

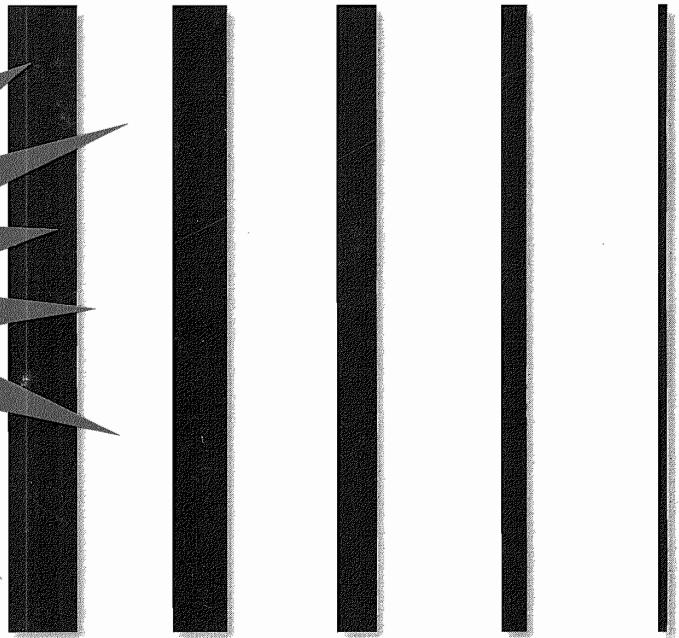
Winter 1998
Delivery Schedule
Inside!

ARBITRON
THE ARBITRON COMPANY

RS

NEW

**Instant Qualitative
Profile inside!**



Radio Market Report

Los Angeles

Includes Instant Qualitative Profile with
Scarborough qualitative information



Accredited by
Media
Rating Council®

Fall 1997
September 18 - December 10

136 Los Angeles

ARBITRON

A special message for Arbitron radio station subscribers

Sample increase plan still available

If your market has yet to sign up for the sample increase plan created by our Radio Advisory Council and Arbitron, we want you to know that our offer is still on the table.

Bigger samples mean better measures

181 markets have signed for the Arbitron sample increase plan. The larger sample targets in these markets mean better audience measurement for radio stations and their advertisers.

If you run a station, you still have a chance to bring better audience measurement to your market.

The best bargain in radio

When every Arbitron station subscriber in your market agrees to a small surcharge on the base contract (4% in continuously measured markets, 2% in the Spring/Fall markets), we will increase your sample target – 70% in the year-round markets and 40% in the Spring/Fall markets.* That's the best bargain in radio.

Call your Arbitron representative today. (You can find the number in the back of this report.) Say "yes" to the Arbitron sample increase program and get ready for better audience measurement.

* Sample target increases based on Fall 1993 sample targets.

**Welcome,
Winter 1998
sample increase
markets!**

70% sample increase

Dayton, OH
Spokane, WA
Tucson, AZ

ARBITRON

Radio Market Report

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

1997-98 Survey Schedule

Fall 1997
September 18 - December 10

Winter 1998
January 8 - April 1

Spring 1998
April 2 - June 24

Summer 1998
July 2 - September 23

Fall 1998
September 24 - December 16



What MRC accreditation means

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

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

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Fall 1997 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

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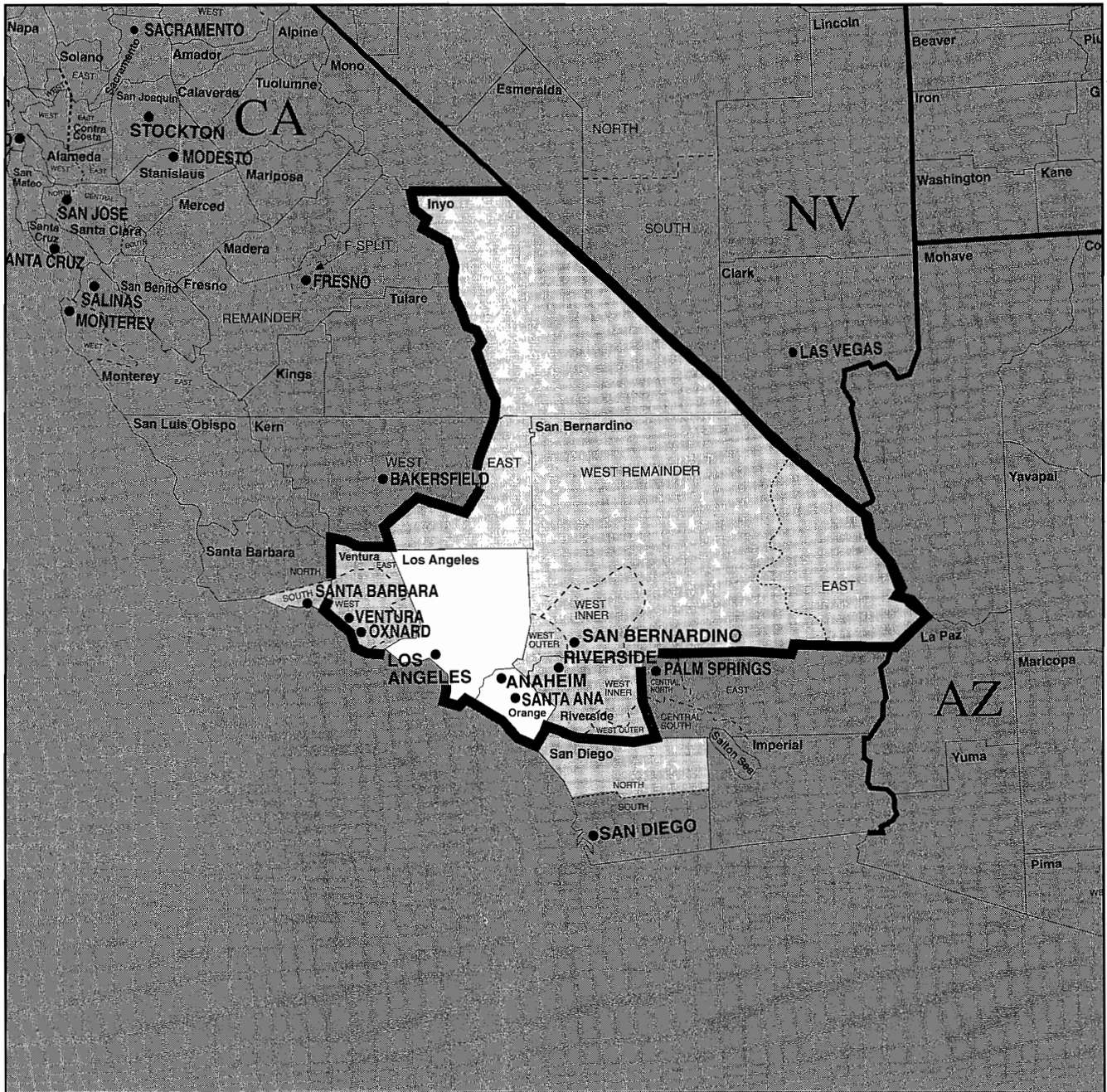
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

Los Angeles

and Los Angeles DMA®



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Metro
 TSA
 DMA®

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

Metro Rank: 2
Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

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

* Station subscribers as of release to print.

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

Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.	Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.
7,688,500	5,609	MTD	LOS ANGELES	CA	B H	572,200	947	TD	SAN BERNARDINO W INN	CA	H
2,232,400	1,532	MTD	ORANGE	CA	H	387,500	181	TD	SAN BRNDNO W OUTER	CA	
15,600	13	TD	INYO	CA		303,500	168	TD	SAN BRNDNO WEST REM	CA	
68,300	78	TD	KERN EAST	CA		787,600	1,254	T	SAN DIEGO NORTH	CA	H
784,800	1,634	TD	RIVERSIDE W INNER	CA	H	172,600	635	T	SANTA BARBARA SOUTH	CA	H
101,100	40	TD	RIVERSIDE WEST OUTER	CA		223,200	209	TD	VENTURA EAST	CA	
6,500	19	TD	SAN BERNARDINO EAST	CA		374,100	1,135	TD	VENTURA WEST	CA	H

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

HDA - High-Density Area
(Black or Hispanic)

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

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	362	492,400	195	301,400
HDHA	4,334	6,027,200	2,260	3,073,500

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Census-based).

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

Population Estimates and In-Tab Diary Sample by Demographics

	Metro					TSA					DMA				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men															
12-24	1,188,300	12.0	853	11.9	12.0	1,634,600	11.9	1,602	11.9	11.9					
18-24	677,400	6.8	451	6.3	6.8	919,100	6.7	830	6.2	6.7	845,000	6.6	713	6.2	6.6
25-34	1,093,300	11.0	715	10.0	11.0	1,490,600	10.9	1,210	9.0	10.9	1,386,800	10.9	1,049	9.1	10.9
35-44	995,800	10.0	658	9.2	10.0	1,388,000	10.1	1,260	9.4	10.1	1,290,800	10.1	1,073	9.3	10.1
45-49	413,800	4.2	276	3.9	4.2	569,500	4.2	503	3.7	4.2	532,200	4.2	431	3.7	4.2
50-54	336,500	3.4	243	3.4	3.4	459,800	3.4	442	3.3	3.4	430,200	3.4	384	3.3	3.4
55-64	429,200	4.3	293	4.1	4.3	593,300	4.3	569	4.2	4.3	552,500	4.3	491	4.2	4.3
65+	478,900	4.8	335	4.7	4.8	702,100	5.1	704	5.2	5.1	643,300	5.0	586	5.1	5.0
18+	4,424,900	44.6	2,971	41.6	44.6	6,122,400	44.6	5,518	41.0	44.6	5,680,800	44.5	4,727	40.9	44.5
Women															
12-24	1,069,900	10.8	968	13.6	10.8	1,465,900	10.7	1,806	13.4	10.7					
18-24	588,600	5.9	487	6.8	5.9	791,600	5.8	911	6.8	5.8	734,600	5.8	768	6.6	5.8
25-34	981,700	9.9	719	10.1	9.9	1,348,200	9.8	1,308	9.7	9.8	1,258,000	9.9	1,133	9.8	9.9
35-44	996,500	10.0	791	11.1	10.0	1,377,200	10.0	1,459	10.8	10.0	1,283,000	10.1	1,266	10.9	10.1
45-49	427,500	4.3	295	4.1	4.3	581,100	4.2	560	4.2	4.2	543,200	4.3	477	4.1	4.3
50-54	345,100	3.5	234	3.3	3.5	468,900	3.4	459	3.4	3.4	437,700	3.4	392	3.4	3.4
55-64	460,400	4.6	329	4.6	4.6	636,400	4.6	665	4.9	4.6	591,500	4.6	573	5.0	4.6
65+	704,000	7.1	432	6.0	7.1	1,002,300	7.3	907	6.7	7.3	922,300	7.2	756	6.5	7.2
18+	4,503,800	45.4	3,287	46.0	45.4	6,205,700	45.2	6,269	46.6	45.2	5,770,300	45.2	5,365	46.4	45.2
P18+	8,928,700	90.0	6,258	87.6	90.0	12,328,100	89.9	11,787	87.6	89.9	11,451,100	89.8	10,092	87.3	89.8
Teens 12-17	992,200	10.0	883	12.4	10.0	1,389,800	10.1	1,667	12.4	10.1	1,306,600	10.2	1,473	12.7	10.2
Black P12+	See Page 13 for information.														
Hispanic P12+	3,654,100	36.8	2,599	36.4	36.8										
Total P12+	9,920,900		7,141			13,717,900		13,454			12,757,700		11,565		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,529	5,046	4,260
UNL - Est. Usable Households in Sample	6,629	12,218	10,464
TOT - Est. Usable Households in Sample	9,158	17,264	14,724
LST - Est. Persons in Usable Households	6,101	11,908	10,126
UNL - Est. Persons in Usable Households	16,691	30,726	26,537
TOT - Est. Persons in Usable Households	22,792	42,634	36,663
LST - Contacted Households	2,430	4,838	4,088
UNL - Contacted Households	6,261	11,563	9,915
TOT - Contacted Households	8,691	16,401	14,003
LST - Households Accepting Diaries	1,686	3,377	2,876
UNL - Households Accepting Diaries	3,919	7,322	6,324
TOT - Households Accepting Diaries	5,605	10,699	9,200
LST - Persons Sent Diaries	4,089	8,015	6,875
UNL - Persons Sent Diaries	9,934	18,532	16,140
TOT - Persons Sent Diaries	14,023	26,547	23,015
LST - Diaries In-Tab	2,127	4,223	3,599
UNL - Diaries In-Tab	5,014	9,231	7,966
TOT - Diaries In-Tab	7,141	13,454	11,565
Sample Target	6,840		
Metro In-Tab/Target Index	104		

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Census-based).

LST - Listed UNL - Unlisted TOT - Total

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



Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

- (s) **KABC-AM 790**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4912 Fax: (310) 558-5689
Format: Talk/Personality
Sales Rep: Katz Radio
Network: ABC
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KACD-FM 103.1** (simulcast w/KBCD-FM)‡
1425 Fifth St
Santa Monica, CA 90401
(310) 458-1031 Fax: (310) 393-2443
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Santa Monica/Nwprt B, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 3,000/81
- (s) **KACE-FM 103.9** (simulcast w/KRTO-FM)‡
610 S Ardmore Ave
Los Angeles, CA 90005
(213) 427-7954 Fax: (213) 386-9027
Format: Urban Oldies
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Inglewood/Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 1,650/119
- (s) **KBCD-FM 103.1** (simulcast w/KACD-FM)‡
1425 Fifth St
Santa Monica, CA 90401
(310) 458-1031 Fax: (310) 393-2443
Format: Contemporary Hit Radio
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Newport Bch/Snt Monc, CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 2,000/91
- (s) **KBIG-FM 104.3**
7755 Sunset Blvd
Los Angeles, CA 90046
(213) 874-7700 Fax: (213) 876-9213
Format: Adult Contemporary
Sales Rep: Sentry
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 105,000/882
- KBUA-FM 94.3** (simulcast w/KBLUE-FM)‡
5724 Hollywood Blvd
Hollywood, CA 90028
(213) 461-9300 Fax: (213) 461-9946
Format: Spanish Contemporary
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: San Fernando/Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 3,000/29
- (s) **KBUE-FM 105.5** (simulcast w/KBUA-FM)‡
5724 Hollywood Blvd
Hollywood, CA 90028
(213) 461-9300 Fax: (213) 461-9946
Format: Spanish Contemporary
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Long Beach/Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 1,050/143
- (s) **KCBS-FM 93.1**
6121 Sunset Blvd
Los Angeles, CA 90028
(213) 460-3657 Fax: (213) 463-9270
Format: Classic Rock
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 28,500/1,066
- (s) **KFI-AM 640**
610 S Ardmore
Los Angeles, CA 90005
(213) 251-3126 Fax: (213) 385-7076
Format: News Talk Information
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/50,000
- KFSG-FM 96.3**
1910 W Sunset Blvd Ste 200
Los Angeles, CA 90026
(213) 483-5374 Fax: (213) 484-8304
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 54,000/146
- (s) **KFWB-AM 980**
6230 Yucca St
Los Angeles, CA 90028
(213) 871-4699 Fax: (213) 871-4670
Format: All News
Sales Rep: Group W Radio Sales
Network: CNN, ABC, APNET
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KIBB-FM 100.3**
3500 W Olive Ave #250
Burbank, CA 91505
(818) 955-7000 Fax: (818) 953-7759
Format: Hot Adult Contemporary
Sales Rep: Banner Radio
Network: WESTWD
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 5,300/916
- KIEV-AM 870**
5900 San Fernando Rd
Glendale, CA 91202
(213) 245-2388 Fax: (213) 245-5438
Format: News Talk Information
Sales Rep: N/A
Network: UPI
City of Lic./Alt City ID: Glendale, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 15,000/1,000
- (s) **KIIS-FM 102.7**
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 845-1027 Fax: (818) 295-6466
Format: Contemporary Hit Radio
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 8,000/902
- KIKF-FM 94.3**
1045 S East St
Anaheim, CA 92805
(714) 502-9494 Fax: (714) 502-9400
Format: Country
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Garden Grove/L.A., CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 3,000/75

continued...

Network Affiliation Abbreviations

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

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

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

(s) Station subscribers as of release to print

* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight

† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight

‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight

< > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page I3 for additional station information.

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

- (s) KJLH-FM 102.3**
161 N Labrea Ave
Inglewood, CA 90301
(310) 330-5550 Fax: (310) 330-5555
Format: Urban Adult Contemporary
Sales Rep: Katz & Powell
Network: IND
City of Lic./Alt City ID: Compton, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 2,250/103
- (s) KKHJ-AM 930**
5724 Hollywood Blvd
Los Angeles, CA 90028
(213) 461-9300 Fax: (213) 461-9946
Format: Spanish News/Talk
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000
- (s) KLAC-AM 570**
330 N Brand Blvd
Glendale, CA 91203
(818) 546-1043 Fax: (818) 637-2267
Format: Nostalgia
Sales Rep: Sentry
Network: WESTWD
City of Lic./Alt City ID: Los Angeles/Anaheim, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000
- (s) KLSX-FM 97.1**
3580 Wilshire Blvd
Los Angeles, CA 90010
(213) 383-4222 Fax: (213) 380-4325
Format: Variety
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 21,000/915
- (s) KNX-AM 1070**
6121 Sunset Blvd
Los Angeles, CA 90028
(213) 460-3354 Fax: (213) 460-3352
Format: All News
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/50,000
- (s) KKBT-FM 92.3**
5900 Wilshire Ste 1900
Los Angeles, CA 90036
(213) 634-1800 Fax: (213) 634-1888
Format: Urban Contemporary
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 43,000/887
- (s) KKGO-FM 105.1**
1500 Cotner Av Box 250028
Los Angeles, CA 90025
(310) 478-5540 Fax: (310) 444-8988
Format: Classical
Sales Rep: Allied Radio Partners
Network: APNET
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 18,000/880
- KKLA-AM 1240** (simulcast w/KKLA-FM)‡
992 Inland Ctr Dr
San Bernardino, CA 92408
(909) 885-6555 Fax: (909) 381-9563
Format: Religious
Sales Rep: Salem Media
Network: SRN
City of Lic./Alt City ID: <S Bernrdno/L Angl>, CA
County/Split Co.: San Bern W Inner, CA
Power Day/Night (watts): 1,000/1,000
- (s) KKLA-FM 99.5** (simulcast w/KKLA-AM)‡
701 N Brand Blvd
Glendale, CA 91203
(818) 956-5552 Fax: (818) 551-1110
Format: Religious
Sales Rep: Salem Radio Representatives
Network: SRN
City of Lic./Alt City ID: L Angl/S Bernardino, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 10,500/878
- (s) KLAX-FM 97.9**
10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 203-8989
Format: Spanish Language
Sales Rep: Caballero Spanish Media, Inc
Network: IND
City of Lic./Alt City ID: Long Beach/Los Angl, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 50,000/119
- (s) KLOS-FM 95.5**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4836 Fax: (310) 558-7685
Format: Album Oriented Rock
Sales Rep: Katz Radio
Network: ABC
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 63,000/954
- (s) KLVE-FM 107.5**
1645 N Vine St Ste 200
Los Angeles, CA 90028
(213) 468-5272 Fax: (213) 465-0230
Format: Spanish Contemporary
Sales Rep: Katz Hispanic Reps Inc
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 29,500/914
- (s) KLYY-FM 107.1**
3350 Electronic Dr Ste 130
Pasadena, CA 91107
(626) 351-9107 Fax: (626) 351-6218
Format: Alternative
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Arcadia/Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 3,000/-13
- (s) KOST-FM 103.5**
610 S Ardmore Ave
Los Angeles, CA 90005
(213) 427-1035 Fax: (213) 385-0281
Format: Adult Contemporary
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 12,500/949
- (s) KPWR-FM 105.9**
2600 W Olive Ste 850
Burbank, CA 91505
(818) 567-6227 Fax: (818) 848-0620
Format: Contemporary Hit Radio
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 25,000/925

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

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Network Affiliation Abbreviations

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

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

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

continued...

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

- (s) **KRLA-AM 1110**
3580 Wilshire Blvd
Los Angeles, CA 90010
(213) 383-4222 Fax: (213) 386-3649
Format: Oldies
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Pasadena, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/20,000
- (s) **KROQ-FM 106.7**
3500 W Olive Ste 900
Burbank, CA 91505
(818) 567-1067 Fax: (818) 841-5903
Format: Alternative
Sales Rep: Infinity Radio Sales
Network: IND
City of Lic./Alt City ID: Pasadena/Ls Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 5,600/423
- (s) **KRTH-FM 101.1**
5901 Venice Blvd
Los Angeles, CA 90034
(213) 936-5784 Fax: (213) 936-3427
Format: Oldies
Sales Rep: CBS Radio Representatives
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 51,000/954
- (s) **KRTO-FM 98.3** (simulcast w/KACE-FM)‡
6430 Sunset Blvd Ste 650
Los Angeles, CA 90028
(213) 427-7954 Fax: (213) 386-9027
Format: Urban Oldies
Sales Rep: Team El Dorado
Network: IND
City of Lic./Alt City ID: W Covina/Ls Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 650/296
- (s) **KSCA-FM 101.9**
1645 N Vine St #200
Los Angeles, CA 90028
(213) 468-5272 Fax: (213) 465-0230
Format: Spanish Regional
Sales Rep: Katz Hispanic Reps Inc
Network: IND
City of Lic./Alt City ID: Glendale/Ls Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 4,800/863
- (s) **KSSE-FM 97.5**
3450 Wilshire Blvd Ste 820
Los Angeles, CA 90010
(213) 251-1011 Fax: (213) 251-9737
Format: Spanish Contemporary
Sales Rep: Caballero Spanish Media, Inc
Network: IND
City of Lic./Alt City ID: <Riversd/Ls Angeles>, CA
County/Split Co.: Riverside W Inner, CA
ERP (watts) / HAAT (meters): 72,000/557
- (s) **KTNQ-AM 1020**
1645 N Vine St Ste 200
Los Angeles, CA 90028
(213) 468-5272 Fax: (213) 465-0230
Format: Spanish News/Talk
Sales Rep: Katz Hispanic Reps Inc
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/50,000
- (s) **KTWV-FM 94.7**
8944 Lindblade St
Culver City, CA 90232
(310) 840-7182 Fax: (310) 815-8391
Format: New AC (NAC)/Smooth Jazz
Sales Rep: Group W Radio Sales
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 55,000/863
- KWKW-AM 1330**
6290 Sunset Blvd
Hollywood, CA 90028
(213) 466-8111 Fax: (213) 461-7347
Format: Spanish Contemporary
Sales Rep: Lotus Hispanic Reps
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KWVE-FM 107.9**
1644 No El Camino Real
San Clemente, CA 92672
(714) 492-9800 Fax: (714) 361-0375
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: San Clemente, CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 560/1,125
- (s) **KXMG-AM 1540**
333 Glenoaks Blvd Ste 690
Burbank, CA 91502
(818) 525-1875 Fax: (818) 525-1888
Format: All Sports
Sales Rep: Allied Radio Partners
Network: 1-ON-1
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/10,000
- (s) **KYSR-FM 98.7**
3500 W Olive Ste 250
Burbank, CA 91505
(818) 955-7000 Fax: (818) 953-7759
Format: Adult Contemporary
Sales Rep: Banner Radio
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 75,000/360
- (s) **KZLA-FM 93.9**
7755 Sunset Blvd
Los Angeles, CA 90046
(213) 882-8000 Fax: (213) 874-9494
Format: Country
Sales Rep: Sentry
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 18,500/956

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Network Affiliation Abbreviations

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

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

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

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

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Station Information *(continued)*

For Stations Listed in This Report

Outside Arbitron Radio Metro Area But Home to the DMA

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

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

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

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

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

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

KTPI-FM 103.1
 190 Sierra Ct #B-2
 Palmdale, CA 93550
 (805) 274-1031 Fax: (805) 274-1017
 Format: Country
 Sales Rep: Cristal Radio
 Network: IND
 City of Lic./Alt City ID: Tehachapi/Lancaster, CA
 County/Split Co.: Kern East, CA
 ERP (watts) / HAAT (meters): 1,900/176

Outside Arbitron Radio Metro Area and the DMA

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

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

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 SRN: Salem Radio Network

TALKNT: Talknet
 TARN: Talk America Radio Network
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 USA: USA Radio Network
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Notations

Metro Market Profile



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

Household Data					
	Metro Total	Metro %		Metro Total	Metro %
Total Households	3,961,400	100.0	Seasonal Housing Units	12,008	.3
Households by Income			Education: Persons 25+		
Under \$10,000	358,130	9.0	Elementary 0-8 grade	985,438	14.1
\$10,000-19,999	469,077	11.9	High school 1-3 yrs	932,605	13.4
\$20,000-29,999	464,348	11.7	High school grad	1,433,780	20.6
\$30,000-39,999	433,568	10.9	College 1-3 yrs	1,977,969	28.4
\$40,000-49,999	402,073	10.2	College 4+ yrs	1,639,090	23.5
\$50,000-74,999	746,069	18.8	Colleges & Universities	112	
\$75,000-99,999	450,383	11.4	Total enrollment	691,932	100.0
\$100,000+	637,752	16.1	Full-time enrollment	315,373	45.6
Median income: \$46,261			Occupation		
Value of Owner-Occupied Housing Units			Managerial	1,564,437	28.5
Less than \$50,000	20,215	.5	Technical	1,798,738	32.7
\$50,000-74,999	20,457	.6	Service worker	657,940	12.0
\$75,000-99,999	58,668	1.5	Farm worker	72,261	1.3
\$100,000-149,999	199,872	5.2	Precision production	596,127	10.8
\$150,000-249,999	591,984	15.6	Operator	806,761	14.7
\$250,000+	721,304	18.8	Farm Population	1,200	
Median value: \$234,600			Transportation to Work		
Monthly Gross Rent			Public	299,413	5.6
Less than \$200	45,728	1.2	Driving to work	3,866,051	71.6
\$200-349	108,616	2.9	Carpool	814,194	15.1
\$350-499	284,482	7.4	Other	414,251	7.7
\$500-649	462,746	12.2	Average Travel Time to Work (Min.)	26	
\$650-749	298,676	7.8	Car Ownership by Household		
\$750+	643,216	16.9	0 Cars	428,400	10.8
Median rent: \$657			1 Car	1,429,300	36.1
Household Size			2 Cars	1,394,300	35.2
1 Person	962,600	24.3	3+ Cars	709,400	17.9
2 Persons	1,177,500	29.7			
3-4 Persons	1,159,900	29.3			
5+ Persons	661,400	16.7			

Group Quarters Population Estimates

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

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

Ethnic Population Estimates

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

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

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

Area Lifestyle Profile

by PRIZM® Groups

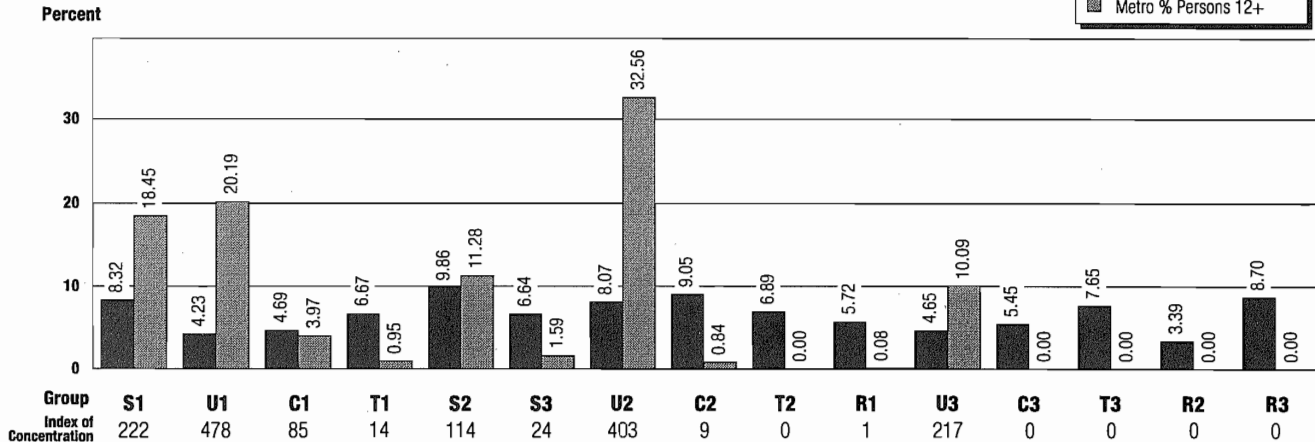
PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers, and to profile markets and audiences by lifestyle. There are 62 PRIZM clusters which are organized into 15 broader social groups denoting basic neighborhood types.

The 15 PRIZM social groups are identified by codes that are listed below this chart.

In this chart, 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 market has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M6.)

■ National % Persons 12+
■ Metro % Persons 12+



PRIZM® Groups

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Metro Market Profile *(continued)*

Sales Data



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

Metro Income*

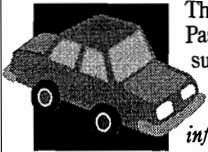
Total Income (\$000)	\$249,702,076
Median Household Income	\$46,261
Income per Household	\$63,034

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

Metro Retail Sales Data (\$000)

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

Car Registrations



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

Manufacturer	%
Chrysler Corporation	2.9
Ford Motor Company	11.8
General Motors Corporation	15.6
Honda	20.1
Mazda	2.1
Mitsubishi	2.1
Nissan	8.2
Toyota	20.0
Other	17.2

* Note: Figures are shown for January through June of the 1997 model year.

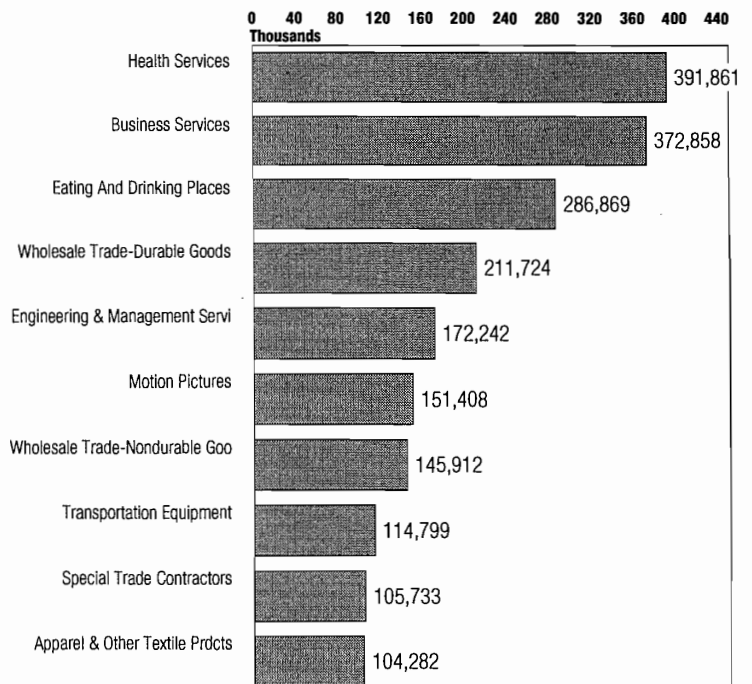
Top Ten Employer Industries

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

Metro Employer Industries

Total Employees
4,353,691

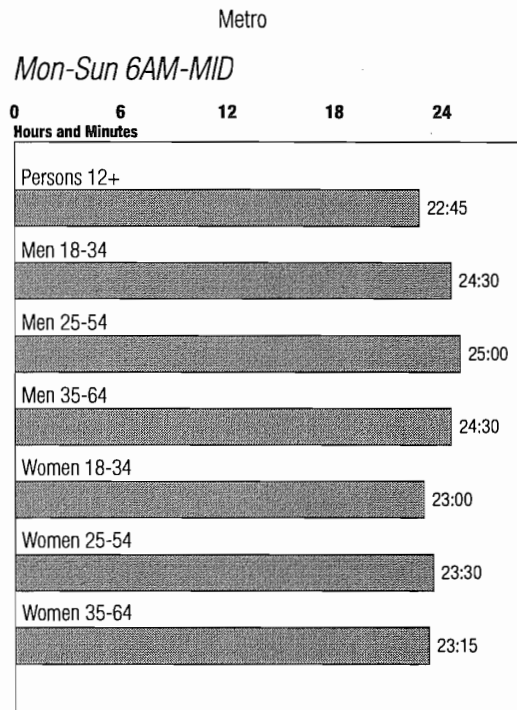
Top 10 Total Employees
2,057,688
47.3% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	582,014	14.7	SEVENTEEN	76,554	1.9
TV GUIDE	543,499	13.8	MONEY	75,457	1.9
RDRS DIGST	431,031	10.9	REDBOOK	74,934	1.9
NAT GEO	269,945	6.8	EBONY	70,831	1.8
BTR HOME	211,238	5.3	ENTERTNMNT	67,211	1.7
SUNSET	195,123	4.9	YM	64,911	1.6
TIME	190,676	4.8	ROLLNG STN	58,569	1.5
PEOPLE	171,241	4.3	MADEMOSELL	55,669	1.4
NEWSWEEK	148,572	3.8	PARENTS	54,974	1.4
COSMOPLTAN	128,924	3.3	COOKING LT	51,631	1.3
FAMLY CRCL	121,603	3.1	MENS HLTH	51,426	1.3
PLAYBOY	117,113	3.0	SELF	50,557	1.3
LS HOME JN	113,377	2.9	GOLF DIGST	49,529	1.3
GD HSEKPNG	111,979	2.8	TEEN	44,235	1.1
MCCALLS	102,343	2.6	NEW WOMAN	43,724	1.1
GLAMOUR	101,347	2.6	POP MECHAN	43,613	1.1
PREVENTION	100,521	2.5	GOLF MGZNE	43,453	1.1
SPORTS ILS	99,513	2.5	KIPLINGERS	42,688	1.1
MARTHA STW	95,563	2.4	CTRY LIVING	42,559	1.1
WOMANS DAY	90,879	2.3	SP OP DGST	34,693	0.9
NATL ENQR	89,561	2.3	BOYS LIFE	31,199	0.8
SMITHSONIAN	81,897	2.1	POP SCIENC	23,790	0.6
LIFE	81,072	2.1	FIELD STRM	23,453	0.6
STAR	80,770	2.0	OUTDR LIFE	16,607	0.4
US NWS&WR	78,095	2.0	SOU LIVING	-	-

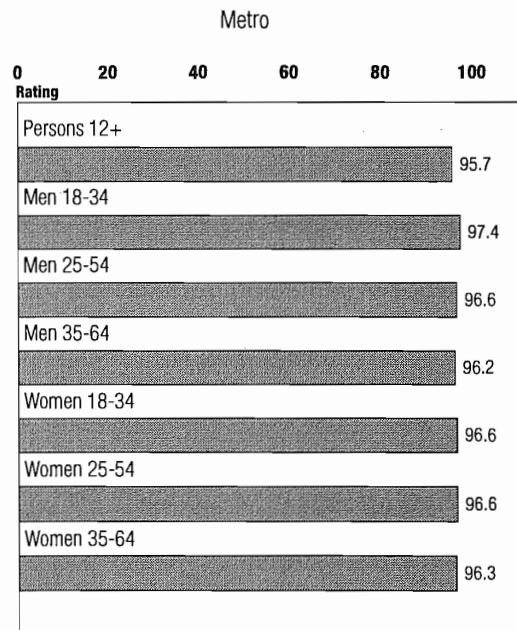
Radio Time Spent Listening*



Newspapers

Paper	Circulation	%
LOS ANGELES TIMES	873,932	22
ORANGE COUNTY REGISTER	344,506	9
LOS ANGELES DAILY NEWS	182,340	5
LONG BEACH PRESS-TELEGRAM	106,331	3
LA OPINION, LOS ANGELES	84,358	2
TORRANCE DAILY BREEZE	78,717	2
SAN GABRIEL VALLEY TRIBUNE	56,174	1
PASADENA STAR-NEWS	40,978	1
USA TODAY	37,630	1
SANTA MONICA OUTLOOK	23,813	1
DAILY VARIETY	21,796	1
INLAND VALLEY DAILY BULLETIN	20,108	1
WHITTIER DAILY NEWS	18,756	-
SAN PEDRO NEWS PILOT	13,025	-
VENTURA COUNTY STAR	2,208	-

Radio 24-Hour Cume*



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

* Based on Arbitron's Fall 1997 radio survey.

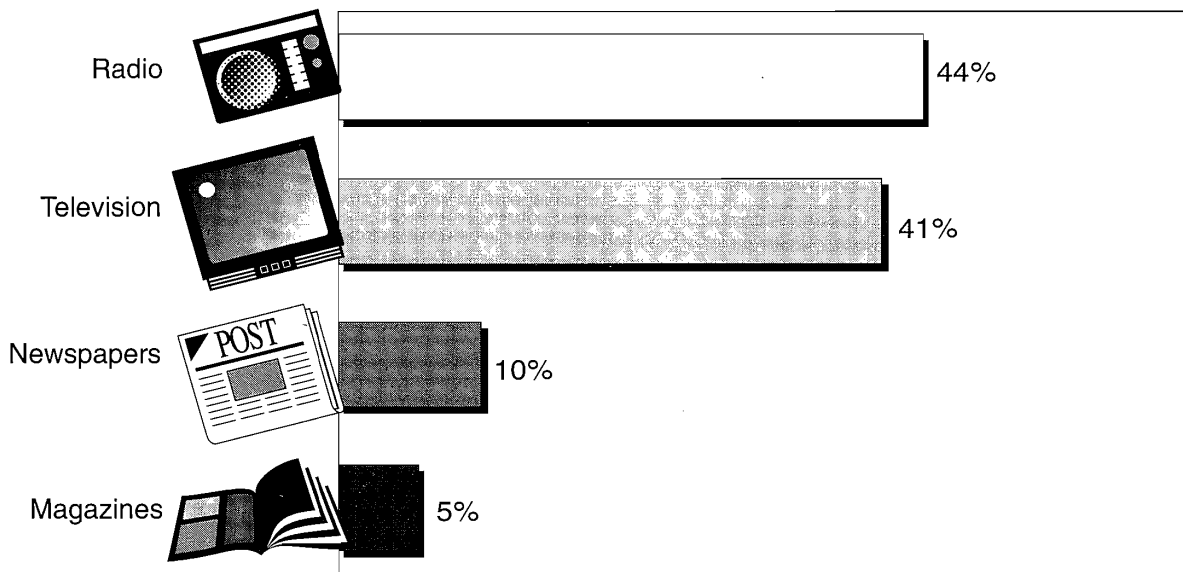
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

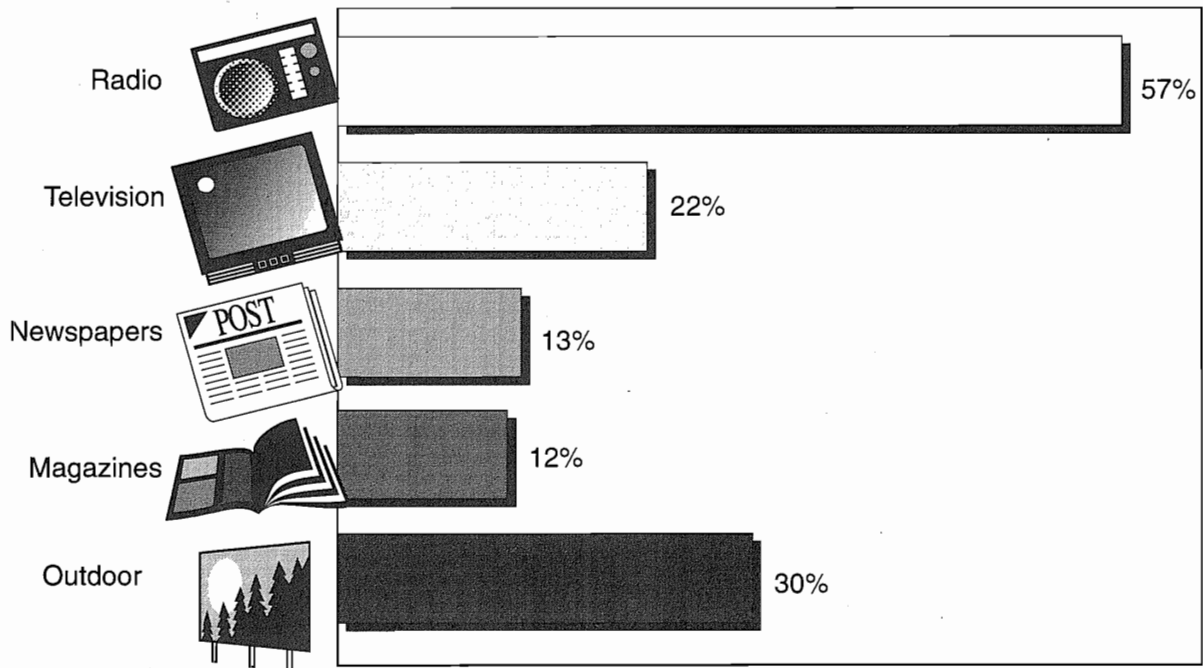
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

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

Rating Distortion Violations

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

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

Rating Bias

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

Rating Bias activities may take the form of direct survey announcements that are preplanned, repeated, or stylized, but may also take the form of any activity - including contests or research - if, in Arbitron's opinion, the activity may sensitize listeners to the process of recording listening in diaries. Survey announcements are messages delivered by a radio station in any medium which alert listeners that a survey is, or soon will be, in progress or which 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 which promotes a station's success in prior surveys, as permitted by contractual agreement with Arbitron, does not constitute Rating Bias. Note, however, that references to a station's performance in prior surveys in the context of appeals for support are not protected under this guideline, and may, in fact, be violations of Arbitron's guidelines on Rating Bias.

Extemporaneous Comments/Arbitron may cite as Extemporaneous Comments any reference on the air, or in any other medium, which mentions or alludes to a past, current or future Arbitron survey, diary (ies) or radio ratings in any way which might sensitize diarykeepers to a current or future survey, or which may affect the way in which 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, which may have been intended as humorous. Where warranted, however, Arbitron may cite a reference as a Rating Bias and/or Rating Distortion activity, even if the reference appears to have been a one-time-only, spontaneous, or humorous remark.

Rating Bias/Extemporaneous Comments Violations

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

General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Market

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

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

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

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

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

Metro Target Increase/ Effective with the Winter 1994 survey, all Continuous Measurement Markets received a 15% in-tab target increase. Also effective with the Winter 1994 survey, markets which supported the 70% Metro target increase program received an additional 15% increase for a total increase of 30%. A total of 72 Continuous Measurement markets, including all top 25 radio markets, have now received the full 70% increase. Sample target increases are based on Fall 1993 targets.

Two additional markets have agreed to support the 70% increase and will receive an extra 55% increase to be phased in over a two year period. This brings a total of 74 Continuous Measurement markets supporting the 70% Metro target increase.

The Los Angeles market has received the total 70% increase.

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

The Sample

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

	Black Persons 12+
Population:	
Total	7,688,500
Ethnic	762,900
Percent	9.9
In-Tab:	
Total	5,609
Ethnic	542
Percent	9.7
Excluded Counties:	
	Orange, CA
Total Metro (Controlled and Noncontrolled):	
Ethnic Population:	797,100
Ethnic In-Tab:	563

Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
KBUA-FM	KYKF-FM		01/31/97
KSSE-FM	KVAR-FM	WI97 FA96	04/21/97

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

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

Simulcasting

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

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

Simulcast Stations	Mon-Sun 6A-Mid	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
KACD-FM/ KBCE-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KACE-FM/ KRTO-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KBUA-FM/ KBUE-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KKLA-AM/ KKLA-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
FA '97	520	7505	.5	3.0	919	4151	.9	3.7	695	3862	.7	3.0	626	3823	.6	3.1	189	1727	.2	2.1
SU '97	521	7978	.5	3.1	816	3411	.8	3.5	620	3630	.6	2.6	571	3875	.6	2.9	401	2820	.4	4.3
SP '97	485	7755	.5	2.8	690	3593	.7	2.8	739	4120	.8	3.2	548	3833	.6	2.7	312	2284	.3	3.5
WI '97	502	7443	.5	3.0	905	4229	.9	3.7	691	4203	.7	2.9	543	3726	.6	2.7	254	2097	.3	2.9
4-Book	507	7670	.5	3.0	833	3846	.8	3.4	686	3954	.7	2.9	572	3814	.6	2.9	289	2232	.3	3.2
FA '96	545	8014	.6	3.2	1040	4651	1.1	4.2	764	4378	.8	3.3	568	3733	.6	2.8	214	1976	.2	2.5
KACD-FM																				
FA '97	90	2122	.1	.5	69	859	.1	.3	99	933	.1	.4	131	1186	.1	.6	68	736	.1	.7
SU '97	76	2021	.1	.4	71	660	.1	.3	94	917	.1	.4	115	1022	.1	.6	55	633	.1	.6
SP '97	79	2096	.1	.5	63	687	.1	.3	92	913	.1	.4	115	972	.1	.6	64	780	.1	.7
WI '97	89	2168	.1	.5	80	870	.1	.3	104	1083	.1	.4	116	1069	.1	.6	72	760	.1	.8
4-Book	84	2102	.1	.5	71	769	.1	.3	97	962	.1	.4	119	1062	.1	.6	65	727	.1	.7
FA '96	81	1547	.1	.5	94	719	.1	.4	95	663	.1	.4	95	876	.1	.5	68	628	.1	.8
KBCD-FM																				
FA '97	32	787	.2	.2	24	263	.1	.1	37	392	.2	.2	49	465	.2	.2	18	341	.2	.2
SU '97	38	906	.2	.2	41	335	.2	.2	65	441	.1	.3	42	490	.2	.2	26	366	.3	.3
SP '97	28	704	.2	.2	49	299	.1	.2	21	199	.1	.1	35	353	.2	.2	15	231	.2	.2
WI '97	25	941	.1	.1	23	257	.1	.1	25	331	.1	.1	18	375	.1	.1	26	367	.3	.3
4-Book	31	835	.2	.2	34	289	.2	.2	37	341	.2	.2	36	421	.2	.2	21	326	.3	.3
FA '96	31	786	.2	.2	39	295	.2	.2	44	342	.2	.2	34	352	.2	.2	10	232	.1	.1
KACE-FM																				
FA '97	153	2519	.2	.9	170	1069	.2	.7	199	1162	.2	.9	200	1354	.2	1.0	116	918	.1	1.3
SU '97	176	2872	.2	1.0	235	1247	.2	1.0	240	1517	.2	1.0	213	1570	.2	1.1	112	1024	.1	1.2
SP '97	121	2287	.1	.7	126	987	.1	.5	152	1040	.2	.7	156	1224	.2	.8	105	741	.1	1.2
WI '97	128	2365	.1	.8	171	1032	.2	.7	160	1125	.2	.7	146	1179	.1	.7	94	638	.1	1.1
4-Book	145	2511	.2	.9	176	1084	.2	.7	188	1211	.2	.8	179	1332	.2	.9	107	830	.1	1.2
FA '96	134	2339	.1	.8	162	1070	.2	.7	193	1119	.2	.8	148	1247	.2	.7	85	869	.1	1.0
KRTO-FM																				
FA '97	41	994	.2	.3	40	388	.2	.2	43	388	.2	.2	62	459	.1	.3	27	347	.3	.3
SU '97	44	692	.3	.3	46	260	.2	.2	73	437	.1	.3	49	375	.1	.2	23	251	.2	.2
SP '97	79	1100	.1	.5	114	488	.1	.5	124	568	.1	.5	69	595	.1	.3	41	407	.5	.5
WI '97	140	1874	.1	.8	148	962	.2	.6	195	1092	.2	.8	149	1054	.2	.7	102	743	.1	1.2
4-Book	76	1165	.1	.5	87	525	.1	.4	109	621	.1	.5	82	621	.1	.4	48	437	.6	.6
FA '96	112	1488	.1	.7	120	693	.1	.5	132	775	.1	.6	137	815	.1	.7	80	536	.1	.9
KBIG-FM																				
FA '97	458	9412	.5	2.7	561	4273	.6	2.2	795	4156	.8	3.4	572	4443	.6	2.8	190	2432	.2	2.1
SU '97	439	10065	.5	2.6	546	4174	.6	2.3	759	4432	.8	3.2	540	4889	.6	2.7	182	3092	.2	1.9
SP '97	405	9575	.4	2.4	513	3911	.5	2.1	714	4065	.7	3.1	555	4361	.6	2.8	160	2595	.2	1.8
WI '97	456	9371	.5	2.7	564	4014	.6	2.3	819	4395	.8	3.5	581	4024	.6	2.9	183	2584	.2	2.1
4-Book	440	9606	.5	2.6	546	4093	.6	2.2	772	4262	.8	3.3	562	4429	.6	2.8	179	2676	.2	2.0
FA '96	422	9614	.4	2.5	562	3966	.6	2.3	707	4305	.7	3.1	531	4616	.5	2.6	175	2441	.2	2.0
+KBUA-FM																				
FA '97	34	672	.2	.2	60	299	.1	.2	51	305	.1	.2	27	336	.1	.1	8	130	.1	.1
SU '97	15	570	.1	.1	14	253	.1	.1	20	245	.1	.1	20	298	.1	.1	10	166	.1	.1
SP '97	53	836	.1	.3	70	490	.1	.3	88	540	.1	.4	55	428	.1	.3	18	207	.2	.2
WI '97	22	523	.1	.1	17	268	.1	.1	31	167	.1	.1	36	264	.2	.2	13	139	.1	.1
4-Book	31	650	.2	.2	40	328	.1	.2	48	314	.1	.2	35	332	.2	.2	12	161	.1	.1
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	271	4948	.3	1.6	344	2074	.3	1.4	342	2591	.3	1.5	293	2511	.3	1.4	133	1368	.1	1.5
SU '97	237	4936	.2	1.4	296	2169	.3	1.3	371	2532	.4	1.6	266	2403	.3	1.3	93	1326	.1	1.0
SP '97	294	5131	.3	1.7	317	2284	.3	1.3	444	2792	.5	1.9	322	2544	.3	1.6	136	1437	.1	1.5
WI '97	336	5520	.3	2.0	369	2390	.4	1.5	504	2941	.5	2.1	378	2934	.4	1.9	190	1775	.2	2.2
4-Book	285	5134	.3	1.7	332	2229	.3	1.4	415	2714	.4	1.8	315	2598	.3	1.6	138	1477	.1	1.6
FA '96	280	4919	.3	1.7	347	2277	.4	1.4	375	2554	.4	1.6	293	2516	.3	1.5	144	1429	.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 12+

Target Listener Trends - Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KCBS-FM																				
FA '97	457	9678	.5	2.7	577	4364	.6	2.3	759	4788	.8	3.3	623	5513	.6	3.1	173	2604	.2	1.9
SU '97	323	8160	.3	1.9	408	3661	.4	1.7	506	4167	.5	2.1	401	4099	.4	2.0	149	2447	.2	1.6
SP '97	450	8366	.5	2.6	505	3676	.5	2.1	771	4323	.8	3.3	614	4867	.6	3.1	181	2381	.2	2.0
WI '97	482	9264	.5	2.8	613	4339	.6	2.5	792	4493	.8	3.4	679	5629	.7	3.4	164	2528	.2	1.9
4-Book	428	8867	.5	2.5	526	4010	.5	2.2	707	4443	.7	3.0	579	5027	.6	2.9	167	2490	.2	1.9
FA '96	326	7586	.3	1.9	415	3491	.4	1.7	510	3636	.5	2.2	455	4235	.5	2.3	128	2139	.1	1.5
KFI -AM																				
FA '97	691	9892	.7	4.0	1007	5126	1.0	4.0	1496	6871	1.5	6.4	665	4284	.7	3.3	234	1782	.2	2.6
SU '97	701	9128	.7	4.1	1100	5395	1.1	4.7	1500	6422	1.5	6.3	618	4068	.6	3.1	214	1795	.2	2.3
SP '97	628	9445	.6	3.7	981	5180	1.0	4.0	1319	6138	1.4	5.7	716	4525	.7	3.6	132	1717	.1	1.5
WI '97	734	9781	.8	4.3	1164	5529	1.2	4.8	1464	6863	1.5	6.2	780	4559	.8	3.9	159	1872	.2	1.8
4-Book	689	9562	.7	4.0	1063	5308	1.1	4.4	1445	6574	1.5	6.2	695	4359	.7	3.5	185	1792	.2	2.1
FA '96	724	10500	.7	4.3	1093	5690	1.1	4.4	1577	7215	1.6	6.8	755	4553	.8	3.8	157	2015	.2	1.8
KFSG-FM																				
FA '97	65	1921	.1	.4	144	1151	.1	.6	65	612	.1	.3	74	819	.1	.4	22	436	.2	.2
SU '97	81	1557	.1	.5	114	869	.1	.5	119	716	.1	.5	85	760	.1	.4	33	442	.4	.4
SP '97	80	1521	.1	.5	154	970	.2	.6	67	545	.1	.3	95	636	.1	.5	33	315	.4	.4
WI '97	56	1809	.1	.3	122	1060	.1	.5	44	673	.2	.2	58	715	.1	.3	24	413	.3	.3
4-Book	71	1702	.1	.4	134	1013	.1	.6	74	637	.1	.3	78	733	.1	.4	28	402	.3	.3
FA '96	71	1493	.1	.4	117	861	.1	.5	110	733	.1	.5	79	737	.1	.4	24	402	.3	.3
KFVB-AM																				
FA '97	353	9556	.4	2.1	678	5564	.7	2.7	360	3846	.4	1.5	474	5052	.5	2.3	158	2031	.2	1.7
SU '97	297	8611	.3	1.8	658	5167	.7	2.8	282	3582	.3	1.2	339	4271	.3	1.7	133	1894	.1	1.4
SP '97	333	8989	.3	2.0	758	5846	.8	3.1	299	3703	.3	1.3	385	4263	.4	1.9	141	2082	.1	1.6
WI '97	355	9440	.4	2.1	790	6101	.8	3.2	395	4018	.4	1.7	430	4568	.4	2.1	98	1647	.1	1.1
4-Book	335	9149	.4	2.0	721	5670	.8	3.0	334	3787	.4	1.4	407	4539	.4	2.0	133	1914	.1	1.5
FA '96	317	9134	.3	1.9	698	5552	.7	2.8	345	4176	.4	1.5	379	4663	.4	1.9	110	1974	.1	1.3
KIBB-FM																				
FA '97	247	7171	.2	1.4	257	2757	.3	1.0	325	3132	.3	1.4	402	3891	.4	2.0	148	2061	.1	1.6
SU '97	290	7046	.3	1.7	300	2765	.3	1.3	445	3628	.5	1.9	407	3614	.4	2.1	160	2302	.2	1.7
SP '97	268	6993	.3	1.6	289	2959	.3	1.2	416	3355	.4	1.8	373	3572	.4	1.9	120	1863	.1	1.3
WI '97	310	6704	.3	1.8	374	2701	.4	1.5	498	3234	.5	2.1	430	3719	.4	2.1	119	1922	.1	1.4
4-Book	279	6979	.3	1.6	305	2796	.3	1.3	421	3337	.4	1.8	403	3699	.4	2.0	137	2037	.1	1.5
FA '96	204	4896	.2	1.2	263	2259	.3	1.1	290	2467	.3	1.3	265	2580	.3	1.3	83	1199	.1	1.0
KIEV-AM																				
FA '97	83	1586	.1	.5	37	291	.1	.1	217	1094	.2	.9	126	596	.1	.6	23	251	.3	.3
SU '97	103	1710	.1	.6	37	353	.2	.2	260	1189	.3	1.1	208	795	.2	1.1	26	344	.3	.3
SP '97	87	1207	.1	.5	25	216	.1	.1	206	761	.2	.9	199	801	.2	1.0	28	213	.3	.3
WI '97	55	1200	.1	.3	28	263	.1	.1	114	634	.1	.5	108	536	.1	.5	33	280	.4	.4
4-Book	82	1426	.1	.5	32	281	.1	.1	199	920	.2	.9	160	682	.2	.8	28	272	.3	.3
FA '96	80	1556	.1	.5	42	319	.2	.2	195	865	.2	.8	143	732	.1	.7	25	193	.3	.3
KIIS-FM																				
FA '97	680	15853	.7	4.0	1002	8674	1.0	4.0	639	6581	.6	2.7	848	8414	.9	4.2	458	5130	.5	5.0
SU '97	657	15788	.7	3.9	836	7753	.9	3.6	851	8419	.9	3.6	828	8117	.8	4.2	391	5038	.4	4.2
SP '97	649	15229	.7	3.8	1037	8239	1.1	4.2	677	6469	.7	2.9	788	7928	.8	3.9	364	5059	.4	4.0
WI '97	543	13680	.6	3.2	836	7095	.9	3.4	604	6153	.6	2.6	705	7601	.7	3.5	302	4291	.3	3.5
4-Book	632	15138	.7	3.7	928	7940	1.0	3.8	693	6906	.7	3.0	792	8015	.8	4.0	379	4880	.4	4.2
FA '96	528	14084	.5	3.1	848	7183	.9	3.4	546	5978	.6	2.4	686	7223	.7	3.4	322	4269	.3	3.7
KIKF-FM																				
FA '97	65	1384	.1	.4	80	578	.1	.3	85	738	.1	.4	91	795	.1	.4	31	473	.3	.3
SU '97	71	1065	.1	.4	106	557	.1	.5	128	608	.1	.5	84	559	.1	.4	23	387	.2	.2
SP '97	68	1333	.1	.4	87	601	.1	.4	105	750	.1	.5	93	761	.1	.5	28	381	.3	.3
WI '97	78	1106	.1	.5	133	645	.1	.5	123	610	.1	.5	100	735	.1	.5	16	273	.2	.2
4-Book	71	1222	.1	.4	102	595	.1	.4	110	677	.1	.5	92	713	.1	.5	25	379	.3	.3
FA '96	54	1163	.1	.3	66	494	.1	.3	83	605	.1	.4	77	664	.1	.4	16	351	.2	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	233	3720	.2	1.4	283	1777	.3	1.1	298	1768	.3	1.3	223	1687	.2	1.1	156	1420	.2	1.7
SU '97	165	3095	.2	1.0	197	1351	.2	.8	198	1296	.2	.8	176	1464	.2	.9	109	1187	.1	1.2
SP '97	218	3501	.2	1.3	275	1548	.3	1.1	313	1469	.3	1.3	198	1495	.2	1.0	138	1233	.1	1.5
WI '97	297	3919	.3	1.7	409	2050	.4	1.7	370	1966	.4	1.6	297	1892	.3	1.5	238	1645	.2	2.7
4-Book	228	3559	.2	1.4	291	1682	.3	1.2	295	1625	.3	1.3	224	1635	.2	1.1	160	1371	.2	1.8
FA '96	209	3685	.2	1.2	226	1598	.2	.9	236	1494	.2	1.0	262	1831	.3	1.3	159	1444	.2	1.8
KKBT-FM																				
FA '97	765	11396	.8	4.5	1191	6143	1.2	4.8	848	5782	.9	3.6	970	6455	1.0	4.8	475	4387	.5	5.2
SU '97	681	10840	.7	4.0	922	5367	.9	3.9	792	6168	.8	3.3	910	6357	.9	4.6	487	4775	.5	5.2
SP '97	759	11030	.8	4.5	1092	6350	1.1	4.5	751	5564	.8	3.2	1050	6619	1.1	5.3	521	4550	.5	5.8
WI '97	941	11552	1.0	5.5	1434	6762	1.5	5.9	1104	6274	1.1	4.7	1174	7060	1.2	5.8	568	4674	.6	6.5
4-Book	787	11205	.8	4.6	1160	6156	1.2	4.8	874	5947	.9	3.7	1026	6623	1.1	5.1	513	4597	.5	5.7
FA '96	837	10760	.9	4.9	1354	6464	1.4	5.5	922	5545	.9	4.0	1097	6524	1.1	5.5	502	4405	.5	5.8
KKGO-FM																				
FA '97	300	5648	.3	1.7	317	2468	.3	1.3	435	2714	.4	1.9	337	2894	.3	1.7	224	1998	.2	2.5
SU '97	250	5354	.3	1.5	273	2257	.3	1.2	344	2472	.4	1.4	307	2513	.3	1.6	157	1826	.2	1.7
SP '97	256	5226	.3	1.5	252	2007	.3	1.0	331	2469	.3	1.4	290	2390	.3	1.5	196	2095	.2	2.2
WI '97	264	5115	.3	1.6	290	2172	.3	1.2	385	2528	.4	1.6	365	2787	.4	1.8	155	1938	.2	1.8
4-Book	268	5336	.3	1.6	283	2226	.3	1.2	374	2546	.4	1.6	325	2646	.3	1.7	183	1964	.2	2.1
FA '96	363	6310	.4	2.1	384	2771	.4	1.5	538	3446	.6	2.3	455	3469	.5	2.3	216	2167	.2	2.5
KKHJ-AM																				
FA '97	116	2350	.1	.7	121	864	.1	.5	78	710	.1	.3	127	773	.1	.6	184	790	.2	2.0
SU '97	134	2286	.1	.8	203	974	.2	.9	167	969	.2	.7	176	915	.2	.9	65	593	.1	.7
SP '97	131	2520	.1	.8	196	1261	.2	.8	205	1161	.2	.9	118	798	.1	.6	94	680	.1	1.0
WI '97	181	2843	.2	1.1	330	1587	.3	1.3	220	1240	.2	.9	161	1090	.2	.8	88	654	.1	1.0
4-Book	141	2500	.1	.9	213	1172	.2	.9	168	1020	.2	.7	146	894	.2	.7	108	679	.1	1.2
FA '96	209	3429	.2	1.2	447	2006	.5	1.8	277	1599	.3	1.2	192	1083	.2	1.0	107	951	.1	1.2
KKLA-AM																				
FA '97	4	143			13	88	.1		8	52										
SU '97	2	141			7	60			2	40			4	25						
SP '97	1	112			2	53				17			3	64			1	30		
WI '97	1	61			5	28			1	14										
4-Book	2	114			7	57			3	31			2	22				8		
FA '96	6	110			5	41			15	37	.1		7	39				11		
KKLA-FM																				
FA '97	72	1806	.1	.4	195	1275	.2	.8	47	648	.2		100	799	.1	.5	39	483		.4
SU '97	90	1679	.1	.5	200	1074	.2	.9	112	799	.1	.5	114	817	.1	.6	39	444		.4
SP '97	97	1821	.1	.6	195	1157	.2	.8	127	639	.1	.5	150	890	.2	.8	33	484		.4
WI '97	76	1613	.1	.4	152	1077	.2	.6	96	627	.1	.4	107	857	.1	.5	31	325		.4
4-Book	84	1730	.1	.5	186	1146	.2	.8	96	678	.1	.4	118	841	.1	.6	36	434		.4
FA '96	103	1983	.1	.6	179	1245	.2	.7	83	838	.1	.4	176	1041	.2	.9	62	640	.1	.7
KLAC-AM																				
FA '97	388	5908	.4	2.3	402	2238	.4	1.6	592	3038	.6	2.5	493	3342	.5	2.4	181	1713	.2	2.0
SU '97	443	6020	.5	2.6	466	2763	.5	2.0	692	3564	.7	2.9	580	3515	.6	2.9	200	2048	.2	2.1
SP '97	381	5730	.4	2.2	386	2445	.4	1.6	632	3083	.6	2.7	481	3265	.5	2.4	157	1834	.2	1.7
WI '97	402	6289	.4	2.4	411	2742	.4	1.7	641	3427	.7	2.7	491	3377	.5	2.4	167	1802	.2	1.9
4-Book	404	5987	.4	2.4	416	2547	.4	1.7	639	3278	.7	2.7	511	3375	.5	2.5	176	1849	.2	1.9
FA '96	368	5858	.4	2.2	373	2435	.4	1.5	650	3306	.7	2.8	428	2890	.4	2.1	136	1511	.1	1.6
KLAX-FM																				
FA '97	366	6207	.4	2.1	404	2619	.4	1.6	443	3062	.4	1.9	486	3354	.5	2.4	212	1846	.2	2.3
SU '97	398	6875	.4	2.3	542	3333	.6	2.3	545	3518	.6	2.3	446	3388	.5	2.3	197	1902	.2	2.1
SP '97	450	7432	.5	2.6	606	3760	.6	2.5	618	4078	.6	2.7	495	3656	.5	2.5	211	2195	.2	2.3
WI '97	550	7861	.6	3.2	761	4055	.8	3.1	695	4191	.7	2.9	670	4369	.7	3.3	228	2281	.2	2.6
4-Book	441	7094	.5	2.6	578	3442	.6	2.4	575	3712	.6	2.5	524	3692	.6	2.6	212	2056	.2	2.3
FA '96	676	8638	.7	4.0	956	4888	1.0	3.9	897	4577	.9	3.9	709	4843	.7	3.5	302	2913	.3	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KLOS-FM																				
FA '97	450	8652	.5	2.6	851	4159	.9	3.4	587	3631	.6	2.5	529	4554	.5	2.6	215	2477	.2	2.4
SU '97	334	7563	.3	2.0	624	3611	.6	2.7	421	3066	.4	1.8	447	3813	.5	2.3	112	1598	.1	1.2
SP '97	371	7636	.4	2.2	727	3855	.7	3.0	447	3264	.5	1.9	488	4020	.5	2.4	145	1850	.1	1.6
WI '97	398	7993	.4	2.3	756	3991	.8	3.1	567	3387	.6	2.4	511	4163	.5	2.5	119	1775	.1	1.4
4-Book	388	7961	.4	2.3	740	3904	.8	3.1	506	3337	.5	2.2	494	4138	.5	2.5	148	1925	.1	1.7
FA '96	344	7914	.4	2.0	763	3903	.8	3.1	413	3328	.4	1.8	418	4175	.4	2.1	131	2021	.1	1.5
KLSX-FM																				
FA '97	435	6704	.4	2.5	1606	4963	1.6	6.4	514	3174	.5	2.2	256	1651	.3	1.3	26	534		.3
SU '97	337	5484	.3	2.0	1119	3967	1.1	4.8	445	2650	.5	1.9	211	1568	.2	1.1	68	791	.1	.7
SP '97	344	5891	.4	2.0	1179	4261	1.2	4.8	395	2641	.4	1.7	194	1604	.2	1.0	66	762	.1	.7
WI '97	331	5951	.3	1.9	1181	4056	1.2	4.8	397	2725	.4	1.7	198	1753	.2	1.0	47	837		.5
4-Book	362	6008	.4	2.1	1271	4312	1.3	5.2	438	2798	.5	1.9	215	1644	.2	1.1	52	731	.1	.6
FA '96	424	6670	.4	2.5	1396	4560	1.4	5.6	504	3044	.5	2.2	311	1901	.3	1.5	97	807	.1	1.1
KLVE-FM																				
FA '97	1056	11707	1.1	6.1	1482	6320	1.5	5.9	1699	6945	1.7	7.3	1077	6449	1.1	5.3	448	4239	.5	4.9
SU '97	1009	11866	1.0	6.0	1506	6843	1.5	6.4	1518	6866	1.6	6.4	1026	6428	1.1	5.2	451	4141	.5	4.8
SP '97	1125	12907	1.2	6.6	1805	7748	1.9	7.4	1581	7284	1.6	6.8	1096	7004	1.1	5.5	536	4525	.6	6.0
WI '97	1028	11589	1.1	6.0	1731	7527	1.8	7.1	1336	6509	1.4	5.7	943	6058	1.0	4.7	526	4447	.5	6.0
4-Book	1055	12017	1.1	6.2	1631	7110	1.7	6.7	1534	6901	1.6	6.6	1036	6485	1.1	5.2	490	4338	.5	5.4
FA '96	1163	12947	1.2	6.9	1857	8159	1.9	7.5	1534	7494	1.6	6.6	1189	7331	1.2	5.9	569	4863	.6	6.6
KLYY-FM																				
FA '97	171	5717	.2	1.0	172	2246	.2	.7	209	2538	.2	.9	286	3508	.3	1.4	124	1985	.1	1.4
SU '97	214	5735	.2	1.3	216	2255	.2	.9	301	3175	.3	1.3	303	3507	.3	1.5	143	2148	.1	1.5
SP '97	165	5196	.2	1.0	182	2356	.2	.7	199	2345	.2	.9	243	3176	.2	1.2	105	2029	.1	1.2
WI '97	173	5807	.2	1.0	205	2672	.2	.8	175	2341	.2	.7	252	3478	.3	1.3	109	1796	.1	1.3
4-Book	181	5614	.2	1.1	194	2382	.2	.8	221	2600	.2	1.0	271	3417	.3	1.4	120	1990	.1	1.4
FA '96	205	6092	.2	1.2	234	2727	.2	.9	210	2664	.2	.9	301	3388	.3	1.5	155	2222	.2	1.8
KNX -AM																				
FA '97	344	9411	.3	2.0	605	5243	.6	2.4	352	3932	.4	1.5	411	4621	.4	2.0	256	2532	.3	2.8
SU '97	372	9128	.4	2.2	697	5476	.7	3.0	359	3899	.4	1.5	428	4294	.4	2.2	251	2676	.3	2.7
SP '97	335	8786	.3	2.0	671	5327	.7	2.7	327	3716	.3	1.4	358	4153	.4	1.8	209	2550	.2	2.3
WI '97	410	9961	.4	2.4	872	5930	.9	3.6	381	4340	.4	1.6	440	4661	.5	2.2	238	2738	.2	2.7
4-Book	365	9322	.4	2.2	711	5494	.7	2.9	355	3972	.4	1.5	409	4432	.4	2.1	239	2624	.3	2.6
FA '96	416	9866	.4	2.5	879	5890	.9	3.5	385	4186	.4	1.7	497	4824	.5	2.5	232	3115	.2	2.7
KOST-FM																				
FA '97	649	12119	.7	3.8	763	5424	.8	3.0	1008	5348	1.0	4.3	864	6098	.9	4.2	401	4411	.4	4.4
SU '97	660	13126	.7	3.9	802	5530	.8	3.4	996	6355	1.0	4.2	798	6505	.8	4.0	445	4999	.5	4.7
SP '97	605	11900	.6	3.6	658	4971	.7	2.7	857	5250	.9	3.7	728	5592	.7	3.6	446	4466	.5	5.0
WI '97	538	11108	.6	3.2	580	4731	.6	2.4	806	4980	.8	3.4	685	5409	.7	3.4	412	4044	.4	4.7
4-Book	613	12063	.7	3.6	701	5164	.7	2.9	917	5483	.9	3.9	769	5901	.8	3.8	426	4480	.5	4.7
FA '96	669	12481	.7	3.9	764	5539	.8	3.1	955	5732	1.0	4.1	862	6418	.9	4.3	471	4599	.5	5.4
KPWR-FM																				
FA '97	721	14547	.7	4.2	806	6985	.8	3.2	737	6594	.7	3.2	956	8110	1.0	4.7	618	5825	.6	6.8
SU '97	785	15692	.8	4.6	786	7048	.8	3.3	911	8738	.9	3.8	925	8680	.9	4.7	699	6857	.7	7.4
SP '97	727	15391	.7	4.3	882	7604	.9	3.6	729	7241	.7	3.1	976	8997	1.0	4.9	601	6437	.6	6.7
WI '97	774	14543	.8	4.6	846	7423	.9	3.5	819	7333	.8	3.5	992	8083	1.0	4.9	643	6141	.7	7.4
4-Book	752	15043	.8	4.4	830	7265	.9	3.4	799	7477	.8	3.4	962	8468	1.0	4.8	640	6315	.7	7.1
FA '96	786	13954	.8	4.6	902	7042	.9	3.6	785	6681	.8	3.4	980	8066	1.0	4.9	683	6079	.7	7.9
KRLA-AM																				
FA '97	133	3205	.1	.8	123	1247	.1	.5	133	1230	.1	.6	159	1361	.2	.8	134	1336	.1	1.5
SU '97	199	3647	.2	1.2	235	1541	.2	1.0	257	1813	.3	1.1	178	1551	.2	.9	173	1305	.2	1.8
SP '97	153	2885	.2	.9	148	1254	.2	.6	157	1339	.2	.7	162	1432	.2	.8	146	1121	.1	1.6
WI '97	178	3113	.2	1.0	176	1133	.2	.7	230	1403	.2	1.0	219	1610	.2	1.1	134	1177	.1	1.5
4-Book	166	3213	.2	1.0	171	1294	.2	.7	194	1446	.2	.9	180	1489	.2	.9	147	1235	.1	1.6
FA '96	216	3321	.2	1.3	266	1553	.3	1.1	317	1656	.3	1.4	203	1511	.2	1.0	128	1045	.1	1.5

Target Listener Trends - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
FA '97	509	11154	.5	3.0	796	5628	.8	3.2	540	4897	.5	2.3	633	6525	.6	3.1	387	4596	.4	4.2
SU '97	618	11310	.6	3.6	890	5518	.9	3.8	782	6274	.8	3.3	679	6606	.7	3.4	427	4684	.4	4.6
SP '97	641	11206	.7	3.8	1057	6023	1.1	4.3	730	5287	.7	3.1	751	6242	.8	3.8	450	4684	.5	5.0
WI '97	585	11222	.6	3.4	891	5956	.9	3.6	608	4943	.6	2.6	706	6418	.7	3.5	451	4774	.5	5.2
4-Book	588	11223	.6	3.5	909	5781	.9	3.7	665	5350	.7	2.8	692	6448	.7	3.5	429	4685	.5	4.8
FA '96	500	10192	.5	2.9	684	5057	.7	2.8	599	4748	.6	2.6	601	5677	.6	3.0	418	4122	.4	4.8
KRRA-AM																				
FA '97	51	1015	.1	.3	85	374	.1	.3	75	486	.1	.3	35	249	.2	.2	22	207	.2	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	64	990	.1	.4	67	462	.1	.3	98	495	.1	.4	71	434	.1	.4	31	318	.3	.3
WI '97	91	1153	.1	.5	117	611	.1	.5	127	570	.1	.5	109	686	.1	.5	51	295	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	73	1009	.1	.4	110	422	.1	.4	114	447	.1	.5	94	567	.1	.5	19	197	.2	.2
KRTH-FM																				
FA '97	696	13602	.7	4.0	1004	6810	1.0	4.0	1162	6615	1.2	5.0	798	6649	.8	3.9	239	3370	.2	2.6
SU '97	680	14026	.7	4.0	877	5880	.9	3.7	1120	6916	1.1	4.7	806	6829	.8	4.1	270	3360	.3	2.9
SP '97	668	14337	.7	3.9	847	6361	.9	3.5	1011	6520	1.0	4.3	775	6837	.8	3.9	292	3789	.3	3.2
WI '97	559	12578	.6	3.3	786	5701	.8	3.2	830	5804	.9	3.5	716	6360	.7	3.6	213	3106	.2	2.4
4-Book	651	13636	.7	3.8	879	6188	.9	3.6	1031	6464	1.1	4.4	774	6669	.8	3.9	254	3406	.3	2.8
FA '96	629	12613	.6	3.7	874	5857	.9	3.5	885	5996	.9	3.8	794	6354	.8	4.0	267	3329	.3	3.1
KSCA-FM																				
FA '97	847	8953	.9	4.9	1682	6036	1.7	6.7	1222	5357	1.2	5.2	619	3958	.6	3.0	302	2479	.3	3.3
SU '97	770	9147	.8	4.5	1636	5817	1.7	7.0	1002	5727	1.0	4.2	642	4185	.7	3.3	281	2516	.3	3.0
SP '97	741	8727	.8	4.4	1413	5646	1.5	5.8	908	5161	.9	3.9	675	4426	.7	3.4	326	2699	.3	3.6
WI '97	592	6250	.6	3.5	736	3427	.8	3.0	815	3661	.8	3.5	639	3940	.7	3.2	334	2452	.3	3.8
4-Book	738	8269	.8	4.3	1367	5232	1.4	5.6	987	4977	1.0	4.2	644	4127	.7	3.2	311	2537	.3	3.4
FA '96	188	3664	.2	1.1	207	1703	.2	.8	294	2022	.3	1.3	259	2248	.3	1.3	79	1161	.1	.9
+KSSE-FM																				
FA '97	211	3698	.2	1.2	218	1698	.2	.9	271	2040	.3	1.2	283	2114	.3	1.4	133	1402	.1	1.5
SU '97	236	4091	.2	1.4	228	1798	.2	1.0	302	2218	.3	1.3	283	2160	.3	1.4	164	1699	.2	1.7
SP '97	136	2444	.1	.8	146	946	.1	.6	186	1292	.2	.8	151	1183	.2	.8	77	740	.1	.9
WI '97	67	1531	.1	.4	95	626	.1	.4	107	748	.1	.5	77	691	.1	.4	32	387	.1	.4
4-Book	163	2941	.2	1.0	172	1267	.2	.7	217	1575	.2	1.0	199	1537	.2	1.0	102	1057	.1	1.1
FA '96	85	2114	.1	.5	123	882	.1	.5	125	1109	.1	.5	78	893	.1	.4	27	509	.1	.3
KTNQ-AM																				
FA '97	363	4428	.4	2.1	590	2074	.6	2.4	378	1940	.4	1.6	442	1974	.4	2.2	307	1753	.3	3.4
SU '97	340	4141	.3	2.0	547	1886	.6	2.3	406	1998	.4	1.7	463	2173	.5	2.3	237	1439	.2	2.5
SP '97	433	4482	.4	2.5	681	2475	.7	2.8	602	2325	.6	2.6	514	2301	.5	2.6	242	1623	.2	2.7
WI '97	356	4071	.4	2.1	568	2059	.6	2.3	484	1957	.5	2.1	399	1759	.4	2.0	232	1391	.2	2.7
4-Book	373	4281	.4	2.2	597	2124	.6	2.5	468	2055	.5	2.0	455	2052	.5	2.3	255	1552	.2	2.8
FA '96	354	3876	.4	2.1	526	1912	.5	2.1	420	1621	.4	1.8	400	1776	.4	2.0	313	1883	.3	3.6
KTWV-FM																				
FA '97	586	8877	.6	3.4	696	4207	.7	2.8	967	4389	1.0	4.2	688	5006	.7	3.4	283	2833	.3	3.1
SU '97	607	9163	.6	3.6	732	4068	.8	3.1	963	4785	1.0	4.1	782	4977	.8	4.0	289	2952	.3	3.1
SP '97	579	8545	.6	3.4	682	4102	.7	2.8	952	4585	1.0	4.1	735	4649	.8	3.7	218	2102	.2	2.4
WI '97	642	8394	.7	3.8	702	4248	.7	2.9	1117	4469	1.1	4.7	863	5084	.9	4.3	231	2644	.2	2.7
4-Book	604	8745	.6	3.6	703	4156	.7	2.9	1000	4557	1.0	4.3	767	4929	.8	3.9	255	2633	.3	2.8
FA '96	604	8718	.6	3.6	744	4442	.8	3.0	959	4437	1.0	4.2	765	4926	.8	3.8	284	3003	.3	3.3
KWKW-AM																				
FA '97	128	1762	.1	.7	228	892	.2	.9	210	832	.2	.9	108	793	.1	.5	57	374	.1	.6
SU '97	155	1831	.2	.9	245	919	.3	1.0	218	1013	.2	.9	135	585	.1	.7	87	567	.1	.9
SP '97	156	2411	.2	.9	297	1354	.3	1.2	190	1182	.2	.8	106	705	.1	.5	66	586	.1	.7
WI '97	189	2686	.2	1.1	326	1473	.3	1.3	345	1512	.4	1.5	141	904	.1	.7	48	366	.1	.6
4-Book	157	2173	.2	.9	274	1160	.3	1.1	241	1135	.3	1.0	123	747	.1	.6	65	473	.1	.7
FA '96	282	2951	.3	1.7	510	1689	.5	2.1	538	1760	.6	2.3	208	1237	.2	1.0	56	568	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12+

	Persons 12+																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KVVE-FM																				
FA '97	82	1907	.1	.5	111	931	.1	.4	96	747	.1	.4	100	887	.1	.5	43	669		.5
SU '97	104	1808	.1	.6	145	953	.1	.6	97	821	.1	.4	147	1016	.2	.7	63	612	.1	.7
SP '97	77	1930	.1	.5	133	1162	.1	.5	93	891	.1	.4	70	818	.1	.4	62	630	.1	.7
WI '97	94	1627	.1	.6	134	862	.1	.5	152	859	.2	.6	140	836	.1	.7	31	481		.4
4-Book	89	1818	.1	.6	131	977	.1	.5	110	830	.1	.5	114	889	.1	.6	50	598	.1	.6
FA '96	74	1645	.1	.4	89	875	.1	.4	85	795	.1	.4	123	924	.1	.6	38	388		.4
KXMG-AM																				
FA '97	69	859	.1	.4	105	435	.1	.4	73	380	.1	.3	61	319	.1	.3	45	243		.5
SU '97	226	2298	.2	1.3	270	1260	.3	1.1	391	1346	.4	1.6	257	1179	.3	1.3	120	775	.1	1.3
SP '97	152	2407	.2	.9	210	1189	.2	.9	208	1388	.2	.9	159	1301	.2	.8	81	606	.1	.9
WI '97	189	2212	.2	1.1	169	1032	.2	.7	258	1153	.3	1.1	252	1271	.3	1.3	132	849	.1	1.5
4-Book	159	1944	.2	.9	189	979	.2	.8	233	1067	.3	1.0	182	1018	.2	.9	95	618	.1	1.1
FA '96	165	1794	.2	1.0	213	858	.2	.9	230	981	.2	1.0	148	943	.2	.7	108	767	.1	1.2
KYSR-FM																				
FA '97	484	10791	.5	2.8	588	5203	.6	2.3	758	5389	.8	3.3	629	6462	.6	3.1	233	3685	.2	2.6
SU '97	432	10350	.4	2.5	417	4234	.4	1.8	632	5263	.6	2.7	629	5924	.6	3.2	214	3261	.2	2.3
SP '97	475	10458	.5	2.8	552	4810	.6	2.3	720	5236	.7	3.1	631	6132	.6	3.2	227	3367	.2	2.5
WI '97	359	9191	.4	2.1	449	4385	.5	1.8	584	4466	.6	2.5	484	4675	.5	2.4	169	2592	.2	1.9
4-Book	438	10198	.5	2.6	502	4658	.5	2.1	674	5089	.7	2.9	593	5798	.6	3.0	211	3226	.2	2.3
FA '96	382	8586	.4	2.3	504	4364	.5	2.0	634	4374	.7	2.7	538	4937	.6	2.7	130	2416	.1	1.5
KZLA-FM																				
FA '97	459	6842	.5	2.7	671	3877	.7	2.7	628	3754	.6	2.7	578	4161	.6	2.8	144	1993	.1	1.6
SU '97	432	5862	.4	2.5	535	3294	.5	2.3	695	3660	.7	2.9	530	3858	.5	2.7	171	1998	.2	1.8
SP '97	419	5912	.4	2.5	566	3292	.6	2.3	634	3347	.7	2.7	530	3314	.5	2.7	173	1900	.2	1.9
WI '97	352	5795	.4	2.1	539	3385	.6	2.2	543	3327	.6	2.3	419	3477	.4	2.1	90	1532	.1	1.0
4-Book	416	6103	.4	2.5	578	3462	.6	2.4	625	3522	.7	2.7	514	3703	.5	2.6	145	1856	.2	1.6
FA '96	494	6137	.5	2.9	677	3637	.7	2.7	770	3569	.8	3.3	588	3755	.6	2.9	143	1840	.1	1.6
KFRG-FM																				
FA '97	64	1699	.1	.4	52	656	.1	.2	74	875	.1	.3	118	895	.1	.6	31	464		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	69	1649	.1	.4	76	691	.1	.3	112	744	.1	.5	88	891	.1	.4	27	456		.3
XTRA-AM																				
FA '97	143	3217	.1	.8	162	1183	.2	.6	198	1401	.2	.9	224	1831	.2	1.1	63	886	.1	.7
SU '97	110	2238	.1	.6	123	857	.1	.5	246	1177	.3	1.0	150	1188	.2	.8	30	380		.3
SP '97	114	2355	.1	.7	174	1089	.2	.7	261	1206	.3	1.1	154	1307	.2	.8	14	393		.2
WI '97	116	2636	.1	.7	133	1060	.1	.5	237	1232	.2	1.0	180	1473	.2	.9	27	644		.3
4-Book	121	2612	.1	.7	148	1047	.2	.6	236	1254	.3	1.0	177	1450	.2	.9	34	576		.4
FA '96	139	3072	.1	.8	147	1109	.2	.6	269	1634	.3	1.2	212	1795	.2	1.1	36	669		.4
TOTALS																				
FA '97	17187	94788	17.3		25063	82101	25.3		23292	73896	23.5		20350	79636	20.5		9118	55671	9.2	
SU '97	16954	92654	17.4		23524	78977	24.1		23776	76013	24.4		19751	78897	20.3		9383	56508	9.6	
SP '97	17030	92900	17.5		24412	81903	25.1		23286	73448	23.9		19990	79162	20.5		9000	55587	9.2	
WI '97	16992	93045	17.4		24468	80707	25.1		23571	73768	24.2		20075	78762	20.6		8706	52982	8.9	
4-Book	17041	93347	17.4		24367	80922	24.9		23481	74281	24.0		20042	79114	20.5		9052	55187	9.2	
FA '96	16952	92714	17.4		24817	80957	25.5		23092	73186	23.7		20091	78111	20.6		8673	55180	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

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																				
FA '97	743	6406	.7	3.2	349	3753	.4	2.8	488	1385	.5	3.4	537	1517	.5	2.7	278	832	.3	2.0
4-Book	696	6524	.7	3.1	317	3601	.4	2.6	483	1266	.5	3.4	443	1316	.4	2.2	210	683	.2	1.5
KACD-FM																				
FA '97	100	1704	.1	.4	86	1171	.1	.7	58	205	.1	.4	146	414	.1	.7	108	375	.1	.8
4-Book	96	1663	.1	.4	74	1086	.1	.6	50	175	.1	.4	117	410	.1	.6	88	313	.1	.7
KBCD-FM																				
FA '97	37	664	.2	.2	32	412	.3	.3	12	43	.1	.1	60	174	.1	.3	31	111	.2	.2
4-Book	36	661	.2	.2	27	387	.2	.2	23	67	.2	.2	49	160	.1	.3	35	108	.3	.3
KACE-FM																				
FA '97	191	1962	.2	.8	111	1315	.1	.9	135	378	.1	.9	166	561	.2	.8	164	472	.2	1.2
4-Book	181	2020	.2	.8	105	1274	.1	.9	96	260	.1	.7	185	539	.2	.9	154	436	.2	1.1
KRTO-FM																				
FA '97	48	724	.2	.2	39	545	.3	.3	27	140	.2	.2	53	184	.1	.3	37	172	.3	.3
4-Book	94	976	.1	.4	63	669	.1	.5	60	187	.1	.4	106	284	.1	.5	78	230	.1	.6
KBIG-FM																				
FA '97	654	7251	.7	2.9	291	4635	.3	2.3	322	1064	.3	2.2	425	1535	.4	2.2	341	1120	.3	2.4
4-Book	638	7378	.7	2.8	263	4425	.3	2.1	247	929	.3	1.7	422	1502	.4	2.1	276	982	.3	2.0
+KBUA-FM																				
FA '97	47	524	.2	.2	28	413	.2	.2	47	118	.3	.3	71	210	.1	.4	30	152	.2	.2
4-Book	41	563	.2	.2	25	318	.2	.2	33	88	.3	.3	49	142	.1	.3	24	84	.2	.2
KBUE-FM																				
FA '97	328	4150	.3	1.4	265	2836	.3	2.1	393	869	.4	2.7	380	1194	.4	1.9	325	844	.3	2.3
4-Book	358	4315	.4	1.6	252	2802	.3	2.1	343	836	.4	2.4	410	1172	.4	2.0	289	820	.3	2.1
KCBS-FM																				
FA '97	661	8145	.7	2.9	285	4948	.3	2.3	304	1190	.3	2.1	587	2273	.6	3.0	367	1386	.4	2.6
4-Book	612	7404	.7	2.7	277	4454	.3	2.3	282	1068	.3	2.0	529	1967	.6	2.6	339	1231	.4	2.4
KFI -AM																				
FA '97	1090	8996	1.1	4.8	289	3757	.3	2.3	562	1743	.6	3.9	605	1595	.6	3.1	252	653	.3	1.8
4-Book	1097	8809	1.1	4.9	301	4034	.3	2.4	641	1974	.7	4.5	692	1997	.7	3.4	209	675	.2	1.5
KFSG-FM																				
FA '97	92	1497	.1	.4	48	903	.4	.4	53	211	.1	.4	40	204	.1	.2	40	125	.3	.3
4-Book	93	1358	.1	.4	59	859	.1	.5	76	260	.1	.6	79	259	.1	.4	59	168	.1	.4
KFWB-AM																				
FA '97	493	8416	.5	2.1	235	4496	.2	1.9	374	1522	.4	2.6	305	1372	.3	1.5	218	1095	.2	1.6
4-Book	476	8150	.5	2.1	221	4352	.2	1.8	400	1594	.4	2.8	296	1394	.3	1.5	203	934	.2	1.5
KIBB-FM																				
FA '97	327	5949	.3	1.4	171	3357	.2	1.4	176	651	.2	1.2	263	1287	.3	1.3	235	1010	.2	1.7
4-Book	380	5829	.4	1.7	195	3331	.2	1.6	162	661	.2	1.1	347	1345	.4	1.7	260	1017	.3	1.9
KIEV-AM																				
FA '97	134	1368	.1	.6	32	587	.3	.3	49	147	.3	.3	41	194	.2	.2	27	119	.2	.2
4-Book	136	1221	.2	.6	23	460	.2	.2	29	99	.2	.2	38	158	.2	.2	27	113	.2	.2
KIIS-FM																				
FA '97	815	13506	.8	3.6	589	8864	.6	4.8	647	2307	.7	4.5	927	3679	.9	4.7	727	2641	.7	5.2
4-Book	796	12932	.8	3.5	513	8187	.5	4.2	525	1985	.6	3.7	864	3298	.9	4.3	634	2393	.6	4.5
KIKF-FM																				
FA '97	85	1138	.1	.4	53	761	.1	.4	75	210	.1	.5	95	278	.1	.5	65	255	.1	.5
4-Book	102	1028	.1	.5	45	580	.1	.4	64	183	.1	.5	85	246	.1	.4	52	209	.1	.4
KJLH-FM																				
FA '97	270	2897	.3	1.2	218	2452	.2	1.8	114	363	.1	.8	253	779	.3	1.3	220	636	.2	1.6
4-Book	272	2764	.3	1.2	197	2182	.2	1.6	130	398	.1	.9	233	706	.3	1.2	203	549	.2	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	991	9828	1.0	4.3	556	6427	.6	4.5	514	1554	.5	3.6	849	2640	.9	4.3	770	2127	.8	5.5
4-Book	1009	9809	1.1	4.5	575	6298	.6	4.7	532	1571	.6	3.8	945	2767	1.0	4.7	781	2191	.8	5.6
KKGO-FM																				
FA '97	369	4456	.4	1.6	229	3040	.2	1.8	165	746	.2	1.2	308	901	.3	1.6	224	747	.2	1.6
4-Book	331	4129	.4	1.5	212	2816	.2	1.7	189	724	.2	1.4	320	1017	.3	1.6	249	814	.3	1.8
KKHJ-AM																				
FA '97	106	1591	.1	.5	87	1065	.1	.7	111	252	.1	.8	120	347	.1	.6	9	60		.1
4-Book	175	1948	.2	.8	102	1073	.1	.8	165	359	.2	1.2	155	379	.2	.8	72	179	.1	.5
KKLA-AM																				
FA '97	7	105			2	56											5	33		
4-Book	4	82			1	36			2	6							1	8		
KKLA-FM																				
FA '97	109	1568	.1	.5	27	683		.2	44	210		.3	26	127		.1	8	37		.1
4-Book	130	1551	.1	.6	33	675		.3	58	195		.4	43	155		.2	22	81		.2
KLAC-AM																				
FA '97	503	4843	.5	2.2	323	3401	.3	2.6	304	890	.3	2.1	547	1402	.6	2.8	457	1221	.5	3.3
4-Book	531	4945	.5	2.4	331	3435	.4	2.7	311	924	.3	2.2	552	1465	.6	2.8	409	1165	.4	2.9
KLAX-FM																				
FA '97	444	5156	.4	1.9	330	3630	.3	2.7	392	1035	.4	2.7	444	1405	.4	2.2	331	1022	.3	2.4
4-Book	561	6018	.6	2.5	385	4031	.4	3.1	501	1287	.5	3.5	609	1682	.6	3.0	462	1187	.5	3.3
KLOS-FM																				
FA '97	651	7431	.7	2.8	250	3730	.3	2.0	249	946	.3	1.7	490	1774	.5	2.5	308	1272	.3	2.2
4-Book	574	6816	.6	2.5	220	3397	.2	1.8	200	753	.2	1.4	406	1449	.4	2.0	276	1020	.3	2.0
KLXS-FM																				
FA '97	771	5804	.8	3.4	114	1783	.1	.9	120	367	.1	.8	157	556	.2	.8	101	377	.1	.7
4-Book	626	5214	.7	2.8	100	1627	.1	.8	100	328	.1	.7	125	423	.1	.7	89	289	.1	.6
KLVE-FM																				
FA '97	1441	10155	1.5	6.3	782	7035	.8	6.3	1011	2571	1.0	7.1	1342	3159	1.4	6.8	762	1902	.8	5.4
4-Book	1411	10530	1.5	6.2	804	7336	.8	6.5	1112	2787	1.1	7.9	1339	3209	1.4	6.7	772	1995	.8	5.5
KLYY-FM																				
FA '97	221	4882	.2	1.0	115	2966	.1	.9	84	435	.1	.6	187	1002	.2	.9	160	790	.2	1.1
4-Book	228	4841	.2	1.0	138	2856	.2	1.1	74	366	.1	.5	215	1041	.2	1.1	186	846	.2	1.3
KNX -AM																				
FA '97	448	7823	.5	2.0	219	4623	.2	1.8	327	1416	.3	2.3	207	1183	.2	1.0	203	983	.2	1.5
4-Book	481	7829	.5	2.2	244	4473	.3	2.0	417	1612	.4	2.9	250	1214	.3	1.2	207	923	.2	1.5
KOST-FM																				
FA '97	888	9545	.9	3.9	387	5703	.4	3.1	393	1315	.4	2.7	617	1914	.6	3.1	353	1187	.4	2.5
4-Book	805	9330	.8	3.6	397	5718	.4	3.2	379	1286	.4	2.7	606	2001	.6	3.0	431	1442	.5	3.1
KPWR-FM																				
FA '97	826	12605	.8	3.6	603	7778	.6	4.9	497	1509	.5	3.5	986	3207	1.0	5.0	750	2224	.8	5.4
4-Book	859	12972	.9	3.8	636	8382	.7	5.2	512	1812	.5	3.6	1020	3517	1.1	5.1	769	2509	.8	5.5
KRLA-AM																				
FA '97	138	2313	.1	.6	124	1590	.1	1.0	137	407	.1	1.0	116	419	.1	.6	114	414	.1	.8
4-Book	183	2419	.2	.8	148	1687	.2	1.2	131	385	.1	.9	213	568	.2	1.1	172	496	.2	1.2
KROQ-FM																				
FA '97	647	9419	.7	2.8	343	6060	.3	2.8	324	1424	.3	2.3	507	2392	.5	2.6	422	1740	.4	3.0
4-Book	748	9574	.8	3.3	410	6195	.4	3.3	361	1386	.4	2.6	648	2514	.7	3.2	513	1821	.5	3.7
KRRA-AM																				
FA '97	66	784	.1	.3	44	531		.4	51	117	.1	.4	76	213	.1	.4	45	92		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Estimates - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM FA '97 4-Book	1001 905	11323 11085	1.0 .9	4.4 4.0	463 469	6259 6687	.5 .5	3.7 3.8	574 523	1672 1686	.6 .6	4.0 3.7	924 924	2765 2882	.9 1.0	4.7 4.6	502 575	1716 1936	.5 .6	3.6 4.1
KSCA-FM FA '97 4-Book	1178 998	7984 7373	1.2 1.0	5.1 4.4	630 564	5507 5021	.6 .6	5.1 4.6	1147 1027	2545 2240	1.2 1.1	8.0 7.2	1072 894	2698 2349	1.1 .9	5.4 4.4	647 576	1589 1429	.7 .6	4.6 4.1
+KSSS-FM FA '97 4-Book	258 197	3046 2372	.3 .2	1.1 .9	180 142	2261 1653	.2 .1	1.5 1.2	166 152	559 420	.2 .2	1.2 1.1	335 271	1043 756	.3 .3	1.7 1.4	179 169	570 488	.2 .2	1.3 1.2
KTNQ-AM FA '97 4-Book	463 503	3632 3666	.5 .5	2.0 2.2	223 221	2463 2129	.2 .2	1.8 1.8	384 383	833 796	.4 .4	2.7 2.7	270 317	748 782	.3 .3	1.4 1.6	255 220	686 540	.3 .2	1.8 1.6
KTWV-FM FA '97 4-Book	798 837	7336 7242	.8 .9	3.5 3.7	414 424	4576 4631	.4 .4	3.3 3.4	428 410	1228 1283	.4 .4	3.0 2.9	664 746	1729 1985	.7 .8	3.4 3.7	470 522	1379 1459	.5 .5	3.4 3.8
KWKW-AM FA '97 4-Book	184 215	1484 1788	.2 .2	.8 1.0	75 118	891 1110	.1 .1	.6 1.0	169 232	369 453	.2 .3	1.2 1.6	128 206	371 477	.1 .2	.6 1.0	37 127	141 282	.3 .1	.3 .9
KWVE-FM FA '97 4-Book	102 118	1383 1484	.1 .1	.4 .5	72 66	1008 861	.1 .1	.6 .5	71 72	251 217	.1 .1	.5 .5	102 75	371 273	.1 .1	.5 .4	116 61	363 224	.1 .1	.8 .4
KXMG-AM FA '97 4-Book	79 204	662 1589	.1 .2	.3 .9	66 124	547 1061	.1 .1	.5 1.0	100 143	245 370	.1 .2	.7 1.0	91 225	200 508	.1 .3	.5 1.1	80 171	174 400	.1 .2	.6 1.2
KYSR-FM FA '97 4-Book	666 596	9299 8554	.7 .6	2.9 2.6	330 310	5460 5172	.3 .3	2.7 2.5	275 267	1344 1131	.3 .3	1.9 1.9	660 567	2412 2141	.7 .6	3.3 2.8	373 377	1522 1487	.4 .4	2.7 2.7
KZLA-FM FA '97 4-Book	626 577	5780 5283	.6 .6	2.7 2.5	377 314	4404 3586	.4 .3	3.0 2.5	390 336	1225 1087	.4 .3	2.7 2.4	649 562	2119 1737	.7 .6	3.3 2.8	480 391	1505 1283	.5 .4	3.4 2.8
KFRG-FM FA '97 4-Book	81 **	1359 **	.1 **	.4 **	55 **	927 **	.1 **	.4 **	61 **	176 **	.1 **	.4 **	100 **	347 **	.1 **	.5 **	96 **	298 **	.1 **	.7 **
XTRA-AM FA '97 4-Book	195 191	2554 2205	.2 .2	.9 .9	104 56	1561 950	.1 .1	.8 .4	148 81	430 259	.1 .1	1.0 .6	127 82	371 298	.1 .1	.6 .4	164 74	445 228	.2 .1	1.2 .5
TOTALS FA '97 4-Book	22933 22696	93114 91821	23.1 23.2		12383 12350	78769 77280	12.5 12.6		14316 14168	37400 37051	14.4 14.5		19745 20167	48504 48518	19.9 20.6		13998 14017	36637 36017	14.1 14.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+

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																				
FA '97	160	557	.2	1.9	560	1349	.6	5.6	446	1187	.4	3.0	192	541	.2	1.7	152	575	.2	2.3
4-Book	214	642	.3	2.6	492	1170	.5	5.2	342	1048	.4	2.4	216	674	.2	1.9	158	556	.2	2.4
KACD-FM																				
FA '97	62	244	.1	.7	31	109		.3	112	388	.1	.8	88	298	.1	.8	74	283	.1	1.1
4-Book	66	231	.1	.8	30	111		.3	92	344	.1	.6	77	248	.1	.7	62	237	.1	1.0
KBCD-FM																				
FA '97	50	104	.1	.6	15	60		.2	31	97		.2	37	130		.3	16	54		.2
4-Book	27	91		.3	11	41		.1	35	107		.2	24	93		.2	12	47		.2
KACE-FM																				
FA '97	73	188	.1	.9	77	222	.1	.8	127	331	.1	.9	77	264	.1	.7	69	237	.1	1.0
4-Book	98	301	.1	1.2	61	163	.1	.6	94	314	.1	.7	83	269	.1	.7	63	231	.1	.9
KRTO-FM																				
FA '97	34	103		.4	28	129		.3	56	190	.1	.4	52	155	.1	.5	25	116		.4
4-Book	55	176		.7	32	100		.3	60	216	.1	.4	68	197	.1	.6	38	122		.6
KBIG-FM																				
FA '97	331	1040	.3	4.0	180	643	.2	1.8	290	1097	.3	2.0	276	927	.3	2.5	154	671	.2	2.3
4-Book	327	1096	.3	3.9	146	588	.1	1.5	280	1057	.3	1.9	239	830	.3	2.2	140	604	.2	2.1
+KBUA-FM																				
FA '97	9	51		.1	9	53		.1	33	129		.2	3	34			16	54		.2
4-Book	11	48		.1	17	65		.2	27	113		.2	22	71		.2	13	57		.2
KBUE-FM																				
FA '97	193	617	.2	2.3	143	438	.1	1.4	357	832	.4	2.4	210	559	.2	1.9	119	406	.1	1.8
4-Book	160	511	.2	1.9	192	573	.2	2.0	293	860	.3	2.0	226	589	.3	2.0	115	404	.1	1.7
KCBS-FM																				
FA '97	137	666	.1	1.6	144	476	.1	1.4	337	1347	.3	2.3	262	1054	.3	2.3	128	699	.1	1.9
4-Book	144	624	.2	1.7	149	566	.2	1.5	362	1309	.4	2.5	291	1092	.3	2.6	114	557	.1	1.7
KFI -AM																				
FA '97	99	407	.1	1.2	188	725	.2	1.9	344	1036	.3	2.3	187	596	.2	1.7	82	388	.1	1.2
4-Book	95	391	.1	1.2	250	786	.3	2.7	296	965	.3	2.0	141	477	.1	1.3	95	363	.1	1.4
KFSG-FM																				
FA '97	28	130		.3	101	436	.1	1.0	77	359	.1	.5	33	139		.3	17	81		.3
4-Book	33	137		.4	97	354	.1	1.0	77	266	.1	.5	33	127		.3	22	93		.4
KFWB-AM																				
FA '97	109	574	.1	1.3	339	1270	.3	3.4	246	1159	.2	1.7	215	869	.2	1.9	113	686	.1	1.7
4-Book	88	551	.1	1.1	339	1363	.4	3.6	218	1107	.2	1.5	164	685	.2	1.5	101	568	.1	1.5
KIBB-FM																				
FA '97	131	565	.1	1.6	157	482	.2	1.6	187	857	.2	1.3	150	725	.2	1.3	73	374	.1	1.1
4-Book	144	664	.1	1.7	111	443	.1	1.2	234	990	.2	1.6	191	724	.2	1.7	99	450	.1	1.5
KIEV-AM																				
FA '97	25	65		.3	9	39		.1	35	132		.2	65	175	.1	.6	13	49		.2
4-Book	22	60		.3	13	45		.1	20	100		.2	31	102		.3	6	34		.1
KIIS-FM																				
FA '97	402	1632	.4	4.8	439	1617	.4	4.4	644	2706	.6	4.4	589	2018	.6	5.2	349	1382	.4	5.2
4-Book	319	1471	.3	3.8	329	1272	.4	3.4	662	2578	.7	4.6	505	1817	.5	4.5	255	1150	.3	3.8
KIKF-FM																				
FA '97	26	98		.3	39	208		.4	76	323	.1	.5	46	194		.4	6	58		.1
4-Book	18	89		.2	23	122		.2	71	248	.1	.5	36	119		.3	12	63		.2
KJLH-FM																				
FA '97	143	419	.1	1.7	261	715	.3	2.6	437	1110	.4	3.0	218	650	.2	1.9	86	201	.1	1.3
4-Book	137	408	.1	1.7	255	663	.3	2.7	339	924	.3	2.3	188	576	.2	1.7	90	273	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	464	1451	.5	5.6	356	981	.4	3.6	518	1775	.5	3.5	597	1556	.6	5.3	385	1376	.4	5.8
4-Book	520	1655	.6	6.2	337	952	.4	3.5	537	1792	.6	3.7	553	1623	.6	5.0	377	1207	.4	5.7
KKGO-FM																				
FA '97	173	613	.2	2.1	195	662	.2	2.0	278	1081	.3	1.9	323	888	.3	2.9	164	501	.2	2.5
4-Book	139	539	.2	1.7	148	550	.2	1.5	246	866	.3	1.7	266	776	.3	2.4	142	517	.2	2.2
KKHJ-AM																				
FA '97	117	256	.1	1.4	64	153	.1	.6	46	173	.3		91	189	.1	.8	123	289	.1	1.8
4-Book	79	212	.1	1.0	75	184	.1	.8	113	277	.1	.8	94	200	.1	.9	64	185	.1	1.0
KKLA-AM																				
FA '97	5	11		.1								1	11			5	11			.1
4-Book	1	3			2	14						1	9			1	3			
KKLA-FM																				
FA '97	10	28		.1	79	335	.1	.8	18	136		.1	15	59		.1	23	101		.3
4-Book	9	55		.1	76	327	.1	.8	28	170		.2	18	80		.2	19	76		.3
KLAC-AM																				
FA '97	152	630	.2	1.8	174	594	.2	1.7	455	1204	.5	3.1	334	954	.3	3.0	155	583	.2	2.3
4-Book	160	619	.2	1.9	218	679	.3	2.3	498	1345	.5	3.5	326	932	.4	2.9	162	571	.2	2.5
KLAX-FM																				
FA '97	177	592	.2	2.1	390	999	.4	3.9	480	1439	.5	3.3	339	788	.3	3.0	113	327	.1	1.7
4-Book	223	689	.2	2.7	334	872	.4	3.5	464	1358	.5	3.2	359	839	.4	3.2	148	509	.2	2.3
KLOS-FM																				
FA '97	194	634	.2	2.3	128	464	.1	1.3	248	912	.2	1.7	286	960	.3	2.5	87	362	.1	1.3
4-Book	138	564	.2	1.7	118	457	.1	1.2	226	851	.2	1.6	259	886	.3	2.3	134	463	.2	2.0
KLSX-FM																				
FA '97	35	116		.4	186	570	.2	1.9	254	784	.3	1.7	46	217		.4	10	81		.1
4-Book	46	150		.5	132	417	.1	1.4	216	696	.3	1.5	65	238	.1	.6	26	107		.4
KLVE-FM																				
FA '97	583	1634	.6	7.0	724	1904	.7	7.3	938	2413	.9	6.4	465	1353	.5	4.1	395	1191	.4	5.9
4-Book	593	1650	.6	7.1	741	2013	.8	7.8	982	2596	1.0	6.8	535	1440	.6	4.8	348	1113	.4	5.3
KLYY-FM																				
FA '97	87	553	.1	1.0	44	281		.4	150	877	.2	1.0	142	563	.1	1.3	57	307	.1	.9
4-Book	111	532	.1	1.3	67	307	.1	.7	179	874	.2	1.3	167	686	.2	1.5	95	456	.1	1.5
KNX -AM																				
FA '97	168	796	.2	2.0	208	1058	.2	2.1	255	1108	.3	1.7	202	839	.2	1.8	193	850	.2	2.9
4-Book	185	839	.2	2.2	291	1208	.3	3.1	244	1059	.3	1.7	195	800	.2	1.8	191	861	.2	2.9
KOST-FM																				
FA '97	327	1282	.3	3.9	308	1162	.3	3.1	451	1496	.5	3.1	331	1273	.3	2.9	287	1139	.3	4.3
4-Book	408	1557	.4	4.9	259	946	.3	2.7	436	1482	.5	3.0	317	1135	.3	2.8	300	1141	.3	4.5
KPWR-FM																				
FA '97	681	2174	.7	8.2	287	1086	.3	2.9	615	2316	.6	4.2	490	1583	.5	4.4	442	1633	.4	6.6
4-Book	668	2309	.7	8.0	327	1154	.4	3.4	640	2424	.7	4.4	550	1827	.6	4.9	522	1763	.5	7.9
KRLA-AM																				
FA '97	139	322	.1	1.7	61	231	.1	.6	83	330	.1	.6	174	454	.2	1.5	170	443	.2	2.5
4-Book	143	396	.2	1.7	64	215	.1	.7	147	431	.2	1.1	145	419	.2	1.3	156	452	.2	2.3
KROQ-FM																				
FA '97	258	1282	.3	3.1	192	764	.2	1.9	400	1871	.4	2.7	285	1254	.3	2.5	328	1283	.3	4.9
4-Book	344	1384	.4	4.1	214	847	.3	2.3	448	1881	.5	3.1	404	1530	.4	3.6	319	1208	.3	4.8
KRRA-AM																				
FA '97	24	48		.3	42	143		.4	70	201	.1	.5	21	104		.2	19	68		.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

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	
KRTH-FM																				
FA '97	181	666	.2	2.2	330	1019	.3	3.3	558	1947	.6	3.8	454	1491	.5	4.0	181	688	.2	2.7
4-Book	224	884	.3	2.7	306	1091	.3	3.2	571	1975	.6	3.9	449	1482	.5	4.0	176	802	.2	2.6
KSCA-FM																				
FA '97	302	972	.3	3.6	607	1483	.6	6.1	696	1763	.7	4.7	381	975	.4	3.4	235	709	.2	3.5
4-Book	255	827	.3	3.1	544	1298	.6	5.7	656	1772	.7	4.5	393	1002	.4	3.5	222	669	.2	3.4
+KSSE-FM																				
FA '97	199	657	.2	2.4	81	342	.1	.8	210	736	.2	1.4	127	457	.1	1.1	108	406	.1	1.6
4-Book	121	390	.1	1.5	83	279	.1	.9	154	487	.2	1.0	116	343	.1	1.0	62	245	.1	.9
KTNQ-AM																				
FA '97	155	395	.2	1.9	110	350	.1	1.1	196	519	.2	1.3	261	585	.3	2.3	173	477	.2	2.6
4-Book	149	428	.2	1.8	165	401	.2	1.8	201	529	.2	1.4	200	469	.2	1.8	147	437	.2	2.2
KTWV-FM																				
FA '97	221	851	.2	2.7	321	987	.3	3.2	552	1671	.6	3.7	450	1209	.5	4.0	211	689	.2	3.2
4-Book	250	893	.3	3.0	291	990	.3	3.0	524	1609	.6	3.6	418	1185	.5	3.7	222	777	.2	3.4
KWKV-AM																				
FA '97	37	104	.4		122	240	.1	1.2	49	166	.3		38	96	.3		36	108	.5	
4-Book	47	154	.6		132	297	.1	1.4	114	249	.1	.8	58	132	.1	.5	41	138	.6	
KWVE-FM																				
FA '97	28	149	.3		80	284	.1	.8	72	397	.1	.5	54	216	.1	.5	57	191	.1	.9
4-Book	34	146	.4		75	242	.1	.8	89	319	.1	.6	73	216	.1	.7	52	184	.1	.8
KXMG-AM																				
FA '97	59	155	.1	.7	53	115	.1	.5	65	133	.1	.4	54	131	.1	.5	31	91	.5	
4-Book	85	211	.1	1.0	94	246	.1	1.0	130	314	.2	.9	98	212	.1	.9	50	156	.1	.8
KYSR-FM																				
FA '97	219	844	.2	2.6	170	854	.2	1.7	473	2002	.5	3.2	306	1155	.3	2.7	125	601	.1	1.9
4-Book	190	888	.2	2.3	153	663	.2	1.6	426	1692	.4	2.9	338	1316	.3	3.0	139	709	.2	2.1
KZLA-FM																				
FA '97	173	616	.2	2.1	343	1060	.3	3.4	544	1761	.5	3.7	348	1034	.4	3.1	103	555	.1	1.5
4-Book	138	521	.2	1.7	224	772	.3	2.3	438	1388	.4	3.0	303	1007	.3	2.7	118	531	.1	1.8
KFRG-FM																				
FA '97	29	91	.3		32	171	.3		61	295	.1	.4	61	257	.1	.5	7	79	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	56	285	.1	.7	83	304	.1	.8	117	449	.1	.8	123	388	.1	1.1	37	225	.6	
4-Book	28	126	.3		52	187	.1	.5	63	256	.1	.4	57	201	.5		17	113	.3	
TOTALS																				
FA '97	8328	25064	8.4		9947	28110	10.0		14735	39595	14.9		11264	29577	11.4		6673	21365	6.7	
4-Book	8359	25270	8.6		9557	27134	9.7		14552	38546	14.9		11234	29229	11.5		6613	20956	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

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																			
FA '97	10	194	.3	16	62	.1	.4	10	82	.3		14	112	.1	.3	11	91		.4
SU '97	4	187	.1	1	11				9			11	101	.3		5	100		.2
SP '97	18	351	.1	5	60		.1	24	127	.1	.6	13	111	.1	.3	39	143	.2	1.3
WI '97	4	192	.1	7	102		.2	4	32		.1	4	79	.1	.1	6	59		.2
4-Book	9	231	.3	7	59		.2	10	63		.3	11	101	.1	.3	15	98		.1
FA '96	2	167	.1	5	76		.1	1	28			3	50	.1	.1		14		
KACD-FM																			
FA '97	43	1123	.2	28	441	.1	.7	36	420	.2	1.0	69	574	.3	1.6	50	473	.2	1.7
SU '97	25	937	.1	20	260	.1	.5	32	421	.1	.8	40	518	.2	1.0	24	330	.1	.8
SP '97	28	1013	.1	24	243	.1	.6	27	356	.1	.7	38	480	.2	.8	31	477	.1	1.1
WI '97	40	881	.2	32	325	.1	.8	39	447	.2	1.0	42	437	.2	.9	40	345	.2	1.3
4-Book	34	989	.2	26	317	.1	.7	34	411	.2	.9	47	502	.2	1.1	36	406	.2	1.2
FA '96	24	596	.1	30	262	.1	.7	27	285	.1	.8	29	265	.1	.7	20	195	.1	.7
KBCD-FM																			
FA '97	20	437	.1	12	103	.1	.3	25	202	.1	.7	23	223	.1	.5	14	235	.1	.5
SU '97	12	402	.1	8	100		.2	20	178	.1	.5	12	231	.1	.3	16	190	.1	.5
SP '97	16	369	.1	16	102	.1	.4	16	145	.1	.4	21	178	.1	.5	12	166	.1	.4
WI '97	13	487	.1	9	116		.2	12	200	.1	.3	9	196	.2	.2	20	247	.1	.7
4-Book	15	424	.1	11	105	.1	.3	18	181	.1	.5	16	207	.1	.4	16	210	.1	.5
FA '96	14	327	.1	15	114	.1	.4	16	136	.1	.4	17	158	.1	.4	5	119		.2
KACE-FM																			
FA '97	9	387	.3	9	117		.2	10	159	.3		14	169	.1	.3	10	160		.3
SU '97	16	419	.1	16	144	.1	.4	27	162	.1	.6	17	201	.1	.4	12	126	.1	.4
SP '97	12	398	.1	6	92		.1	8	63		.2	12	171	.1	.3	20	111	.1	.7
WI '97	8	315	.2	9	94		.2	8	125	.2		6	122	.1	.1	9	65		.3
4-Book	11	380	.1	10	112		.2	13	127	.3		12	166	.1	.3	13	116	.1	.4
FA '96	12	365	.1	11	125		.3	9	79		.3	18	181	.1	.4	9	107		.3
KRTO-FM																			
FA '97	6	208	.2	7	96		.2	2	39		.1	5	44		.1	6	80		.2
SU '97	5	147	.1	3	35		.1	6	90		.1	7	80		.2	2	19		.1
SP '97	23	385	.1	30	197	.1	.7	32	173	.1	.9	26	258	.1	.6	17	169	.1	.6
WI '97	50	778	.2	45	410	.2	1.1	60	462	.3	1.6	57	457	.3	1.3	38	351	.2	1.3
4-Book	21	380	.1	21	185	.1	.5	25	191	.1	.7	24	210	.1	.6	16	155	.1	.6
FA '96	73	748	.3	72	384	.3	1.7	75	384	.3	2.1	101	491	.5	2.3	54	363	.2	1.9
KBIG-FM																			
FA '97	90	2056	.4	86	882	.4	2.0	149	767	.7	4.2	100	799	.4	2.3	47	512	.2	1.6
SU '97	69	2414	.3	65	687	.3	1.7	96	807	.4	2.3	84	1034	.4	2.0	54	852	.2	1.8
SP '97	66	2430	.3	62	815	.3	1.5	84	842	.4	2.2	95	920	.4	2.1	66	905	.3	2.2
WI '97	78	2311	.4	88	885	.4	2.1	104	905	.5	2.8	84	819	.4	1.9	65	862	.3	2.2
4-Book	76	2303	.4	75	817	.4	1.8	108	830	.5	2.9	91	893	.4	2.1	58	783	.3	2.0
FA '96	79	2489	.4	59	876	.3	1.4	73	900	.3	2.0	106	1059	.5	2.4	69	1014	.3	2.4
+KBUA-FM																			
FA '97	9	214	.3	16	80	.1	.4	12	54	.1	.3	8	108		.2	3	40		.1
SU '97	8	215	.2	8	117		.2	8	84		.2	9	123		.2	7	67		.2
SP '97	16	270	.1	26	175	.1	.6	23	185	.1	.6	14	164	.1	.3	9	149		.3
WI '97	6	102	.2	7	48		.2	13	54	.1	.3	10	49		.2		10		
4-Book	10	200	.3	14	105	.1	.4	14	94	.1	.4	10	111	.2		5	67		.2
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																			
FA '97	86	1818	.4	98	670	.4	2.3	106	810	.5	3.0	99	987	.4	2.2	54	513	.2	1.8
SU '97	64	1814	.3	69	654	.3	1.8	84	891	.4	2.0	74	783	.3	1.8	33	485	.1	1.1
SP '97	108	2024	.5	108	843	.5	2.5	144	1054	.6	3.8	121	944	.5	2.7	76	690	.3	2.6
WI '97	110	2218	.5	121	964	.5	2.9	120	1041	.5	3.2	147	1180	.7	3.3	76	802	.3	2.5
4-Book	92	1969	.4	99	783	.4	2.4	114	949	.5	3.0	110	974	.5	2.5	60	623	.2	2.0
FA '96	107	1964	.5	108	845	.5	2.6	155	1082	.7	4.3	111	1011	.5	2.5	49	620	.2	1.7

** 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 Trends

Target Listener Trends - Persons 12-24

	Persons 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KCBS-FM																				
FA '97	66	1654	.3	1.9	67	578	.3	1.6	107	724	.5	3.0	91	847	.4	2.1	30	400	.1	1.0
SU '97	52	1326	.2	1.5	58	522	.3	1.5	104	712	.5	2.4	60	599	.3	1.4	22	360	.1	.7
SP '97	44	1331	.2	1.2	40	466	.2	.9	60	552	.3	1.6	59	669	.3	1.3	24	431	.1	.8
WI '97	71	1584	.3	2.0	82	634	.4	2.0	103	692	.5	2.8	101	868	.5	2.2	41	557	.2	1.4
4-Book	58	1474	.3	1.7	62	550	.3	1.5	94	670	.5	2.5	78	746	.4	1.8	29	437	.1	1.0
FA '96	50	1323	.2	1.4	59	622	.3	1.4	80	551	.4	2.2	64	759	.3	1.4	37	520	.2	1.3
KFI -AM																				
FA '97	21	393	.1	.6	24	173	.1	.6	11	128		.3	40	177	.2	.9	28	112	.1	.9
SU '97	17	334	.1	.5	32	180	.1	.8	35	161	.2	.8	8	112		.2	12	83	.1	.4
SP '97	18	412	.1	.5	23	173	.1	.5	32	174	.1	.9	25	191	.1	.5	13	69	.1	.4
WI '97	17	258	.1	.5	24	124	.1	.6	28	157	.1	.8	20	95	.1	.4	16	105	.1	.5
4-Book	18	349	.1	.5	26	163	.1	.6	27	155	.1	.7	23	144	.1	.5	17	92	.1	.6
FA '96	8	350		.2	12	161	.1	.3	12	128	.1	.3	15	168	.1	.3	1	56		
KFSG-FM																				
FA '97	3	133		.1	3	65		.1		13			5	26		.1	4	51		.1
SU '97	7	243		.2	12	82	.1	.3	4	72		.1	8	99		.2	6	68		.2
SP '97	6	198		.2	13	131	.1	.3	3	47		.1	6	78		.1	1	26		
WI '97	9	334		.3	21	236	.1	.5	2	71		.1	10	109		.2	8	127		.3
4-Book	6	227		.2	12	129	.1	.3	2	51		.1	7	78		.2	5	68		.2
FA '96	8	182		.2	14	102	.1	.3	6	84		.2	11	136		.2	6	59		.2
KFWB-AM																				
FA '97	5	357		.1	12	193	.1	.3	5	70		.1	6	102		.1	1	28		
SU '97	6	423		.2	11	119		.3	6	141		.1	10	199		.2	2	66		.1
SP '97	5	303		.1	16	174	.1	.4	4	106		.1	4	63		.1	2	28		.1
WI '97	9	434		.3	17	249	.1	.4	9	106		.2	4	120		.1	5	62		.2
4-Book	6	379		.2	14	184	.1	.4	6	106		.1	6	121		.1	3	46		.1
FA '96	5	300		.1	5	112		.1	5	70		.1	10	180		.2	4	60		.1
KIBB-FM																				
FA '97	81	2775	.4	2.3	67	905	.3	1.6	88	1122	.4	2.5	135	1459	.6	3.1	73	1016	.3	2.4
SU '97	104	2756	.5	2.9	101	880	.5	2.6	140	1352	.6	3.3	146	1445	.7	3.5	76	1066	.3	2.6
SP '97	63	2504	.3	1.8	65	899	.3	1.5	71	1052	.3	1.9	104	1217	.5	2.3	47	846	.2	1.6
WI '97	57	2068	.3	1.6	43	649	.2	1.0	77	807	.3	2.1	103	1196	.5	2.3	34	673	.2	1.1
4-Book	76	2526	.4	2.2	69	833	.3	1.7	94	1083	.4	2.5	122	1329	.6	2.8	58	900	.3	1.9
FA '96	43	1271	.2	1.2	44	537	.2	1.1	59	589	.3	1.6	81	740	.4	1.8	16	286	.1	.6
KIEV-AM																				
FA '97	1	24			1	13			1	11			2	11			2	13		.1
SU '97	1	71			5	49		.1	1	45										
SP '97		19			1	10														
WI '97		29								15			1	14			1	14		
4-Book	1	36			2	18			1	18			1	6			1	7		
FA '96																				
KIIS-FM																				
FA '97	330	7440	1.5	9.4	385	3932	1.7	9.1	206	2903	.9	5.8	434	4295	1.9	9.9	322	3254	1.4	10.6
SU '97	293	7377	1.3	8.3	303	3301	1.4	7.7	350	4160	1.6	8.2	362	4163	1.6	8.6	230	3038	1.0	7.7
SP '97	302	7038	1.4	8.5	366	3462	1.6	8.6	271	2967	1.2	7.2	423	4095	1.9	9.3	232	3115	1.0	7.9
WI '97	243	6124	1.1	6.8	282	2955	1.3	6.9	220	2513	1.0	5.9	322	3526	1.4	7.2	194	2561	.9	6.5
4-Book	292	6995	1.3	8.3	334	3413	1.5	8.1	262	3136	1.2	6.8	385	4020	1.7	8.8	245	2992	1.1	8.2
FA '96	209	6220	.9	6.0	273	2890	1.2	6.5	177	2558	.8	4.9	294	3388	1.3	6.7	169	2148	.8	6.0
KIKF-FM																				
FA '97	2	155		.1	1	27			2	84		.1	3	71		.1		13		
SU '97	11	180		.3	16	56	.1	.4	18	113	.1	.4	15	97	.1	.4	5	100		.2
SP '97	12	202	.1	.3	20	120	.1	.5	3	98		.1	12	98	.1	.3	16	119	.1	.5
WI '97	6	189		.2	10	131		.2	10	82		.3	12	122	.1	.3	1	26		
4-Book	8	182		.2	12	84	.1	.3	8	94		.2	11	97	.1	.3	6	65		.2
FA '96	5	176		.1	5	87		.1	6	109		.2	6	110		.1	3	84		.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
KJLH-FM																				
FA '97	49	937	.2	1.4	26	413	.1	.6	67	362	.3	1.9	54	390	.2	1.2	48	334	.2	1.6
SU '97	33	783	.1	.9	27	306	.1	.7	31	264	.1	.7	39	415	.2	.9	37	398	.2	1.2
SP '97	29	838	.1	.8	39	410	.2	.9	33	227	.1	.9	25	266	.1	.5	21	303	.1	.7
WI '97	60	924	.3	1.7	59	409	.3	1.4	56	305	.3	1.5	56	471	.3	1.2	80	459	.4	2.7
4-Book	43	871	.2	1.2	38	385	.2	.9	47	290	.2	1.3	44	386	.2	1.0	47	374	.2	1.6
FA '96	42	1034	.2	1.2	28	301	.1	.7	40	402	.2	1.1	65	523	.3	1.5	49	441	.2	1.7
KKBT-FM																				
FA '97	358	6157	1.6	10.2	468	3259	2.1	11.0	327	3067	1.4	9.2	510	3654	2.3	11.6	299	2895	1.3	9.9
SU '97	338	6048	1.5	9.6	369	2849	1.7	9.4	367	3444	1.6	8.6	481	3700	2.2	11.5	298	2895	1.3	10.0
SP '97	382	6265	1.7	10.7	442	3478	2.0	10.4	310	3043	1.4	8.2	591	3942	2.7	13.0	354	3150	1.6	12.0
WI '97	469	6154	2.1	13.2	601	3499	2.7	14.6	456	3286	2.0	12.2	622	4109	2.8	13.8	375	3099	1.7	12.5
4-Book	387	6156	1.7	10.9	470	3271	2.1	11.4	365	3210	1.6	9.6	551	3851	2.5	12.5	332	3010	1.5	11.1
FA '96	391	5719	1.8	11.2	521	3001	2.3	12.5	344	2812	1.5	9.6	569	3575	2.6	12.9	301	2825	1.4	10.6
KKGO-FM																				
FA '97	17	399	.1	.5	9	140		.2	11	100		.3	19	177	.1	.4	32	231	.1	1.1
SU '97	10	455		.3	6	125		.2	11	110		.3	7	141		.2	17	280	.1	.6
SP '97	6	305		.2	5	86		.1	6	79		.2	6	98		.1	7	126		.2
WI '97	12	495	.1	.3	11	158		.3	18	148	.1	.5	13	195	.1	.3	16	214	.1	.5
4-Book	11	414	.1	.3	8	127		.2	12	109		.3	11	153	.1	.3	18	213	.1	.6
FA '96	16	563	.1	.5	7	130		.2	17	136	.1	.5	17	231	.1	.4	26	218	.1	.9
KKHJ-AM																				
FA '97	18	521	.1	.5	17	199	.1	.4	13	127	.1	.4	25	128	.1	.6	16	110	.1	.5
SU '97	40	536	.2	1.1	56	190	.3	1.4	51	222	.2	1.2	70	177	.3	1.7	20	210	.1	.7
SP '97	21	483	.1	.6	40	239	.2	.9	25	192	.1	.7	12	155	.1	.3	10	104		.3
WI '97	30	487	.1	.8	43	204	.2	1.0	23	205	.1	.6	46	195	.2	1.0	15	97	.1	.5
4-Book	27	507	.1	.8	39	208	.2	.9	28	187	.1	.7	38	164	.2	.9	15	130	.1	.5
FA '96	27	913	.1	.8	60	469	.3	1.4	35	283	.2	1.0	12	181	.1	.3	17	234	.1	.6
KKLA-AM																				
FA '97		11																		
SU '97																				
SP '97																				
WI '97		11																		
4-Book		6																		
FA '96		15			2	15														
KKLA-FM																				
FA '97	3	115		.1	6	73		.1	1	27			6	51		.1	1	36		
SU '97	2	91		.1	4	50		.1	3	22		.1	1	43				10		
SP '97	5	97		.1	2	61			10	26		.3	11	15		.2		15		
WI '97	1	69			6	37		.1					1	10						
4-Book	3	93		.1	5	55		.1	4	19		.1	5	30		.1		15		
FA '96	3	141		.1	6	66		.1		20			3	52		.1	2	43		.1
KLAC-AM																				
FA '97	8	140		.2	4	52		.1	11	51		.3	16	92	.1	.4	6	52		.2
SU '97	4	132		.1	2	36		.1	3	51		.1	3	30		.1	3	39		.1
SP '97	10	278		.3	2	21			12	60	.1	.3	21	106	.1	.5	5	94		.2
WI '97	6	242		.2	5	29		.1	5	45		.1	4	89		.1	14	174	.1	.5
4-Book	7	198		.2	3	35		.1	8	52		.2	11	79	.1	.3	7	90		.3
FA '96	3	156		.1	1	12				10			2	27			4	57		.1
KLAX-FM																				
FA '97	106	2181	.5	3.0	111	858	.5	2.6	109	941	.5	3.1	147	1189	.7	3.3	86	773	.4	2.8
SU '97	109	2376	.5	3.1	160	1187	.7	4.1	138	1175	.6	3.2	114	1072	.5	2.7	61	722	.3	2.0
SP '97	133	2692	.6	3.7	139	1216	.6	3.3	174	1374	.8	4.6	163	1295	.7	3.6	66	735	.3	2.2
WI '97	167	2707	.7	4.7	194	1295	.9	4.7	197	1269	.9	5.3	224	1596	1.0	5.0	94	1035	.4	3.1
4-Book	129	2489	.6	3.6	151	1139	.7	3.7	155	1190	.7	4.1	162	1288	.7	3.7	77	816	.4	2.5
FA '96	208	2881	.9	6.0	261	1517	1.2	6.2	245	1511	1.1	6.8	248	1702	1.1	5.6	130	1127	.6	4.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KLOS-FM																				
FA '97	61	1528	.3	1.7	83	607	.4	2.0	76	642	.3	2.1	65	701	.3	1.5	43	469	.2	1.4
SU '97	38	1551	.2	1.1	64	623	.3	1.6	37	494	.2	.9	53	791	.2	1.3	17	377	.1	.6
SP '97	45	1518	.2	1.3	85	726	.4	2.0	36	598	.2	1.0	74	784	.3	1.6	22	415	.1	.7
WI '97	68	2012	.3	1.9	71	731	.3	1.7	80	764	.4	2.1	123	1147	.6	2.7	46	544	.2	1.5
4-Book	53	1652	.3	1.5	76	672	.4	1.8	57	625	.3	1.5	79	856	.4	1.8	32	451	.2	1.1
FA '96	86	2145	.4	2.5	102	816	.5	2.4	103	777	.5	2.9	119	1129	.5	2.7	72	880	.3	2.5
KLSX-FM																				
FA '97	89	1386	.4	2.5	378	1113	1.7	8.9	89	631	.4	2.5	28	205	.1	.6	2	64		.1
SU '97	39	871	.2	1.1	125	522	.6	3.2	40	316	.2	.9	28	240	.1	.7	19	164	.1	.6
SP '97	52	1035	.2	1.5	184	735	.8	4.3	69	427	.3	1.8	18	170	.1	.4	15	159	.1	.5
WI '97	48	962	.2	1.3	156	612	.7	3.8	68	361	.3	1.8	31	277	.1	.7	9	164		.3
4-Book	57	1064	.3	1.6	211	746	1.0	5.1	67	434	.3	1.8	26	223	.1	.6	11	138	.1	.4
FA '96	78	1184	.4	2.2	222	733	1.0	5.3	101	521	.5	2.8	73	390	.3	1.7	19	202	.1	.7
KLVE-FM																				
FA '97	145	2557	.6	4.1	186	1120	.8	4.4	193	1235	.9	5.4	145	1260	.6	3.3	100	1039	.4	3.3
SU '97	180	2881	.8	5.1	246	1342	1.1	6.2	236	1425	1.1	5.5	189	1225	.8	4.5	104	969	.5	3.5
SP '97	216	3127	1.0	6.1	300	1672	1.3	7.0	287	1509	1.3	7.6	223	1514	1.0	4.9	117	1132	.5	4.0
WI '97	190	2945	.9	5.3	292	1646	1.3	7.1	203	1392	.9	5.4	182	1465	.8	4.0	130	1236	.6	4.3
4-Book	183	2878	.8	5.2	256	1445	1.1	6.2	230	1390	1.1	6.0	185	1366	.8	4.2	113	1094	.5	3.8
FA '96	237	3422	1.1	6.8	303	1991	1.4	7.2	274	1701	1.2	7.6	302	1929	1.4	6.8	162	1452	.7	5.7
KLYY-FM																				
FA '97	78	2892	.3	2.2	75	1015	.3	1.8	68	1223	.3	1.9	120	1742	.5	2.7	73	1123	.3	2.4
SU '97	86	2904	.4	2.4	57	979	.3	1.4	105	1512	.5	2.5	125	1723	.6	3.0	84	1221	.4	2.8
SP '97	82	2604	.4	2.3	90	1190	.4	2.1	86	1304	.4	2.3	122	1513	.5	2.7	66	1104	.3	2.2
WI '97	97	3115	.4	2.7	100	1426	.4	2.4	84	1263	.4	2.3	143	1840	.6	3.2	72	1083	.3	2.4
4-Book	86	2879	.4	2.4	81	1153	.4	1.9	86	1326	.4	2.3	128	1705	.6	2.9	74	1133	.3	2.5
FA '96	116	3371	.5	3.3	113	1466	.5	2.7	91	1425	.4	2.5	176	1949	.8	4.0	115	1554	.5	4.1
KNX -AM																				
FA '97	5	313		.1	10	173		.2	6	75		.2	3	83		.1	6	57		.2
SU '97	4	337		.1	4	104		.1	3	73		.1	5	123		.1	4	79		.1
SP '97	6	321		.2	13	177		.3	1	57		.3	8	149		.2	5	56		.2
WI '97	7	345		.2	14	171		.3	7	95		.2	3	93		.1	9	103		.3
4-Book	6	329		.2	10	156		.2	4	75		.1	5	112		.1	6	74		.2
FA '96	9	448		.3	16	221		.4	9	127		.3	7	111		.2	3	62		.1
KOST-FM																				
FA '97	102	2599	.5	2.9	68	951	.3	1.6	91	714	.4	2.5	124	1038	.5	2.8	148	1411	.7	4.9
SU '97	126	3249	.6	3.6	133	1110	.6	3.4	154	1274	.7	3.6	134	1332	.6	3.2	151	1616	.7	5.1
SP '97	138	3127	.6	3.9	112	991	.5	2.6	153	1064	.7	4.1	151	1095	.7	3.3	177	1612	.8	6.0
WI '97	103	2604	.5	2.9	81	959	.4	2.0	123	858	.6	3.3	95	994	.4	2.1	151	1362	.7	5.0
4-Book	117	2895	.6	3.3	99	1003	.5	2.4	130	978	.6	3.4	126	1115	.6	2.9	157	1500	.7	5.3
FA '96	121	3026	.5	3.5	95	1041	.4	2.3	122	955	.5	3.4	121	1285	.5	2.7	178	1533	.8	6.3
KPWR-FM																				
FA '97	499	9401	2.2	14.2	542	4712	2.4	12.8	449	4505	2.0	12.6	666	5558	2.9	15.1	489	4467	2.2	16.2
SU '97	562	10349	2.5	15.9	531	4774	2.4	13.5	636	5957	2.9	14.9	677	6088	3.0	16.1	545	5221	2.4	18.3
SP '97	519	9940	2.3	14.6	581	5171	2.6	13.6	472	4946	2.1	12.5	733	6276	3.3	16.1	485	4902	2.2	16.5
WI '97	529	9170	2.4	14.8	568	4997	2.5	13.8	476	4540	2.1	12.8	689	5526	3.1	15.3	510	4710	2.3	17.0
4-Book	527	9715	2.4	14.9	556	4914	2.5	13.4	508	4987	2.3	13.2	691	5862	3.1	15.7	507	4825	2.3	17.0
FA '96	572	8886	2.6	16.4	652	4791	2.9	15.6	543	4363	2.4	15.1	714	5468	3.2	16.2	515	4631	2.3	18.2
KRLA-AM																				
FA '97	46	1170	.2	1.3	19	298	.1	.4	25	314	.1	.7	51	466	.2	1.2	76	663	.3	2.5
SU '97	78	1312	.4	2.2	71	461	.3	1.8	77	532	.3	1.8	61	495	.3	1.5	116	660	.5	3.9
SP '97	44	1125	.2	1.2	34	396	.2	.8	24	362	.1	.6	50	539	.2	1.1	66	553	.3	2.2
WI '97	70	1037	.3	2.0	66	394	.3	1.6	78	392	.4	2.1	84	526	.4	1.9	76	599	.3	2.5
4-Book	60	1161	.3	1.7	48	387	.2	1.2	51	400	.2	1.3	62	507	.3	1.4	84	619	.4	2.8
FA '96	49	1181	.2	1.4	45	541	.2	1.1	37	367	.2	1.0	40	520	.2	.9	59	507	.3	2.1

Target Listener Trends - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																				
FA '97	231	5289	1.0	6.6	285	2610	1.3	6.7	186	2216	.8	5.2	303	3337	1.3	6.9	256	2614	1.1	8.5
SU '97	300	5258	1.3	8.5	374	2525	1.7	9.5	338	3017	1.5	7.9	306	3090	1.4	7.3	266	2575	1.2	8.9
SP '97	298	5414	1.3	8.4	392	2810	1.8	9.2	281	2478	1.3	7.5	363	3072	1.6	8.0	305	2822	1.4	10.4
WI '97	290	5650	1.3	8.1	322	2837	1.4	7.8	260	2469	1.2	7.0	388	3436	1.7	8.6	281	2936	1.3	9.4
4-Book	280	5403	1.2	7.9	343	2696	1.6	8.3	266	2545	1.2	6.9	340	3234	1.5	7.7	277	2737	1.3	9.3
FA '96	236	4871	1.1	6.8	310	2595	1.4	7.4	185	2006	.8	5.1	282	2862	1.3	6.4	274	2469	1.2	9.7
KRRA-AM																				
FA '97	4	129		.1	2	36			4	54		.1	5	49		.1	1	10		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	5	177		.1	3	46		.1	10	62		.3	6	59		.1	5	54		.2
WI '97	15	273		.1	13	138		.1	12	107		.1	26	120		.1	10	95		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	7	151		.2	7	35		.2	6	45		.2	8	55		.2	9	55		.3
KRTH-FM																				
FA '97	85	2564	.4	2.4	96	1102	.4	2.3	101	1001	.4	2.8	97	1281	.4	2.2	75	991	.3	2.5
SU '97	93	3168	.4	2.6	87	823	.4	2.2	147	1336	.7	3.5	103	1364	.5	2.5	58	893	.3	1.9
SP '97	110	3401	.5	3.1	92	1087	.4	2.2	120	1215	.5	3.2	140	1562	.6	3.1	106	1249	.5	3.6
WI '97	73	2526	.3	2.0	72	842	.3	1.8	63	825	.3	1.7	122	1185	.5	2.7	52	713	.2	1.7
4-Book	90	2915	.4	2.5	87	964	.4	2.1	108	1094	.5	2.8	116	1348	.5	2.6	73	962	.3	2.4
FA '96	87	2899	.4	2.5	85	1087	.4	2.0	83	1011	.4	2.3	109	1250	.5	2.5	67	863	.3	2.4
KSCA-FM																				
FA '97	226	2889	1.0	6.4	367	1665	1.6	8.6	272	1490	1.2	7.6	204	1283	.9	4.6	123	949	.5	4.1
SU '97	196	2866	.9	5.5	340	1509	1.5	8.6	231	1647	1.0	5.4	192	1349	.9	4.6	117	941	.5	3.9
SP '97	185	2582	.8	5.2	318	1514	1.4	7.5	193	1312	.9	5.1	192	1341	.9	4.2	105	925	.5	3.6
WI '97	148	1642	.7	4.2	156	929	.7	3.8	164	985	.7	4.4	175	1169	.8	3.9	122	788	.5	4.1
4-Book	189	2495	.9	5.3	295	1404	1.3	7.1	215	1359	1.0	5.6	191	1286	.9	4.3	117	901	.5	3.9
FA '96	8	445		.2	5	153		.1	10	173		.3	9	162		.2	9	126		.3
+KSSE-FM																				
FA '97	97	1599	.4	2.8	104	865	.5	2.4	119	846	.5	3.3	123	959	.5	2.8	69	715	.3	2.3
SU '97	135	2025	.6	3.8	134	965	.6	3.4	148	1091	.7	3.5	173	1200	.8	4.1	112	990	.5	3.8
SP '97	61	1007	.3	1.7	63	429	.3	1.5	79	496	.4	2.1	73	531	.3	1.6	44	397	.2	1.5
WI '97	19	414	.1	.5	26	193	.1	.6	39	222	.2	1.0	20	149	.1	.4	12	120	.1	.4
4-Book	78	1261	.4	2.2	82	613	.4	2.0	96	664	.5	2.5	97	710	.4	2.2	59	556	.3	2.0
FA '96	24	731	.1	.7	35	353	.2	.8	30	294	.1	.8	22	304	.1	.5	13	245	.1	.5
KTNQ-AM																				
FA '97	33	713	.1	.9	41	181	.2	1.0	29	201	.1	.8	37	232	.2	.8	38	346	.2	1.3
SU '97	40	680	.2	1.1	54	216	.2	1.4	55	294	.2	1.3	50	334	.2	1.2	29	209	.1	1.0
SP '97	50	655	.2	1.4	86	378	.4	2.0	61	342	.3	1.6	65	282	.3	1.4	32	223	.1	1.1
WI '97	40	618	.2	1.1	72	264	.3	1.8	34	186	.2	.9	41	204	.2	.9	36	209	.2	1.2
4-Book	41	667	.2	1.1	63	260	.3	1.6	45	256	.2	1.2	48	263	.2	1.1	34	247	.2	1.2
FA '96	37	607	.2	1.1	66	284	.3	1.6	31	216	.1	.9	54	240	.2	1.2	31	212	.1	1.1
KTWV-FM																				
FA '97	33	706	.1	.9	31	255	.1	.7	54	264	.2	1.5	32	222	.1	.7	27	310	.1	.9
SU '97	26	747	.1	.7	29	225	.1	.7	42	229	.2	1.0	41	366	.2	1.0	12	219	.1	.4
SP '97	28	767	.1	.8	28	252	.1	.7	41	266	.2	1.1	32	287	.1	.7	18	202	.1	.6
WI '97	18	553	.1	.5	16	143	.1	.4	20	172	.1	.5	32	262	.1	.7	13	211	.1	.4
4-Book	26	693	.1	.7	26	219	.1	.6	39	233	.2	1.0	34	284	.1	.8	18	236	.1	.6
FA '96	31	736	.1	.9	47	380	.2	1.1	21	199	.1	.6	40	282	.2	.9	20	366	.1	.7
KWKV-AM																				
FA '97	8	183		.2	10	101		.2	16	82		.4	10	89		.2	6	36		.2
SU '97	8	225		.2	11	74		.3	14	136		.3	2	26			4	49		.1
SP '97	13	290	.1	.4	9	95		.2	17	163	.1	.5	16	60	.1	.4	10	94		.3
WI '97	26	471	.1	.7	31	209	.1	.8	47	309	.2	1.3	27	131	.1	.6	14	104	.1	.5
4-Book	14	292	.1	.4	15	120	.1	.4	24	173	.1	.6	14	77	.1	.3	9	71	.1	.3
FA '96	23	378	.1	.7	36	168	.2	.9	43	196	.2	1.2	12	123	.1	.3	6	50		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWVE-FM																				
FA '97	8	224		.2	6	103		.1	7	88		.2	11	91		.2	6	114		.2
SU '97	6	205		.2	8	66		.2	3	59		.1	12	109	.1	.3	3	69		.1
SP '97	4	157		.1	6	58		.1	2	21		.1	2	56			9	67		.3
WI '97	9	226		.3	13	99	.1	.3	9	52		.2	12	94	.1	.3	3	94		.1
4-Book	7	203		.2	8	82		.2	5	55		.2	9	88	.1	.2	5	86		.2
FA '96	8	192		.2	5	53		.1	7	86		.2	4	86		.1	14	65	.1	.5
KXMG-AM																				
FA '97	6	169		.2	6	73		.1	7	44		.2	6	51		.1	3	41		.1
SU '97	10	271		.3	6	95		.2	16	126	.1	.4	12	115	.1	.3	7	97		.2
SP '97	10	226		.3	17	127	.1	.4	15	110	.1	.4	10	79		.2	2	19		.1
WI '97	24	438	.1	.7	29	209	.1	.7	29	175	.1	.8	31	226	.1	.7	8	110		.3
4-Book	13	276		.4	15	126	.1	.4	17	114	.1	.5	15	118	.1	.3	5	67		.2
FA '96	23	367	.1	.7	25	106	.1	.6	30	185	.1	.8	18	120	.1	.4	15	135	.1	.5
KYSR-FM																				
FA '97	160	3600	.7	4.5	176	1716	.8	4.1	220	1703	1.0	6.2	206	2127	.9	4.7	97	1363	.4	3.2
SU '97	101	2983	.5	2.9	77	1038	.3	2.0	149	1491	.7	3.5	132	1602	.6	3.1	80	1138	.4	2.7
SP '97	126	3374	.6	3.5	104	1378	.5	2.4	173	1379	.8	4.6	181	1896	.8	4.0	87	1179	.4	3.0
WI '97	82	2646	.4	2.3	80	1171	.4	1.9	110	1301	.5	2.9	108	1426	.5	2.4	69	966	.3	2.3
4-Book	117	3151	.6	3.3	109	1326	.5	2.6	163	1469	.8	4.3	157	1763	.7	3.6	83	1162	.4	2.8
FA '96	102	2757	.5	2.9	111	1247	.5	2.7	148	1303	.7	4.1	149	1541	.7	3.4	49	878	.2	1.7
KZLA-FM																				
FA '97	23	665	.1	.7	31	318	.1	.7	17	311	.1	.5	24	288	.1	.5	30	332	.1	1.0
SU '97	47	767	.2	1.3	49	374	.2	1.2	52	385	.2	1.2	59	491	.3	1.4	52	404	.2	1.7
SP '97	32	668	.1	.9	36	339	.2	.8	40	332	.2	1.1	45	338	.2	1.0	19	311	.1	.6
WI '97	24	669	.1	.7	33	346	.1	.8	31	373	.1	.8	32	373	.1	.7	12	198	.1	.4
4-Book	32	692	.1	.9	37	344	.2	.9	35	350	.2	.9	40	373	.2	.9	28	311	.1	.9
FA '96	57	797	.3	1.6	78	558	.4	1.9	58	370	.3	1.6	67	447	.3	1.5	32	357	.1	1.1
KFRG-FM																				
FA '97	7	239		.2	4	101		.1	6	136		.2	11	57		.2	7	77		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	8	286		.2	9	145		.2	9	133		.3	12	161	.1	.3	7	82		.2
XTRA-AM																				
FA '97	14	350	.1	.4	17	127	.1	.4	19	177	.1	.5	14	120	.1	.3	9	106		.3
SU '97	8	180		.2	7	55		.2	16	71	.1	.4	5	55		.1	13	46	.1	.4
SP '97	12	245	.1	.3	13	101	.1	.3	45	149	.2	1.2	2	63			1	20		
WI '97	3	154		.1	22	22			6	25		.2	3	65		.1	2	50		.1
4-Book	9	232	.1	.3	9	76	.1	.2	22	106	.1	.6	6	76		.1	6	56		.2
FA '96	21	301	.1	.6	26	155	.1	.6	52	184	.2	1.4	26	182	.1	.6	5	88		.2
TOTALS																				
FA '97	3520	21920	15.6		4248	18208	18.8		3571	15521	15.8		4406	18591	19.5		3027	16614	13.4	
SU '97	3538	21531	15.9		3937	17359	17.7		4259	17928	19.1		4199	18825	18.8		2980	16487	13.4	
SP '97	3560	21700	16.0		4264	18362	19.1		3761	15724	16.9		4562	18983	20.5		2942	16337	13.2	
WI '97	3565	21513	16.0		4106	17849	18.4		3732	15593	16.8		4502	18706	20.2		3005	16256	13.5	
4-Book	3546	21666	15.9		4139	17945	18.5		3831	16192	17.2		4417	18776	19.8		2989	16424	13.4	
FA '96	3484	21559	15.6		4184	18044	18.8		3597	15389	16.1		4421	18330	19.8		2835	16250	12.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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																				
FA '97	13	169	.1	.3	5	72	.2	.2	11	27	.4	.4				10	32	.3	.3	
4-Book	9	172	.1	.2	4	63	.2	.2	4	9	.2	.2	7	19	.2	4	13	.1	.1	
KACD-FM																				
FA '97	43	840	.2	1.1	38	632	.2	1.3	17	73	.1	.7	64	232	.3	1.5	49	208	.2	1.4
4-Book	36	736	.2	.9	30	499	.2	1.0	19	74	.1	.8	40	152	.2	.9	32	145	.1	.9
KBCD-FM																				
FA '97	20	331	.1	.5	23	301	.1	.8	7	26	.3	.3	38	126	.2	.9	25	78	.1	.7
4-Book	15	318	.1	.4	16	225	.1	.5	11	36	.1	.4	24	80	.1	.5	18	56	.1	.5
KACE-FM																				
FA '97	11	305	.3	.3	5	134	.2	.2	17	50	.1	.7	15	60	.1	.4	1	9		
4-Book	12	271	.3	.3	9	173	.1	.3	18	40	.1	.7	14	61	.1	.3	13	54	.1	.4
KRTO-FM																				
FA '97	5	132	.1	.1	8	119	.3	.3	8	31	.3	.3	7	28	.2	.2	3	22	.1	.1
4-Book	24	327	.1	.6	20	238	.1	.7	17	61	.1	.6	41	99	.2	.9	24	64	.1	.7
KBIG-FM																				
FA '97	115	1440	.5	2.8	75	1145	.3	2.6	54	235	.2	2.1	101	304	.4	2.4	125	317	.6	3.5
4-Book	93	1648	.4	2.3	57	1035	.3	2.0	34	158	.1	1.3	82	303	.4	1.9	74	253	.4	2.1
+KBUA-FM																				
FA '97	12	152	.1	.3	9	143	.3	.3	21	69	.1	.8	21	54	.1	.5	12	59	.1	.3
4-Book	13	165	.1	.3	8	110	.3	.3	12	38	.1	.4	12	40	.1	.3	7	24	.1	.2
KBUE-FM																				
FA '97	102	1552	.5	2.5	80	1071	.4	2.7	109	279	.5	4.3	134	432	.6	3.2	121	334	.5	3.4
4-Book	108	1630	.5	2.6	85	1065	.4	2.9	116	308	.5	4.4	127	412	.6	2.9	104	308	.5	3.0
KCBS-FM																				
FA '97	90	1330	.4	2.2	47	875	.2	1.6	40	150	.2	1.6	83	339	.4	2.0	70	251	.3	2.0
4-Book	79	1162	.3	2.0	40	725	.2	1.4	28	112	.2	1.1	67	267	.3	1.5	54	211	.3	1.6
KFI -AM																				
FA '97	24	333	.1	.6	10	81	.3	.3	8	28	.3	.3	6	20	.1	.1	31	47	.1	.9
4-Book	25	311	.1	.6	7	94	.2	.2	6	29	.2	.2	14	42	.1	.3	10	25	.1	.3
KFSG-FM																				
FA '97	2	77			2	47	.1	.1					6	15	.1	.1				
4-Book	7	164	.2	.2	6	111	.2	.2	5	21	.2	.2	8	23	.2	.2	5	18	.1	.1
KFWB-AM																				
FA '97	7	242	.2	.2	4	170	.1	.1	1	21	.1	.1	2	18			3	30	.1	.1
4-Book	9	294	.2	.2	5	142	.2	.2	7	30	.3	.3	3	22	.1	.1	2	19	.1	.1
KIBB-FM																				
FA '97	96	2204	.4	2.4	59	1282	.3	2.0	37	190	.2	1.5	111	557	.5	2.7	89	411	.4	2.5
4-Book	95	2031	.4	2.3	55	1227	.3	1.9	35	145	.2	1.4	90	430	.4	2.1	93	383	.4	2.7
KIEV-AM																				
FA '97	1	24				13														
4-Book	1	34				6														
KIIS-FM																				
FA '97	331	6373	1.5	8.2	333	4647	1.5	11.4	276	1035	1.2	10.9	474	1989	2.1	11.3	396	1431	1.8	11.1
4-Book	322	5939	1.5	7.8	271	4188	1.2	9.3	237	881	1.1	9.1	420	1680	1.9	9.5	326	1220	1.5	9.3
KIKF-FM																				
FA '97	2	128			2	88	.1	.1					1	13						
4-Book	10	157	.3	.3	6	70	.2	.2	6	19	.2	.2	3	16	.1	.1	6	24	.2	.2
KJLH-FM																				
FA '97	51	709	.2	1.3	48	518	.2	1.6	15	47	.1	.6	58	178	.3	1.4	50	110	.2	1.4
4-Book	43	664	.2	1.1	40	467	.2	1.4	21	72	.1	.8	54	148	.3	1.2	41	100	.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

Persons 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
FA '97	427	5396	1.9	10.6	276	3448	1.2	9.4	213	775	.9	8.4	376	1386	1.7	9.0	415	1259	1.8	11.6
4-Book	455	5446	2.1	11.1	304	3600	1.4	10.4	241	820	1.1	9.2	479	1557	2.2	10.7	422	1271	1.9	12.0
KKGO-FM																				
FA '97	13	309	.1	.3	15	269	.1	.5	11	31	.4	.4	13	74	.1	.3	4	21	.1	.1
4-Book	10	280	.1	.2	9	162	.3	.3	9	34	.3	.3	11	44	.1	.2	3	14	.1	.1
KKHJ-AM																				
FA '97	18	325	.1	.4	19	295	.1	.6	26	53	.1	1.0	24	89	.1	.6	4	30	.1	.1
4-Book	35	351	.2	.8	22	241	.1	.7	37	65	.2	1.4	29	85	.1	.7	19	44	.1	.6
KKLA-AM																				
FA '97						11														
4-Book						6				3										
KKLA-FM																				
FA '97	4	83		.1	2	81		.1	2	29		.1	3	10		.1				
4-Book	4	74		.1	2	45		.1	1	11		.1	4	11		.1	1	9		
KLAC-AM																				
FA '97	10	102		.2	5	64		.2									9	11		.3
4-Book	8	107		.2	6	99		.2	4	9		.1	7	29		.2	8	28		.2
KLAX-FM																				
FA '97	121	1765	.5	3.0	93	1251	.4	3.2	114	316	.5	4.5	130	465	.6	3.1	87	318	.4	2.4
4-Book	156	2042	.7	3.8	116	1376	.5	4.0	153	429	.7	5.8	187	554	.9	4.2	128	377	.6	3.7
KLOS-FM																				
FA '97	75	1203	.3	1.9	48	698	.2	1.6	27	168	.1	1.1	48	261	.2	1.1	65	217	.3	1.8
4-Book	70	1357	.3	1.7	38	703	.2	1.3	21	102	.1	.8	57	263	.3	1.3	52	196	.2	1.5
KLSX-FM																				
FA '97	159	1180	.7	3.9	22	417	.1	.8	11	46	.4	.4	9	54	.2	.2	16	57	.1	.4
4-Book	99	894	.5	2.4	14	313	.1	.5	7	42	.3	.3	16	60	.1	.4	14	43	.1	.4
KLVE-FM																				
FA '97	176	2038	.8	4.4	120	1399	.5	4.1	144	397	.6	5.7	160	435	.7	3.8	92	298	.4	2.6
4-Book	224	2345	1.0	5.5	157	1661	.7	5.4	201	518	.9	7.7	246	619	1.1	5.5	148	409	.7	4.2
KLYY-FM																				
FA '97	86	2436	.4	2.1	65	1652	.3	2.2	43	214	.2	1.7	99	506	.4	2.4	100	520	.4	2.8
4-Book	97	2472	.4	2.4	74	1496	.3	2.5	35	169	.2	1.4	112	502	.5	2.5	118	526	.5	3.4
KNX -AM																				
FA '97	6	227		.1	3	114		.1	4	14		.2	8	38		.2				
4-Book	6	254		.2	3	111		.1	4	23		.2	3	24		.1	1	6		
KOST-FM																				
FA '97	94	1805	.4	2.3	83	1293	.4	2.8	73	209	.3	2.9	115	323	.5	2.7	47	203	.2	1.3
4-Book	119	1948	.5	2.9	86	1332	.4	2.9	67	207	.3	2.6	98	336	.4	2.2	81	271	.4	2.3
KPWR-FM																				
FA '97	544	8347	2.4	13.5	422	5272	1.9	14.4	340	1044	1.5	13.4	657	2209	2.9	15.7	551	1592	2.4	15.4
4-Book	579	8587	2.6	14.1	447	5780	2.0	15.3	355	1272	1.6	13.6	711	2449	3.2	16.0	538	1804	2.4	15.3
KRLA-AM																				
FA '97	31	737	.1	.8	51	606	.2	1.7	28	98	.1	1.1	38	118	.2	.9	36	143	.2	1.0
4-Book	53	774	.2	1.3	54	623	.3	1.9	43	112	.2	1.6	72	179	.3	1.6	55	170	.3	1.6
KROQ-FM																				
FA '97	253	4599	1.1	6.3	176	2978	.8	6.0	117	634	.5	4.6	236	1142	1.0	5.6	225	890	1.0	6.3
4-Book	313	4641	1.4	7.6	223	3151	1.0	7.6	159	636	.7	6.0	326	1238	1.5	7.3	282	984	1.3	8.0
KRRR-AM																				
FA '97	4	93		.1	5	91		.2	11	24		.4	6	40		.1	9	10		.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 - 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	
KRTH-FM																				
FA '97	98	2073	.4	2.4	69	1241	.3	2.4	53	267	.2	2.1	74	331	.3	1.8	58	229	.3	1.6
4-Book	104	2208	.5	2.5	78	1362	.3	2.7	70	279	.3	2.7	135	474	.6	3.1	92	345	.4	2.6
KSCA-FM																				
FA '97	281	2430	1.2	7.0	199	1763	.9	6.8	257	635	1.1	10.1	331	793	1.5	7.9	236	555	1.0	6.6
4-Book	232	2121	1.0	5.7	160	1493	.7	5.5	242	557	1.1	9.3	238	628	1.1	5.4	189	457	.8	5.4
+KSSE-FM																				
FA '97	116	1315	.5	2.9	81	1006	.4	2.8	77	299	.3	3.0	120	453	.5	2.9	94	288	.4	2.6
4-Book	92	1047	.4	2.2	66	744	.3	2.3	71	201	.3	2.7	106	319	.5	2.4	87	251	.4	2.5
KTNQ-AM																				
FA '97	35	417	.2	.9	25	338	.1	.9	43	77	.2	1.7	18	72	.1	.4	31	50	.1	.9
4-Book	52	508	.2	1.3	26	279	.1	.9	38	66	.2	1.5	29	71	.1	.6	30	66	.1	.9
KTWV-FM																				
FA '97	40	469	.2	1.0	24	345	.1	.8	27	55	.1	1.1	44	73	.2	1.1	27	47	.1	.8
4-Book	34	484	.2	.8	19	294	.1	.7	20	68	.1	.8	29	79	.1	.7	22	63	.1	.7
KWKV-AM																				
FA '97	13	172	.1	.3	3	57	.1	.1	9	35	.1	.4	4	25	.1	.1	3	12	.1	.1
4-Book	18	235	.1	.4	11	113	.1	.4	21	44	.1	.8	16	38	.1	.3	22	39	.1	.7
KWVE-FM																				
FA '97	8	148	.2	.2	11	140	.4	.4	16	64	.1	.6	16	52	.1	.4	18	39	.1	.5
4-Book	7	134	.2	.2	8	100	.3	.3	7	26	.1	.3	7	24	.1	.2	10	29	.1	.3
KXMG-AM																				
FA '97	6	110	.1	.1	6	109	.2	.2	12	47	.1	.5	15	24	.1	.4	10	13	.1	.3
4-Book	16	211	.1	.4	12	140	.4	.4	12	36	.1	.5	17	40	.1	.4	18	32	.1	.5
KYSR-FM																				
FA '97	202	3101	.9	5.0	127	1974	.6	4.3	84	452	.4	3.3	230	775	1.0	5.5	151	619	.7	4.2
4-Book	145	2611	.6	3.5	93	1639	.5	3.2	64	321	.3	2.4	155	592	.7	3.6	105	461	.5	3.0
KZLA-FM																				
FA '97	23	477	.1	.6	18	316	.1	.6	19	74	.1	.7	26	127	.1	.6	20	59	.1	.6
4-Book	37	562	.2	.9	23	358	.1	.8	30	108	.1	1.1	40	137	.2	.9	21	77	.1	.6
KFRG-FM																				
FA '97	7	181	.2	.2	5	129	.2	.2	1	10	.2	.2	11	52	.3	.3	7	28	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	17	277	.1	.4	13	124	.1	.4	13	24	.1	.5	22	80	.1	.5	15	26	.1	.4
4-Book	13	182	.1	.3	5	67	.2	.2	5	17	.2	.2	8	33	.2	.2	6	16	.1	.2
TOTALS																				
FA '97	4036	21508	17.9		2931	18734	13.0		2534	7443	11.2		4188	11030	18.5		3569	8856	15.8	
4-Book	4106	21283	18.4		2921	18425	13.1		2618	7344	11.7		4438	11180	19.9		3516	9024	15.7	

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	8	26		.3	7	14		.4									5	13		.2
4-Book	3	13		.1	4	7		.2	6	17		.2	6	19		.2	2	6		.1
KACD-FM																				
FA '97	36	173	.2	1.3	5	20		.3	50	182	.2	1.5	25	118	.1	.9	45	150	.2	2.0
4-Book	31	125	.2	1.1	10	36	.1	.6	36	140	.2	1.1	37	122	.2	1.3	30	105	.1	1.3
KBCD-FM																				
FA '97	37	88	.2	1.3	8	26		.4	17	67	.1	.5	35	113	.2	1.3	14	39	.1	.6
4-Book	20	74	.1	.7	6	23		.3	17	62	.1	.6	17	61	.1	.6	10	35	.1	.5
KACE-FM																				
FA '97	3	9		.1	3	10		.2	1	11			1	9			1	13		
4-Book	8	35	.1	.3	6	14		.4	9	35		.3	2	11		.1	5	22		.2
KRTO-FM																				
FA '97	6	29		.2					19	50	.1	.6	17	45	.1	.6				
4-Book	21	82	.1	.8	5	14		.3	22	93	.1	.7	15	47	.1	.5	12	31	.1	.5
KBIG-FM																				
FA '97	96	305	.4	3.4	23	111	.1	1.3	56	204	.2	1.7	75	198	.3	2.7	61	276	.3	2.7
4-Book	79	258	.4	2.9	25	101	.1	1.5	52	191	.2	1.6	55	186	.3	2.0	42	180	.2	1.9
+KBUA-FM																				
FA '97	8	36		.3	2	8		.1	4	33		.1	1	23			1	13		
4-Book	7	31		.3	5	32		.3	7	37		.2	9	28	.1	.3	6	29		.2
KBUE-FM																				
FA '97	63	250	.3	2.2	32	88	.1	1.8	84	243	.4	2.6	65	169	.3	2.4	33	145	.1	1.5
4-Book	63	232	.3	2.3	55	174	.3	3.1	95	295	.4	3.1	81	205	.4	3.0	40	149	.2	1.8
KCBS-FM																				
FA '97	27	172	.1	.9	27	67	.1	1.5	52	269	.2	1.6	58	228	.3	2.1	24	146	.1	1.1
4-Book	20	115	.1	.7	25	66	.1	1.3	62	219	.3	2.0	52	188	.3	1.9	17	96	.1	.8
KFI -AM																				
FA '97	14	40	.1	.5	2	8		.1	5	12		.2	12	12	.1	.4	8	25		.4
4-Book	7	18		.2	4	8		.2	6	24		.2	5	12		.2	5	15		.3
KFSG-FM																				
FA '97	2	14		.1	4	25		.2	1	10			1	8						
4-Book	9	32	.1	.4	12	43	.1	.7	6	23		.2	1	11			1	9		
KFWB-AM																				
FA '97					4	22		.2	9	52		.3	5	35		.2	4	35		.2
4-Book	1	6			5	23		.3	7	35		.2	4	20		.1	10	23		.4
KIBB-FM																				
FA '97	47	227	.2	1.6	22	103	.1	1.2	71	228	.3	2.2	58	240	.3	2.1	30	190	.1	1.3
4-Book	50	260	.2	1.8	25	124	.1	1.4	56	272	.3	1.8	56	240	.3	2.1	32	180	.1	1.4
KIEV-AM																				
FA '97	3	13		.1																
4-Book	1	3								2										
KIIS-FM																				
FA '97	261	1085	1.2	9.2	257	817	1.1	14.1	376	1451	1.7	11.6	365	1195	1.6	13.2	253	940	1.1	11.2
4-Book	202	892	.9	7.3	187	681	.8	10.5	342	1348	1.5	11.0	269	943	1.2	10.0	176	744	.8	7.9
KIKF-FM																				
FA '97					2	13		.1	8	48		.2	9	58		.3				
4-Book	5	15		.2	4	15		.2	6	30		.2	8	31		.3	6	13		.3
KJLH-FM																				
FA '97	34	92	.2	1.2	25	102	.1	1.4	94	229	.4	2.9	64	172	.3	2.3	37	104	.2	1.6
4-Book	33	105	.2	1.2	33	106	.2	1.9	62	185	.3	2.0	42	109	.2	1.6	30	88	.2	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	284	866	1.3	10.0	120	359	.5	6.6	282	982	1.2	8.7	323	829	1.4	11.7	190	729	.8	8.4
4-Book	319	1062	1.5	11.5	136	399	.6	7.7	277	1008	1.2	8.8	316	962	1.4	11.7	221	736	1.0	9.9
KKGO-FM																				
FA '97	21	78	.1	.7	5	63	.3		20	36	.1	.6	24	49	.1	.9	17	74	.1	.8
4-Book	11	35	.1	.4	7	36	.4		9	36	.3		10	29	.4		11	46	.1	.5
KKHJ-AM																				
FA '97	22	57	.1	.8	26	67	.1	1.4	4	10	.1	.1	40	69	.2	1.4	9	60		.4
4-Book	17	44	.1	.6	20	46	.1	1.1	20	48	.1	.7	29	61	.1	1.1	10	42		.5
KKLA-AM																				
FA '97													1	11						
4-Book													3							
KKLA-FM																				
FA '97	4	13		.1				1	11			7	28		.3	1	13			
4-Book	2	10		.1	1	5		.1	1	5		2	10		.1		3			
KLAC-AM																				
FA '97	10	15		.4				3	13		.1					14	41	.1	.6	
4-Book	4	15		.2	2	6		.1	12	34		.4	4	12		.1	7	25		.3
KLAX-FM																				
FA '97	70	223	.3	2.5	100	234	.4	5.5	106	422	.5	3.3	104	258	.5	3.8	36	99	.2	1.6
4-Book	87	265	.4	3.2	93	247	.4	5.3	132	420	.6	4.3	98	250	.5	3.7	52	189	.3	2.3
KLOS-FM																				
FA '97	63	180	.3	2.2	35	125	.2	1.9	72	265	.3	2.2	56	193	.2	2.0	15	66	.1	.7
4-Book	35	143	.2	1.3	26	101	.1	1.5	47	180	.2	1.5	36	156	.2	1.3	25	99	.1	1.1
KLSX-FM																				
FA '97	3	34		.1	45	194	.2	2.5	82	255	.4	2.5	9	37		.3	3	20		.1
4-Book	6	26		.2	22	82	.1	1.2	38	135	.2	1.2	5	25		.2	3	24		.1
KLVE-FM																				
FA '97	129	347	.6	4.5	130	332	.6	7.1	173	488	.8	5.3	78	293	.3	2.8	51	194	.2	2.3
4-Book	169	438	.8	6.1	148	430	.7	8.3	179	524	.8	5.8	93	300	.4	3.4	66	248	.3	3.0
KLYY-FM																				
FA '97	47	302	.2	1.6	25	118	.1	1.4	91	575	.4	2.8	86	320	.4	3.1	31	143	.1	1.4
4-Book	72	325	.3	2.6	31	142	.1	1.7	81	433	.4	2.6	84	333	.4	3.1	56	257	.3	2.5
KNX -AM																				
FA '97	3	13		.1	1	10		.1	4	34		.1	5	15		.2	3	13		.1
4-Book	4	22		.2	3	18		.2	4	24		.1	3	12		.1	7	27		.3
KOST-FM																				
FA '97	117	478	.5	4.1	62	172	.3	3.4	74	293	.3	2.3	69	238	.3	2.5	91	393	.4	4.0
4-Book	125	490	.6	4.5	48	161	.2	2.7	63	257	.3	2.0	66	225	.3	2.5	119	421	.5	5.5
KPWR-FM																				
FA '97	492	1628	2.2	17.3	211	759	.9	11.6	399	1590	1.8	12.3	323	1044	1.4	11.7	352	1256	1.6	15.5
4-Book	507	1768	2.3	18.4	223	802	1.0	12.7	410	1649	1.9	13.2	372	1277	1.7	13.8	401	1365	1.8	18.0
KRLA-AM																				
FA '97	82	179	.4	2.9	9	42		.5	36	117	.2	1.1	50	152	.2	1.8	117	272	.5	5.2
4-Book	71	206	.3	2.6	14	52	.1	.8	35	120	.2	1.1	38	133	.2	1.4	92	226	.4	4.1
KROQ-FM																				
FA '97	179	855	.8	6.3	79	405	.3	4.3	185	889	.8	5.7	136	592	.6	4.9	223	808	1.0	9.8
4-Book	226	881	1.0	8.2	114	466	.5	6.4	208	906	.9	6.7	215	745	1.0	8.0	227	780	1.0	10.2
KRRR-AM																				
FA '97	3	10		.1	10	29		.5	5	23		.2	3	12		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KRTH-FM																				
FA '97	62	219	.3	2.2	84	221	.4	4.6	100	387	.4	3.1	67	296	.3	2.4	53	230	.2	2.3
4-Book	50	201	.2	1.9	52	182	.3	2.9	93	324	.4	3.0	79	297	.4	3.0	50	240	.2	2.3
KSCA-FM																				
FA '97	149	415	.7	5.2	196	439	.9	10.7	193	511	.9	5.9	127	345	.6	4.6	111	343	.5	4.9
4-Book	104	308	.5	3.7	150	359	.7	8.5	161	484	.7	5.2	128	325	.6	4.8	85	238	.4	3.8
+KSSE-FM																				
FA '97	120	378	.5	4.2	33	150	.1	1.8	89	372	.4	2.7	47	188	.2	1.7	58	202	.3	2.6
4-Book	65	193	.3	2.4	34	116	.1	2.0	71	241	.3	2.3	57	159	.3	2.1	35	123	.2	1.6
KTNQ-AM																				
FA '97	12	40	.1	.4	13	32	.1	.7	43	108	.2	1.3	34	74	.2	1.2	9	37	.1	.4
4-Book	19	52	.1	.7	15	29	.1	.8	30	65	.1	1.0	29	66	.1	1.1	18	54	.1	.8
KTWV-FM																				
FA '97	11	67	.4	.4	23	65	.1	1.3	24	111	.1	.7	10	47	.4	.4	27	93	.1	1.2
4-Book	14	52	.1	.5	22	61	.1	1.3	20	75	.1	.7	10	45	.4	.4	18	65	.1	.8
KWKW-AM																				
FA '97					5	10		.3					3	10		.1				
4-Book	3	15		.1	5	18		.3	7	14		.3	8	15		.3	7	26		.3
KWVE-FM																				
FA '97	11	65	.4	.4	9	39	.5	.5	5	68	.2	.2	3	13	.1	.1	9	37	.4	.4
4-Book	6	31	.2	.2	9	27	.5	.5	13	51	.4	.4	6	17	.3	.3	2	9	.1	.1
KXMG-AM																				
FA '97	1	10			6	20		.3	3	10		.1	3	18		.1	3	10		.1
4-Book	8	27		.3	12	29		.7	14	40		.5	15	29		.5	5	14		.2
KYSR-FM																				
FA '97	102	354	.5	3.6	47	296	.2	2.6	184	763	.8	5.7	138	503	.6	5.0	64	277	.3	2.8
4-Book	71	293	.4	2.6	37	197	.2	2.1	129	562	.6	4.2	109	417	.5	4.0	59	278	.3	2.6
KZLA-FM																				
FA '97	1	11			35	96	.2	1.9	24	123	.1	.7	11	51	.4	.4	15	85	.1	.7
4-Book	14	58	.1	.5	20	74	.1	1.1	20	114	.1	.6	15	65	.1	.6	23	90	.1	1.1
KFRG-FM																				
FA '97	4	33	.1	.1					8	14	.2	.2	11	59	.4	.4	2	15	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	9	26	.3	.3					18	44	.1	.6	14	39	.1	.5	10	43	.4	.4
4-Book	5	14	.2	.2					5	14	.2	.2	4	10	.1	.1	3	14	.1	.1
TOTALS																				
FA '97	2852	8105	12.6		1826	5433	8.1		3251	9287	14.4		2764	7180	12.2		2265	6890	10.0	
4-Book	2766	8003	12.4		1773	5237	7.9		3113	8842	13.9		2696	7034	12.1		2231	6620	10.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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																					
FA '97	35	732	.1	.6	38	257	.1	.4	60	304	.2	.7	50	289	.1	.7	19	163	.1	.5	
SU '97	37	792	.1	.6	36	157	.1	.4	35	235	.1	.4	46	367	.1	.6	45	342	.1	1.2	
SP '97	46	1037	.1	.7	32	295	.1	.4	75	478	.2	.8	59	451	.2	.8	56	377	.2	1.6	
WI '97	31	659	.1	.5	31	234	.1	.4	67	346	.2	.7	40	329	.1	.5	8	120		.2	
4-Book	37	805	.1	.6	34	236	.1	.4	59	341	.2	.7	49	359	.1	.7	32	251	.1	.9	
FA '96	39	718	.1	.6	53	292	.2	.6	69	400	.2	.8	52	341	.2	.7	15	103		.4	
KACD-FM																					
FA '97	53	1256	.2	.9	38	551	.1	.4	68	619	.2	.8	80	736	.2	1.1	43	458	.1	1.2	
SU '97	46	1159	.1	.7	45	363	.1	.5	42	412	.1	.5	59	539	.2	.8	43	418	.1	1.2	
SP '97	57	1128	.2	.9	50	433	.1	.6	72	558	.2	.8	78	569	.2	1.1	49	493	.1	1.4	
WI '97	50	1280	.1	.8	57	549	.2	.6	61	584	.2	.7	65	742	.2	.9	31	452	.1	.9	
4-Book	52	1206	.2	.8	48	474	.1	.5	61	543	.2	.7	71	647	.2	1.0	42	455	.1	1.2	
FA '96	57	882	.2	.9	67	423	.2	.8	70	425	.2	.8	70	516	.2	1.0	52	397	.2	1.5	
KBCD-FM																					
FA '97	23	465	.1	.4	19	168	.1	.2	28	193	.1	.3	35	297	.1	.5	11	214		.3	
SU '97	26	554	.1	.4	31	238	.1	.4	44	254	.1	.5	32	330	.1	.4	15	253		.4	
SP '97	21	474	.1	.3	39	201	.1	.4	18	155	.1	.2	22	220	.1	.3	13	177		.4	
WI '97	15	578	.2	.1	11	152	.1	.1	15	241	.2	.2	12	284	.2	.2	21	290	.1	.6	
4-Book	21	518	.1	.3	25	190	.1	.3	26	211	.1	.3	25	283	.1	.4	15	234		.4	
FA '96	25	492	.1	.4	31	194	.1	.4	36	249	.1	.4	24	253	.1	.3	7	153		.2	
KACE-FM																					
FA '97	38	724	.1	.6	23	199	.1	.3	46	326	.1	.5	53	349	.2	.7	43	328	.1	1.2	
SU '97	43	874	.1	.7	59	328	.2	.7	49	416	.1	.6	48	459	.1	.7	36	297	.1	1.0	
SP '97	32	758	.1	.5	36	273	.1	.4	32	303	.1	.4	35	383	.1	.5	40	273	.1	1.1	
WI '97	38	847	.1	.6	40	329	.1	.5	56	428	.2	.6	48	345	.1	.6	32	186	.1	.9	
4-Book	38	801	.1	.6	40	282	.1	.5	46	368	.1	.5	46	384	.1	.6	38	271	.1	1.1	
FA '96	29	802	.1	.5	27	292	.1	.3	35	358	.1	.4	37	355	.1	.5	15	196		.4	
KRTO-FM																					
FA '97	11	318		.2	8	101		.1	3	76			26	146	.1	.4	14	149		.4	
SU '97	16	199		.3	20	67		.2	39	170		.5	14	123		.2	7	85		.2	
SP '97	56	635	.2	.9	80	324	.2	.9	93	409	.3	1.0	52	396	.2	.7	27	273	.1	.8	
WI '97	101	1232	.3	1.6	96	587	.3	1.1	156	692	.5	1.7	106	728	.3	1.4	72	525	.2	2.1	
4-Book	46	596	.1	.8	51	270	.2	.6	73	337	.2	.8	50	348	.2	.7	30	258	.1	.9	
FA '96	84	988	.3	1.4	78	420	.2	.9	99	559	.3	1.2	103	558	.3	1.4	65	399	.2	1.9	
KBIG-FM																					
FA '97	187	3725	.6	3.0	212	1684	.6	2.4	340	1703	1.0	4.0	249	1883	.7	3.4	68	1062	.2	2.0	
SU '97	204	4406	.6	3.3	220	1772	.7	2.6	378	1938	1.1	4.4	260	2125	.8	3.6	89	1517	.3	2.4	
SP '97	167	4279	.5	2.6	189	1588	.6	2.1	272	1767	.8	3.0	217	1876	.6	3.0	87	1267	.3	2.4	
WI '97	206	4203	.6	3.3	238	1887	.7	2.7	379	2005	1.1	4.2	265	1685	.8	3.5	81	1391	.2	2.4	
4-Book	191	4153	.6	3.1	215	1733	.7	2.5	342	1853	1.0	3.9	248	1892	.7	3.4	81	1309	.3	2.3	
FA '96	162	4067	.5	2.7	160	1582	.5	1.9	266	1766	.8	3.1	213	2013	.6	3.0	93	1302	.3	2.8	
+KBUA-FM																					
FA '97	18	261	.1	.3	41	122	.1	.5	34	165	.1	.4	9	99		.1	1	16			
SU '97	7	272		.1	11	188		.1	9	88		.1	8	135		.1	3	70		.1	
SP '97	31	587	.1	.5	40	317	.1	.4	51	364	.2	.6	28	281	.1	.4	13	139		.4	
WI '97	13	303		.2	14	168		.2	16	123		.2	18	127	.1	.2	11	87		.3	
4-Book	17	356	.1	.3	27	199	.1	.3	28	185	.1	.3	16	161	.1	.2	7	78		.2	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																					
FA '97	123	2237	.4	2.0	138	808	.4	1.6	171	1308	.5	2.0	147	1206	.4	2.0	51	557	.2	1.5	
SU '97	114	2536	.3	1.9	149	1088	.4	1.8	181	1236	.5	2.1	125	1122	.4	1.7	47	663	.1	1.3	
SP '97	140	2706	.4	2.2	125	1063	.4	1.4	215	1544	.6	2.4	180	1390	.5	2.5	76	802	.2	2.1	
WI '97	158	2741	.5	2.5	177	1229	.5	2.0	246	1570	.7	2.8	190	1541	.6	2.5	91	881	.3	2.6	
4-Book	134	2555	.4	2.2	147	1047	.4	1.7	203	1415	.6	2.3	161	1315	.5	2.2	66	726	.2	1.9	
FA '96	177	2827	.5	2.9	201	1279	.6	2.3	256	1624	.8	3.0	196	1478	.6	2.7	94	823	.3	2.8	

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KCBS-FM																				
FA '97	153	3838	.5	2.5	168	1486	.5	1.9	285	1923	.9	3.3	195	1954	.6	2.7	56	1000	.2	1.6
SU '97	130	3282	.4	2.1	173	1399	.5	2.1	193	1629	.6	2.3	154	1547	.5	2.1	61	925	.2	1.6
SP '97	178	3260	.5	2.8	212	1516	.6	2.4	332	1717	1.0	3.7	230	1839	.7	3.1	60	932	.2	1.7
WI '97	186	3697	.6	3.0	235	1590	.7	2.7	326	1836	1.0	3.6	254	2096	.8	3.4	75	1045	.2	2.2
4-Book	162	3519	.5	2.6	197	1498	.6	2.3	284	1776	.9	3.2	208	1859	.7	2.8	63	976	.2	1.8
FA '96	149	3193	.4	2.5	180	1391	.5	2.1	264	1729	.8	3.1	221	1949	.7	3.1	56	980	.2	1.7
KFI -AM																				
FA '97	89	1533	.3	1.4	82	510	.2	.9	187	977	.6	2.2	142	796	.4	1.9	59	419	.2	1.7
SU '97	79	1406	.2	1.3	109	593	.3	1.3	169	819	.5	2.0	75	676	.2	1.0	39	364	.1	1.0
SP '97	93	1662	.3	1.5	107	711	.3	1.2	191	983	.6	2.1	130	770	.4	1.8	42	430	.1	1.2
WI '97	109	1772	.3	1.7	156	816	.5	1.8	215	1152	.6	2.4	159	965	.5	2.1	35	444	.1	1.0
4-Book	93	1593	.3	1.5	114	658	.3	1.3	191	983	.6	2.2	127	802	.4	1.7	44	414	.1	1.2
FA '96	93	1610	.3	1.5	110	652	.3	1.3	212	1084	.6	2.5	128	858	.4	1.8	24	248	.1	.7
KFSG-FM																				
FA '97	17	495	.1	.3	37	304	.1	.4	18	194	.1	.2	16	162	.2	.2	6	87	.2	.2
SU '97	26	631	.1	.4	33	313	.1	.4	27	259	.1	.3	37	356	.1	.5	15	199	.4	.4
SP '97	15	509	.2	.2	34	363	.1	.4	12	184	.1	.1	21	256	.1	.3	6	82	.2	.2
WI '97	15	626	.2	.2	33	325	.1	.4	6	229	.1	.1	18	242	.1	.2	9	223	.3	.3
4-Book	18	565	.1	.3	34	326	.1	.4	16	217	.1	.2	23	254	.1	.3	9	148	.3	.3
FA '96	23	567	.1	.4	45	357	.1	.5	26	261	.1	.3	26	355	.1	.4	6	112	.2	.2
KFVB-AM																				
FA '97	27	1247	.1	.4	51	572	.2	.6	36	451	.1	.4	28	502	.1	.4	15	211	.4	.4
SU '97	26	1323	.1	.4	47	584	.1	.6	25	451	.1	.3	48	626	.1	.7	12	259	.3	.3
SP '97	28	1216	.1	.4	77	815	.2	.9	29	338	.1	.3	44	535	.1	.6	8	284	.2	.2
WI '97	27	1197	.1	.4	62	668	.2	.7	19	313	.1	.2	41	622	.1	.5	10	154	.3	.3
4-Book	27	1246	.1	.4	59	660	.2	.7	27	388	.1	.3	40	571	.1	.6	11	227	.3	.3
FA '96	29	1373	.1	.5	62	692	.2	.7	32	541	.1	.4	38	668	.1	.5	11	257	.3	.3
KIBB-FM																				
FA '97	156	4154	.5	2.5	146	1566	.4	1.7	217	1995	.6	2.5	278	2416	.8	3.8	90	1229	.3	2.6
SU '97	173	3775	.5	2.8	173	1654	.5	2.1	275	2017	.8	3.2	243	2048	.7	3.3	96	1266	.3	2.6
SP '97	165	3840	.5	2.6	169	1585	.5	1.9	258	2028	.8	2.9	241	2239	.7	3.3	73	1229	.2	2.0
WI '97	152	3636	.5	2.4	166	1406	.5	1.9	228	1787	.7	2.5	236	2198	.7	3.1	68	1050	.2	2.0
4-Book	162	3851	.5	2.6	164	1553	.5	1.9	245	1957	.7	2.8	250	2225	.7	3.4	82	1194	.3	2.3
FA '96	98	2268	.3	1.6	131	1179	.4	1.5	149	1213	.4	1.8	132	1201	.4	1.8	36	584	.1	1.1
KIEV-AM																				
FA '97	6	74	.1	.1	1	13	.1	.1	17	46	.1	.2	6	31	.1	.1	4	45	.1	.1
SU '97	12	120	.2	.2	1	26	.1	.1	27	81	.1	.3	33	81	.1	.5	4	34	.1	.1
SP '97	2	47	.1	.1					4	15	.1	.1	7	47	.1	.1				
WI '97	3	101	.1	.1	1	28	.1	.1	5	43	.1	.1	7	57	.1	.1	2	43	.1	.1
4-Book	6	86	.1	.1	1	17	.1	.1	13	46	.1	.2	13	54	.1	.2	3	31	.1	.1
FA '96	4	113	.1	.1	6	43	.1	.1	11	32	.1	.1								
KIIS-FM																				
FA '97	278	7018	.8	4.5	375	3422	1.1	4.3	357	3525	1.1	4.2	329	3645	1.0	4.5	158	2138	.5	4.6
SU '97	288	7422	.9	4.7	353	3765	1.1	4.2	365	4096	1.1	4.3	378	3844	1.1	5.2	173	2396	.5	4.6
SP '97	300	6935	.9	4.7	480	3616	1.4	5.4	387	3474	1.2	4.3	345	3654	1.0	4.7	134	2205	.4	3.7
WI '97	238	6069	.7	3.8	359	3159	1.1	4.1	316	3233	.9	3.5	297	3444	.9	3.9	122	1889	.4	3.5
4-Book	276	6861	.8	4.4	392	3491	1.2	4.5	356	3582	1.1	4.1	337	3647	1.0	4.6	147	2157	.5	4.1
FA '96	238	6594	.7	3.9	398	3464	1.2	4.6	277	3012	.8	3.3	290	3171	.9	4.0	130	1890	.4	3.8
KIKF-FM																				
FA '97	15	471	.2	.2	21	245	.1	.2	16	290	.1	.2	21	250	.1	.3	12	165	.3	.3
SU '97	11	322	.2	.2	22	106	.1	.3	20	148	.1	.2	12	171	.1	.2	6	130	.2	.2
SP '97	28	458	.1	.4	34	242	.1	.4	36	262	.1	.4	41	215	.1	.6	15	128	.4	.4
WI '97	22	352	.1	.4	36	245	.1	.4	43	198	.1	.5	33	273	.1	.4	4	100	.1	.1
4-Book	19	401	.1	.3	28	210	.1	.3	29	225	.1	.3	27	227	.1	.4	9	131	.3	.3
FA '96	18	333	.1	.3	29	122	.1	.3	26	207	.1	.3	23	179	.1	.3	9	149	.3	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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	
KJLH-FM																				
FA '97	102	1513	.3	1.7	98	765	.3	1.1	140	838	.4	1.6	113	789	.3	1.6	80	703	.2	2.3
SU '97	71	1223	.2	1.2	70	503	.2	.8	87	502	.3	1.0	83	620	.2	1.1	62	596	.2	1.7
SP '97	90	1567	.3	1.4	98	607	.3	1.1	159	723	.5	1.8	93	690	.3	1.3	46	563	.1	1.3
WI '97	164	1838	.5	2.6	215	1018	.6	2.4	203	917	.6	2.3	164	957	.5	2.2	164	902	.5	4.8
4-Book	107	1535	.3	1.7	120	723	.4	1.4	147	745	.5	1.7	113	764	.3	1.6	88	691	.3	2.5
FA '96	86	1558	.3	1.4	85	613	.3	1.0	100	786	.3	1.2	125	862	.4	1.7	70	661	.2	2.1
KKBT-FM																				
FA '97	435	6241	1.3	7.1	726	3425	2.2	8.3	528	3588	1.6	6.2	542	3619	1.6	7.4	249	2284	.7	7.2
SU '97	410	5733	1.2	6.7	576	3122	1.7	6.8	497	3560	1.5	5.8	543	3626	1.6	7.4	291	2684	.9	7.8
SP '97	422	5567	1.3	6.6	617	3482	1.8	6.9	471	3309	1.4	5.3	544	3318	1.6	7.4	289	2331	.9	8.1
WI '97	540	5802	1.6	8.6	822	3515	2.5	9.4	719	3577	2.2	8.0	671	3693	2.0	8.9	298	2380	.9	8.7
4-Book	452	5836	1.4	7.3	685	3386	2.1	7.9	554	3509	1.7	6.3	575	3564	1.7	7.8	282	2420	.9	8.0
FA '96	448	5245	1.3	7.4	753	3243	2.3	8.8	576	3012	1.7	6.8	580	3033	1.7	8.1	239	2163	.7	7.1
KKGO-FM																				
FA '97	43	1068	.1	.7	38	358	.1	.4	55	466	.2	.6	51	473	.2	.7	45	441	.1	1.3
SU '97	22	800	.1	.4	16	277	.2	.2	31	257	.1	.4	21	244	.1	.3	32	338	.1	.9
SP '97	14	595	.2	.2	6	137	.1	.1	13	236	.1	.1	14	218	.2	.2	16	284	.4	.4
WI '97	38	1034	.1	.6	35	324	.1	.4	67	426	.2	.7	51	446	.2	.7	31	418	.1	.9
4-Book	29	874	.1	.5	24	274	.1	.3	42	346	.1	.5	34	345	.1	.5	31	370	.1	.9
FA '96	33	959	.1	.5	24	318	.1	.3	44	377	.1	.5	42	416	.1	.6	31	349	.1	.9
KKHJ-AM																				
FA '97	58	1179	.2	.9	62	448	.2	.7	43	338	.1	.5	74	401	.2	1.0	76	384	.2	2.2
SU '97	83	1341	.2	1.3	116	488	.3	1.4	102	496	.3	1.2	122	535	.4	1.7	40	325	.1	1.1
SP '97	65	1225	.2	1.0	108	631	.3	1.2	96	580	.3	1.1	59	422	.2	.8	41	301	.1	1.1
WI '97	76	1192	.2	1.2	141	619	.4	1.6	83	458	.2	.9	77	515	.2	1.0	44	338	.1	1.3
4-Book	71	1234	.2	1.1	107	547	.3	1.2	81	468	.2	.9	83	468	.3	1.1	50	337	.1	1.4
FA '96	95	1790	.3	1.6	208	1082	.6	2.4	116	866	.3	1.4	98	536	.3	1.4	58	498	.2	1.7
KKLA-AM																				
FA '97		11			5	16			1	16								11		
SU '97	1	16					.1													
SP '97		14			1	14														
WI '97		11																		
4-Book		13			2	8				4										
FA '96	1	43			2	32							2	17						
KKLA-FM																				
FA '97	10	328		.2	29	269	.1	.3	7	102		.1	16	149		.2	2	61		.1
SU '97	9	254		.1	25	195	.1	.3	8	99		.1	12	98		.2	6	59		.2
SP '97	23	426	.1	.4	44	228	.1	.5	32	151	.1	.4	40	186	.1	.5	8	126		.2
WI '97	13	409		.2	28	243	.1	.3	18	163	.1	.2	19	233	.1	.3	3	82		.1
4-Book	14	354		.2	32	234		.4	16	129		.2	22	167		.3	5	82		.2
FA '96	18	510	.1	.3	32	333	.1	.4	23	246	.1	.3	22	248	.1	.3	8	143		.2
KLAC-AM																				
FA '97	9	195		.1	4	41			12	65		.1	17	85	.1	.2	7	87		.2
SU '97	10	242		.2	2	48			16	111		.2	16	122		.2	7	84		.2
SP '97	13	432		.2	2	44			14	76		.2	24	198	.1	.3	10	199		.3
WI '97	11	373		.2	12	92		.1	9	82		.1	12	186		.2	16	204		.5
4-Book	11	311		.2	5	56			13	84		.2	17	148		.1	10	144		.3
FA '96	12	279		.2	12	44		.1	14	48		.2	15	68		.2	7	88		.2
KLAX-FM																				
FA '97	173	2999	.5	2.8	194	1192	.6	2.2	220	1482	.7	2.6	235	1588	.7	3.2	98	909	.3	2.8
SU '97	192	3431	.6	3.1	283	1703	.8	3.4	254	1848	.8	3.0	207	1744	.6	2.8	102	896	.3	2.7
SP '97	264	4320	.8	4.2	373	2251	1.1	4.2	386	2638	1.2	4.3	248	1999	.7	3.4	130	1243	.4	3.6
WI '97	312	3817	.9	5.0	457	2208	1.4	5.2	429	2161	1.3	4.8	355	2213	1.1	4.7	113	1100	.3	3.3
4-Book	235	3642	.7	3.8	327	1839	1.0	3.8	322	2032	1.0	3.7	261	1886	.8	3.5	111	1037	.3	3.1
FA '96	336	4634	1.0	5.6	477	2489	1.4	5.6	440	2524	1.3	5.2	362	2696	1.1	5.0	149	1520	.4	4.4

** Station(s) not reported this survey.

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

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

Target Listener Trends

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
KLOS-FM																				
FA '97	178	3956	.5	2.9	331	1826	1.0	3.8	238	1743	.7	2.8	190	1859	.6	2.6	95	1158	.3	2.7
SU '97	140	3800	.4	2.3	279	1620	.8	3.3	181	1522	.5	2.1	188	1816	.6	2.6	37	823	.1	1.0
SP '97	161	3572	.5	2.5	288	1783	.9	3.2	191	1563	.6	2.1	236	1980	.7	3.2	76	936	.2	2.1
WI '97	182	3962	.5	2.9	308	1738	.9	3.5	278	1868	.8	3.1	256	2263	.8	3.4	63	1009	.2	1.8
4-Book	165	3823	.5	2.7	302	1742	.9	3.5	222	1674	.7	2.5	218	1980	.7	3.0	68	982	.2	1.9
FA '96	193	4322	.6	3.2	376	2105	1.1	4.4	260	1944	.8	3.1	244	2339	.7	3.4	84	1221	.3	2.5
KLSX-FM																				
FA '97	242	3344	.7	3.9	876	2744	2.6	10.0	301	1592	.9	3.5	151	817	.5	2.1	13	261		.4
SU '97	157	2503	.5	2.5	552	1933	1.7	6.6	186	1142	.6	2.2	90	660	.3	1.2	41	429	.1	1.1
SP '97	172	3154	.5	2.7	552	2322	1.7	6.2	217	1348	.6	2.4	86	810	.3	1.2	49	456	.1	1.4
WI '97	155	2772	.5	2.5	532	1990	1.6	6.1	187	1210	.6	2.1	108	843	.3	1.4	26	487	.1	.8
4-Book	182	2943	.6	2.9	628	2247	1.9	7.2	223	1323	.7	2.6	109	783	.4	1.5	32	408	.1	.9
FA '96	219	3351	.7	3.6	720	2282	2.2	8.4	246	1549	.7	2.9	164	983	.5	2.3	59	414	.2	1.7
KLVE-FM																				
FA '97	497	5664	1.5	8.1	698	3013	2.1	7.9	815	3514	2.4	9.5	488	3094	1.5	6.7	237	2236	.7	6.8
SU '97	521	6017	1.6	8.5	781	3641	2.3	9.3	766	3689	2.3	9.0	559	3356	1.7	7.6	237	2115	.7	6.4
SP '97	526	6157	1.6	8.3	793	3616	2.4	8.9	816	3725	2.4	9.1	476	3289	1.4	6.5	249	2210	.7	7.0
WI '97	501	5813	1.5	8.0	929	3938	2.8	10.6	641	3353	1.9	7.2	432	3068	1.3	5.7	267	2356	.8	7.8
4-Book	511	5913	1.6	8.2	800	3552	2.4	9.2	760	3570	2.3	8.7	489	3202	1.5	6.6	248	2229	.7	7.0
FA '96	563	6702	1.7	9.3	829	4160	2.5	9.7	780	3924	2.3	9.2	626	3986	1.9	8.7	280	2583	.8	8.3
KLYY-FM																				
FA '97	103	3452	.3	1.7	93	1216	.3	1.1	142	1658	.4	1.7	172	2188	.5	2.4	69	1237	.2	2.0
SU '97	141	3612	.4	2.3	157	1414	.5	1.9	204	2007	.6	2.4	184	2206	.6	2.5	86	1359	.3	2.3
SP '97	108	3266	.3	1.7	110	1391	.3	1.2	149	1635	.4	1.7	169	2104	.5	2.3	55	1240	.2	1.5
WI '97	92	3323	.3	1.5	101	1487	.3	1.2	112	1534	.3	1.3	127	1948	.4	1.7	54	909	.2	1.6
4-Book	111	3413	.3	1.8	115	1377	.4	1.4	152	1709	.4	1.8	163	2112	.5	2.2	66	1186	.2	1.9
FA '96	104	3468	.3	1.7	107	1384	.3	1.2	120	1634	.4	1.4	144	1844	.4	2.0	75	1179	.2	2.2
KNX -AM																				
FA '97	25	1106	.1	.4	37	490	.1	.4	33	403	.1	.4	38	526	.1	.5	12	236		.3
SU '97	37	1448	.1	.6	77	698	.2	.9	33	441	.1	.4	53	791	.2	.7	32	327	.1	.9
SP '97	24	1289	.1	.4	43	671	.1	.5	16	344		.2	36	635	.1	.5	17	298	.1	.5
WI '97	25	1311	.1	.4	54	602	.2	.6	18	419	.1	.2	43	622	.1	.6	18	325	.1	.5
4-Book	28	1289	.1	.5	53	615	.2	.6	25	402	.1	.3	43	644	.1	.6	20	297	.1	.6
FA '96	28	1282	.1	.5	56	546	.2	.7	18	413	.1	.2	35	532	.1	.5	15	318		.4
KOST-FM																				
FA '97	195	4230	.6	3.2	172	1549	.5	2.0	270	1595	.8	3.2	255	1915	.8	3.5	170	1859	.5	4.9
SU '97	220	5705	.7	3.6	236	2110	.7	2.8	307	2527	.9	3.6	271	2468	.8	3.7	182	2216	.5	4.9
SP '97	235	5079	.7	3.7	253	1998	.8	2.8	356	2151	1.1	4.0	272	2343	.8	3.7	196	2010	.6	5.5
WI '97	200	4706	.6	3.2	182	1961	.5	2.1	276	1979	.8	3.1	231	1918	.7	3.1	215	2013	.6	6.2
4-Book	213	4930	.7	3.4	211	1905	.6	2.4	302	2063	.9	3.5	257	2161	.8	3.5	191	2025	.6	5.4
FA '96	236	4980	.7	3.9	229	2061	.7	2.7	345	2198	1.0	4.1	295	2444	.9	4.1	231	2137	.7	6.8
KPWR-FM																				
FA '97	389	7645	1.2	6.3	421	3472	1.3	4.8	479	3900	1.4	5.6	502	4096	1.5	6.9	294	2751	.9	8.5
SU '97	414	8637	1.2	6.7	434	3828	1.3	5.2	516	4813	1.5	6.1	477	4826	1.4	6.5	325	3399	1.0	8.7
SP '97	384	8209	1.1	6.0	466	3889	1.4	5.2	458	4339	1.4	5.1	482	4699	1.4	6.6	294	3306	.9	8.2
WI '97	386	7764	1.2	6.2	449	3857	1.3	5.1	500	4162	1.5	5.6	467	4055	1.4	6.2	269	2905	.8	7.8
4-Book	393	8064	1.2	6.3	443	3762	1.3	5.1	488	4304	1.5	5.6	482	4419	1.4	6.6	296	3090	.9	8.3
FA '96	416	7413	1.2	6.9	503	3663	1.5	5.9	520	3998	1.6	6.2	460	4186	1.4	6.4	323	2836	1.0	9.6
KRLA-AM																				
FA '97	39	852	.1	.6	18	279	.1	.2	33	333	.1	.4	42	344	.1	.6	51	401	.2	1.5
SU '97	72	1161	.2	1.2	78	479	.2	.9	73	465	.2	.9	53	437	.2	.7	91	545	.3	2.4
SP '97	42	884	.1	.7	27	327	.1	.3	39	416	.1	.4	61	463	.2	.8	59	470	.2	1.7
WI '97	56	952	.2	.9	57	390	.2	.6	67	427	.2	.7	71	470	.2	.9	42	405	.1	1.2
4-Book	52	962	.2	.9	45	369	.2	.5	53	410	.2	.6	57	429	.2	.8	61	455	.2	1.7
FA '96	56	1023	.2	.9	79	451	.2	.9	83	454	.2	1.0	42	408	.1	.6	41	388	.1	1.2

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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																				
FA '97	318	6688	1.0	5.2	544	3306	1.6	6.2	349	3206	1.0	4.1	363	3966	1.1	5.0	228	2792	.7	6.6
SU '97	368	6630	1.1	6.0	567	3363	1.7	6.7	498	3989	1.5	5.9	407	4069	1.2	5.6	223	2609	.7	6.0
SP '97	431	6707	1.3	6.8	753	3849	2.3	8.4	554	3486	1.7	6.2	501	3945	1.5	6.8	240	2567	.7	6.7
WI '97	381	6806	1.1	6.1	632	3759	1.9	7.2	467	3471	1.4	5.2	434	3835	1.3	5.7	235	2960	.7	6.8
4-Book	375	6708	1.1	6.0	624	3569	1.9	7.1	467	3538	1.4	5.4	426	3954	1.3	5.8	232	2732	.7	6.5
FA '96	304	5971	.9	5.0	439	2945	1.3	5.1	400	3147	1.2	4.7	348	3339	1.0	4.8	211	2244	.6	6.2
KRRA-AM																				
FA '97	12	254	.2	.2	31	94	.1	.4	9	77	.1	.1	10	57	.1	.1	2	37	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	12	286	.2	.2	13	115	.1	.1	19	159	.1	.2	11	100	.1	.1	5	68	.1	.1
WI '97	22	393	.1	.4	16	159	.2	.2	30	213	.1	.3	31	188	.1	.4	14	110	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	10	288	.2	.2	13	76	.2	.2	10	125	.1	.1	17	146	.1	.2	5	66	.1	.1
KRTH-FM																				
FA '97	151	3405	.5	2.5	204	1558	.6	2.3	258	1622	.8	3.0	167	1619	.5	2.3	67	936	.2	1.9
SU '97	137	3429	.4	2.2	170	1084	.5	2.0	207	1421	.6	2.4	151	1540	.5	2.1	81	851	.2	2.2
SP '97	136	3495	.4	2.1	138	1265	.4	1.5	231	1683	.7	2.6	143	1502	.4	1.9	78	948	.2	2.2
WI '97	114	2824	.3	1.8	130	1001	.4	1.5	191	1246	.6	2.1	156	1245	.5	2.1	46	689	.1	1.3
4-Book	135	3288	.4	2.2	161	1227	.5	1.8	222	1493	.7	2.5	154	1477	.5	2.1	68	856	.2	1.9
FA '96	142	3357	.4	2.3	157	1266	.5	1.8	208	1450	.6	2.5	176	1560	.5	2.4	84	861	.3	2.5
KSCA-FM																				
FA '97	499	4929	1.5	8.1	1017	3405	3.0	11.6	747	3266	2.2	8.7	322	2174	1.0	4.4	154	1291	.5	4.4
SU '97	428	4915	1.3	7.0	916	3290	2.7	10.9	587	3246	1.8	6.9	322	2158	1.0	4.4	157	1354	.5	4.2
SP '97	404	4625	1.2	6.4	779	3069	2.3	8.7	514	2906	1.5	5.7	373	2382	1.1	5.1	165	1517	.5	4.6
WI '97	315	2931	.9	5.0	371	1744	1.1	4.2	454	1779	1.4	5.1	344	2035	1.0	4.6	165	1217	.5	4.8
4-Book	412	4350	1.2	6.6	771	2877	2.3	8.9	576	2799	1.7	6.6	340	2187	1.0	4.6	160	1345	.5	4.5
FA '96	73	1524	.2	1.2	59	593	.2	.7	120	716	.4	1.4	101	868	.3	1.4	37	411	.1	1.1
+KSSE-FM																				
FA '97	148	2352	.4	2.4	157	1116	.5	1.8	192	1310	.6	2.2	200	1427	.6	2.7	95	987	.3	2.7
SU '97	171	2664	.5	2.8	179	1263	.5	2.1	218	1504	.7	2.6	218	1602	.7	3.0	115	1212	.3	3.1
SP '97	88	1494	.3	1.4	96	599	.3	1.1	130	917	.4	1.5	88	747	.3	1.2	55	511	.2	1.5
WI '97	34	778	.1	.5	40	308	.1	.5	63	392	.2	.7	40	361	.1	.5	14	186	.4	.4
4-Book	110	1822	.3	1.8	118	822	.4	1.4	151	1031	.5	1.8	137	1034	.4	1.9	70	724	.2	1.9
FA '96	51	1213	.2	.8	82	532	.2	1.0	90	695	.3	1.1	46	502	.1	.6	13	274	.4	.4
KTNQ-AM																				
FA '97	158	1974	.5	2.6	217	862	.6	2.5	164	842	.5	1.9	231	969	.7	3.2	126	816	.4	3.6
SU '97	149	1986	.4	2.4	216	722	.6	2.6	165	926	.5	1.9	225	1034	.7	3.1	130	768	.4	3.5
SP '97	182	1987	.5	2.9	298	1052	.9	3.3	205	975	.6	2.3	250	1071	.7	3.4	124	736	.4	3.5
WI '97	132	1756	.4	2.1	269	918	.8	3.1	108	668	.3	1.2	159	691	.5	2.1	91	646	.3	2.6
4-Book	155	1926	.5	2.5	250	889	.7	2.9	161	853	.5	1.8	216	941	.7	3.0	118	742	.4	3.3
FA '96	189	1777	.6	3.1	297	872	.9	3.5	220	855	.7	2.6	237	952	.7	3.3	168	922	.5	5.0
KTWV-FM																				
FA '97	121	2044	.4	2.0	120	696	.4	1.4	225	784	.7	2.6	151	952	.5	2.1	64	740	.2	1.8
SU '97	112	2112	.3	1.8	115	788	.3	1.4	194	1082	.6	2.3	164	1049	.5	2.2	56	759	.2	1.5
SP '97	145	2423	.4	2.3	157	934	.5	1.8	221	1071	.7	2.5	174	1189	.5	2.4	70	669	.2	2.0
WI '97	139	2021	.4	2.2	168	1050	.5	1.9	273	1029	.8	3.1	179	1048	.5	2.4	43	588	.1	1.2
4-Book	129	2150	.4	2.1	140	867	.4	1.6	228	992	.7	2.6	167	1060	.5	2.3	58	689	.2	1.6
FA '96	107	2021	.3	1.8	132	838	.4	1.5	155	996	.5	1.8	129	987	.4	1.8	61	773	.2	1.8
KVKV-AM																				
FA '97	37	530	.1	.6	57	229	.2	.6	66	240	.2	.8	35	260	.1	.5	18	111	.1	.5
SU '97	27	579	.1	.4	37	204	.1	.4	42	287	.1	.5	11	89	.2	.2	14	80	.4	.4
SP '97	34	609	.1	.5	48	244	.1	.5	35	336	.1	.4	22	153	.1	.3	35	219	.1	1.0
WI '97	63	872	.2	1.0	92	527	.3	1.0	124	512	.4	1.4	63	291	.2	.8	20	145	.1	.6
4-Book	40	648	.1	.6	59	301	.2	.6	67	344	.2	.8	33	198	.1	.5	22	139	.1	.6
FA '96	97	1224	.3	1.6	163	616	.5	1.9	223	815	.7	2.6	59	435	.2	.8	17	188	.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
KWVE-FM																				
FA '97	23	461	.1	.4	34	278	.1	.4	25	206	.1	.3	26	203	.1	.4	9	144		.3
SU '97	22	432	.1	.4	20	205	.1	.2	27	213	.1	.3	34	297	.1	.5	14	167		.4
SP '97	18	552	.1	.3	18	240	.1	.2	11	198		.1	19	255	.1	.3	30	174	.1	.8
WI '97	26	516	.1	.4	37	206	.1	.4	36	197	.1	.4	48	288	.1	.6	7	186		.2
4-Book	22	490	.1	.4	27	232	.1	.3	25	204	.1	.3	32	261	.1	.5	15	168		.4
FA '96	25	565	.1	.4	31	263	.1	.4	32	280	.1	.4	35	235	.1	.5	18	154	.1	.5
KXMG-AM																				
FA '97	30	393	.1	.5	47	209	.1	.5	44	209	.1	.5	32	189	.1	.4	11	90		.3
SU '97	77	800	.2	1.3	103	507	.3	1.2	151	505	.5	1.8	93	480	.3	1.3	19	193	.1	.5
SP '97	42	730	.1	.7	50	388	.1	.6	69	461	.2	.8	46	404	.1	.6	14	157		.4
WI '97	60	792	.2	1.0	58	412	.2	.7	91	378	.3	1.0	96	484	.3	1.3	31	236	.1	.9
4-Book	52	679	.2	.9	65	379	.2	.8	89	388	.3	1.0	67	389	.2	.9	19	169	.1	.5
FA '96	66	865	.2	1.1	82	397	.2	1.0	93	533	.3	1.1	56	428	.2	.8	40	362	.1	1.2
KYSR-FM																				
FA '97	293	6186	.9	4.8	346	2910	1.0	3.9	505	3634	1.5	5.9	376	3772	1.1	5.2	129	2119	.4	3.7
SU '97	269	5896	.8	4.4	239	2440	.7	2.8	403	3128	1.2	4.7	392	3574	1.2	5.4	155	2178	.5	4.2
SP '97	256	5662	.8	4.0	266	2588	.8	3.0	418	3016	1.3	4.7	335	3528	1.0	4.6	124	1925	.4	3.5
WI '97	207	5007	.6	3.3	244	2334	.7	2.8	362	2556	1.1	4.0	292	2736	.9	3.9	93	1535	.3	2.7
4-Book	256	5688	.8	4.1	274	2568	.8	3.1	422	3084	1.3	4.8	349	3403	1.1	4.8	125	1939	.4	3.5
FA '96	231	4568	.7	3.8	281	2374	.8	3.3	412	2579	1.2	4.9	328	2807	1.0	4.6	71	1322	.2	2.1
KZLA-FM																				
FA '97	94	1745	.3	1.5	132	932	.4	1.5	102	894	.3	1.2	125	1156	.4	1.7	47	690	.1	1.4
SU '97	92	1570	.3	1.5	118	846	.4	1.4	122	836	.4	1.4	131	982	.4	1.8	63	556	.2	1.7
SP '97	82	1522	.2	1.3	103	792	.3	1.2	108	806	.3	1.2	106	756	.3	1.4	34	563	.1	1.0
WI '97	89	1673	.3	1.4	140	978	.4	1.6	132	992	.4	1.5	121	1055	.4	1.6	32	552	.1	.9
4-Book	89	1628	.3	1.4	123	887	.4	1.4	116	882	.4	1.3	121	987	.4	1.6	44	590	.1	1.3
FA '96	122	1666	.4	2.0	152	1113	.5	1.8	174	1084	.5	2.1	156	1039	.5	2.2	52	677	.2	1.5
KFRG-FM																				
FA '97	16	529		.3	21	253	.1	.2	17	273	.1	.2	32	321	.1	.4	8	143		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	18	585	.1	.3	13	162		.2	39	277	.1	.5	20	307	.1	.3	11	166		.3
XTRA-AM																				
FA '97	46	1140	.1	.7	56	429	.2	.6	91	620	.3	1.1	57	467	.2	.8	18	196	.1	.5
SU '97	41	873	.1	.7	36	321	.1	.4	96	467	.3	1.1	61	450	.2	.8	17	184	.1	.5
SP '97	56	915	.2	.9	74	439	.2	.8	165	577	.5	1.8	53	459	.2	.7	4	105		.1
WI '97	34	875	.1	.5	38	338	.1	.4	74	460	.2	.8	57	456	.2	.8	7	172		.2
4-Book	44	951	.1	.7	51	382	.2	.6	107	531	.3	1.2	57	458	.2	.8	12	164	.1	.3
FA '96	63	1093	.2	1.0	66	480	.2	.8	142	681	.4	1.7	94	654	.3	1.3	13	238		.4
TOTALS																				
FA '97	6142	32409	18.4		8788	28078	26.3		8566	26563	25.6		7284	27304	21.8		3466	21107	10.4	
SU '97	6157	32520	18.4		8416	27990	25.2		8503	27054	25.5		7320	28100	21.9		3722	22087	11.1	
SP '97	6356	32512	19.0		8925	28795	26.7		8941	26685	26.8		7343	28110	22.0		3574	21313	10.7	
WI '97	6265	32324	18.8		8779	28268	26.3		8942	26411	26.8		7555	28175	22.6		3441	20763	10.3	
4-Book	6230	32441	18.7		8727	28283	26.1		8738	26678	26.2		7376	27922	22.1		3551	21318	10.6	
FA '96	6043	32279	18.1		8567	28163	25.6		8451	26476	25.3		7201	27659	21.6		3378	20652	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

		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																					
FA '97		50	591	.1	.6	17	206	.1	.4	23	63	.1	.5	27	59	.1	.4	37	94	.1	.8
4-Book		49	624	.1	.6	20	275	.1	.5	23	59	.1	.5	27	80	.1	.4	18	57	.1	.4
KACD-FM																					
FA '97		62	1066	.2	.8	44	644	.1	1.0	25	102	.1	.6	72	228	.2	1.1	54	180	.2	1.1
4-Book		60	967	.2	.7	44	645	.1	1.0	23	88	.1	.5	69	259	.2	1.0	57	205	.2	1.1
KBCD-FM																					
FA '97		27	410	.1	.3	24	263	.1	.6	10	31		.2	39	95	.1	.6	27	98	.1	.6
4-Book		26	426	.1	.3	18	245	.1	.5	18	44	.1	.4	31	95	.1	.4	23	73	.1	.5
KACE-FM																					
FA '97		41	524	.1	.5	27	360	.1	.6	33	100	.1	.7	43	137	.1	.6	26	81	.1	.5
4-Book		44	625	.1	.5	27	381	.1	.6	34	85	.1	.7	52	163	.2	.7	32	103	.1	.6
KRTO-FM																					
FA '97		11	213		.1	9	179		.2	4	31		.1	13	39		.2	9	51		.2
4-Book		59	510	.2	.7	35	366	.1	.8	33	100	.1	.7	62	147	.2	.9	41	128	.1	.9
KBIG-FM																					
FA '97		273	2833	.8	3.3	115	1784	.3	2.7	97	348	.3	2.1	175	501	.5	2.6	157	396	.5	3.3
4-Book		274	3094	.8	3.3	117	1878	.4	2.7	91	340	.3	2.0	184	619	.6	2.6	128	409	.4	2.6
+KBUA-FM																					
FA '97		28	211	.1	.3	12	154		.3	26	81	.1	.6	45	96	.1	.7	7	37		.1
4-Book		24	313	.1	.3	13	165		.3	19	47	.1	.4	28	74	.1	.4	9	29		.2
KBUE-FM																					
FA '97		154	1889	.5	1.9	119	1340	.4	2.8	168	396	.5	3.7	210	601	.6	3.1	112	308	.3	2.3
4-Book		173	2146	.5	2.1	111	1339	.4	2.5	150	382	.4	3.3	192	540	.6	2.7	134	388	.4	2.7
KCBS-FM																					
FA '97		221	3131	.7	2.7	98	1856	.3	2.3	96	404	.3	2.1	250	927	.7	3.7	119	442	.4	2.5
4-Book		234	2896	.7	2.8	100	1708	.3	2.3	99	375	.3	2.2	191	761	.6	2.7	111	412	.3	2.2
KFI -AM																					
FA '97		141	1360	.4	1.7	18	319	.1	.4	16	46		.4	14	71		.2	34	59	.1	.7
4-Book		147	1444	.4	1.8	29	507	.1	.7	43	146	.1	1.0	68	229	.2	.9	24	84	.1	.5
KFSG-FM																					
FA '97		23	391	.1	.3	12	168		.3	13	49		.3	11	47		.2	9	44		.2
4-Book		24	470	.1	.3	15	247		.4	14	58		.3	19	74	.1	.3	18	67	.1	.4
KFWB-AM																					
FA '97		38	1030	.1	.5	14	444		.3	27	102	.1	.6	11	81		.2	21	125	.1	.4
4-Book		41	1056	.1	.5	13	410		.3	21	90	.1	.5	15	99	.1	.2	11	68		.2
KIBB-FM																					
FA '97		214	3527	.6	2.6	98	1947	.3	2.3	96	337	.3	2.1	178	807	.5	2.6	130	552	.4	2.7
4-Book		222	3299	.7	2.7	110	1886	.4	2.5	82	313	.3	1.8	198	789	.6	2.8	136	567	.4	2.7
KIEV-AM																					
FA '97		9	59		.1	1	28											2	15		
4-Book		10	74		.1	2	30							3	12			4	16		.1
KIIS-FM																					
FA '97		354	5919	1.1	4.3	224	3758	.7	5.3	190	864	.6	4.2	370	1493	1.1	5.5	292	1131	.9	6.1
4-Book		361	5944	1.1	4.4	212	3542	.7	4.9	205	815	.6	4.4	384	1470	1.2	5.4	253	976	.8	5.1
KIKF-FM																					
FA '97		19	414	.1	.2	11	268		.3	16	43		.4	11	71		.2	6	74		.1
4-Book		28	352	.1	.3	9	177		.2	11	36		.2	10	43		.1	9	57		.2
KJLH-FM																					
FA '97		119	1240	.4	1.4	89	940	.3	2.1	30	121	.1	.7	113	350	.3	1.7	95	251	.3	2.0
4-Book		129	1206	.4	1.5	81	874	.3	1.9	46	162	.2	1.0	116	320	.4	1.7	88	229	.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

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	593	5513	1.8	7.2	280	3521	.8	6.7	221	721	.7	4.9	439	1465	1.3	6.5	422	1220	1.3	8.8
4-Book	601	5231	1.8	7.2	302	3361	.9	7.0	275	822	.8	6.0	529	1566	1.6	7.4	408	1211	1.2	8.2
KKGO-FM																				
FA '97	48	832	.1	.6	32	580	.1	.8	24	111	.1	.5	12	56	.2	.2	27	93	.1	.6
4-Book	34	626	.1	.4	20	358	.1	.5	12	54	.3	.3	13	62	.2	.2	16	61	.1	.3
KKHJ-AM																				
FA '97	58	826	.2	.7	44	513	.1	1.0	59	117	.2	1.3	58	151	.2	.9	4	30	.1	.1
4-Book	89	967	.3	1.1	49	486	.2	1.1	79	149	.3	1.7	72	180	.2	1.0	39	102	.1	.8
KKLA-AM																				
FA '97					1	11														
4-Book	1	8				6			1	3										
KKLA-FM																				
FA '97	16	285		.2	4	103		.1	4	16		.1	2	11						
4-Book	22	314	.1	.3	5	109		.1	5	22		.1	8	22		.1	2	12		
KLAC-AM																				
FA '97	11	99		.1	7	100		.2												.2
4-Book	12	181		.1	10	163		.2	4	11		.1	8	42		.1	11	45	.1	.2
KLAX-FM																				
FA '97	217	2495	.6	2.6	145	1759	.4	3.4	189	538	.6	4.2	173	627	.5	2.6	131	452	.4	2.7
4-Book	305	3134	.9	3.7	196	2017	.6	4.5	264	685	.8	5.8	338	873	1.0	4.7	214	550	.7	4.3
KLOS-FM																				
FA '97	252	3311	.8	3.1	101	1575	.3	2.4	92	351	.3	2.0	165	666	.5	2.4	132	496	.4	2.7
4-Book	245	3216	.7	3.0	89	1588	.3	2.1	78	313	.2	1.7	168	657	.5	2.3	113	428	.4	2.3
KLSX-FM																				
FA '97	432	3000	1.3	5.2	59	818	.2	1.4	78	183	.2	1.7	92	281	.3	1.4	56	193	.2	1.2
4-Book	313	2622	.9	3.8	49	765	.2	1.2	55	183	.1	1.2	70	209	.2	1.0	43	150	.2	.9
KLVE-FM																				
FA '97	678	4986	2.0	8.2	351	3284	1.1	8.3	421	1030	1.3	9.3	598	1439	1.8	8.8	358	909	1.1	7.5
4-Book	689	5253	2.1	8.3	374	3522	1.1	8.7	521	1267	1.6	11.3	624	1521	1.9	8.7	355	942	1.1	7.2
KLYY-FM																				
FA '97	136	2983	.4	1.7	66	1820	.2	1.6	47	254	.1	1.0	103	564	.3	1.5	95	537	.3	2.0
4-Book	144	2978	.4	1.8	82	1737	.2	1.9	42	225	.1	.9	130	629	.4	1.8	109	511	.3	2.2
KNX -AM																				
FA '97	36	920	.1	.4	16	444		.4	7	47		.2	31	221	.1	.5	24	82	.1	.5
4-Book	39	1094	.1	.5	14	432		.3	14	77	.1	.3	20	143	.1	.3	13	77		.3
KOST-FM																				
FA '97	235	3019	.7	2.9	141	2100	.4	3.3	156	413	.5	3.4	216	625	.6	3.2	116	381	.3	2.4
4-Book	260	3602	.8	3.2	142	2288	.4	3.3	122	401	.4	2.6	197	693	.6	2.8	134	481	.4	2.7
KPWR-FM																				
FA '97	468	6633	1.4	5.7	312	3940	.9	7.4	247	734	.7	5.5	541	1611	1.6	8.0	414	1205	1.2	8.6
4-Book	472	6949	1.4	5.7	318	4346	1.0	7.4	239	855	.7	5.2	509	1771	1.5	7.2	392	1285	1.2	7.9
KRLA-AM																				
FA '97	31	581	.1	.4	47	464	.1	1.1	42	116	.1	.9	32	128	.1	.5	42	118	.1	.9
4-Book	52	690	.2	.6	48	509	.1	1.1	44	115	.1	.9	64	162	.2	.9	54	150	.2	1.1
KROQ-FM																				
FA '97	414	5679	1.2	5.0	209	3675	.6	5.0	211	906	.6	4.7	284	1414	.9	4.2	273	1024	.8	5.7
4-Book	503	5841	1.5	6.1	242	3729	.7	5.6	220	861	.7	4.8	398	1538	1.2	5.6	312	1122	1.0	6.3
KRRA-AM																				
FA '97	16	155		.2	11	131		.3	12	36		.3	26	81	.1	.4	23	47	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

	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
KRTH-FM																				
FA '97	213	2771	.6	2.6	98	1442	.3	2.3	108	270	.3	2.4	170	535	.5	2.5	110	343	.3	2.3
4-Book	182	2542	.5	2.2	95	1467	.3	2.2	113	303	.3	2.5	190	575	.6	2.7	117	412	.3	2.4
KSCA-FM																				
FA '97	699	4560	2.1	8.5	375	3036	1.1	8.9	707	1561	2.1	15.6	642	1559	1.9	9.5	378	859	1.1	7.9
4-Book	563	3978	1.7	6.8	312	2663	.9	7.2	603	1284	1.8	13.1	508	1311	1.5	7.1	329	785	1.0	6.7
+KSSE-FM																				
FA '97	184	1971	.6	2.2	120	1469	.4	2.9	100	325	.3	2.2	193	588	.6	2.8	99	344	.3	2.1
4-Book	137	1509	.4	1.7	91	1023	.3	2.1	99	252	.3	2.2	172	444	.5	2.4	107	313	.3	2.2
KTNQ-AM																				
FA '97	201	1607	.6	2.4	101	1090	.3	2.4	127	252	.4	2.8	125	326	.4	1.8	113	258	.3	2.4
4-Book	205	1628	.6	2.5	91	874	.3	2.1	135	261	.4	2.9	100	260	.3	1.4	107	256	.3	2.2
KTWV-FM																				
FA '97	170	1442	.5	2.1	72	1029	.2	1.7	52	143	.2	1.1	122	310	.4	1.8	57	167	.2	1.2
4-Book	182	1690	.6	2.2	83	1005	.3	1.9	68	220	.2	1.4	126	330	.4	1.8	96	267	.3	1.9
KWKW-AM																				
FA '97	54	489	.2	.7	20	221	.1	.5	60	120	.2	1.3	18	73	.1	.3	16	48	.1	.3
4-Book	54	524	.2	.7	29	273	.1	.7	55	100	.2	1.2	52	113	.2	.7	39	80	.1	.8
KWVE-FM																				
FA '97	28	373	.1	.3	23	270	.1	.5	37	110	.1	.8	33	110	.1	.5	34	103	.1	.7
4-Book	28	380	.1	.3	18	257	.1	.4	21	68	.1	.5	20	82	.1	.3	20	73	.1	.4
KXMG-AM																				
FA '97	41	300	.1	.5	25	242	.1	.6	33	80	.1	.7	50	113	.1	.7	28	54	.1	.6
4-Book	74	579	.2	.9	36	362	.1	.8	34	97	.1	.7	63	142	.2	.9	50	115	.2	1.0
KYSR-FM																				
FA '97	416	5474	1.2	5.0	184	3074	.6	4.4	158	702	.5	3.5	380	1336	1.1	5.6	194	875	.6	4.0
4-Book	354	4864	1.0	4.3	170	2872	.5	4.0	136	576	.4	2.9	301	1152	.9	4.3	210	852	.7	4.2
KZLA-FM																				
FA '97	119	1438	.4	1.4	83	1092	.2	2.0	80	242	.2	1.8	146	563	.4	2.2	87	319	.3	1.8
4-Book	120	1391	.4	1.4	66	893	.2	1.6	68	233	.2	1.5	117	421	.4	1.7	67	268	.2	1.4
KFRG-FM																				
FA '97	23	438	.1	.3	10	299	.2	.2	4	36	.1	.1	19	113	.1	.3	12	60	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	70	888	.2	.8	24	520	.1	.6	24	78	.1	.5	37	139	.1	.5	42	181	.1	.9
4-Book	74	820	.2	.9	13	303	.3	.3	14	50	.1	.3	20	89	.1	.3	22	98	.1	.5
TOTALS																				
FA '97	8239	31918	24.7		4209	26920	12.6		4527	11536	13.5		6784	16661	20.3		4805	12387	14.4	
4-Book	8315	31998	24.9		4323	26891	12.9		4607	11674	13.8		7146	16986	21.4		4969	12653	14.9	

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

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

Target Listener Estimates

Persons 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																				
FA '97	8	26	.2		15	35	.5		4	29	.1		7	15	.2		19	66	.1	.8
4-Book	11	43	.3		21	49	.1	.8	25	89	.1	.5	26	73	.1	.7	11	39		.4
KACD-FM																				
FA '97	42	146	.1	1.3	11	53	.4		53	223	.2	1.1	45	162	.1	1.2	45	218	.1	1.9
4-Book	47	151	.1	1.4	15	56	.1	.6	55	195	.2	1.1	42	154	.1	1.1	38	152	.1	1.5
KBCD-FM																				
FA '97	36	61	.1	1.1	11	48	.4		19	70	.1	.4	34	118	.1	.9	13	41		.5
4-Book	19	62		.6	7	30	.2		21	73	.1	.5	18	72	.1	.5	6	30		.2
KACE-FM																				
FA '97	31	84	.1	.9	15	55	.5		19	50	.1	.4	11	52	.3		35	105	.1	1.4
4-Book	28	79	.1	.8	15	37	.1	.5	16	59	.1	.3	16	60	.4		24	78	.1	1.0
KRTO-FM																				
FA '97	6	22	.2		2	17	.1		13	36	.3		19	45	.1	.5	4	44		.2
4-Book	29	92	.1	.9	16	46	.1	.6	29	92	.1	.6	40	113	.1	1.0	25	76	.1	1.0
KBIG-FM																				
FA '97	152	493	.5	4.6	53	201	.2	1.8	104	330	.3	2.1	122	366	.4	3.3	56	279	.2	2.3
4-Book	165	529	.5	4.9	60	201	.2	2.2	135	438	.4	2.7	105	350	.3	2.7	55	235	.2	2.2
+KBUA-FM																				
FA '97	2	16	.1						13	51	.3		1	11			1	11		
4-Book	8	30	.3		8	29	.3		13	54	.3		14	39	.3		7	30		.3
KBUE-FM																				
FA '97	77	263	.2	2.3	66	161	.2	2.2	145	365	.4	2.9	105	271	.3	2.9	63	210	.2	2.6
4-Book	69	241	.2	2.1	76	230	.2	2.7	112	360	.3	2.2	107	253	.3	2.7	51	180	.2	2.0
KCBS-FM																				
FA '97	49	257	.1	1.5	32	144	.1	1.1	109	478	.3	2.2	81	372	.2	2.2	34	258	.1	1.4
4-Book	55	229	.2	1.6	56	195	.2	2.0	142	553	.4	2.8	103	393	.3	2.6	39	236	.1	1.5
KFI -AM																				
FA '97	14	78	.4		8	31	.3		5	40	.1		21	89	.1	.6	30	95	.1	1.2
4-Book	6	34	.2		22	71	.1	.8	27	105	.1	.5	19	75	.1	.5	20	61	.1	.8
KFSG-FM																				
FA '97	21	76	.1	.6	14	64	.5		19	67	.1	.4	6	25	.2		3	16		.1
4-Book	13	56		.4	26	87	.1	1.0	20	76	.1	.4	7	32	.2		2	17		.1
KFWB-AM																				
FA '97	6	31	.2		18	44	.1	.6	13	104	.3		16	46	.4		6	41		.2
4-Book	4	29	.1		15	73	.1	.5	17	98	.1	.4	14	59	.4		7	39		.3
KIBB-FM																				
FA '97	75	344	.2	2.3	86	222	.3	2.8	88	499	.3	1.8	100	505	.3	2.7	34	207	.1	1.4
4-Book	82	383	.2	2.5	59	222	.2	2.0	138	571	.4	2.7	113	458	.3	2.9	57	260	.2	2.3
KIEV-AM																				
FA '97	3	13	.1																	
4-Book	1	3							2	11			2	8	.1		4			
KIIS-FM																				
FA '97	133	581	.4	4.0	170	598	.5	5.6	299	1175	.9	6.0	213	655	.6	5.8	118	519	.4	4.9
4-Book	124	563	.4	3.7	135	494	.4	4.8	292	1132	.9	5.8	202	694	.6	5.1	94	443	.3	3.8
KIKF-FM																				
FA '97	7	29	.2		12	102	.4		26	181	.1	.5	7	44	.2		4	45		.2
4-Book	6	25	.2		6	44	.2		17	90	.1	.3	9	29	.3		8	28		.3
KJLH-FM																				
FA '97	73	219	.2	2.2	71	192	.2	2.3	165	351	.5	3.3	97	288	.3	2.6	53	114	.2	2.2
4-Book	71	209	.2	2.1	65	189	.2	2.3	123	326	.4	2.4	78	234	.2	2.0	51	143	.2	2.0

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	
KKBT-FM																				
FA '97	288	897	.9	8.7	171	511	.5	5.7	244	917	.7	4.9	290	804	.9	7.9	160	590	.5	6.6
4-Book	293	937	.9	8.7	154	455	.5	5.5	277	943	.8	5.5	276	849	.8	7.1	183	584	.6	7.3
KKGO-FM																				
FA '97	34	149	.1	1.0	43	121	.1	1.4	43	156	.1	.9	46	84	.1	1.3	29	104	.1	1.2
4-Book	23	83	.1	.7	14	55	.1	.5	24	92	.1	.5	31	91	.1	.8	25	81	.1	1.0
KKHJ-AM																				
FA '97	61	142	.2	1.8	44	94	.1	1.5	10	38	.2	.2	61	99	.2	1.7	55	129	.2	2.3
4-Book	37	92	.1	1.1	41	90	.1	1.5	45	92	.1	.9	52	91	.2	1.3	33	84	.1	1.3
KKLA-AM																				
FA '97	5	11		.2													5	11		.2
4-Book	1	3		.1													1	3		.1
KKLA-FM																				
FA '97	4	13		.1	15	63		.5					4	15		.1	4	30		.2
4-Book	3	14		.1	14	62		.5	2	9		.1	2	11		.1	4	15		.2
KLAC-AM																				
FA '97	10	15		.3					3	27		.1	6	32		.2	25	74		1.0
4-Book	5	21		.1	1	7		.1	14	44		.3	14	52		.4	17	56		.7
KLAX-FM																				
FA '97	76	265	.2	2.3	180	517	.5	6.0	242	757	.7	4.9	148	354	.4	4.0	37	117	.1	1.5
4-Book	108	323	.3	3.2	176	463	.5	6.2	240	683	.7	4.8	160	396	.5	4.1	75	254	.2	2.9
KLDS-FM																				
FA '97	97	307	.3	2.9	58	236	.2	1.9	123	454	.4	2.5	100	409	.3	2.7	34	135	.1	1.4
4-Book	68	285	.2	2.0	40	177	.1	1.4	93	394	.3	1.9	91	370	.3	2.3	55	190	.2	2.2
KLSX-FM																				
FA '97	12	49		.4	82	274	.2	2.7	128	377	.4	2.6	23	121	.1	.6	3	20		.1
4-Book	26	69	.1	.8	47	150	.1	1.7	96	311	.3	1.9	36	135	.1	.9	16	56	.1	.6
KLVE-FM																				
FA '97	317	852	.9	9.6	270	711	.8	8.9	420	1162	1.3	8.4	211	733	.6	5.8	183	586	.5	7.6
4-Book	332	868	1.0	9.9	312	871	.9	11.1	437	1218	1.3	8.7	246	717	.7	6.3	156	529	.5	6.2
KLYY-FM																				
FA '97	48	344	.1	1.5	26	176	.1	.9	92	575	.3	1.8	82	311	.2	2.2	35	209	.1	1.4
4-Book	60	298	.2	1.8	38	162	.1	1.4	108	537	.4	2.1	112	435	.3	2.8	56	287	.2	2.2
KNX -AM																				
FA '97	10	54		.3	4	44		.1	17	53		.3	23	63		.6	10	49		.4
4-Book	12	66		.4	8	42		.3	13	74		.3	15	65		.4	13	70		.5
KOST-FM																				
FA '97	182	686	.5	5.5	78	242	.2	2.6	129	493	.4	2.6	92	388	.3	2.5	134	588	.4	5.5
4-Book	191	705	.6	5.7	77	268	.2	2.8	132	502	.4	2.6	105	406	.3	2.7	155	592	.5	6.1
KPWR-FM																				
FA '97	329	1071	1.0	10.0	186	636	.6	6.2	326	1170	1.0	6.5	253	735	.8	6.9	171	691	.5	7.1
4-Book	341	1167	1.0	10.1	173	598	.5	6.2	337	1245	1.0	6.7	273	896	.8	6.9	245	821	.7	9.7
KRLA-AM																				
FA '97	63	101	.2	1.9	7	36		.2	27	83		.5	66	181	.2	1.8	91	205	.3	3.8
4-Book	55	142	.2	1.7	14	55		.5	37	101		.7	40	117	.1	1.0	66	168	.2	2.7
KROQ-FM																				
FA '97	161	809	.5	4.9	129	459	.4	4.3	265	1191	.8	5.3	173	808	.5	4.7	164	668	.5	6.8
4-Book	194	818	.6	5.8	117	459	.4	4.1	264	1142	.8	5.3	249	960	.7	6.3	167	676	.5	6.6
KRRR-AM																				
FA '97	14	14		.4	5	20		.2	3	14		.1	3	14		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	41	187	.1	1.2	99	199	.3	3.3	133	370	.4	2.7	84	303	.3	2.3	43	231	.1	1.8
4-Book	47	191	.1	1.4	50	146	.2	1.7	113	369	.3	2.3	82	270	.3	2.1	45	222	.1	1.8
KSCA-FM																				
FA '97	155	458	.5	4.7	399	880	1.2	13.2	433	1080	1.3	8.7	188	477	.6	5.1	137	389	.4	5.7
4-Book	136	452	.4	4.1	290	671	.9	10.3	349	938	1.0	7.0	200	499	.6	5.1	119	351	.4	4.8
+KSSE-FM																				
FA '97	134	412	.4	4.1	67	282	.2	2.2	160	535	.5	3.2	101	355	.3	2.8	84	280	.3	3.5
4-Book	80	257	.2	2.4	45	164	.2	1.6	100	303	.3	2.0	73	221	.2	1.9	44	153	.2	1.8
KTNQ-AM																				
FA '97	68	168	.2	2.1	16	70	.5		102	284	.3	2.0	167	394	.5	4.6	97	270	.3	4.0
4-Book	69	186	.2	2.1	60	133	.2	2.1	99	247	.3	2.0	104	253	.3	2.7	62	196	.2	2.5
KTWV-FM																				
FA '97	51	199	.2	1.5	37	92	.1	1.2	101	388	.3	2.0	75	239	.2	2.0	69	230	.2	2.9
4-Book	62	212	.2	1.8	44	132	.1	1.5	109	366	.3	2.2	82	240	.3	2.1	71	218	.2	2.8
KWKV-AM																				
FA '97	11	34	.3		43	64	.1	1.4	9	40	.2		8	33	.2		6	14	.2	
4-Book	14	45	.4		24	41	.1	.8	23	58	.1	.5	16	41	.1	.4	15	50	.1	.6
KWVE-FM																				
FA '97	15	57	.5		24	58	.1	.8	14	115	.3		13	75	.4		15	67	.6	
4-Book	13	47	.4		15	49	.1	.5	26	104	.1	.5	19	59	.1	.5	14	56	.5	
KXMG-AM																				
FA '97	11	44	.3		22	49	.1	.7	28	58	.1	.6	27	66	.1	.7	2	11	.1	
4-Book	17	55	.1	.5	35	83	.1	1.3	43	107	.2	.9	38	77	.1	1.0	10	43	.4	
KYSR-FM																				
FA '97	131	528	.4	4.0	107	473	.3	3.5	265	1169	.8	5.3	152	588	.5	4.1	62	344	.2	2.6
4-Book	118	547	.4	3.5	90	357	.3	3.2	232	933	.7	4.6	181	714	.6	4.6	81	427	.2	3.2
KZLA-FM																				
FA '97	20	96	.1	.6	102	348	.3	3.4	126	504	.4	2.5	62	214	.2	1.7	38	226	.1	1.6
4-Book	21	118	.1	.6	56	190	.2	2.0	99	384	.3	2.0	66	219	.2	1.7	30	155	.1	1.2
KFRG-FM																				
FA '97	10	49	.3		13	73	.4		8	62	.2		15	79	.4		2	15	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	21	99	.1	.6	8	32	.3		31	169	.1	.6	21	95	.1	.6	8	57	.3	
4-Book	11	43	.3		12	32	.5		14	72	.3		12	54	.3		3	25	.1	
TOTALS																				
FA '97	3305	9408	9.9		3024	8406	9.1		4981	13518	14.9		3667	9810	11.0		2416	7715	7.2	
4-Book	3361	9751	10.1		2810	7783	8.4		5028	13226	15.1		3941	10098	11.8		2525	7676	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 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																				
FA '97	157	2818	.3	1.4	220	1278	.4	1.3	240	1330	.4	1.5	230	1462	.4	1.7	78	726	.1	1.3
SU '97	156	3184	.3	1.4	191	1063	.3	1.2	199	1153	.3	1.3	197	1630	.3	1.5	138	1162	.2	2.3
SP '97	153	3134	.3	1.3	138	1134	.2	.8	272	1554	.4	1.7	220	1572	.4	1.6	119	1011	.2	2.0
WI '97	132	2708	.2	1.2	199	1312	.3	1.2	205	1402	.3	1.2	191	1499	.3	1.4	59	656	.1	1.1
4-Book	150	2961	.3	1.3	187	1197	.3	1.1	229	1360	.4	1.4	210	1541	.4	1.6	99	889	.2	1.7
FA '96	164	3170	.3	1.5	256	1550	.4	1.5	270	1596	.4	1.7	224	1542	.4	1.7	58	673	.1	1.0
KACD-FM																				
FA '97	63	1574	.1	.6	48	683	.1	.3	80	774	.1	.5	94	910	.2	.7	44	501	.1	.8
SU '97	61	1509	.1	.5	59	501	.1	.4	68	608	.1	.4	85	705	.1	.6	48	514	.1	.8
SP '97	66	1478	.1	.6	55	559	.1	.3	80	737	.1	.5	95	707	.2	.7	52	579	.1	.9
WI '97	67	1649	.1	.6	61	665	.1	.4	84	856	.1	.5	92	902	.2	.7	44	606	.1	.8
4-Book	64	1553	.1	.6	56	602	.1	.4	78	744	.1	.5	92	806	.2	.7	47	550	.1	.8
FA '96	71	1201	.1	.6	82	563	.1	.5	84	539	.1	.5	84	704	.1	.6	61	517	.1	1.1
KBCD-FM																				
FA '97	25	594	.2	.2	22	233	.1	.1	31	278	.1	.2	38	367	.1	.3	11	214	.2	.2
SU '97	32	717	.1	.3	38	309	.1	.2	58	347	.1	.4	40	425	.1	.3	16	283	.3	.3
SP '97	24	548	.2	.2	45	250	.1	.3	18	155	.1	.1	28	275	.2	.2	13	177	.2	.2
WI '97	18	742	.2	.2	17	198	.1	.1	18	274	.1	.1	12	284	.1	.1	23	303	.4	.4
4-Book	25	650	.2	.2	31	248	.1	.2	31	264	.1	.2	30	338	.1	.2	16	244	.3	.3
FA '96	28	614	.2	.2	35	244	.1	.2	41	297	.1	.3	30	307	.2	.2	8	173	.1	.1
KACE-FM																				
FA '97	121	1964	.2	1.1	127	811	.2	.8	153	948	.2	1.0	167	1123	.3	1.2	96	786	.2	1.7
SU '97	124	2194	.2	1.1	170	909	.3	1.1	162	1138	.3	1.0	149	1242	.2	1.1	86	877	.1	1.4
SP '97	91	1723	.1	.8	93	746	.2	.6	114	812	.2	.7	120	949	.2	.9	88	629	.1	1.5
WI '97	99	1757	.2	.9	126	780	.2	.8	127	836	.2	.8	112	867	.2	.8	76	468	.1	1.4
4-Book	109	1910	.2	1.0	129	812	.2	.8	139	934	.2	.9	137	1045	.2	1.0	87	690	.1	1.5
FA '96	105	1828	.2	.9	119	850	.2	.7	158	913	.3	1.0	109	929	.2	.8	68	695	.1	1.2
KRTO-FM																				
FA '97	27	725	.2	.2	22	234	.1	.1	28	310	.1	.2	49	365	.1	.4	22	293	.4	.4
SU '97	31	472	.1	.3	39	182	.1	.2	54	321	.1	.3	31	284	.1	.2	18	211	.3	.3
SP '97	72	843	.1	.6	107	417	.2	.6	122	531	.2	.7	60	485	.1	.4	33	333	.1	.6
WI '97	120	1464	.2	1.1	123	727	.2	.7	173	828	.3	1.0	129	871	.2	.9	87	592	.1	1.6
4-Book	63	876	.1	.6	73	390	.1	.4	94	498	.2	.6	67	501	.1	.5	40	357	.1	.7
FA '96	93	1156	.2	.8	97	520	.2	.6	113	655	.2	.7	107	617	.2	.8	67	444	.1	1.2
KBIG-FM																				
FA '97	354	7154	.6	3.1	412	3199	.7	2.4	635	3241	1.0	3.9	452	3448	.7	3.3	140	1934	.2	2.4
SU '97	353	7616	.6	3.2	437	3259	.7	2.8	623	3412	1.0	4.0	440	3844	.7	3.3	138	2363	.2	2.3
SP '97	315	7072	.5	2.8	398	3021	.7	2.4	574	3184	.9	3.5	422	3267	.7	3.1	123	1958	.2	2.1
WI '97	364	7235	.6	3.2	450	3209	.7	2.7	691	3553	1.1	4.2	476	3079	.8	3.5	121	1978	.2	2.2
4-Book	347	7269	.6	3.1	424	3172	.7	2.6	631	3348	1.0	3.9	448	3410	.7	3.3	131	2058	.2	2.3
FA '96	324	7178	.5	2.9	429	2979	.7	2.6	575	3452	.9	3.6	401	3486	.7	3.0	126	1755	.2	2.3
+KBUA-FM																				
FA '97	29	466	.3	.3	58	262	.1	.3	50	271	.1	.3	23	238	.2	.2	3	64	.1	.1
SU '97	11	446	.1	.1	13	235	.1	.1	15	167	.1	.1	15	242	.1	.1	4	129	.1	.1
SP '97	42	714	.1	.4	54	402	.1	.3	75	462	.1	.5	39	351	.1	.3	14	154	.2	.2
WI '97	21	474	.2	.2	17	244	.1	.1	30	152	.2	.2	34	240	.1	.2	13	129	.2	.2
4-Book	26	525	.3	.3	36	286	.1	.2	43	263	.1	.3	28	268	.1	.2	9	119	.2	.2
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	217	3640	.4	1.9	268	1524	.4	1.6	288	2045	.5	1.8	242	1939	.4	1.8	96	1062	.2	1.7
SU '97	181	3695	.3	1.6	234	1680	.4	1.5	278	1851	.5	1.8	200	1806	.3	1.5	72	1012	.1	1.2
SP '97	203	3863	.3	1.8	210	1662	.3	1.3	302	2145	.5	1.9	239	1927	.4	1.8	96	1072	.2	1.7
WI '97	268	4072	.4	2.4	286	1805	.5	1.7	429	2347	.7	2.6	299	2186	.5	2.2	146	1302	.2	2.7
4-Book	217	3818	.4	1.9	250	1668	.4	1.5	324	2097	.6	2.0	245	1965	.4	1.8	103	1112	.2	1.8
FA '96	241	3965	.4	2.1	302	1852	.5	1.8	339	2190	.6	2.1	249	2025	.4	1.9	120	1098	.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 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KCBS-FM																				
FA '97	394	8268	.6	3.5	498	3700	.8	2.9	678	4188	1.1	4.2	537	4792	.9	4.0	148	2190	.2	2.6
SU '97	272	6808	.4	2.4	365	3132	.6	2.3	412	3411	.7	2.6	335	3450	.5	2.5	128	2062	.2	2.1
SP '97	404	7027	.7	3.5	466	3240	.8	2.8	706	3779	1.2	4.3	554	4211	.9	4.1	155	1989	.3	2.7
WI '97	429	7827	.7	3.8	568	3761	.9	3.4	713	4017	1.2	4.3	598	4823	1.0	4.4	138	2061	.2	2.5
4-Book	375	7483	.6	3.3	474	3458	.8	2.9	627	3849	1.1	3.9	506	4319	.8	3.8	142	2076	.2	2.5
FA '96	292	6420	.5	2.6	377	2983	.6	2.3	478	3308	.8	3.0	403	3659	.7	3.0	105	1766	.2	1.9
KFI -AM																				
FA '97	277	4731	.4	2.4	378	2190	.6	2.2	576	3009	.9	3.6	344	2267	.6	2.5	129	1041	.2	2.2
SU '97	290	4179	.5	2.6	423	2132	.7	2.7	613	2690	1.0	3.9	320	2125	.5	2.4	118	989	.2	1.9
SP '97	311	4775	.5	2.7	428	2374	.7	2.6	651	2999	1.1	4.0	453	2684	.7	3.4	74	939	.1	1.3
WI '97	326	4982	.5	2.9	445	2475	.7	2.7	629	3265	1.0	3.8	479	2678	.8	3.5	88	1053	.1	1.6
4-Book	301	4667	.5	2.7	419	2293	.7	2.6	617	2991	1.0	3.8	399	2439	.7	3.0	102	1006	.2	1.8
FA '96	332	5056	.5	3.0	425	2313	.7	2.5	718	3406	1.2	4.5	433	2618	.7	3.2	85	985	.1	1.5
KFSG-FM																				
FA '97	43	1274	.1	.4	88	788	.1	.5	47	391	.1	.3	50	549	.1	.4	16	312	.3	.3
SU '97	58	1134	.1	.5	80	658	.1	.5	91	536	.1	.6	73	588	.1	.6	23	347	.4	.4
SP '97	53	1040	.1	.5	109	714	.2	.7	42	377	.1	.3	62	467	.1	.5	26	198	.4	.4
WI '97	36	1301	.1	.3	81	755	.1	.5	21	482	.1	.1	41	527	.1	.3	16	321	.3	.3
4-Book	48	1187	.1	.4	90	729	.1	.6	50	447	.1	.3	57	533	.1	.5	20	295	.4	.4
FA '96	42	957	.1	.4	69	582	.1	.4	69	498	.1	.4	51	503	.1	.4	11	222	.2	.2
KFVB-AM																				
FA '97	140	4631	.2	1.2	291	2640	.5	1.7	140	1553	.2	.9	214	2468	.3	1.6	60	808	.1	1.0
SU '97	98	3902	.2	.9	208	2140	.3	1.3	93	1396	.2	.6	153	2079	.3	1.2	45	830	.1	.7
SP '97	98	3668	.2	.9	221	2272	.4	1.3	79	1223	.1	.5	159	1720	.3	1.2	47	769	.1	.8
WI '97	123	4126	.2	1.1	290	2754	.5	1.7	118	1362	.2	.7	175	2148	.3	1.3	33	649	.1	.6
4-Book	115	4082	.2	1.0	253	2452	.4	1.5	108	1384	.2	.7	175	2104	.3	1.3	46	764	.1	.8
FA '96	113	4209	.2	1.0	247	2407	.4	1.5	115	1620	.2	.7	168	2212	.3	1.3	43	918	.1	.8
KIBB-FM																				
FA '97	212	5770	.3	1.9	232	2353	.4	1.4	298	2723	.5	1.9	339	3232	.5	2.5	114	1607	.2	2.0
SU '97	245	5512	.4	2.2	265	2370	.4	1.7	380	2814	.6	2.4	343	2882	.6	2.6	132	1856	.2	2.2
SP '97	237	5425	.4	2.1	253	2307	.4	1.5	382	2813	.6	2.3	326	2912	.5	2.4	102	1507	.2	1.8
WI '97	247	5392	.4	2.2	301	2200	.5	1.8	416	2692	.7	2.5	335	3034	.5	2.5	94	1471	.2	1.7
4-Book	235	5525	.4	2.1	263	2308	.4	1.6	369	2761	.6	2.3	336	3015	.5	2.5	111	1610	.2	1.9
FA '96	171	3786	.3	1.5	222	1872	.4	1.3	259	2028	.4	1.6	219	1966	.4	1.6	66	951	.1	1.2
KIEV-AM																				
FA '97	14	338	.1	.1	6	98	.1	.1	40	189	.1	.2	16	97	.1	.1	9	62	.2	.2
SU '97	41	589	.1	.4	11	105	.1	.1	107	418	.2	.7	81	257	.1	.6	12	172	.2	.2
SP '97	9	221	.1	.1	5	40	.1	.1	15	83	.1	.1	30	150	.2	.2	1	16	.1	.1
WI '97	13	249	.1	.1	6	85	.1	.1	26	133	.2	.2	27	140	.2	.2	9	84	.2	.2
4-Book	19	349	.2	.2	7	82	.1	.1	47	206	.1	.3	39	161	.3	.3	8	84	.2	.2
FA '96	8	310	.1	.1	8	66	.1	.1	20	105	.1	.1	11	57	.1	.1	2	29	.1	.1
KIIS-FM																				
FA '97	429	10949	.7	3.8	657	5784	1.1	3.9	510	5074	.8	3.2	503	5479	.8	3.7	224	2995	.4	3.9
SU '97	443	10732	.7	4.0	602	5549	1.0	3.8	596	5619	1.0	3.8	575	5417	.9	4.4	228	3112	.4	3.8
SP '97	448	10442	.7	3.9	778	5733	1.3	4.7	540	4815	.9	3.3	514	5369	.8	3.8	193	2972	.3	3.3
WI '97	384	9398	.6	3.4	635	4957	1.0	3.8	502	4762	.8	3.0	476	5147	.8	3.5	169	2618	.3	3.1
4-Book	426	10380	.7	3.8	668	5506	1.1	4.1	537	5068	.9	3.3	517	5353	.8	3.9	204	2924	.4	3.5
FA '96	382	9915	.6	3.4	650	5165	1.1	3.9	458	4473	.7	2.9	472	4898	.8	3.5	199	2762	.3	3.6
KIKF-FM																				
FA '97	32	962	.1	.3	42	401	.1	.2	36	472	.1	.2	48	505	.1	.4	17	310	.3	.3
SU '97	44	666	.1	.4	67	324	.1	.4	86	394	.1	.5	51	378	.1	.4	17	283	.3	.3
SP '97	49	830	.1	.4	62	403	.1	.4	79	504	.1	.5	67	445	.1	.5	20	244	.3	.3
WI '97	48	729	.1	.4	78	451	.1	.5	83	417	.1	.5	65	497	.1	.5	12	236	.2	.2
4-Book	43	797	.1	.4	62	395	.1	.4	71	447	.1	.4	58	456	.1	.5	17	268	.3	.3
FA '96	36	692	.1	.3	49	290	.1	.3	54	382	.1	.3	49	396	.1	.4	11	238	.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 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	
KJLH-FM																				
FA '97	184	2630	.3	1.6	217	1254	.4	1.3	245	1419	.4	1.5	187	1337	.3	1.4	119	1091	.2	2.1
SU '97	137	2451	.2	1.2	166	1114	.3	1.0	169	1047	.3	1.1	146	1159	.2	1.1	93	988	.2	1.5
SP '97	184	2626	.3	1.6	239	1106	.4	1.4	285	1264	.5	1.7	172	1247	.3	1.3	123	1074	.2	2.1
WI '97	227	2787	.4	2.0	302	1528	.5	1.8	286	1346	.5	1.7	241	1502	.4	1.8	202	1311	.3	3.7
4-Book	183	2624	.3	1.6	231	1251	.4	1.4	246	1269	.4	1.5	187	1311	.3	1.4	134	1116	.2	2.4
FA '96	177	2811	.3	1.6	188	1306	.3	1.1	219	1285	.4	1.4	231	1513	.4	1.7	124	1137	.2	2.2
KKBT-FM																				
FA '97	588	8031	1.0	5.2	983	4431	1.6	5.8	715	4488	1.2	4.4	698	4493	1.1	5.1	324	2832	.5	5.6
SU '97	522	7517	.9	4.7	750	4026	1.2	4.7	624	4396	1.0	4.0	707	4622	1.2	5.4	343	3305	.6	5.7
SP '97	559	7551	.9	4.9	857	4531	1.4	5.1	624	4262	1.0	3.8	712	4279	1.2	5.3	349	2842	.6	6.0
WI '97	713	7880	1.2	6.3	1159	4810	1.9	7.0	949	4606	1.6	5.7	863	4782	1.4	6.3	349	2801	.6	6.3
4-Book	596	7745	1.0	5.3	937	4450	1.5	5.7	728	4438	1.2	4.5	745	4544	1.2	5.5	341	2945	.6	5.9
FA '96	617	7295	1.0	5.5	1071	4616	1.8	6.4	764	4043	1.2	4.8	777	4162	1.3	5.8	319	2681	.5	5.8
KKGO-FM																				
FA '97	112	2467	.2	1.0	95	1023	.2	.6	175	1137	.3	1.1	136	1205	.2	1.0	74	900	.1	1.3
SU '97	82	2197	.1	.7	84	894	.1	.5	128	837	.2	.8	89	867	.1	.7	68	874	.1	1.1
SP '97	72	2029	.1	.6	82	717	.1	.5	101	840	.2	.6	79	896	.1	.6	53	756	.1	.9
WI '97	82	2265	.1	.7	84	841	.1	.5	135	940	.2	.8	121	1157	.2	.9	58	952	.1	1.1
4-Book	87	2240	.1	.8	86	869	.1	.5	135	939	.2	.8	106	1031	.2	.8	63	871	.1	1.1
FA '96	93	2467	.2	.8	100	1115	.2	.6	130	1089	.2	.8	113	1151	.2	.8	76	896	.1	1.4
KKHJ-AM																				
FA '97	81	1746	.1	.7	85	668	.1	.5	60	552	.1	.4	102	586	.2	.8	116	588	.2	2.0
SU '97	122	2035	.2	1.1	185	843	.3	1.2	154	910	.3	1.0	159	845	.3	1.2	62	527	.1	1.0
SP '97	112	1993	.2	1.0	158	931	.3	.9	172	941	.3	1.1	109	696	.2	.8	80	556	.1	1.4
WI '97	142	2030	.2	1.2	247	1181	.4	1.5	167	902	.3	1.0	131	884	.2	1.0	80	562	.1	1.5
4-Book	114	1951	.2	1.0	169	906	.3	1.0	138	826	.3	.9	125	753	.2	1.0	85	558	.1	1.5
FA '96	168	2620	.3	1.5	380	1690	.6	2.3	218	1329	.4	1.4	160	846	.3	1.2	87	772	.1	1.6
KKLA-AM																				
FA '97	1	60				15			1	17										
SU '97	1	57			5	29			1	30				14						
SP '97		31			1	14				17				17						
WI '97		24			1	14														
4-Book	1	43			2	18			1	16				8						
FA '96	6	66		.1	5	41			14	23		.1	7	39		.1		11		
KKLA-FM																				
FA '97	34	1064	.1	.3	96	784	.2	.6	21	377		.1	51	506	.1	.4	16	269		.3
SU '97	46	874	.1	.4	114	617	.2	.7	57	428	.1	.4	52	419	.1	.4	22	221		.4
SP '97	49	1031	.1	.4	96	607	.2	.6	74	337	.1	.5	85	532	.1	.6	11	185		.2
WI '97	39	976	.1	.3	86	645	.1	.5	50	346	.1	.3	53	563	.1	.4	11	212		.2
4-Book	42	986	.1	.4	98	663	.2	.6	51	372	.1	.3	60	505	.1	.5	15	222		.3
FA '96	45	1136	.1	.4	84	719	.1	.5	46	516	.1	.3	71	504	.1	.5	24	267		.4
KLAC-AM																				
FA '97	38	955	.1	.3	38	270	.1	.2	36	345	.1	.2	57	517	.1	.4	39	367	.1	.7
SU '97	43	1023	.1	.4	68	341	.1	.4	56	432	.1	.4	54	462	.1	.4	19	324		.3
SP '97	45	1015	.1	.4	37	233	.1	.2	62	319	.1	.4	79	522	.1	.6	31	452	.1	.5
WI '97	53	1366	.1	.5	62	384	.1	.4	72	394	.1	.4	55	567	.1	.4	43	529	.1	.8
4-Book	45	1090	.1	.4	51	307	.1	.3	57	373	.1	.4	61	517	.1	.5	33	418	.1	.6
FA '96	46	1181	.1	.4	50	356	.1	.3	87	341	.1	.5	48	531	.1	.4	29	492		.5
KLAX-FM																				
FA '97	296	4770	.5	2.6	317	2003	.5	1.9	368	2464	.6	2.3	405	2583	.7	3.0	171	1426	.3	3.0
SU '97	317	5217	.5	2.8	438	2624	.7	2.8	416	2770	.7	2.6	370	2645	.6	2.8	160	1418	.3	2.6
SP '97	355	5784	.6	3.1	511	2968	.8	3.1	500	3338	.8	3.1	361	2745	.6	2.7	164	1585	.3	2.8
WI '97	449	5827	.7	3.9	652	3216	1.1	3.9	584	3299	1.0	3.5	525	3272	.9	3.8	175	1633	.3	3.2
4-Book	354	5400	.6	3.1	480	2703	.8	2.9	467	2968	.8	2.9	415	2811	.7	3.1	168	1516	.3	2.9
FA '96	547	7131	.9	4.9	788	3996	1.3	4.7	740	3822	1.2	4.6	565	3984	.9	4.2	233	2301	.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 18-49																				
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																				
FA '97	405	8754	.7	3.6	667	4265	1.1	3.9	492	4129	.8	3.1	484	5063	.8	3.6	263	3414	.4	4.5
SU '97	463	8587	.8	4.2	722	4357	1.2	4.6	630	4901	1.0	4.0	515	5109	.8	3.9	258	3223	.4	4.3
SP '97	504	8463	.8	4.4	884	4674	1.4	5.3	659	4265	1.1	4.0	588	4772	1.0	4.4	268	3204	.4	4.6
WI '97	457	8437	.7	4.0	771	4577	1.3	4.6	565	4209	.9	3.4	519	4767	.8	3.8	268	3288	.4	4.9
4-Book	457	8560	.8	4.1	761	4468	1.3	4.6	587	4376	1.0	3.6	527	4928	.9	3.9	264	3282	.4	4.6
FA '96	392	7702	.6	3.5	561	3726	.9	3.4	545	3942	.9	3.4	463	4195	.8	3.5	259	2725	.4	4.7
KRRA-AM																				
FA '97	26	504	.2	.2	56	193	.1	.3	47	235	.1	.3	13	86	.1	.1	4	54	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	37	512	.1	.3	42	284	.1	.3	57	307	.1	.3	40	255	.1	.3	25	204	.4	.4
WI '97	41	690	.1	.4	56	331	.1	.3	57	352	.1	.3	49	346	.1	.4	27	175	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	46	675	.1	.4	86	295	.1	.5	80	311	.1	.5	48	340	.1	.4	7	106	.1	.1
KRTH-FM																				
FA '97	444	8997	.7	3.9	637	4548	1.0	3.8	748	4554	1.2	4.7	523	4328	.8	3.9	160	2202	.3	2.8
SU '97	391	8723	.6	3.5	475	3479	.8	3.0	644	4093	1.1	4.1	472	4238	.8	3.6	166	2028	.3	2.7
SP '97	438	9029	.7	3.8	535	3905	.9	3.2	697	4267	1.1	4.3	524	4231	.9	3.9	199	2397	.3	3.4
WI '97	362	7887	.6	3.2	517	3583	.8	3.1	576	3718	.9	3.5	462	4092	.8	3.4	122	1879	.2	2.2
4-Book	409	8659	.7	3.6	541	3879	.9	3.3	666	4158	1.1	4.2	495	4222	.8	3.7	162	2127	.3	2.8
FA '96	430	8150	.7	3.8	580	3811	.9	3.5	628	3992	1.0	3.9	549	4288	.9	4.1	200	2236	.3	3.6
KSCA-FM																				
FA '97	725	7137	1.2	6.4	1467	5000	2.4	8.7	1115	4618	1.8	6.9	481	3103	.8	3.5	210	1923	.3	3.6
SU '97	673	7406	1.1	6.0	1468	4953	2.4	9.3	895	4882	1.5	5.7	533	3377	.9	4.0	237	2012	.4	3.9
SP '97	641	7029	1.0	5.6	1244	4799	2.0	7.5	821	4429	1.3	5.0	566	3548	.9	4.2	262	2137	.4	4.5
WI '97	491	4854	.8	4.3	578	2652	.9	3.5	683	2897	1.1	4.1	532	3112	.9	3.9	283	1977	.5	5.1
4-Book	633	6607	1.0	5.6	1189	4351	1.9	7.3	879	4207	1.4	5.4	528	3285	.9	3.9	248	2012	.4	4.3
FA '96	176	3308	.3	1.6	192	1530	.3	1.1	279	1848	.5	1.7	246	2073	.4	1.8	74	1059	.1	1.3
+KSSE-FM																				
FA '97	181	2960	.3	1.6	190	1415	.3	1.1	242	1733	.4	1.5	242	1736	.4	1.8	115	1138	.2	2.0
SU '97	192	3242	.3	1.7	190	1408	.3	1.2	252	1806	.4	1.6	228	1755	.4	1.7	129	1393	.2	2.1
SP '97	110	1983	.2	1.0	116	742	.2	.7	161	1098	.3	1.0	118	946	.2	.9	61	615	.1	1.0
WI '97	56	1224	.1	.5	74	485	.1	.4	94	629	.2	.6	66	583	.1	.5	24	315	.4	.4
4-Book	135	2352	.2	1.2	143	1013	.2	.9	187	1317	.3	1.2	164	1255	.3	1.2	82	865	.1	1.4
FA '96	70	1654	.1	.6	109	700	.2	.7	118	926	.2	.7	58	666	.1	.4	16	347	.3	.3
KTNQ-AM																				
FA '97	280	3394	.5	2.5	426	1611	.7	2.5	294	1529	.5	1.8	367	1588	.6	2.7	243	1297	.4	4.2
SU '97	270	3421	.4	2.4	405	1476	.7	2.6	326	1630	.5	2.1	386	1864	.6	2.9	200	1272	.3	3.3
SP '97	324	3279	.5	2.8	496	1702	.8	3.0	412	1606	.7	2.5	415	1816	.7	3.1	215	1325	.4	3.7
WI '97	274	3227	.4	2.4	464	1718	.8	2.8	345	1514	.6	2.1	313	1434	.5	2.3	186	1104	.3	3.4
4-Book	287	3330	.5	2.5	448	1627	.8	2.7	344	1570	.6	2.1	370	1676	.6	2.8	211	1250	.4	3.7
FA '96	337	3375	.6	3.0	510	1664	.8	3.1	391	1494	.6	2.5	382	1670	.6	2.9	295	1700	.5	5.3
KTWV-FM																				
FA '97	373	5677	.6	3.3	392	2493	.6	2.3	635	2693	1.0	3.9	467	3126	.8	3.4	196	1963	.3	3.4
SU '97	367	5857	.6	3.3	436	2618	.7	2.8	584	2992	1.0	3.7	475	3224	.8	3.6	190	1982	.3	3.1
SP '97	406	5872	.7	3.6	494	2814	.8	3.0	653	3023	1.1	4.0	518	3215	.8	3.9	173	1600	.3	3.0
WI '97	454	5831	.7	4.0	502	3042	.8	3.0	795	2992	1.3	4.8	626	3600	1.0	4.6	174	1915	.3	3.2
4-Book	400	5809	.7	3.6	456	2742	.7	2.8	667	2925	1.1	4.1	522	3291	.9	3.9	183	1865	.3	3.2
FA '96	399	5768	.7	3.6	491	3039	.8	2.9	628	2917	1.0	3.9	523	3223	.9	3.9	210	2228	.3	3.8
KWKW-AM																				
FA '97	83	1091	.1	.7	139	529	.2	.8	149	523	.2	.9	70	492	.1	.5	29	196	.1	.5
SU '97	63	1074	.1	.6	107	514	.2	.7	90	556	.1	.6	35	248	.1	.3	37	237	.1	.6
SP '97	102	1450	.2	.9	172	760	.3	1.0	128	656	.2	.8	70	423	.1	.5	49	350	.1	.8
WI '97	130	1895	.2	1.1	229	1065	.4	1.4	247	1125	.4	1.5	110	643	.2	.8	31	248	.1	.6
4-Book	95	1378	.2	.8	162	717	.3	1.0	154	715	.2	1.0	71	452	.1	.5	37	258	.1	.6
FA '96	194	2245	.3	1.7	340	1252	.6	2.0	400	1368	.7	2.5	144	852	.2	1.1	36	402	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 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	
KWVE-FM																				
FA '97	53	1199	.1	.5	87	676	.1	.5	72	481	.1	.4	65	568	.1	.5	21	378	.4	
SU '97	75	1243	.1	.7	90	687	.1	.6	79	602	.1	.5	110	762	.2	.8	48	455	.1	.8
SP '97	58	1419	.1	.5	88	841	.1	.5	62	640	.1	.4	52	617	.1	.4	58	537	.1	1.0
WI '97	66	1105	.1	.6	95	589	.2	.6	98	546	.2	.6	103	597	.2	.8	20	353		.4
4-Book	63	1242	.1	.6	90	698	.1	.6	78	567	.1	.5	83	636	.2	.6	37	431	.1	.7
FA '96	46	1112	.1	.4	64	576	.1	.4	56	549	.1	.4	69	606	.1	.5	27	293		.5
KXMG-AM																				
FA '97	62	691	.1	.5	98	328	.2	.6	68	321	.1	.4	58	282	.1	.4	42	195	.1	.7
SU '97	170	1764	.3	1.5	213	1065	.3	1.3	286	1009	.5	1.8	201	977	.3	1.5	81	590	.1	1.3
SP '97	100	1523	.2	.9	110	739	.2	.7	136	939	.2	.8	116	945	.2	.9	68	477	.1	1.2
WI '97	144	1625	.2	1.3	132	761	.2	.8	206	885	.3	1.2	201	953	.3	1.5	91	573	.1	1.7
4-Book	119	1401	.2	1.1	138	723	.2	.9	174	789	.3	1.1	144	789	.2	1.1	71	459	.1	1.2
FA '96	122	1476	.2	1.1	169	684	.3	1.0	177	824	.3	1.1	117	783	.2	.9	63	635	.1	1.1
KYSR-FM																				
FA '97	423	8947	.7	3.7	522	4317	.8	3.1	724	4926	1.2	4.5	551	5492	.9	4.1	184	3004	.3	3.2
SU '97	391	8761	.6	3.5	379	3734	.6	2.4	568	4533	.9	3.6	573	5206	.9	4.3	192	2863	.3	3.2
SP '97	402	8572	.7	3.5	464	4020	.8	2.8	635	4660	1.0	3.9	516	5135	.8	3.8	183	2687	.3	3.1
WI '97	318	7740	.5	2.8	404	3732	.7	2.4	549	3944	.9	3.3	425	4064	.7	3.1	123	2149	.2	2.2
4-Book	384	8505	.6	3.4	442	3951	.7	2.7	619	4516	1.0	3.8	516	4974	.8	3.8	171	2676	.3	2.9
FA '96	338	6983	.6	3.0	456	3719	.7	2.7	584	3781	1.0	3.7	476	4078	.8	3.6	99	1964	.2	1.8
KZLA-FM																				
FA '97	268	4025	.4	2.4	389	2298	.6	2.3	359	2111	.6	2.2	360	2617	.6	2.7	103	1394	.2	1.8
SU '97	274	3535	.4	2.5	343	2057	.6	2.2	425	2138	.7	2.7	356	2430	.6	2.7	114	1291	.2	1.9
SP '97	284	3744	.5	2.5	384	2067	.6	2.3	446	2102	.7	2.7	362	2203	.6	2.7	101	1296	.2	1.7
WI '97	243	3778	.4	2.1	365	2311	.6	2.2	383	2149	.6	2.3	291	2460	.5	2.1	68	1188	.1	1.2
4-Book	267	3771	.4	2.4	370	2183	.6	2.3	403	2125	.7	2.5	342	2428	.6	2.6	97	1292	.2	1.7
FA '96	266	3758	.4	2.4	352	2099	.6	2.1	428	2175	.7	2.7	322	2320	.5	2.4	92	1256	.2	1.7
KFRG-FM																				
FA '97	31	1021	.1	.3	33	429	.1	.2	36	521	.1	.2	49	537	.1	.4	13	272		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	32	1089	.1	.3	21	346		.1	59	446	.1	.4	42	596	.1	.3	20	333		.4
XTRA-AM																				
FA '97	88	2227	.1	.8	103	831	.2	.6	149	993	.2	.9	131	1181	.2	1.0	36	521	.1	.6
SU '97	78	1675	.1	.7	68	640	.1	.4	198	951	.3	1.3	106	933	.2	.8	23	284		.4
SP '97	92	1837	.2	.8	142	867	.2	.9	222	979	.4	1.4	115	1054	.2	.9	11	299		.2
WI '97	98	2053	.2	.9	118	886	.2	.7	200	1017	.3	1.2	157	1153	.3	1.1	21	476		.4
4-Book	89	1948	.2	.8	108	806	.2	.7	192	985	.3	1.2	127	1080	.2	1.0	23	395		.4
FA '96	115	2226	.2	1.0	124	834	.2	.7	236	1308	.4	1.5	171	1315	.3	1.3	28	514		.5
TOTALS																				
FA '97	11355	59861	18.4		16887	52483	27.3		16081	47980	26.0		13559	50857	22.0		5790	36073	9.4	
SU '97	11148	59135	18.2		15846	51412	25.9		15763	48268	25.8		13190	51051	21.6		6061	37062	9.9	
SP '97	11435	58957	18.7		16654	52619	27.2		16311	47675	26.7		13419	50944	21.9		5812	35907	9.5	
WI '97	11371	59008	18.6		16583	51910	27.1		16571	47978	27.1		13656	51164	22.3		5500	34511	9.0	
4-Book	11327	59240	18.5		16493	52106	26.9		16182	47975	26.4		13456	51004	22.0		5791	35888	9.5	
FA '96	11210	58865	18.3		16698	52142	27.3		15949	47627	26.1		13359	50234	21.8		5547	35647	9.1	

** 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																				
FA '97	231	2358	.4	1.5	78	1097	.1	1.0	88	320	.1	1.0	130	417	.2	1.0	104	287	.2	1.2
4-Book	210	2459	.4	1.4	75	1071	.1	1.0	97	303	.2	1.1	102	325	.2	.8	70	231	.1	.8
KACD-FM																				
FA '97	74	1334	.1	.5	55	797	.1	.7	34	126	.1	.4	105	281	.2	.8	72	257	.1	.8
4-Book	76	1258	.1	.5	55	802	.1	.7	31	112	.1	.4	89	314	.2	.7	73	256	.1	.8
KBCD-FM																				
FA '97	30	522	.2		25	281		.3	10	31		.1	49	112	.1	.4	27	98		.3
4-Book	30	530	.2		21	284		.3	19	49		.2	39	120	.1	.3	26	90		.3
KACE-FM																				
FA '97	149	1537	.2	1.0	86	1052	.1	1.1	113	318	.2	1.3	134	482	.2	1.1	103	352	.2	1.2
4-Book	135	1549	.2	.9	76	977	.1	1.0	74	201	.1	.8	136	416	.2	1.1	98	308	.2	1.1
KRTD-FM																				
FA '97	33	526	.1	.2	21	404		.3	18	114		.2	31	144	.1	.2	29	153		.3
4-Book	79	739	.2	.5	48	519	.1	.7	46	146	.1	.5	79	219	.1	.6	65	201	.1	.7
KBIG-FM																				
FA '97	510	5505	.8	3.3	219	3478	.4	2.9	199	732	.3	2.3	333	1136	.5	2.7	270	871	.4	3.0
4-Book	511	5590	.8	3.3	200	3333	.4	2.6	171	657	.3	2.0	325	1127	.5	2.5	202	741	.3	2.3
+KBUA-FM																				
FA '97	44	402	.1	.3	21	267		.3	36	93	.1	.4	57	163	.1	.5	14	74		.2
4-Book	36	466	.1	.3	20	245		.3	25	65	.1	.3	40	112	.1	.3	16	56		.2
KBUE-FM																				
FA '97	268	3041	.4	1.7	207	2171	.3	2.7	320	705	.5	3.7	328	1009	.5	2.6	236	619	.4	2.7
4-Book	277	3213	.5	1.8	189	2073	.3	2.4	257	623	.4	3.0	322	907	.5	2.5	225	621	.4	2.5
KCBS-FM																				
FA '97	579	7004	.9	3.7	232	4143	.4	3.0	239	962	.4	2.7	476	1901	.8	3.8	303	1181	.5	3.4
4-Book	543	6307	.9	3.5	233	3769	.4	3.0	239	893	.4	2.8	453	1703	.8	3.5	289	1046	.5	3.2
KFI -AM																				
FA '97	444	4306	.7	2.9	78	1405	.1	1.0	146	516	.2	1.7	142	463	.2	1.1	66	189	.1	.7
4-Book	489	4293	.8	3.2	99	1602	.2	1.3	182	644	.3	2.1	224	721	.4	1.7	80	281	.2	.9
KFSG-FM																				
FA '97	61	1000	.1	.4	27	545		.4	38	125	.1	.4	16	102		.1	26	101		.3
4-Book	65	976	.1	.4	36	568	.1	.5	47	153	.1	.5	44	162	.1	.4	43	119	.1	.5
KFWB-AM																				
FA '97	209	4089	.3	1.3	70	1790	.1	.9	109	555	.2	1.3	84	464	.1	.7	83	427	.1	.9
4-Book	173	3647	.3	1.1	57	1537	.1	.7	98	490	.2	1.2	78	444	.1	.6	61	318	.1	.7
KIBB-FM																				
FA '97	291	4870	.5	1.9	139	2738	.2	1.8	150	508	.2	1.7	201	1028	.3	1.6	197	824	.3	2.2
4-Book	326	4680	.5	2.1	158	2663	.3	2.1	136	541	.2	1.6	283	1109	.5	2.2	211	842	.4	2.3
KIEV-AM																				
FA '97	22	277		.1	4	161		.1	4	40		.1	9	51		.1	6	48		.1
4-Book	32	297		.2	5	123		.1	4	21		.1	14	57		.1	11	46		.1
KIIS-FM																				
FA '97	553	9212	.9	3.6	349	5788	.6	4.6	387	1499	.6	4.4	605	2425	1.0	4.8	454	1717	.7	5.1
4-Book	571	8916	1.0	3.7	319	5306	.5	4.1	338	1334	.6	3.9	576	2208	.9	4.5	395	1499	.6	4.4
KIKF-FM																				
FA '97	42	758	.1	.3	27	513		.4	54	139	.1	.6	43	132	.1	.3	22	145		.2
4-Book	64	680	.1	.5	25	353		.3	35	109	.1	.4	45	126	.1	.4	26	124		.3
KJLH-FM																				
FA '97	219	2146	.4	1.4	165	1732	.3	2.2	88	281	.1	1.0	203	619	.3	1.6	180	490	.3	2.0
4-Book	223	2093	.4	1.5	144	1573	.3	1.9	99	308	.2	1.1	180	551	.3	1.4	155	403	.3	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	792	7002	1.3	5.1	404	4581	.7	5.3	372	1057	.6	4.3	623	1908	1.0	5.0	585	1563	.9	6.6
4-Book	798	6850	1.3	5.2	408	4308	.7	5.3	400	1122	.7	4.6	700	1979	1.2	5.4	545	1519	.9	6.0
KKGO-FM																				
FA '97	138	1906	.2	.9	91	1390	.1	1.2	64	320	.1	.7	116	334	.2	.9	82	316	.1	.9
4-Book	111	1691	.2	.7	60	1034	.1	.8	45	204	.1	.5	73	266	.1	.6	70	260	.1	.8
KKHJ-AM																				
FA '97	80	1226	.1	.5	56	708	.1	.7	68	154	.1	.8	68	216	.1	.5	7	44	.1	.1
4-Book	144	1559	.2	1.0	82	817	.1	1.1	127	279	.2	1.5	124	309	.2	.9	58	145	.1	.7
KKLA-AM																				
FA '97		33			1	27											1	15		
4-Book	1	34				10			1	3								4		
KKLA-FM																				
FA '97	53	952	.1	.3	13	368		.2	29	106		.3	16	72		.1	8	37		.1
4-Book	68	892	.1	.4	14	329		.2	23	80		.3	25	81		.2	9	35		.1
KLAC-AM																				
FA '97	43	725	.1	.3	27	385		.4	13	44		.1	40	116	.1	.3	28	87		.3
4-Book	57	756	.1	.4	32	480	.1	.4	27	68	.1	.3	45	143	.1	.4	35	113	.1	.4
KLAX-FM																				
FA '97	364	4004	.6	2.3	261	2746	.4	3.4	313	847	.5	3.6	341	1053	.6	2.7	245	722	.4	2.8
4-Book	455	4653	.8	2.9	303	3043	.5	3.9	403	1026	.7	4.7	484	1294	.8	3.7	351	876	.6	3.9
KLOS-FM																				
FA '97	603	6588	1.0	3.9	226	3256	.4	3.0	220	830	.4	2.5	437	1557	.7	3.5	274	1096	.4	3.1
4-Book	525	5940	.9	3.4	192	2926	.3	2.5	175	664	.3	2.0	361	1266	.6	2.8	241	897	.4	2.7
KLSX-FM																				
FA '97	714	5176	1.2	4.6	97	1521	.2	1.3	117	354	.2	1.3	136	489	.2	1.1	75	291	.1	.8
4-Book	566	4564	1.0	3.7	91	1447	.2	1.2	93	309	.2	1.1	113	384	.2	.9	77	251	.1	.9
KLVE-FM																				
FA '97	1138	8036	1.8	7.3	591	5344	1.0	7.7	755	1882	1.2	8.7	988	2433	1.6	7.9	606	1550	1.0	6.8
4-Book	1117	8243	1.8	7.3	605	5620	1.0	7.8	849	2121	1.4	9.8	1006	2460	1.7	7.8	587	1542	1.0	6.5
KLYY-FM																				
FA '97	188	3862	.3	1.2	86	2283	.1	1.1	60	319	.1	.7	143	784	.2	1.1	132	659	.2	1.5
4-Book	185	3722	.3	1.2	101	2156	.2	1.3	54	277	.1	.6	162	808	.3	1.3	132	624	.2	1.5
KNX -AM																				
FA '97	159	3350	.3	1.0	57	1718	.1	.7	64	327	.1	.7	66	484	.1	.5	63	290	.1	.7
4-Book	170	3588	.3	1.1	67	1595	.1	.8	106	439	.2	1.2	88	464	.1	.7	66	313	.1	.8
KOST-FM																				
FA '97	643	6663	1.0	4.1	291	4098	.5	3.8	282	919	.5	3.2	495	1505	.8	3.9	289	928	.5	3.3
4-Book	599	6766	1.0	3.9	282	4107	.5	3.6	246	847	.4	2.8	431	1435	.7	3.4	307	1053	.5	3.4
KPWR-FM																				
FA '97	558	8017	.9	3.6	377	4833	.6	4.9	304	878	.5	3.5	658	1998	1.1	5.2	486	1399	.8	5.5
4-Book	545	8211	.9	3.5	373	5158	.6	4.8	289	1018	.5	3.4	606	2093	1.0	4.7	470	1512	.8	5.2
KRLA-AM																				
FA '97	81	1243	.1	.5	80	908	.1	1.0	74	233	.1	.9	62	237	.1	.5	91	294	.1	1.0
4-Book	110	1332	.2	.7	89	970	.2	1.2	84	240	.1	1.0	129	322	.2	1.0	94	278	.2	1.1
KROQ-FM																				
FA '97	543	7360	.9	3.5	254	4691	.4	3.3	269	1142	.4	3.1	376	1844	.6	3.0	334	1363	.5	3.8
4-Book	622	7370	1.0	4.0	295	4672	.5	3.8	282	1078	.5	3.3	492	1927	.8	3.8	375	1371	.6	4.2
KRRA-AM																				
FA '97	39	371	.1	.3	19	244		.2	15	48		.2	44	117	.1	.4	23	47		.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

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
KRTH-FM FA '97 4-Book	645 575	7526 7016	1.0 1.0	4.1 3.7	278 280	3998 4126	.5 .5	3.6 3.6	300 303	958 980	.5 .5	3.4 3.5	556 548	1725 1764	.9 .9	4.4 4.2	316 358	1094 1201	.5 .6	3.6 4.0
KSCA-FM FA '97 4-Book	1028 866	6522 5981	1.7 1.4	6.6 5.6	534 477	4469 4079	.9 .8	7.0 6.2	1023 901	2185 1926	1.7 1.5	11.8 10.4	917 771	2301 2010	1.5 1.3	7.3 6.0	552 491	1329 1197	.9 .8	6.2 5.5
+KSSE-FM FA '97 4-Book	226 166	2506 1914	.4 .3	1.5 1.1	146 115	1779 1297	.2 .2	1.9 1.5	123 121	436 321	.2 .2	1.4 1.4	275 226	795 587	.4 .3	2.2 1.8	121 126	402 368	.2 .2	1.4 1.4
KTNQ-AM FA '97 4-Book	357 384	2900 2893	.6 .6	2.3 2.5	167 165	1857 1581	.3 .3	2.2 2.1	245 264	532 536	.4 .4	2.8 3.0	201 214	548 537	.3 .4	1.6 1.7	185 177	480 425	.3 .3	2.1 2.0
KTWV-FM FA '97 4-Book	509 558	4590 4799	.8 .9	3.3 3.6	252 266	2842 2977	.4 .5	3.3 3.5	240 231	728 755	.4 .4	2.8 2.7	393 442	1047 1179	.6 .7	3.1 3.4	294 346	789 931	.5 .6	3.3 3.8
KWKV-AM FA '97 4-Book	122 131	942 1136	.2 .2	.8 .9	49 69	525 643	.1 .1	.6 .9	132 152	274 285	.2 .3	1.5 1.8	69 126	207 291	.1 .2	.6 1.0	29 76	92 173	.1 .1	.3 .8
KWVE-FM FA '97 4-Book	75 83	931 1024	.1 .2	.5 .5	37 46	543 589	.1 .1	.5 .6	58 54	183 163	.1 .1	.7 .6	56 47	172 160	.1 .1	.4 .4	45 37	167 158	.1 .1	.5 .4
KXMG-AM FA '97 4-Book	74 154	531 1152	.1 .3	.5 1.0	56 91	417 764	.1 .2	.7 1.2	80 99	174 251	.1 .2	.9 1.1	75 157	163 359	.1 .3	.6 1.2	70 125	130 292	.1 .2	.8 1.4
KYSR-FM FA '97 4-Book	608 533	7814 7229	1.0 .9	3.9 3.5	253 262	4344 4287	.4 .4	3.3 3.4	232 231	1063 939	.4 .4	2.7 2.7	538 484	1983 1819	.9 .8	4.3 3.8	280 324	1206 1269	.5 .5	3.2 3.6
KZLA-FM FA '97 4-Book	369 374	3414 3290	.6 .6	2.4 2.4	199 192	2429 2187	.3 .3	2.6 2.5	193 212	598 661	.3 .4	2.2 2.4	389 370	1251 1130	.6 .6	3.1 2.9	269 243	871 820	.4 .4	3.0 2.7
KFRG-FM FA '97 4-Book	39 **	827 **	.1 **	.3 **	28 **	547 **	.4 **	.4 **	41 **	106 **	.1 **	.5 **	58 **	198 **	.1 **	.5 **	30 **	125 **	.3 **	.3 **
XTRA-AM FA '97 4-Book	129 147	1791 1703	.2 .3	.8 1.0	50 32	1042 654	.1 .1	.7 .4	74 49	221 158	.1 .1	.9 .6	60 46	225 201	.1 .1	.5 .4	81 46	283 157	.1 .1	.9 .5
TOTALS FA '97 4-Book	15551 15438	58895 58413	25.2 25.2		7636 7742	49073 48611	12.4 12.6		8699 8664	22091 22330	14.1 14.2		12534 12920	30796 30808	20.3 21.1		8863 9030	23158 23017	14.4 14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

	Persons 18-49																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	33	128	.1	.6	110	288	.2	1.9	52	235	.1	.6	58	185	.1	.8	60	242	.1	1.5
4-Book	42	142	.1	.8	79	202	.1	1.5	102	333	.2	1.1	80	261	.1	1.1	37	140	.1	.9
KACD-FM																				
FA '97	45	158	.1	.9	11	53		.2	58	263	.1	.6	54	190	.1	.8	54	232	.1	1.4
4-Book	52	172	.1	1.0	19	74		.4	67	254	.1	.7	58	186	.1	.8	47	183	.1	1.2
KBCD-FM																				
FA '97	36	61	.1	.7	11	48		.2	19	70		.2	34	118	.1	.5	13	41		.3
4-Book	21	65		.4	7	30		.1	25	82		.3	20	81		.3	6	30		.2
KACE-FM																				
FA '97	52	154	.1	1.0	57	181	.1	1.0	94	259	.2	1.0	70	238	.1	1.0	65	212	.1	1.6
4-Book	69	218	.1	1.3	41	111	.1	.8	65	240	.1	.7	71	231	.1	1.0	54	195	.1	1.3
KRTO-FM																				
FA '97	17	68		.3	16	84		.3	24	115		.3	27	93		.4	9	88		.2
4-Book	45	141	.1	.8	28	84	.1	.5	41	149	.1	.5	52	155	.1	.8	30	102		.8
KBIG-FM																				
FA '97	284	850	.5	5.4	118	412	.2	2.1	221	793	.4	2.5	197	697	.3	2.8	113	451	.2	2.8
4-Book	277	907	.5	5.1	101	386	.2	1.9	212	783	.4	2.3	178	627	.3	2.5	104	419	.2	2.6
+KBUA-FM																				
FA '97	2	16			7	45		.1	30	106		.3	1	11			15	41		.4
4-Book	9	34		.2	15	51		.3	26	99		.3	20	56		.3	11	42		.3
KBUE-FM																				
FA '97	148	449	.2	2.8	105	313	.2	1.8	270	664	.4	3.0	160	434	.3	2.3	91	297	.1	2.3
4-Book	126	386	.2	2.3	135	418	.3	2.5	205	614	.3	2.3	166	428	.3	2.4	83	288	.1	2.0
KCBS-FM																				
FA '97	116	546	.2	2.2	103	358	.2	1.8	286	1124	.5	3.2	222	899	.4	3.2	97	564	.2	2.4
4-Book	124	508	.2	2.3	119	458	.2	2.2	293	1088	.5	3.2	244	930	.4	3.4	93	467	.2	2.3
KFI -AM																				
FA '97	37	147	.1	.7	44	175	.1	.8	80	307	.1	.9	77	288	.1	1.1	38	179	.1	1.0
4-Book	36	128	.1	.7	72	243	.1	1.4	94	347	.2	1.0	63	229	.1	.9	43	162	.1	1.1
KFSG-FM																				
FA '97	28	130		.5	51	242	.1	.9	38	188	.1	.4	22	101		.3	5	46		.1
4-Book	23	105		.4	62	219	.1	1.1	39	153	.1	.4	22	87		.3	14	60		.4
KFWB-AM																				
FA '97	41	186	.1	.8	66	267	.1	1.2	70	359	.1	.8	87	351	.1	1.3	36	216	.1	.9
4-Book	25	152		.5	75	348	.1	1.4	57	321	.1	.6	47	222	.1	.7	28	169	.1	.7
KIBB-FM																				
FA '97	100	443	.2	1.9	136	391	.2	2.4	151	745	.2	1.7	127	634	.2	1.8	59	299	.1	1.5
4-Book	119	534	.2	2.2	89	362	.2	1.6	191	810	.3	2.1	152	603	.3	2.1	76	340	.1	1.9
KIEV-AM																				
FA '97	3	13		.1									11	40		.2	3	14		.1
4-Book	3	10		.1	1	3			3	22		.1	5	25		.1	1	7		
KIIS-FM																				
FA '97	194	824	.3	3.7	249	977	.4	4.4	403	1755	.7	4.5	336	1133	.5	4.8	168	714	.3	4.2
4-Book	172	819	.3	3.2	194	754	.3	3.6	429	1667	.7	4.7	312	1114	.5	4.4	129	629	.2	3.2
KIKF-FM																				
FA '97	12	58		.2	21	143		.4	38	221	.1	.4	21	98		.3	4	45		.1
4-Book	11	64		.2	11	75		.2	35	154	.1	.4	22	71		.3	9	45		.2
KJLH-FM																				
FA '97	137	373	.2	2.6	177	458	.3	3.1	294	697	.5	3.3	155	439	.3	2.2	73	152	.1	1.8
4-Book	127	356	.2	2.4	152	408	.3	2.8	226	631	.4	2.5	128	391	.2	1.8	74	215	.1	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	356	1096	.6	6.7	292	783	.5	5.1	365	1299	.6	4.1	402	1053	.7	5.8	243	866	.4	6.1
4-Book	362	1107	.6	6.6	242	671	.4	4.4	386	1236	.6	4.3	367	1072	.6	5.2	244	758	.4	6.0
KKGO-FM																				
FA '97	73	282	.1	1.4	79	285	.1	1.4	118	501	.2	1.3	122	353	.2	1.8	70	214	.1	1.8
4-Book	49	205	.1	.9	40	166	.7	.7	72	283	.1	.8	72	249	.1	1.0	55	200	.1	1.4
KKHJ-AM																				
FA '97	77	182	.1	1.5	55	123	.1	1.0	31	114	.1	.3	68	113	.1	1.0	67	169	.1	1.7
4-Book	66	181	.1	1.2	67	156	.1	1.3	90	214	.2	1.0	76	136	.1	1.1	47	135	.1	1.2
KKLA-AM																				
FA '97	5	11		.1													5	11		.1
4-Book	1	3															1	3		
KKLA-FM																				
FA '97	4	13		.1	25	124		.4	4	51		.1	4	15		.1	15	57		.4
4-Book	3	25		.1	31	143		.6	8	65		.1	7	41		.1	9	36		.2
KLAC-AM																				
FA '97	17	30		.3	1	12			31	91		.3	24	117		.3	53	160		1.3
4-Book	11	58		.2	12	49		.2	56	159		.6	28	126		.4	34	112		.9
KLAX-FM																				
FA '97	142	474	.2	2.7	312	854	.5	5.5	395	1140	.6	4.4	269	589	.4	3.9	92	235	.1	2.3
4-Book	165	500	.3	3.0	269	700	.5	5.0	362	1047	.6	4.0	284	649	.5	4.0	123	388	.2	3.0
KLOS-FM																				
FA '97	177	591	.3	3.3	112	420	.2	2.0	237	839	.4	2.6	264	866	.4	3.8	83	328	.1	2.1
4-Book	118	490	.2	2.2	95	375	.2	1.8	202	746	.3	2.2	224	771	.4	3.2	114	383	.2	2.8
KLSX-FM																				
FA '97	21	93		.4	163	482	.3	2.9	218	695	.4	2.4	39	191	.1	.6	10	81		.3
4-Book	40	127		.8	116	373		2.2	199	639		2.2	60	212		.9	25	97		.6
KLVE-FM																				
FA '97	457	1273	.7	8.6	505	1343	.8	8.9	700	1868	1.1	7.8	374	1101	.6	5.4	319	985	.5	8.0
4-Book	478	1306	.8	8.8	528	1473	.9	9.8	715	1944	1.2	7.9	406	1111	.7	5.7	264	872	.4	6.5
KLYY-FM																				
FA '97	62	427	.1	1.2	31	203	.1	.5	114	684	.2	1.3	99	415	.2	1.4	43	251	.1	1.1
4-Book	73	368	.1	1.4	46	208	.1	.8	138	669	.2	1.5	127	525	.2	1.8	62	322	.1	1.5
KNX -AM																				
FA '97	31	186	.1	.6	30	174		.5	73	400	.1	.8	52	231	.1	.7	70	358	.1	1.8
4-Book	48	241	.1	.9	64	288	.1	1.2	63	323	.1	.7	52	250	.1	.7	51	277	.1	1.3
KOST-FM																				
FA '97	262	1009	.4	5.0	193	652	.3	3.4	325	1061	.5	3.6	251	980	.4	3.6	201	819	.3	5.0
4-Book	310	1152	.5	5.7	168	593	.3	3.2	307	1056	.5	3.4	226	819	.4	3.2	223	868	.4	5.5
KPWR-FM																				
FA '97	396	1221	.6	7.5	202	714	.3	3.5	406	1435	.7	4.5	324	950	.5	4.7	202	836	.3	5.1
4-Book	386	1310	.6	7.1	203	688	.3	3.8	393	1461	.7	4.3	332	1072	.5	4.7	271	928	.5	6.7
KRLA-AM																				
FA '97	77	154	.1	1.5	35	116	.1	.6	55	166	.1	.6	135	320	.2	1.9	112	279	.2	2.8
4-Book	85	221	.1	1.6	34	111	.1	.6	90	244	.1	1.0	91	263	.2	1.3	95	280	.2	2.4
KROQ-FM																				
FA '97	176	905	.3	3.3	146	571	.2	2.6	321	1505	.5	3.6	199	945	.3	2.9	196	824	.3	4.9
4-Book	227	942	.4	4.2	145	589	.3	2.7	333	1436	.5	3.7	295	1168	.5	4.1	193	798	.3	4.8
KRRA-AM																				
FA '97	14	14		.3	28	96		.5	21	71		.2	7	26		.1	**	**		**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KRTH-FM																						
FA '97		82	342	.1	1.6	192	625	.3	3.4	338	1198	.5	3.8	301	961	.5	4.3	139	511	.2	3.5	
4-Book		128	533	.2	2.4	166	593	.3	3.1	341	1217	.6	3.8	277	901	.5	3.9	116	528	.2	2.8	
KSCA-FM																						
FA '97		217	697	.4	4.1	551	1291	.9	9.7	601	1486	1.0	6.7	293	726	.5	4.2	174	520	.3	4.4	
4-Book		202	653	.4	3.7	453	1065	.7	8.4	545	1453	.9	6.0	328	809	.5	4.6	178	524	.3	4.4	
+KSSE-FM																						
FA '97		151	467	.2	2.9	69	296	.1	1.2	184	613	.3	2.0	116	411	.2	1.7	97	345	.2	2.4	
4-Book		100	312	.1	1.9	64	213	.1	1.2	127	382	.2	1.4	93	278	.2	1.3	51	195	.1	1.3	
KTNQ-AM																						
FA '97		134	327	.2	2.5	50	140	.1	.9	160	426	.3	1.8	234	523	.4	3.4	135	367	.2	3.4	
4-Book		126	358	.2	2.3	110	239	.2	2.0	162	415	.3	1.8	166	395	.3	2.3	107	319	.2	2.7	
KTWV-FM																						
FA '97		165	575	.3	3.1	140	486	.2	2.5	351	1086	.6	3.9	269	790	.4	3.9	152	492	.2	3.8	
4-Book		193	644	.3	3.6	152	547	.3	2.8	323	1044	.5	3.6	253	722	.4	3.6	171	563	.3	4.2	
KWKV-AM																						
FA '97		34	90	.1	.6	75	136	.1	1.3	29	94	.3	.3	25	59	.4	.4	15	44	.4	.4	
4-Book		32	101	.1	.6	62	115	.1	1.1	56	122	.1	.6	35	88	.5	.5	22	82	.5	.5	
KWVE-FM																						
FA '97		18	85	.3	.3	36	125	.1	.6	35	232	.1	.4	22	124	.3	.3	26	107	.7	.7	
4-Book		27	108	.5	.5	50	160	.1	.9	66	225	.1	.7	52	155	.1	.7	36	137	.1	.9	
KXMG-AM																						
FA '97		50	110	.1	.9	46	91	.1	.8	53	95	.1	.6	51	117	.1	.7	29	80	.7	.7	
4-Book		62	144	.1	1.1	68	161	.1	1.3	102	219	.2	1.1	77	155	.2	1.1	42	131	.1	1.0	
KYSR-FM																						
FA '97		161	652	.3	3.0	144	668	.2	2.5	347	1570	.6	3.9	222	850	.4	3.2	76	469	.1	1.9	
4-Book		158	743	.3	2.9	133	560	.2	2.4	359	1402	.6	3.9	277	1071	.5	3.9	111	590	.2	2.7	
KZLA-FM																						
FA '97		56	230	.1	1.1	167	577	.3	2.9	268	960	.4	3.0	197	538	.3	2.8	63	355	.1	1.6	
4-Book		72	309	.1	1.3	126	438	.2	2.3	251	840	.4	2.8	191	614	.3	2.7	72	340	.1	1.8	
KFRG-FM																						
FA '97		15	62	.3	.3	26	128	.5	.5	28	152	.3	.3	24	139	.3	.3	2	15	.1	.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
FA '97		27	152	.5	.5	45	160	.1	.8	63	314	.1	.7	48	237	.1	.7	12	86	.3	.3	
4-Book		15	79	.3	.3	32	112	.1	.6	36	174	.1	.4	29	129	.4	.4	9	68	.3	.3	
TOTALS																						
FA '97		5284	15486	8.6		5694	15809	9.2		8995	24554	14.6		6953	18281	11.3		3992	12886	6.5		
4-Book		5435	16023	8.9		5407	15421	8.8		9130	24133	14.9		7121	18348	11.6		4063	12790	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

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																				
FA '97	147	2651	.3	1.6	204	1224	.4	1.5	231	1275	.5	1.8	216	1360	.4	2.0	68	647	.1	1.6
SU '97	154	3089	.3	1.7	190	1052	.4	1.4	199	1153	.4	1.5	191	1592	.4	1.8	135	1124	.3	3.1
SP '97	138	2910	.3	1.5	137	1095	.3	1.0	249	1446	.5	1.9	208	1483	.4	1.9	88	913	.2	2.1
WI '97	130	2658	.3	1.4	199	1312	.4	1.4	201	1379	.4	1.5	191	1484	.4	1.7	55	630	.1	1.4
4-Book	142	2827	.3	1.6	183	1171	.4	1.3	220	1313	.5	1.7	202	1480	.4	1.9	87	829	.2	2.1
FA '96	163	3074	.3	1.8	253	1508	.5	1.8	269	1567	.6	2.0	221	1504	.5	2.0	58	673	.1	1.4
KACD-FM																				
FA '97	33	880	.1	.4	26	359	.1	.2	49	481	.1	.4	44	552	.1	.4	12	233		.3
SU '97	46	970	.1	.5	46	358	.1	.3	54	447	.1	.4	66	428	.1	.6	30	303	.1	.7
SP '97	48	947	.1	.5	37	418	.1	.3	60	486	.1	.5	75	459	.2	.7	32	283	.1	.8
WI '97	46	1117	.1	.5	45	475	.1	.3	60	549	.1	.4	69	589	.1	.6	29	398	.1	.7
4-Book	43	979	.1	.5	39	403	.1	.3	56	491	.1	.4	64	507	.1	.6	26	304	.1	.6
FA '96	54	865	.1	.6	59	425	.1	.4	62	346	.1	.5	64	558	.1	.6	48	417	.1	1.2
KBCD-FM																				
FA '97	10	326		.1	12	160		.1	9	176		.1	22	218		.2	3	92		.1
SU '97	24	455		.3	33	222		.3	44	239		.3	29	234		.1	10	165		.2
SP '97	11	295		.1	33	197		.2	3	41		.1	13	149		.1	3	65		.1
WI '97	7	386		.1	9	105		.1	7	98		.1	5	120		.1	6	109		.2
4-Book	13	366		.2	22	171		.2	16	139		.1	17	180		.2	6	108		.2
FA '96	16	380		.2	23	152		.2	26	181		.1	17	194		.2	4	96		.1
KACE-FM																				
FA '97	114	1701	.2	1.2	123	745	.3	.9	150	850	.3	1.1	155	989	.3	1.4	87	639	.2	2.1
SU '97	112	1949	.2	1.2	156	821	.3	1.2	146	1031	.3	1.1	139	1144	.3	1.3	77	794	.2	1.7
SP '97	83	1509	.2	.9	88	698	.2	.6	108	768	.2	.8	111	825	.2	1.0	70	555	.1	1.7
WI '97	94	1578	.2	1.0	120	728	.2	.9	120	740	.2	.9	108	818	.2	1.0	69	436	.1	1.8
4-Book	101	1684	.2	1.1	122	748	.3	.9	131	847	.3	1.0	128	944	.3	1.2	76	606	.2	1.8
FA '96	100	1663	.2	1.1	115	788	.2	.8	149	860	.3	1.1	99	832	.2	.9	67	681	.1	1.6
KRTO-FM																				
FA '97	23	608		.3	17	183		.1	27	278		.1	45	336		.1	16	232		.4
SU '97	28	410		.3	37	167		.3	50	260		.1	25	223		.1	17	201		.4
SP '97	53	603		.6	81	257		.6	91	381		.2	43	327		.1	20	221		.5
WI '97	83	935		.2	96	484		.2	123	523		.3	90	556		.2	56	365		1.4
4-Book	47	639		.5	58	273		.4	73	361		.2	51	361		.1	27	255		.7
FA '96	33	596		.4	38	253		.3	44	335		.1	30	250		.1	26	174		.6
KBIG-FM																				
FA '97	280	5781	.6	3.1	347	2581	.7	2.5	502	2593	1.0	3.8	371	2905	.8	3.4	102	1533	.2	2.4
SU '97	301	6115	.6	3.4	386	2806	.8	2.9	541	2865	1.1	4.2	374	3172	.8	3.5	105	1834	.2	2.4
SP '97	266	5485	.5	2.9	351	2464	.7	2.5	499	2498	1.0	3.7	357	2622	.7	3.3	75	1356	.2	1.8
WI '97	308	5731	.6	3.4	375	2562	.8	2.7	598	2825	1.2	4.4	418	2634	.9	3.8	86	1438	.2	2.2
4-Book	289	5778	.6	3.2	365	2603	.8	2.7	535	2695	1.1	4.0	380	2833	.8	3.5	92	1540	.2	2.2
FA '96	270	5574	.6	3.0	391	2432	.8	2.8	515	2767	1.1	3.9	336	2817	.7	3.1	84	1129	.2	2.0
+KBUA-FM																				
FA '97	23	388		.3	44	205		.3	38	237		.1	19	215		.2	3	64		.1
SU '97	5	300		.1	5	136			8	106		.1	8	147		.1	3	99		.1
SP '97	31	498		.3	35	272		.3	53	300		.1	30	230		.1	9	58		.2
WI '97	15	393		.2	10	205		.1	17	98		.1	24	200		.2	13	129		.3
4-Book	19	395		.2	24	205		.2	29	185		.1	20	198		.2	7	88		.2
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	160	2556	.3	1.8	208	1169	.4	1.5	201	1442	.4	1.5	176	1362	.4	1.6	74	783	.2	1.8
SU '97	138	2535	.3	1.5	179	1266	.4	1.4	219	1319	.5	1.7	154	1326	.3	1.5	50	691	.1	1.1
SP '97	140	2564	.3	1.5	154	1148	.3	1.1	211	1397	.4	1.6	159	1322	.3	1.5	51	672	.1	1.2
WI '97	195	2753	.4	2.1	203	1173	.4	1.5	346	1668	.7	2.5	204	1514	.4	1.8	98	837	.2	2.5
4-Book	158	2602	.3	1.7	186	1189	.4	1.4	244	1457	.5	1.8	173	1381	.4	1.6	68	746	.2	1.7
FA '96	161	2644	.3	1.8	218	1296	.4	1.6	209	1360	.4	1.6	169	1355	.3	1.6	90	731	.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
	KCBS-FM																			
FA '97	342	7135	.7	3.7	445	3326	.9	3.2	574	3573	1.2	4.4	467	4229	1.0	4.2	127	1905	.3	3.0
SU '97	230	5857	.5	2.6	316	2716	.6	2.4	327	2912	.7	2.5	288	2975	.6	2.7	111	1793	.2	2.5
SP '97	369	6199	.8	4.0	434	2915	.9	3.1	651	3323	1.3	4.9	505	3740	1.0	4.7	139	1756	.3	3.3
WI '97	375	6878	.8	4.1	502	3329	1.0	3.6	624	3452	1.3	4.6	529	4342	1.1	4.8	111	1776	.2	2.8
4-Book	329	6517	.7	3.6	424	3072	.9	3.1	544	3315	1.1	4.1	447	3822	.9	4.1	122	1808	.3	2.9
FA '96	251	5542	.5	2.8	329	2592	.7	2.4	404	2867	.8	3.1	349	3077	.7	3.2	81	1448	.2	2.0
KFJ -AM																				
FA '97	271	4487	.6	3.0	367	2100	.7	2.6	568	2908	1.2	4.3	330	2133	.7	3.0	126	1009	.3	3.0
SU '97	277	3970	.6	3.1	395	1988	.8	3.0	587	2585	1.2	4.5	313	2026	.6	3.0	111	928	.2	2.5
SP '97	296	4503	.6	3.2	411	2266	.8	3.0	621	2846	1.3	4.7	433	2558	.9	4.0	67	892	.1	1.6
WI '97	313	4802	.6	3.4	428	2398	.9	3.1	602	3138	1.2	4.4	463	2598	1.0	4.2	83	975	.2	2.1
4-Book	289	4441	.6	3.2	400	2188	.8	2.9	595	2869	1.2	4.5	385	2329	.8	3.6	97	951	.2	2.3
FA '96	326	4850	.7	3.6	418	2233	.9	3.0	706	3286	1.5	5.4	420	2487	.9	3.9	85	972	.2	2.1
KFSG-FM																				
FA '97	41	1204	.1	.4	88	775	.2	.6	47	377	.1	.4	48	535	.1	.4	14	272		.3
SU '97	56	1026	.1	.6	76	628	.2	.6	90	526	.2	.7	71	562	.1	.7	21	322		.5
SP '97	50	899	.1	.5	104	621	.2	.8	39	342	.1	.3	56	400	.1	.5	25	171	.1	.6
WI '97	31	1082	.1	.3	68	594	.1	.5	20	421		.1	38	459	.1	.3	12	228		.3
4-Book	45	1053	.1	.5	84	655	.2	.6	49	417	.1	.4	53	489	.1	.5	18	248		.4
FA '96	37	827	.1	.4	59	504	.1	.4	65	448	.1	.5	47	410	.1	.4	9	197		.2
KFWB-AM																				
FA '97	137	4440	.3	1.5	281	2516	.6	2.0	138	1512	.3	1.0	211	2414	.4	1.9	60	780	.1	1.4
SU '97	94	3611	.2	1.0	203	2077	.4	1.5	89	1287	.2	.7	147	1947	.3	1.4	43	774	.1	1.0
SP '97	94	3440	.2	1.0	208	2130	.4	1.5	75	1129	.2	.6	156	1668	.3	1.5	46	758	.1	1.1
WI '97	118	3901	.2	1.3	279	2622	.6	2.0	112	1304	.2	.8	172	2077	.4	1.6	30	635	.1	.8
4-Book	111	3848	.2	1.2	243	2336	.5	1.8	104	1308	.2	.8	172	2027	.4	1.6	45	737	.1	1.1
FA '96	109	4019	.2	1.2	244	2327	.5	1.7	111	1573	.2	.8	159	2089	.3	1.5	39	868	.1	1.0
KIBB-FM																				
FA '97	158	4023	.3	1.7	182	1730	.4	1.3	225	1852	.5	1.7	249	2272	.5	2.3	72	988	.1	1.7
SU '97	169	3963	.3	1.9	195	1789	.4	1.5	269	2053	.6	2.1	238	1997	.5	2.2	76	1181	.2	1.7
SP '97	189	3888	.4	2.1	200	1734	.4	1.4	322	2050	.7	2.4	252	2108	.5	2.3	70	960	.1	1.7
WI '97	207	4102	.4	2.3	269	1790	.6	1.9	349	2141	.7	2.6	263	2264	.5	2.4	76	1141	.2	1.9
4-Book	181	3994	.4	2.0	212	1761	.5	1.5	291	2024	.6	2.2	251	2160	.5	2.3	74	1068	.2	1.8
FA '96	137	2927	.3	1.5	186	1450	.4	1.3	204	1552	.4	1.6	159	1477	.3	1.5	55	761	.1	1.3
KIEV-AM																				
FA '97	14	325		.2	4	85			40	189	.1	.3	16	97		.1	7	49		.2
SU '97	41	550	.1	.5	10	78		.1	106	406	.2	.8	81	257	.2	.8	12	172		.3
SP '97	9	221		.1	5	40			15	83		.1	30	150	.1	.3	1	16		
WI '97	13	234		.1	6	85			26	133	.1	.2	27	126	.1	.2	9	70		.2
4-Book	19	333		.2	6	72			47	203	.1	.4	39	158	.1	.4	7	77		.2
FA '96	8	310		.1	8	66		.1	20	105		.2	11	57		.1	2	29		
KIIS-FM																				
FA '97	290	7340	.6	3.2	491	4159	1.0	3.5	364	3136	.7	2.8	351	3619	.7	3.2	115	1709	.2	2.7
SU '97	315	7192	.6	3.5	459	3897	.9	3.5	427	3661	.9	3.3	409	3485	.8	3.9	151	1854	.3	3.4
SP '97	309	7278	.6	3.4	595	4215	1.2	4.3	361	3077	.7	2.7	334	3526	.7	3.1	121	1796	.2	2.9
WI '97	262	6386	.5	2.9	483	3512	1.0	3.5	340	3120	.7	2.5	336	3471	.7	3.0	93	1421	.2	2.4
4-Book	294	7049	.6	3.3	507	3946	1.0	3.7	373	3249	.8	2.8	358	3525	.7	3.0	120	1695	.2	2.9
FA '96	277	6676	.6	3.1	496	3641	1.0	3.6	327	2856	.7	2.5	345	3333	.7	3.2	137	1848	.3	3.3
KIKF-FM																				
FA '97	31	861	.1	.3	41	388	.1	.3	35	415	.1	.3	46	460	.1	.4	16	296		.4
SU '97	43	566	.1	.5	67	324	.1	.5	82	319	.2	.6	48	341	.1	.5	15	230		.3
SP '97	39	676	.1	.4	46	307	.1	.3	76	419	.2	.6	57	373	.1	.5	9	172		.2
WI '97	43	609	.1	.5	70	364	.1	.5	73	346	.2	.5	54	413	.1	.5	12	210		.3
4-Book	39	678	.1	.4	56	346	.1	.4	67	375	.2	.5	51	397	.1	.5	13	227		.3
FA '96	33	562	.1	.4	45	216	.1	.3	50	296	.1	.4	47	321	.1	.4	9	177		.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

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KJLH-FM																				
FA '97	141	2057	.3	1.5	197	957	.4	1.4	180	1082	.4	1.4	139	1060	.3	1.3	81	847	.2	1.9
SU '97	112	1907	.2	1.2	143	895	.3	1.1	139	847	.3	1.1	116	889	.2	1.1	63	682	.1	1.4
SP '97	162	2069	.3	1.8	217	906	.4	1.6	253	1052	.5	1.9	154	1040	.3	1.4	108	850	.2	2.6
WI '97	173	2085	.4	1.9	248	1186	.5	1.8	233	1107	.5	1.7	194	1111	.4	1.8	130	943	.3	3.3
4-Book	147	2030	.3	1.6	201	986	.4	1.5	201	1022	.4	1.5	151	1025	.3	1.4	96	831	.2	2.3
FA '96	148	2147	.3	1.6	169	1100	.3	1.2	184	939	.4	1.4	181	1147	.4	1.7	98	860	.2	2.4
KKBT-FM																				
FA '97	376	4695	.8	4.1	680	2640	1.4	4.8	467	2482	1.0	3.6	435	2572	.9	4.0	166	1372	.3	4.0
SU '97	321	4322	.7	3.6	513	2379	1.1	3.9	398	2480	.8	3.1	404	2495	.8	3.8	176	1777	.4	4.0
SP '97	334	4352	.7	3.6	574	2602	1.2	4.2	384	2323	.8	2.9	405	2413	.8	3.8	149	1295	.3	3.5
WI '97	427	4612	.9	4.7	778	2898	1.6	5.6	602	2585	1.2	4.4	498	2647	1.0	4.5	158	1310	.3	4.0
4-Book	365	4495	.8	4.0	636	2630	1.3	4.6	463	2468	1.0	3.5	436	2532	.9	4.0	162	1439	.3	3.9
FA '96	423	4529	.9	4.7	786	3181	1.6	5.6	540	2461	1.1	4.1	508	2651	1.0	4.7	194	1487	.4	4.7
KKGO-FM																				
FA '97	100	2222	.2	1.1	88	947	.2	.6	165	1063	.3	1.3	124	1087	.3	1.1	54	757	.1	1.3
SU '97	76	1931	.2	.8	82	843	.2	.6	120	782	.2	.9	86	775	.2	.8	57	693	.1	1.3
SP '97	68	1866	.1	.7	80	671	.2	.6	97	784	.2	.7	75	827	.2	.7	49	695	.1	1.2
WI '97	74	1908	.2	.8	78	738	.2	.6	117	803	.2	.9	112	1014	.2	1.0	49	771	.1	1.3
4-Book	80	1982	.2	.9	82	800	.2	.6	125	858	.2	1.0	99	926	.2	.9	52	729	.1	1.3
FA '96	83	2229	.2	.9	94	1047	.2	.7	116	1020	.2	.9	104	1067	.2	1.0	61	779	.1	1.5
KKHJ-AM																				
FA '97	65	1343	.1	.7	75	518	.2	.5	47	437	.1	.4	80	489	.2	.7	100	478	.2	2.4
SU '97	86	1584	.2	1.0	131	676	.3	1.0	108	715	.2	.8	101	706	.2	1.0	43	355	.1	1.0
SP '97	94	1620	.2	1.0	122	743	.3	.9	147	764	.3	1.1	98	555	.2	.9	73	489	.2	1.7
WI '97	115	1673	.2	1.3	206	996	.4	1.5	149	767	.3	1.1	89	714	.2	.8	67	485	.1	1.7
4-Book	90	1555	.2	1.0	134	733	.3	1.0	113	671	.2	.9	92	616	.2	.9	71	452	.2	1.7
FA '96	148	2031	.3	1.6	334	1356	.7	2.4	190	1121	.4	1.4	153	763	.3	1.4	73	619	.2	1.8
KKLA-AM																				
FA '97	1	60				15			1	17										
SU '97	1	57			5	29			1	30			14							
SP '97		31			1	14				17										
WI '97		14			1	14														
4-Book	1	41			2	18			1	16			8							
FA '96	6	51		.1	3	26			14	23		.1	7	39		.1		11		
KKLA-FM																				
FA '97	33	1022	.1	.4	92	742	.2	.7	20	350		.2	48	477	.1	.4	16	255		.4
SU '97	46	863	.1	.5	112	606	.2	.8	57	428	.1	.4	52	419	.1	.5	22	221		.5
SP '97	45	970	.1	.5	95	570	.2	.7	64	311	.1	.5	74	517	.2	.7	11	170		.3
WI '97	38	934	.1	.4	80	618	.2	.6	50	346	.1	.4	53	563	.1	.5	11	212		.3
4-Book	41	947	.1	.5	95	634	.2	.7	48	359	.1	.4	57	494	.1	.5	15	215		.4
FA '96	43	1047	.1	.5	80	674	.2	.6	46	516	.1	.3	68	461	.1	.6	22	223		.5
KLAC-AM																				
FA '97	32	873	.1	.4	35	229	.1	.2	25	294	.1	.2	42	448	.1	.4	37	352	.1	.9
SU '97	40	939	.1	.4	66	315	.1	.5	53	400	.1	.4	52	441	.1	.5	18	304		.4
SP '97	36	828	.1	.4	35	221	.1	.3	50	259	.1	.4	61	435	.1	.6	26	392	.1	.6
WI '97	51	1277	.1	.6	57	355	.1	.4	68	367	.1	.5	53	517	.1	.5	42	490	.1	1.1
4-Book	40	979	.1	.5	48	280	.1	.4	49	330	.1	.4	52	460	.1	.5	31	385	.1	.8
FA '96	44	1117	.1	.5	50	356	.1	.4	87	341	.2	.7	46	512	.1	.4	27	463	.1	.7
KLAX-FM																				
FA '97	224	3393	.5	2.5	244	1483	.5	1.7	284	1793	.6	2.2	306	1839	.6	2.8	113	941	.2	2.7
SU '97	242	3744	.5	2.7	315	1772	.6	2.4	324	1961	.7	2.5	282	1930	.6	2.7	122	985	.3	2.8
SP '97	260	4012	.5	2.8	403	2152	.8	2.9	350	2233	.7	2.6	261	1988	.5	2.4	127	1186	.3	3.0
WI '97	330	4253	.7	3.6	506	2347	1.0	3.7	425	2444	.9	3.1	372	2266	.8	3.4	114	1078	.2	2.9
4-Book	264	3851	.6	2.9	367	1939	.7	2.7	346	2108	.7	2.6	305	2006	.6	2.8	119	1048	.3	2.9
FA '96	402	5117	.8	4.4	599	2999	1.2	4.3	550	2765	1.1	4.2	396	2780	.8	3.7	152	1610	.3	3.7

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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	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
KLOS-FM																				
FA '97	362	6505	.7	4.0	709	3273	1.4	5.0	476	2789	1.0	3.6	441	3563	.9	4.0	159	1871	.3	3.8
SU '97	268	5450	.6	3.0	524	2749	1.1	4.0	344	2353	.7	2.7	366	2794	.8	3.5	93	1157	.2	2.1
SP '97	307	5501	.6	3.3	594	2774	1.2	4.3	393	2445	.8	3.0	395	2977	.8	3.7	113	1318	.2	2.7
WI '97	314	5615	.6	3.4	622	3048	1.3	4.5	472	2534	1.0	3.5	382	2933	.8	3.5	71	1204	.1	1.8
4-Book	313	5768	.6	3.4	612	2961	1.3	4.5	421	2530	.9	3.2	396	3067	.8	3.7	109	1388	.2	2.6
FA '96	249	5439	.5	2.7	629	2978	1.3	4.5	302	2427	.6	2.3	290	2913	.6	2.7	56	1075	.1	1.4
KLSX-FM																				
FA '97	317	4642	.6	3.5	1137	3603	2.3	8.1	386	2229	.8	2.9	208	1310	.4	1.9	21	441		.5
SU '97	275	4130	.6	3.1	908	3113	1.9	6.9	373	2104	.8	2.9	172	1226	.4	1.6	47	588	.1	1.1
SP '97	255	4268	.5	2.8	858	3090	1.8	6.2	287	1874	.6	2.2	150	1211	.3	1.4	50	552	.1	1.2
WI '97	256	4454	.5	2.8	910	3102	1.9	6.6	293	2048	.6	2.1	162	1374	.3	1.5	36	615	.1	.9
4-Book	276	4374	.6	3.1	953	3227	2.0	7.0	335	2064	.7	2.5	173	1280	.4	1.6	39	549	.1	.9
FA '96	328	4997	.7	3.6	1112	3582	2.3	8.0	380	2358	.8	2.9	234	1478	.5	2.2	76	563	.2	1.9
KLVE-FM																				
FA '97	724	7508	1.5	7.9	1063	4225	2.2	7.6	1153	4552	2.3	8.8	744	4203	1.5	6.8	317	2765	.6	7.6
SU '97	660	7363	1.4	7.4	1006	4625	2.1	7.6	1014	4387	2.1	7.8	667	4310	1.4	6.3	272	2622	.6	6.2
SP '97	702	7827	1.4	7.7	1142	4791	2.3	8.3	1031	4660	2.1	7.7	681	4352	1.4	6.3	333	2820	.7	7.9
WI '97	660	7042	1.4	7.2	1136	4838	2.3	8.2	904	4240	1.9	6.6	635	3898	1.3	5.8	315	2706	.6	8.1
4-Book	687	7435	1.4	7.6	1087	4620	2.2	7.9	1026	4460	2.1	7.7	682	4191	1.4	6.3	309	2728	.6	7.5
FA '96	742	7932	1.5	8.2	1225	5014	2.5	8.8	1005	4697	2.1	7.6	712	4489	1.5	6.6	344	2944	.7	8.4
KLYY-FM																				
FA '97	89	2709	.2	1.0	90	1154	.2	.6	139	1284	.3	1.1	160	1684	.3	1.5	43	836	.1	1.0
SU '97	124	2692	.3	1.4	156	1224	.3	1.2	187	1587	.4	1.4	174	1745	.4	1.6	59	927	.1	1.3
SP '97	82	2545	.2	.9	92	1154	.2	.7	110	993	.2	.8	121	1640	.2	1.1	40	924	.1	.9
WI '97	75	2580	.2	.8	102	1189	.2	.7	91	1054	.2	.7	107	1580	.2	1.0	37	713	.1	.9
4-Book	93	2632	.2	1.0	110	1180	.2	.8	132	1230	.3	1.0	141	1662	.3	1.3	45	850	.1	1.0
FA '96	86	2540	.2	.9	118	1166	.2	.8	115	1171	.2	.9	122	1377	.3	1.1	39	654	.1	1.0
KNX -AM																				
FA '97	111	3909	.2	1.2	205	1954	.4	1.5	102	1270	.2	.8	165	1873	.3	1.5	86	1083	.2	2.1
SU '97	127	4138	.3	1.4	284	2567	.6	2.2	110	1474	.2	.9	151	1914	.3	1.4	81	1068	.2	1.8
SP '97	110	3870	.2	1.2	241	2307	.5	1.7	96	1431	.2	.7	145	1920	.3	1.3	56	946	.1	1.3
WI '97	122	4149	.3	1.3	260	2408	.5	1.9	95	1636	.2	.7	195	2164	.4	1.8	55	962	.1	1.4
4-Book	118	4017	.3	1.3	248	2309	.5	1.8	101	1453	.2	.8	164	1968	.3	1.5	70	1015	.2	1.7
FA '96	135	4352	.3	1.5	274	2407	.6	2.0	100	1642	.2	.8	215	2281	.4	2.0	76	1267	.2	1.9
KOST-FM																				
FA '97	395	6875	.8	4.3	490	3266	1.0	3.5	669	3382	1.4	5.1	527	3590	1.1	4.8	181	2176	.4	4.3
SU '97	397	7550	.8	4.4	453	3322	.9	3.4	610	3717	1.3	4.7	519	3989	1.1	4.9	237	2758	.5	5.4
SP '97	327	6525	.7	3.6	378	2892	.8	2.7	504	3025	1.0	3.8	403	3455	.8	3.8	209	2237	.4	4.9
WI '97	336	6182	.7	3.7	396	2941	.8	2.9	543	2964	1.1	4.0	448	3176	.9	4.1	207	2074	.4	5.3
4-Book	364	6783	.8	4.0	429	3105	.9	3.1	582	3272	1.2	4.4	474	3553	1.0	4.4	209	2311	.4	5.0
FA '96	373	6641	.8	4.1	419	3030	.9	3.0	580	3340	1.2	4.4	531	3738	1.1	4.9	216	2129	.4	5.3
KPWR-FM																				
FA '97	200	4607	.4	2.2	233	2038	.5	1.7	253	1832	.5	1.9	263	2304	.5	2.4	119	1257	.2	2.8
SU '97	214	4968	.4	2.4	244	2156	.5	1.8	262	2555	.5	2.0	237	2429	.5	2.2	148	1559	.3	3.3
SP '97	186	5008	.4	2.0	253	2159	.5	1.8	235	2159	.5	1.8	211	2514	.4	2.0	112	1486	.2	2.6
WI '97	222	4852	.5	2.4	260	2240	.5	1.9	304	2508	.6	2.2	271	2316	.6	2.5	129	1313	.3	3.3
4-Book	206	4859	.4	2.3	248	2148	.5	1.8	264	2264	.5	2.0	246	2391	.5	2.3	127	1404	.3	3.0
FA '96	205	4680	.4	2.3	239	2120	.5	1.7	230	2148	.5	1.7	250	2403	.5	2.3	166	1398	.3	4.0
KRLA-AM																				
FA '97	54	1174	.1	.6	64	559	.1	.5	55	496	.1	.4	76	637	.2	.7	33	428	.1	.8
SU '97	78	1486	.2	.9	122	748	.3	.9	99	734	.2	.8	81	725	.2	.8	44	448	.1	1.0
SP '97	65	999	.1	.7	56	453	.1	.4	67	537	.1	.5	64	550	.1	.6	72	461	.1	1.7
WI '97	68	1248	.1	.7	78	507	.2	.6	107	672	.2	.8	69	586	.1	.6	30	394	.1	.8
4-Book	66	1227	.1	.7	80	567	.2	.6	82	610	.2	.6	73	625	.2	.7	45	433	.1	1.1
FA '96	74	1263	.2	.8	114	585	.2	.8	134	782	.3	1.0	67	558	.1	.6	32	334	.1	.8

Target Listener Trends - Persons 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
FA '97	268	5496	.5	2.9	493	2845	1.0	3.5	344	2539	.7	2.6	316	3044	.6	2.9	130	1917	.3	3.1
SU '97	300	5629	.6	3.3	490	2815	1.0	3.7	418	3105	.9	3.2	343	3333	.7	3.2	151	2023	.3	3.4
SP '97	333	5407	.7	3.6	640	3074	1.3	4.6	441	2615	.9	3.3	381	3050	.8	3.5	144	1827	.3	3.4
WI '97	288	5370	.6	3.2	561	3050	1.2	4.1	346	2431	.7	2.5	309	2876	.6	2.8	153	1784	.3	3.9
4-Book	297	5476	.6	3.3	546	2946	1.1	4.0	387	2673	.8	2.9	337	3076	.7	3.1	145	1888	.3	3.5
FA '96	258	5012	.5	2.8	361	2360	.7	2.6	406	2639	.8	3.1	312	2637	.6	2.9	140	1587	.3	3.4
KRRA-AM																				
FA '97	26	477	.1	.3	56	193	.1	.4	47	235	.1	.4	13	73	.1	.1	4	54	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	34	376	.1	.4	41	253	.1	.3	55	259	.1	.4	36	236	.1	.3	22	161	.1	.5
WI '97	28	471	.1	.3	44	217	.1	.3	45	245	.1	.3	30	250	.1	.3	18	104	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	44	575	.1	.5	85	280	.2	.6	77	276	.2	.6	47	314	.1	.4	4	81	.1	.1
KRTH-FM																				
FA '97	394	7691	.8	4.3	578	3966	1.2	4.1	666	3891	1.4	5.1	468	3668	1.0	4.3	122	1726	.2	2.9
SU '97	336	7133	.7	3.7	418	3062	.9	3.2	557	3479	1.1	4.3	414	3528	.9	3.9	134	1575	.3	3.0
SP '97	375	7478	.8	4.1	483	3452	1.0	3.5	597	3468	1.2	4.5	446	3536	.9	4.2	150	1891	.3	3.5
WI '97	323	6737	.7	3.5	477	3236	1.0	3.4	529	3281	1.1	3.9	396	3594	.8	3.6	103	1626	.2	2.6
4-Book	357	7260	.8	3.9	489	3429	1.0	3.6	587	3530	1.2	4.5	431	3582	.9	4.0	127	1705	.3	3.0
FA '96	384	6845	.8	4.2	528	3353	1.1	3.8	573	3449	1.2	4.4	492	3697	1.0	4.5	161	1872	.3	3.9
KSCA-FM																				
FA '97	569	5342	1.2	6.2	1199	3924	2.4	8.5	887	3488	1.8	6.7	366	2321	.7	3.3	155	1415	.3	3.7
SU '97	528	5559	1.1	5.9	1196	3817	2.5	9.1	714	3720	1.5	5.5	403	2529	.8	3.8	155	1461	.3	3.5
SP '97	493	5236	1.0	5.4	963	3630	2.0	7.0	652	3387	1.3	4.9	433	2626	.9	4.0	187	1539	.4	4.4
WI '97	390	3862	.8	4.3	483	2117	1.0	3.5	558	2219	1.1	4.1	421	2420	.9	3.8	200	1467	.4	5.1
4-Book	495	5000	1.0	5.5	960	3372	2.0	7.0	703	3204	1.4	5.3	406	2474	.8	3.7	174	1471	.4	4.2
FA '96	169	2980	.3	1.9	187	1416	.4	1.3	270	1697	.6	2.1	237	1931	.5	2.2	66	964	.1	1.6
+KSSE-FM																				
FA '97	109	1890	.2	1.2	110	799	.2	.8	147	1103	.3	1.1	156	1090	.3	1.4	62	667	.1	1.5
SU '97	95	1864	.2	1.1	87	741	.2	.7	146	1040	.3	1.1	109	931	.2	1.0	52	709	.1	1.2
SP '97	71	1294	.1	.8	81	458	.2	.6	101	717	.2	.8	77	602	.2	.7	30	330	.1	.7
WI '97	39	888	.1	.4	55	325	.1	.4	59	439	.1	.4	47	447	.1	.4	16	207	.1	.4
4-Book	79	1484	.2	.9	83	581	.2	.6	113	825	.2	.9	97	768	.2	.9	40	478	.1	1.0
FA '96	53	1180	.1	.6	85	508	.2	.6	90	679	.2	.7	48	480	.1	.4	9	208	.1	.2
KTNQ-AM																				
FA '97	251	2877	.5	2.8	387	1475	.8	2.8	266	1338	.5	2.0	332	1394	.7	3.0	211	1059	.4	5.0
SU '97	233	2851	.5	2.6	356	1333	.7	2.7	272	1375	.6	2.1	341	1544	.7	3.2	172	1086	.4	3.9
SP '97	277	2751	.6	3.0	419	1408	.9	3.0	354	1326	.7	2.7	354	1566	.7	3.3	185	1123	.4	4.4
WI '97	240	2767	.5	2.6	393	1476	.8	2.8	313	1373	.6	2.3	282	1277	.6	2.6	161	938	.3	4.1
4-Book	250	2812	.5	2.8	389	1423	.8	2.8	301	1353	.6	2.3	327	1445	.7	3.0	182	1052	.4	4.4
FA '96	304	2930	.6	3.4	448	1448	.9	3.2	360	1289	.7	2.7	334	1463	.7	3.1	271	1544	.6	6.6
KTWV-FM																				
FA '97	349	5217	.7	3.8	375	2321	.8	2.7	593	2499	1.2	4.5	441	2981	.9	4.0	177	1763	.4	4.2
SU '97	346	5462	.7	3.9	409	2453	.8	3.1	545	2829	1.1	4.2	446	2997	.9	4.2	182	1843	.4	4.1
SP '97	380	5367	.8	4.1	470	2650	1.0	3.4	616	2840	1.3	4.6	489	3020	1.0	4.6	157	1418	.3	3.7
WI '97	440	5467	.9	4.8	489	2931	1.0	3.5	777	2856	1.6	5.7	599	3398	1.2	5.4	166	1783	.3	4.2
4-Book	379	5378	.8	4.2	436	2589	.9	3.2	633	2756	1.3	4.8	494	3099	1.0	4.6	171	1702	.4	4.1
FA '96	379	5299	.8	4.2	465	2817	1.0	3.3	612	2771	1.3	4.7	495	3043	1.0	4.6	196	1945	.4	4.8
KWKV-AM																				
FA '97	77	933	.2	.8	131	454	.3	.9	138	454	.3	1.0	65	429	.1	.6	29	186	.1	.7
SU '97	56	887	.1	.6	99	459	.2	.8	77	439	.2	.6	33	222	.1	.3	34	207	.1	.8
SP '97	94	1288	.2	1.0	169	728	.3	1.2	117	544	.2	.9	59	375	.1	.5	43	292	.1	1.0
WI '97	108	1599	.2	1.2	203	876	.4	1.5	207	916	.4	1.5	85	547	.2	.8	20	169	.1	.5
4-Book	84	1177	.2	.9	151	629	.3	1.1	135	588	.3	1.0	61	393	.1	.6	32	214	.1	.8
FA '96	174	1994	.4	1.9	311	1157	.6	2.2	359	1192	.7	2.7	135	776	.3	1.2	32	380	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	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
KVVE-FM																				
FA '97	48	1063	.1	.5	83	599	.2	.6	66	419	.1	.5	58	514	.1	.5	19	339		.5
SU '97	70	1103	.1	.8	84	635	.2	.6	76	552	.2	.6	100	676	.2	.9	45	396	.1	1.0
SP '97	55	1307	.1	.6	86	805	.2	.6	60	620	.1	.5	51	582	.1	.5	50	503	.1	1.2
WI '97	58	930	.1	.6	83	519	.2	.6	89	505	.2	.7	92	518	.2	.8	17	268		.4
4-Book	58	1101	.1	.6	84	640	.2	.6	73	524	.2	.6	75	573	.2	.7	33	377	.1	.8
FA '96	39	981	.1	.4	60	541	.1	.4	50	488	.1	.4	67	550	.1	.6	15	237		.4
KXMG-AM																				
FA '97	59	589	.1	.6	94	291	.2	.7	62	298	.1	.5	53	241	.1	.5	42	185	.1	1.0
SU '97	164	1590	.3	1.8	208	993	.4	1.6	272	897	.6	2.1	190	890	.4	1.8	79	544	.2	1.8
SP '97	91	1365	.2	1.0	96	652	.2	.7	122	843	.3	.9	106	866	.2	1.0	67	458	.1	1.6
WI '97	128	1332	.3	1.4	110	592	.2	.8	185	759	.4	1.4	177	793	.4	1.6	87	502	.2	2.2
4-Book	111	1219	.2	1.2	127	632	.3	1.0	160	699	.4	1.2	132	698	.3	1.2	69	422	.2	1.7
FA '96	102	1199	.2	1.1	145	610	.3	1.0	150	669	.3	1.1	101	693	.2	.9	50	533	.1	1.2
KYSR-FM																				
FA '97	309	6572	.6	3.4	388	3193	.8	2.8	521	3496	1.1	4.0	411	4088	.8	3.7	129	2151	.3	3.1
SU '97	313	6818	.6	3.5	319	2988	.7	2.4	450	3485	.9	3.5	474	4046	1.0	4.5	131	2052	.3	3.0
SP '97	307	6412	.6	3.3	382	3059	.8	2.8	478	3556	1.0	3.6	388	3888	.8	3.6	129	2064	.3	3.0
WI '97	261	6028	.5	2.9	344	2930	.7	2.5	457	2970	.9	3.3	354	3072	.7	3.2	87	1541	.2	2.2
4-Book	298	6458	.6	3.3	358	3043	.8	2.6	477	3377	1.0	3.6	407	3774	.8	3.8	119	1952	.3	2.8
FA '96	261	5241	.5	2.9	373	2889	.8	2.7	449	2789	.9	3.4	366	3045	.8	3.4	73	1425	.2	1.8
KZLA-FM																				
FA '97	249	3549	.5	2.7	365	2083	.7	2.6	345	1860	.7	2.6	341	2393	.7	3.1	74	1097	.2	1.8
SU '97	247	3108	.5	2.8	316	1832	.6	2.4	398	1977	.8	3.1	316	2137	.6	3.0	81	1070	.2	1.8
SP '97	257	3306	.5	2.8	355	1840	.7	2.6	409	1850	.8	3.1	323	1941	.7	3.0	90	1114	.2	2.1
WI '97	225	3322	.5	2.5	339	2075	.7	2.4	356	1862	.7	2.6	268	2185	.6	2.4	60	1038	.1	1.5
4-Book	245	3321	.5	2.7	344	1958	.7	2.5	377	1887	.8	2.9	312	2164	.7	2.9	76	1080	.2	1.8
FA '96	223	3176	.5	2.5	286	1663	.6	2.1	375	1838	.8	2.9	278	1988	.6	2.6	72	1003	.1	1.8
KFRG-FM																				
FA '97	25	861	.1	.3	29	347	.1	.2	31	418	.1	.2	38	480	.1	.3	7	215		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	25	882	.1	.3	16	260		.1	50	324	.1	.4	31	457	.1	.3	14	259		.3
XTRA-AM																				
FA '97	80	1990	.2	.9	91	727	.2	.6	131	837	.3	1.0	128	1128	.3	1.2	31	458	.1	.7
SU '97	71	1543	.1	.8	62	601	.1	.5	184	896	.4	1.4	102	900	.2	1.0	12	255		.3
SP '97	81	1670	.2	.9	130	786	.3	.9	179	853	.4	1.3	114	1014	.2	1.1	11	289		.3
WI '97	97	1981	.2	1.1	118	886	.2	.9	196	1003	.4	1.4	155	1124	.3	1.4	20	462		.5
4-Book	82	1796	.2	.9	100	750	.2	.7	173	897	.4	1.3	125	1042	.3	1.2	19	366		.5
FA '96	94	1975	.2	1.0	98	705	.2	.7	185	1136	.4	1.4	145	1148	.3	1.3	23	426		.6
TOTALS																				
FA '97	9123	47503	18.6		14057	42247	28.6		13146	37667	26.8		11002	40577	22.4		4183	26979	8.5	
SU '97	8963	46980	18.4		13190	41241	27.1		12920	37968	26.6		10598	40298	21.8		4421	27904	9.1	
SP '97	9171	46807	18.8		13794	42156	28.4		13322	37524	27.4		10745	40365	22.1		4235	27174	8.7	
WI '97	9140	46920	18.8		13851	41810	28.5		13665	38099	28.1		11028	40688	22.7		3906	25507	8.0	
4-Book	9099	47053	18.7		13723	41864	28.2		13263	37815	27.2		10843	40482	22.3		4186	26891	8.6	
FA '96	9072	46813	18.6		13949	42029	28.7		13150	37760	27.0		10839	40157	22.3		4100	27111	8.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
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																				
FA '97	218	2216	.4	1.7	73	1024	.1	1.2	77	293	.2	1.1	130	417	.3	1.3	94	256	.2	1.4
4-Book	203	2364	.4	1.6	72	1023	.1	1.2	94	296	.2	1.4	97	312	.2	1.0	68	223	.1	1.0
KACD-FM																				
FA '97	41	772	.1	.3	32	447	.1	.5	32	116	.1	.4	64	153	.1	.6	42	135	.1	.6
4-Book	53	813	.1	.4	38	517	.1	.6	28	94	.1	.4	63	221	.1	.6	51	157	.1	.7
KBCD-FM																				
FA '97	14	309		.1	8	97		.1	4	17		.1	21	48		.2	6	33		.1
4-Book	18	305		.2	9	136		.1	9	22		.2	20	70		.2	14	50		.2
KACE-FM																				
FA '97	143	1344	.3	1.1	82	950	.2	1.4	106	289	.2	1.5	119	421	.2	1.2	102	343	.2	1.5
4-Book	127	1381	.3	1.0	71	877	.2	1.2	59	169	.1	.9	126	372	.3	1.2	92	289	.2	1.3
KRTO-FM																				
FA '97	30	446	.1	.2	16	339		.3	16	96		.2	24	117		.2	26	131		.4
4-Book	61	530	.2	.5	34	369	.1	.6	37	111	.1	.5	51	151	.1	.5	47	147	.1	.7
KBIG-FM																				
FA '97	414	4518	.8	3.2	162	2683	.3	2.7	168	590	.3	2.3	244	893	.5	2.4	168	650	.3	2.5
4-Book	435	4496	.9	3.4	161	2662	.3	2.7	149	555	.3	2.1	262	912	.5	2.6	147	568	.3	2.1
+KBUA-FM																				
FA '97	34	345	.1	.3	17	213		.3	26	49	.1	.4	44	143	.1	.4	9	50		.1
4-Book	25	356	.1	.2	15	178		.3	20	44	.1	.3	32	89	.1	.3	12	47		.2
KBUE-FM																				
FA '97	195	2133	.4	1.5	157	1484	.3	2.6	257	520	.5	3.6	230	711	.5	2.3	170	423	.3	2.5
4-Book	204	2226	.4	1.6	138	1423	.3	2.3	186	437	.4	2.7	244	670	.5	2.4	157	438	.3	2.2
KCBS-FM																				
FA '97	501	6055	1.0	3.9	202	3595	.4	3.4	220	895	.4	3.0	426	1715	.9	4.2	255	1003	.5	3.8
4-Book	477	5510	1.0	3.8	205	3319	.4	3.4	221	836	.5	3.1	405	1537	.9	3.9	253	913	.5	3.6
KFI -AM																				
FA '97	433	4075	.9	3.4	77	1379	.2	1.3	142	503	.3	2.0	142	463	.3	1.4	62	176	.1	.9
4-Book	471	4089	1.0	3.7	96	1546	.2	1.6	178	624	.4	2.5	216	697	.5	2.1	77	265	.2	1.1
KFSG-FM																				
FA '97	60	986	.1	.5	26	516	.1	.4	38	125	.1	.5	10	87		.1	26	101	.1	.4
4-Book	61	884	.1	.5	33	506	.1	.6	45	143	.1	.7	42	153	.1	.4	39	109	.1	.6
KFWB-AM																				
FA '97	205	3939	.4	1.6	69	1706	.1	1.2	108	542	.2	1.5	84	464	.2	.8	81	412	.2	1.2
4-Book	188	3456	.4	1.3	55	1456	.1	.9	93	473	.2	1.3	76	432	.2	.7	60	307	.2	.9
KIBB-FM																				
FA '97	219	3414	.4	1.7	107	1953	.2	1.8	135	425	.3	1.9	143	704	.3	1.4	146	598	.3	2.2
4-Book	254	3404	.5	2.0	123	1920	.3	2.0	112	460	.2	1.6	226	845	.5	2.2	152	594	.3	2.2
KIEV-AM																				
FA '97	22	264		.2	4	148		.1	4	40		.1	9	51		.1	6	48		.1
4-Book	32	281		.3	5	120		.1	4	21		.1	14	57		.2	11	46		.2
KIIS-FM																				
FA '97	399	6196	.8	3.1	215	3729	.4	3.6	279	1053	.6	3.9	409	1558	.8	4.1	294	1117	.6	4.3
4-Book	410	6048	.9	3.3	207	3499	.4	3.4	236	952	.5	3.3	385	1448	.8	3.8	265	1029	.6	3.8
KIKF-FM																				
FA '97	40	670	.1	.3	24	438		.4	54	139	.1	.7	42	118	.1	.4	22	145		.3
4-Book	59	573	.1	.5	21	306		.4	31	96	.1	.4	44	115	.1	.5	24	114		.3
KJLH-FM																				
FA '97	172	1656	.4	1.3	127	1404	.3	2.1	74	234	.2	1.0	160	481	.3	1.6	133	392	.3	2.0
4-Book	186	1624	.4	1.5	114	1264	.2	1.9	81	248	.2	1.2	142	453	.3	1.4	125	333	.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

Persons 25-49

Target Listener Estimates - Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
FA '97	523	3995	1.1	4.1	257	2761	.5	4.3	268	709	.5	3.7	448	1187	.9	4.4	338	843	.7	5.0
4-Book	508	3911	1.1	4.0	247	2482	.5	4.1	265	683	.6	3.8	430	1130	.9	4.2	330	860	.7	4.7
KKGO-FM																				
FA '97	128	1736	.3	1.0	81	1186	.2	1.4	54	288	.1	.7	110	294	.2	1.1	82	316	.2	1.2
4-Book	104	1518	.2	.8	55	941	.1	.9	41	187	.1	.6	67	241	.1	.7	69	254	.1	1.0
KKHJ-AM																				
FA '97	66	962	.1	.5	39	488	.1	.7	47	119	.1	.7	46	146	.1	.5	3	14		
4-Book	113	1273	.2	.9	62	634	.1	1.0	93	220	.2	1.4	96	233	.2	.9	40	106	.1	.6
KKLA-AM																				
FA '97		33			1	27											1	15		
4-Book	1	34				7												4		
KKLA-FM																				
FA '97	51	911	.1	.4	12	339		.2	29	106	.1	.4	16	72		.2	8	37		.1
4-Book	65	857	.1	.5	13	312		.2	23	77	.1	.3	23	77	.1	.2	8	31		.1
KLAC-AM																				
FA '97	33	655	.1	.3	25	357	.1	.4	13	44		.2	40	116	.1	.4	28	87	.1	.4
4-Book	50	681	.1	.4	28	417	.1	.5	25	65	.1	.4	39	120	.1	.4	29	87	.1	.4
KLAX-FM																				
FA '97	278	2894	.6	2.2	202	1928	.4	3.4	228	607	.5	3.2	259	734	.5	2.6	195	520	.4	2.9
4-Book	340	3339	.7	2.7	228	2200	.5	3.8	299	736	.6	4.3	356	928	.7	3.5	270	653	.6	3.9
KLOS-FM																				
FA '97	537	5710	1.1	4.2	187	2775	.4	3.1	199	706	.4	2.8	410	1390	.8	4.1	220	945	.4	3.3
4-Book	472	5022	1.0	3.7	167	2478	.4	2.8	163	604	.4	2.3	324	1101	.7	3.2	207	768	.4	3.0
KLSX-FM																				
FA '97	562	4122	1.1	4.4	79	1175	.2	1.3	109	321	.2	1.5	127	435	.3	1.3	59	234	.1	.9
4-Book	475	3826	1.0	3.8	80	1212	.2	1.3	88	280	.2	1.3	98	328	.2	1.0	66	216	.2	1.0
KLVE-FM																				
FA '97	999	6665	2.0	7.8	509	4499	1.0	8.5	659	1639	1.3	9.1	877	2156	1.8	8.7	529	1345	1.1	7.8
4-Book	939	6674	1.9	7.4	493	4552	1.0	8.1	696	1756	1.4	9.9	831	2047	1.7	8.1	481	1274	1.0	6.9
KLYY-FM																				
FA '97	131	2330	.3	1.0	44	1289	.1	.7	36	206	.1	.5	78	483	.2	.8	55	256	.1	.8
4-Book	128	2279	.3	1.0	62	1333	.1	1.0	37	189	.1	.5	100	529	.2	1.0	67	316	.1	1.0
KNX -AM																				
FA '97	153	3173	.3	1.2	55	1650	.1	.9	61	313	.1	.8	58	445	.1	.6	63	290	.1	.9
4-Book	166	3419	.4	1.3	65	1521	.1	1.1	103	423	.2	1.5	85	444	.2	.8	65	310	.1	.9
KOST-FM																				
FA '97	570	5482	1.2	4.5	228	3226	.5	3.8	218	762	.4	3.0	393	1240	.8	3.9	243	740	.5	3.6
4-Book	502	5430	1.1	4.0	222	3214	.5	3.7	193	699	.4	2.7	353	1187	.8	3.5	253	859	.5	3.6
KPWR-FM																				
FA '97	250	3793	.5	2.0	167	2381	.3	2.8	144	440	.3	2.0	297	918	.6	2.9	187	607	.4	2.8
4-Book	253	3998	.5	2.0	175	2432	.4	2.9	139	490	.3	2.0	281	983	.6	2.7	218	673	.5	3.1
KRLA-AM																				
FA '97	64	926	.1	.5	50	615	.1	.8	58	183	.1	.8	45	174	.1	.4	71	227	.1	1.0
4-Book	79	968	.2	.6	60	674	.1	1.0	56	171	.1	.8	87	228	.2	.8	66	197	.2	.9
KROQ-FM																				
FA '97	381	4541	.8	3.0	160	2915	.3	2.7	201	764	.4	2.8	254	1192	.5	2.5	194	834	.4	2.9
4-Book	421	4666	.9	3.3	181	2903	.4	3.0	194	720	.4	2.8	312	1230	.6	3.1	222	802	.5	3.2
KRRA-AM																				
FA '97	39	357	.1	.3	18	217		.3	13	35		.2	41	91	.1	.4	23	47		.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

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	
KRTH-FM																				
FA '97	578	6413	1.2	4.5	253	3478	.5	4.2	279	896	.6	3.9	535	1629	1.1	5.3	297	999	.6	4.4
4-Book	509	5950	1.1	4.0	243	3541	.5	4.0	272	888	.6	3.9	475	1567	1.0	4.6	315	1032	.7	4.5
KSCA-FM																				
FA '97	822	4928	1.7	6.4	400	3370	.8	6.7	839	1774	1.7	11.6	689	1740	1.4	6.8	387	971	.8	5.7
4-Book	691	4564	1.4	5.5	365	3108	.8	6.0	715	1521	1.5	10.1	604	1571	1.3	5.9	357	897	.8	5.1
+KSSE-FM																				
FA '97	138	1605	.3	1.1	90	1158	.2	1.5	68	239	.1	.9	196	528	.4	1.9	67	240	.1	1.0
4-Book	99	1195	.2	.8	70	807	.2	1.1	65	182	.1	.9	149	381	.3	1.4	71	208	.2	1.0
KTNQ-AM																				
FA '97	324	2552	.7	2.5	146	1600	.3	2.4	205	468	.4	2.8	186	499	.4	1.8	169	453	.3	2.5
4-Book	336	2481	.7	2.7	142	1353	.3	2.3	229	479	.5	3.2	188	481	.4	1.8	152	370	.3	2.2
KTVV-FM																				
FA '97	479	4293	1.0	3.8	234	2602	.5	3.9	222	683	.5	3.1	360	985	.7	3.6	269	753	.5	4.0
4-Book	530	4487	1.1	4.2	252	2799	.5	4.2	217	711	.5	3.1	424	1134	.9	4.1	328	882	.7	4.7
KWKV-AM																				
FA '97	113	796	.2	.9	47	467	.1	.8	123	238	.3	1.7	66	182	.1	.7	26	80	.1	.4
4-Book	117	964	.2	.9	61	567	.1	1.0	139	257	.3	2.0	112	259	.2	1.1	56	142	.1	.8
KWVE-FM																				
FA '97	69	819	.1	.5	30	453	.1	.5	44	130	.1	.6	44	144	.1	.4	42	154	.1	.6
4-Book	77	925	.2	.6	40	521	.1	.7	47	140	.1	.7	42	145	.1	.4	30	135	.1	.4
KXMG-AM																				
FA '97	69	467	.1	.5	52	352	.1	.9	78	161	.2	1.1	60	139	.1	.6	60	116	.1	.9
4-Book	141	1004	.3	1.1	83	677	.2	1.4	93	236	.2	1.3	148	339	.3	1.4	117	280	.3	1.7
KYSR-FM																				
FA '97	446	5712	.9	3.5	184	3174	.4	3.1	175	793	.4	2.4	395	1507	.8	3.9	193	801	.4	2.9
4-Book	419	5450	.9	3.3	202	3288	.4	3.3	186	731	.4	2.6	381	1449	.8	3.7	254	971	.5	3.6
KZLA-FM																				
FA '97	350	3074	.7	2.7	190	2234	.4	3.2	183	570	.4	2.5	377	1179	.8	3.7	259	842	.5	3.8
4-Book	347	2924	.7	2.7	178	1962	.4	2.9	195	598	.4	2.8	343	1048	.7	3.4	227	764	.5	3.3
KFRG-FM																				
FA '97	33	700	.1	.3	24	445	.4	.4	40	96	.1	.6	47	146	.1	.5	23	97	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	118	1591	.2	.9	45	989	.1	.8	74	221	.2	1.0	53	192	.1	.5	77	268	.2	1.1
4-Book	136	1579	.3	1.1	30	621	.1	.5	47	151	.1	.7	44	183	.1	.4	45	150	.1	.7
TOTALS																				
FA '97	12765	46774	26.0		5972	38604	12.2		7225	18129	14.7		10086	24525	20.5		6765	18116	13.8	
4-Book	12660	46425	26.0		6075	38312	12.5		7072	18202	14.5		10273	24504	21.1		7019	18006	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

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
KABC-AM	FA '97	25	101	.1	.7	103	274	.2	2.2	52	235	.1	.7	58	185	.1	1.1	54	228	.1	1.9
	4-Book	39	132	.1	1.0	76	195	.2	1.7	98	323	.2	1.3	76	251	.2	1.4	35	134	.1	1.2
KACD-FM	FA '97	19	56		.5	8	43		.2	33	173	.1	.5	36	131	.1	.7	23	118		.8
	4-Book	31	95	.1	.8	15	57		.4	48	185	.1	.7	33	112	.1	.6	30	123	.1	1.1
KBCD-FM	FA '97	13	16		.3	6	35		.1	4	16		.1	2	17			1	15		
	4-Book	8	17		.2	2	13		.1	10	36		.2	5	26		.1	2	12		.1
KACE-FM	FA '97	49	145	.1	1.3	54	171	.1	1.2	94	259	.2	1.3	69	229	.1	1.3	64	199	.1	2.2
	4-Book	65	202	.1	1.7	36	105	.1	.8	60	225	.1	.8	70	226	.1	1.3	51	186	.1	1.8
KRTO-FM	FA '97	11	45		.3	16	84		.3	12	91		.2	17	83		.3	9	88		.3
	4-Book	30	86	.1	.8	24	73	.1	.6	29	102	.1	.4	41	128	.1	.7	20	78		.7
KBIG-FM	FA '97	208	619	.4	5.6	108	344	.2	2.3	184	686	.4	2.6	139	560	.3	2.6	61	233	.1	2.1
	4-Book	227	735	.5	5.8	85	329	.2	1.9	178	665	.4	2.4	143	507	.3	2.6	75	300	.2	2.6
+KBUA-FM	FA '97	2	16		.1	7	45		.1	29	96	.1	.4	1	11			15	41		.5
	4-Book	5	17		.1	12	33		.3	20	73	.1	.3	14	42		.3	8	28		.3
KBUE-FM	FA '97	112	300	.2	3.0	79	256	.2	1.7	212	515	.4	3.0	120	336	.2	2.2	77	220	.2	2.6
	4-Book	88	244	.2	2.3	103	317	.2	2.3	149	429	.3	2.0	114	311	.2	2.0	62	208	.1	2.1
KCBS-FM	FA '97	96	428	.2	2.6	98	331	.2	2.1	253	951	.5	3.6	177	734	.4	3.3	81	476	.2	2.8
	4-Book	111	438	.3	2.8	105	420	.2	2.4	247	943	.5	3.4	205	797	.4	3.7	83	412	.2	2.8
KFI -AM	FA '97	37	147	.1	1.0	44	175	.1	.9	80	307	.2	1.1	77	288	.2	1.4	38	179	.1	1.3
	4-Book	35	125	.1	.9	69	240	.2	1.6	92	336	.2	1.2	61	221	.2	1.1	41	156	.1	1.4
KFSG-FM	FA '97	26	116	.1	.7	50	228	.1	1.1	38	188	.1	.5	22	101		.4	5	46		.2
	4-Book	19	88		.5	55	197	.1	1.3	35	141	.1	.5	21	82	.1	.4	14	56		.5
KFWB-AM	FA '97	41	186	.1	1.1	66	267	.1	1.4	63	317	.1	.9	87	351	.2	1.6	33	189	.1	1.1
	4-Book	25	145		.6	73	337	.1	1.7	53	303	.1	.7	46	214	.1	.9	22	152	.1	.8
KIBB-FM	FA '97	75	324	.2	2.0	126	343	.3	2.7	115	618	.2	1.6	88	471	.2	1.6	43	184	.1	1.5
	4-Book	86	375	.2	2.2	73	285	.2	1.6	155	637	.3	2.1	112	447	.3	2.0	57	235	.1	2.0
KIEV-AM	FA '97													11	40		.2	3	14		.1
	4-Book	2	7		.1	1	3			3	22		.1	5	25		.1	1	7		
KIIS-FM	FA '97	110	486	.2	3.0	149	681	.3	3.2	222	1093	.5	3.2	186	733	.4	3.4	77	390	.2	2.6
	4-Book	98	508	.2	2.5	123	511	.3	2.8	277	1069	.6	3.8	201	750	.4	3.5	69	358	.2	2.4
KIKF-FM	FA '97	12	58		.3	19	130		.4	30	173	.1	.4	14	53		.3	4	45		.1
	4-Book	10	58		.3	10	69		.2	32	136	.1	.4	15	46		.3	5	36		.2
KJLH-FM	FA '97	105	304	.2	2.8	163	402	.3	3.5	224	564	.5	3.2	109	326	.2	2.0	43	74	.1	1.5
	4-Book	100	281	.2	2.6	129	341	.3	2.9	185	515	.4	2.5	98	322	.2	1.8	49	149	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	172	560	.4	4.6	219	589	.4	4.7	216	736	.4	3.1	243	641	.5	4.5	161	550	.3	5.5
4-Book	184	536	.4	4.7	175	494	.3	3.9	240	717	.5	3.3	216	610	.4	3.9	136	414	.3	4.7
KKGO-FM																				
FA '97	61	228	.1	1.6	76	243	.2	1.6	99	465	.2	1.4	103	317	.2	1.9	62	174	.1	2.1
4-Book	44	183	.1	1.1	38	152	.1	.9	65	261	.1	.9	64	223	.1	1.2	50	178	.1	1.7
KKHJ-AM																				
FA '97	56	138	.1	1.5	34	68	.1	.7	28	104	.1	.4	30	56	.1	.6	60	121	.1	2.1
4-Book	50	142	.1	1.3	50	120	.1	1.1	73	173	.2	1.0	53	93	.1	1.0	39	108	.1	1.4
KKLA-AM																				
FA '97	5	11		.1													5	11		.2
4-Book	1	3															1	3		.1
KKLA-FM																				
FA '97					25	124	.1	.5	4	51		.1					13	43		.4
4-Book	1	15		.1	31	143	.1	.7	8	65		.1	6	37		.1	9	32		.3
KLAC-AM																				
FA '97	7	15		.2	1	12			28	78	.1	.4	24	117		.4	51	145	.1	1.7
4-Book	8	45		.2	12	45		.3	48	138	.1	.7	25	114		.4	31	97	.1	1.1
KLAX-FM																				
FA '97	100	334	.2	2.7	248	678	.5	5.3	319	826	.6	4.6	214	456	.4	4.0	72	192	.1	2.5
4-Book	119	365	.3	3.0	210	545	.4	4.7	275	785	.6	3.8	230	511	.5	4.1	88	273	.2	3.1
KLDS-FM																				
FA '97	119	439	.2	3.2	84	322	.2	1.8	172	619	.4	2.5	216	713	.4	4.0	68	270	.1	2.3
4-Book	94	391	.2	2.4	80	318	.2	1.8	166	619	.4	2.3	197	666	.4	3.6	100	327	.2	3.4
KLSX-FM																				
FA '97	19	59		.5	128	325	.3	2.7	155	487	.3	2.2	33	162	.1	.6	7	60		.2
4-Book	36	112	.1	.9	99	309	.2	2.2	169	531	.3	2.3	57	195	.1	1.0	23	80	.1	.8
KLVE-FM																				
FA '97	375	1064	.8	10.1	438	1167	.9	9.4	579	1541	1.2	8.3	317	889	.6	5.9	278	834	.6	9.5
4-Book	357	1018	.8	9.2	427	1190	.9	9.7	583	1587	1.2	8.0	340	909	.7	6.1	225	727	.5	7.7
KLYY-FM																				
FA '97	30	237	.1	.8	19	152		.4	59	301	.1	.8	50	229	.1	.9	23	151		.8
4-Book	37	203	.1	.9	36	159	.1	.8	97	431	.2	1.3	82	348	.2	1.5	38	190	.1	1.3
KNX -AM																				
FA '97	31	186	.1	.8	30	174	.1	.6	72	390	.1	1.0	47	216	.1	.9	70	358	.1	2.4
4-Book	46	226	.1	1.2	63	282	.1	1.4	60	308	.1	.8	50	242	.1	.9	48	264	.1	1.6
KOST-FM																				
FA '97	179	677	.4	4.8	153	560	.3	3.3	266	846	.5	3.8	200	815	.4	3.7	154	553	.3	5.3
4-Book	233	843	.5	5.9	135	492	.3	3.1	261	877	.5	3.6	181	679	.4	3.2	146	580	.3	5.0
KPWR-FM																				
FA '97	175	521	.4	4.7	74	313	.2	1.6	186	670	.4	2.7	163	526	.3	3.0	90	377	.2	3.1
4-Book	154	511	.3	3.9	96	319	.2	2.2	211	730	.5	2.9	166	520	.4	3.0	115	379	.3	3.9
KRLA-AM																				
FA '97	36	90	.1	1.0	33	102	.1	.7	34	110	.1	.5	100	220	.2	1.8	38	124	.1	1.3
4-Book	49	131	.1	1.3	28	84	.1	.7	72	190	.1	1.0	72	200	.2	1.3	46	165	.1	1.6
KROQ-FM																				
FA '97	79	427	.2	2.1	112	344	.2	2.4	210	931	.4	3.0	137	612	.3	2.5	94	448	.2	3.2
4-Book	118	502	.3	3.0	97	360	.2	2.2	226	923	.5	3.1	182	750	.4	3.2	89	419	.2	3.1
KRRA-AM																				
FA '97	14	14		.4	28	96	.1	.6	21	71		.3	7	26		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	59	224	.1	1.6	164	521	.3	3.5	288	1041	.6	4.1	278	859	.6	5.1	125	431	.3	4.3
4-Book	105	438	.2	2.7	146	529	.3	3.3	294	1077	.6	4.0	241	789	.5	4.3	94	413	.2	3.2
KSCA-FM																				
FA '97	144	511	.3	3.9	391	944	.8	8.4	464	1117	.9	6.6	213	547	.4	3.9	120	353	.2	4.1
4-Book	141	469	.3	3.6	341	798	.7	7.7	434	1116	.9	5.9	241	613	.5	4.3	126	390	.2	4.4
+KSSE-FM																				
FA '97	69	245	.1	1.9	48	192	.1	1.0	122	364	.2	1.7	80	269	.2	1.5	50	204	.1	1.7
4-Book	54	189	.1	1.4	44	146	.1	1.0	80	230	.2	1.1	57	181	.1	1.0	27	119	.1	.9
KTNQ-AM																				
FA '97	122	288	.2	3.3	46	126	.1	1.0	126	345	.3	1.8	199	449	.4	3.7	125	330	.3	4.3
4-Book	108	312	.2	2.8	97	216	.2	2.2	138	365	.3	1.9	142	345	.3	2.6	92	276	.2	3.2
KTWV-FM																				
FA '97	156	520	.3	4.2	121	445	.2	2.6	330	1003	.7	4.7	265	757	.5	4.9	138	426	.3	4.7
4-Book	182	608	.4	4.6	139	517	.3	3.2	306	998	.6	4.2	247	694	.5	4.4	157	513	.3	5.4
KWKW-AM																				
FA '97	34	90	.1	.9	70	125	.1	1.5	29	94	.1	.4	23	49	.1	.4	15	44	.1	.5
4-Book	32	98	.1	.8	59	109	.1	1.3	49	108	.1	.7	29	75	.1	.5	18	65	.1	.6
KWVE-FM																				
FA '97	13	57	.1	.3	36	112	.1	.8	31	191	.1	.4	18	111	.1	.3	16	70	.1	.5
4-Book	23	91	.1	.6	46	147	.1	1.1	54	186	.1	.7	46	141	.1	.8	34	127	.1	1.1
KXMG-AM																				
FA '97	50	110	.1	1.3	44	81	.1	.9	51	85	.1	.7	47	98	.1	.9	29	80	.1	1.0
4-Book	59	137	.1	1.5	58	142	.1	1.3	90	185	.2	1.2	65	131	.1	1.2	39	120	.1	1.3
KYSR-FM																				
FA '97	113	458	.2	3.0	113	505	.2	2.4	248	1135	.5	3.5	158	603	.3	2.9	61	323	.1	2.1
4-Book	114	559	.2	2.9	106	430	.2	2.4	276	1062	.6	3.8	212	828	.4	3.7	79	424	.2	2.6
KZLA-FM																				
FA '97	56	230	.1	1.5	148	506	.3	3.2	254	877	.5	3.6	196	524	.4	3.6	49	285	.1	1.7
4-Book	68	287	.1	1.7	115	389	.2	2.6	237	759	.5	3.3	182	582	.4	3.3	58	288	.1	2.0
KFRG-FM																				
FA '97	12	29	.1	.3	26	128	.1	.6	28	152	.1	.4	17	106	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	24	137	.1	.6	45	160	.1	1.0	47	281	.1	.7	45	222	.1	.8	10	67	.1	.3
4-Book	12	69	.1	.3	32	112	.1	.7	32	166	.1	.5	28	125	.1	.5	9	61	.1	.3
TOTALS																				
FA '97	3727	11302	7.6		4667	12866	9.5		7000	19180	14.3		5416	14461	11.0		2917	9406	5.9	
4-Book	3922	11769	8.1		4417	12659	9.0		7308	19184	15.0		5606	14583	11.5		2929	9420	6.0	

Target Listener Estimates - Persons 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																				
FA '97	198	3485	.4	1.9	306	1692	.5	1.9	284	1636	.5	1.9	286	1872	.5	2.3	89	841	.2	1.9
SU '97	191	3737	.3	1.9	249	1286	.5	1.7	236	1399	.4	1.6	261	1954	.5	2.2	159	1300	.3	3.3
SP '97	172	3557	.3	1.7	188	1425	.3	1.2	305	1799	.6	2.0	259	1896	.5	2.1	103	1027	.2	2.2
WI '97	196	3487	.4	1.9	329	1833	.6	2.1	297	1888	.5	2.0	286	2001	.5	2.3	68	869	.1	1.6
4-Book	189	3567	.4	1.9	268	1559	.5	1.7	281	1681	.5	1.9	273	1931	.5	2.2	105	1009	.2	2.3
FA '96	209	3820	.4	2.1	323	1926	.6	2.1	323	1860	.6	2.2	295	1944	.5	2.4	79	874	.1	1.7
KACD-FM																				
FA '97	34	939	.1	.3	29	385	.1	.2	50	497	.1	.3	48	597	.1	.4	12	233		.3
SU '97	49	1007	.1	.5	49	371	.1	.3	59	459	.1	.4	71	466	.1	.6	30	303	.1	.6
SP '97	48	980	.1	.5	38	430	.1	.2	61	498	.1	.4	75	480	.1	.6	33	303	.1	.7
WI '97	47	1215	.1	.5	47	516	.1	.3	62	606	.1	.4	69	589	.1	.6	29	398	.1	.7
4-Book	45	1035	.1	.5	41	426	.1	.3	58	515	.1	.4	66	533	.1	.6	26	309	.1	.6
FA '96	54	881	.1	.5	59	425	.1	.4	62	346	.1	.4	64	574	.1	.5	48	433	.1	1.1
KBCD-FM																				
FA '97	12	340		.1	12	160		.1	12	190		.1	25	232		.2	3	106		.1
SU '97	25	467		.2	33	222		.1	44	239		.1	29	246		.1	10	165		.2
SP '97	11	295		.1	33	197		.1	3	41		.1	13	149		.1	3	65		.1
WI '97	7	386		.1	9	105		.1	7	98		.1	5	120		.1	6	109		.1
4-Book	14	372		.1	22	171		.1	17	142		.1	18	187		.1	6	111		.1
FA '96	16	434		.2	23	169		.1	26	181		.2	17	194		.1	4	113		.1
KACE-FM																				
FA '97	134	1924	.2	1.3	157	897	.3	1.0	186	973	.3	1.2	174	1101	.3	1.4	91	701	.2	2.0
SU '97	141	2196	.3	1.4	208	1002	.4	1.4	175	1179	.3	1.2	174	1257	.3	1.5	90	854	.2	1.8
SP '97	89	1590	.2	.9	101	764	.2	.6	118	809	.2	.8	121	893	.2	1.0	71	565	.1	1.5
WI '97	102	1733	.2	1.0	139	847	.3	.9	125	815	.2	.8	121	917	.2	1.0	73	484	.1	1.7
4-Book	117	1861	.2	1.2	151	878	.3	1.0	151	944	.3	1.0	148	1042	.3	1.2	81	651	.2	1.8
FA '96	112	1800	.2	1.1	139	883	.3	.9	172	970	.3	1.2	114	952	.2	.9	71	727	.1	1.6
KRTO-FM																				
FA '97	25	638		.2	23	197		.1	29	292		.1	47	350		.1	16	232		.3
SU '97	33	473		.1	39	191		.1	59	313		.1	32	262		.1	17	211		.3
SP '97	54	637		.1	82	271		.1	92	396		.2	43	338		.1	20	221		.4
WI '97	88	1004		.2	100	510		.2	131	566		.2	91	569		.2	63	378		1.4
4-Book	50	688		.1	61	292		.1	78	392		.2	53	380		.1	29	261		.6
FA '96	37	679		.1	44	285		.1	54	367		.1	33	300		.1	26	174		.6
KBIG-FM																				
FA '97	317	6363	.6	3.1	398	2861	.7	2.5	565	2887	1.0	3.8	429	3241	.8	3.5	115	1728	.2	2.5
SU '97	335	6779	.6	3.3	431	3079	.8	2.9	603	3215	1.1	4.2	406	3433	.7	3.4	115	2010	.2	2.4
SP '97	300	6038	.5	2.9	405	2745	.7	2.6	566	2754	1.0	3.8	410	2918	.7	3.4	82	1476	.1	1.8
WI '97	327	6083	.6	3.2	407	2731	.7	2.6	624	2953	1.1	4.1	441	2842	.8	3.6	94	1543	.2	2.2
4-Book	320	6316	.6	3.1	410	2854	.7	2.7	590	2952	1.1	4.0	422	3109	.8	3.5	102	1689	.2	2.2
FA '96	302	6201	.5	3.0	441	2763	.8	2.8	563	2966	1.0	3.9	380	3173	.7	3.1	95	1232	.2	2.1
+KBUA-FM																				
FA '97	24	428		.2	44	218		.1	39	251		.1	19	228		.2	5	91		.1
SU '97	7	339		.1	5	136		.1	11	145		.1	9	159		.1	3	99		.1
SP '97	31	498		.1	35	272		.1	53	300		.1	30	230		.1	9	58		.2
WI '97	15	393		.1	10	205		.1	17	98		.1	24	200		.2	13	129		.3
4-Book	19	415		.2	24	208		.1	30	199		.1	21	204		.2	8	94		.2
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	168	2732	.3	1.6	233	1268	.4	1.5	204	1507	.4	1.4	186	1408	.3	1.5	74	783	.1	1.6
SU '97	145	2736	.3	1.4	183	1308	.3	1.2	229	1457	.4	1.6	168	1450	.3	1.4	55	802	.1	1.1
SP '97	149	2714	.3	1.4	164	1224	.3	1.1	229	1499	.4	1.5	170	1418	.3	1.4	54	692	.1	1.2
WI '97	216	2995	.4	2.1	227	1278	.4	1.5	373	1778	.7	2.5	221	1636	.4	1.8	105	884	.2	2.4
4-Book	170	2794	.3	1.6	202	1270	.4	1.3	259	1560	.5	1.8	186	1478	.3	1.5	72	790	.1	1.6
FA '96	166	2716	.3	1.6	229	1324	.4	1.5	213	1371	.4	1.5	172	1383	.3	1.4	93	759	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

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
KCBS-FM																				
FA '97	369	7531	.7	3.6	481	3556	.9	3.0	611	3794	1.1	4.1	508	4480	.9	4.1	135	2066	.2	2.9
SU '97	249	6234	.5	2.5	329	2910	.6	2.2	358	3112	.7	2.5	316	3190	.6	2.7	118	1911	.2	2.4
SP '97	386	6587	.7	3.8	450	3072	.8	2.9	682	3552	1.2	4.6	526	3944	1.0	4.4	144	1849	.3	3.1
WI '97	389	7237	.7	3.8	514	3515	.9	3.3	647	3552	1.2	4.3	551	4545	1.0	4.5	118	1865	.2	2.7
4-Book	348	6897	.7	3.4	444	3263	.8	2.9	575	3503	1.1	3.9	475	4040	.9	3.9	129	1923	.2	2.8
FA '96	265	5854	.5	2.6	346	2752	.6	2.2	416	2962	.8	2.9	371	3291	.7	3.1	87	1529	.2	1.9
KFI -AM																				
FA '97	339	5310	.6	3.3	466	2540	.8	2.9	727	3535	1.3	4.8	395	2514	.7	3.2	130	1088	.2	2.8
SU '97	362	4960	.7	3.6	550	2676	1.0	3.7	742	3267	1.3	5.1	383	2427	.7	3.2	136	1125	.2	2.8
SP '97	353	5304	.6	3.4	494	2708	.9	3.2	745	3396	1.4	5.0	501	2970	.9	4.2	77	1009	.1	1.7
WI '97	382	5656	.7	3.7	538	2849	1.0	3.4	747	3823	1.4	4.9	534	3003	1.0	4.3	88	1090	.2	2.0
4-Book	359	5308	.7	3.5	512	2693	.9	3.3	740	3505	1.4	5.0	453	2729	.8	3.7	108	1078	.2	2.3
FA '96	392	5800	.7	3.9	531	2776	1.0	3.4	851	3929	1.5	5.8	479	2878	.9	3.9	92	1131	.2	2.0
KFSG-FM																				
FA '97	46	1336	.1	.4	98	835	.2	.6	55	438	.1	.4	52	612	.1	.4	15	302		.3
SU '97	58	1110	.1	.6	84	699	.2	.6	91	551	.2	.6	71	587	.1	.6	22	334		.5
SP '97	56	987	.1	.5	112	697	.2	.7	47	375	.1	.3	68	433	.1	.6	28	204	.1	.6
WI '97	34	1151	.1	.3	76	649	.1	.5	22	461	.1	.1	41	500	.1	.3	13	242		.3
4-Book	49	1146	.1	.5	93	720	.2	.6	54	456	.1	.4	58	533	.1	.5	20	271		.4
FA '96	44	970	.1	.4	76	596	.1	.5	79	512	.1	.5	49	478	.1	.4	9	197		.2
KFWB-AM																				
FA '97	166	5342	.3	1.6	343	3037	.6	2.1	161	1840	.3	1.1	253	2954	.5	2.0	81	977	.1	1.7
SU '97	134	4663	.2	1.3	304	2831	.6	2.1	123	1729	.2	.9	194	2494	.4	1.6	50	955	.1	1.0
SP '97	131	4390	.2	1.3	312	2770	.6	2.0	102	1404	.2	.7	198	2101	.4	1.6	59	967	.1	1.3
WI '97	165	5183	.3	1.6	383	3413	.7	2.5	161	1820	.3	1.1	235	2688	.4	1.9	47	924	.1	1.1
4-Book	149	4895	.3	1.5	336	3013	.6	2.2	137	1698	.3	1.0	220	2559	.4	1.8	59	956	.1	1.3
FA '96	148	5063	.3	1.5	331	2988	.6	2.1	150	2080	.3	1.0	213	2716	.4	1.8	49	1088	.1	1.1
KIBB-FM																				
FA '97	162	4165	.3	1.6	183	1779	.3	1.1	229	1920	.4	1.5	259	2335	.5	2.1	74	1031	.1	1.6
SU '97	173	4045	.3	1.7	198	1814	.4	1.3	276	2089	.5	1.9	241	2068	.4	2.0	79	1206	.1	1.6
SP '97	198	4182	.4	1.9	213	1875	.4	1.4	333	2139	.6	2.2	261	2236	.5	2.2	71	982	.1	1.5
WI '97	232	4391	.4	2.3	305	1933	.6	2.0	391	2295	.7	2.6	298	2411	.5	2.4	81	1218	.1	1.9
4-Book	191	4196	.4	1.9	225	1850	.4	1.5	307	2111	.6	2.1	265	2263	.5	2.2	76	1109	.1	1.7
FA '96	149	3232	.3	1.5	211	1620	.4	1.4	220	1686	.4	1.5	171	1635	.3	1.4	59	806	.1	1.3
KIEV-AM																				
FA '97	17	388		.2	4	85			56	236	.1	.4	16	97		.1	7	49		.2
SU '97	46	617	.1	.5	12	101		.1	120	456	.2	.8	89	273	.2	.7	13	188		.3
SP '97	12	256		.1	8	51		.1	21	107		.1	35	163	.1	.3	1	16		
WI '97	18	325		.2	9	101		.1	35	164	.1	.2	34	157	.1	.3	9	100		.2
4-Book	23	397		.3	8	85		.1	58	241	.1	.4	44	173	.1	.4	8	88		.2
FA '96	18	479		.2	13	115		.1	46	194	.1	.3	31	161	.1	.3	2	29		
KIIS-FM																				
FA '97	324	7821	.6	3.1	562	4460	1.0	3.5	405	3401	.7	2.7	390	3824	.7	3.1	121	1738	.2	2.6
SU '97	327	7704	.6	3.3	474	4086	.9	3.2	446	3905	.8	3.1	431	3740	.8	3.6	153	1905	.3	3.1
SP '97	324	7621	.6	3.2	625	4433	1.1	4.0	371	3200	.7	2.5	348	3639	.6	2.9	126	1862	.2	2.7
WI '97	284	6952	.5	2.8	526	3802	1.0	3.4	367	3328	.7	2.4	363	3832	.7	3.0	98	1518	.2	2.3
4-Book	315	7525	.6	3.1	547	4195	1.0	3.5	397	3459	.7	2.7	383	3759	.7	3.2	125	1756	.2	2.7
FA '96	299	7207	.5	3.0	535	3927	1.0	3.4	344	3102	.6	2.4	370	3620	.7	3.0	148	1953	.3	3.3
KIKF-FM																				
FA '97	51	1003	.1	.5	67	460	.1	.4	66	502	.1	.4	75	575	.1	.6	22	368		.5
SU '97	51	683	.1	.5	73	375	.1	.5	97	383	.2	.7	63	405	.1	.5	16	258		.3
SP '97	42	803	.1	.4	48	340	.1	.3	80	451	.1	.5	66	459	.1	.5	10	203		.2
WI '97	60	769	.1	.6	102	440	.2	.7	90	441	.2	.6	76	526	.1	.6	15	236		.3
4-Book	51	815	.1	.5	73	404	.1	.5	83	444	.2	.6	70	491	.1	.6	16	266		.3
FA '96	38	700	.1	.4	53	300	.1	.3	54	329	.1	.4	56	388	.1	.5	11	229		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	160	2322	.3	1.5	227	1120	.4	1.4	201	1212	.4	1.3	150	1161	.3	1.2	93	950	.2	2.0
SU '97	120	2114	.2	1.2	153	958	.3	1.0	152	954	.3	1.1	124	994	.2	1.0	65	739	.1	1.3
SP '97	172	2253	.3	1.7	227	981	.4	1.5	259	1111	.5	1.7	165	1136	.3	1.4	110	888	.2	2.4
WI '97	192	2355	.3	1.9	273	1273	.5	1.7	269	1263	.5	1.8	211	1249	.4	1.7	134	1014	.2	3.1
4-Book	161	2261	.3	1.6	220	1083	.4	1.4	220	1135	.4	1.5	163	1135	.3	1.3	101	898	.2	2.2
FA '96	159	2334	.3	1.6	187	1219	.3	1.2	190	998	.3	1.3	188	1214	.3	1.5	103	929	.2	2.3
KKBT-FM																				
FA '97	387	4974	.7	3.7	702	2785	1.3	4.4	487	2597	.9	3.2	443	2696	.8	3.6	167	1431	.3	3.6
SU '97	335	4525	.6	3.3	532	2431	1.0	3.6	415	2570	.8	2.9	423	2567	.8	3.6	187	1845	.3	3.8
SP '97	353	4520	.6	3.4	610	2756	1.1	3.9	407	2420	.7	2.7	424	2546	.8	3.5	157	1321	.3	3.4
WI '97	440	4921	.8	4.3	800	3020	1.5	5.1	618	2729	1.1	4.1	511	2784	.9	4.2	163	1401	.3	3.8
4-Book	379	4735	.7	3.7	661	2748	1.2	4.3	482	2579	.9	3.2	450	2648	.8	3.7	169	1500	.3	3.7
FA '96	433	4793	.8	4.3	797	3333	1.4	5.1	567	2598	1.0	3.9	516	2800	.9	4.3	195	1526	.4	4.3
KKGO-FM																				
FA '97	147	2941	.3	1.4	152	1396	.3	.9	229	1351	.4	1.5	167	1518	.3	1.3	93	1035	.2	2.0
SU '97	99	2424	.2	1.0	113	1074	.2	.8	149	1019	.3	1.0	113	1095	.2	1.0	72	887	.1	1.5
SP '97	113	2546	.2	1.1	135	978	.2	.9	163	1176	.3	1.1	113	1125	.2	.9	83	941	.2	1.8
WI '97	106	2406	.2	1.0	130	1027	.2	.8	165	1026	.3	1.1	143	1268	.3	1.2	66	991	.1	1.5
4-Book	116	2579	.2	1.1	133	1119	.2	.9	177	1143	.3	1.2	134	1252	.3	1.1	79	964	.2	1.7
FA '96	118	2871	.2	1.2	131	1293	.2	.8	181	1374	.3	1.2	136	1434	.2	1.1	81	928	.1	1.8
KKHJ-AM																				
FA '97	73	1491	.1	.7	80	564	.1	.5	54	499	.1	.4	94	563	.2	.8	108	508	.2	2.3
SU '97	86	1599	.2	.9	131	676	.2	.9	108	715	.2	.7	101	706	.2	.9	43	355	.1	.9
SP '97	98	1751	.2	1.0	131	845	.2	.8	155	834	.3	1.0	101	590	.2	.8	76	524	.1	1.7
WI '97	121	1787	.2	1.2	223	1082	.4	1.4	155	823	.3	1.0	90	744	.2	.7	71	513	.1	1.6
4-Book	95	1657	.2	1.0	141	792	.2	.9	118	718	.2	.8	97	651	.2	.8	75	475	.1	1.6
FA '96	155	2179	.3	1.5	345	1400	.6	2.2	195	1149	.4	1.3	162	795	.3	1.3	74	640	.1	1.6
KKLA-AM																				
FA '97	1	60			15	29			1	17				14						
SU '97	1	57			5	37			1	30				39						
SP '97		53			1	14				17										
WI '97		14			1	24														
4-Book	1	46			2	24			1	16				13						
FA '96	6	51		.1	3	26			14	23		.1	7	39		.1		11		
KKLA-FM																				
FA '97	42	1191	.1	.4	107	840	.2	.7	30	437	.1	.2	61	564	.1	.5	21	283		.5
SU '97	59	986	.1	.6	137	694	.2	.9	77	491	.1	.5	68	496	.1	.6	29	272	.1	.6
SP '97	60	1183	.1	.6	133	740	.2	.9	89	414	.2	.6	85	637	.2	.7	15	226		.3
WI '97	44	1058	.1	.4	98	741	.2	.6	60	361	.1	.4	59	606	.1	.5	12	239		.3
4-Book	51	1105	.1	.5	119	754	.2	.8	64	426	.1	.4	68	576	.1	.6	19	255		.4
FA '96	59	1287	.1	.6	108	875	.2	.7	49	575	.1	.3	101	600	.2	.8	31	326	.1	.7
KLAC-AM																				
FA '97	60	1519	.1	.6	98	488	.2	.6	73	555	.1	.5	72	759	.1	.6	43	518	.1	.9
SU '97	65	1494	.1	.6	104	528	.2	.7	91	691	.2	.6	78	774	.1	.7	32	527	.1	.7
SP '97	56	1331	.1	.5	54	404	.1	.3	79	438	.1	.5	83	695	.2	.7	37	530	.1	.8
WI '97	78	1779	.1	.8	104	661	.2	.7	105	567	.2	.7	85	877	.2	.7	53	665	.1	1.2
4-Book	65	1531	.1	.6	90	520	.2	.6	87	563	.2	.6	80	776	.2	.7	41	560	.1	.9
FA '96	76	1690	.1	.8	108	668	.2	.7	129	605	.2	.9	84	724	.2	.7	42	596	.1	.9
KLAX-FM																				
FA '97	241	3600	.4	2.3	268	1599	.5	1.7	304	1925	.5	2.0	324	1977	.6	2.6	124	1020	.2	2.7
SU '97	267	4102	.5	2.7	351	1930	.6	2.4	375	2105	.7	2.6	303	2105	.6	2.6	129	1091	.2	2.6
SP '97	282	4279	.5	2.7	429	2275	.8	2.8	391	2417	.7	2.6	289	2129	.5	2.4	134	1282	.2	2.9
WI '97	341	4508	.6	3.3	518	2446	.9	3.3	443	2593	.8	2.9	387	2448	.7	3.1	120	1116	.2	2.8
4-Book	283	4122	.5	2.8	392	2063	.7	2.6	378	2260	.7	2.5	326	2165	.6	2.7	127	1127	.2	2.8
FA '96	413	5238	.8	4.1	617	3072	1.1	4.0	553	2802	1.0	3.8	409	2853	.7	3.4	158	1662	.3	3.5

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

Target Listener Trends

Persons 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
KLOS-FM																				
FA '97	376	6774	.7	3.6	739	3401	1.3	4.6	498	2899	.9	3.3	450	3678	.8	3.6	168	1958	.3	3.6
SU '97	289	5657	.5	2.9	549	2860	1.0	3.7	376	2464	.7	2.6	390	2933	.7	3.3	94	1184	.2	1.9
SP '97	318	5777	.6	3.1	617	2919	1.1	4.0	402	2584	.7	2.7	409	3136	.7	3.4	122	1400	.2	2.7
WI '97	324	5806	.6	3.2	653	3166	1.2	4.2	481	2561	.9	3.2	386	2990	.7	3.1	73	1219	.1	1.7
4-Book	327	6004	.6	3.2	640	3087	1.2	4.1	439	2627	.8	3.0	409	3184	.7	3.4	114	1440	.2	2.5
FA '96	253	5557	.5	2.5	648	3035	1.2	4.2	304	2472	.6	2.1	294	2973	.5	2.4	57	1107	.1	1.3
KLSX-FM																				
FA '97	333	5003	.6	3.2	1194	3741	2.1	7.5	403	2378	.7	2.7	214	1414	.4	1.7	24	471		.5
SU '97	289	4354	.5	2.9	957	3275	1.7	6.5	398	2216	.7	2.8	176	1263	.3	1.5	48	600	.1	1.0
SP '97	272	4511	.5	2.6	918	3285	1.7	5.9	298	2005	.5	2.0	165	1314	.3	1.4	51	564	.1	1.1
WI '97	275	4701	.5	2.7	997	3273	1.8	6.4	318	2213	.6	2.1	164	1434	.3	1.3	37	661	.1	.9
4-Book	292	4642	.5	2.9	1017	3394	1.8	6.6	354	2203	.6	2.4	180	1356	.3	1.5	40	574	.1	.9
FA '96	336	5195	.6	3.3	1144	3690	2.1	7.3	388	2417	.7	2.7	234	1478	.4	1.9	76	576	.1	1.7
KLVE-FM																				
FA '97	797	8087	1.4	7.7	1183	4638	2.1	7.4	1283	4907	2.3	8.6	813	4559	1.5	6.5	329	2912	.6	7.1
SU '97	699	7802	1.3	7.0	1067	4827	1.9	7.2	1072	4653	1.9	7.4	712	4562	1.3	6.0	294	2791	.5	6.0
SP '97	769	8383	1.4	7.5	1279	5165	2.3	8.2	1117	4974	2.0	7.5	740	4729	1.3	6.1	355	3004	.6	7.7
WI '97	727	7647	1.3	7.1	1238	5212	2.2	7.9	997	4507	1.8	6.6	690	4196	1.3	5.6	344	2888	.6	7.9
4-Book	748	7980	1.4	7.3	1192	4961	2.1	7.7	1117	4760	2.0	7.5	739	4512	1.4	6.1	331	2899	.6	7.2
FA '96	792	8347	1.4	7.8	1310	5312	2.4	8.4	1070	4936	1.9	7.4	778	4810	1.4	6.4	357	3094	.6	7.9
KLYY-FM																				
FA '97	93	2765	.2	.9	94	1184	.2	.6	141	1298	.3	.9	165	1724	.3	1.3	51	862	.1	1.1
SU '97	126	2732	.2	1.3	158	1237	.3	1.1	189	1599	.3	1.3	174	1758	.3	1.5	59	927	.1	1.2
SP '97	83	2567	.2	.8	92	1165	.2	.6	111	1016	.2	.7	121	1663	.2	1.0	40	924	.1	.9
WI '97	76	2663	.1	.7	105	1246	.2	.7	91	1066	.2	.6	109	1621	.2	.9	37	713	.1	.9
4-Book	95	2682	.2	.9	112	1208	.2	.8	133	1245	.3	.9	142	1692	.3	1.2	47	857	.1	1.0
FA '96	87	2625	.2	.9	119	1229	.2	.8	116	1195	.2	.8	122	1377	.2	1.0	39	654	.1	.9
KNX -AM																				
FA '97	150	5051	.3	1.4	266	2661	.5	1.7	134	1717	.2	.9	207	2329	.4	1.7	123	1368	.2	2.6
SU '97	153	4925	.3	1.5	338	3063	.6	2.3	133	1760	.2	.9	187	2227	.3	1.6	93	1225	.2	1.9
SP '97	147	4754	.3	1.4	312	2833	.6	2.0	134	1899	.2	.9	194	2488	.4	1.6	81	1258	.1	1.8
WI '97	174	5249	.3	1.7	373	3146	.7	2.4	135	2088	.2	.9	262	2849	.5	2.1	94	1403	.2	2.2
4-Book	156	4995	.3	1.5	322	2926	.6	2.1	134	1866	.2	.9	213	2473	.4	1.8	98	1314	.2	2.1
FA '96	177	5374	.3	1.8	379	3110	.7	2.4	132	2070	.2	.9	278	2791	.5	2.3	97	1593	.2	2.1
KOST-FM																				
FA '97	452	7891	.8	4.4	573	3797	1.0	3.6	775	3806	1.4	5.2	590	4122	1.1	4.7	197	2470	.4	4.2
SU '97	450	8325	.8	4.5	543	3679	1.0	3.7	700	4134	1.3	4.8	576	4446	1.0	4.9	255	3031	.5	5.2
SP '97	373	7180	.7	3.6	442	3264	.8	2.8	586	3434	1.1	3.9	458	3829	.8	3.8	224	2386	.4	4.9
WI '97	369	7074	.7	3.6	434	3285	.8	2.8	591	3374	1.1	3.9	498	3637	.9	4.1	218	2327	.4	5.0
4-Book	411	7618	.8	4.0	498	3506	.9	3.2	663	3687	1.2	4.5	531	4009	1.0	4.4	224	2554	.4	4.8
FA '96	442	7657	.8	4.4	504	3588	.9	3.2	686	3772	1.2	4.7	628	4317	1.1	5.2	248	2497	.5	5.5
KPWR-FM																				
FA '97	212	4832	.4	2.0	248	2179	.4	1.5	267	1907	.5	1.8	280	2420	.5	2.3	129	1335	.2	2.8
SU '97	218	5124	.4	2.2	252	2215	.5	1.7	264	2614	.5	1.8	241	2488	.4	2.0	153	1610	.3	3.1
SP '97	193	5149	.4	1.9	258	2220	.5	1.7	242	2211	.4	1.6	226	2605	.4	1.9	115	1510	.2	2.5
WI '97	228	5089	.4	2.2	265	2307	.5	1.7	314	2613	.6	2.1	283	2428	.5	2.3	131	1367	.2	3.0
4-Book	213	5049	.4	2.1	256	2230	.5	1.7	272	2336	.5	1.8	258	2485	.5	2.1	132	1456	.2	2.9
FA '96	209	4877	.4	2.1	244	2170	.4	1.6	234	2214	.4	1.6	257	2490	.5	2.1	167	1428	.3	3.7
KRLA-AM																				
FA '97	68	1480	.1	.7	80	684	.1	.5	74	608	.1	.5	88	718	.2	.7	47	514	.1	1.0
SU '97	102	1873	.2	1.0	151	898	.3	1.0	150	995	.3	1.0	98	873	.2	.8	52	585	.1	1.1
SP '97	89	1306	.2	.9	96	652	.2	.6	89	710	.2	.6	90	749	.2	.7	78	496	.1	1.7
WI '97	76	1503	.1	.7	89	597	.2	.6	119	796	.2	.8	80	723	.1	.7	33	424	.1	.8
4-Book	84	1541	.2	.8	104	708	.2	.7	108	777	.2	.7	89	766	.2	.7	53	505	.1	1.2
FA '96	91	1518	.2	.9	123	686	.2	.8	165	935	.3	1.1	89	710	.2	.7	35	402	.1	.8

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	
KROQ-FM																				
FA '97	274	5727	.5	2.6	502	2942	.9	3.1	350	2596	.6	2.3	326	3118	.6	2.6	130	1962	.2	2.8
SU '97	314	5844	.6	3.1	508	2894	.9	3.4	441	3224	.8	3.0	368	3414	.7	3.1	160	2096	.3	3.3
SP '97	338	5607	.6	3.3	655	3147	1.2	4.2	445	2718	.8	3.0	385	3131	.7	3.2	145	1861	.3	3.2
WI '97	295	5482	.5	2.9	568	3093	1.0	3.6	348	2474	.6	2.3	317	2933	.6	2.6	168	1799	.3	3.9
4-Book	305	5665	.6	3.0	558	3019	1.0	3.6	396	2753	.7	2.7	349	3149	.7	2.9	151	1930	.3	3.3
FA '96	259	5164	.5	2.6	362	2401	.7	2.3	408	2679	.7	2.8	317	2756	.6	2.6	140	1600	.3	3.1
KRRA-AM																				
FA '97	28	534	.1	.3	56	193	.1	.3	53	279	.1	.4	16	101	.1	.1	4	68	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	38	418	.1	.4	45	268	.1	.3	56	274	.1	.4	41	251	.1	.3	22	161	.1	.5
WI '97	35	531	.1	.3	59	260	.1	.4	55	262	.1	.4	35	297	.1	.3	19	117	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	46	607	.1	.5	85	280	.2	.5	77	276	.1	.5	55	347	.1	.5	4	81	.1	.1
KRTH-FM																				
FA '97	527	9381	.9	5.1	799	4971	1.4	5.0	944	4817	1.7	6.3	599	4566	1.1	4.8	140	1999	.3	3.0
SU '97	435	8588	.8	4.3	552	3802	1.0	3.7	718	4218	1.3	5.0	526	4407	1.0	4.4	174	2024	.3	3.6
SP '97	442	8772	.8	4.3	566	4161	1.0	3.6	723	4149	1.3	4.8	525	4219	1.0	4.3	164	2222	.3	3.6
WI '97	388	8019	.7	3.8	595	3987	1.1	3.8	615	3909	1.1	4.1	478	4317	.9	3.9	121	1932	.2	2.8
4-Book	448	8690	.8	4.4	628	4230	1.1	4.0	750	4273	1.4	5.1	532	4377	1.0	4.4	150	2044	.3	3.3
FA '96	453	8043	.8	4.5	631	3898	1.1	4.1	681	4086	1.2	4.7	571	4315	1.0	4.7	180	2118	.3	4.0
KSCA-FM																				
FA '97	599	5577	1.1	5.8	1265	4129	2.3	7.9	922	3649	1.6	6.1	399	2450	.7	3.2	169	1459	.3	3.6
SU '97	545	5907	1.0	5.4	1228	4031	2.2	8.3	737	3945	1.3	5.1	415	2640	.8	3.5	156	1489	.3	3.2
SP '97	519	5542	.9	5.0	1036	3812	1.9	6.7	685	3574	1.2	4.6	445	2754	.8	3.7	189	1579	.3	4.1
WI '97	403	4098	.7	3.9	508	2244	.9	3.3	577	2337	1.0	3.8	431	2525	.8	3.5	203	1545	.4	4.7
4-Book	517	5281	.9	5.0	1009	3554	1.8	6.6	730	3376	1.3	4.9	423	2592	.8	3.5	179	1518	.3	3.9
FA '96	173	3111	.3	1.7	197	1482	.4	1.3	275	1777	.5	1.9	243	2015	.4	2.0	68	994	.1	1.5
+KSSE-FM																				
FA '97	111	1934	.2	1.1	111	813	.2	.7	150	1133	.3	1.0	158	1120	.3	1.3	62	667	.1	1.3
SU '97	97	1917	.2	1.0	91	755	.2	.6	147	1066	.3	1.0	109	944	.2	.9	52	709	.1	1.1
SP '97	71	1344	.1	.7	81	458	.1	.5	103	737	.2	.7	77	602	.1	.6	30	330	.1	.7
WI '97	45	964	.1	.4	63	388	.1	.4	67	482	.1	.4	52	493	.1	.4	17	223	.1	.4
4-Book	81	1540	.2	.8	87	604	.2	.6	117	855	.2	.8	99	790	.2	.8	40	482	.1	.9
FA '96	56	1229	.1	.6	88	529	.2	.6	91	727	.2	.6	53	528	.1	.4	10	228	.1	.2
KTNQ-AM																				
FA '97	284	3192	.5	2.7	451	1651	.8	2.8	296	1486	.5	2.0	373	1564	.7	3.0	234	1185	.4	5.0
SU '97	259	3074	.5	2.6	379	1409	.7	2.6	295	1504	.5	2.0	372	1699	.7	3.1	205	1180	.4	4.2
SP '97	309	3047	.6	3.0	479	1588	.9	3.1	411	1503	.7	2.8	376	1720	.7	3.1	189	1208	.3	4.1
WI '97	259	2943	.5	2.5	417	1553	.8	2.7	351	1510	.6	2.3	302	1350	.5	2.5	167	976	.3	3.8
4-Book	278	3064	.5	2.7	432	1550	.8	2.8	338	1501	.6	2.3	356	1583	.7	2.9	199	1137	.4	4.3
FA '96	309	3022	.6	3.1	453	1492	.8	2.9	369	1321	.7	2.5	336	1480	.6	2.8	278	1593	.5	6.1
KTWV-FM																				
FA '97	425	6153	.8	4.1	472	2840	.8	2.9	724	3028	1.3	4.8	529	3605	.9	4.3	212	1990	.4	4.6
SU '97	431	6488	.8	4.3	502	2960	.9	3.4	683	3342	1.2	4.7	571	3643	1.0	4.8	222	2189	.4	4.5
SP '97	440	6140	.8	4.3	539	3094	1.0	3.5	696	3289	1.3	4.7	579	3470	1.1	4.8	176	1573	.3	3.8
WI '97	494	6148	.9	4.8	554	3319	1.0	3.5	858	3257	1.6	5.7	663	3776	1.2	5.4	185	1972	.3	4.3
4-Book	448	6232	.8	4.4	517	3053	.9	3.3	740	3229	1.4	5.0	586	3624	1.1	4.8	199	1931	.4	4.3
FA '96	435	6314	.8	4.3	538	3286	1.0	3.5	710	3230	1.3	4.9	567	3693	1.0	4.7	218	2214	.4	4.8
KVKW-AM																				
FA '97	83	1052	.1	.8	144	529	.3	.9	143	497	.3	1.0	66	445	.1	.5	32	216	.1	.7
SU '97	74	1060	.1	.7	132	564	.2	.9	101	504	.2	.7	46	248	.1	.4	42	261	.1	.9
SP '97	102	1402	.2	1.0	187	807	.3	1.2	132	603	.2	.9	60	389	.1	.5	44	313	.1	1.0
WI '97	124	1767	.2	1.2	228	971	.4	1.5	233	1011	.4	1.5	92	607	.2	.7	29	212	.1	.7
4-Book	96	1320	.2	.9	173	718	.3	1.1	152	654	.3	1.0	66	422	.1	.5	37	251	.1	.8
FA '96	193	2135	.4	1.9	342	1229	.6	2.2	388	1277	.7	2.7	154	865	.3	1.3	39	417	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-54

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
KWVE-FM																			
FA '97	55	1228	.1	.5	95	712	.2	.6	75	488	.1	.5	69	625	.1	.6	24	393	.5
SU '97	79	1302	.1	.8	91	720	.2	.6	82	652	.1	.6	117	779	.2	1.0	51	458	.1
SP '97	66	1532	.1	.6	112	957	.2	.7	75	750	.1	.5	64	719	.1	.5	52	537	.1
WI '97	67	1112	.1	.7	94	586	.2	.6	103	626	.2	.7	105	610	.2	.9	21	321	.5
4-Book	67	1294	.1	.7	98	744	.2	.6	84	629	.1	.6	89	683	.2	.8	37	427	.1
FA '96	53	1158	.1	.5	66	634	.1	.4	55	556	.1	.4	97	695	.2	.8	21	258	.5
KXMG-AM																			
FA '97	60	616	.1	.6	94	305	.2	.6	62	312	.1	.4	55	269	.1	.4	42	185	.1
SU '97	180	1748	.3	1.8	218	1033	.4	1.5	306	1002	.6	2.1	213	983	.4	1.8	88	597	.2
SP '97	106	1559	.2	1.0	116	710	.2	.7	144	931	.3	1.0	123	959	.2	1.0	75	508	.1
WI '97	142	1461	.3	1.4	118	678	.2	.8	203	836	.4	1.3	192	887	.3	1.6	100	549	.2
4-Book	122	1346	.2	1.2	137	682	.3	.9	179	770	.4	1.2	146	775	.3	1.2	76	460	.2
FA '96	119	1268	.2	1.2	171	662	.3	1.1	164	706	.3	1.1	111	730	.2	.9	72	586	.1
KYSR-FM																			
FA '97	318	6861	.6	3.1	405	3374	.7	2.5	529	3569	.9	3.5	415	4186	.7	3.3	133	2257	.2
SU '97	323	7103	.6	3.2	334	3114	.6	2.3	471	3674	.9	3.3	491	4216	.9	4.1	132	2089	.2
SP '97	336	6737	.6	3.3	429	3246	.8	2.8	532	3742	1.0	3.6	438	4098	.8	3.6	133	2124	.2
WI '97	269	6224	.5	2.6	355	3059	.6	2.3	464	3038	.8	3.1	364	3131	.7	3.0	100	1626	.2
4-Book	312	6731	.6	3.1	381	3198	.7	2.5	499	3506	.9	3.4	427	3908	.8	3.5	125	2024	.2
FA '96	273	5546	.5	2.7	388	3004	.7	2.5	473	2939	.9	3.2	382	3234	.7	3.1	76	1469	.1
KZLA-FM																			
FA '97	305	4334	.5	2.9	452	2526	.8	2.8	418	2278	.7	2.8	420	2968	.8	3.4	83	1300	.1
SU '97	286	3823	.5	2.8	371	2256	.7	2.5	458	2450	.8	3.2	350	2592	.6	2.9	93	1300	.2
SP '97	302	3888	.5	2.9	419	2248	.8	2.7	485	2208	.9	3.2	392	2304	.7	3.2	106	1286	.2
WI '97	258	3781	.5	2.5	381	2354	.7	2.4	417	2191	.8	2.7	320	2465	.6	2.6	65	1099	.1
4-Book	288	3957	.5	2.8	406	2346	.8	2.6	445	2282	.8	3.0	371	2582	.7	3.0	87	1246	.2
FA '96	298	3913	.5	2.9	404	2139	.7	2.6	504	2273	.9	3.5	360	2442	.7	3.0	85	1240	.2
KFRG-FM																			
FA '97	34	1086	.1	.3	37	441	.1	.2	43	533	.1	.3	60	597	.1	.5	9	259	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	31	1025	.1	.3	35	343	.1	.2	52	388	.1	.4	39	548	.1	.3	18	312	.4
XTRA-AM																			
FA '97	91	2233	.2	.9	99	754	.2	.6	147	974	.3	1.0	156	1309	.3	1.3	39	555	.1
SU '97	82	1677	.1	.8	88	650	.2	.6	195	933	.4	1.3	122	975	.2	1.0	12	267	.2
SP '97	92	1805	.2	.9	150	894	.3	1.0	202	946	.4	1.4	124	1103	.2	1.0	13	335	.3
WI '97	100	2125	.2	1.0	121	941	.2	.8	199	1032	.4	1.3	165	1254	.3	1.3	21	507	.5
4-Book	91	1960	.2	.9	115	810	.2	.8	186	971	.4	1.3	142	1160	.3	1.2	21	416	.5
FA '96	104	2303	.2	1.0	108	772	.2	.7	201	1267	.4	1.4	162	1347	.3	1.3	25	507	.6
TOTALS																			
FA '97	10353	53952	18.5		16016	48014	28.7		14999	42794	26.8		12427	46228	22.2		4651	30220	8.3
SU '97	10036	52925	18.2		14771	46225	26.8		14468	42706	26.3		11867	45301	21.6		4885	31120	8.9
SP '97	10281	52899	18.7		15569	47578	28.3		14935	42359	27.1		12072	45559	21.9		4598	30038	8.4
WI '97	10236	53033	18.6		15621	47183	28.4		15184	42665	27.6		12295	45866	22.3		4345	28568	7.9
4-Book	10227	53202	18.5		15494	47250	28.1		14897	42631	27.0		12165	45739	22.0		4620	29987	8.4
FA '96	10114	52874	18.4		15577	47191	28.3		14554	42252	26.4		12139	45359	22.1		4534	30220	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

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																				
FA '97	291	2937	.5	2.0	105	1363	.2	1.5	127	411	.2	1.5	177	551	.3	1.5	120	347	.2	1.6
4-Book	275	3024	.5	1.9	95	1318	.2	1.4	130	403	.2	1.6	130	409	.3	1.1	81	278	.2	1.1
KACD-FM																				
FA '97	43	831	.1	.3	33	492	.1	.5	32	116	.1	.4	67	166	.1	.6	43	151	.1	.6
4-Book	55	867	.1	.4	39	551	.1	.6	28	94	.1	.4	67	236	.1	.6	52	164	.1	.7
KBCD-FM																				
FA '97	16	323	.1	.1	9	111	.1	.1	4	17	.1	.1	21	48	.2	.2	6	33	.1	.1
4-Book	19	312	.1	.1	10	142	.1	.1	9	22	.1	.1	20	70	.2	.2	14	50	.1	.2
KACE-FM																				
FA '97	173	1556	.3	1.2	94	1050	.2	1.4	116	313	.2	1.4	146	484	.3	1.3	152	433	.3	2.0
4-Book	150	1540	.3	1.1	81	959	.2	1.2	67	193	.1	.8	149	417	.3	1.3	120	340	.2	1.5
KRTO-FM																				
FA '97	33	460	.1	.2	16	355	.1	.2	16	96	.1	.2	24	117	.2	.2	26	131	.1	.3
4-Book	65	573	.1	.5	36	388	.1	.5	40	117	.1	.5	56	163	.1	.5	51	159	.1	.6
KBIG-FM																				
FA '97	472	5013	.8	3.3	177	2970	.3	2.6	202	713	.4	2.4	276	1055	.5	2.4	184	691	.3	2.4
4-Book	483	4937	.9	3.4	177	2919	.3	2.6	173	643	.3	2.1	289	1018	.5	2.5	163	628	.3	2.1
+KBUA-FM																				
FA '97	35	372	.1	.2	18	240	.1	.3	26	49	.1	.3	49	157	.1	.4	11	63	.1	.1
4-Book	26	373	.1	.2	16	194	.1	.3	20	44	.1	.2	37	102	.1	.3	15	53	.1	.2
KBUE-FM																				
FA '97	207	2267	.4	1.4	162	1571	.3	2.4	267	550	.5	3.2	242	738	.4	2.1	183	455	.3	2.4
4-Book	219	2378	.4	1.5	148	1531	.3	2.2	201	467	.4	2.5	258	705	.5	2.2	170	468	.3	2.2
KCBS-FM																				
FA '97	539	6416	1.0	3.7	223	3834	.4	3.3	253	995	.5	3.1	485	1839	.9	4.2	272	1067	.5	3.6
4-Book	504	5827	.9	3.5	220	3528	.4	3.2	239	899	.5	3.0	434	1625	.8	3.7	265	961	.5	3.4
KFI -AM																				
FA '97	544	4825	1.0	3.7	114	1747	.2	1.7	221	712	.4	2.7	217	624	.4	1.9	82	244	.1	1.1
4-Book	581	4893	1.1	4.1	131	1942	.3	1.9	243	824	.4	3.0	295	914	.6	2.5	97	327	.2	1.3
KFSG-FM																				
FA '97	67	1077	.1	.5	30	571	.1	.4	43	153	.1	.5	16	128	.1	.1	37	114	.1	.5
4-Book	67	961	.1	.5	36	553	.1	.5	49	167	.1	.6	44	166	.1	.4	44	124	.1	.6
KFWB-AM																				
FA '97	245	4738	.4	1.7	84	2071	.2	1.2	160	747	.3	1.9	90	535	.2	.8	84	445	.2	1.1
4-Book	224	4376	.4	1.6	77	2019	.2	1.1	146	697	.3	1.8	103	607	.2	.9	75	386	.2	1.0
K1BB-FM																				
FA '97	224	3533	.4	1.5	111	2020	.2	1.6	136	441	.2	1.6	152	730	.3	1.3	146	598	.3	1.9
4-Book	269	3573	.5	1.9	131	2018	.3	1.9	121	492	.2	1.5	236	879	.4	2.0	160	614	.3	2.0
KIEV-AM																				
FA '97	28	311	.1	.2	4	165	.1	.1	4	40	.1	.1	9	51	.1	.1	6	48	.1	.1
4-Book	38	324	.1	.3	7	139	.1	.1	6	24	.1	.1	17	70	.1	.1	12	54	.1	.1
KIIS-FM																				
FA '97	449	6601	.8	3.1	239	3972	.4	3.5	323	1139	.6	3.9	431	1635	.8	3.8	325	1180	.6	4.3
4-Book	439	6450	.8	3.1	223	3730	.4	3.2	260	1031	.5	3.2	411	1530	.8	3.6	290	1107	.5	3.7
KIKF-FM																				
FA '97	69	798	.1	.5	39	539	.1	.6	61	153	.1	.7	71	206	.1	.6	42	202	.1	.6
4-Book	76	688	.1	.6	30	392	.1	.4	40	113	.1	.5	63	166	.1	.5	38	157	.1	.5
KJLH-FM																				
FA '97	193	1865	.3	1.3	147	1634	.3	2.2	92	285	.2	1.1	181	548	.3	1.6	147	474	.3	1.9
4-Book	203	1804	.4	1.4	129	1426	.2	1.9	91	283	.2	1.1	160	507	.3	1.4	140	398	.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

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		
KKBT-FM																					
FA '97	540	4235	1.0	3.7	264	2858	.5	3.9	272	737	.5	3.3	456	1218	.8	4.0	343	856	.6	4.5	
4-Book	527	4114	1.0	3.7	257	2586	.5	3.8	276	717	.5	3.4	443	1164	.8	3.8	344	901	.6	4.3	
KKGO-FM																					
FA '97	186	2331	.3	1.3	113	1550	.2	1.7	70	360	.1	.8	156	475	.3	1.4	134	464	.2	1.8	
4-Book	150	2008	.3	1.1	83	1250	.2	1.2	65	281	.1	.8	112	391	.2	1.0	102	359	.2	1.3	
KKHJ-AM																					
FA '97	74	1082	.1	.5	48	562	.1	.7	68	161	.1	.8	68	204	.1	.6	3	14			
4-Book	119	1353	.2	.8	65	666	.1	1.0	100	238	.2	1.2	102	247	.2	.9	40	106	.1	.5	
KKLA-AM																					
FA '97		33			1	27											1	15			
4-Book	1	39				7												4			
KKLA-FM																					
FA '97	63	1051	.1	.4	17	424		.3	31	116	.1	.4	16	72		.1	8	37		.1	
4-Book	82	1002	.2	.6	17	384		.3	29	95	.1	.4	24	83		.2	10	41		.1	
KLAC-AM																					
FA '97	80	1155	.1	.6	37	656	.1	.5	19	70		.2	57	216	.1	.5	45	146	.1	.6	
4-Book	86	1138	.2	.6	43	665	.1	.6	38	116	.1	.5	67	209	.1	.6	54	167	.1	.7	
KLAX-FM																					
FA '97	299	3073	.5	2.1	219	2094	.4	3.2	262	672	.5	3.2	288	823	.5	2.5	205	553	.4	2.7	
4-Book	366	3565	.7	2.6	242	2360	.4	3.5	316	769	.6	4.0	383	1009	.7	3.3	284	686	.5	3.6	
KLOS-FM																					
FA '97	557	5936	1.0	3.8	192	2922	.3	2.8	204	723	.4	2.5	425	1451	.8	3.7	226	989	.4	3.0	
4-Book	491	5216	.9	3.4	176	2587	.3	2.6	174	627	.3	2.2	342	1153	.7	3.0	217	801	.4	2.8	
KLSX-FM																					
FA '97	588	4401	1.1	4.0	85	1257	.2	1.3	109	321	.2	1.3	129	449	.2	1.1	66	247	.1	.9	
4-Book	504	4059	.9	3.5	84	1266	.2	1.2	93	286	.2	1.2	103	344	.2	.9	71	228	.1	.9	
KLVE-FM																					
FA '97	1107	7201	2.0	7.6	563	4876	1.0	8.3	755	1884	1.4	9.1	981	2330	1.8	8.6	576	1445	1.0	7.6	
4-Book	1024	7159	1.9	7.2	541	4910	1.0	7.9	770	1936	1.4	9.6	901	2196	1.7	7.8	514	1356	.9	6.6	
KLYY-FM																					
FA '97	134	2386	.2	.9	49	1303	.1	.7	40	220	.1	.5	88	496	.2	.8	60	270	.1	.8	
4-Book	130	2322	.2	.9	64	1351	.1	.9	39	196	.1	.5	103	535	.2	.9	68	320	.1	.9	
KNX -AM																					
FA '97	197	4116	.4	1.4	85	2273	.2	1.3	113	482	.2	1.4	74	572	.1	.6	77	339	.1	1.0	
4-Book	216	4251	.4	1.5	89	2016	.2	1.3	143	589	.3	1.8	105	558	.2	.9	78	373	.2	1.0	
KOST-FM																					
FA '97	656	6255	1.2	4.5	261	3756	.5	3.8	267	924	.5	3.2	443	1425	.8	3.9	262	838	.5	3.4	
4-Book	572	6098	1.0	4.0	251	3621	.5	3.7	226	825	.4	2.8	406	1366	.8	3.5	286	972	.5	3.6	
KPWR-FM																					
FA '97	265	3990	.5	1.8	172	2442	.3	2.5	145	453	.3	1.8	306	951	.5	2.7	189	621	.3	2.5	
4-Book	262	4145	.5	1.8	179	2501	.3	2.6	147	512	.3	1.9	290	1017	.5	2.5	219	681	.4	2.8	
KRLA-AM																					
FA '97	80	1135	.1	.6	62	774	.1	.9	59	196	.1	.7	63	230	.1	.6	78	271	.1	1.0	
4-Book	101	1216	.2	.7	75	848	.1	1.1	64	198	.1	.8	113	309	.2	1.0	93	265	.2	1.2	
KROQ-FM																					
FA '97	389	4697	.7	2.7	164	3047	.3	2.4	204	777	.4	2.5	258	1222	.5	2.3	197	850	.4	2.6	
4-Book	431	4815	.8	3.0	185	2984	.4	2.7	199	741	.4	2.5	317	1256	.6	2.7	225	818	.4	2.9	
KRRA-AM																					
FA '97	42	401	.1	.3	20	244		.3	13	35		.2	47	104	.1	.4	23	47		.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

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	
KRTH-FM																				
FA '97	794	7868	1.4	5.5	313	4167	.6	4.6	362	1058	.6	4.4	673	1982	1.2	5.9	358	1231	.6	4.7
4-Book	646	7176	1.2	4.5	298	4261	.6	4.3	330	1060	.6	4.1	595	1889	1.1	5.2	384	1280	.7	4.9
KSCA-FM																				
FA '97	866	5147	1.5	6.0	415	3514	.7	6.1	868	1831	1.6	10.5	710	1800	1.3	6.2	398	999	.7	5.2
4-Book	721	4808	1.3	5.1	381	3268	.7	5.6	744	1587	1.4	9.2	630	1649	1.2	5.4	368	928	.7	4.7
+KSSE-FM																				
FA '97	141	1635	.3	1.0	92	1186	.2	1.4	68	239	.1	.8	204	541	.4	1.8	71	254	.1	.9
4-Book	102	1236	.2	.7	72	832	.2	1.1	70	193	.1	.9	157	398	.3	1.4	74	215	.1	.9
KTNQ-AM																				
FA '97	367	2821	.7	2.5	170	1841	.3	2.5	261	586	.5	3.2	216	556	.4	1.9	206	561	.4	2.7
4-Book	372	2705	.7	2.6	162	1521	.3	2.4	264	557	.5	3.3	218	547	.4	1.9	169	422	.3	2.2
KTVV-FM																				
FA '97	587	5121	1.1	4.0	282	3142	.5	4.2	264	829	.5	3.2	454	1219	.8	4.0	324	928	.6	4.3
4-Book	624	5205	1.2	4.4	302	3282	.6	4.4	272	856	.5	3.4	517	1379	.9	4.5	385	1052	.7	4.9
KWKW-AM																				
FA '97	119	872	.2	.8	51	512	.1	.8	123	238	.2	1.5	74	197	.1	.6	27	94	.1	.4
4-Book	132	1085	.2	.9	72	634	.1	1.1	155	289	.3	1.9	135	293	.2	1.2	68	163	.1	.9
KWVE-FM																				
FA '97	79	974	.1	.5	33	520	.1	.5	45	143	.1	.5	52	184	.1	.5	44	168	.1	.6
4-Book	90	1103	.2	.6	45	606	.1	.7	56	165	.1	.7	48	178	.1	.4	35	148	.1	.5
KXMG-AM																				
FA '97	70	495	.1	.5	54	379	.1	.8	82	175	.1	1.0	62	153	.1	.5	66	144	.1	.9
4-Book	156	1111	.3	1.1	93	747	.2	1.4	101	256	.2	1.3	164	366	.3	1.4	130	306	.3	1.7
KYSR-FM																				
FA '97	456	5940	.8	3.1	198	3329	.4	2.9	184	850	.3	2.2	422	1574	.8	3.7	217	852	.4	2.9
4-Book	441	5693	.8	3.1	210	3394	.4	3.0	198	780	.4	2.4	399	1492	.7	3.5	263	997	.5	3.3
KZLA-FM																				
FA '97	429	3763	.8	3.0	234	2742	.4	3.5	214	692	.4	2.6	432	1381	.8	3.8	304	984	.5	4.0
4-Book	410	3505	.8	2.9	207	2326	.4	3.1	227	703	.4	2.8	385	1198	.7	3.4	263	891	.5	3.4
KFRG-FM																				
FA '97	46	908	.1	.3	31	550	.1	.5	51	126	.1	.6	61	177	.1	.5	33	127	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	135	1809	.2	.9	48	1063	.1	.7	84	250	.2	1.0	53	192	.1	.5	86	300	.2	1.1
4-Book	151	1720	.3	1.0	33	676	.1	.5	56	179	.1	.7	50	202	.1	.5	49	164	.1	.6
TOTALS																				
FA '97	14519	53154	26.0		6780	43933	12.1		8268	20860	14.8		11426	27768	20.4		7612	20468	13.6	
4-Book	14240	52459	25.8		6863	43299	12.4		8070	20834	14.6		11599	27651	21.0		7892	20287	14.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	47	181	.1	1.1	154	422	.3	2.9	88	364	.2	1.1	69	216	.1	1.1	70	293	.1	2.2
4-Book	49	179	.1	1.1	111	303	.2	2.2	129	413	.2	1.6	93	315	.2	1.5	43	163	.1	1.3
KACD-FM																				
FA '97	19	56	.1	.5	12	60	.2	.2	33	173	.1	.4	38	147	.1	.6	23	118	.1	.7
4-Book	31	95	.1	.7	16	64	.3	.3	49	196	.1	.6	33	116	.1	.5	31	128	.1	1.0
KBCD-FM																				
FA '97	13	16	.3	.3	6	35	.1	.1	14	30	.2	.2	2	17	.1	.1	1	15	.1	.1
4-Book	8	17	.2	.2	5	16	.1	.1	15	42	.2	.2	5	26	.1	.1	2	12	.1	.1
KACE-FM																				
FA '97	49	145	.1	1.2	54	171	.1	1.0	102	273	.2	1.3	73	243	.1	1.2	65	213	.1	2.0
4-Book	70	225	.2	1.6	40	117	.1	.8	69	243	.1	.9	73	233	.1	1.2	52	192	.1	1.6
KRTO-FM																				
FA '97	11	45	.3	.3	18	101	.1	.3	12	91	.1	.1	17	83	.1	.3	9	88	.1	.3
4-Book	30	86	.1	.7	25	80	.1	.5	30	106	.1	.4	42	130	.1	.7	21	82	.1	.7
KBIG-FM																				
FA '97	218	661	.4	5.3	118	385	.2	2.2	195	738	.3	2.4	146	591	.3	2.4	67	283	.1	2.1
4-Book	234	773	.4	5.4	99	382	.2	1.9	195	735	.3	2.4	154	552	.3	2.4	83	358	.2	2.6
+KBUA-FM																				
FA '97	2	16	.1	.1	7	45	.1	.1	29	96	.1	.4	1	11	.1	.1	15	41	.1	.5
4-Book	5	17	.1	.1	12	33	.3	.3	20	76	.1	.3	14	42	.2	.2	8	28	.2	.2
KBUE-FM																				
FA '97	115	316	.2	2.8	81	269	.1	1.5	212	515	.4	2.6	120	336	.2	2.0	81	236	.1	2.5
4-Book	91	254	.2	2.1	115	338	.2	2.2	167	485	.3	2.0	122	338	.2	2.0	65	216	.1	2.0
KCBS-FM																				
FA '97	106	479	.2	2.6	111	375	.2	2.1	264	997	.5	3.3	184	775	.3	3.0	95	538	.2	2.9
4-Book	118	481	.2	2.8	116	460	.2	2.3	269	1002	.5	3.3	221	850	.4	3.5	93	450	.2	2.9
KFI -AM																				
FA '97	40	189	.1	1.0	68	242	.1	1.3	158	468	.3	1.9	85	327	.2	1.4	39	204	.1	1.2
4-Book	44	168	.1	1.0	109	331	.2	2.2	139	462	.3	1.7	77	273	.2	1.2	48	185	.1	1.5
KFSG-FM																				
FA '97	26	116	.6	.6	50	228	.1	.9	38	188	.1	.5	22	101	.4	.4	12	61	.4	.4
4-Book	21	94	.5	.5	59	215	.1	1.1	37	147	.1	.5	22	87	.4	.4	15	60	.5	.5
KFWB-AM																				
FA '97	44	209	.1	1.1	94	364	.2	1.8	74	389	.1	.9	105	406	.2	1.7	40	244	.1	1.2
4-Book	31	191	.1	.7	111	510	.2	2.2	76	431	.1	.9	65	318	.1	1.0	29	196	.1	.9
KIBB-FM																				
FA '97	83	338	.1	2.0	126	343	.2	2.3	116	629	.2	1.4	93	485	.2	1.5	43	184	.1	1.3
4-Book	92	395	.2	2.1	79	302	.1	1.5	167	678	.3	2.0	124	462	.3	1.9	61	250	.1	1.9
KIEV-AM																				
FA '97													16	57	.3	.3	3	14	.1	.1
4-Book	2	7	.1	.1	3	6	.1	.1	6	26	.1	.1	7	29	.1	.1	1	7	.1	.1
KIIS-FM																				
FA '97	115	499	.2	2.8	175	786	.3	3.3	261	1210	.5	3.2	216	793	.4	3.5	82	403	.1	2.5
4-Book	106	548	.2	2.5	133	561	.3	2.6	296	1145	.5	3.6	219	814	.4	3.4	73	380	.1	2.2
KIKF-FM																				
FA '97	19	84	.5	.5	32	172	.1	.6	52	217	.1	.6	32	110	.1	.5	6	58	.2	.2
4-Book	12	68	.3	.3	17	91	.3	.3	45	171	.1	.6	23	66	.1	.4	6	47	.2	.2
KJLH-FM																				
FA '97	109	328	.2	2.6	187	444	.3	3.5	281	709	.5	3.5	125	406	.2	2.0	43	74	.1	1.3
4-Book	103	301	.2	2.4	153	394	.3	2.9	208	580	.4	2.5	116	369	.2	1.8	53	159	.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 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	175	573	.3	4.2	224	599	.4	4.2	218	747	.4	2.7	254	684	.5	4.1	177	592	.3	5.5
4-Book	193	568	.4	4.5	185	523	.3	3.6	247	739	.5	3.0	224	636	.4	3.5	143	439	.3	4.4
KKGO-FM																				
FA '97	81	283	.1	2.0	116	331	.2	2.2	130	625	.2	1.6	142	447	.3	2.3	79	228	.1	2.4
4-Book	62	240	.1	1.5	59	230	.1	1.1	97	380	.2	1.2	99	327	.2	1.6	65	228	.1	2.0
KKHJ-AM																				
FA '97	56	138	.1	1.4	34	68	.1	.6	28	104	.1	.3	44	86	.1	.7	72	151	.1	2.2
4-Book	52	149	.1	1.2	50	120	.1	1.0	75	176	.2	.9	56	100	.1	.9	42	119	.1	1.3
KKLA-AM																				
FA '97	5	11		.1													5	11		.2
4-Book	1	3															1	3		.1
KKLA-FM																				
FA '97	6	14		.1	44	195	.1	.8	14	81		.2	7	13		.1	13	43		.4
4-Book	5	31		.1	45	195	.1	.9	12	85		.2	8	46		.1	11	38		.3
KLAC-AM																				
FA '97	9	31		.2	1	12			54	141	.1	.7	49	219	.1	.8	52	158	.1	1.6
4-Book	16	82		.4	22	77		.4	66	208	.1	.8	43	179	.1	.7	38	124	.1	1.2
KLAX-FM																				
FA '97	106	354	.2	2.6	263	707	.5	4.9	348	913	.6	4.3	225	489	.4	3.7	72	192	.1	2.2
4-Book	123	379	.2	2.9	223	569	.4	4.3	299	848	.5	3.6	237	535	.4	3.8	89	278	.2	2.8
KLOS-FM																				
FA '97	119	439	.2	2.9	84	322	.2	1.6	173	635	.3	2.1	228	755	.4	3.7	72	296	.1	2.2
4-Book	99	415	.2	2.3	83	331	.2	1.6	176	657	.3	2.1	211	695	.4	3.3	106	350	.2	3.2
KLSX-FM																				
FA '97	28	73	.1	.7	139	364	.2	2.6	172	529	.3	2.1	33	162	.1	.5	7	60		.2
4-Book	39	122	.1	.9	108	329	.2	2.1	175	550	.3	2.1	59	205	.1	.9	24	83		.7
KLVE-FM																				
FA '97	399	1124	.7	9.7	476	1284	.9	8.9	658	1660	1.2	8.1	339	948	.6	5.5	300	921	.5	9.3
4-Book	382	1082	.7	9.0	485	1320	.9	9.4	651	1726	1.2	7.9	377	998	.7	6.0	244	782	.4	7.6
KLYY-FM																				
FA '97	41	251	.1	1.0	19	152		.4	59	301	.1	.7	57	243	.1	.9	26	164		.8
4-Book	39	207	.1	.9	36	163	.1	.7	98	441	.2	1.2	84	351	.2	1.3	39	197	.1	1.2
KNX -AM																				
FA '97	69	343	.1	1.7	45	276	.1	.8	118	559	.2	1.5	69	343	.1	1.1	110	501	.2	3.4
4-Book	65	326	.1	1.5	89	414	.2	1.8	86	434	.2	1.1	76	349	.1	1.2	73	375	.1	2.3
KOST-FM																				
FA '97	195	740	.3	4.7	188	728	.3	3.5	312	998	.6	3.8	222	889	.4	3.6	176	644	.3	5.5
4-Book	247	911	.5	5.8	159	584	.3	3.1	295	1022	.6	3.6	203	756	.4	3.2	160	634	.3	5.0
KPWR-FM																				
FA '97	180	534	.3	4.4	75	326	.1	1.4	202	691	.4	2.5	167	539	.3	2.7	90	377	.2	2.8
4-Book	157	527	.3	3.7	98	326	.2	1.9	216	742	.4	2.6	171	531	.3	2.7	117	387	.2	3.6
KRLA-AM																				
FA '97	57	137	.1	1.4	38	132	.1	.7	45	198	.1	.6	121	277	.2	2.0	46	154	.1	1.4
4-Book	60	161	.1	1.4	37	115	.1	.7	90	258	.2	1.1	89	247	.2	1.4	52	194	.1	1.6
KROQ-FM																				
FA '97	79	427	.1	1.9	112	358	.2	2.1	214	976	.4	2.6	144	643	.3	2.3	105	475	.2	3.3
4-Book	118	502	.2	2.7	98	370	.2	1.9	233	954	.4	2.8	187	773	.3	2.9	91	426	.2	2.9
KRRR-AM																				
FA '97	14	14		.3	28	96	.1	.5	25	85		.3	8	40		.1	1	14		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KRTH-FM																				
FA '97	98	368	.2	2.4	195	642	.3	3.6	361	1251	.6	4.5	327	1040	.6	5.3	129	458	.2	4.0
4-Book	137	547	.2	3.2	176	662	.3	3.4	360	1316	.6	4.4	298	974	.5	4.7	107	472	.2	3.3
KSCA-FM																				
FA '97	150	539	.3	3.6	398	971	.7	7.4	488	1174	.9	6.0	232	575	.4	3.8	125	367	.2	3.9
4-Book	143	479	.3	3.3	358	840	.7	6.9	461	1189	.9	5.6	255	646	.5	4.1	132	408	.2	4.1
+KSSE-FM																				
FA '97	73	259	.1	1.8	48	192	.1	.9	122	364	.2	1.5	80	269	.1	1.3	50	204	.1	1.5
4-Book	55	192	.1	1.3	47	150	.1	.9	81	234	.1	1.0	57	181	.1	.9	27	122	.1	.8
KTNQ-AM																				
FA '97	128	317	.2	3.1	77	219	.1	1.4	142	377	.3	1.8	210	494	.4	3.4	133	364	.2	4.1
4-Book	119	344	.2	2.8	122	283	.2	2.4	155	403	.3	1.9	157	375	.3	2.5	104	312	.2	3.2
KTUV-FM																				
FA '97	177	602	.3	4.3	173	597	.3	3.2	383	1174	.7	4.7	313	846	.6	5.1	158	500	.3	4.9
4-Book	202	680	.4	4.7	182	668	.3	3.6	371	1166	.7	4.5	291	802	.6	4.6	179	587	.4	5.5
KWKV-AM																				
FA '97	37	104	.1	.9	84	140	.2	1.6	29	94	.1	.4	23	49	.1	.4	21	60	.1	.7
4-Book	39	116	.1	.9	69	130	.2	1.3	62	130	.1	.8	34	82	.1	.6	21	76	.1	.7
KWVE-FM																				
FA '97	13	57	.1	.3	42	139	.1	.8	36	217	.1	.4	22	125	.1	.4	16	70	.1	.5
4-Book	26	104	.1	.6	51	174	.1	1.0	59	217	.1	.7	53	161	.1	.8	38	141	.1	1.2
KXMG-AM																				
FA '97	50	110	.1	1.2	47	94	.1	.9	53	98	.1	.7	51	112	.1	.8	29	80	.1	.9
4-Book	64	150	.1	1.5	67	168	.1	1.3	99	213	.2	1.2	77	157	.2	1.2	43	128	.1	1.4
KYSR-FM																				
FA '97	113	458	.2	2.7	123	558	.2	2.3	280	1210	.5	3.5	160	620	.3	2.6	61	323	.1	1.9
4-Book	114	566	.2	2.7	114	462	.2	2.2	286	1091	.5	3.5	214	845	.4	3.4	79	424	.1	2.4
KZLA-FM																				
FA '97	73	317	.1	1.8	183	588	.3	3.4	359	1175	.6	4.4	260	717	.5	4.2	53	325	.1	1.6
4-Book	78	333	.1	1.9	136	465	.3	2.6	289	934	.5	3.5	217	704	.4	3.4	61	316	.1	1.9
KFRG-FM																				
FA '97	12	29	.1	.3	28	142	.1	.5	35	196	.1	.4	23	136	.1	.4	4	33	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	26	153	.1	.6	48	173	.1	.9	47	281	.1	.6	45	235	.1	.7	11	80	.1	.3
4-Book	13	76	.1	.3	36	124	.1	.7	33	172	.1	.4	29	131	.1	.5	9	67	.1	.3
TOTALS																				
FA '97	4125	12672	7.4		5368	14907	9.6		8107	21844	14.5		6140	16467	11.0		3229	10556	5.8	
4-Book	4292	13055	7.8		5157	14745	9.4		8286	21755	15.0		6348	16522	11.5		3239	10493	5.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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																				
FA '97	279	4403	.6	3.5	472	2308	1.1	3.8	363	2181	.8	3.2	390	2458	.9	4.1	103	1044	.2	2.9
SU '97	237	4520	.6	3.1	388	1791	.9	3.4	281	1881	.7	2.5	318	2343	.7	3.6	155	1365	.4	4.6
SP '97	227	4138	.5	3.0	311	1885	.7	2.7	369	2176	.9	3.4	324	2259	.8	3.6	108	1147	.3	3.4
WI '97	238	4027	.6	3.1	438	2277	1.0	3.8	328	2212	.8	2.9	319	2191	.7	3.6	91	1059	.2	3.0
4-Book	245	4272	.6	3.2	402	2065	.9	3.4	335	2113	.8	3.0	338	2313	.8	3.7	114	1154	.3	3.5
FA '96	285	4567	.7	3.7	531	2604	1.2	4.4	411	2313	1.0	3.7	358	2341	.8	3.9	81	1012	.2	2.6
KACD-FM																				
FA '97	13	421	.2		18	177	.1		12	171	.1		18	219	.2		2	57	.1	
SU '97	20	464	.3		19	180	.2		35	244	.1	.3	35	241	.1	.4	5	96	.1	
SP '97	11	434	.1		6	152	.1		10	217	.1		20	171	.1		4	107	.1	
WI '97	18	481	.2		8	172	.1		25	328	.1	.2	28	159	.1	.3	13	155	.4	
4-Book	16	450	.2		13	170	.1		21	240	.1	.2	25	198	.1	.3	6	104	.2	
FA '96	14	349	.2		16	140	.1		15	115	.1		14	204	.2		10	136	.3	
KBCD-FM																				
FA '97	4	143			3	66			6	98	.1		6	84	.1		1	14		
SU '97	7	200	.1		8	83	.1		14	106	.1		9	119	.1		2	42	.1	
SP '97	3	89			6	48	.1						6	54	.1					
WI '97	8	201	.1		12	84	.1		8	44	.1		3	37			3	25	.1	
4-Book	6	158	.1		7	70	.1		7	62	.1		6	74	.1		2	20	.1	
FA '96	4	176	.1		5	67	.1		5	47	.1		6	54	.1		1	37		
KACE-FM																				
FA '97	112	1600	.3	1.4	143	818	.3	1.1	147	775	.3	1.3	144	953	.3	1.5	72	561	.2	2.1
SU '97	125	1734	.3	1.7	174	863	.4	1.5	171	980	.4	1.5	152	982	.4	1.7	72	671	.2	2.1
SP '97	81	1246	.2	1.1	77	604	.2	.7	109	651	.3	1.0	117	782	.3	1.3	62	418	.1	1.9
WI '97	83	1245	.2	1.1	125	645	.3	1.1	92	587	.2	.8	92	693	.2	1.0	60	404	.1	2.0
4-Book	100	1456	.3	1.3	130	733	.3	1.1	130	748	.3	1.2	126	853	.3	1.4	67	514	.2	2.0
FA '96	93	1267	.2	1.2	126	692	.3	1.1	146	678	.3	1.3	92	738	.2	1.0	62	579	.1	2.0
KRTD-FM																				
FA '97	28	551	.1	.3	28	226	.1	.2	40	288	.1	.3	35	297	.1	.4	12	178	.3	
SU '97	25	369	.1	.3	23	159	.1	.2	31	224	.1	.3	32	234	.1	.4	16	156	.5	
SP '97	17	255	.2		28	108	.1	.2	30	137	.1	.3	8	99	.1		6	60	.2	
WI '97	24	328	.1	.3	31	180	.1	.3	25	194	.1	.2	26	170	.1	.3	22	80	.1	.7
4-Book	24	376	.1	.3	28	168	.1	.2	32	211	.1	.3	25	200	.1	.3	14	119	.4	
FA '96	13	250	.2		24	132	.1	.2	23	127	.1	.2	8	109	.1		2	45	.1	
KBIG-FM																				
FA '97	238	4595	.5	3.0	306	2162	.7	2.5	416	2168	.9	3.6	294	2135	.7	3.1	100	1146	.2	2.9
SU '97	206	4307	.5	2.7	295	2026	.7	2.6	352	2030	.8	3.2	249	2220	.6	2.8	62	1111	.1	1.8
SP '97	205	3849	.5	2.7	279	1839	.7	2.4	413	1889	1.0	3.8	295	1974	.7	3.3	47	892	.1	1.5
WI '97	210	3863	.5	2.8	292	1744	.7	2.5	387	1956	.9	3.5	273	1812	.6	3.1	69	813	.2	2.3
4-Book	215	4154	.5	2.8	293	1943	.7	2.5	392	2011	.9	3.5	278	2035	.7	3.1	70	991	.2	2.1
FA '96	222	4224	.5	2.9	356	1907	.8	3.0	404	2093	.9	3.7	263	2063	.6	2.9	52	663	.1	1.7
+KBUA-FM																				
FA '97	12	259	.1		18	154	.1		17	120	.1		15	152	.2		4	75	.1	
SU '97	6	228	.1		2	47			10	134	.1		8	135	.1		1	60		
SP '97	12	149	.2		17	108	.1		24	121	.1	.2	11	70	.1		1	14		
WI '97	8	200	.1		3	90			15	43	.1		17	127	.2		2	42	.1	
4-Book	10	209	.1		10	100	.1		17	105	.1		13	121	.2		2	48	.1	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	115	1887	.3	1.4	166	910	.4	1.3	143	1011	.3	1.2	114	887	.3	1.2	49	553	.1	1.4
SU '97	101	1623	.2	1.3	131	803	.3	1.2	164	938	.4	1.5	113	977	.3	1.3	33	475	.1	1.0
SP '97	93	1572	.2	1.2	118	823	.3	1.0	141	872	.3	1.3	89	766	.2	1.0	28	346	.1	.9
WI '97	138	1754	.3	1.8	146	762	.3	1.3	216	940	.5	1.9	135	863	.3	1.5	69	512	.2	2.3
4-Book	112	1709	.3	1.4	140	825	.3	1.2	166	940	.4	1.5	113	873	.3	1.3	45	472	.1	1.4
FA '96	74	1376	.2	1.0	119	662	.3	1.0	91	660	.2	.8	62	649	.1	.7	30	325	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
KCBS-FM																				
FA '97	286	5079	.6	3.6	391	2590	.9	3.1	462	2647	1.0	4.0	404	3209	.9	4.2	106	1412	.2	3.0
SU '97	175	4271	.4	2.3	222	2094	.5	2.0	279	2197	.7	2.5	223	2315	.5	2.5	82	1374	.2	2.4
SP '97	257	4403	.6	3.4	276	1956	.6	2.4	420	2416	1.0	3.9	371	2775	.9	4.1	112	1211	.3	3.5
WI '97	273	4816	.6	3.6	357	2489	.8	3.1	439	2461	1.0	3.9	388	3103	.9	4.4	74	1197	.2	2.4
4-Book	248	4642	.6	3.2	312	2282	.7	2.7	400	2430	.9	3.6	347	2851	.8	3.8	94	1299	.2	2.8
FA '96	166	3790	.4	2.2	224	1838	.5	1.9	238	1783	.6	2.2	224	2092	.5	2.5	56	923	.1	1.8
KFI -AM																				
FA '97	395	5788	.9	4.9	584	3164	1.3	4.7	866	4046	2.0	7.5	402	2613	.9	4.2	108	1022	.2	3.1
SU '97	411	5145	1.0	5.4	662	3212	1.6	5.9	849	3581	2.0	7.7	435	2615	1.0	4.9	113	994	.3	3.4
SP '97	366	5282	.9	4.9	551	2827	1.3	4.8	771	3498	1.8	7.1	477	2927	1.1	5.3	58	838	.1	1.8
WI '97	380	5389	.9	5.0	566	2899	1.3	4.9	740	3705	1.7	6.6	463	2646	1.1	5.2	69	965	.2	2.3
4-Book	388	5401	.9	5.1	591	3026	1.4	5.1	807	3708	1.9	7.2	444	2700	1.0	4.9	87	955	.2	2.7
FA '96	446	6201	1.0	5.8	666	3294	1.6	5.6	940	4302	2.2	8.5	511	2881	1.2	5.6	98	1235	.2	3.2
KFSG-FM																				
FA '97	39	1161	.1	.5	82	668	.2	.7	44	341	.1	.4	45	563	.1	.5	11	306		.3
SU '97	45	685	.1	.6	66	455	.2	.6	81	342	.2	.7	42	302	.1	.5	15	192		.4
SP '97	58	781	.1	.8	110	536	.3	1.0	53	314	.1	.5	69	334	.2	.8	25	186	.1	.8
WI '97	30	808	.1	.4	63	539	.1	.5	32	332	.1	.3	30	341	.1	.3	9	126		.3
4-Book	43	859	.1	.6	80	550	.2	.7	53	332	.1	.5	47	385	.1	.5	15	203		.5
FA '96	42	749	.1	.5	65	440	.2	.5	77	391	.2	.7	46	327	.1	.5	12	219		.4
KFWB-AM																				
FA '97	197	5730	.4	2.5	407	3444	.9	3.3	179	2016	.4	1.6	308	3260	.7	3.2	83	1094	.2	2.4
SU '97	164	4918	.4	2.2	390	3197	.9	3.5	150	1877	.4	1.4	202	2575	.5	2.3	62	1114	.1	1.8
SP '97	158	4975	.4	2.1	359	3114	.8	3.1	130	1835	.3	1.2	229	2557	.5	2.5	63	1083	.1	2.0
WI '97	217	5611	.5	2.9	453	3832	1.1	3.9	253	2261	.6	2.3	304	2947	.7	3.4	58	1038	.1	1.9
4-Book	184	5309	.4	2.4	402	3397	.9	3.5	178	1997	.4	1.6	261	2835	.6	2.9	67	1082	.1	2.0
FA '96	174	5227	.4	2.3	402	3299	.9	3.4	169	2133	.4	1.5	236	2727	.6	2.6	66	1286	.2	2.1
KIBB-FM																				
FA '97	63	1887	.1	.8	91	874	.2	.7	91	838	.2	.8	77	943	.2	.8	27	435	.1	.8
SU '97	83	1907	.2	1.1	95	784	.2	.8	120	907	.3	1.1	112	978	.3	1.3	45	646	.1	1.3
SP '97	83	2026	.2	1.1	102	935	.2	.9	139	946	.3	1.3	97	850	.2	1.1	31	316	.1	1.0
WI '97	138	2184	.3	1.8	195	1026	.5	1.7	255	1131	.6	2.3	158	1067	.4	1.8	35	515	.1	1.2
4-Book	92	2001	.2	1.2	121	905	.3	1.0	151	956	.4	1.4	111	960	.3	1.3	35	478	.1	1.1
FA '96	93	2082	.2	1.2	124	952	.3	1.0	133	1077	.3	1.2	108	1064	.3	1.2	38	453	.1	1.2
KIEV-AM																				
FA '97	35	763	.1	.4	30	215	.1	.2	98	489	.2	.9	40	242	.1	.4	9	76		.3
SU '97	48	807	.1	.6	15	134	.1	.1	130	592	.3	1.2	87	347	.2	1.0	9	154		.3
SP '97	20	411	.1	.3	14	90	.1	.1	40	209	.1	.4	49	227	.1	.5	6	61		.2
WI '97	19	425	.1	.3	8	87	.1	.1	39	205	.1	.4	34	171	.1	.4	14	118		.5
4-Book	31	602	.1	.4	17	132	.1	.1	77	374	.2	.7	53	247	.1	.6	10	102		.3
FA '96	24	610	.1	.3	18	181	.1	.2	59	303	.1	.5	43	255	.1	.5	2	55		.1
KIIS-FM																				
FA '97	202	4752	.5	2.5	387	2836	.9	3.1	212	1962	.5	1.8	229	2205	.5	2.4	86	1009	.2	2.5
SU '97	197	4257	.5	2.6	316	2248	.7	2.8	296	1996	.7	2.7	251	2013	.6	2.8	60	819	.1	1.8
SP '97	177	4133	.4	2.3	355	2517	.8	3.1	188	1607	.4	1.7	195	1949	.5	2.2	67	883	.2	2.1
WI '97	176	4222	.4	2.3	340	2315	.8	2.9	220	1882	.5	2.0	217	2194	.5	2.4	56	943	.1	1.8
4-Book	188	4341	.5	2.4	350	2479	.8	3.0	229	1862	.5	2.1	223	2090	.5	2.5	67	914	.2	2.1
FA '96	177	4239	.4	2.3	314	2198	.7	2.6	211	1908	.5	1.9	222	2154	.5	2.4	83	1070	.2	2.7
KIKF-FM																				
FA '97	47	774	.1	.6	57	288	.1	.5	63	352	.1	.5	65	447	.1	.7	18	272		.5
SU '97	48	634	.1	.6	67	382	.2	.6	90	410	.2	.8	60	317	.1	.7	14	210		.4
SP '97	31	621	.1	.4	43	238	.1	.4	53	332	.1	.5	43	407	.1	.5	7	193		.2
WI '97	54	647	.1	.7	92	344	.2	.8	80	388	.2	.7	65	413	.2	.7	12	174		.4
4-Book	45	669	.1	.6	65	313	.2	.6	72	371	.2	.6	58	396	.1	.7	13	212		.4
FA '96	33	731	.1	.4	34	334	.1	.3	52	348	.1	.5	50	412	.1	.5	5	165		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 35-64

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	118	1651	.3	1.5	172	828	.4	1.4	151	848	.3	1.3	102	767	.2	1.1	62	561	.1	1.8
SU '97	85	1594	.2	1.1	122	748	.3	1.1	109	717	.3	1.0	83	686	.2	.9	40	486	.1	1.2
SP '97	112	1396	.3	1.5	154	643	.4	1.3	142	641	.3	1.3	97	713	.2	1.1	87	591	.2	2.7
WI '97	106	1482	.2	1.4	144	779	.3	1.2	148	774	.3	1.3	114	771	.3	1.3	58	578	.1	1.9
4-Book	105	1531	.3	1.4	148	750	.4	1.3	138	745	.3	1.2	99	734	.2	1.1	62	554	.1	1.9
FA '96	109	1598	.3	1.4	132	875	.3	1.1	131	638	.3	1.2	120	775	.3	1.3	62	581	.1	2.0
KKBT-FM																				
FA '97	180	2216	.4	2.2	298	1232	.7	2.4	238	1089	.5	2.1	177	1052	.4	1.9	84	650	.2	2.4
SU '97	129	2139	.3	1.7	202	1005	.5	1.8	146	965	.3	1.3	187	1134	.4	2.1	65	724	.2	1.9
SP '97	178	2318	.4	2.4	311	1280	.7	2.7	209	1138	.5	1.9	217	1190	.5	2.4	75	580	.2	2.3
WI '97	201	2640	.5	2.7	385	1531	.9	3.3	265	1347	.6	2.4	224	1338	.5	2.5	67	598	.2	2.2
4-Book	172	2328	.4	2.3	299	1262	.7	2.6	215	1135	.5	1.9	201	1179	.5	2.2	73	638	.2	2.2
FA '96	183	2432	.4	2.4	340	1584	.8	2.8	217	1192	.5	2.0	210	1344	.5	2.3	83	577	.2	2.7
KKGO-FM																				
FA '97	183	3316	.4	2.3	212	1578	.5	1.7	286	1473	.6	2.5	211	1761	.5	2.2	110	1040	.2	3.1
SU '97	149	2997	.3	2.0	174	1379	.4	1.5	222	1391	.5	2.0	181	1531	.4	2.0	87	1054	.2	2.6
SP '97	154	3177	.4	2.0	176	1367	.4	1.5	215	1556	.5	2.0	182	1514	.4	2.0	109	1186	.3	3.4
WI '97	137	2586	.3	1.8	175	1196	.4	1.5	199	1230	.5	1.8	198	1524	.5	2.2	72	1039	.2	2.4
4-Book	156	3019	.4	2.0	184	1380	.4	1.6	231	1413	.5	2.1	193	1583	.5	2.1	95	1080	.2	2.9
FA '96	178	3261	.4	2.3	201	1566	.5	1.7	282	1700	.7	2.6	227	1846	.5	2.5	102	1098	.2	3.3
KKHJ-AM																				
FA '97	50	906	.1	.6	53	368	.1	.4	35	360	.1	.3	47	308	.1	.5	88	309	.2	2.5
SU '97	41	816	.1	.5	74	431	.2	.7	52	414	.1	.5	37	310	.1	.4	23	219	.1	.7
SP '97	60	1031	.1	.8	69	498	.2	.6	105	486	.2	1.0	56	342	.1	.6	44	310	.1	1.4
WI '97	96	1176	.2	1.3	176	802	.4	1.5	126	587	.3	1.1	73	443	.2	.8	41	283	.1	1.3
4-Book	62	982	.1	.8	93	525	.2	.8	80	462	.2	.7	53	351	.1	.6	49	280	.1	1.5
FA '96	97	1149	.2	1.3	201	750	.5	1.7	152	624	.4	1.4	86	401	.2	.9	33	328	.1	1.1
KKLA-AM																				
FA '97	1	66			2	33			2	35				4	25					
SU '97	1	68			2	29			1	25										
SP '97		39			1	22				17				1	39					
WI '97		14			1	14														
4-Book	1	47			2	25			1	19			1	16						
FA '96	5	37		.1	2	9			14	23		.1	5	23		.1				
KKLA-FM																				
FA '97	49	1200	.1	.6	137	832	.3	1.1	32	455	.1	.3	63	556	.1	.7	28	335	.1	.8
SU '97	63	959	.1	.8	141	659	.3	1.2	80	481	.2	.7	81	529	.2	.9	29	301	.1	.9
SP '97	55	1051	.1	.7	126	730	.3	1.1	82	390	.2	.8	68	542	.2	.8	14	220	.4	.4
WI '97	43	880	.1	.6	106	675	.2	.9	49	277	.1	.4	57	467	.1	.6	11	186	.4	.4
4-Book	53	1023	.1	.7	128	724	.3	1.1	61	401	.2	.6	67	524	.2	.8	21	261	.1	.6
FA '96	63	1207	.1	.8	108	753	.3	.9	39	480	.1	.4	122	630	.3	1.3	34	410	.1	1.1
KLAC-AM																				
FA '97	134	2884	.3	1.7	197	1036	.4	1.6	173	1149	.4	1.5	190	1606	.4	2.0	65	815	.1	1.9
SU '97	175	2762	.4	2.3	235	1158	.6	2.1	273	1383	.6	2.5	224	1491	.5	2.5	68	934	.2	2.0
SP '97	125	2403	.3	1.7	131	944	.3	1.1	178	1039	.4	1.6	184	1358	.4	2.0	64	834	.1	2.0
WI '97	155	2757	.4	2.0	236	1290	.6	2.0	238	1265	.6	2.1	174	1408	.4	2.0	58	717	.1	1.9
4-Book	147	2702	.4	1.9	200	1107	.5	1.7	216	1209	.5	1.9	193	1466	.4	2.1	64	825	.1	2.0
FA '96	162	2639	.4	2.1	178	1135	.4	1.5	276	1244	.6	2.5	194	1439	.5	2.1	75	870	.2	2.4
KLAX-FM																				
FA '97	151	2241	.3	1.9	158	1016	.4	1.3	188	1188	.4	1.6	196	1257	.4	2.1	86	650	.2	2.5
SU '97	164	2394	.4	2.2	219	1253	.5	1.9	233	1192	.5	2.1	200	1217	.5	2.2	69	695	.2	2.1
SP '97	137	2028	.3	1.8	195	1025	.5	1.7	187	1044	.4	1.7	166	1048	.4	1.8	47	540	.1	1.5
WI '97	180	2706	.4	2.4	240	1325	.6	2.1	221	1518	.5	2.0	230	1486	.5	2.6	76	661	.2	2.5
4-Book	158	2342	.4	2.1	203	1155	.5	1.8	207	1236	.5	1.9	198	1252	.5	2.2	70	637	.2	2.2
FA '96	247	2886	.6	3.2	372	1741	.9	3.1	369	1513	.9	3.4	233	1539	.5	2.6	90	867	.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

Target Listener Trends - Persons 35-64

	Persons 35-64																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLOS-FM																				
FA '97	261	4075	.6	3.2	499	2093	1.1	4.0	342	1778	.8	3.0	326	2437	.7	3.4	117	1225	.3	3.3
SU '97	182	3259	.4	2.4	320	1744	.7	2.8	231	1354	.5	2.1	245	1815	.6	2.7	69	681	.2	2.1
SP '97	189	3384	.4	2.5	396	1677	.9	3.5	244	1481	.6	2.2	216	1743	.5	2.4	62	769	.1	1.9
WI '97	197	3235	.5	2.6	423	1918	1.0	3.6	281	1358	.7	2.5	226	1542	.5	2.5	42	594	.1	1.4
4-Book	207	3488	.5	2.7	410	1858	.9	3.5	275	1493	.7	2.5	253	1884	.6	2.8	73	817	.2	2.2
FA '96	134	2718	.3	1.8	370	1520	.9	3.1	148	1220	.3	1.3	151	1400	.4	1.7	21	452		.7
KLSX-FM																				
FA '97	184	3008	.4	2.3	701	2059	1.6	5.6	204	1455	.5	1.8	99	774	.2	1.0	13	236		.4
SU '97	168	2713	.4	2.2	537	1915	1.3	4.8	244	1349	.6	2.2	110	796	.3	1.2	21	304		.6
SP '97	160	2446	.4	2.1	577	1790	1.4	5.0	174	1231	.4	1.6	100	759	.2	1.1	16	281		.5
WI '97	169	2808	.4	2.2	628	1883	1.5	5.4	200	1407	.5	1.8	83	806	.2	.9	17	296		.6
4-Book	170	2744	.4	2.2	611	1912	1.5	5.2	206	1361	.5	1.9	98	784	.2	1.1	17	279		.5
FA '96	197	2888	.5	2.6	658	2124	1.5	5.5	254	1427	.6	2.3	138	831	.3	1.5	35	311	.1	1.1
KLVE-FM																				
FA '97	475	4690	1.1	5.9	691	2710	1.6	5.5	764	2837	1.7	6.6	498	2634	1.1	5.2	166	1455	.4	4.8
SU '97	382	4301	.9	5.1	578	2498	1.4	5.1	624	2442	1.5	5.6	351	2403	.8	3.9	154	1496	.4	4.6
SP '97	501	5097	1.2	6.6	870	3199	2.0	7.6	681	2922	1.6	6.3	513	2924	1.2	5.7	222	1745	.5	6.9
WI '97	420	4187	1.0	5.5	638	2717	1.5	5.5	578	2411	1.4	5.2	400	2261	.9	4.5	203	1518	.5	6.7
4-Book	445	4569	1.1	5.8	694	2781	1.6	5.9	662	2653	1.6	5.9	441	2556	1.0	4.8	186	1554	.5	5.8
FA '96	481	4703	1.1	6.3	823	3009	1.9	6.9	645	2883	1.5	5.9	437	2506	1.0	4.8	223	1690	.5	7.2
KLYY-FM																				
FA '97	41	1143	.1	.5	50	575	.1	.4	52	542	.1	.5	69	695	.2	.7	25	307	.1	.7
SU '97	31	881	.1	.4	36	436	.1	.3	47	457	.1	.4	47	584	.1	.5	15	262		.4
SP '97	20	733		.3	32	390	.1	.3	24	277	.1	.2	24	415	.1	.3	10	217		.3
WI '97	33	1029	.1	.4	51	488	.1	.4	47	420	.1	.4	48	618	.1	.5	13	306		.4
4-Book	31	947	.1	.4	42	472	.1	.4	43	424	.1	.4	47	578	.1	.5	16	273		.5
FA '96	36	963	.1	.5	59	499	.1	.5	52	420	.1	.5	50	470	.1	.5	11	198		.4
KNX -AM																				
FA '97	227	5971	.5	2.8	421	3501	1.0	3.4	213	2354	.5	1.9	286	2969	.6	3.0	176	1778	.4	5.0
SU '97	191	5121	.4	2.5	393	3337	.9	3.5	169	2067	.4	1.5	232	2283	.5	2.6	107	1391	.3	3.2
SP '97	200	5146	.5	2.7	416	3231	1.0	3.6	200	2323	.5	1.8	227	2618	.5	2.5	112	1562	.3	3.5
WI '97	229	5823	.5	3.0	480	3652	1.1	4.1	199	2498	.5	1.8	295	3106	.7	3.3	129	1636	.3	4.2
4-Book	212	5515	.5	2.8	428	3430	1.0	3.7	195	2311	.5	1.8	260	2744	.6	2.9	131	1592	.3	4.0
FA '96	224	5791	.5	2.9	454	3471	1.1	3.8	188	2355	.4	1.7	333	3103	.8	3.7	142	1903	.3	4.6
KOST-FM																				
FA '97	391	6353	.9	4.9	535	3412	1.2	4.3	680	3241	1.5	5.9	521	3464	1.2	5.5	145	1783	.3	4.1
SU '97	384	5794	.9	5.1	508	2909	1.2	4.5	622	3038	1.5	5.6	474	3346	1.1	5.3	194	2073	.5	5.8
SP '97	291	5140	.7	3.9	338	2343	.8	3.0	442	2620	1.0	4.1	367	2648	.9	4.1	164	1685	.4	5.1
WI '97	290	5034	.7	3.8	356	2302	.8	3.1	495	2530	1.2	4.4	394	2825	.9	4.4	139	1433	.3	4.6
4-Book	339	5580	.8	4.4	434	2742	1.0	3.7	560	2857	1.3	5.0	439	3071	1.0	4.8	161	1744	.4	4.9
FA '96	355	5677	.8	4.6	449	2740	1.1	3.7	533	2845	1.2	4.8	491	3259	1.2	5.4	155	1685	.4	5.0
KPWR-FM																				
FA '97	91	2237	.2	1.1	110	943	.2	.9	122	792	.3	1.1	108	1055	.2	1.1	48	611	.1	1.4
SU '97	73	1905	.2	1.0	82	714	.2	.7	96	909	.2	.9	87	869	.2	1.0	43	526	.1	1.3
SP '97	62	2029	.1	.8	106	789	.2	.9	67	695	.2	.6	76	880	.2	.8	29	444	.1	.9
WI '97	71	1935	.2	.9	64	701	.1	.5	87	893	.2	.8	89	859	.2	1.0	48	507	.1	1.6
4-Book	74	2027	.2	1.0	91	787	.2	.8	93	822	.2	.9	90	916	.2	1.0	42	522	.1	1.3
FA '96	51	1784	.1	.7	61	669	.1	.5	51	653	.1	.5	54	698	.1	.6	30	338	.1	1.0
KRLA-AM																				
FA '97	60	1374	.1	.7	78	638	.2	.6	67	564	.2	.6	84	655	.2	.9	36	470	.1	1.0
SU '97	84	1562	.2	1.1	134	828	.3	1.2	130	894	.3	1.2	74	692	.2	.8	31	443	.1	.9
SP '97	81	1184	.2	1.1	97	591	.2	.8	84	625	.2	.8	78	691	.2	.9	51	389	.1	1.6
WI '97	75	1362	.2	1.0	92	528	.2	.8	126	700	.3	1.1	70	702	.2	.8	29	337	.1	1.0
4-Book	75	1371	.2	1.0	100	646	.2	.9	102	696	.3	.9	77	685	.2	.9	37	410	.1	1.1
FA '96	110	1445	.3	1.4	141	678	.3	1.2	180	850	.4	1.6	118	705	.3	1.3	39	333	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 35-64																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
FA '97	94	2365	.2	1.2	135	1108	.3	1.1	151	1019	.3	1.3	133	1210	.3	1.4	36	688	.1	1.0
SU '97	112	2326	.3	1.5	177	1166	.4	1.6	157	1045	.4	1.4	135	1175	.3	1.5	44	699	.1	1.3
SP '97	81	2047	.2	1.1	152	934	.4	1.3	111	920	.3	1.0	95	947	.2	1.1	29	672	.1	.9
WI '97	84	1799	.2	1.1	147	886	.3	1.3	100	781	.2	.9	93	1022	.2	1.0	50	367	.1	1.6
4-Book	93	2134	.2	1.2	153	1024	.4	1.3	130	941	.3	1.2	114	1089	.3	1.3	40	607	.1	1.2
FA '96	93	1953	.2	1.2	134	864	.3	1.1	149	848	.3	1.4	121	1004	.3	1.3	49	509	.1	1.6
KRRA-AM																				
FA '97	26	473	.1	.3	42	154	.1	.3	52	297	.1	.5	7	92		.1	10	86		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	42	403	.1	.6	45	274	.1	.4	50	206	.1	.5	50	235	.1	.6	24	204	.1	.8
WI '97	50	566	.1	.7	77	382	.2	.7	70	297	.2	.6	46	371	.1	.5	36	161	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	56	559	.1	.7	91	282	.2	.8	97	268	.2	.9	69	352	.2	.8	8	100		.3
KRTH-FM																				
FA '97	490	8419	1.1	6.1	741	4539	1.7	5.9	853	4396	1.9	7.4	569	4190	1.3	6.0	131	1844	.3	3.7
SU '97	466	8214	1.1	6.2	606	4036	1.4	5.4	799	4264	1.9	7.2	551	4267	1.3	6.2	154	1915	.4	4.6
SP '97	438	8254	1.0	5.8	582	4095	1.4	5.1	691	4038	1.6	6.4	539	4213	1.3	6.0	155	2015	.4	4.8
WI '97	381	7643	.9	5.0	598	3922	1.4	5.1	580	3784	1.4	5.2	467	4156	1.1	5.3	117	1803	.3	3.9
4-Book	444	8133	1.0	5.8	632	4148	1.5	5.4	731	4121	1.7	6.6	532	4207	1.3	5.9	139	1894	.4	4.3
FA '96	416	7109	1.0	5.4	638	3683	1.5	5.3	612	3777	1.4	5.6	527	3909	1.2	5.8	148	1883	.3	4.8
KSCA-FM																				
FA '97	273	2827	.6	3.4	558	1984	1.3	4.5	419	1662	1.0	3.6	205	1250	.5	2.2	80	745	.2	2.3
SU '97	274	3054	.6	3.6	603	2018	1.4	5.3	348	1951	.8	3.1	244	1456	.6	2.7	87	750	.2	2.6
SP '97	280	3012	.7	3.7	563	2044	1.3	4.9	354	1843	.8	3.3	221	1500	.5	2.5	123	796	.3	3.8
WI '97	218	2480	.5	2.9	277	1198	.6	2.4	296	1456	.7	2.7	224	1354	.5	2.5	128	912	.3	4.2
4-Book	261	2843	.6	3.4	500	1811	1.2	4.3	354	1728	.8	3.2	224	1390	.5	2.5	105	801	.3	3.2
FA '96	113	1995	.3	1.5	147	1071	.3	1.2	172	1268	.4	1.6	156	1345	.4	1.7	40	706	.1	1.3
+KSSE-FM																				
FA '97	37	748	.1	.5	38	333	.1	.3	54	473	.1	.5	46	374	.1	.5	21	171		.6
SU '97	26	721	.1	.3	20	237		.2	42	374	.1	.4	12	181		.1	14	180		.4
SP '97	25	606	.1	.3	21	189		.2	35	248	.1	.3	31	223	.1	.3	6	105		.2
WI '97	28	536	.1	.4	43	241	.1	.4	39	280	.1	.4	31	268	.1	.3	11	145		.4
4-Book	29	653	.1	.4	31	250	.1	.3	43	344	.1	.4	30	262	.1	.3	13	150	.4	.4
FA '96	25	574	.1	.3	31	189	.1	.3	30	321	.1	.3	20	245		.2	8	128		.3
KTNQ-AM																				
FA '97	178	2008	.4	2.2	327	1077	.7	2.6	179	963	.4	1.6	192	893	.4	2.0	156	738	.4	4.5
SU '97	169	1885	.4	2.2	277	1066	.6	2.5	214	943	.5	1.9	217	1068	.5	2.4	106	633	.2	3.2
SP '97	220	2005	.5	2.9	320	1094	.7	2.8	347	1067	.8	3.2	245	1063	.6	2.7	103	745	.2	3.2
WI '97	197	1961	.5	2.6	274	1043	.6	2.3	326	1119	.8	2.9	217	936	.5	2.4	120	633	.3	3.9
4-Book	191	1965	.5	2.5	300	1055	.7	2.6	267	1023	.6	2.4	218	990	.5	2.4	121	687	.3	3.7
FA '96	154	1765	.4	2.0	222	879	.5	1.9	180	670	.4	1.6	148	746	.3	1.6	136	861	.3	4.4
KTWV-FM																				
FA '97	398	5735	.9	5.0	477	2913	1.1	3.8	642	2957	1.5	5.6	477	3472	1.1	5.0	194	1812	.4	5.6
SU '97	417	5881	1.0	5.5	530	2840	1.2	4.7	645	3088	1.5	5.8	527	3370	1.2	5.9	211	1889	.5	6.3
SP '97	365	5120	.9	4.8	449	2684	1.1	3.9	582	2872	1.4	5.4	499	3003	1.2	5.5	139	1298	.3	4.3
WI '97	453	5467	1.1	6.0	483	2852	1.1	4.1	762	3002	1.8	6.8	633	3672	1.5	7.1	173	1817	.4	5.7
4-Book	408	5551	1.0	5.3	485	2822	1.1	4.1	658	2980	1.6	5.9	534	3379	1.3	5.9	179	1704	.4	5.5
FA '96	421	5644	1.0	5.5	527	3119	1.2	4.4	668	2890	1.6	6.1	558	3372	1.3	6.1	193	1935	.5	6.2
KWKV-AM																				
FA '97	70	992	.2	.9	125	504	.3	1.0	117	464	.3	1.0	55	418	.1	.6	23	189	.1	.7
SU '97	77	905	.2	1.0	137	525	.3	1.2	97	474	.2	.9	67	309	.2	.8	47	305	.1	1.4
SP '97	99	1298	.2	1.3	199	801	.5	1.7	126	585	.3	1.2	68	400	.2	.8	22	287	.1	.7
WI '97	92	1377	.2	1.2	186	731	.4	1.6	154	749	.4	1.4	59	474	.1	.7	21	174		.7
4-Book	85	1143	.2	1.1	162	640	.4	1.4	124	568	.3	1.1	62	400	.2	.7	28	239	.1	.9
FA '96	142	1325	.3	1.9	259	835	.6	2.2	245	745	.6	2.2	123	610	.3	1.4	26	283	.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 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWVE-FM																				
FA '97	53	1227	.1	.7	75	616	.2	.6	69	486	.2	.6	67	627	.2	.7	28	414	.1	.8
SU '97	73	1179	.2	1.0	91	652	.2	.8	61	535	.1	.6	107	669	.3	1.2	46	422	.1	1.4
SP '97	55	1263	.1	.7	110	873	.3	1.0	76	652	.2	.7	47	513	.1	.5	30	397	.1	.9
WI '97	55	924	.1	.7	81	528	.2	.7	88	549	.2	.8	73	466	.2	.8	18	231	.1	.6
4-Book	59	1148	.1	.8	89	667	.2	.8	74	556	.2	.7	74	569	.2	.8	31	366	.1	.9
FA '96	45	928	.1	.6	51	551	.1	.4	49	448	.1	.4	85	617	.2	.9	17	212	.1	.5
KXMG-AM																				
FA '97	34	343	.1	.4	54	150	.1	.4	24	126	.1	.2	28	120	.1	.3	32	123	.1	.9
SU '97	123	1200	.3	1.6	144	660	.3	1.3	199	688	.5	1.8	137	606	.3	1.5	75	466	.2	2.2
SP '97	93	1250	.2	1.2	121	584	.3	1.1	117	737	.3	1.1	92	678	.2	1.0	63	370	.1	2.0
WI '97	117	1166	.3	1.5	102	538	.2	.9	158	683	.4	1.4	147	679	.3	1.7	85	487	.2	2.8
4-Book	92	990	.2	1.2	105	483	.2	.9	125	559	.3	1.1	101	521	.2	1.1	64	362	.2	2.0
FA '96	80	767	.2	1.0	118	406	.3	1.0	116	393	.3	1.1	76	414	.2	.8	46	348	.1	1.5
KYSR-FM																				
FA '97	142	3165	.3	1.8	199	1651	.5	1.6	231	1404	.5	2.0	182	1876	.4	1.9	62	1038	.1	1.8
SU '97	138	3307	.3	1.8	160	1486	.4	1.4	197	1669	.5	1.8	203	1888	.5	2.3	41	747	.1	1.2
SP '97	180	3388	.4	2.4	249	1691	.6	2.2	272	1874	.6	2.5	233	1894	.5	2.6	64	852	.1	2.0
WI '97	125	3138	.3	1.6	183	1627	.4	1.6	198	1521	.5	1.8	152	1467	.4	1.7	43	699	.1	1.4
4-Book	146	3250	.3	1.9	198	1614	.5	1.7	225	1617	.5	2.0	193	1781	.5	2.1	53	834	.1	1.6
FA '96	125	2902	.3	1.6	194	1537	.5	1.6	207	1470	.5	1.9	167	1538	.4	1.8	34	741	.1	1.1
KZLA-FM																				
FA '97	292	3944	.7	3.6	423	2323	1.0	3.4	425	2189	1.0	3.7	391	2561	.9	4.1	79	1133	.2	2.3
SU '97	274	3306	.6	3.6	339	2010	.8	3.0	461	2173	1.1	4.2	343	2365	.8	3.8	74	1123	.2	2.2
SP '97	308	3587	.7	4.1	429	2170	1.0	3.7	483	2056	1.1	4.4	390	2228	.9	4.3	122	1114	.3	3.8
WI '97	225	3223	.5	3.0	323	1947	.8	2.8	369	1837	.9	3.3	262	2055	.6	3.0	48	842	.1	1.6
4-Book	275	3515	.6	3.6	379	2113	.9	3.2	435	2064	1.0	3.9	347	2302	.8	3.8	81	1053	.2	2.5
FA '96	282	3633	.7	3.7	430	1980	1.0	3.6	468	1934	1.1	4.3	322	2257	.8	3.5	58	927	.1	1.9
KFRG-FM																				
FA '97	43	943	.1	.5	30	353	.1	.2	50	477	.1	.4	76	459	.2	.8	22	284	.1	.6
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	28	828	.1	.4	39	347	.1	.3	29	331	.1	.3	43	482	.1	.5	15	267	.1	.5
XTRA-AM																				
FA '97	63	1608	.1	.8	77	589	.2	.6	82	603	.2	.7	119	1056	.3	1.3	30	492	.1	.9
SU '97	64	1134	.1	.8	82	479	.2	.7	145	616	.3	1.3	85	671	.2	1.0	8	136	.1	.2
SP '97	55	1261	.1	.7	96	577	.2	.8	92	580	.2	.8	91	788	.2	1.0	10	265	.1	.3
WI '97	78	1528	.2	1.0	95	700	.2	.8	160	728	.4	1.4	118	930	.3	1.3	16	380	.1	.5
4-Book	65	1383	.1	.8	88	586	.2	.7	120	632	.3	1.1	103	861	.3	1.2	16	318	.1	.5
FA '96	70	1753	.2	.9	72	506	.2	.6	123	850	.3	1.1	106	1015	.2	1.2	18	397	.1	.6
TOTALS																				
FA '97	8033	42352	18.2		12465	37520	28.3		11509	33183	26.1		9516	36269	21.6		3494	22471	7.9	
SU '97	7562	40543	17.7		11283	35494	26.4		11067	32374	25.9		8931	34745	20.9		3352	22033	7.9	
SP '97	7542	40497	17.7		11453	36307	26.8		10859	32378	25.4		8998	34835	21.1		3198	21608	7.5	
WI '97	7578	40758	17.8		11660	35836	27.3		11133	32581	26.1		8871	34544	20.8		3038	20403	7.1	
4-Book	7679	41038	17.9		11715	36289	27.2		11142	32629	25.9		9079	35098	21.1		3271	21629	7.6	
FA '96	7656	40558	17.9		11989	36016	28.1		11004	32058	25.8		9104	34426	21.3		3095	22015	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

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																				
FA '97	405	3741	.9	3.6	175	2017	.4	3.2	210	639	.5	3.1	268	794	.6	3.0	153	493	.3	2.4
4-Book	357	3663	.8	3.3	135	1773	.3	2.6	201	604	.5	3.1	202	622	.5	2.3	104	379	.2	1.7
KACD-FM																				
FA '97	16	344		.1	15	229		.3	9	25		.1	35	66	.1	.4	19	92		.3
4-Book	20	381		.2	14	208		.3	9	28		.1	30	80	.1	.4	17	58		.3
KBCD-FM																				
FA '97	5	126			3	31		.1					10	17		.1				
4-Book	7	122		.1	5	61		.1	4	16		.1	12	34		.1	7	19		.1
KACE-FM																				
FA '97	145	1309	.3	1.3	81	887	.2	1.5	91	257	.2	1.3	123	425	.3	1.4	138	390	.3	2.2
4-Book	129	1219	.3	1.2	71	778	.2	1.4	58	162	.1	.9	128	352	.3	1.5	112	289	.3	1.9
KRTO-FM																				
FA '97	35	426	.1	.3	28	295	.1	.5	17	96		.2	40	145	.1	.5	29	121	.1	.5
4-Book	29	311	.1	.3	21	195	.1	.4	18	58		.3	28	97	.1	.3	33	91	.1	.5
KBIG-FM																				
FA '97	345	3662	.8	3.1	140	2292	.3	2.6	174	579	.4	2.6	223	909	.5	2.5	146	579	.3	2.3
4-Book	327	3360	.8	3.1	113	1952	.3	2.2	126	478	.3	1.9	194	728	.5	2.2	110	442	.3	1.8
+KBUA-FM																				
FA '97	16	218		.1	10	154		.2	9	12		.1	18	81		.2	13	64		.2
4-Book	13	186		.1	8	100		.2	6	18		.1	18	51		.2	11	38		.2
KBUE-FM																				
FA '97	141	1526	.3	1.3	112	1079	.3	2.0	180	379	.4	2.6	130	435	.3	1.5	157	398	.4	2.5
4-Book	142	1439	.3	1.3	103	980	.3	1.9	138	315	.3	2.1	163	437	.4	1.8	117	302	.3	1.9
KCBS-FM																				
FA '97	422	4459	1.0	3.8	166	2693	.4	3.0	186	702	.4	2.7	295	1153	.7	3.3	223	847	.5	3.6
4-Book	356	3993	.8	3.3	159	2404	.4	3.0	169	628	.4	2.6	314	1080	.8	3.5	205	724	.5	3.4
KFI -AM																				
FA '97	637	5384	1.4	5.7	159	2172	.4	2.9	321	1021	.7	4.7	317	852	.7	3.6	106	299	.2	1.7
4-Book	629	5031	1.5	5.9	163	2185	.4	3.1	336	1061	.8	5.2	352	1021	.8	4.0	127	400	.3	2.1
KFSG-FM																				
FA '97	56	898	.1	.5	28	600	.1	.5	40	162	.1	.6	29	157	.1	.3	31	81	.1	.5
4-Book	59	704	.1	.6	33	466	.1	.6	50	162	.1	.8	44	153	.1	.5	38	90	.1	.6
KFWB-AM																				
FA '97	289	5150	.7	2.6	109	2430	.2	2.0	193	871	.4	2.8	134	703	.3	1.5	102	503	.2	1.6
4-Book	273	4820	.7	2.6	106	2398	.2	2.0	203	898	.5	3.1	139	724	.3	1.6	108	496	.2	1.8
KIBB-FM																				
FA '97	86	1591	.2	.8	44	874	.1	.8	54	187	.1	.8	33	247	.1	.4	67	272	.2	1.1
4-Book	130	1664	.3	1.3	63	913	.1	1.2	66	271	.2	1.0	107	375	.3	1.2	89	310	.2	1.5
KIEV-AM																				
FA '97	59	662	.1	.5	11	290		.2	10	67		.1	13	80		.1	16	77		.3
4-Book	51	511	.1	.5	9	184		.2	10	40		.2	18	76		.2	13	58		.2
KIIS-FM																				
FA '97	271	3994	.6	2.4	158	2393	.4	2.9	264	795	.6	3.9	263	1023	.6	3.0	199	679	.5	3.2
4-Book	264	3688	.6	2.5	134	2155	.3	2.5	178	646	.4	2.7	234	873	.6	2.6	176	637	.4	2.9
KIKF-FM																				
FA '97	62	600	.1	.6	39	433	.1	.7	55	147	.1	.8	77	197	.2	.9	54	165	.1	.9
4-Book	65	556	.2	.6	31	329	.1	.6	46	122	.1	.7	68	174	.2	.8	37	131	.1	.6
KJLH-FM																				
FA '97	142	1335	.3	1.3	112	1198	.3	2.0	84	242	.2	1.2	118	361	.3	1.3	115	348	.3	1.8
4-Book	129	1230	.3	1.2	93	1000	.2	1.8	73	204	.2	1.1	94	312	.2	1.1	96	263	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KKBT-FM																				
FA '97	238	1849	.5	2.1	143	1218	.3	2.6	170	387	.4	2.5	209	511	.5	2.4	180	368	.4	2.9
4-Book	237	1975	.6	2.2	124	1114	.3	2.3	148	361	.3	2.3	198	479	.5	2.3	158	358	.4	2.6
KKGO-FM																				
FA '97	240	2583	.5	2.1	131	1766	.3	2.4	94	453	.2	1.4	190	575	.4	2.1	127	468	.3	2.0
4-Book	205	2371	.5	1.9	110	1580	.3	2.1	98	409	.2	1.5	167	593	.4	1.9	132	478	.3	2.2
KKHJ-AM																				
FA '97	44	670	.1	.4	33	362	.1	.6	47	117	.1	.7	60	178	.1	.7	3	14		
4-Book	76	804	.2	.7	45	442	.1	.9	73	181	.2	1.1	72	174	.2	.8	25	58	.1	.4
KKLA-AM																				
FA '97	1	50				15											1	15		
4-Book	1	43				4												4		
KKLA-FM																				
FA '97	74	1053	.2	.7	19	470		.3	35	146	.1	.5	16	87		.2	8	37		.1
4-Book	83	931	.2	.8	20	410		.4	42	130	.1	.7	28	99	.1	.3	14	55		.2
KLAC-AM																				
FA '97	185	2365	.4	1.7	89	1365	.2	1.6	110	319	.2	1.6	121	433	.3	1.4	126	368	.3	2.0
4-Book	204	2214	.5	1.9	104	1307	.3	2.0	110	336	.3	1.7	171	484	.4	2.0	121	382	.3	2.0
KLAX-FM																				
FA '97	181	1844	.4	1.6	141	1292	.3	2.6	167	406	.4	2.5	203	549	.5	2.3	140	371	.3	2.2
4-Book	203	2010	.5	1.9	138	1366	.3	2.6	176	429	.4	2.7	200	564	.5	2.3	180	435	.4	3.0
KLOS-FM																				
FA '97	385	3661	.9	3.4	137	1888	.3	2.5	143	518	.3	2.1	295	997	.7	3.3	162	694	.4	2.6
4-Book	310	3075	.7	2.9	117	1505	.3	2.2	111	387	.3	1.7	216	681	.5	2.4	143	517	.3	2.3
KLSX-FM																				
FA '97	325	2549	.7	2.9	47	855	.1	.9	39	171	.1	.6	59	265	.1	.7	36	156	.1	.6
4-Book	297	2339	.7	2.8	48	770	.1	.9	43	132	.1	.7	52	208	.1	.6	42	124	.1	.7
KLVE-FM																				
FA '97	660	4129	1.5	5.9	355	2930	.8	6.5	510	1307	1.2	7.5	617	1412	1.4	7.0	356	835	.8	5.7
4-Book	604	4040	1.4	5.7	336	2901	.8	6.4	478	1222	1.1	7.3	569	1336	1.3	6.4	324	800	.8	5.3
KLYY-FM																				
FA '97	57	982	.1	.5	25	488	.1	.5	17	79		.2	50	234	.1	.6	42	136	.1	.7
4-Book	44	819	.1	.4	20	442		.4	14	59		.2	36	186	.1	.4	24	116	.1	.4
KNX-AM																				
FA '97	300	5020	.7	2.7	131	2836	.3	2.4	212	847	.5	3.1	110	648	.2	1.2	126	584	.3	2.0
4-Book	287	4691	.7	2.7	132	2548	.3	2.5	229	894	.5	3.5	137	656	.3	1.5	127	551	.3	2.1
KOST-FM																				
FA '97	587	5330	1.3	5.2	208	2914	.5	3.8	194	768	.4	2.9	352	1159	.8	4.0	230	740	.5	3.7
4-Book	484	4610	1.1	4.5	201	2675	.5	3.8	210	730	.5	3.3	340	1099	.8	3.9	243	798	.6	4.0
KPWR-FM																				
FA '97	114	1767	.3	1.0	79	1017	.2	1.4	70	169	.2	1.0	149	468	.3	1.7	83	220	.2	1.3
4-Book	92	1550	.2	.9	66	952	.2	1.2	66	206	.2	1.0	118	397	.3	1.4	86	251	.2	1.4
KRLA-AM																				
FA '97	76	1040	.2	.7	48	674	.1	.9	44	166	.1	.6	50	178	.1	.6	56	220	.1	.9
4-Book	94	1089	.2	.9	68	734	.2	1.3	59	185	.2	.9	109	284	.3	1.3	84	230	.2	1.4
KROQ-FM																				
FA '97	141	1888	.3	1.3	50	1155	.1	.9	62	250	.1	.9	96	459	.2	1.1	64	355	.1	1.0
4-Book	132	1744	.3	1.3	59	1064	.1	1.1	69	241	.2	1.1	102	428	.2	1.2	72	282	.2	1.2
KRRA-AM																				
FA '97	35	387	.1	.3	22	231		.4	16	30		.2	39	85	.1	.4	7	17		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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
KRTH-FM																				
FA '97	731	7169	1.7	6.5	304	3865	.7	5.6	398	1098	.9	5.9	677	1921	1.5	7.6	329	1140	.7	5.3
4-Book	639	6833	1.5	6.0	304	4109	.7	5.8	331	1097	.8	5.1	615	1892	1.4	6.9	378	1247	.9	6.2
KSCA-FM																				
FA '97	396	2485	.9	3.5	186	1766	.4	3.4	362	736	.8	5.3	325	883	.7	3.7	198	533	.4	3.2
4-Book	359	2520	.8	3.4	195	1741	.4	3.7	349	773	.8	5.4	308	829	.7	3.5	184	472	.4	3.0
+KSSE-FM																				
FA '97	46	621	.1	.4	32	379	.1	.6	44	132	.1	.6	99	242	.2	1.1	25	72	.1	.4
4-Book	35	491	.1	.3	29	340	.1	.6	37	104	.1	.6	67	172	.2	.8	24	68	.1	.4
KTND-AM																				
FA '97	229	1796	.5	2.0	100	1142	.2	1.8	211	453	.5	3.1	122	317	.3	1.4	122	387	.3	1.9
4-Book	262	1748	.6	2.4	112	1051	.3	2.1	213	450	.5	3.3	180	418	.4	2.0	103	257	.3	1.7
KTWV-FM																				
FA '97	540	4973	1.2	4.8	282	3004	.6	5.2	285	905	.6	4.2	443	1183	1.0	5.0	375	1083	.9	6.0
4-Book	566	4712	1.3	5.3	282	3028	.7	5.4	269	860	.6	4.1	507	1370	1.2	5.7	367	1017	.9	6.0
KWKW-AM																				
FA '97	100	770	.2	.9	48	564	.1	.9	89	191	.2	1.3	90	242	.2	1.0	18	78	.3	.3
4-Book	116	939	.3	1.1	66	635	.1	1.3	137	270	.3	2.1	118	276	.3	1.3	62	147	.2	1.0
KWVE-FM																				
FA '97	70	928	.2	.6	41	589	.1	.7	31	124	.1	.5	60	204	.1	.7	55	172	.1	.9
4-Book	78	975	.2	.7	44	527	.1	.8	50	141	.1	.8	52	166	.1	.6	34	129	.1	.6
KXMG-AM																				
FA '97	35	276	.1	.3	34	221	.1	.6	50	108	.1	.7	26	63	.1	.3	48	103	.1	.8
4-Book	112	797	.3	1.1	76	559	.2	1.4	81	211	.2	1.3	140	306	.3	1.6	103	240	.3	1.7
KYSR-FM																				
FA '97	206	2659	.5	1.8	82	1440	.2	1.5	83	418	.2	1.2	184	714	.4	2.1	110	382	.2	1.8
4-Book	206	2736	.5	1.9	103	1594	.3	1.9	110	432	.3	1.7	210	743	.5	2.4	126	446	.3	2.1
KZLA-FM																				
FA '97	414	3407	.9	3.7	219	2451	.5	4.0	234	746	.5	3.4	378	1126	.9	4.3	296	915	.7	4.7
4-Book	390	3115	.9	3.7	201	2127	.5	3.8	219	696	.5	3.4	371	1077	.9	4.2	275	865	.7	4.5
KFRG-FM																				
FA '97	52	737	.1	.5	40	541	.1	.7	57	141	.1	.8	79	218	.2	.9	72	193	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	92	1322	.2	.8	34	698	.1	.6	69	213	.2	1.0	33	112	.1	.4	49	140	.1	.8
4-Book	105	1198	.3	1.0	27	490	.1	.5	51	161	.1	.8	44	161	.1	.5	32	89	.1	.5
TOTALS																				
FA '97	11190	41679	25.4		5467	34683	12.4		6802	17327	15.4		8874	21549	20.1		6261	16425	14.2	
4-Book	10684	40410	24.8		5296	33450	12.3		6524	17143	15.2		8873	21148	20.6		6120	15668	14.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
FA '97	83	293	.2	2.8	263	719	.6	5.7	214	636	.5	3.2	142	363	.3	2.7	82	354	.2	3.4
4-Book	63	234	.2	2.2	196	535	.5	4.4	170	530	.4	2.6	104	341	.2	2.1	52	208	.1	2.3
KACD-FM																				
FA '97	4	12	.1	.1	7	30	.2	.2	19	58	.3	.3	19	61	.4	.4	9	14	.4	.4
4-Book	6	24	.2	.2	6	29	.2	.2	16	74	.3	.3	19	43	.4	.4	10	37	.5	.5
KBCD-FM																				
FA '97									10	14	.1	.1								
4-Book	2	3	.1	.1	3	6	.1	.1	11	19	.2	.2	3	12	.1	.1				
KACE-FM																				
FA '97	41	105	.1	1.4	59	150	.1	1.3	100	251	.2	1.5	66	213	.1	1.3	34	132	.1	1.4
4-Book	59	194	.2	2.0	38	104	.1	.9	70	221	.2	1.1	67	204	.2	1.4	38	141	.1	1.6
KRTO-FM																				
FA '97	28	74	.1	.9	24	96	.1	.5	34	127	.1	.5	27	76	.1	.5	21	72	.9	.9
4-Book	21	56	.1	.7	15	48	.3	.3	20	75	.1	.3	20	57	.4	.4	12	39	.5	.5
KBIG-FM																				
FA '97	156	457	.4	5.3	93	344	.2	2.0	145	597	.3	2.1	102	427	.2	2.0	75	272	.2	3.1
4-Book	131	458	.3	4.5	63	275	.1	1.4	108	472	.3	1.7	99	370	.2	2.1	66	282	.2	2.9
+KBUA-FM																				
FA '97					7	45	.2	.2	17	55	.3	.3					13	29	.5	.5
4-Book	1	4			7	22	.2	.2	13	48	.2	.2	6	18	.1	.1	4	11	.2	.2
KBUE-FM																				
FA '97	88	251	.2	3.0	71	247	.2	1.5	167	350	.4	2.5	75	193	.2	1.4	36	118	.1	1.5
4-Book	65	179	.2	2.2	86	246	.2	1.9	130	357	.3	2.0	89	243	.2	1.8	43	141	.1	1.9
KCBS-FM																				
FA '97	81	354	.2	2.7	91	292	.2	2.0	203	742	.5	3.0	161	602	.4	3.1	86	382	.2	3.5
4-Book	83	351	.2	2.9	83	337	.2	1.9	184	636	.5	2.8	164	613	.4	3.4	68	277	.2	3.0
KFI -AM																				
FA '97	50	193	.1	1.7	103	383	.2	2.2	246	701	.6	3.6	103	372	.2	2.0	26	176	.1	1.1
4-Book	52	202	.1	1.8	140	417	.3	3.2	177	568	.4	2.7	89	304	.2	1.8	39	174	.1	1.7
KFSG-FM																				
FA '97	7	54	.2	.2	53	261	.1	1.1	28	181	.1	.4	26	106	.1	.5	14	65	.6	.6
4-Book	12	61	.4	.4	52	194	.1	1.2	37	123	.1	.6	21	82	.1	.4	16	59	.7	.7
KFWB-AM																				
FA '97	58	278	.1	2.0	133	546	.3	2.9	106	551	.2	1.6	108	436	.2	2.1	57	327	.1	2.3
4-Book	42	264	.1	1.5	153	693	.4	3.5	102	554	.2	1.6	83	396	.2	1.7	41	259	.1	1.8
KIBB-FM																				
FA '97	33	112	.1	1.1	52	186	.1	1.1	64	256	.1	.9	32	142	.1	.6	25	91	.1	1.0
4-Book	43	175	.1	1.5	42	169	.1	1.0	74	305	.2	1.2	59	176	.2	1.2	28	107	.1	1.2
KIEV-AM																				
FA '97					4	22	.1	.1	4	25	.1	.1	44	120	.1	.8	3	14	.1	.1
4-Book	4	11	.1	.1	5	15	.1	.1	7	33	.1	.1	15	44	.3	.3	1	4		
KIIS-FM																				
FA '97	75	272	.2	2.5	112	499	.3	2.4	149	741	.3	2.2	155	553	.4	3.0	65	238	.1	2.7
4-Book	61	307	.2	2.1	75	326	.2	1.7	174	675	.4	2.7	140	528	.4	2.9	42	225	.1	1.8
KIKF-FM																				
FA '97	19	69	.6	.6	26	95	.1	.6	48	132	.1	.7	37	136	.1	.7	2	13	.1	.1
4-Book	10	52	.3	.3	14	63	.3	.3	44	131	.1	.7	26	81	.1	.5	3	32	.2	.2
KJLH-FM																				
FA '97	69	178	.2	2.3	159	387	.4	3.4	229	579	.5	3.4	99	295	.2	1.9	25	62	.1	1.0
4-Book	60	170	.2	2.1	148	361	.4	3.4	165	450	.4	2.6	86	256	.2	1.8	31	99	.1	1.4

Target Listener Estimates - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	76	225	.2	2.6	138	306	.3	3.0	137	416	.3	2.0	139	318	.3	2.7	104	332	.2	4.3
4-Book	80	212	.2	2.8	114	277	.3	2.6	125	342	.3	1.9	105	260	.3	2.1	71	209	.2	3.1
KKGO-FM																				
FA '97	73	246	.2	2.5	108	349	.2	2.3	177	711	.4	2.6	195	550	.4	3.8	85	234	.2	3.5
4-Book	66	269	.2	2.3	70	285	.2	1.6	137	497	.3	2.1	137	421	.3	2.8	72	267	.2	3.1
KKHJ-AM																				
FA '97	36	60	.1	1.2	12	29	.1	.3	30	94	.1	.4	21	44	.1	.4	45	90	.1	1.8
4-Book	37	104	.1	1.3	31	80	.1	.7	63	157	.2	1.0	32	71	.1	.7	22	67	.1	1.0
KKLA-AM																				
FA '97	6	14	.2		52	214	.1	1.1	16	110	.2		7	13	.1		17	53	.7	
4-Book	6	33	.2		39	172	.1	.9	15	111	.2		8	45	.1		12	46	.5	
KLAC-AM																				
FA '97	28	158	.1	.9	44	167	.1	1.0	134	373	.3	2.0	125	434	.3	2.4	35	145	.1	1.4
4-Book	35	188	.1	1.2	80	247	.2	1.9	161	502	.4	2.5	107	373	.3	2.2	44	164	.1	1.9
KLAX-FM																				
FA '97	74	244	.2	2.5	165	384	.4	3.6	193	523	.4	2.9	136	286	.3	2.6	60	154	.1	2.5
4-Book	73	225	.2	2.5	118	297	.3	2.7	168	482	.4	2.6	146	310	.3	3.0	56	175	.1	2.5
KLDS-FM																				
FA '97	91	299	.2	3.1	54	185	.1	1.2	119	413	.3	1.8	179	512	.4	3.4	53	219	.1	2.2
4-Book	59	236	.1	2.0	64	230	.2	1.5	122	398	.3	1.9	156	450	.4	3.2	67	226	.2	2.9
KLSX-FM																				
FA '97	19	58	.6		94	258	.2	2.0	107	360	.2	1.6	17	70	.3		7	60	.3	
4-Book	17	68	.6		80	246	.2	1.8	111	355	.3	1.7	27	90	.1	.6	9	44	.4	
KLVE-FM																				
FA '97	205	600	.5	6.9	329	889	.7	7.1	406	993	.9	6.0	209	451	.5	4.0	202	562	.5	8.3
4-Book	198	580	.5	6.8	320	857	.7	7.3	422	1057	1.0	6.6	225	541	.5	4.6	151	447	.4	6.6
KLYY-FM																				
FA '97	25	97	.1	.8	6	39	.1		22	109	.3		23	118	.1	.4	11	56	.5	
4-Book	17	74	.5		8	52	.2		31	143	.1	.5	17	97	.1	.3	8	45	.3	
KNX -AM																				
FA '97	88	474	.2	3.0	117	573	.3	2.5	164	760	.4	2.4	112	537	.3	2.2	129	575	.3	5.3
4-Book	84	442	.2	2.9	159	680	.4	3.6	131	621	.3	2.0	114	513	.3	2.3	100	489	.2	4.3
KOST-FM																				
FA '97	103	411	.2	3.5	179	756	.4	3.9	295	879	.7	4.4	207	767	.5	4.0	98	383	.2	4.0
4-Book	158	620	.4	5.5	138	508	.3	3.1	247	810	.6	3.8	170	572	.4	3.5	90	369	.2	3.9
KPWR-FM																				
FA '97	82	174	.2	2.8	18	91	.4		110	321	.2	1.6	74	228	.2	1.4	31	145	.1	1.3
4-Book	52	168	.1	1.8	34	109	.1	.8	69	255	.2	1.1	65	195	.2	1.3	32	122	.1	1.4
KRLA-AM																				
FA '97	36	107	.1	1.2	39	134	.1	.8	42	186	.1	.6	93	210	.2	1.8	29	104	.1	1.2
4-Book	49	126	.1	1.7	33	101	.1	.7	84	245	.2	1.3	81	217	.2	1.7	42	157	.1	1.9
KROQ-FM																				
FA '97	14	96	.5		18	126	.4		60	365	.1	.9	35	174	.1	.7	43	183	.1	1.8
4-Book	33	124	.1	1.1	31	146	.1	.7	81	343	.2	1.3	52	240	.1	1.1	29	132	.1	1.2
KRRR-AM																				
FA '97					28	94	.1	.6	54	124	.1	.8	11	61	.2		17	51	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 35-64

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	101	377	.2	3.4	161	660	.4	3.5	350	1247	.8	5.2	311	952	.7	6.0	100	307	.2	4.1
4-Book	136	548	.3	4.7	194	736	.5	4.4	370	1311	.9	5.8	302	968	.7	6.2	100	446	.2	4.3
KSCA-FM																				
FA '97	72	284	.2	2.4	169	494	.4	3.7	204	524	.5	3.0	146	331	.3	2.8	42	145	.1	1.7
4-Book	74	241	.2	2.6	201	494	.5	4.6	243	644	.6	3.8	150	371	.3	3.1	68	200	.2	3.0
+KSSE-FM																				
FA '97	27	89	.1	.9	2	14			24	78	.1	.4	15	56			13	66		.5
4-Book	23	64	.1	.8	23	60	.1	.5	29	90	.1	.5	22	60	.1	.4	8	46		.3
KTNQ-AM																				
FA '97	80	209	.2	2.7	69	180	.2	1.5	79	191	.2	1.2	78	174	.2	1.5	57	148	.1	2.3
4-Book	75	227	.2	2.6	92	224	.2	2.1	86	233	.2	1.4	79	181	.2	1.6	75	211	.2	3.3
KTWV-FM																				
FA '97	154	605	.3	5.2	214	698	.5	4.6	376	1092	.9	5.6	312	821	.7	6.0	111	372	.3	4.6
4-Book	168	603	.4	5.8	187	681	.4	4.2	341	1032	.8	5.3	278	756	.7	5.7	137	493	.3	6.0
KWKW-AM																				
FA '97	26	70	.1	.9	80	176	.2	1.7	40	126	.1	.6	27	46	.1	.5	19	61		.8
4-Book	27	78	.1	.9	76	173	.2	1.7	64	137	.2	1.0	34	74	.1	.7	15	54		.7
KWVE-FM																				
FA '97	6	56	.2		48	200	.1	1.0	51	232	.1	.8	41	141	.1	.8	38	111	.1	1.6
4-Book	18	82	.6		54	176	.1	1.2	59	190	.2	.9	53	146	.1	1.1	36	121	.1	1.6
KXMG-AM																				
FA '97	40	84	.1	1.4	27	55	.1	.6	28	50	.1	.4	27	64	.1	.5	27	69	.1	1.1
4-Book	56	117	.2	1.9	53	142	.1	1.2	76	176	.2	1.2	53	113	.1	1.1	39	105	.1	1.7
KYSR-FM																				
FA '97	30	124	.1	1.0	46	249	.1	1.0	116	490	.3	1.7	72	278	.2	1.4	14	125		.6
4-Book	44	220	.1	1.5	51	235	.1	1.2	145	531	.3	2.3	103	403	.3	2.2	31	167	.1	1.3
KZLA-FM																				
FA '97	77	312	.2	2.6	164	475	.4	3.5	332	1018	.8	4.9	227	659	.5	4.4	50	274	.1	2.1
4-Book	82	298	.2	2.8	128	445	.3	2.9	276	821	.7	4.3	193	644	.4	3.9	65	297	.1	2.8
KFRG-FM																				
FA '97	18	42		.6	18	98		.4	40	203	.1	.6	37	135	.1	.7	6	64		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	10	75	.3		47	171	.1	1.0	35	160	.1	.5	36	165	.1	.7	7	67		.3
4-Book	6	45	.2		29	119	.1	.7	30	128	.1	.5	25	106	.1	.5	7	56		.3
TOTALS																				
FA '97	2957	9275	6.7		4626	13002	10.5		6745	17688	15.3		5194	13283	11.8		2436	7980	5.5	
4-Book	2917	9208	6.8		4404	12693	10.2		6465	16998	15.1		4893	12726	11.4		2296	7734	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 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																					
FA '97	6	115	.1	.3	12	28	.1	.5	2	40	.1	7	73	.1	.3	9	54	.1	.6		
SU '97	2	88		.1								9	62	.1	.4	2	50		.1		
SP '97	14	238	.1	.8	1	24			21	92	.2	1.1	11	65	.1	.5	27	99	.2	1.9	
WI '97	2	123		.1	5	83		.2	3	13		.2	2	50		.1	1	38		.1	
4-Book	6	141	.1	.3	5	34		.2	7	36	.1	.4	7	63	.1	.3	10	60	.1	.7	
FA '96	2	131		.1	5	62		.2	1	28		.1	2	40		.1		14			
KACD-FM																					
FA '97	20	519	.2	1.1	7	172	.1	.3	11	173	.1	.6	33	277	.3	1.5	33	231	.3	2.1	
SU '97	14	433	.1	.8	10	152	.1	.5	21	219	.2	1.0	26	273	.2	1.2	15	164	.1	1.0	
SP '97	19	549	.2	1.1	18	88	.2	.8	19	211	.2	1.0	22	276	.2	1.0	23	323	.2	1.6	
WI '97	25	470	.2	1.4	23	168	.2	1.1	26	191	.2	1.3	28	232	.2	1.2	26	178	.2	1.7	
4-Book	20	493	.2	1.1	15	145	.2	.7	19	199	.2	1.0	27	265	.2	1.2	24	244	.2	1.6	
FA '96	16	317	.1	.9	20	136	.2	.9	21	180	.2	1.1	22	165	.2	1.0	15	81	.1	1.1	
KBCD-FM																					
FA '97	7	165	.1	.4	4	32		.2	9	80	.1	.5	7	100	.1	.3	10	107	.1	.6	
SU '97	7	224	.1	.4	4	55		.2	10	89	.1	.5	5	110		.2	10	114	.1	.7	
SP '97	10	196	.1	.6	12	45	.1	.5	13	101	.1	.7	14	123	.1	.6	6	74	.1	.4	
WI '97	9	252	.1	.5	8	82	.1	.4	6	90	.1	.3	5	120		.2	14	122	.1	.9	
4-Book	8	209	.1	.5	7	54	.1	.3	10	90	.1	.5	8	113	.1	.3	10	104	.1	.7	
FA '96	7	192	.1	.4	3	28		.1	6	58	.1	.3	7	91	.1	.3	4	82		.3	
KACE-FM																					
FA '97	2	126		.1	2	22		.1	4	67		.2	1	47			3	41		.2	
SU '97	9	196	.1	.5	10	93	.1	.5	19	88	.2	.9	7	98	.1	.3	1	15		.1	
SP '97	6	216	.1	.3	4	54		.2	3	32		.2	7	118	.1	.3	10	39	.1	.7	
WI '97	5	129		.3	4	46		.2	6	58	.1	.3	4	59		.2	7	32	.1	.4	
4-Book	6	167	.1	.3	5	54	.1	.3	8	61	.1	.4	5	81	.1	.2	5	32	.1	.4	
FA '96	8	199	.1	.5	8	85	.1	.4	8	57	.1	.4	15	112	.1	.7	2	50		.1	
KRTO-FM																					
FA '97	1	60		.1	4	40		.2	1	21		.1	1	7			1	13		.1	
SU '97	2	57		.1	1	15			2	30		.1	2	30		.1					
SP '97	10	140	.1	.6	14	116	.1	.6	8	72	.1	.4	8	96	.1	.3	11	87	.1	.8	
WI '97	25	330	.2	1.4	21	149	.2	1.0	32	184	.3	1.6	29	210	.2	1.2	24	165	.2	1.5	
4-Book	10	147	.1	.6	10	80	.1	.5	11	77	.1	.6	10	86	.1	.4	9	66	.1	.6	
FA '96	29	270	.2	1.7	29	138	.2	1.3	36	175	.3	1.9	36	207	.3	1.7	15	128	.1	1.1	
KBIG-FM																					
FA '97	41	883	.3	2.3	39	316	.3	1.7	73	328	.6	4.0	44	317	.4	2.0	19	172	.2	1.2	
SU '97	31	873	.3	1.7	35	265	.3	1.7	51	304	.4	2.4	30	327	.3	1.4	19	222	.2	1.3	
SP '97	27	924	.2	1.5	19	223	.2	.8	36	375	.3	1.8	45	379	.4	2.0	25	300	.2	1.8	
WI '97	24	824	.2	1.3	25	218	.2	1.2	34	310	.3	1.7	27	272	.2	1.1	24	298	.2	1.5	
4-Book	31	876	.3	1.7	30	256	.3	1.4	49	329	.4	2.5	37	324	.3	1.6	22	248	.2	1.5	
FA '96	32	1026	.3	1.8	20	289	.2	.9	32	425	.3	1.7	42	406	.4	2.0	28	410	.2	2.0	
+KBUA-FM																					
FA '97	3	115		.2	6	40	.1	.3		13			5	77		.2	1	11		.1	
SU '97	4	135		.2	4	78		.2	2	44		.1	6	91	.1	.3	5	58		.3	
SP '97	7	127	.1	.4	10	75	.1	.4	9	88	.1	.5	5	84		.2	4	84		.3	
WI '97	5	71		.3	6	28	.1	.3	11	43	.1	.6	7	29	.1	.3					
4-Book	5	112	.1	.3	7	55	.1	.3	6	47	.1	.3	6	70	.1	.3	3	38	.1	.2	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																					
FA '97	41	952	.3	2.3	42	307	.4	1.9	52	419	.4	2.9	47	500	.4	2.1	23	206	.2	1.5	
SU '97	31	934	.3	1.7	33	394	.3	1.6	47	422	.4	2.2	33	393	.3	1.6	14	238	.1	.9	
SP '97	54	1110	.5	3.0	59	486	.5	2.6	81	588	.7	4.1	58	493	.5	2.5	30	328	.3	2.1	
WI '97	48	1103	.4	2.6	54	456	.5	2.5	48	476	.4	2.4	68	522	.6	2.9	33	397	.3	2.1	
4-Book	44	1025	.4	2.4	47	411	.4	2.2	57	476	.5	2.9	52	477	.5	2.3	25	292	.3	1.7	
FA '96	53	1016	.5	3.0	64	407	.5	3.0	86	518	.7	4.5	47	451	.4	2.2	21	333	.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

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
KCBS-FM																				
FA '97	37	923	.3	2.1	47	331	.4	2.1	58	439	.5	3.2	49	471	.4	2.2	20	243	.2	1.3
SU '97	35	768	.3	2.0	45	369	.4	2.2	76	409	.6	3.5	38	384	.3	1.8	12	217	.1	.8
SP '97	26	809	.2	1.4	22	311	.2	1.0	33	352	.3	1.7	40	471	.3	1.7	17	315	.1	1.2
WI '97	54	971	.5	2.9	59	369	.5	2.8	88	454	.8	4.4	77	554	.7	3.3	30	354	.3	1.9
4-Book	38	868	.3	2.1	43	345	.4	2.0	64	414	.6	3.2	51	470	.4	2.3	20	282	.2	1.3
FA '96	28	736	.2	1.6	35	326	.3	1.6	35	295	.3	1.8	33	363	.3	1.5	26	291	.2	1.9
KFI -AM																				
FA '97	17	207	.1	1.0	16	100	.1	.7	7	62	.1	.4	35	99	.3	1.6	27	85	.2	1.8
SU '97	11	186	.1	.6	22	103	.2	1.1	20	88	.2	.9	1	38			9	48	.1	.6
SP '97	15	286	.1	.8	22	151	.2	1.0	28	126	.2	1.4	19	121	.2	.8	8	45	.1	.6
WI '97	7	145	.1	.4	6	56	.1	.3	10	75	.1	.5	7	58	.1	.3	13	70	.1	.8
4-Book	13	206	.1	.7	17	103	.2	.8	16	88	.2	.8	16	79	.2	.7	14	62	.1	1.0
FA '96	5	219		.3	9	110	.1	.4	11	85	.1	.6	10	81	.1	.5	1	38		.1
KFSG-FM																				
FA '97	2	79		.1	1	24				13			5	26		.2	4	38		.3
SU '97	2	80		.1	2	14		.1	1	14			3	26		.1	1	29		.1
SP '97	3	96		.2	6	49		.3	2	23		.1	3	35		.1	1	26		.1
WI '97	4	128		.2	10	102		.5		29			2	40		.1	7	84		.4
4-Book	3	96		.2	5	47		.2	1	20			3	32		.1	3	44		.2
FA '96	3	29		.2	4	15		.2	2	15		.1	4	15		.2	3	15		.2
KFVB-AM																				
FA '97	3	225		.2	8	114		.4	3	40		.2	4	70		.2		15		
SU '97	4	268		.2	6	46		.3	3	107		.1	7	123		.3	1	35		.1
SP '97	3	195		.2	9	85		.4	3	60		.2	3	40		.1	1	9		.1
WI '97	5	265		.3	11	164		.5	4	41		.2	2	59		.1	4	40		.3
4-Book	4	238		.2	9	102		.4	3	62		.2	4	73		.2	2	25		.1
FA '96	2	147		.1	1	43			2	24		.1	5	109		.2	1	26		.1
KIBB-FM																				
FA '97	40	1191	.3	2.2	26	343	.2	1.2	46	447	.4	2.5	61	694	.5	2.8	41	434	.3	2.7
SU '97	44	1107	.4	2.5	46	403	.4	2.2	60	539	.5	2.8	58	578	.5	2.8	33	515	.3	2.2
SP '97	30	1006	.3	1.7	31	358	.3	1.4	31	445	.3	1.6	52	523	.4	2.3	22	395	.2	1.6
WI '97	22	800	.2	1.2	9	155	.1	.4	34	279	.3	1.7	41	433	.3	1.7	14	238	.1	.9
4-Book	34	1026	.3	1.9	28	315	.3	1.3	43	428	.4	2.2	53	557	.4	2.4	28	396	.2	1.9
FA '96	14	469	.1	.8	10	202	.1	.5	17	180	.1	.9	34	285	.3	1.6	6	135	.1	.4
KIEV-AM																				
FA '97		11							1	11		.1	2	11		.1				
SU '97	1	49		.1	5	37		.2	1	35										
SP '97		9																		
WI '97		29								15			1	14			1	14		.1
4-Book		25				9		.1	1	15		.1	1	6				4		
FA '96																				
KIIS-FM																				
FA '97	144	3438	1.2	8.1	167	1708	1.4	7.4	100	1265	.8	5.5	181	1874	1.5	8.2	145	1433	1.2	9.4
SU '97	123	3196	1.0	6.9	137	1416	1.2	6.6	146	1809	1.2	6.8	149	1712	1.3	7.1	92	1207	.8	6.1
SP '97	124	2839	1.1	6.9	164	1363	1.4	7.3	114	1089	1.0	5.8	165	1554	1.4	7.2	87	1159	.7	6.2
WI '97	87	2432	.7	4.7	99	1137	.8	4.6	91	897	.8	4.6	111	1250	.9	4.7	66	1022	.6	4.2
4-Book	120	2976	1.0	6.7	142	1406	1.2	6.5	113	1265	1.0	5.7	152	1598	1.3	6.8	98	1205	.8	6.5
FA '96	88	2571	.8	5.0	101	1112	.9	4.7	74	1074	.6	3.9	123	1351	1.0	5.7	75	873	.6	5.4
KIKF-FM																				
FA '97		31											1	31						
SU '97	9	91	.1	.5	15	38	.1	.7	15	66	.1	.7	12	50	.1	.6	4	52		.3
SP '97	7	79	.1	.4	10	46	.1	.4	2	34		.1	9	58	.1	.4	9	48	.1	.6
WI '97	5	109		.3	6	62	.1	.3	9	46	.1	.5	10	75	.1	.4		14		
4-Book	5	78	.1	.3	8	37	.1	.4	7	37	.1	.3	8	54	.1	.4	3	29		.2
FA '96	2	79		.1	2	28		.1	1	28		.1	2	40		.1	2	37		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	26	379	.2	1.5	7	156	.1	.3	30	133	.3	1.7	36	170	.3	1.6	32	113	.3	2.1
SU '97	14	225	.1	.8	6	69	.1	.3	20	61	.2	.9	21	139	.2	1.0	13	107	.1	.9
SP '97	7	332	.1	.4	12	160	.1	.5	1	23	.1	.1	3	72	.1	.1	5	116	.1	.4
WI '97	41	394	.3	2.2	45	196	.4	2.1	38	150	.3	1.9	32	178	.3	1.4	61	232	.5	3.9
4-Book	22	333	.2	1.2	18	145	.2	.8	22	92	.2	1.2	23	140	.2	1.0	28	142	.2	1.8
FA '96	12	411	.1	.7	4	73	.2	.2	15	112	.1	.8	25	175	.2	1.2	16	118	.1	1.1
KKBT-FM																				
FA '97	164	3265	1.4	9.2	223	1701	1.9	9.9	123	1518	1.0	6.8	242	1945	2.0	11.0	152	1576	1.3	9.9
SU '97	178	3182	1.5	10.0	185	1505	1.6	8.9	181	1739	1.5	8.4	249	1924	2.1	11.9	177	1448	1.5	11.7
SP '97	180	3210	1.5	10.0	205	1693	1.7	9.1	143	1435	1.2	7.2	302	2074	2.6	13.2	157	1628	1.3	11.2
WI '97	247	3168	2.1	13.3	313	1796	2.7	14.6	246	1603	2.1	12.3	317	2038	2.7	13.5	187	1594	1.6	12.0
4-Book	192	3206	1.6	10.6	232	1674	2.0	10.6	173	1574	1.5	8.7	278	1995	2.4	12.4	168	1562	1.4	11.2
FA '96	199	2932	1.7	11.4	276	1443	2.4	12.8	188	1350	1.6	9.9	276	1761	2.4	12.9	145	1352	1.2	10.4
KKGD-FM																				
FA '97	7	184	.1	.4	7	65	.1	.3	1	39	.1	.1	4	61	.2	.2	18	129	.2	1.2
SU '97	4	187	.2	.2	2	43	.1	.1	2	37	.1	.1	3	59	.1	.1	8	144	.1	.5
SP '97	3	124	.2	.1	1	30	.1	.1	2	33	.1	.1	2	30	.1	.1	5	69	.1	.4
WI '97	5	242	.3	.3	5	73	.2	.2	1	41	.1	.1	6	86	.1	.3	10	122	.1	.6
4-Book	5	184	.3	.3	4	53	.2	.2	2	38	.1	.1	4	59	.2	.2	10	116	.1	.7
FA '96	7	249	.1	.4	3	47	.1	.1	7	65	.1	.4	6	70	.1	.3	13	101	.1	.9
KKHJ-AM																				
FA '97	11	334	.1	.6	12	131	.1	.5	7	79	.1	.4	25	118	.2	1.1	7	69	.1	.5
SU '97	31	362	.3	1.7	43	150	.4	2.1	35	151	.3	1.6	63	136	.5	3.0	15	118	.1	1.0
SP '97	12	340	.1	.7	23	144	.2	1.0	14	119	.1	.7	9	118	.1	.4	2	44	.1	.1
WI '97	16	297	.1	.9	24	115	.2	1.1	8	116	.1	.4	32	136	.3	1.4	7	29	.1	.4
4-Book	18	333	.2	1.0	26	135	.2	1.2	16	116	.2	.8	32	127	.3	1.5	8	65	.1	.5
FA '96	18	583	.2	1.0	44	327	.4	2.0	19	184	.2	1.0	4	88	.2	.2	11	144	.1	.8
KKLA-AM																				
FA '97		11																		
SU '97																				
SP '97																				
WI '97																				
4-Book		3																		
FA '96		15			2	15	.1	.1												
KKLA-FM																				
FA '97	3	63	.2	.2	6	52	.1	.3	1	13	.1	.1	5	41	.2	.2	1	26	.1	.1
SU '97	1	33	.1	.1		11	.1	.1	2	11	.1	.1	1	33	.1	.1				
SP '97	4	52	.2	.2	1	26	.1	.1	10	26	.1	.5	11	15	.1	.5		15		
WI '97	1	37	.1	.1	3	14	.1	.1												
4-Book	2	46	.2	.2	3	26	.1	.1	3	13	.2	.2	4	22	.2	.2		10		
FA '96		28							2	13	.1	.1						13		
KLAC-AM																				
FA '97	2	48	.1	.1									1	22			4	37	.3	.3
SU '97	1	41	.1	.1	1	26	.1	.1	2	13	.1	.1								
SP '97	3	146	.2	.2	1	9	.1	.1	2	15	.1	.1	4	48	.2	.2	3	50	.2	.2
WI '97	5	157	.3	.3	5	29	.2	.2	4	14	.2	.2	3	59	.1	.1	12	128	.1	.8
4-Book	3	98	.2	.2	2	16	.1	.1	2	11	.1	.1	2	32	.1	.1	5	54	.3	.3
FA '96	2	126	.1	.1						10	.1	.1	1	20			4	57	.3	.3
KLAX-FM																				
FA '97	51	997	.4	2.9	52	366	.4	2.3	44	448	.4	2.4	78	623	.7	3.6	45	401	.4	2.9
SU '97	55	1202	.5	3.1	78	629	.7	3.7	67	624	.6	3.1	61	563	.5	2.9	38	355	.3	2.5
SP '97	68	1392	.6	3.8	59	545	.5	2.6	107	711	.9	5.4	74	607	.6	3.2	28	329	.2	2.0
WI '97	95	1480	.8	5.1	104	686	.9	4.9	108	626	.9	5.4	133	833	1.1	5.6	62	649	.5	4.0
4-Book	67	1268	.6	3.7	73	557	.6	3.4	82	602	.7	4.1	87	657	.7	3.8	43	434	.4	2.9
FA '96	114	1539	1.0	6.5	142	821	1.2	6.6	131	677	1.1	6.9	130	951	1.1	6.1	79	667	.7	5.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
KLOS-FM																				
FA '97	44	921	.4	2.5	66	441	.6	2.9	53	415	.4	2.9	37	330	.3	1.7	37	325	.3	2.4
SU '97	24	1056	.2	1.3	52	459	.4	2.5	19	320	.2	.9	31	489	.3	1.5	10	256	.1	.7
SP '97	34	828	.3	1.9	65	407	.6	2.9	27	371	.2	1.4	60	461	.5	2.6	15	254	.1	1.1
WI '97	49	1289	.4	2.6	57	533	.5	2.7	61	484	.5	3.1	90	725	.8	3.8	33	384	.3	2.1
4-Book	38	1024	.3	2.1	60	460	.5	2.8	40	398	.3	2.1	55	501	.5	2.4	24	305	.2	1.6
FA '96	67	1403	.6	3.8	76	518	.6	3.5	85	535	.7	4.5	88	782	.8	4.1	59	634	.5	4.2
KLSX-FM																				
FA '97	71	945	.6	4.0	303	847	2.5	13.4	77	479	.6	4.3	25	151	.2	1.1	2	50		.1
SU '97	30	585	.3	1.7	91	372	.8	4.4	33	219	.3	1.5	23	166	.2	1.1	15	99	.1	1.0
SP '97	43	711	.4	2.4	154	534	1.3	6.8	59	302	.5	3.0	14	91	.1	.6	12	124	.1	.9
WI '97	41	639	.3	2.2	137	439	1.2	6.4	62	247	.5	3.1	22	178	.2	.9	5	89		.3
4-Book	46	720	.4	2.6	171	548	1.5	7.8	58	312	.5	3.0	21	147	.2	.9	9	91	.1	.6
FA '96	63	810	.5	3.6	196	587	1.7	9.1	84	403	.7	4.4	47	230	.4	2.2	18	133	.2	1.3
KLVE-FM																				
FA '97	66	1140	.6	3.7	91	488	.8	4.0	103	528	.9	5.7	49	546	.4	2.2	36	431	.3	2.3
SU '97	67	1183	.6	3.8	91	539	.8	4.4	88	671	.8	4.1	73	499	.6	3.5	38	342	.3	2.5
SP '97	106	1301	.9	5.9	138	634	1.2	6.1	175	693	1.5	8.9	99	695	.8	4.3	51	513	.4	3.6
WI '97	81	1353	.7	4.4	144	693	1.2	6.7	84	638	.7	4.2	71	614	.6	3.0	56	510	.5	3.6
4-Book	80	1244	.7	4.5	116	589	1.0	5.3	113	633	1.0	5.7	73	589	.6	3.3	45	449	.4	3.0
FA '96	87	1535	.7	5.0	116	770	1.0	5.4	115	662	1.0	6.1	116	872	1.0	5.4	53	578	.5	3.8
KLYY-FM																				
FA '97	35	1327	.3	2.0	34	420	.3	1.5	37	656	.3	2.0	52	800	.4	2.4	30	475	.3	1.9
SU '97	48	1533	.4	2.7	30	481	.3	1.4	61	798	.5	2.8	67	907	.6	3.2	42	594	.4	2.8
SP '97	47	1334	.4	2.6	56	634	.5	2.5	58	766	.5	2.9	66	805	.6	2.9	35	596	.3	2.5
WI '97	45	1395	.4	2.4	37	518	.3	1.7	49	552	.4	2.5	71	853	.6	3.0	28	454	.2	1.8
4-Book	44	1397	.4	2.4	39	513	.4	1.8	51	693	.4	2.6	64	841	.6	2.9	34	530	.3	2.3
FA '96	61	1722	.5	3.5	46	661	.4	2.1	53	748	.5	2.8	103	961	.9	4.8	59	825	.5	4.2
KNX -AM																				
FA '97	4	202		.2	8	122	.1	.4	4	24		.2	1	45			6	57	.1	.4
SU '97	3	235		.2	2	50		.1	3	73		.1	4	93		.2	3	59		.2
SP '97	4	220		.2	9	104	.1	.4		24			6	116	.1	.3	5	44		.4
WI '97	5	203		.3	9	108	.1	.4	6	62	.1	.3	1	36			8	69	.1	.5
4-Book	4	215		.2	7	96		.3	3	46		.2	3	73		.1	6	57	.1	.4
FA '96	6	212	.1	.3	11	82	.1	.5	6	47	.1	.3	6	54	.1	.3	2	38		.1
KOST-FM																				
FA '97	42	1109	.4	2.4	25	400	.2	1.1	42	311	.4	2.3	51	414	.4	2.3	48	461	.4	3.1
SU '97	49	1168	.4	2.7	68	463	.6	3.3	61	417	.5	2.8	45	489	.4	2.1	54	564	.5	3.6
SP '97	42	1142	.4	2.3	45	419	.4	2.0	40	367	.3	2.0	40	336	.3	1.7	50	498	.4	3.6
WI '97	36	882	.3	1.9	27	265	.2	1.3	39	274	.3	2.0	39	326	.3	1.7	49	499	.4	3.1
4-Book	42	1075	.4	2.3	41	387	.4	1.9	46	342	.4	2.3	44	391	.4	2.0	50	506	.4	3.4
FA '96	55	1226	.5	3.1	40	393	.3	1.9	66	394	.6	3.5	58	502	.5	2.7	76	666	.6	5.4
KPWR-FM																				
FA '97	293	5108	2.5	16.5	293	2556	2.5	13.0	290	2563	2.4	16.0	406	3117	3.4	18.5	283	2472	2.4	18.4
SU '97	322	5596	2.7	18.0	297	2646	2.5	14.2	372	3262	3.2	17.4	393	3386	3.3	18.7	315	2899	2.7	20.8
SP '97	296	5359	2.5	16.5	331	2872	2.8	14.7	265	2652	2.3	13.4	423	3445	3.6	18.4	287	2750	2.4	20.4
WI '97	314	4993	2.7	17.0	311	2572	2.7	14.5	270	2315	2.3	13.5	426	3040	3.6	18.1	315	2670	2.7	20.2
4-Book	306	5264	2.6	17.0	308	2662	2.6	14.1	290	2698	2.6	15.1	412	3247	3.5	18.4	300	2698	2.6	20.0
FA '96	312	4799	2.7	17.9	366	2599	3.1	17.0	297	2352	2.5	15.6	378	3083	3.2	17.6	279	2514	2.4	19.9
KRLA-AM																				
FA '97	15	432	.1	.8	7	91	.1	.3	8	132	.1	.4	16	192	.1	.7	26	237	.2	1.7
SU '97	26	504	.2	1.5	30	160	.3	1.4	25	158	.2	1.2	19	130	.2	.9	42	262	.4	2.8
SP '97	19	538	.2	1.1	15	178	.1	.7	15	207	.1	.8	29	334	.2	1.3	18	234	.2	1.3
WI '97	30	358	.3	1.6	37	178	.3	1.7	45	160	.4	2.3	33	207	.3	1.4	21	198	.2	1.3
4-Book	23	458	.2	1.3	22	152	.2	1.0	23	164	.2	1.2	24	216	.2	1.1	27	233	.3	1.8
FA '96	20	538	.2	1.1	19	240	.2	.9	14	114	.1	.7	12	209	.1	.6	22	207	.2	1.6

Target Listener Trends - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
FA '97	116	2655	1.0	6.5	138	1177	1.2	6.1	102	1096	.9	5.6	150	1624	1.3	6.8	133	1270	1.1	8.6
SU '97	160	2688	1.4	9.0	203	1305	1.7	9.7	182	1542	1.6	8.5	156	1535	1.3	7.4	144	1407	1.2	9.5
SP '97	168	2989	1.4	9.4	225	1547	1.9	10.0	169	1449	1.4	8.5	211	1592	1.8	9.2	164	1452	1.4	11.7
WI '97	164	2879	1.4	8.9	189	1439	1.6	8.8	159	1297	1.4	8.0	216	1667	1.8	9.2	145	1535	1.2	9.3
4-Book	152	2803	1.3	8.5	189	1367	1.6	8.7	153	1346	1.3	7.7	183	1605	1.6	8.2	147	1416	1.2	9.8
FA '96	126	2608	1.1	7.2	169	1258	1.4	7.8	112	1093	1.0	5.9	132	1436	1.1	6.1	145	1275	1.2	10.4
KRRA-AM																				
FA '97	1	96	.1	.1	1	26	.1	.1	2	44	.1	.1	1	39	.1	.1				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	3	102	.2	.2	2	28	.1	.1	9	44	.1	.5	3	29	.1	.1		15		
WI '97	6	118	.1	.3	6	75	.1	.3	5	43	.1	.3	16	57	.1	.7	2	43		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		61			2	15	.1	.1		15				15			1	15		.1
KRTH-FM																				
FA '97	40	1147	.3	2.2	52	486	.4	2.3	46	538	.4	2.5	44	608	.4	2.0	32	478	.3	2.1
SU '97	46	1457	.4	2.6	44	334	.4	2.1	77	609	.7	3.6	50	624	.4	2.4	28	366	.2	1.8
SP '97	58	1613	.5	3.2	52	528	.4	2.3	67	509	.6	3.4	80	780	.7	3.5	51	604	.4	3.6
WI '97	30	1081	.3	1.6	21	312	.2	1.0	32	308	.3	1.6	60	481	.5	2.5	13	222	.1	.8
4-Book	44	1325	.4	2.4	42	415	.4	1.9	56	491	.5	2.8	59	623	.5	2.6	31	418	.3	2.1
FA '96	42	1323	.4	2.4	47	523	.4	2.2	35	467	.3	1.8	53	599	.5	2.5	31	311	.3	2.2
KSCA-FM																				
FA '97	141	1560	1.2	7.9	232	1005	2.0	10.3	168	840	1.4	9.3	127	693	1.1	5.8	68	495	.6	4.4
SU '97	103	1474	.9	5.8	206	857	1.8	9.9	108	777	.9	5.0	101	712	.9	4.8	67	558	.6	4.4
SP '97	103	1253	.9	5.7	205	805	1.7	9.1	101	589	.9	5.1	99	717	.8	4.3	59	455	.5	4.2
WI '97	79	805	.7	4.3	89	451	.8	4.2	95	549	.8	4.8	99	595	.8	4.2	63	335	.5	4.0
4-Book	107	1273	.9	5.9	183	780	1.6	8.4	118	689	1.0	6.1	107	679	.9	4.8	64	461	.6	4.3
FA '96	3	168	.2	.2	1	49	.1	.1	1	51	.1	.1	3	32	.1	.1	7	68	.1	.5
+KSSE-FM																				
FA '97	44	665	.4	2.5	48	339	.4	2.1	49	350	.4	2.7	56	422	.5	2.6	37	349	.3	2.4
SU '97	57	916	.5	3.2	54	375	.5	2.6	55	412	.5	2.6	82	567	.7	3.9	55	450	.5	3.6
SP '97	23	394	.2	1.3	28	128	.2	1.2	40	176	.3	2.0	30	172	.3	1.3	11	116	.1	.8
WI '97	5	138	.3	.3	8	33	.1	.4	10	76	.1	.5	4	43	.2	.2	3	29	.2	.2
4-Book	32	528	.3	1.8	35	219	.3	1.6	39	254	.3	2.0	43	301	.4	2.0	27	236	.2	1.8
FA '96	10	396	.1	.6	13	167	.1	.6	4	94	.2	.2	14	194	.1	.7	7	129	.1	.5
KTNQ-AM																				
FA '97	27	516	.2	1.5	39	157	.3	1.7	19	140	.2	1.1	32	176	.3	1.5	32	232	.3	2.1
SU '97	28	444	.2	1.6	35	133	.3	1.7	34	180	.3	1.6	38	241	.3	1.8	21	138	.2	1.4
SP '97	32	441	.3	1.8	72	264	.6	3.2	28	235	.2	1.4	36	163	.3	1.6	23	134	.2	1.6
WI '97	28	390	.2	1.5	50	140	.4	2.3	19	116	.2	1.0	25	119	.2	1.1	33	158	.3	2.1
4-Book	29	448	.2	1.6	49	174	.4	2.2	25	168	.2	1.3	33	175	.3	1.5	27	166	.3	1.8
FA '96	25	329	.2	1.4	47	165	.4	2.2	21	125	.2	1.1	46	171	.4	2.1	16	110	.1	1.1
KTWV-FM																				
FA '97	13	277	.1	.7	15	110	.1	.7	24	128	.2	1.3	9	89	.1	.4	10	101	.1	.6
SU '97	9	392	.1	.5	14	121	.1	.7	8	102	.1	.4	16	221	.1	.8	4	84		.3
SP '97	10	289	.1	.6	8	103	.1	.4	15	100	.1	.8	9	109	.1	.4	5	67		.4
WI '97	10	320	.1	.5	4	44	.2	.2	12	128	.1	.6	22	215	.2	.9	7	132	.1	.4
4-Book	11	320	.1	.6	10	95	.1	.5	15	115	.1	.8	14	159	.1	.6	7	96	.1	.4
FA '96	7	226	.1	.4	10	107	.1	.5	1	24		.1	7	107	.1	.3	7	158	.1	.5
KWKV-AM																				
FA '97	4	99	.2	.2	4	58	.2	.2	6	40	.1	.3	7	58	.1	.3	5	26		.3
SU '97	5	136	.3	.3	6	45	.1	.3	8	76	.1	.4		15			3	30		.2
SP '97	9	162	.1	.5	6	44	.1	.3	12	104	.1	.6	10	30	.1	.4	6	44	.1	.4
WI '97	18	315	.2	1.0	18	117	.2	.8	36	226	.3	1.8	21	90	.2	.9	9	62	.1	.6
4-Book	9	178	.1	.5	9	66	.1	.4	16	112	.2	.8	10	48	.1	.4	6	41	.1	.4
FA '96	16	207	.1	.9	23	87	.2	1.1	35	104	.3	1.8	8	71	.1	.4	3	29		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 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	
KWVE-FM																				
FA '97	2	65	.1	2	41	.1		1	26	.1		3	41	.1		24				
SU '97	2	59	.1	1	14							2	22	.1		11				
SP '97	1	71	.1	2	24	.1						2	34	.1		22			.1	
WI '97	8	119	.1	13	91	.1	.6	8	29	.1	.4	11	44	.1	.5	2	29		.1	
4-Book	3	79	.2	5	43	.2		2	14	.1		5	35	.2		1	22		.1	
FA '96	1	73	.1	2	15	.1		1	30	.1		1	14			3	14		.2	
KXMG-AM																				
FA '97	3	97	.2	2	52	.1		6	13	.1	.3	5	40	.2						
SU '97	4	130	.2	3	44	.1		4	44	.2		2	43	.1		5	57		.3	
SP '97	3	88	.2	6	44	.1	.3	1	29	.1		3	15	.1						
WI '97	16	272	.1	19	137	.2	.9	18	105	.2	.9	24	152	.2	1.0	4	47		.3	
4-Book	7	147	.4	8	69	.1	.4	7	48	.1	.4	9	63	.1	.4	2	26		.2	
FA '96	10	165	.1	5	15	.2		12	76	.1	.6	11	30	.1	.5	13	74	.1	.9	
KYSR-FM																				
FA '97	49	1549	.4	2.8	46	642	.4	2.0	57	631	.5	3.2	61	856	.5	2.8	32	507	.3	2.1
SU '97	36	1101	.3	2.0	28	356	.2	1.3	57	570	.5	2.7	47	583	.4	2.2	23	403	.2	1.5
SP '97	61	1434	.5	3.4	37	426	.3	1.6	82	639	.7	4.1	89	808	.8	3.9	45	442	.4	3.2
WI '97	31	1010	.3	1.7	24	375	.2	1.1	43	469	.4	2.2	38	505	.3	1.6	32	428	.3	2.1
4-Book	44	1274	.4	2.5	34	450	.3	1.5	60	577	.5	3.1	59	688	.5	2.6	33	445	.3	2.2
FA '96	42	913	.4	2.4	44	405	.4	2.0	66	412	.6	3.5	56	464	.5	2.6	21	278	.2	1.5
KZLA-FM																				
FA '97	13	280	.1	.7	16	173	.1	.7	11	150	.1	.6	9	110	.1	.4	21	165	.2	1.4
SU '97	17	295	.1	1.0	22	144	.2	1.1	19	151	.2	.9	17	171	.1	.8	18	145	.2	1.2
SP '97	5	221	.3		5	67	.2		5	82	.3		4	75	.2		4	84	.3	
WI '97	4	268	.2		7	139	.1	.3	4	129	.2		7	122	.1	.3	3	82	.2	
4-Book	10	266	.1	.6	13	131	.1	.6	10	128	.1	.5	9	120	.1	.4	12	119	.1	.8
FA '96	25	344	.2	1.4	31	281	.3	1.4	28	156	.2	1.5	27	144	.2	1.3	15	120	.1	1.1
KFRG-FM																				
FA '97	3	131	.2		2	55	.1		3	75	.2		5	29	.2		3	42	.2	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	74	.1		3	60	.1		14			3	38	.1						
XTRA-AM																				
FA '97	13	324	.1	.7	17	127	.1	.8	19	177	.2	1.1	14	113	.1	.6	6	80	.1	.4
SU '97	6	148	.1	.3	4	44	.2		10	60	.1	.5	5	43	.2		13	46	.1	.9
SP '97	11	223	.1	.6	13	90	.1	.6	45	149	.4	2.3	1	40			1	20		.1
WI '97	3	154	.2		22	22			6	25	.1	.3	3	65	.1		2	50		.1
4-Book	8	212	.1	.5	9	71	.1	.4	20	103	.2	1.1	6	65	.2		6	49	.1	.4
FA '96	21	263	.2	1.2	26	155	.2	1.2	52	168	.4	2.7	26	171	.2	1.2	5	88		.4
TOTALS																				
FA '97	1781	11494	15.0		2255	9128	19.0		1807	7901	15.2		2196	9581	18.5		1542	8468	13.0	
SU '97	1786	11275	15.2		2086	8997	17.8		2144	9206	18.3		2098	9556	17.9		1515	8318	12.9	
SP '97	1796	11325	15.3		2258	9390	19.2		1977	7891	16.9		2293	9585	19.5		1406	8239	12.0	
WI '97	1851	11191	15.8		2142	9019	18.3		2000	8013	17.0		2354	9549	20.1		1558	8335	13.3	
4-Book	1804	11321	15.3		2185	9134	18.6		1982	8253	16.9		2235	9568	19.0		1505	8340	12.8	
FA '96	1747	11294	14.9		2156	9166	18.4		1900	7765	16.2		2147	9412	18.3		1399	8408	11.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
7	101	.1	.3	4	46	.3		9	14	.1	.7					7	19	.1	.4
6	103	.1	.3	3	46	.3		3	6	.1	.3	5	11	.1	.2	2	5	.1	.1
KACD-FM																			
17	403	.1	.8	18	290	.2	1.3	2	24	.1	.2	30	87	.3	1.6	18	65	.2	1.0
21	380	.2	1.0	15	223	.1	1.1	12	38	.1	.8	21	74	.2	1.0	16	64	.2	.9
KBCD-FM																			
7	137	.1	.3	7	134	.1	.5	2	13	.1	.2	18	69	.2	.9	10	38	.1	.6
8	166	.1	.4	8	118	.1	.5	7	25	.1	.5	14	48	.1	.7	8	29	.1	.5
KACE-FM																			
2	76	.1		1	51	.1						2	9	.1		1	9	.1	
6	124	.3		5	80	.1	.4	11	19	.1	.8	8	32	.1	.4	6	24	.1	.4
KRTO-FM																			
2	47	.1		1	47	.1		6	13	.1	.5					1	13	.1	
10	123	.1	.5	8	105	.1	.6	9	33	.1	.6	10	35	.1	.4	13	37	.1	.8
KBIG-FM																			
54	563	.5	2.6	33	542	.3	2.3	16	80	.1	1.2	25	118	.2	1.3	56	129	.5	3.2
39	609	.3	1.8	22	406	.2	1.6	10	59	.1	.7	26	106	.2	1.2	33	95	.3	1.9
+KBUA-FM																			
3	91	.1		4	64	.3		13	39	.1	1.0	3	13	.2		7	39	.1	.4
6	95	.1	.3	4	56	.3		6	17	.1	.4	4	14	.2		5	14	.1	.3
KBUE-FM																			
47	815	.4	2.3	41	517	.3	2.9	69	183	.6	5.3	60	197	.5	3.1	60	144	.5	3.4
52	858	.5	2.5	41	506	.3	2.8	65	162	.6	4.7	60	187	.5	2.8	46	130	.4	2.6
KCBS-FM																			
52	757	.4	2.5	23	401	.2	1.6	27	65	.2	2.1	28	99	.2	1.5	23	105	.2	1.3
54	701	.5	2.5	24	384	.2	1.7	20	69	.2	1.5	38	134	.3	1.8	28	109	.2	1.7
KFI -AM																			
19	181	.2	.9	9	40	.1	.6	4	15	.3		5	12	.3		25	27	.2	1.4
16	184	.2	.8	5	53	.4		3	15	.2		10	26	.1	.5	7	10	.1	.4
KFSG-FM																			
2	37	.1		1	29	.1						6	15	.1	.3				
3	57	.2		2	44	.2		1	7			4	10	.1	.2	2	5		.1
KFWB-AM																			
5	142	.2		2	126	.1										3	30	.2	
5	177	.2		3	103	.2		5	19	.4		1	13	.1		1	14	.1	
K1BB-FM																			
44	949	.4	2.1	30	504	.3	2.1	13	55	.1	1.0	57	228	.5	3.0	46	172	.4	2.6
41	827	.4	1.9	26	473	.2	1.8	23	77	.2	1.7	43	175	.4	2.1	48	182	.4	2.8
KIEV-AM																			
1	11																		
1	22				2														
K1IS-FM																			
146	2944	1.2	7.1	140	1953	1.2	9.7	108	399	.9	8.3	191	762	1.6	10.0	175	640	1.5	9.9
134	2510	1.1	6.3	109	1654	1.0	7.7	103	346	.9	7.4	170	631	1.5	8.0	128	446	1.1	7.3
KIKF-FM																			
	31			1	18	.1										3	10	.2	
8	72	.1	.4	3	32	.3		5	16	.1	.3	1	4	.1					.2
KJLH-FM																			
25	244	.2	1.2	25	257	.2	1.7	7	37	.1	.5	36	104	.3	1.9	26	56	.2	1.5
21	232	.2	1.0	20	205	.2	1.4	12	44	.1	.8	31	75	.3	1.5	22	45	.2	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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		
KKBT-FM																					
FA '97	190	2872	1.6	9.2	126	1787	1.1	8.8	67	327	.6	5.1	149	549	1.3	7.8	209	647	1.8	11.8	
4-Book	223	2824	1.9	10.5	153	1882	1.3	10.6	108	405	.9	7.7	238	781	2.0	10.9	221	634	1.9	12.7	
KKGO-FM																					
FA '97	4	136		.2	7	127	.1	.5	9	18	.1	.7	7	55	.1	.4	2	13		.1	
4-Book	3	120		.1	5	70		.3	5	19	.1	.4	5	19	.1	.3	2	9		.1	
KKHJ-AM																					
FA '97	14	237	.1	.7	9	176	.1	.6	5	18		.4	13	54	.1	.7	2	20		.1	
4-Book	24	241	.2	1.1	13	157	.1	.9	20	32	.2	1.4	20	59	.2	.9	12	27	.1	.7	
KKLA-AM																					
FA '97						11															
4-Book						3															
KKLA-FM																					
FA '97	4	52		.2	2	63		.1	1	11		.1									
4-Book	3	38		.1	1	28		.1	1	6		.1		2	4		.1		1	7	
KLAC-AM																					
FA '97		22			3	36		.2										9	11	.1	.5
4-Book	2	45		.1	3	54		.2	3	7		.2		1	6			3	9		.2
KLAX-FM																					
FA '97	57	805	.5	2.8	44	636	.4	3.1	36	145	.3	2.8	63	250	.5	3.3	49	223	.4	2.8	
4-Book	81	1026	.7	3.8	60	726	.5	4.2	80	228	.7	5.7	93	279	.8	4.3	71	215	.6	4.1	
KLOS-FM																					
FA '97	52	729	.4	2.5	36	437	.3	2.5	26	160	.2	2.0	35	177	.3	1.8	53	137	.4	3.0	
4-Book	51	853	.4	2.4	25	435	.2	1.7	18	84	.1	1.3	37	162	.3	1.7	38	129	.3	2.2	
KLSX-FM																					
FA '97	130	862	1.1	6.3	11	191	.1	.8	11	46	.1	.8	7	34	.1	.4	14	47	.1	.8	
4-Book	81	631	.7	3.9	9	173	.1	.6	5	24		.3	12	39	.1	.6	13	38	.1	.8	
KLVE-FM																					
FA '97	83	924	.7	4.0	56	570	.5	3.9	89	224	.7	6.8	65	140	.5	3.4	35	131	.3	2.0	
4-Book	101	1003	.9	4.8	66	673	.6	4.6	99	242	.8	7.1	90	221	.8	4.2	52	153	.5	3.0	
KLYY-FM																					
FA '97	41	1143	.3	2.0	30	686	.3	2.1	23	128	.2	1.8	41	240	.3	2.1	50	228	.4	2.8	
4-Book	52	1210	.4	2.4	36	696	.3	2.5	14	85	.1	1.0	56	241	.5	2.6	59	250	.5	3.4	
KNX -AM																					
FA '97	5	137		.2	3	81		.2	4	14		.3	4	15		.2					
4-Book	5	154		.2	3	76		.2	3	14		.2	2	15		.1		1	6		.1
KOST-FM																					
FA '97	40	735	.3	1.9	40	522	.3	2.8	53	111	.4	4.1	85	204	.7	4.4	28	91	.2	1.6	
4-Book	44	715	.4	2.0	34	472	.3	2.4	33	92	.3	2.4	51	148	.4	2.5	35	114	.3	2.0	
KPWR-FM																					
FA '97	326	4589	2.7	15.8	240	2814	2.0	16.7	205	641	1.7	15.7	348	1213	2.9	18.2	314	860	2.6	17.7	
4-Book	337	4667	2.8	15.9	256	3128	2.2	17.8	224	788	1.9	16.1	400	1306	3.4	18.6	303	983	2.6	17.5	
KRLA-AM																					
FA '97	10	311	.1	.5	17	220	.1	1.2	16	64	.1	1.2	9	15	.1	.5	7	38	.1	.4	
4-Book	23	322	.2	1.1	19	226	.2	1.3	23	64	.2	1.6	34	67	.3	1.5	18	62	.2	1.1	
KROQ-FM																					
FA '97	128	2244	1.1	6.2	81	1407	.7	5.6	67	332	.6	5.1	117	570	1.0	6.1	98	408	.8	5.5	
4-Book	173	2398	1.5	8.1	117	1610	1.0	8.1	90	343	.8	6.4	171	635	1.5	7.9	146	499	1.2	8.5	
KRRR-AM																					
FA '97	1	83			2	58		.1	2	13		.2	6	40	.1	.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 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
KRTH-FM																				
FA '97	47	1006	.4	2.3	34	516	.3	2.4	30	115	.3	2.3	41	143	.3	2.1	26	127	.2	1.5
4-Book	52	1005	.5	2.5	37	630	.3	2.6	39	136	.4	2.8	68	220	.6	3.1	38	161	.3	2.2
KSCA-FM																				
FA '97	175	1353	1.5	8.5	130	1017	1.1	9.1	176	410	1.5	13.5	198	465	1.7	10.4	159	328	1.3	9.0
4-Book	135	1107	1.2	6.4	85	777	.7	5.9	141	318	1.2	10.2	124	312	1.1	6.0	99	232	.9	5.7
+KSSE-FM																				
FA '97	51	540	.4	2.5	36	413	.3	2.5	27	124	.2	2.1	31	118	.3	1.6	41	104	.3	2.3
4-Book	39	424	.3	1.9	25	293	.2	1.8	33	86	.3	2.4	32	99	.3	1.5	38	105	.3	2.2
KTNQ-AM																				
FA '97	29	307	.2	1.4	21	258	.2	1.5	40	66	.3	3.1	5	40		.3	29	40	.2	1.6
4-Book	35	338	.3	1.6	19	201	.2	1.3	25	38	.2	1.8	16	43	.2	.8	22	43	.2	1.3
KTWV-FM																				
FA '97	16	219	.1	.8	10	162	.1	.7	17	43	.1	1.3	24	24	.2	1.3	6	24	.1	.3
4-Book	13	252	.1	.6	9	135	.1	.6	11	41	.1	.8	14	34	.1	.7	7	24	.1	.4
KWKW-AM																				
FA '97	6	99	.1	.3	1	13		.1	3	13		.2	1	13		.1				
4-Book	12	152	.1	.5	7	55	.1	.5	13	25	.1	.9	12	26	.1	.6	14	19	.1	.8
KWVE-FM																				
FA '97	2	41		.1	4	55		.3	9	28	.1	.7	6	15	.1	.3	1	13		.1
4-Book	4	50		.2	4	41		.3	3	11		.3	4	15	.1	.2	5	14		.3
KXMG-AM																				
FA '97	4	79		.2	4	58		.3	3	26		.2	13	13	.1	.7	10	13	.1	.6
4-Book	8	109	.1	.3	7	88		.5	5	21		.3	6	11	.1	.3	10	18	.1	.6
KYSR-FM																				
FA '97	55	1315	.5	2.7	49	807	.4	3.4	26	177	.2	2.0	65	246	.5	3.4	42	226	.4	2.4
4-Book	52	1038	.5	2.4	38	651	.3	2.7	22	120	.2	1.6	56	204	.5	2.7	39	179	.4	2.3
KZLA-FM																				
FA '97	12	209	.1	.6	7	143	.1	.5	4	15		.3	10	59	.1	.5	9	30	.1	.5
4-Book	11	210	.1	.5	7	129	.1	.5	10	31	.1	.7	10	45	.1	.4	5	24		.3
KFRG-FM																				
FA '97	3	86		.1	2	77		.1					2	14		.1	6	18	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	17	270	.1	.8	12	106	.1	.8	13	24	.1	1.0	19	61	.2	1.0	15	26	.1	.8
4-Book	12	169	.1	.6	4	60		.3	5	17		.4	7	29	.1	.4	5	13		.3
TOTALS																				
FA '97	2065	11141	17.4		1436	9551	12.1		1306	3819	11.0		1911	5028	16.1		1770	4307	14.9	
4-Book	2123	11052	18.0		1435	9405	12.2		1392	3813	11.9		2148	5440	18.3		1732	4441	14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	5	13	.4		7	14	.1	.7									5	13	.4	
4-Book	2	10	.2		4	7	.1	.4	5	14	.1	.4	5	14	.1	.3	1	3	.1	
KACD-FM																				
FA '97	21	97	.2	1.5					31	87	.3	1.9	9	55	.1	.7	26	67	.2	2.3
4-Book	17	56	.2	1.2	6	18	.1	.7	19	57	.2	1.2	14	40	.1	1.1	17	43	.1	1.5
KBCD-FM																				
FA '97	9	31	.1	.7	3	13		.3	4	27		.2	5	34		.4	3	13		.3
4-Book	8	37	.1	.6	4	17		.4	9	32	.1	.6	5	21	.1	.4	4	12		.4
KACE-FM																				
FA '97	3	9		.2					1	11		.1	1	9		.1	1	13		.1
4-Book	2	8		.1	4	4		.5	5	16	.1	.4	1	7		.1	2	13		.2
KRTO-FM																				
FA '97	3	21		.2					1	13		.1								
4-Book	14	51	.1	1.0	3	4		.3	7	34	.1	.5	6	18	.1	.4	7	15	.1	.6
KBIG-FM																				
FA '97	61	171	.5	4.4	4	15		.4	17	79	.1	1.0	31	73	.3	2.3	49	166	.4	4.4
4-Book	32	107	.3	2.4	7	19		.8	22	77	.2	1.5	24	66	.2	1.8	22	78	.2	2.0
+KBUA-FM																				
FA '97	5	26		.4					1	13		.1	1	13		.1	1	13		.1
4-Book	4	21		.3	3	14		.3	2	14		.2	5	18	.1	.4	3	18		.3
KBUE-FM																				
FA '97	30	138	.3	2.2	18	40	.2	1.9	40	99	.3	2.4	40	97	.3	3.0	18	65	.2	1.6
4-Book	27	106	.2	1.9	27	86	.3	3.1	42	119	.4	2.8	48	110	.4	3.7	16	55	.2	1.5
KCBS-FM																				
FA '97	23	115	.2	1.7	18	38	.2	1.9	20	115	.2	1.2	31	101	.3	2.3	13	85	.1	1.2
4-Book	12	67	.1	.9	18	42	.2	1.9	41	117	.4	2.8	27	90	.2	2.0	9	51	.1	.8
KFI -AM																				
FA '97	14	40	.1	1.0					5	12		.3	12	12	.1	.9	8	25	.1	.7
4-Book	5	12	.1	.4	3	3		.3	6	21	.1	.4	4	9		.3	4	12	.1	.4
KFSG-FM																				
FA '97	2	14		.1	1	15		.1												
4-Book	5	20	.1	.4	1	14		.1	4	13	.1	.2		4			1	7		.1
KFVB-AM																				
FA '97					3	15		.3	7	39	.1	.4	5	28		.4	1	14		.1
4-Book	1	6		.1	3	10		.3	3	19		.2	4	18		.3	9	18	.1	.7
KIBB-FM																				
FA '97	22	79	.2	1.6	10	39	.1	1.1	41	107	.3	2.5	31	97	.3	2.3	15	71	.1	1.3
4-Book	22	106	.2	1.6	12	61	.1	1.4	21	80	.2	1.4	21	79	.2	1.6	16	79	.1	1.5
KIEV-AM																				
FA '97																				
4-Book										2										
KIIS-FM																				
FA '97	106	475	.9	7.7	119	346	1.0	12.6	154	518	1.3	9.3	145	498	1.2	10.8	120	473	1.0	10.8
4-Book	91	374	.8	6.9	87	274	.8	9.9	121	450	1.1	8.0	102	348	.9	7.7	70	302	.6	6.6
KIKF-FM																				
FA '97									4	18		.2	1	18		.1				
4-Book	1	6		.1	3	9		.4	5	20		.3	4	13		.3	4	6		.4
KJLH-FM																				
FA '97	26	62	.2	1.9	14	53	.1	1.5	31	77	.3	1.9	31	53	.3	2.3	26	85	.2	2.3
4-Book	19	45	.2	1.3	16	50	.1	1.7	21	73	.2	1.4	18	38	.2	1.3	16	45	.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

Men 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	134	404	1.1	9.7	42	115	.4	4.4	148	530	1.2	9.0	167	397	1.4	12.4	90	372	.8	8.1
4-Book	161	546	1.4	11.7	61	180	.5	7.0	152	514	1.3	10.1	166	491	1.4	12.6	106	374	.9	9.8
KKGO-FM																				
FA '97	18	53	.2	1.3	2	39	.1	.2					5	13	.4		7	37	.1	.6
4-Book	8	18	.1	.6	4	17	.1	.5	2	9	.1		3	9	.2		6	24	.1	.6
KKHJ-AM																				
FA '97	4	26	.3		14	45	.1	1.5					30	59	.3	2.2	5	40	.4	
4-Book	8	21	.1	.6	9	22	.1	1.0	9	26	.1	.7	21	46	.2	1.6	6	21	.1	.5
KKLA-AM																				
FA '97													1	11	.1					
4-Book													3							
KKLA-FM																				
FA '97	4	13	.3					1	11	.1		7	28	.1	.5	1	13		.1	
4-Book	2	7	.1		1	2	.1		3			2	7	.1			3			
KLAC-AM																				
FA '97					1	4	.1		9	22	.1	.6	1	3	.1		13	26	.1	1.2
4-Book		4			1	4	.1		9	22	.1	.6	1	3	.1		6	13	.1	.5
KLAX-FM																				
FA '97	20	92	.2	1.5	67	139	.6	7.1	49	207	.4	3.0	61	131	.5	4.5	15	39	.1	1.3
4-Book	48	133	.4	3.5	52	144	.5	5.8	58	207	.5	3.9	53	126	.4	4.0	30	109	.3	2.8
KLOS-FM																				
FA '97	53	139	.4	3.8	28	99	.2	3.0	46	156	.4	2.8	34	87	.3	2.5	13	32	.1	1.2
4-Book	25	93	.2	1.8	17	68	.2	1.9	26	106	.2	1.7	18	64	.2	1.3	18	69	.2	1.7
KLXS-FM																				
FA '97					15	71	.1	1.6	34	99	.3	2.1	5	20	.4					
4-Book	4	12	.1	.3	10	37	.1	1.1	21	65	.2	1.4	3	12	.3		1	7	.1	
KLVE-FM																				
FA '97	39	111	.3	2.8	84	178	.7	8.9	85	233	.7	5.2	38	145	.3	2.8	17	53	.1	1.5
4-Book	72	189	.6	5.4	81	212	.7	9.2	84	231	.7	5.7	32	110	.3	2.4	20	76	.2	2.0
KLYY-FM																				
FA '97	23	114	.2	1.7	3	28	.3		42	220	.4	2.5	45	136	.4	3.4	10	58	.1	.9
4-Book	37	138	.3	2.7	11	59	.1	1.2	35	171	.3	2.3	44	167	.4	3.4	29	139	.3	2.7
KNX -AM																				
FA '97	3	13	.2					3	24	.2		5	15	.4		3	13		.3	
4-Book	4	19	.3		1	7	.1		2	13	.1		2	9	.2		5	19	.5	
KOST-FM																				
FA '97	44	182	.4	3.2	23	79	.2	2.4	34	126	.3	2.1	19	94	.2	1.4	30	103	.3	2.7
4-Book	39	157	.4	2.8	19	70	.2	2.2	26	96	.2	1.7	23	78	.2	1.7	37	118	.3	3.5
KPWR-FM																				
FA '97	296	927	2.5	21.5	109	446	.9	11.5	270	936	2.3	16.4	172	520	1.4	12.8	174	743	1.5	15.6
4-Book	289	964	2.5	21.5	132	476	1.1	15.1	228	880	2.0	15.1	209	695	1.8	16.0	231	779	2.0	21.4
KRLA-AM																				
FA '97	10	26	.1	.7	2	13	.2		26	69	.2	1.6	21	59	.2	1.6	38	73	.3	3.4
4-Book	16	62	.2	1.2	3	14	.3		15	47	.1	1.0	9	37	.1	.7	26	65	.2	2.4
KROQ-FM																				
FA '97	70	380	.6	5.1	41	242	.3	4.3	91	396	.8	5.5	39	182	.3	2.9	110	363	.9	9.9
4-Book	111	445	1.0	8.3	61	237	.5	6.9	110	463	.9	7.4	113	369	1.0	8.6	120	398	1.0	11.2
KRRA-AM																				
FA '97					5	18	.5													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	45	130	.4	3.3	59	134	.5	6.2	25	119	.2	1.5	21	132	.2	1.6	23	114	.2	2.1
4-Book	26	103	.2	2.0	28	85	.3	3.0	38	123	.3	2.5	35	127	.3	2.7	19	98	.2	1.9
KSCA-FM																				
FA '97	88	240	.7	6.4	143	299	1.2	15.1	146	330	1.2	8.9	82	214	.7	6.1	56	209	.5	5.0
4-Book	52	150	.4	3.8	77	194	.7	8.7	88	241	.8	5.8	65	159	.5	4.9	37	106	.3	3.4
+KSSE-FM																				
FA '97	59	209	.5	4.3	22	81	.2	2.3	38	184	.3	2.3	35	114	.3	2.6	33	93	.3	3.0
4-Book	27	84	.2	2.1	6	28	.1	.7	25	100	.2	1.7	29	75	.3	2.2	12	38	.1	1.1
KTNQ-AM																				
FA '97	9	27	.1	.7	13	32	.1	1.4	41	93	.3	2.5	27	54	.2	2.0	5	27	.1	.4
4-Book	17	44	.2	1.3	10	20	.1	1.1	21	44	.2	1.4	24	54	.2	1.8	12	36	.1	1.1
KTWV-FM																				
FA '97	7	31	.1	.5	4	24	.1	.4	2	19	.1	.1	6	28	.1	.4	13	61	.1	1.2
4-Book	7	25	.1	.5	10	35	.1	1.2	10	33	.1	.7	5	19	.1	.4	8	32	.1	.7
KWKV-AM																				
FA '97	2	7	.1	.1	2	7	.1	.1	4	7	.1	.1	5	8	.1	.1	4	18	.1	.1
4-Book																				
KWVE-FM																				
FA '97	4	28	.3	.3	4	13	.1	.4	1	15	.1	.1	3	13	.1	.2	3	13	.1	.3
4-Book	3	17	.2	.2	5	10	.1	.5	8	21	.1	.5	6	14	.1	.5	1	3	.1	.1
KXMG-AM																				
FA '97	8	22	.1	.6	9	22	.1	1.0	9	26	.1	.6	3	18	.1	.2	4	11	.1	.3
4-Book																				
KYSR-FM																				
FA '97	38	135	.3	2.8	21	141	.2	2.2	90	305	.8	5.5	78	266	.7	5.8	27	106	.2	2.4
4-Book	30	117	.3	2.3	14	90	.1	1.5	55	218	.5	3.7	59	194	.5	4.4	30	119	.3	2.8
KZLA-FM																				
FA '97	4	13	.1	.4	12	56	.1	1.3	8	56	.1	.5	1	13	.1	.1	11	57	.1	1.0
4-Book					7	35	.1	.8	6	34	.1	.4	3	17	.1	.3	8	35	.1	.8
KFRG-FM																				
FA '97	4	33	.3	.3	**	**	**	**	**	**	**	**	5	31	.4	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	9	26	.1	.7					14	26	.1	.8	14	39	.1	1.0	10	43	.1	.9
4-Book	5	14	.1	.4					4	10	.1	.2	4	10	.1	.3	3	14	.1	.3
TOTALS																				
FA '97	1378	4027	11.6		947	2656	8.0		1648	4500	13.9		1342	3412	11.3		1113	3488	9.4	
4-Book	1349	3949	11.5		880	2579	7.5		1497	4187	12.8		1317	3389	11.2		1080	3244	9.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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																				
FA '97	23	424	.1	.7	28	145	.2	.6	28	149	.2	.6	30	190	.2	.7	17	110	.1	.9
SU '97	23	541	.1	.7	29	92	.2	.6	14	167	.1	.3	31	285	.2	.8	25	264	.1	1.2
SP '97	36	757	.2	1.1	24	241	.1	.5	65	364	.4	1.4	36	292	.2	.9	44	314	.2	2.2
WI '97	15	374	.1	.4	16	137	.1	.3	33	212	.2	.7	26	209	.1	.6	2	66		.1
4-Book	24	524	.1	.7	24	154	.2	.5	35	223	.2	.8	31	244	.2	.8	22	189	.1	1.1
FA '96	30	530	.2	.9	39	211	.2	.8	57	334	.3	1.2	38	246	.2	1.0	7	78		.4
KACD-FM																				
FA '97	26	671	.1	.8	12	245	.1	.2	28	319	.2	.6	31	391	.2	.8	30	263	.2	1.5
SU '97	27	584	.2	.8	16	162	.1	.3	27	237	.2	.6	39	317	.2	1.0	31	271	.2	1.5
SP '97	45	642	.3	1.3	39	219	.2	.8	52	302	.3	1.1	60	358	.3	1.5	45	387	.3	2.3
WI '97	29	746	.2	.9	36	335	.2	.8	38	302	.2	.8	38	432	.2	.9	18	281	.1	.9
4-Book	32	661	.2	1.0	26	240	.2	.5	36	290	.2	.8	42	375	.2	1.1	31	301	.2	1.6
FA '96	41	520	.2	1.2	46	281	.3	1.0	50	227	.3	1.1	50	324	.3	1.3	39	266	.2	2.1
KBCD-FM																				
FA '97	10	175	.1	.3	10	70	.1	.2	11	69	.1	.2	11	88	.1	.3	8	119		.4
SU '97	15	273	.1	.5	23	130	.1	.5	26	119	.1	.6	16	186	.1	.4	7	133		.3
SP '97	12	273	.1	.4	21	62	.1	.4	13	88	.1	.3	15	148	.1	.4	8	94		.4
WI '97	11	373	.1	.3	9	115	.1	.2	9	127	.1	.2	9	229	.1	.2	15	176	.1	.8
4-Book	12	274	.1	.4	16	94	.1	.3	15	101	.1	.3	13	163	.1	.3	10	131		.5
FA '96	11	303	.1	.3	11	76	.1	.2	14	122	.1	.3	10	140	.1	.3	6	93		.3
KACE-FM																				
FA '97	20	324	.1	.6	8	53		.2	24	148	.1	.5	26	164	.1	.6	27	99	.2	1.4
SU '97	18	381	.1	.5	35	148	.2	.8	14	160	.1	.3	15	141	.1	.4	14	115	.1	.7
SP '97	8	341		.2	9	91	.1	.2	4	74		.1	9	167	.1	.2	13	97	.1	.7
WI '97	23	396	.1	.7	15	116	.1	.3	36	221	.2	.8	28	162	.2	.7	24	117	.1	1.2
4-Book	17	361	.1	.5	17	102	.1	.4	20	151	.1	.4	20	159	.1	.5	20	107	.1	1.0
FA '96	17	432	.1	.5	21	189	.1	.4	15	148	.1	.3	17	150	.1	.4	8	98		.4
KRTO-FM																				
FA '97	5	116		.1	5	58		.1	13				11	45	.1	.3	9	72	.1	.5
SU '97	12	114	.1	.4	17	47	.1	.4	29	96	.2	.7	10	81	.1	.3	4	52		.2
SP '97	27	270	.2	.8	44	195	.2	.9	40	196	.2	.8	20	150	.1	.5	19	134	.1	1.0
WI '97	54	674	.3	1.6	47	232	.3	1.0	77	313	.4	1.6	60	456	.3	1.4	51	324	.3	2.6
4-Book	25	294	.2	.7	28	133	.2	.6	37	155	.2	.8	25	183	.2	.6	21	146	.1	1.1
FA '96	41	428	.2	1.2	40	198	.2	.8	47	273	.3	1.0	49	267	.3	1.3	35	187	.2	1.8
KBIG-FM																				
FA '97	66	1586	.4	2.0	72	594	.4	1.5	115	619	.6	2.5	88	746	.5	2.2	32	404	.2	1.6
SU '97	79	1902	.4	2.4	90	699	.5	1.9	131	748	.7	3.0	90	805	.5	2.3	41	640	.2	2.0
SP '97	64	1856	.4	1.9	57	585	.3	1.2	98	750	.6	2.1	82	720	.5	2.1	37	541	.2	1.9
WI '97	94	1764	.5	2.8	111	653	.6	2.3	189	843	1.1	3.9	122	693	.7	2.9	27	516	.2	1.4
4-Book	76	1777	.4	2.3	83	633	.5	1.7	133	740	.8	2.9	96	741	.6	2.4	34	525	.2	1.7
FA '96	70	1751	.4	2.1	65	640	.4	1.4	112	656	.6	2.4	95	862	.5	2.4	44	516	.2	2.3
+KBUC-FM																				
FA '97	7	125		.2	23	68	.1	.5	9	83	.1	.2	4	55		.1	1	16		.1
SU '97	3	172		.1	7	140		.2	2	47			4	93		.1	3	60		.1
SP '97	21	348	.1	.6	27	198	.2	.6	34	211	.2	.7	19	182	.1	.5	7	106		.4
WI '97	9	198	.1	.3	7	85		.1	13	71	.1	.3	13	85	.1	.3	9	56	.1	.5
4-Book	10	211	.1	.3	16	123	.1	.4	15	103	.1	.3	10	104	.1	.3	5	60		.3
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	60	1145	.3	1.8	68	360	.4	1.4	82	673	.5	1.8	74	587	.4	1.8	26	258	.1	1.3
SU '97	54	1446	.3	1.6	70	682	.4	1.5	99	697	.6	2.2	52	584	.3	1.3	18	353	.1	.9
SP '97	68	1581	.4	2.0	60	602	.3	1.2	121	877	.7	2.6	96	803	.5	2.4	27	378	.2	1.4
WI '97	87	1503	.5	2.6	103	619	.6	2.2	140	819	.8	2.9	105	841	.6	2.5	47	446	.3	2.4
4-Book	67	1419	.4	2.0	75	566	.4	1.6	111	767	.7	2.4	82	704	.5	2.0	30	359	.2	1.5
FA '96	112	1698	.6	3.4	144	810	.8	3.0	160	940	.9	3.5	114	866	.6	2.9	61	499	.3	3.2

** 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

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
KCBS-FM																				
FA '97	102	2153	.6	3.0	119	843	.7	2.4	188	1142	1.1	4.1	129	1221	.7	3.2	38	560	.2	1.9
SU '97	75	1897	.4	2.3	100	790	.6	2.2	117	963	.7	2.6	86	899	.5	2.2	32	530	.2	1.5
SP '97	103	1920	.6	3.0	113	860	.6	2.3	190	1078	1.1	4.0	135	1060	.8	3.4	39	580	.2	2.0
WI '97	132	2297	.7	3.9	152	917	.9	3.2	231	1244	1.3	4.8	185	1327	1.0	4.4	68	821	.4	3.5
4-Book	103	2067	.6	3.1	121	853	.7	2.5	182	1107	1.1	3.9	134	1127	.8	3.3	44	623	.3	2.2
FA '96	97	1930	.5	2.9	114	809	.6	2.4	167	1083	.9	3.6	149	1252	.8	3.8	38	585	.2	2.0
KFI -AM																				
FA '97	49	763	.3	1.5	55	309	.3	1.1	83	399	.5	1.8	74	395	.4	1.8	49	275	.3	2.5
SU '97	36	638	.2	1.1	51	302	.3	1.1	64	267	.4	1.4	30	288	.2	.8	24	158	.1	1.2
SP '97	57	813	.3	1.7	77	399	.4	1.6	120	507	.7	2.5	79	361	.4	2.0	20	167	.1	1.0
WI '97	58	971	.3	1.7	92	425	.5	1.9	110	558	.6	2.3	79	519	.4	1.9	23	251	.1	1.2
4-Book	50	796	.3	1.5	69	359	.4	1.4	94	433	.6	2.0	66	391	.4	1.6	29	213	.2	1.5
FA '96	49	779	.3	1.5	62	378	.4	1.3	104	483	.6	2.2	72	378	.4	1.9	17	150	.1	.9
KFSG-FM																				
FA '97	8	207		.2	14	74	.1	.3	8	69		.2	8	74		.2	6	56		.3
SU '97	8	251		.2	11	109	.1	.2	10	108	.1	.2	9	137	.1	.2	5	62		.2
SP '97	9	261	.1	.3	22	161	.1	.5	9	104	.1	.2	10	145	.1	.3	2	58		.1
WI '97	6	270		.2	12	131	.1	.3	2	73		.2	7	89		.2	6	133		.3
4-Book	8	247		.2	15	119		.3	7	89		.2	9	111		.2	5	77		.2
FA '96	3	177		.1	10	104	.1	.2	1	58		.1	3	44		.1		13		
KFVB-AM																				
FA '97	12	701	.1	.4	26	257	.1	.5	14	235	.1	.3	8	207		.2	9	77	.1	.5
SU '97	17	813	.1	.5	33	386	.2	.7	17	291	.1	.4	29	343	.2	.7	8	170		.4
SP '97	18	720	.1	.5	50	510	.3	1.0	20	153	.1	.4	28	341	.2	.7	5	176		.3
WI '97	13	652	.1	.4	30	363	.2	.6	7	132		.1	22	364	.1	.5	7	86		.4
4-Book	15	722		.5	35	379		.7	15	203		.3	22	314		.5	7	127		.4
FA '96	20	854	.1	.6	49	420	.3	1.0	22	325	.1	.5	22	340	.1	.6	7	173		.4
KIBB-FM																				
FA '97	88	1967	.5	2.6	82	742	.5	1.7	113	855	.6	2.5	166	1267	.9	4.1	54	591	.3	2.7
SU '97	82	1720	.5	2.5	85	769	.5	1.8	135	939	.8	3.0	102	955	.6	2.6	52	669	.3	2.5
SP '97	65	1547	.4	1.9	67	572	.4	1.4	93	863	.5	2.0	87	868	.5	2.2	27	460	.2	1.4
WI '97	56	1467	.3	1.6	51	449	.3	1.1	79	714	.4	1.6	84	853	.5	2.0	38	456	.2	1.9
4-Book	73	1675		2.2	71	633		1.5	105	843		2.3	110	986		2.7	43	544		2.1
FA '96	38	893	.2	1.1	56	506	.3	1.2	66	460	.4	1.4	45	397	.3	1.2	14	232	.1	.7
KIEV-AM																				
FA '97	5	61		.1					17	46	.1	.4	6	31		.1	3	31		.2
SU '97	9	78	.1	.3	14				20	64	.1	.5	24	52	.1	.6	4	34		.2
SP '97	2	47		.1					4	15		.1	7	47		.2				
WI '97	3	85		.1	1	28			5	43		.1	7	57		.2	2	43		.1
4-Book	5	68		.2		11			12	42		.3	11	47		.3	2	27		.1
FA '96	2	75		.1	2	15			7	15		.2								
KIIS-FM																				
FA '97	131	3362	.7	3.9	168	1495	.9	3.4	149	1615	.8	3.3	151	1614	.9	3.7	94	1090	.5	4.7
SU '97	153	3584	.9	4.6	187	1787	1.1	4.0	201	2006	1.1	4.5	198	1861	1.1	5.1	94	1119	.5	4.5
SP '97	132	3051	.7	3.9	211	1529	1.2	4.3	154	1423	.9	3.3	154	1624	.9	3.9	60	946	.3	3.1
WI '97	95	2482	.5	2.8	146	1287	.8	3.1	117	1171	.7	2.4	121	1313	.7	2.9	56	874	.3	2.8
4-Book	128	3120		3.8	178	1525		3.7	155	1554		3.4	156	1603		3.9	76	1007		3.8
FA '96	110	3009	.6	3.3	188	1490	1.1	3.9	113	1204	.6	2.4	115	1412	.7	3.0	65	902	.4	3.4
KIKF-FM																				
FA '97	5	154		.1	3	72		.1	7	88		.2	10	106	.1	.2	7	48		.4
SU '97	8	99		.2	17	18	.1	.4	17	63	.1	.4	6	70		.2	4	67		.2
SP '97	19	213	.1	.6	22	123	.1	.5	29	145	.2	.6	30	120	.2	.8	6	41		.3
WI '97	5	103		.1	6	56		.1	10	60	.1	.2	12	90	.1	.3	1	29		.1
4-Book	9	142		.3	12	67		.3	16	89		.4	15	97		.4	5	46		.3
FA '96	7	140		.2	9	45	.1	.2	15	79	.1	.3	10	78	.1	.3	1	31		.1

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	39	546	.2	1.2	28	257	.2	.6	45	285	.3	1.0	45	275	.3	1.1	45	261	.3	2.3
SU '97	32	430	.2	1.0	19	175	.1	.4	49	194	.3	1.1	46	249	.3	1.2	24	239	.1	1.2
SP '97	23	606	.1	.7	13	154	.1	.3	41	217	.2	.9	30	244	.2	.8	8	133		.4
WI '97	91	825	.5	2.7	105	475	.6	2.2	101	433	.6	2.1	97	384	.5	2.3	110	469	.6	5.6
4-Book	46	602	.3	1.4	41	265	.3	.9	59	282	.4	1.3	55	288	.3	1.4	47	276	.3	2.4
FA '96	38	689	.2	1.1	42	248	.2	.9	40	321	.2	.9	55	306	.3	1.4	34	227	.2	1.8
KKBT-FM																				
FA '97	205	3231	1.2	6.1	340	1656	1.9	7.0	205	1768	1.2	4.5	258	1802	1.5	6.4	145	1228	.8	7.3
SU '97	237	3099	1.3	7.2	311	1674	1.8	6.7	274	1912	1.5	6.2	316	1978	1.8	8.1	177	1453	1.0	8.5
SP '97	210	2816	1.2	6.2	298	1690	1.7	6.1	239	1749	1.4	5.0	280	1737	1.6	7.1	134	1222	.8	6.8
WI '97	305	3083	1.7	9.0	444	1823	2.5	9.4	418	2002	2.4	8.7	374	1955	2.1	8.9	166	1290	.9	8.4
4-Book	239	3057	1.4	7.1	348	1711	2.0	7.3	284	1858	1.6	6.1	307	1868	1.8	7.6	156	1298	.9	7.8
FA '96	237	2785	1.3	7.2	386	1675	2.2	8.1	305	1554	1.7	6.6	304	1565	1.7	7.8	145	1188	.8	7.6
KKGO-FM																				
FA '97	21	556	.1	.6	18	136	.1	.4	27	231	.2	.6	28	262	.2	.7	26	263	.1	1.3
SU '97	6	334	.2		8	148	.2		3	86	.1		5	97	.1		9	140	.1	.4
SP '97	7	302	.2		2	43			7	128	.1		6	74	.2		9	145	.1	.5
WI '97	17	522	.1	.5	19	171	.1	.4	22	174	.1	.5	29	216	.2	.7	16	260	.1	.8
4-Book	13	429	.1	.4	12	125	.1	.3	15	155	.1	.3	17	162	.1	.4	15	202	.1	.8
FA '96	17	501	.1	.5	12	135	.1	.3	25	204	.1	.5	20	220	.1	.5	14	193	.1	.7
KKHJ-AM																				
FA '97	39	690	.2	1.2	48	274	.3	1.0	27	211	.2	.6	57	242	.3	1.4	44	214	.2	2.2
SU '97	61	895	.3	1.8	76	315	.4	1.6	68	321	.4	1.5	105	412	.6	2.7	27	166	.2	1.3
SP '97	47	861	.3	1.4	74	415	.4	1.5	67	404	.4	1.4	53	360	.3	1.3	33	251	.2	1.7
WI '97	37	737	.2	1.1	68	329	.4	1.4	30	242	.2	.6	47	321	.3	1.1	30	207	.2	1.5
4-Book	46	796	.3	1.4	67	333	.4	1.4	48	295	.3	1.0	66	334	.4	1.6	34	210	.2	1.7
FA '96	66	1182	.4	2.0	156	765	.9	3.3	72	589	.4	1.6	64	363	.4	1.6	41	290	.2	2.2
KKLA-AM																				
FA '97																				
SU '97																				
SP '97																				
WI '97																				
4-Book	1	32			2	32							2	17		.1				
FA '96																				
KKLA-FM																				
FA '97	7	166		.2	18	151	.1	.4	3	59		.1	16	135	.1	.4	2	61		.1
SU '97	5	114		.2	8	67		.2	5	35		.1	11	81	.1	.3	6	49		.3
SP '97	15	199	.1	.4	20	73	.1	.4	29	88	.2	.6	29	100	.2	.7	4	60		.2
WI '97	9	240	.1	.3	17	119	.1	.4	14	125	.1	.3	10	118	.1	.2	3	61		.2
4-Book	9	180	.1	.3	16	103	.1	.4	13	77	.1	.3	17	109	.1	.4	4	58		.2
FA '96	12	264	.1	.4	19	149	.1	.4	17	145	.1	.4	15	144	.1	.4	6	87		.3
KLAC-AM																				
FA '97	2	63		.1									2	16			3	47		.2
SU '97	2	73		.1	1	26			2	29			1	17			1	32		
SP '97	6	265		.2	1	32			4	30		.1	9	136	.1	.2	8	162		.4
WI '97	8	250	.2	.2	12	77	.1	.3	5	28	.1	.1	6	103	.1	.1	12	138	.1	.6
4-Book	5	163	.2	.2	4	34	.1	.1	3	22	.1	.1	5	68	.1	.1	6	95		.3
FA '96	9	249	.1	.3	6	13		.1	10	28	.1	.2	11	48	.1	.3	7	88		.4
KLAX-FM																				
FA '97	88	1500	.5	2.6	93	536	.5	1.9	97	701	.5	2.1	142	886	.8	3.5	54	527	.3	2.7
SU '97	100	1950	.6	3.0	133	923	.8	2.9	124	974	.7	2.8	111	988	.6	2.8	71	507	.4	3.4
SP '97	145	2429	.8	4.3	202	1275	1.1	4.1	214	1381	1.2	4.5	121	1010	.7	3.1	90	743	.5	4.6
WI '97	185	2217	1.0	5.4	269	1239	1.5	5.7	265	1192	1.5	5.5	213	1205	1.2	5.1	65	599	.4	3.3
4-Book	130	2024	.7	3.8	174	993	1.0	3.7	175	1062	1.0	3.7	147	1022	.8	3.6	70	594	.4	3.5
FA '96	191	2765	1.1	5.8	276	1462	1.6	5.8	222	1269	1.3	4.8	210	1632	1.2	5.4	99	988	.6	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 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
KLOS-FM																				
FA '97	126	2335	.7	3.7	221	1122	1.2	4.5	182	1106	1.0	4.0	132	1176	.7	3.3	68	731	.4	3.4
SU '97	94	2282	.5	2.8	202	1006	1.1	4.4	120	944	.7	2.7	130	1079	.7	3.3	22	452	.1	1.1
SP '97	97	2116	.5	2.8	173	1104	1.0	3.5	102	783	.6	2.2	150	1158	.8	3.8	50	572	.3	2.5
WI '97	121	2493	.7	3.6	197	1072	1.1	4.2	180	1242	1.0	3.8	171	1473	1.0	4.1	46	672	.3	2.3
4-Book	110	2307	.6	3.2	198	1076	1.1	4.2	146	1019	.8	3.2	146	1222	.8	3.6	47	607	.3	2.3
FA '96	134	2758	.8	4.1	245	1279	1.4	5.1	191	1277	1.1	4.1	160	1572	.9	4.1	68	834	.4	3.6
KLSX-FM																				
FA '97	182	2235	1.0	5.4	643	1872	3.6	13.2	225	1106	1.3	5.0	136	581	.8	3.4	11	207	.1	.6
SU '97	124	1637	.7	3.8	457	1371	2.6	9.9	153	814	.9	3.4	68	433	.4	1.7	29	278	.2	1.4
SP '97	138	2208	.8	4.0	446	1699	2.5	9.1	185	972	1.0	3.9	70	572	.4	1.8	42	331	.2	2.1
WI '97	124	1843	.7	3.6	418	1384	2.4	8.8	166	902	.9	3.5	86	565	.5	2.1	21	286	.1	1.1
4-Book	142	1981	.8	4.2	491	1582	2.8	10.3	182	949	1.0	4.0	90	538	.5	2.3	26	276	.2	1.3
FA '96	152	2191	.9	4.6	532	1620	3.0	11.1	170	1046	1.0	3.7	86	602	.5	2.2	47	288	.3	2.5
KLVE-FM																				
FA '97	225	2697	1.3	6.7	327	1294	1.8	6.7	363	1437	2.1	8.0	233	1481	1.3	5.8	106	1061	.6	5.3
SU '97	210	2940	1.2	6.4	284	1662	1.6	6.1	311	1735	1.8	7.0	239	1534	1.4	6.1	100	951	.6	4.8
SP '97	262	2989	1.5	7.7	374	1541	2.1	7.7	436	1747	2.5	9.2	229	1546	1.3	5.8	118	1039	.7	6.0
WI '97	215	2946	1.2	6.3	410	1864	2.3	8.7	270	1538	1.5	5.6	173	1403	1.0	4.1	125	1095	.7	6.4
4-Book	228	2893	1.3	6.8	349	1590	2.0	7.3	345	1614	2.0	7.5	219	1491	1.3	5.5	112	1037	.7	5.6
FA '96	248	3439	1.4	7.5	372	1965	2.1	7.8	355	1724	2.0	7.7	297	2002	1.7	7.7	109	1270	.6	5.7
KLYY-FM																				
FA '97	63	1889	.4	1.9	59	688	.3	1.2	90	974	.5	2.0	99	1134	.6	2.4	43	724	.2	2.2
SU '97	85	1909	.5	2.6	91	721	.5	2.0	142	1142	.8	3.2	108	1085	.6	2.8	40	678	.2	1.9
SP '97	65	1779	.4	1.9	61	730	.3	1.2	93	987	.5	2.0	99	1176	.6	2.5	36	761	.2	1.8
WI '97	54	1724	.3	1.6	50	665	.3	1.1	76	797	.4	1.6	74	1030	.4	1.8	31	491	.2	1.6
4-Book	67	1825	.4	2.0	65	701	.4	1.4	100	975	.6	2.2	95	1106	.6	2.4	38	664	.2	1.9
FA '96	69	1959	.4	2.1	66	816	.4	1.4	83	946	.5	1.8	101	1048	.6	2.6	50	717	.3	2.6
KNX -AM																				
FA '97	19	660	.1	.6	26	312	.1	.5	26	244	.1	.6	29	339	.2	.7	8	140	.1	.4
SU '97	18	846	.1	.5	31	322	.2	.7	8	211	.1	.2	35	479	.2	.9	24	212	.1	1.2
SP '97	16	820	.1	.5	23	345	.1	.5	12	230	.1	.3	22	417	.1	.6	13	177	.1	.7
WI '97	14	787	.1	.4	27	355	.2	.6	10	256	.1	.2	24	338	.1	.6	12	232	.1	.6
4-Book	17	778	.1	.5	27	334	.2	.6	14	235	.1	.3	28	393	.2	.7	14	190	.1	.7
FA '96	19	811	.1	.6	39	348	.2	.8	12	229	.1	.3	24	373	.1	.6	13	234	.1	.7
KOST-FM																				
FA '97	91	1796	.5	2.7	70	626	.4	1.4	129	676	.7	2.8	120	814	.7	3.0	69	731	.4	3.5
SU '97	96	2391	.5	2.9	126	940	.7	2.7	124	940	.7	2.8	109	985	.6	2.8	79	923	.4	3.8
SP '97	93	2004	.5	2.7	112	796	.6	2.3	139	799	.8	2.9	113	884	.6	2.9	65	709	.4	3.3
WI '97	64	1800	.4	1.9	59	592	.3	1.2	66	636	.4	1.4	79	664	.4	1.9	75	764	.4	3.8
4-Book	86	1998	.5	2.6	92	739	.5	1.9	115	763	.7	2.5	105	837	.6	2.7	72	782	.4	3.6
FA '96	113	2151	.6	3.4	106	801	.6	2.2	173	889	1.0	3.7	162	1086	.9	4.2	99	976	.6	5.2
KPWR-FM																				
FA '97	245	4373	1.4	7.3	247	1980	1.4	5.1	331	2318	1.9	7.3	332	2414	1.9	8.2	167	1550	.9	8.4
SU '97	250	4952	1.4	7.6	245	2143	1.4	5.3	319	2726	1.8	7.2	289	2756	1.6	7.4	213	2006	1.2	10.3
SP '97	229	4538	1.3	6.7	262	2192	1.5	5.4	270	2503	1.5	5.7	308	2698	1.7	7.8	175	1894	1.0	8.9
WI '97	245	4463	1.4	7.2	279	2156	1.6	5.9	308	2308	1.7	6.4	300	2459	1.7	7.2	183	1805	1.0	9.3
4-Book	242	4582	1.4	7.2	258	2118	1.5	5.4	307	2464	1.7	6.7	307	2582	1.7	7.7	185	1814	1.0	9.2
FA '96	248	3965	1.4	7.5	312	1962	1.8	6.5	318	2170	1.8	6.9	249	2372	1.4	6.4	198	1558	1.1	10.4
KRLA-AM																				
FA '97	16	413	.1	.5	8	132	.2	.8	12	167	.1	.3	18	200	.1	.4	21	195	.1	1.1
SU '97	32	550	.2	1.0	36	194	.2	.8	25	188	.1	.6	30	200	.2	.8	45	269	.3	2.2
SP '97	28	549	.2	.8	19	251	.1	.4	25	292	.1	.5	43	315	.2	1.1	37	298	.2	1.9
WI '97	28	436	.2	.8	41	232	.2	.9	38	203	.2	.8	31	235	.2	.7	11	174	.1	.6
4-Book	26	487	.2	.8	26	202	.1	.6	25	213	.1	.6	31	238	.2	.8	29	234	.2	1.5
FA '96	35	605	.2	1.1	52	253	.3	1.1	66	273	.4	1.4	24	217	.1	.6	20	207	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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																				
FA '97	195	3707	1.1	5.8	322	1787	1.8	6.6	228	1772	1.3	5.0	206	2083	1.2	5.1	154	1596	.9	7.7
SU '97	200	3512	1.1	6.1	307	1854	1.7	6.6	270	2174	1.5	6.1	215	2066	1.2	5.5	127	1422	.7	6.1
SP '97	263	3849	1.5	7.7	489	2253	2.8	10.0	343	2082	1.9	7.2	289	2048	1.6	7.3	148	1482	.8	7.5
WI '97	239	3885	1.4	7.0	411	2129	2.3	8.7	289	2082	1.6	6.0	264	2133	1.5	6.3	133	1583	.8	6.8
4-Book	224	3738	1.3	6.7	382	2006	2.2	8.0	283	2028	1.6	6.1	244	2083	1.4	6.1	141	1521	.8	7.0
FA '96	197	3512	1.1	6.0	286	1663	1.6	6.0	288	1842	1.6	6.2	199	1848	1.1	5.1	124	1278	.7	6.5
KRRA-AM																				
FA '97	9	149	.1	.3	23	58	.1	.5	6	30		.1	10	57	.1	.2	1	14		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	134		.2	7	59		.1	13	91	.1	.3	3	31		.1		15		
WI '97	12	236	.1	.4	7	75		.1	20	118	.1	.4	19	104	.1	.5	5	47		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	4	150		.1	2	30			3	60		.1	10	60	.1	.3	2	45		.1
KRTH-FM																				
FA '97	75	1698	.4	2.2	111	773	.6	2.3	122	793	.7	2.7	77	702	.4	1.9	33	504	.2	1.7
SU '97	73	1788	.4	2.2	84	509	.5	1.8	89	649	.5	2.0	90	865	.5	2.3	62	473	.4	3.0
SP '97	71	1816	.4	2.1	76	662	.4	1.6	113	817	.6	2.4	80	801	.5	2.0	40	490	.2	2.0
WI '97	65	1527	.4	1.9	59	471	.3	1.2	113	612	.6	2.4	95	630	.5	2.3	27	394	.2	1.4
4-Book	71	1707	.4	2.1	83	604	.5	1.7	109	718	.6	2.4	86	750	.5	2.1	41	465	.3	2.0
FA '96	75	1503	.4	2.3	90	598	.5	1.9	111	614	.6	2.4	83	711	.5	2.1	45	387	.3	2.4
KSCA-FM																				
FA '97	319	2982	1.8	9.5	649	2196	3.7	13.3	478	1951	2.7	10.5	196	1228	1.1	4.8	98	786	.6	4.9
SU '97	265	2962	1.5	8.0	579	2033	3.3	12.5	363	1947	2.1	8.2	204	1263	1.2	5.2	100	850	.6	4.8
SP '97	237	2672	1.3	7.0	498	1808	2.8	10.2	279	1627	1.6	5.9	211	1478	1.2	5.4	104	889	.6	5.3
WI '97	180	1564	1.0	5.3	213	929	1.2	4.5	282	1012	1.6	5.9	190	1106	1.1	4.5	98	586	.6	5.0
4-Book	250	2545	1.4	7.5	485	1742	2.8	10.1	351	1634	2.0	7.6	200	1269	1.2	5.0	100	778	.6	5.0
FA '96	42	739	.2	1.3	25	289	.1	.5	76	311	.4	1.6	55	351	.3	1.4	25	201	.1	1.3
+KSSE-FM																				
FA '97	84	1183	.5	2.5	93	572	.5	1.9	97	626	.5	2.1	114	737	.6	2.8	60	559	.3	3.0
SU '97	86	1397	.5	2.6	77	638	.4	1.7	111	734	.6	2.5	115	873	.7	2.9	63	660	.4	3.0
SP '97	43	792	.2	1.3	37	200	.2	.8	66	447	.4	1.4	44	338	.2	1.1	28	269	.2	1.4
WI '97	14	300	.1	.4	16	76	.1	.3	26	165	.1	.5	16	148	.1	.4	4	43		.2
4-Book	57	918	.3	1.7	56	372	.3	1.2	75	493	.4	1.6	72	524	.4	1.8	39	383	.2	1.9
FA '96	22	665	.1	.7	37	221	.2	.8	40	302	.2	.9	29	300	.2	.7	4	120		.2
KTNQ-AM																				
FA '97	113	1327	.6	3.4	154	559	.9	3.2	98	495	.6	2.2	195	728	1.1	4.8	94	585	.5	4.7
SU '97	113	1339	.6	3.4	163	488	.9	3.5	104	557	.6	2.3	187	775	1.1	4.8	101	593	.6	4.9
SP '97	133	1441	.8	3.9	235	722	1.3	4.8	128	707	.7	2.7	203	858	1.1	5.2	100	567	.6	5.1
WI '97	83	1098	.5	2.4	158	548	.9	3.3	53	262	.3	1.1	103	499	.6	2.5	70	472	.4	3.6
4-Book	111	1301	.6	3.3	178	579	1.0	3.7	96	505	.6	2.1	172	715	1.0	4.3	91	554	.5	4.6
FA '96	128	1137	.7	3.9	218	578	1.2	4.5	128	528	.7	2.8	168	657	.9	4.3	117	591	.7	6.2
KTWV-FM																				
FA '97	65	889	.4	1.9	63	316	.4	1.3	140	420	.8	3.1	80	370	.5	2.0	22	316	.1	1.1
SU '97	40	903	.2	1.2	46	319	.3	1.0	68	452	.4	1.5	56	409	.3	1.4	28	352	.2	1.3
SP '97	57	978	.3	1.7	56	390	.3	1.1	87	476	.5	1.8	71	477	.4	1.8	31	213	.2	1.6
WI '97	59	981	.3	1.7	75	436	.4	1.6	98	424	.6	2.0	79	583	.4	1.9	22	357	.1	1.1
4-Book	55	938	.3	1.6	60	365	.4	1.3	98	443	.6	2.1	72	460	.4	1.8	26	310	.2	1.3
FA '96	31	817	.2	.9	32	270	.2	.7	39	388	.2	.8	43	439	.2	1.1	20	317	.1	1.1
KWKW-AM																				
FA '97	20	320	.1	.6	30	130	.2	.6	43	129	.2	.9	24	149	.1	.6	4	44		.2
SU '97	21	371	.1	.6	30	119	.2	.6	33	193	.2	.7	7	45		.2	11	60	.1	.5
SP '97	23	399	.1	.7	23	152	.1	.5	25	211	.1	.5	20	122	.1	.5	27	141	.2	1.4
WI '97	40	505	.2	1.2	49	247	.3	1.0	88	303	.5	1.8	48	175	.3	1.1	10	61	.1	.5
4-Book	26	399	.1	.8	33	162	.2	.7	47	209	.3	1.0	25	123	.1	.6	13	77	.1	.7
FA '96	66	778	.4	2.0	91	347	.5	1.9	166	554	.9	3.6	43	294	.2	1.1	11	122	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KVEE-FM																				
FA '97	11	178	.1	.3	17	106	.1	.3	11	61	.1	.2	16	107	.1	.4		16		
SU '97	11	184	.1	.3	8	96		.2	12	96	.1	.3	15	138	.1	.4	8	52		.4
SP '97	8	331		.2	11	127	.1	.2	6	104		.1	14	142	.1	.4	6	84		.3
WI '97	14	279	.1	.4	20	127	.1	.4	11	79	.1	.2	30	157	.2	.7	4	75		.2
4-Book	11	243	.1	.3	14	114	.1	.3	10	85	.1	.2	19	136	.1	.5	5	57		.2
FA '96	9	273	.1	.3	10	107	.1	.2	11	122	.1	.2	19	118	.1	.5	5	59		.3
KXMG-AM																				
FA '97	18	223	.1	.5	24	119	.1	.5	31	108	.2	.7	19	121	.1	.5	3	44		.2
SU '97	31	353	.2	.9	56	235	.3	1.2	56	162	.3	1.3	35	176	.2	.9	5	30		.2
SP '97	17	324	.1	.5	18	141	.1	.4	32	189	.2	.7	18	173	.1	.5	6	76		.3
WI '97	38	472	.2	1.1	43	254	.2	.9	56	218	.3	1.2	56	311	.3	1.3	19	107	.1	1.0
4-Book	26	343	.2	.8	35	187	.2	.8	44	169	.3	1.0	32	195	.2	.8	8	64		.4
FA '96	30	438	.2	.9	32	166	.2	.7	45	271	.3	1.0	33	196	.2	.9	21	194	.1	1.1
KYSR-FM																				
FA '97	122	2888	.7	3.6	124	1178	.7	2.5	189	1580	1.1	4.2	157	1747	.9	3.9	72	1064	.4	3.6
SU '97	99	2526	.6	3.0	79	833	.4	1.7	153	1258	.9	3.4	139	1308	.8	3.5	48	913	.3	2.3
SP '97	123	2585	.7	3.6	118	1019	.7	2.4	202	1358	1.1	4.3	152	1502	.9	3.9	74	947	.4	3.8
WI '97	91	2236	.5	2.7	96	962	.5	2.0	156	1100	.9	3.3	121	1123	.7	2.9	59	787	.3	3.0
4-Book	109	2559	.6	3.2	104	998	.6	2.2	175	1324	1.0	3.8	142	1420	.8	3.6	63	928	.4	3.2
FA '96	93	1788	.5	2.8	117	951	.7	2.4	155	881	.9	3.3	121	1103	.7	3.1	31	472	.2	1.6
KZLA-FM																				
FA '97	36	756	.2	1.1	45	437	.3	.9	40	394	.2	.9	40	412	.2	1.0	28	290	.2	1.4
SU '97	42	617	.2	1.3	59	330	.3	1.3	61	352	.3	1.4	56	377	.3	1.4	27	293	.2	1.3
SP '97	26	541	.1	.8	29	178	.2	.6	41	266	.2	.9	32	257	.2	.8	4	132		.2
WI '97	38	621	.2	1.1	58	335	.3	1.2	59	349	.3	1.2	62	440	.4	1.5	13	243	.1	.7
4-Book	36	634	.2	1.1	48	320	.3	1.0	50	340	.3	1.1	48	372	.4	1.2	18	240	.1	.9
FA '96	50	707	.3	1.5	57	499	.3	1.2	70	414	.4	1.5	59	340	.3	1.5	26	284	.1	1.4
KFRG-FM																				
FA '97	7	250		.2	4	106		.1	8	125		.2	16	138	.1	.4	4	44		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	7	265		.2	6	78		.1	15	62	.1	.3	9	156	.1	.2	2	81		.1
XTRA-AM																				
FA '97	45	1056	.3	1.3	55	412	.3	1.1	91	603	.5	2.0	56	450	.3	1.4	15	178	.1	.8
SU '97	36	724	.2	1.1	27	252	.2	.6	84	401	.5	1.9	60	408	.3	1.5	17	184	.1	.8
SP '97	50	816	.3	1.5	62	367	.4	1.3	154	548	.9	3.3	50	430	.3	1.3	4	105		.2
WI '97	33	802	.2	1.0	37	317	.2	.8	71	439	.4	1.5	55	435	.3	1.3	7	172		.4
4-Book	41	850	.3	1.2	45	337	.2	1.0	100	498	.6	2.2	55	431	.3	1.4	11	160	.1	.6
FA '96	60	919	.3	1.8	64	454	.4	1.3	137	597	.8	3.0	91	599	.5	2.3	13	238	.1	.7
TOTALS																				
FA '97	3361	17238	19.0		4871	14736	27.5		4541	13853	25.6		4043	14531	22.8		1993	11326	11.3	
SU '97	3304	17207	18.7		4622	14837	26.1		4435	13956	25.1		3916	14605	22.1		2078	11636	11.7	
SP '97	3410	17180	19.3		4888	14863	27.6		4734	13844	26.8		3940	14683	22.3		1962	11448	11.1	
WI '97	3402	17012	19.2		4731	14707	26.7		4798	13626	27.1		4180	14927	23.6		1966	11135	11.1	
4-Book	3369	17159	19.1		4778	14786	27.0		4627	13820	26.2		4020	14687	22.7		2000	11386	11.3	
FA '96	3307	17011	18.7		4795	14634	27.1		4629	13359	26.2		3882	14518	21.9		1899	11039	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 - Men 18-34

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	29	327	.2	.6	16	164	.1	.7	21	50	.1	.9	27	59	.2	.8	26	64	.1	.9
4-Book	31	409	.2	.7	15	195	.1	.6	19	48	.1	.8	21	60	.1	.6	10	36	.1	.4
KACD-FM																				
FA '97	24	573	.1	.5	28	346	.2	1.2	9	46	.1	.4	42	112	.2	1.2	34	86	.2	1.2
4-Book	35	544	.2	.8	27	329	.2	1.2	13	42	.1	.5	43	141	.2	1.2	37	123	.2	1.4
KBCD-FM																				
FA '97	10	160	.1	.2	10	141	.1	.4	4	17	.1	.2	20	54	.1	.6	17	71	.1	.6
4-Book	14	230	.1	.3	9	140	.1	.4	8	27	.1	.3	18	57	.1	.5	10	37	.1	.4
KACE-FM																				
FA '97	20	206	.1	.4	16	149	.1	.7	26	72	.1	1.1	12	30	.1	.4	19	52	.1	.7
4-Book	19	260	.1	.4	14	167	.1	.6	22	49	.1	.9	20	70	.1	.6	15	47	.1	.6
KRTO-FM																				
FA '97	5	85	.1	.1	2	75	.1	.1									5	31	.1	.2
4-Book	31	256	.2	.7	16	182	.1	.7	18	49	.1	.7	21	60	.1	.6	21	68	.1	.8
KBIG-FM																				
FA '97	93	1121	.5	2.1	41	763	.2	1.8	19	105	.1	.8	29	163	.2	.9	59	150	.3	2.1
4-Book	106	1229	.6	2.4	50	806	.3	2.2	29	128	.2	1.1	58	227	.3	1.6	57	170	.3	2.1
+KBUA-FM																				
FA '97	12	96	.1	.3	4	57	.2	.2	6	27	.3	.3	7	30	.2	.2	4	27	.1	.1
4-Book	14	181	.1	.3	8	92	.4	.4	12	25	.1	.5	12	34	.1	.3	8	18	.3	.3
KBUE-FM																				
FA '97	75	973	.4	1.7	56	624	.3	2.5	63	172	.4	2.6	89	236	.5	2.6	36	109	.2	1.3
4-Book	91	1202	.5	2.1	51	670	.3	2.2	63	174	.4	2.5	85	236	.5	2.3	58	180	.3	2.1
KCBS-FM																				
FA '97	149	1829	.8	3.3	62	957	.4	2.7	68	254	.4	2.8	147	460	.8	4.3	79	244	.4	2.9
4-Book	149	1730	.8	3.3	62	970	.4	2.7	69	253	.4	2.7	112	407	.6	3.1	71	230	.4	2.6
KFI -AM																				
FA '97	72	638	.4	1.6	9	155	.1	.4	8	16	.3	.3	9	46	.1	.3	18	32	.1	.7
4-Book	78	695	.4	1.7	16	251	.1	.7	23	76	.1	.9	45	132	.3	1.2	10	31	.1	.4
KFSG-FM																				
FA '97	10	130	.1	.2	7	95	.3	.3	9	31	.1	.4	8	31	.2	.2	2	16	.1	.1
4-Book	10	191	.1	.2	6	114	.3	.3	6	31	.1	.2	9	31	.1	.2	8	23	.1	.3
KFWB-AM																				
FA '97	16	547	.1	.4	8	310	.4	.4	10	45	.1	.4	5	51	.1	.1	12	77	.1	.4
4-Book	23	599	.1	.5	7	268	.3	.3	10	45	.1	.4	6	56	.2	.2	7	45	.1	.3
KIBB-FM																				
FA '97	120	1706	.7	2.7	53	865	.3	2.3	57	192	.3	2.4	84	306	.5	2.5	75	253	.4	2.7
4-Book	96	1431	.6	2.2	51	809	.3	2.2	42	155	.3	1.7	87	332	.5	2.4	71	276	.4	2.6
KIEV-AM																				
FA '97	8	46	.2	.2	15												2	15	.1	.1
4-Book	8	61	.2	.2	1	23	.1	.1					3	12	.1	.1	4	16	.2	.2
KIIS-FM																				
FA '97	155	2778	.9	3.5	113	1794	.6	5.0	61	250	.3	2.5	161	676	.9	4.7	164	575	.9	5.9
4-Book	163	2690	.9	3.7	100	1574	.6	4.4	94	334	.5	3.6	172	617	1.0	4.7	133	471	.7	4.9
KIKF-FM																				
FA '97	7	138	.2	.2	2	98	.1	.1									3	32	.1	.1
4-Book	14	136	.1	.3	4	70	.2	.2	4	14	.1	.1	5	9	.1	.1	6	30	.2	.2
KJLH-FM																				
FA '97	40	424	.2	.9	34	356	.2	1.5	9	53	.1	.4	48	135	.3	1.4	52	120	.3	1.9
4-Book	52	454	.3	1.2	36	346	.2	1.6	16	60	.1	.7	55	131	.3	1.5	47	110	.3	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-34

		Men 18-34																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																							
FA '97		263	2804	1.5	5.9	142	1723	.8	6.2	63	253	.4	2.6	190	618	1.1	5.6	231	684	1.3	8.4		
4-Book		311	2749	1.8	7.0	168	1756	1.0	7.3	138	433	.8	5.5	282	810	1.6	7.7	235	680	1.3	8.6		
KKGO-FM																							
FA '97		25	414	.1	.6	12	271	.1	.5	11	48	.1	.5	1	30			4	47		.1		
4-Book		15	296	.1	.3	9	170	.1	.4	7	32	.1	.3	8	36		.2	10	46	.1	.4		
KKHJ-AM																							
FA '97		43	495	.2	1.0	28	301	.2	1.2	33	59	.2	1.4	44	104	.2	1.3	2	20		.1		
4-Book		59	631	.4	1.3	31	326	.2	1.4	44	86	.2	1.7	46	124	.3	1.3	28	70	.2	1.1		
KKLA-AM																							
FA '97																							
4-Book																							
KKLA-FM																							
FA '97		11	151	.1	.2	3	75		.1	4	16		.2										
4-Book		15	158	.1	.3	3	56		.1	3	15		.1	3	8		.1	2	7		.1		
KLAC-AM																							
FA '97			16			4	47		.2									8	16		.3		
4-Book		4	90		.1	5	88		.2	4	11		.2	1	10			4	18		.1		
KLAX-FM																							
FA '97		110	1246	.6	2.5	74	855	.4	3.3	80	250	.5	3.3	74	268	.4	2.2	85	277	.5	3.1		
4-Book		166	1720	.9	3.7	106	1091	.6	4.6	130	356	.8	5.2	177	438	1.0	4.8	137	325	.8	5.0		
KLOS-FM																							
FA '97		178	1984	1.0	4.0	71	909	.4	3.1	89	320	.5	3.7	111	402	.6	3.3	90	283	.5	3.3		
4-Book		162	1953	.9	3.6	59	941	.3	2.6	67	253	.4	2.7	112	407	.6	3.1	70	255	.4	2.6		
KLSX-FM																							
FA '97		326	2034	1.8	7.3	39	490	.2	1.7	59	153	.3	2.5	65	201	.4	1.9	45	154	.3	1.6		
4-Book		249	1801	1.4	5.6	29	458	.2	1.3	35	122	.2	1.4	42	127	.3	1.2	32	118	.2	1.2		
KLVE-FM																							
FA '97		312	2291	1.8	7.0	150	1484	.8	6.6	187	477	1.1	7.8	226	533	1.3	6.6	158	424	.9	5.7		
4-Book		307	2505	1.8	6.9	165	1652	.9	7.2	240	614	1.4	9.5	252	644	1.4	6.9	138	408	.8	5.1		
KLYY-FM																							
FA '97		83	1604	.5	1.8	40	948	.2	1.8	31	178	.2	1.3	52	300	.3	1.5	54	257	.3	2.0		
4-Book		88	1578	.5	2.0	50	881	.3	2.2	21	133	.1	.9	74	319	.4	2.0	61	235	.3	2.3		
KNX -AM																							
FA '97		27	578	.2	.6	12	267	.1	.5	6	30		.3	17	124	.1	.5	17	49	.1	.6		
4-Book		22	651	.1	.5	10	293	.1	.4	9	43	.1	.4	13	96	.1	.4	8	42		.3		
KOST-FM																							
FA '97		108	1210	.6	2.4	74	928	.4	3.3	82	170	.5	3.4	114	324	.6	3.3	69	183	.4	2.5		
4-Book		105	1408	.6	2.4	62	933	.4	2.7	62	177	.4	2.5	84	283	.5	2.3	61	218	.3	2.2		
KPWR-FM																							
FA '97		305	3831	1.7	6.8	191	2210	1.1	8.4	144	464	.8	6.0	304	879	1.7	8.9	289	770	1.6	10.5		
4-Book		292	3947	1.7	6.5	193	2473	1.1	8.4	149	521	.9	5.9	302	1001	1.7	8.3	237	753	1.3	8.7		
KRLA-AM																							
FA '97		13	325	.1	.3	19	235	.1	.8	27	71	.2	1.1	4	30		.1	9	41	.1	.3		
4-Book		27	368	.2	.6	22	253	.1	1.0	29	75	.2	1.2	33	76	.2	.9	25	74	.2	.9		
KROQ-FM																							
FA '97		250	3060	1.4	5.6	124	2015	.7	5.5	149	566	.8	6.2	165	808	.9	4.8	147	518	.8	5.3		
4-Book		301	3260	1.7	6.7	143	2073	.8	6.2	139	505	.8	5.5	233	851	1.3	6.3	177	593	1.0	6.5		
KRRA-AM																							
FA '97		12	85	.1	.3	9	108	.1	.4	2	13		.1	21	58	.1	.6	23	47	.1	.8		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	105	1319	.6	2.3	52	741	.3	2.3	59	131	.3	2.5	85	259	.5	2.5	61	179	.3	2.2
4-Book	94	1285	.5	2.1	51	780	.3	2.2	68	176	.4	2.7	103	308	.6	2.8	65	218	.4	2.4
KSCA-FM																				
FA '97	444	2763	2.5	9.9	247	1942	1.4	10.9	481	1074	2.7	20.0	407	1003	2.3	11.9	249	569	1.4	9.0
4-Book	345	2356	1.9	7.8	182	1564	1.1	7.9	390	836	2.2	15.4	300	773	1.7	8.3	191	467	1.1	7.0
+KSSE-FM																				
FA '97	101	961	.6	2.3	69	755	.4	3.0	47	156	.3	2.0	107	270	.6	3.1	48	170	.3	1.7
4-Book	69	738	.4	1.6	48	523	.3	2.1	52	126	.3	2.1	83	213	.5	2.3	58	169	.3	2.1
KTNQ-AM																				
FA '97	145	1064	.8	3.2	69	716	.4	3.0	91	150	.5	3.8	50	137	.3	1.5	94	212	.5	3.4
4-Book	145	1105	.8	3.2	62	619	.4	2.7	87	165	.5	3.4	55	151	.3	1.5	78	188	.4	2.9
KTWV-FM																				
FA '97	98	608	.6	2.2	36	516	.2	1.6	21	77	.1	.9	74	175	.4	2.2	26	89	.1	.9
4-Book	78	734	.5	1.8	35	433	.2	1.5	30	96	.2	1.2	59	160	.4	1.6	42	114	.2	1.5
KWKV-AM																				
FA '97	33	302	.2	.7	7	86	.1	.3	24	41	.1	1.0	5	27	.1	.1	4	14	.1	.1
4-Book	36	326	.2	.8	17	149	.1	.8	33	55	.2	1.3	40	77	.2	1.1	24	44	.1	.9
KWVE-FM																				
FA '97	14	137	.1	.3	12	132	.1	.5	24	74	.1	1.0	24	76	.1	.7	19	61	.1	.7
4-Book	14	192	.1	.3	10	120	.1	.4	11	37	.1	.5	11	42	.1	.3	10	30	.1	.4
KXMG-AM																				
FA '97	25	176	.1	.6	16	153	.1	.7	20	57	.1	.8	46	92	.3	1.4	21	43	.1	.8
4-Book	37	284	.2	.8	18	195	.1	.8	17	55	.1	.7	32	65	.2	.9	29	67	.2	1.1
KYSR-FM																				
FA '97	159	2525	.9	3.5	91	1369	.5	4.0	60	309	.3	2.5	162	483	.9	4.8	102	442	.6	3.7
4-Book	143	2102	.8	3.2	79	1297	.5	3.4	60	238	.3	2.4	133	490	.7	3.6	87	374	.5	3.2
KZLA-FM																				
FA '97	41	591	.2	.9	33	485	.2	1.5	24	77	.1	1.0	52	225	.3	1.5	49	166	.3	1.8
4-Book	48	523	.3	1.1	25	337	.1	1.1	24	75	.1	1.0	33	124	.2	.9	27	96	.2	1.0
KFRG-FM																				
FA '97	9	187	.1	.2	5	127	.1	.2	**	**	**	**	5	30	.1	.1	9	34	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	69	871	.4	1.5	22	453	.1	1.0	24	78	.1	1.0	32	106	.2	.9	38	165	.2	1.4
4-Book	69	753	.4	1.6	12	258	.1	.5	13	47	.1	.5	18	77	.1	.5	21	90	.1	.8
TOTALS																				
FA '97	4488	16860	25.3		2274	14253	12.8		2400	5983	13.6		3407	8281	19.2		2764	6782	15.6	
4-Book	4487	16896	25.3		2301	14075	13.0		2530	6261	14.3		3663	8646	20.7		2724	6730	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 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	5	13		.3	15	35	.1	.9	4	29		.2	7	15		.3	19	66	.1	1.3
4-Book	8	28	.1	.5	15	34	.1	1.1	19	55	.1	.8	16	47	.1	.8	8	29		.6
KACD-FM																				
FA '97	29	90	.2	1.6	8	43		.5	38	129	.2	1.4	31	115	.2	1.5	27	111	.2	1.9
4-Book	32	89	.2	1.8	5	25		.4	30	103	.2	1.1	24	77	.2	1.1	26	87	.2	1.8
KBCC-FM																				
FA '97	20	34	.1	1.1	6	35		.4	5	31		.2	7	52		.3				
4-Book	11	40	.1	.6	5	24		.3	11	41	.1	.4	7	34		.3	2	8		.1
KACE-FM																				
FA '97	30	66	.2	1.7	3	10		.2	9	15	.1	.3	8	23		.4	23	42	.1	1.6
4-Book	16	35	.1	.9	5	11		.4	7	18	.1	.3	8	27		.4	16	44	.1	1.1
KRTO-FM																				
FA '97	2	13		.1					1	13			3	17		.1	3	14		.2
4-Book	17	59	.1	.9	6	12	.1	.4	15	45	.1	.6	13	52	.1	.6	13	33	.1	.9
KBIG-FM																				
FA '97	77	254	.4	4.3	13	45	.1	.8	24	111	.1	.9	46	145	.3	2.2	52	215	.3	3.6
4-Book	75	253	.4	4.1	32	85	.2	2.3	58	163	.4	2.2	49	154	.3	2.3	34	127	.2	2.4
+KBUA-FM																				
FA '97	2	16		.1					9	30	.1	.3					3	19		.2
4-Book	6	22		.3	7	18		.4	8	34	.1	.3	10	30	.1	.4	3	19		.2
KBUE-FM																				
FA '97	30	128	.2	1.7	43	86	.2	2.6	64	163	.4	2.4	75	174	.4	3.7	43	116	.2	3.0
4-Book	31	120	.2	1.7	31	104	.2	2.1	51	159	.3	2.0	68	154	.4	3.3	23	84	.1	1.6
KCBS-FM																				
FA '97	28	140	.2	1.5	23	89	.1	1.4	76	222	.4	2.9	53	209	.3	2.6	14	127	.1	1.0
4-Book	34	133	.2	1.9	34	129	.2	2.3	101	329	.6	3.9	55	198	.3	2.6	18	116	.1	1.3
KFI -AM																				
FA '97	9	47	.1	.5					3	29		.1	6	46		.3	19	62	.1	1.3
4-Book	3	16		.2	12	33	.1	.9	14	56	.1	.5	9	42		.4	8	28		.5
KFSG-FM																				
FA '97	16	65	.1	.9	5	31		.3	7	30		.3	3	14		.1	3	16		.2
4-Book	10	39	.1	.6	6	33		.4	5	25		.2	2	8		.1	1	11		.1
KFWB-AM																				
FA '97	3	17		.2	16	30	.1	1.0	11	91	.1	.4	9	30	.1	.4	1	14		.1
4-Book	2	10		.1	10	45	.1	.7	8	58	.1	.3	7	32	.1	.3	6	26		.5
KIBB-FM																				
FA '97	39	147	.2	2.2	57	120	.3	3.4	46	194	.3	1.8	63	239	.4	3.1	10	64	.1	.7
4-Book	40	176	.2	2.3	35	120	.2	2.2	56	229	.3	2.2	49	194	.3	2.3	29	124	.2	2.1
KIEV-AM																				
FA '97																				
4-Book									1	7			1	4		.1		4		
KIIS-FM																				
FA '97	79	305	.4	4.4	116	314	.7	7.0	148	485	.8	5.6	95	289	.5	4.6	76	340	.4	5.3
4-Book	70	284	.4	3.9	75	238	.5	5.0	124	433	.7	4.8	80	267	.4	3.7	51	231	.3	3.7
KIKF-FM																				
FA '97					2	32		.1	6	66		.2	1	18			1	16		.1
4-Book	3	10		.2	2	15		.2	5	32		.2	4	13		.2	4	11		.3
KJLH-FM																				
FA '97	52	125	.3	2.9	20	59	.1	1.2	25	62	.1	1.0	37	48	.2	1.8	29	80	.2	2.0
4-Book	40	99	.2	2.1	22	62	.1	1.4	38	107	.2	1.5	37	86	.2	1.8	27	71	.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

Men 18-34																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																					
FA '97	176	535	1.0	9.7	93	236	.5	5.6	132	434	.7	5.0	159	386	.9	7.7	86	283	.5	6.0	
4-Book	180	553	1.0	9.8	76	217	.4	5.2	159	481	.9	6.2	155	425	.9	7.3	105	313	.6	7.5	
KKGO-FM																					
FA '97	23	58	.1	1.3	11	59	.1	.7	16	75	.1	.6	15	15	.1	.7	13	28	.1	.9	
4-Book	11	34		.7	3	18		.2	9	41	.1	.4	11	29	.1	.5	10	31	.1	.7	
KKHJ-AM																					
FA '97	22	55	.1	1.2	28	72	.2	1.7	7	28		.3	46	74	.3	2.2	41	86	.2	2.9	
4-Book	21	49	.1	1.1	20	48	.1	1.4	25	57	.1	1.0	41	72	.3	1.9	23	54	.1	1.6	
KKLA-AM																					
FA '97																					
4-Book																					
KKLA-FM																					
FA '97	4	13		.2	11	47	.1	.7					4	15		.2	4	30		.3	
4-Book	2	7		.1	8	31	.1	.5					2	11		.1	4	15		.3	
KLAC-AM																					
FA '97													6	32		.3	19	47		1.3	
4-Book	1	8		.1	1	4			7	18		.3	9	37	.1	.4	14	38	.1	1.0	
KLAX-FM																					
FA '97	32	121	.2	1.8	100	255	.6	6.0	132	439	.7	5.0	74	170	.4	3.6	20	55	.1	1.4	
4-Book	63	172	.4	3.4	94	260	.6	6.3	117	358	.7	4.6	92	214	.5	4.4	40	130	.2	2.9	
KLOS-FM																					
FA '97	74	233	.4	4.1	53	209	.3	3.2	80	238	.5	3.0	49	186	.3	2.4	20	62	.1	1.4	
4-Book	49	193	.3	2.7	32	141	.2	2.1	54	210	.3	2.1	49	169	.3	2.3	33	109	.2	2.3	
KLSX-FM																					
FA '97	9	15	.1	.5	39	120	.2	2.4	73	208	.4	2.8	20	97	.1	1.0					
4-Book	13	30	.1	.7	25	82	.2	1.6	59	184	.3	2.3	20	68	.1	1.0	7	24		.5	
KLVE-FM																					
FA '97	142	336	.8	7.8	108	285	.6	6.5	181	507	1.0	6.9	89	379	.5	4.3	98	261	.6	6.9	
4-Book	158	396	.9	8.7	149	426	.9	10.1	204	567	1.2	7.9	101	324	.6	4.7	73	237	.4	5.2	
KLYY-FM																					
FA '97	23	107	.1	1.3	14	139	.1	.8	57	312	.3	2.2	64	206	.4	3.1	24	154	.1	1.7	
4-Book	38	157	.2	2.0	28	110	.2	1.9	61	266	.3	2.3	74	245	.4	3.5	38	181	.2	2.7	
KNX -AM																					
FA '97	9	37	.1	.5	1	14		.1	16	43	.1	.6	21	46	.1	1.0	9	31	.1	.6	
4-Book	9	54	.1	.5	6	28		.4	10	50	.1	.4	13	46	.1	.6	10	47	.1	.7	
KOST-FM																					
FA '97	99	382	.6	5.5	32	104	.2	1.9	64	248	.4	2.4	43	189	.2	2.1	74	263	.4	5.2	
4-Book	77	301	.4	4.2	28	99	.2	1.9	56	205	.3	2.2	49	185	.3	2.3	71	241	.4	5.0	
KPWR-FM																					
FA '97	206	625	1.2	11.4	112	358	.6	6.8	210	633	1.2	8.0	171	473	1.0	8.3	84	392	.5	5.9	
4-Book	207	694	1.2	11.3	110	356	.6	7.6	204	694	1.2	7.9	164	526	1.0	7.7	150	486	.9	10.7	
KRLA-AM																					
FA '97	7	27		.4	2	13		.1	20	62	.1	.8	38	104	.2	1.9	42	87	.2	2.9	
4-Book	19	67	.1	1.1	6	22		.4	18	51	.1	.7	18	56	.1	.9	28	70	.2	2.0	
KROQ-FM																					
FA '97	76	426	.4	4.2	104	344	.6	6.3	166	690	.9	6.3	81	395	.5	3.9	104	355	.6	7.3	
4-Book	103	451	.6	5.6	82	289	.5	5.4	165	649	.9	6.4	135	497	.8	6.3	106	390	.6	7.6	
KRRA-AM																					
FA '97	14	14	.1	.8	5	20		.3	3	14		.1	3	14		.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM FA '97 4-Book	32 29	133 121	.2 .2	1.8 1.6	60 26	109 64	.3 .2	3.6 1.7	61 51	169 153	.3 .3	2.3 2.0	33 45	164 136	.2 .3	1.6 2.1	27 25	130 121	.2 .2	1.9 1.8
KSCA-FM FA '97 4-Book	99 79	296 263	.6 .5	5.5 4.3	255 157	539 363	1.4 .9	15.4 10.6	268 175	652 471	1.5 1.0	10.2 6.8	147 112	355 281	.8 .6	7.2 5.3	95 73	300 219	.5 .4	6.7 5.2
+KSSE-FM FA '97 4-Book	88 47	271 150	.5 .3	4.9 2.6	43 20	173 79	.2 .1	2.6 1.3	86 49	257 146	.5 .3	3.3 1.9	70 48	204 128	.4 .3	3.4 2.2	51 24	157 81	.3 .1	3.6 1.7
KTNQ-AM FA '97 4-Book	38 50	72 130	.2 .3	2.1 2.7	13 33	58 83	.1 .2	.8 2.2	77 74	201 177	.4 .4	2.9 2.9	127 85	290 203	.7 .5	6.2 4.0	73 44	192 133	.4 .3	5.1 3.1
KTWV-FM FA '97 4-Book	32 30	120 105	.2 .2	1.8 1.7	11 40	40 .1	.8		53 42	136 131	.3 .3	2.0 1.6	36 34	117 86	.2 .2	1.8 1.6	33 28	113 88	.2 .2	2.3 2.0
KWKV-AM FA '97 4-Book	7	20		.4	22 11	31 19	.1 .1	1.3 .7	2 10	17 27		.1 .4				.3	6 7	14 26		.4 .5
KWVE-FM FA '97 4-Book	3 8	15 25		.2 .4	9 6	16 16	.1 .1	.5 .4	5 13	45 46		.2 .5	9 12	45 27	.1 .1	.4 .6	6 9	29 33		.4 .6
KXMG-AM FA '97 4-Book	2 10	21 35		.1 .5	16 16	28 40	.1 .1	1.0 1.1	14 18	14 44	.1 .1	.5 .7	10 20	32 43	.1 .1	.5 .9	6 6	26 26		.5
KYSR-FM FA '97 4-Book	70 56	224 255	.4 .3	3.9 3.0	59 53	222 195	.3 .3	3.6 3.7	115 107	457 381	.6 .6	4.4 4.1	98 93	350 334	.6 .5	4.8 4.4	49 39	207 178	.3 .3	3.4 2.8
KZLA-FM FA '97 4-Book	4 5	31 43		.2 .3	30 19	107 69	.2 .1	1.8 1.2	43 48	169 131	.2 .3	1.6 1.8	35 33	91 80	.2 .2	1.7 1.6	26 13	135 70	.1 .1	1.8 .9
KFRG-FM FA '97 4-Book	4 **	33 **	**	.2 **	8 **	31 **	**	.5 **	4 **	31 **	**	.2 **	8 **	33 **	**	.4 **	**	**	**	**
XTRA-AM FA '97 4-Book	19 10	83 39	.1 .1	1.0 .5	8 11	32 29	.1 .1	.5 .8	27 9	150 57	.2 .1	1.0 .3	20 9	78 40	.1 .1	1.0 .4	8 3	57 25		.6 .3
TOTALS FA '97 4-Book	1810 1828	5061 5279	10.2 10.4		1658 1474	4323 4021	9.4 8.4		2628 2586	6851 6574	14.8 14.6		2053 2126	5266 5240	11.6 12.0		1427 1406	4232 4086	8.1 8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																					
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																					
FA '97	92	1575	.3	1.5	101	637	.3	1.1	152	730	.5	1.8	143	859	.4	2.0	50	477	.2	1.5	
SU '97	100	2031	.3	1.7	125	580	.4	1.5	112	669	.4	1.4	134	1167	.4	1.9	91	869	.3	2.7	
SP '97	110	2131	.3	1.8	84	700	.3	1.0	206	1033	.7	2.5	154	1088	.5	2.2	95	844	.3	2.9	
WI '97	83	1642	.3	1.4	108	746	.3	1.2	142	881	.5	1.6	122	884	.4	1.6	41	383	.1	1.3	
4-Book	96	1845	.3	1.6	105	666	.3	1.2	153	828	.5	1.8	138	1000	.4	1.9	69	643	.2	2.1	
FA '96	101	1865	.3	1.7	124	772	.4	1.4	182	977	.6	2.2	145	968	.5	2.1	37	491	.1	1.2	
KACD-FM																					
FA '97	32	811	.1	.5	19	316	.1	.2	36	375	.1	.4	39	460	.1	.5	32	277	.1	1.0	
SU '97	39	806	.1	.7	28	263	.1	.3	49	376	.2	.6	65	467	.2	.9	34	329	.1	1.0	
SP '97	49	842	.2	.8	42	292	.1	.5	56	400	.2	.7	68	442	.2	1.0	46	418	.1	1.4	
WI '97	42	946	.1	.7	38	382	.1	.4	53	447	.2	.6	61	550	.2	.8	28	365	.1	.9	
4-Book	41	851	.1	.7	32	313	.1	.4	49	400	.2	.6	58	480	.2	.8	35	347	.1	1.1	
FA '96	50	715	.2	.8	55	361	.2	.6	59	274	.2	.7	59	458	.2	.8	43	330	.1	1.4	
KBCD-FM																					
FA '97	11	227		.2	10	85		.1	12	104		.1	12	107		.2	8	119		.2	
SU '97	17	330	.1	.3	26	174	.1	.3	31	147	.1	.4	22	227	.1	.3	8	150		.2	
SP '97	12	273		.2	21	62		.1	13	88		.2	15	148		.2	8	94		.2	
WI '97	13	469		.2	14	148		.2	12	159		.1	9	229		.1	15	176		.5	
4-Book	13	325		.2	18	117		.1	17	125		.2	15	178		.2	10	135		.3	
FA '96	14	376		.2	15	112		.2	19	142		.1	16	180		.1	6	113		.2	
KACE-FM																					
FA '97	51	884	.2	.8	49	313	.2	.5	56	416	.2	.7	53	437	.2	.7	53	318	.2	1.6	
SU '97	54	958	.2	.9	94	380	.3	1.1	81	501	.3	1.0	56	440	.2	.8	31	374	.1	.9	
SP '97	38	763	.1	.6	37	332	.1	.4	44	318	.1	.5	56	447	.2	.8	37	235	.1	1.1	
WI '97	45	747	.1	.7	53	283	.2	.6	56	363	.2	.6	46	320	.1	.6	40	215	.1	1.3	
4-Book	47	838	.2	.8	58	327	.2	.7	59	400	.2	.7	53	411	.2	.7	40	286	.1	1.2	
FA '96	47	865	.1	.8	65	407	.2	.7	70	418	.2	.8	46	397	.1	.7	26	293	.1	.8	
KRTO-FM																					
FA '97	14	344		.2	14	132		.2	13	84		.2	24	155	.1	.3	13	121		.4	
SU '97	20	235	.1	.3	27	84	.1	.3	34	174	.1	.4	19	167	.1	.3	12	115		.4	
SP '97	39	368	.1	.6	70	278	.2	.8	63	280	.2	.8	26	183	.1	.4	22	165	.1	.7	
WI '97	69	820	.2	1.1	68	315	.2	.8	87	364	.3	1.0	81	569	.3	1.1	66	391	.2	2.1	
4-Book	36	442	.1	.6	45	202	.1	.5	49	226	.2	.6	38	269	.2	.5	28	198	.1	.9	
FA '96	45	504	.1	.8	44	243	.1	.5	53	319	.2	.6	52	296	.2	.7	37	218	.1	1.2	
KBIG-FM																					
FA '97	124	2990	.4	2.1	146	1107	.5	1.6	203	1105	.6	2.4	151	1349	.5	2.1	62	813	.2	1.9	
SU '97	132	3319	.4	2.2	162	1313	.5	1.9	195	1261	.6	2.4	160	1519	.5	2.3	62	1068	.2	1.8	
SP '97	124	2959	.4	2.1	125	1147	.4	1.4	213	1316	.7	2.6	182	1249	.6	2.6	57	864	.2	1.8	
WI '97	154	2992	.5	2.5	189	1176	.6	2.1	298	1448	.9	3.4	199	1261	.6	2.7	50	821	.2	1.6	
4-Book	134	3065	.4	2.2	156	1186	.5	1.8	227	1283	.7	2.7	173	1345	.6	2.4	58	892	.2	1.8	
FA '96	119	2970	.4	2.0	125	1112	.4	1.4	197	1183	.6	2.4	159	1439	.5	2.3	67	735	.2	2.1	
+KBUA-FM																					
FA '97	10	201		.2	29	116		.3	9	100		.1	9	117		.1	1	16			
SU '97	5	272		.1	8	161		.1	5	78		.1	8	161		.1	4	91		.1	
SP '97	22	365	.1	.4	29	214	.1	.3	37	228	.1	.4	19	182	.1	.3	7	106		.2	
WI '97	11	257		.2	8	101		.1	13	71		.2	19	144	.1	.3	9	56		.3	
4-Book	12	274		.2	19	148		.1	16	119		.2	14	151		.1	5	67		.2	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBLUE-FM																					
FA '97	108	1785	.3	1.8	134	719	.4	1.5	143	1016	.4	1.7	126	957	.4	1.7	48	511	.2	1.5	
SU '97	87	2056	.3	1.5	100	967	.3	1.2	154	990	.5	1.9	86	970	.3	1.2	34	561	.1	1.0	
SP '97	93	2104	.3	1.5	93	917	.3	1.1	139	1083	.4	1.7	125	1052	.4	1.8	37	514	.1	1.1	
WI '97	150	2177	.5	2.5	147	809	.5	1.7	245	1239	.8	2.8	185	1200	.6	2.5	86	668	.3	2.8	
4-Book	110	2031	.4	1.8	119	853	.4	1.4	170	1082	.5	2.0	131	1045	.4	1.8	51	564	.2	1.6	
FA '96	149	2216	.5	2.5	209	1143	.7	2.4	213	1177	.7	2.6	142	1158	.5	2.0	81	692	.3	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 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
KCBS-FM																				
FA '97	262	4763	.8	4.3	328	2173	1.0	3.6	470	2618	1.5	5.6	349	2917	1.1	4.8	97	1312	.3	3.0
SU '97	180	4027	.6	3.1	232	1861	.7	2.7	282	2073	.9	3.5	225	2046	.7	3.2	86	1255	.3	2.5
SP '97	259	4187	.8	4.3	300	1885	1.0	3.4	458	2334	1.5	5.5	349	2534	1.1	4.9	107	1295	.3	3.3
WI '97	303	4747	1.0	5.0	399	2306	1.3	4.5	495	2572	1.6	5.7	429	3036	1.4	5.8	117	1456	.4	3.8
4-Book	251	4431	.8	4.2	315	2056	1.0	3.6	426	2399	1.4	5.1	338	2633	1.1	4.7	102	1330	.3	3.2
FA '96	191	3812	.6	3.2	237	1743	.8	2.7	304	1925	1.0	3.7	261	2208	.8	3.7	76	1166	.2	2.4
KFI -AM																				
FA '97	155	2455	.5	2.6	238	1299	.7	2.6	276	1327	.9	3.3	186	1185	.6	2.6	101	680	.3	3.1
SU '97	143	1905	.5	2.4	217	1070	.7	2.6	262	1055	.8	3.2	153	981	.5	2.2	85	465	.3	2.5
SP '97	181	2420	.6	3.0	270	1308	.9	3.1	385	1459	1.2	4.6	260	1351	.8	3.7	32	477	.1	1.0
WI '97	173	2712	.5	2.9	264	1395	.8	3.0	307	1527	1.0	3.5	244	1452	.8	3.3	56	647	.2	1.8
4-Book	163	2373	.5	2.7	247	1268	.8	2.8	308	1342	1.0	3.7	211	1242	.7	3.0	69	567	.2	2.1
FA '96	192	2728	.6	3.2	283	1403	.9	3.2	384	1733	1.2	4.6	264	1345	.8	3.8	55	538	.2	1.8
KFSG-FM																				
FA '97	19	588	.1	.3	37	301	.1	.4	14	97	.2	.2	28	277	.1	.4	10	156	.3	.3
SU '97	19	385	.1	.3	24	203	.1	.3	37	184	.1	.5	21	193	.1	.3	8	90	.2	.2
SP '97	20	506	.1	.3	48	332	.2	.5	9	118	.1	.1	22	204	.1	.3	9	132	.3	.3
WI '97	15	568	.2	.2	25	280	.1	.3	10	174	.1	.1	17	222	.1	.2	9	163	.3	.3
4-Book	18	512	.1	.3	34	279	.1	.4	18	143	.2	.2	22	224	.1	.3	9	135	.3	.3
FA '96	6	288	.1	.1	16	185	.1	.2	3	102	.2	.2	8	107	.1	.1	30	30	.1	.1
KFWB-AM																				
FA '97	93	2792	.3	1.5	198	1580	.6	2.2	85	922	.3	1.0	140	1429	.4	1.9	40	434	.1	1.2
SU '97	61	2269	.2	1.0	133	1352	.4	1.6	60	783	.2	.7	102	1269	.3	1.4	24	470	.1	.7
SP '97	60	2151	.2	1.0	127	1349	.4	1.4	49	631	.2	.6	105	1012	.3	1.5	31	506	.1	1.0
WI '97	63	2173	.2	1.0	135	1367	.4	1.5	62	678	.2	.7	93	1137	.3	1.3	19	390	.1	.6
4-Book	69	2346	.2	1.1	148	1412	.5	1.7	64	754	.2	.8	110	1212	.3	1.5	29	450	.1	.9
FA '96	67	2445	.2	1.1	153	1387	.5	1.7	74	870	.2	.9	94	1173	.3	1.3	25	560	.1	.8
KIBB-FM																				
FA '97	108	2673	.3	1.8	108	1078	.3	1.2	142	1167	.4	1.7	192	1605	.6	2.6	64	780	.2	2.0
SU '97	112	2494	.4	1.9	118	1033	.4	1.4	182	1313	.6	2.3	148	1360	.5	2.1	68	917	.2	2.0
SP '97	101	2127	.3	1.7	92	774	.3	1.0	159	1151	.5	1.9	135	1143	.4	1.9	43	598	.1	1.3
WI '97	88	2134	.3	1.5	112	783	.4	1.3	143	1077	.5	1.7	117	1149	.4	1.6	44	574	.1	1.4
4-Book	102	2357	.3	1.7	108	917	.4	1.2	157	1177	.5	1.9	148	1314	.5	2.1	55	717	.2	1.7
FA '96	66	1434	.2	1.1	81	720	.3	.9	102	734	.3	1.2	78	675	.2	1.1	28	379	.1	.9
KIEV-AM																				
FA '97	10	198	.2	.2	2	61	.1	.1	28	102	.1	.3	11	77	.2	.2	7	49	.2	.2
SU '97	27	388	.1	.5	5	57	.1	.1	73	297	.2	.9	51	184	.2	.7	7	84	.2	.2
SP '97	7	124	.1	.1	1	14	.1	.1	14	60	.2	.2	24	110	.1	.3	1	16	.1	.1
WI '97	10	175	.2	.2	2	56	.1	.1	20	105	.1	.2	20	112	.1	.3	6	70	.2	.2
4-Book	14	221	.3	.3	2	44	.1	.1	34	141	.1	.4	27	121	.1	.4	5	55	.2	.2
FA '96	5	210	.1	.1	2	15	.1	.1	16	88	.1	.2	3	32	.1	.1	15	15	.1	.1
KIIS-FM																				
FA '97	196	4940	.6	3.3	274	2320	.9	3.0	212	2179	.7	2.5	234	2339	.7	3.2	121	1404	.4	3.7
SU '97	225	4989	.7	3.8	304	2515	1.0	3.6	314	2577	1.0	3.9	296	2547	.9	4.2	118	1455	.4	3.5
SP '97	195	4468	.6	3.2	343	2367	1.1	3.9	217	1874	.7	2.6	225	2375	.7	3.2	86	1191	.3	2.7
WI '97	154	3726	.5	2.5	256	1903	.8	2.9	202	1763	.6	2.3	193	1900	.6	2.6	72	1110	.2	2.3
4-Book	193	4531	.6	3.2	294	2276	1.0	3.4	236	2098	.8	2.8	237	2290	.7	3.3	99	1290	.3	3.1
FA '96	171	4333	.5	2.9	289	2160	.9	3.3	199	1734	.6	2.4	183	2011	.6	2.6	96	1241	.3	3.1
KIKF-FM																				
FA '97	8	302	.1	.1	6	122	.1	.1	9	137	.1	.1	16	171	.1	.2	8	113	.2	.2
SU '97	17	212	.1	.3	33	100	.1	.4	36	160	.1	.4	18	128	.1	.3	6	112	.2	.2
SP '97	32	349	.1	.5	40	199	.1	.5	59	267	.2	.7	45	225	.1	.6	8	70	.2	.2
WI '97	6	165	.1	.1	7	70	.1	.1	11	75	.1	.1	14	122	.2	.2	1	29	.1	.1
4-Book	16	257	.1	.3	22	123	.1	.3	29	160	.1	.3	23	162	.1	.3	6	81	.2	.2
FA '96	13	338	.2	.2	15	133	.2	.2	18	153	.1	.2	15	165	.2	.2	2	87	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
KJLH-FM																				
FA '97	61	931	.2	1.0	54	375	.2	.6	77	490	.2	.9	59	435	.2	.8	56	372	.2	1.7
SU '97	47	912	.1	.8	33	332	.1	.4	58	343	.2	.7	66	496	.2	.9	37	424	.1	1.1
SP '97	61	1050	.2	1.0	51	329	.2	.6	102	436	.3	1.2	68	507	.2	1.0	40	350	.1	1.2
WI '97	117	1199	.4	1.9	135	653	.4	1.5	144	603	.5	1.7	124	586	.4	1.7	128	684	.4	4.1
4-Book	72	1023	.2	1.2	68	422	.2	.8	95	468	.3	1.1	79	506	.3	1.1	65	458	.2	2.0
FA '96	77	1257	.2	1.3	81	561	.3	.9	89	579	.3	1.1	98	549	.3	1.4	58	440	.2	1.8
KKBT-FM																				
FA '97	279	3974	.9	4.6	464	2138	1.5	5.2	302	2168	.9	3.6	334	2136	1.1	4.6	172	1410	.5	5.3
SU '97	296	3936	.9	5.0	386	2086	1.2	4.6	335	2288	1.1	4.2	414	2462	1.3	5.9	201	1766	.6	5.9
SP '97	291	3704	.9	4.8	440	2196	1.4	5.0	332	2186	1.1	4.0	378	2175	1.2	5.3	177	1565	.6	5.5
WI '97	374	4044	1.2	6.2	602	2386	1.9	6.8	526	2473	1.7	6.1	451	2422	1.4	6.1	175	1394	.6	5.6
4-Book	310	3915	1.0	5.2	473	2202	1.5	5.4	374	2279	1.2	4.5	394	2299	1.3	5.5	181	1534	.6	5.6
FA '96	295	3544	.9	5.0	480	2188	1.5	5.4	359	1865	1.1	4.3	377	1917	1.2	5.4	187	1394	.6	6.0
KKGO-FM																				
FA '97	60	1268	.2	1.0	53	428	.2	.6	92	534	.3	1.1	75	623	.2	1.0	46	469	.1	1.4
SU '97	31	1003	.1	.5	39	397	.1	.5	46	294	.1	.6	33	369	.1	.5	24	360	.1	.7
SP '97	42	947	.1	.7	47	292	.1	.5	59	372	.2	.7	45	448	.1	.6	34	385	.1	1.0
WI '97	38	1022	.1	.6	44	427	.1	.5	55	362	.2	.6	62	505	.2	.8	27	461	.1	.9
4-Book	43	1060	.1	.7	46	386	.1	.5	63	391	.2	.8	54	486	.2	.7	33	419	.1	1.0
FA '96	52	1208	.2	.9	48	473	.2	.5	81	514	.3	1.0	65	621	.2	.9	38	498	.1	1.2
KKHJ-AM																				
FA '97	51	1003	.2	.8	57	360	.2	.6	34	331	.1	.4	79	378	.2	1.1	64	347	.2	2.0
SU '97	88	1385	.3	1.5	123	572	.4	1.5	98	581	.3	1.2	134	684	.4	1.9	46	331	.1	1.4
SP '97	77	1337	.2	1.3	98	566	.3	1.1	126	655	.4	1.5	86	534	.3	1.2	63	402	.2	1.9
WI '97	74	1199	.2	1.2	128	678	.4	1.5	80	488	.3	.9	81	551	.3	1.1	51	323	.2	1.6
4-Book	73	1231	.2	1.2	102	544	.3	1.2	85	514	.3	1.0	95	537	.3	1.3	56	351	.2	1.7
FA '96	107	1707	.3	1.8	261	1130	.8	2.9	124	877	.4	1.5	101	568	.3	1.4	53	459	.2	1.7
KKLA-AM																				
FA '97		48				15			1	17										
SU '97																				
SP '97		17								17				17						
WI '97																				
4-Book		16				4				9				4						
FA '96	1	32			2	32							2	17						
KKLA-FM																				
FA '97	21	561	.1	.3	54	402	.2	.6	12	213		.1	35	326	.1	.5	13	143		.4
SU '97	30	378	.1	.5	74	281	.2	.9	41	184	.1	.5	29	184	.1	.4	17	106	.1	.5
SP '97	34	529	.1	.6	66	314	.2	.7	55	176	.2	.7	59	289	.2	.8	7	91		.2
WI '97	17	471	.1	.3	33	280	.1	.4	20	167	.1	.2	28	272	.1	.4	6	114		.2
4-Book	26	485	.1	.4	57	319	.2	.7	32	185	.1	.4	38	268	.1	.5	11	114		.3
FA '96	21	515	.1	.4	35	302	.1	.4	20	197	.1	.2	35	244	.1	.5	9	149		.3
KLAC-AM																				
FA '97	17	508	.1	.3	25	160	.1	.3	7	115		.1	24	281	.1	.3	21	232	.1	.6
SU '97	13	319		.2	28	143	.1	.3	12	117		.1	14	113		.2	4	112		.1
SP '97	16	566	.1	.3	21	78	.1	.2	12	93		.1	30	289	.1	.4	18	283	.1	.6
WI '97	25	839	.1	.4	21	157	.1	.2	27	117	.1	.3	18	261	.1	.2	32	355	.1	1.0
4-Book	18	558	.1	.3	24	135	.1	.3	15	111	.2	.2	22	236	.1	.3	19	246	.1	.6
FA '96	34	843	.1	.6	38	215	.1	.4	63	131	.2	.8	30	344	.1	.4	26	409	.1	.8
KLAX-FM																				
FA '97	159	2332	.5	2.6	154	898	.5	1.7	171	1148	.5	2.1	253	1364	.8	3.5	102	833	.3	3.1
SU '97	151	2882	.5	2.6	189	1409	.6	2.2	184	1436	.6	2.3	180	1409	.6	2.6	99	794	.3	2.9
SP '97	185	3043	.6	3.1	266	1569	.8	3.0	262	1649	.8	3.1	167	1348	.5	2.4	98	890	.3	3.0
WI '97	262	3367	.8	4.3	370	1810	1.2	4.2	342	1848	1.1	4.0	311	1832	1.0	4.2	105	911	.3	3.4
4-Book	189	2906	.6	3.2	245	1422	.8	2.8	240	1520	.8	2.9	228	1488	.7	3.2	101	857	.3	3.1
FA '96	311	4128	1.0	5.2	452	2266	1.4	5.1	383	1859	1.2	4.6	326	2368	1.0	4.6	155	1476	.5	4.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
KVVE-FM																				
FA '97	23	498	.1	.4	36	240	.1	.4	22	144	.1	.3	32	247	.1	.4	8	119		.2
SU '97	39	582	.1	.7	45	319	.1	.5	41	234	.1	.5	53	363	.2	.8	25	234	.1	.7
SP '97	25	697	.1	.4	45	368	.1	.5	24	245	.1	.3	28	274	.1	.4	17	201	.1	.5
WI '97	38	579	.1	.6	52	325	.2	.6	47	258	.1	.5	69	293	.2	.9	14	178		.4
4-Book	31	589	.1	.5	45	313	.1	.5	34	220	.1	.4	46	294	.2	.6	16	183	.1	.5
FA '96	18	577	.1	.3	25	274	.1	.3	19	237	.1	.2	32	304	.1	.5	12	136		.4
KXMG-AM																				
FA '97	27	337	.1	.4	45	165	.1	.5	33	151	.1	.4	26	150	.1	.4	13	96		.4
SU '97	71	839	.2	1.2	96	556	.3	1.1	127	422	.4	1.6	81	448	.3	1.2	23	213	.1	.7
SP '97	46	726	.1	.8	49	317	.2	.6	56	398	.2	.7	54	448	.2	.8	31	236	.1	1.0
WI '97	73	870	.2	1.2	64	403	.2	.7	107	466	.3	1.2	113	595	.4	1.5	48	295	.2	1.5
4-Book	54	693	.2	.9	64	360	.2	.7	81	359	.3	1.0	69	410	.3	1.0	29	210	.1	.9
FA '96	44	678	.1	.7	54	252	.2	.6	51	311	.2	.6	46	327	.1	.7	34	347	.1	1.1
KYSR-FM																				
FA '97	196	4244	.6	3.3	229	1824	.7	2.5	324	2208	1.0	3.9	239	2440	.8	3.3	109	1495	.3	3.3
SU '97	156	3890	.5	2.7	136	1430	.4	1.6	233	1876	.7	2.9	231	2021	.7	3.3	58	1159	.2	1.7
SP '97	192	3832	.6	3.2	209	1651	.7	2.4	306	2140	1.0	3.7	236	2230	.7	3.3	105	1274	.3	3.2
WI '97	136	3595	.4	2.2	154	1653	.5	1.7	233	1781	.7	2.7	180	1794	.6	2.4	73	1045	.2	2.3
4-Book	170	3890	.5	2.9	182	1640	.6	2.1	274	2001	.9	3.3	222	2121	.7	3.1	86	1243	.3	2.6
FA '96	134	2912	.4	2.3	181	1431	.6	2.0	215	1344	.7	2.6	178	1658	.6	2.5	47	817	.1	1.5
KZLA-FM																				
FA '97	112	1766	.4	1.9	149	1008	.5	1.7	157	865	.5	1.9	141	1000	.4	1.9	51	568	.2	1.6
SU '97	121	1448	.4	2.1	158	848	.5	1.9	201	946	.6	2.5	156	1002	.5	2.2	52	647	.2	1.5
SP '97	115	1577	.4	1.9	143	715	.5	1.6	185	834	.6	2.2	148	933	.5	2.1	41	493	.1	1.3
WI '97	99	1553	.3	1.6	131	859	.4	1.5	161	824	.5	1.9	137	994	.4	1.9	28	462	.1	.9
4-Book	112	1586	.4	1.9	145	858	.5	1.7	176	867	.6	2.1	146	982	.5	2.0	43	543	.2	1.3
FA '96	135	1786	.4	2.3	160	948	.5	1.8	243	1053	.8	2.9	139	943	.4	2.0	46	563	.1	1.5
KFRG-FM																				
FA '97	10	400		.2	9	168		.1	13	213		.2	18	196	.1	.2	6	106		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	496		.2	7	114		.1	29	133	.1	.3	17	270	.1	.2	7	164		.2
XTRA-AM																				
FA '97	81	1940	.3	1.3	96	742	.3	1.1	144	926	.5	1.7	120	1009	.4	1.6	31	477	.1	.9
SU '97	73	1452	.2	1.2	58	544	.2	.7	186	858	.6	2.3	103	854	.3	1.5	22	273	.1	.6
SP '97	84	1635	.3	1.4	124	747	.4	1.4	204	876	.6	2.4	112	1025	.4	1.6	10	271		.3
WI '97	95	1887	.3	1.6	114	851	.4	1.3	197	986	.6	2.3	150	1108	.5	2.0	21	447	.1	.7
4-Book	83	1729	.3	1.4	98	721	.3	1.1	183	912	.6	2.2	121	999	.4	1.7	21	367	.1	.6
FA '96	111	1950	.4	1.9	121	807	.4	1.4	230	1194	.7	2.8	166	1247	.5	2.4	28	505	.1	.9
TOTALS																				
FA '97	6025	30896	18.9		8987	26771	28.3		8334	24355	26.2		7290	26237	22.9		3266	19086	10.3	
SU '97	5886	30353	18.7		8459	26410	26.8		8068	24059	25.6		7036	26156	22.3		3389	19426	10.8	
SP '97	6002	30407	19.0		8820	26619	28.0		8350	23831	26.5		7092	26126	22.5		3239	19212	10.3	
WI '97	6051	30253	19.2		8803	26338	27.9		8657	23962	27.5		7400	26530	23.5		3118	18246	9.9	
4-Book	5991	30477	19.0		8767	26535	27.8		8352	24052	26.5		7205	26262	22.8		3253	18993	10.3	
FA '96	5939	30207	18.8		8867	26446	28.1		8312	23342	26.4		7032	25647	22.3		3138	19171	10.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - 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																				
FA '97	133	1280	.4	1.6	48	665	.2	1.2	58	192	.2	1.3	76	241	.2	1.2	61	164	.2	1.3
4-Book	134	1499	.4	1.7	49	680	.2	1.2	61	181	.2	1.3	66	210	.2	1.0	39	150	.1	.8
KACD-FM																				
FA '97	32	700	.1	.4	34	414	.1	.9	12	58	.1	.3	60	141	.2	1.0	40	114	.1	.8
4-Book	47	710	.2	.6	34	421	.1	.9	19	63	.1	.4	56	180	.2	.9	47	151	.2	1.0
KBCD-FM																				
FA '97	11	194	.1	.1	12	158	.3	.3	4	17	.1	.1	30	71	.1	.5	17	71	.1	.4
4-Book	17	266	.1	.2	10	155	.3	.3	8	27	.2	.2	23	73	.1	.4	10	40	.1	.2
KACE-FM																				
FA '97	53	627	.2	.6	45	506	.1	1.1	73	219	.2	1.6	48	186	.2	.8	51	188	.2	1.1
4-Book	57	657	.2	.7	33	411	.1	.8	37	98	.1	.8	50	166	.2	.8	41	131	.1	.9
KRTO-FM																				
FA '97	17	234	.1	.2	10	203	.3	.3	12	69	.3	.3	11	61	.2	.2	16	76	.1	.3
4-Book	44	381	.2	.6	25	267	.1	.7	29	84	.1	.7	30	101	.1	.5	33	99	.1	.7
KBIG-FM																				
FA '97	170	2082	.5	2.1	86	1478	.3	2.2	56	268	.2	1.2	96	405	.3	1.5	99	340	.3	2.1
4-Book	189	2202	.6	2.3	87	1463	.3	2.2	57	271	.2	1.2	123	457	.4	1.9	91	327	.3	1.9
+KBUA-FM																				
FA '97	15	158	.2	.2	7	105	.2	.2	6	27	.1	.1	11	60	.2	.2	4	27	.1	.1
4-Book	16	241	.2	.2	10	120	.3	.3	13	29	.3	.3	14	45	.2	.2	11	29	.2	.2
KBUE-FM																				
FA '97	135	1520	.4	1.6	100	1037	.3	2.5	137	323	.4	3.0	147	466	.5	2.3	107	311	.3	2.2
4-Book	142	1715	.5	1.8	90	1042	.3	2.2	117	295	.4	2.5	145	413	.5	2.2	106	313	.3	2.2
KCBS-FM																				
FA '97	389	4086	1.2	4.7	146	2334	.5	3.7	170	588	.5	3.8	291	1036	.9	4.6	196	711	.6	4.1
4-Book	365	3777	1.2	4.5	149	2243	.5	3.7	165	603	.5	3.6	281	972	.9	4.3	181	598	.6	3.8
KFI -AM																				
FA '97	237	2119	.7	2.9	46	798	.1	1.2	84	268	.3	1.9	89	304	.3	1.4	42	123	.1	.9
4-Book	260	2138	.8	3.2	56	869	.2	1.4	99	346	.4	2.2	129	412	.4	2.0	45	142	.1	.9
KFSG-FM																				
FA '97	25	416	.1	.3	14	304	.4	.4	16	54	.1	.4	11	60	.2	.2	9	45	.1	.2
4-Book	24	402	.1	.3	14	252	.4	.4	20	70	.1	.5	18	68	.1	.3	15	38	.1	.3
KFWB-AM																				
FA '97	137	2479	.4	1.7	51	1209	.2	1.3	69	351	.2	1.5	68	343	.2	1.1	56	284	.2	1.2
4-Book	104	2092	.3	1.3	34	929	.1	.9	61	306	.2	1.3	47	248	.2	.7	38	193	.1	.8
KIBB-FM																				
FA '97	147	2265	.5	1.8	69	1229	.2	1.7	76	242	.2	1.7	96	410	.3	1.5	109	395	.3	2.3
4-Book	139	2001	.5	1.7	69	1116	.2	1.7	58	241	.2	1.3	115	446	.4	1.8	98	378	.3	2.1
KIEV-AM																				
FA '97	15	165	.2	.2	2	90	.1	.1	1	15	.1	.1	5	33	.1	.1	5	43	.1	.1
4-Book	22	198	.3	.3	4	81	.1	.1	1	8	.1	.1	11	46	.2	.2	10	41	.1	.2
KIIS-FM																				
FA '97	238	4020	.7	2.9	173	2666	.5	4.3	151	530	.5	3.3	272	1070	.9	4.3	254	843	.8	5.3
4-Book	255	3854	.8	3.2	147	2295	.5	3.6	167	582	.5	3.6	259	904	.9	4.0	192	650	.6	4.0
KIKF-FM																				
FA '97	10	252	.1	.1	3	146	.1	.1	6	15	.1	.1					4	50	.1	.1
4-Book	25	238	.1	.3	7	108	.2	.2	8	26	.2	.2	12	27	.2	.2	7	42	.1	.2
KJLH-FM																				
FA '97	65	720	.2	.8	56	635	.2	1.4	32	114	.1	.7	71	216	.2	1.1	98	244	.3	2.1
4-Book	82	790	.3	1.0	57	612	.2	1.4	38	106	.1	.8	76	219	.3	1.2	82	197	.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

Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
FA '97	361	3427	1.1	4.4	206	2178	.6	5.2	163	448	.5	3.6	287	797	.9	4.6	323	858	1.0	6.8
4-Book	410	3471	1.3	5.1	218	2163	.7	5.4	202	570	.7	4.4	355	967	1.1	5.5	306	835	1.0	6.4
KKGD-FM																				
FA '97	75	934	.2	.9	44	651	.1	1.1	41	170	.1	.9	43	129	.1	.7	42	173	.1	.9
4-Book	55	789	.2	.7	28	483	.1	.7	25	97	.1	.5	32	118	.1	.5	38	150	.1	.8
KKHJ-AM																				
FA '97	55	688	.2	.7	34	421	.1	.9	38	79	.1	.8	52	152	.2	.8	6	33		.1
4-Book	93	993	.3	1.2	47	515	.2	1.2	68	158	.2	1.4	77	199	.3	1.2	36	86	.1	.8
KKLA-AM																				
FA '97		33				15											1	15		
4-Book		13				4												4		
KKLA-FM																				
FA '97	32	478	.1	.4	7	220		.2	23	91	.1	.5	2	18						
4-Book	41	434	.1	.5	6	149		.2	14	53	.1	.3	5	23		.1	5	15		.1
KLAC-AM																				
FA '97	18	377	.1	.2	13	181		.3	11	29		.2	7	34		.1	19	45		.4
4-Book	20	340	.1	.2	14	243		.3	17	38		.4	8	37		.1	8	36		.2
KLAX-FM																				
FA '97	191	1985	.6	2.3	140	1351	.4	3.5	147	433	.5	3.3	169	487	.5	2.7	158	439	.5	3.3
4-Book	238	2494	.8	2.9	163	1640	.5	4.1	205	544	.7	4.4	245	648	.8	3.8	208	506	.7	4.4
KLOS-FM																				
FA '97	439	4116	1.4	5.3	165	2013	.5	4.1	199	681	.6	4.4	328	1023	1.0	5.2	182	679	.6	3.8
4-Book	369	3696	1.2	4.5	132	1806	.4	3.3	147	510	.5	3.2	252	817	.8	3.9	160	574	.5	3.4
KLSX-FM																				
FA '97	532	3528	1.7	6.5	65	939	.2	1.6	87	260	.3	1.9	105	357	.3	1.7	55	215	.2	1.2
4-Book	435	3121	1.4	5.4	58	904	.2	1.4	58	204	.2	1.3	73	248	.2	1.2	54	177	.2	1.2
KLVE-FM																				
FA '97	476	3597	1.5	5.8	223	2391	.7	5.6	307	798	1.0	6.8	334	893	1.1	5.3	238	708	.7	5.0
4-Book	473	3840	1.5	5.8	252	2583	.8	6.3	378	984	1.2	8.1	394	1006	1.3	6.1	227	656	.7	4.8
KLYY-FM																				
FA '97	123	2087	.4	1.5	54	1235	.2	1.4	38	208	.1	.8	83	408	.3	1.3	86	341	.3	1.8
4-Book	114	1981	.4	1.4	62	1130	.2	1.6	30	170	.1	.7	98	434	.3	1.5	78	309	.3	1.6
KNX -AM																				
FA '97	102	2119	.3	1.2	37	1041	.1	.9	42	181	.1	.9	40	269	.1	.6	47	193	.1	1.0
4-Book	107	2224	.3	1.3	41	987	.1	1.0	68	262	.2	1.5	47	254	.2	.7	41	195	.1	.9
KOST-FM																				
FA '97	258	2552	.8	3.1	127	1645	.4	3.2	113	354	.4	2.5	185	552	.6	3.0	124	401	.4	2.6
4-Book	225	2611	.7	2.8	117	1641	.4	2.9	106	341	.4	2.3	165	541	.5	2.6	127	433	.4	2.7
KPWR-FM																				
FA '97	350	4484	1.1	4.3	221	2610	.7	5.5	155	493	.5	3.4	356	1067	1.1	5.7	320	855	1.0	6.7
4-Book	329	4575	1.1	4.1	218	2869	.7	5.4	166	589	.5	3.6	337	1148	1.1	5.2	276	864	.9	5.8
KRLA-AM																				
FA '97	39	706	.1	.5	41	494	.1	1.0	56	159	.2	1.2	26	103	.1	.4	46	150	.1	1.0
4-Book	58	672	.2	.7	43	462	.1	1.1	56	146	.2	1.2	65	144	.2	1.0	41	129	.1	.9
KROQ-FM																				
FA '97	327	4025	1.0	4.0	151	2580	.5	3.8	174	687	.5	3.9	228	1086	.7	3.6	182	701	.6	3.8
4-Book	367	4106	1.2	4.5	174	2606	.6	4.3	172	620	.5	3.7	289	1075	.9	4.4	215	719	.7	4.5
KRRA-AM																				
FA '97	16	167	.1	.2	10	145		.3	2	13			21	58	.1	.3	23	47	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	
KRTH-FM																				
FA '97	318	3318	1.0	3.9	146	1943	.5	3.7	166	458	.5	3.7	291	751	.9	4.6	156	505	.5	3.3
4-Book	279	3188	.9	3.4	135	1940	.4	3.4	165	478	.5	3.6	270	791	.9	4.1	161	514	.5	3.4
KSCA-FM																				
FA '97	599	3637	1.9	7.3	309	2551	1.0	7.8	595	1276	1.9	13.2	513	1279	1.6	8.2	331	775	1.0	6.9
4-Book	505	3444	1.6	6.2	266	2302	.8	6.6	545	1165	1.7	11.7	423	1086	1.4	6.5	285	683	.9	6.0
+KSSE-FM																				
FA '97	113	1188	.4	1.4	77	883	.2	1.9	50	184	.2	1.1	129	353	.4	2.1	60	201	.2	1.3
4-Book	81	931	.3	1.0	59	662	.2	1.5	59	154	.2	1.3	107	286	.3	1.7	69	198	.2	1.5
KTNQ-AM																				
FA '97	230	1803	.7	2.8	115	1232	.4	2.9	150	287	.5	3.3	98	275	.3	1.6	142	361	.4	3.0
4-Book	239	1812	.8	3.0	108	1031	.4	2.7	165	309	.5	3.5	113	290	.4	1.8	127	296	.4	2.7
KTWV-FM																				
FA '97	238	2127	.7	2.9	115	1427	.4	2.9	120	406	.4	2.7	198	522	.6	3.2	117	349	.4	2.4
4-Book	238	2164	.8	2.9	130	1439	.4	3.2	114	367	.4	2.5	209	566	.7	3.2	163	451	.5	3.4
KWKW-AM																				
FA '97	66	514	.2	.8	20	203	.1	.5	61	100	.2	1.4	21	72	.1	.3	13	41	.1	.3
4-Book	74	656	.3	.9	37	333	.1	.9	89	154	.3	1.9	72	163	.3	1.1	44	104	.1	.9
KWVE-FM																				
FA '97	29	345	.1	.4	22	305	.1	.6	38	133	.1	.8	42	113	.1	.7	29	111	.1	.6
4-Book	40	476	.1	.5	26	288	.1	.7	28	93	.1	.6	24	72	.1	.4	23	76	.1	.5
KXMG-AM																				
FA '97	35	263	.1	.4	24	239	.1	.6	49	115	.2	1.1	48	105	.2	.8	28	70	.1	.6
4-Book	72	578	.2	.9	41	387	.1	1.0	44	132	.2	1.0	77	155	.3	1.2	61	148	.2	1.3
KYSR-FM																				
FA '97	269	3579	.8	3.3	127	1939	.4	3.2	90	435	.3	2.0	254	777	.8	4.1	145	595	.5	3.0
4-Book	230	3182	.7	2.8	121	1953	.4	3.0	102	405	.3	2.2	217	794	.7	3.4	141	561	.5	2.9
KZLA-FM																				
FA '97	150	1432	.5	1.8	86	1083	.3	2.2	81	228	.3	1.8	158	552	.5	2.5	127	411	.4	2.7
4-Book	157	1348	.5	1.9	77	896	.3	1.9	88	254	.3	1.9	143	436	.4	2.2	97	304	.3	2.1
KFRG-FM																				
FA '97	13	324	.2	.2	7	176	.2	.2					5	30	.1	.1	12	47	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	122	1595	.4	1.5	40	865	.1	1.0	71	209	.2	1.6	46	167	.1	.7	59	230	.2	1.2
4-Book	138	1548	.5	1.7	27	566	.1	.7	47	152	.2	1.1	42	180	.1	.7	40	137	.1	.8
TOTALS																				
FA '97	8213	30234	25.8		3984	25316	12.5		4513	11261	14.2		6260	15181	19.7		4778	12248	15.0	
4-Book	8127	30007	25.7		4030	24957	12.8		4657	11673	14.7		6498	15345	20.6		4770	11925	15.1	

** 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

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 FA '97 4-Book	22 25	72 82	.1 .1	.8 .9	72 52	199 133	.2 .2	2.5 1.9	33 74	151 218	.1 .2	.7 1.6	31 55	112 175	.1 .2	.8 1.4	36 21	141 85	.1 .1	1.6 1.0
KACD-FM FA '97 4-Book	29 34	90 103	.1 .1	1.0 1.2	8 6	43 32	.3 .2		42 38	157 146	.1 .1	.9 .8	40 36	143 102	.1 .1	1.1 1.0	36 32	125 108	.1 .1	1.6 1.4
KBBC-FM FA '97 4-Book	20 11	34 40	.1 .1	.7 .4	6 5	35 24	.2 .2		5 12	31 45	.1 .3		7 7	52 34	.2 .2		2	8		.1
KACE-FM FA '97 4-Book	46 30	105 95	.1 .1	1.6 1.0	22 14	84 39	.1 .1	.8 .5	52 32	130 100	.2 .1	1.1 .7	26 34	109 112	.1 .1	.7 .9	41 28	96 99	.1 .1	1.8 1.3
KRTO-FM FA '97 4-Book	10 29	27 86	.3 .1		8 16	53 43	.3 .1		8 22	59 76	.2 .1		9 22	48 80	.2 .1		5 16	29 45	.2 .7	
KBIG-FM FA '97 4-Book	138 133	419 449	.4 .4	4.8 4.5	55 56	152 188	.2 .2	1.9 2.0	89 91	343 332	.3 .3	1.9 2.0	63 72	236 254	.2 .3	1.7 1.9	75 59	279 212	.2 .2	3.4 2.7
+KBUA-FM FA '97 4-Book	2 6	16 22	.1 .2		2 7	17 23	.1 .3		22 14	60 49	.1 .1	.5 .3	12	34	.1		9 6	17 27	.4 .3	
KBUE-FM FA '97 4-Book	67 58	204 189	.2 .2	2.3 2.0	62 63	158 195	.2 .2	2.1 2.3	127 100	303 289	.4 .3	2.8 2.2	106 100	267 245	.3 .3	2.9 2.7	49 38	133 131	.2 .2	2.2 1.7
KCBS-FM FA '97 4-Book	75 80	325 322	.2 .3	2.6 2.8	68 80	249 321	.2 .3	2.3 2.9	195 199	658 686	.6 .6	4.2 4.3	131 148	526 557	.4 .5	3.6 4.0	41 53	273 260	.1 .2	1.8 2.4
KFI -AM FA '97 4-Book	26 22	91 77	.1 .1	.9 .8	29 45	101 137	.1 .2	1.0 1.7	35 51	163 197	.1 .2	.8 1.1	48 36	178 128	.2 .1	1.3 1.0	20 19	74 75	.1 .1	.9 .9
KFSG-FM FA '97 4-Book	20 15	94 60	.1 .1	.7 .5	22 24	133 97	.1 .1	.8 .9	14 11	62 51	.3 .3		14 9	63 35	.4 .3		5 5	46 26	.2 .2	
KFWB-AM FA '97 4-Book	30 14	127 74	.1 .1	1.0 .5	51 44	185 199	.2 .2	1.7 1.6	52 32	270 190	.2 .1	1.1 .7	61 26	217 113	.2 .1	1.7 .7	25 18	148 97	.1 .1	1.1 .8
KIBB-FM FA '97 4-Book	48 55	195 242	.2 .2	1.7 1.9	67 44	183 177	.2 .2	2.3 1.6	74 80	271 329	.2 .3	1.6 1.7	70 65	302 266	.2 .2	1.9 1.8	19 37	93 153	.1 .2	.9 1.7
KIEV-AM FA '97 4-Book	2	7		.1	1	3			1	7			2	13 14			3 1	14 7		.1
KIIS-FM FA '97 4-Book	119 89	422 381	.4 .3	4.1 3.0	171 104	548 350	.5 .3	5.8 3.7	191 178	703 658	.6 .6	4.1 3.9	133 118	451 427	.4 .4	3.6 3.2	99 66	403 315	.3 .2	4.5 3.0
KIKF-FM FA '97 4-Book	1 3	15 18		.1	2 3	32 20		.1	6 5	66 36		.1	3 9	33 24		.1	1 4	16 15		.2
KJLH-FM FA '97 4-Book	79 62	197 168	.2 .2	2.7 2.1	37 48	96 123	.1 .2	1.3 1.8	50 64	157 196	.2 .2	1.1 1.4	52 54	69 132	.2 .2	1.4 1.5	29 29	80 80	.1 .1	1.3 1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	223	664	.7	7.7	140	358	.4	4.8	172	544	.5	3.7	220	541	.7	6.0	121	420	.4	5.5
4-Book	220	655	.7	7.4	109	312	.3	3.9	199	575	.6	4.3	204	545	.6	5.5	140	410	.5	6.3
KKGO-FM																				
FA '97	54	145	.2	1.9	28	155	.1	1.0	50	199	.2	1.1	51	134	.2	1.4	42	87	.1	1.9
4-Book	28	96	.1	1.0	11	60		.4	31	117	.1	.7	30	98	.1	.8	27	81	.1	1.2
KKHJ-AM																				
FA '97	30	83	.1	1.0	28	72	.1	1.0	13	59		.3	53	88	.2	1.4	48	113	.2	2.2
4-Book	37	106	.1	1.3	29	76	.1	1.1	44	124	.1	1.0	54	95	.2	1.4	32	88	.1	1.5
KKLA-AM																				
FA '97	4	13		.1	16	83	.1	.5	4	37		.1	4	15		.1	10	45		.5
4-Book	2	14		.1	14	62	.1	.5	3	30		.1	4	20		.1	8	26		.4
KLAC-AM																				
FA '97					1	12			8	12		.2	19	76	.1	.5	37	104	.1	1.7
4-Book	3	19		.1	4	18		.2	27	75	.1	.6	17	71	.1	.4	25	72	.1	1.1
KLAX-FM																				
FA '97	60	202	.2	2.1	203	473	.6	6.9	206	645	.6	4.5	141	287	.4	3.9	56	117	.2	2.5
4-Book	97	260	.3	3.3	154	398	.5	5.6	181	565	.6	4.0	160	349	.5	4.3	70	200	.2	3.2
KLOS-FM																				
FA '97	140	448	.4	4.8	91	345	.3	3.1	162	482	.5	3.5	166	487	.5	4.5	45	181	.1	2.0
4-Book	86	329	.3	2.9	69	269	.2	2.5	126	427	.4	2.7	139	425	.5	3.7	72	239	.2	3.2
KLSX-FM																				
FA '97	17	46	.1	.6	96	260	.3	3.3	123	403	.4	2.7	34	154	.1	.9	6	44		.3
4-Book	22	71	.1	.8	70	226	.2	2.5	126	403	.4	2.7	43	131	.2	1.1	15	55		.7
KLVE-FM																				
FA '97	205	514	.6	7.1	154	451	.5	5.3	258	756	.8	5.6	133	517	.4	3.6	140	413	.4	6.3
4-Book	224	589	.7	7.6	220	652	.7	8.0	298	828	1.0	6.5	150	462	.5	4.0	116	388	.4	5.2
KLYY-FM																				
FA '97	34	166	.1	1.2	18	155	.1	.6	72	372	.2	1.6	71	248	.2	1.9	30	184	.1	1.4
4-Book	49	207	.2	1.7	30	125	.1	1.1	80	341	.3	1.7	82	292	.3	2.2	42	203	.2	1.9
KNX -AM																				
FA '97	25	126	.1	.9	13	87		.4	44	221	.1	1.0	35	137	.1	1.0	48	234	.2	2.2
4-Book	32	171	.1	1.1	41	185	.1	1.5	36	175	.1	.8	30	151	.1	.8	38	193	.2	1.7
KOST-FM																				
FA '97	139	552	.4	4.8	81	268	.3	2.8	150	474	.5	3.3	115	449	.4	3.1	91	322	.3	4.1
4-Book	129	492	.4	4.4	64	224	.2	2.3	138	434	.4	3.0	95	332	.3	2.5	93	330	.3	4.2
KPWR-FM																				
FA '97	246	715	.8	8.5	120	386	.4	4.1	246	729	.8	5.3	214	586	.7	5.8	99	471	.3	4.5
4-Book	232	773	.8	7.8	128	408	.4	4.7	226	781	.7	4.9	192	607	.6	5.1	166	551	.5	7.5
KRLA-AM																				
FA '97	21	69	.1	.7	18	68	.1	.6	33	108	.1	.7	81	188	.3	2.2	55	131	.2	2.5
4-Book	40	112	.2	1.4	17	54	.1	.6	40	104	.2	.8	40	122	.2	1.1	46	129	.2	2.1
KROQ-FM																				
FA '97	88	498	.3	3.0	111	405	.3	3.8	198	825	.6	4.3	88	439	.3	2.4	127	460	.4	5.7
4-Book	128	534	.4	4.3	97	355	.3	3.5	200	796	.7	4.4	160	599	.5	4.3	122	461	.4	5.5
KRRR-AM																				
FA '97	14	14		.5	16	57	.1	.5	4	31		.1	3	14		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

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
KRTH-FM																				
FA '97	42	193	.1	1.5	113	353	.4	3.9	173	593	.5	3.8	159	537	.5	4.3	69	272	.2	3.1
4-Book	61	255	.2	2.1	75	248	.3	2.7	159	545	.5	3.5	137	443	.4	3.7	50	249	.2	2.3
KSCA-FM																				
FA '97	134	428	.4	4.6	293	664	.9	10.0	346	836	1.1	7.5	196	466	.6	5.4	99	333	.3	4.5
4-Book	119	377	.4	4.1	233	550	.8	8.4	268	711	.8	5.9	182	433	.6	4.9	105	310	.3	4.7
+KSSE-FM																				
FA '97	93	302	.3	3.2	45	187	.1	1.5	95	299	.3	2.1	75	232	.2	2.0	56	198	.2	2.5
4-Book	60	182	.2	2.0	29	105	.1	1.1	63	192	.2	1.4	56	152	.2	1.5	28	105	.1	1.2
KTNQ-AM																				
FA '97	92	201	.3	3.2	25	100	.1	.9	131	330	.4	2.8	181	395	.6	4.9	111	288	.3	5.0
4-Book	93	259	.3	3.2	61	139	.2	2.2	109	263	.4	2.4	130	304	.4	3.5	75	219	.2	3.4
KTWV-FM																				
FA '97	73	287	.2	2.5	55	235	.2	1.9	174	486	.5	3.8	88	307	.3	2.4	77	260	.2	3.5
4-Book	107	346	.3	3.6	66	250	.2	2.4	155	484	.5	3.4	121	332	.4	3.2	90	286	.3	4.1
KWKW-AM																				
FA '97	6	28	.1	.2	44	62	.1	1.5	12	34	.1	.3					8	28	.1	.4
4-Book	18	59	.1	.6	30	50	.1	1.1	25	50	.1	.6	14	42	.1	.4	10	41	.1	.5
KWVE-FM																				
FA '97	7	43	.1	.2	13	44	.1	.4	14	99	.1	.3	16	82	.1	.4	16	57	.1	.7
4-Book	13	57	.1	.4	28	87	.1	1.1	37	109	.1	.8	31	85	.1	.8	21	81	.1	.9
KXMG-AM																				
FA '97	10	35	.1	.3	24	45	.1	.8	14	14	.1	.3	14	46	.1	.4	11	29	.1	.5
4-Book	20	60	.1	.7	28	72	.1	1.1	42	88	.1	1.0	35	75	.1	1.0	20	66	.1	.9
KYSR-FM																				
FA '97	83	273	.3	2.9	79	329	.2	2.7	164	651	.5	3.6	130	485	.4	3.5	56	283	.2	2.5
4-Book	70	336	.2	2.4	69	289	.2	2.5	173	629	.6	3.8	135	491	.4	3.6	53	256	.2	2.4
KZLA-FM																				
FA '97	23	89	.1	.8	51	195	.2	1.7	101	341	.3	2.2	120	241	.4	3.3	36	192	.1	1.6
4-Book	27	126	.1	.9	39	165	.1	1.4	97	289	.3	2.1	97	247	.3	2.6	31	155	.1	1.4
KFRG-FM																				
FA '97	9	45	.1	.3	12	49	.1	.4	6	49	.1	.1	10	52	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	22	112	.1	.8	35	125	.1	1.2	48	245	.2	1.0	38	171	.1	1.0	12	86	.1	.5
4-Book	13	67	.1	.5	28	100	.1	1.0	25	137	.1	.5	23	100	.1	.6	8	62	.1	.4
TOTALS																				
FA '97	2892	8403	9.1		2932	8012	9.2		4604	12300	14.5		3662	9599	11.5		2219	6942	7.0	
4-Book	2949	8623	9.3		2759	7813	8.7		4593	11928	14.6		3743	9444	11.8		2227	6767	7.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																					
FA '97	86	1471	.3	1.8	89	610	.4	1.2	150	701	.6	2.2	137	798	.5	2.3	41	433	.2	1.8	
SU '97	99	1977	.4	2.1	125	580	.5	1.8	112	669	.5	1.7	129	1139	.5	2.3	90	841	.4	3.6	
SP '97	98	1964	.4	2.0	84	685	.3	1.2	185	950	.7	2.7	143	1023	.6	2.5	70	769	.3	2.9	
WI '97	83	1614	.3	1.7	108	746	.4	1.5	140	867	.6	2.0	122	869	.5	2.1	41	368	.2	1.9	
4-Book	92	1757	.4	1.9	102	655	.4	1.4	147	797	.6	2.2	133	957	.5	2.3	61	603	.3	2.6	
FA '96	100	1793	.4	2.1	122	743	.5	1.7	181	948	.7	2.7	143	940	.6	2.5	37	491	.1	1.6	
KACD-FM																					
FA '97	19	490	.1	.4	13	183	.1	.2	26	254	.1	.4	19	292	.1	.3	10	147		.4	
SU '97	30	552	.1	.6	22	181	.1	.3	39	276	.2	.6	53	323	.2	.9	21	201	.1	.8	
SP '97	35	509	.1	.7	27	227	.1	.4	41	239	.2	.6	51	255	.2	.9	29	186	.1	1.2	
WI '97	31	670	.1	.6	28	282	.1	.4	38	291	.2	.5	49	374	.2	.8	20	237	.1	.9	
4-Book	29	555	.1	.6	23	218	.1	.3	36	265	.2	.5	43	311	.2	.7	20	193	.1	.8	
FA '96	36	520	.1	.7	40	293	.2	.5	40	147	.2	.6	40	346	.2	.7	29	260	.1	1.2	
KBCD-FM																					
FA '97	6	118		.1	8	66		.1	4	68		.1	9	51		.2	2	49		.1	
SU '97	14	197	.1	.3	25	132	.1	.4	27	98	.1	.4	17	129	.1	.3	6	87		.2	
SP '97	2	108			9	36		.1					2	35			2	20		.1	
WI '97	5	283		.1	6	66		.1	7	83		.1	5	120		.1	2	86		.1	
4-Book	7	177		.1	12	75		.2	10	62		.2	8	84		.2	3	61		.1	
FA '96	8	234		.2	12	84		.2	13	83	.1	.2	11	120		.2	3	51		.1	
KACE-FM																					
FA '97	49	797	.2	1.0	47	290	.2	.6	54	375	.2	.8	53	401	.2	.9	51	290	.2	2.2	
SU '97	49	846	.2	1.0	86	335	.3	1.2	72	458	.3	1.1	52	398	.2	.9	30	359	.1	1.2	
SP '97	33	642	.1	.7	34	302	.1	.5	42	306	.2	.6	51	357	.2	.9	27	204	.1	1.1	
WI '97	41	655	.2	.9	50	251	.2	.7	51	320	.2	.7	44	291	.2	.7	33	184	.1	1.5	
4-Book	43	735	.2	.9	54	295	.2	.8	55	365	.2	.8	50	362	.2	.9	35	259	.1	1.5	
FA '96	43	766	.2	.9	61	364	.2	.8	62	375	.2	.9	37	325	.1	.6	26	279	.1	1.1	
KRTO-FM																					
FA '97	13	304	.1	.3	10	92		.1	12	70		.2	24	155	.1	.4	12	108		.5	
SU '97	18	204	.1	.4	26	69	.1	.4	32	144	.1	.5	17	136	.1	.3	12	115		.5	
SP '97	30	253	.1	.6	57	177	.2	.8	55	207	.2	.8	21	111	.1	.4	12	93		.5	
WI '97	47	551	.2	1.0	52	214	.2	.7	57	227	.2	.8	54	373	.2	.9	42	240	.2	1.9	
4-Book	27	328	.1	.6	36	138	.1	.5	39	162	.1	.6	29	194	.1	.5	20	139	.1	.9	
FA '96	18	264	.1	.4	19	134	.1	.3	18	158	.1	.3	18	104	.1	.3	23	105	.1	1.0	
KBIG-FM																					
FA '97	87	2358	.3	1.8	109	873	.4	1.5	136	819	.5	2.0	111	1104	.4	1.9	44	664	.2	1.9	
SU '97	105	2718	.4	2.2	131	1137	.5	1.9	149	1037	.6	2.3	133	1271	.5	2.3	45	892	.2	1.8	
SP '97	103	2323	.4	2.1	107	964	.4	1.5	181	1010	.7	2.7	156	1025	.6	2.8	39	660	.2	1.6	
WI '97	138	2457	.6	2.9	168	1013	.7	2.3	272	1217	1.1	3.9	177	1112	.7	3.0	42	680	.2	1.9	
4-Book	108	2464	.4	2.3	129	997	.5	1.8	185	1021	.7	2.7	144	1128	.6	2.5	43	724	.2	1.8	
FA '96	96	2287	.4	2.0	108	895	.4	1.5	173	891	.7	2.5	130	1160	.5	2.3	47	483	.2	2.0	
+KBUA-FM																					
FA '97	9	174		.2	23	90		.3	9	86		.1	7	103		.1	1	16			
SU '97	3	179		.1	4	83		.1	3	48			5	98		.1	2	61		.1	
SP '97	16	247	.1	.3	19	140	.1	.3	28	140	.1	.4	15	108	.1	.3	3	31		.1	
WI '97	6	186		.1	2	73			1	27			12	115		.2	9	56		.4	
4-Book	9	197		.2	12	97		.2	10	75		.1	10	106		.2	4	41		.2	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																					
FA '97	82	1211	.3	1.7	110	569	.4	1.5	97	679	.4	1.4	95	692	.4	1.6	43	419	.2	1.8	
SU '97	66	1385	.3	1.4	75	699	.3	1.1	120	707	.5	1.8	61	687	.2	1.1	26	364	.1	1.0	
SP '97	61	1296	.2	1.3	62	581	.2	.9	86	629	.3	1.3	83	697	.3	1.5	19	305	.1	.8	
WI '97	114	1483	.5	2.4	105	507	.4	1.4	210	918	.8	3.0	138	876	.6	2.3	59	410	.2	2.7	
4-Book	81	1344	.3	1.7	88	589	.3	1.2	128	733	.5	1.9	94	738	.4	1.6	37	375	.2	1.6	
FA '96	104	1483	.4	2.2	153	822	.6	2.1	133	743	.5	2.0	100	808	.4	1.7	67	477	.3	2.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KCBS-FM																			
FA '97	231	4097	.9	4.8	288	1956	1.2	3.9	414	2216	1.7	6.1	310	2577	1.2	5.2	83	1145	.3	3.5
SU '97	150	3446	.6	3.2	195	1570	.8	2.8	217	1763	.9	3.3	193	1723	.8	3.4	77	1101	.3	3.1
SP '97	238	3674	1.0	5.0	286	1684	1.2	4.0	429	2047	1.7	6.3	317	2195	1.3	5.6	96	1114	.4	4.0
WI '97	259	4191	1.0	5.4	347	2045	1.4	4.8	421	2203	1.7	6.0	375	2741	1.5	6.4	91	1215	.4	4.2
4-Book	220	3852	.9	4.6	279	1814	1.2	3.9	370	2057	1.5	5.4	299	2309	1.2	5.2	87	1144	.4	3.7
FA '96	168	3325	.7	3.5	210	1547	.8	2.9	272	1675	1.1	4.0	232	1890	.9	4.0	58	1000	.2	2.4
KFI -AM																				
FA '97	152	2336	.6	3.2	233	1261	.9	3.2	272	1289	1.1	4.0	176	1114	.7	3.0	98	648	.4	4.2
SU '97	136	1825	.5	2.9	199	1004	.8	2.8	249	1014	1.0	3.8	152	956	.6	2.7	80	439	.3	3.2
SP '97	169	2242	.7	3.5	253	1213	1.0	3.5	358	1343	1.4	5.3	244	1283	1.0	4.3	30	454	.1	1.2
WI '97	170	2613	.7	3.5	263	1366	1.1	3.6	299	1471	1.2	4.2	242	1409	1.0	4.1	54	604	.2	2.5
4-Book	157	2254	.6	3.3	237	1211	1.0	3.3	295	1279	1.2	4.3	204	1191	.8	3.5	66	536	.3	2.8
FA '96	187	2602	.8	3.9	278	1350	1.1	3.8	373	1648	1.5	5.5	255	1274	1.0	4.4	54	524	.2	2.3
KFSG-FM																				
FA '97	18	532	.1	.4	36	288	.1	.5	14	84	.1	.2	27	263	.1	.5	8	129	.3	.3
SU '97	19	354	.1	.4	24	203	.1	.3	37	184	.1	.6	21	193	.1	.4	8	75	.3	.3
SP '97	18	433	.1	.4	46	298	.2	.6	7	95	.1	.1	19	169	.1	.3	8	106	.3	.3
WI '97	12	479	.3	.3	17	206	.1	.2	9	146	.1	.1	16	194	.1	.3	6	103	.3	.3
4-Book	17	450	.1	.4	31	249	.1	.4	17	127	.1	.3	21	205	.1	.4	8	103	.3	.3
FA '96	5	274	.1	.1	16	185	.1	.2	3	102	.1	.1	8	107	.1	.1		30		
KFVB-AM																				
FA '97	91	2673	.4	1.9	191	1505	.8	2.6	85	907	.3	1.2	139	1399	.6	2.3	40	419	.2	1.7
SU '97	58	2095	.2	1.2	130	1331	.5	1.9	58	697	.2	.9	99	1203	.4	1.7	23	435	.1	.9
SP '97	58	2001	.2	1.2	120	1285	.5	1.7	46	571	.2	.7	103	972	.4	1.8	31	506	.1	1.3
WI '97	60	2056	.2	1.3	131	1311	.5	1.8	61	664	.2	.9	92	1108	.4	1.6	15	376	.1	.7
4-Book	67	2206	.3	1.4	143	1358	.6	2.0	63	710	.2	.9	108	1171	.5	1.9	27	434	.1	1.2
FA '96	65	2360	.3	1.4	152	1359	.6	2.1	73	857	.3	1.1	89	1101	.4	1.6	24	534	.1	1.0
KIBB-FM																				
FA '97	81	1907	.3	1.7	91	876	.4	1.2	106	843	.4	1.6	144	1118	.6	2.4	39	497	.2	1.7
SU '97	81	1849	.3	1.7	88	769	.4	1.3	139	1036	.6	2.1	107	994	.4	1.9	42	588	.2	1.7
SP '97	77	1451	.3	1.6	66	535	.3	.9	134	831	.5	2.0	96	755	.4	1.7	29	345	.1	1.2
WI '97	73	1663	.3	1.5	107	708	.4	1.5	116	898	.5	1.6	87	871	.4	1.5	36	452	.1	1.6
4-Book	78	1718	.3	1.6	88	722	.4	1.2	124	902	.5	1.8	109	935	.5	1.9	37	471	.2	1.6
FA '96	56	1159	.2	1.2	74	566	.3	1.0	87	608	.4	1.3	56	528	.2	1.0	25	319	.1	1.1
KIEV-AM																				
FA '97	10	198	.2	.2	2	61	.1	.1	28	102	.1	.4	11	77	.2	.2	7	49	.3	.3
SU '97	26	361	.1	.6	5	43	.1	.1	72	285	.3	1.1	51	184	.2	.9	7	84	.3	.3
SP '97	7	124	.1	.1					14	60	.1	.2	24	110	.1	.4	1	16		
WI '97	9	161	.2	.2	2	56	.1	.1	20	105	.1	.3	19	98	.1	.3	6	56	.3	.3
4-Book	13	211	.3	.3	2	40	.1	.1	34	138	.2	.5	26	117	.1	.5	5	51	.2	.2
FA '96	5	210	.1	.1	2	15	.1	.1	16	88	.1	.2	3	32	.1	.1		15		
KIIS-FM																				
FA '97	125	3195	.5	2.6	197	1636	.8	2.7	139	1303	.6	2.0	156	1466	.6	2.6	58	757	.2	2.5
SU '97	159	3248	.6	3.4	230	1746	.9	3.3	227	1613	.9	3.4	206	1560	.8	3.6	79	894	.3	3.2
SP '97	131	3105	.5	2.7	260	1706	1.0	3.6	141	1167	.6	2.1	136	1556	.5	2.4	53	707	.2	2.2
WI '97	98	2463	.4	2.0	192	1306	.8	2.6	124	1099	.5	1.8	127	1227	.5	2.2	37	527	.1	1.7
4-Book	128	3003	.5	2.7	220	1599	.9	3.1	158	1296	.7	2.3	156	1452	.6	2.7	57	721	.2	2.4
FA '96	125	2997	.5	2.6	233	1592	.9	3.2	145	1072	.6	2.1	127	1382	.5	2.2	66	845	.3	2.8
KIKF-FM																				
FA '97	7	284	.1	.1	6	122	.1	.1	9	137	.1	.1	16	153	.1	.3	8	113	.3	.3
SU '97	17	184	.1	.4	33	100	.1	.5	35	132	.1	.5	18	128	.1	.3	4	98	.2	.2
SP '97	27	296	.1	.6	33	168	.1	.5	57	246	.2	.8	37	194	.1	.7	3	49	.1	.1
WI '97	1	91	.1	.1	1	29	.1	.1	2	29	.1	.1	5	62	.1	.1		15		
4-Book	13	214	.1	.3	18	105	.1	.3	26	136	.1	.4	19	134	.1	.4	4	69	.2	.2
FA '96	12	282	.1	.2	13	105	.1	.2	17	125	.1	.3	15	137	.1	.3	2	73	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
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	
KJLH-FM																				
FA '97	36	719	.1	.7	49	255	.2	.7	47	357	.2	.7	27	306	.1	.5	26	289	.1	1.1
SU '97	34	724	.1	.7	27	263	.1	.4	38	282	.2	.6	46	380	.2	.8	24	317	.1	1.0
SP '97	58	871	.2	1.2	51	287	.2	.7	102	412	.4	1.5	66	447	.3	1.2	37	286	.1	1.5
WI '97	79	884	.3	1.6	91	474	.4	1.2	107	473	.4	1.5	94	431	.4	1.6	71	475	.3	3.2
4-Book	52	800	.2	1.1	55	320	.2	.8	74	381	.3	1.1	58	391	.3	1.0	40	342	.2	1.7
FA '96	68	991	.3	1.4	78	515	.3	1.1	75	481	.3	1.1	77	433	.3	1.3	50	370	.2	2.1
KKBT-FM																				
FA '97	178	2249	.7	3.7	324	1296	1.3	4.4	217	1190	.9	3.2	204	1173	.8	3.4	81	613	.3	3.5
SU '97	179	2175	.7	3.8	264	1168	1.1	3.8	213	1233	.9	3.2	231	1238	.9	4.1	89	964	.4	3.6
SP '97	186	2051	.7	3.9	310	1273	1.2	4.3	214	1187	.9	3.2	220	1187	.9	3.9	94	784	.4	3.9
WI '97	209	2329	.8	4.4	389	1408	1.6	5.3	325	1424	1.3	4.6	244	1327	1.0	4.1	70	594	.3	3.2
4-Book	188	2201	.7	4.0	322	1286	1.3	4.5	242	1259	1.0	3.6	225	1231	.9	3.9	84	739	.4	3.6
FA '96	189	2148	.8	3.9	320	1456	1.3	4.3	231	1061	.9	3.4	232	1171	.9	4.0	117	813	.5	4.9
KKGO-FM																				
FA '97	56	1145	.2	1.2	47	400	.2	.6	92	521	.4	1.3	71	562	.3	1.2	35	376	.1	1.5
SU '97	29	901	.1	.6	38	382	.2	.5	46	294	.2	.7	31	321	.1	.5	20	286	.1	.8
SP '97	39	864	.2	.8	47	280	.2	.6	57	339	.2	.8	45	436	.2	.8	30	348	.1	1.2
WI '97	36	879	.1	.8	43	399	.2	.6	54	333	.2	.8	58	461	.2	1.0	23	361	.1	1.0
4-Book	40	947	.2	.9	44	365	.2	.6	62	372	.3	.9	51	445	.2	.9	27	343	.1	1.1
FA '96	48	1110	.2	1.0	46	458	.2	.6	75	486	.3	1.1	60	590	.2	1.0	33	457	.1	1.4
KKHJ-AM																				
FA '97	41	762	.2	.9	50	266	.2	.7	27	252	.1	.4	57	292	.2	1.0	57	278	.2	2.4
SU '97	60	1078	.2	1.3	81	436	.3	1.2	67	458	.3	1.0	83	576	.3	1.5	32	241	.1	1.3
SP '97	67	1074	.3	1.4	77	451	.3	1.1	113	551	.5	1.7	78	430	.3	1.4	61	372	.2	2.5
WI '97	59	963	.2	1.2	104	563	.4	1.4	73	403	.3	1.0	51	430	.2	.9	44	294	.2	2.0
4-Book	57	969	.2	1.2	78	429	.3	1.1	70	416	.3	1.0	67	432	.3	1.2	49	296	.2	2.1
FA '96	93	1322	.4	1.9	227	880	.9	3.1	112	757	.5	1.6	99	538	.4	1.7	43	359	.2	1.8
KKLA-AM																				
FA '97		48							15			1	17							
SU '97													17							
SP '97		17												17						
WI '97																				
4-Book		16				4						9			4					
FA '96		17			1	17							2	17						
KKLA-FM																				
FA '97	19	533	.1	.4	50	373	.2	.7	11	199		.2	31	298	.1	.5	12	130		.5
SU '97	30	378	.1	.6	74	281	.3	1.1	41	184	.2	.6	29	184	.1	.5	17	106	.1	.7
SP '97	29	492	.1	.6	65	302	.3	.9	45	151	.2	.7	48	274	.2	.8	6	76		.2
WI '97	16	443	.1	.3	30	266	.1	.4	20	167	.1	.3	28	272	.1	.5	6	114		.3
4-Book	24	462	.1	.5	55	306	.2	.8	29	175	.1	.5	34	257	.1	.6	10	107		.4
FA '96	20	488	.1	.4	35	302	.1	.5	20	197	.1	.3	33	231	.1	.6	9	136		.4
KLAC-AM																				
FA '97	17	508	.1	.4	25	160	.1	.3	7	115		.1	24	281	.1	.4	21	232	.1	.9
SU '97	12	278		.3	26	117	.1	.4	11	104		.2	14	113	.1	.2	4	112		.2
SP '97	14	491	.1	.3	21	78	.1	.3	9	78		.1	26	250	.1	.5	15	247	.1	.6
WI '97	23	796	.1	.5	16	129	.1	.2	24	103	.1	.3	16	232	.1	.3	32	340	.1	1.5
4-Book	17	518	.1	.4	22	121	.1	.3	13	100		.2	20	219	.1	.4	18	233	.1	.8
FA '96	33	780	.1	.7	38	215	.2	.5	63	131	.3	.9	29	324	.1	.5	23	381	.1	1.0
KLAX-FM																				
FA '97	118	1646	.5	2.5	113	666	.5	1.5	131	808	.5	1.9	196	943	.8	3.3	64	546	.3	2.7
SU '97	110	2043	.4	2.3	127	932	.5	1.8	138	978	.6	2.1	132	1014	.5	2.3	74	537	.3	3.0
SP '97	133	2074	.5	2.8	216	1158	.9	3.0	165	1018	.7	2.4	122	981	.5	2.2	79	700	.3	3.3
WI '97	189	2428	.8	3.9	287	1312	1.2	3.9	248	1396	1.0	3.5	207	1245	.8	3.5	60	573	.2	2.7
4-Book	138	2048	.6	2.9	186	1017	.8	2.6	171	1050	.7	2.5	164	1046	.7	2.8	69	589	.3	2.9
FA '96	224	2898	.9	4.7	341	1630	1.4	4.6	277	1318	1.1	4.1	227	1608	.9	4.0	97	1018	.4	4.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLOS-FM																				
FA '97	263	3979	1.1	5.5	443	2040	1.8	6.0	390	1815	1.6	5.7	339	2415	1.4	5.7	116	1245	.5	5.0
SU '97	191	3214	.8	4.0	354	1629	1.4	5.0	258	1506	1.0	3.9	273	1774	1.1	4.8	72	665	.3	2.9
SP '97	193	3374	.8	4.0	350	1734	1.4	4.8	252	1399	1.0	3.7	252	1910	1.0	4.4	71	840	.3	2.9
WI '97	230	3685	.9	4.8	440	1909	1.8	6.0	352	1851	1.4	5.0	283	2055	1.1	4.8	60	806	.2	2.7
4-Book	219	3563	.9	4.6	397	1828	1.6	5.5	313	1643	1.3	4.6	287	2039	1.2	4.9	80	889	.3	3.4
FA '96	154	3386	.6	3.2	374	1737	1.5	5.1	189	1505	.8	2.8	175	1815	.7	3.1	40	662	.2	1.7
KLSX-FM																				
FA '97	229	3074	.9	4.8	806	2400	3.2	10.9	273	1437	1.1	4.0	173	951	.7	2.9	18	361	.1	.8
SU '97	214	2675	.9	4.5	734	2163	3.0	10.5	282	1469	1.1	4.3	141	866	.6	2.5	38	472	.2	1.5
SP '97	198	2959	.8	4.1	654	2207	2.6	9.0	240	1365	1.0	3.6	123	922	.5	2.2	42	374	.2	1.7
WI '97	184	3013	.7	3.8	641	2151	2.6	8.8	233	1465	.9	3.3	123	937	.5	2.1	30	405	.1	1.4
4-Book	206	2930	.8	4.3	709	2230	2.9	9.8	257	1434	1.0	3.8	140	919	.6	2.4	32	403	.2	1.4
FA '96	223	3245	.9	4.6	773	2431	3.1	10.5	264	1580	1.1	3.9	131	962	.5	2.3	62	461	.2	2.6
KLVE-FM																				
FA '97	289	3440	1.2	6.0	435	1756	1.7	5.9	451	1815	1.8	6.6	320	1880	1.3	5.4	136	1211	.5	5.8
SU '97	267	3632	1.1	5.7	356	2086	1.4	5.1	407	1883	1.6	6.2	298	2029	1.2	5.3	126	1220	.5	5.1
SP '97	313	3776	1.3	6.5	466	2087	1.9	6.4	458	2035	1.8	6.8	317	2059	1.3	5.6	165	1334	.7	6.8
WI '97	276	3443	1.1	5.8	492	2255	2.0	6.7	368	1774	1.5	5.2	251	1797	1.0	4.3	146	1282	.6	6.7
4-Book	286	3573	1.2	6.0	437	2046	1.8	6.0	421	1877	1.7	6.2	297	1941	1.2	5.2	143	1262	.6	6.1
FA '96	318	3958	1.3	6.6	510	2321	2.1	6.9	412	1947	1.7	6.1	327	2090	1.3	5.7	145	1443	.6	6.1
KLYY-FM																				
FA '97	62	1594	.2	1.3	60	649	.2	.8	103	785	.4	1.5	109	999	.4	1.8	31	530	.1	1.3
SU '97	79	1441	.3	1.7	96	613	.4	1.4	135	916	.5	2.0	106	857	.4	1.9	31	500	.1	1.2
SP '97	48	1357	.2	1.0	41	554	.2	.6	64	567	.3	.9	68	933	.3	1.2	26	557	.1	1.1
WI '97	45	1487	.2	.9	48	625	.2	.7	58	680	.2	.8	68	915	.3	1.2	25	447	.1	1.1
4-Book	59	1470	.2	1.2	61	610	.3	.9	90	737	.4	1.3	88	926	.4	1.5	28	509	.1	1.2
FA '96	66	1519	.3	1.4	94	739	.4	1.3	83	715	.3	1.2	92	828	.4	1.6	31	461	.1	1.3
KNX -AM																				
FA '97	73	2385	.3	1.5	131	1248	.5	1.8	68	880	.3	1.0	103	1219	.4	1.7	64	747	.3	2.7
SU '97	76	2583	.3	1.6	179	1568	.7	2.6	56	842	.2	.8	99	1280	.4	1.7	53	641	.2	2.1
SP '97	69	2368	.3	1.4	154	1342	.6	2.1	63	827	.3	.9	81	1124	.3	1.4	41	590	.2	1.7
WI '97	80	2496	.3	1.7	169	1439	.7	2.3	56	972	.2	.8	122	1306	.5	2.1	41	660	.2	1.9
4-Book	75	2458	.3	1.6	158	1399	.6	2.2	61	880	.3	.9	101	1232	.4	1.7	50	660	.2	2.1
FA '96	93	2750	.4	1.9	189	1601	.8	2.6	62	1005	.2	.9	146	1443	.6	2.5	59	901	.2	2.5
KOST-FM																				
FA '97	158	2768	.6	3.3	177	1207	.7	2.4	267	1298	1.1	3.9	224	1421	.9	3.8	75	849	.3	3.2
SU '97	164	3168	.7	3.5	175	1299	.7	2.5	251	1416	1.0	3.8	233	1596	.9	4.1	88	1069	.4	3.5
SP '97	129	2671	.5	2.7	152	1182	.6	2.1	200	1087	.8	3.0	154	1343	.6	2.7	81	833	.3	3.3
WI '97	106	2417	.4	2.2	107	915	.4	1.5	147	929	.6	2.1	153	1121	.6	2.6	84	786	.3	3.8
4-Book	139	2756	.6	2.9	153	1151	.6	2.1	216	1183	.9	3.2	191	1370	.8	3.3	82	884	.3	3.5
FA '96	144	2729	.6	3.0	142	1092	.6	1.9	216	1159	.9	3.2	235	1605	.9	4.1	84	833	.3	3.5
KPWR-FM																				
FA '97	112	2441	.4	2.3	132	1051	.5	1.8	160	1110	.6	2.3	150	1188	.6	2.5	53	595	.2	2.3
SU '97	122	2867	.5	2.6	120	1128	.5	1.7	153	1412	.6	2.3	135	1335	.5	2.4	103	974	.4	4.2
SP '97	104	2556	.4	2.2	139	1145	.6	1.9	139	1264	.6	2.1	123	1346	.5	2.2	60	808	.2	2.5
WI '97	139	2747	.6	2.9	166	1335	.7	2.3	187	1484	.8	2.7	171	1347	.7	2.9	98	841	.4	4.5
4-Book	119	2653	.5	2.5	139	1165	.6	1.9	160	1318	.7	2.4	145	1304	.6	2.5	79	805	.3	3.4
FA '96	127	2366	.5	2.6	150	1097	.6	2.0	153	1128	.6	2.3	143	1310	.6	2.5	106	845	.4	4.5
KRLA-AM																				
FA '97	29	704	.1	.6	31	259	.1	.4	24	270	.1	.4	47	419	.2	.8	19	268	.1	.8
SU '97	39	754	.2	.8	64	338	.3	.9	45	311	.2	.7	47	401	.2	.8	24	197	.1	1.0
SP '97	36	472	.1	.8	27	200	.1	.4	38	266	.2	.6	31	252	.1	.5	48	250	.2	2.0
WI '97	34	553	.1	.7	55	239	.2	.8	53	271	.2	.8	27	281	.1	.5	12	194	.1	.5
4-Book	35	621	.1	.7	44	259	.2	.6	40	280	.2	.6	38	338	.2	.7	26	227	.1	1.1
FA '96	41	682	.2	.9	65	327	.3	.9	90	443	.4	1.3	34	281	.1	.6	15	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

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																				
FA '97	167	3184	.7	3.5	288	1647	1.2	3.9	227	1436	.9	3.3	194	1651	.8	3.3	85	1067	.3	3.6
SU '97	172	3111	.7	3.6	271	1608	1.1	3.9	237	1780	1.0	3.6	195	1813	.8	3.4	90	1099	.4	3.6
SP '97	196	3100	.8	4.1	394	1726	1.6	5.4	253	1503	1.0	3.7	210	1608	.8	3.7	93	1090	.4	3.8
WI '97	184	3213	.7	3.8	373	1825	1.5	5.1	209	1518	.8	3.0	197	1677	.8	3.3	92	1045	.4	4.2
4-Book	180	3152	.7	3.8	332	1702	1.4	4.6	232	1559	.9	3.4	199	1687	.8	3.4	90	1075	.4	3.8
FA '96	194	3074	.8	4.0	272	1466	1.1	3.7	318	1700	1.3	4.7	219	1583	.9	3.8	100	1062	.4	4.2
KRRA-AM																				
FA '97	11	239	.2	.2	24	75	.1	.3	13	95	.1	.2	11	61	.2	.2	2	31	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	22	190	.1	.5	27	158	.1	.4	36	140	.1	.5	24	143	.1	.4	16	96	.1	.7
WI '97	18	278	.1	.4	25	96	.1	.3	27	140	.1	.4	20	159	.1	.3	12	34	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	26	300	.1	.5	44	139	.2	.6	49	162	.2	.7	32	171	.1	.6	4	69	.2	.2
KRTH-FM																				
FA '97	195	3458	.8	4.1	291	1686	1.2	3.9	332	1745	1.3	4.9	213	1553	.9	3.6	58	813	.2	2.5
SU '97	171	3313	.7	3.6	214	1382	.9	3.1	263	1511	1.1	4.0	216	1588	.9	3.8	89	870	.4	3.6
SP '97	159	3457	.6	3.3	219	1643	.9	3.0	249	1451	1.0	3.7	168	1490	.7	3.0	70	814	.3	2.9
WI '97	154	3040	.6	3.2	220	1337	.9	3.0	281	1409	1.1	4.0	184	1473	.7	3.1	42	721	.2	1.9
4-Book	170	3317	.7	3.6	236	1512	1.0	3.3	281	1529	1.1	4.2	195	1526	.8	3.4	65	805	.3	2.7
FA '96	175	3056	.7	3.6	257	1354	1.0	3.5	278	1393	1.1	4.1	197	1466	.8	3.4	70	829	.3	3.0
KSCA-FM																				
FA '97	318	2944	1.3	6.6	700	2290	2.8	9.5	503	1870	2.0	7.4	181	1147	.7	3.1	90	818	.4	3.8
SU '97	303	3289	1.2	6.4	711	2331	2.9	10.1	407	2152	1.6	6.2	228	1423	.9	4.0	87	841	.4	3.5
SP '97	276	3053	1.1	5.8	577	2137	2.3	8.0	340	1866	1.4	5.0	243	1534	1.0	4.3	111	891	.4	4.6
WI '97	234	2190	.9	4.9	298	1256	1.2	4.1	360	1292	1.5	5.1	239	1410	1.0	4.1	118	802	.5	5.4
4-Book	283	2869	1.1	5.9	572	2004	2.3	7.9	403	1795	1.6	5.9	223	1379	.9	3.9	102	838	.4	4.3
FA '96	99	1629	.4	2.1	91	736	.4	1.2	165	880	.7	2.4	140	1002	.6	2.4	43	480	.2	1.8
+KSSE-FM																				
FA '97	60	961	.2	1.2	63	415	.3	.9	69	528	.3	1.0	87	575	.3	1.5	39	386	.2	1.7
SU '97	54	1017	.2	1.1	37	422	.1	.5	95	620	.4	1.4	56	488	.2	1.0	28	431	.1	1.1
SP '97	34	737	.1	.7	28	156	.1	.4	42	348	.2	.6	35	322	.1	.6	22	201	.1	.9
WI '97	21	448	.1	.4	17	131	.1	.2	39	249	.2	.6	31	252	.1	.5	8	98	.4	.4
4-Book	42	791	.2	.9	36	281	.2	.5	61	436	.3	.9	52	409	.2	.9	24	279	.1	1.0
FA '96	29	661	.1	.6	52	258	.2	.7	52	332	.2	.8	27	252	.1	.5	4	105	.2	.2
KTNQ-AM																				
FA '97	162	1791	.6	3.4	209	834	.8	2.8	148	690	.6	2.2	263	952	1.1	4.4	151	689	.6	6.5
SU '97	164	1833	.7	3.5	265	917	1.1	3.8	161	745	.6	2.4	265	1098	1.1	4.7	124	786	.5	5.0
SP '97	175	1772	.7	3.6	249	808	1.0	3.4	184	786	.7	2.7	263	1077	1.1	4.6	141	786	.6	5.8
WI '97	135	1618	.5	2.8	237	914	1.0	3.3	118	560	.5	1.7	177	798	.7	3.0	108	595	.4	4.9
4-Book	159	1754	.6	3.3	240	868	1.0	3.3	153	695	.6	2.3	242	981	1.0	4.2	131	714	.5	5.6
FA '96	202	1803	.8	4.2	289	876	1.2	3.9	201	644	.8	3.0	239	959	1.0	4.2	205	1070	.8	8.6
KTWV-FM																				
FA '97	166	2509	.7	3.5	178	1114	.7	2.4	301	1170	1.2	4.4	194	1355	.8	3.3	83	834	.3	3.5
SU '97	155	2485	.6	3.3	188	1071	.8	2.7	242	1298	1.0	3.7	170	1212	.7	3.0	102	867	.4	4.1
SP '97	168	2468	.7	3.5	203	1165	.8	2.8	237	1271	1.0	3.5	219	1385	.9	3.9	86	699	.3	3.5
WI '97	194	2548	.8	4.0	216	1285	.9	3.0	303	1140	1.2	4.3	258	1624	1.0	4.4	74	849	.3	3.4
4-Book	171	2503	.7	3.6	196	1159	.8	2.7	271	1220	1.1	4.0	210	1394	.9	3.7	86	812	.3	3.6
FA '96	165	2505	.7	3.4	188	1242	.8	2.6	251	1342	1.0	3.7	227	1501	.9	4.0	94	1006	.4	4.0
KWKV-AM																				
FA '97	40	499	.2	.8	65	232	.3	.9	82	221	.3	1.2	40	235	.2	.7	10	89	.4	.4
SU '97	38	488	.2	.8	60	211	.2	.9	58	290	.2	.9	22	152	.1	.4	29	158	.1	1.2
SP '97	47	810	.2	1.0	67	411	.3	.9	49	309	.2	.7	37	265	.1	.7	33	190	.1	1.4
WI '97	57	869	.2	1.2	106	430	.4	1.5	120	495	.5	1.7	48	284	.2	.8	4	31	.2	.2
4-Book	46	667	.2	1.0	75	321	.3	1.1	77	329	.3	1.1	37	234	.2	.7	19	117	.1	.8
FA '96	104	1173	.4	2.2	179	652	.7	2.4	214	689	.9	3.1	80	435	.3	1.4	22	197	.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 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWVE-FM																				
FA '97	21	457	.1	.4	34	212	.1	.5	22	131	.1	.3	29	219	.1	.5	8	119		.3
SU '97	38	560	.2	.8	45	319	.2	.6	41	234	.2	.6	53	355	.2	.9	25	234	.1	1.0
SP '97	25	648	.1	.5	43	344	.2	.6	24	245	.1	.4	27	250	.1	.5	17	201	.1	.7
WI '97	30	489	.1	.6	40	264	.2	.5	39	229	.2	.6	59	264	.2	1.0	12	150		.5
4-Book	29	539	.1	.6	41	285	.2	.6	32	210	.2	.5	42	272	.2	.7	16	176	.1	.6
FA '96	17	518	.1	.4	23	259	.1	.3	18	222	.1	.3	31	290	.1	.5	10	122		.4
KXMG-AM																				
FA '97	24	265	.1	.5	44	138	.2	.6	28	138	.1	.4	22	110	.1	.4	13	96	.1	.6
SU '97	70	779	.3	1.5	95	526	.4	1.4	125	391	.5	1.9	80	433	.3	1.4	22	198	.1	.9
SP '97	44	696	.2	.9	47	302	.2	.6	55	383	.2	.8	51	433	.2	.9	31	236	.1	1.3
WI '97	58	643	.2	1.2	45	267	.2	.6	90	361	.4	1.3	89	459	.4	1.5	44	248	.2	2.0
4-Book	49	596	.2	1.0	58	308	.3	.8	75	318	.3	1.1	61	359	.3	1.1	28	195	.1	1.2
FA '96	34	542	.1	.7	49	237	.2	.7	40	235	.2	.6	35	296	.1	.6	23	286	.1	1.0
KYSR-FM																				
FA '97	160	3163	.6	3.3	194	1404	.8	2.6	271	1649	1.1	4.0	194	1827	.8	3.3	84	1103	.3	3.6
SU '97	129	3156	.5	2.7	113	1156	.5	1.6	189	1485	.8	2.9	198	1606	.8	3.5	45	915	.2	1.8
SP '97	144	2824	.6	3.0	177	1332	.7	2.4	231	1589	.9	3.4	172	1642	.7	3.0	73	1006	.3	3.0
WI '97	114	2959	.5	2.4	136	1411	.5	1.9	197	1435	.8	2.8	155	1464	.6	2.6	52	768	.2	2.4
4-Book	137	3026	.6	2.9	155	1326	.6	2.1	222	1540	.9	3.3	180	1635	.7	3.1	64	948	.3	2.7
FA '96	100	2368	.4	2.1	142	1150	.6	1.9	153	1036	.6	2.3	130	1324	.5	2.3	35	662	.1	1.5
KZLA-FM																				
FA '97	100	1509	.4	2.1	135	858	.5	1.8	146	715	.6	2.1	132	890	.5	2.2	31	414	.1	1.3
SU '97	115	1308	.5	2.4	149	772	.6	2.1	195	906	.8	2.9	148	899	.6	2.6	44	570	.2	1.8
SP '97	111	1451	.4	2.3	139	682	.6	1.9	181	777	.7	2.7	145	888	.6	2.6	39	448	.2	1.6
WI '97	96	1374	.4	2.0	125	774	.5	1.7	158	724	.6	2.2	131	894	.5	2.2	25	392	.1	1.1
4-Book	106	1411	.4	2.2	137	772	.6	1.9	170	781	.7	2.5	139	893	.6	2.4	35	456	.2	1.5
FA '96	117	1534	.5	2.4	136	738	.5	1.8	218	911	.9	3.2	123	846	.5	2.1	37	480	.1	1.6
KFRG-FM																				
FA '97	7	306		.1	7	124		.1	10	150		.1	13	167	.1	.2	3	77		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	454		.2	6	86		.1	28	119	.1	.4	14	243	.1	.2	7	164		.3
XTRA-AM																				
FA '97	73	1721	.3	1.5	84	638	.3	1.1	126	771	.5	1.8	118	955	.5	2.0	29	432	.1	1.2
SU '97	67	1343	.3	1.4	55	516	.2	.8	177	814	.7	2.7	98	834	.4	1.7	10	244		.4
SP '97	73	1469	.3	1.5	112	666	.5	1.5	160	751	.6	2.4	111	985	.4	2.0	10	261		.4
WI '97	93	1815	.4	1.9	114	851	.5	1.6	193	971	.8	2.7	148	1079	.6	2.5	20	433	.1	.9
4-Book	77	1587	.3	1.6	91	668	.4	1.3	164	827	.7	2.4	119	963	.5	2.1	17	343	.1	.7
FA '96	91	1726	.4	1.9	96	678	.4	1.3	179	1038	.7	2.6	141	1090	.6	2.5	23	417	.1	1.0
TOTALS																				
FA '97	4807	24245	19.2		7378	21434	29.5		6817	18925	27.2		5921	20742	23.7		2341	14242	9.4	
SU '97	4725	23871	19.0		7014	20995	28.3		6612	18732	26.7		5661	20523	22.8		2481	14611	10.0	
SP '97	4800	23933	19.4		7238	21138	29.2		6757	18557	27.2		5669	20607	22.9		2425	14606	9.8	
WI '97	4799	23831	19.3		7289	21075	29.4		7040	18743	28.4		5886	20969	23.7		2191	13453	8.8	
4-Book	4783	23970	19.2		7230	21161	29.1		6807	18739	27.4		5784	20710	23.3		2360	14228	9.5	
FA '96	4808	23809	19.4		7362	21203	29.7		6796	18279	27.4		5737	20375	23.1		2370	14697	9.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
FA '97	127	1190	.5	1.9	44	619	.2	1.4	50	178	.2	1.3	76	241	.3	1.5	54	145	.2	1.5
4-Book	129	1435	.5	1.9	46	645	.2	1.5	59	178	.3	1.6	61	200	.3	1.2	37	145	.1	1.0
KACD-FM																				
FA '97	20	434	.1	.3	25	272	.1	.8	12	58	.3	.5	46	101	.2	.9	29	87	.1	.8
4-Book	34	464	.2	.5	26	296	.1	.8	17	56	.1	.5	45	138	.2	.9	37	108	.2	1.0
KBCD-FM																				
FA '97	7	101	.1	.1	7	68	.2	.2	4	17	.1	.1	20	33	.1	.4	6	33	.2	.2
4-Book	10	139	.2	.2	4	68	.1	.1	2	9	.1	.1	13	42	.1	.2	3	16	.1	.1
KACE-FM																				
FA '97	52	577	.2	.8	44	466	.2	1.4	73	219	.3	1.9	46	177	.2	.9	50	180	.2	1.4
4-Book	53	579	.2	.8	30	358	.1	.9	26	79	.1	.7	45	146	.2	.9	39	121	.2	1.1
KRTO-FM																				
FA '97	15	194	.1	.2	9	176	.1	.3	12	69	.3	.3	11	61	.1	.2	15	63	.1	.4
4-Book	35	282	.2	.5	18	187	.1	.6	24	66	.1	.7	21	71	.1	.4	21	66	.1	.6
KBIG-FM																				
FA '97	120	1671	.5	1.8	56	1073	.2	1.8	51	225	.2	1.4	71	287	.3	1.4	46	235	.2	1.3
4-Book	155	1785	.7	2.4	70	1173	.3	2.2	52	227	.2	1.4	102	375	.4	2.0	60	246	.3	1.7
+KBUA-FM																				
FA '97	13	131	.1	.2	7	91	.2	.2	4	14	.1	.1	11	60	.2	.2	2	14	.1	.1
4-Book	11	171	.1	.2	8	83	.2	.2	9	19	.2	.2	10	34	.2	.2	7	22	.1	.2
KBUE-FM																				
FA '97	100	1059	.4	1.5	74	691	.3	2.4	104	210	.4	2.8	99	332	.4	2.0	84	243	.3	2.3
4-Book	105	1160	.4	1.6	66	714	.3	2.1	82	196	.3	2.2	113	313	.5	2.2	77	234	.3	2.1
KCBS-FM																				
FA '97	343	3527	1.4	5.1	132	2061	.5	4.3	156	547	.6	4.2	272	974	1.1	5.4	177	630	.7	4.9
4-Book	320	3286	1.3	4.8	131	1988	.5	4.2	152	563	.6	4.0	252	887	1.0	4.9	159	522	.6	4.3
KFI -AM																				
FA '97	231	2000	.9	3.4	46	798	.2	1.5	84	268	.3	2.2	89	304	.4	1.8	42	123	.2	1.2
4-Book	249	2032	1.0	3.8	54	843	.2	1.7	97	335	.4	2.6	125	402	.5	2.4	44	139	.2	1.2
KFSG-FM																				
FA '97	25	403	.1	.4	13	275	.1	.4	16	54	.1	.4	5	45	.1	.1	9	45	.3	.3
4-Book	23	368	.1	.4	13	220	.1	.4	20	66	.1	.5	16	64	.1	.3	12	33	.4	.4
KFWB-AM																				
FA '97	134	2390	.5	2.0	50	1152	.2	1.6	69	351	.3	1.8	68	343	.3	1.4	55	269	.2	1.5
4-Book	101	1987	.4	1.5	33	870	.1	1.1	58	298	.3	1.5	47	241	.2	.9	37	183	.1	1.0
KIBB-FM																				
FA '97	113	1638	.5	1.7	51	885	.2	1.7	72	212	.3	1.9	66	267	.3	1.3	82	314	.3	2.3
4-Book	108	1473	.5	1.7	52	812	.2	1.7	42	195	.2	1.1	87	325	.4	1.7	66	253	.3	1.8
KIEV-AM																				
FA '97	15	165	.1	.2	2	90	.1	.1	1	15	.1	.1	5	33	.1	.1	5	43	.1	.1
4-Book	22	187	.1	.3	4	81	.1	.1	1	8	.1	.1	11	46	.2	.2	10	41	.1	.3
KIIS-FM																				
FA '97	162	2585	.6	2.4	105	1724	.4	3.4	111	411	.4	3.0	182	669	.7	3.6	169	553	.7	4.7
4-Book	176	2549	.7	2.7	92	1492	.4	2.9	114	422	.5	3.0	165	569	.7	3.2	125	444	.5	3.4
KIKF-FM																				
FA '97	10	234	.1	.1	2	128	.1	.1	6	15	.2	.2					4	50	.1	.1
4-Book	21	198	.1	.3	5	89	.2	.2	6	16	.2	.2	12	27	.1	.2	7	38	.1	.2
KJLH-FM																				
FA '97	41	541	.2	.6	34	478	.1	1.1	25	76	.1	.7	38	127	.2	.8	71	188	.3	2.0
4-Book	63	621	.3	.9	40	478	.2	1.3	27	69	.1	.7	51	162	.2	1.0	65	160	.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

Men 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
FA '97	246	1897	1.0	3.7	124	1217	.5	4.0	132	332	.5	3.5	211	501	.8	4.2	185	464	.7	5.1
4-Book	262	1921	1.1	3.9	129	1188	.5	4.1	140	350	.6	3.7	212	537	.9	4.1	185	492	.7	5.0
KKGO-FM																				
FA '97	72	860	.3	1.1	42	560	.2	1.4	32	152	.1	.9	42	99	.2	.8	42	173	.2	1.2
4-Book	53	722	.2	.8	26	444	.1	.9	21	87	.1	.6	29	105	.1	.6	36	144	.2	1.0
KKHJ-AM																				
FA '97	43	500	.2	.6	26	307	.1	.8	38	79	.2	1.0	41	117	.2	.8	3	14		.1
4-Book	72	794	.3	1.1	36	400	.2	1.1	51	133	.2	1.4	58	149	.3	1.1	25	62	.1	.7
KKLA-AM																				
FA '97		33				15											1	15		
4-Book		13				4												4		
KKLA-FM																				
FA '97	29	449	.1	.4	6	192		.2	23	91	.1	.6	2	18						
4-Book	39	414	.2	.6	6	135		.2	14	49	.1	.4	3	19		.1	5	11		.1
KLAC-AM																				
FA '97	18	377	.1	.3	13	181	.1	.4	11	29		.3	7	34		.1	19	45	.1	.5
4-Book	18	313	.1	.3	12	217	.1	.4	14	35	.1	.4	8	30		.1	8	29		.2
KLAX-FM																				
FA '97	146	1439	.6	2.2	107	906	.4	3.5	115	313	.5	3.1	119	288	.5	2.4	125	293	.5	3.5
4-Book	173	1773	.7	2.6	122	1156	.5	3.9	148	376	.6	3.9	179	451	.7	3.5	156	357	.6	4.3
KLOS-FM																				
FA '97	391	3558	1.6	5.8	133	1698	.5	4.3	178	557	.7	4.8	306	895	1.2	6.1	135	579	.5	3.8
4-Book	331	3132	1.3	5.0	115	1532	.5	3.7	137	459	.6	3.7	228	717	.9	4.5	135	491	.5	3.7
KLSX-FM																				
FA '97	406	2739	1.6	6.0	55	771	.2	1.8	79	227	.3	2.1	98	323	.4	1.9	41	168	.2	1.1
4-Book	360	2603	1.4	5.4	50	767	.2	1.6	55	186	.2	1.4	62	211	.3	1.2	44	145	.2	1.2
KLVE-FM																				
FA '97	406	2976	1.6	6.0	185	2047	.7	6.0	254	675	1.0	6.8	295	810	1.2	5.9	206	608	.8	5.7
4-Book	388	3132	1.6	5.9	203	2122	.8	6.4	304	809	1.2	8.1	335	858	1.4	6.5	193	553	.8	5.2
KLYY-FM																				
FA '97	92	1321	.4	1.4	32	800	.1	1.0	23	129	.1	.6	54	259	.2	1.1	43	171	.2	1.2
4-Book	81	1248	.3	1.3	41	738	.2	1.3	21	119	.1	.6	64	302	.3	1.3	41	161	.2	1.1
KNX -AM																				
FA '97	98	2004	.4	1.5	35	997	.1	1.1	38	167	.2	1.0	35	254	.1	.7	47	193	.2	1.3
4-Book	103	2127	.4	1.6	40	937	.2	1.3	66	252	.3	1.8	46	244	.2	.9	40	192	.2	1.1
KOST-FM																				
FA '97	226	2100	.9	3.4	93	1284	.4	3.0	67	269	.3	1.8	109	391	.4	2.2	96	309	.4	2.7
4-Book	189	2122	.8	2.9	90	1304	.4	2.9	80	277	.3	2.1	121	426	.5	2.4	101	344	.4	2.7
KPWR-FM																				
FA '97	148	2038	.6	2.2	87	1233	.3	2.8	67	213	.3	1.8	154	454	.6	3.1	106	336	.4	2.9
4-Book	149	2198	.6	2.2	94	1311	.4	3.0	78	271	.3	2.1	147	527	.6	2.9	115	372	.5	3.1
KRLA-AM																				
FA '97	33	535	.1	.5	30	361	.1	1.0	47	119	.2	1.3	26	103	.1	.5	46	137	.2	1.3
4-Book	41	482	.2	.6	30	319	.1	1.0	37	96	.2	1.0	39	95	.2	.7	28	88	.1	.8
KROQ-FM																				
FA '97	236	2590	.9	3.5	99	1672	.4	3.2	127	467	.5	3.4	152	704	.6	3.0	125	466	.5	3.5
4-Book	253	2693	1.0	3.8	110	1676	.5	3.5	118	416	.5	3.1	191	703	.8	3.7	135	423	.6	3.7
KRRA-AM																				
FA '97	16	153	.1	.2	10	118		.3					18	31	.1	.4	23	47	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KRTH-FM																				
FA '97	283	2725	1.1	4.2	132	1676	.5	4.3	152	430	.6	4.1	280	694	1.1	5.6	146	457	.6	4.1
4-Book	241	2628	1.0	3.6	115	1608	.5	3.7	146	425	.6	3.9	228	677	.9	4.5	137	418	.6	3.8
KSCA-FM																				
FA '97	465	2689	1.9	6.9	212	1817	.8	6.9	457	974	1.8	12.2	357	896	1.4	7.1	206	529	.8	5.7
4-Book	399	2643	1.6	6.0	200	1734	.8	6.4	426	903	1.7	11.2	323	834	1.3	6.3	210	515	.8	5.7
+KSSE-FM																				
FA '97	73	819	.3	1.1	52	647	.2	1.7	32	111	.1	.9	107	286	.4	2.1	41	142	.2	1.1
4-Book	51	625	.2	.8	39	458	.2	1.3	31	91	.1	.8	82	217	.3	1.6	44	121	.2	1.2
KTNQ-AM																				
FA '97	202	1539	.8	3.0	99	1031	.4	3.2	113	233	.5	3.0	94	249	.4	1.9	126	334	.5	3.5
4-Book	207	1531	.8	3.1	92	863	.4	2.9	141	274	.6	3.7	98	254	.4	1.9	109	259	.5	3.0
KTWV-FM																				
FA '97	230	1999	.9	3.4	109	1330	.4	3.5	111	374	.4	3.0	185	508	.7	3.7	112	336	.4	3.1
4-Book	230	2019	.9	3.5	124	1371	.5	4.0	109	345	.4	2.9	201	549	.8	3.9	159	435	.6	4.3
KWKV-AM																				
FA '97	64	440	.3	1.0	19	190	.1	.6	58	86	.2	1.5	20	59	.1	.4	13	41	.1	.4
4-Book	64	544	.3	1.0	31	293	.1	1.0	79	136	.3	2.1	61	141	.3	1.2	30	85	.2	.8
KWVE-FM																				
FA '97	28	316	.1	.4	18	263	.1	.6	29	105	.1	.8	36	98	.1	.7	29	111	.1	.8
4-Book	38	442	.2	.6	22	260	.1	.7	25	82	.1	.7	20	61	.1	.4	19	65	.1	.5
KXMG-AM																				
FA '97	31	209	.1	.5	21	194	.1	.7	47	101	.2	1.3	34	91	.1	.7	17	56	.1	.5
4-Book	65	500	.3	1.0	36	328	.2	1.1	42	121	.2	1.1	73	151	.3	1.4	55	141	.2	1.5
KYSR-FM																				
FA '97	223	2633	.9	3.3	98	1428	.4	3.2	79	347	.3	2.1	203	608	.8	4.0	111	407	.4	3.1
4-Book	188	2443	.8	2.8	95	1522	.4	3.0	88	332	.4	2.3	172	650	.7	3.4	112	429	.4	3.0
KZLA-FM																				
FA '97	138	1246	.6	2.1	80	951	.3	2.6	78	213	.3	2.1	148	493	.6	2.9	118	381	.5	3.3
4-Book	151	1207	.6	2.3	73	817	.3	2.3	83	235	.3	2.2	138	411	.6	2.7	93	288	.4	2.6
KFRG-FM																				
FA '97	10	262	.1	.1	5	112	.2	.2					3	16	.1	.1	6	29	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	111	1396	.4	1.7	37	831	.1	1.2	71	209	.3	1.9	43	152	.2	.9	56	215	.2	1.6
4-Book	128	1429	.5	2.0	26	538	.1	.8	46	145	.2	1.2	40	166	.2	.8	39	130	.2	1.1
TOTALS																				
FA '97	6713	23791	26.8		3071	19711	12.3		3747	9244	15.0		5033	12086	20.1		3598	9599	14.4	
4-Book	6622	23629	26.7		3138	19510	12.6		3778	9461	15.2		5149	12134	20.7		3671	9263	14.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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																				
FA '97	17	58	.1	.8	65	185	.3	2.8	33	151	.1	.9	31	112	.1	1.1	30	128	.1	1.9
4-Book	23	76	.1	1.1	48	126	.2	2.2	70	208	.3	1.9	50	164	.2	1.7	20	81	.1	1.3
KACD-FM																				
FA '97	16	43	.1	.8	8	43	.3	.3	30	131	.1	.9	35	115	.1	1.3	20	84	.1	1.3
4-Book	24	71	.1	1.2	5	25	.2	.2	28	119	.1	.8	26	74	.1	.9	22	82	.1	1.4
KBCD-FM																				
FA '97	13	16	.1	.6	6	35	.3	.3	4	16	.1	.1	2	17	.1	.1				
4-Book	4	9	.1	.2	2	13	.1	.1	5	21	.1	.1	1	13	.1	.1	1	5		.1
KACE-FM																				
FA '97	43	96	.2	2.1	22	84	.1	1.0	52	130	.2	1.5	25	100	.1	.9	40	83	.2	2.5
4-Book	28	89	.2	1.4	11	35	.5	.5	27	90	.1	.8	33	107	.1	1.2	27	92	.1	1.7
KRTO-FM																				
FA '97	8	14	.1	.4	8	53	.3	.3	7	45	.2	.2	9	48	.3	.3	5	29	.3	.3
4-Book	17	46	.1	.8	14	39	.6	.6	18	54	.1	.5	17	65	.1	.6	9	30		.6
KBIG-FM																				
FA '97	86	285	.3	4.2	51	137	.2	2.2	76	302	.3	2.2	33	176	.1	1.2	28	124	.1	1.8
4-Book	110	369	.4	5.2	51	178	.2	2.3	74	286	.3	2.1	54	206	.2	1.9	40	149	.2	2.6
+KBUA-FM																				
FA '97	2	16	.1	.1	2	17	.1	.1	22	60	.1	.6					9	17	.6	.6
4-Book	3	8	.2	.2	5	12	.2	.2	12	38	.1	.3	8	23	.1	.3	5	16		.3
KBUE-FM																				
FA '97	50	117	.2	2.4	45	131	.2	1.9	90	230	.4	2.6	84	221	.3	3.0	43	106	.2	2.7
4-Book	40	114	.2	1.9	51	151	.2	2.3	73	206	.3	2.1	65	177	.3	2.3	33	108	.1	2.1
KCBS-FM																				
FA '97	57	247	.2	2.8	66	236	.3	2.9	183	598	.7	5.2	108	449	.4	3.9	34	224	.1	2.1
4-Book	71	276	.3	3.4	69	292	.3	3.1	167	602	.7	4.6	128	493	.5	4.4	49	231	.2	3.0
KFI -AM																				
FA '97	26	91	.1	1.3	29	101	.1	1.3	35	163	.1	1.0	48	178	.2	1.7	20	74	.1	1.3
4-Book	22	77	.1	1.0	42	134	.2	2.0	49	188	.2	1.4	35	123	.2	1.2	19	72	.1	1.2
KFSG-FM																				
FA '97	18	80	.1	.9	22	118	.1	1.0	14	62	.1	.4	14	63	.1	.5	5	46	.3	.3
4-Book	11	46	.5	.5	23	86	.1	1.1	9	45	.3	.3	9	35	.3	.3	5	23		.3
KFWB-AM																				
FA '97	30	127	.1	1.5	51	185	.2	2.2	47	242	.2	1.3	61	217	.2	2.2	23	133	.1	1.4
4-Book	13	68	.1	.6	43	196	.2	1.9	31	183	.1	.8	24	106	.1	.9	13	82		.8
KIBB-FM																				
FA '97	37	153	.1	1.8	64	168	.3	2.8	49	201	.2	1.4	41	218	.2	1.5	10	47	.6	.6
4-Book	40	176	.2	1.9	36	137	.2	1.6	67	272	.3	1.8	49	207	.2	1.7	28	111	.1	1.8
KIEV-AM																				
FA '97													1	13			3	14	.2	.2
4-Book	2	7	.1	.1	1	3			1	7			2	14	.1	.1	1	7		.1
KIIS-FM																				
FA '97	66	238	.3	3.2	104	375	.4	4.5	103	456	.4	2.9	68	308	.3	2.4	43	187	.2	2.7
4-Book	47	236	.2	2.2	61	226	.3	2.7	115	440	.5	3.2	75	294	.3	2.6	32	173	.1	2.0
KIKF-FM																				
FA '97	1	15			2	32	.1	.1	2	48	.1	.1	2	15	.1	.1	1	16	.1	.1
4-Book	3	16	.1	.1	3	17	.1	.1	4	25	.1	.1	5	12	.2	.2	2	12		.1
KJLH-FM																				
FA '97	54	147	.2	2.6	25	58	.1	1.1	30	137	.1	.9	24	31	.1	.9	8	10	.5	.5
4-Book	46	132	.2	2.2	35	87	.2	1.6	50	158	.2	1.4	38	108	.2	1.3	14	39		.9

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	
KKBT-FM																				
FA '97	111	366	.4	5.4	101	255	.4	4.4	80	230	.3	2.3	110	296	.4	4.0	68	222	.3	4.3
4-Book	114	329	.5	5.4	76	223	.3	3.4	109	298	.5	3.0	115	297	.4	4.0	78	217	.3	4.8
KKGO-FM																				
FA '97	46	116	.2	2.3	26	126	.1	1.1	50	199	.2	1.4	51	134	.2	1.8	41	73	.2	2.6
4-Book	26	89	.1	1.3	11	53	.5	.5	31	113	.1	.9	28	92	.1	1.0	25	74	.1	1.6
KKHJ-AM																				
FA '97	28	69	.1	1.4	14	28	.1	.6	13	59	.1	.4	24	41	.1	.9	44	86	.2	2.8
4-Book	29	88	.1	1.4	20	58	.1	.9	38	106	.2	1.1	38	62	.2	1.3	28	74	.1	1.8
KKLA-AM																				
FA '97																				
4-Book																				
KKLA-FM																				
FA '97					16	83	.1	.7	4	37	.1					9	32		.6	
4-Book	1	7			14	62	.1	.6	3	30	.1		3	16		7	22		.5	
KLAC-AM																				
FA '97					1	12			8	12	.2		19	76	.1	.7	37	104	.1	2.3
4-Book	2	16		.1	3	14		.2	22	65	.1	.6	16	68	.1	.6	23	69	.1	1.5
KLAX-FM																				
FA '97	44	123	.2	2.2	154	360	.6	6.7	162	451	.6	4.6	108	220	.4	3.9	43	103	.2	2.7
4-Book	65	172	.3	3.1	122	309	.5	5.4	140	431	.6	3.9	130	275	.5	4.5	49	137	.2	3.1
KLOS-FM																				
FA '97	89	322	.4	4.4	65	259	.3	2.8	120	350	.5	3.4	137	424	.5	4.9	32	150	.1	2.0
4-Book	65	257	.3	3.1	59	223	.3	2.6	108	356	.4	3.0	125	384	.5	4.3	62	204	.2	3.8
KLSX-FM																				
FA '97	17	46	.1	.8	84	200	.3	3.6	89	303	.4	2.5	29	134	.1	1.0	6	44		.4
4-Book	21	68	.1	1.0	61	194	.2	2.7	106	341	.4	2.9	41	122	.2	1.4	14	52	.1	.9
KLVE-FM																				
FA '97	172	447	.7	8.4	114	368	.5	4.9	197	593	.8	5.6	105	403	.4	3.8	123	372	.5	7.7
4-Book	164	459	.7	7.8	165	500	.7	7.4	230	650	.9	6.3	122	368	.5	4.2	104	343	.4	6.5
KLYY-FM																				
FA '97	15	104	.1	.7	17	140	.1	.7	47	221	.2	1.3	30	136	.1	1.1	22	139	.1	1.4
4-Book	27	132	.2	1.3	26	99	.1	1.1	59	241	.2	1.6	53	194	.2	1.8	29	127	.1	1.8
KNX -AM																				
FA '97	25	126	.1	1.2	13	87	.1	.6	44	221	.2	1.3	31	122	.1	1.1	48	234	.2	3.0
4-Book	29	159	.1	1.4	40	181	.2	1.8	35	172	.2	1.0	28	145	.1	1.0	35	183	.2	2.2
KOST-FM																				
FA '97	103	416	.4	5.0	62	211	.2	2.7	117	372	.5	3.3	105	392	.4	3.8	74	242	.3	4.7
4-Book	100	384	.4	4.7	52	183	.2	2.3	117	365	.5	3.2	78	281	.3	2.7	62	231	.3	3.9
KPWR-FM																				
FA '97	103	278	.4	5.0	43	144	.2	1.9	83	244	.3	2.4	99	317	.4	3.6	31	180	.1	2.0
4-Book	83	279	.4	3.9	63	186	.3	2.9	110	364	.4	3.0	91	289	.4	3.1	61	202	.2	3.8
KRLA-AM																				
FA '97	17	55	.1	.8	16	55	.1	.7	14	62	.1	.4	64	142	.3	2.3	21	71	.1	1.3
4-Book	31	75	.1	1.4	15	40	.1	.7	31	74	.2	.8	34	96	.2	1.2	26	89	.1	1.7
KROQ-FM																				
FA '97	52	286	.2	2.5	83	225	.3	3.6	126	514	.5	3.6	68	327	.3	2.4	62	285	.2	3.9
4-Book	74	305	.3	3.5	64	215	.2	2.8	137	521	.5	3.8	99	391	.4	3.4	60	266	.2	3.8
KRRR-AM																				
FA '97	14	14	.1	.7	16	57	.1	.7	4	31		.1	3	14		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	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
KRTH-FM																				
FA '97	26	118	.1	1.3	89	285	.4	3.9	160	539	.6	4.6	147	464	.6	5.3	60	220	.2	3.8
4-Book	50	200	.2	2.4	63	214	.3	2.8	138	486	.6	3.8	113	373	.5	3.9	41	187	.2	2.6
KSCA-FM																				
FA '97	88	309	.4	4.3	166	403	.7	7.2	243	582	1.0	6.9	143	353	.6	5.2	65	206	.3	4.1
4-Book	82	272	.4	3.9	169	391	.7	7.6	206	536	.9	5.7	135	332	.6	4.7	76	235	.3	4.8
+KSSE-FM																				
FA '97	49	175	.2	2.4	31	131	.1	1.3	72	197	.3	2.1	47	144	.2	1.7	24	117	.1	1.5
4-Book	37	122	.1	1.8	25	87	.1	1.1	44	127	.2	1.2	33	96	.1	1.1	17	74	.1	1.0
KTNQ-AM																				
FA '97	82	174	.3	4.0	21	86	.1	.9	96	250	.4	2.7	155	342	.6	5.6	105	261	.4	6.6
4-Book	77	219	.3	3.7	53	123	.2	2.4	94	230	.4	2.6	112	265	.5	3.9	65	191	.3	4.1
KTWV-FM																				
FA '97	67	269	.3	3.3	55	235	.2	2.4	172	466	.7	4.9	87	293	.3	3.1	68	214	.3	4.3
4-Book	101	331	.4	4.8	63	241	.2	2.8	147	463	.6	4.1	117	320	.5	4.0	83	264	.3	5.2
KWKW-AM																				
FA '97	6	28	.1	.3	44	62	.2	1.9	12	34	.1	.3					8	28	.1	.5
4-Book	17	55	.1	.8	28	46	.1	1.3	21	43	.1	.6	10	34	.1	.3	7	26	.1	.4
KWVE-FM																				
FA '97	4	29	.1	.2	13	44	.1	.6	12	84	.1	.3	13	69	.1	.5	13	43	.1	.8
4-Book	10	47	.1	.5	27	84	.1	1.2	29	91	.1	.8	26	75	.1	.9	20	77	.1	1.3
KXMG-AM																				
FA '97	10	35	.1	.5	24	45	.1	1.0	14	14	.1	.4	10	28	.1	.4	11	29	.1	.7
4-Book	17	53	.1	.8	21	57	.1	.9	34	66	.2	.9	26	58	.1	.9	16	55	.1	1.0
KYSR-FM																				
FA '97	69	210	.3	3.4	65	238	.3	2.8	119	485	.5	3.4	81	328	.3	2.9	48	226	.2	3.0
4-Book	53	263	.2	2.5	58	219	.3	2.6	143	506	.6	3.9	93	365	.4	3.2	34	181	.1	2.1
KZLA-FM																				
FA '97	23	89	.1	1.1	42	150	.2	1.8	95	296	.4	2.7	119	228	.5	4.3	25	135	.1	1.6
4-Book	27	126	.1	1.3	35	145	.2	1.6	93	266	.4	2.6	95	238	.4	3.3	26	131	.1	1.6
KFRG-FM																				
FA '97	5	13	.1	.2	12	49	.1	.5	6	49	.1	.2	5	34	.1	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	20	97	.1	1.0	35	125	.1	1.5	36	230	.1	1.0	34	156	.1	1.2	10	67	.1	.6
4-Book	10	56	.1	.5	28	100	.1	1.3	22	133	.1	.6	22	96	.1	.8	8	55	.1	.5
TOTALS																				
FA '97	2041	6158	8.2		2310	6388	9.2		3505	9518	14.0		2776	7566	11.1		1588	5039	6.3	
4-Book	2113	6321	8.5		2236	6349	9.0		3643	9459	14.7		2914	7485	11.7		1603	4981	6.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
FA '97	112	1981	.4	2.1	128	832	.5	1.5	187	946	.7	2.4	182	1119	.6	2.7	49	529	.2	1.9
SU '97	122	2321	.4	2.3	166	730	.6	2.1	129	833	.5	1.8	176	1368	.6	2.8	106	958	.4	3.9
SP '97	114	2320	.4	2.1	97	830	.3	1.2	221	1148	.8	2.9	167	1242	.6	2.7	82	826	.3	3.1
WI '97	117	2089	.4	2.2	168	1013	.6	2.0	187	1146	.7	2.4	173	1175	.6	2.7	52	550	.2	2.2
4-Book	116	2178	.4	2.2	140	851	.5	1.7	181	1018	.7	2.4	175	1226	.6	2.7	72	716	.3	2.8
FA '96	129	2298	.5	2.4	164	1007	.6	2.0	216	1128	.8	2.9	192	1204	.7	3.0	57	664	.2	2.2
KACD-FM																				
FA '97	21	519	.1	.4	16	196	.1	.2	27	270	.1	.3	22	321	.1	.3	10	147	.1	.4
SU '97	32	565	.1	.6	24	194	.1	.3	44	289	.2	.6	54	336	.2	.9	21	201	.1	.8
SP '97	35	542	.1	.7	27	239	.1	.3	42	251	.2	.6	51	276	.2	.8	29	207	.1	1.1
WI '97	31	685	.1	.6	29	297	.1	.4	39	306	.1	.5	49	374	.2	.8	20	237	.1	.8
4-Book	30	578	.1	.6	24	232	.1	.3	38	279	.2	.5	44	327	.2	.7	20	198	.1	.8
FA '96	36	536	.1	.7	40	293	.1	.5	40	147	.1	.5	41	362	.1	.6	30	276	.1	1.1
KBCD-FM																				
FA '97	8	132	.1	.1	8	66	.1	.1	7	81	.1	.1	12	65	.1	.2	3	63	.1	.1
SU '97	14	197	.1	.3	25	132	.1	.3	27	98	.1	.4	17	129	.1	.3	6	87	.2	.2
SP '97	2	108	.1	.1	9	36	.1	.1	2	35	.1	.1	2	35	.1	.1	2	20	.1	.1
WI '97	5	283	.1	.1	6	66	.1	.1	7	83	.1	.1	5	120	.1	.1	2	86	.1	.1
4-Book	7	180	.1	.1	12	75	.1	.2	10	66	.1	.2	9	87	.1	.2	3	64	.1	.1
FA '96	9	261	.1	.2	12	101	.1	.1	13	83	.1	.2	11	120	.1	.2	3	69	.1	.1
KACE-FM																				
FA '97	58	909	.2	1.1	60	359	.2	.7	72	443	.3	.9	57	430	.2	.9	52	310	.2	2.0
SU '97	61	986	.2	1.2	108	445	.4	1.4	85	552	.3	1.2	69	462	.2	1.1	33	389	.1	1.2
SP '97	35	656	.1	.7	36	316	.1	.4	44	321	.2	.6	53	371	.2	.8	27	204	.1	1.0
WI '97	42	720	.2	.8	55	293	.2	.7	52	344	.2	.7	45	314	.2	.7	34	207	.1	1.4
4-Book	49	818	.2	1.0	65	353	.2	.8	63	415	.3	.9	56	394	.2	.9	37	278	.1	1.4
FA '96	47	795	.2	.9	68	378	.2	.8	74	404	.3	1.0	46	354	.2	.7	26	279	.1	1.0
KRTO-FM																				
FA '97	13	304	.1	.2	10	92	.1	.1	12	70	.1	.2	24	155	.1	.4	12	108	.1	.5
SU '97	19	228	.1	.4	26	79	.1	.3	34	157	.1	.5	18	150	.1	.3	12	126	.1	.4
SP '97	30	253	.1	.6	57	177	.2	.7	55	207	.2	.7	21	111	.1	.3	12	93	.1	.5
WI '97	47	568	.2	.9	52	214	.2	.6	58	244	.2	.7	54	373	.2	.8	42	240	.2	1.7
4-Book	27	338	.1	.5	36	141	.1	.4	40	170	.1	.5	29	197	.1	.5	20	142	.1	.8
FA '96	22	312	.1	.4	25	166	.1	.3	27	190	.1	.4	20	120	.1	.3	23	105	.1	.9
KBIG-FM																				
FA '97	105	2539	.4	1.9	134	967	.5	1.6	166	932	.6	2.1	141	1217	.5	2.1	51	745	.2	1.9
SU '97	122	3029	.4	2.3	148	1265	.5	1.9	179	1165	.6	2.4	150	1388	.5	2.4	49	973	.2	1.8
SP '97	116	2594	.4	2.2	121	1066	.4	1.5	209	1112	.7	2.8	178	1172	.6	2.8	40	715	.1	1.5
WI '97	147	2647	.5	2.7	185	1101	.7	2.2	288	1277	1.0	3.7	190	1229	.7	2.9	45	723	.2	1.9
4-Book	123	2702	.4	2.3	147	1100	.5	1.8	211	1122	.7	2.8	165	1252	.6	2.6	46	789	.2	1.8
FA '96	102	2577	.4	1.9	121	1020	.4	1.5	180	989	.6	2.4	136	1284	.5	2.1	51	529	.2	1.9
+KBUA-FM																				
FA '97	9	200	.1	.2	23	90	.1	.3	9	86	.1	.1	7	116	.1	.1	3	29	.1	.1
SU '97	5	204	.1	.1	4	83	.1	.1	5	74	.1	.1	7	111	.1	.1	2	61	.1	.1
SP '97	16	247	.1	.3	19	140	.1	.2	28	140	.1	.4	15	108	.1	.2	3	31	.1	.1
WI '97	6	186	.1	.1	2	73	.1	.1	1	27	.1	.1	12	115	.1	.2	9	56	.1	.4
4-Book	9	209	.1	.2	12	97	.1	.2	11	82	.1	.2	10	113	.1	.2	4	44	.1	.2
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	89	1311	.3	1.6	134	640	.5	1.6	99	711	.3	1.3	104	724	.4	1.6	43	419	.2	1.6
SU '97	70	1494	.3	1.3	76	727	.3	1.0	125	778	.4	1.7	70	758	.3	1.1	29	448	.1	1.1
SP '97	69	1398	.2	1.3	67	642	.2	.8	104	731	.4	1.4	88	758	.3	1.4	21	326	.1	.8
WI '97	130	1623	.5	2.4	125	573	.4	1.5	227	950	.8	2.9	151	960	.5	2.3	65	431	.2	2.7
4-Book	90	1457	.3	1.7	101	646	.4	1.2	139	793	.5	1.8	103	800	.4	1.6	40	406	.2	1.6
FA '96	105	1543	.4	2.0	156	838	.6	1.9	133	743	.5	1.8	103	836	.4	1.6	70	505	.3	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KCBS-FM																				
FA '97	249	4332	.9	4.6	310	2092	1.1	3.7	436	2357	1.5	5.6	340	2762	1.2	5.1	89	1239	.3	3.4
SU '97	164	3733	.6	3.1	208	1727	.7	2.6	236	1947	.8	3.2	210	1897	.8	3.3	84	1207	.3	3.1
SP '97	247	3902	.9	4.6	292	1776	1.0	3.6	439	2174	1.6	5.8	328	2332	1.2	5.2	99	1185	.4	3.8
WI '97	267	4336	1.0	5.0	355	2145	1.3	4.3	441	2275	1.6	5.6	385	2830	1.4	5.9	92	1260	.3	3.8
4-Book	232	4076	.9	4.3	291	1935	1.0	3.6	388	2188	1.4	5.1	316	2455	1.2	4.9	91	1223	.3	3.5
FA '96	177	3509	.6	3.3	218	1639	.8	2.7	281	1722	1.0	3.8	247	2023	.9	3.9	63	1045	.2	2.4
KFI -AM																				
FA '97	195	2796	.7	3.6	302	1548	1.1	3.6	372	1611	1.3	4.8	207	1315	.7	3.1	101	714	.4	3.9
SU '97	174	2313	.6	3.3	291	1372	1.0	3.7	301	1306	1.1	4.1	181	1134	.6	2.9	93	529	.3	3.5
SP '97	198	2613	.7	3.7	303	1451	1.1	3.7	424	1597	1.5	5.6	270	1473	1.0	4.3	35	498	.1	1.3
WI '97	205	3045	.7	3.8	325	1635	1.2	4.0	373	1803	1.3	4.8	274	1573	1.0	4.2	57	663	.2	2.4
4-Book	193	2692	.7	3.6	305	1502	1.1	3.8	368	1579	1.3	4.8	233	1374	.8	3.6	72	601	.3	2.8
FA '96	223	3165	.8	4.2	347	1632	1.2	4.3	458	2021	1.6	6.1	281	1502	1.0	4.4	58	630	.2	2.2
KFSG-FM																				
FA '97	18	546	.1	.3	36	288	.1	.4	14	84		.2	27	263	.1	.4	8	129		.3
SU '97	20	377	.1	.4	26	225	.1	.3	37	184	.1	.5	22	206	.1	.3	8	75		.3
SP '97	18	445	.1	.3	47	310	.2	.6	7	95		.1	19	169	.1	.3	8	106		.3
WI '97	13	494	.2	.2	21	221	.1	.3	9	146		.1	16	194	.1	.2	6	103		.2
4-Book	17	466	.1	.3	33	261	.1	.4	17	127		.2	21	208	.1	.3	8	103		.3
FA '96	9	345		.2	26	216	.1	.3	11	118		.1	8	119		.1		30		
KFVB-AM																				
FA '97	109	3199	.4	2.0	224	1758	.8	2.7	101	1086	.4	1.3	164	1759	.6	2.5	56	522	.2	2.1
SU '97	83	2741	.3	1.6	189	1818	.7	2.4	83	989	.3	1.1	130	1554	.5	2.1	27	523	.1	1.0
SP '97	77	2535	.3	1.4	177	1641	.6	2.2	60	707	.2	.8	120	1184	.4	1.9	38	630	.1	1.5
WI '97	92	2848	.3	1.7	198	1789	.7	2.4	97	973	.3	1.2	131	1461	.5	2.0	28	607	.1	1.2
4-Book	90	2831	.3	1.7	197	1752	.7	2.4	85	939	.3	1.1	136	1490	.5	2.1	37	571	.1	1.5
FA '96	86	2921	.3	1.6	194	1692	.7	2.4	92	1113	.3	1.2	119	1404	.4	1.9	31	649	.1	1.2
KIBB-FM																				
FA '97	84	1986	.3	1.5	91	892	.3	1.1	110	898	.4	1.4	153	1148	.5	2.3	42	540	.1	1.6
SU '97	84	1897	.3	1.6	90	782	.3	1.1	145	1060	.5	2.0	108	1043	.4	1.7	43	602	.2	1.6
SP '97	84	1657	.3	1.6	78	655	.3	1.0	139	896	.5	1.8	105	872	.4	1.7	29	356	.1	1.1
WI '97	84	1817	.3	1.6	129	773	.5	1.6	137	961	.5	1.8	104	934	.4	1.6	37	500	.1	1.5
4-Book	84	1839	.3	1.6	97	776	.4	1.2	133	954	.5	1.8	118	999	.4	1.8	38	500	.1	1.5
FA '96	65	1365	.2	1.2	85	664	.3	1.0	99	722	.4	1.3	67	673	.2	1.1	29	364	.1	1.1
KIEV-AM																				
FA '97	12	228		.2	2	61			41	131	.1	.5	11	77		.2	7	49		.3
SU '97	28	389	.1	.5	7	53		.1	77	308	.3	1.1	51	184	.2	.8	7	84		.3
SP '97	9	148		.2					20	85	.1	.3	29	122	.1	.5	1	16		
WI '97	12	207		.2	5	72		.1	26	121	.1	.3	22	114	.1	.3	6	71		.2
4-Book	15	243		.3	4	47		.1	41	161	.2	.6	28	124	.1	.5	5	55		.2
FA '96	12	345		.2	2	30			39	163	.1	.5	18	121	.1	.3		15		
KIIS-FM																				
FA '97	141	3353	.5	2.6	221	1700	.8	2.6	164	1366	.6	2.1	173	1512	.6	2.6	63	770	.2	2.4
SU '97	165	3471	.6	3.1	238	1824	.9	3.0	238	1717	.9	3.2	215	1666	.8	3.4	80	908	.3	3.0
SP '97	140	3313	.5	2.6	278	1870	1.0	3.4	150	1258	.5	2.0	144	1625	.5	2.3	55	750	.2	2.1
WI '97	110	2771	.4	2.1	211	1488	.8	2.6	137	1203	.5	1.8	139	1396	.5	2.1	40	603	.1	1.7
4-Book	139	3227	.5	2.6	237	1721	.9	2.9	172	1386	.6	2.3	168	1550	.6	2.6	60	758	.2	2.3
FA '96	132	3213	.5	2.5	249	1730	.9	3.1	151	1133	.5	2.0	132	1460	.5	2.1	72	891	.3	2.8
KIKF-FM																				
FA '97	10	325		.2	6	122		.1	12	164		.2	20	180	.1	.3	10	126		.4
SU '97	19	225	.1	.4	35	114	.1	.4	36	159	.1	.5	19	155	.1	.3	5	112		.2
SP '97	30	349	.1	.6	35	178	.1	.4	62	278	.2	.8	42	215	.2	.7	3	49		.1
WI '97	7	145		.1	10	53		.1	3	45			10	104		.2	3	27		.1
4-Book	17	261	.1	.3	22	117	.1	.3	28	162	.1	.4	23	164	.1	.4	5	79		.2
FA '96	12	344		.2	15	140	.1	.2	17	125	.1	.2	16	154	.1	.3	3	83		.1

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	
KJLH-FM																				
FA '97	42	812	.1	.8	59	327	.2	.7	53	391	.2	.7	30	344	.1	.5	31	337	.1	1.2
SU '97	37	827	.1	.7	29	302	.1	.4	41	328	.1	.6	50	436	.2	.8	25	349	.1	.9
SP '97	62	930	.2	1.2	51	304	.2	.6	104	438	.4	1.4	72	482	.3	1.1	37	286	.1	1.4
WI '97	91	988	.3	1.7	112	510	.4	1.4	130	528	.5	1.7	101	485	.4	1.6	74	519	.3	3.1
4-Book	58	889	.2	1.1	63	361	.2	.8	82	421	.3	1.1	63	437	.3	1.0	42	373	.2	1.7
FA '96	71	1028	.3	1.3	82	551	.3	1.0	75	481	.3	1.0	79	455	.3	1.2	52	407	.2	2.0
KKBT-FM																				
FA '97	182	2343	.6	3.4	335	1340	1.2	4.0	220	1227	.8	2.8	205	1201	.7	3.1	82	627	.3	3.1
SU '97	181	2293	.6	3.4	273	1208	1.0	3.5	215	1273	.8	2.9	233	1264	.8	3.7	90	997	.3	3.3
SP '97	193	2135	.7	3.6	322	1356	1.2	3.9	222	1233	.8	2.9	224	1235	.8	3.6	95	796	.3	3.6
WI '97	211	2405	.8	3.9	390	1427	1.4	4.7	328	1459	1.2	4.2	247	1362	.9	3.8	71	611	.3	2.9
4-Book	192	2294	.7	3.6	330	1333	1.2	4.0	246	1298	.9	3.2	227	1266	.8	3.6	85	758	.3	3.2
FA '96	192	2238	.7	3.6	325	1522	1.2	4.0	237	1112	.8	3.2	236	1237	.8	3.7	118	836	.4	4.5
KKGO-FM																				
FA '97	81	1493	.3	1.5	82	602	.3	1.0	125	630	.4	1.6	90	804	.3	1.4	60	549	.2	2.3
SU '97	43	1147	.2	.8	56	529	.2	.7	63	441	.2	.9	45	491	.2	.7	32	407	.1	1.2
SP '97	59	1147	.2	1.1	78	421	.3	1.0	90	527	.3	1.2	56	541	.2	.9	43	442	.2	1.6
WI '97	51	1046	.2	1.0	63	509	.2	.8	76	407	.3	1.0	65	548	.2	1.0	33	469	.1	1.4
4-Book	59	1208	.2	1.1	70	515	.3	.9	89	501	.3	1.2	64	596	.2	1.0	42	467	.2	1.6
FA '96	65	1394	.2	1.2	67	564	.2	.8	102	618	.4	1.4	71	714	.3	1.1	47	549	.2	1.8
KKHJ-AM																				
FA '97	46	866	.2	.8	53	282	.2	.6	33	284	.1	.4	66	352	.2	1.0	59	294	.2	2.3
SU '97	60	1093	.2	1.1	81	436	.3	1.0	67	458	.2	.9	83	576	.3	1.3	32	241	.1	1.2
SP '97	68	1135	.2	1.3	81	512	.3	1.0	115	591	.4	1.5	80	451	.3	1.3	63	393	.2	2.4
WI '97	61	1013	.2	1.1	110	597	.4	1.3	77	420	.3	1.0	51	447	.2	.8	44	309	.2	1.8
4-Book	59	1027	.2	1.1	81	457	.3	1.0	73	438	.3	1.0	70	457	.3	1.1	50	309	.2	1.9
FA '96	98	1415	.4	1.8	238	924	.9	2.9	117	785	.4	1.6	108	570	.4	1.7	43	359	.2	1.6
KKLA-AM																				
FA '97		48				15			1	17										
SU '97																				
SP '97		39			1	22				17			1	39						
WI '97																				
4-Book		22				9				9				10						
FA '96		17			1	17							2	17						
KKLA-FM																				
FA '97	25	608	.1	.5	61	422	.2	.7	17	237	.1	.2	41	335	.1	.6	12	130		.5
SU '97	37	440	.1	.7	90	321	.3	1.1	54	224	.2	.7	36	224	.1	.6	18	134	.1	.7
SP '97	38	569	.1	.7	84	370	.3	1.0	64	183	.2	.8	55	339	.2	.9	7	88		.3
WI '97	18	523	.1	.3	36	346	.1	.4	20	167	.1	.3	29	300	.1	.4	6	127		.2
4-Book	30	535	.1	.6	68	365	.2	.8	39	203	.2	.5	40	300	.1	.6	11	120		.4
FA '96	29	632	.1	.5	55	431	.2	.7	21	213	.1	.3	52	313	.2	.8	12	188		.5
KLAC-AM																				
FA '97	33	822	.1	.6	65	303	.2	.8	35	259	.1	.5	36	410	.1	.5	25	349	.1	1.0
SU '97	22	566	.1	.4	43	205	.2	.5	30	252	.1	.4	25	266	.1	.4	9	216		.3
SP '97	21	698	.1	.4	34	183	.1	.4	21	146	.1	.3	32	362	.1	.5	18	284		.7
WI '97	32	1051	.1	.6	36	308	.1	.4	30	206	.1	.4	32	410	.1	.5	37	444	.1	1.5
4-Book	27	784	.1	.5	45	250	.2	.5	29	216	.1	.4	31	362	.1	.5	22	323	.1	.9
FA '96	47	1093	.2	.9	78	451	.3	1.0	79	258	.3	1.1	45	423	.2	.7	26	441	.1	1.0
KLAX-FM																				
FA '97	126	1706	.4	2.3	127	710	.4	1.5	137	840	.5	1.8	204	1003	.7	3.1	71	578	.3	2.7
SU '97	125	2229	.4	2.4	152	1011	.5	1.9	166	1056	.6	2.3	144	1111	.5	2.3	77	590	.3	2.9
SP '97	149	2259	.5	2.8	231	1241	.8	2.8	197	1162	.7	2.6	142	1082	.5	2.3	85	781	.3	3.3
WI '97	198	2593	.7	3.7	298	1384	1.1	3.6	264	1506	.9	3.4	219	1389	.8	3.4	66	611	.2	2.7
4-Book	150	2197	.5	2.8	202	1087	.7	2.5	191	1141	.7	2.5	177	1146	.6	2.8	75	640	.3	2.9
FA '96	230	2959	.8	4.3	347	1662	1.2	4.3	280	1334	1.0	3.8	234	1640	.8	3.7	103	1050	.4	3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Men 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																				
FA '97	170	3306	.6	3.1	291	1697	1.0	3.5	232	1476	.8	3.0	199	1691	.7	3.0	85	1112	.3	3.2
SU '97	184	3242	.7	3.5	287	1664	1.0	3.7	260	1861	.9	3.5	219	1882	.8	3.5	97	1137	.3	3.6
SP '97	198	3178	.7	3.7	396	1758	1.4	4.9	254	1547	.9	3.4	211	1632	.8	3.4	93	1090	.3	3.6
WI '97	190	3241	.7	3.5	379	1853	1.4	4.6	211	1546	.8	2.7	202	1692	.7	3.1	108	1061	.4	4.5
4-Book	186	3242	.7	3.5	338	1743	1.2	4.2	239	1608	.9	3.2	208	1724	.8	3.3	96	1100	.3	3.7
FA '96	195	3132	.7	3.7	272	1491	1.0	3.3	320	1725	1.1	4.3	220	1609	.8	3.5	100	1062	.4	3.8
KRRA-AM																				
FA '97	12	255	.2	.2	24	75	.1	.3	14	111	.2	.2	11	61	.2	.2	2	31	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	22	190	.1	.4	27	158	.1	.3	36	140	.1	.5	24	143	.1	.4	16	96	.1	.6
WI '97	23	312	.1	.4	34	113	.1	.4	37	157	.1	.5	23	193	.1	.4	12	34	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	28	332	.1	.5	44	139	.2	.5	49	162	.2	.7	40	203	.1	.6	4	69	.2	.2
KRTH-FM																				
FA '97	286	4329	1.0	5.3	452	2214	1.6	5.4	516	2234	1.8	6.7	298	2001	1.0	4.5	70	966	.2	2.7
SU '97	222	4027	.8	4.2	295	1770	1.1	3.8	349	1887	1.2	4.8	272	2054	1.0	4.3	101	1038	.4	3.8
SP '97	193	4085	.7	3.6	255	1967	.9	3.1	318	1804	1.1	4.2	203	1791	.7	3.2	80	970	.3	3.1
WI '97	189	3771	.7	3.5	293	1806	1.0	3.6	332	1732	1.2	4.3	221	1846	.8	3.4	47	879	.2	2.0
4-Book	223	4053	.8	4.2	324	1939	1.2	4.0	379	1914	1.3	5.0	249	1923	.9	3.9	75	963	.3	2.9
FA '96	208	3737	.7	3.9	302	1662	1.1	3.7	323	1761	1.2	4.3	247	1823	.9	3.9	76	1000	.3	2.9
KSCA-FM																				
FA '97	330	3039	1.2	6.1	730	2370	2.6	8.7	519	1934	1.8	6.7	191	1179	.7	2.9	97	833	.3	3.7
SU '97	309	3453	1.1	5.9	723	2412	2.6	9.2	414	2231	1.5	5.6	233	1495	.8	3.7	88	857	.3	3.3
SP '97	294	3237	1.1	5.5	626	2275	2.2	7.7	365	2009	1.3	4.8	248	1623	.9	3.9	113	912	.4	4.3
WI '97	245	2287	.9	4.6	320	1337	1.1	3.9	373	1343	1.3	4.8	247	1475	.9	3.8	121	866	.4	5.0
4-Book	295	3004	1.1	5.5	600	2099	2.1	7.4	418	1879	1.5	5.5	230	1443	.8	3.6	105	867	.4	4.1
FA '96	101	1724	.4	1.9	94	785	.3	1.2	168	925	.6	2.3	142	1050	.5	2.2	45	511	.2	1.7
+KSSE-FM																				
FA '97	60	961	.2	1.1	63	415	.2	.8	69	528	.2	.9	87	575	.3	1.3	39	386	.1	1.5
SU '97	54	1030	.2	1.0	37	422	.1	.5	96	632	.3	1.3	56	488	.2	.9	28	431	.1	1.0
SP '97	35	757	.1	.7	28	156	.1	.3	44	369	.2	.6	35	322	.1	.6	22	201	.1	.8
WI '97	25	498	.1	.5	25	181	.1	.3	46	266	.2	.6	34	285	.1	.5	9	114	.4	.4
4-Book	44	812	.2	.8	38	294	.1	.5	64	449	.2	.9	53	418	.2	.8	25	283	.1	.9
FA '96	29	675	.1	.5	52	258	.2	.6	52	347	.2	.7	27	266	.1	.4	4	105	.2	.2
KTNO-AM																				
FA '97	181	1975	.6	3.3	247	922	.9	3.0	157	734	.6	2.0	295	1059	1.0	4.4	165	753	.6	6.3
SU '97	179	1960	.6	3.4	289	994	1.0	3.7	168	821	.6	2.3	285	1200	1.0	4.5	138	837	.5	5.1
SP '97	190	1916	.7	3.6	294	910	1.1	3.6	199	869	.7	2.6	270	1138	1.0	4.3	142	826	.5	5.4
WI '97	138	1652	.5	2.6	237	914	.8	2.9	124	594	.4	1.6	183	832	.7	2.8	108	595	.4	4.5
4-Book	172	1876	.6	3.2	267	935	1.0	3.3	162	755	.6	2.1	258	1057	.9	4.0	138	753	.5	5.3
FA '96	207	1883	.7	3.9	294	908	1.1	3.6	210	676	.8	2.8	241	975	.9	3.8	213	1118	.8	8.1
KTWV-FM																				
FA '97	195	2967	.7	3.6	212	1295	.7	2.5	341	1449	1.2	4.4	227	1692	.8	3.4	111	998	.4	4.2
SU '97	185	2999	.7	3.5	216	1291	.8	2.7	291	1507	1.0	4.0	208	1471	.7	3.3	114	1045	.4	4.2
SP '97	200	2857	.7	3.7	245	1441	.9	3.0	290	1520	1.0	3.8	276	1654	1.0	4.4	92	764	.3	3.5
WI '97	221	2808	.8	4.1	255	1428	.9	3.1	350	1285	1.3	4.5	291	1753	1.0	4.5	83	965	.3	3.4
4-Book	200	2908	.7	3.7	232	1364	.8	2.8	318	1440	1.1	4.2	251	1643	.9	3.9	100	943	.4	3.8
FA '96	186	2991	.7	3.5	207	1451	.7	2.5	275	1556	1.0	3.7	250	1741	.9	3.9	113	1184	.4	4.3
KWKW-AM																				
FA '97	43	547	.2	.8	76	264	.3	.9	82	221	.3	1.1	41	251	.1	.6	10	104	.4	.4
SU '97	52	595	.2	1.0	77	277	.3	1.0	74	328	.3	1.0	36	178	.1	.6	33	199	.1	1.2
SP '97	48	850	.2	.9	73	431	.3	.9	49	309	.2	.6	37	265	.1	.6	34	210	.1	1.3
WI '97	61	958	.2	1.1	107	447	.4	1.3	128	550	.5	1.6	50	318	.2	.8	6	48	.2	.2
4-Book	51	738	.2	1.0	83	355	.3	1.0	83	352	.3	1.1	41	253	.1	.7	21	140	.1	.8
FA '96	110	1253	.4	2.1	186	684	.7	2.3	228	753	.8	3.1	84	483	.3	1.3	26	213	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

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
KWVE-FM																				
FA '97	22	497	.1	.4	34	212	.1	.4	22	131	.1	.3	30	249	.1	.5	8	132		.3
SU '97	44	685	.2	.8	51	381	.2	.6	43	271	.2	.6	65	419	.2	1.0	30	257	.1	1.1
SP '97	25	699	.1	.5	46	385	.2	.6	24	255	.1	.3	29	281	.1	.5	17	201	.1	.7
WI '97	35	569	.1	.7	50	298	.2	.6	45	276	.2	.6	64	297	.2	1.0	12	163		.5
4-Book	32	613	.1	.6	45	319	.2	.6	34	233	.2	.5	47	312	.2	.8	17	188	.1	.7
FA '96	18	575	.1	.3	25	284	.1	.3	18	239	.1	.2	33	315	.1	.5	10	122		.4
KXMG-AM																				
FA '97	24	265	.1	.4	44	138	.2	.5	28	138	.1	.4	22	110	.1	.3	13	96		.5
SU '97	71	830	.3	1.4	95	526	.3	1.2	130	430	.5	1.8	83	445	.3	1.3	22	211	.1	.8
SP '97	46	758	.2	.9	47	302	.2	.6	55	383	.2	.7	52	453	.2	.8	35	256	.1	1.3
WI '97	63	704	.2	1.2	50	327	.2	.6	94	383	.3	1.2	93	497	.3	1.4	52	270	.2	2.2
4-Book	51	639	.2	1.0	59	323	.2	.7	77	334	.3	1.0	63	376	.2	1.0	31	208	.1	1.2
FA '96	42	590	.2	.8	58	269	.2	.7	46	251	.2	.6	37	312	.1	.6	42	318	.2	1.6
KYSR-FM																				
FA '97	166	3277	.6	3.1	205	1473	.7	2.5	272	1673	1.0	3.5	196	1863	.7	2.9	87	1148	.3	3.3
SU '97	138	3333	.5	2.6	126	1235	.5	1.6	207	1590	.7	2.8	212	1716	.8	3.4	45	940	.2	1.7
SP '97	159	2963	.6	3.0	210	1436	.8	2.6	263	1683	.9	3.5	187	1722	.7	3.0	73	1040	.3	2.8
WI '97	115	3044	.4	2.1	138	1455	.5	1.7	197	1448	.7	2.5	155	1479	.6	2.4	53	799	.2	2.2
4-Book	145	3154	.5	2.7	170	1400	.6	2.1	235	1599	.8	3.1	188	1695	.7	2.9	65	982	.3	2.5
FA '96	110	2560	.4	2.1	157	1251	.6	1.9	175	1142	.6	2.3	141	1445	.5	2.2	38	692	.1	1.5
KZLA-FM																				
FA '97	120	1848	.4	2.2	169	1010	.6	2.0	169	878	.6	2.2	164	1129	.6	2.5	36	496	.1	1.4
SU '97	131	1655	.5	2.5	172	970	.6	2.2	222	1165	.8	3.0	160	1140	.6	2.5	49	679	.2	1.8
SP '97	132	1736	.5	2.5	166	901	.6	2.0	215	962	.8	2.8	178	1104	.6	2.8	46	523	.2	1.8
WI '97	109	1561	.4	2.0	139	911	.5	1.7	176	864	.6	2.3	158	1033	.6	2.4	28	424	.1	1.2
4-Book	123	1700	.5	2.3	162	948	.6	2.0	196	967	.7	2.6	165	1102	.6	2.6	40	531	.2	1.6
FA '96	161	1969	.6	3.0	218	1042	.8	2.7	291	1147	1.0	3.9	160	1050	.6	2.5	45	604	.2	1.7
KFRG-FM																				
FA '97	12	414		.2	11	151		.1	20	232	.1	.3	22	235	.1	.3	4	104		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	14	532	.1	.3	8	103		.1	29	152	.1	.4	19	288	.1	.3	9	180		.3
XTRA-AM																				
FA '97	84	1952	.3	1.5	92	664	.3	1.1	142	908	.5	1.8	146	1137	.5	2.2	37	529	.1	1.4
SU '97	78	1465	.3	1.5	81	565	.3	1.0	188	851	.7	2.6	118	909	.4	1.9	11	256		.4
SP '97	83	1603	.3	1.6	132	775	.5	1.6	183	844	.7	2.4	120	1074	.4	1.9	12	306		.5
WI '97	97	1945	.3	1.8	118	906	.4	1.4	195	1001	.7	2.5	158	1209	.6	2.4	21	478	.1	.9
4-Book	86	1741	.3	1.6	106	728	.4	1.3	177	901	.7	2.3	136	1082	.5	2.1	20	392	.1	.8
FA '96	99	1975	.4	1.9	105	746	.4	1.3	194	1152	.7	2.6	157	1275	.6	2.5	24	481	.1	.9
TOTALS																				
FA '97	5426	27422	19.1		8354	24244	29.4		7724	21381	27.2		6646	23579	23.4		2621	15903	9.2	
SU '97	5251	26821	18.8		7862	23485	28.1		7328	21072	26.2		6302	23071	22.5		2688	16175	9.6	
SP '97	5345	26929	19.1		8154	23863	29.2		7562	20951	27.1		6298	23172	22.5		2610	16021	9.3	
WI '97	5357	26804	19.2		8227	23683	29.4		7809	20848	27.9		6511	23424	23.3		2410	15012	8.6	
4-Book	5345	26994	19.1		8149	23819	29.0		7606	21063	27.1		6439	23312	22.9		2582	15778	9.2	
FA '96	5307	26827	19.0		8128	23697	29.1		7458	20410	26.7		6353	22913	22.7		2617	16393	9.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
FA '97	167	1621	.6	2.2	57	808	.2	1.6	64	231	.2	1.5	103	325	.4	1.8	69	203	.2	1.7
4-Book	166	1811	.6	2.3	57	803	.2	1.6	72	229	.3	1.7	76	244	.3	1.3	46	180	.2	1.1
KACD-FM																				
FA '97	22	463	.1	.3	25	301	.1	.7	12	58	.3	.3	49	114	.2	.9	30	103	.1	.7
4-Book	36	487	.1	.5	26	312	.1	.7	17	56	.1	.4	46	147	.2	.8	37	112	.1	.9
KBCD-FM																				
FA '97	9	115	.1	.1	9	82	.3	.3	4	17	.1	.1	20	33	.1	.4	6	33	.1	.1
4-Book	10	142	.1	.1	5	71	.1	.1	2	9	.1	.1	13	42	.1	.2	3	16	.1	.1
KACE-FM																				
FA '97	64	677	.2	.8	53	525	.2	1.5	82	229	.3	1.9	71	226	.3	1.2	76	228	.3	1.9
4-Book	62	650	.2	.8	35	395	.1	1.0	32	96	.2	.7	58	167	.2	1.0	50	148	.2	1.2
KRTO-FM																				
FA '97	15	194	.1	.2	9	176	.3	.3	12	69	.3	.3	11	61	.2	.2	15	63	.1	.4
4-Book	36	292	.2	.5	18	193	.1	.5	24	66	.1	.6	23	77	.1	.4	22	68	.1	.5
KBIG-FM																				
FA '97	149	1824	.5	2.0	64	1195	.2	1.8	77	307	.3	1.8	81	369	.3	1.4	61	276	.2	1.5
4-Book	177	1975	.6	2.4	78	1295	.3	2.2	67	276	.3	1.6	116	434	.4	2.0	72	285	.3	1.8
+KBUA-FM																				
FA '97	13	144	.2	.2	7	104	.2	.2	4	14	.1	.1	11	60	.2	.2	3	27	.1	.1
4-Book	11	180	.2	.2	8	93	.3	.3	9	19	.2	.2	14	40	.1	.3	10	29	.1	.3
KBUE-FM																				
FA '97	112	1146	.4	1.5	78	737	.3	2.2	110	225	.4	2.6	107	346	.4	1.9	97	275	.3	2.4
4-Book	116	1246	.4	1.6	75	789	.3	2.2	96	222	.3	2.3	126	342	.5	2.2	90	261	.3	2.2
KCBS-FM																				
FA '97	368	3762	1.3	4.9	144	2215	.5	4.1	169	613	.6	3.9	309	1049	1.1	5.4	184	660	.6	4.6
4-Book	336	3488	1.2	4.6	141	2123	.5	4.0	163	615	.6	3.8	271	950	1.0	4.7	167	554	.6	4.1
KFI -AM																				
FA '97	300	2416	1.1	4.0	70	1029	.2	2.0	137	419	.5	3.2	135	420	.5	2.4	53	149	.2	1.3
4-Book	307	2441	1.1	4.2	71	1022	.3	2.0	129	436	.5	3.0	155	498	.6	2.7	54	160	.2	1.3
KFSG-FM																				
FA '97	25	403	.1	.3	14	289	.4	.4	19	68	.1	.4	6	59	.1	.1	19	59	.1	.5
4-Book	23	381	.1	.3	14	233	.4	.4	22	77	.1	.5	16	68	.1	.3	15	40	.1	.4
KFWB-AM																				
FA '97	158	2841	.6	2.1	59	1382	.2	1.7	112	500	.4	2.6	71	385	.3	1.2	55	269	.2	1.4
4-Book	135	2521	.5	1.8	47	1203	.2	1.3	92	438	.4	2.2	65	339	.3	1.1	47	230	.2	1.2
KIBB-FM																				
FA '97	117	1694	.4	1.5	54	935	.2	1.6	72	212	.3	1.7	75	293	.3	1.3	82	314	.3	2.0
4-Book	117	1579	.4	1.6	56	868	.2	1.6	48	216	.2	1.1	92	346	.4	1.6	67	257	.2	1.6
KIEV-AM																				
FA '97	20	194	.1	.3	2	90	.1	.1	1	15	.1	.1	5	33	.1	.1	5	43	.1	.1
4-Book	26	210	.1	.4	4	86	.1	.1	1	8	.1	.1	13	51	.2	.2	10	45	.1	.2
KIIS-FM																				
FA '97	184	2701	.6	2.4	118	1803	.4	3.4	127	434	.4	3.0	198	696	.7	3.5	182	566	.6	4.5
4-Book	191	2736	.7	2.6	101	1609	.4	2.9	127	460	.4	3.0	183	617	.7	3.2	135	478	.5	3.3
KIKF-FM																				
FA '97	13	261	.2	.2	7	169	.2	.2	13	29	.3	.3	15	41	.1	.3	9	77	.2	.2
4-Book	25	236	.1	.4	9	125	.3	.3	11	25	.3	.3	24	58	.1	.4	12	56	.1	.3
KJLH-FM																				
FA '97	48	614	.2	.6	39	560	.1	1.1	28	100	.1	.7	47	151	.2	.8	79	235	.3	2.0
4-Book	71	687	.3	1.0	47	552	.2	1.3	32	92	.1	.7	58	184	.2	1.0	74	194	.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

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
KKBT-FM																				
FA '97	251	1967	.9	3.3	127	1254	.4	3.7	132	332	.5	3.1	211	501	.7	3.7	190	477	.7	4.7
4-Book	266	1994	1.0	3.6	132	1232	.5	3.8	143	364	.5	3.3	216	542	.8	3.7	190	508	.7	4.7
KKGO-FM																				
FA '97	101	1130	.4	1.3	58	759	.2	1.7	42	192	.1	1.0	73	218	.3	1.3	83	293	.3	2.1
4-Book	75	938	.3	1.0	39	590	.1	1.1	34	136	.1	.8	48	181	.2	.8	57	206	.2	1.4
KKHJ-AM																				
FA '97	49	576	.2	.6	30	351	.1	.9	52	107	.2	1.2	46	145	.2	.8	3	14		.1
4-Book	75	837	.3	1.0	37	414	.1	1.1	54	140	.2	1.3	60	156	.3	1.0	25	62	.1	.6
KKLA-AM																				
FA '97		33				15											1	15		
4-Book		18				4												4		
KKLA-FM																				
FA '97	38	524	.1	.5	9	229		.3	26	102	.1	.6	2	18						
4-Book	48	485	.2	.7	8	168		.2	17	59	.1	.4	3	23		.1	6	17		.1
KLAC-AM																				
FA '97	45	627	.2	.6	18	298	.1	.5	18	55	.1	.4	14	85		.2	25	71	.1	.6
4-Book	34	540	.1	.5	17	321	.1	.5	20	64	.1	.5	16	61	.1	.3	13	52	.1	.3
KLAX-FM																				
FA '97	155	1498	.5	2.0	112	966	.4	3.2	129	341	.5	3.0	132	332	.5	2.3	126	309	.4	3.1
4-Book	190	1910	.7	2.6	128	1234	.5	3.6	152	387	.6	3.6	197	504	.7	3.4	162	373	.6	4.0
KLOS-FM																				
FA '97	408	3707	1.4	5.4	135	1778	.5	3.9	178	557	.6	4.1	308	922	1.1	5.4	138	606	.5	3.4
4-Book	345	3272	1.2	4.7	119	1587	.4	3.4	143	468	.5	3.3	236	747	.9	4.1	140	510	.5	3.5
KLSX-FM																				
FA '97	424	2911	1.5	5.6	60	824	.2	1.7	79	227	.3	1.8	100	337	.4	1.8	48	181	.2	1.2
4-Book	378	2751	1.3	5.1	54	802	.2	1.5	55	186	.2	1.3	65	220	.3	1.2	49	157	.2	1.2
KLVE-FM																				
FA '97	445	3188	1.6	5.9	207	2190	.7	6.0	288	754	1.0	6.7	328	874	1.2	5.7	220	639	.8	5.5
4-Book	417	3307	1.5	5.7	222	2261	.8	6.3	340	880	1.2	7.9	356	908	1.3	6.2	205	586	.7	5.0
KLYY-FM																				
FA '97	94	1362	.3	1.2	37	813	.1	1.1	27	143	.1	.6	64	273	.2	1.1	48	185	.2	1.2
4-Book	81	1268	.3	1.1	42	747	.2	1.2	23	125	.1	.5	67	309	.2	1.2	42	164	.2	1.0
KNX -AM																				
FA '97	129	2547	.5	1.7	53	1367	.2	1.5	73	273	.3	1.7	45	334	.2	.8	49	206	.2	1.2
4-Book	134	2617	.5	1.8	53	1222	.2	1.5	90	357	.3	2.1	52	292	.2	.9	46	234	.2	1.1
KOST-FM																				
FA '97	251	2346	.9	3.3	106	1490	.4	3.1	88	335	.3	2.0	134	475	.5	2.3	101	341	.4	2.5
4-Book	214	2353	.8	2.9	102	1463	.4	2.9	96	340	.4	2.2	144	499	.5	2.5	110	386	.4	2.7
KPWR-FM																				
FA '97	153	2104	.5	2.0	88	1246	.3	2.5	68	226	.2	1.6	155	467	.5	2.7	106	336	.4	2.6
4-Book	153	2267	.5	2.1	96	1344	.4	2.7	84	287	.3	2.0	149	539	.5	2.6	116	376	.4	2.8
KRLA-AM																				
FA '97	40	657	.1	.5	36	446	.1	1.0	48	132	.2	1.1	36	132	.1	.6	47	150	.2	1.2
4-Book	53	623	.2	.7	39	408	.1	1.1	43	115	.2	1.0	52	133	.2	.9	42	120	.2	1.0
KROQ-FM																				
FA '97	240	2681	.8	3.2	101	1726	.4	2.9	127	467	.4	3.0	152	704	.5	2.7	125	466	.4	3.1
4-Book	260	2762	.9	3.5	113	1718	.4	3.2	121	426	.4	2.8	195	718	.7	3.4	138	435	.5	3.4
KRRA-AM																				
FA '97	16	169	.1	.2	10	118		.3					18	31	.1	.3	23	47	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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

Target Listener Estimates

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	
KRTH-FM																				
FA '97	429	3514	1.5	5.7	176	2037	.6	5.1	224	548	.8	5.2	373	907	1.3	6.5	182	583	.6	4.5
4-Book	322	3263	1.1	4.4	146	1983	.5	4.2	186	526	.7	4.3	301	852	1.1	5.2	166	539	.6	4.1
KSCA-FM																				
FA '97	483	2769	1.7	6.4	217	1864	.8	6.3	473	990	1.7	11.0	370	928	1.3	6.5	206	529	.7	5.1
4-Book	416	2768	1.5	5.6	207	1810	.8	5.9	444	942	1.6	10.3	339	874	1.2	5.9	212	522	.8	5.2
+KSSE-FM																				
FA '97	73	819	.3	1.0	52	647	.2	1.5	32	111	.1	.7	107	286	.4	1.9	41	142	.1	1.0
4-Book	53	646	.2	.7	40	462	.2	1.1	34	95	.1	.8	82	221	.3	1.4	44	121	.2	1.1
KTNO-AM																				
FA '97	227	1691	.8	3.0	110	1154	.4	3.2	136	281	.5	3.2	110	265	.4	1.9	148	394	.5	3.7
4-Book	224	1642	.8	3.0	102	932	.4	2.9	161	310	.6	3.8	109	283	.4	1.9	118	285	.4	2.9
KTWV-FM																				
FA '97	266	2409	.9	3.5	125	1554	.4	3.6	127	428	.4	3.0	215	586	.8	3.8	128	386	.5	3.2
4-Book	271	2356	1.0	3.7	143	1574	.5	4.1	130	396	.5	3.0	239	644	.9	4.1	179	497	.6	4.4
KWKW-AM																				
FA '97	68	472	.2	.9	20	206	.1	.6	58	86	.2	1.4	20	59	.1	.4	13	41	.3	.3
4-Book	70	603	.2	1.0	37	321	.2	1.1	87	150	.3	2.1	69	151	.3	1.2	36	93	.1	.9
KWVE-FM																				
FA '97	28	346	.1	.4	19	290	.1	.5	29	105	.1	.7	36	98	.1	.6	29	111	.1	.7
4-Book	41	508	.2	.6	24	295	.1	.7	26	92	.1	.6	21	64	.1	.4	19	69	.1	.5
KXMG-AM																				
FA '97	31	209	.1	.4	21	194	.1	.6	47	101	.2	1.1	34	91	.1	.6	17	56	.1	.4
4-Book	67	530	.3	.9	38	356	.2	1.1	42	121	.2	1.0	73	151	.3	1.3	57	146	.2	1.4
KYSR-FM																				
FA '97	228	2715	.8	3.0	109	1489	.4	3.1	84	371	.3	2.0	228	658	.8	4.0	129	426	.5	3.2
4-Book	200	2554	.7	2.7	99	1573	.4	2.8	92	350	.3	2.2	181	673	.6	3.2	117	441	.5	2.9
KZLA-FM																				
FA '97	167	1518	.6	2.2	94	1167	.3	2.7	89	280	.3	2.1	163	590	.6	2.9	123	418	.4	3.0
4-Book	176	1474	.7	2.4	87	995	.3	2.5	98	296	.3	2.3	156	487	.6	2.7	112	364	.4	2.7
KFRG-FM																				
FA '97	18	370	.1	.2	8	167	.2	.2	7	14	.2	.2	15	30	.1	.3	10	42	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	128	1613	.5	1.7	40	892	.1	1.2	81	238	.3	1.9	43	152	.2	.8	65	247	.2	1.6
4-Book	143	1571	.5	1.9	29	584	.1	.8	53	170	.2	1.3	46	184	.2	.8	43	144	.2	1.0
TOTALS																				
FA '97	7585	26912	26.7		3472	22394	12.2		4296	10597	15.1		5712	13751	20.1		4034	10845	14.2	
4-Book	7414	26598	26.4		3522	21946	12.6		4293	10785	15.3		5771	13621	20.6		4087	10377	14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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																				
FA '97	18	71	.1	.8	81	251	.3	3.1	60	247	.2	1.5	34	125	.1	1.1	32	141	.1	1.8
4-Book	26	93	.1	1.1	62	180	.2	2.4	93	263	.3	2.3	58	199	.2	1.8	23	91	.1	1.3
KACD-FM																				
FA '97	16	43	.1	.7	8	43		.3	30	131	.1	.7	35	115	.1	1.1	20	84	.1	1.1
4-Book	24	71	.1	1.1	5	25		.2	29	122	.1	.7	26	74	.1	.8	22	87	.1	1.2
KBCD-FM																				
FA '97	13	16		.6	6	35		.2	14	30		.3	2	17		.1				
4-Book	4	9		.2	2	13		.1	7	24		.2	1	13		.1	1	5		.1
KACE-FM																				
FA '97	43	96	.2	1.9	22	84	.1	.8	60	143	.2	1.5	25	100	.1	.8	41	96	.1	2.3
4-Book	31	102	.1	1.4	13	41		.5	32	99	.1	.8	35	110	.1	1.1	27	95	.1	1.5
KRTO-FM																				
FA '97	8	14		.4	8	53		.3	7	45		.2	9	48		.3	5	29		.3
4-Book	17	46	.1	.8	14	39		.5	18	54	.1	.4	17	65	.1	.5	9	30		.6
KBIG-FM																				
FA '97	96	326	.3	4.2	51	137	.2	2.0	79	328	.3	2.0	35	190	.1	1.1	28	124	.1	1.6
4-Book	116	398	.4	5.0	53	187	.2	2.1	84	328	.3	2.0	59	237	.2	1.8	42	170	.2	2.5
+KBUA-FM																				
FA '97	2	16		.1	2	17		.1	22	60	.1	.5					9	17		.5
4-Book	3	8		.2	5	12		.2	12	42	.1	.3	8	23	.1	.3	5	16		.3
KBUE-FM																				
FA '97	52	133	.2	2.3	45	131	.2	1.7	90	230	.3	2.2	84	221	.3	2.7	46	122	.2	2.6
4-Book	43	124	.2	1.9	60	166	.2	2.3	87	248	.3	2.1	73	201	.3	2.3	34	112	.1	1.9
KCBS-FM																				
FA '97	64	281	.2	2.8	78	262	.3	3.0	186	611	.7	4.6	115	490	.4	3.7	45	270	.2	2.6
4-Book	73	301	.3	3.2	76	317	.3	2.9	182	643	.7	4.4	139	536	.5	4.2	56	255	.2	3.2
KFI -AM																				
FA '97	26	91	.1	1.1	52	155	.2	2.0	87	266	.3	2.1	54	192	.2	1.8	20	74	.1	1.1
4-Book	26	90	.1	1.1	67	184	.3	2.6	75	255	.3	1.8	41	138	.2	1.3	21	79	.1	1.2
KFSG-FM																				
FA '97	18	80	.1	.8	22	118	.1	.8	14	62		.3	14	63		.5	5	46		.3
4-Book	12	50		.5	25	93	.1	1.0	10	47		.3	9	35		.3	5	23		.3
KFWB-AM																				
FA '97	33	150	.1	1.5	59	225	.2	2.3	55	284	.2	1.4	67	244	.2	2.2	28	175	.1	1.6
4-Book	19	110	.1	.9	65	300	.2	2.5	44	259	.2	1.1	36	167	.1	1.1	16	108	.1	1.0
K1BB-FM																				
FA '97	45	167	.2	2.0	64	168	.2	2.5	50	211	.2	1.2	46	232	.2	1.5	10	47		.6
4-Book	44	189	.2	1.9	38	147	.2	1.5	71	288	.3	1.7	56	216	.2	1.7	30	120	.1	1.7
KIEV-AM																				
FA '97													1	13			3	14		.2
4-Book	2	7		.1	1	3			1	7			2	14		.1	1	7		.1
KIIS-FM																				
FA '97	71	251	.3	3.1	118	417	.4	4.5	124	509	.4	3.1	85	335	.3	2.8	48	200	.2	2.7
4-Book	52	263	.2	2.3	67	246	.2	2.6	125	482	.4	3.1	87	333	.3	2.7	35	189	.1	2.0
KIKF-FM																				
FA '97	5	29		.2	2	32		.1	5	62		.1	3	29		.1	1	16		.1
4-Book	4	23		.2	3	20		.2	10	38		.2	9	18		.3	2	15		.1
KJLH-FM																				
FA '97	59	171	.2	2.6	25	58	.1	1.0	38	182	.1	.9	29	55	.1	.9	8	10		.5
4-Book	49	146	.2	2.2	41	101	.2	1.6	54	177	.2	1.3	50	130	.2	1.5	17	47	.1	1.0

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	
KKBT-FM																				
FA '97	115	379	.4	5.1	106	265	.4	4.1	82	240	.3	2.0	113	310	.4	3.7	74	236	.3	4.2
4-Book	116	340	.4	5.0	79	237	.3	3.1	112	303	.4	2.7	117	303	.4	3.5	80	228	.3	4.5
KKGO-FM																				
FA '97	57	143	.2	2.5	43	166	.2	1.7	66	252	.2	1.6	58	174	.2	1.9	44	100	.2	2.5
4-Book	37	118	.1	1.6	19	79	.1	.7	47	166	.2	1.1	41	140	.2	1.3	31	97	.1	1.7
KKHJ-AM																				
FA '97	28	69	.1	1.2	14	28	.1	.5	13	59	.1	.3	28	57	.1	.9	51	102	.2	2.9
4-Book	31	92	.1	1.3	20	58	.1	.8	38	106	.1	.9	39	66	.2	1.2	29	78	.1	1.7
KKLA-AM																				
FA '97					22	107	.1	.8	11	50	.3		7	13	.2		9	32		.5
4-Book	1	11			20	82	.1	.8	5	36	.1		5	19	.1		8	25		.5
KLAC-AM																				
FA '97					1	12			16	26	.1	.4	31	129	.1	1.0	38	117	.1	2.2
4-Book	3	21		.1	6	27		.3	28	88	.1	.7	25	98	.1	.8	25	79	.1	1.5
KLAX-FM																				
FA '97	44	123	.2	1.9	162	375	.6	6.2	168	483	.6	4.2	110	236	.4	3.6	43	103	.2	2.5
4-Book	67	177	.3	2.9	128	322	.5	4.9	150	461	.6	3.7	133	288	.5	4.1	50	142	.2	2.9
KLOS-FM																				
FA '97	89	322	.3	3.9	65	259	.2	2.5	120	350	.4	3.0	145	451	.5	4.7	36	176	.1	2.1
4-Book	68	270	.3	3.0	60	230	.2	2.3	111	372	.4	2.7	133	403	.5	4.1	64	217	.2	3.7
KLSX-FM																				
FA '97	27	60	.1	1.2	94	226	.3	3.6	99	329	.3	2.4	29	134	.1	.9	6	44		.3
4-Book	24	78	.1	1.1	70	211	.3	2.7	109	354	.4	2.6	42	129	.2	1.3	15	55		.8
KLVE-FM																				
FA '97	191	479	.7	8.4	130	416	.5	5.0	235	656	.8	5.8	118	435	.4	3.8	131	404	.5	7.5
4-Book	176	493	.7	7.7	192	557	.7	7.4	255	704	.9	6.2	136	397	.5	4.1	112	374	.4	6.4
KLYY-FM																				
FA '97	26	118	.1	1.1	17	140	.1	.7	47	221	.2	1.2	37	149	.1	1.2	25	152	.1	1.4
4-Book	30	135	.1	1.3	26	103	.1	1.0	60	244	.2	1.5	54	197	.2	1.7	30	134	.1	1.7
KNX -AM																				
FA '97	37	186	.1	1.6	27	172	.1	1.0	75	328	.3	1.9	43	200	.2	1.4	69	320	.2	3.9
4-Book	39	217	.2	1.7	55	256	.2	2.1	53	247	.2	1.3	41	203	.2	1.3	49	252	.2	2.8
KOST-FM																				
FA '97	110	445	.4	4.9	67	248	.2	2.6	135	417	.5	3.3	115	406	.4	3.7	89	288	.3	5.1
4-Book	105	411	.4	4.6	57	211	.2	2.2	132	414	.5	3.2	90	315	.3	2.8	71	266	.3	4.1
KPWR-FM																				
FA '97	108	291	.4	4.8	43	144	.2	1.7	83	244	.3	2.1	99	317	.3	3.2	31	180	.1	1.8
4-Book	86	295	.3	3.8	63	186	.3	2.5	110	364	.4	2.7	93	294	.3	2.8	62	207	.2	3.6
KRLA-AM																				
FA '97	30	71	.1	1.3	19	68	.1	.7	17	89	.1	.4	73	171	.3	2.4	27	87	.1	1.5
4-Book	39	94	.1	1.7	21	57	.1	.8	39	109	.2	.9	41	116	.2	1.3	32	111	.1	1.8
KROQ-FM																				
FA '97	52	286	.2	2.3	83	225	.3	3.2	128	527	.5	3.2	71	340	.3	2.3	73	312	.3	4.2
4-Book	74	305	.3	3.2	65	221	.2	2.5	141	534	.5	3.4	100	400	.4	3.0	63	273	.2	3.6
KRRR-AM																				
FA '97	14	14		.6	16	57	.1	.6	4	31		.1	3	14		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	51	202	.2	2.2	114	365	.4	4.4	213	652	.8	5.3	185	572	.7	6.0	64	247	.2	3.6
4-Book	66	252	.2	2.8	81	283	.3	3.2	179	607	.7	4.4	140	448	.5	4.3	45	216	.2	2.6
KSCA-FM																				
FA '97	88	309	.3	3.9	166	403	.6	6.4	252	598	.9	6.2	143	353	.5	4.6	65	206	.2	3.7
4-Book	82	272	.3	3.6	178	412	.7	6.9	217	568	.8	5.3	142	351	.5	4.3	77	246	.3	4.5
+KSSE-FM																				
FA '97	49	175	.2	2.2	31	131	.1	1.2	72	197	.3	1.8	47	144	.2	1.5	24	117	.1	1.4
4-Book	37	122	.1	1.6	28	91	.1	1.1	45	131	.2	1.1	33	96	.1	1.0	17	74	.1	.9
KTNQ-AM																				
FA '97	85	190	.3	3.7	31	118	.1	1.2	113	281	.4	2.8	159	358	.6	5.2	105	261	.4	6.0
4-Book	82	234	.3	3.6	66	154	.2	2.6	104	252	.4	2.5	121	284	.5	3.8	69	201	.3	3.9
KTWV-FM																				
FA '97	87	336	.3	3.8	64	261	.2	2.5	185	524	.7	4.6	97	336	.3	3.1	84	275	.3	4.8
4-Book	109	360	.4	4.7	79	299	.3	3.1	170	524	.6	4.2	133	366	.5	4.0	95	308	.4	5.5
KWKV-AM																				
FA '97	6	28	.3		44	62	.2	1.7	12	34	.3						15	44	.1	.9
4-Book	22	66	.1	1.0	31	49	.1	1.2	28	54	.1	.7	13	37	.1	.4	11	38	.1	.6
KWVE-FM																				
FA '97	4	29	.2		13	44	.5		17	110	.1	.4	13	69	.4		13	43	.7	
4-Book	11	51	.5		29	95	.1	1.1	33	109	.1	.8	30	84	.1	.9	22	88	.1	1.3
KXMG-AM																				
FA '97	10	35	.4		24	45	.1	.9	14	14	.3		10	28	.3		11	29	.6	
4-Book	20	64	.1	.9	24	66	.1	.9	36	75	.1	.9	31	71	.1	.9	20	60	.1	1.1
KYSR-FM																				
FA '97	69	210	.2	3.0	69	262	.2	2.7	148	527	.5	3.7	81	328	.3	2.6	48	226	.2	2.7
4-Book	53	270	.2	2.3	62	235	.2	2.4	150	520	.5	3.7	95	372	.4	2.9	34	181	.1	1.9
KZLA-FM																				
FA '97	29	142	.1	1.3	67	203	.2	2.6	129	389	.5	3.2	136	282	.5	4.4	26	149	.1	1.5
4-Book	34	160	.1	1.5	47	192	.2	1.8	114	337	.4	2.8	108	293	.4	3.3	27	146	.1	1.6
KFRG-FM																				
FA '97	5	13	.2		14	63	.5		11	77	.3		7	48	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	22	112	.1	1.0	38	138	.1	1.5	36	230	.1	.9	34	156	.1	1.1	10	67	.6	
4-Book	11	63	.5		31	109	.1	1.2	22	136	.1	.6	23	99	.1	.7	8	58	.5	
TOTALS																				
FA '97	2267	6870	8.0		2598	7237	9.1		4047	10760	14.3		3085	8474	10.9		1754	5615	6.2	
4-Book	2300	6973	8.2		2588	7299	9.2		4116	10673	14.7		3287	8472	11.7		1755	5514	6.3	

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 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																				
FA '97	146	2395	.7	3.6	199	1143	.9	3.2	227	1217	1.0	4.0	223	1366	1.0	4.6	47	598	.2	2.4
SU '97	136	2630	.6	3.5	188	915	.9	3.2	160	1043	.8	2.9	204	1474	1.0	4.4	105	934	.5	5.8
SP '97	126	2367	.6	3.3	123	892	.6	2.2	227	1178	1.1	4.3	205	1393	1.0	4.4	74	781	.4	4.2
WI '97	136	2309	.6	3.5	214	1195	1.0	3.5	214	1238	1.0	3.9	190	1252	.9	4.1	59	618	.3	3.5
4-Book	136	2425	.6	3.5	181	1036	.9	3.0	207	1169	1.0	3.8	206	1371	1.0	4.4	71	733	.4	4.0
FA '96	157	2525	.7	4.1	244	1245	1.2	4.1	244	1196	1.2	4.6	224	1388	1.1	4.9	59	683	.3	3.4
KACD-FM																				
FA '97	7	196		.2	10	85		.2	8	72		.1	11	98	.1	.2	2	27		.1
SU '97	16	302	.1	.4	17	143	.1	.3	30	177	.1	.5	30	201	.1	.6	4	58		.2
SP '97	6	257		.2	4	85		.1	5	123		.1	10	117		.2	2	52		.1
WI '97	13	215	.1	.3	3	62		.1	16	160	.1	.3	23	118	.1	.5	10	85		.6
4-Book	11	243	.1	.3	9	94		.2	15	133	.1	.3	19	134	.1	.4	5	56		.3
FA '96	9	211		.2	9	81		.2	8	47		.2	8	149		.2	5	80		.3
KBCD-FM																				
FA '97	3	65		.1	1	15		.1	4	48		.1	4	33		.1	1	14		.1
SU '97	3	81		.1	3	56		.1	5	40		.1	6	53		.1	1	29		.1
SP '97																				
WI '97	3	122		.1	9	59		.1	3	33		.1	1	26		.1				
4-Book	2	67		.1	3	33		.1	3	30		.1	3	28		.1	1	11		.1
FA '96	3	99		.1	5	53		.1	5	20		.1	6	41		.1	1	37		.1
KACE-FM																				
FA '97	41	725	.2	1.0	54	348	.2	.9	50	342	.2	.9	32	328	.1	.7	27	240	.1	1.4
SU '97	53	803	.3	1.4	85	377	.4	1.5	91	498	.4	1.7	61	398	.3	1.3	20	289	.1	1.1
SP '97	32	477	.2	.8	30	271	.1	.5	41	273	.2	.8	53	336	.3	1.2	24	153	.1	1.4
WI '97	25	462	.1	.6	44	218	.2	.7	25	175	.1	.5	21	191	.1	.5	20	159	.1	1.2
4-Book	38	617	.2	1.0	53	304	.2	.9	52	322	.2	1.0	42	313	.2	.9	23	210	.1	1.3
FA '96	38	514	.2	1.0	59	243	.3	1.0	67	299	.3	1.3	38	292	.2	.8	19	211	.1	1.1
KRTO-FM																				
FA '97	17	309	.1	.4	14	136	.1	.2	24	111	.1	.4	20	156	.1	.4	7	68		.4
SU '97	9	157		.2	11	47	.1	.2	7	91		.1	10	111		.2	8	74		.4
SP '97	12	111	.1	.3	26	84	.1	.5	24	84	.1	.5	6	33		.1	3	31		.2
WI '97	15	176	.1	.4	21	96	.1	.3	11	68	.1	.2	21	113	.1	.5	15	67	.1	.9
4-Book	13	188	.1	.3	18	91	.1	.3	17	89	.1	.3	14	103	.1	.3	8	60		.5
FA '96	7	125		.2	11	78	.1	.2	15	77	.1	.3	5	46		.1	1	31		.1
KBIG-FM																				
FA '97	94	1902	.4	2.3	132	785	.6	2.1	145	749	.7	2.5	103	786	.5	2.1	49	531	.2	2.5
SU '97	84	1946	.4	2.2	106	856	.5	1.8	123	741	.6	2.3	108	960	.5	2.3	26	559	.1	1.4
SP '97	84	1629	.4	2.2	89	743	.4	1.6	159	769	.8	3.0	147	808	.7	3.2	22	391	.1	1.3
WI '97	79	1616	.4	2.0	115	703	.5	1.9	138	784	.7	2.5	93	759	.4	2.0	26	402	.1	1.6
4-Book	85	1773	.4	2.2	111	772	.5	1.9	141	761	.7	2.6	113	828	.5	2.4	31	471	.1	1.7
FA '96	66	1740	.3	1.7	83	658	.4	1.4	105	704	.5	2.0	84	810	.4	1.8	35	356	.2	2.0
+KBUA-FM																				
FA '97	3	102		.1	6	48		.1	1	17		.1	5	75		.1	1	13		.1
SU '97	4	125		.1	1	21		.1	5	57		.1	5	81		.1	1	32		.1
SP '97	2	38		.1	6	38		.1	3	38		.1								
WI '97	2	59		.1		16		.1					6	59		.1				
4-Book	3	81		.1	3	31		.1	2	28		.1	4	54		.1	1	11		.1
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	62	877	.3	1.5	98	491	.5	1.6	72	476	.3	1.3	64	422	.3	1.3	24	268	.1	1.2
SU '97	39	783	.2	1.0	36	361	.2	.6	62	397	.3	1.1	47	505	.2	1.0	19	292	.1	1.0
SP '97	38	773	.2	1.0	44	441	.2	.8	46	395	.2	.9	40	375	.2	.9	14	178	.1	.8
WI '97	86	932	.4	2.2	79	323	.4	1.3	129	493	.6	2.3	98	511	.5	2.1	49	268	.2	2.9
4-Book	56	841	.3	1.4	64	404	.3	1.1	77	440	.4	1.4	62	453	.3	1.3	27	252	.1	1.5
FA '96	42	658	.2	1.1	71	366	.3	1.2	57	297	.3	1.1	32	350	.2	.7	23	222	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KCBS-FM																				
FA '97	193	3049	.9	4.7	252	1579	1.2	4.0	331	1728	1.5	5.8	270	1975	1.2	5.5	69	890	.3	3.6
SU '97	127	2677	.6	3.3	153	1321	.7	2.6	202	1436	1.0	3.7	164	1441	.8	3.5	65	902	.3	3.6
SP '97	174	2715	.8	4.6	198	1178	.9	3.5	286	1481	1.4	5.4	246	1780	1.2	5.3	82	848	.4	4.7
WI '97	186	2787	.9	4.8	262	1568	1.2	4.3	292	1481	1.4	5.3	266	1920	1.3	5.8	51	729	.2	3.0
4-Book	170	2807	.8	4.4	216	1412	1.0	3.6	278	1532	1.3	5.1	237	1779	1.1	5.0	67	842	.3	3.7
FA '96	108	2194	.5	2.8	135	1069	.6	2.3	152	930	.7	2.9	142	1189	.7	3.1	44	668	.2	2.5
KFI -AM																				
FA '97	221	2982	1.0	5.4	357	1825	1.6	5.7	449	1946	2.1	7.8	198	1333	.9	4.1	80	643	.4	4.1
SU '97	209	2486	1.0	5.4	380	1693	1.8	6.5	376	1609	1.8	6.9	218	1266	1.0	4.7	78	495	.4	4.3
SP '97	184	2588	.9	4.9	300	1502	1.4	5.3	386	1553	1.8	7.3	239	1476	1.1	5.2	22	434	.1	1.3
WI '97	187	2774	.9	4.8	308	1623	1.5	5.1	333	1677	1.6	6.1	233	1369	1.1	5.0	40	551	.2	2.4
4-Book	200	2708	1.0	5.1	336	1661	1.6	5.7	386	1696	1.8	7.0	222	1361	1.0	4.8	55	531	.3	3.0
FA '96	253	3442	1.2	6.6	453	1961	2.2	7.6	507	2286	2.4	9.5	282	1559	1.3	6.1	53	655	.3	3.1
KFSG-FM																				
FA '97	14	506	.1	.3	25	258	.1	.4	9	75	.2	.2	24	250	.1	.5	4	119	.2	.2
SU '97	20	194	.1	.5	25	129	.1	.4	41	99	.2	.8	16	93	.1	.3	4	39	.2	.4
SP '97	14	332	.1	.4	32	217	.2	.6	5	65	.1	.1	13	72	.1	.3	7	87	.2	.4
WI '97	9	313	.2	.2	17	165	.1	.3	8	101	.1	.1	11	133	.1	.2	3	30	.2	.2
4-Book	14	336	.1	.4	25	192	.1	.4	16	85	.1	.3	16	137	.1	.3	5	69	.3	.3
FA '96	8	263	.2	.2	18	152	.1	.3	12	90	.1	.2	10	100	.2	.2	3	72	.2	.2
KFVB-AM																				
FA '97	124	3317	.6	3.0	254	1986	1.2	4.0	120	1158	.6	2.1	196	1897	.9	4.0	54	589	.2	2.8
SU '97	94	2789	.4	2.4	220	1957	1.0	3.8	85	990	.4	1.6	129	1627	.6	2.8	36	644	.2	2.0
SP '97	95	2825	.5	2.5	202	1763	1.0	3.6	79	1043	.4	1.5	139	1456	.7	3.0	39	648	.2	2.2
WI '97	123	3117	.6	3.2	244	2097	1.2	4.0	152	1206	.7	2.8	180	1641	.9	3.9	32	694	.2	1.9
4-Book	109	3012	.5	2.8	230	1951	1.1	3.9	109	1099	.5	2.0	161	1655	.8	3.4	40	644	.2	2.2
FA '96	103	3013	.5	2.7	237	1890	1.1	4.0	108	1138	.5	2.0	139	1469	.7	3.0	38	737	.2	2.2
KIBB-FM																				
FA '97	24	831	.1	.6	28	372	.1	.4	33	380	.2	.6	35	382	.2	.7	12	245	.1	.6
SU '97	33	835	.2	.9	35	290	.2	.6	53	412	.3	1.0	48	466	.2	1.0	18	261	.1	1.0
SP '97	43	853	.2	1.1	39	346	.2	.7	73	377	.3	1.4	59	431	.3	1.3	17	164	.1	1.0
WI '97	58	895	.3	1.5	103	473	.5	1.7	101	456	.5	1.8	67	401	.3	1.5	12	184	.1	.7
4-Book	40	854	.2	1.0	51	370	.3	.9	65	406	.3	1.2	52	420	.3	1.1	15	214	.1	.8
FA '96	41	870	.2	1.1	42	380	.2	.7	53	449	.3	1.0	48	481	.2	1.0	22	233	.1	1.3
KIEV-AM																				
FA '97	17	369	.1	.4	15	119	.1	.2	50	233	.2	.9	15	129	.1	.3	6	47	.3	.3
SU '97	25	452	.1	.6	7	53	.1	.1	74	358	.4	1.4	43	209	.2	.9	3	50	.2	.2
SP '97	14	202	.1	.4	3	25	.1	.1	36	144	.2	.7	34	141	.2	.7	1	16	.1	.1
WI '97	12	256	.1	.3	4	43	.1	.1	29	150	.1	.5	21	102	.1	.5	6	61	.4	.4
4-Book	17	320	.1	.4	7	60	.1	.1	47	221	.2	.9	28	145	.2	.6	4	44	.3	.3
FA '96	16	386	.1	.4	3	77	.1	.1	49	230	.2	.9	30	204	.1	.7	1	42	.1	.1
KIIS-FM																				
FA '97	91	1906	.4	2.2	152	978	.7	2.4	102	703	.5	1.8	110	856	.5	2.3	37	419	.2	1.9
SU '97	101	1844	.5	2.6	154	946	.7	2.6	161	800	.8	2.9	135	916	.6	2.9	29	402	.1	1.6
SP '97	80	1771	.4	2.1	160	1088	.8	2.8	87	592	.4	1.7	87	889	.4	1.9	29	297	.1	1.7
WI '97	75	1735	.4	1.9	139	955	.7	2.3	104	757	.5	1.9	88	800	.4	1.9	23	378	.1	1.4
4-Book	87	1814	.4	2.2	151	992	.7	2.5	114	713	.6	2.1	105	865	.5	2.3	30	374	.1	1.7
FA '96	73	1755	.3	1.9	129	929	.6	2.2	99	711	.5	1.9	75	733	.4	1.6	37	432	.2	2.1
KIKF-FM																				
FA '97	13	280	.1	.3	10	88	.1	.2	14	138	.1	.2	17	119	.1	.3	11	134	.1	.6
SU '97	15	262	.1	.4	27	174	.1	.5	28	178	.1	.5	15	109	.1	.3	3	89	.2	.2
SP '97	18	231	.1	.5	22	100	.1	.4	37	181	.2	.7	24	170	.1	.5	3	43	.2	.2
WI '97	8	154	.2	.2	12	52	.1	.2	5	57	.1	.1	12	100	.1	.3	3	12	.2	.2
4-Book	14	232	.1	.4	18	104	.1	.3	21	139	.1	.4	17	125	.1	.4	5	70	.3	.3
FA '96	12	395	.1	.3	9	160	.1	.2	13	160	.1	.2	14	167	.1	.3	2	79	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KJLH-FM																				
FA '97	37	603	.2	.9	52	270	.2	.8	49	311	.2	.9	30	257	.1	.6	22	212	.1	1.1
SU '97	25	633	.1	.6	30	219	.1	.5	23	219	.1	.4	32	315	.2	.7	21	229	.1	1.2
SP '97	46	582	.2	1.2	42	234	.2	.7	72	271	.3	1.4	48	329	.2	1.0	34	245	.2	1.9
WI '97	50	605	.2	1.3	70	321	.3	1.2	85	322	.4	1.5	48	307	.2	1.0	26	306	.1	1.6
4-Book	40	606	.2	1.0	49	261	.2	.8	57	281	.3	1.1	40	302	.2	.8	26	248	.1	1.5
FA '96	42	647	.2	1.1	45	367	.2	.8	49	276	.2	.9	46	265	.2	1.0	28	275	.1	1.6
KKBT-FM																				
FA '97	79	912	.4	1.9	137	546	.6	2.2	102	465	.5	1.8	77	380	.4	1.6	27	216	.1	1.4
SU '97	63	1044	.3	1.6	85	464	.4	1.5	64	428	.3	1.2	102	549	.5	2.2	26	371	.1	1.4
SP '97	102	1067	.5	2.7	175	632	.8	3.1	128	539	.6	2.4	120	558	.6	2.6	48	383	.2	2.7
WI '97	81	1154	.4	2.1	177	654	.8	2.9	122	588	.6	2.2	96	570	.5	2.1	13	151	.1	.8
4-Book	81	1044	.4	2.1	144	574	.7	2.4	104	505	.5	1.9	99	514	.5	2.1	29	280	.1	1.6
FA '96	61	860	.3	1.6	100	589	.5	1.7	61	363	.3	1.1	78	418	.4	1.7	44	229	.2	2.5
KKGO-FM																				
FA '97	103	1702	.5	2.5	128	752	.6	2.0	144	662	.7	2.5	113	920	.5	2.3	77	581	.4	4.0
SU '97	69	1482	.3	1.8	86	633	.4	1.5	110	658	.5	2.0	77	695	.4	1.6	45	496	.2	2.5
SP '97	78	1460	.4	2.1	98	645	.5	1.7	111	665	.5	2.1	82	742	.4	1.8	60	581	.3	3.4
WI '97	73	1153	.3	1.9	91	594	.4	1.5	117	522	.6	2.1	97	649	.5	2.1	36	498	.2	2.1
4-Book	81	1449	.4	2.1	101	656	.5	1.7	121	627	.6	2.2	92	752	.5	2.0	55	539	.3	3.0
FA '96	101	1616	.5	2.6	105	739	.5	1.8	159	789	.8	3.0	134	929	.6	2.9	58	600	.3	3.4
KKHJ-AM																				
FA '97	23	505	.1	.6	15	151	.1	.2	12	152	.1	.2	32	210	.1	.7	44	189	.2	2.3
SU '97	28	552	.1	.7	50	303	.2	.9	30	260	.1	.5	29	272	.1	.6	19	181	.1	1.0
SP '97	39	614	.2	1.0	35	267	.2	.6	78	334	.4	1.5	38	215	.2	.8	34	192	.2	1.9
WI '97	45	628	.2	1.2	80	471	.4	1.3	61	295	.3	1.1	36	264	.2	.8	23	162	.1	1.4
4-Book	34	575	.2	.9	45	298	.2	.8	45	260	.2	.8	34	240	.2	.7	30	181	.2	1.7
FA '96	56	733	.3	1.5	131	486	.6	2.2	80	393	.4	1.5	57	276	.3	1.2	15	189	.1	.9
KKLA-AM																				
FA '97		48				15			1	17										
SU '97		16			2	16														
SP '97		39			1	22				17			1	39						
WI '97																				
4-Book		26			1	13				9				10						
FA '96		14																		
KKLA-FM																				
FA '97	23	577	.1	.6	62	364	.3	1.0	16	220	.1	.3	33	253	.2	.7	13	111	.1	.7
SU '97	36	430	.2	.9	94	315	.4	1.6	50	214	.2	.9	37	196	.2	.8	14	123	.1	.8
SP '97	29	495	.1	.8	69	358	.3	1.2	46	145	.2	.9	41	291	.2	.9	4	68		.2
WI '97	10	342		.3	23	259	.1	.4	7	42		.1	20	182	.1	.4	4	66		.2
4-Book	25	461	.1	.7	62	324	.3	1.1	30	155	.1	.6	33	231	.2	.7	9	92	.1	.5
FA '96	28	551	.1	.7	45	365	.2	.8	12	157	.1	.2	65	294	.3	1.4	13	207	.1	.8
KLAC-AM																				
FA '97	68	1500	.3	1.7	111	565	.5	1.8	85	575	.4	1.5	78	797	.4	1.6	42	554	.2	2.2
SU '97	82	1198	.4	2.1	131	521	.6	2.2	128	588	.6	2.3	110	643	.5	2.3	23	359	.1	1.3
SP '97	55	1202	.3	1.5	65	454	.3	1.1	61	449	.3	1.2	83	644	.4	1.8	41	486	.2	2.3
WI '97	65	1483	.3	1.7	103	608	.5	1.7	71	497	.3	1.3	69	621	.3	1.5	42	483	.2	2.5
4-Book	68	1346	.3	1.8	103	537	.5	1.7	86	527	.4	1.6	85	676	.4	1.8	37	471	.2	2.1
FA '96	85	1474	.4	2.2	118	689	.6	2.0	142	472	.7	2.7	97	720	.5	2.1	37	517	.2	2.1
KLAX-FM																				
FA '97	80	961	.4	2.0	81	441	.4	1.3	83	499	.4	1.5	122	572	.6	2.5	56	373	.3	2.9
SU '97	71	1246	.3	1.8	96	645	.5	1.6	95	590	.5	1.7	85	580	.4	1.8	34	392	.2	1.9
SP '97	60	907	.3	1.6	82	420	.4	1.4	83	455	.4	1.6	71	483	.3	1.5	15	249	.1	.9
WI '97	101	1578	.5	2.6	126	768	.6	2.1	111	862	.5	2.0	134	908	.6	2.9	54	417	.3	3.2
4-Book	78	1173	.4	2.0	96	569	.5	1.6	93	602	.5	1.7	103	636	.5	2.2	40	358	.2	2.2
FA '96	132	1555	.6	3.5	186	888	.9	3.1	176	670	.8	3.3	128	853	.6	2.8	62	553	.3	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KLOS-FM																				
FA '97	192	2594	.9	4.7	309	1347	1.4	4.9	284	1223	1.3	5.0	249	1605	1.1	5.1	92	873	.4	4.8
SU '97	127	2000	.6	3.3	203	1071	1.0	3.5	172	896	.8	3.2	186	1234	.9	4.0	57	438	.3	3.1
SP '97	124	2080	.6	3.3	232	998	1.1	4.1	176	988	.8	3.3	146	1214	.7	3.2	35	523	.2	2.0
WI '97	154	2101	.7	4.0	322	1246	1.5	5.3	238	1024	1.1	4.3	183	1084	.9	4.0	35	391	.2	2.1
4-Book	149	2194	.7	3.8	267	1166	1.3	4.5	218	1033	1.0	4.0	191	1284	.9	4.1	55	556	.3	3.0
FA '96	80	1642	.4	2.1	204	874	1.0	3.4	88	765	.4	1.7	98	839	.5	2.1	13	265	.1	.8
KLSX-FM																				
FA '97	134	2014	.6	3.3	511	1429	2.3	8.1	153	965	.7	2.7	72	551	.3	1.5	9	181		.5
SU '97	129	1724	.6	3.3	406	1289	1.9	6.9	177	889	.8	3.2	96	567	.5	2.0	20	293	.1	1.1
SP '97	115	1644	.5	3.1	402	1228	1.9	7.1	133	831	.6	2.5	73	522	.3	1.6	10	180		.6
WI '97	113	1874	.5	2.9	411	1289	2.0	6.8	148	949	.7	2.7	60	550	.3	1.3	14	214	.1	.8
4-Book	123	1814	.6	3.2	433	1309	2.0	7.2	153	909	.7	2.8	75	548	.4	1.6	13	217	.1	.8
FA '96	139	1881	.7	3.6	460	1409	2.2	7.8	189	978	.9	3.5	87	557	.4	1.9	31	271	.1	1.8
KLVE-FM																				
FA '97	172	1996	.8	4.2	248	1015	1.1	3.9	268	1056	1.2	4.7	199	1015	.9	4.1	72	603	.3	3.7
SU '97	136	1913	.6	3.5	185	997	.9	3.2	209	847	1.0	3.8	137	990	.7	2.9	67	656	.3	3.7
SP '97	194	2296	.9	5.1	296	1326	1.4	5.2	236	1144	1.1	4.5	223	1427	1.1	4.8	107	831	.5	6.1
WI '97	167	1843	.8	4.3	268	1123	1.3	4.4	215	888	1.0	3.9	151	997	.7	3.3	90	709	.4	5.4
4-Book	167	2012	.8	4.3	249	1115	1.2	4.2	232	984	1.1	4.2	178	1107	.9	3.8	84	700	.4	4.7
FA '96	174	2079	.8	4.6	276	1204	1.3	4.7	214	1066	1.0	4.0	176	986	.8	3.8	84	713	.4	4.9
KLYY-FM																				
FA '97	32	644	.1	.8	31	257	.1	.5	45	320	.2	.8	55	461	.3	1.1	20	205	.1	1.0
SU '97	21	508	.1	.5	27	253	.1	.5	33	250	.2	.6	29	329	.1	.6	10	169		.6
SP '97	11	400	.1	.3	15	190	.1	.3	15	157	.1	.3	13	254	.1	.3	6	121		.3
WI '97	19	514	.1	.5	22	233	.1	.4	25	269	.1	.5	30	325	.1	.6	10	195		.6
4-Book	21	517	.1	.5	24	233	.1	.4	30	249	.2	.6	32	342	.2	.7	12	173		.6
FA '96	25	521	.1	.7	44	231	.2	.7	32	219	.2	.6	36	242	.2	.8	10	147		.6
KNX -AM																				
FA '97	142	3633	.7	3.5	239	2140	1.1	3.8	132	1531	.6	2.3	178	1895	.8	3.7	129	1228	.6	6.7
SU '97	123	3193	.6	3.2	279	2147	1.3	4.8	110	1199	.5	2.0	143	1485	.7	3.1	68	852	.3	3.7
SP '97	114	3083	.5	3.0	253	1906	1.2	4.5	109	1339	.5	2.1	121	1506	.6	2.6	77	911	.4	4.4
WI '97	149	3538	.7	3.9	306	2208	1.5	5.1	120	1453	.6	2.2	193	1899	.9	4.2	93	1069	.4	5.5
4-Book	132	3362	.6	3.4	269	2100	1.3	4.6	118	1381	.6	2.2	159	1696	.8	3.4	92	1015	.4	5.1
FA '96	143	3547	.7	3.7	270	2200	1.3	4.6	120	1414	.6	2.3	225	1942	1.1	4.9	97	1256	.5	5.6
KOST-FM																				
FA '97	136	2378	.6	3.3	180	1168	.8	2.9	227	1164	1.0	4.0	192	1222	.9	3.9	55	646	.3	2.9
SU '97	143	2385	.7	3.7	165	1101	.8	2.8	231	1153	1.1	4.2	197	1341	.9	4.2	64	765	.3	3.5
SP '97	115	2096	.5	3.1	133	880	.6	2.3	165	911	.8	3.1	127	929	.6	2.8	76	660	.4	4.3
WI '97	100	1906	.5	2.6	107	709	.5	1.8	163	837	.8	3.0	138	1016	.7	3.0	63	535	.3	3.8
4-Book	124	2191	.6	3.2	146	965	.7	2.5	197	1016	.9	3.6	164	1127	.8	3.5	65	652	.3	3.6
FA '96	117	2365	.6	3.1	121	952	.6	2.0	157	943	.7	2.9	177	1336	.8	3.9	63	673	.3	3.6
KPWR-FM																				
FA '97	42	975	.2	1.0	48	370	.2	.8	57	412	.3	1.0	52	409	.2	1.1	24	251	.1	1.2
SU '97	36	1043	.2	.9	30	361	.1	.5	50	453	.2	.9	49	491	.2	1.0	21	260	.1	1.2
SP '97	33	960	.2	.9	62	420	.3	1.1	34	386	.2	.6	38	422	.2	.8	17	192	.1	1.0
WI '97	35	880	.2	.9	23	327	.1	.4	43	408	.2	.8	48	356	.2	1.0	39	267	.2	2.3
4-Book	37	965	.2	.9	41	370	.2	.7	46	415	.2	.8	47	420	.2	1.0	25	243	.1	1.4
FA '96	23	747	.1	.6	28	278	.1	.5	18	212	.1	.3	20	265	.1	.4	19	207	.1	1.1
KRLA-AM																				
FA '97	32	778	.1	.8	36	259	.2	.6	28	292	.1	.5	49	376	.2	1.0	22	283	.1	1.1
SU '97	38	738	.2	1.0	73	362	.3	1.2	59	410	.3	1.1	37	332	.2	.8	12	180	.1	.7
SP '97	49	552	.2	1.3	55	249	.3	1.0	51	323	.2	1.0	43	328	.2	.9	31	207	.1	1.8
WI '97	37	590	.2	1.0	60	227	.3	1.0	61	310	.3	1.1	33	343	.2	.7	13	158	.1	.8
4-Book	39	665	.2	1.0	56	274	.3	1.0	50	334	.2	.9	41	345	.2	.9	20	207	.1	1.1
FA '96	67	737	.3	1.8	92	362	.4	1.6	110	436	.5	2.1	72	354	.3	1.6	26	187	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 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	
KROQ-FM																					
FA '97	55	1373	.3	1.3	67	589	.3	1.1	95	536	.4	1.7	83	652	.4	1.7	23	418	.1	1.2	
SU '97	69	1281	.3	1.8	103	669	.5	1.8	99	565	.5	1.8	94	707	.4	2.0	27	378	.1	1.5	
SP '97	39	1116	.2	1.0	65	468	.3	1.1	45	465	.2	.9	43	483	.2	.9	20	391	.1	1.1	
WI '97	53	935	.3	1.4	95	510	.5	1.6	56	420	.3	1.0	64	513	.3	1.4	36	232	.2	2.1	
4-Book	54	1176	.3	1.4	83	559	.4	1.4	74	497	.4	1.4	71	589	.3	1.5	27	355	.1	1.5	
FA '96	74	1136	.4	1.9	106	504	.5	1.8	120	605	.6	2.3	94	567	.4	2.0	41	398	.2	2.4	
KRRA-AM																					
FA '97	5	208		.1	4	37		.1	11	121	.1	.2	3	52		.1	5	37		.3	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	29	238	.1	.8	32	178	.2	.6	33	122	.2	.6	38	178	.2	.8	20	139	.1	1.1	
WI '97	30	274	.1	.8	41	180	.2	.7	34	122	.2	.6	31	213	.1	.7	24	70	.1	1.4	
4-Book	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	32	296	.2	.8	51	144	.2	.9	56	156	.3	1.1	38	197	.2	.8	6	78		.3	
KRTH-FM																					
FA '97	271	3913	1.2	6.7	414	2039	1.9	6.6	480	2055	2.2	8.4	296	1863	1.4	6.1	66	893	.3	3.4	
SU '97	252	3896	1.2	6.5	337	1880	1.6	5.8	445	2007	2.1	8.2	287	1982	1.4	6.1	82	938	.4	4.5	
SP '97	196	3861	.9	5.2	258	1880	1.2	4.5	319	1761	1.5	6.1	217	1816	1.0	4.7	77	867	.4	4.4	
WI '97	181	3602	.9	4.7	304	1853	1.4	5.0	299	1663	1.4	5.4	207	1768	1.0	4.5	45	836	.2	2.7	
4-Book	225	3818	1.1	5.8	328	1913	1.5	5.5	386	1872	1.8	7.0	252	1857	1.2	5.4	68	884	.3	3.8	
FA '96	181	3264	.9	4.7	289	1544	1.4	4.9	280	1651	1.3	5.3	217	1610	1.0	4.7	55	851	.3	3.2	
KSCA-FM																					
FA '97	121	1226	.6	3.0	274	917	1.3	4.4	195	713	.9	3.4	75	443	.3	1.5	33	341	.2	1.7	
SU '97	141	1679	.7	3.7	334	1182	1.6	5.7	158	960	.7	2.9	124	817	.6	2.6	50	460	.2	2.8	
SP '97	149	1659	.7	4.0	319	1195	1.5	5.6	178	923	.8	3.4	117	821	.6	2.5	69	489	.3	3.9	
WI '97	129	1331	.6	3.3	165	720	.8	2.7	170	778	.8	3.1	132	800	.6	2.9	83	534	.4	5.0	
4-Book	135	1474	.7	3.5	273	1004	1.3	4.6	175	844	.8	3.2	112	720	.5	2.4	59	456	.3	3.4	
FA '96	63	1113	.3	1.6	70	538	.3	1.2	93	654	.4	1.7	90	731	.4	2.0	26	356	.1	1.5	
+KSSE-FM																					
FA '97	13	322	.1	.3	14	125	.1	.2	14	183	.1	.2	15	134	.1	.3	11	81	.1	.6	
SU '97	15	356	.1	.4	8	120	.1	.1	28	200	.1	.5	3	42	.1	.1	9	122	.1	.5	
SP '97	10	312		.3	8	53		.1	8	90		.2	12	102	.1	.3	4	48		.2	
WI '97	16	321	.1	.4	17	137	.1	.3	30	177	.1	.5	22	181	.1	.5	8	100	.1	.5	
4-Book	14	328	.1	.4	12	109	.1	.2	20	163	.1	.4	13	115	.1	.3	8	88	.1	.5	
FA '96	13	298	.1	.3	21	110	.1	.4	16	129	.1	.3	6	112	.1	.1	2	45	.1	.1	
KTNO-AM																					
FA '97	105	1151	.5	2.6	166	557	.8	2.6	85	400	.4	1.5	144	547	.7	3.0	109	424	.5	5.7	
SU '97	104	1144	.5	2.7	197	711	.9	3.4	110	496	.5	2.0	148	719	.7	3.2	60	402	.3	3.3	
SP '97	108	1080	.5	2.9	158	487	.7	2.8	136	499	.6	2.6	124	509	.6	2.7	66	415	.3	3.8	
WI '97	98	1007	.5	2.5	156	574	.7	2.6	103	452	.5	1.9	122	513	.6	2.6	77	338	.4	4.6	
4-Book	104	1096	.5	2.7	169	582	.8	2.9	109	462	.5	2.0	135	572	.7	2.9	78	395	.4	4.4	
FA '96	102	1044	.5	2.7	122	466	.6	2.1	103	273	.5	1.9	113	468	.5	2.5	107	616	.5	6.2	
KTWV-FM																					
FA '97	167	2830	.8	4.1	192	1319	.9	3.0	256	1329	1.2	4.5	189	1743	.9	3.9	109	947	.5	5.7	
SU '97	180	2861	.9	4.7	225	1326	1.1	3.9	279	1449	1.3	5.1	199	1456	.9	4.2	103	926	.5	5.7	
SP '97	174	2536	.8	4.6	222	1298	1.1	3.9	256	1355	1.2	4.9	247	1489	1.2	5.4	78	714	.4	4.5	
WI '97	211	1547	1.0	5.5	229	1255	1.1	3.8	328	1254	1.6	6.0	295	1733	1.4	6.4	79	886	.4	4.7	
4-Book	183	2694	.9	4.7	217	1300	1.1	3.7	280	1347	1.3	5.1	233	1605	1.1	5.0	92	868	.5	5.2	
FA '96	191	2761	.9	5.0	230	1461	1.1	3.9	281	1415	1.3	5.3	255	1589	1.2	5.6	110	1066	.5	6.4	
KWKV-AM																					
FA '97	32	402	.1	.8	55	209	.3	.9	59	200	.3	1.0	31	196	.1	.6	10	82		.5	
SU '97	43	458	.2	1.1	55	236	.3	.9	59	259	.3	1.1	40	196	.2	.9	38	217	.2	2.1	
SP '97	39	715	.2	1.0	72	402	.3	1.3	40	282	.2	.8	31	216	.1	.7	16	186	.1	.9	
WI '97	40	747	.2	1.0	84	358	.4	1.4	72	420	.3	1.3	25	241	.1	.5	3	47		.2	
4-Book	39	581	.2	1.0	67	301	.3	1.1	58	290	.3	1.1	32	212	.1	.7	17	133	.1	.9	
FA '96	72	678	.3	1.9	136	420	.6	2.3	113	323	.5	2.1	61	270	.3	1.3	16	125	.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 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
KWVE-FM																				
FA '97	21	503	.1	.5	26	204	.1	.4	19	138	.1	.3	25	212	.1	.5	13	170	.1	.7
SU '97	39	601	.2	1.0	51	339	.2	.9	32	187	.2	.6	59	330	.3	1.3	25	246	.1	1.4
SP '97	19	493	.1	.5	38	308	.2	.7	20	201	.1	.4	17	176	.1	.4	10	118		.6
WI '97	30	430	.1	.8	46	257	.2	.8	44	263	.2	.8	46	207	.2	1.0	10	117		.6
4-Book	27	507	.1	.7	40	277	.2	.7	29	197	.2	.5	37	231	.2	.8	15	163	.1	.8
FA '96	13	430	.1	.3	19	224	.1	.3	14	177	.1	.3	20	243	.1	.4	7	96		.4
KXMG-AM																				
FA '97	9	114		.2	21	46	.1	.3	3	43		.1	7	29		.1	10	53		.5
SU '97	46	569	.2	1.2	50	353	.2	.9	84	330	.4	1.5	54	300	.3	1.2	23	212	.1	1.3
SP '97	38	615	.2	1.0	49	262	.2	.9	36	318	.2	.7	41	338	.2	.9	29	180	.1	1.7
WI '97	56	586	.3	1.4	44	298	.2	.7	77	340	.4	1.4	85	424	.4	1.8	47	297	.2	2.8
4-Book	37	471	.2	1.0	41	240	.2	.7	50	258	.3	.9	47	273	.2	1.0	27	186	.1	1.6
FA '96	22	289	.1	.6	31	119	.1	.5	12	56	.1	.2	14	147	.1	.3	33	185	.2	1.9
KYSR-FM																				
FA '97	82	1546	.4	2.0	119	756	.5	1.9	140	678	.6	2.4	87	782	.4	1.8	42	510	.2	2.2
SU '97	68	1641	.3	1.8	74	714	.4	1.3	103	748	.5	1.9	109	860	.5	2.3	13	297	.1	.7
SP '97	85	1438	.4	2.3	124	749	.6	2.2	136	890	.6	2.6	101	823	.5	2.2	32	376	.2	1.8
WI '97	48	1518	.2	1.2	69	796	.3	1.1	78	719	.4	1.4	60	713	.3	1.3	15	288	.1	.9
4-Book	71	1536	.3	1.8	97	754	.5	1.6	114	759	.5	2.1	89	795	.4	1.9	26	368	.2	1.4
FA '96	55	1438	.3	1.4	79	615	.4	1.3	90	643	.4	1.7	71	739	.3	1.5	20	408	.1	1.2
KZLA-FM																				
FA '97	127	1717	.6	3.1	173	923	.8	2.7	189	883	.9	3.3	173	1092	.8	3.6	34	475	.2	1.8
SU '97	112	1424	.5	2.9	145	817	.7	2.5	197	999	.9	3.6	139	1035	.7	3.0	36	509	.2	2.0
SP '97	137	1713	.7	3.6	169	980	.8	3.0	208	890	1.0	4.0	185	1079	.9	4.0	66	573	.3	3.8
WI '97	89	1467	.4	2.3	110	801	.5	1.8	146	757	.7	2.7	117	902	.6	2.5	22	344	.1	1.3
4-Book	116	1580	.6	3.0	149	880	.7	2.5	185	882	.9	3.4	154	1027	.8	3.3	40	475	.2	2.2
FA '96	153	1841	.7	4.0	226	968	1.1	3.8	270	999	1.3	5.1	148	995	.7	3.2	31	449	.1	1.8
KFRG-FM																				
FA '97	25	402	.1	.6	18	162	.1	.3	30	242	.1	.5	46	200	.2	.9	17	190	.1	.9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	10	389		.3	4	80		.1	17	155	.1	.3	14	188	.1	.3	8	124		.5
XTRA-AM																				
FA '97	56	1352	.3	1.4	70	517	.3	1.1	78	554	.4	1.4	110	901	.5	2.3	26	452	.1	1.3
SU '97	62	1024	.3	1.6	82	453	.4	1.4	144	578	.7	2.6	81	620	.4	1.7	6	125		.3
SP '97	51	1132	.2	1.4	90	531	.4	1.6	85	507	.4	1.6	91	788	.4	2.0	9	237		.5
WI '97	76	1395	.4	2.0	91	687	.4	1.5	160	718	.8	2.9	113	895	.5	2.4	15	351	.1	.9
4-Book	61	1226	.3	1.6	83	547	.4	1.4	117	589	.6	2.1	99	801	.5	2.1	14	291	.1	.8
FA '96	68	1534	.3	1.8	72	491	.3	1.2	121	804	.6	2.3	104	973	.5	2.3	18	356	.1	1.0
TOTALS																				
FA '97	4075	20927	18.7		6298	18384	29.0		5724	16175	26.3		4873	17951	22.4		1929	11752	8.9	
SU '97	3859	20020	18.3		5844	17568	27.7		5459	15414	25.9		4688	17523	22.3		1815	11324	8.6	
SP '97	3768	20045	17.9		5677	17784	26.9		5261	15488	25.0		4607	17332	21.9		1749	11284	8.3	
WI '97	3863	20163	18.3		6032	17590	28.6		5492	15433	26.1		4620	17318	21.9		1676	10660	8.0	
4-Book	3891	20289	18.3		5963	17832	28.1		5484	15628	25.8		4697	17531	22.1		1792	11255	8.5	
FA '96	3822	20048	18.1		5927	17672	28.1		5331	15098	25.3		4591	16958	21.8		1728	11765	8.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 35-64

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	217	2032	1.0	3.8	86	1048	.4	3.1	86	294	.4	2.5	143	415	.7	3.2	80	267	.4	2.5
4-Book	198	2056	1.0	3.7	68	933	.3	2.6	81	269	.4	2.4	102	318	.5	2.4	54	224	.3	1.8
KACD-FM																				
FA '97	10	156	.2	.2	7	111	.3	.3	3	12	.1	.1	21	42	.1	.5	6	44	.2	.2
4-Book	14	208	.1	.3	8	117	.3	.3	6	21	.2	.2	17	53	.1	.4	10	32	.1	.3
KBCD-FM																				
FA '97	3	48	.1	.1	3	31	.1	.1					10	17	.2	.2				
4-Book	3	48	.1	.1	2	29	.1	.1	1	3	.1	.1	8	22	.2	.2				4
KACE-FM																				
FA '97	45	546	.2	.8	41	450	.2	1.5	56	158	.3	1.6	62	212	.3	1.4	59	192	.3	1.9
4-Book	49	506	.2	.9	28	313	.1	1.1	24	69	.2	.7	48	136	.2	1.1	41	115	.2	1.3
KRTO-FM																				
FA '97	20	230	.1	.4	20	167	.1	.7	15	82	.1	.4	33	100	.2	.7	19	64	.1	.6
4-Book	16	162	.1	.3	13	104	.1	.5	12	38	.1	.4	16	57	.1	.4	15	38	.1	.5
KBIG-FM																				
FA '97	128	1343	.6	2.3	65	1053	.3	2.4	77	286	.4	2.3	94	385	.4	2.1	64	257	.3	2.0
4-Book	123	1359	.6	2.3	55	918	.3	2.1	56	233	.3	1.7	95	354	.4	2.2	60	228	.3	2.0
+KBUA-FM																				
FA '97	4	75	.1	.1	4	61	.1	.1					4	31	.1	.1	2	13	.1	.1
4-Book	3	74	.1	.1	3	37	.1	.1	1	4	.1	.1	5	18	.1	.1	7	18	.1	.2
KBUE-FM																				
FA '97	78	735	.4	1.4	62	555	.3	2.3	98	207	.5	2.9	66	244	.3	1.5	89	254	.4	2.8
4-Book	69	698	.3	1.3	55	518	.3	2.1	76	168	.4	2.3	78	219	.4	1.8	64	169	.3	2.1
KCBS-FM																				
FA '97	288	2668	1.3	5.1	108	1674	.5	3.9	126	444	.6	3.7	190	680	.9	4.3	147	540	.7	4.7
4-Book	246	2439	1.2	4.6	105	1507	.5	4.0	115	433	.6	3.5	203	657	1.0	4.7	131	428	.6	4.3
KFI -AM																				
FA '97	344	2678	1.6	6.1	97	1275	.4	3.5	194	594	.9	5.7	197	521	.9	4.4	59	161	.3	1.9
4-Book	320	2497	1.5	6.0	85	1122	.4	3.2	174	559	.8	5.2	170	506	.8	3.9	62	184	.3	2.1
KFSG-FM																				
FA '97	19	377	.1	.3	12	293	.1	.4	13	57	.1	.4	9	78	.2	.2	17	43	.1	.5
4-Book	19	271	.1	.3	13	187	.1	.5	22	63	.1	.7	17	65	.1	.4	11	27	.1	.4
KFWB-AM																				
FA '97	184	3013	.8	3.3	63	1438	.3	2.3	126	539	.6	3.7	71	377	.3	1.6	54	258	.2	1.7
4-Book	162	2737	.8	3.0	61	1371	.3	2.3	118	531	.6	3.6	81	394	.4	1.9	65	289	.3	2.1
KIBB-FM																				
FA '97	32	661	.1	.6	19	415	.1	.7	19	50	.1	.6	21	130	.1	.5	34	141	.2	1.1
4-Book	57	724	.3	1.1	26	378	.1	1.0	25	114	.1	.8	40	149	.2	.9	33	113	.2	1.1
KIEV-AM																				
FA '97	28	336	.1	.5	3	105	.1	.1	1	15	.1	.1	6	48	.1	.1	10	57	.1	.3
4-Book	29	282	.1	.6	4	83	.2	.2	2	12	.1	.1	12	51	.1	.3	8	36	.1	.3
KIIS-FM																				
FA '97	120	1515	.6	2.1	78	995	.4	2.8	123	347	.6	3.6	133	436	.6	3.0	103	281	.5	3.3
4-Book	123	1513	.6	2.3	63	914	.3	2.4	99	314	.5	3.0	117	370	.6	2.7	74	232	.4	2.4
KIKF-FM																				
FA '97	14	218	.1	.2	14	157	.1	.5	22	55	.1	.6	30	79	.1	.7	23	72	.1	.7
4-Book	19	199	.1	.3	10	107	.4	.4	14	33	.1	.4	27	69	.1	.6	12	40	.1	.4
KJLH-FM																				
FA '97	44	467	.2	.8	36	446	.2	1.3	27	91	.1	.8	38	124	.2	.9	69	197	.3	2.2
4-Book	49	478	.2	.9	32	397	.2	1.2	28	76	.1	.9	31	121	.2	.7	52	133	.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 - Men 35-64

		Men 35-64																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																						
FA '97		105	741	.5	1.9	68	518	.3	2.5	100	195	.5	2.9	99	192	.5	2.2	97	186	.4	3.1	
4-Book		115	873	.6	2.1	57	491	.3	2.2	73	165	.4	2.2	83	182	.4	1.9	79	176	.4	2.6	
KKGO-FM																						
FA '97		129	1242	.6	2.3	73	953	.3	2.7	69	309	.3	2.0	93	279	.4	2.1	88	304	.4	2.8	
4-Book		106	1113	.5	2.0	55	785	.3	2.1	50	207	.2	1.5	70	263	.3	1.6	71	252	.4	2.3	
KKHJ-AM																						
FA '97		19	317	.1	.3	16	204	.1	.6	23	68	.1	.7	17	96	.1	.4	3	14		.1	
4-Book		42	470	.2	.8	21	236	.1	.8	33	94	.2	1.0	36	96	.2	.9	10	19	.1	.3	
KKLA-AM																						
FA '97			33				15											1	15			
4-Book			22				4												4			
KKLA-FM																						
FA '97		35	478	.2	.6	9	211		.3	26	101	.1	.8	2	18							
4-Book		41	412	.2	.8	7	155		.3	17	57	.1	.5	4	21		.1	6	17		.2	
KLAC-AM																						
FA '97		91	1225	.4	1.6	45	646	.2	1.6	57	155	.3	1.7	50	214	.2	1.1	76	184	.3	2.4	
4-Book		91	1058	.4	1.7	46	618	.2	1.7	53	156	.3	1.6	68	202	.3	1.6	46	142	.2	1.5	
KLAX-FM																						
FA '97		94	848	.4	1.7	73	571	.3	2.7	84	226	.4	2.5	108	263	.5	2.4	77	193	.4	2.4	
4-Book		97	1033	.5	1.8	70	703	.4	2.7	83	215	.4	2.5	89	275	.5	2.1	90	224	.5	2.9	
KLOS-FM																						
FA '97		281	2362	1.3	5.0	100	1224	.5	3.7	113	373	.5	3.3	222	672	1.0	5.0	103	462	.5	3.3	
4-Book		225	1965	1.1	4.2	79	945	.4	3.0	87	269	.4	2.6	150	449	.7	3.5	97	348	.5	3.2	
KLSX-FM																						
FA '97		238	1740	1.1	4.2	34	542	.2	1.2	28	107	.1	.8	53	197	.2	1.2	25	102	.1	.8	
4-Book		215	1567	1.0	4.0	33	491	.2	1.2	23	82	.1	.7	38	137	.2	.9	29	79	.1	1.0	
KLVE-FM																						
FA '97		241	1723	1.1	4.3	117	1227	.5	4.3	180	505	.8	5.3	201	528	.9	4.5	121	356	.6	3.8	
4-Book		221	1726	1.1	4.1	129	1243	.6	4.9	202	519	1.0	6.1	218	524	1.0	5.1	139	353	.7	4.5	
KLYY-FM																						
FA '97		44	535	.2	.8	20	313	.1	.7	11	44	.1	.3	40	121	.2	.9	37	98	.2	1.2	
4-Book		29	438	.1	.6	14	262	.1	.5	11	43	.1	.3	27	121	.1	.6	18	77	.1	.6	
KNX -AM																						
FA '97		179	3057	.8	3.2	84	1698	.4	3.1	136	500	.6	4.0	78	387	.4	1.8	80	386	.4	2.5	
4-Book		177	2878	.8	3.3	79	1513	.4	3.0	137	541	.6	4.2	75	336	.4	1.8	77	353	.4	2.5	
KOST-FM																						
FA '97		202	1903	.9	3.6	75	1091	.3	2.7	57	279	.3	1.7	97	326	.4	2.2	63	261	.3	2.0	
4-Book		171	1755	.8	3.2	79	1055	.4	3.0	83	297	.4	2.5	126	401	.6	3.0	82	278	.4	2.7	
KPWR-FM																						
FA '97		53	791	.2	.9	36	425	.2	1.3	24	54	.1	.7	64	213	.3	1.4	40	97	.2	1.3	
4-Book		45	746	.2	.8	29	449	.2	1.1	28	92	.1	.9	42	171	.2	1.0	45	125	.2	1.5	
KRLA-AM																						
FA '97		37	557	.2	.7	30	387	.1	1.1	37	125	.2	1.1	32	102	.1	.7	39	122	.2	1.2	
4-Book		49	524	.2	1.0	35	345	.2	1.3	39	106	.2	1.2	54	124	.3	1.3	39	105	.2	1.3	
KROQ-FM																						
FA '97		83	1071	.4	1.5	28	619	.1	1.0	25	120	.1	.7	63	278	.3	1.4	35	184	.2	1.1	
4-Book		76	952	.4	1.4	35	594	.2	1.3	38	128	.2	1.1	62	250	.3	1.4	45	148	.2	1.5	
KRRR-AM																						
FA '97		6	153		.1	3	57		.1													
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	403	3233	1.9	7.1	175	1926	.8	6.4	240	587	1.1	7.0	385	896	1.8	8.7	175	542	.8	5.5
4-Book	327	3119	1.6	6.0	150	1953	.7	5.7	180	533	.9	5.5	319	859	1.5	7.4	165	540	.8	5.4
KSCA-FM																				
FA '97	182	1036	.8	3.2	70	698	.3	2.6	134	238	.6	3.9	128	329	.6	2.9	82	206	.4	2.6
4-Book	186	1325	.9	3.5	97	879	.5	3.7	181	397	.9	5.5	145	374	.7	3.4	103	237	.5	3.4
+KSSE-FM																				
FA '97	14	267	.1	.2	13	169	.1	.5	24	49	.1	.7	31	104	.1	.7	12	31	.1	.4
4-Book	15	237	.1	.3	14	166	.1	.6	15	41	.1	.5	28	82	.1	.7	14	34	.1	.5
KTNQ-AM																				
FA '97	128	983	.6	2.3	61	701	.3	2.2	88	204	.4	2.6	65	154	.3	1.5	81	249	.4	2.6
4-Book	135	953	.7	2.5	65	594	.3	2.5	123	239	.6	3.8	85	206	.4	2.0	69	159	.3	2.2
KTWV-FM																				
FA '97	216	2440	1.0	3.8	120	1444	.6	4.4	136	454	.6	4.0	187	521	.9	4.2	143	435	.7	4.5
4-Book	246	2223	1.2	4.6	132	1508	.7	5.0	130	415	.6	3.9	224	632	1.1	5.2	167	484	.8	5.5
KWKW-AM																				
FA '97	49	325	.2	.9	17	173	.1	.6	37	59	.2	1.1	24	65	.1	.5	12	48	.1	.4
4-Book	52	472	.2	1.0	30	291	.1	1.1	67	129	.3	2.1	49	123	.2	1.1	30	82	.2	1.0
KWVE-FM																				
FA '97	23	318	.1	.4	22	328	.1	.8	21	86	.1	.6	32	113	.1	.7	25	97	.1	.8
4-Book	35	411	.2	.7	23	262	.1	.9	23	78	.1	.7	23	65	.1	.5	18	64	.1	.6
KXMG-AM																				
FA '97	10	87	.2	.2	8	86	.1	.3	29	58	.1	.8	1	13			7	27		.2
4-Book	46	390	.2	.9	29	259	.1	1.1	31	92	.1	.9	55	116	.3	1.3	40	109	.2	1.3
KYSR-FM																				
FA '97	117	1201	.5	2.1	47	645	.2	1.7	35	150	.2	1.0	118	345	.5	2.7	62	171	.3	2.0
4-Book	101	1252	.5	1.9	48	746	.3	1.8	50	199	.2	1.5	99	344	.5	2.3	63	202	.3	2.1
KZLA-FM																				
FA '97	179	1452	.8	3.2	96	1085	.4	3.5	111	340	.5	3.3	152	528	.7	3.4	113	400	.5	3.6
4-Book	164	1376	.8	3.1	83	944	.4	3.1	96	309	.5	2.9	151	470	.7	3.5	119	370	.6	3.9
KFRG-FM																				
FA '97	31	333	.1	.5	18	236	.1	.7	14	43	.1	.4	38	116	.2	.9	46	84	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	85	1144	.4	1.5	25	535	.1	.9	66	201	.3	1.9	24	87	.1	.5	32	103	.1	1.0
4-Book	101	1101	.5	1.9	23	417	.1	.9	48	152	.2	1.4	38	147	.2	.9	27	77	.1	.9
TOTALS																				
FA '97	5639	20521	25.9		2739	17234	12.6		3414	8679	15.7		4441	10566	20.4		3160	8404	14.5	
4-Book	5389	19958	25.4		2637	16639	12.4		3302	8594	15.6		4298	10153	20.2		3066	7806	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 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 FA '97 4-Book	40 28	145 110	.2 .1	2.5 1.8	129 92	361 257	.6 .5	5.9 4.3	113 107	340 304	.5 .5	3.4 3.4	81 66	190 211	.4 .3	3.1 2.6	24 19	116 82	.1 .1	1.9 1.6
KACD-FM FA '97 4-Book	3	18		.2	3 2	13 11		.1 .1	4 9	29 46		.1 .3	9 13	28 29		.3 .5	9 7	14 27		.7 .5
KBCD-FM FA '97 4-Book									10 4	14 7		.3 .1								
KACE-FM FA '97 4-Book	15 18	38 79	.1 .1	.9 1.1	31 15	87 41	.1 .1	1.4 .7	67 37	156 105	.3 .2	2.0 1.2	21 29	100 94	.1 .1	.8 1.2	20 13	68 58	.1 .1	1.6 1.1
KRTO-FM FA '97 4-Book	19 15	27 31	.1 .1	1.2 .9	16 12	66 35	.1 .1	.7 .6	23 11	78 40	.1 .1	.7 .4	19 12	44 34	.1 .1	.7 .5	14 6	28 15	.1 .1	1.1 .5
KBIG-FM FA '97 4-Book	83 72	250 251	.4 .4	5.2 4.5	55 30	174 132	.3 .2	2.5 1.4	77 52	320 244	.4 .3	2.3 1.7	25 35	143 158	.1 .2	1.0 1.4	37 35	112 135	.2 .2	3.0 3.0
+KBUA-FM FA '97 4-Book					2 1	17 4		.1	13 6	31 19	.1 .1	.4 .2		2 4		.1	9 3	17 8		.7 .2
KBUE-FM FA '97 4-Book	46 33	112 92	.2 .2	2.9 2.1	50 50	153 133	.2 .3	2.3 2.3	98 76	175 205	.5 .4	2.9 2.4	46 47	108 134	.2 .2	1.8 1.9	9 16	33 58	.1 .1	.7 1.3
KCBS-FM FA '97 4-Book	57 55	234 235	.3 .3	3.5 3.5	63 60	221 248	.3 .3	2.9 2.8	136 120	498 425	.6 .6	4.1 3.9	98 108	393 418	.5 .5	3.8 4.4	46 45	206 175	.2 .2	3.7 3.8
KFI -AM FA '97 4-Book	27 28	100 104	.1 .1	1.7 1.8	72 85	235 224	.3 .4	3.3 3.9	141 96	412 307	.6 .5	4.2 3.0	75 50	226 147	.3 .2	2.9 2.0	12 19	69 78	.1 .1	1.0 1.6
KFSG-FM FA '97 4-Book	4 5	29 27		.2 .3	21 25	118 80	.1 .1	1.0 1.2	10 12	48 39		.3 .4	15 9	69 35	.1 .1	.6 .4	7 5	50 20		.6 .4
KFWB-AM FA '97 4-Book	35 26	161 156	.2 .2	2.2 1.7	75 86	289 388	.3 .4	3.4 4.0	59 57	283 311	.3 .3	1.8 1.8	60 46	228 209	.3 .2	2.3 1.9	32 22	196 133	.1 .1	2.6 1.8
KIBB-FM FA '97 4-Book	17 19	62 85	.1 .1	1.1 1.3	10 17	64 75		.5 .8	29 34	87 124	.1 .2	.9 1.1	12 29	77 85	.1 .1	.5 1.2	8 11	29 42		.6 .9
KIEV-AM FA '97 4-Book	2	7		.1	1	3			1 1	15 8			3 3	28 17		.1 .1	3 1	14 4		.2 .1
KIIS-FM FA '97 4-Book	45 26	130 131	.2 .1	2.8 1.7	77 39	291 139	.4 .2	3.5 1.8	66 76	285 290	.3 .4	2.0 2.4	57 58	203 225	.3 .3	2.2 2.3	30 18	90 109	.1 .1	2.4 1.5
KIKF-FM FA '97 4-Book	12 4	43 18	.1 .1	.7 .2	4 3	12 10		.2 .1	16 11	52 30	.1 .1	.5 .4	8 12	55 28		.3 .5	1 7			.1
KJLH-FM FA '97 4-Book	32 26	97 86	.1 .1	2.0 1.7	35 46	90 112	.2 .2	1.6 2.1	55 42	179 135	.3 .2	1.6 1.4	32 32	72 80	.1 .2	1.2 1.3	6	20		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

Target Listener Estimates

Men 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM FA '97 50 142 .2 3.1 52 132 .2 2.4 42 120 .2 1.3 68 181 .3 2.6 45 164 .2 3.6 4-Book 43 119 .2 2.7 47 126 .2 2.2 46 114 .2 1.5 52 128 .2 2.1 40 119 .2 3.4																			
KKGO-FM FA '97 53 156 .2 3.3 44 179 .2 2.0 94 305 .4 2.8 91 249 .4 3.5 55 144 .3 4.5 4-Book 43 147 .2 2.8 27 122 .1 1.3 69 222 .3 2.2 66 203 .3 2.6 42 135 .2 3.5																			
KKHJ-AM FA '97 28 48 .1 1.7 11 35 .1 .5 6 31 .2 2.7 4-Book 24 70 .1 1.5 11 35 .1 .5 24 76 .1 .8 14 31 .1 .6 15 44 .1 1.3																			
KKLA-AM FA '97 4-Book																			
KKLA-FM FA '97 18 89 .1 .8 14 79 .1 .4 7 13 .3 .8 4-Book 3 17 .2 15 65 .1 .7 8 53 .2 5 15 .2 10 30 .8 6 20 .5																			
KLAC-AM FA '97 9 57 .6 9 39 .4 64 157 .3 1.9 76 262 .3 2.9 24 105 .1 1.9 4-Book 16 82 .1 1.0 24 70 .1 1.1 68 220 .3 2.2 61 200 .3 2.5 28 102 .1 2.3																			
KLAX-FM FA '97 30 96 .1 1.9 111 234 .5 5.1 80 239 .4 2.4 69 133 .3 2.7 36 62 .2 2.9 4-Book 40 104 .2 2.6 72 172 .4 3.3 81 258 .4 2.6 80 163 .4 3.2 34 88 .2 2.8																			
KLOS-FM FA '97 79 230 .4 4.9 37 136 .2 1.7 85 256 .4 2.5 128 340 .6 5.0 29 147 .1 2.4 4-Book 42 154 .2 2.7 40 138 .2 1.9 77 237 .4 2.5 101 284 .5 4.1 41 146 .2 3.5																			
KLSX-FM FA '97 18 45 .1 1.1 68 178 .3 3.1 60 221 .3 1.8 15 56 .1 .6 6 44 .5 4-Book 13 51 .1 .8 54 164 .3 2.5 70 232 .3 2.3 25 70 .1 1.0 8 35 .7																			
KLVE-FM FA '97 85 242 .4 5.3 72 234 .3 3.3 131 357 .6 3.9 82 193 .4 3.2 59 207 .3 4.8 4-Book 86 260 .4 5.6 112 319 .5 5.2 142 373 .7 4.6 75 191 .3 3.0 58 194 .3 4.8																			
KLYY-FM FA '97 22 73 .1 1.4 5 27 .2 15 60 .1 .4 14 56 .1 .5 10 44 .8 4-Book 14 55 .1 .9 3 21 .1 20 78 .1 .6 10 51 .1 .4 6 29 .5																			
KNX -AM FA '97 50 270 .2 3.1 80 381 .4 3.7 99 418 .5 3.0 66 329 .3 2.6 86 395 .4 7.0 4-Book 52 283 .2 3.4 95 407 .5 4.4 78 341 .4 2.5 65 309 .3 2.6 66 323 .3 5.5																			
KOST-FM FA '97 47 198 .2 2.9 65 255 .3 3.0 133 385 .6 4.0 94 335 .4 3.6 39 141 .2 3.2 4-Book 68 259 .3 4.5 54 195 .3 2.5 114 337 .5 3.7 67 214 .3 2.7 34 140 .2 2.8																			
KPVR-FM FA '97 54 114 .2 3.4 8 28 .4 35 97 .2 1.0 42 112 .2 1.6 15 79 .1 1.2 4-Book 31 98 .2 2.0 20 62 .1 1.0 23 95 .1 .8 30 85 .2 1.2 18 70 .1 1.5																			
KRLA-AM FA '97 27 64 .1 1.7 25 93 .1 1.1 16 73 .1 .5 55 127 .3 2.1 19 59 .1 1.5 4-Book 33 70 .2 2.2 19 55 .1 .9 34 100 .2 1.1 34 97 .2 1.4 27 88 .2 2.2																			
KROQ-FM FA '97 12 73 .1 .7 8 60 .4 33 150 .2 1.0 11 58 .1 .4 33 132 .2 2.7 4-Book 25 84 .1 1.6 18 79 .1 .9 41 166 .2 1.4 28 116 .2 1.2 19 81 .1 1.6																			
KRRR-AM FA '97 11 37 .1 .5 2 17 .1 12 20 .1 1.0 4-Book ** *																			

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

Target Listener Estimates

Target Listener Estimates - Men 35-64

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	53	192	.2	3.3	98	395	.5	4.5	209	692	1.0	6.2	197	572	.9	7.6	46	169	.2	3.7
4-Book	61	237	.3	3.9	94	350	.4	4.4	189	646	.9	6.1	152	482	.7	6.1	37	201	.2	3.1
KSCA-FM																				
FA '97	35	132	.2	2.2	43	144	.2	2.0	87	200	.4	2.6	55	131	.3	2.1	4	33		.3
4-Book	43	133	.2	2.8	93	228	.5	4.3	107	279	.5	3.5	80	183	.4	3.2	36	111	.2	3.0
+KSSE-FM																				
FA '97	12	51	.1	.7	2	14		.1	9	41		.3	5	28		.2	5	41		.4
4-Book	15	37	.1	1.0	13	34	.1	.6	15	53	.1	.5	8	24		.3	4	25		.4
KTNO-AM																				
FA '97	65	166	.3	4.0	22	73	.1	1.0	70	161	.3	2.1	59	121	.3	2.3	38	97	.2	3.1
4-Book	54	160	.3	3.4	52	115	.3	2.4	47	116	.2	1.5	58	129	.3	2.4	43	124	.2	3.6
KTWV-FM																				
FA '97	73	324	.3	4.5	86	333	.4	3.9	171	543	.8	5.1	104	335	.5	4.0	60	208	.3	4.9
4-Book	94	330	.4	6.0	86	325	.4	4.0	153	495	.7	4.9	128	369	.6	5.2	76	270	.4	6.4
KWKV-AM																				
FA '97	6	28		.4	24	51	.1	1.1	19	37	.1	.6	10	20		.4	9	30		.7
4-Book	17	53	.1	1.1	33	68	.2	1.6	24	49	.1	.8	15	34	.1	.6	8	30		.7
KWVE-FM																				
FA '97	5	41		.3	18	82	.1	.8	21	122	.1	.6	27	94	.1	1.0	25	57	.1	2.0
4-Book	6	40		.4	32	105	.2	1.5	33	103	.2	1.1	32	88	.2	1.3	19	70	.1	1.6
KXMG-AM																				
FA '97	8	14		.5	9	17		.4					3	14		.1	11	29	.1	.9
4-Book	14	39	.1	.9	21	62	.1	1.0	29	74	.2	1.0	22	53	.1	.9	18	54	.1	1.5
KYSR-FM																				
FA '97	12	49	.1	.7	24	131	.1	1.1	79	250	.4	2.4	32	135	.1	1.2	8	77		.6
4-Book	16	98	.1	1.1	20	110	.1	.9	76	274	.4	2.5	46	177	.2	1.8	14	82	.1	1.2
KZLA-FM																				
FA '97	33	140	.2	2.0	90	245	.4	4.1	139	383	.6	4.1	126	314	.6	4.9	18	126	.1	1.5
4-Book	36	135	.2	2.4	48	190	.2	2.3	98	305	.5	3.1	96	289	.5	3.8	27	134	.2	2.3
KFRG-FM																				
FA '97	8	28		.5	10	61		.5	18	104	.1	.5	10	62		.4	1	15		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	8	51		.5	36	136	.2	1.6	20	95	.1	.6	18	94	.1	.7	4	29		.3
4-Book	5	36		.3	25	103	.1	1.1	22	95	.1	.7	20	82	.1	.8	5	41		.4
TOTALS																				
FA '97	1610	4940	7.4		2182	6252	10.0		3350	8651	15.4		2577	6830	11.8		1234	4114	5.7	
4-Book	1557	4825	7.4		2151	6157	10.1		3118	8219	14.7		2487	6522	11.7		1195	3971	5.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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																				
FA '97	4	78	.2	4	34	.2	.2	8	42	.1	.5	8	39	.1	.4	2	36	.1	.1	
SU '97	1	99	.1	1	11	.1	.1		9			2	39	.1	.1	3	50	.2	.2	
SP '97	4	112	.2	2	36	.1	.1	2	35	.1	.1	2	46	.1	.1	12	44	.1	.8	
WI '97	2	69	.1	2	19	.1	.1	1	19	.1	.1	2	29	.1	.1	5	21	.1	.3	
4-Book	3	90	.2	2	25	.1	.1	3	26	.2	.2	4	38	.2	.2	6	38	.4	.4	
FA '96		37		1	15							1	10							
KACD-FM																				
FA '97	23	604	.2	1.3	21	269	.2	1.1	24	247	.2	1.4	36	296	.3	1.6	17	243	.2	1.1
SU '97	10	504	.1	.6	10	108	.1	.5	11	203	.1	.5	14	245	.1	.7	9	166	.1	.6
SP '97	9	464	.1	.5	7	155	.1	.3	8	145	.1	.4	16	204	.2	.7	8	154	.1	.5
WI '97	15	411	.1	.9	8	157	.1	.4	13	256	.1	.8	15	205	.1	.7	14	167	.1	1.0
4-Book	14	496	.1	.8	12	172	.1	.6	14	213	.1	.8	20	238	.2	.9	12	183	.1	.8
FA '96	8	279	.1	.5	11	125	.1	.5	6	105	.1	.4	7	99	.1	.3	5	113	.1	.3
KBCD-FM																				
FA '97	13	272	.1	.7	9	71	.1	.5	16	123	.1	.9	16	124	.1	.7	4	127	.1	.3
SU '97	5	178	.1	.3	4	45	.2	.2	9	89	.1	.4	6	121	.1	.3	5	76	.1	.3
SP '97	6	172	.1	.3	4	57	.2	.2	3	44	.2	.2	7	55	.1	.3	6	92	.1	.4
WI '97	4	236	.2	.2	1	34	.1	.1	6	110	.1	.3	4	76	.2	.2	6	125	.1	.4
4-Book	7	215	.1	.4	5	52	.3	.3	9	92	.1	.5	8	94	.1	.4	5	105	.1	.4
FA '96	8	135	.1	.5	12	85	.1	.6	10	78	.1	.6	10	67	.1	.4	1	38	.1	.1
KACE-FM																				
FA '97	7	261	.1	.4	7	95	.1	.4	6	92	.1	.3	13	121	.1	.6	8	119	.1	.5
SU '97	8	223	.1	.5	6	52	.1	.3	8	74	.1	.4	11	103	.1	.5	11	111	.1	.8
SP '97	6	182	.1	.3	3	37	.1	.1	4	32	.2	.2	5	53	.2	.2	10	72	.1	.7
WI '97	3	186	.2	.2	4	47	.2	.2	3	68	.2	.2	2	63	.1	.1	2	34	.1	.1
4-Book	6	213	.1	.4	5	58	.1	.3	5	67	.1	.3	8	85	.1	.4	8	84	.1	.5
FA '96	4	167	.2	.2	3	40	.1	.1	1	22	.1	.1	3	69	.1	.1	8	58	.1	.6
KRTO-FM																				
FA '97	4	148	.2	.2	3	55	.2	.2	1	19	.1	.1	4	37	.2	.2	5	66	.1	.3
SU '97	4	89	.2	.2	2	20	.1	.1	4	60	.2	.2	6	50	.1	.3	2	19	.1	.1
SP '97	14	245	.1	.8	16	81	.2	.8	24	100	.2	1.3	19	162	.2	.8	5	82	.1	.3
WI '97	25	448	.2	1.5	24	261	.2	1.2	28	278	.3	1.6	28	246	.3	1.3	14	186	.1	1.0
4-Book	12	233	.1	.7	11	104	.1	.6	14	114	.1	.8	14	124	.2	.7	7	88	.1	.4
FA '96	44	478	.4	2.5	43	246	.4	2.1	39	209	.4	2.3	65	284	.6	2.9	39	235	.4	2.7
KBIG-FM																				
FA '97	49	1172	.5	2.8	48	566	.4	2.4	76	439	.7	4.3	56	482	.5	2.5	29	340	.3	2.0
SU '97	38	1540	.4	2.2	31	423	.3	1.7	45	503	.4	2.1	54	707	.5	2.6	35	630	.3	2.4
SP '97	38	1506	.4	2.2	43	592	.4	2.1	49	467	.5	2.7	50	541	.5	2.2	41	605	.4	2.7
WI '97	53	1487	.5	3.1	63	667	.6	3.2	70	595	.7	4.0	57	546	.5	2.7	41	564	.4	2.8
4-Book	45	1426	.5	2.6	46	562	.4	2.4	60	501	.6	3.3	54	569	.5	2.5	37	535	.4	2.5
FA '96	47	1462	.4	2.7	38	587	.4	1.9	41	475	.4	2.4	64	654	.6	2.8	41	604	.4	2.9
+KBUA-FM																				
FA '97	6	99	.1	.3	9	41	.1	.5	12	41	.1	.7	3	31	.1	.1	2	28	.1	.1
SU '97	4	80	.2	.2	5	39	.3	.3	6	40	.1	.3	4	32	.2	.2	2	9	.1	.1
SP '97	10	142	.1	.6	15	100	.1	.7	14	96	.1	.8	9	80	.1	.4	5	65	.1	.3
WI '97	1	30	.1	.1	2	20	.1	.1	2	11	.1	.1	3	20	.1	.1		10		
4-Book	5	88	.1	.3	8	50	.1	.4	9	47	.1	.5	5	41	.2	.2	2	28	.1	.1
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	45	866	.4	2.6	56	364	.5	2.8	54	391	.5	3.1	52	487	.5	2.4	30	307	.3	2.0
SU '97	33	880	.3	1.9	36	260	.3	1.9	37	469	.4	1.7	40	390	.4	1.9	20	247	.2	1.4
SP '97	54	914	.5	3.1	49	357	.5	2.4	63	467	.6	3.5	63	451	.6	2.8	46	362	.4	3.0
WI '97	61	1116	.6	3.6	67	507	.6	3.4	72	564	.7	4.2	79	658	.7	3.7	43	405	.4	3.0
4-Book	48	944	.5	2.8	52	372	.5	2.6	57	473	.6	3.1	59	497	.6	2.7	35	330	.3	2.4
FA '96	54	949	.5	3.1	44	438	.4	2.2	69	564	.7	4.1	64	560	.6	2.8	28	287	.3	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 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KCBS-FM																				
FA '97	29	731	.3	1.7	20	247	.2	1.0	50	286	.5	2.8	42	376	.4	1.9	10	157	.1	.7
SU '97	16	558	.2	.9	13	153	.1	.7	29	303	.3	1.4	22	215	.2	1.0	9	143	.1	.6
SP '97	17	522	.2	1.0	19	155	.2	.9	27	200	.3	1.5	19	198	.2	.8	7	116	.1	.5
WI '97	17	613	.2	1.0	23	265	.2	1.2	15	238	.1	.9	24	314	.2	1.1	11	203	.1	.8
4-Book	20	606	.2	1.2	19	205	.2	1.0	30	257	.3	1.7	27	276	.3	1.2	9	155	.1	.7
FA '96	22	587	.2	1.3	24	296	.2	1.2	45	256	.4	2.7	31	396	.3	1.4	11	229	.1	.8
KFI -AM																				
FA '97	4	186		.2	8	73	.1	.4	4	66		.2	4	78		.2	1	27		.1
SU '97	6	148	.1	.3	10	77	.1	.5	15	73	.1	.7	6	74	.1	.3	3	35		.2
SP '97	3	127		.2	1	23			4	48		.2	6	70	.1	.3	5	23		.3
WI '97	10	113	.1	.6	18	68	.2	.9	18	82	.2	1.0	13	36	.1	.6	3	35		.2
4-Book	6	144	.1	.3	9	60	.1	.5	10	67	.1	.5	7	65	.1	.4	3	30		.2
FA '96	2	131		.1	3	51		.1	2	43		.1	6	87	.1	.3		18		
KFSG-FM																				
FA '97	1	54		.1	2	41		.1										13		
SU '97	5	163		.3	10	68	.1	.5	3	58		.1	5	73		.2	5	39		.3
SP '97	3	101		.2	8	82	.1	.4	1	24		.1	3	43		.1				
WI '97	5	206		.3	11	134	.1	.6	1	42		.1	7	68	.1	.3	1	43		.1
4-Book	4	131		.2	8	81		.4	1	31		.1	4	46		.2	2	24		.1
FA '96	5	153		.3	10	88	.1	.5	4	69		.2	7	121	.1	.3	3	44		.2
KFWB-AM																				
FA '97	2	132		.1	4	79		.2	2	30		.1	2	32		.1		13		
SU '97	2	155		.1	5	72		.3	3	33		.1	3	76		.1	1	31		.1
SP '97	2	108		.1	7	89	.1	.3	2	46		.1	1	22			1	19		.1
WI '97	3	169		.2	7	86	.1	.4	6	65	.1	.3	2	62		.1	1	22		.1
4-Book	2	141		.1	6	82		.3	3	44		.2	2	48		.1	1	21		.1
FA '96	3	153		.2	3	69		.1	3	46		.2	5	71		.2	3	34		.2
KIBB-FM																				
FA '97	41	1584	.4	2.4	41	562	.4	2.1	42	675	.4	2.4	74	765	.7	3.3	33	583	.3	2.2
SU '97	59	1649	.6	3.4	55	477	.5	3.0	81	813	.8	3.8	88	866	.8	4.2	42	551	.4	2.9
SP '97	33	1497	.3	1.9	35	541	.3	1.7	41	607	.4	2.3	51	694	.5	2.2	25	451	.2	1.6
WI '97	35	1268	.3	2.0	35	493	.3	1.8	44	528	.4	2.5	62	763	.6	2.9	20	435	.2	1.4
4-Book	42	1500	.4	2.4	42	518	.4	2.2	52	656	.5	2.8	69	772	.7	3.2	30	505	.3	2.0
FA '96	29	801	.3	1.7	34	335	.3	1.7	42	409	.4	2.5	47	455	.4	2.1	10	151	.1	.7
KIEV-AM																				
FA '97	1	13		.1	1	13		.1									2	13		.1
SU '97		22				12				10										
SP '97		10				10														
WI '97																				
4-Book		11				9				3								3		
FA '96																				
KIIS-FM																				
FA '97	186	4002	1.7	10.7	218	2224	2.0	10.9	105	1638	1.0	6.0	253	2421	2.4	11.4	177	1820	1.7	11.9
SU '97	171	4181	1.6	9.8	167	1885	1.6	9.0	203	2351	1.9	9.6	213	2451	2.0	10.1	138	1831	1.3	9.4
SP '97	178	4199	1.7	10.1	202	2100	1.9	10.1	158	1878	1.5	8.9	258	2541	2.4	11.4	144	1956	1.4	9.4
WI '97	156	3692	1.5	9.1	183	1818	1.7	9.3	129	1616	1.2	7.4	211	2276	2.0	9.8	128	1539	1.2	8.8
4-Book	173	4019	1.6	9.9	193	2007	1.8	9.8	149	1871	1.4	8.0	234	2422	2.2	10.7	147	1787	1.4	9.9
FA '96	120	3650	1.1	6.9	172	1778	1.6	8.5	103	1484	1.0	6.1	171	2037	1.6	7.5	94	1274	.9	6.5
KIKF-FM																				
FA '97	2	124		.1	1	27		.1	2	84		.1	2	41		.1		13		
SU '97	2	90		.1	1	18		.1	3	47		.1	4	47		.2	1	48		.1
SP '97	5	122		.3	10	75	.1	.5	1	64		.1	3	40		.1	7	71	.1	.5
WI '97	1	79		.1	3	68		.2	1	35		.1	2	47		.1		12		
4-Book	3	104		.2	4	47		.2	2	58		.1	3	44		.1	2	36		.2
FA '96	3	97		.2	3	59		.1	6	81	.1	.4	3	70		.1	2	47		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	23	559	.2	1.3	19	258	.2	1.0	37	229	.3	2.1	18	219	.2	.8	16	221	.1	1.1
SU '97	19	559	.2	1.1	21	237	.2	1.1	11	203	.1	.5	19	276	.2	.9	24	291	.2	1.6
SP '97	22	506	.2	1.2	27	250	.3	1.3	33	204	.3	1.8	21	194	.2	.9	16	186	.2	1.0
WI '97	20	530	.2	1.2	14	213	.1	.7	18	155	.2	1.0	24	293	.2	1.1	19	227	.2	1.3
4-Book	21	539	.2	1.2	20	240	.2	1.0	25	198	.2	1.4	21	246	.2	.9	19	231	.2	1.3
FA '96	29	623	.3	1.7	24	228	.2	1.2	25	290	.2	1.5	40	348	.4	1.8	33	323	.3	2.3
KKBT-FM																				
FA '97	194	2893	1.8	11.2	246	1558	2.3	12.3	204	1548	1.9	11.6	268	1710	2.5	12.1	147	1319	1.4	9.9
SU '97	161	2865	1.5	9.2	184	1345	1.7	9.9	185	1705	1.8	8.7	232	1776	2.2	11.0	121	1447	1.1	8.3
SP '97	203	3056	1.9	11.5	237	1785	2.2	11.8	166	1608	1.6	9.3	289	1868	2.7	12.7	197	1521	1.9	12.8
WI '97	222	2986	2.1	13.0	287	1703	2.7	14.6	210	1683	2.0	12.1	306	2071	2.9	14.2	188	1506	1.8	13.0
4-Book	195	2950	1.8	11.2	239	1598	2.2	12.2	191	1636	1.8	10.4	274	1856	2.6	12.5	163	1448	1.6	11.0
FA '96	192	2787	1.8	11.0	245	1559	2.3	12.1	156	1462	1.5	9.2	293	1814	2.8	12.9	156	1473	1.5	10.9
KKGO-FM																				
FA '97	9	215	.1	.5	2	76	.1	.1	10	61	.1	.6	15	116	.1	.7	13	102	.1	.9
SU '97	6	268	.1	.3	4	82	.2	.2	8	74	.1	.4	4	82	.2	.2	10	136	.1	.7
SP '97	4	181	.2	.2	4	57	.2	.2	4	46	.2	.2	5	69	.2	.2	3	57	.2	.2
WI '97	7	254	.1	.4	6	85	.1	.3	18	108	.2	1.0	6	109	.1	.3	6	92	.1	.4
4-Book	7	230	.1	.4	4	75	.2	.2	10	72	.1	.6	8	94	.1	.4	8	97	.1	.6
FA '96	9	314	.1	.5	5	83	.2	.2	9	71	.1	.5	12	162	.1	.5	13	117	.1	.9
KKHJ-AM																				
FA '97	7	187	.1	.4	5	68	.3	.3	6	48	.1	.3		10			9	41	.1	.6
SU '97	9	174	.1	.5	13	40	.1	.7	15	72	.1	.7	7	42	.1	.3	5	92	.3	.3
SP '97	9	143	.1	.5	17	95	.2	.8	12	72	.1	.7	3	37	.1	.1	7	59	.1	.5
WI '97	14	190	.1	.8	19	90	.2	1.0	15	89	.1	.9	14	59	.1	.7	7	69	.1	.5
4-Book	10	174	.1	.6	14	73	.1	.7	12	70	.1	.7	6	37	.1	.3	7	65	.1	.5
FA '96	9	330	.1	.5	16	141	.2	.8	16	99	.2	.9	8	93	.1	.4	6	91	.1	.4
KKLA-AM																				
FA '97																				
SU '97																				
SP '97																				
WI '97		11																		
4-Book		3																		
FA '96																				
KKLA-FM																				
FA '97		52			1	21	.1	.1		13		.1	1	10				10		.1
SU '97	1	59		.1	4	39	.2	.2	1	10		.1	1	10				10		.1
SP '97		46			1	34														
WI '97	1	32		.1	3	22	.2	.2				.1	1	10						.1
4-Book	1	47		.1	2	29	.1	.1		6		.1	1	8				5		.1
FA '96	2	113		.1	6	66	.1	.3		20		.1	1	39			2	30		.1
KLAC-AM																				
FA '97	6	92	.1	.3	4	52	.2	.2	11	51	.1	.6	15	70	.1	.7	2	15		.1
SU '97	3	91		.2		10			2	39		.1	3	30		.1	3	39		.2
SP '97	7	132	.1	.4	1	12			10	45	.1	.6	17	58	.2	.7	2	44		.1
WI '97	1	85		.1					1	31		.1	1	31		.1	2	46		.1
4-Book	4	100	.1	.3	1	19	.1	.1	6	42	.1	.4	9	47	.1	.4	2	36		.1
FA '96		30			1	12							1	8						
KLAX-FM																				
FA '97	55	1184	.5	3.2	59	492	.6	3.0	64	493	.6	3.6	68	565	.6	3.1	41	372	.4	2.8
SU '97	54	1173	.5	3.1	82	558	.8	4.4	70	551	.7	3.3	52	509	.5	2.5	23	367	.2	1.6
SP '97	65	1300	.6	3.7	80	671	.8	4.0	68	662	.6	3.8	89	688	.8	3.9	37	406	.4	2.4
WI '97	72	1227	.7	4.2	90	610	.9	4.6	89	643	.8	5.1	92	763	.9	4.3	32	386	.3	2.2
4-Book	62	1221	.6	3.6	78	583	.8	4.0	73	587	.7	4.0	75	631	.7	3.5	33	383	.3	2.3
FA '96	94	1342	.9	5.4	119	696	1.1	5.9	114	834	1.1	6.7	118	751	1.1	5.2	51	460	.5	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KLQS-FM																				
FA '97	16	608	.1	.9	17	166	.2	.9	24	227	.2	1.4	27	371	.3	1.2	6	144	.1	.4
SU '97	15	495	.1	.9	12	165	.1	.6	17	174	.2	.8	22	302	.2	1.0	7	121	.1	.5
SP '97	11	691	.1	.6	20	319	.2	1.0	9	227	.1	.5	14	322	.1	.6	6	161	.1	.4
WI '97	18	723	.2	1.1	14	199	.1	.7	19	280	.2	1.1	33	423	.3	1.5	13	160	.1	.9
4-Book	15	629	.1	.9	16	212	.2	.8	17	227	.2	1.0	24	355	.2	1.1	8	147	.1	.6
FA '96	19	742	.2	1.1	26	298	.2	1.3	18	242	.2	1.1	31	347	.3	1.4	13	246	.1	.9
KLSX-FM																				
FA '97	18	441	.2	1.0	76	266	.7	3.8	12	152	.1	.7	3	54		.1		13		
SU '97	10	285	.1	.6	34	150	.3	1.8	7	97	.1	.3	5	74		.2	5	65		.3
SP '97	9	325	.1	.5	30	201	.3	1.5	10	125	.1	.6	4	79		.2	3	35		.2
WI '97	7	323	.1	.4	19	174	.2	1.0	6	113	.1	.3	9	99	.1	.4	5	75		.3
4-Book	11	344	.1	.6	40	198	.4	2.0	9	122	.1	.5	5	77		.2	3	47		.2
FA '96	15	373	.1	.9	25	146	.2	1.2	18	118	.2	1.1	26	160	.2	1.1	2	69		.1
KLVE-FM																				
FA '97	79	1416	.7	4.5	95	632	.9	4.8	90	707	.8	5.1	95	714	.9	4.3	64	607	.6	4.3
SU '97	113	1698	1.1	6.4	156	803	1.5	8.4	148	754	1.4	7.0	116	726	1.1	5.5	66	627	.6	4.5
SP '97	110	1826	1.0	6.2	162	1038	1.5	8.1	112	816	1.1	6.3	124	819	1.2	5.5	66	619	.6	4.3
WI '97	108	1592	1.0	6.3	148	952	1.4	7.5	119	754	1.1	6.9	111	852	1.1	5.2	73	725	.7	5.0
4-Book	103	1633	1.0	5.9	140	856	1.3	7.2	117	758	1.1	6.3	112	778	1.1	5.1	67	645	.6	4.5
FA '96	150	1887	1.4	8.6	187	1221	1.8	9.2	158	1038	1.5	9.3	186	1057	1.8	8.2	109	875	1.0	7.6
KLYY-FM																				
FA '97	42	1565	.4	2.4	41	595	.4	2.1	31	566	.3	1.8	68	941	.6	3.1	43	647	.4	2.9
SU '97	39	1371	.4	2.2	27	498	.3	1.5	44	714	.4	2.1	58	816	.5	2.8	42	627	.4	2.9
SP '97	36	1270	.3	2.0	34	557	.3	1.7	28	538	.3	1.6	55	708	.5	2.4	30	509	.3	2.0
WI '97	52	1720	.5	3.0	63	908	.6	3.2	35	711	.3	2.0	72	988	.7	3.4	44	629	.4	3.0
4-Book	42	1482	.4	2.4	41	640	.4	2.1	35	632	.3	1.9	63	863	.6	2.9	40	603	.4	2.7
FA '96	56	1649	.5	3.2	67	805	.6	3.3	38	677	.4	2.2	73	988	.7	3.2	56	729	.5	3.9
KNX -AM																				
FA '97	1	110		.1	2	51		.1	2	52		.1	1	38				20		.1
SU '97	1	103		.1	3	54		.2					1	30				12		
SP '97	1	101		.1	4	73		.2	1	32		.1	2	33		.1		34		.1
WI '97	2	142		.1	4	64		.2	1	33		.1	2	57		.1	1	17		.1
4-Book	1	114		.1	3	61		.2	1	29		.1	2	40		.1	1	17		.1
FA '96	3	237		.2	5	139		.2	3	80		.2	1	57			1	24		.1
KOST-FM																				
FA '97	60	1490	.6	3.5	43	551	.4	2.2	48	403	.4	2.7	73	624	.7	3.3	101	950	.9	6.8
SU '97	77	2080	.7	4.4	65	647	.6	3.5	93	856	.9	4.4	89	842	.8	4.2	97	1052	.9	6.6
SP '97	96	1985	.9	5.4	67	572	.6	3.3	113	697	1.1	6.3	111	758	1.1	4.9	127	1114	1.2	8.3
WI '97	67	1723	.6	3.9	53	694	.5	2.7	84	584	.8	4.8	56	668	.5	2.6	102	862	1.0	7.0
4-Book	75	1820	.7	4.3	57	616	.5	2.9	85	635	.8	4.6	82	723	.8	3.8	107	995	1.0	7.2
FA '96	66	1800	.6	3.8	56	648	.5	2.8	56	562	.5	3.3	63	782	.6	2.8	102	867	1.0	7.1
KPWR-FM																				
FA '97	205	4293	1.9	11.8	249	2156	2.3	12.5	159	1941	1.5	9.0	260	2441	2.4	11.8	206	1994	1.9	13.9
SU '97	240	4753	2.3	13.7	235	2128	2.2	12.7	263	2694	2.5	12.4	284	2702	2.7	13.5	230	2322	2.2	15.7
SP '97	222	4581	2.1	12.6	250	2298	2.4	12.5	206	2294	2.0	11.5	310	2831	2.9	13.7	198	2152	1.9	12.9
WI '97	215	4178	2.0	12.5	257	2426	2.4	13.1	206	2225	2.0	11.9	263	2487	2.5	12.2	195	2040	1.8	13.5
4-Book	221	4451	2.1	12.7	248	2252	2.3	12.7	209	2289	2.0	11.2	279	2615	2.6	12.8	207	2127	2.0	14.0
FA '96	260	4088	2.5	15.0	286	2192	2.7	14.1	246	2011	2.3	14.5	336	2384	3.2	14.8	235	2117	2.2	16.4
KRLA-AM																				
FA '97	31	737	.3	1.8	12	207	.1	.6	17	182	.2	1.0	36	273	.3	1.6	50	426	.5	3.4
SU '97	52	808	.5	3.0	41	301	.4	2.2	52	373	.5	2.5	42	365	.4	2.0	74	398	.7	5.1
SP '97	25	587	.2	1.4	19	219	.2	.9	9	155	.1	.5	22	205	.2	1.0	48	319	.5	3.1
WI '97	40	680	.4	2.3	29	216	.3	1.5	34	231	.3	2.0	51	319	.5	2.4	55	401	.5	3.8
4-Book	37	703	.4	2.1	25	236	.3	1.3	28	235	.3	1.5	38	291	.4	1.8	57	386	.6	3.9
FA '96	29	643	.3	1.7	27	301	.3	1.3	22	254	.2	1.3	28	311	.3	1.2	38	301	.4	2.6

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	
KROQ-FM																				
FA '97	116	2634	1.1	6.7	147	1433	1.4	7.4	84	1120	.8	4.8	153	1713	1.4	6.9	123	1343	1.1	8.3
SU '97	140	2570	1.3	8.0	171	1220	1.6	9.2	157	1475	1.5	7.4	150	1555	1.4	7.1	122	1168	1.2	8.3
SP '97	131	2425	1.2	7.4	167	1263	1.6	8.3	112	1029	1.1	6.3	152	1479	1.4	6.7	141	1370	1.3	9.2
WI '97	126	2772	1.2	7.4	133	1398	1.3	6.8	101	1172	1.0	5.8	172	1769	1.6	8.0	136	1401	1.3	9.4
4-Book	128	2600	1.2	7.4	155	1329	1.5	7.9	114	1199	1.1	6.1	157	1629	1.5	7.2	131	1321	1.2	8.8
FA '96	110	2263	1.0	6.3	141	1337	1.3	7.0	73	913	.7	4.3	150	1426	1.4	6.6	129	1194	1.2	9.0
KRRA-AM																				
FA '97	2	33		.1	1	10		.1	2	10		.1	4	10		.2	1	10		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	2	74		.1	1	18		.1	1	18		.1	4	30		.2	5	39		.3
WI '97	9	155	.1	.5	7	63	.1	.4	7	63	.1	.4	10	63	.1	.5	8	52	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	90	.1	.3	5	20		.2	6	30	.1	.4	8	40	.1	.4	8	40	.1	.6
KRTH-FM																				
FA '97	45	1417	.4	2.6	43	616	.4	2.2	55	463	.5	3.1	53	673	.5	2.4	43	512	.4	2.9
SU '97	47	1710	.4	2.7	43	489	.4	2.3	70	726	.7	3.3	53	740	.5	2.5	30	526	.3	2.0
SP '97	52	1787	.5	2.9	40	558	.4	2.0	53	705	.5	3.0	60	781	.6	2.6	55	645	.5	3.6
WI '97	43	1445	.4	2.5	51	529	.5	2.6	31	517	.3	1.8	62	704	.6	2.9	39	491	.4	2.7
4-Book	47	1590	.4	2.7	44	548	.4	2.3	52	603	.5	2.8	57	725	.6	2.6	42	544	.4	2.8
FA '96	45	1576	.4	2.6	38	564	.4	1.9	48	545	.5	2.8	55	651	.5	2.4	35	553	.3	2.4
KSCA-FM																				
FA '97	85	1330	.8	4.9	135	661	1.3	6.8	105	650	1.0	6.0	77	590	.7	3.5	55	454	.5	3.7
SU '97	93	1392	.9	5.3	134	652	1.3	7.2	123	869	1.2	5.8	91	637	.9	4.3	50	383	.5	3.4
SP '97	82	1329	.8	4.7	113	709	1.1	5.6	92	724	.9	5.2	93	625	.9	4.1	46	469	.4	3.0
WI '97	70	837	.7	4.1	67	478	.6	3.4	68	436	.6	3.9	76	574	.7	3.5	58	454	.5	4.0
4-Book	83	1222	.8	4.8	112	625	1.1	5.8	97	670	.9	5.2	84	607	.8	3.9	52	440	.5	3.5
FA '96	5	277		.3	4	104		.2	9	122	.1	.5	6	130	.1	.3	2	57		.1
+KSSE-FM																				
FA '97	53	934	.5	3.0	55	526	.5	2.8	70	496	.7	4.0	67	537	.6	3.0	33	366	.3	2.2
SU '97	78	1108	.7	4.5	80	590	.8	4.3	92	680	.9	4.3	90	633	.9	4.3	58	541	.5	4.0
SP '97	38	613	.4	2.2	34	301	.3	1.7	39	320	.4	2.2	43	360	.4	1.9	34	281	.3	2.2
WI '97	14	275	.1	.8	18	160	.2	.9	28	146	.3	1.6	16	105	.2	.7	9	91	.1	.6
4-Book	46	733	.4	2.6	47	394	.5	2.4	57	411	.6	3.0	54	409	.5	2.5	34	320	.3	2.3
FA '96	15	335	.1	.9	22	186	.2	1.1	26	200	.2	1.5	8	110	.1	.4	6	116	.1	.4
KTNQ-AM																				
FA '97	6	197	.1	.3	3	23		.2	9	61	.1	.5	5	56		.2	6	114	.1	.4
SU '97	12	236	.1	.7	18	83	.2	1.0	21	114	.2	1.0	12	93	.1	.6	8	71	.1	.5
SP '97	19	214	.2	1.1	14	115	.1	.7	33	107	.3	1.8	29	119	.3	1.3	9	89	.1	.6
WI '97	12	228	.1	.7	22	124	.2	1.1	15	70	.1	.9	16	85	.2	.7	3	51		.2
4-Book	12	219	.1	.7	14	86	.1	.8	20	88	.2	1.1	16	88	.2	.7	7	81	.1	.4
FA '96	12	278	.1	.7	19	119	.2	.9	10	92	.1	.6	9	69	.1	.4	16	102	.2	1.1
KTWV-FM																				
FA '97	20	429	.2	1.2	16	145	.1	.8	30	136	.3	1.7	23	133	.2	1.0	17	208	.2	1.1
SU '97	17	355	.2	1.0	15	104	.1	.8	34	127	.3	1.6	25	145	.2	1.2	8	134	.1	.5
SP '97	19	478	.2	1.1	20	150	.2	1.0	27	166	.3	1.5	22	178	.2	1.0	13	136	.1	.8
WI '97	7	233	.1	.4	12	100	.1	.6	9	44	.1	.5	10	47	.1	.5	6	80	.1	.4
4-Book	16	374	.2	.9	16	125	.1	.8	25	118	.3	1.3	20	126	.2	.9	11	140	.1	.7
FA '96	24	510	.2	1.4	38	272	.4	1.9	20	174	.2	1.2	33	175	.3	1.5	13	208	.1	.9
KWKV-AM																				
FA '97	4	85		.2	6	42	.1	.3	10	42	.1	.6	3	30		.1		10		
SU '97	4	89		.2	5	29		.3	7	60	.1	.3	2	10		.1	1	19		.1
SP '97	4	128		.2	4	51		.2	5	59		.3	6	30	.1	.3	4	50		.3
WI '97	8	156	.1	.5	14	92	.1	.7	10	83	.1	.6	6	41	.1	.3	4	42		.3
4-Book	5	115	.1	.3	7	54	.1	.4	8	61	.1	.5	4	28	.1	.2	2	30	.2	.2
FA '96	7	171	.1	.4	13	81	.1	.6	8	92	.1	.5	3	52		.1	4	21		.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

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
KWVE-FM																				
FA '97	6	159	.1	.3	4	62		.2	6	62	.1	.3	7	50	.1	.3	5	91		.3
SU '97	5	146		.3	6	53	.1	.3	3	59		.1	10	88	.1	.5	3	59		.2
SP '97	4	86		.2	5	34		.2	2	21		.1	1	23			8	45	.1	.5
WI '97	1	106		.1		9				23			2	51		.1	2	65		.1
4-Book	4	124		.2	4	40		.2	3	41		.1	5	53		.1	5	65		.3
FA '96	6	119	.1	.3	4	37		.2	6	56	.1	.4	4	71		.2	11	51	.1	.8
KXMG-AM																				
FA '97	2	71		.1	4	20		.2	1	31		.1	1	10			3	41		.2
SU '97	7	141	.1	.4	3	50		.2	12	82	.1	.6	10	72	.1	.5	1	40		.1
SP '97	8	138	.1	.5	11	84	.1	.5	13	81	.1	.7	7	64	.1	.3	2	19		.1
WI '97	7	166	.1	.4	10	72	.1	.5	11	71	.1	.6	7	74	.1	.3	5	64		.3
4-Book	6	129		.4	7	57		.4	9	66		.5	6	55		.3	3	41		.2
FA '96	13	202	.1	.7	20	91	.2	1.0	18	109	.2	1.1	8	89	.1	.4	2	61		.1
KYSR-FM																				
FA '97	111	2051	1.0	6.4	130	1074	1.2	6.5	163	1071	1.5	9.2	144	1271	1.3	6.5	65	856	.6	4.4
SU '97	65	1882	.6	3.7	49	682	.5	2.6	92	921	.9	4.3	85	1018	.8	4.0	56	735	.5	3.8
SP '97	66	1940	.6	3.7	67	952	.6	3.3	91	740	.9	5.1	92	1089	.9	4.1	42	737	.4	2.7
WI '97	52	1636	.5	3.0	55	796	.5	2.8	67	832	.6	3.9	70	921	.7	3.3	36	538	.3	2.5
4-Book	74	1877		4.2	75	876		3.8	103	891		5.6	98	1075		4.5	50	717		3.4
FA '96	60	1844	.6	3.5	67	843	.6	3.3	82	891	.8	4.8	94	1077	.9	4.1	28	600	.3	1.9
KZLA-FM																				
FA '97	11	385	.1	.6	14	144	.1	.7	6	161	.1	.3	15	178	.1	.7	9	168	.1	.6
SU '97	30	472	.3	1.7	27	230	.3	1.5	33	234	.3	1.6	43	319	.4	2.0	34	259	.3	2.3
SP '97	27	446	.3	1.5	31	272	.3	1.5	36	250	.3	2.0	41	263	.4	1.8	15	227	.1	1.0
WI '97	19	401	.2	1.1	26	207	.2	1.3	26	243	.2	1.5	25	251	.2	1.2	9	116	.1	.6
4-Book	22	426		1.2	25	213		1.3	25	222		1.4	31	253		1.4	17	193		1.1
FA '96	32	453	.3	1.8	48	277	.5	2.4	30	214	.3	1.8	40	303	.4	1.8	18	237	.2	1.3
KFRG-FM																				
FA '97	3	108		.2	2	46		.1	3	61		.2	5	28		.2	3	35		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	7	212	.1	.4	6	84	.1	.3	9	119	.1	.5	8	123	.1	.4	7	82	.1	.5
XTRA-AM																				
FA '97	1	26		.1										8				26		.2
SU '97	2	32		.1	3	11		.2	6	11	.1	.3		12						
SP '97		23				11							1	23						
WI '97																				
4-Book	1	20		.1	1	6		.1	2	3		.1		11			1	7		.1
FA '96		38								16			1	11						
TOTALS																				
FA '97	1739	10426	16.3		1994	9080	18.6		1764	7620	16.5		2210	9010	20.7		1485	8145	13.9	
SU '97	1752	10256	16.6		1851	8363	17.5		2115	8721	20.1		2101	9269	19.9		1465	8169	13.9	
SP '97	1763	10374	16.7		2006	8972	19.0		1784	7833	16.9		2269	9398	21.5		1536	8098	14.6	
WI '97	1714	10323	16.2		1965	8830	18.6		1732	7580	16.4		2148	9157	20.4		1447	7921	13.7	
4-Book	1742	10345	16.5		1954	8811	18.4		1849	7939	17.5		2182	9209	20.6		1483	8083	14.0	
FA '96	1738	10265	16.5		2028	8878	19.2		1697	7625	16.1		2274	8919	21.6		1436	7842	13.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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																				
FA '97	7	68	.1	.4	1	26	.1	.1	2	13	.2					3	13	.2	.2	
4-Book	3	69	.1	.2	1	17	.1	.1	1	3	.1	2	8	.1	.1	2	9	.1	.1	
KACD-FM																				
FA '97	27	437	.3	1.4	20	342	.2	1.3	15	49	.1	1.2	35	145	.3	1.5	31	144	.3	1.7
4-Book	15	357	.2	.8	15	277	.2	1.0	8	36	.1	.7	20	78	.2	.9	17	81	.2	1.0
KBCD-FM																				
FA '97	14	193	.1	.7	16	167	.1	1.1	6	13	.1	.5	20	57	.2	.9	14	40	.1	.8
4-Book	7	152	.1	.4	8	107	.1	.6	4	12	.1	.3	10	32	.1	.4	10	27	.1	.6
KACE-FM																				
FA '97	8	229	.1	.4	4	83	.3	.3	17	50	.2	1.4	13	51	.1	.6				
4-Book	6	148	.1	.3	5	93	.3	.3	7	21	.1	.5	6	29	.1	.3	8	30	.1	.4
KRTO-FM																				
FA '97	3	84	.1	.2	6	72	.1	.4	2	19	.2	.2	7	28	.1	.3	2	9	.1	.1
4-Book	14	204	.1	.7	12	134	.1	.8	8	28	.1	.7	31	64	.3	1.4	11	28	.1	.6
KBIG-FM																				
FA '97	61	877	.6	3.1	42	603	.4	2.8	39	155	.4	3.2	76	186	.7	3.3	69	188	.6	3.8
4-Book	54	1039	.5	2.7	35	629	.3	2.3	24	99	.3	1.9	56	197	.6	2.5	41	159	.4	2.3
+KBUA-FM																				
FA '97	9	61	.1	.5	5	79	.3	.3	8	30	.1	.7	19	41	.2	.8	5	20	.3	.3
4-Book	7	70	.1	.4	4	54	.3	.3	6	21	.1	.5	8	26	.1	.4	2	10	.1	.1
KBUE-FM																				
FA '97	54	737	.5	2.7	38	554	.4	2.5	39	96	.4	3.2	73	236	.7	3.2	61	190	.6	3.4
4-Book	56	772	.6	2.8	44	559	.4	3.0	51	147	.5	4.2	67	225	.6	2.9	59	178	.6	3.3
KCBS-FM																				
FA '97	38	573	.4	1.9	25	474	.2	1.7	13	85	.1	1.1	55	240	.5	2.4	47	146	.4	2.6
4-Book	26	461	.3	1.3	17	341	.1	1.1	8	44	.1	.6	28	134	.3	1.2	26	103	.2	1.5
KFI -AM																				
FA '97	6	152	.1	.3	1	41	.1	.1	4	13	.3	.3	1	8	.2	.2	6	20	.1	.3
4-Book	10	127	.1	.5	2	41	.1	.1	3	14	.3	.3	4	16	.2	.2	4	14	.1	.2
KFSG-FM																				
FA '97	1	41	.1	.1	1	18	.1	.1												
4-Book	4	108	.1	.2	4	67	.3	.3	4	14	.1	.3	4	12	.2	.2	3	14	.2	.2
KFWB-AM																				
FA '97	3	101	.2	.2	1	44	.1	.1	1	21	.1	.1	2	18	.1	.1				
4-Book	4	116	.2	.2	1	39	.1	.1	1	11	.1	.1	2	10	.1	.1	1	5	.1	.1
KIBB-FM																				
FA '97	52	1255	.5	2.6	29	777	.3	1.9	24	135	.2	2.0	53	329	.5	2.3	43	240	.4	2.4
4-Book	54	1204	.5	2.7	29	754	.3	2.0	12	69	.1	1.0	47	255	.4	2.1	45	202	.4	2.5
KIEV-AM																				
FA '97		13				13														
4-Book		11				3														
KIIS-FM																				
FA '97	186	3429	1.7	9.4	193	2695	1.8	12.9	168	636	1.6	13.7	282	1227	2.6	12.4	221	791	2.1	12.3
4-Book	189	3429	1.8	9.5	162	2535	1.5	10.9	134	535	1.3	10.9	250	1049	2.4	11.0	199	774	1.9	11.1
KIKF-FM																				
FA '97	2	98	.1	.1	2	71	.1	.1					1	13	.1	.1				
4-Book	3	86	.1	.1	2	38	.2	.2	2	3	.1	.1	2	12	.1	.1	3	14	.2	.2
KJLH-FM																				
FA '97	26	464	.2	1.3	23	261	.2	1.5	8	10	.1	.7	22	74	.2	1.0	23	54	.2	1.3
4-Book	22	432	.2	1.1	21	262	.2	1.4	9	28	.1	.7	24	73	.2	1.0	19	56	.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

Women 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
FA '97	236	2524	2.2	12.0	150	1661	1.4	10.0	146	448	1.4	11.9	227	837	2.1	10.0	205	612	1.9	11.4
4-Book	231	2622	2.2	11.7	151	1718	1.4	10.1	133	414	1.3	10.8	241	776	2.3	10.5	202	638	1.9	11.3
KKGO-FM																				
FA '97	9	173	.1	.5	8	142	.1	.5	2	13		.2	5	18		.2	2	8		.1
4-Book	7	161	.1	.4	4	92		.3	4	14		.3	6	24		.2	1	4		.1
KKHJ-AM																				
FA '97	4	88		.2	10	118	.1	.7	21	35	.2	1.7	10	35	.1	.4	1	10		.1
4-Book	11	110	.1	.5	9	85	.1	.6	18	32	.2	1.4	9	25	.1	.4	6	17	.1	.4
KKLA-AM																				
FA '97																				
4-Book																				
KKLA-FM																				
FA '97		31			1	18		.1	2	18		.2	3	10		.1				
4-Book	1	37		.1	1	18		.1	1	5		.1	2	8		.1		3		
KLAC-AM																				
FA '97	10	80	.1	.5	2	28		.1												
4-Book	6	62	.1	.3	3	45		.2	1	3		.1	7	22	.1	.3	5	19	.1	.3
KLAX-FM																				
FA '97	64	959	.6	3.2	48	615	.4	3.2	78	171	.7	6.3	67	216	.6	2.9	39	95	.4	2.2
4-Book	75	1016	.7	3.8	56	650	.5	3.8	73	202	.7	5.9	94	275	.9	4.1	57	162	.5	3.2
KLOS-FM																				
FA '97	23	474	.2	1.2	12	261	.1	.8	1	8		.1	14	84	.1	.6	12	81	.1	.7
4-Book	19	504	.2	1.0	13	268	.1	.9	3	18	.1	.3	20	100	.2	.9	13	67	.1	.8
KLSX-FM																				
FA '97	29	318	.3	1.5	12	226	.1	.8					2	20		.1	2	10		.1
4-Book	17	262	.2	.9	6	141		.4	3	18		.2	4	21		.2	1	5		.1
KLVE-FM																				
FA '97	93	1113	.9	4.7	65	828	.6	4.3	55	173	.5	4.5	95	296	.9	4.2	57	167	.5	3.2
4-Book	123	1342	1.2	6.2	91	988	.9	6.1	101	276	1.0	8.3	156	399	1.5	6.8	95	257	.9	5.4
KLYY-FM																				
FA '97	45	1293	.4	2.3	36	966	.3	2.4	20	86	.2	1.6	58	266	.5	2.5	50	292	.5	2.8
4-Book	45	1261	.4	2.3	38	801	.4	2.6	21	85	.2	1.7	56	262	.5	2.4	59	276	.6	3.3
KNX -AM																				
FA '97	2	90		.1	1	34		.1					3	24		.1				
4-Book	2	100		.1	1	36		.1	1	9		.1	1	9		.1				
KOST-FM																				
FA '97	54	1069	.5	2.7	43	772	.4	2.9	21	99	.2	1.7	30	119	.3	1.3	20	112	.2	1.1
4-Book	75	1233	.7	3.8	52	860	.5	3.5	34	116	.4	2.7	47	188	.5	2.1	47	158	.5	2.6
KPWR-FM																				
FA '97	218	3759	2.0	11.1	182	2458	1.7	12.2	135	403	1.3	11.0	309	996	2.9	13.6	237	732	2.2	13.2
4-Book	243	3920	2.3	12.3	191	2652	1.8	12.9	131	484	1.2	10.7	311	1144	3.0	13.6	234	821	2.2	13.1
KRLA-AM																				
FA '97	21	425	.2	1.1	35	386	.3	2.3	12	34	.1	1.0	29	103	.3	1.3	29	105	.3	1.6
4-Book	30	453	.3	1.5	36	397	.3	2.4	20	48	.2	1.7	38	112	.4	1.7	36	109	.4	2.0
KROQ-FM																				
FA '97	125	2355	1.2	6.3	95	1571	.9	6.4	49	301	.5	4.0	119	572	1.1	5.2	126	482	1.2	7.0
4-Book	140	2243	1.3	7.0	106	1541	1.0	7.2	68	292	.7	5.6	154	603	1.5	6.7	136	486	1.3	7.6
KRRA-AM																				
FA '97	2	10		.1	4	33		.3	9	10	.1	.7					9	10	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Estimates - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 12-24																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																						
FA '97		51	1067	.5	2.6	36	725	.3	2.4	23	152	.2	1.9	33	189	.3	1.4	31	103	.3	1.7	
4-Book		52	1202	.5	2.6	42	733	.4	2.8	32	143	.3	2.6	67	253	.7	2.9	53	184	.5	3.0	
KSCA-FM																						
FA '97		106	1077	1.0	5.4	69	746	.6	4.6	81	225	.8	6.6	132	328	1.2	5.8	77	226	.7	4.3	
4-Book		98	1014	.9	4.9	76	716	.7	5.1	102	238	1.0	8.4	114	316	1.1	5.0	90	225	.8	5.0	
+KSSE-FM																						
FA '97		65	776	.6	3.3	45	593	.4	3.0	50	175	.5	4.1	89	335	.8	3.9	53	185	.5	2.9	
4-Book		53	624	.5	2.7	41	452	.4	2.8	37	115	.4	3.1	74	220	.7	3.3	49	146	.5	2.7	
KTNQ-AM																						
FA '97		6	109	.1	.3	4	80	.1	.3	3	10	.1	.2	13	32	.1	.6	3	10	.1	.2	
4-Book		17	169	.2	.9	7	78	.1	.5	13	28	.1	1.0	13	28	.1	.6	8	23	.1	.5	
KTWV-FM																						
FA '97		23	251	.2	1.2	14	183	.1	.9	9	13	.1	.7	19	48	.2	.8	20	23	.2	1.1	
4-Book		20	232	.2	1.0	10	159	.1	.7	8	28	.1	.6	15	44	.1	.7	15	40	.1	.9	
KWKW-AM																						
FA '97		7	73	.1	.4	2	44	.1	.1	6	22	.1	.5	2	12	.1	.1	3	12	.1	.2	
4-Book		7	83	.1	.3	4	58	.1	.3	7	19	.1	.6	4	13	.1	.2	9	20	.1	.5	
KWVE-FM																						
FA '97		6	107	.1	.3	7	86	.1	.5	7	35	.1	.6	10	37	.1	.4	17	27	.2	.9	
4-Book		4	84	.1	.2	3	59	.1	.2	4	15	.1	.3	3	9	.1	.1	6	15	.1	.3	
KXMG-AM																						
FA '97		2	31	.1	.1	3	51	.1	.2	8	21	.1	.7	2	10	.1	.1					
4-Book		8	102	.1	.4	6	52	.1	.4	8	15	.1	.6	11	30	.1	.5	9	15	.1	.5	
KYSR-FM																						
FA '97		147	1786	1.4	7.5	78	1166	.7	5.2	58	275	.5	4.7	165	530	1.5	7.2	110	392	1.0	6.1	
4-Book		93	1573	.9	4.7	54	987	.5	3.7	42	202	.4	3.4	99	389	1.0	4.3	67	282	.6	3.7	
KZLA-FM																						
FA '97		11	267	.1	.6	11	173	.1	.7	15	59	.1	1.2	16	68	.1	.7	11	30	.1	.6	
4-Book		27	352	.2	1.4	16	229	.2	1.1	20	77	.2	1.6	31	92	.3	1.3	16	53	.2	.9	
KFRG-FM																						
FA '97		4	95	.2	.2	3	51	.2	.2	1	10	.1	.1	9	38	.1	.4	1	10	.1	.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
FA '97			8			1	19	.1						4	19	.2						
4-Book		1	14				7							1	5	.1		1	3			.1
TOTALS																						
FA '97		1972	10367	18.4		1496	9184	14.0		1229	3624	11.5		2276	6002	21.3		1800	4549	16.8		
4-Book		1984	10231	18.7		1486	9020	14.0		1225	3531	11.6		2290	5740	21.7		1784	4563	16.9		

** 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 12-24

		Women 12-24																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM	FA '97	3	13		.2																	
	4-Book	1	3		.1					1	3		.1	1	5		.1	1	3		.1	
KACD-FM	FA '97	15	76	.1	1.0	5	20		.6	18	94	.2	1.1	16	63	.1	1.1	19	83	.2	1.7	
	4-Book	15	69	.1	1.0	4	18		.4	17	83	.2	1.0	23	81	.2	1.6	13	62	.2	1.2	
KBCD-FM	FA '97	28	57	.3	1.9	5	13		.6	13	39	.1	.8	30	79	.3	2.1	12	26	.1	1.0	
	4-Book	12	37	.1	.8	3	6		.3	9	30	.1	.5	11	41	.1	.8	7	23	.1	.6	
KACE-FM	FA '97					3	10		.3													
	4-Book	6	27	.1	.4	2	10		.3	4	19		.2		4			3	9		.2	
KRTO-FM	FA '97	4	9		.3					18	36	.2	1.1	17	45	.2	1.2					
	4-Book	7	32	.1	.5	3	10		.3	15	59	.2	.9	9	29	.1	.7	5	16	.1	.4	
KBIG-FM	FA '97	35	134	.3	2.4	19	96	.2	2.2	39	125	.4	2.4	45	125	.4	3.2	12	110	.1	1.0	
	4-Book	47	151	.4	3.4	19	83	.2	2.2	30	114	.3	1.9	32	120	.3	2.3	20	102	.2	1.7	
+KBUA-FM	FA '97	3	10		.2	2	8		.2	4	20		.2	1	10		.1					
	4-Book	3	10		.2	3	18		.3	5	23	.1	.3	4	11		.3	3	11		.3	
KBUE-FM	FA '97	33	113	.3	2.2	13	48	.1	1.5	44	144	.4	2.7	25	72	.2	1.8	15	80	.1	1.3	
	4-Book	37	126	.4	2.6	28	89	.3	3.1	53	176	.5	3.3	33	95	.3	2.4	24	94	.2	2.1	
KCBS-FM	FA '97	4	57		.3	9	29	.1	1.0	32	154	.3	2.0	27	126	.3	1.9	11	62	.1	1.0	
	4-Book	8	47	.1	.6	7	24	.1	.8	21	102	.2	1.3	25	98	.3	1.8	9	45	.1	.8	
KFI -AM	FA '97					2	8		.2													
	4-Book	2	6		.1	1	5		.1		3			1	3		.1	1	3		.1	
KFSG-FM	FA '97					3	10		.3	1	10		.1	1	8		.1					
	4-Book	5	13		.3	10	30	.1	1.1	3	10		.2	1	7		.1		3			
KFWB-AM	FA '97					1	8		.1	2	13		.1	1	8		.1	2	21		.2	
	4-Book					2	13		.2	4	16		.2	2	2		.1	1	5		.1	
K1BB-FM	FA '97	25	148	.2	1.7	11	64	.1	1.3	30	121	.3	1.9	27	143	.3	1.9	15	119	.1	1.3	
	4-Book	28	154	.3	2.0	13	63	.1	1.5	35	192	.3	2.2	35	161	.4	2.6	15	100	.2	1.3	
KIEV-AM	FA '97	3	13		.2																	
	4-Book	1	3		.1																	
KIIS-FM	FA '97	155	610	1.4	10.5	138	471	1.3	15.7	222	934	2.1	13.8	219	697	2.0	15.4	133	467	1.2	11.6	
	4-Book	111	518	1.0	7.8	100	407	1.0	11.2	222	898	2.1	13.7	166	595	1.6	12.0	106	442	1.0	9.2	
K1KF-FM	FA '97					2	13		.2	5	30		.3	7	40	.1	.5					
	4-Book	3	8		.2	1	6		.1	2	10		.1	4	19	.1	.3	2	7		.2	
KJLH-FM	FA '97	9	30	.1	.6	11	49	.1	1.3	63	152	.6	3.9	33	119	.3	2.3	11	19	.1	1.0	
	4-Book	15	60	.2	1.1	17	56	.2	1.9	40	112	.4	2.5	25	72	.2	1.8	14	43	.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

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	150	462	1.4	10.2	79	244	.7	9.0	134	451	1.3	8.4	156	432	1.5	11.0	100	357	.9	8.7
4-Book	158	516	1.5	11.1	76	219	.7	8.5	125	494	1.2	7.7	150	472	1.4	10.8	115	363	1.1	10.0
KKGO-FM																				
FA '97	4	25	.3	.3	3	23	.3	.3	20	36	.2	1.2	19	36	.2	1.3	9	37	.1	.8
4-Book	4	17	.3	.3	3	18	.4	.4	7	27	.1	.4	7	20	.1	.5	5	23	.1	.5
KKHJ-AM																				
FA '97	18	30	.2	1.2	12	23	.1	1.4	4	10	.2	.2	10	10	.1	.7	4	20	.3	.3
4-Book	9	23	.1	.6	11	23	.1	1.2	11	23	.1	.7	9	15	.1	.6	5	21	.4	.4
KKLA-AM																				
FA '97																				
4-Book																				
KKLA-FM																				
FA '97																				
4-Book	1	3				2			1	3	.1		1	3	.1					
KLAC-AM																				
FA '97	10	15	.1	.7					3	13	.2	.2					2	15		.2
4-Book	4	12	.3	.3	1	3	.2	.2	4	12	.2	.2	3	9	.2	.2	2	12	.2	.2
KLAX-FM																				
FA '97	50	131	.5	3.4	33	95	.3	3.8	57	215	.5	3.6	42	127	.4	3.0	21	60	.2	1.8
4-Book	39	132	.4	2.8	41	103	.4	4.6	74	214	.7	4.5	45	124	.4	3.3	22	80	.2	1.9
KLOS-FM																				
FA '97	10	41	.1	.7	7	26	.1	.8	26	109	.2	1.6	22	106	.2	1.5	2	34	.2	.2
4-Book	11	50	.1	.8	9	33	.1	1.0	22	74	.2	1.3	18	92	.2	1.3	7	30	.1	.6
KLSX-FM																				
FA '97	3	34	.2	.2	30	123	.3	3.4	48	156	.4	3.0	4	18	.3	.3	3	20	.3	.3
4-Book	3	14	.2	.2	12	45	.1	1.3	17	70	.1	1.1	2	13	.1	.1	3	17	.2	.2
KLVE-FM																				
FA '97	90	236	.8	6.1	45	155	.4	5.1	88	255	.8	5.5	41	148	.4	2.9	33	141	.3	2.9
4-Book	98	249	.9	6.9	67	218	.7	7.4	95	292	.9	5.9	61	191	.6	4.5	46	172	.4	4.0
KLYY-FM																				
FA '97	24	188	.2	1.6	21	90	.2	2.4	50	355	.5	3.1	41	184	.4	2.9	21	85	.2	1.8
4-Book	35	188	.3	2.5	20	83	.2	2.3	47	262	.5	2.9	39	166	.4	2.8	27	118	.3	2.3
KNX -AM																				
FA '97					1	10	.1	.1	1	10	.1	.1					2	7		.2
4-Book		3			2	11	.2	.2	2	12	.2	.2	1	3	.1	.1	2	7	.2	.2
KOST-FM																				
FA '97	73	296	.7	5.0	39	93	.4	4.4	39	167	.4	2.4	51	144	.5	3.6	61	291	.6	5.3
4-Book	87	333	.8	6.2	29	91	.3	3.3	38	161	.4	2.3	44	147	.4	3.2	82	303	.8	7.2
KPWR-FM																				
FA '97	196	701	1.8	13.3	103	314	1.0	11.7	129	654	1.2	8.0	152	525	1.4	10.7	178	513	1.7	15.5
4-Book	219	804	2.1	15.4	91	327	.9	10.2	183	768	1.7	11.3	163	582	1.6	11.9	169	586	1.6	14.7
KRLA-AM																				
FA '97	72	153	.7	4.9	7	28	.1	.8	10	49	.1	.6	28	93	.3	2.0	79	199	.7	6.9
4-Book	55	144	.5	3.9	11	37	.1	1.3	20	74	.2	1.3	29	96	.3	2.1	66	160	.6	5.8
KROQ-FM																				
FA '97	109	475	1.0	7.4	38	163	.4	4.3	94	494	.9	5.9	97	409	.9	6.8	113	445	1.1	9.8
4-Book	115	437	1.1	8.2	53	229	.5	5.9	98	444	.9	6.1	102	376	1.0	7.5	107	382	1.0	9.3
KRRA-AM																				
FA '97	3	10	.2	.2	5	10	.6	.6	5	23	.3	.3	3	12	.2	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	18	89	.2	1.2	25	87	.2	2.8	76	269	.7	4.7	46	164	.4	3.2	30	115	.3	2.6
4-Book	25	98	.3	1.7	24	97	.3	2.7	55	202	.5	3.4	44	170	.4	3.2	30	142	.3	2.7
KSCA-FM																				
FA '97	61	175	.6	4.1	53	140	.5	6.0	47	181	.4	2.9	45	131	.4	3.2	54	134	.5	4.7
4-Book	51	157	.5	3.6	73	166	.7	8.2	73	244	.7	4.5	63	167	.6	4.6	48	132	.5	4.2
+KSSE-FM																				
FA '97	61	169	.6	4.1	11	69	.1	1.3	51	188	.5	3.2	12	74	.1	.8	24	109	.2	2.1
4-Book	38	109	.4	2.6	28	88	.3	3.2	46	141	.4	2.9	28	84	.3	2.1	23	84	.2	2.0
KTNQ-AM																				
FA '97	3	13		.2					2	15		.1	8	20	.1	.6	4	10		.3
4-Book	2	9		.2	5	10		.5	9	21	.1	.6	5	12	.1	.4	6	18	.1	.5
KTUV-FM																				
FA '97	4	36		.3	18	41	.2	2.0	22	92	.2	1.4	4	19		.3	15	32	.1	1.3
4-Book	7	28	.1	.5	12	27	.1	1.4	11	42	.1	.7	5	27		.4	11	34	.1	1.0
KWKW-AM																				
FA '97					5	10		.6					3	10		.2				
4-Book	1	8		.1	3	10		.4	4	7		.2	3	8		.2	3	8		.2
KWVE-FM																				
FA '97	7	37	.1	.5	5	27		.6	3	54		.2					6	23	.1	.5
4-Book	3	15		.3	5	17		.5	6	30		.4	1	3		.1	2	6		.1
KXMG-AM																				
FA '97	1	10		.1	6	20	.1	.7	3	10		.2					3	10		.3
4-Book	1	5		.1	3	7	.1	.4	5	15		.3	6	12		.5	1	3		.1
KYSR-FM																				
FA '97	64	219	.6	4.3	26	155	.2	3.0	95	458	.9	5.9	60	237	.6	4.2	37	171	.3	3.2
4-Book	41	176	.4	2.9	24	106	.2	2.7	75	343	.7	4.6	50	224	.5	3.6	29	159	.3	2.5
KZLA-FM																				
FA '97	1	11		.1	22	40	.2	2.5	16	67	.1	1.0	10	37	.1	.7	4	28		.3
4-Book	9	45	.1	.7	13	39	.1	1.4	14	80	.1	.9	13	47	.1	.9	15	55	.1	1.3
KFRG-FM																				
FA '97	**	**	**	**	**	**	**	**	8	14	.1	.5	5	29		.4	2	15		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97									4	19		.2								
4-Book									1	5		.1								
TOTALS																				
FA '97	1473	4078	13.8		879	2777	8.2		1604	4786	15.0		1422	3768	13.3		1151	3403	10.8	
4-Book	1417	4055	13.4		893	2658	8.4		1617	4655	15.3		1379	3645	13.1		1151	3376	10.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																					
FA '97	12	307	.1	.4	11	112	.1	.3	32	155	.2	.8	20	99	.1	.6	2	53	.1	.1	
SU '97	14	251	.1	.5	7	65	.2	.2	21	68	.1	.5	15	82	.1	.4	20	78	.1	1.2	
SP '97	10	279	.1	.3	8	54	.1	.2	11	114	.1	.3	23	158	.1	.7	11	63	.1	.7	
WI '97	15	285	.1	.5	15	97	.1	.4	34	134	.2	.8	14	120	.1	.4	6	53	.1	.4	
4-Book	13	281	.1	.4	10	82	.1	.3	25	118	.2	.6	18	115	.1	.5	10	62	.1	.6	
FA '96	9	188	.1	.3	14	81	.1	.4	12	65	.1	.3	14	96	.1	.4	9	25	.1	.6	
KACD-FM																					
FA '97	27	586	.2	1.0	26	306	.2	.7	39	299	.2	1.0	49	345	.3	1.5	12	195	.1	.8	
SU '97	19	576	.1	.7	29	201	.2	.8	15	175	.1	.4	19	222	.1	.6	13	147	.1	.8	
SP '97	13	486	.1	.4	11	213	.1	.3	20	256	.1	.5	18	210	.1	.5	4	106	.1	.2	
WI '97	20	534	.1	.7	21	214	.1	.5	24	282	.2	.6	26	310	.2	.8	13	171	.1	.9	
4-Book	20	546	.1	.7	22	234	.2	.6	25	253	.2	.6	28	272	.2	.9	11	155	.1	.7	
FA '96	16	361	.1	.6	21	143	.1	.6	19	198	.1	.5	20	191	.1	.6	14	131	.1	.9	
KBCD-FM																					
FA '97	13	290	.1	.5	9	98	.1	.2	17	124	.1	.4	24	209	.2	.7	3	96	.1	.2	
SU '97	11	281	.1	.4	8	108	.1	.2	18	134	.1	.4	15	144	.1	.4	8	120	.1	.5	
SP '97	9	201	.1	.3	18	140	.1	.4	5	66	.1	.1	7	72	.2	.2	5	83	.1	.3	
WI '97	4	205	.1	.1	2	37	.1	.1	6	114	.1	.1	3	55	.1	.1	6	113	.1	.4	
4-Book	9	244	.1	.3	9	96	.1	.2	12	110	.1	.3	12	120	.1	.4	6	103	.1	.4	
FA '96	14	189	.1	.5	20	118	.1	.5	22	128	.1	.6	14	113	.1	.4	2	60	.1	.1	
KACE-FM																					
FA '97	17	401	.1	.6	15	146	.1	.4	22	178	.1	.5	27	185	.2	.8	17	230	.1	1.2	
SU '97	25	493	.2	.9	24	179	.2	.6	35	256	.2	.9	33	318	.2	1.0	22	182	.1	1.3	
SP '97	24	417	.2	.8	26	182	.2	.6	28	229	.2	.7	27	217	.2	.8	27	176	.2	1.7	
WI '97	15	451	.1	.5	25	213	.2	.6	21	207	.1	.5	20	182	.1	.6	7	69	.1	.5	
4-Book	20	441	.2	.7	23	180	.2	.6	27	218	.2	.7	27	226	.2	.8	18	164	.1	1.2	
FA '96	13	370	.1	.5	6	103	.1	.2	20	210	.1	.5	20	205	.1	.6	7	98	.1	.5	
KRTD-FM																					
FA '97	6	202	.2	.2	3	44	.1	.1	2	62	.1	.1	14	101	.1	.4	5	77	.1	.3	
SU '97	5	84	.2	.2	4	20	.1	.1	10	74	.1	.2	4	41	.1	.1	3	33	.1	.2	
SP '97	29	365	.2	1.0	36	129	.2	.9	53	213	.3	1.3	31	247	.2	.9	8	140	.1	.5	
WI '97	47	558	.3	1.6	48	354	.3	1.2	79	379	.5	1.9	45	272	.3	1.3	21	201	.1	1.4	
4-Book	22	302	.1	.8	23	137	.1	.6	36	182	.2	.9	24	165	.2	.7	9	113	.1	.6	
FA '96	42	560	.3	1.5	38	222	.2	1.0	52	286	.3	1.4	54	292	.3	1.6	30	212	.2	2.0	
KBIG-FM																					
FA '97	121	2139	.8	4.4	140	1090	.9	3.6	225	1083	1.4	5.6	161	1137	1.0	5.0	37	658	.2	2.5	
SU '97	125	2504	.8	4.4	130	1074	.8	3.4	247	1191	1.6	6.1	170	1320	1.1	5.0	48	876	.3	2.9	
SP '97	103	2423	.7	3.5	132	1003	.8	3.3	174	1016	1.1	4.1	135	1155	.9	4.0	50	726	.3	3.1	
WI '97	112	2440	.7	3.9	127	1234	.8	3.1	190	1162	1.2	4.6	142	993	.9	4.2	53	875	.3	3.6	
4-Book	115	2377	.8	4.1	132	1100	.8	3.4	209	1113	1.3	5.1	152	1151	1.0	4.6	47	784	.3	3.0	
FA '96	92	2316	.6	3.4	96	942	.6	2.5	154	1110	1.0	4.0	118	1152	.8	3.6	49	786	.3	3.3	
+KBUA-FM																					
FA '97	11	136	.1	.4	18	53	.1	.5	25	82	.2	.6	5	44	.2	.2					
SU '97	4	100	.1	.1	5	47	.1	.1	7	41	.1	.2	4	42	.1	.1		10			
SP '97	10	239	.1	.3	13	119	.1	.3	17	152	.1	.4	8	99	.1	.2	6	34		.4	
WI '97	4	105	.1	.1	7	84	.1	.2	4	52	.1	.1	6	42	.1	.2	2	31		.1	
4-Book	7	145	.1	.2	11	76	.1	.3	13	82	.1	.3	6	57	.1	.2	2	19		.1	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																					
FA '97	64	1092	.4	2.3	70	449	.4	1.8	89	635	.6	2.2	73	618	.5	2.3	26	299	.2	1.8	
SU '97	60	1090	.4	2.1	79	405	.5	2.1	82	539	.5	2.0	73	538	.5	2.1	29	310	.2	1.8	
SP '97	72	1125	.5	2.4	65	461	.4	1.6	95	667	.6	2.3	84	587	.5	2.5	49	423	.3	3.0	
WI '97	72	1238	.5	2.5	74	610	.5	1.8	107	751	.7	2.6	86	701	.5	2.5	44	435	.3	3.0	
4-Book	67	1136	.5	2.3	72	481	.5	1.8	93	648	.6	2.3	79	611	.5	2.4	37	367	.3	2.4	
FA '96	65	1130	.4	2.4	58	469	.4	1.5	96	684	.6	2.5	81	613	.5	2.4	32	325	.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 18-34

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
KCBS-FM																				
FA '97	51	1685	.3	1.8	49	642	.3	1.3	97	782	.6	2.4	66	734	.4	2.0	18	440	.1	1.2
SU '97	54	1385	.3	1.9	73	609	.5	1.9	76	666	.5	1.9	68	648	.4	2.0	28	395	.2	1.7
SP '97	76	1339	.5	2.6	99	656	.6	2.5	142	639	.9	3.4	95	779	.6	2.8	21	353	.1	1.3
WI '97	54	1400	.3	1.9	83	673	.5	2.1	95	592	.6	2.3	69	769	.4	2.0	7	224	.5	
4-Book	59	1452	.4	2.1	76	645	.5	2.0	103	670	.7	2.5	75	733	.5	2.2	19	353	.1	1.2
FA '96	51	1263	.3	1.9	66	582	.4	1.7	97	646	.6	2.5	73	697	.5	2.2	18	395	.1	1.2
KFI -AM																				
FA '97	40	770	.3	1.4	27	201	.2	.7	104	578	.7	2.6	68	401	.4	2.1	11	144	.1	.7
SU '97	43	769	.3	1.5	58	290	.4	1.5	105	552	.7	2.6	45	389	.3	1.3	15	206	.1	.9
SP '97	36	849	.2	1.2	30	311	.2	.7	71	476	.5	1.7	51	410	.3	1.5	22	263	.1	1.4
WI '97	51	801	.3	1.8	65	391	.4	1.6	105	594	.7	2.5	80	446	.5	2.4	12	193	.1	.8
4-Book	43	797	.3	1.5	45	298	.3	1.1	96	550	.7	2.4	61	412	.4	1.8	15	202	.1	1.0
FA '96	45	831	.3	1.6	48	274	.3	1.3	108	600	.7	2.8	56	480	.4	1.7	7	98		.5
KFSG-FM																				
FA '97	8	288	.1	.3	22	230	.1	.6	10	125	.1	.2	8	88	.1	.2		31		
SU '97	18	380	.1	.6	22	204	.1	.6	17	151	.1	.4	28	219	.2	.8	10	138	.1	.6
SP '97	7	248		.2	12	202	.1	.3	3	80		.1	11	111	.1	.3	4	24		.2
WI '97	9	355	.1	.3	22	195	.1	.5	4	156		.1	11	153	.1	.3	3	90		.2
4-Book	11	318	.1	.4	20	208	.1	.5	9	128	.1	.2	15	143	.1	.4	4	71		.3
FA '96	20	390	.1	.7	35	254	.2	.9	26	203	.2	.7	24	311	.2	.7	6	99		.4
KFWB-AM																				
FA '97	14	546	.1	.5	25	315	.2	.6	22	216	.1	.5	20	295	.1	.6	6	133		.4
SU '97	9	509	.1	.3	14	198	.1	.4	8	160	.1	.2	19	283	.1	.6	4	89		.2
SP '97	10	496	.1	.3	27	304	.2	.7	9	186	.1	.2	16	195	.1	.5	3	108		.2
WI '97	13	546	.1	.5	32	305	.2	.8	11	181	.1	.3	19	257	.1	.6	4	68		.3
4-Book	12	524	.1	.4	25	281	.2	.6	13	186	.1	.3	19	258	.1	.6	4	100		.3
FA '96	9	518	.1	.3	13	272	.1	.3	10	216	.1	.3	17	329	.1	.5	4	84		.3
KIBB-FM																				
FA '97	68	2187	.4	2.4	63	824	.4	1.6	103	1141	.7	2.6	112	1149	.7	3.5	35	638	.2	2.4
SU '97	91	2055	.6	3.2	88	885	.6	2.3	139	1079	.9	3.4	142	1093	.9	4.2	44	597	.3	2.7
SP '97	99	2292	.6	3.4	103	1013	.7	2.6	165	1165	1.1	3.9	155	1371	1.0	4.6	46	769	.3	2.9
WI '97	96	2169	.6	3.4	115	957	.7	2.8	149	1073	.9	3.6	152	1345	1.0	4.5	30	594	.2	2.0
4-Book	89	2176	.6	3.1	92	920	.6	2.3	139	1115	.9	3.4	140	1240	.9	4.2	39	650	.3	2.5
FA '96	59	1375	.4	2.2	75	673	.5	2.0	84	753	.5	2.2	88	804	.6	2.7	22	353	.1	1.5
KIEV-AM																				
FA '97	1	13			1	13											2	13		.1
SU '97	3	42		.1		12			7	17		.2	9	30	.1	.3				
SP '97																				
WI '97		16																		
4-Book	1	18				6			2	4		.1	2	8		.1	1	3		
FA '96	1	38			4	28		.1	4	16		.1								
KIIS-FM																				
FA '97	147	3656	.9	5.3	208	1927	1.3	5.3	208	1910	1.3	5.2	178	2032	1.1	5.5	64	1047	.4	4.3
SU '97	135	3838	.9	4.7	166	1978	1.1	4.4	164	2090	1.0	4.0	179	1983	1.1	5.3	79	1277	.5	4.8
SP '97	169	3884	1.1	5.7	269	2087	1.7	6.7	232	2051	1.5	5.5	191	2031	1.2	5.6	75	1260	.5	4.7
WI '97	144	3587	.9	5.0	213	1873	1.4	5.3	199	2062	1.3	4.8	177	2132	1.1	5.2	67	1015	.4	4.5
4-Book	149	3741	1.0	5.2	214	1966	1.4	5.4	201	2028	1.3	4.9	181	2045	1.1	5.4	71	1150	.5	4.6
FA '96	128	3585	.8	4.7	210	1974	1.3	5.6	164	1808	1.0	4.3	175	1759	1.1	5.3	65	988	.4	4.4
KIKF-FM																				
FA '97	10	318	.1	.4	18	173	.1	.5	9	202	.1	.2	11	144	.1	.3	5	117		.3
SU '97	3	224		.1	5	89		.1	4	85		.1	6	100		.2	2	64		.1
SP '97	9	245	.1	.3	12	119	.1	.3	7	117		.2	11	95	.1	.3	10	87	.1	.6
WI '97	16	249	.1	.6	30	190	.2	.7	32	138	.2	.8	22	183	.1	.7	3	71		.2
4-Book	10	259	.1	.4	16	143	.1	.4	13	136	.1	.3	13	131	.1	.4	5	85		.3
FA '96	11	193	.1	.4	19	77	.1	.5	11	129	.1	.3	13	102	.1	.4	7	118		.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																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	63	967	.4	2.3	70	508	.4	1.8	96	553	.6	2.4	68	514	.4	2.1	35	442	.2	2.4
SU '97	39	793	.2	1.4	52	327	.3	1.4	38	308	.2	.9	37	371	.2	1.1	38	358	.2	2.3
SP '97	67	961	.4	2.3	86	453	.5	2.1	118	506	.8	2.8	63	446	.4	1.9	38	431	.2	2.4
WI '97	73	1013	.5	2.5	109	543	.7	2.7	102	483	.6	2.5	67	573	.4	2.0	53	433	.3	3.6
4-Book	61	934	.4	2.1	79	458	.5	2.0	89	463	.6	2.2	59	476	.4	1.8	41	416	.2	2.7
FA '96	47	870	.3	1.7	43	365	.3	1.1	60	465	.4	1.6	70	556	.4	2.1	36	434	.2	2.4
KKBT-FM																				
FA '97	230	3009	1.5	8.3	387	1769	2.5	9.9	323	1821	2.1	8.0	285	1817	1.8	8.8	103	1056	.7	7.0
SU '97	174	2633	1.1	6.1	265	1448	1.7	7.0	223	1648	1.4	5.5	227	1648	1.4	6.7	114	1231	.7	6.9
SP '97	212	2751	1.3	7.2	319	1791	2.0	7.9	231	1560	1.5	5.5	265	1581	1.7	7.8	154	1109	1.0	9.6
WI '97	236	2719	1.5	8.2	378	1691	2.4	9.3	301	1575	1.9	7.3	297	1737	1.9	8.8	132	1090	.8	9.0
4-Book	213	2778	1.4	7.5	337	1675	2.2	8.5	270	1651	1.7	6.6	269	1696	1.7	8.0	126	1122	.8	8.1
FA '96	211	2460	1.3	7.7	366	1568	2.3	9.7	271	1458	1.7	7.1	277	1468	1.8	8.3	94	975	.6	6.4
KKGO-FM																				
FA '97	22	511	.1	.8	20	222	.1	.5	28	236	.2	.7	23	210	.1	.7	18	178	.1	1.2
SU '97	16	466	.1	.6	8	130	.1	.2	28	171	.2	.7	15	147	.1	.4	24	198	.2	1.5
SP '97	7	293	.2	.3	3	94	.1	.1	6	109	.1	.1	8	143	.1	.2	7	139	.4	.4
WI '97	20	513	.1	.7	16	153	.1	.4	45	252	.3	1.1	22	231	.1	.7	15	158	.1	1.0
4-Book	16	446	.1	.6	12	150	.1	.3	27	192	.2	.7	17	183	.1	.5	16	168	.1	1.0
FA '96	16	457	.1	.6	12	182	.1	.3	19	173	.1	.5	21	196	.1	.6	17	156	.1	1.1
KKHJ-AM																				
FA '97	19	488	.1	.7	14	173	.1	.4	15	127	.1	.4	17	159	.1	.5	33	170	.2	2.2
SU '97	22	447	.1	.8	40	173	.3	1.1	34	175	.2	.8	17	123	.1	.5	13	158	.1	.8
SP '97	18	364	.1	.6	35	216	.2	.9	29	177	.2	.7	6	62	.2	.2	8	50	.1	.5
WI '97	39	456	.2	1.4	73	289	.5	1.8	53	217	.3	1.3	30	194	.2	.9	14	132	.1	.9
4-Book	25	439	.1	.9	41	213	.3	1.1	33	174	.2	.8	18	135	.1	.5	17	128	.1	1.1
FA '96	30	608	.2	1.1	52	317	.3	1.4	44	277	.3	1.2	35	173	.2	1.1	17	208	.1	1.1
KKLA-AM																				
FA '97		11																		
SU '97	1	16			5	16	.1		1	16										
SP '97		14			1	14														
WI '97		11																		
4-Book		13			2	8				4										
FA '96		11																		11
KKLA-FM																				
FA '97	3	162	.1		11	118	.1	.3	4	43	.1			14						
SU '97	4	140	.1		17	128	.1	.4	3	64	.1		1	17				10		
SP '97	8	226	.1	.3	24	155	.2	.6	3	63	.1		11	87	.1	.3	3	66	.2	
WI '97	5	169	.2		12	124	.1	.3	4	38	.1		9	115	.1	.3		21		
4-Book	5	174	.2		16	131	.1	.4	4	52	.1		5	58	.1	.2	1	24	.1	
FA '96	6	246	.2		13	184	.1	.3	6	102	.2		8	104	.1	.2	3	56	.2	
KLAC-AM																				
FA '97	7	132	.3		4	41	.1		12	65	.1	.3	15	70	.1	.5	4	40	.3	
SU '97	8	170	.1	.3	1	22			14	82	.1	.3	15	105	.1	.4	5	52	.3	
SP '97	7	167	.2		1	12			10	45	.1	.2	15	62	.1	.4	2	38	.1	
WI '97	3	123	.1			16			4	53	.1		6	83	.2	.3	3	67	.2	
4-Book	6	148	.2		2	23			10	61	.1	.2	13	80	.1	.4	4	49	.2	
FA '96	3	30	.1		6	30	.2		4	20	.1		5	20	.2					
KLAX-FM																				
FA '97	84	1499	.5	3.0	101	656	.6	2.6	123	781	.8	3.1	93	701	.6	2.9	43	382	.3	2.9
SU '97	92	1481	.6	3.2	150	780	1.0	4.0	130	875	.8	3.2	96	756	.6	2.8	30	389	.2	1.8
SP '97	118	1891	.8	4.0	171	976	1.1	4.2	172	1257	1.1	4.1	127	989	.8	3.7	39	500	.2	2.4
WI '97	127	1601	.8	4.4	188	969	1.2	4.6	164	969	1.0	4.0	142	1008	.9	4.2	48	501	.3	3.3
4-Book	105	1618	.7	3.7	153	845	1.0	3.9	147	971	.9	3.6	115	864	.7	3.4	40	443	.3	2.6
FA '96	145	1869	.9	5.3	201	1027	1.3	5.3	218	1255	1.4	5.7	152	1064	1.0	4.6	50	532	.3	3.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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
KLOS-FM																				
FA '97	52	1621	.3	1.9	110	704	.7	2.8	56	638	.4	1.4	59	683	.4	1.8	27	427	.2	1.8
SU '97	46	1518	.3	1.6	77	614	.5	2.0	61	578	.4	1.5	58	737	.4	1.7	15	371	.1	.9
SP '97	64	1456	.4	2.2	115	679	.7	2.8	88	780	.6	2.1	86	822	.5	2.5	26	365	.2	1.6
WI '97	61	1469	.4	2.1	111	666	.7	2.7	98	627	.6	2.4	86	790	.5	2.5	17	338	.1	1.2
4-Book	56	1516	.4	2.0	103	666	.7	2.6	76	656	.5	1.9	72	758	.5	2.1	21	375	.2	1.4
FA '96	59	1563	.4	2.2	130	826	.8	3.4	69	667	.4	1.8	84	768	.5	2.5	16	387	.1	1.1
KLSX-FM																				
FA '97	61	1109	.4	2.2	233	872	1.5	5.9	76	485	.5	1.9	15	236	.1	.5	2	55		.1
SU '97	34	867	.2	1.2	95	562	.6	2.5	33	328	.2	.8	22	228	.1	.6	12	151	.1	.7
SP '97	34	947	.2	1.2	106	623	.7	2.6	32	375	.2	.8	16	238	.1	.5	7	125		.4
WI '97	31	929	.2	1.1	114	606	.7	2.8	22	308	.1	.5	23	278	.1	.7	4	201		.3
4-Book	40	963	.3	1.4	137	666	.9	3.5	41	374	.3	1.0	19	245	.1	.6	6	133		.4
FA '96	67	1161	.4	2.4	188	662	1.2	5.0	75	504	.5	2.0	78	381	.5	2.4	12	126	.1	.8
KLVE-FM																				
FA '97	272	2966	1.7	9.8	370	1719	2.4	9.4	452	2077	2.9	11.2	255	1613	1.6	7.9	131	1175	.8	8.9
SU '97	311	3078	2.0	10.9	497	1979	3.2	13.1	455	1954	2.9	11.2	320	1822	2.0	9.4	138	1164	.9	8.4
SP '97	264	3167	1.7	9.0	419	2075	2.7	10.4	379	1978	2.4	9.0	247	1743	1.6	7.3	131	1171	.8	8.1
WI '97	286	2868	1.8	10.0	519	2073	3.3	12.8	371	1816	2.4	9.0	259	1666	1.6	7.7	142	1260	.9	9.6
4-Book	283	3020	1.8	9.9	451	1962	2.9	11.4	414	1956	2.7	10.1	270	1711	1.7	8.1	136	1193	.9	8.8
FA '96	315	3263	2.0	11.5	457	2195	2.9	12.1	424	2200	2.7	11.1	329	1985	2.1	9.9	171	1313	1.1	11.6
KLYY-FM																				
FA '97	40	1562	.3	1.4	34	528	.2	.9	52	683	.3	1.3	74	1055	.5	2.3	25	512	.2	1.7
SU '97	56	1702	.4	2.0	66	693	.4	1.7	62	865	.4	1.5	76	1122	.5	2.2	45	681	.3	2.7
SP '97	42	1487	.3	1.4	49	661	.3	1.2	56	648	.4	1.3	71	928	.5	2.1	19	479	.1	1.2
WI '97	38	1599	.2	1.3	51	822	.3	1.3	36	737	.2	.9	53	919	.3	1.6	24	418	.2	1.6
4-Book	44	1588	.3	1.5	50	676	.3	1.3	52	733	.3	1.3	69	1006	.5	2.1	28	523	.2	1.8
FA '96	34	1509	.2	1.2	40	568	.3	1.1	37	689	.2	1.0	42	796	.3	1.3	25	463	.2	1.7
KNX -AM																				
FA '97	6	446		.2	11	178	.1	.3	7	159		.2	8	187	.1	.2	4	96		.3
SU '97	18	602	.1	.6	46	376	.3	1.2	24	230	.2	.6	18	311	.1	.5	8	115	.1	.5
SP '97	8	469	.1	.3	21	327	.1	.5	5	114		.1	14	218	.1	.4	4	120		.2
WI '97	11	524	.1	.4	26	247	.2	.6	8	163	.1	.2	19	285	.1	.6	6	93		.4
4-Book	11	510	.1	.4	26	282	.2	.7	11	167	.1	.3	15	250	.1	.4	6	106		.4
FA '96	9	470	.1	.3	18	198	.1	.5	6	184		.2	11	159	.1	.3	3	84		.2
KOST-FM																				
FA '97	105	2434	.7	3.8	102	923	.6	2.6	141	919	.9	3.5	135	1100	.9	4.2	101	1128	.6	6.9
SU '97	123	3313	.8	4.3	110	1170	.7	2.9	182	1587	1.2	4.5	162	1483	1.0	4.8	104	1293	.7	6.3
SP '97	143	3075	.9	4.9	142	1202	.9	3.5	217	1353	1.4	5.2	159	1459	1.0	4.7	131	1301	.8	8.1
WI '97	136	2905	.9	4.8	123	1369	.8	3.0	211	1343	1.3	5.1	151	1254	1.0	4.5	140	1248	.9	9.5
4-Book	127	2932	.8	4.5	119	1166	.8	3.0	188	1301	1.2	4.6	152	1324	1.0	4.6	119	1243	.8	7.7
FA '96	123	2829	.8	4.5	123	1260	.8	3.3	172	1309	1.1	4.5	133	1358	.8	4.0	132	1162	.8	8.9
KPWR-FM																				
FA '97	144	3272	.9	5.2	174	1493	1.1	4.4	148	1582	.9	3.7	171	1682	1.1	5.3	127	1201	.8	8.6
SU '97	163	3685	1.0	5.7	189	1684	1.2	5.0	196	2087	1.2	4.8	189	2070	1.2	5.6	113	1393	.7	6.9
SP '97	155	3671	1.0	5.3	204	1697	1.3	5.1	188	1836	1.2	4.5	173	2001	1.1	5.1	119	1413	.8	7.4
WI '97	141	3301	.9	4.9	170	1701	1.1	4.2	193	1853	1.2	4.7	167	1597	1.1	4.9	86	1100	.5	5.8
4-Book	151	3482	1.0	5.3	184	1644	1.2	4.7	181	1840	1.1	4.4	175	1838	1.1	5.2	111	1277	.7	7.2
FA '96	169	3448	1.1	6.2	191	1701	1.2	5.1	202	1827	1.3	5.3	211	1814	1.3	6.4	125	1277	.8	8.5
KRLA-AM																				
FA '97	24	440	.2	.9	10	147	.1	.3	21	166	.1	.5	24	144	.2	.7	31	206	.2	2.1
SU '97	39	611	.2	1.4	42	285	.3	1.1	48	277	.3	1.2	23	237	.1	.7	46	275	.3	2.8
SP '97	15	335	.1	.5	8	75	.1	.2	14	124	.1	.3	18	149	.1	.5	22	172	.1	1.4
WI '97	28	516	.2	1.0	16	158	.1	.4	29	223	.2	.7	40	235	.3	1.2	31	232	.2	2.1
4-Book	27	476	.2	1.0	19	166	.2	.5	28	198	.2	.7	26	191	.2	.8	33	221	.2	2.1
FA '96	21	418	.1	.8	27	198	.2	.7	17	181	.1	.4	18	191	.1	.5	21	181	.1	1.4

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	
KROQ-FM																				
FA '97	123	2980	.8	4.4	223	1520	1.4	5.7	121	1434	.8	3.0	157	1883	1.0	4.8	74	1196	.5	5.0
SU '97	168	3118	1.1	5.9	261	1509	1.7	6.9	228	1815	1.5	5.6	192	2003	1.2	5.6	96	1187	.6	5.8
SP '97	168	2858	1.1	5.7	265	1596	1.7	6.6	212	1405	1.3	5.0	212	1897	1.3	6.2	92	1084	.6	5.7
WI '97	142	2922	.9	5.0	221	1630	1.4	5.5	178	1389	1.1	4.3	170	1702	1.1	5.0	102	1377	.6	6.9
4-Book	150	2970	1.0	5.3	243	1564	1.6	6.2	185	1511	1.2	4.5	183	1871	1.2	5.4	91	1211	.6	5.9
FA '96	107	2460	.7	3.9	153	1282	1.0	4.1	112	1305	.7	2.9	149	1491	.9	4.5	87	966	.6	5.9
KRRA-AM																				
FA '97	3	105		.1	8	36	.1	.2	3	48		.1					1	23		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	152		.2	6	56		.1	6	68		.1	8	69	.1	.2	4	53		.2
WI '97	10	157	.1	.3	9	84	.1	.2	11	95	.1	.3	12	84	.1	.4	9	63	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	139		.2	10	46	.1	.3	6	66		.2	8	86	.1	.2	3	21		.2
KRTH-FM																				
FA '97	76	1707	.5	2.7	93	786	.6	2.4	136	830	.9	3.4	90	918	.6	2.8	34	432	.2	2.3
SU '97	64	1641	.4	2.2	87	575	.6	2.3	118	772	.8	2.9	61	675	.4	1.8	19	378	.1	1.2
SP '97	65	1680	.4	2.2	62	603	.4	1.5	118	865	.8	2.8	63	701	.4	1.9	37	458	.2	2.3
WI '97	49	1297	.3	1.7	71	530	.5	1.8	78	635	.5	1.9	61	615	.4	1.8	19	295	.1	1.3
4-Book	64	1581	.4	2.2	78	624	.5	2.0	113	776	.8	2.8	69	727	.5	2.1	27	391	.2	1.8
FA '96	67	1855	.4	2.4	67	668	.4	1.8	98	836	.6	2.6	94	850	.6	2.8	38	474	.2	2.6
KSCA-FM																				
FA '97	180	1947	1.1	6.5	368	1209	2.3	9.4	269	1315	1.7	6.7	125	945	.8	3.9	56	506	.4	3.8
SU '97	164	1953	1.0	5.7	338	1257	2.2	8.9	224	1299	1.4	5.5	118	895	.8	3.5	57	503	.4	3.5
SP '97	168	1952	1.1	5.7	281	1261	1.8	7.0	235	1279	1.5	5.6	162	905	1.0	4.8	61	628	.4	3.8
WI '97	136	1368	.9	4.8	158	815	1.0	3.9	172	766	1.1	4.2	154	928	1.0	4.6	68	631	.4	4.6
4-Book	162	1805	1.0	5.7	286	1136	1.8	7.3	225	1165	1.4	5.5	140	918	.9	4.2	61	567	.4	3.9
FA '96	31	785	.2	1.1	34	304	.2	.9	45	405	.3	1.2	46	517	.3	1.4	12	210	.1	.8
+KSSE-FM																				
FA '97	64	1169	.4	2.3	64	544	.4	1.6	96	684	.6	2.4	85	690	.5	2.6	35	428	.2	2.4
SU '97	86	1267	.5	3.0	102	625	.6	2.7	107	771	.7	2.6	103	730	.7	3.0	52	552	.3	3.2
SP '97	45	702	.3	1.5	59	399	.4	1.5	64	469	.4	1.5	44	409	.3	1.3	27	242	.2	1.7
WI '97	20	478	.1	.7	24	232	.2	.6	36	228	.2	.9	24	213	.2	.7	10	142	.1	.7
4-Book	54	904	.3	1.9	62	450	.4	1.6	76	538	.5	1.9	64	511	.4	1.9	31	341	.2	2.0
FA '96	29	549	.2	1.1	45	311	.3	1.2	50	393	.3	1.3	17	202	.1	.5	9	154	.1	.6
KTNO-AM																				
FA '97	45	646	.3	1.6	63	303	.4	1.6	67	347	.4	1.7	36	241	.2	1.1	32	232	.2	2.2
SU '97	36	646	.2	1.3	54	235	.3	1.4	61	369	.4	1.5	39	258	.2	1.1	29	175	.2	1.8
SP '97	48	546	.3	1.6	63	330	.4	1.6	78	269	.5	1.9	46	213	.3	1.4	24	169	.2	1.5
WI '97	50	658	.3	1.7	111	371	.7	2.7	54	406	.3	1.3	56	191	.4	1.7	21	175	.1	1.4
4-Book	45	624	.3	1.6	73	310	.5	1.8	65	348	.4	1.6	44	226	.3	1.3	27	188	.2	1.7
FA '96	61	640	.4	2.2	79	295	.5	2.1	92	328	.6	2.4	69	296	.4	2.1	51	331	.3	3.4
KTWV-FM																				
FA '97	56	1155	.4	2.0	57	380	.4	1.5	85	363	.5	2.1	71	582	.5	2.2	43	424	.3	2.9
SU '97	71	1209	.5	2.5	68	469	.4	1.8	126	630	.8	3.1	108	640	.7	3.2	28	407	.2	1.7
SP '97	88	1445	.6	3.0	101	543	.6	2.5	135	594	.9	3.2	103	712	.7	3.0	40	456	.3	2.5
WI '97	80	1040	.5	2.8	93	614	.6	2.3	175	605	1.1	4.2	100	465	.6	3.0	21	231	.1	1.4
4-Book	74	1212	.5	2.6	80	502	.5	2.0	130	548	.8	3.2	96	600	.6	2.9	33	380	.2	2.1
FA '96	76	1204	.5	2.8	100	567	.6	2.7	117	608	.7	3.1	87	548	.6	2.6	42	456	.3	2.8
KWKV-AM																				
FA '97	17	210	.1	.6	26	99	.2	.7	23	111	.1	.6	11	110	.1	.3	13	67	.1	.9
SU '97	6	209		.2	7	85		.2	8	94		.2	4	44		.1	3	20		.2
SP '97	11	210	.1	.4	25	92	.2	.6	10	125	.1	.2	2	31		.1	9	78	.1	.6
WI '97	23	367	.1	.8	43	280	.3	1.1	36	209	.2	.9	16	115	.1	.5	9	84	.1	.6
4-Book	14	249	.1	.5	25	139	.2	.7	19	135	.1	.5	8	75	.1	.3	9	62	.1	.6
FA '96	31	446	.2	1.1	72	269	.5	1.9	58	261	.4	1.5	15	141	.1	.5	6	66		.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

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
KVVE-FM																				
FA '97	12	283	.1	.4	18	172	.1	.5	14	145	.1	.3	10	96	.1	.3	8	128	.1	.5
SU '97	11	248	.1	.4	12	109	.1	.3	15	117	.1	.4	20	159	.1	.6	6	114		.4
SP '97	11	221	.1	.4	7	113		.2	5	94		.1	5	113		.1	23	90	.1	1.4
WI '97	13	237	.1	.5	17	78	.1	.4	25	118	.2	.6	18	131	.1	.5	3	112		.2
4-Book	12	247	.1	.4	14	118	.1	.4	15	119	.1	.4	13	125	.1	.4	10	111	.1	.6
FA '96	16	293	.1	.6	22	157	.1	.6	21	158	.1	.5	15	116	.1	.5	13	95	.1	.9
KXMG-AM																				
FA '97	12	169	.1	.4	23	90	.1	.6	13	102	.1	.3	12	69	.1	.4	8	46	.1	.5
SU '97	46	446	.3	1.6	47	272	.3	1.2	95	343	.6	2.3	58	304	.4	1.7	14	163	.1	.9
SP '97	24	406	.2	.8	33	246	.2	.8	37	272	.2	.9	28	230	.2	.8	8	80	.1	.5
WI '97	22	320	.1	.8	15	158	.1	.4	36	159	.2	.9	40	173	.3	1.2	12	128	.1	.8
4-Book	26	335	.2	.9	30	192	.2	.8	45	219	.3	1.1	35	194	.3	1.0	11	104	.1	.7
FA '96	37	427	.2	1.4	51	231	.3	1.4	48	262	.3	1.3	23	232	.1	.7	20	168	.1	1.4
KYSR-FM																				
FA '97	171	3299	1.1	6.1	222	1732	1.4	5.7	315	2054	2.0	7.8	219	2025	1.4	6.8	57	1055	.4	3.9
SU '97	169	3370	1.1	5.9	160	1608	1.0	4.2	250	1870	1.6	6.1	254	2266	1.6	7.5	107	1265	.7	6.5
SP '97	133	3077	.8	4.5	148	1570	.9	3.7	216	1658	1.4	5.1	184	2027	1.2	5.4	50	978	.3	3.1
WI '97	116	2770	.7	4.1	148	1372	.9	3.7	206	1456	1.3	5.0	171	1613	1.1	5.1	34	748	.2	2.3
4-Book	147	3129	.9	5.2	170	1571	1.1	4.3	247	1760	1.6	6.0	207	1983	1.3	6.2	62	1012	.4	4.0
FA '96	138	2781	.9	5.0	163	1423	1.0	4.3	257	1698	1.6	6.7	207	1704	1.3	6.2	39	850	.2	2.6
KZLA-FM																				
FA '97	58	989	.4	2.1	88	495	.6	2.2	63	500	.4	1.6	85	744	.5	2.6	19	399	.1	1.3
SU '97	50	952	.3	1.8	59	516	.4	1.6	61	483	.4	1.5	75	605	.5	2.2	36	263	.2	2.2
SP '97	55	981	.4	1.9	74	614	.5	1.8	67	540	.4	1.6	74	499	.5	2.2	30	430	.2	1.9
WI '97	51	1052	.3	1.8	82	644	.5	2.0	73	644	.5	1.8	59	615	.4	1.7	19	309	.1	1.3
4-Book	54	994	.4	1.9	76	567	.5	1.9	66	542	.4	1.6	73	616	.5	2.2	26	350	.2	1.7
FA '96	73	959	.5	2.7	95	614	.6	2.5	104	669	.7	2.7	97	699	.6	2.9	26	394	.2	1.8
KFRG-FM																				
FA '97	10	279	.1	.4	16	147	.1	.4	10	148	.1	.2	17	183	.1	.5	5	99		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	320	.1	.4	7	84		.2	24	215	.2	.6	11	151	.1	.3	9	85	.1	.6
XTRA-AM																				
FA '97	1	84				17				17			1	17			3	19		.2
SU '97	4	149		.1	9	69	.1	.2	12	65	.1	.3	1	42						
SP '97	5	100		.2	12	73	.1	.3	11	29	.1	.3	3	29		.1				
WI '97	1	73				21			3	21		.1	2	21		.1				
4-Book	3	102		.1	5	45	.1	.1	7	33	.1	.2	2	27		.1	1	5		.1
FA '96	2	174		.1	2	27		.1	5	85		.1	4	55		.1				
TOTALS																				
FA '97	2781	15171	17.7		3917	13342	24.9		4026	12710	25.6		3241	12773	20.6		1474	9781	9.4	
SU '97	2853	15312	18.2		3793	13153	24.1		4068	13098	25.9		3403	13496	21.7		1645	10451	10.5	
SP '97	2946	15332	18.8		4037	13932	25.7		4207	12841	26.8		3403	13428	21.7		1612	9865	10.3	
WI '97	2863	15312	18.2		4047	13562	25.8		4144	12785	26.4		3376	13248	21.5		1474	9628	9.4	
4-Book	2861	15282	18.2		3949	13497	25.1		4111	12859	26.2		3356	13236	21.4		1551	9931	9.9	
FA '96	2736	15268	17.4		3772	13529	24.0		3822	13116	24.3		3318	13141	21.1		1479	9613	9.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM FA '97 4-Book	22 18	264 215	.1 .1	.6 .5	2 6	43 80	.1 .1	.3 .3	2 3	13 11	.1 .2	7	20	.1 .1	.2 .2	10 8	30 21	.1 .1	.5 .4	
KACD-FM FA '97 4-Book	38 25	493 423	.2 .2	1.0 .6	16 17	298 315	.1 .1	.8 .9	16 10	56 46	.1 .1	.8 .5	31 26	116 117	.2 .2	.9 .8	20 20	94 83	.1 .1	1.0 .9
KBCD-FM FA '97 4-Book	17 11	250 196	.1 .1	.5 .3	14 9	122 106	.1 .1	.7 .5	6 10	13 17	.3 .1	.3 .5	19 14	41 38	.1 .1	.6 .4	11 13	26 37	.1 .1	.5 .6
KACE-FM FA '97 4-Book	21 25	318 365	.1 .2	.6 .7	11 14	211 214	.1 .1	.6 .7	7 12	29 36	.3 .1	.3 .6	31 31	107 94	.2 .2	.9 .9	7 16	30 57	.1 .1	.3 .7
KRTO-FM FA '97 4-Book	6 28	128 254	.2 .2	.2 .7	7 19	104 183	.4 .1	1.0 1.0	4 16	31 52	.2 .1	.7 .7	13 41	39 86	.1 .3	.4 1.2	4 20	20 60	.1 .1	.2 .9
KBIG-FM FA '97 4-Book	179 168	1712 1864	1.1 1.1	4.8 4.4	75 68	1021 1072	.5 .5	3.9 3.4	78 62	243 211	.5 .4	3.7 3.0	146 126	338 392	.9 .8	4.3 3.6	97 70	246 239	.6 .5	4.8 3.2
+KBUA-FM FA '97 4-Book	17 10	115 131	.1 .1	.5 .3	9 6	98 73	.1 .1	.5 .3	20 7	53 21	.1 .1	.9 .4	38 16	66 40	.2 .1	1.1 .5	3 2	10 11	.1 .1	.1 .1
KBUE-FM FA '97 4-Book	78 82	917 944	.5 .5	2.1 2.2	63 60	716 669	.4 .4	3.3 3.0	105 88	223 208	.7 .6	4.9 4.2	121 107	365 304	.8 .7	3.6 3.1	75 76	199 208	.5 .5	3.7 3.4
KCBS-FM FA '97 4-Book	73 86	1302 1166	.5 .6	1.9 2.2	36 38	899 739	.2 .2	1.9 1.9	28 30	150 121	.2 .2	1.3 1.4	103 79	466 354	.7 .5	3.0 2.3	40 41	198 182	.3 .3	2.0 1.8
KFI -AM FA '97 4-Book	69 70	722 748	.4 .4	1.8 1.8	8 13	164 256	.1 .1	.4 .6	8 20	30 70	.1 .1	.4 1.0	5 23	26 97	.1 .1	.1 .6	16 14	27 53	.1 .1	.8 .7
KFSG-FM FA '97 4-Book	13 14	261 279	.1 .1	.3 .4	5 9	73 133	.3 .1	.4 .4	4 8	17 27	.2 .1	.4 .4	3 10	16 44	.1 .1	.3 .3	7 10	28 44	.1 .1	.3 .4
KFWB-AM FA '97 4-Book	22 18	482 456	.1 .1	.6 .5	6 6	135 143	.3 .3	.3 .3	18 11	56 44	.1 .1	.8 .5	5 9	30 43	.1 .1	.3 .3	8 4	49 24	.1 .1	.4 .2
KIBB-FM FA '97 4-Book	94 125	1821 1868	.6 .8	2.5 3.3	45 58	1083 1078	.3 .4	2.3 2.9	39 40	145 158	.2 .2	1.8 1.9	94 112	501 457	.6 .7	2.8 3.2	56 65	299 291	.4 .4	2.7 2.9
KIEV-AM FA '97 4-Book	2	13 14		.1		13 7														
KIIS-FM FA '97 4-Book	199 199	3142 3254	1.3 1.3	5.3 5.2	111 112	1965 1968	.7 .7	5.7 5.5	129 111	614 481	.8 .7	6.1 5.3	209 213	818 852	1.3 1.4	6.2 6.1	128 119	556 505	.8 .8	6.3 5.3
KIKF-FM FA '97 4-Book	12 14	276 216	.1 .1	.3 .4	10 6	170 107	.1 .1	.5 .3	16 7	43 22	.1 .1	.8 .3	11 5	71 35	.1 .1	.3 .2	3 4	43 28	.1 .1	.2 .2
KJLH-FM FA '97 4-Book	79 76	815 752	.5 .5	2.1 2.0	54 45	584 528	.3 .3	2.8 2.3	21 29	68 102	.1 .2	1.0 1.4	65 61	215 189	.4 .4	1.9 1.8	43 41	130 119	.3 .3	2.1 1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																					
FA '97	331	2709	2.1	8.8	138	1798	.9	7.1	159	468	1.0	7.5	249	847	1.6	7.4	191	536	1.2	9.4	
4-Book	290	2482	1.9	7.6	134	1606	.9	6.6	137	389	.9	6.5	247	757	1.6	7.1	173	531	1.1	7.8	
KKGO-FM																					
FA '97	24	418	.2	.6	20	308	.1	1.0	13	62	.1	.6	11	27	.1	.3	23	45	.1	1.1	
4-Book	19	330	.1	.5	11	189	.1	.5	5	22	.1	.3	5	26	.1	.2	6	15	.1	.3	
KKHJ-AM																					
FA '97	16	331	.1	.4	16	212	.1	.8	26	58	.2	1.2	14	46	.1	.4	1	10			
4-Book	31	336	.2	.8	19	161	.1	1.0	36	63	.2	1.7	26	55	.2	.7	11	32	.1	.5	
KKLA-AM																					
FA '97					1	11		.1													
4-Book	1	8				6			1	3											
KKLA-FM																					
FA '97	5	135		.1	1	28		.1					2	11		.1					
4-Book	8	156	.1	.2	2	53		.1	2	7		.1	6	14		.2		4			
KLAC-AM																					
FA '97	10	84	.1	.3	3	53		.2													
4-Book	8	92	.1	.2	5	75		.2					8	32	.1	.2		8	27	.1	.3
KLAX-FM																					
FA '97	107	1250	.7	2.9	71	903	.5	3.7	109	287	.7	5.1	98	360	.6	2.9	46	175	.3	2.3	
4-Book	139	1414	.9	3.6	91	927	.6	4.5	134	328	.8	6.5	161	435	1.0	4.6	78	226	.5	3.5	
KLOS-FM																					
FA '97	74	1327	.5	2.0	30	666	.2	1.6	3	31		.1	54	264	.3	1.6	42	213	.3	2.1	
4-Book	83	1263	.5	2.2	31	647	.2	1.5	11	60	.1	.5	56	250	.3	1.6	44	173	.3	2.0	
KLSX-FM																					
FA '97	105	966	.7	2.8	21	329	.1	1.1	19	31	.1	.9	27	79	.2	.8	11	38	.1	.5	
4-Book	64	821	.4	1.7	20	308	.1	1.0	20	61	.1	1.0	29	82	.2	.8	11	32	.1	.5	
KLVE-FM																					
FA '97	366	2695	2.3	9.8	201	1800	1.3	10.4	234	552	1.5	11.0	373	906	2.4	11.0	200	485	1.3	9.8	
4-Book	381	2748	2.4	10.0	210	1871	1.4	10.4	282	652	1.8	13.6	372	877	2.4	10.7	217	534	1.4	9.7	
KLYY-FM																					
FA '97	53	1379	.3	1.4	27	873	.2	1.4	16	76	.1	.8	51	264	.3	1.5	40	280	.3	2.0	
4-Book	56	1400	.4	1.5	33	856	.2	1.7	21	92	.2	1.1	56	309	.4	1.6	49	276	.3	2.2	
KNX -AM																					
FA '97	9	341	.1	.2	4	176		.2	1	17			14	97	.1	.4	7	33		.3	
4-Book	17	443	.1	.4	4	138		.2	5	33		.2	7	47	.1	.2	5	34		.2	
KOST-FM																					
FA '97	127	1809	.8	3.4	67	1172	.4	3.5	73	243	.5	3.4	102	301	.6	3.0	47	198	.3	2.3	
4-Book	156	2194	1.0	4.1	80	1355	.5	4.0	60	224	.4	2.9	114	410	.7	3.2	73	263	.5	3.3	
KPWR-FM																					
FA '97	163	2801	1.0	4.3	121	1731	.8	6.3	104	270	.7	4.9	238	731	1.5	7.0	125	435	.8	6.1	
4-Book	180	3001	1.1	4.7	125	1873	.8	6.2	90	334	.6	4.4	208	770	1.3	6.0	155	532	1.0	6.9	
KRLA-AM																					
FA '97	18	256	.1	.5	28	229	.2	1.4	15	44	.1	.7	28	98	.2	.8	33	77	.2	1.6	
4-Book	24	322	.2	.6	25	257	.2	1.3	15	40	.1	.8	30	86	.2	.9	30	76	.2	1.4	
KROQ-FM																					
FA '97	163	2619	1.0	4.3	84	1660	.5	4.3	62	340	.4	2.9	119	606	.8	3.5	126	506	.8	6.2	
4-Book	202	2581	1.3	5.3	99	1656	.6	4.9	81	356	.5	3.9	165	687	1.1	4.7	135	529	.9	6.0	
KRRA-AM																					
FA '97	4	70		.1	2	23		.1	10	23	.1	.5	5	23		.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Estimates - Women 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	109	1453	.7	2.9	46	701	.3	2.4	49	139	.3	2.3	85	276	.5	2.5	49	163	.3	2.4
4-Book	89	1257	.6	2.3	43	688	.3	2.2	45	127	.3	2.1	87	267	.6	2.5	52	194	.3	2.3
KSCA-FM																				
FA '97	255	1797	1.6	6.8	129	1094	.8	6.7	225	487	1.4	10.6	235	556	1.5	7.0	129	290	.8	6.3
4-Book	218	1622	1.4	5.7	131	1099	.9	6.5	213	449	1.3	10.4	208	538	1.3	6.0	138	319	.9	6.2
+KSSE-FM																				
FA '97	83	1009	.5	2.2	51	714	.3	2.6	53	169	.3	2.5	86	318	.5	2.5	50	173	.3	2.4
4-Book	68	771	.5	1.8	43	500	.3	2.1	46	126	.3	2.3	89	231	.6	2.6	48	143	.3	2.1
KTNO-AM																				
FA '97	56	544	.4	1.5	32	374	.2	1.7	35	102	.2	1.6	75	189	.5	2.2	19	46	.1	.9
4-Book	61	524	.4	1.6	28	255	.2	1.4	48	96	.3	2.2	46	109	.3	1.3	29	68	.2	1.3
KTWV-FM																				
FA '97	72	834	.5	1.9	36	513	.2	1.9	31	66	.2	1.5	48	136	.3	1.4	32	78	.2	1.6
4-Book	104	956	.7	2.7	48	572	.3	2.4	39	124	.3	1.8	67	171	.5	1.9	54	153	.3	2.4
KWKV-AM																				
FA '97	21	187	.1	.6	13	135	.1	.7	36	79	.2	1.7	13	46	.1	.4	12	35	.1	.6
4-Book	18	198	.1	.5	12	124	.1	.6	22	45	.1	1.1	11	36	.1	.3	15	36	.1	.7
KWVE-FM																				
FA '97	14	236	.1	.4	10	138	.1	.5	13	36	.1	.6	9	34	.1	.3	15	42	.1	.7
4-Book	14	188	.1	.4	8	136	.1	.4	10	31	.1	.5	9	40	.1	.3	10	42	.1	.4
KXMG-AM																				
FA '97	16	124	.1	.4	9	89	.1	.5	13	23	.1	.6	4	22	.1	.1	7	11	.1	.3
4-Book	37	295	.2	1.0	18	167	.1	.9	18	42	.1	.8	31	78	.2	.9	20	48	.1	.9
KYSR-FM																				
FA '97	257	2949	1.6	6.9	94	1704	.6	4.9	98	393	.6	4.6	218	853	1.4	6.5	92	433	.6	4.5
4-Book	211	2762	1.3	5.5	92	1574	.6	4.5	77	338	.5	3.7	169	662	1.1	4.9	123	478	.8	5.4
KZLA-FM																				
FA '97	77	847	.5	2.1	50	607	.3	2.6	55	165	.4	2.6	94	338	.6	2.8	39	152	.2	1.9
4-Book	71	868	.5	1.9	41	556	.3	2.0	44	159	.3	2.1	84	297	.5	2.4	41	172	.3	1.8
KFRG-FM																				
FA '97	14	251	.1	.4	6	172	.3	.3	4	36	.2	.2	14	83	.1	.4	3	27	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	5	17	.1	.1	2	67	.1	.1	1	3	.1	.1	5	33	.1	.1	4	16	.2	.2
4-Book	5	68	.1	.1	2	45	.1	.1	1	3	.1	.1	2	12	.1	.1	1	8	.1	.1
TOTALS																				
FA '97	3751	15058	23.9		1935	12667	12.3		2127	5554	13.5		3378	8380	21.5		2041	5605	13.0	
4-Book	3829	15103	24.4		2022	12816	12.9		2077	5414	13.2		3483	8340	22.2		2246	5923	14.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
FA '97	3	13	.2																	
4-Book	3	15	.2		6	15	.4		7	34	.3		10	27	.1	.5	3	11		.3
KACD-FM																				
FA '97	13	56	.1	.9	3	10	.2		15	94	.1	.6	14	47	.1	.9	18	106	.1	1.8
4-Book	15	62	.1	1.0	10	32	.1	.8	25	92	.2	1.0	19	78	.1	1.1	13	65	.1	1.1
KBCD-FM																				
FA '97	16	26	.1	1.1	5	13	.4		13	39	.1	.6	27	66	.2	1.7	13	41	.1	1.3
4-Book	8	22	.1	.5	3	6	.2		11	32	.1	.5	12	38	.1	.7	4	23		.4
KACE-FM																				
FA '97	1	17	.1		12	45	.1	.9	10	35	.1	.4	3	29		.2	12	63	.1	1.2
4-Book	12	43	.1	.8	10	27	.1	.7	9	42	.1	.4	9	33		.5	8	35	.1	.8
KRTO-FM																				
FA '97	4	9		.3	2	17		.1	12	23		.1	16	27		1.0	1	30		.1
4-Book	11	34		.8	10	34		.1	14	47		.1	27	60		1.5	12	43		1.1
KBIG-FM																				
FA '97	75	240	.5	5.0	40	156	.3	2.9	80	219	.5	3.4	76	221	.5	4.7	5	64		.5
4-Book	90	276	.6	5.8	28	117	.2	2.1	77	275	.5	3.2	56	196	.4	3.2	21	108		1.9
+KBUA-FM																				
FA '97									4	22		.2	1	11		.1	1	11		.1
4-Book	3	8		.2	1	11		.1	5	21		.2	4	9		.2	4	12		.3
KBUE-FM																				
FA '97	47	135	.3	3.1	23	75	.1	1.7	81	202	.5	3.4	30	97	.2	1.9	19	94	.1	1.9
4-Book	38	122	.3	2.5	45	127	.3	3.4	61	201	.4	2.5	38	98	.3	2.1	28	96	.2	2.5
KCBS-FM																				
FA '97	21	117	.1	1.4	9	55	.1	.7	33	255	.2	1.4	28	163	.2	1.7	20	131	.1	2.0
4-Book	21	96	.1	1.4	22	66	.2	1.6	41	224	.3	1.7	48	195	.3	2.6	21	120	.1	1.8
KFI -AM																				
FA '97	5	31		.3	8	31		.1	2	11		.1	15	43		.1	11	34		.1
4-Book	3	18		.2	10	39		.1	13	49		.1	10	33		.1	12	33		.1
KFSG-FM																				
FA '97	5	11		.3	9	34		.1	11	37		.1	3	11		.2				
4-Book	3	18		.2	20	55		.2	15	52		.1	6	25		.3	1	5		.1
KFVB-AM																				
FA '97	2	14		.1	2	14		.1	2	13		.1	6	16		.4	4	27		.4
4-Book	2	19		.2	5	28		.3	9	40		.1	7	27		.1	2	14		.2
KIBB-FM																				
FA '97	36	197	.2	2.4	29	103	.2	2.1	43	305	.3	1.8	37	266	.2	2.3	24	144	.2	2.4
4-Book	42	207	.3	2.7	24	103	.2	1.7	82	343	.6	3.3	65	264	.4	3.5	28	137	.2	2.5
KIEV-AM																				
FA '97	3	13		.2																
4-Book	1	3		.1					1	4			1	4		.1				
KIIS-FM																				
FA '97	54	276	.3	3.6	54	284	.3	4.0	150	690	1.0	6.4	118	366	.8	7.3	42	179	.3	4.2
4-Book	54	278	.4	3.5	61	256	.4	4.5	169	699	1.1	6.9	121	428	.8	6.7	43	211	.3	3.8
KIKF-FM																				
FA '97	7	29		.5	10	70		.1	20	116		.1	6	26		.4	4	29		.4
4-Book	3	15		.2	4	29		.3	13	58		.1	5	17		.3	4	17		.4
KJLH-FM																				
FA '97	21	95	.1	1.4	51	133	.3	3.7	141	289	.9	6.0	59	240	.4	3.7	24	34	.2	2.4
4-Book	31	111	.2	2.0	44	127	.3	3.2	85	219	.5	3.5	41	149	.3	2.3	24	72	.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 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	
KKBT-FM																				
FA '97	112	362	.7	7.5	78	274	.5	5.7	113	483	.7	4.8	131	417	.8	8.1	73	306	.5	7.4
4-Book	114	384	.7	7.4	79	237	.5	5.8	119	462	.8	4.9	121	424	.8	6.7	78	271	.5	7.0
KKGO-FM																				
FA '97	10	91	.1	.7	31	62	.2	2.3	28	81	.2	1.2	31	70	.2	1.9	16	76	.1	1.6
4-Book	11	50	.1	.7	10	37	.1	.8	16	51	.1	.6	20	63	.1	1.2	15	50	.1	1.3
KKHJ-AM																				
FA '97	39	88	.2	2.6	16	22	.1	1.2	4	10	.2	.2	16	25	.1	1.0	13	43	.1	1.3
4-Book	17	44	.1	1.1	22	42	.2	1.6	20	36	.1	.8	11	19	.1	.6	10	31	.1	.9
KKLA-AM																				
FA '97	5	11	.3														5	11	.5	
4-Book	1	3	.1														1	3	.1	
KKLA-FM																				
FA '97					4	16	.3													
4-Book	1	7	.1		7	32	.5		2	9	.1									
KLAC-AM																				
FA '97	10	15	.1	.7					3	27	.1	.1					6	27	.6	
4-Book	4	13	.3		1	3	.1		7	26	.1	.3	5	15	.3		4	18	.4	
KLAX-FM																				
FA '97	44	145	.3	2.9	79	262	.5	5.8	110	319	.7	4.7	74	184	.5	4.6	16	62	.1	1.6
4-Book	45	152	.3	2.9	82	203	.5	6.1	123	325	.8	5.0	69	182	.5	3.8	35	124	.2	3.1
KLOS-FM																				
FA '97	24	74	.2	1.6	5	27	.4		43	216	.3	1.8	51	224	.3	3.2	14	74	.1	1.4
4-Book	19	92	.1	1.2	8	36	.7		39	184	.3	1.6	42	202	.3	2.3	22	81	.2	1.9
KLSX-FM																				
FA '97	3	34	.2		43	154	.3	3.1	55	169	.4	2.3	3	24	.2		3	20	.3	
4-Book	13	39	.1	.9	22	68	.2	1.7	37	127	.3	1.5	15	68	.1	.8	10	33	.1	.9
KLVE-FM																				
FA '97	174	517	1.1	11.6	162	425	1.0	11.9	239	655	1.5	10.2	122	354	.8	7.6	85	324	.5	8.6
4-Book	174	473	1.1	11.3	164	444	1.1	12.3	234	650	1.5	9.6	145	393	.9	8.0	84	292	.5	7.6
KLYY-FM																				
FA '97	25	237	.2	1.7	11	37	.1	.8	35	263	.2	1.5	19	105	.1	1.2	11	55	.1	1.1
4-Book	22	141	.2	1.4	11	52	.1	.9	47	271	.3	1.9	39	190	.3	2.1	18	107	.1	1.6
KNX -AM																				
FA '97	1	17	.1		3	31	.2		1	10			2	16	.1		1	17	.1	
4-Book	3	12	.2		2	14	.2		3	24	.1		3	19	.2		3	22	.2	
KOST-FM																				
FA '97	83	304	.5	5.6	46	137	.3	3.4	65	245	.4	2.8	49	199	.3	3.0	60	325	.4	6.1
4-Book	114	404	.7	7.5	49	168	.3	3.8	75	297	.5	3.1	56	221	.4	3.1	84	351	.5	7.5
KPWR-FM																				
FA '97	123	446	.8	8.2	73	278	.5	5.3	116	537	.7	4.9	82	262	.5	5.1	87	299	.6	8.8
4-Book	134	474	.9	8.6	63	242	.4	4.7	133	551	.9	5.4	108	370	.7	6.0	95	335	.6	8.5
KRLA-AM																				
FA '97	56	74	.4	3.7	5	23	.4		7	22	.3		27	77	.2	1.7	49	118	.3	5.0
4-Book	36	75	.3	2.3	8	33	.6		20	51	.1	.8	22	61	.2	1.2	38	99	.2	3.5
KROQ-FM																				
FA '97	85	383	.5	5.7	25	114	.2	1.8	99	501	.6	4.2	92	413	.6	5.7	60	313	.4	6.1
4-Book	91	368	.6	5.9	35	169	.3	2.6	100	492	.6	4.1	114	464	.7	6.3	61	287	.4	5.5
KRRR-AM																				
FA '97																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	9	54	.1	.6	39	90	.2	2.9	72	201	.5	3.1	50	140	.3	3.1	16	101	.1	1.6
4-Book	18	70	.1	1.2	24	82	.2	1.8	61	216	.4	2.5	37	134	.2	2.1	21	101	.2	1.8
KSCA-FM																				
FA '97	55	162	.4	3.7	144	340	.9	10.5	165	428	1.1	7.0	41	122	.3	2.5	41	90	.3	4.1
4-Book	57	190	.4	3.8	132	307	.8	10.0	174	467	1.1	7.1	88	218	.6	4.8	46	132	.3	4.1
+KSSE-FM																				
FA '97	47	141	.3	3.1	24	109	.2	1.8	74	278	.5	3.1	32	151	.2	2.0	32	123	.2	3.2
4-Book	33	107	.2	2.1	26	85	.2	2.1	51	158	.3	2.1	25	93	.2	1.4	20	72	.1	1.8
KTNQ-AM																				
FA '97	30	96	.2	2.0	3	11	.2	.2	24	83	.2	1.0	40	104	.3	2.5	24	79	.2	2.4
4-Book	19	57	.1	1.3	26	50	.2	1.9	25	70	.2	1.0	19	50	.2	1.1	18	63	.1	1.6
KTVV-FM																				
FA '97	20	79	.1	1.3	37	92	.2	2.7	48	252	.3	2.0	39	122	.2	2.4	36	117	.2	3.6
4-Book	32	107	.2	2.1	32	92	.2	2.5	66	235	.4	2.7	48	154	.3	2.6	43	131	.3	3.8
KWKV-AM																				
FA '97	11	34	.1	.7	20	33	.1	1.5	7	23	.3	.3	8	33	.1	.5				
4-Book	7	25	.1	.5	13	22	.1	.9	13	32	.1	.6	9	19	.1	.5	8	24	.1	.7
KWVE-FM																				
FA '97	12	42	.1	.8	15	42	.1	1.1	9	70	.1	.4	4	30	.2	.2	8	38	.1	.8
4-Book	6	22	.1	.4	9	33	.1	.6	13	58	.1	.5	7	32	.4	.4	5	24	.1	.5
KXMG-AM																				
FA '97	9	23	.1	.6	7	22	.5	.5	14	44	.1	.6	17	34	.1	1.1	2	11	.2	.2
4-Book	8	20	.1	.5	19	44	.1	1.4	25	63	.2	1.0	18	34	.1	1.0	3	17	.3	.3
KYSR-FM																				
FA '97	61	304	.4	4.1	49	250	.3	3.6	149	711	.9	6.3	54	239	.3	3.3	13	137	.1	1.3
4-Book	62	292	.4	4.1	38	162	.3	2.8	125	552	.8	5.1	88	381	.6	4.8	41	249	.3	3.5
KZLA-FM																				
FA '97	16	65	.1	1.1	72	241	.5	5.3	83	335	.5	3.5	28	123	.2	1.7	12	90	.1	1.2
4-Book	16	75	.1	1.1	37	121	.3	2.8	52	254	.3	2.1	33	139	.2	1.8	17	85	.1	1.5
KFRG-FM																				
FA '97	7	16	.5	.5	5	42	.4	.4	4	31	.2	.2	7	46	.4	.4	2	15	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	2	16	.1	.1					4	19	.2	.2	1	17	.1	.1				
4-Book	1	4			2	3	.1	.1	5	15	.2	.2	4	14	.2	.2				
TOTALS																				
FA '97	1495	4348	9.5		1366	4083	8.7		2352	6667	15.0		1614	4544	10.3		989	3484	6.3	
4-Book	1532	4472	9.8		1336	3762	8.5		2443	6652	15.6		1815	4859	11.6		1120	3591	7.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
FA '97	65	1243	.2	1.2	119	641	.4	1.5	88	600	.3	1.1	87	602	.3	1.4	28	250	.1	1.1
SU '97	56	1154	.2	1.1	66	483	.2	.9	87	483	.3	1.1	62	463	.2	1.0	47	294	.2	1.8
SP '97	43	1003	.1	.8	54	434	.2	.7	66	521	.2	.8	67	484	.2	1.1	24	167	.1	.9
WI '97	48	1066	.2	.9	91	566	.3	1.2	62	522	.2	.8	69	615	.2	1.1	19	274	.1	.8
4-Book	53	1117	.2	1.0	83	531	.3	1.1	76	532	.3	1.0	71	541	.2	1.2	30	246	.1	1.2
FA '96	63	1305	.2	1.2	131	779	.4	1.7	88	619	.3	1.2	79	574	.3	1.2	21	182	.1	.9
KACD-FM																				
FA '97	31	763	.1	.6	30	367	.1	.4	44	398	.1	.6	55	450	.2	.9	13	225		.5
SU '97	21	703	.1	.4	31	238	.1	.4	19	232	.1	.2	21	238	.1	.3	14	184		.5
SP '97	17	636	.1	.3	13	267	.1	.2	24	337	.1	.3	27	264	.1	.4	6	161		.2
WI '97	25	703	.1	.5	24	283	.1	.3	31	408	.1	.4	31	352	.1	.5	16	241	.1	.7
4-Book	24	701	.1	.5	25	289	.1	.3	30	344	.1	.4	34	326	.1	.5	12	203		.5
FA '96	21	486	.1	.4	27	202	.1	.3	25	266	.1	.3	25	246	.1	.4	19	186	.1	.8
KBCD-FM																				
FA '97	14	368		.3	12	148		.2	19	174	.1	.2	27	260	.1	.4	3	96		.1
SU '97	14	388		.3	12	135		.2	26	201	.1	.3	18	198	.1	.3	8	133		.3
SP '97	12	275		.2	25	188	.1	.3	5	66		.1	13	126		.2	5	83		.2
WI '97	5	273		.1	4	50		.1	6	114		.1	3	55			8	127		.3
4-Book	11	326		.2	13	130		.2	14	139		.1	15	160		.1	6	110		.2
FA '96	14	238		.3	20	131	.1	.3	23	155	.1	.3	14	126		.2	2	60		.1
KACE-FM																				
FA '97	70	1079	.2	1.3	78	498	.3	1.0	98	532	.3	1.3	113	686	.4	1.8	44	468	.1	1.7
SU '97	69	1236	.2	1.3	75	528	.3	1.0	81	638	.3	1.1	93	802	.3	1.5	55	504	.2	2.1
SP '97	53	960	.2	1.0	56	414	.2	.7	70	493	.2	.9	64	502	.2	1.0	51	394	.2	2.0
WI '97	55	1011	.2	1.0	73	497	.2	.9	72	473	.2	.9	65	547	.2	1.0	36	253	.1	1.5
4-Book	62	1072	.2	1.2	71	484	.3	.9	80	534	.3	1.1	84	634	.3	1.3	47	405	.2	1.8
FA '96	58	962	.2	1.1	54	443	.2	.7	88	495	.3	1.2	64	532	.2	1.0	41	402	.1	1.7
KRTO-FM																				
FA '97	13	380		.2	8	101		.1	16	226	.1	.2	25	210	.1	.4	9	172		.4
SU '97	12	237		.2	11	99		.1	20	147	.1	.3	12	117		.2	7	95		.3
SP '97	33	475	.1	.6	37	139	.1	.5	59	252	.2	.7	33	302	.1	.5	10	168		.4
WI '97	50	644	.2	.9	54	412	.2	.7	86	465	.3	1.1	48	302	.2	.8	21	201	.1	.9
4-Book	27	434	.1	.5	28	188	.1	.4	45	273	.2	.6	30	233	.1	.5	12	159		.5
FA '96	48	652	.2	.9	52	277	.2	.7	59	336	.2	.8	55	321	.2	.9	30	225	.1	1.2
KBIG-FM																				
FA '97	229	4164	.8	4.3	267	2092	.9	3.4	431	2136	1.4	5.6	301	2099	1.0	4.8	78	1121	.3	3.1
SU '97	221	4297	.7	4.2	275	1946	.9	3.7	428	2151	1.4	5.6	280	2325	.9	4.5	76	1295	.3	2.8
SP '97	191	4113	.6	3.5	273	1874	.9	3.5	360	1868	1.2	4.5	240	2018	.8	3.8	66	1094	.2	2.6
WI '97	210	4243	.7	3.9	262	2034	.9	3.4	392	2104	1.3	5.0	277	1818	.9	4.4	71	1156	.2	3.0
4-Book	213	4204	.7	4.0	269	1987	.9	3.5	403	2065	1.3	5.2	275	2065	.9	4.4	73	1167	.3	2.9
FA '96	204	4208	.7	3.9	304	1867	1.0	3.9	378	2269	1.3	4.9	242	2047	.8	3.8	58	1021	.2	2.4
+KBUA-FM																				
FA '97	19	265	.1	.4	29	146	.1	.4	40	171	.1	.5	14	122		.2	2	48		.1
SU '97	5	174		.1	5	73		.1	10	89		.1	6	81		.1	1	38		
SP '97	20	349	.1	.4	25	188	.1	.3	38	234	.1	.5	19	169	.1	.3	7	48		.3
WI '97	10	217		.2	9	142		.1	18	81		.2	15	96	.1	.2	4	73		.2
4-Book	14	251	.1	.3	17	137	.1	.2	27	144	.1	.3	14	117	.1	.2	4	52		.2
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	109	1855	.4	2.0	134	805	.4	1.7	146	1029	.5	1.9	116	982	.4	1.9	48	551	.2	1.9
SU '97	94	1640	.3	1.8	134	712	.5	1.8	123	861	.4	1.6	115	835	.4	1.9	38	452	.1	1.4
SP '97	110	1759	.4	2.0	117	745	.4	1.5	163	1061	.5	2.0	114	876	.4	1.8	59	558	.2	2.3
WI '97	118	1895	.4	2.2	138	995	.5	1.8	183	1108	.6	2.3	114	986	.4	1.8	61	634	.2	2.6
4-Book	108	1787	.4	2.0	131	814	.5	1.7	154	1015	.5	2.0	115	920	.4	1.9	52	549	.2	2.1
FA '96	92	1749	.3	1.7	93	710	.3	1.2	126	1013	.4	1.6	107	867	.4	1.7	39	406	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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
KCBS-FM																				
FA '97	132	3505	.4	2.5	170	1527	.6	2.2	208	1570	.7	2.7	188	1874	.6	3.0	51	878	.2	2.0
SU '97	92	2782	.3	1.7	133	1271	.4	1.8	130	1338	.4	1.7	110	1403	.4	1.8	43	807	.1	1.6
SP '97	146	2839	.5	2.7	166	1355	.6	2.1	249	1444	.8	3.1	205	1678	.7	3.2	48	694	.2	1.9
WI '97	125	3080	.4	2.3	170	1455	.6	2.2	218	1445	.7	2.8	169	1788	.6	2.7	21	605	.1	.9
4-Book	124	3052	.4	2.3	160	1402	.6	2.1	201	1449	.7	2.6	168	1686	.6	2.7	41	746	.2	1.6
FA '96	101	2608	.3	1.9	140	1240	.5	1.8	174	1383	.6	2.3	142	1451	.5	2.2	29	600	.1	1.2
KFI -AM																				
FA '97	122	2276	.4	2.3	140	891	.5	1.8	300	1682	1.0	3.9	158	1082	.5	2.5	28	361	.1	1.1
SU '97	147	2274	.5	2.8	206	1061	.7	2.8	351	1635	1.2	4.6	167	1144	.6	2.7	34	524	.1	1.3
SP '97	130	2355	.4	2.4	159	1066	.5	2.0	266	1540	.9	3.3	193	1333	.7	3.1	42	462	.1	1.6
WI '97	153	2270	.5	2.9	181	1080	.6	2.3	321	1738	1.1	4.1	234	1226	.8	3.7	32	406	.1	1.3
4-Book	138	2294	.5	2.6	172	1025	.6	2.2	310	1649	1.1	4.0	188	1196	.7	3.0	34	438	.1	1.3
FA '96	140	2328	.5	2.7	142	910	.5	1.8	334	1673	1.1	4.4	168	1273	.6	2.7	30	447	.1	1.2
KFSG-FM																				
FA '97	23	685	.1	.4	52	487	.2	.7	33	294	.1	.4	22	272	.1	.4	6	157		.2
SU '97	39	749	.1	.7	56	456	.2	.8	54	353	.2	.7	51	395	.2	.8	15	258	.1	.6
SP '97	34	534	.1	.6	60	382	.2	.8	33	259	.1	.4	40	263	.1	.6	17	66	.1	.7
WI '97	21	733	.1	.4	57	475	.2	.7	11	308		.1	24	305	.1	.4	7	158		.3
4-Book	29	675	.1	.5	56	450	.2	.8	33	304	.1	.4	34	309	.1	.6	11	160	.1	.5
FA '96	36	669	.1	.7	53	397	.2	.7	66	396	.2	.9	43	396	.1	.7	10	193		.4
KFWB-AM																				
FA '97	47	1839	.2	.9	94	1060	.3	1.2	55	631	.2	.7	74	1039	.2	1.2	20	374	.1	.8
SU '97	38	1633	.1	.7	76	788	.3	1.0	33	614	.1	.4	51	810	.2	.8	21	360	.1	.8
SP '97	38	1516	.1	.7	95	923	.3	1.2	30	593	.1	.4	54	707	.2	.9	16	263	.1	.6
WI '97	61	1953	.2	1.1	155	1387	.5	2.0	56	684	.2	.7	82	1011	.3	1.3	14	259		.6
4-Book	46	1735	.2	.9	105	1040	.4	1.4	44	631	.2	.6	65	892	.2	1.1	18	314	.1	.7
FA '96	46	1764	.2	.9	94	1020	.3	1.2	41	751	.1	.5	74	1039	.2	1.2	18	358	.1	.7
KIBB-FM																				
FA '97	104	3097	.3	2.0	125	1275	.4	1.6	156	1556	.5	2.0	147	1626	.5	2.3	50	827	.2	2.0
SU '97	133	3019	.4	2.5	147	1337	.5	2.0	198	1501	.7	2.6	195	1522	.7	3.2	64	939	.2	2.4
SP '97	136	3297	.5	2.5	161	1533	.5	2.1	223	1663	.8	2.8	191	1769	.6	3.0	59	909	.2	2.3
WI '97	159	3259	.5	3.0	189	1417	.6	2.4	273	1615	.9	3.4	219	1886	.7	3.5	50	896	.2	2.1
4-Book	133	3168	.4	2.5	156	1391	.5	2.0	213	1584	.7	2.7	188	1701	.6	3.0	56	893	.2	2.2
FA '96	106	2352	.4	2.0	141	1152	.5	1.8	157	1293	.5	2.1	141	1291	.5	2.2	38	573	.1	1.6
KIEV-AM																				
FA '97	5	140		.1	4	37		.1	12	87		.2	5	19		.1	2	13		.1
SU '97	14	201		.3	6	48		.1	34	121		.4	29	73		.1	5	87		.2
SP '97	2	97			5	40		.1	1	23			6	40		.1				
WI '97	4	74		.1	4	30		.1	6	28		.1	7	28		.1	3	14		.1
4-Book	6	128		.1	5	39		.1	13	65		.2	12	40		.2	3	29		.1
FA '96	4	100		.1	6	51		.1	4	16		.1	8	25		.1	1	13		
KIIS-FM																				
FA '97	233	6009	.8	4.4	384	3463	1.3	4.9	298	2895	1.0	3.8	269	3140	.9	4.3	103	1591	.3	4.1
SU '97	218	5743	.7	4.1	298	3034	1.0	4.0	282	3042	1.0	3.7	279	2871	.9	4.5	109	1656	.4	4.1
SP '97	253	5974	.9	4.7	435	3366	1.5	5.6	323	2940	1.1	4.1	289	2994	1.0	4.6	107	1781	.4	4.2
WI '97	229	5671	.8	4.3	379	3054	1.3	4.9	299	2999	1.0	3.8	283	3247	1.0	4.5	97	1509	.3	4.1
4-Book	233	5849	.8	4.4	374	3229	1.3	4.9	301	2969	1.0	3.9	280	3063	1.0	4.5	104	1634	.4	4.1
FA '96	211	5583	.7	4.0	360	3005	1.2	4.6	259	2739	.9	3.4	289	2888	1.0	4.6	102	1520	.3	4.2
KIKF-FM																				
FA '97	25	660	.1	.5	36	280	.1	.5	27	335	.1	.3	32	334	.1	.5	9	197		.4
SU '97	27	454	.1	.5	34	225	.1	.5	50	234	.2	.6	33	250	.1	.5	11	171		.4
SP '97	16	481	.1	.3	22	204	.1	.3	19	237	.1	.2	22	219	.1	.3	12	174		.5
WI '97	42	564	.1	.8	72	381	.2	.9	72	342	.2	.9	50	375	.2	.8	12	208		.5
4-Book	28	540	.1	.5	41	273	.1	.6	42	287	.2	.5	34	295	.1	.5	11	188		.5
FA '96	23	353	.1	.4	34	157	.1	.4	36	229	.1	.5	34	230	.1	.5	9	151		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	123	1700	.4	2.3	163	879	.5	2.1	168	929	.6	2.2	128	901	.4	2.0	63	719	.2	2.5
SU '97	90	1539	.3	1.7	132	782	.4	1.8	111	704	.4	1.4	80	663	.3	1.3	56	564	.2	2.1
SP '97	123	1576	.4	2.3	188	777	.6	2.4	183	828	.6	2.3	105	740	.4	1.7	83	724	.3	3.2
WI '97	109	1588	.4	2.0	167	876	.6	2.1	142	744	.5	1.8	117	915	.4	1.9	73	626	.2	3.1
4-Book	111	1601	.4	2.1	163	829	.5	2.1	151	801	.5	1.9	108	805	.4	1.7	69	658	.2	2.7
FA '96	100	1554	.3	1.9	107	745	.4	1.4	130	705	.4	1.7	133	964	.4	2.1	66	697	.2	2.7
KKBT-FM																				
FA '97	309	4056	1.0	5.8	519	2293	1.7	6.6	413	2320	1.4	5.3	364	2357	1.2	5.8	152	1422	.5	6.0
SU '97	226	3581	.8	4.3	363	1940	1.2	4.9	289	2108	1.0	3.8	293	2160	1.0	4.8	142	1539	.5	5.3
SP '97	268	3847	.9	4.9	417	2335	1.4	5.3	292	2076	1.0	3.7	334	2104	1.1	5.3	172	1277	.6	6.7
WI '97	339	3836	1.1	6.4	557	2424	1.9	7.2	423	2133	1.4	5.3	412	2361	1.4	6.6	174	1407	.6	7.3
4-Book	286	3830	1.0	5.4	464	2248	1.6	6.0	354	2159	1.2	4.5	351	2246	1.2	5.6	160	1411	.6	6.3
FA '96	322	3751	1.1	6.1	591	2428	2.0	7.5	404	2178	1.4	5.3	399	2245	1.3	6.3	131	1286	.4	5.4
KKGO-FM																				
FA '97	52	1199	.2	1.0	43	595	.1	.5	83	603	.3	1.1	61	583	.2	1.0	28	431	.1	1.1
SU '97	51	1194	.2	1.0	45	496	.2	.6	82	544	.3	1.1	56	498	.2	.9	45	514	.2	1.7
SP '97	30	1083	.1	.6	35	425	.1	.4	42	469	.1	.5	34	448	.1	.5	20	371	.1	.8
WI '97	44	1243	.1	.8	41	414	.1	.5	80	578	.3	1.0	60	652	.2	1.0	31	491	.1	1.3
4-Book	44	1180	.2	.9	41	483	.1	.5	72	549	.3	.9	53	545	.2	.9	31	452	.1	1.2
FA '96	41	1259	.1	.8	52	642	.2	.7	49	575	.2	.6	48	530	.2	.8	38	398	.1	1.6
KKHJ-AM																				
FA '97	30	743	.1	.6	27	308	.1	.3	26	220	.1	.3	23	207	.1	.4	52	241	.2	2.1
SU '97	34	650	.1	.6	62	271	.2	.8	56	329	.2	.7	25	161	.1	.4	16	196	.1	.6
SP '97	35	656	.1	.6	60	365	.2	.8	46	286	.2	.6	23	161	.1	.4	17	154	.1	.7
WI '97	67	830	.2	1.3	118	503	.4	1.5	88	413	.3	1.1	50	333	.2	.8	29	240	.1	1.2
4-Book	42	720	.1	.8	67	362	.2	.9	54	312	.2	.7	30	216	.1	.5	29	208	.1	1.2
FA '96	62	913	.2	1.2	119	560	.4	1.5	94	452	.3	1.2	59	278	.2	.9	34	313	.1	1.4
KKLA-AM																				
FA '97		11																		
SU '97	1	57			5	29		.1	1	30				14						
SP '97		14			1	14														
WI '97		24			1	14														
4-Book		27			2	14				8				4						
FA '96	5	34		.1	2	9			14	23		.2	5	23		.1		11		
KKLA-FM																				
FA '97	13	503		.2	42	382	.1	.5	9	164		.1	17	179	.1	.3	4	125		.2
SU '97	17	496	.1	.3	39	335	.1	.5	16	243	.1	.2	23	235	.1	.4	5	114		.2
SP '97	16	502	.1	.3	31	293	.1	.4	19	161	.1	.2	26	243	.1	.4	5	94		.2
WI '97	22	504	.1	.4	53	364	.2	.7	30	179	.1	.4	25	292	.1	.4	5	98		.2
4-Book	17	501	.1	.3	41	344	.1	.5	19	187	.1	.2	23	237	.1	.4	5	108		.2
FA '96	25	621	.1	.5	49	417	.2	.6	26	318	.1	.3	36	260	.1	.6	14	118		.6
KLAC-AM																				
FA '97	21	447	.1	.4	13	110		.2	30	229	.1	.4	33	237	.1	.5	19	135	.1	.8
SU '97	30	705	.1	.6	40	198	.1	.5	43	316	.1	.6	40	349	.1	.6	15	212	.1	.6
SP '97	28	449	.1	.5	16	155	.1	.2	51	226	.2	.6	50	233	.2	.8	13	168		.5
WI '97	28	527	.1	.5	41	227	.1	.5	45	277	.2	.6	37	306	.1	.6	11	174		.5
4-Book	27	532	.1	.5	28	173	.1	.4	42	262	.2	.6	40	281	.1	.6	15	172	.1	.6
FA '96	12	337		.2	12	142		.2	23	210	.1	.3	18	187	.1	.3	4	83		.2
KLAX-FM																				
FA '97	138	2438	.5	2.6	163	1105	.5	2.1	198	1316	.7	2.6	152	1220	.5	2.4	69	594	.2	2.7
SU '97	166	2334	.6	3.2	248	1215	.8	3.4	232	1334	.8	3.0	191	1237	.6	3.1	61	624	.2	2.3
SP '97	171	2741	.6	3.1	245	1399	.8	3.1	238	1689	.8	3.0	194	1398	.7	3.1	66	695	.2	2.6
WI '97	186	2460	.6	3.5	281	1406	.9	3.6	243	1450	.8	3.1	214	1440	.7	3.4	70	721	.2	2.9
4-Book	165	2493	.6	3.1	234	1281	.8	3.1	228	1447	.8	2.9	188	1324	.6	3.0	67	659	.2	2.6
FA '96	235	3003	.8	4.5	336	1730	1.1	4.3	357	1963	1.2	4.7	239	1616	.8	3.8	78	825	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLOS-FM																				
FA '97	112	2922	.4	2.1	276	1342	.9	3.5	108	1161	.4	1.4	125	1407	.4	2.0	48	726	.2	1.9
SU '97	88	2613	.3	1.7	178	1228	.6	2.4	101	983	.3	1.3	111	1273	.4	1.8	26	603	.1	1.0
SP '97	121	2559	.4	2.2	255	1211	.9	3.3	149	1230	.5	1.9	153	1287	.5	2.4	46	582	.2	1.8
WI '97	99	2460	.3	1.9	194	1268	.7	2.5	138	933	.5	1.7	125	1218	.4	2.0	23	526	.1	1.0
4-Book	105	2639	.4	2.0	226	1262	.8	2.9	124	1077	.4	1.6	129	1296	.4	2.1	36	609	.2	1.4
FA '96	108	2482	.4	2.0	274	1408	.9	3.5	128	1082	.4	1.7	136	1276	.5	2.1	23	556	.1	1.0
KLSX-FM																				
FA '97	104	1917	.3	2.0	401	1435	1.3	5.1	125	936	.4	1.6	37	395	.1	.6	3	93	.1	.1
SU '97	68	1685	.2	1.3	207	1082	.7	2.8	95	715	.3	1.2	33	406	.1	.5	13	162	.1	.5
SP '97	66	1556	.2	1.2	233	1063	.8	3.0	57	634	.2	.7	31	368	.1	.5	12	202	.1	.5
WI '97	76	1675	.3	1.4	286	1093	1.0	3.7	65	668	.2	.8	45	508	.2	.7	6	256	.1	.3
4-Book	79	1708	.3	1.5	282	1168	1.0	3.7	86	738	.3	1.1	37	419	.1	.6	9	178	.1	.4
FA '96	119	2006	.4	2.3	363	1279	1.2	4.6	134	896	.5	1.8	128	636	.4	2.0	15	152	.1	.6
KLVE-FM																				
FA '97	490	4914	1.6	9.2	693	2932	2.3	8.8	781	3311	2.6	10.1	481	2752	1.6	7.7	218	1886	.7	8.6
SU '97	480	4729	1.6	9.1	770	3068	2.6	10.4	737	3043	2.5	9.6	459	2791	1.5	7.5	189	1744	.6	7.1
SP '97	471	5198	1.6	8.7	792	3367	2.7	10.1	677	3300	2.3	8.5	446	2817	1.5	7.0	211	1874	.7	8.2
WI '97	459	4532	1.5	8.6	762	3220	2.6	9.8	629	2977	2.1	7.9	445	2596	1.5	7.1	214	1831	.7	9.0
4-Book	475	4843	1.6	8.9	754	3147	2.6	9.8	706	3158	2.4	9.0	458	2739	1.5	7.3	208	1834	.7	8.2
FA '96	532	5197	1.8	10.1	850	3525	2.9	10.9	727	3563	2.5	9.5	510	3102	1.7	8.1	271	2065	.9	11.2
KLYY-FM																				
FA '97	49	2010	.2	.9	50	795	.2	.6	59	888	.2	.8	87	1271	.3	1.4	31	614	.1	1.2
SU '97	65	2050	.2	1.2	74	861	.2	1.0	76	1058	.3	1.0	94	1377	.3	1.5	51	775	.2	1.9
SP '97	51	1809	.2	.9	66	861	.2	.8	64	758	.2	.8	81	1078	.3	1.3	23	575	.1	.9
WI '97	51	2019	.2	1.0	77	1020	.3	1.0	56	864	.2	.7	69	1171	.2	1.1	27	528	.1	1.1
4-Book	54	1972	.2	1.0	67	884	.2	.9	64	892	.2	.8	83	1224	.3	1.3	33	623	.1	1.3
FA '96	43	1879	.1	.8	53	792	.2	.7	54	848	.2	.7	56	1010	.2	.9	26	499	.1	1.1
KNX -AM																				
FA '97	39	1596	.1	.7	76	729	.3	1.0	36	442	.1	.5	63	692	.2	1.0	22	336	.1	.9
SU '97	52	1631	.2	1.0	108	1053	.4	1.5	54	633	.2	.7	53	656	.2	.9	29	437	.1	1.1
SP '97	42	1570	.1	.8	92	1024	.3	1.2	33	626	.1	.4	66	829	.2	1.0	16	368	.1	.6
WI '97	44	1746	.1	.8	93	994	.3	1.2	41	698	.1	.5	75	906	.3	1.2	15	327	.1	.6
4-Book	44	1636	.1	.8	92	950	.3	1.2	41	600	.1	.5	64	771	.2	1.0	21	367	.1	.8
FA '96	45	1729	.2	.9	88	868	.3	1.1	40	697	.1	.5	68	848	.2	1.1	18	381	.1	.7
KOST-FM																				
FA '97	278	5095	.9	5.2	347	2440	1.2	4.4	444	2389	1.5	5.7	350	2572	1.2	5.6	164	1922	.5	6.5
SU '97	283	5708	1.0	5.4	325	2470	1.1	4.4	433	2892	1.5	5.6	348	2923	1.2	5.7	201	2271	.7	7.5
SP '97	268	5170	.9	4.9	280	2107	.9	3.6	412	2538	1.4	5.2	336	2693	1.1	5.3	201	2102	.7	7.8
WI '97	282	4978	1.0	5.3	334	2523	1.1	4.3	473	2490	1.6	6.0	335	2459	1.1	5.4	198	1906	.7	8.3
4-Book	278	5238	1.0	5.2	322	2385	1.1	4.2	441	2577	1.5	5.6	342	2662	1.2	5.5	191	2050	.7	7.5
FA '96	273	5075	.9	5.2	322	2390	1.1	4.1	413	2603	1.4	5.4	332	2638	1.1	5.2	192	1855	.6	8.0
KPWR-FM																				
FA '97	181	4227	.6	3.4	221	1931	.7	2.8	193	1851	.6	2.5	212	2186	.7	3.4	147	1510	.5	5.8
SU '97	196	4431	.7	3.7	235	1987	.8	3.2	238	2464	.8	3.1	225	2405	.8	3.7	131	1624	.4	4.9
SP '97	177	4597	.6	3.3	233	1990	.8	3.0	214	2120	.7	2.7	196	2381	.7	3.1	131	1650	.4	5.1
WI '97	170	4088	.6	3.2	207	2011	.7	2.7	227	2182	.8	2.9	197	1989	.7	3.1	94	1286	.3	3.9
4-Book	181	4336	.6	3.4	224	1980	.8	2.9	218	2154	.7	2.8	208	2240	.7	3.3	126	1518	.4	4.9
FA '96	194	4304	.7	3.7	219	2035	.7	2.8	231	2212	.8	3.0	242	2175	.8	3.8	136	1409	.5	5.6
KRLA-AM																				
FA '97	39	777	.1	.7	36	365	.1	.5	44	328	.1	.6	45	299	.2	.7	33	297	.1	1.3
SU '97	65	1076	.2	1.2	84	588	.3	1.1	83	579	.3	1.1	47	480	.2	.8	57	415	.2	2.1
SP '97	37	719	.1	.7	35	300	.1	.4	33	331	.1	.4	41	378	.1	.6	40	316	.1	1.6
WI '97	53	993	.2	1.0	35	363	.1	.4	70	485	.2	.9	65	442	.2	1.0	43	368	.1	1.8
4-Book	49	891	.2	.9	48	404	.2	.6	58	431	.2	.8	50	400	.2	.8	43	349	.1	1.7
FA '96	45	838	.2	.9	59	376	.2	.8	57	449	.2	.7	42	388	.1	.7	30	287	.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	
KROQ-FM																				
FA '97	158	3825	.5	3.0	281	1953	.9	3.6	176	1876	.6	2.3	201	2369	.7	3.2	86	1459	.3	3.4
SU '97	208	4015	.7	4.0	332	1955	1.1	4.5	284	2243	1.0	3.7	231	2434	.8	3.8	111	1473	.4	4.2
SP '97	206	3627	.7	3.8	340	1997	1.1	4.3	274	1787	.9	3.4	262	2304	.9	4.1	100	1331	.3	3.9
WI '97	172	3670	.6	3.2	271	1992	.9	3.5	222	1735	.7	2.8	196	2162	.7	3.1	115	1489	.4	4.8
4-Book	186	3784	.6	3.5	306	1974	1.0	4.0	239	1910	.8	3.1	223	2317	.8	3.6	103	1438	.4	4.1
FA '96	124	3154	.4	2.4	178	1611	.6	2.3	141	1534	.5	1.8	173	1834	.6	2.7	96	1064	.3	4.0
KRRA-AM																				
FA '97	15	238	.1	.3	31	118	.1	.4	34	141	.1	.4	2	12			1	23		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	14	249		.3	15	113	.1	.2	21	137	.1	.3	16	112	.1	.3	8	93		.3
WI '97	18	308	.1	.3	25	174	.1	.3	25	168	.1	.3	19	144	.1	.3	14	112		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	20	314	.1	.4	41	141	.1	.5	30	133	.1	.4	17	154	.1	.3	3	21		.1
KRTH-FM																				
FA '97	223	4843	.7	4.2	306	2537	1.0	3.9	378	2439	1.3	4.9	285	2480	1.0	4.5	82	1123	.3	3.2
SU '97	189	4565	.6	3.6	234	1926	.8	3.2	331	2308	1.1	4.3	224	2264	.8	3.6	56	938	.2	2.1
SP '97	242	4712	.8	4.5	284	2025	1.0	3.6	387	2400	1.3	4.9	306	2320	1.0	4.8	104	1292	.4	4.0
WI '97	186	4241	.6	3.5	284	2079	1.0	3.7	266	2103	.9	3.4	234	2363	.8	3.7	71	1036	.2	3.0
4-Book	210	4590	.7	4.0	277	2142	1.0	3.6	341	2313	1.2	4.4	262	2357	.9	4.2	78	1097	.3	3.1
FA '96	231	4518	.8	4.4	291	2218	1.0	3.7	324	2344	1.1	4.2	322	2534	1.1	5.1	109	1266	.4	4.5
KSCA-FM																				
FA '97	303	3126	1.0	5.7	594	2028	2.0	7.5	464	2079	1.5	6.0	221	1485	.7	3.5	88	832	.3	3.5
SU '97	284	3056	1.0	5.4	584	1930	2.0	7.9	398	2118	1.3	5.2	227	1448	.8	3.7	92	765	.3	3.4
SP '97	276	3012	.9	5.1	481	1977	1.6	6.1	393	2066	1.3	4.9	251	1447	.8	4.0	97	867	.3	3.8
WI '97	200	2164	.7	3.8	228	1138	.8	2.9	250	1225	.8	3.2	227	1337	.8	3.6	110	934	.4	4.6
4-Book	266	2840	.9	5.0	472	1768	1.6	6.1	376	1872	1.2	4.8	232	1429	.8	3.7	97	850	.3	3.8
FA '96	74	1565	.2	1.4	100	767	.3	1.3	114	928	.4	1.5	103	1040	.3	1.6	25	533	.1	1.0
+KSSE-FM																				
FA '97	87	1536	.3	1.6	87	737	.3	1.1	133	944	.4	1.7	114	885	.4	1.8	45	518	.2	1.8
SU '97	93	1545	.3	1.8	107	683	.4	1.4	117	901	.4	1.5	110	840	.4	1.8	57	611	.2	2.1
SP '97	59	943	.2	1.1	71	511	.2	.9	89	603	.3	1.1	62	506	.2	1.0	28	299	.1	1.1
WI '97	30	653	.1	.6	49	322	.2	.6	45	304	.2	.6	30	287	.1	.5	13	188		.5
4-Book	67	1169	.2	1.3	79	563	.3	1.0	96	688	.3	1.2	79	630	.3	1.3	36	404	.1	1.4
FA '96	36	725	.1	.7	51	368	.2	.7	63	529	.2	.8	25	288	.1	.4	10	181		.4
KTNO-AM																				
FA '97	93	1212	.3	1.7	180	664	.6	2.3	127	699	.4	1.6	73	473	.2	1.2	64	413	.2	2.5
SU '97	81	1214	.3	1.5	107	468	.4	1.4	131	734	.4	1.7	88	539	.3	1.4	55	363	.2	2.1
SP '97	119	1139	.4	2.2	184	703	.6	2.3	201	614	.7	2.5	116	576	.4	1.8	52	406	.2	2.0
WI '97	116	1314	.4	2.2	178	676	.6	2.3	210	883	.7	2.7	119	532	.4	1.9	55	375	.2	2.3
4-Book	102	1220	.4	1.9	162	628	.6	2.1	167	733	.6	2.1	99	530	.3	1.6	57	389	.2	2.2
FA '96	112	1306	.4	2.1	174	652	.6	2.2	168	725	.6	2.2	104	573	.4	1.6	80	555	.3	3.3
KTWV-FM																				
FA '97	200	3008	.7	3.8	212	1318	.7	2.7	321	1447	1.1	4.1	268	1718	.9	4.3	106	1077	.4	4.2
SU '97	207	3179	.7	3.9	236	1467	.8	3.2	337	1640	1.1	4.4	299	1901	1.0	4.9	86	1063	.3	3.2
SP '97	229	3234	.8	4.2	286	1601	1.0	3.7	403	1682	1.4	5.1	291	1770	1.0	4.6	83	843	.3	3.2
WI '97	253	3079	.9	4.8	285	1725	1.0	3.7	483	1760	1.6	6.1	351	1804	1.2	5.6	97	977	.3	4.1
4-Book	222	3125	.8	4.2	255	1528	.9	3.3	386	1632	1.3	4.9	302	1798	1.0	4.9	93	990	.3	3.7
FA '96	229	3131	.8	4.3	296	1750	1.0	3.8	376	1561	1.3	4.9	290	1651	1.0	4.6	112	1117	.4	4.6
KWKW-AM																				
FA '97	41	519	.1	.8	72	264	.2	.9	66	276	.2	.9	28	225	.1	.4	20	108	.1	.8
SU '97	20	450	.1	.4	41	258	.1	.6	25	190	.1	.3	12	80		.2	6	48		.2
SP '97	49	551	.2	.9	105	334	.4	1.3	69	272	.2	.9	23	129	.1	.4	12	130		.5
WI '97	57	837	.2	1.1	105	518	.4	1.3	96	485	.3	1.2	42	284	.1	.7	19	170	.1	.8
4-Book	42	589	.2	.8	81	344	.3	1.0	64	306	.2	.8	26	180	.1	.4	14	114	.1	.6
FA '96	75	922	.3	1.4	144	556	.5	1.8	151	575	.5	2.0	57	373	.2	.9	14	204		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KVVE-FM																				
FA '97	30	700	.1	.6	51	436	.2	.6	50	337	.2	.6	34	321	.1	.5	14	260		.6
SU '97	36	661	.1	.7	45	368	.2	.6	38	368	.1	.5	57	399	.2	.9	23	221	.1	.9
SP '97	33	722	.1	.6	44	472	.1	.6	39	395	.1	.5	24	343	.1	.4	41	336	.1	1.6
WI '97	28	526	.1	.5	44	264	.1	.6	51	288	.2	.6	34	304	.1	.5	7	175		.3
4-Book	32	652	.1	.6	46	385	.2	.6	45	347	.2	.6	37	342	.1	.6	21	248	.1	.9
FA '96	28	535	.1	.5	39	302	.1	.5	38	312	.1	.5	37	302	.1	.6	14	157		.6
KXMG-AM																				
FA '97	35	354	.1	.7	53	163	.2	.7	34	170	.1	.4	31	131	.1	.5	29	99	.1	1.1
SU '97	99	924	.3	1.9	116	508	.4	1.6	159	588	.5	2.1	120	529	.4	1.9	59	377	.2	2.2
SP '97	55	796	.2	1.0	61	422	.2	.8	80	541	.3	1.0	63	497	.2	1.0	38	241	.1	1.5
WI '97	71	756	.2	1.3	68	357	.2	.9	99	419	.3	1.3	88	358	.3	1.4	43	278	.1	1.8
4-Book	65	708	.2	1.2	75	363	.3	1.0	93	430	.3	1.2	76	379	.3	1.2	42	249	.1	1.7
FA '96	79	798	.3	1.5	115	432	.4	1.5	126	514	.4	1.6	71	456	.2	1.1	28	288	.1	1.2
KYSR-FM																				
FA '97	226	4704	.8	4.2	293	2493	1.0	3.7	400	2718	1.3	5.2	312	3052	1.0	5.0	75	1510	.3	3.0
SU '97	235	4871	.8	4.5	243	2304	.8	3.3	336	2658	1.1	4.4	342	3185	1.2	5.6	134	1703	.5	5.0
SP '97	210	4740	.7	3.9	255	2369	.9	3.3	329	2520	1.1	4.1	279	2906	.9	4.4	78	1412	.3	3.0
WI '97	182	4145	.6	3.4	250	2079	.8	3.2	316	2163	1.1	4.0	245	2270	.8	3.9	50	1105	.2	2.1
4-Book	213	4615	.7	4.0	260	2311	.9	3.4	345	2515	1.2	4.4	295	2853	1.0	4.7	84	1433	.3	3.3
FA '96	203	4070	.7	3.9	275	2288	.9	3.5	369	2437	1.2	4.8	297	2420	1.0	4.7	52	1147	.2	2.2
KZLA-FM																				
FA '97	155	2259	.5	2.9	240	1289	.8	3.0	202	1246	.7	2.6	219	1617	.7	3.5	51	827	.2	2.0
SU '97	153	2086	.5	2.9	185	1210	.6	2.5	223	1192	.8	2.9	200	1428	.7	3.2	62	644	.2	2.3
SP '97	169	2168	.6	3.1	241	1352	.8	3.1	261	1268	.9	3.3	214	1270	.7	3.4	60	803	.2	2.3
WI '97	144	2225	.5	2.7	234	1452	.8	3.0	222	1325	.7	2.8	154	1466	.5	2.5	40	726	.1	1.7
4-Book	155	2185	.5	2.9	225	1326	.8	2.9	227	1258	.8	2.9	197	1445	.7	3.2	53	750	.2	2.1
FA '96	131	1972	.4	2.5	191	1151	.6	2.4	186	1123	.6	2.4	183	1377	.6	2.9	46	693	.2	1.9
KFRG-FM																				
FA '97	21	620	.1	.4	24	261	.1	.3	23	308	.1	.3	31	341	.1	.5	7	166		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	20	593	.1	.4	14	232		.2	30	313	.1	.4	25	325	.1	.4	13	169		.5
XTRA-AM																				
FA '97	7	287		.1	7	89		.1	5	67		.1	11	172		.2	5	44		.2
SU '97	6	223		.1	9	96		.1	13	93		.2	4	78		.1	2	11		.1
SP '97	8	202		.1	18	120		.1	19	103		.1	3	29			1	28		
WI '97	3	166		.1	4	34		.1	4	31		.1	7	45		.1		29		
4-Book	6	220		.1	10	85		.1	10	74		.2	6	81		.1	2	28		.1
FA '96	4	275		.1	2	27			6	114		.1	4	68		.1		9		
TOTALS																				
FA '97	5331	28965	17.8		7900	25711	26.4		7747	23625	25.9		6269	24620	20.9		2524	16987	8.4	
SU '97	5263	28782	17.7		7387	25002	24.9		7695	24209	25.9		6154	24895	20.7		2672	17637	9.0	
SP '97	5433	28551	18.3		7834	26000	26.4		7962	23844	26.8		6327	24818	21.3		2573	16695	8.7	
WI '97	5320	28755	17.9		7779	25573	26.2		7914	24016	26.7		6256	24634	21.1		2382	16265	8.0	
4-Book	5337	28763	17.9		7725	25572	26.0		7830	23924	26.3		6252	24742	21.0		2538	16896	8.5	
FA '96	5271	28658	17.8		7832	25696	26.4		7637	24285	25.7		6327	24587	21.3		2409	16476	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 Trends - Women 18-49

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
FA '97	97	1078	.3	1.3	30	432	.1	.8	29	128	.1	.7	54	176	.2	.9	43	124	.1	1.1
4-Book	76	961	.2	1.0	27	391	.1	.7	36	121	.1	.9	36	115	.1	.6	31	81	.1	.8
KACD-FM																				
FA '97	43	634	.1	.6	21	383	.1	.6	23	69	.1	.5	45	140	.2	.7	33	143	.1	.8
4-Book	29	548	.1	.4	21	381	.1	.6	12	50		.3	33	135	.1	.5	26	106	.1	.6
KBCD-FM																				
FA '97	19	328	.1	.3	14	122		.4	6	13		.1	19	41	.1	.3	11	26		.3
4-Book	14	264	.1	.2	11	128		.3	11	22		.3	17	47	.1	.3	17	50		.4
KACE-FM																				
FA '97	96	911	.3	1.3	41	546	.1	1.1	40	99	.1	1.0	86	295	.3	1.4	52	163	.2	1.3
4-Book	78	893	.3	1.1	43	566	.1	1.2	37	103	.1	1.0	86	249	.3	1.4	57	178	.2	1.4
KRTO-FM																				
FA '97	16	292	.1	.2	11	201		.3	6	46		.1	20	84	.1	.3	14	77		.3
4-Book	35	358	.1	.5	24	252	.1	.7	17	62	.1	.4	49	118	.2	.8	33	102	.1	.8
KBIG-FM																				
FA '97	341	3422	1.1	4.6	133	1999	.4	3.6	144	464	.5	3.4	237	731	.8	3.8	171	532	.6	4.2
4-Book	322	3388	1.1	4.4	113	1870	.4	3.0	114	386	.4	2.8	202	670	.7	3.2	111	415	.4	2.7
+KBUA-FM																				
FA '97	29	244	.1	.4	14	162		.4	30	66	.1	.7	46	103	.2	.7	10	47		.2
4-Book	20	225	.1	.3	10	125		.3	13	35		.3	26	67	.1	.4	6	27		.1
KBUE-FM																				
FA '97	133	1521	.4	1.8	107	1134	.4	2.9	183	382	.6	4.4	181	542	.6	2.9	128	309	.4	3.1
4-Book	135	1498	.5	1.8	99	1031	.4	2.7	140	329	.5	3.5	177	495	.6	2.8	118	308	.4	2.8
KCBS-FM																				
FA '97	190	2918	.6	2.6	85	1810	.3	2.3	69	374	.2	1.6	185	865	.6	2.9	107	470	.4	2.6
4-Book	178	2529	.6	2.5	84	1527	.3	2.2	74	291	.3	1.8	172	731	.6	2.7	108	448	.4	2.5
KFI -AM																				
FA '97	207	2187	.7	2.8	32	607	.1	.9	62	248	.2	1.5	53	159	.2	.8	24	66	.1	.6
4-Book	230	2155	.8	3.1	44	733	.1	1.2	83	298	.3	2.1	95	310	.3	1.5	36	138	.1	.9
KFSG-FM																				
FA '97	35	583	.1	.5	14	240		.4	22	71	.1	.5	5	42		.1	17	56		.4
4-Book	41	574	.1	.6	22	316	.1	.6	27	83	.1	.7	27	94	.1	.4	29	82	.1	.7
KFWB-AM																				
FA '97	73	1609	.2	1.0	20	581	.1	.5	41	204	.1	1.0	16	121	.1	.3	26	143	.1	.6
4-Book	69	1555	.2	1.0	24	608	.1	.6	37	184	.1	1.0	32	196	.1	.5	22	124	.1	.5
KIBB-FM																				
FA '97	144	2605	.5	2.0	70	1509	.2	1.9	74	266	.2	1.8	105	618	.4	1.7	89	429	.3	2.2
4-Book	187	2678	.7	2.6	89	1547	.3	2.4	77	300	.2	2.0	168	663	.6	2.6	113	464	.4	2.7
KIEV-AM																				
FA '97	7	113		.1	3	71		.1	3	25		.1	4	17		.1	1	6		
4-Book	10	100		.2	2	42		.1	3	13		.1	3	11		.1	1	6		
KIIS-FM																				
FA '97	315	5192	1.1	4.3	175	3122	.6	4.8	235	969	.8	5.6	333	1355	1.1	5.3	200	874	.7	4.9
4-Book	317	5062	1.1	4.3	173	3011	.6	4.7	171	752	.6	4.3	317	1304	1.1	5.0	204	848	.7	4.8
KIKF-FM																				
FA '97	31	506	.1	.4	24	366	.1	.7	48	124	.2	1.1	43	132	.1	.7	18	96	.1	.4
4-Book	39	442	.1	.6	18	245	.1	.5	27	83	.1	.7	34	99	.1	.5	19	83	.1	.5
KJLH-FM																				
FA '97	154	1426	.5	2.1	109	1097	.4	3.0	56	167	.2	1.3	132	403	.4	2.1	82	246	.3	2.0
4-Book	141	1303	.5	1.9	87	961	.3	2.4	62	202	.2	1.5	104	332	.4	1.6	73	206	.3	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

	Women 18-49																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
FA '97	431	3576	1.4	5.9	198	2403	.7	5.4	209	609	.7	5.0	336	1111	1.1	5.4	262	705	.9	6.4
4-Book	387	3379	1.3	5.3	190	2145	.7	5.1	198	552	.7	4.9	344	1013	1.2	5.4	240	684	.8	5.6
KKGO-FM																				
FA '97	64	972	.2	.9	47	739	.2	1.3	24	149	.1	.6	73	205	.2	1.2	40	142	.1	1.0
4-Book	57	902	.2	.8	32	552	.1	.9	21	107	.1	.5	40	148	.1	.6	33	110	.1	.8
KKHJ-AM																				
FA '97	25	538	.1	.3	22	287	.1	.6	30	75	.1	.7	16	64	.1	.3	1	10		
4-Book	51	566	.2	.7	35	303	.1	1.0	59	120	.2	1.5	47	110	.2	.7	21	59	.1	.5
KKLA-AM																				
FA '97					1	11														
4-Book	1	21				6			1	3										
KKLA-FM																				
FA '97	21	475	.1	.3	5	148		.1	5	14		.1	15	54	.1	.2	8	37		.2
4-Book	27	459	.1	.4	7	180		.2	9	28		.2	20	58	.1	.3	3	20		.1
KLAC-AM																				
FA '97	26	347	.1	.4	14	204		.4	2	15			33	82	.1	.5	10	42		.2
4-Book	37	415	.1	.5	18	238	.1	.5	11	30		.2	36	106	.1	.6	27	78	.1	.6
KLAX-FM																				
FA '97	173	2019	.6	2.4	121	1395	.4	3.3	167	414	.6	4.0	171	567	.6	2.7	87	282	.3	2.1
4-Book	217	2159	.8	3.0	140	1404	.5	3.8	198	483	.7	5.0	239	647	.8	3.7	143	370	.5	3.3
KLOS-FM																				
FA '97	165	2473	.6	2.2	62	1243	.2	1.7	21	149	.1	.5	109	534	.4	1.7	92	418	.3	2.3
4-Book	157	2245	.5	2.2	61	1119	.2	1.6	28	154	.1	.7	110	448	.4	1.7	81	323	.3	1.9
KLSX-FM																				
FA '97	183	1649	.6	2.5	32	582	.1	.9	30	94	.1	.7	30	132	.1	.5	20	76	.1	.5
4-Book	131	1443	.4	1.8	33	543	.1	.9	35	105	.1	.9	39	136	.1	.6	23	74	.1	.5
KLVE-FM																				
FA '97	662	4439	2.2	9.0	368	2953	1.2	10.1	449	1084	1.5	10.7	654	1540	2.2	10.4	368	842	1.2	9.0
4-Book	645	4403	2.2	8.8	354	3037	1.2	9.6	471	1137	1.6	11.8	612	1454	2.1	9.6	360	886	1.2	8.5
KLYY-FM																				
FA '97	65	1775	.2	.9	32	1047	.1	.9	22	111	.1	.5	61	377	.2	1.0	46	318	.2	1.1
4-Book	71	1741	.2	1.0	39	1026	.1	1.1	24	108	.1	.6	65	374	.2	1.0	54	315	.2	1.3
KNX -AM																				
FA '97	56	1231	.2	.8	20	677	.1	.5	23	146	.1	.5	26	215	.1	.4	16	97	.1	.4
4-Book	64	1365	.2	.9	26	609	.1	.7	38	177	.1	.9	41	210	.2	.6	25	118	.1	.6
KOST-FM																				
FA '97	385	4111	1.3	5.2	164	2453	.5	4.5	169	564	.6	4.0	310	953	1.0	4.9	165	527	.6	4.0
4-Book	374	4155	1.3	5.1	165	2466	.6	4.5	140	506	.5	3.5	266	895	.9	4.1	180	620	.6	4.2
KPWR-FM																				
FA '97	208	3533	.7	2.8	156	2223	.5	4.3	149	385	.5	3.6	302	931	1.0	4.8	166	544	.6	4.1
4-Book	217	3637	.7	3.0	156	2289	.5	4.2	123	429	.4	3.1	269	946	.9	4.2	194	648	.7	4.6
KRLA-AM																				
FA '97	42	537	.1	.6	39	413	.1	1.1	18	74	.1	.4	36	135	.1	.6	44	144	.1	1.1
4-Book	52	660	.2	.7	46	507	.2	1.3	28	93	.1	.7	64	179	.2	1.0	53	149	.2	1.3
KROQ-FM																				
FA '97	216	3334	.7	2.9	103	2111	.3	2.8	95	456	.3	2.3	148	758	.5	2.4	152	661	.5	3.7
4-Book	255	3264	.9	3.5	120	2066	.4	3.2	110	459	.4	2.7	203	852	.7	3.2	160	652	.5	3.7
KRRA-AM																				
FA '97	23	204	.1	.3	9	99		.2	13	35		.3	23	59	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	327	4209	1.1	4.5	132	2055	.4	3.6	134	500	.4	3.2	264	975	.9	4.2	160	589	.5	3.9
4-Book	297	3828	1.0	4.1	145	2186	.5	3.9	138	503	.5	3.4	278	974	1.0	4.3	197	687	.7	4.6
KSCA-FM																				
FA '97	429	2885	1.4	5.8	225	1918	.8	6.2	428	909	1.4	10.2	404	1022	1.3	6.4	221	554	.7	5.4
4-Book	361	2537	1.2	5.0	212	1778	.7	5.7	356	761	1.2	8.9	348	924	1.2	5.4	206	513	.7	4.9
+KSSE-FM																				
FA '97	113	1319	.4	1.5	68	896	.2	1.9	73	252	.2	1.7	146	442	.5	2.3	60	200	.2	1.5
4-Book	86	984	.3	1.2	55	635	.2	1.5	62	168	.2	1.6	118	302	.4	1.8	57	170	.2	1.4
KTNQ-AM																				
FA '97	127	1097	.4	1.7	51	625	.2	1.4	95	246	.3	2.3	103	272	.3	1.6	43	119	.1	1.1
4-Book	145	1081	.5	2.0	56	550	.2	1.5	99	227	.3	2.5	102	247	.3	1.6	50	130	.2	1.2
KTWV-FM																				
FA '97	271	2463	.9	3.7	138	1415	.5	3.8	120	322	.4	2.9	195	525	.7	3.1	177	440	.6	4.3
4-Book	320	2635	1.1	4.4	137	1538	.5	3.7	116	389	.4	2.9	233	613	.8	3.6	183	480	.6	4.3
KWKV-AM																				
FA '97	56	429	.2	.8	30	321	.1	.8	71	174	.2	1.7	48	135	.2	.8	16	51	.1	.4
4-Book	58	480	.2	.8	32	310	.1	.9	64	131	.2	1.6	54	128	.2	.8	32	70	.1	.8
KWVE-FM																				
FA '97	45	587	.2	.6	15	238	.1	.4	20	50	.1	.5	14	59	.2	.4	16	56	.1	.4
4-Book	43	548	.2	.6	21	301	.1	.6	25	70	.1	.7	23	88	.1	.4	14	82	.1	.3
KXMG-AM																				
FA '97	39	268	.1	.5	32	178	.1	.9	31	59	.1	.7	27	58	.1	.4	42	60	.1	1.0
4-Book	82	574	.3	1.1	51	376	.2	1.4	54	120	.2	1.4	80	205	.3	1.3	65	144	.2	1.5
KYSR-FM																				
FA '97	340	4234	1.1	4.6	127	2405	.4	3.5	142	628	.5	3.4	284	1205	.9	4.5	135	610	.5	3.3
4-Book	304	4047	1.0	4.1	141	2334	.5	3.8	129	534	.4	3.2	267	1024	.9	4.2	183	708	.6	4.3
KZLA-FM																				
FA '97	219	1981	.7	3.0	113	1347	.4	3.1	112	370	.4	2.7	231	699	.8	3.7	141	460	.5	3.5
4-Book	217	1942	.7	3.0	115	1292	.4	3.1	124	408	.4	3.1	228	695	.8	3.6	147	516	.5	3.5
KFRG-FM																				
FA '97	26	503	.1	.4	21	371	.1	.6	41	106	.1	1.0	53	168	.2	.8	18	79	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	7	196	.1	.1	10	177	.3	.3	3	12	.1	.1	14	58	.2	.2	21	54	.1	.5
4-Book	9	156	.1	.1	5	88	.2	.2	2	6	.1	.1	5	22	.1	.1	6	20	.1	.1
TOTALS																				
FA '97	7338	28661	24.5		3652	23757	12.2		4186	10830	14.0		6275	15615	21.0		4085	10910	13.6	
4-Book	7311	28406	24.6		3712	23654	12.5		4007	10657	13.5		6422	15464	21.6		4260	11092	14.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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																				
FA '97	11	56	.5		37	89	.1	1.3	19	84	.1	.4	26	74	.1	.8	24	100	.1	1.4
4-Book	17	60	.7		27	69	.1	1.0	28	115	.1	.6	26	87	.1	.8	15	56	.1	.8
KACD-FM																				
FA '97	16	68	.1	.7	3	10		.1	16	106	.1	.4	14	47		.4	18	106	.1	1.0
4-Book	18	69	.1	.8	13	42		.5	29	108	.1	.7	22	85	.1	.7	16	75	.1	.9
KBCD-FM																				
FA '97	16	26	.1	.7	5	13		.2	13	39		.3	27	66	.1	.8	13	41		.7
4-Book	10	25		.4	3	6		.1	13	37	.1	.3	14	47		.4	4	23		.3
KACE-FM																				
FA '97	6	49		.3	34	97	.1	1.2	42	129	.1	1.0	44	129	.1	1.3	24	116	.1	1.4
4-Book	39	124	.1	1.6	26	72	.1	1.0	33	140	.1	.7	37	119	.1	1.1	26	97	.1	1.4
KRTO-FM																				
FA '97	7	40		.3	8	32		.3	15	56	.1	.3	18	45	.1	.5	4	58		.2
4-Book	16	55		.7	12	42	.1	.4	19	72	.1	.4	30	75	.1	.9	14	57		.8
KBIG-FM																				
FA '97	146	431	.5	6.1	63	259	.2	2.3	131	450	.4	3.0	133	461	.4	4.0	37	172	.1	2.1
4-Book	144	458	.5	5.8	45	198	.1	1.7	120	452	.4	2.7	106	373	.4	3.1	44	208	.2	2.4
+KBUA-FM																				
FA '97					5	28		.2	8	45		.2	1	11			6	24		.3
4-Book	3	12		.1	8	29		.3	12	49		.3	8	22		.2	5	15		.3
KBUE-FM																				
FA '97	81	244	.3	3.4	42	155	.1	1.5	142	361	.5	3.2	54	167	.2	1.6	42	164	.1	2.4
4-Book	67	198	.2	2.7	72	223	.2	2.7	105	325	.4	2.3	66	183	.2	2.0	45	157	.2	2.5
KCBS-FM																				
FA '97	41	221	.1	1.7	35	109	.1	1.3	91	466	.3	2.1	90	373	.3	2.7	56	291	.2	3.2
4-Book	44	186	.2	1.8	39	137	.1	1.5	94	402	.3	2.1	96	373	.3	2.9	40	208	.2	2.2
KFI -AM																				
FA '97	11	56		.5	15	75	.1	.5	45	144	.2	1.0	30	110	.1	.9	18	104	.1	1.0
4-Book	14	51	.1	.6	27	105	.1	1.0	43	151	.2	1.0	27	101	.1	.8	24	87	.1	1.3
KFSG-FM																				
FA '97	8	36		.3	28	109	.1	1.0	23	125	.1	.5	8	38		.2				
4-Book	8	45		.3	38	123	.1	1.5	28	102	.1	.6	13	53	.1	.4	9	34		.5
KFWB-AM																				
FA '97	11	59		.5	15	82	.1	.5	17	89	.1	.4	27	133	.1	.8	11	69		.6
4-Book	12	78		.5	32	149	.1	1.2	25	131	.1	.6	22	109	.1	.6	10	73		.6
KIBB-FM																				
FA '97	52	248	.2	2.2	68	208	.2	2.5	77	474	.3	1.8	57	331	.2	1.7	40	206	.1	2.3
4-Book	64	291	.2	2.6	45	185	.2	1.7	112	482	.4	2.5	87	337	.3	2.6	40	188	.1	2.2
KIEV-AM																				
FA '97	3	13		.1									10	27		.3				
4-Book	1	3							2	15		.1	4	11		.1				
KIIS-FM																				
FA '97	75	402	.3	3.1	78	429	.3	2.8	212	1052	.7	4.8	203	682	.7	6.2	69	311	.2	3.9
4-Book	83	438	.3	3.4	90	404	.3	3.4	251	1009	.8	5.5	194	687	.7	5.7	63	315	.2	3.5
KIKF-FM																				
FA '97	11	42		.5	19	111	.1	.7	32	155	.1	.7	18	65	.1	.5	4	29		.2
4-Book	8	46		.3	8	56		.3	30	118	.1	.6	13	47	.1	.4	6	30		.3
KJLH-FM																				
FA '97	58	176	.2	2.4	140	363	.5	5.1	245	540	.8	5.6	104	370	.3	3.2	44	72	.1	2.5
4-Book	65	189	.2	2.6	104	286	.4	3.9	163	435	.5	3.6	74	259	.2	2.2	45	135	.1	2.5

Target Listener Estimates - Women 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	133	433	.4	5.6	152	425	.5	5.5	193	755	.6	4.4	181	512	.6	5.5	122	446	.4	6.9
4-Book	142	452	.5	5.7	133	360	.5	5.0	188	661	.6	4.2	163	528	.6	4.9	104	347	.4	5.7
KKGO-FM																				
FA '97	19	137	.1	.8	51	130	.2	1.8	69	302	.2	1.6	71	220	.2	2.2	28	127	.1	1.6
4-Book	21	109	.1	.8	29	105	.1	1.1	42	166	.1	1.0	43	152	.1	1.3	28	119	.1	1.5
KKHJ-AM																				
FA '97	46	100	.2	1.9	28	51	.1	1.0	18	56	.1	.4	16	25	.1	.5	20	55	.1	1.1
4-Book	29	75	.1	1.2	39	80	.1	1.5	45	90	.2	1.0	22	41	.1	.7	15	47	.1	.9
KKLA-AM																				
FA '97	5	11		.2													5	11		.3
4-Book	1	3		.1													1	3		.1
KKLA-FM																				
FA '97					9	41		.3	1	15							5	12		.3
4-Book	1	11		.1	18	81	.1	.7	5	35		.1	3	21		.1	2	10		.1
KLAC-AM																				
FA '97	17	30	.1	.7					23	79	.1	.5	5	40		.2	16	56	.1	.9
4-Book	9	39		.4	9	31		.4	29	84	.1	.6	12	55	.1	.4	9	39		.6
KLAX-FM																				
FA '97	82	272	.3	3.4	110	381	.4	4.0	189	494	.6	4.3	127	302	.4	3.9	36	118	.1	2.0
4-Book	68	240	.2	2.8	115	302	.4	4.3	182	482	.6	4.0	124	300	.4	3.7	53	188	.2	2.9
KLOS-FM																				
FA '97	36	143	.1	1.5	22	76	.1	.8	75	357	.3	1.7	98	379	.3	3.0	38	147	.1	2.1
4-Book	33	161	.1	1.3	26	107	.1	1.0	77	319	.3	1.7	86	346	.3	2.6	42	145	.2	2.2
KLSX-FM																				
FA '97	4	47		.2	68	222	.2	2.5	96	292	.3	2.2	5	38		.2	4	36		.2
4-Book	17	56	.1	.7	47	147	.2	1.8	74	236	.3	1.7	17	82	.1	.5	11	42	.1	.6
KLVE-FM																				
FA '97	252	759	.8	10.5	351	892	1.2	12.7	442	1111	1.5	10.1	240	584	.8	7.3	179	572	.6	10.1
4-Book	255	716	.8	10.3	307	822	1.0	11.6	418	1116	1.4	9.2	256	648	.9	7.6	148	485	.5	8.2
KLYY-FM																				
FA '97	28	261	.1	1.2	13	48		.5	42	312	.1	1.0	28	167	.1	.9	13	66		.7
4-Book	24	160	.1	1.0	16	83	.1	.6	58	329	.2	1.3	45	233	.2	1.4	20	120	.1	1.1
KNX -AM																				
FA '97	6	60		.3	17	87	.1	.6	29	178	.1	.7	17	93	.1	.5	22	124	.1	1.2
4-Book	17	71	.1	.7	23	104	.1	.9	27	148	.1	.6	23	99	.1	.7	13	84	.1	.7
KOST-FM																				
FA '97	123	458	.4	5.1	111	384	.4	4.0	175	587	.6	4.0	136	531	.5	4.1	110	497	.4	6.2
4-Book	181	660	.6	7.3	104	369	.3	4.0	169	622	.6	3.7	131	487	.5	3.9	130	538	.5	7.1
KPWR-FM																				
FA '97	150	506	.5	6.3	82	328	.3	3.0	161	706	.5	3.7	110	364	.4	3.3	102	365	.3	5.8
4-Book	154	537	.5	6.2	75	281	.3	2.9	167	680	.6	3.7	140	465	.5	4.1	105	377	.4	5.7
KRLA-AM																				
FA '97	56	86	.2	2.3	17	47	.1	.6	22	58	.1	.5	53	132	.2	1.6	57	148	.2	3.2
4-Book	45	109	.2	1.8	17	56	.1	.6	50	140	.2	1.1	51	141	.2	1.5	50	151	.2	2.7
KROQ-FM																				
FA '97	88	407	.3	3.7	35	166	.1	1.3	123	679	.4	2.8	111	506	.4	3.4	70	364	.2	4.0
4-Book	99	408	.4	4.0	48	234	.1	1.8	134	640	.5	2.9	134	569	.5	4.0	71	337	.3	3.9
KRRA-AM																				
FA '97					12	39		.4	17	40	.1	.4	3	12		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KRTH-FM																				
FA '97	39	149	.1	1.6	79	272	.3	2.9	165	605	.6	3.8	143	423	.5	4.3	70	239	.2	4.0
4-Book	67	278	.2	2.7	92	345	.3	3.5	181	673	.6	4.0	140	457	.5	4.1	65	280	.2	3.6
KSCA-FM																				
FA '97	83	269	.3	3.5	259	628	.9	9.4	255	650	.9	5.8	97	259	.3	2.9	76	188	.3	4.3
4-Book	83	277	.3	3.3	221	515	.8	8.4	277	742	1.0	6.1	146	377	.5	4.3	73	213	.3	4.0
+KSSE-FM																				
FA '97	58	165	.2	2.4	24	109	.1	.9	89	315	.3	2.0	41	179	.1	1.2	41	147	.1	2.3
4-Book	40	131	.1	1.6	35	108	.1	1.4	64	190	.2	1.4	37	126	.1	1.1	24	90	.1	1.3
KTND-AM																				
FA '97	42	126	.1	1.8	25	40	.1	.9	29	95	.1	.7	52	128	.2	1.6	24	79	.1	1.4
4-Book	33	99	.1	1.3	50	100	.2	1.8	53	151	.2	1.2	35	91	.2	1.0	32	101	.1	1.8
KTUV-FM																				
FA '97	93	288	.3	3.9	85	252	.3	3.1	177	600	.6	4.0	181	483	.6	5.5	76	232	.3	4.3
4-Book	86	299	.3	3.5	86	297	.3	3.3	168	560	.6	3.7	133	390	.5	4.0	82	276	.3	4.4
KWKV-AM																				
FA '97	28	63	.1	1.2	31	73	.1	1.1	17	59	.1	.4	25	59	.1	.8	6	16	.1	.3
4-Book	15	43	.1	.6	32	65	.1	1.2	32	72	.1	.7	21	46	.1	.6	12	41	.1	.7
KWVE-FM																				
FA '97	12	42	.5		23	81	.1	.8	21	133	.1	.5	5	42	.2		9	50	.5	
4-Book	14	51	.6		22	72	.1	.8	29	115	.1	.7	20	70	.1	.6	16	56	.1	.8
KXMG-AM																				
FA '97	39	75	.1	1.6	22	46	.1	.8	40	81	.1	.9	37	71	.1	1.1	18	52	.1	1.0
4-Book	42	83	.1	1.7	40	90	.2	1.5	60	131	.2	1.3	42	80	.1	1.2	22	65	.1	1.2
KYSR-FM																				
FA '97	78	379	.3	3.3	65	339	.2	2.4	183	919	.6	4.2	92	366	.3	2.8	20	186	.1	1.1
4-Book	88	407	.3	3.5	64	271	.2	2.4	185	773	.6	4.1	142	581	.5	4.2	58	334	.2	3.1
KZLA-FM																				
FA '97	33	142	.1	1.4	116	383	.4	4.2	167	619	.6	3.8	77	297	.3	2.3	27	163	.1	1.5
4-Book	46	184	.1	1.8	87	274	.3	3.3	154	551	.5	3.4	94	367	.3	2.8	41	185	.2	2.2
KFRG-FM																				
FA '97	7	16	.3		14	79	.5		23	102	.1	.5	14	86	.4		2	15	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	4	40	.2		10	35	.4		15	69	.1	.3	10	66	.3		1	6	.1	
4-Book	2	13	.1		4	12	.2		11	37	.3		6	29	.2		1	6	.1	
TOTALS																				
FA '97	2392	7083	8.0		2761	7798	9.2		4391	12255	14.7		3291	8682	11.0		1772	5943	5.9	
4-Book	2487	7399	8.4		2648	7609	8.9		4537	12206	15.3		3377	8904	11.4		1836	6023	6.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																					
FA '97	61	1180	.3	1.4	115	614	.5	1.7	81	574	.3	1.3	79	563	.3	1.6	27	213	.1	1.5	
SU '97	55	1112	.2	1.3	65	473	.3	1.1	87	483	.4	1.4	62	452	.3	1.3	46	283	.2	2.4	
SP '97	41	946	.2	.9	53	410	.2	.8	64	496	.3	1.0	65	460	.3	1.3	18	145	.1	1.0	
WI '97	47	1044	.2	1.1	91	566	.4	1.4	62	512	.3	.9	69	615	.3	1.3	14	262	.1	.8	
4-Book	51	1071	.2	1.2	81	516	.4	1.3	74	516	.3	1.2	69	523	.3	1.4	26	226	.1	1.4	
FA '96	63	1281	.3	1.5	131	764	.5	2.0	88	619	.4	1.4	78	564	.3	1.5	21	182	.1	1.2	
KACD-FM																					
FA '97	13	391	.1	.3	13	176	.1	.2	23	227	.1	.4	25	260	.1	.5	2	86		.1	
SU '97	16	417	.1	.4	25	177	.1	.4	15	171	.1	.2	13	105	.1	.3	10	102		.5	
SP '97	13	437	.1	.3	10	191		.2	19	247	.1	.3	24	204	.1	.5	4	96		.2	
WI '97	15	448	.1	.3	17	193	.1	.3	22	258	.1	.3	21	215	.1	.4	9	162		.5	
4-Book	14	423	.1	.3	16	184	.1	.3	20	226	.1	.3	21	196	.1	.4	6	112		.3	
FA '96	18	345	.1	.4	19	133	.1	.3	21	199	.1	.3	24	212	.1	.5	18	158	.1	1.0	
KBCD-FM																					
FA '97	4	208		.1	4	94		.1	5	108		.1	13	167	.1	.3	1	43		.1	
SU '97	10	257		.2	9	91		.1	18	141		.1	12	105	.1	.2	3	77		.2	
SP '97	9	187		.2	24	161		.1	3	41			12	115	.1	.2	2	45		.1	
WI '97	2	102			3	39			15				3				3	23		.2	
4-Book	6	189		.1	10	96		.2	7	76		.1	9	97	.1	.2	2	47		.2	
FA '96	8	146		.2	10	68		.2	13	98		.1	6	74		.1	1	44		.1	
KACE-FM																					
FA '97	65	904	.3	1.5	75	455	.3	1.1	96	475	.4	1.5	103	588	.4	2.0	36	349	.1	2.0	
SU '97	64	1103	.3	1.5	70	486	.3	1.1	74	573	.3	1.2	87	746	.4	1.8	47	435	.2	2.4	
SP '97	50	867	.2	1.1	54	396	.2	.8	66	461	.3	1.0	60	468	.3	1.2	43	351	.2	2.4	
WI '97	53	923	.2	1.2	70	477	.3	1.1	69	419	.3	1.0	65	526	.3	1.3	36	253	.2	2.1	
4-Book	58	949	.3	1.3	67	454	.3	1.0	76	482	.3	1.2	79	582	.4	1.6	41	347	.2	2.2	
FA '96	57	898	.2	1.3	53	423	.2	.8	87	485	.4	1.4	62	507	.3	1.2	41	402	.2	2.4	
KRTO-FM																					
FA '97	10	304		.2	7	91		.1	15	208		.1	21	181	.1	.4	4	125		.2	
SU '97	10	206		.2	11	99		.2	18	116		.1	8	86		.2	5	85		.3	
SP '97	23	350	.1	.5	25	80	.1	.4	36	174	.2	.5	22	216	.1	.4	7	129		.4	
WI '97	36	384	.2	.8	44	270	.2	.7	66	295	.3	1.0	36	183	.2	.7	14	125	.1	.8	
4-Book	20	311	.1	.4	22	135	.1	.4	34	198	.2	.5	22	167	.1	.4	8	116		.4	
FA '96	15	332	.1	.4	19	118	.1	.3	26	176	.1	.4	12	146	.1	.2	4	68		.2	
KBIG-FM																					
FA '97	193	3423	.8	4.5	238	1708	1.0	3.6	366	1774	1.5	5.8	261	1801	1.1	5.1	57	869	.2	3.1	
SU '97	196	3397	.8	4.6	255	1669	1.1	4.1	392	1828	1.6	6.2	241	1902	1.0	4.9	59	943	.2	3.0	
SP '97	162	3162	.7	3.7	244	1500	1.0	3.7	318	1488	1.3	4.8	201	1596	.8	4.0	37	696	.2	2.0	
WI '97	170	3274	.7	3.9	207	1549	.9	3.2	327	1608	1.4	4.9	241	1522	1.0	4.7	44	758	.2	2.6	
4-Book	180	3314	.8	4.2	236	1607	1.0	3.7	351	1675	1.5	5.4	236	1705	1.0	4.7	49	817	.2	2.7	
FA '96	174	3287	.7	4.1	282	1537	1.2	4.3	341	1876	1.4	5.4	205	1657	.9	4.0	37	646	.2	2.1	
+KBUA-FM																					
FA '97	14	214	.1	.3	21	115	.1	.3	29	151	.1	.5	12	111		.2	2	48		.1	
SU '97	2	121			1	53			4	58		.1	3	49		.1	1	38		.1	
SP '97	15	251	.1	.3	16	132	.1	.2	25	160	.1	.4	15	123	.1	.3	6	27		.3	
WI '97	9	207		.2	8	132		.1	16	71	.1	.2	12	85	.1	.2	4	73		.2	
4-Book	10	198	.1	.2	12	108	.1	.2	19	110	.1	.3	11	92	.1	.2	3	47		.2	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																					
FA '97	79	1345	.3	1.8	98	600	.4	1.5	104	763	.4	1.6	81	670	.3	1.6	31	365	.1	1.7	
SU '97	72	1150	.3	1.7	105	567	.4	1.7	99	612	.4	1.6	93	639	.4	1.9	24	327	.1	1.2	
SP '97	78	1268	.3	1.8	92	568	.4	1.4	125	768	.5	1.9	76	625	.3	1.5	33	366	.1	1.8	
WI '97	82	1270	.3	1.9	99	666	.4	1.5	136	750	.6	2.1	66	638	.3	1.3	39	427	.2	2.3	
4-Book	78	1258	.3	1.8	99	600	.4	1.5	116	723	.5	1.8	79	643	.3	1.6	32	371	.1	1.8	
FA '96	57	1161	.2	1.3	65	474	.3	1.0	76	617	.3	1.2	69	547	.3	1.4	24	254	.1	1.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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
	KCBS-FM																			
FA '97	110	3037	.5	2.5	157	1370	.7	2.4	160	1356	.7	2.5	157	1652	.7	3.1	44	760	.2	2.4
SU '97	80	2411	.3	1.9	121	1146	.5	2.0	110	1149	.5	1.7	95	1252	.4	1.9	34	692	.1	1.8
SP '97	131	2525	.5	3.0	148	1232	.6	2.3	223	1276	.9	3.4	189	1545	.8	3.7	43	642	.2	2.4
WI '97	116	2687	.5	2.7	156	1284	.7	2.4	203	1249	.9	3.1	154	1601	.6	3.0	20	561	.1	1.2
4-Book	109	2665	.5	2.5	146	1258	.6	2.3	174	1258	.8	2.7	149	1513	.6	2.9	35	664	.2	2.0
FA '96	83	2217	.3	1.9	119	1045	.5	1.8	133	1192	.6	2.1	117	1187	.5	2.3	23	448	.1	1.3
KFI -AM																				
FA '97	119	2151	.5	2.8	134	839	.6	2.0	296	1619	1.2	4.7	154	1020	.6	3.0	28	361	.1	1.5
SU '97	141	2145	.6	3.3	196	984	.8	3.2	338	1571	1.4	5.4	161	1071	.7	3.3	31	490	.1	1.6
SP '97	127	2261	.5	2.9	159	1053	.7	2.4	263	1504	1.1	4.0	189	1275	.8	3.7	37	439	.2	2.0
WI '97	143	2189	.6	3.3	166	1032	.7	2.5	303	1668	1.3	4.6	221	1189	.9	4.3	29	371	.1	1.7
4-Book	133	2187	.6	3.1	164	977	.7	2.5	300	1591	1.3	4.7	181	1139	.8	3.6	31	415	.1	1.7
FA '96	138	2248	.6	3.2	140	884	.6	2.1	332	1638	1.4	5.2	164	1212	.7	3.2	30	447	.1	1.7
KFSG-FM																				
FA '97	23	672	.1	.5	52	487	.2	.8	33	294	.1	.5	22	272	.1	.4	6	143		.3
SU '97	37	672	.2	.9	52	425	.2	.8	53	342	.2	.8	49	369	.2	1.0	14	247	.1	.7
SP '97	32	466	.1	.7	58	323	.2	.9	33	247	.1	.5	37	231	.2	.7	17	66	.1	.9
WI '97	19	604	.1	.4	51	388	.2	.8	10	275		.2	22	265	.1	.4	7	125		.4
4-Book	28	604	.1	.6	53	406	.2	.8	32	290	.1	.5	33	284	.2	.6	11	145	.1	.6
FA '96	32	554	.1	.8	43	319	.2	.7	62	346	.3	1.0	39	303	.2	.8	9	167		.5
KFVB-AM																				
FA '97	46	1766	.2	1.1	90	1010	.4	1.3	53	605	.2	.8	73	1015	.3	1.4	20	361	.1	1.1
SU '97	36	1517	.2	.8	73	746	.3	1.2	31	590	.1	.5	48	745	.2	1.0	20	339	.1	1.0
SP '97	36	1438	.2	.8	88	845	.4	1.3	29	558	.1	.4	53	696	.2	1.0	15	251	.1	.8
WI '97	58	1845	.2	1.3	148	1311	.6	2.3	51	640	.2	.8	80	968	.3	1.6	14	259	.1	.8
4-Book	44	1642	.2	1.0	100	978	.4	1.5	41	598	.2	.6	64	856	.3	1.3	17	303	.1	.9
FA '96	44	1659	.2	1.0	92	968	.4	1.4	38	717	.2	.6	70	988	.3	1.4	15	334	.1	.9
KIBB-FM																				
FA '97	77	2116	.3	1.8	91	854	.4	1.4	119	1009	.5	1.9	105	1154	.4	2.1	33	491	.1	1.8
SU '97	88	2114	.4	2.1	107	1020	.4	1.7	130	1017	.5	2.1	131	1002	.5	2.7	34	593	.1	1.8
SP '97	112	2437	.5	2.6	133	1199	.6	2.0	188	1219	.8	2.9	156	1353	.7	3.1	42	615	.2	2.3
WI '97	134	2439	.6	3.1	163	1082	.7	2.5	233	1243	1.0	3.5	176	1393	.7	3.4	40	689	.2	2.3
4-Book	103	2277	.5	2.4	124	1039	.5	1.9	168	1122	.7	2.6	142	1226	.6	2.8	37	597	.2	2.1
FA '96	81	1768	.3	1.9	112	885	.5	1.7	117	944	.5	1.8	103	949	.4	2.0	30	442	.1	1.7
KIEV-AM																				
FA '97	4	127		.1	2	24			12	87		.2	5	19		.1				
SU '97	14	189	.1	.3	5	36		.1	34	121	.1	.5	29	73	.1	.6	5	87		.3
SP '97	2	97			5	40		.1	1	23			6	40		.1				
WI '97	4	74		.1	4	30		.1	6	28		.1	7	28		.1	3	14		.2
4-Book	6	122		.1	4	33		.1	13	65		.2	12	40		.2	2	25		.1
FA '96	4	100		.1	6	51		.1	4	16		.1	8	25		.2	1	13		.1
KIIS-FM																				
FA '97	165	4145	.7	3.8	294	2523	1.2	4.4	225	1833	.9	3.6	195	2154	.8	3.8	57	952	.2	3.1
SU '97	156	3944	.7	3.7	229	2151	1.0	3.7	200	2048	.8	3.2	203	1924	.9	4.1	72	960	.3	3.7
SP '97	178	4173	.7	4.1	334	2509	1.4	5.1	220	1910	.9	3.4	198	1970	.8	3.9	68	1089	.3	3.8
WI '97	164	3923	.7	3.8	290	2205	1.2	4.4	216	2021	.9	3.3	209	2244	.9	4.1	56	894	.2	3.3
4-Book	166	4046	.7	3.9	287	2347	1.2	4.4	215	1953	.9	3.4	201	2073	.9	4.0	63	974	.3	3.5
FA '96	152	3679	.6	3.6	263	2050	1.1	4.0	182	1784	.8	2.9	218	1952	.9	4.3	71	1003	.3	4.1
KIKF-FM																				
FA '97	24	577	.1	.6	35	266	.1	.5	26	278	.1	.4	31	307	.1	.6	8	183		.4
SU '97	26	383	.1	.6	34	225	.1	.6	47	187	.2	.7	30	213	.1	.6	10	132		.5
SP '97	12	379	.1	.3	12	139	.1	.2	18	173	.1	.3	19	179	.1	.4	6	123		.3
WI '97	41	518	.2	.9	70	336	.3	1.1	71	318	.3	1.1	49	351	.2	1.0	11	195		.6
4-Book	26	464	.1	.6	38	242	.2	.6	41	239	.2	.6	32	263	.1	.7	9	158		.5
FA '96	22	280	.1	.5	32	110	.1	.5	33	171	.1	.5	32	183	.1	.6	7	104		.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	
KJLH-FM																				
FA '97	105	1337	.4	2.4	148	702	.6	2.2	133	725	.6	2.1	112	754	.5	2.2	55	557	.2	3.0
SU '97	78	1183	.3	1.8	116	632	.5	1.9	102	565	.4	1.6	70	510	.3	1.4	39	365	.2	2.0
SP '97	105	1198	.4	2.4	167	618	.7	2.5	151	640	.6	2.3	88	593	.4	1.7	71	563	.3	3.9
WI '97	95	1201	.4	2.2	157	712	.7	2.4	126	633	.5	1.9	100	680	.4	1.9	59	468	.2	3.4
4-Book	96	1230	.4	2.2	147	666	.6	2.3	128	641	.5	2.0	93	634	.4	1.8	56	488	.2	3.1
FA '96	80	1156	.3	1.9	92	585	.4	1.4	109	459	.5	1.7	104	715	.4	2.0	49	490	.2	2.8
KKBT-FM																				
FA '97	197	2446	.8	4.6	357	1344	1.5	5.3	250	1292	1.0	4.0	231	1399	1.0	4.5	84	759	.3	4.6
SU '97	142	2147	.6	3.4	249	1211	1.0	4.0	185	1247	.8	2.9	173	1257	.7	3.5	86	813	.4	4.4
SP '97	148	2301	.6	3.4	264	1329	1.1	4.0	170	1137	.7	2.6	185	1226	.8	3.6	55	511	.2	3.0
WI '97	218	2283	.9	5.0	388	1490	1.6	5.9	277	1162	1.2	4.2	254	1319	1.1	4.9	88	716	.4	5.1
4-Book	176	2294	.7	4.1	315	1344	1.3	4.8	221	1210	.9	3.4	211	1300	.9	4.1	78	700	.3	4.3
FA '96	235	2381	1.0	5.5	466	1725	2.0	7.1	309	1400	1.3	4.9	276	1480	1.2	5.4	77	674	.3	4.5
KKGO-FM																				
FA '97	45	1077	.2	1.0	41	548	.2	.6	73	542	.3	1.2	53	525	.2	1.0	19	380	.1	1.0
SU '97	47	1030	.2	1.1	44	461	.2	.7	74	489	.3	1.2	55	455	.2	1.1	37	407	.2	1.9
SP '97	29	1002	.1	.7	34	391	.1	.5	40	445	.2	.6	30	391	.1	.6	19	347	.1	1.0
WI '97	37	1029	.2	.9	35	339	.1	.5	62	470	.3	.9	54	553	.2	1.1	26	410	.1	1.5
4-Book	40	1035	.2	.9	39	435	.2	.6	62	487	.3	1.0	48	481	.2	1.0	25	386	.1	1.4
FA '96	35	1119	.1	.8	48	589	.2	.7	41	534	.2	.6	43	478	.2	.8	28	322	.1	1.6
KKHJ-AM																				
FA '97	24	581	.1	.6	25	252	.1	.4	20	185	.1	.3	23	197	.1	.5	43	200	.2	2.3
SU '97	26	505	.1	.6	50	240	.2	.8	41	257	.2	.6	18	130	.1	.4	12	113	.1	.6
SP '97	27	546	.1	.6	45	293	.2	.7	34	213	.1	.5	20	124	.1	.4	12	117	.1	.7
WI '97	56	710	.2	1.3	101	433	.4	1.5	76	364	.3	1.1	38	284	.2	.7	24	191	.1	1.4
4-Book	33	586	.1	.8	55	305	.2	.9	43	255	.2	.6	25	184	.1	.5	23	155	.1	1.3
FA '96	55	709	.2	1.3	108	476	.5	1.6	78	364	.3	1.2	53	226	.2	1.0	30	260	.1	1.7
KKLA-AM																				
FA '97		11																		
SU '97	1	57			5	29	.1		1	30				14						
SP '97		14			1	14														
WI '97		14			1	14														
4-Book		24			2	14				8				4						
FA '96	5	34	.1		2	9			14	23	.1	.2	5	23	.1			11		
KKLA-FM																				
FA '97	13	489	.1	.3	42	369	.2	.6	9	151	.1	.3	17	179	.1	.3	4	125	.2	.2
SU '97	16	486	.1	.4	37	325	.2	.6	16	243	.1	.3	23	235	.1	.5	5	114	.3	.3
SP '97	15	478	.1	.3	30	269	.1	.5	19	161	.1	.3	26	243	.1	.5	5	94	.1	.3
WI '97	21	492	.1	.5	50	352	.2	.8	30	179	.1	.5	25	292	.1	.5	5	98	.3	.3
4-Book	16	486	.1	.4	40	329	.2	.6	19	184	.1	.3	23	237	.1	.5	5	108	.3	.3
FA '96	23	560	.1	.5	45	372	.2	.7	26	318	.1	.4	35	229	.1	.7	13	87	.1	.8
KLAC-AM																				
FA '97	15	365	.1	.3	9	69	.1	.3	18	178	.1	.3	18	167	.1	.4	17	120	.1	.9
SU '97	29	661	.1	.7	40	198	.2	.6	43	296	.2	.7	38	329	.2	.8	13	192	.1	.7
SP '97	22	337	.1	.5	15	143	.1	.2	41	180	.2	.6	35	185	.1	.7	12	145	.1	.7
WI '97	28	481	.1	.6	41	227	.2	.6	45	265	.2	.7	36	285	.2	.7	10	149	.6	.6
4-Book	24	461	.1	.5	26	159	.1	.4	37	230	.2	.6	32	242	.2	.7	13	152	.1	.7
FA '96	12	337	.1	.3	12	142	.1	.2	23	210	.1	.4	18	187	.1	.4	4	83		.2
KLAX-FM																				
FA '97	106	1747	.4	2.5	131	817	.5	2.0	152	985	.6	2.4	110	896	.5	2.2	49	395	.2	2.7
SU '97	132	1702	.6	3.1	188	840	.8	3.0	187	982	.8	3.0	151	916	.6	3.1	49	449	.2	2.5
SP '97	127	1938	.5	2.9	187	994	.8	2.9	185	1216	.8	2.8	139	1007	.6	2.7	48	486	.2	2.7
WI '97	141	1825	.6	3.2	219	1035	.9	3.3	177	1048	.7	2.7	166	1020	.7	3.2	54	505	.2	3.1
4-Book	127	1803	.5	2.9	181	922	.8	2.8	175	1058	.7	2.7	142	960	.6	2.8	50	459	.2	2.8
FA '96	178	2218	.7	4.2	258	1370	1.1	3.9	273	1448	1.1	4.3	169	1173	.7	3.3	55	592	.2	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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
KWVE-FM																				
FA '97	27	606	.1	.6	49	387	.2	.7	44	289	.2	.7	29	295	.1	.6	11	220		.6
SU '97	32	543	.1	.8	39	315	.2	.6	35	318	.1	.6	47	321	.2	1.0	20	163	.1	1.0
SP '97	30	659	.1	.7	43	461	.2	.7	37	374	.2	.6	24	332	.1	.5	34	302	.1	1.9
WI '97	27	440	.1	.6	43	255	.2	.7	50	276	.2	.8	32	253	.1	.6	5	118		.3
4-Book	29	562	.1	.7	44	355	.2	.7	42	314	.2	.7	33	300	.1	.7	18	201	.1	1.0
FA '96	23	464	.1	.5	37	283	.2	.6	32	266	.1	.5	36	260	.2	.7	5	116		.3
KXMG-AM																				
FA '97	34	323	.1	.8	50	153	.2	.7	34	160	.1	.5	31	131	.1	.6	29	89	.1	1.6
SU '97	94	811	.4	2.2	113	467	.5	1.8	147	506	.6	2.3	109	457	.5	2.2	58	346	.2	3.0
SP '97	47	669	.2	1.1	50	350	.2	.8	67	460	.3	1.0	55	433	.2	1.1	36	223	.2	2.0
WI '97	70	689	.3	1.6	65	325	.3	1.0	95	398	.4	1.4	87	334	.4	1.7	43	254	.2	2.5
4-Book	61	623	.3	1.4	70	324	.3	1.1	86	381	.4	1.3	71	339	.3	1.4	42	228	.2	2.3
FA '96	68	658	.3	1.6	96	373	.4	1.5	110	434	.5	1.7	66	397	.3	1.3	27	247	.1	1.6
KYSR-FM																				
FA '97	148	3410	.6	3.4	194	1789	.8	2.9	251	1847	1.0	4.0	217	2261	.9	4.3	45	1048	.2	2.4
SU '97	184	3662	.8	4.3	206	1832	.9	3.3	261	1999	1.1	4.1	276	2440	1.2	5.6	86	1137	.4	4.4
SP '97	163	3588	.7	3.7	205	1728	.9	3.1	247	1966	1.0	3.8	217	2246	.9	4.3	56	1058	.2	3.1
WI '97	147	3069	.6	3.4	208	1519	.9	3.2	260	1535	1.1	3.9	199	1609	.8	3.9	34	773	.1	2.0
4-Book	161	3432	.7	3.7	203	1717	.9	3.1	255	1837	1.1	4.0	227	2139	1.0	4.5	55	1004	.2	3.0
FA '96	161	2874	.7	3.8	230	1739	1.0	3.5	296	1753	1.2	4.7	236	1721	1.0	4.6	38	764	.2	2.2
KZLA-FM																				
FA '97	149	2040	.6	3.5	230	1225	1.0	3.4	199	1145	.8	3.1	209	1502	.9	4.1	44	682	.2	2.4
SU '97	133	1801	.6	3.1	167	1060	.7	2.7	203	1072	.9	3.2	167	1238	.7	3.4	37	500	.2	1.9
SP '97	146	1855	.6	3.3	216	1158	.9	3.3	228	1072	1.0	3.5	178	1053	.7	3.5	51	666	.2	2.8
WI '97	130	1948	.5	3.0	214	1301	.9	3.3	198	1138	.8	3.0	137	1291	.6	2.7	35	646	.1	2.0
4-Book	140	1911	.6	3.2	207	1186	.9	3.2	207	1107	.9	3.2	173	1271	.7	3.4	42	624	.2	2.3
FA '96	106	1642	.4	2.5	150	925	.6	2.3	156	927	.7	2.5	155	1141	.6	3.0	36	524	.2	2.1
KFRG-FM																				
FA '97	18	555	.1	.4	23	223	.1	.3	21	268	.1	.3	25	313	.1	.5	4	138		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	13	427	.1	.3	10	174		.2	22	205	.1	.3	17	214	.1	.3	7	96		.4
XTRA-AM																				
FA '97	7	269		.2	7	89		.1	5	67		.1	11	172		.2	2	26		.1
SU '97	4	200		.1	7	85		.1	7	82		.1	3	66		.1	2	11		.1
SP '97	8	202		.2	18	120		.3	19	103		.3	3	29		.1	1	28		.1
WI '97	3	166		.1	4	34		.1	4	31		.1	7	45		.1		29		
4-Book	6	209		.2	9	82		.2	9	71		.2	6	78		.1	1	24		.1
FA '96	4	249		.1	2	27			6	99		.1	4	58		.1		9		
TOTALS																				
FA '97	4317	23258	17.9		6679	20813	27.8		6329	18741	26.3		5081	19835	21.1		1842	12737	7.7	
SU '97	4238	23109	17.8		6176	20246	25.9		6308	19236	26.4		4938	19775	20.7		1940	13294	8.1	
SP '97	4371	22874	18.3		6556	21017	27.5		6565	18967	27.5		5076	19758	21.3		1810	12568	7.6	
WI '97	4341	23089	18.2		6562	20735	27.5		6625	19355	27.8		5142	19719	21.6		1715	12054	7.2	
4-Book	4317	23083	18.1		6493	20703	27.2		6457	19075	27.0		5059	19772	21.2		1827	12663	7.7	
FA '96	4263	23004	17.9		6587	20826	27.6		6354	19481	26.6		5102	19782	21.4		1730	12414	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
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																				
FA '97	91	1025	.4	1.5	29	406	.1	1.0	28	115	.1	.8	54	176	.2	1.1	40	111	.2	1.3
4-Book	74	928	.3	1.2	26	379	.1	.9	36	118	.1	1.1	36	113	.2	.7	30	78	.1	1.0
KACD-FM																				
FA '97	21	338	.1	.3	7	175	.1	.2	20	58	.1	.6	18	52	.1	.4	13	48	.1	.4
4-Book	19	350	.1	.3	12	222	.1	.4	10	38	.3	.3	18	83	.1	.4	13	49	.1	.4
KBCD-FM																				
FA '97	7	208		.1		30							1	15						
4-Book	8	167	.1	.1	5	69		.2	7	13		.2	7	28	.1	.1	12	34	.1	.4
KACE-FM																				
FA '97	92	768	.4	1.5	38	484	.2	1.3	33	70	.1	.9	73	244	.3	1.4	52	163	.2	1.6
4-Book	74	802	.3	1.2	41	519	.2	1.4	34	90	.1	1.0	81	225	.3	1.6	54	167	.2	1.6
KRTO-FM																				
FA '97	14	253	.1	.2	7	163	.1	.2	3	27		.1	13	56	.1	.3	11	68		.3
4-Book	26	249	.1	.4	17	183	.1	.6	12	45		.4	31	79	.2	.6	25	82	.1	.7
KBIG-FM																				
FA '97	294	2848	1.2	4.9	105	1610	.4	3.6	117	365	.5	3.4	174	606	.7	3.4	122	415	.5	3.9
4-Book	280	2711	1.2	4.7	92	1489	.4	3.1	97	328	.4	3.0	160	537	.7	3.1	87	322	.4	2.6
+KBUA-FM																				
FA '97	21	214	.1	.3	10	121		.3	21	35	.1	.6	33	82	.1	.7	8	37		.3
4-Book	14	185	.1	.2	8	95		.2	10	25		.3	22	54	.1	.4	5	25		.2
KBUE-FM																				
FA '97	95	1074	.4	1.6	83	793	.3	2.9	154	311	.6	4.4	131	379	.5	2.6	86	180	.4	2.7
4-Book	99	1066	.4	1.7	71	709	.3	2.4	105	241	.4	3.2	131	357	.5	2.6	80	204	.3	2.4
KCBS-FM																				
FA '97	158	2528	.7	2.6	70	1535	.3	2.4	64	348	.3	1.8	155	741	.6	3.1	78	373	.3	2.5
4-Book	157	2225	.7	2.6	74	1330	.3	2.5	70	273	.3	2.1	154	650	.6	3.0	95	391	.4	2.8
KFI -AM																				
FA '97	203	2075	.8	3.4	31	581	.1	1.1	58	234	.2	1.7	53	159	.2	1.0	20	53	.1	.6
4-Book	222	2057	.9	3.7	42	703	.2	1.4	80	290	.4	2.5	92	295	.4	1.8	33	126	.2	1.0
KFSG-FM																				
FA '97	35	583	.1	.6	14	240	.1	.5	22	71	.1	.6	5	42		.1	17	56	.1	.5
4-Book	39	516	.2	.7	20	286	.1	.7	25	78	.1	.8	26	89	.1	.5	27	76	.1	.8
KFWB-AM																				
FA '97	71	1549	.3	1.2	19	554	.1	.7	40	191	.2	1.2	16	121	.1	.3	26	143	.1	.8
4-Book	66	1470	.3	1.1	22	585	.1	.8	36	175	.2	1.1	30	191	.1	.6	22	124	.1	.7
KIBB-FM																				
FA '97	106	1775	.4	1.8	56	1068	.2	1.9	63	213	.3	1.8	77	437	.3	1.5	65	284	.3	2.1
4-Book	146	1931	.6	2.4	71	1108	.3	2.4	70	264	.3	2.1	139	521	.6	2.7	86	342	.4	2.6
KIEV-AM																				
FA '97	7	99		.1	2	58		.1	3	25		.1	4	17		.1	1	6		
4-Book	10	93		.2	2	39		.1	3	13		.1	3	11		.1	1	6		
KIIS-FM																				
FA '97	237	3611	1.0	3.9	110	2005	.5	3.8	169	642	.7	4.9	227	889	.9	4.5	125	564	.5	3.9
4-Book	233	3499	1.0	3.9	115	2007	.5	3.9	122	530	.5	3.7	219	880	.9	4.3	141	586	.6	4.2
KIKF-FM																				
FA '97	30	436	.1	.5	22	310	.1	.8	48	124	.2	1.4	42	118	.2	.8	18	96	.1	.6
4-Book	37	376	.2	.6	16	217	.1	.6	25	80	.1	.8	32	89	.1	.6	18	76	.1	.6
KJLH-FM																				
FA '97	131	1114	.5	2.2	93	926	.4	3.2	49	157	.2	1.4	122	353	.5	2.4	62	204	.3	2.0
4-Book	123	1003	.5	2.1	74	786	.3	2.5	54	179	.2	1.6	91	292	.4	1.8	60	173	.3	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 - 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	
KKBT-FM																				
FA '97	277	2099	1.2	4.6	133	1544	.6	4.6	135	377	.6	3.9	237	685	1.0	4.7	153	379	.6	4.8
4-Book	247	1990	1.1	4.1	118	1295	.5	4.1	124	332	.5	3.8	218	593	.9	4.3	145	368	.6	4.3
KKGO-FM																				
FA '97	57	876	.2	.9	39	626	.2	1.3	22	136	.1	.6	69	195	.3	1.4	40	142	.2	1.3
4-Book	51	796	.2	.8	29	498	.1	1.0	20	101	.1	.6	38	136	.2	.8	33	110	.2	1.0
KKHJ-AM																				
FA '97	22	462	.1	.4	13	181	.1	.4	9	40	.3	.3	5	29	.1	.1				
4-Book	41	479	.2	.7	26	234	.1	.9	42	88	.2	1.3	38	85	.2	.8	15	45	.1	.5
KKLA-AM																				
FA '97					1	11														
4-Book	1	21				3														
KKLA-FM																				
FA '97	21	462	.1	.3	5	148	.2	.2	5	14	.1	.1	15	54	.1	.3	8	37	.3	.3
4-Book	26	444	.1	.4	7	177	.3	.3	9	28	.3	.3	20	58	.1	.4	3	20	.1	.1
KLAC-AM																				
FA '97	16	278	.1	.3	12	177	.1	.4	2	15	.1	.1	33	82	.1	.7	10	42	.3	.3
4-Book	32	368	.2	.6	15	201	.1	.5	11	30	.1	.3	31	89	.1	.6	22	58	.1	.7
KLAX-FM																				
FA '97	133	1455	.6	2.2	96	1022	.4	3.3	112	293	.5	3.2	140	446	.6	2.8	70	227	.3	2.2
4-Book	167	1566	.7	2.8	107	1044	.5	3.6	152	360	.7	4.6	176	477	.8	3.5	114	295	.5	3.4
KLOS-FM																				
FA '97	146	2152	.6	2.4	53	1078	.2	1.8	21	149	.1	.6	104	496	.4	2.1	85	366	.4	2.7
4-Book	141	1891	.6	2.3	52	946	.2	1.8	26	145	.1	.8	95	384	.4	1.9	72	278	.3	2.2
KLSX-FM																				
FA '97	156	1383	.6	2.6	24	403	.1	.8	30	94	.1	.9	29	112	.1	.6	18	66	.1	.6
4-Book	115	1224	.5	1.9	30	445	.1	1.0	34	94	.2	1.0	36	118	.1	.7	22	71	.1	.7
KLVE-FM																				
FA '97	594	3689	2.5	9.8	324	2451	1.3	11.2	405	964	1.7	11.6	582	1346	2.4	11.5	324	737	1.3	10.2
4-Book	551	3542	2.3	9.1	291	2430	1.2	9.9	392	947	1.7	11.9	496	1189	2.1	9.7	289	721	1.2	8.7
KLYY-FM																				
FA '97	39	1009	.2	.6	12	490	.1	.4	13	77	.1	.4	24	224	.1	.5	12	85	.4	.4
4-Book	47	1031	.2	.8	22	596	.1	.8	16	71	.1	.5	36	227	.1	.7	26	155	.1	.8
KNX -AM																				
FA '97	55	1169	.2	.9	19	653	.1	.7	23	146	.1	.7	23	191	.1	.5	16	97	.1	.5
4-Book	62	1292	.3	1.1	25	584	.1	.9	37	170	.2	1.2	39	201	.2	.8	25	118	.1	.8
KOST-FM																				
FA '97	344	3382	1.4	5.7	135	1941	.6	4.7	151	493	.6	4.3	284	849	1.2	5.6	147	430	.6	4.6
4-Book	313	3308	1.3	5.2	133	1909	.6	4.5	113	422	.5	3.4	232	761	1.0	4.5	153	515	.7	4.6
KPWR-FM																				
FA '97	102	1754	.4	1.7	80	1148	.3	2.8	77	227	.3	2.2	143	464	.6	2.8	82	271	.3	2.6
4-Book	104	1800	.4	1.7	80	1120	.3	2.8	61	219	.3	1.8	134	456	.6	2.6	103	301	.4	3.1
KRLA-AM																				
FA '97	31	391	.1	.5	20	253	.1	.7	11	64	.3	.3	19	71	.1	.4	25	90	.1	.8
4-Book	38	487	.2	.6	30	354	.1	1.0	19	76	.1	.6	48	133	.2	1.0	38	108	.2	1.2
KROQ-FM																				
FA '97	146	1951	.6	2.4	61	1243	.3	2.1	74	296	.3	2.1	102	488	.4	2.0	69	367	.3	2.2
4-Book	169	1973	.7	2.8	71	1226	.3	2.4	77	304	.3	2.3	121	527	.5	2.4	87	378	.4	2.6
KRRA-AM																				
FA '97	23	204	.1	.4	9	99	.3	.3	13	35	.1	.4	23	59	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM FA '97 4-Book	295 268	3688 3321	1.2 1.1	4.9 4.5	121 128	1801 1933	.5 .6	4.2 4.4	126 126	466 464	.5 .5	3.6 3.8	255 248	935 890	1.1 1.1	5.0 4.8	151 178	542 615	.6 .8	4.8 5.3
KSCA-FM FA '97 4-Book	358 292	2239 1921	1.5 1.2	5.9 4.9	188 165	1553 1375	.8 .7	6.5 5.6	381 289	800 618	1.6 1.2	11.0 8.8	332 281	844 737	1.4 1.2	6.6 5.5	181 148	442 382	.8 .6	5.7 4.4
+KSSE-FM FA '97 4-Book	66 48	786 570	.3 .2	1.1 .8	38 30	511 349	.2 .2	1.3 1.0	36 35	129 91	.1 .1	1.0 1.1	89 67	242 164	.4 .3	1.8 1.3	27 28	99 87	.1 .1	.9 .9
KTNQ-AM FA '97 4-Book	121 129	1013 950	.5 .5	2.0 2.1	48 50	569 490	.2 .2	1.7 1.7	92 89	235 205	.4 .4	2.6 2.7	92 90	250 227	.4 .4	1.8 1.7	43 43	119 111	.2 .2	1.4 1.3
KTWV-FM FA '97 4-Book	249 300	2294 2469	1.0 1.3	4.1 5.0	125 128	1272 1428	.5 .5	4.3 4.4	111 109	309 366	.5 .5	3.2 3.3	175 222	477 584	.7 1.0	3.5 4.3	157 169	417 447	.7 .7	5.0 5.1
KWKV-AM FA '97 4-Book	49 53	356 420	.2 .2	.8 .9	27 29	278 275	.1 .1	.9 1.0	66 60	152 122	.3 .3	1.9 1.8	46 51	123 118	.2 .2	.9 1.0	13 26	39 57	.1 .1	.4 .8
KWVE-FM FA '97 4-Book	41 40	503 483	.2 .2	.7 .7	12 18	190 262	.4 .1	.4 .6	15 22	25 58	.1 .1	.4 .7	8 22	46 85	.2 .1	.2 .4	13 12	42 70	.1 .1	.4 .3
KXMG-AM FA '97 4-Book	38 76	258 505	.2 .3	.6 1.3	31 48	158 349	.1 .2	1.1 1.7	31 51	59 115	.1 .2	.9 1.6	25 75	48 188	.1 .3	.5 1.5	42 62	60 139	.2 .3	1.3 1.8
KYSR-FM FA '97 4-Book	223 231	3079 3008	.9 .9	3.7 3.9	86 107	1747 1766	.4 .5	3.0 3.7	96 98	446 399	.4 .4	2.8 3.0	193 209	899 798	.8 .9	3.8 4.1	82 143	394 542	.3 .6	2.6 4.2
KZLA-FM FA '97 4-Book	212 197	1828 1717	.9 .9	3.5 3.3	110 105	1282 1145	.5 .5	3.8 3.6	105 112	357 363	.4 .5	3.0 3.4	229 205	686 637	1.0 .9	4.5 4.0	141 134	460 477	.6 .6	4.5 4.1
KFRG-FM FA '97 4-Book	23 **	438 **	.1 **	.4 **	19 **	333 **	.1 **	.7 **	40 **	96 **	.2 **	1.2 **	44 **	130 **	.2 **	.9 **	17 **	68 **	.1 **	.5 **
XTRA-AM FA '97 4-Book	7 8	196 150	.1 .1	.1 .1	9 5	158 83	.3 .2	.3 .2	3 2	12 6	.1 .1	.1 .1	10 4	40 17	.2 .1	.2 .1	21 6	54 20	.1 .1	.7 .2
TOTALS FA '97 4-Book	6051 6037	22984 22796	25.2 25.3		2901 2937	18894 18803	12.1 12.3		3477 3293	8885 8741	14.5 13.8		5053 5124	12439 12370	21.0 21.4		3166 3347	8517 8743	13.2 14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM	8	43	.5	.5	37	89	.2	1.6	19	84	.1	.5	26	74	.1	1.0	24	100	.1	1.8
FA '97																				
4-Book	16	57	.1	.9	27	69	.1	1.2	28	115	.1	.8	26	87	.1	1.0	15	53	.1	1.1
KACD-FM	4	12	.2	.2					3	42	.1	.1	1	16			3	34		.2
FA '97					10	32		.5	19	67	.1	.5	7	38		.3	9	42		.7
4-Book	7	24	.4	.4																
KBCD-FM																	1	15		.1
FA '97				.2					5	15		.1	4	13		.1	1	8		.1
4-Book	4	9		.2																
KACE-FM	6	49	.4	.4	32	87	.1	1.4	42	129	.2	1.2	44	129	.2	1.7	24	116	.1	1.8
FA '97					26	70	.1	1.2	33	135	.1	.9	37	119	.2	1.4	24	94	.1	1.9
4-Book	37	114	.2	2.0																
KRTO-FM	3	31	.2	.2	8	32		.3	5	46		.1	8	34		.3	4	58		.3
FA '97				.7	10	34	.1	.5	12	48	.1	.3	24	62	.1	.9	10	48	.1	.8
4-Book	13	41	.1	.7																
KBIG-FM	122	335	.5	7.2	57	206	.2	2.4	108	384	.4	3.1	106	384	.4	4.0	33	109	.1	2.5
FA '97					35	151	.1	1.6	103	379	.4	2.8	89	301	.4	3.3	35	151	.1	2.6
4-Book	117	366	.5	6.5																
+KBUA-FM					5	28		.2	6	35		.2	1	11			6	24		.5
FA '97				.1	7	21		.3	8	35		.2	6	19		.2	3	12		.2
4-Book	2	9		.1																
KBUE-FM	62	183	.3	3.7	34	124	.1	1.4	122	286	.5	3.5	35	115	.1	1.3	35	114	.1	2.6
FA '97					53	166	.2	2.4	76	224	.3	2.1	49	134	.2	1.8	29	101	.1	2.1
4-Book	48	130	.2	2.7																
KCBS-FM	39	182	.2	2.3	31	96	.1	1.3	69	353	.3	2.0	70	286	.3	2.7	46	252	.2	3.5
FA '97					36	128	.2	1.7	81	341	.4	2.2	77	304	.3	2.9	34	181	.2	2.5
4-Book	40	161	.2	2.2																
KFI -AM	11	56	.7	.7	15	75	.1	.6	45	144	.2	1.3	30	110	.1	1.1	18	104	.1	1.4
FA '97					27	105	.1	1.3	43	148	.2	1.2	26	98	.1	1.0	23	84	.1	1.7
4-Book	13	48		.7																
KFSG-FM	8	36	.5	.5	28	109	.1	1.2	23	125	.1	.7	8	38		.3				
FA '97					32	111	.1	1.5	26	97	.1	.7	12	48	.1	.5	9	34		.7
4-Book	8	42		.5																
KFWB-AM	11	59	.7	.7	15	82	.1	.6	15	76	.1	.4	27	133	.1	1.0	10	55		.8
FA '97					30	141	.1	1.4	22	120	.1	.6	22	109	.1	.8	10	69		.8
4-Book	12	78	.1	.7																
KIBB-FM	39	171	.2	2.3	62	175	.3	2.6	67	417	.3	1.9	47	253	.2	1.8	33	138	.1	2.5
FA '97					37	148	.2	1.6	88	365	.4	2.4	63	241	.3	2.4	29	124	.1	2.2
4-Book	47	199	.2	2.6																
KIEV-AM													10	27		.4				
FA '97									2	15		.1	4	11		.2				
4-Book																				
KIIS-FM	43	248	.2	2.5	45	306	.2	1.9	120	637	.5	3.4	117	425	.5	4.4	34	203	.1	2.6
FA '97					61	285	.3	2.8	163	629	.7	4.4	126	456	.6	4.7	37	185	.2	2.7
4-Book	51	273	.2	2.8																
KIKF-FM	11	42	.7	.7	17	98	.1	.7	28	125	.1	.8	12	38		.5	4	29		.3
FA '97					7	53		.3	29	111	.1	.8	9	34		.4	4	24		.3
4-Book	7	43	.4	.4																
KJLH-FM	50	157	.2	3.0	138	344	.6	5.9	194	427	.8	5.6	84	294	.3	3.2	35	64	.1	2.6
FA '97					94	254	.4	4.2	136	357	.6	3.8	60	214	.3	2.2	35	110	.1	2.7
4-Book	54	149	.2	3.0																

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	60	194	.2	3.6	118	334	.5	5.0	135	507	.6	3.9	133	345	.6	5.0	93	328	.4	7.0
4-Book	69	207	.3	3.8	99	271	.4	4.5	130	420	.6	3.6	101	314	.4	3.8	59	197	.3	4.5
KKGO-FM																				
FA '97	15	112	.1	.9	49	117	.2	2.1	49	266	.2	1.4	52	184	.2	2.0	21	101	.1	1.6
4-Book	18	95	.1	1.0	27	99	.1	1.2	35	148	.2	1.0	36	132	.1	1.4	24	104	.1	1.9
KKHJ-AM																				
FA '97	28	69	.1	1.7	20	41	.1	.8	15	45	.1	.4	6	15	.2		16	35	.1	1.2
4-Book	20	54	.1	1.1	30	62	.1	1.4	35	67	.2	1.0	15	31	.1	.6	12	35	.1	.9
KKLA-AM																				
FA '97	5	11		.3													5	11		.4
4-Book	1	3		.1													1	3		.1
KKLA-FM																				
FA '97					9	41		.4	1	15							5	12		.4
4-Book	1	8		.1	18	81	.1	.8	5	35		.1	3	21		.1	2	10		.2
KLAC-AM																				
FA '97	7	15		.4					20	66	.1	.6	5	40		.2	14	41		1.1
4-Book	6	29		.3	9	31	.1	.4	26	72	.1	.7	9	47		.3	8	27		.6
KLAX-FM																				
FA '97	56	211	.2	3.3	94	318	.4	4.0	157	375	.7	4.5	107	236	.4	4.1	29	88	.1	2.2
4-Book	54	194	.2	3.0	88	237	.4	4.0	135	354	.6	3.7	101	236	.4	3.8	39	135	.2	3.0
KLOS-FM																				
FA '97	30	117	.1	1.8	18	63	.1	.8	52	269	.2	1.5	79	288	.3	3.0	36	120	.1	2.7
4-Book	28	135	.1	1.6	21	95	.1	1.0	58	263	.2	1.6	73	282	.3	2.7	39	124	.2	2.8
KLSX-FM																				
FA '97	1	13		.1	44	125	.2	1.9	66	184	.3	1.9	3	28		.1	1	16		.1
4-Book	15	45	.1	.8	38	115	.2	1.8	63	189	.3	1.7	16	73	.1	.6	9	28	.1	.7
KLVE-FM																				
FA '97	202	617	.8	12.0	323	799	1.3	13.7	382	949	1.6	10.9	212	485	.9	8.0	155	462	.6	11.7
4-Book	193	559	.8	10.7	262	690	1.1	12.0	353	938	1.5	9.7	219	541	.9	8.2	122	384	.5	9.3
KLYY-FM																				
FA '97	15	133	.1	.9	1	12			11	80		.3	20	93	.1	.8	1	12		.1
4-Book	9	71	.1	.5	10	60	.1	.5	38	190	.1	1.0	30	154	.1	1.1	9	63	.1	.7
KNX -AM																				
FA '97	6	60		.4	17	87	.1	.7	28	168	.1	.8	17	93	.1	.6	22	124	.1	1.7
4-Book	16	68	.1	.9	23	101	.1	1.1	25	136	.1	.7	22	97	.1	.8	13	81	.1	1.0
KOST-FM																				
FA '97	76	261	.3	4.5	91	349	.4	3.9	149	474	.6	4.3	95	423	.4	3.6	81	311	.3	6.1
4-Book	134	459	.6	7.3	84	309	.3	3.9	144	513	.6	3.9	103	398	.5	3.8	84	349	.4	6.4
KPWR-FM																				
FA '97	72	243	.3	4.3	30	169	.1	1.3	103	427	.4	2.9	64	209	.3	2.4	59	197	.2	4.4
4-Book	71	232	.3	4.0	33	134	.1	1.5	102	366	.4	2.8	76	231	.3	2.8	54	177	.2	4.0
KRLA-AM																				
FA '97	18	35	.1	1.1	17	47	.1	.7	20	48	.1	.6	36	78	.1	1.4	17	54	.1	1.3
4-Book	19	56	.1	1.1	13	44	.1	.6	42	116	.2	1.2	39	104	.2	1.5	19	77	.1	1.5
KROQ-FM																				
FA '97	26	142	.1	1.5	29	119	.1	1.2	84	417	.3	2.4	69	285	.3	2.6	32	162	.1	2.4
4-Book	44	198	.2	2.4	33	145	.2	1.5	89	402	.4	2.4	84	359	.4	3.1	29	153	.1	2.2
KRRR-AM																				
FA '97					12	39		.5	17	40	.1	.5	3	12		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	33	106	.1	2.0	74	236	.3	3.1	129	501	.5	3.7	131	395	.5	5.0	65	211	.3	4.9
4-Book	54	239	.2	3.0	84	315	.3	3.8	156	591	.7	4.3	127	416	.5	4.7	53	227	.2	4.0
KSCA-FM																				
FA '97	57	203	.2	3.4	224	541	.9	9.5	221	535	.9	6.3	71	195	.3	2.7	56	147	.2	4.2
4-Book	59	198	.3	3.3	172	407	.7	7.9	228	580	1.0	6.3	107	281	.5	4.0	50	155	.2	3.8
+KSEE-FM																				
FA '97	20	70	.1	1.2	17	60	.1	.7	50	167	.2	1.4	33	125	.1	1.3	26	86	.1	2.0
4-Book	17	67	.1	1.0	19	59	.1	.8	36	103	.2	1.0	24	84	.1	.9	11	44	.1	.8
KTNQ-AM																				
FA '97	40	113	.2	2.4	25	40	.1	1.1	29	95	.1	.8	45	108	.2	1.7	20	69	.1	1.5
4-Book	32	93	.1	1.8	45	93	.2	2.1	45	134	.2	1.2	31	80	.2	1.2	28	85	.1	2.1
KTWV-FM																				
FA '97	89	252	.4	5.3	67	210	.3	2.8	158	537	.7	4.5	177	464	.7	6.7	71	212	.3	5.3
4-Book	80	278	.4	4.5	76	276	.3	3.5	159	535	.7	4.4	129	374	.5	4.8	74	249	.3	5.5
KWKW-AM																				
FA '97	28	63	.1	1.7	26	63	.1	1.1	17	59	.1	.5	23	49	.1	.9	6	16		.5
4-Book	15	43	.1	.9	31	63	.1	1.4	28	65	.2	.8	19	41	.1	.7	10	38	.1	.8
KWVE-FM																				
FA '97	10	29		.6	22	68	.1	.9	19	107	.1	.5	5	42		.2	3	27		.2
4-Book	13	44	.1	.7	19	63	.1	.9	25	95	.1	.6	20	67	.1	.7	14	50	.1	1.0
KXMG-AM																				
FA '97	39	75	.2	2.3	20	36	.1	.8	37	71	.2	1.1	37	71	.2	1.4	18	52	.1	1.4
4-Book	42	83	.2	2.3	38	85	.2	1.8	56	118	.3	1.5	39	73	.2	1.4	22	65	.1	1.7
KYSR-FM																				
FA '97	44	248	.2	2.6	48	266	.2	2.0	128	650	.5	3.7	76	276	.3	2.9	13	97	.1	1.0
4-Book	61	296	.3	3.4	48	211	.2	2.2	133	556	.6	3.6	118	464	.5	4.4	45	243	.2	3.3
KZLA-FM																				
FA '97	33	142	.1	2.0	107	356	.4	4.5	158	581	.7	4.5	77	297	.3	2.9	24	150	.1	1.8
4-Book	41	162	.2	2.3	80	245	.3	3.6	144	494	.6	3.9	87	345	.4	3.2	32	157	.1	2.5
KFRG-FM																				
FA '97	7	16		.4	14	79	.1	.6	23	102	.1	.7	12	71		.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	4	40		.2	10	35		.4	12	50		.3	10	66		.4				
4-Book	2	13		.1	4	12		.2	11	33	.1	.3	6	29		.3	1	6		.1
TOTALS																				
FA '97	1687	5144	7.0	2357	6478	9.8	3495	9662	14.5	2640	6895	11.0	1328	4367	5.5					
4-Book	1809	5448	7.6	2181	6310	9.1	3665	9725	15.4	2692	7098	11.3	1326	4439	5.6					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
FA '97	86	1503	.3	1.7	178	860	.6	2.3	96	690	.3	1.3	104	753	.4	1.8	41	312	.1	2.0
SU '97	69	1416	.3	1.4	83	556	.3	1.2	107	567	.4	1.5	85	586	.3	1.5	53	342	.2	2.4
SP '97	58	1237	.2	1.2	90	595	.3	1.2	84	651	.3	1.1	92	654	.3	1.6	21	202	.1	1.1
WI '97	80	1398	.3	1.6	161	820	.6	2.2	110	742	.4	1.5	113	826	.4	2.0	16	319	.1	.8
4-Book	73	1389	.3	1.5	128	708	.5	1.7	99	663	.4	1.4	99	705	.4	1.7	33	294	.1	1.6
FA '96	80	1522	.3	1.7	159	919	.6	2.1	107	732	.4	1.5	103	740	.4	1.8	22	210	.1	1.1
KACD-FM																				
FA '97	14	421	.1	.3	13	190	.1	.2	23	227	.1	.3	26	276	.1	.4	2	86	.1	.1
SU '97	17	442	.1	.4	25	177	.1	.4	15	171	.1	.2	17	130	.1	.3	10	102	.1	.5
SP '97	13	437	.1	.3	10	191	.1	.1	19	247	.1	.3	24	204	.1	.4	4	96	.1	.2
WI '97	16	530	.1	.3	19	219	.1	.3	23	300	.1	.3	21	215	.1	.4	9	162	.1	.5
4-Book	15	458	.1	.3	17	194	.1	.3	20	236	.1	.3	22	206	.1	.4	6	112	.1	.3
FA '96	18	345	.1	.4	19	133	.1	.3	21	199	.1	.3	24	212	.1	.4	18	158	.1	.9
KBCD-FM																				
FA '97	4	208	.1	.1	4	94	.1	.1	5	108	.1	.1	13	167	.1	.2	1	43	.1	.1
SU '97	11	270	.1	.2	9	91	.1	.1	18	141	.1	.3	12	117	.1	.2	3	77	.1	.1
SP '97	9	187	.1	.2	24	161	.1	.3	3	41	.1	.1	12	115	.1	.2	2	45	.1	.1
WI '97	2	102	.1	.1	3	39	.1	.1	7	15	.1	.1	9	100	.1	.2	3	23	.1	.2
4-Book	7	192	.1	.1	10	96	.1	.1	7	76	.1	.1	9	100	.1	.2	2	47	.1	.1
FA '96	8	172	.1	.2	10	68	.1	.1	13	98	.1	.2	6	74	.1	.1	1	44	.1	.1
KACE-FM																				
FA '97	76	1015	.3	1.5	97	538	.4	1.3	114	530	.4	1.6	117	671	.4	2.0	40	391	.1	2.0
SU '97	80	1210	.3	1.7	100	558	.4	1.4	90	627	.3	1.3	105	794	.4	1.9	58	465	.2	2.6
SP '97	54	933	.2	1.1	65	448	.2	.9	74	488	.3	1.0	68	521	.3	1.2	43	360	.2	2.2
WI '97	60	1012	.2	1.2	84	554	.3	1.1	73	471	.3	1.0	77	603	.3	1.3	38	277	.1	2.0
4-Book	68	1043	.3	1.4	87	525	.3	1.2	88	529	.3	1.2	92	647	.4	1.6	45	373	.2	2.2
FA '96	65	1006	.2	1.4	70	504	.3	.9	98	566	.4	1.4	68	598	.3	1.2	45	448	.2	2.3
KRTO-FM																				
FA '97	12	334	.1	.2	12	105	.1	.2	17	221	.1	.2	23	195	.1	.4	4	125	.1	.2
SU '97	13	245	.1	.3	13	112	.1	.2	25	156	.1	.4	14	112	.1	.3	5	85	.1	.2
SP '97	24	384	.1	.5	26	94	.1	.4	37	188	.1	.5	22	226	.1	.4	7	129	.1	.4
WI '97	41	436	.2	.8	48	296	.2	.6	73	321	.3	1.0	37	196	.1	.6	22	138	.1	1.1
4-Book	23	350	.1	.5	25	152	.1	.4	38	222	.2	.5	24	182	.1	.4	10	119	.1	.5
FA '96	15	367	.1	.3	19	118	.1	.3	26	176	.1	.4	13	180	.1	.2	4	68	.1	.2
KBIG-FM																				
FA '97	212	3824	.8	4.3	264	1893	1.0	3.4	398	1955	1.4	5.5	287	2025	1.0	5.0	64	983	.2	3.2
SU '97	213	3750	.8	4.5	282	1814	1.0	4.1	424	2050	1.6	5.9	256	2046	.9	4.6	66	1037	.2	3.0
SP '97	184	3444	.7	3.7	284	1679	1.0	3.8	357	1642	1.3	4.8	232	1746	.9	4.0	42	761	.2	2.1
WI '97	180	3436	.7	3.7	222	1630	.8	3.0	336	1676	1.2	4.6	251	1613	.9	4.3	49	821	.2	2.5
4-Book	197	3614	.8	4.1	263	1754	1.0	3.6	379	1831	1.4	5.2	257	1858	.9	4.5	55	901	.2	2.7
FA '96	200	3624	.7	4.2	321	1743	1.2	4.3	383	1976	1.4	5.4	244	1889	.9	4.2	44	703	.2	2.3
+KBUA-FM																				
FA '97	15	228	.1	.3	21	129	.1	.3	30	165	.1	.4	12	111	.1	.2	3	62	.1	.1
SU '97	2	135	.1	.1	1	53	.1	.1	6	72	.1	.1	3	49	.1	.1	1	38	.1	.1
SP '97	15	251	.1	.3	16	132	.1	.2	25	160	.1	.3	15	123	.1	.3	6	27	.1	.3
WI '97	9	207	.1	.2	8	132	.1	.1	16	71	.1	.2	12	85	.1	.2	4	73	.1	.2
4-Book	10	205	.1	.2	12	112	.1	.2	19	117	.1	.3	11	92	.1	.2	4	50	.1	.2
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBLIE-FM																				
FA '97	80	1421	.3	1.6	99	628	.4	1.3	105	796	.4	1.4	81	684	.3	1.4	31	365	.1	1.5
SU '97	75	1242	.3	1.6	107	581	.4	1.5	104	678	.4	1.5	98	691	.4	1.8	25	353	.1	1.1
SP '97	80	1316	.3	1.6	97	582	.4	1.3	125	768	.5	1.7	82	659	.3	1.4	33	366	.1	1.7
WI '97	85	1373	.3	1.7	101	705	.4	1.4	146	827	.5	2.0	70	677	.3	1.2	40	453	.1	2.1
4-Book	80	1338	.3	1.6	101	624	.4	1.4	120	767	.5	1.7	83	678	.3	1.5	32	384	.1	1.6
FA '96	61	1173	.2	1.3	74	485	.3	1.0	80	629	.3	1.1	69	547	.3	1.2	24	254	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KCBS-FM																				
FA '97	120	3198	.4	2.4	171	1465	.6	2.2	175	1437	.6	2.4	167	1718	.6	2.9	46	827	.2	2.3
SU '97	85	2501	.3	1.8	122	1183	.5	1.8	122	1165	.5	1.7	107	1293	.4	1.9	35	704	.1	1.6
SP '97	139	2685	.5	2.8	158	1296	.6	2.1	243	1377	.9	3.3	198	1612	.7	3.4	45	664	.2	2.3
WI '97	122	2901	.5	2.5	159	1369	.6	2.2	206	1277	.8	2.8	166	1715	.6	2.9	26	605	.1	1.3
4-Book	117	2821	.4	2.4	153	1328	.6	2.1	187	1314	.7	2.6	160	1585	.6	2.8	38	700	.2	1.9
FA '96	88	2345	.3	1.8	128	1113	.5	1.7	135	1240	.5	1.9	124	1267	.5	2.1	24	484	.1	1.3
KFI -AM																				
FA '97	144	2514	.5	2.9	163	992	.6	2.1	355	1924	1.3	4.9	188	1199	.7	3.3	29	373	.1	1.4
SU '97	188	2647	.7	3.9	259	1304	1.0	3.7	440	1961	1.6	6.2	202	1293	.7	3.6	43	596	.2	2.0
SP '97	155	2691	.6	3.1	191	1257	.7	2.6	321	1799	1.2	4.4	231	1497	.9	4.0	42	511	.2	2.1
WI '97	177	2611	.7	3.6	213	1213	.8	2.9	375	2021	1.4	5.1	259	1430	1.0	4.5	31	427	.1	1.6
4-Book	166	2616	.6	3.4	207	1192	.8	2.8	373	1926	1.4	5.2	220	1355	.8	3.9	36	477	.2	1.8
FA '96	168	2636	.6	3.5	184	1144	.7	2.5	393	1907	1.5	5.5	198	1376	.7	3.4	34	501	.1	1.8
KFSG-FM																				
FA '97	28	790	.1	.6	62	547	.2	.8	41	354	.1	.6	25	349	.1	.4	7	173	.0	.3
SU '97	39	732	.1	.8	58	474	.2	.8	55	368	.2	.8	49	381	.2	.9	14	259	.1	.6
SP '97	38	542	.1	.8	65	387	.2	.9	41	280	.2	.6	49	264	.2	.8	20	98	.1	1.0
WI '97	21	657	.1	.4	55	429	.2	.7	13	315	.2	.2	25	306	.1	.4	7	139	.0	.4
4-Book	32	680	.1	.7	60	459	.2	.8	38	329	.1	.6	37	325	.2	.6	12	167	.1	.6
FA '96	35	625	.1	.7	50	381	.2	.7	68	394	.3	1.0	41	360	.2	.7	9	167	.0	.5
KFWB-AM																				
FA '97	57	2144	.2	1.2	119	1279	.4	1.6	60	754	.2	.8	89	1195	.3	1.5	25	455	.1	1.2
SU '97	51	1922	.2	1.1	115	1013	.4	1.7	40	739	.1	.6	65	940	.2	1.2	23	432	.1	1.0
SP '97	54	1856	.2	1.1	135	1129	.5	1.8	42	697	.2	.6	78	916	.3	1.4	20	337	.1	1.0
WI '97	73	2335	.3	1.5	185	1624	.7	2.5	64	847	.2	.9	104	1227	.4	1.8	19	317	.1	1.0
4-Book	59	2064	.2	1.2	139	1261	.5	1.9	52	759	.2	.7	84	1070	.3	1.5	22	385	.1	1.1
FA '96	62	2143	.2	1.3	137	1295	.5	1.8	58	967	.2	.8	94	1312	.3	1.6	19	439	.1	1.0
KIBB-FM																				
FA '97	78	2180	.3	1.6	91	887	.3	1.2	120	1022	.4	1.6	106	1187	.4	1.8	33	491	.1	1.6
SU '97	89	2148	.3	1.9	107	1032	.4	1.5	131	1029	.5	1.8	133	1025	.5	2.4	35	604	.1	1.6
SP '97	114	2525	.4	2.3	135	1220	.5	1.8	193	1243	.7	2.6	156	1364	.6	2.7	42	626	.2	2.1
WI '97	148	2574	.5	3.0	176	1160	.6	2.4	254	1334	.9	3.4	194	1477	.7	3.4	43	718	.2	2.2
4-Book	107	2357	.4	2.2	127	1075	.5	1.7	175	1157	.6	2.4	147	1263	.6	2.6	38	610	.2	1.9
FA '96	85	1867	.3	1.8	127	956	.5	1.7	121	964	.4	1.7	104	963	.4	1.8	30	442	.1	1.6
KIEV-AM																				
FA '97	5	160	.1	.1	2	24	.0	.1	15	104	.1	.2	5	19	.0	.1				
SU '97	18	228	.1	.4	6	48	.1	.1	42	148	.2	.6	38	89	.1	.7	6	103	.0	.3
SP '97	3	108	.1	.1	8	51	.1	.1	1	23	.0	.0	6	40	.0	.1				
WI '97	5	117	.1	.1	4	30	.1	.1	9	43	.1	.1	12	43	.1	.2	3	28	.0	.2
4-Book	8	153	.1	.2	5	38	.1	.1	17	80	.1	.2	15	48	.1	.3	2	33	.0	.1
FA '96	6	135	.1	.1	11	85	.1	.1	7	31	.1	.1	13	40	.1	.2	1	13	.0	.1
KIIS-FM																				
FA '97	183	4468	.7	3.7	341	2760	1.2	4.5	242	2035	.9	3.3	218	2312	.8	3.8	58	968	.2	2.9
SU '97	162	4233	.6	3.4	236	2262	.9	3.4	208	2189	.8	2.9	215	2073	.8	3.9	73	997	.3	3.3
SP '97	184	4307	.7	3.7	347	2563	1.3	4.7	221	1941	.8	3.0	204	2014	.8	3.5	70	1112	.3	3.5
WI '97	174	4182	.6	3.6	315	2314	1.2	4.3	229	2125	.8	3.1	224	2436	.8	3.9	58	915	.2	3.0
4-Book	176	4298	.7	3.6	310	2475	1.2	4.2	225	2073	.8	3.1	215	2209	.8	3.8	65	998	.3	3.2
FA '96	166	3994	.6	3.5	286	2197	1.1	3.8	193	1970	.7	2.7	238	2161	.9	4.1	77	1062	.3	4.0
KIKF-FM																				
FA '97	41	678	.1	.8	61	339	.2	.8	54	338	.2	.7	56	395	.2	1.0	12	242	.0	.6
SU '97	32	458	.1	.7	38	262	.1	.5	61	224	.2	.9	44	250	.2	.8	11	146	.0	.5
SP '97	13	454	.1	.3	12	162	.1	.2	18	173	.1	.2	23	244	.1	.4	7	154	.0	.4
WI '97	53	624	.2	1.1	92	387	.3	1.2	87	395	.3	1.2	66	423	.2	1.1	12	208	.0	.6
4-Book	35	554	.1	.7	51	288	.2	.7	55	283	.2	.8	47	328	.2	.8	11	188	.0	.5
FA '96	26	356	.1	.5	38	160	.1	.5	37	204	.1	.5	41	233	.2	.7	8	146	.0	.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	
KJLH-FM																				
FA '97	118	1510	.4	2.4	167	793	.6	2.2	148	821	.5	2.0	121	817	.4	2.1	62	613	.2	3.1
SU '97	83	1286	.3	1.7	123	656	.5	1.8	112	626	.4	1.6	74	557	.3	1.3	39	390	.1	1.8
SP '97	110	1323	.4	2.2	176	677	.6	2.4	155	673	.6	2.1	93	654	.3	1.6	73	602	.3	3.7
WI '97	101	1367	.4	2.1	161	763	.6	2.2	140	736	.5	1.9	111	764	.4	1.9	60	495	.2	3.1
4-Book	103	1372	.4	2.1	157	722	.6	2.2	139	714	.5	1.9	100	698	.4	1.7	59	525	.2	2.9
FA '96	88	1306	.3	1.8	105	667	.4	1.4	116	517	.4	1.6	109	759	.4	1.9	51	523	.2	2.7
KKBT-FM																				
FA '97	205	2630	.7	4.2	368	1445	1.3	4.8	268	1370	1.0	3.7	238	1495	.9	4.1	85	804	.3	4.2
SU '97	154	2232	.6	3.2	259	1223	1.0	3.7	200	1297	.7	2.8	190	1304	.7	3.4	97	848	.4	4.4
SP '97	160	2385	.6	3.2	287	1400	1.1	3.9	184	1187	.7	2.5	200	1310	.7	3.5	62	525	.2	3.1
WI '97	229	2516	.8	4.7	410	1593	1.5	5.5	290	1269	1.1	3.9	264	1422	1.0	4.6	92	790	.3	4.8
4-Book	187	2441	.7	3.8	331	1415	1.2	4.5	236	1281	.9	3.2	223	1383	.8	3.9	84	742	.3	4.1
FA '96	241	2555	.9	5.0	471	1811	1.7	6.3	329	1485	1.2	4.6	280	1563	1.0	4.8	77	690	.3	4.0
KKGO-FM																				
FA '97	66	1448	.2	1.3	70	794	.3	.9	104	721	.4	1.4	77	713	.3	1.3	33	487	.1	1.6
SU '97	56	1277	.2	1.2	57	545	.2	.8	86	578	.3	1.2	68	604	.3	1.2	40	480	.1	1.8
SP '97	55	1399	.2	1.1	57	557	.2	.8	73	650	.3	1.0	57	584	.2	1.0	40	499	.1	2.0
WI '97	55	1360	.2	1.1	66	518	.2	.9	89	619	.3	1.2	78	719	.3	1.3	33	522	.1	1.7
4-Book	58	1371	.2	1.2	63	604	.2	.9	88	642	.3	1.2	70	655	.3	1.2	37	497	.1	1.8
FA '96	54	1477	.2	1.1	64	728	.2	.9	79	756	.3	1.1	65	720	.2	1.1	34	379	.1	1.8
KKHJ-AM																				
FA '97	28	625	.1	.6	27	282	.1	.4	22	215	.1	.3	28	211	.1	.5	50	214	.2	2.5
SU '97	26	505	.1	.5	50	240	.2	.7	41	257	.2	.6	18	130	.1	.3	12	113	.1	.5
SP '97	29	616	.1	.6	50	333	.2	.7	40	243	.1	.5	21	139	.1	.4	13	132	.1	.7
WI '97	60	775	.2	1.2	114	485	.4	1.5	78	403	.3	1.1	39	297	.1	.7	28	204	.1	1.4
4-Book	36	630	.1	.7	60	335	.2	.8	45	280	.2	.6	27	194	.1	.5	26	166	.1	1.3
FA '96	57	764	.2	1.2	108	476	.4	1.4	78	364	.3	1.1	53	226	.2	.9	31	281	.1	1.6
KKLA-AM																				
FA '97		11			5	29		.1	1	30			14							
SU '97	1	57																		
SP '97		14			1	14														
WI '97		14			1	14														
4-Book		24			2	14				8			4							
FA '96	5	34		.1	2	9			14	23	.1	.2	5	23		.1		11		
KKLA-FM																				
FA '97	17	583	.1	.3	46	418	.2	.6	13	200		.2	20	229	.1	.3	9	154		.4
SU '97	22	546	.1	.5	47	373	.2	.7	23	266	.1	.3	32	272	.1	.6	11	138		.5
SP '97	22	614	.1	.4	49	371	.2	.7	26	231	.1	.4	30	298	.1	.5	9	138		.5
WI '97	26	535	.1	.5	62	395	.2	.8	39	194	.1	.5	30	306	.1	.5	6	111		.3
4-Book	22	570	.1	.4	51	389	.2	.7	25	223	.1	.4	28	276	.1	.5	9	135		.4
FA '96	30	655	.1	.6	54	443	.2	.7	28	362	.1	.4	49	287	.2	.8	18	139	.1	.9
KLAC-AM																				
FA '97	27	696	.1	.5	32	185	.1	.4	37	296	.1	.5	36	349	.1	.6	18	170	.1	.9
SU '97	43	929	.2	.9	61	322	.2	.9	62	439	.2	.9	53	509	.2	1.0	23	311	.1	1.0
SP '97	34	632	.1	.7	20	221	.1	.3	58	292	.2	.8	51	334	.2	.9	19	246	.1	1.0
WI '97	46	728	.2	.9	68	354	.3	.9	75	361	.3	1.0	54	468	.2	.9	16	221	.1	.8
4-Book	38	746	.2	.8	45	271	.2	.6	58	347	.2	.8	49	415	.2	.9	19	237	.1	.9
FA '96	29	597	.1	.6	30	217	.1	.4	50	347	.2	.7	39	301	.1	.7	17	155	.1	.9
KLAX-FM																				
FA '97	116	1895	.4	2.4	140	890	.5	1.8	167	1085	.6	2.3	120	974	.4	2.1	53	442	.2	2.6
SU '97	142	1873	.5	3.0	199	920	.7	2.9	209	1049	.8	2.9	159	994	.6	2.9	52	501	.2	2.4
SP '97	133	2020	.5	2.7	198	1034	.7	2.7	193	1255	.7	2.6	147	1047	.5	2.5	49	501	.2	2.5
WI '97	143	1916	.5	2.9	220	1061	.8	3.0	179	1087	.7	2.4	168	1059	.6	2.9	54	505	.2	2.8
4-Book	134	1926	.5	2.8	189	976	.7	2.6	187	1119	.7	2.6	149	1019	.5	2.6	52	487	.2	2.6
FA '96	183	2279	.7	3.8	270	1410	1.0	3.6	273	1468	1.0	3.8	175	1213	.6	3.0	56	612	.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 25-54

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
KLOS-FM																				
FA '97	102	2620	.4	2.1	270	1280	1.0	3.5	87	990	.3	1.2	105	1195	.4	1.8	44	659	.2	2.2
SU '97	87	2286	.3	1.8	183	1144	.7	2.6	103	872	.4	1.4	98	1045	.4	1.8	21	492	.1	1.0
SP '97	116	2209	.4	2.4	247	1084	.9	3.3	141	1057	.5	1.9	146	1114	.5	2.5	48	492	.2	2.4
WI '97	87	2002	.3	1.8	183	1169	.7	2.5	122	697	.5	1.7	101	907	.4	1.7	13	412	.1	.7
4-Book	98	2279	.4	2.0	221	1169	.8	3.0	113	904	.4	1.6	113	1065	.4	2.0	32	514	.1	1.6
FA '96	98	2126	.4	2.0	273	1283	1.0	3.7	113	937	.4	1.6	115	1129	.4	2.0	16	431	.1	.8
KLSX-FM																				
FA '97	93	1702	.3	1.9	351	1249	1.3	4.6	114	821	.4	1.6	41	424	.1	.7	6	96	.1	.3
SU '97	64	1564	.2	1.3	193	1021	.7	2.8	94	683	.3	1.3	31	372	.1	.6	9	115	.1	.4
SP '97	65	1379	.2	1.3	234	953	.9	3.2	50	556	.2	.7	33	334	.1	.6	9	178	.1	.5
WI '97	80	1521	.3	1.6	314	1017	1.2	4.2	66	626	.2	.9	40	451	.1	.7	7	225	.1	.4
4-Book	76	1542	.3	1.5	273	1060	1.0	3.7	81	672	.3	1.1	36	395	.1	.7	8	154	.1	.4
FA '96	110	1856	.4	2.3	355	1214	1.3	4.8	120	805	.4	1.7	103	516	.4	1.8	14	115	.1	.7
KLVE-FM																				
FA '97	480	4405	1.7	9.7	707	2718	2.6	9.2	790	2978	2.9	10.9	457	2533	1.7	7.9	186	1624	.7	9.2
SU '97	423	4015	1.6	8.8	699	2690	2.6	10.1	657	2707	2.4	9.2	398	2457	1.5	7.2	161	1495	.6	7.3
SP '97	431	4361	1.6	8.7	764	2955	2.8	10.3	637	2818	2.4	8.6	396	2485	1.5	6.9	172	1589	.6	8.7
WI '97	423	4000	1.6	8.7	700	2837	2.6	9.5	593	2663	2.2	8.0	418	2296	1.5	7.2	188	1540	.7	9.7
4-Book	439	4195	1.6	9.0	718	2800	2.7	9.8	669	2792	2.5	9.2	417	2443	1.6	7.3	177	1562	.7	8.7
FA '96	459	4293	1.7	9.5	780	2928	2.9	10.5	642	2941	2.4	9.0	424	2656	1.6	7.3	207	1603	.8	10.8
KLYY-FM																				
FA '97	26	1131	.1	.5	32	522	.1	.4	37	499	.1	.5	50	685	.2	.9	13	306	.1	.6
SU '97	45	1252	.2	.9	60	611	.2	.9	52	671	.2	.7	67	888	.2	1.2	28	427	.1	1.3
SP '97	34	1199	.1	.7	51	600	.2	.7	47	437	.2	.6	53	718	.2	.9	14	367	.1	.7
WI '97	31	1176	.1	.6	57	621	.2	.8	33	385	.1	.4	41	706	.2	.7	12	265	.1	.6
4-Book	34	1190	.1	.7	50	589	.2	.7	42	498	.2	.6	53	749	.2	.9	17	341	.1	.8
FA '96	21	1064	.1	.4	25	458	.1	.3	33	470	.1	.5	30	550	.1	.5	8	193	.1	.4
KNX -AM																				
FA '97	52	2002	.2	1.1	97	1006	.4	1.3	39	526	.1	.5	74	823	.3	1.3	40	479	.1	2.0
SU '97	61	1876	.2	1.3	121	1179	.4	1.8	64	752	.2	.9	65	766	.2	1.2	32	496	.1	1.5
SP '97	57	1843	.2	1.2	116	1168	.4	1.6	48	765	.2	.7	86	1021	.3	1.5	24	485	.1	1.2
WI '97	65	2088	.2	1.3	140	1278	.5	1.9	60	890	.2	.8	104	1184	.4	1.8	27	445	.1	1.4
4-Book	59	1952	.2	1.2	119	1158	.4	1.7	53	733	.2	.7	82	949	.3	1.5	31	476	.1	1.5
FA '96	59	1992	.2	1.2	138	1077	.5	1.9	49	812	.2	.7	82	1001	.3	1.4	24	485	.1	1.3
KOST-FM																				
FA '97	276	4812	1.0	5.6	370	2442	1.3	4.8	480	2343	1.7	6.6	346	2525	1.3	6.0	115	1512	.4	5.7
SU '97	268	4847	1.0	5.6	340	2213	1.3	4.9	425	2592	1.6	6.0	320	2643	1.2	5.7	161	1869	.6	7.3
SP '97	222	4297	.8	4.5	258	2006	1.0	3.5	348	2221	1.3	4.7	280	2355	1.0	4.8	135	1466	.5	6.8
WI '97	250	4381	.9	5.1	311	2267	1.1	4.2	425	2312	1.6	5.8	331	2340	1.2	5.7	131	1450	.5	6.8
4-Book	254	4584	.9	5.2	320	2232	1.2	4.4	420	2367	1.6	5.8	319	2466	1.2	5.6	136	1574	.5	6.7
FA '96	280	4489	1.0	5.8	345	2310	1.3	4.6	450	2505	1.7	6.3	368	2509	1.4	6.4	149	1490	.6	7.8
KPWR-FM																				
FA '97	96	2325	.3	1.9	109	1088	.4	1.4	104	771	.4	1.4	125	1195	.5	2.2	71	713	.3	3.5
SU '97	93	2151	.3	1.9	126	1042	.5	1.8	110	1156	.4	1.5	103	1106	.4	1.9	48	610	.2	2.2
SP '97	84	2506	.3	1.7	115	1029	.4	1.6	96	907	.4	1.3	99	1208	.4	1.7	52	692	.2	2.6
WI '97	88	2264	.3	1.8	96	940	.4	1.3	124	1113	.5	1.7	109	1051	.4	1.9	32	497	.1	1.7
4-Book	90	2312	.3	1.8	112	1025	.4	1.5	109	987	.4	1.5	109	1140	.4	1.9	51	628	.2	2.5
FA '96	80	2415	.3	1.7	93	1057	.3	1.2	81	1070	.3	1.1	109	1131	.4	1.9	60	553	.2	3.1
KRLA-AM																				
FA '97	32	601	.1	.6	44	373	.2	.6	42	269	.2	.6	37	246	.1	.6	19	187	.1	.9
SU '97	51	909	.2	1.1	67	476	.2	1.0	79	514	.3	1.1	45	413	.2	.8	22	315	.1	1.0
SP '97	36	665	.1	.7	41	337	.2	.6	39	329	.1	.5	41	381	.2	.7	26	225	.1	1.3
WI '97	39	834	.1	.8	28	309	.1	.4	61	457	.2	.8	46	359	.2	.8	21	213	.1	1.1
4-Book	40	752	.1	.8	45	374	.2	.7	55	392	.2	.8	42	350	.2	.7	22	235	.1	1.1
FA '96	44	726	.2	.9	54	312	.2	.7	67	430	.2	.9	50	378	.2	.9	17	196	.1	.9

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

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																				
FA '97	104	2421	.4	2.1	211	1246	.8	2.8	117	1119	.4	1.6	127	1427	.5	2.2	45	850	.2	2.2
SU '97	130	2602	.5	2.7	221	1230	.8	3.2	181	1363	.7	2.5	149	1532	.6	2.7	63	959	.2	2.9
SP '97	140	2429	.5	2.8	259	1388	1.0	3.5	191	1171	.7	2.6	174	1499	.6	3.0	53	771	.2	2.7
WI '97	105	2241	.4	2.2	189	1239	.7	2.6	137	928	.5	1.9	115	1240	.4	2.0	60	738	.2	3.1
4-Book	120	2423	.5	2.5	220	1276	.8	3.0	157	1145	.6	2.2	141	1425	.5	2.5	55	830	.2	2.7
FA '96	65	2032	.2	1.4	90	910	.3	1.2	88	954	.3	1.2	97	1147	.4	1.7	40	539	.1	2.1
KRRA-AM																				
FA '97	17	280	.1	.3	31	118	.1	.4	39	168	.1	.5	5	40	.1	.1	2	37	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	16	228	.1	.3	17	110	.1	.2	21	134	.1	.3	17	108	.1	.3	5	65	.3	.3
WI '97	11	219	.1	.2	24	147	.1	.3	18	105	.1	.2	12	104	.2	.2	7	83	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	18	275	.1	.4	41	141	.2	.6	27	113	.1	.4	15	144	.1	.3		11		
KRTH-FM																				
FA '97	241	5052	.9	4.9	347	2758	1.3	4.5	428	2583	1.6	5.9	302	2566	1.1	5.2	70	1033	.3	3.4
SU '97	213	4561	.8	4.5	257	2032	.9	3.7	369	2331	1.4	5.2	255	2353	.9	4.6	73	985	.3	3.3
SP '97	249	4687	.9	5.0	311	2194	1.1	4.2	406	2345	1.5	5.5	321	2428	1.2	5.6	85	1252	.3	4.3
WI '97	199	4248	.7	4.1	302	2181	1.1	4.1	283	2177	1.0	3.8	256	2472	.9	4.4	74	1053	.3	3.8
4-Book	226	4637	.8	4.6	304	2291	1.1	4.1	372	2359	1.4	5.1	284	2455	1.0	5.0	76	1081	.3	3.7
FA '96	244	4306	.9	5.1	329	2237	1.2	4.4	358	2325	1.3	5.0	324	2492	1.2	5.6	104	1118	.4	5.4
KSCA-FM																				
FA '97	269	2537	1.0	5.5	535	1759	1.9	7.0	403	1716	1.5	5.5	208	1271	.8	3.6	72	625	.3	3.5
SU '97	236	2455	.9	4.9	506	1618	1.9	7.3	323	1714	1.2	4.5	182	1146	.7	3.3	69	632	.3	3.1
SP '97	226	2305	.8	4.6	409	1537	1.5	5.5	320	1565	1.2	4.3	197	1132	.7	3.4	76	667	.3	3.8
WI '97	158	1811	.6	3.2	188	906	.7	2.5	204	994	.8	2.8	184	1051	.7	3.2	82	679	.3	4.2
4-Book	222	2277	.8	4.6	410	1455	1.5	5.6	313	1497	1.2	4.3	193	1150	.7	3.4	75	651	.3	3.7
FA '96	72	1387	.3	1.5	102	697	.4	1.4	108	853	.4	1.5	101	965	.4	1.7	23	483	.1	1.2
+KSSE-FM																				
FA '97	51	973	.2	1.0	48	399	.2	.6	81	605	.3	1.1	71	545	.3	1.2	23	282	.1	1.1
SU '97	44	886	.2	.9	54	333	.2	.8	51	433	.2	.7	54	457	.2	1.0	24	278	.1	1.1
SP '97	37	587	.1	.7	53	302	.2	.7	59	369	.2	.8	42	281	.2	.7	8	129	.4	.4
WI '97	19	466	.1	.4	38	207	.1	.5	21	216	.1	.3	18	208	.1	.3	8	109	.4	.4
4-Book	38	728	.2	.8	48	310	.2	.7	53	406	.2	.7	46	373	.2	.8	16	200	.1	.8
FA '96	27	554	.1	.6	36	271	.1	.5	39	381	.1	.5	25	262	.1	.4	6	123	.3	.3
KTNQ-AM																				
FA '97	103	1217	.4	2.1	204	729	.7	2.7	139	752	.5	1.9	78	505	.3	1.3	68	432	.2	3.3
SU '97	80	1113	.3	1.7	90	416	.3	1.3	128	683	.5	1.8	87	499	.3	1.6	67	343	.2	3.0
SP '97	119	1131	.4	2.4	185	679	.7	2.5	212	634	.8	2.9	106	582	.4	1.8	46	382	.2	2.3
WI '97	121	1291	.4	2.5	181	639	.7	2.4	227	917	.8	3.1	119	518	.4	2.1	59	382	.2	3.0
4-Book	106	1188	.4	2.2	165	616	.6	2.2	177	747	.7	2.4	98	526	.4	1.7	60	385	.2	2.9
FA '96	102	1138	.4	2.1	160	584	.6	2.1	159	645	.6	2.2	95	504	.4	1.6	66	475	.2	3.4
KTWV-FM																				
FA '97	230	3185	.8	4.7	260	1545	.9	3.4	383	1578	1.4	5.3	302	1914	1.1	5.2	101	992	.4	5.0
SU '97	246	3489	.9	5.1	286	1669	1.1	4.1	391	1835	1.4	5.5	363	2172	1.3	6.5	108	1144	.4	4.9
SP '97	240	3283	.9	4.9	294	1653	1.1	4.0	406	1769	1.5	5.5	302	1816	1.1	5.2	83	809	.3	4.2
WI '97	273	3339	1.0	5.6	299	1892	1.1	4.0	508	1972	1.9	6.9	372	2023	1.4	6.4	103	1008	.4	5.3
4-Book	247	3324	.9	5.1	285	1690	1.1	3.9	422	1789	1.6	5.8	335	1981	1.2	5.8	99	988	.4	4.9
FA '96	249	3323	.9	5.2	330	1835	1.2	4.4	435	1674	1.6	6.1	317	1953	1.2	5.5	105	1030	.4	5.5
KWKV-AM																				
FA '97	40	505	.1	.8	68	265	.2	.9	61	277	.2	.8	25	194	.1	.4	22	111	.1	1.1
SU '97	23	465	.1	.5	55	287	.2	.8	27	176	.1	.4	10	70	.2	.2	9	62	.4	.4
SP '97	54	552	.2	1.1	114	375	.4	1.5	83	294	.3	1.1	23	125	.1	.4	10	102	.5	.5
WI '97	63	809	.2	1.3	121	524	.4	1.6	105	460	.4	1.4	42	289	.2	.7	23	165	.1	1.2
4-Book	45	583	.2	.9	90	363	.3	1.2	69	302	.3	.9	25	170	.1	.4	16	110	.1	.8
FA '96	83	882	.3	1.7	156	545	.6	2.1	160	524	.6	2.3	70	382	.3	1.2	13	203	.7	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KWVE-FM																				
FA '97	33	731	.1	.7	61	500	.2	.8	52	358	.2	.7	38	376	.1	.7	16	260	.1	.8
SU '97	35	617	.1	.7	40	339	.1	.6	40	380	.1	.6	52	359	.2	.9	21	201	.1	1.0
SP '97	41	833	.2	.8	67	572	.2	.9	51	495	.2	.7	35	438	.1	.6	35	335	.1	1.8
WI '97	32	543	.1	.7	44	288	.2	.6	58	350	.2	.8	42	313	.2	.7	9	158		.5
4-Book	35	681	.1	.7	53	425	.2	.7	50	396	.2	.7	42	372	.2	.7	20	239	.1	1.0
FA '96	35	583	.1	.7	41	350	.2	.6	37	317	.1	.5	64	380	.2	1.1	11	136		.6
KXMG-AM																				
FA '97	35	351	.1	.7	50	167	.2	.7	34	174	.1	.5	33	159	.1	.6	29	89	.1	1.4
SU '97	109	918	.4	2.3	123	507	.5	1.8	176	573	.6	2.5	131	537	.5	2.4	65	386	.2	3.0
SP '97	60	801	.2	1.2	70	409	.3	.9	90	548	.3	1.2	72	506	.3	1.2	40	252	.1	2.0
WI '97	79	757	.3	1.6	69	351	.3	.9	109	453	.4	1.5	99	390	.4	1.7	49	280	.2	2.5
4-Book	71	707	.3	1.5	78	359	.3	1.1	102	437	.4	1.4	84	398	.3	1.5	46	252	.2	2.2
FA '96	77	678	.3	1.6	113	393	.4	1.5	119	455	.4	1.7	74	417	.3	1.3	30	267	.1	1.6
KYSR-FM																				
FA '97	152	3584	.6	3.1	200	1901	.7	2.6	257	1896	.9	3.5	219	2323	.8	3.8	46	1109	.2	2.3
SU '97	186	3770	.7	3.9	209	1879	.8	3.0	264	2084	1.0	3.7	279	2500	1.0	5.0	87	1148	.3	4.0
SP '97	178	3774	.7	3.6	219	1810	.8	3.0	269	2059	1.0	3.6	250	2376	.9	4.3	60	1084	.2	3.0
WI '97	155	3180	.6	3.2	217	1604	.8	2.9	267	1589	1.0	3.6	209	1652	.8	3.6	47	827	.2	2.4
4-Book	168	3577	.7	3.5	211	1799	.8	2.9	264	1907	1.0	3.6	239	2213	.9	4.2	60	1042	.2	2.9
FA '96	163	2986	.6	3.4	231	1753	.9	3.1	297	1797	1.1	4.2	241	1789	.9	4.2	38	777	.1	2.0
KZLA-FM																				
FA '97	184	2487	.7	3.7	282	1516	1.0	3.7	249	1400	.9	3.4	257	1840	.9	4.4	47	804	.2	2.3
SU '97	155	2168	.6	3.2	199	1287	.7	2.9	236	1285	.9	3.3	190	1452	.7	3.4	44	621	.2	2.0
SP '97	170	2152	.6	3.4	253	1347	.9	3.4	270	1246	1.0	3.7	214	1200	.8	3.7	59	763	.2	3.0
WI '97	149	2220	.6	3.1	242	1443	.9	3.3	241	1327	.9	3.3	162	1432	.6	2.8	37	675	.1	1.9
4-Book	165	2257	.6	3.4	244	1398	.9	3.3	249	1315	.9	3.4	206	1481	.8	3.6	47	716	.2	2.3
FA '96	137	1944	.5	2.9	187	1097	.7	2.5	213	1126	.8	3.0	200	1393	.7	3.5	40	635	.1	2.1
KFRG-FM																				
FA '97	22	672	.1	.4	26	290	.1	.3	23	302	.1	.3	38	362	.1	.7	5	155		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	17	493	.1	.4	27	239	.1	.4	23	236	.1	.3	21	259	.1	.4	9	133		.5
XTRA-AM																				
FA '97	7	281		.1	7	89		.1	5	67		.1	11	172		.2	2	26		.1
SU '97	4	212		.1	7	85		.1	7	82		.1	3	66		.1	2	11		.1
SP '97	8	202		.2	18	120	.1	.2	19	103	.1	.3	3	29		.1	1	28		.1
WI '97	3	180		.1	4	34		.1	4	31		.1	7	45		.1	7	29		.1
4-Book	6	219		.1	9	82		.1	9	71		.2	6	78		.1	1	24		.1
FA '96	4	328		.1	2	27		.1	7	115		.1	4	72		.1		26		
TOTALS																				
FA '97	4927	26531	17.9		7662	23769	27.9		7276	21413	26.5		5781	22650	21.0		2031	14317	7.4	
SU '97	4785	26104	17.7		6910	22740	25.5		7139	21634	26.4		5566	22230	20.6		2197	14945	8.1	
SP '97	4935	25970	18.2		7415	23714	27.4		7373	21408	27.2		5774	22387	21.3		1988	14017	7.3	
WI '97	4879	26229	18.0		7394	23501	27.3		7374	21817	27.2		5784	22441	21.4		1936	13556	7.1	
4-Book	4882	26209	18.0		7345	23431	27.0		7291	21568	26.8		5726	22427	21.1		2038	14209	7.5	
FA '96	4807	26047	17.8		7450	23494	27.5		7096	21842	26.2		5786	22446	21.4		1916	13827	7.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
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																				
FA '97	124	1316	.5	1.8	48	555	.2	1.5	63	181	.2	1.6	75	226	.3	1.3	50	143	.2	1.4
4-Book	108	1213	.4	1.6	38	515	.1	1.2	59	174	.2	1.6	54	165	.2	.9	36	98	.2	1.0
KACD-FM																				
FA '97	21	368	.1	.3	8	192	.2		20	58	.1	.5	18	52	.1	.3	13	48		.4
4-Book	20	380	.1	.3	13	240	.4		10	38	.3		20	90	.1	.4	14	52	.1	.4
KBCD-FM																				
FA '97	7	208		.1		30							1	15						
4-Book	8	170		.1	5	72	.2		7	13	.2		7	28		.1	12	34	.1	.3
KACE-FM																				
FA '97	110	878	.4	1.6	42	526	.2	1.3	34	84	.1	.9	75	257	.3	1.3	76	205	.3	2.1
4-Book	89	889	.4	1.3	46	564	.2	1.4	35	97	.1	1.0	91	250	.3	1.6	69	192	.3	1.8
KRTO-FM																				
FA '97	18	266	.1	.3	7	180	.2		3	27	.1		13	56		.2	11	68		.3
4-Book	30	281	.1	.5	19	196	.1	.6	16	51	.1	.4	33	85	.1	.6	29	91	.1	.8
KBIG-FM																				
FA '97	323	3189	1.2	4.7	113	1775	.4	3.4	126	406	.5	3.2	194	685	.7	3.4	122	415	.4	3.4
4-Book	306	2962	1.1	4.5	99	1624	.4	3.0	106	368	.4	2.8	173	584	.7	3.0	91	343	.3	2.4
+KBUA-FM																				
FA '97	22	228	.1	.3	11	135		.3	21	35	.1	.5	39	96	.1	.7	8	37		.2
4-Book	14	192	.1	.2	8	101		.2	10	25		.3	24	61	.1	.4	5	25		.1
KBUE-FM																				
FA '97	96	1121	.3	1.4	84	835	.3	2.5	157	324	.6	4.0	135	392	.5	2.4	86	180	.3	2.4
4-Book	103	1132	.4	1.5	73	742	.3	2.2	105	245	.4	2.8	133	363	.5	2.3	80	207	.3	2.1
KCBS-FM																				
FA '97	172	2655	.6	2.5	79	1618	.3	2.4	84	382	.3	2.1	176	790	.6	3.1	87	407	.3	2.4
4-Book	168	2339	.6	2.5	79	1406	.3	2.4	76	284	.3	2.0	163	676	.6	2.8	98	407	.4	2.6
KFI -AM																				
FA '97	245	2409	.9	3.5	44	718	.2	1.3	84	293	.3	2.1	82	204	.3	1.4	29	95	.1	.8
4-Book	275	2452	1.0	4.0	61	919	.2	1.8	115	388	.4	3.1	140	416	.5	2.4	44	167	.2	1.1
KFSG-FM																				
FA '97	43	674	.2	.6	15	283	.1	.5	24	85	.1	.6	10	70		.2	17	56	.1	.5
4-Book	45	581	.2	.6	22	321	.1	.7	27	91	.1	.7	27	99	.1	.5	29	85	.1	.8
KFWB-AM																				
FA '97	87	1897	.3	1.3	25	689	.1	.8	49	247	.2	1.2	18	150	.1	.3	30	177	.1	.8
4-Book	88	1855	.3	1.3	31	816	.1	.9	55	259	.2	1.5	39	267	.2	.7	28	157	.1	.8
KIBB-FM																				
FA '97	107	1838	.4	1.5	56	1084	.2	1.7	64	229	.2	1.6	77	437	.3	1.3	65	284	.2	1.8
4-Book	152	1994	.6	2.2	75	1150	.3	2.3	73	276	.3	2.0	145	533	.6	2.5	93	357	.3	2.5
KIEV-AM																				
FA '97	8	117		.1	3	74		.1	3	25		.1	4	17		.1	1	6		
4-Book	13	114		.2	3	53		.1	4	17		.1	5	19		.1	1	10		
KIIS-FM																				
FA '97	265	3900	1.0	3.8	121	2168	.4	3.7	196	705	.7	4.9	233	939	.8	4.1	143	614	.5	4.0
4-Book	248	3715	.9	3.6	122	2121	.4	3.7	133	571	.5	3.5	227	914	.8	3.9	154	629	.6	4.0
KIKF-FM																				
FA '97	57	537	.2	.8	33	369	.1	1.0	48	124	.2	1.2	56	165	.2	1.0	33	125	.1	.9
4-Book	52	452	.2	.8	21	267	.1	.7	29	88	.1	.8	40	108	.1	.7	26	102	.1	.7
KJLH-FM																				
FA '97	145	1252	.5	2.1	108	1074	.4	3.3	64	185	.2	1.6	134	397	.5	2.3	68	239	.2	1.9
4-Book	132	1118	.5	2.0	82	874	.3	2.5	59	191	.2	1.6	102	322	.4	1.8	67	204	.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 25-54

Target Listener Estimates - Women 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
FA '97	289	2268	1.1	4.2	137	1604	.5	4.1	140	405	.5	3.5	245	717	.9	4.3	153	379	.6	4.3
4-Book	261	2120	1.0	3.8	125	1355	.5	3.8	132	353	.5	3.5	227	622	.9	3.9	154	394	.6	4.1
KKGO-FM																				
FA '97	85	1202	.3	1.2	55	791	.2	1.7	28	168	.1	.7	83	257	.3	1.5	51	171	.2	1.4
4-Book	75	1071	.3	1.1	43	660	.2	1.3	32	145	.1	.9	65	211	.3	1.1	45	153	.2	1.2
KKHJ-AM																				
FA '97	25	506	.1	.4	18	211	.1	.5	16	54	.1	.4	21	59	.1	.4				
4-Book	44	517	.2	.7	28	252	.1	.9	46	98	.2	1.2	42	92	.2	.7	15	45	.1	.4
KKLA-AM																				
FA '97					1	11														
4-Book	1	21				3														
KKLA-FM																				
FA '97	25	527	.1	.4	8	195		.2	5	14		.1	15	54	.1	.3	8	37		.2
4-Book	34	517	.1	.5	10	217		.3	12	36	.1	.3	21	60	.1	.4	4	24		.1
KLAC-AM																				
FA '97	35	527	.1	.5	19	358	.1	.6	2	15		.1	43	131	.2	.8	20	75	.1	.6
4-Book	51	598	.2	.8	26	344	.1	.8	18	53	.1	.5	51	147	.2	.9	41	115	.2	1.1
KLAX-FM																				
FA '97	145	1575	.5	2.1	107	1128	.4	3.2	133	330	.5	3.3	156	491	.6	2.7	79	244	.3	2.2
4-Book	176	1656	.7	2.6	114	1126	.4	3.4	164	382	.6	4.4	187	505	.7	3.2	123	313	.5	3.2
KLOS-FM																				
FA '97	149	2229	.5	2.1	57	1143	.2	1.7	27	165	.1	.7	116	529	.4	2.0	87	382	.3	2.4
4-Book	146	1944	.5	2.1	57	1000	.2	1.7	31	159	.1	.9	105	406	.4	1.8	77	291	.3	2.0
KLSX-FM																				
FA '97	164	1489	.6	2.4	25	432	.1	.8	30	94	.1	.8	29	112	.1	.5	18	66	.1	.5
4-Book	126	1308	.5	1.9	31	464	.1	.9	38	100	.2	1.0	37	124	.1	.6	22	71	.1	.6
KLVE-FM																				
FA '97	662	4013	2.4	9.5	356	2686	1.3	10.8	467	1130	1.7	11.8	653	1456	2.4	11.4	356	806	1.3	9.9
4-Book	607	3852	2.2	8.9	319	2649	1.2	9.6	431	1057	1.6	11.4	545	1288	2.0	9.4	309	770	1.2	8.2
KLYY-FM																				
FA '97	39	1025	.1	.6	12	490		.4	13	77		.3	24	224	.1	.4	12	85		.3
4-Book	48	1055	.2	.7	22	604	.1	.7	16	71		.5	36	227	.1	.6	26	155	.1	.7
KNX -AM																				
FA '97	68	1569	.2	1.0	33	906	.1	1.0	40	209	.1	1.0	30	238	.1	.5	29	132	.1	.8
4-Book	82	1635	.3	1.2	36	794	.1	1.1	53	231	.2	1.4	52	266	.2	.9	33	139	.1	.9
KOST-FM																				
FA '97	405	3909	1.5	5.8	155	2267	.6	4.7	179	589	.7	4.5	310	950	1.1	5.4	162	497	.6	4.5
4-Book	358	3746	1.3	5.2	149	2159	.6	4.5	131	485	.5	3.5	262	867	1.0	4.5	176	586	.7	4.6
KPWR-FM																				
FA '97	112	1886	.4	1.6	84	1196	.3	2.5	77	227	.3	1.9	151	484	.5	2.6	83	285	.3	2.3
4-Book	110	1879	.4	1.6	82	1157	.3	2.5	63	226	.2	1.7	141	478	.5	2.4	103	304	.4	2.7
KRLA-AM																				
FA '97	41	478	.1	.6	26	328	.1	.8	11	64		.3	26	98	.1	.5	31	121	.1	.9
4-Book	48	593	.2	.7	37	440	.1	1.1	21	83	.1	.6	61	176	.2	1.1	51	145	.2	1.4
KROQ-FM																				
FA '97	149	2015	.5	2.1	63	1321	.2	1.9	78	310	.3	2.0	106	518	.4	1.9	72	384	.3	2.0
4-Book	171	2052	.6	2.5	72	1266	.3	2.2	78	315	.3	2.1	122	538	.4	2.1	88	383	.3	2.3
KRRR-AM																				
FA '97	26	231	.1	.4	10	126		.3	13	35		.3	29	73	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	364	4354	1.3	5.2	138	2130	.5	4.2	138	510	.5	3.5	300	1075	1.1	5.3	176	648	.6	4.9
4-Book	324	3912	1.2	4.7	153	2278	.6	4.6	144	534	.5	3.8	295	1037	1.1	5.1	218	741	.8	5.7
KSCA-FM																				
FA '97	384	2378	1.4	5.5	198	1650	.7	6.0	395	842	1.4	9.9	340	872	1.2	6.0	192	470	.7	5.4
4-Book	306	2040	1.1	4.5	174	1457	.6	5.2	301	645	1.1	8.0	291	774	1.1	5.0	156	407	.6	4.2
+KSSE-FM																				
FA '97	68	816	.2	1.0	40	539	.1	1.2	36	129	.1	.9	98	256	.4	1.7	30	113	.1	.8
4-Book	50	590	.2	.8	32	369	.1	.9	37	98	.1	1.0	75	178	.3	1.3	30	94	.1	.8
KTNQ-AM																				
FA '97	140	1130	.5	2.0	60	687	.2	1.8	125	305	.5	3.1	106	292	.4	1.9	58	166	.2	1.6
4-Book	149	1063	.6	2.2	60	589	.2	1.8	104	247	.4	2.7	110	265	.4	1.9	52	137	.2	1.4
KTVV-FM																				
FA '97	320	2712	1.2	4.6	157	1588	.6	4.7	137	401	.5	3.4	239	633	.9	4.2	196	543	.7	5.5
4-Book	353	2849	1.3	5.2	159	1708	.6	4.8	143	460	.6	3.8	278	734	1.0	4.8	206	555	.8	5.4
KWKV-AM																				
FA '97	52	399	.2	.7	31	306	.1	.9	66	152	.2	1.7	54	138	.2	.9	14	53	.1	.4
4-Book	62	482	.2	.9	36	313	.2	1.1	69	139	.3	1.8	66	142	.3	1.1	33	71	.2	.9
KWVE-FM																				
FA '97	51	628	.2	.7	14	230	.1	.4	16	39	.1	.4	16	86	.1	.3	15	56	.1	.4
4-Book	49	595	.2	.7	22	310	.1	.6	30	73	.1	.8	27	114	.1	.5	16	79	.1	.4
KXMG-AM																				
FA '97	39	286	.1	.6	33	185	.1	1.0	35	73	.1	.9	28	62	.1	.5	48	88	.2	1.3
4-Book	89	581	.3	1.3	55	390	.2	1.7	59	135	.2	1.6	91	215	.3	1.6	73	159	.3	1.9
KYSR-FM																				
FA '97	228	3225	.8	3.3	89	1841	.3	2.7	100	478	.4	2.5	193	915	.7	3.4	87	426	.3	2.4
4-Book	241	3140	.9	3.5	111	1821	.4	3.3	106	430	.4	2.8	217	818	.8	3.7	146	557	.5	3.8
KZLA-FM																				
FA '97	262	2245	1.0	3.8	140	1575	.5	4.2	125	412	.5	3.1	269	791	1.0	4.7	182	566	.7	5.1
4-Book	234	2032	.9	3.4	120	1331	.5	3.6	128	407	.5	3.4	230	711	.9	4.0	152	527	.6	4.0
KFRG-FM																				
FA '97	29	538	.1	.4	22	383	.1	.7	44	113	.2	1.1	46	147	.2	.8	23	85	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	7	196	.1	.1	9	171	.3	.3	3	12	.1	.1	10	40	.2	.2	21	54	.1	.6
4-Book	8	150	.1	.1	5	93	.2	.2	3	9	.1	.1	4	17	.1	.1	6	20	.1	.2
TOTALS																				
FA '97	6934	26243	25.2		3308	21539	12.0		3972	10263	14.4		5714	14018	20.8		3578	9623	13.0	
4-Book	6826	25862	25.1		3341	21354	12.3		3776	10049	13.9		5829	14030	21.5		3805	9909	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
FA '97	28	110	.1	1.5	73	171	.3	2.6	28	117	.1	.7	35	91	.1	1.1	38	152	.1	2.6
4-Book	23	86	.1	1.2	48	124	.2	1.9	36	150	.1	.9	35	115	.1	1.1	20	72	.1	1.4
KACD-FM																				
FA '97	4	12		.2	4	16		.1	3	42		.1	3	33		.1	3	34		.2
4-Book	7	24		.4	12	39		.5	20	74		.1	7	42		.3	9	42		.6
KBCD-FM																				
FA '97																				
4-Book	4	9		.2	2	3		.1	8	18		.2	4	13		.1	1	15		.1
KACE-FM																				
FA '97	6	49		.3	32	87		1.2	42	129		1.0	48	142		1.6	24	116		1.6
4-Book	39	123		1.9	28	76		1.1	37	144		.9	39	124		1.3	25	97		1.7
KRTO-FM																				
FA '97	3	31		.2	10	48		.4	5	46		.1	8	34		.3	4	58		.3
4-Book	13	41		.6	11	40		.4	13	51		.3	25	65		.8	12	51		.9
KBIG-FM																				
FA '97	122	335		6.6	67	248		2.4	115	410		2.8	111	401		3.6	39	159		2.6
4-Book	118	375		5.9	46	195		1.8	111	407		2.7	94	315		3.1	41	188		2.7
+KBUA-FM																				
FA '97					5	28		.2	6	35		.1	1	11			6	24		.4
4-Book	2	9		.1	7	21		.3	8	35		.2	6	19		.2	3	12		.2
KBUE-FM																				
FA '97	62	183		3.3	35	138		1.3	122	286		3.0	35	115		1.1	35	114		2.4
4-Book	48	130		2.4	55	173		2.2	80	237		1.9	49	137		1.6	31	104		2.0
KCBS-FM																				
FA '97	42	198		2.3	34	113		1.2	78	386		1.9	70	286		2.3	51	268		3.5
4-Book	44	180		2.2	40	143		1.6	88	360		2.1	82	314		2.7	38	195		2.5
KFI -AM																				
FA '97	14	98		.8	16	87		.6	71	202		1.7	31	135		1.0	19	129		1.3
4-Book	18	78		.9	42	147		1.7	63	207		1.5	36	135		1.2	27	106		1.8
KFSG-FM																				
FA '97	8	36		.4	28	109		1.0	23	125		.6	8	38		.3	7	15		.5
4-Book	9	44		.4	35	122		1.4	27	100		.7	13	53		.4	11	38		.7
KFVB-AM																				
FA '97	11	59		.6	35	139		1.3	19	105		.5	37	162		1.2	12	69		.8
4-Book	12	81		.6	46	210		1.8	32	172		.8	29	151		1.0	12	88		.8
KIBB-FM																				
FA '97	39	171		2.1	62	175		2.2	67	417		1.7	47	253		1.5	33	138		2.2
4-Book	49	206		2.4	40	155		1.5	96	390		2.3	68	247		2.2	31	131		2.1
KIEV-AM																				
FA '97													15	44		.5				
4-Book					2	3		.1	5	19		.1	5	15		.2				
KIIS-FM																				
FA '97	43	248		2.3	57	369		2.1	138	701		3.4	131	459		4.3	34	203		2.3
4-Book	54	285		2.7	67	315		2.6	171	663		4.1	132	482		4.3	38	192		2.5
KIKF-FM																				
FA '97	14	55		.8	30	140		1.1	47	155		1.2	29	81		.9	6	42		.4
4-Book	8	46		.4	14	71		.6	35	133		.9	14	48		.5	4	32		.3
KJLH-FM																				
FA '97	50	157		2.7	162	387		5.8	242	528		6.0	97	351		3.2	35	64		2.4
4-Book	55	156		2.8	112	293		4.3	155	403		3.7	66	238		2.2	36	113		2.4

Target Listener Estimates - Women 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	60	194	.2	3.2	118	334	.4	4.3	135	507	.5	3.3	141	374	.5	4.6	104	357	.4	7.1
4-Book	77	229	.3	3.8	105	286	.4	4.1	134	437	.5	3.3	108	334	.4	3.6	64	211	.3	4.4
KKGO-FM																				
FA '97	25	140	.1	1.3	73	165	.3	2.6	63	373	.2	1.6	84	272	.3	2.7	35	128	.1	2.4
4-Book	25	122	.1	1.3	40	151	.2	1.5	50	214	.2	1.2	58	187	.2	1.9	34	131	.1	2.3
KKHJ-AM																				
FA '97	28	69	.1	1.5	20	41	.1	.7	15	45	.1	.4	16	29	.1	.5	21	49	.1	1.4
4-Book	21	57	.1	1.1	30	62	.1	1.2	38	70	.2	.9	18	35	.1	.6	13	41	.1	.9
KKLA-AM																				
FA '97	5	11		.3													5	11		.3
4-Book	1	3		.1													1	3		.1
KKLA-FM																				
FA '97	6	14		.3	22	89	.1	.8	2	31							5	12		.3
4-Book	4	20		.2	25	112	.1	1.0	7	48			3	27		.1	3	13		.2
KLAC-AM																				
FA '97	9	31		.5				38	115	.1	.9	17	90	.1	.6	14	41	.1	.9	
4-Book	12	61		.6	15	50	.1	.6	39	119	.2	.9	17	81	.1	.6	13	45	.1	.9
KLAX-FM																				
FA '97	62	231	.2	3.3	101	332	.4	3.6	180	430	.7	4.4	115	253	.4	3.8	29	88	.1	2.0
4-Book	56	202	.2	2.8	95	247	.4	3.7	150	387	.6	3.6	104	247	.4	3.4	39	135	.1	2.7
KLOS-FM																				
FA '97	30	117	.1	1.6	18	63	.1	.6	53	285	.2	1.3	83	305	.3	2.7	36	120	.1	2.4
4-Book	31	145	.1	1.6	23	101	.1	.9	64	284	.3	1.5	78	293	.3	2.5	43	133	.2	2.8
KLSX-FM																				
FA '97	1	13		.1	45	138	.2	1.6	73	200	.3	1.8	3	28		.1	1	16		.1
4-Book	15	45	.1	.7	39	118	.2	1.5	66	196	.3	1.6	17	75	.1	.6	9	28	.1	.6
KLVE-FM																				
FA '97	208	645	.8	11.2	346	868	1.3	12.5	423	1004	1.5	10.4	221	513	.8	7.2	169	517	.6	11.5
4-Book	206	589	.8	10.4	293	763	1.1	11.4	396	1022	1.4	9.5	242	601	.9	7.9	132	408	.5	9.0
KLYY-FM																				
FA '97	15	133	.1	.8	1	12			11	80		.3	20	93	.1	.7	1	12		.1
4-Book	9	71		.5	10	60	.1	.4	38	197	.1	.9	30	154	.1	1.0	9	63		.6
KNX -AM																				
FA '97	32	158	.1	1.7	18	104	.1	.6	42	231	.2	1.0	26	143	.1	.9	41	181	.1	2.8
4-Book	26	110	.1	1.3	34	157	.2	1.3	34	186	.1	.8	35	146	.1	1.1	24	123	.1	1.6
KOST-FM																				
FA '97	86	294	.3	4.6	122	480	.4	4.4	177	581	.6	4.4	107	483	.4	3.5	87	356	.3	5.9
4-Book	143	500	.5	7.1	103	373	.4	4.0	163	609	.6	3.9	113	441	.4	3.7	89	368	.3	6.0
KPWR-FM																				
FA '97	72	243	.3	3.9	32	183	.1	1.2	118	447	.4	2.9	68	222	.2	2.2	59	197	.2	4.0
4-Book	71	232	.3	3.6	35	141	.1	1.4	106	378	.4	2.5	78	238	.3	2.5	54	180	.2	3.7
KRLA-AM																				
FA '97	27	66	.1	1.5	18	64	.1	.6	29	109	.1	.7	48	106	.2	1.6	20	67	.1	1.4
4-Book	22	67	.1	1.1	16	58	.1	.6	51	150	.2	1.2	49	132	.2	1.6	21	83	.1	1.4
KROQ-FM																				
FA '97	26	142	.1	1.4	29	134	.1	1.0	86	448	.3	2.1	73	302	.3	2.4	32	162	.1	2.2
4-Book	44	198	.2	2.2	33	149	.1	1.3	92	420	.3	2.2	87	372	.3	2.9	29	153	.1	2.0
KRRR-AM																				
FA '97					12	39		.4	21	54	.1	.5	5	26		.2	1	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KRTH-FM																				
FA '97	48	166	.2	2.6	80	277	.3	2.9	148	598	.5	3.6	143	469	.5	4.7	65	211	.2	4.4
4-Book	71	295	.3	3.6	95	379	.4	3.7	181	709	.7	4.3	158	526	.6	5.2	62	255	.2	4.2
KSCA-FM																				
FA '97	62	230	.2	3.3	231	569	.8	8.3	236	576	.9	5.8	89	222	.3	2.9	60	161	.2	4.1
4-Book	61	208	.2	3.1	180	428	.7	7.0	244	621	.9	5.9	113	295	.4	3.7	55	162	.2	3.7
+KSSE-FM																				
FA '97	24	84	.1	1.3	17	60	.1	.6	50	167	.2	1.2	33	125	.1	1.1	26	86	.1	1.8
4-Book	18	70	.1	1.0	19	59	.1	.7	36	103	.1	.9	24	84	.1	.8	11	48	.1	.7
KTNQ-AM																				
FA '97	42	127	.2	2.3	46	101	.2	1.7	29	95	.1	.7	52	136	.2	1.7	28	102	.1	1.9
4-Book	37	110	.1	1.9	57	128	.2	2.2	51	151	.2	1.2	36	91	.2	1.2	36	112	.1	2.4
KTWV-FM																				
FA '97	90	266	.3	4.8	109	336	.4	3.9	198	651	.7	4.9	216	510	.8	7.1	74	224	.3	5.0
4-Book	93	320	.4	4.7	103	369	.4	4.0	202	642	.8	4.8	158	437	.6	5.2	84	279	.3	5.6
KWKW-AM																				
FA '97	31	76	.1	1.7	40	78	.1	1.4	17	59	.1	.4	23	49	.1	.8	6	16		.4
4-Book	17	50	.1	.9	38	81	.1	1.5	35	76	.1	.9	21	44	.1	.7	10	38		.7
KWVE-FM																				
FA '97	10	29		.5	29	94	.1	1.0	19	107	.1	.5	9	56		.3	3	27		.2
4-Book	16	54	.1	.8	22	79	.1	.9	26	108	.1	.6	23	77	.1	.8	16	53	.1	1.0
KXMG-AM																				
FA '97	39	75	.1	2.1	23	50	.1	.8	39	85	.1	1.0	40	85	.1	1.3	18	52	.1	1.2
4-Book	43	87	.1	2.2	43	102	.2	1.7	63	139	.2	1.5	46	86	.2	1.5	24	68	.1	1.6
KYSR-FM																				
FA '97	44	248	.2	2.4	53	295	.2	1.9	132	683	.5	3.3	78	292	.3	2.6	13	97		.9
4-Book	61	296	.3	3.1	52	227	.2	2.0	136	571	.5	3.3	120	473	.5	3.9	45	243	.2	2.9
KZLA-FM																				
FA '97	44	175	.2	2.4	116	385	.4	4.2	230	786	.8	5.7	124	435	.5	4.1	27	176	.1	1.8
4-Book	44	173	.2	2.2	89	273	.3	3.5	175	598	.6	4.3	109	412	.4	3.6	34	170	.1	2.3
KFRG-FM																				
FA '97	7	16		.4	14	79	.1	.5	24	119	.1	.6	17	88	.1	.6	4	33		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	4	40		.2	10	35		.4	12	50		.3	11	78		.4	1	13		.1
4-Book	2	13		.1	6	15		.2	11	36		.3	7	32		.2	1	9		.1
TOTALS																				
FA '97	1857	5802	6.8		2770	7670	10.1		4059	11084	14.8		3056	7993	11.1		1475	4941	5.4	
4-Book	1992	6082	7.4		2569	7447	9.5		4170	11082	15.4		3061	8051	11.3		1484	4979	5.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
FA '97	133	2008	.6	3.4	273	1164	1.2	4.4	136	964	.6	2.4	167	1092	.7	3.6	56	446	.3	3.6
SU '97	101	1890	.5	2.7	200	876	.9	3.7	121	838	.6	2.2	114	870	.5	2.7	50	431	.2	3.3
SP '97	101	1771	.5	2.7	188	993	.9	3.3	141	998	.7	2.5	119	865	.6	2.7	34	366	.2	2.3
WI '97	102	1719	.5	2.7	224	1082	1.0	4.0	114	974	.5	2.0	129	939	.6	3.0	32	441	.1	2.3
4-Book	109	1847	.5	2.9	221	1029	1.0	3.9	128	944	.6	2.3	132	942	.6	3.0	43	421	.2	2.9
FA '96	128	2043	.6	3.3	286	1358	1.3	4.7	167	1117	.8	2.9	134	953	.6	3.0	22	329	.1	1.6
KACD-FM																				
FA '97	6	225		.2	7	92		.1	4	99		.1	7	121		.2		30		
SU '97	4	162		.1	2	37			5	67		.1	5	40		.1	1	38		.1
SP '97	5	177		.1	3	67		.1	5	94		.1	9	54		.2	2	55		.1
WI '97	5	265		.1	5	110		.1	9	168		.2	5	42		.1	3	70		.2
4-Book	5	207		.1	4	77		.1	6	107		.1	7	64		.2	2	48		.1
FA '96	5	138		.1	7	59		.1	6	68		.1	5	55		.1	5	56		.4
KBCD-FM																				
FA '97	1	78			2	50			2	50			2	51						
SU '97	4	119		.1	5	27		.1	8	66		.1	3	66		.1		14		
SP '97	3	89		.1	6	48		.1					6	54		.1				
WI '97	4	79		.1	3	25		.1	5	12		.1	3	12		.1	3	25		.2
4-Book	3	91		.1	4	38		.1	4	32		.1	4	46		.1	1	10		.1
FA '96		76				14			1	27				14						
KACE-FM																				
FA '97	71	875	.3	1.8	89	470	.4	1.4	97	433	.4	1.7	112	626	.5	2.4	45	321	.2	2.9
SU '97	71	931	.3	1.9	90	486	.4	1.7	80	482	.4	1.4	91	584	.4	2.1	52	382	.2	3.4
SP '97	48	769	.2	1.3	47	333	.2	.8	68	378	.3	1.2	64	446	.3	1.5	38	265	.2	2.6
WI '97	58	783	.3	1.6	82	427	.4	1.5	67	413	.3	1.2	71	503	.3	1.7	40	246	.2	2.9
4-Book	62	840	.3	1.7	77	429	.4	1.4	78	427	.4	1.4	85	540	.4	1.9	44	304	.2	3.0
FA '96	55	752	.3	1.4	67	449	.3	1.1	80	379	.4	1.4	54	446	.2	1.2	43	368	.2	3.1
KRTO-FM																				
FA '97	11	242		.3	14	90		.1	16	178		.1	15	141		.1	5	110		.3
SU '97	15	213		.1	12	113		.1	24	133		.1	23	123		.1	7	83		.5
SP '97	5	144		.1	3	25		.1	6	53		.1	2	66			3	29		.2
WI '97	8	152		.2	10	84		.2	15	126		.1	5	57		.1	7	13		.5
4-Book	10	188		.3	10	78		.1	15	123		.1	11	97		.1	6	59		.4
FA '96	6	126		.2	14	54		.1	8	50		.1	2	64			1	13		.1
KBIG-FM																				
FA '97	143	2692	.6	3.6	174	1377	.8	2.8	271	1420	1.2	4.7	191	1349	.9	4.1	51	615	.2	3.3
SU '97	123	2361	.6	3.3	189	1170	.9	3.5	230	1288	1.1	4.1	141	1260	.7	3.3	36	552	.2	2.3
SP '97	120	2220	.6	3.2	191	1097	.9	3.3	255	1119	1.2	4.6	148	1166	.7	3.4	25	501	.1	1.7
WI '97	131	2247	.6	3.5	177	1041	.8	3.1	249	1172	1.2	4.4	180	1053	.8	4.2	42	411	.2	3.1
4-Book	129	2380	.6	3.4	183	1171	.9	3.2	251	1250	1.2	4.5	165	1207	.8	3.8	39	520	.2	2.6
FA '96	156	2484	.7	4.1	274	1249	1.3	4.5	299	1388	1.4	5.3	179	1253	.8	4.0	16	307	.1	1.2
+KBUA-FM																				
FA '97	9	157		.2	12	106		.1	16	103		.1	10	77		.2	3	62		.2
SU '97	2	103		.1	1	26			5	77		.1	3	54		.1	1	28		.1
SP '97	11	110		.1	12	69		.1	21	82		.1	11	70		.1	1	14		.1
WI '97	6	141		.2	3	73		.1	15	43		.1	11	68		.1	2	42		.1
4-Book	7	128		.2	7	69		.1	14	76		.1	9	67		.1	2	37		.1
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	52	1010	.2	1.3	68	419	.3	1.1	71	535	.3	1.2	50	465	.2	1.1	25	285	.1	1.6
SU '97	62	840	.3	1.7	95	442	.4	1.7	103	541	.5	1.8	66	472	.3	1.6	14	183	.1	.9
SP '97	55	799	.3	1.5	74	382	.3	1.3	95	477	.4	1.7	48	392	.2	1.1	14	168	.1	1.0
WI '97	52	822	.2	1.4	67	439	.3	1.2	87	448	.4	1.5	37	353	.2	.9	20	243	.1	1.5
4-Book	55	868	.3	1.5	76	421	.3	1.3	89	500	.4	1.6	50	421	.2	1.2	18	220	.1	1.3
FA '96	32	718	.1	.8	48	296	.2	.8	34	363	.2	.6	31	298	.1	.7	7	104		.5

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

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

Target Listener Trends

Women 35-64

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
KCBS-FM																				
FA '97	93	2030	.4	2.4	139	1011	.6	2.3	131	918	.6	2.3	134	1235	.6	2.9	36	523	.2	2.3
SU '97	48	1595	.2	1.3	69	772	.3	1.3	77	762	.4	1.4	59	875	.3	1.4	17	472	.1	1.1
SP '97	82	1689	.4	2.2	79	779	.4	1.4	134	935	.6	2.4	125	995	.6	2.8	30	363	.1	2.1
WI '97	87	2029	.4	2.3	95	921	.4	1.7	147	979	.7	2.6	122	1183	.6	2.9	23	468	.1	1.7
4-Book	78	1836	.4	2.1	96	871	.4	1.7	122	899	.6	2.2	110	1072	.5	2.5	27	457	.1	1.8
FA '96	59	1596	.3	1.5	89	769	.4	1.5	86	852	.4	1.5	82	902	.4	1.8	12	256	.1	.9
KFI -AM																				
FA '97	174	2806	.8	4.4	227	1339	1.0	3.7	417	2100	1.9	7.2	203	1280	.9	4.4	28	379	.1	1.8
SU '97	202	2659	.9	5.5	281	1519	1.3	5.2	473	1972	2.2	8.4	217	1349	1.0	5.1	35	499	.2	2.3
SP '97	181	2693	.8	4.8	251	1325	1.2	4.3	385	1945	1.8	6.9	238	1451	1.1	5.4	35	404	.2	2.4
WI '97	193	2614	.9	5.2	259	1276	1.2	4.6	407	2029	1.9	7.2	230	1277	1.1	5.4	28	414	.1	2.1
4-Book	188	2693	.9	5.0	255	1365	1.2	4.5	421	2012	2.0	7.4	222	1339	1.0	5.1	32	424	.2	2.2
FA '96	193	2759	.9	5.0	213	1333	1.0	3.5	433	2016	2.0	7.6	229	1322	1.1	5.1	45	580	.2	3.3
KFSG-FM																				
FA '97	25	655	.1	.6	57	410	.3	.9	35	267	.2	.6	21	314	.1	.5	7	187	.1	.4
SU '97	25	490	.1	.7	42	327	.2	.8	39	243	.2	.7	25	209	.1	.6	11	153	.1	.7
SP '97	45	449	.2	1.2	78	319	.4	1.4	48	249	.2	.9	56	262	.3	1.3	19	99	.1	1.3
WI '97	20	495	.1	.5	46	373	.2	.8	24	231	.1	.4	19	207	.1	.4	6	96	.1	.4
4-Book	29	522	.1	.8	56	357	.3	1.0	37	248	.2	.7	30	248	.2	.7	11	134	.1	.7
FA '96	34	486	.2	.9	47	288	.2	.8	65	301	.3	1.1	36	227	.2	.8	9	147	.1	.7
KFWB-AM																				
FA '97	73	2414	.3	1.8	153	1457	.7	2.5	59	858	.3	1.0	112	1363	.5	2.4	30	505	.1	1.9
SU '97	70	2129	.3	1.9	170	1240	.8	3.1	66	888	.3	1.2	73	949	.3	1.7	26	470	.1	1.7
SP '97	63	2150	.3	1.7	157	1351	.7	2.7	51	792	.2	.9	90	1101	.4	2.0	24	435	.1	1.7
WI '97	94	2494	.4	2.5	209	1736	1.0	3.7	101	1056	.5	1.8	123	1306	.6	2.9	27	344	.1	2.0
4-Book	75	2297	.3	2.0	172	1446	.8	3.0	69	899	.3	1.2	100	1180	.5	2.3	27	439	.1	1.8
FA '96	71	2214	.3	1.9	165	1409	.8	2.7	61	995	.3	1.1	97	1258	.4	2.1	28	549	.1	2.0
KIBB-FM																				
FA '97	38	1056	.2	1.0	64	502	.3	1.0	57	458	.3	1.0	41	561	.2	.9	15	190	.1	1.0
SU '97	49	1072	.2	1.3	60	495	.3	1.1	67	495	.3	1.2	64	512	.3	1.5	26	384	.1	1.7
SP '97	40	1174	.2	1.1	62	589	.3	1.1	66	569	.3	1.2	38	419	.2	.9	13	151	.1	.9
WI '97	80	1289	.4	2.2	91	553	.4	1.6	154	675	.7	2.7	92	666	.4	2.2	23	332	.1	1.7
4-Book	52	1148	.3	1.4	69	535	.3	1.2	86	549	.4	1.5	59	540	.3	1.4	19	264	.1	1.3
FA '96	52	1212	.2	1.4	81	572	.4	1.3	80	629	.4	1.4	60	583	.3	1.3	16	220	.1	1.2
KIEV-AM																				
FA '97	19	394	.1	.5	15	96	.1	.2	48	256	.2	.8	25	113	.1	.5	3	29	.1	.2
SU '97	23	354	.1	.6	8	82	.1	.1	56	234	.3	1.0	44	137	.2	1.0	6	103	.1	.4
SP '97	6	209	.2	1.1	11	65	.1	.2	4	65	.1	.1	14	85	.1	.3	4	45	.1	.3
WI '97	7	169	.2	.4	4	44	.1	.1	11	55	.1	.2	14	70	.1	.3	7	58	.1	.5
4-Book	14	282	.1	.4	10	72	.1	.2	30	153	.2	.5	24	101	.1	.5	5	59	.1	.4
FA '96	8	224	.2	.2	15	104	.1	.2	9	73	.1	.2	13	51	.1	.3	1	13	.1	.1
KIIS-FM																				
FA '97	111	2847	.5	2.8	235	1858	1.1	3.8	111	1259	.5	1.9	119	1349	.5	2.6	49	590	.2	3.1
SU '97	95	2413	.4	2.6	162	1302	.7	3.0	135	1197	.6	2.4	117	1096	.5	2.8	31	417	.1	2.0
SP '97	97	2362	.4	2.6	195	1430	.9	3.4	101	1015	.5	1.8	108	1061	.5	2.5	38	585	.2	2.6
WI '97	101	2487	.5	2.7	201	1361	.9	3.6	116	1125	.5	2.1	128	1394	.6	3.0	33	565	.2	2.4
4-Book	101	2527	.5	2.7	198	1488	.9	3.5	116	1149	.5	2.1	118	1225	.5	2.7	38	539	.2	2.5
FA '96	105	2484	.5	2.7	185	1269	.9	3.1	112	1197	.5	2.0	147	1420	.7	3.3	45	638	.2	3.3
KIKF-FM																				
FA '97	33	494	.1	.8	47	200	.2	.8	49	214	.2	.8	48	328	.2	1.0	7	138	.1	.4
SU '97	33	373	.2	.9	40	208	.2	.7	62	232	.3	1.1	45	208	.2	1.1	11	122	.1	.7
SP '97	13	389	.1	.3	20	138	.1	.3	16	151	.1	.3	19	237	.1	.4	4	151	.1	.3
WI '97	46	493	.2	1.2	80	292	.4	1.4	75	331	.3	1.3	52	313	.2	1.2	9	161	.1	.7
4-Book	31	437	.2	.8	47	210	.2	.8	51	232	.2	.9	41	272	.2	.9	8	143	.1	.5
FA '96	22	336	.1	.6	25	174	.1	.4	39	189	.2	.7	36	245	.2	.8	3	86	.1	.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

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	81	1049	.4	2.0	120	558	.5	1.9	102	537	.5	1.8	72	510	.3	1.6	40	349	.2	2.6
SU '97	60	961	.3	1.6	91	529	.4	1.7	86	498	.4	1.5	51	371	.2	1.2	19	257	.1	1.2
SP '97	66	814	.3	1.7	112	409	.5	1.9	70	371	.3	1.3	49	385	.2	1.1	52	346	.2	3.6
WI '97	56	877	.3	1.5	74	458	.3	1.3	64	452	.3	1.1	66	463	.3	1.6	32	272	.1	2.3
4-Book	66	925	.3	1.7	99	489	.4	1.7	81	465	.4	1.4	60	432	.3	1.4	36	306	.2	2.4
FA '96	66	950	.3	1.7	87	508	.4	1.4	81	362	.4	1.4	75	509	.3	1.7	34	306	.2	2.5
KKBT-FM																				
FA '97	101	1304	.5	2.6	161	687	.7	2.6	136	623	.6	2.4	100	672	.4	2.2	56	434	.3	3.6
SU '97	66	1095	.3	1.8	117	541	.5	2.2	83	537	.4	1.5	85	585	.4	2.0	39	353	.2	2.5
SP '97	76	1250	.4	2.0	136	648	.6	2.4	81	599	.4	1.4	96	631	.4	2.2	27	196	.1	1.9
WI '97	120	1486	.6	3.2	208	878	1.0	3.7	144	759	.7	2.6	129	768	.6	3.0	54	447	.2	4.0
4-Book	91	1284	.5	2.4	156	689	.7	2.7	111	630	.5	2.0	103	664	.5	2.4	44	358	.2	3.0
FA '96	121	1572	.6	3.2	240	995	1.1	4.0	157	829	.7	2.8	132	925	.6	2.9	39	348	.2	2.9
KKGO-FM																				
FA '97	80	1615	.4	2.0	84	826	.4	1.4	143	811	.6	2.5	99	842	.4	2.1	33	459	.1	2.1
SU '97	79	1515	.4	2.1	88	746	.4	1.6	112	733	.5	2.0	105	837	.5	2.5	42	558	.2	2.7
SP '97	76	1718	.4	2.0	78	722	.4	1.4	105	891	.5	1.9	101	772	.5	2.3	49	605	.2	3.4
WI '97	65	1433	.3	1.7	84	603	.4	1.5	82	708	.4	1.5	102	876	.5	2.4	36	542	.2	2.6
4-Book	75	1570	.4	2.0	84	724	.4	1.5	111	786	.5	2.0	102	832	.5	2.3	40	541	.2	2.7
FA '96	78	1644	.4	2.0	96	827	.4	1.6	124	910	.6	2.2	92	917	.4	2.0	44	498	.2	3.2
KKHJ-AM																				
FA '97	27	400	.1	.7	38	217	.2	.6	22	208	.1	.4	15	97	.1	.3	45	120	.2	2.9
SU '97	13	264	.1	.4	24	128	.1	.4	22	154	.1	.4	8	38	.1	.2	3	38	.1	.2
SP '97	21	417	.1	.6	34	231	.2	.6	27	152	.1	.5	18	127	.1	.4	10	119	.1	.7
WI '97	51	548	.2	1.4	96	331	.4	1.7	65	292	.3	1.2	37	180	.2	.9	18	121	.1	1.3
4-Book	28	407	.1	.8	48	227	.2	.8	34	202	.2	.6	20	111	.1	.5	19	100	.1	1.3
FA '96	41	416	.2	1.1	70	263	.3	1.2	73	230	.3	1.3	29	125	.1	.6	18	139	.1	1.3
KKLA-AM																				
FA '97	1	17			2	17			1	17										
SU '97	1	52			1	13			1	25			4	25						
SP '97																				
WI '97		14			1	14			1	11			1	6						
4-Book	1	21			1	11			1	11			1	6						
FA '96	5	23		.1	2	9			14	23		.1	.2	5	23			.1		
KKLA-FM																				
FA '97	26	624	.1	.7	75	468	.3	1.2	16	235	.1	.3	30	304	.1	.6	15	224	.1	1.0
SU '97	27	529	.1	.7	47	344	.2	.9	30	267	.1	.5	44	333	.2	1.0	15	178	.1	1.0
SP '97	26	557	.1	.7	57	372	.3	1.0	36	245	.2	.6	27	250	.1	.6	10	152	.1	.7
WI '97	34	538	.2	.9	83	415	.4	1.5	42	235	.2	.7	37	285	.2	.9	7	119	.1	.5
4-Book	28	562	.1	.8	66	400	.3	1.2	31	246	.2	.5	35	293	.2	.8	12	168	.1	.8
FA '96	35	657	.2	.9	63	388	.3	1.0	28	323	.1	.5	58	336	.3	1.3	21	203	.1	1.5
KLAC-AM																				
FA '97	66	1385	.3	1.7	85	471	.4	1.4	88	575	.4	1.5	112	809	.5	2.4	23	260	.1	1.5
SU '97	94	1565	.4	2.5	104	637	.5	1.9	145	795	.7	2.6	114	849	.5	2.7	45	574	.2	2.9
SP '97	70	1201	.3	1.9	66	491	.3	1.1	117	590	.5	2.1	101	714	.5	2.3	23	348	.1	1.6
WI '97	90	1273	.4	2.4	133	682	.6	2.4	168	768	.8	3.0	105	787	.5	2.5	16	234	.1	1.2
4-Book	80	1356	.4	2.1	97	570	.5	1.7	130	682	.6	2.3	108	790	.5	2.5	27	354	.1	1.8
FA '96	77	1166	.4	2.0	61	446	.3	1.0	134	772	.6	2.4	98	720	.5	2.2	38	353	.2	2.8
KLAX-FM																				
FA '97	70	1280	.3	1.8	77	575	.3	1.2	105	689	.5	1.8	74	685	.3	1.6	30	277	.1	1.9
SU '97	93	1148	.4	2.5	123	608	.6	2.3	138	602	.6	2.5	115	637	.5	2.7	34	303	.2	2.2
SP '97	77	1121	.4	2.0	113	605	.5	2.0	104	589	.5	1.9	95	565	.4	2.2	32	290	.1	2.2
WI '97	79	1128	.4	2.1	114	557	.5	2.0	110	656	.5	2.0	96	578	.4	2.3	23	244	.1	1.7
4-Book	80	1169	.4	2.1	107	586	.5	1.9	114	634	.5	2.1	95	616	.4	2.2	30	279	.1	2.0
FA '96	115	1331	.5	3.0	186	853	.9	3.1	192	844	.9	3.4	105	686	.5	2.3	28	314	.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 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLOS-FM																				
FA '97	70	1481	.3	1.8	190	746	.9	3.1	59	554	.3	1.0	77	832	.3	1.7	25	352	.1	1.6
SU '97	55	1259	.3	1.5	117	673	.5	2.2	60	458	.3	1.1	60	582	.3	1.4	12	243	.1	.8
SP '97	65	1304	.3	1.7	164	679	.8	2.8	69	493	.3	1.2	70	529	.3	1.6	27	246	.1	1.9
WI '97	44	1134	.2	1.2	101	672	.5	1.8	44	335	.2	.8	42	458	.2	1.0	7	203	.5	.5
4-Book	59	1295	.3	1.6	143	693	.7	2.5	58	460	.3	1.0	62	600	.3	1.4	18	261	.1	1.2
FA '96	54	1076	.2	1.4	166	646	.8	2.7	60	455	.3	1.1	53	561	.2	1.2	8	187	.6	.6
KLSX-FM																				
FA '97	49	994	.2	1.2	190	630	.9	3.1	51	490	.2	.9	28	224	.1	.6	4	55		.3
SU '97	39	989	.2	1.1	132	626	.6	2.4	67	460	.3	1.2	14	229	.1	.3		11		
SP '97	46	802	.2	1.2	175	562	.8	3.0	41	399	.2	.7	27	237	.1	.6	6	101		.4
WI '97	56	934	.3	1.5	218	594	1.0	3.9	52	458	.2	.9	23	256	.1	.5	4	82		.3
4-Book	48	930	.2	1.3	179	603	.8	3.1	53	452	.2	.9	23	237	.1	.5	4	62		.3
FA '96	58	1007	.3	1.5	198	715	.9	3.3	64	450	.3	1.1	51	274	.2	1.1	4	40		.3
KLVE-FM																				
FA '97	303	2694	1.4	7.7	443	1695	2.0	7.2	495	1781	2.2	8.6	299	1619	1.3	6.4	94	852	.4	6.0
SU '97	246	2388	1.1	6.6	393	1501	1.8	7.2	415	1595	1.9	7.4	214	1412	1.0	5.0	86	840	.4	5.6
SP '97	307	2801	1.4	8.1	574	1874	2.7	9.9	445	1778	2.1	7.9	290	1497	1.3	6.6	115	914	.5	7.9
WI '97	254	2344	1.2	6.8	370	1594	1.7	6.6	364	1523	1.7	6.5	249	1263	1.2	5.9	113	809	.5	8.3
4-Book	278	2557	1.3	7.3	445	1666	2.1	7.7	430	1669	2.0	7.6	263	1448	1.2	6.0	102	854	.5	7.0
FA '96	307	2624	1.4	8.0	547	1805	2.5	9.0	431	1817	2.0	7.6	261	1519	1.2	5.8	138	977	.6	10.1
KLYY-FM																				
FA '97	9	499	.2		19	318	.1	.3	8	222	.1	.3	14	234	.1	.3	5	102		.3
SU '97	10	373	.3		9	183	.2		14	208	.1	.2	18	255	.1	.4	6	93		.4
SP '97	9	333	.2		17	200	.1	.3	9	120	.2		11	161	.1	.3	4	96		.3
WI '97	14	515	.1	.4	29	255	.1	.5	21	151	.1	.4	18	293	.1	.4	3	111		.2
4-Book	11	430	.3		19	239	.1	.3	13	175	.1	.2	15	236	.1	.4	5	101		.3
FA '96	11	442	.1	.3	15	267	.1	.2	20	202	.1	.4	15	228	.1	.3	1	50		.1
KNX -AM																				
FA '97	85	2338	.4	2.1	182	1361	.8	3.0	81	824	.4	1.4	108	1074	.5	2.3	47	550	.2	3.0
SU '97	68	1928	.3	1.8	114	1190	.5	2.1	59	868	.3	1.1	89	798	.4	2.1	39	539	.2	2.5
SP '97	86	2062	.4	2.3	163	1324	.8	2.8	90	984	.4	1.6	106	1112	.5	2.4	35	651	.2	2.4
WI '97	80	2285	.4	2.2	174	1444	.8	3.1	79	1045	.4	1.4	102	1207	.5	2.4	37	566	.2	2.7
4-Book	80	2153	.4	2.1	158	1330	.7	2.8	77	930	.4	1.4	101	1048	.5	2.3	40	577	.2	2.7
FA '96	82	2243	.4	2.1	184	1271	.9	3.0	68	941	.3	1.2	108	1161	.5	2.4	45	647	.2	3.3
KOST-FM																				
FA '97	254	3975	1.1	6.4	355	2244	1.6	5.8	453	2077	2.0	7.8	330	2242	1.5	7.1	90	1137	.4	5.8
SU '97	241	3409	1.1	6.5	344	1808	1.6	6.3	391	1886	1.8	7.0	277	2004	1.3	6.5	130	1308	.6	8.5
SP '97	177	3044	.8	4.7	205	1463	.9	3.5	277	1708	1.3	4.9	240	1719	1.1	5.5	88	1025	.4	6.1
WI '97	189	3128	.9	5.1	248	1593	1.1	4.4	331	1693	1.5	5.9	256	1809	1.2	6.0	76	899	.4	5.6
4-Book	215	3389	1.0	5.7	288	1777	1.3	5.0	363	1841	1.7	6.4	276	1944	1.3	6.3	96	1092	.5	6.5
FA '96	239	3312	1.1	6.2	328	1788	1.5	5.4	376	1902	1.7	6.6	314	1923	1.5	7.0	92	1012	.4	6.7
KPWR-FM																				
FA '97	49	1262	.2	1.2	62	573	.3	1.0	65	380	.3	1.1	56	646	.3	1.2	24	360	.1	1.5
SU '97	37	862	.2	1.0	52	352	.2	1.0	46	456	.2	.8	38	378	.2	.9	22	266	.1	1.4
SP '97	29	1069	.1	.8	44	369	.2	.8	32	309	.1	.6	37	458	.2	.8	12	252	.1	.8
WI '97	36	1055	.2	1.0	41	373	.2	.7	44	485	.2	.8	41	503	.2	1.0	9	240	.7	.7
4-Book	38	1062	.2	1.0	50	417	.2	.9	47	408	.2	.8	43	496	.2	1.0	17	280	.1	1.1
FA '96	28	1036	.1	.7	33	390	.2	.5	33	442	.2	.6	34	434	.2	.8	11	132	.1	.8
KRLA-AM																				
FA '97	28	596	.1	.7	42	379	.2	.7	40	272	.2	.7	35	279	.2	.8	14	187	.1	.9
SU '97	46	824	.2	1.2	61	466	.3	1.1	71	484	.3	1.3	38	361	.2	.9	19	263	.1	1.2
SP '97	33	631	.2	.9	42	341	.2	.7	33	302	.2	.6	35	363	.2	.8	20	182	.1	1.4
WI '97	37	771	.2	1.0	32	301	.1	.6	65	390	.3	1.2	37	359	.2	.9	16	178	.1	1.2
4-Book	36	706	.2	1.0	44	372	.2	.8	52	362	.3	1.0	36	341	.2	.9	17	203	.1	1.2
FA '96	43	707	.2	1.1	49	316	.2	.8	70	414	.3	1.2	46	351	.2	1.0	13	146	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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																				
FA '97	39	993	.2	1.0	69	519	.3	1.1	56	482	.3	1.0	49	558	.2	1.1	13	269	.1	.8
SU '97	43	1045	.2	1.2	74	497	.3	1.4	58	480	.3	1.0	42	468	.2	1.0	17	321	.1	1.1
SP '97	42	931	.2	1.1	88	466	.4	1.5	66	455	.3	1.2	52	464	.2	1.2	10	281		.7
WI '97	32	864	.1	.9	52	376	.2	.9	44	361	.2	.8	29	509	.1	.7	15	135	.1	1.1
4-Book	39	958	.2	1.1	71	465	.3	1.2	56	445	.3	1.0	43	500	.2	1.0	14	252	.1	.9
FA '96	19	817	.1	.5	28	360	.1	.5	29	243	.1	.5	27	437	.1	.6	9	111		.7
KRRA-AM																				
FA '97	21	265	.1	.5	39	117	.2	.6	40	176	.2	.7	5	40		.1	5	49		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	13	164	.1	.3	13	96	.1	.2	16	83	.1	.3	12	58	.1	.3	5	65		.3
WI '97	20	292	.1	.5	37	202	.2	.7	36	174	.2	.6	15	158	.1	.4	12	90	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	25	263	.1	.7	39	139	.2	.6	41	111	.2	.7	30	155	.1	.7	3	22		.2
KRTH-FM																				
FA '97	219	4506	1.0	5.5	327	2499	1.5	5.3	374	2341	1.7	6.5	274	2327	1.2	5.9	65	951	.3	4.2
SU '97	215	4318	1.0	5.8	268	2156	1.2	4.9	354	2257	1.6	6.3	264	2284	1.2	6.2	73	976	.3	4.7
SP '97	243	4393	1.1	6.4	324	2216	1.5	5.6	372	2277	1.7	6.6	321	2396	1.5	7.3	77	1148	.4	5.3
WI '97	200	4041	.9	5.4	293	2069	1.4	5.2	281	2121	1.3	5.0	260	2388	1.2	6.1	72	968	.3	5.3
4-Book	219	4315	1.0	5.8	303	2235	1.4	5.3	345	2249	1.6	6.1	280	2349	1.3	6.4	72	1011	.3	4.9
FA '96	235	3845	1.1	6.1	349	2139	1.6	5.8	331	2126	1.5	5.8	311	2299	1.4	6.9	93	1033	.4	6.8
KSCA-FM																				
FA '97	153	1601	.7	3.9	284	1067	1.3	4.6	223	949	1.0	3.9	130	807	.6	2.8	47	404	.2	3.0
SU '97	133	1375	.6	3.6	269	836	1.2	4.9	191	991	.9	3.4	121	639	.6	2.9	37	290	.2	2.4
SP '97	131	1353	.6	3.5	244	849	1.1	4.2	176	921	.8	3.1	104	679	.5	2.4	54	308	.2	3.7
WI '97	89	1149	.4	2.4	111	477	.5	2.0	125	678	.6	2.2	92	554	.4	2.2	46	377	.2	3.4
4-Book	127	1370	.6	3.4	227	807	1.0	3.9	179	885	.8	3.2	112	670	.5	2.6	46	345	.2	3.1
FA '96	50	882	.2	1.3	77	534	.4	1.3	79	614	.4	1.4	66	614	.3	1.5	14	350	.1	1.0
+KSSE-FM																				
FA '97	24	426	.1	.6	24	207	.1	.4	41	290	.2	.7	31	240	.1	.7	10	90		.6
SU '97	11	365	.1	.3	12	117	.1	.2	14	174	.1	.2	9	139		.2	5	59		.3
SP '97	15	295	.1	.4	13	136	.1	.2	27	158	.1	.5	19	121	.1	.4	1	56		.1
WI '97	11	216	.1	.3	25	104	.1	.4	10	103		.2	8	87		.2	3	45		.2
4-Book	15	326	.1	.4	19	141	.1	.3	23	181	.1	.4	17	147	.1	.4	5	63		.3
FA '96	11	275	.1	.3	9	78		.1	15	192	.1	.3	13	134	.1	.3	6	83		.4
KTNQ-AM																				
FA '97	72	857	.3	1.8	161	520	.7	2.6	94	563	.4	1.6	48	347	.2	1.0	47	314	.2	3.0
SU '97	65	740	.3	1.8	80	295	.4	1.5	104	448	.5	1.9	69	349	.3	1.6	46	230	.2	3.0
SP '97	112	925	.5	3.0	162	606	.7	2.8	211	568	1.0	3.8	121	554	.6	2.8	37	330	.2	2.6
WI '97	99	954	.5	2.7	118	469	.5	2.1	223	667	1.0	4.0	95	423	.4	2.2	43	296	.2	3.2
4-Book	87	869	.4	2.3	130	473	.6	2.3	158	562	.7	2.8	83	418	.4	1.9	43	293	.2	3.0
FA '96	52	721	.2	1.4	100	413	.5	1.6	76	397	.4	1.3	35	278	.2	.8	29	246	.1	2.1
KTWV-FM																				
FA '97	230	2905	1.0	5.8	285	1594	1.3	4.6	386	1627	1.7	6.7	288	1730	1.3	6.2	84	865	.4	5.4
SU '97	238	3020	1.1	6.4	305	1515	1.4	5.6	366	1639	1.7	6.5	329	1914	1.5	7.8	107	963	.5	7.0
SP '97	191	2583	.9	5.1	228	1386	1.1	3.9	326	1517	1.5	5.8	252	1514	1.2	5.7	61	584	.3	4.2
WI '97	242	2921	1.1	6.5	254	1597	1.2	4.5	433	1748	2.0	7.7	338	1939	1.6	8.0	94	932	.4	6.9
4-Book	225	2857	1.0	6.0	268	1523	1.3	4.7	378	1633	1.7	6.7	302	1774	1.4	6.9	87	836	.4	5.9
FA '96	230	2883	1.1	6.0	298	1658	1.4	4.9	388	1475	1.8	6.8	304	1783	1.4	6.7	84	869	.4	6.1
KWKV-AM																				
FA '97	38	590	.2	1.0	71	295	.3	1.2	58	263	.3	1.0	24	222	.1	.5	13	107	.1	.8
SU '97	34	446	.2	.9	82	289	.4	1.5	39	215	.2	.7	27	113	.1	.6	10	88		.7
SP '97	60	584	.3	1.6	128	399	.6	2.2	86	303	.4	1.5	37	183	.2	.8	6	101		.4
WI '97	51	630	.2	1.4	102	373	.5	1.8	82	329	.4	1.5	34	234	.2	.8	18	127	.1	1.3
4-Book	46	563	.2	1.2	96	339	.5	1.7	66	278	.3	1.2	31	188	.2	.7	12	106	.1	.8
FA '96	70	647	.3	1.8	123	415	.6	2.0	132	422	.6	2.3	62	339	.3	1.4	11	159	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

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
KWVE-FM																				
FA '97	33	723	.1	.8	49	413	.2	.8	50	348	.2	.9	41	415	.2	.9	16	244	.1	1.0
SU '97	33	577	.2	.9	40	313	.2	.7	29	348	.1	.5	48	338	.2	1.1	21	176	.1	1.4
SP '97	36	770	.2	1.0	72	564	.3	1.2	56	451	.3	1.0	30	337	.1	.7	19	279	.1	1.3
WI '97	25	493	.1	.7	35	271	.2	.6	44	285	.2	.8	28	259	.1	.7	8	114	.1	.6
4-Book	32	641	.2	.9	49	390	.2	.8	45	358	.2	.8	37	337	.2	.9	16	203	.1	1.1
FA '96	32	498	.1	.8	31	327	.1	.5	35	272	.2	.6	64	374	.3	1.4	10	116		.7
KXMG-AM																				
FA '97	24	229	.1	.6	32	104	.1	.5	22	83	.1	.4	21	90	.1	.5	22	70	.1	1.4
SU '97	77	631	.4	2.1	94	307	.4	1.7	115	358	.5	2.1	83	305	.4	2.0	52	254	.2	3.4
SP '97	54	635	.2	1.4	72	322	.3	1.2	81	420	.4	1.4	51	340	.2	1.2	34	190	.2	2.3
WI '97	61	579	.3	1.6	57	240	.3	1.0	81	343	.4	1.4	63	254	.3	1.5	38	190	.2	2.8
4-Book	54	519	.3	1.4	64	243	.3	1.1	75	301	.4	1.3	55	247	.3	1.3	37	176	.2	2.5
FA '96	58	478	.3	1.5	87	287	.4	1.4	104	337	.5	1.8	62	267	.3	1.4	13	162	.1	1.0
KYSR-FM																				
FA '97	60	1619	.3	1.5	80	895	.4	1.3	91	726	.4	1.6	95	1094	.4	2.0	20	528	.1	1.3
SU '97	70	1665	.3	1.9	86	772	.4	1.6	94	921	.4	1.7	94	1028	.4	2.2	28	450	.1	1.8
SP '97	95	1950	.4	2.5	124	942	.6	2.1	136	983	.6	2.4	132	1071	.6	3.0	31	476	.1	2.1
WI '97	77	1620	.4	2.1	114	831	.5	2.0	120	801	.6	2.1	92	755	.4	2.2	28	411	.1	2.1
4-Book	76	1714	.4	2.0	101	860	.5	1.8	110	858	.5	2.0	103	987	.5	2.4	27	466	.1	1.8
FA '96	69	1464	.3	1.8	115	922	.5	1.9	117	827	.5	2.1	96	799	.4	2.1	14	333	.1	1.0
KZLA-FM																				
FA '97	165	2227	.7	4.2	250	1400	1.1	4.1	235	1306	1.1	4.1	218	1470	1.0	4.7	45	658	.2	2.9
SU '97	162	1882	.7	4.4	194	1193	.9	3.6	264	1174	1.2	4.7	204	1330	.9	4.8	38	614	.2	2.5
SP '97	170	1874	.8	4.5	261	1191	1.2	4.5	275	1166	1.3	4.9	205	1149	.9	4.7	57	541	.3	3.9
WI '97	136	1757	.6	3.7	213	1146	1.0	3.8	222	1081	1.0	3.9	144	1153	.7	3.4	26	498	.1	1.9
4-Book	158	1935	.7	4.2	230	1233	1.1	4.0	249	1182	1.2	4.4	193	1276	.9	4.4	42	578	.2	2.8
FA '96	129	1791	.6	3.4	203	1012	.9	3.3	198	935	.9	3.5	174	1262	.8	3.9	27	478	.1	2.0
KFRG-FM																				
FA '97	18	541	.1	.5	12	190	.1	.2	20	235	.1	.3	31	260	.1	.7	6	95		.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	18	438	.1	.5	35	267	.2	.6	12	177	.1	.2	29	295	.1	.6	7	143		.5
XTRA-AM																				
FA '97	7	256		.2	7	72		.1	4	49		.1	10	155		.2	3	40		.2
SU '97	2	110		.1		26			1	38			4	51		.1	2	11		.1
SP '97	4	129		.1	6	47		.1	8	74		.1					1	28		.1
WI '97	2	133		.1	3	13		.1		11			5	35		.1		29		
4-Book	4	157		.1	4	40		.1	3	43		.1	5	60		.1	2	27		.1
FA '96	3	219		.1	1	14			2	46			2	42			1	41		.1
TOTALS																				
FA '97	3957	21426	17.7		6167	19136	27.7		5785	17008	25.9		4643	18317	20.8		1564	10720	7.0	
SU '97	3703	20523	17.1		5439	17926	25.2		5608	16960	26.0		4243	17223	19.6		1537	10709	7.1	
SP '97	3775	20452	17.5		5776	18523	26.7		5598	16891	25.9		4391	17503	20.3		1449	10324	6.7	
WI '97	3715	20595	17.2		5628	18246	26.1		5641	17147	26.1		4251	17225	19.7		1363	9742	6.3	
4-Book	3788	20749	17.4		5753	18458	26.4		5658	17002	26.0		4382	17567	20.1		1478	10374	6.8	
FA '96	3834	20509	17.7		6062	18344	28.1		5673	16961	26.3		4512	17468	20.9		1367	10250	6.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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																				
FA '97	188	1709	.8	3.4	89	969	.4	3.3	124	345	.6	3.7	126	379	.6	2.8	73	227	.3	2.4
4-Book	158	1608	.7	3.0	67	840	.3	2.5	121	335	.6	3.8	100	305	.5	2.2	50	155	.2	1.7
KACD-FM																				
FA '97	6	188		.1	8	118		.3	6	12		.2	14	24	.1	.3	13	48	.1	.4
4-Book	6	173		.1	6	91		.2	2	6		.1	13	27	.1	.3	7	26		.2
KBCD-FM																				
FA '97	2	78			4	32		.2	3	13		.1	5	12		.1	7	15		.2
4-Book	4	74		.1	4	32		.2	3	13		.1	5	12		.1	7	15		.2
KACE-FM																				
FA '97	99	763	.4	1.8	39	438	.2	1.4	35	100	.2	1.0	61	213	.3	1.4	79	198	.4	2.5
4-Book	80	713	.4	1.5	43	465	.2	1.6	35	93	.2	1.1	80	216	.4	1.8	72	173	.4	2.4
KRTO-FM																				
FA '97	15	196	.1	.3	8	129		.3	2	14		.1	7	45		.2	10	57		.3
4-Book	12	150	.1	.3	8	91		.3	6	20		.2	12	40		.3	18	53	.1	.6
KBIG-FM																				
FA '97	216	2319	1.0	3.9	76	1239	.3	2.8	97	293	.4	2.9	128	524	.6	2.9	82	323	.4	2.6
4-Book	203	2001	.9	3.8	59	1034	.3	2.2	70	245	.3	2.2	99	374	.5	2.2	50	215	.2	1.6
+KBUA-FM																				
FA '97	13	143	.1	.2	6	93		.2	9	12		.3	14	50	.1	.3	11	51		.4
4-Book	10	111	.1	.2	5	63		.2	5	14		.2	12	33	.1	.3	5	20		.2
KBUE-FM																				
FA '97	63	791	.3	1.1	50	524	.2	1.8	82	172	.4	2.4	64	191	.3	1.4	68	144	.3	2.2
4-Book	73	741	.3	1.4	49	462	.2	1.8	62	146	.3	1.9	85	218	.4	1.8	53	133	.2	1.7
KCBS-FM																				
FA '97	134	1792	.6	2.4	58	1020	.3	2.1	61	258	.3	1.8	105	474	.5	2.4	76	307	.3	2.5
4-Book	110	1555	.5	2.1	54	897	.3	2.0	55	196	.3	1.7	111	423	.5	2.4	74	296	.3	2.5
KFI -AM																				
FA '97	293	2705	1.3	5.3	62	898	.3	2.3	127	426	.6	3.7	120	331	.5	2.7	47	137	.2	1.5
4-Book	309	2533	1.4	5.9	78	1063	.4	3.0	162	502	.8	5.0	182	515	.8	3.9	64	216	.3	2.1
KFSG-FM																				
FA '97	37	522	.2	.7	16	307	.1	.6	27	105	.1	.8	20	79	.1	.5	14	38	.1	.5
4-Book	41	434	.2	.8	20	279	.1	.8	29	99	.2	.9	27	88	.1	.6	27	63	.2	.9
KFWB-AM																				
FA '97	105	2137	.5	1.9	46	992	.2	1.7	67	332	.3	2.0	62	327	.3	1.4	48	244	.2	1.5
4-Book	110	2083	.5	2.1	45	1028	.2	1.7	85	367	.4	2.7	57	331	.3	1.3	44	207	.2	1.4
KIBB-FM																				
FA '97	54	930	.2	1.0	25	459	.1	.9	35	137	.2	1.0	11	117		.2	33	130	.1	1.1
4-Book	72	940	.3	1.4	38	535	.2	1.4	41	157	.2	1.3	68	225	.3	1.5	56	197	.3	1.9
KIEV-AM																				
FA '97	31	326	.1	.6	8	185		.3	9	52		.3	7	32		.2	7	20		.2
4-Book	22	230	.1	.4	5	102		.2	7	28		.3	6	25		.2	5	22		.2
KIIS-FM																				
FA '97	152	2479	.7	2.7	80	1398	.4	2.9	141	448	.6	4.2	130	587	.6	2.9	96	398	.4	3.1
4-Book	142	2175	.7	2.7	71	1241	.4	2.7	78	333	.4	2.4	117	504	.6	2.6	102	405	.5	3.3
KIKF-FM																				
FA '97	48	382	.2	.9	25	277	.1	.9	33	91	.1	1.0	47	118	.2	1.1	31	93	.1	1.0
4-Book	47	356	.2	.9	21	222	.1	.8	32	89	.2	1.0	42	106	.2	.9	25	91	.1	.8
KJLH-FM																				
FA '97	98	867	.4	1.8	76	751	.3	2.8	57	152	.3	1.7	80	237	.4	1.8	45	150	.2	1.5
4-Book	80	751	.4	1.5	61	603	.3	2.3	46	129	.2	1.4	62	191	.3	1.4	44	130	.2	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KKBT-FM																				
FA '97	132	1109	.6	2.4	75	699	.3	2.8	70	191	.3	2.1	110	319	.5	2.5	83	181	.4	2.7
4-Book	122	1102	.6	2.3	67	622	.3	2.5	75	195	.4	2.4	116	297	.6	2.5	79	182	.4	2.6
KKGO-FM																				
FA '97	111	1341	.5	2.0	58	813	.3	2.1	25	144	.1	.7	97	296	.4	2.2	38	164	.2	1.2
4-Book	99	1258	.5	1.9	56	795	.3	2.1	49	202	.2	1.5	97	330	.5	2.1	61	226	.3	2.0
KKHJ-AM																				
FA '97	25	353	.1	.5	17	158	.1	.6	24	49	.1	.7	42	83	.2	.9				
4-Book	34	334	.2	.7	24	206	.1	.9	40	87	.2	1.3	36	78	.2	.8	16	39	.1	.5
KKLA-AM																				
FA '97	1	17																		
4-Book	1	21																		
KKLA-FM																				
FA '97	38	575	.2	.7	10	258		.4	9	45		.3	14	69	.1	.3	8	37		.3
4-Book	43	519	.2	.8	13	254	.1	.5	25	73	.1	.8	25	78	.2	.5	8	39		.3
KLAC-AM																				
FA '97	94	1140	.4	1.7	44	719	.2	1.6	53	164	.2	1.6	71	219	.3	1.6	50	184	.2	1.6
4-Book	113	1156	.5	2.1	58	690	.3	2.2	57	180	.3	1.8	102	281	.5	2.2	75	240	.3	2.5
KLAX-FM																				
FA '97	87	996	.4	1.6	68	721	.3	2.5	82	181	.4	2.4	96	286	.4	2.2	63	178	.3	2.0
4-Book	106	978	.5	2.1	68	663	.3	2.6	93	214	.4	2.9	111	289	.5	2.5	90	211	.4	3.0
KLDS-FM																				
FA '97	105	1299	.5	1.9	37	664	.2	1.4	30	145	.1	.9	72	325	.3	1.6	58	232	.3	1.9
4-Book	85	1110	.4	1.6	38	560	.2	1.4	24	117	.1	.8	66	232	.3	1.4	46	169	.2	1.5
KLSX-FM																				
FA '97	87	810	.4	1.6	13	313	.1	.5	11	63		.3	6	68		.1	11	53		.4
4-Book	82	773	.4	1.6	15	279	.1	.6	20	50	.1	.6	14	70	.1	.3	12	46	.1	.4
KLVE-FM																				
FA '97	419	2406	1.9	7.5	238	1702	1.1	8.7	330	802	1.5	9.7	416	884	1.9	9.4	235	479	1.1	7.6
4-Book	383	2314	1.8	7.2	207	1658	1.0	7.8	275	703	1.3	8.5	352	812	1.6	7.7	186	448	.9	6.1
KLYY-FM																				
FA '97	13	447	.1	.2	5	175		.2	6	36		.2	9	113		.2	5	38		.2
4-Book	16	380	.1	.3	6	180		.2	3	16		.1	8	65		.2	6	39		.2
KNX -AM																				
FA '97	121	1964	.5	2.2	48	1138	.2	1.8	76	347	.3	2.2	32	261	.1	.7	46	198	.2	1.5
4-Book	110	1813	.5	2.1	54	1036	.3	2.0	93	353	.4	2.9	62	320	.3	1.4	51	198	.3	1.7
KOST-FM																				
FA '97	385	3428	1.7	6.9	133	1823	.6	4.9	137	490	.6	4.0	255	832	1.1	5.8	168	479	.8	5.4
4-Book	313	2856	1.4	5.9	122	1621	.6	4.6	128	433	.6	4.0	214	698	1.0	4.7	161	520	.8	5.3
KPWR-FM																				
FA '97	61	976	.3	1.1	43	592	.2	1.6	46	115	.2	1.4	85	255	.4	1.9	43	123	.2	1.4
4-Book	46	804	.2	.9	36	503	.2	1.4	38	114	.2	1.2	76	226	.4	1.7	41	126	.2	1.3
KRLA-AM																				
FA '97	39	484	.2	.7	17	287	.1	.6	7	42		.2	18	76	.1	.4	17	98	.1	.5
4-Book	45	565	.2	.9	33	390	.2	1.2	20	79	.1	.6	56	160	.3	1.2	45	125	.2	1.5
KROQ-FM																				
FA '97	58	818	.3	1.0	21	536	.1	.8	37	129	.2	1.1	33	181	.1	.7	29	172	.1	.9
4-Book	57	793	.3	1.1	24	470	.1	.9	30	113	.2	1.0	40	178	.2	.9	27	134	.1	.9
KRRA-AM																				
FA '97	29	234	.1	.5	19	173	.1	.7	16	30	.1	.5	39	85	.2	.9	7	17		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	328	3936	1.5	5.9	129	1939	.6	4.7	158	511	.7	4.7	292	1025	1.3	6.6	154	598	.7	5.0
4-Book	312	3714	1.5	5.9	154	2155	.7	5.8	151	563	.7	4.7	296	1033	1.4	6.5	214	707	1.0	7.0
KSCA-FM																				
FA '97	213	1450	1.0	3.8	116	1068	.5	4.3	228	498	1.0	6.7	196	554	.9	4.4	116	327	.5	3.7
4-Book	173	1196	.8	3.3	98	863	.5	3.7	169	376	.8	5.2	164	456	.8	3.6	81	234	.4	2.7
+KSSE-FM																				
FA '97	32	354	.1	.6	20	210	.1	.7	21	83	.1	.6	68	138	.3	1.5	13	41	.1	.4
4-Book	20	254	.1	.4	15	174	.1	.6	22	63	.1	.7	39	91	.2	.9	10	34	.1	.4
KTNO-AM																				
FA '97	101	814	.5	1.8	39	441	.2	1.4	123	249	.6	3.6	57	163	.3	1.3	42	138	.2	1.4
4-Book	127	795	.6	2.4	47	457	.2	1.8	90	211	.4	2.8	96	212	.5	2.1	34	99	.2	1.2
KTWV-FM																				
FA '97	325	2534	1.5	5.9	162	1561	.7	5.9	149	451	.7	4.4	256	662	1.1	5.8	232	648	1.0	7.5
4-Book	321	2489	1.5	6.1	150	1521	.7	5.7	140	445	.7	4.3	282	739	1.3	6.2	200	533	.9	6.5
KWKV-AM																				
FA '97	51	445	.2	.9	31	390	.1	1.1	52	133	.2	1.5	66	177	.3	1.5	6	30	.2	.2
4-Book	64	468	.3	1.2	36	344	.2	1.4	71	141	.3	2.2	69	154	.3	1.5	33	65	.1	1.1
KWVE-FM																				
FA '97	47	610	.2	.8	19	261	.1	.7	10	38	.3	.3	28	91	.1	.6	30	75	.1	1.0
4-Book	44	564	.2	.8	21	265	.1	.8	27	63	.1	.8	29	101	.1	.6	16	66	.1	.6
KXMG-AM																				
FA '97	25	189	.1	.5	26	134	.1	1.0	22	50	.1	.6	25	50	.1	.6	41	76	.2	1.3
4-Book	65	407	.3	1.3	47	300	.2	1.8	51	118	.2	1.6	84	190	.4	1.9	64	130	.3	2.1
KYSR-FM																				
FA '97	89	1459	.4	1.6	35	795	.2	1.3	48	268	.2	1.4	67	369	.3	1.5	48	210	.2	1.5
4-Book	105	1484	.5	2.0	55	848	.3	2.1	61	233	.3	1.9	111	399	.5	2.4	63	245	.3	2.1
KZLA-FM																				
FA '97	235	1955	1.1	4.2	122	1366	.5	4.5	123	407	.6	3.6	226	598	1.0	5.1	182	515	.8	5.9
4-Book	226	1739	1.1	4.3	118	1183	.5	4.4	124	387	.6	3.9	220	607	1.0	4.8	156	495	.7	5.1
KFRG-FM																				
FA '97	21	404	.1	.4	22	305	.1	.8	43	97	.2	1.3	41	102	.2	.9	26	109	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	7	178	.1	.1	9	163	.3	.3	3	12	.1	.1	9	25	.2	.2	17	37	.1	.5
4-Book	4	97	.1	.1	4	73	.2	.2	3	9	.1	.1	6	13	.1	.1	5	12	.1	.1
TOTALS																				
FA '97	5551	21158	24.9		2727	17449	12.2		3388	8648	15.2		4433	10983	19.9		3101	8021	13.9	
4-Book	5295	20452	24.3		2659	16811	12.2		3221	8549	14.8		4575	10995	21.0		3054	7862	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
FA '97	43	148	.2	3.2	134	357	.6	5.5	101	296	.5	3.0	61	173	.3	2.3	58	238	.3	4.8	
4-Book	35	124	.2	2.6	104	278	.5	4.6	64	226	.3	1.9	38	130	.2	1.5	33	125	.2	3.0	
KACD-FM																					
FA '97	4	12		.3	4	16		.2	15	29	.1	.4	11	34		.4					
4-Book	3	7		.2	4	18		.2	8	27		.2	6	15		.2		3	10		.4
KBCD-FM																					
FA '97																					
4-Book	2	3		.1	3	6		.1	7	12		.2	3	12		.1					
KACE-FM																					
FA '97	26	66	.1	1.9	28	63	.1	1.1	32	94	.1	.9	45	113	.2	1.7	14	64	.1	1.2	
4-Book	41	115	.2	3.0	23	63	.1	1.0	33	116	.1	1.0	37	110	.2	1.5	24	83	.1	2.3	
KRTO-FM																					
FA '97	9	47		.7	8	31		.3	11	49		.3	8	33		.3	7	44		.6	
4-Book	7	26		.5	3	14		.1	9	35		.2	7	23		.3	6	24		.6	
KBIG-FM																					
FA '97	73	206	.3	5.4	38	170	.2	1.6	68	277	.3	2.0	77	283	.3	2.9	39	159	.2	3.2	
4-Book	59	207	.3	4.4	33	143	.2	1.5	56	228	.3	1.7	64	212	.3	2.6	31	146	.2	2.8	
+KBUA-FM																					
FA '97					5	28		.2	4	24		.1					5	12		.4	
4-Book	1	4			7	18		.3	7	29		.2	4	14		.2	1	3		.1	
KBUE-FM																					
FA '97	42	139	.2	3.1	21	93	.1	.9	69	175	.3	2.0	29	85	.1	1.1	27	85	.1	2.2	
4-Book	32	87	.2	2.3	36	112	.2	1.6	54	152	.2	1.6	42	109	.2	1.7	27	83	.1	2.4	
KCBS-FM																					
FA '97	24	120	.1	1.8	28	71	.1	1.1	67	244	.3	2.0	62	210	.3	2.4	40	176	.2	3.3	
4-Book	28	116	.2	2.1	23	89	.1	1.0	64	211	.3	1.9	56	196	.3	2.4	23	102	.1	2.0	
KFI -AM																					
FA '97	23	94	.1	1.7	31	148	.1	1.3	105	289	.5	3.1	28	147	.1	1.1	15	106	.1	1.2	
4-Book	23	98	.1	1.7	56	192	.3	2.5	81	261	.4	2.4	40	157	.2	1.7	21	95	.1	1.9	
KFSG-FM																					
FA '97	4	24		.3	31	143	.1	1.3	18	133	.1	.5	11	37		.4	7	15		.6	
4-Book	7	33		.5	27	114	.1	1.2	25	84	.1	.8	12	46		.5	11	39	.1	1.0	
KFWB-AM																					
FA '97	22	117	.1	1.6	58	257	.3	2.4	47	268	.2	1.4	48	208	.2	1.8	24	131	.1	2.0	
4-Book	16	108	.1	1.2	67	305	.3	3.0	45	243	.2	1.4	37	187	.2	1.5	19	126	.1	1.8	
KIBB-FM																					
FA '97	16	50	.1	1.2	42	123	.2	1.7	35	169	.2	1.0	20	65	.1	.8	17	62	.1	1.4	
4-Book	24	91	.1	1.7	25	94	.1	1.1	41	182	.2	1.2	31	90	.2	1.3	18	65	.1	1.6	
KIEV-AM																					
FA '97					4	22		.2	2	11		.1	41	92	.2	1.6					
4-Book	2	4		.1	4	12		.2	6	25		.2	12	27	.1	.5					
KIIS-FM																					
FA '97	30	142	.1	2.2	36	208	.2	1.5	83	457	.4	2.4	98	349	.4	3.7	36	148	.2	3.0	
4-Book	35	177	.1	2.6	36	187	.2	1.6	99	386	.5	2.9	82	303	.4	3.4	24	117	.2	2.2	
KIKF-FM																					
FA '97	7	26		.5	21	83	.1	.9	32	80	.1	.9	29	81	.1	1.1	2	13		.2	
4-Book	6	34		.4	11	53	.1	.5	33	101	.2	1.0	14	53	.1	.6	2	25		.2	
KJLH-FM																					
FA '97	37	82	.2	2.7	123	296	.6	5.0	173	400	.8	5.1	67	223	.3	2.6	25	62	.1	2.1	
4-Book	34	85	.2	2.5	102	249	.5	4.5	123	314	.6	3.7	54	177	.3	2.2	25	78	.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

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	27	83	.1	2.0	85	174	.4	3.5	95	296	.4	2.8	71	136	.3	2.7	59	168	.3	4.9
4-Book	38	94	.2	2.7	67	151	.3	3.0	79	229	.4	2.4	53	132	.2	2.2	31	90	.2	2.8
KKGO-FM																				
FA '97	21	90	.1	1.6	64	170	.3	2.6	83	406	.4	2.4	104	301	.5	4.0	31	90	.1	2.6
4-Book	23	123	.1	1.7	43	163	.2	1.9	68	275	.3	2.0	71	218	.4	2.9	31	133	.1	2.8
KKHJ-AM																				
FA '97	7	12	.5	.5	12	29	.1	.5	24	63	.1	.7	10	14	.4	.4	12	26	.1	1.0
4-Book	13	34	.1	.9	21	45	.1	1.0	39	80	.2	1.2	18	40	.1	.8	7	23	.1	.7
KKLA-AM																				
FA '97																				
4-Book																				
KKLA-FM																				
FA '97	6	14	.4	.4	34	125	.2	1.4	2	31	.1	.1					7	23	.6	.6
4-Book	4	16	.2	.2	24	108	.1	1.1	7	59	.2	.2	3	30	.2	.2	6	26	.5	.5
KLAC-AM																				
FA '97	18	102	.1	1.3	35	128	.2	1.4	69	216	.3	2.0	49	172	.2	1.9	11	40	.9	.9
4-Book	18	107	.1	1.3	56	177	.3	2.5	93	282	.4	2.8	46	173	.2	1.9	16	62	.1	1.5
KLAX-FM																				
FA '97	44	147	.2	3.3	55	150	.2	2.3	114	284	.5	3.4	66	153	.3	2.5	24	92	.1	2.0
4-Book	32	121	.2	2.4	47	125	.2	2.1	88	224	.4	2.6	66	148	.3	2.8	22	88	.1	2.0
KLOS-FM																				
FA '97	12	69	.1	.9	17	49	.1	.7	34	157	.2	1.0	51	172	.2	1.9	24	73	.1	2.0
4-Book	17	82	.1	1.3	24	92	.1	1.1	45	162	.2	1.3	55	166	.3	2.3	26	80	.1	2.3
KLSX-FM																				
FA '97	1	13	.1	.1	26	81	.1	1.1	47	139	.2	1.4	2	14	.1	.1	1	16	.1	.1
4-Book	4	17	.3	.3	26	82	.1	1.2	41	124	.2	1.2	3	20	.1	.1	1	9	.1	.1
KLVE-FM																				
FA '97	120	358	.5	8.9	256	656	1.1	10.5	274	637	1.2	8.1	127	258	.6	4.9	143	355	.6	11.9
4-Book	112	321	.5	8.2	208	539	.9	9.2	279	685	1.3	8.4	150	350	.7	6.3	94	253	.4	8.6
KLYY-FM																				
FA '97	2	23	.1	.1	1	12	.1	.1	7	49	.2	.2	9	62	.3	.3	1	12	.1	.1
4-Book	2	19	.1	.1	5	31	.2	.2	11	65	.1	.3	7	46	.3	.3	2	16	.2	.2
KNX -AM																				
FA '97	38	205	.2	2.8	38	192	.2	1.6	66	342	.3	1.9	46	208	.2	1.8	43	179	.2	3.6
4-Book	31	159	.2	2.3	64	273	.3	2.9	53	281	.2	1.6	48	204	.2	2.0	34	166	.2	3.1
KOST-FM																				
FA '97	56	213	.3	4.2	113	501	.5	4.6	162	495	.7	4.8	113	433	.5	4.3	59	242	.3	4.9
4-Book	90	362	.4	6.7	83	313	.4	3.7	133	474	.6	4.0	103	358	.5	4.3	57	229	.3	5.2
KPWR-FM																				
FA '97	27	60	.1	2.0	10	63	.4	.4	74	224	.3	2.2	32	116	.1	1.2	16	66	.1	1.3
4-Book	22	71	.1	1.6	14	47	.7	.7	45	161	.2	1.4	35	109	.2	1.5	14	52	.1	1.3
KRLA-AM																				
FA '97	9	43	.7	.7	13	41	.1	.5	26	113	.1	.8	38	83	.2	1.5	10	45	.8	.8
4-Book	17	57	.1	1.3	14	46	.1	.6	49	145	.2	1.5	47	121	.2	2.0	15	69	.1	1.4
KROQ-FM																				
FA '97	2	24	.1	.1	10	66	.4	.4	27	216	.1	.8	25	116	.1	1.0	10	51	.8	.8
4-Book	8	40	.1	.6	13	68	.1	.6	41	177	.2	1.2	24	124	.1	1.0	10	51	.8	1.0
KRRA-AM																				
FA '97					16	57	.1	.7	52	107	.2	1.5	11	61	.4	.4	5	31	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRTH-FM																				
FA '97	48	185	.2	3.6	63	265	.3	2.6	141	555	.6	4.2	114	380	.5	4.4	54	138	.2	4.5
4-Book	75	312	.4	5.6	101	386	.5	4.5	182	666	.8	5.5	151	487	.7	6.3	63	246	.3	5.7
KSCA-FM																				
FA '97	37	151	.2	2.7	126	350	.6	5.2	116	324	.5	3.4	91	200	.4	3.5	38	112	.2	3.2
4-Book	31	108	.2	2.3	108	266	.5	4.8	136	366	.6	4.1	70	189	.3	3.0	32	89	.2	2.9
+KSSE-FM																				
FA '97	15	38	.1	1.1					15	37	.1	.4	10	28		.4	9	24		.7
4-Book	8	28	.1	.6	10	26	.1	.5	14	36	.1	.4	15	36	.1	.6	4	21		.4
KTND-AM																				
FA '97	15	44	.1	1.1	47	107	.2	1.9	8	30		.2	19	53	.1	.7	19	51	.1	1.6
4-Book	21	67	.1	1.6	41	110	.2	1.8	39	117	.2	1.1	21	52	.1	.9	32	88	.2	2.9
KTWV-FM																				
FA '97	81	281	.4	6.0	128	365	.6	5.2	204	549	.9	6.0	208	486	.9	7.9	51	164	.2	4.2
4-Book	75	273	.4	5.5	101	356	.5	4.5	189	537	.9	5.6	150	386	.7	6.2	61	223	.3	5.6
KWKV-AM																				
FA '97	20	42	.1	1.5	56	125	.3	2.3	21	89	.1	.6	17	26	.1	.6	10	32		.8
4-Book	10	25	.1	.7	44	106	.2	1.9	41	89	.2	1.2	20	40	.1	.8	7	24		.6
KWVE-FM																				
FA '97	2	15		.1	29	118	.1	1.2	30	110	.1	.9	14	47	.1	.5	13	54	.1	1.1
4-Book	12	42	.1	.9	23	70	.1	1.0	26	87	.1	.8	21	59	.1	.9	18	51	.1	1.6
KXMG-AM																				
FA '97	32	70	.1	2.4	19	38	.1	.8	28	50	.1	.8	23	50	.1	.9	15	40	.1	1.2
4-Book	42	78	.2	3.1	32	80	.1	1.5	47	102	.2	1.4	31	60	.2	1.3	21	51	.1	1.9
KYSR-FM																				
FA '97	17	75	.1	1.3	22	117	.1	.9	37	240	.2	1.1	40	143	.2	1.5	7	49		.6
4-Book	28	122	.1	2.0	31	125	.1	1.4	69	258	.3	2.1	58	227	.3	2.4	17	85	.1	1.5
KZLA-FM																				
FA '97	44	172	.2	3.3	75	229	.3	3.1	193	635	.9	5.7	102	345	.5	3.9	33	148	.1	2.7
4-Book	46	163	.2	3.4	81	255	.4	3.6	178	516	.8	5.3	97	355	.5	4.0	38	163	.2	3.5
KFRG-FM																				
FA '97	10	15		.7	9	37		.4	22	99	.1	.6	27	73	.1	1.0	5	49		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	2	24		.1	10	35		.4	15	65	.1	.4	18	72	.1	.7	3	38		.2
4-Book	1	9		.1	4	15		.2	8	33		.2	6	24		.3	2	16		.2
TOTALS																				
FA '97	1347	4335	6.0		2444	6750	11.0		3395	9037	15.2		2617	6453	11.7		1202	3866	5.4	
4-Book	1360	4383	6.2		2254	6536	10.4		3348	8779	15.4		2406	6204	11.0		1101	3764	5.1	

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 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																				
FA '97	27			8				1	27		.2		11				11			
SU '97	2	92	.1						9			5	62	.1	.3	2	62		.1	
SP '97	3	126	.2					1	19		.1	1	22		.1	9	46		.1	
WI '97	2	143	.2	7	102	.1	.5		9			3	64		.2	2	33		.1	
4-Book	2	97	.1	2	33		.2	1	16		.1	2	40		.2	3	38		.2	
FA '96	1	71	.1	3	34		.2					1	12		.1		14			
KACD-FM																				
FA '97	13	429	.1	1.0	5	116	.1	.4	5	128	.1	.8	19	216	.2	1.0	18	205	.2	1.3
SU '97	10	397	.1	.7	7	117	.1	.5	18	260	.2	1.3	21	242	.2	1.3	7	119	.1	.5
SP '97	10	482	.1	.8	6	102	.1	.4	8	104	.1	1.0	17	232	.2	.9	12	180	.1	.9
WI '97	19	350	.2	1.4	16	136	.2	1.2	15	140	.2	1.8	19	124	.2	1.0	25	137	.3	1.8
4-Book	13	415	.1	1.0	9	118	.1	.6	12	158	.2	1.2	19	204	.2	1.1	16	160	.2	1.1
FA '96	7	260	.1	.5	8	124	.1	.6	4	91		.5	9	119	.1	.5	6	95	.1	.4
KBCD-FM																				
FA '97	5	169	.1	.4	2	30		.1	3	100		.5	6	74	.1	.3	6	113	.1	.4
SU '97	5	139	.1	.4	3	13		.2	7	69	.1	.5	1	41		.1	9	71	.1	.7
SP '97	4	116		.3	4	49		.3	2	32		.3	6	53	.1	.3	2	54		.1
WI '97	2	131		.2	1	22		.1	1	24		.1	2	32		.1	2	53		.1
4-Book	4	139	.1	.3	3	29		.2	3	56		.4	4	50	.1	.2	5	73	.1	.3
FA '96	2	93		.1	2	22		.1	1	20		.1	4	46		.2	1	42		.1
KACE-FM																				
FA '97	3	125		.2	5	52	.1	.4	6	61	.1	.9	2	35		.1	1	13		.1
SU '97	5	173	.1	.4	2	56		.2	11	55	.1	.8	8	103	.1	.5	2	43		.1
SP '97	3	184		.2	2	43		.1	2	20		.3	3	47		.2	2	38		.1
WI '97	3	135		.2	3	42		.2	1	29		.1	3	72		.2	2	34		.1
4-Book	4	154	.1	.3	3	48		.2	5	41	.1	.5	4	64	.1	.3	2	32		.1
FA '96	6	201	.1	.4	7	62	.1	.5	1	26		.1	8	85	.1	.4	9	94	.1	.6
KRTO-FM																				
FA '97	2	91		.2	3	45		.2		7			1	15		.1	1	19		.1
SU '97	2	85		.1	2	20		.2	2	29		.1	2	19		.1	1	9		.1
SP '97	4	144		.3	4	37		.3	1	22		.1	10	100	.1	.5	4	57		.3
WI '97	13	249	.1	1.0	18	167	.2	1.3	10	156	.1	1.2	17	142	.2	.9	8	124	.1	.6
4-Book	5	142	.1	.4	7	67	.1	.5	3	54	.1	.4	8	69	.1	.4	4	52	.1	.3
FA '96	14	188	.1	1.0	14	117	.1	1.0	6	64	.1	.8	24	123	.2	1.3	13	93	.1	.9
KBIG-FM																				
FA '97	16	682	.2	1.2	21	264	.2	1.5	17	119	.2	2.7	19	256	.2	1.0	9	111	.1	.6
SU '97	17	912	.2	1.3	14	234	.1	1.1	13	260	.1	.9	17	363	.2	1.1	20	323	.2	1.5
SP '97	17	843	.2	1.3	15	259	.2	1.1	10	156	.1	1.3	30	276	.3	1.6	19	303	.2	1.4
WI '97	21	807	.2	1.6	13	237	.1	.9	12	177	.1	1.5	26	373	.3	1.4	31	322	.3	2.2
4-Book	18	811	.2	1.4	16	249	.2	1.2	13	178	.1	1.6	23	317	.3	1.3	20	265	.2	1.4
FA '96	24	885	.2	1.8	21	330	.2	1.5	13	215	.1	1.6	40	391	.4	2.1	28	388	.3	2.0
+KBUA-FM																				
FA '97	3	137		.2	1	23		.1	1	21		.2	4	84		.2	3	40		.2
SU '97	2	69		.1	1	19		.1	1	23		.1	3	28		.2	5	37	.1	.4
SP '97	5	54	.1	.4	7	44	.1	.5	1	22		.1	5	42	.1	.3	5	54	.1	.4
WI '97		20				10							1	10		.1		10		
4-Book	3	70	.1	.4	2	24	.1	.5	1	17	.1	.4	3	41	.1	.3	3	35	.1	.3
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUE-FM																				
FA '97	30	734	.3	2.3	38	316	.4	2.7	19	207	.2	3.0	32	410	.3	1.7	32	234	.3	2.3
SU '97	21	653	.2	1.6	15	240	.2	1.2	25	359	.3	1.8	28	303	.3	1.7	11	164	.1	.8
SP '97	45	725	.5	3.5	51	329	.5	3.6	54	307	.6	7.0	40	339	.4	2.1	32	289	.3	2.3
WI '97	37	899	.4	2.8	39	331	.4	2.8	37	363	.4	4.5	52	507	.5	2.8	28	337	.3	2.0
4-Book	33	753	.4	2.6	36	304	.4	2.6	34	309	.4	4.1	38	390	.4	2.1	26	256	.3	1.9
FA '96	27	643	.3	2.0	24	288	.2	1.7	25	252	.3	3.1	31	341	.3	1.6	19	252	.2	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KCBS-FM																				
FA '97	13	521	.1	1.0	15	204	.2	1.1	3	109		.5	22	285	.2	1.2	9	114	.1	.6
SU '97	10	374	.1	.7	9	106	.1	.7	19	212	.2	1.3	13	125	.1	.8	4	91		.3
SP '97	9	504	.1	.7	8	141	.1	.6	5	97	.1	.6	10	198	.1	.5	8	198	.1	.6
WI '97	17	635	.2	1.3	16	202	.2	1.2	14	127	.1	1.7	32	387	.3	1.7	14	272	.1	1.0
4-Book	12	509	.1	.9	12	163	.2	.9	10	136	.1	1.0	19	249	.2	1.1	9	169	.1	.6
FA '96	9	445	.1	.7	11	231	.1	.8	7	110	.1	.9	10	176	.1	.5	14	201	.1	1.0
KFI -AM																				
FA '97	15	149	.2	1.2	14	83	.1	1.0	3	27		.5	26	43	.3	1.4	25	80	.3	1.8
SU '97	4	125		.3	3	36		.2	9	55	.1	.6		13			5	22	.1	.4
SP '97	4	141		.3	6	66	.1	.4	3	20		.4	5	64	.1	.3	6	22	.1	.4
WI '97	5	78	.1	.4	8	48	.1	.6	1	30		.1	4	15		.2	11	27	.1	.8
4-Book	7	123	.1	.6	8	58	.1	.6	4	33		.4	9	34	.1	.5	12	38	.2	.9
FA '96	1	145		.1	4	81		.3		8			2	37		.1	1	43		.1
KFSG-FM																				
FA '97	1	64		.1	2	51		.1					3	12		.2	2	11		.1
SU '97	5	136	.1	.4	8	51	.1	.6	3	61		.2	6	73	.1	.4	4	42		.3
SP '97	2	58		.2	9	37	.1	.6		12				12						
WI '97	4	115		.3	7	75	.1	.5	1	9		.1	6	40	.1	.3	4	34		.3
4-Book	3	93		.3	7	54		.5	1	21		.1	4	34	.1	.2	3	22		.2
FA '96	4	52		.3	4	24		.3	2	34		.3	6	42	.1	.3	4	34		.3
KFWB-AM																				
FA '97	2	166		.2	2	68		.1	3	29		.5	4	48		.2				
SU '97	2	133		.1	6	55	.1	.5	2	32		.1	4	67		.2		10		
SP '97	1	74		.1	3	32		.2		11			1	11		.1	1	17		.1
WI '97	3	208		.2	7	117	.1	.5	3	48		.4	1	49		.1	1	48		.1
4-Book	2	145		.2	5	68		.3	2	30		.3	3	44		.2	1	19		.1
FA '96	1	110		.1	2	32		.1	1	23		.1	2	57		.1		10		
KIBB-FM																				
FA '97	26	1028	.3	2.0	16	282	.2	1.1	14	251	.1	2.2	45	499	.5	2.4	31	397	.3	2.2
SU '97	28	1207	.3	2.1	31	300	.3	2.4	30	591	.3	2.1	41	559	.4	2.6	20	390	.2	1.5
SP '97	15	967	.2	1.2	12	325	.1	.9	11	289	.1	1.4	30	413	.3	1.6	15	298	.2	1.1
WI '97	16	778	.2	1.2	12	239	.1	.9	11	256	.1	1.3	31	426	.3	1.7	16	343	.2	1.1
4-Book	21	995	.3	1.6	18	287	.2	1.3	17	347	.2	1.8	37	474	.4	2.1	21	357	.2	1.5
FA '96	9	412	.1	.7	8	115	.1	.6	4	113		.5	21	251	.2	1.1	4	95		.3
KIEV-AM																				
FA '97		11							1	11		.2	2	11		.1				
SU '97	1	33		.1	5	23	.1	.4		33										
SP '97		19			1	10		.1												
WI '97		15								15				15						
4-Book		20			2	8		.1		15		.1	1	3						
FA '96																				
KIIS-FM																				
FA '97	190	3831	1.9	14.7	219	2307	2.2	15.4	60	965	.6	9.4	282	2435	2.8	15.3	212	1967	2.1	14.9
SU '97	165	3837	1.7	12.2	160	1649	1.6	12.5	181	2202	1.9	12.8	195	2230	2.0	12.1	153	1780	1.6	11.4
SP '97	163	3874	1.7	12.6	183	1944	1.9	13.0	92	1229	.9	11.9	244	2253	2.5	12.9	160	1939	1.6	11.7
WI '97	122	3113	1.3	9.2	130	1510	1.3	9.5	58	871	.6	7.0	182	1850	1.9	9.7	118	1364	1.2	8.4
4-Book	160	3664	1.7	12.2	173	1853	1.8	12.6	98	1317	1.0	10.3	226	2192	2.3	12.5	161	1763	1.6	11.6
FA '96	103	2981	1.1	7.7	119	1367	1.2	8.3	46	941	.5	5.8	167	1823	1.7	8.8	108	1234	1.1	7.8
KIKF-FM																				
FA '97		54			1	14		.1	1	27		.2	1	27		.1				
SU '97	9	81	.1	.7	16	56	.2	1.3	14	38	.1	1.0	12	59	.1	.7	3	47		.2
SP '97	3	47		.2	4	24		.3		13			1	26		.1	5	47	.1	.4
WI '97	1	69		.1	2	43		.1		11			1	37		.1				
4-Book	3	63		.3	6	34		.5	4	22		.3	4	37		.3	2	24		.2
FA '96	2	47		.1	1	12		.1	3	23		.4	3	35		.2	1	23		.1

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
FA '97	7	363	.1	.5	5	116	.1	.4	2	25	.3	6	113	.1	.3	10	90	.1	.7	
SU '97	8	240	.1	.6	5	87	.1	.4	2	64	.1	9	145	.1	.6	7	92	.1	.5	
SP '97	7	281	.1	.5	17	209	.2	1.2	1	16	.1	6	60	.1	.3	6	78	.1	.4	
WI '97	7	222	.1	.5	4	67	.3		3	65	.4	9	80	.1	.5	8	91	.1	.6	
4-Book	7	277	.1	.5	8	120	.1	.6	2	43	.2	8	100	.1	.4	8	88	.1	.6	
FA '96	13	370	.1	1.0	9	95	.1	.6	5	57	.1	.6	15	157	.2	.8	23	164	.2	1.7
KKBT-FM																				
FA '97	146	2822	1.5	11.3	166	1467	1.7	11.7	79	1062	.8	12.4	248	1733	2.5	13.4	141	1435	1.4	9.9
SU '97	137	2853	1.4	10.1	132	1202	1.4	10.3	140	1528	1.4	9.9	177	1573	1.8	11.0	131	1366	1.3	9.8
SP '97	157	3067	1.6	12.1	159	1549	1.6	11.3	70	1105	.7	9.1	285	2076	2.9	15.1	154	1602	1.6	11.3
WI '97	184	2886	1.9	13.8	219	1587	2.2	15.9	109	1265	1.1	13.2	257	1973	2.6	13.7	184	1608	1.9	13.0
4-Book	156	2907	1.6	11.8	169	1451	1.7	12.3	100	1240	1.0	11.2	242	1839	2.5	13.3	153	1503	1.6	11.0
FA '96	197	2953	2.0	14.6	236	1567	2.4	16.5	121	1230	1.2	15.1	300	2064	3.1	15.8	176	1632	1.8	12.7
KKGO-FM																				
FA '97	5	155	.1	.4	2	65	.1		1	26	.2	7	58	.1	.4	12	88	.1	.8	
SU '97	5	189	.1	.4	3	75	.2		3	55	.2	4	49	.2		6	100	.1	.4	
SP '97	3	142	.2		4	41	.3		2	22	.3	3	29	.2		4	66	.3		
WI '97	3	138	.2		5	55	.1	.4		12		3	52	.2		7	32	.1	.5	
4-Book	4	156	.1	.3	4	59	.3		2	29	.2	4	47	.3		7	72	.1	.5	
FA '96	6	325	.1	.4	2	62	.1		3	67	.4	8	148	.1	.4	11	101	.1	.8	
KKHJ-AM																				
FA '97	2	118	.2		6	49	.1	.4		12		3	31	.2						
SU '97	4	85	.3		2	23	.2		4	28	.3	12	39	.1	.7	1	37	.1		
SP '97	2	110	.2		3	51	.2		1	14	.1	1	14	.1		3	37	.2		
WI '97	3	130	.2		2	20	.1		4	70	.5	4	25	.2		2	20	.1		
4-Book	3	111	.2		3	36	.2		2	31	.2	5	27	.3		2	24	.1		
FA '96	7	324	.1	.5	14	135	.1	1.0	7	75	.1	.9	5	98	.1	.3	4	81	.3	
KKLA-AM																				
FA '97		11																		
SU '97																				
SP '97																				
WI '97																				
4-Book	3																			
FA '96																				
KKLA-FM																				
FA '97	1	74	.1		2	31	.1					2	23	.1		1	23	.1		
SU '97	1	81	.1		2	40	.2		3	22	.2	1	43	.1			10			
SP '97		36			1	25	.1													
WI '97		28			1	10	.1					1	10	.1						
4-Book	1	55	.1		2	27	.1		1	6	.1	1	19	.1			8			
FA '96	1	52	.1		1	21	.1			20			9							
KLAC-AM																				
FA '97	2	58	.2		1	10	.1					1	22	.1		4	37	.3		
SU '97	1	47	.1			10			1	19	.1	1	9	.1		2	19	.1		
SP '97	1	91	.1		1	9	.1					3	20	.2		1	35	.1		
WI '97	4	153	.3						1	18	.1	1	40	.1		13	135	.1	.9	
4-Book	2	87	.2		1	7	.1		1	9	.1	2	23	.1		5	57	.4		
FA '96	1	92	.1		1	12	.1			10		1	8	.1		1	29	.1		
KLAX-FM																				
FA '97	34	804	.3	2.6	38	338	.4	2.7	24	270	.2	3.8	48	445	.5	2.6	28	288	.3	2.0
SU '97	35	903	.4	2.6	37	335	.4	2.9	46	366	.5	3.2	26	357	.3	1.6	24	289	.2	1.8
SP '97	38	920	.4	2.9	31	400	.3	2.2	25	269	.3	3.2	63	537	.6	3.3	29	335	.3	2.1
WI '97	48	1132	.5	3.6	48	426	.5	3.5	37	415	.4	4.5	72	591	.7	3.8	33	481	.3	2.3
4-Book	39	940	.4	2.9	39	375	.4	2.8	33	330	.4	3.7	52	483	.5	2.8	29	348	.3	2.1
FA '96	64	867	.7	4.8	72	520	.7	5.0	55	454	.6	6.9	80	498	.8	4.2	49	436	.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 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
	KLOS-FM																			
FA '97	7	454	.1	.5	16	189	.2	1.1	3	76	.5		8	174	.1	.4	3	94		.2
SU '97	11	416	.1	.8	22	206	.2	1.7	8	147	.1	.6	14	182	.1	.9	6	94	.1	.4
SP '97	19	518	.2	1.5	39	325	.4	2.8	11	184	.1	1.4	34	251	.3	1.8	7	125	.1	.5
WI '97	18	748	.2	1.4	24	325	.2	1.7	5	138	.1	.6	29	359	.3	1.5	14	172	.1	1.0
4-Book	14	534	.2	1.1	25	261	.3	1.8	7	136	.1	.8	21	242	.2	1.2	8	121	.1	.5
FA '96	17	831	.2	1.3	17	262	.2	1.2	5	149	.1	.6	23	436	.2	1.2	26	349	.3	1.9
KLTX-FM																				
FA '97	5	202	.1	.4	19	107	.2	1.3	1	32	.2		3	42	.2		1	37		.1
SU '97	9	213	.1	.7	22	100	.2	1.7	12	104	.1	.8	11	111	.1	.7	7	58	.1	.5
SP '97	5	194	.1	.4	13	87	.1	.9	1	22	.1	.1	7	18	.1	.4	2	25		.1
WI '97	4	246	.3		6	97	.1	.4	2	43	.2		6	92	.1	.3	4	54		.3
4-Book	6	214	.1	.5	15	98	.2	1.1	4	50	.3		7	66	.1	.4	4	44		.3
FA '96	6	294	.1	.4	15	109	.2	1.0		33			9	87	.1	.5	3	68		.2
KLVE-FM																				
FA '97	38	936	.4	2.9	45	352	.5	3.2	18	221	.2	2.8	54	507	.5	2.9	39	446	.4	2.7
SU '97	45	1077	.5	3.3	59	454	.6	4.6	43	381	.4	3.0	50	397	.5	3.1	33	367	.3	2.5
SP '97	40	998	.4	3.1	57	505	.6	4.1	16	230	.2	2.1	57	446	.6	3.0	38	388	.4	2.8
WI '97	52	1073	.5	3.9	50	517	.5	3.6	38	395	.4	4.6	75	550	.8	4.0	41	439	.4	2.9
4-Book	44	1021	.5	3.3	53	457	.6	3.9	29	307	.3	3.1	59	475	.6	3.3	38	410	.4	2.7
FA '96	58	978	.6	4.3	70	520	.7	4.9	34	296	.3	4.3	78	533	.8	4.1	49	454	.5	3.5
KLYY-FM																				
FA '97	27	1109	.3	2.1	29	455	.3	2.0	14	338	.1	2.2	45	611	.5	2.4	30	442	.3	2.1
SU '97	41	1194	.4	3.0	23	392	.2	1.8	44	675	.5	3.1	70	703	.7	4.4	42	527	.4	3.1
SP '97	38	1197	.4	2.9	39	575	.4	2.8	26	433	.3	3.4	50	657	.5	2.6	41	571	.4	3.0
WI '97	48	1438	.5	3.6	53	698	.5	3.9	17	387	.2	2.1	78	895	.8	4.2	42	581	.4	3.0
4-Book	39	1235	.4	2.9	36	530	.4	2.6	25	458	.3	2.7	61	717	.6	3.4	39	530	.4	2.8
FA '96	65	1627	.7	4.8	68	826	.7	4.7	37	594	.4	4.6	106	1040	1.1	5.6	69	845	.7	5.0
KNX -AM																				
FA '97	1	126		.1	1	50		.1									4	42		.3
SU '97	1	96		.1	1	23		.1	2	46		.1	1	32		.1	1	9		.1
SP '97	1	101		.1	1	33		.1	1	20		.1	1	30		.1				
WI '97	3	148		.2	9	104		.1	1	15		.1	1	32		.1	3	35		.2
4-Book	2	118		.1	3	53		.3	1	20		.1	1	24		.1	2	22		.2
FA '96	4	222		.3	8	131		.6	3	37		.4	3	73		.2	3	31		.2
KOST-FM																				
FA '97	27	913	.3	2.1	15	306	.2	1.1	12	188	.1	1.9	37	390	.4	2.0	54	499	.5	3.8
SU '97	37	1056	.4	2.7	34	302	.3	2.7	33	402	.3	2.3	37	454	.4	2.3	60	615	.6	4.5
SP '97	36	1057	.4	2.8	24	370	.2	1.7	8	164	.1	1.0	31	313	.3	1.6	70	579	.7	5.1
WI '97	19	748	.2	1.4	11	259	.1	.8	8	155	.1	1.0	22	362	.2	1.2	37	388	.4	2.6
4-Book	30	944	.3	2.3	21	309	.2	1.6	15	227	.2	1.6	32	380	.3	1.8	55	520	.6	4.0
FA '96	36	1029	.4	2.7	21	336	.2	1.5	17	208	.2	2.1	34	416	.3	1.8	66	515	.7	4.8
KPWR-FM																				
FA '97	237	4584	2.4	18.4	271	2529	2.7	19.1	127	1820	1.3	20.0	340	2918	3.4	18.4	276	2439	2.8	19.4
SU '97	297	5050	3.0	22.0	270	2484	2.8	21.1	294	2955	3.0	20.8	357	2924	3.7	22.2	331	2932	3.4	24.7
SP '97	279	5050	2.9	21.5	300	2836	3.1	21.4	203	2174	2.1	26.3	417	3386	4.3	22.1	277	2675	2.8	20.3
WI '97	302	4670	3.1	22.7	321	2775	3.3	23.4	206	2166	2.1	24.9	417	3069	4.3	22.3	324	2693	3.3	23.0
4-Book	279	4839	2.9	21.2	291	2656	3.0	21.3	208	2279	2.1	23.0	383	3074	3.9	21.3	302	2685	3.1	21.9
FA '96	315	4660	3.2	23.4	333	2652	3.4	23.2	207	1933	2.1	25.9	458	3123	4.7	24.1	328	2886	3.4	23.6
KRLA-AM																				
FA '97	22	646	.2	1.7	11	193	.1	.8	8	134	.1	1.3	28	294	.3	1.5	43	413	.4	3.0
SU '97	34	671	.3	2.5	19	165	.2	1.5	37	286	.4	2.6	36	278	.4	2.2	51	317	.5	3.8
SP '97	20	593	.2	1.5	16	211	.2	1.1	7	154	.1	.9	18	241	.2	1.0	36	262	.4	2.6
WI '97	32	520	.3	2.4	21	166	.2	1.5	31	207	.3	3.8	38	256	.4	2.0	45	341	.5	3.2
4-Book	27	608	.3	2.0	17	184	.2	1.2	21	195	.2	2.2	30	267	.3	1.7	44	333	.5	3.2
FA '96	29	651	.3	2.2	26	349	.3	1.8	14	199	.1	1.8	29	365	.3	1.5	38	288	.4	2.7

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
FA '97	95	2031	1.0	7.4	112	1191	1.1	7.9	38	626	.4	6.0	136	1317	1.4	7.4	123	1117	1.2	8.7
SU '97	137	2300	1.4	10.1	142	982	1.5	11.1	126	1221	1.3	8.9	135	1314	1.4	8.4	160	1376	1.6	11.9
SP '97	127	2357	1.3	9.8	148	1210	1.5	10.5	63	828	.6	8.2	156	1350	1.6	8.3	181	1445	1.9	13.3
WI '97	120	2584	1.2	9.0	112	1311	1.1	8.2	41	691	.4	5.0	178	1545	1.8	9.5	165	1431	1.7	11.7
4-Book	120	2318	1.2	9.1	129	1174	1.3	9.4	67	842	.7	7.0	151	1382	1.6	8.4	157	1342	1.6	11.4
FA '96	102	2181	1.0	7.6	110	1229	1.1	7.7	47	704	.5	5.9	131	1303	1.3	6.9	154	1331	1.6	11.1
KRRA-AM																				
FA '97	3	102		.2	2	36		.1	4	54		.6	4	36		.2	1	10		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	3	40		.2	1	14		.1	8	14	.1	1.0	3	40		.2	2	11		.1
WI '97	2	54		.2	2	24		.1	7	24		.1	7	24	.1	.4	1	24		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	5	50	.1	.4	5	20	.1	.3	3	10		.4	6	30	.1	.3	6	30	.1	.4
KRTH-FM																				
FA '97	36	1258	.4	2.8	36	520	.4	2.5	18	339	.2	2.8	42	622	.4	2.3	37	515	.4	2.6
SU '97	38	1577	.4	2.8	30	406	.3	2.3	60	722	.6	4.2	45	654	.5	2.8	26	439	.3	1.9
SP '97	47	1849	.5	3.6	40	634	.4	2.9	21	416	.2	2.7	62	866	.6	3.3	57	743	.6	4.2
WI '97	34	1377	.3	2.6	32	495	.3	2.3	16	388	.2	1.9	56	687	.6	3.0	34	459	.3	2.4
4-Book	39	1515	.4	3.0	35	514	.4	2.5	29	466	.3	2.9	51	707	.5	2.9	39	539	.4	2.8
FA '96	41	1595	.4	3.0	34	629	.3	2.4	27	469	.3	3.4	52	659	.5	2.7	28	500	.3	2.0
KSCA-FM																				
FA '97	71	1095	.7	5.5	99	589	1.0	7.0	44	361	.4	6.9	89	501	.9	4.8	68	442	.7	4.8
SU '97	51	1019	.5	3.8	68	373	.7	5.3	50	484	.5	3.5	62	501	.6	3.9	35	390	.4	2.6
SP '97	37	790	.4	2.9	36	345	.4	2.6	24	270	.2	3.1	59	420	.6	3.1	29	326	.3	2.1
WI '97	47	650	.5	3.5	61	394	.6	4.4	38	308	.4	4.6	64	477	.7	3.4	38	279	.4	2.7
4-Book	52	889	.5	3.9	66	425	.7	4.8	39	356	.4	4.5	69	475	.7	3.8	43	359	.5	3.1
FA '96	1	117		.1	1	39		.1		22			1	19		.1		31		
+KSSE-FM																				
FA '97	25	529	.3	1.9	23	250	.2	1.6	24	216	.2	3.8	37	313	.4	2.0	17	244	.2	1.2
SU '97	38	646	.4	2.8	30	299	.3	2.3	42	326	.4	3.0	53	377	.5	3.3	35	307	.4	2.6
SP '97	22	319	.2	1.7	28	145	.3	2.0	19	115	.2	2.5	31	188	.3	1.6	13	112	.1	1.0
WI '97	3	77		.2	7	32	.1	.5	4	32		.5	1	13		.1	4	13		.3
4-Book	22	393	.2	1.7	22	182	.2	1.6	22	172	.2	2.5	31	223	.3	1.8	17	169	.2	1.3
FA '96	7	257	.1	.5	11	161	.1	.8	2	47		.3	11	118	.1	.6	6	106	.1	.4
KTNQ-AM																				
FA '97	3	197		.2	2	44		.1	1	10		.2	2	38		.1	6	109	.1	.4
SU '97	3	110		.2	4	73		.3	2	39		.1	5	14	.1	.3	1	23		.1
SP '97	3	127		.2	9	84	.1	.6	3	62	.4	.4	4	32		.2	1	20		.1
WI '97	6	158	.1	.5	22	22		.2	2	45		.2	10	48	.1	.5	11	44	.1	.8
4-Book	4	148		.3	4	56		.3	2	39		.2	5	33	.1	.3	5	49	.1	.4
FA '96	5	162	.1	.4	4	69		.3	1	12		.1	6	34	.1	.3	8	56	.1	.6
KTWV-FM																				
FA '97	9	245	.1	.7	13	84	.1	.9	11	70	.1	1.7	6	77	.1	.3	9	110	.1	.6
SU '97	5	352	.1	.4	2	59		.2	3	67		.2	12	139	.1	.7	3	81		.2
SP '97	3	262		.2	4	88		.3	4	83		.5	3	92		.2	1	21		.1
WI '97	4	189		.3	3	32		.2	2	36		.2	5	60	.1	.3	5	79	.1	.4
4-Book	5	262	.1	.4	6	66		.4	5	64		.7	7	92	.1	.4	5	73	.1	.3
FA '96	10	267	.1	.7	21	158	.2	1.5	5	53	.1	.6	12	103	.1	.6	5	83	.1	.4
KWKV-AM																				
FA '97	3	26		.2	2	26		.1	5	13	.1	.8	5	26	.1	.3	5	26	.1	.4
SU '97	1	37		.1	3	19		.2	1	19		.1	1	19		.1	1	19		.1
SP '97	5	128	.1	.4	6	62	.1	.4	6	51	.1	.8	5	11	.1	.3	4	37		.3
WI '97	4	175		.3	5	20	.1	.4	7	100	.1	.8	2	35		.1	3	25		.2
4-Book	3	92		.3	4	32	.1	.3	5	46	.1	.6	3	18	.1	.2	3	27	.3	.3
FA '96	3	126		.2	8	73	.1	.6	1	20		.1	3	48		.2	3	29		.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

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KVVE-FM																				
FA '97	3	89	.2		2	26	.1		1	26	.2		3	37	.2		3	75	.2	
SU '97	1	65	.1		1	14	.1			10			2	23	.1			11		
SP '97	1	45	.1		4	23	.3						1	21	.1		1	33	.1	
WI '97	1	50	.1		1	30	.1			11			1	15	.1			9		
4-Book	2	62	.1		2	23	.2			12	.1		2	24	.1		1	32	.1	
FA '96	1	62	.1		2	18	.1		1	25	.1		2	29	.1		2	10	.1	
KXMG-AM																				
FA '97	2	67	.2		2	36	.1		1	21	.2		1	10	.1		2	31	.1	
SU '97	3	97	.2		2	23	.2		2	14	.1		1	28	.1		5	51	.1	
SP '97	1	69	.1		4	40	.3			14										
WI '97	7	145	.1	.5	7	40	.1	.5	8	50	.1	1.0	7	65	.1	.4	4	40	.3	
4-Book	3	95	.3		4	35	.3		3	25	.3		2	26	.2		3	31	.2	
FA '96	2	90	.1		1	32	.1		3	30	.4		3	30	.2		2	34	.1	
KYSR-FM																				
FA '97	45	1225	.5	3.5	42	592	.4	3.0	17	272	.2	2.7	66	723	.7	3.6	42	509	.4	3.0
SU '97	24	1040	.2	1.8	17	292	.2	1.3	31	442	.3	2.2	33	442	.3	2.1	18	327	.2	1.3
SP '97	31	1214	.3	2.4	22	418	.2	1.6	15	274	.2	1.9	54	649	.6	2.9	34	557	.3	2.5
WI '97	25	933	.3	1.9	20	369	.2	1.5	18	327	.2	2.2	37	434	.4	2.0	33	358	.3	2.3
4-Book	31	1103	.3	2.4	25	418	.3	1.9	20	329	.2	2.3	48	562	.5	2.7	32	438	.3	2.3
FA '96	25	1016	.3	1.9	28	417	.3	2.0	13	311	.1	1.6	39	507	.4	2.1	23	339	.2	1.7
KZLA-FM																				
FA '97	5	189	.1	.4	6	103	.1	.4	3	61	.5		4	63	.2		2	35	.1	
SU '97	19	341	.2	1.4	21	149	.2	1.6	25	224	.3	1.8	19	198	.2	1.2	19	183	.2	1.4
SP '97	5	229	.1	.4	7	112	.1	.5	3	80	.4		6	76	.1	.3	8	129	.1	.6
WI '97	6	212	.1	.5	7	110	.1	.5	3	86	.4		9	98	.1	.5	4	49	.3	
4-Book	9	243	.1	.7	10	119	.1	.8	9	113	.1	.8	10	109	.1	.6	8	99	.1	.6
FA '96	13	215	.1	1.0	13	121	.1	.9	4	33	.5		23	115	.2	1.2	12	105	.1	.9
KFRG-FM																				
FA '97	1	79	.1		1	19	.1		1	34	.2						1	20	.1	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	78	.1		3	59	.2			12				22				8		
XTRA-AM																				
FA '97	6	113	.1	.5	4	23	.3		1	22	.2		12	67	.1	.6	4	43	.3	
SU '97	1	48	.1		1	16	.1		1	16	.1		1	23	.1		1	16	.1	
SP '97	1	79	.1		1	20	.1		1	24	.1		1	23	.1		1	9	.1	
WI '97	1	82	.1		2	22	.1		1	11	.1		1	36	.1		1	36	.1	
4-Book	2	81	.2		2	20	.1		1	18	.1		4	37	.2		2	26	.2	
FA '96	1	50	.1			26				12			1	15	.1					
TOTALS																				
FA '97	1289	9561	13.0		1418	7972	14.3		635	5208	6.4		1849	8311	18.6		1420	7519	14.3	
SU '97	1353	9376	13.9		1280	7188	13.1		1416	7627	14.5		1607	8072	16.5		1340	7329	13.7	
SP '97	1295	9550	13.3		1403	7898	14.4		772	5573	7.9		1888	8404	19.4		1364	7605	14.0	
WI '97	1333	9425	13.7		1374	7749	14.1		826	5714	8.5		1874	8230	19.2		1411	7251	14.5	
4-Book	1318	9478	13.5		1369	7702	14.0		912	6031	9.3		1805	8254	18.4		1384	7426	14.1	
FA '96	1346	9506	13.8		1434	7930	14.7		799	5521	8.2		1901	8253	19.5		1388	7713	14.2	

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																			
FA '97	1	27	.1																
4-Book	2	76	.1	1	15	.1		1	3	.1		2	5	.1		1	5	.1	
KACD-FM																			
FA '97	10	278	.1	15	283	.2	1.2	14	63	.1	1.3	23	104	.2	1.3	19	86	.2	1.3
4-Book	13	292	.2	12	215	.1	1.0	16	56	.2	1.6	14	59	.2	.7	10	46	.1	.7
KBCD-FM																			
FA '97	4	118	.3	5	118	.1	.4	2	13	.2		11	62	.1	.6	3	14	.2	
4-Book	3	93	.3	4	78	.3		2	9	.2		5	31	.1	.3	6	16	.1	.4
KACE-FM																			
FA '97	4	112	.3	1	32	.1		11	21	.1	1.0								
4-Book	4	102	.3	3	73	.3		4	9	.4		4	17	.2		8	34	.1	.5
KRTO-FM																			
FA '97	1	52	.1	3	54	.2		6	13	.1	.6								
4-Book	6	119	.1	6	88	.1	.5	7	25	.1	.7	14	30	.2	.8	5	11	.1	.3
KBIG-FM																			
FA '97	19	453	.2	17	351	.2	1.3	23	92	.2	2.2	13	61	.1	.7	23	95	.2	1.6
4-Book	17	555	.2	18	364	.2	1.4	12	56	.1	1.2	20	88	.2	1.1	19	80	.2	1.3
+KBUA-FM																			
FA '97	2	95	.2	5	89	.1	.4	11	26	.1	1.0	8	33	.1	.5	7	36	.1	.5
4-Book	2	56	.2	3	43	.1	.3	6	18	.1	.5	4	17	.1	.2	3	14	.1	.2
KBUE-FM																			
FA '97	29	645	.3	30	384	.3	2.4	46	94	.5	4.3	36	134	.4	2.1	56	138	.6	3.8
4-Book	36	643	.4	34	415	.3	2.7	46	122	.5	4.4	49	175	.5	2.8	37	124	.4	2.4
KCBS-FM																			
FA '97	12	381	.1	18	328	.2	1.4	21	83	.2	2.0	34	153	.3	2.0	22	73	.2	1.5
4-Book	14	367	.1	13	274	.1	1.0	10	54	.1	1.0	19	101	.2	1.1	19	79	.2	1.3
KFI -AM																			
FA '97	13	102	.1	9	55	.1	.7	4	15	.4		6	20	.1	.3	26	35	.3	1.8
4-Book	7	106	.1	4	39	.3		2	9	.2		6	17	.1	.3	7	9	.1	.5
KFSG-FM																			
FA '97	2	64	.2	1	18	.1													
4-Book	4	72	.3	3	49	.2		3	11	.3		6	14	.1	.3	2	8	.1	
KFWB-AM																			
FA '97	3	93	.2	2	86	.2			8			2	18	.1		1	15	.1	
4-Book	3	103	.2	2	61	.2		2	13	.2		1	11	.1		1	9	.1	
KIBB-FM																			
FA '97	24	748	.2	27	497	.3	2.1	22	107	.2	2.1	52	232	.5	3.0	38	186	.4	2.6
4-Book	23	755	.2	20	485	.2	1.6	12	65	.1	1.2	32	165	.3	1.8	34	136	.4	2.3
KIEV-AM																			
FA '97	1	11	.1																
4-Book	1	17	.1		2														
KIIS-FM																			
FA '97	177	3357	1.8	199	2589	2.0	15.7	169	590	1.7	15.9	278	1123	2.8	16.0	236	831	2.4	16.0
4-Book	160	3071	1.6	159	2381	1.6	12.7	134	499	1.4	13.1	228	921	2.3	12.9	197	750	2.0	13.1
KIKF-FM																			
FA '97	1	40	.1		14														
4-Book	5	51	.4	2	24	.2		2	6	.2		2	6	.1		5	14	.3	
KJLH-FM																			
FA '97	4	218	.3	10	189	.1	.8					16	40	.2	.9	3	12	.2	
4-Book	6	194	.1	11	158	.1	.9	2	13	.2		17	50	.2	1.0	11	30	.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

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
FA '97	157	2389	1.6	12.6	129	1628	1.3	10.2	108	427	1.1	10.2	201	665	2.0	11.6	168	539	1.7	11.4
4-Book	165	2508	1.7	12.5	143	1774	1.5	11.4	105	381	1.1	10.2	209	708	2.1	11.6	207	613	2.1	13.7
KKGO-FM																				
FA '97	3	139	.2	.2	5	65	.1	.4					7	34	.1	.4	4	21		.3
4-Book	3	107	.2	.2	4	69	.1	.3	4	17	.1	.4	5	19	.1	.3	1	8		.1
KKHJ-AM																				
FA '97	3	62	.2	.2	2	75	.2	.2	5	18	.1	.5	2	18	.1	.1				
4-Book	4	65	.3	.3	2	58	.2	.2	3	7	.1	.3	1	8	.1	.1	1	5		.1
KKLA-AM																				
FA '97						11														
4-Book						3														
KKLA-FM																				
FA '97	1	42	.1	.1	1	53	.1	.1	2	29	.2	.2	3	10	.2	.2				
4-Book	1	40	.1	.1	1	28	.1	.1	1	7	.1	.1	2	8	.1	.1	1	5		.1
KLAC-AM																				
FA '97		33			3	36	.2	.2									9	11	.1	.6
4-Book	1	33	.1	.1	2	35	.2	.2	1	6	.1	.1	2	5	.1	.1	2	3		.2
KLAX-FM																				
FA '97	36	655	.4	2.9	34	433	.3	2.7	28	75	.3	2.6	49	146	.5	2.8	37	116	.4	2.5
4-Book	41	728	.4	3.1	42	533	.4	3.3	49	139	.5	4.8	59	188	.6	3.3	47	153	.5	3.1
KLOS-FM																				
FA '97	8	325	.1	.6	8	217	.1	.6	6	44	.1	.6	22	94	.2	1.3	12	66	.1	.8
4-Book	17	439	.2	1.3	13	256	.1	1.0	9	42	.1	.9	20	98	.2	1.1	18	67	.2	1.2
KLSX-FM																				
FA '97	7	126	.1	.6	4	71	.3	.3	3	13	.3	.3								
4-Book	9	156	.1	.6	3	78	.2	.2	3	13	.3	.3	1	5	.1	.1	3	8		.2
KLVE-FM																				
FA '97	38	667	.4	3.0	38	553	.4	3.0	48	153	.5	4.5	49	158	.5	2.8	16	93	.2	1.1
4-Book	46	776	.5	3.4	45	593	.5	3.6	48	152	.5	4.6	71	206	.8	3.9	43	142	.5	2.8
KLYY-FM																				
FA '97	28	904	.3	2.2	23	658	.2	1.8	19	102	.2	1.8	34	204	.3	2.0	22	117	.2	1.5
4-Book	40	1029	.4	3.0	36	674	.4	2.8	18	82	.2	1.7	49	223	.5	2.7	53	219	.6	3.5
KNX -AM																				
FA '97		50			1	47	.1	.1												
4-Book	1	85	.1	.1	1	38	.1	.1	1	7	.1	.1	1	5	.1	.1		2		
KOST-FM																				
FA '97	21	624	.2	1.7	20	421	.2	1.6	9	53	.1	.8	13	58	.1	.7	1	15		.1
4-Book	22	612	.2	1.7	26	439	.3	2.1	14	59	.1	1.3	20	88	.2	1.1	28	77	.3	1.8
KPWR-FM																				
FA '97	237	4123	2.4	19.0	212	2821	2.1	16.7	180	606	1.8	17.0	296	1129	3.0	17.0	252	800	2.5	17.1
4-Book	287	4373	2.9	21.6	248	3054	2.5	19.8	205	744	2.1	20.1	386	1339	3.9	21.5	285	965	2.9	19.0
KRLA-AM																				
FA '97	15	419	.2	1.2	22	313	.2	1.7	11	48	.1	1.0	21	54	.2	1.2	16	75	.2	1.1
4-Book	22	410	.2	1.7	25	327	.3	2.0	14	44	.2	1.4	29	85	.3	1.6	26	89	.3	1.7
KROQ-FM																				
FA '97	91	1781	.9	7.3	82	1201	.8	6.5	48	255	.5	4.5	115	490	1.2	6.6	85	361	.9	5.8
4-Book	112	1938	1.2	8.4	108	1381	1.1	8.7	71	277	.7	6.9	146	541	1.5	8.1	128	415	1.3	8.5
KRRR-AM																				
FA '97	3	80	.2	.2	5	64	.1	.4	9	10	.1	.8	3	13	.2	.2	9	10	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Estimates - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM																				
FA '97	31	959	.3	2.5	44	720	.4	3.5	32	206	.3	3.0	53	235	.5	3.0	39	134	.4	2.7
4-Book	38	1142	.4	2.8	41	777	.4	3.3	40	187	.4	3.9	63	276	.7	3.5	49	177	.5	3.3
KSCA-FM																				
FA '97	75	836	.8	6.0	66	664	.7	5.2	73	224	.7	6.9	103	232	1.0	5.9	71	197	.7	4.8
4-Book	57	703	.6	4.3	48	522	.5	3.9	56	151	.6	5.5	71	188	.7	4.0	54	157	.6	3.6
+KSSE-FM																				
FA '97	28	414	.3	2.2	26	385	.3	2.1	22	102	.2	2.1	41	185	.4	2.4	40	127	.4	2.7
4-Book	25	328	.3	1.8	21	254	.2	1.7	14	61	.2	1.4	29	112	.3	1.7	33	92	.3	2.2
KTND-AM																				
FA '97	1	69	.1	.4	5	82	.1	.4	3	13	.3	.3	3	23	.2	.2	15	23	.2	1.0
4-Book	3	96	.3	.3	4	52	.1	.3	3	9	.3	.3	3	15	.2	.2	5	12	.1	.3
KTWV-FM																				
FA '97	10	173	.1	.8	6	105	.1	.5	8	11	.1	.8	11	11	.1	.6	1	11	.1	.1
4-Book	6	172	.1	.4	5	115	.1	.5	6	24	.1	.6	10	33	.1	.6	4	15	.1	.3
KWKV-AM																				
FA '97	4	26	.3	.3	2	37	.2	.2	7	17	.1	.7	1	6	.1	.1	3	7	.2	.2
4-Book	4	64	.1	.3	2	37	.2	.2	7	17	.1	.7	1	6	.1	.1	3	7	.2	.2
KWVE-FM																				
FA '97	2	37	.2	.2	5	50	.1	.4	3	10	.3	.3	4	24	.2	.2	14	26	.1	1.0
4-Book	2	36	.2	.2	2	32	.2	.2	1	3	.1	.1	1	10	.1	.1	4	7	.1	.3
KXMG-AM																				
FA '97	1	46	.1	.2	2	44	.2	.2	10	33	.1	.9	8	20	.1	.4	10	21	.1	.7
4-Book	3	64	.2	.4	5	53	.1	.4	7	20	.1	.7	8	20	.1	.4	10	21	.1	.7
KYSR-FM																				
FA '97	40	1000	.4	3.2	58	804	.6	4.6	27	181	.3	2.5	87	299	.9	5.0	64	214	.6	4.4
4-Book	30	833	.3	2.3	33	639	.3	2.6	18	113	.2	1.8	52	222	.6	2.9	36	164	.3	2.4
KZLA-FM																				
FA '97	4	137	.3	.7	9	120	.1	.7	9	46	.1	.8	14	54	.1	.8	11	30	.1	.7
4-Book	9	196	.1	.7	9	133	.1	.7	12	45	.1	1.2	13	54	.1	.7	5	21	.1	.3
KFRG-FM																				
FA '97	**	53	**	**	2	26	**	.2	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
FA '97	5	78	.1	.4	8	71	.1	.6	13	24	.1	1.2	16	46	.2	.9	11	11	.1	.7
4-Book	2	58	.2	.2	3	34	.2	.2	4	10	.3	.3	5	15	.1	.3	4	8	.1	.3
TOTALS																				
FA '97	1250	9388	12.6		1267	8266	12.8		1060	3481	10.7		1739	4759	17.5		1471	3814	14.8	
4-Book	1327	9295	13.6		1253	8126	12.8		1025	3215	10.5		1791	4876	18.3		1504	4013	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

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 FA '97 4-Book		4						2	7	.2		2	9	.1						
KACD-FM FA '97 4-Book	10 10	70 48	.1 .1	.8 .8	3 6	10 18	.4 .1	.4 .8	24 17	91 72	.2 .2	1.9 1.3	7 12	59 47	.1 .1	.6 1.0	13 13	36 45	.1 .1	1.1 1.2
KBCD-FM FA '97 4-Book	14 7	43 26	.1 .1	1.1 .5	3 1	13 6	.4 .1	.4 .1	2 2	12 16	.2 .2		3 2	12 6	.2 .1		3 6	13 17	.1 .1	.3 .6
KACE-FM FA '97 4-Book	4	19		.3	2	7		.2	4	11	.1	.3	1	6		.1	2	12		.2
KRTO-FM FA '97 4-Book	1 6	7 28	.1 .1	.1 .5	1	3		.1	8 10	26 46	.1 .1	.6 .8	7 4	34 20	.1 .1	.6 .3	1	7		.1
KBIG-FM FA '97 4-Book	21 29	74 87	.2 .3	1.6 2.3	14 10	43 44	.1 .1	1.8 1.3	19 18	97 72	.2 .2	1.5 1.4	18 21	61 67	.2 .2	1.5 1.8	9 14	58 61	.1 .2	.8 1.2
+KBUA-FM FA '97 4-Book	8 3	36 15	.1 .1	.6 .2	2 3	8 14	.3 .4		3 2	23 11	.2 .1		1 3	23 15	.1 .2		1 3	13 15	.1 .1	.1 .3
KBUE-FM FA '97 4-Book	27 26	102 90	.3 .3	2.1 2.0	6 23	31 74	.1 .2	.8 3.1	26 39	94 110	.3 .4	2.1 3.1	25 29	72 88	.3 .3	2.0 2.4	19 19	69 70	.2 .2	1.6 1.8
KCBS-FM FA '97 4-Book	6 6	55 44	.1 .1	.5 .5	21 10	40 27	.2 .1	2.6 1.2	18 17	96 74	.2 .2	1.4 1.3	14 12	63 54	.1 .1	1.1 1.1	8 7	59 41	.1 .1	.7 .6
KFI -AM FA '97 4-Book	14 6	40 15	.1 .1	1.1 .5	2 1	8 5	.3 .1		5 4	12 12	.1 .1	.4 .3	12 3	12 3	.1 .1	1.0 .3	8 4	25 9	.1 .1	.7 .3
KFSG-FM FA '97 4-Book					3 5	10 21	.4 .6		1 2	10 11	.1 .2		1 1	8 6	.1 .1		1 1	6		.1
KFWB-AM FA '97 4-Book					4 2	22 11	.5 .3		2 3	11 17	.2 .2		5 2	35 12	.1 .2	.4 .2	1 4	8 6	.1 .1	.3
KIBB-FM FA '97 4-Book	23 18	109 101	.2 .2	1.8 1.5	12 9	55 47	.1 .1	1.5 1.1	36 21	101 99	.4 .2	2.9 1.7	18 16	77 83	.2 .2	1.5 1.3	14 12	75 74	.1 .1	1.2 1.2
KIEV-AM FA '97 4-Book										2										
KIIS-FM FA '97 4-Book	176 127	747 581	1.8 1.3	13.6 10.1	157 116	521 437	1.6 1.2	19.6 14.9	196 191	789 749	2.0 2.0	15.6 14.8	214 158	795 580	2.2 1.6	17.4 13.3	162 116	615 472	1.6 1.2	13.6 10.6
KIKF-FM FA '97 4-Book	3	9		.2	3	9		.3	4	12		.3	2 1	14 6		.2 .1	1	4		.1
KJLH-FM FA '97 4-Book	2 7	22 29	.1 .1	.2 .5	10 9	46 39	.1 .1	1.3 1.2	23 20	97 69	.2 .2	1.8 1.6	18 12	59 41	.2 .1	1.5 1.1	8 5	26 21	.1 .1	.7 .5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																					
FA '97	99	329	1.0	7.6	47	165	.5	5.9	133	419	1.3	10.6	164	417	1.7	13.4	108	413	1.1	9.1	
4-Book	140	491	1.4	11.1	69	221	.7	8.9	130	489	1.3	10.0	165	501	1.7	14.0	113	393	1.2	10.4	
KKGO-FM																					
FA '97	9	24	.1	.7	2	21	.3						5	13	.1	.4	9	34	.1	.8	
4-Book	6	13	.1	.5	6	22	.1	.7	2	15	.1		1	3	.1	.1	6	24	.1	.6	
KKHJ-AM																					
FA '97	1	13		.1	5	12	.1	.6					2	13		.2	2	13		.2	
4-Book	1	6		.1	2	10		.2	2	8		.2	6	18	.1	.6	3	15		.3	
KKLA-AM																					
FA '97													1	11		.1					
4-Book													3	3							
KKLA-FM																					
FA '97									1	11		.1	3	13		.2					
4-Book					1	5		.1	1	5		.1	1	6		.1					
KLAC-AM																					
FA '97																	13	26	.1	1.1	
4-Book	1	3		.1	1	3		.2	4	12		.3					5	10		.4	
KLAX-FM																					
FA '97	28	83	.3	2.2	36	58	.4	4.5	30	108	.3	2.4	49	125	.5	4.0	16	56	.2	1.3	
4-Book	41	130	.4	3.2	33	92	.4	4.2	45	158	.5	3.4	45	112	.5	3.8	16	74	.2	1.5	
KLOS-FM																					
FA '97	5	28	.1	.4	6	27	.1	.8	7	45	.1	.6	7	39	.1	.6		8			
4-Book	11	44	.1	.8	11	43	.1	1.4	11	53	.1	.8	9	51	.1	.8	11	43	.1	1.0	
KLSX-FM																					
FA '97					9	37	.1	1.1	18	47	.2	1.4	3	8		.2					
4-Book	2	11		.2	4	17	.1	.5	7	26	.1	.5	2	8		.2		1	7	.1	
KLVE-FM																					
FA '97	46	138	.5	3.6	63	156	.6	7.9	52	162	.5	4.1	21	80	.2	1.7	9	44	.1	.8	
4-Book	47	150	.5	3.8	48	147	.5	6.1	47	167	.5	3.7	27	98	.3	2.3	27	103	.3	2.5	
KLYY-FM																					
FA '97	15	112	.2	1.2	13	67	.1	1.6	36	193	.4	2.9	37	135	.4	3.0	11	43	.1	.9	
4-Book	35	160	.4	2.8	21	94	.2	2.7	40	194	.4	3.1	39	155	.4	3.3	32	124	.3	2.9	
KNX -AM																					
FA '97	3	13		.2	1	10		.1	3	24		.2					3	13		.3	
4-Book	2	7		.1	2	11		.2	1	9		.1		2			3	13		.3	
KOST-FM																					
FA '97	34	146	.3	2.6	22	81	.2	2.8	15	77	.2	1.2	18	73	.2	1.5	45	127	.5	3.8	
4-Book	49	181	.5	3.9	15	60	.2	2.0	17	78	.2	1.4	21	84	.2	1.8	43	133	.5	4.0	
KPWR-FM																					
FA '97	270	928	2.7	20.8	83	359	.8	10.4	180	826	1.8	14.3	163	620	1.6	13.3	241	798	2.4	20.3	
4-Book	275	969	2.8	22.0	116	434	1.2	15.0	229	919	2.4	17.7	207	725	2.1	17.5	245	817	2.5	22.3	
KRLA-AM																					
FA '97	40	115	.4	3.1	7	28	.1	.9	14	61	.1	1.1	15	52	.2	1.2	43	117	.4	3.6	
4-Book	36	116	.4	2.8	8	24	.1	1.0	18	65	.2	1.4	18	69	.2	1.5	43	111	.5	3.9	
KROQ-FM																					
FA '97	82	377	.8	6.3	45	179	.5	5.6	75	316	.8	6.0	74	259	.7	6.0	121	432	1.2	10.2	
4-Book	117	442	1.2	9.3	66	238	.7	8.4	101	394	1.1	7.9	102	327	1.0	8.7	123	400	1.3	11.3	
KRRA-AM																					
FA '97	3	10		.2	10	29	.1	1.3	5	23	.1	.4	3	12		.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRTH-FM FA '97 4-Book	40 28	102 107	.4 .3	3.1 2.2	56 32	117 119	.6 .3	7.0 4.1	51 46	230 184	.5 .5	4.1 3.6	43 43	195 185	.4 .5	3.5 3.6	38 28	150 125	.4 .3	3.2 2.6
KSCA-FM FA '97 4-Book	76 42	230 124	.8 .4	5.9 3.4	36 38	92 93	.4 .4	4.5 4.8	56 51	142 148	.6 .5	4.5 3.9	48 42	166 129	.5 .4	3.9 3.5	57 33	175 104	.6 .3	4.8 3.0
+KSSE-FM FA '97 4-Book	38 19	156 69	.4 .2	2.9 1.6	12 13	46 49	.1 .2	1.5 1.7	27 24	123 89	.3 .3	2.1 1.9	10 20	46 62	.1 .2	.8 1.7	11 10	61 46	.1 .1	.9 1.0
KTND-AM FA '97 4-Book	1 1	6 6	.1 .1	.1 .1	9 3	18 7	.1 .1	1.1 .3	9 6	28 14	.1 .1	.7 .5	6 6	17 17	.1 .1	.5 .5	3 3	10 10	.1 .1	.3 .3
KTWW-FM FA '97 4-Book	1 2	12 16	.1 .2	.1 .2	4 10	24 31	.1 .1	.5 1.2	3 4	28 30	.2 .3	.2 .3	6 4	15 18	.1 .1	.5 .3	13 4	27 16	.1 .1	1.1 .3
KWKV-AM FA '97 4-Book	3 3	11 11	.2 .2	.2 .2	2 2	12 12	.3 .3	.3 .3					1 1	2 2	.1 .1	.1 .1	3 3	9 9	.1 .1	.3 .3
KWVE-FM FA '97 4-Book	7 2	37 15	.1 .2	.5 .2	8 5	26 15	.1 .1	1.0 .6	1 1	27 12	.1 .1	.1 .1	1 1	4 4	.1 .1	.1 .1				
KXMG-AM FA '97 4-Book	1 5	10 19	.1 .1	.1 .4	4 2	10 10	.5 .3	.5 .3	2 2	6 6	.1 .1	.1 .1	3 3	5 5	.3 .3	.3 .3	3 1	10 3	.3 .1	.3 .1
KYSR-FM FA '97 4-Book	54 27	160 110	.5 .3	4.2 2.1	17 11	133 68	.2 .2	2.1 1.3	85 46	328 221	.9 .5	6.8 3.6	73 43	256 174	.7 .4	5.9 3.6	48 27	131 112	.5 .3	4.0 2.4
KZLA-FM FA '97 4-Book	1 9	11 36	.1 .1	.1 .7	16 8	25 25	.2 .1	2.0 1.0	9 6	40 33	.1 .1	.7 .4	10 7	37 32	.1 .1	.8 .5	1 9	15 38	.1 .1	.9 .9
KFRG-FM FA '97 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	8 **	14 **	.1 **	.6 **	4 **	26 **	** **	.3 **	** **	** **	** **	** **
XTRA-AM FA '97 4-Book	7 2	11 3	.1 .1	.5 .1					2 1	11 6	.2 .1	.2 .1	10 3	24 6	.1 .1	.8 .2	8 2	23 6	.1 .1	.7 .2
TOTALS FA '97 4-Book	1295 1253	3921 3750	13.1 12.8		799 782	2490 2474	8.1 8.0		1256 1291	3913 3893	12.7 13.2		1227 1181	3360 3270	12.4 12.1		1190 1097	3410 3250	12.0 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.

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	520		240	6	16	51	45	50	71	280	4	8	27	50	56	134
(%)	100		46	1	3	10	9	10	14	54	1	2	5	10	11	26
Rating	.5		.5	.1	.1	.5	.6	1.2	1.5	.6	.1	.1	.3	.6	1.2	1.9
Share	3.0		3.0	.5	.7	2.7	3.2	6.3	10.2	3.6	.4	.5	1.5	3.7	7.0	13.1
KACD-FM	90	13	34	13	13	5	2			43	17	9	4		1	11
(%)	100	14	38	14	15	6	2			48	19	10	4		2	12
Rating	.1	.1	.1	.2	.1	.1				.1	.3	.1				.2
Share	.5	1.0	.4	1.1	.6	.3	.1			.6	1.7	.5	.2		.1	1.1
KBCD-FM	32	5	13	5	5		2			14	10	3		1		
(%)	100	15	40	15	16	1	7			46	33	9		2		
Rating		.1		.1							.2					
Share	.2	.4	.2	.4	.2		.1			.2	1.0	.2		.1		
KACE-FM	153	3	61	1	19	20	19	1		89	5	12	38	26	8	
(%)	100	2	40	1	12	13	13	1		58	3	8	25	17	5	
Rating	.2		.1		.2	.2	.3			.2	.1	.1	.4	.3	.2	
Share	.9	.2	.7	.1	.9	1.1	1.4	.1		1.1	.5	.7	2.1	1.9	1.0	
KRTO-FM	41	2	22	1	4	7	2	8		17	3	3	6	3	2	
(%)	100	4	54	2	10	17	5	20		42	8	7	15	7	5	
Rating						.1		.2			.1		.1			
Share	.2	.2	.3	.1	.2	.4	.1	1.0		.2	.3	.2	.3	.2	.3	
KBIG-FM	458	16	168	38	29	38	39	18	8	274	36	85	70	57	17	9
(%)	100	4	37	8	6	8	9	4	2	60	8	19	15	12	4	2
Rating	.5	.2	.4	.6	.3	.4	.5	.4	.2	.6	.6	.9	.7	.7	.4	.1
Share	2.7	1.2	2.1	3.1	1.4	2.0	2.8	2.3	1.1	3.5	3.6	4.8	3.9	4.2	2.1	.9
KBUA-FM	34	3	11	1	6		3			20	5	6	7	1		
(%)	100	9	32	4	18	1	9			59	15	18	22	4		
Rating					.1						.1	.1	.1			
Share	.2	.2	.1	.1	.3		.2			.3	.5	.3	.4	.1		
KBUE-FM	271	30	123	26	34	31	24	8		119	30	34	30	16	6	3
(%)	100	11	45	10	12	12	9	3		44	11	12	11	6	2	1
Rating	.3	.3	.3	.4	.3	.3	.3	.2		.3	.5	.3	.3	.2	.1	
Share	1.6	2.3	1.5	2.1	1.6	1.6	1.7	1.0		1.5	3.0	1.9	1.7	1.2	.8	.3
KCBS-FM	457	13	297	30	71	106	71	16	2	147	22	29	68	23	2	2
(%)	100	3	65	7	16	23	16	3		32	5	6	15	5	1	1
Rating	.5	.1	.7	.4	.6	1.1	.9	.4		.3	.4	.3	.7	.3		
Share	2.7	1.0	3.7	2.5	3.3	5.6	5.1	2.0	.3	1.9	2.2	1.6	3.8	1.7	.3	.2
KFI -AM	691	15	340	4	45	75	74	71	70	336	3	38	48	59	68	122
(%)	100	2	49	1	7	11	11	10	10	49	5	7	8	10	18	
Rating	.7	.2	.8	.1	.4	.8	1.0	1.7	1.5	.7	.1	.4	.5	.8	1.5	1.7
Share	4.0	1.2	4.2	.3	2.1	4.0	5.3	9.0	10.0	4.3	.3	2.2	2.7	4.3	8.5	11.9
KFSG-FM	65	1	22	1	7	9	2	3		42		8	12	8	6	8
(%)	100	2	34	2	11	14	3	4	1	64		13	18	12	9	12
Rating	.1				.1	.1		.1		.1		.1	.1	.1	.1	.1
Share	.4	.1	.3	.1	.3	.5	.1	.4		.5		.5	.7	.6	.8	.8
KFWB-AM	353	2	188	2	11	52	46	25	52	163	1	13	21	23	29	75
(%)	100	1	53	3	3	15	13	7	15	46	4	4	6	6	8	21
Rating	.4		.4		.1	.5	.6	.6	1.1	.4		.1	.2	.3	.6	1.1
Share	2.1	.2	2.3	.2	.5	2.7	3.3	3.2	7.4	2.1	.1	.7	1.2	1.7	3.6	7.3
KIBB-FM	247	26	113	27	60	17	7	1	1	107	27	41	25	12	2	1
(%)	100	11	46	11	24	7	3			43	11	17	10	5	1	
Rating	.2	.3	.3	.4	.5	.2	.1			.2	.5	.4	.3	.2		
Share	1.4	2.0	1.4	2.2	2.8	.9	.5	.1	.1	1.4	2.7	2.3	1.4	.9	.3	.1
KIEV-AM	83		37		5	3	4	9	16	45	1		3	2	14	26
(%)	100	1	45		6	4	4	11	19	54	1		4	2	17	31
Rating	.1		.1				.1	.2	.3	.1					.3	.4
Share	.5		.5		.2	.2	.3	1.1	2.3	.6			.2	.1	1.8	2.5

* 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+
KABC-AM (%) Rating	7505 100 7.6	27 20 .3	3724 50 8.4	104 1 1.5	320 4 2.9	783 10 7.9	878 12 11.7	734 10 17.1	905 12 18.9	3754 50 8.3	63 1 1.1	245 3 2.5	493 7 4.9	766 10 9.9	750 10 16.3	1438 19 20.4
KACD-FM (%) Rating	2122 100 2.1	429 20 4.3	867 41 2.0	322 15 4.8	349 16 3.2	103 5 1.0	67 3 .9	27 1 .6		826 39 1.8	372 18 6.3	214 10 2.2	177 8 1.8	30 1 .4	17 1 .4	16 1 .2
KBCD-FM (%) Rating	787 100 .8	169 21 1.7	250 32 .6	108 14 1.6	67 8 .6	34 4 .3	31 4 .4		10 1 .2	368 47 .8	159 20 2.7	131 17 1.3	40 5 .4	37 5 .5		
KACE-FM (%) Rating	2519 100 2.5	125 5 1.3	1068 42 2.4	87 3 1.3	237 9 2.2	464 18 4.7	208 8 2.8	53 2 1.2	19 1 .4	1325 53 2.9	175 7 3.0	225 9 2.3	467 19 4.7	323 13 4.2	85 3 1.8	50 2 .7
KRTO-FM (%) Rating	994 100 1.0	91 9 .9	443 45 1.0	40 4 .6	76 8 .7	177 18 1.8	51 5 .7	81 8 1.9	17 2 .4	460 46 1.0	77 8 1.3	125 13 1.3	150 15 1.5	58 6 .8	34 3 .7	16 2 .2
KBIG-FM (%) Rating	9412 100 9.5	682 7 6.9	3587 38 8.1	632 7 9.3	954 10 8.7	1014 11 10.2	571 6 7.6	317 3 7.4	99 1 2.1	5143 55 11.4	741 8 12.6	1398 15 14.2	1301 14 13.1	1124 12 14.5	267 3 5.8	311 3 4.4
KBUA-FM (%) Rating	672 100 .7	137 20 1.4	242 36 .5	27 4 .4	99 15 .9	41 6 .4	60 9 .8		15 2 .3	293 44 .7	51 8 .9	85 13 .9	97 14 1.0	46 7 .6	15 2 .3	
KBUE-FM (%) Rating	4948 100 5.0	734 15 7.4	2048 41 4.6	574 12 8.5	570 12 5.2	430 9 4.3	311 6 4.1	136 3 3.2	26 1 .5	2166 44 4.8	509 10 8.6	583 12 5.9	508 10 5.1	329 7 4.3	173 3 3.8	64 1 .9
KCBS-FM (%) Rating	9678 100 9.8	521 5 5.3	5322 55 12.0	665 7 9.8	1487 15 13.6	1805 19 18.1	1040 11 13.9	204 2 4.8	120 1 2.5	3836 40 8.5	468 5 8.0	1217 13 12.4	1290 13 12.9	691 7 8.9	49 1 1.1	120 1 1.7
KFI -AM (%) Rating	9892 100 10.0	149 2 1.5	4609 47 10.4	119 1 1.8	644 7 5.9	1155 12 11.6	997 10 13.3	831 8 19.4	863 9 18.0	5133 52 11.4	125 1 2.1	645 7 6.6	933 9 9.4	937 9 12.1	936 9 20.3	1558 16 22.1
KFSG-FM (%) Rating	1921 100 1.9	64 3 .6	729 38 1.6	56 3 .8	151 8 1.4	321 17 3.2	74 4 1.0	112 6 2.6	16 1 .3	1127 59 2.5	13 1 .2	274 14 2.8	287 15 2.9	229 12 3.0	139 7 3.0	185 10 2.6
KFVB-AM (%) Rating	9556 100 9.6	166 2 1.7	5054 53 11.4	118 1 1.7	583 6 5.3	1455 15 14.6	1161 12 15.5	701 7 16.3	1036 11 21.6	4336 45 9.6	73 1 1.2	473 5 4.8	822 9 8.2	849 9 11.0	743 8 16.1	1377 14 19.6
KIBB-FM (%) Rating	7171 100 7.2	1028 14 10.4	2849 40 6.4	766 11 11.3	1201 17 11.0	562 8 5.6	223 3 3.0	46 1 1.1	51 1 1.1	3293 46 7.3	980 14 16.6	1206 17 12.3	703 10 7.1	270 4 3.5	83 1 1.8	51 1 .7
KIEV-AM (%) Rating	1586 100 1.6	11 1 .1	752 47 1.7		61 4 .6	93 6 .9	73 5 1.0	202 13 4.7	322 20 6.7	823 52 1.8	13 1 .2		64 4 .6	96 6 1.2	234 15 5.1	416 26 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+
KIIS-FM	680	190	225	71	60	51	30	10	2	265	68	79	62	42	7	7
(%)	100	28	33	10	9	8	4	2		39	10	12	9	6	1	1
Rating	.7	1.9	.5	1.0	.5	.5	.4	.2		.6	1.2	.8	.6	.5	.2	.1
Share	4.0	14.7	2.8	5.8	2.8	2.7	2.2	1.3	.3	3.4	6.7	4.5	3.5	3.1	.9	.7
KIKF-FM	65		21		5	1	4	8	2	44	1	9	14	18	1	1
(%)	100	1	32		8	2	6	12	3	68	2	14	21	28	2	1
Rating	.1						.1	.2		.1		.1	.1	.2		
Share	.4		.3		.2	.1	.3	1.0	.3	.6	.1	.5	.8	1.3	.1	.1
KJLH-FM	233	7	78	24	15	15	12	10	1	148	18	45	53	20	8	4
(%)	100	3	33	10	6	7	5	4	1	64	8	19	23	9	3	2
Rating	.2	.1	.2	.4	.1	.2	.2	.2		.3	.3	.5	.5	.3	.2	.1
Share	1.4	.5	1.0	2.0	.7	.8	.9	1.3	.1	1.9	1.8	2.5	3.0	1.5	1.0	.4
KKBT-FM	765	146	285	101	104	65	13	2	1	334	112	119	71	15	14	3
(%)	100	19	37	13	14	8	2			44	15	16	9	2	2	
Rating	.8	1.5	.6	1.5	1.0	.7	.2			.7	1.9	1.2	.7	.2	.3	
Share	4.5	11.3	3.5	8.3	4.9	3.4	.9	.3	.1	4.3	11.0	6.7	4.0	1.1	1.8	.3
KKGO-FM	300	5	158	5	17	26	38	39	34	137	7	14	15	37	29	35
(%)	100	2	53	2	6	9	13	13	11	46	2	5	5	12	10	12
Rating	.3	.1	.4	.1	.2	.3	.5	.9	.7	.3	.1	.1	.2	.5	.6	.5
Share	1.7	.4	1.9	.4	.8	1.4	2.7	4.9	4.9	1.8	.7	.8	.8	2.7	3.6	3.4
KKHJ-AM	116	2	64	10	29	11	6	7	3	50	6	13	10	5	12	4
(%)	100	2	55	8	25	9	5	6	2	43	5	11	8	4	10	3
Rating	.1		.1	.1	.3	.1	.1	.2	.1	.1	.1	.1	.1	.1	.3	.1
Share	.7	.2	.8	.8	1.4	.6	.4	.9	.4	.6	.6	.7	.6	.4	1.5	.4
KKLA-AM	4									4					1	3
(%)	100	1	5					2		94		9			13	73
Rating																
Share										.1					.1	.3
KKLA-FM	72	1	33	2	5	9	10	4	2	37		3	7	7	11	9
(%)	100	2	46	2	8	12	14	6	3	52		4	10	10	16	13
Rating	.1		.1			.1	.1	.1		.1			.1	.1	.2	.1
Share	.4	.1	.4	.2	.2	.5	.7	.5	.3	.5		.2	.4	.5	1.4	.9
KLAC-AM	388	2	154		2	10	21	37	84	232	6	1	6	21	39	159
(%)	100		40		1	3	5	10	22	60	2		2	5	10	41
Rating	.4		.3			.1	.3	.9	1.8	.5	.1		.1	.3	.8	2.3
Share	2.3	.2	1.9		.1	.5	1.5	4.7	12.0	3.0	.6	.1	.3	1.5	4.9	15.5
KLAX-FM	366	34	171	40	48	50	28	3	2	161	32	52	38	25	7	7
(%)	100	9	47	11	13	14	8	1	1	44	9	14	11	7	2	2
Rating	.4	.3	.4	.6	.4	.5	.4	.1		.4	.5	.5	.4	.3	.2	.1
Share	2.1	2.6	2.1	3.3	2.2	2.6	2.0	.4	.3	2.1	3.2	2.9	2.1	1.8	.9	.7
KLOS-FM	450	7	319	41	85	146	43	3	1	123	13	39	48	15	7	2
(%)	100	2	71	9	19	32	10	1		27	3	9	11	3	1	
Rating	.5	.1	.7	.6	.8	1.5	.6	.1		.3	.2	.4	.5	.2	.2	
Share	2.6	.5	3.9	3.4	4.0	7.7	3.1	.4	.1	1.6	1.3	2.2	2.7	1.1	.9	.2
KLSX-FM	435	5	319	68	114	97	29	8	3	111	16	45	38	11	1	1
(%)	100	1	73	16	26	22	7	2	1	26	4	10	9	2		
Rating	.4	.1	.7	1.0	1.0	1.0	.4	.2	.1	.2	.3	.5	.4	.1		
Share	2.5	.4	3.9	5.6	5.3	5.1	2.1	1.0	.4	1.4	1.6	2.5	2.1	.8	.1	.1
KLVE-FM	1056	38	411	52	173	95	50	28	15	606	55	217	157	105	40	31
(%)	100	4	39	5	16	9	5	3	1	57	5	21	15	10	4	3
Rating	1.1	.4	.9	.8	1.6	1.0	.7	.7	.3	1.3	.9	2.2	1.6	1.4	.9	.4
Share	6.1	2.9	5.1	4.3	8.1	5.0	3.6	3.5	2.1	7.8	5.4	12.3	8.8	7.7	5.0	3.0
KLYY-FM	171	27	95	28	35	23	9			49	23	17	7	2		
(%)	100	16	55	16	21	13	5			29	13	10	4	1		
Rating	.2	.3	.2	.4	.3	.2	.1			.1	.4	.2	.1			
Share	1.0	2.1	1.2	2.3	1.6	1.2	.6			.6	2.3	1.0	.4	.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+
KIIS-FM	15853	3831	5336	1745	1617	1104	633	169	69	6686	1864	1792	1721	955	171	183
(%)	100	24	34	11	10	7	4	1		42	12	11	11	6	1	1
Rating	16.0	38.6	12.1	25.8	14.8	11.1	8.4	3.9	1.4	14.8	31.7	18.3	17.3	12.4	3.7	2.6
KIKF-FM	1384	54	474	18	136	62	127	91	40	856	83	235	289	155	50	44
(%)	100	4	34	1	10	4	9	7	3	62	6	17	21	11	4	3
Rating	1.4	.5	1.1	.3	1.2	.6	1.7	2.1	.8	1.9	1.4	2.4	2.9	2.0	1.1	.6
KJLH-FM	3720	363	1173	211	335	277	200	126	25	2183	363	604	554	351	143	168
(%)	100	10	32	6	9	7	5	3	1	59	10	16	15	9	4	5
Rating	3.7	3.7	2.7	3.1	3.1	2.8	2.7	2.9	.5	4.8	6.2	6.2	5.6	4.5	3.1	2.4
KKBT-FM	11396	2822	4195	1726	1505	588	250	74	51	4380	1610	1399	780	450	73	66
(%)	100	25	37	15	13	5	2	1		38	14	12	7	4	1	1
Rating	11.5	28.4	9.5	25.5	13.8	5.9	3.3	1.7	1.1	9.7	27.4	14.3	7.8	5.8	1.6	.9
KKGO-FM	5648	155	2864	122	434	475	584	643	606	2630	122	389	437	623	555	503
(%)	100	3	51	2	8	8	10	11	11	47	2	7	8	11	10	9
Rating	5.7	1.6	6.5	1.8	4.0	4.8	7.8	15.0	12.7	5.8	2.1	4.0	4.4	8.1	12.1	7.1
KKHJ-AM	2350	118	1279	241	449	261	155	89	84	953	162	327	198	100	102	64
(%)	100	5	54	10	19	11	7	4	4	41	7	14	8	4	4	3
Rating	2.4	1.2	2.9	3.6	4.1	2.6	2.1	2.1	1.8	2.1	2.8	3.3	2.0	1.3	2.2	.9
KKLA-AM	143	11	48			31	17			84		11			17	55
(%)	100	8	34			22	12			58		8			12	38
Rating	.1	.1	.1			.3	.2			.2		.1			.4	.8
KKLA-FM	1806	74	772	28	137	225	246	106	30	961	13	149	244	190	190	174
(%)	100	4	43	2	8	12	14	6	2	53	1	8	14	11	11	10
Rating	1.8	.7	1.7	.4	1.3	2.3	3.3	2.5	.6	2.1	.2	1.5	2.4	2.5	4.1	2.5
KLAC-AM	5908	58	2674		63	308	452	740	1112	3175	82	50	158	488	738	1659
(%)	100	1	45		1	5	8	13	19	54	1	1	3	8	12	28
Rating	6.0	.6	6.0		.6	3.1	6.0	17.2	23.2	7.0	1.4	.5	1.6	6.3	16.0	23.6
KLAX-FM	6207	804	2496	686	814	638	254	69	34	2906	690	808	658	428	193	128
(%)	100	13	40	11	13	10	4	1	1	47	11	13	11	7	3	2
Rating	6.3	8.1	5.6	10.1	7.4	6.4	3.4	1.6	.7	6.5	11.7	8.2	6.6	5.5	4.2	1.8
KLOS-FM	8652	454	4960	679	1656	1960	537	96	32	3238	396	1226	985	409	87	136
(%)	100	5	57	8	19	23	6	1		37	5	14	11	5	1	2
Rating	8.7	4.6	11.2	10.0	15.1	19.7	7.2	2.2	.7	7.2	6.7	12.5	9.9	5.3	1.9	1.9
KLSX-FM	6704	202	4332	835	1400	1391	510	113	83	2170	349	760	634	308	51	67
(%)	100	3	65	12	21	21	8	2	1	32	5	11	9	5	1	1
Rating	6.8	2.0	9.8	12.3	12.8	14.0	6.8	2.6	1.7	4.8	5.9	7.7	6.4	4.0	1.1	1.0
KLVE-FM	11707	936	4816	775	1922	1191	568	237	122	5955	846	2120	1427	858	409	295
(%)	100	8	41	7	16	10	5	2	1	51	7	18	12	7	3	3
Rating	11.8	9.4	10.9	11.4	17.6	12.0	7.6	5.5	2.5	13.2	14.4	21.6	14.3	11.1	8.9	4.2
KLYY-FM	5717	1109	2533	888	1002	546	86	12		2074	895	667	349	115	35	13
(%)	100	19	44	16	18	10	2			36	16	12	6	2	1	
Rating	5.8	11.2	5.7	13.1	9.2	5.5	1.1	.3		4.6	15.2	6.8	3.5	1.5	.8	.2

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KNX -AM	344	1	214	3	16	38	44	60	53	129	1	5	23	23	38	37
(%)	100		62	1	5	11	13	17	16	37		2	7	7	11	11
Rating	.3		.5		.1	.4	.6	1.4	1.1	.3		.1	.2	.3	.8	.5
Share	2.0	.1	2.6	.2	.7	2.0	3.2	7.6	7.6	1.7	.1	.3	1.3	1.7	4.8	3.6
KOST-FM	649	27	239	33	57	70	49	17	12	382	41	64	128	84	42	23
(%)	100	4	37	5	9	11	7	3	2	59	6	10	20	13	6	4
Rating	.7	.3	.5	.5	.5	.7	.4	.3	.3	.8	.7	.7	1.3	1.1	.9	.3
Share	3.8	2.1	2.9	2.7	2.7	3.7	3.5	2.1	1.7	4.9	4.0	3.6	7.1	6.1	5.3	2.2
KPWR-FM	721	237	290	169	76	26	13	3	2	194	92	52	25	19	4	1
(%)	100	33	40	23	11	4	2			27	13	7	4	3	1	
Rating	.7	2.4	.7	2.5	.7	.3	.2	.1		.4	1.6	.5	.3	.2	.1	
Share	4.2	18.4	3.6	13.9	3.5	1.4	.9	.4	.3	2.5	9.1	2.9	1.4	1.4	.5	.1
KRLA-AM	133	22	54	9	7	14	16	3	6	57	14	9	7	16	5	5
(%)	100	17	41	7	5	10	12	2	5	43	11	7	5	12	4	4
Rating	.1	.2	.1	.1	.1	.1	.2	.1	.1	.1	.2	.1	.1	.2	.1	.1
Share	.8	1.7	.7	.7	.3	.7	1.2	.4	.9	.7	1.4	.5	.4	1.2	.6	.5
KROQ-FM	509	95	251	80	115	45	10	1	1	163	57	66	30	8	1	1
(%)	100	19	49	16	23	9	2			32	11	13	6	2		
Rating	.5	1.0	.6	1.2	1.1	.5	.1			.4	1.0	.7	.3	.1		
Share	3.0	7.4	3.1	6.6	5.4	2.4	.7	.1	.1	2.1	5.6	3.7	1.7	.6	.1	.1
KRRA-AM	51	3	20		9	1	2	2	6	27		3	8	7	7	3
(%)	100	6	40		17	2	3	4	12	54		5	15	13	14	6
Rating	.1				.1				.1	.1		.1	.1	.1	.2	
Share	.3	.2	.2		.4	.1	.1	.3	.9	.3		.2	.4	.5	.9	.3
KRTH-FM	696	36	355	26	49	72	164	35	8	305	23	53	84	105	30	10
(%)	100	5	51	4	7	10	24	5	1	44	3	8	12	15	4	1
Rating	.7	.4	.8	.4	.4	.7	2.2	.8	.2	.7	.4	.5	.8	1.4	.7	.1
Share	4.0	2.8	4.4	2.1	2.3	3.8	11.8	4.4	1.1	3.9	2.3	3.0	4.7	7.7	3.8	1.0
KSCA-FM	847	71	442	103	216	85	29	6	2	335	52	127	81	61	11	3
(%)	100	8	52	12	25	10	3	1		40	6	15	10	7	1	
Rating	.9	.7	1.0	1.5	2.0	.9	.4	.1		.7	.9	1.3	.8	.8	.2	
Share	4.9	5.5	5.4	8.5	10.1	4.5	2.1	.8	.3	4.3	5.1	7.2	4.5	4.5	1.4	.3
KSSE-FM	211	25	97	34	50	9	1	2		89	37	27	19	5		1
(%)	100	12	46	16	23	4	1	1		42	18	13	9	2		
Rating	.2	.3	.2	.5	.5	.1				.2	.6	.3	.2	.1		
Share	1.2	1.9	1.2	2.8	2.3	.5	.1	.3		1.1	3.6	1.5	1.1	.4		.1
KTNQ-AM	363	3	231	25	88	68	25	12	13	129	4	40	39	24	10	12
(%)	100	1	64	7	24	19	7	3	3	36	1	11	11	7	3	3
Rating	.4		.5	.4	.8	.7	.3	.3	.3	.3		.4	.4	.3	.2	.2
Share	2.1	.2	2.8	2.1	4.1	3.6	1.8	1.5	1.9	1.7	.4	2.3	2.2	1.8	1.3	1.2
KTWV-FM	586	9	268	7	58	68	69	30	35	310	17	39	104	87	39	23
(%)	100	1	46	1	10	12	12	5	6	53	3	7	18	15	7	4
Rating	.6	.1	.6	.1	.5	.7	.9	.7	.7	.7	.3	.4	1.0	1.1	.8	.3
Share	3.4	.7	3.3	.6	2.7	3.6	5.0	3.8	5.0	4.0	1.7	2.2	5.8	6.4	4.9	2.2
KWKW-AM	128	3	66	1	19	14	10	9	13	59	4	13	12	15	11	4
(%)	100	2	51	1	15	11	7	7	10	46	3	10	9	12	8	3
Rating	.1		.1		.2	.1	.1	.2	.3	.1	.1	.1	.1	.2	.2	.1
Share	.7	.2	.8	.1	.9	.7	.7	1.1	1.9	.8	.4	.7	.7	1.1	1.4	.4
KWVE-FM	82	3	32	2	9	8	4	8	1	47	4	8	11	15	8	2
(%)	100	4	39	2	11	10	5	10	1	57	4	10	13	18	9	3
Rating	.1		.1		.1	.1	.1	.2		.1	.1	.1	.1	.2	.2	
Share	.5	.2	.4	.2	.4	.4	.3	1.0	.1	.6	.4	.5	.6	1.1	1.0	.2
KXMG-AM	69	2	28	3	15	6	3		1	39	1	12	20	4	1	2
(%)	100	3	41	5	22	9	4		1	57	1	17	30	5	1	3
Rating	.1		.1		.1	.1				.1		.1	.2	.1		
Share	.4	.2	.3	.2	.7	.3	.2		.1	.5	.1	.7	1.1	.3	.1	.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+
KNX -AM	9411	126	5477	115	545	1257	1247	1129	1184	3808	72	374	743	885	710	1024
(%)	100	1	58	1	6	13	13	12	13	40	1	4	8	9	8	11
Rating	9.5	1.3	12.4	1.7	5.0	12.6	16.6	26.3	24.7	8.5	1.2	3.8	7.5	11.5	15.4	14.5
KOST-FM	12119	913	4446	698	1098	1214	767	397	271	6761	988	1446	1809	1557	609	352
(%)	100	8	37	6	9	10	6	3	2	56	8	12	15	13	5	3
Rating	12.2	9.2	10.0	10.3	10.0	12.2	10.2	9.2	5.7	15.0	16.8	14.7	18.2	20.2	13.2	5.0
KPWR-FM	14547	4584	5382	2757	1616	726	165	84	34	4581	2061	1211	720	394	147	48
(%)	100	32	37	19	11	5	1	1		31	14	8	5	3	1	
Rating	14.7	46.2	12.2	40.7	14.8	7.3	2.2	2.0	.7	10.2	35.0	12.3	7.2	5.1	3.2	.7
KRLA-AM	3205	646	1366	218	195	310	374	94	175	1194	306	133	216	252	128	158
(%)	100	20	43	7	6	10	12	3	5	37	10	4	7	8	4	5
Rating	3.2	6.5	3.1	3.2	1.8	3.1	5.0	2.2	3.7	2.7	5.2	1.4	2.2	3.3	2.8	2.2
KROQ-FM	11154	2031	5121	1745	1962	1088	256	28	41	4002	1513	1467	642	312	39	29
(%)	100	18	46	16	18	10	2			36	14	13	6	3		
Rating	11.2	20.5	11.6	25.8	17.9	10.9	3.4	.7	.9	8.9	25.7	14.9	6.4	4.0	.8	.4
KRRA-AM	1015	102	455	27	122	48	85	75	99	457		105	78	97	90	88
(%)	100	10	45	3	12	5	8	7	10	45		10	8	10	9	9
Rating	1.0	1.0	1.0	.4	1.1	.5	1.1	1.7	2.1	1.0		1.1	.8	1.3	2.0	1.3
KRTH-FM	13602	1258	5819	696	1002	1444	1883	586	208	6525	610	1096	1875	2081	550	312
(%)	100	9	43	5	7	11	14	4	2	48	4	8	14	15	4	2
Rating	13.7	12.7	13.2	10.3	9.2	14.5	25.1	13.7	4.3	14.5	10.4	11.2	18.8	26.9	11.9	4.4
KSCA-FM	8953	1095	4259	1067	1915	835	290	102	51	3599	727	1219	896	422	283	52
(%)	100	12	48	12	21	9	3	1	1	40	8	14	10	5	3	1
Rating	9.0	11.0	9.6	15.8	17.5	8.4	3.9	2.4	1.1	8.0	12.4	12.4	9.0	5.5	6.1	.7
KSSE-FM	3698	529	1522	462	721	193	47	82	17	1647	607	562	320	91	15	52
(%)	100	14	41	13	19	5	1	2		45	16	15	9	2		
Rating	3.7	5.3	3.4	6.8	6.6	1.9	.6	1.9	.4	3.7	10.3	5.7	3.2	1.2	.3	.7
KTNQ-AM	4428	197	2624	390	937	719	319	114	145	1608	127	520	415	282	160	104
(%)	100	4	59	9	21	16	7	3	3	36	3	12	9	6	4	2
Rating	4.5	2.0	5.9	5.8	8.6	7.2	4.3	2.7	3.0	3.6	2.2	5.3	4.2	3.7	3.5	1.5
KTWV-FM	8877	245	4055	160	729	1233	1006	591	337	4577	300	855	1124	1206	575	516
(%)	100	3	46	2	8	14	11	7	4	52	3	10	13	14	6	6
Rating	8.9	2.5	9.2	2.4	6.7	12.4	13.4	13.8	7.0	10.2	5.1	8.7	11.3	15.6	12.5	7.3
KWKV-AM	1762	26	888	73	246	152	149	102	166	848	85	126	200	180	211	48
(%)	100	1	50	4	14	9	8	6	9	48	5	7	11	10	12	3
Rating	1.8	.3	2.0	1.1	2.3	1.5	2.0	2.4	3.5	1.9	1.4	1.3	2.0	2.3	4.6	.7
KWVE-FM	1907	89	734	42	136	211	149	142	53	1084	94	189	257	285	182	78
(%)	100	5	38	2	7	11	8	7	3	57	5	10	13	15	10	4
Rating	1.9	.9	1.7	.6	1.2	2.1	2.0	3.3	1.1	2.4	1.6	1.9	2.6	3.7	4.0	1.1
KXMG-AM	859	67	370	72	152	84	30		33	423	30	139	122	90	17	24
(%)	100	8	43	8	18	10	3		4	49	4	16	14	10	2	3
Rating	.9	.7	.8	1.1	1.4	.8	.4		.7	.9	.5	1.4	1.2	1.2	.4	.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYSR-FM	484	45	206	36	86	53	27	2	1	233	78	93	45	14	1	2
(%)	100	9	43	8	18	11	6			48	16	19	9	3		
Rating	.5	.5	.5	.5	.8	.5	.4			.5	1.3	.9	.5	.2		
Share	2.8	3.5	2.5	3.0	4.0	2.8	1.9	.3	.1	3.0	7.7	5.3	2.5	1.0	.1	.2
KZLA-FM	459	5	189	12	24	53	43	30	26	265	6	52	60	73	33	42
(%)	100	1	41	3	5	12	9	7	6	58	1	11	13	16	7	9
Rating	.5	.1	.4	.2	.2	.5	.6	.7	.5	.6	.1	.5	.6	.9	.7	.6
Share	2.7	.4	2.3	1.0	1.1	2.8	3.1	3.8	3.7	3.4	.6	2.9	3.3	5.3	4.1	4.1
KFRG-FM	64	1	32	3	4	2	7	16	1	31	3	7	8	8	3	3
(%)	100	1	50	4	6	3	10	25	1	49	5	11	12	12	4	5
Rating	.1		.1				.1	.4		.1	.1	.1	.1	.1	.1	
Share	.4	.1	.4	.2	.2	.1	.5	2.0	.1	.4	.3	.4	.4	.6	.4	.3
XTRA-AM	143	6	115	7	38	30	17	9	14	22	1	1	6		1	14
(%)	100	4	80	5	26	21	12	7	10	15	1		4		1	10
Rating	.1	.1	.3	.1	.3	.3	.2	.2	.3				.1			.2
Share	.8	.5	1.4	.6	1.8	1.6	1.2	1.1	2.0	.3	.1	.1	.3		.1	1.4
TOTALS	17187	1289	8135	1218	2143	1892	1391	792	699	7764	1014	1767	1792	1368	797	1025
(%)	100	7	47	7	12	11	8	5	4	45	6	10	10	8	5	6
Rating	17.3	13.0	18.4	18.0	19.6	19.0	18.5	18.5	14.6	17.2	17.2	18.0	18.0	17.7	17.3	14.6

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYSR-FM	10791	1225	4468	1081	1807	1152	318	76	34	5099	1294	2004	1053	526	40	180
(%)	100	11	41	10	17	11	3	1		47	12	19	10	5		2
Rating	10.9	12.3	10.1	16.0	16.5	11.6	4.2	1.8	.7	11.3	22.0	20.4	10.6	6.8	.9	2.6
KZLA-FM	6842	189	2837	257	498	621	729	368	364	3816	219	770	829	888	510	600
(%)	100	3	41	4	7	9	11	5	5	56	3	11	12	13	7	9
Rating	6.9	1.9	6.4	3.8	4.6	6.2	9.7	8.6	7.6	8.5	3.7	7.8	8.3	11.5	11.1	8.5
KFRG-FM	1699	79	698	94	156	75	183	144	46	922	66	214	224	234	83	102
(%)	100	5	41	6	9	4	11	8	3	54	4	13	13	14	5	6
Rating	1.7	.8	1.6	1.4	1.4	.8	2.4	3.4	1.0	2.0	1.1	2.2	2.2	3.0	1.8	1.4
XTRA-AM	3217	113	2637	219	837	713	402	237	229	468	19	65	189	27	40	128
(%)	100	4	82	7	26	22	12	7	7	15	1	2	6	1	4	
Rating	3.2	1.1	6.0	3.2	7.7	7.2	5.4	5.5	4.8	1.0	.3	.7	1.9	.3	.9	1.8
TOTALS	94788	9561	42446	6651	10587	9730	7104	4093	4281	42781	5707	9463	9662	7405	4358	6185
(%)	100	10	45	7	11	10	7	4	5	45	6	10	10	8	5	7
Rating	95.5	96.4	95.9	98.2	96.8	97.7	94.7	95.4	89.4	95.0	97.0	96.4	97.0	95.8	94.7	87.9

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 (%)	478 62	231 30	57 7	6 1	349 50	213 31	121 17	11 2	267 71	86 23	13 3	11 3	327 63	140 27	46 9	7 1
KACD-FM (%)	36 40	40 45	12 14	1 1	43 46	25 27	26 27		56 58	30 31	8 8	3 3	37 47	27 35	12 16	2 2
KBCD-FM (%)	8 26	14 43	10 30		3 10	9 25	22 64		17 48	12 33	3 8	4 12	9 32	9 32	8 29	2 6
KACE-FM (%)	63 34	55 30	63 34	2 1	42 22	38 19	110 57	4 2	80 59	32 24	14 10	9 7	60 40	37 25	51 34	3 2
KRTO-FM (%)	13 26	25 51	11 22	1 2	19 44	11 26	11 26	2 4	24 52	13 28	9 19		17 43	14 35	8 20	1 2
KBIG-FM (%)	111 20	123 23	305 56	8 1	76 10	73 9	613 79	16 2	132 42	68 22	102 32	15 5	105 24	76 17	251 57	10 2
KBUA-FM (%)	9 23	9 22	22 54		12 24	2 4	36 72		9 29	11 34	11 36	2	8 26	6 19	17 54	1
KBUE-FM (%)	143 51	57 20	75 27	8 3	170 52	36 11	114 35	4 1	170 59	55 19	46 16	18 6	132 54	42 17	59 25	9 4
KCBS-FM (%)	86 15	240 41	246 42	9 2	78 10	172 23	489 65	16 2	130 35	159 42	69 18	17 4	82 18	154 35	197 44	11 2
KFI -AM (%)	382 47	276 34	152 19	6 1	653 44	435 29	390 26	14 1	207 59	115 33	20 6	8 2	328 48	208 31	134 20	7 1
KFSG-FM (%)	43 40	52 49	12 11		8 12	27 41	28 43	3 5	27 56	18 38	3 5		27 42	27 42	10 15	1 1
KFWB-AM (%)	217 38	324 57	30 5	2	98 27	207 58	52 14		98 40	140 57	6 2	2 1	140 40	186 53	24 7	1
KIBB-FM (%)	70 24	136 45	87 29	5 2	68 22	86 28	151 49	6 2	60 35	66 38	39 22	9 5	60 27	83 38	73 33	5 2
KIEV-AM (%)	57 70	16 19	9 11		137 63	46 21	33 15	1	31 75	9 22	1 3		56 69	16 19	9 11	
KIIS-FM (%)	195 29	326 48	141 21	12 2	139 24	196 34	226 39	18 3	223 45	198 40	60 12	16 3	174 36	196 40	107 22	13 3
KIKF-FM (%)	28 33	32 38	23 27	1 1	24 29	28 33	32 38	1 1	41 57	25 34	4 5	3 4	25 39	22 34	17 26	1 1
KJLH-FM (%)	81 33	97 39	65 26	4 1	83 28	76 26	130 44	6 2	160 58	96 35	14 5	4 1	102 45	69 30	51 23	4 2
KKBT-FM (%)	301 34	317 36	232 27	24 3	198 26	178 23	364 47	30 4	226 44	192 37	72 14	27 5	233 38	192 31	171 28	23 4
KKGO-FM (%)	132 41	112 35	75 23	4 1	157 36	76 17	198 46	4 1	198 71	60 21	15 5	7 2	156 53	69 23	66 22	3 1
KKHJ-AM (%)	62 52	24 20	34 28		40 51	14 18	24 30	1 1	54 80	9 13	5 7		76 67	15 13	23 20	
KKLA-AM (%)	6 91	1 9			1 17	7 83				1 100			2 59	2 41		
KKLA-FM (%)	70 48	71 49	4 3		13 27	31 67	3 6		1 8	14 92			35 50	33 47	2 3	
KLAC-AM (%)	243 54	135 30	67 15	2 1	284 48	165 28	142 24		329 73	98 22	22 5	3 1	232 60	98 25	54 14	1
KLAX-FM (%)	181 45	91 23	122 30	8 2	172 41	68 16	175 42	5 1	213 59	78 22	62 17	11 3	161 49	65 19	100 30	7 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KLOS-FM (%)	202 30	275 41	194 29	7 1	115 20	139 24	327 56	4 1	145 45	110 34	58 18	11 3	140 32	147 33	147 33	8 2
KLSX-FM (%)	329 36	339 37	230 25	22 2	139 27	147 29	218 42	9 2	73 52	36 26	19 13	13 9	151 35	147 34	121 28	11 3
KLVE-FM (%)	653 53	206 17	354 29	17 1	755 45	165 10	729 43	32 2	559 64	160 18	130 15	20 2	569 56	143 14	289 28	16 2
KLYY-FM (%)	44 23	99 51	46 24	3 1	48 25	70 36	72 37	4 2	59 46	53 41	10 8	6 5	45 31	63 44	32 22	4 3
KNX -AM (%)	191 38	274 54	41 8	2	111 32	173 49	63 18	5 1	82 38	119 55	17 8		154 45	156 45	31 9	3 1
KOST-FM (%)	204 26	232 29	342 43	10 1	143 14	145 15	701 70	7 1	184 42	142 33	101 23	9 2	187 30	146 23	280 45	9 1
KPWR-FM (%)	221 38	196 34	146 25	12 2	193 32	144 24	254 42	19 3	241 49	144 29	85 17	27 5	212 44	133 28	121 25	17 4
KRLA-AM (%)	56 46	41 33	24 20	1 1	55 44	31 25	34 27	5 4	70 68	19 19	5 4	9 9	62 56	27 24	17 16	5 4
KROQ-FM (%)	147 25	300 51	135 23	8 1	95 19	147 29	244 49	16 3	133 41	143 45	29 9	16 5	127 31	173 42	102 25	12 3
KRRA-AM (%)	46 80	6 11	5 9		54 76	11 16	5 7	1 1	46 91	4 8	1 1		39 82	6 12	3 6	
KRTH-FM (%)	198 23	257 30	394 46	13 1	132 12	221 19	773 68	18 2	268 46	209 36	85 15	16 3	170 26	176 27	302 46	12 2
KSCA-FM (%)	471 45	202 19	360 34	23 2	419 36	138 12	595 51	25 2	358 55	106 16	170 26	15 2	357 46	125 16	276 36	18 2
KSSE-FM (%)	81 37	62 28	62 28	15 7	92 37	46 19	99 40	10 4	113 60	41 22	28 15	8 4	83 44	42 23	50 27	12 6
KTNQ-AM (%)	252 49	129 25	130 25	2	154 41	87 23	130 35	5 1	144 61	59 25	33 14	1	197 55	77 21	82 23	3 1
KTWV-FM (%)	217 32	196 29	265 39	5 1	199 21	171 18	579 61	8 1	314 58	146 27	63 12	14 3	219 38	135 23	218 38	5 1
KWKV-AM (%)	96 58	24 14	45 27		106 52	15 7	84 41	1	42 63	9 13	15 24		76 61	14 11	35 28	
KWVE-FM (%)	31 30	56 54	15 14	1 1	21 22	33 35	39 40	3 3	36 44	37 46	8 10		29 36	35 44	14 18	1 1
KXMG-AM (%)	40 49	17 20	23 29	2 2	33 45	8 11	29 40	3 4	56 76	5 7	11 15	2 2	39 59	9 13	17 26	2 3
KYSR-FM (%)	104 19	222 40	218 39	10 2	104 14	158 21	465 63	14 2	136 35	158 41	83 22	10 3	99 23	146 33	183 42	10 2
KZLA-FM (%)	198 32	250 40	169 27	3	157 25	176 28	286 46	6 1	268 53	176 35	50 10	11 2	169 37	158 35	124 27	4 1
KFRG-FM (%)	21 25	44 52	18 21	1 1	18 24	28 38	27 36	1 1	24 32	36 47	14 18	2 3	17 28	29 46	16 25	1 2
XTRA-AM (%)	60 32	97 52	26 14	3 1	41 21	87 44	64 33	5 3	71 58	46 37	3 3	2 1	49 36	63 46	23 17	2 2
TOTALS (%)	8055 38	7188 34	5538 26	295 1	6940 31	5152 23	10179 45	387 2	7482 54	4095 30	1764 13	418 3	6787 43	4476 28	4333 27	303 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										
FA '97	8:45	6:00	7:15	8:00	6:45	7:15	7:45	5:00	7:15	8:15
SU '97	8:15	5:45	6:30	6:30	5:15	6:45	6:30	7:00	6:00	6:45
SP '97	7:45	5:30	6:00	7:00	6:00	6:15	6:45	4:30	6:00	7:15
WI '97	8:30	5:45	7:00	7:30	5:15	7:00	7:30	6:45	7:15	7:30
4-Book	8:15	5:45	6:45	7:15	5:45	6:45	7:15	5:45	6:45	7:30
FA '96	8:30	6:45	7:00	7:45	7:00	7:00	7:45	6:00	6:30	8:00
KACD-FM										
FA '97	5:15	5:15	4:30	3:45	5:00	5:00	4:45	5:45	4:00	3:15
SU '97	4:45	5:00	6:00	5:15	5:45	7:15	6:45	4:15	4:45	2:45
SP '97	4:45	6:30	6:15	3:00	8:45	8:15	2:45	3:15	3:45	3:15
WI '97	5:15	5:00	5:00	4:45	5:00	5:45	7:15	4:45	3:45	2:30
4-Book	5:00	5:30	5:30	4:15	6:15	6:30	5:30	4:30	4:00	3:00
FA '96	6:30	8:15	7:45	5:00	10:00	8:30	5:15	5:30	6:30	4:45
KBCD-FM										
FA '97	5:00	6:15	4:15	3:15	7:00	7:15	4:45	5:45	2:15	1:45
SU '97	5:15	6:00	6:45	4:15	6:45	9:00	4:45	5:15	5:00	3:45
SP '97	5:00	5:30	4:45	4:45	5:30	2:45	0:00	5:30	6:00	4:45
WI '97	3:15	3:15	2:15	4:45	3:45	2:15	3:15	2:30	2:15	7:00
4-Book	4:45	5:15	4:30	4:15	5:45	5:15	3:15	4:45	4:00	4:15
FA '96	5:00	6:30	4:45	2:45	4:30	4:00	4:15	9:15	5:45	0:45
KACE-FM										
FA '97	7:45	6:30	8:45	8:45	8:00	8:00	7:00	5:30	9:30	10:15
SU '97	7:45	6:15	8:00	9:00	6:00	7:45	8:15	6:30	8:15	9:45
SP '97	6:45	5:15	7:00	8:15	3:00	6:45	8:30	7:15	7:15	8:00
WI '97	6:45	5:45	7:30	8:30	7:15	7:15	7:00	4:15	7:30	9:15
4-Book	7:15	6:00	7:45	8:45	6:00	7:30	7:45	6:00	8:15	9:15
FA '96	7:15	4:30	7:45	9:15	5:00	7:30	9:15	4:15	8:00	9:15
KRTO-FM										
FA '97	5:15	4:30	5:00	6:30	5:30	5:15	7:00	4:00	4:30	5:45
SU '97	8:00	10:15	8:45	8:30	12:45	10:45	7:30	7:00	6:45	9:00
SP '97	9:00	11:00	10:45	8:15	12:30	15:00	14:00	10:00	7:45	4:00
WI '97	9:30	10:15	11:00	9:00	10:00	10:30	11:00	10:30	11:45	6:45
4-Book	8:00	9:00	9:00	8:00	10:15	10:30	10:00	8:00	7:45	6:30
FA '96	9:30	10:45	6:45	6:15	12:15	8:45	6:45	9:30	5:15	5:45
KBIG-FM										
FA '97	6:15	6:15	6:15	6:30	5:15	5:15	6:15	7:15	7:00	6:45
SU '97	5:30	5:45	6:15	6:00	5:15	5:00	5:30	6:15	7:15	6:30
SP '97	5:15	5:00	6:15	6:45	4:15	5:45	6:30	5:15	6:45	6:45
WI '97	6:15	6:15	6:45	6:45	6:45	7:00	6:15	5:45	6:30	7:15
4-Book	5:45	5:45	6:30	6:30	5:30	5:45	6:15	6:15	7:00	6:45
FA '96	5:30	5:00	6:15	6:30	5:00	5:00	4:45	5:00	7:00	8:00
+KBUA-FM										
FA '97	6:15	8:45	7:00	6:00	7:15	5:45	4:00	10:15	8:15	7:00
SU '97	3:15	3:15	2:45	3:15	2:15	3:00	3:30	5:00	2:15	2:45
SP '97	8:00	6:30	7:45	10:15	7:30	8:00	5:00	5:00	7:30	12:15
WI '97	5:15	5:30	4:45	5:15	5:45	4:00	4:15	5:00	5:30	5:45
4-Book	5:45	6:00	5:30	6:15	5:45	5:15	4:15	6:15	6:00	7:00
FA '96	**	**	**	**	**	**	**	**	**	**
KBUE-FM										
FA '97	7:00	7:00	7:45	7:45	6:30	8:30	9:00	7:15	7:00	6:30
SU '97	6:00	5:45	6:45	7:45	4:45	5:45	6:15	7:00	7:45	9:15
SP '97	7:15	6:30	7:00	7:30	6:30	6:15	6:15	8:00	7:45	8:45
WI '97	7:45	7:15	9:00	10:00	7:15	10:15	11:30	7:15	7:45	8:00
4-Book	7:00	6:45	7:45	8:15	6:00	7:45	8:15	7:30	7:30	8:15
FA '96	7:15	8:00	7:45	6:45	8:15	8:30	8:00	7:15	6:30	5:45
KCBS-FM										
FA '97	6:00	5:00	6:15	7:00	6:00	7:15	8:00	3:45	4:45	5:45
SU '97	5:00	5:00	5:00	5:15	5:00	5:30	6:00	5:00	4:15	3:45
SP '97	6:45	7:00	7:30	7:15	6:45	8:00	8:00	7:00	6:30	6:15
WI '97	6:30	6:15	6:45	7:15	7:15	7:45	8:30	4:45	5:15	5:30
4-Book	6:00	5:45	6:30	6:45	6:15	7:15	7:45	5:15	5:15	5:15
FA '96	5:30	5:45	5:45	5:30	6:15	6:15	6:15	5:15	4:45	4:45

** 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	
KFI -AM										
FA '97	8:45	7:15	8:00	8:30	8:00	8:45	9:15	6:30	7:15	7:45
SU '97	9:45	7:00	9:15	10:00	7:15	9:30	10:30	7:00	9:00	9:30
SP '97	8:15	7:00	8:30	8:45	8:45	9:30	9:00	5:15	7:15	8:30
WI '97	9:30	7:45	8:30	9:00	7:30	8:30	8:30	8:00	8:30	9:15
4-Book	9:00	7:15	8:30	9:00	8:00	9:00	9:15	6:45	8:00	8:45
FA '96	8:45	7:15	8:30	9:00	7:45	9:00	9:15	6:45	8:00	8:45
KFSG-FM										
FA '97	4:15	4:15	4:15	4:15	5:00	4:15	3:30	3:45	4:30	4:45
SU '97	6:30	5:00	6:30	8:15	3:45	6:30	12:45	6:00	6:45	6:30
SP '97	6:45	3:45	7:15	9:30	4:00	5:00	5:15	3:15	9:00	12:30
WI '97	4:00	3:00	3:45	4:30	3:00	3:15	3:45	3:15	4:00	5:15
4-Book	5:30	4:00	5:30	6:45	4:00	4:45	6:15	4:00	6:00	7:15
FA '96	6:00	5:00	5:45	7:00	2:15	3:15	3:45	6:15	7:00	8:45
KFWB-AM										
FA '97	4:45	2:45	4:00	4:15	2:15	4:15	4:45	3:15	3:15	3:45
SU '97	4:15	2:30	3:30	4:15	2:45	3:45	4:15	2:15	3:15	4:15
SP '97	4:45	3:00	3:45	4:00	3:15	3:45	4:15	2:30	3:45	3:45
WI '97	4:45	2:45	4:00	4:45	2:30	4:00	5:00	3:00	4:00	4:45
4-Book	4:45	2:45	3:45	4:15	2:45	4:00	4:30	2:45	3:30	4:15
FA '96	4:15	2:45	3:45	4:15	3:00	3:45	4:15	2:15	3:45	4:00
KIBB-FM										
FA '97	4:15	4:45	5:00	4:15	5:45	5:15	3:45	4:00	4:30	4:30
SU '97	5:15	5:45	5:30	5:30	6:00	5:30	5:00	5:30	5:15	5:45
SP '97	4:45	5:30	6:00	5:15	5:15	6:15	6:15	5:30	5:45	4:15
WI '97	5:45	5:15	6:45	8:00	4:45	5:45	8:15	5:30	7:15	7:45
4-Book	5:00	5:15	6:45	5:45	5:30	5:45	5:45	5:15	5:45	5:30
FA '96	5:15	5:30	5:45	5:45	5:30	6:00	6:00	5:30	5:45	5:30
KIEV-AM										
FA '97	6:30	9:15	5:30	5:45	10:00	6:45	5:45	6:00	4:00	6:00
SU '97	7:30	12:45	9:30	7:30	14:45	9:00	7:00	8:30	10:00	8:00
SP '97	9:15	5:00	5:45	6:15	5:00	8:00	8:30	0:00	3:00	4:00
WI '97	5:45	4:15	6:45	5:45	4:30	7:15	6:00	2:00	5:45	5:15
4-Book	7:15	7:45	7:00	6:15	8:30	7:45	6:45	4:15	5:45	5:45
FA '96	6:30	4:15	4:45	5:00	4:00	4:15	5:15	4:45	5:30	4:15
KIIS-FM										
FA '97	5:30	5:00	5:15	5:15	5:00	5:15	6:00	5:00	5:15	5:00
SU '97	5:15	5:00	5:15	5:45	5:15	6:00	7:00	4:30	4:45	5:00
SP '97	5:15	5:30	5:15	5:30	5:30	5:15	5:45	5:30	5:30	5:15
WI '97	5:00	5:00	5:15	5:15	4:45	5:00	5:30	5:00	5:15	5:00
4-Book	5:15	5:15	5:15	5:30	5:15	5:30	6:00	5:00	5:15	5:00
FA '96	4:45	4:30	5:15	5:15	4:45	5:15	5:15	4:30	5:15	5:15
KIKF-FM										
FA '97	6:00	4:15	6:30	7:30	4:30	4:00	6:00	4:00	7:30	8:30
SU '97	8:15	4:30	9:15	9:30	10:15	10:30	7:30	2:00	8:45	11:00
SP '97	6:30	7:30	6:45	6:15	11:00	10:45	9:30	4:30	3:30	4:15
WI '97	8:45	7:45	9:45	10:30	6:30	6:00	6:45	8:15	10:45	11:45
4-Book	7:30	6:00	8:00	8:30	8:00	7:45	7:30	4:45	7:45	9:00
FA '96	5:45	6:45	6:45	5:45	6:15	4:30	3:45	7:00	9:00	8:00
KJLH-FM										
FA '97	8:00	8:30	8:45	9:00	9:00	6:30	7:45	8:15	9:45	9:45
SU '97	6:45	7:15	7:15	6:45	9:30	5:30	5:00	6:00	8:00	8:00
SP '97	7:45	7:15	9:30	10:00	4:45	8:15	10:00	8:45	10:30	10:15
WI '97	9:30	11:15	10:15	9:00	14:00	11:30	10:30	9:00	9:15	8:00
4-Book	8:00	8:30	9:00	8:45	9:15	8:00	8:15	8:00	9:30	9:00
FA '96	7:15	7:00	8:30	8:30	7:00	8:45	8:15	6:45	8:30	8:45
KKBT-FM										
FA '97	8:30	8:45	9:45	10:15	8:00	9:45	11:00	9:45	9:45	9:45
SU '97	8:00	9:00	9:15	7:30	9:45	10:00	7:30	8:15	8:45	7:45
SP '97	8:45	9:30	9:45	9:45	9:30	11:15	12:00	9:45	8:30	7:45
WI '97	10:15	11:45	11:15	9:30	12:30	11:00	8:45	11:00	11:30	10:15
4-Book	9:00	9:45	10:00	9:15	10:00	10:30	9:45	9:45	9:45	9:00
FA '96	9:45	10:45	11:30	9:30	10:45	10:45	9:00	10:45	12:00	9:45

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
KKGO-FM										
FA '97	6:45	5:00	6:15	7:00	4:45	6:45	7:30	5:15	5:45	6:15
SU '97	6:00	3:30	5:15	6:15	2:15	4:45	6:00	4:15	5:30	6:30
SP '97	6:15	3:00	5:30	6:00	3:00	6:30	6:45	3:00	5:00	5:30
WI '97	6:30	4:30	5:30	6:45	4:15	6:00	8:00	5:00	5:15	5:45
4-Book	6:30	4:00	5:45	6:30	3:30	6:00	7:00	4:30	5:30	6:00
FA '96	7:15	4:15	5:15	7:00	4:15	5:45	7:45	4:30	4:30	6:00
KKHJ-AM										
FA '97	6:15	6:15	6:15	7:00	7:00	6:45	5:45	5:00	5:30	8:15
SU '97	7:30	7:45	6:45	6:30	8:30	7:00	6:15	6:00	6:30	6:30
SP '97	6:30	6:45	7:00	7:15	7:00	7:30	8:00	6:15	6:00	6:15
WI '97	8:00	8:00	8:30	10:15	6:15	7:30	9:00	10:45	9:45	11:45
4-Book	7:00	7:15	7:15	7:45	7:15	7:15	7:15	7:00	7:00	8:15
FA '96	7:45	6:45	9:00	10:30	7:00	8:45	9:30	6:15	9:15	12:30
KKLA-AM										
FA '97	3:45	4:00	1:15	1:30	0:00	0:30	0:30	4:00	4:00	4:00
SU '97	2:15	7:00	2:15	2:30	0:00	0:00	2:00	7:00	2:15	2:30
SP '97	1:00	0:45	0:45	0:45	0:00	0:45	0:45	0:45	0:45	0:00
WI '97	2:45	0:45	2:00	2:00	0:00	0:00	0:00	0:45	2:00	2:00
4-Book	2:30	3:15	1:30	1:45	0:00	0:15	0:45	3:15	2:15	2:15
FA '96	7:15	2:30	13:45	17:15	3:00	3:45	1:00	1:00	18:30	27:30
KKLA-FM										
FA '97	5:00	3:45	4:30	5:15	5:30	5:00	5:00	2:15	3:45	5:15
SU '97	6:45	4:30	7:30	8:15	5:45	10:30	10:45	3:30	5:15	6:30
SP '97	6:45	6:45	6:15	6:30	9:30	8:15	7:30	4:30	4:30	5:45
WI '97	6:00	4:15	5:15	6:15	4:45	4:15	3:30	3:30	6:15	7:45
4-Book	6:15	4:45	6:00	6:30	6:30	7:00	6:45	3:30	5:00	6:15
FA '96	6:30	4:15	5:45	6:30	5:45	5:45	6:30	2:45	5:45	6:45
KLAC-AM										
FA '97	8:15	5:45	5:00	5:45	4:00	5:00	5:45	6:30	5:00	6:00
SU '97	9:15	5:00	5:30	8:00	3:00	5:00	8:30	5:45	5:45	7:30
SP '97	8:30	3:45	5:15	6:30	2:45	3:45	5:45	5:15	6:45	7:30
WI '97	8:00	3:45	5:30	7:00	4:00	3:45	5:30	3:30	8:00	9:00
4-Book	8:30	4:30	5:15	6:45	3:30	4:30	6:30	5:15	6:30	7:30
FA '96	8:00	5:30	5:45	7:45	4:30	5:30	7:15	13:15	6:15	8:15
KLAX-FM										
FA '97	7:30	7:15	8:30	8:30	7:30	9:15	10:30	7:00	7:45	7:00
SU '97	7:15	7:00	8:15	8:45	6:30	7:00	7:15	7:45	9:30	10:15
SP '97	7:30	7:45	8:15	8:30	7:30	8:15	8:15	8:00	8:15	8:45
WI '97	8:45	10:15	9:30	8:15	10:30	9:45	8:00	10:00	9:30	8:45
4-Book	7:45	8:00	8:45	8:30	8:00	8:30	8:30	8:15	8:45	8:45
FA '96	9:45	9:15	10:00	10:45	8:45	9:45	10:45	9:45	10:00	11:00
KLOS-FM										
FA '97	6:30	5:45	7:00	8:00	6:45	8:15	9:15	4:00	5:00	6:00
SU '97	5:30	4:45	6:30	7:00	5:15	7:30	8:00	3:45	4:45	5:30
SP '97	6:00	5:45	7:00	7:00	5:45	7:00	7:30	5:30	6:45	6:15
WI '97	6:15	5:45	7:00	7:45	6:00	7:45	9:15	5:15	5:30	4:45
4-Book	6:00	5:30	7:00	7:30	6:00	7:45	8:30	4:45	5:30	5:45
FA '96	5:30	5:30	5:45	6:15	6:00	5:45	6:15	4:45	5:45	6:15
KLTX-FM										
FA '97	8:15	9:00	8:30	7:45	10:15	9:15	8:30	7:00	7:00	6:15
SU '97	7:45	8:00	8:15	7:45	9:30	10:15	9:30	5:00	5:15	5:00
SP '97	7:15	6:45	7:30	8:15	7:45	8:15	8:45	4:30	6:00	7:15
WI '97	7:00	7:00	7:30	7:30	8:30	7:45	7:30	4:15	6:30	7:30
4-Book	7:30	7:45	8:00	7:45	9:00	9:00	8:30	5:15	6:15	6:30
FA '96	8:00	8:15	8:15	8:30	8:45	8:30	9:15	7:15	7:30	7:15
KLVE-FM										
FA '97	11:15	11:00	12:30	12:45	10:30	10:45	10:45	11:30	13:45	14:15
SU '97	10:45	11:00	11:15	11:15	9:00	9:15	9:00	12:45	13:15	13:00
SP '97	11:00	10:45	11:30	12:15	11:00	10:30	10:45	10:30	12:30	13:45
WI '97	11:15	10:45	12:00	12:45	9:15	10:30	11:30	12:30	13:15	13:45
4-Book	11:00	11:00	11:45	12:15	10:00	10:15	10:30	11:45	13:15	13:45
FA '96	11:15	10:30	12:00	13:00	9:00	10:15	10:30	12:15	13:30	14:45

** 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
KLYY-FM										
FA '97	3:45	3:45	4:15	4:30	4:15	5:15	6:15	3:15	3:00	2:15
SU '97	4:45	5:00	5:45	4:30	5:30	6:45	5:15	4:15	4:30	3:15
SP '97	4:00	4:15	4:00	3:30	4:45	4:30	3:30	3:30	3:30	3:15
WI '97	3:45	3:30	3:30	4:00	4:00	3:45	4:45	3:00	3:15	3:30
4-Book	4:00	4:15	4:30	4:15	4:45	5:00	5:00	3:30	3:30	3:00
FA '96	4:15	3:45	4:15	4:45	4:30	5:15	6:00	2:45	2:30	3:00
KNX-AM										
FA '97	4:30	3:00	3:45	4:45	3:45	4:00	5:00	1:45	3:15	4:30
SU '97	5:15	3:15	4:00	4:45	2:45	3:45	4:45	3:45	4:00	4:30
SP '97	4:45	2:15	4:00	5:00	2:30	4:00	4:45	2:00	4:00	5:15
WI '97	5:15	2:30	4:15	5:00	2:15	4:15	5:15	2:30	4:00	4:30
4-Book	5:00	2:45	4:00	5:00	2:45	4:00	5:00	2:30	3:45	4:45
FA '96	5:15	2:45	4:15	5:00	3:00	4:30	5:00	2:30	3:45	4:30
KOST-FM										
FA '97	6:45	5:45	7:15	7:45	6:15	7:15	7:15	5:30	7:15	8:00
SU '97	6:15	4:45	6:45	8:15	5:00	6:30	7:30	4:45	7:00	9:00
SP '97	6:30	5:45	6:30	7:15	5:45	6:30	7:00	5:45	6:30	7:15
WI '97	6:00	5:15	6:30	7:15	4:30	5:30	6:45	6:00	7:15	7:30
4-Book	6:30	5:30	6:45	7:45	5:30	6:30	7:15	5:30	7:00	8:00
FA '96	6:45	6:00	7:15	8:00	6:45	6:30	6:15	5:30	7:45	9:00
KPWR-FM										
FA '97	6:15	6:30	5:30	5:00	7:00	5:45	5:30	5:30	5:15	4:45
SU '97	6:15	6:00	5:15	4:45	6:15	5:15	4:15	5:30	5:30	5:15
SP '97	6:00	6:00	4:45	3:45	6:15	5:15	4:15	5:15	4:15	3:30
WI '97	6:45	6:15	5:45	4:45	7:00	6:15	5:00	5:30	4:45	4:15
4-Book	6:15	6:15	5:15	4:30	6:45	5:45	4:45	5:30	5:00	4:30
FA '96	7:00	7:00	5:30	3:30	7:45	6:30	4:00	6:15	4:15	3:30
KRLA-AM										
FA '97	5:15	5:45	5:45	5:30	4:45	5:15	5:15	6:45	6:45	5:45
SU '97	6:45	7:45	7:00	6:45	7:30	6:45	6:30	8:00	7:00	7:00
SP '97	6:45	6:00	8:30	8:45	6:15	10:30	11:00	5:30	6:45	6:30
WI '97	7:15	7:15	6:15	7:00	8:00	7:00	8:00	6:45	6:00	6:00
4-Book	6:30	6:45	7:00	7:00	6:45	7:30	7:45	6:45	6:45	6:15
FA '96	8:15	6:45	7:30	9:30	7:15	7:30	11:30	6:30	7:45	7:30
KROQ-FM										
FA '97	5:45	6:00	6:00	5:00	6:45	6:30	5:00	5:15	5:30	5:00
SU '97	7:00	7:00	6:45	6:00	7:15	7:15	6:45	6:45	6:15	5:15
SP '97	7:15	8:00	7:30	5:00	8:30	7:45	4:30	7:30	7:15	5:45
WI '97	6:30	7:00	6:45	6:00	7:45	7:30	7:00	6:00	6:00	4:45
4-Book	6:45	7:00	6:45	5:30	7:30	7:15	5:45	6:30	6:15	5:15
FA '96	6:15	6:30	6:15	6:00	7:00	7:45	8:15	5:30	4:00	3:00
KRRA-AM										
FA '97	6:15	5:45	6:45	7:00	7:45	5:45	3:00	3:15	7:30	10:15
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	8:15	5:00	11:30	13:00	5:15	14:30	15:30	5:00	8:45	9:45
WI '97	10:00	7:00	8:15	11:15	6:15	9:30	13:45	8:00	6:30	8:45
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	9:00	4:15	9:30	12:45	3:00	10:30	13:30	5:30	8:15	11:45
KRTH-FM										
FA '97	6:30	5:30	7:00	7:15	5:30	8:15	8:45	5:30	6:00	6:15
SU '97	6:00	5:00	6:30	7:15	5:00	7:00	8:15	5:00	6:00	6:15
SP '97	5:45	5:00	6:15	6:45	5:00	6:00	6:30	5:00	6:45	7:00
WI '97	5:30	5:00	6:00	6:15	5:15	6:15	6:15	4:45	6:00	6:15
4-Book	6:00	5:15	6:30	7:00	5:15	7:00	7:30	5:00	6:15	6:30
FA '96	6:15	5:15	7:00	7:15	6:15	7:00	7:00	4:30	7:15	7:45
KSCA-FM										
FA '97	12:00	12:45	13:30	12:15	13:30	13:45	12:30	11:30	13:15	12:00
SU '97	10:30	11:00	11:30	11:15	11:15	11:15	10:30	10:30	12:00	12:15
SP '97	10:45	11:00	11:45	11:45	11:15	11:30	11:15	10:45	12:15	12:15
WI '97	12:00	13:30	12:30	11:00	14:30	13:30	12:15	12:30	11:00	9:45
4-Book	11:15	12:00	12:15	11:30	12:45	12:30	11:45	11:15	12:15	11:30
FA '96	6:30	6:00	7:00	7:00	7:15	7:30	7:00	5:00	6:30	7:15

Time Spent Listening

** Station(s) not reported this survey.

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

& Both of the previous footnotes apply.

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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										
FA '97	7:15	8:00	7:15	6:15	9:00	7:45	5:00	7:00	6:30	7:15
SU '97	7:15	8:00	6:30	4:30	7:45	6:30	5:15	8:30	6:15	3:45
SP '97	7:00	7:30	6:45	5:15	6:45	5:45	4:00	8:00	7:45	6:30
WI '97	5:30	5:30	5:45	6:30	6:00	6:15	6:30	5:15	5:15	6:30
4-Book	6:45	7:15	6:30	5:45	7:30	6:30	5:15	7:15	6:30	6:00
FA '96	5:00	5:15	5:45	5:30	4:15	5:30	5:45	6:30	6:15	5:15
KTNQ-AM										
FA '97	10:15	10:00	11:15	11:15	10:45	11:30	11:30	8:45	10:45	10:45
SU '97	10:15	9:30	10:30	11:15	10:30	11:30	11:30	7:00	9:00	11:00
SP '97	12:15	11:30	12:45	13:45	11:45	12:30	12:30	11:15	13:15	15:15
WI '97	11:00	9:30	11:00	12:45	9:30	10:30	12:15	9:30	11:45	13:15
4-Book	11:00	10:15	11:30	12:15	10:45	11:30	12:00	9:15	11:15	12:30
FA '96	11:30	13:30	13:00	11:00	14:15	13:45	12:15	12:00	11:15	9:00
KTWV-FM										
FA '97	8:15	7:30	8:45	8:45	9:15	8:15	7:30	6:15	9:00	10:00
SU '97	8:15	6:45	8:15	9:00	5:45	7:45	8:00	7:30	9:00	10:00
SP '97	8:30	7:30	9:00	9:00	7:30	8:45	8:45	7:45	9:15	9:15
WI '97	9:45	8:45	10:15	10:30	7:30	10:00	10:30	9:45	10:15	10:30
4-Book	8:45	7:45	9:00	9:15	7:30	8:45	8:45	7:45	9:30	10:00
FA '96	8:45	6:45	8:45	9:30	4:45	7:45	8:45	8:00	9:30	10:00
KWKV-AM										
FA '97	9:15	8:45	10:00	9:00	8:00	9:45	10:00	10:00	10:00	8:00
SU '97	10:45	5:45	8:45	10:45	7:15	11:00	11:45	3:30	6:15	9:30
SP '97	8:15	7:15	9:15	9:30	7:15	7:00	7:00	6:45	12:15	12:45
WI '97	8:45	9:00	8:45	8:30	10:00	8:00	6:45	8:00	10:00	10:15
4-Book	9:15	7:45	9:15	9:30	8:15	9:00	9:00	7:00	9:45	10:15
FA '96	12:00	10:00	11:30	13:30	10:45	11:00	13:30	8:45	11:45	13:30
KWVE-FM										
FA '97	5:30	6:15	5:45	5:30	7:45	5:30	5:15	5:15	5:45	5:45
SU '97	7:15	6:30	7:30	7:45	7:45	8:00	8:15	5:30	7:15	7:15
SP '97	5:00	4:15	5:30	5:30	3:00	4:30	4:45	6:00	6:15	6:00
WI '97	7:15	6:30	7:30	7:30	6:15	7:45	8:45	6:45	7:30	6:15
4-Book	6:15	6:00	6:30	6:30	6:15	6:30	6:45	6:00	6:45	6:15
FA '96	5:45	5:30	5:45	6:00	4:15	3:45	3:45	6:45	7:30	8:00
KXMG-AM										
FA '97	10:00	9:45	12:15	12:30	10:15	11:30	10:30	9:15	12:45	13:30
SU '97	12:30	12:00	13:00	13:00	11:00	10:45	10:15	13:00	15:00	15:15
SP '97	8:00	7:15	8:30	9:15	6:45	7:30	7:45	7:30	9:30	10:45
WI '97	10:45	9:30	12:15	12:45	10:15	11:15	12:00	8:45	13:00	13:15
4-Book	10:15	9:45	11:30	12:00	9:30	10:15	10:15	9:45	12:30	13:15
FA '96	11:30	9:45	11:45	13:15	8:30	9:00	9:30	10:45	14:15	15:30
KYSR-FM										
FA '97	5:45	6:00	5:45	5:45	5:15	6:30	6:45	6:30	5:15	4:45
SU '97	5:15	5:45	5:45	5:15	5:00	5:15	5:15	6:15	6:15	5:15
SP '97	5:45	5:45	6:15	6:45	6:00	6:45	7:30	5:30	6:00	6:00
WI '97	5:00	5:15	5:30	5:00	5:00	4:45	4:00	5:15	6:15	6:00
4-Book	5:30	5:45	5:45	5:45	5:15	5:45	6:00	6:00	6:00	5:30
FA '96	5:30	6:15	6:15	5:30	6:30	5:30	4:45	6:15	7:00	6:00
KZLA-FM										
FA '97	8:30	6:45	8:45	9:15	6:00	8:15	9:15	7:30	9:15	9:15
SU '97	9:15	7:15	9:30	10:30	8:30	10:00	10:00	6:30	9:00	10:45
SP '97	9:00	6:45	9:45	10:45	6:00	9:30	10:00	7:00	10:00	11:30
WI '97	7:45	6:45	8:30	8:45	7:45	8:45	7:45	6:00	8:30	9:45
4-Book	8:45	7:00	9:15	9:45	7:00	9:15	9:15	6:45	9:15	10:15
FA '96	10:15	9:15	9:30	9:45	9:00	10:15	10:30	9:30	9:00	9:00
KFRG-FM										
FA '97	4:45	4:00	4:00	5:45	3:30	3:45	7:45	4:30	4:15	4:15
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	5:15	4:00	3:45	4:15	3:15	3:30	3:15	4:45	4:15	5:15

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
XTRA-AM										
FA '97	5:30	5:00	5:15	5:00	5:15	5:30	5:15	2:00	3:00	3:30
SU '97	6:15	5:45	6:15	7:15	6:15	6:45	7:45	3:45	2:30	2:15
SP '97	6:00	7:45	6:30	5:30	7:45	6:30	5:45	6:45	5:15	3:45
WI '97	5:30	5:00	6:00	6:30	5:15	6:15	6:45	2:30	2:15	1:45
4-Book	5:45	6:00	6:00	6:00	6:15	6:15	6:30	3:45	3:15	2:45
FA '96	5:45	7:15	5:45	5:00	8:15	6:15	5:30	1:45	1:45	1:30

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.

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KABC-AM	KACD-FM	KBCD-FM	KACE-FM	KRTO-FM	KBIG-FM	KBUA-FM	KBUE-FM	KCBS-FM	KFI-AM	KFSG-FM	KFWB-AM	KIBB-FM	KIEV-AM	KIIS-FM	KIKF-FM	KJLH-FM	KKBT-FM	KKGO-FM	KKHJ-AM	KKLA-AM
Cume Pers. (00)	7505	2122	787	2519	994	9412	672	4948	9678	9892	1921	9556	7171	1586	15853	1384	3720	11396	5648	2350	143
KABC-AM	100	3		8	7	7	2	2	7	35	10	18	2	53	2	3	5	2	15	2	
KACD-FM	1	100		2	1	2	2	2	2	1	1	1	10	1	6	4	4	4	2	2	
KBCD-FM			100			1			1	1	1	3	3	1	2	3	2	1			
KACE-FM	3	3		100	37	3		1	3	2	2	2	6	2	2	1	29	8	2		
KRTO-FM	1	1		15	100	1		2	2	1		2	2	1	1	1	5	2	2		12
KBIG-FM	8	9	12	11	12	100	8	3	16	11	14	10	20	5	22	23	5	8	10	3	
KBUA-FM		1				1	100	5					1		1			1		4	
KBUE-FM	1	4	2	2	8	2	37	100	1	1	4	1	5	3	4		2	4	1	21	
KCBS-FM	8	8	16	10	21	16	3	2	100	10	6	12	12	6	10	27	3	8	10	6	
KFI-AM	46	5	11	6	9	11	2	2	10	100	11	20	5	65	6	13	3	2	16	1	11
KFSG-FM	2	1	2	2	3	3		2	1	2	100	4	2	5	1	2	2	1	2		11
KFWB-AM	23	4	2	8	3	10	6	2	12	19	20	100	5	27	6	15	5	3	20	3	19
KIBB-FM	2	33	27	18	17	15	6	7	9	3	6	4	100	2	21	7	10	17	4	6	
KIEV-AM	11	1	2	1	2	1		1	1	10	4	4		100	3		1		4	1	11
KIIS-FM	5	44	45	11	15	37	19	13	16	9	7	10	47	3	100	22	15	28	7	4	
KIKF-FM	1		5	1	2	3		4	2	1	2	1		2	100			1			
KJLH-FM	3	6	2	43	19	2		1	1	1	4	2	5	2	3		100	18	1	1	37
KKBT-FM	3	22	24	37	28	9	13	8	9	3	7	3	27	2	20	4	56	100	5	2	20
KKGO-FM	11	5	4	5	11	6	2	1	6	9	7	12	3	13	3	5	2	3	100	1	11
KKHJ-AM	1	2				1	13	10	1		1	2	2	1	1		1			100	
KKLA-AM					2					1				1			1				100
KKLA-FM	3	2	2	3	4	2		1	1	3	17	3	1	6	1	1	2	1	4		55
KLAC-AM	23			2	5	5		1	4	19	5	14	2	35	2	9	1	2	9	2	8
KLAX-FM	1	7	2	3	13	2	26	51	1	1	1	1	7		5	2	3	4	1	28	12
KLOS-FM	8	7	17	8	5	13	4	2	35	10	6	11	11	2	10	27	2	5	9	3	
KLSX-FM	8	9	12	8	10	8		1	17	13	1	7	7	5	5	9	2	3	8		
KLVE-FM	2	16	5	8	11	34	39	5	2	4	3	19	3	12	3	3	6	5	5	53	12
KLYY-FM	2	16	15	4	3	8	2	1	15	3	2	4	7	8	13		6	3			
KNX-AM	27	8	3	8	12	8	6	2	11	21	11	25	4	27	5	6	5	3	23	2	
KOST-FM	9	15	26	16	14	48	16	5	17	10	13	14	23	6	26	17	12	13	13	5	
KPWR-FM	2	46	41	26	19	16	22	23	9	2	5	4	42	1	35	5	30	58	5	9	8
KRLA-AM	3	8	2	7	15	1	3	7	3	2	4	3	7	6	4	2	5	6	3	3	31
KROQ-FM	5	28	31	12	5	13	7	3	22	7	1	7	16	1	18	21	1	11	11	1	
KRRA-AM	1					2	5		1	1	1	1		2						11	
KRTH-FM	14	15	14	17	26	25	13	15	30	13	17	16	18	8	17	20	5	11	17	6	
KSCA-FM		8	5	1	8	4	42	46	3		3	1	11		6		1	4	1	46	12
KSSE-FM	1	11	8	2	1	4	2	15	2		3	1	8		6	1	1	2	1	10	
KTNQ-AM	1	3		1	9	2	13	17	1	1	2	1	4	1	2		1	1	1	32	
KTVV-FM	11	14	13	25	26	16	11	1	13	11	19	13	14	7	9	17	26	11	14	2	12
KWKW-AM				3		3		8			3		1	1					1	12	
KWVE-FM	1	2	10	3	4	2	4	2	1	2	18	3	2	3	1	5	1	1	4	1	11
KXMG-AM				4				2					1	1		2	1			6	
KYSR-FM	6	20	16	10	9	25	9	3	29	9	8	10	22	2	21	25	3	12	12	2	
KZLA-FM	7	3	2	5	3	11	8	2	14	10	9	9	7	7	6	58	2	3	5	1	
KFRG-FM	1		2			3	2	1	3	2	5	3	1	1	1	28		1	3		
XTRA-AM	6	1	2	1	4	3			6	7	2	6	2	12	2	4	2	2	3		19

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KKLA-FM	KLAC-AM	KLAX-FM	KLOS-FM	KLSX-FM	KLVE-FM	KLYY-FM	KNX-AM	KOST-FM	KPWR-FM	KRLA-AM	KROQ-FM	KRRR-AM	KRTH-FM	KSCA-FM	KSSE-FM	KTNQ-AM	KTWV-FM	KWKW-AM	KWVE-FM	KXMG-AM
Cume Pers. (00)	1806	5908	6207	8652	6704	11707	5717	9411	12119	14547	3205	11154	1015	13602	8953	3698	4428	8877	1762	1907	859
KABC-AM	11	29	1	7	9	1	3	22	5	1	6	3	10	7		1	2	9	1	5	3
KACD-FM	2		2	2	3	3	6	2	3	7	5	5		2	2	6	1	3		2	
KBCD-FM	1			2	1		2	2	2	2		2		1	1	2		1		4	
KACE-FM	5	1	1	2	3	1	2	2	3	4	6	3		3		1		7		4	
KRTO-FM	2	1	2	1	1	1		1	1	1	5			2	1		2	3	2	2	4
KBIG-FM	11	7	3	14	11	9	13	8	37	10	4	11	2	17	5	11	4	17	2	10	1
KBUA-FM			3			2		1	1	1	1			1	3		2	1	1	1	
KBUE-FM	3	1	41	1	1	16	1	1	2	8	11	1	26	5	25	20	19	1	23	6	14
KCBS-FM	7	6	2	40	25	4	26	12	14	6	9	19	5	21	3	5	2	15	2	7	4
KFI-AM	17	33	1	11	18	2	6	22	8	2	7	6	8	10		1	1	12	1	12	5
KFSG-FM	19	2		1	1	1	1	2	2	1	3		2	2	1	2	1	4	4	18	
KFWB-AM	18	22	2	12	10	3	6	25	11	3	10	6	10	11	1	2	3	14	3	14	
KIBB-FM	5	2	8	9	8	11	9	3	14	20	15	10	3	9	9	15	7	11	5	6	5
KIEV-AM	5	9		1	1		4	1			3		3	1				1	1	2	2
KIIS-FM	6	6	12	18	12	16	22	8	34	38	20	25	2	20	11	27	8	17	2	9	7
KIKF-FM	1	2	1	4	2		3	1	2	1	1	3		2				3		4	4
KJLH-FM	4	1	2	1	1	1		2	4	8	5			1	1	1		11		3	2
KKBT-FM	7	3	8	7	6	6	11	4	12	45	22	12		9	5	6	2	14	2	5	3
KKGO-FM	13	9	1	6	7	3	3	14	6	2	6	6		7	1	2	1	9	3	11	
KKHJ-AM		1	11	1		11		1	1	1	2		26	1	12	6	17	1	16	2	16
KKLA-AM	4										1									1	
KKLA-FM	100	2	1	2		1	1	4	2		2	1		2	1	1		2	1	20	
KLAC-AM	7	100	2	3	3	2	1	14	5	1	8	1	12	6	1		2	6	2	7	2
KLAX-FM	4	2	100	2	1	21	1	1	2	10	14	1	24	6	34	29	25	1	21	5	32
KLOS-FM	9	4	3	100	28	2	27	10	9	5	6	26	3	12	1	5	3	12	1	3	5
KLSX-FM	2	3	1	22	100	2	21	8	6	5	4	20	2	9	3	3	1	7		5	6
KLVE-FM	6	3	39	3	3	100	5	2	12	13	13	5	29	10	42	56	47	6	45	11	50
KLYY-FM	4	1	1	18	18	2	100	4	5	8	4	41	2	6	1	8	1	4	2	2	
KNX-AM	20	23	2	11	12	2	7	100	8	2	10	7	8	10	1	2	3	14	2	9	7
KOST-FM	15	10	5	13	11	12	11	10	100	16	14	10	5	22	7	11	7	22	6	15	3
KPWR-FM	3	4	23	8	10	16	21	4	20	100	40	23	5	15	19	23	7	11	2	7	4
KRLA-AM	4	4	7	2	2	4	2	3	4	9	100	3	4	7	4	4	1	2	4	4	4
KROQ-FM	5	2	2	33	33	5	79	8	10	18	10	100	4	11	2	10	2	7	1	3	2
KRRR-AM		2	4			3	1	1			1		100	4	1	1	3	9	1	6	
KRTH-FM	18	15	13	18	18	12	15	14	25	14	30	14	3	100	10	15	9	18	7	21	15
KSCA-FM	3	1	49	1	1	32	1	1	5	12	12	2	36	7	100	32	38	1	26	7	29
KSSE-FM	1		17	2	2	18	5	1	3	6	5	3	2	4	13	100	10	1	6	4	6
KTNQ-AM	1	1	18	1	1	18	1	1	3	2	2	1	13	3	19	12	100	2	46	4	18
KTWV-FM	10	10	2	13	10	4	6	13	16	7	5	6	1	12	1	3	4	100		15	1
KWKW-AM	1	1	6		7	1			1		2		15	1	5	3	18		100	4	15
KWVE-FM	21	2	1	1	1	2	1	2	2	1	2	1	2	3	2	2	2	3	4	100	
KXMG-AM		4			1	4		1			1		5	1	3	1	4		8		100
KYSR-FM	9	4	3	28	24	5	42	8	19	13	6	34	1	16	2	10	2	13	2	7	6
KZLA-FM	10	10	3	11	7	2	8	8	8	3	9	6	1	11	1	2	2	11	2	10	5
KFRG-FM	3	2	1	4	2		3	2	2		1	3		3				2		5	
XTRA-AM	3	6		7	12		6	9	3	1	5	5		4		1		4		2	5

Cume Duplication Percent

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KYSR-FM	KZLA-FM	KFRG-FM	XTRA-AM																
Cume Pers. (00)	10791	6842	1699	3217																
KABC-AM	4	8	4	15																
KACD-FM	4	1		1																
KBCD-FM	1		1	1																
KACE-FM	2	2		1																
KRTO-FM	1			1																
KBIG-FM	21	15	17	8																
KBUA-FM	1	1	1																	
KBUE-FM	1	1	2																	
KCBS-FM	26	19	19	18																
KFI -AM	8	14	13	21																
KFSG-FM	1	3	5	1																
KFWB-AM	9	12	17	18																
KIBB-FM	14	7	3	4																
KIEV-AM		2	1	6																
KIIS-FM	31	15	13	9																
KIKF-FM	3	12	23	2																
KJLH-FM	1	1		2																
KKBT-FM	13	5	5	8																
KKGO-FM	6	4	10	5																
KKHJ-AM																				
KKLA-AM				1																
KKLA-FM	1	3	3	2																
KLAC-AM	2	9	7	11																
KLAX-FM	2	3	2																	
KLOS-FM	23	14	20	18																
KLSX-FM	15	7	9	25																
KLVE-FM	5	4	1	1																
KLYY-FM	22	6	11	11																
KNX -AM	7	12	9	27																
KOST-FM	22	15	18	11																
KPWR-FM	17	7	4	7																
KRLA-AM	2	4	2	5																
KROQ-FM	35	10	19	18																
KRRR-AM																				
KRTH-FM	20	22	24	16																
KSCA-FM	1	1																		
KSSE-FM	3	1	1	1																
KTNO-AM	1	1	1																	
KTWV-FM	11	14	8	11																
KWKW-AM																				
KWVE-FM	1	3	5	1																
KXMG-AM		1		1																
KYSR-FM	100	17	20	12																
KZLA-FM	11	100	51	7																
KFRG-FM	3	13	100	3																
XTRA-AM	4	3	5	100																

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

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

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)
	KABC-AM	370	5	159	1557		7682	KJLH-FM	259	7	54		836	3743	KRLA-AM	129	4
KACD-FM	38	2	11	313	2122	KKBT-FM	864	8	141	2110	11463	KROQ-FM	403	4	53	1524	11167
KBCD-FM			5	100	787	KKGO-FM	202	4	75	639	5701	KRRA-AM	101	10	3	88	1032
KACE-FM	115	5	43	498	2566	KKHJ-AM	130	6	45	545	2457	KRTH-FM	500	4	137	1997	13769
KRTO-FM	49	5	3	67	994	KKLA-AM			1	34	143	KSCA-FM	1078	12	150	2149	9064
KBIG-FM	225	2	73	1262	9599	KKLA-FM	152	8	22	323	1831	KSSE-FM	132	4	25	484	3730
KBUA-FM	51	8	1	70	672	KLAC-AM	548	9	65	708	5918	KTNQ-AM	341	8	73	952	4463
KBUE-FM	240	5	40	669	5013	KLAX-FM	427	7	53	844	6283	KTUV-FM	550	6	90	1112	8893
KCBS-FM	353	4	58	1172	9763	KLOS-FM	328	4	45	1040	8691	KWKV-AM	155	9	24	272	1802
KFI -AM	443	4	108	1525	9957	KLSX-FM	272	4	56	952	6839	KWVE-FM	187	10	20	325	1948
KFSG-FM	59	3	8	78	1921	KLVE-FM	1331	11	127	2152	11863	KXMG-AM	67	8	21	123	887
KFWB-AM	881	9	120	1574	9666	KLYY-FM	13		24	694	5741	KYSR-FM	267	2	44	1003	10864
KIBB-FM	136	2	36	783	7210	KNX -AM	591	6	156	1877	9624	KZLA-FM	690	10	71	971	6911
KIEV-AM			9	149	1626	KOST-FM	532	4	147	1932	12200	KFRG-FM	43	3	6	202	1738
KIIS-FM	1099	7	128	1777	15942	KPWR-FM	612	4	126	2406	14590	XTRA-AM	122	4	34	347	3261
KIKF-FM	35	3	10	84	1384												
TOTALS														3089	31765	94906	

* Listener estimates adjusted for reported broadcast schedule.

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

Exclusive & Overnight Listening

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							KIKF-FM						
Total	520	100	.5	7505	100	7.6	Total	65	100	.1	1384	100	1.4
Black	39	7	.5	492	7	6.2	Black						
Hispanic	84	16	.2	779	10	2.1	Hispanic	5	7		165	12	.5
KACD-FM							KJLH-FM						
Total	90	100	.1	2122	100	2.1	Total	233	100	.2	3720	100	3.7
Black	1	2		95	4	1.2	Black	190	82	2.4	2831	76	35.5
Hispanic	42	46	.1	1141	54	3.1	Hispanic	19	8	.1	356	10	1.0
KBCD-FM							KKBT-FM						
Total	32	100		787	100	.8	Total	765	100	.8	11396	100	11.5
Black							Black	455	60	5.7	4023	35	50.5
Hispanic	6	17		268	34	.7	Hispanic	151	20	.4	3513	31	9.6
KACE-FM							KKGO-FM						
Total	153	100	.2	2519	100	2.5	Total	300	100	.3	5648	100	5.7
Black	94	61	1.2	1405	56	17.6	Black	10	3	.1	221	4	2.8
Hispanic	28	18	.1	525	21	1.4	Hispanic	37	12	.1	756	13	2.1
KRTO-FM							KKHJ-AM						
Total	41	100		994	100	1.0	Total	116	100	.1	2350	100	2.4
Black	13	32	.2	299	30	3.8	Black						
Hispanic	21	52	.1	483	49	1.3	Hispanic	115	99	.3	2244	95	6.1
KBIG-FM							KKLA-AM						
Total	458	100	.5	9412	100	9.5	Total	4	100		143	100	.1
Black	11	2	.1	330	4	4.1	Black	3	72		55	38	.7
Hispanic	96	21	.3	2343	25	6.4	Hispanic	1	24		46	32	.1
KBUA-FM							KKLA-FM						
Total	34	100		672	100	.7	Total	72	100	.1	1806	100	1.8
Black							Black	12	16	.2	170	9	2.1
Hispanic	31	94	.1	529	79	1.4	Hispanic	17	24		384	21	1.1
KBUE-FM							KLAC-AM						
Total	271	100	.3	4948	100	5.0	Total	388	100	.4	5908	100	6.0
Black				9		.1	Black	6	2	.1	106	2	1.3
Hispanic	266	98	.7	4744	96	13.0	Hispanic	70	18	.2	1033	17	2.8
KCBS-FM							KLAX-FM						
Total	457	100	.5	9678	100	9.8	Total	366	100	.4	6207	100	6.3
Black	8	2	.1	175	2	2.2	Black						
Hispanic	134	29	.4	2256	23	6.2	Hispanic	357	98	1.0	6101	98	16.7
KFI -AM							KLOS-FM						
Total	691	100	.7	9892	100	10.0	Total	450	100	.5	8652	100	8.7
Black	33	5	.4	405	4	5.1	Black	4	1	.1	150	2	1.9
Hispanic	73	11	.2	1254	13	3.4	Hispanic	88	20	.2	1472	17	4.0
KFSG-FM							KLSX-FM						
Total	65	100	.1	1921	100	1.9	Total	435	100	.4	6704	100	6.8
Black	5	8	.1	195	10	2.4	Black	14	3	.2	185	3	2.3
Hispanic	19	29	.1	501	26	1.4	Hispanic	105	24	.3	1277	19	3.5
KFWB-AM							KLVE-FM						
Total	353	100	.4	9556	100	9.6	Total	1056	100	1.1	11707	100	11.8
Black	30	9	.4	639	7	8.0	Black				64	1	.8
Hispanic	53	15	.1	1723	18	4.7	Hispanic	1043	99	2.9	11234	96	30.7
KIBB-FM							KLYY-FM						
Total	247	100	.2	7171	100	7.2	Total	171	100	.2	5717	100	5.8
Black	8	3	.1	391	5	4.9	Black	4	2	.1	97	2	1.2
Hispanic	152	61	.4	3789	53	10.4	Hispanic	45	26	.1	1546	27	4.2
KIEV-AM							KNX -AM						
Total	83	100	.1	1586	100	1.6	Total	344	100	.3	9411	100	9.5
Black	6	8	.1	61	4	.8	Black	19	6	.2	499	5	6.3
Hispanic	9	11		149	9	.4	Hispanic	40	12	.1	1076	11	2.9
KIIS-FM							KOST-FM						
Total	680	100	.7	15853	100	16.0	Total	649	100	.7	12119	100	12.2
Black	26	4	.3	656	4	8.2	Black	38	6	.5	670	6	8.4
Hispanic	239	35	.7	6156	39	16.8	Hispanic	220	34	.6	3721	31	10.2

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KPWR-FM							KTWV-FM						
Total	721	100	.7	14547	100	14.7	Total	586	100	.6	8877	100	8.9
Black	115	16	1.4	1970	14	24.7	Black	128	22	1.6	1560	18	19.6
Hispanic	440	61	1.2	8025	55	22.0	Hispanic	141	24	.4	2109	24	5.8
KRLA-AM							KWKV-AM						
Total	133	100	.1	3205	100	3.2	Total	128	100	.1	1762	100	1.8
Black	12	9	.2	258	8	3.2	Black						
Hispanic	104	78	.3	2166	68	5.9	Hispanic	127	99	.3	1716	97	4.7
KROQ-FM							KWVE-FM						
Total	509	100	.5	11154	100	11.2	Total	82	100	.1	1907	100	1.9
Black	6	1	.1	130	1	1.6	Black	2	2		110	6	1.4
Hispanic	148	29	.4	3032	27	8.3	Hispanic	18	22		478	25	1.3
KRRR-AM							KXMG-AM						
Total	51	100	.1	1015	100	1.0	Total	69	100	.1	859	100	.9
Black							Black	2	3		21	2	.3
Hispanic	51	99	.1	954	94	2.6	Hispanic	61	89	.2	730	85	2.0
KRTH-FM							KYSR-FM						
Total	696	100	.7	13602	100	13.7	Total	484	100	.5	10791	100	10.9
Black	26	4	.3	529	4	6.6	Black	27	5	.3	324	3	4.1
Hispanic	273	39	.7	4781	35	13.1	Hispanic	116	24	.3	2488	23	6.8
KSCA-FM							KZLA-FM						
Total	847	100	.9	8953	100	9.0	Total	459	100	.5	6842	100	6.9
Black							Black	13	3	.2	232	3	2.9
Hispanic	846	100	2.3	8863	99	24.3	Hispanic	65	14	.2	936	14	2.6
KSSE-FM							KFRG-FM						
Total	211	100	.2	3698	100	3.7	Total	64	100	.1	1699	100	1.7
Black							Black	1	1		25	1	.3
Hispanic	203	96	.6	3485	94	9.5	Hispanic	10	16		225	13	.6
KTNQ-AM							XTRA-AM						
Total	363	100	.4	4428	100	4.5	Total	143	100	.1	3217	100	3.2
Black							Black	15	11	.2	235	7	2.9
Hispanic	361	99	1.0	4329	98	11.8	Hispanic	17	12		457	14	1.3
TOTALS													
Total	17187	100	17.3	94788	100	95.5	Total	17187	100	17.3	94788	100	95.5
Black	1529	9	19.2	7600	8	95.3	Black	1529	9	19.2	7600	8	95.3
Hispanic	7076	41	19.4	35317	37	96.7	Hispanic	7076	41	19.4	35317	37	96.7

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Notations

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KABC-AM										
TSA AQH	558	37	216	305	25	123	158	12	93	147
Metro AQH	520	35	198	279	23	112	146	12	86	133
TSA Cume	8376	828	3940	4960	510	2290	2711	318	1650	2250
Metro Cume	7505	732	3485	4403	424	1981	2395	307	1503	2008
KACD-FM										
TSA AQH	90	53	34	13	26	21	7	27	14	6
Metro AQH	90	53	34	13	26	21	7	27	14	6
TSA Cume	2139	1264	956	430	675	523	196	589	432	233
Metro Cume	2122	1256	939	421	671	519	196	586	421	225
KBCD-FM										
TSA AQH	32	23	12	4	10	8	3	13	4	1
Metro AQH	32	23	12	4	10	8	3	13	4	1
TSA Cume	791	469	340	143	179	132	65	290	208	78
Metro Cume	787	465	340	143	175	132	65	290	208	78
KACE-FM										
TSA AQH	166	48	146	114	29	67	41	19	78	73
Metro AQH	153	38	134	112	20	58	41	17	76	71
TSA Cume	2791	897	2115	1679	418	1012	755	480	1103	925
Metro Cume	2519	724	1924	1600	324	909	725	401	1015	875
KRTO-FM										
TSA AQH	64	21	44	40	13	28	25	8	17	16
Metro AQH	41	11	25	28	5	13	17	6	12	11
TSA Cume	1365	433	939	770	156	461	432	277	478	338
Metro Cume	994	318	638	551	116	304	309	202	334	242
KBIG-FM										
TSA AQH	533	213	373	281	79	130	111	134	243	171
Metro AQH	458	187	317	238	66	105	94	121	212	143
TSA Cume	11249	4441	7549	5498	1867	3026	2229	2574	4523	3270
Metro Cume	9412	3725	6363	4595	1586	2539	1902	2139	3824	2692
KBUA-FM										
TSA AQH	34	18	24	12	7	9	3	11	15	9
Metro AQH	34	18	24	12	7	9	3	11	15	9
TSA Cume	672	261	428	259	125	200	102	136	228	157
Metro Cume	672	261	428	259	125	200	102	136	228	157
KBUE-FM										
TSA AQH	273	124	169	115	60	89	62	64	80	52
Metro AQH	271	123	168	115	60	89	62	64	80	52
TSA Cume	5012	2264	2755	1905	1163	1311	877	1101	1443	1028
Metro Cume	4948	2237	2732	1887	1145	1311	877	1092	1421	1010
KCBS-FM										
TSA AQH	596	190	483	382	125	328	264	65	155	117
Metro AQH	457	153	369	286	102	249	193	51	120	93
TSA Cume	12249	4649	9443	6510	2605	5433	3917	2045	4009	2593
Metro Cume	9678	3838	7531	5079	2153	4332	3049	1685	3198	2030
KFI -AM										
TSA AQH	1024	137	505	580	83	289	320	54	216	261
Metro AQH	691	89	339	395	49	195	221	40	144	174
TSA Cume	14441	2287	7717	8346	1215	4065	4290	1072	3652	4057
Metro Cume	9892	1533	5310	5788	763	2796	2982	770	2514	2806
KFSG-FM										
TSA AQH	72	18	49	41	8	19	14	10	30	26
Metro AQH	65	17	46	39	8	18	14	8	28	25
TSA Cume	2074	506	1414	1249	207	565	525	299	849	724
Metro Cume	1921	495	1336	1161	207	546	506	288	790	655
KFWB-AM										
TSA AQH	383	28	182	218	14	122	139	15	59	79
Metro AQH	353	27	166	197	12	109	124	14	57	73
TSA Cume	10499	1354	5897	6351	774	3617	3750	580	2280	2601
Metro Cume	9556	1247	5342	5730	701	3199	3317	546	2144	2414

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

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	
KIBB-FM										
TSA AQH	279	176	184	71	101	99	29	75	84	42
Metro AQH	247	156	162	63	88	84	24	68	78	38
TSA Cume	8310	4790	4723	2127	2249	2266	921	2540	2457	1206
Metro Cume	7171	4154	4165	1887	1967	1986	831	2187	2180	1056
KIEV-AM										
TSA AQH	95	8	20	41	8	15	19	1	5	22
Metro AQH	83	6	17	35	5	12	17	1	5	19
TSA Cume	1736	99	440	842	86	266	403	13	174	440
Metro Cume	1586	74	388	763	61	228	369	13	160	394
KIIS-FM										
TSA AQH	779	324	373	232	155	160	99	169	212	133
Metro AQH	680	278	324	202	131	141	91	147	183	111
TSA Cume	18641	8306	9162	5512	3883	3882	2166	4423	5280	3346
Metro Cume	15853	7018	7821	4752	3362	3353	1906	3656	4468	2847
KIKF-FM										
TSA AQH	66	16	52	47	5	10	13	10	41	34
Metro AQH	65	15	51	47	5	10	13	10	41	33
TSA Cume	1425	485	1022	791	158	325	287	327	697	503
Metro Cume	1384	471	1003	774	154	325	280	318	678	494
KJLH-FM										
TSA AQH	236	103	163	121	39	42	38	64	121	83
Metro AQH	233	102	160	118	39	42	37	63	118	81
TSA Cume	3798	1527	2369	1712	546	824	630	981	1545	1082
Metro Cume	3720	1513	2322	1651	546	812	603	967	1510	1049
KKBT-FM										
TSA AQH	932	547	466	204	261	221	90	286	245	114
Metro AQH	765	435	387	180	205	182	79	230	205	101
TSA Cume	13970	7669	5988	2688	3940	2770	1087	3729	3218	1601
Metro Cume	11396	6241	4974	2216	3231	2343	912	3009	2630	1304
KKGO-FM										
TSA AQH	349	45	158	206	22	88	117	23	70	90
Metro AQH	300	43	147	183	21	81	103	22	66	80
TSA Cume	6439	1158	3196	3719	583	1608	1914	574	1588	1805
Metro Cume	5648	1068	2941	3316	556	1493	1702	511	1448	1615
KKHJ-AM										
TSA AQH	123	59	79	55	40	51	28	19	28	27
Metro AQH	116	58	73	50	39	46	23	19	28	27
TSA Cume	2476	1206	1587	989	707	930	564	499	657	425
Metro Cume	2350	1179	1491	906	690	866	505	488	625	400
KKLA-AM										
TSA AQH	15	2	10	9		4	4	1	6	6
Metro AQH	4		1	1						1
TSA Cume	304	34	174	171	6	87	91	29	87	80
Metro Cume	143	11	60	66		48	48	11	11	17
KKLA-FM										
TSA AQH	84	12	51	59	8	31	29	4	21	30
Metro AQH	72	10	42	49	7	25	23	3	17	26
TSA Cume	2158	393	1480	1460	202	769	709	191	710	751
Metro Cume	1806	328	1191	1200	166	608	577	162	583	624
KLAC-AM										
TSA AQH	452	9	72	162	2	39	85	7	33	78
Metro AQH	388	9	60	134	2	33	68	7	27	66
TSA Cume	6968	222	1794	3386	79	959	1777	142	835	1610
Metro Cume	5908	195	1519	2884	63	822	1500	132	696	1385
KLAX-FM										
TSA AQH	391	187	256	157	96	134	85	91	122	72
Metro AQH	366	173	241	151	88	126	80	84	116	70
TSA Cume	6616	3217	3819	2348	1603	1844	1041	1614	1975	1307
Metro Cume	6207	2999	3600	2241	1500	1706	961	1499	1895	1280

* 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
KLOS-FM										
TSA AQH	609	243	512	350	178	379	257	64	133	93
Metro AQH	450	178	376	261	126	274	192	52	102	70
TSA Cume	11869	5352	9148	5538	3254	5679	3511	2098	3470	2027
Metro Cume	8652	3956	6774	4075	2335	4154	2594	1621	2620	1481
KLSX-FM										
TSA AQH	529	298	408	220	229	302	165	70	106	55
Metro AQH	435	242	333	184	182	240	134	61	93	49
TSA Cume	8082	4054	6055	3569	2747	4063	2428	1307	1991	1140
Metro Cume	6704	3344	5003	3008	2235	3301	2014	1109	1702	994
KLVE-FM										
TSA AQH	1170	559	881	518	255	354	190	304	528	329
Metro AQH	1056	497	797	475	225	317	172	272	480	303
TSA Cume	13412	6617	9318	5222	3157	4282	2227	3460	5036	2995
Metro Cume	11707	5664	8087	4690	2697	3681	1996	2966	4405	2694
KLYY-FM										
TSA AQH	204	118	109	51	73	76	38	45	32	13
Metro AQH	171	103	93	41	63	67	32	40	26	9
TSA Cume	6657	3935	3064	1276	2175	1824	741	1759	1239	536
Metro Cume	5717	3452	2765	1143	1889	1634	644	1562	1131	499
KNX -AM										
TSA AQH	450	35	201	283	27	135	181	8	66	102
Metro AQH	344	25	150	227	19	98	142	6	52	85
TSA Cume	12096	1346	6503	7566	831	4040	4691	516	2463	2876
Metro Cume	9411	1106	5051	5971	660	3049	3633	446	2002	2338
KOST-FM										
TSA AQH	757	235	527	451	104	206	159	132	321	292
Metro AQH	649	195	452	391	91	176	136	105	276	254
TSA Cume	14500	5165	9535	7508	2167	3796	2851	2998	5739	4657
Metro Cume	12119	4230	7891	6353	1796	3079	2378	2434	4812	3975
KPWR-FM										
TSA AQH	826	458	240	96	283	130	45	176	110	51
Metro AQH	721	389	212	91	245	115	42	144	96	49
TSA Cume	16871	9011	5583	2464	5046	2785	1017	3965	2798	1447
Metro Cume	14547	7645	4832	2237	4373	2507	975	3272	2325	1262
KRLA-AM										
TSA AQH	144	43	75	66	18	39	34	24	36	31
Metro AQH	133	39	68	60	16	36	32	24	32	28
TSA Cume	3533	923	1662	1558	465	964	863	457	698	695
Metro Cume	3205	852	1480	1374	413	879	778	440	601	596
KROQ-FM										
TSA AQH	587	368	308	105	228	191	64	139	117	42
Metro AQH	509	318	274	94	195	170	55	123	104	39
TSA Cume	13292	7882	6675	2724	4435	3869	1610	3447	2806	1114
Metro Cume	11154	6688	5727	2365	3707	3306	1373	2980	2421	993
KRRA-AM										
TSA AQH	52	12	29	26	9	12	5	3	17	21
Metro AQH	51	12	28	26	9	12	5	3	17	21
TSA Cume	1068	259	539	473	149	255	208	109	284	265
Metro Cume	1015	254	534	473	149	255	208	105	280	265
KRTH-FM										
TSA AQH	809	173	609	574	87	321	306	86	288	268
Metro AQH	696	151	527	490	75	286	271	76	241	219
TSA Cume	16537	3979	11421	10412	1951	5322	4927	2028	6098	5485
Metro Cume	13602	3405	9381	8419	1698	4329	3913	1707	5052	4506
KSCA-FM										
TSA AQH	955	558	674	316	356	375	147	202	299	169
Metro AQH	847	499	599	273	319	330	121	180	269	153
TSA Cume	10189	5643	6405	3237	3409	3520	1445	2234	2886	1792
Metro Cume	8953	4929	5577	2827	2982	3039	1226	1947	2537	1601

* 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
KSSE-FM										
TSA AQH	321	224	182	56	130	96	18	95	86	38
Metro AQH	211	148	111	37	84	60	13	64	51	24
TSA Cume	5279	3308	2892	1102	1695	1435	455	1614	1456	647
Metro Cume	3698	2352	1934	748	1183	961	322	1169	973	426
KTNQ-AM										
TSA AQH	395	175	308	190	124	196	111	51	112	79
Metro AQH	363	158	284	178	113	181	105	45	103	72
TSA Cume	4814	2126	3449	2189	1406	2124	1255	721	1325	934
Metro Cume	4428	1974	3192	2008	1327	1975	1151	646	1217	857
KTWV-FM										
TSA AQH	693	136	505	483	73	226	204	63	280	279
Metro AQH	586	121	425	398	65	195	167	56	230	230
TSA Cume	10438	2311	7266	6860	1006	3479	3373	1305	3787	3486
Metro Cume	8877	2044	6153	5735	889	2967	2830	1155	3185	2905
KVKV-AM										
TSA AQH	129	37	83	71	20	43	32	17	41	38
Metro AQH	128	37	83	70	20	43	32	17	40	38
TSA Cume	1823	547	1086	1013	325	562	412	221	524	601
Metro Cume	1762	530	1052	992	320	547	402	210	505	590
KVVE-FM										
TSA AQH	111	27	81	77	12	31	30	15	50	47
Metro AQH	82	23	55	53	11	22	21	12	33	33
TSA Cume	2478	596	1711	1616	214	688	687	382	1023	929
Metro Cume	1907	461	1228	1227	178	497	503	283	731	723
KXMG-AM										
TSA AQH	69	30	60	34	18	25	10	12	35	24
Metro AQH	69	30	60	34	18	24	9	12	35	24
TSA Cume	871	393	628	355	223	278	126	169	351	229
Metro Cume	859	393	616	343	223	265	114	169	351	229
KYSR-FM										
TSA AQH	554	333	366	163	146	197	94	187	170	69
Metro AQH	484	293	318	142	122	166	82	171	152	60
TSA Cume	12308	6927	7721	3639	3235	3683	1744	3692	4038	1895
Metro Cume	10791	6186	6861	3165	2888	3277	1546	3299	3584	1619
KZLA-FM										
TSA AQH	509	104	335	326	39	141	151	65	194	175
Metro AQH	459	94	305	292	36	120	127	58	184	165
TSA Cume	7808	1963	4938	4543	808	2142	2042	1155	2796	2501
Metro Cume	6842	1745	4334	3944	756	1848	1717	989	2487	2227
KFRG-FM										
TSA AQH	392	106	243	229	42	98	112	64	145	117
Metro AQH	64	16	34	43	7	12	25	10	22	18
TSA Cume	5635	1659	3514	3070	677	1406	1351	982	2108	1719
Metro Cume	1699	529	1086	943	250	414	402	279	672	541
XTRA-AM										
TSA AQH	219	79	150	103	77	140	93	2	9	9
Metro AQH	143	46	91	63	45	84	56	1	7	7
TSA Cume	4856	1630	3437	2573	1502	2951	2144	128	486	428
Metro Cume	3217	1140	2233	1608	1056	1952	1352	84	281	256
TOTALS										
TSA AQH	23229	8278	13970	10797	4572	7401	5532	3707	6569	5265
Metro AQH	17187	6142	10353	8033	3361	5426	4075	2781	4927	3957
TSA Cume	130509	43960	73979	58189	23288	37618	28873	20672	36362	29315
Metro Cume	94788	32409	53952	42352	17238	27422	20927	15171	26531	21426

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Notations

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KABC-AM																			
P 12+		966	.8	4471	749	.6	4238	682	.5	4352	203	.2	1891	795	.6	7095	556	.4	8314
Teens 12-17				8	1		27	1		16			15	1	31	1			36
M 18-34		28	.1	145	30	.1	178	33	.1	216	19	.1	132	30	.1	361	24	.1	494
W 18-34		11	.1	112	32	.2	159	21	.1	109	3		59	22	.1	275	12	.1	318
M 18-49		108	.3	744	162	.4	810	163	.4	1068	56	.1	538	146	.4	1507	101	.2	1850
W 18-49		121	.3	664	93	.2	628	90	.2	653	29	.1	261	100	.3	1151	67	.2	1321
M 25-49		96	.3	716	160	.5	777	156	.5	1002	47	.1	490	139	.4	1414	95	.3	1737
W 25-49		117	.4	637	85	.3	598	82	.3	610	27	.1	224	94	.3	1095	63	.2	1254
M 25-54		136	.4	943	199	.5	1034	203	.6	1342	57	.2	590	181	.5	1863	122	.3	2267
W 25-54		189	.5	913	108	.3	764	113	.3	842	42	.1	324	134	.4	1435	93	.3	1632
M 35-64		210	.7	1282	247	.9	1312	245	.9	1610	55	.2	655	235	.8	2307	158	.6	2698
W 35-64		294	1.0	1266	155	.5	1093	183	.6	1239	58	.2	474	206	.7	1895	146	.5	2223
KACD-FM																			
P 12+		70	.1	867	100	.1	941	132	.1	1195	68	.1	739	100	.1	1721	90	.1	2139
Teens 12-17		5		116	5		128	19	.1	216	18	.1	205	10	.1	278	13	.1	429
M 18-34		12	.1	249	28	.1	319	32	.1	396	30	.1	263	24	.1	578	26	.1	675
W 18-34		27	.1	309	39	.2	299	49	.2	345	13	.1	198	38	.2	496	27	.1	589
M 18-49		19		321	36	.1	375	39	.1	465	32	.1	277	32	.1	705	32	.1	816
W 18-49		30	.1	370	44	.1	407	55	.1	453	13		228	43	.1	646	31	.1	775
M 25-49		13		187	26	.1	254	19	.1	297	10		147	20	.1	439	19	.1	494
W 25-49		13		179	23	.1	236	26	.1	264	3		89	21	.1	350	13		402
M 25-54		16		200	27	.1	270	22	.1	325	10		147	22	.1	468	21	.1	523
W 25-54		13		193	23	.1	236	26	.1	280	3		89	21	.1	380	14		432
M 35-64		10		85	8		72	11		98	2		27	10		156	7		196
W 35-64		7		92	5		108	7		125			30	6		197	6		233
KBCD-FM																			
P 12+		24		268	37		392	49		469	18		341	37		668	32		791
Teens 12-17		2		30	3		100	6		74	6		113	4		118	5		169
M 18-34		10		75	11		69	11		93	8		119	11		164	10		179
W 18-34		9		98	17	.1	124	24	.1	209	3		96	17	.1	250	13	.1	290
M 18-49		10		90	12		104	12		112	8		119	11		199	11		231
W 18-49		12		148	19		174	27	.1	260	3		96	19		328	14		368
M 25-49		8		66	4		68	9		51	2		49	7		101	6		118
W 25-49		4		94	5		108	13		167	1		43	7		208	4		208
M 25-54		8		66	7		81	12		65	3		63	9		115	8		132
W 25-54		4		94	5		108	13		167	1		43	7		208	4		208
M 35-64		1		15	4		48	4		33	1		14	3		48	3		65
W 35-64		2		50	2		50	2		51			2	2		78	1		78
KACE-FM																			
P 12+		174	.1	1165	216	.2	1293	227	.2	1546	126	.1	1018	207	.2	2235	166	.1	2791
Teens 12-17		5		52	6		61	4		55	1		13	5		132	3		145
M 18-34		9		87	38	.2	182	45	.2	224	33	.1	133	31	.1	300	29	.1	418
W 18-34		16	.1	180	22	.1	209	31	.2	258	19	.1	281	23	.1	397	19	.1	480
M 18-49		50	.1	353	70	.2	480	72	.2	503	60	.1	352	65	.2	750	60	.1	1008
W 18-49		79	.2	546	100	.3	591	119	.3	787	46	.1	534	99	.3	1027	73	.2	1196
M 25-49		48	.1	330	68	.2	439	71	.2	447	58	.2	324	63	.2	680	58	.2	901
W 25-49		77	.2	503	98	.3	535	107	.3	653	37	.1	397	94	.3	848	67	.2	984
M 25-54		61	.2	399	86	.2	506	75	.2	475	58	.2	344	75	.2	781	67	.2	1012
W 25-54		99	.3	590	116	.3	594	121	.3	736	41	.1	439	112	.3	967	78	.2	1103
M 35-64		54	.2	354	50	.2	372	32	.1	333	27	.1	240	46	.2	576	41	.1	755
W 35-64		90	.3	493	100	.4	469	114	.4	658	45	.2	335	101	.4	813	73	.3	925
KRTO-FM																			
P 12+		51		477	74	.1	599	106	.1	716	46		504	77	.1	1051	64	.1	1365
Teens 12-17		3		50	1		24	1		19	1		19	2		73	2		112
M 18-34		5		58	14	.1	47	29	.1	85	16	.1	106	16	.1	125	13	.1	156
W 18-34		3		44	4		114	17	.1	144	7		112	8		203	8		277
M 18-49		19		182	31	.1	162	53	.1	278	28	.1	208	34	.1	363	28	.1	489
W 18-49		10		122	23	.1	315	36	.1	301	13		243	23	.1	420	19		538
M 25-49		15		142	31	.1	149	53	.2	278	27	.1	194	33	.1	323	27	.1	448
W 25-49		10		111	22	.1	296	31	.1	254	6		177	21	.1	363	15		443
M 25-54		15		146	31	.1	162	56	.2	291	27	.1	194	34	.1	336	28	.1	461
W 25-54		15		125	24	.1	314	33	.1	268	6		177	24	.1	381	17		478
M 35-64		21	.1	195	32	.1	174	34	.1	253	15	.1	121	29	.1	338	25	.1	432
W 35-64		17	.1	114	22	.1	223	24	.1	198	7		146	21	.1	262	16	.1	338

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KBIG-FM																			
P 12+		642	.5	4971	924	.7	4956	672	.5	5349	214	.2	2845	759	.6	8654	529	.4	11180
Teens 12-17		22	.2	315	18	.1	135	24	.2	302	14	.1	169	21	.2	543	19	.1	820
M 18-34		84	.4	686	143	.6	758	105	.5	875	35	.2	466	113	.5	1341	79	.4	1861
W 18-34		153	.8	1231	244	1.2	1258	185	.9	1346	40	.2	743	198	1.0	2022	134	.7	2551
M 18-49		174	.4	1288	244	.6	1301	184	.5	1614	70	.2	939	204	.5	2481	147	.4	3494
W 18-49		307	.8	2446	496	1.3	2561	349	.9	2528	87	.2	1289	393	1.0	4096	263	.7	4978
M 25-49		136	.4	1037	176	.5	990	141	.4	1342	50	.2	773	153	.5	2027	108	.3	2801
W 25-49		274	.9	1984	423	1.4	2131	294	1.0	2151	64	.2	991	338	1.1	3390	221	.7	4028
M 25-54		161	.4	1138	207	.6	1112	173	.5	1473	57	.2	863	183	.5	2198	127	.3	3007
W 25-54		305	.9	2200	462	1.3	2354	325	.9	2410	71	.2	1108	371	1.1	3781	242	.7	4490
M 35-64		150	.5	901	164	.6	848	124	.4	969	56	.2	639	147	.5	1572	108	.4	2211
W 35-64		209	.7	1658	328	1.1	1769	221	.8	1654	56	.2	701	259	.9	2812	170	.6	3258
KBUA-FM																			
P 12+		60		299	51		305	27		336	8		130	47		524	34		672
Teens 12-17		1		23	1		21	4		84	3		40	2		95	3		137
M 18-34		23	.1	68	9		83	4		55	1		16	12	.1	96	7		125
W 18-34		18	.1	53	25	.1	82	5		44			17	17	.1	115	11	.1	136
M 18-49		29	.1	116	9		100	9		117	1		16	15		158	10		201
W 18-49		29	.1	146	40	.1	171	14		122	2		48	29	.1	244	19		265
M 25-49		23	.1	90	9		86	7		103	1		16	13		131	9		174
W 25-49		21	.1	115	29	.1	151	12		111	2		48	21	.1	214	14		214
M 25-54		23	.1	90	9		86	7		116	3		29	13		144	9		200
W 25-54		21	.1	129	30	.1	165	12		111	3		62	22	.1	228	15		228
M 35-64		6		48	1		17	5		75	1		13	4		75	3		102
W 35-64		12		106	16	.1	103	10		77	3		62	13		143	9		157
KBUE-FM																			
P 12+		346	.3	2105	343	.3	2602	296	.2	2531	135	.1	1381	329	.3	4196	273	.2	5012
Teens 12-17		39	.3	327	19	.1	211	33	.3	413	33	.3	241	30	.2	656	31	.2	746
M 18-34		69	.3	369	82	.4	677	75	.3	596	26	.1	258	76	.3	986	60	.3	1163
W 18-34		70	.4	453	89	.4	635	73	.4	623	26	.1	304	78	.4	926	64	.3	1101
M 18-49		135	.3	728	143	.4	1020	126	.3	966	48	.1	511	135	.3	1533	108	.3	1803
W 18-49		135	.4	815	146	.4	1032	117	.3	990	48	.1	556	133	.3	1542	109	.3	1882
M 25-49		110	.3	569	97	.3	679	95	.3	692	43	.1	419	100	.3	1059	82	.3	1211
W 25-49		99	.3	606	104	.3	766	81	.3	678	32	.1	369	96	.3	1091	79	.3	1368
M 25-54		134	.4	640	99	.3	711	104	.3	724	43	.1	419	112	.3	1146	89	.2	1311
W 25-54		100	.3	634	105	.3	799	82	.2	692	32	.1	369	96	.3	1138	80	.2	1443
M 35-64		98	.3	491	72	.3	476	64	.2	422	24	.1	268	78	.3	735	62	.2	877
W 35-64		69	.2	425	71	.2	538	50	.2	468	25	.1	285	64	.2	803	52	.2	1028
KCBS-FM																			
P 12+		764	.6	5482	982	.8	5951	793	.6	6913	225	.2	3294	856	.7	10150	593	.5	12125
Teens 12-17		22	.2	313	5		148	24	.2	343	17	.1	230	16	.1	532	18	.1	755
M 18-34		132	.6	977	230	1.0	1391	169	.8	1454	49	.2	700	181	.8	2206	125	.6	2579
W 18-34		62	.3	757	112	.6	918	84	.4	945	24	.1	566	88	.4	1579	64	.3	2003
M 18-49		459	1.1	2736	627	1.5	3281	464	1.1	3661	125	.3	1624	525	1.3	5091	351	.9	5919
W 18-49		212	.6	1933	261	.7	1937	233	.6	2400	61	.2	1095	237	.6	3619	168	.4	4301
M 25-49		416	1.3	2486	544	1.7	2763	399	1.2	3213	107	.3	1410	460	1.4	4372	307	1.0	5090
W 25-49		195	.6	1739	211	.7	1671	197	.6	2117	53	.2	945	202	.7	3146	143	.5	3737
M 25-54		439	1.2	2638	569	1.6	2924	433	1.2	3423	117	.3	1513	487	1.3	4658	328	.9	5395
W 25-54		212	.6	1837	229	.7	1784	209	.6	2199	55	.2	1023	217	.6	3311	154	.4	3963
M 35-64		375	1.3	2037	452	1.6	2180	350	1.2	2531	90	.3	1071	397	1.4	3372	264	.9	3888
W 35-64		170	.6	1306	172	.6	1185	164	.6	1567	41	.1	624	169	.6	2261	117	.4	2580
KFI -AM																			
P 12+		1508	1.2	7428	2065	1.6	9301	914	.7	6083	303	.2	2377	1540	1.2	12486	972	.8	13558
Teens 12-17		16	.1	106	5		38	26	.2	63	26	.2	105	15	.1	141	16	.1	201
M 18-34		85	.4	478	157	.7	574	100	.4	551	61	.3	338	117	.5	982	78	.3	1122
W 18-34		43	.2	315	130	.7	724	77	.4	516	12	.1	164	87	.4	934	50	.3	991
M 18-49		344	.8	1785	437	1.1	1852	275	.7	1698	133	.3	896	359	.9	3064	229	.6	3458
W 18-49		205	.5	1245	401	1.1	2141	214	.6	1511	31	.1	453	283	.7	2874	167	.4	2997
M 25-49		337	1.0	1724	426	1.3	1797	252	.8	1556	126	.4	851	345	1.1	2848	221	.7	3242
W 25-49		191	.6	1171	394	1.3	2062	209	.7	1433	31	.1	448	275	.9	2720	162	.5	2828
M 25-54		425	1.2	2124	554	1.5	2242	290	.8	1832	130	.4	929	433	1.2	3413	274	.8	3850
W 25-54		239	.7	1442	482	1.4	2527	255	.7	1717	35	.1	491	337	1.0	3243	200	.6	3384
M 35-64		507	1.8	2512	616	2.2	2650	291	1.0	1920	110	.4	859	483	1.7	3735	305	1.1	4090
W 35-64		338	1.2	1903	552	1.9	2745	287	1.0	1882	38	.1	526	405	1.4	3660	245	.9	3815

* 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)
KFSG-FM																			
P 12+		155	.1	1246	74	.1	695	80	.1	854	25		453	101	.1	1624	72	.1	2070
Teens 12-17		3		56	1		6	3		21	3		15	2		74	2		74
M 18-34		14	.1	74	8		69	8		74	6		56	10		130	8		207
W 18-34		24	.1	237	12	.1	136	11	.1	99	2		37	15	.1	272	10	.1	299
M 18-49		37	.1	314	15		109	28	.1	277	11		162	26	.1	428	19		607
W 18-49		56	.1	529	36	.1	321	25	.1	283	8		163	39	.1	630	26	.1	748
M 25-49		36	.1	300	14		96	27	.1	263	9		135	25	.1	415	18	.1	551
W 25-49		56	.2	529	36	.1	316	24	.1	278	8		150	39	.1	626	26	.1	730
M 25-54		36	.1	300	14		96	27	.1	263	9		135	25	.1	415	19	.1	565
W 25-54		66	.2	589	44	.1	377	28	.1	355	8		180	46	.1	717	30	.1	849
M 35-64		26	.1	270	9		87	24	.1	250	5		126	19	.1	389	14		525
W 35-64		58	.2	446	38	.1	300	21	.1	314	7		187	39	.1	574	26	.1	724
KFWB-AM																			
P 12+		750	.6	6090	396	.3	4285	518	.4	5556	162	.1	2132	543	.4	9257	383	.3	10490
Teens 12-17		2		77	3		58	4		48			3			129	2		203
M 18-34		31	.1	282	14	.1	235	10		231	9		109	18	.1	578	14	.1	774
W 18-34		26	.1	332	22	.1	238	20	.1	301	6		133	23	.1	517	15	.1	580
M 18-49		224	.6	1794	105	.3	1065	159	.4	1670	41	.1	470	158	.4	2799	105	.3	3158
W 18-49		99	.3	1145	57	.1	715	78	.2	1101	21	.1	402	77	.2	1741	49	.1	1976
M 25-49		218	.7	1719	105	.3	1050	157	.5	1640	41	.1	455	156	.5	2709	103	.3	3040
W 25-49		95	.3	1087	56	.2	680	77	.2	1078	21	.1	389	74	.2	1669	48	.2	1890
M 25-54		251	.7	1987	121	.3	1242	185	.5	2022	58	.2	559	181	.5	3198	122	.3	3612
W 25-54		124	.4	1356	63	.2	837	94	.3	1266	26	.1	491	91	.3	2025	59	.2	2280
M 35-64		286	1.0	2245	144	.5	1339	224	.8	2207	54	.2	594	213	.8	3419	139	.5	3744
W 35-64		169	.6	1572	66	.2	986	120	.4	1461	31	.1	549	114	.4	2309	79	.3	2598
KIBB-FM																			
P 12+		299	.2	3193	370	.3	3676	449	.4	4494	165	.1	2368	373	.3	6871	278	.2	8233
Teens 12-17		19	.1	315	19	.1	351	54	.4	630	36	.3	523	29	.2	941	31	.2	1263
M 18-34		102	.5	859	132	.6	995	185	.8	1403	58	.3	625	139	.6	1911	100	.4	2216
W 18-34		71	.4	941	112	.6	1299	119	.6	1344	41	.2	747	101	.5	2117	75	.4	2530
M 18-49		132	.3	1242	166	.4	1358	216	.5	1792	68	.2	823	171	.4	2528	123	.3	2979
W 18-49		137	.4	1481	167	.4	1775	159	.4	1890	57	.1	961	155	.4	3015	114	.3	3557
M 25-49		114	.4	1015	128	.4	987	166	.5	1276	43	.1	531	135	.4	1842	95	.3	2144
W 25-49		99	.3	1007	127	.4	1132	113	.4	1282	35	.1	561	114	.4	2010	83	.3	2365
M 25-54		115	.3	1040	134	.4	1052	175	.5	1310	46	.1	574	141	.4	1907	99	.3	2232
W 25-54		101	.3	1050	128	.4	1154	115	.3	1321	36	.1	566	116	.3	2088	84	.2	2447
M 35-64		33	.1	428	42	.1	444	40	.1	438	13		255	39	.1	733	28	.1	903
W 35-64		71	.2	605	62	.2	537	49	.2	639	16	.1	219	61	.2	1067	42	.1	1200
KIEV-AM																			
P 12+		41		322	241	.2	1162	156	.1	682	25		266	153	.1	1480	95	.1	1736
Teens 12-17					1		11	2		11			1			11			11
M 18-34					24	.1	64	15	.1	56	3		31	14	.1	71	8		86
W 18-34		1		13							2		13			13	1		13
M 18-49		2		61	35	.1	119	20		102	7		49	20		189	13		236
W 18-49		4		37	12		87	6		28	2		13	8		121	5		153
M 25-49		2		61	35	.1	119	20	.1	102	7		49	20	.1	189	13		236
W 25-49		2		24	12		87	6		28			7			108	4		140
M 25-54		2		61	48	.1	149	20	.1	102	7		49	25	.1	219	15		266
W 25-54		2		24	15		104	6		28			8			125	5		174
M 35-64		15	.1	127	53	.2	245	20	.1	149	6		47	31	.1	356	19	.1	403
W 35-64		17	.1	106	52	.2	266	31	.1	132	5		39	35	.1	354	22	.1	440
KIIS-FM																			
P 12+		1173	.9	10188	739	.6	7735	971	.8	9807	519	.4	5922	944	.7	15743	777	.6	18550
Teens 12-17		249	1.9	2652	69	.5	1198	315	2.4	2832	239	1.8	2294	200	1.5	3940	214	1.6	4541
M 18-34		211	.9	1777	181	.8	1871	177	.8	1838	106	.5	1217	189	.8	3183	155	.7	3868
W 18-34		243	1.2	2350	231	1.2	2295	209	1.0	2410	73	.4	1221	228	1.1	3782	168	.8	4385
M 18-49		332	.8	2729	247	.6	2479	267	.7	2644	135	.3	1555	279	.7	4593	225	.6	5667
W 18-49		463	1.2	4173	349	.9	3472	323	.8	3790	122	.3	1898	376	1.0	6197	275	.7	7179
M 25-49		233	.7	1922	161	.5	1455	176	.5	1675	69	.2	858	188	.6	2961	143	.4	3704
W 25-49		355	1.2	3032	263	.9	2163	224	.7	2557	68	.2	1116	279	.9	4239	192	.6	4893
M 25-54		259	.7	1995	188	.5	1531	194	.5	1731	74	.2	876	212	.6	3091	160	.4	3875
W 25-54		403	1.1	3284	280	.8	2376	248	.7	2721	69	.2	1132	308	.9	4547	211	.6	5240
M 35-64		170	.6	1122	107	.4	765	118	.4	951	42	.1	452	130	.5	1706	98	.3	2160
W 35-64		280	1.0	2159	140	.5	1466	143	.5	1630	59	.2	723	184	.6	2872	132	.5	3320

* 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)	
KIKF-FM																		
P 12+	81	.1	591	86	.1	749	91	.1	807	32	477	86	.1	1159	66	.1	1414	
Teens 12-17	1		14	1		27	1		27		4	1		40			58	
M 18-34	3		76	7		88	10		106	7	48	7		142	5		158	
W 18-34	18	.1	173	9		202	11	.1	144	5	117	12	.1	276	10	.1	323	
M 18-49	6		126	9		137	16		171	8	113	10		256	8		306	
W 18-49	36	.1	289	27	.1	340	32	.1	339	9	197	32	.1	515	25	.1	675	
M 25-49	6		122	9		137	16		153	8	113	10		234	7		284	
W 25-49	35	.1	276	26	.1	283	31	.1	312	8	183	30	.1	445	24	.1	592	
M 25-54	6		122	12		164	20	.1	180	10	126	13		261	10		325	
W 25-54	61	.2	348	54	.2	343	56	.2	400	12	242	57	.2	546	41	.1	693	
M 35-64	10		88	14		138	17	.1	119	11	134	14		218	13		280	
W 35-64	48	.2	210	49	.2	218	49	.2	333	7	138	48	.2	391	34	.1	503	
KJLH-FM																		
P 12+	288	.2	1819	299	.2	1806	228	.2	1734	160	1453	274	.2	2953	236	.2	3798	
Teens 12-17	5		116	2		25	6		113	10	90	4		218	7	.1	367	
M 18-34	28	.1	257	45	.2	285	45	.2	275	45	261	40	.2	424	39	.2	546	
W 18-34	71	.4	518	96	.5	566	68	.3	524	35	452	80	.4	829	64	.3	981	
M 18-49	55	.1	381	77	.2	496	60	.1	441	56	372	65	.2	726	61	.2	936	
W 18-49	169	.4	915	169	.4	962	132	.3	936	67	752	158	.4	1469	126	.3	1743	
M 25-49	49	.2	261	47	.1	363	27	.1	312	26	289	42	.1	547	36	.1	725	
W 25-49	153	.5	734	134	.4	750	116	.4	784	59	586	134	.4	1149	108	.4	1372	
M 25-54	60	.2	333	53	.1	397	30	.1	357	31	337	48	.1	626	42	.1	824	
W 25-54	173	.5	825	149	.4	845	125	.4	847	66	642	149	.4	1287	121	.3	1545	
M 35-64	52	.2	276	49	.2	317	30	.1	270	22	212	44	.2	480	38	.1	630	
W 35-64	125	.4	584	103	.4	556	76	.3	535	44	372	102	.4	897	83	.3	1082	
KKBT-FM																		
P 12+	1370	1.1	7221	1002	.8	7051	1175	.9	7845	608	5262	1168	.9	11816	917	.7	13605	
Teens 12-17	198	1.5	1731	97	.7	1299	285	2.2	2044	168	1648	186	1.4	2845	174	1.3	3374	
M 18-34	378	1.7	1884	250	1.1	2137	317	1.4	2174	201	1509	310	1.4	3301	252	1.1	3767	
W 18-34	449	2.3	2112	390	2.0	2303	369	1.9	2293	139	1289	402	2.0	3351	284	1.4	3681	
M 18-49	520	1.3	2433	354	.9	2593	405	1.0	2580	232	1727	421	1.0	4027	334	.8	4638	
W 18-49	602	1.6	2765	493	1.3	2892	459	1.2	2980	197	1748	516	1.4	4437	375	1.0	4957	
M 25-49	363	1.1	1463	240	.7	1340	238	.7	1366	122	753	277	.9	2160	211	.7	2558	
W 25-49	411	1.3	1665	296	1.0	1591	281	.9	1783	111	945	327	1.1	2604	236	.8	2972	
M 25-54	378	1.0	1525	245	.7	1383	239	.7	1394	123	766	284	.8	2249	216	.6	2671	
W 25-54	422	1.2	1770	315	.9	1688	288	.8	1884	112	990	340	1.0	2792	244	.7	3175	
M 35-64	161	.6	647	112	.4	527	90	.3	453	33	266	120	.4	878	90	.3	1073	
W 35-64	183	.6	829	149	.5	741	110	.4	824	66	531	147	.5	1358	113	.4	1563	
KKGO-FM																		
P 12+	372	.3	2782	497	.4	3109	389	.3	3312	255	2259	425	.3	5088	346	.3	6404	
Teens 12-17	3		71	1		26	7	.1	62	13	96	3		148	6		203	
M 18-34	18	.1	136	27	.1	235	29	.1	271	27	268	25	.1	423	22	.1	574	
W 18-34	21	.1	234	30	.2	256	27	.1	266	20	215	26	.1	481	23	.1	574	
M 18-49	55	.1	452	93	.2	562	77	.2	667	47	486	76	.2	994	62	.2	1343	
W 18-49	47	.1	641	89	.2	646	69	.2	661	30	468	70	.2	1096	56	.1	1340	
M 25-49	49	.2	424	92	.3	544	73	.2	602	35	393	73	.2	915	57	.2	1207	
W 25-49	45	.1	590	77	.2	565	58	.2	571	20	394	61	.2	963	47	.2	1181	
M 25-54	91	.3	664	131	.4	667	96	.3	868	63	572	108	.3	1229	86	.2	1599	
W 25-54	75	.2	855	109	.3	757	83	.2	776	35	512	91	.3	1315	70	.2	1582	
M 35-64	144	.5	853	158	.6	747	124	.4	1032	83	641	144	.5	1398	114	.4	1904	
W 35-64	95	.3	922	157	.5	913	110	.4	915	39	500	123	.4	1502	90	.3	1797	
KKHJ-AM																		
P 12+	129	.1	903	86	.1	767	133	.1	821	192	818	114	.1	1682	123	.1	2476	
Teens 12-17	6		49			12	3		31		3	3		62	2		118	
M 18-34	51	.2	283	28	.1	217	57	.3	246	46	228	44	.2	508	40	.2	707	
W 18-34	14	.1	173	16	.1	131	17	.1	161	33	170	16	.1	338	19	.1	499	
M 18-49	66	.2	399	40	.1	363	82	.2	396	72	370	61	.2	737	56	.1	1062	
W 18-49	27	.1	308	27	.1	237	24	.1	222	52	245	26	.1	557	30	.1	778	
M 25-49	58	.2	304	33	.1	284	60	.2	310	64	297	49	.2	550	46	.1	817	
W 25-49	25	.1	252	22	.1	201	24	.1	209	43	205	23	.1	478	24	.1	613	
M 25-54	61	.2	320	39	.1	316	70	.2	369	66	313	55	.2	626	51	.1	930	
W 25-54	27	.1	282	23	.1	232	28	.1	223	50	218	26	.1	522	28	.1	657	
M 35-64	20	.1	180	19	.1	186	35	.1	224	49	198	24	.1	361	28	.1	564	
W 35-64	38	.1	217	23	.1	220	16	.1	109	45	124	26	.1	365	27	.1	425	

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KKLA-AM																			
P 12+		25		175	34		157	14		99	4		50	25		249	15		304
Teens 12-17										10						10			21
M 18-34		1		6				1		6			6	1		6			6
W 18-34				6			11	3		11	1		17	1		11	1		29
M 18-49		3		40	8		42	3		25	1		12	5		63	3		78
W 18-49		7		29	14		44	8		38	1		17	10		55	6		79
M 25-49		3		40	8		42	3		25	1		12	5		63	3		78
W 25-49		7		29	14		44	8		38	1		17	10		55	6		79
M 25-54		3		40	9		51	5		34	2		21	6		72	4		87
W 25-54		7		37	15		52	8		38	2		25	10		63	6		87
M 35-64		3		39	9		51	4		33	2		20	6		71	4		91
W 35-64		9		53	16	.1	62	5		26	1		8	10		73	6		80
KKLA-FM																			
P 12+		212	.2	1451	56		819	132	.1	968	43		571	127	.1	1884	84	.1	2153
Teens 12-17		2		31			4	2		37	1		23	1		56	1		88
M 18-34		19	.1	158	3		71	19	.1	153	4		93	13	.1	180	8		202
W 18-34		11	.1	134	5		57	1		20	1		11	6		158	4		191
M 18-49		61	.2	474	14		268	49	.1	394	15		179	39	.1	610	26	.1	709
W 18-49		47	.1	454	12		239	20	.1	221	5		158	26	.1	583	16		615
M 25-49		57	.2	446	13		250	46	.1	366	15		166	37	.1	578	25	.1	676
W 25-49		47	.2	441	12		226	20	.1	221	5		153	25	.1	569	16	.1	597
M 25-54		68	.2	500	19	.1	294	60	.2	413	15		172	47	.1	668	31	.1	767
W 25-54		52	.1	500	18	.1	288	24	.1	280	10		182	31	.1	648	21	.1	708
M 35-64		69	.2	438	19	.1	273	49	.2	315	13		122	44	.2	601	29	.1	706
W 35-64		84	.3	547	21	.1	313	41	.1	367	16	.1	258	46	.2	692	30	.1	749
KLAC-AM																			
P 12+		458	.4	2679	720	.6	3703	569	.4	3855	201	.2	1826	593	.5	5692	449	.4	6831
Teens 12-17		1		10				1		22	4		37			33	2		58
M 18-34								2		20	3		55	1		20	2		71
W 18-34		4		46	12	.1	73	15	.1	74	4		42	10	.1	92	7		142
M 18-49		32	.1	213	9		127	27	.1	335	21	.1	246	22	.1	446	20		593
W 18-49		14		134	35	.1	262	34	.1	252	19		155	29	.1	390	23	.1	498
M 25-49		32	.1	213	9		127	27	.1	330	21	.1	238	22	.1	442	19	.1	585
W 25-49		11		92	24	.1	211	19	.1	183	17	.1	138	18	.1	320	17	.1	413
M 25-54		77	.2	364	43	.1	287	43	.1	486	26	.1	355	53	.1	718	38	.1	928
W 25-54		36	.1	222	52	.1	372	39	.1	402	18	.1	187	43	.1	637	32	.1	812
M 35-64		132	.5	687	110	.4	667	101	.4	964	52	.2	588	114	.4	1430	84	.3	1733
W 35-64		94	.3	551	113	.4	704	125	.4	909	25	.1	296	111	.4	1302	76	.3	1567
KLAX-FM																			
P 12+		425	.3	2739	462	.4	3228	516	.4	3499	220	.2	1922	467	.4	5412	383	.3	6507
Teens 12-17		41	.3	372	26	.2	301	52	.4	476	29	.2	299	39	.3	697	36	.3	851
M 18-34		95	.4	555	104	.5	745	157	.7	930	59	.3	561	118	.5	1313	95	.4	1583
W 18-34		110	.6	681	129	.6	844	98	.5	731	45	.2	398	113	.6	1325	89	.4	1578
M 18-49		159	.4	936	179	.4	1204	271	.7	1430	107	.3	875	201	.5	2092	168	.4	2472
W 18-49		172	.5	1134	203	.5	1379	157	.4	1254	71	.2	610	179	.5	2104	142	.4	2529
M 25-49		117	.4	698	136	.4	845	207	.6	985	66	.2	560	152	.5	1512	124	.4	1748
W 25-49		140	.5	847	157	.5	1023	114	.4	927	51	.2	404	139	.5	1514	110	.4	1809
M 25-54		132	.4	748	142	.4	877	217	.6	1051	74	.2	598	162	.4	1578	132	.4	1814
W 25-54		149	.4	919	172	.5	1123	125	.4	1005	54	.2	452	150	.4	1634	120	.3	1957
M 35-64		84	.3	473	85	.3	518	128	.5	607	57	.2	387	98	.3	901	84	.3	1031
W 35-64		80	.3	584	108	.4	698	74	.3	690	30	.1	277	89	.3	1014	72	.3	1301
KLOS-FM																			
P 12+		1246	1.0	5868	754	.6	4812	696	.5	5946	259	.2	3121	888	.7	10023	603	.5	11641
Teens 12-17		27	.2	350	4		99	14	.1	248	8	.1	199	14	.1	555	12	.1	751
M 18-34		365	1.6	1594	236	1.1	1487	178	.8	1558	84	.4	960	258	1.2	2727	177	.8	3206
W 18-34		133	.7	947	69	.3	827	73	.4	869	30	.2	475	90	.5	1696	64	.3	2066
M 18-49		787	1.9	3291	566	1.4	2884	487	1.2	3543	183	.5	1932	610	1.5	5589	413	1.0	6321
W 18-49		351	.9	1828	139	.4	1529	165	.4	1798	53	.1	826	212	.6	3179	144	.4	3762
M 25-49		703	2.2	2872	499	1.6	2370	442	1.4	3129	144	.4	1590	544	1.7	4825	360	1.1	5359
W 25-49		340	1.1	1708	116	.4	1288	140	.5	1494	48	.2	702	192	.6	2778	128	.4	3266
M 25-54		739	2.0	2988	527	1.4	2490	451	1.2	3218	153	.4	1656	569	1.6	5008	375	1.0	5568
W 25-54		349	1.0	1784	118	.3	1324	143	.4	1550	49	.1	743	197	.6	2905	132	.4	3409
M 35-64		463	1.7	1851	360	1.3	1557	320	1.1	2104	108	.4	1068	379	1.4	3126	254	.9	3426
W 35-64		252	.9	1051	81	.3	783	105	.4	1059	28	.1	419	141	.5	1746	92	.3	1986

* 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)	
KLSX-FM																		
P 12+	1870	1.5	5916	639	.5	3778	385	.3	2121	36	714	940	.7	7017	529	.4	8053	
Teens 12-17	22	.2	150	2		50	3		48	1	43	8	.1	186	6		277	
M 18-34	778	3.5	2247	281	1.3	1379	213	1.0	806	17	308	413	1.9	2512	229	1.0	2732	
W 18-34	267	1.3	1010	84	.4	564	22	.1	280	2	67	121	.6	1135	70	.4	1307	
M 18-49	1297	3.2	3821	459	1.1	2304	311	.8	1435	27	521	671	1.7	4333	373	.9	4761	
W 18-49	454	1.2	1652	138	.4	1052	46	.1	469	4	115	207	.5	1909	118	.3	2227	
M 25-49	963	3.0	2924	356	1.1	1736	277	.9	1290	24	483	519	1.6	3403	290	.9	3785	
W 25-49	377	1.2	1381	125	.4	885	44	.1	420	4	102	178	.6	1588	100	.3	1822	
M 25-54	1003	2.8	3039	372	1.0	1876	279	.8	1352	25	497	538	1.5	3611	302	.8	4047	
W 25-54	400	1.1	1441	127	.4	941	49	.1	485	6	118	187	.5	1724	106	.3	1991	
M 35-64	582	2.1	1734	207	.7	1128	114	.4	715	11	231	294	1.0	2118	165	.6	2420	
W 35-64	211	.7	723	57	.2	556	30	.1	253	5	64	96	.3	931	55	.2	1140	
KLVE-FM																		
P 12+	1604	1.3	7137	1841	1.4	7769	1182	.9	7144	497	4732	1565	1.2	11387	1151	.9	13168	
Teens 12-17	48	.4	393	20	.2	253	61	.5	562	44	510	41	.3	736	42	.3	1055	
M 18-34	359	1.6	1493	400	1.8	1672	256	1.1	1676	114	519	343	1.5	2649	247	1.1	3110	
W 18-34	403	2.0	1972	495	2.5	2323	273	1.4	1747	146	7	1296	398	2.0	3038	298	1.5	3360
M 18-49	557	1.4	2350	602	1.5	2558	388	1.0	2472	171	4	1647	522	1.3	4095	374	.9	4804
W 18-49	751	2.0	3335	847	2.2	3689	523	1.4	3019	246	6	2082	717	1.9	4968	534	1.4	5510
M 25-49	478	1.5	2024	501	1.6	2075	351	1.1	2103	144	4	1354	448	1.4	3422	319	1.0	3968
W 25-49	677	2.2	2814	760	2.5	3061	462	1.5	2531	202	7	1677	643	2.1	4142	473	1.5	4562
M 25-54	520	1.4	2196	548	1.5	2206	391	1.1	2266	152	4	1434	491	1.3	3651	349	1.0	4227
W 25-54	757	2.1	3084	851	2.4	3334	505	1.4	2773	207	6	1762	716	2.0	4504	522	1.5	4942
M 35-64	268	1.0	1122	295	1.1	1150	219	.8	1111	77	3	659	263	.9	1889	188	.7	2206
W 35-64	474	1.7	1889	523	1.8	1959	334	1.2	1799	108	4	945	450	1.6	2652	328	1.1	2962
KLYY-FM																		
P 12+	203	.2	2599	248	.2	2889	331	.3	4018	145	2292	260	.2	5625	204	.2	6657	
Teens 12-17	35	.3	593	18	.1	400	56	.4	768	40	580	35	.3	1117	34	.3	1399	
M 18-34	69	.3	812	105	.5	1112	114	.5	1303	48	783	97	.4	1877	73	.3	2175	
W 18-34	38	.2	581	59	.3	793	80	.4	1177	29	575	59	.3	1542	45	.2	1759	
M 18-49	100	.2	1065	153	.4	1428	168	.4	1751	64	2	1004	141	.3	2404	104	.3	2844
W 18-49	61	.2	865	75	.2	1007	98	.3	1407	34	1	681	78	.2	1956	58	.2	2234
M 25-49	70	.2	730	112	.3	853	120	.4	1116	36	1	587	101	.3	1464	70	.2	1769
W 25-49	39	.1	546	50	.2	568	57	.2	763	14	322	49	.2	1096	32	.1	1223	
M 25-54	72	.2	744	113	.3	867	125	.3	1156	44	1	614	104	.3	1505	76	.2	1824
W 25-54	40	.1	562	50	.1	568	57	.2	763	14	322	49	.1	1112	32	.1	1239	
M 35-64	34	.1	278	49	.2	330	61	.2	506	23	1	248	48	.2	584	38	.1	741
W 35-64	25	.1	336	17	.1	236	19	.1	251	5	106	20	.1	475	13		536	
KNX -AM																		
P 12+	758	.6	6381	435	.3	4969	528	.4	5713	301	2943	563	.4	9673	428	.3	11533	
Teens 12-17	2		66							5	45	1		66	2		188	
M 18-34	36	.2	378	32	.1	300	41	.2	424	14	182	36	.2	689	26	.1	792	
W 18-34	12	.1	191	8		176	10	.1	207	4	96	10	.1	378	7		501	
M 18-49	181	.4	1683	96	.2	1214	158	.4	1698	75	885	141	.3	2692	102	.3	3134	
W 18-49	93	.2	894	43	.1	542	74	.2	828	26	385	68	.2	1473	48	.1	1874	
M 25-49	173	.5	1579	91	.3	1181	156	.5	1644	74	870	136	.4	2569	99	.3	3011	
W 25-49	93	.3	869	40	.1	486	72	.2	785	26	385	66	.2	1400	47	.2	1788	
M 25-54	225	.6	2101	124	.3	1602	200	.5	2050	97	3	1043	179	.5	3290	131	.4	3873
W 25-54	121	.3	1226	51	.1	673	91	.3	1013	47	1	550	85	.2	1904	65	.2	2398
M 35-64	297	1.1	2641	167	.6	2013	248	.9	2489	138	5	1347	232	.8	3885	175	.6	4520
W 35-64	210	.7	1615	96	.3	1022	128	.4	1293	55	2	647	141	.5	2364	100	.4	2785
KOST-FM																		
P 12+	909	.7	6450	1161	.9	6383	1007	.8	7245	461	5089	1036	.8	11337	755	.6	14425	
Teens 12-17	18	.1	352	14	.1	225	44	.3	454	62	589	24	.2	746	32	.2	1118	
M 18-34	87	.4	799	148	.7	850	131	.6	997	78	802	124	.6	1476	103	.5	2142	
W 18-34	132	.7	1176	177	.9	1204	172	.9	1366	117	6	1380	161	.8	2232	131	.7	2982
M 18-49	244	.6	1763	354	.9	1825	307	.8	2017	129	3	1303	306	.8	3084	223	.5	4140
W 18-49	408	1.1	2962	507	1.3	2920	413	1.1	3146	192	5	2311	447	1.2	4983	325	.9	6174
M 25-49	220	.7	1490	312	1.0	1596	266	.8	1766	91	3	973	270	.8	2619	187	.6	3389
W 25-49	358	1.2	2446	456	1.5	2479	352	1.1	2602	124	4	1559	394	1.3	4035	273	.9	4939
M 25-54	247	.7	1666	342	.9	1784	288	.8	1973	98	3	1085	296	.8	2907	206	.6	3768
W 25-54	430	1.2	2886	552	1.6	2786	404	1.1	2993	134	4	1752	469	1.3	4624	320	.9	5713
M 35-64	214	.8	1336	260	.9	1332	228	.8	1435	68	2	736	236	.8	2251	159	.6	2838
W 35-64	414	1.4	2611	513	1.8	2400	378	1.3	2637	103	4	1286	441	1.5	4007	292	1.0	4643

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KPWR-FM																			
P 12+		947	.7	8175	848	.7	7613	1090	.9	9262	689	.5	6734	953	.7	14511	820	.6	16684
Teens 12-17		310	2.4	2891	140	1.1	2024	383	2.9	3305	303	2.3	2805	267	2.0	4679	266	2.0	5259
M 18-34		295	1.3	2311	378	1.7	2668	384	1.7	2765	191	.9	1786	354	1.6	4378	281	1.3	4966
W 18-34		220	1.1	1878	192	1.0	1965	202	1.0	2020	146	.7	1473	204	1.0	3420	174	.9	3916
M 18-49		332	.8	2629	429	1.1	3029	430	1.1	3120	210	.5	2017	399	1.0	5049	317	.8	5821
W 18-49		271	.7	2392	240	.6	2284	247	.6	2574	166	.4	1796	251	.7	4278	213	.6	5027
M 25-49		147	.5	1182	179	.6	1214	171	.5	1325	59	.2	685	167	.5	2250	124	.4	2684
W 25-49		119	.4	1262	112	.4	946	132	.4	1307	72	.2	774	120	.4	2146	103	.3	2596
M 25-54		153	.4	1222	182	.5	1240	176	.5	1362	64	.2	711	171	.5	2315	128	.4	2750
W 25-54		128	.4	1369	123	.3	1002	144	.4	1386	77	.2	832	131	.4	2290	110	.3	2767
M 35-64		49	.2	380	60	.2	429	55	.2	424	24	.1	257	55	.2	812	44	.2	1008
W 35-64		67	.2	657	69	.2	440	60	.2	701	25	.1	383	65	.2	1124	51	.2	1438
KRLA-AM																			
P 12+		131	.1	1302	144	.1	1347	169	.1	1483	139	.1	1393	148	.1	2537	142	.1	3508
Teens 12-17		11	.1	201	8	.1	138	30	.2	339	43	.3	420	16	.1	468	24	.2	704
M 18-34		12	.1	146	14	.1	187	19	.1	213	21	.1	206	15	.1	354	18	.1	447
W 18-34		11	.1	156	22	.1	174	25	.1	151	31	.2	212	20	.1	271	24	.1	457
M 18-49		39	.1	317	35	.1	414	56	.1	528	33	.1	391	43	.1	781	41	.1	1006
W 18-49		39	.1	381	47	.1	348	47	.1	328	34	.1	320	44	.1	585	42	.1	853
M 25-49		31	.1	263	27	.1	315	47	.1	424	19	.1	268	34	.1	580	30	.1	755
W 25-49		35	.1	310	35	.1	247	31	.1	244	14	.1	177	34	.1	433	27	.1	538
M 25-54		37	.1	320	36	.1	391	52	.1	488	28	.1	327	41	.1	713	38	.1	958
W 25-54		47	.1	392	46	.1	293	42	.1	291	22	.1	220	45	.1	545	36	.1	698
M 35-64		37	.1	267	31	.1	344	50	.2	391	22	.1	283	39	.1	613	34	.1	857
W 35-64		44	.2	395	43	.2	288	40	.1	321	17	.1	219	42	.1	543	31	.1	695
KROQ-FM																			
P 12+		928	.7	6563	605	.5	5781	728	.6	7643	448	.4	5317	742	.6	11094	584	.5	13206
Teens 12-17		129	1.0	1452	46	.4	791	161	1.2	1644	144	1.1	1377	107	.8	2231	112	.9	2608
M 18-34		386	1.7	2070	262	1.2	2106	245	1.1	2485	172	.8	1818	295	1.3	3638	228	1.0	4418
W 18-34		248	1.2	1735	136	.7	1683	178	.9	2105	87	.4	1340	183	.9	2977	139	.7	3406
M 18-49		466	1.1	2715	353	.9	2658	328	.8	3190	199	.5	2230	380	.9	4784	285	.7	5843
W 18-49		312	.8	2216	196	.5	2182	225	.6	2642	101	.3	1634	241	.6	3779	177	.5	4364
M 25-49		322	1.0	1890	244	.8	1642	216	.7	1924	98	.3	1195	259	.8	2983	184	.6	3704
W 25-49		230	.7	1390	131	.4	1333	143	.5	1594	53	.2	936	165	.5	2281	115	.4	2676
M 25-54		327	.9	1943	249	.7	1687	223	.6	1978	100	.3	1247	265	.7	3088	189	.5	3841
W 25-54		236	.7	1437	132	.4	1350	147	.4	1632	53	.2	936	169	.5	2349	117	.3	2789
M 35-64		86	.3	712	97	.3	611	90	.3	759	30	.1	478	92	.3	1265	62	.2	1590
W 35-64		74	.3	571	62	.2	543	53	.2	617	15	.1	304	63	.2	913	42	.1	1114
KRTH-FM																			
P 12+		1156	.9	8096	1327	1.0	7940	920	.7	8019	273	.2	3959	1149	.9	13600	801	.6	16358
Teens 12-17		44	.3	617	20	.2	405	47	.4	741	44	.3	613	36	.3	1171	41	.3	1512
M 18-34		120	.5	891	134	.6	893	87	.4	856	40	.2	589	115	.5	1527	83	.4	1924
W 18-34		100	.5	889	151	.8	993	107	.5	1067	38	.2	508	122	.6	1695	85	.4	1985
M 18-49		377	.9	2446	415	1.0	2539	270	.7	2248	91	.2	1267	359	.9	4081	251	.6	5079
W 18-49		345	.9	2953	445	1.2	2890	339	.9	3000	93	.2	1367	382	1.0	4966	260	.7	5774
M 25-49		332	1.0	2071	370	1.2	2133	237	.7	1869	65	.2	933	318	1.0	3367	220	.7	4262
W 25-49		323	1.0	2644	395	1.3	2551	302	1.0	2565	73	.2	1119	345	1.1	4351	233	.8	5057
M 25-54		504	1.4	2671	564	1.5	2713	329	.9	2385	77	.2	1097	473	1.3	4271	317	.9	5287
W 25-54		399	1.1	3209	508	1.4	3089	361	1.0	3115	80	.2	1261	429	1.2	5167	286	.8	6039
M 35-64		471	1.7	2501	533	1.9	2543	330	1.2	2248	73	.3	1011	451	1.6	4016	306	1.1	4904
W 35-64		396	1.4	2992	455	1.6	2812	326	1.1	2850	75	.3	1158	397	1.4	4713	266	.9	5436
KSCA-FM																			
P 12+		1924	1.5	6845	1376	1.1	6053	690	.5	4505	335	.3	2760	1334	1.0	9068	953	.7	10145
Teens 12-17		103	.8	630	46	.4	374	91	.7	518	73	.6	482	77	.6	884	74	.6	1165
M 18-34		747	3.3	2493	530	2.4	2195	220	1.0	1439	103	.5	854	502	2.2	3161	356	1.6	3401
W 18-34		412	2.1	1365	305	1.5	1486	145	.7	1105	63	.3	561	289	1.5	2049	202	1.0	2215
M 18-49		1022	2.5	3407	736	1.8	2913	294	.7	1888	131	.3	1179	688	1.7	4198	480	1.2	4602
W 18-49		667	1.7	2308	520	1.4	2339	252	.7	1718	105	.3	971	483	1.3	3292	341	.9	3560
M 25-49		814	2.5	2607	555	1.7	2142	203	.6	1342	96	.3	868	526	1.6	3114	359	1.1	3393
W 25-49		558	1.8	1859	427	1.4	1817	208	.7	1354	79	.3	705	400	1.3	2556	281	.9	2737
M 25-54		856	2.4	2704	576	1.6	2224	213	.6	1373	103	.3	884	550	1.5	3211	374	1.0	3506
W 25-54		595	1.7	1984	447	1.3	1920	232	.7	1457	86	.2	732	426	1.2	2701	299	.8	2882
M 35-64		339	1.2	1081	234	.8	861	86	.3	503	38	.1	372	221	.8	1223	147	.5	1440
W 35-64		315	1.1	1194	245	.9	1052	144	.5	894	57	.2	492	235	.8	1618	169	.6	1792

* 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)
KSSE-FM																		
P 12+	324	.3	2404	394	.3	2659	395	.3	2900	187	.1	1867	373	.3	4167	300	.2	5021
Teens 12-17	35	.3	327	28	.2	257	51	.4	405	29	.2	331	37	.3	539	35	.3	677
M 18-34	138	.6	856	162	.7	857	162	.7	986	80	.4	675	155	.7	1344	122	.5	1614
W 18-34	94	.5	775	130	.7	880	116	.6	925	46	.2	573	115	.6	1335	89	.4	1554
M 18-49	152	.4	989	181	.4	1053	181	.4	1172	90	.2	762	172	.4	1649	136	.3	1961
W 18-49	132	.3	1044	176	.5	1192	153	.4	1206	61	.2	724	155	.4	1770	120	.3	2065
M 25-49	102	.3	652	130	.4	724	133	.4	853	53	.2	476	122	.4	1173	94	.3	1379
W 25-49	90	.3	648	113	.4	760	101	.3	773	37	.1	440	102	.3	1134	78	.3	1335
M 25-54	102	.3	656	131	.4	728	134	.4	857	53	.1	476	123	.3	1177	94	.3	1384
W 25-54	91	.3	662	116	.3	797	104	.3	802	37	.1	440	105	.3	1171	79	.2	1386
M 35-64	17	.1	158	21	.1	220	21	.1	210	12		107	20	.1	350	17	.1	433
W 35-64	40	.1	289	51	.2	379	45	.2	351	20	.1	180	46	.2	517	36	.1	612
KTNO-AM																		
P 12+	635	.5	2239	429	.3	2181	482	.4	2157	325	.3	1838	509	.4	3991	395	.3	4805
Teens 12-17	3		52	1		13	2		38	6		114	2		77	4		211
M 18-34	167	.7	604	110	.5	550	210	.9	776	102	.5	609	158	.7	1139	123	.6	1403
W 18-34	74	.4	334	82	.4	402	41	.2	271	36	.2	248	67	.3	612	51	.3	721
M 18-49	267	.7	1029	184	.5	913	318	.8	1204	188	.5	917	251	.6	1949	202	.5	2328
W 18-49	197	.5	722	157	.4	788	83	.2	521	70	.2	442	146	.4	1212	105	.3	1334
M 25-49	229	.7	905	161	.5	760	286	.9	1036	159	.5	723	220	.7	1667	175	.5	1919
W 25-49	187	.6	682	138	.4	710	76	.2	476	65	.2	390	134	.4	1099	97	.3	1178
M 25-54	266	.7	993	171	.5	822	321	.9	1162	175	.5	791	246	.7	1837	195	.5	2121
W 25-54	213	.6	771	160	.5	825	86	.2	544	73	.2	452	154	.4	1227	112	.3	1320
M 35-64	175	.6	601	92	.3	460	156	.6	606	112	.4	437	137	.5	1086	111	.4	1255
W 35-64	167	.6	548	109	.4	616	55	.2	374	50	.2	332	110	.4	880	79	.3	928
KTWV-FM																		
P 12+	817	.6	4908	1148	.9	5197	826	.6	5852	320	.3	3270	947	.7	8572	689	.5	10365
Teens 12-17	13	.1	97	11	.1	70	7	.1	86	10	.1	115	11	.1	195	9	.1	278
M 18-34	65	.3	361	148	.7	473	97	.4	432	30	.1	362	107	.5	709	73	.3	1006
W 18-34	68	.3	442	100	.5	418	80	.4	653	44	.2	451	84	.4	959	63	.3	1298
M 18-49	205	.5	1374	366	.9	1464	242	.6	1638	106	.3	1057	279	.7	2493	203	.5	3139
W 18-49	273	.7	1578	414	1.1	1757	324	.8	2041	113	.3	1186	343	.9	2911	245	.6	3520
M 25-49	202	.6	1294	350	1.1	1373	226	.7	1547	94	.3	990	266	.8	2326	192	.6	2940
W 25-49	257	.8	1438	384	1.2	1630	302	1.0	1938	101	.3	1019	320	1.0	2710	227	.7	3184
M 25-54	240	.7	1499	393	1.1	1673	267	.7	1921	124	.3	1192	307	.8	2775	225	.6	3453
W 25-54	325	.9	1832	479	1.4	1924	361	1.0	2293	109	.3	1111	396	1.1	3204	277	.8	3757
M 35-64	229	.8	1558	315	1.1	1585	236	.8	2032	125	.4	1158	264	.9	2846	203	.7	3344
W 35-64	352	1.2	1899	476	1.7	1960	343	1.2	2069	93	.3	997	397	1.4	2995	277	1.0	3456
KWKW-AM																		
P 12+	230	.2	917	211	.2	844	109	.1	808	57		386	186	.1	1524	129	.1	1823
Teens 12-17	2		26	5		13	5		26	5		30	4		26	3		30
M 18-34	31	.1	136	43	.2	129	24	.1	149	4		44	34	.2	308	20	.1	325
W 18-34	27	.1	104	24	.1	119	11	.1	110	14	.1	71	21	.1	195	17	.1	221
M 18-49	68	.2	271	83	.2	248	43	.1	271	10		94	66	.2	523	42	.1	587
W 18-49	73	.2	272	67	.2	288	29	.1	232	20	.1	111	57	.1	444	42	.1	537
M 25-49	65	.2	238	82	.3	221	41	.1	238	10		94	64	.2	450	41	.1	514
W 25-49	67	.2	230	57	.2	246	26	.1	202	20	.1	101	50	.2	371	38	.1	453
M 25-54	77	.2	270	82	.2	221	41	.1	254	10		110	68	.2	482	43	.1	562
W 25-54	68	.2	273	62	.2	289	26	.1	202	22	.1	115	53	.2	415	41	.1	524
M 35-64	55	.2	209	59	.2	200	31	.1	200	10		87	49	.2	329	32	.1	412
W 35-64	71	.2	299	58	.2	268	25	.1	233	13		107	52	.2	457	38	.1	601
KWVE-FM																		
P 12+	149	.1	1097	111	.1	879	124	.1	1076	50		785	127	.1	1658	100	.1	2254
Teens 12-17	2		26	1		26	3		37	3		75	2		37	3		101
M 18-34	18	.1	124	12	.1	81	16	.1	107	1		23	15	.1	162	12	.1	214
W 18-34	20	.1	183	14	.1	151	12	.1	134	9		140	15	.1	280	13	.1	338
M 18-49	42	.1	292	30	.1	198	41	.1	317	11		180	37	.1	451	30	.1	636
W 18-49	74	.2	518	55	.1	396	45	.1	425	16		311	58	.2	716	38	.1	854
M 25-49	40	.1	259	29	.1	185	38	.1	288	11		180	35	.1	419	28	.1	586
W 25-49	71	.2	470	49	.2	348	41	.1	399	14		272	53	.2	632	35	.1	761
M 25-54	42	.1	265	29	.1	185	42	.1	324	11		194	37	.1	454	29	.1	632
W 25-54	84	.2	590	57	.2	425	51	.1	485	19	.1	312	64	.2	770	42	.1	898
M 35-64	33	.1	244	25	.1	171	37	.1	288	16	.1	225	31	.1	406	27	.1	610
W 35-64	70	.2	492	54	.2	412	51	.2	485	18	.1	286	58	.2	710	40	.1	841

* 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)
KXMG-AM																			
P 12+		105	.1	435	73	.1	380	61		319	45		243	79	.1	662	69	.1	871
Teens 12-17		2		36	1		21	1		10	2		31	1		46	2		67
M 18-34		24	.1	119	31	.1	108	19	.1	121	3		44	25	.1	176	18	.1	223
W 18-34		23	.1	90	13	.1	102	12	.1	69	8		46	16	.1	124	12	.1	169
M 18-49		45	.1	165	33	.1	151	26	.1	150	13		96	35	.1	263	28	.1	350
W 18-49		53	.1	163	34	.1	170	31	.1	131	29	.1	99	39	.1	268	35	.1	354
M 25-49		44	.1	138	28	.1	138	22	.1	110	13		96	31	.1	209	25	.1	278
W 25-49		50	.2	153	34	.1	160	31	.1	131	29	.1	89	38	.1	258	34	.1	323
M 25-54		44	.1	138	28	.1	138	22	.1	110	13		96	31	.1	209	25	.1	278
W 25-54		50	.1	167	34	.1	174	33	.1	159	29	.1	89	39	.1	286	35	.1	351
M 35-64		21	.1	46	3		43	7		29	10		53	10		87	10		126
W 35-64		32	.1	104	22	.1	83	21	.1	90	22	.1	70	25	.1	189	24	.1	229
KYSR-FM																			
P 12+		688	.5	6012	874	.7	6064	725	.6	7415	256	.2	4142	771	.6	10541	552	.4	12218
Teens 12-17		45	.3	690	21	.2	336	77	.6	922	49	.4	649	46	.4	1236	52	.4	1484
M 18-34		160	.7	1401	238	1.1	1748	190	.9	2030	78	.3	1172	199	.9	2838	146	.7	3221
W 18-34		242	1.2	1931	340	1.7	2250	241	1.2	2214	63	.3	1172	279	1.4	3251	187	.9	3668
M 18-49		289	.7	2165	396	1.0	2476	282	.7	2796	116	.3	1627	328	.8	4027	231	.6	4744
W 18-49		324	.8	2837	439	1.1	3057	347	.9	3424	84	.2	1689	376	1.0	4765	251	.7	5322
M 25-49		251	.8	1682	335	1.0	1844	231	.7	2085	89	.3	1174	277	.9	2979	190	.6	3542
W 25-49		219	.7	2047	278	.9	2087	241	.8	2535	49	.2	1149	249	.8	3454	165	.5	3829
M 25-54		262	.7	1751	336	.9	1867	232	.6	2121	91	.3	1218	281	.8	3061	196	.5	3659
W 25-54		225	.6	2159	284	.8	2137	244	.7	2596	51	.1	1211	254	.7	3600	169	.5	4004
M 35-64		143	.5	878	164	.6	783	98	.3	859	43	.2	539	137	.5	1340	93	.3	1721
W 35-64		91	.3	1040	107	.4	868	108	.4	1279	22	.1	591	102	.4	1690	69	.2	1875
KZLA-FM																			
P 12+		736	.6	4394	714	.6	4328	641	.5	4782	160	.1	2242	698	.5	6621	509	.4	7793
Teens 12-17		7	.1	118	4		77	6		83	2		47	5		169	6		231
M 18-34		49	.2	461	48	.2	414	41	.2	425	28	.1	295	46	.2	634	39	.2	808
W 18-34		93	.5	569	72	.4	610	97	.5	863	23	.1	452	86	.4	997	65	.3	1145
M 18-49		180	.4	1191	201	.5	1034	162	.4	1147	53	.1	631	182	.4	1675	132	.3	2031
W 18-49		253	.7	1445	216	.6	1437	238	.6	1843	56	.1	889	234	.6	2254	166	.4	2560
M 25-49		162	.5	1032	185	.6	874	152	.5	1023	32	.1	474	168	.5	1470	118	.4	1746
W 25-49		241	.8	1345	210	.7	1303	227	.7	1710	46	.1	729	225	.7	2054	158	.5	2291
M 25-54		200	.5	1208	208	.6	1053	187	.5	1299	39	.1	575	199	.5	1780	141	.4	2135
W 25-54		294	.8	1665	263	.7	1606	276	.8	2081	50	.1	867	277	.8	2527	194	.6	2793
M 35-64		211	.8	1149	235	.8	1081	201	.7	1303	38	.1	579	217	.8	1740	151	.5	2036
W 35-64		266	.9	1561	250	.9	1485	232	.8	1672	50	.2	718	250	.9	2198	175	.6	2501
KCAL-FM																			
P 12+		121	.1	708	147	.1	917	131	.1	992	53		504	134	.1	1399	108	.1	1577
Teens 12-17		4		69	5		62	5		70	6		71	5		121	5		144
M 18-34		33	.1	191	57	.3	358	47	.2	333	15	.1	124	47	.2	487	38	.2	512
W 18-34		28	.1	179	16	.1	177	23	.1	217	18	.1	151	22	.1	308	22	.1	359
M 18-49		70	.2	357	103	.3	550	80	.2	539	24	.1	229	86	.2	763	65	.2	837
W 18-49		46	.1	269	37	.1	280	39	.1	328	23	.1	204	41	.1	446	35	.1	512
M 25-49		64	.2	273	90	.3	446	68	.2	421	14		161	75	.2	607	53	.2	672
W 25-49		39	.1	227	28	.1	205	28	.1	253	14		129	32	.1	362	27	.1	411
M 25-54		64	.2	273	90	.2	446	70	.2	428	14		161	76	.2	614	54	.1	679
W 25-54		39	.1	227	28	.1	205	30	.1	258	14		129	32	.1	366	28	.1	431
M 35-64		38	.1	173	47	.2	205	35	.1	219	9		105	41	.1	294	28	.1	343
W 35-64		18	.1	90	21	.1	103	18	.1	116	5		53	19	.1	142	13		173
KCXX-FM																			
P 12+		115	.1	855	143	.1	895	168	.1	1162	72	.1	784	142	.1	1544	116	.1	1748
Teens 12-17		17	.1	195	13	.1	198	41	.3	304	24	.2	242	23	.2	370	22	.2	410
M 18-34		41	.2	259	63	.3	293	57	.3	340	32	.1	245	54	.2	473	43	.2	535
W 18-34		32	.2	204	40	.2	279	33	.2	288	10	.1	194	36	.2	401	28	.1	447
M 18-49		59	.1	373	85	.2	392	84	.2	484	35	.1	310	77	.2	647	58	.1	731
W 18-49		39	.1	276	44	.1	299	43	.1	368	12		220	42	.1	516	35	.1	576
M 25-49		38	.1	257	53	.2	211	62	.2	331	21	.1	131	51	.2	408	37	.1	451
W 25-49		23	.1	161	28	.1	197	29	.1	270	9		153	27	.1	337	23	.1	372
M 25-54		39	.1	263	53	.1	217	63	.2	337	21	.1	137	52	.1	414	38	.1	466
W 25-54		23	.1	161	28	.1	197	29	.1	270	9		153	27	.1	337	23	.1	376
M 35-64		18	.1	125	23	.1	105	27	.1	150	4		70	23	.1	185	16	.1	216
W 35-64		7		72	4		20	10		80	2		25	7		116	7		133

* 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)
KFRG-FM																			
P 12+		526	.4	3052	532	.4	2977	473	.4	3203	148	.1	1584	512	.4	4769	389	.3	5580
Teens 12-17		18	.1	163	10	.1	98	19	.1	123	6	.1	91	15	.1	237	13	.1	302
M 18-34		54	.2	381	61	.3	306	64	.3	398	17	.1	149	60	.3	553	42	.2	677
W 18-34		77	.4	538	86	.4	501	80	.4	637	26	.1	377	82	.4	856	62	.3	953
M 18-49		135	.3	745	139	.3	673	121	.3	770	40	.1	383	132	.3	1111	95	.2	1324
W 18-49		154	.4	1105	178	.5	1068	147	.4	1223	45	.1	597	161	.4	1742	124	.3	1998
M 25-49		119	.4	605	112	.3	514	99	.3	649	32	.1	310	110	.3	917	80	.2	1094
W 25-49		136	.4	924	146	.5	893	115	.4	1055	40	.1	514	133	.4	1484	106	.3	1723
M 25-54		143	.4	733	145	.4	671	121	.3	816	36	.1	375	137	.4	1174	98	.3	1399
W 25-54		194	.6	1172	190	.5	1070	159	.5	1267	50	.1	624	182	.5	1808	143	.4	2081
M 35-64		149	.5	696	157	.6	724	144	.5	758	50	.2	453	151	.5	1117	112	.4	1344
W 35-64		161	.6	975	157	.5	946	130	.5	975	36	.1	383	150	.5	1478	117	.4	1713
KGGI-FM																			
P 12+		327	.3	2708	278	.2	2442	307	.2	3108	171	.1	2093	302	.2	4721	253	.2	5861
Teens 12-17		88	.7	809	36	.3	533	110	.8	1033	79	.6	855	74	.6	1350	79	.6	1594
M 18-34		66	.3	432	75	.3	451	58	.3	535	28	.1	351	67	.3	859	51	.2	1181
W 18-34		87	.4	800	87	.4	836	80	.4	899	36	.2	512	85	.4	1374	65	.3	1642
M 18-49		81	.2	592	89	.2	578	69	.2	717	40	.1	471	81	.2	1155	66	.2	1649
W 18-49		132	.3	1099	130	.3	1218	104	.3	1215	47	.1	696	123	.3	1929	93	.2	2294
M 25-49		53	.2	341	57	.2	312	41	.1	376	24	.1	236	51	.2	604	41	.1	953
W 25-49		102	.3	740	99	.3	858	70	.2	826	29	.1	472	91	.3	1296	66	.2	1546
M 25-54		63	.2	390	68	.2	325	51	.1	417	25	.1	247	61	.2	667	47	.1	1022
W 25-54		109	.3	792	108	.3	895	79	.2	850	30	.1	482	99	.3	1358	70	.2	1609
M 35-64		28	.1	265	25	.1	160	23	.1	238	14	.1	146	25	.1	433	22	.1	619
W 35-64		55	.2	365	53	.2	429	34	.1	358	13	.1	199	48	.2	643	34	.1	752
KOLA-FM																			
P 12+		265	.2	1900	296	.2	1884	226	.2	1952	63	.1	1086	265	.2	3183	180	.1	3903
Teens 12-17		8	.1	123	5	.1	94	12	.1	100	7	.1	160	8	.1	234	8	.1	382
M 18-34		27	.1	171	31	.1	209	29	.1	224	9	.1	137	29	.1	336	20	.1	391
W 18-34		19	.1	208	18	.1	163	15	.1	210	8	.1	115	17	.1	364	13	.1	436
M 18-49		85	.2	602	84	.2	580	71	.2	622	18	.1	354	80	.2	994	56	.1	1175
W 18-49		86	.2	713	103	.3	726	64	.2	710	28	.1	350	86	.2	1201	60	.2	1382
M 25-49		69	.2	498	71	.2	458	58	.2	469	11	.1	274	66	.2	775	46	.1	951
W 25-49		78	.3	610	94	.3	655	59	.2	622	26	.1	307	78	.3	1029	55	.2	1175
M 25-54		94	.3	610	104	.3	557	80	.2	607	14	.1	337	93	.3	952	62	.2	1198
W 25-54		92	.3	699	102	.3	750	74	.2	744	28	.1	382	90	.3	1184	63	.2	1369
M 35-64		95	.3	620	105	.4	574	79	.3	647	13	.1	320	94	.3	992	63	.2	1251
W 35-64		104	.4	679	119	.4	741	86	.3	702	24	.1	342	104	.4	1121	69	.2	1302
KTPI-FM																			
P 12+		101	.1	466	135	.1	458	99	.1	632	14	.1	206	114	.1	746	77	.1	795
Teens 12-17		3	.1	27	1	.1	16	3	.1	35	2	.1	35	2	.1	54	2	.1	70
M 18-34		7	.1	71	16	.1	42	8	.1	85	1	.1	41	11	.1	85	9	.1	99
W 18-34		38	.2	123	55	.3	121	38	.2	126	4	.1	29	45	.2	180	26	.1	180
M 18-49		14	.1	113	22	.1	91	24	.1	197	3	.1	78	20	.1	197	16	.1	223
W 18-49		54	.1	258	73	.2	235	47	.1	250	9	.1	94	59	.2	330	37	.1	337
M 25-49		14	.1	113	22	.1	91	24	.1	197	3	.1	78	20	.1	197	16	.1	209
W 25-49		50	.2	233	67	.2	198	45	.1	238	5	.1	81	55	.2	280	33	.1	287
M 25-54		22	.1	146	33	.1	111	33	.1	237	3	.1	78	30	.1	237	23	.1	249
W 25-54		50	.1	233	67	.2	198	45	.1	238	5	.1	81	55	.2	280	33	.1	287
M 35-64		27	.1	96	29	.1	89	30	.1	178	2	.1	36	29	.1	178	21	.1	191
W 35-64		26	.1	150	30	.1	129	13	.1	146	5	.1	65	24	.1	172	17	.1	179
KVRP-FM																			
P 12+		98	.1	416	87	.1	393	62	.1	371	28	.1	195	83	.1	542	67	.1	645
Teens 12-17																			
M 18-34		1	.1	22	2	.1	13			11			1		33	1		33	
W 18-34										4					4			26	
M 18-49		5	.1	30	6	.1	17	5	.1	20	3	.1	14	5	.1	41	4	.1	47
W 18-49				5			5			9					14			40	
M 25-49		5	.1	30	6	.1	17	4	.1	15	3	.1	14	5	.1	37	4	.1	43
W 25-49				5			5			5					10			36	
M 25-54		7	.1	41	6	.1	22	5	.1	22	3	.1	21	6	.1	48	5	.1	54
W 25-54		8	.1	27	5	.1	18	2	.1	27	3	.1	21	5	.1	36	6	.1	86
M 35-64		10	.1	45	13	.1	45	13	.1	66	6	.1	42	12	.1	76	11	.1	101
W 35-64		21	.1	78	14	.1	64	10	.1	69	5	.1	33	15	.1	96	13	.1	128

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
XTRA-AM																			
P 12+	201	.2	1458	298	.2	1836	280	.2	2319	69	.1	993	263	.2	3208	183	.1	4082	
Teens 12-17	5		26	1		25	12	.1	67	4		46	6		80	6		151	
M 18-34	69	.3	486	157	.7	764	77	.3	622	16	.1	203	105	.5	1074	65	.3	1268	
W 18-34			17			25	1		22	3		19			25	2		102	
M 18-49	122	.3	935	235	.6	1251	165	.4	1411	35	.1	564	179	.4	2092	113	.3	2493	
W 18-49	8		94	7		86	11		184	5		44	9		219	9		383	
M 25-49	106	.3	821	191	.6	1033	158	.5	1309	33	.1	515	155	.5	1829	99	.3	2207	
W 25-49	8		94	7		82	11		179	2		26	9		215	8		360	
M 25-54	118	.3	894	212	.6	1214	190	.5	1520	41	.1	617	176	.5	2108	113	.3	2516	
W 25-54	8		94	7		82	11		179	2		31	9		215	8		382	
M 35-64	87	.3	688	109	.4	779	143	.5	1182	31	.1	521	113	.4	1523	73	.3	1806	
W 35-64	8		79	7		63	10		164	4		46	8		197	8		345	
TOTALS																			
P 12+	31897	25.0	105167	29969	23.5	95195	25987	20.4	101830	11197	8.8	69768	29337	23.0	119461	21829	17.1	121577	
Teens 12-17	1823	14.0	10504	816	6.2	6788	2367	18.1	10788	1801	13.8	9957	1604	12.3	12283	1647	12.6	12563	
M 18-34	6176	27.7	18465	5956	26.7	17570	5210	23.3	18379	2453	11.0	13856	5794	26.0	21258	4283	19.2	21674	
W 18-34	4867	24.4	16889	5022	25.2	16160	4115	20.7	16277	1814	9.1	12303	4695	23.6	19117	3478	17.5	19255	
M 18-49	11571	28.5	34070	10927	26.9	31140	9495	23.4	33644	3997	9.9	23602	10684	26.3	38564	7738	19.1	39324	
W 18-49	9856	25.8	32633	9756	25.5	30265	7889	20.7	31405	3078	8.1	21361	9211	24.1	36481	6673	17.5	36892	
M 25-49	9547	29.7	27416	8940	27.9	24240	7729	24.1	26761	2887	9.0	17692	8754	27.3	30498	6205	19.3	31044	
W 25-49	8342	27.0	26570	8021	26.0	24157	6380	20.7	25361	2235	7.2	16087	7613	24.7	29394	5414	17.6	29775	
M 25-54	10776	29.6	30991	10087	27.7	27359	8644	23.7	30299	3210	8.8	19684	9855	27.1	34483	6978	19.2	35096	
W 25-54	9547	27.1	30316	9210	26.2	27575	7266	20.6	28941	2472	7.0	18080	8715	24.7	33555	6178	17.5	33957	
M 35-64	8114	28.9	23673	7461	26.6	20837	6358	22.7	23178	2319	8.3	14542	7323	26.1	26415	5233	18.7	26933	
W 35-64	7719	27.0	24342	7346	25.7	21975	5803	20.3	23293	1891	6.6	13430	6986	24.5	26991	4960	17.4	27361	

* 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+	502	.4	1420	566	.4	1643	316	.2	928	165	.1	582	474	.4	1291	214	.2	622
Teens 12-17																		
M 18-34	21	.1	50	29	.1	64	35	.2	78	6		17	7		41	7		15
W 18-34	2		13				10	.1	30	3		13						
M 18-49	58	.1	192	81	.2	263	71	.2	183	23	.1	76	38	.1	197	35	.1	143
W 18-49	29	.1	128	54	.1	176	43	.1	124	11		56	27	.1	99	27	.1	78
M 25-49	50	.2	178	80	.2	259	64	.2	165	17	.1	62	38	.1	197	35	.1	143
W 25-49	28	.1	115	54	.2	176	40	.1	111	8		43	27	.1	99	27	.1	78
M 25-54	64	.2	231	107	.3	343	80	.2	223	19	.1	75	65	.2	293	38	.1	156
W 25-54	63	.2	185	80	.2	252	51	.1	151	28	.1	110	42	.1	154	46	.1	118
M 35-64	86	.3	294	152	.5	448	85	.3	283	42	.1	153	119	.4	382	86	.3	225
W 35-64	127	.4	355	137	.5	429	87	.3	264	44	.2	156	121	.4	346	72	.3	201
KACD-FM																		
P 12+	58		205	146	.1	414	108	.1	375	62		244	113	.1	392	88	.1	298
Teens 12-17	14	.1	63	23	.2	104	19	.1	86	10	.1	70	24	.2	91	7	.1	59
M 18-34	9		46	42	.2	112	34	.2	86	29	.1	90	38	.2	133	31	.1	115
W 18-34	16	.1	56	31	.2	116	20	.1	94	13	.1	56	15	.1	94	14	.1	47
M 18-49	12		58	60	.1	141	40	.1	114	29	.1	90	43	.1	162	40	.1	143
W 18-49	23	.1	69	45	.1	140	33	.1	143	16		68	16		106	14		47
M 25-49	12		58	46	.1	101	29	.1	87	16		43	30	.1	135	35	.1	115
W 25-49	20	.1	58	18	.1	52	13		48	4		12	3		42	1		16
M 25-54	12		58	49	.1	114	30	.1	103	16		43	30	.1	135	35	.1	115
W 25-54	20	.1	58	18	.1	52	13		48	4		12	3		42	3		33
M 35-64	3		12	21	.1	42	6		44				4		29	9		28
W 35-64	6		12	14		24	13		48	4		12	15	.1	29	11		34
KBCD-FM																		
P 12+	12		43	60		174	31		116	50		104	31		97	37		130
Teens 12-17	2		13	11	.1	62	3		14	14	.1	43	2		12	3		12
M 18-34	4		17	20	.1	54	17	.1	76	20	.1	34	5		31	7		52
W 18-34	6		13	19	.1	41	11	.1	26	16	.1	26	13	.1	39	27	.1	66
M 18-49	4		17	30	.1	71	17		76	20		34	5		31	7		52
W 18-49	6		13	19		41	11		26	16		26	13		39	27	.1	66
M 25-49	4		17	20	.1	33	6		33	13		16	4		16	2		17
W 25-49			1			15												
M 25-54	4		17	20	.1	33	6		33	13		16	14		30	2		17
W 25-54			1			15												
M 35-64			10			17							10		14			
W 35-64																		
KACE-FM																		
P 12+	136	.1	383	173	.1	615	183	.1	551	87	.1	232	134	.1	352	97	.1	324
Teens 12-17	11	.1	21				1		20				1		11			
M 18-34	26	.1	72	16	.1	64	31	.1	86	44	.2	100	9		15	17	.1	57
W 18-34	7		29	31	.2	107	9		36	1		17	11	.1	41	5		35
M 18-49	73	.2	219	53	.1	226	65	.2	228	59	.1	139	56	.1	136	39	.1	149
W 18-49	41	.1	104	87	.2	305	54	.1	178	7		58	46	.1	144	52	.1	148
M 25-49	73	.2	219	51	.2	217	64	.2	219	57	.2	130	56	.2	136	38	.1	140
W 25-49	34	.1	75	74	.2	253	54	.2	178	7		58	46	.1	144	52	.2	148
M 25-54	82	.2	229	76	.2	266	90	.2	268	57	.2	130	64	.2	149	38	.1	140
W 25-54	35	.1	89	76	.2	267	79	.2	220	7		58	46	.1	144	55	.2	162
M 35-64	56	.2	158	64	.2	218	61	.2	198	15	.1	38	71	.3	162	26	.1	105
W 35-64	36	.1	104	63	.2	227	81	.3	212	27	.1	76	35	.1	103	50	.2	127
KRTO-FM																		
P 12+	33		161	74	.1	271	65	.1	257	54		165	61		208	69	.1	226
Teens 12-17	6		13							1		7	8	.1	26	7	.1	34
M 18-34			3			34	18	.1	65	16	.1	47	1		13	12	.1	51
W 18-34	5		34	14	.1	47	5		24	4		9	12	.1	23	16	.1	27
M 18-49	12		69	22	.1	109	34	.1	131	26	.1	72	11		67	18		82
W 18-49	9		61	26	.1	114	22	.1	103	11		58	18		60	24	.1	72
M 25-49	12		69	22	.1	109	34	.1	117	24	.1	58	9		53	18	.1	82
W 25-49	7		42	18	.1	86	20	.1	94	7		49	7		50	14		62
M 25-54	12		69	22	.1	109	34	.1	117	24	.1	58	9		53	20	.1	91
W 25-54	7		42	18	.1	86	20	.1	94	7		49	7		50	14		62
M 35-64	18	.1	87	44	.2	120	24	.1	85	20	.1	37	26	.1	92	21	.1	53
W 35-64	4		27	12		71	18	.1	83	13		65	13		53	14		60

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KBIG-FM																			
P 12+		336	.3	1165	486	.4	1777	427	.3	1423	375	.3	1198	348	.3	1345	313	.2	1088
Teens 12-17		24	.2	108	13	.1	64	28	.2	114	27	.2	96	20	.2	104	18	.1	68
M 18-34		20	.1	117	32	.1	172	77	.3	229	86	.4	310	40	.2	154	53	.2	184
W 18-34		79	.4	253	163	.8	418	122	.6	330	80	.4	268	89	.4	261	79	.4	235
M 18-49		57	.1	281	101	.2	430	127	.3	442	161	.4	504	109	.3	402	71	.2	285
W 18-49		152	.4	505	272	.7	871	208	.5	666	155	.4	473	158	.4	579	149	.4	519
M 25-49		51	.2	233	75	.2	312	74	.2	337	102	.3	356	95	.3	351	41	.1	225
W 25-49		124	.4	399	200	.6	717	149	.5	521	128	.4	356	128	.4	483	120	.4	435
M 25-54		77	.2	315	86	.2	398	90	.2	379	116	.3	402	98	.3	378	45	.1	246
W 25-54		133	.4	440	229	.7	824	153	.4	536	128	.4	356	137	.4	512	129	.4	467
M 35-64		77	.3	291	104	.4	424	84	.3	304	101	.4	287	82	.3	355	34	.1	180
W 35-64		107	.4	351	158	.6	615	101	.4	398	79	.3	221	92	.3	374	95	.3	347
KBUA-FM																			
P 12+		47		118	71	.1	210	30		152	9		51	33		129	3		34
Teens 12-17		11	.1	26	8	.1	33	7	.1	36	8	.1	36	3		23	1		23
M 18-34		6		27	7		30	4		27	2		16	9		30			
W 18-34		20	.1	53	38	.2	66	3		10				4		22	1		11
M 18-49		6		27	11		60	4		27	2		16	22	.1	60			
W 18-49		30	.1	66	46	.1	103	10		47				8		45	1		11
M 25-49		4		14	11		60	2		14	2		16	22	.1	60			
W 25-49		21	.1	35	33	.1	82	8		37				6		35	1		11
M 25-54		4		14	11		60	3		27	2		16	22	.1	60			
W 25-54		21	.1	35	39	.1	96	8		37				6		35	1		11
M 35-64					4		31	2		13				13		31			
W 35-64		9		12	14		50	11		51				4		24			
KBUE-FM																			
P 12+		393	.3	869	384	.3	1205	326	.3	850	193	.2	617	363	.3	846	213	.2	563
Teens 12-17		46	.4	94	36	.3	134	56	.4	138	27	.2	102	29	.2	97	28	.2	75
M 18-34		63	.3	172	90	.4	241	36	.2	109	30	.1	128	64	.3	163	75	.3	174
W 18-34		105	.5	223	121	.6	365	75	.4	199	47	.2	135	81	.4	202	30	.2	97
M 18-49		137	.3	323	149	.4	471	107	.3	311	67	.2	204	127	.3	303	106	.3	267
W 18-49		183	.5	382	183	.5	548	130	.3	314	81	.2	244	143	.4	364	54	.1	167
M 25-49		104	.3	210	99	.3	332	84	.3	243	50	.2	117	90	.3	230	84	.3	221
W 25-49		154	.5	311	133	.4	384	88	.3	186	62	.2	183	123	.4	289	35	.1	115
M 25-54		110	.3	225	107	.3	346	97	.3	275	52	.1	133	90	.2	230	84	.2	221
W 25-54		157	.4	324	137	.4	398	88	.2	186	62	.2	183	123	.3	289	35	.1	115
M 35-64		98	.3	207	66	.2	244	89	.3	254	46	.2	112	98	.3	175	46	.2	108
W 35-64		82	.3	172	66	.2	197	70	.2	150	42	.1	139	70	.2	178	29	.1	85
KCBS-FM																			
P 12+		410	.3	1504	776	.6	2752	527	.4	1774	184	.1	869	413	.3	1636	332	.3	1285
Teens 12-17		26	.2	106	36	.3	163	34	.3	103	8	.1	72	21	.2	113	16	.1	77
M 18-34		75	.3	280	180	.8	528	111	.5	297	49	.2	214	80	.4	240	61	.3	232
W 18-34		44	.2	206	132	.7	556	63	.3	259	28	.1	139	43	.2	306	32	.2	188
M 18-49		229	.6	734	400	1.0	1304	284	.7	896	99	.2	427	229	.6	775	170	.4	652
W 18-49		101	.3	484	254	.7	1033	155	.4	604	54	.1	275	130	.3	616	111	.3	451
M 25-49		214	.7	689	360	1.1	1205	239	.7	779	72	.2	320	216	.7	707	146	.5	574
W 25-49		91	.3	436	220	.7	891	123	.4	495	49	.2	227	105	.3	490	91	.3	361
M 25-54		232	.6	766	398	1.1	1290	255	.7	838	84	.2	364	219	.6	720	153	.4	615
W 25-54		113	.3	484	244	.7	956	133	.4	530	52	.1	243	114	.3	523	91	.3	361
M 35-64		186	.7	585	271	1.0	898	215	.8	711	66	.2	272	167	.6	598	137	.5	510
W 35-64		78	.3	326	149	.5	567	102	.4	380	30	.1	152	95	.3	348	79	.3	262
KFI -AM																			
P 12+		846	.7	2567	859	.7	2397	325	.3	905	127	.1	536	426	.3	1397	238	.2	802
Teens 12-17		5		22	7	.1	30	30	.2	52	14	.1	43	6		21	15	.1	17
M 18-34		46	.2	74	30	.1	111	18	.1	32	10		53	5		40	6		52
W 18-34		11	.1	52	12	.1	64	17	.1	33	5		31	6		21	16	.1	49
M 18-49		131	.3	366	123	.3	421	58	.1	184	30	.1	128	44	.1	217	54	.1	226
W 18-49		91	.2	369	107	.3	296	44	.1	135	18		67	57	.1	191	39	.1	157
M 25-49		131	.4	366	123	.4	421	58	.2	184	30	.1	128	42	.1	213	54	.2	226
W 25-49		86	.3	351	104	.3	288	39	.1	122	18	.1	67	55	.2	187	39	.1	157
M 25-54		191	.5	547	171	.5	555	74	.2	222	30	.1	128	94	.3	316	60	.2	239
W 25-54		125	.4	465	142	.4	365	50	.1	170	23	.1	112	84	.2	259	44	.1	190
M 35-64		234	.8	742	241	.9	692	87	.3	251	33	.1	147	170	.6	527	93	.3	296
W 35-64		201	.7	670	204	.7	545	70	.2	215	34	.1	117	126	.4	381	42	.1	204

* 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)
KFSG-FM																			
P 12+		60		246	44		219	52		162	29		139	77	.1	359	34		149
Teens 12-17														1		10	1		8
M 18-34		9		31	8		31	2		16	16	.1	65	7		30	3		14
W 18-34		4		17	3		16	7		28	5		11	11	.1	37	3		11
M 18-49		16		54	11		60	9		45	20		94	14		62	14		63
W 18-49		25	.1	86	6		52	23	.1	72	9		46	23	.1	125	10		48
M 25-49		16		54	5		45	9		45	18	.1	80	14		62	14		63
W 25-49		25	.1	86	6		52	23	.1	72	9		46	23	.1	125	10		48
M 25-54		19	.1	68	6		59	19	.1	59	18		80	14		62	14		63
W 25-54		27	.1	100	11		79	23	.1	72	9		46	23	.1	125	10		48
M 35-64		13		57	9		78	17	.1	43	4		29	10		48	15	.1	69
W 35-64		30	.1	120	21	.1	89	20	.1	54	5		34	18	.1	133	12		47
KFWB-AM																			
P 12+		403	.3	1593	320	.3	1452	231	.2	1127	110	.1	592	252	.2	1200	228	.2	907
Teens 12-17				8	2		18	1		15			2			11	5		35
M 18-34		10		45	12	.1	85	12	.1	77	3		17	11		91	9		30
W 18-34		18	.1	56	5		30	8		49	2		14	2		13	6		16
M 18-49		69	.2	357	80	.2	410	64	.2	296	30	.1	133	53	.1	276	61	.2	223
W 18-49		42	.1	209	16		121	26	.1	143	11		59	17		89	27	.1	138
M 25-49		69	.2	357	80	.2	410	62	.2	281	30	.1	133	48	.1	248	61	.2	223
W 25-49		41	.1	195	16	.1	121	26	.1	143	11		59	15		76	27	.1	138
M 25-54		112	.3	505	84	.2	452	62	.2	281	33	.1	155	58	.2	299	71	.2	256
W 25-54		50	.1	252	18	.1	150	30	.1	177	11		67	20	.1	113	39	.1	171
M 35-64		129	.5	550	77	.3	409	61	.2	270	36	.1	166	62	.2	298	63	.2	241
W 35-64		78	.3	356	62	.2	331	49	.2	248	23	.1	125	48	.2	284	52	.2	221
KIBB-FM																			
P 12+		200	.2	748	290	.2	1441	253	.2	1104	139	.1	630	213	.2	971	160	.1	782
Teens 12-17		23	.2	112	55	.4	243	38	.3	190	25	.2	125	38	.3	115	19	.1	82
M 18-34		77	.3	238	90	.4	353	86	.4	306	39	.2	151	53	.2	227	64	.3	260
W 18-34		42	.2	164	106	.5	578	62	.3	333	41	.2	237	52	.3	355	45	.2	293
M 18-49		96	.2	294	106	.3	467	120	.3	447	49	.1	204	83	.2	312	71	.2	323
W 18-49		78	.2	306	118	.3	695	96	.3	467	57	.1	287	90	.2	529	65	.2	359
M 25-49		92	.3	264	74	.2	315	92	.3	361	38	.1	162	55	.2	233	42	.1	235
W 25-49		66	.2	247	81	.3	472	70	.2	314	40	.1	176	75	.2	440	53	.2	271
M 25-54		92	.3	264	84	.2	345	92	.3	361	46	.1	176	57	.2	248	47	.1	253
W 25-54		67	.2	264	82	.2	478	70	.2	314	40	.1	176	75	.2	440	53	.2	271
M 35-64		19	.1	56	25	.1	144	34	.1	141	18	.1	66	33	.1	100	13		81
W 35-64		37	.1	158	12		122	34	.1	133	16	.1	50	37	.1	173	20	.1	65
KIEV-AM																			
P 12+		49		147	55		227	44		151	31		75	38		137	68	.1	183
Teens 12-17								2		15									
M 18-34											3		13						
W 18-34																			
M 18-49		1		15	10		47	11		56							1		13
W 18-49		3		25	4		22	1		6	3		13				10		27
M 25-49		1		15	10		47	11		56							1		13
W 25-49		3		25	4		22	1		6							10		27
M 25-54		1		15	10		47	11		56							1		13
W 25-54		3		25	4		22	1		6							15		44
M 35-64		1		15	15	.1	67	17	.1	70				1		15	3		28
W 35-64		9		52	11		41	14		30	6		10	2		11	41	.1	92
KIIS-FM																			
P 12+		747	.6	2628	1017	.8	4228	790	.6	2940	448	.4	1900	719	.6	3131	645	.5	2245
Teens 12-17		203	1.6	698	305	2.3	1261	260	2.0	932	196	1.5	842	228	1.7	924	229	1.8	857
M 18-34		87	.4	330	178	.8	824	177	.8	639	86	.4	368	158	.7	558	107	.5	329
W 18-34		146	.7	681	230	1.2	952	137	.7	605	65	.3	343	168	.8	793	132	.7	427
M 18-49		191	.5	649	292	.7	1235	268	.7	917	128	.3	490	204	.5	793	147	.4	497
W 18-49		258	.7	1056	373	1.0	1576	225	.6	997	92	.2	503	241	.6	1245	230	.6	795
M 25-49		136	.4	479	197	.6	806	171	.5	576	73	.2	293	109	.3	509	71	.2	320
W 25-49		176	.6	680	250	.8	1019	144	.5	658	51	.2	296	133	.4	741	140	.5	507
M 25-54		151	.4	502	214	.6	837	184	.5	589	78	.2	306	131	.4	566	87	.2	347
W 25-54		206	.6	747	257	.7	1077	162	.5	707	51	.1	300	151	.4	808	153	.4	540
M 35-64		138	.5	389	136	.5	465	104	.4	291	47	.2	136	71	.3	306	58	.2	209
W 35-64		149	.5	472	151	.5	687	112	.4	472	37	.1	180	94	.3	549	111	.4	401

* 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)
KIKF-FM																			
P 12+		77	.1	216	97	.1	285	67	.1	262	26		98	76	.1	323	46		194
Teens 12-17																			
M 18-34		18	.1	48	11	.1	71	3		32			29	20	.1	116	6		14
W 18-34		6		15				3		43	7		15	6		66	1		18
M 18-49		50	.1	129	43	.1	132	4		50	1		42	32	.1	155	6		26
W 18-49		6		15				18		96	11		15	2		48	3		33
M 25-49		50	.2	129	42	.1	118	4		50	1		42	2		48	18		65
W 25-49		13		29	15		41	18	.1	96	11		42	28	.1	125	12		38
M 25-54		50	.1	129	56	.2	165	9		77	5		29	5		62	3		29
W 25-54		22	.1	55	30	.1	79	25	.1	72	12		43	16	.1	52	29	.1	81
M 35-64		33	.1	91	47	.2	118	33	.1	125	14		55	47	.1	155	8		55
W 35-64								31	.1	93	7		26	32	.1	80	29	.1	81
KJLH-FM																			
P 12+		116	.1	368	255	.2	787	221	.2	640	144	.1	429	439	.3	1114	218	.2	650
Teens 12-17																			
M 18-34		9		53	48	.2	135	16	.1	44	3		22	23	.2	97	18	.1	59
W 18-34		21	.1	68	65	.3	215	44	.2	134	22	.1	104	141	.7	289	37	.2	48
M 18-49		32	.1	114	71	.2	216	52	.2	120	52	.2	125	25	.1	62	59	.3	240
W 18-49		59	.2	172	133	.3	408	98	.2	244	79	.2	197	50	.1	157	52	.1	69
M 25-49		25	.1	76	38	.1	127	83	.2	250	59	.2	186	245	.6	540	104	.3	370
W 25-49		51	.2	162	124	.4	358	71	.2	188	54	.2	147	30	.1	137	24	.1	31
M 25-54		28	.1	100	47	.1	151	62	.2	204	51	.2	162	194	.6	427	84	.3	294
W 25-54		66	.2	190	136	.4	401	79	.2	235	59	.2	171	38	.1	182	29	.1	55
M 35-64		27	.1	91	38	.1	124	68	.2	239	51	.1	162	242	.7	528	97	.3	351
W 35-64		59	.2	156	82	.3	241	197	.2	197	32	.1	97	55	.2	179	32	.1	72
								45	.2	150	37	.1	82	175	.6	404	67	.2	223
KKBT-FM																			
P 12+		615	.5	1858	996	.8	3118	911	.7	2475	588	.5	1797	639	.5	2114	719	.6	1981
Teens 12-17		129	1.0	513	244	1.9	772	195	1.5	625	125	1.0	401	160	1.2	517	202	1.5	528
M 18-34		99	.4	351	214	1.0	721	296	1.3	805	228	1.0	649	176	.8	530	196	.9	503
W 18-34		185	.9	547	299	1.5	1037	230	1.2	647	157	.8	513	140	.7	565	170	.9	556
M 18-49		207	.5	567	321	.8	927	389	1.0	979	274	.7	778	231	.6	668	260	.6	686
W 18-49		243	.6	704	403	1.1	1347	310	.8	846	181	.5	592	226	.6	865	226	.6	681
M 25-49		162	.5	394	223	.7	537	213	.7	511	146	.5	425	131	.4	324	141	.4	406
W 25-49		154	.5	442	283	.9	830	178	.6	449	86	.3	286	151	.5	580	157	.5	454
M 25-54		162	.4	394	223	.6	537	217	.6	524	149	.4	438	135	.4	341	144	.4	419
W 25-54		159	.5	470	291	.8	861	178	.5	449	86	.2	286	151	.4	580	166	.5	483
M 35-64		107	.4	216	109	.4	218	97	.3	186	50	.2	142	59	.2	156	70	.2	210
W 35-64		81	.3	212	127	.4	365	92	.3	211	29	.1	91	101	.4	324	75	.3	166
KKGO-FM																			
P 12+		204	.2	865	374	.3	1125	260	.2	871	200	.2	712	317	.2	1213	353	.3	984
Teens 12-17																			
M 18-34		11		48	1		30	4		21	11	.1	33	1		5	5		13
W 18-34		13	.1	62	12	.1	42	5		52	24	.1	63	16	.1	79	15	.1	15
M 18-49		42	.1	176	43	.1	129	23	.1	45	10	.1	91	28	.1	81	33	.2	79
W 18-49		25	.1	157	75	.2	238	40	.1	142	19		137	72	.2	307	74	.2	229
M 25-49		33	.1	158	42	.1	99	44	.1	184	46	.1	121	50	.2	206	52	.2	140
W 25-49		23	.1	144	70	.2	212	40	.1	142	15		112	52	.2	271	54	.2	188
M 25-54		43	.1	198	74	.2	235	86	.2	303	59	.2	155	68	.2	266	59	.2	180
W 25-54		29	.1	180	84	.2	282	52	.1	175	25	.1	140	66	.2	378	89	.3	288
M 35-64		81	.3	333	109	.4	330	97	.3	345	61	.2	194	103	.4	344	96	.3	265
W 35-64		32	.1	168	111	.4	337	49	.2	185	24	.1	101	86	.3	411	112	.4	331
KKHJ-AM																			
P 12+		115	.1	267	122	.1	357	12		76	124	.1	269	49		186	94	.1	200
Teens 12-17		5		18	2		18	4		21	1		13	1		5	2		13
M 18-34		35	.2	62	44	.2	104	5		52	22	.1	55	7		28	46	.2	74
W 18-34		26	.1	58	14	.1	46	1		10	39	.2	91	4		10	16	.1	25
M 18-49		43	.1	94	54	.1	157	7		39	37	.1	92	13		59	54	.1	92
W 18-49		30	.1	75	16		68	3		20	46	.1	103	19		60	18		32
M 25-49		43	.1	94	43	.1	122	5		19	34	.1	78	13		59	25	.1	45
W 25-49		9		40	6		33	2		10	29	.1	73	16	.1	50	8		21
M 25-54		57	.2	122	48	.1	150	5		19	34	.1	78	15		68	29	.1	61
W 25-54		16		54	22	.1	63	2		10	29	.1	73	16		50	18	.1	35
M 35-64		26	.1	80	19	.1	101	5		19	35	.1	57	8		40	12		34
W 35-64		24	.1	49	43	.2	87	2		10	7		12	24	.1	67	12		20

* 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)
KKLA-AM																			
P 12+		8		24	4		16	5		33	5		11	5		24	2		16
Teens 12-17																	1		11
M 18-34														5		11	1		
W 18-34																6			
M 18-49					1		5	1		15				2		12			
W 18-49		2		5			5				5			11		6	1		4
M 25-49					1		5	1		15				2		12			
W 25-49		2		5			5				5			11		6	1		4
M 25-54		3		9	1		5	1		15				2		12			
W 25-54		2		5			5				5			11		6	1		4
M 35-64		5		14	1		5	1		15				2		12			
W 35-64		2		5			5										1		4
KKLA-FM																			
P 12+		47		232	45		194	20		77	12		45	25		164	19		73
Teens 12-17		2		29	3		10							1		11	3		13
M 18-34		4		23							5			20		5	4		15
W 18-34					3		17	1		5				5		3	2		5
M 18-49		24	.1	98	14		44	10		26	5			20		5	4		15
W 18-49		5		14	17		79	9		42				5		4	2		5
M 25-49		24	.1	98	14		44	10		26	1			7		5	4		5
W 25-49		5		14	17	.1	79	9		42				5		4	2		5
M 25-54		28	.1	115	15		50	11		32	2			13		15	9		19
W 25-54		7		21	20	.1	86	9		42	6			19		5	2		5
M 35-64		27	.1	107	15	.1	50	11		35	1			6		17	.1		22
W 35-64		11		52	19	.1	95	8		37	6			14		3			
KLAC-AM																			
P 12+		324	.3	976	620	.5	1607	511	.4	1378	168	.1	670	532	.4	1412	364	.3	1041
Teens 12-17								9	.1	11									
M 18-34								8		16								7	35
W 18-34											10	.1		15		3		1	2
M 18-49		11		29	16		53	22	.1	64				8		12	20		80
W 18-49		7		24	33	.1	87	11		48	17			30		23	.1	6	42
M 25-49		11		29	16		53	22	.1	64				8		12	19	.1	76
W 25-49		7		24	33	.1	87	11		48	7			15		20	.1	5	40
M 25-54		18		58	23	.1	103	31	.1	98				16		26	31	.1	129
W 25-54		9		29	50	.1	148	23	.1	97	9			31		41	.1	17	90
M 35-64		58	.2	163	68	.2	252	93	.3	241	15	.1		71		69	.2	76	262
W 35-64		61	.2	182	86	.3	254	56	.2	216	18	.1		102		75	.3	52	185
KLAX-FM																			
P 12+		407	.3	1077	457	.4	1463	362	.3	1086	195	.2	627	491	.4	1478	356	.3	819
Teens 12-17		28	.2	75	50	.4	150	39	.3	120	28	.2	83	32	.2	112	52	.4	129
M 18-34		85	.4	262	80	.4	298	101	.5	310	35	.2	130	137	.6	455	87	.4	186
W 18-34		112	.6	297	101	.5	368	51	.3	189	50	.3	154	113	.6	329	75	.4	187
M 18-49		153	.4	453	176	.4	521	182	.4	486	72	.2	227	210	.5	662	155	.4	303
W 18-49		169	.4	423	174	.5	575	92	.2	297	88	.2	282	192	.5	504	128	.3	305
M 25-49		121	.4	334	125	.4	317	140	.4	320	52	.2	139	166	.5	463	116	.4	232
W 25-49		115	.4	302	142	.5	451	74	.2	238	60	.2	218	159	.5	382	107	.3	239
M 25-54		135	.4	362	137	.4	361	141	.4	336	52	.1	139	172	.5	495	118	.3	248
W 25-54		135	.4	339	158	.4	495	82	.2	255	66	.2	238	182	.5	437	116	.3	256
M 35-64		88	.3	242	110	.4	274	83	.3	206	38	.1	112	80	.3	239	70	.2	140
W 35-64		87	.3	186	97	.3	291	63	.2	178	44	.2	147	115	.4	294	66	.2	153
KLQS-FM																			
P 12+		382	.3	1235	645	.5	2234	360	.3	1500	242	.2	792	322	.3	1144	387	.3	1241
Teens 12-17		9	.1	63	25	.2	121	14	.1	80	7	.1	37	9	.1	56	12	.1	62
M 18-34		125	.6	422	159	.7	538	104	.5	339	99	.4	301	86	.4	275	87	.4	298
W 18-34		5		51	62	.3	301	55	.3	246	33	.2	99	60	.3	271	84	.4	279
M 18-49		300	.7	885	448	1.1	1348	212	.5	817	171	.4	546	205	.5	609	218	.5	657
W 18-49		45	.1	207	138	.4	630	110	.3	483	51	.1	195	100	.3	447	137	.4	463
M 25-49		267	.8	734	415	1.3	1167	162	.5	704	110	.3	394	157	.5	446	168	.5	526
W 25-49		45	.1	207	132	.4	592	103	.3	431	45	.1	167	69	.2	341	89	.3	332
M 25-54		267	.7	734	419	1.2	1201	166	.5	739	110	.3	394	157	.4	446	176	.5	553
W 25-54		50	.1	223	145	.4	625	105	.3	447	45	.1	167	71	.2	357	93	.3	348
M 35-64		182	.6	481	297	1.1	874	121	.4	551	84	.3	260	122	.4	345	142	.5	399
W 35-64		52	.2	185	93	.3	384	64	.2	267	18	.1	96	46	.2	196	61	.2	204

* 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+	134	.1	403	187	.1	624	125	.1	467	35		116	279	.2	859	59		241
Teens 12-17	5		22										21	.2	54	3		8
M 18-34	66	.3	166	77	.3	228	56	.3	195	9		15	78	.3	228	20	.1	97
W 18-34	23	.1	42	29	.1	86	12	.1	45	3		34	57	.3	176	9		41
M 18-49	95	.2	277	120	.3	393	72	.2	276	17		46	132	.3	430	41	.1	161
W 18-49	34	.1	105	32	.1	139	21	.1	83	4		47	109	.3	329	11		54
M 25-49	87	.3	244	112	.3	360	59	.2	229	17	.1	46	98	.3	330	36	.1	141
W 25-49	34	.1	105	31	.1	119	19	.1	73	1		13	79	.3	220	10		44
M 25-54	87	.2	244	114	.3	373	66	.2	243	27	.1	60	108	.3	356	36	.1	141
W 25-54	34	.1	105	31	.1	122	19	.1	73	1		13	86	.2	241	10		44
M 35-64	29	.1	111	56	.2	207	32	.1	123	18	.1	45	64	.2	228	21	.1	64
W 35-64	11		63	6		71	11		53	1		13	58	.2	173	2		14
KLVE-FM																		
P 12+	1125	.9	2830	1459	1.1	3449	832	.7	2106	648	.5	1847	1028	.8	2700	510	.4	1484
Teens 12-17	53	.4	168	53	.4	178	25	.2	132	48	.4	153	58	.4	194	25	.2	97
M 18-34	210	.9	521	244	1.1	592	166	.7	454	157	.7	384	203	.9	579	97	.4	400
W 18-34	261	1.3	612	419	2.1	1019	210	1.1	526	188	.9	552	265	1.3	740	126	.6	370
M 18-49	350	.9	881	361	.9	976	250	.6	752	230	.6	608	288	.7	848	149	.4	553
W 18-49	493	1.3	1196	713	1.9	1685	405	1.1	923	282	.7	836	488	1.3	1252	257	.7	632
M 25-49	294	.9	753	318	1.0	878	215	.7	641	196	.6	536	224	.7	676	118	.4	431
W 25-49	445	1.4	1059	635	2.1	1455	356	1.2	792	227	.7	675	422	1.4	1078	227	.7	530
M 25-54	328	.9	833	351	1.0	941	229	.6	673	215	.6	568	265	.7	743	134	.4	466
W 25-54	518	1.5	1240	725	2.1	1591	398	1.1	882	232	.7	702	465	1.3	1139	237	.7	563
M 35-64	201	.7	551	212	.8	560	126	.4	373	97	.3	296	142	.5	380	94	.3	215
W 35-64	359	1.3	870	448	1.6	943	270	.9	540	137	.5	399	298	1.0	706	141	.5	299
KLYY-FM																		
P 12+	93	.1	486	231	.2	1216	187	.1	889	100	.1	620	185	.1	980	186	.1	719
Teens 12-17	21	.2	116	47	.4	283	30	.2	153	21	.2	145	41	.3	218	42	.3	161
M 18-34	32	.1	190	64	.3	359	64	.3	282	28	.1	137	60	.3	322	68	.3	231
W 18-34	19	.1	95	62	.3	323	44	.2	301	26	.1	241	45	.2	306	26	.1	154
M 18-49	42	.1	225	104	.3	484	102	.3	378	40	.1	196	76	.2	387	76	.2	278
W 18-49	25	.1	130	71	.2	436	49	.1	344	28	.1	265	53	.1	360	37	.1	225
M 25-49	27	.1	142	68	.2	316	50	.2	189	16		111	48	.1	226	32	.1	147
W 25-49	14		83	28	.1	246	12		90	15		133	17	.1	110	25	.1	123
M 25-54	31	.1	156	77	.2	330	55	.2	203	27	.1	125	63	.2	241	54	.1	176
W 25-54	14		83	28	.1	246	12		90	15		133	17		110	25	.1	123
M 35-64	14		49	50	.2	139	43	.2	110	22	.1	73	31	.1	80	32	.1	81
W 35-64	6		36	9		113	6		43	2		23	8		54	12		75
KNX -AM																		
P 12+	437	.3	1845	256	.2	1402	245	.2	1176	212	.2	963	316	.2	1372	236	.2	979
Teens 12-17						3				7	.1	38	7	.1	42			
M 18-34	7		40	25	.1	141	21	.1	69	16	.1	58	22	.1	84	27	.1	74
W 18-34	3		29	21	.1	111	8		36	2		21	5		19	4		23
M 18-49	60	.1	278	55	.1	337	61	.2	257	33	.1	156	60	.1	297	51	.1	204
W 18-49	34	.1	187	33	.1	237	20	.1	117	9		73	40	.1	213	24	.1	112
M 25-49	56	.2	260	47	.1	318	61	.2	257	33	.1	156	60	.2	297	46	.1	189
W 25-49	34	.1	187	30	.1	214	19	.1	114	9		73	37	.1	200	24	.1	112
M 25-54	96	.3	402	56	.2	398	69	.2	288	48	.1	233	98	.3	422	62	.2	278
W 25-54	57	.2	268	43	.1	275	36	.1	169	37	.1	179	53	.2	275	34	.1	166
M 35-64	168	.6	656	87	.3	463	97	.3	459	58	.2	304	117	.4	482	79	.3	378
W 35-64	92	.3	399	41	.1	292	55	.2	237	43	.2	223	75	.3	384	55	.2	239
KOST-FM																		
P 12+	438	.3	1453	684	.5	2289	405	.3	1376	369	.3	1510	575	.5	1847	394	.3	1505
Teens 12-17	10	.1	57	18	.1	111	5		38	36	.3	168	27	.2	109	23	.2	105
M 18-34	84	.4	183	117	.5	345	74	.3	189	109	.5	415	102	.5	331	51	.2	216
W 18-34	104	.5	312	120	.6	387	59	.3	232	93	.5	359	89	.4	315	67	.3	247
M 18-49	116	.3	373	195	.5	627	136	.3	436	152	.4	599	194	.5	572	127	.3	493
W 18-49	201	.5	659	347	.9	1143	192	.5	614	140	.4	560	229	.6	773	171	.4	644
M 25-49	69	.2	284	118	.4	461	108	.3	345	110	.3	443	161	.5	466	114	.4	431
W 25-49	155	.5	529	308	1.0	986	161	.5	483	86	.3	322	201	.7	652	128	.4	528
M 25-54	90	.2	350	145	.4	574	114	.3	379	118	.3	479	181	.5	521	126	.3	466
W 25-54	187	.5	637	337	1.0	1094	177	.5	559	97	.3	360	231	.7	763	142	.4	597
M 35-64	58	.2	284	111	.4	422	72	.3	298	54	.2	240	148	.5	414	104	.4	377
W 35-64	147	.5	536	281	1.0	952	190	.7	568	68	.2	284	196	.7	618	135	.5	511

* 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)
KPWR-FM																			
P 12+		550	.4	1728	1094	.9	3617	834	.7	2540	746	.6	2469	686	.5	2542	548	.4	1882
Teens 12-17		187	1.4	649	327	2.5	1268	291	2.2	945	292	2.2	1054	209	1.6	901	196	1.5	799
M 18-34		162	.7	531	342	1.5	996	314	1.4	827	229	1.0	710	227	1.0	690	175	.8	502
W 18-34		127	.6	354	271	1.4	868	138	.7	511	144	.7	530	138	.7	617	97	.5	341
M 18-49		174	.4	567	397	1.0	1194	345	.9	922	268	.7	800	265	.7	800	219	.5	621
W 18-49		174	.5	477	338	.9	1075	185	.5	641	171	.4	590	183	.5	786	129	.3	448
M 25-49		68	.2	223	170	.5	486	116	.4	368	110	.3	306	92	.3	276	102	.3	333
W 25-49		93	.3	286	165	.5	537	93	.3	321	81	.3	259	111	.4	452	79	.3	258
M 25-54		70	.2	236	171	.5	499	116	.3	368	115	.3	319	92	.3	276	102	.3	333
W 25-54		93	.3	286	173	.5	558	95	.3	335	81	.2	259	127	.4	473	82	.2	271
M 35-64		25	.1	60	67	.2	223	41	.1	107	54	.2	114	38	.1	110	44	.2	119
W 35-64		47	.2	123	87	.3	263	49	.2	145	27	.1	60	74	.3	224	36	.1	120
KRLA-AM																			
P 12+		144	.1	429	123	.1	461	121	.1	431	140	.1	328	113	.1	462	194	.2	541
Teens 12-17		11	.1	48	24	.2	57	16	.1	75	40	.3	115	20	.2	88	18	.1	61
M 18-34		31	.1	81	6		39	12	.1	46	7		27	20	.1	62	39	.2	108
W 18-34		15	.1	44	29	.1	101	33	.2	80	56	.3	74	8		25	29	.1	80
M 18-49		60	.1	168	27	.1	112	49	.1	155	21	.1	69	38	.1	143	90	.2	229
W 18-49		21	.1	83	38	.1	160	45	.1	153	57	.1	92	33	.1	101	56	.1	141
M 25-49		47	.1	119	26	.1	103	46	.1	137	17	.1	55	19	.1	97	72	.2	178
W 25-49		13		73	20	.1	93	26	.1	96	19	.1	41	30	.1	87	37	.1	84
M 25-54		48	.1	132	36	.1	132	47	.1	150	30	.1	71	27	.1	147	83	.2	231
W 25-54		14		77	29	.1	125	35	.1	131	28	.1	72	40	.1	152	53	.2	116
M 35-64		37	.1	125	32	.1	102	39	.1	122	27	.1	64	26	.1	132	65	.2	187
W 35-64		10		55	20	.1	102	21	.1	108	10		49	38	.1	156	43	.2	93
KROQ-FM																			
P 12+		363	.3	1631	585	.5	2834	486	.4	2078	282	.2	1451	457	.4	2129	341	.3	1436
Teens 12-17		56	.4	306	146	1.1	656	99	.8	437	90	.7	438	94	.7	418	94	.7	316
M 18-34		171	.8	664	187	.8	963	179	.8	683	85	.4	478	188	.8	768	101	.5	455
W 18-34		68	.3	386	138	.7	711	137	.7	557	91	.5	432	108	.5	566	107	.5	473
M 18-49		196	.5	785	251	.6	1245	218	.5	894	97	.2	554	226	.6	910	109	.3	505
W 18-49		102	.3	506	168	.4	872	164	.4	722	94	.2	456	133	.3	749	129	.3	565
M 25-49		138	.4	537	161	.5	780	145	.5	594	55	.2	303	135	.4	538	77	.2	359
W 25-49		77	.2	324	110	.4	529	74	.2	388	29	.1	167	89	.3	459	77	.2	311
M 25-54		139	.4	540	164	.5	783	147	.4	604	55	.2	303	137	.4	552	80	.2	372
W 25-54		81	.2	338	115	.3	559	77	.2	405	29	.1	167	91	.3	490	81	.2	328
M 35-64		25	.1	123	67	.2	285	41	.1	220	12		76	39	.1	155	11		64
W 35-64		39	.1	138	34	.1	190	30	.1	181	3		28	28	.1	220	25	.1	116
KRTH-FM																			
P 12+		683	.5	2038	1067	.8	3223	596	.5	1993	206	.2	781	671	.5	2341	514	.4	1726
Teens 12-17		38	.3	227	58	.4	263	40	.3	139	42	.3	114	54	.4	255	50	.4	223
M 18-34		65	.3	146	91	.4	275	69	.3	188	33	.1	138	64	.3	181	35	.2	175
W 18-34		50	.3	143	98	.5	315	55	.3	181	12	.1	76	77	.4	216	55	.3	158
M 18-49		194	.5	558	321	.8	817	182	.4	578	52	.1	223	215	.5	697	172	.4	590
W 18-49		146	.4	559	312	.8	1160	205	.5	717	49	.1	203	201	.5	745	169	.4	524
M 25-49		180	.6	531	307	1.0	756	168	.5	526	35	.1	144	201	.6	639	160	.5	513
W 25-49		138	.4	521	304	1.0	1120	195	.6	661	42	.1	155	161	.5	633	154	.5	483
M 25-54		277	.8	696	413	1.1	1021	210	.6	665	60	.2	227	260	.7	783	199	.5	630
W 25-54		164	.5	603	368	1.0	1323	227	.6	788	58	.2	224	191	.5	765	173	.5	579
M 35-64		294	1.0	752	437	1.6	1019	205	.7	640	62	.2	217	265	.9	838	213	.8	638
W 35-64		196	.7	650	360	1.3	1278	203	.7	746	56	.2	236	184	.6	725	145	.5	492
KSCA-FM																			
P 12+		1325	1.0	2884	1198	.9	3003	687	.5	1710	327	.3	1066	759	.6	1936	410	.3	1074
Teens 12-17		76	.6	238	109	.8	248	74	.6	204	76	.6	230	56	.4	142	49	.4	174
M 18-34		556	2.5	1216	449	2.0	1097	261	1.2	612	105	.5	315	279	1.3	680	150	.7	371
W 18-34		259	1.3	540	260	1.3	629	137	.7	317	59	.3	177	181	.9	474	50	.3	146
M 18-49		699	1.7	1474	581	1.4	1436	351	.9	834	147	.4	464	377	.9	909	207	.5	497
W 18-49		483	1.3	1006	448	1.2	1132	233	.6	594	96	.3	324	278	.7	725	111	.3	305
M 25-49		533	1.7	1125	392	1.2	1004	214	.7	551	97	.3	331	270	.8	651	152	.5	380
W 25-49		428	1.4	879	367	1.2	926	189	.6	468	66	.2	246	240	.8	597	82	.3	234
M 25-54		559	1.5	1154	405	1.1	1036	214	.6	551	97	.3	331	281	.8	671	152	.4	380
W 25-54		442	1.3	920	375	1.1	953	200	.6	495	72	.2	274	255	.7	644	100	.3	267
M 35-64		174	.6	307	156	.6	398	91	.3	229	41	.1	149	112	.4	256	62	.2	146
W 35-64		251	.9	554	219	.8	602	124	.4	347	46	.2	196	128	.4	367	99	.3	236

* 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)
KSSE-FM																			
P 12+		241	.2	753	439	.3	1357	279	.2	827	263	.2	825	286	.2	973	164	.1	593
Teens 12-17		36	.3	134	57	.4	232	54	.4	174	48	.4	188	37	.3	155	15	.1	77
M 18-34		73	.3	221	147	.7	391	82	.4	273	119	.5	351	109	.5	308	91	.4	264
W 18-34		78	.4	231	120	.6	413	90	.5	245	58	.3	171	98	.5	364	39	.2	180
M 18-49		77	.2	255	172	.4	484	98	.2	318	125	.3	382	122	.3	366	97	.2	299
W 18-49		103	.3	338	190	.5	572	109	.3	293	72	.2	211	123	.3	427	50	.1	211
M 25-49		51	.2	160	136	.4	384	70	.2	227	73	.2	229	93	.3	249	61	.2	196
W 25-49		64	.2	211	121	.4	348	69	.2	175	33	.1	108	81	.3	265	39	.1	149
M 25-54		51	.1	160	136	.4	384	70	.2	227	73	.2	229	93	.3	249	61	.2	196
W 25-54		64	.2	211	129	.4	362	72	.2	189	37	.1	122	81	.2	265	39	.1	149
M 35-64		25	.1	55	34	.1	115	17	.1	45	12		51	14		58	7		35
W 35-64		29	.1	112	79	.3	179	23	.1	61	26	.1	64	25	.1	68	12		37
KTNQ-AM																			
P 12+		400	.3	874	301	.2	805	280	.2	743	162	.1	428	209	.2	550	273	.2	605
Teens 12-17		3		13	3		23	15	.1	23			9	.1	28				
M 18-34		99	.4	166	59	.3	153	103	.5	230	39	.2	80	86	.4	215	135	.6	298
W 18-34		38	.2	107	80	.4	200	19	.1	49	32	.2	104	26	.1	91	42	.2	111
M 18-49		162	.4	311	116	.3	306	156	.4	388	94	.2	213	139	.3	344	191	.5	408
W 18-49		100	.3	261	116	.3	300	46	.1	131	44	.1	134	34	.1	112	54	.1	136
M 25-49		122	.4	254	108	.3	275	139	.4	358	85	.3	186	105	.3	264	164	.5	354
W 25-49		95	.3	249	105	.3	278	46	.1	131	42	.1	121	34	.1	112	47	.2	115
M 25-54		145	.4	301	124	.3	291	161	.4	417	88	.2	202	122	.3	295	168	.5	370
W 25-54		128	.4	319	119	.3	319	64	.2	184	45	.1	135	34	.1	112	54	.2	144
M 35-64		92	.3	213	73	.3	168	90	.3	266	67	.2	177	70	.2	161	60	.2	125
W 35-64		125	.4	259	64	.2	179	47	.2	152	16	.1	49	11		38	19	.1	53
KTWV-FM																			
P 12+		484	.4	1399	775	.6	2002	531	.4	1597	254	.2	963	673	.5	2017	532	.4	1415
Teens 12-17		8	.1	11	12	.1	16	1		11	5		23	5		32	6		15
M 18-34		21	.1	77	80	.4	188	27	.1	100	33	.1	127	66	.3	154	49	.2	137
W 18-34		36	.2	90	51	.3	146	36	.2	100	20	.1	79	52	.3	266	42	.2	131
M 18-49		134	.3	457	222	.5	583	132	.3	409	81	.2	317	217	.5	590	124	.3	378
W 18-49		156	.4	416	241	.6	625	199	.5	528	101	.3	324	211	.6	697	192	.5	516
M 25-49		125	.4	426	204	.6	565	126	.4	391	76	.2	299	211	.7	561	120	.4	360
W 25-49		142	.5	385	220	.7	572	176	.6	496	98	.3	288	192	.6	634	189	.6	497
M 25-54		141	.4	479	237	.7	666	147	.4	465	98	.3	381	228	.6	640	133	.4	420
W 25-54		168	.5	477	288	.8	735	222	.6	638	98	.3	303	235	.7	771	235	.7	574
M 35-64		153	.5	518	222	.8	614	170	.6	527	91	.3	377	225	.8	702	144	.5	434
W 35-64		182	.6	530	311	1.1	777	260	.9	741	91	.3	323	250	.9	692	225	.8	553
KWKW-AM																			
P 12+		169	.1	369	132	.1	379	37		141	37		104	49		166	39		100
Teens 12-17																			
M 18-34		24	.1	41	5		27	4		14			2		17				
W 18-34		36	.2	79	13	.1	46	12	.1	35	11	.1	34	7		23	8		33
M 18-49		61	.2	100	21	.1	72	13		41	6		28	12		34	1		4
W 18-49		71	.2	174	48	.1	135	16		51	28	.1	63	17		59	25	.1	59
M 25-49		58	.2	86	20	.1	59	13		41	6		28	12		34	1		4
W 25-49		66	.2	152	46	.1	123	13		39	28	.1	63	17	.1	59	23	.1	49
M 25-54		58	.2	86	20	.1	59	13		41	6		28	12		34	1		4
W 25-54		66	.2	152	54	.2	138	14		53	31	.1	76	17		59	23	.1	49
M 35-64		37	.1	59	24	.1	65	12		48	6		28	19	.1	37	11		24
W 35-64		52	.2	133	66	.2	177	6		30	20	.1	42	21	.1	89	17	.1	26
KWVE-FM																			
P 12+		91	.1	315	125	.1	437	134	.1	405	28		155	90	.1	475	68	.1	246
Teens 12-17		4		14	9	.1	28	17	.1	30	7	.1	37	3		31			
M 18-34		28	.1	92	26	.1	83	20	.1	68	3		15	7		53	12	.1	52
W 18-34		15	.1	42	9		34	15	.1	42	12	.1	42	9		70	4		30
M 18-49		45	.1	169	50	.1	144	38	.1	137	7		49	27	.1	151	25	.1	108
W 18-49		22	.1	56	21	.1	81	18		62	12		42	24	.1	151	10		46
M 25-49		35	.1	136	44	.1	130	38	.1	137	4		35	24	.1	127	22	.1	94
W 25-49		17	.1	31	15		68	15		49	10		29	22	.1	125	10		46
M 25-54		38	.1	142	44	.1	130	41	.1	143	4		35	28	.1	154	22	.1	94
W 25-54		19	.1	49	23	.1	108	17		62	10		29	22	.1	125	13		60
M 35-64		27	.1	109	39	.1	137	35	.1	122	5		46	33	.1	165	34	.1	112
W 35-64		11		42	35	.1	113	32	.1	81	2		15	33	.1	132	19	.1	52

* 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)
KXMG-AM																			
P 12+		100	.1	245	91	.1	200	80	.1	174	59		155	72	.1	145	54		131
Teens 12-17		10	.1	33							1		10						32
M 18-34		20	.1	57	46	.2	92	21	.1	43	2		21	14	.1	14	10		34
W 18-34		13	.1	23	4		22	7		11	9		23	14	.1	44	17	.1	46
M 18-49		49	.1	115	48	.1	105	28	.1	70	10		35	20		26	14		71
W 18-49		31	.1	59	27	.1	58	42	.1	60	39	.1	75	40	.1	81	37	.1	28
M 25-49		47	.1	101	34	.1	91	17	.1	56	10		35	20	.1	26	10		71
W 25-49		31	.1	59	25	.1	48	42	.1	60	39	.1	75	37	.1	71	37	.1	28
M 25-54		47	.1	101	34	.1	91	17		56	10		35	20	.1	26	10		85
W 25-54		35	.1	73	28	.1	62	48	.1	88	39	.1	75	39	.1	85	40	.1	14
M 35-64		29	.1	58	1		13	7		27	8		14	7		12	3		50
W 35-64		22	.1	50	25	.1	50	41	.1	76	32	.1	70	28	.1	50	23	.1	
KYSR-FM																			
P 12+		304	.2	1508	721	.6	2643	425	.3	1796	241	.2	952	518	.4	2161	334	.3	1298
Teens 12-17		33	.3	209	102	.8	337	77	.6	277	61	.5	185	95	.7	354	80	.6	275
M 18-34		63	.3	333	173	.8	521	112	.5	506	73	.3	241	134	.6	516	106	.5	399
W 18-34		105	.5	428	237	1.2	923	107	.5	494	70	.4	341	157	.8	758	65	.3	301
M 18-49		99	.2	487	272	.7	848	157	.4	679	86	.2	296	182	.4	709	138	.3	541
W 18-49		155	.4	707	310	.8	1322	161	.4	734	90	.2	439	199	.5	993	103	.3	428
M 25-49		84	.3	375	216	.7	654	115	.4	445	71	.2	223	135	.4	519	90	.3	384
W 25-49		106	.3	497	207	.7	974	103	.3	497	50	.2	289	138	.4	684	78	.3	284
M 25-54		89	.2	399	242	.7	705	134	.4	467	71	.2	223	163	.4	561	90	.2	384
W 25-54		110	.3	530	207	.6	990	109	.3	530	50	.1	289	141	.4	717	80	.2	301
M 35-64		40	.1	178	124	.4	378	65	.2	195	14		55	79	.3	250	32	.1	142
W 35-64		54	.2	312	74	.3	415	59	.2	273	20	.1	97	45	.2	268	40	.1	143
KZLA-FM																			
P 12+		434	.3	1363	697	.5	2307	527	.4	1681	200	.2	699	586	.5	1923	368	.3	1092
Teens 12-17		9	.1	54	15	.1	59	11	.1	35	2		20	13	.1	49	13	.1	47
M 18-34		24	.1	77	53	.2	230	50	.2	178	5		35	48	.2	185	36	.2	95
W 18-34		56	.3	170	98	.5	351	45	.2	190	20	.1	79	87	.4	363	37	.2	147
M 18-49		103	.3	270	171	.4	619	139	.3	479	32	.1	122	115	.3	383	123	.3	249
W 18-49		116	.3	402	236	.6	730	153	.4	509	41	.1	162	174	.5	669	86	.2	323
M 25-49		99	.3	255	159	.5	556	129	.4	445	31	.1	118	108	.3	330	121	.4	231
W 25-49		109	.4	389	234	.8	712	150	.5	498	37	.1	154	163	.5	619	82	.3	311
M 25-54		116	.3	337	182	.5	678	141	.4	504	38	.1	178	143	.4	436	138	.4	288
W 25-54		130	.4	452	273	.8	818	194	.6	616	51	.1	195	235	.7	825	129	.4	450
M 35-64		145	.5	412	180	.6	630	131	.5	478	42	.1	176	152	.5	443	130	.5	328
W 35-64		132	.5	460	232	.8	635	191	.7	538	51	.2	186	209	.7	680	104	.4	352
KCAL-FM																			
P 12+		50		176	166	.1	381	134	.1	375	69	.1	186	141	.1	345	110	.1	200
Teens 12-17		2		4	9	.1	38	4		13	4		6	7	.1	14	7	.1	14
M 18-34		17	.1	57	54	.2	108	55	.2	101	34	.2	64	60	.3	126	64	.3	91
W 18-34		21	.1	75	46	.2	87	35	.2	133	18	.1	66	32	.2	104	15	.1	22
M 18-49		20		80	92	.2	225	87	.2	200	40	.1	94	85	.2	179	74	.2	122
W 18-49		28	.1	92	60	.2	113	39	.1	145	25	.1	86	49	.1	153	27	.1	43
M 25-49		13		54	67	.2	166	69	.2	159	24	.1	53	66	.2	119	52	.2	100
W 25-49		22	.1	68	57	.2	94	20	.1	110	24	.1	81	44	.1	133	19	.1	33
M 25-54		13		54	67	.2	166	69	.2	159	24	.1	53	66	.2	119	52	.1	100
W 25-54		22	.1	68	57	.2	94	20	.1	110	24	.1	81	44	.1	133	21	.1	49
M 35-64		4		23	39	.1	116	32	.1	99	7		30	25	.1	53	10		31
W 35-64		7		17	14		26	3		12	7		20	17	.1	49	13		37
KCXX-FM																			
P 12+		54		240	223	.2	531	127	.1	296	84	.1	250	95	.1	305	93	.1	327
Teens 12-17		8	.1	60	34	.3	101	15	.1	61	17	.1	65	13	.1	30	32	.2	105
M 18-34		22	.1	61	58	.3	97	25	.1	65	20	.1	54	47	.2	112	26	.1	79
W 18-34		7		54	79	.4	181	34	.2	53	38	.2	81	18	.1	90	15	.1	73
M 18-49		34	.1	98	87	.2	194	44	.1	128	21	.1	60	54	.1	139	36	.1	104
W 18-49		12		82	99	.3	230	60	.2	94	44	.1	115	25	.1	127	24	.1	117
M 25-49		17	.1	51	54	.2	132	27	.1	83	9		27	31	.1	82	29	.1	72
W 25-49		9		55	76	.2	175	56	.2	82	32	.1	93	11		63	14		66
M 25-54		17		51	56	.2	138	34	.1	92	11		33	33	.1	91	29	.1	72
W 25-54		9		55	76	.2	175	57	.2	86	33	.1	97	11		63	14		66
M 35-64		12		37	31	.1	104	26	.1	72	3		12	9		36	10		26
W 35-64		6		28	21	.1	49	27	.1	45	6		38	7		37	9		44

* 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)
KFRG-FM																			
P 12+		427	.3	1201	594	.5	1629	436	.3	1201	164	.1	546	408	.3	1242	308	.2	909
Teens 12-17		9	.1	33	12	.1	53	12	.1	41	5		30	37	.3	101	21	.2	82
M 18-34		23	.1	82	50	.2	158	26	.1	102	14	.1	70	39	.2	117	23	.1	72
W 18-34		61	.3	201	121	.6	347	63	.3	214	36	.2	103	55	.3	208	52	.3	198
M 18-49		73	.2	203	100	.2	296	70	.2	223	43	.1	157	90	.2	241	56	.1	146
W 18-49		142	.4	410	232	.6	653	149	.4	476	61	.2	215	126	.3	449	107	.3	392
M 25-49		68	.2	166	87	.3	244	58	.2	173	36	.1	116	81	.3	211	49	.2	118
W 25-49		135	.4	366	195	.6	552	136	.4	418	58	.2	197	121	.4	424	102	.3	357
M 25-54		90	.2	230	127	.3	302	65	.2	204	37	.1	122	90	.2	271	53	.1	146
W 25-54		184	.5	480	242	.7	657	187	.5	507	69	.2	225	159	.5	510	136	.4	422
M 35-64		124	.4	329	152	.5	398	123	.4	289	45	.2	135	99	.4	321	62	.2	171
W 35-64		149	.5	394	186	.7	497	167	.6	442	55	.2	181	125	.4	384	116	.4	303
KGGI-FM																			
P 12+		147	.1	581	313	.2	1061	244	.2	863	174	.1	681	174	.1	666	217	.2	747
Teens 12-17		32	.2	154	103	.8	397	103	.8	335	85	.7	328	54	.4	242	91	.7	292
M 18-34		43	.2	142	75	.3	198	52	.2	212	25	.1	137	21	.1	108	30	.1	124
W 18-34		38	.2	143	66	.3	261	47	.2	176	29	.1	120	47	.2	165	43	.2	178
M 18-49		54	.1	179	96	.2	262	58	.1	244	41	.1	188	34	.1	161	48	.1	174
W 18-49		54	.1	218	106	.3	382	75	.2	262	42	.1	159	79	.2	242	64	.2	249
M 25-49		36	.1	108	65	.2	150	38	.1	160	29	.1	117	16		80	37	.1	135
W 25-49		37	.1	173	74	.2	284	63	.2	202	23	.1	81	58	.2	166	44	.1	181
M 25-54		40	.1	123	66	.2	154	38	.1	160	29	.1	117	16		80	38	.1	140
W 25-54		37	.1	173	74	.2	284	63	.2	202	23	.1	81	58	.2	166	44	.1	181
M 35-64		17	.1	57	22	.1	68	12		43	17	.1	51	20	.1	68	29	.1	69
W 35-64		17	.1	84	47	.2	136	30	.1	91	19	.1	45	33	.1	83	21	.1	71
KOLA-FM																			
P 12+		121	.1	455	179	.1	569	144	.1	498	50		287	137	.1	509	111	.1	387
Teens 12-17		5		34	13	.1	44	18	.1	63	4		10	9	.1	20	9	.1	26
M 18-34		19	.1	61	26	.1	61	12	.1	43	13	.1	58	15	.1	47	3		23
W 18-34		6		26	11	.1	32	16	.1	58	9		34	11	.1	51	5		11
M 18-49		42	.1	144	77	.2	205	50	.1	137	16		83	43	.1	159	39	.1	152
W 18-49		37	.1	148	38	.1	148	39	.1	143	21	.1	121	57	.1	241	44	.1	137
M 25-49		29	.1	101	70	.2	178	47	.1	124	15		79	31	.1	132	37	.1	143
W 25-49		34	.1	134	33	.1	133	34	.1	111	20	.1	113	50	.2	215	40	.1	129
M 25-54		43	.1	146	76	.2	207	63	.2	201	19	.1	110	32	.1	137	43	.1	177
W 25-54		37	.1	147	43	.1	166	44	.1	126	24	.1	143	55	.2	232	40	.1	133
M 35-64		43	.2	144	71	.3	214	64	.2	225	8		68	42	.1	149	50	.2	183
W 35-64		47	.2	181	48	.2	189	34	.1	109	16	.1	118	56	.2	235	42	.1	140
KTPI-FM																			
P 12+		93	.1	201	114	.1	270	59		206	34		119	58		181	14		85
Teens 12-17																			
M 18-34		17	.1	41	27	.1	56	4		14	15	.1	28	11		42			
W 18-34		15	.1	30	4		26	7		42	8		29	8		41	10	.1	54
M 18-49		31	.1	65	33	.1	92	12		41	24	.1	70	25	.1	57			
W 18-49		27	.1	67	25	.1	107	21	.1	97	10		48	15		75	13		78
M 25-49		31	.1	65	33	.1	92	12		41	14		56	25	.1	57			
W 25-49		20	.1	55	22	.1	94	18	.1	84	2		36	9		50	13		78
M 25-54		41	.1	85	52	.1	112	22	.1	74	14		56	32	.1	71	1		7
W 25-54		20	.1	55	22	.1	94	18	.1	84	2		36	9		50	13		78
M 35-64		38	.1	70	43	.2	77	26	.1	81	9		42	29	.1	49	1		7
W 35-64		23	.1	60	35	.1	96	22	.1	70	2		19	11		48	3		23
KWRP-FM																			
P 12+		99	.1	257	96	.1	230	56		116	30		95	94	.1	195	74	.1	198
Teens 12-17																			
M 18-34					2		17							1		5			
W 18-34					5		5	5		5	3		5	5		5	5		5
M 18-49		5		11	5		17				2		5	1		9			5
W 18-49		3		5	2		17				2		5	1		9			5
M 25-49		5		11	5		5	5		5	3		5	5		5	5		5
W 25-49		3		5	2		17				2		5	1		9			5
M 25-54		10		17	5		9	5		5	3		5	5		5	6		9
W 25-54		8		23	11		46	16		20	3		10	14		29	16		24
M 35-64		18	.1	47	15	.1	35	11		15	6		15	12		29	10		29
W 35-64		21	.1	53	21	.1	45	19	.1	28	8		23	20	.1	41	20	.1	49

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

DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
XTRA-AM																		
P 12+	165	.1	469	141	.1	450	187	.1	546	59		311	135	.1	554	133	.1	457
Teens 12-17	13	.1	24	16	.1	46	16	.1	32	7	.1	11	2		11	10	.1	24
M 18-34	24	.1	78	38	.2	126	42	.2	192	19	.1	92	35	.2	166	20	.1	78
W 18-34				5		33	4		16	2		16	5		24	3		28
M 18-49	77	.2	222	55	.1	220	65	.2	264	25	.1	137	60	.1	314	45	.1	222
W 18-49	3		12	14		58	26	.1	71	4		40	18		91	12		76
M 25-49	77	.2	222	52	.2	205	59	.2	229	23	.1	122	48	.1	300	41	.1	207
W 25-49	3		12	10		40	26	.1	71	4		40	14		72	12		76
M 25-54	92	.3	265	54	.1	215	76	.2	288	25	.1	138	49	.1	303	42	.1	210
W 25-54	3		12	11		43	26	.1	71	4		40	14		72	13		89
M 35-64	82	.3	238	30	.1	132	41	.1	137	11		67	26	.1	151	26	.1	147
W 35-64	3		12	10		30	22	.1	54	2		24	17	.1	81	18	.1	72
TOTALS																		
P 12+	18239	14.3	47438	25173	19.7	61824	17764	13.9	46389	10288	8.1	31014	18412	14.4	49197	14113	11.1	37001
Teens 12-17	1326	10.1	4411	2213	16.9	6230	1888	14.4	5021	1589	12.2	4900	1634	12.5	4981	1596	12.2	4386
M 18-34	3028	13.6	7427	4343	19.5	10382	3455	15.5	8501	2244	10.1	6145	3194	14.3	8174	2546	11.4	6432
W 18-34	2614	13.1	6919	4248	21.3	10623	2608	13.1	7131	1843	9.2	5400	2927	14.7	8310	2134	10.7	5861
M 18-49	5743	14.2	14205	8017	19.8	19205	6069	15.0	15493	3578	8.8	10287	5754	14.2	14977	4569	11.3	11819
W 18-49	5156	13.5	13492	7887	20.7	19718	5188	13.6	13834	2981	7.8	8942	5529	14.5	15481	4180	10.9	11056
M 25-49	4782	14.9	11674	6454	20.1	15303	4604	14.3	12175	2560	8.0	7612	4459	13.9	11681	3513	10.9	9384
W 25-49	4278	13.9	11120	6377	20.7	15790	4078	13.2	10908	2132	6.9	6508	4418	14.3	12312	3354	10.9	8844
M 25-54	5503	15.1	13427	7276	20.0	17326	5161	14.2	13720	2830	7.8	8465	5092	14.0	13188	3883	10.7	10463
W 25-54	4914	14.0	12869	7248	20.6	17856	4633	13.2	12337	2340	6.6	7317	5111	14.5	14057	3876	11.0	10197
M 35-64	4410	15.7	11142	5664	20.2	13453	4074	14.5	10719	1986	7.1	6136	4237	15.1	10779	3203	11.4	8428
W 35-64	4233	14.8	10864	5626	19.7	13921	3926	13.7	10091	1693	5.9	5487	4253	14.9	11354	3200	11.2	8068

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

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Arbitron Radio Reliability Tables

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

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

Instructions

Estimating the Reliability of Audience Ratings Estimates/The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page M5, Paragraph 14, for further information.)

Confidence intervals can be obtained for any rating in the "Listener Estimates" section in this report in two steps: (1) determine an estimated standard error and (2) use this estimated standard error to construct a confidence interval around the rating.

1. Determine an estimate of standard error:

a. For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 3.7 rating is 18.88. Table A values represent the square root of (the rating x [100 - the rating]); therefore, Table A values are constant across all markets and surveys.

b. For AQH ratings, select the demographic group (down the side) and the daypart (across the top) for the corresponding Table B value. For Cume ratings, select the demographic group (down the side) for the corresponding Table B value in the first column.

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 18+, Mon-Fri 6AM-7PM might be 55.00.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $18.88 \div 55.00 = 0.34$.

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, 3.7 ± 0.34 yields a confidence interval of 3.36-4.04. Interpretation: The user can be 68% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.4 and 4.0.

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $3.7 \pm (1.64 \times 0.34)$ yields a confidence interval of 3.14-4.26. Interpretation: The user can be 90% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.1 and 4.3.

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 M18+, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 55.00 would be 55.00 squared, or 3025. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

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

Limitations

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

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend 6A-MID	Mon-Fri	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sat 3P-7P		Sat 7P-MID	6A-10A	10A-3P		6A-10A + 3P-7P			
Persons 12+	68.56	103.08	125.65	102.03	127.93	129.14	151.08	151.44	140.67	155.83	162.45
Persons 18+	*****	*****	119.23	*****	*****	118.08	*****	144.01	*****	*****	154.47
Men											
18+	50.76	*****	*****	*****	*****	*****	*****	*****	*****	*****	122.83
18-24	19.41	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.61
25-34	25.49	*****	*****	*****	*****	*****	*****	*****	*****	*****	67.60
35-44	24.60	*****	*****	*****	*****	*****	*****	*****	*****	*****	61.76
45-54	21.63	*****	*****	*****	*****	*****	*****	*****	*****	*****	53.59
55-64	16.46	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.43
65+	18.05	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.35
12-24	27.57	48.55	*****	47.25	61.20	57.64	71.72	*****	64.62	*****	77.28
18-34	32.48	50.94	62.41	49.17	66.48	62.34	75.48	75.39	73.16	*****	85.50
18-49	43.17	66.98	78.18	64.90	84.93	77.88	94.54	94.43	91.64	*****	107.09
25-49	39.14	59.26	*****	58.40	74.66	69.01	87.86	*****	76.57	*****	94.42
25-54	41.66	62.24	76.29	61.85	78.78	72.47	92.26	85.74	80.40	*****	99.15
35-64	36.97	54.02	68.23	55.17	70.07	65.00	82.51	76.68	71.91	*****	88.68
Women											
18+	53.49	*****	*****	*****	*****	*****	*****	*****	*****	*****	122.96
18-24	20.93	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.73
25-34	25.54	*****	*****	*****	*****	*****	*****	*****	*****	*****	65.44
35-44	26.98	*****	*****	*****	*****	*****	*****	*****	*****	*****	69.57
45-54	22.08	*****	*****	*****	*****	*****	*****	*****	*****	*****	52.42
55-64	17.91	*****	*****	*****	*****	*****	*****	*****	*****	*****	42.74
65+	20.88	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.27
12-24	29.31	48.03	*****	47.47	58.75	59.72	72.03	*****	64.03	*****	75.00
18-34	33.32	51.34	63.38	49.58	64.84	62.81	76.98	71.96	68.84	*****	83.52
18-49	44.44	68.14	82.12	66.56	84.95	81.48	99.72	93.23	89.19	*****	108.20
25-49	40.83	60.59	*****	60.46	76.83	73.09	90.82	*****	83.23	*****	98.11
25-54	43.46	63.80	78.49	63.73	81.09	76.31	95.32	91.38	87.36	*****	102.97
35-64	39.59	57.34	69.35	57.42	72.19	68.89	84.22	80.74	77.19	*****	90.98
Persons											
12-24	37.90	61.90	*****	61.06	76.75	74.49	90.63	*****	83.79	*****	97.45
18-34	43.58	67.26	83.62	65.07	85.75	82.87	100.75	101.00	93.14	*****	108.34
18-49	57.41	87.56	106.50	85.22	109.17	103.42	128.33	128.64	118.64	*****	137.99
25-49	51.42	77.08	*****	76.40	96.77	91.42	113.70	*****	105.11	*****	122.26
25-54	54.51	80.75	99.88	80.54	101.84	96.06	120.35	120.64	111.26	*****	129.41
35-64	49.34	71.23	88.96	72.00	91.29	86.93	107.20	107.45	99.10	*****	115.26
Teens											
12-17	26.66	43.68	*****	44.51	59.71	66.01	67.87	*****	72.19	*****	78.73
Black P12+	18.90	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.78
Hispanic P12+	41.07	*****	*****	*****	*****	*****	*****	*****	*****	*****	97.32

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	85.77	199.45
Men		
18-34	40.36	105.97
25-54	51.65	120.02
35-64	46.62	110.12
Women		
18-34	40.30	100.62
25-54	54.00	127.55
35-64	49.42	114.02
Persons		
18-34	53.44	133.33
25-54	67.86	157.73
35-64	61.98	143.69

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A	Sat 10A-3P	Mon-Fri	Mon-Fri	Mon-Fri 6A-7P	Mon-Sun 6A-MID
		Sat 3P-7P	Sat 7P-MID	6A-10A	10A-3P		
Persons 12+	74.23	121.27	119.09	151.47	146.00	181.32	198.35
Men							
18-34	38.50	58.91	57.33	76.11	71.13	83.61	101.03
18-49	51.74	77.30	75.82	97.14	90.52	105.65	125.01
25-49	46.10	68.96	68.50	86.39	82.25	89.91	112.59
25-54	49.36	72.83	72.70	91.99	86.90	95.13	117.61
35-64	44.57	64.52	65.89	84.03	78.77	86.68	102.60
Women							
18-34	38.92	60.13	57.68	75.67	73.89	80.66	98.68
18-49	53.64	80.38	78.14	100.44	97.32	105.98	129.41
25-49	48.21	71.02	71.08	91.13	87.95	99.44	121.24
25-54	51.57	75.00	75.01	96.02	91.77	104.24	127.27
35-64	47.67	69.55	69.06	86.72	85.39	94.17	114.12
Teens							
12-17	33.05	53.03	53.70	71.98	78.82	86.61	96.67

Description of Methodology

Introduction

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

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA®). These areas are composed of sampling units. A sampling unit generally consists of a single county, but may also consist of an independent city or a split county. Split counties are defined as one or more zip codes within a county and are based on zip code information from 1990 Census data, as updated annually by Market Statistics.

a. Metro Survey Area (Metro)

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

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.

The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data. At that time, Arbitron reviews all Radio Metro definitions for possible adoption of the applicable OMB definitions. In the review process, Arbitron considers 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 between the 10-year OMB review cycles will be considered by Arbitron if a formal written proposal, which presents in detail the rationale and benefits of the proposed Metro, is submitted to Arbitron within established deadlines; widespread subscriber support for the change is generally required as well.

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 geographically split counties) which meet certain criteria for inclusion.

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

Description of Methodology and in other associated relevant documents.

c. Designated Market Area (DMA®)

The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA.

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

Sampling & Measurement Techniques

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

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by Metromail Corporation. These qualifying hundred blocks comprise the sample frame for each sampling unit. Known non-residential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

If a need for additional sample arises after the original sample has been selected by the computer, then such additional sample is generally selected in the same manner and from the same sample frame as the original sample.

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary. Premiums of varying monetary amounts are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/Initial contact with listed sample households is by mail, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. Initial contact with unlisted sample households is by telephone, when an interviewer calls to request participation in the survey.

Arbitron interviewers call selected telephone numbers to ascertain the possibility of a media affiliation, to gain consent for participation in the survey, to determine the number of Persons 12+ living in the household at the time of the placement call and, where applicable, to determine the race/ethnicity and demographics of the household. Households with more than nine persons 12 years of age and older and media-affiliated households are ineligible for survey participation.

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

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

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

Processing Techniques

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

Usable diaries are prepared for computer processing in accordance with procedures listed in the *Arbitron Radio Edit Procedures Manual*. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascension procedures, the allocation of credit for aberrated call letters and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., counties, split counties or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

b. Computing Cume Persons Estimates

Station Cume Persons estimates are computed by summing the PPDVs for each diary in which a

station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

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

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

d. Computing 4-Book and 2-Book Averages

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

e. Rounding of Calculations

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

f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off times during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart(s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time as soon as they occur but no later than the day after the last day of the survey.

g. Technical Difficulties

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

Criteria for Reporting Stations

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

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

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

8. Minimum Reporting Standards (MRS) for Nonsimulcast Stations/A commercial station which does not simulcast with another station is included in this report if it has met all of the following Minimum Reporting Standards for the Metro or, if applicable, the DMA among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market:

- a.** The station must have received five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), **and,**
- b.** The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), **and,**
- c.** The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

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

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

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

- c.** 90.50 percent or greater – If the combined audience of the two stations is sufficient to meet all criteria of Paragraph 8, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the market anytime during the 24-hour/7-day survey week.

10. Home and Outside Stations/Any Metro-qualifying station either licensed to a city located within the Metro of a market or which has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier is listed in the market report as a home station. However, if two stations are partially or totally simulcast and one of the two stations is a home station, both may be treated as home stations. A station can be home to only one Metro, unless a station is licensed to a Metro which is embedded in another Arbitron Metro. All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

11. Station Information/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed on the Station Information page in alphabetical order within Home/Outside reporting classifications (see Paragraph 10) with their simulcast partner noted in parentheses next to their call letters. Simulcast partners are further distinguished with the following indicators: * denotes 10 to 50 percent simulcasting; † denotes 51 to 90 percent simulcasting; ‡ denotes 91 to 100 percent simulcasting.

12. Special Notices/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed in Special Notices on Page 13 of this report, along with an indication of the dayparts for which they simulcast 100 percent.

13. Station Lineup/If two stations simulcast for 9.50 percent or more during the total Monday-Sunday 6AM-Midnight daypart, the stations are reported in the following order for all dayparts: (1) For AM/FM simulcast partners, the AM station is listed in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification (see Paragraph 10) with its FM simulcast partner listed immediately below it; (2) For same-band simulcast partners, the stations are listed together in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification (see Paragraph 10), based on the alphabetical position of the first simulcast partner.

Statistical Reliability

14. Sampling Error/Arbitron estimates are subject to the statistical variances associated with all surveys which use a sample of the universe and, additionally, to all of the factors described in Special

Notices and Paragraph 16. Approximations of the sampling error can be developed by use of Tables A and B included herein. These tables were derived from an empirical study which employed "Jack-Knife Replication." This study, published by Arbitron, is titled *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 16, the accuracy of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

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

Limitations

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

- a.** The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; group quarters residences containing ten or more individuals. Additionally, all possible telephone listings may not be included in the directories available to Metromail Corporation when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.
- b.** Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call.
- 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, as independent marketing research suppliers are used by Arbitron.

- d.** Nonresponding persons may have listening habits which differ from those of respondents.
- e.** Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.
- f.** The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits which differ from other persons.
- g.** The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.
- h.** Zip code information (including information supplied by diary keepers) used to produce this report is subject to defects and limitations which are inherent in Arbitron estimates based thereon.
- i.** Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diary keepers. 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 diary keepers.
- j.** Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.
- k.** The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.
- l.** Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.
- m.** Data analysis, preprocessing preparation, ascription of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.
- n.** Arbitron conducts research involving new methods of improving cooperation of diary keepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.
- o.** Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately pro-

grammed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.

- p.** Situations in which stations use or have used the same call letters or frequency or have changed call letters or frequency may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.
- q.** Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.
- r.** Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

Retention of Survey Materials

17. Retention Schedule/In-tab Arbitron diaries used for the compilation of the most current estimates published in this report are retained in the form of electronic images for one year from the date on which this report was first mailed to subscribers by Arbitron. Unusable diaries and other survey materials are retained in paper format or electronic image for one year from the date on which this report was first mailed to subscribers by Arbitron. After such time, all diaries and other survey materials are destroyed. Subscribers to this report are reminded that any special tabulations of previously published estimates should be ordered before the end of the retention period. Similarly, subscribers to this report interested in scheduling an electronic review of the Arbitron in-tab listening diaries used for this report may do so upon proper appointment with Arbitron's Client Services department in Columbia, MD.

Special Notices

18. Special Notices/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the Special Notices on Page 13 of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

Reservation of Rights

19. Reservation of Rights/Arbitron reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

Disclaimer of Warranties

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

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on

behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report.

Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Fall 1997, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

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

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

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

Metro Market Profile Sources**PRIZM®**

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

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

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

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

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Fall 1997 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

1. Total Households are based on 1990 Census data, updated to 1/1/98.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro household (1990 Census-based, updated to 1/1/98).

3. Value of Owner-Occupied Housing Units are 1990 Census data. These data include single-family condominiums, and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

4. Monthly Gross Rent of Renter-Occupied Housing Units are 1990 Census data in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/98.

6. Seasonal Housing Units are defined as housing units used or intended for use only during certain seasons of the year, and are not included in the total household base (1990 Census). The Metro Percent is 1990 Census total metro housing units (occupied and unoccupied).

7. Education represents the educational attainment of Persons 25+ in the metro (1990 Census).

8. Colleges and Universities enrollment is taken from the most current available survey of colleges and universities conducted by the National Center for Education Statistics. Only students enrolled in an accredited degree program are included in the enrollment figures. Percentages for the full-time enrollment are based on total enrollment.

9. Occupation data are 1990 Census data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total metro employed Persons 16+.

10. Farm Population data are 1990 Census data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

13. Car Ownership by Household are distributed into one of four Car Ownership categories. Percentages are based on total 1/1/98 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of December 8, 1997, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1997, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications have a Metro circulation of at least 1% and are listed in circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (810) 728-7000.

More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.

Selected Arbitron Terms

Average Quarter-Hour Persons/The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart. The estimate is the average of the reported listening in the total number of 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's geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county or sampling unit in the United States is assigned exclusively to one DMA®.

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

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

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

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

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

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

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

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

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

Listed Sample/Sample telephone numbers for which names and mailable addresses are known prior to diary placement calling.

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

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

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

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

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

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

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

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

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

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

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

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

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

Simulcast/The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

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

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

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

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

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not known prior to placement calling.

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

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

Methodology: Arbitron 1997 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 97	SPRING 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	FALL 97
224	Abilene, TX	■	■	■	65	Grand Rapids	■	■	■	220	Parkersburg-Marietta, WV-OH	■	■	■
67	Akron	■	■	■	264	Great Falls, MT	■	■	■	123	Pensacola	■	■	■
246	Albany, GA	■	■	■	182	Green Bay	■	■	■	134	Peoria	■	■	■
57	Albany-Schenectady-Troy	■	■	■	40	Greensboro-Winston Salem-High Point	■	■	■	5	Philadelphia	■	■	■
70	Albuquerque	■	■	■	80	Greenville-New Bern-Jacksonville	■	■	■	17	Phoenix	■	■	■
200	Alexandria, LA	■	■	■	58	Greenville-Spartanburg	■	■	■	20	Pittsburgh	■	■	■
66	Allentown-Bethlehem	■	■	■	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	162	Portland, ME	■	■	■
239	Altoona	■	■	■	73	Harrisburg-Lebanon-Carlisle	■	■	■	24	Portland, OR	■	■	■
188	Amarillo, TX	■	■	■	253	Harrisburg, VA	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■
170	Anchorage	■	■	■	42	Hartford-New Britain-Middletown	■	■	■	157	Poughkeepsie, NY	■	■	■
146	Ann Arbor	■	■	■	59	Honolulu	■	■	■	31	Providence-Warwick-Pawtucket	■	■	■
138	Appleton-Oshkosh	■	■	■	9	Houston-Galveston	■	■	■	238	Pueblo	■	■	■
176	Asheville	■	■	■	140	Huntington-Ashland	■	■	■	132	Quad Cities (Davenport-Rock Island-Moline)	■	■	■
12	Atlanta	■	■	■	113	Huntsville	■	■	■	48	Raleigh-Durham	■	■	■
136	Atlantic City-Cape May	■	■	■	37	Indianapolis	■	■	■	250	Rapid City, SD	■	■	■
109	Augusta, GA	■	■	■	256	Ithaca, NY	■	■	■	131	Reading, PA	■	■	■
245	Augusta-Waterville, ME	■	■	■	118	Jackson, MS	■	■	■	213	Redding, CA	■	■	■
50	Austin	■	■	■	260	Jackson, TN	■	■	■	130	Reno	■	■	■
84	Bakersfield	■	■	■	51	Jacksonville	■	■	■	56	Richmond	■	■	■
19	Baltimore	■	■	■	93	Johnson City-Kingsport-Bristol	■	■	■	29	Riverside-San Bernardino	■	■	■
263	Bangor, ME	■	■	■	168	Johnstown	■	■	■	104	Roanoke-Lynchburg	■	■	■
81	Baton Rouge	■	■	■	225	Joplin, MO	■	■	■	47	Rochester, NY	■	■	■
232	Battle Creek, MI	■	■	■	172	Kalamazoo	■	■	■	147	Rockford	■	■	■
128	Beaumont-Port Arthur, TX	■	■	■	26	Kansas City	■	■	■	27	Sacramento	■	■	■
262	Beckley, WV	■	■	■	151	Killeen-Temple, TX	■	■	■	124	Saginaw-Bay City-Midland	■	■	■
242	Billings, MT	■	■	■	68	Knoxville	■	■	■	214	St. Cloud, MN	■	■	■
137	Biola-Gulfport-Pascagoula, MS	■	■	■	252	La Crosse, WI	■	■	■	18	St. Louis	■	■	■
164	Binghamton	■	■	■	230	Lafayette, IN	■	■	■	153	Salisbury-Ocean City	■	■	■
55	Birmingham	■	■	■	98	Lafayette, LA	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■
259	Bismarck, ND	■	■	■	203	Lake Charles, LA	■	■	■	254	San Angelo, TX	■	■	■
212	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	100	Lakeland-Winter Haven	■	■	■	33	San Antonio	■	■	■
228	Bloomington	■	■	■	110	Lancaster	■	■	■	15	San Diego	■	■	■
126	Boise	■	■	■	111	Lansing-East Lansing	■	■	■	4	San Francisco	■	■	■
10	Boston	■	■	■	207	Laredo, TX	■	■	■	28	San Jose	■	■	■
114	Bridgeport	■	■	■	43	Las Vegas	■	■	■	167	San Luis Obispo, CA	■	■	■
237	Bryan-College Station, TX	■	■	■	205	Laurel-Hattiesburg, MS	■	■	■	187	Santa Barbara, CA	■	■	■
41	Buffalo-Niagara Falls	■	■	■	249	Lawton, OK	■	■	■	233	Santa Fe, NM	■	■	■
222	Burlington, VT	■	■	■	251	Lewiston-Auburn, ME	■	■	■	196	Santa Maria-Lompoc, CA	■	■	■
122	Canton	■	■	■	108	Lexington-Fayette	■	■	■	115	Santa Rosa	■	■	■
184	Cape Cod, MA	■	■	■	221	Lima, OH	■	■	■	79	Sarasota-Bradenton	■	■	■
267	Casper, WY	■	■	■	171	Lincoln	■	■	■	154	Savannah	■	■	■
267	Casper, WY	■	■	■	82	Little Rock	■	■	■	13	Seattle-Tacoma	■	■	■
199	Cedar Rapids	■	■	■	2	Los Angeles	■	■	■	129	Shreveport	■	■	■
206	Champaign, IL	■	■	■	52	Louisville	■	■	■	243	Sioux City, IA	■	■	■
97	Charleston, SC	■	■	■	173	Lubbock	■	■	■	211	Sioux Falls	■	■	■
160	Charleston, WV	■	■	■	148	Macon	■	■	■	158	South Bend	■	■	■
36	Charlotte-Gastonia-Rock Hill	■	■	■	120	Madison	■	■	■	87	Spokane	■	■	■
223	Charlottesville, VA	■	■	■	194	Manchester	■	■	■	190	Springfield, IL	■	■	■
102	Chattanooga	■	■	■	209	Marion-Carbondale (Southern Illinois)	■	■	■	77	Springfield, MA	■	■	■
265	Cheyenne, WY	■	■	■	62	McAllen-Brownsville-Harlingen	■	■	■	145	Springfield, MO	■	■	■
3	Chicago	■	■	■	204	Medford-Ashland, OR	■	■	■	133	Stamford-Norwalk, CT	■	■	■
189	Chico, CA	■	■	■	96	Melbourne-Titusville-Cocoa	■	■	■	235	State College, PA	■	■	■
25	Cincinnati	■	■	■	45	Memphis	■	■	■	83	Stockton	■	■	■
23	Cleveland	■	■	■	193	Merced, CA	■	■	■	234	Sussex, NJ	■	■	■
94	Colorado Springs	■	■	■	266	Meridian, MS	■	■	■	71	Syracuse	■	■	■
240	Columbia, MO	■	■	■	11	Miami-Ft. Lauderdale-Hollywood	■	■	■	165	Tallahassee	■	■	■
90	Columbia, SC	■	■	■	30	Milwaukee-Racine	■	■	■	21	Tampa-St. Petersburg-Clearwater	■	■	■
166	Columbus, GA	■	■	■	14	Minneapolis-St. Paul	■	■	■	186	Terre Haute	■	■	■
32	Columbus, OH	■	■	■	86	Mobile	■	■	■	241	Texarkana, TX-AR	■	■	■
258	Cookeville, TN	■	■	■	121	Modesto	■	■	■	76	Toledo	■	■	■
127	Corpus Christi	■	■	■	46	Monmouth-Ocean	■	■	■	180	Topeka	■	■	■
6	Dallas-Ft. Worth	■	■	■	229	Monroe, LA	■	■	■	139	Trenton, NJ	■	■	■
191	Danbury, CT	■	■	■	78	Monterey-Salinas-Santa Cruz	■	■	■	202	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■
261	Danville, IL	■	■	■	143	Montgomery	■	■	■	61	Tucson	■	■	■
54	Dayton	■	■	■	182	Morgantown-Clarksburg-Fairmont, WV	■	■	■	60	Tulsa	■	■	■
92	Daytona Beach	■	■	■	99	Morristown, NJ	■	■	■	176	Tupelo, MS	■	■	■
22	Denver-Boulder	■	■	■	175	Myrtle Beach, SC	■	■	■	215	Tuscaloosa, AL	■	■	■
88	Des Moines	■	■	■	44	Nashville	■	■	■	141	Tyler-Longview, TX	■	■	■
7	Detroit	■	■	■	16	Nassau-Suffolk (Long Island)	■	■	■	149	Utica-Rome	■	■	■
181	Dothan, AL	■	■	■	85	New Bedford-Fall River, MA	■	■	■	106	Visalia-Tulare-Hanford	■	■	■
217	Dubuque, IA	■	■	■	95	New Haven	■	■	■	192	Waco, TX	■	■	■
216	Duluth-Superior	■	■	■	163	New London, CT	■	■	■	8	Washington, DC	■	■	■
231	Eau Claire, WI	■	■	■	39	New Orleans	■	■	■	179	Waterbury, CT	■	■	■
197	Elmira-Corning, NY	■	■	■	1	New York	■	■	■	227	Waterloo-Cedar Falls	■	■	■
69	El Paso	■	■	■	142	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	248	Watertown, NY	■	■	■
155	Erie	■	■	■	34	Norfolk-Virginia Beach-Newport News	■	■	■	159	Wausau-Stevens Point, WI (Central WI)	■	■	■
144	Eugene-Springfield	■	■	■	195	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	■	■	■	49	West Palm Beach-Boca Raton	■	■	■
152	Evansville	■	■	■	174	Odessa-Midland, TX	■	■	■	218	Wheeling	■	■	■
208	Fargo-Moorhead	■	■	■	53	Oklahoma City	■	■	■	89	Wichita	■	■	■
125	Fayetteville, NC	■	■	■	72	Omaha-Council Bluffs	■	■	■	236	Wichita Falls, TX	■	■	■
156	Fayetteville (Northwest Arkansas)	■	■	■	38	Orlando	■	■	■	63	Wilkes Barre-Scranton	■	■	■
116	Flint	■	■	■	257	Owensboro, KY	■	■	■	244	Williamsport, PA	■	■	■
198	Florence, SC	■	■	■	107	Oxnard-Ventura	■	■	■	74	Wilmington, DE	■	■	■
135	Ft. Collins-Greeley, CO	■	■	■	150	Palm Springs, CA	■	■	■	178	Wilmington, NC	■	■	■
75	Ft. Myers-Naples-Marco Island	■	■	■	226	Panama City, FL	■	■	■	219	Winchester, VA	■	■	■
119	Ft. Pierce-Stuart-Vero Beach	■	■	■						112	Worcester	■	■	■
169	Ft. Smith, AR	■	■	■						185	Yakima, WA	■	■	■
210	Ft. Walton Beach, FL	■	■	■						103	York	■	■	■
101	Ft. Wayne	■	■	■						91	Youngstown-Warren	■	■	■
200	Frederick, MD	■	■	■										
64	Fresno	■	■	■										
105	Gainesville-Ocala	■	■	■										
255	Grand Forks, ND-MN	■	■	■										
247	Grand Junction, CO	■	■	■										

NOTE/Metro ranks listed above are based on Fall 1997 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

PREFACE/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ within the United States, excluding Alaska and Hawaii. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium**, Monday-Friday, 6AM-6PM; and **Media Exposure**

Prior to Purchasing, within one hour prior to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

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

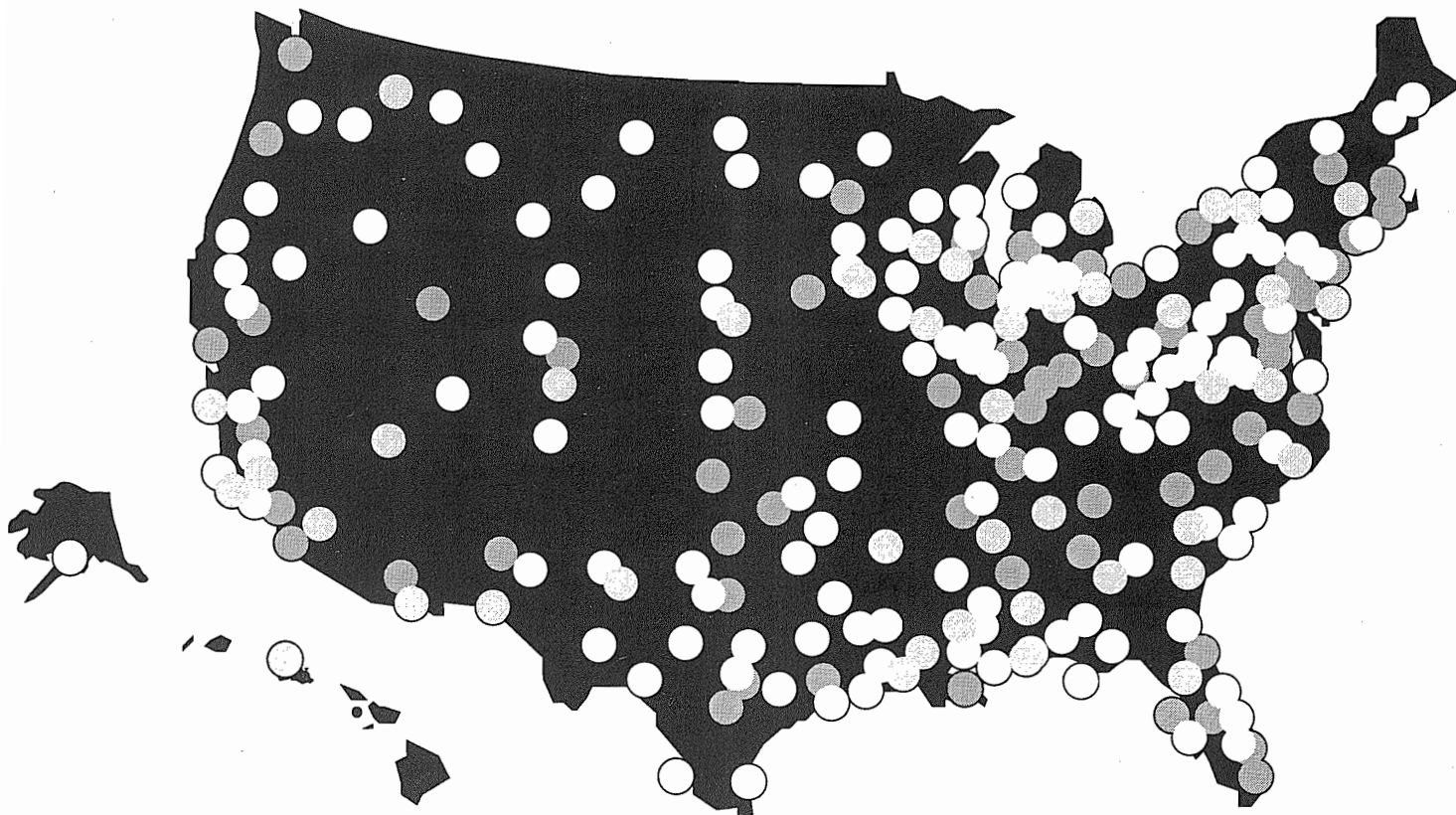
DISCLAIMER OF WARRANTIES/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing the data and estimates in this report; or the data and estimates contained herein. All Arbitron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

LIMITATION ON LIABILITY/The sole and exclusive remedy for Arbitron's liability of any kind, including without limitation liability for negligence with respect to this report shall be limited to an amount not to exceed \$500. In no event shall Arbitron be liable for incidental or consequential damages, nor shall Arbitron be subject to injunctive relief with respect to the *Media Targeting 2000* data or estimates.

RESTRICTIONS ON USE OF REPORT/All *Media Targeting 2000* data and estimates are copyrighted by and proprietary to The Arbitron Company. *Media Targeting 2000* data and estimates are provided by Arbitron to Arbitron clients and the Radio Advertising Bureau, and may only be used pursuant to the restrictions and limitations on use printed herein and in the *Media Targeting 2000* report. Quotations of the data or estimates contained herein by users of this report must identify Arbitron as the source and that the data and estimates are copyrighted. Users of this report should also mention that these data and estimates are subject to all qualifications and limitations stated in the *Media Targeting 2000* report.

Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 243 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 60 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (44 mid-sized markets) and the Qualitative Diary (140* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

Ad dollars gain more power

The qualitative data these services offer permit local advertisers to see customers as they are: their occupations, income, race, education, where they shop, the kinds of cars they drive, the value of their homes, the banks they use and so forth. Thus, advertisers can find the customers they want to reach. As a result, local ad dollars don't get wasted; they gain more power with each buy.

* In Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered.
RetailDirect® is a registered mark of The Arbitron Company.

Instant Qualitative Profile



Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, **WAVE II 97 (Aug. 96 - Jul. 97)**. The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

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

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

Warning

All Scarborough data and estimates are proprietary and confidential.

Each Scarborough estimate and Arbitron Qualitative Map is copyrighted. The unauthorized use of any Scarborough estimate constitutes copyright infringement.

Liabilities and Limitations of Remedies

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This Service Is Not Accredited by the MRC.

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Special Notices



The Market

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

County/State

Los Angeles, CA
Orange, CA

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

KABC-AM
KACE-FM
KBIG-FM
KCAL-AM
KCBS-FM
KCRW-FM
KELT-FM
KEZY-FM
KFI -AM
KFWB-AM
KGGI-FM
KGIL-AM
KIIS-FM
KKBT-FM
KKGO-FM
KKLA-FM
KLAC-AM
KLAX-FM
KLOS-FM
KLVE-FM
KMRZ-AM
KNOB-AM
KNX -AM
KORG-AM
KOST-FM
KPWR-FM
KRLA-AM
KRTH-FM
KSSE-FM
KSZZ-AM
KTNQ-AM
KTWW-FM
KXMG-AM
KXTA-AM
KYSR-FM
KZLA-FM

The Sample

Sample Size/ The sample for this Metro as defined and surveyed by Scarborough is **6,141**.



Profiling a Consumer Has Never Been Easier

With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through Arbitron's MaximiSer 97 service (for radio stations), Media ProfessionalSM (for ad agencies) or MaxQualitativeSM. It's as easy as a few mouse clicks to do a customized report to identify target consumers. The IQP works with the Scarborough

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

In this report, we've provided profiles on five important consumer characteristics to get you started toward having a more

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

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

1 ▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀ 2
YOUR METRO
Scarborough, Oct96-Apr97

Gender

3 ▶ 53.3 % Male 46.7 % Female

Employment Status

4 ▶

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

Occupation

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

Education

5 ▶ 11.8% Less Than 12th Grade 40.1% High School Graduate 23.1% Some College/Trade School 22.1% Completed College or More

Demographic Breakout

6 ▶

Household Income

7 ▶

Presence of Children Under 12 in Household

8 ▶

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

Home Ownership

9 ▶

Own	56.9%
Rent	40.1%
Other	3.0%

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

Estimates displayed are reported for % Composition
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- 1▶ 1,564,420 people in "Your Metro" own or lease a domestic vehicle.
- 2▶ 1,475 persons who live in households that own or lease a domestic vehicle took part in this survey.
- 3▶ 53.3 percent of the target consumers are male.
- 4▶ 57.5 percent of consumers who live in households that own or lease a domestic vehicle are employed full time.
- 5▶ 22.1 percent of the target consumers in this market completed college.
- 6▶ The predominant age group among the target consumers is 25-34 (28.1%).
- 7▶ 13.7 percent of consumers who live in households that own or lease a domestic vehicle have household incomes between \$25,000 and \$35,000.
- 8▶ 49.2 percent of the households in the target group do not have a child under age 12.
- 9▶ 56.9 percent of consumers who live in households that own or lease a domestic vehicle own their home.



MARKET PROFILE - PERSONS 18+

Target Persons: 8,767,110 Target Intab: 6,141
 LOS ANGELES
 Scarborough, Aug96-Jul97

Gender

49.6	% Male	50.4	% Female
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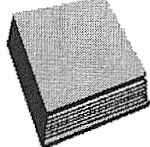
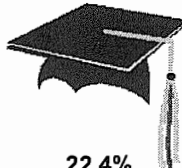
Employment Status

Employed Full-Time	54.2%
Employed Part-Time	13.9%
Not Employed	
A Homemaker	9.3%
A Student	4.0%
Retired	11.0%
Disabled	2.6%
Temporarily Laid-Off	0.7%
Not Employed-Looking for Work	4.1%
Other	0.2%

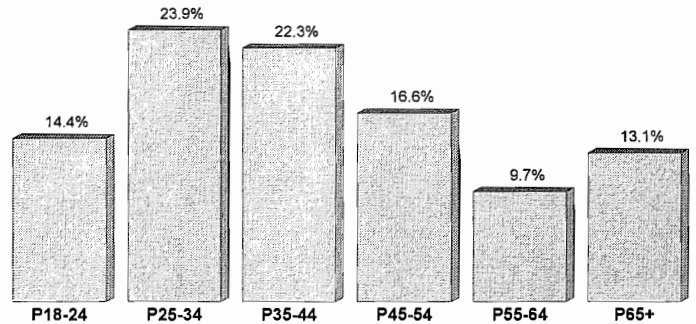
Occupation

Administrative Support	14.2%
Executive, Administrative & Managerial	9.8%
Farming, Forestry & Fishing	0.7%
Handlers, Eq Clnrs, Helpers & Lborers	1.7%
Machine Operators, Assemblers & Inspctr	4.1%
Precision Production, Craft & Repair	5.8%
Professional Specialty	11.2%
Sales	7.2%
Service	7.8%
Technicians & Related Support	3.2%
Transportation & Material Moving	2.3%

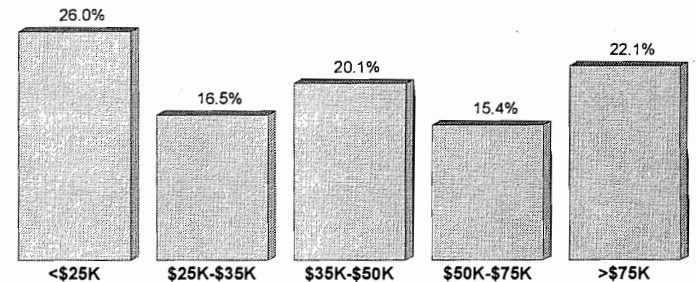
Education

			
16.3%	27.9%	33.3%	22.4%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	53.5%
One	17.1%
Two	17.4%
Three or More	11.9%

Home Ownership

Own	52.4%
Rent	44.9%
Other	2.7%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 MARKET PROFILE - PERSONS 18+ (Target Age/Sex Demos is Persons 18+)

Estimates displayed are reported for % Composition.
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SPENT \$100+ ON GROCERIES

Target Persons: 4,117,500 Target Intab: 2,756
 LOS ANGELES
 Scarborough, Aug96-Jul97

Gender

53.3	% Male	46.7	% Female
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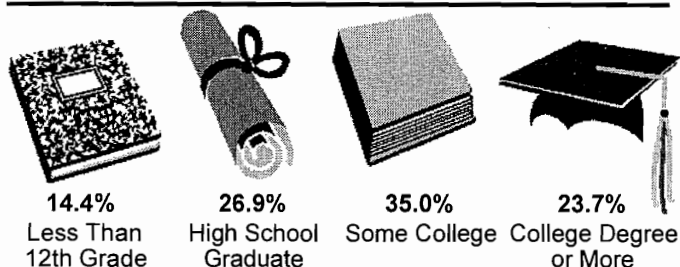
Employment Status

Employed Full-Time	59.3%
Employed Part-Time	13.1%
Not Employed	
A Homemaker	8.1%
A Student	4.4%
Retired	7.5%
Disabled	2.4%
Temporarily Laid-Off	0.9%
Not Employed-Looking for Work	4.0%
Other	0.2%

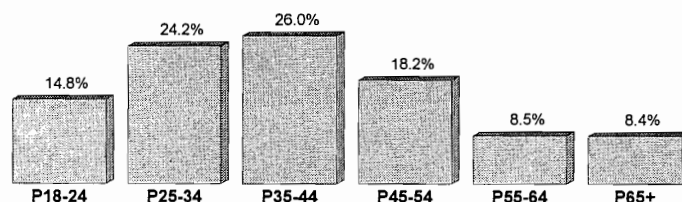
Occupation

Administrative Support	14.9%
Executive, Administrative & Managerial	11.0%
Farming, Forestry & Fishing	1.0%
Handlers, Eqp Clnrs, Helpers & Lborers	1.4%
Machine Operators, Assemblers & Inspctr	4.3%
Precision Production, Craft & Repair	6.3%
Professional Specialty	12.4%
Sales	7.8%
Service	7.5%
Technicians & Related Support	3.2%
Transportation & Material Moving	2.5%

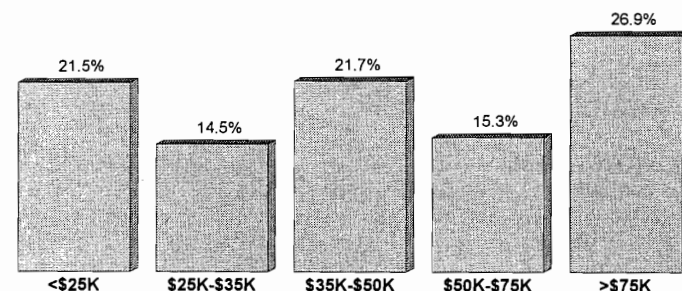
Education



Demographic Breakout



Household Income

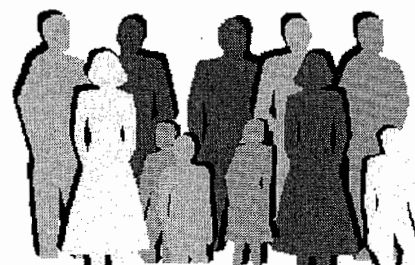


Presence of Children Under 12 in Household

None	42.7%
One	20.3%
Two	22.1%
Three or More	14.9%

Home Ownership

Own	55.1%
Rent	42.0%
Other	2.9%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 SPENT \$100+ ON GROCERIES (Amount Spent on all Groceries Past 7 Days is \$100 - \$124 or \$125 - \$149 or \$150 - \$199 or \$200 or More)

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PLAN TO BUY/LEASE NEW VEHICLE

Target Persons: 1,327,475 Target Intab: 942
 LOS ANGELES
 Scarborough, Aug96-Jul97

Gender

59.3	% Male	40.7	% Female
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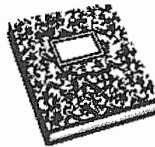

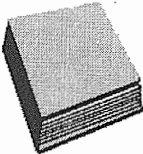

Employment Status

Employed Full-Time	63.0%
Employed Part-Time	14.4%
Not Employed	
A Homemaker	6.6%
A Student	3.9%
Retired	6.9%
Disabled	1.5%
Temporarily Laid-Off	0.1%
Not Employed-Looking for Work	3.7%
Other	0.0%

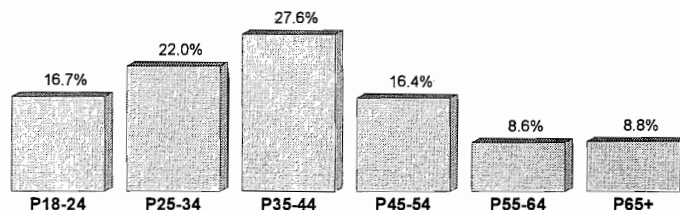
Occupation

Administrative Support	16.7%
Executive, Administrative & Managerial	13.4%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helprs & Lborers	1.6%
Machine Operators, Assemblers & Inspctr	2.9%
Precision Production, Craft & Repair	5.3%
Professional Specialty	16.3%
Sales	7.6%
Service	7.8%
Technicians & Related Support	2.0%
Transportation & Material Moving	3.1%

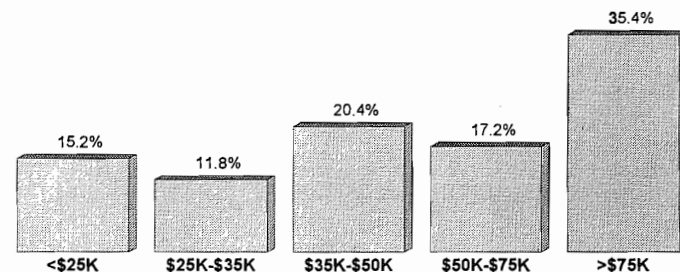
Education

			
7.9%	22.5%	39.5%	30.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	48.7%
One	20.0%
Two	19.9%
Three or More	11.3%

Home Ownership

Own	57.2%
Rent	40.9%
Other	2.0%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 PLAN TO BUY/LEASE NEW VEHICLE (Vehicle Plan to Buy or Lease Next 12 Months is New (Not Used) Car, Truck or Van)

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PLAN TO BUY/LEASE USED VEHICLE

Target Persons: 1,314,250 Target Intab: 905
 LOS ANGELES
 Scarborough, Aug96-Jul97

Gender

52.5	% Male	47.5	% Female
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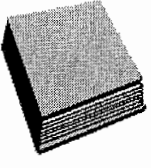

Employment Status

Employed Full-Time	58.0%
Employed Part-Time	17.0%
Not Employed	
A Homemaker	8.0%
A Student	4.9%
Retired	3.8%
Disabled	2.4%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	4.9%
Other	0.0%

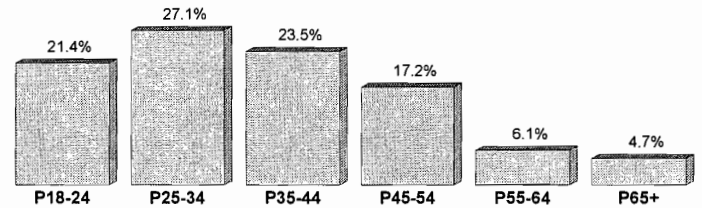
Occupation

Administrative Support	15.5%
Executive, Administrative & Managerial	8.9%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helprs & Lborers	2.0%
Machine Operators, Assemblers & Inspctr	3.7%
Precision Production, Craft & Repair	7.8%
Professional Specialty	11.6%
Sales	7.4%
Service	12.0%
Technicians & Related Support	4.0%
Transportation & Material Moving	1.7%

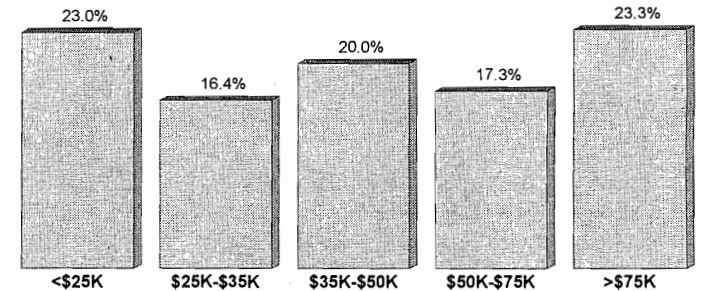
Education

			
12.4%	29.6%	36.9%	21.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	37.3%
One	24.7%
Two	25.6%
Three or More	12.4%

Home Ownership

Own	49.3%
Rent	47.9%
Other	2.8%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 PLAN TO BUY/LEASE USED VEHICLE (Vehicle Plan to Buy or Lease Next 12 Months is Used Car, Truck or Van)

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PAID FOR OIL CHANGE

Target Persons: 5,966,980 Target Intab: 4,284
 LOS ANGELES
 Scarborough, Aug96-Jul97

Gender

51.6	% Male	48.4	% Female
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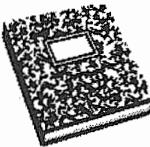

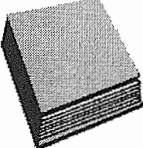

Employment Status

Employed Full-Time	57.6%
Employed Part-Time	14.0%
Not Employed	
A Homemaker	8.2%
A Student	4.0%
Retired	10.0%
Disabled	2.2%
Temporarily Laid-Off	0.7%
Not Employed-Looking for Work	3.1%
Other	0.2%

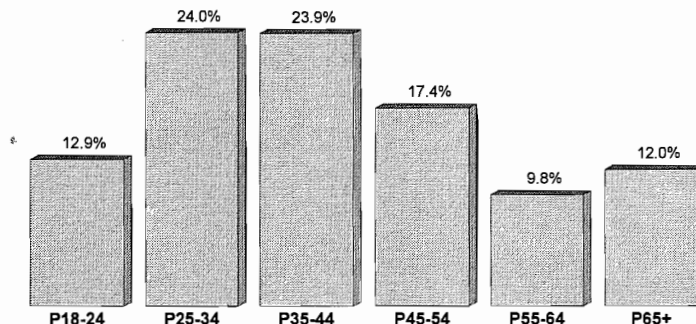
Occupation

Administrative Support	14.6%
Executive, Administrative & Managerial	11.0%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helpers & Lborers	1.4%
Machine Operators, Assemblers & Inspctr	3.8%
Precision Production, Craft & Repair	6.0%
Professional Specialty	12.9%
Sales	7.4%
Service	7.9%
Technicians & Related Support	3.5%
Transportation & Material Moving	2.3%

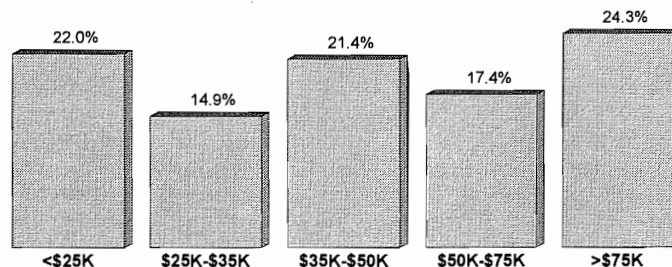
Education

			
12.8%	25.5%	36.0%	25.7%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	55.8%
One	18.2%
Two	16.1%
Three or More	10.0%

Home Ownership

Own	56.2%
Rent	41.2%
Other	2.6%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 PAID FOR OIL CHANGE (Auto Repair/Service on Household Vehicle Ps 12 Mo is Oil Filter/Oil Change)

Estimates displayed are reported for % Composition.
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PAID \$1,000+ FOR HOME IMPRVMTS

Target Persons: 2,023,540 Target Intab: 1,424
 LOS ANGELES
 Scarborough, Aug96-Jul97

Gender

54.6	% Male	45.4	% Female
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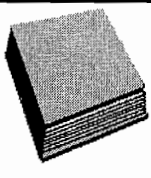
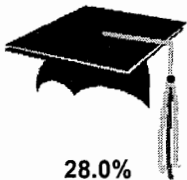
Employment Status

Employed Full-Time	57.3%
Employed Part-Time	13.0%
Not Employed	
A Homemaker	6.4%
A Student	3.7%
Retired	13.8%
Disabled	1.7%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	2.9%
Other	0.1%

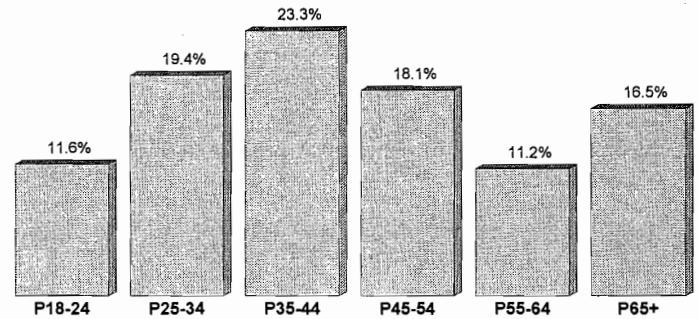
Occupation

Administrative Support	14.1%
Executive, Administrative & Managerial	13.3%
Farming, Forestry & Fishing	1.1%
Handlers, Eqp Clnrs, Helprs & Lborers	0.7%
Machine Operators, Assemblers & Inspctr	2.9%
Precision Production, Craft & Repair	4.3%
Professional Specialty	12.5%
Sales	7.2%
Service	7.7%
Technicians & Related Support	3.7%
Transportation & Material Moving	2.7%

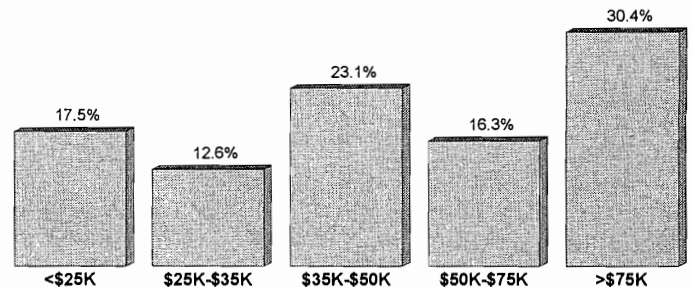
Education

			
8.9%	26.2%	37.0%	28.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income

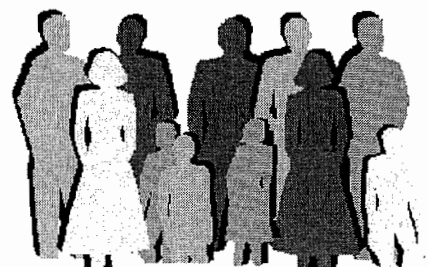


Presence of Children Under 12 in Household

None	55.3%
One	18.3%
Two	16.6%
Three or More	9.8%

Home Ownership

Own	66.1%
Rent	31.3%
Other	2.6%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std

PAID \$1,000+ FOR HOME IMPRVMTS (Amount Spent on Home Improvements Past 12 Months is \$1,000 - \$3K:Tot Spnt on all Hm Improv or \$3,000 or More:Tot Spnt on all Hm Improv)

Estimates displayed are reported for % Composition.

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



Through Scarborough, Arbitron delivers more than 295 major categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (You must be a subscriber to MaxiSer 97, Media ProfessionalSM, or MaxQualitativeSM). For a complete list of available consumer categories, contact your Arbitron representative. ‡

Automotive

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

Financial

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

Beverages

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

Business Decision

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

Computers

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

Demographics

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

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

Drug/Grocery Store

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

Health Care

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

Home Improvement

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

Household Shopping

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

Lifestyles

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

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

Media

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

Retail Shopping

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

Telephone

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

Travel

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

Voting

Presidential/Statewide/Local
Registered
Political Party

‡ Not all categories are available in all markets.

* Selected markets only.

** Hispanic markets only.

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
S	Albany-Schenectady-Troy	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Albuquerque	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Allentown-Bethlehem	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Atlanta	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Atlantic City-Cape May	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Austin	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Bakersfield	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Baltimore	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Baton Rouge	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Birmingham	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Boston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Buffalo-Niagara Falls	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Charleston, SC	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Charleston, WV	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Charlotte-Gastonia-Rock Hill	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Chattanooga	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Chicago	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cincinnati	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cleveland	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Colorado Springs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Columbia, SC	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Columbus, OH	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Dallas-Ft. Worth	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Dayton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Denver-Boulder	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Des Moines	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Detroit	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	El Paso	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Evansville	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Flint	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Ft. Wayne	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Fresno	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Gainesville-Ocala	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Grand Rapids-Kalamazoo-Battle Creek	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Greensboro-Winston Salem-High Point	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Greenville-New Bern-Jacksonville	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Greenville-Spartanburg	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Harrisburg-Lebanon-Carlisle	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Hartford-New Britain-Middletown	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Honolulu	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Houston-Galveston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Huntsville	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
S	Indianapolis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Jackson, MS	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Jacksonville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Kansas City	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Lafayette, IN	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Lafayette, LA	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Las Vegas	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Little Rock	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Los Angeles	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Louisville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
RD	Lubbock	Sep 97 - Oct 97		Sep 98 - Oct 98	
RD	Macon	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Madison	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Memphis	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Miami-Ft. Lauderdale-Hollywood	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Milwaukee-Racine	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Minneapolis-St. Paul	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Mobile	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Monterey-Salinas-Santa Cruz	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Montgomery	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Nashville	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	New Orleans	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	New York	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Norfolk-Virginia Beach-Newport News	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Oklahoma City	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Omaha-Council Bluffs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Orlando	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Palm Springs	Jan 97 - Feb 97		Jan 98 - Feb 98	
RD	Pensacola	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Peoria		Aug 97 - Sep 97		Aug 98 - Sep 98
S	Philadelphia	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Phoenix	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Pittsburgh	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Portland, OR	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Providence-New Bedford-Warwick	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Quad Cities (Davenport-Rock Island-Moline)	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Raleigh-Durham	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Richmond	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Roanoke-Lynchburg	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Rochester, NY	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Rockford	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Sacramento	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Saginaw-Bay City-Midland	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	St. Louis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Salt Lake City-Ogden-Provo	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Antonio	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Diego	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Francisco	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Santa Barbara	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Seattle-Tacoma	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Spokane	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Springfield, MA	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Syracuse	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tampa-St. Petersburg-Clearwater	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Toledo	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Tucson	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tulsa	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Washington, D.C.	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	West Palm Beach-Boca Raton	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wichita	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wilkes Barre-Scranton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Youngstown-Warren	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98

Qualitative 1997-1998 Survey Schedule

QUALITATIVE DIARY MARKETS

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

FALL SURVEY

September 18 - December 10, 1997

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

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

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

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

WINTER SURVEY

January 8 - April 1, 1998

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

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

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

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

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

NOTE/The survey dates are subject to change.

Notations

Arbitron 1998 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings		MaximiSer SM / MediaProfessional SM	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
Akron	Feb 26	10:00AM EST	Mar 26	10:00AM	Apr 23	11:30AM	Apr 23	2:30-2:45PM	Apr 24	Apr 27
Albany-Schenectady-Troy	Mar 05	10:00AM EST	Apr 02	10:00AM	Apr 30	1:00PM	Apr 30	4:00-4:15PM	May 01	May 04
Albuquerque	Mar 10	9:30AM MST	Apr 07	9:30AM	May 04	2:00PM	May 05	9:00-9:15AM	May 05	May 06
Allentown-Bethlehem	Feb 26	1:00PM EST	Mar 26	1:00PM	Apr 23	1:00PM	Apr 23	4:00-4:15PM	Apr 24	Apr 27
Atlanta	Mar 03	11:30AM EST	Mar 31	11:30AM	Apr 28	1:00PM	Apr 28	4:00-4:15PM	Apr 29	Apr 30
Austin	Mar 09	12:00PM CST	Apr 06	12:00PM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Bakersfield	Mar 10	10:00AM PST	Apr 07	10:00AM	May 05	1:00PM	May 05	4:00-4:15PM	May 06	May 07
Baltimore	Feb 26	4:00PM EST	Mar 26	4:00PM	Apr 24	11:30AM	Apr 24	2:30-2:45PM	Apr 27	Apr 28
Baton Rouge	Mar 09	10:30AM CST	Apr 06	10:30AM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Birmingham	Mar 04	3:00PM CST	Apr 01	3:00PM	Apr 30	10:30AM	Apr 30	1:30-1:45PM	May 01	May 04
Boston	Feb 25	1:00PM EST	Mar 25	1:00PM	Apr 22	2:30PM	Apr 23	9:00-9:15AM	Apr 23	Apr 24
Buffalo-Niagara Falls	Feb 27	11:30AM EST	Mar 27	11:30AM	Apr 24	1:00PM	Apr 24	4:00-4:15PM	Apr 27	Apr 28
Charleston, SC	Mar 05	2:30PM EST	Apr 02	2:30PM	Apr 30	11:30AM	Apr 30	2:30-2:45PM	May 01	May 04
Charlotte-Gastonia-Rock Hill	Mar 05	2:30PM EST	Apr 02	2:30PM	May 01	11:30AM	May 01	2:30-2:45PM	May 04	May 05
Chattanooga	Mar 09	11:30AM EST	Apr 06	11:30AM	May 04	11:30AM	May 04	2:30-2:45PM	May 05	May 06
Chicago	Feb 24	12:00PM CST	Mar 24	12:00PM	Apr 21	12:00PM	Apr 21	3:00-3:15PM	Apr 22	Apr 23
Cincinnati	Feb 27	4:00PM EST	Mar 27	4:00PM	Apr 27	11:30AM	Apr 27	2:30-2:45PM	Apr 28	Apr 29
Cleveland	Feb 26	2:30PM EST	Mar 26	2:30PM	Apr 23	11:30AM	Apr 23	2:30-2:45PM	Apr 24	Apr 27
Colorado Springs	Mar 10	9:30AM MST	Apr 07	9:30AM	May 04	2:00PM	May 05	9:00-9:15AM	May 05	May 06
Columbia, SC	Mar 05	10:00AM EST	Apr 02	10:00AM	Apr 29	10:00AM	Apr 29	1:00-1:15PM	Apr 30	May 01
Columbus, OH	Mar 03	10:00AM EST	Mar 31	10:00AM	Apr 28	11:30AM	Apr 28	2:30-2:45PM	Apr 29	Apr 30
Dallas-Ft. Worth	Mar 02	10:30AM CST	Mar 30	10:30AM	Apr 27	1:30PM	Apr 27	4:30-4:45PM	Apr 28	Apr 29
Dayton	Mar 05	11:30AM EST	Apr 02	11:30AM	Apr 30	10:00AM	Apr 30	1:00-1:15PM	May 01	May 04
Denver-Boulder	Mar 02	12:30PM MST	Mar 30	12:30PM	Apr 24	12:30PM	Apr 24	3:30-3:45PM	Apr 27	Apr 28
Des Moines	Mar 09	3:00PM CST	Apr 06	3:00PM	May 05	12:00PM	May 05	3:00-3:15PM	May 06	May 07
Detroit	Feb 25	11:30AM EST	Mar 25	11:30AM	Apr 22	11:30AM	Apr 22	2:30-2:45PM	Apr 23	Apr 24
El Paso	Mar 09	11:00AM MST	Apr 06	11:00AM	May 01	12:30PM	May 01	3:30-3:45PM	May 04	May 05
Fresno	Mar 06	11:30AM PST	Apr 03	11:30AM	May 01	11:30AM	May 01	2:30-2:45PM	May 04	May 05
Grand Rapids	Mar 06	4:00PM EST	Apr 03	4:00PM	May 04	1:00PM	May 04	4:00-4:15PM	May 05	May 06
Greensboro-Winston Salem-High Point	Mar 06	4:00PM EST	Apr 03	4:00PM	May 04	1:00PM	May 04	4:00-4:15PM	May 05	May 06
Greenville-New Bern-Jacksonville	Mar 09	2:30PM EST	Apr 06	2:30PM	May 05	11:30AM	May 05	2:30-2:45PM	May 05	May 07
Greenville-Spartanburg	Mar 06	10:00AM EST	Apr 03	10:00AM	May 04	10:00AM	May 04	1:00-1:15PM	May 06	May 06
Harrisburg-Lebanon-Carlisle	Mar 06	4:00PM EST	Apr 03	4:00PM	May 04	1:00PM	May 04	4:00-4:15PM	May 05	May 06
Hartford-New Britain-Middletown	Feb 25	2:30PM EST	Mar 25	2:30PM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Honolulu	Mar 05	11:00AM HST	Apr 02	11:00AM	Apr 30	10:00AM	Apr 30	1:00-1:15PM	May 01	May 04
Houston-Galveston	Mar 02	12:00PM CST	Mar 30	12:00PM	Apr 27	12:00PM	Apr 27	3:00-3:15PM	Apr 28	Apr 29
Huntsville	Mar 10	9:00AM CST	Apr 07	9:00AM	May 05	1:30PM	May 05	4:45-5:00PM	May 06	May 07
Indianapolis	Mar 03	10:00AM EST	Mar 31	10:00AM	Apr 28	10:30AM	Apr 28	1:30-1:45PM	Apr 29	Apr 30
Jackson, MS	Mar 10	10:30AM CST	Apr 07	10:30AM	May 05	1:30PM	May 05	4:45-5:00PM	May 06	May 07
Jacksonville	Mar 06	10:00AM EST	Apr 03	10:00AM	May 01	10:00AM	May 01	1:00-1:15PM	May 04	May 05
Kansas City	Mar 03	3:00PM CST	Mar 31	3:00PM	Apr 28	1:30PM	Apr 28	4:30-4:45PM	Apr 29	Apr 30
Knoxville	Mar 06	2:30PM EST	Apr 03	2:30PM	May 01	11:30AM	May 01	2:30-2:45PM	May 04	May 05
Lansing-East Lansing	Mar 09	11:30AM EST	Apr 06	11:30AM	May 05	11:30AM	May 05	2:30-2:45PM	May 06	May 07
Las Vegas	Mar 05	10:00AM PST	Apr 02	10:00AM	Apr 30	11:30AM	Apr 30	2:30-2:45PM	May 01	May 04
Little Rock	Mar 09	3:00PM CST	Apr 06	3:00PM	May 05	1:30PM	May 05	4:30-4:45PM	May 06	May 07
Los Angeles	Feb 24	11:30AM PST	Mar 24	11:30AM	Apr 21	11:30AM	Apr 21	2:30-2:45PM	Apr 22	Apr 23
Louisville	Mar 04	10:00AM EST	Apr 01	10:00AM	Apr 29	1:00PM	Apr 29	4:00-4:15PM	Apr 30	May 01
Madison	Mar 10	9:00AM CST	Apr 07	9:00AM	May 05	1:30PM	May 05	4:45-5:00PM	May 06	May 07

* All times are local market times.

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ARBITRON

Arbitron 1998 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings		MaxiSer [®] / Media Professional SM	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
McAllen-Brownsville-Harlingen	Mar 09	12:00PM CST	Apr 06	12:00PM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Memphis	Mar 04	1:30PM CST	Apr 01	1:30PM	Apr 29	1:30PM	Apr 29	4:30-4:45PM	Apr 30	May 01
Miami-Ft. Lauderdale-Hollywood	Mar 03	2:30PM EST	Mar 31	2:30PM	Apr 29	11:30AM	Apr 29	2:30-2:45PM	Apr 30	May 01
Milwaukee-Racine	Mar 04	9:00AM CST	Apr 01	9:00AM	Apr 29	12:00PM	Apr 29	3:00-3:15PM	Apr 30	May 01
Minneapolis-St. Paul	Mar 02	9:00AM CST	Mar 30	9:00AM	Apr 28	9:00AM	Apr 28	12:00-12:15PM	Apr 29	Apr 30
Mobile	Mar 10	9:00AM CST	Apr 07	9:00AM	May 05	1:30PM	May 05	4:30-4:45PM	May 06	May 07
Monterey-Salinas-Santa Cruz	Feb 27	11:30AM PST	Mar 27	11:30AM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Nashville	Mar 04	12:00PM CST	Apr 01	12:00PM	Apr 30	10:30AM	Apr 30	1:30-1:45PM	May 01	May 04
Nassau-Suffolk (Long Island)	Feb 24	11:30AM EST	Mar 24	11:30AM	Apr 21	11:30AM	Apr 21	2:30-2:45PM	Apr 22	Apr 23
New Orleans	Mar 05	10:30AM CST	Apr 02	10:30AM	Apr 28	1:30PM	Apr 28	4:30-4:45PM	Apr 29	Apr 30
New York	Feb 24	10:00AM EST	Mar 24	10:00AM	Apr 21	10:00AM	Apr 21	1:00-1:15PM	Apr 22	Apr 23
Norfolk-Virginia Beach-Newport News	Mar 05	4:00PM EST	Apr 02	4:00PM	May 01	1:00PM	May 01	4:00-4:15PM	May 04	May 05
Oklahoma City	Mar 06	10:30AM CST	Apr 03	10:30AM	Apr 30	1:30PM	Apr 30	4:30-4:45PM	May 01	May 04
Omaha-Council Bluffs	Mar 04	1:30PM CST	Apr 01	1:30PM	Apr 29	1:30PM	Apr 29	4:30-4:45PM	Apr 30	May 01
Orlando	Mar 09	10:00AM EST	Apr 06	10:00AM	May 05	10:00AM	May 05	1:00-1:15PM	May 06	May 07
Philadelphia	Feb 25	10:00AM EST	Mar 25	10:00AM	Apr 22	10:00AM	Apr 22	1:00-1:15PM	Apr 23	Apr 24
Phoenix	Mar 04	9:30AM MST	Apr 01	9:30AM	Apr 29	1:00PM	Apr 29	4:00-4:15PM	Apr 30	May 01
Pittsburgh	Feb 27	11:30AM EST	Mar 27	11:30AM	Apr 27	10:00AM	Apr 27	1:00-1:15PM	Apr 28	Apr 29
Portland, OR	Mar 04	10:00AM PST	Apr 01	10:00AM	Apr 28	1:00PM	Apr 28	4:00-4:15PM	Apr 29	Apr 30
Providence-Warwick-Pawtucket	Feb 26	10:00AM EST	Mar 26	10:00AM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Raleigh-Durham	Mar 06	2:30PM EST	Apr 03	2:30PM	May 04	11:30AM	May 04	2:30-2:45PM	May 05	May 06
Richmond	Mar 05	4:00PM EST	Apr 02	4:00PM	May 01	1:00PM	May 01	4:00-4:15PM	May 04	May 05
Riverside-San Bernardino	Feb 26	11:30AM PST	Mar 26	11:30AM	Apr 24	10:00AM	Apr 24	1:00-1:15PM	Apr 27	Apr 28
Rochester, NY	Mar 05	10:00AM EST	Apr 02	10:00AM	May 01	10:00AM	May 01	1:00-1:15PM	May 04	May 05
Sacramento	Mar 06	10:00AM PST	Apr 03	10:00AM	Apr 30	1:00PM	Apr 30	4:00-4:15PM	May 01	May 04
Saginaw-Bay City-Midland	Mar 09	2:30PM EST	Apr 06	2:30PM	May 05	11:30AM	May 05	2:30-2:45PM	May 06	May 07
Salt Lake City-Ogden-Provo	Mar 04	2:00PM MST	Apr 01	2:00PM	Apr 30	11:00AM	Apr 30	2:00-2:15PM	May 01	May 01
San Antonio	Mar 06	10:30AM CST	Apr 03	10:30AM	May 04	10:30AM	May 04	1:30-1:45PM	May 05	May 06
San Diego	Feb 26	10:00AM PST	Mar 26	10:00AM	Apr 22	10:00AM	Apr 22	1:00-1:15PM	Apr 23	Apr 24
San Francisco	Feb 27	10:00AM PST	Mar 27	10:00AM	Apr 23	1:00PM	Apr 23	4:00-4:15PM	Apr 24	Apr 27
San Jose	Feb 27	11:30AM PST	Mar 27	11:30AM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Seattle-Tacoma	Mar 02	1:00PM PST	Mar 30	1:00PM	Apr 27	1:00PM	Apr 27	4:00-4:15PM	Apr 28	Apr 29
Shreveport	Mar 09	3:00PM CST	Apr 06	3:00PM	May 05	12:00PM	May 05	3:00-3:15PM	May 06	May 07
Spokane	Mar 10	10:00AM PST	Apr 07	10:00AM	May 05	1:00PM	May 05	4:00-4:15PM	May 06	May 07
Springfield, MA	Feb 26	10:00AM EST	Mar 26	10:00AM	Apr 23	11:30AM	Apr 23	2:30-2:45PM	Apr 24	Apr 27
St. Louis	Feb 27	9:00AM CST	Mar 27	9:00AM	Apr 23	1:30PM	Apr 23	4:30-4:45PM	Apr 24	Apr 27
Syracuse	Mar 05	1:00PM EST	Apr 02	1:00PM	May 04	10:00AM	May 04	1:00-1:15PM	May 05	May 06
Tampa-St. Petersburg-Clearwater	Mar 03	1:00PM EST	Mar 31	1:00PM	Apr 29	10:00AM	Apr 29	1:00-1:15PM	Apr 30	May 01
Toledo	Mar 03	4:00PM EST	Mar 31	4:00PM	Apr 30	10:00AM	Apr 30	1:00-1:15PM	May 01	May 04
Tucson	Mar 04	12:30PM MST	Apr 01	12:30PM	Apr 29	11:30AM	Apr 29	2:30-2:45PM	Apr 30	May 04
Tulsa	Mar 06	12:00PM CST	Apr 03	12:00PM	May 01	12:00PM	May 01	3:00-3:15PM	May 04	May 05
Washington, D.C.	Feb 26	11:30AM EST	Mar 26	11:30AM	Apr 24	10:00AM	Apr 24	1:00-1:15PM	Apr 27	Apr 28
West Palm Beach-Boca Raton	Mar 09	2:30PM EST	Apr 06	2:30PM	May 05	1:00PM	May 05	4:00-4:15PM	May 06	May 07
Wichita	Mar 10	9:00AM CST	Apr 07	9:00AM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Wilkes Barre-Scranton	Mar 09	11:30AM EST	Apr 06	11:30AM	May 05	11:30AM	May 05	2:30-2:45PM	May 06	May 07
York	Mar 06	11:30AM EST	Apr 03	11:30AM	May 04	10:00AM	May 04	1:15-1:30PM	May 05	May 06

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ARBITRON

1997-1998 Radio Survey Schedule

Who to call at Arbitron

FALL SURVEY

September 18 - December 10, 1997

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			

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

WINTER SURVEY

January 8 - April 1, 1998

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

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

New York

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Tom O'Sullivan, Mgr., National Radio Sales
(212) 887-1368
Frank Stanitski, Mgr. (410) 312-8528
Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Ruth Roman (212) 887-1326

Scarborough Training Specialist:
Debby Goldstein (212) 887-1367

Training Specialists:
Jenna Buiniskis (212) 887-1371
Chris Kiske (212) 887-1310

Rep/Network Services:

Alan Tobkes (212) 887-1354

Broadcast Market Analyst:
Donna Pollifrone (212) 887-1582

Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387
Jerry Sacchetti, Mgr. (212) 887-1502
Susan Carmichael (212) 887-1398

Training Specialist:
Kent Stephens (212) 887-1423

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311 South Wacker Dr., Suite 1600/60606
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Radio Station Services:

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Britt Alexander (312) 913-6231
Bethanie Buckingham (312) 913-6232
Mark Cody (312) 913-6236
Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:
Jennifer Thompson (312) 913-6238

Training Specialists:
Malou Watterson (312) 913-6233
Karen Young (312) 913-6240

Advertiser/Agency Services:

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Margaret Bustell (312) 913-6229
Megan Horen (312) 913-6227
Alisa Joseph (312) 913-6228

Training Specialist:
Vicki Murphy (312) 913-6241

Atlanta

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Fax: (770) 551-1401

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Julian Davis (770) 551-1419
Jim Remeny (770) 551-1418
Jerry Wiese (770) 551-1422

Scarborough Training Specialist:
Mike Hoffman (770) 551-1428

Training Specialist:
Felicia Clem (770) 551-1405

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
Bill Bingham (770) 551-1410
Spencer Wilson (770) 551-1404

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10877 Wilshire Blvd., Suite 1600/90024
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Marvin Korach (310) 824-6605
Paul LeFort (310) 824-6606
Steven Shrinisky (310) 824-6602
Rob Winston (310) 824-6604

Scarborough Training Specialist:
David Oglevee (310) 824-6607

Training Specialist:
Richard Tunkel (310) 824-6608
Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

Claude Hulet, Mgr. (310) 824-6620
John Hegelmeyer (310) 824-6621

Client Service Representative:
Debbie Lahm (310) 824-6622

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

Radio Station Services:

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Advertiser/Agency Services:

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NOTE:The survey dates are subject to change.

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