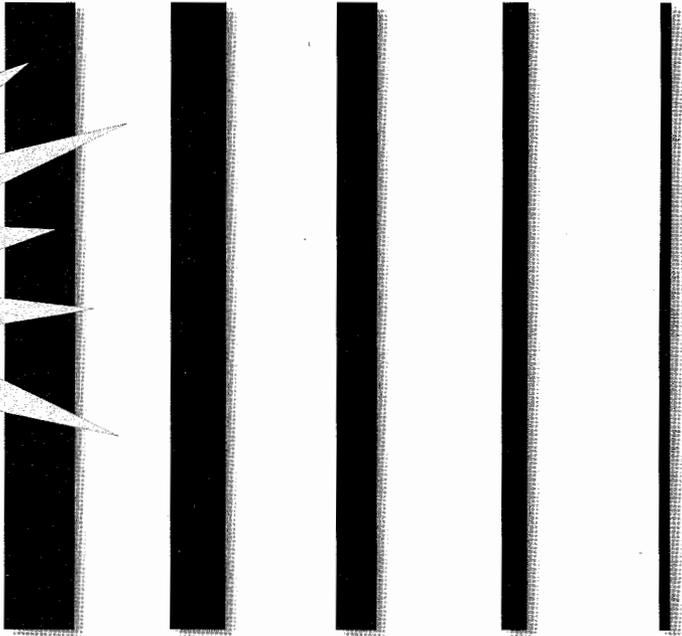


Spring 2003
Delivery Schedule
Inside!



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for details.



48 Los Angeles
Winter 2003

Radio Market Report

Los Angeles



Winter 2003
January 2 - March 26



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Radio Market Report

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

2003-2004 Survey Schedule

Winter 2003
January 2 - March 26

Spring 2003
March 27 - June 18

Summer 2003
June 26 - September 17

Fall 2003
September 18 - December 10

Winter 2004
January 8 - March 31



What MRC accreditation means

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

Further information about the MRC's accreditation and auditing procedures can be obtained from the Executive Director, Media Rating Council, Inc., 370 Lexington Avenue, Suite 902, New York, New York 10017.

Preface

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

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

Warning

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

Each Arbitron audience estimate and Arbitron map is copyrighted. The unauthorized use of any Arbitron audience estimate or map constitutes copyright infringement which could subject the infringer to statutory damages of up to \$150,000 and criminal penalties of up to five years imprisonment and a \$250,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use of Report" (Page M6, Paragraph 21).

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

Los Angeles



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Metro TSA DMA®

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

Metro Rank: 2

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

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

* Station subscribers as of release to print.

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

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

M – Metro County T – TSA County D – DMA County HDA – High-Density Area (Black or Hispanic) REM – Remainder portion of geographic split county (generally nonmetropolitan according to the federal government's Office of Management and Budget [OMB])

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	192	230,300	131	145,600
HDHA	4,895	6,638,200	2,747	3,620,400

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

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

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

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

Population Estimates and In-Tab Diary Sample by Demographics

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

Diary Placement/Return

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

LST - Listed UNL - Unlisted TOT - Total

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

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

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

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



Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

- (s) **KABC-AM 790**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4912 Fax: (310) 558-5689
Format: Talk/Personality
Sales Rep: ABC RADIO SALES
Network: ABC
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KBIG-FM 104.3**
330 N Brand Blvd Ste 800
Glendale, CA 91203
(818) 546-1043 Fax: (818) 637-2267
Format: Hot Adult Contemporary
Sales Rep: SENTRY
Network: PRMIER
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 105,000/882
- (s) **KBLA-AM 1580**
8400 N W 52 St Ste 101
Miami, FL 33166
(213) 337-2000 Fax: (213) 628-0850
Format: Spanish News/Talk
Sales Rep: N/A
Network: ABC, BTR, UNICA
City of Lic./Alt City ID: Snta Monica/Ls Angl, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000
- (s) **KBUA-FM 94.3** (simulcast w/KBUE-FM)†
1845 Empire Ave
Burbank, CA 91504
(818) 729-5300 Fax: (818) 729-5678
Format: Mexican Regional
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Sn Fmndo/Los Angl, CA
County/Split Co.: Los Angeles Central North, CA
ERP (watts) / HAAT (meters): 3,000/29
- (s) **KBUE-FM 105.5** (simulcast w/KBUA-FM)†
1845 Empire Ave
Burbank, CA 91504
(818) 729-5300 Fax: (818) 729-5678
Format: Mexican Regional
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Long Beach/Los Angl, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 3,000/142
- (s) **KCBS-FM 93.1**
5901 Venice Blvd
Los Angeles, CA 90034
(323) 930-7536 Fax: (323) 938-9647
Format: Classic Hits
Sales Rep: INTEREP
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 28,500/1,066
- (s) **KDIS-AM 1110**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-2870 Fax: (310) 840-2445
Format: Children's Radio
Sales Rep: ABC RADIO SALES
Network: ABC, DISNEY
City of Lic./Alt City ID: Pasadena, CA
County/Split Co.: Los Angeles Southeast, CA
Power Day/Night (watts): 50,000/10,000
- (s) **KDLD-FM 103.1** (simulcast w/KDLE-FM)†
3450 Wilshire Blvd Ste 820
Santa Monica, CA 90010
(213) 251-1011 Fax: (213) 251-1033
Format: Rhythmic Contemporary Hit
Sales Rep: LOTUS ENTRAVISION REPS
Network: IND
City of Lic./Alt City ID: Snta Monica/Nwrpt B, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 3,000/81
- (s) **KDLE-FM 103.1** (simulcast w/KDLD-FM)†
3450 Wilshire Blvd Ste 820
Los Angeles, CA 90010
(213) 251-1011 Fax: (213) 251-1033
Format: Rhythmic Contemporary Hit
Sales Rep: LOTUS ENTRAVISION REPS
Network: IND
City of Lic./Alt City ID: Newrpt Bch/Snt Monc, CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 2,000/91
- (s) **KFI-AM 640**
610 S Ardmore
Los Angeles, CA 90005
(213) 251-3126 Fax: (213) 365-1518
Format: News Talk Information
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: APNET, PRMIER
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000
- (s) **KFSH-FM 95.9**
701 North Brand Blvd Ste 550
Glendale, CA 91203
(818) 956-5552 Fax: (818) 551-1110
Format: Contemporary Christian
Sales Rep: N/A
Network: APNET
City of Lic./Alt City ID: Anaheim/Los Angeles, CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 6,000/100
- (s) **KFWB-AM 980**
6230 Yucca St
Los Angeles, CA 90028
(323) 871-4612 Fax: (323) 871-4681
Format: All News
Sales Rep: INFINITY RADIO SALES
Network: CNN, APNET
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KHHT-FM 92.3**
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 295-6072 Fax: (818) 295-6081
Format: Rhythmic Oldies
Sales Rep: EASTMAN RADIO, INC
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 43,000/887
- (s) **KHJ-AM 930**
1845 W Empire Ave
Burbank, CA 91504
(818) 729-5300 Fax: (818) 729-5678
Format: Mexican Regional
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KIIS-FM 102.7** (simulcast w/KVVS-FM)†
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 845-1027 Fax: (818) 295-6466
Format: Pop Contemporary Hit Radi
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 8,000/902

continued..

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

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See the "Special Notices" section of this report for additional station information.

Network Affiliation Abbreviations

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

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

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(s) KJLH-FM 102.3

161 N Labrea Ave
Inglewood, CA 90301
(310) 330-2200 Fax: (310) 330-5555
Format: Urban Adult Contemporary
Sales Rep: MCGAVREN GUILD
Network: AURN
City of Lic./Alt City ID: Compton, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 2,250/103

(s) KLAC-AM 570

610 S Ardmore
Los Angeles, CA 90005
(213) 385-0101 Fax: (213) 383-2638
Format: Adult Standards
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: IND
City of Lic./Alt City ID: Los Angeles/Anaheim, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000

(s) KLSX-FM 97.1

3580 Wilshire Blvd
Los Angeles, CA 90010
(213) 383-4222 Fax: (213) 380-4325
Format: Talk/Personality
Sales Rep: INTEREP
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 21,000/915

KLYY-FM 97.5

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

(s) KOST-FM 103.5

330 N Brand Blvd Ste 800
Glendale, CA 91203
(818) 546-1035 Fax: (818) 637-2267
Format: Adult Contemporary
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 12,500/949

KKBT-FM 100.3

5900 Wilshire Ste 1900
Los Angeles, CA 90036
(323) 634-1800 Fax: (323) 634-1888
Format: Urban Contemporary
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 5,300/916

(s) KLAX-FM 97.9

10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 843-4961
Format: Mexican Regional
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID: East Los Angeles, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 33,000/184

(s) KLTX-AM 1390

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

(s) KMZT-FM 105.1

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

(s) KPWR-FM 105.9

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

(s) KKLA-FM 99.5

701 N Brand Blvd # 550
Glendale, CA 91203
(818) 956-5552 Fax: (818) 551-1110
Format: Religious
Sales Rep: SALEM RADIO REPRESENTATIVES
Network: SRN
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 10,500/878

(s) KLOS-FM 95.5

3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4836 Fax: (310) 558-7685
Format: Classic Rock
Sales Rep: ABC RADIO SALES
Network: ABC
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 63,000/954

(s) KLVE-FM 107.5

655 N Central Ave #2500
Glendale, CA 91203
(818) 500-4500 Fax: (818) 500-4480
Format: Spanish Contemporary
Sales Rep: KATZ HISPANIC REPS INC
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 29,500/914

(s) KNX-AM 1070

6121 Sunset Blvd
Los Angeles, CA 90028
(323) 460-3343 Fax: (323) 460-3114
Format: All News
Sales Rep: CBS RADIO SALES
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000

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

655 N Central Ave Ste 2500
Glendale, CA 91203
(818) 500-4562 Fax: (818) 500-4480
Format: Spanish Oldies
Sales Rep: KATZ HISPANIC REPS INC
Network: IND
City of Lic./Alt City ID: Inglewd/Los Angeles, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 4,100/118

(s) Station subscribers as of release to print

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

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

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

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

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CNN: Westwood One CNN Plus Radio Network
DISNEY: Disney Radio Network
ESPN: ESPN Radio Network
IEAMER: I E America Network
JRN: Jones Radio Network
PRMIER: Premiere Radio Networks
SBUSA: Sports Byline USA

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

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

continued...

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

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

(s) **KRLA-AM 870** (simulcast w/KRLH-AM)‡
 701 N Brand Blvd Ste 550
 Glendale, CA 91203
 (818) 956-5552 Fax: (818) 551-1110
 Format: News Talk Information
 Sales Rep: SALEM RADIO REPRESENTATIVES
 Network: SRN
 City of Lic./Alt City ID: Glendale, CA
 County/Split Co.: Los Angeles Central North, CA
 Power Day/Night (watts): 20,000/3,000

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

(s) **KROQ-FM 106.7**
 5901 Venice Blvd
 Los Angeles, CA 90034
 (323) 930-1067 Fax: (323) 936-6062
 Format: Alternative
 Sales Rep: INFINITY RADIO SALES
 Network: IND
 City of Lic./Alt City ID: Pasadena/Ls Angeles, CA
 County/Split Co.: Los Angeles Southeast, CA
 ERP (watts) / HAAT (meters): 5,600/423

(s) **KRTH-FM 101.1**
 5515 Melrose Ave
 Los Angeles, CA 90038
 (323) 936-5784 Fax: (323) 464-6101
 Format: Oldies
 Sales Rep: INFINITY RADIO SALES
 Network: IND
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 ERP (watts) / HAAT (meters): 51,000/954

(s) **KSCA-FM 101.9**
 855 N Central Ave # 2500
 Glendale, CA 91203
 (818) 500-4500 Fax: (818) 500-4552
 Format: Mexican Regional
 Sales Rep: KATZ HISPANIC REPS INC
 Network: IND
 City of Lic./Alt City ID: Glendale/Ls Angeles, CA
 County/Split Co.: Los Angeles Central North, CA
 ERP (watts) / HAAT (meters): 4,800/863

(s) **KSPN-AM 710**
 3321 S La Cienega Blvd
 Los Angeles, CA 90016
 (310) 840-4912 Fax: (310) 558-5689
 Format: All Sports
 Sales Rep: ABC RADIO SALES
 Network: ESPN
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 Power Day/Night (watts): 50,000/20,000

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

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

(s) **KTNQ-AM 1020**
 855 N Central Ave #2500
 Glendale, CA 91203
 (818) 500-4500 Fax: (818) 500-4552
 Format: Spanish Variety
 Sales Rep: KATZ HISPANIC REPS INC
 Network: CAR
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 Power Day/Night (watts): 50,000/50,000

(s) **KTWV-FM 94.7**
 8944 Lindblade St
 Culver City, CA 90232
 (310) 840-7100 Fax: (310) 815-8391
 Format: New AC (NAC)/Smooth Jazz
 Sales Rep: INTEREP
 Network: WESTWD
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 ERP (watts) / HAAT (meters): 52,000/863

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

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

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

KWVE-FM 107.9
 3000 W Macarthur Ste 500
 Santa Ana, CA 92704
 (714) 918-6207 Fax: (714) 918-6256
 Format: Contemporary Inspiration
 Sales Rep: N/A
 Network: IND
 City of Lic./Alt City ID: San Clemente, CA
 County/Split Co.: Orange, CA
 ERP (watts) / HAAT (meters): 560/1,125

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

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M2, Paragraphs 7-10 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M2, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See the "Special Notices" section of this report for additional station information.

continued...

Network Affiliation Abbreviations

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(s) **KXOL-FM 96.3**
10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 843-4961
Format: Spanish Contemporary
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 54,000/146

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

KZAB-FM 93.5
1910 Sunset Blvd Ste 200
Los Angeles, CA 90026
(213) 483-5374 Fax: (213) 484-8304
Format: Spanish Tropical
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Redondo Beach, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 6,000/86

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

Outside Arbitron Radio Metro Area

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

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

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Network Affiliation Abbreviations

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

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

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

Notations

Metro Market Profile



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

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	4,198,200	100.0	Seasonal Housing Units	12,008	.3
Households by Income			Education: Persons 25+		
Under \$10,000	235,158	5.6	Elementary 0-8 grade	985,438	14.1
\$10,000-19,999	398,504	9.5	High school 1-3 yrs	932,605	13.4
\$20,000-29,999	426,251	10.1	High school grad.	1,433,780	20.6
\$30,000-39,999	443,084	10.6	College 1-3 yrs	1,977,969	28.4
\$40,000-49,999	407,666	9.7	College 4+ yrs	1,639,090	23.5
\$50,000-74,999	829,160	19.8	Colleges & Universities		
\$75,000-99,999	546,698	13.0	Total enrollment	766,470	100.0
\$100,000+	911,679	21.7	Full-time enrollment	387,412	50.5
Median income: \$54,775			Occupation		
Value of Owner-Occupied Housing Units			Managerial	1,564,437	28.5
Less than \$50,000	20,215	.5	Technical	1,798,738	32.7
\$50,000-74,999	20,457	.6	Service worker	657,940	12.0
\$75,000-99,999	58,668	1.5	Farm worker	72,261	1.3
\$100,000-149,999	199,872	5.2	Precision production	596,127	10.8
\$150,000-249,999	591,984	15.6	Operator	806,761	14.7
\$250,000+	721,304	18.8	Farm Population		
Median value: \$234,600				1,200	
Monthly Gross Rent			Transportation to Work		
Less than \$200	45,728	1.2	Public	299,413	5.6
\$200-349	108,616	2.9	Driving to work	3,866,051	71.6
\$350-499	284,482	7.4	Carpool	814,194	15.1
\$500-649	462,746	12.2	Other	414,251	7.7
\$650-749	298,676	7.8	Average Travel Time to Work (Min.)		
\$750+	643,216	16.9		26	
Median rent: \$657			Car Ownership by Household		
Household Size			0 Cars	404,600	9.6
1 Person	1,002,600	23.9	1 Car	1,426,800	34.0
2 Persons	1,122,500	26.7	2 Cars	1,546,700	36.9
3-4 Persons	1,292,700	30.8	3+ Cars	820,100	19.5
5+ Persons	780,400	18.6			

Group Quarters Population Estimates

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

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

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on Census 2000 data, updated and projected to 1/1/03 by Claritas, Inc.

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

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

Area Lifestyle Profile

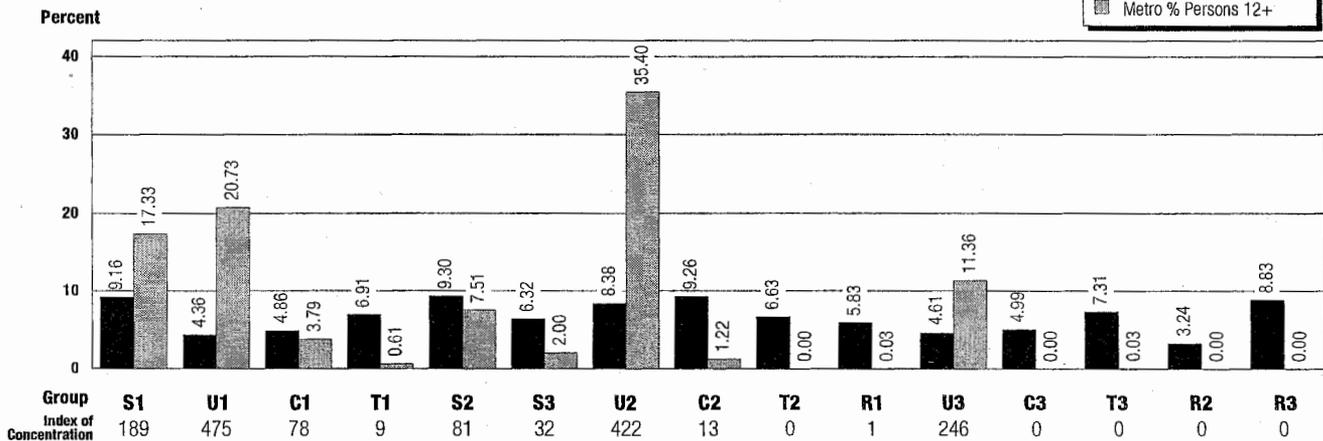
by PRIZM® Groups

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

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

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

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



PRIZM® Groups

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Metro Market Profile *(continued)*

Sales Data



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Claritas, Inc. and furnished to Arbitron. These data items are based upon Claritas's 2002 Demographic Update for the Metro.

Metro Income*

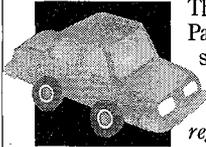
Total Income (\$000)	\$326,184,349
Median Household Income	\$54,775
Income per Household	\$77,696

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

Metro Retail Sales Data (\$000)

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

Car Registrations



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

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

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

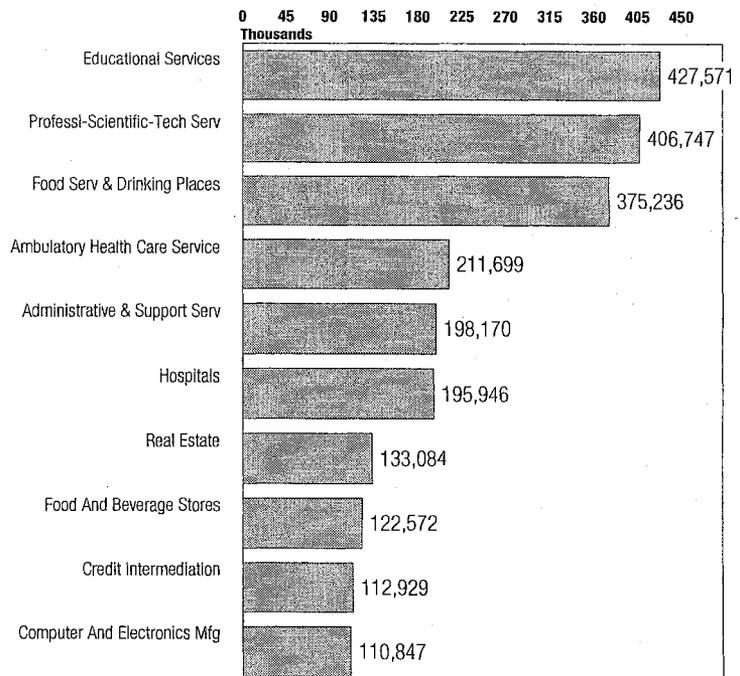
Top Ten Employer Industries

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

Metro Employer Industries

Total Employees
6,084,120

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



Magazines

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

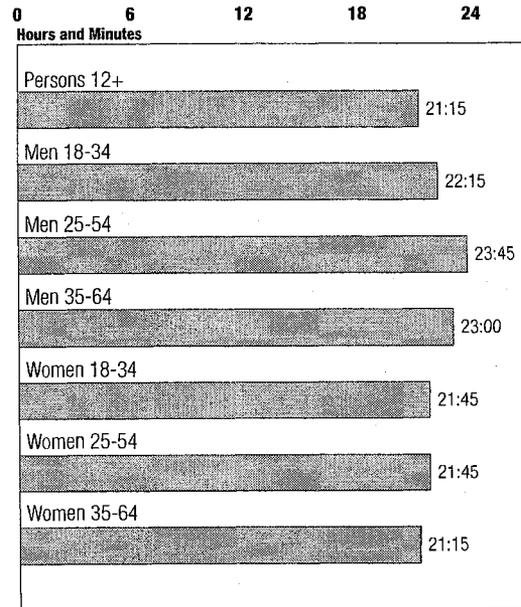
Newspapers

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

Radio Time Spent Listening*

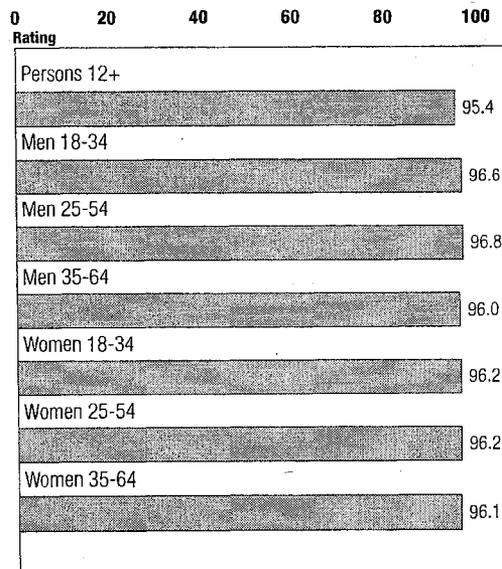
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



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

* Based on Arbitron's Winter 2003 radio survey.

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

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

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

Rating Distortion Violations

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

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

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

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

General Information

General information with respect to Rating Distortion and Rating Bias:

a. Requests for an inquiry should be in writing, accompanied by evidence such as an air-check tape, direct-mail advertisement, or newspaper clipping. Requests will be accepted up to the day after the last day of the survey and should be addressed to: Radio Special Station Activities Committee, Arbitron Inc., 9705

Patuxent Woods Dr., Columbia, MD 21046-1572.

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

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

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

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

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

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

Industry Statements

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

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

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

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

Notations

Notations

Special Notices

The Market

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

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

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

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

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

For this Metro and survey period, the percentages are:

Spanish Primary	English Primary
54 %	46 %

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

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

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

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

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

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

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

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

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

The Sample

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

	Black Persons 12+
Population:	
Total	7,987,100
Ethnic	778,400
Percent	9.8
In-Tab:	
Total	5,767
Ethnic	658
Percent	11.4
Excluded Counties:	Orange, CA

Total Metro
(Controlled and Noncontrolled):

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

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

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

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

The Stations

Current Stations, Call Letter Changes and Trend Data/

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

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

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

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

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

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

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

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

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

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

Special Notices *(continued)*

Simulcasting

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

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

Notations

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	413	6188	.4	2.5	551	2893	.5	2.3	628	3284	.6	2.8	551	3415	.5	2.7	300	1932	.3	3.6
FA '02	418	6137	.4	2.4	531	3018	.5	2.1	645	3524	.6	2.7	658	3431	.6	3.1	224	1880	.2	2.6
SU '02	411	5856	.4	2.5	517	2778	.5	2.2	444	2835	.4	1.9	780	3595	.8	3.9	270	1947	.3	3.2
SP '02	330	5361	.3	2.0	434	2443	.4	1.8	437	2846	.4	2.0	473	3089	.5	2.4	213	1663	.2	2.6
4-Book	393	5886	.4	2.4	508	2783	.5	2.1	539	3122	.5	2.4	616	3383	.6	3.0	252	1856	.3	3.0
WI '02	350	5730	.3	2.2	405	2519	.4	1.7	466	2873	.5	2.1	610	3428	.6	3.1	210	1618	.2	2.7
KBIG-FM																				
WI '03	458	9249	.4	2.7	516	4001	.5	2.1	877	4895	.8	3.9	569	4514	.5	2.7	171	2219	.2	2.0
FA '02	444	9243	.4	2.6	538	4206	.5	2.1	846	4338	.8	3.5	557	4427	.5	2.6	168	2384	.2	2.0
SU '02	371	8853	.4	2.2	404	3208	.4	1.7	678	4436	.7	2.9	463	4092	.5	2.3	137	2038	.1	1.6
SP '02	450	9604	.4	2.8	489	3972	.5	2.0	827	5037	.8	3.7	624	5055	.6	3.2	158	2426	.2	1.9
4-Book	431	9237	.4	2.6	487	3847	.5	2.0	807	4677	.8	3.5	553	4522	.5	2.7	159	2267	.2	1.9
WI '02	393	8757	.4	2.5	526	3773	.5	2.2	697	3994	.7	3.2	504	4004	.5	2.5	138	2116	.1	1.8
KBLA-AM																				
WI '03	159	1996	.2	1.0	221	762	.2	.9	261	1021	.3	1.2	284	1022	.3	1.4	46	482		.5
FA '02	133	2039	.1	.8	144	828	.1	.6	233	1082	.2	1.0	267	1292	.3	1.3	39	417		.5
SU '02	128	1697	.1	.8	179	761	.2	.8	166	806	.2	.7	245	963	.2	1.2	71	444	.1	.8
SP '02	139	1789	.1	.9	153	648	.2	.6	238	807	.2	1.1	217	904	.2	1.1	59	427	.1	.7
4-Book	140	1880	.1	.9	174	750	.2	.7	225	929	.2	1.0	253	1045	.3	1.3	54	443	.1	.6
WI '02	136	1763	.1	.9	154	693	.2	.7	220	829	.2	1.0	250	794	.2	1.3	39	440		.5
KBUA-FM																				
WI '03	78	1000	.1	.5	101	505	.1	.4	103	544	.1	.5	69	494	.1	.3	69	392	.1	.8
FA '02	140	1384	.1	.8	206	822	.2	.8	172	711	.2	.7	169	798	.2	.8	81	507	.1	.9
SU '02	49	776		.3	77	387	.1	.3	66	504	.1	.3	60	404	.1	.3	20	266		.2
SP '02	65	865	.1	.4	122	489	.1	.5	83	510	.1	.4	78	359	.1	.4	21	246		.3
4-Book	83	1006	.1	.5	127	551	.1	.5	106	567	.1	.5	94	514	.1	.5	48	353	.1	.6
WI '02	69	888	.1	.4	100	454	.1	.4	100	443	.1	.5	77	460	.1	.4	27	275		.4
KBUE-FM																				
WI '03	482	6170	.5	2.9	554	2938	.5	2.3	609	3473	.6	2.7	586	3756	.6	2.8	339	2410	.3	4.0
FA '02	464	6704	.4	2.7	547	3127	.5	2.2	564	3522	.5	2.4	606	3688	.6	2.9	260	2161	.2	3.0
SU '02	433	5513	.4	2.6	531	2623	.5	2.3	544	3070	.5	2.3	498	3081	.5	2.5	283	1942	.3	3.3
SP '02	370	4883	.4	2.3	536	2486	.5	2.2	529	2754	.5	2.4	412	2783	.4	2.1	169	1640	.2	2.1
4-Book	437	5818	.4	2.6	542	2794	.5	2.3	562	3205	.5	2.5	526	3327	.5	2.6	263	2038	.3	3.1
WI '02	365	5153	.4	2.3	515	2724	.5	2.2	490	2625	.5	2.3	419	2721	.4	2.1	158	1512	.2	2.0
KCBS-FM																				
WI '03	376	8971	.4	2.3	528	3960	.5	2.2	603	4388	.6	2.7	476	4798	.5	2.3	113	2057	.1	1.3
FA '02	360	9443	.3	2.1	478	4324	.5	1.9	539	4309	.5	2.3	450	4956	.4	2.1	161	2483	.2	1.9
SU '02	389	9335	.4	2.4	503	4067	.5	2.1	620	4792	.6	2.7	480	4718	.5	2.4	173	2363	.2	2.0
SP '02	400	9623	.4	2.4	520	4182	.5	2.1	613	4721	.6	2.8	524	5520	.5	2.7	173	2532	.2	2.1
4-Book	381	9343	.4	2.3	507	4133	.5	2.1	594	4553	.6	2.6	483	4998	.5	2.4	155	2359	.2	1.8
WI '02	327	8445	.3	2.0	432	3791	.4	1.8	500	4255	.5	2.3	455	4511	.4	2.3	132	2164	.1	1.7
KDIS-AM																				
WI '03	59	2175	.1	.4	78	985	.1	.3	52	779		.2	84	1035	.1	.4	23	375		.3
FA '02	54	2338	.1	.3	102	1066	.1	.4	38	580		.2	84	1222	.1	.4	22	485		.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	65	2741	.1	.4	102	1164	.1	.4	41	848		.2	110	1208	.1	.6	35	513		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	55	2002	.1	.3	79	918	.1	.3	44	721		.2	80	935	.1	.4	25	377		.3
+KDLD-FM																				
KSSC-FM																				
WI '03	61	1555	.1	.4	58	627	.1	.2	73	817	.1	.3	76	890	.1	.4	41	600		.5
FA '02	61	1282	.1	.4	90	570	.1	.4	95	601	.1	.4	62	501	.1	.3	20	324		.2
SU '02	45	1062		.3	61	482	.1	.3	62	579	.1	.3	50	489		.3	21	320		.2
SP '02	31	1028		.2	46	492		.2	35	395		.2	30	423		.2	20	255		.2
4-Book	50	1232	.1	.3	64	543	.1	.3	66	598	.1	.3	55	576	.1	.3	26	375	.3	.3
WI '02	31	897		.2	30	363		.1	39	403		.2	41	426		.2	23	343		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KDLE-FM																				
KSSD-FM																				
WI '03	73	1426	.1	.4	73	644	.1	.3	105	760	.1	.5	118	994	.1	.6	29	525	.3	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																				
WI '03	623	9439	.6	3.7	1168	5533	1.1	4.9	997	5300	1.0	4.4	706	4564	.7	3.4	244	1831	.2	2.9
FA '02	621	9485	.6	3.6	1090	5640	1.0	4.3	1016	5503	1.0	4.2	663	4339	.6	3.1	245	1838	.2	2.9
SU '02	743	9841	.7	4.5	1296	5904	1.3	5.5	1269	6099	1.2	5.4	823	4755	.8	4.1	273	2375	.3	3.2
SP '02	620	9095	.6	3.8	1095	5059	1.1	4.5	1065	5493	1.0	4.8	569	3879	.6	2.9	272	1909	.3	3.3
4-Book	652	9465	.6	3.9	1162	5534	1.1	4.8	1087	5599	1.1	4.7	690	4384	.7	3.4	259	1988	.3	3.1
WI '02	636	9840	.6	4.0	1112	5977	1.1	4.7	1023	5638	1.0	4.7	672	4303	.7	3.4	258	2002	.3	3.3
KFSH-FM																				
WI '03	121	2558	.1	.7	175	1573	.2	.7	152	1287	.1	.7	140	1467	.1	.7	45	713	.5	
FA '02	114	2277	.1	.7	152	1136	.1	.6	139	1108	.1	.6	188	1423	.2	.9	46	816	.5	
SU '02	123	2398	.1	.7	159	1307	.2	.7	179	1406	.2	.8	156	1387	.2	.8	45	786	.5	
SP '02	93	2205	.1	.6	127	1236	.1	.5	98	1055	.1	.4	145	1299	.1	.7	37	678	.5	
4-Book	113	2360	.1	.7	153	1313	.2	.6	142	1214	.1	.6	157	1394	.2	.8	43	748	.5	
WI '02	118	2529	.1	.7	154	1454	.2	.7	146	1149	.1	.7	159	1281	.2	.8	47	660	.6	
KFW8-AM																				
WI '03	346	8656	.3	2.1	697	5264	.7	2.9	395	4073	.4	1.7	397	4398	.4	1.9	124	1671	.1	1.5
FA '02	313	8236	.3	1.8	613	4690	.6	2.4	349	3627	.3	1.5	386	4332	.4	1.8	142	2009	.1	1.7
SU '02	269	7691	.3	1.6	550	4658	.5	2.4	296	3511	.3	1.3	324	3706	.3	1.6	96	1523	.1	1.1
SP '02	295	7938	.3	1.8	624	5068	.6	2.6	301	3457	.3	1.4	333	3956	.3	1.7	121	1814	.1	1.5
4-Book	306	8130	.3	1.8	621	4920	.6	2.6	335	3667	.3	1.6	360	4098	.4	1.8	121	1754	.1	1.5
WI '02	274	7926	.3	1.7	575	4858	.6	2.5	283	3536	.3	1.3	332	3725	.3	1.7	122	1691	.1	1.6
KHHT-FM																				
WI '03	439	8485	.4	2.6	477	3953	.5	2.0	532	3934	.5	2.4	525	4467	.5	2.5	349	3211	.3	4.2
FA '02	455	8804	.4	2.6	467	3696	.4	1.8	608	4055	.6	2.5	547	4486	.5	2.6	340	3231	.3	4.0
SU '02	421	9028	.4	2.5	507	3856	.5	2.2	571	4558	.6	2.4	459	4424	.5	2.3	294	3087	.3	3.5
SP '02	408	8431	.4	2.5	462	3459	.5	1.9	596	3950	.6	2.7	513	4282	.5	2.6	239	2992	.2	2.9
4-Book	431	8687	.4	2.6	478	3741	.5	2.0	577	4124	.6	2.5	511	4415	.5	2.5	306	3130	.3	3.7
WI '02	520	9038	.5	3.3	588	4309	.6	2.5	668	3957	.7	3.1	577	4439	.6	2.9	391	3108	.4	5.1
KHJ -AM																				
WI '03	181	2478	.2	1.1	213	1163	.2	.9	275	1181	.3	1.2	255	1041	.2	1.2	65	522	.1	.8
FA '02	178	2592	.2	1.0	231	1086	.2	.9	321	1490	.3	1.3	243	1292	.2	1.2	62	526	.1	.7
SU '02	118	2102	.1	.7	174	909	.2	.7	166	1184	.2	.7	163	978	.2	.8	41	537	.5	
SP '02	136	2069	.1	.8	165	952	.2	.7	239	1174	.2	1.1	190	1008	.2	1.0	35	409	.4	
4-Book	153	2310	.2	.9	196	1028	.2	.8	250	1257	.3	1.1	213	1080	.2	1.1	51	499	.1	.6
WI '02	167	2133	.2	1.0	191	926	.2	.8	177	1066	.2	.8	260	1087	.3	1.3	93	665	.1	1.2
KIIS-FM																				
WI '03	667	16599	.6	4.0	878	8183	.8	3.7	761	7480	.7	3.4	882	8950	.8	4.3	380	5271	.4	4.5
FA '02	677	17380	.7	3.9	1016	9151	1.0	4.0	685	7211	.7	2.9	876	9455	.8	4.2	402	5276	.4	4.7
SU '02	766	18372	.8	4.6	943	8708	.9	4.0	995	9185	1.0	4.3	976	9630	1.0	4.9	485	5920	.5	5.7
SP '02	607	16744	.6	3.7	829	7944	.8	3.4	646	7005	.6	2.9	749	8709	.7	3.8	395	5000	.4	4.8
4-Book	679	17274	.7	4.1	917	8497	.9	3.8	772	7720	.8	3.4	871	9186	.8	4.3	416	5367	.4	4.9
WI '02	606	17041	.6	3.8	842	8406	.8	3.6	680	6968	.7	3.1	884	9038	.9	4.5	302	4947	.3	3.9
KVVS-FM																				
WI '03	22	474	.1		36	279	.1		21	286	.1		23	266	.1		11	128	.1	
FA '02	29	571	.2		47	247	.2		31	287	.1		36	302	.2		10	258	.1	
SU '02	33	849	.2		38	347	.2		54	552	.1		43	482	.2		13	268	.2	
SP '02	45	864	.3		73	559	.1		48	456	.2		59	480	.1		28	233	.3	
4-Book	32	690	.2		49	358	.2		39	395	.2		40	383	.2		16	222	.2	
WI '02	31	690	.2		41	438	.2		32	336	.1		31	372	.2		19	184	.2	

Target Listener Trends - Persons 12+

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	227	4047	.2	1.4	301	1789	.3	1.3	261	1659	.3	1.2	240	1912	.2	1.2	99	1143	.1	1.2
FA '02	324	4268	.3	1.9	377	2006	.4	1.5	368	1955	.4	1.5	319	2153	.3	1.5	206	1591	.2	2.4
SU '02	255	3859	.3	1.5	326	1704	.3	1.4	281	1636	.3	1.2	262	1838	.3	1.3	142	1206	.1	1.7
SP '02	234	3946	.2	1.4	296	1841	.3	1.2	252	1601	.2	1.1	240	1914	.2	1.2	117	1196	.1	1.4
4-Book	260	4030	.3	1.6	325	1835	.3	1.4	291	1713	.3	1.3	265	1954	.3	1.3	141	1284	.1	1.7
WI '02	224	4012	.2	1.4	241	1665	.2	1.0	204	1452	.2	.9	256	1831	.3	1.3	134	1268	.1	1.7
KKBT-FM																				
WI '03	512	12091	.5	3.1	1010	6120	1.0	4.2	474	5107	.5	2.1	580	6136	.6	2.8	289	3841	.3	3.5
FA '02	618	12604	.6	3.6	1255	6645	1.2	5.0	641	5650	.6	2.7	710	6611	.7	3.4	302	4117	.3	3.5
SU '02	543	12130	.5	3.3	1034	5872	1.0	4.4	646	5997	.6	2.8	582	5846	.6	2.9	282	3809	.3	3.3
SP '02	576	11836	.6	3.5	1230	6503	1.2	5.1	553	5510	.5	2.5	640	6640	.6	3.2	312	4060	.3	3.8
4-Book	562	12165	.6	3.4	1132	6285	1.1	4.7	579	5566	.6	2.5	628	6308	.6	3.1	296	3957	.3	3.5
WI '02	530	11526	.5	3.3	984	5969	1.0	4.2	557	4930	.5	2.6	678	5975	.7	3.4	273	3639	.3	3.5
KKLA-FM																				
WI '03	111	2011	.1	.7	203	1321	.2	.8	136	988	.1	.6	167	1163	.2	.8	37	512		.4
FA '02	100	2245	.1	.6	242	1426	.2	1.0	128	896	.1	.5	116	826	.1	.6	37	441		.4
SU '02	94	2070	.1	.6	204	1448	.2	.9	117	894	.1	.5	97	885	.1	.5	38	363		.4
SP '02	80	1918	.1	.5	150	1264	.1	.6	90	716	.1	.4	127	958	.1	.6	42	360		.5
4-Book	96	2061	.1	.6	200	1365	.2	.8	118	874	.1	.5	127	958	.1	.6	39	419		.4
WI '02	105	1894	.1	.7	186	1066	.2	.8	137	848	.1	.6	142	801	.1	.7	50	443		.6
KLAC-AM																				
WI '03	128	3231	.1	.8	163	1030	.2	.7	156	1139	.1	.7	159	1601	.2	.8	101	1359	.1	1.2
FA '02	155	4358	.1	.9	181	1318	.2	.7	287	1656	.3	1.2	175	1959	.2	.8	103	1401	.1	1.2
SU '02	175	3873	.2	1.1	210	1388	.2	.9	314	1945	.3	1.3	200	1694	.2	1.0	95	1078	.1	1.1
SP '02	173	5280	.2	1.1	152	1236	.1	.6	267	1804	.3	1.2	234	2442	.2	1.2	126	1893	.1	1.5
4-Book	158	4186	.2	1.0	177	1243	.2	.7	256	1636	.3	1.1	192	1924	.2	1.0	106	1433	.1	1.3
WI '02	134	3407	.1	.8	155	1180	.2	.7	283	1710	.3	1.3	154	1520	.2	.8	71	897	.1	.9
KLAX-FM																				
WI '03	459	7443	.4	2.8	651	3704	.6	2.7	640	4089	.6	2.8	461	3451	.4	2.2	246	2038	.2	2.9
FA '02	507	7599	.5	2.9	673	3826	.6	2.7	779	4365	.7	3.3	560	3943	.5	2.7	216	2185	.2	2.5
SU '02	381	6365	.4	2.3	452	2726	.4	1.9	584	3552	.6	2.5	443	3178	.4	2.2	146	1815	.1	1.7
SP '02	442	6739	.4	2.7	528	2868	.5	2.2	636	3469	.6	2.9	509	3531	.5	2.6	204	1697	.2	2.5
4-Book	447	7037	.4	2.7	576	3281	.5	2.4	660	3869	.6	2.9	493	3526	.5	2.4	203	1934	.2	2.4
WI '02	402	6880	.4	2.5	431	2875	.4	1.8	567	3643	.6	2.6	501	3571	.5	2.5	179	1678	.2	2.3
KLOS-FM																				
WI '03	395	8987	.4	2.4	619	3539	.6	2.6	564	3700	.5	2.5	531	4497	.5	2.6	148	1945	.1	1.8
FA '02	353	8020	.3	2.0	675	3591	.6	2.7	452	3159	.4	1.9	421	4214	.4	2.0	166	1880	.2	1.9
SU '02	444	9371	.4	2.7	705	4281	.7	3.0	663	4515	.7	2.8	548	4881	.5	2.7	173	2413	.2	2.0
SP '02	339	8144	.3	2.1	584	3300	.6	2.4	409	3545	.4	1.9	463	4376	.5	2.3	163	2181	.2	2.0
4-Book	383	8631	.4	2.3	646	3678	.6	2.7	522	3730	.5	2.3	491	4492	.5	2.4	163	2105	.2	1.9
WI '02	310	7623	.3	1.9	569	3352	.6	2.4	369	3036	.4	1.7	427	3779	.4	2.1	150	1820	.1	1.9
KLSX-FM																				
WI '03	424	6722	.4	2.5	955	3749	.9	4.0	591	3189	.6	2.6	616	2933	.6	3.0	113	1294	.1	1.3
FA '02	428	6395	.4	2.5	1001	3789	1.0	3.9	620	2964	.6	2.6	617	3197	.6	2.9	92	1107	.1	1.1
SU '02	379	6843	.4	2.3	805	3720	.8	3.4	477	2940	.5	2.0	648	3248	.6	3.2	113	1303	.1	1.3
SP '02	362	5855	.4	2.2	947	3362	.9	3.9	513	2747	.5	2.3	473	2660	.5	2.4	62	868	.1	.8
4-Book	398	6454	.4	2.4	927	3655	.9	3.8	550	2960	.6	2.4	589	3010	.6	2.9	95	1143	.1	1.1
WI '02	393	6561	.4	2.5	919	3847	.9	3.9	510	2949	.5	2.3	604	3328	.6	3.0	109	1220	.1	1.4
KLTX-AM																				
WI '03	143	1213	.1	.9	205	786	.2	.9	167	599	.2	.7	156	663	.1	.8	83	565	.1	1.0
FA '02	106	1058	.1	.6	147	737	.1	.6	153	641	.1	.6	112	560	.1	.5	61	398	.1	.7
SU '02	154	950	.2	.9	236	716	.2	1.0	227	678	.2	1.0	151	593	.1	.8	65	429	.1	.8
SP '02	144	1014	.1	.9	218	697	.2	.9	196	623	.2	.9	138	527	.1	.7	59	376	.1	.7
4-Book	137	1059	.1	.8	202	734	.2	.9	186	635	.2	.8	139	586	.1	.7	67	442	.1	.8
WI '02	176	1015	.2	1.1	270	747	.3	1.2	237	627	.2	1.1	202	558	.2	1.0	89	400	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLVE-FM																				
WI '03	574	9660	.6	3.4	844	4838	.8	3.5	813	5281	.8	3.6	577	5049	.6	2.8	308	3284	.3	3.7
FA '02	596	10262	.6	3.4	868	4913	.8	3.4	886	5325	.9	3.7	563	4796	.5	2.7	298	3041	.3	3.5
SU '02	497	8897	.5	3.0	757	4374	.7	3.2	733	4835	.7	3.1	471	3907	.5	2.4	260	2699	.3	3.1
SP '02	595	9789	.6	3.6	956	4811	.9	3.9	864	4741	.8	3.9	605	4493	.6	3.1	283	2727	.3	3.5
4-Book	566	9652	.6	3.4	856	4734	.8	3.5	824	5046	.8	3.6	554	4561	.6	2.8	287	2938	.3	3.5
WI '02	557	9179	.5	3.5	913	4760	.9	3.9	781	4555	.8	3.6	526	3897	.5	2.6	241	2510	.2	3.1
KLYY-FM																				
WI '03	141	2303	.1	.8	162	1054	.2	.7	199	1254	.2	.9	170	1162	.2	.8	75	644	.1	.9
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	296	5958	.3	1.8	280	2487	.3	1.2	404	2915	.4	1.8	385	3002	.4	1.9	171	2058	.2	2.0
FA '02	347	6148	.3	2.0	353	2799	.3	1.4	506	2872	.5	2.1	434	3223	.4	2.1	208	1964	.2	2.4
SU '02	329	5272	.3	2.0	346	2295	.3	1.5	487	2823	.5	2.1	366	2709	.4	1.8	225	2061	.2	2.7
SP '02	263	4955	.3	1.6	257	1854	.3	1.1	408	2392	.4	1.8	334	2461	.3	1.7	163	1582	.2	2.0
4-Book	309	5583	.3	1.9	309	2359	.3	1.3	451	2751	.5	2.0	380	2849	.4	1.9	192	1916	.2	2.3
WI '02	328	6116	.3	2.1	305	2774	.3	1.3	496	2889	.5	2.3	400	3544	.4	2.0	193	2067	.2	2.5
KNX -AM																				
WI '03	355	9745	.3	2.1	591	5509	.6	2.5	380	4193	.4	1.7	467	4787	.4	2.3	225	2319	.2	2.7
FA '02	380	9444	.4	2.2	728	5525	.7	2.9	372	4102	.4	1.6	432	4615	.4	2.1	230	2473	.2	2.7
SU '02	352	8820	.3	2.1	648	4946	.6	2.8	378	3925	.4	1.6	372	3878	.4	1.9	241	2710	.2	2.9
SP '02	379	9213	.4	2.3	780	5453	.8	3.2	450	4386	.4	2.0	351	4409	.3	1.8	202	2210	.2	2.5
4-Book	367	9306	.4	2.2	687	5358	.7	2.9	395	4152	.4	1.7	406	4422	.4	2.0	225	2428	.2	2.7
WI '02	400	9391	.4	2.5	784	5572	.8	3.3	436	4529	.4	2.0	411	4593	.4	2.1	245	2397	.2	3.2
KOST-FM																				
WI '03	606	11535	.6	3.6	787	5577	.8	3.3	994	5562	1.0	4.4	722	5869	.7	3.5	335	3474	.3	4.0
FA '02	678	12195	.7	3.9	810	5478	.8	3.2	1084	5536	1.0	4.5	850	6502	.8	4.0	333	3710	.3	3.9
SU '02	569	11513	.6	3.4	658	4875	.6	2.8	951	5938	.9	4.1	714	5591	.7	3.6	322	3625	.3	3.8
SP '02	635	11455	.6	3.9	758	5242	.7	3.1	947	5619	.9	4.3	777	5856	.8	3.9	377	3842	.4	4.6
4-Book	622	11675	.6	3.7	753	5293	.7	3.1	994	5664	1.0	4.3	766	5955	.8	3.8	342	3663	.3	4.1
WI '02	699	12340	.7	4.4	794	5518	.8	3.4	1157	5789	1.1	5.3	868	6122	.9	4.4	375	4045	.4	4.9
KPVR-FM																				
WI '03	830	16929	.8	5.0	1156	9004	1.1	4.8	810	7775	.8	3.6	1068	9981	1.0	5.2	606	6690	.6	7.2
FA '02	940	16983	.9	5.4	1230	9068	1.2	4.9	935	7866	.9	3.9	1332	10869	1.3	6.3	628	6945	.6	7.3
SU '02	839	17451	.8	5.1	1008	8253	1.0	4.3	933	8936	.9	4.0	1123	10497	1.1	5.6	618	7267	.6	7.3
SP '02	809	15542	.8	4.9	1127	7727	1.1	4.7	709	7056	.7	3.2	1209	9514	1.2	6.1	575	6032	.6	7.0
4-Book	855	16726	.8	5.1	1130	8513	1.1	4.7	847	7908	.8	3.7	1183	10215	1.2	5.8	607	6734	.6	7.2
WI '02	796	15968	.8	5.0	1026	7778	1.0	4.4	844	7677	.8	3.9	1106	9469	1.1	5.6	546	6059	.5	7.1
KRCD-FM																				
WI '03	196	2405	.2	1.2	252	1198	.2	1.0	247	1340	.2	1.1	210	1338	.2	1.0	130	825	.1	1.6
FA '02	131	2343	.1	.8	170	971	.2	.7	241	1356	.2	1.0	150	1045	.1	.7	61	568	.1	.7
SU '02	134	1946	.1	.8	168	842	.2	.7	205	1126	.2	.9	143	895	.1	.7	74	536	.1	.9
SP '02	170	2357	.2	1.0	214	1081	.2	.9	271	1449	.3	1.2	200	1324	.2	1.0	77	889	.1	.9
4-Book	158	2263	.2	1.0	201	1023	.2	.8	241	1318	.2	1.1	176	1151	.2	.9	86	705	.1	1.0
WI '02	91	1886	.1	.6	117	886	.1	.5	123	846	.1	.6	123	850	.1	.6	49	518	.1	.6
KRCV-FM																				
WI '03	105	1553	.1	.6	153	751	.1	.6	198	888	.2	.9	129	826	.1	.6	25	240	.1	.3
FA '02	95	1428	.1	.5	103	655	.1	.4	151	720	.1	.6	108	675	.1	.5	33	283	.1	.4
SU '02	134	1871	.1	.8	171	931	.2	.7	188	1030	.2	.8	135	843	.1	.7	76	563	.1	.9
SP '02	122	1694	.1	.7	179	743	.2	.7	166	941	.2	.8	138	917	.1	.7	60	514	.1	.7
4-Book	114	1637	.1	.7	152	770	.2	.6	176	895	.2	.8	128	815	.1	.6	49	400	.1	.6
WI '02	146	1871	.1	.9	236	1099	.2	1.0	222	1063	.2	1.0	183	899	.2	.9	46	501	.1	.6

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12+

	Persons 12+																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KTNQ-AM																				
WI '03	99	1616	.1	.6	123	650	.1	.5	157	717	.2	.7	90	532	.1	.4	63	509	.1	.8
FA '02	109	1822	.1	.6	119	727	.1	.5	157	822	.2	.7	127	872	.1	.6	89	576	.1	1.0
SU '02	71	1503	.1	.4	101	551	.1	.4	95	565	.1	.4	54	472	.1	.3	70	444	.1	.8
SP '02	96	1519	.1	.6	142	656	.1	.6	109	636	.1	.5	78	510	.1	.4	100	582	.1	1.2
4-Book	94	1615	.1	.6	121	646	.1	.5	130	685	.2	.6	87	597	.1	.4	81	528	.1	1.0
WI '02	95	1602	.1	.6	99	763	.1	.4	166	853	.2	.8	78	636	.1	.4	91	414	.1	1.2
KTWV-FM																				
WI '03	471	7922	.5	2.8	514	3739	.5	2.1	754	4348	.7	3.3	596	4472	.6	2.9	245	2703	.2	2.9
FA '02	583	9017	.6	3.4	695	4587	.7	2.7	940	4755	.9	3.9	774	4995	.7	3.7	272	2830	.3	3.2
SU '02	596	8325	.6	3.6	696	4176	.7	3.0	950	4695	.9	4.1	684	4502	.7	3.4	250	2443	.2	3.0
SP '02	552	8256	.5	3.4	662	3926	.6	2.7	903	4377	.9	4.1	747	4655	.7	3.8	218	2522	.2	2.7
4-Book	551	8380	.6	3.3	642	4107	.6	2.6	887	4544	.9	3.9	700	4656	.7	3.5	246	2625	.2	3.0
WI '02	545	8569	.5	3.4	664	4198	.7	2.8	898	4467	.9	4.1	678	4674	.7	3.4	237	2339	.2	3.1
KWIZ-FM																				
WI '03	126	1942	.1	.8	156	890	.1	.6	168	1191	.2	.7	140	922	.1	.7	87	695	.1	1.0
FA '02	155	2326	.1	.9	197	1261	.2	.8	223	1263	.2	.9	179	1188	.2	.9	87	951	.1	1.0
SU '02	158	2130	.2	1.0	124	873	.1	.5	250	1218	.2	1.1	199	1116	.2	1.0	84	695	.1	1.0
SP '02	182	2525	.2	1.1	176	1067	.2	.7	247	1291	.2	1.1	248	1504	.2	1.3	114	951	.1	1.4
4-Book	155	2231	.2	1.0	163	1023	.2	.7	222	1241	.2	1.0	192	1183	.2	1.0	93	823	.1	1.1
WI '02	135	2134	.1	.8	148	727	.1	.6	170	961	.2	.8	142	932	.1	.7	132	804	.1	1.7
KVKW-AM																				
WI '03	83	1067	.1	.5	101	549	.1	.4	175	623	.2	.8	91	397	.1	.4	29	225		.3
FA '02	75	1141	.1	.4	147	599	.1	.6	143	679	.1	.6	36	437		.2	31	236		.4
SU '02	79	991	.1	.5	106	315	.1	.5	164	524	.2	.7	71	397	.1	.4	42	209		.5
SP '02	85	1269	.1	.5	125	429	.1	.5	166	713	.2	.8	51	321	.1	.3	53	299	.1	.6
4-Book	81	1117	.1	.5	120	473	.1	.5	162	635	.2	.7	62	388	.1	.3	39	242		.5
WI '02	82	1151	.1	.5	139	555	.1	.6	184	724	.2	.8	67	437	.1	.3	13	147		.2
KWVE-FM																				
WI '03	92	2001	.1	.6	159	1083	.2	.7	109	861	.1	.5	138	979	.1	.7	31	456		.4
FA '02	100	2307	.1	.6	133	1075	.1	.5	140	1086	.1	.6	126	1136	.1	.6	51	668		.6
SU '02	93	1981	.1	.6	147	972	.1	.6	117	929	.1	.5	135	973	.1	.7	39	405		.5
SP '02	86	2238	.1	.5	165	1207	.2	.7	99	808	.1	.4	109	1028	.1	.6	33	421		.4
4-Book	93	2132	.1	.6	151	1084	.2	.6	116	921	.1	.5	127	1029	.1	.7	39	488		.5
WI '02	83	1949	.1	.5	128	1037	.1	.5	118	778	.1	.5	105	887	.1	.5	28	333		.4
KXDL-FM																				
WI '03	360	5503	.3	2.2	452	2638	.4	1.9	592	3051	.6	2.6	374	2732	.4	1.8	151	1623	.1	1.8
FA '02	441	6706	.4	2.5	496	3268	.5	2.0	761	4028	.7	3.2	504	3648	.5	2.4	173	1839	.2	2.0
SU '02	321	5084	.3	1.9	389	2264	.4	1.7	505	2829	.5	2.2	356	2582	.3	1.8	145	1486	.1	1.7
SP '02	404	5820	.4	2.5	471	2838	.5	1.9	655	3361	.6	3.0	451	2831	.4	2.3	192	1589	.2	2.3
4-Book	382	5778	.4	2.3	452	2752	.5	1.9	628	3317	.6	2.8	421	2948	.4	2.1	165	1634	.2	2.0
WI '02	300	4440	.3	1.9	378	2223	.4	1.6	466	2637	.5	2.1	329	2412	.3	1.7	110	1150	.1	1.4
KYSR-FM																				
WI '03	331	10304	.3	2.0	568	4690	.5	2.4	391	4268	.4	1.7	535	5629	.5	2.6	125	2394	.1	1.5
FA '02	356	9933	.3	2.1	548	4626	.5	2.2	523	4634	.5	2.2	547	5695	.5	2.6	116	2563	.1	1.4
SU '02	428	10646	.4	2.6	638	4749	.6	2.7	671	5169	.7	2.9	602	5579	.6	3.0	123	2409	.1	1.5
SP '02	368	10281	.4	2.3	626	4953	.6	2.6	480	4305	.5	2.2	497	5311	.5	2.5	138	2604	.1	1.7
4-Book	371	10291	.4	2.3	595	4755	.6	2.5	516	4594	.5	2.3	545	5554	.5	2.7	126	2493	.1	1.5
WI '02	390	10407	.4	2.4	671	5075	.7	2.9	498	4491	.5	2.3	580	5793	.6	2.9	131	2285	.1	1.7
+KZAB-FM																				
KFSG-FM																				
WI '03	86	1443	.1	.5	112	631	.1	.5	114	655	.1	.5	109	789	.1	.5	42	451		.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	364	6956	.3	2.2	472	3548	.5	2.0	551	3512	.5	2.4	477	4231	.5	2.3	131	1946	.1	1.6
FA '02	327	5655	.3	1.9	476	3044	.5	1.9	493	3072	.5	2.1	427	3394	.4	2.0	108	1628	.1	1.3
SU '02	397	7150	.4	2.4	566	3905	.6	2.4	548	4204	.5	2.3	521	4238	.5	2.6	152	1927	.1	1.8
SP '02	383	6931	.4	2.3	561	3778	.6	2.3	579	3845	.6	2.6	495	4144	.5	2.5	132	1714	.1	1.6
4-Book	368	6673	.4	2.2	519	3569	.6	2.2	543	3658	.5	2.4	480	4002	.5	2.4	131	1804	.1	1.6
WI '02	307	5774	.3	1.9	437	3137	.4	1.9	388	2994	.4	1.8	426	3691	.4	2.1	113	1620	.1	1.5
KGGI-FM																				
WI '03	70	2753	.1	.4	81	866	.1	.3	57	879	.1	.3	89	1197	.1	.4	52	870	.1	.6
FA '02	59	2310	.1	.3	65	854	.1	.3	49	780	.1	.2	82	1258	.1	.4	56	766	.1	.7
SU '02	84	3068	.1	.5	77	1002	.1	.3	92	1254	.1	.4	100	1382	.1	.5	66	785	.1	.8
SP '02	64	2395	.1	.4	54	786	.1	.2	69	896	.1	.3	91	1230	.1	.5	49	821	.1	.6
4-Book	69	2632	.1	.4	69	877	.1	.3	67	952	.1	.3	91	1267	.1	.5	56	811	.1	.7
WI '02	68	2542	.1	.4	70	863	.1	.3	67	901	.1	.3	83	1189	.1	.4	65	791	.1	.8
TOTALS																				
WI '03	16688	99194	16.0		24043	85491	23.1		22584	76250	21.7		20711	83263	19.9		8374	54982	8.0	
FA '02	17339	99387	16.7		25352	85773	24.4		23921	76950	23.0		21052	83494	20.2		8561	55912	8.2	
SU '02	16544	97077	16.2		23403	82284	23.0		23341	78538	22.9		19973	80650	19.6		8455	55033	8.3	
SP '02	16346	96598	16.0		24227	82604	23.8		22103	74967	21.7		19724	80777	19.3		8193	53402	8.0	
4-Book	16729	98064	16.2		24256	84038	23.6		22987	76676	22.3		20365	82046	19.8		8396	54832	8.1	
WI '02	15999	96666	15.7		23435	82839	23.0		21713	73585	21.3		19862	80318	19.5		7713	52338	7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	581	5400	.6	2.6	187	2295	.2	1.6	246	682	.2	1.9	204	689	.2	1.0	142	511	.1	1.0
4-Book	553	5190	.6	2.5	202	2379	.2	1.7	326	854	.3	2.4	248	832	.3	1.3	171	596	.2	1.2
KBIG-FM																				
WI '03	671	7623	.6	3.0	274	4478	.3	2.3	242	922	.2	1.9	484	1672	.5	2.4	315	1136	.3	2.3
4-Book	631	7404	.6	2.8	260	4296	.3	2.2	205	766	.2	1.5	438	1569	.4	2.3	320	1177	.3	2.3
KBLA-AM																				
WI '03	256	1692	.2	1.1	63	740	.1	.5	143	294	.1	1.1	112	253	.1	.6	85	188	.1	.6
4-Book	218	1650	.2	1.0	58	685	.1	.5	91	239	.1	.7	98	238	.1	.5	81	208	.1	.6
KBUA-FM																				
WI '03	92	863	.1	.4	60	592	.1	.5	79	195	.1	.6	69	204	.1	.3	57	170	.1	.4
4-Book	109	896	.1	.5	62	560	.1	.5	84	219	.1	.6	90	226	.1	.5	84	214	.1	.6
KBUE-FM																				
WI '03	585	5414	.6	2.6	396	3512	.4	3.3	407	1170	.4	3.1	609	1517	.6	3.1	497	1303	.5	3.6
4-Book	545	4956	.5	2.4	364	3269	.4	3.0	416	1067	.4	3.1	598	1516	.6	3.1	425	1123	.4	3.1
KCBS-FM																				
WI '03	541	7324	.5	2.4	260	4376	.2	2.2	216	870	.2	1.7	496	1776	.5	2.5	387	1589	.4	2.8
4-Book	533	7860	.5	2.4	264	4492	.3	2.2	245	1011	.2	1.8	483	1850	.5	2.5	379	1443	.4	2.8
KDIS-AM																				
WI '03	70	1783	.1	.3	64	1046	.1	.5	65	348	.1	.5	94	432	.1	.5	64	242	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	69	1308	.1	.3	59	841	.1	.5	48	154	.1	.4	98	360	.1	.5	120	278	.1	.9
4-Book	62	988	.1	.3	42	669	.1	.4	53	160	.1	.4	70	278	.1	.4	58	165	.1	.4
+KDLE-FM																				
KSSD-FM																				
WI '03	100	1250	.1	.4	55	760	.1	.5	34	190	.1	.3	109	355	.1	.5	90	243	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	960	8413	.9	4.3	279	3724	.3	2.3	706	1917	.7	5.4	359	1189	.3	1.8	248	802	.2	1.8
4-Book	988	8380	1.0	4.4	318	3929	.3	2.7	770	1919	.8	5.7	467	1439	.5	2.4	212	707	.2	1.5
KFSH-FM																				
WI '03	155	2256	.1	.7	113	1732	.1	.9	113	425	.1	.9	213	657	.2	1.1	119	427	.1	.9
4-Book	150	2011	.2	.7	94	1470	.1	.8	95	366	.1	.7	156	593	.2	.8	117	453	.1	.9
KFWB-AM																				
WI '03	489	7561	.5	2.2	242	4259	.2	2.0	413	1665	.4	3.2	378	1673	.4	1.9	188	798	.2	1.4
4-Book	431	7127	.4	1.9	209	3897	.2	1.8	383	1512	.4	2.8	277	1354	.3	1.4	184	920	.2	1.4
KHHT-FM																				
WI '03	513	6896	.5	2.3	368	4776	.4	3.1	245	820	.2	1.9	495	1737	.5	2.5	352	1091	.3	2.5
4-Book	526	7015	.5	2.3	346	4560	.4	2.9	248	858	.2	1.8	504	1739	.5	2.6	387	1262	.4	2.8
KHJ -AM																				
WI '03	250	2127	.2	1.1	139	1346	.1	1.2	166	430	.2	1.3	240	504	.2	1.2	192	408	.2	1.4
4-Book	222	2029	.2	1.0	101	1071	.1	.9	123	342	.1	.9	176	432	.2	.9	139	308	.1	1.0
KIIS-FM																				
WI '03	834	14062	.8	3.7	566	8746	.5	4.7	486	2105	.5	3.7	930	3698	.9	4.7	697	2302	.7	5.0
4-Book	847	14642	.8	3.8	561	9387	.5	4.7	520	2142	.5	3.8	920	3884	.9	4.7	707	2616	.7	5.1
KVVS-FM																				
WI '03	26	438	.1	.2	21	296	.2	.2	10	42	.1	.2	40	98	.2	.2	21	94	.2	.2
4-Book	42	616	.2	.2	26	396	.2	.2	22	82	.2	.2	48	183	.2	.2	44	157	.3	.3
KJLH-FM																				
WI '03	267	2982	.3	1.2	245	2651	.2	2.0	181	491	.2	1.4	325	975	.3	1.6	193	577	.2	1.4
4-Book	294	2995	.3	1.3	283	2654	.3	2.4	209	594	.2	1.6	322	853	.3	1.7	240	678	.2	1.7

Target Listener Estimates - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	672	10336	.6	3.0	377	6000	.4	3.1	344	1229	.3	2.6	691	2383	.7	3.5	476	1625	.5	3.4
4-Book	764	10520	.7	3.4	381	6134	.4	3.2	409	1290	.4	3.0	665	2449	.7	3.4	470	1685	.5	3.4
KKLA-FM																				
WI '03	166	1897	.2	.7	63	809	.1	.5	86	203	.1	.7	108	296	.1	.5	81	242	.1	.6
4-Book	146	1873	.2	.6	47	768	.1	.4	58	177	.1	.4	54	202	.1	.3	43	173	.1	.3
KLAC-AM																				
WI '03	159	2391	.2	.7	89	1311	.1	.7	80	281	.1	.6	101	324	.1	.5	121	384	.1	.9
4-Book	212	3127	.2	.9	96	1637	.1	.8	51	187	.1	.4	115	396	.1	.6	115	376	.1	.9
KLAX-FM																				
WI '03	589	6200	.6	2.6	372	4101	.4	3.1	422	1227	.4	3.2	606	1709	.6	3.0	416	1111	.4	3.0
4-Book	583	5915	.6	2.6	372	3867	.4	3.1	424	1125	.4	3.1	600	1582	.6	3.1	455	1189	.5	3.3
KLOS-FM																				
WI '03	571	7504	.5	2.5	250	3946	.2	2.1	212	697	.2	1.6	529	1747	.5	2.7	264	1022	.3	1.9
4-Book	551	7302	.5	2.5	233	3809	.2	2.0	212	739	.2	1.6	440	1568	.4	2.3	296	987	.3	2.2
KLSX-FM																				
WI '03	710	5891	.7	3.2	124	1780	.1	1.0	69	321	.1	.5	137	442	.1	.7	189	488	.2	1.4
4-Book	678	5669	.7	3.0	104	1718	.1	.9	83	305	.1	.6	103	379	.1	.5	122	375	.1	.9
KLTX-AM																				
WI '03	175	1034	.2	.8	127	819	.1	1.1	196	453	.2	1.5	192	431	.2	1.0	84	219	.1	.6
4-Book	176	942	.2	.8	114	754	.1	1.0	185	439	.2	1.4	182	376	.2	.9	110	255	.1	.8
KLVE-FM																				
WI '03	750	8275	.7	3.3	441	5231	.4	3.7	544	1534	.5	4.2	769	2111	.7	3.9	464	1514	.4	3.3
4-Book	751	8092	.7	3.3	424	5050	.4	3.6	538	1476	.5	4.0	739	1997	.7	3.8	382	1182	.4	2.8
KLYY-FM																				
WI '03	178	1887	.2	.8	120	1346	.1	1.0	132	383	.1	1.0	189	556	.2	.9	128	428	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	360	4632	.3	1.6	268	3173	.3	2.2	195	763	.2	1.5	439	1461	.4	2.2	386	1289	.4	2.8
4-Book	386	4461	.4	1.7	252	2921	.3	2.1	191	680	.2	1.4	388	1173	.4	2.0	308	987	.3	2.3
KNX -AM																				
WI '03	472	8150	.5	2.1	235	4532	.2	2.0	367	1402	.4	2.8	289	1524	.3	1.5	213	1036	.2	1.5
4-Book	488	7925	.5	2.2	247	4333	.2	2.1	418	1512	.4	3.1	313	1389	.3	1.6	194	859	.2	1.4
KOST-FM																				
WI '03	847	9333	.8	3.8	359	5261	.3	3.0	384	1249	.4	2.9	592	1965	.6	3.0	334	1254	.3	2.4
4-Book	850	9305	.8	3.8	405	5636	.4	3.4	468	1526	.5	3.4	710	2242	.7	3.7	450	1534	.4	3.3
KPWR-FM																				
WI '03	996	14669	1.0	4.4	684	10012	.7	5.7	552	2108	.5	4.2	1016	3729	1.0	5.1	877	3218	.8	6.3
4-Book	1038	14626	1.0	4.6	696	9730	.7	5.8	602	2157	.6	4.4	1085	3903	1.1	5.6	911	3143	.9	6.6
KRCD-FM																				
WI '03	237	2116	.2	1.1	169	1403	.2	1.4	220	491	.2	1.7	288	698	.3	1.4	192	559	.2	1.4
4-Book	209	1961	.2	1.0	116	1135	.1	1.0	149	357	.2	1.1	204	538	.2	1.1	136	387	.1	1.0
KRCV-FM																				
WI '03	163	1373	.2	.7	57	665	.1	.5	56	184	.1	.4	111	287	.1	.6	89	219	.1	.6
4-Book	153	1358	.2	.7	88	866	.1	.8	106	291	.1	.8	152	379	.2	.8	108	268	.1	.8
KRLA-AM																				
WI '03	206	1960	.2	.9	27	468	.2	.3	37	133	.3	.3	35	112	.2	.2	49	115	.4	.4
4-Book	185	1901	.2	.8	33	552	.3	.3	32	113	.3	.3	48	160	.3	.3	46	139	.4	.4
KRLH-AM																				
WI '03	1	15																		
4-Book	1	35				8							1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

		Persons 12+																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM		972	13168	.9	4.3	491	7591	.5	4.1	407	1771	.4	3.1	905	3347	.9	4.5	701	2293	.7	5.0
WI '03		963	13019	.9	4.3	528	7978	.5	4.4	422	1664	.4	3.1	917	3491	.9	4.7	696	2430	.7	5.1
4-Book																					
KRTH-FM		736	10122	.7	3.3	357	5646	.3	3.0	345	1395	.3	2.6	667	2491	.6	3.4	464	1565	.4	3.3
WI '03		717	9847	.7	3.2	388	5836	.4	3.3	368	1452	.4	2.7	759	2521	.7	3.9	491	1581	.5	3.6
4-Book																					
KSCA-FM		922	6357	.9	4.1	364	3788	.3	3.0	933	1823	.9	7.1	513	1604	.5	2.6	490	1119	.5	3.5
WI '03		954	6425	.9	4.2	396	3836	.4	3.3	1158	2166	1.1	8.4	603	1721	.6	3.1	335	848	.4	2.4
4-Book																					
KSPN-AM		117	1595	.1	.5	30	599	.2	.2	38	158	.3	.3	52	220	.3	.3	27	140	.2	.2
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KSSE-FM		346	4690	.3	1.5	235	3077	.2	2.0	175	622	.2	1.3	538	1488	.5	2.7	294	856	.3	2.1
WI '03		259	3702	.3	1.1	158	2295	.1	1.3	142	473	.2	1.0	329	956	.3	1.7	194	620	.2	1.4
4-Book																					
KSUR-AM		66	906	.1	.3	57	701	.1	.5	31	146	.2	.2	89	315	.1	.4	63	250	.1	.5
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KTNQ-AM		126	1088	.1	.6	74	829	.1	.6	97	233	.1	.7	158	364	.2	.8	73	150	.1	.5
WI '03		114	1146	.1	.5	66	771	.1	.6	119	264	.1	.9	110	261	.1	.6	60	165	.1	.4
4-Book																					
KTWV-FM		632	6687	.6	2.8	338	4475	.3	2.8	306	1002	.3	2.3	611	1971	.6	3.1	400	1279	.4	2.9
WI '03		754	6999	.8	3.3	395	4623	.4	3.3	386	1267	.4	2.8	675	1973	.7	3.5	486	1403	.5	3.5
4-Book																					
KWIZ-FM		156	1694	.1	.7	98	1071	.1	.8	109	330	.1	.8	132	395	.1	.7	117	342	.1	.8
WI '03		195	1849	.2	.9	126	1266	.1	1.1	129	369	.1	.9	222	599	.2	1.2	149	385	.1	1.1
4-Book																					
KWKW-AM		126	943	.1	.6	42	448	.3	.3	59	191	.1	.5	100	210	.1	.5	27	102	.2	.2
WI '03		118	922	.1	.5	41	462	.3	.3	81	191	.1	.6	68	186	.1	.3	30	93	.2	.2
4-Book																					
KWVE-FM		133	1663	.1	.6	61	978	.1	.5	64	218	.1	.5	79	304	.1	.4	58	186	.1	.4
WI '03		130	1765	.1	.6	63	1073	.1	.5	66	242	.1	.5	80	326	.1	.4	66	210	.1	.5
4-Book																					
KXOL-FM		482	4638	.5	2.1	284	3140	.3	2.4	343	978	.3	2.6	623	1551	.6	3.1	278	769	.3	2.0
WI '03		511	4868	.5	2.3	299	3081	.3	2.5	361	912	.4	2.6	607	1488	.6	3.1	357	975	.4	2.6
4-Book																					
KYSR-FM		490	8772	.5	2.2	188	4251	.2	1.6	112	705	.1	.9	342	1452	.3	1.7	216	1157	.2	1.6
WI '03		549	8851	.5	2.5	219	4532	.2	1.9	177	878	.2	1.3	425	1752	.4	2.2	331	1324	.3	2.4
4-Book																					
+KZAB-FM		112	1131	.1	.5	71	741	.1	.6	65	175	.1	.5	90	251	.1	.5	87	211	.1	.6
KFSG-FM		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KZLA-FM		504	5956	.5	2.2	275	3928	.3	2.3	274	1052	.3	2.1	494	1803	.5	2.5	368	1338	.4	2.7
WI '03		516	5791	.5	2.3	265	3728	.3	2.2	276	1063	.3	2.0	503	1755	.5	2.6	342	1233	.4	2.5
4-Book																					
KGGI-FM		74	2006	.1	.3	76	1455	.1	.6	42	224	.3	.3	123	538	.1	.6	94	388	.1	.7
WI '03		75	2021	.1	.3	70	1299	.1	.6	40	220	.3	.3	99	458	.1	.5	97	381	.1	.7
4-Book																					
TOTALS		22455	97297	21.6		12027	80628	11.6		13066	36746	12.6		19910	49745	19.1		13882	37095	13.3	
WI '03		22570	96208	21.9		11943	79749	11.6		13650	36659	13.3		19451	48940	18.9		13805	36654	13.4	
4-Book																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	156	489	.1	1.9	281	681	.3	3.1	221	735	.2	1.5	141	505	.1	1.3	121	413	.1	1.9
4-Book	134	433	.1	1.7	263	699	.3	2.9	223	713	.2	1.6	161	537	.2	1.5	111	390	.1	1.8
KBIG-FM																				
WI '03	310	1072	.3	3.8	170	577	.2	1.9	335	1302	.3	2.3	231	981	.2	2.1	76	424	.1	1.2
4-Book	282	991	.3	3.5	156	579	.2	1.7	341	1251	.3	2.4	199	773	.2	1.8	106	529	.1	1.7
KBLA-AM																				
WI '03	13	84	.2		28	104	.3		43	134	.3		92	191	.1	.8	10	52		.2
4-Book	25	97	.3		30	81	.3		49	142	.3		82	178	.1	.8	19	66		.3
KBUA-FM																				
WI '03	26	83	.3		49	138	.5		109	277	.1	.7	75	153	.1	.7	22	87		.3
4-Book	43	130	.5		41	109	.4		83	203	.1	.6	49	126	.1	.5	23	83		.3
KBUE-FM																				
WI '03	275	932	.3	3.4	273	739	.3	3.0	474	1305	.5	3.3	409	1091	.4	3.7	224	721	.2	3.6
4-Book	231	745	.3	2.9	250	657	.3	2.7	443	1184	.4	3.1	355	934	.4	3.3	194	577	.2	3.1
KCBS-FM																				
WI '03	154	740	.1	1.9	92	435	.1	1.0	340	1311	.3	2.3	277	1154	.3	2.5	101	432	.1	1.6
4-Book	148	715	.1	1.8	137	580	.2	1.5	316	1290	.3	2.2	275	1056	.3	2.5	125	520	.1	2.0
KDIS-AM																				
WI '03	38	185	.5		41	164	.5		114	420	.1	.8	58	191	.1	.5	30	151		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	51	218	.6		24	121	.3		72	287	.1	.5	36	170		.3	18	43		.3
4-Book	31	118	.4		26	97	.3		55	219	.1	.4	25	103		.2	19	54		.3
+KDLE-FM																				
KSSD-FM																				
WI '03	49	176	.6		22	66	.2		42	256	.3		69	219	.1	.6	27	162		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	151	546	.1	1.9	248	790	.2	2.8	212	820	.2	1.5	203	605	.2	1.8	167	652	.2	2.7
4-Book	139	457	.1	1.7	294	919	.3	3.2	346	1085	.4	2.5	191	567	.2	1.7	167	564	.2	2.7
KFSH-FM																				
WI '03	53	226	.1	.7	138	782	.1	1.5	147	731	.1	1.0	86	460	.1	.8	33	172		.5
4-Book	39	204	.5		106	577	.1	1.2	115	611	.1	.8	90	394	.1	.8	39	219		.6
KFWB-AM																				
WI '03	120	604	.1	1.5	320	1232	.3	3.6	246	1204	.2	1.7	193	779	.2	1.7	106	536	.1	1.7
4-Book	102	539	.1	1.3	291	1194	.3	3.2	208	1079	.2	1.5	156	722	.1	1.4	107	586	.1	1.7
KHHT-FM																				
WI '03	314	1023	.3	3.9	223	710	.2	2.5	298	1066	.3	2.0	331	1235	.3	3.0	623	1376	.6	9.9
4-Book	296	1008	.3	3.7	176	616	.2	1.9	321	1120	.3	2.3	310	1098	.3	2.9	474	1159	.5	7.5
KHJ -AM																				
WI '03	74	230	.1	.9	127	294	.1	1.4	112	270	.1	.8	126	298	.1	1.1	83	280	.1	1.3
4-Book	48	157	.1	.6	97	250	.1	1.1	122	297	.1	.9	76	199	.1	.7	36	129		.6
KIIS-FM																				
WI '03	482	1873	.5	6.0	294	1114	.3	3.3	743	3019	.7	5.1	548	2015	.5	4.9	302	1235	.3	4.8
4-Book	477	1932	.5	6.0	354	1392	.4	3.9	675	2867	.6	4.8	512	2048	.5	4.7	292	1307	.3	4.6
KVVS-FM																				
WI '03	6	22	.1		18	64	.2		39	127	.3		27	99	.2		4	37		.1
4-Book	18	79	.2		16	58	.2		32	125	.2		20	78	.2		9	46		.2
KJLH-FM																				
WI '03	135	448	.1	1.7	259	836	.2	2.9	400	1242	.4	2.7	396	811	.4	3.5	77	250	.1	1.2
4-Book	142	439	.1	1.8	376	1040	.4	4.1	484	1329	.5	3.4	385	778	.4	3.5	122	380	.1	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	416	1377	.4	5.2	204	829	.2	2.3	269	1327	.3	1.8	297	1158	.3	2.7	285	978	.3	4.5
4-Book	341	1280	.3	4.3	229	790	.2	2.5	337	1500	.4	2.4	322	1285	.3	3.0	260	1041	.3	4.1
KLAX-FM																				
WI '03	25	81	.3		95	391	.1	1.1	54	268	.1	.4	47	161	.4		16	85	.3	
4-Book	29	102	.4		76	288	.1	.9	50	224	.1	.4	33	134	.3		35	125	.6	
KLAC-AM																				
WI '03	66	242	.1	.8	51	150	.6		103	304	.1	.7	118	484	.1	1.1	73	302	.1	1.2
4-Book	88	317	.1	1.1	38	119	.4		101	416	.1	.7	194	659	.2	1.8	67	292	.1	1.1
KLAX-FM																				
WI '03	252	739	.2	3.1	301	911	.3	3.3	533	1459	.5	3.7	299	809	.3	2.7	140	520	.1	2.2
4-Book	254	722	.2	3.2	265	789	.3	2.9	509	1317	.5	3.6	316	869	.3	2.9	150	544	.2	2.4
KLCS-FM																				
WI '03	72	433	.1	.9	118	500	.1	1.3	336	1278	.3	2.3	306	988	.3	2.7	145	518	.1	2.3
4-Book	136	560	.1	1.7	112	418	.1	1.3	262	1056	.2	1.9	281	962	.3	2.6	120	500	.1	1.9
KLSX-FM																				
WI '03	49	256	.6		162	538	.2	1.8	239	743	.2	1.6	118	325	.1	1.1	33	157	.5	
4-Book	30	154	.4		177	577	.2	2.0	204	672	.2	1.4	93	273	.1	.9	31	137	.5	
KLTX-AM																				
WI '03	85	312	.1	1.1	152	354	.1	1.7	173	388	.2	1.2	87	222	.1	.8	47	200	.7	
4-Book	73	237	.1	.9	135	344	.1	1.5	120	314	.1	.9	79	209	.1	.7	36	138	.6	
KLVE-FM																				
WI '03	344	1201	.3	4.3	330	1119	.3	3.7	518	1524	.5	3.6	323	991	.3	2.9	214	803	.2	3.4
4-Book	348	1079	.3	4.3	338	1057	.4	3.7	529	1601	.5	3.8	301	852	.3	2.8	189	685	.2	3.0
KLYY-FM																				
WI '03	99	347	.1	1.2	48	174	.5		166	511	.2	1.1	127	307	.1	1.1	63	169	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM																				
WI '03	163	703	.2	2.0	235	840	.2	2.6	322	1100	.3	2.2	324	908	.3	2.9	96	423	.1	1.5
4-Book	159	639	.2	2.0	180	662	.2	2.0	358	1087	.4	2.5	286	846	.3	2.6	140	510	.1	2.2
KNX -AM																				
WI '03	172	737	.2	2.1	245	956	.2	2.7	282	1275	.3	1.9	149	721	.1	1.3	169	802	.2	2.7
4-Book	196	841	.2	2.4	289	1087	.3	3.2	241	1018	.3	1.7	143	687	.1	1.3	191	872	.2	3.0
KOST-FM																				
WI '03	310	1133	.3	3.8	303	1180	.3	3.4	419	1581	.4	2.9	281	1041	.3	2.5	219	787	.2	3.5
4-Book	285	1127	.3	3.6	301	1116	.3	3.3	449	1620	.5	3.2	330	1106	.3	3.0	234	905	.2	3.8
KPWR-FM																				
WI '03	642	2530	.6	8.0	387	1493	.4	4.3	742	2798	.7	5.1	667	2556	.6	6.0	541	1822	.5	8.6
4-Book	662	2539	.6	8.3	385	1378	.4	4.2	719	2665	.7	5.1	667	2383	.7	6.1	492	1795	.5	7.8
KRCD-FM																				
WI '03	133	420	.1	1.6	129	327	.1	1.4	226	559	.2	1.6	99	279	.1	.9	56	206	.1	.9
4-Book	89	282	.1	1.1	71	227	.1	.8	133	370	.2	1.0	96	273	.1	.9	48	168	.1	.8
KRCV-FM																				
WI '03	36	120	.4		40	121	.4		62	202	.1	.4	58	117	.1	.5	9	26	.1	
4-Book	55	182	.1	.7	60	162	.1	.7	113	282	.1	.8	77	181	.1	.7	35	108	.6	
KRLA-AM																				
WI '03	6	13	.1		29	74	.3		17	73	.1		22	89	.2		25	90	.4	
4-Book	20	68	.3		32	99	.3		20	88	.1		42	132	.4		26	106	.4	
KRLH-AM																				
WI '03						4							1	4						
4-Book																				

Target Listener Estimates - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

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																				
WI '03	7	174	.2		7	82	.2		9	92	.3		11	101	.3		7	70	.3	
FA '02	3	163	.1		4	43	.1		1	42			7	71	.2		2	41	.1	
SU '02	3	141	.1		3	75	.1		5	63	.1		2	54			5	28	.2	
SP '02	6	192	.2		1	41			5	63	.2		14	118	.1	.3	6	59	.2	
4-Book	5	168	.2		4	60	.1		5	65	.2		9	86	.2		5	50	.2	
WI '02	1	74			1	19			1	26			1	25			1	43		
KBIG-FM																				
WI '03	64	1837	.3	1.9	57	773	.2	1.4	97	862	.4	2.8	90	701	.4	2.1	49	488	.2	1.8
FA '02	51	1898	.2	1.5	52	771	.2	1.3	82	639	.3	2.3	66	749	.3	1.5	21	545	.1	.8
SU '02	51	1882	.2	1.5	31	500	.1	.8	82	823	.3	2.0	68	821	.3	1.6	31	503	.1	1.2
SP '02	54	2061	.2	1.7	60	676	.3	1.5	69	822	.3	2.1	86	985	.4	2.1	30	641	.1	1.2
4-Book	55	1920	.2	1.7	50	680	.2	1.3	83	787	.3	2.3	78	814	.4	1.8	33	544	.1	1.3
WI '02	53	1814	.2	1.7	40	507	.2	1.1	88	731	.4	2.8	82	782	.3	2.0	33	417	.1	1.4
KBLA-AM																				
WI '03	11	260	.3		7	79	.2		25	136	.1	.7	25	155	.1	.6	2	35	.1	
FA '02	10	164	.3		12	74	.3		10	73	.3		24	75	.1	.5	1	13		
SU '02	4	129	.1		3	34	.1		9	52	.2		8	62	.2		1	31		
SP '02	7	135	.2		12	66	.1	.3	14	41	.1	.4	7	36	.2			11		
4-Book	8	172	.2		9	63	.2		15	76	.1	.4	16	82	.1	.4	1	23		
WI '02	4	172	.1		3	45	.1		6	69	.2		3	42	.1		2	69	.1	
KBUA-FM																				
WI '03	17	360	.1	.5	26	156	.1	.6	14	191	.1	.4	19	198	.1	.4	18	145	.1	.7
FA '02	53	584	.2	1.5	70	323	.3	1.7	56	285	.2	1.6	69	315	.3	1.6	48	266	.2	1.7
SU '02	16	295	.1	.5	21	157	.1	.6	26	191	.1	.6	15	165	.1	.4	7	119	.3	
SP '02	18	324	.1	.6	46	150	.2	1.2	17	152	.1	.5	15	108	.1	.4	9	129	.3	
4-Book	26	391	.1	.8	41	197	.2	1.0	28	205	.1	.8	30	197	.2	.7	21	165	.1	.8
WI '02	18	228	.1	.6	28	144	.1	.8	19	135	.1	.6	22	111	.1	.5	12	86	.1	.5
KBUE-FM																				
WI '03	183	2360	.7	5.4	176	1101	.7	4.4	190	1247	.8	5.5	225	1587	.9	5.2	168	1134	.7	6.1
FA '02	192	2372	.8	5.6	229	1212	.9	5.6	204	1100	.8	5.7	240	1359	1.0	5.4	143	1040	.6	5.2
SU '02	160	2057	.7	4.8	209	1062	.9	5.6	179	1164	.8	4.3	210	1185	.9	5.0	112	857	.5	4.4
SP '02	151	1881	.6	4.7	203	1086	.9	5.1	191	1048	.8	5.9	172	1054	.7	4.2	92	827	.4	3.6
4-Book	172	2168	.7	5.1	204	1115	.9	5.2	191	1140	.8	5.4	212	1296	.9	5.0	129	965	.6	4.8
WI '02	128	1903	.5	4.2	135	977	.6	3.8	143	863	.6	4.5	184	1151	.8	4.5	87	760	.4	3.6
KCBS-FM																				
WI '03	57	1534	.2	1.7	72	610	.3	1.8	81	650	.3	2.4	81	789	.3	1.9	40	480	.2	1.5
FA '02	41	1563	.2	1.2	43	573	.2	1.0	45	623	.2	1.3	69	820	.3	1.6	28	489	.1	1.0
SU '02	59	1782	.2	1.8	61	638	.3	1.6	77	869	.3	1.8	78	810	.3	1.9	36	518	.2	1.4
SP '02	47	1833	.2	1.5	36	649	.2	.9	39	761	.2	1.2	68	903	.3	1.7	47	638	.2	1.8
4-Book	51	1678	.2	1.6	53	618	.3	1.3	61	726	.3	1.7	74	831	.3	1.8	38	531	.2	1.4
WI '02	50	1418	.2	1.6	57	527	.2	1.6	78	759	.3	2.5	64	665	.3	1.6	26	407	.1	1.1
KDIS-AM																				
WI '03	24	740	.1	.7	25	322	.1	.6	20	263	.1	.6	30	356	.1	.7	13	169	.1	.5
FA '02	20	787	.1	.6	41	444	.2	1.0	14	244	.1	.4	33	431	.1	.7	10	198		.4
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	29	1041	.1	.9	34	408	.1	.9	22	344	.1	.7	46	420	.2	1.1	23	266	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	22	495	.1	.7	20	204	.1	.6	17	234	.1	.5	29	236	.1	.7	10	121		.4
+KDLD-FM																				
KSSC-FM																				
WI '03	28	661	.1	.8	22	276	.1	.5	30	317	.1	.9	34	354	.1	.8	23	288	.1	.8
FA '02	28	511	.1	.8	33	203	.1	.8	38	204	.2	1.1	35	201	.1	.8	15	190	.1	.5
SU '02	16	387	.1	.5	21	138	.1	.6	19	211	.1	.5	17	192	.1	.4	10	149		.4
SP '02	9	357	.3		12	179	.1	.3	11	141	.3		8	128	.2		6	100	.2	
4-Book	20	479	.1	.6	22	199	.1	.6	25	218	.1	.7	24	219	.1	.6	14	182	.1	.5
WI '02	7	234	.2		4	76	.1		6	80	.2		9	66	.2		4	95		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KDLE-FM																				
KSSD-FM																				
WI '03	31	652	.1	.9	22	258	.1	.5	47	330	.2	1.4	52	452	.2	1.2	15	249	.1	.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	23	581	.1	.7	24	243	.1	.6	18	190	.1	.5	20	202	.1	.5	38	157	.2	1.4
FA '02	14	362	.1	.4	13	128	.1	.3	17	163	.1	.5	22	130	.1	.5	17	69	.1	.6
SU '02	25	575	.1	.7	22	236	.1	.6	38	346	.2	.9	41	338	.2	1.0	24	217	.1	.9
SP '02	16	423	.1	.5	14	72	.1	.4	19	182	.1	.6	4	91	.1	.1	39	182	.2	1.5
4-Book	20	485	.1	.6	18	170	.1	.5	23	220	.1	.6	22	190	.1	.5	30	156	.2	1.1
WI '02	15	388	.1	.5	13	200	.1	.4	7	121	.2	.2	25	161	.1	.6	28	117	.1	1.2
KFSH-FM																				
WI '03	20	554	.1	.6	23	275	.1	.6	17	215	.1	.5	27	292	.1	.6	12	176		.4
FA '02	28	575	.1	.8	28	231	.1	.7	34	265	.1	1.0	54	366	.2	1.2	16	238	.1	.6
SU '02	16	547	.1	.5	15	222	.1	.4	21	325	.1	.5	26	331	.1	.6	13	192	.1	.5
SP '02	17	529	.1	.5	23	259	.1	.6	14	124	.1	.4	23	239	.1	.6	9	137		.3
4-Book	20	551	.1	.6	22	247	.1	.6	22	232	.1	.6	33	307	.1	.8	13	186	.1	.5
WI '02	15	539	.1	.5	20	263	.1	.6	7	178	.2	.2	26	271	.1	.6	11	196		.5
KFWB-AM																				
WI '03	5	284		.1	13	194	.1	.3	4	114	.1	.1	8	144		.2		14		
FA '02	3	180		.1	7	75		.2	4	93		.1	3	89		.1		11		
SU '02	3	266		.1	8	155		.2	7	71		.2	2	37						
SP '02	6	241		.2	15	188	.1	.4		31			13	146	.1	.3	4	70		.2
4-Book	4	243		.1	11	153	.1	.3	4	77		.1	7	104		.2	1	24		.1
WI '02	4	351		.1	13	244	.1	.4	4	101	.1	.1	3	81		.1	3	94		.1
KHHT-FM																				
WI '03	155	3569	.6	4.6	137	1568	.6	3.4	137	1417	.6	4.0	176	1699	.7	4.1	174	1615	.7	6.3
FA '02	174	3761	.7	5.1	146	1394	.6	3.5	194	1442	.8	5.5	182	1796	.7	4.1	178	1743	.7	6.5
SU '02	131	3503	.6	3.9	92	1127	.4	2.5	154	1688	.6	3.7	142	1562	.6	3.4	120	1399	.5	4.7
SP '02	145	3283	.6	4.5	127	1138	.5	3.2	192	1367	.8	5.9	185	1505	.8	4.5	116	1402	.5	4.5
4-Book	151	3529	.6	4.5	126	1307	.5	3.2	169	1479	.7	4.8	171	1641	.7	4.0	147	1540	.6	5.5
WI '02	153	3506	.6	5.0	140	1429	.6	3.9	129	1107	.5	4.1	131	1386	.6	3.2	201	1535	.8	8.4
KHJ -AM																				
WI '03	7	253		.2	10	76		.2	6	100		.2	7	76		.2	4	60		.1
FA '02	13	308	.1	.4	14	102	.1	.3	27	171	.1	.8	11	150		.2	4	37		.1
SU '02	13	318	.1	.4	20	89	.1	.5	27	172	.1	.6	15	115	.1	.4	4	83		.2
SP '02	8	249		.3	12	136	.1	.3	9	115		.3	10	80		.2	4	54		.2
4-Book	10	282	.1	.3	14	101	.1	.3	17	140	.1	.5	11	105	.1	.3	4	59	.2	.2
WI '02	14	258	.1	.5	15	116	.1	.4	21	178	.1	.7	19	113	.1	.5	7	60		.3
KIIS-FM																				
WI '03	319	8253	1.3	9.4	357	3792	1.5	8.8	293	3603	1.2	8.5	416	4513	1.7	9.6	264	3250	1.1	9.6
FA '02	315	8123	1.3	9.2	408	4308	1.7	9.9	241	3421	1.0	6.8	444	4692	1.8	10.1	255	3086	1.0	9.3
SU '02	395	8980	1.7	11.8	383	4098	1.6	10.3	494	4755	2.1	11.8	516	5029	2.2	12.4	318	3780	1.3	12.5
SP '02	295	7919	1.2	9.2	320	3517	1.3	8.0	257	3331	1.1	7.9	358	4456	1.5	8.8	281	3195	1.2	10.9
4-Book	331	8319	1.4	9.9	367	3929	1.5	9.3	321	3778	1.4	8.8	434	4673	1.8	10.2	280	3328	1.2	10.6
WI '02	293	8204	1.2	9.6	354	3975	1.5	10.0	274	3286	1.2	8.7	436	4787	1.8	10.6	204	2924	.9	8.5
KVVS-FM																				
WI '03	11	271		.3	17	188	.1	.4	7	136		.2	12	131		.3	8	80		.3
FA '02	10	294		.3	9	135		.2	8	142		.2	18	163	.1	.4	5	146		.2
SU '02	19	516	.1	.6	17	202	.1	.5	29	368	.1	.7	17	269	.1	.4	11	179		.4
SP '02	16	351	.1	.5	28	216	.1	.7	12	159	.1	.4	23	217	.1	.6	10	112		.4
4-Book	14	358	.1	.4	18	185	.1	.5	14	201	.1	.4	18	195	.1	.4	9	129	.3	.3
WI '02	20	394	.1	.7	34	308	.1	1.0	18	189	.1	.6	23	266	.1	.6	14	150	.1	.6

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

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

Target Listener 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																			
WI '03	33	891	.1	1.0	24	292	.1	.6	35	280	.1	1.0	35	334	.1	.8	32	317	.1	1.2
FA '02	32	811	.1	.9	31	329	.1	.8	25	236	.1	.7	28	341	.1	.6	39	313	.2	1.4
SU '02	24	669	.1	.7	23	170	.1	.6	21	206	.1	.5	20	245	.1	.5	18	165	.1	.7
SP '02	25	754	.1	.8	18	241	.1	.5	17	234	.1	.5	24	280	.1	.6	17	216	.1	.7
4-Book	29	781	.1	.9	24	258	.1	.6	25	239	.1	.7	27	300	.1	.6	27	253	.1	1.0
WI '02	36	885	.2	1.2	33	310	.1	.9	18	213	.1	.6	36	388	.2	.9	31	318	.1	1.3
KBFT-FM																				
WI '03	234	6578	1.0	6.9	324	3001	1.3	8.0	182	2680	.7	5.3	293	3343	1.2	6.8	199	2582	.8	7.2
FA '02	258	6761	1.1	7.5	381	3226	1.6	9.3	218	2805	.9	6.1	347	3738	1.4	7.9	189	2662	.8	6.9
SU '02	256	6504	1.1	7.6	345	2564	1.5	9.2	299	3272	1.3	7.1	301	3353	1.3	7.2	185	2531	.8	7.3
SP '02	253	6432	1.1	7.9	358	2936	1.5	9.0	205	2887	.9	6.3	339	3863	1.4	8.3	214	2619	.9	8.3
4-Book	250	6569	1.1	7.5	352	2932	1.5	8.9	226	2911	1.0	6.2	320	3574	1.3	7.6	197	2599	.8	7.4
WI '02	228	6213	1.0	7.5	304	2815	1.3	8.6	218	2592	.9	6.9	322	3435	1.4	7.8	180	2442	.8	7.5
KKLA-FM																				
WI '03	6	181	.2		14	113	.1	.3	7	94	.2		4	80	.1		3	58	.1	
FA '02	3	183	.1		9	128	.2		1	27			5	40	.1		1	28		
SU '02	4	146	.1		4	50	.1		6	58	.1		3	22	.1					
SP '02	2	106	.1		4	48	.1						1	29				14		
4-Book	4	154	.1		8	85	.2		4	45	.1		3	43	.1		1	25		
WI '02	2	86	.1		5	38	.1		2	30	.1		3	35	.1		1	42		
KLAC-AM																				
WI '03	2	155	.1		1	27			1	11			2	23			5	73	.2	
FA '02	3	196	.1		6	29	.1		4	32	.1		3	48	.1		3	109	.1	
SU '02	5	144	.1		1	12			4	42	.1		8	58	.2		8	74	.3	
SP '02	9	329	.3							15			9	134	.2		14	154	.1	
4-Book	5	206	.2		2	17			2	25	.1		6	66	.1		8	103	.3	
WI '02	5	172	.2		3	13	.1		3	21	.1		11	102	.3		8	107	.3	
KLAX-FM																				
WI '03	132	2196	.5	3.9	162	1030	.7	4.0	165	1141	.7	4.8	130	917	.5	3.0	88	720	.4	3.2
FA '02	103	2073	.4	3.0	135	950	.6	3.3	150	1028	.6	4.2	104	1020	.4	2.4	52	732	.2	1.9
SU '02	110	1955	.5	3.3	104	715	.4	2.8	170	1107	.7	4.1	145	1032	.6	3.5	50	619	.2	2.0
SP '02	125	2032	.5	3.9	132	725	.6	3.3	152	1015	.6	4.7	149	1005	.6	3.7	74	616	.3	2.9
4-Book	118	2064	.5	3.5	133	855	.6	3.4	159	1073	.7	4.5	132	994	.5	3.2	66	672	.3	2.5
WI '02	98	1996	.4	3.2	72	739	.3	2.0	102	889	.4	3.2	120	903	.5	2.9	78	630	.3	3.3
KLOS-FM																				
WI '03	45	1666	.2	1.3	51	603	.2	1.3	41	568	.2	1.2	65	763	.3	1.5	42	451	.2	1.5
FA '02	48	1491	.2	1.4	64	630	.3	1.6	53	611	.2	1.5	68	680	.3	1.5	31	388	.1	1.1
SU '02	69	1931	.3	2.1	78	809	.3	2.1	99	967	.4	2.4	79	889	.3	1.9	46	572	.2	1.8
SP '02	49	1627	.2	1.5	49	571	.2	1.2	54	655	.2	1.7	75	756	.3	1.8	40	574	.2	1.6
4-Book	53	1679	.2	1.6	61	653	.3	1.6	62	700	.3	1.7	72	772	.3	1.7	40	496	.2	1.5
WI '02	33	1331	.1	1.1	34	457	.1	1.0	34	452	.1	1.1	62	605	.3	1.5	26	432	.1	1.1
KLSX-FM																				
WI '03	52	918	.2	1.5	65	463	.3	1.6	57	318	.2	1.7	125	540	.5	2.9	29	280	.1	1.1
FA '02	46	810	.2	1.3	97	441	.4	2.4	46	245	.2	1.3	87	300	.4	2.0	19	181	.1	.7
SU '02	29	784	.1	.9	61	340	.3	1.6	33	310	.1	.8	61	381	.3	1.5	9	126		.4
SP '02	55	751	.2	1.7	165	480	.7	4.1	75	383	.3	2.3	47	269	.2	1.2	14	184	.1	.5
4-Book	46	816	.2	1.4	97	431	.4	2.4	53	314	.2	1.5	80	373	.4	1.9	18	193	.1	.7
WI '02	34	894	.1	1.1	79	524	.3	2.2	39	288	.2	1.2	59	408	.2	1.4	10	174		.4
KLTX-AM																				
WI '03	20	262	.1	.6	18	102	.1	.4	15	111	.1	.4	26	118	.1	.6	15	107	.1	.5
FA '02	13	149	.1	.4	14	109	.1	.3	3	33			20	109	.1	.5	18	100	.1	.7
SU '02	27	196	.1	.8	45	128	.2	1.2	47	136	.2	1.1	20	108	.1	.5	15	91	.1	.6
SP '02	26	206	.1	.8	30	115	.1	.8	30	81	.1	.9	37	114	.2	.9	10	82		.4
4-Book	22	203	.1	.7	27	114	.1	.7	24	90	.1	.6	26	112	.1	.6	15	95	.1	.6
WI '02	17	139	.1	.6	24	99	.1	.7	12	83	.1	.4	29	97	.1	.7	13	79	.1	.5

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	
KLVE-FM																				
WI '03	85	2053	.3	2.5	86	879	.4	2.1	105	952	.4	3.1	85	968	.3	2.0	76	949	.3	2.8
FA '02	96	2088	.4	2.8	111	860	.5	2.7	120	854	.5	3.4	104	936	.4	2.4	66	756	.3	2.4
SU '02	59	1727	.2	1.8	59	632	.2	1.6	80	873	.3	1.9	56	656	.2	1.3	50	583	.2	2.0
SP '02	58	1669	.2	1.8	85	783	.4	2.1	64	596	.3	2.0	65	706	.3	1.6	43	543	.2	1.7
4-Book	75	1884	.3	2.2	85	789	.4	2.1	92	819	.4	2.6	78	817	.3	1.8	59	708	.3	2.2
WI '02	82	1938	.3	2.7	99	880	.4	2.8	101	777	.4	3.2	96	793	.4	2.3	64	667	.3	2.7
KLYY-FM																				
WI '03	31	711	.1	.9	26	308	.1	.6	35	409	.1	1.0	42	358	.2	1.0	23	286	.1	.8
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	19	638	.1	.6	17	204	.1	.4	20	206	.1	.6	14	220	.1	.3	24	245	.1	.9
FA '02	19	714	.1	.6	12	226	.1	.3	21	202	.1	.6	25	243	.1	.6	23	304	.1	.8
SU '02	17	511	.1	.5	18	169	.1	.5	32	239	.1	.8	18	191	.1	.4	13	176	.1	.5
SP '02	15	494	.1	.5	15	193	.1	.4	16	169	.1	.5	13	181	.1	.3	15	186	.1	.6
4-Book	18	589	.1	.6	16	198	.1	.4	22	204	.1	.6	18	209	.1	.4	19	228	.1	.7
WI '02	9	502	.3	.3	4	138	.1	.1	7	170	.2	.2	19	257	.1	.5	9	171	.1	.4
KNX -AM																				
WI '03	11	502	.3	.3	16	203	.1	.4	15	184	.1	.4	13	172	.1	.3	10	98	.1	.4
FA '02	6	457	.2	.2	14	247	.1	.3	3	101	.1	.1	3	63	.1	.1	4	80	.1	.1
SU '02	7	437	.2	.2	7	145	.2	.2	5	122	.1	.1	11	165	.3	.3	6	102	.2	.2
SP '02	4	260	.1	.1	6	106	.2	.2	2	63	.1	.1	2	73	.1	.1	5	80	.2	.2
4-Book	7	414	.2	.2	11	175	.1	.3	6	118	.2	.2	7	118	.2	.2	6	90	.2	.2
WI '02	6	298	.2	.2	20	170	.1	.6	3	75	.1	.1	6	107	.1	.1	2	56	.1	.1
KOST-FM																				
WI '03	78	2146	.3	2.3	76	741	.3	1.9	95	696	.4	2.8	88	917	.4	2.0	90	846	.4	3.3
FA '02	80	2264	.3	2.3	66	738	.3	1.6	122	709	.5	3.4	80	962	.3	1.8	71	966	.3	2.6
SU '02	60	1970	.3	1.8	46	610	.2	1.2	86	902	.4	2.1	53	712	.2	1.3	61	724	.3	2.4
SP '02	67	2044	.3	2.1	51	699	.2	1.3	68	719	.3	2.1	77	877	.3	1.9	89	882	.4	3.5
4-Book	71	2106	.3	2.1	60	697	.3	1.5	93	757	.4	2.6	75	867	.3	1.8	78	855	.4	3.0
WI '02	74	2280	.3	2.4	67	887	.3	1.9	92	707	.4	2.9	84	729	.4	2.0	73	855	.3	3.0
KPWR-FM																				
WI '03	545	10146	2.2	16.1	718	5758	2.9	17.8	486	4837	2.0	14.1	696	6458	2.8	16.1	458	4747	1.9	16.6
FA '02	578	10599	2.4	16.9	712	5941	2.9	17.3	475	4759	1.9	13.4	842	7152	3.4	19.1	467	4957	1.9	17.0
SU '02	526	10431	2.2	15.7	622	5098	2.6	16.7	571	5605	2.4	13.6	697	6581	2.9	16.8	429	4946	1.8	16.9
SP '02	492	9611	2.1	15.4	658	5071	2.8	16.5	351	4397	1.5	10.8	759	6298	3.2	18.6	407	4191	1.7	15.8
4-Book	535	10197	2.2	16.0	678	5467	2.8	17.1	471	4900	2.0	13.0	749	6622	3.1	17.7	440	4710	1.8	16.6
WI '02	511	9958	2.2	16.7	617	5268	2.6	17.4	463	4579	2.0	14.7	761	6420	3.2	18.5	399	4241	1.7	16.6
KRCD-FM																				
WI '03	19	386	.1	.6	29	182	.1	.7	18	163	.1	.5	18	201	.1	.4	18	141	.1	.7
FA '02	17	391	.1	.5	15	120	.1	.4	32	229	.1	.9	27	195	.1	.6	4	78	.1	.1
SU '02	4	213	.1	.1	5	76	.1	.1	8	123	.2	.2	5	50	.1	.1	1	10	.1	.1
SP '02	10	309	.3	.3	9	66	.2	.2	15	135	.1	.5	16	141	.1	.4	9	131	.1	.3
4-Book	13	325	.1	.4	15	111	.1	.4	18	163	.1	.5	17	147	.1	.4	8	90	.1	.3
WI '02	10	324	.3	.3	11	118	.3	.3	10	106	.3	.3	13	137	.1	.3	6	75	.3	.3
KRCV-FM																				
WI '03	6	152	.2	.2	5	65	.1	.1	8	65	.2	.2	13	78	.1	.3		10	.1	.1
FA '02	8	195	.2	.2	9	57	.2	.2	13	100	.1	.4	5	48	.1	.1	9	48	.1	.3
SU '02	17	320	.1	.5	11	126	.3	.3	23	141	.1	.5	17	136	.1	.4	15	120	.1	.6
SP '02	5	155	.2	.2	3	43	.1	.1	6	91	.2	.2	3	67	.1	.1	8	47	.1	.3
4-Book	9	206	.3	.3	7	73	.2	.2	13	99	.1	.3	10	82	.1	.2	8	56	.1	.3
WI '02	5	234	.2	.2	4	76	.1	.1	7	111	.2	.2	8	90	.2	.2	3	55	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

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
KRLA-AM																				
WI '03	1	75			2	38			2	25		.1	3	28		.1	1	26		
FA '02	1	76				29			1	21			2	24			1	13		
SU '02	9	155		.3	12	101		.1	10	89		.2	9	86		.2	8	89		.3
SP '02	2	41		.1	3	30		.1	6	30		.2		11						
4-Book	3	87		.1	4	50		.1	5	41		.1	4	37		.1	3	32		.1
WI '02	2	76		.1	2	24		.1	4	49		.1	5	39		.1	1	15		
KRLH-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '02																				
SU '02																				
SP '02																				
4-Book																				
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	363	7213	1.5	10.7	550	3938	2.2	13.6	317	3177	1.3	9.2	449	4234	1.8	10.4	304	3013	1.2	11.0
FA '02	363	7116	1.5	10.6	446	3563	1.8	10.8	318	3074	1.3	9.0	460	4122	1.9	10.4	354	3248	1.4	12.9
SU '02	386	7236	1.6	11.5	411	3225	1.7	11.0	387	3906	1.6	9.2	482	4358	2.0	11.6	417	3965	1.8	16.4
SP '02	378	7261	1.6	11.8	465	3521	2.0	11.7	307	3290	1.3	9.5	495	4447	2.1	12.1	372	3640	1.6	14.4
4-Book	373	7207	1.6	11.2	468	3562	1.9	11.8	332	3362	1.4	9.2	472	4290	2.0	11.1	362	3467	1.5	13.7
WI '02	397	7438	1.7	13.0	440	3555	1.9	12.4	386	3539	1.6	12.3	565	4775	2.4	13.8	324	3522	1.4	13.5
KRTH-FM																				
WI '03	52	2302	.2	1.5	65	849	.3	1.6	64	867	.3	1.9	64	875	.3	1.5	37	582	.2	1.3
FA '02	67	2407	.3	2.0	64	804	.3	1.6	77	758	.3	2.2	78	1067	.3	1.8	59	776	.2	2.1
SU '02	91	2633	.4	2.7	93	830	.4	2.5	122	1215	.5	2.9	122	1113	.5	2.9	75	768	.3	2.9
SP '02	85	2370	.4	2.7	86	899	.4	2.2	113	826	.5	3.5	117	1051	.5	2.9	61	783	.3	2.4
4-Book	74	2428	.3	2.2	77	846	.4	2.0	94	917	.4	2.6	95	1027	.4	2.3	58	727	.3	2.2
WI '02	53	2195	.2	1.7	56	705	.2	1.6	79	811	.3	2.5	67	928	.3	1.6	36	703	.2	1.5
KSCA-FM																				
WI '03	71	1524	.3	2.1	126	717	.5	3.1	51	530	.2	1.5	118	592	.5	2.7	22	339	.1	.8
FA '02	71	1453	.3	2.1	132	751	.5	3.2	84	547	.3	2.4	49	451	.2	1.1	36	439	.1	1.3
SU '02	77	1326	.3	2.3	182	707	.8	4.9	102	692	.4	2.4	55	409	.2	1.3	41	308	.2	1.6
SP '02	103	1827	.4	3.2	238	1039	1.0	6.0	129	954	.5	4.0	61	570	.3	1.5	32	408	.1	1.2
4-Book	81	1533	.3	2.4	170	804	.7	4.3	92	681	.4	2.6	71	506	.3	1.7	33	374	.1	1.2
WI '02	69	1350	.3	2.3	138	717	.6	3.9	95	548	.4	3.0	40	438	.2	1.0	51	477	.2	2.1
KSPN-AM																				
WI '03	6	225		.2	7	73		.2	9	128		.3	10	96		.2	2	22		.1
FA '02	1	87							1	27			2	40						
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	1	80				11											2	31		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	76	1917	.3	2.2	88	890	.4	2.2	80	808	.3	2.3	86	860	.4	2.0	53	762	.2	1.9
FA '02	54	1553	.2	1.6	59	648	.2	1.4	57	738	.2	1.6	73	711	.3	1.7	38	551	.2	1.4
SU '02	56	1525	.2	1.7	70	532	.3	1.9	90	799	.4	2.1	63	591	.3	1.5	20	324	.1	.8
SP '02	51	1175	.2	1.6	43	357	.2	1.1	75	585	.3	2.3	77	543	.3	1.9	44	393	.2	1.7
4-Book	59	1543	.2	1.8	65	607	.3	1.7	76	733	.3	2.1	75	676	.3	1.8	39	508	.2	1.5
WI '02	47	1392	.2	1.5	69	663	.3	1.9	51	611	.2	1.6	59	673	.2	1.4	26	437	.1	1.1
KSUR-AM																				
WI '03		14															1	14		
FA '02		16																		
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
KTNO-AM																				
WI '03	2	125	.1	2	29			2	53	.1		1	41			3	36	.1		
FA '02	4	135	.1	2	36			3	49	.1		4	64	.1		6	50	.2		
SU '02	2	138	.1	4	59		.1	3	46	.1		3	44	.1		1	29			
SP '02	5	101	.2	2	30		.1	6	31	.2		10	34	.2		5	50	.2		
4-Book	3	125	.1	3	39		.1	4	45	.1		5	46	.1		4	41	.1		
WI '02	9	212	.3	7	82		.2	15	67	.1	.5	9	84	.2		6	41	.3		
KTWV-FM																				
WI '03	31	626	.1	.9	24	197	.1	.6	45	253	.2	1.3	28	230	.1	.6	30	240	.1	1.1
FA '02	34	659	.1	1.0	36	275	.1	.9	60	294	.2	1.7	41	242	.2	.9	19	296	.1	.7
SU '02	28	535	.1	.8	15	126	.1	.4	45	221	.2	1.1	29	229	.1	.7	21	200	.1	.8
SP '02	21	536	.1	.7	20	253	.1	.5	21	197	.1	.6	37	235	.2	.9	15	121	.1	.6
4-Book	29	589	.1	.9	24	213	.1	.6	43	241	.2	1.2	34	234	.2	.8	21	214	.1	.8
WI '02	24	564	.1	.8	22	216	.1	.6	18	93	.1	.6	27	218	.1	.7	38	215	.2	1.6
KVIZ-FM																				
WI '03	40	708	.2	1.2	29	319	.1	.7	50	478	.2	1.5	54	358	.2	1.3	34	310	.1	1.2
FA '02	46	818	.2	1.3	44	425	.2	1.1	72	319	.3	2.0	43	391	.2	1.0	33	303	.1	1.2
SU '02	42	634	.2	1.3	42	293	.2	1.1	61	316	.3	1.5	46	300	.2	1.1	20	169	.1	.8
SP '02	37	744	.2	1.2	26	263	.1	.7	45	350	.2	1.4	54	376	.2	1.3	33	308	.1	1.3
4-Book	41	726	.2	1.3	35	325	.2	.9	57	366	.3	1.6	49	356	.2	1.2	30	273	.1	1.1
WI '02	40	715	.2	1.3	24	220	.1	.7	38	248	.2	1.2	48	304	.2	1.2	49	313	.2	2.0
KWKV-AM																				
WI '03	1	49			2	25			1	11			1	19			1	33		
FA '02	2	111	.1		4	55		.1	3	33		.1	1	21			1	10		
SU '02	1	53			1	10			2	34			1	11			2	28		.1
SP '02	2	84	.1		4	23		.1	3	34		.1	1	11			1	18		
4-Book	2	74	.1		3	28		.1	2	28		.1	1	13			1	18		
WI '02	3	131	.1		9	71		.3	2	41		.1	4	30		.1	1	27		
KWVE-FM																				
WI '03	11	306	.3		14	85	.1	.3	16	71	.1	.5	15	120	.1	.3	6	110		.2
FA '02	11	276	.3		9	69		.2	13	81	.1	.4	11	109		.2	10	118		.4
SU '02	4	236	.1		3	73		.1	3	59		.1	6	84		.1	2	26		.1
SP '02	7	261	.2		8	94		.2	9	71		.3	7	78		.2	3	51		.1
4-Book	8	270	.2		9	80		.2	10	71		.3	10	98		.2	5	76		.2
WI '02	4	185	.1		5	58		.1	5	64		.2	1	14			4	24		.2
KXOL-FM																				
WI '03	61	1385	.2	1.8	71	592	.3	1.8	84	645	.3	2.4	68	576	.3	1.6	29	405	.1	1.1
FA '02	70	1551	.3	2.0	62	604	.3	1.5	115	755	.5	3.2	86	843	.4	1.9	35	484	.1	1.3
SU '02	50	1041	.2	1.5	48	336	.2	1.3	78	534	.3	1.9	61	468	.3	1.5	25	323	.1	1.0
SP '02	99	1502	.4	3.1	108	739	.5	2.7	143	808	.6	4.4	90	696	.4	2.2	70	485	.3	2.7
4-Book	70	1370	.3	2.1	72	568	.3	1.8	105	686	.4	3.0	76	646	.4	1.8	40	424	.2	1.5
WI '02	55	1010	.2	1.8	65	439	.3	1.8	72	490	.3	2.3	58	539	.2	1.4	25	277	.1	1.0
KYSR-FM																				
WI '03	74	2719	.3	2.2	106	1026	.4	2.6	74	1130	.3	2.2	118	1493	.5	2.7	47	833	.2	1.7
FA '02	90	2570	.4	2.6	122	1134	.5	3.0	124	1101	.5	3.5	140	1526	.6	3.2	42	838	.2	1.5
SU '02	80	2801	.3	2.4	92	1050	.4	2.5	131	1481	.6	3.1	107	1382	.5	2.6	37	765	.2	1.5
SP '02	82	3011	.3	2.6	119	1121	.5	3.0	97	1201	.4	3.0	103	1470	.4	2.5	53	969	.2	2.1
4-Book	82	2775	.3	2.5	110	1083	.5	2.8	107	1228	.5	3.0	117	1468	.5	2.8	45	851	.2	1.7
WI '02	81	2811	.3	2.7	122	1292	.5	3.4	78	1205	.3	2.5	122	1505	.5	3.0	52	899	.2	2.2
+KZAB-FM																				
KFSG-FM																				
WI '03	13	403	.1	.4	12	141		.3	17	194	.1	.5	16	199	.1	.4	13	152	.1	.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KZLA-FM																				
WI '03	43	1072	.2	1.3	39	467	.2	1.0	60	419	.2	1.7	57	615	.2	1.3	26	447	.1	.9
FA '02	28	981	.1	.8	31	412	.1	.8	30	460	.1	.8	31	543	.1	.7	27	383	.1	1.0
SU '02	43	1188	.2	1.3	59	507	.2	1.6	47	622	.2	1.1	52	636	.2	1.3	37	430	.2	1.5
SP '02	40	1098	.2	1.3	43	498	.2	1.1	48	498	.2	1.5	62	569	.3	1.5	23	342	.1	.9
4-Book	39	1085	.2	1.2	43	471	.2	1.1	46	500	.2	1.3	51	591	.2	1.2	28	401	.1	1.1
WI '02	39	904	.2	1.3	57	579	.2	1.6	35	371	.1	1.1	52	551	.2	1.3	20	300	.1	.8
KGGI-FM																				
WI '03	45	1622	.2	1.3	40	550	.2	1.0	30	533	.1	.9	58	758	.2	1.3	45	636	.2	1.6
FA '02	36	1301	.1	1.1	38	525	.2	.9	25	439	.1	.7	49	728	.2	1.1	39	516	.2	1.4
SU '02	43	1685	.2	1.3	25	393	.1	.7	51	719	.2	1.2	55	772	.2	1.3	32	424	.1	1.3
SP '02	33	1379	.1	1.0	22	423	.1	.6	27	540	.1	.8	51	779	.2	1.3	37	565	.2	1.4
4-Book	39	1497	.2	1.2	31	473	.2	.8	33	558	.1	.9	53	759	.2	1.3	38	535	.2	1.4
WI '02	40	1498	.2	1.3	39	538	.2	1.1	32	485	.1	1.0	47	692	.2	1.1	51	550	.2	2.1
TOTALS																				
WI '03	3389	23365	13.8		4038	19337	16.5		3435	15825	14.0		4315	19430	17.6		2756	16205	11.2	
FA '02	3421	23505	13.9		4114	19036	16.8		3551	15433	14.5		4416	19668	18.0		2752	16151	11.2	
SU '02	3356	22671	14.1		3734	17475	15.7		4192	17999	17.7		4160	19017	17.5		2543	15919	10.7	
SP '02	3198	22608	13.5		3977	17924	16.8		3242	15381	13.7		4080	19101	17.2		2578	15504	10.9	
4-Book	3341	23037	13.8		3966	18443	16.5		3605	16160	15.0		4243	19304	17.6		2657	15945	11.0	
WI '02	3056	22577	12.9		3551	18251	15.0		3148	15158	13.3		4107	18925	17.3		2400	15280	10.1	

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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 12-24

Target Listener Estimates

Persons 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03	9	129	.2	3	44	.1						6	30	.1					
4-Book	6	131	.2	3	42	.1		1	3			7	19	.2					
KBIG-FM																			
WI '03	82	1483	.3	41	871	.2	1.4	35	169	.1	1.5	84	241	.3	1.9	37	155	.2	1.0
4-Book	71	1447	.3	41	834	.2	1.5	23	98	.1	1.0	83	301	.4	2.0	59	211	.3	1.7
KBLA-AM																			
WI '03	20	235	.1	2	62	.1		1	12			8	23	.2		6	23	.2	
4-Book	13	140	.1	3	53	.1		4	18		.2	7	17	.2		5	16	.2	
KBUA-FM																			
WI '03	19	308	.1	13	203	.1	.4	23	65	.1	1.0	20	91	.1	.5	22	61	.1	.6
4-Book	33	331	.2	18	223	.1	.7	31	94	.2	1.3	32	94	.1	.8	28	78	.1	.8
KBUE-FM																			
WI '03	197	2152	.8	168	1407	.7	5.7	163	511	.7	6.8	246	596	1.0	5.7	224	494	.9	6.3
4-Book	202	1867	.8	148	1279	.6	5.3	154	434	.7	6.4	249	644	1.1	5.9	171	428	.7	4.9
KCBS-FM																			
WI '03	78	1223	.3	32	658	.1	1.1	12	110		.5	52	247	.2	1.2	46	255	.2	1.3
4-Book	62	1348	.3	40	835	.2	1.5	28	141	.1	1.2	54	255	.2	1.3	64	250	.3	1.9
KDIS-AM																			
WI '03	25	631	.1	31	377	.1	1.1	34	145	.1	1.4	41	165	.2	.9	24	103	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	29	497	.1	29	401	.1	1.0	34	83	.1	1.4	43	190	.2	1.0	39	117	.2	1.1
4-Book	24	355	.1	20	286	.1	.7	28	66	.1	1.2	31	118	.1	.7	24	81	.1	.7
+KDLE-FM																			
KSSD-FM																			
WI '03	41	550	.2	26	368	.1	.9	18	98	.1	.8	58	161	.2	1.3	32	97	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	21	431	.1	16	217	.1	.5	10	42		.4	6	29		.1	23	51	.1	.6
4-Book	21	360	.1	10	183		.4	9	39		.4	9	41		.2	18	54	.1	.5
KFSH-FM																			
WI '03	22	420	.1	22	396	.1	.8	25	111	.1	1.0	29	119	.1	.7	28	87	.1	.8
4-Book	25	432	.1	18	340	.1	.6	17	64	.1	.7	27	115	.1	.7	24	91	.1	.7
KFWB-AM																			
WI '03	8	263	.2	1	66			3	21		.1	1	15						
4-Book	7	221	.2	2	70		.1	4	29		.2	2	10			3	12		.1
KHHT-FM																			
WI '03	149	2838	.6	153	2085	.6	5.2	102	359	.4	4.3	183	638	.7	4.2	157	476	.6	4.4
4-Book	157	2712	.7	145	1989	.6	5.2	89	315	.4	3.7	192	682	.8	4.6	145	487	.6	4.2
KHJ -AM																			
WI '03	7	200	.2	10	137		.3	15	60	.1	.6	15	35	.1	.3	3	11		.1
4-Book	14	226	.1	8	127		.3	10	33		.4	11	29	.1	.3	8	24		.3
KIIS-FM																			
WI '03	351	7019	1.4	298	4617	1.2	10.2	208	871	.8	8.7	417	1784	1.7	9.6	371	1217	1.5	10.4
4-Book	370	7128	1.5	296	4782	1.2	10.6	242	1016	1.0	10.2	433	1889	1.8	10.3	386	1360	1.6	11.2
KVVS-FM																			
WI '03	12	234	.3	13	176	.1	.4	7	20		.3	20	65	.1	.5	16	54	.1	.4
4-Book	17	319	.1	14	235	.1	.5	12	36	.1	.5	23	95	.1	.6	25	93	.1	.7
KJLH-FM																			
WI '03	32	578	.1	36	511	.1	1.2	19	89	.1	.8	50	164	.2	1.1	43	146	.2	1.2
4-Book	25	500	.1	37	458	.1	1.3	17	69	.1	.7	32	105	.1	.8	32	98	.1	.9

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Persons 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '03	260	5494	1.1	6.7	211	3589	.9	7.2	147	557	.6	6.1	332	1413	1.4	7.6	253	907	1.0	7.1
4-Book	294	5582	1.2	7.5	208	3632	.9	7.5	177	634	.7	7.4	321	1384	1.3	7.6	257	949	1.1	7.4
KKLA-FM																				
WI '03	9	174		.2	4	52		.1	6	22		.3	2	22			5	13		.1
4-Book	5	121		.1	3	72		.1	5	21		.2	4	28		.1	2	7		.1
KLAC-AM																				
WI '03	1	61			1	44														
4-Book	3	97		.1	7	102		.2	1	3		.1	4	10		.1	6	20		.2
KLAX-FM																				
WI '03	153	1732	.6	3.9	125	1354	.5	4.3	153	413	.6	6.4	172	481	.7	4.0	129	289	.5	3.6
4-Book	143	1672	.6	3.7	108	1165	.5	3.9	104	294	.4	4.4	157	448	.7	3.8	141	333	.6	4.1
KLOS-FM																				
WI '03	51	1353	.2	1.3	37	720	.2	1.3	49	127	.2	2.0	63	248	.3	1.4	32	179	.1	.9
4-Book	64	1364	.3	1.6	42	767	.2	1.5	31	118	.1	1.3	61	255	.3	1.5	52	174	.2	1.5
KLSX-FM																				
WI '03	80	782	.3	2.1	18	264	.1	.6	7	29		.3	9	35		.2	23	65	.1	.6
4-Book	75	702	.3	1.9	13	234	.1	.5	10	34		.4	9	29		.2	14	48	.1	.4
KLTX-AM																				
WI '03	19	201	.1	.5	24	180	.1	.8	33	76	.1	1.4	36	106	.1	.8	17	52	.1	.5
4-Book	25	172	.1	.7	19	155	.1	.7	26	66	.1	1.1	30	78	.1	.7	18	52	.1	.5
KLVE-FM																				
WI '03	93	1615	.4	2.4	79	1065	.3	2.7	56	206	.2	2.3	97	316	.4	2.2	88	250	.4	2.5
4-Book	86	1454	.4	2.2	65	925	.3	2.3	62	195	.2	2.6	84	262	.4	2.0	74	218	.3	2.2
KLYY-FM																				
WI '03	34	556	.1	.9	29	374	.1	1.0	22	101	.1	.9	29	111	.1	.7	40	172	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	17	387	.1	.4	18	343	.1	.6	23	55	.1	1.0	12	50		.3	29	102	.1	.8
4-Book	19	402	.1	.5	15	281	.1	.5	12	41	.1	.6	18	69	.1	.5	17	72	.1	.5
KNX -AM																				
WI '03	14	396	.1	.4	6	146		.2	7	27		.3	4	40		.1	13	29	.1	.4
4-Book	8	309		.2	5	114		.2	3	19		.1	5	32		.1	6	20		.2
KOST-FM																				
WI '03	87	1538	.4	2.2	52	804	.2	1.8	48	198	.2	2.0	58	179	.2	1.3	54	156	.2	1.5
4-Book	77	1461	.4	2.0	56	900	.2	2.0	55	199	.2	2.3	72	218	.3	1.7	52	201	.2	1.5
KPWR-FM																				
WI '03	622	9101	2.5	16.0	466	6319	1.9	15.9	366	1366	1.5	15.3	684	2435	2.8	15.7	593	2203	2.4	16.6
4-Book	620	9104	2.6	15.9	449	6326	1.9	16.1	367	1350	1.5	15.4	676	2535	2.8	16.0	584	2006	2.4	16.3
KRCD-FM																				
WI '03	21	342	.1	.5	16	166	.1	.5	14	46	.1	.6	26	51	.1	.6	16	46	.1	.4
4-Book	16	266	.1	.4	9	115		.3	10	29	.1	.4	16	53	.1	.4	12	38	.1	.3
KRCV-FM																				
WI '03	8	109		.2	4	75		.1					9	33		.2	3	13		.1
4-Book	10	155		.2	8	80		.3	7	16		.3	13	34		.3	5	16		.2
KRLA-AM																				
WI '03	2	65		.1		10							1	10						
4-Book	4	74		.1	2	24		.1	2	10		.1	5	13		.1	2	6		.1
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12-24																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	429	6391	1.7	11.0	283	4006	1.2	9.7	202	892	.8	8.4	456	1665	1.9	10.5	408	1252	1.7	11.5
	4-Book	417	6219	1.7	10.7	300	4190	1.3	10.8	210	818	.9	8.8	459	1712	1.9	10.9	396	1333	1.7	11.5
KRTH-FM	WI '03	65	1788	.3	1.7	41	907	.2	1.4	31	176	.1	1.3	79	302	.3	1.8	39	185	.2	1.1
	4-Book	89	1833	.4	2.3	58	1083	.3	2.1	55	229	.2	2.3	93	338	.4	2.2	70	266	.3	2.1
KSCA-FM	WI '03	95	1211	.4	2.4	61	782	.2	2.1	120	242	.5	5.0	110	336	.4	2.5	101	195	.4	2.8
	4-Book	109	1217	.5	2.8	62	739	.3	2.2	140	293	.6	5.9	103	313	.4	2.5	67	163	.3	1.9
KSPN-AM	WI '03	9	202	.2	.2	3	47	.1	.1	2	12	.1	.1	6	12	.1	.1	2	12	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	85	1419	.3	2.2	77	1076	.3	2.6	61	220	.2	2.5	151	404	.6	3.5	90	302	.4	2.5
	4-Book	72	1209	.3	1.9	50	818	.2	1.8	42	154	.2	1.7	93	300	.4	2.2	62	236	.3	1.8
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	2	64	.1	.1	2	49	.1	.1	2	6	.1	.1					3	7	.1	.1
	4-Book	4	86	.1	.1	2	42	.1	.1	2	6	.1	.1					3	7	.1	.1
KTWV-FM	WI '03	33	424	.1	.8	28	335	.1	1.0	32	60	.1	1.3	46	117	.2	1.1	35	102	.1	1.0
	4-Book	34	424	.1	.9	24	305	.1	.9	19	70	.1	.8	39	99	.2	.9	38	91	.2	1.1
KWIZ-FM	WI '03	45	593	.2	1.2	35	395	.1	1.2	41	115	.2	1.7	58	162	.2	1.3	56	152	.2	1.6
	4-Book	48	569	.2	1.3	37	413	.2	1.3	29	91	.1	1.2	66	191	.3	1.6	53	131	.2	1.6
KVKV-AM	WI '03	1	37	.1	.1	1	12	.1	.1					1	3	.1	.1				
	4-Book	2	51	.1	.1	1	20	.1	.1					3	3	.1	.1				
KWVE-FM	WI '03	15	219	.1	.4	6	136	.2	.2	2	12	.1	.1	9	60	.2	.2	2	10	.1	.1
	4-Book	10	178	.3	.3	8	144	.3	.3	6	20	.3	.3	9	52	.2	.2	7	17	.2	.2
KXOL-FM	WI '03	75	1095	.3	1.9	56	708	.2	1.9	48	189	.2	2.0	105	311	.4	2.4	73	226	.3	2.0
	4-Book	86	1092	.4	2.2	61	673	.3	2.2	72	198	.3	3.0	108	269	.5	2.6	81	234	.3	2.4
KYSR-FM	WI '03	97	2228	.4	2.5	49	1130	.2	1.7	32	202	.1	1.3	67	308	.3	1.5	49	269	.2	1.4
	4-Book	111	2354	.5	2.8	54	1218	.2	2.0	40	206	.2	1.7	97	438	.4	2.3	85	352	.4	2.5
+KZAB-FM	WI '03	15	323	.1	.4	9	173	.3	.3	9	23	.4	.4	8	43	.2	.2	16	35	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	52	841	.2	1.3	37	666	.2	1.3	22	90	.1	.9	68	295	.3	1.6	40	186	.2	1.1
	4-Book	46	882	.2	1.2	31	603	.1	1.1	23	108	.1	1.0	60	282	.3	1.4	33	167	.2	1.0
KGGI-FM	WI '03	42	1207	.2	1.1	51	838	.2	1.7	17	94	.1	.7	66	301	.3	1.5	59	240	.2	1.7
	4-Book	39	1172	.2	1.0	41	777	.2	1.5	19	115	.1	.8	52	265	.2	1.2	54	224	.2	1.6
TOTALS	WI '03	3891	22698	15.9		2923	19406	11.9		2396	7623	9.8		4351	11330	17.7		3562	9145	14.5	
	4-Book	3912	22355	16.2		2787	19030	11.6		2385	7177	9.9		4213	11226	17.5		3453	9161	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 12-24

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																					
WI '03	286	953	1.2	10.6	115	460	.5	6.6	152	812	.6	4.6	187	780	.8	6.6	189	661	.8	8.5	
4-Book	239	889	1.0	9.4	110	399	.5	6.5	180	878	.7	6.0	199	836	.9	7.5	168	701	.7	8.0	
KKLA-FM																					
WI '03	1	9			6	30		.3	5	39		.1	6	12		.2		9			
4-Book	4	17		.2	3	15		.2	5	22		.1	3	17		.1	1	11		.1	
KLAC-AM																					
WI '03									3	24		.1	2	20		.1					
4-Book	3	15		.1	1	4		.1	11	29		.1	21	54		.1	.8	7	34		.3
KLAX-FM																					
WI '03	54	216	.2	2.0	158	412	.6	9.0	188	517	.8	5.6	107	310	.4	3.8	53	207	.2	2.4	
4-Book	89	250	.4	3.6	93	258	.4	5.4	133	371	.6	4.3	95	267	.4	3.6	52	174	.2	2.5	
KLOS-FM																					
WI '03	12	66		.4	21	60		1.2	40	117		1.2	64	229		2.3	18	82		.8	
4-Book	34	141		1.4	29	89		1.7	42	182		1.4	55	201		2.1	28	118		1.4	
KLSX-FM																					
WI '03	8	37		.3	27	91		1.5	45	139		1.3	18	68		.6	7	35		.3	
4-Book	5	30		.2	24	76		1.4	25	80		.8	10	38		.4	7	38		.3	
KLTX-AM																					
WI '03	28	97	.1	1.0	22	70	.1	1.3	25	62	.1	.7	23	63	.1	.8	9	52		.4	
4-Book	16	65	.1	.6	18	58	.1	1.0	23	58	.1	.8	18	51	.1	.7	5	31		.2	
KLVE-FM																					
WI '03	87	284	.4	3.2	62	218	.3	3.5	105	327	.4	3.1	61	229	.2	2.1	63	269	.3	2.8	
4-Book	79	242	.4	3.1	47	154	.2	2.8	76	243	.3	2.4	51	162	.2	1.9	43	169	.2	2.0	
KLYY-FM																					
WI '03	28	116	.1	1.0	11	59		.6	59	190		1.8	36	123		1.3	7	34		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
WI '03	24	85	.1	.9	14	56	.1	.8	8	40		.2	10	21		.4	21	114	.1	.9	
4-Book	16	71	.1	.6	10	40	.1	.6	18	67	.1	.6	14	38	.1	.6	10	50	.1	.4	
KNX -AM																					
WI '03					2	14		.1	14	52	.1	.4	3	27		.1	5	26		.2	
4-Book	4	18		.2	2	10		.1	10	31	.1	.3	2	21		.1	6	29		.3	
KOST-FM																					
WI '03	69	191	.3	2.6	31	133	.1	1.8	63	193	.3	1.9	28	87	.1	1.0	58	178	.2	2.6	
4-Book	62	232	.3	2.4	35	134	.2	2.1	69	218	.3	2.3	43	131	.2	1.6	52	204	.2	2.5	
KPWR-FM																					
WI '03	482	1826	2.0	17.9	230	888	.9	13.1	505	1857	2.1	15.1	460	1699	1.9	16.2	367	1285	1.5	16.5	
4-Book	445	1761	1.9	17.5	250	883	1.0	14.7	474	1774	2.0	15.5	433	1570	1.8	16.2	347	1283	1.4	16.6	
KRCD-FM																					
WI '03	19	73	.1	.7	19	47	.1	1.1	12	34		.4	8	25		.3	10	25		.4	
4-Book	8	30		.3	6	17		.4	10	29		.3	3	12		.1	4	12		.2	
KRCV-FM																					
WI '03	6	20		.2					9	32		.3	2	10		.1					
4-Book	5	18		.2	5	16		.3	12	24		.4	7	15		.3	6	18		.3	
KRLA-AM																					
WI '03									3	3		.1						2	6		.1
4-Book	3	7		.1																	
KRLH-AM																					
WI '03																					
4-Book																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

	Persons 12-24																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
WI '03	256	1046	1.0	9.5	119	508	.5	6.8	301	1255	1.2	9.0	273	924	1.1	9.6	220	914	.9	9.9
4-Book	274	1116	1.1	10.9	152	585	.6	8.9	313	1239	1.3	10.3	303	1086	1.2	11.4	266	1029	1.1	12.9
KRTH-FM																				
WI '03	34	132	.1	1.3	35	173	.1	2.0	38	248	.2	1.1	54	131	.2	1.9	17	77	.1	.8
4-Book	54	200	.2	2.2	41	156	.2	2.4	49	252	.2	1.6	54	219	.2	2.0	43	161	.2	2.1
KSCA-FM																				
WI '03	11	54	.4	.4	37	100	.2	2.1	41	172	.2	1.2	78	199	.3	2.7	6	36	.3	.3
4-Book	23	80	.1	.9	57	147	.3	3.3	49	175	.2	1.6	48	137	.2	1.8	18	76	.1	.9
KSPN-AM																				
WI '03	1	13							8	24		.2	5	11		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	45	152	.2	1.7	54	167	.2	3.1	96	314	.4	2.9	75	228	.3	2.6	35	181	.1	1.6
4-Book	35	120	.1	1.4	29	100	.1	1.7	64	199	.3	2.1	53	153	.2	2.0	22	100	.1	1.0
KSUR-AM																				
WI '03																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM																				
WI '03					1	11		.1	14	39	.1	.4	1	14		.1				
4-Book	2	9		.1	1	6		.1	5	13		.1	2	8		.1	1	3		
KTWV-FM																				
WI '03	27	77	.1	1.0	17	25	.1	1.0	16	87	.1	.5	15	84	.1	.5	30	64	.1	1.3
4-Book	24	81	.1	1.0	13	29	.1	.8	22	80	.1	.8	15	69	.1	.5	16	57	.1	.7
KWIZ-FM																				
WI '03	32	99	.1	1.2	12	35	.7	.7	37	91	.2	1.1	21	67	.1	.7	19	79	.1	.9
4-Book	25	98	.1	1.0	16	55	.1	.9	46	125	.2	1.5	37	95	.2	1.4	18	63	.1	.9
KWKW-AM																				
WI '03									1	12										
4-Book						3			3	12		.1	1	5						
KWVE-FM																				
WI '03	12	41	.4	.4	4	15	.2	.2	17	50	.1	.5					1	12		
4-Book	13	36	.5	.5	11	46	.1	.7	10	40	.1	.3	3	16		.1	3	20		.2
KXOL-FM																				
WI '03	26	91	.1	1.0	35	114	.1	2.0	62	221	.3	1.9	57	166	.2	2.0	38	190	.2	1.7
4-Book	38	131	.2	1.5	48	117	.2	2.8	66	181	.3	2.2	44	129	.2	1.6	31	123	.2	1.5
KYSR-FM																				
WI '03	44	196	.2	1.6	30	128	.1	1.7	88	389	.4	2.6	48	248	.2	1.7	26	199	.1	1.2
4-Book	39	219	.2	1.6	28	142	.1	1.6	66	313	.3	2.1	50	229	.2	1.9	24	146	.1	1.1
+KZAB-FM																				
KFSG-FM																				
WI '03	14	64	.1	.5	9	39	.5	.5	4	49		.1	14	57	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	44	148	.2	1.6	16	86	.1	.9	49	210	.2	1.5	35	138	.1	1.2	14	79	.1	.6
4-Book	28	141	.1	1.1	21	100	.1	1.2	39	196	.2	1.3	23	103	.1	.9	15	106	.1	.7
KGGI-FM																				
WI '03	62	271	.3	2.3	35	112	.1	2.0	52	254	.2	1.6	50	179	.2	1.8	57	138	.2	2.6
4-Book	55	212	.2	2.1	20	77	.1	1.2	31	163	.1	1.0	43	165	.2	1.7	49	138	.2	2.4
TOTALS																				
WI '03	2690	7928	11.0		1755	5341	7.2		3338	9116	13.6		2842	7827	11.6		2229	6766	9.1	
4-Book	2540	7734	10.5		1706	5238	7.1		3050	8684	12.7		2665	7323	11.1		2090	6391	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
WI '03	20	621	.1	.4	20	181	.1	.3	43	282	.1	.5	41	351	.1	.6	7	129		.2
FA '02	39	566	.1	.7	44	146	.1	.5	65	311	.2	.8	79	338	.2	1.1	22	184	.1	.7
SU '02	20	493	.1	.4	11	156		.1	25	191	.1	.3	50	266	.2	.7	16	149		.5
SP '02	27	586	.1	.5	9	108		.1	34	191	.1	.4	47	344	.1	.7	37	193	.1	1.2
4-Book	27	567	.1	.5	21	148	.1	.3	42	244	.1	.5	54	325	.2	.8	21	164	.1	.7
WI '02	13	449		.2	7	103		.1	23	162	.1	.3	36	263	.1	.5	4	93		.1
KBIG-FM																				
WI '03	176	4054	.5	3.1	168	1664	.5	2.1	359	2149	1.1	4.6	212	1836	.6	3.0	73	982	.2	2.3
FA '02	152	3675	.4	2.6	158	1643	.5	1.9	277	1678	.8	3.3	198	1653	.6	2.8	72	1135	.2	2.3
SU '02	174	3733	.5	3.1	174	1287	.5	2.3	337	1961	1.0	4.2	244	1787	.7	3.6	60	916	.2	1.9
SP '02	166	3829	.5	2.9	170	1483	.5	2.1	290	1980	.9	3.7	248	1988	.8	3.7	69	1042	.2	2.2
4-Book	167	3823	.5	2.9	168	1519	.5	2.1	316	1942	1.0	4.0	226	1816	.7	3.3	69	1019	.2	2.2
WI '02	186	4016	.6	3.5	220	1781	.7	2.9	339	1719	1.0	4.5	249	1842	.8	3.8	79	974	.2	2.9
KBLA-AM																				
WI '03	63	813	.2	1.1	52	215	.2	.7	98	420	.3	1.3	161	495	.5	2.3	18	250	.1	.6
FA '02	54	763	.2	.9	53	294	.2	.6	92	352	.3	1.1	121	509	.4	1.7	10	125		.3
SU '02	53	657	.2	1.0	60	243	.2	.8	64	277	.2	.8	122	452	.4	1.8	37	228	.1	1.2
SP '02	43	638	.1	.8	34	200	.1	.4	78	256	.2	1.0	78	341	.2	1.2	10	104		.3
4-Book	53	718	.2	1.0	50	238	.2	.6	83	326	.3	1.1	121	449	.4	1.8	19	177	.1	.6
WI '02	34	665	.1	.6	46	191	.1	.6	51	264	.2	.7	52	210	.2	.8	10	166		.4
KBUA-FM																				
WI '03	52	605	.2	.9	73	338	.2	.9	68	370	.2	.9	49	366	.1	.7	41	262	.1	1.3
FA '02	74	750	.2	1.3	107	441	.3	1.3	76	403	.2	.9	90	418	.3	1.3	49	321	.1	1.6
SU '02	31	443	.1	.6	47	240	.1	.6	42	354	.1	.5	40	230	.1	.6	11	175		.4
SP '02	28	440	.1	.5	51	176	.2	.6	33	222	.1	.4	40	175	.1	.6	12	146		.4
4-Book	46	560	.2	.8	70	299	.2	.9	55	337	.2	.7	55	297	.2	.8	28	226	.1	.9
WI '02	43	445	.1	.8	78	287	.2	1.0	72	228	.2	1.0	37	204	.1	.6	10	124		.4
KBUE-FM																				
WI '03	263	3302	.8	4.6	328	1551	1.0	4.1	340	1996	1.0	4.3	290	2104	.9	4.1	197	1287	.6	6.1
FA '02	273	3363	.8	4.6	374	1777	1.1	4.5	342	1904	1.0	4.1	336	1891	1.0	4.7	133	1155	.4	4.3
SU '02	224	2992	.7	4.0	284	1277	.9	3.7	295	1680	.9	3.7	281	1680	.9	4.1	135	1000	.4	4.4
SP '02	224	2693	.7	4.0	307	1422	.9	3.8	327	1635	1.0	4.1	243	1479	.7	3.6	110	973	.3	3.5
4-Book	246	3088	.8	4.3	323	1507	1.0	4.0	326	1804	1.0	4.1	288	1789	.9	4.1	144	1104	.4	4.6
WI '02	176	2535	.5	3.3	244	1375	.7	3.2	273	1399	.8	3.6	191	1356	.6	2.9	67	728	.2	2.4
KCBS-FM																				
WI '03	116	3110	.3	2.0	140	1172	.4	1.8	189	1453	.6	2.4	161	1635	.5	2.3	47	816	.1	1.5
FA '02	84	3000	.2	1.4	86	1190	.3	1.0	100	1240	.3	1.2	129	1634	.4	1.8	55	848	.2	1.8
SU '02	124	3032	.4	2.2	141	1241	.4	1.9	239	1498	.7	3.0	157	1547	.5	2.3	51	859	.2	1.7
SP '02	102	2942	.3	1.8	109	1053	.3	1.4	153	1534	.5	1.9	145	1678	.4	2.2	65	1014	.2	2.1
4-Book	107	3021	.3	1.9	119	1164	.4	1.5	170	1431	.5	2.1	148	1624	.5	2.2	55	884	.2	1.8
WI '02	94	2423	.3	1.8	120	1001	.4	1.6	166	1355	.5	2.2	129	1181	.4	2.0	35	650	.1	1.3
KDIS-AM																				
WI '03	11	460		.2	9	173		.1	16	219		.2	23	251	.1	.3	2	24		.1
FA '02	8	470		.1	22	259	.1	.3	8	139		.1	11	196		.2	2	77		.1
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	11	665		.2	20	301	.1	.2	12	265		.2	13	200		.2	2	45		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	14	568		.3	27	304	.1	.4	12	206		.2	19	224	.1	.3	7	60		.3
+KDLD-FM																				
KSSC-FM																				
WI '03	44	991	.1	.8	44	432	.1	.6	55	490	.2	.7	59	600	.2	.8	27	408	.1	.8
FA '02	38	696	.1	.6	67	358	.2	.8	68	373	.2	.8	34	266	.1	.5	5	101		.2
SU '02	29	649	.1	.5	44	324	.1	.6	38	389	.1	.5	29	279	.1	.4	13	176		.4
SP '02	20	561	.1	.4	31	331	.1	.4	27	273	.1	.3	16	236		.2	10	155		.3
4-Book	33	724	.1	.6	47	361	.1	.6	47	381	.2	.6	35	345	.1	.5	14	210		.4
WI '02	25	516	.1	.5	19	232	.1	.2	32	243	.1	.4	32	292	.1	.5	21	244	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
+KDLE-FM																				
KSSD-FM																				
WI '03	41	853	.1	.7	30	351	.1	.4	61	485	.2	.8	60	583	.2	.8	18	342	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	64	1399	.2	1.1	80	511	.2	1.0	90	631	.3	1.2	78	632	.2	1.1	59	333	.2	1.8
FA '02	54	1141	.2	.9	77	491	.2	.9	104	746	.3	1.2	80	565	.2	1.1	22	262	.1	.7
SU '02	72	1254	.2	1.3	70	507	.2	.9	121	629	.4	1.5	127	638	.4	1.9	59	509	.2	1.9
SP '02	50	1112	.2	.9	43	391	.1	.5	93	541	.3	1.2	52	492	.2	.8	60	322	.2	1.9
4-Book	60	1227	.2	1.1	68	475	.2	.8	102	637	.3	1.3	84	582	.3	1.2	50	357	.2	1.6
WI '02	70	1314	.2	1.3	70	614	.2	.9	114	707	.3	1.5	112	607	.3	1.7	52	334	.2	1.9
KFSH-FM																				
WI '03	36	706	.1	.6	29	374	.1	.4	63	405	.2	.8	45	361	.1	.6	10	139		.3
FA '02	40	880	.1	.7	42	365	.1	.5	53	421	.2	.6	63	537	.2	.9	20	276	.1	.6
SU '02	29	609	.1	.5	26	317	.1	.3	48	366	.1	.6	41	378	.1	.6	13	199		.4
SP '02	32	579	.1	.6	43	370	.1	.5	35	332	.1	.4	43	338	.1	.6	15	216		.5
4-Book	34	694	.1	.6	35	357	.1	.4	50	381	.2	.6	48	404	.1	.7	15	208		.5
WI '02	23	760	.1	.4	25	390	.1	.3	25	351	.1	.3	26	389	.1	.4	17	243	.1	.6
KFVB-AM																				
WI '03	22	884	.1	.4	42	481	.1	.5	26	343	.1	.3	31	418	.1	.4	8	177		.2
FA '02	21	981	.1	.4	40	510	.1	.5	27	393	.1	.3	35	579	.1	.5	6	227		.2
SU '02	33	1067	.1	.6	64	673	.2	.8	42	499	.1	.5	47	544	.1	.7	5	126		.2
SP '02	22	990	.1	.4	58	549	.2	.7	14	288	.2	.7	37	474	.1	.5	8	214		.3
4-Book	25	981	.1	.5	51	553	.2	.6	27	381	.1	.3	38	504	.1	.5	7	186		.2
WI '02	22	997	.1	.4	49	569	.1	.6	21	341	.1	.3	27	434	.1	.4	10	230		.4
KHHT-FM																				
WI '03	208	4235	.6	3.6	224	1987	.7	2.8	235	2056	.7	3.0	234	2118	.7	3.3	181	1744	.5	5.6
FA '02	216	4383	.6	3.7	219	1699	.6	2.7	295	2017	.9	3.5	247	2314	.7	3.5	166	1694	.5	5.4
SU '02	194	4371	.6	3.5	199	1727	.6	2.6	281	2255	.9	3.5	239	2156	.7	3.5	134	1601	.4	4.4
SP '02	199	3882	.6	3.5	212	1528	.6	2.6	332	2006	1.0	4.2	251	2000	.8	3.7	110	1376	.3	3.5
4-Book	204	4218	.6	3.6	214	1735	.6	2.7	286	2084	.9	3.6	243	2147	.7	3.5	148	1604	.4	4.7
WI '02	223	4117	.7	4.2	230	1847	.7	3.0	323	1826	1.0	4.3	247	2084	.7	3.8	149	1498	.5	5.4
KHJ -AM																				
WI '03	51	762	.2	.9	68	370	.2	.9	74	370	.2	.9	70	352	.2	1.0	21	195	.1	.7
FA '02	32	732	.1	.5	31	249	.1	.4	68	437	.2	.8	49	429	.1	.7	5	78		.2
SU '02	27	579	.1	.5	29	170	.1	.4	47	363	.1	.6	39	235	.1	.6	8	137		.3
SP '02	35	693	.1	.6	47	303	.1	.6	67	324	.2	.8	33	312	.1	.5	8	121		.3
4-Book	36	692	.1	.6	44	273	.1	.6	64	374	.2	.8	48	332	.1	.7	11	133		.4
WI '02	36	557	.1	.7	32	211	.1	.4	58	286	.2	.8	74	313	.2	1.1	16	150		.6
KIIS-FM																				
WI '03	290	7640	.9	5.1	382	3548	1.1	4.8	403	3940	1.2	5.2	353	4113	1.0	5.0	162	2492	.5	5.1
FA '02	280	7642	.8	4.7	399	3894	1.2	4.8	354	3743	1.0	4.2	338	4074	1.0	4.8	170	2312	.5	5.5
SU '02	350	8146	1.1	6.3	393	3731	1.2	5.2	491	4333	1.5	6.1	450	4291	1.4	6.6	238	2671	.7	7.7
SP '02	279	7885	.8	4.9	364	3728	1.1	4.5	340	3768	1.0	4.3	349	4178	1.1	5.2	171	2463	.5	5.4
4-Book	300	7828	.9	5.3	385	3725	1.2	4.8	397	3946	1.2	5.0	373	4164	1.1	5.4	185	2485	.6	5.9
WI '02	286	8089	.9	5.3	374	3595	1.1	4.9	377	3581	1.1	5.0	391	4177	1.2	5.9	128	2421	.4	4.7
KVVS-FM																				
WI '03	6	147		.1	16	94		.2	5	71		.1	4	60		.1	3	58		.1
FA '02	5	168		.1	3	74			8	94		.1	9	76		.1	2	61		.1
SU '02	10	357		.2	13	160		.2	11	183		.1	13	184		.2	4	112		.1
SP '02	19	336	.1	.3	24	197	.1	.3	23	206	.1	.3	23	172	.1	.3	15	97		.5
4-Book	10	252		.2	14	131		.2	12	139		.2	12	123		.2	6	82		.2
WI '02	13	269		.2	21	162	.1	.3	12	150		.2	5	124		.1	5	61		.2

Target Listener Trends - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	61	1267	.2	1.1	70	547	.2	.9	82	572	.2	1.0	61	607	.2	.9	42	419	.1	1.3
FA '02	83	1395	.2	1.4	74	581	.2	.9	105	655	.3	1.2	85	788	.3	1.2	71	584	.2	2.3
SU '02	73	1270	.2	1.3	78	412	.2	1.0	77	500	.2	1.0	81	623	.2	1.2	63	472	.2	2.0
SP '02	50	1201	.2	.9	51	569	.2	.6	54	458	.2	.7	51	586	.2	.8	27	399	.1	.9
4-Book	67	1283	.2	1.2	68	527	.2	.9	80	546	.2	1.0	70	651	.2	1.0	51	469	.2	1.6
WI '02	61	1267	.2	1.1	74	500	.2	1.0	58	498	.2	.8	63	626	.2	1.0	48	471	.1	1.7
KKBT-FM																				
WI '03	218	5445	.6	3.8	358	2384	1.1	4.5	247	2588	.7	3.2	262	2723	.8	3.7	131	1868	.4	4.1
FA '02	263	6180	.8	4.5	441	2809	1.3	5.4	326	3142	1.0	3.9	313	3276	.9	4.4	147	2142	.4	4.7
SU '02	248	6016	.8	4.5	432	2683	1.3	5.7	321	2946	1.0	4.0	291	3092	.9	4.3	118	1703	.4	3.8
SP '02	249	5436	.8	4.4	450	2871	1.4	5.6	301	2941	.9	3.8	280	3044	.8	4.2	126	1781	.4	4.0
4-Book	245	5769	.8	4.3	420	2687	1.3	5.3	299	2904	.9	3.7	287	3034	.9	4.2	131	1874	.4	4.2
WI '02	276	5738	.8	5.1	482	2914	1.5	6.3	346	2767	1.0	4.6	342	3074	1.0	5.2	133	1934	.4	4.8
KKLA-FM																				
WI '03	24	495	.1	.4	48	360	.1	.6	44	230	.1	.6	30	254	.1	.4	8	108		.2
FA '02	17	389	.1	.3	23	163	.1	.3	24	194	.1	.3	34	129	.1	.5	4	43		.1
SU '02	11	382	.2	.2	16	226	.2	.2	25	165	.1	.3	13	148	.2	.2	1	40		.1
SP '02	8	281	.1	.1	18	179	.1	.2	7	95	.1	.1	8	145	.1	.1	3	64		.1
4-Book	15	387	.1	.3	26	232	.1	.3	25	171	.1	.3	21	169	.1	.3	4	64		.1
WI '02	13	235	.2	.2	19	107	.1	.2	23	141	.1	.3	22	105	.1	.3	2	85		.1
KLAC-AM																				
WI '03	7	432		.1	3	44			1	11			11	200		.2	11	215		.3
FA '02	10	511		.2	8	68		.1	6	46		.1	24	284		.3	8	208		.3
SU '02	13	410		.2	10	93		.1	17	162		.2	9	163		.1	18	174		.6
SP '02	23	834		.1	9	122		.1	28	172		.1	26	301		.1	24	365		.8
4-Book	13	547		.2	8	82		.1	13	98		.1	18	237		.1	15	241		.5
WI '02	14	521		.3	10	26		.1	13	95		.2	28	268		.1	14	242		.5
KLAX-FM																				
WI '03	282	4075	.8	4.9	377	2047	1.1	4.8	393	2395	1.2	5.0	266	1839	.8	3.8	168	1191	.5	5.2
FA '02	285	3961	.8	4.8	374	2149	1.1	4.5	473	2441	1.4	5.6	308	2111	.9	4.3	110	1086	.3	3.5
SU '02	205	3266	.6	3.7	214	1367	.6	2.8	316	1874	1.0	3.9	276	1744	.8	4.0	80	939	.2	2.6
SP '02	243	3551	.7	4.3	292	1557	.9	3.6	353	1894	1.1	4.5	252	1854	.8	3.7	111	962	.3	3.5
4-Book	254	3713	.7	4.4	314	1780	.9	3.9	384	2151	1.2	4.8	276	1887	.8	4.0	117	1045	.3	3.7
WI '02	188	3366	.6	3.5	192	1415	.6	2.5	286	1947	.9	3.8	207	1685	.6	3.1	82	734	.2	3.0
KLOS-FM																				
WI '03	102	3134	.3	1.8	154	1029	.5	1.9	132	1251	.4	1.7	133	1311	.4	1.9	44	746	.1	1.4
FA '02	99	3013	.3	1.7	147	1095	.4	1.8	96	1209	.3	1.1	128	1499	.4	1.8	78	835	.2	2.5
SU '02	125	3395	.4	2.2	188	1419	.6	2.5	184	1684	.6	2.3	158	1773	.5	2.3	52	915	.2	1.7
SP '02	121	3021	.4	2.1	150	1021	.5	1.9	150	1512	.5	1.9	174	1591	.5	2.6	85	1005	.3	2.7
4-Book	112	3141	.4	2.0	160	1141	.5	2.0	141	1414	.5	1.8	148	1544	.5	2.2	65	875	.2	2.1
WI '02	92	2682	.3	1.7	150	996	.5	2.0	114	1162	.3	1.5	130	1339	.4	2.0	58	718	.2	2.1
KLSX-FM																				
WI '03	181	2669	.5	3.2	412	1536	1.2	5.2	241	1290	.7	3.1	285	1219	.8	4.0	47	490	.1	1.5
FA '02	192	2675	.6	3.3	470	1728	1.4	5.7	254	1256	.8	3.0	313	1322	.9	4.4	42	438	.1	1.4
SU '02	144	2898	.4	2.6	322	1516	1.0	4.2	152	1176	.5	1.9	302	1457	.9	4.4	38	505	.1	1.2
SP '02	181	2420	.5	3.2	535	1644	1.6	6.7	254	1338	.8	3.2	208	1146	.6	3.1	23	420	.1	.7
4-Book	175	2666	.5	3.1	435	1606	1.3	5.5	225	1265	.7	2.8	277	1286	.8	4.0	38	463	.1	1.2
WI '02	179	2689	.5	3.3	416	1669	1.3	5.4	212	1203	.6	2.8	335	1567	1.0	5.1	50	537	.2	1.8
KLTX-AM																				
WI '03	52	401	.2	.9	59	235	.2	.7	65	239	.2	.8	75	213	.2	1.1	20	157	.1	.6
FA '02	43	377	.1	.7	54	237	.2	.7	65	229	.2	.8	44	185	.1	.6	20	92	.1	.6
SU '02	67	352	.2	1.2	109	304	.3	1.4	117	273	.4	1.5	53	204	.2	.8	24	117	.1	.8
SP '02	47	358	.1	.8	36	173	.1	.4	79	244	.2	1.0	52	206	.2	.8	20	168	.1	.6
4-Book	52	372	.2	.9	65	237	.2	.8	82	246	.3	1.0	56	202	.2	.8	21	134	.1	.7
WI '02	40	378	.1	.7	65	267	.2	.8	62	196	.2	.8	39	212	.1	.6	18	118	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
	KLVE-FM																				
WI '03	234	4421	.7	4.1	311	2044	.9	3.9	328	2306	1.0	4.2	242	2130	.7	3.4	154	1603	.5	4.8	
FA '02	224	4181	.7	3.8	293	1935	.9	3.6	361	2213	1.1	4.3	221	1959	.7	3.1	116	1380	.3	3.7	
SU '02	185	3731	.6	3.3	232	1696	.7	3.1	301	1958	.9	3.7	155	1627	.5	2.3	122	1199	.4	4.0	
SP '02	242	4119	.7	4.3	354	2035	1.1	4.4	345	1996	1.0	4.4	254	1971	.8	3.8	150	1344	.5	4.8	
4-Book	221	4113	.7	3.9	298	1928	.9	3.8	334	2118	1.0	4.2	218	1922	.7	3.2	136	1382	.4	4.3	
WI '02	224	4323	.7	4.2	342	2076	1.0	4.5	288	2023	.9	3.8	206	1654	.6	3.1	139	1325	.4	5.1	
KLYY-FM																					
WI '03	75	1282	.2	1.3	93	633	.3	1.2	106	769	.3	1.4	88	655	.3	1.2	42	396	.1	1.3	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
WI '03	29	1043	.1	.5	30	330	.1	.4	34	376	.1	.4	40	483	.1	.6	29	499	.1	.9	
FA '02	47	1193	.1	.8	37	431	.1	.4	53	458	.2	.6	56	450	.2	.8	52	428	.2	1.7	
SU '02	40	1109	.1	.7	52	442	.2	.7	67	457	.2	.8	44	417	.1	.6	27	304	.1	.9	
SP '02	12	689	.2	1.2	12	181	.1	.1	17	261	.1	.2	9	196	.1	.1	8	71	.1	.3	
4-Book	32	1009	.1	.6	33	346	.1	.4	43	388	.2	.5	37	387	.1	.5	29	326	.1	1.0	
WI '02	40	937	.1	.7	38	340	.1	.5	81	411	.2	1.1	59	420	.2	.9	14	310	.1	.5	
KNX -AM																					
WI '03	36	1315	.1	.6	61	646	.2	.8	38	492	.1	.5	57	667	.2	.8	27	318	.1	.8	
FA '02	37	1241	.1	.6	80	568	.2	1.0	40	302	.1	.5	66	624	.2	.9	9	273	.1	.3	
SU '02	27	1269	.1	.5	52	536	.2	.7	23	362	.1	.3	39	489	.1	.6	19	297	.1	.6	
SP '02	29	996	.1	.5	54	498	.2	.7	44	449	.1	.6	25	371	.1	.4	14	215	.1	.4	
4-Book	32	1205	.1	.6	62	562	.2	.8	36	401	.1	.5	47	538	.2	.7	17	276	.1	.5	
WI '02	27	1003	.1	.5	70	599	.2	.9	15	356	.2	.2	32	434	.1	.5	26	197	.1	.9	
KOST-FM																					
WI '03	164	3685	.5	2.9	196	1581	.6	2.5	269	1519	.8	3.4	187	1648	.6	2.6	122	1216	.4	3.8	
FA '02	182	4152	.5	3.1	175	1480	.5	2.1	306	1707	.9	3.6	200	2090	.6	2.8	125	1570	.4	4.0	
SU '02	169	3923	.5	3.0	157	1500	.5	2.1	262	1786	.8	3.2	194	1702	.6	2.8	139	1542	.4	4.5	
SP '02	196	4032	.6	3.5	199	1709	.6	2.5	294	1640	.9	3.7	258	1940	.8	3.8	152	1566	.5	4.8	
4-Book	178	3948	.5	3.1	182	1568	.6	2.3	283	1663	.9	3.5	210	1845	.7	3.0	135	1474	.4	4.3	
WI '02	187	4150	.6	3.5	183	1655	.6	2.4	296	1622	.9	3.9	240	1749	.7	3.6	141	1434	.4	5.1	
KPWR-FM																					
WI '03	476	9148	1.4	8.3	677	4628	2.0	8.5	564	4700	1.7	7.2	598	5363	1.8	8.4	313	3447	.9	9.8	
FA '02	565	9734	1.7	9.6	798	5056	2.4	9.7	648	5127	1.9	7.7	740	6082	2.2	10.4	315	3846	.9	10.2	
SU '02	486	9968	1.5	8.7	605	4751	1.8	8.0	583	5289	1.8	7.2	626	6006	1.9	9.2	311	3897	.9	10.1	
SP '02	468	8690	1.4	8.3	684	4329	2.1	8.5	515	4552	1.6	6.5	660	5197	2.0	9.8	282	3123	.9	9.0	
4-Book	499	9385	1.5	8.7	691	4691	2.1	8.7	578	4917	1.8	7.2	656	5662	2.0	9.5	305	3578	.9	9.8	
WI '02	469	9152	1.4	8.7	607	4334	1.8	7.9	593	4916	1.8	7.9	592	5313	1.8	9.0	322	3501	1.0	11.7	
KRCD-FM																					
WI '03	49	866	.1	.9	64	399	.2	.8	52	443	.2	.7	59	501	.2	.8	35	312	.1	1.1	
FA '02	38	846	.1	.6	47	389	.1	.6	74	471	.2	.9	50	414	.1	.7	14	151	.1	.5	
SU '02	34	627	.1	.6	62	266	.2	.8	53	324	.2	.7	34	233	.1	.5	19	173	.1	.6	
SP '02	32	709	.1	.6	44	243	.1	.5	55	356	.2	.7	46	379	.1	.7	14	252	.1	.4	
4-Book	38	762	.1	.7	54	324	.2	.7	59	399	.2	.8	47	382	.1	.7	21	222	.1	.7	
WI '02	32	712	.1	.6	34	333	.1	.4	36	315	.1	.5	51	331	.2	.8	20	244	.1	.7	
KRCV-FM																					
WI '03	16	388	.1	.3	24	211	.1	.3	30	160	.1	.4	20	141	.1	.3	6	34	.1	.2	
FA '02	23	410	.1	.4	26	194	.1	.3	35	178	.1	.4	27	170	.1	.4	15	131	.1	.5	
SU '02	39	604	.1	.7	49	327	.1	.6	60	385	.2	.7	38	280	.1	.6	22	144	.1	.7	
SP '02	31	518	.1	.5	34	163	.1	.4	39	299	.1	.5	41	294	.1	.6	31	208	.1	1.0	
4-Book	27	480	.1	.5	33	224	.1	.4	41	256	.1	.5	32	221	.1	.5	19	129	.1	.6	
WI '02	27	573	.1	.5	40	357	.1	.5	41	287	.1	.5	37	255	.1	.6	8	129	.1	.3	

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

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

Target Listener Trends

	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
KRLA-AM																				
WI '03	7	136	.1		7	94	.1		16	55	.2		11	101	.2		2	69	.1	
FA '02	14	210	.2		24	123	.1	.3	25	142	.1	.3	27	129	.1	.4	1	50		
SU '02	10	127	.2		8	55	.1		20	41	.1	.2	26	51	.1	.4	2	29		.1
SP '02	3	118	.1		6	59	.1		8	74	.1		1	15				15		
4-Book	9	148	.2		11	83	.2		17	78	.1	.2	16	74	.1	.3	1	41		.1
WI '02	10	227	.2		16	128	.2		27	152	.1	.4	13	105		.2	1	31		
KRLH-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '02																				
SU '02																				
SP '02																				
4-Book																				
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	438	8446	1.3	7.7	809	4927	2.4	10.2	556	4301	1.6	7.1	494	4789	1.5	7.0	240	2918	.7	7.5
FA '02	416	8070	1.2	7.1	615	4299	1.8	7.5	519	4314	1.5	6.2	461	4299	1.4	6.5	264	3251	.8	8.5
SU '02	443	8413	1.3	8.0	659	4054	2.0	8.7	592	4472	1.8	7.3	538	4814	1.6	7.9	297	3347	.9	9.7
SP '02	438	8124	1.3	7.8	637	4111	1.9	7.9	490	4234	1.5	6.2	544	4883	1.6	8.1	344	3549	1.0	10.9
4-Book	434	8263	1.3	7.7	680	4348	2.0	8.6	539	4330	1.6	6.7	509	4696	1.5	7.4	286	3266	.9	9.2
WI '02	487	8501	1.5	9.1	747	4380	2.3	9.7	623	4673	1.9	8.3	613	5387	1.9	9.3	241	3094	.7	8.8
KRTH-FM																				
WI '03	87	2970	.3	1.5	107	956	.3	1.3	146	1359	.4	1.9	91	1254	.3	1.3	40	617	.1	1.2
FA '02	104	2695	.3	1.8	115	899	.3	1.4	191	1202	.6	2.3	119	1261	.4	1.7	46	698	.1	1.5
SU '02	102	2941	.3	1.8	122	1156	.4	1.6	169	1343	.5	2.1	141	1168	.4	2.1	58	786	.2	1.9
SP '02	108	2473	.3	1.9	121	1073	.4	1.5	189	1152	.6	2.4	135	1037	.4	2.0	49	660	.1	1.6
4-Book	100	2770	.3	1.8	116	1021	.4	1.5	174	1264	.5	2.2	122	1180	.4	1.8	48	690	.1	1.6
WI '02	87	2720	.3	1.6	91	971	.3	1.2	155	1183	.5	2.1	108	1302	.3	1.6	39	799	.1	1.4
KSCA-FM																				
WI '03	279	3821	.8	4.9	559	2026	1.7	7.1	264	1831	.8	3.4	454	1963	1.3	6.4	86	842	.3	2.7
FA '02	286	3573	.8	4.8	743	2480	2.2	9.0	367	2022	1.1	4.4	158	1099	.5	2.2	103	692	.3	3.3
SU '02	289	3179	.9	5.2	787	2176	2.4	10.4	426	2086	1.3	5.3	147	1001	.4	2.2	86	750	.3	2.8
SP '02	331	3798	1.0	5.9	814	2550	2.5	10.1	469	2495	1.4	5.9	180	1332	.5	2.7	106	878	.3	3.4
4-Book	296	3593	.9	5.2	726	2308	2.2	9.2	382	2109	1.2	4.8	235	1349	.7	3.4	95	791	.3	3.1
WI '02	274	3495	.8	5.1	655	2341	2.0	8.5	364	1885	1.1	4.8	176	1424	.5	2.7	115	956	.3	4.2
KSPN-AM																				
WI '03	20	452	.1	.4	21	189	.1	.3	33	260	.1	.4	33	273	.1	.5	11	145		.3
FA '02	12	417	.2		5	59		.1	25	183	.1	.3	20	234	.1	.3	3	73		.1
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	12	281	.2		9	88		.1	18	117	.1	.2	19	117	.1	.3	4	92		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	172	3407	.5	3.0	192	1687	.6	2.4	264	1850	.8	3.4	196	1781	.6	2.8	85	1009	.3	2.7
FA '02	111	2601	.3	1.9	155	1273	.5	1.9	169	1429	.5	2.0	116	1079	.3	1.6	50	745	.1	1.6
SU '02	108	2594	.3	1.9	145	1057	.4	1.9	194	1384	.6	2.4	91	1063	.3	1.3	40	678	.1	1.3
SP '02	131	2335	.4	2.3	154	1034	.5	1.9	226	1262	.7	2.9	153	1170	.5	2.3	57	562	.2	1.8
4-Book	131	2734	.4	2.3	162	1263	.5	2.0	213	1481	.7	2.7	139	1273	.4	2.0	58	749	.2	1.9
WI '02	118	2425	.4	2.2	216	1301	.7	2.8	140	1227	.4	1.9	146	1153	.4	2.2	46	571	.1	1.7
KSUR-AM																				
WI '03																				
FA '02	7	100	.1		13	33	.2		5	15	.1		5	15	.1		2	18	.1	
SU '02		32																14		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
KTNQ-AM																				
WI '03	14	376	.2	.2	9	76	.1	.1	29	157	.1	.4	10	126	.1	.1	15	157	.1	.5
FA '02	34	564	.1	.6	33	214	.1	.4	53	269	.2	.6	38	271	.1	.5	31	207	.1	1.0
SU '02	13	477	.2	.2	8	143	.1	.1	9	116	.1	.1	10	169	.1	.1	32	195	.1	1.0
SP '02	28	485	.1	.5	52	204	.2	.6	27	188	.1	.3	23	166	.1	.3	30	222	.1	1.0
4-Book	22	476	.1	.4	26	159	.1	.3	30	183	.1	.4	20	183	.1	.3	27	195	.1	.9
WI '02	27	493	.1	.5	27	284	.1	.4	45	269	.1	.6	20	206	.1	.3	29	157	.1	1.1
KTWV-FM																				
WI '03	66	1261	.2	1.2	63	535	.2	.8	123	621	.4	1.6	81	650	.2	1.1	32	417	.1	1.0
FA '02	98	1509	.3	1.7	114	812	.3	1.4	170	680	.5	2.0	126	718	.4	1.8	42	560	.1	1.4
SU '02	87	1483	.3	1.6	87	631	.3	1.1	142	745	.4	1.8	86	622	.3	1.3	63	573	.2	2.0
SP '02	69	1208	.2	1.2	58	450	.2	.7	112	602	.3	1.4	100	604	.3	1.5	43	351	.1	1.4
4-Book	80	1365	.3	1.4	81	607	.3	1.0	137	662	.4	1.7	98	649	.3	1.4	45	475	.1	1.5
WI '02	54	1239	.2	1.0	60	612	.2	.8	58	396	.2	.8	60	509	.2	.9	46	330	.1	1.7
KWIZ-FM																				
WI '03	82	1235	.2	1.4	100	597	.3	1.3	114	757	.3	1.5	91	588	.3	1.3	61	447	.2	1.9
FA '02	99	1252	.3	1.7	130	706	.4	1.6	154	769	.5	1.8	88	655	.3	1.2	49	461	.1	1.6
SU '02	96	1354	.3	1.7	85	550	.3	1.1	168	788	.5	2.1	105	665	.3	1.5	39	344	.1	1.3
SP '02	106	1361	.3	1.9	96	565	.3	1.2	143	717	.4	1.8	153	906	.5	2.3	68	566	.2	2.2
4-Book	96	1301	.3	1.7	103	605	.3	1.3	146	758	.4	1.8	109	704	.4	1.6	54	455	.2	1.8
WI '02	88	1300	.3	1.6	78	404	.2	1.0	119	650	.4	1.6	86	569	.3	1.3	87	472	.3	3.2
KWKW-AM																				
WI '03	20	237	.1	.4	21	126	.1	.3	56	158	.2	.7	22	87	.1	.3	1	28		
FA '02	9	222	.2	.2	13	90	.2	.2	21	153	.1	.2	11	89	.2	.2	1	27		
SU '02	25	295	.1	.4	33	66	.1	.4	54	209	.2	.7	21	133	.1	.3	15	71		.5
SP '02	20	267	.1	.4	37	95	.1	.5	38	110	.1	.5	20	113	.1	.3	7	29		.2
4-Book	19	255	.1	.4	26	94	.1	.4	42	158	.2	.5	19	106	.1	.3	6	39		.2
WI '02	16	319	.3	.3	14	114	.2	.2	42	158	.1	.6	14	84	.2	.2	2	39		.1
KWVE-FM																				
WI '03	16	519	.3	.3	24	222	.1	.3	20	200	.1	.3	25	250	.1	.4	6	113		.2
FA '02	25	709	.1	.4	28	299	.1	.3	38	315	.1	.5	30	350	.1	.4	9	240		.3
SU '02	21	483	.1	.4	28	199	.1	.4	22	236	.1	.3	37	217	.1	.5	11	144		.4
SP '02	16	568	.3	.3	38	308	.1	.5	15	162	.2	.2	15	191	.2	.2	6	112		.2
4-Book	20	570	.1	.4	30	257	.1	.4	24	228	.1	.3	27	252	.1	.4	8	152		.3
WI '02	18	422	.1	.3	24	219	.1	.3	36	162	.1	.5	23	151	.1	.3	2	53		.1
KXOL-FM																				
WI '03	179	2700	.5	3.1	218	1197	.6	2.7	301	1566	.9	3.8	200	1322	.6	2.8	79	784	.2	2.5
FA '02	234	3268	.7	4.0	239	1611	.7	2.9	399	2012	1.2	4.7	266	1897	.8	3.8	104	1015	.3	3.4
SU '02	157	2200	.5	2.8	201	997	.6	2.7	230	1341	.7	2.9	177	1259	.5	2.6	75	814	.2	2.4
SP '02	225	2923	.7	4.0	254	1445	.8	3.2	382	1797	1.2	4.8	246	1434	.7	3.7	113	878	.3	3.6
4-Book	199	2773	.6	3.5	228	1313	.7	2.9	328	1679	1.0	4.1	222	1478	.7	3.2	93	873	.3	3.0
WI '02	144	2193	.4	2.7	179	1036	.5	2.3	215	1219	.7	2.9	158	1245	.5	2.4	57	625	.2	2.1
KYSR-FM																				
WI '03	180	5386	.5	3.2	295	2576	.9	3.7	226	2506	.7	2.9	289	3025	.9	4.1	75	1481	.2	2.3
FA '02	181	4948	.5	3.1	261	2321	.8	3.2	291	2387	.9	3.5	265	3027	.8	3.7	60	1341	.2	1.9
SU '02	205	5434	.6	3.7	313	2489	.9	4.1	325	2696	1.0	4.0	291	2837	.9	4.3	58	1233	.2	1.9
SP '02	196	5327	.6	3.5	335	2466	1.0	4.2	253	2435	.8	3.2	255	2711	.8	3.8	86	1551	.3	2.7
4-Book	191	5274	.6	3.4	301	2463	.9	3.8	274	2506	.9	3.4	275	2900	.9	4.0	70	1402	.2	2.2
WI '02	206	5484	.6	3.8	366	2764	1.1	4.8	272	2565	.8	3.6	277	2978	.8	4.2	64	1251	.2	2.3
+KZAB-FM																				
KFSG-FM																				
WI '03	45	749	.1	.8	57	284	.2	.7	62	379	.2	.8	60	405	.2	.8	18	238	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Persons 18-34																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KZLA-FM																					
WI '03		79	1958	.2	1.4	101	1035	.3	1.3	101	849	.3	1.3	102	1184	.3	1.4	38	665	.1	1.2
FA '02		59	1343	.2	1.0	74	555	.2	.9	103	798	.3	1.2	79	773	.2	1.1	23	378	.1	.7
SU '02		89	1722	.3	1.6	119	911	.4	1.6	122	1023	.4	1.5	133	1118	.4	1.9	44	584	.1	1.4
SP '02		88	1791	.3	1.6	114	880	.3	1.4	150	1019	.5	1.9	133	1104	.4	2.0	26	558	.1	.8
4-Book		79	1704	.3	1.4	102	845	.3	1.3	119	922	.4	1.5	112	1045	.3	1.6	33	546	.1	1.0
WI '02		95	1611	.3	1.8	137	905	.4	1.8	126	870	.4	1.7	122	1036	.4	1.9	32	426	.1	1.2
KGGI-FM																					
WI '03		35	1394	.1	.6	43	421	.1	.5	35	581	.1	.4	46	645	.1	.6	20	398	.1	.6
FA '02		26	1174	.1	.4	31	399	.1	.4	29	504	.1	.3	36	692	.1	.5	24	384	.1	.8
SU '02		43	1564	.1	.8	38	438	.1	.5	53	693	.2	.7	49	719	.1	.7	21	384	.1	.7
SP '02		29	1179	.1	.5	21	354	.1	.3	37	491	.1	.5	38	602	.1	.6	20	390	.1	.6
4-Book		33	1328	.1	.6	33	403	.1	.4	39	567	.1	.5	42	665	.1	.6	21	389	.1	.7
WI '02		31	1389	.1	.6	32	399	.1	.4	31	507	.1	.4	34	635	.1	.5	28	426	.1	1.0
TOTALS																					
WI '03		5709	32593	16.9		7928	27928	23.4		7820	25916	23.1		7088	27963	21.0		3206	20102	9.5	
FA '02		5899	32916	17.4		8233	28402	24.3		8413	26612	24.9		7092	27990	21.0		3101	20486	9.2	
SU '02		5565	31853	16.8		7579	26856	22.9		8068	26152	24.4		6828	26896	20.7		3077	19470	9.3	
SP '02		5649	31920	17.1		8039	26920	24.3		7919	25948	24.0		6733	27307	20.4		3149	19824	9.5	
4-Book		5706	32321	17.1		7945	27527	23.7		8055	26157	24.1		6935	27539	20.8		3133	19971	9.4	
WI '02		5362	31821	16.2		7671	27437	23.2		7538	25080	22.8		6584	26945	19.9		2743	18730	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

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

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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																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	286	4590	.8	3.7	157	2629	.5	3.9	111	486	.3	2.9	297	996	.9	4.5	197	704	.6	4.1
4-Book	333	4907	1.0	4.3	166	2900	.5	4.2	139	494	.4	3.4	306	1182	.9	4.6	202	767	.6	4.2
KLAC-AM																				
WI '03	5	256		.1	8	159		.2					6	20		.1	6	11		.1
4-Book	13	333		.2	12	229		.3	1	3			11	35	.1	.2	9	27		.2
KLAX-FM																				
WI '03	349	3390	1.0	4.6	241	2346	.7	6.0	283	805	.8	7.4	369	965	1.1	5.6	298	707	.9	6.1
4-Book	329	3105	1.0	4.3	213	2060	.6	5.4	223	620	.7	5.5	339	861	1.0	5.1	265	672	.8	5.6
KLOS-FM																				
WI '03	139	2461	.4	1.8	75	1405	.2	1.9	63	199	.2	1.6	188	603	.6	2.9	99	418	.3	2.0
4-Book	149	2570	.5	1.9	78	1444	.2	2.0	59	248	.2	1.5	144	549	.5	2.2	112	381	.3	2.4
KLSX-FM																				
WI '03	307	2469	.9	4.0	47	518	.1	1.2	6	30		.2	53	119	.2	.8	69	164	.2	1.4
4-Book	306	2489	.9	4.0	33	521	.1	.8	19	75	.1	.5	36	103	.1	.6	43	136	.1	.9
KLTX-AM																				
WI '03	66	312	.2	.9	48	264	.1	1.2	64	156	.2	1.7	64	141	.2	1.0	50	94	.1	1.0
4-Book	68	326	.2	.9	45	265	.1	1.1	63	145	.2	1.6	81	153	.3	1.3	52	105	.2	1.1
KLVE-FM																				
WI '03	296	3673	.9	3.9	176	2182	.5	4.4	154	493	.5	4.0	269	801	.8	4.1	202	583	.6	4.2
4-Book	287	3387	.9	3.7	162	2005	.5	4.1	172	501	.5	4.2	284	738	.9	4.3	156	458	.5	3.3
KLYY-FM																				
WI '03	96	1056	.3	1.3	61	692	.2	1.5	63	201	.2	1.6	98	280	.3	1.5	73	233	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	34	668	.1	.4	20	442	.1	.5	8	17		.2	28	116	.1	.4	39	160	.1	.8
4-Book	38	706	.1	.5	23	478	.1	.6	16	56	.1	.4	32	142	.1	.5	30	128	.1	.6
KNX -AM																				
WI '03	51	1077	.2	.7	14	361		.4	22	117	.1	.6	8	46		.1	19	42	.1	.4
4-Book	47	946	.2	.6	15	386		.4	16	80	.1	.4	21	86	.1	.3	18	54	.1	.4
KOST-FM																				
WI '03	221	2698	.7	2.9	88	1501	.3	2.2	106	314	.3	2.8	106	385	.3	1.6	67	259	.2	1.4
4-Book	229	2922	.7	3.0	115	1750	.4	2.9	128	412	.4	3.2	174	566	.5	2.6	128	467	.4	2.7
KPWR-FM																				
WI '03	609	8022	1.8	8.0	349	5237	1.0	8.8	260	1092	.8	6.8	517	1833	1.5	7.9	458	1731	1.4	9.4
4-Book	637	8229	1.9	8.3	384	5327	1.1	9.8	330	1154	1.0	8.2	613	2154	1.8	9.3	531	1791	1.6	11.1
KRCB-FM																				
WI '03	58	791	.2	.8	44	487	.1	1.1	49	101	.1	1.3	62	186	.2	.9	65	159	.2	1.3
4-Book	54	660	.2	.7	24	305	.1	.6	35	80	.1	.9	45	139	.2	.7	28	81	.1	.6
KRCV-FM																				
WI '03	25	341	.1	.3	6	93		.2	5	14		.1	13	55		.2	9	24		.2
4-Book	36	403	.1	.5	19	191	.1	.5	24	66	.1	.6	34	93	.1	.5	14	36	.1	.3
KRLA-AM																				
WI '03	11	125		.1	2	45		.1	4	14		.1	1	10			4	14		.1
4-Book	15	123	.1	.2	1	34		.1	1	4			2	10			2	6		.1
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
WI '03	615	7657	1.8	8.1	257	4087	.8	6.5	201	900	.6	5.3	512	1868	1.5	7.8	407	1225	1.2	8.4
4-Book	574	7236	1.7	7.5	283	4341	.9	7.2	208	841	.6	5.2	528	1970	1.6	8.0	394	1368	1.2	8.2
KRTH-FM																				
WI '03	117	2376	.3	1.5	66	1097	.2	1.7	51	234	.2	1.3	111	408	.3	1.7	75	242	.2	1.5
4-Book	140	2182	.4	1.8	64	1109	.2	1.6	55	233	.2	1.4	122	438	.4	1.9	89	286	.3	1.9
KSCA-FM																				
WI '03	413	3289	1.2	5.4	171	1987	.5	4.3	453	892	1.3	11.8	302	917	.9	4.6	229	522	.7	4.7
4-Book	442	3120	1.3	5.8	172	1770	.5	4.4	515	954	1.6	12.7	286	821	.9	4.4	145	350	.5	3.0
KSPN-AM																				
WI '03	29	390	.1	.4	8	124	.2	.2	7	44	.2	.2	9	48	.1	.1	9	50	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	221	2822	.7	2.9	145	1782	.4	3.6	121	420	.4	3.2	330	880	1.0	5.0	176	484	.5	3.6
4-Book	175	2266	.5	2.3	101	1402	.3	2.6	93	303	.3	2.3	206	574	.6	3.1	118	377	.4	2.5
KSUR-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM																				
WI '03	17	206	.1	.2	10	109	.3	.3	29	39	.1	.8	6	28	.1	.1	11	15	.2	.2
4-Book	26	319	.1	.3	14	161	.1	.4	29	55	.1	.7	17	43	.1	.3	17	41	.1	.3
KTWV-FM																				
WI '03	92	990	.3	1.2	43	721	.1	1.1	41	100	.1	1.1	66	225	.2	1.0	63	169	.2	1.3
4-Book	108	1074	.3	1.4	54	732	.2	1.4	49	169	.2	1.2	97	268	.3	1.5	75	191	.2	1.6
KWIZ-FM																				
WI '03	103	1080	.3	1.4	59	624	.2	1.5	63	156	.2	1.6	74	214	.2	1.1	82	241	.2	1.7
4-Book	121	1087	.4	1.6	80	748	.3	2.1	78	199	.3	1.9	148	377	.5	2.3	94	236	.3	2.0
KVKW-AM																				
WI '03	35	225	.1	.5	4	71	.1	.1	10	28	.3	.3								
4-Book	30	215	.1	.4	6	83	.2	.2	16	32	.1	.4	5	23	.1	.1	3	11	.1	.1
KVVE-FM																				
WI '03	23	446	.1	.3	10	239	.3	.3					12	75	.2	.2	12	50	.2	.2
4-Book	27	442	.1	.4	15	282	.4	.4	14	48	.1	.3	20	102	.1	.3	9	45	.2	.2
KXOL-FM																				
WI '03	244	2260	.7	3.2	130	1516	.4	3.3	175	521	.5	4.6	276	643	.8	4.2	120	332	.4	2.5
4-Book	265	2345	.8	3.5	154	1462	.5	3.9	203	482	.6	5.0	303	670	.9	4.6	182	454	.6	3.8
KYSR-FM																				
WI '03	267	4700	.8	3.5	97	2253	.3	2.4	66	448	.2	1.7	168	804	.5	2.6	117	666	.3	2.4
4-Book	283	4574	.8	3.7	108	2387	.3	2.8	86	482	.3	2.2	201	869	.6	3.1	167	696	.5	3.5
+KZAB-FM																				
KFSG-FM																				
WI '03	60	578	.2	.8	37	420	.1	.9	39	108	.1	1.0	39	118	.1	.6	52	108	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	101	1662	.3	1.3	69	1051	.2	1.7	43	166	.1	1.1	103	390	.3	1.6	87	400	.3	1.8
4-Book	112	1481	.4	1.5	53	893	.2	1.3	41	178	.1	1.0	100	396	.3	1.5	68	309	.2	1.4
KGGI-FM																				
WI '03	41	1082	.1	.5	34	656	.1	.9	24	109	.1	.6	45	231	.1	.7	30	156	.1	.6
4-Book	38	1025	.1	.5	32	644	.1	.8	19	94	.1	.5	45	238	.1	.7	34	163	.1	.7
TOTALS																				
WI '03	7628	32052	22.5		3984	26389	11.8		3828	10979	11.3		6554	15809	19.4		4851	12422	14.3	
4-Book	7677	31733	23.0		3933	26058	11.8		4046	10783	12.1		6598	16108	19.8		4782	12343	14.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																							
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
KABC-AM																							
WI '03				9 53 .4				3 15 .1				1 15				5 14 .2							
4-Book				9 37 .4				7 35 .2				4 25 .1				6 22 .3							
KBIG-FM																							
WI '03				138 493 .4 4.5				50 172 .1 2.0				122 462 .4 2.6				80 326 .2 2.2				46 242 .1 1.8			
4-Book				108 383 .4 3.6				53 211 .2 2.2				114 417 .4 2.5				68 262 .2 1.9				48 257 .2 2.1			
KBLA-AM																							
WI '03				3 17 .1				4 17 .2				7 41 .2				40 68 .1 1.1				4 12 .2			
4-Book				7 19 .2				9 25 .4				19 60 .1 .4				39 73 .1 1.1				5 18 .2			
KBUA-FM																							
WI '03				8 40 .3				23 84 .1 .9				62 159 .2 1.3				25 80 .1 .7				9 47 .4			
4-Book				23 71 .1 .8				19 56 .1 .8				48 123 .2 1.0				25 79 .1 .7				10 44 .5			
KBUE-FM																							
WI '03				146 450 .4 4.7				154 359 .5 6.1				229 637 .7 5.0				231 604 .7 6.2				116 336 .3 4.7			
4-Book				117 366 .3 3.9				135 297 .4 5.4				229 589 .7 5.1				189 470 .6 5.3				99 275 .3 4.3			
KCBS-FM																							
WI '03				51 176 .2 1.6				24 156 .1 .9				97 356 .3 2.1				92 405 .3 2.5				44 126 .1 1.8			
4-Book				43 177 .1 1.4				28 154 .1 1.1				86 386 .3 1.9				84 343 .3 2.4				44 169 .1 2.0			
KDIS-AM																							
WI '03				3 18 .1				15 54 .3				5 31 .1				3 16 .1				3 16 .1			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
+KDL-D-FM																							
KSSC-FM																							
WI '03				29 153 .1 .9				13 60 .5				58 192 .2 1.3				16 95 .4				16 31 .6			
4-Book				21 83 .1 .7				12 45 .5				38 137 .1 .9				14 66 .4				13 34 .6			
+KDLE-FM																							
KSSD-FM																							
WI '03				37 132 .1 1.2				22 66 .1 .9				37 228 .1 .8				48 142 .1 1.3				24 135 .1 1.0			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
KFI -AM																							
WI '03				26 61 .1 .8				19 46 .1 .7				11 56 .2				27 76 .1 .7				50 116 .1 2.0			
4-Book				14 50 .5				16 54 .1 .7				17 68 .1 .4				13 35 .4				21 67 .1 .9			
KFSH-FM																							
WI '03				26 73 .1 .8				42 209 .1 1.7				65 274 .2 1.4				19 145 .1 .5				13 52 .5			
4-Book				18 79 .1 .6				33 181 .1 1.4				43 224 .1 .9				26 126 .1 .7				16 83 .1 .7			
KFWB-AM																							
WI '03				4 26 .1				21 73 .1 .8				16 76 .3				13 28 .4				2 16 .1			
4-Book				4 26 .1				15 73 .1 .6				17 92 .4				15 53 .5				5 37 .2			
KHHT-FM																							
WI '03				153 509 .5 4.9				135 427 .4 5.3				165 491 .5 3.6				152 568 .4 4.1				322 719 1.0 12.9			
4-Book				148 533 .5 4.9				81 263 .2 3.2				138 471 .4 3.1				147 513 .4 4.1				250 577 .8 10.8			
KHJ -AM																							
WI '03				24 53 .1 .8				34 73 .1 1.3				26 65 .1 .6				28 68 .1 .8				19 67 .1 .8			
4-Book				14 42 .1 .5				19 43 .1 .8				32 73 .1 .7				15 36 .5				8 29 .4			
KIIS-FM																							
WI '03				187 770 .6 6.0				125 417 .4 4.9				272 1302 .8 5.9				155 631 .5 4.2				128 559 .4 5.1			
4-Book				198 831 .6 6.6				140 532 .4 5.8				255 1203 .8 5.7				194 794 .6 5.5				115 560 .4 5.0			
KVVS-FM																							
WI '03				6 22 .2				12 47 .3				12 47 .3				155 631 .5 4.2				128 559 .4 5.1			
4-Book				7 32 .2				10 41 .2				4 15 .1				4 9 .2				4 9 .2			
KJLH-FM																							
WI '03				49 157 .1 1.6				33 148 .1 1.3				96 325 .3 2.1				82 205 .2 2.2				30 119 .1 1.2			
4-Book				47 161 .1 1.6				78 245 .3 3.2				114 321 .3 2.5				80 165 .2 2.3				41 128 .1 1.8			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																					
WI '03	193	655	.6	6.2	74	354	.2	2.9	91	496	.3	2.0	136	494	.4	3.7	138	451	.4	5.5	
4-Book	155	615	.5	5.1	82	295	.2	3.4	145	663	.4	3.2	143	583	.4	4.0	136	522	.4	6.0	
KLAX-FM																					
WI '03	3	23		.1	7	34		.3	8	47		.2	7	25		.2		9			
4-Book	4	22		.1	5	24		.2	10	45		.3	5	33		.1	10	36		.5	
KLAC-AM																					
WI '03	12	29		.4					15	45		.3	20	89		.1	.5	7	55		.3
4-Book	10	38		.4	3	7		.1	16	59		.4	44	129		.1	1.3	7	49		.3
KLAX-FM																					
WI '03	187	537	.6	6.0	198	549	.6	7.8	294	822	.9	6.4	209	550	.6	5.6	97	318	.3	3.9	
4-Book	171	455	.5	5.7	140	414	.4	5.7	276	719	.8	6.1	199	514	.6	5.6	84	279	.3	3.7	
KLOS-FM																					
WI '03	33	184	.1	1.1	19	100	.1	.7	82	345	.2	1.8	74	274	.2	2.0	36	154	.1	1.4	
4-Book	58	236	.2	2.0	39	134	.1	1.6	75	336	.2	1.7	85	328	.3	2.4	47	217	.1	2.0	
KLSX-FM																					
WI '03	19	72	.1	.6	41	136	.1	1.6	114	276	.3	2.5	57	115	.2	1.5	16	66		.6	
4-Book	9	47		.3	54	173	.2	2.2	72	200	.2	1.6	30	77	.1	.8	7	32		.3	
KLTX-AM																					
WI '03	21	104	.1	.7	54	132	.2	2.1	63	123	.2	1.4	47	82	.1	1.3	23	83	.1	.9	
4-Book	23	70	.1	.8	41	109	.1	1.7	54	132	.2	1.2	34	74	.1	1.0	11	42		.5	
KLVE-FM																					
WI '03	183	615	.5	5.9	111	371	.3	4.4	223	652	.7	4.8	126	404	.4	3.4	121	456	.4	4.9	
4-Book	170	532	.5	5.7	97	322	.3	3.9	195	610	.6	4.3	103	319	.3	2.9	94	328	.3	4.1	
KLYY-FM																					
WI '03	55	170	.2	1.8	32	98	.1	1.3	80	222	.2	1.7	46	120	.1	1.2	35	97	.1	1.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
WI '03	20	79	.1	.6	14	60		.6	13	59		.3	17	80	.1	.5	20	130	.1	.8	
4-Book	18	93	.1	.6	15	71	.1	.6	27	106	.1	.6	27	91	.1	.8	21	90	.1	.9	
KNX -AM																					
WI '03	11	75		.4	14	55		.6	18	108	.1	.4	9	53		.2	11	64		.4	
4-Book	15	67		.5	9	34		.4	17	99	.1	.4	16	90	.1	.4	11	80		.5	
KOST-FM																					
WI '03	112	347	.3	3.6	74	280	.2	2.9	89	398	.3	1.9	60	259	.2	1.6	82	292	.2	3.3	
4-Book	112	433	.3	3.7	69	263	.2	2.8	125	445	.4	2.8	88	290	.3	2.5	84	342	.2	3.7	
KPWR-FM																					
WI '03	342	1306	1.0	11.0	220	808	.7	8.6	351	1344	1.0	7.6	339	1205	1.0	9.1	285	921	.8	11.5	
4-Book	362	1366	1.1	12.0	217	710	.7	8.8	398	1436	1.2	8.8	352	1199	1.1	9.8	249	914	.7	10.8	
KRCD-FM																					
WI '03	48	165	.1	1.6	40	78	.1	1.6	46	162	.1	1.0	26	103	.1	.7	19	64	.1	.8	
4-Book	20	79		.7	14	34		.6	24	86	.1	.5	13	55		.4	11	42		.5	
KRCV-FM																					
WI '03	4	10		.1									17	36	.1	.5	3	11		.1	
4-Book	10	28		.3	11	30		.5	29	67	.1	.7	18	44	.1	.5	9	31		.4	
KRLA-AM																					
WI '03					4	14		.2					5	20		.1	2	20		.1	
4-Book	1	5			1	4		.1					1	5			3	13		.1	
KRLH-AM																					
WI '03																					
4-Book																					

Target Listener Estimates - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 18-34																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																						
WI '03		177	837	.5	5.7	81	427	.2	3.2	312	1285	.9	6.8	213	942	.6	5.7	129	665	.4	5.2	
4-Book		216	968	.6	7.2	132	551	.4	5.4	305	1219	.9	6.8	279	1112	.8	7.8	179	816	.6	7.9	
KRTH-FM																						
WI '03		32	130	.1	1.0	44	174	.1	1.7	100	340	.3	2.2	90	210	.3	2.4	25	110	.1	1.0	
4-Book		34	142	.1	1.1	36	128	.1	1.5	66	259	.2	1.5	65	229	.2	1.8	43	141	.1	1.9	
KSCA-FM																						
WI '03		32	134	.1	1.0	129	323	.4	5.1	85	310	.3	1.8	165	403	.5	4.5	29	90	.1	1.2	
4-Book		45	162	.2	1.5	156	363	.5	6.4	134	419	.4	3.0	101	269	.3	2.8	38	128	.1	1.7	
KSPN-AM																						
WI '03		20	45	.1	.6	3	13	.1	.1	8	24	.2	.2					4	13	.2	.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KSSE-FM																						
WI '03		78	267	.2	2.5	111	316	.3	4.4	209	622	.6	4.5	64	216	.2	1.7	48	202	.1	1.9	
4-Book		62	226	.2	2.1	77	229	.2	3.1	144	434	.4	3.2	66	195	.2	1.8	35	145	.1	1.5	
KSUR-AM																						
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KTNQ-AM																						
WI '03		1	15							19	54	.1	.4	13	15		.4					
4-Book		7	30		.2	7	19		.3	15	38	.1	.3	14	31		.4	10	24		.4	
KTWV-FM																						
WI '03		23	85	.1	.7	22	57	.1	.9	47	204	.1	1.0	38	167	.1	1.0	46	125	.1	1.8	
4-Book		34	121	.1	1.1	29	119	.1	1.2	72	235	.2	1.6	46	164	.1	1.3	31	118	.1	1.3	
KWIZ-FM																						
WI '03		57	161	.2	1.8	24	92	.1	.9	61	126	.2	1.3	71	228	.2	1.9	38	162	.1	1.5	
4-Book		65	210	.2	2.2	32	101	.1	1.3	88	221	.3	2.0	87	224	.3	2.5	37	138	.1	1.6	
KWKV-AM																						
WI '03		18	30	.1	.6	7	14		.3	1	12											
4-Book		10	18		.3	4	7		.2	6	26		.1	4	16		.1	3	8		.2	
KWVE-FM																						
WI '03		3	27		.1	14	56		.6	28	92	.1	.6	6	35		.2					
4-Book		11	44		.4	25	88	.1	1.1	19	71	.1	.4	12	49		.3	9	39		.4	
KXDL-FM																						
WI '03		76	249	.2	2.5	98	300	.3	3.9	137	432	.4	3.0	94	304	.3	2.5	59	267	.2	2.4	
4-Book		79	236	.2	2.6	115	309	.4	4.7	179	455	.5	4.0	106	288	.3	2.9	62	236	.2	2.8	
KYSR-FM																						
WI '03		104	478	.3	3.4	43	216	.1	1.7	131	665	.4	2.8	82	401	.2	2.2	46	281	.1	1.8	
4-Book		82	435	.2	2.7	45	262	.1	1.9	130	651	.4	2.9	101	500	.3	2.9	44	285	.1	1.9	
+KZAB-FM																						
KFSG-FM																						
WI '03		20	69	.1	.6	28	87	.1	1.1	48	155	.1	1.0	59	141	.2	1.6	14	78		.6	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KZLA-FM																						
WI '03		60	192	.2	1.9	34	215	.1	1.3	121	436	.4	2.6	76	242	.2	2.1	19	80	.1	.8	
4-Book		36	168	.1	1.2	33	173	.1	1.3	74	300	.3	1.6	44	165	.2	1.3	21	120	.1	.9	
KGGI-FM																						
WI '03		25	108	.1	.8	25	121	.1	1.0	24	139	.1	.5	47	125	.1	1.3	50	141	.1	2.0	
4-Book		38	147	.1	1.2	15	75	.1	.6	24	121	.1	.5	35	136	.1	1.0	43	116	.1	1.9	
TOTALS																						
WI '03		3096	9287	9.2		2544	7534	7.5		4605	12709	13.6		3706	10134	11.0		2489	7573	7.4		
4-Book		3017	9235	9.1		2458	7176	7.4		4518	12288	13.5		3576	9470	10.7		2295	7249	6.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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																				
WI '03	140	2257	.2	1.3	153	939	.2	1.0	255	1224	.4	1.7	251	1378	.4	1.8	84	616	.1	1.6	
FA '02	125	1815	.2	1.1	118	694	.2	.7	213	1050	.3	1.3	260	1062	.4	2.0	60	542	.1	1.2	
SU '02	97	2029	.2	.9	80	721	.1	.5	101	770	.2	.7	267	1286	.4	2.1	63	651	.1	1.2	
SP '02	80	1852	.1	.8	75	586	.1	.5	103	797	.2	.7	143	1045	.2	1.1	75	625	.1	1.5	
4-Book	111	1988	.2	1.0	107	735	.2	.7	168	960	.3	1.1	230	1193	.4	1.8	71	609	.1	1.4	
WI '02	123	2012	.2	1.2	96	723	.2	.6	182	918	.3	1.3	285	1325	.5	2.2	61	536	.1	1.3	
KBIG-FM																					
WI '03	343	7246	.5	3.2	376	3010	.6	2.4	677	3846	1.1	4.4	423	3483	.7	3.1	119	1636	.2	2.3	
FA '02	344	6767	.6	3.1	412	3063	.7	2.5	660	3234	1.1	4.2	431	3197	.7	3.2	134	1804	.2	2.6	
SU '02	317	6880	.5	3.0	339	2623	.6	2.3	601	3406	1.0	4.0	399	3194	.6	3.1	116	1658	.2	2.3	
SP '02	352	7198	.6	3.4	377	3145	.6	2.4	661	4020	1.1	4.5	488	3867	.8	3.9	126	1885	.2	2.5	
4-Book	339	7023	.6	3.2	376	2960	.6	2.4	650	3627	1.1	4.3	435	3435	.7	3.3	124	1746	.2	2.4	
WI '02	335	6873	.5	3.3	443	3076	.7	3.0	619	3186	1.0	4.3	433	3216	.7	3.4	110	1640	.2	2.4	
KBLA-AM																					
WI '03	109	1510	.2	1.0	107	507	.2	.7	170	752	.3	1.1	257	867	.4	1.9	29	390		.6	
FA '02	102	1541	.2	.9	101	564	.2	.6	187	772	.3	1.2	207	1001	.3	1.6	28	314		.5	
SU '02	93	1223	.2	.9	118	493	.2	.8	109	519	.2	.7	210	774	.3	1.6	57	358	.1	1.1	
SP '02	106	1433	.2	1.0	113	496	.2	.7	195	641	.3	1.3	173	748	.3	1.4	31	292	.1	.6	
4-Book	103	1427	.2	1.0	110	515	.2	.7	165	671	.3	1.1	212	848	.3	1.6	36	339	.1	.7	
WI '02	99	1366	.2	1.0	111	492	.2	.7	144	578	.2	1.0	211	620	.3	1.7	33	347	.1	.7	
KBUA-FM																					
WI '03	67	809	.1	.6	91	440	.1	.6	84	471	.1	.6	57	414	.1	.4	65	337	.1	1.3	
FA '02	112	1069	.2	1.0	164	638	.3	1.0	141	586	.2	.9	133	624	.2	1.0	64	403	.1	1.2	
SU '02	39	540	.1	.4	65	279	.1	.4	49	413	.1	.3	43	245	.1	.3	14	204		.3	
SP '02	51	677	.1	.5	92	369	.1	.6	70	398	.1	.5	65	279	.1	.5	17	201		.3	
4-Book	67	774	.1	.6	103	432	.2	.7	86	467	.1	.6	75	391	.1	.6	40	286	.1	.8	
WI '02	49	598	.1	.5	84	335	.1	.6	79	275	.1	.5	48	309	.1	.4	14	172		.3	
KBUE-FM																					
WI '03	365	4713	.6	3.4	436	2194	.7	2.8	484	2796	.8	3.2	436	2890	.7	3.2	243	1753	.4	4.8	
FA '02	362	4940	.6	3.3	460	2424	.7	2.8	481	2863	.8	3.0	458	2780	.7	3.5	179	1561	.3	3.5	
SU '02	348	4440	.6	3.3	434	2039	.7	2.9	455	2532	.7	3.0	412	2509	.7	3.2	207	1480	.3	4.0	
SP '02	295	3775	.5	2.8	426	1912	.7	2.7	431	2173	.7	2.9	330	2131	.5	2.6	133	1262	.2	2.7	
4-Book	343	4467	.6	3.2	439	2142	.7	2.8	463	2591	.8	3.0	409	2578	.7	3.1	191	1514	.3	3.8	
WI '02	262	3801	.4	2.6	383	2109	.6	2.6	392	2074	.6	2.7	289	1961	.5	2.3	94	1035	.2	2.0	
KCBS-FM																					
WI '03	322	7220	.5	3.0	458	3159	.7	2.9	536	3629	.9	3.5	418	3997	.7	3.1	86	1693	.1	1.7	
FA '02	289	7313	.5	2.6	356	3345	.6	2.2	442	3538	.7	2.8	366	3953	.6	2.8	135	2058	.2	2.6	
SU '02	304	6978	.5	2.9	383	3108	.6	2.6	515	3587	.8	3.4	375	3693	.6	2.9	128	1746	.2	2.5	
SP '02	302	7258	.5	2.9	420	3159	.7	2.7	477	3668	.8	3.2	394	4247	.6	3.1	114	1894	.2	2.3	
4-Book	304	7192	.5	2.9	404	3193	.7	2.6	493	3606	.8	3.2	388	3973	.6	3.0	116	1848	.2	2.3	
WI '02	246	6256	.4	2.4	318	2826	.5	2.1	384	3199	.6	2.7	351	3356	.6	2.8	97	1617	.2	2.1	
KDIS-AM																					
WI '03	31	1266		.3	42	572	.1	.3	28	454		.2	55	682	.1	.4	9	171		.2	
FA '02	32	1474	.1	.3	64	676	.1	.4	21	311		.1	51	778	.1	.4	9	234		.2	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	33	1660	.1	.3	65	777	.1	.4	21	564		.1	56	732	.1	.4	6	195		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	28	1289		.3	53	639	.1	.4	24	391		.2	35	524	.1	.3	9	163		.2	
+KDL-D-FM																					
KSSC-FM																					
WI '03	52	1285	.1	.5	51	535	.1	.3	64	652	.1	.4	66	769	.1	.5	32	448	.1	.6	
FA '02	49	1002	.1	.4	82	475	.1	.5	88	531	.1	.6	46	411	.1	.3	9	199		.2	
SU '02	41	880	.1	.4	57	448	.1	.4	56	474	.1	.4	46	395	.1	.4	20	282		.4	
SP '02	27	793		.3	36	433	.1	.2	34	380	.1	.2	25	345		.2	18	214		.4	
4-Book	42	990	.1	.4	57	473	.1	.4	61	509	.1	.4	46	480	.1	.4	20	286		.4	
WI '02	27	681		.3	24	294		.2	34	291	.1	.2	34	331	.1	.3	21	272		.5	

Target Listener Trends - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Persons 18-49																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLF-FM																					
KSSD-FM																					
WI '03		67	1188	.1	.6	69	556	.1	.4	101	712	.2	.7	105	835	.2	.8	26	478	.5	.5
FA '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KF1 -AM																					
WI '03		265	4352	.4	2.5	443	2306	.7	2.8	485	2542	.8	3.2	335	2180	.5	2.5	96	815	.2	1.9
FA '02		216	3871	.3	2.0	356	2140	.6	2.2	319	2128	.5	2.0	313	2052	.5	2.4	106	847	.2	2.1
SU '02		279	4329	.5	2.7	420	2209	.7	2.8	426	2287	.7	2.8	421	2284	.7	3.3	155	1243	.3	3.0
SP '02		226	3823	.4	2.2	372	1849	.6	2.4	356	1943	.6	2.4	263	1774	.4	2.1	160	1074	.3	3.2
4-Book		247	4094	.4	2.4	398	2126	.7	2.6	397	2225	.7	2.6	333	2073	.5	2.6	129	995	.3	2.6
WI '02		262	4419	.4	2.6	390	2381	.6	2.6	428	2436	.7	3.0	320	2105	.5	2.5	145	1106	.2	3.1
KFSH-FM																					
WI '03		88	1727	.1	.8	130	1156	.2	.8	122	959	.2	.8	99	955	.2	.7	25	400	.5	.5
FA '02		78	1592	.1	.7	99	838	.2	.6	92	832	.1	.6	124	1038	.2	.9	35	609	.1	.7
SU '02		95	1613	.2	.9	118	997	.2	.8	138	1045	.2	.9	118	1019	.2	.9	37	603	.1	.7
SP '02		73	1475	.1	.7	103	914	.2	.7	81	834	.1	.5	118	920	.2	.9	27	432	.5	.5
4-Book		84	1602	.1	.8	113	976	.2	.7	108	918	.2	.7	115	983	.2	.9	31	511	.1	.6
WI '02		87	1834	.1	.9	117	1175	.2	.8	106	879	.2	.7	114	1001	.2	.9	41	532	.1	.9
KFWB-AM																					
WI '03		107	3632	.2	1.0	231	2086	.4	1.5	132	1447	.2	.9	142	1770	.2	1.0	33	670	.1	.6
FA '02		89	3816	.1	.8	204	2223	.3	1.3	94	1291	.2	.6	136	1993	.2	1.0	28	643	.5	.5
SU '02		100	3176	.2	1.0	227	2011	.4	1.5	107	1244	.2	.7	133	1583	.2	1.0	29	515	.6	.6
SP '02		81	3167	.1	.8	194	2000	.3	1.2	59	1013	.1	.4	127	1537	.2	1.0	31	649	.1	.6
4-Book		94	3448	.2	.9	214	2080	.4	1.4	98	1249	.2	.7	135	1721	.2	1.0	30	619	.1	.6
WI '02		88	3312	.1	.9	204	2064	.3	1.4	87	1109	.1	.6	121	1605	.2	1.0	32	599	.1	.7
KHHT-FM																					
WI '03		334	6174	.5	3.1	368	2948	.6	2.3	439	3055	.7	2.9	412	3279	.7	3.0	235	2247	.4	4.6
FA '02		355	6515	.6	3.2	370	2671	.6	2.3	523	3203	.8	3.3	417	3472	.7	3.1	242	2320	.4	4.7
SU '02		327	6684	.5	3.1	386	2907	.6	2.6	451	3453	.7	3.0	367	3343	.6	2.9	223	2289	.4	4.3
SP '02		315	6286	.5	3.0	361	2572	.6	2.3	500	3132	.8	3.4	401	3396	.7	3.2	172	2206	.3	3.5
4-Book		333	6415	.5	3.1	371	2775	.6	2.4	478	3211	.8	3.2	399	3373	.7	3.1	218	2266	.4	4.3
WI '02		383	6394	.6	3.8	434	3103	.7	2.9	554	3044	.9	3.9	442	3304	.7	3.5	236	2122	.4	5.1
KHJ -AM																					
WI '03		121	1594	.2	1.1	130	762	.2	.8	179	773	.3	1.2	211	725	.3	1.6	33	356	.1	.6
FA '02		110	1571	.2	1.0	134	683	.2	.8	203	948	.3	1.3	141	796	.2	1.1	41	348	.1	.8
SU '02		58	1196	.1	.6	56	403	.1	.4	97	676	.2	.6	90	573	.1	.7	23	325	.4	.4
SP '02		86	1275	.1	.8	106	589	.2	.7	148	687	.2	1.0	127	661	.2	1.0	25	250	.5	.5
4-Book		94	1409	.2	.9	107	609	.2	.7	157	771	.3	1.0	142	689	.2	1.1	31	320	.1	.6
WI '02		74	1148	.1	.7	80	456	.1	.5	101	572	.2	.7	114	527	.2	.9	50	350	.1	1.1
KIIS-FM																					
WI '03		427	10968	.7	4.0	568	5301	.9	3.6	582	5414	.9	3.8	546	5784	.9	4.0	194	3129	.3	3.8
FA '02		436	11854	.7	4.0	702	6076	1.1	4.3	514	5384	.8	3.2	525	6168	.8	4.0	213	3156	.3	4.1
SU '02		493	12151	.8	4.7	640	5745	1.0	4.3	670	6127	1.1	4.4	642	6279	1.0	5.0	278	3441	.5	5.4
SP '02		415	11598	.7	4.0	604	5627	1.0	3.8	518	5374	.8	3.5	503	5846	.8	4.0	219	3133	.4	4.4
4-Book		443	11643	.7	4.2	629	5687	1.0	4.0	571	5575	.9	3.7	554	6019	.9	4.3	226	3215	.4	4.4
WI '02		429	11588	.7	4.2	620	5639	1.0	4.1	553	5140	.9	3.8	592	5903	1.0	4.7	172	3140	.3	3.7
KVVS-FM																					
WI '03		10	255	.1	.1	25	162	.2	.2	9	138	.1	.1	9	133	.1	.1	4	85	.1	.1
FA '02		16	341	.1	.1	32	135	.1	.2	17	167	.1	.1	14	164	.1	.1	6	137	.1	.1
SU '02		20	547	.2	.2	23	219	.2	.2	32	296	.1	.2	31	294	.1	.2	5	151	.1	.1
SP '02		28	574	.3	.3	43	358	.1	.3	37	336	.1	.3	36	284	.1	.3	19	133	.4	.4
4-Book		19	429	.2	.2	31	219	.1	.2	24	234	.1	.2	23	219	.1	.2	9	127	.2	.2
WI '02		19	443	.2	.2	27	253	.2	.2	20	233	.1	.1	12	193	.1	.1	9	83	.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
KJLH-FM																				
WI '03	151	2659	.2	1.4	178	1254	.3	1.1	193	1140	.3	1.3	176	1302	.3	1.3	69	791	.1	1.3
FA '02	205	2763	.3	1.9	209	1231	.3	1.3	246	1388	.4	1.6	206	1489	.3	1.6	146	1154	.2	2.8
SU '02	157	2466	.3	1.5	199	1067	.3	1.3	173	1021	.3	1.1	163	1190	.3	1.3	114	883	.2	2.2
SP '02	154	2601	.3	1.5	190	1232	.3	1.2	175	1059	.3	1.2	159	1315	.3	1.3	71	789	.1	1.4
4-Book	167	2622	.3	1.6	194	1196	.3	1.2	197	1152	.3	1.3	176	1324	.3	1.4	100	904	.2	1.9
WI '02	129	2607	.2	1.3	157	1065	.3	1.0	118	1039	.2	.8	134	1166	.2	1.1	83	845	.1	1.8
KKBT-FM																				
WI '03	337	7668	.5	3.1	701	3844	1.1	4.5	368	3558	.6	2.4	373	3748	.6	2.7	153	2264	.2	3.0
FA '02	415	8220	.7	3.8	863	4213	1.4	5.3	485	4020	.8	3.1	470	4375	.8	3.5	186	2568	.3	3.6
SU '02	363	8000	.6	3.5	707	3938	1.2	4.7	474	4010	.8	3.1	397	4026	.6	3.1	152	2134	.2	3.0
SP '02	389	7773	.6	3.7	877	4396	1.4	5.6	429	3990	.7	2.9	400	4231	.7	3.2	172	2430	.3	3.5
4-Book	376	7915	.6	3.5	787	4098	1.3	5.0	439	3895	.7	2.9	410	4095	.7	3.1	166	2349	.3	3.3
WI '02	390	7707	.6	3.9	756	4096	1.2	5.0	474	3750	.8	3.3	466	3948	.8	3.7	176	2334	.3	3.8
KLKA-FM																				
WI '03	54	1072	.1	.5	118	868	.2	.8	70	465	.1	.5	63	501	.1	.5	26	283		.5
FA '02	48	1069	.1	.4	107	639	.2	.7	71	453	.1	.4	65	403	.1	.5	15	192		.3
SU '02	49	1103	.1	.5	101	789	.2	.7	69	512	.1	.5	43	427	.1	.3	23	217		.4
SP '02	44	1154	.1	.4	99	827	.2	.6	44	385	.1	.3	80	562	.1	.6	16	193		.3
4-Book	49	1100	.1	.5	106	781	.2	.7	64	454	.1	.4	63	473	.1	.5	20	221		.4
WI '02	41	908	.1	.4	77	496	.1	.5	71	438	.1	.5	54	354	.1	.4	4	134		.1
KLAC-AM																				
WI '03	24	1099		.2	22	160		.1	21	130		.1	40	536	.1	.3	31	545		.6
FA '02	34	1514	.1	.3	29	286		.2	37	302	.1	.2	65	771	.1	.5	31	593		.6
SU '02	39	1327	.1	.4	48	319	.1	.3	61	482	.1	.4	30	468		.2	33	374	.1	.6
SP '02	68	2485	.1	.7	36	327	.1	.2	109	643	.2	.7	92	1046	.1	.7	60	983	.1	1.2
4-Book	41	1606	.1	.4	34	273	.1	.2	57	389	.1	.4	57	705	.1	.4	39	624	.1	.8
WI '02	34	1190	.1	.3	36	225	.1	.2	54	341	.1	.4	45	516	.1	.4	29	446		.6
KLAX-FM																				
WI '03	394	5939	.6	3.7	554	3028	.9	3.5	566	3437	.9	3.7	381	2725	.6	2.8	218	1614	.3	4.3
FA '02	421	5784	.7	3.8	558	3123	.9	3.4	694	3548	1.1	4.4	450	3089	.7	3.4	163	1674	.3	3.2
SU '02	315	5008	.5	3.0	373	2177	.6	2.5	468	2756	.8	3.1	379	2598	.6	3.0	118	1411	.2	2.3
SP '02	355	5222	.6	3.4	433	2358	.7	2.8	534	2803	.9	3.6	380	2691	.6	3.0	152	1344	.2	3.1
4-Book	371	5488	.6	3.5	480	2672	.8	3.1	566	3136	.9	3.7	398	2776	.6	3.1	163	1511	.3	3.2
WI '02	293	5140	.5	2.9	308	2152	.5	2.1	426	2756	.7	3.0	345	2658	.6	2.7	126	1127	.2	2.7
KLOS-FM																				
WI '03	317	7257	.5	3.0	538	2829	.9	3.4	453	3059	.7	3.0	418	3611	.7	3.1	106	1562	.2	2.1
FA '02	293	6507	.5	2.7	554	2857	.9	3.4	380	2713	.6	2.4	343	3446	.5	2.6	141	1596	.2	2.7
SU '02	345	7268	.6	3.3	556	3321	.9	3.7	522	3533	.9	3.5	435	3879	.7	3.4	116	1784	.2	2.3
SP '02	292	6738	.5	2.8	496	2762	.8	3.2	366	3011	.6	2.5	385	3599	.6	3.1	148	1828	.2	3.0
4-Book	312	6943	.5	3.0	536	2942	.9	3.4	430	3079	.7	2.9	395	3634	.6	3.1	128	1693	.2	2.5
WI '02	250	5950	.4	2.5	457	2616	.7	3.0	321	2466	.5	2.2	342	2957	.6	2.7	111	1342	.2	2.4
KLSX-FM																				
WI '03	350	5441	.6	3.3	804	3092	1.3	5.1	498	2630	.8	3.3	510	2368	.8	3.7	87	1064	.1	1.7
FA '02	364	5354	.6	3.3	846	3250	1.4	5.2	529	2538	.8	3.3	551	2774	.9	4.2	84	958	.1	1.6
SU '02	308	5519	.5	3.0	664	3004	1.1	4.4	391	2403	.6	2.6	539	2655	.9	4.2	88	1129	.1	1.7
SP '02	320	4869	.5	3.1	861	2955	1.4	5.5	464	2417	.8	3.1	395	2181	.6	3.1	49	718	.1	1.0
4-Book	336	5296	.6	3.2	794	3075	1.3	5.1	471	2497	.8	3.1	499	2495	.8	3.8	77	967	.1	1.5
WI '02	334	5291	.5	3.3	782	3157	1.3	5.2	419	2318	.7	2.9	543	2805	.9	4.3	95	994	.2	2.1
KLTX-AM																				
WI '03	115	814	.2	1.1	161	548	.3	1.0	143	458	.2	.9	138	474	.2	1.0	57	358	.1	1.1
FA '02	70	656	.1	.6	98	460	.2	.6	101	390	.2	.6	77	352	.1	.6	32	177	.1	.6
SU '02	113	686	.2	1.1	179	555	.3	1.2	169	494	.3	1.1	104	394	.2	.8	50	283	.1	1.0
SP '02	104	768	.2	1.0	147	498	.2	.9	157	514	.3	1.1	105	414	.2	.8	29	254		.6
4-Book	101	731	.2	1.0	146	515	.3	.9	143	464	.3	.9	106	409	.2	.8	42	268	.1	.8
WI '02	119	721	.2	1.2	185	546	.3	1.2	161	440	.3	1.1	133	432	.2	1.0	64	287	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Persons 18-49																			
		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
KLVE-FM																					
WI '03		435	7451	.7	4.1	643	3665	1.0	4.1	605	4055	1.0	4.0	446	3874	.7	3.3	247	2601	.4	4.8
FA '02		421	7532	.7	3.8	630	3607	1.0	3.9	652	4011	1.0	4.1	384	3540	.6	2.9	199	2235	.3	3.9
SU '02		376	6785	.6	3.6	558	3431	.9	3.7	561	3565	.9	3.7	354	3076	.6	2.8	218	2063	.4	4.2
SP '02		438	7223	.7	4.2	708	3675	1.2	4.5	655	3666	1.1	4.4	438	3370	.7	3.5	225	2022	.4	4.5
4-Book		418	7248	.7	3.9	635	3595	1.0	4.1	618	3824	1.0	4.1	406	3465	.7	3.1	222	2230	.4	4.4
WI '02		405	7104	.7	4.0	643	3682	1.0	4.3	579	3564	.9	4.0	394	2920	.6	3.1	200	2049	.3	4.3
KLYY-FM																					
WI '03		106	1883	.2	1.0	129	873	.2	.8	160	1027	.3	1.1	120	921	.2	.9	52	498	.1	1.0
FA '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																					
WI '03		97	2422	.2	.9	107	882	.2	.7	134	1074	.2	.9	135	1190	.2	1.0	64	850	.1	1.3
FA '02		109	2530	.2	1.0	93	1020	.1	.6	145	970	.2	.9	150	1190	.2	1.1	82	739	.1	1.6
SU '02		104	2206	.2	1.0	111	874	.2	.7	170	968	.3	1.1	112	932	.2	.9	79	754	.1	1.5
SP '02		71	2097	.1	.7	79	695	.1	.5	115	823	.2	.8	101	873	.2	.8	32	535	.1	.6
4-Book		95	2314	.2	.9	98	868	.2	.6	141	959	.2	.9	125	1046	.2	1.0	64	720	.1	1.3
WI '02		103	2306	.2	1.0	107	976	.2	.7	196	972	.3	1.4	148	1212	.2	1.2	45	669	.1	1.0
KNX -AM																					
WI '03		144	4445	.2	1.3	241	2410	.4	1.5	156	1763	.3	1.0	222	2285	.4	1.6	90	965	.1	1.8
FA '02		119	3835	.2	1.1	246	2214	.4	1.5	120	1318	.2	.8	192	2083	.3	1.4	54	872	.1	1.1
SU '02		107	3779	.2	1.0	231	2101	.4	1.5	121	1462	.2	.8	131	1566	.2	1.0	64	1002	.1	1.2
SP '02		123	3903	.2	1.2	247	2089	.4	1.6	167	1757	.3	1.1	145	1904	.2	1.2	59	937	.1	1.2
4-Book		123	3991	.2	1.2	241	2204	.4	1.5	141	1575	.3	.9	173	1960	.3	1.3	67	944	.1	1.3
WI '02		124	3757	.2	1.2	260	2225	.4	1.7	122	1539	.2	.8	157	1901	.3	1.2	76	888	.1	1.6
KOST-FM																					
WI '03		365	7296	.6	3.4	453	3477	.7	2.9	608	3312	1.0	4.0	463	3631	.7	3.4	215	2169	.3	4.2
FA '02		416	8056	.7	3.8	466	3444	.7	2.9	709	3725	1.1	4.5	500	4274	.8	3.8	239	2543	.4	4.6
SU '02		365	7572	.6	3.5	392	3179	.6	2.6	619	3657	1.0	4.1	470	3636	.8	3.7	219	2550	.4	4.3
SP '02		375	7482	.6	3.6	440	3356	.7	2.8	582	3296	.9	3.9	470	3567	.8	3.7	247	2533	.4	5.0
4-Book		380	7602	.6	3.6	438	3364	.7	2.8	630	3498	1.0	4.1	476	3777	.8	3.7	230	2449	.4	4.5
WI '02		420	7939	.7	4.1	445	3360	.7	3.0	696	3565	1.1	4.8	556	4013	.9	4.4	251	2801	.4	5.4
KPWR-FM																					
WI '03		562	11414	.9	5.2	820	5808	1.3	5.2	649	5675	1.0	4.3	699	6446	1.1	5.1	356	4031	.6	7.0
FA '02		653	11546	1.0	6.0	907	5882	1.5	5.6	773	5854	1.2	4.9	870	7129	1.4	6.6	349	4267	.6	6.8
SU '02		560	11921	.9	5.4	718	5587	1.2	4.8	668	6149	1.1	4.4	733	7052	1.2	5.7	345	4491	.6	6.7
SP '02		538	10396	.9	5.2	784	4997	1.3	5.0	581	5107	.9	3.9	751	5981	1.2	6.0	320	3635	.5	6.4
4-Book		578	11319	.9	5.5	807	5569	1.3	5.2	668	5696	1.1	4.4	763	6652	1.2	5.9	343	4106	.6	6.7
WI '02		539	10766	.9	5.3	693	5016	1.1	4.6	697	5689	1.1	4.8	683	6107	1.1	5.4	343	3887	.6	7.4
KRCD-FM																					
WI '03		135	1756	.2	1.3	174	883	.3	1.1	159	956	.3	1.0	151	1055	.2	1.1	91	621	.1	1.8
FA '02		90	1620	.1	.8	120	720	.2	.7	149	893	.2	.9	101	789	.2	.8	45	377	.1	.9
SU '02		97	1366	.2	.9	138	614	.2	.9	149	784	.2	1.0	117	669	.2	.9	52	357	.1	1.0
SP '02		92	1431	.1	.9	131	640	.2	.8	146	813	.2	1.0	110	773	.2	.9	39	466	.1	.8
4-Book		104	1543	.2	1.0	141	714	.2	.9	151	862	.2	1.0	120	822	.2	.9	57	455	.1	1.1
WI '02		71	1381	.1	.7	85	630	.1	.6	94	579	.2	.7	97	651	.2	.8	41	463	.1	.9
KRCV-FM																					
WI '03		61	1015	.1	.6	101	523	.2	.6	120	568	.2	.8	65	447	.1	.5	16	146	.3	.3
FA '02		71	1037	.1	.6	97	536	.2	.6	118	520	.2	.7	73	459	.1	.5	27	222	.5	.5
SU '02		95	1155	.2	.9	136	614	.2	.9	144	711	.2	1.0	89	559	.1	.7	41	267	.1	.8
SP '02		83	1158	.1	.8	104	456	.2	.7	113	642	.2	.8	111	654	.2	.9	46	355	.1	.9
4-Book		78	1091	.1	.7	110	532	.2	.7	124	610	.2	.8	85	530	.1	.7	33	248	.1	.6
WI '02		91	1262	.1	.9	156	762	.3	1.0	140	680	.2	1.0	109	599	.2	.9	21	285	.5	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
KRLA-AM																			
WI '03	57	819	.1	.5	86	592	.1	.5	148	513	.2	1.0	66	454	.1	.5	5	164	.1
FA '02	25	524		.2	35	233	.1	.2	47	335	.1	.3	43	265	.1	.3	8	96	.2
SU '02	46	799	.1	.4	54	508	.1	.4	106	492	.2	.7	79	393	.1	.6	9	205	.2
SP '02	19	598		.2	23	264		.1	45	359	.1	.3	16	162		.1	5	72	.1
4-Book	37	685	.1	.3	50	399	.1	.3	87	425	.2	.6	51	319	.1	.4	7	134	.2
WI '02	48	882	.1	.5	65	497	.1	.4	118	598	.2	.8	70	436	.1	.6	9	123	.2
KRLH-AM																			
WI '03		15			1	15			1	15									
FA '02																			
SU '02																			
SP '02	1	18						2	18										
4-Book		8			4			1	8										
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																			
WI '03	555	11174	.9	5.2	1033	6419	1.7	6.6	705	5503	1.1	4.6	638	6209	1.0	4.7	286	3650	.5
FA '02	575	11075	.9	5.2	939	6124	1.5	5.8	710	5702	1.1	4.5	668	5766	1.1	5.0	327	4056	.5
SU '02	595	11542	1.0	5.7	951	5637	1.5	6.3	801	5976	1.3	5.3	702	6434	1.1	5.5	362	4185	.6
SP '02	547	11052	.9	5.3	850	5702	1.4	5.4	626	5559	1.0	4.2	692	6474	1.1	5.5	376	4270	.6
4-Book	568	11211	.9	5.4	943	5971	1.5	6.0	711	5685	1.1	4.7	675	6221	1.1	5.2	338	4040	.6
WI '02	632	11310	1.0	6.2	991	6019	1.6	6.6	789	5904	1.3	5.5	792	6932	1.3	6.2	300	3803	.5
KRTH-FM																			
WI '03	269	6925	.4	2.5	367	2731	.6	2.3	457	3360	.7	3.0	309	3255	.5	2.3	101	1453	.2
FA '02	260	6309	.4	2.4	303	2381	.5	1.9	451	3050	.7	2.8	318	3138	.5	2.4	97	1329	.2
SU '02	283	6769	.5	2.7	346	2774	.6	2.3	524	3357	.9	3.5	370	2949	.6	2.9	106	1561	.2
SP '02	270	6415	.4	2.6	325	3003	.5	2.1	447	2995	.7	3.0	322	2774	.5	2.6	108	1496	.2
4-Book	271	6605	.4	2.6	335	2722	.6	2.2	470	3191	.8	3.1	330	3029	.5	2.6	103	1460	.2
WI '02	245	6683	.4	2.4	289	2644	.5	1.9	382	3131	.6	2.7	340	3443	.6	2.7	98	1770	.2
KSCA-FM																			
WI '03	507	6033	.8	4.7	1022	3504	1.6	6.5	509	2977	.8	3.3	836	3208	1.3	6.1	152	1406	.2
FA '02	541	6220	.9	4.9	1409	4264	2.3	8.7	691	3613	1.1	4.4	287	1963	.5	2.2	173	1239	.3
SU '02	463	5203	.8	4.5	1266	3643	2.1	8.4	647	3183	1.1	4.3	263	1761	.4	2.1	123	1186	.2
SP '02	563	6243	.9	5.4	1420	4342	2.3	9.0	737	3898	1.2	5.0	338	2193	.6	2.7	169	1454	.3
4-Book	519	5925	.9	4.9	1279	3938	2.1	8.2	646	3418	1.1	4.3	431	2281	.7	3.3	154	1321	.3
WI '02	510	5809	.8	5.0	1260	3934	2.1	8.4	690	3325	1.1	4.8	307	2322	.5	2.4	162	1362	.3
KSPN-AM																			
WI '03	49	1183	.1	.5	48	527	.1	.3	92	602	.1	.6	90	721	.1	.7	18	274	.4
FA '02	29	1187		.3	24	242		.1	49	384	.1	.3	44	647	.1	.3	11	359	.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	34	944	.1	.3	23	310		.1	47	401	.1	.3	86	494	.1	.7	9	260	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																			
WI '03	236	4611	.4	2.2	299	2316	.5	1.9	345	2469	.6	2.3	266	2337	.4	2.0	120	1346	.2
FA '02	146	3449	.2	1.3	198	1634	.3	1.2	220	1813	.4	1.4	158	1443	.3	1.2	62	1019	.1
SU '02	130	3364	.2	1.3	174	1368	.3	1.2	230	1759	.4	1.5	122	1436	.2	1.0	46	779	.1
SP '02	176	3336	.3	1.7	220	1500	.4	1.4	290	1740	.5	2.0	210	1665	.3	1.7	74	757	.1
4-Book	172	3690	.3	1.6	223	1705	.4	1.4	271	1945	.5	1.8	189	1720	.3	1.5	76	975	.1
WI '02	151	3170	.2	1.5	264	1682	.4	1.8	183	1569	.3	1.3	193	1579	.3	1.5	55	681	.1
KSUR-AM																			
WI '03	2	103			1	31			4	41			2	36					
FA '02	15	220		.1	17	65		.1	13	77		.1	18	91		.1	3	29	.1
SU '02	5	149			4	38			9	22		.1	9	62		.1	1	40	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 18-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KTNQ-AM																				
WI '03	64	1050	.1	.6	89	421	.1	.6	102	465	.2	.7	45	353	.1	.3	43	355	.1	.8
FA '02	66	1263	.1	.6	59	479	.1	.4	87	535	.1	.5	87	596	.1	.7	65	402	.1	1.3
SU '02	47	1035	.1	.5	66	345	.1	.4	47	348	.1	.3	39	363	.1	.3	60	372	.1	1.2
SP '02	63	1021	.1	.6	100	482	.2	.6	85	461	.1	.6	55	376	.1	.4	45	364	.1	.9
4-Book	60	1092	.1	.6	79	432	.1	.5	80	452	.1	.5	57	422	.1	.4	53	373	.1	1.1
WI '02	65	1015	.1	.6	71	529	.1	.5	106	547	.2	.7	55	416	.1	.4	71	311	.1	1.5
KTWV-FM																				
WI '03	241	4445	.4	2.2	246	1945	.4	1.6	402	2448	.6	2.6	310	2512	.5	2.3	121	1545	.2	2.4
FA '02	312	4818	.5	2.8	376	2461	.6	2.3	509	2401	.8	3.2	391	2477	.6	2.9	135	1476	.2	2.6
SU '02	285	4586	.5	2.7	315	2199	.5	2.1	473	2471	.8	3.1	340	2387	.6	2.7	149	1406	.2	2.9
SP '02	272	4386	.4	2.6	271	1870	.4	1.7	455	2082	.7	3.1	378	2346	.6	3.0	128	1394	.2	2.6
4-Book	278	4559	.5	2.6	302	2119	.5	1.9	460	2351	.7	3.0	355	2431	.6	2.7	133	1455	.2	2.6
WI '02	268	4821	.4	2.6	317	2221	.5	2.1	406	2264	.7	2.8	344	2400	.6	2.7	147	1309	.2	3.2
KWIZ-FM																				
WI '03	109	1633	.2	1.0	132	736	.2	.8	148	991	.2	1.0	121	793	.2	.9	78	556	.1	1.5
FA '02	138	1852	.2	1.3	183	1024	.3	1.1	209	1096	.3	1.3	155	971	.2	1.2	63	666	.1	1.2
SU '02	146	1975	.2	1.4	119	806	.2	.8	242	1155	.4	1.6	180	1002	.3	1.4	73	607	.1	1.4
SP '02	158	2068	.3	1.5	157	929	.3	1.0	221	1112	.4	1.5	214	1276	.3	1.7	98	802	.2	2.0
4-Book	138	1882	.2	1.3	148	874	.3	.9	205	1089	.3	1.4	168	1011	.3	1.3	78	658	.1	1.5
WI '02	121	1833	.2	1.2	135	631	.2	.9	161	855	.3	1.1	123	800	.2	1.0	110	630	.2	2.4
KVKV-AM																				
WI '03	52	681	.1	.5	76	386	.1	.5	117	415	.2	.8	50	266	.1	.4	10	105	.1	.2
FA '02	45	652	.1	.4	98	326	.2	.6	90	426	.1	.6	20	197	.1	.2	10	98	.1	.2
SU '02	45	658	.1	.4	51	144	.1	.3	105	386	.2	.7	38	296	.1	.3	28	135	.1	.5
SP '02	44	699	.1	.4	56	209	.1	.4	108	373	.2	.7	36	217	.1	.3	18	119	.1	.4
4-Book	47	673	.1	.4	70	266	.1	.5	105	400	.2	.7	36	244	.1	.3	17	114	.1	.3
WI '02	52	783	.1	.5	59	307	.1	.4	141	502	.2	1.0	47	310	.1	.4	5	78	.1	.1
KWVE-FM																				
WI '03	50	1247	.1	.5	94	679	.2	.6	64	577	.1	.4	80	606	.1	.6	16	269	.1	.3
FA '02	51	1389	.1	.5	70	699	.1	.4	78	591	.1	.5	65	658	.1	.5	23	440	.1	.4
SU '02	60	1192	.1	.6	94	618	.2	.6	75	614	.1	.5	90	500	.1	.7	28	285	.1	.5
SP '02	52	1479	.1	.5	107	851	.2	.7	62	452	.1	.4	66	614	.1	.5	18	239	.1	.4
4-Book	53	1327	.1	.5	91	712	.2	.6	70	559	.1	.5	75	595	.1	.6	21	308	.1	.4
WI '02	53	1206	.1	.5	85	659	.1	.6	90	452	.1	.6	74	580	.1	.6	14	183	.1	.3
KXOL-FM																				
WI '03	289	4027	.5	2.7	345	1882	.6	2.2	495	2360	.8	3.3	301	2100	.5	2.2	119	1243	.2	2.3
FA '02	352	5107	.6	3.2	397	2521	.6	2.4	609	3187	1.0	3.8	392	2889	.6	3.0	148	1500	.2	2.9
SU '02	256	3640	.4	2.5	309	1637	.5	2.1	410	2147	.7	2.7	279	1981	.5	2.2	122	1225	.2	2.4
SP '02	341	4609	.6	3.3	414	2311	.7	2.6	566	2808	.9	3.8	389	2329	.6	3.1	161	1308	.3	3.2
4-Book	310	4346	.5	2.9	366	2088	.6	2.3	520	2626	.9	3.4	340	2325	.6	2.6	138	1319	.2	2.7
WI '02	237	3538	.4	2.3	299	1778	.5	2.0	368	2096	.6	2.6	261	1941	.4	2.1	90	948	.1	1.9
KYSR-FM																				
WI '03	277	8412	.4	2.6	479	4051	.8	3.1	345	3734	.6	2.3	437	4644	.7	3.2	105	2010	.2	2.1
FA '02	315	8254	.5	2.9	478	3992	.8	2.9	495	4140	.8	3.1	476	4822	.8	3.6	96	2168	.2	1.9
SU '02	386	9023	.6	3.7	580	4194	.9	3.9	617	4398	1.0	4.1	538	4712	.9	4.2	103	1954	.2	2.0
SP '02	321	8637	.5	3.1	535	4257	.9	3.4	433	3836	.7	2.9	431	4484	.7	3.4	120	2213	.2	2.4
4-Book	325	8582	.5	3.1	518	4124	.9	3.3	473	4027	.8	3.1	471	4666	.8	3.6	106	2086	.2	2.1
WI '02	336	8576	.5	3.3	576	4365	.9	3.8	446	3870	.7	3.1	488	4781	.8	3.8	104	1810	.2	2.2
+KZAB-FM																				
KFSG-FM																				
WI '03	74	1144	.1	.7	100	500	.2	.6	94	557	.2	.6	93	615	.1	.7	34	375	.1	.7
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-49

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

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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 18-49																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03	223	2015	.4	1.5	30	562	.4	30	141	.4	52	170	.1	22	105	.3	30	105	.3
4-Book	169	1735	.3	1.1	34	575	.5	43	154	.5	61	211	.1	32	120	.4	32	120	.4
KBIG-FM																			
WI '03	506	5906	.8	3.4	202	3352	.3	166	665	.3	367	1233	.6	246	842	.4	246	842	.4
4-Book	499	5650	.8	3.4	198	3174	.3	148	533	.3	344	1153	.6	257	907	.4	257	907	.4
KBLA-AM																			
WI '03	177	1309	.3	1.2	42	484	.1	68	155	.1	81	170	.1	73	159	.1	73	159	.1
4-Book	163	1254	.3	1.1	40	482	.1	44	123	.1	71	171	.1	63	165	.1	63	165	.1
KBUA-FM																			
WI '03	78	725	.1	.5	49	472	.1	73	170	.1	63	179	.1	57	170	.1	57	170	.1
4-Book	88	692	.1	.6	49	431	.1	65	158	.1	70	177	.1	74	190	.1	74	190	.1
KBUE-FM																			
WI '03	454	4135	.7	3.1	287	2664	.5	308	866	.5	436	1118	.7	364	1018	.6	364	1018	.6
4-Book	439	3839	.7	3.0	274	2485	.5	324	795	.5	453	1154	.7	332	878	.5	332	878	.5
KCBS-FM																			
WI '03	476	5947	.8	3.2	209	3525	.3	188	739	.3	392	1377	.6	322	1340	.5	322	1340	.5
4-Book	433	6127	.7	3.0	202	3432	.3	191	783	.3	359	1365	.6	295	1137	.5	295	1137	.5
KDIS-AM																			
WI '03	41	1052	.1	.3	29	601	.4	37	216	.1	55	248	.1	42	145	.1	42	145	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	61	1105	.1	.4	50	714	.1	37	127	.1	83	287	.1	111	233	.2	111	233	.2
4-Book	55	827	.1	.4	35	542	.1	46	129	.1	58	216	.1	50	129	.1	50	129	.1
+KDLE-FM																			
KSSD-FM																			
WI '03	92	1065	.1	.6	51	670	.1	28	151	.4	100	329	.2	86	228	.1	86	228	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	426	3874	.7	2.9	91	1352	.1	220	603	.4	128	492	.2	69	284	.1	69	284	.1
4-Book	377	3573	.6	2.6	92	1347	.1	194	573	.3	131	466	.2	58	218	.1	58	218	.1
KFSH-FM																			
WI '03	117	1537	.2	.8	79	1164	.1	89	320	.1	145	452	.2	79	301	.1	79	301	.1
4-Book	112	1395	.2	.8	69	1029	.1	78	282	.1	112	413	.2	87	330	.1	87	330	.1
KFWB-AM																			
WI '03	166	3147	.3	1.1	52	1462	.1	110	505	.2	94	464	.2	45	205	.1	45	205	.1
4-Book	145	3040	.2	1.0	48	1283	.1	92	416	.1	65	365	.1	57	289	.1	57	289	.1
KHHT-FM																			
WI '03	409	5050	.7	2.8	267	3369	.4	173	589	.3	367	1277	.6	266	838	.4	266	838	.4
4-Book	421	5261	.7	2.9	254	3257	.4	183	627	.3	368	1248	.6	292	941	.5	292	941	.5
KHJ -AM																			
WI '03	174	1360	.3	1.2	86	759	.1	121	264	.2	138	235	.2	141	260	.2	141	260	.2
4-Book	137	1239	.2	1.0	60	589	.1	84	201	.1	100	213	.2	93	195	.1	93	195	.1
KIIS-FM																			
WI '03	567	9231	.9	3.8	335	5482	.5	287	1282	.5	609	2222	1.0	387	1370	.6	387	1370	.6
4-Book	584	9830	1.0	4.0	339	6070	.5	323	1322	.6	606	2499	1.0	411	1662	.7	411	1662	.7
KVVS-FM																			
WI '03	14	242	.1		8	138	.1	3	22		26	44	.2	3	27		3	27	
4-Book	26	373	.2		14	223	.2	11	53		28	113	.2	27	84	.1	27	84	.1
KJLH-FM																			
WI '03	183	2056	.3	1.2	151	1772	.2	119	332	.2	221	719	.4	151	413	.2	151	413	.2
4-Book	189	2026	.3	1.3	172	1661	.3	129	368	.2	206	572	.4	165	464	.3	165	464	.3

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

		Persons 18-49																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																							
WI '03		472	6568	.8	3.2	220	3544	.4	3.1	216	773	.3	2.8	440	1355	.7	3.6	270	939	.4	3.2		
4-Book		537	6840	.9	3.7	231	3797	.4	3.3	248	770	.4	3.1	435	1558	.7	3.7	285	1054	.5	3.4		
KKLA-FM																							
WI '03		83	1048	.1	.6	22	297		.3	47	131	.1	.6	25	75		.2	30	75		.4		
4-Book		77	1002	.1	.5	19	335		.3	27	87	.1	.4	15	78		.1	19	69		.3		
KLAC-AM																							
WI '03		27	711		.2	15	367		.2	6	24		.1	7	31		.1	20	63		.2		
4-Book		50	1056	.1	.4	29	594		.4	11	33		.2	23	87		.2	26	90		.3		
KLAX-FM																							
WI '03		506	5001	.8	3.4	316	3295	.5	4.4	348	1016	.6	4.6	525	1441	.8	4.2	362	936	.6	4.2		
4-Book		488	4654	.8	3.3	307	3028	.5	4.3	336	913	.6	4.2	515	1308	.8	4.3	360	944	.6	4.3		
KLOS-FM																							
WI '03		468	6064	.8	3.1	192	3232	.3	2.7	158	556	.3	2.1	436	1417	.7	3.5	228	865	.4	2.7		
4-Book		452	5889	.8	3.1	186	3062	.3	2.6	165	592	.3	2.1	359	1245	.6	3.0	258	851	.4	3.1		
KLSX-FM																							
WI '03		596	4870	1.0	4.0	90	1299	.1	1.3	43	206	.1	.6	94	332	.2	.8	132	342	.2	1.5		
4-Book		579	4740	.9	3.9	76	1284	.1	1.1	58	226	.1	.8	75	298	.1	.7	87	278	.1	1.0		
KLTX-AM																							
WI '03		147	683	.2	1.0	97	561	.2	1.4	172	367	.3	2.3	146	299	.2	1.2	79	179	.1	.9		
4-Book		133	653	.2	.9	83	522	.2	1.2	139	318	.2	1.8	135	264	.2	1.1	92	207	.2	1.1		
KLVE-FM																							
WI '03		568	6325	.9	3.8	327	4005	.5	4.6	397	1145	.6	5.2	594	1701	1.0	4.8	332	1078	.5	3.9		
4-Book		558	6100	.9	3.8	300	3703	.5	4.2	378	1064	.6	4.8	537	1460	.9	4.5	267	835	.4	3.2		
KLYY-FM																							
WI '03		138	1515	.2	.9	84	1051	.1	1.2	98	279	.2	1.3	137	373	.2	1.1	87	296	.1	1.0		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KMZT-FM																							
WI '03		126	1843	.2	.8	67	1080	.1	.9	70	270	.1	.9	93	414	.1	.8	96	384	.2	1.1		
4-Book		123	1747	.2	.8	67	1036	.1	1.0	60	219	.1	.7	100	370	.1	.9	70	276	.2	.8		
KNX -AM																							
WI '03		203	3695	.3	1.4	74	1693	.1	1.0	139	590	.2	1.8	87	500	.1	.7	78	365	.1	.9		
4-Book		182	3361	.3	1.3	57	1390	.1	.8	94	396	.2	1.2	74	374	.1	.6	53	242	.1	.6		
KOST-FM																							
WI '03		516	5792	.8	3.5	195	3042	.3	2.7	208	709	.3	2.7	281	988	.5	2.3	179	696	.3	2.1		
4-Book		523	5927	.8	3.6	226	3408	.4	3.2	253	843	.4	3.2	379	1249	.7	3.2	253	880	.4	3.0		
KPWR-FM																							
WI '03		717	9776	1.1	4.8	424	6451	.7	5.9	345	1365	.6	4.5	628	2238	1.0	5.1	538	2032	.9	6.3		
4-Book		740	9798	1.2	5.0	449	6303	.7	6.3	394	1384	.7	5.0	707	2515	1.1	5.9	609	2094	1.0	7.2		
KRCB-FM																							
WI '03		161	1590	.3	1.1	118	998	.2	1.6	149	297	.2	2.0	180	417	.3	1.5	127	375	.2	1.5		
4-Book		138	1358	.2	.9	74	750	.1	1.1	101	230	.2	1.3	130	340	.2	1.1	84	243	.1	1.0		
KRCV-FM																							
WI '03		97	896	.2	.7	25	338		.3	39	108	.1	.5	45	125	.1	.4	27	97		.3		
4-Book		107	906	.2	.8	56	524	.1	.8	70	180	.1	.9	90	216	.2	.8	59	154	.1	.7		
KRLA-AM																							
WI '03		104	788	.2	.7	7	124		.1	6	33		.1	20	58		.2	4	14		.1		
4-Book		64	607	.1	.5	9	148		.1	4	19		.1	17	49		.2	13	44		.1		
KRLH-AM																							
WI '03		1	15																				
4-Book		1	8				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 Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03	24	83	.5	47	163	.1	1.0	27	158	.3		23	111	.4		19	93	.5	
4-Book	13	62	.3	42	139	.1	.9	36	160	.1	.4	27	120	.1	.4	19	81	.5	
KBIG-FM																			
WI '03	260	896	.4	94	314	.2	1.9	231	870	.4	2.7	168	730	.3	2.6	57	321	.1	1.5
4-Book	240	796	.4	96	395	.2	2.0	245	875	.4	2.9	142	574	.2	2.2	82	410	.2	2.2
KBLA-AM																			
WI '03	8	45	.2	13	44	.3		26	82	.3		71	136	.1	1.1	10	52	.3	
4-Book	16	64	.4	15	42	.3		37	110	.1	.4	66	145	.1	1.0	11	50	.3	
KBUA-FM																			
WI '03	26	83	.5	38	113	.1	.8	83	202	.1	1.0	36	95	.1	.6	16	61	.4	
4-Book	35	107	.7	31	80	.1	.6	65	159	.1	.8	36	100	.1	.6	19	66	.5	
KBUE-FM																			
WI '03	193	652	.3	198	501	.3	4.1	336	927	.5	4.0	305	796	.5	4.7	164	477	.3	4.4
4-Book	172	565	.3	183	457	.3	3.7	331	866	.5	4.0	258	680	.4	4.0	139	399	.3	3.8
KCBS-FM																			
WI '03	122	590	.2	75	383	.1	1.5	272	1105	.4	3.2	224	971	.4	3.4	74	283	.1	2.0
4-Book	114	545	.2	104	435	.2	2.1	245	1027	.4	2.9	210	818	.4	3.3	94	380	.2	2.5
KDIS-AM																			
WI '03	11	62	.2	11	72	.2		43	209	.1	.5	23	76	.4		11	79	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	38	185	.1	19	88	.4		66	252	.1	.8	31	158	.5		16	31	.4	
4-Book	25	97	.5	16	67	.3		48	188	.1	.6	21	95	.3		16	43	.4	
+KDLE-FM																			
KSSD-FM																			
WI '03	47	162	.1	22	66	.5		42	256	.1	.5	59	181	.1	.9	24	135	.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	44	147	.1	83	212	.1	1.7	77	305	.1	.9	58	165	.1	.9	63	209	.1	1.7
4-Book	56	166	.1	83	260	.1	1.7	109	345	.2	1.3	60	171	.1	.9	51	179	.1	1.4
KFSH-FM																			
WI '03	34	130	.1	96	536	.2	2.0	120	547	.2	1.4	52	297	.1	.8	19	108	.5	
4-Book	30	158	.1	77	417	.2	1.6	89	455	.2	1.1	62	271	.1	1.0	26	147	.7	
KFVB-AM																			
WI '03	13	119	.3	63	321	.1	1.3	61	358	.1	.7	24	124	.4		16	128	.4	
4-Book	18	124	.4	46	281	.1	1.0	57	332	.1	.7	40	192	.1	.6	17	119	.4	
KHHT-FM																			
WI '03	220	691	.4	173	556	.3	3.5	228	737	.4	2.7	226	849	.4	3.5	436	936	.7	11.6
4-Book	220	733	.4	127	424	.2	2.6	232	793	.4	2.8	227	783	.4	3.6	343	808	.6	9.3
KHJ -AM																			
WI '03	45	151	.1	70	157	.1	1.4	55	138	.1	.6	88	188	.1	1.3	42	179	.1	1.1
4-Book	29	92	.1	48	128	.1	1.0	65	162	.1	.7	42	100	.1	.6	20	80	.1	.5
KIIS-FM																			
WI '03	280	1090	.4	177	631	.3	3.6	447	1964	.7	5.3	283	1100	.5	4.3	169	717	.3	4.5
4-Book	272	1132	.5	222	859	.4	4.6	411	1855	.7	4.9	285	1192	.5	4.4	157	760	.3	4.3
KVVS-FM																			
WI '03	6	22	.1					15	60	.2		4	26	.1		2	15	.1	
4-Book	12	48	.2	2	15			16	78	.2		8	31	.2		5	15	.2	
KJLH-FM																			
WI '03	86	303	.1	138	433	.2	2.8	220	746	.4	2.6	225	495	.4	3.4	54	179	.1	1.4
4-Book	102	326	.2	215	566	.4	4.4	272	751	.5	3.2	221	471	.4	3.4	79	256	.1	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	219	769	.4	4.5	107	505	.2	2.2	155	760	.2	1.8	166	585	.3	2.5	162	526	.3	4.3
4-Book	188	743	.3	3.8	115	424	.2	2.4	213	930	.3	2.5	187	731	.3	2.9	159	605	.3	4.4
KKLA-FM																				
WI '03	20	45	.4		28	121	.6		13	89	.2		14	58	.2		4	22		.1
4-Book	18	52	.4		22	78	.5		19	95	.3		13	68	.2		19	55		.5
KLAC-AM																				
WI '03	22	95	.4		4	18	.1		15	62	.2		22	108	.3		21	117		.6
4-Book	22	95	.4		8	18	.2		28	130	.1	.3	89	289	.2	1.4	26	122		.7
KLAX-FM																				
WI '03	232	659	.4	4.7	246	706	.4	5.0	435	1181	.7	5.1	247	676	.4	3.8	122	411	.2	3.2
4-Book	212	588	.4	4.3	216	625	.4	4.4	425	1064	.7	5.1	260	685	.4	4.1	117	416	.2	3.2
KLOS-FM																				
WI '03	59	377	.1	1.2	77	369	.1	1.6	238	1020	.4	2.8	232	773	.4	3.5	96	406	.2	2.6
4-Book	113	457	.2	2.3	83	319	.1	1.7	203	844	.3	2.4	214	732	.4	3.3	92	406	.2	2.5
KLSX-FM																				
WI '03	28	169	.6		126	437	.2	2.6	184	561	.3	2.2	95	220	.2	1.5	27	123		.7
4-Book	21	112	.4		136	449	.2	2.8	158	513	.3	1.9	68	189	.1	1.1	17	91		.5
KLTX-AM																				
WI '03	45	207	.1	.9	103	228	.2	2.1	127	260	.2	1.5	75	171	.1	1.1	37	145	.1	1.0
4-Book	47	146	.1	1.0	91	236	.2	1.9	88	222	.2	1.1	59	153	.1	.9	26	93		.7
KLVE-FM																				
WI '03	277	958	.4	5.6	231	801	.4	4.7	352	1074	.6	4.1	241	742	.4	3.7	169	628	.3	4.5
4-Book	278	851	.4	5.6	221	711	.4	4.5	349	1112	.6	4.1	193	574	.3	3.0	149	519	.3	4.0
KLYY-FM																				
WI '03	78	260	.1	1.6	42	137	.1	.9	118	373	.2	1.4	68	192	.1	1.0	39	125	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	64	265	.1	1.3	78	254	.1	1.6	48	243	.1	.6	66	259	.1	1.0	32	173	.1	.9
4-Book	53	228	.1	1.1	55	211	.1	1.1	81	315	.1	1.0	71	230	.1	1.1	47	189	.1	1.2
KNX -AM																				
WI '03	39	213	.1	.8	83	261	.1	1.7	75	436	.1	.9	43	236	.1	.7	57	253	.1	1.5
4-Book	41	206	.1	.8	53	205	.1	1.1	58	309	.1	.7	43	236	.1	.7	43	233	.1	1.2
KOST-FM																				
WI '03	192	669	.3	3.9	173	653	.3	3.5	222	977	.4	2.6	151	601	.2	2.3	142	497	.2	3.8
4-Book	188	724	.3	3.8	157	578	.3	3.2	241	922	.4	2.9	172	609	.3	2.7	150	568	.3	4.1
KPWR-FM																				
WI '03	381	1505	.6	7.7	286	1041	.5	5.9	445	1688	.7	5.2	418	1566	.7	6.4	327	1095	.5	8.7
4-Book	415	1555	.7	8.4	259	872	.4	5.3	471	1679	.8	5.6	426	1476	.7	6.6	291	1065	.5	7.9
KRCD-FM																				
WI '03	98	314	.2	2.0	99	239	.2	2.0	160	427	.3	1.9	77	237	.1	1.2	48	163	.1	1.3
4-Book	58	192	.1	1.2	48	139	.1	1.0	81	238	.1	1.0	60	186	.1	.9	32	105		.9
KRCV-FM																				
WI '03	21	46	.4		15	40	.3		24	51	.3		27	58	.4		3	11		.1
4-Book	36	110	.1	.7	45	117	.1	.9	72	178	.1	.9	47	117	.1	.7	25	72		.7
KRLA-AM																				
WI '03	6	13	.1		6	33	.1		7	13	.1		5	20	.1		2	20		.1
4-Book	5	18	.1		6	18	.1		4	14	.1		12	38	.2		7	25		.2
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

		Persons 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	209	986	.3	4.2	104	563	.2	2.1	371	1595	.6	4.4	266	1245	.4	4.1	166	876	.3	4.4	
	4-Book	265	1185	.4	5.3	170	735	.3	3.5	383	1573	.6	4.6	359	1452	.6	5.6	229	1059	.4	6.3	
KRTH-FM	WI '03	86	391	.1	1.7	171	673	.3	3.5	242	957	.4	2.8	189	586	.3	2.9	49	270	.1	1.3	
	4-Book	83	366	.1	1.7	113	429	.2	2.3	219	810	.4	2.6	163	573	.3	2.5	89	361	.2	2.5	
KSCA-FM	WI '03	78	281	.1	1.6	220	508	.4	4.5	148	511	.2	1.7	264	608	.4	4.0	62	174	.1	1.6	
	4-Book	95	311	.2	1.9	290	662	.5	5.9	243	715	.4	2.9	181	469	.3	2.8	65	212	.1	1.8	
KSPN-AM	WI '03	23	59	.5		16	57	.3		16	68	.2		13	76	.2		8	49	.2		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	92	354	.1	1.9	141	398	.2	2.9	262	802	.4	3.1	73	294	.1	1.1	49	219	.1	1.3	
	4-Book	74	289	.1	1.5	95	290	.1	2.0	185	573	.3	2.2	90	278	.2	1.4	42	181	.1	1.1	
KSUR-AM	WI '03	4	16	.1		4	18	.1		5	18	.1		**	**	**	**	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	22	74	.4		15	47	.3		85	201	.1	1.0	45	86	.1	.7	20	44	.5		
	4-Book	22	77	.5		23	65	.5		56	141	.1	.7	32	76	.1	.5	24	68	.7		
KTVV-FM	WI '03	113	435	.2	2.3	99	354	.2	2.0	231	798	.4	2.7	170	568	.3	2.6	102	365	.2	2.7	
	4-Book	124	490	.2	2.5	115	426	.2	2.3	268	847	.4	3.2	196	614	.4	3.1	96	382	.2	2.6	
KWIZ-FM	WI '03	76	201	.1	1.5	37	153	.1	.8	91	260	.1	1.1	101	294	.2	1.5	58	204	.1	1.5	
	4-Book	84	274	.1	1.7	54	167	.1	1.1	126	330	.2	1.5	115	305	.2	1.8	57	194	.1	1.6	
KWKW-AM	WI '03	30	45	.6		14	36	.3		20	53	.2		4	15	.1		10	13	.3		
	4-Book	17	38	.4		11	31	.2		14	51	.2		6	25	.1		12	27	.4		
KWVE-FM	WI '03	3	27	.1		25	107	.5		49	187	.1	.6	27	140	.4		11	57	.3		
	4-Book	19	78	.4		49	184	.1	1.0	35	159	.1	.4	27	122	.1	.4	21	86	.6		
KXDL-FM	WI '03	126	393	.2	2.6	163	492	.3	3.3	229	723	.4	2.7	165	511	.3	2.5	99	382	.2	2.6	
	4-Book	131	391	.2	2.7	181	498	.3	3.7	269	744	.5	3.2	180	506	.3	2.8	93	336	.2	2.5	
KYSR-FM	WI '03	130	632	.2	2.6	70	366	.1	1.4	217	1077	.3	2.6	131	634	.2	2.0	72	399	.1	1.9	
	4-Book	120	665	.2	2.4	82	449	.1	1.7	229	1133	.4	2.7	180	820	.3	2.8	66	415	.1	1.8	
+KZAB-FM	WI '03	32	116	.1	.7	50	157	.1	1.0	93	265	.1	1.1	71	183	.1	1.1	33	119	.1	.9	
KFSG-FM	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	104	411	.2	2.1	69	433	.1	1.4	283	1004	.5	3.3	145	531	.2	2.2	51	319	.1	1.4	
	4-Book	92	387	.2	1.9	87	411	.1	1.8	203	771	.4	2.4	126	479	.2	2.0	48	271	.1	1.3	
KGGI-FM	WI '03	32	145	.1	.7	25	121	.5		32	181	.1	.4	55	169	.1	.8	57	153	.1	1.5	
	4-Book	43	166	.1	.9	17	85	.4		32	159	.1	.4	45	173	.1	.7	52	148	.1	1.4	
TOTALS	WI '03	4920	15513	7.9		4885	14898	7.8		8503	23817	13.6		6537	18060	10.5		3762	11940	6.0		
	4-Book	4943	15430	8.0		4903	14669	7.9		8447	23238	13.7		6434	17304	10.4		3681	11944	5.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	135	2150	.3	1.6	149	871	.3	1.1	247	1158	.5	2.0	241	1298	.5	2.2	79	576	.2	2.2
FA '02	122	1671	.2	1.4	114	661	.2	.8	212	1008	.4	1.6	253	991	.5	2.3	58	502	.1	1.6
SU '02	95	1945	.2	1.1	77	660	.2	.6	100	735	.2	.8	266	1259	.5	2.6	58	637	.1	1.5
SP '02	75	1715	.2	.9	74	557	.2	.6	98	733	.2	.8	130	955	.3	1.3	73	579	.2	2.1
4-Book	107	1870	.2	1.3	104	687	.2	.8	164	909	.3	1.3	223	1126	.5	2.1	67	574	.2	1.9
WI '02	123	1962	.3	1.5	96	714	.2	.8	181	892	.4	1.5	285	1311	.6	2.7	60	507	.1	1.8
KBIG-FM																				
WI '03	303	6015	.6	3.5	336	2531	.7	2.6	603	3190	1.2	4.8	377	3039	.8	3.4	97	1336	.2	2.7
FA '02	303	5480	.6	3.4	368	2495	.8	2.7	582	2666	1.2	4.5	383	2702	.8	3.5	121	1477	.2	3.3
SU '02	279	5608	.6	3.3	312	2265	.6	2.5	538	2857	1.1	4.4	350	2652	.7	3.4	93	1311	.2	2.4
SP '02	312	5850	.6	3.7	341	2702	.7	2.6	602	3380	1.2	4.9	425	3165	.9	4.1	103	1415	.2	2.9
4-Book	299	5738	.6	3.5	339	2498	.7	2.6	581	3023	1.2	4.7	384	2890	.8	3.6	104	1385	.2	2.8
WI '02	292	5619	.6	3.5	416	2739	.9	3.3	535	2610	1.1	4.5	366	2655	.8	3.5	88	1409	.2	2.6
KBLA-AM																				
WI '03	98	1291	.2	1.1	100	443	.2	.8	145	616	.3	1.2	232	724	.5	2.1	27	355	.1	.7
FA '02	92	1414	.2	1.0	89	503	.2	.7	176	700	.4	1.4	183	927	.4	1.7	27	301	.1	.7
SU '02	89	1116	.2	1.1	115	459	.2	.9	100	467	.2	.8	203	718	.4	2.0	57	328	.1	1.5
SP '02	100	1338	.2	1.2	103	458	.2	.8	182	614	.4	1.5	166	711	.3	1.6	31	281	.1	.9
4-Book	95	1290	.2	1.1	102	466	.2	.8	151	599	.3	1.2	196	770	.4	1.9	36	316	.1	1.0
WI '02	95	1208	.2	1.2	108	447	.2	.8	138	508	.3	1.2	208	577	.4	2.0	32	291	.1	.9
KBUA-FM																				
WI '03	52	512	.1	.6	67	296	.1	.5	70	293	.1	.6	40	253	.1	.4	49	217	.1	1.4
FA '02	80	679	.2	.9	120	414	.2	.9	106	377	.2	.8	94	430	.2	.9	30	222	.1	.8
SU '02	27	371	.1	.3	48	176	.1	.4	29	277	.1	.2	34	155	.1	.3	9	107		.2
SP '02	41	435	.1	.5	61	278	.1	.5	60	292	.1	.5	58	217	.1	.6	11	106		.3
4-Book	50	499	.1	.6	74	291	.1	.6	66	310	.1	.5	57	264	.1	.6	25	163	.1	.7
WI '02	41	467	.1	.5	66	249	.1	.5	63	197	.1	.5	45	270	.1	.4	12	157		.4
KBUE-FM																				
WI '03	237	3116	.5	2.7	298	1499	.6	2.3	331	1799	.7	2.6	299	1855	.6	2.7	130	1030	.3	3.6
FA '02	227	3501	.5	2.6	276	1619	.6	2.0	308	2050	.6	2.4	312	1913	.6	2.9	91	960	.2	2.4
SU '02	236	2964	.5	2.8	279	1285	.6	2.2	324	1694	.7	2.6	257	1676	.5	2.5	137	947	.3	3.6
SP '02	180	2407	.4	2.1	272	1124	.6	2.1	279	1377	.6	2.3	198	1433	.4	1.9	68	688	.1	1.9
4-Book	220	2997	.5	2.6	281	1382	.6	2.2	311	1730	.7	2.5	267	1719	.5	2.5	107	906	.2	2.9
WI '02	189	2676	.4	2.3	297	1503	.6	2.3	281	1455	.6	2.4	189	1305	.4	1.8	59	637	.1	1.8
KCBS-FM																				
WI '03	275	6169	.6	3.2	396	2752	.8	3.0	460	3105	.9	3.7	350	3422	.7	3.2	63	1394	.1	1.7
FA '02	261	6333	.5	3.0	331	2979	.7	2.4	402	3013	.8	3.1	315	3424	.6	2.9	120	1742	.2	3.2
SU '02	268	5906	.6	3.2	346	2705	.7	2.8	460	3064	.9	3.7	320	3177	.7	3.1	110	1460	.2	2.9
SP '02	272	6169	.6	3.2	405	2848	.8	3.1	446	3128	.9	3.7	349	3659	.7	3.4	84	1437	.2	2.4
4-Book	269	6144	.6	3.2	370	2821	.8	2.8	442	3078	.9	3.6	334	3421	.7	3.2	94	1508	.2	2.6
WI '02	205	5350	.4	2.5	272	2524	.6	2.1	313	2584	.6	2.6	296	2910	.6	2.8	77	1334	.2	2.3
KDIS-AM																				
WI '03	28	1130	.1	.3	40	531	.1	.3	22	377		.2	51	607	.1	.5	8	147		.2
FA '02	29	1342	.1	.3	58	571	.1	.4	17	266		.1	47	712	.1	.4	8	203		.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	30	1425	.1	.4	58	664	.1	.4	17	461		.1	53	661	.1	.5	5	180		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	26	1185	.1	.3	52	626	.1	.4	18	334		.2	34	510	.1	.3	9	163		.3
+KOLD-FM																				
KSSC-FM																				
WI '03	32	839	.1	.4	36	335	.1	.3	41	445	.1	.3	40	507	.1	.4	18	297		.5
FA '02	31	707	.1	.4	53	316	.1	.4	54	381	.1	.4	27	285	.1	.2	6	134		.2
SU '02	25	547	.1	.3	37	319	.1	.3	37	287	.1	.3	30	226	.1	.3	10	162		.3
SP '02	19	557	.2	.2	25	285	.1	.2	23	239		.2	20	254		.2	13	139		.4
4-Book	27	663	.1	.3	38	314	.1	.3	39	338	.1	.3	29	318	.1	.3	12	183	.4	.4
WI '02	21	509		.3	22	231		.2	30	247		.1	25	278		.2	18	203		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																				
KSSD-FM																				
WI '03	40	730	.1	.5	51	372	.1	.4	54	413	.1	.4	64	510	.1	.6	14	276	.4	.4
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	253	4093	.5	2.9	433	2202	.9	3.3	469	2409	1.0	3.7	327	2101	.7	2.9	77	744	.2	2.1
FA '02	204	3642	.4	2.3	346	2058	.7	2.5	302	1981	.6	2.3	292	1951	.6	2.7	94	792	.2	2.5
SU '02	267	3994	.6	3.2	413	2113	.9	3.3	410	2136	.8	3.3	402	2098	.8	3.9	138	1108	.3	3.6
SP '02	212	3532	.4	2.5	360	1790	.7	2.7	339	1802	.7	2.8	260	1712	.5	2.5	124	940	.3	3.5
4-Book	234	3815	.5	2.7	388	2041	.8	3.0	380	2082	.8	3.0	320	1966	.7	3.0	108	896	.3	2.9
WI '02	251	4237	.5	3.0	384	2296	.8	3.0	425	2359	.9	3.6	299	2010	.6	2.9	126	1044	.3	3.7
KFSH-FM																				
WI '03	80	1477	.2	.9	122	1055	.2	.9	108	786	.2	.9	89	828	.2	.8	23	359	.6	.6
FA '02	60	1293	.1	.7	82	719	.2	.6	68	678	.1	.5	96	862	.2	.9	22	484	.6	.6
SU '02	88	1401	.2	1.1	111	888	.2	.9	130	897	.3	1.1	105	863	.2	1.0	29	496	.1	.8
SP '02	64	1303	.1	.8	92	839	.2	.7	72	780	.1	.6	104	826	.2	1.0	24	407	.7	.7
4-Book	73	1369	.2	.9	102	875	.2	.8	95	785	.2	.8	99	845	.2	.9	25	437	.7	.7
WI '02	80	1544	.2	1.0	104	1018	.2	.8	103	775	.2	.9	102	861	.2	1.0	34	414	.1	1.0
KFWB-AM																				
WI '03	106	3534	.2	1.2	228	2016	.5	1.7	131	1403	.3	1.0	141	1717	.3	1.3	33	656	.1	.9
FA '02	87	3725	.2	1.0	199	2192	.4	1.5	92	1214	.2	.7	135	1960	.3	1.2	27	632	.1	.7
SU '02	98	2998	.2	1.2	223	1919	.5	1.8	103	1200	.2	.8	131	1547	.3	1.3	29	515	.1	.8
SP '02	76	2993	.2	.9	182	1867	.4	1.4	58	981	.1	.5	115	1416	.2	1.1	27	591	.1	.8
4-Book	92	3313	.2	1.1	208	1999	.5	1.6	96	1200	.2	.8	131	1660	.3	1.2	29	599	.1	.8
WI '02	84	3062	.2	1.0	195	1907	.4	1.5	84	1008	.2	.7	118	1539	.2	1.1	29	520	.1	.9
KHHT-FM																				
WI '03	239	4044	.5	2.8	287	1977	.6	2.2	333	2041	.7	2.7	307	2312	.6	2.8	137	1246	.3	3.8
FA '02	231	4197	.5	2.6	263	1815	.5	1.9	352	2149	.7	2.7	293	2280	.6	2.7	131	1308	.3	3.5
SU '02	248	4608	.5	3.0	332	2246	.7	2.6	359	2471	.7	2.9	275	2454	.6	2.7	155	1474	.3	4.0
SP '02	214	4223	.4	2.5	282	1921	.6	2.2	330	2069	.7	2.7	267	2348	.6	2.6	106	1373	.2	3.0
4-Book	233	4268	.5	2.7	291	1990	.6	2.2	344	2183	.7	2.8	286	2349	.6	2.7	132	1350	.3	3.6
WI '02	300	4469	.6	3.6	355	2293	.7	2.8	444	2312	.9	3.7	370	2470	.8	3.6	153	1321	.3	4.5
KHJ -AM																				
WI '03	115	1421	.2	1.3	121	700	.2	.9	174	696	.4	1.4	205	660	.4	1.8	29	296	.1	.8
FA '02	101	1398	.2	1.1	124	624	.3	.9	183	824	.4	1.4	132	688	.3	1.2	41	334	.1	1.1
SU '02	45	967	.1	.5	36	327	.1	.3	70	517	.1	.6	78	488	.2	.8	20	260	.5	.5
SP '02	80	1092	.2	1.0	95	479	.2	.7	143	625	.3	1.2	119	595	.2	1.2	21	196	.6	.6
4-Book	85	1220	.2	1.0	94	533	.2	.7	143	666	.3	1.2	134	608	.3	1.3	28	272	.1	.8
WI '02	65	961	.1	.8	71	385	.1	.6	83	437	.2	.7	98	441	.2	.9	45	305	.1	1.3
KIIS-FM																				
WI '03	283	6866	.6	3.3	397	3593	.8	3.0	380	3126	.8	3.0	382	3675	.8	3.4	109	1793	.2	3.0
FA '02	296	7869	.6	3.3	503	4030	1.0	3.7	352	3304	.7	2.7	350	4018	.7	3.2	118	1845	.2	3.2
SU '02	299	7745	.6	3.6	453	3832	.9	3.6	386	3588	.8	3.1	383	3963	.8	3.7	144	1808	.3	3.8
SP '02	279	7659	.6	3.3	449	3954	.9	3.4	349	3284	.7	2.9	346	3693	.7	3.4	108	1636	.2	3.1
4-Book	289	7535	.6	3.4	451	3852	.9	3.4	367	3326	.8	2.9	365	3837	.8	3.4	120	1771	.2	3.3
WI '02	277	7474	.6	3.4	435	3818	.9	3.4	355	3133	.7	3.0	398	3721	.8	3.8	91	1822	.2	2.7
KVVS-FM																				
WI '03	8	144	.1	.1	19	91	.1	.1	7	91	.1	.1	7	96	.1	.1	3	49	.1	.1
FA '02	14	262	.2	.2	31	97	.1	.2	14	129	.1	.2	11	124	.1	.1	5	111	.1	.1
SU '02	14	321	.2	.2	20	145	.2	.2	25	184	.1	.2	26	202	.1	.3	2	90	.1	.1
SP '02	25	464	.1	.3	35	294	.1	.3	34	278	.1	.3	31	229	.1	.3	18	121	.5	.5
4-Book	15	298	.2	.2	26	157	.1	.2	20	171	.1	.2	19	163	.1	.2	7	93	.2	.2
WI '02	12	296	.1	.1	7	130	.1	.1	14	147	.1	.1	8	107	.1	.1	4	35	.1	.1

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	
KJLH-FM																				
WI '03	129	2181	.3	1.5	161	1042	.3	1.2	163	932	.3	1.3	150	1083	.3	1.4	47	602	.1	1.3
FA '02	188	2354	.4	2.1	195	1086	.4	1.4	230	1214	.5	1.8	193	1325	.4	1.8	126	986	.3	3.4
SU '02	139	2047	.3	1.7	177	943	.4	1.4	155	864	.3	1.3	149	1036	.3	1.4	99	751	.2	2.6
SP '02	138	2184	.3	1.6	177	1076	.4	1.4	160	878	.3	1.3	145	1143	.3	1.4	62	673	.1	1.8
4-Book	149	2192	.3	1.7	178	1037	.4	1.4	177	972	.4	1.4	159	1147	.3	1.5	84	753	.2	2.3
WI '02	112	2137	.2	1.4	142	923	.3	1.1	105	864	.2	.9	115	960	.2	1.1	66	680	.1	2.0
KKBT-FM																				
WI '03	237	4504	.5	2.7	573	2540	1.2	4.4	261	2020	.5	2.1	259	2419	.5	2.3	68	1064	.1	1.9
FA '02	285	4681	.6	3.2	664	2698	1.4	4.9	322	2275	.7	2.5	318	2543	.6	2.9	109	1343	.2	2.9
SU '02	232	4631	.5	2.8	500	2684	1.0	4.0	300	2265	.6	2.4	244	2245	.5	2.4	83	1080	.2	2.2
SP '02	263	4580	.5	3.1	680	2944	1.4	5.2	279	2231	.6	2.3	271	2456	.6	2.6	85	1313	.2	2.4
4-Book	254	4599	.5	3.0	604	2717	1.3	4.6	291	2198	.6	2.3	273	2416	.6	2.6	86	1200	.2	2.4
WI '02	261	4386	.5	3.2	568	2640	1.2	4.5	307	2041	.6	2.6	317	2254	.7	3.0	81	1063	.2	2.4
KKLA-FM																				
WI '03	49	919	.1	.6	104	755	.2	.8	63	382	.1	.5	60	443	.1	.5	24	235		.7
FA '02	46	1016	.1	.5	104	613	.2	.8	70	425	.1	.5	60	386	.1	.6	14	183		.4
SU '02	46	1015	.1	.5	98	773	.2	.8	64	462	.1	.5	40	406	.1	.4	23	217		.6
SP '02	43	1110	.1	.5	98	799	.2	.7	44	385	.1	.4	80	548	.2	.8	16	180		.5
4-Book	46	1015	.1	.5	101	735	.2	.8	60	414	.1	.5	60	446	.1	.6	19	204		.6
WI '02	40	893	.1	.5	77	481	.2	.6	70	423	.1	.6	52	339	.1	.5	3	119		.1
KLAC-AM																				
WI '03	24	1009		.3	21	146		.2	20	119		.2	39	523	.1	.4	30	524	.1	.8
FA '02	32	1423	.1	.4	23	256		.2	33	270	.1	.3	62	748	.1	.6	29	558	.1	.8
SU '02	36	1227	.1	.4	47	307	.1	.4	57	441	.1	.5	27	439	.1	.3	28	315	.1	.7
SP '02	62	2335	.1	.7	36	327	.1	.3	109	643	.2	.9	85	948	.2	.8	50	904	.1	1.4
4-Book	39	1499	.1	.5	32	259	.1	.3	55	368	.1	.5	53	665	.1	.5	34	575	.1	.9
WI '02	29	1055	.1	.4	33	213	.1	.3	51	321	.1	.4	35	439	.1	.3	21	366		.6
KLAX-FM																				
WI '03	276	4331	.6	3.2	411	2229	.8	3.1	409	2441	.8	3.3	270	2051	.6	2.4	142	1086	.3	3.9
FA '02	338	4334	.7	3.8	442	2345	.9	3.2	553	2641	1.1	4.3	371	2377	.8	3.4	132	1242	.3	3.5
SU '02	225	3668	.5	2.7	282	1624	.6	2.2	327	1971	.7	2.7	253	1797	.5	2.4	81	970	.2	2.1
SP '02	264	3798	.5	3.1	325	1836	.7	2.5	408	2036	.8	3.3	293	2029	.6	2.9	102	922	.2	2.9
4-Book	276	4033	.6	3.2	365	2009	.8	2.8	424	2272	.9	3.4	297	2064	.6	2.8	114	1055	.3	3.1
WI '02	235	3836	.5	2.9	261	1627	.5	2.1	347	2098	.7	2.9	289	2104	.6	2.8	85	785	.2	2.5
KLOS-FM																				
WI '03	295	6274	.6	3.4	501	2502	1.0	3.8	433	2685	.9	3.5	388	3235	.8	3.5	89	1344	.2	2.5
FA '02	259	5584	.5	2.9	506	2443	1.0	3.7	334	2187	.7	2.6	299	3017	.6	2.8	118	1312	.2	3.2
SU '02	302	6126	.6	3.6	503	2836	1.0	4.0	455	3012	.9	3.7	386	3322	.8	3.7	93	1471	.2	2.4
SP '02	256	5672	.5	3.0	459	2401	.9	3.5	320	2497	.7	2.6	337	3087	.7	3.3	115	1397	.2	3.3
4-Book	278	5914	.6	3.2	492	2546	1.0	3.8	386	2595	.8	3.1	353	3165	.7	3.3	104	1381	.2	2.9
WI '02	227	5082	.5	2.8	432	2305	.9	3.4	290	2088	.6	2.4	300	2568	.6	2.9	97	1045	.2	2.9
KLSX-FM																				
WI '03	310	4778	.6	3.6	759	2774	1.5	5.8	446	2354	.9	3.6	414	1944	.8	3.7	67	854	.1	1.9
FA '02	324	4792	.7	3.7	755	2893	1.5	5.6	484	2316	1.0	3.7	478	2542	1.0	4.4	69	844	.1	1.9
SU '02	283	4931	.6	3.4	606	2743	1.2	4.8	362	2146	.7	2.9	486	2359	1.0	4.7	80	1015	.2	2.1
SP '02	270	4282	.6	3.2	714	2555	1.5	5.4	391	2059	.8	3.2	354	1951	.7	3.4	40	586	.1	1.1
4-Book	297	4696	.6	3.5	709	2741	1.4	5.4	421	2219	.9	3.4	433	2199	.9	4.1	64	825	.1	1.8
WI '02	304	4623	.6	3.7	716	2781	1.5	5.6	382	2107	.8	3.2	489	2484	1.0	4.7	87	843	.2	2.6
KLTX-AM																				
WI '03	105	668	.2	1.2	147	478	.3	1.1	133	388	.3	1.1	125	450	.3	1.1	55	335	.1	1.5
FA '02	67	617	.1	.8	91	422	.2	.7	100	378	.2	.8	71	313	.1	.7	32	163	.1	.9
SU '02	92	550	.2	1.1	138	447	.3	1.1	136	403	.3	1.1	89	336	.2	.9	35	218	.1	.9
SP '02	85	638	.2	1.0	131	447	.3	1.0	129	445	.3	1.1	76	324	.2	.7	25	196	.1	.7
4-Book	87	618	.2	1.0	127	449	.3	1.0	125	404	.3	1.0	90	356	.2	.9	37	228	.1	1.0
WI '02	109	643	.2	1.3	169	493	.3	1.3	152	399	.3	1.3	120	365	.2	1.2	55	249	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

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
KLVE-FM																				
WI '03	363	5958	.7	4.2	570	3017	1.2	4.4	510	3250	1.0	4.1	378	3204	.8	3.4	187	1869	.4	5.2
FA '02	353	6242	.7	4.0	541	3014	1.1	4.0	549	3366	1.1	4.2	322	2993	.7	3.0	162	1769	.3	4.4
SU '02	331	5672	.7	4.0	519	3034	1.1	4.1	494	3003	1.0	4.0	310	2611	.6	3.0	176	1688	.4	4.6
SP '02	391	6006	.8	4.6	636	3092	1.3	4.9	595	3185	1.2	4.9	387	2858	.8	3.8	191	1640	.4	5.4
4-Book	360	5970	.7	4.2	567	3039	1.2	4.4	537	3201	1.1	4.3	349	2917	.7	3.3	179	1742	.4	4.9
WI '02	344	5716	.7	4.2	564	3051	1.2	4.4	497	2938	1.0	4.2	323	2401	.7	3.1	157	1556	.3	4.7
KLYY-FM																				
WI '03	83	1366	.2	1.0	107	635	.2	.8	131	731	.3	1.0	89	676	.2	.8	38	301	.1	1.1
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	85	2067	.2	1.0	98	781	.2	.7	118	931	.2	.9	123	1050	.3	1.1	51	732	.1	1.4
FA '02	93	2047	.2	1.1	86	872	.2	.6	126	781	.3	1.0	129	1059	.3	1.2	62	526	.1	1.7
SU '02	94	1845	.2	1.1	103	791	.2	.8	149	813	.3	1.2	100	806	.2	1.0	75	669	.2	2.0
SP '02	65	1871	.1	.8	74	627	.2	.6	109	725	.2	.9	99	830	.2	1.0	25	479	.1	.7
4-Book	84	1958	.2	1.0	90	768	.2	.7	126	813	.3	1.0	113	936	.3	1.1	53	602	.1	1.5
WI '02	97	2031	.2	1.2	106	928	.2	.8	191	869	.4	1.6	135	1078	.3	1.3	40	584	.1	1.2
KNX -AM																				
WI '03	135	4130	.3	1.6	228	2259	.5	1.7	142	1605	.3	1.1	214	2198	.4	1.9	83	898	.2	2.3
FA '02	116	3593	.2	1.3	240	2107	.5	1.8	117	1240	.2	.9	192	2067	.4	1.8	53	847	.1	1.4
SU '02	102	3475	.2	1.2	225	2007	.5	1.8	117	1366	.2	1.0	120	1413	.2	1.2	58	912	.1	1.5
SP '02	120	3693	.2	1.4	244	2018	.5	1.9	164	1694	.3	1.3	142	1831	.3	1.4	54	871	.1	1.5
4-Book	118	3723	.2	1.4	234	2098	.5	1.8	135	1476	.3	1.1	167	1877	.3	1.6	62	882	.1	1.7
WI '02	121	3576	.2	1.5	245	2114	.5	1.9	119	1476	.2	1.0	153	1843	.3	1.5	75	859	.2	2.2
KOST-FM																				
WI '03	306	5961	.6	3.5	389	2983	.8	3.0	526	2797	1.1	4.2	402	3123	.8	3.6	153	1608	.3	4.2
FA '02	352	6610	.7	4.0	423	3053	.9	3.1	592	3156	1.2	4.6	442	3646	.9	4.1	191	1911	.4	5.1
SU '02	320	6271	.7	3.8	356	2747	.7	2.8	556	3068	1.1	4.5	433	3183	.9	4.2	173	2032	.4	4.5
SP '02	324	6027	.7	3.9	403	2878	.8	3.1	526	2745	1.1	4.3	405	2907	.8	3.9	177	1878	.4	5.0
4-Book	326	6217	.7	3.8	393	2915	.8	3.0	550	2942	1.1	4.4	421	3215	.9	4.0	174	1857	.4	4.7
WI '02	362	6553	.7	4.4	391	2783	.8	3.1	612	3031	1.3	5.1	488	3556	1.0	4.7	199	2266	.4	5.9
KPWR-FM																				
WI '03	269	6169	.5	3.1	410	3007	.8	3.1	300	2700	.6	2.4	352	3330	.7	3.2	144	1866	.3	4.0
FA '02	342	5802	.7	3.9	497	2872	1.0	3.7	437	2877	.9	3.4	468	3491	1.0	4.3	153	1816	.3	4.1
SU '02	289	6322	.6	3.4	356	2893	.7	2.8	341	3052	.7	2.8	400	3612	.8	3.9	165	2143	.3	4.3
SP '02	293	5377	.6	3.5	442	2497	.9	3.4	340	2453	.7	2.8	409	2946	.8	4.0	154	1694	.3	4.4
4-Book	298	5918	.6	3.5	426	2817	.9	3.3	355	2771	.7	2.9	407	3345	.8	3.9	154	1880	.3	4.2
WI '02	270	5524	.6	3.3	366	2317	.8	2.9	363	2860	.7	3.1	334	2864	.7	3.2	143	1770	.3	4.2
KRCO-FM																				
WI '03	118	1490	.2	1.4	148	755	.3	1.1	143	827	.3	1.1	134	868	.3	1.2	74	519	.2	2.1
FA '02	75	1333	.2	.8	106	610	.2	.8	123	713	.3	1.0	77	614	.2	.7	42	330	.1	1.1
SU '02	94	1223	.2	1.1	134	559	.3	1.1	142	695	.3	1.2	112	633	.2	1.1	52	357	.1	1.4
SP '02	86	1253	.2	1.0	124	614	.3	.9	136	741	.3	1.1	98	665	.2	1.0	34	395	.1	1.0
4-Book	93	1325	.2	1.1	128	635	.3	1.0	136	744	.3	1.1	105	695	.2	1.0	51	400	.1	1.4
WI '02	64	1138	.1	.8	79	551	.2	.6	86	499	.2	.7	90	570	.2	.9	35	388	.1	1.0
KRCV-FM																				
WI '03	56	926	.1	.6	97	479	.2	.7	113	513	.2	.9	55	402	.1	.5	16	136	.1	.4
FA '02	64	892	.1	.7	88	489	.2	.6	105	434	.2	.8	68	425	.1	.6	18	173	.1	.5
SU '02	80	928	.2	1.0	129	527	.3	1.0	120	570	.2	1.0	75	449	.2	.7	27	189	.1	.7
SP '02	79	1056	.2	.9	103	441	.2	.8	107	564	.2	.9	109	628	.2	1.1	38	308	.1	1.1
4-Book	70	951	.2	.8	104	484	.2	.8	111	520	.2	.9	77	476	.2	.7	25	202	.1	.7
WI '02	87	1098	.2	1.1	152	700	.3	1.2	134	612	.3	1.1	101	522	.2	1.0	18	244	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																			
WI '03	56	769	.1	.6	84	567	.2	.6	148	513	.3	1.2	64	439	.1	.6	5	151	.1
FA '02	25	475	.1	.3	35	218	.1	.3	46	314	.1	.4	41	254	.1	.4	8	82	.2
SU '02	45	733	.1	.5	53	482	.1	.4	105	480	.2	.9	78	370	.2	.8	8	175	.2
SP '02	18	568		.2	19	233		.1	39	329		.3	16	162		.2	5	72	.1
4-Book	36	636	.1	.4	48	375	.1	.4	85	409	.2	.7	50	306	.1	.5	7	120	.2
WI '02	46	832	.1	.6	63	473	.1	.5	114	562	.2	1.0	66	424	.1	.6	8	108	.2
KRLH-AM																			
WI '03		15			1	15			1	15									
FA '02																			
SU '02																			
SP '02	1	18						2	18										
4-Book	1	8			4			1	8										
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																			
WI '03	349	6996	.7	4.0	681	4192	1.4	5.2	470	3351	1.0	3.8	397	3734	.8	3.6	142	2042	.3
FA '02	370	7156	.8	4.2	661	4141	1.3	4.9	460	3582	.9	3.6	467	3696	1.0	4.3	171	2380	.3
SU '02	401	7625	.8	4.8	712	3900	1.5	5.7	567	3837	1.2	4.6	460	4159	.9	4.5	186	2274	.4
SP '02	313	6910	.6	3.7	532	3702	1.1	4.1	379	3289	.8	3.1	417	4021	.9	4.1	155	2215	.3
4-Book	358	7172	.7	4.2	647	3984	1.3	5.0	469	3515	1.0	3.8	435	3903	.9	4.1	164	2228	.3
WI '02	396	7109	.8	4.8	714	3965	1.5	5.6	486	3463	1.0	4.1	484	4257	1.0	4.7	157	1970	.3
KRTH-FM																			
WI '03	234	5492	.5	2.7	329	2262	.7	2.5	402	2683	.8	3.2	273	2734	.6	2.5	77	1103	.2
FA '02	218	4993	.4	2.5	271	1991	.6	2.0	386	2451	.8	3.0	265	2521	.5	2.5	65	970	.1
SU '02	222	5293	.5	2.7	276	2207	.6	2.2	425	2644	.9	3.5	286	2372	.6	2.8	66	1143	.1
SP '02	217	5199	.4	2.6	271	2512	.6	2.1	351	2390	.7	2.9	257	2251	.5	2.5	82	1135	.2
4-Book	223	5244	.5	2.6	287	2243	.6	2.2	391	2542	.8	3.2	270	2470	.6	2.6	73	1088	.2
WI '02	210	5391	.4	2.5	255	2216	.5	2.0	321	2524	.7	2.7	300	2918	.6	2.9	75	1316	.2
KSCA-FM																			
WI '03	449	4822	.9	5.2	912	2943	1.9	7.0	459	2493	.9	3.7	749	2715	1.5	6.8	137	1154	.3
FA '02	481	5130	1.0	5.4	1296	3660	2.6	9.5	612	3139	1.2	4.7	247	1648	.5	2.3	145	964	.3
SU '02	396	4213	.8	4.7	1098	3048	2.3	8.7	555	2626	1.1	4.5	219	1484	.5	2.1	90	930	.2
SP '02	483	4950	1.0	5.7	1230	3608	2.5	9.4	623	3121	1.3	5.1	299	1776	.6	2.9	147	1169	.3
4-Book	452	4779	.9	5.3	1134	3315	2.3	8.7	562	2845	1.1	4.5	379	1906	.8	3.5	130	1054	.3
WI '02	454	4856	.9	5.5	1144	3391	2.4	9.0	606	2875	1.2	5.1	277	1991	.6	2.7	124	1027	.3
KSPN-AM																			
WI '03	44	1060	.1	.5	41	465	.1	.3	87	529	.2	.7	81	661	.2	.7	16	263	.4
FA '02	29	1127	.1	.3	24	242		.2	47	357	.1	.4	44	620	.1	.4	11	359	.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	33	878	.1	.4	23	299		.2	47	401	.1	.4	86	494	.2	.8	7	228	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																			
WI '03	182	3292	.4	2.1	237	1685	.5	1.8	273	1845	.6	2.2	206	1759	.4	1.9	85	828	.2
FA '02	105	2421	.2	1.2	150	1156	.3	1.1	172	1286	.4	1.3	104	986	.2	1.0	34	646	.1
SU '02	88	2246	.2	1.1	114	992	.2	.9	155	1148	.3	1.3	87	1040	.2	.8	34	549	.1
SP '02	139	2580	.3	1.7	186	1216	.4	1.4	223	1319	.5	1.8	160	1307	.3	1.6	50	542	.1
4-Book	129	2635	.3	1.5	172	1262	.4	1.3	206	1400	.5	1.7	139	1273	.3	1.3	51	641	.1
WI '02	114	2232	.2	1.4	206	1177	.4	1.6	142	1093	.3	1.2	150	1118	.3	1.4	35	381	.1
KSUR-AM																			
WI '03	2	103			1	31			4	41			2	36					
FA '02	15	204		.2	17	65		.1	13	77		.1	18	91		.2	3	29	.1
SU '02	5	149		.1	4	38			9	22		.1	9	62		.1	1	40	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

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
KTNQ-AM																				
WI '03	62	960	.1	.7	87	404	.2	.7	100	424	.2	.8	44	311	.1	.4	40	319	.1	1.1
FA '02	62	1149	.1	.7	58	453	.1	.4	84	496	.2	.6	83	532	.2	.8	59	363	.1	1.6
SU '02	45	930	.1	.5	64	308	.1	.5	45	312	.1	.4	36	319	.1	.3	59	344	.1	1.5
SP '02	58	944	.1	.7	98	452	.2	.7	79	430	.2	.6	45	355	.1	.4	41	328	.1	1.2
4-Book	57	996	.1	.7	77	404	.2	.6	77	416	.2	.6	52	379	.1	.5	50	339	.1	1.4
WI '02	57	873	.1	.7	66	462	.1	.5	91	495	.2	.8	48	360	.1	.5	66	270	.1	2.0
KTWV-FM																				
WI '03	216	4057	.4	2.5	228	1837	.5	1.7	359	2227	.7	2.9	290	2382	.6	2.6	101	1397	.2	2.8
FA '02	285	4471	.6	3.2	346	2303	.7	2.5	460	2199	.9	3.6	361	2356	.7	3.3	122	1295	.2	3.3
SU '02	262	4248	.5	3.1	303	2105	.6	2.4	432	2309	.9	3.5	317	2238	.7	3.1	132	1263	.3	3.4
SP '02	262	4179	.5	3.1	263	1788	.5	2.0	442	2007	.9	3.6	361	2278	.7	3.5	117	1329	.2	3.3
4-Book	256	4239	.5	3.0	285	2008	.6	2.2	423	2186	.9	3.4	332	2314	.7	3.1	118	1321	.2	3.2
WI '02	251	4499	.5	3.0	302	2074	.6	2.4	390	2204	.8	3.3	326	2282	.7	3.1	118	1186	.2	3.5
KWIZ-FM																				
WI '03	80	1141	.2	.9	115	527	.2	.9	105	621	.2	.8	84	550	.2	.8	52	372	.1	1.4
FA '02	100	1309	.2	1.1	146	731	.3	1.1	141	835	.3	1.1	126	706	.3	1.2	41	508	.1	1.1
SU '02	116	1465	.2	1.4	82	580	.2	.7	189	888	.4	1.5	152	785	.3	1.5	65	526	.1	1.7
SP '02	127	1536	.3	1.5	136	729	.3	1.0	180	827	.4	1.5	171	972	.4	1.7	70	567	.1	2.0
4-Book	106	1363	.2	1.2	120	642	.3	.9	154	793	.3	1.2	133	753	.3	1.3	57	493	.1	1.6
WI '02	92	1324	.2	1.1	122	481	.3	1.0	128	648	.3	1.1	92	602	.2	.9	77	433	.2	2.3
KWKV-AM																				
WI '03	52	632	.1	.6	74	361	.2	.6	117	404	.2	.9	50	266	.1	.5	10	105		.3
FA '02	43	608	.1	.5	97	315	.2	.7	87	393	.2	.7	19	188		.2	10	98		.3
SU '02	45	624	.1	.5	51	144	.1	.4	103	352	.2	.8	37	275	.1	.4	28	135		.7
SP '02	44	667	.1	.5	55	198	.1	.4	108	363	.2	.9	35	207	.1	.3	18	119		.5
4-Book	46	633	.1	.5	69	255	.2	.5	104	378	.2	.8	35	234	.1	.4	17	114		.5
WI '02	49	686	.1	.6	54	270	.1	.4	139	461	.3	1.2	43	281	.1	.4	3	51		.1
KWVE-FM																				
WI '03	47	1070	.1	.5	89	627	.2	.7	59	517	.1	.5	77	533	.2	.7	14	219		.4
FA '02	45	1225	.1	.5	67	668	.1	.5	65	521	.1	.5	60	598	.1	.6	22	399		.6
SU '02	57	1043	.1	.7	92	563	.2	.7	71	555	.1	.6	86	456	.2	.8	27	273		.7
SP '02	48	1322	.1	.6	100	782	.2	.8	56	409	.1	.5	62	577	.1	.6	17	228		.5
4-Book	49	1165	.1	.6	87	660	.2	.7	63	501	.1	.5	71	541	.2	.7	20	280		.6
WI '02	52	1099	.1	.6	83	626	.2	.7	87	413	.2	.7	74	580	.2	.7	13	170		.4
KXOL-FM																				
WI '03	244	3115	.5	2.8	288	1520	.6	2.2	425	1861	.9	3.4	255	1709	.5	2.3	99	960	.2	2.7
FA '02	300	4038	.6	3.4	355	2111	.7	2.6	511	2582	1.0	4.0	329	2321	.7	3.0	122	1154	.2	3.3
SU '02	215	2938	.4	2.6	264	1387	.5	2.1	339	1695	.7	2.8	233	1616	.5	2.3	104	985	.2	2.7
SP '02	258	3508	.5	3.1	324	1800	.7	2.5	438	2161	.9	3.6	317	1783	.7	3.1	103	925	.2	2.9
4-Book	254	3400	.5	3.0	308	1705	.6	2.4	428	2075	.9	3.5	284	1857	.6	2.7	107	1006	.2	2.9
WI '02	191	2780	.4	2.3	249	1484	.5	2.0	301	1700	.6	2.5	211	1522	.4	2.0	68	711	.1	2.0
KYSR-FM																				
WI '03	220	6532	.4	2.6	388	3230	.8	3.0	277	2814	.6	2.2	358	3636	.7	3.2	72	1438	.1	2.0
FA '02	245	6555	.5	2.8	379	3136	.8	2.8	380	3261	.8	2.9	387	3812	.8	3.6	67	1615	.1	1.8
SU '02	333	7168	.7	4.0	518	3492	1.1	4.1	523	3386	1.1	4.3	472	3908	1.0	4.6	83	1511	.2	2.2
SP '02	255	6443	.5	3.0	429	3439	.9	3.3	347	2895	.7	2.8	356	3454	.7	3.5	80	1529	.2	2.3
4-Book	263	6675	.5	3.1	429	3324	.9	3.3	382	3089	.8	3.1	393	3703	.8	3.7	76	1523	.2	2.1
WI '02	276	6716	.6	3.4	467	3376	1.0	3.7	382	2968	.8	3.2	405	3849	.8	3.9	73	1250	.2	2.2
+KZAB-FM																				
KFSG-FM																				
WI '03	64	829	.1	.7	90	405	.2	.7	80	410	.2	.6	84	493	.2	.8	26	271	.1	.7
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	182	3589	.4	2.1	240	1958	.5	1.8	265	1735	.5	2.1	249	2259	.5	2.2	64	902	.1	1.8
FA '02	166	2668	.3	1.9	241	1484	.5	1.8	256	1458	.5	2.0	228	1563	.5	2.1	54	734	.1	1.5
SU '02	191	3240	.4	2.3	265	1843	.5	2.1	273	1953	.6	2.2	265	2058	.5	2.6	57	870	.1	1.5
SP '02	195	3511	.4	2.3	315	2097	.6	2.4	287	1996	.6	2.3	262	2229	.5	2.6	58	894	.1	1.6
4-Book	184	3252	.4	2.2	265	1846	.5	2.0	270	1786	.6	2.2	251	2027	.5	2.4	58	850	.1	1.6
WI '02	160	2855	.3	1.9	233	1475	.5	1.8	218	1526	.4	1.8	226	1915	.5	2.2	52	806	.1	1.5
KGGI-FM																				
WI '03	20	915		.2	35	256	.1	.3	18	307		.1	24	372		.2	6	193		.2
FA '02	20	787		.2	24	262		.2	22	298		.2	27	389	.1	.2	15	203		.4
SU '02	33	1137	.1	.4	45	481	.1	.4	38	466	.1	.3	34	516	.1	.3	21	310		.5
SP '02	24	917		.3	22	322		.2	31	329	.1	.3	31	394	.1	.3	9	215		.3
4-Book	24	939		.3	32	330		.3	27	350		.2	29	418		.3	13	230		.4
WI '02	23	976		.3	29	296	.1	.2	30	387	.1	.3	26	468	.1	.2	11	189		.3
TOTALS																				
WI '03	8622	47337	17.6		13068	42088	26.6		12509	37463	25.5		11088	41049	22.6		3609	25147	7.4	
FA '02	8836	47484	18.0		13601	42245	27.7		12927	38070	26.4		10809	40702	22.0		3719	25835	7.6	
SU '02	8377	46753	17.3		12561	40965	25.9		12272	37264	25.3		10337	39365	21.3		3839	25351	7.9	
SP '02	8410	46825	17.3		13111	41467	27.0		12213	37434	25.2		10273	39783	21.2		3527	24758	7.3	
4-Book	8561	47100	17.6		13085	41691	26.8		12480	37558	25.6		10627	40225	21.8		3674	25273	7.6	
WI '02	8237	46766	17.0		12723	41202	26.2		11885	36267	24.5		10408	39596	21.5		3369	24127	6.9	

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

	Persons 25-49																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
WI '03	215	1922	.4	1.8	30	548	.1	.5	30	141	.1	.5	52	170	.1	.5	22	105		.3
4-Book	164	1637	.3	1.4	33	550	.1	.6	43	154	.1	.7	56	199	.1	.6	32	120	.1	.5
KBIG-FM																				
WI '03	451	4913	.9	3.7	178	2834	.4	3.2	136	533	.3	2.2	319	1113	.7	3.2	232	773	.5	3.5
4-Book	446	4653	.9	3.7	171	2668	.4	3.1	130	470	.3	2.0	286	976	.6	3.0	220	787	.5	3.4
KBLA-AM																				
WI '03	158	1101	.3	1.3	40	436	.1	.7	67	143	.1	1.1	73	146	.1	.7	67	136	.1	1.0
4-Book	150	1133	.3	1.3	37	449	.1	.7	41	111	.1	.7	64	153	.1	.7	59	149	.1	.9
KBUA-FM																				
WI '03	60	454	.1	.5	39	320	.1	.7	54	118	.1	.9	49	113	.1	.5	35	109	.1	.5
4-Book	66	456	.1	.5	39	283	.1	.7	46	102	.1	.7	51	119	.1	.5	54	133	.1	.8
KBUE-FM																				
WI '03	311	2678	.6	2.5	177	1727	.4	3.2	188	520	.4	3.0	289	737	.6	2.9	238	722	.5	3.6
4-Book	288	2574	.6	2.4	176	1635	.4	3.2	215	509	.5	3.3	284	720	.6	3.0	219	600	.5	3.3
KCBS-FM																				
WI '03	406	5063	.8	3.3	187	3087	.4	3.4	180	661	.4	2.9	348	1217	.7	3.5	290	1168	.6	4.4
4-Book	387	5266	.8	3.2	179	2942	.4	3.2	177	698	.4	2.7	331	1237	.7	3.5	259	1010	.6	4.0
KDIS-AM																				
WI '03	37	936	.1	.3	26	548	.1	.5	27	180	.1	.4	48	229	.1	.5	36	116	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	39	756	.1	.3	30	440	.1	.5	13	71		.2	55	170	.1	.6	81	161	.2	1.2
4-Book	36	562	.1	.3	22	347		.4	23	82	.1	.3	36	137	.1	.4	34	84	.1	.5
+KDLE-FM																				
KSSD-FM																				
WI '03	56	669	.1	.5	29	381	.1	.5	16	91		.3	48	183	.1	.5	57	146	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	414	3678	.8	3.4	85	1277	.2	1.5	220	603	.4	3.5	126	480	.3	1.3	60	261	.1	.9
4-Book	364	3364	.7	3.0	87	1256	.2	1.6	188	545	.4	2.9	125	445	.3	1.3	53	199	.1	.8
KFSH-FM																				
WI '03	107	1364	.2	.9	70	980	.1	1.3	68	230	.1	1.1	142	426	.3	1.4	72	278	.1	1.1
4-Book	98	1217	.2	.8	61	885	.1	1.1	65	239	.1	1.0	101	377	.2	1.1	78	298	.2	1.2
KFWB-AM																				
WI '03	164	3063	.3	1.3	52	1417	.1	.9	109	491	.2	1.7	94	464	.2	1.0	45	205	.1	.7
4-Book	141	2920	.3	1.2	46	1241	.1	.8	90	403	.2	1.4	64	362	.1	.7	56	283	.1	.9
KHHT-FM																				
WI '03	311	3371	.6	2.5	182	2216	.4	3.3	107	362	.2	1.7	269	907	.5	2.7	160	530	.3	2.4
4-Book	310	3574	.6	2.6	165	2117	.4	3.0	124	429	.3	1.9	250	855	.5	2.6	193	639	.4	3.0
KHJ -AM																				
WI '03	167	1209	.3	1.4	80	679	.2	1.4	106	218	.2	1.7	127	224	.3	1.3	138	249	.3	2.1
4-Book	125	1075	.2	1.0	55	510	.1	1.0	76	175	.2	1.2	95	197	.2	1.0	85	171	.2	1.3
KIIS-FM																				
WI '03	386	5763	.8	3.2	219	3425	.4	3.9	212	986	.4	3.4	422	1525	.9	4.3	272	920	.6	4.2
4-Book	392	6348	.8	3.3	221	3908	.4	4.0	228	949	.5	3.5	409	1690	.9	4.3	269	1096	.6	4.1
KVVS-FM																				
WI '03	11	144		.1	6	91		.1	3	22			20	33		.2	3	27		
4-Book	22	262		.2	10	141		.2	8	43		.1	21	84		.2	16	57		.2
KJLH-FM																				
WI '03	159	1676	.3	1.3	131	1511	.3	2.4	110	286	.2	1.8	193	614	.4	2.0	129	346	.3	2.0
4-Book	172	1721	.3	1.5	152	1415	.3	2.7	119	332	.3	1.9	189	515	.4	2.0	146	407	.3	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	356	3986	.7	2.9	137	1968	.3	2.5	157	529	.3	2.5	311	787	.6	3.2	160	543	.3	2.4
4-Book	382	4074	.8	3.2	141	2071	.3	2.6	176	514	.4	2.7	291	902	.6	3.1	186	646	.4	2.8
KKLA-FM																				
WI '03	75	896	.2	.6	18	253	.3		41	109	.1	.7	23	53	.2		25	62	.1	.4
4-Book	73	931	.2	.6	17	295	.3		25	77	.1	.4	13	60	.1		18	66	.1	.3
KLAC-AM																				
WI '03	26	673	.1	.2	14	336	.3		6	24	.1		7	31	.1		20	63		.3
4-Book	47	991	.1	.4	24	546	.1	.5	10	31	.2		21	84	.2		25	84		.4
KLAX-FM																				
WI '03	367	3697	.7	3.0	206	2278	.4	3.7	226	674	.5	3.6	374	1048	.8	3.8	238	672	.5	3.6
4-Book	367	3460	.7	3.0	223	2198	.5	4.0	252	675	.5	3.9	388	965	.8	4.1	255	700	.5	3.9
KLOS-FM																				
WI '03	440	5273	.9	3.6	174	2841	.4	3.1	130	477	.3	2.1	394	1290	.8	4.0	212	787	.4	3.2
4-Book	408	5038	.9	3.4	164	2632	.4	3.0	146	519	.3	2.3	322	1121	.7	3.4	226	757	.5	3.5
KLSX-FM																				
WI '03	532	4273	1.1	4.3	78	1139	.2	1.4	41	193	.1	.7	85	297	.2	.9	119	291	.2	1.8
4-Book	513	4195	1.1	4.2	68	1138	.2	1.2	50	200	.1	.8	67	269	.2	.7	78	243	.2	1.2
KLTX-AM																				
WI '03	135	577	.3	1.1	88	474	.2	1.6	149	320	.3	2.4	134	265	.3	1.4	67	168	.1	1.0
4-Book	115	560	.3	1.0	74	442	.2	1.3	120	275	.2	1.9	119	224	.3	1.3	80	181	.2	1.2
KLVE-FM																				
WI '03	488	5147	1.0	4.0	261	3231	.5	4.7	349	982	.7	5.6	515	1459	1.0	5.2	264	897	.5	4.0
4-Book	489	5093	1.0	4.1	253	3108	.5	4.5	331	926	.7	5.1	474	1282	1.0	5.0	217	698	.4	3.3
KLYY-FM																				
WI '03	111	1131	.2	.9	63	790	.1	1.1	82	212	.2	1.3	116	308	.2	1.2	54	172	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	113	1628	.2	.9	56	871	.1	1.0	62	254	.1	1.0	83	376	.2	.8	73	306	.1	1.1
4-Book	111	1508	.2	.9	58	860	.1	1.0	55	195	.1	.8	87	324	.2	.9	58	224	.1	.9
KNX -AM																				
WI '03	191	3428	.4	1.6	70	1622	.1	1.3	139	590	.3	2.2	85	488	.2	.9	66	352	.1	1.0
4-Book	176	3156	.4	1.5	54	1326	.1	1.0	94	391	.2	1.5	72	359	.2	.8	48	230	.1	.7
KOST-FM																				
WI '03	445	4885	.9	3.6	160	2516	.3	2.9	178	564	.4	2.8	241	877	.5	2.5	146	610	.3	2.2
4-Book	462	4992	.9	3.8	185	2807	.4	3.4	211	707	.4	3.2	323	1104	.7	3.4	218	756	.5	3.3
KPWR-FM																				
WI '03	350	5088	.7	2.9	211	3444	.4	3.8	186	743	.4	3.0	308	1185	.6	3.1	278	990	.6	4.2
4-Book	393	5042	.8	3.3	228	3116	.5	4.1	208	743	.4	3.2	373	1255	.8	3.9	316	1052	.7	4.8
KRCD-FM																				
WI '03	142	1324	.3	1.2	105	880	.2	1.9	138	273	.3	2.2	170	393	.3	1.7	113	340	.2	1.7
4-Book	124	1162	.3	1.0	68	674	.1	1.2	94	213	.2	1.5	119	303	.2	1.3	75	217	.2	1.2
KRCV-FM																				
WI '03	90	829	.2	.7	23	305	.4		39	108	.1	.6	36	91	.1	.4	24	84		.4
4-Book	99	798	.2	.8	49	470	.1	.9	64	164	.1	1.0	80	192	.2	.9	56	145	.1	.9
KRLA-AM																				
WI '03	103	748	.2	.8	7	113	.1		6	33	.1		20	48	.2		4	14		.1
4-Book	63	571	.2	.5	8	136	.1		4	19	.1		16	43	.2		13	41		.2
KRLH-AM																				
WI '03	1	15																		
4-Book	1	8				5							1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

		Persons 25-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM		512	6289	1.0	4.2	199	3335	.4	3.6	189	845	.4	3.0	437	1609	.9	4.5	279	990	.6	4.3
WI '03		513	6286	1.1	4.3	214	3536	.5	3.8	189	795	.4	2.9	428	1674	.9	4.5	283	1042	.6	4.3
4-Book																					
KRTH-FM		340	4517	.7	2.8	151	2318	.3	2.7	124	478	.3	2.0	260	1021	.5	2.6	212	607	.4	3.2
WI '03		322	4260	.7	2.7	149	2295	.3	2.7	128	508	.3	2.0	304	1010	.6	3.2	207	641	.4	3.2
4-Book																					
KSCA-FM		687	4328	1.4	5.6	233	2431	.5	4.2	688	1290	1.4	11.0	331	1013	.7	3.4	293	724	.6	4.5
WI '03		682	4276	1.4	5.7	261	2505	.5	4.7	815	1498	1.7	12.5	402	1127	.8	4.2	213	538	.4	3.2
4-Book																					
KSPN-AM		71	948	.1	.6	15	326		.3	7	63		.1	23	124		.2	19	100		.3
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KSSE-FM		241	2835	.5	2.0	141	1687	.3	2.5	113	387	.2	1.8	347	944	.7	3.5	189	489	.4	2.9
WI '03		175	2232	.4	1.5	99	1316	.2	1.8	97	307	.2	1.5	213	592	.4	2.2	125	357	.3	1.9
4-Book																					
KSUR-AM		2	67			4	67		.1	5	19		.1	3	15			10	30		.2
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KTNQ-AM		79	630	.2	.6	46	460	.1	.8	71	162	.1	1.1	83	198	.2	.8	39	68	.1	.6
WI '03		89	891	.2	.6	40	428	.1	.7	71	166	.1	1.1	63	146	.1	.7	33	85	.1	.5
4-Book																					
KTWV-FM		297	3447	.6	2.4	147	2314	.3	2.6	114	421	.2	1.8	260	975	.5	2.6	154	478	.3	2.4
WI '03		353	3510	.7	2.9	178	2284	.4	3.2	163	553	.3	2.5	300	928	.6	3.1	209	611	.5	3.2
4-Book																					
KWIZ-FM		101	1008	.2	.8	62	658	.1	1.1	68	214	.1	1.1	74	233	.2	.8	61	190	.1	.9
WI '03		137	1169	.3	1.1	84	788	.2	1.5	93	262	.2	1.5	150	390	.3	1.6	91	242	.2	1.4
4-Book																					
KWKV-AM		83	592	.2	.7	24	296		.4	44	136	.1	.7	53	116	.1	.5	17	45		.3
WI '03		72	539	.1	.6	19	256		.3	45	105	.1	.7	37	102	.1	.4	15	47		.3
4-Book																					
KWVE-FM		74	909	.2	.6	21	442		.4	20	81		.3	24	97		.2	24	107		.4
WI '03		73	993	.2	.6	27	525	.1	.5	32	126	.1	.5	30	133	.1	.3	28	97	.1	.5
4-Book																					
KXDL-FM		331	2604	.7	2.7	189	1968	.4	3.4	241	645	.5	3.9	447	1026	.9	4.6	172	431	.4	2.6
WI '03		347	2910	.7	2.9	189	1868	.4	3.4	228	558	.5	3.5	377	896	.8	4.0	223	559	.5	3.4
4-Book																					
KYSR-FM		336	5721	.7	2.7	114	2731	.2	2.1	64	430	.1	1.0	228	1019	.5	2.3	144	789	.3	2.2
WI '03		400	5827	.8	3.3	147	2958	.3	2.7	118	605	.3	1.8	292	1178	.6	3.1	227	890	.5	3.5
4-Book																					
*KZAB-FM																					
KFSG-FM		84	668	.2	.7	56	483	.1	1.0	56	152	.1	.9	73	190	.1	.7	63	155	.1	1.0
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KZLA-FM		253	3165	.5	2.1	136	1950	.3	2.5	127	540	.3	2.0	216	761	.4	2.2	206	776	.4	3.1
WI '03		263	2892	.6	2.2	127	1801	.3	2.3	126	507	.3	1.9	233	822	.5	2.5	180	675	.4	2.8
4-Book																					
KGGI-FM		25	673	.1	.2	19	486		.3	14	67		.2	43	169	.1	.4	16	93		.2
WI '03		29	709	.1	.2	23	434	.1	.4	17	78		.3	41	155	.1	.4	31	119	.1	.5
4-Book																					
TOTALS		12243	46765	25.0		5550	38127	11.3		6252	17266	12.7		9817	24036	20.0		6542	17584	13.3	
WI '03		12096	46481	24.8		5565	37615	11.4		6503	17272	13.3		9526	23545	19.5		6568	17324	13.5	
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 25-49																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03	24	83	.7	47	163	.1	1.2	27	158	.1	.4	23	111	.1	.5	13	79	.1	.5
4-Book	13	62	.4	42	137	.1	1.1	35	153	.1	.5	26	113	.1	.5	18	77	.1	.7
KBIG-FM																			
WI '03	248	826	.5	79	265	.2	2.0	198	753	.4	3.0	137	601	.3	2.7	48	256	.1	1.9
4-Book	223	718	.5	83	336	.2	2.1	215	774	.5	3.2	120	502	.3	2.4	61	310	.1	2.4
KBLA-AM																			
WI '03	8	45	.2	13	44	.3	.3	25	70	.1	.4	71	136	.1	1.4	10	52	.4	.4
4-Book	16	64	.5	14	39	.3	.3	35	99	.1	.5	63	134	.1	1.3	11	50	.4	.4
KBUA-FM																			
WI '03	20	57	.6	28	73	.1	.7	74	162	.2	1.1	32	71	.1	.6	16	61	.6	.6
4-Book	30	86	.9	27	60	.1	.7	55	122	.1	.8	32	69	.1	.6	15	49	.6	.6
KBUE-FM																			
WI '03	102	394	.2	110	332	.2	2.8	206	587	.4	3.1	189	510	.4	3.7	96	285	.2	3.8
4-Book	107	374	.2	121	334	.2	3.0	216	562	.4	3.2	165	443	.4	3.3	83	243	.2	3.2
KCBS-FM																			
WI '03	110	527	.2	72	348	.1	1.8	250	1012	.5	3.7	181	831	.4	3.6	58	231	.1	2.3
4-Book	96	461	.2	94	380	.2	2.3	221	895	.5	3.3	178	704	.4	3.6	73	302	.2	2.8
KDIS-AM																			
WI '03	8	44	.2	11	72	.3	.3	41	197	.1	.6	23	76	.5	.5	11	79	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	17	103	.5	8	41	.2	.2	39	168	.1	.6	27	133	.1	.5				
4-Book	13	56	.4	8	39	.2	.2	31	130	.1	.5	17	76	.3	.3	9	25	.3	.3
+KDLE-FM																			
KSSD-FM																			
WI '03	23	78	.7	17	54	.4	.4	24	156	.4	.4	38	118	.1	.8	12	72	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	32	113	.1	83	212	.2	2.1	75	293	.2	1.1	57	153	.1	1.1	42	170	.1	1.6
4-Book	50	145	.1	80	243	.2	2.0	102	318	.2	1.5	59	163	.1	1.2	43	161	.1	1.7
KFSH-FM																			
WI '03	20	97	.6	82	490	.2	2.1	109	485	.2	1.6	50	273	.1	1.0	18	95	.7	.7
4-Book	22	134	.1	68	363	.2	1.8	80	410	.2	1.2	54	244	.1	1.1	23	128	.1	.9
KFVB-AM																			
WI '03	13	119	.4	63	321	.1	1.6	56	328	.1	.8	23	111	.5	.5	16	128	.6	.6
4-Book	17	120	.5	45	275	.1	1.1	53	315	.1	.8	38	186	.1	.8	17	119	.6	.6
KHHT-FM																			
WI '03	143	370	.3	134	393	.3	3.4	171	575	.3	2.6	172	610	.4	3.4	266	559	.5	10.4
4-Book	141	443	.3	86	298	.2	2.2	165	577	.3	2.5	152	518	.3	3.0	184	455	.4	7.2
KHJ -AM																			
WI '03	39	139	.1	70	157	.1	1.8	53	128	.1	.8	88	188	.2	1.7	35	155	.1	1.4
4-Book	22	70	.1	47	126	.1	1.2	58	141	.1	.9	42	100	.1	.8	17	69	.7	.7
KIIS-FM																			
WI '03	163	623	.3	101	407	.2	2.6	275	1211	.6	4.1	195	779	.4	3.9	92	348	.2	3.6
4-Book	152	596	.3	160	612	.3	4.1	271	1193	.6	4.0	178	782	.4	3.6	91	398	.2	3.5
KVVS-FM																			
WI '03	6	22	.2					6	24	.1	.1	4	26	.1	.1	2	15	.1	.1
4-Book	11	42	.3	2	15			9	49	.1	.1	6	20	.1	.1	4	10	.2	.2
KJLH-FM																			
WI '03	74	238	.2	121	370	.2	3.1	197	651	.4	2.9	192	411	.4	3.8	40	119	.1	1.6
4-Book	95	289	.2	189	489	.4	4.7	227	642	.5	3.4	190	408	.4	3.8	64	213	.1	2.5

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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	97	313	.2	2.8	74	335	.2	1.9	105	450	.2	1.6	98	304	.2	1.9	80	260	.2
WI '03	85	322	.2	2.4	71	270	.2	1.8	134	531	.3	2.0	105	385	.2	2.1	78	281	.2	3.0
4-Book																				
KKLA-FM	19	36	.5		24	98	.6		8	58	.1		9	47	.2		4	13	.2	
WI '03	16	44	.4		21	72	.5		14	79	.2		10	52	.2		18	47	.7	
4-Book																				
KLAC-AM	22	95	.6		4	18	.1		14	51	.2		20	88	.4		21	117	.8	
WI '03	20	91	.6		7	15	.2		20	111	.3		74	260	.2	1.5	23	109	.1	.9
4-Book																				
KLAX-FM	188	477	.4	5.4	109	380	.2	2.8	269	752	.5	4.0	145	389	.3	2.9	77	265	.2	3.0
WI '03	149	411	.3	4.2	144	427	.3	3.6	322	792	.6	4.8	183	475	.4	3.7	81	299	.2	3.2
4-Book																				
KLOS-FM	53	341	.1	1.5	69	337	.1	1.8	222	978	.5	3.3	209	678	.4	4.1	89	369	.2	3.5
WI '03	90	375	.2	2.5	65	265	.1	1.6	187	768	.4	2.8	194	660	.4	3.9	75	343	.2	2.9
4-Book																				
KLSX-FM	23	146	.7		117	394	.2	3.0	150	482	.3	2.2	77	152	.2	1.5	20	87	.8	
WI '03	17	93	.5		122	399	.3	3.1	142	467	.3	2.1	62	165	.2	1.2	13	73	.6	
4-Book																				
KLTX-AM	40	173	.1	1.1	96	210	.2	2.5	121	249	.2	1.8	64	159	.1	1.3	35	134	.1	1.4
WI '03	42	124	.1	1.2	84	220	.2	2.2	75	192	.2	1.1	50	130	.1	1.0	25	87	.1	1.0
4-Book																				
KLVE-FM	201	728	.4	5.8	184	639	.4	4.7	260	794	.5	3.9	188	546	.4	3.7	118	422	.2	4.6
WI '03	217	670	.4	6.1	186	606	.4	4.7	296	945	.6	4.4	160	471	.3	3.2	121	414	.3	4.7
4-Book																				
KLYY-FM	58	179	.1	1.7	36	101	.1	.9	74	260	.2	1.1	44	123	.1	.9	33	102	.1	1.3
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KMZT-FM	49	218	.1	1.4	71	226	.1	1.8	41	215	.1	.6	58	249	.1	1.2	20	105	.8	
WI '03	43	184	.1	1.2	49	186	.1	1.2	68	272	.2	1.0	66	216	.2	1.3	40	160	.1	1.5
4-Book																				
KNX -AM	39	213	.1	1.1	81	247	.2	2.1	64	398	.1	1.0	41	223	.1	.8	55	244	.1	2.2
WI '03	39	194	.1	1.1	52	202	.1	1.3	53	291	.1	.8	42	223	.1	.8	39	215	.1	1.5
4-Book																				
KOST-FM	142	540	.3	4.1	154	577	.3	3.9	182	838	.4	2.7	136	532	.3	2.7	96	366	.2	3.8
WI '03	144	548	.3	4.0	135	494	.3	3.4	188	768	.4	2.8	141	518	.3	2.8	113	431	.2	4.4
4-Book																				
KPWR-FM	153	644	.3	4.4	152	594	.3	3.9	236	926	.5	3.5	201	802	.4	4.0	167	502	.3	6.5
WI '03	203	708	.4	5.6	130	467	.3	3.3	232	832	.5	3.5	223	762	.5	4.5	136	469	.3	5.2
4-Book																				
KRCD-FM	79	241	.2	2.3	82	216	.2	2.1	151	404	.3	2.3	70	212	.1	1.4	37	138	.1	1.4
WI '03	52	168	.1	1.4	42	128	.1	1.1	74	220	.2	1.1	58	173	.1	1.2	29	96	.1	1.1
4-Book																				
KRCV-FM	17	36	.5		15	40	.4		24	51	.4		27	58	.1	.5	3	11	.1	
WI '03	33	98	.1	.9	39	101	.1	1.0	62	163	.1	.9	40	105	.1	.8	19	57	.7	
4-Book																				
KRLA-AM	6	13	.2		6	33	.2		7	13	.1		5	20	.1		2	20	.1	
WI '03	5	18	.2		6	18	.2		4	14	.1		12	38	.2		6	22	.2	
4-Book																				
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Persons 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 25-49																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	94	489	.2	2.7	74	400	.2	1.9	237	974	.5	3.5	178	884	.4	3.5	86	486	.2	3.4
	4-Book	138	627	.3	3.8	91	447	.2	2.3	224	958	.5	3.4	216	915	.5	4.3	123	592	.3	4.8
KRTH-FM	WI '03	63	305	.1	1.8	152	590	.3	3.9	219	849	.4	3.3	145	500	.3	2.9	41	224	.1	1.6
	4-Book	65	281	.1	1.8	92	364	.2	2.3	197	704	.4	2.9	127	451	.3	2.5	65	282	.1	2.6
KSCA-FM	WI '03	76	261	.2	2.2	198	429	.4	5.1	114	383	.2	1.7	196	432	.4	3.9	60	163	.1	2.3
	4-Book	81	256	.2	2.2	253	569	.5	6.4	208	583	.4	3.1	145	374	.3	2.9	53	171	.1	2.1
KSPN-AM	WI '03	23	47	.7	.7	16	57	.4	.4	8	44	.1	.1	13	76	.3	.3	8	49	.3	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	60	246	.1	1.7	113	339	.2	2.9	207	616	.4	3.1	49	196	.1	1.0	32	94	.1	1.3
	4-Book	48	204	.1	1.4	73	223	.1	1.9	144	447	.3	2.1	58	189	.1	1.2	27	113	.1	1.1
KSUR-AM	WI '03	4	16	.1	.1	4	18	.1	.1	5	18	.1	.1	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	22	74	.6	.6	15	47	.4	.4	74	177	.2	1.1	45	86	.1	.9	20	44	.8	.8
	4-Book	20	68	.5	.5	23	62	.1	.6	53	135	.1	.8	31	74	.1	.6	24	65	.9	.9
KTUV-FM	WI '03	93	381	.2	2.7	82	328	.2	2.1	219	724	.4	3.3	159	506	.3	3.2	81	335	.2	3.2
	4-Book	108	442	.2	3.0	106	404	.2	2.7	252	795	.5	3.8	188	576	.4	3.8	88	356	.2	3.4
KWIZ-FM	WI '03	59	148	.1	1.7	29	130	.1	.7	72	227	.1	1.1	84	248	.2	1.7	48	157	.1	1.9
	4-Book	66	203	.1	1.8	43	126	.1	1.1	94	246	.2	1.4	86	240	.2	1.7	48	156	.1	1.9
KWKV-AM	WI '03	30	45	.1	.9	14	36	.4	.4	19	41	.3	.3	4	15	.1	.1	10	13	.4	.4
	4-Book	17	38	.5	.5	11	31	.3	.3	12	43	.2	.2	6	20	.1	.1	12	27	.5	.5
KWVE-FM	WI '03					25	107	.1	.6	39	162	.1	.6	27	140	.1	.5	11	57	.4	.4
	4-Book	12	53	.3	.3	41	151	.1	1.1	30	137	.1	.5	25	114	.1	.5	19	77	.8	.8
KXOL-FM	WI '03	105	334	.2	3.0	146	432	.3	3.7	190	591	.4	2.8	126	387	.3	2.5	74	274	.2	2.9
	4-Book	105	316	.2	2.9	146	415	.3	3.6	212	608	.5	3.1	152	428	.3	3.0	69	248	.2	2.7
KYSR-FM	WI '03	92	459	.2	2.6	52	307	.1	1.3	164	877	.3	2.5	96	497	.2	1.9	49	236	.1	1.9
	4-Book	88	498	.2	2.4	64	358	.1	1.6	187	936	.4	2.8	144	658	.3	2.9	49	310	.1	1.9
+KZAB-FM	WI '03	24	77	.7	.7	43	131	.1	1.1	93	252	.2	1.4	61	148	.1	1.2	33	119	.1	1.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	74	299	.2	2.1	55	373	.1	1.4	244	831	.5	3.6	116	416	.2	2.3	41	269	.1	1.6
	4-Book	76	297	.2	2.1	74	356	.2	1.9	176	652	.4	2.6	109	406	.2	2.2	40	211	.1	1.6
KGGI-FM	WI '03	9	58	.3	.3	16	86	.4	.4	14	110	.2	.2	26	80	.1	.5	17	76	.7	.7
	4-Book	19	78	.1	.5	11	54	.3	.3	18	93	.3	.3	23	87	.1	.5	22	70	.8	.8
TOTALS	WI '03	3491	11224	7.1		3910	12109	8.0		6688	18841	13.6		5041	13925	10.3		2554	8381	5.2	
	4-Book	3603	11345	7.4		3961	11974	8.1		6726	18514	13.8		5012	13533	10.3		2580	8665	5.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
WI '03	167	2677	.3	1.7	176	1124	.3	1.2	306	1481	.5	2.2	283	1633	.5	2.2	102	746	.2	2.5
FA '02	154	2302	.3	1.5	157	921	.3	1.0	261	1309	.5	1.8	312	1403	.6	2.5	68	670	.1	1.6
SU '02	118	2413	.2	1.2	100	935	.2	.7	118	928	.2	.8	323	1587	.6	2.7	70	767	.1	1.6
SP '02	124	2362	.2	1.3	126	881	.2	.8	163	1046	.3	1.2	218	1399	.4	1.8	94	788	.2	2.3
4-Book	141	2439	.3	1.4	140	965	.3	.9	212	1191	.4	1.5	284	1506	.5	2.3	84	743	.2	2.0
WI '02	151	2531	.3	1.6	136	976	.2	.9	211	1102	.4	1.6	343	1621	.6	2.9	77	657	.1	2.0
KBIG-FM																				
WI '03	343	6543	.6	3.5	395	2770	.7	2.7	683	3502	1.2	4.8	426	3359	.8	3.4	109	1529	.2	2.6
FA '02	345	6201	.6	3.4	433	2964	.8	2.8	678	3118	1.2	4.6	433	3156	.8	3.5	126	1583	.2	3.0
SU '02	301	6293	.5	3.1	343	2499	.6	2.4	563	3190	1.0	4.0	378	3053	.7	3.2	100	1399	.2	2.3
SP '02	333	6378	.6	3.4	367	2883	.7	2.4	639	3623	1.1	4.6	450	3441	.8	3.8	111	1571	.2	2.8
4-Book	331	6354	.6	3.4	385	2779	.7	2.6	641	3358	1.1	4.5	422	3252	.8	3.5	112	1521	.2	2.7
WI '02	306	6091	.5	3.3	440	2946	.8	3.0	559	2875	1.0	4.2	381	2840	.7	3.2	93	1538	.2	2.4
KBLA-AM																				
WI '03	106	1372	.2	1.1	115	469	.2	.8	151	643	.3	1.1	236	767	.4	1.9	40	409	.1	1.0
FA '02	104	1567	.2	1.0	97	566	.2	.6	196	798	.3	1.3	217	1062	.4	1.7	29	332	.1	.7
SU '02	101	1261	.2	1.1	142	553	.3	1.0	118	564	.2	.8	210	749	.4	1.8	67	378	.1	1.5
SP '02	103	1412	.2	1.1	108	494	.2	.7	188	662	.3	1.3	167	736	.3	1.4	32	307	.1	.8
4-Book	104	1403	.2	1.1	116	521	.2	.8	163	667	.3	1.1	208	829	.4	1.7	42	357	.1	1.0
WI '02	102	1300	.2	1.1	116	486	.2	.8	148	562	.3	1.1	218	609	.4	1.8	34	317	.1	.9
KBUA-FM																				
WI '03	57	567	.1	.6	74	336	.1	.5	78	320	.1	.5	48	281	.1	.4	50	229	.1	1.2
FA '02	81	713	.1	.8	121	430	.2	.8	106	377	.2	.7	98	464	.2	.8	30	222	.1	.7
SU '02	28	432	.1	.3	50	204	.1	.3	29	277	.1	.2	38	204	.1	.3	10	123	.1	.2
SP '02	43	468	.1	.4	64	300	.1	.4	64	325	.1	.5	62	239	.1	.5	12	117	.1	.3
4-Book	52	545	.1	.5	77	318	.1	.5	69	325	.1	.5	62	297	.1	.5	26	173	.1	.6
WI '02	47	532	.1	.5	71	275	.1	.5	79	251	.1	.6	53	295	.1	.4	12	157	.1	.3
KBUE-FM																				
WI '03	254	3409	.4	2.6	311	1619	.5	2.1	350	1971	.6	2.5	325	2003	.6	2.6	139	1138	.2	3.3
FA '02	240	3770	.4	2.4	296	1727	.5	1.9	332	2209	.6	2.2	322	2033	.6	2.6	95	1022	.2	2.3
SU '02	258	3206	.5	2.7	300	1404	.5	2.1	352	1798	.6	2.5	273	1764	.5	2.3	161	1021	.3	3.7
SP '02	192	2627	.3	2.0	290	1221	.5	1.9	293	1501	.5	2.1	217	1568	.4	1.8	71	739	.1	1.8
4-Book	236	3253	.4	2.4	299	1493	.5	2.0	332	1870	.6	2.3	284	1842	.5	2.3	117	980	.2	2.8
WI '02	210	2902	.4	2.2	327	1593	.6	2.2	308	1559	.6	2.3	213	1442	.4	1.8	65	688	.1	1.7
KCBS-FM																				
WI '03	305	6876	.5	3.1	437	3160	.8	2.9	507	3521	.9	3.6	383	3812	.7	3.0	71	1524	.1	1.7
FA '02	290	7060	.5	2.8	385	3378	.7	2.4	451	3356	.8	3.0	345	3763	.6	2.8	128	1835	.2	3.0
SU '02	305	6854	.5	3.2	391	3110	.7	2.7	508	3569	.9	3.6	375	3652	.7	3.2	127	1657	.2	2.9
SP '02	321	7092	.6	3.3	466	3275	.8	3.1	521	3611	.9	3.7	418	4223	.7	3.5	110	1707	.2	2.7
4-Book	305	6971	.5	3.1	420	3231	.8	2.8	497	3514	.9	3.5	380	3863	.7	3.1	109	1681	.2	2.6
WI '02	255	6222	.5	2.7	351	2977	.6	2.4	395	3113	.7	2.9	351	3428	.6	3.0	92	1558	.2	2.4
KDIS-AM																				
WI '03	29	1177	.1	.3	45	565	.1	.3	22	377	.2	.2	52	630	.1	.4	8	159	.1	.2
FA '02	31	1436	.1	.3	60	604	.1	.4	20	282	.1	.1	49	759	.1	.4	9	218	.1	.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	32	1519	.1	.3	61	690	.1	.4	17	461	.1	.1	57	713	.1	.5	5	180	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	29	1270	.1	.3	55	650	.1	.4	21	384	.2	.2	43	568	.1	.4	12	197	.1	.3
+KDLD-FM																				
KSSC-FM																				
WI '03	33	878	.1	.3	37	350	.1	.2	42	484	.1	.3	42	536	.1	.3	18	312	.1	.4
FA '02	31	740	.1	.3	53	349	.1	.3	57	397	.1	.4	28	300	.1	.2	6	134	.1	.1
SU '02	26	564	.1	.3	37	319	.1	.3	38	304	.1	.3	31	243	.1	.3	10	162	.1	.2
SP '02	19	622	.2	.2	25	297	.2	.2	23	239	.2	.2	21	279	.2	.2	14	155	.2	.3
4-Book	27	701	.1	.3	38	329	.1	.3	40	356	.1	.3	31	340	.1	.3	12	191	.1	.3
WI '02	23	588	.2	.2	24	271	.2	.2	31	288	.1	.2	29	304	.1	.2	18	229	.1	.5

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
+KDLE-FM																			
KSSD-FM																			
WI '03	40	742	.1	.4	51	372	.1	.3	54	413	.1	.4	64	510	.1	.5	14	276	.3
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	320	5054	.6	3.2	543	2796	1.0	3.7	545	2906	1.0	3.8	429	2678	.8	3.4	110	984	.2
FA '02	267	4693	.5	2.6	437	2591	.8	2.8	411	2569	.7	2.8	370	2513	.7	3.0	119	1058	.2
SU '02	345	4944	.6	3.6	551	2716	1.0	3.8	550	2682	1.0	3.9	488	2597	.9	4.1	168	1331	.3
SP '02	266	4480	.5	2.8	462	2312	.8	3.1	431	2384	.8	3.1	311	2153	.6	2.6	142	1122	.3
4-Book	300	4793	.6	3.1	498	2604	.9	3.4	484	2635	.9	3.4	400	2485	.8	3.3	135	1124	.3
WI '02	328	5354	.6	3.5	544	3065	1.0	3.7	515	2861	.9	3.8	394	2573	.7	3.3	163	1244	.3
KFSH-FM																			
WI '03	92	1714	.2	.9	142	1197	.3	1.0	124	919	.2	.9	102	972	.2	.8	28	431	.7
FA '02	84	1581	.1	.8	118	829	.2	.7	103	812	.2	.7	133	1042	.2	1.1	30	578	.1
SU '02	94	1623	.2	1.0	122	986	.2	.9	140	982	.3	1.0	110	917	.2	.9	30	520	.1
SP '02	69	1462	.1	.7	100	949	.2	.7	78	828	.1	.6	113	919	.2	1.0	26	463	.6
4-Book	85	1595	.2	.9	121	990	.2	.8	111	885	.2	.8	115	963	.2	1.0	29	498	.1
WI '02	97	1776	.2	1.0	128	1162	.2	.9	122	902	.2	.9	128	985	.2	1.1	36	449	.1
KFWB-AM																			
WI '03	153	4619	.3	1.6	313	2681	.6	2.1	179	1918	.3	1.3	207	2402	.4	1.6	51	815	.1
FA '02	117	4620	.2	1.1	249	2619	.4	1.6	124	1611	.2	.8	195	2504	.3	1.6	39	844	.1
SU '02	132	3970	.2	1.4	284	2515	.5	2.0	146	1687	.3	1.0	176	2056	.3	1.5	36	698	.1
SP '02	111	3997	.2	1.1	264	2573	.5	1.8	91	1397	.2	.7	170	2031	.3	1.4	37	777	.1
4-Book	128	4302	.2	1.3	278	2597	.5	1.9	135	1653	.3	1.0	187	2248	.3	1.5	41	784	.1
WI '02	109	3941	.2	1.2	247	2408	.4	1.7	109	1298	.2	.8	157	1969	.3	1.3	35	687	.1
KHHT-FM																			
WI '03	254	4333	.4	2.6	297	2085	.5	2.0	351	2218	.6	2.5	316	2459	.6	2.5	154	1371	.3
FA '02	256	4544	.5	2.5	291	2038	.5	1.8	389	2345	.7	2.6	327	2493	.6	2.6	140	1404	.2
SU '02	268	5016	.5	2.8	374	2473	.7	2.6	381	2650	.7	2.7	292	2652	.5	2.5	162	1576	.3
SP '02	235	4502	.4	2.4	307	2104	.5	2.0	373	2237	.7	2.7	295	2518	.5	2.5	114	1446	.2
4-Book	253	4599	.5	2.6	317	2175	.6	2.1	374	2363	.7	2.6	308	2531	.6	2.5	143	1449	.3
WI '02	323	4965	.6	3.4	397	2586	.7	2.7	472	2548	.8	3.5	394	2719	.7	3.3	167	1449	.3
KHJ -AM																			
WI '03	132	1643	.2	1.3	150	776	.3	1.0	197	813	.3	1.4	229	794	.4	1.8	36	336	.1
FA '02	118	1678	.2	1.2	157	738	.3	1.0	207	971	.4	1.4	147	810	.3	1.2	47	381	.1
SU '02	58	1169	.1	.6	51	406	.1	.4	79	613	.1	.6	94	610	.2	.8	24	322	.6
SP '02	99	1341	.2	1.0	115	596	.2	.8	182	815	.3	1.3	137	726	.2	1.2	26	265	.6
4-Book	102	1458	.2	1.0	118	629	.2	.8	166	803	.3	1.2	152	735	.3	1.3	33	326	.1
WI '02	92	1203	.2	1.0	103	539	.2	.7	107	604	.2	.8	134	594	.2	1.1	62	405	.1
KIIS-FM																			
WI '03	311	7472	.5	3.2	453	3947	.8	3.1	422	3418	.7	3.0	418	4026	.7	3.3	112	1907	.2
FA '02	326	8601	.6	3.2	564	4467	1.0	3.6	391	3539	.7	2.6	383	4399	.7	3.1	131	2016	.2
SU '02	337	8442	.6	3.5	515	4143	.9	3.6	459	3961	.8	3.3	427	4256	.8	3.6	151	1937	.3
SP '02	296	8155	.5	3.1	483	4194	.9	3.2	366	3390	.7	2.6	371	3913	.7	3.1	113	1736	.2
4-Book	318	8168	.6	3.3	504	4188	.9	3.4	410	3577	.7	2.9	400	4149	.7	3.3	127	1899	.2
WI '02	292	8051	.5	3.1	452	4018	.8	3.1	372	3375	.7	2.8	421	3953	.8	3.6	96	1920	.2
KVVS-FM																			
WI '03	8	158	.1		19	91	.1		8	105	.1		8	109	.1		3	49	.1
FA '02	20	278	.2		38	112	.1	.2	23	144	.2		18	139	.1		5	111	.1
SU '02	14	321	.1		20	145	.1		25	184	.2		26	202	.2		2	90	
SP '02	25	479	.3		37	309	.1	.2	34	278	.1	.2	32	244	.1	.3	18	121	.4
4-Book	17	309	.2		29	164	.1	.2	23	178	.2		21	174	.2		7	93	.2
WI '02	12	296	.1		7	130			14	147	.1		8	107	.1		4	35	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 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
KJLH-FM																					
WI '03	157	2503	.3	1.6	216	1225	.4	1.5	186	1069	.3	1.3	176	1284	.3	1.4	58	702	.1	1.4	
FA '02	232	2697	.4	2.3	253	1283	.4	1.6	293	1439	.5	2.0	245	1494	.4	2.0	148	1098	.3	3.5	
SU '02	180	2479	.3	1.9	225	1128	.4	1.6	207	1045	.4	1.5	192	1237	.3	1.6	109	848	.2	2.5	
SP '02	163	2474	.3	1.7	227	1236	.4	1.5	178	1030	.3	1.3	158	1301	.3	1.3	85	801	.2	2.1	
4-Book	183	2538	.3	1.9	230	1218	.4	1.6	216	1146	.4	1.5	193	1329	.3	1.6	100	862	.2	2.4	
WI '02	140	2458	.3	1.5	168	1102	.3	1.2	131	991	.2	1.0	153	1106	.3	1.3	86	829	.2	2.2	
KKBT-FM																					
WI '03	252	4851	.4	2.6	623	2728	1.1	4.2	270	2137	.5	1.9	265	2507	.5	2.1	77	1118	.1	1.9	
FA '02	325	5248	.6	3.2	750	3015	1.3	4.8	389	2557	.7	2.6	340	2742	.6	2.7	111	1422	.2	2.6	
SU '02	250	4967	.4	2.6	578	2901	1.0	4.0	313	2427	.6	2.2	252	2309	.5	2.1	86	1122	.2	2.0	
SP '02	287	4849	.5	3.0	746	3138	1.3	4.9	316	2380	.6	2.3	289	2587	.5	2.4	90	1362	.2	2.2	
4-Book	279	4979	.5	2.9	674	2946	1.2	4.5	322	2375	.6	2.3	287	2536	.5	2.3	91	1256	.2	2.2	
WI '02	283	4766	.5	3.0	627	2885	1.1	4.3	322	2146	.6	2.4	335	2404	.6	2.8	91	1157	.2	2.4	
KKLA-FM																					
WI '03	60	1087	.1	.6	119	857	.2	.8	74	483	.1	.5	87	587	.2	.7	27	299	.6	.6	
FA '02	56	1318	.1	.5	134	805	.2	.9	77	539	.1	.5	72	518	.1	.6	17	229	.4	.4	
SU '02	57	1210	.1	.6	128	934	.2	.9	85	558	.2	.6	49	497	.1	.4	23	226	.5	.5	
SP '02	50	1299	.1	.5	107	912	.2	.7	58	488	.1	.4	92	668	.2	.8	16	180	.4	.4	
4-Book	56	1229	.1	.6	122	877	.2	.8	74	517	.1	.5	75	568	.2	.6	21	234	.5	.5	
WI '02	58	1121	.1	.6	111	643	.2	.8	88	546	.2	.7	71	424	.1	.6	17	194	.4	.4	
KLAC-AM																					
WI '03	34	1284	.1	.3	33	238	.1	.2	35	211	.1	.2	52	660	.1	.4	39	609	.1	.9	
FA '02	48	1857	.1	.5	47	396	.1	.3	62	464	.1	.4	81	934	.1	.6	38	664	.1	.9	
SU '02	45	1479	.1	.5	50	377	.1	.3	76	581	.1	.5	40	547	.1	.3	31	355	.1	.7	
SP '02	67	2623	.1	.7	41	422	.1	.3	118	707	.2	.8	91	1077	.2	.8	54	964	.1	1.3	
4-Book	49	1811	.1	.5	43	358	.1	.3	73	491	.1	.5	66	805	.1	.5	41	648	.1	1.0	
WI '02	47	1443	.1	.5	51	324	.1	.3	82	487	.1	.6	57	632	.1	.5	35	486	.1	.9	
KLAX-FM																					
WI '03	297	4665	.5	3.0	436	2389	.8	2.9	445	2668	.8	3.1	297	2213	.5	2.3	145	1141	.3	3.5	
FA '02	354	4666	.6	3.5	455	2464	.8	2.9	577	2847	1.0	3.9	389	2582	.7	3.1	143	1317	.3	3.4	
SU '02	237	3850	.4	2.5	302	1716	.5	2.1	343	2050	.6	2.5	268	1903	.5	2.3	85	1047	.2	2.0	
SP '02	280	4108	.5	2.9	349	1971	.6	2.3	432	2186	.8	3.1	318	2253	.6	2.7	108	984	.2	2.7	
4-Book	292	4322	.5	3.0	386	2135	.7	2.6	449	2438	.8	3.2	318	2238	.6	2.6	120	1122	.3	2.9	
WI '02	249	4126	.4	2.7	279	1755	.5	1.9	370	2266	.7	2.8	307	2252	.5	2.6	95	922	.2	2.5	
KLOS-FM																					
WI '03	325	6852	.6	3.3	534	2690	.9	3.6	477	2987	.8	3.4	443	3588	.8	3.5	105	1463	.2	2.5	
FA '02	288	6137	.5	2.8	573	2743	1.0	3.6	375	2383	.7	2.5	339	3336	.6	2.7	130	1417	.2	3.1	
SU '02	344	6883	.6	3.6	581	3218	1.0	4.1	518	3327	.9	3.7	436	3731	.8	3.7	106	1704	.2	2.4	
SP '02	271	6087	.5	2.8	501	2610	.9	3.3	337	2708	.6	2.4	357	3385	.6	3.0	117	1472	.2	2.9	
4-Book	307	6490	.6	3.1	547	2815	1.0	3.7	427	2851	.8	3.0	394	3510	.7	3.2	115	1514	.2	2.7	
WI '02	253	5713	.5	2.7	492	2605	.9	3.4	309	2324	.6	2.3	342	2875	.6	2.9	110	1186	.2	2.9	
KLSX-FM																					
WI '03	346	5326	.6	3.5	825	3041	1.5	5.6	499	2645	.9	3.5	465	2235	.8	3.7	82	982	.1	2.0	
FA '02	352	5100	.6	3.5	815	3061	1.4	5.2	531	2462	.9	3.6	510	2682	.9	4.1	71	869	.1	1.7	
SU '02	308	5483	.6	3.2	674	3070	1.2	4.7	392	2389	.7	2.8	513	2558	.9	4.4	85	1073	.2	2.0	
SP '02	293	4676	.5	3.0	767	2752	1.4	5.1	411	2214	.7	3.0	398	2173	.7	3.4	46	639	.1	1.1	
4-Book	325	5146	.6	3.3	770	2981	1.4	5.2	458	2428	.8	3.2	472	2412	.8	3.9	71	891	.1	1.7	
WI '02	333	5065	.6	3.5	766	3002	1.4	5.3	428	2337	.8	3.2	522	2676	.9	4.4	96	949	.2	2.5	
KLTX-AM																					
WI '03	110	777	.2	1.1	158	573	.3	1.1	141	401	.2	1.0	129	505	.2	1.0	56	363	.1	1.3	
FA '02	72	675	.1	.7	96	464	.2	.6	107	409	.2	.7	73	342	.1	.6	35	196	.1	.8	
SU '02	104	645	.2	1.1	154	491	.3	1.1	152	433	.3	1.1	102	401	.2	.9	42	298	.1	1.0	
SP '02	99	733	.2	1.0	150	508	.3	1.0	143	480	.3	1.0	91	371	.2	.8	38	219	.1	.9	
4-Book	96	708	.2	1.0	140	509	.3	1.0	136	431	.3	1.0	99	405	.2	.8	43	269	.1	1.0	
WI '02	119	739	.2	1.3	191	552	.3	1.3	172	449	.3	1.3	125	403	.2	1.1	58	262	.1	1.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
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	
KLVE-FM																				
WI '03	400	6366	.7	4.1	621	3289	1.1	4.2	554	3542	1.0	3.9	412	3418	.7	3.3	204	2002	.4	4.9
FA '02	397	6699	.7	3.9	623	3225	1.1	4.0	607	3688	1.1	4.1	363	3239	.6	2.9	170	1833	.3	4.0
SU '02	356	6271	.6	3.7	549	3279	1.0	3.8	534	3359	1.0	3.8	330	2835	.6	2.8	186	1844	.3	4.3
SP '02	436	6608	.8	4.5	689	3319	1.2	4.6	661	3462	1.2	4.7	441	3156	.8	3.7	208	1858	.4	5.2
4-Book	397	6486	.7	4.1	621	3278	1.1	4.2	589	3513	1.1	4.1	387	3162	.7	3.2	192	1884	.4	4.6
WI '02	380	6232	.7	4.0	645	3375	1.2	4.4	542	3186	1.0	4.0	346	2640	.6	2.9	163	1614	.3	4.3
KLYY-FM																				
WI '03	100	1427	.2	1.0	128	688	.2	.9	155	770	.3	1.1	104	701	.2	.8	50	326	.1	1.2
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	128	2646	.2	1.3	143	1040	.3	1.0	175	1178	.3	1.2	181	1358	.3	1.4	79	957	.1	1.9
FA '02	121	2786	.2	1.2	123	1176	.2	.8	157	1061	.3	1.1	167	1395	.3	1.3	75	733	.1	1.8
SU '02	126	2341	.2	1.3	143	1015	.3	1.0	200	1098	.4	1.4	142	1048	.3	1.2	94	905	.2	2.2
SP '02	99	2394	.2	1.0	105	796	.2	.7	171	996	.3	1.2	146	1134	.3	1.2	41	696	.1	1.0
4-Book	119	2542	.2	1.2	129	1007	.3	.9	176	1083	.3	1.2	159	1234	.3	1.3	72	823	.1	1.7
WI '02	124	2748	.2	1.3	127	1179	.2	.9	218	1159	.4	1.6	172	1529	.3	1.5	60	880	.1	1.6
KNX -AM																				
WI '03	190	5369	.3	1.9	326	3001	.6	2.2	210	2210	.4	1.5	283	2861	.5	2.2	111	1200	.2	2.7
FA '02	149	4460	.3	1.5	295	2595	.5	1.9	153	1621	.3	1.0	241	2556	.4	1.9	70	1090	.1	1.7
SU '02	144	4462	.3	1.5	291	2550	.5	2.0	161	1817	.3	1.2	188	1929	.3	1.6	85	1182	.2	2.0
SP '02	156	4714	.3	1.6	322	2673	.6	2.1	204	2117	.4	1.5	188	2319	.3	1.6	65	1027	.1	1.6
4-Book	160	4751	.3	1.6	309	2705	.6	2.1	182	1941	.4	1.3	225	2416	.4	1.8	83	1125	.2	2.0
WI '02	163	4548	.3	1.7	320	2697	.6	2.2	178	1975	.3	1.3	207	2363	.4	1.8	94	1141	.2	2.5
KOST-FM																				
WI '03	363	7004	.6	3.7	464	3525	.8	3.1	609	3322	1.1	4.3	475	3718	.8	3.8	179	1967	.3	4.3
FA '02	437	7729	.8	4.3	538	3742	1.0	3.4	706	3641	1.2	4.7	572	4350	1.0	4.6	218	2218	.4	5.2
SU '02	362	7341	.6	3.8	411	3190	.7	2.9	616	3626	1.1	4.4	482	3742	.9	4.1	196	2254	.4	4.5
SP '02	381	7037	.7	3.9	454	3249	.8	3.0	617	3257	1.1	4.4	495	3526	.9	4.2	203	2219	.4	5.0
4-Book	386	7278	.7	3.9	467	3427	.8	3.1	637	3462	1.1	4.5	506	3834	.9	4.2	199	2165	.4	4.8
WI '02	437	7554	.8	4.7	489	3308	.9	3.4	757	3582	1.4	5.6	573	4056	1.0	4.9	229	2570	.4	6.0
KPWR-FM																				
WI '03	277	6475	.5	2.8	422	3142	.7	2.8	314	2797	.6	2.2	364	3445	.6	2.9	147	1917	.3	3.5
FA '02	353	6080	.6	3.5	508	2994	.9	3.2	447	3013	.8	3.0	479	3646	.8	3.8	156	1896	.3	3.7
SU '02	295	6575	.5	3.1	365	2974	.7	2.5	347	3144	.6	2.5	410	3727	.7	3.5	167	2185	.3	3.9
SP '02	300	5621	.5	3.1	451	2565	.8	3.0	350	2577	.6	2.5	418	3071	.7	3.5	159	1772	.3	3.9
4-Book	306	6188	.5	3.1	437	2919	.8	2.9	365	2883	.7	2.6	418	3472	.7	3.4	157	1943	.3	3.8
WI '02	279	5745	.5	3.0	392	2426	.7	2.7	372	2933	.7	2.8	338	2940	.6	2.9	146	1783	.3	3.8
KRCD-FM																				
WI '03	143	1640	.3	1.4	176	849	.3	1.2	181	908	.3	1.3	162	949	.3	1.3	88	572	.2	2.1
FA '02	82	1439	.1	.8	112	670	.2	.7	137	756	.2	.9	90	702	.2	.7	44	344	.1	1.0
SU '02	108	1397	.2	1.1	147	620	.3	1.0	165	802	.3	1.2	120	718	.2	1.0	69	432	.1	1.6
SP '02	106	1453	.2	1.1	156	702	.3	1.0	168	852	.3	1.2	118	778	.2	1.0	45	494	.1	1.1
4-Book	110	1482	.2	1.1	148	710	.3	1.0	163	830	.3	1.2	123	787	.2	1.0	62	461	.1	1.5
WI '02	67	1290	.1	.7	83	625	.1	.6	89	535	.2	.7	96	609	.2	.8	36	414	.1	.9
KRCV-FM																				
WI '03	64	1016	.1	.6	105	530	.2	.7	125	563	.2	.9	66	454	.1	.5	16	148	.1	.4
FA '02	74	981	.1	.7	90	533	.2	.6	109	479	.2	.7	87	498	.2	.7	20	189	.1	.5
SU '02	83	1054	.1	.9	133	591	.2	.9	125	616	.2	.9	77	480	.1	.7	29	237	.1	.7
SP '02	87	1204	.2	.9	120	504	.2	.8	109	599	.2	.8	113	717	.2	1.0	40	360	.1	1.0
4-Book	77	1064	.1	.8	112	540	.2	.8	117	564	.2	.8	86	537	.2	.7	26	234	.1	.7
WI '02	100	1301	.2	1.1	168	788	.3	1.2	163	725	.3	1.2	110	597	.2	.9	23	305	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

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
	KRLA-AM																			
WI '03	64	972	.1	.6	95	694	.2	.6	166	665	.3	1.2	76	543	.1	.6	6	176		.1
FA '02	35	760	.1	.3	54	416	.1	.3	70	490	.1	.5	57	316	.1	.5	8	127		.2
SU '02	53	904	.1	.6	69	598	.1	.5	128	591	.2	.9	84	424	.2	.7	10	216		.2
SP '02	27	775	.3	.3	28	302	.1	.2	57	451	.1	.4	39	289	.1	.3	7	102		.2
4-Book	45	853	.1	.5	62	503	.1	.4	105	549	.2	.8	64	393	.1	.5	8	155		.2
WI '02	55	1035	.1	.6	88	625	.2	.6	134	687	.2	1.0	71	484	.1	.6	8	108		.2
KRLH-AM																				
WI '03		15			1	15			1	15										
FA '02		16				16				16										
SU '02																				
SP '02	1	18							2	18										
4-Book	12	12			8	8			1	12										
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	364	7365	.6	3.7	726	4340	1.3	4.9	478	3481	.8	3.4	417	3914	.7	3.3	144	2134	.3	3.5
FA '02	390	7581	.7	3.8	715	4438	1.3	4.5	486	3711	.9	3.3	490	3965	.9	3.9	175	2458	.3	4.2
SU '02	411	7985	.7	4.3	735	4008	1.3	5.1	583	4000	1.0	4.2	465	4267	.8	3.9	191	2318	.3	4.4
SP '02	322	7192	.6	3.3	552	3833	1.0	3.7	385	3358	.7	2.8	430	4157	.8	3.6	157	2269	.3	3.9
4-Book	372	7531	.7	3.8	682	4155	1.2	4.6	483	3638	.9	3.4	451	4076	.8	3.7	167	2295	.3	4.0
WI '02	400	7321	.7	4.3	724	4093	1.3	5.0	489	3536	.9	3.6	490	4333	.9	4.2	159	2018	.3	4.2
KRTH-FM																				
WI '03	316	7086	.6	3.2	439	2983	.8	3.0	552	3524	1.0	3.9	374	3553	.7	3.0	98	1494	.2	2.4
FA '02	313	6749	.6	3.1	397	2827	.7	2.5	541	3287	1.0	3.6	372	3439	.7	3.0	97	1377	.2	2.3
SU '02	297	7136	.5	3.1	346	2875	.6	2.4	544	3709	1.0	3.9	389	3405	.7	3.3	92	1517	.2	2.1
SP '02	275	6586	.5	2.8	327	3114	.6	2.2	420	2926	.8	3.0	323	2919	.6	2.7	121	1510	.2	3.0
4-Book	300	6889	.6	3.1	377	2950	.7	2.5	514	3362	1.0	3.6	365	3329	.7	3.0	102	1475	.2	2.5
WI '02	279	6961	.5	3.0	354	2988	.6	2.4	442	3333	.8	3.3	383	3727	.7	3.2	89	1617	.2	2.3
KSCA-FM																				
WI '03	483	5156	.9	4.9	965	3120	1.7	6.5	488	2698	.9	3.4	800	2897	1.4	6.3	157	1254	.3	3.8
FA '02	522	5560	.9	5.1	1410	4020	2.5	9.0	667	3458	1.2	4.5	265	1806	.5	2.1	160	1009	.3	3.8
SU '02	419	4567	.7	4.4	1159	3340	2.1	8.1	588	2823	1.1	4.2	232	1573	.4	2.0	96	979	.2	2.2
SP '02	559	5553	1.0	5.8	1417	4020	2.5	9.4	710	3511	1.3	5.1	351	2033	.6	3.0	168	1313	.3	4.2
4-Book	496	5209	.9	5.1	1238	3625	2.2	8.3	613	3123	1.1	4.3	412	2077	.7	3.4	145	1139	.3	3.5
WI '02	484	5120	.9	5.2	1223	3571	2.2	8.4	654	3053	1.2	4.9	292	2094	.5	2.5	127	1052	.2	3.3
KSPN-AM																				
WI '03	50	1265	.1	.5	53	588	.1	.4	99	627	.2	.7	87	760	.2	.7	19	321		.5
FA '02	33	1317	.1	.3	27	301		.2	49	425	.1	.3	53	751	.1	.4	12	424		.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	41	1030	.1	.4	32	389	.1	.2	56	498	.1	.4	108	563	.2	.9	9	248		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	190	3446	.3	1.9	241	1739	.4	1.6	282	1946	.5	2.0	213	1827	.4	1.7	94	882	.2	2.3
FA '02	107	2528	.2	1.0	151	1193	.3	1.0	177	1327	.3	1.2	107	1048	.2	.9	35	663	.1	.8
SU '02	92	2401	.2	1.0	118	1086	.2	.8	163	1213	.3	1.2	91	1109	.2	.8	35	562	.1	.8
SP '02	140	2641	.3	1.4	187	1240	.3	1.2	223	1344	.4	1.6	161	1320	.3	1.4	53	554	.1	1.3
4-Book	132	2754	.3	1.3	174	1315	.3	1.2	211	1458	.4	1.5	143	1326	.3	1.2	54	665	.1	1.3
WI '02	117	2283	.2	1.2	206	1190	.4	1.4	148	1105	.3	1.1	151	1131	.3	1.3	35	393	.1	.9
KSUR-AM																				
WI '03	6	140		.1	1	44			5	54			8	49		.1	5	25		.1
FA '02	26	298		.3	30	145		.1	30	156		.1	33	170		.1	9	87		.2
SU '02	9	204		.1	6	64			11	64		.1	10	89		.1	1	53		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTNQ-AM																				
WI '03	73	1149	.1	.7	95	443	.2	.6	121	519	.2	.9	55	339	.1	.4	47	362	.1	1.1
FA '02	79	1313	.1	.8	92	542	.2	.6	106	622	.2	.7	101	637	.2	.8	69	421	.1	1.6
SU '02	51	1067	.1	.5	72	383	.1	.5	53	372	.1	.4	41	348	.1	.3	66	361	.1	1.5
SP '02	62	1066	.1	.6	99	468	.2	.7	83	464	.1	.6	55	416	.1	.5	44	366	.1	1.1
4-Book	66	1149	.1	.7	90	459	.2	.6	91	494	.2	.7	63	435	.1	.5	57	378	.1	1.3
WI '02	68	1034	.1	.7	80	541	.1	.5	116	581	.2	.9	57	447	.1	.5	69	295	.1	1.8
KTVV-FM																				
WI '03	291	5125	.5	2.9	313	2441	.6	2.1	476	2770	.8	3.4	383	3016	.7	3.0	134	1773	.2	3.2
FA '02	363	5618	.6	3.6	445	2937	.8	2.8	572	2792	1.0	3.8	466	3122	.8	3.7	165	1706	.3	3.9
SU '02	369	5325	.7	3.8	426	2734	.8	3.0	601	2960	1.1	4.3	441	2885	.8	3.7	171	1547	.3	3.9
SP '02	342	5208	.6	3.5	384	2341	.7	2.5	571	2598	1.0	4.1	459	2964	.8	3.9	144	1681	.3	3.6
4-Book	341	5319	.6	3.5	392	2613	.7	2.6	555	2780	1.0	3.9	437	2997	.8	3.6	154	1677	.3	3.7
WI '02	314	5414	.6	3.3	393	2543	.7	2.7	515	2717	.9	3.8	398	2794	.7	3.4	132	1343	.2	3.4
KWIZ-FM																				
WI '03	82	1185	.1	.8	117	554	.2	.8	108	665	.2	.8	86	564	.2	.7	53	385	.1	1.3
FA '02	105	1390	.2	1.0	148	768	.3	.9	146	860	.3	1.0	135	748	.2	1.1	48	550	.1	1.1
SU '02	116	1465	.2	1.2	82	580	.1	.6	189	888	.3	1.4	152	785	.3	1.3	65	526	.1	1.5
SP '02	133	1625	.2	1.4	141	754	.3	.9	187	877	.3	1.3	179	1034	.3	1.5	72	593	.1	1.8
4-Book	109	1416	.2	1.1	122	664	.2	.8	158	823	.3	1.1	138	783	.3	1.2	60	514	.1	1.4
WI '02	93	1348	.2	1.0	122	493	.2	.8	129	673	.2	1.0	92	614	.2	.8	78	445	.1	2.0
KWKV-AM																				
WI '03	60	731	.1	.6	82	400	.1	.6	135	445	.2	1.0	53	292	.1	.4	11	117		.3
FA '02	53	742	.1	.5	106	391	.2	.7	107	467	.2	.7	24	248		.2	13	129		.3
SU '02	52	683	.1	.5	66	202	.1	.5	118	380	.2	.8	45	290	.1	.4	28	135	.1	.6
SP '02	52	815	.1	.5	68	271	.1	.5	124	473	.2	.9	46	244	.1	.4	19	132		.5
4-Book	54	743	.1	.5	81	316	.1	.6	121	441	.2	.9	42	269	.1	.4	18	128		.4
WI '02	59	775	.1	.6	66	334	.1	.5	166	513	.3	1.2	52	332	.1	.4	4	64		.1
KWVE-FM																				
WI '03	59	1234	.1	.6	104	742	.2	.7	73	568	.1	.5	89	630	.2	.7	19	300		.5
FA '02	70	1598	.1	.7	107	881	.2	.7	108	782	.2	.7	94	850	.2	.8	24	476		.6
SU '02	64	1208	.1	.7	108	671	.2	.8	82	609	.1	.6	96	550	.2	.8	28	289	.1	.6
SP '02	55	1493	.1	.6	115	891	.2	.8	63	493	.1	.5	72	675	.1	.6	19	279		.5
4-Book	62	1383	.1	.7	109	796	.2	.8	82	613	.1	.6	88	676	.2	.7	23	336		.6
WI '02	64	1297	.1	.7	100	772	.2	.7	92	487	.2	.7	91	702	.2	.8	22	234		.6
KXOL-FM																				
WI '03	265	3429	.5	2.7	316	1694	.6	2.1	460	2064	.8	3.2	280	1858	.5	2.2	102	1000	.2	2.5
FA '02	311	4351	.5	3.1	373	2286	.7	2.4	533	2727	.9	3.6	340	2472	.6	2.7	126	1186	.2	3.0
SU '02	227	3199	.4	2.4	278	1533	.5	1.9	359	1842	.6	2.6	247	1715	.4	2.1	112	1051	.2	2.6
SP '02	270	3709	.5	2.8	340	1909	.6	2.3	448	2232	.8	3.2	329	1849	.6	2.8	115	1004	.2	2.9
4-Book	268	3672	.5	2.8	327	1856	.6	2.2	450	2216	.8	3.2	299	1974	.5	2.5	114	1060	.2	2.8
WI '02	200	2895	.4	2.1	258	1547	.5	1.8	314	1777	.6	2.3	223	1598	.4	1.9	71	762	.1	1.9
KYSR-FM																				
WI '03	246	7152	.4	2.5	444	3474	.8	3.0	299	2994	.5	2.1	400	3953	.7	3.2	78	1544	.1	1.9
FA '02	257	7061	.5	2.5	411	3385	.7	2.6	389	3440	.7	2.6	403	4059	.7	3.2	69	1671	.1	1.6
SU '02	341	7497	.6	3.6	533	3556	1.0	3.7	531	3565	1.0	3.8	487	4085	.9	4.1	85	1580	.2	2.0
SP '02	269	6802	.5	2.8	464	3618	.8	3.1	365	2965	.7	2.6	378	3666	.7	3.2	84	1584	.2	2.1
4-Book	278	7128	.5	2.9	463	3508	.8	3.1	396	3241	.7	2.8	417	3941	.8	3.4	79	1595	.2	1.9
WI '02	294	7256	.5	3.1	515	3632	.9	3.5	398	3155	.7	3.0	434	4133	.8	3.7	77	1323	.1	2.0
+KZAB-FM KFSG-FM																				
WI '03	72	913	.1	.7	99	457	.2	.7	96	462	.2	.7	89	519	.2	.7	29	298	.1	.7
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KZLA-FM																				
WI '03	212	4204	.4	2.1	278	2217	.5	1.9	306	2084	.5	2.2	297	2631	.5	2.3	72	1084	.1	1.7
FA '02	206	3265	.4	2.0	315	1933	.6	2.0	308	1824	.5	2.1	281	1960	.5	2.2	65	938	.1	1.5
SU '02	239	3982	.4	2.5	331	2274	.6	2.3	336	2391	.6	2.4	326	2529	.6	2.8	72	1069	.1	1.7
SP '02	246	4085	.4	2.5	388	2481	.7	2.6	362	2310	.6	2.6	318	2595	.6	2.7	80	1072	.1	2.0
4-Book	226	3884	.4	2.3	328	2226	.6	2.2	328	2152	.6	2.3	308	2429	.6	2.5	72	1041	.1	1.7
WI '02	182	3404	.3	1.9	260	1739	.5	1.8	244	1833	.4	1.8	262	2302	.5	2.2	58	885	.1	1.5
KGGI-FM																				
WI '03	20	986		.2	35	265	.1	.2	18	330		.1	24	372		.2	6	202		.1
FA '02	22	892		.2	24	278		.2	24	341		.2	31	480	.1	.2	17	235		.4
SU '02	34	1197	.1	.4	46	501	.1	.3	38	466	.1	.3	35	537	.1	.3	22	331		.5
SP '02	30	957	.1	.3	30	349	.1	.2	42	356	.1	.3	37	422	.1	.3	11	242		.3
4-Book	27	1008	.1	.3	34	348	.1	.2	31	373	.1	.2	32	453	.1	.3	14	253		.3
WI '02	27	1011		.3	30	310	.1	.2	35	401	.1	.3	34	482	.1	.3	14	224		.4
TOTALS																				
WI '03	9868	54558	17.4		14835	48280	26.2		14208	43043	25.1		12665	47139	22.4		4157	28919	7.3	
FA '02	10192	54850	18.0		15737	48735	27.8		14873	43931	26.3		12531	47238	22.1		4201	29443	7.4	
SU '02	9585	53854	17.1		14324	47195	25.6		13990	43042	25.0		11779	45264	21.1		4333	28756	7.8	
SP '02	9657	53761	17.3		15071	47475	27.0		13929	42570	24.9		11833	45737	21.2		4032	28240	7.2	
4-Book	9826	54256	17.5		14992	47921	26.7		14250	43147	25.3		12202	46345	21.7		4181	28840	7.4	
WI '02	9386	53744	16.8		14586	47339	26.1		13446	41447	24.1		11789	45361	21.1		3829	27677	6.9	

Target Listener Trends - Persons 25-54

** Station(s) not reported this survey.

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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	WI '03	259	2388	.5	1.9	46	835	.1	.7	53	212	.1	.7	71	242	.1	.6	32	145	.1	.4
	4-Book	212	2149	.4	1.5	51	780	.1	.8	69	237	.1	.9	82	279	.2	.7	51	176	.1	.7
KBIG-FM	WI '03	516	5363	.9	3.7	195	3116	.3	3.0	147	569	.3	2.0	344	1233	.6	3.0	245	839	.4	3.2
	4-Book	495	5182	.9	3.6	186	2967	.3	2.9	142	528	.3	1.9	306	1082	.6	2.8	235	859	.4	3.1
KBLA-AM	WI '03	166	1157	.3	1.2	44	479	.1	.7	80	172	.1	1.1	81	173	.1	.7	67	136	.1	.9
	4-Book	162	1233	.3	1.2	40	496	.1	.6	51	138	.1	.7	72	177	.1	.7	65	159	.1	.9
KBUA-FM	WI '03	67	509	.1	.5	43	345	.1	.7	55	131	.1	.8	49	113	.1	.4	35	109	.1	.5
	4-Book	69	502	.1	.5	40	298	.1	.6	46	105	.1	.6	51	119	.1	.5	54	133	.1	.7
KBUE-FM	WI '03	330	2918	.6	2.4	196	1887	.3	3.0	211	587	.4	2.9	322	805	.6	2.8	264	776	.5	3.5
	4-Book	307	2783	.6	2.2	190	1791	.3	3.0	238	567	.5	3.2	311	792	.6	2.8	230	635	.4	3.1
KCBS-FM	WI '03	447	5694	.8	3.2	212	3467	.4	3.3	192	714	.3	2.6	413	1432	.7	3.6	325	1280	.6	4.3
	4-Book	437	5969	.8	3.2	203	3306	.4	3.2	198	786	.4	2.6	382	1431	.7	3.5	285	1102	.5	3.8
KDIS-AM	WI '03	38	971	.1	.3	28	595	.1	.4	29	192	.1	.4	52	254	.1	.5	37	127	.1	.5
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM	WI '03	40	795	.1	.3	30	440	.1	.5	13	71	.2	.2	55	170	.1	.5	81	161	.1	1.1
	4-Book	36	593	.1	.3	22	358	.1	.4	24	86	.1	.3	38	149	.1	.3	34	84	.1	.5
+KDLE-FM	WI '03	56	669	.1	.4	30	393	.1	.5	16	91	.2	.2	51	194	.1	.5	57	146	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	509	4575	.9	3.7	125	1765	.2	1.9	293	840	.5	4.0	199	658	.4	1.8	119	406	.2	1.6
	4-Book	463	4262	.8	3.4	119	1688	.2	1.8	255	751	.5	3.4	172	599	.3	1.6	79	281	.1	1.1
KFSH-FM	WI '03	123	1590	.2	.9	81	1157	.1	1.2	74	254	.1	1.0	158	450	.3	1.4	91	340	.2	1.2
	4-Book	115	1403	.2	.8	69	1021	.1	1.1	71	265	.1	1.0	115	422	.2	1.1	88	340	.2	1.2
KFWB-AM	WI '03	229	4015	.4	1.6	89	2000	.2	1.4	156	689	.3	2.1	142	683	.3	1.3	82	334	.1	1.1
	4-Book	195	3801	.4	1.4	70	1690	.1	1.1	127	569	.2	1.7	96	512	.2	.9	79	404	.1	1.1
KHHT-FM	WI '03	324	3596	.6	2.3	196	2438	.3	3.0	120	401	.2	1.6	292	1018	.5	2.6	173	563	.3	2.3
	4-Book	336	3851	.6	2.4	181	2324	.3	2.8	140	482	.3	1.8	276	948	.5	2.5	211	684	.4	2.8
KHJ -AM	WI '03	192	1431	.3	1.4	88	785	.2	1.4	111	231	.2	1.5	130	239	.2	1.1	157	288	.3	2.1
	4-Book	147	1292	.3	1.1	67	626	.1	1.1	83	204	.1	1.1	109	235	.2	1.0	103	208	.2	1.4
KIIS-FM	WI '03	430	6278	.8	3.1	233	3706	.4	3.6	233	1064	.4	3.2	440	1635	.8	3.9	283	960	.5	3.7
	4-Book	436	6858	.8	3.2	237	4236	.4	3.7	247	1017	.4	3.3	433	1817	.8	4.0	291	1166	.5	3.8
KVVS-FM	WI '03	11	158	.1	.1	6	105	.1	.1	3	22	.1	.1	20	33	.2	.2	4	41	.1	.1
	4-Book	24	273	.2	.2	11	149	.2	.2	11	47	.1	.1	25	88	.2	.2	19	64	.2	.2
KJLH-FM	WI '03	192	1953	.3	1.4	163	1753	.3	2.5	150	380	.3	2.1	225	707	.4	2.0	140	379	.2	1.8
	4-Book	213	1994	.4	1.6	186	1683	.3	2.9	156	417	.3	2.1	234	612	.4	2.1	179	480	.3	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	377	4260	.7	2.7	148	2121	.3	2.3	173	565	.3	2.4	321	836	.6	2.8	179	593	.3	2.4
4-Book	420	4396	.8	3.0	155	2241	.3	2.4	201	575	.4	2.6	314	963	.6	2.9	195	680	.4	2.6
KKLA-FM																				
WI '03	92	1063	.2	.7	25	328	.4	.4	57	145	.1	.8	35	90	.1	.3	28	73	.4	.4
4-Book	89	1138	.2	.6	20	363	.3	.3	31	93	.1	.4	17	77	.1	.2	22	87	.3	.3
KLAC-AM																				
WI '03	39	875	.1	.3	21	444	.3	.3	7	38	.1	.1	11	42	.1	.1	24	76	.3	.3
4-Book	62	1236	.1	.4	30	640	.1	.5	13	42	.1	.2	26	100	.1	.2	27	94	.3	.3
KLAX-FM																				
WI '03	397	4004	.7	2.9	223	2454	.4	3.4	236	700	.4	3.2	404	1142	.7	3.6	263	725	.5	3.5
4-Book	389	3717	.7	2.8	236	2355	.4	3.6	261	707	.5	3.4	405	1021	.7	3.7	275	755	.5	3.7
KLOS-FM																				
WI '03	484	5803	.9	3.5	190	3056	.3	2.9	143	541	.3	2.0	437	1427	.8	3.9	228	826	.4	3.0
4-Book	454	5573	.8	3.3	176	2852	.3	2.7	165	577	.3	2.2	351	1220	.6	3.2	234	787	.4	3.1
KLSX-FM																				
WI '03	589	4753	1.0	4.2	92	1360	.2	1.4	51	256	.1	.7	108	374	.2	1.0	151	371	.3	2.0
4-Book	558	4571	1.0	4.0	79	1308	.2	1.2	56	229	.1	.7	78	312	.2	.7	89	273	.2	1.2
KLTX-AM																				
WI '03	142	686	.3	1.0	88	487	.2	1.4	152	334	.3	2.1	135	279	.2	1.2	67	168	.1	.9
4-Book	126	632	.2	.9	80	487	.2	1.3	133	306	.2	1.8	132	247	.3	1.2	87	192	.2	1.2
KLVE-FM																				
WI '03	531	5501	.9	3.8	299	3543	.5	4.6	409	1121	.7	5.6	549	1552	1.0	4.8	296	1009	.5	3.9
4-Book	537	5517	1.0	3.9	288	3434	.5	4.5	370	1021	.7	4.9	524	1415	1.0	4.8	256	799	.4	3.4
KLYY-FM																				
WI '03	131	1183	.2	.9	79	837	.1	1.2	104	250	.2	1.4	139	346	.2	1.2	66	185	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	167	2105	.3	1.2	93	1153	.2	1.4	96	353	.2	1.3	166	525	.3	1.5	119	427	.2	1.6
4-Book	156	1975	.3	1.1	84	1153	.2	1.3	78	280	.2	1.0	134	437	.3	1.2	85	313	.2	1.1
KNX -AM																				
WI '03	268	4504	.5	1.9	106	2292	.2	1.6	201	816	.4	2.8	121	734	.2	1.1	98	487	.2	1.3
4-Book	234	4063	.4	1.7	79	1830	.1	1.2	134	565	.3	1.8	104	530	.2	1.0	69	324	.2	.9
KOST-FM																				
WI '03	523	5761	.9	3.8	202	3057	.4	3.1	194	636	.3	2.7	312	1112	.6	2.8	184	747	.3	2.4
4-Book	544	5902	1.0	4.0	230	3371	.4	3.6	251	853	.4	3.3	395	1335	.7	3.6	276	934	.5	3.6
KPWR-FM																				
WI '03	363	5303	.6	2.6	215	3579	.4	3.3	186	743	.3	2.5	319	1243	.6	2.8	284	1015	.5	3.7
4-Book	403	5254	.7	2.9	236	3251	.4	3.7	223	772	.4	2.9	389	1303	.7	3.6	329	1093	.6	4.3
KRCD-FM																				
WI '03	174	1432	.3	1.2	127	1003	.2	2.0	156	299	.3	2.1	210	460	.4	1.9	149	420	.3	2.0
4-Book	146	1292	.3	1.1	79	759	.1	1.2	102	229	.2	1.4	138	348	.3	1.3	89	246	.2	1.2
KRCV-FM																				
WI '03	100	893	.2	.7	31	395	.1	.5	42	120	.1	.6	61	155	.1	.5	37	123	.1	.5
4-Book	106	887	.2	.8	60	574	.1	1.0	76	205	.2	1.0	101	239	.2	.9	73	184	.1	1.0
KRLA-AM																				
WI '03	117	951	.2	.8	10	168	.2	.2	8	46	.1	.1	20	48	.2	.2	7	26	.1	.1
4-Book	79	771	.2	.6	10	168	.2	.2	5	26	.1	.1	17	50	.2	.2	16	48	.2	.2
KRLH-AM																				
WI '03	1	15																		
4-Book	1	12				5							1	5						

Target Listener Estimates - Persons 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 25-54																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KROQ-FM																							
WI '03		535	6549	.9	3.8	207	3508	.4	3.2	204	879	.4	2.8	449	1667	.8	4.0	289	1029	.5	3.8		
4-Book		534	6560	1.0	3.9	221	3682	.4	3.4	201	822	.4	2.7	447	1743	.8	4.1	292	1078	.5	3.8		
KRTH-FM																							
WI '03		463	5868	.8	3.3	203	3240	.4	3.1	182	723	.3	2.5	386	1485	.7	3.4	308	971	.5	4.0		
4-Book		426	5608	.8	3.1	210	3217	.4	3.2	180	730	.3	2.4	429	1440	.8	3.9	298	924	.5	3.9		
KSCA-FM																							
WI '03		731	4636	1.3	5.2	261	2659	.5	4.0	725	1377	1.3	9.9	360	1114	.6	3.2	340	822	.6	4.5		
4-Book		744	4661	1.4	5.4	292	2746	.6	4.5	891	1644	1.6	11.7	441	1243	.8	4.0	238	602	.4	3.1		
KSPN-AM																							
WI '03		81	1120	.1	.6	17	392		.3	17	93		.2	26	136		.2	19	100		.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																							
WI '03		248	2977	.4	1.8	152	1788	.3	2.3	113	387	.2	1.5	366	989	.6	3.2	191	518	.3	2.5		
4-Book		179	2337	.3	1.3	103	1369	.2	1.6	98	310	.2	1.3	223	616	.4	2.0	127	371	.2	1.7		
KSUR-AM																							
WI '03		5	79			8	92		.1	5	19		.1	20	39		.2	20	55		.3		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM																							
WI '03		93	738	.2	.7	56	582	.1	.9	87	204	.2	1.2	98	213	.2	.9	52	96	.1	.7		
4-Book		82	806	.2	.6	46	520	.1	.7	84	190	.2	1.1	72	167	.1	.6	39	103	.1	.5		
KTWV-FM																							
WI '03		397	4374	.7	2.9	208	2977	.4	3.2	167	581	.3	2.3	368	1236	.6	3.2	249	744	.4	3.3		
4-Book		469	4451	.9	3.4	241	2914	.4	3.7	222	740	.4	2.9	402	1199	.7	3.7	290	836	.5	3.8		
KWIZ-FM																							
WI '03		104	1052	.2	.7	62	658	.1	1.0	68	214	.1	.9	74	233	.1	.7	61	190	.1	.8		
4-Book		141	1216	.3	1.0	87	813	.2	1.4	93	265	.2	1.2	153	396	.3	1.4	94	249	.2	1.2		
KWKV-AM																							
WI '03		94	661	.2	.7	34	350	.1	.5	56	176	.1	.8	78	154	.1	.7	20	58		.3		
4-Book		84	638	.1	.6	26	314	.1	.4	55	134	.1	.7	52	133	.1	.5	19	61		.3		
KWVE-FM																							
WI '03		87	1049	.2	.6	34	553	.1	.5	36	109	.1	.5	41	159	.1	.4	35	119	.1	.5		
4-Book		92	1184	.2	.7	36	648	.1	.6	44	163	.1	.6	41	180	.1	.4	36	122	.1	.5		
KXOL-FM																							
WI '03		360	2904	.6	2.6	208	2170	.4	3.2	272	726	.5	3.7	478	1122	.8	4.2	188	484	.3	2.5		
4-Book		366	3162	.6	2.6	201	2011	.4	3.1	246	604	.5	3.2	403	973	.7	3.7	235	603	.4	3.1		
KYSR-FM																							
WI '03		375	6202	.7	2.7	130	3016	.2	2.0	80	503	.1	1.1	260	1108	.5	2.3	157	851	.3	2.1		
4-Book		423	6209	.8	3.1	156	3159	.3	2.4	126	643	.2	1.7	311	1267	.6	2.9	238	940	.4	3.2		
+KZAB-FM																							
KFSG-FM																							
WI '03		95	720	.2	.7	60	528	.1	.9	56	152	.1	.8	83	207	.1	.7	63	155	.1	.8		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																							
WI '03		294	3640	.5	2.1	162	2347	.3	2.5	156	651	.3	2.1	254	985	.4	2.2	238	877	.4	3.1		
4-Book		321	3446	.6	2.3	161	2174	.3	2.5	162	654	.3	2.2	297	1024	.5	2.7	225	797	.4	3.0		
KGGL-FM																							
WI '03		25	696		.2	21	540		.3	20	95		.3	45	194	.1	.4	21	105		.3		
4-Book		32	759	.1	.3	25	466	.1	.4	19	89		.3	43	172	.1	.4	36	133	.1	.5		
TOTALS																							
WI '03		13925	53754	24.6		6493	44275	11.5		7305	20260	12.9		11331	27890	20.0		7612	20321	13.4			
4-Book		13848	53515	24.6		6474	43514	11.5		7582	20247	13.5		10990	27218	19.6		7612	20007	13.5			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	36	144	.1	.9	48	176	.1	1.0	62	273	.1	.8	31	152	.1	.5	31	150	.1	1.0
4-Book	24	107	.1	.6	59	189	.1	1.3	59	227	.1	.8	42	161	.1	.7	27	108	.1	1.0
KBIG-FM																				
WI '03	248	826	.4	6.3	94	338	.2	2.0	235	876	.4	3.0	166	700	.3	2.8	58	285	.1	1.9
4-Book	235	761	.4	5.8	100	400	.2	2.1	239	864	.4	3.1	136	565	.3	2.3	73	362	.1	2.4
KBLA-AM																				
WI '03	9	61	.2	.2	17	60	.4	.4	31	85	.1	.4	71	136	.1	1.2	10	52	.3	.3
4-Book	19	74	.5	.5	16	46	.4	.4	36	102	.1	.5	63	134	.1	1.1	11	50	.4	.4
KBUA-FM																				
WI '03	20	57	.5	.5	34	86	.1	.7	87	186	.2	1.1	45	83	.1	.8	19	74	.6	.6
4-Book	30	86	.7	.7	29	63	.1	.6	60	132	.1	.8	35	72	.1	.6	17	56	.6	.6
KBUE-FM																				
WI '03	111	435	.2	2.8	128	387	.2	2.7	225	651	.4	2.8	201	574	.4	3.4	109	336	.2	3.6
4-Book	111	389	.2	2.7	131	364	.3	2.8	233	613	.4	2.9	179	490	.3	3.1	93	278	.2	3.1
KCBS-FM																				
WI '03	119	538	.2	3.0	83	377	.1	1.8	287	1142	.5	3.6	201	933	.4	3.4	69	295	.1	2.3
4-Book	104	492	.2	2.6	107	434	.2	2.3	252	1006	.5	3.2	213	824	.4	3.6	84	350	.1	2.8
KDIS-AM																				
WI '03	8	44	.2	.2	11	72	.2	.2	48	221	.1	.6	23	76	.4	.4	11	79	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																				
KSSC-FM																				
WI '03	17	103	.4	.4	8	41	.2	.2	39	168	.1	.5	27	133	.5	.5	9	25	.3	.3
4-Book	13	56	.3	.3	8	39	.2	.2	31	130	.1	.4	17	76	.3	.3	9	25	.3	.3
+KDLE-FM																				
KSSD-FM																				
WI '03	23	78	.6	.6	17	54	.4	.4	24	156	.3	.3	38	118	.1	.6	12	72	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	48	175	.1	1.2	117	338	.2	2.5	98	420	.2	1.2	89	268	.2	1.5	63	272	.1	2.1
4-Book	61	191	.1	1.5	115	369	.2	2.4	139	450	.3	1.8	80	240	.2	1.4	59	218	.1	2.0
KFSH-FM																				
WI '03	25	132	.6	.6	97	573	.2	2.1	119	537	.2	1.5	63	322	.1	1.1	21	108	.7	.7
4-Book	26	153	.1	.6	76	411	.2	1.6	92	470	.2	1.2	64	275	.1	1.1	28	154	.1	1.0
KFWB-AM																				
WI '03	47	225	.1	1.2	101	474	.2	2.1	95	483	.2	1.2	62	254	.1	1.0	34	201	.1	1.1
4-Book	31	196	.1	.8	71	406	.1	1.5	75	425	.2	1.0	65	301	.1	1.1	29	168	.1	1.0
KHHT-FM																				
WI '03	148	391	.3	3.8	144	429	.3	3.1	181	626	.3	2.3	185	669	.3	3.1	296	627	.5	9.7
4-Book	149	467	.3	3.7	98	346	.2	2.1	188	640	.3	2.4	166	566	.3	2.8	196	496	.4	6.6
KHJ -AM																				
WI '03	42	151	.1	1.1	86	182	.2	1.8	57	154	.1	.7	94	200	.2	1.6	43	168	.1	1.4
4-Book	29	92	.1	.7	61	155	.1	1.3	77	186	.2	1.0	56	127	.1	1.0	22	81	.7	.7
KIIS-FM																				
WI '03	163	623	.3	4.1	106	440	.2	2.3	316	1310	.6	4.0	211	854	.4	3.5	92	348	.2	3.0
4-Book	159	623	.3	3.9	173	669	.3	3.7	294	1279	.5	3.7	192	852	.4	3.3	97	425	.2	3.2
KVVS-FM																				
WI '03	6	22	.2	.2	2	15	.1	.1	6	24	.1	.1	4	26	.1	.1	2	15	.1	.1
4-Book	11	42	.3	.3	2	15	.1	.1	9	49	.1	.1	6	20	.1	.1	4	10	.2	.2
KJLH-FM																				
WI '03	97	304	.2	2.5	172	481	.3	3.7	241	773	.4	3.0	242	500	.4	4.0	46	139	.1	1.5
4-Book	112	337	.2	2.8	235	606	.4	4.9	276	786	.5	3.5	238	495	.4	4.0	75	250	.1	2.5

Target Listener Estimates - Persons 25-54

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call 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																						
WI '03		119	367	.2	3.0	78	354	.1	1.7	113	489	.2	1.4	100	314	.2	1.7	87	280	.2	2.8	
4-Book		93	347	.2	2.3	89	315	.2	1.9	148	570	.3	1.9	115	412	.2	1.9	82	309	.2	2.7	
KLAA-FM																						
WI '03		19	36	.5		35	127	.1	.7	9	68	.1		9	47	.2		11	38	.4		
4-Book		17	47	.4		28	105	.1	.6	16	87	.2		11	60	.2		21	59	.7		
KLAC-AM																						
WI '03		22	95	.6		4	18	.1		19	77	.2		35	133	.1	.6	44	153	.1	1.4	
4-Book		23	99	.1	.6	7	15	.2		28	145	.4		90	311	.2	1.6	32	133	.1	1.1	
KLAX-FM																						
WI '03		188	477	.3	4.8	125	433	.2	2.7	295	805	.5	3.7	170	442	.3	2.8	81	292	.1	2.7	
4-Book		153	432	.3	3.8	154	464	.3	3.3	340	842	.6	4.3	200	524	.4	3.4	85	321	.1	2.9	
KLOS-FM																						
WI '03		61	368	.1	1.6	77	389	.1	1.6	240	1057	.4	3.0	213	704	.4	3.6	100	396	.2	3.3	
4-Book		96	400	.2	2.4	70	292	.1	1.5	198	822	.3	2.5	210	713	.4	3.6	83	361	.2	2.7	
KLSX-FM																						
WI '03		29	186	.1	.7	125	420	.2	2.7	172	558	.3	2.2	90	217	.2	1.5	22	101	.7		
4-Book		19	103	.4		140	463	.3	3.0	169	555	.3	2.2	71	192	.1	1.2	18	84	.6		
KLTX-AM																						
WI '03		40	173	.1	1.0	96	210	.2	2.0	121	249	.2	1.5	64	159	.1	1.1	35	134	.1	1.1	
4-Book		45	135	.1	1.1	94	239	.2	2.0	83	212	.2	1.1	53	138	.1	.9	25	87	.1	.8	
KLVE-FM																						
WI '03		230	799	.4	5.8	216	709	.4	4.6	323	944	.6	4.1	208	625	.4	3.5	149	506	.3	4.9	
4-Book		237	724	.4	5.9	223	691	.4	4.7	348	1092	.6	4.4	195	554	.4	3.3	133	450	.3	4.5	
KLYY-FM																						
WI '03		68	199	.1	1.7	37	115	.1	.8	91	285	.2	1.1	63	148	.1	1.1	56	136	.1	1.8	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																						
WI '03		59	268	.1	1.5	85	262	.2	1.8	98	340	.2	1.2	102	344	.2	1.7	23	119	.8		
4-Book		55	237	.1	1.4	60	223	.1	1.3	107	375	.2	1.3	97	317	.2	1.6	51	197	.1	1.7	
KNX -AM																						
WI '03		52	287	.1	1.3	115	406	.2	2.4	120	597	.2	1.5	65	333	.1	1.1	83	395	.1	2.7	
4-Book		53	282	.1	1.3	79	318	.1	1.7	84	426	.2	1.1	62	331	.1	1.1	55	302	.1	1.8	
KOST-FM																						
WI '03		173	633	.3	4.4	201	710	.4	4.3	241	964	.4	3.0	191	688	.3	3.2	115	471	.2	3.8	
4-Book		167	633	.3	4.1	167	609	.3	3.5	248	940	.5	3.1	192	664	.4	3.2	135	523	.2	4.6	
KPWR-FM																						
WI '03		155	665	.3	3.9	152	594	.3	3.2	237	941	.4	3.0	207	843	.4	3.5	170	512	.3	5.6	
4-Book		207	727	.4	5.1	131	473	.3	2.7	234	851	.4	3.0	228	784	.4	3.9	140	494	.3	4.6	
KRCD-FM																						
WI '03		101	297	.2	2.6	104	255	.2	2.2	172	444	.3	2.2	82	238	.1	1.4	43	166	.1	1.4	
4-Book		64	199	.1	1.6	53	152	.1	1.2	85	247	.2	1.1	67	193	.1	1.2	35	116	.1	1.2	
KRCV-FM																						
WI '03		20	50	.5		22	78	.5		37	101	.1	.5	27	58	.5		3	11	.1		
4-Book		37	119	.1	.9	44	114	.1	.9	78	207	.2	1.0	52	130	.1	.9	22	67	.1	.8	
KRLA-AM																						
WI '03		6	13	.2		21	48	.4		7	13	.1		9	46	.2		2	20	.1		
4-Book		5	18	.2		10	21	.2		6	21	.1		13	45	.3		6	22	.2		
KRLH-AM																						
WI '03																						
4-Book																						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

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
KROQ-FM	94	500	.2	2.4	87	424	.2	1.8	240	1000	.4	3.0	188	909	.3	3.1	91	522	.2	3.0
WI '03	142	650	.3	3.5	97	473	.2	2.1	229	984	.4	2.9	219	925	.4	3.7	126	613	.2	4.2
4-Book																				
KRTH-FM	79	401	.1	2.0	180	707	.3	3.8	270	1069	.5	3.4	173	617	.3	2.9	50	277	.1	1.6
WI '03	94	408	.2	2.3	121	517	.2	2.5	273	990	.5	3.4	193	686	.3	3.3	85	360	.2	2.9
4-Book																				
KSCA-FM	88	311	.2	2.2	220	489	.4	4.7	146	479	.3	1.8	225	471	.4	3.8	74	209	.1	2.4
WI '03	91	290	.2	2.3	295	660	.5	6.2	236	659	.4	3.0	166	414	.3	2.8	64	200	.1	2.2
4-Book																				
KSPN-AM	23	47	.6	.6	23	79	.5	.5	8	44	.1	.1	15	100	.3	.3	9	59	.3	.3
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KSSE-FM	66	275	.1	1.7	120	352	.2	2.6	216	641	.4	2.7	71	267	.1	1.2	48	136	.1	1.6
WI '03	50	214	.1	1.3	75	227	.1	1.6	148	462	.3	1.9	64	207	.1	1.1	31	124	.1	1.1
4-Book																				
KSUR-AM	4	16	.1	.1	4	18	.1	.1	10	30	.1	.1	**	**	**	**	**	**	**	**
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KTNQ-AM	22	74	.6	.6	15	47	.3	.3	95	246	.2	1.2	55	114	.1	.9	21	58	.7	.7
WI '03	20	71	.5	.5	23	67	.1	.5	65	175	.1	.8	37	95	.1	.6	28	84	.1	.9
4-Book																				
KTWV-FM	122	527	.2	3.1	139	513	.2	3.0	272	902	.5	3.4	211	664	.4	3.5	121	453	.2	4.0
WI '03	146	576	.3	3.6	145	554	.3	3.1	328	1026	.6	4.2	254	744	.5	4.3	129	484	.2	4.3
4-Book																				
KWIZ-FM	59	148	.1	1.5	29	130	.1	.6	72	227	.1	.9	84	248	.1	1.4	48	157	.1	1.6
WI '03	69	213	.1	1.7	43	129	.1	.9	96	252	.2	1.2	93	253	.1	1.6	50	166	.1	1.7
4-Book																				
KVKW-AM	30	45	.1	.8	24	61	.5	.5	39	66	.1	.5	4	15	.1	.1	10	13	.3	.3
WI '03	20	42	.5	.5	18	50	.4	.4	19	57	.2	.2	12	27	.2	.2	12	27	.4	.4
4-Book																				
KWVE-FM	2	12	.1	.1	45	157	.1	1.0	61	225	.1	.8	35	164	.1	.6	18	85	.6	.6
WI '03	12	56	.3	.3	57	204	.1	1.2	46	195	.1	.6	33	153	.1	.6	21	88	.7	.7
4-Book																				
KXOL-FM	110	347	.2	2.8	157	471	.3	3.3	206	670	.4	2.6	164	469	.3	2.7	77	302	.1	2.5
WI '03	110	336	.2	2.7	151	433	.3	3.2	222	648	.4	2.8	169	467	.3	2.8	73	270	.1	2.4
4-Book																				
KYSR-FM	98	471	.2	2.5	59	331	.1	1.3	196	979	.3	2.5	118	608	.2	2.0	54	274	.1	1.8
WI '03	90	504	.2	2.3	68	384	.1	1.5	202	999	.3	2.6	155	710	.3	2.7	51	323	.1	1.7
4-Book																				
+KZAB-FM	26	92	.7	.7	46	143	.1	1.0	99	269	.2	1.3	71	180	.1	1.2	35	134	.1	1.1
KFSG-FM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '03																				
4-Book																				
KZLA-FM	82	335	.1	2.1	62	407	.1	1.3	283	989	.5	3.6	164	582	.3	2.7	50	342	.1	1.6
WI '03	86	339	.2	2.2	97	455	.2	2.1	222	801	.4	2.8	142	521	.3	2.4	52	272	.1	1.7
4-Book																				
KGGI-FM	9	58	.2	.2	16	86	.3	.3	14	110	.2	.2	26	80	.4	.4	19	88	.6	.6
WI '03	19	78	.1	.5	13	62	.3	.3	23	104	.3	.3	25	94	.1	.4	23	77	.7	.7
4-Book																				
TOTALS	3935	12615	6.9	6.9	4704	14452	8.3	8.3	7920	22179	14.0	14.0	5998	16473	10.6	10.6	3056	10037	5.4	5.4
WI '03	4041	12823	7.2	7.2	4749	14297	8.4	8.4	7876	21676	14.0	14.0	5925	15877	10.6	10.6	2999	10035	5.3	5.3
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 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																				
WI '03	225	3350	.5	2.9	259	1627	.6	2.2	375	1883	.8	3.3	343	2052	.7	3.4	149	944	.3	4.9
FA '02	218	3379	.5	2.7	232	1542	.5	1.8	376	1926	.8	3.2	382	1899	.8	3.8	102	983	.2	3.2
SU '02	195	3281	.4	2.5	233	1583	.5	2.0	208	1475	.5	1.9	446	2110	1.0	4.7	107	1048	.2	3.3
SP '02	175	2984	.4	2.3	239	1477	.5	2.0	242	1472	.5	2.2	285	1746	.6	3.0	89	918	.2	3.0
4-Book	203	3249	.5	2.6	241	1557	.5	2.0	300	1689	.7	2.7	364	1952	.8	3.7	112	973	.2	3.6
WI '02	207	3298	.5	2.7	228	1428	.5	1.9	268	1496	.6	2.5	418	2060	.9	4.4	100	862	.2	3.4
KBIG-FM																				
WI '03	234	4243	.5	3.0	309	1859	.7	2.6	447	2283	1.0	3.9	286	2254	.6	2.9	68	977	.1	2.2
FA '02	268	4499	.6	3.3	362	2210	.8	2.8	533	2292	1.1	4.5	319	2348	.7	3.2	83	984	.2	2.6
SU '02	178	4209	.4	2.3	216	1674	.5	1.8	313	2016	.7	2.8	195	1942	.4	2.1	68	950	.1	2.1
SP '02	239	4522	.5	3.1	263	2132	.6	2.2	471	2593	1.0	4.3	313	2513	.7	3.3	73	1159	.2	2.5
4-Book	230	4368	.5	2.9	288	1969	.7	2.4	441	2296	1.0	3.9	278	2264	.6	2.9	73	1018	.2	2.4
WI '02	186	3784	.4	2.5	286	1710	.6	2.4	342	1928	.7	3.2	222	1749	.5	2.3	43	888	.1	1.4
KBLA-AM																				
WI '03	69	941	.1	.9	94	378	.2	.8	100	447	.2	.9	123	515	.3	1.2	27	208	.1	.9
FA '02	72	1104	.2	.9	72	419	.2	.6	122	618	.3	1.0	145	749	.3	1.4	29	292	.1	.9
SU '02	71	881	.2	.9	119	491	.3	1.0	98	451	.2	.9	115	448	.3	1.2	34	216	.1	1.1
SP '02	74	1028	.2	1.0	91	384	.2	.8	139	494	.3	1.3	111	500	.2	1.2	28	262	.1	.9
4-Book	72	989	.2	.9	94	418	.2	.8	115	503	.3	1.0	124	553	.3	1.3	30	245	.1	1.0
WI '02	76	948	.2	1.0	77	398	.2	.7	106	443	.2	1.0	174	498	.4	1.8	27	245	.1	.9
KBUA-FM																				
WI '03	24	305	.1	.3	25	154	.1	.2	34	162	.1	.3	17	91	.2	.2	27	106	.1	.9
FA '02	42	412	.1	.5	63	254	.1	.5	66	204	.1	.6	49	259	.1	.5	16	101	.1	.5
SU '02	12	183	.2	.2	26	94	.1	.2	17	71	.2	.2	10	77	.1	.1	3	45	.1	.1
SP '02	29	309	.1	.4	56	255	.1	.5	42	209	.1	.4	30	138	.1	.3	6	66	.2	.2
4-Book	27	302	.1	.4	43	189	.1	.4	40	162	.1	.4	27	141	.1	.3	13	80	.1	.4
WI '02	15	311	.2	.2	12	109	.1	.1	25	139	.1	.2	21	185	.2	.2	4	63	.1	.1
KBUE-FM																				
WI '03	146	1967	.3	1.9	165	925	.4	1.4	215	1133	.5	1.9	196	1081	.4	2.0	69	649	.1	2.3
FA '02	124	2195	.3	1.5	116	846	.2	.9	184	1234	.4	1.6	165	1209	.4	1.6	71	542	.2	2.2
SU '02	156	1867	.3	2.0	187	1003	.4	1.6	197	1053	.4	1.8	157	1015	.3	1.7	104	597	.2	3.2
SP '02	107	1592	.2	1.4	177	725	.4	1.5	158	826	.3	1.5	126	928	.3	1.3	31	392	.1	1.1
4-Book	133	1905	.3	1.7	161	875	.4	1.4	189	1062	.4	1.7	161	1058	.4	1.7	69	545	.2	2.2
WI '02	120	1743	.3	1.6	194	914	.4	1.6	162	917	.4	1.5	136	837	.3	1.4	36	389	.1	1.2
KCBS-FM																				
WI '03	246	5185	.5	3.1	373	2508	.8	3.1	403	2754	.9	3.6	298	2877	.6	3.0	49	1060	.1	1.6
FA '02	257	5667	.6	3.1	371	2876	.8	2.9	420	2878	.9	3.5	298	2958	.6	3.0	91	1445	.2	2.8
SU '02	239	5408	.5	3.1	336	2531	.7	2.8	358	2889	.8	3.2	298	2844	.7	3.2	100	1233	.2	3.1
SP '02	271	5747	.6	3.6	383	2737	.8	3.2	428	2877	.9	4.0	342	3452	.7	3.7	91	1319	.2	3.1
4-Book	253	5502	.6	3.2	366	2663	.8	3.0	402	2850	.9	3.6	309	3033	.7	3.2	83	1264	.2	2.7
WI '02	223	5292	.5	3.0	300	2499	.7	2.6	325	2702	.7	3.0	313	3027	.7	3.3	90	1355	.2	3.0
KDIS-AM																				
WI '03	25	994	.1	.3	42	490	.1	.4	15	294	.1	.1	35	481	.1	.3	8	172	.1	.3
FA '02	28	1173	.1	.3	45	450	.1	.4	18	219	.2	.2	45	661	.1	.4	10	219	.1	.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	26	1203	.1	.3	50	535	.1	.4	11	341	.1	.1	52	627	.1	.6	6	182	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	19	930	.3	.3	30	389	.1	.3	19	290	.2	.2	27	426	.1	.3	8	178	.1	.3
+KDLD-FM KSSC-FM																				
WI '03	8	349	.1	.1	8	118	.1	.1	11	217	.1	.1	9	199	.1	.1	5	56	.1	.2
FA '02	12	351	.1	.1	16	150	.1	.1	23	174	.2	.2	13	160	.1	.1	4	98	.1	.1
SU '02	13	312	.2	.2	15	133	.1	.1	22	153	.2	.2	19	156	.2	.2	8	115	.2	.2
SP '02	8	310	.1	.1	6	115	.1	.1	7	107	.1	.1	10	134	.1	.1	9	75	.1	.3
4-Book	10	331	.1	.1	11	129	.1	.1	16	163	.2	.2	13	162	.1	.1	7	86	.1	.2
WI '02	4	264	.1	.1	7	102	.1	.1	3	87	.1	.1	7	85	.1	.1	1	54	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
+KDLE-FM																				
KSSD-FM																				
WI '03	28	378	.1	.4	39	219	.1	.3	44	245	.1	.4	47	284	.1	.5	8	136		.3
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	375	5333	.8	4.8	683	3311	1.5	5.7	641	3186	1.4	5.7	490	2842	1.1	4.9	97	996	.2	3.2
FA '02	395	5753	.8	4.8	665	3585	1.4	5.2	645	3230	1.4	5.4	479	3020	1.0	4.8	149	1147	.3	4.6
SU '02	414	5628	.9	5.4	726	3331	1.6	6.2	652	3267	1.4	5.9	545	3072	1.2	5.8	161	1265	.4	5.0
SP '02	366	5392	.8	4.8	655	3025	1.4	5.4	569	3024	1.2	5.3	403	2560	.9	4.3	150	1216	.3	5.1
4-Book	388	5527	.8	5.0	682	3313	1.6	5.6	627	3177	1.4	5.6	479	2874	1.1	5.0	139	1156	.3	4.5
WI '02	371	5695	.8	4.9	663	3475	1.4	5.6	574	3090	1.3	5.3	416	2754	.9	4.4	149	1219	.3	5.0
KFSH-FM																				
WI '03	69	1419	.1	.9	125	972	.3	1.0	78	745	.2	.7	71	843	.2	.7	24	404	.1	.8
FA '02	64	1121	.1	.8	99	659	.2	.8	76	575	.2	.6	99	696	.2	1.0	23	428		.7
SU '02	86	1363	.2	1.1	124	861	.3	1.1	119	846	.3	1.1	100	806	.2	1.1	27	487	.1	.8
SP '02	49	1164	.1	.6	69	666	.2	.6	55	619	.1	.5	89	744	.2	1.0	14	297		.5
4-Book	67	1267	.1	.9	104	790	.3	.9	82	696	.2	.7	90	772	.2	1.0	22	404	.1	.7
WI '02	87	1411	.2	1.2	121	941	.3	1.0	115	705	.3	1.1	120	761	.3	1.3	26	340	.1	.9
KFVB-AM																				
WI '03	201	5563	.4	2.6	417	3403	.9	3.5	226	2485	.5	2.0	268	2954	.6	2.7	65	1008	.1	2.1
FA '02	153	5113	.3	1.9	322	2950	.7	2.5	154	1891	.3	1.3	235	2668	.5	2.3	51	965	.1	1.6
SU '02	149	4492	.3	1.9	340	2769	.7	2.9	150	1802	.3	1.4	202	2252	.4	2.1	42	814	.1	1.3
SP '02	141	4551	.3	1.9	304	2944	.7	2.5	133	1837	.3	1.2	210	2410	.5	2.2	53	955	.1	1.8
4-Book	161	4930	.3	2.1	346	3017	.8	2.9	166	2004	.4	1.5	229	2571	.5	2.3	53	936	.1	1.7
WI '02	140	4800	.3	1.9	335	3043	.7	2.8	130	1775	.3	1.2	193	2366	.4	2.0	44	938	.1	1.5
KHHT-FM																				
WI '03	161	2535	.3	2.0	182	1243	.4	1.5	255	1378	.5	2.2	211	1491	.5	2.1	80	716	.2	2.6
FA '02	183	2792	.4	2.2	197	1391	.4	1.5	279	1527	.6	2.4	230	1539	.5	2.3	106	806	.2	3.3
SU '02	161	2947	.4	2.1	237	1539	.5	2.0	205	1475	.4	1.8	157	1477	.3	1.7	100	848	.2	3.1
SP '02	155	3024	.3	2.0	190	1322	.4	1.6	229	1535	.5	2.1	202	1692	.4	2.2	77	1005	.2	2.6
4-Book	165	2825	.4	2.1	202	1374	.4	1.7	242	1479	.6	2.1	200	1550	.4	2.1	91	844	.2	2.9
WI '02	221	3129	.5	2.9	292	1769	.6	2.5	311	1636	.7	2.9	268	1720	.6	2.8	124	859	.3	4.2
KHJ -AM																				
WI '03	105	1293	.2	1.3	124	650	.3	1.0	154	656	.3	1.4	177	584	.4	1.8	26	262	.1	.9
FA '02	122	1489	.3	1.5	171	693	.4	1.3	207	865	.4	1.7	167	710	.4	1.7	47	353	.1	1.5
SU '02	69	1156	.2	.9	95	524	.2	.8	82	565	.2	.7	112	632	.2	1.2	23	307	.1	.7
SP '02	84	1122	.2	1.1	90	477	.2	.7	136	677	.3	1.3	143	599	.3	1.5	28	288	.1	.9
4-Book	95	1265	.2	1.2	120	586	.3	1.0	145	691	.3	1.3	150	631	.3	1.6	31	303	.1	1.0
WI '02	90	1175	.2	1.2	121	549	.3	1.0	84	594	.2	.8	110	504	.2	1.2	67	447	.1	2.3
KIIS-FM																				
WI '03	190	4527	.4	2.4	292	2434	.6	2.4	248	2050	.5	2.2	264	2315	.6	2.6	38	835	.1	1.3
FA '02	199	5294	.4	2.4	385	2829	.8	3.0	221	1975	.5	1.9	239	2655	.5	2.4	58	1097	.1	1.8
SU '02	193	5135	.4	2.5	326	2540	.7	2.8	266	2351	.6	2.4	250	2490	.5	2.7	50	991	.1	1.6
SP '02	164	4629	.4	2.2	296	2277	.6	2.5	211	1880	.5	1.9	186	2075	.4	2.0	53	804	.1	1.8
4-Book	187	4896	.4	2.4	325	2520	.7	2.7	237	2064	.6	2.1	235	2384	.6	2.4	50	932	.1	1.6
WI '02	170	4616	.4	2.3	289	2538	.6	2.5	205	1929	.4	1.9	239	2141	.5	2.5	51	875	.1	1.7
KVVS-FM																				
WI '03	6	148	.1		10	69	.1		8	106	.1		8	113	.1		1	26		
FA '02	16	188	.2		36	77	.1	.3	18	89	.2		12	104	.1		4	76		.1
SU '02	10	202	.1		10	59	.1		21	113	.2		18	122	.2		1	39		
SP '02	10	254	.1		20	177	.2		14	130	.1		14	127	.1		3	36		.1
4-Book	11	198	.1		19	96	.2		15	110	.2		13	117	.1		2	44		.1
WI '02	6	174	.1		6	91	.1		8	83	.1		6	68	.1		4	22		.1

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	146	2097	.3	1.9	213	1097	.5	1.8	160	908	.3	1.4	165	1126	.4	1.6	45	550	.1	1.5
FA '02	202	2134	.4	2.5	244	1060	.5	1.9	243	1112	.5	2.1	213	1122	.5	2.1	111	812	.2	3.5
SU '02	147	1963	.3	1.9	213	1018	.5	1.8	167	866	.4	1.5	147	921	.3	1.6	66	602	.1	2.1
SP '02	156	2082	.3	2.0	221	987	.5	1.8	173	923	.4	1.6	162	1094	.4	1.7	69	587	.2	2.3
4-Book	163	2069	.3	2.1	223	1041	.5	1.8	186	952	.4	1.7	172	1066	.4	1.8	73	638	.2	2.4
WI '02	122	2097	.3	1.6	131	935	.3	1.1	116	820	.3	1.1	149	875	.3	1.6	70	614	.2	2.4
KKBT-FM																				
WI '03	146	2965	.3	1.9	422	1873	.9	3.5	143	1249	.3	1.3	125	1263	.3	1.2	36	531	.1	1.2
FA '02	211	2897	.5	2.6	578	1943	1.2	4.5	247	1348	.5	2.1	187	1351	.4	1.9	43	516	.1	1.3
SU '02	159	2638	.3	2.1	441	1707	1.0	3.7	192	1376	.4	1.7	131	1081	.3	1.4	40	552	.1	1.2
SP '02	179	2876	.4	2.4	550	1923	1.2	4.6	176	1295	.4	1.6	145	1408	.3	1.6	55	764	.1	1.9
4-Book	174	2844	.4	2.3	498	1862	1.1	4.1	190	1317	.4	1.7	147	1276	.3	1.5	44	591	.1	1.4
WI '02	147	2662	.3	1.9	366	1592	.8	3.1	153	1210	.3	1.4	146	1081	.3	1.5	52	515	.1	1.7
KKLA-FM																				
WI '03	71	1140	.2	.9	140	877	.3	1.2	82	561	.2	.7	98	642	.2	1.0	24	335	.1	.8
FA '02	55	1309	.1	.7	160	923	.3	1.2	67	499	.1	.6	59	553	.1	.6	16	271	.1	.5
SU '02	71	1307	.2	.9	162	1017	.4	1.4	89	638	.2	.8	63	570	.1	.7	33	291	.1	1.0
SP '02	55	1300	.1	.7	106	894	.2	.9	61	462	.1	.6	104	669	.2	1.1	23	203	.1	.8
4-Book	63	1264	.2	.8	142	928	.3	1.2	75	540	.2	.7	81	609	.2	.9	24	275	.1	.8
WI '02	53	1116	.1	.7	102	615	.2	.9	73	476	.2	.7	65	429	.1	.7	16	164	.1	.5
KLAC-AM																				
WI '03	48	1542	.1	.6	60	439	.1	.5	52	423	.1	.5	60	718	.1	.6	44	647	.1	1.5
FA '02	73	2218	.2	.9	91	635	.2	.7	123	728	.3	1.0	94	973	.2	.9	45	691	.1	1.4
SU '02	65	1781	.1	.8	76	507	.2	.6	120	776	.3	1.1	67	714	.1	.7	31	434	.1	1.0
SP '02	81	2684	.2	1.1	58	569	.1	.5	140	890	.3	1.3	126	1302	.3	1.3	53	921	.1	1.8
4-Book	67	2056	.2	.9	71	538	.2	.6	109	704	.3	1.0	87	927	.2	.9	43	673	.1	1.4
WI '02	64	1651	.1	.8	87	593	.2	.7	133	752	.3	1.2	60	690	.1	.6	36	397	.1	1.2
KLAX-FM																				
WI '03	152	2590	.3	1.9	229	1316	.5	1.9	235	1507	.5	2.1	164	1258	.4	1.6	62	608	.1	2.0
FA '02	176	2707	.4	2.2	227	1367	.5	1.8	272	1583	.6	2.3	189	1362	.4	1.9	83	783	.2	2.6
SU '02	144	2226	.3	1.9	200	1039	.4	1.7	214	1141	.5	1.9	135	1121	.3	1.4	50	641	.1	1.6
SP '02	144	2258	.3	1.9	188	1011	.4	1.6	229	1183	.5	2.1	167	1200	.4	1.8	49	460	.1	1.7
4-Book	154	2445	.3	2.0	211	1183	.5	1.8	238	1354	.5	2.1	164	1235	.4	1.7	61	623	.1	2.0
WI '02	155	2468	.3	2.1	184	1070	.4	1.6	227	1286	.5	2.1	205	1341	.4	2.2	59	604	.1	2.0
KLOS-FM																				
WI '03	266	5024	.6	3.4	445	2177	1.0	3.7	406	2237	.9	3.6	363	2799	.8	3.6	79	947	.2	2.6
FA '02	238	4391	.5	2.9	510	2247	1.1	4.0	350	1866	.8	3.0	269	2464	.6	2.7	81	941	.2	2.5
SU '02	287	5020	.6	3.7	482	2463	1.1	4.1	444	2327	1.0	4.0	359	2762	.8	3.8	84	1164	.2	2.6
SP '02	197	4394	.4	2.6	421	2045	.9	3.5	241	1805	.5	2.2	243	2431	.5	2.6	68	978	.1	2.3
4-Book	247	4707	.5	3.2	465	2233	1.0	3.8	360	2059	.8	3.2	309	2614	.7	3.2	78	1008	.2	2.5
WI '02	202	4329	.4	2.7	406	2134	.9	3.5	245	1716	.5	2.3	270	2154	.6	2.9	74	909	.2	2.5
KLSX-FM																				
WI '03	220	3574	.5	2.8	503	1993	1.1	4.2	328	1786	.7	2.9	296	1544	.6	3.0	56	702	.1	1.8
FA '02	223	3307	.5	2.7	509	1898	1.1	4.0	362	1601	.8	3.1	279	1724	.6	2.8	45	560	.1	1.4
SU '02	211	3562	.5	2.7	457	2018	1.0	3.9	297	1646	.6	2.7	296	1635	.6	3.1	56	718	.1	1.7
SP '02	174	3187	.4	2.3	395	1640	.9	3.3	256	1370	.6	2.4	257	1458	.6	2.7	34	395	.1	1.2
4-Book	207	3408	.5	2.6	466	1887	1.0	3.9	311	1601	.7	2.8	282	1590	.6	2.9	48	594	.1	1.5
WI '02	201	3419	.4	2.7	465	1925	1.0	4.0	286	1563	.6	2.7	251	1583	.5	2.7	57	633	.1	1.9
KLTX-AM																				
WI '03	74	615	.2	.9	120	438	.3	1.0	91	282	.2	.8	68	334	.1	.7	49	302	.1	1.6
FA '02	42	452	.1	.5	68	381	.1	.5	61	289	.1	.5	39	229	.1	.4	20	169	.1	.6
SU '02	72	495	.2	.9	106	350	.2	.9	87	318	.2	.8	81	297	.2	.9	39	273	.1	1.2
SP '02	85	561	.2	1.1	161	440	.4	1.3	111	347	.2	1.0	78	296	.2	.8	29	165	.1	1.0
4-Book	68	531	.2	.9	114	402	.3	.9	88	309	.2	.8	67	289	.2	.7	34	227	.1	1.1
WI '02	120	490	.3	1.6	182	378	.4	1.5	159	334	.3	1.5	139	299	.3	1.5	65	222	.1	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KLVE-FM																				
WI '03	294	4206	.6	3.7	488	2302	1.0	4.1	391	2472	.8	3.4	295	2366	.6	2.9	134	1351	.3	4.4
FA '02	298	4468	.6	3.6	498	2269	1.1	3.9	422	2509	.9	3.6	268	2181	.6	2.7	132	1224	.3	4.1
SU '02	253	4010	.6	3.3	440	2193	1.0	3.7	352	2162	.8	3.2	253	1817	.6	2.7	115	1122	.3	3.6
SP '02	289	4439	.6	3.8	479	2142	1.0	4.0	423	2197	.9	3.9	306	2018	.7	3.3	119	1126	.3	4.0
4-Book	284	4281	.6	3.6	476	2227	1.0	3.9	397	2335	.9	3.5	281	2096	.6	2.9	125	1206	.3	4.0
WI '02	266	3775	.6	3.5	470	2209	1.0	4.0	404	2079	.9	3.8	261	1775	.6	2.8	76	939	.2	2.6
KLYY-FM																				
WI '03	54	785	.1	.7	65	351	.1	.5	87	372	.2	.8	55	352	.1	.5	25	159	.1	.8
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	155	2848	.3	2.0	167	1165	.4	1.4	223	1409	.5	2.0	222	1445	.5	2.2	81	839	.2	2.7
FA '02	149	3024	.3	1.8	177	1483	.4	1.4	215	1318	.5	1.8	201	1647	.4	2.0	69	804	.1	2.1
SU '02	178	2589	.4	2.3	188	1174	.4	1.6	274	1408	.6	2.5	213	1366	.5	2.3	114	1092	.2	3.5
SP '02	146	2749	.3	1.9	172	1105	.4	1.4	247	1331	.5	2.3	205	1427	.4	2.2	69	921	.2	2.3
4-Book	157	2803	.3	2.0	176	1232	.4	1.5	240	1367	.5	2.2	210	1471	.5	2.2	83	914	.2	2.7
WI '02	160	3296	.3	2.1	160	1541	.3	1.4	228	1381	.5	2.1	194	1888	.4	2.1	95	1041	.2	3.2
KNX -AM																				
WI '03	221	5756	.5	2.8	371	3303	.8	3.1	239	2421	.5	2.1	309	3046	.7	3.1	132	1414	.3	4.4
FA '02	187	5284	.4	2.3	358	3178	.8	2.8	185	2226	.4	1.6	268	2915	.6	2.7	100	1430	.2	3.1
SU '02	204	5056	.4	2.7	383	3011	.8	3.2	220	2322	.5	2.0	253	2485	.6	2.7	138	1624	.3	4.3
SP '02	184	5460	.4	2.4	383	3200	.8	3.2	220	2411	.5	2.0	225	2800	.5	2.4	88	1198	.2	3.0
4-Book	199	5389	.4	2.6	374	3173	.8	3.1	216	2345	.5	1.9	264	2812	.6	2.7	115	1417	.3	3.7
WI '02	234	5767	.5	3.1	454	3492	1.0	3.9	272	2731	.6	2.5	280	3106	.6	3.0	124	1453	.3	4.2
KOST-FM																				
WI '03	358	6096	.8	4.6	494	3192	1.1	4.1	586	3194	1.3	5.2	456	3395	1.0	4.6	152	1719	.3	5.0
FA '02	439	6488	.9	5.4	571	3345	1.2	4.4	699	3326	1.5	5.9	580	3747	1.2	5.8	177	1708	.4	5.5
SU '02	333	5932	.7	4.3	439	2775	1.0	3.7	572	3201	1.2	5.2	443	3103	1.0	4.7	143	1584	.3	4.5
SP '02	350	5859	.8	4.6	448	2721	1.0	3.7	545	3053	1.2	5.0	425	3046	.9	4.5	171	1719	.4	5.8
4-Book	370	6094	.8	4.7	488	3008	1.1	4.0	601	3194	1.3	5.3	476	3323	1.0	4.9	161	1683	.4	5.2
WI '02	435	6235	1.0	5.8	533	3048	1.2	4.5	747	3288	1.6	7.0	533	3489	1.2	5.6	184	2008	.4	6.2
KPWR-FM																				
WI '03	98	2752	.2	1.2	163	1371	.3	1.4	107	1169	.2	.9	118	1237	.3	1.2	47	661	.1	1.5
FA '02	106	2242	.2	1.3	127	1022	.3	1.0	147	905	.3	1.2	150	1239	.3	1.5	39	512	.1	1.2
SU '02	91	2430	.2	1.2	129	1000	.3	1.1	100	1052	.2	.9	129	1277	.3	1.4	54	714	.1	1.7
SP '02	83	2145	.2	1.1	111	768	.2	.9	78	721	.2	.7	116	1007	.3	1.2	48	619	.1	1.6
4-Book	95	2392	.2	1.2	133	1040	.3	1.1	108	962	.2	.9	128	1190	.3	1.3	47	627	.1	1.5
WI '02	84	2049	.2	1.1	127	857	.3	1.1	121	976	.3	1.1	100	963	.2	1.1	24	416	.1	.8
KRCD-FM																				
WI '03	122	1210	.3	1.6	155	649	.3	1.3	156	699	.3	1.4	135	707	.3	1.3	74	409	.2	2.4
FA '02	67	1089	.1	.8	83	476	.2	.6	100	580	.2	.8	83	553	.2	.8	43	311	.1	1.3
SU '02	92	1093	.2	1.2	104	518	.2	.9	144	691	.3	1.3	107	628	.2	1.1	51	313	.1	1.6
SP '02	117	1289	.3	1.5	153	667	.3	1.3	189	872	.4	1.7	131	748	.3	1.4	48	472	.1	1.6
4-Book	100	1170	.2	1.3	124	578	.3	1.0	147	711	.3	1.3	114	659	.3	1.2	54	376	.1	1.7
WI '02	54	953	.1	.7	72	427	.2	.6	77	398	.2	.7	62	394	.1	.7	29	274	.1	1.0
KRCV-FM																				
WI '03	71	915	.2	.9	104	447	.2	.9	132	572	.3	1.2	87	513	.2	.9	16	167	.1	.5
FA '02	66	875	.1	.8	74	415	.2	.6	93	465	.2	.8	81	492	.2	.8	17	142	.1	.5
SU '02	82	906	.2	1.1	115	503	.3	1.0	110	482	.2	1.0	87	434	.2	.9	36	272	.1	1.1
SP '02	72	966	.2	.9	94	431	.2	.8	99	512	.2	.9	89	524	.2	1.0	25	287	.1	.8
4-Book	73	916	.2	.9	97	449	.2	.8	109	508	.2	1.0	86	491	.2	.9	24	217	.1	.7
WI '02	114	1122	.2	1.5	179	654	.4	1.5	177	663	.4	1.6	142	578	.3	1.5	37	339	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																			
WI '03	78	1311	.2	1.0	109	834	.2	.9	198	869	.4	1.7	106	682	.2	1.1	5	135	.2
FA '02	47	1044	.1	.6	73	559	.2	.6	84	609	.2	.7	82	438	.2	.8	14	205	.4
SU '02	62	1236	.1	.8	91	840	.2	.8	136	846	.3	1.2	99	615	.2	1.0	12	255	.4
SP '02	41	1121	.1	.5	42	464	.1	.3	88	719	.2	.8	54	386	.1	.6	9	152	.3
4-Book	57	1178	.1	.7	79	674	.2	.7	127	761	.3	1.1	85	530	.2	.9	10	187	.3
WI '02	67	1326	.1	.9	113	764	.2	1.0	155	920	.3	1.4	84	586	.2	.9	8	104	.3
KRLH-AM																			
WI '03		15			1	15			1	15									
FA '02	1	29			1	29				16			2	14					
SU '02																			
SP '02	1	47						3	34								14		
4-Book	1	23			1	11		1	16			1	4				4		
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																			
WI '03	135	3283	.3	1.7	280	1714	.6	2.3	162	1405	.3	1.4	168	1654	.4	1.7	48	838	.1
FA '02	185	3577	.4	2.3	384	2161	.8	3.0	228	1574	.5	1.9	237	1801	.5	2.4	68	913	.1
SU '02	169	3672	.4	2.2	336	1770	.7	2.8	232	1756	.5	2.1	172	1777	.4	1.8	69	882	.2
SP '02	125	3431	.3	1.6	239	1791	.5	2.0	148	1519	.3	1.4	168	1835	.4	1.8	35	844	.1
4-Book	154	3491	.4	2.0	310	1859	.7	2.5	193	1564	.4	1.7	186	1767	.4	1.9	55	869	.1
WI '02	156	3204	.3	2.1	262	1865	.6	2.2	180	1376	.4	1.7	188	1679	.4	2.0	65	814	.1
KRTH-FM																			
WI '03	371	7400	.8	4.7	510	3574	1.1	4.3	627	3807	1.3	5.5	465	3978	1.0	4.6	113	1705	.2
FA '02	341	7078	.7	4.2	438	3157	.9	3.4	557	3565	1.2	4.7	406	3747	.9	4.1	113	1530	.2
SU '02	342	7608	.7	4.4	414	3203	.9	3.5	607	4016	1.3	5.5	413	3783	.9	4.4	104	1483	.2
SP '02	318	7229	.7	4.2	379	3441	.8	3.1	503	3454	1.1	4.6	377	3290	.8	4.0	128	1718	.3
4-Book	343	7329	.7	4.4	435	3344	.9	3.6	574	3711	1.2	5.1	415	3700	.9	4.3	115	1609	.2
WI '02	340	7352	.7	4.5	469	3235	1.0	4.0	539	3698	1.2	5.0	439	3918	1.0	4.6	115	1662	.3
KSCA-FM																			
WI '03	294	2905	.6	3.7	579	1810	1.2	4.8	307	1584	.7	2.7	468	1604	1.0	4.7	98	775	.2
FA '02	339	3375	.7	4.1	877	2372	1.9	6.8	460	2157	1.0	3.9	172	1164	.4	1.7	90	648	.2
SU '02	221	2627	.5	2.9	604	1927	1.3	5.1	285	1490	.6	2.6	142	912	.3	1.5	49	556	.1
SP '02	375	3513	.8	4.9	963	2553	2.1	8.0	447	2153	1.0	4.1	247	1316	.5	2.6	98	827	.2
4-Book	307	3105	.7	3.9	756	2166	1.6	6.2	375	1846	.8	3.3	257	1249	.6	2.6	84	702	.2
WI '02	303	3047	.7	4.0	797	2103	1.7	6.8	415	1899	.9	3.9	162	1123	.4	1.7	52	483	.1
KSPN-AM																			
WI '03	39	1081	.1	.5	41	502	.1	.3	76	468	.2	.7	69	618	.1	.7	10	187	.3
FA '02	34	1215	.1	.4	27	288	.1	.2	33	347	.1	.3	54	751	.1	.5	13	432	.4
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	37	900	.1	.5	30	355	.1	.2	50	412	.1	.5	111	501	.2	1.2	7	187	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																			
WI '03	78	1607	.2	1.0	132	785	.3	1.1	99	853	.2	.9	78	657	.2	.8	44	405	.1
FA '02	38	1054	.1	.5	46	434	.1	.4	58	487	.1	.5	45	427	.1	.4	13	341	.4
SU '02	29	1002	.1	.4	34	429	.1	.3	49	479	.1	.4	38	482	.1	.4	7	140	.2
SP '02	51	1152	.1	.7	68	505	.1	.6	78	563	.2	.7	64	553	.1	.7	21	208	.7
4-Book	49	1204	.1	.7	70	538	.2	.6	71	596	.2	.6	56	530	.1	.6	21	274	.7
WI '02	37	869	.1	.5	49	407	.1	.4	50	374	.1	.5	47	460	.1	.5	10	134	.3
KSUR-AM																			
WI '03	16	340		.2	21	139		.2	20	156		.2	17	141		.2	8	77	.3
FA '02	30	398	.1	.4	31	185	.1	.2	34	254	.1	.3	38	270	.1	.4	10	127	.3
SU '02	12	313		.2	10	126		.1	17	115		.2	15	175		.2	4	113	.1
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
KTNQ-AM																				
WI '03	71	1069	.2	.9	107	486	.2	.9	106	463	.2	.9	56	331	.1	.6	44	311	.1	1.5
FA '02	66	1076	.1	.8	79	425	.2	.6	81	465	.2	.7	85	523	.2	.8	55	299	.1	1.7
SU '02	56	952	.1	.7	86	363	.2	.7	86	439	.2	.8	42	283	.1	.4	38	249	.1	1.2
SP '02	56	850	.1	.7	87	416	.2	.7	78	408	.2	.7	54	331	.1	.6	32	285	.1	1.1
4-Book	62	987	.1	.8	90	423	.2	.7	88	444	.2	.8	59	367	.1	.6	42	286	.1	1.4
WI '02	56	847	.1	.7	60	362	.1	.5	96	461	.2	.9	51	351	.1	.5	53	225	.1	1.8
KTWV-FM																				
WI '03	340	5399	.7	4.3	388	2647	.8	3.2	536	3053	1.2	4.7	425	3161	.9	4.2	171	1844	.4	5.6
FA '02	401	5861	.9	4.9	506	3055	1.1	3.9	638	3174	1.4	5.4	520	3308	1.1	5.2	178	1760	.4	5.5
SU '02	415	5519	.9	5.4	492	2923	1.1	4.2	688	3101	1.5	6.2	498	3135	1.1	5.3	160	1510	.3	5.0
SP '02	386	5449	.8	5.1	495	2675	1.1	4.1	644	2886	1.4	5.9	496	3171	1.1	5.3	140	1753	.3	4.7
4-Book	386	5557	.8	4.9	470	2825	1.0	3.9	627	3054	1.4	5.6	485	3194	1.1	5.0	162	1717	.4	5.2
WI '02	392	5903	.9	5.2	489	2839	1.1	4.2	674	3240	1.5	6.3	517	3411	1.1	5.5	149	1522	.3	5.0
KWIZ-FM																				
WI '03	32	491	.1	.4	45	183	.1	.4	47	327	.1	.4	31	219	.1	.3	18	123	.1	.6
FA '02	48	799	.1	.6	59	422	.1	.5	65	436	.1	.5	77	408	.2	.8	28	345	.1	.9
SU '02	50	635	.1	.6	34	256	.1	.3	74	381	.2	.7	74	351	.2	.8	33	264	.1	1.0
SP '02	64	931	.1	.8	72	419	.2	.6	94	488	.2	.9	79	506	.2	.8	35	291	.1	1.2
4-Book	49	714	.1	.6	53	320	.1	.5	70	408	.2	.6	65	371	.2	.7	29	256	.1	.9
WI '02	36	598	.1	.5	59	253	.1	.5	45	257	.1	.4	39	257	.1	.4	25	199	.1	.8
KVKV-AM																				
WI '03	55	683	.1	.7	73	378	.2	.6	113	393	.2	1.0	55	264	.1	.5	16	121	.1	.5
FA '02	50	644	.1	.6	100	331	.2	.8	99	395	.2	.8	17	203	.2	.8	20	119	.1	.6
SU '02	48	606	.1	.6	60	218	.1	.5	103	293	.2	.9	48	242	.1	.5	24	107	.1	.7
SP '02	50	738	.1	.7	66	265	.1	.5	114	481	.2	1.1	30	186	.1	.3	20	150	.1	.7
4-Book	51	688	.1	.7	75	298	.2	.6	107	391	.2	1.0	38	224	.1	.4	20	124	.1	.6
WI '02	52	674	.1	.7	63	318	.1	.5	138	478	.3	1.3	47	318	.1	.5	10	90	.1	.3
KWVE-FM																				
WI '03	64	1184	.1	.8	120	763	.3	1.0	71	568	.2	.6	95	614	.2	.9	20	265	.1	.7
FA '02	61	1286	.1	.7	97	702	.2	.8	98	660	.2	.8	83	651	.2	.8	16	306	.1	.5
SU '02	60	1185	.1	.8	99	697	.2	.8	80	567	.2	.7	81	580	.2	.9	23	230	.1	.7
SP '02	50	1275	.1	.7	95	749	.2	.8	63	462	.1	.6	67	594	.1	.7	15	218	.1	.5
4-Book	59	1233	.1	.8	103	728	.2	.9	78	564	.2	.7	82	610	.2	.8	19	255	.1	.6
WI '02	55	1194	.1	.7	96	744	.2	.8	70	497	.2	.7	71	628	.2	.8	22	232	.1	.7
KXOL-FM																				
WI '03	148	1983	.3	1.9	183	1050	.4	1.5	253	1159	.5	2.2	145	1138	.3	1.4	51	629	.1	1.7
FA '02	162	2561	.3	2.0	210	1303	.5	1.6	299	1579	.6	2.5	174	1300	.4	1.7	55	636	.1	1.7
SU '02	128	2056	.3	1.7	137	907	.3	1.2	225	1168	.5	2.0	137	1034	.3	1.5	56	507	.1	1.7
SP '02	149	2234	.3	2.0	191	1076	.4	1.6	224	1230	.5	2.1	177	1138	.4	1.9	67	589	.1	2.3
4-Book	147	2209	.3	1.9	180	1084	.4	1.5	250	1284	.5	2.2	158	1153	.4	1.6	57	590	.1	1.9
WI '02	115	1644	.3	1.5	136	866	.3	1.2	192	1116	.4	1.8	128	834	.3	1.4	43	449	.1	1.4
KYSR-FM																				
WI '03	132	3888	.3	1.7	254	1818	.5	2.1	157	1538	.3	1.4	206	2082	.4	2.1	36	651	.1	1.2
FA '02	151	4007	.3	1.8	261	1993	.6	2.0	216	1995	.5	1.8	231	2134	.5	2.3	41	915	.1	1.3
SU '02	192	4091	.4	2.5	287	1867	.6	2.4	303	1944	.7	2.7	263	2089	.6	2.8	47	802	.1	1.5
SP '02	154	4036	.3	2.0	276	2148	.6	2.3	208	1564	.5	1.9	214	2142	.5	2.3	40	768	.1	1.4
4-Book	157	4006	.3	2.0	270	1957	.6	2.2	221	1760	.5	2.0	229	2112	.5	2.4	41	784	.1	1.4
WI '02	163	3910	.4	2.2	289	1994	.6	2.5	212	1605	.5	2.0	264	2242	.6	2.8	45	696	.1	1.5
+KZAB-FM KFSG-FM																				
WI '03	37	509	.1	.5	52	284	.1	.4	49	229	.1	.4	41	266	.1	.4	19	164	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 35-64

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

Target Listener Trends

		Persons 35-64																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																						
WI '03		232	3881	.5	3.0	307	2065	.7	2.6	363	2049	.8	3.2	320	2414	.7	3.2	65	952	.1	2.1	
FA '02		199	3269	.4	2.4	316	1873	.7	2.5	279	1702	.6	2.4	260	1945	.6	2.6	64	974	.1	2.0	
SU '02		237	3944	.5	3.1	352	2308	.8	3.0	337	2241	.7	3.0	305	2413	.7	3.2	65	904	.1	2.0	
SP '02		242	3698	.5	3.2	390	2276	.9	3.2	342	2071	.7	3.2	284	2328	.6	3.0	90	930	.2	3.1	
4-Book		228	3698	.5	2.9	341	2131	.8	2.8	330	2016	.7	3.0	292	2275	.7	3.0	71	940	.1	2.3	
WI '02		168	3194	.4	2.2	232	1716	.5	2.0	214	1704	.5	2.0	248	2101	.5	2.6	54	947	.1	1.8	
KGGI-FM																						
WI '03		11	477		.1	18	120		.2	13	112		.1	14	178		.1	2	78		.1	
FA '02		11	507		.1	8	157		.1	9	140		.1	22	293		.2	7	113		.2	
SU '02		12	568		.2	19	270		.2	12	153		.1	12	194		.1	8	118		.2	
SP '02		20	495		.3	21	186		.2	24	180		.1	26	236		.3	9	133		.3	
4-Book		14	512		.2	17	183		.2	15	146		.1	19	225		.2	7	111		.2	
WI '02		14	442		.2	19	204		.2	21	190		.2	16	158		.2	3	48		.1	
TOTALS																						
WI '03		7854	44694	16.9		11996	39492	25.7		11338	35357	24.3		10008	38338	21.5		3033	22210	6.5		
FA '02		8169	44727	17.5		12849	39699	27.6		11852	35520	25.4		10011	38182	21.5		3210	22511	6.9		
SU '02		7698	43904	16.8		11796	38529	25.8		11098	35322	24.2		9430	36517	20.6		3212	22350	7.0		
SP '02		7617	43655	16.6		12047	38413	26.3		10830	34019	23.7		9352	36559	20.4		2948	21476	6.4		
4-Book		7835	44245	17.0		12172	39033	26.4		11280	35055	24.4		9700	37399	21.0		3101	22137	6.7		
WI '02		7552	43712	16.5		11759	38225	25.7		10747	33881	23.5		9463	36405	20.7		2972	21649	6.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	330	2986	.7	3.0	88	1272	.2	1.7	92	310	.2	1.5	127	440	.3	1.4	77	274	.2	1.3
4-Book	302	2884	.7	2.8	89	1225	.2	1.7	135	402	.3	2.1	122	441	.3	1.4	87	301	.2	1.5
KBIG-FM																				
WI '03	355	3522	.8	3.2	130	2046	.3	2.5	124	376	.3	2.0	241	885	.5	2.6	135	550	.3	2.2
4-Book	344	3586	.8	3.1	132	2089	.3	2.5	103	379	.3	1.6	210	776	.5	2.4	160	592	.4	2.7
KBLA-AM																				
WI '03	106	831	.2	1.0	31	393	.1	.6	71	142	.2	1.1	42	114	.1	.4	44	103	.1	.7
4-Book	112	892	.2	1.0	29	376	.1	.6	50	135	.2	.8	45	120	.1	.5	48	127	.1	.8
KBUA-FM																				
WI '03	26	260	.1	.2	18	146	.3		15	56	.2		1	14			8	16	.1	
4-Book	37	284	.1	.3	19	162	.4		29	69	.1	.4	22	45	.1	.3	18	46	.3	
KBUE-FM																				
WI '03	194	1671	.4	1.7	112	1061	.2	2.1	120	379	.3	1.9	170	457	.4	1.8	155	444	.3	2.6
4-Book	172	1617	.4	1.6	108	1047	.2	2.1	121	338	.3	1.9	172	454	.4	2.0	125	355	.3	2.1
KCBS-FM																				
WI '03	362	4281	.8	3.3	174	2707	.4	3.3	170	609	.4	2.7	354	1132	.8	3.8	257	1006	.6	4.3
4-Book	363	4725	.8	3.3	175	2739	.4	3.3	180	690	.4	2.8	341	1228	.8	3.9	243	920	.6	4.1
KDIS-AM																				
WI '03	29	787	.1	.3	28	553	.1	.5	29	173	.1	.5	47	245	.1	.5	40	140	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																				
KSSC-FM																				
WI '03	9	330		.1	9	149		.2	2	14		.2	17	80		.2	12	62		.2
4-Book	14	274		.2	8	156		.1	9	41		.1	13	73		.1	8	29		.2
+KDLE-FM																				
KSSD-FM																				
WI '03	43	344	.1	.4	13	168	.2		2	17	.2		34	115	.1	.4	41	90	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	608	4944	1.3	5.5	149	2006	.3	2.8	339	976	.7	5.4	244	815	.5	2.6	148	512	.3	2.4
4-Book	599	5007	1.3	5.4	179	2221	.4	3.4	371	1033	.8	5.8	291	888	.7	3.3	124	417	.3	2.1
KFSH-FM																				
WI '03	90	1328	.2	.8	62	896	.1	1.2	80	282	.2	1.3	130	406	.3	1.4	60	220	.1	1.0
4-Book	91	1112	.2	.9	55	792	.1	1.0	64	257	.1	1.0	96	357	.2	1.1	68	256	.1	1.2
KFWB-AM																				
WI '03	297	4900	.6	2.7	123	2696	.3	2.3	194	897	.4	3.1	196	945	.4	2.1	122	495	.3	2.0
4-Book	241	4330	.5	2.2	93	2196	.2	1.8	161	714	.4	2.5	126	688	.3	1.4	98	513	.2	1.7
KHHT-FM																				
WI '03	219	2090	.5	2.0	112	1442	.2	2.1	93	277	.2	1.5	163	591	.3	1.7	132	367	.3	2.2
4-Book	217	2371	.5	2.0	123	1484	.3	2.3	110	363	.3	1.7	202	642	.4	2.3	157	455	.4	2.6
KHJ -AM																				
WI '03	152	1149	.3	1.4	75	670	.2	1.4	97	191	.2	1.5	113	261	.2	1.2	145	268	.3	2.4
4-Book	139	1126	.3	1.3	61	589	.1	1.2	74	194	.2	1.1	101	252	.2	1.1	95	193	.2	1.6
KIIS-FM																				
WI '03	267	3743	.6	2.4	157	2311	.3	3.0	152	649	.3	2.4	269	1120	.6	2.9	201	637	.4	3.3
4-Book	263	4041	.6	2.4	142	2557	.3	2.7	146	575	.3	2.3	259	1116	.6	2.9	177	666	.4	3.0
KVVS-FM																				
WI '03	9	148		.1	4	97		.1					2	11			4	30		.1
4-Book	16	179		.2	7	87		.2	5	9		.1	12	49		.1	11	34		.2
KJLH-FM																				
WI '03	178	1646	.4	1.6	158	1461	.3	3.0	146	343	.3	2.3	211	597	.5	2.3	127	341	.3	2.1
4-Book	193	1594	.4	1.7	171	1437	.4	3.2	146	367	.3	2.2	213	548	.5	2.4	152	399	.4	2.5

Target Listener Estimates - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH	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
KKBT-FM																				
WI '03	57	210	.1	2.0	37	170	.1	.9	74	314	.2	1.1	37	128	.1	.8	39	132	.1	1.8
4-Book	48	180	.1	1.6	60	200	.1	1.4	86	330	.2	1.3	60	200	.1	1.3	34	131	.1	1.5
KKLA-FM																				
WI '03	17	22	.6		74	261	.2	1.8	31	120	.1	.5	26	84	.1	.5	13	62	.6	
4-Book	16	40	.5		48	179	.1	1.1	26	125	.1	.4	19	76	.1	.4	16	51	.7	
KLAC-AM																				
WI '03	15	104	.5		37	88	.1	.9	44	87	.1	.7	53	160	.1	1.1	42	124	.1	2.0
4-Book	27	112	.1	.9	17	48	.4		45	161	.1	.7	87	292	.2	1.8	32	123	.1	1.5
KLAX-FM																				
WI '03	54	167	.1	1.9	78	253	.2	1.9	194	513	.4	3.0	81	222	.2	1.7	29	120	.1	1.4
4-Book	56	195	.1	1.9	99	294	.2	2.3	186	468	.4	2.9	92	261	.2	1.9	47	197	.1	2.0
KLOS-FM																				
WI '03	34	220	.1	1.2	67	337	.1	1.6	204	785	.4	3.1	169	548	.4	3.5	78	286	.2	3.7
4-Book	63	257	.2	2.1	57	241	.1	1.3	151	583	.3	2.3	153	490	.4	3.2	56	216	.2	2.5
KLSX-FM																				
WI '03	16	137	.6		104	354	.2	2.5	102	387	.2	1.6	51	170	.1	1.0	13	70	.6	
4-Book	17	79	.6		111	374	.3	2.6	121	428	.3	1.9	54	155	.1	1.1	16	73	.7	
KLTX-AM																				
WI '03	41	145	.1	1.5	53	110	.1	1.3	72	168	.2	1.1	29	88	.1	.6	17	77	.8	
4-Book	36	115	.1	1.3	70	167	.2	1.6	49	132	.1	.8	31	95	.1	.6	18	59	.8	
KLVE-FM																				
WI '03	136	474	.3	4.9	188	630	.4	4.5	255	734	.5	3.9	172	519	.4	3.5	82	283	.2	3.9
4-Book	142	415	.3	4.9	196	586	.4	4.5	256	775	.6	3.9	160	421	.4	3.3	75	265	.2	3.3
KLYY-FM																				
WI '03	37	143	.1	1.3	12	52	.3		58	190	.1	.9	48	111	.1	1.0	27	61	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	78	346	.2	2.8	105	301	.2	2.5	121	419	.3	1.8	129	386	.3	2.6	23	90	.1	1.1
4-Book	71	306	.2	2.4	88	272	.2	2.1	151	478	.3	2.3	124	398	.3	2.6	54	211	.1	2.3
KNX -AM																				
WI '03	73	359	.2	2.6	151	584	.3	3.6	165	739	.4	2.5	87	426	.2	1.8	98	471	.2	4.6
4-Book	81	398	.2	2.7	122	496	.3	2.8	117	516	.3	1.8	68	353	.2	1.4	85	405	.2	3.7
KOST-FM																				
WI '03	141	589	.3	5.1	181	692	.4	4.4	247	934	.5	3.8	202	733	.4	4.1	100	396	.2	4.7
4-Book	131	523	.3	4.6	181	676	.4	4.2	259	914	.6	4.0	204	668	.4	4.2	115	429	.3	5.2
KPWR-FM																				
WI '03	46	259	.1	1.6	72	244	.2	1.7	95	359	.2	1.4	87	415	.2	1.8	49	209	.1	2.3
4-Book	63	230	.2	2.1	47	185	.1	1.1	80	288	.2	1.2	85	319	.2	1.8	52	194	.1	2.3
KRCD-FM																				
WI '03	86	255	.2	3.1	81	201	.2	2.0	138	321	.3	2.1	73	176	.2	1.5	38	142	.1	1.8
4-Book	61	172	.1	2.1	50	155	.1	1.2	86	229	.2	1.3	71	184	.2	1.5	33	107	.1	1.5
KRCV-FM																				
WI '03	25	78	.1	.9	40	121	.1	1.0	47	131	.1	.7	25	52	.1	.5	6	15	.3	
4-Book	36	126	.1	1.3	46	119	.1	1.1	80	194	.2	1.2	53	125	.1	1.1	22	67	.1	1.0
KRLA-AM																				
WI '03	6	13	.2		26	60	.1	.6	14	57	.2		14	49	.3					
4-Book	7	24	.2		17	42	.1	.4	8	32	.1		23	70	.5		9	36	.4	
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

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																				
WI '03	5	110	.3		5	43	.2		5	65	.3		6	52	.3		7	70	.1	.5
FA '02	2	92	.1		2	18	.1		1	33	.1		3	34	.1		2	32		.1
SU '02	3	93	.2		2	40	.1		4	42	.2		1	41			5	28		.4
SP '02	4	107	.3		2	13			3	33	.2		6	60	.3		5	48		.4
4-Book	4	101	.2		2	29	.1		3	43	.2		4	47	.2		5	45		.4
WI '02		26								11								14		
KBIG-FM																				
WI '03	15	602	.1	.9	11	230	.1	.5	16	232	.1	1.0	19	142	.2	.9	19	169	.2	1.5
FA '02	20	775	.2	1.2	28	322	.2	1.3	30	295	.2	1.7	23	321	.2	1.1	7	258	.1	.5
SU '02	17	639	.1	1.0	12	155	.1	.6	22	265	.2	1.0	23	293	.2	1.1	10	183	.1	.8
SP '02	19	726	.2	1.2	24	198	.2	1.2	19	301	.2	1.2	32	316	.3	1.6	10	175	.1	.8
4-Book	18	686	.2	1.1	19	226	.2	.9	22	273	.2	1.2	24	268	.2	1.2	12	196	.1	.9
WI '02	13	509	.1	.9	6	116		.3	19	203	.2	1.2	16	204	.1	.8	13	107	.1	1.2
KBLA-AM																				
WI '03	7	180	.1	.4	2	45	.1		16	90	.1	1.0	18	110	.1	.9		12		
FA '02	7	132	.1	.4	11	66	.1	.5	4	51	.2		21	53	.2	1.0	1	13		.1
SU '02	1	59	.1		1	12	.1		1	12			4	26		.2		18		
SP '02	4	60	.3		9	44	.1	.4	9	30	.1	.6	6	16		.3				
4-Book	5	108	.1	.3	6	42	.1	.3	8	46	.1	.5	12	51	.1	.6		11		
WI '02	3	147	.2		3	45	.2		5	58	.3		3	42	.2		1	45	.1	.1
KBUA-FM																				
WI '03	8	147	.1	.5	11	80	.1	.5	6	91		.4	11	97	.1	.5	11	69	.1	.9
FA '02	32	272	.3	1.9	49	186	.4	2.4	43	157	.3	2.5	24	114	.2	1.1	20	116	.2	1.5
SU '02	6	107	.4		8	60	.1	.4	12	79	.1	.6	5	54		.2	1	27		.1
SP '02	11	180	.1	.7	33	97	.3	1.6	10	71	.1	.6	6	56		.3	4	70		.3
4-Book	14	177	.1	.9	25	106	.2	1.2	18	100	.1	1.0	12	80	.1	.5	9	71	.1	.7
WI '02	9	90	.1	.6	18	76	.1	1.0	12	76	.1	.8	6	76		.3	6	61		.5
KBUE-FM																				
WI '03	110	1288	.9	6.9	102	626	.8	5.1	119	700	.9	7.4	135	850	1.1	6.5	94	630	.7	7.4
FA '02	117	1241	.9	7.1	160	651	1.3	7.7	122	501	1.0	7.0	135	730	1.1	6.4	88	484	.7	6.6
SU '02	97	1094	.8	5.8	129	570	1.1	6.8	111	638	.9	5.2	138	650	1.1	6.5	55	473	.5	4.3
SP '02	75	815	.6	4.8	115	577	.9	5.7	92	479	.8	5.9	85	441	.7	4.3	39	321	.3	3.1
4-Book	100	1110	.8	6.2	127	606	1.0	6.3	111	580	.9	6.4	123	668	1.0	5.9	69	477	.6	5.4
WI '02	60	961	.5	4.1	77	542	.6	4.5	66	427	.5	4.2	79	570	.6	4.0	45	416	.4	4.1
KCBS-FM																				
WI '03	43	870	.3	2.7	55	384	.4	2.7	65	414	.5	4.1	64	495	.5	3.1	28	282	.2	2.2
FA '02	26	880	.2	1.6	29	359	.2	1.4	26	394	.2	1.5	50	440	.4	2.4	15	247	.1	1.1
SU '02	43	1046	.4	2.6	49	399	.4	2.6	60	510	.5	2.8	54	436	.4	2.5	25	266	.2	2.0
SP '02	33	1093	.3	2.1	26	398	.2	1.3	24	472	.2	1.5	43	541	.4	2.2	38	395	.3	3.0
4-Book	36	972	.3	2.3	40	385	.3	2.0	44	448	.4	2.5	53	478	.4	2.6	27	298	.2	2.1
WI '02	37	788	.3	2.5	42	232	.3	2.4	63	470	.5	4.0	51	384	.4	2.6	18	200	.1	1.6
KDIS-AM																				
WI '03	7	238	.1	.4	10	96	.1	.5	11	83	.1	.7	4	83		.2	4	26		.3
FA '02	10	354	.1	.6	23	215	.2	1.1	8	102	.1	.5	10	149	.1	.5	5	88		.4
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	12	429	.1	.8	12	151	.1	.6	10	156	.1	.6	18	167	.1	.9	11	64	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	10	206	.1	.7	10	124	.1	.6	7	80	.1	.4	18	106	.1	.9	5	32		.5
+KDLD-FM																				
KSSC-FM																				
WI '03	10	257	.1	.6	10	111	.1	.5	11	103	.1	.7	13	132	.1	.6	6	60		.5
FA '02	13	210	.1	.8	23	103	.2	1.1	24	106	.2	1.4	14	67	.1	.7	3	53		.2
SU '02	5	122	.3		6	33	.3		6	56	.3		7	52	.1	.3	6	62		.5
SP '02	3	155	.2		2	70	.1		2	53	.1		4	42		.2	4	56		.3
4-Book	8	186	.1	.5	10	79	.1	.5	11	80	.1	.6	10	73	.1	.5	5	58		.4
WI '02	1	73	.1		2	28	.1		2	13	.1			15				15		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KDLE-FM																				
KSSD-FM																				
WI '03	12	355	.1	.8	12	142	.1	.6	15	148	.1	.9	19	237	.2	.9	8	181	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	8	287	.1	.5	8	112	.1	.4	4	89	.2	.2	8	117	.1	.4	13	66	.1	1.0
FA '02	8	211	.1	.5	5	74	.2	.2	4	65	.2	.2	10	49	.1	.5	15	59	.1	1.1
SU '02	16	264	.1	1.0	19	135	.2	1.0	23	178	.2	1.1	23	166	.2	1.1	17	137	.1	1.3
SP '02	12	282	.1	.8	7	41	.1	.3	8	88	.1	.5	1	28	.1	.1	36	148	.3	2.8
4-Book	11	261	.1	.7	10	91	.1	.5	10	105	.1	.5	11	90	.1	.5	20	103	.2	1.6
WI '02	9	164	.1	.6	6	87	.3	.3	1	14	.1	.1	15	42	.1	.8	22	75	.2	2.0
KFSH-FM																				
WI '03	5	142	.1	.3	7	45	.1	.3	1	39	.1	.1	9	82	.1	.4	1	22	.1	.1
FA '02	10	224	.1	.6	12	88	.1	.6	5	102	.3	.3	24	147	.2	1.1	9	56	.1	.7
SU '02	6	236	.1	.4	4	69	.2	.2	10	171	.1	.5	10	119	.1	.5	3	51	.1	.2
SP '02	3	166	.2	.2	6	82	.3	.3	1	40	.1	.1	5	72	.3	.3				
4-Book	6	192	.4	.4	7	71	.1	.4	4	88	.3	.3	12	105	.1	.6	3	32	.1	.3
WI '02	8	205	.1	.6	10	148	.1	.6	4	91	.3	.3	19	150	.2	1.0	7	99	.1	.6
KFWB-AM																				
WI '03	2	151	.1	.1	9	107	.1	.4	2	60	.1	.1	3	65	.1	.1		14		
FA '02	1	83	.1	.1	3	42	.1	.1	2	40	.1	.1	1	25	.1	.1				
SU '02	2	142	.1	.1	4	67	.2	.2	6	45	.3	.3		24						
SP '02	4	108	.3	.3	11	108	.1	.5		20			7	64	.1	.4	3	58		.2
4-Book	2	121	.2	.2	7	81	.1	.3	3	41	.1	.1	3	45	.1	.1	1	18		.1
WI '02	3	182	.2	.2	9	142	.1	.5	2	42	.1	.1	2	44	.1	.1	2	59		.2
KHHT-FM																				
WI '03	52	1338	.4	3.3	41	543	.3	2.0	46	551	.4	2.9	54	581	.4	2.6	58	564	.5	4.5
FA '02	46	1229	.4	2.8	38	414	.3	1.8	43	386	.3	2.5	53	513	.4	2.5	55	543	.4	4.1
SU '02	55	1322	.5	3.3	28	340	.2	1.5	73	644	.6	3.4	73	536	.6	3.4	45	533	.4	3.5
SP '02	52	1328	.4	3.3	37	451	.3	1.8	68	591	.6	4.4	68	626	.6	3.4	35	540	.3	2.7
4-Book	51	1304	.4	3.2	36	437	.3	1.8	58	543	.5	3.3	62	564	.5	3.0	48	545	.4	3.7
WI '02	45	1405	.4	3.1	35	420	.3	2.0	23	421	.2	1.5	38	435	.3	1.9	54	530	.4	4.9
KHJ -AM																				
WI '03	4	165	.3	.3	5	51	.2	.2	5	77	.3	.3	4	65	.2	.2	1	37		.1
FA '02	4	128	.2	.2	3	24	.1	.1	11	78	.1	.6	1	27				13		
SU '02	11	225	.1	.7	19	68	.2	1.0	25	119	.2	1.2	12	104	.1	.6	2	33		.2
SP '02	5	156	.3	.3	5	86	.2	.2	5	71	.3	.3	10	70	.1	.5	3	43		.2
4-Book	6	169	.4	.4	8	57	.1	.4	12	86	.1	.6	7	67	.1	.3	2	32		.1
WI '02	13	209	.1	.9	14	104	.1	.8	21	165	.2	1.3	19	89	.2	1.0	7	60	.1	.6
KIIS-FM																				
WI '03	94	2748	.7	5.9	109	1129	.9	5.4	86	1098	.7	5.4	131	1401	1.0	6.3	81	1031	.6	6.3
FA '02	105	2888	.8	6.4	151	1501	1.2	7.3	80	1120	.6	4.6	145	1522	1.2	6.8	69	903	.5	5.2
SU '02	144	3510	1.2	8.6	155	1397	1.3	8.2	183	1828	1.5	8.6	193	1781	1.6	9.1	118	1343	1.0	9.3
SP '02	80	2895	.7	5.1	78	1090	.6	3.9	78	1145	.6	5.0	106	1444	.9	5.3	64	998	.5	5.0
4-Book	106	3010	.9	6.5	123	1279	1.0	6.2	107	1298	.9	5.9	144	1537	1.2	6.9	83	1069	.7	6.5
WI '02	98	2997	.8	6.8	105	1265	.9	6.1	121	1216	1.0	7.7	152	1657	1.2	7.7	66	897	.5	6.0
KVVS-FM																				
WI '03	4	130	.3	.3	9	106	.1	.4	2	55	.1	.1	4	38	.2	.2	2	26		.2
FA '02	2	79	.1	.1	3	38	.1	.1		25			6	66	.3	.3	1	26		.1
SU '02	7	217	.1	.4	2	42	.1	.1	12	156	.1	.6	7	114	.1	.3	4	44		.3
SP '02	5	111	.3	.3	10	64	.1	.5	3	36	.2	.2	5	61	.3	.3	6	48		.5
4-Book	5	134	.3	.3	6	63	.1	.3	4	68	.2	.2	6	70	.3	.3	3	36		.3
WI '02	8	177	.1	.6	13	141	.1	.8	7	85	.1	.4	10	104	.1	.5	5	50		.5

** Station(s) not reported this survey.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KJLH-FM																				
WI '03	13	333	.1	.8	8	101	.1	.4	14	106	.1	.9	10	127	.1	.5	8	104	.1	.6
FA '02	14	300	.1	.9	14	124	.1	.7	14	90	.1	.8	13	147	.1	.6	18	106	.1	1.3
SU '02	7	203	.1	.4	8	31	.1	.4	6	58		.3	3	84		.1		6		
SP '02	11	285	.1	.7	8	93	.1	.4	6	93		.4	13	127	.1	.7	4	66		.3
4-Book	11	280	.1	.7	10	87	.1	.5	10	87	.1	.6	10	121	.1	.5	8	71	.1	.6
WI '02	19	432	.2	1.3	22	196	.2	1.3	9	98	.1	.6	17	210	.1	.9	14	140	.1	1.3
KKBT-FM																				
WI '03	94	2952	.7	5.9	132	1230	1.0	6.6	74	1126	.6	4.6	116	1503	.9	5.6	75	1171	.6	5.9
FA '02	114	2843	.9	6.9	171	1269	1.4	8.2	97	1061	.8	5.6	158	1516	1.3	7.4	84	1142	.7	6.3
SU '02	84	2610	.7	5.0	105	958	.9	5.6	92	1202	.8	4.3	107	1201	.9	5.0	68	955	.6	5.4
SP '02	111	2919	.9	7.1	167	1328	1.4	8.3	90	1269	.7	5.8	136	1547	1.1	6.8	97	1121	.8	7.6
4-Book	101	2831	.8	6.2	144	1196	1.2	7.2	88	1165	.7	5.1	129	1442	1.1	6.2	81	1097	.7	6.3
WI '02	96	2818	.8	6.6	110	1190	.9	6.4	105	1298	.9	6.7	140	1489	1.1	7.1	73	1101	.6	6.6
KKLA-FM																				
WI '03	2	44		.1	6	44		.3	3	32		.2	1	12				15		
FA '02	3	125		.2	8	98		.1	1	17		.1	5	30		.2		10		
SU '02	2	60		.1	3	17		.2	3	22		.1	3	22		.1				
SP '02		31																		
4-Book	2	65		.1	4	40		.2	2	18		.1	2	16		.1		6		
WI '02	2	56		.1	4	29		.2	2	30		.1	2	15		.1	1	42		.1
KLAC-AM																				
WI '03	1	101		.1	1	14							2	23		.1	4	51		.3
FA '02		69				9								13			1	43		.1
SU '02	5	120		.3	1	12		.1	2	29		.1	8	58		.1	8	63		.1
SP '02	7	202		.1									7	106		.1	8	89		.1
4-Book	3	123		.2	1	9			1	7			4	50		.1	5	62		.1
WI '02	3	121		.2									8	80		.1	5	85		.5
KLAX-FM																				
WI '03	80	1184	.6	5.0	97	548	.8	4.8	98	618	.8	6.1	83	517	.7	4.0	45	334	.4	3.5
FA '02	51	938	.4	3.1	77	399	.6	3.7	92	503	.7	5.3	50	463	.4	2.4	17	292	.1	1.3
SU '02	68	979	.6	4.0	74	423	.6	3.9	108	558	.9	5.1	82	532	.7	3.8	25	263	.2	2.0
SP '02	69	996	.6	4.4	70	354	.6	3.5	74	428	.6	4.7	88	461	.7	4.4	42	347	.3	3.3
4-Book	67	1024	.6	4.1	80	431	.7	4.0	93	527	.8	5.3	76	493	.6	3.7	32	309	.3	2.5
WI '02	41	942	.3	2.8	30	345	.2	1.7	55	461	.5	3.5	50	464	.4	2.5	37	275	.3	3.4
KLCS-FM																				
WI '03	32	1110	.3	2.0	38	432	.3	1.9	22	386	.2	1.4	47	545	.4	2.3	33	360	.3	2.6
FA '02	33	949	.3	2.0	46	432	.4	2.2	42	424	.3	2.4	42	435	.3	2.0	23	219	.2	1.7
SU '02	49	1242	.4	2.9	53	530	.4	2.8	72	598	.6	3.4	53	536	.4	2.5	32	354	.3	2.5
SP '02	42	1069	.3	2.7	39	375	.3	1.9	48	487	.4	3.1	66	614	.5	3.3	35	436	.3	2.7
4-Book	39	1093	.3	2.4	44	442	.4	2.2	46	474	.4	2.6	52	533	.4	2.5	31	342	.3	2.4
WI '02	20	785	.2	1.4	18	256	.1	1.0	21	243	.2	1.3	44	353	.4	2.2	13	273	.1	1.2
KLTX-FM																				
WI '03	41	622	.3	2.6	59	362	.5	2.9	44	213	.3	2.7	100	407	.8	4.8	22	196	.2	1.7
FA '02	30	480	.2	1.8	58	258	.5	2.8	23	129	.2	1.3	64	176	.5	3.0	17	125	.1	1.3
SU '02	21	457	.2	1.2	42	188	.3	2.2	20	199	.2	.9	52	266	.4	2.4	5	76		.4
SP '02	46	573	.4	2.9	145	401	1.2	7.2	56	311	.5	3.6	38	212	.3	1.9	13	151	.1	1.0
4-Book	35	533	.3	2.1	76	302	.6	3.8	36	213	.3	2.1	64	265	.5	3.0	14	137	.1	1.1
WI '02	24	560	.2	1.7	58	313	.5	3.4	28	171	.2	1.8	40	258	.3	2.0	6	104		.5
KLTX-AM																				
WI '03	4	105		.3	3	36		.1	3	36		.2	9	46		.1	3	45		.2
FA '02	6	94		.4	4	54		.2					9	54		.1	12	81		.1
SU '02	13	59		.1	27	44		.2	20	44		.2	4	41		.2	11	32		.1
SP '02	14	104		.1	23	57		.2	18	47		.1	18	47		.1	1	15		.1
4-Book	9	91		.1	14	48		.1	10	32		.1	10	47		.1	7	43		.1
WI '02	8	90		.1	17	65		.1	6	45		.4	12	60		.1	6	30		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Men 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLVE-FM																				
WI '03	27	830	.2	1.7	27	331	.2	1.3	32	304	.3	2.0	29	345	.2	1.4	27	361	.2	2.1
FA '02	33	833	.3	2.0	43	394	.3	2.1	47	332	.4	2.7	34	374	.3	1.6	19	246	.2	1.4
SU '02	24	634	.2	1.4	19	231	.2	1.0	30	288	.2	1.4	18	262	.1	.8	28	205	.2	2.2
SP '02	17	614	.1	1.1	27	266	.2	1.3	13	191	.1	.8	29	300	.2	1.5	11	161	.1	.9
4-Book	25	728	.2	1.6	29	306	.2	1.4	31	279	.3	1.7	28	320	.2	1.3	21	243	.2	1.7
WI '02	34	818	.3	2.3	25	332	.2	1.5	48	368	.4	3.1	44	267	.4	2.2	35	336	.3	3.2
KLYY-FM																				
WI '03	13	282	.1	.8	13	107	.1	.6	14	146	.1	.9	16	111	.1	.8	10	125	.1	.8
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	9	326	.1	.6	5	99		.2	9	98	.1	.6	10	141	.1	.5	14	177	.1	1.1
FA '02	7	365	.1	.4	5	84		.2	6	94		.3	7	115	.1	.3	10	161	.1	.7
SU '02	9	260	.1	.5	8	74	.1	.4	18	140	.1	.8	10	105	.1	.5	6	91		.5
SP '02	7	225	.1	.4	7	72	.1	.3	6	62		.4	5	75		.3	6	90		.5
4-Book	8	294	.1	.5	6	82	.1	.3	10	99	.1	.5	8	109	.1	.4	9	130	.1	.7
WI '02	4	216		.3	3	98		.2	1	56		.1	7	103	.1	.4	4	54		.4
KNX -AM																				
WI '03	8	320	.1	.5	10	131	.1	.5	13	133	.1	.8	10	122	.1	.5	7	76	.1	.5
FA '02	3	227		.2	6	126		.3	2	70		.1	2	42		.1	3	55		.2
SU '02	4	247		.2	5	77		.3	3	61		.1	6	78		.3	4	41		.3
SP '02	3	140		.2	3	42		.1	2	53		.1		12			5	49		.4
4-Book	5	234		.3	6	94		.3	5	79		.3	5	64		.2	5	55		.4
WI '02	1	92		.1	4	48		.2					3	55		.2	1	29		.1
KOST-FM																				
WI '03	23	760	.2	1.4	24	272	.2	1.2	16	182	.1	1.0	26	348	.2	1.2	28	336	.2	2.2
FA '02	29	863	.2	1.8	21	266	.2	1.0	42	236	.3	2.4	37	376	.3	1.7	29	326	.2	2.2
SU '02	24	678	.2	1.4	17	214	.1	.9	34	316	.3	1.6	17	240	.1	.8	14	196	.1	1.1
SP '02	19	743	.2	1.2	7	206	.1	.3	18	252	.1	1.2	23	318	.2	1.2	30	290	.2	2.4
4-Book	24	761	.2	1.5	17	240	.2	.9	28	247	.2	1.6	26	321	.2	1.2	25	287	.2	2.0
WI '02	25	766	.2	1.7	20	306	.2	1.2	32	254	.3	2.0	32	264	.3	1.6	17	206	.1	1.5
KPWR-FM																				
WI '03	299	5266	2.4	18.7	401	3040	3.2	20.0	283	2403	2.2	17.7	382	3387	3.0	18.3	238	2422	1.9	18.6
FA '02	315	5302	2.5	19.1	372	2930	3.0	17.9	261	2233	2.1	15.1	471	3584	3.7	22.2	265	2499	2.1	19.8
SU '02	275	5150	2.3	16.3	323	2501	2.7	17.1	333	2805	2.7	15.7	354	3094	2.9	16.6	219	2360	1.8	17.3
SP '02	278	4823	2.3	17.7	358	2696	2.9	17.7	196	2206	1.6	12.5	443	3120	3.6	22.3	251	2113	2.1	19.7
4-Book	292	5135	2.4	18.0	364	2792	3.0	18.2	268	2412	2.2	15.3	413	3296	3.3	19.9	243	2349	2.0	18.9
WI '02	286	5152	2.3	19.7	367	3010	3.0	21.3	262	2475	2.2	16.7	393	3121	3.2	20.0	231	2304	1.9	20.9
KRCD-FM																				
WI '03	14	222	.1	.9	21	104	.2	1.0	14	107	.1	.9	15	136	.1	.7	11	76	.1	.9
FA '02	7	160	.1	.4	6	41		.3	14	87	.1	.8	9	78	.1	.4	1	9		.1
SU '02	1	90		.1	3	24		.2	3	62		.1	1	28						
SP '02	3	114		.2	3	43		.1	4	58		.3	5	56		.3	1	30		.1
4-Book	6	147	.1	.4	8	53	.1	.4	9	79	.1	.5	8	75	.1	.4	3	29		.3
WI '02	7	196	.1	.5	6	73		.3	8	82	.1	.5	11	101	.1	.6	3	30		.3
KRCV-FM																				
WI '03		12											1	12						
FA '02		42								16				13						
SU '02	7	139	.1	.4	.2	44		.1	6	48		.3	8	69	.1	.4	5	50		.4
SP '02	3	98		.2	3	43		.1	3	57		.2	3	54		.2	4	26		.3
4-Book	3	73		.2	1	22		.1	2	30		.1	3	37		.2	2	19		.2
WI '02	3	104		.2	1	30		.1	2	29		.1	5	45		.3	2	30		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
WI '03	1	52	.1		1	25				12			1	15			1	26	.1	
FA '02		55				29								13			1	13	.1	
SU '02	3	69	.2		5	43	.3		5	43	.2		2	29	.1		2	15	.2	
SP '02	1	14	.1		3	14	.1		3	14	.2									
4-Book	1	48	.1		2	28	.1		2	17	.1		1	14			1	14	.1	
WI '02		26								11							1	15	.1	
KRLH-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '02																				
SU '02																				
SP '02																				
4-Book																				
WI '02																				
KROQ-FM																				
WI '03	219	3861	1.7	13.7	382	2229	3.0	19.0	181	1609	1.4	11.3	271	2264	2.2	13.0	179	1640	1.4	14.0
FA '02	227	4090	1.8	13.8	273	2007	2.2	13.2	214	1724	1.7	12.3	288	2471	2.3	13.6	222	1921	1.8	16.6
SU '02	260	4104	2.1	15.4	265	1929	2.2	14.1	261	2252	2.1	12.3	341	2595	2.8	16.0	284	2304	2.3	22.4
SP '02	223	3814	1.8	14.2	285	1986	2.3	14.1	187	1695	1.5	12.0	293	2394	2.4	14.7	213	1944	1.7	16.7
4-Book	232	3967	1.9	14.3	301	2038	2.4	15.1	211	1820	1.7	12.0	298	2431	2.4	14.3	225	1952	1.8	17.4
WI '02	230	3981	1.9	15.9	251	1935	2.1	14.6	228	1918	1.9	14.5	355	2767	2.9	18.0	170	1859	1.4	15.4
KRTH-FM																				
WI '03	22	982	.2	1.4	27	385	.2	1.3	28	352	.2	1.7	30	327	.2	1.4	14	236	.1	1.1
FA '02	34	1083	.3	2.1	34	395	.3	1.6	43	352	.3	2.5	41	453	.3	1.9	30	422	.2	2.2
SU '02	41	1095	.3	2.4	39	358	.3	2.1	44	535	.4	2.1	63	521	.5	3.0	37	362	.3	2.9
SP '02	47	1097	.4	3.0	52	413	.4	2.6	73	388	.6	4.7	55	487	.5	2.8	32	377	.3	2.5
4-Book	36	1064	.3	2.2	38	388	.3	1.9	47	407	.4	2.8	47	447	.4	2.3	28	349	.2	2.2
WI '02	26	876	.2	1.8	24	270	.2	1.4	44	269	.4	2.8	37	467	.3	1.9	14	237	.1	1.3
KSCA-FM																				
WI '03	35	824	.3	2.2	67	426	.5	3.3	27	282	.2	1.7	58	302	.5	2.8	10	143	.1	.8
FA '02	49	760	.4	3.0	92	428	.7	4.4	68	356	.5	3.9	34	258	.3	1.6	24	244	.2	1.8
SU '02	49	726	.4	2.9	122	396	1.0	6.5	59	375	.5	2.8	32	274	.3	1.5	31	179	.3	2.4
SP '02	55	889	.5	3.5	145	539	1.2	7.2	57	452	.5	3.6	22	229	.2	1.1	18	193	.1	1.4
4-Book	47	800	.4	2.9	107	447	.9	5.4	53	366	.4	3.0	37	266	.3	1.8	21	190	.2	1.6
WI '02	45	790	.4	3.1	97	478	.8	5.6	61	338	.5	3.9	23	281	.2	1.2	33	334	.3	3.0
KSPN-AM																				
WI '03	4	145	.3		6	29		.3	7	92	.1	.4	7	42	.1	.3	2	22		.2
FA '02	1	87	.1						1	27		.1	2	40		.1				
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	1	69	.1														2	31		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	33	679	.3	2.1	36	359	.3	1.8	33	297	.3	2.1	43	338	.3	2.1	31	369	.2	2.4
FA '02	24	657	.2	1.5	33	310	.3	1.6	24	321	.2	1.4	29	292	.2	1.4	14	227	.1	1.0
SU '02	22	557	.2	1.3	19	152	.2	1.0	31	283	.3	1.5	27	171	.2	1.3	14	158	.1	1.1
SP '02	27	518	.2	1.7	21	156	.2	1.0	48	290	.4	3.1	36	207	.3	1.8	24	175	.2	1.9
4-Book	27	603	.2	1.7	27	244	.3	1.4	34	298	.3	2.0	34	252	.3	1.7	21	232	.2	1.6
WI '02	17	550	.1	1.2	28	225	.2	1.6	22	205	.2	1.4	23	259	.2	1.2	7	183	.1	.6
KSUR-AM																				
WI '03		14															1	14		.1
FA '02		16																		
SU '02																				
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 12-24																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTNQ-AM																						
WI '03		2	92	.1		2	29	.1		2	41	.1		1	30			1	25			
FA '02		2	53	.1		1	13			3	26	.2		2	39	.1		4	27	.3		
SU '02		1	59	.1		1	13	.1		1	14			2	32	.1		1	18			
SP '02			14											1	14	.1		1	14			
4-Book		1	55	.1		1	14	.1		2	20	.1		2	29	.1		2	21	.2		
WI '02		3	165	.2		4	60	.2		3	45	.2		3	60	.2		3	30			.3
KTWV-FM																						
WI '03		15	336	.1	.9	13	129	.1	.6	22	133	.2	1.4	6	98	.3		15	125	.1	1.2	
FA '02		19	360	.2	1.2	23	172	.2	1.1	32	181	.3	1.8	20	143	.2	.9	11	198	.1	.8	
SU '02		10	215	.1	.6	9	49	.1	.5	7	48	.1	.3	10	83	.1	.5	10	100	.1	.8	
SP '02		10	242	.1	.6	11	120	.1	.5	9	123	.1	.6	19	144	.2	1.0	6	51	.5		.5
4-Book		14	288	.1	.8	14	118	.1	.7	18	121	.2	1.0	14	117	.1	.7	11	119	.1	.8	
WI '02		14	283	.1	1.0	10	110	.1	.6	17	87	.1	1.1	14	133	.1	.7	22	142	.2	2.0	
KWJZ-FM																						
WI '03		21	340	.2	1.3	14	164	.1	.7	22	239	.2	1.4	30	168	.2	1.4	21	134	.2	1.6	
FA '02		23	358	.2	1.4	25	178	.2	1.2	45	180	.4	2.6	17	166	.1	.8	8	122	.1	.6	
SU '02		24	301	.2	1.4	26	171	.2	1.4	41	174	.3	1.9	31	159	.3	1.5	6	78	.5		.5
SP '02		20	370	.2	1.3	12	119	.1	.6	23	197	.2	1.5	33	168	.3	1.7	19	142	.2	1.5	
4-Book		22	342	.2	1.4	19	158	.2	1.0	33	198	.3	1.9	28	165	.2	1.4	14	119	.1	1.1	
WI '02		17	299	.1	1.2	4	64		.2	22	119	.2	1.4	22	119	.2	1.1	19	118	.2	1.7	
KWKV-AM																						
WI '03			26			1	14															
FA '02			40			2	13	.1			13								13			
SU '02			13							1	13				13							
SP '02			28																2	28	.2	
4-Book			27			1	7				7				3			1	10	.1		
WI '02		3	109	.2		6	49	.3		1	30	.1		4	30	.2		1	15	.1		
KWVE-FM																						
WI '03		2	154	.1		3	29	.1		1	25	.1		3	49	.1		1	26	.1		
FA '02		7	123	.1	.4	5	29	.2		4	40	.2		6	57	.3		8	47	.1	.6	
SU '02		2	72	.1		1	24	.1		1	12								12			
SP '02		3	106	.2		4	44	.2		7	60	.1	.4	1	14	.1		1	14	.1		
4-Book		4	114	.2		3	32	.2		3	34	.2		3	30	.1		3	25	.2		
WI '02		1	54	.1		1	22	.1		1	11	.1										
KXOL-FM																						
WI '03		29	555	.2	1.8	36	251	.3	1.8	46	279	.4	2.9	35	230	.3	1.7	11	198	.1	.9	
FA '02		26	683	.2	1.6	25	246	.2	1.2	44	347	.3	2.5	39	329	.3	1.8	11	172	.1	.8	
SU '02		19	420	.2	1.1	16	108	.1	.8	32	210	.3	1.5	20	206	.2	.9	12	135	.1	.9	
SP '02		48	624	.4	3.1	38	257	.3	1.9	70	307	.6	4.5	44	277	.4	2.2	31	216	.3	2.4	
4-Book		31	571	.3	1.9	29	216	.2	1.4	48	286	.4	2.9	35	261	.3	1.7	16	180	.2	1.3	
WI '02		25	457	.2	1.7	34	224	.3	2.0	35	238	.3	2.2	25	252	.2	1.3	14	195	.1	1.3	
KYSR-FM																						
WI '03		20	1037	.2	1.3	22	269	.2	1.1	8	288	.1	.5	40	540	.3	1.9	13	281	.1	1.0	
FA '02		42	846	.3	2.6	43	312	.3	2.1	72	418	.6	4.2	69	547	.5	3.3	18	280	.1	1.3	
SU '02		43	1160	.4	2.6	41	474	.3	2.2	70	586	.6	3.3	59	579	.5	2.8	20	317	.2	1.6	
SP '02		28	1291	.2	1.8	37	427	.3	1.8	27	358	.2	1.7	36	516	.3	1.8	26	499	.2	2.0	
4-Book		33	1084	.3	2.1	36	371	.3	1.8	44	413	.4	2.4	51	546	.4	2.5	19	344	.2	1.5	
WI '02		25	858	.2	1.7	43	372	.4	2.5	26	357	.2	1.7	37	444	.3	1.9	17	239	.1	1.5	
+KZAB-FM																						
KFSG-FM																						
WI '03		6	221	.4		7	63	.1	.3	10	94	.1	.6	6	87	.3		6	77	.5		.5
FA '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KZLA-FM																				
WI '03	19	347	.2	1.2	19	184	.2	.9	42	136	.3	2.6	23	137	.2	1.1	9	137	.1	.7
FA '02	6	283		.4	4	58		.2	6	122		.3	8	136	.1	.4	6	69		.4
SU '02	16	414	.1	1.0	32	193	.3	1.7	15	192	.1	.7	15	201	.1	.7	16	126	.1	1.3
SP '02	10	364	.1	.6	12	172	.1	.6	7	138	.1	.4	17	116	.1	.9	7	92	.1	.5
4-Book	13	352	.1	.8	17	152	.2	.9	18	147	.1	1.0	16	148	.1	.8	10	106	.1	.7
WI '02	17	359	.1	1.2	20	236	.2	1.2	13	106	.1	.8	20	191	.2	1.0	9	142	.1	.8
KGGI-FM																				
WI '03	15	551	.1	.9	13	187	.1	.6	10	186	.1	.6	22	235	.2	1.1	16	229	.1	1.3
FA '02	9	300	.1	.5	13	115	.1	.6	11	134	.1	.6	12	187	.1	.6	12	99	.1	.9
SU '02	15	627	.1	.9	8	121	.1	.4	17	242	.1	.8	25	233	.2	1.2	9	176	.1	.7
SP '02	11	451	.1	.7	12	182	.1	.6	14	171	.1	.9	14	199	.1	.7	11	196	.1	.9
4-Book	13	482	.1	.8	12	151	.1	.6	13	183	.1	.7	18	214	.2	.9	12	175	.1	1.0
WI '02	12	482	.1	.8	9	153	.1	.5	7	101	.1	.4	12	214	.1	.6	18	192	.1	1.6
TOTALS																				
WI '03	1599	11807	12.7		2010	9623	16.0		1602	7474	12.7		2084	9540	16.5		1277	7747	10.1	
FA '02	1647	11832	13.1		2075	9242	16.5		1733	7201	13.8		2123	9561	16.9		1339	7970	10.6	
SU '02	1684	11419	13.8		1885	8444	15.5		2120	8827	17.4		2130	9324	17.5		1269	7599	10.4	
SP '02	1569	11377	12.9		2024	8824	16.6		1563	7369	12.8		1989	9290	16.3		1273	7464	10.5	
4-Book	1625	11609	13.1		1999	9033	16.2		1755	7718	14.2		2082	9429	16.8		1290	7695	10.4	
WI '02	1451	11325	11.9		1719	8858	14.1		1569	7293	12.9		1968	9150	16.2		1103	7385	9.1	

Target Listener Trends - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	5	80	.3	2	28	.2						5	14	.3						
4-Book	3	78	.2	2	26	.2		1	3	.1		7	13	.1	.4					
KBIG-FM																				
WI '03	15	420	.1	.8	13	358	.1	1.0	16	64	.1	1.5	29	75	.2	1.5	6	44	.4	
4-Book	22	506	.2	1.1	15	297	.1	1.2	11	42	.1	.9	34	93	.3	1.7	18	50	.2	1.1
KBLA-AM																				
WI '03	12	167	.1	.6	2	62	.2		1	12	.1		8	23	.1	.4	6	23	.4	
4-Book	8	93	.1	.4	2	39	.2		3	13	.2		3	9	.1	.1	4	13	.3	
KBUA-FM																				
WI '03	9	133	.1	.5	4	66	.3		3	14	.3		6	28	.3		5	25	.3	
4-Book	18	152	.2	1.0	11	114	.1	.8	20	56	.2	1.7	21	55	.2	1.1	17	41	.1	1.1
KBUE-FM																				
WI '03	119	1165	.9	6.3	104	787	.8	7.9	91	274	.7	8.3	156	359	1.2	7.8	150	277	1.2	9.0
4-Book	120	972	1.0	6.2	85	644	.7	6.5	93	244	.7	7.8	138	341	1.1	7.0	103	227	.8	6.3
KCBS-FM																				
WI '03	62	765	.5	3.3	21	389	.2	1.6	6	53	.5		42	151	.3	2.1	24	152	.2	1.4
4-Book	46	791	.4	2.4	27	503	.3	2.1	18	88	.1	1.5	36	155	.3	1.8	46	160	.4	2.9
KDIS-AM																				
WI '03	9	207	.1	.5	7	76	.1	.5	4	46	.4		5	30	.3		7	12	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	11	184	.1	.6	10	164	.1	.8	21	39	.2	1.9	13	66	.1	.7	12	36	.1	.7
4-Book	10	132	.1	.6	6	120	.5		8	13	.1	.7	6	33	.3		10	41	.1	.6
+KDLE-FM																				
KSSD-FM																				
WI '03	15	289	.1	.8	9	162	.1	.7	10	53	.1	.9	16	73	.1	.8	13	52	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	6	214	.3		9	124	.1	.7					3	17	.2		18	39	.1	1.1
4-Book	10	177	.1	.5	6	122	.5		4	19	.4		3	24	.2		14	44	.1	.9
KFSH-FM																				
WI '03	6	82	.3		6	118	.5		14	29	.1	1.3	17	63	.1	.9	6	27	.4	
4-Book	8	149	.1	.4	5	107	.4		11	22	.1	1.0	13	42	.1	.7	8	33	.1	.5
KFWB-AM																				
WI '03	4	151	.2			18														
4-Book	4	113	.2		1	27	.1		2	10	.2		1	3	.1		1	3		
KHHT-FM																				
WI '03	47	1031	.4	2.5	55	758	.4	4.2	55	167	.4	5.0	63	234	.5	3.2	34	133	.3	2.0
4-Book	52	966	.4	2.7	51	692	.4	3.9	32	101	.3	2.8	69	219	.6	3.6	44	154	.4	2.7
KHJ -AM																				
WI '03	5	153	.3		4	61	.3		9	25	.1	.8	15	35	.1	.8	3	11	.2	
4-Book	9	144	.1	.5	4	62	.3		6	16	.1	.5	9	18	.1	.5	5	10	.3	
KIIS-FM																				
WI '03	107	2227	.8	5.7	78	1258	.6	5.9	44	214	.3	4.0	122	471	1.0	6.1	83	275	.7	5.0
4-Book	123	2447	1.0	6.3	89	1537	.7	6.8	69	306	.6	5.9	142	567	1.2	7.2	123	404	1.0	7.6
KVVS-FM																				
WI '03	5	106	.3		5	59	.4						10	23	.1	.5	6	11	.4	
4-Book	5	118	.3		5	86	.4		2	10	.2		10	32	.1	.5	14	45	.1	.8
KJLH-FM																				
WI '03	11	204	.1	.6	19	236	.2	1.4	7	47	.1	.6	26	83	.2	1.3	31	102	.2	1.9
4-Book	10	173	.1	.5	16	190	.2	1.2	9	37	.1	.8	14	45	.1	.7	16	50	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 12-24																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	270	3502	2.1	14.4	152	2079	1.2	11.5	113	531	.9	10.3	237	826	1.9	11.9	264	712	2.1	15.8	
	4-Book	266	3476	2.2	13.8	177	2310	1.4	13.5	130	486	1.1	11.1	264	926	2.1	13.5	241	752	2.0	14.8	
KRTH-FM	WI '03	28	718	.2	1.5	16	384	.1	1.2	8	53	.1	.7	38	159	.3	1.9	7	27	.1	.4	
	4-Book	44	815	.4	2.3	26	458	.2	2.0	27	102	.2	2.3	40	154	.3	2.0	31	101	.3	1.9	
KSCA-FM	WI '03	49	674	.4	2.6	28	417	.2	2.1	62	121	.5	5.6	63	179	.5	3.2	40	73	.3	2.4	
	4-Book	65	653	.5	3.3	34	388	.3	2.6	84	162	.7	7.1	52	166	.4	2.7	36	75	.3	2.2	
KSPN-AM	WI '03	7	122	.1	.4	2	36		.2													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	37	530	.3	2.0	28	367	.2	2.1	21	77	.2	1.9	51	139	.4	2.6	35	114	.3	2.1	
	4-Book	32	452	.3	1.7	22	322	.2	1.7	22	79	.2	1.9	39	122	.3	2.0	26	92	.2	1.6	
KSUR-AM	WI '03																					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	2	41		.1	2	39		.2													
	4-Book	1	38		.1	1	21		.1	2	3		.1					1	5		.1	
KTWV-FM	WI '03	14	235	.1	.7	15	215	.1	1.1	22	37	.2	2.0	34	87	.3	1.7	17	53	.1	1.0	
	4-Book	15	220	.1	.8	12	139	.1	.9	13	40	.1	1.1	18	49	.1	.9	16	36	.1	1.0	
KWIZ-FM	WI '03	22	289	.2	1.2	17	199	.1	1.3	11	40	.1	1.0	25	75	.2	1.3	34	97	.3	2.0	
	4-Book	27	264	.2	1.4	18	206	.2	1.4	11	43	.1	.9	32	89	.3	1.6	28	71	.3	1.7	
KWKV-AM	WI '03		14				12															
	4-Book		13				7															
KWE-FM	WI '03	2	90		.1	1	63		.1	2	12		.2	4	25		.2					
	4-Book	3	65		.2	4	69		.3	2	10		.2	6	32		.3	5	13		.3	
KXOL-FM	WI '03	39	450	.3	2.1	24	307	.2	1.8	28	101	.2	2.5	50	126	.4	2.5	29	105	.2	1.7	
	4-Book	38	443	.3	2.0	28	274	.2	2.1	40	99	.3	3.4	53	121	.4	2.8	30	92	.3	1.8	
KYSR-FM	WI '03	22	785	.2	1.2	20	411	.2	1.5	14	83	.1	1.3	29	83	.2	1.5	24	122	.2	1.4	
	4-Book	44	871	.4	2.2	24	460	.2	1.8	19	96	.2	1.6	43	154	.3	2.2	38	133	.3	2.3	
+KZAB-FM																						
KFSG-FM	WI '03	8	177	.1	.4	3	70		.2	6	12		.5					7	14	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	29	271	.2	1.5	9	168	.1	.7	2	12		.2	19	84	.2	1.0	10	33	.1	.6	
	4-Book	17	265	.1	.9	8	171	.1	.6	9	38	.1	.7	14	74	.1	.7	7	31	.1	.4	
KGGI-FM	WI '03	15	446	.1	.8	16	219	.1	1.2	3	11		.3	21	58	.2	1.1	32	92	.3	1.9	
	4-Book	14	364	.1	.7	11	213	.1	.8	4	27		.4	19	74	.2	.9	23	65	.2	1.4	
TOTALS	WI '03	1876	11360	14.9		1322	9374	10.5		1099	3643	8.7		1998	5258	15.9		1667	4325	13.2		
	4-Book	1930	11155	15.6		1307	9303	10.6		1180	3500	9.5		1970	5146	15.9		1632	4296	13.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03								6	14		.4					5	14		.5		
4-Book	3	7		.3				2	7		.1			1	4		.1	2	7		.2
KBIG-FM																					
WI '03	10	44	.1	.8	2	36		.3	13	66	.1	.9	13	59	.1	1.0	11	76	.1	1.1	
4-Book	12	59	.1	1.1	10	43	.1	1.1	15	54	.1	1.1	9	33	.1	.8	11	59	.1	1.1	
KBLA-AM																					
WI '03					2	3		.2	1	12		.1	3	14		.2					
4-Book					2	3		.2	2	9		.1	5	14	.1	.4					
KBUA-FM																					
WI '03	6	14		.5	3	14		.4	3	14		.2	4	25		.3	3	14		.3	
4-Book	7	18	.1	.6	6	17		.7	11	32	.1	.8	3	17		.2	4	18		.4	
KBUE-FM																					
WI '03	80	228	.6	6.7	77	149	.6	9.8	126	325	1.0	8.6	107	254	.8	8.5	44	166	.3	4.3	
4-Book	55	141	.4	4.7	60	118	.5	7.1	99	266	.8	7.0	88	218	.7	7.1	47	138	.4	5.0	
KCBS-FM																					
WI '03	18	91	.1	1.5					10	82	.1	.7	36	116	.3	2.9	26	81	.2	2.6	
4-Book	25	113	.2	2.2	14	56	.1	1.7	20	116	.2	1.4	29	81	.3	2.4	27	87	.2	2.8	
KDIS-AM																					
WI '03	6	27		.5	13	27	.1	1.7	2	32		.1	11	27	.1	.9	7	27	.1	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KDL-D-FM																					
KSSC-FM																					
WI '03	16	59	.1	1.3	6	25		.8	15	49	.1	1.0									
4-Book	9	36	.1	.7	5	17		.6	8	37	.1	.5	2	10		.2	1	3		.1	
+KDLE-FM																					
KSSD-FM																					
WI '03	10	66	.1	.8					6	22		.4	12	58	.1	1.0	7	31	.1	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																					
WI '03	13	37	.1	1.1					6	33		.4	9	17	.1	.7	20	45	.2	2.0	
4-Book	8	29	.1	.7	5	19		.5	8	46	.1	.6	3	14		.2	7	15	.1	.7	
KFSH-FM																					
WI '03	1	11		.1	4	22		.5	4	37		.3	3	23		.2	1	13		.1	
4-Book	1	6		.1	4	28		.5	2	18		.1	4	20		.3	1	10		.1	
KFWB-AM																					
WI '03									4	18		.3									
4-Book	1	4		.1	2	10		.2	1	5		.1									
KHHT-FM																					
WI '03	53	174	.4	4.4	20	73	.2	2.5	19	100	.2	1.3	57	201	.5	4.5	127	260	1.0	12.5	
4-Book	42	153	.3	3.6	24	74	.2	2.8	33	137	.3	2.4	56	192	.5	4.5	97	236	.8	10.2	
KHJ -AM																					
WI '03	7	25	.1	.6																	
4-Book	4	16		.3	1	4		.1	4	13		.3	1	3		.1		2			
KIIS-FM																					
WI '03	90	310	.7	7.5	20	134	.2	2.5	108	413	.9	7.4	57	182	.5	4.5	81	286	.6	8.0	
4-Book	90	347	.7	7.7	33	172	.3	3.9	112	448	.9	8.0	80	280	.7	6.4	55	259	.4	5.8	
KVVS-FM																					
WI '03					6	13		.8	10	34	.1	.7	7	23	.1	.6	2	11		.2	
4-Book	1	11		.1	2	7		.2	6	25	.1	.4	4	19		.3	2	10		.2	
KJLH-FM																					
WI '03	15	75	.1	1.2	11	61	.1	1.4	27	83	.2	1.8	20	60	.2	1.6	10	37	.1	1.0	
4-Book	6	26	.1	.5	23	73	.2	2.6	33	92	.3	2.4	24	49	.2	1.9	5	25		.5	

Target Listener Estimates - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																					
WI '03	117	379	.9	9.7	37	163	.3	4.7	55	313	.4	3.8	69	306	.5	5.5	82	292	.7	8.1	
4-Book	101	353	.8	8.6	43	161	.4	5.0	69	350	.6	5.0	75	296	.6	6.1	74	274	.6	7.8	
KKLA-FM																					
WI '03	1	5		.1	1	3		.1	2	7		.2	1	9		.1		3			
4-Book	1	5		.1	1	3		.1	2	7		.2	1	9		.1		3			
KLAC-AM																					
WI '03	2	12		.2	1	4		.1	2	11		.1	1	13		.1		4	19	.4	
4-Book	2	12		.2	1	4		.1	10	26	.1	.7	17	36	.2	1.3		4	19	.4	
KLAX-FM																					
WI '03	23	93	.2	1.9	113	283	.9	14.4	125	308	1.0	8.6	73	186	.6	5.8	30	109	.2	3.0	
4-Book	53	123	.4	4.5	55	146	.5	6.7	75	184	.6	5.3	51	136	.4	4.0	24	79	.2	2.4	
KLOS-FM																					
WI '03	8	53	.1	.7	18	46	.1	2.3	21	64	.2	1.4	55	176	.4	4.4	13	61	.1	1.3	
4-Book	21	86	.2	1.8	20	62	.2	2.4	21	98	.2	1.5	43	151	.3	3.5	22	79	.2	2.3	
KLSX-FM																					
WI '03	3	14		.2	16	63	.1	2.0	22	60	.2	1.5	5	30		.4	2	12		.2	
4-Book	2	13		.2	17	50	.1	1.9	13	44	.1	.9	5	19		.4	4	24		.4	
KLTX-AM																					
WI '03	12	45	.1	1.0	3	11		.4					6	11		.5					
4-Book	10	36	.1	.8	6	24		.7	8	15	.1	.6	6	13		.5		1	10	.1	
KLVE-FM																					
WI '03	30	76	.2	2.5	30	97	.2	3.8	20	86	.2	1.4	16	74	.1	1.3	15	62	.1	1.5	
4-Book	24	79	.2	2.1	20	61	.2	2.4	26	100	.2	1.9	15	48	.1	1.3	12	47	.1	1.2	
KLYY-FM																					
WI '03	12	61	.1	1.0	9	48	.1	1.1	19	60	.2	1.3	4	24		.3	1	11		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																					
WI '03	5	25		.4	12	43	.1	1.5	5	26		.3					5	37		.5	
4-Book	5	31		.4	6	24	.1	.7	14	44	.1	1.0	9	27	.1	.8	4	23		.4	
KNX -AM																					
WI '03	4	18		.3	2	14		.3	6	27		.4	2	12		.2	3	17		.3	
4-Book	4	18		.3	1	7		.1	5	18		.3	1	7		.1	6	27		.6	
KOST-FM																					
WI '03	30	63	.2	2.5	13	64	.1	1.7	27	89	.2	1.8	25	62	.2	2.0	22	59	.2	2.2	
4-Book	21	73	.2	1.8	13	57	.1	1.6	31	85	.3	2.2	25	60	.2	2.1	14	55	.1	1.4	
KPWR-FM																					
WI '03	257	973	2.0	21.4	121	481	1.0	15.4	289	988	2.3	19.8	262	884	2.1	20.9	185	696	1.5	18.2	
4-Book	219	875	1.8	18.7	142	508	1.2	16.8	247	864	2.0	17.6	233	754	1.9	18.9	195	690	1.6	20.5	
KRCD-FM																					
WI '03	19	73	.2	1.6	11	12	.1	1.4	6	12		.4	8	25	.1	.6	10	25	.1	1.0	
4-Book	5	18	.1	.4	3	3		.4	5	10		.4	3	10		.2	3	6		.3	
KRCV-FM																					
WI '03	2	8		.2	3	8		.4	5	12		.3	7	11		.4	5	5		.2	
4-Book	2	8		.2	3	8		.4	7	11		.4	5	11		.4	5	5		.2	
KRLA-AM																					
WI '03	2	4		.2														1	3		.2
4-Book	2	4		.2														1	3		.2
KRLH-AM																					
WI '03																					
4-Book																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

		Men 12-24																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	121	497	1.0	10.1	85	344	.7	10.8	149	641	1.2	10.2	119	442	.9	9.5	125	529	1.0	12.3	
	4-Book	159	607	1.3	13.7	103	372	.8	12.3	179	659	1.5	12.8	171	609	1.4	13.9	158	585	1.3	16.8	
KRTH-FM	WI '03	22	74	.2	1.8	17	91	.1	2.2	17	102	.1	1.2	19	53	.2	1.5	1	15		.1	
	4-Book	31	109	.3	2.7	24	88	.2	2.8	21	101	.2	1.5	19	73	.2	1.6	17	68	.2	1.8	
KSCA-FM	WI '03	6	23		.5	7	23	.1	.9	23	75	.2	1.6	27	79	.2	2.2	4	25		.4	
	4-Book	14	38	.1	1.2	37	87	.3	4.3	26	84	.2	1.9	21	65	.2	1.7	15	52	.1	1.6	
KSPN-AM	WI '03	1	13		.1					6	12		.4	5	11		.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	31	86	.2	2.6	21	60	.2	2.7	30	102	.2	2.1	12	58	.1	1.0	18	106	.1	1.8	
	4-Book	18	50	.1	1.6	15	45	.1	1.8	23	69	.2	1.7	16	42	.1	1.3	11	49	.1	1.2	
KSUR-AM	WI '03																					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03									14	39	.1	1.0	1	14		.1					
	4-Book	2	7		.1					4	10		.3		4							
KTWV-FM	WI '03	16	56	.1	1.3	5	14		.6	8	45	.1	.5	7	49	.1	.6	9	34	.1	.9	
	4-Book	12	41	.1	1.0	8	17	.1	.9	13	48	.1	.9	9	36	.1	.7	6	24		.6	
KWIZ-FM	WI '03	18	67	.1	1.5	5	12		.6	22	38	.2	1.5	14	36	.1	1.1	8	46	.1	.8	
	4-Book	12	53	.1	1.1	7	22		.8	23	58	.2	1.6	23	54	.2	1.9	10	36	.1	1.1	
KWKV-AM	WI '03									1	12		.1									
	4-Book									1	7		.1									
KWVE-FM	WI '03	1	14		.1					2	10		.1	1	7		.1	1	12		.1	
	4-Book	9	26	.1	.8	4	18	.1	.5	2	10		.1	1	7		.1	2	15		.2	
KXOL-FM	WI '03	2	11		.2	8	37	.1	1.0	33	111	.3	2.3	18	67	.1	1.4	19	102	.2	1.9	
	4-Book	15	38	.1	1.3	20	44	.2	2.4	36	77	.3	2.6	16	39	.1	1.3	12	53	.1	1.2	
KYSR-FM	WI '03	20	77	.2	1.7	12	48	.1	1.5	39	159	.3	2.7	10	66	.1	.8	8	52	.1	.8	
	4-Book	20	96	.2	1.7	13	63	.1	1.5	29	135	.2	2.0	18	68	.2	1.4	9	38	.1	.9	
+KZAB-FM	WI '03	4	32		.3	3	14		.4	1	14		.1	3	12		.2					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	14	40	.1	1.2	3	27		.4	8	52	.1	.5	9	24	.1	.7	5	27		.5	
	4-Book	7	39	.1	.6	8	41	.1	.9	8	44	.1	.6	7	28	.1	.6	4	36		.4	
KGGI-FM	WI '03	23	91	.2	1.9	13	49	.1	1.7	20	61	.2	1.4	9	45	.1	.7	8	36	.1	.8	
	4-Book	16	66	.2	1.4	6	30		.7	7	32	.1	.5	8	38	.1	.7	5	25	.1	.5	
TOTALS	WI '03	1203	3613	9.5		786	2488	6.2		1460	4132	11.6		1255	3474	10.0		1014	3176	8.0		
	4-Book	1166	3574	9.4		845	2538	6.8		1401	3984	11.3		1238	3331	10.0		952	2987	7.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 18-34																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
WI '03	15	378	.1	.5	17	114	.1	.4	35	208	.2	.9	22	200	.1	.6	6	97	.4			
FA '02	28	329	.2	.9	32	95	.2	.7	41	157	.2	1.0	62	204	.4	1.7	15	98	.1	.9		
SU '02	12	303	.1	.4	6	69		.2	23	145	.1	.6	14	158	.1	.4	15	128	.1	.9		
SP '02	23	396	.1	.8	2	49			31	155	.2	.8	38	230	.2	1.1	32	132	.2	1.9		
4-Book	20	352	.1	.7	14	82	.1	.3	33	166	.2	.8	34	198	.2	1.0	17	114	.1	1.0		
WI '02	10	276	.1	.4	3	49		.1	17	105	.1	.4	34	218	.2	1.0	3	47		.2		
KBIG-FM																						
WI '03	49	1437	.3	1.7	52	549	.3	1.2	81	613	.5	2.0	45	530	.3	1.2	33	407	.2	2.0		
FA '02	64	1415	.4	2.1	80	610	.5	1.9	108	676	.6	2.6	83	656	.5	2.3	33	556	.2	2.0		
SU '02	68	1508	.4	2.3	58	457	.3	1.5	118	803	.7	2.9	111	691	.7	3.0	33	440	.2	1.9		
SP '02	69	1489	.4	2.4	68	536	.4	1.6	117	803	.7	2.9	105	686	.6	3.1	31	411	.2	1.8		
4-Book	63	1462	.4	2.1	65	538	.4	1.6	106	724	.6	2.6	86	641	.5	2.4	33	454	.2	1.9		
WI '02	65	1509	.4	2.3	70	656	.4	1.8	107	554	.6	2.8	69	649	.4	2.0	30	415	.2	2.0		
KBLA-AM																						
WI '03	50	547	.3	1.7	21	107	.1	.5	77	290	.4	1.9	148	401	.9	3.9	9	163	.1	.5		
FA '02	40	614	.2	1.3	34	215	.2	.8	51	215	.3	1.2	108	429	.6	2.9	8	101		.5		
SU '02	38	428	.2	1.3	32	131	.2	.8	22	109	.1	.5	115	335	.7	3.1	32	163	.2	1.9		
SP '02	31	377	.2	1.1	21	121	.1	.5	49	140	.3	1.2	69	241	.4	2.0	7	57		.4		
4-Book	40	492	.2	1.4	27	144	.2	.7	50	189	.3	1.2	110	352	.7	3.0	14	121	.1	.8		
WI '02	26	470	.2	.9	30	142	.2	.8	39	163	.2	1.0	52	210	.3	1.5	6	116		.4		
KBUA-FM																						
WI '03	32	336	.2	1.1	44	208	.3	1.0	35	203	.2	.9	36	236	.2	1.0	29	161	.2	1.8		
FA '02	39	396	.2	1.3	63	257	.4	1.5	39	196	.2	.9	32	170	.2	.9	20	136	.1	1.2		
SU '02	18	218	.1	.6	28	142	.2	.7	23	189	.1	.6	26	124	.2	.7	6	77		.3		
SP '02	21	279	.1	.7	39	103	.2	.9	23	141	.1	.6	30	125	.2	.9	6	87		.3		
4-Book	28	307	.2	.9	44	178	.3	1.0	30	182	.2	.8	31	164	.2	.9	15	115	.1	.9		
WI '02	37	237	.2	1.3	66	183	.4	1.7	64	169	.4	1.6	33	168	.2	1.0	8	99		.5		
KBUE-FM																						
WI '03	173	2018	1.0	5.8	216	966	1.2	5.1	236	1222	1.4	5.9	188	1258	1.1	5.0	134	791	.8	8.1		
FA '02	177	1920	1.0	5.9	264	1072	1.5	6.1	217	1055	1.3	5.2	211	1088	1.2	5.7	82	651	.5	5.0		
SU '02	135	1673	.8	4.6	157	665	.9	4.0	174	935	1.0	4.3	198	1072	1.2	5.4	73	558	.4	4.2		
SP '02	137	1386	.8	4.7	201	839	1.2	4.8	218	939	1.3	5.4	147	786	.9	4.3	55	462	.3	3.2		
4-Book	156	1749	.9	5.3	210	886	1.2	5.0	211	1038	1.3	5.2	186	1051	1.1	5.1	86	616	.5	5.1		
WI '02	110	1591	.7	3.9	169	904	1.0	4.2	167	818	1.0	4.3	111	836	.7	3.2	44	427	.3	3.0		
KCBS-FM																						
WI '03	80	1674	.5	2.7	103	680	.6	2.4	141	804	.8	3.5	112	909	.6	3.0	29	426	.2	1.8		
FA '02	53	1623	.3	1.8	49	662	.3	1.1	60	753	.3	1.4	83	915	.5	2.3	40	546	.2	2.4		
SU '02	79	1663	.5	2.7	80	670	.5	2.0	157	812	.9	3.8	105	884	.6	2.9	35	427	.2	2.0		
SP '02	57	1591	.3	2.0	55	508	.3	1.3	75	874	.4	1.9	72	858	.4	2.1	47	570	.3	2.7		
4-Book	67	1638	.4	2.3	72	630	.4	1.7	108	811	.6	2.7	93	892	.5	2.6	38	492	.2	2.2		
WI '02	63	1377	.4	2.3	82	540	.5	2.1	111	804	.7	2.9	81	656	.5	2.4	22	327	.1	1.5		
KDIS-AM																						
WI '03	2	143		.1	1	49			6	80		.2	4	80		.1	1	14		.1		
FA '02	4	156		.1	9	95		.2	3	30		.1	5	63		.1	1	24		.1		
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	4	179		.1	10	84		.2	5	92		.1	5	69		.1	1	16		.1		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	4	161		.1	4	60		.1	6	68		.2	2	48		.1	3	34		.2		
+KDLD-FM																						
KSSC-FM																						
WI '03	23	536	.1	.8	25	244	.1	.6	31	248	.2	.8	32	322	.2	.9	13	197	.1	.8		
FA '02	19	325	.1	.6	29	151	.2	.7	42	201	.2	1.0	19	101	.1	.5	4	55		.2		
SU '02	12	311	.1	.4	14	152	.1	.4	14	156	.1	.3	15	85	.1	.4	7	92		.4		
SP '02	7	244		.2	10	147	.1	.2	9	105	.1	.2	6	79		.2	5	101		.3		
4-Book	15	354	.1	.5	20	174	.1	.5	24	178	.2	.6	18	147	.1	.5	7	111		.4		
WI '02	12	228	.1	.4	8	112		.2	18	113	.1	.5	14	141	.1	.4	10	114	.1	.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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		
	+KDLE-FM																					
KSSD-FM																						
WI '03	15	420	.1	.5	15	192	.1	.4	22	236	.1	.6	21	231	.1	.6	11	236	.1	.7		
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KFI -AM																						
WI '03	31	642	.2	1.0	41	279	.2	1.0	38	275	.2	1.0	47	302	.3	1.3	33	191	.2	2.0		
FA '02	27	624	.2	.9	43	289	.2	1.0	35	378	.2	.8	46	281	.3	1.3	17	208	.1	1.0		
SU '02	35	666	.2	1.2	39	265	.2	1.0	34	270	.2	.8	66	328	.4	1.8	46	339	.3	2.7		
SP '02	25	562	.1	.9	20	186	.1	.5	33	188	.2	.8	14	193	.1	.4	54	253	.3	3.1		
4-Book	30	624	.2	1.0	36	255	.2	.9	35	278	.2	.9	43	276	.3	1.2	38	248	.2	2.2		
WI '02	49	724	.3	1.8	48	364	.3	1.2	64	309	.4	1.6	78	275	.5	2.3	47	238	.3	3.2		
KFSH-FM																						
WI '03	14	252	.1	.5	11	126	.1	.3	24	128	.1	.6	16	149	.1	.4	5	70	.3			
FA '02	18	380	.1	.6	20	151	.1	.5	19	186	.1	.5	29	221	.2	.8	10	66	.1	.6		
SU '02	14	270	.1	.5	10	122	.1	.3	25	125	.1	.6	23	142	.1	.6	5	94	.3			
SP '02	10	218	.1	.3	13	103	.1	.3	12	103	.1	.3	12	115	.1	.4	5	76	.3			
4-Book	14	280	.1	.5	14	126	.1	.4	20	136	.1	.5	20	157	.1	.6	6	77	.4			
WI '02	11	297	.1	.4	9	169	.1	.2	11	117	.1	.3	12	154	.1	.4	11	141	.1	.7		
KFWB-AM																						
WI '03	14	534	.1	.5	24	270	.1	.6	19	201	.1	.5	21	254	.1	.6	6	115	.4			
FA '02	9	458	.1	.3	16	252	.1	.4	10	160	.1	.2	16	240	.1	.4	3	101	.2			
SU '02	22	647	.1	.8	30	368	.2	.8	35	335	.2	.9	33	332	.2	.9	3	83	.2			
SP '02	14	529	.1	.5	37	289	.2	.9	9	139	.1	.2	22	255	.1	.6	6	130	.3			
4-Book	15	542	.1	.5	27	295	.2	.7	18	209	.1	.5	23	270	.1	.6	5	107	.3			
WI '02	12	445	.1	.4	24	286	.1	.6	15	161	.1	.4	14	174	.1	.4	6	136	.4			
KHHT-FM																						
WI '03	67	1655	.4	2.3	78	711	.5	1.8	64	769	.4	1.6	61	680	.4	1.6	61	654	.4	3.7		
FA '02	74	1763	.4	2.5	73	595	.4	1.7	80	668	.5	1.9	95	870	.5	2.6	72	621	.4	4.4		
SU '02	81	1877	.5	2.8	77	715	.5	1.9	110	936	.7	2.7	94	754	.6	2.6	67	724	.4	3.9		
SP '02	71	1648	.4	2.4	61	529	.4	1.4	119	812	.7	2.9	101	856	.6	3.0	33	588	.2	1.9		
4-Book	73	1736	.4	2.5	72	638	.5	1.7	93	796	.6	2.3	88	790	.5	2.5	58	647	.4	3.5		
WI '02	88	1802	.5	3.1	80	670	.5	2.0	110	708	.7	2.8	85	723	.5	2.5	67	621	.4	4.5		
KHJ -AM																						
WI '03	35	562	.2	1.2	54	298	.3	1.3	55	286	.3	1.4	40	268	.2	1.1	11	113	.1	.7		
FA '02	18	385	.1	.6	16	134	.1	.4	43	274	.2	1.0	32	219	.2	.9	2	42	.1			
SU '02	18	339	.1	.6	23	96	.1	.6	38	225	.2	.9	27	149	.2	.7	6	90	.3			
SP '02	18	421	.1	.6	20	162	.1	.5	34	189	.2	.8	17	169	.1	.5	6	87	.3			
4-Book	22	427	.1	.8	28	173	.2	.7	43	244	.2	1.0	29	201	.2	.8	6	83	.4			
WI '02	24	317	.1	.9	19	126	.1	.5	30	190	.2	.8	64	198	.4	1.9	7	91	.5			
KIIS-FM																						
WI '03	93	2752	.5	3.1	118	1220	.7	2.8	122	1240	.7	3.1	120	1387	.7	3.2	65	835	.4	3.9		
FA '02	97	2892	.6	3.2	152	1404	.9	3.5	103	1197	.6	2.5	110	1368	.6	3.0	71	766	.4	4.3		
SU '02	137	3338	.8	4.7	162	1374	1.0	4.1	190	1733	1.1	4.6	174	1569	1.0	4.7	92	1002	.5	5.3		
SP '02	105	3157	.6	3.6	143	1499	.8	3.4	136	1460	.8	3.4	117	1437	.7	3.4	63	1006	.4	3.6		
4-Book	108	3035	.6	3.7	144	1374	.9	3.5	138	1408	.8	3.4	130	1440	.8	3.6	73	902	.4	4.3		
WI '02	109	3129	.6	3.9	133	1079	.8	3.3	172	1329	1.0	4.4	151	1517	.9	4.4	42	832	.2	2.8		
KVVS-FM																						
WI '03	2	77	.1		4	50	.1		2	25	.1											
FA '02	1	61																				
SU '02	5	141	.2		6	51	.2		3	79	.1		6	72	.2		2	64	.1			
SP '02	7	100	.2		7	58	.2		11	58	.1	.3	10	46	.1	.3	3	46	.2			
4-Book	4	95	.1		4	40	.1		4	41	.1		5	36	.2		1	35	.1			
WI '02	7	131	.3		7	63	.2		7	64	.2		2	39	.1		2	24	.1			

Target Listener Trends - Men 18-34

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	19	366	.1	.6	27	172	.2	.6	28	174	.2	.7	18	194	.1	.5	9	112	.1	.5
FA '02	26	478	.2	.9	24	237	.1	.6	33	262	.2	.8	24	280	.1	.7	22	156	.1	1.3
SU '02	24	436	.1	.8	27	101	.2	.7	17	137	.1	.4	28	235	.2	.8	26	148	.2	1.5
SP '02	13	375	.1	.4	19	221	.1	.4	13	145	.1	.3	13	181	.1	.4	6	116	.1	.3
4-Book	21	414	.1	.7	24	183	.2	.6	23	180	.2	.6	21	223	.1	.6	16	133	.1	.9
WI '02	25	533	.1	.9	36	221	.2	.9	24	181	.1	.6	26	259	.2	.8	17	216	.1	1.1
KKBT-FM																				
WI '03	89	2465	.5	3.0	129	923	.7	3.0	93	1104	.5	2.3	106	1223	.6	2.8	62	901	.4	3.8
FA '02	120	2772	.7	4.0	180	1068	1.0	4.2	157	1344	.9	3.8	138	1380	.8	3.8	71	990	.4	4.3
SU '02	93	2695	.5	3.2	133	1082	.8	3.3	104	1245	.6	2.5	119	1272	.7	3.2	51	716	.3	3.0
SP '02	115	2526	.7	3.9	210	1307	1.2	5.0	141	1366	.8	3.5	117	1212	.7	3.4	60	791	.4	3.5
4-Book	104	2615	.6	3.5	163	1095	.9	3.9	124	1265	.7	3.0	120	1272	.7	3.3	61	850	.4	3.7
WI '02	130	2758	.8	4.7	214	1366	1.3	5.4	165	1367	1.0	4.2	165	1364	1.0	4.8	71	1027	.4	4.8
KKLA-FM																				
WI '03	14	201	.1	.5	24	188	.1	.6	29	102	.2	.7	19	111	.1	.5	6	58	.1	.4
FA '02	7	181	.1	.2	7	75	.1	.2	9	94	.1	.2	16	78	.1	.4	2	15	.1	.1
SU '02	8	219	.1	.3	11	156	.1	.3	16	68	.1	.4	10	83	.1	.3		16		
SP '02	2	112	.1	.1	3	47	.1	.1	2	48	.1	.1	2	48	.1	.1	2	34	.1	.1
4-Book	8	178	.1	.3	11	117	.1	.3	14	78	.1	.3	12	80	.1	.3	3	31	.1	.2
WI '02	9	146	.1	.3	6	57	.1	.2	20	103	.1	.5	22	105	.1	.6	2	59	.1	.1
KLAC-AM																				
WI '03	5	307	.1	.2	1	14	.1	.2	2	14	.1	.2	9	144	.1	.2	7	165	.1	.4
FA '02	6	308	.1	.2	2	31	.1	.2					17	162	.1	.5	5	137	.1	.3
SU '02	10	279	.1	.3	6	55	.1	.2	11	111	.1	.3	9	139	.1	.2	17	137	.1	1.0
SP '02	18	641	.1	.6	5	64	.1	.1	20	124	.1	.5	22	252	.1	.6	18	277	.1	1.0
4-Book	10	384	.1	.3	4	41	.1	.1	8	62	.1	.2	14	174	.1	.4	12	179	.1	.7
WI '02	10	428	.1	.4	7	14	.1	.2	8	61	.1	.2	23	204	.1	.7	11	191	.1	.7
KLAX-FM																				
WI '03	169	2299	1.0	5.7	235	1198	1.4	5.5	222	1249	1.3	5.6	167	1084	1.0	4.5	104	634	.6	6.3
FA '02	153	1988	.9	5.1	207	1072	1.2	4.8	261	1245	1.5	6.3	171	1059	1.0	4.7	61	513	.4	3.7
SU '02	123	1712	.7	4.2	139	804	.8	3.5	209	1025	1.2	5.1	159	963	.9	4.3	34	414	.2	2.0
SP '02	132	1854	.8	4.5	169	777	1.0	4.0	196	905	1.2	4.8	130	892	.8	3.8	52	521	.3	3.0
4-Book	144	1963	.9	4.9	188	963	1.1	4.5	222	1106	1.3	5.5	157	1000	.9	4.3	63	521	.4	3.8
WI '02	100	1752	.6	3.6	99	755	.6	2.5	147	985	.9	3.8	120	853	.7	3.5	51	362	.3	3.4
KLOS-FM																				
WI '03	81	2075	.5	2.7	99	669	.6	2.3	119	941	.7	3.0	114	902	.7	3.0	37	522	.2	2.2
FA '02	73	1950	.4	2.4	97	685	.6	2.3	77	806	.4	1.9	95	1030	.5	2.6	63	587	.4	3.8
SU '02	94	2202	.6	3.2	128	992	.8	3.2	148	1147	.9	3.6	115	1177	.7	3.1	37	586	.2	2.1
SP '02	93	1877	.5	3.2	110	630	.7	2.6	119	963	.7	2.9	140	1137	.8	4.1	69	719	.4	4.0
4-Book	85	2026	.5	2.9	109	744	.7	2.6	116	964	.7	2.9	116	1062	.7	3.2	52	604	.3	3.0
WI '02	68	1726	.4	2.4	101	612	.6	2.5	93	784	.5	2.4	99	899	.6	2.9	50	499	.3	3.4
KLSX-FM																				
WI '03	125	1801	.7	4.2	300	1097	1.7	7.1	151	831	.9	3.8	209	814	1.2	5.6	31	324	.2	1.9
FA '02	130	1738	.8	4.3	302	1112	1.7	7.0	155	741	.9	3.7	246	957	1.4	6.7	34	348	.2	2.1
SU '02	111	1939	.7	3.8	241	1065	1.4	6.1	107	830	.6	2.6	250	1052	1.5	6.8	32	386	.2	1.9
SP '02	138	1728	.8	4.7	424	1224	2.5	10.0	194	980	1.1	4.8	150	788	.9	4.4	13	232	.1	.8
4-Book	126	1802	.8	4.3	317	1125	1.8	7.6	152	846	.9	3.7	214	903	1.3	5.9	28	323	.2	1.7
WI '02	136	1821	.8	4.9	357	1179	2.1	8.9	139	803	.8	3.6	237	1033	1.4	6.9	40	356	.2	2.7
KLTX-AM																				
WI '03	25	167	.1	.8	31	103	.2	.7	33	120	.2	.8	36	91	.2	1.0	7	58	.1	.4
FA '02	18	175	.1	.6	22	106	.1	.5	26	87	.2	.6	20	89	.1	.5	8	42	.1	.5
SU '02	36	127	.2	1.2	57	106	.3	1.4	69	106	.4	1.7	27	72	.2	.7	11	32	.1	.6
SP '02	27	196	.2	.9	18	87	.1	.4	46	124	.3	1.1	32	107	.2	.9	13	60	.1	.8
4-Book	27	166	.2	.9	32	101	.2	.8	44	109	.3	1.1	29	90	.2	.8	10	48	.1	.6
WI '02	11	165	.1	.4	22	105	.1	.6	5	30	.1	.1	14	88	.1	.4	8	58	.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 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
KLVE-FM																				
WI '03	94	1855	.5	3.2	124	836	.7	2.9	129	856	.7	3.2	97	861	.6	2.6	71	718	.4	4.3
FA '02	101	1919	.6	3.4	130	902	.8	3.0	179	919	1.0	4.3	90	836	.5	2.5	48	552	.3	2.9
SU '02	61	1488	.4	2.1	58	565	.3	1.5	105	713	.6	2.6	47	695	.3	1.3	48	428	.3	2.8
SP '02	97	1742	.6	3.3	124	732	.7	2.9	132	766	.8	3.3	102	905	.6	3.0	71	585	.4	4.1
4-Book	88	1751	.5	3.0	109	759	.6	2.6	136	814	.8	3.4	84	824	.5	2.4	60	571	.4	3.5
WI '02	83	1874	.5	3.0	118	822	.7	3.0	99	807	.6	2.5	77	616	.5	2.3	57	629	.3	3.8
KLYY-FM																				
WI '03	51	684	.3	1.7	67	340	.4	1.6	69	427	.4	1.7	58	355	.3	1.5	32	253	.2	1.9
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	12	478	.1	.4	11	146	.1	.3	10	157	.1	.3	19	271	.1	.5	16	271	.1	1.0
FA '02	17	448	.1	.6	10	121	.1	.2	13	121	.1	.3	22	138	.1	.6	29	185	.2	1.8
SU '02	14	565	.1	.5	12	231	.1	.3	16	213	.1	.4	11	200	.1	.3	18	141	.1	1.0
SP '02	4	249		.1	5	47		.1	2	49		.1	2	56		.1	4	36		.2
4-Book	12	435	.1	.4	10	136	.1	.2	10	135	.1	.3	14	166	.1	.4	17	158	.1	1.0
WI '02	15	480	.1	.5	16	184	.1	.4	22	114	.1	.6	15	178	.1	.4	9	145	.1	.6
KNX -AM																				
WI '03	26	768	.2	.9	44	410	.3	1.0	31	340	.2	.8	42	453	.2	1.1	19	216	.1	1.2
FA '02	24	622	.1	.8	58	320	.3	1.3	30	182	.2	.7	37	315	.2	1.0	5	145		.3
SU '02	17	748	.1	.6	30	302	.2	.8	16	197	.1	.4	23	267	.1	.6	14	172	.1	.8
SP '02	19	617	.1	.7	40	335	.2	.9	26	342	.2	.6	11	196	.1	.3	12	128	.1	.7
4-Book	22	689	.1	.8	43	342	.3	1.0	26	265	.2	.6	28	308	.2	.8	13	165	.1	.8
WI '02	17	586	.1	.6	39	339	.2	1.0	10	221	.1	.3	20	232	.1	.6	20	137	.1	1.3
KOST-FM																				
WI '03	42	1172	.2	1.4	60	539	.3	1.4	66	372	.4	1.7	44	448	.3	1.2	21	348	.1	1.3
FA '02	56	1519	.3	1.9	44	391	.3	1.0	93	544	.5	2.2	69	763	.4	1.9	44	547	.3	2.7
SU '02	63	1462	.4	2.2	58	574	.3	1.5	100	569	.6	2.4	62	586	.4	1.7	52	566	.3	3.0
SP '02	86	1535	.5	3.0	93	595	.5	2.2	122	561	.7	3.0	118	689	.7	3.4	68	661	.4	3.9
4-Book	62	1422	.4	2.1	64	525	.4	1.5	95	512	.6	2.3	73	622	.5	2.1	46	531	.3	2.7
WI '02	61	1480	.4	2.2	61	511	.4	1.5	92	553	.5	2.4	77	624	.5	2.3	52	521	.3	3.5
KPWR-FM																				
WI '03	282	4823	1.6	9.5	406	2412	2.3	9.6	341	2529	2.0	8.6	375	2984	2.2	10.0	170	1852	1.0	10.3
FA '02	335	5098	1.9	11.2	475	2702	2.7	11.0	381	2649	2.2	9.2	440	3111	2.5	12.0	194	2060	1.1	11.8
SU '02	293	5359	1.7	10.0	368	2560	2.2	9.3	365	2868	2.2	8.9	370	3195	2.2	10.1	186	2082	1.1	10.8
SP '02	283	4523	1.7	9.7	413	2289	2.4	9.8	309	2428	1.8	7.6	391	2628	2.3	11.4	189	1669	1.1	10.9
4-Book	298	4951	1.7	10.1	416	2491	2.4	9.9	349	2619	2.1	8.6	394	2980	2.3	10.9	185	1916	1.1	11.0
WI '02	284	5031	1.7	10.2	368	2472	2.2	9.2	385	2857	2.3	9.9	338	2797	2.0	9.9	190	2015	1.1	12.8
KRCD-FM																				
WI '03	28	446	.2	.9	36	212	.2	.8	26	219	.2	.7	34	263	.2	.9	17	151	.1	1.0
FA '02	21	444	.1	.7	31	228	.2	.7	41	261	.2	1.0	23	193	.1	.6	6	52		.4
SU '02	16	264	.1	.5	41	117	.2	1.0	26	139	.2	.6	9	77	.1	.2	5	81		.3
SP '02	14	345	.1	.5	17	121	.1	.4	22	174	.1	.5	27	158	.2	.8	4	140		.2
4-Book	20	375	.1	.7	31	170	.2	.7	29	198	.2	.7	23	173	.2	.6	8	106		.5
WI '02	17	382	.1	.6	12	177	.1	.3	22	185	.1	.6	28	129	.2	.8	9	129	.1	.6
KRCV-FM																				
WI '03	5	129		.2	8	85		.2	14	46	.1	.4	5	31		.1				
FA '02	4	87		.1	10	71		.2	2	31		.1	5	29		.1		2	27	.1
SU '02	17	311	.1	.6	21	181	.1	.5	20	193	.1	.5	18	119	.1	.5	8	50		.5
SP '02	17	307	.1	.6	13	60	.1	.3	21	190	.1	.5	24	178	.1	.7	20	130	.1	1.2
4-Book	11	209	.1	.4	13	99	.1	.3	14	115	.1	.4	13	89	.1	.4	8	52		.5
WI '02	12	286	.1	.4	18	176	.1	.5	12	96	.1	.3	19	147	.1	.6	5	93		.3

Target Listener Trends - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
WI '03	3	79	.1	4	63	.1	.1	5	39	.1	.1	7	54	.2	.2	1	52	.1	.1	
FA '02	6	125	.2	10	77	.1	.2	12	75	.1	.3	12	81	.1	.3	1	32	.1	.1	
SU '02	9	87	.3	7	42	.2	.2	19	28	.1	.5	25	28	.1	.7					
SP '02	1	45		3	14	.1	.1	4	30	.1	.1						15			
4-Book	5	84	.2	6	49	.2	.2	10	43	.1	.3	11	41	.1	.3	1	25	.1	.1	
WI '02	7	136	.3	10	63	.1	.3	18	72	.1	.5	9	93	.1	.3	1	31	.1	.1	
KRLH-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KROQ-FM																				
WI '03	260	4687	1.5	8.8	500	2819	2.9	11.8	332	2305	1.9	8.3	288	2586	1.7	7.7	135	1560	.8	8.2
FA '02	271	4605	1.6	9.0	388	2460	2.2	9.0	349	2494	2.0	8.4	301	2561	1.7	8.2	176	2085	1.0	10.7
SU '02	285	4840	1.7	9.8	415	2325	2.5	10.4	381	2513	2.3	9.3	355	2795	2.1	9.7	199	1868	1.2	11.5
SP '02	258	4332	1.5	8.9	369	2204	2.2	8.7	291	2155	1.7	7.2	305	2578	1.8	8.9	221	2037	1.3	12.8
4-Book	269	4616	1.6	9.1	418	2452	2.5	10.0	338	2367	2.0	8.3	312	2630	1.8	8.6	183	1888	1.1	10.8
WI '02	289	4723	1.7	10.3	397	2340	2.3	9.9	382	2658	2.3	9.8	367	3066	2.2	10.7	139	1706	.8	9.3
KRTH-FM																				
WI '03	39	1292	.2	1.3	47	379	.3	1.1	60	564	.3	1.5	41	516	.2	1.1	17	244	.1	1.0
FA '02	47	1201	.3	1.6	47	387	.3	1.1	86	582	.5	2.1	60	512	.3	1.6	19	342	.1	1.2
SU '02	46	1323	.3	1.6	57	504	.3	1.4	62	651	.4	1.5	71	528	.4	1.9	30	384	.2	1.7
SP '02	62	1062	.4	2.1	78	459	.5	1.8	111	518	.7	2.7	77	435	.5	2.3	27	296	.2	1.6
4-Book	49	1220	.3	1.7	57	432	.4	1.4	80	579	.5	2.0	62	498	.4	1.7	23	317	.2	1.4
WI '02	46	1159	.3	1.6	47	461	.3	1.2	80	459	.5	2.1	52	576	.3	1.5	21	329	.1	1.4
KSCA-FM																				
WI '03	175	2238	1.0	5.9	373	1355	2.2	8.8	168	1106	1.0	4.2	265	1137	1.5	7.1	54	472	.3	3.3
FA '02	174	1992	1.0	5.8	474	1429	2.7	11.0	222	1076	1.3	5.4	97	664	.6	2.6	53	322	.3	3.2
SU '02	190	1909	1.1	6.5	536	1392	3.2	13.5	288	1311	1.7	7.0	81	601	.5	2.2	54	434	.3	3.1
SP '02	194	2172	1.1	6.7	486	1544	2.9	11.5	260	1375	1.5	6.4	104	751	.6	3.0	73	531	.4	4.2
4-Book	183	2078	1.1	6.2	467	1430	2.8	11.2	235	1217	1.4	5.8	137	788	.8	3.7	59	440	.3	3.5
WI '02	151	1939	.9	5.4	349	1337	2.1	8.7	197	1018	1.2	5.1	97	840	.6	2.8	69	573	.4	4.6
KSPN-AM																				
WI '03	15	386	.1	.5	20	156	.1	.5	20	234	.1	.5	27	225	.2	.7	9	127	.1	.5
FA '02	10	346	.1	.3	4	46	.1	.1	25	166	.1	.6	19	205	.1	.5	2	44	.1	.1
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	10	228	.1	.3	8	63	.2	.2	15	92	.1	.4	15	86	.1	.4	3	62	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	92	1529	.5	3.1	102	765	.6	2.4	137	854	.8	3.4	115	882	.7	3.1	44	499	.3	2.7
FA '02	51	1172	.3	1.7	78	623	.5	1.8	74	628	.4	1.8	52	538	.3	1.4	24	336	.1	1.5
SU '02	35	1032	.2	1.2	48	343	.3	1.2	49	463	.3	1.2	30	328	.2	.8	20	318	.1	1.2
SP '02	61	1122	.4	2.1	76	538	.4	1.8	119	621	.7	2.9	60	475	.4	1.8	28	305	.2	1.6
4-Book	60	1214	.4	2.0	76	567	.5	1.8	95	642	.6	2.3	64	556	.4	1.8	29	365	.2	1.8
WI '02	57	1131	.3	2.0	120	560	.7	3.0	68	513	.4	1.7	66	500	.4	1.9	18	265	.1	1.2
KSUR-AM																				
WI '03																				
FA '02	3	31	.1	.1	2	15	.1	.1	5	15	.1	.1	5	15	.1	.1				
SU '02		19																		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-34

	Men 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KTNQ-AM																				
WI '03	12	230	.1	.4	9	65	.1	.2	25	108	.1	.6	8	77	.2	.2	9	97	.1	.5
FA '02	14	302	.1	.5	17	119	.1	.4	13	113	.1	.3	16	128	.1	.4	20	159	.1	1.2
SU '02	9	304	.1	.3	3	58		.1	2	29			6	117	.2	.2	31	170	.2	1.8
SP '02	18	287	.1	.6	44	120	.3	1.0	15	102	.1	.4	9	91	.1	.3	24	139	.1	1.4
4-Book	13	281	.1	.5	18	91	.1	.4	14	88	.1	.3	10	103	.1	.3	21	141	.1	1.2
WI '02	15	325	.1	.5	14	154	.1	.4	19	141	.1	.5	10	153	.1	.3	25	113	.1	1.7
KTWV-FM																				
WI '03	29	572	.2	1.0	24	247	.1	.6	62	275	.4	1.6	33	264	.2	.9	14	236	.1	.8
FA '02	41	710	.2	1.4	45	377	.3	1.0	64	329	.4	1.5	41	309	.2	1.1	30	358	.2	1.8
SU '02	46	698	.3	1.6	51	298	.3	1.3	63	315	.4	1.5	45	314	.3	1.2	32	256	.2	1.9
SP '02	22	418	.1	.8	17	118	.1	.4	51	235	.3	1.3	30	249	.2	.9	10	121	.1	.6
4-Book	35	600	.2	1.2	34	260	.2	.8	60	289	.4	1.5	37	284	.2	1.0	22	243	.2	1.3
WI '02	20	485	.1	.7	22	260	.1	.6	21	172	.1	.5	16	190	.1	.5	19	143	.1	1.3
KWIZ-FM																				
WI '03	45	673	.3	1.5	47	279	.3	1.1	61	401	.4	1.5	54	299	.3	1.4	36	232	.2	2.2
FA '02	51	605	.3	1.7	87	358	.5	2.0	82	417	.5	2.0	37	329	.2	1.0	13	185	.1	.8
SU '02	58	708	.3	2.0	52	288	.3	1.3	107	434	.6	2.6	69	427	.4	1.9	22	168	.1	1.3
SP '02	50	713	.3	1.7	41	252	.2	1.0	61	325	.4	1.5	81	489	.5	2.4	40	287	.2	2.3
4-Book	51	675	.3	1.7	57	294	.3	1.4	78	394	.5	1.9	60	386	.4	1.7	28	218	.2	1.7
WI '02	55	671	.3	2.0	52	192	.3	1.3	75	312	.4	1.9	50	345	.3	1.5	67	286	.4	4.5
KWKV-AM																				
WI '03	16	176	.1	.5	20	102	.1	.5	41	120	.2	1.0	21	75	.1	.6	1	28		.1
FA '02	2	121		.1	2	30			3	75		.1	7	47		.2		15		
SU '02	6	122		.2					9	74	.1	.2	9	62	.1	.2	8	46		.5
SP '02	8	133		.3	2	29			15	44	.1	.4	14	58	.1	.4	7	29		.4
4-Book	8	138		.3	6	40		.1	17	78	.1	.4	13	61	.1	.4	4	30		.3
WI '02	7	160		.3	7	43		.2	16	73	.1	.4	11	58	.1	.3	1	15		.1
KWEV-FM																				
WI '03	9	314	.1	.3	18	158	.1	.4	12	96	.1	.3	15	120	.1	.4	2	34		.1
FA '02	15	352	.1	.5	17	193	.1	.4	25	191	.1	.6	18	181	.1	.5	5	88		.3
SU '02	16	218	.1	.5	22	118	.1	.6	15	92	.1	.4	27	89	.2	.7	8	92		.5
SP '02	10	277	.1	.3	25	152	.1	.6	11	107	.1	.3	7	94		.2	3	48		.2
4-Book	13	290	.1	.4	21	155	.1	.5	16	122	.1	.4	17	121	.1	.5	5	66		.3
WI '02	7	192		.3	10	107	.1	.3	13	69	.1	.3	10	73	.1	.3		17		
KXOL-FM																				
WI '03	88	1186	.5	3.0	99	479	.6	2.3	140	701	.8	3.5	102	595	.6	2.7	42	388	.2	2.5
FA '02	97	1606	.6	3.2	96	753	.6	2.2	162	927	.9	3.9	130	871	.8	3.5	39	408	.2	2.4
SU '02	66	1028	.4	2.3	90	467	.5	2.3	85	561	.5	2.1	78	582	.5	2.1	30	360	.2	1.7
SP '02	98	1435	.6	3.4	90	627	.5	2.1	164	796	1.0	4.1	119	689	.7	3.5	49	453	.3	2.8
4-Book	87	1314	.5	3.0	94	582	.6	2.2	138	746	.8	3.4	107	684	.7	3.0	40	402	.2	2.4
WI '02	53	966	.3	1.9	77	521	.5	1.9	71	476	.4	1.8	49	492	.3	1.4	28	325	.2	1.9
KYSR-FM																				
WI '03	60	2080	.3	2.0	89	836	.5	2.1	66	819	.4	1.7	96	1047	.6	2.6	35	581	.2	2.1
FA '02	73	1501	.4	2.4	84	522	.5	2.0	139	785	.8	3.4	117	946	.7	3.2	25	445	.1	1.5
SU '02	90	2185	.5	3.1	126	945	.7	3.2	148	1053	.9	3.6	131	1165	.8	3.6	34	497	.2	2.0
SP '02	69	2163	.4	2.4	113	825	.7	2.7	88	750	.5	2.2	76	820	.4	2.2	39	704	.2	2.3
4-Book	73	1982	.4	2.5	103	782	.6	2.5	110	852	.7	2.7	105	995	.6	2.9	33	557	.2	2.0
WI '02	83	2054	.5	3.0	156	974	.9	3.9	120	923	.7	3.1	104	1041	.6	3.0	19	352	.1	1.3
+KZAB-FM																				
KFSG-FM																				
WI '03	25	413	.1	.8	34	149	.2	.8	38	195	.2	1.0	33	198	.2	.9	5	66		.3
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 18-34																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																						
WI '03		34	738	.2	1.1	46	405	.3	1.1	50	283	.3	1.3	42	375	.2	1.1	14	220	.1	.8	
FA '02		18	440	.1	.6	22	123	.1	.5	27	234	.2	.7	17	229	.1	.5	10	92	.1	.6	
SU '02		41	764	.2	1.4	54	391	.3	1.4	57	416	.3	1.4	53	486	.3	1.4	26	221	.2	1.5	
SP '02		29	583	.2	1.0	28	259	.2	.7	56	290	.3	1.4	44	328	.3	1.3	6	147		.3	
4-Book		31	631	.2	1.0	38	295	.2	.9	48	306	.3	1.2	39	355	.2	1.1	14	170	.1	.8	
WI '02		44	570	.3	1.6	60	295	.4	1.5	46	244	.3	1.2	50	350	.3	1.5	20	133	.1	1.3	
KGGL-FM																						
WI '03		12	460	.1	.4	15	143	.1	.4	9	156	.1	.2	17	218	.1	.5	8	158		.5	
FA '02		9	340	.1	.3	15	97	.1	.3	8	146		.2	11	214	.1	.3	15	122	.1	.9	
SU '02		20	668	.1	.7	21	201	.1	.5	21	305	.1	.5	28	266	.2	.8	9	161	.1	.5	
SP '02		11	433	.1	.4	10	143	.1	.2	19	162	.1	.5	13	163	.1	.4	6	141		.3	
4-Book		13	475	.1	.5	15	146	.1	.4	14	192	.1	.4	17	215	.1	.5	10	146	.1	.6	
WI '02		10	457	.1	.4	6	118		.2	10	186	.1	.3	11	178	.1	.3	12	146	.1	.8	
TOTALS																						
WI '03		2961	16696	17.1		4236	14377	24.5		3978	12678	23.0		3749	14127	21.7		1652	10080	9.6		
FA '02		3004	16669	17.4		4301	14006	24.9		4146	12726	24.0		3671	13895	21.2		1642	10278	9.5		
SU '02		2923	16100	17.3		3974	13300	23.5		4094	12888	24.2		3674	13492	21.7		1725	9636	10.2		
SP '02		2914	16317	17.2		4223	13282	25.0		4045	12741	23.9		3422	13460	20.2		1729	9976	10.2		
4-Book		2951	16446	17.3		4184	13741	24.5		4066	12758	23.8		3629	13744	21.2		1687	9993	9.9		
WI '02		2794	16163	16.5		3995	13703	23.6		3888	12423	23.0		3417	13402	20.2		1487	9530	8.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-34																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM	WI '03	25	345	.1	.6	2	52	.1	.1	1	20											
	4-Book	27	302	.2	.7	7	92	.3	.3	4	22	.2	.2	16	41	.1	.5	7	25		.3	
KBIG-FM	WI '03	61	1060	.4	1.5	40	737	.2	2.0	47	159	.3	2.3	44	155	.3	1.3	43	112	.2	1.8	
	4-Book	87	1117	.5	2.2	40	640	.2	2.0	41	128	.3	1.9	75	222	.4	2.3	40	110	.2	1.7	
KBLA-AM	WI '03	82	489	.5	2.1	21	197	.1	1.0	33	87	.2	1.6	48	97	.3	1.5	41	85	.2	1.7	
	4-Book	82	435	.4	1.6	18	187	.1	.9	12	35	.1	.6	33	73	.2	1.0	32	77	.2	1.4	
KBUA-FM	WI '03	38	322	.2	1.0	22	177	.1	1.1	37	75	.2	1.8	34	102	.2	1.0	18	66	.1	.7	
	4-Book	34	275	.2	.9	23	188	.2	1.2	33	82	.2	1.6	36	92	.2	1.1	36	77	.2	1.5	
KBUE-FM	WI '03	215	1798	1.2	5.4	123	1116	.7	6.1	143	390	.8	6.9	207	511	1.2	6.3	157	380	.9	6.4	
	4-Book	203	1521	1.2	5.1	118	966	.7	5.9	153	351	.9	7.0	201	479	1.2	6.0	148	367	.9	6.2	
KCBS-FM	WI '03	120	1445	.7	3.0	43	754	.2	2.1	18	93	.1	.9	100	358	.6	3.0	51	267	.3	2.1	
	4-Book	92	1374	.6	2.3	43	756	.3	2.1	31	143	.2	1.5	69	260	.4	2.1	62	230	.4	2.6	
KDIS-AM	WI '03	4	127		.1	1	16			1	16											
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	KSSC-FM																					
	WI '03	29	427	.2	.7	20	318	.1	1.0	25	66	.1	1.2	31	110	.2	.9	42	65	.2	1.7	
	4-Book	21	283	.1	.5	11	202	.1	.6	11	30	.1	.5	12	59	.1	.4	19	51	.1	.8	
+KDLE-FM	KSSD-FM																					
	WI '03	20	355	.1	.5	9	202	.1	.4	7	41		.3	14	74	.1	.4	11	54	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	42	528	.2	1.1	12	169	.1	.6	12	45	.1	.6	2	15		.1	21	82	.1	.9	
	4-Book	38	481	.2	1.0	10	183	.1	.5	20	60	.1	.9	7	31	.1	.2	8	41		.4	
KFSH-FM	WI '03	18	187	.1	.5	12	219	.1	.6	19	49	.1	.9	13	56	.1	.4	12	73	.1	.5	
	4-Book	18	224	.1	.5	12	193	.1	.6	16	43	.1	.8	18	69	.1	.5	15	65	.1	.7	
KFWB-AM	WI '03	21	440	.1	.5	8	145		.4	18	49	.1	.9	13	61	.1	.4	4	28		.2	
	4-Book	23	462	.1	.6	9	165		.5	15	61	.1	.7	10	54	.1	.3	8	33		.4	
KHHT-FM	WI '03	67	1268	.4	1.7	70	907	.4	3.5	40	136	.2	1.9	79	270	.5	2.4	43	185	.2	1.8	
	4-Book	85	1343	.5	2.2	62	794	.4	3.2	35	127	.2	1.6	74	238	.5	2.2	61	227	.4	2.6	
KHJ -AM	WI '03	50	502	.3	1.3	24	247	.1	1.2	31	57	.2	1.5	48	71	.3	1.5	17	69	.1	.7	
	4-Book	34	377	.2	.9	12	146	.1	.6	15	32	.1	.7	23	41	.1	.7	21	55	.1	.9	
KIIS-FM	WI '03	120	2288	.7	3.0	65	1119	.4	3.2	40	213	.2	1.9	119	361	.7	3.6	75	256	.4	3.1	
	4-Book	137	2481	.8	3.5	80	1477	.5	4.0	74	296	.4	3.4	145	571	.9	4.3	95	372	.6	4.0	
KVVS-FM	WI '03	2	64		.1	2	23		.1					7	11		.2					
	4-Book	4	79		.1	4	54		.2	3	21		.1	8	24	.1	.3	11	30	.1	.5	
KJLH-FM	WI '03	25	275	.1	.6	17	255	.1	.8	10	36	.1	.5	19	91	.1	.6	23	99	.1	.9	
	4-Book	23	330	.1	.6	20	235	.1	1.0	15	52	.1	.7	30	92	.2	.9	27	93	.1	1.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 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	
KKBT-FM	WI '03	108	2000	.6	2.7	72	1120	.4	3.6	46	215	.3	2.2	158	395	.9	4.8	85	348	.5	3.5	
	4-Book	135	2162	.8	3.4	79	1270	.5	4.0	60	190	.4	2.7	147	513	.9	4.4	90	359	.5	3.8	
KKLA-FM	WI '03	24	201	.1	.6	2	35		.1	5	20		.2	3	15		.1	7	15		.3	
	4-Book	13	150	.1	.3	2	53		.1	2	7		.1	3	13		.1	4	15		.2	
KLAC-AM	WI '03	3	158		.1	7	113		.3					6	20		.2					
	4-Book	9	219		.2	10	170		.5					8	25	.1	.3	6	18		.3	
KLAX-FM	WI '03	209	1935	1.2	5.2	142	1295	.8	7.0	179	489	1.0	8.6	205	558	1.2	6.2	163	387	.9	6.7	
	4-Book	192	1648	1.1	4.8	116	1074	.7	5.8	127	334	.7	5.9	180	426	1.1	5.5	150	383	.9	6.3	
KLOS-FM	WI '03	111	1674	.6	2.8	56	924	.3	2.8	53	163	.3	2.6	159	441	.9	4.8	73	267	.4	3.0	
	4-Book	114	1667	.7	2.9	58	998	.3	2.9	49	201	.3	2.3	118	396	.7	3.5	80	260	.5	3.4	
KLSX-FM	WI '03	215	1666	1.2	5.4	28	339	.2	1.4	2	14		.1	45	92	.3	1.4	49	99	.3	2.0	
	4-Book	222	1708	1.3	5.6	21	329	.1	1.1	13	54	.1	.6	32	85	.2	1.0	31	86	.2	1.3	
KLTX-AM	WI '03	33	145	.2	.8	24	113	.1	1.2	34	59	.2	1.6	25	32	.1	.8	21	32	.1	.9	
	4-Book	36	152	.2	.9	23	117	.1	1.2	31	71	.2	1.5	43	67	.2	1.4	29	48	.2	1.3	
KLVE-FM	WI '03	118	1529	.7	3.0	67	873	.4	3.3	56	186	.3	2.7	106	346	.6	3.2	77	241	.4	3.1	
	4-Book	112	1406	.7	2.9	66	825	.4	3.3	72	183	.4	3.4	117	308	.7	3.5	50	167	.3	2.1	
KLYY-FM	WI '03	65	561	.4	1.6	40	422	.2	2.0	53	146	.3	2.6	68	191	.4	2.1	50	132	.3	2.0	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	WI '03	13	333	.1	.3	7	203		.3	8	17		.4	8	34		.2	15	60	.1	.6	
	4-Book	11	297	.1	.3	10	224	.1	.5	6	20		.3	11	58	.1	.3	11	45	.1	.5	
KNX -AM	WI '03	38	647	.2	1.0	8	208		.4	12	71	.1	.6	1	12			19	42	.1	.8	
	4-Book	32	545	.2	.8	9	230	.1	.5	9	51	.1	.4	12	50	.1	.4	12	35	.1	.5	
KOST-FM	WI '03	58	864	.3	1.5	30	545	.2	1.5	31	123	.2	1.5	26	134	.2	.8	31	106	.2	1.3	
	4-Book	79	1027	.5	2.0	43	631	.3	2.1	58	182	.4	2.7	63	217	.4	1.9	48	167	.3	2.1	
KPWR-FM	WI '03	371	4259	2.1	9.3	201	2825	1.2	10.0	153	643	.9	7.4	278	948	1.6	8.4	248	928	1.4	10.1	
	4-Book	383	4325	2.3	9.7	225	2840	1.3	11.3	204	691	1.2	9.4	346	1140	2.0	10.5	294	947	1.7	12.4	
KRCD-FM	WI '03	32	416	.2	.8	30	254	.2	1.5	46	79	.3	2.2	41	76	.2	1.2	44	101	.3	1.8	
	4-Book	28	324	.2	.7	13	150	.1	.6	24	52	.2	1.2	21	56	.1	.6	14	39	.1	.6	
KRCV-FM	WI '03	9	116	.1	.2	1	27			5	14		.2									
	4-Book	13	182	.1	.3	8	68	.1	.4	14	32	.1	.7	11	31	.1	.3	5	11		.2	
KRLA-AM	WI '03	5	79		.1	1	20															
	4-Book	9	70	.1	.2	1	21							2	4		.1					
KRLH-AM	WI '03																					
	4-Book																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-34

		Men 18-34																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	370	4288	2.1	9.3	149	2125	.9	7.4	116	490	.7	5.6	296	1032	1.7	9.0	274	699	1.6	11.2
	4-Book	355	4057	2.1	9.0	173	2409	1.0	8.7	137	505	.8	6.4	327	1119	1.9	9.8	240	766	1.4	10.1
KRTH-FM	WI '03	50	967	.3	1.3	34	574	.2	1.7	28	132	.2	1.4	59	240	.3	1.8	18	61	.1	.7
	4-Book	67	965	.4	1.7	31	490	.2	1.6	28	117	.2	1.3	57	209	.3	1.7	45	131	.3	1.9
KSCA-FM	WI '03	261	1949	1.5	6.5	103	1178	.6	5.1	292	556	1.7	14.1	193	597	1.1	5.8	102	271	.6	4.2
	4-Book	276	1836	1.6	7.0	102	1008	.6	5.1	320	570	1.9	14.9	166	477	1.0	5.0	74	185	.4	3.1
KSPN-AM	WI '03	22	342	.1	.6	6	94	.1	.3	4	33	.1	.2	3	37	.1	.1	1	20	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	119	1315	.7	3.0	76	802	.4	3.8	75	221	.4	3.6	150	401	.9	4.5	99	221	.6	4.0
	4-Book	80	996	.5	2.0	45	620	.3	2.3	49	157	.3	2.3	92	256	.5	2.8	51	160	.3	2.1
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	15	108	.1	.4	9	96	.1	.4	20	27	.1	1.0	6	28	.2	.2	11	15	.1	.4
	4-Book	14	177	.1	.4	7	88	.1	.4	16	33	.1	.8	6	22	.2	.2	9	20	.1	.4
KTWV-FM	WI '03	41	414	.2	1.0	18	346	.1	.9	26	50	.2	1.3	33	92	.2	1.0	27	89	.2	1.1
	4-Book	45	453	.3	1.2	25	340	.2	1.3	27	84	.2	1.3	41	133	.2	1.2	29	87	.2	1.2
KWIZ-FM	WI '03	54	575	.3	1.4	34	349	.2	1.7	25	61	.1	1.2	46	121	.3	1.4	41	133	.2	1.7
	4-Book	66	565	.4	1.7	41	402	.3	2.1	46	108	.3	2.1	77	189	.5	2.3	50	124	.3	2.1
KWKV-AM	WI '03	28	164	.2	.7	4	71	.1	.2	10	28	.1	.5	3	11	.1	.1	2	8	.1	.1
	4-Book	12	116	.1	.3	3	44	.1	.2	3	7	.1	.1	3	11	.1	.1	2	8	.1	.1
KWEV-FM	WI '03	15	266	.1	.4	5	149	.1	.2	4	25	.1	.1	9	35	.1	.4	5	22	.1	.4
	4-Book	18	224	.1	.5	9	154	.1	.4	9	35	.1	.4	10	55	.3	.3	5	22	.1	.2
KXOL-FM	WI '03	116	982	.7	2.9	69	680	.4	3.4	78	261	.5	3.8	136	279	.8	4.1	69	181	.4	2.8
	4-Book	115	1088	.7	2.9	70	668	.4	3.5	90	221	.6	4.1	139	307	.8	4.2	81	199	.5	3.4
KYSR-FM	WI '03	82	1697	.5	2.1	37	866	.2	1.8	23	140	.1	1.1	51	238	.3	1.5	53	294	.3	2.2
	4-Book	106	1626	.6	2.7	40	913	.3	2.0	32	188	.2	1.5	67	289	.4	2.0	63	261	.4	2.7
+KZAB-FM	WI '03	35	303	.2	.9	19	239	.1	.9	31	80	.2	1.5	23	72	.1	.7	23	35	.1	.9
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	46	609	.3	1.2	24	364	.1	1.2	10	60	.1	.5	27	102	.2	.8	38	123	.2	1.6
	4-Book	42	529	.3	1.1	21	332	.1	1.1	14	66	.1	.7	34	128	.2	1.0	23	103	.1	1.0
KGGI-FM	WI '03	13	389	.1	.3	12	203	.1	.6	6	50	.1	.3	16	63	.1	.5	15	55	.1	.6
	4-Book	15	356	.1	.4	11	214	.1	.6	9	42	.1	.5	17	83	.1	.5	13	43	.1	.6
TOTALS	WI '03	3987	16437	23.1		2017	13156	11.7		2074	5646	12.0		3300	7720	19.1		2449	6166	14.2	
	4-Book	3968	16068	23.2		1991	12947	11.7		2160	5540	12.7		3321	7879	19.4		2372	6006	13.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03																			
4-Book																			
3	10	.2		7	38	.5		5	24	.2		3	14	.2		5	14	.4	
7	19	.2	.4	7	19	.5		15	47	.1	.7	37	67	.2	2.0	4	15	.4	
KBIG-FM																			
WI '03																			
4-Book																			
53	247	.3	3.4	15	58	.1	1.1	48	152	.3	2.1	36	107	.2	1.9	31	165	.2	2.6
46	179	.3	3.1	25	95	.2	2.0	43	137	.3	1.9	19	83	.1	1.0	22	126	.2	1.9
KBLA-AM																			
WI '03																			
4-Book																			
3	17	.2		4	17	.3		7	41	.3		35	57	.2	1.9				
7	19	.4		7	19	.5		15	47	.1	.7	37	67	.2	2.0	4	15	.4	
KBUA-FM																			
WI '03																			
4-Book																			
7	28	.4		15	44	.1	1.1	38	95	.2	1.7	19	55	.1	1.0	7	34	.6	
17	49	.1	1.1	14	34	.1	1.1	31	77	.2	1.4	14	41	.1	.8	6	28	.5	
KBUE-FM																			
WI '03																			
4-Book																			
85	274	.5	5.4	97	220	.6	7.3	119	382	.7	5.3	114	302	.7	6.1	67	233	.4	5.5
68	198	.4	4.5	84	173	.5	6.5	126	339	.8	5.6	114	270	.7	6.2	56	161	.4	4.9
KCBS-FM																			
WI '03																			
4-Book																			
28	108	.2	1.8	10	63	.1	.8	50	211	.3	2.2	49	205	.3	2.6	31	72	.2	2.6
29	104	.2	1.9	20	103	.1	1.6	51	225	.3	2.3	50	178	.3	2.7	28	89	.2	2.5
KDIS-AM																			
WI '03																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	4	16	.2		3	16	.2	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																			
KSSC-FM																			
WI '03																			
4-Book																			
22	118	.1	1.4	6	25	.5		25	99	.1	1.1	6	41	.3					
13	52	.1	.9	8	24	.1	.6	16	72	.1	.7	6	35	.3		4	11	.4	
+KDLE-FM																			
KSSD-FM																			
WI '03																			
4-Book																			
9	51	.1	.6	**	**	**	**	7	56	.3		8	44	.4		15	76	.1	1.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03																			
4-Book																			
17	40	.1	1.1	8	17	.6		3	15	.1		5	18	.3		29	64	.2	2.4
10	38	.1	.6	9	28	.8		9	37	.1	.4	4	17	.3		12	38	.1	1.0
KFSH-FM																			
WI '03																			
4-Book																			
1	14	.1		14	76	.1	1.1	23	109	.1	1.0	11	92	.1	.6	6	27	.5	
6	32	.4		9	60	.1	.7	15	90	.1	.7	9	60	.1	.5	9	43	.8	
KFWB-AM																			
WI '03																			
4-Book																			
				16	44	.1	1.2	14	64	.1	.6					2	16	.2	
4	23	.2		9	40	.1	.7	12	55	.1	.5	9	29	.5		4	24	.4	
KHHT-FM																			
WI '03																			
4-Book																			
61	165	.4	3.9	72	237	.4	5.4	68	210	.4	3.0	50	203	.3	2.7	129	292	.7	10.6
61	198	.4	4.1	41	128	.2	3.2	55	178	.3	2.5	61	210	.4	3.3	99	237	.6	8.6
KHJ -AM																			
WI '03																			
4-Book																			
19	41	.1	1.2	34	62	.2	2.6	21	43	.1	.9	16	44	.1	.9	9	30	.1	.7
6	13	.4		12	27	.1	.9	12	31	.1	.5	7	18	.4		4	14	.3	
KIIS-FM																			
WI '03																			
4-Book																			
93	298	.5	5.9	6	61	.5		65	336	.4	2.9	43	170	.2	2.3	58	199	.3	4.8
78	278	.4	5.2	37	170	.2	3.0	89	398	.6	4.0	67	279	.4	3.7	45	216	.3	3.9
KVVS-FM																			
WI '03																			
4-Book																			
2	15	.2						7	11	.3						1	5	.1	
								3	8	.1									
KJLH-FM																			
WI '03																			
4-Book																			
26	89	.2	1.6	8	37	.6		31	124	.2	1.4	9	49	.1	.5	5	25	.4	
13	44	.1	.9	19	68	.1	1.5	29	98	.2	1.3	17	51	.1	.9	8	33	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '03	67	246	.4	4.2	24	109	.1	1.8	45	268	.3	2.0	93	275	.5	5.0	52	176	.3	4.3
4-Book	60	248	.4	4.0	39	127	.2	3.1	76	324	.5	3.4	81	291	.5	4.4	69	246	.4	6.0
KKLA-FM																				
WI '03									3	15	.1									
4-Book	2	10		.1	1	4		.1	5	11		.2	1	13		.1	3	11		.3
KLAC-AM																				
WI '03	7	18		.4					15	45	.1	.7	18	70	.1	1.0	6	40		.5
4-Book	8	28	.1	.5	1	4		.1	16	56	.1	.7	37	105	.2	2.1	6	33		.5
KLAX-FM																				
WI '03	128	304	.7	8.1	136	366	.8	10.2	159	423	.9	7.0	122	312	.7	6.5	47	131	.3	3.9
4-Book	102	249	.6	6.7	74	214	.5	5.8	143	357	.9	6.4	110	276	.6	5.9	39	114	.3	3.4
KLOS-FM																				
WI '03	18	119	.1	1.1	12	49	.1	.9	37	185	.2	1.6	63	212	.4	3.4	29	120	.2	2.4
4-Book	38	152	.2	2.5	29	93	.2	2.3	46	208	.3	2.1	66	236	.4	3.6	36	169	.2	3.2
KLSX-FM																				
WI '03	9	38	.1	.6	25	91	.1	1.9	64	169	.4	2.8	25	50	.1	1.3	6	32		.5
4-Book	5	26		.3	31	102	.2	2.4	37	112	.2	1.7	19	48	.1	1.0	4	21		.4
KLTX-AM																				
WI '03	9	54	.1	.6	36	78	.2	2.7	34	62	.2	1.5	21	47	.1	1.1	14	47	.1	1.2
4-Book	11	33	.1	.7	19	50	.1	1.5	28	57	.2	1.3	12	26	.1	.6	7	24	.1	.6
KLVE-FM																				
WI '03	68	227	.4	4.3	50	149	.3	3.8	80	253	.5	3.5	44	152	.3	2.4	48	182	.3	4.0
4-Book	67	228	.4	4.5	44	132	.3	3.4	79	248	.5	3.5	42	120	.3	2.3	41	152	.3	3.6
KLYY-FM																				
WI '03	34	113	.2	2.2	21	63	.1	1.6	46	134	.3	2.0	22	52	.1	1.2	22	61	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	5	25		.3	8	48		.6	5	34		.2	4	38		.2	7	49		.6
4-Book	5	38		.3	6	33		.5	15	59	.1	.7	15	49	.1	.8	11	46		.9
KNX -AM																				
WI '03	8	59		.5	2	14		.2	11	82	.1	.5	7	42		.4	6	39		.5
4-Book	10	42	.1	.7	4	17		.4	12	70	.1	.5	8	48		.4	8	51	.1	.7
KOST-FM																				
WI '03	24	90	.1	1.5	37	121	.2	2.8	35	154	.2	1.6	28	107	.2	1.5	28	93	.2	2.3
4-Book	41	158	.2	2.7	32	110	.2	2.5	43	138	.3	1.9	36	95	.2	1.9	21	106	.1	1.8
KPWR-FM																				
WI '03	210	761	1.2	13.3	135	473	.8	10.2	211	760	1.2	9.3	199	660	1.2	10.6	157	517	.9	12.9
4-Book	209	743	1.2	13.9	137	422	.8	10.8	236	796	1.4	10.5	207	650	1.2	11.2	153	554	.9	13.3
KRCB-FM																				
WI '03	40	118	.2	2.5	22	42	.1	1.7	19	71	.1	.8	15	54	.1	.8	15	40	.1	1.2
4-Book	13	44	.1	.9	6	14		.5	11	35	.1	.5	7	28		.4	5	21		.5
KRCV-FM																				
WI '03													7	14		.4				
4-Book	3	12		.2	5	12		.4	13	26	.1	.6	9	16		.5	3	8		.2
KRLA-AM																				
WI '03													5	20		.3				
4-Book	1	5											1	5		.1	3	13		.2
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	98	1399	.3	1.8	105	587	.3	1.3	191	782	.6	2.4	174	905	.6	2.4	51	369	.2	1.9
FA '02	96	1121	.3	1.7	86	438	.3	1.0	166	650	.5	2.1	213	689	.7	3.1	49	360	.2	1.8
SU '02	70	1341	.2	1.3	63	459	.2	.8	76	569	.2	1.0	181	862	.6	2.6	51	476	.2	1.8
SP '02	58	1234	.2	1.1	45	384	.1	.6	80	542	.3	1.1	103	689	.3	1.6	54	385	.2	1.9
4-Book	81	1274	.3	1.5	75	467	.2	.9	128	636	.4	1.7	168	786	.6	2.4	51	398	.2	1.9
WI '02	95	1291	.3	1.8	68	445	.2	.9	146	627	.5	2.0	228	926	.7	3.4	47	340	.2	1.8
KBIG-FM																				
WI '03	105	2764	.3	1.9	125	978	.4	1.5	166	1194	.5	2.1	119	1171	.4	1.6	55	704	.2	2.1
FA '02	131	2792	.4	2.3	175	1159	.6	2.1	230	1308	.7	2.9	149	1248	.5	2.2	63	934	.2	2.3
SU '02	122	2932	.4	2.3	103	1016	.3	1.3	217	1323	.7	2.8	162	1201	.5	2.3	62	809	.2	2.2
SP '02	155	2929	.5	2.9	141	1121	.5	1.8	284	1749	.9	3.8	219	1410	.7	3.4	62	789	.2	2.2
4-Book	128	2854	.4	2.4	136	1069	.5	1.7	224	1394	.7	2.9	162	1258	.5	2.4	61	809	.2	2.2
WI '02	121	2706	.4	2.3	150	1122	.5	1.9	208	1120	.7	2.8	125	1135	.4	1.8	50	791	.2	2.0
KBLA-AM																				
WI '03	88	1057	.3	1.6	61	304	.2	.7	133	515	.4	1.7	234	712	.7	3.2	20	291	.1	.8
FA '02	71	1147	.2	1.3	60	370	.2	.7	102	451	.3	1.3	181	800	.6	2.6	21	268	.1	.8
SU '02	67	798	.2	1.2	69	279	.2	.9	44	252	.1	.6	198	598	.6	2.9	52	268	.2	1.8
SP '02	72	914	.2	1.3	66	333	.2	.8	103	362	.3	1.4	154	603	.5	2.4	25	221	.1	.9
4-Book	75	979	.2	1.4	64	322	.2	.8	96	395	.3	1.3	192	678	.6	2.8	30	262	.1	1.1
WI '02	70	925	.2	1.3	74	346	.2	.9	81	299	.3	1.1	194	530	.6	2.9	19	248	.1	.7
KBUA-FM																				
WI '03	42	462	.1	.8	53	272	.2	.6	47	266	.1	.6	44	284	.1	.6	48	209	.2	1.8
FA '02	64	600	.2	1.1	104	416	.3	1.2	87	313	.3	1.1	58	285	.2	.8	26	181	.1	.9
SU '02	23	267	.1	.4	40	160	.1	.5	28	223	.1	.4	28	140	.1	.4	8	93	.3	.3
SP '02	33	381	.1	.6	60	184	.2	.7	41	232	.1	.5	46	170	.1	.7	9	120	.3	.3
4-Book	41	428	.1	.7	64	258	.2	.8	51	259	.2	.7	44	220	.1	.6	23	151	.1	.8
WI '02	41	344	.1	.8	67	208	.2	.8	68	182	.2	.9	42	251	.1	.6	10	136	.4	.4
KBUE-FM																				
WI '03	237	2792	.8	4.2	292	1384	.9	3.5	322	1648	1.0	4.1	281	1669	.9	3.9	164	1033	.5	6.2
FA '02	227	2767	.7	4.0	306	1335	1.0	3.6	294	1570	.9	3.8	270	1543	.9	3.9	110	908	.3	4.0
SU '02	202	2527	.7	3.7	237	1066	.8	3.1	266	1384	.9	3.5	281	1560	.9	4.1	117	846	.4	4.1
SP '02	176	1946	.6	3.3	268	1130	.9	3.3	276	1218	.9	3.7	193	1075	.6	3.0	64	603	.2	2.3
4-Book	211	2508	.7	3.8	276	1229	.9	3.4	290	1455	.9	3.8	256	1462	.8	3.7	114	848	.4	4.2
WI '02	171	2281	.6	3.2	269	1319	.9	3.4	250	1187	.8	3.4	181	1206	.6	2.7	61	615	.2	2.4
KCBS-FM																				
WI '03	234	4036	.7	4.2	344	1875	1.1	4.1	425	2142	1.3	5.4	303	2332	1.0	4.2	50	882	.2	1.9
FA '02	192	4039	.6	3.4	224	1901	.7	2.7	298	2103	.9	3.8	234	2278	.7	3.4	94	1284	.3	3.4
SU '02	194	3818	.6	3.6	225	1831	.7	2.9	346	2047	1.1	4.5	250	2034	.8	3.6	92	918	.3	3.2
SP '02	165	4010	.5	3.1	230	1735	.7	2.9	246	2035	.8	3.3	194	2227	.6	3.0	82	1104	.3	3.0
4-Book	196	3976	.6	3.6	256	1836	.8	3.2	329	2082	1.0	4.3	245	2218	.8	3.6	80	1047	.3	2.9
WI '02	174	3710	.6	3.3	220	1629	.7	2.8	282	1968	.9	3.8	236	1931	.8	3.5	74	1001	.2	2.9
KDIS-AM																				
WI '03	5	339	.1	.7	123		.1	.7	122		.1	.7	169		.1	.7	2	42	.1	.1
FA '02	9	474	.2	1.2	148		.1	8	82		.1	16	242	.1	.2	5	74	.2	.2	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	10	442	.2	1.3	231		.1	5	123		.1	16	170	.1	.2	1	31	.3	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	9	390	.2	1.2	175		.1	10	94		.1	6	131		.1	4	64	.2	.2	
+KDL-D-FM KSSC-FM																				
WI '03	28	741	.1	.5	30	322	.1	.4	36	337	.1	.5	36	439	.1	.5	18	225	.1	.7
FA '02	23	456	.1	.4	36	200	.1	.4	45	266	.1	.6	23	153	.1	.3	7	120	.3	.3
SU '02	13	393	.2	1.2	14	175	.2	1.2	16	179	.1	.2	17	117	.1	.2	8	124	.3	.3
SP '02	9	366	.2	1.2	12	205	.1	.1	10	156	.1	.1	8	137	.1	.1	7	120	.3	.3
4-Book	18	489	.1	.3	23	226	.1	.3	27	235	.1	.4	21	212	.1	.3	10	147	.4	.4
WI '02	13	332	.2	1.2	9	138	.1	.1	19	146	.1	.3	14	156	.2	1.2	11	141	.4	.4

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

Target Listener Trends

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	
+KDLE-FM																				
KSSD-FM																				
WI '03	32	565	.1	.6	36	309	.1	.4	46	342	.1	.6	52	362	.2	.7	17	316	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	155	2217	.5	2.8	304	1357	1.0	3.7	257	1232	.8	3.3	206	1102	.7	2.8	59	451	.2	2.2
FA '02	113	2047	.4	2.0	203	1174	.6	2.4	112	955	.4	1.4	190	1057	.6	2.8	68	594	.2	2.5
SU '02	141	2304	.5	2.6	232	1199	.7	3.0	155	979	.5	2.0	230	1171	.7	3.3	106	748	.3	3.7
SP '02	122	2014	.4	2.3	200	930	.6	2.5	131	763	.4	1.8	128	831	.4	2.0	139	786	.4	5.0
4-Book	133	2146	.5	2.4	235	1165	.7	2.9	164	982	.5	2.1	189	1040	.6	2.7	93	645	.3	3.4
WI '02	147	2217	.5	2.8	236	1288	.8	3.0	198	1022	.6	2.7	175	987	.6	2.6	111	695	.4	4.3
KFSH-FM																				
WI '03	33	630	.1	.6	47	391	.1	.6	45	329	.1	.6	36	374	.1	.5	8	164		.3
FA '02	31	630	.1	.6	47	346	.1	.6	29	322	.1	.4	46	402	.1	.7	18	227	.1	.7
SU '02	47	695	.2	.9	48	394	.2	.6	71	404	.2	.9	59	424	.2	.9	18	249	.1	.6
SP '02	26	568	.1	.5	37	343	.1	.5	30	321	.1	.4	43	340	.1	.7	11	179		.4
4-Book	34	631	.1	.7	45	369	.1	.6	44	344	.1	.6	46	385	.1	.7	14	205	.1	.5
WI '02	28	787	.1	.5	38	482	.1	.5	23	294	.1	.3	34	405	.1	.5	17	225	.1	.7
KFWB-AM																				
WI '03	71	2219	.2	1.3	138	1160	.4	1.7	102	932	.3	1.3	87	1083	.3	1.2	26	425	.1	1.0
FA '02	52	2057	.2	.9	117	1241	.4	1.4	59	728	.2	.8	75	1009	.2	1.1	19	377	.1	.7
SU '02	60	1812	.2	1.1	128	1162	.4	1.6	81	765	.3	1.1	76	891	.2	1.1	12	327		.4
SP '02	53	1887	.2	1.0	117	1154	.4	1.5	42	599	.1	.6	84	903	.3	1.3	25	481	.1	.9
4-Book	59	1994	.2	1.1	125	1179	.4	1.6	71	756	.2	1.0	81	972	.3	1.2	21	403	.1	.8
WI '02	59	1833	.2	1.1	127	1164	.4	1.6	72	686	.2	1.0	78	935	.3	1.1	21	387	.1	.8
KHHT-FM																				
WI '03	112	2417	.4	2.0	119	1000	.4	1.4	132	1164	.4	1.7	139	1178	.4	1.9	83	822	.3	3.1
FA '02	113	2493	.4	2.0	107	916	.3	1.3	135	1109	.4	1.7	138	1165	.4	2.0	107	828	.3	3.9
SU '02	132	2699	.4	2.4	157	1178	.5	2.0	172	1321	.6	2.3	136	1149	.4	2.0	101	928	.3	3.6
SP '02	116	2656	.4	2.2	131	951	.4	1.6	173	1194	.6	2.3	157	1395	.5	2.4	65	929	.2	2.3
4-Book	118	2566	.4	2.2	129	1011	.4	1.6	153	1197	.5	2.0	143	1222	.4	2.1	89	877	.3	3.2
WI '02	141	2612	.5	2.6	142	1089	.5	1.8	177	1131	.6	2.4	146	1068	.5	2.1	98	864	.3	3.8
KHJ -AM																				
WI '03	73	974	.2	1.3	90	518	.3	1.1	119	453	.4	1.5	122	436	.4	1.7	16	188	.1	.6
FA '02	67	879	.2	1.2	85	409	.3	1.0	129	563	.4	1.6	98	468	.3	1.4	23	215	.1	.8
SU '02	37	736	.1	.7	34	259	.1	.4	71	424	.2	.9	62	368	.2	.9	15	201		.5
SP '02	46	749	.1	.9	56	329	.2	.7	78	384	.3	1.0	81	383	.3	1.2	13	149		.5
4-Book	56	835	.2	1.0	66	379	.2	.8	99	456	.3	1.3	91	414	.3	1.3	17	188	.1	.6
WI '02	53	722	.2	1.0	59	312	.2	.7	63	364	.2	.8	92	339	.3	1.4	36	230	.1	1.4
KIIS-FM																				
WI '03	135	3917	.4	2.4	181	1834	.6	2.2	165	1684	.5	2.1	177	1951	.6	2.4	79	1115	.3	3.0
FA '02	152	4711	.5	2.7	282	2283	.9	3.3	144	1773	.5	1.8	176	2085	.6	2.6	85	1122	.3	3.1
SU '02	188	4833	.6	3.5	246	1926	.8	3.2	253	2381	.8	3.3	235	2261	.8	3.4	105	1283	.3	3.7
SP '02	160	4512	.5	3.0	233	2093	.7	2.9	198	1937	.6	2.7	179	2033	.6	2.7	96	1316	.3	3.5
4-Book	159	4493	.5	2.9	236	2034	.8	2.9	190	1944	.6	2.5	192	2083	.7	2.8	91	1209	.3	3.3
WI '02	165	4374	.5	3.1	239	1754	.8	3.0	242	1859	.8	3.2	227	2046	.7	3.3	58	1060	.2	2.3
KVVS-FM																				
WI '03	2	108			5	66	.1		2	40			1	31				13		
FA '02	3	110		.1	8	16	.1		2	30			2	43				31		
SU '02	13	286		.2	15	76	.2		21	147	.1	.3	23	156	.1	.3	3	88		.1
SP '02	8	191		.1	12	112	.1		13	92			11	68			2	69		.1
4-Book	7	174		.1	10	68	.1		10	77			9	75			2	50		.1
WI '02	7	173		.1	7	76	.1		9	91			2	52			2	24		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	59	961	.2	1.1	64	470	.2	.8	81	391	.3	1.0	73	516	.2	1.0	22	307	.1	.8
FA '02	70	1025	.2	1.2	66	486	.2	.8	87	580	.3	1.1	60	529	.2	.9	46	355	.1	1.7
SU '02	50	849	.2	.9	77	330	.2	1.0	44	269	.1	.6	45	385	.1	.6	43	295	.1	1.5
SP '02	57	949	.2	1.1	81	512	.3	1.0	66	396	.2	.9	53	480	.2	.8	34	271	.1	1.2
4-Book	59	946	.2	1.1	72	450	.2	.9	70	409	.2	.9	58	478	.2	.8	36	307	.1	1.3
WI '02	53	1049	.2	1.0	77	434	.2	1.0	42	417	.1	.6	52	427	.2	.8	32	369	.1	1.2
KKBT-FM																				
WI '03	143	3362	.5	2.6	294	1523	.9	3.5	157	1502	.5	2.0	150	1644	.5	2.1	68	1007	.2	2.6
FA '02	194	3650	.6	3.5	404	1685	1.3	4.8	225	1715	.7	2.9	202	1819	.6	2.9	93	1203	.3	3.4
SU '02	131	3502	.4	2.4	226	1598	.7	2.9	151	1614	.5	2.0	153	1628	.5	2.2	60	879	.2	2.1
SP '02	161	3564	.5	3.0	318	1872	1.0	3.9	183	1774	.6	2.5	170	1745	.5	2.6	80	1089	.3	2.9
4-Book	157	3520	.5	2.9	311	1670	1.0	3.8	179	1651	.6	2.4	169	1709	.5	2.5	75	1045	.3	2.8
WI '02	174	3723	.6	3.3	323	1901	1.0	4.1	209	1839	.7	2.8	211	1762	.7	3.1	84	1157	.3	3.3
KKLA-FM																				
WI '03	20	460	.1	.4	41	399	.1	.5	35	179	.1	.4	29	228	.1	.4	9	108		.3
FA '02	18	508	.1	.3	41	287	.1	.5	22	198	.1	.3	27	202	.1	.4	6	91		.2
SU '02	17	562	.1	.3	32	395	.1	.4	29	218	.1	.4	22	216	.1	.3	4	93		.1
SP '02	20	553	.1	.4	47	399	.2	.6	15	145		.2	47	243	.2	.7	7	131		.3
4-Book	19	521	.1	.4	40	370	.1	.5	25	185	.1	.3	31	222	.1	.5	7	106		.2
WI '02	23	465	.1	.4	34	244	.1	.4	39	208	.1	.5	40	262	.1	.6	2	90		.1
KLAC-AM																				
WI '03	17	727	.1	.3	14	77		.2	17	59	.1	.2	30	366	.1	.4	19	364	.1	.7
FA '02	22	980	.1	.4	13	141		.2	18	165	.1	.2	45	487	.1	.7	23	433	.1	.8
SU '02	26	875	.1	.5	26	146		.1	30	297	.1	.4	24	359	.1	.3	30	313	.1	1.1
SP '02	49	1672	.2	.9	16	182		.1	77	370	.2	1.0	65	760	.2	1.0	47	751	.2	1.7
4-Book	29	1064	.1	.5	17	137		.2	36	223	.1	.5	41	493	.1	.6	30	465	.1	1.1
WI '02	23	926	.1	.4	20	134		.3	33	233	.1	.4	32	380	.1	.5	20	350	.1	.8
KLAX-FM																				
WI '03	220	3128	.7	3.9	328	1607	1.0	3.9	300	1650	1.0	3.8	211	1452	.7	2.9	130	838	.4	4.9
FA '02	244	3042	.8	4.4	334	1632	1.1	4.0	400	1870	1.3	5.1	273	1635	.9	4.0	95	905	.3	3.4
SU '02	178	2555	.6	3.3	227	1196	.7	2.9	290	1441	.9	3.8	216	1401	.7	3.1	46	568	.1	1.6
SP '02	208	2798	.7	3.9	269	1267	.9	3.3	314	1437	1.0	4.2	221	1391	.7	3.4	82	730	.3	3.0
4-Book	213	2881	.7	3.9	290	1426	.9	3.5	326	1600	1.1	4.2	230	1470	.8	3.4	88	760	.3	3.2
WI '02	148	2688	.5	2.8	142	1087	.5	1.8	218	1389	.7	2.9	187	1369	.6	2.8	72	536	.2	2.8
KLOS-FM																				
WI '03	245	4635	.8	4.4	397	1866	1.3	4.8	373	2015	1.2	4.8	321	2416	1.0	4.4	79	1093	.3	3.0
FA '02	208	4186	.7	3.7	367	1724	1.2	4.3	274	1830	.9	3.5	237	2324	.8	3.4	119	1091	.4	4.3
SU '02	259	4692	.8	4.8	387	2185	1.2	5.0	415	2390	1.3	5.4	335	2598	1.1	4.8	86	1093	.3	3.0
SP '02	206	4163	.7	3.9	322	1620	1.0	4.0	277	1969	.9	3.7	286	2448	.9	4.4	109	1255	.4	3.9
4-Book	230	4419	.8	4.2	368	1849	1.2	4.5	335	2051	1.1	4.4	295	2447	1.0	4.3	98	1133	.4	3.6
WI '02	191	3862	.6	3.6	331	1661	1.1	4.2	262	1680	.8	3.5	259	2057	.8	3.8	96	939	.3	3.7
KLSX-FM																				
WI '03	242	3619	.8	4.3	571	2048	1.8	6.9	321	1693	1.0	4.1	378	1631	1.2	5.2	55	716	.2	2.1
FA '02	256	3597	.8	4.6	578	2199	1.8	6.8	344	1598	1.1	4.4	437	2043	1.4	6.3	65	694	.2	2.4
SU '02	231	3751	.7	4.3	487	2164	1.6	6.3	272	1671	.9	3.6	438	1882	1.4	6.3	74	850	.2	2.6
SP '02	246	3416	.8	4.6	683	2177	2.2	8.5	350	1731	1.1	4.7	306	1594	1.0	4.7	36	500	.1	1.3
4-Book	244	3596	.8	4.5	580	2147	1.9	7.1	322	1673	1.0	4.2	390	1788	1.3	5.6	58	690	.2	2.1
WI '02	257	3614	.8	4.8	626	2217	2.0	7.9	301	1616	1.0	4.0	419	1967	1.3	6.2	80	696	.3	3.1
KLTX-AM																				
WI '03	43	313	.1	.8	63	205	.2	.8	49	164	.2	.6	57	165	.2	.8	19	131	.1	.7
FA '02	35	306	.1	.6	49	225	.2	.6	55	170	.2	.7	35	168	.1	.5	19	107	.1	.7
SU '02	56	260	.2	1.0	82	206	.3	1.1	96	197	.3	1.3	55	140	.2	.8	23	75	.1	.8
SP '02	53	387	.2	1.0	63	241	.2	.8	83	238	.3	1.1	53	196	.2	.8	14	85		.5
4-Book	47	317	.2	.9	64	219	.2	.8	71	192	.3	.9	50	167	.2	.7	19	100	.1	.7
WI '02	46	335	.1	.9	75	236	.2	.9	50	175	.2	.7	59	196	.2	.9	21	129	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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	
KLVE-FM																				
WI '03	180	3139	.6	3.2	264	1498	.8	3.2	248	1537	.8	3.2	187	1687	.6	2.6	111	1146	.4	4.2
FA '02	169	3283	.5	3.0	259	1547	.8	3.1	261	1583	.8	3.3	132	1385	.4	1.9	81	923	.3	2.9
SU '02	132	2774	.4	2.4	169	1278	.5	2.2	189	1328	.6	2.5	136	1349	.4	2.0	86	839	.3	3.0
SP '02	168	3054	.5	3.1	248	1350	.8	3.1	226	1352	.7	3.0	172	1433	.6	2.6	104	801	.3	3.7
4-Book	162	3063	.5	2.9	235	1418	.7	2.9	231	1450	.7	3.0	157	1464	.5	2.3	96	927	.3	3.5
WI '02	166	3176	.5	3.1	256	1496	.8	3.2	236	1596	.8	3.2	163	1131	.5	2.4	82	910	.3	3.2
KLYY-FM																				
WI '03	68	928	.2	1.2	89	466	.3	1.1	106	535	.3	1.4	69	457	.2	.9	36	282	.1	1.4
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	47	1096	.1	.8	49	405	.2	.6	61	470	.2	.8	72	552	.2	1.0	34	441	.1	1.3
FA '02	45	1073	.1	.8	38	412	.1	.5	46	356	.1	.6	64	453	.2	.9	41	324	.1	1.5
SU '02	53	1104	.2	1.0	44	415	.1	.6	84	498	.3	1.1	61	485	.2	.9	41	409	.1	1.4
SP '02	32	997	.1	.6	45	324	.1	.6	44	334	.1	.6	45	383	.1	.7	21	358	.1	.8
4-Book	44	1068	.1	.8	44	389	.1	.6	59	415	.2	.8	61	468	.2	.9	34	383	.1	1.3
WI '02	44	1001	.1	.8	57	439	.2	.7	66	292	.2	.9	52	491	.2	.8	23	331	.1	.9
KNX -AM																				
WI '03	94	2529	.3	1.7	151	1340	.5	1.8	102	1051	.3	1.3	155	1384	.5	2.1	56	572	.2	2.1
FA '02	76	2197	.2	1.4	157	1314	.5	1.9	81	814	.3	1.0	126	1298	.4	1.8	32	515	.1	1.2
SU '02	68	2344	.2	1.3	145	1341	.5	1.9	80	943	.3	1.0	82	968	.3	1.2	42	653	.1	1.5
SP '02	83	2572	.3	1.6	168	1367	.5	2.1	120	1259	.4	1.6	92	1186	.3	1.4	42	628	.1	1.5
4-Book	80	2411	.3	1.5	155	1341	.5	1.9	96	1017	.3	1.2	114	1209	.4	1.6	43	592	.1	1.6
WI '02	92	2411	.3	1.7	186	1454	.6	2.3	92	976	.3	1.2	123	1313	.4	1.8	51	573	.2	2.0
KOST-FM																				
WI '03	99	2356	.3	1.8	115	1118	.4	1.4	151	883	.5	1.9	124	1118	.4	1.7	65	686	.2	2.4
FA '02	140	3014	.4	2.5	153	1021	.5	1.8	252	1281	.8	3.2	180	1515	.6	2.6	74	865	.2	2.7
SU '02	120	2907	.4	2.2	128	1199	.4	1.6	187	1256	.6	2.5	152	1251	.5	2.2	82	976	.3	2.9
SP '02	139	2762	.4	2.6	146	1066	.5	1.8	205	1163	.7	2.7	186	1221	.6	2.9	109	1061	.4	3.9
4-Book	125	2760	.4	2.3	136	1101	.5	1.7	199	1146	.7	2.6	161	1276	.5	2.4	83	897	.3	3.0
WI '02	145	2855	.5	2.7	139	988	.4	1.8	240	1305	.8	3.2	196	1375	.6	2.9	89	1007	.3	3.5
KPWR-FM																				
WI '03	329	5907	1.0	5.9	496	2992	1.6	6.0	391	3063	1.2	5.0	423	3528	1.3	5.8	196	2120	.6	7.4
FA '02	386	6024	1.2	6.9	549	3178	1.7	6.5	468	3083	1.5	6.0	510	3615	1.6	7.4	206	2233	.7	7.5
SU '02	335	6397	1.1	6.2	432	3015	1.4	5.6	409	3331	1.3	5.4	433	3721	1.4	6.3	206	2401	.7	7.3
SP '02	324	5419	1.0	6.1	461	2574	1.5	5.7	350	2760	1.1	4.7	450	3052	1.4	6.9	214	1913	.7	7.7
4-Book	344	5937	1.1	6.3	485	2940	1.6	6.0	405	3059	1.3	5.3	454	3479	1.4	6.6	206	2167	.7	7.5
WI '02	321	5902	1.0	6.0	414	2831	1.3	5.2	435	3296	1.4	5.8	393	3239	1.3	5.8	199	2196	.6	7.8
KRCD-FM																				
WI '03	63	791	.2	1.1	81	462	.3	1.0	73	399	.2	.9	74	487	.2	1.0	36	265	.1	1.4
FA '02	39	740	.1	.7	64	348	.2	.8	70	392	.2	.9	42	323	.1	.6	9	118	.1	.3
SU '02	38	589	.1	.7	68	240	.2	.9	58	324	.2	.8	48	315	.2	.7	9	156	.1	.3
SP '02	32	627	.1	.6	49	287	.2	.6	53	339	.2	.7	47	302	.2	.7	11	233	.1	.4
4-Book	43	687	.1	.8	66	334	.2	.8	64	364	.2	.8	53	357	.2	.8	16	193	.1	.6
WI '02	42	813	.1	.8	48	389	.2	.6	60	338	.2	.8	62	333	.2	.9	19	277	.1	.7
KRCV-FM																				
WI '03	15	328	.1	.3	30	182	.1	.4	28	129	.1	.4	17	115	.1	.2	1	32	.1	.5
FA '02	24	391	.1	.4	39	286	.1	.5	27	168	.1	.3	26	179	.1	.4	13	104	.1	.5
SU '02	54	710	.2	1.0	84	382	.3	1.1	81	430	.3	1.1	48	301	.2	.7	15	110	.1	.5
SP '02	40	594	.1	.7	51	213	.2	.6	55	316	.2	.7	62	393	.2	1.0	24	192	.1	.9
4-Book	33	506	.1	.6	51	266	.2	.7	48	261	.2	.6	38	247	.2	.6	13	110	.1	.5
WI '02	45	660	.1	.8	72	383	.2	.9	65	297	.2	.9	62	349	.2	.9	13	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

Target Listener Trends - Men 18-49

	Men 18-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
WI '03	46	507	.1	.8	74	381	.2	.9	124	336	.4	1.6	49	270	.2	.7	4	123		.2
FA '02	13	297		.2	19	143	.1	.2	24	185	.1	.3	21	174	.1	.3	8	77		.3
SU '02	34	533	.1	.6	34	345	.1	.4	75	311	.2	1.0	67	289	.2	1.0	6	140		.2
SP '02	10	331		.2	11	144		.1	23	167	.1	.3	7	80		.1	2	38		.1
4-Book	26	417	.1	.5	35	253	.1	.4	62	250	.2	.8	36	203	.1	.5	5	95		.2
WI '02	33	553	.1	.6	47	321	.2	.6	89	368	.3	1.2	43	278	.1	.6	3	74		.1
KRLH-AM																				
WI '03		15			1	15			1	15										
FA '02																				
SU '02																				
SP '02	1	18							2	18										
4-Book		8				4			1	8										
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	321	6063	1.0	5.8	595	3576	1.9	7.2	422	2886	1.3	5.4	358	3327	1.1	4.9	169	2020	.5	6.4
FA '02	375	6270	1.2	6.7	600	3457	1.9	7.1	490	3277	1.6	6.3	444	3345	1.4	6.4	211	2507	.7	7.7
SU '02	384	6552	1.2	7.1	613	3228	2.0	7.9	521	3357	1.7	6.8	454	3641	1.5	6.6	239	2345	.8	8.4
SP '02	323	6120	1.0	6.0	505	3139	1.6	6.3	373	2974	1.2	5.0	391	3588	1.3	6.0	238	2402	.8	8.6
4-Book	351	6251	1.1	6.4	578	3350	1.9	7.1	452	3124	1.5	5.9	412	3475	1.3	6.0	214	2319	.7	7.8
WI '02	383	6261	1.2	7.2	555	3233	1.8	7.0	497	3394	1.6	6.7	465	3889	1.5	6.8	182	2147	.6	7.1
KRTH-FM																				
WI '03	117	3122	.4	2.1	166	1212	.5	2.0	197	1472	.6	2.5	134	1344	.4	1.8	38	565	.1	1.4
FA '02	114	2799	.4	2.0	113	976	.4	1.3	196	1393	.6	2.5	146	1312	.5	2.1	39	601	.1	1.4
SU '02	136	3055	.4	2.5	160	1194	.5	2.1	238	1574	.8	3.1	184	1251	.6	2.7	59	676	.2	2.1
SP '02	138	2886	.4	2.6	170	1305	.5	2.1	236	1306	.8	3.2	163	1179	.5	2.5	52	667	.2	1.9
4-Book	126	2966	.4	2.3	152	1172	.5	1.9	217	1436	.7	2.8	157	1272	.5	2.3	47	627	.2	1.7
WI '02	119	2958	.4	2.2	135	1085	.4	1.7	175	1197	.6	2.3	163	1461	.5	2.4	54	766	.2	2.1
KSCA-FM																				
WI '03	297	3481	.9	5.3	634	2195	2.0	7.6	271	1707	.9	3.5	472	1844	1.5	6.5	95	771	.3	3.6
FA '02	330	3559	1.0	5.9	855	2444	2.7	10.1	429	1983	1.4	5.5	188	1190	.6	2.7	99	648	.3	3.6
SU '02	281	3077	.9	5.2	783	2224	2.5	10.1	397	1866	1.3	5.2	159	1083	.5	2.3	71	623	.2	2.5
SP '02	316	3487	1.0	5.9	786	2478	2.5	9.8	420	2095	1.4	5.6	192	1251	.6	2.9	109	825	.4	3.9
4-Book	306	3401	1.0	5.6	765	2335	2.4	9.4	379	1913	1.3	5.0	253	1342	.8	3.6	94	717	.3	3.4
WI '02	270	3261	.9	5.1	664	2260	2.1	8.4	357	1761	1.1	4.8	159	1320	.5	2.3	98	747	.3	3.8
KSPN-AM																				
WI '03	42	978	.1	.8	43	422	.1	.5	78	553	.2	1.0	82	608	.3	1.1	12	215		.5
FA '02	26	970	.1	.5	22	214	.1	.3	48	366	.2	.6	41	562	.1	.6	8	259		.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	28	777	.1	.5	22	273	.1	.3	43	361	.1	.6	63	405	.2	1.0	8	212		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	129	2029	.4	2.3	156	1025	.5	1.9	183	1144	.6	2.3	156	1124	.5	2.1	70	688	.2	2.6
FA '02	61	1560	.2	1.1	87	749	.3	1.0	85	796	.3	1.1	65	703	.2	.9	29	502	.1	1.1
SU '02	48	1472	.2	.9	62	502	.2	.8	70	699	.2	.9	48	529	.2	.7	24	394	.1	.8
SP '02	89	1620	.3	1.7	114	756	.4	1.4	151	840	.5	2.0	99	753	.3	1.5	40	424	.1	1.4
4-Book	82	1670	.3	1.5	105	758	.4	1.3	122	870	.4	1.6	92	777	.3	1.3	41	502	.1	1.5
WI '02	75	1533	.2	1.4	144	772	.5	1.8	90	708	.3	1.2	91	721	.3	1.3	26	337	.1	1.0
KSUR-AM																				
WI '03	1	37																		
FA '02	5	78		.1	4	33			8	62		.1	9	33		.1		11		
SU '02	1	72				14			2	13			2	27			1	26		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTNQ-AM																				
WI '03	37	608	.1	.7	51	249	.2	.6	67	276	.2	.9	27	178	.1	.4	22	239	.1	.8
FA '02	28	723	.1	.5	31	253	.1	.4	24	245	.1	.3	34	330	.1	.5	43	306	.1	1.6
SU '02	30	647	.1	.6	44	165	.1	.6	24	154	.1	.3	28	236	.1	.4	52	323	.2	1.8
SP '02	45	636	.1	.8	82	315	.3	1.0	56	278	.2	.8	36	230	.1	.6	36	235	.1	1.3
4-Book	35	654	.1	.7	52	246	.2	.7	43	238	.2	.6	31	244	.1	.5	38	276	.1	1.4
WI '02	37	572	.1	.7	36	255	.1	.5	41	251	.1	.6	34	268	.1	.5	58	242	.2	2.3
KTWV-FM																				
WI '03	109	2022	.3	2.0	98	883	.3	1.2	191	1091	.6	2.4	143	1070	.5	2.0	53	763	.2	2.0
FA '02	128	2142	.4	2.3	135	1059	.4	1.6	188	1184	.6	2.4	153	1051	.5	2.2	83	814	.3	3.0
SU '02	135	2186	.4	2.5	141	952	.5	1.8	220	1141	.7	2.9	159	1091	.5	2.3	67	627	.2	2.4
SP '02	108	1916	.3	2.0	100	674	.3	1.2	210	942	.7	2.8	157	1081	.5	2.4	48	611	.2	1.7
4-Book	120	2067	.4	2.2	119	892	.4	1.5	202	1090	.7	2.6	153	1073	.5	2.2	63	704	.2	2.3
WI '02	121	2215	.4	2.3	128	983	.4	1.6	184	1064	.6	2.5	161	1050	.5	2.4	70	624	.2	2.7
KWIZ-FM																				
WI '03	56	838	.2	1.0	54	324	.2	.6	63	459	.2	.8	76	422	.2	1.0	48	308	.2	1.8
FA '02	75	971	.2	1.3	120	564	.4	1.4	114	577	.4	1.5	80	513	.3	1.2	25	333	.1	.9
SU '02	88	1046	.3	1.6	76	436	.2	1.0	145	620	.5	1.9	112	620	.4	1.6	38	343	.1	1.3
SP '02	87	1168	.3	1.6	93	494	.3	1.2	123	589	.4	1.6	120	736	.4	1.8	62	466	.2	2.2
4-Book	77	1006	.3	1.4	86	455	.3	1.1	111	561	.4	1.5	97	573	.3	1.4	43	363	.2	1.6
WI '02	79	989	.3	1.5	100	329	.3	1.3	112	453	.4	1.5	72	488	.2	1.1	75	382	.2	2.9
KWKV-AM																				
WI '03	33	444	.1	.6	59	273	.2	.7	65	230	.2	.8	33	177	.1	.5	3	56		.1
FA '02	14	345		.2	28	127	.1	.3	29	221	.1	.4	11	86		.2	1	39		
SU '02	20	339	.1	.4	11	44		.1	39	153	.1	.5	22	161	.1	.3	20	76	.1	.7
SP '02	20	367	.1	.4	17	108	.1	.2	39	174	.1	.5	26	125	.1	.4	13	82		.5
4-Book	22	374	.1	.4	29	138	.1	.3	43	195	.1	.6	23	137	.1	.4	9	63		.3
WI '02	24	374	.1	.4	27	112	.1	.3	66	227	.2	.9	24	132	.1	.4	2	29		.1
KWVE-FM																				
WI '03	25	631	.1	.4	53	342	.2	.6	29	256	.1	.4	43	248	.1	.6	6	90		.2
FA '02	23	699	.1	.4	29	367	.1	.3	33	284	.1	.4	32	328	.1	.5	11	165		.4
SU '02	44	581	.1	.8	74	370	.2	1.0	58	293	.2	.8	64	264	.2	.9	20	202	.1	.7
SP '02	24	691	.1	.4	54	374	.2	.7	21	255	.1	.3	26	298	.1	.4	10	115		.4
4-Book	29	651	.1	.5	53	363	.2	.7	35	272	.1	.5	41	285	.1	.6	12	143		.4
WI '02	27	577	.1	.5	42	314	.1	.5	49	208	.2	.7	38	270	.1	.6	6	84		.2
KXOL-FM																				
WI '03	138	1708	.4	2.5	156	671	.5	1.9	229	945	.7	2.9	158	903	.5	2.2	59	589	.2	2.2
FA '02	145	2403	.5	2.6	159	1140	.5	1.9	242	1393	.8	3.1	181	1273	.6	2.6	66	648	.2	2.4
SU '02	108	1675	.3	2.0	135	777	.4	1.7	162	877	.5	2.1	124	908	.4	1.8	56	552	.2	2.0
SP '02	155	2185	.5	2.9	169	999	.5	2.1	243	1215	.8	3.3	194	1080	.6	3.0	81	705	.3	2.9
4-Book	137	1993	.4	2.5	155	897	.5	1.9	219	1108	.7	2.9	164	1041	.5	2.4	66	624	.2	2.4
WI '02	110	1712	.4	2.1	155	987	.5	2.0	165	950	.5	2.2	115	904	.4	1.7	47	519	.2	1.8
KYSR-FM																				
WI '03	86	3169	.3	1.5	149	1302	.5	1.8	91	1207	.3	1.2	132	1613	.4	1.8	45	814	.1	1.7
FA '02	130	2940	.4	2.3	168	1096	.5	2.0	242	1525	.8	3.1	189	1623	.6	2.7	42	807	.1	1.5
SU '02	161	3816	.5	3.0	232	1550	.7	3.0	242	1648	.8	3.2	223	1945	.7	3.2	52	820	.2	1.8
SP '02	126	3703	.4	2.4	184	1556	.6	2.3	163	1377	.5	2.2	152	1650	.5	2.3	64	1128	.2	2.3
4-Book	126	3407	.4	2.3	183	1376	.6	2.3	185	1439	.6	2.4	174	1708	.6	2.5	51	892	.2	1.8
WI '02	133	3319	.4	2.5	236	1581	.8	3.0	176	1362	.6	2.4	185	1761	.6	2.7	41	593	.1	1.6
+KZAB-FM																				
KFSG-FM																				
WI '03	42	571	.1	.8	62	240	.2	.7	58	264	.2	.7	55	297	.2	.8	15	152		.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	103	1691	.3	1.8	120	859	.4	1.4	175	815	.6	2.2	133	963	.4	1.8	38	422	.1	1.4
FA '02	71	1255	.2	1.3	88	541	.3	1.0	106	630	.3	1.4	91	687	.3	1.3	32	371	.1	1.2
SU '02	102	1668	.3	1.9	138	869	.4	1.8	144	904	.5	1.9	130	959	.4	1.9	45	407	.1	1.6
SP '02	79	1460	.3	1.5	117	739	.4	1.5	127	797	.4	1.7	102	801	.3	1.6	21	325	.1	.8
4-Book	89	1519	.3	1.6	116	752	.4	1.4	138	787	.5	1.8	114	853	.4	1.7	34	381	.1	1.3
WI '02	84	1326	.3	1.6	118	651	.4	1.5	106	553	.3	1.4	113	806	.4	1.7	33	384	.1	1.3
KGGI-FM																				
WI '03	15	556	.3	.3	25	173	.1	.3	11	188	.1	.3	19	237	.1	.3	8	177	.1	.3
FA '02	15	500	.3	.3	19	173	.1	.2	10	199	.1	.3	20	281	.1	.3	19	138	.1	.7
SU '02	23	835	.1	.4	33	314	.1	.4	26	348	.1	.3	32	336	.1	.5	9	174	.1	.3
SP '02	14	607	.3	.3	14	197	.2	.2	20	211	.1	.3	15	232	.2	.2	8	166	.1	.3
4-Book	17	625	.3	.3	23	214	.1	.3	17	237	.1	.2	22	272	.1	.3	11	164	.1	.4
WI '02	15	639	.3	.3	16	189	.1	.2	20	280	.1	.3	16	262	.1	.2	12	146	.1	.5
TOTALS																				
WI '03	5582	30363	17.7		8318	26696	26.4		7849	23395	24.9		7266	26227	23.1		2658	17198	8.4	
FA '02	5607	30265	17.8		8444	26107	26.8		7828	23225	24.8		6895	25431	21.9		2755	17549	8.7	
SU '02	5410	29755	17.4		7764	25177	25.0		7620	23489	24.5		6928	25003	22.3		2835	16854	9.1	
SP '02	5345	29957	17.2		8056	25330	25.9		7459	22963	24.0		6520	24977	21.0		2775	16938	8.9	
4-Book	5486	30085	17.5		8146	25828	26.0		7689	23268	24.6		6902	25410	22.1		2756	17135	8.8	
WI '02	5337	29881	17.2		7940	25606	25.6		7447	22604	24.0		6795	24948	21.9		2561	16748	8.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM	WI '03	159	1286	.5	2.0	19	316	.1	.5	20	82	.1	.5	34	130	.1	.6	7	32	.1	.2	
	4-Book	124	1131	.4	1.6	23	373	.1	.6	25	90	.1	.6	45	160	.1	.8	19	75	.1	.5	
KBIG-FM	WI '03	139	2010	.4	1.8	80	1361	.3	2.2	81	256	.3	2.0	102	376	.3	1.7	84	288	.3	2.0	
	4-Book	178	2165	.6	2.4	86	1350	.3	2.4	71	237	.2	1.7	146	461	.5	2.5	109	340	.4	2.6	
KBLA-AM	WI '03	142	953	.5	1.8	39	414	.1	1.1	59	143	.2	1.5	81	170	.3	1.3	73	159	.2	1.7	
	4-Book	116	876	.4	1.5	32	379	.1	.9	30	84	.1	.7	51	126	.2	.8	61	155	.2	1.4	
KBUA-FM	WI '03	48	417	.2	.6	28	241	.1	.8	39	91	.1	1.0	34	102	.1	.6	26	82	.1	.6	
	4-Book	53	383	.2	.7	31	255	.1	.9	40	97	.1	1.0	42	105	.1	.7	44	101	.2	1.0	
KBUE-FM	WI '03	300	2400	1.0	3.8	174	1573	.6	4.9	216	613	.7	5.3	280	716	.9	4.5	235	629	.7	5.5	
	4-Book	275	2157	.9	3.6	162	1420	.5	4.5	207	506	.7	5.0	269	674	.9	4.5	207	539	.7	4.9	
KCBS-FM	WI '03	363	3443	1.2	4.6	131	1947	.4	3.7	141	438	.4	3.5	278	839	.9	4.5	184	760	.6	4.3	
	4-Book	281	3428	.9	3.7	126	1988	.4	3.5	142	517	.5	3.4	221	790	.7	3.7	177	676	.6	4.2	
KDIS-AM	WI '03	7	276	.1	.1	5	152	.1	.1	3	36	.1	.1	6	53	.1	.1	3	27	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	KSSC-FM	WI '03	34	613	.1	.4	26	431	.1	.7	27	80	.1	.7	38	155	.1	.6	52	116	.2	1.2
		4-Book	24	390	.1	.3	14	274	.1	.4	14	50	.1	.4	18	84	.1	.3	23	67	.1	.6
+KDLE-FM	KSSD-FM	WI '03	45	500	.1	.6	19	283	.1	.5	7	41	.2	.2	41	143	.1	.7	43	109	.1	1.0
		4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	256	2013	.8	3.3	41	596	.1	1.1	100	259	.3	2.5	49	167	.2	.8	30	143	.1	.7	
	4-Book	193	1796	.6	2.6	52	745	.2	1.4	104	304	.3	2.5	67	216	.2	1.1	26	109	.1	.6	
KFSH-FM	WI '03	43	538	.1	.6	33	464	.1	.9	42	116	.1	1.0	77	230	.2	1.2	25	142	.1	.6	
	4-Book	45	536	.1	.6	30	418	.1	.9	29	104	.1	.7	54	195	.2	.9	41	158	.2	1.0	
KFWB-AM	WI '03	108	1886	.3	1.4	36	925	.1	1.0	87	347	.3	2.1	65	292	.2	1.1	28	133	.1	.7	
	4-Book	90	1747	.3	1.2	30	735	.1	.8	54	242	.2	1.3	47	240	.2	.8	31	146	.1	.8	
KHHT-FM	WI '03	130	1899	.4	1.7	98	1300	.3	2.7	65	201	.2	1.6	101	398	.3	1.6	60	258	.2	1.4	
	4-Book	142	2011	.5	1.9	95	1207	.3	2.7	64	238	.2	1.6	129	397	.4	2.2	98	345	.3	2.4	
KHJ -AM	WI '03	111	855	.4	1.4	46	423	.1	1.3	67	129	.2	1.7	78	127	.2	1.3	66	154	.2	1.5	
	4-Book	87	743	.3	1.2	28	319	.1	.8	46	114	.2	1.1	55	116	.2	.9	53	118	.2	1.3	
KIIS-FM	WI '03	174	3191	.6	2.2	103	1698	.3	2.9	79	381	.3	1.9	175	627	.6	2.8	140	422	.4	3.3	
	4-Book	205	3601	.7	2.7	123	2305	.4	3.5	117	476	.4	2.8	225	918	.7	3.8	147	595	.5	3.5	
KVVS-FM	WI '03	3	95			2	38							7	11		.1					
	4-Book	10	142		.1	4	84		.1	3	21		.1	9	37		.2	12	38	.1	.3	
KJLH-FM	WI '03	74	738	.2	.9	58	704	.2	1.6	43	121	.1	1.1	90	306	.3	1.5	73	223	.2	1.7	
	4-Book	67	741	.2	.9	61	589	.2	1.7	52	135	.2	1.3	83	237	.3	1.4	63	189	.2	1.5	

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

Target Listener Estimates

		Men 18-49																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																							
WI '03		197	2805	.6	2.5	99	1493	.3	2.8	75	309	.2	1.8	228	543	.7	3.7	134	492	.4	3.1		
4-Book		217	2951	.7	2.8	108	1666	.4	3.0	100	298	.3	2.4	204	666	.7	3.4	135	503	.4	3.2		
KKLA-FM																							
WI '03		35	445	.1	.4	3	75		.1	7	31		.2	3	15			7	15		.2		
4-Book		32	462	.1	.4	6	137		.2	8	38		.2	6	32		.1	7	30		.2		
KLAC-AM																							
WI '03		20	448	.1	.3	12	263		.3					6	20		.1	9	27		.2		
4-Book		32	661	.1	.4	23	429	.1	.6	7	19		.2	16	56		.3	20	61	.1	.5		
KLAX-FM																							
WI '03		281	2619	.9	3.6	172	1741	.5	4.8	212	589	.7	5.2	268	762	.9	4.3	189	484	.6	4.4		
4-Book		285	2456	.9	3.8	167	1594	.5	4.7	193	500	.6	4.6	278	650	.9	4.6	207	546	.7	4.9		
KLOS-FM																							
WI '03		364	3871	1.2	4.7	145	2115	.5	4.1	124	384	.4	3.1	351	957	1.1	5.7	171	594	.5	4.0		
4-Book		333	3718	1.1	4.4	135	2076	.5	3.8	131	436	.4	3.2	281	886	.9	4.7	175	560	.5	4.2		
KLSX-FM																							
WI '03		415	3219	1.3	5.3	57	892	.2	1.6	35	160	.1	.9	73	240	.2	1.2	84	199	.3	2.0		
4-Book		422	3271	1.4	5.6	51	869	.2	1.4	39	157	.1	1.0	59	228	.2	1.0	59	183	.2	1.4		
KLTX-AM																							
WI '03		56	259	.2	.7	37	214	.1	1.0	71	145	.2	1.8	45	75	.1	.7	22	47	.1	.5		
4-Book		62	287	.2	.8	39	219	.1	1.1	59	139	.2	1.5	67	107	.2	1.1	46	86	.2	1.1		
KLVE-FM																							
WI '03		234	2660	.7	3.0	130	1542	.4	3.6	174	482	.6	4.3	239	659	.8	3.9	135	450	.4	3.2		
4-Book		210	2524	.7	2.8	123	1522	.4	3.4	166	425	.6	4.0	214	564	.7	3.6	95	316	.3	2.3		
KLYY-FM																							
WI '03		89	766	.3	1.1	52	594	.2	1.5	73	174	.2	1.8	96	236	.3	1.6	55	172	.2	1.3		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KMZT-FM																							
WI '03		61	838	.2	.8	30	534	.1	.8	45	163	.1	1.1	32	148	.1	.5	39	182	.1	.9		
4-Book		55	783	.2	.7	32	508	.1	.9	26	97	.1	.6	39	159	.1	.6	30	128	.1	.7		
KNX -AM																							
WI '03		134	2046	.4	1.7	49	982	.2	1.4	94	391	.3	2.3	52	275	.2	.8	52	242	.2	1.2		
4-Book		120	2017	.4	1.6	35	849	.1	1.0	55	244	.2	1.3	38	216	.1	.6	33	146	.1	.8		
KOST-FM																							
WI '03		132	1834	.4	1.7	65	1033	.2	1.8	67	276	.2	1.7	91	343	.3	1.5	75	302	.2	1.8		
4-Book		168	2057	.5	2.2	78	1238	.3	2.2	107	336	.4	2.6	128	457	.4	2.2	88	306	.3	2.1		
KPWR-FM																							
WI '03		433	5134	1.4	5.5	234	3342	.7	6.5	185	760	.6	4.6	316	1099	1.0	5.1	282	1046	.9	6.6		
4-Book		445	5134	1.4	5.8	258	3339	.8	7.2	235	815	.8	5.7	385	1312	1.2	6.5	331	1106	1.1	7.8		
KRCD-FM																							
WI '03		76	744	.2	1.0	59	433	.2	1.7	81	151	.3	2.0	76	150	.2	1.2	75	204	.2	1.8		
4-Book		61	611	.2	.8	29	319	.1	.8	47	107	.2	1.2	47	127	.2	.8	34	99	.1	.8		
KRCV-FM																							
WI '03		25	270	.1	.3	6	112		.2	21	57	.1	.5	8	13		.1	2	15		.6		
4-Book		46	417	.2	.6	25	230	.1	.7	40	88	.2	1.0	34	85	.1	.6	26	65	.1	.6		
KRLA-AM																							
WI '03		86	494	.3	1.1	3	64		.1	2	19			4	13		.1				.2		
4-Book		46	371	.2	.6	4	87		.2	1	9			3	14		.1	9	22		.2		
KRLH-AM																							
WI '03		1	15																				
4-Book		1	8				5								5								

Target Listener Estimates - Men 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	455	5460	1.4	5.8	182	2791	.6	5.1	156	701	.5	3.8	377	1332	1.2	6.1	308	864	1.0	7.2	
	4-Book	478	5475	1.5	6.3	215	3166	.7	6.0	185	694	.6	4.5	407	1444	1.3	6.8	284	949	.9	6.7	
KRTH-FM	WI '03	168	2429	.5	2.2	80	1394	.3	2.2	81	341	.3	2.0	159	614	.5	2.6	77	282	.2	1.8	
	4-Book	179	2354	.6	2.4	87	1294	.3	2.4	73	286	.3	1.8	180	546	.6	3.0	113	375	.3	2.7	
KSCA-FM	WI '03	445	3101	1.4	5.7	170	1805	.5	4.8	479	882	1.5	11.8	259	835	.8	4.2	199	487	.6	4.7	
	4-Book	459	3010	1.5	6.1	178	1737	.6	5.0	545	993	1.7	13.2	271	780	.9	4.6	145	377	.5	3.5	
KSPN-AM	WI '03	69	896	.2	.9	14	287	.4	.4	7	63	.2	.2	22	113	.1	.4	13	82	.3	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	166	1753	.5	2.1	103	1048	.3	2.9	100	297	.3	2.5	230	578	.7	3.7	149	332	.5	3.5	
	4-Book	108	1381	.4	1.4	63	839	.2	1.8	69	212	.2	1.7	135	363	.4	2.3	78	235	.3	1.9	
KSUR-AM	WI '03					2	37	.1	.1	5	19	.1	.1									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	50	378	.2	.6	24	280	.1	.7	41	82	.1	1.0	44	104	.1	.7	25	46	.1	.6	
	4-Book	42	437	.2	.6	20	240	.1	.6	43	96	.2	1.1	25	57	.1	.4	18	45	.1	.5	
KTWV-FM	WI '03	148	1589	.5	1.9	79	1161	.3	2.2	62	213	.2	1.5	162	437	.5	2.6	79	271	.3	1.9	
	4-Book	162	1646	.5	2.2	86	1103	.3	2.4	75	272	.3	1.8	141	433	.5	2.4	101	292	.3	2.4	
KWIZ-FM	WI '03	64	711	.2	.8	48	469	.2	1.3	35	106	.1	.9	66	183	.2	1.1	66	210	.2	1.5	
	4-Book	99	850	.3	1.3	58	591	.2	1.6	68	173	.2	1.7	104	259	.3	1.8	73	197	.2	1.7	
KWKW-AM	WI '03	53	419	.2	.7	17	223	.1	.5	37	113	.1	.9	33	68	.1	.5	6	13	.1	.1	
	4-Book	32	321	.1	.4	11	153	.3	.3	18	51	.1	.4	18	46	.1	.3	11	32	.2	.2	
KVVE-FM	WI '03	40	529	.1	.5	10	271	.3	.3	3	30	.1	.1	19	73	.1	.3	14	51	.3	.3	
	4-Book	43	535	.1	.6	16	318	.1	.5	20	82	.1	.5	19	91	.1	.3	13	49	.3	.3	
KXOL-FM	WI '03	185	1349	.6	2.4	109	1047	.3	3.1	133	377	.4	3.3	239	518	.8	3.9	117	268	.4	2.7	
	4-Book	182	1642	.6	2.4	104	1029	.3	2.9	121	300	.4	2.9	199	463	.7	3.4	123	297	.4	2.9	
KYSR-FM	WI '03	121	2613	.4	1.5	52	1323	.2	1.5	25	156	.1	.6	70	354	.2	1.1	77	434	.2	1.8	
	4-Book	181	2806	.6	2.4	79	1554	.3	2.2	61	298	.2	1.5	144	559	.5	2.4	125	459	.4	3.0	
+KZAB-FM	KFSG-FM	WI '03	58	432	.2	.7	32	328	.1	.9	45	99	.1	1.1	44	103	.1	.7	35	81	.1	.8
		4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	145	1421	.5	1.9	72	955	.2	2.0	55	263	.2	1.4	134	391	.4	2.2	113	343	.4	2.6	
	4-Book	123	1260	.4	1.6	64	863	.2	1.8	54	226	.2	1.3	113	373	.4	1.9	83	300	.3	2.0	
KGCI-FM	WI '03	18	452	.1	.2	15	286	.4	.4	6	50	.1	.1	35	115	.1	.6	15	55	.4	.4	
	4-Book	20	475	.1	.3	15	281	.4	.4	12	60	.3	.3	25	107	.1	.4	18	61	.1	.4	
TOTALS	WI '03	7813	29976	24.8		3573	24307	11.3		4057	11044	12.9		6173	14828	19.6		4265	11322	13.5		
	4-Book	7587	29510	24.3		3584	23860	11.5		4133	10762	13.2		5970	14486	19.1		4226	10969	13.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

		Men 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	WI '03	10	17		.4	35	122	.1	1.4	15	91		.4	14	48		.4	14	64		.8	
	4-Book	9	36		.4	28	85	.1	1.2	22	95	.1	.5	17	69	.1	.5	14	62		.8	
KBIG-FM																						
	WI '03	136	476	.4	5.6	30	115	.1	1.2	83	315	.3	2.0	77	307	.2	2.4	34	178	.1	1.9	
	4-Book	119	401	.4	4.8	43	181	.1	1.7	100	339	.3	2.4	49	233	.2	1.5	37	199	.1	2.0	
KBLA-AM																						
	WI '03	8	45		.3	6	31		.2	26	82	.1	.6	62	113	.2	1.9	4	29		.2	
	4-Book	16	64		.7	10	29		.4	27	85	.1	.7	62	133	.2	1.9	9	44		.5	
KBUA-FM																						
	WI '03	17	44	.1	.7	22	60	.1	.9	54	110	.2	1.3	30	70	.1	.9	7	34		.4	
	4-Book	24	72	.1	1.0	17	42	.1	.7	42	94	.2	1.0	24	59	.1	.7	11	44		.6	
KBUE-FM																						
	WI '03	115	394	.4	4.8	140	337	.4	5.7	160	516	.5	3.9	164	407	.5	5.1	98	313	.3	5.4	
	4-Book	100	311	.4	4.0	115	272	.4	4.6	178	488	.6	4.3	153	389	.5	4.6	70	219	.2	3.8	
KCBS-FM																						
	WI '03	50	281	.2	2.1	47	214	.1	1.9	167	684	.5	4.1	127	551	.4	3.9	47	139	.1	2.6	
	4-Book	63	315	.2	2.5	72	264	.2	2.9	150	606	.5	3.6	122	443	.4	3.7	58	208	.2	3.1	
KDIS-AM																						
	WI '03	3	27		.1	2	13		.1	8	55		.2	4	16		.1	7	44		.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																						
	KSSC-FM																					
	WI '03	31	150	.1	1.3	12	53		.5	30	136	.1	.7	18	92	.1	.6					
	4-Book	16	60		.7	11	39		.5	19	94	.1	.4	9	48		.3	4	11		.2	
+KDLE-FM																						
	KSSD-FM																					
	WI '03	19	80	.1	.8					10	72		.2	11	60		.3	15	76		.8	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																						
	WI '03	26	85	.1	1.1	47	101	.1	1.9	25	77	.1	.6	16	50	.1	.5	38	127	.1	2.1	
	4-Book	40	115	.1	1.6	47	146	.1	1.9	66	188	.2	1.6	31	92	.1	1.0	33	113	.1	1.8	
KFSH-FM																						
	WI '03	2	26		.1	42	227	.1	1.7	53	230	.2	1.3	16	118	.1	.5	6	27		.3	
	4-Book	9	55		.4	32	161	.1	1.3	39	186	.2	1.0	24	114	.1	.7	13	68	.1	.7	
KFWB-AM																						
	WI '03	10	89		.4	47	217	.1	1.9	33	222	.1	.8	11	83		.3	13	99		.7	
	4-Book	13	90		.5	27	152	.1	1.1	32	188	.1	.8	26	112	.1	.8	12	80		.7	
KHHT-FM																						
	WI '03	83	240	.3	3.4	92	308	.3	3.7	95	298	.3	2.3	83	337	.3	2.6	189	398	.6	10.4	
	4-Book	82	263	.3	3.3	57	184	.2	2.3	85	287	.3	2.1	88	317	.3	2.7	146	333	.5	7.9	
KHJ -AM																						
	WI '03	32	80	.1	1.3	41	76	.1	1.7	24	56	.1	.6	45	93	.1	1.4	22	94	.1	1.2	
	4-Book	10	30		.4	23	60	.1	.9	19	54	.1	.5	20	47		.6	8	33		.5	
KIIS-FM																						
	WI '03	119	388	.4	4.9	19	121	.1	.8	123	551	.4	3.0	86	334	.3	2.7	65	253	.2	3.6	
	4-Book	106	384	.4	4.2	69	299	.2	2.9	148	637	.5	3.6	102	424	.4	3.1	60	287	.2	3.2	
KVVS-FM																						
	WI '03									7	11		.2				.1	2	15		.1	
	4-Book	3	19		.1		4			6	24		.2	2	12		.1	1	4			
KJLH-FM																						
	WI '03	50	171	.2	2.1	57	153	.2	2.3	74	278	.2	1.8	64	180	.2	2.0	15	52		.8	
	4-Book	42	109	.1	1.7	76	201	.3	3.0	78	243	.3	1.9	72	180	.2	2.2	24	87	.1	1.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	87	317	.3	3.6	32	178	.1	1.3	76	369	.2	1.8	98	302	.3	3.0	52	176	.2	2.9
4-Book	81	311	.3	3.2	51	183	.2	2.1	107	436	.3	2.6	101	356	.3	3.1	78	282	.3	4.3
KKLA-FM																				
WI '03					2	30	.1		3	15	.1									
4-Book	3	17		.1	5	28	.2		6	25	.1		4	24		.1	5	18		.3
KLAC-AM																				
WI '03	17	84	.1	.7	4	18	.2		15	62	.4		20	89	.1	.6	18	90	.1	1.0
4-Book	18	73	.1	.7	5	12	.2		26	111	.1	.6	70	219	.2	2.1	20	86	.1	1.1
KLAX-FM																				
WI '03	134	318	.4	5.6	159	455	.5	6.5	229	599	.7	5.6	131	342	.4	4.1	55	173	.2	3.0
4-Book	124	321	.4	5.0	118	334	.4	4.8	219	524	.7	5.3	143	362	.5	4.3	55	182	.2	3.0
KLOS-FM																				
WI '03	37	250	.1	1.5	65	279	.2	2.6	147	609	.5	3.6	187	597	.6	5.8	75	296	.2	4.1
4-Book	76	297	.3	3.0	64	232	.2	2.5	125	504	.4	3.0	151	516	.5	4.6	72	298	.2	3.8
KLSX-FM																				
WI '03	15	89		.6	79	301	.3	3.2	118	351	.4	2.9	50	132	.2	1.5	8	48		.4
4-Book	12	65		.5	84	295	.3	3.4	101	332	.3	2.4	48	132	.2	1.5	10	60		.6
KLTX-AM																				
WI '03	21	111	.1	.9	48	106	.2	2.0	51	119	.2	1.2	26	77	.1	.8	17	75	.1	.9
4-Book	24	67	.1	1.0	38	97	.2	1.5	43	95	.1	1.0	20	56	.1	.6	15	46	.1	.8
KLVE-FM																				
WI '03	100	354	.3	4.1	98	298	.3	4.0	136	409	.4	3.3	78	269	.2	2.4	70	232	.2	3.9
4-Book	119	367	.4	4.7	95	277	.3	3.8	137	426	.4	3.3	76	224	.2	2.3	70	243	.2	3.7
KLYY-FM																				
WI '03	54	182	.2	2.2	31	90	.1	1.3	52	181	.2	1.3	29	65	.1	.9	26	89	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	30	138	.1	1.2	47	163	.1	1.9	23	125	.1	.6	23	133	.1	.7	9	63		.5
4-Book	24	118	.1	1.0	26	97	.1	1.1	42	157	.1	1.0	35	121	.1	1.1	27	110	.1	1.4
KNX -AM																				
WI '03	28	158	.1	1.2	55	134	.2	2.2	54	269	.2	1.3	30	136	.1	.9	36	163	.1	2.0
4-Book	28	131	.1	1.1	32	117	.1	1.3	42	199	.2	1.0	27	134	.1	.8	29	154	.1	1.6
KOST-FM																				
WI '03	55	208	.2	2.3	49	206	.2	2.0	75	336	.2	1.8	48	196	.2	1.5	57	197	.2	3.2
4-Book	68	255	.2	2.7	57	216	.2	2.3	73	304	.2	1.8	57	192	.2	1.8	42	194	.2	2.4
KPWR-FM																				
WI '03	221	826	.7	9.2	177	603	.6	7.2	269	929	.9	6.5	239	834	.8	7.4	172	584	.5	9.5
4-Book	241	842	.8	9.6	163	523	.5	6.5	277	931	.9	6.6	251	810	.8	7.7	173	633	.5	9.2
KRCD-FM																				
WI '03	56	163	.2	2.3	52	113	.2	2.1	72	186	.2	1.7	45	127	.1	1.4	21	54	.1	1.2
4-Book	28	86	.1	1.1	18	53	.1	.7	28	81	.1	.7	21	66	.1	.6	12	44		.7
KRCV-FM																				
WI '03	5	13		.2	8	16		.3					7	14		.2				
4-Book	13	48		.5	24	66	.1	1.0	33	80	.1	.8	23	57	.1	.7	7	24		.4
KRLA-AM																				
WI '03	6	13		.2	2	19		.1					5	20		.2		2	20	
4-Book	4	15		.2	4	11		.2		1	.4		9	27		.3		5	20	
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

		Men 18-49																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	115	486	.4	4.8	61	310	.2	2.5	198	771	.6	4.8	124	619	.4	3.8	104	461	.3	5.7
	4-Book	152	633	.5	6.1	100	397	.3	4.0	228	831	.8	5.5	202	788	.7	6.1	145	617	.5	7.8
KRTH-FM	WI '03	41	191	.1	1.7	71	285	.2	2.9	109	478	.3	2.6	84	318	.3	2.6	18	116	.1	1.0
	4-Book	36	162	.1	1.5	61	212	.2	2.5	111	366	.3	2.7	78	276	.3	2.4	40	166	.1	2.2
KSCA-FM	WI '03	39	131	.1	1.6	120	267	.4	4.9	93	317	.3	2.3	183	408	.6	5.7	47	104	.1	2.6
	4-Book	53	167	.2	2.1	169	374	.5	6.7	138	393	.5	3.3	111	298	.4	3.4	45	133	.1	2.5
KSPN-AM	WI '03	20	45	.1	.8	15	47	.6	.6	12	46	.3	.3	12	66	.4	.4	5	28	.3	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	56	170	.2	2.3	86	192	.3	3.5	148	386	.5	3.6	22	107	.1	.7	24	111	.1	1.3
	4-Book	37	130	.1	1.5	53	131	.2	2.1	80	260	.3	1.9	31	102	.1	.9	19	88	.1	1.0
KSUR-AM	WI '03					4	18	.2	.2	5	18	.1	.1								
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	4	41	.2	.2	3	13	.1	.1	43	113	.1	1.0	31	62	.1	1.0				
	4-Book	12	52	.1	.5	8	24	.3	.3	25	74	.1	.6	18	51	.1	.6	13	34	.1	.7
KTWV-FM	WI '03	44	177	.1	1.8	39	185	.1	1.6	121	391	.4	2.9	74	243	.2	2.3	37	155	.1	2.0
	4-Book	52	222	.2	2.1	53	207	.2	2.2	132	417	.4	3.2	91	290	.3	2.8	40	183	.1	2.2
KWIZ-FM	WI '03	56	140	.2	2.3	9	48	.4	.4	48	98	.2	1.2	64	187	.2	2.0	38	143	.1	2.1
	4-Book	46	168	.2	1.8	27	84	.1	1.1	52	151	.2	1.3	64	179	.2	2.0	34	122	.1	1.9
KWKW-AM	WI '03	18	30	.1	.7	7	14	.3	.3	17	42	.1	.4	4	15	.1	.1	10	13	.6	.6
	4-Book	10	25	.4	.4	5	14	.2	.2	8	29	.2	.2	4	15	.1	.1	9	21	.5	.5
KWVE-FM	WI '03	1	14			16	70	.1	.7	16	74	.1	.4	11	76	.3	.3	2	20	.1	.1
	4-Book	14	49	.1	.6	28	102	.1	1.2	17	79	.1	.4	12	56	.4	.4	10	43	.6	.6
KXOL-FM	WI '03	49	145	.2	2.0	80	208	.3	3.3	98	309	.3	2.4	87	267	.3	2.7	65	228	.2	3.6
	4-Book	60	172	.2	2.4	83	216	.3	3.4	111	304	.3	2.7	87	233	.3	2.7	45	157	.2	2.5
KYSR-FM	WI '03	61	249	.2	2.5	27	171	.1	1.1	86	473	.3	2.1	32	242	.1	1.0	25	143	.1	1.4
	4-Book	57	302	.2	2.3	34	197	.1	1.4	104	514	.3	2.5	77	336	.3	2.4	28	163	.1	1.5
+KZAB-FM	WI '03	2	34	.1	.1	27	82	.1	1.1	56	140	.2	1.4	31	86	.1	1.0	21	80	.1	1.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	35	129	.1	1.5	26	195	.1	1.1	127	434	.4	3.1	57	178	.2	1.8	21	144	.1	1.2
	4-Book	39	159	.1	1.6	43	180	.1	1.7	95	306	.3	2.3	55	183	.2	1.7	25	115	.1	1.3
KGGI-FM	WI '03	15	60	.6	.6	10	48	.4	.4	15	60	.4	.4	15	49	.5	.5	8	45	.4	.4
	4-Book	19	67	.8	.8	10	49	.4	.4	11	54	.3	.3	14	56	.4	.4	10	37	.5	.5
TOTALS	WI '03	2412	7523	7.7	7.7	2455	7358	7.8	7.8	4119	11541	13.1	13.1	3231	9062	10.3	10.3	1809	5938	5.7	5.7
	4-Book	2498	7625	8.0	8.0	2488	7245	8.0	8.0	4170	11188	13.3	13.3	3283	8712	10.5	10.5	1856	6017	5.9	5.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03	94	1331	.4	2.1	102	558	.4	1.5	186	742	.8	2.8	168	864	.7	2.8	45	329	.2	2.3	
FA '02	95	1029	.4	2.1	84	419	.3	1.2	165	617	.7	2.6	210	655	.9	3.7	48	328	.2	2.4	
SU '02	69	1300	.3	1.6	62	433	.3	1.0	75	555	.3	1.2	180	847	.7	3.2	46	461	.2	2.1	
SP '02	56	1167	.2	1.3	45	384	.2	.7	77	510	.3	1.2	98	642	.4	1.8	53	351	.2	2.6	
4-Book	79	1207	.3	1.8	73	449	.3	1.1	126	606	.5	2.0	164	752	.7	2.9	48	367	.2	2.4	
WI '02	95	1280	.4	2.2	68	445	.3	1.0	146	616	.6	2.4	228	926	.9	4.1	47	340	.2	2.4	
KBIG-FM																					
WI '03	98	2354	.4	2.2	118	840	.5	1.7	156	1029	.6	2.4	114	1082	.5	1.9	49	602	.2	2.5	
FA '02	113	2212	.5	2.5	149	891	.6	2.1	200	1026	.8	3.1	129	1013	.5	2.3	58	766	.2	2.9	
SU '02	110	2476	.4	2.5	91	876	.4	1.4	200	1130	.8	3.2	147	1010	.6	2.6	52	654	.2	2.4	
SP '02	142	2424	.6	3.3	128	979	.5	1.9	270	1530	1.1	4.4	195	1178	.8	3.6	53	656	.2	2.6	
4-Book	116	2367	.5	2.6	122	897	.5	1.8	207	1179	.8	3.3	146	1071	.6	2.6	53	670	.2	2.6	
WI '02	110	2411	.4	2.5	146	1052	.6	2.1	190	975	.8	3.1	111	989	.5	2.0	39	739	.2	2.0	
KBLA-AM																					
WI '03	81	918	.3	1.8	59	274	.2	.8	117	425	.5	1.8	217	615	.9	3.6	20	279	.1	1.0	
FA '02	64	1041	.3	1.4	49	317	.2	.7	98	400	.4	1.5	160	747	.6	2.8	20	255	.1	1.0	
SU '02	66	754	.3	1.5	68	267	.3	1.0	43	240	.2	.7	194	572	.8	3.4	51	250	.2	2.4	
SP '02	68	882	.3	1.6	59	317	.2	.9	95	346	.4	1.5	149	587	.6	2.8	25	221	.1	1.2	
4-Book	70	899	.3	1.6	59	294	.2	.9	88	353	.4	1.4	180	630	.7	3.2	29	251	.1	1.4	
WI '02	67	778	.3	1.5	71	301	.3	1.0	76	241	.3	1.2	191	488	.8	3.4	18	204	.1	.9	
KBUA-FM																					
WI '03	34	329	.1	.7	42	192	.2	.6	41	175	.2	.6	34	187	.1	.6	36	140	.1	1.9	
FA '02	45	399	.2	1.0	74	273	.3	1.1	62	199	.3	1.0	48	214	.2	.8	12	94	.6	.6	
SU '02	17	181	.1	.4	32	100	.1	.5	17	150	.1	.3	24	100	.1	.4	7	66	.3	.3	
SP '02	26	250	.1	.6	36	123	.1	.5	36	186	.1	.6	43	127	.2	.8	5	62	.2	.2	
4-Book	31	290	.1	.7	46	172	.2	.7	39	178	.2	.6	37	157	.2	.7	15	91	.8	.8	
WI '02	35	300	.1	.8	54	164	.2	.8	58	138	.2	.9	40	222	.2	.7	8	121	.4	.4	
KBUE-FM																					
WI '03	160	1863	.6	3.5	208	945	.8	3.0	223	1062	.9	3.4	200	1101	.8	3.3	99	603	.4	5.1	
FA '02	137	1965	.6	3.0	164	870	.7	2.3	179	1162	.7	2.8	184	1057	.7	3.2	51	607	.2	2.5	
SU '02	136	1720	.6	3.1	142	659	.6	2.2	185	926	.8	3.0	173	1066	.7	3.1	89	582	.4	4.1	
SP '02	113	1351	.5	2.6	169	691	.7	2.5	192	806	.8	3.1	121	757	.5	2.3	37	365	.2	1.8	
4-Book	137	1725	.6	3.1	171	791	.7	2.5	195	989	.8	3.1	170	995	.7	3.0	69	539	.3	3.4	
WI '02	133	1604	.5	3.0	214	929	.9	3.1	195	877	.8	3.2	132	855	.5	2.3	42	395	.2	2.2	
KCBS-FM																					
WI '03	199	3442	.8	4.4	294	1602	1.2	4.2	364	1813	1.5	5.6	250	2015	1.0	4.2	33	737	.1	1.7	
FA '02	175	3543	.7	3.9	210	1690	.9	3.0	276	1784	1.1	4.3	196	1989	.8	3.5	85	1121	.3	4.2	
SU '02	167	3197	.7	3.8	195	1582	.8	3.0	301	1765	1.2	4.9	208	1731	.9	3.7	79	769	.3	3.7	
SP '02	145	3369	.6	3.4	221	1561	.9	3.3	229	1735	.9	3.7	168	1912	.7	3.1	57	818	.2	2.8	
4-Book	172	3388	.7	3.9	230	1609	1.0	3.4	293	1774	1.2	4.6	206	1912	.9	3.6	64	861	.2	3.1	
WI '02	141	3169	.6	3.2	183	1480	.7	2.7	221	1585	.9	3.6	191	1653	.8	3.4	61	872	.2	3.1	
KDIS-AM																					
WI '03	4	281	.1	.4	6	105	.1	.3	4	92	.1	.4	6	140	.1	.4	1	28	.1	.1	
FA '02	8	412	.2	.8	8	98	.1	.3	7	68	.1	.3	13	209	.1	.2	4	50	.2	.2	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	8	335	.2	.8	21	188	.1	.3	3	58	.1	.3	14	129	.1	.3	1	31	.1	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	8	340	.2	.8	16	163	.1	.3	4	57	.1	.3	5	117	.1	.3	4	64	.2	.2	
+KDL-D-FM																					
KSSC-FM																					
WI '03	19	508	.1	.4	19	211	.1	.3	25	246	.1	.4	23	308	.1	.4	11	165	.6	.6	
FA '02	11	300	.2	.8	13	110	.1	.3	22	173	.1	.3	11	100	.2	.8	4	80	.2	.2	
SU '02	8	285	.2	.8	8	142	.1	.3	11	136	.2	.8	11	78	.2	.8	2	63	.1	.1	
SP '02	6	264	.1	.3	9	135	.1	.3	8	103	.1	.3	5	107	.1	.3	3	64	.1	.1	
4-Book	11	339	.2	.8	12	150	.1	.3	17	165	.1	.3	13	148	.2	.8	5	93	.3	.3	
WI '02	11	259	.3	1.2	7	110	.1	.3	17	133	.1	.3	14	142	.1	.3	10	127	.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

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
+KDLE-FM																				
KSSD-FM																				
WI '03	23	345	.1	.5	27	207	.1	.4	32	224	.1	.5	42	229	.2	.7	11	171		.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	151	2083	.6	3.3	300	1303	1.2	4.3	254	1166	1.0	3.9	203	1062	.8	3.4	50	412	.2	2.6
FA '02	107	1919	.4	2.4	199	1126	.8	2.8	108	890	.4	1.7	181	1024	.7	3.2	58	548	.2	2.9
SU '02	137	2190	.6	3.1	227	1158	.9	3.5	152	922	.6	2.5	224	1113	.9	4.0	96	679	.4	4.4
SP '02	112	1841	.5	2.6	194	902	.8	2.9	125	702	.5	2.0	128	817	.5	2.4	106	676	.4	5.3
4-Book	127	2008	.5	2.9	230	1122	.9	3.4	160	920	.6	2.5	184	1004	.7	3.3	78	579	.3	3.8
WI '02	140	2127	.6	3.2	233	1251	1.0	3.4	198	1022	.8	3.2	160	959	.7	2.8	94	643	.4	4.8
KFSH-FM																				
WI '03	32	559	.1	.7	46	378	.2	.7	44	290	.2	.7	34	335	.1	.6	8	164		.4
FA '02	25	521	.1	.6	40	313	.2	.6	27	260	.1	.4	36	342	.1	.6	10	183		.5
SU '02	45	614	.2	1.0	47	363	.2	.7	68	349	.3	1.1	54	372	.2	1.0	15	211	.1	.7
SP '02	25	506	.1	.6	34	314	.1	.5	30	307	.1	.5	41	308	.2	.8	11	179		.5
4-Book	32	550	.1	.7	42	342	.2	.6	42	302	.2	.7	41	339	.2	.8	11	184		.5
WI '02	24	693	.1	.5	34	418	.1	.5	23	267	.1	.4	25	342	.1	.4	13	162	.1	.7
KFWB-AM																				
WI '03	71	2171	.3	1.6	137	1126	.6	2.0	101	902	.4	1.5	86	1053	.3	1.4	25	411	.1	1.3
FA '02	52	2032	.2	1.1	116	1233	.5	1.7	58	704	.2	.9	75	1009	.3	1.3	19	377	.1	.9
SU '02	59	1708	.2	1.4	125	1121	.5	1.9	78	734	.3	1.3	76	867	.3	1.3	12	327		.6
SP '02	50	1808	.2	1.2	108	1075	.4	1.6	41	578	.2	.7	76	839	.3	1.4	21	423	.1	1.0
4-Book	58	1930	.2	1.3	122	1139	.5	1.8	70	730	.3	1.1	78	942	.3	1.4	19	385	.1	1.0
WI '02	57	1721	.2	1.3	122	1078	.5	1.8	70	644	.3	1.1	76	906	.3	1.4	19	342	.1	1.0
KHHT-FM																				
WI '03	87	1623	.4	1.9	99	667	.4	1.4	105	826	.4	1.6	119	914	.5	2.0	56	470	.2	2.9
FA '02	77	1673	.3	1.7	77	664	.3	1.1	99	842	.4	1.6	96	808	.4	1.7	63	481	.3	3.1
SU '02	100	1868	.4	2.3	142	950	.6	2.2	130	957	.5	2.1	90	853	.4	1.6	75	595	.3	3.5
SP '02	82	1790	.3	1.9	114	699	.5	1.7	117	735	.5	1.9	106	942	.4	2.0	49	586	.2	2.4
4-Book	87	1739	.4	2.0	108	745	.5	1.6	113	840	.5	1.8	103	879	.4	1.8	61	533	.3	3.0
WI '02	119	1863	.5	2.7	125	849	.5	1.8	164	906	.7	2.7	128	864	.5	2.3	70	594	.3	3.6
KHJ -AM																				
WI '03	70	869	.3	1.5	85	481	.3	1.2	115	399	.5	1.8	119	382	.5	2.0	14	151	.1	.7
FA '02	65	813	.3	1.4	84	396	.3	1.2	122	510	.5	1.9	97	442	.4	1.7	23	215	.1	1.1
SU '02	27	581	.1	.6	16	205	.1	.2	46	319	.2	.7	52	294	.2	.9	12	168		.6
SP '02	43	646	.2	1.0	52	269	.2	.8	76	354	.3	1.2	73	327	.3	1.4	9	106		.4
4-Book	51	727	.2	1.1	59	338	.2	.9	90	396	.4	1.4	85	361	.4	1.5	15	160	.1	.7
WI '02	45	557	.2	1.0	51	253	.2	.7	45	229	.2	.7	77	265	.3	1.4	31	185	.1	1.6
KIIS-FM																				
WI '03	90	2523	.4	2.0	127	1276	.5	1.8	103	966	.4	1.6	118	1290	.5	2.0	51	755	.2	2.6
FA '02	102	3296	.4	2.3	196	1573	.8	2.8	88	1126	.4	1.4	117	1419	.5	2.1	56	693	.2	2.8
SU '02	111	3121	.5	2.5	169	1264	.7	2.6	145	1400	.6	2.3	129	1438	.5	2.3	52	684	.2	2.4
SP '02	121	3043	.5	2.8	195	1515	.8	2.9	140	1229	.6	2.3	142	1386	.6	2.6	66	794	.3	3.4
4-Book	106	2996	.5	2.4	172	1407	.7	2.5	119	1180	.5	1.9	127	1383	.5	2.3	56	732	.2	2.8
WI '02	109	2826	.4	2.5	181	1241	.7	2.7	144	1021	.6	2.3	151	1177	.6	2.7	35	664	.1	1.8
KVVS-FM																				
WI '03	1	44			1	15			2	29			1	31						
FA '02	2	83			8	16		.1	2	30				16				31		
SU '02	10	177		.2	14	44		.1	19	87		.3	21	116		.1	1	56		
SP '02	8	191		.2	12	112		.2	13	92		.1	11	68		.2	3	69		.1
4-Book	5	124		.1	9	47		.1	9	60		.1	8	58		.2	1	39		
WI '02	5	101		.1	1	28			6	54		.1	1	28						

Target Listener Trends - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	52	814	.2	1.1	58	397	.2	.8	69	294	.3	1.1	68	446	.3	1.1	21	282	.1	1.1
FA '02	63	904	.3	1.4	61	434	.2	.9	80	517	.3	1.3	54	462	.2	1.0	36	298	.1	1.8
SU '02	46	761	.2	1.1	69	310	.3	1.1	38	224	.2	.6	43	340	.2	.8	43	295	.2	2.0
SP '02	51	833	.2	1.2	74	433	.3	1.1	62	338	.3	1.0	48	425	.2	.9	30	242	.1	1.5
4-Book	53	828	.2	1.2	66	394	.3	1.0	62	343	.3	1.0	53	418	.2	1.0	33	279	.1	1.6
WI '02	46	845	.2	1.0	67	336	.3	1.0	35	344	.1	.6	45	319	.2	.8	28	304	.1	1.4
KKBT-FM																				
WI '03	101	1916	.4	2.2	254	1025	1.0	3.6	111	875	.4	1.7	98	983	.4	1.6	33	468	.1	1.7
FA '02	130	2150	.5	2.9	318	1152	1.3	4.5	145	994	.6	2.3	125	1088	.5	2.2	51	626	.2	2.5
SU '02	84	2081	.3	1.9	166	1134	.7	2.6	98	932	.4	1.6	87	929	.4	1.5	29	447	.1	1.3
SP '02	103	2060	.4	2.4	233	1172	1.0	3.5	114	956	.5	1.8	114	1005	.5	2.1	39	608	.2	1.9
4-Book	105	2052	.4	2.4	243	1121	1.0	3.6	117	939	.5	1.9	106	1001	.5	1.9	38	537	.2	1.9
WI '02	110	2131	.4	2.5	239	1186	1.0	3.5	124	920	.5	2.0	134	1019	.5	2.4	37	494	.2	1.9
KKLA-FM																				
WI '03	19	416	.1	.4	34	355	.1	.5	32	148	.1	.5	28	216	.1	.5	8	92		.4
FA '02	17	475	.1	.4	39	271	.2	.6	21	181	.1	.3	22	185	.1	.4	6	91		.3
SU '02	15	515	.1	.3	30	378	.1	.5	26	196	.1	.4	19	195	.1	.3	4	93		.2
SP '02	20	536	.1	.5	47	399	.2	.7	15	145	.1	.2	47	243	.2	.9	7	131		.3
4-Book	18	486	.1	.4	38	351	.2	.6	24	168	.1	.4	29	210	.1	.5	6	102		.3
WI '02	22	450	.1	.5	33	229	.1	.5	37	193	.2	.6	38	247	.2	.7	2	75		.1
KLAC-AM																				
WI '03	17	663	.1	.4	13	64	.1	.2	17	59	.1	.3	29	354	.1	.5	19	350	.1	1.0
FA '02	22	955	.1	.5	13	132	.1	.2	18	165	.1	.3	45	487	.2	.8	22	417	.1	1.1
SU '02	24	798	.1	.5	25	134	.1	.4	28	268	.1	.5	21	330	.1	.4	24	265	.1	1.1
SP '02	44	1565	.2	1.0	16	182	.1	.2	77	370	.3	1.2	60	680	.2	1.1	42	702	.2	2.1
4-Book	27	995	.1	.6	17	128	.1	.3	35	216	.2	.6	39	463	.2	.7	27	434	.1	1.3
WI '02	20	842	.1	.5	20	134	.1	.3	33	233	.1	.5	25	325	.1	.4	15	292	.1	.8
KLAX-FM																				
WI '03	148	2223	.6	3.3	240	1168	1.0	3.4	209	1133	.8	3.2	137	1081	.6	2.3	90	592	.4	4.7
FA '02	198	2319	.8	4.4	261	1259	1.1	3.7	310	1418	1.3	4.9	233	1280	.9	4.1	83	735	.3	4.1
SU '02	121	1886	.5	2.8	162	855	.7	2.5	196	1047	.8	3.2	140	957	.6	2.5	30	381	.1	1.4
SP '02	160	2099	.7	3.7	207	1009	.8	3.1	245	1091	1.0	4.0	180	1120	.7	3.4	61	519	.2	3.0
4-Book	157	2132	.7	3.6	218	1073	.9	3.2	240	1172	1.0	3.8	173	1110	.7	3.1	66	557	.3	3.3
WI '02	119	2007	.5	2.7	118	801	.5	1.7	174	1016	.7	2.8	157	1057	.6	2.8	47	379	.2	2.4
KLOS-FM																				
WI '03	228	4016	.9	5.0	370	1632	1.5	5.3	359	1767	1.5	5.5	298	2163	1.2	5.0	64	932	.3	3.3
FA '02	183	3551	.7	4.0	330	1418	1.3	4.7	237	1467	1.0	3.7	206	2016	.8	3.6	99	904	.4	4.9
SU '02	227	3908	.9	5.2	350	1834	1.4	5.4	361	2020	1.5	5.8	300	2215	1.2	5.3	70	904	.3	3.2
SP '02	174	3440	.7	4.0	289	1347	1.2	4.3	234	1577	1.0	3.8	242	2020	1.0	4.5	79	925	.3	3.9
4-Book	203	3729	.8	4.6	335	1558	1.4	4.9	298	1708	1.3	4.7	262	2104	1.1	4.6	78	916	.3	3.8
WI '02	175	3309	.7	4.0	317	1480	1.3	4.7	242	1449	1.0	3.9	226	1806	.9	4.0	86	744	.4	4.4
KLTX-FM																				
WI '03	211	3145	.9	4.6	528	1791	2.1	7.6	282	1522	1.1	4.3	300	1327	1.2	5.0	42	577	.2	2.2
FA '02	231	3270	.9	5.1	523	2006	2.1	7.5	322	1482	1.3	5.1	386	1899	1.6	6.8	52	609	.2	2.6
SU '02	213	3381	.9	4.9	446	1989	1.8	6.9	255	1500	1.0	4.1	393	1683	1.6	7.0	70	787	.3	3.2
SP '02	205	2961	.8	4.7	555	1842	2.3	8.3	295	1433	1.2	4.8	272	1409	1.1	5.1	28	401	.1	1.4
4-Book	215	3189	.9	4.8	513	1907	2.1	7.6	289	1484	1.2	4.6	338	1580	1.4	6.0	48	594	.2	2.4
WI '02	235	3157	1.0	5.3	575	1981	2.4	8.4	274	1457	1.1	4.5	381	1748	1.6	6.8	75	615	.3	3.9
KLTX-AM																				
WI '03	42	241	.2	.9	60	180	.2	.9	48	139	.2	.7	56	153	.2	.9	19	120	.1	1.0
FA '02	35	292	.1	.8	48	211	.2	.7	55	170	.2	.9	34	154	.1	.6	19	93	.1	.9
SU '02	44	216	.2	1.0	55	162	.2	.8	76	153	.3	1.2	52	114	.2	.9	12	43		.6
SP '02	41	311	.2	.9	49	212	.2	.7	65	191	.3	1.1	35	149	.1	.7	13	70	.1	.6
4-Book	41	265	.2	.9	53	191	.2	.8	61	163	.3	1.0	44	143	.2	.8	16	82	.1	.8
WI '02	42	279	.2	1.0	66	206	.3	1.0	46	144	.2	.7	52	151	.2	.9	19	113	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLVE-FM																				
WI '03	155	2498	.6	3.4	241	1242	1.0	3.5	217	1260	.9	3.3	163	1446	.7	2.7	86	821	.3	4.5
FA '02	143	2673	.6	3.2	227	1248	.9	3.2	216	1328	.9	3.4	110	1139	.4	1.9	68	730	.3	3.4
SU '02	113	2341	.5	2.6	154	1128	.6	2.4	163	1136	.7	2.6	123	1155	.5	2.2	61	688	.2	2.8
SP '02	154	2577	.6	3.6	227	1126	.9	3.4	214	1202	.9	3.5	149	1217	.6	2.8	94	668	.4	4.7
4-Book	141	2522	.6	3.2	212	1186	.9	3.1	203	1232	.9	3.2	136	1239	.6	2.4	77	727	.3	3.9
WI '02	140	2587	.6	3.2	236	1262	1.0	3.5	196	1302	.8	3.2	132	972	.5	2.3	57	634	.2	2.9
KLYY-FM																				
WI '03	57	695	.2	1.3	78	370	.3	1.1	93	416	.4	1.4	56	372	.2	.9	27	169	.1	1.4
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	40	914	.2	.9	46	359	.2	.7	53	385	.2	.8	62	452	.3	1.0	26	354	.1	1.3
FA '02	40	880	.2	.9	37	382	.1	.5	42	275	.2	.7	61	416	.2	1.1	34	241	.1	1.7
SU '02	49	939	.2	1.1	41	397	.2	.6	76	415	.3	1.2	57	421	.2	1.0	39	371	.2	1.8
SP '02	29	899	.1	.7	40	306	.2	.6	42	301	.2	.7	45	365	.2	.8	17	322	.1	.8
4-Book	40	908	.2	.9	41	361	.2	.6	53	344	.2	.9	56	414	.2	1.0	29	322	.1	1.4
WI '02	41	881	.2	.9	57	412	.2	.8	65	263	.3	1.1	48	440	.2	.9	20	304	.1	1.0
KNX -AM																				
WI '03	87	2328	.4	1.9	143	1252	.6	2.0	89	934	.4	1.4	147	1308	.6	2.5	50	513	.2	2.6
FA '02	75	2093	.3	1.7	155	1272	.6	2.2	79	757	.3	1.2	125	1282	.5	2.2	32	515	.1	1.6
SU '02	64	2213	.3	1.5	141	1297	.6	2.2	77	908	.3	1.2	76	902	.3	1.3	39	624	.2	1.8
SP '02	81	2471	.3	1.9	167	1350	.7	2.5	117	1206	.5	1.9	92	1174	.4	1.7	38	592	.2	1.9
4-Book	77	2276	.3	1.8	152	1293	.6	2.2	91	951	.4	1.4	110	1167	.5	1.9	40	561	.2	2.0
WI '02	91	2371	.4	2.1	185	1443	.8	2.7	92	976	.4	1.5	122	1284	.5	2.2	50	558	.2	2.6
KOST-FM																				
WI '03	89	1963	.4	2.0	99	950	.4	1.4	145	785	.6	2.2	115	991	.5	1.9	54	511	.2	2.8
FA '02	117	2460	.5	2.6	136	870	.6	1.9	212	1088	.9	3.3	154	1285	.6	2.7	56	646	.2	2.8
SU '02	104	2444	.4	2.4	113	1043	.5	1.7	165	1065	.7	2.7	142	1083	.6	2.5	71	836	.3	3.3
SP '02	127	2271	.5	2.9	143	942	.6	2.1	196	1022	.8	3.2	168	1016	.7	3.1	82	843	.3	4.1
4-Book	109	2285	.5	2.5	123	951	.5	1.8	180	990	.8	2.9	145	1094	.6	2.6	66	709	.3	3.3
WI '02	125	2433	.5	2.8	123	817	.5	1.8	214	1136	.9	3.5	170	1209	.7	3.0	74	874	.3	3.8
KPWR-FM																				
WI '03	155	3115	.6	3.4	245	1464	1.0	3.5	176	1497	.7	2.7	216	1815	.9	3.6	73	972	.3	3.8
FA '02	202	3167	.8	4.5	315	1696	1.3	4.5	267	1629	1.1	4.2	273	1851	1.1	4.8	80	952	.3	4.0
SU '02	182	3560	.7	4.2	231	1662	.9	3.6	202	1688	.8	3.3	250	2059	1.0	4.4	110	1195	.4	5.1
SP '02	184	2836	.8	4.3	271	1224	1.1	4.1	215	1437	.9	3.5	247	1511	1.0	4.6	112	896	.5	5.6
4-Book	181	3170	.7	4.1	266	1512	1.1	3.9	215	1563	.9	3.4	247	1809	1.0	4.4	94	1004	.4	4.6
WI '02	172	3190	.7	3.9	222	1307	.9	3.3	242	1747	1.0	3.9	210	1655	.9	3.7	90	1039	.4	4.6
KRCD-FM																				
WI '03	50	634	.2	1.1	65	399	.3	.9	59	303	.2	.9	60	366	.2	1.0	25	217	.1	1.3
FA '02	33	612	.1	.7	58	307	.2	.8	58	323	.2	.9	33	245	.1	.6	8	109		.4
SU '02	37	527	.2	.8	65	215	.3	1.0	55	277	.2	.9	48	301	.2	.9	9	156		.4
SP '02	30	565	.1	.7	48	272	.2	.7	51	309	.2	.8	43	257	.2	.8	10	217		.5
4-Book	38	585	.2	.8	59	298	.3	.9	56	303	.2	.9	46	292	.2	.8	13	175		.7
WI '02	38	673	.2	.9	44	343	.2	.6	53	270	.2	.9	57	276	.2	1.0	16	246	.1	.8
KRCV-FM																				
WI '03	15	328	.1	.3	30	182	.1	.4	28	129	.1	.4	17	115	.1	.3	1	32		.1
FA '02	24	375	.1	.5	39	286	.2	.6	27	152	.1	.4	26	179	.1	.5	13	104	.1	.6
SU '02	48	609	.2	1.1	82	338	.3	1.3	75	382	.3	1.2	43	259	.2	.8	10	85		.5
SP '02	37	524	.2	.9	50	198	.2	.7	51	259	.2	.8	60	367	.2	1.1	20	166	.1	1.0
4-Book	31	459	.2	.7	50	251	.2	.8	45	231	.2	.7	37	230	.2	.7	11	97		.6
WI '02	43	570	.2	1.0	71	353	.3	1.0	63	282	.3	1.0	57	305	.2	1.0	10	158		.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 25-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																			
WI '03	45	467	.2	1.0	73	356	.3	1.0	124	336	.5	1.9	47	254	.2	.8	3	109	.2
FA '02	13	269	.1	.3	18	129	.1	.3	24	185	.1	.4	21	174	.1	.4	7	64	.3
SU '02	33	506	.1	.8	34	331	.1	.5	75	311	.3	1.2	67	289	.3	1.2	6	140	.3
SP '02	9	316		.2	8	130		.1	20	153		.3	7	80		.1	2	38	.1
4-Book	25	390	.1	.6	33	237	.1	.5	61	246	.3	1.0	36	199	.2	.6	5	88	.2
WI '02	33	527	.1	.8	47	321	.2	.7	88	357	.4	1.4	43	278	.2	.8	2	59	.1
KRLH-AM																			
WI '03		15			1	15			1	15									
FA '02																			
SU '02																			
SP '02	1	18						2	18										
4-Book	1	8			4			1	8										
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																			
WI '03	199	3906	.8	4.4	349	2324	1.4	5.0	289	1832	1.2	4.4	214	2014	.9	3.6	91	1212	.4
FA '02	252	4101	1.0	5.6	430	2427	1.7	6.1	326	2115	1.3	5.1	325	2147	1.3	5.7	122	1523	.5
SU '02	255	4410	1.0	5.8	467	2250	1.9	7.2	358	2204	1.5	5.8	285	2374	1.2	5.1	124	1293	.5
SP '02	180	3986	.7	4.2	311	2046	1.3	4.7	229	1884	.9	3.7	232	2344	.9	4.3	94	1261	.4
4-Book	222	4101	.9	5.0	389	2262	1.6	5.8	301	2009	1.2	4.8	264	2220	1.1	4.7	108	1322	.5
WI '02	243	4034	1.0	5.5	404	2167	1.7	5.9	310	2011	1.3	5.0	267	2335	1.1	4.7	108	1163	.4
KRTH-FM																			
WI '03	104	2492	.4	2.3	154	1002	.6	2.2	175	1204	.7	2.7	120	1130	.5	2.0	30	436	.1
FA '02	95	2211	.4	2.1	98	784	.4	1.4	162	1134	.7	2.5	116	1041	.5	2.0	25	410	.1
SU '02	108	2421	.4	2.5	128	931	.5	2.0	203	1243	.8	3.3	141	972	.6	2.5	38	494	.2
SP '02	102	2315	.4	2.4	128	1050	.5	1.9	169	997	.7	2.7	125	944	.5	2.3	35	476	.1
4-Book	102	2360	.4	2.3	127	942	.5	1.9	177	1145	.7	2.8	126	1022	.5	2.2	32	454	.1
WI '02	102	2472	.4	2.3	121	913	.5	1.8	141	979	.6	2.3	141	1214	.6	2.5	43	616	.2
KSCA-FM																			
WI '03	265	2790	1.1	5.8	571	1829	2.3	8.2	246	1461	1.0	3.8	424	1578	1.7	7.1	88	651	.4
FA '02	286	2976	1.2	6.3	772	2082	3.1	11.0	363	1671	1.5	5.7	157	989	.6	2.8	77	476	.3
SU '02	240	2526	1.0	5.5	668	1884	2.7	10.3	345	1558	1.4	5.6	136	889	.6	2.4	47	484	.2
SP '02	274	2819	1.1	6.3	675	2078	2.8	10.1	369	1714	1.5	6.0	176	1063	.7	3.3	95	670	.4
4-Book	266	2778	1.1	6.0	672	1968	2.7	9.9	331	1601	1.4	5.3	223	1130	.9	3.9	77	570	.3
WI '02	233	2617	1.0	5.3	580	1850	2.4	8.5	302	1455	1.2	4.9	139	1070	.6	2.5	72	500	.3
KSPN-AM																			
WI '03	38	889	.2	.8	38	393	.2	.5	75	491	.3	1.1	76	582	.3	1.3	10	204	.5
FA '02	25	910	.1	.6	22	214	.1	.3	47	339	.2	.7	41	536	.2	.7	8	259	.4
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	27	723	.1	.6	22	273	.1	.3	43	361	.2	.7	63	405	.3	1.2	6	181	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																			
WI '03	104	1521	.4	2.3	132	755	.5	1.9	153	898	.6	2.3	122	846	.5	2.0	49	426	.2
FA '02	44	1149	.2	1.0	60	521	.2	.9	65	572	.3	1.0	45	518	.2	.8	20	358	.1
SU '02	33	1043	.1	.8	45	378	.2	.7	48	519	.2	.8	36	431	.1	.6	17	281	.1
SP '02	64	1206	.3	1.5	93	601	.4	1.4	106	592	.4	1.7	68	587	.3	1.3	22	303	.1
4-Book	61	1230	.3	1.4	83	564	.3	1.2	93	645	.4	1.5	68	596	.3	1.2	27	342	.1
WI '02	61	1.67	.2	1.4	125	642	.5	1.8	70	550	.3	1.1	73	545	.3	1.3	20	203	.1
KSUR-AM																			
WI '03	1	37																	
FA '02	5	62		.1	4	33		.1	8	62		.1	9	33		.2		11	
SU '02	1	72				14			2	13			2	27			1	26	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KTNQ-AM																				
WI '03	35	541	.1	.8	49	231	.2	.7	66	246	.3	1.0	26	148	.1	.4	21	214	.1	1.1
FA '02	26	670	.1	.6	30	239	.1	.4	21	219	.1	.3	32	290	.1	.6	39	279	.2	1.9
SU '02	29	588	.1	.7	43	152	.2	.7	23	140	.1	.4	26	204	.1	.5	51	305	.2	2.4
SP '02	45	636	.2	1.0	82	315	.3	1.2	56	278	.2	.9	36	230	.1	.7	36	235	.1	1.8
4-Book	34	609	.1	.8	51	234	.2	.8	42	221	.2	.7	30	218	.1	.6	37	258	.2	1.8
WI '02	34	452	.1	.8	34	210	.1	.5	39	221	.2	.6	32	223	.1	.6	55	212	.2	2.8
KTUV-FM																				
WI '03	99	1834	.4	2.2	92	828	.4	1.3	170	981	.7	2.6	141	1031	.6	2.4	47	709	.2	2.4
FA '02	113	1946	.5	2.5	114	957	.5	1.6	159	1048	.6	2.5	137	987	.6	2.4	75	691	.3	3.7
SU '02	127	2041	.5	2.9	134	920	.5	2.1	215	1105	.9	3.5	153	1044	.6	2.7	58	544	.2	2.7
SP '02	106	1855	.4	2.5	98	651	.4	1.5	206	904	.8	3.3	155	1057	.6	2.9	45	589	.2	2.2
4-Book	111	1919	.5	2.5	110	839	.5	1.6	188	1010	.8	3.0	147	1030	.6	2.6	56	633	.2	2.8
WI '02	111	2058	.5	2.5	119	900	.5	1.7	168	1004	.7	2.7	155	982	.6	2.8	53	537	.2	2.7
KWIZ-FM																				
WI '03	41	577	.2	.9	48	228	.2	.7	44	274	.2	.7	53	294	.2	.9	29	214	.1	1.5
FA '02	54	699	.2	1.2	97	428	.4	1.4	71	424	.3	1.1	65	374	.3	1.1	19	267	.1	.9
SU '02	68	786	.3	1.6	54	307	.2	.8	111	474	.5	1.8	89	489	.4	1.6	35	293	.1	1.6
SP '02	69	894	.3	1.6	84	402	.3	1.3	101	433	.4	1.6	94	594	.4	1.7	45	351	.2	2.2
4-Book	58	739	.3	1.3	71	341	.3	1.1	82	401	.4	1.3	75	438	.3	1.3	32	281	.1	1.6
WI '02	64	767	.3	1.5	99	299	.4	1.5	91	348	.4	1.5	53	398	.2	.9	58	293	.2	3.0
KVKV-AM																				
WI '03	33	418	.1	.7	58	259	.2	.8	65	230	.3	1.0	33	177	.1	.6	3	56		.2
FA '02	14	332	.1	.3	28	127	.1	.4	29	208	.1	.5	11	86		.2	1	39		
SU '02	19	326	.1	.4	11	44		.2	38	140	.2	.6	22	148	.1	.4	20	76	.1	.9
SP '02	20	367	.1	.5	17	108	.1	.3	39	174	.2	.6	26	125	.1	.5	13	82	.1	.6
4-Book	22	361	.1	.5	29	135	.1	.4	43	188	.2	.7	23	134	.1	.4	9	63	.1	.4
WI '02	22	299	.1	.5	25	97	.1	.4	65	197	.3	1.1	21	102	.1	.4		14		
KWEV-FM																				
WI '03	24	550	.1	.5	50	313	.2	.7	27	231	.1	.4	41	236	.2	.7	5	76		.3
FA '02	22	639	.1	.5	29	367	.1	.4	30	256	.1	.5	30	300	.1	.5	11	165		.5
SU '02	42	523	.2	1.0	72	346	.3	1.1	57	281	.2	.9	64	264	.3	1.1	19	190	.1	.9
SP '02	21	627	.1	.5	51	344	.2	.8	16	224	.1	.3	26	298	.1	.5	10	115		.5
4-Book	27	585	.1	.6	51	343	.2	.8	33	248	.1	.5	40	275	.2	.7	11	137	.2	.6
WI '02	27	556	.1	.6	42	303	.2	.6	49	208	.2	.8	38	270	.2	.7	6	84		.3
KXOL-FM																				
WI '03	112	1291	.5	2.5	123	496	.5	1.8	187	727	.8	2.9	130	748	.5	2.2	51	433	.2	2.6
FA '02	120	1861	.5	2.7	135	909	.5	1.9	199	1062	.8	3.1	145	1001	.6	2.6	56	489	.2	2.8
SU '02	92	1361	.4	2.1	120	696	.5	1.9	132	682	.5	2.1	111	742	.5	2.0	48	456	.2	2.2
SP '02	109	1638	.4	2.5	132	778	.5	2.0	172	920	.7	2.8	153	830	.6	2.8	51	503	.2	2.5
4-Book	108	1538	.5	2.5	128	720	.5	1.9	173	848	.7	2.7	135	830	.6	2.4	52	470	.2	2.5
WI '02	86	1313	.4	2.0	123	792	.5	1.8	132	740	.5	2.1	92	681	.4	1.6	34	338	.1	1.7
KYSR-FM																				
WI '03	74	2498	.3	1.6	132	1120	.5	1.9	85	985	.3	1.3	111	1270	.4	1.9	36	636	.1	1.9
FA '02	96	2469	.4	2.1	133	909	.5	1.9	173	1204	.7	2.7	143	1327	.6	2.5	28	617	.1	1.4
SU '02	134	3093	.5	3.1	211	1259	.9	3.3	189	1246	.8	3.1	187	1627	.8	3.3	41	652	.2	1.9
SP '02	103	2760	.4	2.4	154	1253	.6	2.3	140	1099	.6	2.3	124	1294	.5	2.3	42	742	.2	2.1
4-Book	102	2705	.4	2.3	158	1135	.6	2.4	147	1134	.6	2.4	141	1380	.6	2.5	37	662	.2	1.8
WI '02	113	2731	.5	2.6	197	1287	.8	2.9	155	1112	.6	2.5	157	1471	.6	2.8	30	441	.1	1.5
+KZAB-FM																				
KFSG-FM																				
WI '03	38	405	.2	.8	55	191	.2	.8	48	184	.2	.7	54	265	.2	.9	11	101		.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 25-49																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																						
WI '03		85	1467	.3	1.9	105	753	.4	1.5	133	693	.5	2.0	111	873	.4	1.9	31	328	.1	1.6	
FA '02		67	1055	.3	1.5	87	526	.4	1.2	101	520	.4	1.6	84	576	.3	1.5	26	314	.1	1.3	
SU '02		88	1384	.4	2.0	112	720	.5	1.7	130	775	.5	2.1	116	794	.5	2.1	30	292	.1	1.4	
SP '02		74	1291	.3	1.7	110	668	.4	1.6	124	743	.5	2.0	95	745	.4	1.8	18	261	.1	.9	
4-Book		79	1299	.3	1.8	104	667	.4	1.5	122	683	.5	1.9	102	747	.4	1.8	26	299	.1	1.3	
WI '02		71	1086	.3	1.6	103	483	.4	1.5	93	459	.4	1.5	100	692	.4	1.8	29	311	.1	1.5	
KGGI-FM																						
WI '03		7	256		.2	18	93	.1	.3	5	66		.1	6	89		.1	3	68		.2	
FA '02		10	313		.2	15	133	.1	.2	5	102		.1	13	145	.1	.2	11	63		.5	
SU '02		18	498	.1	.4	31	262	.1	.5	19	229	.1	.3	22	240	.1	.4	8	125		.4	
SP '02		7	364		.2	7	100		.1	7	97		.1	6	120		.1	3	55		.1	
4-Book		11	358		.3	18	147		.1	9	124		.2	12	149		.1	6	78		.3	
WI '02		11	423		.3	12	113		.2	18	230	.1	.3	13	184	.1	.2	8	72		.4	
TOTALS																						
WI '03		4543	23876	18.4		6977	21323	28.3		6550	18405	26.5		5993	20782	24.3		1931	12867	7.8		
FA '02		4525	23806	18.3		7010	20855	28.4		6364	18284	25.8		5663	20296	22.9		2022	13247	8.2		
SU '02		4368	23533	17.9		6480	20384	26.5		6174	18277	25.3		5639	19849	23.1		2164	12869	8.9		
SP '02		4323	23610	17.7		6688	20416	27.4		6186	18166	25.3		5372	19806	22.0		2008	12654	8.2		
4-Book		4440	23706	18.1		6789	20745	27.7		6319	18283	25.7		5667	20183	23.1		2031	12909	8.3		
WI '02		4398	23665	18.0		6806	20587	27.8		6152	17650	25.2		5625	19875	23.0		1946	12700	8.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-49

		Men 25-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																					
WI '03		155	1231	.6	2.4	18	302	.1	.6	20	82	.1	.6	34	130	.1	.7	7	32		.2
4-Book		122	1076	.5	1.9	22	357	.1	.8	25	90	.1	.8	40	151	.2	.9	19	75	.1	.6
KBIG-FM																					
WI '03		131	1723	.5	2.0	71	1133	.3	2.5	65	192	.3	1.9	87	338	.4	1.8	79	258	.3	2.4
4-Book		162	1790	.7	2.6	76	1158	.3	2.7	62	206	.3	1.8	122	391	.5	2.6	96	311	.4	2.9
KBLA-AM																					
WI '03		130	813	.5	2.0	37	366	.1	1.3	58	131	.2	1.7	73	146	.3	1.5	67	136	.3	2.0
4-Book		108	800	.4	1.7	31	354	.1	1.1	27	75	.1	.8	48	117	.2	1.0	57	142	.2	1.7
KBUA-FM																					
WI '03		39	284	.2	.6	25	189	.1	.9	36	77	.1	1.1	28	75	.1	.6	21	57	.1	.6
4-Book		41	263	.2	.7	24	168	.1	.9	27	58	.1	.8	29	66	.1	.6	32	70	.2	1.0
KBUE-FM																					
WI '03		211	1567	.9	3.2	108	1023	.4	3.9	145	388	.6	4.3	182	455	.7	3.7	156	475	.6	4.8
4-Book		180	1474	.8	2.9	105	972	.4	3.7	135	330	.6	4.0	174	433	.7	3.6	144	393	.6	4.4
KCBS-FM																					
WI '03		307	2886	1.2	4.7	117	1707	.5	4.2	138	396	.6	4.1	238	736	1.0	4.8	169	659	.7	5.2
4-Book		247	2937	1.0	3.9	110	1713	.5	3.9	133	468	.6	3.9	198	709	.8	4.2	151	590	.6	4.6
KDIS-AM																					
WI '03		5	218		.1	5	152		.2	3	36		.1	6	53		.1	3	27		.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																					
KSSC-FM																					
WI '03		23	442	.1	.4	16	280	.1	.6	6	42		.2	27	101	.1	.5	40	80	.2	1.2
4-Book		14	274	.1	.3	9	178		.4	7	37		.2	14	61	.1	.3	15	39	.1	.5
+KDLE-FM																					
KSSD-FM																					
WI '03		34	331	.1	.5	12	163		.4	2	16		.1	31	84	.1	.6	34	71	.1	1.0
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																					
WI '03		252	1908	1.0	3.9	37	541	.1	1.3	100	259	.4	3.0	49	167	.2	1.0	26	131	.1	.8
4-Book		189	1705	.8	3.0	49	686	.2	1.7	99	285	.4	3.0	66	211	.3	1.4	23	97	.1	.7
KFSH-FM																					
WI '03		41	499	.2	.6	31	407	.1	1.1	28	87	.1	.8	76	215	.3	1.5	23	129	.1	.7
4-Book		42	474	.2	.7	28	377	.1	1.0	22	89	.1	.7	51	184	.2	1.1	38	144	.2	1.1
KFWB-AM																					
WI '03		108	1838	.4	1.7	36	907	.1	1.3	87	347	.4	2.6	65	292	.3	1.3	28	133	.1	.9
4-Book		89	1688	.4	1.4	29	715	.1	1.0	53	235	.2	1.6	46	237	.2	1.0	31	146	.1	1.0
KHHT-FM																					
WI '03		107	1351	.4	1.6	72	891	.3	2.6	31	109	.1	.9	79	285	.3	1.6	33	149	.1	1.0
4-Book		108	1407	.5	1.7	65	808	.3	2.4	45	182	.2	1.4	93	284	.4	2.0	65	236	.3	2.0
KHJ -AM																					
WI '03		107	751	.4	1.6	42	399	.2	1.5	59	118	.2	1.8	66	115	.3	1.3	63	143	.3	1.9
4-Book		79	645	.3	1.2	26	287	.1	.9	40	105	.2	1.2	52	111	.2	1.1	48	108	.2	1.5
KIIS-FM																					
WI '03		115	2068	.5	1.8	70	1136	.3	2.5	70	318	.3	2.1	124	473	.5	2.5	101	265	.4	3.1
4-Book		138	2411	.6	2.2	83	1588	.4	3.0	88	368	.4	2.6	153	656	.6	3.2	98	412	.4	3.0
KVVS-FM																					
WI '03		1	44				15														
4-Book		9	100		.1	3	51		.1	2	18		.1	5	29		.1	7	23		.2
KJLH-FM																					
WI '03		65	619	.3	1.0	50	569	.2	1.8	39	98	.2	1.2	76	246	.3	1.5	58	172	.2	1.8
4-Book		60	650	.3	1.0	54	509	.2	1.9	46	114	.2	1.4	74	211	.3	1.5	53	161	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 25-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM	WI '03	151	1701	.6	2.3	58	798	.2	2.1	54	204	.2	1.6	155	299	.6	3.1	77	269	.3	2.4	
	4-Book	153	1771	.6	2.4	64	912	.3	2.3	70	188	.3	2.1	133	375	.5	2.8	83	307	.4	2.5	
KKLA-FM	WI '03	32	401	.1	.5	3	75		.1	7	31		.2	3	15		.1	7	15		.2	
	4-Book	30	435	.1	.5	5	123		.2	8	36		.2	4	22		.1	7	30		.2	
KLAC-AM	WI '03	20	422	.1	.3	11	239		.4					6	20		.1	9	27		.3	
	4-Book	31	621	.1	.5	19	396	.1	.7	7	19		.2	16	56	.1	.3	20	61	.1	.6	
KLAX-FM	WI '03	196	1888	.8	3.0	102	1196	.4	3.6	120	383	.5	3.6	180	549	.7	3.6	122	362	.5	3.7	
	4-Book	212	1847	.9	3.4	120	1184	.5	4.2	136	374	.6	4.0	210	491	.9	4.4	152	426	.6	4.6	
KLOS-FM	WI '03	344	3353	1.4	5.3	132	1846	.5	4.7	103	325	.4	3.1	312	868	1.3	6.3	160	541	.6	4.9	
	4-Book	298	3143	1.2	4.8	118	1769	.5	4.2	115	378	.5	3.4	248	789	1.0	5.2	148	489	.6	4.6	
KLSX-FM	WI '03	363	2785	1.5	5.6	53	795	.2	1.9	33	147	.1	1.0	70	215	.3	1.4	83	185	.3	2.5	
	4-Book	373	2888	1.5	5.9	46	779	.2	1.7	33	141	.1	1.0	53	206	.2	1.1	56	165	.2	1.7	
KLTX-AM	WI '03	54	210	.2	.8	36	179	.1	1.3	66	133	.3	2.0	45	75	.2	.9	22	47	.1	.7	
	4-Book	53	245	.2	.8	34	187	.1	1.2	51	121	.2	1.6	60	92	.3	1.3	40	74	.2	1.2	
KLVE-FM	WI '03	208	2198	.8	3.2	108	1237	.4	3.9	165	445	.7	4.9	217	542	.9	4.4	95	337	.4	2.9	
	4-Book	185	2119	.8	3.0	106	1273	.4	3.8	151	392	.6	4.5	192	480	.8	4.0	77	253	.3	2.4	
KLYY-FM	WI '03	77	609	.3	1.2	43	475	.2	1.5	64	138	.3	1.9	85	201	.3	1.7	38	113	.2	1.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	WI '03	54	710	.2	.8	25	424	.1	.9	36	146	.1	1.1	31	134	.1	.6	27	142	.1	.8	
	4-Book	50	676	.2	.8	28	419	.1	1.0	23	84	.1	.7	36	140	.2	.8	27	113	.1	.8	
KNX -AM	WI '03	124	1883	.5	1.9	47	931	.2	1.7	94	391	.4	2.8	51	263	.2	1.0	41	229	.2	1.3	
	4-Book	116	1918	.5	1.9	33	803	.1	1.2	55	241	.2	1.6	36	201	.2	.8	30	137	.1	.9	
KOST-FM	WI '03	122	1563	.5	1.9	53	847	.2	1.9	56	219	.2	1.7	89	326	.4	1.8	61	263	.2	1.9	
	4-Book	152	1750	.6	2.4	63	1019	.3	2.3	92	281	.4	2.7	107	405	.5	2.2	77	266	.3	2.4	
KPWR-FM	WI '03	210	2648	.9	3.2	112	1692	.5	4.0	91	384	.4	2.7	144	522	.6	2.9	149	477	.6	4.6	
	4-Book	241	2736	1.0	3.9	133	1676	.6	4.7	117	419	.5	3.5	207	667	.9	4.4	175	557	.7	5.3	
KRCD-FM	WI '03	61	587	.2	.9	48	348	.2	1.7	72	139	.3	2.2	66	125	.3	1.3	62	169	.3	1.9	
	4-Book	54	518	.2	.9	25	279	.1	.9	43	98	.2	1.3	41	105	.2	.8	30	85	.2	.9	
KRCV-FM	WI '03	25	270	.1	.4	6	112		.2	21	57	.1	.6	8	13		.2	2	15		.1	
	4-Book	44	380	.2	.7	21	209	.1	.8	35	78	.2	1.0	29	78	.1	.6	25	62	.1	.8	
KRLA-AM	WI '03	85	454	.3	1.3	3	64		.1	2	19		.1	4	13		.1					
	4-Book	45	350	.2	.7	4	81		.2	1	9		.1	2	11			9	22		.3	
KRLH-AM	WI '03	1	15																			
	4-Book	1	8				5							1	5							

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-49

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
WI '03	284	3471	1.2	4.4	120	1774	.5	4.3	106	497	.4	3.2	239	853	1.0	4.8	178	554	.7	5.4
4-Book	317	3597	1.3	5.1	130	2005	.5	4.6	121	465	.5	3.6	266	955	1.1	5.6	166	579	.7	5.0
KRTH-FM																				
WI '03	151	1962	.6	2.3	69	1142	.3	2.5	73	289	.3	2.2	137	510	.6	2.8	72	271	.3	2.2
4-Book	146	1867	.6	2.3	73	1066	.3	2.6	58	229	.2	1.7	155	459	.6	3.3	95	321	.4	2.9
KSCA-FM																				
WI '03	400	2546	1.6	6.1	143	1423	.6	5.1	416	762	1.7	12.4	196	656	.8	4.0	165	425	.7	5.0
4-Book	403	2493	1.7	6.4	152	1441	.6	5.4	474	865	1.9	14.0	227	641	.9	4.8	118	323	.5	3.6
KSPN-AM																				
WI '03	64	819	.3	1.0	13	262	.1	.5	7	63	.2	.2	22	113	.1	.4	13	82	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	137	1325	.6	2.1	83	804	.3	3.0	82	245	.3	2.5	181	451	.7	3.7	125	257	.5	3.8
4-Book	82	1044	.4	1.3	48	624	.2	1.8	53	161	.2	1.6	102	265	.4	2.2	63	181	.3	1.9
KSUR-AM																				
WI '03					2	37		.1	5	19		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM																				
WI '03	48	348	.2	.7	22	256	.1	.8	41	82	.2	1.2	44	104	.2	.9	25	46	.1	.8
4-Book	41	405	.2	.7	19	223	.1	.7	41	92	.2	1.2	25	57	.1	.5	17	40	.1	.5
KTWV-FM																				
WI '03	137	1467	.6	2.1	67	1011	.3	2.4	39	177	.2	1.2	131	359	.5	2.7	61	218	.2	1.9
4-Book	151	1544	.6	2.4	78	1021	.3	2.8	65	246	.3	1.9	126	393	.5	2.7	90	268	.4	2.8
KWIZ-FM																				
WI '03	48	490	.2	.7	36	334	.1	1.3	35	106	.1	1.0	49	136	.2	1.0	40	128	.2	1.2
4-Book	77	642	.3	1.2	43	429	.2	1.5	61	151	.2	1.9	76	195	.3	1.6	47	134	.2	1.5
KWKV-AM																				
WI '03	53	405	.2	.8	17	211	.1	.6	37	113	.1	1.1	33	68	.1	.7	6	13		.2
4-Book	32	311	.1	.5	11	150		.4	18	51	.1	.5	18	46	.1	.4	11	32		.3
KWVE-FM																				
WI '03	39	475	.2	.6	9	233		.3	3	30		.1	15	48	.1	.3	14	51	.1	.4
4-Book	41	498	.2	.7	14	275	.1	.5	18	75	.1	.5	14	67	.1	.3	11	41		.4
KXOL-FM																				
WI '03	150	1023	.6	2.3	88	803	.4	3.1	105	277	.4	3.1	192	404	.8	3.9	93	201	.4	2.8
4-Book	147	1274	.6	2.4	79	812	.4	2.8	85	221	.3	2.5	151	359	.6	3.2	99	235	.4	3.0
KYSR-FM																				
WI '03	107	2099	.4	1.6	40	1076	.2	1.4	15	100	.1	.4	56	298	.2	1.1	60	334	.2	1.8
4-Book	148	2250	.6	2.4	64	1242	.3	2.3	47	223	.2	1.4	113	446	.5	2.4	97	359	.4	3.0
+KZAB-FM																				
KFSG-FM																				
WI '03	52	309	.2	.8	30	272	.1	1.1	39	86	.2	1.2	44	103	.2	.9	28	67	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	118	1244	.5	1.8	63	829	.3	2.3	53	250	.2	1.6	117	324	.5	2.4	105	322	.4	3.2
4-Book	110	1090	.5	1.8	58	749	.3	2.1	50	206	.2	1.5	103	325	.4	2.2	78	280	.3	2.4
KGGI-FM																				
WI '03	9	195		.1	6	164		.2	4	38		.1	23	81	.1	.5				
4-Book	13	268		.2	10	173		.3	11	50		.3	17	67	.1	.4	11	37		.4
TOTALS																				
WI '03	6510	23625	26.4		2795	19005	11.3		3345	8895	13.5		4936	11711	20.0		3271	8770	13.2	
4-Book	6263	23351	25.5		2816	18748	11.5		3375	8750	13.7		4756	11505	19.4		3287	8566	13.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03	10	17	.6	35	122	.1	1.8	15	91	.1	.5	14	48	.1	.6	8	50	.1	.6		
4-Book	9	36	.5	28	85	.1	1.5	22	92	.1	.7	17	66	.1	.7	12	59	.1	.9		
KBIG-FM																					
WI '03	136	462	.6	8.0	30	103	.1	1.5	72	278	.3	2.2	64	248	.3	2.5	28	136	.1	2.2	
4-Book	112	368	.5	6.1	39	158	.2	2.0	92	313	.4	2.8	44	212	.2	1.7	30	158	.1	2.3	
KBLA-AM																					
WI '03	8	45	.5	6	31	.3	25	70	.1	.8	62	113	.3	2.4	4	29	.3	9	44	.7	
4-Book	16	64	.1	.9	9	26	.5	26	79	.1	.8	60	126	.3	2.3	9	44	.3	9	.7	
KBUA-FM																					
WI '03	11	30	.6	19	46	.1	1.0	51	96	.2	1.5	26	46	.1	1.0	7	34	.6	9	.6	
4-Book	20	61	.1	1.1	15	32	.1	.8	35	69	.2	1.0	21	42	.1	.8	9	33	.6	9	.6
KBUE-FM																					
WI '03	56	228	.2	3.3	81	225	.3	4.1	82	298	.3	2.5	102	252	.4	4.0	73	211	.3	5.8	
4-Book	66	219	.3	3.6	72	200	.3	3.6	113	312	.5	3.4	99	256	.4	3.8	48	148	.2	3.6	
KCBS-FM																					
WI '03	43	239	.2	2.5	47	214	.2	2.4	161	627	.7	4.9	107	470	.4	4.2	32	98	.1	2.5	
4-Book	49	266	.2	2.7	64	233	.3	3.2	137	536	.6	4.1	103	391	.4	4.0	45	169	.2	3.2	
KDIS-AM																					
WI '03	3	27	.2	2	13	.1	8	55	.2	4	16	.2	7	44	.6	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KDLD-FM																					
KSSC-FM																					
WI '03	16	91	.1	.9	5	28	.3	15	99	.1	.5	18	92	.1	.7	4	8	.2	4	.2	
4-Book	8	30	.5	6	26	.3	12	64	.1	.4	8	38	.3	4	8	.2	4	8	.2	4	.2
+KDLE-FM																					
KSSD-FM																					
WI '03	10	29	.6	**	**	**	**	4	50	.1	6	30	.2	8	45	.6	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																					
WI '03	18	61	.1	1.1	47	101	.2	2.4	25	77	.1	.8	16	50	.1	.6	21	96	.1	1.7	
4-Book	35	97	.1	1.9	45	135	.2	2.3	62	171	.3	1.9	31	87	.1	1.2	27	102	.1	2.1	
KFSH-FM																					
WI '03	2	26	.1	42	227	.2	2.1	52	217	.2	1.6	15	105	.1	.6	5	15	.4	5	.4	
4-Book	9	52	.1	.5	32	157	.2	1.7	39	183	.2	1.2	23	104	.1	.9	13	62	.1	.9	
KFVB-AM																					
WI '03	10	89	.6	47	217	.2	2.4	29	204	.1	.9	11	83	.4	13	99	.1	1.0	12	.9	
4-Book	12	87	.7	26	147	.1	1.4	31	184	.1	1.0	26	112	.1	1.0	12	80	.1	.9	12	.9
KHHT-FM																					
WI '03	65	152	.3	3.8	78	249	.3	4.0	83	262	.3	2.5	65	262	.3	2.6	122	257	.5	9.7	
4-Book	61	182	.3	3.3	37	130	.2	1.9	61	213	.3	1.8	57	209	.3	2.2	91	205	.4	6.8	
KHJ -AM																					
WI '03	26	68	.1	1.5	41	76	.2	2.1	24	56	.1	.7	45	93	.2	1.8	22	94	.1	1.8	
4-Book	8	24	.5	23	60	.1	1.1	17	45	.1	.5	20	47	.1	.8	8	31	.1	.6	8	.6
KIIS-FM																					
WI '03	61	249	.2	3.6	14	79	.1	.7	81	391	.3	2.4	72	290	.3	2.8	33	121	.1	2.6	
4-Book	64	235	.3	3.5	57	236	.3	3.0	102	431	.4	3.0	69	312	.3	2.7	33	145	.1	2.4	
KVVS-FM																					
WI '03	2	16	.1	4	3	16	.1	1	7	.1	2	15	.2	1	4	.2	15	.2	1	.1	
4-Book	2	16	.1	4	3	16	.1	1	7	.1	2	15	.2	1	4	.2	15	.2	1	.1	
KJLH-FM																					
WI '03	43	131	.2	2.5	49	116	.2	2.5	64	229	.3	1.9	59	144	.2	2.3	10	27	.8	10	.8
4-Book	40	99	.2	2.2	65	169	.3	3.3	69	210	.3	2.0	64	158	.3	2.5	22	79	.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

Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '03	34	124	.1	2.0	23	119	.1	1.2	51	207	.2	1.5	49	135	.2	1.9	11	48		.9
4-Book	34	128	.2	1.8	31	114	.1	1.6	69	246	.3	2.0	55	193	.2	2.1	36	133	.2	2.7
KKLA-FM																				
WI '03					2	30		.1	3	15		.1								
4-Book	3	15		.1	5	28		.3	4	22		.1	3	15		.1	5	18		.3
KLAC-AM																				
WI '03	17	84	.1	1.0	4	18		.2	14	51	.1	.4	19	76	.1	.7	18	90	.1	1.4
4-Book	17	69	.1	.9	4	8		.2	17	91	.1	.5	58	197	.3	2.2	18	78	.1	1.4
KLAX-FM																				
WI '03	112	238	.5	6.6	56	206	.2	2.8	121	339	.5	3.7	64	178	.3	2.5	31	114	.1	2.5
4-Book	84	229	.4	4.6	75	218	.3	3.8	157	380	.7	4.7	100	251	.4	3.9	38	132	.2	3.0
KLOS-FM																				
WI '03	31	214	.1	1.8	60	261	.2	3.0	146	596	.6	4.4	169	527	.7	6.7	70	270	.3	5.6
4-Book	60	241	.2	3.2	52	194	.2	2.6	120	466	.5	3.6	139	470	.6	5.4	57	249	.2	4.2
KLSX-FM																				
WI '03	15	89	.1	.9	72	269	.3	3.7	103	308	.4	3.1	45	102	.2	1.8	6	35		.5
4-Book	11	61	.1	.6	73	259	.3	3.7	94	306	.4	2.8	46	121	.2	1.8	8	50		.7
KLTX-AM																				
WI '03	18	88	.1	1.1	48	106	.2	2.4	51	119	.2	1.5	26	77	.1	1.0	17	75	.1	1.4
4-Book	21	54	.1	1.2	35	93	.2	1.8	35	84	.2	1.1	18	49	.1	.7	15	46	.1	1.1
KLVE-FM																				
WI '03	74	290	.3	4.3	73	213	.3	3.7	117	337	.5	3.5	63	208	.3	2.5	54	170	.2	4.3
4-Book	96	294	.4	5.1	77	225	.3	3.9	117	354	.5	3.5	65	191	.3	2.5	60	201	.3	4.4
KLYY-FM																				
WI '03	45	134	.2	2.6	24	54	.1	1.2	34	134	.1	1.0	24	41	.1	.9	25	78	.1	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	25	113	.1	1.5	40	136	.2	2.0	19	111	.1	.6	23	133	.1	.9	7	49		.6
4-Book	22	101	.1	1.2	22	81	.1	1.2	33	131	.1	1.0	32	113	.1	1.3	25	97	.1	1.8
KNX -AM																				
WI '03	28	158	.1	1.6	53	120	.2	2.7	48	242	.2	1.4	27	124	.1	1.1	36	163	.1	2.9
4-Book	25	120	.1	1.3	32	113	.1	1.6	38	184	.2	1.1	26	127	.1	1.0	25	138	.1	1.9
KOST-FM																				
WI '03	37	168	.1	2.2	41	163	.2	2.1	69	289	.3	2.1	36	151	.1	1.4	34	138	.1	2.7
4-Book	56	206	.2	3.0	48	177	.2	2.4	53	250	.2	1.6	42	158	.2	1.6	32	153	.1	2.5
KPWR-FM																				
WI '03	81	315	.3	4.7	93	330	.4	4.7	141	493	.6	4.3	104	403	.4	4.1	89	240	.4	7.1
4-Book	129	412	.5	6.9	83	283	.4	4.2	138	484	.6	4.2	127	440	.5	4.9	82	283	.4	6.0
KRCD-FM																				
WI '03	37	90	.1	2.2	41	101	.2	2.1	66	173	.3	2.0	37	102	.1	1.5	10	29		.8
4-Book	23	68	.1	1.3	15	50	.1	.8	25	75	.1	.8	19	56	.1	.8	10	37		.8
KRCV-FM																				
WI '03	5	13		.3	8	16		.4					7	14		.3				
4-Book	11	41		.6	21	59	.1	1.1	28	72	.1	.9	19	52	.1	.7	5	19		.4
KRLA-AM																				
WI '03	6	13		.4	2	19		.1					5	20		.2	2	20		.2
4-Book	4	15		.2	4	11		.2	1	4			9	27		.4	4	17		.3
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

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																				
WI '03	115	1594	.4	2.2	112	670	.4	1.4	229	896	.8	3.1	198	1055	.7	2.9	60	412	.2	2.7
FA '02	109	1300	.4	2.1	102	519	.4	1.3	184	719	.6	2.5	244	800	.9	3.7	50	388	.2	2.2
SU '02	83	1547	.3	1.7	72	535	.3	1.0	89	645	.3	1.3	217	1031	.8	3.4	56	547	.2	2.3
SP '02	85	1520	.3	1.7	78	563	.3	1.0	113	676	.4	1.6	160	935	.6	2.6	61	468	.2	2.7
4-Book	98	1490	.4	1.9	91	572	.4	1.2	154	734	.5	2.1	205	955	.8	3.2	57	454	.2	2.5
WI '02	112	1613	.4	2.3	91	589	.3	1.2	167	716	.6	2.4	254	1082	.9	4.1	59	440	.2	2.7
KBIG-FM																				
WI '03	114	2568	.4	2.2	153	973	.5	1.9	183	1137	.6	2.5	132	1190	.5	1.9	51	661	.2	2.3
FA '02	123	2410	.4	2.4	164	984	.6	2.0	223	1128	.8	3.0	139	1123	.5	2.1	59	785	.2	2.6
SU '02	119	2764	.4	2.4	106	988	.4	1.4	212	1282	.8	3.0	154	1134	.5	2.4	55	681	.2	2.3
SP '02	152	2619	.5	3.1	140	1054	.5	1.8	286	1620	1.0	4.1	207	1299	.7	3.4	58	732	.2	2.5
4-Book	127	2590	.4	2.5	141	1000	.5	1.8	226	1292	.8	3.2	158	1187	.6	2.5	56	715	.2	2.4
WI '02	115	2587	.4	2.3	158	1137	.6	2.1	198	1088	.7	2.9	114	1036	.4	1.8	41	778	.1	1.9
KBLA-AM																				
WI '03	83	947	.3	1.6	59	274	.2	.7	117	425	.4	1.6	221	644	.8	3.2	21	295	.1	.9
FA '02	72	1162	.3	1.4	57	381	.2	.7	111	480	.4	1.5	179	851	.6	2.7	22	286	.1	1.0
SU '02	71	826	.3	1.4	74	309	.3	1.0	54	281	.2	.8	201	604	.7	3.1	53	265	.2	2.2
SP '02	70	943	.2	1.4	63	340	.2	.8	98	382	.3	1.4	149	600	.5	2.4	26	246	.1	1.1
4-Book	74	970	.3	1.5	63	326	.2	.8	95	392	.3	1.3	188	675	.7	2.9	31	273	.1	1.3
WI '02	73	844	.3	1.5	76	327	.3	1.0	85	295	.3	1.2	201	519	.7	3.2	19	217	.1	.9
KBUA-FM																				
WI '03	40	357	.1	.8	47	220	.2	.6	49	187	.2	.7	41	200	.1	.6	38	152	.1	1.7
FA '02	46	433	.2	.9	76	289	.3	.9	62	199	.2	.8	52	247	.2	.8	12	94	.1	.5
SU '02	18	209	.1	.4	34	128	.1	.5	17	150	.1	.2	26	117	.1	.4	7	66	.1	.3
SP '02	27	272	.1	.5	36	134	.1	.5	40	208	.1	.6	45	138	.2	.7	5	62	.1	.2
4-Book	33	318	.1	.7	48	193	.2	.6	42	186	.2	.6	41	176	.2	.6	16	94	.1	.7
WI '02	37	339	.1	.7	56	177	.2	.7	60	165	.2	.9	41	235	.1	.7	8	121	.1	.4
KBUE-FM																				
WI '03	171	2025	.6	3.3	218	1039	.8	2.8	234	1183	.8	3.2	221	1183	.8	3.2	105	658	.4	4.7
FA '02	142	2047	.5	2.7	170	893	.6	2.1	186	1201	.7	2.5	188	1112	.7	2.9	53	634	.2	2.3
SU '02	151	1862	.5	3.0	159	721	.6	2.2	197	990	.7	2.8	182	1097	.6	2.9	111	631	.4	4.6
SP '02	119	1464	.4	2.4	172	741	.6	2.3	198	856	.7	2.8	130	832	.5	2.1	40	415	.1	1.7
4-Book	146	1850	.5	2.9	180	849	.7	2.4	204	1058	.7	2.8	180	1056	.7	2.8	77	585	.3	3.3
WI '02	137	1729	.5	2.8	224	968	.8	2.9	198	903	.7	2.9	137	916	.5	2.2	42	395	.1	1.9
KCBS-FM																				
WI '03	221	3898	.8	4.3	321	1852	1.1	4.1	402	2070	1.4	5.4	269	2246	.9	3.9	39	826	.1	1.7
FA '02	191	3968	.7	3.7	238	1889	.8	2.9	308	1970	1.1	4.2	211	2156	.7	3.2	89	1188	.3	3.9
SU '02	193	3756	.7	3.9	234	1879	.8	3.2	332	2037	1.2	4.7	251	2023	.9	3.9	94	912	.3	3.9
SP '02	181	3919	.6	3.7	264	1817	.9	3.5	286	2057	1.0	4.1	223	2302	.8	3.6	78	960	.3	3.4
4-Book	197	3885	.7	3.9	264	1859	.9	3.4	332	2034	1.2	4.6	239	2182	.8	3.7	75	972	.3	3.2
WI '02	174	3688	.6	3.5	243	1786	.9	3.2	277	1902	1.0	4.0	224	1992	.8	3.6	72	1024	.3	3.3
KDIS-AM																				
WI '03	5	316		.1	9	127		.1	4	92		.1	6	151		.1	1	28		
FA '02	9	476		.2	9	115		.1	7	68		.1	14	226		.2	5	65		.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	9	381		.2	24	203		.1	3	58		.1	16	145		.1	1	31		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	10	353		.2	19	175		.1	7	70		.1	8	129		.1	6	76		.3
+KDLD-FM																				
KSSC-FM																				
WI '03	19	524	.1	.4	20	227	.1	.3	26	262	.1	.4	24	323	.1	.4	12	181		.5
FA '02	12	315		.2	14	126		.2	25	189	.1	.3	11	115		.2	4	80		.2
SU '02	8	302		.2	8	142		.1	12	153		.2	11	95		.2	2	63		.1
SP '02	6	289		.1	10	147		.1	8	103		.1	6	119		.1	3	64		.1
4-Book	11	358		.2	13	161		.2	18	177		.1	13	163		.2	5	97		.2
WI '02	12	285		.2	9	137		.1	18	147	.1	.3	14	142		.2	10	127		.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	
+KDLE-FM																				
KSSD-FM																				
WI '03	23	345	.1	.4	27	207	.1	.3	32	224	.1	.4	42	229	.1	.6	11	171	.5	.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	186	2588	.7	3.6	352	1600	1.2	4.5	288	1394	1.0	3.9	270	1405	1.0	4.0	74	584	.3	3.3
FA '02	140	2455	.5	2.7	250	1430	.9	3.1	152	1101	.5	2.1	232	1305	.8	3.5	78	737	.3	3.4
SU '02	168	2585	.6	3.4	280	1392	1.0	3.8	204	1099	.7	2.9	259	1269	.9	4.1	114	784	.4	4.8
SP '02	135	2274	.5	2.7	237	1123	.8	3.1	160	917	.6	2.3	146	994	.5	2.4	121	807	.4	5.3
4-Book	157	2476	.6	3.1	280	1386	1.0	3.6	201	1128	.7	2.8	227	1243	.8	3.5	97	728	.4	4.2
WI '02	189	2743	.7	3.8	334	1680	1.2	4.3	241	1271	.9	3.5	226	1265	.8	3.6	127	758	.5	5.8
KFSH-FM																				
WI '03	37	631	.1	.7	53	414	.2	.7	52	351	.2	.7	38	361	.1	.6	13	200	.6	.6
FA '02	40	628	.1	.8	66	355	.2	.8	56	314	.2	.8	58	410	.2	.9	12	221	.5	.5
SU '02	49	713	.2	1.0	50	416	.2	.7	72	374	.3	1.0	57	396	.2	.9	16	236	.1	.7
SP '02	25	563	.1	.5	36	356	.1	.5	30	307	.1	.4	42	322	.1	.7	11	193	.5	.5
4-Book	38	634	.1	.8	51	385	.2	.7	53	337	.2	.7	49	372	.2	.8	13	213	.6	.6
WI '02	31	802	.1	.6	47	488	.2	.6	27	325	.1	.4	33	401	.1	.5	14	175	.6	.6
KFWB-AM																				
WI '03	98	2715	.3	1.9	180	1414	.6	2.3	131	1098	.5	1.8	119	1349	.4	1.7	40	493	.1	1.8
FA '02	68	2506	.2	1.3	141	1448	.5	1.7	78	912	.3	1.1	105	1286	.4	1.6	22	469	.1	1.0
SU '02	78	2275	.3	1.6	158	1463	.6	2.1	97	1050	.3	1.4	101	1159	.4	1.6	14	382	.6	.6
SP '02	71	2392	.3	1.4	157	1456	.6	2.1	64	837	.2	.9	110	1180	.4	1.8	27	506	.1	1.2
4-Book	79	2472	.3	1.6	159	1445	.6	2.1	93	974	.3	1.3	109	1244	.4	1.7	26	463	.1	1.2
WI '02	74	2173	.3	1.5	153	1317	.5	2.0	87	755	.3	1.3	101	1111	.4	1.6	22	416	.1	1.0
KHHT-FM																				
WI '03	93	1753	.3	1.8	106	729	.4	1.3	112	898	.4	1.5	124	989	.4	1.8	59	535	.2	2.6
FA '02	95	1899	.3	1.8	100	813	.4	1.2	131	974	.5	1.8	114	967	.4	1.7	69	536	.2	3.0
SU '02	112	2050	.4	2.3	167	1073	.6	2.3	147	1073	.5	2.1	100	954	.4	1.6	77	631	.3	3.2
SP '02	87	1869	.3	1.8	120	751	.4	1.6	128	801	.5	1.8	112	993	.4	1.8	50	599	.2	2.2
4-Book	97	1893	.3	1.9	123	842	.5	1.6	130	937	.5	1.8	113	976	.4	1.7	64	575	.2	2.8
WI '02	130	2069	.5	2.6	146	1018	.5	1.9	181	1019	.6	2.6	135	959	.5	2.2	74	622	.3	3.4
KHJ -AM																				
WI '03	83	1013	.3	1.6	105	518	.4	1.3	132	452	.5	1.8	138	488	.5	2.0	22	191	.1	1.0
FA '02	74	946	.3	1.4	109	458	.4	1.3	131	556	.5	1.8	103	485	.4	1.6	26	231	.1	1.1
SU '02	30	640	.1	.6	17	221	.1	.2	48	334	.2	.7	63	338	.2	1.0	13	183	.5	.5
SP '02	52	753	.2	1.1	61	302	.2	.8	97	449	.3	1.4	84	398	.3	1.4	11	128	.5	.5
4-Book	60	838	.2	1.2	73	375	.3	.9	102	448	.4	1.4	97	427	.4	1.5	18	183	.1	.8
WI '02	52	671	.2	1.1	58	303	.2	.8	54	306	.2	.8	89	328	.3	1.4	33	222	.1	1.5
KIIS-FM																				
WI '03	96	2751	.3	1.9	141	1383	.5	1.8	110	1025	.4	1.5	124	1432	.4	1.8	52	818	.2	2.3
FA '02	122	3694	.4	2.3	235	1800	.8	2.9	122	1254	.4	1.7	137	1626	.5	2.1	61	769	.2	2.7
SU '02	129	3427	.5	2.6	192	1364	.7	2.6	180	1556	.6	2.6	152	1589	.5	2.4	54	723	.2	2.3
SP '02	125	3238	.4	2.5	204	1575	.7	2.7	142	1257	.5	2.0	145	1428	.5	2.4	66	808	.2	2.9
4-Book	118	3278	.4	2.3	193	1531	.7	2.5	139	1273	.5	2.0	140	1519	.5	2.2	58	780	.2	2.6
WI '02	116	3031	.4	2.3	184	1293	.7	2.4	153	1087	.5	2.2	162	1228	.6	2.6	37	689	.1	1.7
KVVS-FM																				
WI '03	1	58			1	15			2	43			2	44						
FA '02	8	98		.2	15	31	.1	.2	11	45		.1	7	31		.1		31		
SU '02	10	177		.2	14	44		.2	19	87		.3	21	116		.3		56		
SP '02	8	191		.2	12	112		.2	13	92		.2	11	68		.2		3	69	.1
4-Book	7	131		.2	11	51		.2	11	67		.2	10	65		.2	1	39		
WI '02	5	101		.1	1	28			6	54		.1	1	28						

** Station(s) not reported this survey.

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

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

Target Listener Trends

Target Listener Trends - Men 25-54

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	62	916	.2	1.2	78	444	.3	1.0	74	332	.3	1.0	80	504	.3	1.2	25	320	.1	1.1
FA '02	83	1025	.3	1.6	82	488	.3	1.0	111	630	.4	1.5	83	522	.3	1.3	50	338	.2	2.2
SU '02	67	887	.2	1.3	95	362	.3	1.3	68	276	.2	1.0	67	401	.2	1.0	48	316	.2	2.0
SP '02	66	974	.2	1.3	103	525	.4	1.4	71	435	.3	1.0	54	486	.2	.9	46	314	.2	2.0
4-Book	70	951	.2	1.4	90	455	.3	1.2	81	418	.3	1.1	71	478	.3	1.1	42	322	.2	1.8
WI '02	51	955	.2	1.0	77	418	.3	1.0	41	358	.1	.6	50	360	.2	.8	30	359	.1	1.4
KBKT-FM																				
WI '03	107	2041	.4	2.1	283	1109	1.0	3.6	114	904	.4	1.5	100	1001	.4	1.5	34	479	.1	1.5
FA '02	154	2429	.5	2.9	366	1297	1.3	4.5	188	1154	.7	2.6	142	1167	.5	2.2	53	669	.2	2.3
SU '02	90	2181	.3	1.8	187	1198	.7	2.5	107	976	.4	1.5	92	939	.3	1.4	29	459	.1	1.2
SP '02	115	2164	.4	2.3	258	1254	.9	3.4	133	1015	.5	1.9	121	1065	.4	2.0	42	639	.1	1.8
4-Book	117	2204	.4	2.3	274	1215	1.0	3.5	136	1012	.5	1.9	114	1043	.4	1.8	40	562	.1	1.7
WI '02	119	2300	.4	2.4	264	1301	.9	3.4	130	966	.5	1.9	139	1064	.5	2.2	38	536	.1	1.7
KKLA-FM																				
WI '03	23	476	.1	.4	39	401	.1	.5	38	183	.1	.5	34	252	.1	.5	10	118		.4
FA '02	22	631	.1	.4	52	346	.2	.6	22	211	.1	.3	30	281	.1	.5	9	137		.4
SU '02	18	576	.1	.4	37	427	.1	.5	31	234	.1	.4	21	221	.1	.3	4	93		.2
SP '02	23	609	.1	.5	48	405	.2	.6	19	187	.1	.3	54	302	.2	.9	7	131		.3
4-Book	22	573	.1	.4	44	395	.2	.6	28	204	.1	.4	35	264	.1	.6	8	120		.3
WI '02	30	536	.1	.6	44	278	.2	.6	40	239	.1	.6	47	285	.2	.7	14	102		.6
KLAC-AM																				
WI '03	23	780	.1	.4	17	90	.1	.2	29	98	.1	.4	35	399	.1	.5	25	383	.1	1.1
FA '02	31	1159	.1	.6	28	215	.1	.3	31	238	.1	.4	57	602	.2	.9	30	494	.1	1.3
SU '02	28	914	.1	.6	27	174	.1	.4	37	317	.1	.5	29	394	.1	.5	27	289	.1	1.1
SP '02	47	1729	.2	1.0	20	236	.1	.3	79	387	.3	1.1	61	723	.2	1.0	45	738	.2	2.0
4-Book	32	1146	.1	.7	23	179	.1	.3	44	260	.2	.6	46	530	.2	.7	32	476	.1	1.4
WI '02	30	1073	.1	.6	26	171	.1	.3	52	330	.2	.8	38	437	.1	.6	24	376	.1	1.1
KLAX-FM																				
WI '03	157	2413	.6	3.0	260	1277	.9	3.3	218	1255	.8	2.9	147	1163	.5	2.2	92	606	.3	4.1
FA '02	201	2488	.7	3.8	263	1298	.9	3.2	314	1514	1.1	4.3	238	1356	.8	3.6	85	760	.3	3.7
SU '02	131	1993	.5	2.6	181	947	.6	2.5	211	1111	.8	3.0	151	1033	.5	2.4	32	415	.1	1.3
SP '02	165	2211	.6	3.3	216	1045	.8	2.8	252	1115	.9	3.6	187	1195	.7	3.0	62	557	.2	2.7
4-Book	164	2276	.6	3.2	230	1142	.8	3.0	249	1249	.9	3.5	181	1187	.6	2.8	68	585	.2	3.0
WI '02	130	2194	.5	2.6	132	890	.5	1.7	189	1105	.7	2.7	171	1155	.6	2.7	56	490	.2	2.6
KLOS-FM																				
WI '03	253	4428	.9	4.9	395	1770	1.4	5.0	396	2003	1.4	5.4	348	2462	1.2	5.1	75	1026	.3	3.3
FA '02	202	3940	.7	3.9	373	1593	1.3	4.6	261	1608	.9	3.6	236	2251	.8	3.6	112	1010	.4	4.9
SU '02	255	4380	.9	5.1	404	2100	1.4	5.5	408	2183	1.5	5.8	330	2472	1.2	5.2	76	1039	.3	3.2
SP '02	184	3714	.7	3.7	312	1483	1.1	4.1	246	1712	.9	3.5	255	2211	.9	4.1	81	965	.3	3.5
4-Book	224	4116	.8	4.4	371	1737	1.3	4.8	328	1877	1.2	4.6	292	2349	1.0	4.5	86	1010	.3	3.7
WI '02	190	3678	.7	3.8	354	1694	1.3	4.6	255	1571	.9	3.7	247	1999	.9	3.9	91	819	.3	4.2
KLTX-FM																				
WI '03	243	3501	.9	4.7	590	1997	2.1	7.5	331	1739	1.2	4.5	344	1542	1.2	5.0	54	642	.2	2.4
FA '02	251	3498	.9	4.8	566	2132	2.0	7.0	355	1614	1.3	4.8	406	1974	1.4	6.2	52	623	.2	2.3
SU '02	231	3730	.8	4.6	499	2238	1.8	6.8	278	1659	1.0	3.9	414	1816	1.5	6.5	73	835	.3	3.0
SP '02	220	3220	.8	4.5	588	1959	2.1	7.7	307	1519	1.1	4.4	305	1566	1.1	5.0	34	439	.1	1.5
4-Book	236	3487	.9	4.7	561	2082	2.0	7.3	318	1633	1.2	4.4	367	1725	1.3	5.7	53	635	.2	2.3
WI '02	258	3498	.9	5.2	614	2175	2.2	8.0	311	1649	1.1	4.5	406	1916	1.4	6.5	82	707	.3	3.8
KLTX-AM																				
WI '03	43	295	.2	.8	67	234	.2	.9	48	139	.2	.6	56	153	.2	.8	19	120	.1	.8
FA '02	35	303	.1	.7	48	222	.2	.6	55	170	.2	.7	35	166	.1	.5	19	93	.1	.8
SU '02	45	247	.2	.9	56	178	.2	.8	77	168	.3	1.1	52	129	.2	.8	13	74		.5
SP '02	42	336	.1	.8	54	225	.2	.7	65	191	.2	.9	35	149	.1	.6	13	70		.6
4-Book	41	295	.2	.8	56	215	.2	.8	61	167	.2	.8	45	149	.2	.7	16	89	.1	.7
WI '02	43	301	.2	.9	71	227	.3	.9	46	157	.2	.7	53	164	.2	.8	19	113	.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 25-54																				
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	
KLVE-FM																				
WI '03	161	2625	.6	3.1	244	1296	.9	3.1	222	1345	.8	3.0	169	1497	.6	2.5	89	864	.3	4.0
FA '02	160	2857	.6	3.1	264	1345	.9	3.3	242	1469	.9	3.3	122	1267	.4	1.9	75	761	.3	3.3
SL '02	120	2598	.4	2.4	167	1268	.6	2.3	176	1283	.6	2.5	128	1264	.5	2.0	66	754	.2	2.8
SP '02	168	2820	.6	3.4	242	1209	.9	3.2	240	1313	.9	3.4	166	1346	.6	2.7	98	731	.3	4.3
4-Book	152	2725	.6	3.0	229	1280	.8	3.0	220	1353	.8	3.1	146	1344	.5	2.3	82	778	.3	3.6
WI '02	152	2760	.5	3.1	257	1342	.9	3.3	213	1370	.8	3.1	141	1057	.5	2.2	62	683	.2	2.9
KLYY-FM																				
WI '03	65	716	.2	1.3	86	383	.3	1.1	102	428	.4	1.4	63	385	.2	.9	32	182	.1	1.4
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	68	1163	.2	1.3	76	500	.3	1.0	80	483	.3	1.1	95	612	.3	1.4	50	477	.2	2.2
FA '02	53	1186	.2	1.0	52	536	.2	.6	55	383	.2	.7	74	557	.3	1.1	41	341	.1	1.8
SU '02	61	1151	.2	1.2	52	502	.2	.7	98	555	.3	1.4	70	529	.2	1.1	44	467	.2	1.8
SP '02	45	1099	.2	.9	63	378	.2	.8	64	387	.2	.9	67	476	.2	1.1	24	392	.1	1.0
4-Book	57	1150	.2	1.1	61	479	.2	.8	74	452	.3	1.0	77	544	.3	1.2	40	419	.2	1.7
WI '02	53	1234	.2	1.1	67	546	.2	.9	76	400	.3	1.1	66	658	.2	1.1	30	440	.1	1.4
KNX -AM																				
WI '03	128	3090	.5	2.5	215	1759	.8	2.7	144	1294	.5	1.9	196	1720	.7	2.9	72	724	.3	3.2
FA '02	99	2641	.3	1.9	194	1567	.7	2.4	107	1002	.4	1.5	165	1587	.6	2.5	45	659	.2	2.0
SU '02	94	2812	.3	1.9	187	1652	.7	2.5	115	1267	.4	1.6	124	1248	.4	1.9	55	802	.2	2.3
SP '02	97	2972	.3	2.0	199	1670	.7	2.6	130	1400	.5	1.9	111	1384	.4	1.8	48	705	.2	2.1
4-Book	105	2879	.4	2.1	199	1662	.7	2.6	124	1241	.5	1.7	149	1485	.5	2.3	55	723	.2	2.4
WI '02	124	2948	.4	2.5	236	1810	.8	3.1	141	1320	.5	2.0	162	1581	.6	2.6	64	708	.2	2.9
KOST-FM																				
WI '03	106	2302	.4	2.0	118	1148	.4	1.5	162	946	.6	2.2	145	1220	.5	2.1	66	673	.2	2.9
FA '02	153	2854	.5	2.9	169	1079	.6	2.1	251	1198	.9	3.4	224	1558	.8	3.4	71	722	.3	3.1
SU '02	124	2836	.4	2.5	135	1189	.5	1.8	202	1254	.7	2.9	168	1280	.6	2.6	81	878	.3	3.4
SP '02	148	2682	.5	3.0	166	1090	.6	2.2	230	1217	.8	3.3	199	1281	.7	3.2	90	936	.3	3.9
4-Book	133	2669	.5	2.6	147	1127	.5	1.9	211	1154	.8	3.0	184	1335	.7	2.8	77	802	.3	3.3
WI '02	135	2747	.5	2.7	136	963	.5	1.8	227	1258	.8	3.3	180	1304	.6	2.9	79	961	.3	3.6
KPWR-FM																				
WI '03	160	3273	.6	3.1	254	1546	.9	3.2	183	1541	.6	2.5	227	1903	.8	3.3	75	1008	.3	3.3
FA '02	208	3276	.7	4.0	319	1752	1.1	3.9	272	1686	1.0	3.7	279	1921	1.0	4.2	82	998	.3	3.6
SU '02	185	3648	.7	3.7	232	1683	.8	3.1	202	1712	.7	2.9	253	2086	.9	4.0	111	1208	.4	4.6
SP '02	189	2933	.7	3.8	277	1261	1.0	3.6	223	1519	.8	3.2	255	1590	.9	4.1	115	940	.4	5.0
4-Book	185	3283	.7	3.7	271	1561	1.0	3.5	220	1615	.8	3.1	254	1875	.9	3.9	96	1039	.4	4.1
WI '02	174	3289	.6	3.5	226	1355	.8	2.9	245	1773	.9	3.6	212	1694	.8	3.4	90	1039	.3	4.1
KRCD-FM																				
WI '03	65	732	.2	1.3	81	455	.3	1.0	80	345	.3	1.1	73	421	.3	1.1	35	244	.1	1.6
FA '02	36	674	.1	.7	59	324	.2	.7	59	340	.2	.8	44	307	.2	.7	10	123	.1	.4
SU '02	38	576	.1	.8	65	215	.2	.9	56	293	.2	.8	50	318	.2	.8	9	156	.1	.4
SP '02	35	630	.1	.7	57	311	.2	.7	57	334	.2	.8	49	296	.2	.8	12	255	.1	.5
4-Book	44	653	.1	.9	66	326	.2	.8	63	328	.2	.9	54	336	.2	.9	17	195	.1	.7
WI '02	40	721	.1	.8	46	366	.2	.6	55	292	.2	.8	62	302	.2	1.0	16	246	.1	.7
KRCV-FM																				
WI '03	15	354	.1	.3	30	182	.1	.4	28	129	.1	.4	17	115	.1	.2	1	32	.1	.5
FA '02	30	433	.1	.6	40	315	.1	.5	28	182	.1	.4	39	237	.1	.6	16	119	.1	.7
SU '02	49	691	.2	1.0	83	371	.3	1.1	76	397	.3	1.1	44	274	.2	.7	11	103	.1	.5
SP '02	41	576	.1	.8	54	225	.2	.7	52	271	.2	.7	62	419	.2	1.0	22	194	.1	1.0
4-Book	34	514	.1	.7	52	273	.2	.7	46	245	.2	.7	41	261	.2	.6	13	112	.1	.6
WI '02	46	661	.2	.9	74	378	.3	1.0	72	333	.3	1.0	60	343	.2	1.0	11	170	.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 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
	KRLA-AM																			
WI '03	51	601	.2	1.0	81	427	.3	1.0	141	445	.5	1.9	52	316	.2	.8	4	121	.2	.2
FA '02	16	407	.1	.3	24	220	.1	.3	34	291	.1	.5	23	193	.1	.3	7	80	.3	.3
SU '02	39	585	.1	.8	40	385	.1	.5	92	378	.3	1.3	72	327	.3	1.1	6	152	.3	.3
SP '02	14	430	.3	.3	13	159	.2	.2	28	211	.1	.4	19	138	.1	.3	2	38	.1	.1
4-Book	30	506	.1	.6	40	298	.1	.5	74	331	.3	1.0	42	244	.2	.6	5	98	.2	.2
WI '02	38	622	.1	.8	65	402	.2	.8	99	412	.4	1.4	44	292	.2	.7	2	59	.1	.1
KRLH-AM																				
WI '03		15			1	15			1	15										
FA '02																				
SU '02																				
SP '02	1	18							2	18										
4-Book	8	8			4	4			1	8										
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	206	4075	.7	4.0	371	2407	1.3	4.7	295	1906	1.0	4.0	224	2086	.8	3.3	92	1249	.3	4.1
FA '02	266	4388	.9	5.1	469	2635	1.7	5.8	338	2198	1.2	4.6	341	2342	1.2	5.2	127	1601	.4	5.5
SU '02	258	4567	.9	5.2	470	2287	1.7	6.4	360	2268	1.3	5.1	288	2455	1.0	4.5	126	1309	.4	5.3
SP '02	184	4112	.7	3.7	322	2132	1.1	4.2	231	1914	.8	3.3	234	2385	.8	3.8	95	1304	.3	4.1
4-Book	229	4286	.8	4.5	408	2365	1.5	5.3	306	2072	1.1	4.3	272	2317	1.0	4.2	110	1366	.4	4.8
WI '02	245	4137	.9	5.0	410	2244	1.5	5.3	311	2036	1.1	4.5	268	2348	1.0	4.3	109	1190	.4	5.0
KRTH-FM																				
WI '03	138	3121	.5	2.7	205	1267	.7	2.6	230	1527	.8	3.1	165	1496	.6	2.4	41	631	.1	1.8
FA '02	151	3018	.5	2.9	171	1137	.6	2.1	251	1482	.9	3.4	185	1427	.7	2.8	43	525	.2	1.9
SU '02	147	3334	.5	3.0	169	1327	.6	2.3	263	1774	.9	3.7	196	1443	.7	3.1	46	599	.2	1.9
SP '02	137	2987	.5	2.8	162	1369	.6	2.1	211	1276	.8	3.0	169	1279	.6	2.7	55	613	.2	2.4
4-Book	143	3115	.5	2.9	177	1275	.6	2.3	239	1515	.9	3.3	179	1411	.7	2.8	46	592	.2	2.0
WI '02	144	3261	.5	2.9	187	1381	.7	2.4	222	1395	.8	3.2	187	1675	.7	3.0	51	781	.2	2.3
KSCA-FM																				
WI '03	285	2966	1.0	5.5	600	1917	2.1	7.6	259	1561	.9	3.5	458	1702	1.6	6.7	105	723	.4	4.7
FA '02	311	3235	1.1	6.0	847	2325	3.0	10.5	395	1871	1.4	5.4	174	1116	.6	2.6	86	490	.3	3.7
SU '02	259	2774	.9	5.2	719	2102	2.6	9.8	371	1681	1.3	5.3	150	977	.5	2.3	52	517	.2	2.2
SP '02	314	3120	1.1	6.4	758	2283	2.7	9.9	413	1872	1.5	5.9	213	1197	.8	3.5	107	732	.4	4.7
4-Book	292	3024	1.0	5.8	731	2157	2.6	9.5	360	1746	1.3	5.0	249	1248	.9	3.8	88	616	.3	3.8
WI '02	242	2715	.9	4.9	612	1913	2.2	8.0	313	1507	1.1	4.5	142	1095	.5	2.3	72	500	.3	3.3
KSPN-AM																				
WI '03	43	1004	.2	.8	47	451	.2	.6	82	537	.3	1.1	79	641	.3	1.2	11	225	.5	.5
FA '02	28	1030	.1	.5	22	247	.1	.3	49	382	.2	.7	47	612	.2	.7	9	309	.4	.4
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	33	830	.1	.7	31	344	.1	.4	50	428	.2	.7	83	455	.3	1.3	6	181	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	109	1591	.4	2.1	133	783	.5	1.7	157	940	.6	2.1	128	890	.5	1.9	54	468	.2	2.4
FA '02	44	1223	.2	.8	60	541	.2	.7	66	597	.2	.9	47	548	.2	.7	20	358	.1	.9
SU '02	34	1076	.1	.7	46	410	.2	.6	49	536	.2	.7	37	447	.1	.6	17	281	.1	.7
SP '02	65	1230	.2	1.3	94	624	.3	1.2	106	592	.4	1.5	68	587	.2	1.1	22	303	.1	1.0
4-Book	63	1280	.2	1.2	83	590	.3	1.1	95	666	.4	1.3	70	618	.3	1.1	28	353	.1	1.3
WI '02	63	1180	.2	1.3	125	642	.4	1.6	76	562	.3	1.1	73	545	.3	1.2	21	215	.1	1.0
KSUR-AM																				
WI '03	4	49	.1	.1	1	12	.1	.1	2	12	.1	.1	6	12	.1	.1	5	12	.2	.2
FA '02	11	98	.2	.2	10	69	.1	.1	16	98	.1	.2	17	69	.1	.3	11	11	.1	.1
SU '02	1	72				14			2	13			2	27			1	26		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTNQ-AM																				
WI '03	38	650	.1	.7	53	243	.2	.7	68	274	.2	.9	31	161	.1	.5	23	228	.1	1.0
FA '02	39	784	.1	.7	58	296	.2	.7	33	295	.1	.4	47	377	.2	.7	49	320	.2	2.1
SU '02	33	648	.1	.7	47	179	.2	.6	27	166	.1	.4	32	233	.1	.5	57	323	.2	2.4
SP '02	48	712	.2	1.0	83	331	.3	1.1	59	302	.2	.8	44	280	.2	.7	39	273	.1	1.7
4-Book	40	699	.1	.8	60	262	.2	.8	47	259	.2	.6	39	263	.2	.6	42	286	.2	1.8
WI '02	40	535	.1	.8	43	249	.2	.6	56	269	.2	.8	38	271	.1	.6	56	225	.2	2.6
KTWV-FM																				
WI '03	132	2271	.5	2.5	129	1078	.5	1.6	216	1196	.8	2.9	180	1264	.6	2.6	59	800	.2	2.6
FA '02	145	2473	.5	2.8	154	1271	.5	1.9	201	1336	.7	2.7	179	1303	.6	2.7	93	840	.3	4.1
SU '02	175	2531	.6	3.5	197	1254	.7	2.7	294	1403	1.0	4.2	200	1337	.7	3.1	75	678	.3	3.1
SP '02	139	2330	.5	2.8	140	849	.5	1.8	253	1173	.9	3.6	193	1352	.7	3.1	66	788	.2	2.9
4-Book	148	2401	.5	2.9	155	1113	.6	2.0	241	1277	.9	3.4	188	1314	.7	2.9	73	777	.3	3.2
WI '02	140	2454	.5	2.8	154	1088	.5	2.0	239	1262	.9	3.5	185	1214	.7	3.0	58	591	.2	2.7
KWIZ-FM																				
WI '03	41	577	.1	.8	48	228	.2	.6	44	274	.2	.6	53	294	.2	.8	29	214	.1	1.3
FA '02	57	750	.2	1.1	99	465	.3	1.2	76	449	.3	1.0	67	386	.2	1.0	23	292	.1	1.0
SU '02	68	786	.2	1.4	54	307	.2	.7	111	474	.4	1.6	89	489	.3	1.4	35	293	.1	1.5
SP '02	74	958	.3	1.5	89	428	.3	1.2	105	458	.4	1.5	102	644	.4	1.7	47	377	.2	2.1
4-Book	60	768	.2	1.2	73	357	.3	.9	84	414	.3	1.2	78	453	.3	1.2	34	294	.1	1.5
WI '02	64	779	.2	1.3	99	312	.4	1.3	92	360	.3	1.3	53	398	.2	.8	59	305	.2	2.7
KWKW-AM																				
WI '03	36	474	.1	.7	62	286	.2	.8	73	242	.3	1.0	33	191	.1	.5	3	56	.1	.1
FA '02	18	404	.1	.3	30	170	.1	.4	38	253	.1	.5	14	115	.2	.2	3	55	.1	.1
SU '02	24	368	.1	.5	22	86	.1	.3	42	151	.1	.6	30	164	.1	.5	20	76	.1	.8
SP '02	21	430	.1	.4	18	120	.1	.2	41	212	.1	.6	27	138	.1	.4	14	95	.1	.6
4-Book	25	419	.1	.5	33	166	.1	.4	49	215	.2	.7	26	152	.1	.4	10	71	.1	.4
WI '02	23	324	.1	.5	26	110	.1	.3	65	210	.2	.9	22	127	.1	.4	1	26	.1	.1
KWVE-FM																				
WI '03	28	624	.1	.5	57	362	.2	.7	35	255	.1	.5	45	297	.2	.7	8	114	.4	.4
FA '02	32	850	.1	.6	49	478	.2	.6	45	382	.2	.6	42	417	.1	.6	12	194	.5	.5
SU '02	43	617	.2	.9	76	399	.3	1.0	58	292	.2	.8	67	312	.2	1.0	19	190	.1	.8
SP '02	22	671	.1	.4	52	358	.2	.7	16	239	.1	.2	28	313	.1	.5	11	144	.5	.5
4-Book	31	691	.1	.6	59	399	.2	.8	39	292	.2	.5	46	335	.2	.7	13	161	.6	.6
WI '02	33	658	.1	.7	49	373	.2	.6	52	242	.2	.8	47	329	.2	.7	12	118	.6	.6
KXOL-FM																				
WI '03	127	1429	.4	2.4	143	592	.5	1.8	215	835	.8	2.9	147	830	.5	2.2	53	460	.2	2.4
FA '02	126	2041	.4	2.4	143	1019	.5	1.8	208	1124	.7	2.8	152	1104	.5	2.3	59	520	.2	2.6
SU '02	99	1493	.4	2.0	124	744	.4	1.7	144	766	.5	2.0	120	793	.4	1.9	55	506	.2	2.3
SP '02	114	1693	.4	2.3	136	800	.5	1.8	179	953	.6	2.6	160	849	.6	2.6	56	534	.2	2.4
4-Book	117	1664	.4	2.3	137	789	.5	1.8	187	920	.7	2.6	145	894	.5	2.3	56	505	.2	2.4
WI '02	87	1338	.3	1.8	124	804	.4	1.6	132	740	.5	1.9	93	694	.3	1.5	36	363	.1	1.7
KYSR-FM																				
WI '03	80	2743	.3	1.5	146	1207	.5	1.9	91	1059	.3	1.2	118	1332	.4	1.7	37	673	.1	1.6
FA '02	101	2657	.4	1.9	150	987	.5	1.9	174	1251	.6	2.4	149	1389	.5	2.3	29	631	.1	1.3
SU '02	140	3256	.5	2.8	226	1297	.8	3.1	194	1358	.7	2.8	196	1716	.7	3.1	42	680	.1	1.8
SP '02	106	2869	.4	2.1	160	1307	.6	2.1	142	1126	.5	2.0	130	1347	.5	2.1	42	771	.1	1.8
4-Book	107	2881	.4	2.1	171	1200	.6	2.3	150	1199	.5	2.1	148	1446	.5	2.3	38	689	.1	1.6
WI '02	118	2981	.4	2.4	211	1416	.8	2.7	158	1186	.6	2.3	162	1546	.6	2.6	31	489	.1	1.4
+KZAB-FM																				
KFSG-FM																				
WI '03	43	431	.2	.8	61	217	.2	.8	63	209	.2	.9	59	291	.2	.9	13	115	.6	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

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

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

Target Listener Trends - Men 25-54

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	184	1469	.6	2.5	27	450	.1	.8	21	95	.1	.5	49	165	.2	.9	17	72	.1	.4
4-Book	150	1334	.5	2.1	32	485	.1	1.0	38	142	.2	.9	56	194	.2	1.0	29	106	.1	.8
KBIG-FM																				
WI '03	158	1903	.6	2.1	80	1252	.3	2.4	74	216	.3	1.9	98	388	.3	1.7	85	279	.3	2.2
4-Book	179	1977	.7	2.5	83	1266	.3	2.6	70	235	.3	1.8	133	446	.5	2.5	103	342	.4	2.7
KBLA-AM																				
WI '03	131	842	.5	1.8	39	381	.1	1.2	64	146	.2	1.7	73	146	.3	1.3	67	136	.2	1.8
4-Book	114	865	.4	1.6	33	386	.1	1.0	32	93	.1	.8	53	134	.2	1.0	60	148	.2	1.6
KBUA-FM																				
WI '03	46	312	.2	.6	29	201	.1	.9	37	90	.1	1.0	28	75	.1	.5	21	57	.1	.6
4-Book	44	291	.2	.6	25	175	.1	.8	27	62	.1	.7	29	66	.1	.6	32	70	.1	.9
KBUE-FM																				
WI '03	225	1716	.8	3.1	120	1102	.4	3.7	155	415	.5	4.0	199	483	.7	3.5	177	516	.6	4.7
4-Book	189	1580	.7	2.7	116	1065	.4	3.5	151	365	.5	3.8	186	467	.7	3.4	153	421	.5	4.0
KCBS-FM																				
WI '03	336	3279	1.2	4.6	138	1979	.5	4.2	148	434	.5	3.8	284	871	1.0	5.0	198	756	.7	5.2
4-Book	282	3373	1.0	4.0	126	1922	.5	3.8	152	535	.5	3.9	231	821	.8	4.2	168	649	.6	4.4
KDIS-AM																				
WI '03	6	241	.1	.1	7	187	.2	.2	5	47	.1	.1	10	65	.2	.2	5	38	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	24	457	.1	.3	16	280	.1	.5	6	42	.2	.2	27	101	.1	.5	40	80	.1	1.1
4-Book	15	292	.1	.2	10	182	.3	.3	7	41	.2	.2	14	65	.1	.3	15	39	.1	.4
+KDLE-FM																				
KSSD-FM																				
WI '03	34	331	.1	.5	12	163	.4	.4	2	16	.1	.1	31	84	.1	.5	34	71	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	302	2377	1.1	4.1	56	784	.2	1.7	122	359	.4	3.2	69	238	.2	1.2	67	212	.2	1.8
4-Book	233	2110	.8	3.3	62	877	.2	1.9	125	360	.5	3.2	85	271	.3	1.6	36	124	.1	1.0
KFSH-FM																				
WI '03	48	560	.2	.7	34	455	.1	1.0	28	87	.1	.7	76	215	.3	1.3	31	141	.1	.8
4-Book	51	540	.2	.7	31	421	.1	.9	24	99	.1	.6	55	197	.2	1.0	43	163	.1	1.2
KFWB-AM																				
WI '03	142	2298	.5	1.9	59	1157	.2	1.8	115	438	.4	3.0	90	363	.3	1.6	49	166	.2	1.3
4-Book	118	2167	.4	1.6	45	958	.2	1.4	77	326	.3	2.0	66	315	.3	1.2	47	206	.2	1.2
KHHT-FM																				
WI '03	114	1460	.4	1.5	79	988	.3	2.4	41	138	.1	1.1	86	319	.3	1.5	45	172	.2	1.2
4-Book	123	1540	.4	1.7	73	899	.3	2.2	53	207	.2	1.4	105	326	.4	1.9	78	264	.3	2.1
KHJ -AM																				
WI '03	126	895	.4	1.7	48	477	.2	1.5	59	118	.2	1.5	66	115	.2	1.2	76	169	.3	2.0
4-Book	92	745	.3	1.3	31	350	.1	1.0	43	120	.2	1.1	58	134	.2	1.1	56	127	.2	1.5
KIIS-FM																				
WI '03	124	2234	.4	1.7	75	1242	.3	2.3	72	329	.3	1.9	134	508	.5	2.4	102	277	.4	2.7
4-Book	156	2617	.6	2.2	90	1731	.3	2.8	92	385	.3	2.4	166	723	.6	3.1	107	440	.4	2.8
KVVS-FM																				
WI '03	2	58	.1	.1	4	29	.1	.1	5	22	.1	.1	9	33	.2	.2	2	14	.1	.1
4-Book	11	107	.2	.2	4	58	.1	.1	5	22	.1	.1	9	33	.2	.2	10	31	.1	.3
KJLH-FM																				
WI '03	77	686	.3	1.0	60	671	.2	1.8	62	137	.2	1.6	98	293	.3	1.7	66	193	.2	1.7
4-Book	81	743	.3	1.1	69	618	.2	2.1	71	158	.3	1.8	104	276	.4	1.9	74	205	.3	2.0

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

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

Target Listener Estimates

Men 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																				
WI '03	162	1806	.6	2.2	60	838	.2	1.8	66	216	.2	1.7	155	299	.5	2.7	77	269	.3	2.0
4-Book	172	1899	.6	2.4	71	973	.2	2.2	86	215	.3	2.1	141	391	.5	2.6	83	310	.3	2.2
KKLA-FM																				
WI '03	37	461	.1	.5	6	108		.2	17	53	.1	.4	7	37		.1	10	26		.3
4-Book	35	516	.1	.5	6	156		.2	10	41		.3	6	31		.1	9	43		.3
KLAC-AM																				
WI '03	27	494	.1	.4	16	309	.1	.5					10	31		.2	13	40		.3
4-Book	38	728	.1	.6	23	450	.1	.7	9	23	.1	.2	19	62	.1	.4	21	67	.1	.5
KLAX-FM																				
WI '03	209	2064	.7	2.8	108	1281	.4	3.3	125	397	.4	3.2	193	593	.7	3.4	126	376	.4	3.3
4-Book	222	1979	.8	3.1	123	1251	.5	3.8	140	388	.5	3.6	215	512	.8	3.9	155	440	.5	4.1
KLOS-FM																				
WI '03	381	3753	1.3	5.2	145	1984	.5	4.4	115	389	.4	3.0	354	993	1.2	6.3	175	581	.6	4.6
4-Book	330	3511	1.2	4.6	127	1908	.5	3.9	126	416	.5	3.3	270	858	1.0	5.0	156	517	.6	4.1
KLSX-FM																				
WI '03	415	3117	1.5	5.6	65	934	.2	2.0	41	197	.1	1.1	89	262	.3	1.6	111	251	.4	2.9
4-Book	408	3139	1.5	5.7	55	887	.2	1.7	39	167	.1	1.0	61	232	.2	1.1	65	184	.2	1.7
KLTX-AM																				
WI '03	56	264	.2	.8	36	179	.1	1.1	66	133	.2	1.7	45	75	.2	.8	22	47	.1	.6
4-Book	54	269	.2	.8	35	197	.1	1.1	54	127	.2	1.4	61	96	.2	1.1	40	74	.1	1.1
KLVE-FM																				
WI '03	213	2297	.8	2.9	117	1320	.4	3.6	172	472	.6	4.5	224	554	.8	4.0	109	380	.4	2.9
4-Book	201	2289	.7	2.8	115	1382	.4	3.5	155	406	.6	4.0	204	513	.8	3.7	87	276	.3	2.3
KLYY-FM																				
WI '03	85	622	.3	1.2	52	496	.2	1.6	74	151	.3	1.9	93	213	.3	1.6	50	125	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	83	936	.3	1.1	51	560	.2	1.6	58	209	.2	1.5	81	197	.3	1.4	52	206	.2	1.4
4-Book	71	876	.3	1.0	43	552	.2	1.3	36	130	.2	.9	66	197	.2	1.2	44	158	.2	1.2
KNX -AM																				
WI '03	182	2545	.6	2.5	71	1381	.3	2.2	141	553	.5	3.7	70	407	.2	1.2	59	314	.2	1.6
4-Book	155	2459	.5	2.2	49	1103	.2	1.5	80	342	.3	2.1	53	293	.2	1.0	45	205	.2	1.2
KOST-FM																				
WI '03	143	1853	.5	1.9	65	1018	.2	2.0	61	255	.2	1.6	111	397	.4	2.0	69	311	.2	1.8
4-Book	183	2063	.7	2.6	79	1231	.3	2.4	111	345	.4	2.8	130	480	.5	2.4	99	342	.3	2.6
KPWR-FM																				
WI '03	218	2771	.8	3.0	114	1759	.4	3.5	91	384	.3	2.4	150	555	.5	2.7	152	486	.5	4.0
4-Book	246	2827	.9	3.5	137	1742	.5	4.2	126	434	.4	3.2	217	692	.8	4.0	184	580	.7	4.8
KRCB-FM																				
WI '03	78	643	.3	1.1	62	432	.2	1.9	80	152	.3	2.1	88	166	.3	1.6	79	209	.3	2.1
4-Book	61	566	.2	.9	30	317	.1	.9	46	104	.2	1.2	51	130	.2	.9	35	95	.2	.9
KRCV-FM																				
WI '03	25	270	.1	.3	7	138		.2	21	57	.1	.5	10	27		.2	7	27		.2
4-Book	46	420	.2	.7	26	261	.1	.8	41	99	.2	1.0	36	95	.1	.7	33	77	.1	.9
KRLA-AM																				
WI '03	95	588	.3	1.3	3	77		.1	2	19		.1	4	13		.1	3	12		.1
4-Book	54	455	.2	.8	5	98		.2	1	12		.1	3	14		.1	12	29		.3
KRLH-AM																				
WI '03	1	15																		
4-Book	1	8				5							1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 25-54																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	297	3581	1.0	4.0	122	1843	.4	3.7	109	518	.4	2.8	242	875	.9	4.3	179	565	.6	4.7
	4-Book	327	3749	1.1	4.6	133	2074	.5	4.1	125	478	.5	3.2	275	986	1.0	5.1	171	602	.6	4.5
KRTH-FM	WI '03	202	2507	.7	2.7	90	1530	.3	2.7	89	381	.3	2.3	198	757	.7	3.5	108	405	.4	2.8
	4-Book	201	2493	.7	2.8	106	1531	.4	3.2	83	338	.3	2.1	216	681	.8	3.9	143	457	.5	3.7
KSCA-FM	WI '03	425	2710	1.5	5.8	158	1533	.6	4.8	429	807	1.5	11.1	208	714	.7	3.7	189	484	.7	5.0
	4-Book	440	2720	1.6	6.2	169	1570	.6	5.2	513	952	1.9	13.1	247	694	.9	4.6	133	358	.5	3.5
KSPN-AM	WI '03	70	913	.2	1.0	15	305	.1	.5	14	81	.1	.4	25	126	.1	.4	13	82	.1	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	141	1383	.5	1.9	88	846	.3	2.7	82	245	.3	2.1	187	466	.7	3.3	125	257	.4	3.3
	4-Book	84	1088	.3	1.2	50	642	.2	1.5	54	164	.2	1.4	105	277	.4	1.9	63	181	.2	1.7
KSUR-AM	WI '03	3	12	.1	.1	5	49	.1	.2	5	19	.1	.1	12	12	.1	.2	8	12	.1	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	52	389	.2	.7	24	336	.1	.7	41	82	.1	1.1	44	104	.2	.8	31	58	.1	.8
	4-Book	49	471	.2	.7	22	278	.1	.7	48	103	.2	1.2	29	70	.1	.5	21	54	.1	.6
KTWV-FM	WI '03	178	1821	.6	2.4	100	1319	.4	3.1	76	265	.3	2.0	182	473	.6	3.2	90	308	.3	2.4
	4-Book	198	1957	.7	2.8	109	1297	.4	3.3	96	330	.4	2.5	169	503	.6	3.1	119	356	.4	3.2
KWIZ-FM	WI '03	48	490	.2	.7	36	334	.1	1.1	35	106	.1	.9	49	136	.2	.9	40	128	.1	1.1
	4-Book	79	664	.3	1.1	46	452	.2	1.4	62	155	.2	1.6	78	201	.3	1.5	50	140	.2	1.4
KWKV-AM	WI '03	57	445	.2	.8	21	239	.1	.6	43	141	.2	1.1	43	81	.2	.8	6	13	.1	.2
	4-Book	37	362	.1	.5	14	181	.1	.4	25	72	.1	.6	24	59	.1	.5	12	36	.1	.3
KWVE-FM	WI '03	45	537	.2	.6	12	281	.1	.4	3	30	.1	.1	24	72	.1	.4	14	51	.1	.4
	4-Book	47	586	.2	.7	17	326	.1	.5	19	82	.1	.5	17	80	.1	.3	15	56	.1	.4
KXOL-FM	WI '03	172	1161	.6	2.3	99	885	.3	3.0	121	331	.4	3.1	217	472	.8	3.8	105	227	.4	2.8
	4-Book	159	1390	.6	2.2	84	863	.3	2.6	92	242	.3	2.3	163	393	.6	3.0	104	250	.4	2.7
KYSR-FM	WI '03	116	2257	.4	1.6	44	1176	.2	1.3	25	125	.1	.6	66	337	.2	1.2	64	347	.2	1.7
	4-Book	156	2384	.6	2.2	67	1319	.3	2.1	51	237	.2	1.3	121	487	.4	2.3	103	386	.4	2.8
+KZAB-FM	KFSG-FM	61	335	.2	.8	30	272	.1	.9	39	86	.1	1.0	44	103	.2	.8	28	67	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	136	1477	.5	1.8	78	1052	.3	2.4	72	310	.3	1.9	131	433	.5	2.3	118	382	.4	3.1
	4-Book	134	1297	.5	1.9	74	901	.3	2.3	63	252	.2	1.6	128	399	.5	2.4	95	332	.3	2.5
KGGI-FM	WI '03	9	204	.1	.1	7	189	.1	.2	6	51	.1	.2	24	94	.1	.4	5	13	.1	.1
	4-Book	13	294	.2	.2	10	186	.2	.3	11	53	.2	.3	18	74	.1	.3	13	44	.2	.3
TOTALS	WI '03	7367	27004	26.0	11.6	3277	21958	11.6	13.6	3858	10370	13.6	13.9	5659	13542	20.0	19.4	3801	10026	13.4	13.4
	4-Book	7147	26767	25.4	11.6	3268	21573	11.6	13.9	3923	10208	13.9	13.9	5454	13225	19.4	19.4	3795	9803	13.5	13.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																					
WI '03	13	29	.7		35	122	.1	1.5	40	165	.1	1.0	21	75	.1	.7	20	86	.1	1.3	
4-Book	14	46	.7		43	121	.2	1.8	34	131	.1	.9	25	89	.1	.8	20	77	.1	1.3	
KBIG-FM																					
WI '03	136	462	.5	7.1	36	151	.1	1.5	91	351	.3	2.3	79	295	.3	2.6	29	147	.1	1.8	
4-Book	114	378	.4	5.5	45	191	.2	1.9	102	349	.4	2.6	50	231	.2	1.7	35	179	.1	2.2	
KBLA-AM																					
WI '03	9	61	.5		10	47	.4		31	85	.1	.8	62	113	.2	2.0	4	29		.3	
4-Book	19	74	.1	.9	11	33	.5		27	83	.1	.7	60	126	.2	2.0	9	44		.6	
KBUA-FM																					
WI '03	11	30	.6		25	59	.1	1.1	64	109	.2	1.6	39	59	.1	1.3	11	46		.7	
4-Book	20	61	.1	1.0	17	35	.1	.7	40	76	.1	1.0	24	46	.1	.8	10	36		.6	
KBUE-FM																					
WI '03	64	256	.2	3.3	91	251	.3	3.9	89	323	.3	2.2	110	291	.4	3.6	86	262	.3	5.5	
4-Book	70	230	.2	3.3	80	221	.3	3.4	122	343	.4	3.1	110	290	.4	3.6	58	183	.2	3.7	
KCBS-FM																					
WI '03	52	250	.2	2.7	56	227	.2	2.4	189	727	.7	4.8	126	558	.4	4.1	43	162	.2	2.7	
4-Book	55	280	.2	2.6	73	265	.3	3.1	157	608	.6	4.0	120	459	.4	3.9	50	195	.2	3.0	
KDTS-AM																					
WI '03	3	27	.2		2	13	.1		15	79	.1	.4	4	16	.1		7	44		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																					
KSSC-FM																					
WI '03	16	91	.1	.8	5	28	.2		15	99	.1	.4	18	92	.1	.6					
4-Book	8	30	.4		6	26	.3		12	64	.1	.3	8	38	.3		4	8		.2	
+KDLE-FM																					
KSSD-FM																					
WI '03	10	29	.5						4	50	.1		6	30	.2		8	45		.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																					
WI '03	31	108	.1	1.6	68	176	.2	2.9	32	126	.1	.8	39	110	.1	1.3	32	146	.1	2.0	
4-Book	43	127	.1	2.1	63	193	.2	2.7	75	226	.3	2.0	38	110	.1	1.3	37	132	.1	2.4	
KFSH-FM																					
WI '03	4	37	.2		44	250	.2	1.9	52	217	.2	1.3	25	142	.1	.8	8	27		.5	
4-Book	10	61	.1	.5	35	173	.2	1.5	40	200	.2	1.0	25	117	.1	.8	15	75	.1	.9	
KFWB-AM																					
WI '03	32	133	.1	1.7	76	296	.3	3.2	58	284	.2	1.5	32	139	.1	1.0	29	159	.1	1.8	
4-Book	20	123	.1	1.0	44	230	.2	1.9	46	245	.2	1.2	44	180	.2	1.4	21	112	.1	1.4	
KHHT-FM																					
WI '03	65	152	.2	3.4	78	249	.3	3.3	88	287	.3	2.2	76	307	.3	2.5	135	290	.5	8.6	
4-Book	61	184	.2	2.9	41	145	.2	1.7	75	252	.3	1.9	65	235	.2	2.1	95	218	.4	6.0	
KHJ -AM																					
WI '03	29	80	.1	1.5	53	89	.2	2.3	28	82	.1	.7	51	106	.2	1.7	30	108	.1	1.9	
4-Book	9	31	.5		27	71	.1	1.2	22	60	.1	.6	23	53	.1	.8	11	38		.7	
KIIS-FM																					
WI '03	61	249	.2	3.2	14	90	.6		97	439	.3	2.5	80	326	.3	2.6	33	121	.1	2.1	
4-Book	66	247	.2	3.2	61	262	.2	2.7	113	470	.4	3.0	77	345	.3	2.5	35	157	.1	2.2	
KVVS-FM																					
WI '03																					
4-Book	2	16	.1			4			3	16	.1		1	7	.1		2	15		.1	
KJLH-FM																					
WI '03	49	155	.2	2.5	56	142	.2	2.4	72	255	.3	1.8	65	161	.2	2.1	10	27		.6	
4-Book	50	128	.2	2.4	75	200	.3	3.2	81	247	.3	2.1	74	175	.3	2.4	27	90	.1	1.7	

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

		Men 25-54																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																						
WI '03		66	269	.2	3.4	45	228	.2	1.9	158	527	.6	4.0	101	488	.4	3.3	62	277	.2	4.0	
4-Book		89	364	.3	4.2	51	239	.2	2.1	139	525	.5	3.6	121	495	.5	4.0	80	371	.3	5.0	
KRTH-FM																						
WI '03		38	199	.1	2.0	67	281	.2	2.8	120	500	.4	3.0	80	313	.3	2.6	20	128	.1	1.3	
4-Book		45	193	.2	2.2	58	252	.2	2.4	147	461	.5	3.8	109	371	.4	3.6	42	170	.2	2.8	
KSCA-FM																						
WI '03		49	170	.2	2.5	125	290	.4	5.3	87	313	.3	2.2	171	353	.6	5.6	59	136	.2	3.8	
4-Book		49	164	.2	2.3	168	375	.6	7.0	136	363	.5	3.5	108	274	.4	3.6	45	128	.2	2.9	
KSPN-AM																						
WI '03		20	33	.1	1.0	22	68	.1	.9	6	33	.2	.2	13	77	.4	.4	7	37	.4	.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KSSE-FM																						
WI '03		37	119	.1	1.9	83	181	.3	3.5	125	322	.4	3.2	34	114	.1	1.1	27	58	.1	1.7	
4-Book		24	98	.1	1.1	43	102	.2	1.8	67	218	.2	1.7	24	87	.1	.8	14	58	.1	.9	
KSUR-AM																						
WI '03						4	18	.2	.2	10	30	.3	.3									
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KTNQ-AM																						
WI '03		4	41	.2	.2	3	13	.1	.1	37	142	.1	.9	37	75	.1	1.2	1	14	.1	.1	
4-Book		11	48	.1	.5	9	26	.4	.4	26	87	.1	.7	22	65	.1	.7	15	48	.1	.9	
KTWV-FM																						
WI '03		49	193	.2	2.5	75	283	.3	3.2	155	475	.5	3.9	96	302	.3	3.1	64	221	.2	4.1	
4-Book		65	265	.3	3.1	69	266	.3	2.9	163	513	.6	4.2	120	346	.4	3.9	62	235	.2	3.9	
KWIZ-FM																						
WI '03		40	87	.1	2.1	3	35	.1	.1	35	85	.1	.9	50	151	.2	1.6	30	108	.1	1.9	
4-Book		37	128	.1	1.8	21	65	.1	.9	36	113	.2	1.0	52	148	.2	1.7	29	102	.1	1.9	
KWKW-AM																						
WI '03		18	30	.1	.9	10	26	.4	.4	26	42	.1	.7	4	15	.1	.1	10	13	.6	.6	
4-Book		13	29	.6	.6	8	24	.4	.4	11	33	.3	.3	7	19	.2	.2	9	21	.6	.6	
KWVE-FM																						
WI '03						18	82	.1	.8	23	98	.1	.6	11	76	.4	.4	6	33	.4	.4	
4-Book		8	30	.4	.4	32	108	.1	1.4	22	100	.1	.6	14	67	.5	.5	11	43	.7	.7	
KXOL-FM																						
WI '03		46	134	.2	2.4	72	171	.3	3.1	81	248	.3	2.0	99	241	.3	3.2	50	180	.2	3.2	
4-Book		50	149	.2	2.4	65	177	.3	2.7	82	249	.3	2.1	83	217	.3	2.7	35	125	.2	2.2	
KYSR-FM																						
WI '03		47	196	.2	2.4	25	160	.1	1.1	72	416	.3	1.8	31	250	.1	1.0	19	105	.1	1.2	
4-Book		40	220	.1	1.9	29	177	.1	1.3	93	457	.4	2.4	71	314	.3	2.3	22	143	.1	1.4	
+KZAB-FM																						
KFSG-FM																						
WI '03		1	16	.1	.1	27	82	.1	1.1	56	140	.2	1.4	28	74	.1	.9	21	80	.1	1.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KZLA-FM																						
WI '03		28	112	.1	1.5	30	216	.1	1.3	146	482	.5	3.7	76	263	.3	2.5	20	168	.1	1.3	
4-Book		39	146	.1	1.9	47	199	.2	2.0	114	331	.4	3.0	68	225	.3	2.2	29	125	.1	1.9	
KGGI-FM																						
WI '03		1	18	.1	.1	3	20	.1	.1	5	33	.1	.1	11	26	.4	.4	3	33	.2	.2	
4-Book		9	32	.4	.4	6	31	.3	.3	8	41	.2	.2	8	34	.3	.3	6	25	.4	.4	
TOTALS																						
WI '03		1923	6075	6.8	6.8	2352	7101	8.3	8.3	3959	10926	14.0	14.0	3077	8439	10.9	10.9	1569	5237	5.5	5.5	
4-Book		2090	6431	7.4	7.4	2364	7016	8.4	8.4	3896	10452	13.8	13.8	3044	8026	10.8	10.8	1584	5173	5.6	5.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	141	1848	.6	3.5	134	881	.6	2.2	263	986	1.2	4.6	232	1279	1.0	4.4	84	490	.4	5.2
FA '02	123	1823	.5	3.0	113	779	.5	1.7	231	1049	1.0	4.0	243	1068	1.1	4.7	42	474	.2	2.4
SU '02	122	2019	.5	3.1	129	896	.6	2.2	137	954	.6	2.5	300	1351	1.3	5.9	72	676	.3	4.3
SP '02	94	1688	.4	2.5	120	797	.5	2.0	128	792	.6	2.4	164	1009	.7	3.4	47	481	.2	2.9
4-Book	120	1845	.5	3.0	124	838	.6	2.0	190	945	.9	3.4	235	1177	1.0	4.6	61	530	.3	3.7
WI '02	134	1903	.6	3.4	123	784	.5	2.0	187	866	.8	3.4	288	1201	1.3	5.7	63	506	.3	3.9
KBIG-FM																				
WI '03	79	1736	.3	2.0	113	634	.5	1.8	126	807	.6	2.2	98	852	.4	1.9	27	402	.1	1.7
FA '02	94	1879	.4	2.3	126	772	.6	1.9	162	860	.7	2.8	99	872	.4	1.9	45	522	.2	2.6
SU '02	72	1913	.3	1.8	77	725	.3	1.3	124	788	.6	2.2	68	732	.3	1.3	35	467	.2	2.1
SP '02	109	1911	.5	2.9	98	788	.4	1.7	207	1153	.9	3.9	145	990	.6	3.0	38	526	.2	2.3
4-Book	89	1860	.4	2.3	104	730	.5	1.7	155	902	.7	2.8	103	862	.4	2.0	36	479	.2	2.2
WI '02	69	1596	.3	1.8	101	639	.4	1.6	121	783	.5	2.2	69	643	.3	1.4	28	468	.1	1.7
KBLA-AM																				
WI '03	45	596	.2	1.1	40	197	.2	.7	58	253	.3	1.0	108	398	.5	2.1	15	158	.1	.9
FA '02	48	766	.2	1.2	39	258	.2	.6	68	371	.3	1.2	113	570	.5	2.2	23	254	.1	1.3
SU '02	47	542	.2	1.2	62	276	.3	1.0	55	254	.2	1.0	107	364	.5	2.1	22	130	.1	1.3
SP '02	48	685	.2	1.3	53	272	.2	.9	59	278	.3	1.1	102	442	.5	2.1	23	223	.1	1.4
4-Book	47	647	.2	1.2	49	251	.2	.8	60	289	.3	1.1	108	444	.5	2.1	21	191	.1	1.2
WI '02	53	616	.2	1.4	52	267	.2	.8	52	223	.2	.9	157	409	.7	3.1	15	183	.1	.9
KBUA-FM																				
WI '03	16	167	.1	.4	15	105	.1	.2	19	76	.1	.3	16	61	.1	.3	21	61	.1	1.3
FA '02	26	258	.1	.6	45	197	.2	.7	49	138	.2	.8	30	149	.1	.6	7	44	.1	.4
SU '02	6	91	.2	.2	16	60	.1	.3	5	34	.1	.1	4	32	.1	.1	2	15	.1	.1
SP '02	14	139	.1	.4	24	106	.1	.4	22	113	.1	.4	18	56	.1	.4	2	33	.1	.1
4-Book	16	164	.1	.4	25	117	.1	.4	24	90	.1	.4	17	75	.1	.4	8	38	.1	.5
WI '02	8	183	.2	.2	4	38	.1	.1	7	58	.1	.1	11	114	.2	.2	2	36	.1	.1
KBUE-FM																				
WI '03	84	1064	.4	2.1	104	598	.5	1.7	118	617	.5	2.1	117	550	.5	2.2	36	311	.2	2.2
FA '02	68	1092	.3	1.6	56	359	.2	.9	90	591	.4	1.5	88	640	.4	1.7	50	322	.2	2.9
SU '02	90	1079	.4	2.3	104	531	.5	1.7	112	595	.5	2.0	98	589	.4	1.9	73	365	.3	4.4
SP '02	53	839	.2	1.4	85	421	.4	1.4	82	408	.4	1.6	64	446	.3	1.3	15	232	.1	.9
4-Book	74	1019	.3	1.9	87	477	.4	1.4	101	553	.5	1.8	92	556	.4	1.8	44	308	.2	2.6
WI '02	69	895	.3	1.8	112	467	.5	1.8	93	437	.4	1.7	81	459	.4	1.6	17	188	.1	1.1
KCBS-FM																				
WI '03	182	3012	.8	4.6	277	1504	1.2	4.5	328	1690	1.4	5.7	215	1702	.9	4.1	29	583	.1	1.8
FA '02	168	3181	.7	4.1	228	1629	1.0	3.5	289	1686	1.3	5.0	183	1695	.8	3.5	59	878	.3	3.4
SU '02	156	3036	.7	4.0	219	1619	1.0	3.7	236	1669	1.0	4.2	200	1556	.9	4.0	74	720	.3	4.4
SP '02	156	3277	.7	4.1	224	1581	1.0	3.8	237	1625	1.1	4.5	193	1927	.9	4.0	67	782	.3	4.1
4-Book	166	3127	.7	4.2	237	1583	1.1	3.9	273	1668	1.2	4.9	198	1720	.9	3.9	57	741	.3	3.4
WI '02	158	3215	.7	4.0	206	1512	.9	3.4	245	1714	1.1	4.5	207	1802	.9	4.1	70	921	.3	4.4
KDIS-AM																				
WI '03	4	286	.1	.1	11	137	.2	.2	1	42	.1	.1	4	114	.1	.1	1	28	.1	.1
FA '02	7	410	.2	.2	3	70	.1	.1	6	66	.1	.1	12	210	.1	.2	5	80	.1	.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	7	339	.2	.2	19	177	.1	.3	1	46	.1	.1	14	117	.1	.3	1	30	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	8	305	.2	.2	16	143	.1	.3	7	68	.1	.1	7	130	.1	.1	4	62	.1	.2
+KDLD-FM																				
KSSC-FM																				
WI '03	5	220	.1	.1	5	94	.1	.1	6	104	.1	.1	5	133	.1	.1	5	44	.1	.3
FA '02	4	146	.1	.1	7	65	.1	.1	6	80	.1	.1	4	67	.1	.1	3	65	.1	.2
SU '02	3	151	.1	.1	2	32	.1	.1	5	79	.1	.1	5	71	.1	.1	2	40	.1	.1
SP '02	2	147	.1	.1	2	71	.1	.1	2	51	.1	.1	3	71	.1	.1	2	19	.1	.1
4-Book	4	166	.1	.1	4	66	.1	.1	5	79	.1	.1	4	86	.1	.1	3	42	.1	.2
WI '02	1	130	.1	.1	3	53	.1	.1	2	47	.1	.1		15	.1	.1		28	.1	.1

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



Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																			
KSSD-FM																			
WI '03	18	163	.1	.5	20	117	.1	.3	27	123	.1	.5	33	148	.1	.6	6	80	.4
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	204	2711	.9	5.1	420	1808	1.8	6.9	314	1465	1.4	5.5	270	1410	1.2	5.1	65	594	.3
FA '02	198	2842	.9	4.8	344	1815	1.5	5.3	279	1350	1.2	4.8	269	1447	1.2	5.2	99	730	.4
SU '02	205	2798	.9	5.2	388	1703	1.7	6.5	272	1346	1.2	4.9	268	1480	1.2	5.3	99	699	.4
SP '02	161	2572	.7	4.3	300	1419	1.3	5.1	194	1177	.9	3.7	175	1149	.8	3.7	116	732	.5
4-Book	192	2731	.9	4.9	363	1686	1.6	6.0	265	1335	1.2	4.7	246	1372	1.1	4.8	95	689	.4
WI '02	193	2711	.9	4.9	387	1797	1.7	6.3	245	1323	1.1	4.5	216	1258	1.0	4.3	105	671	.5
KFSH-FM																			
WI '03	26	526	.1	.7	46	333	.2	.8	30	278	.1	.5	25	297	.1	.5	8	159	.5
FA '02	28	384	.1	.7	53	251	.2	.8	39	190	.2	.7	40	262	.2	.8	10	199	.6
SU '02	43	567	.2	1.1	52	337	.2	.9	62	315	.3	1.1	49	348	.2	1.0	13	179	.1
SP '02	17	462	.1	.4	27	282	.1	.5	19	247	.1	.4	33	281	.1	.7	6	117	.4
4-Book	29	485	.1	.7	45	301	.2	.8	38	258	.2	.7	37	297	.2	.8	9	164	.6
WI '02	25	625	.1	.6	42	382	.2	.7	18	249	.1	.3	30	308	.1	.6	7	96	.4
KFWB-AM																			
WI '03	123	3259	.5	3.1	243	1858	1.1	4.0	149	1476	.7	2.6	150	1676	.7	2.9	49	620	.2
FA '02	90	2812	.4	2.2	183	1651	.8	2.8	108	1108	.5	1.9	138	1405	.6	2.7	27	576	.1
SU '02	83	2454	.4	2.1	192	1533	.9	3.2	94	1056	.4	1.7	112	1233	.5	2.2	16	419	.1
SP '02	87	2723	.4	2.3	175	1733	.8	3.0	95	1196	.4	1.8	137	1418	.6	2.9	31	621	.1
4-Book	96	2812	.4	2.4	198	1694	.9	3.3	112	1209	.5	2.0	134	1433	.6	2.7	31	559	.1
WI '02	84	2608	.4	2.1	190	1598	.8	3.1	91	969	.4	1.7	112	1349	.5	2.2	27	483	.1
KHHT-FM																			
WI '03	59	1000	.3	1.5	53	403	.2	.9	87	527	.4	1.5	95	649	.4	1.8	31	287	.1
FA '02	67	1124	.3	1.6	63	557	.3	1.0	94	656	.4	1.6	72	533	.3	1.4	57	309	.2
SU '02	65	1088	.3	1.7	108	657	.5	1.8	83	542	.4	1.5	52	510	.2	1.0	36	239	.2
SP '02	58	1238	.3	1.5	85	526	.4	1.4	75	557	.3	1.4	78	639	.3	1.6	39	406	.2
4-Book	62	1113	.3	1.6	77	536	.4	1.3	85	571	.4	1.5	74	583	.3	1.5	41	310	.2
WI '02	66	1088	.3	1.7	86	659	.4	1.4	87	561	.4	1.6	70	465	.3	1.4	40	285	.2
KHJ -AM																			
WI '03	60	652	.3	1.5	67	326	.3	1.1	97	289	.4	1.7	105	301	.5	2.0	17	157	.1
FA '02	69	809	.3	1.7	109	414	.5	1.7	105	387	.5	1.8	102	415	.4	2.0	29	225	.1
SU '02	34	647	.2	.9	31	294	.1	.5	44	288	.2	.8	77	366	.3	1.5	10	141	.6
SP '02	43	564	.2	1.1	49	231	.2	.8	68	341	.3	1.3	86	317	.4	1.8	9	100	.6
4-Book	52	688	.3	1.3	64	316	.3	1.0	79	326	.4	1.4	93	350	.4	1.8	16	156	.1
WI '02	57	774	.3	1.5	83	341	.4	1.4	51	327	.2	.9	68	299	.3	1.4	42	290	.2
KIIS-FM																			
WI '03	56	1662	.2	1.4	103	885	.5	1.7	60	603	.3	1.0	73	807	.3	1.4	16	342	.1
FA '02	78	2364	.3	1.9	175	1199	.8	2.7	78	731	.3	1.3	91	997	.4	1.7	20	472	.1
SU '02	73	1955	.3	1.9	119	741	.5	2.0	103	855	.5	1.8	92	935	.4	1.8	15	346	.1
SP '02	63	1765	.3	1.7	105	753	.5	1.8	72	590	.3	1.4	68	739	.3	1.4	33	353	.1
4-Book	68	1937	.3	1.7	126	895	.6	2.1	78	695	.4	1.4	81	870	.4	1.6	21	378	.1
WI '02	66	1694	.3	1.7	120	864	.5	2.0	80	659	.4	1.5	90	653	.4	1.8	19	311	.1
KVVS-FM																			
WI '03	1	44			1	15			1	29			2	44					
FA '02	7	64		.2	15	31	.1	.2	11	45		.2	7	31		.1		16	
SU '02	8	145		.2	9	25		.2	18	68	.1	.3	16	84	.1	.3		23	
SP '02	2	91		.1	5	54		.1	3	34		.1	1	22				23	
4-Book	5	86		.1	8	31		.1	8	44		.2	7	45		.1		16	
WI '02	1	42				13			2	27				13					

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call 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																				
WI '03	62	855	.3	1.6	90	435	.4	1.5	74	380	.3	1.3	80	489	.4	1.5	21	269	.1	1.3
FA '02	75	826	.3	1.8	83	350	.4	1.3	99	503	.4	1.7	77	377	.3	1.5	39	267	.2	2.2
SU '02	55	641	.2	1.4	92	337	.4	1.5	66	240	.3	1.2	46	254	.2	.9	21	168	.1	1.3
SP '02	72	921	.3	1.9	109	444	.5	1.9	79	411	.4	1.5	71	467	.3	1.5	44	239	.2	2.7
4-Book	66	811	.3	1.7	94	392	.4	1.6	80	384	.4	1.4	69	397	.3	1.4	31	236	.2	1.9
WI '02	52	807	.2	1.3	67	370	.3	1.1	43	331	.2	.8	66	312	.3	1.3	29	277	.1	1.8
KKBT-FM																				
WI '03	64	1105	.3	1.6	199	721	.9	3.2	69	449	.3	1.2	47	474	.2	.9	8	146		.5
FA '02	109	1332	.5	2.6	319	894	1.4	4.9	123	642	.5	2.1	83	530	.4	1.6	23	257	.1	1.3
SU '02	48	979	.2	1.2	134	637	.6	2.3	57	440	.3	1.0	39	366	.2	.8	9	189		.5
SP '02	60	1237	.3	1.6	137	708	.6	2.3	61	481	.3	1.2	65	634	.3	1.4	26	348	.1	1.6
4-Book	70	1163	.3	1.8	197	740	.9	3.2	78	503	.4	1.4	59	501	.3	1.2	17	235	.1	1.0
WI '02	55	1207	.2	1.4	141	677	.6	2.3	53	565	.2	1.0	52	462	.2	1.0	15	172	.1	.9
KKLA-FM																				
WI '03	28	483	.1	.7	55	377	.2	.9	44	199	.2	.8	31	239	.1	.6	5	89		.3
FA '02	21	579	.1	.5	70	383	.3	1.1	17	147	.1	.3	23	252	.1	.4	7	138		.4
SU '02	17	518	.1	.4	43	362	.2	.7	19	216	.1	.3	20	229	.1	.4	4	91		.2
SP '02	24	615	.1	.6	51	400	.2	.9	21	180	.1	.4	55	295	.2	1.1	7	123		.4
4-Book	23	549	.1	.6	55	381	.2	.9	25	186	.1	.5	32	254	.1	.6	6	110		.3
WI '02	24	475	.1	.6	40	251	.2	.7	24	181	.1	.4	33	235	.1	.7	13	58	.1	.8
KLAC-AM																				
WI '03	30	802	.1	.8	31	213	.1	.5	38	177	.2	.7	37	392	.2	.7	24	360	.1	1.5
FA '02	43	1293	.2	1.0	40	339	.2	.6	67	335	.3	1.2	61	630	.3	1.2	34	508	.1	2.0
SU '02	33	1025	.1	.8	31	182	.1	.5	45	368	.2	.8	41	441	.2	.8	23	348	.1	1.4
SP '02	47	1622	.2	1.2	27	307	.1	.5	79	437	.4	1.5	64	793	.3	1.3	43	689	.2	2.6
4-Book	38	1186	.2	1.0	32	260	.1	.5	57	329	.3	1.1	51	564	.3	1.0	31	476	.1	1.9
WI '02	38	1012	.2	1.0	49	285	.2	.8	81	437	.4	1.5	30	396	.1	.6	25	316	.1	1.6
KLAX-FM																				
WI '03	70	1217	.3	1.8	127	620	.6	2.1	100	627	.4	1.7	64	557	.3	1.2	32	273	.1	2.0
FA '02	112	1549	.5	2.7	154	764	.7	2.4	161	864	.7	2.8	133	800	.6	2.6	52	517	.2	3.0
SU '02	74	1105	.3	1.9	118	542	.5	2.0	111	563	.5	2.0	79	599	.4	1.6	16	230	.1	1.0
SP '02	95	1236	.4	2.5	131	558	.6	2.2	144	639	.6	2.7	109	673	.5	2.3	34	262	.2	2.1
4-Book	88	1277	.4	2.2	133	621	.6	2.2	129	673	.6	2.3	96	657	.5	1.9	34	321	.2	2.0
WI '02	81	1361	.4	2.1	95	550	.4	1.5	126	638	.6	2.3	113	723	.5	2.2	31	323	.1	1.9
KLOS-FM																				
WI '03	206	3172	.9	5.2	347	1486	1.5	5.7	326	1399	1.4	5.7	279	1918	1.2	5.3	54	678	.2	3.3
FA '02	167	2849	.7	4.0	345	1351	1.5	5.3	239	1300	1.0	4.1	186	1694	.8	3.6	73	658	.3	4.2
SU '02	216	3253	1.0	5.5	348	1585	1.5	5.8	354	1543	1.6	6.3	278	1888	1.2	5.5	59	683	.3	3.5
SP '02	128	2680	.6	3.4	247	1158	1.1	4.2	174	1215	.8	3.3	169	1589	.8	3.5	44	632	.2	2.7
4-Book	179	2989	.8	4.5	322	1395	1.4	5.3	273	1364	1.2	4.9	228	1772	1.0	4.5	58	663	.3	3.4
WI '02	149	2736	.7	3.8	286	1362	1.3	4.7	192	1107	.9	3.5	192	1481	.9	3.8	58	648	.3	3.6
KLSX-FM																				
WI '03	158	2322	.7	4.0	368	1269	1.6	6.0	226	1169	1.0	3.9	220	1072	1.0	4.2	37	456	.2	2.3
FA '02	163	2256	.7	3.9	371	1353	1.6	5.7	253	1097	1.1	4.4	221	1267	1.0	4.2	31	360	.1	1.8
SU '02	150	2417	.7	3.8	318	1462	1.4	5.3	199	1115	.9	3.6	235	1128	1.0	4.7	46	535	.2	2.7
SP '02	134	2184	.6	3.5	308	1188	1.4	5.2	185	927	.8	3.5	213	1112	.9	4.4	29	338	.1	1.8
4-Book	151	2295	.7	3.8	341	1318	1.5	5.6	216	1077	1.0	3.9	222	1145	1.0	4.4	36	422	.2	2.2
WI '02	158	2338	.7	4.0	351	1369	1.6	5.7	227	1111	1.0	4.1	216	1184	1.0	4.3	49	459	.2	3.0
KLTX-AM																				
WI '03	22	244	.1	.6	39	156	.2	.6	18	61	.1	.3	22	75	.1	.4	19	117	.1	1.2
FA '02	20	208	.1	.5	32	196	.1	.5	33	129	.1	.6	15	91	.1	.3	13	82	.1	.7
SU '02	21	165	.1	.5	26	116	.1	.4	28	107	.1	.5	28	83	.1	.6	13	74	.1	.8
SP '02	27	217	.1	.7	50	167	.2	.9	37	114	.2	.7	21	89	.1	.4	2	26		.1
4-Book	23	209	.1	.6	37	159	.2	.6	29	103	.1	.5	22	85	.1	.4	12	75	.1	.7
WI '02	50	211	.2	1.3	78	172	.3	1.3	66	177	.3	1.2	65	141	.3	1.3	21	90	.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
KLVE-FM																				
WI '03	124	1802	.5	3.1	207	929	.9	3.4	159	928	.7	2.8	133	1107	.6	2.5	59	589	.3	3.7
FA '02	93	1759	.4	2.3	173	820	.8	2.6	112	880	.5	1.9	62	736	.3	1.2	58	510	.3	3.3
SU '02	94	1660	.4	2.4	150	943	.7	2.5	126	838	.6	2.3	112	822	.5	2.2	47	535	.2	2.8
SP '02	99	1876	.4	2.6	158	822	.7	2.7	135	779	.6	2.6	114	753	.5	2.4	47	382	.2	2.9
4-Book	103	1774	.4	2.6	172	879	.7	2.8	133	856	.6	2.4	105	855	.5	2.1	53	504	.3	3.2
WI '02	111	1683	.5	2.8	193	872	.9	3.1	171	980	.8	3.1	109	706	.5	2.2	33	377	.1	2.1
KLYY-FM																				
WI '03	27	345	.1	.7	34	168	.1	.6	48	152	.2	.8	22	147	.1	.4	10	59		.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	82	1255	.4	2.1	87	542	.4	1.4	107	617	.5	1.9	117	647	.5	2.2	48	396	.2	3.0
FA '02	77	1454	.3	1.9	94	742	.4	1.4	111	630	.5	1.9	97	745	.4	1.9	38	407	.2	2.2
SU '02	90	1170	.4	2.3	82	516	.4	1.4	156	655	.7	2.8	119	640	.5	2.4	48	543	.2	2.9
SP '02	71	1345	.3	1.9	102	563	.5	1.7	105	620	.5	2.0	97	697	.4	2.0	41	509	.2	2.5
4-Book	80	1306	.4	2.1	91	591	.4	1.5	120	631	.6	2.2	108	682	.5	2.1	44	464	.2	2.7
WI '02	74	1395	.3	1.9	88	661	.4	1.4	93	507	.4	1.7	82	751	.4	1.6	42	499	.2	2.6
KNX -AM																				
WI '03	146	3362	.6	3.7	240	1979	1.1	3.9	164	1395	.7	2.9	211	1830	.9	4.0	85	852	.4	5.3
FA '02	124	3254	.5	3.0	228	1987	1.0	3.5	128	1478	.6	2.2	199	1939	.9	3.8	58	889	.3	3.3
SU '02	139	3229	.6	3.6	256	2016	1.1	4.3	167	1633	.7	3.0	178	1669	.8	3.5	87	1045	.4	5.2
SP '02	115	3358	.5	3.0	234	1976	1.0	4.0	146	1583	.6	2.8	135	1685	.6	2.8	56	770	.2	3.4
4-Book	131	3301	.6	3.3	240	1990	1.1	3.9	151	1522	.7	2.7	181	1781	.8	3.5	72	889	.3	4.3
WI '02	179	3694	.8	4.6	344	2346	1.5	5.6	216	1794	1.0	3.9	222	2106	1.0	4.4	86	933	.4	5.4
KOST-FM																				
WI '03	105	2100	.5	2.6	112	1058	.5	1.8	152	1012	.7	2.7	152	1229	.7	2.9	66	626	.3	4.1
FA '02	159	2404	.7	3.9	202	1048	.9	3.1	258	1087	1.1	4.4	233	1316	1.0	4.5	59	552	.3	3.4
SU '02	108	2258	.5	2.8	137	955	.6	2.3	165	1121	.7	3.0	157	1008	.7	3.1	68	586	.3	4.1
SP '02	119	2108	.5	3.1	147	855	.7	2.5	187	1084	.8	3.6	142	1035	.6	3.0	63	599	.3	3.9
4-Book	123	2218	.6	3.1	150	979	.7	2.4	191	1076	.8	3.4	171	1147	.8	3.4	64	591	.3	3.9
WI '02	129	2203	.6	3.3	144	855	.6	2.3	217	1114	1.0	4.0	168	1113	.7	3.3	52	674	.2	3.2
KPWR-FM																				
WI '03	53	1270	.2	1.3	99	662	.4	1.6	57	579	.2	1.0	61	645	.3	1.2	29	320	.1	1.8
FA '02	62	1112	.3	1.5	85	561	.4	1.3	102	521	.4	1.8	82	600	.4	1.6	13	220	.1	.7
SU '02	51	1255	.2	1.3	72	529	.3	1.2	51	569	.2	.9	75	644	.3	1.5	36	377	.2	2.1
SP '02	47	1096	.2	1.2	54	337	.2	.9	51	457	.2	1.0	68	538	.3	1.4	28	289	.1	1.7
4-Book	53	1183	.2	1.3	78	522	.3	1.3	65	532	.3	1.2	72	607	.3	1.4	27	302	.1	1.6
WI '02	41	1043	.2	1.0	60	434	.3	1.0	58	537	.3	1.1	60	513	.3	1.2	9	181		.6
KRCD-FM																				
WI '03	55	496	.2	1.4	71	345	.3	1.2	75	262	.3	1.3	63	320	.3	1.2	28	155	.1	1.7
FA '02	22	412	.1	.5	37	158	.2	.6	31	182	.1	.5	29	192	.1	.6	5	80		.3
SU '02	27	437	.1	.7	31	155	.1	.5	39	246	.2	.7	44	285	.2	.9	5	90		.3
SP '02	35	482	.2	.9	57	274	.3	1.0	63	309	.3	1.2	38	269	.2	.8	13	164	.1	.8
4-Book	35	457	.2	.9	49	233	.2	.8	52	250	.2	.9	44	267	.2	.9	13	122	.1	.8
WI '02	30	532	.1	.8	40	254	.2	.7	42	195	.2	.8	47	250	.2	.9	10	162		.6
KRCV-FM																				
WI '03	18	337	.1	.5	28	153	.1	.5	20	125	.1	.3	29	181	.1	.6	8	74		.5
FA '02	30	447	.1	.7	30	244	.1	.5	29	184	.1	.5	44	276	.2	.8	14	109	.1	.8
SU '02	52	621	.2	1.3	81	325	.4	1.4	73	335	.3	1.3	54	279	.2	1.1	17	151	.1	1.0
SP '02	35	437	.2	.9	46	213	.2	.8	51	203	.2	1.0	51	315	.2	1.1	9	138		.6
4-Book	34	461	.2	.9	46	234	.2	.8	43	212	.2	.8	45	263	.2	.9	12	118	.1	.7
WI '02	55	575	.2	1.4	88	307	.4	1.4	92	364	.4	1.7	72	316	.3	1.4	16	163	.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 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																			
WI '03	62	802	.3	1.6	87	512	.4	1.4	171	571	.7	3.0	81	446	.4	1.5	3	96	.2
FA '02	25	559	.1	.6	30	278	.1	.5	49	358	.2	.8	46	269	.2	.9	11	107	.6
SU '02	36	711	.2	.9	41	470	.2	.7	84	461	.4	1.5	66	414	.3	1.3	7	166	.4
SP '02	21	628	.1	.6	23	268	.1	.4	46	379	.2	.9	31	208	.1	.6	2	53	.1
4-Book	36	675	.2	.9	45	382	.2	.8	88	442	.4	1.6	56	334	.3	1.1	6	106	.3
WI '02	45	743	.2	1.2	86	484	.4	1.4	109	525	.5	2.0	46	311	.2	.9	2	55	.1
KRLH-AM																			
WI '03		15			1	15			1	15									
FA '02																			
SU '02																			
SP '02	1	47						3	34		.1						14		
4-Book	1	16						1	12		.1						4		
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																			
WI '03	68	1589	.3	1.7	118	856	.5	1.9	99	682	.4	1.7	83	828	.4	1.6	35	497	.2
FA '02	121	2013	.5	2.9	254	1218	1.1	3.9	162	898	.7	2.8	164	1011	.7	3.2	40	516	.2
SU '02	104	1946	.5	2.7	215	979	1.0	3.6	144	947	.6	2.6	104	951	.5	2.1	43	492	.2
SP '02	71	2032	.3	1.9	153	1066	.7	2.6	86	921	.4	1.6	94	1109	.4	2.0	19	454	.1
4-Book	91	1895	.4	2.3	185	1030	.8	3.0	123	862	.5	2.2	111	975	.5	2.2	34	490	.2
WI '02	99	1740	.4	2.5	166	984	.7	2.7	122	804	.5	2.2	101	865	.4	2.0	48	510	.2
KRTH-FM																			
WI '03	166	3351	.7	4.2	243	1608	1.1	4.0	267	1645	1.2	4.7	212	1767	.9	4.0	48	805	.2
FA '02	161	3263	.7	3.9	181	1302	.8	2.8	255	1598	1.1	4.4	200	1696	.9	3.8	55	612	.2
SU '02	187	3728	.8	4.8	226	1622	1.0	3.8	334	1970	1.5	6.0	214	1678	1.0	4.2	54	568	.2
SP '02	156	3360	.7	4.1	183	1543	.8	3.1	240	1533	1.1	4.6	195	1507	.9	4.1	60	714	.3
4-Book	168	3426	.7	4.3	208	1519	.9	3.4	274	1687	1.2	4.9	205	1662	.9	4.0	54	675	.2
WI '02	178	3568	.8	4.6	243	1498	1.1	4.0	296	1741	1.3	5.4	217	1874	1.0	4.3	52	788	.2
KSCA-FM																			
WI '03	151	1573	.7	3.8	309	983	1.4	5.0	122	756	.5	2.1	254	887	1.1	4.8	59	414	.3
FA '02	197	1956	.9	4.8	489	1347	2.1	7.5	270	1215	1.2	4.6	119	705	.5	2.3	57	380	.2
SU '02	119	1497	.5	3.0	323	1119	1.4	5.4	147	733	.7	2.6	93	586	.4	1.8	25	251	.1
SP '02	192	1855	.9	5.1	466	1318	2.1	7.9	246	1038	1.1	4.7	140	731	.6	2.9	57	421	.3
4-Book	165	1720	.8	4.2	397	1192	1.8	6.5	196	936	.9	3.5	152	727	.7	3.0	50	367	.2
WI '02	142	1587	.6	3.6	390	1121	1.7	6.4	188	891	.8	3.4	75	551	.3	1.5	29	175	.1
KSPN-AM																			
WI '03	34	796	.1	.9	34	352	.1	.6	71	379	.3	1.2	64	502	.3	1.2	4	109	.2
FA '02	27	933	.1	.7	23	247	.1	.4	32	320	.1	.6	43	576	.2	.8	8	313	.5
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	30	715	.1	.8	29	310	.1	.5	47	367	.2	.9	81	409	.4	1.7	5	151	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																			
WI '03	45	684	.2	1.1	63	360	.3	1.0	57	390	.2	1.0	49	318	.2	.9	32	244	.1
FA '02	12	543	.1	.3	10	166		.2	15	256	.1	.3	15	194	.1	.3	6	215	.3
SU '02	14	512	.1	.4	15	204	.1	.3	23	268	.1	.4	20	244	.1	.4	5	88	.3
SP '02	31	569	.1	.8	40	242	.2	.7	43	250	.2	.8	44	309	.2	.9	12	119	.1
4-Book	26	577	.1	.7	32	243	.2	.6	35	291	.2	.6	32	266	.2	.6	14	167	.1
WI '02	19	415	.1	.5	25	212	.1	.4	28	208	.1	.5	26	222	.1	.5	8	85	.5
KSUR-AM																			
WI '03	6	94		.2	8	44		.1	6	41		.1	6	28		.1	5	12	.3
FA '02	14	143	.1	.3	13	84	.1	.2	17	143	.1	.3	19	114	.1	.4	3	41	.2
SU '02	1	82				27			2	13			4	40		.1	1	40	.1
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTND-AM																				
WI '03	35	630	.2	.9	61	265	.3	1.0	53	242	.2	.9	28	142	.1	.5	25	211	.1	1.5
FA '02	40	665	.2	1.0	56	246	.2	.9	42	246	.2	.7	48	364	.2	.9	34	206	.1	2.0
SU '02	33	511	.1	.8	61	180	.3	1.0	44	196	.2	.8	30	162	.1	.6	30	204	.1	1.8
SP '02	36	491	.2	1.0	56	263	.2	1.0	49	231	.2	.9	35	206	.2	.7	22	170	.1	1.3
4-Book	36	574	.2	.9	59	239	.3	1.0	47	229	.2	.8	35	219	.2	.7	28	198	.1	1.7
WI '02	31	368	.1	.8	31	140	.1	.5	45	178	.2	.8	30	163	.1	.6	41	180	.2	2.6
KTVV-FM																				
WI '03	145	2368	.6	3.6	162	1186	.7	2.6	220	1332	1.0	3.8	181	1261	.8	3.4	78	748	.3	4.8
FA '02	177	2601	.8	4.3	207	1393	.9	3.2	269	1520	1.2	4.6	234	1445	1.0	4.5	90	800	.4	5.2
SU '02	191	2614	.8	4.9	229	1310	1.0	3.8	329	1467	1.5	5.9	216	1441	1.0	4.3	69	678	.3	4.1
SP '02	180	2576	.8	4.8	237	1104	1.1	4.0	318	1397	1.4	6.1	228	1461	1.0	4.8	75	852	.3	4.6
4-Book	173	2540	.8	4.4	209	1248	.9	3.4	284	1429	1.3	5.1	215	1402	1.0	4.3	78	770	.3	4.7
WI '02	196	2839	.9	5.0	218	1262	1.0	3.6	351	1560	1.6	6.4	265	1653	1.2	5.3	78	737	.3	4.9
KWIZ-FM																				
WI '03	15	183	.1	.4	18	63	.1	.3	12	76	.1	.2	22	123	.1	.4	11	76	.1	.7
FA '02	29	480	.1	.7	38	273	.2	.6	40	215	.2	.7	45	225	.2	.9	19	236	.1	1.1
SU '02	29	337	.1	.7	25	148	.1	.4	38	186	.2	.7	43	193	.2	.9	16	175	.1	1.0
SP '02	44	594	.2	1.2	62	280	.3	1.1	67	303	.3	1.3	50	325	.2	1.0	26	220	.1	1.6
4-Book	29	399	.1	.8	36	191	.2	.6	39	195	.2	.7	40	217	.2	.8	18	177	.1	1.1
WI '02	25	344	.1	.6	48	149	.2	.8	38	167	.2	.7	22	143	.1	.4	9	122	.1	.6
KVKW-AM																				
WI '03	22	353	.1	.6	46	212	.2	.8	34	137	.1	.6	14	130	.1	.3	2	28	.1	.1
FA '02	20	333	.1	.5	35	159	.2	.5	36	210	.2	.6	9	88	.1	.2	10	57	.1	.6
SU '02	26	353	.1	.7	36	147	.2	.6	44	120	.2	.8	33	153	.1	.7	14	43	.1	.8
SP '02	21	398	.1	.6	31	141	.1	.5	42	235	.2	.8	14	97	.1	.3	11	85	.1	.7
4-Book	22	359	.1	.6	37	165	.2	.6	39	176	.2	.7	18	117	.1	.4	9	53	.1	.6
WI '02	21	297	.1	.5	23	100	.1	.4	53	186	.2	1.0	16	118	.1	.3	7	65	.1	.4
KWEV-FM																				
WI '03	32	561	.1	.8	66	370	.3	1.1	31	243	.1	.5	50	282	.2	1.0	11	109	.1	.7
FA '02	23	712	.1	.6	36	329	.2	.6	28	313	.1	.5	35	325	.2	.7	7	120	.1	.4
SU '02	32	530	.1	.8	62	360	.3	1.0	45	226	.2	.8	45	284	.2	.9	13	127	.1	.8
SP '02	17	513	.1	.4	31	249	.1	.5	12	192	.1	.2	23	233	.1	.5	9	124	.1	.6
4-Book	26	579	.1	.7	49	327	.2	.8	29	244	.1	.5	38	281	.2	.8	10	120	.1	.6
WI '02	27	585	.1	.7	43	334	.2	.7	41	219	.2	.7	37	269	.2	.7	13	114	.1	.8
KXOL-FM																				
WI '03	71	787	.3	1.8	82	359	.4	1.3	122	378	.5	2.1	78	444	.3	1.5	27	328	.1	1.7
FA '02	65	1158	.3	1.6	95	608	.4	1.5	113	650	.5	1.9	64	574	.3	1.2	35	341	.2	2.0
SU '02	57	944	.3	1.5	57	417	.3	1.0	101	487	.4	1.8	64	464	.3	1.3	34	272	.2	2.0
SP '02	72	932	.3	1.9	93	427	.4	1.6	99	502	.4	1.9	86	461	.4	1.8	36	284	.2	2.2
4-Book	66	955	.3	1.7	82	453	.4	1.4	109	504	.5	1.9	73	486	.3	1.5	33	306	.2	2.0
WI '02	57	785	.3	1.5	78	478	.3	1.3	94	473	.4	1.7	67	425	.3	1.3	21	219	.1	1.3
KYSR-FM																				
WI '03	37	1468	.2	.9	81	626	.4	1.3	42	523	.2	.7	52	719	.2	1.0	11	286	.1	.7
FA '02	64	1707	.3	1.6	102	668	.4	1.6	107	822	.5	1.8	80	804	.4	1.5	18	395	.1	1.0
SU '02	78	1849	.3	2.0	123	670	.5	2.1	99	720	.4	1.8	101	882	.4	2.0	18	351	.1	1.1
SP '02	64	1828	.3	1.7	84	853	.4	1.4	83	736	.4	1.6	87	976	.4	1.8	25	467	.1	1.5
4-Book	61	1713	.3	1.6	98	704	.4	1.6	83	700	.4	1.5	80	845	.4	1.6	18	375	.1	1.1
WI '02	65	1646	.3	1.7	123	840	.5	2.0	75	552	.3	1.4	98	867	.4	1.9	23	305	.1	1.4
+KZAB-FM																				
KFSG-FM																				
WI '03	23	214	.1	.6	34	133	.1	.6	34	95	.1	.6	30	155	.1	.6	13	100	.1	.8
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	106	1689	.5	2.7	113	814	.5	1.8	191	931	.8	3.3	139	977	.6	2.6	32	433	.1	2.0
FA '02	76	1280	.3	1.8	114	662	.5	1.7	104	548	.5	1.8	97	653	.4	1.9	26	353	.1	1.5
SU '02	99	1651	.4	2.5	144	895	.6	2.4	143	868	.6	2.6	125	844	.6	2.5	29	315	.1	1.7
SP '02	110	1410	.5	2.9	171	776	.8	2.9	171	848	.8	3.3	112	794	.5	2.3	40	339	.2	2.4
4-Book	98	1508	.4	2.5	136	787	.6	2.2	152	799	.7	2.8	118	817	.5	2.3	32	360	.1	1.9
WI '02	77	1405	.3	2.0	102	694	.5	1.7	99	676	.4	1.8	115	884	.5	2.3	26	439	.1	1.6
KGGI-FM																				
WI '03	4	155		.1	10	56		.2	2	41			2	19			1	27		.1
FA '02	7	239		.2	5	91		.1	3	67		.1	12	132	.1	.2	5	32		.3
SU '02	5	232		.1	13	139	.1	.2	6	57		.1	4	82		.1	2	40		.1
SP '02	3	187		.1	4	54		.1	2	61			4	81		.1	3	38		.2
4-Book	5	203		.1	8	85		.2	3	57		.1	6	79		.1	3	34		.2
WI '02	9	196		.2	11	84		.2	15	108	.1	.3	13	98	.1	.3	2	14		.1
TOTALS																				
WI '03	3991	21900	17.5		6126	19417	26.8		5723	16880	25.0		5247	18998	23.0		1613	11152	7.1	
FA '02	4127	21812	18.1		6534	19305	28.6		5812	16898	25.4		5201	18615	22.8		1739	11325	7.6	
SU '02	3910	21687	17.4		5949	18894	26.5		5578	17055	24.8		5046	18225	22.4		1676	11030	7.5	
SP '02	3782	21348	16.8		5881	18795	26.2		5252	16060	23.4		4789	17946	21.3		1633	10735	7.3	
4-Book	3953	21687	17.5		6123	19103	27.0		5591	16723	24.7		5071	18446	22.4		1665	11061	7.4	
WI '02	3911	21650	17.4		6130	18667	27.3		5478	16274	24.4		5030	18094	22.4		1607	11200	7.1	

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

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

Target Listener Estimates

Target Listener Estimates - Men 35-64

		Men 35-64																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																							
WI '03		213	1698	.9	3.7	49	699	.2	1.9	42	138	.2	1.3	83	302	.4	1.9	38	160	.2	1.3		
4-Book		183	1660	.8	3.3	47	676	.2	1.8	59	191	.3	1.8	70	266	.3	1.7	41	159	.2	1.4		
KBIG-FM																							
WI '03		113	1278	.5	2.0	54	866	.2	2.1	51	137	.2	1.6	70	271	.3	1.6	51	242	.2	1.7		
4-Book		123	1424	.6	2.2	62	961	.3	2.4	48	173	.2	1.5	93	334	.4	2.3	79	288	.4	2.7		
KBLA-AM																							
WI '03		68	549	.3	1.2	23	259	.1	.9	32	71	.1	1.0	33	73	.1	.7	43	88	.2	1.5		
4-Book		71	594	.3	1.3	22	272	.1	.8	31	91	.1	1.0	28	82	.1	.7	43	110	.2	1.5		
KBUA-FM																							
WI '03		17	136	.1	.3	11	76	.4	.4	3	29	.1	.1					8	16		.3		
4-Book		22	152	.1	.4	9	83	.3	.3	10	28	.1	.3	7	12		.2	8	25		.3		
KBUE-FM																							
WI '03		114	865	.5	2.0	64	577	.3	2.5	82	249	.4	2.6	91	247	.4	2.0	98	290	.4	3.3		
4-Book		94	860	.4	1.7	59	604	.3	2.3	74	215	.3	2.3	89	248	.4	2.1	76	220	.3	2.6		
KCBS-FM																							
WI '03		277	2517	1.2	4.9	117	1581	.5	4.6	139	405	.6	4.4	246	669	1.1	5.5	170	630	.7	5.8		
4-Book		239	2718	1.1	4.3	108	1607	.5	4.2	139	487	.6	4.3	208	720	.9	5.0	144	543	.6	5.0		
KDIS-AM																							
WI '03		5	213	.1	.1	6	185	.2	.2	4	31	.1	.1	10	65	.2	.2	5	38	.2	.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
+KDLD-FM																							
KSSC-FM																							
WI '03		5	202	.1	.1	6	113	.2	.2	2	14	.1	.1	7	45	.2	.2	11	50	.4	.4		
4-Book		4	139	.1	.1	3	79	.1	.1	4	24	.2	.2	6	29	.2	.2	4	16	.2	.2		
+KDLE-FM																							
KSSD-FM																							
WI '03		27	163	.1	.5	9	81	.4	.4					27	69	.1	.6	32	55	.1	1.1		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KFI -AM																							
WI '03		333	2491	1.5	5.8	67	953	.3	2.6	152	457	.7	4.9	87	314	.4	2.0	82	250	.4	2.8		
4-Book		289	2397	1.3	5.2	85	1075	.4	3.3	173	486	.8	5.4	135	373	.6	3.3	51	162	.2	1.7		
KFSH-FM																							
WI '03		33	459	.1	.6	26	338	.1	1.0	27	83	.1	.9	68	191	.3	1.5	21	80	.1	.7		
4-Book		39	421	.2	.7	23	287	.1	.9	17	77	.1	.6	42	151	.2	1.0	31	112	.2	1.1		
KFVB-AM																							
WI '03		178	2835	.8	3.1	75	1511	.3	2.9	128	543	.6	4.1	109	472	.5	2.4	70	276	.3	2.4		
4-Book		145	2487	.7	2.6	52	1198	.2	2.0	83	376	.4	2.6	73	386	.4	1.7	54	258	.3	1.9		
KHHT-FM																							
WI '03		79	833	.3	1.4	43	556	.2	1.7	48	112	.2	1.5	37	181	.2	.8	29	96	.1	1.0		
4-Book		79	910	.4	1.4	47	558	.2	1.8	42	150	.2	1.3	73	218	.3	1.8	57	173	.3	2.0		
KHJ -AM																							
WI '03		90	594	.4	1.6	35	308	.2	1.4	43	85	.2	1.4	51	111	.2	1.1	68	139	.3	2.3		
4-Book		79	600	.4	1.4	28	306	.1	1.1	40	115	.2	1.2	52	140	.2	1.2	49	103	.2	1.7		
KIIS-FM																							
WI '03		77	1307	.3	1.4	46	762	.2	1.8	47	211	.2	1.5	71	346	.3	1.6	67	194	.3	2.3		
4-Book		94	1495	.4	1.7	53	1045	.3	2.1	51	217	.2	1.6	98	442	.4	2.4	64	268	.3	2.2		
KVVS-FM																							
WI '03		1	44				29											2	14		.1		
4-Book		8	70	.2	.2	2	37	.1	.1	3	4	.1	.1	5	17	.1	.1	5	15	.2	.2		
KJLH-FM																							
WI '03		80	656	.4	1.4	58	606	.3	2.3	55	123	.2	1.8	92	262	.4	2.1	58	145	.3	2.0		
4-Book		80	611	.4	1.4	65	554	.3	2.5	70	144	.3	2.2	92	228	.4	2.2	63	164	.3	2.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	102	946	.4	1.8	34	445	.1	1.3	41	106	.2	1.3	90	179	.4	2.0	61	161	.3	2.1
4-Book	109	1008	.5	1.9	39	497	.2	1.5	62	146	.3	1.9	72	185	.3	1.7	48	152	.2	1.6
KKLA-FM																				
WI '03	43	451	.2	.8	17	162	.1	.7	33	57	.1	1.1	25	64	.1	.6	12	36	.1	.4
4-Book	37	497	.2	.7	10	172	.1	.4	16	54	.1	.5	12	41	.1	.3	9	38	.1	.3
KLAC-AM																				
WI '03	35	547	.2	.6	23	264	.1	.9	10	13	.1	.3	17	24	.1	.4	28	69	.1	.9
4-Book	47	828	.2	.9	26	429	.1	1.0	13	35	.1	.4	23	69	.1	.6	29	83	.1	1.0
KLAX-FM																				
WI '03	97	1031	.4	1.7	48	630	.2	1.9	53	171	.2	1.7	97	302	.4	2.2	44	155	.2	1.5
4-Book	120	1118	.6	2.2	68	720	.3	2.6	92	232	.4	2.8	120	292	.5	2.9	75	216	.3	2.6
KLOS-FM																				
WI '03	318	2777	1.4	5.6	111	1367	.5	4.4	103	314	.5	3.3	252	671	1.1	5.7	119	383	.5	4.0
4-Book	274	2604	1.2	4.9	93	1288	.4	3.6	105	302	.5	3.3	201	603	.9	4.9	107	338	.5	3.7
KLSX-FM																				
WI '03	268	2019	1.2	4.7	44	719	.2	1.7	45	211	.2	1.4	55	208	.2	1.2	64	165	.3	2.2
4-Book	257	1994	1.1	4.6	42	705	.2	1.6	36	141	.2	1.1	39	182	.2	.9	43	131	.2	1.5
KLTX-AM																				
WI '03	25	186	.1	.4	16	145	.1	.6	41	100	.2	1.3	31	74	.1	.7	1	16		
4-Book	29	180	.1	.5	19	140	.1	.7	34	87	.2	1.1	27	52	.1	.7	17	38	.1	.6
KLVE-FM																				
WI '03	165	1591	.7	2.9	95	955	.4	3.7	178	427	.8	5.7	188	408	.8	4.2	109	335	.5	3.7
4-Book	136	1488	.6	2.4	76	933	.3	3.0	122	319	.6	3.8	125	326	.6	3.0	69	213	.3	2.3
KLYY-FM																				
WI '03	36	279	.2	.6	23	243	.1	.9	35	73	.2	1.1	40	92	.2	.9	17	52	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	104	1027	.5	1.8	65	663	.3	2.6	66	234	.3	2.1	91	246	.4	2.0	74	289	.3	2.5
4-Book	107	1051	.5	1.9	56	634	.3	2.2	53	179	.2	1.7	84	233	.4	2.0	59	212	.3	2.0
KNX -AM																				
WI '03	202	2801	.9	3.5	88	1647	.4	3.5	152	589	.7	4.9	93	565	.4	2.1	69	381	.3	2.3
4-Book	188	2879	.9	3.4	72	1429	.3	2.8	121	498	.5	3.8	81	472	.4	2.0	61	300	.3	2.1
KOST-FM																				
WI '03	140	1775	.6	2.5	68	1002	.3	2.7	73	295	.3	2.3	134	437	.6	3.0	79	334	.3	2.7
4-Book	172	1755	.8	3.1	75	1090	.3	2.9	103	320	.5	3.2	133	435	.6	3.2	90	291	.4	3.1
KPWR-FM																				
WI '03	71	1011	.3	1.2	36	597	.2	1.4	32	118	.1	1.0	45	184	.2	1.0	37	128	.2	1.3
4-Book	71	967	.3	1.3	40	600	.2	1.6	41	146	.2	1.3	53	212	.3	1.3	51	201	.2	1.8
KRCD-FM																				
WI '03	70	437	.3	1.2	45	290	.2	1.8	50	113	.2	1.6	62	142	.3	1.4	54	157	.2	1.8
4-Book	49	407	.2	.9	25	239	.1	1.0	31	73	.1	1.0	44	116	.2	1.0	31	88	.1	1.1
KRCV-FM																				
WI '03	25	266	.1	.4	12	168	.1	.5	20	58	.1	.6	16	41	.1	.4	21	56	.1	.7
4-Book	45	371	.2	.8	29	276	.2	1.1	37	98	.2	1.2	45	95	.2	1.1	42	96	.2	1.4
KRLA-AM																				
WI '03	117	789	.5	2.1	4	85	.2		2	19	.1		4	13	.1		3	12	.1	
4-Book	65	625	.3	1.2	5	109	.2		1	12	.1		3	17	.1		13	33	.1	.4
KRLH-AM																				
WI '03	1	15																		
4-Book	1	12				5							1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
WI '03	100	1326	.4	1.8	35	734	.2	1.4	42	231	.2	1.3	84	321	.4	1.9	35	175	.2	1.2
4-Book	139	1639	.6	2.5	46	849	.2	1.8	52	201	.2	1.6	89	359	.4	2.2	48	205	.2	1.7
KRTH-FM																				
WI '03	243	2795	1.1	4.3	111	1718	.5	4.4	126	522	.6	4.0	248	899	1.1	5.6	134	487	.6	4.5
4-Book	233	2777	1.0	4.2	129	1804	.6	5.0	122	465	.6	3.8	259	779	1.2	6.3	148	493	.7	5.1
KSCA-FM																				
WI '03	220	1426	1.0	3.9	90	793	.4	3.5	213	398	.9	6.8	80	310	.4	1.8	136	302	.6	4.6
4-Book	244	1528	1.1	4.4	101	926	.5	3.9	291	554	1.3	9.0	135	384	.6	3.3	95	253	.4	3.2
KSPN-AM																				
WI '03	57	722	.2	1.0	13	280	.1	.5	16	77	.1	.5	30	103	.1	.7	12	62	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	56	596	.2	1.0	34	329	.1	1.3	26	91	.1	.8	87	206	.4	2.0	50	111	.2	1.7
4-Book	33	492	.2	.6	20	266	.1	.8	20	61	.1	.6	46	123	.2	1.1	30	80	.2	1.0
KSUR-AM																				
WI '03	7	57	.1	.1	6	64	.2	.2	5	19	.2	.2	12	12	.1	.3	8	12	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM																				
WI '03	48	398	.2	.8	20	325	.1	.8	29	83	.1	.9	46	104	.2	1.0	22	58	.1	.7
4-Book	47	403	.2	.8	22	261	.1	.9	50	111	.2	1.5	38	79	.2	.9	16	47	.1	.6
KTWV-FM																				
WI '03	190	1977	.8	3.3	110	1355	.5	4.3	102	355	.4	3.3	210	526	.9	4.7	99	367	.4	3.4
4-Book	240	2126	1.1	4.3	119	1360	.5	4.6	113	366	.5	3.5	186	523	.8	4.5	128	380	.6	4.4
KWIZ-FM																				
WI '03	17	154	.1	.3	14	138	.1	.6	10	45	.1	.3	20	62	.1	.4	25	77	.1	.8
4-Book	39	326	.2	.7	21	235	.1	.8	24	71	.1	.8	29	84	.1	.7	26	80	.1	.9
KVKV-AM																				
WI '03	32	325	.1	.6	18	195	.1	.7	37	128	.2	1.2	45	95	.2	1.0	6	13	.1	.2
4-Book	32	310	.1	.6	14	172	.1	.6	28	84	.1	.9	24	55	.1	.6	14	34	.1	.5
KVVE-FM																				
WI '03	48	478	.2	.8	17	264	.1	.7	11	74	.1	.4	36	117	.2	.8	17	61	.1	.6
4-Book	38	498	.2	.7	15	291	.1	.6	13	65	.1	.4	21	86	.1	.5	18	64	.1	.6
KXOL-FM																				
WI '03	96	617	.4	1.7	55	475	.2	2.2	79	197	.3	2.5	143	334	.6	3.2	66	127	.3	2.2
4-Book	89	790	.4	1.6	47	492	.2	1.9	54	144	.2	1.7	96	253	.4	2.3	51	134	.3	1.7
KYSR-FM																				
WI '03	57	1193	.2	1.0	20	572	.1	.8	12	40	.1	.4	29	155	.1	.7	29	168	.1	1.0
4-Book	86	1402	.4	1.6	45	764	.2	1.7	36	132	.2	1.1	92	328	.4	2.3	69	235	.3	2.4
+KZAB-FM																				
KFSG-FM																				
WI '03	33	185	.1	.6	13	90	.1	.5	14	19	.1	.4	20	32	.1	.4	12	46	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	151	1372	.7	2.6	77	1073	.3	3.0	79	379	.3	2.5	162	572	.7	3.6	95	309	.4	3.2
4-Book	137	1212	.6	2.5	73	895	.3	2.9	67	265	.3	2.1	138	422	.6	3.3	90	312	.4	3.1
KGGI-FM																				
WI '03	5	88	.1	.1	4	109	.2	.2	2	13	.1	.1	21	65	.1	.5	5	13	.1	.2
4-Book	5	157	.1	.1	4	85	.2	.2	4	21	.1	.1	9	30	.1	.2	7	25	.1	.3
TOTALS																				
WI '03	5700	21578	24.9		2543	17646	11.1		3128	8682	13.7		4458	11144	19.5		2955	8160	12.9	
4-Book	5594	21347	24.7		2570	17425	11.4		3222	8571	14.2		4178	10467	18.4		2926	7794	12.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03	26	58	.1	2.0	65	176	.3	3.4	62	224	.3	2.0	47	162	.2	2.0	32	115	.1	3.0	
4-Book	17	57	.1	1.2	69	179	.3	3.3	58	187	.3	1.9	43	137	.2	1.9	20	75	.1	1.8	
KBIG-FM																					
WI '03	102	290	.4	7.7	24	120	.1	1.2	60	282	.3	1.9	63	263	.3	2.6	5	40		.5	
4-Book	82	265	.4	5.5	31	133	.1	1.5	88	307	.4	2.8	44	192	.2	1.9	24	110	.1	2.0	
KBLA-AM																					
WI '03	7	44		.5	6	30		.3	25	57	.1	.8	41	83	.2	1.7	4	29		.4	
4-Book	16	69	.1	1.0	10	30	.1	.5	14	49	.4		31	78	.2	1.3	7	34		.6	
KBUA-FM																					
WI '03	10	16		.8	14	28	.1	.7	28	28	.1	.9	24	28	.1	1.0	4	13		.4	
4-Book	7	23		.5	5	16		.3	16	24	.1	.5	13	22	.1	.5	6	19		.5	
KBUE-FM																					
WI '03	38	148	.2	2.9	53	144	.2	2.7	54	200	.2	1.7	64	172	.3	2.7	43	131	.2	4.0	
4-Book	42	136	.2	2.8	46	142	.2	2.2	69	204	.3	2.2	54	172	.2	2.3	26	105	.1	2.2	
KCBS-FM																					
WI '03	36	228	.2	2.7	46	165	.2	2.4	154	596	.7	5.0	114	456	.5	4.8	31	163	.1	2.9	
4-Book	46	253	.2	3.0	65	217	.3	3.0	130	488	.6	4.1	97	356	.4	4.1	39	164	.2	3.1	
KDIS-AM																					
WI '03	3	27		.2	3	27		.2	16	93	.1	.5					4	28		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KDLD-FM																					
KSSC-FM																					
WI '03	9	32		.7	5	28		.3	5	36		.2	12	50	.1	.5					
4-Book	2	8		.2	4	18		.2	3	24		.1	3	13		.1					
+KDLE-FM																					
KSSD-FM																					
WI '03	10	29		.8					2	16		.1	3	16		.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																					
WI '03	23	107	.1	1.7	77	238	.3	4.0	44	202	.2	1.4	72	182	.3	3.0	20	113	.1	1.9	
4-Book	47	136	.2	3.1	69	236	.3	3.3	104	317	.5	3.4	57	158	.2	2.4	48	152	.2	4.0	
KFSH-FM																					
WI '03	3	24		.2	34	204	.1	1.8	33	153	.1	1.1	22	78	.1	.9	3	13		.3	
4-Book	5	33		.3	31	131	.2	1.5	30	127	.1	1.0	21	74	.1	.9	7	39		.6	
KFWB-AM																					
WI '03	38	148	.2	2.9	92	359	.4	4.7	90	430	.4	2.9	51	240	.2	2.1	29	159	.1	2.7	
4-Book	24	143	.1	1.7	61	302	.3	2.9	55	319	.3	1.8	51	237	.2	2.2	23	134	.1	2.0	
KHHT-FM																					
WI '03	24	91	.1	1.8	37	104	.2	1.9	40	129	.2	1.3	46	197	.2	1.9	79	158	.3	7.4	
4-Book	26	88	.1	1.7	27	92	.1	1.3	48	162	.2	1.5	38	145	.2	1.6	56	124	.2	4.7	
KHJ -AM																					
WI '03	21	67	.1	1.6	25	40	.1	1.3	12	53	.1	.4	45	89	.2	1.9	24	93	.1	2.2	
4-Book	9	36		.7	22	67	.1	1.1	21	58	.1	.7	23	56	.1	1.0	9	31		.8	
KIIS-FM																					
WI '03	32	105	.1	2.4	14	87	.1	.7	74	278	.3	2.4	50	200	.2	2.1	7	54		.7	
4-Book	32	121	.1	2.1	41	176	.2	2.0	77	306	.3	2.5	42	186	.2	1.8	18	83	.1	1.4	
KVVS-FM																					
WI '03																		2	15		.2
4-Book	1	4				4			3	16		.1	1	7		.1	1	4		.1	
KJLH-FM																					
WI '03	40	129	.2	3.0	62	164	.3	3.2	67	235	.3	2.2	83	180	.4	3.5	10	27		.9	
4-Book	44	105	.2	3.0	81	201	.4	3.8	76	236	.3	2.5	77	171	.4	3.3	21	70	.1	1.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM WI '03 4-Book	24 22	100 73	.1 .1	1.8 1.5	9 29	78 99	.5 .1	1.3	36 39	118 138	.2 .2	1.2 1.2	5 26	27 85	.2 .1	1.1 1.1	15	56	.1	1.3
KKLA-FM WI '03 4-Book	2	13		.1	32 15	102 60	.1 .1	1.6 .7	21 12	35 39	.1 .1	.7 .4	9 8	25 31	.4 .4		6 5	11 15	.6 .5	
KLAC-AM WI '03 4-Book	11 18	78 73	.1 .1	.8 1.2	29 11	62 25	.1 .6	1.5 .6	32 33	58 109	.1 .2	1.0 1.1	30 61	79 197	.1 .3	1.3 2.6	31 23	87 81	.1 .1	2.9 2.0
KLAX-FM WI '03 4-Book	6 31	14 102	.1 .1	.5 2.1	35 57	131 165	.2 .3	1.8 2.7	99 93	259 233	.4 .4	3.2 3.0	33 52	84 142	.1 .2	1.4 2.2	11 25	56 100	.1 .1	1.0 2.1
KLOS-FM WI '03 4-Book	22 43	145 174	.1 .2	1.7 2.8	59 41	286 179	.3 .2	3.0 2.0	140 94	504 345	.6 .4	4.5 3.0	128 101	393 334	.6 .4	5.3 4.3	58 45	198 148	.3 .2	5.4 3.8
KLSX-FM WI '03 4-Book	12 9	90 49	.1 .1	.9 .6	68 75	249 258	.3 .3	3.5 3.6	78 87	257 288	.3 .4	2.5 2.8	33 38	121 109	.1 .2	1.4 1.6	2 11	15 46	.1 .1	.2 .9
KLTX-AM WI '03 4-Book	17 15	70 41	.1 .1	1.3 1.1	12 25	27 60	.1 .1	.6 1.2	20 16	71 45	.1 .1	.6 .5	5 9	31 29	.2 .4		3 8	29 23	.3 .6	
KLVE-FM WI '03 4-Book	49 67	184 178	.2 .3	3.7 4.5	67 67	234 209	.3 .3	3.5 3.2	78 72	241 243	.3 .3	2.5 2.3	60 52	185 153	.3 .3	2.5 2.2	36 36	106 121	.2 .2	3.4 3.0
KLYY-FM WI '03 4-Book	25 **	95 **	.1 **	1.9 **	10 **	27 **	.5 **	**	19 **	60 **	.1 **	.6 **	19 **	25 **	.1 **	.8 **	18 **	49 **	.1 **	1.7 **
KMZT-FM WI '03 4-Book	46 38	200 162	.2 .2	3.5 2.6	73 48	182 131	.3 .2	3.8 2.3	79 75	222 229	.3 .3	2.5 2.4	89 65	244 214	.4 .3	3.7 2.8	13 29	61 114	.1 .1	1.2 2.3
KNX -AM WI '03 4-Book	53 54	256 259	.2 .2	4.0 3.6	95 76	330 307	.4 .3	4.9 3.6	124 81	479 338	.5 .4	4.0 2.6	62 46	239 211	.3 .2	2.6 2.0	61 57	317 275	.3 .3	5.7 4.7
KOST-FM WI '03 4-Book	41 48	196 180	.2 .2	3.1 3.2	31 53	221 242	.1 .2	1.6 2.5	77 76	322 313	.3 .3	2.5 2.4	64 60	263 227	.3 .3	2.7 2.5	41 39	159 147	.2 .2	3.8 3.4
KPWR-FM WI '03 4-Book	15 37	99 115	.1 .2	1.1 2.4	42 27	131 109	.2 .1	2.2 1.3	58 43	168 141	.3 .2	1.9 1.4	41 47	186 168	.2 .2	1.7 2.0	18 23	76 93	.1 .1	1.7 1.9
KRCB-FM WI '03 4-Book	32 19	88 56	.1 .1	2.4 1.3	49 19	99 58	.2 .1	2.5 1.0	70 26	143 66	.3 .1	2.3 .9	33 19	86 53	.1 .1	1.4 .8	11 12	42 42	.1 .1	1.0 1.1
KRCV-FM WI '03 4-Book	11 13	41 55	.1 .1	.8 .9	22 26	44 65	.1 .1	1.1 1.2	38	88	.2	1.2	24	67	.1	1.0	6 9	15 34	.6 .8	
KRLA-AM WI '03 4-Book	6 4	13 11	.5 .3		6 7	32 18	.3 .3		6 4	28 18	.2 .1		8 11	26 32	.3 .1		3 16		.3	
KRLH-AM WI '03 4-Book																				

Target Listener Estimates - Men 35-64

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

Target Listener Estimates

		Men 35-64																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	17	55	.1	1.3	11	74	.6		33	154	.1	1.1	23	129	.1	1.0	27	145	.1	2.5	
	4-Book	31	129	.1	2.1	22	105	.1	1.1	47	202	.2	1.5	40	178	.2	1.7	32	160	.1	2.6	
KRTH-FM	WI '03	47	260	.2	3.6	82	387	.4	4.2	134	576	.6	4.3	79	346	.3	3.3	29	183	.1	2.7	
	4-Book	58	251	.3	3.9	83	339	.4	3.9	180	577	.8	5.7	119	415	.5	5.1	53	219	.2	4.6	
KSCA-FM	WI '03	43	143	.2	3.3	64	156	.3	3.3	67	209	.3	2.2	105	187	.5	4.4	45	107	.2	4.2	
	4-Book	38	122	.2	2.6	104	236	.5	4.8	78	210	.4	2.5	72	166	.3	3.1	30	83	.1	2.6	
KSPN-AM	WI '03					19	55	.1	1.0	9	47		.3	15	93	.1	.6	3	25		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	10	48		.8	24	31	.1	1.2	41	112	.2	1.3	20	70	.1	.8	11	29		1.0	
	4-Book	8	44		.6	9	24		.5	25	84	.1	.8	16	55	.1	.7	8	38		.7	
KSUR-AM	WI '03					4	18		.2	16	45		.5									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	4	44		.3	3	13		.2	29	112	.1	.9	24	60	.1	1.0	1	14		.1	
	4-Book	10	42	.1	.7	16	32	.1	.7	22	73	.1	.7	16	45	.1	.7	12	44	.1	1.0	
KTWW-FM	WI '03	47	177	.2	3.6	82	311	.4	4.2	159	498	.7	5.1	100	337	.4	4.2	68	187	.3	6.4	
	4-Book	76	298	.3	5.0	87	314	.4	4.1	169	523	.8	5.4	133	372	.6	5.6	61	212	.3	5.2	
KWIZ-FM	WI '03	14	29	.1	1.1	2	16		.1	6	42		.2	20	61	.1	.8	17	48	.1	1.6	
	4-Book	13	64	.1	.9	17	51	.1	.8	16	67	.1	.5	22	74	.1	.9	20	65	.1	1.6	
KWKW-AM	WI '03					6	27		.3	30	56	.1	1.0	4	15		.2	10	13		.9	
	4-Book	11	26	.1	.7	9	32		.4	10	25		.3	5	16		.2	9	22		.8	
KWVE-FM	WI '03	9	15		.7	15	86	.1	.8	21	102	.1	.7	16	70	.1	.7	13	48	.1	1.2	
	4-Book	8	21		.5	24	94	.1	1.1	21	108	.1	.7	10	54		.4	10	42	.1	.8	
KXOL-FM	WI '03	14	58	.1	1.1	29	79	.1	1.5	26	87	.1	.8	56	132	.2	2.3	26	72	.1	2.4	
	4-Book	29	88	.1	1.9	33	93	.2	1.5	48	150	.2	1.6	49	139	.2	2.1	17	56	.1	1.5	
KYSR-FM	WI '03	5	33		.4	9	65		.5	38	189	.2	1.2	20	156	.1	.8	12	67	.1	1.1	
	4-Book	24	125	.1	1.5	19	107	.1	.9	57	260	.3	1.8	43	171	.2	1.8	15	79	.1	1.2	
+KZAB-FM	KFSG-FM					14	46	.1	.7	27	60	.1	.9	6	29		.3	14	29	.1	1.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	25	158	.1	1.9	31	163	.1	1.6	122	445	.5	3.9	69	259	.3	2.9	27	208	.1	2.5	
	4-Book	37	148	.2	2.5	59	207	.3	2.7	104	319	.5	3.4	66	228	.3	2.8	26	120	.1	2.3	
KGGI-FM	WI '03	1	18		.1					3	13		.1	1	13			1	13		.1	
	4-Book	2	9		.1	2	10		.1	2	15		.1	3	10		.1	7	21	.1	.5	
TOTALS	WI '03	1320	4532	5.8		1940	6164	8.5		3106	8845	13.6		2397	6584	10.5		1069	3802	4.7		
	4-Book	1498	4802	6.6		2123	6373	9.4		3127	8641	13.8		2365	6340	10.5		1185	3938	5.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
WI '03	2	65		.1	2	39		.1	3	27		.2	5	49		.2				
FA '02	1	71		.1	3	25		.1		9			4	37		.2	1	9		.1
SU '02		48			1	35		.1	1	20				12						
SP '02	2	85		.1	1	28		.1	2	31		.1	9	58		.1		12		
4-Book	1	67		.1	2	32		.1	2	22		.1	5	39		.2		5		
WI '02		48			1	19		.1	1	15		.1	1	25				29		
KBIG-FM																				
WI '03	48	1235	.4	2.7	46	543	.4	2.3	81	630	.7	4.4	70	559	.6	3.1	30	319	.3	2.0
FA '02	31	1122	.3	1.7	23	449	.2	1.1	52	344	.4	2.9	42	428	.4	1.8	14	287	.1	1.0
SU '02	34	1243	.3	2.0	19	345	.2	1.0	61	557	.5	2.9	45	528	.4	2.2	21	320	.2	1.6
SP '02	35	1335	.3	2.1	36	477	.3	1.8	50	521	.4	3.0	54	670	.5	2.6	20	466	.2	1.5
4-Book	37	1234	.3	2.1	31	454	.3	1.6	61	513	.5	3.3	53	546	.5	2.4	21	348	.2	1.5
WI '02	40	1305	.3	2.5	34	392	.3	1.9	69	528	.6	4.4	66	577	.6	3.1	20	310	.2	1.5
KBLA-AM																				
WI '03	4	79		.2	5	34		.2	9	45	.1	.5	8	45	.1	.4	2	23		.1
FA '02	3	32		.2	1	9			6	21	.1	.3	3	21		.1				
SU '02	2	70		.1	2	22		.1	7	40	.1	.3	3	36		.1	1	12		.1
SP '02	3	75		.2	3	22		.2	5	11		.3	1	20				11		
4-Book	3	64		.2	3	22		.1	7	29	.1	.4	4	31		.2	1	12		.1
WI '02	1	24		.1					1	11		.1						24		
KBUA-FM																				
WI '03	9	213	.1	.5	15	76	.1	.7	8	99	.1	.4	9	101	.1	.4	7	76	.1	.5
FA '02	21	313	.2	1.2	21	137	.2	1.0	14	128	.1	.8	46	200	.4	2.0	28	151	.2	2.0
SU '02	10	189	.1	.6	13	97	.1	.7	14	112	.1	.7	10	111	.1	.5	6	92	.1	.5
SP '02	7	144	.1	.4	13	53	.1	.7	7	82	.1	.4	9	52	.1	.4	4	60		.3
4-Book	12	215	.1	.7	16	91	.1	.8	11	105	.1	.6	19	116	.2	.8	11	95	.1	.8
WI '02	9	138	.1	.6	10	68	.1	.5	7	59	.1	.4	15	36	.1	.7	6	25	.1	.5
KBUE-FM																				
WI '03	73	1073	.6	4.1	75	475	.6	3.7	72	547	.6	3.9	90	737	.8	4.0	73	504	.6	4.9
FA '02	76	1131	.6	4.3	70	562	.6	3.4	82	599	.7	4.5	105	630	.9	4.6	55	556	.5	3.9
SU '02	63	963	.5	3.8	80	492	.7	4.3	68	526	.6	3.3	71	535	.6	3.5	57	384	.5	4.5
SP '02	76	1067	.7	4.7	88	509	.8	4.5	100	568	.9	6.0	87	612	.8	4.2	53	507	.5	4.1
4-Book	72	1059	.6	4.2	78	510	.7	4.0	81	560	.7	4.4	88	629	.8	4.1	60	488	.5	4.4
WI '02	68	942	.6	4.2	58	435	.5	3.2	77	436	.7	4.9	106	580	.9	5.0	42	344	.4	3.2
KCBS-FM																				
WI '03	14	665	.1	.8	16	226	.1	.8	16	235	.1	.9	17	294	.1	.8	12	198	.1	.8
FA '02	15	683	.1	.8	15	214	.1	.7	18	230	.2	1.0	19	380	.2	.8	13	241	.1	.9
SU '02	15	736	.1	.9	12	238	.1	.6	17	360	.1	.8	24	374	.2	1.2	12	252	.1	.9
SP '02	14	739	.1	.9	9	251	.1	.5	15	290	.1	.9	25	362	.2	1.2	9	243	.1	.7
4-Book	15	706	.1	.9	13	232	.1	.7	17	279	.1	.9	21	353	.2	1.0	12	234	.1	.8
WI '02	12	631	.1	.7	16	294	.1	.9	15	289	.1	.9	13	281	.1	.6	9	208	.1	.7
KDIS-AM																				
WI '03	17	501	.1	.9	15	225	.1	.7	9	179	.1	.5	26	273	.2	1.2	9	143	.1	.6
FA '02	10	433	.1	.6	18	230	.2	.9	6	142	.1	.3	22	282	.2	1.0	5	110		.4
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	17	612	.1	1.0	22	257	.2	1.1	12	188	.1	.7	28	253	.2	1.3	12	203	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	12	290	.1	.7	10	80	.1	.5	10	155	.1	.6	11	131	.1	.5	5	88		.4
+KDL-D-FM																				
KSSC-FM																				
WI '03	18	404	.2	1.0	11	165	.1	.5	19	214	.2	1.0	22	222	.2	1.0	17	228	.1	1.1
FA '02	15	302	.1	.8	9	100	.1	.4	14	99	.1	.8	21	134	.2	.9	12	137	.1	.8
SU '02	11	265	.1	.7	15	106	.1	.8	13	155	.1	.6	10	140	.1	.5	5	88		.4
SP '02	6	202	.1	.4	9	109	.1	.5	9	88	.1	.5	4	86		.2	2	44		.2
4-Book	13	293	.1	.7	11	120	.1	.6	14	139	.1	.7	14	146	.1	.7	9	124	.1	.6
WI '02	5	161		.3	2	47		.1	4	67		.3	9	51	.1	.4	4	80		.3

** Station(s) not reported this survey.

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

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

Target Listener Trends

	Women 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																				
KSSD-FM																				
WI '03	19	298	.2	1.1	10	116	.1	.5	32	181	.3	1.7	33	215	.3	1.5	7	68	.1	.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	14	294	.1	.8	16	130	.1	.8	15	101	.1	.8	12	85	.1	.5	24	91	.2	1.6
FA '02	6	151	.1	.3	8	54	.1	.4	12	98	.1	.7	12	81	.1	.5	1	10		.1
SU '02	9	312	.1	.5	4	101		.2	15	168	.1	.7	18	171	.2	.9	8	80	.1	.6
SP '02	5	141		.3	6	31	.1	.3	11	94	.1	.7	3	63		.1	3	34		.2
4-Book	9	225	.1	.5	9	79	.1	.4	13	115	.1	.7	11	100	.1	.5	9	54	.1	.6
WI '02	7	224	.1	.4	7	113	.1	.4	6	107	.1	.4	10	119	.1	.5	6	42	.1	.5
KFSH-FM																				
WI '03	15	412	.1	.8	15	230	.1	.7	16	176	.1	.9	18	209	.2	.8	11	155	.1	.7
FA '02	18	351	.2	1.0	16	144	.1	.8	29	162	.2	1.6	30	220	.3	1.3	7	182	.1	.5
SU '02	10	311	.1	.6	11	153	.1	.6	11	154	.1	.5	16	212	.1	.8	10	141	.1	.8
SP '02	14	363	.1	.9	17	177	.1	.9	13	84	.1	.8	18	166	.2	.9	9	137	.1	.7
4-Book	14	359	.1	.8	15	176	.1	.8	17	144	.1	1.0	21	202	.2	1.0	9	154	.1	.7
WI '02	7	335	.1	.4	10	115	.1	.5	3	87		.2	7	121	.1	.3	4	97		.3
KFVB-AM																				
WI '03	2	133		.1	4	87		.2	2	54		.1	5	79		.2				
FA '02	2	98		.1	4	33		.2	2	53		.1	2	64		.1		11		
SU '02	1	124		.1	4	88		.2	1	26			1	12						
SP '02	2	133		.1	4	80		.2		11			6	82	.1	.3		12		
4-Book	2	122		.1	4	72		.2	1	36		.1	4	59		.2		6		
WI '02	2	169		.1	4	102		.2	2	59		.1	1	37			1	34		.1
KHHT-FM																				
WI '03	104	2231	.9	5.8	95	1025	.8	4.7	91	866	.8	5.0	122	1118	1.0	5.5	117	1051	1.0	7.9
FA '02	128	2532	1.1	7.2	108	981	.9	5.3	152	1056	1.3	8.4	129	1283	1.1	5.6	124	1199	1.0	8.8
SU '02	76	2181	.7	4.5	64	787	.6	3.5	82	1045	.7	4.0	69	1026	.6	3.4	75	866	.6	5.9
SP '02	93	1956	.8	5.7	90	687	.8	4.6	123	776	1.1	7.3	116	880	1.0	5.5	81	863	.7	6.2
4-Book	100	2225	.9	5.8	89	870	.8	4.5	112	936	1.0	6.2	109	1077	.9	5.0	99	995	.8	7.2
WI '02	108	2101	.9	6.7	105	1009	.9	5.7	107	686	.9	6.8	93	951	.8	4.3	147	1005	1.3	11.3
KHJ -AM																				
WI '03	3	87		.2	4	24		.2	1	23		.1	2	11		.1	3	23		.2
FA '02	9	180	.1	.5	12	78	.1	.6	16	92	.1	.9	9	123	.1	.4	4	24		.3
SU '02	2	93		.1	1	22		.1	2	54		.1	2	11		.1	1	50		.1
SP '02	3	94		.2	7	50	.1	.4	4	44		.2		9				11		
4-Book	4	114		.3	6	44	.1	.3	6	53		.3	3	39		.2	2	27		.2
WI '02		49			1	11		.1		13				24						
KIIS-FM																				
WI '03	225	5505	1.9	12.6	248	2663	2.1	12.2	207	2505	1.7	11.3	285	3112	2.4	12.8	183	2219	1.5	12.4
FA '02	210	5235	1.8	11.8	257	2807	2.2	12.6	160	2301	1.3	8.8	299	3170	2.5	13.0	186	2183	1.6	13.2
SU '02	251	5470	2.2	15.0	227	2701	2.0	12.3	311	2927	2.7	15.0	322	3247	2.8	15.9	200	2436	1.7	15.7
SP '02	215	5024	1.9	13.2	242	2427	2.1	12.4	179	2186	1.6	10.7	253	3011	2.2	12.1	217	2197	1.9	16.6
4-Book	225	5309	2.0	13.2	244	2650	2.1	12.4	214	2480	1.8	11.5	290	3135	2.5	13.5	197	2259	1.7	14.5
WI '02	195	5207	1.7	12.1	249	2710	2.2	13.6	153	2070	1.3	9.7	284	3130	2.5	13.3	138	2027	1.2	10.6
KVVS-FM																				
WI '03	7	141	.1	.4	8	82	.1	.4	5	80		.3	8	93	.1	.4	6	53	.1	.4
FA '02	7	215	.1	.4	6	97	.1	.3	8	117	.1	.4	12	97	.1	.5	4	120		.3
SU '02	12	300	.1	.7	15	160	.1	.8	18	212	.2	.9	10	155	.1	.5	7	135	.1	.5
SP '02	11	240	.1	.7	18	152	.2	.9	9	123	.1	.5	18	157	.2	.9	4	64		.3
4-Book	9	224	.1	.6	12	123	.1	.6	10	133	.1	.5	12	126	.1	.6	5	93	.1	.4
WI '02	12	218	.1	.7	21	167	.2	1.1	11	102	.1	.7	13	162	.1	.6	9	100	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	21	558	.2	1.2	16	191	.1	.8	21	174	.2	1.1	25	207	.2	1.1	24	212	.2	1.6
FA '02	19	511	.2	1.1	17	206	.1	.8	11	145	.1	.6	15	194	.1	.7	21	207	.2	1.5
SU '02	17	466	.1	1.0	15	139	.1	.8	15	148	.1	.7	17	161	.1	.8	18	159	.2	1.4
SP '02	14	469	.1	.9	10	147	.1	.5	11	141	.1	.7	10	153	.1	.5	12	150	.1	.9
4-Book	18	501	.2	1.1	15	171	.1	.7	15	152	.1	.8	17	179	.1	.8	19	182	.2	1.4
WI '02	18	453	.2	1.1	10	114	.1	.5	9	114	.1	.6	19	178	.2	.9	16	178	.1	1.2
KKBT-FM																				
WI '03	140	3625	1.2	7.8	192	1772	1.6	9.5	109	1554	.9	5.9	178	1841	1.5	8.0	123	1410	1.0	8.3
FA '02	144	3918	1.2	8.1	210	1957	1.8	10.3	121	1743	1.0	6.7	189	2222	1.6	8.2	106	1520	.9	7.5
SU '02	172	3894	1.5	10.3	240	1606	2.1	13.0	207	2070	1.8	10.0	194	2152	1.7	9.6	117	1576	1.0	9.2
SP '02	141	3513	1.2	8.7	191	1608	1.7	9.8	115	1619	1.0	6.8	204	2316	1.8	9.8	117	1498	1.0	9.0
4-Book	149	3738	1.3	8.7	208	1736	1.8	10.7	138	1747	1.2	7.4	191	2133	1.7	8.9	116	1501	1.0	8.5
WI '02	132	3395	1.1	8.2	193	1625	1.7	10.5	114	1294	1.0	7.2	182	1946	1.6	8.5	107	1342	.9	8.2
KKLA-FM																				
WI '03	4	137	.2		8	69	.1	.4	5	63	.3		3	67	.1		2	43	.1	
FA '02	1	58	.1		1	31				10				10			1	18	.1	
SU '02	1	86	.1		2	33	.1		3	36	.1									
SP '02	2	75	.1		4	48	.2						1	29				14		
4-Book	2	89	.1		4	45	.2		2	27	.1		1	27			1	19		
WI '02		29			1	9	.1						1	21						
KLAC-AM																				
WI '03		53				13			1	11	.1						1	23	.1	
FA '02	3	127	.2		6	20	.1	.3	4	32	.2		3	35	.1		2	66	.1	
SU '02		23							2	13	.1						6	10		
SP '02	3	128	.2							15			2	28	.1		6	65	.1	.5
4-Book	2	83	.1		2	8	.1		2	18	.1		1	16	.1		2	41	.2	.2
WI '02	3	51	.2		3	13	.2		3	21	.2		3	22	.1		3	22		.2
KLAX-FM																				
WI '03	53	1012	.4	3.0	65	482	.5	3.2	67	523	.6	3.7	47	400	.4	2.1	43	387	.4	2.9
FA '02	52	1135	.4	2.9	58	551	.5	2.8	58	525	.5	3.2	54	557	.5	2.4	35	440	.3	2.5
SU '02	42	976	.4	2.5	30	292	.3	1.6	63	548	.5	3.0	63	500	.5	3.1	26	356	.2	2.0
SP '02	56	1036	.5	3.4	63	371	.5	3.2	78	587	.7	4.6	62	544	.5	3.0	32	269	.3	2.5
4-Book	51	1040	.4	3.0	54	424	.5	2.7	67	546	.6	3.6	57	500	.5	2.7	34	363	.3	2.5
WI '02	57	1054	.5	3.6	41	394	.4	2.2	47	428	.4	3.0	70	439	.6	3.3	41	355	.4	3.2
KLOS-FM																				
WI '03	13	556	.1	.7	12	170	.1	.6	18	182	.2	1.0	18	218	.2	.8	9	91	.1	.6
FA '02	15	542	.1	.8	18	198	.2	.9	11	186	.1	.6	26	245	.2	1.1	8	169	.1	.6
SU '02	20	689	.2	1.2	24	279	.2	1.3	28	369	.2	1.4	26	354	.2	1.3	15	217	.1	1.2
SP '02	7	557	.1	.4	9	196	.1	.5	5	168	.3		9	142	.1	.4	5	138		.4
4-Book	14	586	.1	.8	16	211	.2	.8	16	226	.1	.8	20	240	.2	.9	9	154	.1	.7
WI '02	13	546	.1	.8	16	201	.1	.9	13	209	.1	.8	17	252	.1	.8	13	159	.1	1.0
KLSX-FM																				
WI '03	12	296	.1	.7	6	101	.1	.3	13	106	.1	.7	25	133	.2	1.1	7	84	.1	.5
FA '02	17	330	.1	1.0	38	182	.3	1.9	23	116	.2	1.3	23	124	.2	1.0	2	56		.1
SU '02	8	327	.1	.5	19	151	.2	1.0	13	112	.1	.6	10	115	.1	.5	4	51		.3
SP '02	9	178	.1	.6	20	79	.2	1.0	19	73	.2	1.1	8	56	.1	.4	1	33		.1
4-Book	12	283	.1	.7	21	128	.2	1.1	17	102	.2	.9	17	107	.2	.8	4	56		.3
WI '02	10	335	.1	.6	21	211	.2	1.1	12	117	.1	.8	19	149	.2	.9	3	70		.2
KLTX-AM																				
WI '03	16	157	.1	.9	15	66	.1	.7	12	76	.1	.7	17	73	.1	.8	12	62	.1	.8
FA '02	6	55	.1	.3	10	55	.1	.5	3	33	.2	.2	11	55	.1	.5	6	20	.1	.4
SU '02	14	137	.1	.8	18	84	.2	1.0	27	92	.2	1.3	16	67	.1	.8	5	59		.4
SP '02	12	102	.1	.7	7	58	.1	.4	12	34	.1	.7	20	67	.2	1.0	9	67	.1	.7
4-Book	12	113	.1	.7	13	66	.1	.7	14	59	.1	.7	16	67	.1	.8	8	52	.1	.6
WI '02	9	49	.1	.6	7	35	.1	.4	6	38	.1	.4	17	36	.1	.8	7	49	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Women 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLVE-FM																				
WI '03	58	1223	.5	3.2	59	548	.5	2.9	72	648	.6	3.9	56	623	.5	2.5	48	588	.4	3.2
FA '02	63	1255	.5	3.6	68	466	.6	3.3	73	522	.6	4.0	71	562	.6	3.1	48	509	.4	3.4
SU '02	35	1093	.3	2.1	41	401	.4	2.2	50	585	.4	2.4	37	394	.3	1.8	22	379	.2	1.7
SP '02	41	1055	.4	2.5	58	517	.5	3.0	52	404	.5	3.1	36	406	.3	1.7	32	382	.3	2.5
4-Book	49	1157	.4	2.9	57	483	.5	2.9	62	540	.5	3.4	50	496	.4	2.3	38	465	.3	2.7
WI '02	48	1120	.4	3.0	74	548	.6	4.0	53	410	.5	3.4	51	526	.4	2.4	29	331	.3	2.2
KLYY-FM																				
WI '03	18	428	.2	1.0	13	201	.1	.6	21	263	.2	1.1	26	247	.2	1.2	14	161	.1	.9
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	9	312	.1	.5	12	105	.1	.6	11	108	.1	.6	4	79	.2	.2	10	68	.1	.7
FA '02	12	349	.1	.7	7	142	.1	.3	16	109	.1	.9	18	128	.2	.8	13	143	.1	.9
SU '02	8	251	.1	.5	10	96	.1	.5	15	99	.1	.7	8	86	.1	.4	7	84	.1	.5
SP '02	8	269	.1	.5	8	121	.1	.4	10	107	.1	.6	7	106	.1	.3	8	96	.1	.6
4-Book	9	295	.1	.6	9	116	.1	.5	13	106	.1	.7	9	100	.1	.4	10	98	.1	.7
WI '02	5	285	.3	.3	1	41	.1	.1	6	114	.1	.4	12	154	.1	.6	5	117	.4	.4
KNX -AM																				
WI '03	3	183	.2	.2	6	73	.1	.3	2	51	.1	.3	3	50	.1	.1	3	22	.2	.2
FA '02	3	229	.2	.2	8	122	.1	.4	1	31	.1	.1	1	21	.1	.1	1	25	.1	.1
SU '02	2	190	.1	.1	3	68	.2	.2	2	61	.1	.1	5	87	.2	.2	2	61	.2	.2
SP '02	1	120	.1	.1	3	65	.2	.2	2	10	.1	.1	2	61	.1	.1	1	31	.1	.1
4-Book	2	181	.2	.2	5	82	.1	.3	1	38	.1	.1	3	55	.1	.1	2	35	.2	.2
WI '02	4	207	.2	.2	15	122	.1	.8	3	75	.2	.2	3	52	.1	.1	1	27	.1	.1
KOST-FM																				
WI '03	54	1387	.5	3.0	53	469	.4	2.6	79	514	.7	4.3	62	569	.5	2.8	62	510	.5	4.2
FA '02	51	1400	.4	2.9	45	472	.4	2.2	80	473	.7	4.4	44	586	.4	1.9	43	640	.4	3.0
SU '02	37	1292	.3	2.2	29	396	.3	1.6	52	585	.5	2.5	36	472	.3	1.8	47	529	.4	3.7
SP '02	48	1302	.4	2.9	44	493	.4	2.3	50	467	.4	3.0	54	559	.5	2.6	59	593	.5	4.5
4-Book	48	1345	.4	2.8	43	458	.4	2.2	65	510	.6	3.6	49	547	.4	2.3	53	568	.5	3.9
WI '02	49	1514	.4	3.1	47	581	.4	2.6	60	454	.5	3.8	52	465	.5	2.4	55	649	.5	4.2
KPWR-FM																				
WI '03	246	4880	2.1	13.7	317	2718	2.7	15.6	202	2433	1.7	11.0	314	3071	2.6	14.1	220	2325	1.8	14.9
FA '02	263	5298	2.2	14.8	341	3010	2.9	16.7	213	2526	1.8	11.7	371	3569	3.1	16.2	202	2458	1.7	14.3
SU '02	251	5281	2.2	15.0	299	2597	2.6	16.2	238	2800	2.1	11.5	343	3487	3.0	16.9	210	2585	1.8	16.5
SP '02	214	4788	1.9	13.1	300	2375	2.6	15.4	155	2191	1.3	9.2	315	3178	2.7	15.1	156	2078	1.4	12.0
4-Book	244	5062	2.1	14.2	314	2675	2.7	16.0	202	2488	1.7	10.9	336	3326	2.9	15.6	197	2362	1.7	14.4
WI '02	226	4805	2.0	14.1	250	2258	2.2	13.6	201	2105	1.7	12.7	368	3299	3.2	17.2	167	1937	1.4	12.9
KRCD-FM																				
WI '03	5	164	.3	.3	9	79	.1	.4	4	57	.2	.2	3	65	.1	.1	7	65	.1	.5
FA '02	10	231	.1	.6	9	79	.1	.4	18	142	.2	1.0	18	118	.2	.8	3	68	.2	.2
SU '02	3	123	.2	.2	2	52	.1	.1	6	61	.1	.3	5	22	.2	.2	1	10	.1	.1
SP '02	8	195	.1	.5	6	23	.1	.3	11	77	.1	.7	11	85	.1	.5	7	101	.1	.5
4-Book	7	178	.1	.4	7	58	.1	.3	10	84	.1	.6	9	73	.1	.4	5	61	.1	.3
WI '02	3	127	.2	.2	6	46	.1	.3	2	24	.1	.1	2	36	.1	.1	3	44	.2	.2
KRCV-FM																				
WI '03	5	140	.3	.3	5	65	.2	.2	8	65	.1	.4	11	65	.1	.5		10		
FA '02	7	153	.1	.4	9	57	.1	.4	13	84	.1	.7	5	35	.2	.2	9	48	.1	.6
SU '02	10	181	.1	.6	9	82	.1	.5	17	93	.1	.8	8	68	.1	.4	10	70	.1	.8
SP '02	2	56	.1	.1					3	34	.2	.2		12			3	21	.2	.2
4-Book	6	133	.1	.4	6	51	.1	.3	10	69	.1	.5	6	45	.1	.3	6	37	.1	.4
WI '02	3	130	.2	.2	3	46	.2	.2	4	82	.3	.3	4	45	.2	.2	1	25	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

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

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

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

Target Listener Estimates

		Women 12-24																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																							
WI '03		3	49		.1		16								1	16							
4-Book		3	53		.1		16							1	7								
KBIG-FM																							
WI '03		67	1062	.6	3.3	28	513	.2	1.7	19	105	.2	1.5	55	166	.5	2.3	31	111	.3	1.6		
4-Book		49	941	.4	2.5	26	537	.2	1.8	13	56	.1	1.1	50	209	.4	2.2	42	161	.4	2.3		
KBLA-AM																							
WI '03		8	68	.1	.4																		
4-Book		5	47		.3	1	14		.1	1	6		.1	4	8		.2	1	3		.1		
KBUA-FM																							
WI '03		10	175	.1	.5	9	137	.1	.6	20	51	.2	1.5	14	63	.1	.6	17	36	.1	.9		
4-Book		15	179	.1	.7	8	109	.1	.5	11	38	.1	.9	12	39	.1	.5	11	37	.1	.6		
KBUE-FM																							
WI '03		78	986	.7	3.9	64	620	.5	4.0	72	237	.6	5.6	90	237	.8	3.8	75	217	.6	4.0		
4-Book		82	894	.7	4.2	62	636	.5	4.2	61	190	.5	5.1	112	303	1.0	5.0	68	201	.6	3.7		
KCBS-FM																							
WI '03		16	458	.1	.8	11	269	.1	.7	7	57	.1	.5	10	95	.1	.4	23	103	.2	1.2		
4-Book		17	558	.1	.8	13	332	.1	.9	11	52	.1	.9	17	100	.2	.8	18	90	.2	1.0		
KDIS-AM																							
WI '03		16	425	.1	.8	25	301	.2	1.6	30	99	.3	2.3	36	135	.3	1.5	17	90	.1	.9		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KDLDFM																							
KSSC-FM																							
WI '03		17	313	.1	.8	18	237	.2	1.1	13	45	.1	1.0	30	124	.3	1.3	27	80	.2	1.4		
4-Book		13	223	.1	.7	14	166	.1	.9	20	53	.2	1.7	26	85	.2	1.2	14	40	.1	.7		
+KDLE-FM																							
KSSD-FM																							
WI '03		26	261	.2	1.3	17	206	.1	1.1	9	46	.1	.7	42	88	.4	1.8	20	44	.2	1.1		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																							
WI '03		14	217	.1	.7	7	93	.1	.4	10	42	.1	.8	2	12		.1	4	12		.2		
4-Book		11	184	.1	.6	4	61		.3	4	19		.4	6	17	.1	.2	4	10		.2		
KFSH-FM																							
WI '03		16	338	.1	.8	15	279	.1	.9	11	82	.1	.8	12	57	.1	.5	22	60	.2	1.2		
4-Book		17	284	.1	.9	12	234	.1	.8	7	42	.1	.5	14	74	.1	.7	16	59	.2	.9		
KFWB-AM																							
WI '03		4	113		.2	1	48		.1	3	21		.2	1	15								
4-Book		3	108		.2	1	44		.1	3	19		.2	1	7			2	10		.1		
KHHT-FM																							
WI '03		102	1807	.9	5.1	98	1327	.8	6.1	46	192	.4	3.5	120	404	1.0	5.1	122	343	1.0	6.4		
4-Book		104	1746	.9	5.3	94	1298	.8	6.3	56	215	.5	4.7	123	463	1.1	5.5	100	333	.9	5.5		
KHJ -AM																							
WI '03		2	47		.1	5	76		.3	6	34		.1										
4-Book		5	83		.3	4	66		.3	4	17		.3	2	11		.1	4	14		.2		
KIIS-FM																							
WI '03		244	4792	2.0	12.1	220	3359	1.8	13.7	164	657	1.4	12.6	295	1313	2.5	12.5	289	942	2.4	15.3		
4-Book		247	4681	2.1	12.5	207	3245	1.8	14.0	173	711	1.5	14.5	291	1322	2.5	13.0	263	957	2.2	14.5		
KVVS-FM																							
WI '03		7	129	.1	.3	8	118	.1	.5	7	20	.1	.5	10	42	.1	.4	11	42	.1	.6		
4-Book		11	202	.1	.6	9	149	.1	.6	9	27	.1	.8	14	63	.1	.6	12	48	.1	.7		
KJLH-FM																							
WI '03		21	374	.2	1.0	18	276	.2	1.1	12	42	.1	.9	23	81	.2	1.0	12	44	.1	.6		
4-Book		15	327	.1	.8	21	269	.2	1.4	8	33	.1	.7	18	60	.2	.8	15	48	.1	.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	156	3104	1.3	7.7	125	2040	1.0	7.8	95	357	.8	7.3	173	808	1.5	7.4	150	496	1.3	7.9
4-Book	176	3237	1.5	8.9	125	2151	1.1	8.5	112	397	1.0	9.3	188	847	1.6	8.4	164	590	1.4	9.0
KKLA-FM																				
WI '03	5	130		.2	4	52		.2	6	22	.1	.5	2	22		.1	5	13		.3
4-Book	3	74		.1	2	42		.2	3	12		.2	2	15		.1	2	7		.1
KLAC-AM																				
WI '03	2	24			1	19			1	3			2	4			2	10		
4-Book	2	37		.1	1	40		.1	1	3		.1	2	4		.1	2	10		.1
KLAX-FM																				
WI '03	60	780	.5	3.0	46	641	.4	2.9	44	162	.4	3.4	69	220	.6	2.9	57	141	.5	3.0
4-Book	60	843	.5	3.0	47	603	.4	3.2	36	137	.3	3.0	73	249	.6	3.3	59	154	.5	3.3
KLOS-FM																				
WI '03	16	442	.1	.8	9	233	.1	.6	12	40	.1	.9	14	98	.1	.6	7	51	.1	.4
4-Book	17	477	.2	.9	12	244	.1	.8	8	32	.1	.6	12	81	.1	.5	12	58	.1	.7
KLSX-FM																				
WI '03	14	215	.1	.7	9	106	.1	.6	3	11			6	10	.1	.3	11	37	.1	.6
4-Book	18	222	.1	.9	5	94	.1	.3	3	11		.3	2	7		.1	6	22	.1	.3
KLTX-AM																				
WI '03	14	118	.1	.7	21	123	.2	1.3	27	64	.2	2.1	32	84	.3	1.4	17	52	.1	.9
4-Book	14	94	.1	.7	12	87	.1	.8	16	44	.1	1.3	20	50	.2	.9	9	33	.1	.5
KLVE-FM																				
WI '03	63	1001	.5	3.1	55	671	.5	3.4	47	168	.4	3.6	73	187	.6	3.1	43	111	.4	2.3
4-Book	57	902	.5	2.9	44	584	.4	3.0	42	147	.4	3.5	57	152	.5	2.6	49	128	.4	2.6
KLYY-FM																				
WI '03	20	362	.2	1.0	17	217	.1	1.1	10	42	.1	.8	15	53	.1	.6	19	86	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	9	178	.1	.4	10	169	.1	.6	3	23		.2	9	24	.1	.4	13	49	.1	.7
4-Book	11	206	.1	.5	8	135	.1	.5	6	21		.5	14	38	.1	.6	10	43	.1	.5
KNX -AM																				
WI '03	3	141		.1	2	50		.1	4	16		.3	2	16		.1				
4-Book	3	142		.1	2	32		.1	1	7		.1	1	7			2	6		.1
KOST-FM																				
WI '03	66	979	.6	3.3	29	507	.2	1.8	24	98	.2	1.9	44	143	.4	1.9	24	81	.2	1.3
4-Book	53	940	.5	2.7	33	571	.3	2.3	33	110	.3	2.8	41	141	.4	1.8	30	128	.3	1.6
KPWR-FM																				
WI '03	272	4429	2.3	13.5	217	3088	1.8	13.6	177	582	1.5	13.6	324	1232	2.7	13.8	285	1042	2.4	15.0
4-Book	278	4571	2.4	14.0	214	3181	1.8	14.5	167	589	1.4	13.8	338	1360	2.9	15.0	276	985	2.4	15.1
KRCB-FM																				
WI '03	5	133		.2	4	66		.2	4	34		.3	9	11	.1	.4	3	11		.2
4-Book	8	139	.1	.4	4	64		.3	6	19		.5	8	28	.1	.3	7	20	.1	.4
KRCV-FM																				
WI '03	8	97	.1	.4	3	63		.2					9	33	.1	.4	3	13		.2
4-Book	8	98	.1	.4	4	49		.3	1	6		.1	6	20	.1	.3	2	9		.2
KRLA-AM																				
WI '03	1	13				10							1	10						
4-Book	2	33		.1	1	14		.1	2	6		.1	2	5		.1	2	6		.2
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 12-24																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	159	2889	1.3	7.9	130	1927	1.1	8.1	89	360	.7	6.9	219	839	1.8	9.3	144	540	1.2	7.6	
	4-Book	152	2743	1.3	7.7	123	1880	1.1	8.3	80	332	.7	6.6	195	786	1.7	8.7	155	582	1.4	8.6	
KRTH-FM	WI '03	37	1070	.3	1.8	25	524	.2	1.6	23	123	.2	1.8	42	143	.4	1.8	32	158	.3	1.7	
	4-Book	45	1018	.4	2.3	31	625	.3	2.2	28	127	.3	2.4	54	184	.5	2.4	39	166	.4	2.2	
KSCA-FM	WI '03	46	537	.4	2.3	32	364	.3	2.0	58	121	.5	4.5	47	157	.4	2.0	61	122	.5	3.2	
	4-Book	45	565	.4	2.3	27	351	.2	1.8	56	131	.5	4.7	52	147	.5	2.4	31	89	.3	1.7	
KSPN-AM	WI '03	2	80		.1	2	12		.1	2	12		.2	6	12	.1	.3	2	12		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	48	889	.4	2.4	49	708	.4	3.1	40	143	.3	3.1	100	266	.8	4.2	56	188	.5	3.0	
	4-Book	40	756	.4	2.1	29	496	.2	2.0	20	75	.2	1.6	55	177	.5	2.4	36	144	.3	2.0	
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03		23				11															
	4-Book	2	47		.1	1	22		.1	1	2		.1					2	3		.1	
KTVV-FM	WI '03	19	189	.2	.9	12	120	.1	.7	10	23	.1	.8	12	30	.1	.5	17	49	.1	.9	
	4-Book	19	204	.2	.9	12	166	.1	.8	6	31	.1	.5	20	50	.2	.9	22	55	.2	1.2	
KWIZ-FM	WI '03	23	305	.2	1.1	17	196	.1	1.1	30	75	.3	2.3	33	87	.3	1.4	22	55	.2	1.2	
	4-Book	21	305	.2	1.1	18	208	.2	1.2	18	48	.2	1.4	34	102	.3	1.5	25	60	.2	1.4	
KWKV-AM	WI '03	1	23																			
	4-Book	2	37		.1	1	13		.1		3			1	3							
KWVE-FM	WI '03	13	129	.1	.6	5	73		.3					5	36		.2	2	10		.1	
	4-Book	7	113	.1	.3	4	75		.3	4	10		.4	3	21		.1	2	5		.1	
KXOL-FM	WI '03	36	645	.3	1.8	32	402	.3	2.0	20	89	.2	1.5	55	184	.5	2.3	44	121	.4	2.3	
	4-Book	48	649	.4	2.4	33	400	.3	2.2	32	99	.3	2.7	55	148	.5	2.4	52	141	.5	2.8	
KYSR-FM	WI '03	75	1444	.6	3.7	29	719	.2	1.8	18	119	.2	1.4	39	225	.3	1.7	25	147	.2	1.3	
	4-Book	67	1483	.6	3.4	30	758	.3	2.1	21	111	.2	1.8	54	284	.5	2.5	47	219	.4	2.6	
+KZAB-FM	WI '03	8	146	.1	.4	6	103	.1	.4	3	11		.2	8	43	.1	.3	9	22	.1	.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	24	570	.2	1.2	28	498	.2	1.7	20	78	.2	1.5	50	211	.4	2.1	30	154	.3	1.6	
	4-Book	30	618	.3	1.5	23	431	.2	1.5	14	70	.1	1.1	46	208	.4	2.1	28	136	.2	1.5	
KGGI-FM	WI '03	27	762	.2	1.3	35	619	.3	2.2	14	83	.1	1.1	44	243	.4	1.9	26	149	.2	1.4	
	4-Book	25	808	.2	1.3	30	564	.3	2.0	14	89	.1	1.2	33	191	.3	1.5	31	160	.3	1.7	
TOTALS	WI '03	2015	11338	16.9		1601	10032	13.4		1297	3979	10.9		2353	6072	19.7		1895	4820	15.9		
	4-Book	1982	11201	16.9		1480	9727	12.6		1205	3677	10.3		2243	6081	19.1		1821	4865	15.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03				2	16		.2														
4-Book	1	2	.1	1	6		.1	1	5		.1	1	4		.1						
KBIG-FM																					
WI '03	29	114	.2	2.0	19	64	.2	2.0	38	158	.3	2.0	24	113	.2	1.5	3	35		.2	
4-Book	17	91	.2	1.3	14	53	.1	1.6	32	130	.3	1.9	23	84	.2	1.5	15	75	.1	1.3	
KBLA-AM																					
WI '03																					
4-Book								2	6		.1	1	6		.1						
KBUA-FM																					
WI '03	1	13		.1	11	38	.1	1.1	13	50	.1	.7									
4-Book	6	26	.1	.4	5	18		.6	9	30	.1	.5	5	26		.3	2	9		.2	
KBUE-FM																					
WI '03	50	177	.4	3.4	35	89	.3	3.6	72	206	.6	3.8	71	184	.6	4.5	50	132	.4	4.1	
4-Book	49	165	.4	3.6	32	94	.3	3.8	66	201	.6	4.0	58	159	.5	4.0	46	126	.4	4.0	
KCBS-FM																					
WI '03	9	31	.1	.6	4	45		.4	17	37	.1	.9	23	70	.2	1.5	2	24		.2	
4-Book	10	59	.1	.8	5	42		.6	19	95	.2	1.2	17	83	.2	1.2	10	62	.1	.9	
KDIS-AM																					
WI '03	17	86	.1	1.1	13	42	.1	1.3	54	119	.5	2.9	14	76	.1	.9	11	46	.1	.9	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																					
KSSC-FM																					
WI '03	18	56	.2	1.2	10	56	.1	1.0	17	70	.1	.9	10	36	.1	.6	18	43	.2	1.5	
4-Book	10	26	.1	.7	8	31	.1	1.0	14	48	.1	.9	6	17	.1	.4	10	26	.1	.8	
+KDLE-FM																					
KSSD-FM																					
WI '03	16	33	.1	1.1	5	12		.5	12	78	.1	.6	19	42	.2	1.2	8	59	.1	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																					
WI '03	13	52	.1	.9	5	13		.5	2	24		.1	1	12		.1	18	54	.2	1.5	
4-Book	3	13		.2	2	13		.3	3	13		.2	1	7		.1	6	17	.1	.5	
KFSH-FM																					
WI '03	26	68	.2	1.7	24	127	.2	2.5	17	90	.1	.9	7	65	.1	.4	5	22		.4	
4-Book	12	42	.1	.8	16	102	.1	1.9	13	72	.1	.8	14	64	.1	1.0	6	35		.5	
KFWB-AM																					
WI '03									2	28		.1	2	13		.1					
4-Book								3	20		.2	2	7		.1						
KHHT-FM																					
WI '03	111	441	.9	7.5	35	152	.3	3.6	85	309	.7	4.5	72	286	.6	4.5	169	405	1.4	13.9	
4-Book	97	353	.8	7.0	39	142	.3	4.6	77	276	.7	4.6	74	282	.6	5.2	163	381	1.4	14.2	
KHJ -AM																					
WI '03					15	20	.1	1.5	14	30	.1	.7					8	24	.1	.7	
4-Book	6	22	.1	.4	4	7		.4	9	21	.1	.5		3			3	11		.3	
KIIS-FM																					
WI '03	214	864	1.8	14.4	145	457	1.2	15.0	284	1185	2.4	15.1	236	877	2.0	14.9	126	574	1.1	10.4	
4-Book	213	907	1.8	15.6	126	477	1.1	14.7	231	1012	2.0	14.0	214	834	1.8	15.2	135	599	1.2	12.0	
KVVS-FM																					
WI '03					8	36	.1	.8	15	55	.1	.8	12	36	.1	.8	1	10		.1	
4-Book	6	26	.1	.5	8	25	.1	.9	11	39	.1	.6	8	32	.1	.6	4	26		.3	
KJLH-FM																					
WI '03	5	25		.3	20	86	.2	2.1	25	103	.2	1.3	32	72	.3	2.0	15	51	.1	1.2	
4-Book	8	36	.1	.6	27	87	.2	3.2	47	120	.4	2.9	29	59	.3	2.0	15	44	.1	1.3	

Target Listener Estimates - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	168	574	1.4	11.3	78	298	.7	8.0	97	499	.8	5.2	118	474	1.0	7.4	107	369	.9	8.8
4-Book	138	537	1.2	10.0	67	239	.6	7.7	110	527	1.0	6.8	123	541	1.1	8.7	94	427	.8	8.2
KKLA-FM																				
WI '03	1	9	.1	.1	6	30	.1	.6	5	39	.3	.3	6	12	.1	.4		9		
4-Book	3	12	.2	.2	2	12	.2	.2	3	16	.2	.2	2	8	.1	.1	1	8	.1	.1
KLAC-AM																				
WI '03									1	13	.1	.1	2	7	.1	.1				
4-Book		3								3			5	18	.3	.3	3	15		.3
KLAX-FM																				
WI '03	32	123	.3	2.2	44	129	.4	4.5	62	209	.5	3.3	34	124	.3	2.1	22	98	.2	1.8
4-Book	37	127	.3	2.7	37	113	.3	4.3	58	186	.5	3.5	45	130	.4	3.2	28	96	.3	2.4
KLOS-FM																				
WI '03	4	12	.3	.3	4	14	.4	.4	19	53	.2	1.0	9	53	.1	.6	5	21	.4	.4
4-Book	13	54	.1	1.0	9	27	.1	1.1	21	84	.2	1.3	12	50	.1	.9	7	39	.1	.6
KLSX-FM																				
WI '03	5	23	.3	.3	11	28	.1	1.1	23	79	.2	1.2	13	37	.1	.8	5	23	.4	.4
4-Book	3	18	.3	.3	8	26	.1	.9	12	37	.1	.7	5	19	.3	.3	3	14	.2	.2
KLTX-AM																				
WI '03	16	52	.1	1.1	20	59	.2	2.1	25	62	.2	1.3	18	52	.2	1.1	9	52	.1	.7
4-Book	7	29	.1	.5	12	34	.1	1.4	15	43	.1	.9	12	38	.1	.8	4	21	.3	.3
KLVE-FM																				
WI '03	57	208	.5	3.8	33	122	.3	3.4	84	241	.7	4.5	45	155	.4	2.8	48	208	.4	4.0
4-Book	55	164	.5	4.0	28	93	.3	3.2	50	143	.4	2.9	36	114	.3	2.4	32	122	.3	2.8
KLYY-FM																				
WI '03	16	55	.1	1.1	2	11	.2	.2	40	130	.3	2.1	31	99	.3	2.0	6	22	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	19	60	.2	1.3	2	13	.2	.2	3	14	.2	.2	10	21	.1	.6	16	78	.1	1.3
4-Book	11	40	.1	.8	4	16	.5	.5	4	23	.2	.2	5	11	.1	.3	6	28	.1	.6
KNX -AM																				
WI '03									7	26	.1	.4	1	14	.1	.1	2	9		.2
4-Book					1	3	.1	.1	5	13	.1	.3	1	14	.1	.1	1	2		.1
KOST-FM																				
WI '03	39	128	.3	2.6	17	69	.1	1.8	36	104	.3	1.9	2	24	.1	.1	35	119	.3	2.9
4-Book	41	160	.4	3.0	22	77	.2	2.6	38	133	.3	2.3	18	71	.2	1.2	38	150	.3	3.3
KPWR-FM																				
WI '03	225	853	1.9	15.1	108	406	.9	11.1	216	869	1.8	11.5	198	815	1.7	12.5	182	589	1.5	15.0
4-Book	226	886	2.0	16.5	108	375	.9	12.6	227	910	1.9	13.9	200	816	1.7	14.2	153	593	1.3	13.5
KRCD-FM																				
WI '03					9	35	.1	.9	5	22	.3	.3								
4-Book	3	12	.2	.2	4	14	.4	.4	5	20	.3	.3	1	3	.1	.1	1	6	.1	.1
KRCV-FM																				
WI '03	6	20	.1	.4					4	20	.2	.2	2	10	.1	.1				
4-Book	3	10	.2	.2	2	8	.3	.3	6	13	.4	.4	3	11	.2	.2	4	14	.4	.4
KRLA-AM																				
WI '03																				
4-Book	1	3	.1	.1					3	3	.2	.2					1	3	.1	.1
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
WI '03	135	548	1.1	9.1	35	164	.3	3.6	152	614	1.3	8.1	155	481	1.3	9.8	95	385	.8	7.8
4-Book	116	510	1.0	8.5	49	214	.4	5.7	135	580	1.1	8.2	132	477	1.1	9.2	108	443	.9	9.6
KRTH-FM																				
WI '03	12	57	.1	.8	19	82	.2	2.0	21	146	.2	1.1	35	79	.3	2.2	16	62	.1	1.3
4-Book	23	90	.2	1.7	18	68	.2	2.1	29	151	.2	1.8	34	147	.3	2.4	26	93	.3	2.3
KSCA-FM																				
WI '03	5	30	.1	.3	30	77	.3	3.1	18	97	.2	1.0	51	120	.4	3.2	2	11		.2
4-Book	8	41	.1	.6	21	60	.2	2.4	24	92	.2	1.5	27	71	.2	1.8	4	24		.3
KSPN-AM																				
WI '03									2	12		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	14	67	.1	.9	33	107	.3	3.4	66	213	.6	3.5	63	170	.5	4.0	18	75	.2	1.5
4-Book	17	70	.1	1.2	15	55	.1	1.7	42	130	.4	2.5	37	112	.3	2.6	11	51	.1	.9
KSUR-AM																				
WI '03																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM																				
WI '03					1	11		.1												
4-Book	1	3		.1	1	6		.1	1	3		.1	1	5		.1	1	3		.1
KTWV-FM																				
WI '03	11	21	.1	.7	12	12	.1	1.2	8	43	.1	.4	8	35	.1	.5	21	30	.2	1.7
4-Book	13	40	.1	1.0	5	13	.1	.6	9	33	.1	.6	6	32	.1	.5	10	34	.1	.9
KWIZ-FM																				
WI '03	14	32	.1	.9	7	22	.1	.7	15	53	.1	.8	7	31	.1	.4	11	34	.1	.9
4-Book	13	45	.1	.9	9	33	.1	1.1	24	67	.2	1.5	14	41	.1	1.0	8	27	.1	.7
KWKV-AM																				
WI '03																				
4-Book						3			2	5		.1	1	5		.1				
KWVE-FM																				
WI '03	10	28	.1	.7	4	15		.4	17	50	.1	.9								
4-Book	3	10		.2	7	29	.1	.8	8	30	.1	.5	2	9		.1	1	5		.1
KXOL-FM																				
WI '03	24	80	.2	1.6	27	77	.2	2.8	29	110	.2	1.5	39	98	.3	2.5	19	88	.2	1.6
4-Book	23	93	.2	1.7	28	73	.2	3.3	31	104	.3	1.9	28	90	.3	1.9	19	70	.2	1.7
KYSR-FM																				
WI '03	24	120	.2	1.6	19	81	.2	2.0	49	230	.4	2.6	38	182	.3	2.4	18	147	.2	1.5
4-Book	20	123	.2	1.4	15	80	.1	1.8	37	179	.3	2.2	33	161	.3	2.3	15	108	.2	1.3
+KZAB-FM																				
KFSG-FM																				
WI '03	10	33	.1	.7	6	26	.1	.6	3	35		.2	10	45	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	30	108	.3	2.0	13	60	.1	1.3	41	158	.3	2.2	27	114	.2	1.7	10	52	.1	.8
4-Book	21	102	.2	1.5	13	59	.1	1.5	31	151	.3	1.9	17	75	.1	1.2	12	71	.1	1.1
KGGI-FM																				
WI '03	39	180	.3	2.6	22	64	.2	2.3	33	192	.3	1.8	41	134	.3	2.6	50	102	.4	4.1
4-Book	39	146	.3	2.8	14	47	.1	1.6	23	130	.2	1.4	35	127	.3	2.5	45	113	.4	4.0
TOTALS																				
WI '03	1486	4316	12.5		969	2854	8.1		1878	4984	15.7		1586	4353	13.3		1215	3589	10.2	
4-Book	1373	4160	11.7		860	2701	7.3		1649	4701	14.0		1427	3992	12.2		1138	3404	9.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	6	243	.2	3	67	.1		8	74	.2		19	151	.1	.6		32			
FA '02	11	238	.1	.4	12	50	.1	.3	24	153	.1	.6	17	135	.1	.5	7	86	.5	
SU '02	8	190	.3		4	87	.1		2	46	.1		36	108	.2	1.1	2	21	.1	
SP '02	5	190	.2		7	59	.2		3	36	.1		9	113	.1	.3	4	61	.3	
4-Book	8	215	.3	7	66	.2		9	77	.3		20	127	.1	.6	3	50	.2		
WI '02	3	173	.1	4	54	.1		6	57	.2		2	45	.1		1	46	.1		
KBIG-FM																				
WI '03	127	2618	.8	4.6	116	1115	.7	3.1	278	1536	1.7	7.2	167	1307	1.0	5.0	40	575	.2	2.6
FA '02	88	2260	.5	3.0	78	1033	.5	2.0	169	1001	1.0	4.0	115	997	.7	3.4	39	579	.2	2.7
SU '02	106	2225	.7	4.0	116	830	.7	3.2	219	1157	1.4	5.5	134	1095	.8	4.2	27	477	.2	2.0
SP '02	97	2341	.6	3.5	103	947	.6	2.7	173	1177	1.1	4.5	143	1301	.9	4.3	38	631	.2	2.7
4-Book	105	2361	.7	3.8	103	981	.6	2.8	210	1218	1.3	5.3	140	1175	.9	4.2	36	566	.2	2.5
WI '02	121	2507	.8	4.7	149	1126	.9	4.1	232	1165	1.4	6.4	180	1193	1.1	5.7	48	559	.3	3.8
KBLA-AM																				
WI '03	13	265	.1	.5	31	108	.2	.8	21	130	.1	.5	12	94	.1	.4	9	87	.1	.6
FA '02	15	150	.1	.5	19	79	.1	.5	41	138	.2	1.0	12	81	.1	.4	1	24	.1	
SU '02	15	229	.1	.6	28	112	.2	.8	42	168	.3	1.1	8	117	.1	.3	4	64	.3	
SP '02	12	261	.1	.4	14	79	.1	.4	29	116	.2	.7	10	99	.1	.3	3	47	.2	
4-Book	14	226	.1	.5	23	95	.2	.6	33	138	.2	.8	11	98	.1	.4	4	56	.3	
WI '02	8	195	.3		16	49	.1	.4	13	96	.1	.4					4	49	.3	
KBUA-FM																				
WI '03	20	269	.1	.7	29	130	.2	.8	33	167	.2	.9	13	130	.1	.4	12	101	.1	.8
FA '02	35	354	.2	1.2	44	184	.3	1.1	37	208	.2	.9	58	248	.4	1.7	30	185	.2	2.1
SU '02	13	225	.1	.5	19	98	.1	.5	18	165	.1	.5	15	106	.1	.5	5	98	.4	
SP '02	7	162	.3		12	73	.1	.3	10	81	.1	.3	10	50	.1	.3	5	59	.4	
4-Book	19	253	.1	.7	26	121	.2	.7	25	155	.2	.7	24	134	.2	.7	13	111	.1	.9
WI '02	6	208	.2		13	104	.1	.4	7	59	.2		3	35	.1		2	25	.2	
KBUE-FM																				
WI '03	90	1284	.5	3.3	112	585	.7	3.0	104	774	.6	2.7	102	846	.6	3.1	63	496	.4	4.1
FA '02	96	1443	.6	3.3	110	705	.7	2.8	125	849	.8	2.9	125	802	.8	3.7	51	504	.3	3.5
SU '02	90	1320	.6	3.4	127	612	.8	3.5	120	744	.7	3.0	83	608	.5	2.6	62	442	.4	4.6
SP '02	87	1307	.5	3.2	106	583	.7	2.8	109	696	.7	2.8	97	693	.6	2.9	54	511	.3	3.8
4-Book	91	1339	.6	3.3	114	621	.7	3.0	115	766	.7	2.9	102	737	.6	3.1	58	488	.4	4.0
WI '02	66	944	.4	2.6	76	470	.5	2.1	105	581	.7	2.9	80	520	.5	2.5	23	301	.1	1.8
KCBS-FM																				
WI '03	36	1436	.2	1.3	37	493	.2	1.0	48	650	.3	1.2	49	726	.3	1.5	18	390	.1	1.2
FA '02	31	1377	.2	1.1	37	528	.2	.9	40	486	.2	.9	46	720	.3	1.3	15	302	.1	1.0
SU '02	45	1370	.3	1.7	61	571	.4	1.7	82	686	.5	2.1	52	663	.3	1.6	15	432	.1	1.1
SP '02	45	1352	.3	1.6	55	545	.3	1.4	79	660	.5	2.0	73	820	.5	2.2	17	444	.1	1.2
4-Book	39	1384	.3	1.4	48	534	.3	1.3	62	621	.4	1.6	55	732	.4	1.7	16	392	.1	1.1
WI '02	32	1046	.2	1.2	37	462	.2	1.0	55	551	.3	1.5	47	524	.3	1.5	13	323	.1	1.0
KDIS-AM																				
WI '03	8	317	.3		8	124	.2		9	140	.1	.2	19	171	.1	.6	1	10	.1	
FA '02	4	314	.1		13	164	.1	.3	4	110	.1		6	132	.1	.2	1	53	.1	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	7	485	.3		10	217	.1	.3	7	174	.2		8	131	.1	.2	1	29	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	10	406	.1	.4	23	243	.1	.6	5	139	.1		17	175	.1	.5	4	26	.3	
+KDLD-FM																				
KSSC-FM																				
WI '03	21	455	.1	.8	19	188	.1	.5	24	242	.1	.6	27	278	.2	.8	14	211	.1	.9
FA '02	19	371	.1	.7	37	208	.2	.9	26	171	.2	.6	15	164	.1	.4	1	46	.1	
SU '02	17	338	.1	.6	30	172	.2	.8	23	233	.1	.6	14	194	.1	.4	6	83	.4	
SP '02	13	317	.1	.5	20	184	.1	.5	18	168	.1	.5	10	157	.1	.3	5	54	.4	
4-Book	18	370	.1	.7	27	188	.2	.7	23	204	.1	.6	17	198	.1	.5	7	99	.5	
WI '02	13	288	.1	.5	11	120	.1	.3	15	131	.1	.4	18	151	.1	.6	11	131	.1	.9

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-34

Women 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																			
KSSD-FM																			
WI '03	26	433	.2	.9	15	159	.1	.4	38	248	.2	1.0	38	352	.2	1.1	7	106	.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	33	757	.2	1.2	40	232	.2	1.1	52	357	.3	1.4	32	330	.2	1.0	27	142	.2
FA '02	26	517	.2	.9	34	202	.2	.9	69	368	.4	1.6	34	284	.2	1.0	4	55	.3
SU '02	37	588	.2	1.4	31	243	.2	.9	87	359	.5	2.2	61	310	.4	1.9	14	170	.1
SP '02	25	549	.2	.9	23	205	.1	.6	60	353	.4	1.5	38	299	.2	1.1	7	69	.5
4-Book	30	603	.2	1.1	32	221	.2	.9	67	359	.4	1.7	41	306	.3	1.3	13	109	.1
WI '02	21	589	.1	.8	21	250	.1	.6	49	398	.3	1.3	34	332	.2	1.1	5	96	.4
KFSH-FM																			
WI '03	22	454	.1	.8	18	247	.1	.5	39	277	.2	1.0	29	211	.2	.9	5	69	.3
FA '02	22	500	.1	.8	22	214	.1	.6	33	236	.2	.8	34	316	.2	1.0	10	210	.1
SU '02	14	339	.1	.5	16	196	.1	.4	22	241	.1	.6	18	237	.1	.6	8	105	.6
SP '02	22	361	.1	.8	31	268	.2	.8	23	229	.1	.6	30	223	.2	.9	10	140	.1
4-Book	20	414	.1	.7	22	231	.1	.6	29	246	.2	.8	28	247	.2	.9	8	131	.1
WI '02	12	463	.1	.5	16	221	.1	.4	14	233	.1	.4	14	235	.1	.4	6	101	.5
KFWB-AM																			
WI '03	7	350	.1	.3	18	210	.1	.5	7	142	.1	.2	11	163	.1	.3	2	62	.1
FA '02	12	523	.1	.4	24	258	.1	.6	17	232	.1	.4	19	339	.1	.6	3	127	.2
SU '02	11	421	.1	.4	34	305	.2	.9	8	164	.2	.2	13	212	.1	.4	2	43	.1
SP '02	8	461	.1	.3	21	260	.1	.6	5	149	.1	.5	15	218	.1	.5	2	84	.1
4-Book	10	439	.1	.4	24	258	.1	.7	9	172	.2	.5	15	233	.1	.5	2	79	.1
WI '02	9	552	.1	.4	25	283	.2	.7	6	180	.2	.2	13	260	.1	.4	5	94	.4
KHHT-FM																			
WI '03	142	2580	.9	5.2	147	1275	.9	4.0	171	1287	1.0	4.5	173	1439	1.0	5.2	120	1089	.7
FA '02	142	2620	.9	4.9	147	1104	.9	3.7	214	1348	1.3	5.0	152	1444	.9	4.4	94	1073	.6
SU '02	113	2494	.7	4.3	121	1012	.8	3.4	172	1319	1.1	4.3	145	1402	.9	4.6	67	877	.4
SP '02	128	2233	.8	4.7	151	999	.9	4.0	212	1193	1.3	5.5	150	1144	.9	4.5	77	788	.5
4-Book	131	2482	.8	4.8	142	1098	.9	3.8	192	1287	1.2	4.8	155	1357	.9	4.7	90	957	.6
WI '02	135	2315	.8	5.3	151	1177	.9	4.1	213	1118	1.3	5.8	162	1362	1.0	5.1	82	877	.5
KHJ -AM																			
WI '03	16	200	.1	.6	14	72	.1	.4	19	85	.1	.5	30	84	.2	.9	10	82	.1
FA '02	14	347	.1	.5	15	115	.1	.4	25	163	.2	.6	17	210	.1	.5	3	36	.2
SU '02	8	240	.1	.3	6	73	.1	.2	8	138	.2	.2	12	86	.1	.4	1	46	.1
SP '02	17	272	.1	.6	27	141	.2	.7	33	135	.2	.9	16	143	.1	.5	1	34	.1
4-Book	14	265	.1	.5	16	100	.1	.4	21	130	.1	.6	19	131	.1	.6	4	50	.3
WI '02	13	240	.1	.5	13	84	.1	.4	27	96	.2	.7	10	115	.1	.3	9	60	.1
KIIS-FM																			
WI '03	196	4888	1.2	7.1	264	2328	1.6	7.1	281	2700	1.7	7.3	233	2726	1.4	7.0	97	1657	.6
FA '02	183	4750	1.1	6.3	247	2489	1.5	6.3	251	2546	1.5	5.9	229	2706	1.4	6.7	99	1547	.6
SU '02	213	4808	1.3	8.1	231	2357	1.4	6.4	302	2600	1.9	7.6	276	2722	1.7	8.8	145	1669	.9
SP '02	174	4728	1.1	6.4	221	2229	1.4	5.8	203	2308	1.3	5.2	232	2741	1.4	7.0	108	1457	.7
4-Book	192	4794	1.2	7.0	241	2351	1.5	6.4	259	2539	1.6	6.5	243	2724	1.5	7.4	112	1583	.7
WI '02	176	4960	1.1	6.9	241	2516	1.5	6.6	205	2251	1.3	5.6	241	2659	1.5	7.6	86	1589	.5
KVVS-FM																			
WI '03	5	70	.1	.2	11	43	.1	.3	3	46	.1	.1	4	60	.1	.1	3	46	.2
FA '02	5	106	.1	.2	3	74	.1	.1	8	94	.2	.2	7	48	.2	.2	2	45	.1
SU '02	5	215	.1	.2	7	109	.1	.2	8	104	.2	.2	6	111	.2	.2	1	48	.1
SP '02	12	236	.1	.4	17	138	.1	.4	12	147	.1	.3	12	126	.1	.4	12	51	.1
4-Book	7	157	.1	.3	10	91	.1	.3	8	98	.2	.2	7	86	.2	.2	5	48	.3
WI '02	6	138	.1	.2	14	99	.1	.4	5	86	.1	.1	4	86	.1	.1	3	36	.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																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KJLH-FM																				
WI '03	42	902	.3	1.5	43	375	.3	1.2	54	398	.3	1.4	44	413	.3	1.3	33	307	.2	2.1
FA '02	57	917	.3	2.0	50	344	.3	1.3	72	393	.4	1.7	60	508	.4	1.8	49	428	.3	3.4
SU '02	49	834	.3	1.9	50	311	.3	1.4	60	362	.4	1.5	53	389	.3	1.7	37	323	.2	2.7
SP '02	37	826	.2	1.4	32	348	.2	.8	41	313	.3	1.1	38	405	.2	1.1	20	283	.1	1.4
4-Book	46	870	.3	1.7	44	345	.3	1.2	57	367	.4	1.4	49	429	.3	1.5	35	335	.2	2.4
WI '02	35	734	.2	1.4	38	280	.2	1.0	34	317	.2	.9	36	367	.2	1.1	30	255	.2	2.4
KKBT-FM																				
WI '03	130	2980	.8	4.7	229	1461	1.4	6.2	153	1484	.9	4.0	156	1500	.9	4.7	69	967	.4	4.4
FA '02	144	3409	.9	5.0	260	1741	1.6	6.6	170	1798	1.0	4.0	175	1896	1.1	5.1	75	1151	.5	5.1
SU '02	155	3320	1.0	5.9	298	1601	1.8	8.3	217	1701	1.3	5.5	172	1819	1.1	5.5	67	987	.4	5.0
SP '02	135	2910	.8	4.9	240	1564	1.5	6.3	160	1575	1.0	4.1	163	1833	1.0	4.9	66	990	.4	4.6
4-Book	141	3155	.9	5.1	257	1592	1.6	6.9	175	1640	1.1	4.4	167	1762	1.0	5.1	69	1024	.4	4.8
WI '02	146	2980	.9	5.7	268	1548	1.7	7.3	181	1400	1.1	5.0	177	1710	1.1	5.6	63	907	.4	5.0
KKLA-FM																				
WI '03	10	294	.1	.4	24	172	.1	.6	14	128	.1	.4	10	143	.1	.3	2	49		.1
FA '02	10	208	.1	.3	17	88	.1	.4	15	101	.1	.4	18	51	.1	.5	2	28		.1
SU '02	4	163		.2	5	70		.1	9	96	.1	.2	3	65		.1		24		
SP '02	6	168		.2	14	133	.1	.4	5	47		.1	6	97		.2	1	31		.1
4-Book	8	208	.1	.3	15	116	.1	.4	11	93	.1	.3	9	89	.1	.3	1	33		.1
WI '02	3	89		.1	13	50	.1	.4	4	38		.1					1	26		.1
KLAC-AM																				
WI '03	2	125		.1	2	30		.1	1	11			3	56		.1	4	50		.3
FA '02	4	203		.1	7	37		.2	4	32		.1	7	122		.2	3	71		.2
SU '02	3	131		.1	4	39		.1	7	51		.2	1	25			1	37		.1
SP '02	5	194		.2	4	57		.1	8	48		.2	3	50		.1	7	88		.5
4-Book	4	163		.1	4	41		.1	5	36		.1	4	63		.1	4	62		.3
WI '02	3	93		.1	3	13		.1	5	34		.1	6	64		.2	4	51		.3
KLAX-FM																				
WI '03	114	1776	.7	4.1	142	850	.9	3.8	172	1146	1.0	4.5	99	755	.6	3.0	65	557	.4	4.2
FA '02	132	1973	.8	4.6	168	1076	1.0	4.3	211	1196	1.3	4.9	137	1052	.8	4.0	48	572	.3	3.3
SU '02	81	1554	.5	3.1	75	562	.5	2.1	107	849	.7	2.7	117	781	.7	3.7	45	525	.3	3.3
SP '02	112	1698	.7	4.1	123	780	.8	3.2	157	989	1.0	4.1	122	963	.8	3.7	59	441	.4	4.2
4-Book	110	1750	.7	4.0	127	817	.8	3.4	162	1045	1.0	4.1	119	888	.7	3.6	54	524	.4	3.8
WI '02	88	1614	.5	3.4	94	659	.6	2.6	139	962	.9	3.8	87	832	.5	2.7	31	372	.2	2.5
KLOS-FM																				
WI '03	21	1058	.1	.8	56	361	.3	1.5	13	310	.1	.3	19	409	.1	.6	7	224		.5
FA '02	26	1063	.2	.9	50	410	.3	1.3	19	403	.1	.4	33	468	.2	1.0	15	248	.1	1.0
SU '02	31	1194	.2	1.2	60	427	.4	1.7	36	537	.2	.9	43	596	.3	1.4	15	329	.1	1.1
SP '02	28	1144	.2	1.0	41	391	.3	1.1	31	549	.2	.8	34	454	.2	1.0	16	286	.1	1.1
4-Book	27	1115	.2	1.0	52	397	.3	1.4	25	450	.2	.6	32	482	.2	1.0	13	272	.1	.9
WI '02	25	956	.2	1.0	49	384	.3	1.3	21	379	.1	.6	32	440	.2	1.0	8	220		.6
KLSX-FM																				
WI '03	56	867	.3	2.0	112	439	.7	3.0	90	459	.5	2.3	76	405	.5	2.3	16	166	.1	1.0
FA '02	62	937	.4	2.1	168	616	1.0	4.3	99	515	.6	2.3	68	365	.4	2.0	7	90		.5
SU '02	33	959	.2	1.2	81	452	.5	2.2	46	346	.3	1.2	52	406	.3	1.6	5	119		.4
SP '02	44	992	.3	1.6	112	420	.7	2.9	59	357	.4	1.5	58	358	.4	1.8	9	188	.1	.6
4-Book	49	864	.3	1.7	118	482	.7	3.1	74	419	.5	1.8	64	384	.4	1.9	9	141	.1	.6
WI '02	43	868	.3	1.7	59	490	.4	1.6	73	399	.5	2.0	98	534	.6	3.1	10	181	.1	.8
KLTX-AM																				
WI '03	27	233	.2	1.0	28	132	.2	.8	32	119	.2	.8	39	122	.2	1.2	14	99	.1	.9
FA '02	25	202	.2	.9	32	131	.2	.8	39	141	.2	.9	24	96	.1	.7	12	50	.1	.8
SU '02	31	226	.2	1.2	52	198	.3	1.4	48	167	.3	1.2	26	132	.2	.8	13	85	.1	1.0
SP '02	20	162	.1	.7	18	87	.1	.5	33	120	.2	.9	20	99	.1	.6	8	108		.6
4-Book	26	206	.2	1.0	33	137	.2	.9	38	137	.2	1.0	27	112	.2	.8	12	86	.1	.8
WI '02	29	213	.2	1.1	43	162	.3	1.2	58	166	.4	1.6	25	124	.2	.8	10	61	.1	.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

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
KLVE-FM																				
WI '03	140	2566	.8	5.1	187	1208	1.1	5.1	199	1450	1.2	5.2	146	1269	.9	4.4	83	885	.5	5.3
FA '02	123	2262	.7	4.2	163	1034	1.0	4.1	182	1295	1.1	4.3	131	1124	.8	3.8	68	828	.4	4.7
SU '02	124	2243	.8	4.7	174	1132	1.1	4.8	196	1244	1.2	4.9	108	931	.7	3.4	74	771	.5	5.5
SP '02	145	2377	.9	5.3	230	1303	1.4	6.0	213	1229	1.3	5.5	152	1066	.9	4.6	79	760	.5	5.6
4-Book	133	2362	.8	4.8	189	1169	1.2	5.0	198	1305	1.2	5.0	134	1098	.8	4.1	76	811	.5	5.3
WI '02	141	2449	.9	5.5	224	1254	1.4	6.1	189	1216	1.2	5.2	129	1038	.8	4.1	82	696	.5	6.5
KLYY-FM																				
WI '03	24	597	.1	.9	26	292	.2	.7	37	342	.2	1.0	30	300	.2	.9	10	143	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	17	565	.1	.6	19	184	.1	.5	23	219	.1	.6	21	212	.1	.6	14	228	.1	.9
FA '02	29	744	.2	1.0	27	310	.2	.7	39	337	.2	.9	34	313	.2	1.0	23	243	.1	1.6
SU '02	26	544	.2	1.0	39	211	.2	1.1	50	244	.3	1.3	34	217	.2	1.1	10	163	.1	.7
SP '02	8	440	.3	.3	7	135	.2	.2	15	212	.1	.4	8	140	.2	.2	4	36	.3	.3
4-Book	20	573	.1	.7	23	210	.1	.6	32	253	.2	.8	24	221	.1	.7	13	168	.1	.9
WI '02	25	458	.2	1.0	22	156	.1	.6	59	297	.4	1.6	44	241	.3	1.4	5	165	.4	.4
KNX -AM																				
WI '03	10	547	.1	.4	17	236	.1	.5	7	153	.2	.2	15	214	.1	.4	9	103	.1	.6
FA '02	13	619	.1	.4	22	248	.1	.6	10	120	.1	.2	30	309	.2	.9	4	128	.3	.3
SU '02	10	521	.1	.4	22	234	.1	.6	7	165	.2	.2	17	222	.1	.5	5	125	.4	.4
SP '02	10	379	.1	.4	14	163	.1	.4	18	107	.1	.5	13	175	.1	.4	2	87	.1	.1
4-Book	11	517	.1	.4	19	220	.1	.5	11	136	.1	.3	19	230	.1	.6	5	111	.4	.4
WI '02	10	417	.1	.4	30	260	.2	.8	5	135	.1	.1	11	201	.1	.3	6	60	.5	.5
KOST-FM																				
WI '03	121	2512	.7	4.4	135	1041	.8	3.7	203	1147	1.2	5.3	143	1199	.9	4.3	101	868	.6	6.5
FA '02	126	2633	.8	4.4	130	1089	.8	3.3	213	1163	1.3	5.0	131	1328	.8	3.8	81	1022	.5	5.6
SU '02	106	2461	.7	4.0	99	926	.6	2.7	163	1216	1.0	4.1	133	1116	.8	4.2	87	977	.5	6.4
SP '02	110	2497	.7	4.0	106	1114	.7	2.8	172	1079	1.1	4.4	140	1251	.9	4.2	84	905	.5	5.9
4-Book	116	2526	.7	4.2	118	1043	.7	3.1	188	1151	1.2	4.7	137	1224	.9	4.1	88	943	.5	6.1
WI '02	125	2669	.8	4.9	122	1144	.8	3.3	204	1069	1.3	5.6	164	1125	1.0	5.2	89	913	.6	7.1
KPWR-FM																				
WI '03	194	4325	1.2	7.1	272	2216	1.6	7.4	224	2172	1.4	5.8	223	2379	1.3	6.7	143	1595	.9	9.2
FA '02	230	4636	1.4	7.9	323	2354	2.0	8.2	267	2478	1.6	6.3	300	2971	1.8	8.8	121	1786	.7	8.3
SU '02	192	4609	1.2	7.3	237	2191	1.5	6.6	218	2421	1.4	5.5	256	2811	1.6	8.1	125	1815	.8	9.2
SP '02	185	4168	1.1	6.8	270	2040	1.7	7.1	206	2124	1.3	5.3	269	2568	1.7	8.1	93	1454	.6	6.5
4-Book	200	4435	1.2	7.3	276	2200	1.7	7.3	229	2299	1.4	5.7	262	2682	1.6	7.9	121	1663	.8	8.3
WI '02	185	4122	1.1	7.2	238	1862	1.5	6.5	208	2060	1.3	5.7	254	2516	1.6	8.0	132	1487	.8	10.5
KRCD-FM																				
WI '03	21	420	.1	.8	28	187	.2	.8	26	224	.2	.7	25	238	.2	.7	17	161	.1	1.1
FA '02	18	402	.1	.6	16	161	.1	.4	33	210	.2	.8	28	221	.2	.8	8	99	.5	.5
SU '02	19	363	.1	.7	21	150	.1	.6	27	185	.2	.7	25	156	.2	.8	14	92	.1	1.0
SP '02	19	364	.1	.7	27	122	.2	.7	33	182	.2	.9	20	221	.1	.6	9	112	.1	.6
4-Book	19	387	.1	.7	23	155	.2	.6	30	200	.2	.8	25	209	.2	.7	12	116	.1	.8
WI '02	15	329	.1	.6	22	156	.1	.6	15	130	.1	.4	23	202	.1	.7	11	116	.1	.9
KRCV-FM																				
WI '03	11	259	.1	.4	16	127	.1	.4	16	114	.1	.4	15	110	.1	.4	6	34	.4	.4
FA '02	20	323	.1	.7	16	123	.1	.4	33	147	.2	.8	22	141	.1	.6	13	104	.1	.9
SU '02	23	293	.1	.9	27	146	.2	.7	40	192	.2	1.0	20	161	.1	.6	14	93	.1	1.0
SP '02	14	212	.1	.5	21	103	.1	.6	18	109	.1	.5	17	116	.1	.5	11	78	.1	.8
4-Book	17	272	.1	.6	20	125	.1	.5	27	141	.2	.7	19	132	.1	.5	11	77	.1	.8
WI '02	15	287	.1	.6	22	182	.1	.6	29	191	.2	.8	18	108	.1	.6	3	36	.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																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																					
WI '03		4	57		.1	3	30		.1	11	16	.1	.3	4	47		.1			16	
FA '02		7	85		.2	14	46	.1	.4	13	67	.1	.3	15	48	.1	.4	1		19	.1
SU '02		1	40			1	12			1	12			1	23			2		29	.1
SP '02		2	74		.1	4	45		.1	4	45		.1	1	15						
4-Book		4	64		.1	6	33		.2	7	35		.1	5	33		.1	1		16	.1
WI '02		3	92		.1	6	65		.2	9	79		.2	4	13		.1				
KRLH-AM																					
WI '03																					
FA '02																					
SU '02																					
SP '02																					
4-Book																					
WI '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																					
WI '03		178	3759	1.1	6.5	308	2108	1.9	8.3	224	1996	1.4	5.8	207	2203	1.3	6.2	105	1359	.6	6.8
FA '02		144	3465	.9	5.0	228	1839	1.4	5.8	170	1820	1.0	4.0	159	1738	1.0	4.6	89	1166	.5	6.1
SU '02		157	3573	1.0	5.9	244	1730	1.5	6.8	211	1958	1.3	5.3	182	2019	1.1	5.8	99	1479	.6	7.3
SP '02		180	3792	1.1	6.6	269	1906	1.7	7.0	199	2079	1.2	5.1	238	2305	1.5	7.2	123	1512	.8	8.7
4-Book		165	3647	1.0	6.0	262	1896	1.6	7.0	201	1963	1.2	5.1	197	2066	1.2	6.0	104	1379	.6	7.2
WI '02		197	3778	1.2	7.7	351	2040	2.2	9.5	240	2015	1.5	6.6	246	2321	1.5	7.8	102	1388	.6	8.1
KRTH-FM																					
WI '03		48	1678	.3	1.7	60	577	.4	1.6	86	795	.5	2.2	49	738	.3	1.5	24	374	.1	1.5
FA '02		57	1494	.3	2.0	68	512	.4	1.7	106	620	.6	2.5	60	749	.4	1.8	27	356	.2	1.9
SU '02		56	1618	.3	2.1	65	653	.4	1.8	108	692	.7	2.7	70	640	.4	2.2	27	401	.2	2.0
SP '02		46	1412	.3	1.7	44	614	.3	1.2	78	634	.5	2.0	58	602	.4	1.8	22	364	.1	1.5
4-Book		52	1551	.3	1.9	59	589	.4	1.6	95	685	.6	2.4	59	682	.4	1.8	25	374	.2	1.7
WI '02		42	1561	.3	1.6	44	510	.3	1.2	75	725	.5	2.1	56	726	.3	1.8	18	470	.1	1.4
KSCA-FM																					
WI '03		104	1583	.6	3.8	185	670	1.1	5.0	96	726	.6	2.5	189	826	1.1	5.7	31	371	.2	2.0
FA '02		112	1581	.7	3.9	269	1051	1.6	6.8	146	946	.9	3.4	61	435	.4	1.8	50	370	.3	3.4
SU '02		99	1271	.6	3.7	251	784	1.6	7.0	138	775	.9	3.5	66	399	.4	2.1	32	316	.2	2.4
SP '02		137	1626	.9	5.0	328	1006	2.0	8.6	209	1120	1.3	5.4	76	581	.5	2.3	33	348	.2	2.3
4-Book		113	1515	.7	4.1	258	878	1.6	6.9	147	892	.9	3.7	98	560	.6	3.0	37	351	.2	2.5
WI '02		123	1556	.8	4.8	306	1004	1.9	8.3	167	867	1.0	4.6	79	584	.5	2.5	46	384	.3	3.7
KSPN-AM																					
WI '03		5	66		.2	1	33			13	27	.1	.3	6	48		.2	2	18		.1
FA '02		2	71		.1	1	13				17			1	29			1	29		.1
SU '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02		2	53		.1	1	25			3	25		.1	4	31		.1	1	31		.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																					
WI '03		80	1878	.5	2.9	90	922	.5	2.4	127	996	.8	3.3	81	899	.5	2.4	41	509	.2	2.6
FA '02		61	1429	.4	2.1	77	651	.5	2.0	96	802	.6	2.2	64	540	.4	1.9	26	408	.2	1.8
SU '02		73	1561	.5	2.8	97	715	.6	2.7	144	921	.9	3.6	61	735	.4	1.9	20	360	.1	1.5
SP '02		69	1213	.4	2.5	78	495	.5	2.0	107	641	.7	2.8	93	694	.6	2.8	28	257	.2	2.0
4-Book		71	1520	.5	2.6	86	696	.5	2.3	119	840	.8	3.0	75	717	.5	2.3	29	384	.2	2.0
WI '02		61	1295	.4	2.4	96	741	.6	2.6	72	714	.4	2.0	81	653	.5	2.6	28	306	.2	2.2
KSUR-AM																					
WI '03																					
FA '02		4	68		.1	11	18	.1	.3									2	18		.1
SU '02			14																14		
SP '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-34

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTNQ-AM																				
WI '03	3	146	.1	.1	11	96	.1	.4	4	50	.1	.1	2	50	.1	.1	6	59	.4	.4
FA '02	20	262	.1	.7	15	96	.1	.4	41	156	.2	1.0	23	144	.1	.7	11	48	.1	.8
SU '02	4	173	.2	.2	5	85	.1	.1	7	87	.2	.2	4	52	.1	.1	1	25	.1	.1
SP '02	10	198	.1	.4	9	84	.1	.2	13	86	.1	.3	14	74	.1	.4	6	83	.4	.4
4-Book	9	195	.1	.4	7	69	.1	.2	16	95	.1	.4	11	80	.1	.3	6	54	.4	.4
WI '02	12	167	.1	.5	13	130	.1	.4	26	128	.2	.7	11	53	.1	.3	4	44	.3	.3
KTWV-FM																				
WI '03	37	689	.2	1.3	38	288	.2	1.0	62	346	.4	1.6	48	386	.3	1.4	18	181	.1	1.2
FA '02	56	798	.3	1.9	69	435	.4	1.8	107	351	.6	2.5	85	409	.5	2.5	12	202	.1	.8
SU '02	41	784	.3	1.6	36	334	.2	1.0	78	430	.5	2.0	40	307	.2	1.3	32	317	.2	2.4
SP '02	47	790	.3	1.7	41	332	.3	1.1	61	367	.4	1.6	69	355	.4	2.1	33	230	.2	2.3
4-Book	45	765	.3	1.6	46	347	.3	1.2	77	374	.5	1.9	61	364	.4	1.8	24	233	.2	1.7
WI '02	34	755	.2	1.3	39	351	.2	1.1	37	224	.2	1.0	43	320	.3	1.4	28	186	.2	2.2
KVIZ-FM																				
WI '03	37	562	.2	1.3	53	318	.3	1.4	53	356	.3	1.4	38	289	.2	1.1	24	214	.1	1.5
FA '02	48	647	.3	1.7	43	348	.3	1.1	72	352	.4	1.7	51	326	.3	1.5	36	276	.2	2.5
SU '02	38	646	.2	1.4	33	262	.2	.9	61	353	.4	1.5	37	238	.2	1.2	17	176	.1	1.3
SP '02	55	648	.3	2.0	55	312	.3	1.4	82	393	.5	2.1	72	417	.4	2.2	28	279	.2	2.0
4-Book	45	626	.3	1.6	46	310	.3	1.2	67	364	.4	1.7	50	318	.3	1.5	26	236	.2	1.8
WI '02	33	628	.2	1.3	26	212	.2	.7	44	338	.3	1.2	36	224	.2	1.1	19	186	.1	1.5
KVKW-AM																				
WI '03	4	61	.1	.1	2	24	.1	.1	16	37	.1	.4	1	12	.1	.1				
FA '02	7	101	.2	.2	12	60	.1	.3	17	78	.1	.4	5	42	.1	.1		12		
SU '02	19	173	.1	.7	33	66	.2	.9	45	136	.3	1.1	12	71	.1	.4	7	25		.5
SP '02	12	133	.1	.4	35	66	.2	.9	23	66	.1	.6	6	56	.2	.2				
4-Book	11	117	.1	.4	21	54	.1	.6	25	79	.2	.6	6	45	.2	.2	2	9	.1	.1
WI '02	9	159	.1	.4	8	70	.2	.2	27	85	.2	.7	3	26	.1	.1	1	24	.1	.1
KVVE-FM																				
WI '03	6	205	.2	.2	7	64	.2	.2	8	104	.2	.2	9	130	.1	.3	4	80	.3	.3
FA '02	10	357	.1	.3	11	106	.1	.3	13	124	.1	.3	12	169	.1	.4	4	152	.3	.3
SU '02	6	265	.2	.2	6	81	.2	.2	7	145	.2	.2	10	128	.1	.3	3	52	.2	.2
SP '02	7	291	.3	.3	13	156	.1	.3	5	55	.1	.1	8	97	.2	.2	3	64	.2	.2
4-Book	7	280	.3	.3	9	102	.1	.3	8	107	.2	.2	10	131	.1	.3	4	87	.3	.3
WI '02	10	229	.1	.4	14	112	.1	.4	24	94	.1	.7	13	78	.1	.4	1	36	.1	.1
KXOL-FM																				
WI '03	91	1514	.6	3.3	118	719	.7	3.2	161	865	1.0	4.2	98	726	.6	2.9	37	396	.2	2.4
FA '02	138	1662	.8	4.8	143	858	.9	3.6	237	1085	1.4	5.6	136	1026	.8	4.0	65	606	.4	4.5
SU '02	91	1172	.6	3.4	111	529	.7	3.1	145	781	.9	3.6	99	677	.6	3.1	44	454	.3	3.3
SP '02	127	1488	.8	4.6	164	818	1.0	4.3	218	1001	1.4	5.6	127	746	.8	3.8	64	425	.4	4.5
4-Book	112	1459	.7	4.0	134	731	.8	3.6	190	933	1.2	4.8	115	794	.7	3.5	53	470	.3	3.7
WI '02	91	1228	.6	3.5	102	514	.6	2.8	144	743	.9	3.9	108	754	.7	3.4	29	300	.2	2.3
KYSR-FM																				
WI '03	120	3306	.7	4.4	206	1740	1.2	5.6	160	1687	1.0	4.2	193	1978	1.2	5.8	40	900	.2	2.6
FA '02	108	3447	.7	3.7	178	1799	1.1	4.5	152	1602	.9	3.6	148	2081	.9	4.3	35	897	.2	2.4
SU '02	115	3249	.7	4.4	187	1543	1.2	5.2	176	1643	1.1	4.4	159	1673	1.0	5.0	24	736	.1	1.8
SP '02	126	3163	.8	4.6	222	1641	1.4	5.8	165	1686	1.0	4.3	179	1891	1.1	5.4	46	848	.3	3.2
4-Book	117	3291	.7	4.3	198	1681	1.2	5.3	163	1655	1.0	4.1	170	1906	1.1	5.1	36	845	.2	2.5
WI '02	123	3430	.8	4.8	210	1789	1.3	5.7	152	1642	.9	4.2	173	1936	1.1	5.5	44	899	.3	3.5
+KZAB-FM																				
KFSG-FM																				
WI '03	20	336	.1	.7	23	135	.1	.6	23	185	.1	.6	27	207	.2	.8	14	173	.1	.9
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Women 18-34																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																						
WI '03		46	1220	.3	1.7	55	630	.3	1.5	50	566	.3	1.3	60	809	.4	1.8	24	446	.1	1.5	
FA '02		41	903	.2	1.4	52	432	.3	1.3	76	564	.5	1.8	62	543	.4	1.8	13	286	.1	.9	
SU '02		49	959	.3	1.9	64	520	.4	1.8	66	607	.4	1.7	80	632	.5	2.5	18	363	.1	1.3	
SP '02		59	1208	.4	2.2	87	621	.5	2.3	93	729	.6	2.4	89	776	.6	2.7	19	412	.1	1.3	
4-Book		49	1073	.3	1.8	65	551	.4	1.7	71	617	.5	1.8	73	690	.5	2.2	19	377	.1	1.3	
WI '02		51	1040	.3	2.0	77	610	.5	2.1	80	626	.5	2.2	72	686	.4	2.3	12	294	.1	1.0	
KGGI-FM																						
WI '03		23	934	.1	.8	28	278	.2	.8	26	425	.2	.7	29	427	.2	.9	13	240	.1	.8	
FA '02		16	834	.1	.6	16	302	.1	.4	21	358	.1	.5	26	479	.2	.8	10	262	.1	.7	
SU '02		23	896	.1	.9	17	237	.1	.5	32	388	.2	.8	22	453	.1	.7	12	223	.1	.9	
SP '02		18	747	.1	.7	11	211	.1	.3	19	329	.1	.5	25	439	.2	.8	14	250	.1	1.0	
4-Book		20	853	.1	.8	18	257	.1	.5	25	375	.2	.6	26	450	.2	.8	12	244	.1	.9	
WI '02		21	932	.1	.8	27	281	.2	.7	21	321	.1	.6	22	456	.1	.7	16	280	.1	1.3	
TOTALS																						
WI '03		2749	15898	16.6		3693	13551	22.3		3842	13238	23.2		3338	13836	20.2		1554	10022	9.4		
FA '02		2895	16248	17.5		3932	14396	23.8		4267	13885	25.8		3421	14095	20.7		1458	10208	8.8		
SU '02		2642	15753	16.4		3605	13557	22.4		3974	13265	24.7		3154	13404	19.6		1352	9834	8.4		
SP '02		2735	15602	17.0		3816	13638	23.7		3874	13207	24.0		3311	13847	20.5		1420	9848	8.8		
4-Book		2755	15875	16.9		3762	13786	23.1		3989	13399	24.4		3306	13796	20.3		1446	9978	8.9		
WI '02		2568	15657	15.9		3676	13734	22.8		3650	12657	22.7		3167	13543	19.7		1256	9200	7.8		

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-34

		Women 18-34																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM	WI '03	10	186	.1	.3	1	39		.1									1	10			
	4-Book	12	182	.1	.4	1	46		.1	1	7		.1	3	16		.1	1	7			
KBIG-FM	WI '03	194	2222	1.2	5.3	65	1146	.4	3.3	35	212	.2	2.0	128	388	.8	3.9	92	305	.6	3.8	
	4-Book	155	1924	1.0	4.2	60	1041	.4	3.1	38	151	.3	2.0	107	365	.7	3.3	90	347	.6	3.7	
KBLA-AM	WI '03	21	191	.1	.6	1	23		.1									1	3			
	4-Book	23	187	.2	.6	4	45		.2	9	21	.1	.5	12	24	.1	.4	1	3			
KBUA-FM	WI '03	26	243	.2	.7	15	191	.1	.8	22	52	.1	1.3	28	63	.2	.9	31	88	.2	1.3	
	4-Book	25	222	.2	.7	12	124	.1	.6	10	31	.1	.6	18	48	.1	.6	23	71	.1	.9	
KBUE-FM	WI '03	106	1156	.6	2.9	82	750	.5	4.2	77	194	.5	4.4	108	279	.7	3.3	80	263	.5	3.3	
	4-Book	110	1130	.7	3.0	79	752	.5	4.1	87	207	.6	4.6	130	336	.8	4.0	88	237	.6	3.6	
KCBS-FM	WI '03	45	1097	.3	1.2	32	641	.2	1.6	25	136	.2	1.4	33	183	.2	1.0	65	234	.4	2.7	
	4-Book	55	1137	.3	1.5	27	588	.2	1.4	21	119	.1	1.1	45	208	.3	1.4	40	149	.3	1.7	
KDIS-AM	WI '03	12	273	.1	.3	6	132		.3	11	49	.1	.6	13	41	.1	.4	6	30		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	WI '03	23	403	.1	.6	22	247	.1	1.1	9	47	.1	.5	35	96	.2	1.1	57	105	.3	2.4	
	4-Book	22	322	.1	.6	18	205	.1	.9	27	62	.2	1.5	35	99	.2	1.1	23	50	.2	1.0	
+KDLE-FM	WI '03	31	398	.2	.9	30	312	.2	1.5	19	93	.1	1.1	55	152	.3	1.7	34	85	.2	1.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	42	552	.3	1.2	20	254	.1	1.0	37	110	.2	2.1	32	85	.2	1.0	22	58	.1	.9	
	4-Book	48	505	.3	1.3	10	164		.5	16	58	.1	.9	19	67	.1	.6	7	21		.3	
KFSH-FM	WI '03	30	366	.2	.8	21	313	.1	1.1	10	73	.1	.6	23	46	.1	.7	26	71	.2	1.1	
	4-Book	27	353	.2	.7	17	253	.1	.9	11	46	.1	.6	22	75	.1	.7	18	68	.1	.8	
KFWB-AM	WI '03	12	295	.1	.3	3	103		.2	3	31		.2	2	31		.1					
	4-Book	16	397	.1	.4	4	140		.2	9	39	.1	.5	3	35		.1	6	32		.2	
KHHT-FM	WI '03	164	2174	1.0	4.5	117	1428	.7	5.9	72	259	.4	4.1	167	594	1.0	5.1	127	370	.8	5.3	
	4-Book	165	2073	1.0	4.5	99	1336	.6	5.0	69	235	.4	3.7	140	525	.8	4.3	115	374	.7	4.7	
KHJ -AM	WI '03	21	156	.1	.6	11	115	.1	.6	16	59	.1	.9	22	37	.1	.7	20	23	.1	.8	
	4-Book	19	225	.1	.5	12	112	.1	.6	16	36	.1	.9	17	39	.1	.5	13	31	.1	.6	
KIIS-FM	WI '03	261	4250	1.6	7.2	148	2584	.9	7.5	134	568	.8	7.6	283	1015	1.7	8.7	151	589	.9	6.3	
	4-Book	249	4194	1.6	6.7	144	2552	.9	7.4	135	565	.8	7.2	247	1025	1.5	7.5	175	737	1.1	7.3	
KVVS-FM	WI '03	6	70		.2	4	47		.2	3	22		.2	18	22	.1	.6	1	11		.4	
	4-Book	8	135		.3	5	94		.3	5	28		.3	12	43	.1	.4	8	27		.4	
KJLH-FM	WI '03	47	708	.3	1.3	38	496	.2	1.9	15	68	.1	.9	53	167	.3	1.6	18	40	.1	.7	
	4-Book	50	654	.3	1.4	47	527	.3	2.4	24	91	.2	1.3	39	111	.2	1.2	34	113	.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

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	178	2590	1.1	4.9	85	1509	.5	4.3	65	271	.4	3.7	139	600	.8	4.3	112	356	.7	4.7
4-Book	198	2745	1.2	5.4	87	1630	.6	4.5	80	305	.5	4.2	160	669	1.0	4.9	112	408	.7	4.7
KKLA-FM																				
WI '03	16	294	.1	.4	4	70	.2	.2	6	22	.3	.3	2	22	.1	.1	5	13	.2	.2
4-Book	12	187	.1	.3	4	86	.2	.2	3	13	.1	.1	2	17	.1	.1	5	13	.2	.2
KLAC-AM																				
WI '03	2	98	.1	.1	2	46	.1	.1	1	3	.1	.1	4	10	.1	.1	6	11	.2	.2
4-Book	4	114	.1	.1	3	59	.2	.2	1	3	.1	.1	4	10	.1	.1	3	9	.1	.1
KLAX-FM																				
WI '03	140	1455	.8	3.8	100	1052	.6	5.1	103	316	.6	5.9	164	408	1.0	5.0	135	320	.8	5.6
4-Book	138	1457	.8	3.7	97	987	.6	5.0	96	287	.6	5.1	159	436	1.0	4.8	116	288	.7	4.8
KLQS-FM																				
WI '03	28	787	.2	.8	19	482	.1	1.0	9	37	.1	.5	29	161	.2	.9	26	151	.2	1.1
4-Book	36	903	.2	1.0	20	446	.1	1.0	10	47	.1	.5	27	153	.2	.8	32	121	.2	1.3
KLSX-FM																				
WI '03	93	803	.6	2.6	19	178	.1	1.0	4	16	.2	.2	8	27	.2	.2	20	65	.1	.8
4-Book	85	781	.6	2.3	12	192	.1	.7	6	21	.3	.3	4	18	.1	.1	12	50	.1	.5
KLTX-AM																				
WI '03	33	167	.2	.9	24	151	.1	1.2	31	97	.2	1.8	39	109	.2	1.2	29	62	.2	1.2
4-Book	33	174	.2	.9	22	148	.1	1.2	32	74	.2	1.8	38	87	.2	1.2	23	57	.2	1.0
KLVE-FM																				
WI '03	179	2144	1.1	4.9	109	1309	.7	5.5	98	308	.6	5.6	163	455	1.0	5.0	125	342	.8	5.2
4-Book	175	1981	1.1	4.7	96	1181	.6	5.0	100	319	.7	5.3	167	430	1.0	5.1	106	291	.7	4.4
KLYY-FM																				
WI '03	31	495	.2	.9	21	270	.1	1.1	10	55	.1	.6	30	89	.2	.9	24	101	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	21	335	.1	.6	12	239	.1	.6	19	81	.1	.6	24	99	.1	.6	24	99	.1	1.0
4-Book	27	408	.2	.8	13	255	.1	.7	10	36	.1	.5	21	84	.1	.6	19	83	.1	.8
KNX -AM																				
WI '03	13	430	.1	.4	6	154	.3	.3	10	46	.1	.6	7	34	.2	.2	7	19	.3	.3
4-Book	16	402	.1	.4	6	156	.3	.3	6	29	.1	.4	9	36	.1	.3	7	19	.3	.3
KOST-FM																				
WI '03	164	1834	1.0	4.5	58	956	.4	2.9	75	191	.5	4.3	80	252	.5	2.5	35	152	.2	1.5
4-Book	151	1895	.9	4.1	72	1119	.5	3.7	70	229	.4	3.7	111	349	.7	3.4	80	301	.5	3.3
KPWR-FM																				
WI '03	238	3763	1.4	6.5	149	2412	.9	7.6	107	449	.6	6.1	239	885	1.4	7.3	210	804	1.3	8.7
4-Book	254	3904	1.6	6.8	160	2487	1.0	8.2	127	463	.8	6.8	267	1014	1.6	8.1	237	844	1.5	9.7
KRCB-FM																				
WI '03	26	375	.2	.7	14	234	.1	.7	4	22	.2	.2	22	110	.1	.7	22	57	.1	.9
4-Book	26	336	.2	.7	11	155	.1	.6	12	28	.1	.6	24	83	.2	.8	14	42	.1	.6
KRCV-FM																				
WI '03	16	225	.1	.4	5	66	.3	.3	13	55	.1	.4	9	24	.1	.4	9	24	.1	.4
4-Book	22	220	.1	.6	11	123	.1	.6	10	35	.1	.5	23	62	.2	.7	9	25	.1	.4
KRLA-AM																				
WI '03	6	47	.2	.2	1	24	.1	.1	4	14	.2	.2	1	10	.2	.2	4	14	.2	.2
4-Book	6	54	.2	.2	1	12	.1	.1	1	4	.1	.1	1	6	.1	.1	2	6	.1	.1
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
WI '03	245	3369	1.5	6.7	108	1961	.7	5.5	85	409	.5	4.8	215	835	1.3	6.6	133	525	.8	5.5
4-Book	219	3180	1.3	5.9	110	1932	.7	5.7	72	336	.4	3.9	202	850	1.3	6.1	155	603	.9	6.4
KRTH-FM																				
WI '03	67	1409	.4	1.8	32	523	.2	1.6	24	102	.1	1.4	52	169	.3	1.6	57	181	.3	2.4
4-Book	73	1217	.5	2.0	32	619	.2	1.7	27	116	.2	1.5	65	229	.4	2.0	44	155	.3	1.9
KSCA-FM																				
WI '03	152	1340	.9	4.2	68	809	.4	3.5	161	336	1.0	9.2	109	319	.7	3.3	128	251	.8	5.3
4-Book	167	1284	1.0	4.5	70	762	.4	3.6	194	385	1.2	10.2	119	344	.8	3.6	71	166	.5	2.9
KSPN-AM																				
WI '03	7	48		.2	2	30		.1	2	12		.1	6	12		.2	8	30		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	102	1507	.6	2.8	69	980	.4	3.5	46	199	.3	2.6	180	479	1.1	5.5	77	263	.5	3.2
4-Book	95	1270	.6	2.6	56	783	.3	2.9	44	146	.3	2.3	114	319	.7	3.5	68	218	.4	2.8
KSUR-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM																				
WI '03	2	98		.1	1	12		.1	9	12	.1	.5	11	22	.1	.3	8	21	.1	.3
4-Book	12	142	.1	.3	8	73	.1	.4	13	23	.1	.7	11	22	.1	.3	8	21	.1	.3
KTWV-FM																				
WI '03	50	576	.3	1.4	26	375	.2	1.3	16	50	.1	.9	32	134	.2	1.0	36	81	.2	1.5
4-Book	63	621	.4	1.7	30	392	.2	1.5	23	86	.1	1.2	55	136	.4	1.7	47	105	.3	1.9
KWIZ-FM																				
WI '03	48	505	.3	1.3	24	274	.1	1.2	39	95	.2	2.2	28	92	.2	.9	41	107	.2	1.7
4-Book	55	523	.3	1.5	38	346	.2	2.0	33	90	.2	1.8	71	187	.5	2.2	44	112	.3	1.8
KWKW-AM																				
WI '03	7	61		.2	3	39		.1	13	25	.1	.7	2	12		.1	1	3		.3
4-Book	18	99	.1	.5	3	39		.1	13	25	.1	.7	2	12		.1	1	3		.3
KWVE-FM																				
WI '03	8	179		.2	5	90		.3	5	13		.2	8	51		.2	4	15		.2
4-Book	9	218		.2	6	128		.3	5	13		.2	11	46	.1	.3	5	23		.2
KXOL-FM																				
WI '03	129	1278	.8	3.5	61	836	.4	3.1	96	260	.6	5.5	140	364	.8	4.3	50	151	.3	2.1
4-Book	150	1256	1.0	4.0	84	794	.5	4.3	114	261	.7	6.0	164	363	1.0	5.0	101	255	.6	4.1
KYSR-FM																				
WI '03	184	3004	1.1	5.1	60	1387	.4	3.1	44	307	.3	2.5	117	566	.7	3.6	64	372	.4	2.7
4-Book	176	2948	1.1	4.8	68	1474	.4	3.5	55	294	.4	2.9	135	580	.8	4.1	104	435	.7	4.3
+KZAB-FM																				
KFSG-FM																				
WI '03	24	275	.1	.7	18	182	.1	.9	9	28	.1	.5	16	46	.1	.5	29	72	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	55	1053	.3	1.5	45	686	.3	2.3	33	106	.2	1.9	77	288	.5	2.4	49	278	.3	2.0
4-Book	70	952	.4	1.9	32	562	.2	1.7	28	112	.2	1.5	66	269	.4	2.0	45	206	.3	1.9
KGGI-FM																				
WI '03	28	692	.2	.8	22	453	.1	1.1	17	59	.1	1.0	29	169	.2	.9	15	101	.1	.6
4-Book	23	668	.1	.6	21	431	.1	1.1	10	52	.1	.6	28	156	.2	.9	21	119	.1	.9
TOTALS																				
WI '03	3641	15615	22.0		1967	13232	11.9		1754	5334	10.6		3254	8089	19.7		2402	6256	14.5	
4-Book	3709	15665	22.7		1942	13112	11.9		1886	5243	11.6		3277	8230	20.1		2410	6338	14.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03				2				3				1							
4-Book				2				2				1				1			
KBIG-FM																			
WI '03				84				74				45				14			
4-Book				62				71				49				26			
KBLA-AM																			
WI '03												6				4			
4-Book								4				2				1			
KBUA-FM																			
WI '03				1				24				6				3			
4-Book				7				17				10				5			
KBUE-FM																			
WI '03				61				109				117				48			
4-Book				49				103				75				43			
KCBS-FM																			
WI '03				23				47				43				13			
4-Book				15				35				34				16			
KDIS-AM																			
WI '03				3				15				1				**			
4-Book				**				**				**				**			
+KDLD-FM																			
KSSC-FM																			
WI '03				7				33				10				16			
4-Book				8				23				8				9			
+KDLE-FM																			
KSSD-FM																			
WI '03				28				30				40				9			
4-Book				**				**				**				**			
KFI -AM																			
WI '03				9				8				23				21			
4-Book				5				8				9				10			
KFSH-FM																			
WI '03				25				41				8				7			
4-Book				12				28				17				7			
KFWB-AM																			
WI '03								1				13				1			
4-Book				3				6				7				1			
KHHT-FM																			
WI '03				92				98				103				193			
4-Book				88				83				87				151			
KHJ -AM																			
WI '03				5				4				11				10			
4-Book				8				19				8				5			
KIIS-FM																			
WI '03				95				207				111				70			
4-Book				120				167				126				70			
KVVS-FM																			
WI '03				6				5				3				4			
4-Book				5				7				10				9			
KJLH-FM																			
WI '03				23				65				72				25			
4-Book				33				84				63				33			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM WI '03 4-Book	125 94	409 367	.8 .6	8.2 6.2	50 43	245 168	.3 .3	4.1 3.7	46 70	227 339	.3 .4	2.0 3.1	43 62	219 292	.3 .4	2.3 3.6	87 68	274 276	.5 .4	6.8 5.9
KKLA-FM WI '03 4-Book	3 2	23 12	.2 .2	.2 .2	7 4	34 19	.6 .4	.6 .4	5 6	32 34	.2 .3	.2 .3	7 3	25 20	.4 .2	.4 .2	9 7	25 25	.1 .1	.6 .6
KLAC-AM WI '03 4-Book	4 2	11 10	.3 .1	.3 .1	2 2	4 4	.2 .2	.2 .2	4 4	4 4	.2 .2	.2 .2	2 7	20 25	.1 .5	.1 .5	1 2	15 16	.1 .2	.1 .2
KLAX-FM WI '03 4-Book	59 69	234 206	.4 .4	3.9 4.5	62 65	183 200	.4 .4	5.1 5.5	135 134	399 362	.8 .8	5.8 5.9	87 90	238 238	.5 .5	4.7 5.2	50 45	187 165	.3 .3	3.9 4.0
KLCS-FM WI '03 4-Book	15 21	64 84	.1 .1	1.0 1.4	7 10	51 42	.6 .8	.6 .8	45 29	160 128	.3 .2	1.9 1.2	11 19	62 91	.1 .1	.6 1.1	6 10	35 48	.1 .1	.5 .9
KLSX-FM WI '03 4-Book	10 5	34 21	.1 .1	.7 .3	15 23	45 71	.1 .2	1.2 1.9	50 35	107 88	.3 .2	2.1 1.5	32 11	65 29	.2 .1	1.7 .6	9 3	34 11	.1 .1	.7 .2
KLTX-AM WI '03 4-Book	12 13	50 38	.1 .1	.8 .9	18 22	54 59	.1 .2	1.5 1.9	29 27	62 75	.2 .2	1.2 1.2	26 22	36 48	.2 .2	1.4 1.3	9 4	36 18	.1 .1	.7 .3
KLVE-FM WI '03 4-Book	115 102	388 305	.7 .6	7.6 6.8	61 53	221 189	.4 .3	5.0 4.4	143 116	398 362	.9 .7	6.1 5.2	81 61	252 199	.5 .4	4.4 3.5	73 53	274 176	.4 .3	5.7 4.5
KLYY-FM WI '03 4-Book	21 **	57 **	.1 **	1.4 **	11 **	35 **	.1 **	.9 **	35 **	88 **	.2 **	1.5 **	24 **	68 **	.1 **	1.3 **	13 **	36 **	.1 **	1.0 **
KMZZ-FM WI '03 4-Book	15 13	54 55	.1 .1	1.0 .8	6 9	12 38	.5 .1	.5 .7	7 12	26 48	.3 .1	.3 .5	14 12	42 43	.1 .1	.8 .7	13 10	81 44	.1 .1	1.0 .9
KNX -AM WI '03 4-Book	3 5	16 25	.2 .4	.2 .4	12 5	41 17	.1 .4	1.0 .4	7 5	26 29	.3 .2	.3 .2	2 8	11 42	.1 .1	.1 .4	5 4	25 29	.4 .3	.4 .3
KOST-FM WI '03 4-Book	88 71	257 275	.5 .4	5.8 4.7	37 37	158 153	.2 .3	3.0 3.1	54 83	244 306	.3 .5	2.3 3.6	31 52	153 196	.2 .3	1.7 3.0	55 63	198 236	.3 .4	4.3 5.6
KPWR-FM WI '03 4-Book	132 153	545 624	.8 1.0	8.7 10.2	85 80	336 288	.5 .5	7.0 6.8	139 162	584 639	.8 1.0	5.9 7.2	139 145	544 548	.8 .9	7.6 8.4	128 96	404 361	.8 .6	10.0 8.3
KRCD-FM WI '03 4-Book	7 6	48 35	.5 .4	.5 .4	18 7	36 20	.1 .6	1.5 .6	28 14	91 51	.2 .1	1.2 .6	11 6	49 27	.1 .1	.6 .4	4 6	24 21	.3 .5	.3 .5
KRCV-FM WI '03 4-Book	4 7	10 16	.3 .5	.3 .5	7 7	18 18	.6 .6	.6 .6	17 17	41 41	.1 .1	.7 .7	10 9	22 28	.1 .1	.5 .5	3 6	11 23	.2 .6	.2 .6
KRLA-AM WI '03 4-Book					4 1	14 4		.3 .1												
KRLH-AM WI '03 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																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	79	396	.5	5.2	31	190	.2	2.5	145	657	.9	6.2	112	452	.7	6.1	49	312	.3	3.8
	4-Book	94	447	.6	6.2	52	241	.3	4.4	122	571	.8	5.4	116	498	.7	6.8	62	335	.4	5.5
KRTH-FM	WI '03	11	48	.1	.7	18	91	.1	1.5	42	129	.3	1.8	43	72	.3	2.3	12	41	.1	.9
	4-Book	20	72	.1	1.3	13	63	.1	1.1	31	135	.2	1.4	34	128	.2	1.9	23	70	.2	2.1
KSCA-FM	WI '03	23	92	.1	1.5	51	136	.3	4.2	26	114	.2	1.1	57	143	.3	3.1	12	47	.1	.9
	4-Book	21	83	.1	1.4	60	147	.4	5.1	52	187	.4	2.3	46	108	.3	2.7	12	48	.1	1.1
KSPN-AM	WI '03									2	12		.1								
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	32	145	.2	2.1	41	141	.2	3.4	96	322	.6	4.1	44	136	.3	2.4	24	91	.1	1.9
	4-Book	33	133	.2	2.2	32	116	.2	2.7	86	249	.5	3.9	47	136	.3	2.8	21	80	.1	1.8
KSUR-AM	WI '03																				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03																				
	4-Book	2	9		.1	6	15		.5	8	17		.4	7	12		.4	3	12		.3
KTWV-FM	WI '03	11	26	.1	.7	14	27	.1	1.2	31	120	.2	1.3	29	124	.2	1.6	35	74	.2	2.7
	4-Book	20	58	.1	1.4	13	59	.1	1.1	32	111	.2	1.4	28	98	.2	1.7	18	61	.1	1.6
KWIZ-FM	WI '03	15	49	.1	1.0	17	60	.1	1.4	20	70	.1	.9	23	84	.1	1.3	16	50	.1	1.3
	4-Book	30	89	.2	2.0	19	60	.1	1.6	50	127	.3	2.3	36	93	.2	2.1	19	60	.1	1.7
KWKW-AM	WI '03																				
	4-Book	1	3		.1	2	3		.2	4	11		.2	2	8		.1				
KWVE-FM	WI '03	1	13		.1	4	15		.3	19	52		.8								
	4-Book	2	12		.1	11	38		.9	10	38		.4	3	18		.2	4	24		.4
KXOL-FM	WI '03	40	149	.2	2.6	47	171	.3	3.9	56	184	.3	2.4	34	127	.2	1.9	20	97	.1	1.6
	4-Book	46	145	.3	3.0	58	172	.4	4.9	101	263	.6	4.4	52	150	.3	3.0	32	120	.2	2.9
KYSR-FM	WI '03	48	262	.3	3.2	22	94	.1	1.8	77	340	.5	3.3	65	278	.4	3.5	31	191	.2	2.4
	4-Book	47	251	.3	3.1	27	148	.2	2.3	77	368	.5	3.4	64	316	.4	3.8	29	190	.2	2.5
+KZAB-FM	WI '03	19	35	.1	1.3	16	50	.1	1.3	19	76	.1	.8	34	84	.2	1.9	7	27		.5
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	35	116	.2	2.3	23	122	.1	1.9	72	261	.4	3.1	52	183	.3	2.8	14	54	.1	1.1
	4-Book	19	95	.1	1.3	16	97	.1	1.4	42	189	.3	1.8	25	104	.2	1.4	11	71	.1	1.0
KGFI-FM	WI '03	11	65	.1	.7	15	73	.1	1.2	12	92	.1	.5	33	89	.2	1.8	42	96	.3	3.3
	4-Book	20	88	.2	1.4	7	36		.6	15	82		.7	24	90		1.5	37	89		3.3
TOTALS	WI '03	1519	4664	9.2		1216	3792	7.4		2347	6479	14.2		1836	5029	11.1		1274	3781	7.7	
	4-Book	1510	4706	9.3		1187	3655	7.3		2277	6442	14.0		1733	4723	10.6		1149	3639	7.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
WI '03	43	858	.1	.8	49	352	.2	.7	64	443	.2	.9	77	473	.2	1.2	33	247	.1	1.3
FA '02	28	694	.1	.5	32	257	.1	.4	47	400	.2	.6	46	373	.1	.7	11	182		.5
SU '02	27	688	.1	.5	16	262	.1	.2	25	200	.1	.3	86	424	.3	1.5	12	175		.5
SP '02	21	617	.1	.4	30	202	.1	.4	22	254	.1	.3	40	356	.1	.7	20	240	.1	.9
4-Book	30	714	.1	.6	32	268	.1	.4	40	324	.2	.5	62	407	.2	1.0	19	211	.1	.8
WI '02	28	720	.1	.6	28	278	.1	.4	35	291	.1	.5	57	399	.2	1.0	13	196		.6
KBIG-FM																				
WI '03	237	4482	.8	4.6	251	2032	.8	3.4	511	2652	1.7	6.9	304	2313	1.0	4.8	64	932	.2	2.6
FA '02	213	3975	.7	4.0	236	1904	.8	3.0	430	1927	1.4	5.4	281	1949	.9	4.4	70	870	.2	2.9
SU '02	195	3948	.6	3.9	236	1606	.8	3.3	384	2083	1.3	5.1	237	1993	.8	4.0	55	850	.2	2.4
SP '02	197	4269	.6	3.9	237	2024	.8	3.1	377	2271	1.2	5.1	268	2457	.9	4.4	64	1095	.2	2.9
4-Book	211	4169	.7	4.1	240	1892	.8	3.2	426	2233	1.4	5.6	273	2178	.9	4.4	63	937	.2	2.7
WI '02	214	4167	.7	4.5	293	1954	1.0	4.2	410	2066	1.4	5.9	308	2081	1.0	5.2	60	849	.2	2.9
KBLA-AM																				
WI '03	21	453	.1	.4	46	202	.1	.6	37	236	.1	.5	22	154	.1	.3	9	99		.4
FA '02	31	394	.1	.6	41	194	.1	.5	85	322	.3	1.1	26	201	.1	.4	7	46		.3
SU '02	25	426	.1	.5	49	213	.2	.7	64	268	.2	.9	12	175	.2	.6	6	90		.3
SP '02	34	519	.1	.7	47	163	.2	.6	93	278	.3	1.3	19	145	.1	.3	6	71		.3
4-Book	28	448	.1	.6	46	193	.2	.6	70	276	.2	1.0	20	169	.1	.3	7	77		.3
WI '02	29	441	.1	.6	37	147	.1	.5	64	278	.2	.9	17	89	.1	.3	14	99		.7
KBUA-FM																				
WI '03	25	347	.1	.5	38	168	.1	.5	37	205	.1	.5	13	130		.2	18	128	.1	.7
FA '02	49	470	.2	.9	60	222	.2	.8	54	273	.2	.7	75	338	.2	1.2	37	223	.1	1.6
SU '02	16	273	.1	.3	25	119	.1	.3	21	190	.1	.3	15	106		.3	7	112		.3
SP '02	18	296	.1	.4	32	186	.1	.4	29	166	.1	.4	19	109	.1	.3	8	81		.4
4-Book	27	347	.1	.5	39	174	.1	.5	35	209	.1	.5	31	171	.1	.5	18	136	.1	.8
WI '02	8	254		.2	17	127	.1	.2	11	93		.2	7	58		.1	4	36		.2
KBUE-FM																				
WI '03	128	1920	.4	2.5	144	810	.5	2.0	162	1148	.5	2.2	156	1221	.5	2.5	79	720	.3	3.2
FA '02	136	2174	.4	2.5	154	1089	.5	2.0	187	1292	.6	2.3	189	1237	.6	3.0	69	653	.2	2.9
SU '02	145	1913	.5	2.9	197	972	.6	2.7	189	1148	.6	2.5	131	949	.4	2.2	90	635	.3	3.9
SP '02	119	1828	.4	2.3	158	782	.5	2.1	155	955	.5	2.1	138	1056	.5	2.3	69	658	.2	3.1
4-Book	132	1959	.4	2.6	163	913	.5	2.2	173	1136	.6	2.3	154	1116	.5	2.5	77	667	.3	3.3
WI '02	91	1520	.3	1.9	114	790	.4	1.6	143	887	.5	2.1	107	756	.4	1.8	33	419	.1	1.6
KCBS-FM																				
WI '03	88	3184	.3	1.7	114	1285	.4	1.5	111	1488	.4	1.5	115	1665	.4	1.8	37	812	.1	1.5
FA '02	97	3273	.3	1.8	132	1444	.4	1.7	144	1435	.5	1.8	132	1675	.4	2.1	41	774	.1	1.7
SU '02	110	3159	.4	2.2	158	1277	.5	2.2	170	1541	.6	2.3	125	1659	.4	2.1	37	827	.1	1.6
SP '02	137	3248	.5	2.7	190	1424	.6	2.5	231	1633	.8	3.2	201	2020	.7	3.3	32	790	.1	1.5
4-Book	108	3216	.4	2.1	149	1358	.5	2.0	164	1524	.6	2.2	143	1755	.5	2.3	37	801	.1	1.6
WI '02	72	2546	.2	1.5	98	1197	.3	1.4	103	1231	.3	1.5	115	1425	.4	1.9	23	616	.1	1.1
KDIS-AM																				
WI '03	26	927	.1	.5	36	449	.1	.5	21	332	.1	.3	48	513	.2	.8	7	129		.3
FA '02	23	1000	.1	.4	53	528	.2	.7	13	229		.2	35	536	.1	.5	4	160		.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	24	1218	.1	.5	40	546	.1	.5	16	441	.1	.2	40	561	.1	.7	5	164		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	19	900	.1	.4	36	464	.1	.5	14	297		.2	29	393	.1	.5	6	99		.3
+KDLD-FM																				
KSSC-FM																				
WI '03	23	544	.1	.4	22	212	.1	.3	27	315	.1	.4	30	330	.1	.5	14	223		.6
FA '02	26	546	.1	.5	46	275	.1	.6	44	266	.1	.6	23	257	.1	.4	2	78		.1
SU '02	28	487	.1	.6	43	273	.1	.6	39	295	.1	.5	28	278	.1	.5	12	157		.5
SP '02	18	426	.1	.4	24	228	.1	.3	24	224	.1	.3	17	208	.1	.3	11	94		.5
4-Book	24	501	.1	.5	34	247	.1	.5	34	275	.1	.5	25	268	.1	.4	10	138		.4
WI '02	14	349		.3	15	156		.2	15	145		.2	19	175	.1	.3	11	131		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																			
KSSD-FM																			
WI '03	35	623	.1	.7	33	247	.1	.4	55	370	.2	.7	52	474	.2	.8	9	162	.4
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	109	2135	.4	2.1	140	949	.5	1.9	227	1310	.7	3.1	129	1078	.4	2.0	37	364	.1
FA '02	104	1825	.3	1.9	153	966	.5	2.0	206	1173	.7	2.6	123	995	.4	1.9	38	254	.1
SU '02	138	2025	.5	2.8	189	1010	.6	2.6	271	1308	.9	3.6	192	1113	.6	3.3	50	494	.2
SP '02	104	1808	.3	2.1	172	919	.6	2.3	225	1180	.7	3.1	134	943	.4	2.2	21	289	.1
4-Book	114	1948	.4	2.2	164	961	.6	2.2	232	1243	.8	3.1	145	1032	.5	2.4	37	350	.1
WI '02	115	2202	.4	2.4	154	1093	.5	2.2	230	1415	.8	3.3	145	1118	.5	2.5	34	411	.1
KFSH-FM																			
WI '03	55	1097	.2	1.1	83	765	.3	1.1	77	630	.2	1.0	63	581	.2	1.0	17	237	.1
FA '02	46	962	.1	.9	52	492	.2	.7	63	510	.2	.8	79	636	.3	1.2	17	383	.1
SU '02	48	918	.2	1.0	70	603	.2	1.0	68	642	.2	.9	60	595	.2	1.0	19	355	.1
SP '02	47	907	.2	.9	66	571	.2	.9	51	513	.2	.7	75	580	.2	1.2	16	253	.1
4-Book	49	971	.2	1.0	68	608	.2	.9	65	574	.2	.9	69	598	.2	1.1	17	307	.1
WI '02	59	1047	.2	1.2	79	694	.3	1.1	83	585	.3	1.2	80	596	.3	1.4	24	308	.1
KFWB-AM																			
WI '03	36	1413	.1	.7	93	926	.3	1.3	30	515	.1	.4	56	687	.2	.9	7	245	.3
FA '02	37	1760	.1	.7	87	981	.3	1.1	35	563	.1	.4	61	983	.2	1.0	8	266	.3
SU '02	40	1364	.1	.8	100	849	.3	1.4	25	478	.1	.3	56	692	.2	1.0	16	188	.1
SP '02	28	1280	.1	.6	77	846	.3	1.0	17	414	.1	.2	44	634	.1	.7	6	168	.3
4-Book	35	1454	.1	.7	89	901	.3	1.2	27	493	.1	.3	54	749	.2	.9	9	217	.4
WI '02	28	1479	.1	.6	76	901	.3	1.1	15	423	.2	.2	43	670	.1	.7	10	213	.5
KHHT-FM																			
WI '03	222	3757	.7	4.3	249	1948	.8	3.4	307	1891	1.0	4.2	273	2102	.9	4.3	152	1426	.5
FA '02	242	4023	.8	4.5	263	1755	.9	3.4	388	2095	1.3	4.9	279	2307	.9	4.4	135	1492	.4
SU '02	195	3986	.6	3.9	229	1729	.8	3.2	280	2132	.9	3.7	231	2194	.8	3.9	122	1361	.4
SP '02	199	3630	.7	3.9	230	1621	.8	3.0	327	1938	1.1	4.5	243	2001	.8	4.0	107	1278	.4
4-Book	215	3849	.7	4.2	243	1763	.8	3.3	326	2014	1.1	4.3	257	2151	.9	4.2	129	1389	.4
WI '02	242	3782	.8	5.1	292	2013	1.0	4.1	376	1913	1.2	5.4	297	2236	1.0	5.0	138	1258	.5
KHJ -AM																			
WI '03	47	620	.2	.9	40	244	.1	.5	61	320	.2	.8	89	289	.3	1.4	18	168	.1
FA '02	43	692	.1	.8	49	274	.2	.6	74	385	.2	.9	42	328	.1	.7	19	133	.1
SU '02	20	461	.1	.4	22	144	.1	.3	26	252	.1	.3	28	204	.1	.5	8	124	.3
SP '02	40	526	.1	.8	50	260	.2	.7	70	302	.2	1.0	46	278	.2	.8	12	101	.5
4-Book	38	575	.1	.7	40	231	.2	.5	58	315	.2	.8	51	275	.2	.9	14	132	.1
WI '02	20	427	.1	.4	21	144	.1	.3	38	208	.1	.5	22	188	.1	.4	14	121	.7
KIIS-FM																			
WI '03	292	7051	.9	5.7	387	3467	1.3	5.3	417	3730	1.4	5.7	369	3832	1.2	5.8	115	2014	.4
FA '02	283	7143	.9	5.3	420	3793	1.4	5.4	370	3611	1.2	4.6	349	4084	1.1	5.5	128	2034	.4
SU '02	305	7317	1.0	6.1	394	3819	1.3	5.4	417	3746	1.4	5.6	407	4019	1.3	6.9	173	2158	.6
SP '02	255	7086	.8	5.0	371	3535	1.2	4.9	320	3438	1.1	4.4	323	3813	1.1	5.3	123	1817	.4
4-Book	284	7149	.9	5.5	393	3654	1.3	5.3	381	3631	1.3	5.1	362	3937	1.2	5.9	135	2006	.5
WI '02	264	7214	.9	5.5	381	3885	1.3	5.4	311	3281	1.0	4.5	365	3857	1.2	6.2	115	2081	.4
KVVS-FM																			
WI '03	8	147	.2	.2	20	96	.1	.3	7	97	.1	.1	7	102	.1	.1	4	72	.2
FA '02	14	230	.3	.3	24	120	.1	.3	16	138	.1	.2	12	121	.2	.2	5	106	.2
SU '02	7	261	.1	.1	8	143	.1	.1	11	149	.1	.1	8	138	.1	.1	2	63	.1
SP '02	20	383	.1	.4	31	246	.1	.4	23	244	.1	.3	25	216	.1	.4	15	64	.7
4-Book	12	255	.3	.3	21	151	.1	.3	14	157	.1	.2	13	144	.2	.2	7	76	.3
WI '02	11	270	.2	.2	19	177	.1	.3	11	143	.2	.2	10	141	.2	.2	7	58	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KJLH-FM																				
WI '03	92	1698	.3	1.8	114	785	.4	1.5	111	750	.4	1.5	103	786	.3	1.6	47	484	.2	1.9
FA '02	135	1739	.4	2.5	142	745	.5	1.8	159	807	.5	2.0	146	960	.5	2.3	100	799	.3	4.2
SU '02	107	1617	.4	2.1	122	737	.4	1.7	129	752	.4	1.7	118	805	.4	2.0	71	588	.2	3.1
SP '02	97	1652	.3	1.9	109	720	.4	1.4	108	663	.4	1.5	105	835	.3	1.7	38	517	.1	1.7
4-Book	108	1677	.4	2.1	122	747	.4	1.6	127	743	.4	1.7	118	847	.4	1.9	64	597	.2	2.7
WI '02	76	1558	.3	1.6	79	631	.3	1.1	76	621	.3	1.1	81	739	.3	1.4	51	477	.2	2.5
KKBT-FM																				
WI '03	193	4305	.6	3.7	407	2320	1.3	5.5	212	2056	.7	2.9	223	2104	.7	3.5	85	1257	.3	3.5
FA '02	221	4570	.7	4.1	459	2529	1.5	5.9	260	2305	.8	3.3	268	2556	.9	4.2	93	1364	.3	3.9
SU '02	231	4498	.8	4.6	481	2340	1.6	6.6	323	2396	1.1	4.3	244	2398	.8	4.2	92	1255	.3	4.0
SP '02	228	4210	.8	4.5	559	2524	1.8	7.3	246	2217	.8	3.4	230	2486	.8	3.8	92	1341	.3	4.2
4-Book	218	4396	.7	4.2	477	2428	1.6	6.3	260	2244	.8	3.5	241	2386	.8	3.9	91	1304	.3	3.9
WI '02	216	3984	.7	4.5	432	2194	1.4	6.1	264	1911	.9	3.8	255	2186	.8	4.3	91	1177	.3	4.4
KKLA-FM																				
WI '03	34	612	.1	.7	78	469	.3	1.1	35	286	.1	.5	34	274	.1	.5	18	175	.1	.7
FA '02	29	560	.1	.5	65	352	.2	.8	49	254	.2	.6	38	201	.1	.6	8	102	.1	.3
SU '02	32	541	.1	.6	69	394	.2	1.0	40	295	.1	.5	21	211	.1	.4	19	124	.1	.8
SP '02	24	601	.1	.5	52	428	.2	.7	29	241	.1	.4	34	319	.1	.6	9	63	.1	.4
4-Book	30	579	.1	.6	66	411	.2	.9	38	269	.1	.5	32	251	.1	.5	14	116	.1	.6
WI '02	19	443	.1	.4	44	252	.1	.6	33	229	.1	.5	14	91	.1	.2	2	44	.1	.1
KLAC-AM																				
WI '03	7	372	.1	.7	8	83	.1	.1	4	71	.1	.1	10	170	.1	.2	12	181	.1	.5
FA '02	12	534	.1	.5	16	145	.1	.2	18	137	.1	.2	20	283	.1	.3	8	160	.1	.3
SU '02	13	452	.1	.3	22	173	.1	.3	31	186	.1	.4	6	109	.1	.1	3	61	.1	.1
SP '02	20	813	.1	.4	20	144	.1	.3	32	272	.1	.4	27	286	.1	.4	13	232	.1	.6
4-Book	13	543	.1	.3	17	136	.1	.2	21	167	.1	.3	16	212	.1	.3	9	159	.1	.4
WI '02	12	265	.1	.3	16	91	.1	.2	21	108	.1	.3	13	136	.1	.2	10	96	.1	.5
KLAX-FM																				
WI '03	174	2811	.6	3.4	226	1420	.7	3.1	266	1787	.9	3.6	170	1273	.6	2.7	88	776	.3	3.6
FA '02	177	2742	.6	3.3	224	1490	.7	2.9	294	1678	1.0	3.7	177	1454	.6	2.8	68	770	.2	2.8
SU '02	137	2453	.5	2.7	146	981	.5	2.0	179	1315	.6	2.4	163	1196	.5	2.8	72	843	.2	3.1
SP '02	147	2424	.5	2.9	164	1091	.5	2.1	220	1367	.7	3.0	160	1300	.5	2.6	70	614	.2	3.2
4-Book	159	2608	.6	3.1	190	1246	.6	2.5	240	1537	.8	3.2	168	1306	.6	2.7	75	751	.2	3.2
WI '02	145	2452	.5	3.0	166	1065	.5	2.4	208	1367	.7	3.0	158	1288	.5	2.7	55	591	.2	2.7
KLOS-FM																				
WI '03	72	2622	.2	1.4	141	962	.5	1.9	80	1044	.3	1.1	97	1195	.3	1.5	26	468	.1	1.1
FA '02	85	2321	.3	1.6	186	1133	.6	2.4	106	884	.3	1.3	106	1122	.3	1.7	22	505	.1	.9
SU '02	86	2577	.3	1.7	169	1136	.6	2.3	107	1143	.4	1.4	101	1281	.3	1.7	30	691	.1	1.3
SP '02	86	2575	.3	1.7	174	1142	.6	2.3	89	1042	.3	1.2	99	1151	.3	1.6	39	573	.1	1.8
4-Book	82	2524	.3	1.6	168	1093	.6	2.2	96	1028	.3	1.3	101	1187	.3	1.6	29	559	.1	1.3
WI '02	60	2088	.2	1.3	126	956	.4	1.8	59	787	.2	.9	83	900	.3	1.4	15	403	.1	.7
KLSX-FM																				
WI '03	109	1822	.4	2.1	233	1044	.8	3.2	177	937	.6	2.4	132	737	.4	2.1	32	348	.1	1.3
FA '02	107	1758	.3	2.0	267	1051	.9	3.4	185	940	.6	2.3	113	731	.4	1.8	19	265	.1	.8
SU '02	78	1767	.3	1.6	177	840	.6	2.4	119	732	.4	1.6	101	773	.3	1.7	14	279	.1	.6
SP '02	74	1452	.2	1.5	178	779	.6	2.3	114	686	.4	1.6	89	587	.3	1.5	13	218	.1	.6
4-Book	92	1700	.3	1.8	214	929	.7	2.8	149	824	.5	2.0	109	707	.4	1.8	20	278	.1	.8
WI '02	76	1676	.3	1.6	155	940	.5	2.2	118	702	.4	1.7	124	839	.4	2.1	15	298	.1	.7
KLTX-AM																				
WI '03	72	502	.2	1.4	98	343	.3	1.3	95	294	.3	1.3	81	308	.3	1.3	38	226	.1	1.5
FA '02	35	350	.1	.7	49	236	.2	.6	47	221	.2	.6	42	184	.1	.7	13	70	.1	.5
SU '02	57	425	.2	1.1	97	348	.3	1.3	74	297	.2	1.0	50	254	.2	.9	27	208	.1	1.2
SP '02	52	380	.2	1.0	85	256	.3	1.1	74	276	.2	1.0	52	218	.2	.9	14	169	.1	.6
4-Book	54	414	.2	1.1	82	296	.3	1.1	73	272	.2	1.0	56	241	.2	1.0	23	168	.1	1.0
WI '02	73	386	.2	1.5	110	310	.4	1.6	111	265	.4	1.6	74	236	.2	1.3	42	158	.1	2.0

Target Listener Trends - Women 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLVE-FM																				
WI '03	256	4312	.8	5.0	379	2166	1.2	5.1	357	2518	1.2	4.8	259	2187	.8	4.1	137	1455	.4	5.6
FA '02	252	4250	.8	4.7	371	2060	1.2	4.7	391	2428	1.3	4.9	252	2154	.8	3.9	119	1312	.4	5.0
SU '02	244	4011	.8	4.9	389	2153	1.3	5.4	371	2237	1.2	5.0	218	1727	.7	3.7	132	1224	.4	5.7
SP '02	271	4169	.9	5.3	459	2325	1.5	6.0	429	2314	1.4	5.9	266	1937	.9	4.4	121	1221	.4	5.5
4-Book	256	4186	.8	5.0	400	2176	1.3	5.3	387	2374	1.3	5.2	249	2001	.8	4.0	127	1303	.4	5.5
WI '02	239	3928	.8	5.0	387	2186	1.3	5.5	344	1968	1.1	5.0	231	1789	.8	3.9	119	1139	.4	5.8
KLYY-FM																				
WI '03	38	955	.1	.7	40	407	.1	.5	54	492	.2	.7	51	464	.2	.8	16	216	.1	.7
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	50	1326	.2	1.0	58	477	.2	.8	73	604	.2	1.0	63	638	.2	1.0	30	408	.1	1.2
FA '02	65	1457	.2	1.2	55	608	.2	.7	99	614	.3	1.2	86	737	.3	1.3	41	415	.1	1.7
SU '02	50	1102	.2	1.0	67	460	.2	.9	86	470	.3	1.1	51	447	.2	.9	38	345	.1	1.6
SP '02	39	1100	.1	.8	34	371	.1	.4	71	489	.2	1.0	56	489	.2	.9	11	177	.1	.5
4-Book	51	1246	.2	1.0	54	479	.2	.7	82	544	.3	1.1	64	578	.2	1.0	30	336	.1	1.3
WI '02	59	1305	.2	1.2	50	537	.2	.7	130	680	.4	1.9	96	721	.3	1.6	22	338	.1	1.1
KNX -AM																				
WI '03	50	1916	.2	1.0	90	1070	.3	1.2	54	712	.2	.7	67	901	.2	1.1	34	394	.1	1.4
FA '02	43	1638	.1	.8	89	899	.3	1.1	39	504	.1	.5	67	785	.2	1.1	23	358	.1	1.0
SU '02	39	1434	.1	.8	86	760	.3	1.2	41	519	.1	.5	49	598	.2	.8	22	349	.1	1.0
SP '02	40	1331	.1	.8	79	723	.3	1.0	47	498	.2	.6	53	718	.2	.9	17	310	.1	.8
4-Book	43	1580	.1	.9	86	863	.3	1.1	45	558	.2	.6	59	751	.2	1.0	24	353	.1	1.1
WI '02	32	1346	.1	.7	74	771	.2	1.0	30	563	.1	.4	34	588	.1	.6	25	315	.1	1.2
KOST-FM																				
WI '03	265	4940	.9	5.1	338	2359	1.1	4.6	457	2429	1.5	6.2	339	2513	1.1	5.4	150	1483	.5	6.1
FA '02	275	5042	.9	5.1	313	2423	1.0	4.0	458	2444	1.5	5.7	320	2758	1.0	5.0	165	1677	.5	6.9
SU '02	244	4665	.8	4.9	264	1979	.9	3.6	432	2401	1.4	5.8	318	2385	1.0	5.4	137	1574	.5	5.9
SP '02	236	4720	.8	4.7	294	2290	1.0	3.8	377	2132	1.2	5.1	284	2346	.9	4.7	138	1472	.5	6.3
4-Book	255	4842	.9	5.0	302	2263	1.0	4.0	431	2352	1.4	5.7	315	2501	1.0	5.1	148	1552	.5	6.3
WI '02	275	5084	.9	5.7	306	2372	1.0	4.3	455	2261	1.5	6.6	361	2638	1.2	6.1	162	1794	.5	7.8
KPWR-FM																				
WI '03	232	5507	.8	4.5	324	2816	1.1	4.4	258	2612	.8	3.5	275	2918	.9	4.3	161	1911	.5	6.6
FA '02	267	5522	.9	5.0	358	2704	1.2	4.6	305	2771	1.0	3.8	360	3514	1.2	5.6	144	2033	.5	6.0
SU '02	224	5524	.7	4.5	286	2572	.9	3.9	259	2818	.9	3.5	299	3332	1.0	5.1	139	2091	.5	6.0
SP '02	214	4977	.7	4.2	323	2423	1.1	4.2	232	2347	.8	3.2	301	2930	1.0	5.0	106	1722	.3	4.8
4-Book	234	5383	.8	4.6	323	2629	1.1	4.3	264	2637	.9	3.5	309	3174	1.0	5.0	138	1939	.5	5.9
WI '02	218	4864	.7	4.6	279	2185	.9	4.0	262	2393	.9	3.8	290	2869	1.0	4.9	144	1691	.5	7.0
KRCD-FM																				
WI '03	72	965	.2	1.4	92	422	.3	1.2	86	557	.3	1.2	77	567	.2	1.2	55	356	.2	2.2
FA '02	50	880	.2	.9	55	371	.2	.7	79	501	.3	1.0	59	465	.2	.9	36	258	.1	1.5
SU '02	60	777	.2	1.2	70	375	.2	1.0	91	460	.3	1.2	69	354	.2	1.2	43	200	.1	1.9
SP '02	61	803	.2	1.2	81	353	.3	1.1	93	474	.3	1.3	63	471	.2	1.0	28	233	.1	1.3
4-Book	61	856	.2	1.2	75	380	.3	1.0	87	498	.3	1.2	67	464	.2	1.1	41	262	.1	1.7
WI '02	29	568	.1	.6	38	241	.1	.5	34	241	.1	.5	35	318	.1	.6	22	186	.1	1.1
KRCV-FM																				
WI '03	45	687	.1	.9	71	342	.2	1.0	91	439	.3	1.2	49	332	.2	.8	15	114	.1	.6
FA '02	47	646	.2	.9	58	250	.2	.7	91	352	.3	1.1	47	280	.2	.7	14	118	.1	.6
SU '02	41	446	.1	.8	52	232	.2	.7	63	281	.2	.8	41	258	.1	.7	27	157	.1	1.2
SP '02	43	564	.1	.8	53	243	.2	.7	58	326	.2	.8	49	261	.2	.8	21	163	.1	1.0
4-Book	44	586	.1	.9	59	267	.2	.8	76	350	.3	1.0	47	283	.2	.8	19	138	.1	.9
WI '02	46	603	.2	1.0	83	380	.3	1.2	76	384	.3	1.1	47	250	.2	.8	8	97	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
WI '03	11	312		.2	12	210		.2	24	177	.1	.3	17	185	.1	.3	2	41		.1
FA '02	12	227		.2	16	90	.1	.2	22	151	.1	.3	22	92	.1	.3	1	19		
SU '02	12	266		.2	20	163	.1	.3	31	181	.1	.4	12	104		.2	3	64		.1
SP '02	10	267		.2	11	119		.1	22	191	.1	.3	10	82		.2	3	34		.1
4-Book	11	268		.2	15	146	.1	.2	25	175	.1	.3	15	116	.1	.3	2	40		.1
WI '02	15	329		.3	17	176	.1	.2	29	229	.1	.4	27	158	.1	.5	6	49		.3
KRLH-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '02																				
SU '02																				
SP '02																				
4-Book																				
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	234	5111	.8	4.5	438	2843	1.4	5.9	283	2617	.9	3.8	280	2882	.9	4.4	117	1630	.4	4.8
FA '02	200	4805	.6	3.7	339	2668	1.1	4.3	219	2425	.7	2.7	224	2420	.7	3.5	116	1549	.4	4.9
SU '02	212	4990	.7	4.3	338	2409	1.1	4.7	281	2618	.9	3.8	248	2793	.8	4.2	122	1840	.4	5.3
SP '02	225	4932	.7	4.4	344	2563	1.1	4.5	253	2585	.8	3.5	300	2886	1.0	4.9	139	1868	.5	6.3
4-Book	218	4960	.7	4.2	365	2621	1.2	4.9	259	2561	.8	3.5	263	2745	.9	4.3	124	1722	.4	5.3
WI '02	249	5049	.8	5.2	436	2786	1.4	6.2	292	2510	1.0	4.2	326	3043	1.1	5.5	117	1656	.4	5.7
KRTH-FM																				
WI '03	152	3803	.5	2.9	201	1519	.7	2.7	260	1888	.8	3.5	175	1911	.6	2.8	63	888	.2	2.6
FA '02	146	3510	.5	2.7	190	1404	.6	2.4	255	1658	.8	3.2	172	1827	.6	2.7	58	728	.2	2.4
SU '02	147	3715	.5	2.9	186	1579	.6	2.6	287	1783	.9	3.8	186	1698	.6	3.2	47	884	.2	2.0
SP '02	132	3528	.4	2.6	154	1698	.5	2.0	211	1689	.7	2.9	158	1595	.5	2.6	56	829	.2	2.6
4-Book	144	3639	.5	2.8	183	1550	.6	2.4	253	1755	.8	3.4	173	1758	.6	2.8	56	832	.2	2.4
WI '02	126	3725	.4	2.6	154	1559	.5	2.2	207	1934	.7	3.0	177	1982	.6	3.0	45	1004	.1	2.2
KSCA-FM																				
WI '03	211	2552	.7	4.1	388	1309	1.3	5.3	237	1270	.8	3.2	364	1364	1.2	5.7	58	634	.2	2.4
FA '02	211	2661	.7	3.9	554	1819	1.8	7.1	261	1630	.8	3.3	100	773	.3	1.6	75	591	.2	3.1
SU '02	181	2126	.6	3.6	483	1418	1.6	6.7	250	1317	.8	3.3	103	678	.3	1.8	52	563	.2	2.3
SP '02	247	2756	.8	4.9	634	1864	2.1	8.3	317	1803	1.0	4.3	146	942	.5	2.4	60	629	.2	2.7
4-Book	213	2524	.7	4.1	515	1603	1.7	6.9	266	1505	.9	3.5	178	939	.6	2.9	61	604	.2	2.6
WI '02	239	2548	.8	5.0	596	1674	2.0	8.4	333	1564	1.1	4.8	149	1002	.5	2.5	64	614	.2	3.1
KSPN-AM																				
WI '03	7	205		.1	4	106		.1	13	49		.2	8	112		.1	6	58		.2
FA '02	3	217		.1	2	28				17			3	84			3	100		.1
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	6	166		.1	1	37			4	40		.1	24	89	.1	.4	1	47		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	106	2582	.3	2.1	143	1291	.5	1.9	162	1326	.5	2.2	109	1213	.4	1.7	49	659	.2	2.0
FA '02	85	1889	.3	1.6	112	884	.4	1.4	135	1017	.4	1.7	94	740	.3	1.5	33	517	.1	1.4
SU '02	83	1892	.3	1.7	112	865	.4	1.5	160	1060	.5	2.1	75	907	.2	1.3	21	386	.1	.9
SP '02	88	1716	.3	1.7	106	744	.3	1.4	139	900	.5	1.9	111	912	.4	1.8	35	334	.1	1.6
4-Book	91	2020	.3	1.8	118	946	.4	1.6	149	1076	.5	2.0	97	943	.3	1.6	35	474	.1	1.5
WI '02	77	1636	.3	1.6	120	911	.4	1.7	93	861	.3	1.3	101	858	.3	1.7	30	344	.1	1.5
KSUR-AM																				
WI '03	2	67			1	31			4	41		.1	2	36						
FA '02	9	142		.2	13	32		.2	5	15		.1	9	58		.1	2	18		.1
SU '02	3	77		.1	4	24		.1	7	9		.1	7	35		.1		14		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Women 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTNQ-AM																				
WI '03	27	441	.1	.5	38	173	.1	.5	35	189	.1	.5	18	174	.1	.3	21	116	.1	.9
FA '02	37	540	.1	.7	28	226	.1	.4	63	290	.2	.8	53	267	.2	.8	22	96	.1	.9
SU '02	17	387	.1	.3	22	179	.1	.3	23	194	.1	.3	11	128	.1	.2	8	49	.1	.3
SP '02	18	385	.1	.4	18	167	.1	.2	29	183	.1	.4	19	146	.1	.3	8	128	.1	.4
4-Book	25	438	.1	.5	27	186	.1	.4	38	214	.1	.5	25	179	.1	.4	15	97	.1	.6
WI '02	29	443	.1	.6	35	274	.1	.5	65	296	.2	.9	21	148	.1	.4	13	69	.1	.6
KTVV-FM																				
WI '03	132	2423	.4	2.6	148	1062	.5	2.0	211	1357	.7	2.9	168	1442	.5	2.7	68	782	.2	2.8
FA '02	183	2676	.6	3.4	242	1402	.8	3.1	321	1218	1.0	4.0	239	1427	.8	3.7	52	662	.2	2.2
SU '02	150	2400	.5	3.0	174	1247	.6	2.4	253	1330	.8	3.4	181	1295	.6	3.1	81	779	.3	3.5
SP '02	164	2470	.5	3.2	171	1196	.6	2.2	245	1140	.8	3.3	221	1265	.7	3.6	80	783	.3	3.6
4-Book	157	2492	.5	3.1	184	1227	.6	2.4	258	1261	.8	3.4	202	1357	.7	3.3	70	752	.3	3.0
WI '02	148	2606	.5	3.1	189	1238	.6	2.7	222	1200	.7	3.2	183	1350	.6	3.1	77	685	.3	3.7
KWIZ-FM																				
WI '03	52	795	.2	1.0	78	411	.3	1.1	84	532	.3	1.1	45	371	.1	.7	30	248	.1	1.2
FA '02	63	881	.2	1.2	63	460	.2	.8	94	519	.3	1.2	75	459	.2	1.2	38	333	.1	1.6
SU '02	58	929	.2	1.2	43	369	.1	.6	97	535	.3	1.3	67	382	.2	1.1	34	264	.1	1.5
SP '02	71	900	.2	1.4	64	435	.2	.8	98	523	.3	1.3	93	540	.3	1.5	36	336	.1	1.6
4-Book	61	876	.2	1.2	62	419	.2	.8	93	527	.3	1.2	70	438	.2	1.1	35	295	.1	1.5
WI '02	43	844	.1	.9	36	301	.1	.5	50	402	.2	.7	51	312	.2	.9	34	248	.1	1.6
KWKV-AM																				
WI '03	19	237	.1	.4	17	113	.1	.2	53	185	.2	.7	17	89	.1	.3	7	49	.1	.3
FA '02	31	307	.1	.6	70	199	.2	.9	61	205	.2	.8	9	111	.1	.1	8	58	.1	.3
SU '02	26	319	.1	.5	40	99	.1	.6	66	233	.2	.9	16	134	.1	.3	8	59	.1	.3
SP '02	25	332	.1	.5	39	102	.1	.5	69	198	.2	.9	10	92	.1	.2	5	37	.1	.2
4-Book	25	299	.1	.5	42	128	.1	.6	62	205	.2	.8	13	107	.1	.2	7	51	.1	.3
WI '02	28	409	.1	.6	31	195	.1	.4	76	275	.3	1.1	22	179	.1	.4	3	49	.1	.1
KWVE-FM																				
WI '03	26	616	.1	.5	42	337	.1	.6	36	321	.1	.5	38	357	.1	.6	10	179	.1	.4
FA '02	28	690	.1	.5	41	332	.1	.5	44	307	.1	.6	34	331	.1	.5	12	275	.1	.5
SU '02	16	611	.1	.3	21	248	.1	.3	17	321	.1	.2	25	236	.1	.4	8	84	.1	.3
SP '02	29	789	.1	.6	53	478	.2	.7	42	196	.1	.6	40	316	.1	.7	8	124	.1	.4
4-Book	25	677	.1	.5	39	349	.1	.5	35	286	.1	.5	34	310	.1	.6	10	166	.1	.4
WI '02	26	629	.1	.5	43	345	.1	.6	41	244	.1	.6	36	309	.1	.6	8	99	.1	.4
KXOL-FM																				
WI '03	150	2318	.5	2.9	189	1211	.6	2.6	266	1416	.9	3.6	143	1198	.5	2.3	60	654	.2	2.4
FA '02	207	2704	.7	3.9	238	1381	.8	3.0	368	1794	1.2	4.6	212	1616	.7	3.3	82	852	.3	3.4
SU '02	149	1965	.5	3.0	174	859	.6	2.4	248	1271	.8	3.3	156	1073	.5	2.7	66	673	.2	2.9
SP '02	186	2424	.6	3.7	245	1312	.8	3.2	323	1594	1.1	4.4	195	1248	.6	3.2	80	603	.3	3.6
4-Book	173	2353	.6	3.4	212	1191	.7	2.8	301	1519	1.0	4.0	177	1284	.6	2.9	72	696	.3	3.1
WI '02	127	1826	.4	2.7	144	791	.5	2.0	203	1147	.7	2.9	146	1037	.5	2.5	43	429	.1	2.1
KYSR-FM																				
WI '03	190	5242	.6	3.7	330	2749	1.1	4.5	253	2527	.8	3.4	305	3031	1.0	4.8	60	1196	.2	2.4
FA '02	184	5314	.6	3.4	310	2895	1.0	4.0	253	2615	.8	3.2	287	3199	.9	4.5	54	1361	.2	2.3
SU '02	225	5207	.7	4.5	348	2645	1.1	4.8	375	2750	1.2	5.0	314	2767	1.0	5.4	51	1134	.2	2.2
SP '02	194	4933	.6	3.8	350	2701	1.2	4.6	270	2459	.9	3.7	280	2835	.9	4.6	56	1085	.2	2.6
4-Book	198	5174	.6	3.9	335	2748	1.1	4.5	288	2588	.9	3.8	297	2958	1.0	4.8	55	1194	.2	2.4
WI '02	203	5257	.7	4.2	340	2784	1.1	4.8	270	2508	.9	3.9	303	3020	1.0	5.1	63	1217	.2	3.1
+KZAB-FM																				
KFSG-FM																				
WI '03	31	572	.1	.6	38	260	.1	.5	36	294	.1	.5	38	318	.1	.6	19	223	.1	.8
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-49

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	114	2551	.4	2.2	150	1405	.5	2.0	149	1258	.5	2.0	160	1679	.5	2.5	44	784	.1	1.8
FA '02	111	2018	.4	2.1	166	1118	.5	2.1	173	1177	.6	2.2	161	1244	.5	2.5	39	617	.1	1.6
SU '02	121	2266	.4	2.4	172	1289	.6	2.4	165	1404	.5	2.2	178	1524	.6	3.0	37	741	.1	1.6
SP '02	140	2642	.5	2.8	220	1574	.7	2.9	196	1503	.6	2.7	191	1748	.6	3.1	48	797	.2	2.2
4-Book	122	2369	.4	2.4	177	1347	.6	2.4	171	1336	.6	2.3	173	1549	.6	2.8	42	735	.1	1.8
WI '02	103	2097	.3	2.2	155	1183	.5	2.2	144	1261	.5	2.1	149	1440	.5	2.5	27	605	.1	1.3
KGGI-FM																				
WI '03	26	1152	.1	.5	31	326	.1	.4	28	466	.1	.4	35	540	.1	.6	14	290		.6
FA '02	20	1014	.1	.4	19	337	.1	.2	26	402	.1	.3	32	563	.1	.5	11	311		.5
SU '02	28	1173	.1	.6	22	334	.1	.3	39	483	.1	.5	28	544	.1	.5	18	293	.1	.8
SP '02	28	984	.1	.6	18	301	.1	.2	31	433	.1	.4	39	548	.1	.6	19	316	.1	.9
4-Book	26	1081	.1	.5	23	325	.1	.3	31	446	.1	.4	34	549	.1	.6	16	303	.1	.7
WI '02	26	1156	.1	.5	35	401	.1	.5	27	403	.1	.4	25	517	.1	.4	16	293	.1	.8
TOTALS																				
WI '03	5155	29776	16.7		7362	26043	23.9		7378	24551	23.9		6335	25748	20.5		2457	16901	8.0	
FA '02	5366	30063	17.4		7825	26868	25.4		7997	25166	25.9		6380	25910	20.7		2386	16926	7.7	
SU '02	4988	29348	16.5		7252	25587	23.9		7480	24323	24.7		5865	24718	19.3		2309	16847	7.6	
SP '02	5067	29321	16.7		7642	25974	25.2		7329	24392	24.2		6064	25399	20.0		2195	16390	7.2	
4-Book	5144	29627	16.8		7520	26118	24.6		7546	24608	24.7		6161	25444	20.1		2337	16766	7.6	
WI '02	4787	29207	15.8		7059	25823	23.3		6941	23560	22.9		5917	24918	19.5		2064	15555	6.8	

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

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

Target Listener Estimates

		Women 18-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM	WI '03	63	730	.2	.9	12	246	.3	.3	11	59	.3	.3	17	40	.1	.3	15	73	.4	.4
	4-Book	44	605	.1	.6	12	202	.3	.3	18	64	.1	.5	16	51	.1	.3	13	46	.3	.3
KBIG-FM	WI '03	367	3896	1.2	5.2	122	1991	.4	3.4	85	409	.3	2.4	265	857	.9	4.3	161	554	.5	3.8
	4-Book	321	3485	1.1	4.5	112	1823	.4	3.2	77	296	.3	2.1	198	692	.7	3.3	148	568	.5	3.5
KBLA-AM	WI '03	35	356	.1	.5	3	71	.1	.1	9	12	.3	.3								
	4-Book	47	378	.2	.7	7	104	.2	.2	15	39	.1	.4	21	45	.1	.3	2	11	.1	.1
KBUA-FM	WI '03	30	308	.1	.4	20	231	.1	.6	34	79	.1	.9	29	77	.1	.5	31	88	.1	.7
	4-Book	35	309	.1	.5	19	176	.1	.5	25	61	.1	.7	27	73	.1	.5	30	89	.1	.7
KBUE-FM	WI '03	155	1735	.5	2.2	113	1092	.4	3.1	92	253	.3	2.6	156	402	.5	2.5	129	389	.4	3.0
	4-Book	164	1682	.6	2.3	113	1065	.4	3.2	118	288	.4	3.1	184	480	.6	3.1	125	340	.4	3.0
KCBS-FM	WI '03	113	2504	.4	1.6	79	1578	.3	2.2	47	301	.2	1.3	115	538	.4	1.8	138	580	.4	3.2
	4-Book	153	2699	.5	2.2	76	1445	.3	2.2	50	266	.2	1.3	139	575	.5	2.3	117	461	.4	2.8
KDIS-AM	WI '03	34	776	.1	.5	24	449	.1	.7	33	180	.1	.9	49	196	.2	.8	38	118	.1	.9
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	WI '03	27	492	.1	.4	24	283	.1	.7	9	47	.3	.3	45	132	.1	.7	59	117	.2	1.4
	4-Book	31	438	.1	.4	21	268	.1	.6	32	79	.1	.9	40	132	.1	.7	27	63	.1	.7
+KDLE-FM	WI '03	47	565	.2	.7	33	387	.1	.9	21	110	.1	.6	59	186	.2	.9	43	120	.1	1.0
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	170	1861	.6	2.4	50	756	.2	1.4	120	344	.4	3.3	79	325	.3	1.3	39	141	.1	.9
	4-Book	184	1777	.6	2.6	40	602	.2	1.2	91	269	.3	2.4	64	250	.2	1.1	32	109	.1	.7
KFSH-FM	WI '03	75	999	.2	1.1	46	700	.1	1.3	47	204	.2	1.3	67	222	.2	1.1	54	160	.2	1.3
	4-Book	67	858	.2	1.0	39	612	.1	1.1	48	178	.2	1.3	57	219	.2	1.0	46	173	.1	1.1
KFVB-AM	WI '03	57	1262	.2	.8	16	536	.1	.4	23	157	.1	.6	28	172	.1	.5	17	72	.1	.4
	4-Book	55	1294	.2	.8	18	548	.1	.5	37	174	.1	1.0	18	125	.1	.3	26	143	.1	.6
KHHT-FM	WI '03	279	3150	.9	4.0	169	2070	.5	4.7	109	388	.4	3.0	266	879	.9	4.3	206	580	.7	4.8
	4-Book	279	3249	.9	3.9	158	2050	.5	4.5	119	389	.4	3.1	239	851	.8	3.9	194	597	.6	4.5
KHJ -AM	WI '03	63	505	.2	.9	40	336	.1	1.1	54	135	.2	1.5	60	108	.2	1.0	74	106	.2	1.7
	4-Book	51	496	.2	.7	31	270	.1	.9	39	87	.1	1.1	46	98	.2	.8	41	77	.1	.9
KIIS-FM	WI '03	393	6039	1.3	5.6	232	3784	.8	6.4	208	901	.7	5.8	435	1595	1.4	7.0	247	948	.8	5.8
	4-Book	379	6229	1.2	5.4	216	3765	.7	6.1	207	846	.7	5.5	381	1581	1.2	6.3	264	1067	.9	6.2
KVVS-FM	WI '03	11	147	.2	.2	6	100	.2	.2	3	22	.1	.1	20	33	.1	.3	3	27	.1	.1
	4-Book	16	231	.1	.2	9	139	.3	.3	8	33	.2	.2	19	76	.1	.3	14	46	.1	.3
KJLH-FM	WI '03	109	1317	.4	1.5	93	1068	.3	2.6	76	211	.2	2.1	131	413	.4	2.1	77	190	.2	1.8
	4-Book	123	1285	.4	1.7	112	1073	.4	3.2	77	233	.3	2.0	123	335	.4	2.1	101	275	.3	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '03	275	3763	.9	3.9	121	2051	.4	3.4	141	465	.5	3.9	212	812	.7	3.4	137	447	.4	3.2
4-Book	321	3889	1.1	4.5	123	2132	.4	3.5	148	473	.5	3.9	231	893	.8	3.8	151	550	.5	3.5
KKLA-FM																				
WI '03	48	603	.2	.7	19	222	.1	.5	40	101	.1	1.1	22	60	.1	.4	23	60	.1	.5
4-Book	45	540	.2	.6	13	198	.1	.4	19	50	.1	.5	9	46	.2	.2	12	39	.1	.3
KLAC-AM																				
WI '03	7	263		.1	3	103		.1	6	24		.2	1	11			11	36		.3
4-Book	18	395	.1	.3	6	165		.2	5	14		.1	6	32		.1	7	30		.2
KLAX-FM																				
WI '03	224	2381	.7	3.2	144	1554	.5	4.0	137	427	.4	3.8	257	678	.8	4.1	173	451	.6	4.0
4-Book	202	2198	.7	2.9	140	1434	.5	3.9	144	413	.5	3.8	238	658	.8	3.9	153	398	.5	3.6
KLOS-FM																				
WI '03	104	2193	.3	1.5	47	1118	.2	1.3	34	173	.1	.9	85	459	.3	1.4	56	271	.2	1.3
4-Book	119	2172	.4	1.7	52	986	.2	1.5	34	156	.1	.9	77	359	.3	1.3	83	292	.3	2.0
KLSX-FM																				
WI '03	181	1651	.6	2.6	33	407	.1	.9	8	46		.2	21	93	.1	.3	48	144	.2	1.1
4-Book	157	1470	.5	2.2	26	415	.1	.7	20	69	.1	.6	16	69	.1	.3	28	96	.1	.7
KLTX-AM																				
WI '03	91	424	.3	1.3	60	347	.2	1.7	101	221	.3	2.8	102	224	.3	1.6	56	132	.2	1.3
4-Book	71	366	.2	1.0	45	303	.2	1.3	80	180	.3	2.2	68	157	.2	1.1	46	121	.2	1.1
KLVE-FM																				
WI '03	334	3665	1.1	4.7	197	2463	.6	5.5	223	663	.7	6.2	355	1043	1.2	5.7	196	628	.6	4.6
4-Book	349	3576	1.2	4.9	177	2181	.6	5.0	212	639	.7	5.7	323	896	1.1	5.4	171	519	.6	4.0
KLYY-FM																				
WI '03	49	749	.2	.7	32	456	.1	.9	25	105	.1	.7	41	137	.1	.7	32	124	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	65	1005	.2	.9	37	546	.1	1.0	26	107	.1	.7	61	266	.2	1.0	57	202	.2	1.3
4-Book	68	964	.2	1.0	36	528	.1	1.0	34	122	.1	.9	62	212	.2	1.0	40	148	.1	.9
KNX -AM																				
WI '03	69	1649	.2	1.0	25	711	.1	.7	45	199	.1	1.3	35	225	.1	.6	25	123	.1	.6
4-Book	62	1344	.2	.9	22	541	.1	.6	39	153	.1	1.1	36	159	.1	.6	19	96	.1	.5
KOST-FM																				
WI '03	384	3958	1.2	5.4	130	2009	.4	3.6	141	433	.5	3.9	191	645	.6	3.1	104	394	.3	2.4
4-Book	356	3870	1.2	5.0	148	2170	.5	4.2	146	507	.5	3.9	251	792	.8	4.1	165	575	.5	3.9
KPWR-FM																				
WI '03	284	4642	.9	4.0	190	3110	.6	5.3	160	604	.5	4.5	312	1139	1.0	5.0	256	986	.8	6.0
4-Book	296	4663	1.0	4.2	191	2964	.6	5.4	159	568	.5	4.2	322	1203	1.1	5.3	279	989	.9	6.5
KRCD-FM																				
WI '03	85	846	.3	1.2	58	565	.2	1.6	68	146	.2	1.9	104	268	.3	1.7	52	171	.2	1.2
4-Book	77	747	.3	1.1	45	431	.2	1.3	55	123	.2	1.5	83	214	.3	1.4	50	144	.2	1.2
KRCV-FM																				
WI '03	72	625	.2	1.0	19	226	.1	.5	18	52	.1	.5	37	112	.1	.6	25	82	.1	.6
4-Book	62	489	.2	.9	31	294	.1	.9	30	92	.1	.8	56	132	.2	.9	32	90	.1	.8
KRLA-AM																				
WI '03	18	293	.1	.3	4	59		.1	4	14		.1	16	45	.1	.3	4	14		.1
4-Book	19	237	.1	.3	4	61		.1	3	10		.1	14	35	.1	.2	5	22		.1
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Women 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	330	4541	1.1	4.7	144	2631	.5	4.0	122	519	.4	3.4	322	1188	1.0	5.2	173	708	.6	4.0	
	4-Book	293	4297	1.0	4.2	147	2584	.5	4.2	107	489	.4	2.8	275	1171	.9	4.6	204	794	.7	4.8	
KRTH-FM	WI '03	216	3233	.7	3.1	99	1443	.3	2.7	59	225	.2	1.6	158	596	.5	2.5	164	432	.5	3.8	
	4-Book	207	2977	.7	2.9	93	1546	.3	2.6	84	336	.3	2.2	187	662	.6	3.1	132	398	.4	3.1	
KSCA-FM	WI '03	323	2191	1.0	4.6	114	1275	.4	3.2	309	607	1.0	8.6	178	504	.6	2.9	180	399	.6	4.2	
	4-Book	316	2188	1.0	4.5	130	1310	.5	3.7	381	726	1.3	10.0	219	604	.7	3.6	119	278	.4	2.8	
KSPN-AM	WI '03	9	162		.1	4	76		.1	2	12		.1	7	22		.1	8	30		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	140	2099	.5	2.0	84	1274	.3	2.3	51	222	.2	1.4	230	652	.7	3.7	97	347	.3	2.3	
	4-Book	124	1686	.4	1.7	70	992	.2	2.0	54	187	.2	1.4	147	432	.5	2.4	84	268	.3	2.0	
KSUR-AM	WI '03	2	67			2	30		.1					3	15			10	30		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	31	305	.1	.4	24	204	.1	.7	31	80	.1	.9	40	93	.1	.6	14	22		.3	
	4-Book	31	319	.1	.4	21	219	.1	.6	31	76	.1	.8	39	89	.1	.6	18	48	.1	.4	
KTVV-FM	WI '03	178	2114	.6	2.5	92	1384	.3	2.6	84	268	.3	2.3	139	636	.5	2.2	105	280	.3	2.5	
	4-Book	218	2083	.7	3.1	108	1356	.4	3.1	104	325	.4	2.7	191	568	.7	3.1	135	375	.4	3.2	
KWIZ-FM	WI '03	70	716	.2	1.0	36	425	.1	1.0	47	142	.2	1.3	48	152	.2	.8	41	107	.1	1.0	
	4-Book	77	729	.3	1.1	52	480	.2	1.5	41	135	.2	1.1	97	258	.3	1.6	57	139	.2	1.4	
KWKV-AM	WI '03	31	209	.1	.4	8	85		.2	7	23		.2	20	48	.1	.3	10	32		.2	
	4-Book	41	249	.1	.6	9	114		.3	27	57	.1	.7	19	56	.1	.3	4	14		.1	
KWVE-FM	WI '03	38	530	.1	.5	14	258		.4	17	52	.1	.5	14	84		.2	10	55		.2	
	4-Book	36	569	.1	.5	15	301		.4	17	58	.1	.5	18	83	.1	.3	17	55	.1	.4	
KXOL-FM	WI '03	204	1998	.7	2.9	117	1379	.4	3.2	146	415	.5	4.1	277	702	.9	4.5	93	278	.3	2.2	
	4-Book	235	2054	.8	3.3	132	1293	.4	3.7	168	406	.6	4.5	260	623	.8	4.3	156	406	.5	3.7	
KYSR-FM	WI '03	293	4697	.9	4.2	96	2140	.3	2.7	61	402	.2	1.7	204	885	.7	3.3	101	558	.3	2.4	
	4-Book	305	4655	1.0	4.3	106	2229	.3	3.0	86	457	.3	2.3	219	920	.7	3.6	160	673	.5	3.8	
+KZAB-FM	KFSG-FM																					
	WI '03	37	472	.1	.5	30	281	.1	.8	17	65	.1	.5	33	108	.1	.5	44	110	.1	1.0	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KZLA-FM	WI '03	153	2248	.5	2.2	94	1454	.3	2.6	92	352	.3	2.6	141	608	.5	2.3	126	568	.4	2.9	
	4-Book	173	2155	.6	2.5	84	1301	.3	2.4	87	348	.3	2.3	161	626	.5	2.7	120	464	.4	2.8	
KGGI-FM	WI '03	31	842	.1	.4	26	552	.1	.7	17	59	.1	.5	29	169	.1	.5	22	128	.1	.5	
	4-Book	29	839	.1	.4	26	526	.1	.8	12	63		.4	37	177	.1	.6	31	152	.1	.8	
TOTALS	WI '03	7052	29359	22.9		3603	24515	11.7		3583	10466	11.6		6217	15543	20.2		4281	11261	13.9		
	4-Book	7112	29259	23.3		3538	24133	11.6		3771	10428	12.3		6054	15310	19.8		4253	11296	13.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

	Women 18-49																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
WI '03	14	67		.6	12	41		.5	11	67		.3	9	63		.3	5	29		.3
4-Book	4	27		.2	14	54		.6	14	65		.1	9	51		.3	6	19		.3
KBIG-FM																				
WI '03	123	420	.4	4.9	64	199	.2	2.6	147	555	.5	3.4	91	423	.3	2.8	23	143	.1	1.2
4-Book	120	395	.4	4.9	53	214	.2	2.2	145	536	.5	3.4	93	341	.3	3.0	45	212	.2	2.5
KBLA-AM																				
WI '03					7	13		.3					8	23		.2	5	23		.3
4-Book					5	13		.2	11	25		.3	3	11		.1	1	6		.1
KBUA-FM																				
WI '03	9	40		.4	16	53	.1	.7	30	91	.1	.7	6	25		.2	9	27		.5
4-Book	11	35		.5	14	38	.1	.6	24	65	.1	.6	12	41		.4	8	23		.4
KBUE-FM																				
WI '03	78	258	.3	3.1	58	163	.2	2.4	176	411	.6	4.0	141	389	.5	4.3	67	164	.2	3.4
4-Book	72	254	.3	3.0	68	185	.3	2.8	153	378	.5	3.6	106	292	.4	3.4	69	180	.2	3.8
KCBS-FM																				
WI '03	72	309	.2	2.9	28	169	.1	1.2	106	421	.3	2.4	96	421	.3	2.9	27	144	.1	1.4
4-Book	51	230	.2	2.1	32	171	.1	1.4	95	421	.3	2.2	88	376	.3	2.8	36	172	.1	2.0
KDIS-AM																				
WI '03	8	35		.3	9	59		.4	35	153	.1	.8	19	60	.1	.6	4	35		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	7	35		.3	7	35		.3	37	116	.1	.8	13	66		.4	16	31	.1	.8
4-Book	10	37		.4	6	28		.2	30	94	.1	.7	12	47		.4	12	32	.1	.6
+KDLE-FM																				
KSSD-FM																				
WI '03	28	81	.1	1.1	22	66	.1	.9	32	184	.1	.7	48	121	.2	1.5	9	59		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	18	62	.1	.7	36	111	.1	1.5	51	228	.2	1.2	42	115	.1	1.3	25	83	.1	1.3
4-Book	16	50	.1	.7	35	114	.1	1.5	43	157	.2	1.0	29	78	.1	.9	19	66	.1	1.0
KFSH-FM																				
WI '03	32	104	.1	1.3	54	309	.2	2.2	67	317	.2	1.5	36	180	.1	1.1	13	80		.7
4-Book	21	103	.1	.9	45	256	.1	1.9	50	269	.2	1.2	38	157	.1	1.2	13	78		.7
KFWB-AM																				
WI '03	3	30		.1	16	104	.1	.7	28	137	.1	.6	14	41		.4	3	29		.2
4-Book	5	34		.2	19	128	.1	.8	25	144	.1	.6	14	81		.5	5	38		.3
KHHT-FM																				
WI '03	137	451	.4	5.5	81	249	.3	3.3	133	439	.4	3.0	143	512	.5	4.3	247	538	.8	12.6
4-Book	138	470	.5	5.7	70	241	.2	2.9	147	505	.5	3.5	139	466	.5	4.4	197	474	.7	10.7
KHJ -AM																				
WI '03	13	71		.5	30	81	.1	1.2	31	82	.1	.7	43	94	.1	1.3	20	85	.1	1.0
4-Book	20	63	.1	.8	26	68	.1	1.0	46	108	.2	1.1	22	53	.1	.7	12	46	.1	.6
KIIS-FM																				
WI '03	161	702	.5	6.4	158	509	.5	6.5	324	1413	1.1	7.4	197	766	.6	6.0	104	464	.3	5.3
4-Book	167	748	.6	6.8	153	560	.5	6.3	262	1218	.9	6.1	184	768	.6	5.9	98	473	.3	5.3
KVVS-FM																				
WI '03	6	22		.2					8	49		.2	4	26		.1				
4-Book	9	28		.4	2	11		.1	10	53		.2	6	19		.2	4	12		.3
KJLH-FM																				
WI '03	36	132	.1	1.4	81	280	.3	3.3	146	467	.5	3.3	161	315	.5	4.9	39	127	.1	2.0
4-Book	60	216	.2	2.4	140	365	.5	5.8	194	508	.6	4.6	149	292	.5	4.7	55	169	.2	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KGBT-FM																				
WI '03	132	452	.4	5.3	75	327	.2	3.1	79	391	.3	1.8	68	283	.2	2.1	111	350	.4	5.7
4-Book	107	432	.4	4.4	65	240	.2	2.7	106	494	.3	2.5	86	376	.3	2.8	81	324	.3	4.4
KKLA-FM																				
WI '03	20	45	.1	.8	26	91	.1	1.1	10	75	.2		14	58	.4		4	22		.2
4-Book	15	35	.1	.6	17	50	.1	.7	12	71	.3		9	44	.3		14	38		.8
KLAC-AM																				
WI '03	4	11		.2	3	7		.1	3	19		.1	2	20		.1	2	26		.1
4-Book	4	22		.2	3	7		.1	3	19		.1	19	70	.1	.6	6	36		.4
KLAX-FM																				
WI '03	98	341	.3	3.9	87	252	.3	3.6	206	582	.7	4.7	116	334	.4	3.5	67	237	.2	3.4
4-Book	88	268	.3	3.6	98	291	.3	4.1	207	541	.7	4.9	117	323	.4	3.7	62	233	.2	3.4
KLOS-FM																				
WI '03	22	127	.1	.9	13	90		.5	91	411	.3	2.1	45	176	.1	1.4	21	110	.1	1.1
4-Book	38	160	.2	1.6	20	87	.1	.8	78	340	.3	1.8	63	216	.2	2.0	20	108	.1	1.1
KLSX-FM																				
WI '03	13	80		.5	48	136	.2	2.0	66	210	.2	1.5	45	88	.1	1.4	19	75	.1	1.0
4-Book	9	47		.4	52	154	.2	2.2	57	181	.2	1.3	19	56	.1	.6	7	31		.4
KLTX-AM																				
WI '03	24	96	.1	1.0	55	122	.2	2.3	75	141	.2	1.7	50	93	.2	1.5	20	70	.1	1.0
4-Book	23	79	.1	.9	53	140	.2	2.2	46	128	.2	1.1	40	98	.1	1.3	11	47		.6
KLVE-FM																				
WI '03	177	604	.6	7.1	134	503	.4	5.5	216	666	.7	4.9	164	472	.5	5.0	99	396	.3	5.1
4-Book	160	484	.5	6.5	127	434	.4	5.3	212	686	.7	5.0	118	350	.4	3.7	79	277	.3	4.3
KLYY-FM																				
WI '03	24	78	.1	1.0	11	47		.5	67	192	.2	1.5	39	127	.1	1.2	13	36		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	34	127	.1	1.4	31	91	.1	1.3	25	117	.1	.6	43	126	.1	1.3	23	110	.1	1.2
4-Book	28	110	.1	1.2	29	114	.1	1.2	39	157	.2	.9	37	109	.1	1.2	19	79	.1	1.0
KNX -AM																				
WI '03	11	55		.4	28	127	.1	1.2	21	167	.1	.5	14	99		.4	21	91	.1	1.1
4-Book	14	75	.1	.6	21	89	.1	.9	17	110	.1	.4	17	102		.5	15	79	.1	.8
KOST-FM																				
WI '03	137	461	.4	5.5	124	447	.4	5.1	147	640	.5	3.4	103	405	.3	3.1	85	301	.3	4.4
4-Book	120	469	.4	4.9	100	362	.3	4.2	169	618	.6	4.0	115	417	.4	3.6	107	375	.4	5.9
KPWR-FM																				
WI '03	160	679	.5	6.4	109	438	.4	4.5	175	760	.6	4.0	179	732	.6	5.4	154	511	.5	7.9
4-Book	175	712	.6	7.2	96	349	.3	4.0	193	748	.7	4.5	175	665	.6	5.6	118	432	.4	6.4
KRCD-FM																				
WI '03	42	151	.1	1.7	47	126	.2	1.9	88	241	.3	2.0	32	110	.1	1.0	27	109	.1	1.4
4-Book	30	106	.1	1.2	30	87	.1	1.2	53	156	.2	1.2	39	120	.1	1.3	20	61	.1	1.1
KRCV-FM																				
WI '03	16	34	.1	.6	7	23		.3	24	51	.1	.5	20	45	.1	.6	3	11		.2
4-Book	24	62	.1	1.0	21	50	.1	.9	39	99	.1	.9	24	61	.1	.7	18	49	.1	1.0
KRLA-AM																				
WI '03					4	14		.2	7	13		.2								
4-Book	1	3		.1	2	6		.1	4	10		.1	3	12		.1	2	5		.1
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

		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
KROQ-FM		94	500	.3	3.7	43	252	.1	1.8	173	824	.6	3.9	141	626	.5	4.3	62	415	.2	3.2
WI '03		113	552	.4	4.6	71	338	.2	2.9	156	742	.5	3.7	157	664	.5	5.0	84	442	.3	4.7
4-Book																					
KRTH-FM		45	200	.1	1.8	100	388	.3	4.1	133	478	.4	3.0	105	268	.3	3.2	32	154	.1	1.6
WI '03		48	204	.2	2.0	52	217	.2	2.2	108	444	.3	2.5	85	297	.3	2.7	48	196	.2	2.7
4-Book																					
KSCA-FM		39	150	.1	1.6	100	241	.3	4.1	55	194	.2	1.3	81	200	.3	2.5	16	71	.1	.8
WI '03		42	144	.1	1.7	122	288	.4	5.1	106	323	.4	2.5	70	172	.2	2.3	20	79	.1	1.1
4-Book																					
KSPN-AM		3	14		.1	1	11			4	23		.1	1	11			3	21		.2
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KSSE-FM		36	184	.1	1.4	54	206	.2	2.2	114	416	.4	2.6	50	187	.2	1.5	25	108	.1	1.3
WI '03		37	159	.1	1.5	42	159	.2	1.8	105	313	.3	2.5	59	176	.2	1.9	22	93	.1	1.2
4-Book																					
KSUR-AM		4	16		.2																
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KTNQ-AM		17	33	.1	.7	12	33		.5	43	89	.1	1.0	14	24		.4	20	44	.1	1.0
WI '03		10	26		.4	15	41	.1	.6	31	68	.1	.7	14	26	.1	.4	12	34		.6
4-Book																					
KTWW-FM		68	258	.2	2.7	60	168	.2	2.5	110	407	.4	2.5	96	325	.3	2.9	65	210	.2	3.3
WI '03		72	268	.2	2.9	61	219	.2	2.6	136	430	.5	3.2	106	324	.4	3.4	56	199	.2	3.1
4-Book																					
KWIZ-FM		19	61	.1	.8	29	106	.1	1.2	44	163	.1	1.0	37	108	.1	1.1	21	61	.1	1.1
WI '03		38	107	.1	1.6	27	83	.1	1.1	75	180	.2	1.8	51	127	.2	1.6	24	72	.1	1.3
4-Book																					
KWKW-AM		12	15		.5	7	23		.3	3	12		.1								
WI '03		7	13		.3	6	18		.3	6	23		.2	3	10		.1	3	6		.2
4-Book																					
KWVE-FM		1	13		.2	9	36		.4	32	113	.1	.7	16	63	.1	.5	9	38		.5
WI '03		4	29		.2	21	82	.1	.9	18	80	.1	.4	15	67	.1	.5	11	43		.6
4-Book																					
KXQL-FM		77	247	.2	3.1	83	284	.3	3.4	132	415	.4	3.0	78	244	.3	2.4	34	153	.1	1.7
WI '03		70	219	.2	2.9	98	283	.4	4.1	158	441	.5	3.7	94	273	.3	3.0	48	178	.2	2.6
4-Book																					
KYSR-FM		69	383	.2	2.8	42	195	.1	1.7	131	604	.4	3.0	98	391	.3	3.0	47	255	.2	2.4
WI '03		63	363	.2	2.6	48	253	.2	2.0	126	619	.4	2.9	103	484	.4	3.3	38	252	.1	2.1
4-Book																					
+KZAB-FM		31	83	.1	1.2	23	74	.1	.9	38	125	.1	.9	40	96	.1	1.2	12	39		.6
KFSG-FM		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KZLA-FM		69	282	.2	2.8	43	238	.1	1.8	156	570	.5	3.6	88	353	.3	2.7	30	176	.1	1.5
WI '03		53	228	.2	2.2	44	231	.1	1.8	108	465	.4	2.5	72	295	.2	2.3	24	157	.1	1.3
4-Book																					
KGGI-FM		17	84	.1	.7	15	73		.6	17	122	.1	.4	39	120	.1	1.2	49	108	.2	2.5
WI '03		24	99	.1	1.0	7	36		.3	21	105	.1	.5	32	117	.1	1.0	43	110	.2	2.3
4-Book																					
TOTALS		2508	7990	8.1		2431	7540	7.9		4384	12276	14.2		3306	8998	10.7		1953	6001	6.3	
WI '03		2445	7805	8.0		2415	7424	7.9		4277	12050	14.0		3152	8592	10.3		1825	5927	6.0	
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 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																						
WI '03		41	819	.2	1.0	47	313	.2	.8	61	416	.3	1.0	72	434	.3	1.4	33	247	.1	2.0	
FA '02		27	642	.1	.6	30	241	.1	.5	47	391	.2	.7	43	336	.2	.8	10	173		.6	
SU '02		27	645	.1	.7	15	227	.1	.2	25	180	.1	.4	86	412	.4	1.8	12	175		.7	
SP '02		20	547	.1	.5	29	173	.1	.5	21	223	.1	.3	33	313	.1	.7	20	228	.1	1.3	
4-Book		29	663	.1	.7	30	239	.1	.5	39	303	.2	.6	59	374	.3	1.2	19	206	.1	1.2	
WI '02		28	682	.1	.7	28	269	.1	.5	35	277	.1	.6	57	385	.2	1.2	13	167	.1	.9	
KBIG-FM																						
WI '03		205	3661	.8	5.0	219	1691	.9	3.6	447	2161	1.8	7.5	262	1957	1.1	5.1	48	734	.2	2.9	
FA '02		189	3268	.8	4.4	219	1604	.9	3.3	381	1640	1.6	5.8	254	1688	1.0	4.9	63	711	.3	3.7	
SU '02		169	3133	.7	4.2	221	1389	.9	3.6	338	1727	1.4	5.5	203	1642	.8	4.3	41	657	.2	2.4	
SP '02		171	3426	.7	4.2	212	1723	.9	3.3	331	1850	1.4	5.5	230	1987	1.0	4.7	50	759	.2	3.3	
4-Book		184	3372	.8	4.5	218	1602	.9	3.5	374	1845	1.6	6.1	237	1819	1.0	4.8	51	715	.2	3.1	
WI '02		182	3208	.8	4.7	269	1687	1.1	4.5	345	1635	1.4	6.0	255	1666	1.1	5.3	50	670	.2	3.5	
KBLA-AM																						
WI '03		17	374	.1	.4	41	168	.2	.7	28	191	.1	.5	15	109	.1	.3	8	76		.5	
FA '02		28	373	.1	.6	40	186	.2	.6	79	300	.3	1.2	23	180	.1	.4	7	46		.4	
SU '02		23	362	.1	.6	47	192	.2	.8	57	227	.2	.9	9	146	.2	.5	5	78		.3	
SP '02		32	456	.1	.8	44	141	.2	.7	87	267	.4	1.4	17	124	.1	.3	6	60		.4	
4-Book		25	391	.1	.6	43	172	.2	.7	63	246	.3	1.0	16	140	.1	.3	7	65		.4	
WI '02		28	430	.1	.7	37	147	.2	.6	62	267	.3	1.1	17	89	.1	.4	14	87	.1	1.0	
KBUA-FM																						
WI '03		17	183	.1	.4	25	104	.1	.4	29	118	.1	.5	7	66		.1	12	77		.7	
FA '02		35	280	.1	.8	45	141	.2	.7	44	178	.2	.7	46	217	.2	.9	18	128	.1	1.1	
SU '02		10	191		.2	16	76	.1	.3	12	127		.2	10	55		.2	3	41		.2	
SP '02		15	186	.1	.4	26	154	.1	.4	23	106	.1	.4	15	90	.1	.3	7	44		.5	
4-Book		19	210	.1	.5	28	119	.1	.5	27	132	.1	.5	20	107	.1	.4	10	73		.6	
WI '02		5	167		.1	12	85		.2	5	59		.1	5	48		.1	4	36		.3	
KBUE-FM																						
WI '03		77	1253	.3	1.9	90	554	.4	1.5	108	737	.4	1.8	99	754	.4	1.9	31	427	.1	1.8	
FA '02		90	1536	.4	2.1	112	749	.5	1.7	129	888	.5	2.0	129	856	.5	2.5	40	353	.2	2.4	
SU '02		100	1243	.4	2.5	137	626	.6	2.3	139	768	.6	2.3	83	610	.3	1.8	49	365	.2	2.9	
SP '02		67	1056	.3	1.6	103	433	.4	1.6	88	571	.4	1.5	77	676	.3	1.6	31	324	.1	2.0	
4-Book		84	1272	.4	2.0	111	591	.5	1.8	116	741	.5	1.9	97	724	.4	2.0	38	367	.2	2.3	
WI '02		57	1071	.2	1.5	83	574	.3	1.4	87	579	.4	1.5	57	449	.2	1.2	18	243	.1	1.3	
KCBS-FM																						
WI '03		77	2727	.3	1.9	102	1150	.4	1.7	96	1292	.4	1.6	100	1406	.4	2.0	29	657	.1	1.7	
FA '02		86	2790	.4	2.0	122	1289	.5	1.9	126	1229	.5	1.9	120	1435	.5	2.3	35	621	.1	2.1	
SU '02		101	2710	.4	2.5	151	1122	.6	2.5	159	1299	.7	2.6	112	1446	.5	2.4	31	691	.1	1.9	
SP '02		127	2800	.5	3.1	184	1288	.8	2.9	217	1393	.9	3.6	181	1747	.8	3.7	27	619	.1	1.8	
4-Book		98	2757	.4	2.4	140	1212	.6	2.3	150	1303	.6	2.4	128	1509	.6	2.6	31	647	.1	1.9	
WI '02		64	2181	.3	1.7	88	1044	.4	1.5	92	999	.4	1.6	105	1257	.4	2.2	16	461	.1	1.1	
KDIS-AM																						
WI '03		23	849	.1	.6	34	426	.1	.6	18	285	.1	.3	45	467	.2	.9	7	118		.4	
FA '02		21	930	.1	.5	50	473	.2	.8	9	198		.1	34	504	.1	.7	4	153		.2	
SU '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02		22	1090	.1	.5	37	476	.2	.6	14	403	.1	.2	39	532	.2	.8	4	149		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02		18	845	.1	.5	36	464	.1	.6	13	277	.1	.2	29	393	.1	.6	6	99		.4	
+KDLD-FM KSSC-FM																						
WI '03		14	331	.1	.3	17	123	.1	.3	15	199	.1	.3	17	200	.1	.3	6	131		.4	
FA '02		19	407	.1	.4	39	206	.2	.6	32	208	.1	.5	16	185	.1	.3	1	53		.1	
SU '02		17	263	.1	.4	29	177	.1	.5	26	151	.1	.4	19	148	.1	.4	8	99		.5	
SP '02		13	293	.1	.3	16	150	.1	.2	15	136	.1	.2	15	147	.1	.3	10	75		.7	
4-Book		16	324	.1	.4	25	164	.1	.4	22	174	.1	.4	17	170	.1	.3	6	90		.4	
WI '02		10	251		.3	14	121	.1	.2	12	114		.2	11	136		.2	7	76		.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-49

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KOLE-FM																				
KSSD-FM																				
WI '03	17	386	.1	.4	24	165	.1	.4	22	189	.1	.4	22	280	.1	.4	3	105		.2
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	103	2010	.4	2.5	133	899	.5	2.2	215	1243	.9	3.6	124	1039	.5	2.4	27	332	.1	1.6
FA '02	97	1723	.4	2.3	146	932	.6	2.2	194	1091	.8	3.0	111	927	.5	2.2	36	244	.1	2.1
SU '02	130	1805	.5	3.2	186	955	.8	3.1	258	1214	1.1	4.2	178	985	.7	3.8	42	429	.2	2.5
SP '02	100	1692	.4	2.4	166	888	.7	2.6	214	1100	.9	3.6	132	895	.5	2.7	19	264	.1	1.3
4-Book	108	1808	.4	2.6	158	919	.7	2.5	220	1162	.9	3.6	136	962	.6	2.8	31	317	.1	1.9
WI '02	111	2110	.5	2.9	150	1045	.6	2.5	227	1337	.9	4.0	139	1050	.6	2.9	32	401	.1	2.2
KFSH-FM																				
WI '03	48	918	.2	1.2	77	677	.3	1.3	65	496	.3	1.1	55	493	.2	1.1	15	195	.1	.9
FA '02	34	772	.1	.8	42	406	.2	.6	42	418	.2	.6	60	519	.2	1.2	13	301	.1	.8
SU '02	42	786	.2	1.0	63	525	.3	1.0	62	548	.3	1.0	51	491	.2	1.1	13	284	.1	.8
SP '02	40	796	.2	1.0	58	525	.2	.9	43	473	.2	.7	63	519	.3	1.3	13	228	.1	.9
4-Book	41	818	.2	1.0	60	533	.3	1.0	53	484	.3	.9	57	506	.2	1.2	14	252	.1	.9
WI '02	55	851	.2	1.4	70	600	.3	1.2	80	508	.3	1.4	76	518	.3	1.6	21	251	.1	1.5
KFWB-AM																				
WI '03	35	1363	.1	.9	91	890	.4	1.5	29	502	.1	.5	55	664	.2	1.1	7	245		.4
FA '02	36	1693	.1	.8	84	959	.3	1.3	34	510	.1	.5	60	950	.2	1.2	8	255		.5
SU '02	39	1290	.2	1.0	97	799	.4	1.6	25	466	.1	.4	55	680	.2	1.2	16	188	.1	1.0
SP '02	26	1185	.1	.6	74	792	.3	1.2	17	403	.1	.3	39	577	.2	.8	6	168		.4
4-Book	34	1383	.1	.8	87	860	.4	1.4	26	470	.1	.4	52	718	.2	1.1	9	214		.6
WI '02	27	1341	.1	.7	73	829	.3	1.2	13	364	.1	.2	42	632	.2	.9	10	178		.7
KHHT-FM																				
WI '03	153	2421	.6	3.8	188	1310	.8	3.1	229	1215	.9	3.8	189	1398	.8	3.7	81	777	.3	4.8
FA '02	153	2524	.6	3.5	186	1151	.8	2.8	253	1307	1.0	3.9	197	1472	.8	3.8	68	828	.3	4.0
SU '02	148	2740	.6	3.7	190	1297	.8	3.1	229	1514	1.0	3.8	185	1602	.8	3.9	80	879	.3	4.8
SP '02	132	2433	.5	3.2	168	1221	.7	2.6	213	1335	.9	3.5	161	1406	.7	3.3	57	787	.2	3.8
4-Book	147	2530	.6	3.6	183	1245	.8	2.9	231	1343	1.0	3.8	183	1470	.8	3.7	72	818	.3	4.4
WI '02	181	2607	.8	4.7	229	1444	1.0	3.9	280	1406	1.2	4.9	242	1607	1.0	5.1	84	728	.3	5.9
KHJ -AM																				
WI '03	45	552	.2	1.1	36	219	.1	.6	59	297	.2	1.0	86	277	.4	1.7	15	145	.1	.9
FA '02	37	584	.2	.9	40	228	.2	.6	60	315	.2	.9	35	246	.1	.7	18	119	.1	1.1
SU '02	18	386	.1	.4	20	122	.1	.3	24	199	.1	.4	26	194	.1	.6	8	92		.5
SP '02	38	445	.2	.9	43	210	.2	.7	67	271	.3	1.1	46	269	.2	.9	12	90		.8
4-Book	35	492	.2	.8	35	195	.2	.6	53	271	.2	.9	48	247	.2	1.0	13	112	.1	.8
WI '02	20	404	.1	.5	20	133	.1	.3	38	208	.2	.7	21	177	.1	.4	14	121	.1	1.0
KIIS-FM																				
WI '03	194	4343	.8	4.8	270	2317	1.1	4.4	277	2160	1.1	4.6	264	2384	1.1	5.2	58	1037	.2	3.5
FA '02	194	4573	.8	4.5	307	2457	1.3	4.7	264	2178	1.1	4.0	232	2598	1.0	4.5	62	1153	.3	3.7
SU '02	187	4625	.8	4.7	285	2568	1.2	4.7	241	2188	1.0	4.0	254	2525	1.1	5.4	92	1123	.4	5.5
SP '02	158	4616	.7	3.9	254	2439	1.1	4.0	209	2056	.9	3.5	204	2307	.8	4.2	42	842	.2	2.8
4-Book	183	4539	.8	4.5	279	2445	1.2	4.5	248	2146	1.0	4.0	239	2454	1.0	4.8	64	1039	.3	3.9
WI '02	169	4648	.7	4.4	254	2578	1.1	4.3	210	2112	.9	3.7	248	2545	1.0	5.2	56	1157	.2	3.9
KVVS-FM																				
WI '03	7	100		.2	18	76	.1	.3	6	62		.1	6	65		.1	3	49		.2
FA '02	12	179		.3	23	81	.1	.3	13	99	.1	.2	10	108		.2	5	80		.3
SU '02	4	143		.1	6	101		.1	6	97		.1	5	86		.1	1	34		.1
SP '02	16	273	.1	.4	24	182	.1	.4	20	185	.1	.3	20	161	.1	.4	15	52	.1	1.0
4-Book	10	174	.1	.3	18	110	.1	.3	11	111	.1	.2	10	105	.1	.2	6	54		.4
WI '02	7	195		.2	6	102		.1	8	93		.1	6	79		.1	4	35		.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 25-49																				
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																				
WI '03	77	1367	.3	1.9	104	645	.4	1.7	94	638	.4	1.6	82	637	.3	1.6	25	320	.1	1.5
FA '02	125	1450	.5	2.9	135	652	.6	2.0	150	697	.6	2.3	139	863	.6	2.7	90	688	.4	5.3
SU '02	94	1287	.4	2.3	109	632	.5	1.8	117	639	.5	1.9	106	696	.4	2.3	56	456	.2	3.3
SP '02	87	1351	.4	2.1	103	642	.4	1.6	99	540	.4	1.6	97	718	.4	2.0	32	432	.1	2.1
4-Book	96	1364	.4	2.3	113	643	.5	1.8	115	629	.5	1.9	106	729	.4	2.2	51	474	.2	3.1
WI '02	66	1292	.3	1.7	75	587	.3	1.3	69	520	.3	1.2	70	641	.3	1.5	37	376	.2	2.6
KBFT-FM																				
WI '03	136	2588	.6	3.3	320	1515	1.3	5.3	150	1145	.6	2.5	162	1436	.7	3.2	35	597	.1	2.1
FA '02	155	2531	.6	3.6	346	1546	1.4	5.2	178	1282	.7	2.7	192	1455	.8	3.7	58	717	.2	3.4
SU '02	149	2550	.6	3.7	334	1550	1.4	5.5	202	1333	.8	3.3	157	1317	.7	3.3	54	633	.2	3.2
SP '02	160	2519	.7	3.9	446	1772	1.9	6.9	165	1276	.7	2.7	157	1450	.7	3.2	46	705	.2	3.0
4-Book	150	2547	.6	3.6	362	1596	1.5	5.7	174	1259	.7	2.8	167	1415	.7	3.4	48	663	.2	2.9
WI '02	150	2255	.6	3.9	329	1454	1.4	5.6	183	1121	.8	3.2	183	1235	.8	3.8	45	569	.2	3.2
KKLA-FM																				
WI '03	30	503	.1	.7	70	400	.3	1.1	31	234	.1	.5	32	227	.1	.6	16	143	.1	1.0
FA '02	29	541	.1	.7	65	342	.3	1.0	49	244	.2	.7	38	201	.2	.7	8	92	.1	.5
SU '02	31	500	.1	.8	69	394	.3	1.1	37	266	.2	.6	21	211	.1	.4	19	124	.1	1.1
SP '02	23	573	.1	.6	51	400	.2	.8	29	241	.1	.5	33	305	.1	.7	9	49	.1	.6
4-Book	28	529	.1	.7	64	384	.3	1.0	37	246	.2	.6	31	236	.1	.6	13	102	.1	.8
WI '02	19	443	.1	.5	44	252	.2	.7	33	229	.1	.6	14	91	.1	.3	2	44	.1	.1
KLAC-AM																				
WI '03	7	346	.1	.2	8	83	.1	.1	3	60	.1	.1	10	170	.1	.2	12	173	.1	.7
FA '02	10	468	.1	.2	10	125	.1	.2	15	105	.1	.2	17	261	.1	.3	7	141	.1	.4
SU '02	13	429	.1	.3	22	173	.1	.4	29	173	.1	.5	6	109	.1	.1	3	50	.1	.2
SP '02	18	770	.1	.4	20	144	.1	.3	32	272	.1	.5	25	268	.1	.5	8	202	.1	.5
4-Book	12	503	.1	.3	15	131	.1	.3	20	153	.1	.3	15	202	.1	.3	8	142	.1	.5
WI '02	9	214	.1	.2	13	78	.1	.2	17	87	.1	.3	10	114	.1	.2	7	73	.1	.5
KLAX-FM																				
WI '03	128	2108	.5	3.1	171	1061	.7	2.8	200	1308	.8	3.4	132	970	.5	2.6	52	494	.2	3.1
FA '02	140	2015	.6	3.2	182	1085	.7	2.8	243	1223	1.0	3.7	138	1097	.6	2.7	48	507	.2	2.8
SU '02	103	1782	.4	2.6	120	769	.5	2.0	131	924	.5	2.1	113	840	.5	2.4	51	588	.2	3.0
SP '02	104	1699	.4	2.5	118	828	.5	1.8	163	945	.7	2.7	113	908	.5	2.3	42	403	.2	2.8
4-Book	119	1901	.5	2.9	148	936	.6	2.4	184	1100	.8	3.0	124	954	.5	2.5	48	498	.2	2.9
WI '02	116	1829	.5	3.0	143	826	.6	2.4	173	1082	.7	3.0	131	1047	.5	2.7	38	406	.2	2.7
KLOS-FM																				
WI '03	67	2257	.3	1.6	131	870	.5	2.2	75	918	.3	1.3	90	1073	.4	1.8	25	412	.1	1.5
FA '02	76	2032	.3	1.8	176	1025	.7	2.7	96	720	.4	1.5	93	1001	.4	1.8	19	408	.1	1.1
SU '02	76	2218	.3	1.9	153	1002	.6	2.5	94	992	.4	1.5	85	1108	.4	1.8	23	567	.1	1.4
SP '02	82	2232	.3	2.0	171	1054	.7	2.7	86	919	.4	1.4	96	1067	.4	2.0	36	472	.1	2.4
4-Book	75	2185	.3	1.8	158	988	.6	2.5	88	887	.4	1.4	91	1062	.4	1.9	26	465	.1	1.6
WI '02	52	1772	.2	1.4	115	826	.5	1.9	47	639	.2	.8	74	762	.3	1.5	11	302	.1	.8
KLSX-FM																				
WI '03	99	1633	.4	2.4	231	983	.9	3.8	165	831	.7	2.8	113	617	.5	2.2	25	277	.1	1.5
FA '02	93	1523	.4	2.2	232	887	1.0	3.5	163	834	.7	2.5	92	644	.4	1.8	17	235	.1	1.0
SU '02	70	1550	.3	1.7	160	754	.7	2.6	107	647	.4	1.8	93	676	.4	2.0	10	228	.1	.6
SP '02	65	1321	.3	1.6	158	712	.7	2.5	97	625	.4	1.6	82	542	.3	1.7	12	185	.1	.8
4-Book	82	1507	.4	2.0	195	834	.8	3.1	133	734	.6	2.2	95	620	.4	1.9	16	231	.1	1.0
WI '02	69	1466	.3	1.8	141	800	.6	2.4	108	649	.4	1.9	108	736	.4	2.3	12	228	.1	.8
KLTX-AM																				
WI '03	64	427	.3	1.6	87	297	.4	1.4	85	249	.3	1.4	69	297	.3	1.4	36	215	.1	2.1
FA '02	32	325	.1	.7	43	211	.2	.7	46	208	.2	.7	36	159	.1	.7	13	70	.1	.8
SU '02	48	334	.2	1.2	83	284	.3	1.4	60	250	.2	1.0	38	222	.2	.8	22	174	.1	1.3
SP '02	45	327	.2	1.1	82	235	.3	1.3	64	254	.3	1.1	41	175	.2	.8	12	126	.1	.8
4-Book	47	353	.2	1.2	74	257	.3	1.2	64	240	.3	1.1	46	213	.2	.9	21	146	.1	1.3
WI '02	67	363	.3	1.7	103	288	.4	1.7	107	254	.4	1.9	67	214	.3	1.4	36	136	.1	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KLVE-FM																				
WI '03	208	3460	.9	5.1	329	1775	1.4	5.4	293	1990	1.2	4.9	215	1758	.9	4.2	101	1049	.4	6.0
FA '02	210	3569	.9	4.9	314	1766	1.3	4.8	333	2038	1.4	5.1	213	1854	.9	4.1	93	1039	.4	5.5
SU '02	219	3331	.9	5.5	365	1906	1.5	6.0	331	1867	1.4	5.4	187	1457	.8	4.0	115	1000	.5	6.9
SP '02	238	3429	1.0	5.8	409	1966	1.7	6.4	382	1982	1.6	6.3	237	1642	1.0	4.8	97	972	.4	6.4
4-Book	219	3447	.9	5.3	354	1853	1.5	5.7	335	1969	1.4	5.4	213	1678	.9	4.3	102	1015	.4	6.2
WI '02	204	3128	.8	5.3	328	1790	1.4	5.5	301	1636	1.3	5.3	191	1429	.8	4.0	100	922	.4	7.0
KLYY-FM																				
WI '03	25	671	.1	.6	29	265	.1	.5	39	316	.2	.7	33	303	.1	.6	10	131	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM																				
WI '03	45	1153	.2	1.1	52	422	.2	.9	65	546	.3	1.1	61	598	.3	1.2	26	378	.1	1.5
FA '02	53	1167	.2	1.2	48	490	.2	.7	84	506	.3	1.3	69	643	.3	1.3	28	285	.1	1.7
SU '02	45	906	.2	1.1	62	394	.3	1.0	73	398	.3	1.2	44	385	.2	.9	35	298	.1	2.1
SP '02	36	972	.1	.9	33	320	.1	.5	68	424	.3	1.1	54	465	.2	1.1	8	156	.1	.5
4-Book	45	1050	.2	1.1	49	407	.2	.8	73	469	.3	1.2	57	523	.3	1.1	24	279	.1	1.5
WI '02	56	1150	.2	1.5	49	515	.2	.8	125	606	.5	2.2	87	639	.4	1.8	20	280	.1	1.4
KNX -AM																				
WI '03	48	1801	.2	1.2	85	1008	.3	1.4	53	671	.2	.9	67	889	.3	1.3	33	385	.1	2.0
FA '02	42	1499	.2	1.0	85	835	.3	1.3	38	483	.2	.6	67	785	.3	1.3	21	333	.1	1.2
SU '02	37	1262	.2	.9	84	710	.3	1.4	39	458	.2	.6	44	511	.2	.9	19	288	.1	1.1
SP '02	39	1222	.2	1.0	77	669	.3	1.2	47	488	.2	.8	51	657	.2	1.0	16	279	.1	1.1
4-Book	42	1446	.2	1.0	83	806	.3	1.3	44	525	.2	.7	57	711	.3	1.1	22	321	.1	1.4
WI '02	29	1205	.1	.8	61	671	.3	1.0	27	499	.1	.5	32	559	.1	.7	24	301	.1	1.7
KOST-FM																				
WI '03	217	3997	.9	5.3	289	2033	1.2	4.7	381	2012	1.6	6.4	286	2132	1.2	5.6	99	1097	.4	5.9
FA '02	234	4150	1.0	5.4	287	2183	1.2	4.4	380	2068	1.6	5.8	288	2361	1.2	5.6	134	1264	.6	7.9
SU '02	216	3828	.9	5.4	243	1704	1.0	4.0	391	2003	1.6	6.4	291	2100	1.2	6.2	102	1196	.4	6.1
SP '02	197	3756	.8	4.8	260	1937	1.1	4.0	330	1723	1.4	5.5	237	1891	1.0	4.8	95	1036	.4	6.3
4-Book	216	3933	.9	5.2	270	1964	1.1	4.3	371	1952	1.6	6.0	276	2121	1.2	5.6	108	1148	.5	6.6
WI '02	237	4120	1.0	6.2	268	1966	1.1	4.5	398	1895	1.7	6.9	318	2347	1.3	6.6	125	1392	.5	8.8
KPVR-FM																				
WI '03	115	3054	.5	2.8	165	1544	.7	2.7	124	1203	.5	2.1	136	1515	.6	2.7	71	895	.3	4.2
FA '02	141	2635	.6	3.3	182	1176	.7	2.8	170	1247	.7	2.6	195	1640	.8	3.8	73	864	.3	4.3
SU '02	107	2761	.4	2.7	125	1232	.5	2.1	139	1364	.6	2.3	150	1554	.6	3.2	55	947	.2	3.3
SP '02	109	2541	.5	2.7	172	1273	.7	2.7	125	1017	.5	2.1	162	1435	.7	3.3	42	799	.2	2.8
4-Book	118	2748	.5	2.9	161	1306	.7	2.6	140	1208	.6	2.3	161	1536	.7	3.3	60	876	.3	3.7
WI '02	98	2335	.4	2.6	143	1011	.6	2.4	122	1113	.5	2.1	125	1210	.5	2.6	54	731	.2	3.8
KRCB-FM																				
WI '03	68	856	.3	1.7	84	355	.3	1.4	84	524	.3	1.4	74	502	.3	1.5	49	302	.2	2.9
FA '02	42	721	.2	1.0	48	303	.2	.7	65	390	.3	1.0	44	368	.2	.9	34	221	.1	2.0
SU '02	58	696	.2	1.4	69	344	.3	1.1	87	418	.4	1.4	64	332	.3	1.4	43	200	.2	2.6
SP '02	56	688	.2	1.4	76	342	.3	1.2	85	432	.4	1.4	55	408	.2	1.1	25	179	.1	1.6
4-Book	56	740	.2	1.4	69	336	.3	1.1	80	441	.4	1.3	59	403	.3	1.2	38	226	.2	2.3
WI '02	26	466	.1	.7	35	207	.1	.6	33	230	.1	.6	33	294	.1	.7	19	141	.1	1.3
KRCV-FM																				
WI '03	41	598	.2	1.0	67	297	.3	1.1	85	384	.3	1.4	38	287	.2	.7	14	104	.1	.8
FA '02	40	517	.2	.9	49	203	.2	.7	78	281	.3	1.2	42	245	.2	.8	5	70	.1	.3
SU '02	32	319	.1	.8	48	189	.2	.8	45	188	.2	.7	33	190	.1	.7	17	103	.1	1.0
SP '02	42	532	.2	1.0	53	243	.2	.8	56	305	.2	.9	49	261	.2	1.0	18	141	.1	1.2
4-Book	39	492	.2	.9	54	233	.2	.9	66	290	.3	1.1	41	246	.2	.8	14	105	.1	.8
WI '02	44	528	.2	1.1	81	347	.3	1.4	72	330	.3	1.3	44	218	.2	.9	8	86	.1	.6

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
WI '03	11	302	.3	12	210	.2		24	177	.1	.4	17	185	.1	.3	2	41		.1	
FA '02	12	206	.3	16	90	.1	.2	22	130	.1	.3	20	80	.1	.4	1	19		.1	
SU '02	11	226	.3	19	151	.1	.3	30	169	.1	.5	11	81		.2	1	35		.1	
SP '02	9	251	.2	11	103	.2		20	175	.1	.3	10	82		.2	3	34		.2	
4-Book	11	246	.3	15	139	.1	.2	24	163	.1	.4	15	107	.1	.3	2	32		.1	
WI '02	13	304	.1	.3	15	152	.1	.3	25	205	.1	.4	23	145	.1	.5	6	49		.4
KRLH-AM																				
WI '03																				
FA '02																				
SU '02																				
SP '02																				
4-Book																				
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KROQ-FM																				
WI '03	150	3090	.6	3.7	332	1869	1.4	5.5	181	1519	.7	3.0	183	1721	.8	3.6	51	830	.2	3.0
FA '02	118	3056	.5	2.7	231	1715	.9	3.5	134	1468	.6	2.0	143	1549	.6	2.8	48	857	.2	2.8
SU '02	146	3215	.6	3.6	246	1650	1.0	4.0	208	1633	.9	3.4	175	1785	.7	3.7	62	981	.3	3.7
SP '02	132	2923	.5	3.2	221	1656	.9	3.4	151	1405	.6	2.5	186	1677	.8	3.8	61	954	.3	4.0
4-Book	137	3071	.6	3.3	258	1723	1.1	4.1	169	1506	.7	2.7	172	1683	.7	3.5	56	906	.3	3.4
WI '02	153	3075	.6	4.0	311	1798	1.3	5.3	176	1453	.7	3.1	217	1922	.9	4.5	49	806	.2	3.4
KRTH-FM																				
WI '03	130	3000	.5	3.2	176	1260	.7	2.9	228	1479	.9	3.8	153	1604	.6	3.0	48	668	.2	2.9
FA '02	123	2781	.5	2.9	173	1208	.7	2.6	224	1317	.9	3.4	148	1481	.6	2.9	39	559	.2	2.3
SU '02	114	2872	.5	2.8	148	1276	.6	2.4	222	1401	.9	3.6	145	1400	.6	3.1	27	649	.1	1.6
SP '02	115	2883	.5	2.8	142	1462	.6	2.2	182	1392	.8	3.0	132	1307	.5	2.7	47	659	.2	3.1
4-Book	121	2884	.5	2.9	160	1302	.7	2.5	214	1397	.9	3.5	145	1448	.6	2.9	40	634	.2	2.5
WI '02	109	2919	.5	2.8	134	1303	.6	2.3	180	1545	.7	3.1	158	1704	.7	3.3	32	700	.1	2.2
KSCA-FM																				
WI '03	184	2033	.8	4.5	341	1114	1.4	5.6	213	1032	.9	3.6	325	1138	1.3	6.4	49	503	.2	2.9
FA '02	195	2155	.8	4.5	523	1577	2.1	7.9	249	1467	1.0	3.8	89	659	.4	1.7	67	488	.3	4.0
SU '02	156	1687	.6	3.9	431	1165	1.8	7.1	210	1067	.9	3.4	82	596	.3	1.7	43	446	.2	2.6
SP '02	209	2131	.9	5.1	555	1530	2.3	8.6	254	1407	1.1	4.2	123	714	.5	2.5	52	498	.2	3.4
4-Book	186	2002	.8	4.5	463	1347	1.9	7.3	232	1243	1.0	3.8	155	777	.6	3.1	53	484	.2	3.2
WI '02	221	2239	.9	5.8	564	1541	2.3	9.5	303	1420	1.3	5.3	138	922	.6	2.9	53	527	.2	3.7
KSPN-AM																				
WI '03	6	172	.1		3	72			12	37	.2		6	79	.1		6	58		.4
FA '02	3	217	.1		2	28				17			3	84	.1		3	100		.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	6	155	.1		1	26			4	40	.1		24	89	.1	.5	1	47		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	78	1771	.3	1.9	105	931	.4	1.7	120	947	.5	2.0	84	913	.3	1.6	37	402	.2	2.2
FA '02	62	1272	.3	1.4	90	635	.4	1.4	106	714	.4	1.6	59	468	.2	1.1	14	288	.1	.8
SU '02	55	1202	.2	1.4	69	614	.3	1.1	107	629	.4	1.8	51	608	.2	1.1	17	268	.1	1.0
SP '02	75	1374	.3	1.8	93	616	.4	1.4	117	728	.5	1.9	92	720	.4	1.9	28	238	.1	1.8
4-Book	68	1405	.3	1.6	89	699	.4	1.4	113	755	.5	1.8	72	677	.3	1.4	24	299	.1	1.5
WI '02	53	1064	.2	1.4	81	535	.3	1.4	72	543	.3	1.3	77	573	.3	1.6	15	178	.1	1.1
KSUR-AM																				
WI '03	2	67			1	31			4	41	.1		2	36						
FA '02	9	142	.2		13	32	.1	.2	5	15	.1		9	58	.2		2	18		.1
SU '02	3	77	.1		4	24		.1	7	9	.1		7	35	.1			14		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

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
KTNQ-AM																				
WI '03	27	419	.1	.7	38	173	.2	.6	34	178	.1	.6	18	163	.1	.4	20	105	.1	1.2
FA '02	36	478	.1	.8	28	213	.1	.4	63	277	.3	1.0	51	242	.2	1.0	20	83	.1	1.2
SU '02	16	341	.1	.4	21	156	.1	.3	22	172	.1	.4	10	115	.1	.2	8	39	.1	.5
SP '02	13	308	.1	.3	16	137	.1	.2	23	152	.1	.4	9	125	.1	.2	5	93	.1	.3
4-Book	23	387	.1	.6	26	170	.1	.4	36	195	.2	.6	22	161	.1	.5	13	80	.1	.8
WI '02	24	422	.1	.6	32	252	.1	.5	53	274	.2	.9	15	138	.1	.3	10	58	.1	.7
KTWV-FM																				
WI '03	116	2224	.5	2.8	136	1008	.6	2.2	189	1246	.8	3.2	149	1351	.6	2.9	55	687	.2	3.3
FA '02	172	2525	.7	4.0	232	1346	1.0	3.5	300	1151	1.2	4.6	224	1369	.9	4.4	47	604	.2	2.8
SU '02	135	2208	.6	3.4	169	1185	.7	2.8	217	1203	.9	3.6	164	1194	.7	3.5	74	719	.3	4.4
SP '02	155	2323	.6	3.8	165	1136	.7	2.6	235	1104	1.0	3.9	206	1220	.9	4.2	72	740	.3	4.7
4-Book	145	2320	.6	3.5	176	1169	.8	2.8	235	1176	1.0	3.8	186	1284	.8	3.8	62	688	.3	3.8
WI '02	141	2441	.6	3.7	183	1174	.8	3.1	222	1200	.9	3.9	171	1300	.7	3.6	65	649	.3	4.6
KWIZ-FM																				
WI '03	40	564	.2	1.0	67	299	.3	1.1	60	347	.2	1.0	31	256	.1	.6	24	157	.1	1.4
FA '02	46	609	.2	1.1	50	303	.2	.8	70	411	.3	1.1	61	332	.3	1.2	22	241	.1	1.3
SU '02	47	679	.2	1.2	28	273	.1	.5	78	415	.3	1.3	63	296	.3	1.3	29	232	.1	1.7
SP '02	58	642	.2	1.4	52	326	.2	.8	79	394	.3	1.3	77	378	.3	1.6	24	216	.1	1.6
4-Book	48	624	.2	1.2	49	300	.2	.8	72	392	.3	1.2	58	316	.3	1.2	25	212	.1	1.5
WI '02	29	557	.1	.8	23	181	.1	.4	37	300	.2	.6	39	204	.2	.8	19	140	.1	1.3
KWKV-AM																				
WI '03	19	214	.1	.5	16	102	.1	.3	52	174	.2	.9	17	89	.1	.3	7	49	.1	.4
FA '02	30	276	.1	.7	69	188	.3	1.0	58	185	.2	.9	9	102	.1	.2	8	58	.1	.5
SU '02	25	298	.1	.6	40	99	.2	.7	65	212	.3	1.1	15	127	.1	.3	8	59	.1	.5
SP '02	24	300	.1	.6	38	91	.2	.6	69	188	.3	1.1	9	82	.1	.2	5	37	.1	.3
4-Book	25	272	.1	.6	41	120	.2	.7	61	190	.3	1.0	13	100	.1	.3	7	51	.1	.4
WI '02	27	386	.1	.7	29	173	.1	.5	75	264	.3	1.3	22	179	.1	.5	3	38	.1	.2
KWVE-FM																				
WI '03	23	520	.1	.6	39	314	.2	.6	32	285	.1	.5	35	297	.1	.7	9	143	.1	.5
FA '02	24	585	.1	.6	38	301	.2	.6	35	265	.1	.5	30	299	.1	.6	11	233	.1	.6
SU '02	15	520	.1	.4	20	217	.1	.3	14	274	.1	.2	21	192	.1	.4	8	84	.1	.5
SP '02	26	695	.1	.6	49	439	.2	.8	40	185	.2	.7	36	279	.1	.7	7	113	.1	.5
4-Book	22	580	.1	.6	37	318	.2	.6	30	252	.1	.5	31	267	.1	.6	9	143	.1	.5
WI '02	25	543	.1	.7	41	323	.2	.7	38	205	.2	.7	36	309	.1	.8	7	86	.1	.5
KXOL-FM																				
WI '03	132	1824	.5	3.2	165	1024	.7	2.7	238	1134	1.0	4.0	126	961	.5	2.5	48	527	.2	2.9
FA '02	179	2176	.7	4.2	221	1202	.9	3.4	313	1520	1.3	4.8	184	1321	.8	3.6	67	665	.3	4.0
SU '02	122	1576	.5	3.0	144	691	.6	2.4	207	1014	.9	3.4	122	874	.5	2.6	56	529	.2	3.3
SP '02	149	1870	.6	3.6	191	1022	.8	3.0	265	1241	1.1	4.4	164	953	.7	3.3	53	422	.2	3.5
4-Book	146	1862	.6	3.5	180	985	.8	2.9	256	1227	1.1	4.2	149	1027	.6	3.0	56	536	.2	3.4
WI '02	105	1467	.4	2.7	126	693	.5	2.1	169	960	.7	2.9	119	841	.5	2.5	34	373	.1	2.4
KYSR-FM																				
WI '03	146	4034	.6	3.6	256	2110	1.1	4.2	192	1829	.8	3.2	248	2366	1.0	4.9	36	803	.1	2.1
FA '02	148	4085	.6	3.4	247	2227	1.0	3.7	207	2057	.8	3.2	243	2485	1.0	4.7	39	997	.2	2.3
SU '02	199	4075	.8	5.0	307	2234	1.3	5.0	334	2140	1.4	5.5	284	2281	1.2	6.0	42	859	.2	2.5
SP '02	151	3683	.6	3.7	276	2185	1.1	4.3	207	1797	.9	3.4	232	2159	1.0	4.7	38	786	.2	2.5
4-Book	161	3969	.7	3.9	272	2189	1.1	4.3	235	1956	1.0	3.8	252	2323	1.1	5.1	39	861	.2	2.4
WI '02	162	3985	.7	4.2	271	2088	1.1	4.6	227	1856	.9	4.0	249	2377	1.0	5.2	43	809	.2	3.0
+KZAB-FM																				
KFSG-FM																				
WI '03	27	424	.1	.7	35	214	.1	.6	32	226	.1	.5	30	228	.1	.6	15	170	.1	.9
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	97	2122	.4	2.4	135	1205	.6	2.2	132	1042	.5	2.2	139	1386	.6	2.7	33	573	.1	2.0
FA '02	99	1613	.4	2.3	154	958	.6	2.3	156	938	.6	2.4	145	986	.6	2.8	28	420	.1	1.7
SU '02	103	1857	.4	2.6	153	1123	.6	2.5	143	1177	.6	2.3	149	1264	.6	3.2	27	578	.1	1.6
SP '02	121	2220	.5	3.0	205	1430	.9	3.2	163	1254	.7	2.7	167	1484	.7	3.4	40	633	.2	2.6
4-Book	105	1953	.4	2.6	162	1179	.7	2.6	149	1103	.6	2.4	150	1280	.6	3.0	32	551	.1	2.0
WI '02	88	1770	.4	2.3	130	993	.5	2.2	125	1066	.5	2.2	126	1223	.5	2.6	23	495	.1	1.6
KGGI-FM																				
WI '03	13	660	.1	.3	17	163	.1	.3	13	242	.1	.2	18	282	.1	.4	3	125		.2
FA '02	10	474		.2	9	130		.1	18	196	.1	.3	14	244	.1	.3	5	140		.3
SU '02	15	639	.1	.4	14	219	.1	.2	19	238	.1	.3	13	276	.1	.3	13	185	.1	.8
SP '02	17	553	.1	.4	15	222	.1	.2	23	232	.1	.4	25	275	.1	.5	7	160		.5
4-Book	14	582	.1	.3	14	184	.1	.2	18	227	.1	.3	18	269	.1	.4	7	153		.5
WI '02	11	553		.3	17	183	.1	.3	12	157		.2	13	284	.1	.3	3	117		.2
TOTALS																				
WI '03	4079	23461	16.7		6091	20764	25.0		5959	19058	24.5		5095	20266	20.9		1678	12280	6.9	
FA '02	4311	23679	17.7		6591	21390	27.1		6563	19786	26.9		5146	20406	21.1		1696	12588	7.0	
SU '02	4009	23220	16.7		6081	20581	25.3		6098	18987	25.4		4698	19516	19.5		1675	12482	7.0	
SP '02	4087	23215	17.0		6424	21051	26.7		6027	19268	25.1		4902	19977	20.4		1519	12104	6.3	
4-Book	4122	23394	17.0		6297	20947	26.0		6162	19275	25.5		4960	20041	20.5		1642	12364	6.8	
WI '02	3839	23101	16.0		5918	20614	24.6		5733	18617	23.8		4784	19721	19.9		1423	11426	5.9	

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
WI '03	60	691	.2	1.0	12	246	.4		11	59		.4	17	40	.1	.3	15	73	.1	.5
4-Book	42	561	.2	.7	11	193	.4		18	64	.1	.6	16	49	.1	.3	13	46	.1	.4
KBIG-FM																				
WI '03	320	3191	1.3	5.6	107	1701	.4	3.9	71	340	.3	2.4	232	774	1.0	4.8	152	515	.6	4.6
4-Book	284	2863	1.2	4.9	94	1510	.4	3.4	68	264	.3	2.2	164	585	.7	3.5	124	477	.5	3.8
KBLA-AM																				
WI '03	28	288	.1	.5	3	71		.1	9	12		.3								
4-Book	42	333	.2	.7	6	95		.2	15	36	.1	.5	17	36	.1	.3	2	7		.1
KBUA-FM																				
WI '03	21	170	.1	.4	14	132	.1	.5	19	41	.1	.7	21	38	.1	.4	14	52	.1	.4
4-Book	25	194	.1	.4	15	115	.1	.6	19	43	.1	.6	22	53	.1	.5	22	63	.1	.7
KBUE-FM																				
WI '03	100	1111	.4	1.7	69	704	.3	2.5	43	132	.2	1.5	106	281	.4	2.2	82	247	.3	2.5
4-Book	109	1100	.5	1.8	70	663	.3	2.6	80	180	.3	2.6	110	287	.4	2.4	76	207	.3	2.3
KCBS-FM																				
WI '03	99	2177	.4	1.7	70	1380	.3	2.5	42	265	.2	1.4	110	482	.5	2.3	121	510	.5	3.7
4-Book	140	2329	.6	2.4	69	1229	.3	2.5	44	230	.2	1.4	133	529	.6	2.8	108	420	.4	3.3
KDIS-AM																				
WI '03	31	718	.1	.5	21	395	.1	.8	24	144	.1	.8	42	177	.2	.9	32	89	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																				
KSSC-FM																				
WI '03	16	314	.1	.3	14	161	.1	.5	7	29		.2	28	68	.1	.6	41	82	.2	1.3
4-Book	21	287	.1	.4	13	170	.1	.5	16	45	.1	.5	22	76	.1	.5	19	45	.1	.6
+KDLE-FM																				
KSSD-FM																				
WI '03	23	338	.1	.4	17	218	.1	.6	14	75	.1	.5	18	98	.1	.4	23	75	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	162	1770	.7	2.8	48	736	.2	1.7	120	344	.5	4.1	77	313	.3	1.6	34	130	.1	1.0
4-Book	175	1659	.7	3.0	38	570	.2	1.4	89	261	.4	2.9	59	233	.3	1.2	30	103	.1	.9
KFSH-FM																				
WI '03	65	864	.3	1.1	40	573	.2	1.5	40	143	.2	1.4	67	211	.3	1.4	49	148	.2	1.5
4-Book	56	742	.2	1.0	33	509	.1	1.2	43	150	.2	1.4	50	193	.2	1.1	40	155	.2	1.2
KFWB-AM																				
WI '03	56	1226	.2	1.0	16	509	.1	.6	22	143	.1	.8	28	172	.1	.6	17	72	.1	.5
4-Book	53	1232	.2	.9	17	526	.1	.7	37	168	.2	1.2	18	125	.1	.4	25	137	.1	.8
KHHT-FM																				
WI '03	204	2020	.8	3.6	110	1325	.5	4.0	76	253	.3	2.6	190	621	.8	3.9	126	381	.5	3.9
4-Book	201	2167	.8	3.5	100	1309	.4	3.6	79	247	.3	2.5	157	571	.6	3.3	128	403	.5	3.9
KHJ -AM																				
WI '03	60	458	.2	1.0	38	280	.2	1.4	48	100	.2	1.7	60	108	.2	1.2	74	106	.3	2.3
4-Book	46	429	.2	.8	29	222	.1	1.0	35	71	.2	1.2	44	86	.2	.9	37	63	.1	1.2
KIIS-FM																				
WI '03	271	3695	1.1	4.7	149	2290	.6	5.4	142	668	.6	4.9	297	1051	1.2	6.1	171	655	.7	5.2
4-Book	254	3937	1.1	4.4	138	2320	.6	5.0	140	581	.6	4.5	257	1034	1.1	5.4	171	683	.7	5.2
KVVS-FM																				
WI '03	9	100		.2	5	76		.2	3	22		.1	20	33	.1	.4	3	27		.1
4-Book	13	163	.1	.2	7	91		.3	6	25		.2	16	55	.1	.3	9	34		.3
KJLH-FM																				
WI '03	93	1057	.4	1.6	82	942	.3	3.0	70	188	.3	2.4	117	368	.5	2.4	71	174	.3	2.2
4-Book	112	1071	.5	1.9	98	906	.4	3.6	73	218	.3	2.4	115	305	.5	2.4	94	246	.4	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	206	2285	.8	3.6	79	1170	.3	2.9	103	325	.4	3.5	156	488	.6	3.2	82	275	.3	2.5
4-Book	230	2303	1.0	3.9	77	1160	.3	2.8	106	326	.4	3.4	158	528	.7	3.3	103	339	.4	3.1
KKLA-FM																				
WI '03	43	495	.2	.7	16	178	.1	.6	34	79	.1	1.2	20	38	.1	.4	18	47	.1	.6
4-Book	43	496	.2	.7	12	173	.1	.5	17	41	.1	.6	9	38	.2	.2	11	36	.1	.4
KLAC-AM																				
WI '03	7	251	.1	.1	3	97	.1	.1	6	24	.2	.2	1	11	.1	.1	11	36	.3	.3
4-Book	17	370	.1	.3	6	150	.2	.2	4	12	.1	.1	5	28	.1	.1	5	23	.2	.2
KLAX-FM																				
WI '03	170	1809	.7	3.0	104	1082	.4	3.8	105	291	.4	3.6	194	499	.8	4.0	116	310	.5	3.5
4-Book	155	1612	.7	2.7	104	1014	.4	3.8	116	302	.5	3.7	178	475	.8	3.8	104	274	.4	3.2
KLOS-FM																				
WI '03	97	1920	.4	1.7	42	995	.2	1.5	27	152	.1	.9	82	422	.3	1.7	52	245	.2	1.6
4-Book	110	1895	.5	1.9	46	863	.2	1.7	30	141	.1	.9	74	332	.3	1.6	78	268	.3	2.4
KLSX-FM																				
WI '03	169	1488	.7	2.9	25	344	.1	.9	8	46	.3	.3	15	82	.1	.3	36	106	.1	1.1
4-Book	140	1306	.6	2.4	22	359	.1	.8	17	59	.1	.6	14	62	.1	.3	23	78	.1	.7
KLTX-AM																				
WI '03	81	367	.3	1.4	51	295	.2	1.9	83	187	.3	2.9	90	190	.4	1.8	45	120	.2	1.4
4-Book	62	315	.3	1.1	39	254	.2	1.5	70	154	.3	2.3	59	132	.3	1.2	40	107	.2	1.2
KLVE-FM																				
WI '03	280	2949	1.1	4.9	153	1994	.6	5.6	185	538	.8	6.4	298	917	1.2	6.1	170	560	.7	5.2
4-Book	303	2975	1.2	5.2	148	1835	.6	5.4	181	534	.8	5.8	282	803	1.2	5.9	141	446	.6	4.3
KLYY-FM																				
WI '03	34	521	.1	.6	20	315	.1	.7	18	74	.1	.6	31	107	.1	.6	16	59	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	60	918	.2	1.0	31	447	.1	1.1	26	107	.1	.9	52	242	.2	1.1	46	164	.2	1.4
4-Book	61	832	.3	1.0	31	441	.1	1.1	32	111	.1	1.0	51	184	.2	1.1	31	112	.1	.9
KNX -AM																				
WI '03	67	1545	.3	1.2	24	691	.1	.9	45	199	.2	1.5	35	225	.1	.7	25	123	.1	.8
4-Book	60	1238	.3	1.1	22	523	.1	.8	39	150	.2	1.3	36	159	.2	.8	18	93	.1	.6
KOST-FM																				
WI '03	324	3321	1.3	5.7	107	1670	.4	3.9	122	345	.5	4.2	152	551	.6	3.1	85	347	.3	2.6
4-Book	311	3243	1.3	5.4	122	1788	.5	4.5	119	425	.5	3.8	216	700	.9	4.5	141	490	.6	4.3
KPWR-FM																				
WI '03	140	2441	.6	2.4	99	1752	.4	3.6	95	358	.4	3.3	164	662	.7	3.4	128	513	.5	3.9
4-Book	153	2307	.6	2.6	96	1441	.4	3.5	91	323	.4	2.9	166	588	.7	3.5	140	496	.6	4.3
KRCD-FM																				
WI '03	81	736	.3	1.4	57	532	.2	2.1	66	135	.3	2.3	104	268	.4	2.1	52	171	.2	1.6
4-Book	71	643	.3	1.2	42	395	.2	1.6	52	116	.2	1.7	79	198	.3	1.6	45	133	.2	1.4
KRCV-FM																				
WI '03	65	559	.3	1.1	17	192	.1	.6	18	52	.1	.6	28	78	.1	.6	22	69	.1	.7
4-Book	55	418	.2	.9	28	260	.1	1.0	29	86	.1	.9	51	114	.2	1.1	31	83	.1	1.0
KRLA-AM																				
WI '03	18	293	.1	.3	4	49	.1	.1	4	14	.1	.1	16	35	.1	.3	4	14	.1	.1
4-Book	18	221	.1	.3	4	56	.2	.2	3	10	.1	.1	14	32	.1	.3	4	19	.1	.1
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

		Women 25-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	228	2818	.9	4.0	79	1561	.3	2.9	82	348	.3	2.8	198	755	.8	4.1	101	436	.4	3.1	
	4-Book	197	2689	.8	3.4	84	1531	.4	3.1	68	330	.3	2.2	161	719	.7	3.4	117	462	.5	3.6	
KRTH-FM	WI '03	189	2555	.8	3.3	83	1176	.3	3.0	51	189	.2	1.8	123	511	.5	2.5	141	336	.6	4.3	
	4-Book	176	2393	.7	3.0	77	1229	.3	2.8	69	280	.3	2.2	149	551	.6	3.1	113	320	.5	3.4	
KSCA-FM	WI '03	287	1782	1.2	5.0	90	1008	.4	3.3	272	529	1.1	9.4	135	358	.6	2.8	128	299	.5	3.9	
	4-Book	279	1783	1.2	4.8	110	1064	.5	4.0	341	633	1.4	10.8	175	486	.7	3.7	95	216	.4	2.9	
KSPN-AM	WI '03	7	129		.1	2	64		.1					1	11			6	18		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	104	1510	.4	1.8	58	883	.2	2.1	31	143	.1	1.1	166	493	.7	3.4	64	231	.3	2.0	
	4-Book	93	1188	.4	1.6	51	692	.2	1.9	44	146	.2	1.4	110	328	.5	2.3	62	177	.3	1.9	
KSUR-AM	WI '03	2	67			2	30		.1					3	15		.1	10	30		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	31	282	.1	.5	24	204	.1	.9	31	80	.1	1.1	40	93	.2	.8	14	22	.1	.4	
	4-Book	29	286	.1	.5	21	205	.1	.8	30	74	.1	1.0	39	89	.2	.8	16	45	.1	.5	
KTWV-FM	WI '03	160	1980	.7	2.8	80	1303	.3	2.9	74	245	.3	2.5	129	616	.5	2.6	93	260	.4	2.8	
	4-Book	202	1965	.9	3.5	100	1262	.4	3.6	99	306	.4	3.1	174	535	.7	3.6	119	344	.5	3.6	
KWIZ-FM	WI '03	53	518	.2	.9	26	324	.1	.9	33	108	.1	1.1	25	97	.1	.5	21	62	.1	.6	
	4-Book	61	528	.3	1.0	41	358	.2	1.5	32	110	.1	1.0	75	195	.3	1.6	44	109	.2	1.3	
KWKV-AM	WI '03	30	186	.1	.5	8	85		.3	7	23		.2	20	48	.1	.4	10	32		.3	
	4-Book	40	228	.2	.7	9	106		.3	26	54	.1	.8	19	56	.1	.4	4	14		.1	
KWVE-FM	WI '03	35	434	.1	.6	12	209		.4	17	52	.1	.6	9	48		.2	10	55		.3	
	4-Book	32	496	.1	.6	13	250	.1	.5	14	51	.1	.5	15	66	.1	.3	17	55	.1	.5	
KXOL-FM	WI '03	181	1581	.7	3.2	102	1165	.4	3.7	136	369	.6	4.7	255	622	1.0	5.2	79	230	.3	2.4	
	4-Book	200	1636	.8	3.4	111	1056	.5	4.1	143	337	.6	4.5	226	538	.9	4.7	125	324	.5	3.8	
KYSR-FM	WI '03	229	3621	.9	4.0	73	1655	.3	2.6	49	330	.2	1.7	172	722	.7	3.5	84	455	.3	2.6	
	4-Book	252	3577	1.0	4.4	83	1716	.3	3.0	71	382	.3	2.3	180	732	.8	3.8	130	531	.5	4.0	
+KZAB-FM	KFSG-FM	32	359	.1	.6	25	211	.1	.9	17	65	.1	.6	29	87	.1	.6	36	88	.1	1.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KZLA-FM	WI '03	135	1921	.6	2.4	72	1121	.3	2.6	74	290	.3	2.5	99	437	.4	2.0	102	455	.4	3.1	
	4-Book	153	1802	.6	2.7	70	1052	.3	2.6	77	301	.3	2.4	130	497	.6	2.8	103	396	.4	3.1	
KGGI-FM	WI '03	16	478	.1	.3	13	322	.1	.5	10	29		.3	20	87	.1	.4	16	93	.1	.5	
	4-Book	17	441	.1	.3	14	261	.1	.5	6	29		.2	24	87	.1	.5	20	82	.1	.6	
TOTALS	WI '03	5734	23140	23.5		2755	19122	11.3		2907	8371	11.9		4881	12325	20.0		3271	8813	13.4		
	4-Book	5834	23131	24.1		2749	18867	11.4		3128	8521	12.9		4770	12040	19.7		3281	8758	13.5		

** Station(s) not reported this survey.

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

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

Target Listener Estimates

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																				
WI '03	14	67	.1	.8	12	41	.6	11	67	.3	9	63	.4	5	29	.4				
4-Book	4	27	.3		13	52	.7	14	61	.4	9	47	.4	6	19	.5				
KBIG-FM																				
WI '03	112	364	.5	6.3	50	161	2.2	125	475	3.7	73	353	2.9	21	121	1.6				
4-Book	111	350	.5	6.4	45	177	2.3	123	461	3.7	77	290	3.2	32	152	2.5				
KBLA-AM																				
WI '03					7	13	.4					8	23	.3	5	23	.4			
4-Book					5	13	.3	9	19	.3	3	8	.1	1	6	.1				
KBUA-FM																				
WI '03	9	27	.5		9	27	.5	23	66	.1	.7	6	25	.2	9	27	.7			
4-Book	10	26	.6		12	29	.6	20	53	.6	.6	10	26	.4	7	16	.5			
KBUE-FM																				
WI '03	46	166	.2	2.6	29	107	1.1	124	289	3.7	87	258	4.4	23	74	1.8				
4-Book	41	156	.2	2.3	49	135	2.2	103	250	3.1	66	187	2.8	35	95	2.8				
KCBS-FM																				
WI '03	67	288	.3	3.8	25	135	1.1	89	384	4.4	2.6	74	361	3.3	3.0	26	133	1.1	2.0	
4-Book	46	195	.2	2.7	30	148	2.2	84	359	4.4	2.5	75	313	3.3	3.1	28	132	1.1	2.3	
KDIS-AM																				
WI '03	5	17	.3		9	59	.5	33	142	1.0	1.0	19	60	.1	.8	4	35	.3		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KDLD-FM																				
KSSC-FM																				
WI '03	1	12	.1		3	12	.2	24	69	.1	.7	9	42	.4						
4-Book	5	26	.3		2	13	.1	20	66	.6	.6	10	38	.4	6	17	.5			
+KDLE-FM																				
KSSD-FM																				
WI '03	13	48	.1	.7	17	54	.1	.9	20	106	.1	.6	31	88	1.2	4	26	.3		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																				
WI '03	14	53	.1	.8	36	111	1.1	1.9	50	217	2.2	1.5	40	104	1.6	21	74	1.1	1.6	
4-Book	15	48	.1	.9	35	108	2.2	1.8	41	148	2.2	1.2	28	76	1.2	16	60	1.1	1.3	
KFSH-FM																				
WI '03	18	72	.1	1.0	40	263	2.2	2.1	57	268	2.2	1.7	35	168	1.4	13	80	1.1	1.0	
4-Book	13	82	.1	.8	36	206	2.2	1.8	41	227	2.2	1.2	31	140	1.3	10	65	1.1	.9	
KFWB-AM																				
WI '03	3	30	.2		16	104	.1	.8	27	124	.1	.8	12	28	.5	3	29	.2		
4-Book	5	34	.3		19	128	1.1	1.0	22	131	1.1	.7	13	75	.6	5	38	.4		
KHHT-FM																				
WI '03	78	218	.3	4.4	56	144	2.2	2.9	88	313	4.4	2.6	106	348	4.4	4.2	143	302	6.6	11.0
4-Book	81	261	.3	4.6	49	168	2.2	2.5	104	364	4.4	3.1	95	309	4.4	3.9	93	250	4.4	7.5
KHJ -AM																				
WI '03	13	71	.1	.7	30	81	.1	1.5	29	72	.1	.9	43	94	1.7	13	61	1.1	1.0	
4-Book	15	46	.1	.8	25	66	1.1	1.3	42	96	2.2	1.2	22	53	.9	9	38	1.1	.7	
KIIS-FM																				
WI '03	102	374	.4	5.7	87	328	4.4	4.5	194	820	8.8	5.8	123	489	4.9	59	227	4.2	4.5	
4-Book	88	361	.4	5.1	103	377	5.5	5.2	170	762	7.7	5.0	109	470	4.5	59	252	4.3	4.7	
KVVS-FM																				
WI '03	6	22	.3						6	24	.2		4	26	.2					
4-Book	9	26	.5		2	11	.1		6	32	.2		5	13	.2	3	6	.3		
KJLH-FM																				
WI '03	31	107	.1	1.7	72	254	.3	3.7	133	422	.5	3.9	133	267	5.3	29	91	1.1	2.2	
4-Book	55	189	.2	3.2	123	320	.5	6.2	158	432	.7	4.7	127	250	5.2	43	134	1.2	3.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '03	63	189	.3	3.5	51	216	.2	2.6	54	243	.2	1.6	49	169	.2	2.0	69	212	.3	5.3
4-Book	52	194	.2	3.0	39	157	.2	2.0	65	285	.3	2.0	51	192	.2	2.1	41	148	.2	3.3
KLKA-FM																				
WI '03	19	36	.1	1.1	22	69	.1	1.1	5	43	.1	.1	9	47	.4	.4	4	13	.3	.3
4-Book	14	29	.1	.8	16	45	.1	.8	10	57	.3	.3	7	37	.3	.3	13	30	.1	1.1
KLAC-AM																				
WI '03	4	11	.2	.2									1	13	.1	.7	2	26	.2	.2
4-Book	4	22	.2	.2	3	7	.2	.2	3	19	.1	.1	16	63	.1	.7	5	31	.4	.4
KLAX-FM																				
WI '03	77	239	.3	4.3	53	174	.2	2.7	148	413	.6	4.4	81	210	.3	3.2	45	150	.2	3.5
4-Book	65	183	.3	3.7	69	209	.3	3.5	164	412	.7	4.9	83	224	.3	3.4	42	167	.2	3.4
KLOS-FM																				
WI '03	22	127	.1	1.2	9	76	.5	.5	77	383	.3	2.3	40	151	.2	1.6	19	99	.1	1.5
4-Book	30	135	.1	1.7	13	71	.7	.7	68	302	.3	2.0	55	190	.2	2.3	18	94	.1	1.5
KLSX-FM																				
WI '03	8	57	.4	.4	45	124	.2	2.3	47	174	.2	1.4	32	50	.1	1.3	14	52	.1	1.1
4-Book	6	32	.4	.4	49	139	.2	2.5	47	160	.2	1.4	16	44	.1	.6	5	23	.4	.4
KLTX-AM																				
WI '03	22	84	.1	1.2	48	104	.2	2.5	70	129	.3	2.1	38	82	.2	1.5	18	59	.1	1.4
4-Book	21	71	.1	1.2	49	127	.2	2.5	40	108	.2	1.2	32	81	.1	1.3	10	41	.1	.8
KLVE-FM																				
WI '03	127	438	.5	7.1	111	426	.5	5.7	143	457	.6	4.2	125	339	.5	5.0	64	252	.3	4.9
4-Book	121	376	.5	6.9	109	380	.5	5.5	179	592	.8	5.3	96	280	.4	4.0	61	212	.3	4.9
KLYY-FM																				
WI '03	12	45	.7	.7	11	47	.6	.6	40	126	.2	1.2	20	82	.1	.8	9	24	.7	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	24	105	.1	1.3	31	91	.1	1.6	22	103	.1	.7	35	116	.1	1.4	13	56	.1	1.0
4-Book	21	84	.1	1.2	26	105	.1	1.3	36	141	.2	1.1	34	104	.1	1.4	16	62	.1	1.2
KNX-AM																				
WI '03	11	55	.6	.6	28	127	.1	1.4	17	156	.1	.5	14	99	.1	.6	19	82	.1	1.5
4-Book	14	75	.1	.8	21	89	.1	1.0	16	108	.1	.5	17	95	.1	.7	14	77	.1	1.1
KOST-FM																				
WI '03	106	372	.4	5.9	113	414	.5	5.8	114	549	.5	3.4	100	381	.4	4.0	62	229	.3	4.8
4-Book	88	343	.4	5.1	87	317	.4	4.4	135	517	.6	4.0	99	360	.4	4.1	81	278	.4	6.5
KPVR-FM																				
WI '03	72	329	.3	4.0	59	265	.2	3.0	95	433	.4	2.8	97	399	.4	3.9	78	262	.3	6.0
4-Book	74	297	.3	4.2	47	185	.2	2.4	95	349	.4	2.8	96	322	.4	4.0	54	187	.2	4.3
KRCB-FM																				
WI '03	42	151	.2	2.4	40	115	.2	2.1	85	231	.3	2.5	32	110	.1	1.3	27	109	.1	2.1
4-Book	29	101	.1	1.6	27	79	.1	1.4	49	145	.2	1.4	39	118	.2	1.6	19	58	.1	1.6
KRCV-FM																				
WI '03	12	23	.7	.7	7	23	.4	.4	24	51	.1	.7	20	45	.1	.8	3	11	.2	.2
4-Book	22	57	.1	1.3	19	42	.1	1.0	34	91	.2	1.0	22	53	.1	.9	14	38	.1	1.2
KRLA-AM																				
WI '03					4	14	.2	.2	7	13	.2	.2					2	5	.2	.2
4-Book	1	3	.1	.1	2	6	.1	.1	4	10	.1	.1	3	12	.2	.2				
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Women 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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

KGGI-FM																				
WI '03	8	40	.4	.6	13	66	.1	.7	10	77	.3	.3	15	54	.1	.6	15	56	.1	1.2
4-Book	10	46	.6	.6	4	23	.2	.2	11	52	.1	.3	15	53	.1	.6	17	52	.1	1.3
TOTALS																				
WI '03	1784	5777	7.3		1941	6156	8.0		3373	9618	13.8		2504	6835	10.3		1299	4184	5.3	
4-Book	1748	5665	7.2		1987	6096	8.2		3377	9529	14.0		2423	6634	10.0		1243	4236	5.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KABC-AM																				
WI '03	52	1083	.2	1.1	64	453	.2	.9	76	585	.3	1.1	85	578	.3	1.5	42	334	.1	2.2
FA '02	45	1002	.2	.9	55	402	.2	.7	78	590	.3	1.0	68	604	.2	1.1	18	282	.1	.9
SU '02	35	866	.1	.8	27	400	.1	.4	30	284	.1	.4	107	556	.4	2.0	14	221	.1	.7
SP '02	39	842	.1	.8	49	318	.2	.7	50	369	.2	.7	59	463	.2	1.0	33	319	.1	1.9
4-Book	43	948	.2	.9	49	393	.2	.7	59	457	.2	.8	80	550	.3	1.4	27	289	.1	1.4
WI '02	40	918	.1	.9	44	386	.2	.6	44	386	.2	.7	90	539	.3	1.6	18	217	.1	1.1
KBIG-FM																				
WI '03	229	3975	.8	4.9	242	1797	.9	3.5	501	2365	1.8	7.4	294	2169	1.0	5.0	58	868	.2	3.0
FA '02	222	3790	.8	4.5	269	1980	1.0	3.5	455	1990	1.6	6.0	294	2033	1.0	4.9	67	798	.2	3.5
SU '02	183	3530	.7	4.0	236	1511	.8	3.4	351	1907	1.3	5.1	225	1918	.8	4.2	45	718	.2	2.3
SP '02	181	3759	.6	3.8	227	1828	.8	3.0	353	2003	1.3	5.1	244	2143	.9	4.3	53	839	.2	3.0
4-Book	204	3764	.7	4.3	244	1779	.9	3.4	415	2066	1.5	5.9	264	2066	.9	4.6	56	806	.2	3.0
WI '02	191	3504	.7	4.3	282	1808	1.0	4.1	361	1786	1.3	5.5	267	1804	1.0	4.8	52	761	.2	3.1
KBLA-AM																				
WI '03	23	425	.1	.5	56	195	.2	.8	33	218	.1	.5	16	123	.1	.3	19	115	.1	1.0
FA '02	32	405	.1	.6	40	186	.1	.5	85	318	.3	1.1	38	212	.1	.6	7	46	.1	.4
SU '02	30	435	.1	.7	68	244	.2	1.0	64	283	.2	.9	9	146	.1	.2	14	112	.1	.7
SP '02	32	468	.1	.7	45	154	.2	.6	90	280	.3	1.3	18	137	.1	.3	6	60	.1	.3
4-Book	29	433	.1	.6	52	195	.2	.7	68	275	.2	1.0	20	155	.1	.4	12	83	.1	.6
WI '02	29	456	.1	.7	40	160	.1	.6	62	267	.2	.9	17	89	.1	.3	15	101	.1	.9
KBUA-FM																				
WI '03	18	210	.1	.4	27	116	.1	.4	29	133	.1	.4	7	81	.1	.1	12	77	.1	.6
FA '02	35	280	.1	.7	45	141	.2	.6	44	178	.2	.6	46	217	.2	.8	18	128	.1	.9
SU '02	11	223	.2	.2	16	76	.1	.2	12	127	.2	.2	12	87	.2	.2	3	57	.2	.2
SP '02	16	196	.1	.3	28	165	.1	.4	25	117	.1	.4	17	101	.1	.3	7	54	.4	.4
4-Book	20	227	.1	.4	29	125	.1	.4	28	139	.1	.4	21	122	.1	.4	10	79	.5	.5
WI '02	10	193	.2	.2	15	97	.1	.2	18	86	.1	.3	12	60	.2	.2	4	36	.2	.2
KBUE-FM																				
WI '03	83	1385	.3	1.8	92	580	.3	1.3	115	788	.4	1.7	105	820	.4	1.8	34	480	.1	1.8
FA '02	98	1723	.3	2.0	127	833	.4	1.7	145	1007	.5	1.9	134	921	.5	2.3	42	388	.1	2.2
SU '02	107	1344	.4	2.3	141	683	.5	2.0	155	808	.6	2.2	90	667	.3	1.7	50	389	.2	2.6
SP '02	73	1163	.3	1.5	118	480	.4	1.6	95	644	.3	1.4	88	736	.3	1.6	31	324	.1	1.8
4-Book	90	1404	.3	1.9	120	644	.4	1.7	128	812	.5	1.8	104	786	.4	1.9	39	395	.1	2.1
WI '02	72	1174	.3	1.6	103	625	.4	1.5	111	656	.4	1.7	76	526	.3	1.4	23	293	.1	1.4
KCBS-FM																				
WI '03	85	2978	.3	1.8	116	1308	.4	1.7	104	1451	.4	1.5	114	1566	.4	2.0	32	698	.1	1.7
FA '02	99	3092	.3	2.0	147	1489	.5	1.9	143	1387	.5	1.9	134	1607	.5	2.3	38	647	.1	2.0
SU '02	112	3098	.4	2.4	158	1230	.6	2.3	176	1532	.6	2.5	124	1629	.4	2.3	34	745	.1	1.8
SP '02	140	3173	.5	3.0	202	1458	.7	2.7	234	1554	.8	3.4	195	1921	.7	3.4	32	747	.1	1.8
4-Book	109	3085	.4	2.3	156	1371	.6	2.2	164	1481	.6	2.3	142	1681	.5	2.5	34	709	.1	1.8
WI '02	80	2534	.3	1.8	108	1191	.4	1.6	118	1211	.4	1.8	127	1436	.5	2.3	20	534	.1	1.2
KDIS-AM																				
WI '03	24	861	.1	.5	36	438	.1	.5	18	285	.1	.3	46	479	.2	.8	7	131	.1	.4
FA '02	22	960	.1	.4	51	489	.2	.7	13	214	.1	.2	34	534	.1	.6	4	153	.1	.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	23	1138	.1	.5	37	487	.1	.5	14	403	.1	.2	41	568	.1	.7	4	149	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	19	917	.1	.4	36	475	.1	.5	14	314	.1	.2	35	439	.1	.6	6	121	.1	.4
+KDLD-FM																				
KSSC-FM																				
WI '03	14	354	.3	.3	17	123	.1	.2	16	222	.1	.2	18	213	.1	.3	6	131	.1	.3
FA '02	19	425	.1	.4	40	224	.1	.5	32	208	.1	.4	16	185	.1	.3	1	53	.1	.1
SU '02	17	263	.1	.4	29	177	.1	.4	26	151	.1	.4	19	148	.1	.4	8	99	.1	.4
SP '02	13	333	.3	.3	16	150	.1	.2	15	136	.1	.2	15	159	.1	.3	11	91	.1	.6
4-Book	16	344	.1	.4	26	169	.1	.3	22	179	.1	.3	17	176	.1	.3	7	94	.1	.4
WI '02	11	303	.2	.2	14	134	.1	.2	13	141	.1	.2	15	163	.1	.3	8	102	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																			
KSSD-FM																			
WI '03	17	397	.1	.4	24	165	.1	.3	22	189	.1	.3	22	280	.1	.4	3	105	.2
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	134	2466	.5	2.9	190	1196	.7	2.7	257	1513	.9	3.8	159	1273	.6	2.7	36	400	.1
FA '02	126	2238	.4	2.5	187	1161	.7	2.4	259	1468	.9	3.4	138	1208	.5	2.3	41	321	.1
SU '02	176	2359	.6	3.8	271	1323	1.0	3.9	346	1583	1.2	5.0	229	1328	.8	4.2	53	547	.2
SP '02	131	2207	.5	2.8	225	1189	.8	3.0	272	1467	1.0	3.9	166	1159	.6	2.9	20	315	.1
4-Book	142	2318	.5	3.0	218	1217	.8	3.0	284	1508	1.0	4.0	173	1242	.6	3.0	38	396	.1
WI '02	139	2610	.5	3.1	210	1385	.8	3.0	273	1590	1.0	4.2	168	1307	.6	3.0	36	485	.1
KFSH-FM																			
WI '03	55	1083	.2	1.2	89	783	.3	1.3	72	569	.3	1.1	65	611	.2	1.1	16	231	.1
FA '02	44	953	.2	.9	52	473	.2	.7	47	498	.2	.6	75	633	.3	1.3	18	357	.1
SU '02	45	909	.2	1.0	71	570	.3	1.0	68	608	.2	1.0	52	522	.2	1.0	13	284	.7
SP '02	44	900	.2	.9	64	593	.2	.9	48	521	.2	.7	71	597	.3	1.3	15	270	.1
4-Book	47	961	.2	1.0	69	605	.3	1.0	59	549	.2	.9	66	591	.3	1.2	16	286	.1
WI '02	66	975	.2	1.5	81	674	.3	1.2	95	577	.3	1.4	96	584	.3	1.7	22	274	.1
KFWB-AM																			
WI '03	55	1904	.2	1.2	133	1267	.5	1.9	48	820	.2	.7	88	1054	.3	1.5	11	322	.6
FA '02	49	2114	.2	1.0	108	1171	.4	1.4	46	699	.2	.6	90	1219	.3	1.5	17	375	.1
SU '02	55	1695	.2	1.2	126	1052	.5	1.8	49	636	.2	.7	75	896	.3	1.4	21	316	.1
SP '02	40	1605	.1	.8	107	1117	.4	1.4	27	560	.1	.4	60	852	.2	1.1	11	271	.6
4-Book	50	1830	.2	1.1	119	1152	.5	1.6	43	679	.2	.6	78	1005	.3	1.4	15	321	.1
WI '02	35	1768	.1	.8	94	1091	.3	1.4	21	543	.1	.3	56	858	.2	1.0	13	271	.8
KHHT-FM																			
WI '03	161	2581	.6	3.4	192	1356	.7	2.8	239	1320	.8	3.5	192	1470	.7	3.3	94	836	.3
FA '02	161	2645	.6	3.2	191	1225	.7	2.5	259	1372	.9	3.4	212	1526	.7	3.6	72	868	.3
SU '02	156	2966	.6	3.4	207	1401	.7	3.0	234	1577	.8	3.4	192	1698	.7	3.6	85	945	.3
SP '02	149	2634	.5	3.2	186	1353	.7	2.5	245	1437	.9	3.5	183	1526	.7	3.2	64	847	.2
4-Book	157	2707	.6	3.3	194	1334	.7	2.7	244	1427	.9	3.5	195	1555	.7	3.4	79	874	.3
WI '02	193	2896	.7	4.3	251	1568	.9	3.6	291	1529	1.0	4.4	259	1760	.9	4.7	93	827	.3
KHJ -AM																			
WI '03	49	630	.2	1.0	44	257	.2	.6	66	361	.2	1.0	91	306	.3	1.6	15	145	.1
FA '02	44	731	.2	.9	48	280	.2	.6	76	415	.3	1.0	44	326	.2	.7	21	150	.1
SU '02	27	529	.1	.6	34	186	.1	.5	30	278	.1	.4	31	272	.1	.6	11	139	.6
SP '02	47	588	.2	1.0	54	294	.2	.7	85	366	.3	1.2	53	328	.2	.9	15	137	.1
4-Book	42	620	.2	.9	45	254	.2	.6	64	355	.2	.9	55	308	.2	1.0	16	143	.1
WI '02	40	532	.1	.9	45	236	.2	.7	53	298	.2	.8	45	266	.2	.8	30	183	.1
KIIS-FM																			
WI '03	215	4720	.8	4.6	311	2564	1.1	4.5	312	2393	1.1	4.6	295	2594	1.0	5.0	60	1089	.2
FA '02	204	4907	.7	4.1	330	2667	1.2	4.3	268	2286	.9	3.6	246	2773	.9	4.1	69	1247	.2
SU '02	208	5015	.7	4.5	324	2779	1.2	4.7	280	2405	1.0	4.0	275	2667	1.0	5.1	97	1215	.3
SP '02	172	4917	.6	3.6	279	2618	1.0	3.7	223	2133	.8	3.2	226	2485	.8	4.0	47	927	.2
4-Book	200	4890	.7	4.2	311	2657	1.1	4.3	271	2304	1.0	3.9	261	2630	.9	4.6	68	1120	.2
WI '02	177	5020	.6	4.0	268	2725	1.0	3.9	219	2287	.8	3.3	259	2725	.9	4.7	59	1230	.2
KVVS-FM																			
WI '03	7	100	.1	.1	18	76	.1	.3	6	62	.1	.1	6	65	.1	.1	3	49	.2
FA '02	12	179	.2	.2	23	81	.1	.3	13	99	.2	.2	10	108	.2	.2	5	80	.3
SU '02	4	143	.1	.1	6	101	.1	.1	6	97	.1	.1	5	86	.1	.1	1	34	.1
SP '02	17	288	.1	.4	25	197	.1	.3	20	185	.1	.3	21	176	.1	.4	15	52	.1
4-Book	10	178	.2	.2	18	114	.1	.3	11	111	.2	.2	11	109	.2	.2	6	54	.4
WI '02	7	195	.2	.2	6	102	.1	.1	8	93	.1	.1	6	79	.1	.1	4	35	.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 25-54

	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																				
WI '03	96	1587	.3	2.1	138	781	.5	2.0	112	737	.4	1.6	97	780	.3	1.7	33	381	.1	1.7
FA '02	149	1672	.5	3.0	170	795	.6	2.2	181	809	.6	2.4	163	972	.6	2.7	98	760	.3	5.1
SU '02	113	1592	.4	2.4	130	766	.5	1.9	139	769	.5	2.0	126	835	.5	2.3	61	532	.2	3.2
SP '02	97	1501	.3	2.1	123	711	.4	1.7	108	595	.4	1.6	104	815	.4	1.8	39	487	.1	2.2
4-Book	114	1588	.4	2.4	140	763	.5	2.0	135	728	.5	1.9	123	851	.5	2.1	58	540	.2	3.1
WI '02	89	1503	.3	2.0	92	684	.3	1.3	91	634	.3	1.4	103	746	.4	1.9	56	471	.2	3.4
KKBT-FM																				
WI '03	145	2810	.5	3.1	340	1618	1.2	4.9	156	1232	.6	2.3	165	1507	.6	2.8	44	639	.2	2.3
FA '02	172	2819	.6	3.5	384	1718	1.4	5.0	201	1403	.7	2.7	198	1576	.7	3.3	59	753	.2	3.1
SU '02	161	2787	.6	3.5	391	1703	1.4	5.6	207	1451	.7	3.0	160	1370	.6	3.0	56	663	.2	2.9
SP '02	173	2685	.6	3.7	488	1884	1.8	6.6	184	1365	.7	2.7	168	1522	.6	3.0	47	723	.2	2.7
4-Book	163	2775	.6	3.5	401	1731	1.5	5.5	187	1363	.7	2.7	173	1494	.6	3.0	52	695	.2	2.8
WI '02	164	2466	.6	3.7	363	1584	1.3	5.3	193	1180	.7	2.9	196	1339	.7	3.6	53	621	.2	3.2
KKLA-FM																				
WI '03	37	611	.1	.8	80	456	.3	1.1	36	300	.1	.5	53	335	.2	.9	17	181	.1	.9
FA '02	34	687	.1	.7	82	459	.3	1.1	55	328	.2	.7	42	237	.1	.7	8	92	.1	.4
SU '02	39	634	.1	.8	91	507	.3	1.3	54	324	.2	.8	28	276	.1	.5	20	132	.1	1.0
SP '02	27	690	.1	.6	59	507	.2	.8	38	301	.1	.5	38	366	.1	.7	9	49	.1	.5
4-Book	34	656	.1	.7	78	482	.3	1.1	46	313	.2	.6	40	304	.1	.7	14	114	.1	.7
WI '02	28	585	.1	.6	67	365	.2	1.0	49	307	.2	.7	24	138	.1	.4	3	91	.1	.2
KLAC-AM																				
WI '03	11	504	.1	.2	16	148	.1	.2	6	113	.1	.1	17	261	.1	.3	14	226	.1	.7
FA '02	16	698	.1	.3	19	181	.1	.2	31	225	.1	.4	24	332	.1	.4	8	170	.1	.4
SU '02	17	565	.1	.4	22	203	.1	.3	39	264	.1	.6	11	153	.1	.2	5	66	.1	.3
SP '02	21	893	.1	.4	22	186	.1	.3	39	320	.1	.6	30	355	.1	.5	9	225	.1	.5
4-Book	16	665	.1	.3	20	180	.1	.3	29	231	.1	.4	21	275	.1	.4	9	172	.1	.5
WI '02	17	370	.1	.4	25	153	.1	.4	31	157	.1	.5	19	195	.1	.3	11	110	.1	.7
KLAX-FM																				
WI '03	140	2252	.5	3.0	177	1112	.6	2.5	227	1413	.8	3.3	150	1050	.5	2.6	54	535	.2	2.8
FA '02	153	2178	.5	3.1	192	1166	.7	2.5	263	1333	.9	3.5	151	1226	.5	2.5	58	557	.2	3.0
SU '02	106	1857	.4	2.3	120	769	.4	1.7	132	939	.5	1.9	117	869	.4	2.2	53	632	.2	2.7
SP '02	116	1897	.4	2.5	132	926	.5	1.8	180	1070	.6	2.6	132	1057	.5	2.3	46	427	.2	2.6
4-Book	129	2046	.5	2.7	155	993	.6	2.1	201	1189	.7	2.8	138	1051	.5	2.4	53	538	.2	2.8
WI '02	119	1932	.4	2.7	147	865	.5	2.1	180	1160	.6	2.7	136	1098	.5	2.5	39	432	.1	2.4
KLOS-FM																				
WI '03	72	2424	.3	1.5	139	920	.5	2.0	81	984	.3	1.2	94	1126	.3	1.6	30	437	.1	1.6
FA '02	86	2197	.3	1.7	200	1150	.7	2.6	115	776	.4	1.5	103	1086	.4	1.7	19	408	.1	1.0
SU '02	89	2502	.3	1.9	176	1118	.6	2.5	110	1144	.4	1.6	106	1259	.4	2.0	30	665	.1	1.6
SP '02	87	2374	.3	1.8	189	1128	.7	2.5	91	996	.3	1.3	102	1174	.4	1.8	37	507	.1	2.1
4-Book	84	2374	.3	1.7	176	1079	.6	2.4	99	975	.4	1.4	101	1161	.4	1.8	29	504	.1	1.6
WI '02	63	2034	.2	1.4	138	911	.5	2.0	55	752	.2	.8	95	876	.3	1.7	19	366	.1	1.1
KLSX-FM																				
WI '03	103	1825	.4	2.2	235	1044	.8	3.4	167	906	.6	2.5	122	693	.4	2.1	28	340	.1	1.5
FA '02	101	1602	.4	2.0	249	930	.9	3.3	176	848	.6	2.3	104	708	.4	1.7	19	246	.1	1.0
SU '02	76	1753	.3	1.6	175	832	.6	2.5	114	730	.4	1.6	99	742	.4	1.8	11	238	.1	.6
SP '02	72	1456	.3	1.5	178	793	.6	2.4	104	695	.4	1.5	93	607	.3	1.6	13	200	.1	.7
4-Book	88	1659	.4	1.8	209	900	.7	2.9	140	795	.5	2.0	105	688	.4	1.8	18	256	.1	1.0
WI '02	76	1567	.3	1.7	152	827	.5	2.2	118	689	.4	1.8	116	761	.4	2.1	14	242	.1	.8
KLTX-AM																				
WI '03	67	482	.2	1.4	91	339	.3	1.3	93	262	.3	1.4	73	352	.3	1.2	38	243	.1	2.0
FA '02	37	372	.1	.7	48	242	.2	.6	53	239	.2	.7	38	176	.1	.6	16	103	.1	.8
SU '02	60	398	.2	1.3	98	313	.4	1.4	75	265	.3	1.1	50	271	.2	.9	29	224	.1	1.5
SP '02	57	397	.2	1.2	97	283	.3	1.3	79	288	.3	1.1	56	222	.2	1.0	25	149	.1	1.4
4-Book	55	412	.2	1.2	84	294	.3	1.2	75	264	.3	1.1	54	255	.2	.9	27	180	.1	1.4
WI '02	76	438	.3	1.7	120	325	.4	1.7	125	291	.4	1.9	72	239	.3	1.3	38	149	.1	2.3

Target Listener Trends - Women 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Women 25-54																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLVE-FM																						
WI '03		239	3741	.8	5.1	377	1992	1.3	5.4	332	2197	1.2	4.9	243	1921	.9	4.2	115	1137	.4	6.0	
FA '02		237	3842	.8	4.8	358	1880	1.3	4.7	365	2219	1.3	4.8	241	1972	.9	4.1	95	1072	.3	5.0	
SU '02		236	3673	.8	5.1	382	2011	1.4	5.5	358	2076	1.3	5.2	202	1571	.7	3.7	119	1090	.4	6.1	
SP '02		268	3788	1.0	5.7	446	2109	1.6	6.0	420	2149	1.5	6.1	274	1810	1.0	4.8	110	1127	.4	6.3	
4-Book		245	3761	.9	5.2	391	1998	1.4	5.4	369	2160	1.3	5.3	240	1819	.9	4.2	110	1107	.4	5.9	
WI '02		227	3472	.8	5.1	388	2033	1.4	5.6	329	1816	1.2	5.0	205	1583	.7	3.7	101	930	.4	6.1	
KLYY-FM																						
WI '03		35	711	.1	.7	43	305	.2	.6	53	342	.2	.8	41	316	.1	.7	17	144	.1	.9	
FA '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																						
WI '03		61	1483	.2	1.3	67	540	.2	1.0	95	695	.3	1.4	86	745	.3	1.5	29	480	.1	1.5	
FA '02		68	1600	.2	1.4	71	640	.3	.9	102	678	.4	1.4	93	839	.3	1.6	34	392	.1	1.8	
SU '02		66	1190	.2	1.4	91	513	.3	1.3	102	543	.4	1.5	72	519	.3	1.3	50	438	.2	2.6	
SP '02		54	1295	.2	1.1	41	418	.1	.6	107	608	.4	1.5	80	658	.3	1.4	17	305	.1	1.0	
4-Book		62	1392	.2	1.3	68	528	.2	1.0	102	631	.4	1.5	83	690	.3	1.5	33	404	.1	1.7	
WI '02		71	1514	.3	1.6	60	633	.2	.9	142	760	.5	2.2	106	871	.4	1.9	30	440	.1	1.8	
KNX -AM																						
WI '03		62	2279	.2	1.3	111	1242	.4	1.6	66	916	.2	1.0	88	1141	.3	1.5	39	476	.1	2.0	
FA '02		50	1818	.2	1.0	101	1028	.4	1.3	46	619	.2	.6	77	969	.3	1.3	26	431	.1	1.4	
SU '02		50	1650	.2	1.1	103	898	.4	1.5	45	551	.2	.6	64	682	.2	1.2	31	380	.1	1.6	
SP '02		59	1742	.2	1.3	122	1003	.4	1.6	74	717	.3	1.1	77	935	.3	1.4	17	322	.1	1.0	
4-Book		55	1872	.2	1.2	109	1043	.4	1.5	58	701	.2	.8	77	932	.3	1.4	28	402	.1	1.5	
WI '02		39	1600	.1	.9	84	887	.3	1.2	37	654	.1	.6	45	781	.2	.8	29	433	.1	1.8	
KOST-FM																						
WI '03		258	4701	.9	5.5	346	2377	1.2	5.0	447	2376	1.6	6.6	330	2498	1.2	5.6	113	1294	.4	5.9	
FA '02		285	4875	1.0	5.7	369	2663	1.3	4.8	455	2443	1.6	6.0	347	2792	1.2	5.8	147	1496	.5	7.7	
SU '02		239	4505	.9	5.2	276	2001	1.0	4.0	414	2373	1.5	6.0	314	2462	1.1	5.8	115	1376	.4	5.9	
SP '02		233	4355	.8	4.9	288	2159	1.0	3.9	387	2040	1.4	5.6	297	2245	1.1	5.2	113	1283	.4	6.5	
4-Book		254	4609	.9	5.3	320	2300	1.1	4.4	426	2308	1.5	6.1	322	2499	1.2	5.6	122	1362	.4	6.5	
WI '02		302	4807	1.1	6.8	353	2345	1.3	5.1	530	2324	1.9	8.1	393	2753	1.4	7.1	150	1608	.5	9.1	
KPWR-FM																						
WI '03		117	3202	.4	2.5	168	1596	.6	2.4	131	1255	.5	1.9	137	1542	.5	2.3	72	908	.3	3.8	
FA '02		145	2804	.5	2.9	188	1242	.7	2.5	175	1327	.6	2.3	200	1725	.7	3.4	74	897	.3	3.9	
SU '02		112	2927	.4	2.4	132	1292	.5	1.9	144	1433	.5	2.1	157	1642	.6	2.9	56	978	.2	2.9	
SP '02		111	2688	.4	2.4	174	1304	.6	2.3	126	1058	.5	1.8	163	1480	.6	2.9	44	832	.2	2.5	
4-Book		121	2905	.4	2.6	166	1359	.6	2.3	144	1268	.5	2.0	164	1597	.6	2.9	62	904	.3	3.3	
WI '02		105	2455	.4	2.4	166	1071	.6	2.4	127	1160	.5	1.9	126	1246	.5	2.3	57	744	.2	3.4	
KRCD-FM																						
WI '03		78	908	.3	1.7	94	395	.3	1.4	101	563	.4	1.5	88	528	.3	1.5	53	328	.2	2.8	
FA '02		46	765	.2	.9	53	347	.2	.7	78	416	.3	1.0	47	395	.2	.8	34	221	.1	1.8	
SU '02		70	822	.3	1.5	83	405	.3	1.2	109	509	.4	1.6	70	400	.3	1.3	59	276	.2	3.0	
SP '02		71	823	.3	1.5	99	391	.4	1.3	111	518	.4	1.6	69	482	.2	1.2	33	239	.1	1.9	
4-Book		66	830	.3	1.4	82	385	.3	1.2	100	502	.4	1.4	69	451	.3	1.2	45	266	.2	2.4	
WI '02		28	569	.1	.6	38	260	.1	.6	33	243	.1	.5	34	307	.1	.6	20	168	.1	1.2	
KRCV-FM																						
WI '03		49	662	.2	1.0	74	348	.3	1.1	96	434	.3	1.4	49	339	.2	.8	15	116	.1	.8	
FA '02		44	548	.2	.9	49	218	.2	.6	81	297	.3	1.1	48	261	.2	.8	5	70	.1	.3	
SU '02		34	364	.1	.7	50	219	.2	.7	49	219	.2	.7	33	206	.1	.6	18	134	.1	.9	
SP '02		46	628	.2	1.0	66	280	.2	.9	58	328	.2	.8	51	298	.2	.9	19	166	.1	1.1	
4-Book		43	551	.2	.9	60	266	.2	.8	71	320	.3	1.0	45	276	.2	.8	14	122	.1	.8	
WI '02		54	641	.2	1.2	94	409	.3	1.4	92	392	.3	1.4	50	254	.2	.9	12	134	.1	.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KTNQ-AM																				
WI '03	35	499	.1	.7	43	200	.2	.6	53	245	.2	.8	24	178	.1	.4	24	134	.1	1.3
FA '02	40	528	.1	.8	34	246	.1	.4	74	328	.3	1.0	54	259	.2	.9	21	100	.1	1.1
SU '02	19	419	.1	.4	25	205	.1	.4	26	206	.1	.4	10	115		.2	8	39		.4
SP '02	15	354	.1	.3	16	137	.1	.2	24	162	.1	.3	11	136		.2	5	93		.3
4-Book	27	450	.1	.6	30	197	.1	.4	44	235	.2	.6	25	172	.1	.4	15	92	.1	.8
WI '02	28	499	.1	.6	38	292	.1	.6	60	312	.2	.9	19	175	.1	.3	12	70		.7
KTWV-FM																				
WI '03	159	2854	.6	3.4	185	1363	.7	2.7	259	1574	.9	3.8	203	1753	.7	3.5	74	972	.3	3.9
FA '02	218	3145	.8	4.4	291	1666	1.0	3.8	371	1456	1.3	4.9	286	1819	1.0	4.8	72	866	.3	3.8
SU '02	194	2793	.7	4.2	229	1480	.8	3.3	307	1558	1.1	4.4	241	1548	.9	4.5	96	869	.3	5.0
SP '02	203	2878	.7	4.3	244	1492	.9	3.3	318	1425	1.1	4.6	267	1612	1.0	4.7	79	893	.3	4.5
4-Book	194	2918	.7	4.1	237	1500	.9	3.3	314	1503	1.1	4.4	249	1683	.9	4.4	80	900	.3	4.3
WI '02	174	2960	.6	3.9	238	1456	.9	3.4	276	1455	1.0	4.2	213	1580	.8	3.9	74	752	.3	4.5
KWIZ-FM																				
WI '03	41	608	.1	.9	69	326	.2	1.0	64	391	.2	.9	33	270	.1	.6	25	171	.1	1.3
FA '02	48	640	.2	1.0	50	303	.2	.7	70	411	.2	.9	68	363	.2	1.1	25	259	.1	1.3
SU '02	47	679	.2	1.0	28	273	.1	.4	78	415	.3	1.1	63	296	.2	1.2	29	232	.1	1.5
SP '02	59	666	.2	1.3	52	326	.2	.7	81	419	.3	1.2	77	390	.3	1.4	24	216	.1	1.4
4-Book	49	648	.2	1.1	50	307	.2	.7	73	409	.3	1.0	60	330	.2	1.1	26	220	.1	1.4
WI '02	29	569	.1	.7	23	181	.1	.3	37	312	.1	.6	40	216	.1	.7	19	140	.1	1.1
KWKW-AM																				
WI '03	24	257	.1	.5	20	114	.1	.3	63	203	.2	.9	20	101	.1	.3	8	61		.4
FA '02	35	338	.1	.7	76	221	.3	1.0	69	215	.2	.9	11	133		.2	10	74		.5
SU '02	28	315	.1	.6	44	116	.2	.6	75	229	.3	1.1	15	127	.1	.3	8	59		.4
SP '02	31	385	.1	.7	49	151	.2	.7	83	261	.3	1.2	19	106	.1	.3	5	37		.3
4-Book	30	324	.1	.6	47	151	.2	.7	73	227	.3	1.0	16	117	.1	.3	8	58		.4
WI '02	36	451	.1	.8	40	223	.1	.6	101	303	.4	1.5	31	205	.1	.6	3	38		.2
KWE-FM																				
WI '03	30	610	.1	.6	47	380	.2	.7	38	312	.1	.6	44	333	.2	.8	11	186		.6
FA '02	38	747	.1	.8	58	403	.2	.8	63	400	.2	.8	52	433	.2	.9	12	282		.6
SU '02	21	591	.1	.5	32	272	.1	.5	24	317	.1	.3	30	238	.1	.6	9	99		.5
SP '02	32	823	.1	.7	62	533	.2	.8	46	254	.2	.7	45	362	.2	.8	8	135		.5
4-Book	30	693	.1	.7	50	397	.2	.7	43	321	.2	.6	43	342	.2	.8	10	176		.6
WI '02	31	639	.1	.7	51	398	.2	.7	41	246	.1	.6	45	373	.2	.8	10	116		.6
KXOL-FM																				
WI '03	138	2000	.5	2.9	173	1102	.6	2.5	246	1230	.9	3.6	133	1028	.5	2.3	49	541	.2	2.6
FA '02	185	2309	.7	3.7	229	1268	.8	3.0	326	1603	1.2	4.3	187	1367	.7	3.1	67	665	.2	3.5
SU '02	128	1705	.5	2.8	154	789	.6	2.2	214	1077	.8	3.1	127	922	.5	2.4	57	545	.2	2.9
SP '02	156	2016	.6	3.3	204	1109	.7	2.7	270	1279	1.0	3.9	169	1000	.6	3.0	60	470	.2	3.4
4-Book	152	2008	.6	3.2	190	1067	.7	2.6	264	1297	1.0	3.7	154	1079	.6	2.7	58	555	.2	3.1
WI '02	113	1557	.4	2.5	134	743	.5	1.9	182	1037	.7	2.8	130	905	.5	2.4	36	399	.1	2.2
KYSR-FM																				
WI '03	166	4409	.6	3.5	298	2267	1.1	4.3	208	1935	.7	3.1	283	2621	1.0	4.8	40	872	.1	2.1
FA '02	156	4405	.6	3.1	261	2398	.9	3.4	216	2189	.8	2.9	254	2671	.9	4.3	40	1040	.1	2.1
SU '02	201	4241	.7	4.4	308	2259	1.1	4.4	336	2207	1.2	4.8	291	2369	1.0	5.4	43	900	.2	2.2
SP '02	163	3932	.6	3.5	304	2310	1.1	4.1	223	1839	.8	3.2	248	2319	.9	4.4	41	814	.1	2.4
4-Book	172	4247	.6	3.6	293	2309	1.1	4.1	246	2043	.9	3.5	269	2495	1.0	4.7	41	907	.1	2.2
WI '02	176	4275	.6	4.0	303	2216	1.1	4.4	240	1969	.9	3.7	272	2587	1.0	4.9	45	834	.2	2.7
+KZAB-FM																				
KFSG-FM																				
WI '03	29	482	.1	.6	38	240	.1	.5	34	252	.1	.5	30	228	.1	.5	16	184	.1	.8
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KZLA-FM																				
WI '03	113	2428	.4	2.4	157	1341	.6	2.3	151	1185	.5	2.2	168	1584	.6	2.9	38	649	.1	2.0
FA '02	127	2019	.4	2.6	210	1288	.7	2.7	189	1197	.7	2.5	179	1283	.6	3.0	36	582	.1	1.9
SU '02	137	2283	.5	3.0	192	1370	.7	2.8	195	1441	.7	2.8	194	1577	.7	3.6	37	702	.1	1.9
SP '02	138	2586	.5	2.9	234	1710	.8	3.1	187	1445	.7	2.7	194	1732	.7	3.4	43	750	.2	2.5
4-Book	129	2329	.5	2.7	198	1427	.7	2.7	181	1317	.7	2.6	184	1544	.7	3.2	39	671	.1	2.1
WI '02	100	2074	.4	2.2	146	1148	.5	2.1	141	1262	.5	2.1	149	1467	.5	2.7	24	516	.1	1.4
KGFI-FM																				
WI '03	13	688		.3	17	163	.1	.2	13	255		.2	18	282	.1	.3	3	125		.2
FA '02	11	520		.2	9	130		.1	19	225	.1	.3	16	290	.1	.3	5	157		.3
SU '02	16	664	.1	.3	14	228	.1	.2	19	238	.1	.3	13	285		.2	13	194		.7
SP '02	23	580	.1	.5	23	250	.1	.3	33	247	.1	.5	30	290	.1	.5	7	176		.4
4-Book	16	613	.1	.3	16	193	.1	.2	21	241	.1	.3	19	287	.1	.3	7	163		.4
WI '02	12	574		.3	17	183	.1	.2	12	157		.2	13	284		.2	4	138		.2
TOTALS																				
WI '03	4682	27185	16.6		6961	23985	24.6		6809	21960	24.1		5845	23380	20.7		1909	14210	6.7	
FA '02	4972	27498	17.6		7639	24748	27.0		7526	22888	26.6		5944	23825	21.0		1906	14554	6.7	
SU '02	4614	26849	16.5		6956	23755	24.9		6937	21965	24.9		5394	22469	19.3		1935	14323	6.9	
SP '02	4715	26797	16.9		7443	24133	26.7		6930	22014	24.9		5677	23035	20.4		1740	13837	6.2	
4-Book	4746	27082	16.9		7250	24155	25.8		7051	22207	25.1		5715	23177	20.4		1873	14231	6.6	
WI '02	4445	26703	15.9		6901	23779	24.7		6562	21389	23.5		5519	22685	19.8		1657	13172	5.9	

Target Listener Trends - Women 25-54

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

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	75	919	.3	1.1	18	385	.1	.6	31	118	.1	.9	22	77	.1	.4	15	73	.1	.4
4-Book	62	815	.2	.9	19	294	.1	.6	31	95	.1	.9	27	84	.1	.5	22	70	.1	.6
KBIG-FM																				
WI '03	358	3460	1.3	5.5	116	1864	.4	3.6	73	353	.3	2.1	245	846	.9	4.3	160	560	.6	4.2
4-Book	316	3205	1.1	4.7	104	1701	.4	3.2	71	293	.3	2.0	172	637	.6	3.1	132	517	.5	3.5
KBLA-AM																				
WI '03	35	315	.1	.5	5	98	.2		16	25	.1	.5	8	27	.1	.1				
4-Book	49	369	.2	.7	8	110	.3		18	44	.1	.5	19	43	.1	.3	4	11		.1
KBUA-FM																				
WI '03	22	197	.1	.3	14	143	.4		19	41	.1	.6	21	38	.1	.4	14	52		.4
4-Book	26	211	.1	.4	16	122	.5		19	43	.1	.6	22	53	.1	.4	22	63	.1	.6
KBUE-FM																				
WI '03	105	1202	.4	1.6	76	785	.3	2.4	56	173	.2	1.6	123	322	.4	2.2	87	260	.3	2.3
4-Book	118	1202	.5	1.8	75	726	.3	2.4	87	203	.3	2.4	125	325	.5	2.3	78	214	.3	2.0
KCBS-FM																				
WI '03	111	2414	.4	1.7	75	1488	.3	2.3	44	280	.2	1.3	129	561	.5	2.3	127	524	.4	3.3
4-Book	155	2596	.6	2.3	78	1384	.3	2.4	46	250	.2	1.3	152	611	.6	2.8	117	453	.4	3.1
KDIS-AM																				
WI '03	32	730	.1	.5	21	407	.1	.7	24	144	.1	.7	42	189	.1	.7	32	89	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	17	338	.1	.3	14	161	.4		7	29	.2		28	68	.1	.5	41	82	.1	1.1
4-Book	22	301	.1	.3	13	176	.4		16	45	.1	.5	24	83	.1	.4	19	45	.1	.5
+KDLE-FM																				
KSSD-FM																				
WI '03	23	338	.1	.4	17	229	.1	.5	14	75	.4		21	110	.1	.4	23	75	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	206	2198	.7	3.1	70	981	.2	2.2	172	481	.6	5.0	130	420	.5	2.3	52	194	.2	1.4
4-Book	230	2152	.8	3.4	57	812	.2	1.8	130	391	.5	3.6	88	328	.3	1.6	44	158	.2	1.2
KFSH-FM																				
WI '03	75	1030	.3	1.1	47	702	.2	1.5	46	167	.2	1.3	82	235	.3	1.4	60	200	.2	1.6
4-Book	64	863	.2	1.0	38	599	.1	1.2	47	166	.2	1.3	60	225	.2	1.1	45	178	.2	1.2
KFWB-AM																				
WI '03	87	1717	.3	1.3	29	843	.1	.9	41	251	.1	1.2	52	321	.2	.9	33	168	.1	.9
4-Book	77	1633	.3	1.2	26	733	.1	.8	50	244	.2	1.4	31	197	.1	.6	32	198	.1	.9
KHHT-FM																				
WI '03	210	2135	.7	3.2	118	1450	.4	3.7	78	263	.3	2.3	205	698	.7	3.6	128	391	.5	3.4
4-Book	214	2310	.8	3.2	108	1426	.4	3.4	87	275	.3	2.4	171	622	.6	3.1	134	421	.5	3.5
KHJ -AM																				
WI '03	67	536	.2	1.0	40	309	.1	1.2	53	114	.2	1.5	64	124	.2	1.1	81	119	.3	2.1
4-Book	56	547	.2	.8	36	277	.1	1.1	40	85	.2	1.1	51	101	.2	.9	47	81	.2	1.2
KIIS-FM																				
WI '03	306	4044	1.1	4.7	158	2464	.6	4.9	161	735	.6	4.7	307	1127	1.1	5.4	181	682	.6	4.7
4-Book	280	4241	1.0	4.2	147	2505	.6	4.6	155	633	.6	4.3	268	1094	1.0	4.8	185	726	.7	4.8
KVVS-FM																				
WI '03	9	100	.1	.1	5	76	.2		3	22	.1		20	33	.1	.4	3	27		.1
4-Book	13	167	.1	.2	7	91	.2		6	25	.2		16	55	.1	.3	9	34		.3
KJLH-FM																				
WI '03	115	1267	.4	1.8	103	1082	.4	3.2	88	243	.3	2.6	128	413	.5	2.3	74	186	.3	1.9
4-Book	133	1252	.5	2.0	118	1065	.4	3.7	86	260	.3	2.4	130	336	.5	2.4	104	275	.4	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	215	2454	.8	3.3	88	1283	.3	2.7	107	349	.4	3.1	166	537	.6	2.9	102	324	.4	2.7
4-Book	248	2497	.9	3.7	85	1268	.3	2.6	115	360	.4	3.1	174	572	.6	3.2	112	369	.4	2.9
KKLA-FM																				
WI '03	55	603	.2	.8	19	220	.1	.6	40	92	.1	1.2	28	53	.1	.5	18	47	.1	.5
4-Book	54	623	.2	.8	14	207	.1	.5	21	52	.1	.6	11	46	.1	.2	13	44	.1	.4
KLAC-AM																				
WI '03	12	381		.2	5	135		.2	7	38		.2	1	11			11	36		.3
4-Book	23	508	.1	.4	8	191		.3	4	20		.1	7	38		.1	6	26		.2
KLAX-FM																				
WI '03	188	1940	.7	2.9	115	1173	.4	3.6	110	303	.4	3.2	211	550	.7	3.7	137	349	.5	3.6
4-Book	167	1738	.6	2.5	113	1103	.4	3.5	121	319	.5	3.3	190	510	.7	3.4	120	315	.4	3.2
KLOS-FM																				
WI '03	103	2050	.4	1.6	44	1072	.2	1.4	27	152	.1	.8	82	434	.3	1.4	52	245	.2	1.4
4-Book	124	2062	.5	1.9	50	945	.2	1.6	39	161	.2	1.1	81	363	.3	1.5	79	271	.3	2.1
KLSX-FM																				
WI '03	174	1636	.6	2.7	28	426	.1	.9	10	58		.3	20	112	.1	.4	40	120	.1	1.0
4-Book	150	1432	.5	2.3	25	421	.1	.8	18	62	.1	.5	17	81	.1	.3	25	89	.1	.7
KLTX-AM																				
WI '03	86	422	.3	1.3	52	308	.2	1.6	86	201	.3	2.5	90	203	.3	1.6	45	120	.2	1.2
4-Book	71	364	.3	1.1	45	289	.2	1.4	79	179	.3	2.2	71	152	.3	1.3	47	118	.2	1.2
KLVE-FM																				
WI '03	318	3205	1.1	4.8	182	2223	.6	5.7	238	650	.8	6.9	325	997	1.1	5.7	187	629	.7	4.9
4-Book	336	3229	1.2	5.0	174	2052	.6	5.5	215	615	.8	5.9	320	902	1.1	5.8	170	523	.6	4.5
KLYY-FM																				
WI '03	46	561	.2	.7	27	341	.1	.8	30	100	.1	.9	47	132	.2	.8	16	59	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	84	1169	.3	1.3	41	593	.1	1.3	38	145	.1	1.1	85	328	.3	1.5	67	221	.2	1.8
4-Book	85	1099	.3	1.3	41	601	.1	1.3	42	151	.2	1.1	68	239	.3	1.2	41	155	.2	1.1
KNX -AM																				
WI '03	86	1960	.3	1.3	34	910	.1	1.1	60	263	.2	1.7	51	327	.2	.9	38	174	.1	1.0
4-Book	79	1604	.3	1.2	30	727	.1	1.0	54	224	.2	1.5	51	238	.2	.9	23	120	.1	.6
KOST-FM																				
WI '03	380	3907	1.3	5.8	137	2039	.5	4.3	133	380	.5	3.9	201	715	.7	3.5	114	436	.4	3.0
4-Book	361	3838	1.3	5.4	151	2140	.5	4.7	140	508	.5	3.9	266	856	.9	4.8	177	592	.6	4.7
KPWR-FM																				
WI '03	144	2532	.5	2.2	101	1821	.4	3.1	95	358	.3	2.8	169	688	.6	3.0	132	529	.5	3.5
4-Book	157	2427	.6	2.3	99	1510	.4	3.1	98	337	.4	2.7	172	611	.6	3.1	144	513	.5	3.8
KRCB-FM																				
WI '03	95	789	.3	1.4	65	571	.2	2.0	75	147	.3	2.2	122	293	.4	2.2	69	210	.2	1.8
4-Book	85	727	.3	1.3	49	442	.2	1.5	56	125	.2	1.6	87	218	.3	1.6	54	152	.2	1.4
KRCV-FM																				
WI '03	75	623	.3	1.1	24	256	.1	.7	21	64	.1	.6	51	128	.2	.9	30	96	.1	.8
4-Book	60	467	.2	.9	34	313	.1	1.1	36	106	.1	1.0	66	145	.3	1.2	40	107	.2	1.1
KRLA-AM																				
WI '03	21	363	.1	.3	6	91		.2	6	27		.2	16	35	.1	.3	4	14		.1
4-Book	25	316	.1	.4	5	70		.2	3	14		.1	14	36	.1	.3	4	19		.1
KRLH-AM																				
WI '03																				
4-Book		4																		

Target Listener Estimates - Women 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 25-54																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	239	2968	.8	3.6	85	1666	.3	2.6	95	361	.3	2.8	206	793	.7	3.6	110	464	.4	2.9
	4-Book	207	2811	.7	3.1	88	1608	.3	2.7	77	344	.3	2.1	172	757	.6	3.1	121	477	.4	3.2
KRTH-FM	WI '03	261	3361	.9	4.0	112	1710	.4	3.5	94	342	.3	2.7	188	728	.7	3.3	200	565	.7	5.2
	4-Book	225	3115	.8	3.4	104	1687	.4	3.3	98	392	.4	2.6	212	758	.8	3.8	156	468	.6	4.1
KSCA-FM	WI '03	305	1926	1.1	4.7	103	1126	.4	3.2	296	571	1.0	8.6	152	400	.5	2.7	151	338	.5	4.0
	4-Book	304	1942	1.1	4.6	124	1177	.5	3.9	377	692	1.4	10.2	195	549	.7	3.5	105	245	.4	2.7
KSPN-AM	WI '03	11	207	.2	.2	2	87	.1	.1	3	12	.1	.1	1	11	.1	.1	6	18	.1	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	107	1595	.4	1.6	63	942	.2	2.0	31	143	.1	.9	179	523	.6	3.2	66	261	.2	1.7
	4-Book	95	1250	.4	1.4	53	727	.2	1.7	44	146	.2	1.2	118	340	.4	2.1	64	191	.2	1.7
KSUR-AM	WI '03	2	67	.1	.1	3	43	.1	.1	**	**	**	**	8	27	.1	.1	13	43	.1	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	41	349	.1	.6	32	246	.1	1.0	47	122	.2	1.4	55	109	.2	1.0	21	38	.1	.6
	4-Book	34	335	.1	.5	24	242	.1	.8	36	87	.2	1.0	43	97	.2	.8	18	49	.1	.5
KTWV-FM	WI '03	219	2553	.8	3.3	108	1658	.4	3.4	92	316	.3	2.7	186	764	.7	3.3	159	436	.6	4.2
	4-Book	271	2494	1.0	4.0	132	1617	.5	4.2	126	411	.5	3.4	234	696	.9	4.2	170	481	.6	4.5
KVIZ-FM	WI '03	56	562	.2	.9	26	324	.1	.8	33	108	.1	1.0	25	97	.1	.4	21	62	.1	.6
	4-Book	62	553	.2	1.0	41	361	.1	1.3	32	110	.1	.9	75	195	.3	1.3	44	109	.2	1.2
KWKW-AM	WI '03	36	215	.1	.5	13	111	.1	.4	13	35	.1	.4	35	73	.1	.6	14	46	.1	.4
	4-Book	47	276	.2	.7	12	133	.1	.4	31	63	.1	.8	28	74	.1	.5	8	24	.1	.2
KWVE-FM	WI '03	42	512	.1	.6	21	272	.1	.7	33	79	.1	1.0	17	87	.1	.3	21	68	.1	.6
	4-Book	45	598	.2	.7	19	321	.1	.6	26	82	.1	.8	24	100	.1	.4	21	66	.1	.6
KXOL-FM	WI '03	188	1743	.7	2.9	109	1285	.4	3.4	151	396	.5	4.4	262	650	.9	4.6	84	257	.3	2.2
	4-Book	207	1772	.8	3.1	117	1148	.4	3.7	154	363	.6	4.2	240	580	.9	4.3	132	353	.5	3.5
KYSR-FM	WI '03	259	3946	.9	3.9	86	1840	.3	2.7	56	379	.2	1.6	194	772	.7	3.4	93	504	.3	2.4
	4-Book	268	3824	1.0	4.0	89	1841	.3	2.8	75	406	.3	2.1	190	781	.7	3.5	135	554	.5	3.6
+KZAB-FM	WI '03	34	385	.1	.5	30	256	.1	.9	17	65	.1	.5	39	104	.1	.7	36	88	.1	.9
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	158	2163	.6	2.4	84	1295	.3	2.6	84	341	.3	2.4	123	552	.4	2.2	120	496	.4	3.1
	4-Book	187	2148	.7	2.8	87	1273	.3	2.7	99	402	.4	2.7	169	625	.6	3.1	130	465	.5	3.4
KGGI-FM	WI '03	16	492	.1	.2	14	351	.1	.4	14	44	.1	.4	21	101	.1	.4	16	93	.1	.4
	4-Book	19	464	.1	.3	16	280	.1	.5	8	37	.1	.2	26	98	.1	.5	23	90	.1	.6
TOTALS	WI '03	6558	26749	23.2		3216	22317	11.4		3447	9890	12.2		5671	14347	20.0		3811	10295	13.5	
	4-Book	6701	26748	23.9		3206	21941	11.4		3659	10039	13.0		5537	13993	19.7		3817	10204	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

Target Listener Estimates - Women 25-54

Women 25-54																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03	23	115	.1	1.1	13	54		.6	22	109	.1	.6	10	77		.3	10	64		.7	
4-Book	11	61	.1	.6	16	69	.1	.7	26	97	.1	.7	17	72	.1	.6	8	31		.6	
KBIG-FM																					
WI '03	112	364	.4	5.6	58	187	.2	2.5	144	524	.5	3.6	88	405	.3	3.0	29	138	.1	2.0	
4-Book	121	384	.4	6.2	55	209	.2	2.3	137	515	.5	3.5	87	334	.3	3.0	39	183	.2	2.7	
KBLA-AM																					
WI '03					7	13		.3					8	23		.3	5	23		.3	
4-Book					5	13		.2	9	19		.2	3	8		.1	1	6		.1	
KBUA-FM																					
WI '03	9	27		.4	9	27		.4	24	77	.1	.6	6	25		.2	9	27		.6	
4-Book	10	26		.5	12	29	.1	.5	20	56	.1	.5	10	26		.4	8	20		.6	
KBUE-FM																					
WI '03	47	179	.2	2.3	37	136	.1	1.6	136	328	.5	3.4	90	284	.3	3.1	23	74	.1	1.5	
4-Book	41	159	.2	2.1	51	142	.2	2.1	111	270	.4	2.8	69	201	.2	2.4	35	95	.1	2.5	
KCBS-FM																					
WI '03	67	288	.2	3.3	27	150	.1	1.1	97	414	.3	2.4	75	375	.3	2.6	26	133	.1	1.7	
4-Book	49	212	.2	2.5	34	169	.2	1.4	95	398	.3	2.4	93	365	.4	3.3	34	154	.1	2.5	
KDIS-AM																					
WI '03	5	17		.2	9	59		.4	33	142	.1	.8	19	60	.1	.7	4	35		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																					
KSSC-FM																					
WI '03	1	12			3	12		.1	24	69	.1	.6	9	42		.3					
4-Book	5	26		.2	2	13		.1	20	66	.1	.5	10	38		.3	6	17		.4	
+KDLE-FM																					
KSSD-FM																					
WI '03	13	48		.6	17	54	.1	.7	20	106	.1	.5	31	88	.1	1.1	4	26		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																					
WI '03	17	67	.1	.8	50	162	.2	2.1	66	294	.2	1.7	50	158	.2	1.7	31	126	.1	2.1	
4-Book	17	65	.1	.9	53	176	.2	2.2	65	224	.2	1.7	43	130	.2	1.5	22	85	.1	1.6	
KFSH-FM																					
WI '03	20	95	.1	1.0	53	323	.2	2.3	67	320	.2	1.7	38	180	.1	1.3	13	80		.9	
4-Book	15	92	.1	.8	41	238	.1	1.7	52	270	.2	1.3	39	158	.1	1.3	14	79		1.0	
KFWB-AM																					
WI '03	15	91	.1	.7	25	178	.1	1.1	37	200	.1	.9	30	115	.1	1.0	5	42		.3	
4-Book	11	72	.1	.6	27	176	.1	1.2	29	181	.1	.8	21	121	.1	.8	8	56		.6	
KHHT-FM																					
WI '03	83	239	.3	4.1	66	180	.2	2.8	93	339	.3	2.3	109	362	.4	3.7	162	337	.6	10.9	
4-Book	88	283	.3	4.5	56	202	.2	2.4	113	388	.4	2.9	101	331	.4	3.5	102	278	.4	7.2	
KHJ -AM																					
WI '03	13	71		.6	33	94	.1	1.4	29	72	.1	.7	43	94	.2	1.5	13	61		.9	
4-Book	20	61	.1	1.0	34	84	.1	1.4	54	127	.2	1.4	32	74	.1	1.1	11	43		.8	
KIIS-FM																					
WI '03	102	374	.4	5.1	92	349	.3	3.9	219	871	.8	5.5	132	528	.5	4.5	59	227	.2	4.0	
4-Book	93	377	.4	4.8	113	407	.4	4.7	181	809	.6	4.5	116	508	.4	4.0	62	268	.3	4.3	
KVVS-FM																					
WI '03	6	22		.3					6	24		.2	4	26		.1					
4-Book	9	26		.5	2	11		.1	6	32		.2	5	13		.2	3	6		.3	
KJLH-FM																					
WI '03	48	149	.2	2.4	115	339	.4	4.9	169	518	.6	4.3	177	339	.6	6.1	36	111	.1	2.4	
4-Book	63	210	.3	3.2	160	406	.6	6.7	194	538	.7	4.9	164	319	.6	5.7	49	159	.2	3.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																					
WI '03	83	232	.3	4.1	54	227	.2	2.3	57	265	.2	1.4	51	179	.2	1.7	76	232	.3	5.1	
4-Book	59	216	.2	3.0	45	175	.2	1.9	72	307	.3	1.8	56	208	.2	1.9	44	160	.2	3.1	
KKLA-FM																					
WI '03	19	36	.1	.9	33	98	.1	1.4	5	43	.1		9	47	.3		5	27		.3	
4-Book	14	29	.1	.7	20	64	.1	.9	10	60	.3		8	41	.3		14	37		1.0	
KLAC-AM																					
WI '03	4	11		.2				2	12		.1		8	25		.3		9	39		.6
4-Book	4	26		.2	3	7		.1	8	43	.2		24	85	.1	.9		7	34		.5
KLAX-FM																					
WI '03	77	239	.3	3.8	67	213	.2	2.8	163	439	.6	4.1	96	236	.3	3.3	47	164	.2	3.2	
4-Book	67	197	.3	3.4	76	229	.3	3.2	176	442	.7	4.5	94	249	.3	3.3	46	187	.2	3.3	
KLOS-FM																					
WI '03	27	140	.1	1.3	11	88		.5	80	398	.3	2.0	43	177	.2	1.5	24	111	.1	1.6	
4-Book	33	142	.1	1.7	14	78		.6	72	321	.3	1.8	60	210	.2	2.1	20	101	.1	1.4	
KLSX-FM																					
WI '03	8	57		.4	45	124	.2	1.9	51	188	.2	1.3	37	76	.1	1.3	16	65	.1	1.1	
4-Book	6	32		.3	54	162	.2	2.3	55	190	.2	1.4	18	55	.1	.7	6	26		.4	
KLTX-AM																					
WI '03	22	84	.1	1.1	48	104	.2	2.0	70	129	.2	1.8	38	82	.1	1.3	18	59	.1	1.2	
4-Book	24	78	.1	1.2	56	139	.2	2.3	47	124	.2	1.2	35	90	.1	1.2	10	41		.7	
KLVE-FM																					
WI '03	148	496	.5	7.4	143	496	.5	6.1	197	579	.7	5.0	134	391	.5	4.6	81	293	.3	5.4	
4-Book	129	407	.5	6.6	139	448	.5	5.9	224	708	.8	5.6	117	330	.4	4.1	68	231	.3	4.8	
KLYY-FM																					
WI '03	20	57	.1	1.0	13	60		.6	45	138	.2	1.1	27	94	.1	.9	18	37	.1	1.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
WI '03	25	116	.1	1.2	31	91	.1	1.3	35	156	.1	.9	38	124	.1	1.3	13	56		.9	
4-Book	27	109	.1	1.3	30	115	.1	1.3	52	197	.2	1.3	42	141	.1	1.5	24	88	.1	1.7	
KNX -AM																					
WI '03	15	79	.1	.7	40	181	.1	1.7	25	207	.1	.6	18	148	.1	.6	32	132	.1	2.2	
4-Book	18	104	.1	.9	33	133	.1	1.4	22	145	.1	.6	23	149	.1	.8	20	106	.1	1.4	
KOST-FM																					
WI '03	137	464	.5	6.8	149	487	.5	6.3	152	614	.5	3.8	135	476	.5	4.6	71	293	.3	4.8	
4-Book	101	397	.4	5.2	108	378	.4	4.5	179	635	.6	4.5	133	453	.5	4.6	93	343	.4	6.6	
KPWR-FM																					
WI '03	72	329	.3	3.6	59	265	.2	2.5	97	448	.3	2.4	101	427	.4	3.5	78	262	.3	5.2	
4-Book	77	310	.3	4.0	48	187	.2	2.0	97	364	.4	2.4	99	337	.4	3.4	56	198	.2	3.8	
KRCB-FM																					
WI '03	48	164	.2	2.4	43	127	.2	1.8	90	243	.3	2.3	42	122	.1	1.4	27	109	.1	1.8	
4-Book	36	117	.2	1.8	32	93	.1	1.3	56	165	.2	1.4	45	130	.1	1.6	22	67	.1	1.6	
KRCV-FM																					
WI '03	14	38		.7	14	62		.6	37	101	.1	.9	20	45	.1	.7	3	11		.2	
4-Book	24	71	.1	1.3	21	52	.1	.9	43	117	.2	1.1	25	60	.1	.9	15	41	.1	1.1	
KRLA-AM																					
WI '03					19	29	.1	.8	7	13		.2	1	14							
4-Book	1	3		.1	6	10		.3	4	10		.1	4	15		.1		2	5		.2
KRLH-AM																					
WI '03																					
4-Book																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM WI '03 4-Book	29 54	231 286	.1 .2	1.4 2.8	42 47	196 235	.1 .2	1.8 2.0	82 90	473 460	.3 .3	2.1 2.3	88 98	420 430	.3 .4	3.0 3.4	28 46	244 242	.1 .2	1.9 3.3
KRTH-FM WI '03 4-Book	41 49	202 215	.1 .2	2.0 2.5	113 63	426 264	.4 .2	4.8 2.7	150 127	569 529	.5 .5	3.8 3.2	93 85	304 315	.3 .3	3.2 2.9	30 43	149 190	.1 .2	2.0 3.1
KSCA-FM WI '03 4-Book	40 43	141 126	.1 .1	2.0 2.3	95 127	199 285	.3 .5	4.0 5.3	58 100	166 296	.2 .4	1.5 2.5	54 59	117 140	.2 .2	1.8 2.1	15 19	73 72	.1 .1	1.0 1.4
KSPN-AM WI '03 4-Book	3 **	14 **	** **	.1 **	1 **	11 **	** **	** **	2 **	11 **	** **	.1 **	2 **	22 **	** **	.1 **	3 **	21 **	** **	.2 **
KSSE-FM WI '03 4-Book	28 26	156 116	.1 .1	1.4 1.4	37 32	172 125	.1 .1	1.6 1.4	91 81	319 244	.3 .3	2.3 2.0	37 40	153 120	.1 .1	1.3 1.4	21 17	78 66	.1 .1	1.4 1.2
KSUR-AM WI '03 4-Book	4 **	16 **	** **	.2 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
KTNQ-AM WI '03 4-Book	17 10	33 23	.1 .5	.8 .5	12 14	33 41	.1 .1	.5 .6	58 39	104 87	.2 .1	1.5 1.0	18 15	39 30	.1 .1	.6 .5	20 13	44 36	.1 .1	1.3 .9
KTWV-FM WI '03 4-Book	73 81	334 310	.3 .3	3.6 4.2	64 76	230 288	.2 .3	2.7 3.2	116 164	428 514	.4 .6	2.9 4.1	115 134	362 398	.4 .5	3.9 4.7	57 67	232 249	.2 .2	3.8 4.7
KWIZ-FM WI '03 4-Book	19 32	61 85	.1 .1	.9 1.6	26 22	94 64	.1 .1	1.1 1.0	37 59	142 140	.1 .2	.9 1.5	35 40	97 104	.1 .1	1.2 1.4	18 21	49 64	.1 .1	1.2 1.5
KWKV-AM WI '03 4-Book	12 7	15 13	.6 .4	.6 .4	15 10	35 27	.1 .1	.6 .4	13 8	24 25	.3 .2	.3 .2	5	8	.2	.2	3	6	.2	.2
KWVE-FM WI '03 4-Book	2 4	12 26	.1 .2	.1 .2	27 25	75 96	.1 .1	1.1 1.0	39 24	128 95	.1 .1	1.0 .6	24 20	88 86	.1 .1	.8 .7	12 11	53 46	.8 .8	.8 .8
KXOL-FM WI '03 4-Book	64 60	212 187	.2 .2	3.2 3.1	85 86	300 256	.3 .3	3.6 3.6	125 140	421 399	.4 .5	3.2 3.5	65 86	228 250	.2 .3	2.2 3.0	27 38	121 145	.1 .2	1.8 2.7
KYSR-FM WI '03 4-Book	50 50	275 284	.2 .2	2.5 2.6	34 38	171 207	.1 .1	1.4 1.6	124 109	563 543	.4 .4	3.1 2.8	87 84	358 396	.3 .3	3.0 3.0	34 29	169 180	.1 .1	2.3 2.0
+KZAB-FM KFSG-FM WI '03 4-Book	25 **	76 **	.1 **	1.2 **	19 **	61 **	.1 **	.8 **	44 **	129 **	.2 **	1.1 **	43 **	106 **	.2 **	1.5 **	14 **	55 **	** **	.9 **
KZLA-FM WI '03 4-Book	54 46	222 192	.2 .2	2.7 2.4	31 50	191 256	.1 .2	1.3 2.1	137 108	507 470	.5 .4	3.5 2.7	87 74	319 297	.3 .3	3.0 2.6	30 23	174 146	.1 .1	2.0 1.6
KGGI-FM WI '03 4-Book	8 10	40 46	.4 .5	.4 .5	13 7	66 31	.6 .3	.6 .3	10 16	77 64	.3 .1	.3 .4	15 17	54 60	.1 .1	.5 .6	15 17	56 52	.1 .1	1.0 1.1
TOTALS WI '03 4-Book	2012 1951	6540 6392	7.1 7.0		2352 2386	7351 7281	8.3 8.5		3961 3980	11253 11225	14.0 14.2		2921 2880	8034 7851	10.3 10.3		1487 1415	4799 4861	5.3 5.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03	84	1502	.4	2.2	125	746	.5	2.1	112	897	.5	2.0	112	773	.5	2.4	66	454	.3	4.6	
FA '02	95	1556	.4	2.4	119	763	.5	1.9	145	878	.6	2.4	139	831	.6	2.9	60	509	.3	4.1	
SU '02	73	1262	.3	1.9	104	686	.4	1.8	71	521	.3	1.3	146	759	.6	3.3	35	372	.2	2.3	
SP '02	81	1296	.3	2.1	119	680	.5	1.9	114	680	.5	2.0	121	737	.5	2.7	42	436	.2	3.2	
4-Book	83	1404	.4	2.2	117	719	.5	1.9	111	744	.5	1.9	130	775	.6	2.8	51	443	.3	3.6	
WI '02	73	1395	.3	2.0	105	644	.5	1.9	81	630	.3	1.5	130	859	.6	2.9	37	356	.2	2.7	
KBIG-FM																					
WI '03	155	2506	.7	4.0	196	1225	.8	3.3	321	1476	1.4	5.7	189	1402	.8	4.0	41	576	.2	2.9	
FA '02	174	2620	.7	4.3	236	1438	1.0	3.7	371	1432	1.6	6.1	220	1476	.9	4.6	39	462	.2	2.7	
SU '02	106	2296	.5	2.8	139	949	.6	2.4	190	1228	.8	3.4	127	1210	.5	2.9	33	484	.1	2.1	
SP '02	130	2611	.6	3.4	165	1344	.7	2.7	264	1439	1.1	4.7	167	1523	.7	3.7	34	633	.1	2.6	
4-Book	141	2508	.6	3.6	184	1239	.8	3.0	287	1394	1.2	5.0	176	1403	.7	3.8	37	539	.2	2.6	
WI '02	117	2188	.5	3.2	185	1071	.8	3.3	221	1145	.9	4.2	153	1106	.7	3.5	16	420	.1	1.2	
KBLA-AM																					
WI '03	24	345	.1	.6	55	181	.2	.9	42	193	.2	.7	15	117	.1	.3	12	50	.1	.8	
FA '02	23	338	.1	.6	33	162	.1	.5	54	247	.2	.9	32	179	.1	.7	6	38		.4	
SU '02	24	339	.1	.6	57	216	.2	1.0	43	197	.2	.8	8	84		.2	12	87	.1	.8	
SP '02	27	343	.1	.7	37	112	.2	.6	80	216	.3	1.4	9	58		.2	5	39		.4	
4-Book	25	341	.1	.6	46	168	.2	.8	55	213	.2	1.0	16	110	.1	.4	9	54	.1	.6	
WI '02	23	331	.1	.6	25	130	.1	.4	53	220	.2	1.0	17	89	.1	.4	11	62		.8	
KBUA-FM																					
WI '03	8	138		.2	10	50		.2	14	86	.1	.2	2	30			6	45		.4	
FA '02	15	154	.1	.4	18	57	.1	.3	17	65	.1	.3	18	110	.1	.4	9	57		.6	
SU '02	6	92		.2	10	34		.2	12	37	.1	.2	7	45		.2	2	30		.1	
SP '02	15	170	.1	.4	32	149	.1	.5	20	96	.1	.4	12	82	.1	.3	4	34		.3	
4-Book	11	139	.1	.3	18	73	.1	.3	16	71	.1	.3	10	67	.1	.2	5	42		.4	
WI '02	7	127		.2	9	71		.2	18	81	.1	.3	11	71		.2	2	26		.1	
KBUE-FM																					
WI '03	61	904	.3	1.6	61	327	.3	1.0	97	516	.4	1.7	79	531	.3	1.7	32	338	.1	2.3	
FA '02	56	1103	.2	1.4	60	487	.3	1.0	94	642	.4	1.6	77	569	.3	1.6	21	219	.1	1.4	
SU '02	66	789	.3	1.7	82	471	.4	1.4	85	458	.4	1.5	58	426	.2	1.3	30	231	.1	2.0	
SP '02	53	753	.2	1.4	92	304	.4	1.5	76	418	.3	1.4	63	482	.3	1.4	16	160	.1	1.2	
4-Book	59	887	.3	1.5	74	397	.4	1.2	88	509	.4	1.6	69	502	.3	1.5	25	237	.1	1.7	
WI '02	51	849	.2	1.4	82	447	.4	1.5	69	480	.3	1.3	55	378	.2	1.2	19	201	.1	1.4	
KCBS-FM																					
WI '03	64	2173	.3	1.7	96	1005	.4	1.6	75	1064	.3	1.3	84	1175	.4	1.8	21	477	.1	1.5	
FA '02	90	2486	.4	2.2	142	1248	.6	2.2	131	1191	.6	2.2	115	1263	.5	2.4	32	567	.1	2.2	
SU '02	83	2372	.4	2.2	117	911	.5	2.0	122	1220	.5	2.2	98	1288	.4	2.2	26	513	.1	1.7	
SP '02	116	2470	.5	3.0	159	1156	.7	2.6	191	1252	.8	3.4	150	1524	.6	3.3	24	536	.1	1.8	
4-Book	88	2375	.4	2.3	129	1080	.6	2.1	130	1182	.6	2.3	112	1313	.5	2.4	26	523	.1	1.8	
WI '02	65	2077	.3	1.8	94	987	.4	1.7	79	988	.3	1.5	106	1225	.5	2.4	20	434	.1	1.5	
KDIS-AM																					
WI '03	20	708	.1	.5	31	353	.1	.5	15	253	.1	.3	30	367	.1	.6	7	144		.5	
FA '02	21	762	.1	.5	41	379	.2	.6	12	153	.1	.2	33	451	.1	.7	4	139		.3	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	18	864	.1	.5	31	358	.1	.5	10	295	.1	.2	39	510	.2	.9	5	152		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	11	624		.3	14	246	.1	.2	12	222	.1	.2	20	296	.1	.5	3	116		.2	
+KDLD-FM																					
KSSC-FM																					
WI '03	3	129		.1	2	24			5	113		.1	4	65		.1		12			
FA '02	8	205		.2	9	85		.1	18	94	.1	.3	9	93		.2	1	33		.1	
SU '02	11	161		.3	13	101	.1	.2	18	74	.1	.3	14	84	.1	.3	6	74		.4	
SP '02	6	163		.2	4	44		.1	6	56		.1	8	63		.2	7	56		.5	
4-Book	7	165		.2	7	64		.1	12	84		.1	9	76		.2	4	44		.3	
WI '02	3	134		.1	4	49		.1	1	40			7	70		.2	1	26		.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																				
KSSD-FM																				
WI '03	10	216		.3	19	102	.1	.3	16	122	.1	.3	14	136	.1	.3	2	57		.1
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	171	2621	.7	4.4	263	1502	1.1	4.5	327	1721	1.4	5.8	220	1432	.9	4.6	31	402	.1	2.2
FA '02	196	2911	.8	4.8	321	1770	1.4	5.1	366	1880	1.5	6.1	210	1573	.9	4.4	51	417	.2	3.5
SU '02	209	2830	.9	5.5	338	1628	1.5	5.8	379	1921	1.6	6.9	277	1591	1.2	6.3	61	566	.3	4.0
SP '02	204	2820	.9	5.3	355	1606	1.5	5.8	375	1847	1.6	6.7	228	1411	1.0	5.0	35	484	.2	2.7
4-Book	195	2796	.8	5.0	319	1627	1.4	5.3	362	1842	1.5	6.4	234	1502	1.0	5.1	45	467	.2	3.1
WI '02	178	2985	.8	4.9	276	1678	1.2	4.9	329	1768	1.4	6.2	200	1495	.9	4.5	43	548	.2	3.2
KFSH-FM																				
WI '03	43	893	.2	1.1	79	640	.3	1.3	48	467	.2	.9	46	546	.2	1.0	16	246	.1	1.1
FA '02	36	737	.2	.9	47	408	.2	.7	37	386	.2	.6	59	434	.2	1.2	13	229	.1	.9
SU '02	43	796	.2	1.1	72	524	.3	1.2	57	532	.2	1.0	51	458	.2	1.2	14	307	.1	.9
SP '02	32	702	.1	.8	43	384	.2	.7	36	371	.2	.6	55	463	.2	1.2	8	180	.1	.6
4-Book	39	782	.2	1.0	60	489	.3	1.0	45	439	.2	.8	53	475	.2	1.2	13	241	.1	.9
WI '02	62	786	.3	1.7	79	559	.3	1.4	98	456	.4	1.9	91	452	.4	2.1	19	244	.1	1.4
KFWB-AM																				
WI '03	78	2304	.3	2.0	174	1545	.7	3.0	76	1009	.3	1.4	117	1278	.5	2.5	17	388	.1	1.2
FA '02	63	2300	.3	1.6	140	1300	.6	2.2	46	783	.2	.8	97	1263	.4	2.0	24	388	.1	1.6
SU '02	66	2038	.3	1.7	148	1236	.6	2.5	56	746	.2	1.0	90	1019	.4	2.1	26	394	.1	1.7
SP '02	54	1828	.2	1.4	129	1210	.6	2.1	39	640	.2	.7	73	992	.3	1.6	22	334	.1	1.7
4-Book	65	2118	.3	1.7	148	1323	.6	2.5	54	795	.2	1.0	94	1138	.4	2.1	22	376	.1	1.6
WI '02	56	2192	.2	1.5	146	1445	.6	2.6	39	806	.2	.7	82	1016	.4	1.8	18	455	.1	1.3
KHHT-FM																				
WI '03	102	1535	.4	2.6	128	840	.5	2.2	168	851	.7	3.0	116	842	.5	2.4	49	429	.2	3.5
FA '02	116	1668	.5	2.9	134	834	.6	2.1	185	872	.8	3.1	158	1006	.7	3.3	49	497	.2	3.3
SU '02	96	1859	.4	2.5	129	881	.6	2.2	122	933	.5	2.2	104	967	.4	2.4	64	609	.3	4.2
SP '02	97	1786	.4	2.5	105	797	.5	1.7	154	978	.7	2.8	124	1053	.5	2.7	39	598	.2	3.0
4-Book	103	1712	.4	2.6	124	838	.6	2.1	157	909	.7	2.8	126	967	.5	2.7	50	533	.2	3.5
WI '02	155	2041	.7	4.3	206	1110	.9	3.7	224	1075	1.0	4.3	198	1255	.9	4.5	84	574	.4	6.2
KHJ -AM																				
WI '03	45	641	.2	1.2	57	323	.2	1.0	58	366	.2	1.0	71	283	.3	1.5	10	105	.1	.7
FA '02	53	680	.2	1.3	62	279	.3	1.0	102	478	.4	1.7	65	295	.3	1.4	19	128	.1	1.3
SU '02	34	508	.1	.9	64	230	.3	1.1	39	277	.2	.7	34	266	.1	.8	13	166	.1	.8
SP '02	41	558	.2	1.1	40	247	.2	.6	67	336	.3	1.2	57	282	.2	1.2	18	188	.1	1.4
4-Book	43	597	.2	1.1	56	270	.3	.9	67	364	.3	1.2	57	282	.2	1.2	15	147	.1	1.1
WI '02	33	402	.1	.9	38	209	.2	.7	33	268	.1	.6	42	205	.2	.9	25	157	.1	1.8
KIIS-FM																				
WI '03	134	2865	.6	3.5	190	1549	.8	3.2	188	1447	.8	3.3	191	1508	.8	4.0	22	493	.1	1.5
FA '02	120	2930	.5	3.0	210	1630	.9	3.3	144	1244	.6	2.4	148	1657	.6	3.1	38	625	.2	2.6
SU '02	120	3180	.5	3.2	207	1799	.9	3.5	163	1495	.7	3.0	158	1555	.7	3.6	35	645	.2	2.3
SP '02	101	2864	.4	2.6	190	1523	.8	3.1	138	1290	.6	2.5	118	1336	.5	2.6	20	451	.1	1.5
4-Book	119	2960	.5	3.1	199	1625	.9	3.3	158	1369	.7	2.8	154	1514	.7	3.3	29	554	.2	2.0
WI '02	104	2922	.4	2.9	168	1674	.7	3.0	126	1271	.5	2.4	149	1488	.6	3.4	32	564	.1	2.3
KVVS-FM																				
WI '03	5	104	.1		9	53	.2		8	77	.1		6	68	.1		1	26	.1	
FA '02	9	124	.2		21	46	.1	.3	7	44	.1		5	73	.1		4	60	.3	
SU '02	2	57	.1		1	34			3	45	.1		2	38			1	16	.1	
SP '02	8	162	.2		14	123	.1	.2	11	96	.2		14	105	.1	.3	3	14	.2	
4-Book	6	112	.2		11	64	.1	.2	7	66	.1		7	71	.1		2	29	.2	
WI '02	5	131	.1		5	78		.1	6	57	.1		6	55	.1		4	22	.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KJLH-FM																				
WI '03	83	1242	.3	2.1	123	661	.5	2.1	87	528	.4	1.5	85	636	.4	1.8	24	281	.1	1.7
FA '02	128	1308	.5	3.2	161	710	.7	2.5	143	609	.6	2.4	136	745	.6	2.8	72	545	.3	4.9
SU '02	92	1322	.4	2.4	121	681	.5	2.1	102	626	.4	1.8	101	667	.4	2.3	44	434	.2	2.9
SP '02	83	1161	.4	2.2	112	544	.5	1.8	94	512	.4	1.7	92	627	.4	2.0	26	348	.1	2.0
4-Book	97	1258	.4	2.5	129	649	.6	2.1	107	569	.5	1.9	104	669	.5	2.2	42	402	.2	2.9
WI '02	71	1291	.3	2.0	64	565	.3	1.1	73	489	.3	1.4	84	563	.4	1.9	41	337	.2	3.0
KKBT-FM																				
WI '03	82	1860	.3	2.1	223	1152	.9	3.8	74	800	.3	1.3	78	789	.3	1.6	27	385	.1	1.9
FA '02	102	1565	.4	2.5	259	1049	1.1	4.1	124	706	.5	2.1	104	821	.4	2.2	19	260	.1	1.3
SU '02	110	1660	.5	2.9	308	1070	1.3	5.3	135	936	.6	2.4	92	716	.4	2.1	31	363	.1	2.0
SP '02	119	1638	.5	3.1	412	1216	1.8	6.7	114	813	.5	2.0	80	774	.3	1.8	29	416	.1	2.2
4-Book	103	1681	.4	2.7	301	1122	1.3	5.0	112	814	.5	2.0	89	775	.4	1.9	27	356	.1	1.9
WI '02	92	1455	.4	2.5	225	916	1.0	4.0	100	645	.4	1.9	94	619	.4	2.1	37	343	.2	2.7
KKLA-FM																				
WI '03	43	657	.2	1.1	86	500	.4	1.5	38	362	.2	.7	67	403	.3	1.4	19	246	.1	1.3
FA '02	33	729	.1	.8	90	539	.4	1.4	50	352	.2	.8	36	301	.2	.7	9	133		.6
SU '02	54	789	.2	1.4	119	655	.5	2.0	70	423	.3	1.3	43	340	.2	1.0	28	199	.1	1.8
SP '02	30	685	.1	.8	55	494	.2	.9	39	282	.2	.7	48	374	.2	1.1	17	79	.1	1.3
4-Book	40	715	.2	1.0	88	547	.4	1.5	49	355	.2	.9	49	355	.2	1.1	18	164	.1	1.3
WI '02	29	641	.1	.8	62	364	.3	1.1	49	294	.2	.9	32	194	.1	.7	3	105		.2
KLAC-AM																				
WI '03	18	740	.1	.5	29	226	.1	.5	14	246	.1	.2	23	326	.1	.5	20	287	.1	1.4
FA '02	30	925	.1	.7	51	296	.2	.8	56	393	.2	.9	32	343	.1	.7	11	183		.7
SU '02	32	756	.1	.8	46	326	.2	.8	75	407	.3	1.4	26	273	.1	.6	8	85		.5
SP '02	34	1062	.1	.9	32	262	.1	.5	61	454	.3	1.1	63	509	.3	1.4	10	232		.8
4-Book	29	871	.1	.7	40	278	.2	.7	52	375	.2	.9	36	363	.2	.8	12	197		.9
WI '02	26	639	.1	.7	38	309	.2	.7	52	315	.2	1.0	30	294	.1	.7	10	82		.7
KLAX-FM																				
WI '03	82	1373	.3	2.1	102	696	.4	1.7	136	880	.6	2.4	100	701	.4	2.1	30	334	.1	2.1
FA '02	63	1159	.3	1.6	73	602	.3	1.2	110	719	.5	1.8	56	562	.2	1.2	31	265	.1	2.1
SU '02	70	1121	.3	1.8	82	497	.4	1.4	102	578	.4	1.8	56	522	.2	1.3	34	411	.1	2.2
SP '02	48	1022	.2	1.3	56	452	.2	.9	85	544	.4	1.5	58	528	.2	1.3	15	198	.1	1.1
4-Book	66	1169	.3	1.7	78	562	.3	1.3	108	680	.5	1.9	68	578	.3	1.5	28	302	.1	1.9
WI '02	74	1106	.3	2.0	89	520	.4	1.6	102	648	.4	1.9	92	618	.4	2.1	28	281	.1	2.1
KLCS-FM																				
WI '03	60	1851	.3	1.6	99	692	.4	1.7	80	838	.3	1.4	84	881	.4	1.8	25	269	.1	1.8
FA '02	72	1542	.3	1.8	165	896	.7	2.6	111	567	.5	1.8	83	770	.3	1.7	8	283		.5
SU '02	71	1766	.3	1.9	134	878	.6	2.3	91	785	.4	1.6	81	873	.3	1.8	25	481	.1	1.6
SP '02	69	1714	.3	1.8	175	887	.8	2.8	67	590	.3	1.2	74	841	.3	1.6	24	346	.1	1.8
4-Book	68	1718	.3	1.8	143	838	.6	2.4	87	695	.4	1.5	81	841	.3	1.7	21	345	.1	1.4
WI '02	54	1593	.2	1.5	120	772	.5	2.1	53	608	.2	1.0	79	673	.3	1.8	16	260	.1	1.2
KLSX-FM																				
WI '03	62	1253	.3	1.6	135	724	.6	2.3	101	616	.4	1.8	76	472	.3	1.6	19	246	.1	1.3
FA '02	60	1051	.3	1.5	138	545	.6	2.2	109	505	.5	1.8	58	457	.2	1.2	14	200	.1	1.0
SU '02	61	1145	.3	1.6	139	556	.6	2.4	98	532	.4	1.8	61	507	.3	1.4	11	183		.7
SP '02	40	1003	.2	1.0	86	451	.4	1.4	72	443	.3	1.3	44	346	.2	1.0	5	58		.4
4-Book	56	1113	.3	1.4	125	569	.6	2.1	95	524	.4	1.7	60	446	.3	1.3	12	172	.1	.9
WI '02	43	1082	.2	1.2	114	556	.5	2.0	59	451	.3	1.1	36	399	.2	.8	8	173		.6
KLTX-AM																				
WI '03	53	371	.2	1.4	81	282	.3	1.4	73	221	.3	1.3	46	260	.2	1.0	30	185	.1	2.1
FA '02	22	243	.1	.5	35	185	.1	.6	27	160	.1	.4	24	138	.1	.5	7	87		.5
SU '02	51	331	.2	1.3	81	234	.3	1.4	59	211	.3	1.1	52	214	.2	1.2	26	198	.1	1.7
SP '02	58	344	.2	1.5	112	273	.5	1.8	74	233	.3	1.3	57	207	.2	1.2	27	139	.1	2.1
4-Book	46	322	.2	1.2	77	244	.3	1.3	58	206	.3	1.0	45	205	.2	1.0	23	152	.1	1.6
WI '02	70	278	.3	1.9	104	206	.4	1.8	93	158	.4	1.8	74	158	.3	1.7	44	132	.2	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLVE-FM																				
WI '03	170	2405	.7	4.4	281	1373	1.2	4.8	232	1545	1.0	4.1	162	1259	.7	3.4	75	763	.3	5.3
FA '02	205	2710	.9	5.1	325	1449	1.4	5.1	309	1629	1.3	5.1	206	1445	.9	4.3	74	714	.3	5.0
SU '02	159	2350	.7	4.2	290	1250	1.2	5.0	226	1325	1.0	4.1	141	995	.6	3.2	68	587	.3	4.4
SP '02	190	2563	.8	5.0	321	1320	1.4	5.2	288	1419	1.2	5.2	192	1265	.8	4.2	72	743	.3	5.5
4-Book	181	2507	.8	4.7	304	1348	1.3	5.0	264	1480	1.1	4.6	175	1241	.8	3.8	72	702	.3	5.1
WI '02	155	2092	.7	4.3	277	1338	1.2	4.9	233	1100	1.0	4.4	152	1069	.7	3.4	43	562	.2	3.2
KLYY-FM																				
WI '03	27	441	.1	.7	31	183	.1	.5	39	219	.2	.7	33	205	.1	.7	14	99	.1	1.0
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM																				
WI '03	73	1593	.3	1.9	80	623	.3	1.4	116	793	.5	2.1	105	799	.4	2.2	33	443	.1	2.3
FA '02	72	1570	.3	1.8	83	741	.3	1.3	104	688	.4	1.7	104	902	.4	2.2	30	397	.1	2.0
SU '02	88	1419	.4	2.3	106	658	.5	1.8	118	753	.5	2.1	94	727	.4	2.1	66	549	.3	4.3
SP '02	75	1404	.3	2.0	70	542	.3	1.1	142	710	.6	2.5	108	730	.5	2.4	28	412	.1	2.1
4-Book	77	1497	.3	2.0	85	641	.4	1.4	120	736	.5	2.1	103	790	.4	2.2	39	450	.2	2.7
WI '02	86	1901	.4	2.4	72	880	.3	1.3	135	874	.6	2.6	111	1137	.5	2.5	53	542	.2	3.9
KNX -AM																				
WI '03	74	2393	.3	1.9	131	1324	.6	2.2	75	1027	.3	1.3	98	1216	.4	2.1	47	561	.2	3.3
FA '02	62	2030	.3	1.5	130	1191	.5	2.1	56	747	.2	.9	68	976	.3	1.4	43	540	.2	2.9
SU '02	65	1827	.3	1.7	128	995	.5	2.2	53	689	.2	1.0	75	815	.3	1.7	51	579	.2	3.3
SP '02	69	2102	.3	1.8	149	1225	.6	2.4	74	828	.3	1.3	90	1114	.4	2.0	32	428	.1	2.4
4-Book	68	2088	.3	1.7	135	1184	.6	2.2	65	823	.3	1.1	83	1030	.4	1.8	43	527	.2	3.0
WI '02	54	2072	.2	1.5	110	1146	.5	2.0	56	937	.2	1.1	58	999	.2	1.3	37	520	.2	2.7
KOST-FM																				
WI '03	253	3997	1.1	6.5	382	2134	1.6	6.5	434	2182	1.8	7.7	304	2166	1.3	6.4	85	1093	.4	6.0
FA '02	280	4084	1.2	6.9	369	2297	1.6	5.8	442	2239	1.9	7.3	347	2431	1.5	7.2	118	1157	.5	8.0
SU '02	225	3674	1.0	5.9	302	1820	1.3	5.2	408	2080	1.8	7.4	286	2095	1.2	6.5	76	998	.3	4.9
SP '02	231	3751	1.0	6.0	300	1866	1.3	4.9	358	1969	1.5	6.4	283	2011	1.2	6.2	108	1120	.5	8.2
4-Book	247	3877	1.1	6.3	338	2029	1.5	5.6	411	2118	1.8	7.2	305	2176	1.3	6.6	97	1092	.4	6.8
WI '02	306	4032	1.3	8.4	389	2193	1.7	6.9	530	2173	2.3	10.1	366	2376	1.6	8.3	132	1334	.6	9.7
KPWR-FM																				
WI '03	45	1482	.2	1.2	63	710	.3	1.1	50	590	.2	.9	57	592	.2	1.2	19	341	.1	1.3
FA '02	43	1130	.2	1.1	42	460	.2	.7	45	383	.2	.7	68	639	.3	1.4	26	292	.1	1.8
SU '02	41	1175	.2	1.1	57	471	.2	1.0	49	482	.2	.9	54	633	.2	1.2	19	336	.1	1.2
SP '02	36	1049	.2	.9	57	432	.2	.9	27	264	.1	.5	48	469	.2	1.1	20	330	.1	1.5
4-Book	41	1209	.2	1.1	55	518	.2	.9	43	430	.2	.8	57	583	.2	1.2	21	325	.1	1.5
WI '02	43	1006	.2	1.2	68	423	.3	1.2	63	439	.3	1.2	40	450	.2	.9	15	235	.1	1.1
KRCD-FM																				
WI '03	67	714	.3	1.7	83	304	.3	1.4	82	438	.3	1.5	72	387	.3	1.5	45	254	.2	3.2
FA '02	45	677	.2	1.1	47	318	.2	.7	68	398	.3	1.1	53	361	.2	1.1	37	230	.2	2.5
SU '02	65	656	.3	1.7	73	363	.3	1.2	106	444	.5	1.9	63	343	.3	1.4	45	223	.2	2.9
SP '02	82	807	.4	2.1	96	393	.4	1.6	126	563	.5	2.3	92	480	.4	2.0	35	308	.2	2.7
4-Book	65	714	.3	1.7	75	345	.3	1.2	96	461	.4	1.7	70	393	.3	1.5	41	254	.2	2.8
WI '02	23	421	.1	.6	31	174	.1	.6	35	203	.2	.7	14	144	.1	.3	18	112	.1	1.3
KRCV-FM																				
WI '03	54	578	.2	1.4	76	294	.3	1.3	113	446	.5	2.0	58	331	.2	1.2	9	93	.1	.6
FA '02	36	428	.2	.9	44	171	.2	.7	65	282	.3	1.1	37	216	.2	.8	3	33	.1	.2
SU '02	30	285	.1	.8	34	178	.1	.6	37	147	.2	.7	32	154	.1	.7	19	120	.1	1.2
SP '02	37	529	.2	1.0	48	218	.2	.8	48	309	.2	.9	38	209	.2	.8	16	149	.1	1.2
4-Book	39	455	.2	1.0	51	215	.2	.9	66	296	.3	1.2	41	228	.2	.9	12	99	.1	.8
WI '02	58	547	.2	1.6	91	348	.4	1.6	85	300	.4	1.6	70	263	.3	1.6	21	176	.1	1.5

Target Listener Trends - Women 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
WI '03	16	509	.1	.4	23	322	.1	.4	27	298	.1	.5	25	236	.1	.5	2	38	.1	.1
FA '02	22	485	.1	.5	43	280	.2	.7	35	251	.1	.6	35	170	.1	.7	3	99	.2	.2
SU '02	26	525	.1	.7	50	371	.2	.9	52	385	.2	.9	33	200	.1	.8	6	89	.4	.4
SP '02	20	494	.1	.5	19	196	.1	.3	42	340	.2	.8	23	177	.1	.5	7	99	.5	.5
4-Book	21	503	.1	.5	34	292	.2	.6	39	319	.2	.7	29	196	.1	.6	5	81	.3	.3
WI '02	22	582	.1	.6	28	280	.1	.5	46	394	.2	.9	38	274	.2	.9	6	49	.4	.4
KRLH-AM																				
WI '03																				
FA '02	1	29			1	29				16			2	14						
SU '02																				
SP '02																				
4-Book	7	7	**	**	7	7	**	**	4	4	**	**	1	4	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	67	1695	.3	1.7	162	858	.7	2.8	63	722	.3	1.1	85	826	.4	1.8	14	341	.1	1.0
FA '02	64	1564	.3	1.6	130	942	.5	2.1	65	675	.3	1.1	73	789	.3	1.5	28	397	.1	1.9
SU '02	65	1726	.3	1.7	121	791	.5	2.1	88	809	.4	1.6	68	826	.3	1.6	26	390	.1	1.7
SP '02	53	1398	.2	1.4	86	725	.4	1.4	62	598	.3	1.1	74	726	.3	1.6	16	390	.1	1.2
4-Book	62	1596	.3	1.6	125	829	.5	2.1	70	701	.3	1.2	75	792	.3	1.6	21	380	.1	1.5
WI '02	56	1464	.2	1.5	96	881	.4	1.7	58	572	.2	1.1	87	814	.4	2.0	17	304	.1	1.2
KRTH-FM																				
WI '03	205	4049	.9	5.3	268	1966	1.1	4.6	360	2163	1.5	6.4	253	2212	1.1	5.3	66	900	.3	4.6
FA '02	179	3815	.8	4.4	257	1856	1.1	4.1	302	1967	1.3	5.0	206	2051	.9	4.3	59	918	.2	4.0
SU '02	156	3880	.7	4.1	188	1580	.8	3.2	273	2046	1.2	4.9	199	2105	.9	4.5	50	916	.2	3.3
SP '02	162	3869	.7	4.2	196	1898	.8	3.2	262	1922	1.1	4.7	182	1783	.8	4.0	68	1004	.3	5.2
4-Book	176	3903	.8	4.5	227	1825	1.0	3.8	299	2025	1.3	5.3	210	2038	.9	4.5	61	935	.3	4.3
WI '02	162	3785	.7	4.4	226	1738	1.0	4.0	243	1957	1.0	4.6	222	2044	1.0	5.0	63	874	.3	4.6
KSCA-FM																				
WI '03	143	1332	.6	3.7	270	827	1.1	4.6	185	827	.8	3.3	214	717	.9	4.5	40	361	.2	2.8
FA '02	142	1419	.6	3.5	389	1025	1.6	6.2	189	942	.8	3.1	52	458	.2	1.1	33	268	.1	2.2
SU '02	102	1130	.4	2.7	280	808	1.2	4.8	138	757	.6	2.5	49	326	.2	1.1	25	305	.1	1.6
SP '02	183	1658	.8	4.8	496	1235	2.1	8.0	202	1115	.9	3.6	107	585	.5	2.3	41	406	.2	3.1
4-Book	143	1385	.6	3.7	359	974	1.5	5.9	179	910	.8	3.1	106	522	.5	2.3	35	335	.2	2.4
WI '02	161	1461	.7	4.4	407	982	1.7	7.2	227	1008	1.0	4.3	87	572	.4	2.0	23	308	.1	1.7
KSPN-AM																				
WI '03	5	284		.1	7	150		.1	5	89		.1	5	117		.1	6	78		.4
FA '02	7	282		.2	4	41		.1	1	26		.1	11	176		.2	5	119		.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	7	186		.2	1	45		.1	3	45		.1	30	91		.7	2	36		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	33	923	.1	.9	69	424	.3	1.2	43	462	.2	.8	29	339	.1	.6	12	161	.1	.8
FA '02	26	511	.1	.6	36	269	.2	.6	43	231	.2	.7	30	233	.1	.6	7	126	.1	.5
SU '02	15	489	.1	.4	19	225	.1	.3	26	211	.1	.5	18	238	.1	.4	2	52	.1	.1
SP '02	21	583	.1	.5	28	263	.1	.5	35	313	.2	.6	20	244	.1	.4	9	89	.7	.7
4-Book	24	627	.1	.6	38	295	.2	.7	37	304	.2	.7	24	264	.1	.5	8	107	.5	.5
WI '02	18	454	.1	.5	24	195	.1	.4	22	167	.1	.4	22	238	.1	.5	2	50	.1	.1
KSUR-AM																				
WI '03	10	247		.3	13	95		.2	14	115		.2	11	112		.2	3	65		.2
FA '02	17	255		.4	18	100		.3	17	112		.3	19	156		.4	7	86		.5
SU '02	11	231		.3	10	98		.2	15	102		.3	11	134		.3	3	73		.2
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KTNO-AM																				
WI '03	36	440	.2	.9	46	221	.2	.8	53	221	.2	.9	28	189	.1	.6	20	101	.1	1.4
FA '02	27	411	.1	.7	23	179	.1	.4	40	219	.2	.7	36	160	.2	.7	22	93	.1	1.5
SU '02	23	440	.1	.6	25	183	.1	.4	41	243	.2	.7	13	122	.1	.3	7	45		.5
SP '02	20	359	.1	.5	31	153	.1	.5	29	177	.1	.5	19	125	.1	.4	10	115		.8
4-Book	27	413	.1	.7	31	184	.1	.5	41	215	.2	.7	24	149	.1	.5	15	89	.1	1.1
WI '02	25	479	.1	.7	29	222	.1	.5	51	283	.2	1.0	21	187	.1	.5	12	45	.1	.9
KTWV-FM																				
WI '03	195	3031	.8	5.0	226	1461	1.0	3.9	316	1721	1.3	5.6	244	1900	1.0	5.1	93	1097	.4	6.5
FA '02	224	3261	.9	5.5	299	1662	1.3	4.7	369	1654	1.6	6.1	286	1862	1.2	5.9	88	960	.4	6.0
SU '02	224	2905	1.0	5.9	263	1613	1.1	4.5	358	1634	1.5	6.5	283	1694	1.2	6.5	91	832	.4	5.9
SP '02	206	2874	.9	5.4	258	1571	1.1	4.2	327	1489	1.4	5.9	268	1709	1.2	5.9	65	901	.3	4.9
4-Book	212	3018	.9	5.5	262	1577	1.1	4.3	343	1625	1.5	6.0	270	1791	1.2	5.9	84	948	.4	5.8
WI '02	195	3064	.8	5.4	271	1577	1.2	4.8	323	1680	1.4	6.1	252	1758	1.1	5.7	71	785	.3	5.2
KWIZ-FM																				
WI '03	17	309	.1	.4	27	120	.1	.5	35	251	.1	.6	9	95		.2	7	47		.5
FA '02	18	319	.1	.4	22	149	.1	.3	25	222	.1	.4	32	183	.1	.7	9	109		.6
SU '02	21	297	.1	.6	10	108		.2	36	195	.2	.7	31	158	.1	.7	17	88	.1	1.1
SP '02	20	337	.1	.5	10	139		.2	26	185	.1	.5	29	182	.1	.6	9	70		.7
4-Book	19	316	.1	.5	17	129	.1	.3	31	213	.1	.6	25	155	.1	.6	11	79		.7
WI '02	11	254		.3	11	104		.2	7	90		.1	17	114	.1	.4	16	76	.1	1.2
KWKV-AM																				
WI '03	34	330	.1	.9	27	166	.1	.5	78	256	.3	1.4	41	134	.2	.9	14	93	.1	1.0
FA '02	31	311	.1	.8	65	172	.3	1.0	63	184	.3	1.0	8	115		.2	10	62		.7
SU '02	22	253	.1	.6	24	71	.1	.4	59	173	.3	1.1	16	89	.1	.4	10	64		.7
SP '02	29	340	.1	.8	35	124	.2	.6	73	247	.3	1.3	16	89	.1	.4	8	65		.6
4-Book	29	309	.1	.8	38	133	.2	.6	68	215	.3	1.2	20	107	.1	.5	11	71		.8
WI '02	32	377	.1	.9	40	218	.2	.7	84	292	.4	1.6	31	199	.1	.7	2	25		.1
KWEV-FM																				
WI '03	33	623	.1	.9	54	393	.2	.9	40	325	.2	.7	45	332	.2	.9	10	156		.7
FA '02	38	573	.2	.9	61	373	.3	1.0	70	348	.3	1.2	48	326	.2	1.0	10	186		.7
SU '02	29	655	.1	.8	37	337	.2	.6	35	341	.2	.6	35	296	.2	.8	11	103		.7
SP '02	33	763	.1	.9	65	499	.3	1.1	51	270	.2	.9	45	360	.2	1.0	6	94		.5
4-Book	33	654	.1	.9	54	401	.3	.9	49	321	.2	.9	43	329	.2	.9	9	135		.7
WI '02	28	609	.1	.8	54	410	.2	1.0	29	278	.1	.6	34	359	.1	.8	10	118		.7
KXOL-FM																				
WI '03	77	1196	.3	2.0	101	690	.4	1.7	130	780	.5	2.3	67	694	.3	1.4	25	300	.1	1.8
FA '02	97	1403	.4	2.4	115	695	.5	1.8	186	930	.8	3.1	110	726	.5	2.3	20	296	.1	1.4
SU '02	71	1113	.3	1.9	81	490	.3	1.4	124	681	.5	2.2	72	569	.3	1.6	22	235	.1	1.4
SP '02	77	1302	.3	2.0	98	649	.4	1.6	125	728	.5	2.2	91	677	.4	2.0	31	306	.1	2.4
4-Book	81	1254	.3	2.1	99	631	.4	1.6	141	780	.6	2.5	85	667	.4	1.8	25	284	.1	1.8
WI '02	58	859	.2	1.6	58	388	.2	1.0	98	643	.4	1.9	61	410	.3	1.4	22	229	.1	1.6
KYSR-FM																				
WI '03	94	2419	.4	2.4	174	1192	.7	3.0	115	1015	.5	2.0	154	1363	.6	3.2	25	365	.1	1.8
FA '02	87	2300	.4	2.2	159	1325	.7	2.5	110	1174	.5	1.8	152	1329	.6	3.2	23	520	.1	1.6
SU '02	114	2243	.5	3.0	164	1197	.7	2.8	203	1224	.9	3.7	162	1207	.7	3.7	29	452	.1	1.9
SP '02	90	2208	.4	2.3	192	1295	.8	3.1	124	828	.5	2.2	127	1166	.5	2.8	15	301	.1	1.1
4-Book	96	2293	.4	2.5	172	1252	.7	2.9	138	1060	.6	2.4	149	1266	.6	3.2	23	410	.1	1.6
WI '02	98	2265	.4	2.7	166	1154	.7	2.9	137	1052	.6	2.6	166	1375	.7	3.7	23	391	.1	1.7
+KZAB-FM																				
KFSG-FM																				
WI '03	13	295	.1	.3	18	151	.1	.3	15	135	.1	.3	11	111		.2	6	64		.4
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Women 35-64																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KZLA-FM																					
WI '03		126	2192	.5	3.3	195	1250	.8	3.3	172	1118	.7	3.1	180	1437	.8	3.8	33	520	.1	2.3
FA '02		123	1990	.5	3.0	201	1211	.8	3.2	174	1155	.7	2.9	163	1291	.7	3.4	38	621	.2	2.6
SU '02		138	2293	.6	3.6	208	1414	.9	3.6	194	1373	.8	3.5	180	1569	.8	4.1	36	588	.2	2.3
SP '02		132	2288	.6	3.4	220	1499	.9	3.6	171	1222	.7	3.1	172	1534	.7	3.8	50	591	.2	3.8
4-Book		130	2191	.6	3.3	206	1344	.9	3.4	178	1217	.7	3.2	174	1458	.8	3.8	39	580	.2	2.8
WI '02		91	1789	.4	2.5	129	1023	.6	2.3	116	1028	.5	2.2	133	1217	.6	3.0	28	509	.1	2.1
KGGI-FM																					
WI '03		8	322		.2	7	64		.1	10	71		.2	13	159	.1	.3	1	51		.1
FA '02		5	268		.1	3	66			6	73		.1	10	161		.2	2	81		.1
SU '02		7	336		.2	6	131		.1	6	95		.1	8	112		.2	6	78		.4
SP '02		17	308	.1	.4	17	131	.1	.3	22	119	.1	.4	22	155	.1	.5	7	96		.5
4-Book		9	309		.2	8	98		.1	11	90		.2	13	147	.1	.3	4	77		.3
WI '02		5	246		.1	8	120		.1	6	82		.1	3	60		.1	1	34		.1
TOTALS																					
WI '03		3863	22795	16.3		5870	20075	24.7		5615	18477	23.7		4761	19339	20.1		1420	11058	6.0	
FA '02		4042	22915	17.0		6315	20394	26.6		6040	18622	25.4		4810	19567	20.3		1471	11186	6.2	
SU '02		3788	22217	16.3		5846	19635	25.1		5520	18267	23.7		4385	18292	18.8		1536	11320	6.6	
SP '02		3835	22307	16.5		6166	19619	26.5		5578	17959	24.0		4563	18614	19.6		1315	10741	5.6	
4-Book		3882	22559	16.5		6049	19931	25.7		5688	18331	24.2		4630	18953	19.7		1436	11076	6.1	
WI '02		3641	22062	15.6		5630	19558	24.2		5269	17607	22.6		4433	18310	19.0		1365	10449	5.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 35-64																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM	WI '03	121	1620	.5	2.2	48	774	.2	1.8	81	229	.3	2.6	88	312	.4	1.8	45	154	.2	1.5	
	4-Book	163	1531	.7	3.0	49	701	.2	1.8	86	221	.4	2.6	101	312	.4	2.2	53	194	.2	1.8	
KKLA-FM	WI '03	62	635	.3	1.1	25	318	.1	.9	42	104	.2	1.3	42	107	.2	.9	25	87	.1	.8	
	4-Book	61	682	.3	1.1	18	269	.1	.7	26	72	.1	.8	21	77	.1	.5	15	64	.1	.5	
KLAC-AM	WI '03	22	535	.1	.4	11	242	.1	.4	17	79	.1	.5	3	25	.1	.1	14	61	.1	.5	
	4-Book	43	681	.2	.8	13	283	.1	.5	10	44	.1	.3	21	72	.1	.5	14	57	.1	.5	
KLAX-FM	WI '03	114	1220	.5	2.1	61	685	.3	2.2	42	137	.2	1.3	119	352	.5	2.4	65	201	.3	2.1	
	4-Book	87	1002	.4	1.6	56	614	.3	2.1	60	164	.3	1.8	98	282	.4	2.1	60	170	.3	2.0	
KLOS-FM	WI '03	87	1629	.4	1.6	34	756	.1	1.2	24	136	.1	.8	67	353	.3	1.4	31	119	.1	1.0	
	4-Book	102	1530	.4	1.9	38	668	.2	1.4	34	135	.1	1.1	64	266	.3	1.4	53	180	.2	1.8	
KLSX-FM	WI '03	104	1089	.4	1.9	18	324	.1	.7	6	42	.1	.2	18	95	.1	.4	30	92	.1	1.0	
	4-Book	93	915	.4	1.7	19	321	.1	.7	16	55	.1	.5	19	76	.1	.4	20	67	.1	.7	
KLTX-AM	WI '03	67	359	.3	1.2	41	257	.2	1.5	77	152	.3	2.4	72	143	.3	1.5	28	69	.1	.9	
	4-Book	60	296	.3	1.1	36	241	.2	1.3	76	166	.3	2.3	57	122	.3	1.2	36	86	.2	1.2	
KLVE-FM	WI '03	226	2123	1.0	4.2	134	1546	.6	4.9	182	483	.8	5.8	241	757	1.0	4.9	104	442	.4	3.4	
	4-Book	249	2178	1.1	4.6	133	1425	.6	4.9	183	486	.8	5.6	234	681	1.0	5.0	114	373	.5	3.7	
KLYY-FM	WI '03	35	337	.1	.6	21	255	.1	.8	28	75	.1	.9	33	118	.1	.7	13	52	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	WI '03	102	1332	.4	1.9	49	697	.2	1.8	49	212	.2	1.6	102	367	.4	2.1	87	274	.4	2.8	
	4-Book	104	1243	.5	1.9	55	690	.2	2.0	53	193	.2	1.6	92	283	.4	2.0	58	199	.3	1.9	
KNX -AM	WI '03	99	2056	.4	1.8	48	1034	.2	1.8	73	291	.3	2.3	82	402	.3	1.7	56	229	.2	1.8	
	4-Book	92	1785	.4	1.7	41	854	.2	1.5	76	294	.3	2.4	66	291	.3	1.4	30	153	.1	1.0	
KOST-FM	WI '03	378	3478	1.6	7.0	143	1941	.6	5.2	146	459	.6	4.6	245	838	1.0	5.0	137	476	.6	4.4	
	4-Book	356	3340	1.5	6.5	155	1956	.7	5.7	165	552	.7	5.1	291	890	1.3	6.2	166	538	.7	5.4	
KPWR-FM	WI '03	56	1094	.2	1.0	44	817	.2	1.6	53	155	.2	1.7	77	280	.3	1.6	50	198	.2	1.6	
	4-Book	51	956	.2	.9	39	597	.2	1.4	41	127	.2	1.3	67	225	.3	1.4	50	168	.2	1.6	
KRCD-FM	WI '03	79	604	.3	1.5	60	421	.3	2.2	88	170	.4	2.8	113	233	.5	2.3	57	185	.2	1.8	
	4-Book	81	632	.4	1.5	51	418	.2	1.9	82	142	.3	1.9	87	212	.4	1.9	57	161	.3	1.9	
KRCV-FM	WI '03	85	536	.4	1.6	29	282	.1	1.1	26	93	.1	.8	70	150	.3	1.4	28	99	.1	.9	
	4-Book	54	390	.3	1.0	32	278	.1	1.2	36	101	.2	1.1	60	132	.3	1.3	35	101	.2	1.2	
KRLA-AM	WI '03	25	473	.1	.5	8	128	.1	.3	7	27	.1	.2	17	48	.1	.3	5	9	.1	.2	
	4-Book	34	447	.2	.6	9	130	.1	.3	6	24	.1	.2	18	45	.1	.4	8	34	.1	.3	
KRLH-AM	WI '03																					
	4-Book		7				4															

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

Target Listener Estimates

Women 35-64

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
WI '03	36	154	.2	2.4	34	105	.1	1.5	47	183	.2	1.4	32	127	.1	1.3	27	105	.1	2.6	
4-Book	28	115	.1	2.0	41	143	.2	1.9	47	174	.2	1.4	39	129	.2	1.6	18	65	.1	1.8	
KBIG-FM																					
WI '03	44	201	.2	3.0	50	152	.2	2.3	98	351	.4	2.8	65	285	.3	2.6	20	97	.1	1.9	
4-Book	72	249	.3	5.0	42	156	.2	1.9	98	365	.4	2.9	58	227	.3	2.4	28	122	.1	2.5	
KBLA-AM																					
WI '03					7	13		.3	3	16		.1	8	26		.3	2	10		.2	
4-Book	2	4		.2	3	6		.2	8	17		.2	3	9		.1	3	10		.3	
KBUA-FM																					
WI '03	9	27		.6	7	14		.3	7	39		.2	12	18		.1	.5	6	14		.6
4-Book	5	13		.4	10	21		.1	10	25		.1	5	8		.1	.2	5	11		.5
KBUE-FM																					
WI '03	26	126	.1	1.8	19	83	.1	.9	93	226	.4	2.7	31	127	.1	1.2	27	107	.1	2.6	
4-Book	27	107	.1	1.8	33	101	.2	1.5	76	188	.3	2.2	43	122	.2	1.7	30	81	.1	2.7	
KCBS-FM																					
WI '03	49	241	.2	3.3	22	103	.1	1.0	85	334	.4	2.5	56	247	.2	2.2	14	90	.1	1.3	
4-Book	42	188	.2	2.9	35	162	.2	1.6	82	330	.4	2.4	78	296	.3	3.1	26	118	.1	2.4	
KDIS-AM																					
WI '03	12	45	.1	.8	12	69	.1	.5	28	112	.1	.8	28	57	.1	1.1	4	35		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																					
KSSC-FM																					
WI '03									4	24		.1	3	12		.1					
4-Book	2	7		.1	1	6			8	33		.2	5	16		.2	3	9		.3	
+KDLE-FM																					
KSSD-FM																					
WI '03									2	12		.1	8	23		.3					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																					
WI '03	23	103	.1	1.6	56	198	.2	2.5	98	385	.4	2.8	50	180	.2	2.0	27	122	.1	2.6	
4-Book	27	93	.1	1.9	88	287	.4	4.0	125	374	.5	3.7	58	190	.2	2.3	34	119	.2	3.2	
KFSH-FM																					
WI '03	11	82		.7	41	250	.2	1.9	38	219	.2	1.1	31	154	.1	1.2	12	85	.1	1.1	
4-Book	11	70		.8	28	181	.2	1.3	36	202	.2	1.1	32	129	.1	1.3	13	73	.1	1.2	
KFWB-AM																					
WI '03	19	130	.1	1.3	68	306	.3	3.1	49	280	.2	1.4	32	191	.1	1.3	18	96	.1	1.7	
4-Book	19	116	.1	1.4	51	266	.2	2.3	43	259	.2	1.3	29	184	.1	1.2	19	103	.1	1.7	
KHHT-FM																					
WI '03	50	130	.2	3.4	35	117	.1	1.6	46	199	.2	1.3	53	187	.2	2.1	85	179	.4	8.1	
4-Book	60	165	.3	4.1	43	154	.2	1.9	79	259	.3	2.3	65	212	.3	2.6	63	180	.3	5.9	
KHJ -AM																					
WI '03	16	77	.1	1.1	38	97	.2	1.7	35	91	.1	1.0	41	89	.2	1.6	10	48		1.0	
4-Book	18	54	.1	1.3	34	87	.2	1.6	45	110	.2	1.3	29	68	.2	1.2	10	44	.1	.9	
KIIS-FM																					
WI '03	75	275	.3	5.1	52	201	.2	2.4	154	553	.6	4.5	128	420	.5	5.1	36	130	.2	3.4	
4-Book	53	225	.2	3.7	62	242	.3	2.9	118	504	.5	3.5	75	319	.3	3.0	32	158	.2	2.9	
KVVS-FM																					
WI '03					4	15		.2	11	28		.3	8	41		.3				.1	
4-Book	5	12		.3	3	15		.1	6	24		.2	4	13		.2	1	3		.1	
KJLH-FM																					
WI '03	38	128	.2	2.6	124	352	.5	5.6	173	475	.7	5.0	176	309	.7	7.0	22	64	.1	2.1	
4-Book	40	139	.2	2.8	145	373	.6	6.5	193	510	.8	5.7	159	316	.7	6.4	34	115	.1	3.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '03	33	111	.1	2.2	28	92	.1	1.3	37	196	.2	1.1	32	102	.1	1.3	39	132	.2	3.7
4-Book	26	108	.1	1.8	31	102	.1	1.4	47	192	.2	1.4	34	114	.1	1.4	19	75	.1	1.7
KLAA-FM																				
WI '03	17	22	.1	1.2	42	159	.2	1.9	10	85	.1	.3	16	59	.1	.6	7	51	.1	.7
4-Book	14	26	.1	1.0	33	119	.2	1.5	15	86	.1	.4	10	45	.1	.4	11	36	.1	1.0
KLAC-AM																				
WI '03	4	25	.3	.3	9	26	.4	.4	12	28	.1	.3	23	81	.1	.9	11	37	.1	1.0
4-Book	9	39	.6	.6	6	23	.3	.3	12	52	.1	.4	26	96	.1	1.0	9	42	.1	.8
KLAX-FM																				
WI '03	48	153	.2	3.3	44	122	.2	2.0	96	254	.4	2.8	48	138	.2	1.9	18	64	.1	1.7
4-Book	25	93	.1	1.7	43	130	.2	1.9	93	235	.4	2.7	40	118	.2	1.6	22	98	.1	2.0
KLDS-FM																				
WI '03	12	75	.1	.8	7	51	.3	.3	64	281	.3	1.9	41	155	.2	1.6	20	88	.1	1.9
4-Book	19	83	.1	1.3	15	62	.7	.7	58	239	.3	1.7	52	156	.2	2.1	12	68	.1	1.1
KLSX-FM																				
WI '03	3	46	.2	.2	36	105	.2	1.6	24	130	.1	.7	17	49	.1	.7	12	54	.1	1.1
4-Book	8	30	.6	.6	36	117	.2	1.6	34	140	.2	1.0	15	46	.1	.6	6	26	.1	.5
KLTX-AM																				
WI '03	24	75	.1	1.6	40	83	.2	1.8	52	97	.2	1.5	24	57	.1	1.0	14	48	.1	1.3
4-Book	21	74	.1	1.4	45	107	.2	2.0	33	86	.2	1.0	22	66	.1	.9	10	36	.1	.9
KLVE-FM																				
WI '03	86	289	.4	5.9	121	395	.5	5.5	177	494	.7	5.1	112	333	.5	4.5	45	177	.2	4.3
4-Book	74	236	.4	5.2	129	377	.6	5.9	184	532	.8	5.4	107	268	.5	4.3	39	144	.2	3.6
KLYY-FM																				
WI '03	12	48	.1	.8	2	25	.1	.1	39	130	.2	1.1	29	85	.1	1.2	10	12	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	32	145	.1	2.2	32	119	.1	1.4	43	198	.2	1.2	40	143	.2	1.6	10	29	.1	1.0
4-Book	34	144	.2	2.3	41	142	.2	1.8	77	249	.3	2.3	59	184	.3	2.4	25	98	.1	2.3
KNX -AM																				
WI '03	20	102	.1	1.4	56	253	.2	2.5	41	259	.2	1.2	25	187	.1	1.0	36	154	.2	3.4
4-Book	27	138	.1	1.9	46	190	.2	2.1	35	177	.2	1.0	22	143	.1	.9	28	131	.1	2.5
KOST-FM																				
WI '03	100	393	.4	6.8	151	471	.6	6.8	170	611	.7	4.9	138	470	.6	5.5	59	237	.2	5.6
4-Book	84	344	.4	6.0	128	434	.5	5.8	183	602	.8	5.4	145	442	.6	5.8	76	282	.3	7.1
KPWR-FM																				
WI '03	31	160	.1	2.1	30	113	.1	1.4	37	191	.2	1.1	45	229	.2	1.8	31	133	.1	3.0
4-Book	27	115	.1	1.8	19	76	.1	.9	38	147	.2	1.1	38	151	.2	1.6	29	101	.1	2.6
KRCD-FM																				
WI '03	53	167	.2	3.6	32	102	.1	1.4	68	179	.3	2.0	40	89	.2	1.6	27	100	.1	2.6
4-Book	41	115	.2	2.9	30	98	.1	1.3	60	164	.3	1.8	52	131	.2	2.1	21	64	.1	1.9
KRCV-FM																				
WI '03	14	38	.1	1.0	18	76	.1	.8	47	131	.2	1.4	25	52	.1	1.0				
4-Book	23	72	.1	1.7	21	54	.1	.9	42	106	.2	1.2	29	58	.2	1.2	13	33	.1	1.2
KRLA-AM																				
WI '03					20	28	.1	.9	8	28	.2	.2	5	23	.2	.2				
4-Book	4	14	.3	.3	11	24	.1	.5	4	14	.1	.1	11	38	.5	.5	6	20	.1	.6
KRLH-AM																				
WI '03																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 35-64																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRQQ-FM	WI '03	15	104	.1	1.0	25	87	.1	1.1	30	193	.1	.9	40	198	.2	1.6	13	103	.1	1.2	
	4-Book	22	118	.1	1.5	25	115	.1	1.1	42	207	.2	1.3	44	179	.2	1.8	25	122	.1	2.3	
KRTH-FM	WI '03	56	263	.2	3.8	126	478	.5	5.7	184	660	.8	5.3	112	412	.5	4.5	32	184	.1	3.0	
	4-Book	54	244	.2	3.8	71	290	.3	3.2	153	587	.7	4.5	104	372	.5	4.2	40	194	.2	3.6	
KSCA-FM	WI '03	18	70	.1	1.2	85	196	.4	3.8	70	196	.3	2.0	61	132	.3	2.4	5	37		.5	
	4-Book	32	84	.1	2.4	105	239	.4	4.8	85	237	.4	2.5	47	111	.2	1.9	11	44		1.0	
KSPN-AM	WI '03	3	14		.2	1	11			2	11		.1	2	22		.1	3	21		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	10	68		.7	13	65	.1	.6	32	135	.1	.9	10	80		.4	7	29		.7	
	4-Book	6	36		.5	11	43	.1	.5	26	87	.1	.8	14	50	.1	.6	4	19		.4	
KSUR-AM	WI '03	6	28		.4	8	12		.4	8	38		.2	11	25		.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	17	33	.1	1.2	12	48	.1	.5	58	104	.2	1.7	18	39	.1	.7	20	44	.1	1.9	
	4-Book	13	32	.1	.9	12	41	.1	.5	34	82	.2	1.0	14	33	.1	.6	11	31	.1	1.0	
KTWW-FM	WI '03	87	372	.4	5.9	108	339	.5	4.9	129	443	.5	3.7	122	372	.5	4.9	58	238	.2	5.5	
	4-Book	89	353	.4	6.1	99	346	.5	4.5	187	575	.8	5.5	143	408	.6	5.7	67	251	.3	6.1	
KWIZ-FM	WI '03	5	12		.3	11	45		.5	24	93		.7	15	23		.6	5	12		.5	
	4-Book	10	21	.1	.7	8	22		.4	25	60	.1	.7	16	33	.1	.6	5	13		.4	
KWKV-AM	WI '03	12	15	.1	.8	15	35	.1	.7	13	24	.1	.4									
	4-Book	6	12		.4	11	27	.1	.5	7	22		.2	8	12		.3	6	13		.5	
KWVE-FM	WI '03	2	12		.1	32	101	.1	1.4	44	157	.2	1.3	25	102	.1	1.0	13	67	.1	1.2	
	4-Book	5	26		.3	27	120	.1	1.2	27	106	.1	.8	25	101	.1	1.0	11	40	.1	1.0	
KXQL-FM	WI '03	41	111	.2	2.8	51	181	.2	2.3	105	328	.4	3.0	52	157	.2	2.1	17	70	.1	1.6	
	4-Book	28	90	.2	1.9	49	148	.2	2.2	80	248	.3	2.3	55	158	.2	2.2	21	80	.1	1.9	
KYSR-FM	WI '03	26	133	.1	1.8	27	126	.1	1.2	84	354	.4	2.4	51	187	.2	2.0	18	89	.1	1.7	
	4-Book	19	128	.1	1.4	24	121	.1	1.1	65	318	.3	1.9	49	208	.2	2.0	11	71	.1	1.0	
+KZAB-FM	WI '03	14	63	.1	1.0	10	36		.5	25	66	.1	.7	15	44	.1	.6	7	27		.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	43	243	.2	2.9	46	182	.2	2.1	115	473	.5	3.3	78	325	.3	3.1	21	144	.1	2.0	
	4-Book	44	188	.2	3.1	59	246	.3	2.7	112	458	.5	3.3	81	331	.3	3.3	24	131	.1	2.2	
KGGI-FM	WI '03	6	19		.4					5	30		.1	6	32		.2	7	12		.7	
	4-Book	4	15		.3	4	10		.2	12	37	.1	.3	11	37		.5	6	24		.6	
TOTALS	WI '03	1470	5176	6.2		2211	6641	9.3		3448	9687	14.5		2500	6798	10.5		1050	3585	4.4		
	4-Book	1439	4887	6.1		2212	6667	9.4		3405	9521	14.5		2482	6618	10.6		1084	3764	4.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KJLH-FM																				
WI '03	10	412	.1	.8	7	79	.1	.5	6	72	.1	.8	9	114	.1	.5	9	127	.1	.7
FA '02	15	402	.1	1.2	17	185	.2	1.2	10	62	.1	1.5	16	177	.1	.8	19	144	.2	1.4
SU '02	6	250	.1	.4	1	45		.1	3	49		.2	6	90	.1	.4	3	34		.2
SP '02	10	337	.1	.8	5	84		.4	3	54		.5	10	107	.1	.6	8	101	.1	.7
4-Book	10	350	.1	.8	8	98	.1	.6	6	59	.1	.8	10	122	.1	.6	10	102	.1	.8
WI '02	19	415	.2	1.6	18	168	.2	1.4	5	38		.8	18	183	.2	1.0	14	152	.1	1.2
KBKT-FM																				
WI '03	134	3413	1.2	10.5	196	1697	1.7	13.7	74	1142	.7	10.3	180	2015	1.6	10.0	114	1382	1.0	9.1
FA '02	128	3222	1.1	10.0	182	1711	1.6	12.6	55	1059	.5	8.4	194	1905	1.7	9.9	112	1437	1.0	8.4
SU '02	126	3135	1.2	9.4	138	1311	1.3	10.8	126	1526	1.2	9.2	148	1572	1.4	8.7	117	1476	1.1	9.5
SP '02	127	3238	1.2	10.6	160	1485	1.5	11.5	55	1129	.5	8.3	210	2088	1.9	11.9	127	1503	1.2	11.2
4-Book	129	3252	1.2	10.1	169	1551	1.5	12.2	78	1214	.7	9.1	183	1895	1.7	10.1	118	1450	1.1	9.6
WI '02	99	2892	.9	8.5	116	1360	1.1	9.1	51	883	.5	7.9	173	1741	1.6	9.6	86	1172	.8	7.5
KKLA-FM																				
WI '03		28								11				21		.1		10		
FA '02	2	130		.2	7	102	.1	.5					1	23		.1	1	18		.1
SU '02	1	58		.1	2	33		.2		7										
SP '02	1	61		.1	3	20		.2					1	15		.1				
4-Book	1	69		.1	3	39		.2		5			1	15		.1		7		
WI '02	1	71		.1	5	23		.4		15			1	21		.1	1	27		.1
KLAC-AM																				
WI '03	1	65		.1		13							1	11		.1	4	52		.3
FA '02	1	105		.1										26			1	75		.1
SU '02	3	43		.2									5	29		.3	3	15		.2
SP '02	3	179		.3						15			2	36		.1	4	75		.4
4-Book	2	98		.2		3				4			2	26		.1	3	54		.3
WI '02		37											1	25		.1		27		
KLAX-FM																				
WI '03	14	588	.1	1.1	18	231	.2	1.3	8	144	.1	1.1	19	243	.2	1.1	12	192	.1	1.0
FA '02	20	622	.2	1.6	19	172	.2	1.3	9	121	.1	1.4	24	308	.2	1.2	20	299	.2	1.5
SU '02	19	614	.2	1.4	13	162	.1	1.0	29	322	.3	2.1	19	232	.2	1.1	13	178	.1	1.1
SP '02	34	609	.3	2.8	24	203	.2	1.7	27	248	.2	4.1	62	342	.6	3.5	24	194	.2	2.1
4-Book	22	608	.2	1.7	19	192	.2	1.3	18	209	.2	2.2	31	281	.3	1.7	17	216	.2	1.4
WI '02	40	692	.4	3.4	24	214	.2	1.9	23	231	.2	3.6	64	349	.6	3.5	37	288	.3	3.2
KLOS-FM																				
WI '03	23	683	.2	1.8	14	276	.1	1.0	21	194	.2	2.9	36	387	.3	2.0	25	233	.2	2.0
FA '02	14	568	.1	1.1	17	217	.2	1.2	6	84	.1	.9	24	251	.2	1.2	7	104	.1	.5
SU '02	26	788	.2	1.9	24	325	.2	1.9	32	446	.3	2.3	29	333	.3	1.7	23	259	.2	1.9
SP '02	14	560	.1	1.2	12	210	.1	.9	7	141	.1	1.1	28	244	.3	1.6	7	143	.1	.6
4-Book	19	650	.2	1.5	17	257	.2	1.3	17	216	.2	1.8	29	304	.3	1.6	16	185	.2	1.3
WI '02	9	463	.1	.8	10	146	.1	.8	2	73		.3	19	216	.2	1.1	12	135	.1	1.0
KLSX-FM																				
WI '03	12	255	.1	.9	20	145	.2	1.4	5	42		.7	29	116	.3	1.6	9	70	.1	.7
FA '02	6	248	.1	.5	6	84	.1	.4	2	23		.3	15	68	.1	.8	5	66		.4
SU '02	3	196		.2	4	78		.3	3	53		.2	8	85	.1	.5	1	13		.1
SP '02	6	164	.1	.5	17	79	.2	1.2	3	25		.5	6	38	.1	.3	5	52		.4
4-Book	7	216	.1	.5	12	97	.1	.8	3	36		.4	15	77	.2	.8	5	50		.4
WI '02	4	227		.3	13	148	.1	1.0	2	76		.3	5	86		.3	1	23		.1
KLTX-AM																				
WI '03	10	116	.1	.8	4	32		.3	5	41		.7	13	95	.1	.7	12	84	.1	1.0
FA '02	10	110	.1	.8	7	70	.1	.5	2	21		.3	14	70	.1	.7	18	86	.2	1.4
SU '02	6	60	.1	.4	4	20		.3	13	45	.1	1.0	5	50		.3	6	25		.5
SP '02	7	76	.1	.6	13	65	.1	.9	2	12		.3	9	24	.1	.5	6	24	.1	.5
4-Book	8	91	.1	.7	7	47	.1	.5	6	30		.6	10	60	.1	.6	9	55	.1	.7
WI '02	7	61	.1	.6	9	47	.1	.7	3	42		.5	16	29	.1	.9	4	42		.3

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	7	419	.1	.5	8	160	.1	.6	2	81	.3	13	231	.1	.7	8	143	.1	.6	
FA '02	11	375	.1	.9	18	238	.2	1.2	7	112	.1	1.1	8	175	.1	.4	10	128	.1	.8
SU '02	12	495	.1	.9	15	191	.1	1.2	10	267	.1	.7	9	211	.1	.5	12	153	.1	1.0
SP '02	16	506	.1	1.3	21	282	.2	1.5	12	194	.1	1.8	31	249	.3	1.8	13	115	.1	1.1
4-Book	12	449	.1	.9	16	218	.2	1.1	8	164	.1	1.0	15	217	.2	.9	11	135	.1	.9
WI '02	11	337	.1	.9	17	220	.2	1.3	4	83	.6	16	220	.1	.9	12	116	.1	1.0	
KGGI-FM																				
WI '03	23	829	.2	1.8	19	307	.2	1.3	9	186	.1	1.3	28	352	.2	1.6	29	362	.3	2.3
FA '02	21	574	.2	1.6	24	278	.2	1.7	11	135	.1	1.7	24	272	.2	1.2	24	270	.2	1.8
SU '02	24	815	.2	1.8	15	224	.1	1.2	25	354	.2	1.8	30	408	.3	1.8	26	267	.2	2.1
SP '02	16	705	.1	1.3	12	246	.1	.9	8	225	.1	1.2	27	393	.2	1.5	19	298	.2	1.7
4-Book	21	731	.2	1.6	18	264	.2	1.3	13	225	.1	1.5	27	356	.2	1.5	25	299	.2	2.0
WI '02	23	679	.2	2.0	17	244	.2	1.3	15	189	.1	2.3	31	381	.3	1.7	34	299	.3	3.0
TOTALS																				
WI '03	1273	10563	11.4	1426	8686	12.7	718	5342	6.4	1802	8503	16.1	1250	7253	11.1					
FA '02	1284	10661	11.5	1447	8306	12.9	653	5112	5.8	1951	9029	17.4	1330	7512	11.9					
SU '02	1335	10321	12.3	1279	7677	11.8	1364	7450	12.6	1704	8662	15.7	1237	7570	11.4					
SP '02	1196	10155	11.1	1390	8087	12.8	666	5459	6.2	1770	8508	16.4	1135	6934	10.5					
4-Book	1272	10425	11.6	1386	8189	12.6	850	5841	7.8	1807	8676	16.4	1238	7317	11.2					
WI '02	1169	10255	10.8	1275	8023	11.8	645	5261	6.0	1803	8655	16.7	1144	7103	10.6					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03	1	36	.1	2	30	.2						6	30	.1	.3				
4-Book	1	32	.1	1	17	.1		1	3	.1		2	8	.1	.1				
KBIG-FM																			
WI '03	28	491	.2	17	353	.2	1.3	5	36	.5		36	121	.3	2.0	23	86	.2	1.5
4-Book	17	450	.2	14	328	.1	1.1	6	35	.6		25	123	.2	1.5	22	91	.2	1.4
KBLA-AM																			
WI '03		27			14														
4-Book		19		1	20		.1	1	6		.1								
KBUA-FM																			
WI '03	2	37	.2	3	51	.2		5	12	.5		6	25	.1	.3				
4-Book	11	95	.1	8	75	.1	.6	12	37	.1	1.2	14	36	.2	.8	8	21	.1	.5
KBUE-FM																			
WI '03	53	695	.5	58	470	.5	4.5	43	165	.4	4.3	99	215	.9	5.6	99	197	.9	6.4
4-Book	51	601	.5	49	429	.5	3.9	45	148	.4	4.6	79	210	.7	4.6	58	149	.5	3.7
KCBS-FM																			
WI '03	9	339	.1	9	220	.1	.7	4	32	.4		8	87	.1	.5	14	83	.1	.9
4-Book	15	488	.1	17	345	.2	1.4	14	56	.1	1.4	25	127	.3	1.5	29	123	.3	1.8
KDIS-AM																			
WI '03	20	516	.2	28	323	.2	2.2	24	109	.2	2.4	34	146	.3	1.9	18	73	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	7	148	.1	8	128	.1	.6	11	27	.1	1.1	15	73	.1	.8	9	45	.1	.6
4-Book	4	89	.1	6	91	.1	.5	4	19		.4	9	39	.1	.6	8	35	.1	.6
+KDLE-FM																			
KSSD-FM																			
WI '03	5	154	.4	4	79	.3		7	38	.1	.7	6	14	.1	.3	4	14		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	9	235	.1	10	141	.1	.8	10	42	.1	1.0	3	17		.2	14	27	.1	.9
4-Book	8	151	.1	5	92		.4	3	11		.3	3	19		.2	14	35	.1	.9
KFSH-FM																			
WI '03	11	247	.1	13	213	.1	1.0	3	21		.3	27	94	.2	1.5	21	63	.2	1.3
4-Book	11	254	.1	9	196	.1	.7	5	21		.5	16	79	.2	1.0	15	59	.1	1.0
KFVB-AM																			
WI '03	6	180	.1		21			2	6		.2	1	15		.1				
4-Book	3	100		1	28		.1	2	16		.3	1	7		.1	2	6		.1
KHHT-FM																			
WI '03	51	1159	.5	68	931	.6	5.2	36	132	.3	3.6	85	268	.8	4.8	50	168	.4	3.2
4-Book	45	1026	.4	56	849	.5	4.5	29	117	.3	3.0	75	289	.7	4.3	46	184	.4	3.0
KHJ -AM																			
WI '03	1	48	.1	4	57	.3		1	14		.1	3	23		.2				
4-Book	3	62	.2	3	48		.2	1	7		.1	6	13	.1	.4				
KIIS-FM																			
WI '03	169	3552	1.5	182	2560	1.6	14.0	132	575	1.2	13.1	229	1087	2.0	12.9	257	767	2.3	16.5
4-Book	178	3646	1.6	179	2621	1.6	14.5	147	644	1.3	15.0	236	1080	2.2	13.8	244	794	2.2	15.8
KVVS-FM																			
WI '03	8	136	.1	11	129	.1	.8	7	20	.1	.7	14	54	.1	.8	16	54	.1	1.0
4-Book	13	210	.1	10	154	.1	.8	9	26	.1	1.0	16	67	.2	.9	14	66	.1	.9
KJLH-FM																			
WI '03	7	198	.1	17	250	.2	1.3	10	43	.1	1.0	21	59	.2	1.2	22	79	.2	1.4
4-Book	8	195	.1	16	212	.2	1.3	8	33	.1	.8	15	48	.1	.9	14	42	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

Target Listener Estimates - Teens 12-17

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

Target Listener Estimates

		Teens 12-17																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	156	2680	1.4	12.3	155	1918	1.4	12.0	114	517	1.0	11.3	194	754	1.7	10.9	207	669	1.8	13.3	
	4-Book	159	2733	1.5	12.1	152	1976	1.4	12.3	107	430	1.0	11.0	205	772	1.9	12.0	192	633	1.8	12.5	
KRTH-FM	WI '03	21	643	.2	1.7	14	389	.1	1.1	15	88	.1	1.5	22	113	.2	1.2	10	78	.1	.6	
	4-Book	26	762	.2	2.0	26	539	.3	2.2	27	116	.2	2.7	31	141	.3	1.8	33	135	.3	2.1	
KSCA-FM	WI '03	15	247	.1	1.2	10	133	.1	.8	22	44	.2	2.2	4	11	.2	.2	14	33	.1	.9	
	4-Book	16	296	.1	1.3	15	198	.1	1.2	29	72	.3	2.9	15	56	.1	.9	15	46	.1	1.0	
KSPN-AM	WI '03	2	92	.2	.2	1	11	.1	.1													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	19	402	.2	1.5	30	442	.3	2.3	23	89	.2	2.3	38	119	.3	2.1	33	112	.3	2.1	
	4-Book	16	375	.2	1.2	17	303	.2	1.3	17	63	.2	1.7	24	98	.2	1.4	24	90	.2	1.6	
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03		11			1	25		.1													
	4-Book		20			1	12		.1													
KTWV-FM	WI '03	5	168	.4	.4	5	104	.4	.4					5	19	.3	.3	5	29	.3	.3	
	4-Book	8	205	.1	.6	7	129	.1	.6	4	25		.4	7	27	.1	.4	11	35	.1	.7	
KWIZ-FM	WI '03	11	175	.1	.9	13	159	.1	1.0	27	82	.2	2.7	18	59	.2	1.0	9	24	.1	.6	
	4-Book	9	160	.1	.7	10	131	.1	.9	13	45	.1	1.3	15	64	.2	.9	14	37	.1	.9	
KWKV-AM	WI '03																					
	4-Book	1	20		.1		9							1	3							
KWVE-FM	WI '03	10	69	.1	.8	3	49	.2	.2	2	12		.2					2	10		.1	
	4-Book	4	67		.3	3	50		.3	2	7		.2	2	11		.1	5	9	.1	.3	
KXOL-FM	WI '03	17	353	.2	1.3	20	251	.2	1.5	10	43	.1	1.0	35	117	.3	2.0	36	112	.3	2.3	
	4-Book	16	306	.2	1.2	15	220	.1	1.2	11	51	.1	1.1	25	80	.2	1.5	26	90	.2	1.7	
KYSR-FM	WI '03	19	639	.2	1.5	15	398	.1	1.2	9	75	.1	.9	20	89	.2	1.1	15	67	.1	1.0	
	4-Book	25	720	.2	1.9	16	393	.2	1.3	11	57	.1	1.2	26	137	.3	1.5	27	111	.3	1.8	
+KZAB-FM	WI '03	4	88	.3	.3	3	47	.2	.2	3	11		.3	4	22		.2					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	7	337	.1	.6	7	207	.1	.5	2	16		.2	9	58	.1	.5	7	51	.1	.4	
	4-Book	13	359	.1	1.0	11	239	.1	.9	9	42	.1	.9	20	105	.2	1.2	11	78	.1	.7	
KGGI-FM	WI '03	18	586	.2	1.4	29	485	.3	2.2	7	53	.1	.7	44	186	.4	2.5	38	150	.3	2.4	
	4-Book	19	567	.2	1.4	23	405	.2	1.8	11	70	.1	1.2	31	136	.3	1.8	36	130	.3	2.3	
TOTALS	WI '03	1269	10128	11.3		1296	8711	11.6		1008	3378	9.0		1777	4995	15.8		1558	4146	13.9		
	4-Book	1309	10067	11.9		1230	8651	11.2		984	3261	9.0		1715	4976	15.6		1542	4220	14.0		

** Station(s) not reported this survey.

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

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

Target Listener Estimates

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

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

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM WI '03 4-Book	142 149	548 558	1.3 1.4	11.3 12.4	89 72	345 298	.8 .7	11.4 9.4	167 154	635 625	1.5 1.4	11.0 11.6	185 160	563 549	1.7 1.5	13.8 12.8	141 159	523 561	1.3 1.5	13.8 16.4
KRTH-FM WI '03 4-Book	11 36	46 114	.1 .4	.9 3.0	17 20	90 90	.2 .2	2.2 2.7	15 27	140 146	.1 .2	1.0 2.1	10 18	46 97	.1 .2	.7 1.4	8 19	32 82	.1 .2	.8 1.9
KSCA-FM WI '03 4-Book	9 8	33 24	.1 .1	.7 .7	15 20	22 54	.1 .2	1.9 2.6	7 14	44 43	.1 .1	.5 1.1	11 12	23 42	.1 .1	.8 1.0	4 6	25 35	.1 .1	.4 .6
KSPN-AM WI '03 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	5 11	**	.4 **	**	**	**	**
KSSE-FM WI '03 4-Book	13 9	44 35	.1 .1	1.0 .7	27 8	108 34	.2 .1	3.5 1.0	41 23	128 72	.4 .2	2.7 1.7	52 22	130 65	.5 .2	3.9 1.7	18 7	56 33	.2 .1	1.8 .7
KSUR-AM WI '03 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTND-AM WI '03 4-Book					1	11 3		.1	3 2	14 6		.2 .1	1 1	14 6		.1 .1				
KTWV-FM WI '03 4-Book	7 9	23 32	.1 .1	.6 .7	4	8		.5	4 6	13 28		.3 .5	4 6	22 30		.3 .5	9 7	34 32	.1 .1	.9 .7
KWIZ-FM WI '03 4-Book	16 7	46 26	.1 .1	1.3 .6	4 4	11 14		.5 .5	18 14	58 41	.2 .2	1.2 1.0	5 8	21 29		.4 .7	9 8	32 25	.1 .1	.9 .9
KWKV-AM WI '03 4-Book						3			1	4		.1								
KWE-FM WI '03 4-Book	9 5	15 11	.1 .1	.7 .4	4 3	15 14		.5 .3	8 5	25 18	.1 .1	.5 .4	1 7		.1		1 2	12 12		.1 .2
KXOL-FM WI '03 4-Book	6 12	33 55	.1 .1	.5 1.0	18 13	54 33	.2 .1	2.3 1.6	22 10	89 45	.2 .1	1.4 .7	18 15	42 52	.2 .2	1.3 1.2	14 8	83 35	.1 .1	1.4 .8
KYSR-FM WI '03 4-Book	6 8	23 52	.1 .1	.5 .7	13 10	69 51	.1 .1	1.7 1.3	36 25	189 116	.3 .2	2.4 1.8	13 14	112 67	.1 .1	1.0 1.2	4 7	37 41	.1 .1	.4 .7
+KZAB-FM KFSG-FM WI '03 4-Book	5 **	25 **	**	.4 **	3 **	14 **	**	.4 **	4 **	36 **	**	.3 **	4 **	22 **	**	.3 **	**	**	**	**
KZLA-FM WI '03 4-Book	13 12	36 51	.1 .1	1.0 .9	2 9	26 44		.3 1.2	10 12	37 76	.1 .1	.7 1.0	6 6	22 30	.1 .1	.4 .5	4 7	28 45		.4 .7
KGGI-FM WI '03 4-Book	40 30	184 124	.4 .3	3.2 2.5	25 13	78 46	.2 .1	3.2 1.7	34 17	182 96	.3 .2	2.2 1.2	21 21	90 78	.2 .2	1.6 1.7	18 19	61 60	.2 .2	1.8 1.9
TOTALS WI '03 4-Book	1261 1199	3639 3649	11.2 10.9		780 764	2552 2543	7.0 6.9		1523 1329	4140 3961	13.6 12.1		1345 1242	3692 3552	12.0 11.3		1021 989	3207 3112	9.1 9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KABC-AM	413	1	255	3	11	49	54	38	100	156	2	4	26	23	36	66
(%)	100		62	1	3	12	13	9	24	38		1	6	5	9	16
Rating	.4		.6		.1	.5	.7	.8	2.0	.3		.3	.3	.3	.7	.9
Share	2.5	.1	3.3	.3	.6	2.7	3.8	5.2	12.3	2.0	.2	.2	1.6	1.7	4.2	6.4
KBIG-FM	458	24	135	8	42	34	39	7	7	299	32	94	83	52	20	18
(%)	100	5	30	2	9	7	8	1	1	65	7	21	18	11	4	4
Rating	.4	.2	.3	.1	.4	.3	.5	.1	.1	.6	.5	.9	.8	.6	.4	.2
Share	2.7	1.9	1.7	.8	2.2	1.8	2.7	1.0	.9	3.9	3.0	5.6	5.1	3.8	2.3	1.7
KBLA-AM	159		102	7	43	37	3	5	8	57	4	9	5	9	10	20
(%)	100		64	4	27	23	2	3	5	36	3	6	3	6	6	12
Rating	.2		.2	.1	.4	.4		.1	.2	.1	.1	.1	.1	.1	.2	.3
Share	1.0		1.3	.7	2.2	2.0	.2	.7	1.0	.7	.4	.5	.3	.7	1.2	1.9
KBUA-FM	78	2	48	8	24	9	7		1	28	7	13	5		3	
(%)	100	3	62	10	30	12	9		1	36	10	16	6		4	
Rating	.1		.1	.1	.2	.1	.1			.1	.1	.1	.1		.1	
Share	.5	.2	.6	.8	1.2	.5	.5		.1	.4	.6	.8	.3		.4	
KBUE-FM	482	55	257	77	95	50	25	8		170	50	40	29	14	19	18
(%)	100	11	53	16	20	10	5	2		35	10	8	6	3	4	4
Rating	.5	.5	.6	1.1	.9	.5	.3	.2		.4	.8	.4	.3	.2	.3	.2
Share	2.9	4.3	3.3	7.4	4.9	2.7	1.8	1.1		2.2	4.6	2.4	1.8	1.0	2.2	1.7
KCBS-FM	376	10	265	36	45	113	63	6	2	100	11	25	40	20	4	1
(%)	100	3	70	10	12	30	17	2	1	27	3	7	11	5	1	
Rating	.4	.1	.6	.5	.4	1.1	.8	.1		.2	.2	.2	.4	.2	.1	
Share	2.3	.8	3.4	3.5	2.3	6.1	4.4	.8	.2	1.3	1.0	1.5	2.5	1.4	.5	.1
KDIS-AM	59	21	7	1	1	2	1	1		31	3	6	15	3	2	3
(%)	100	35	12	2	2	4	2	1		53	4	10	26	5	4	5
Rating	.1	.2								.1		.1	.2			
Share	.4	1.6	.1	.1	.1	.1	.1	.1		.4	.3	.4	.9	.2	.2	.3
+KDLA-FM																
KSSC-FM	61	8	29	10	13	5	1			24	10	11	2			
(%)	100	13	48	16	22	8	1			39	16	19	4	1		
Rating	.1	.1	.1	.1	.1	.1				.1	.2	.1				
Share	.4	.6	.4	1.0	.7	.3	.1			.3	.9	.7	.1			
+KDLE-FM																
KSSD-FM	73	4	33	9	6	14	3	1		36	18	8	8	1		
(%)	100	6	45	12	8	19	4	1		49	25	10	11	2		
Rating	.1		.1	.1	.1	.1				.1	.3	.1	.1			
Share	.4	.3	.4	.9	.3	.8	.2	.1		.5	1.7	.5	.5	.1		
KFI -AM	623	11	327	5	27	74	86	44	92	285	7	26	52	56	64	81
(%)	100	2	52	1	4	12	14	7	15	46	1	4	8	9	10	13
Rating	.6	.1	.7	.1	.3	.7	1.1	.9	1.8	.6	.1	.3	.5	.7	1.2	1.1
Share	3.7	.9	4.2	.5	1.4	4.0	6.0	6.1	11.3	3.7	.6	1.6	3.2	4.0	7.5	7.8
KFSH-FM	121	11	41	1	12	13	11	2	1	69	7	15	28	12	3	4
(%)	100	9	34	1	10	11	9	1	1	57	6	13	24	10	2	3
Rating	.1	.1	.1		.1	.1	.1			.1	.1	.1	.3	.1	.1	.1
Share	.7	.9	.5	.1	.6	.7	.8	.3	.1	.9	.6	.9	1.7	.9	.4	.4
KFWB-AM	346	3	187	1	14	39	46	39	49	156	1	7	20	29	30	70
(%)	100	1	54		4	11	13	11	14	45		2	6	8	9	20
Rating	.3		.4		.1	.4	.6	.8	1.0	.3		.1	.2	.3	.5	1.0
Share	2.1	.2	2.4	.1	.7	2.1	3.2	5.4	6.0	2.0	.1	.4	1.2	2.1	3.5	6.7
KHHT-FM	439	61	130	25	42	33	18	8	5	248	69	72	64	24	13	4
(%)	100	14	30	6	10	8	4	2	1	56	16	16	15	5	3	1
Rating	.4	.5	.3	.4	.4	.3	.2	.2	.1	.5	1.1	.7	.7	.3	.2	.1
Share	2.6	4.8	1.7	2.4	2.2	1.8	1.3	1.1	.6	3.2	6.4	4.3	3.9	1.7	1.5	.4
KHJ -AM	181	2	106	3	32	34	18	9	11	74	2	14	20	16	10	13
(%)	100	1	58	2	17	18	10	5	6	41	1	7	11	9	7	
Rating	.2		.2		.3	.3	.2	.2	.2	.2		.1	.2	.2	.2	.2
Share	1.1	.2	1.4	.3	1.7	1.8	1.3	1.2	1.4	1.0	.2	.8	1.2	1.2	1.2	1.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

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

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

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

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

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KOST-FM	606	19	173	11	32	41	33	31	26	413	48	73	105	79	68	40
(%)	100	3	29	2	5	7	6	5	4	68	8	12	17	13	11	7
Rating	.6	.2	.4	.2	.3	.4	.4	.6	.5	.9	.7	.7	1.1	.9	1.2	.5
Share	3.6	1.5	2.2	1.1	1.7	2.2	2.3	4.3	3.2	5.4	4.5	4.4	6.5	5.7	8.0	3.9
KPWR-FM	830	252	336	175	108	38	14		1	241	118	76	34	7	4	2
(%)	100	30	40	21	13	5	2			29	14	9	4	1		
Rating	.8	2.2	.7	2.6	1.0	.4	.2			.5	1.8	.8	.3	.1	.1	
Share	5.0	19.8	4.3	16.8	5.6	2.1	1.0		.1	3.2	11.0	4.5	2.1	.5	.5	.2
KRCD-FM	196	2	88	13	15	31	19	5	5	106	4	17	32	29	6	18
(%)	100	1	45	7	8	16	9	3	3	54	2	9	16	15	3	9
Rating	.2		.2	.2	.1	.3	.2	.1	.1	.2	.1	.2	.3	.3	.1	.2
Share	1.2	.2	1.1	1.3	.8	1.7	1.3	.7	.6	1.4	.4	1.0	2.0	2.1	.7	1.7
KRCV-FM	105	1	26		5	8	2	8	3	78	4	7	22	20	12	14
(%)	100	1	25		5	8	2	7	3	74	4	6	21	19	11	13
Rating	.1		.1			.1		.2	.1	.2	.1	.1	.2	.2	.2	.2
Share	.6	.1	.3		.3	.4	.1	1.1	.4	1.0	.4	.4	1.4	1.4	1.4	1.3
KRLA-AM	117	1	85		3	16	32	14	20	31		4	4	6	6	12
(%)	100	1	73		2	14	28	12	17	27		3	3	5	5	10
Rating	.1		.2			.2	.4	.3	.4	.1				.1	.1	.2
Share	.7	.1	1.1		.2	.9	2.2	1.9	2.5	.4		.2	.2	.4	.7	1.2
KRLH-AM																
(%)																
Rating																
Share																
KROQ-FM	730	157	329	122	139	51	17	1		245	84	94	44	20	3	
(%)	100	21	45	17	19	7	2			34	12	13	6	3		
Rating	.7	1.4	.7	1.8	1.3	.5	.2			.5	1.3	.9	.4	.2	.1	
Share	4.4	12.3	4.2	11.7	7.2	2.8	1.2	.1		3.2	7.8	5.6	2.7	1.4	.4	
KRTH-FM	517	17	224	13	25	35	78	54	18	276	22	27	53	99	54	22
(%)	100	3	43	3	5	7	15	10	4	53	4	5	10	19	10	4
Rating	.5	.2	.5	.2	.2	.4	1.0	1.1	.4	.6	.3	.3	.5	1.2	1.0	.3
Share	3.1	1.3	2.9	1.3	1.3	1.9	5.5	7.4	2.2	3.6	2.0	1.6	3.3	7.2	6.3	2.1
KSCA-FM	618	12	345	32	143	94	48	9	19	261	27	77	56	64	22	14
(%)	100	2	56	5	23	15	8	1	3	42	4	12	9	10	4	2
Rating	.6	.1	.8	.5	1.4	.9	.6	.2	.4	.5	.4	.8	.6	.8	.4	.2
Share	3.7	.9	4.4	3.1	7.4	5.1	3.4	1.2	2.3	3.4	2.5	4.6	3.4	4.6	2.6	1.3
KSPN-AM	73	1	61	3	12	17	14	3	12	11	1	3	2	2	1	1
(%)	100	2	84	5	16	24	19	4	17	15	2	5	3	3	1	1
Rating	.1		.1		.1	.2	.2	.1	.2	.1		.2	.1	.1	.1	.1
Share	.4	.1	.8	.3	.6	.9	1.0	.4	1.5	.1	.1	.2	.1	.1	.1	.1
KSSE-FM	275	22	138	25	67	16	26	3	1	115	28	52	18	12	3	1
(%)	100	8	50	9	24	6	9	1		42	10	19	6	4	1	1
Rating	.3	.2	.3	.4	.6	.2	.3	.1		.2	.4	.5	.2	.1	.1	.1
Share	1.6	1.7	1.8	2.4	3.5	.9	1.8	.4	.1	1.5	2.6	3.1	1.1	.9	.4	.1
KSUR-AM	56		30				3	2	24	25			1	1	7	16
(%)	100		55				6	4	44	45			2	2	13	28
Rating	.1		.1						.5	.1					.1	.2
Share	.3		.4				.2	.3	3.0	.3			.1	.1	.8	1.5
KTNQ-AM	99		51	2	10	18	10	7	4	48		2	14	18	3	9
(%)	100		52	2	10	18	10	7	4	48		2	15	18	3	9
Rating	.1		.1		.1	.2	.1	.1	.1	.1		.1	.1	.2	.1	.1
Share	.6		.7	.2	.5	1.0	.7	1.0	.5	.6		.1	.9	1.3	.4	.9
KTWV-FM	471	6	202	10	19	47	66	32	27	264	15	22	45	92	57	32
(%)	100	1	43	2	4	10	14	7	6	56	3	5	10	19	12	7
Rating	.5	.1	.4	.1	.2	.5	.8	.6	.5	.6	.2	.2	.5	1.1	1.0	.4
Share	2.8	.5	2.6	1.0	1.0	2.6	4.6	4.4	3.3	3.5	1.4	1.3	2.8	6.6	6.7	3.1

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KOST-FM (%) Rating	11535 100 11.1	811 7 7.2	3652 32 8.1	392 3 5.7	780 7 7.5	825 7 8.3	697 6 8.8	578 5 11.6	380 3 7.4	7071 61 14.9	943 8 14.5	1570 14 15.6	1688 15 17.2	1444 13 17.1	865 7 15.7	562 5 7.7
KPWR-FM (%) Rating	16929 100 16.3	4900 29 43.7	6114 36 13.5	2792 16 40.9	2031 12 19.4	864 5 8.7	378 2 4.8	28 .6	21 .4	5915 35 12.4	2453 14 37.8	1872 11 18.6	990 6 10.1	340 2 4.0	152 1 2.8	107 1 1.5
KRCD-FM (%) Rating	2405 100 2.3	120 5 1.1	1047 44 2.3	157 7 2.3	289 12 2.8	263 11 2.7	180 7 2.3	53 2 1.1	105 4 2.1	1238 51 2.6	109 5 1.7	311 13 3.1	369 15 3.8	228 9 2.7	117 5 2.1	104 4 1.4
KRCV-FM (%) Rating	1553 100 1.5	63 4 .6	488 31 1.1		129 8 1.2	153 10 1.5	72 5 .9	112 7 2.2	21 1 .4	1003 65 2.1	90 6 1.4	170 11 1.7	293 19 3.0	199 13 2.4	86 6 1.6	166 11 2.3
KRLA-AM (%) Rating	2101 100 2.0	25 1 .2	1150 55 2.5	40 2 .6	39 2 .4	204 10 2.1	358 17 4.5	240 11 4.8	270 13 5.3	926 44 1.9	10 2 .2	47 2 .5	167 8 1.7	157 7 1.9	185 9 3.4	360 17 4.9
KRLH-AM (%) Rating	15 100		15 100			15 100	.2									
KROQ-FM (%) Rating	14870 100 14.3	3035 20 27.1	6347 43 14.0	2157 15 31.6	2530 17 24.2	1131 8 11.4	413 3 5.2	44 .9	71 1.4	5488 37 11.5	2021 14 31.1	1738 12 17.3	1109 7 11.3	443 3 5.2	142 1 2.6	35 .5
KRTH-FM (%) Rating	12207 100 11.7	869 7 7.8	5061 41 11.2	630 5 9.2	662 5 6.3	1054 9 10.6	1405 12 17.7	893 7 17.9	419 3 8.2	6277 51 13.2	803 7 12.4	875 7 8.7	1265 10 12.9	1826 15 21.6	959 8 17.4	549 4 7.5
KSCA-FM (%) Rating	7247 100 7.0	314 4 2.8	3912 54 8.6	691 10 10.1	1547 21 14.8	963 13 9.7	456 6 5.7	153 2 3.1	101 1 2.0	3021 42 6.3	519 7 8.0	1064 15 10.6	666 9 6.8	459 6 5.4	207 3 3.8	106 1 1.4
KSPN-AM (%) Rating	1831 100 1.8	103 6 .9	1324 72 2.9	89 5 1.3	296 16 2.8	417 23 4.2	290 16 3.6	89 5 1.8	142 8 2.8	405 22 .9	33 2 .5	33 2 .3	127 7 1.3	102 6 1.2	55 3 1.0	55 3 .8
KSSE-FM (%) Rating	5718 100 5.5	599 10 5.3	2257 39 5.0	507 9 7.4	1022 18 9.8	353 6 3.6	217 4 2.7	114 2 2.3	45 1 .9	2862 50 6.0	811 14 12.5	1067 19 10.6	549 10 5.6	239 4 2.8	135 2 2.5	61 1 .8
KSUR-AM (%) Rating	1035 100 1.0	14 1 .1	419 40 .9			18 2 .2	31 3 .4	45 4 .9	325 31 6.4	603 58 1.3			42 4 .4	49 5 .6	155 15 2.8	356 34 4.9
KTNQ-AM (%) Rating	1616 100 1.6	36 2 .3	937 58 2.1	67 4 1.0	163 10 1.6	289 18 2.9	198 12 2.5	143 9 2.9	77 5 1.5	643 40 1.4	23 1 .4	123 8 1.2	209 13 2.1	168 10 2.0	63 4 1.1	58 4 .8
KTWV-FM (%) Rating	7922 100 7.6	239 3 2.1	3339 42 7.4	188 2 2.8	384 5 3.7	901 11 9.1	986 12 12.4	481 6 9.6	399 5 7.8	4344 55 9.1	199 3 3.1	490 6 4.9	1080 14 11.0	1284 16 15.2	667 8 12.1	624 8 8.5

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KWIZ-FM	126	11	60	16	29	11		4		54	13	24	15	2		
(%)	100	9	48	12	23	9		3		43	10	19	12	2		
Rating	.1	.1	.1	.2	.3	.1		.1		.1	.2	.2	.2	.1		
Share	.8	.9	.8	1.5	1.5	.6		.6		.7	1.2	1.4	.9	.1		
KWKV-AM	83		41		16	15	5	1	3	42		3	7	13	13	5
(%)	100		49		19	19	6	2	4	51		4	9	16	15	6
Rating	.1		.1		.2	.2	.1	.1	.1	.1		.1	.1	.2	.2	.1
Share	.5		.5		.8	.8	.4	.1	.4	.5		.2	.4	.9	1.5	.5
KWVE-FM	92	7	43	1	8	13	7	12	2	43	3	4	15	12	6	4
(%)	100	7	46	1	9	15	7	13	2	46	3	4	16	13	7	4
Rating	.1	.1	.1		.1	.1	.1	.2		.1			.2	.1	.1	.1
Share	.6	.5	.6	.1	.4	.7	.5	1.7	.2	.6	.3	.2	.9	.9	.7	.4
KXOL-FM	360	16	162	26	62	41	25	5	4	181	18	73	45	20	12	13
(%)	100	4	45	7	17	11	7	1	1	50	5	20	13	6	3	4
Rating	.3	.1	.4	.4	.6	.4	.3	.1	.1	.4	.3	.7	.5	.2	.2	.2
Share	2.2	1.3	2.1	2.5	3.2	2.2	1.8	.7	.5	2.4	1.7	4.4	2.8	1.4	1.4	1.3
KYSR-FM	331	17	97	12	48	19	13	5		217	44	76	58	33	4	3
(%)	100	5	29	4	14	6	4	2		66	13	23	17	10	1	1
Rating	.3	.2	.2	.2	.5	.2	.2	.1		.5	.7	.8	.6	.4	.1	
Share	2.0	1.3	1.2	1.2	2.5	1.0	.9	.7		2.8	4.1	4.5	3.6	2.4	.5	.3
+KZAB-FM																
KFSG-FM	86	4	48	5	20	11	12	1		34	5	16	6	7		1
(%)	100	4	56	5	23	13	13	1		40	5	18	7	9		1
Rating	.1		.1	.1	.2	.1	.2			.1	.1	.2	.1	.1		
Share	.5	.3	.6	.5	1.0	.6	.8	.1		.4	.5	1.0	.4	.5		.1
KZLA-FM	364	7	159	18	16	48	35	23	19	198	18	28	37	48	41	27
(%)	100	2	44	5	4	13	10	6	5	54	5	8	10	13	11	7
Rating	.3	.1	.4	.3	.2	.5	.4	.5	.4	.4	.3	.3	.4	.6	.7	.4
Share	2.2	.5	2.0	1.7	.8	2.6	2.5	3.2	2.3	2.6	1.7	1.7	2.3	3.5	4.8	2.6
KGCI-FM	70	23	16	8	4	2	1		1	31	14	9	2	1	4	1
(%)	100	33	23	12	5	3	2		1	44	19	13	3	2	6	1
Rating	.1	.2		.1						.1	.2	.1			.1	
Share	.4	1.8	.2	.8	.2	.1	.1		.1	.4	1.3	.5	.1	.1	.5	.1
TOTALS	16688	1273	7765	1039	1921	1841	1424	726	813	7649	1077	1672	1626	1384	853	1038
(%)	100	8	47	6	12	11	9	4	5	46	6	10	10	8	5	6
Rating	16.0	11.4	17.2	15.2	18.4	18.6	17.9	14.5	15.9	16.1	16.6	16.6	16.6	16.4	15.5	14.2

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KWIZ-FM	1942	216	856	261	412	150	15	17		870	231	331	212	65	31	
(%)	100	11	44	13	21	8	1	1		45	12	17	11	3	2	
Rating	1.9	1.9	1.9	3.8	3.9	1.5	.2	.3		1.8	3.6	3.3	2.2	.8	.6	
KWKW-AM	1067		609	26	150	240	83	30	80	458	23	38	100	119	111	68
(%)	100		57	2	14	23	8	3	7	43	2	4	9	11	10	6
Rating	1.0		1.3	.4	1.4	2.4	1.0	.6	1.6	1.0	.4	.4	1.0	1.4	2.0	.9
KWVE-FM	2001	129	926	81	233	250	141	169	52	945	96	109	245	255	123	117
(%)	100	6	46	4	12	13	7	8	3	47	5	5	12	13	6	6
Rating	1.9	1.2	2.0	1.2	2.2	2.5	1.8	3.4	1.0	2.0	1.5	1.1	2.5	3.0	2.2	1.6
KXOL-FM	5503	473	2094	417	769	426	234	128	121	2935	495	1019	649	332	215	225
(%)	100	9	38	8	14	8	4	2	2	53	9	19	12	6	4	4
Rating	5.3	4.2	4.6	6.1	7.3	4.3	2.9	2.6	2.4	6.2	7.6	10.1	6.6	3.9	3.9	3.1
KYSR-FM	10304	840	3566	671	1409	848	486	134	18	5898	1208	2098	1545	766	108	172
(%)	100	8	35	7	14	8	5	1		57	12	20	15	7	1	2
Rating	9.9	7.5	7.9	9.8	13.5	8.6	6.1	2.7	.4	12.4	18.6	20.9	15.8	9.1	2.0	2.3
+KZAB-FM																
KFSG-FM	1443	88	685	166	247	93	91	31	57	670	148	187	140	155		40
(%)	100	6	47	12	17	6	6	2	4	46	10	13	10	11		3
Rating	1.4	.8	1.5	2.4	2.4	.9	1.1	.6	1.1	1.4	2.3	1.9	1.4	1.8		.5
KZLA-FM	6956	419	2718	224	515	645	616	428	291	3819	429	791	853	784	555	407
(%)	100	6	39	3	7	9	9	6	4	55	6	11	12	11	8	6
Rating	6.7	3.7	6.0	3.3	4.9	6.5	7.7	8.6	5.7	8.0	6.6	7.9	8.7	9.3	10.1	5.6
KGCI-FM	2753	829	627	301	159	78	61	16	12	1297	492	441	152	95	75	42
(%)	100	30	23	11	6	3	2	1		47	18	16	6	3	3	2
Rating	2.6	7.4	1.4	4.4	1.5	.8	.8	.3	.2	2.7	7.6	4.4	1.6	1.1	1.4	.6
TOTALS	99194	10563	43390	6487	10209	9528	7637	4734	4795	45241	6316	9582	9546	8057	5192	6548
(%)	100	11	44	7	10	10	8	5	5	46	6	10	10	8	5	7
Rating	95.3	94.2	95.9	95.1	97.5	96.1	96.1	94.9	93.9	95.0	97.3	95.4	97.4	95.4	94.5	89.3

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listening Locations

	Persons 18+															
	AQH (00)															
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KABC-AM (%)	275 50	227 41	40 7	7 1	234 37	258 41	128 20	7 1	93 53	62 35	6 3	16 9	217 53	145 35	43 10	7 2
KBIG-FM (%)	79 15	145 28	282 55	6 1	110 13	132 15	600 70	13 1	108 33	129 39	77 24	13 4	86 20	111 25	228 53	9 2
KBLA-AM (%)	112 44	56 22	76 30	9 3	103 39	19 7	130 50	10 4	40 48	14 17	19 23	10 12	71 45	27 17	54 34	7 4
KBUA-FM (%)	26 32	33 40	23 28		33 32	25 24	44 43		27 36	24 32	21 28	3 3	29 38	22 29	24 32	1 1
KBUE-FM (%)	196 39	139 28	166 33	5 1	182 32	100 17	279 49	11 2	239 57	74 18	92 22	15 4	196 46	89 21	135 32	8 2
KCBS-FM (%)	84 17	224 46	177 36	6 1	85 14	186 31	323 54	2 2	186 50	141 38	39 11	3 1	88 24	143 39	129 35	6 2
KDIS-AM (%)	11 19	41 72	5 9		11 30	19 49	7 18	1 3	14 27	34 67	3 5		10 26	24 63	3 9	1 2
+KDLD-FM KSSC-FM (%)	18 30	28 47	11 18	3 5	29 44	17 26	15 23	4 6	33 45	23 32	16 22		21 40	19 37	9 18	3 5
+KDLE-FM KSSD-FM (%)	27 31	34 39	24 27	3 3	34 32	26 25	41 39	4 4	31 43	34 47	6 8	1 1	25 36	24 35	17 25	3 4
KFI -AM (%)	390 42	384 42	137 15	13 1	358 36	401 40	227 23	8 1	125 50	105 42	13 5	8 3	275 45	236 39	94 15	8 1
KFSH-FM (%)	36 26	80 57	24 17		26 17	70 47	53 35		65 50	62 48	2 2		35 31	57 52	19 17	
KFWB-AM (%)	189 35	325 60	21 4	3 1	92 23	235 60	59 15	6 2	99 39	143 56	15 6		126 37	191 56	23 7	3 1
KHHT-FM (%)	137 31	161 37	132 30	7 2	117 23	113 23	256 51	14 3	161 52	95 31	34 11	17 6	153 41	106 28	106 28	13 3
KHJ -AM (%)	104 44	74 32	51 22	5 2	99 36	55 20	119 43	1 1	112 68	29 18	19 12	4 2	88 49	43 24	47 26	3 1
KIIS-FM (%)	200 30	315 48	127 19	19 3	132 20	218 32	289 43	31 5	206 40	221 43	63 12	24 5	159 32	199 41	113 23	20 4
KVVS-FM (%)	9 50	9 48	2		3 21	9 61	2 11	1 7	9 53	4 25		4 23	6 45	6 44	4 4	1 7
KJLH-FM (%)	92 35	121 46	47 18	2 1	51 20	85 33	117 46	2 1	176 57	111 36	21 7	1 1	89 41	83 38	43 20	2 1
KKBT-FM (%)	195 32	249 41	146 24	16 3	99 25	119 30	165 41	16 4	126 43	118 40	27 9	24 8	137 36	136 36	88 23	17 4
KKLA-FM (%)	79 43	89 48	17 9		34 25	52 39	50 36		30 40	44 60			45 41	50 45	16 14	
KLAC-AM (%)	89 55	63 39	9 6		78 50	64 41	13 9		75 68	32 29	3 3		74 59	45 36	7 6	
KLAX-FM (%)	202 37	162 30	163 30	11 2	272 43	107 17	244 39	10 2	248 54	111 24	88 19	15 3	194 44	104 23	136 31	10 2
KLOS-FM (%)	140 25	268 49	139 25	4 1	72 13	176 32	289 53	6 1	119 35	139 41	62 18	22 6	99 27	154 41	114 31	6 2
KLSX-FM (%)	218 29	382 50	152 20	10 1	126 21	246 42	208 35	6 1	87 52	64 39	12 7	3 2	123 30	190 46	94 23	5 1

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+																
AQH (00)																
Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID				
At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	
KLTX-AM (%)	79 46	66 38	26 15	1 1	89 55	44 27	29 18	72 58	45 36	3 2	4 3	73 55	43 32	15 12	1 1	
KLVE-FM (%)	323 46	210 30	156 22	8 1	318 40	153 19	317 39	15 2	346 67	114 22	46 9	12 2	290 52	134 24	126 23	10 2
KLYY-FM (%)	71 45	42 26	40 25	5 3	62 32	29 15	94 49	7 4	96 66	22 16	20 14	6 4	67 50	26 20	36 27	4 3
KMZT-FM (%)	125 38	121 37	80 24	1 1	133 33	135 34	128 32	4 1	228 62	113 31	17 5	8 2	133 46	98 34	56 19	3 1
KNX -AM (%)	130 25	367 70	27 5	1 1	67 18	235 62	73 19	5 1	82 35	151 64	2 1	2 1	118 34	206 58	26 7	3 1
KOST-FM (%)	177 24	240 33	301 41	18 2	163 17	179 18	610 62	30 3	170 43	146 37	69 17	13 3	174 30	157 27	239 41	16 3
KPWR-FM (%)	246 31	340 43	171 22	26 3	163 24	188 28	290 43	34 5	260 50	193 37	33 6	34 6	218 38	206 36	125 22	28 5
KRCD-FM (%)	91 40	65 28	69 30	4 2	93 38	38 15	108 44	6 2	131 65	31 15	30 15	10 5	98 50	37 19	55 28	4 2
KRCV-FM (%)	75 53	27 19	37 26	2 1	103 52	25 13	66 34	2 1	61 78	10 13	7 9	7 9	60 57	16 15	25 24	3 3
KRLA-AM (%)	74 46	56 35	30 19	1 1	104 38	83 30	71 26	15 6	22 73	5 18	3 9	3 9	53 46	36 31	24 20	4 3
KRLH-AM (%)		100				100							100			
KROQ-FM (%)	187 21	462 53	214 24	13 1	96 13	288 40	320 45	14 2	184 39	215 45	57 12	18 4	149 26	267 46	147 26	11 2
KRTH-FM (%)	164 26	248 40	206 33	9 1	195 23	237 28	406 47	17 2	221 45	193 40	62 13	11 2	153 31	174 35	161 32	12 2
KSCA-FM (%)	482 44	262 24	328 30	12 1	272 44	101 16	245 39	5 1	202 52	93 24	85 22	10 3	287 47	129 21	182 30	8 1
KSPN-AM (%)	17 18	54 57	23 25		30 20	51 35	66 45		8 25	15 48	8 27		17 24	33 46	22 31	
KSSE-FM (%)	110 36	115 38	77 25	3 1	122 33	65 18	166 46	11 3	150 50	83 28	63 21	4 1	107 42	70 28	71 28	4 2
KSUR-AM (%)	29 53	24 45	1 1	1 1	39 46	41 48	4 5	2 2	45 52	40 47	2 2		31 55	23 42	1 2	1 1
KTNQ-AM (%)	53 50	29 27	24 22	1 1	78 50	22 14	54 34	3 2	82 78	15 15	1 1	7 7	59 60	18 18	19 20	2 2
KTWV-FM (%)	162 30	199 36	185 34	2 1	128 17	197 26	423 56	5 1	209 47	167 37	54 12	17 4	159 34	145 31	154 33	6 1
KWIZ-FM (%)	45 34	33 25	50 37	5 4	51 31	23 14	82 51	6 4	56 54	22 21	19 19	6 6	47 41	21 19	40 35	5 4
KWKV-AM (%)	48 50	17 17	31 32		64 36	16 9	96 55		33 71	3 5	11 24		41 50	10 12	31 38	
KWVE-FM (%)	32 23	88 63	19 14		18 19	46 47	31 32	3 3	37 51	27 37	4 5	6 8	25 30	46 53	13 15	1 2
KXOL-FM (%)	155 39	95 24	140 36	4 1	216 37	73 13	279 48	10 2	179 53	85 25	65 19	11 3	154 45	66 19	117 34	7 2
KYSR-FM (%)	115 22	295 56	111 21	4 1	50 13	144 37	187 49	4 1	84 34	125 51	28 11	9 4	72 23	159 51	78 25	5 2

Listening Locations

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
+KZAB-FM																
KFSG-FM	54	29	21	2	44	14	50	3	64	21	1	2	44	18	19	2
(%)	51	27	20	2	40	12	45	3	72	24	1	3	54	22	22	2
KZLA-FM	109	267	85	2	155	198	195	1	150	187	39	13	106	172	75	4
(%)	24	58	18	1	28	36	35	1	39	48	10	3	30	48	21	1
KGGI-FM	21	31	7	2	15	20	12	1	30	20	3	2	21	19	5	2
(%)	34	51	12	3	31	42	24	2	54	37	6	4	43	41	11	5
TOTALS	7169	8453	4851	290	6266	6232	8944	424	6995	4567	1546	480	6116	5210	3763	325
(%)	35	41	23	1	29	28	41	2	51	34	11	4	40	34	24	2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KABC-AM										
WI '03	8:30	4:15	7:45	8:30	5:00	9:00	9:30	3:00	6:00	7:00
FA '02	8:30	8:45	8:30	8:15	10:45	10:30	8:30	5:45	5:45	7:45
SU '02	8:45	5:00	6:15	7:30	5:00	6:45	7:30	5:00	5:15	7:15
SP '02	7:45	5:45	6:30	7:30	7:15	7:00	7:00	3:15	5:45	8:00
4-Book	8:30	6:00	7:15	8:00	7:00	8:15	8:15	4:15	5:45	7:30
WI '02	7:45	3:45	7:30	8:00	4:30	8:45	9:00	2:15	5:30	6:45
KBIG-FM										
WI '03	6:15	5:30	6:30	7:00	4:15	5:30	5:45	6:00	7:15	7:45
FA '02	6:00	5:15	7:00	7:30	5:45	6:30	6:15	5:00	7:15	8:15
SU '02	5:15	6:00	6:00	5:15	5:45	5:30	4:45	6:00	6:30	5:45
SP '02	6:00	5:30	6:30	6:45	5:45	7:15	7:15	5:15	6:00	6:15
4-Book	6:00	5:30	6:30	6:45	5:30	6:15	6:00	5:30	6:45	7:00
WI '02	5:45	5:45	6:15	6:15	5:30	5:30	5:30	6:00	7:00	6:45
KBLA-AM										
WI '03	10:00	9:45	9:45	9:15	11:30	11:00	9:30	6:15	7:00	8:45
FA '02	8:15	9:00	8:30	8:15	8:00	7:45	8:00	12:30	10:00	8:30
SU '02	9:30	10:15	10:00	10:15	11:00	10:45	11:00	8:30	8:45	9:00
SP '02	9:45	8:30	9:15	9:15	10:30	9:30	8:45	5:45	8:45	9:45
4-Book	9:30	9:30	9:30	9:15	10:15	9:45	9:15	8:15	8:45	9:00
WI '02	9:45	6:15	9:45	10:00	7:00	10:45	10:45	5:00	8:00	8:45
KBUA-FM										
WI '03	9:45	10:45	12:45	9:45	11:45	14:00	12:00	9:30	10:30	7:15
FA '02	12:45	12:30	14:15	12:45	12:30	13:30	12:45	12:15	15:30	12:30
SU '02	7:45	8:45	8:15	8:15	10:15	10:45	7:45	7:30	6:00	8:45
SP '02	9:30	8:00	11:30	12:00	9:30	12:30	12:30	5:30	10:15	11:30
4-Book	10:00	10:00	11:45	10:45	11:00	12:45	11:15	8:45	10:30	10:00
WI '02	9:45	12:15	11:00	6:00	19:45	14:00	5:15	3:30	6:15	7:15
KBUE-FM										
WI '03	9:45	10:00	9:30	9:15	10:45	10:45	10:00	8:45	7:30	8:30
FA '02	8:45	10:15	8:00	7:00	11:45	8:45	7:45	8:15	7:15	6:30
SU '02	10:00	9:30	10:15	10:30	10:15	10:15	10:30	8:30	10:00	10:30
SP '02	9:30	10:30	9:15	8:30	12:30	10:15	8:00	8:15	7:45	9:00
4-Book	9:30	10:00	9:15	8:45	11:15	10:00	9:00	8:30	8:15	8:45
WI '02	9:00	8:45	9:00	8:45	8:45	10:00	9:45	8:45	7:45	7:30
KCBS-FM										
WI '03	5:15	4:45	5:30	6:00	6:00	7:15	7:30	3:15	3:30	3:45
FA '02	4:45	3:30	5:15	5:45	4:15	6:00	6:45	2:45	4:00	4:30
SU '02	5:15	5:15	5:30	5:30	6:00	6:30	6:30	4:15	4:30	4:30
SP '02	5:15	4:15	5:45	6:00	4:30	5:45	6:00	4:15	5:30	6:00
4-Book	5:15	4:30	5:30	5:45	5:15	6:30	6:45	3:45	4:30	4:45
WI '02	5:00	5:00	5:15	5:15	5:45	6:00	6:15	3:45	4:00	4:00
KDIS-AM										
WI '03	3:30	3:00	3:15	3:15	2:00	2:15	2:00	3:15	3:30	3:45
FA '02	3:00	2:15	2:45	3:00	3:00	2:15	2:15	1:45	3:00	3:30
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	3:00	2:15	2:45	2:45	2:45	3:00	2:45	2:00	2:30	2:45
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	3:30	3:15	3:00	2:30	3:15	3:45	3:15	3:15	2:45	2:15
+KDL-D-FM										
KSSC-FM										
WI '03	5:00	5:45	4:45	3:00	5:30	4:30	3:15	5:45	5:00	2:45
FA '02	6:00	6:45	5:15	4:30	7:30	4:45	3:45	6:15	5:45	4:45
SU '02	5:15	5:45	5:45	5:30	4:45	3:30	2:15	6:30	8:15	8:15
SP '02	3:45	4:30	4:00	3:00	3:30	2:45	1:45	5:15	5:00	4:15
4-Book	5:00	5:45	5:00	4:00	5:15	4:00	2:45	6:00	6:00	5:00
WI '02	4:30	6:00	5:00	1:45	6:30	5:15	1:15	5:45	4:45	2:30
+KDLE-FM										
KSSD-FM										
WI '03	6:30	6:00	6:45	9:15	4:30	8:30	13:45	7:30	5:30	5:45
FA '02	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KFI -AM										
WI '03	8:15	5:45	8:00	8:45	6:15	9:00	9:30	5:30	6:45	8:15
FA '02	8:15	6:00	7:15	8:45	5:30	7:15	8:45	6:30	7:00	8:30
SU '02	9:30	7:15	8:45	9:15	6:45	8:15	9:15	8:00	9:30	9:15
SP '02	8:30	5:45	7:30	8:30	5:30	7:30	8:00	5:45	7:30	9:15
4-Book	8:45	6:15	8:00	8:45	6:00	8:00	9:00	6:30	7:45	8:45
WI '02	8:15	6:45	7:45	8:15	8:30	8:45	9:00	4:30	6:45	7:30
KFSH-FM										
WI '03	6:00	6:30	6:45	6:15	6:45	7:15	6:15	6:15	6:30	6:00
FA '02	6:15	5:45	6:45	7:15	6:00	8:00	9:15	5:30	5:45	6:15
SU '02	6:30	6:00	7:15	8:00	6:45	8:30	9:30	5:15	6:15	6:45
SP '02	5:15	7:00	6:00	5:15	5:45	5:45	4:45	7:45	6:15	5:45
4-Book	6:00	6:15	6:45	6:45	6:15	7:30	7:30	6:15	6:15	6:15
WI '02	6:00	3:45	6:45	7:45	4:30	4:45	5:00	3:15	8:30	10:00
KFVB-AM										
WI '03	5:00	3:00	4:15	4:30	3:30	4:30	4:45	2:30	3:45	4:15
FA '02	4:45	2:45	3:15	3:45	2:15	3:30	4:00	3:00	3:00	3:30
SU '02	4:30	3:45	4:15	4:15	4:15	4:15	4:15	3:15	4:00	4:00
SP '02	4:45	2:45	3:30	4:00	3:30	3:45	4:00	2:15	3:15	3:45
4-Book	4:45	3:00	3:45	4:15	3:30	4:00	4:15	2:45	3:30	4:00
WI '02	4:15	2:45	3:30	3:45	3:30	4:15	4:00	2:15	2:30	3:15
KHHT-FM										
WI '03	6:30	6:15	7:15	8:00	5:00	6:45	7:30	7:00	7:45	8:15
FA '02	6:30	6:15	7:00	8:15	5:15	6:15	7:30	6:45	7:45	8:45
SU '02	6:00	5:30	6:45	7:00	5:30	6:45	7:30	5:45	6:45	6:30
SP '02	6:00	6:30	6:30	6:30	5:30	5:45	6:00	7:15	7:00	6:45
4-Book	6:15	6:15	7:00	7:30	5:15	6:30	7:15	6:45	7:15	7:30
WI '02	7:15	6:45	8:15	9:00	6:15	8:00	7:30	7:15	8:30	9:30
KHJ -AM										
WI '03	9:15	8:30	10:00	10:15	7:45	10:15	11:30	10:00	9:45	9:00
FA '02	8:45	5:30	8:45	10:15	5:45	9:45	10:45	5:00	7:30	9:45
SU '02	7:00	5:45	6:15	7:30	6:45	6:00	6:45	4:30	6:30	8:30
SP '02	8:15	6:15	9:15	9:30	5:15	8:45	9:30	8:00	10:00	9:15
4-Book	8:15	6:30	8:30	9:30	6:30	8:45	9:45	7:00	8:30	9:15
WI '02	9:45	8:15	9:45	9:45	9:15	9:45	9:15	6:45	9:30	10:15
KIIS-FM										
WI '03	5:00	4:45	5:15	5:15	4:15	4:30	4:15	5:00	5:45	6:00
FA '02	5:00	4:30	4:45	4:45	4:15	4:15	4:15	4:45	5:15	5:15
SU '02	5:15	5:30	5:00	4:45	5:15	4:45	4:45	5:30	5:15	4:45
SP '02	4:30	4:30	4:30	4:30	4:15	4:45	4:30	4:45	4:30	4:30
4-Book	5:00	4:45	5:00	4:45	4:30	4:30	4:30	5:00	5:15	5:15
WI '02	4:30	4:30	4:30	4:45	4:30	4:45	5:00	4:30	4:30	4:30
KVVS-FM										
WI '03	5:45	5:30	6:30	5:00	2:30	2:15	2:15	8:45	9:00	6:15
FA '02	6:30	4:00	8:45	11:00	1:15	10:00	14:30	5:30	8:15	9:15
SU '02	5:00	3:30	5:45	6:15	4:15	7:15	7:15	3:00	3:45	3:45
SP '02	6:30	7:15	6:30	4:45	8:30	5:30	2:15	6:45	7:15	6:15
4-Book	6:00	5:00	7:00	6:45	4:15	6:15	6:30	6:00	7:00	6:30
WI '02	5:45	6:00	5:00	4:15	6:45	6:00	1:30	5:15	4:30	5:15
KJLH-FM										
WI '03	7:00	6:00	8:00	8:45	6:45	8:30	9:15	5:45	7:30	8:30
FA '02	9:30	7:30	10:45	12:00	6:45	10:15	11:30	7:45	11:15	12:15
SU '02	8:15	7:15	9:00	9:30	7:00	9:30	10:45	7:30	9:00	8:45
SP '02	7:30	5:15	8:15	9:30	4:15	8:30	10:00	5:30	8:15	9:00
4-Book	8:00	6:30	9:00	10:00	6:15	9:15	10:30	6:45	9:00	9:45
WI '02	7:00	6:00	7:15	7:15	6:00	6:45	8:00	6:00	7:30	7:00
KKBT-FM										
WI '03	5:15	5:00	6:30	6:15	4:30	6:30	7:15	5:30	6:30	5:30
FA '02	6:15	5:15	7:45	9:15	5:30	8:00	10:15	5:15	7:45	8:15
SU '02	5:45	5:15	6:15	7:30	4:15	5:15	6:15	5:45	7:15	8:30
SP '02	6:15	5:45	7:30	7:45	5:45	6:45	6:15	5:45	8:00	9:15
4-Book	6:00	5:15	7:00	7:45	5:00	6:45	7:30	5:30	7:30	8:00
WI '02	5:45	6:00	7:30	7:00	6:00	6:30	5:45	6:15	8:30	8:00

** Station(s) not reported this survey.

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& Both of the previous footnotes apply.

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

Time Spent Listening

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

Time Spent Listening

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Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KNX -AM										
WI '03	4:30	3:30	4:30	4:45	4:15	5:15	5:30	2:15	3:30	4:00
FA '02	5:00	3:45	4:15	4:30	4:45	4:45	4:45	2:30	3:30	3:45
SU '02	5:00	2:45	4:00	5:00	3:00	4:15	5:30	2:30	3:45	4:30
SP '02	5:15	3:45	4:15	4:15	4:00	4:00	4:15	3:30	4:15	4:15
4-Book	5:00	3:30	4:15	4:45	4:00	4:30	5:00	2:45	3:45	4:15
WI '02	5:15	3:30	4:30	5:00	3:45	5:15	6:00	3:00	3:00	3:15
KOST-FM										
WI '03	6:30	5:30	6:30	7:30	4:30	5:45	6:15	6:00	7:00	8:00
FA '02	7:00	5:30	7:15	8:30	4:45	6:45	8:15	6:00	7:15	8:45
SU '02	6:15	5:30	6:15	7:00	5:30	5:30	6:00	5:30	6:45	7:45
SP '02	7:00	6:15	6:45	7:30	7:00	7:00	7:00	5:30	6:45	7:45
4-Book	6:45	6:45	6:45	7:45	5:30	6:15	7:00	5:45	7:00	8:00
WI '02	7:15	5:45	7:15	8:45	5:15	6:15	7:30	6:00	8:00	9:30
KPWR-FM										
WI '03	6:15	6:30	5:30	4:30	7:30	6:15	5:15	5:45	4:30	3:45
FA '02	7:00	7:15	7:15	6:00	8:15	8:00	7:00	6:15	6:30	4:45
SU '02	6:00	6:15	5:45	4:45	7:00	6:15	5:00	5:15	4:45	4:15
SP '02	6:30	6:45	6:45	5:00	8:00	8:00	5:30	5:30	5:15	4:15
4-Book	6:30	6:45	6:15	5:00	7:45	7:15	5:45	5:45	5:15	4:15
WI '02	6:15	6:30	6:00	5:15	7:00	6:45	5:00	5:45	5:30	5:15
KRCF-FM										
WI '03	10:15	7:15	11:00	12:45	8:00	11:15	14:00	6:15	11:00	11:45
FA '02	7:00	5:45	7:15	7:45	5:45	6:45	7:00	5:30	7:45	8:15
SU '02	8:45	7:00	9:45	10:30	7:30	8:15	7:45	6:30	10:45	12:30
SP '02	9:00	5:45	9:15	11:30	5:00	7:00	9:00	6:30	11:00	12:45
4-Book	8:45	6:30	9:15	10:45	6:30	8:15	9:30	6:15	10:15	11:15
WI '02	6:00	5:45	6:30	7:00	5:30	7:00	7:15	5:45	6:15	7:00
KRCV-FM										
WI '03	8:30	5:15	8:00	9:45	5:00	5:30	6:30	5:15	9:15	11:45
FA '02	8:30	7:15	9:30	9:30	5:45	8:45	8:30	7:30	10:15	10:30
SU '02	9:00	8:15	10:00	11:15	6:45	9:00	10:30	9:45	12:00	13:15
SP '02	9:00	7:30	9:00	9:30	7:00	9:00	10:00	8:30	9:15	8:45
4-Book	8:45	7:00	9:15	10:00	6:15	8:00	9:00	7:45	10:15	11:00
WI '02	9:45	6:00	9:45	12:45	5:30	8:45	12:15	6:45	10:45	13:30
KRLA-AM										
WI '03	7:00	6:15	8:15	7:30	5:15	10:45	9:45	8:00	4:30	3:45
FA '02	7:00	8:15	5:45	5:45	6:15	5:00	5:30	11:00	6:45	5:45
SU '02	6:45	10:00	7:30	6:15	13:30	8:15	6:30	2:15	5:45	6:15
SP '02	5:00	3:15	4:30	4:45	4:00	4:00	4:15	2:45	5:00	5:15
4-Book	6:30	7:00	6:30	6:00	7:15	7:00	6:30	6:00	5:30	5:15
WI '02	6:00	5:45	6:45	6:15	6:15	7:45	7:30	4:30	5:15	4:45
KRLH-AM										
WI '03	3:00	0:00	3:00	3:00	0:00	3:00	3:00	0:00	0:00	0:00
FA '02	2:00	0:00	1:00	2:30	0:00	0:00	0:00	0:00	1:00	2:30
SU '02	3:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
SP '02	1:45	0:00	3:30	1:45	0:00	3:30	1:45	0:00	0:00	0:00
4-Book	2:30	0:00	2:00	1:45	0:00	1:45	1:15	0:00	0:15	0:45
WI '02	**	**	**	**	**	**	**	**	**	**
KROQ-FM										
WI '03	6:15	6:30	6:15	5:15	7:00	6:15	5:30	6:00	6:00	5:00
FA '02	6:30	6:30	6:30	6:30	7:30	7:45	7:30	5:15	5:00	5:15
SU '02	6:30	6:45	6:30	5:45	7:30	7:00	6:45	5:30	5:45	4:45
SP '02	6:00	6:45	5:45	4:30	7:30	5:45	4:30	6:00	5:45	4:45
4-Book	6:15	6:45	6:15	5:30	7:30	6:45	6:00	5:45	5:45	5:00
WI '02	6:45	7:15	7:00	6:00	7:45	7:30	7:15	6:30	6:15	4:45
KRTH-FM										
WI '03	5:15	3:45	5:30	6:15	3:45	5:30	6:15	3:45	5:45	6:30
FA '02	5:45	4:45	5:45	6:00	5:00	6:15	6:15	4:45	5:30	6:00
SU '02	5:15	4:15	5:15	5:45	4:15	5:30	6:15	4:15	5:00	5:00
SP '02	5:15	5:30	5:15	5:30	7:15	5:45	5:45	4:00	4:45	5:15
4-Book	5:30	4:30	5:30	6:00	5:00	5:45	6:15	4:15	5:15	5:45
WI '02	5:30	4:00	5:00	5:45	5:00	5:30	6:15	3:15	4:30	5:30

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KSCA-FM										
WI '03	10:45	9:15	11:45	12:45	9:45	12:00	12:00	8:15	11:15	13:30
FA '02	11:00	10:00	11:45	12:45	11:00	12:00	12:45	9:00	11:30	12:30
SU '02	10:30	11:30	11:30	10:30	12:30	11:45	10:00	9:45	11:15	11:30
SP '02	11:45	11:00	12:45	13:30	11:15	12:45	13:00	10:30	12:45	14:00
4-Book	11:00	10:30	12:00	12:30	11:15	12:15	12:00	9:30	11:45	13:00
WI '02	10:45	10:00	12:00	12:30	9:45	11:15	11:15	10:00	12:45	14:00
KSPN-AM										
WI '03	5:00	5:30	5:00	4:30	4:45	5:15	5:30	9:00	3:45	2:15
FA '02	3:30	3:30	3:15	3:30	3:30	3:30	3:30	3:00	2:00	3:15
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	4:45	5:30	5:00	5:00	5:45	5:00	5:15	4:30	4:30	4:45
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**
KSSE-FM										
WI '03	6:00	6:15	7:00	6:00	7:30	8:30	8:15	5:30	5:30	4:30
FA '02	4:45	5:30	5:15	4:30	5:30	4:30	2:45	5:15	6:00	6:30
SU '02	4:45	5:15	4:45	3:45	4:15	4:00	3:30	6:00	5:30	4:00
SP '02	6:15	7:00	6:45	5:30	6:45	6:45	6:45	7:15	6:45	4:30
4-Book	5:30	6:00	6:00	5:00	6:00	6:00	5:15	6:00	6:00	5:00
WI '02	5:30	6:15	6:30	5:15	6:15	6:45	5:45	6:00	6:15	5:00
KSUR-AM										
WI '03	6:45	0:00	5:15	5:45	0:00	9:45	8:00	0:00	3:00	5:00
FA '02	8:00	9:15	11:15	9:30	11:45	13:45	12:00	8:15	10:00	8:15
SU '02	7:15	1:00	5:15	5:00	1:00	2:00	2:00	1:00	7:00	6:00
SP '02	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**
KTNQ-AM										
WI '03	7:45	4:45	8:00	8:15	6:30	7:30	7:00	2:30	8:45	10:15
FA '02	7:30	7:45	7:30	7:45	5:45	6:15	7:30	9:45	9:30	8:15
SU '02	6:00	3:30	6:00	7:15	3:45	6:30	8:00	3:00	5:30	6:30
SP '02	8:00	7:30	7:30	8:15	8:00	8:30	9:15	6:30	5:15	7:00
4-Book	7:15	6:00	7:15	8:00	6:00	7:15	8:00	5:30	7:15	8:00
WI '02	7:30	6:45	8:15	8:15	5:45	9:30	10:45	8:45	7:00	6:30
KTVV-FM										
WI '03	7:30	6:30	7:15	8:00	6:30	7:15	7:45	6:45	7:00	8:00
FA '02	8:15	8:15	8:15	8:30	7:15	7:30	8:30	9:00	8:45	8:45
SU '02	9:00	7:15	8:45	9:30	8:15	8:45	9:15	6:30	8:45	9:45
SP '02	8:30	7:15	8:15	9:00	6:45	7:30	8:45	7:30	8:45	9:00
4-Book	8:15	7:15	8:15	8:45	7:15	7:45	8:30	7:30	8:15	9:00
WI '02	8:00	5:30	7:15	8:15	5:15	7:15	8:45	5:30	7:30	8:00
KWIZ-FM										
WI '03	8:15	8:15	8:45	8:15	8:30	8:45	10:15	8:15	8:30	7:15
FA '02	8:30	10:00	9:30	7:30	10:30	9:45	7:45	9:15	9:30	7:15
SU '02	9:15	9:00	10:00	9:45	10:30	11:00	10:45	7:30	8:45	8:45
SP '02	9:00	9:45	10:15	8:45	9:00	9:45	9:15	10:45	11:15	7:30
4-Book	8:45	9:15	9:45	8:30	9:45	9:45	9:30	9:00	9:30	7:45
WI '02	8:00	8:30	8:45	7:30	10:15	10:15	9:00	6:30	6:30	5:45
KWKW-AM										
WI '03	9:45	10:30	10:15	10:15	11:30	9:30	7:45	7:30	11:45	12:45
FA '02	8:15	5:15	9:00	9:45	2:30	5:45	7:30	8:45	13:00	12:30
SU '02	10:00	10:30	9:30	10:00	6:00	8:15	9:00	13:45	11:15	11:00
SP '02	8:30	9:30	8:00	8:30	7:30	6:15	6:45	11:30	10:15	10:45
4-Book	9:15	9:00	9:15	9:45	7:00	7:30	7:45	10:30	11:30	11:45
WI '02	9:00	6:15	9:45	9:45	5:45	9:00	8:45	6:45	10:15	10:30
KWVE-FM										
WI '03	5:45	3:45	6:00	6:45	3:45	5:45	7:00	3:45	6:15	6:30
FA '02	5:30	4:30	5:30	6:00	5:15	4:45	4:00	3:30	6:30	8:15
SU '02	6:00	5:30	6:45	6:30	9:00	8:45	7:30	2:30	4:30	5:30
SP '02	4:45	3:30	4:45	5:00	4:30	4:15	4:15	2:45	5:00	5:30
4-Book	5:30	4:15	5:45	6:00	5:45	6:00	5:45	3:15	5:30	6:30
WI '02	5:15	5:15	6:15	5:45	4:45	6:15	5:45	5:30	6:15	5:45

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KXOL-FM										
WI '03	8:15	8:15	9:45	9:30	9:15	11:15	11:15	7:30	8:45	8:15
FA '02	8:15	9:00	9:00	8:00	7:30	7:45	7:00	10:30	10:00	8:45
SU '02	8:00	9:00	9:00	7:45	8:00	8:30	7:30	9:45	9:30	8:00
SP '02	8:45	9:45	9:15	8:30	8:30	8:30	9:45	10:45	9:45	7:30
4-Book	8:15	9:00	9:15	8:30	8:15	9:00	9:00	9:45	9:30	8:15
WI '02	8:30	8:15	8:45	8:45	7:00	8:15	9:15	9:15	9:15	8:30
KYSR-FM										
WI '03	4:00	4:15	4:15	4:15	3:45	3:45	3:15	4:30	4:45	5:00
FA '02	4:30	4:30	4:30	4:45	6:00	4:45	4:45	4:00	4:30	4:45
SU '02	5:00	4:45	5:45	6:00	5:15	5:30	5:15	4:30	6:00	6:30
SP '02	4:30	4:45	5:00	4:45	4:00	4:45	4:30	5:00	5:15	5:00
4-Book	4:30	4:30	5:00	5:00	4:45	4:45	4:30	4:30	5:15	5:15
WI '02	4:45	4:45	5:00	5:15	5:00	5:00	5:00	4:30	5:15	5:30
+KZAB-FM										
KFSG-FM										
WI '03	7:30	7:30	10:00	9:00	7:30	12:30	13:45	7:45	7:30	5:45
FA '02	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**
KZLA-FM										
WI '03	6:30	5:00	6:15	7:30	5:45	7:00	8:00	4:45	5:45	7:15
FA '02	7:15	5:30	8:00	7:45	5:15	8:00	7:30	5:45	8:00	7:45
SU '02	7:00	6:30	7:30	7:30	6:45	7:30	7:30	6:30	7:30	7:30
SP '02	7:00	6:15	7:30	8:15	6:15	9:00	9:45	6:15	6:45	7:15
4-Book	7:00	5:45	7:15	7:45	6:00	8:00	8:15	5:45	7:00	7:30
WI '02	6:45	7:30	6:45	6:30	9:45	7:45	6:45	6:15	6:00	6:30
KGFI-FM										
WI '03	3:15	3:15	2:30	3:00	3:15	3:00	3:00	3:00	2:15	3:00
FA '02	3:15	2:45	3:00	2:45	3:30	3:45	3:30	2:30	2:45	2:15
SU '02	3:30	3:30	3:30	2:30	3:45	4:15	2:45	3:15	3:00	2:30
SP '02	3:30	3:00	4:00	5:00	3:15	2:30	2:00	3:00	5:00	7:00
4-Book	3:30	3:15	3:15	3:15	3:30	3:30	2:45	3:00	3:15	3:45
WI '02	3:30	2:45	3:15	4:00	2:45	4:15	5:45	2:45	2:30	2:30

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Notations

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

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

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KLOS-FM	KLSX-FM	KLTX-AM	KLVE-FM	KLYY-FM	KMZT-FM	KNX-AM	KOST-FM	KPWR-FM	KRCO-FM	KRCV-FM	KRLA-AM	KRLH-AM	KROQ-FM	KRTH-FM	KSCA-FM	KSPN-AM	KSSE-FM	KSUR-AM	KTNQ-AM	KTWV-FM
Cume Pers. (00)	8987	6722	1213	9660	2303	5958	9745	11535	16929	2405	1553	2101	15	14870	12207	7247	1831	5718	1035	1616	7922
KABC-AM	4	10	1	1	1	10	15	5	1			58		2	5		15		32	1	8
KBIG-FM	13	12	2	12	11	10	8	28	10	9	5	2		13	19	5	14	12	8	7	15
KBLA-AM	1		12	10	9			1	1	7	7	1			1	8		6		28	1
KBUA-FM		1	1	3					1	2	1				1	4		1		3	
KBUE-FM	2	1	7	15	27	1		2	10	16	13	1		3	3	29	1	24		10	1
KCRS-FM	43	23	2	3	1	13	10	12	6	2	3	7		18	19	1	16	4	6	2	12
KDIS-AM	3	3	2	2	1	2	3	3	2	2	2	5		2	2	1	10	2	1	4	2
+KOLD-FM	1	1	1	3	6	1	1	1	3	5				3	1	2		6		2	2
+KDLE-FM	2	2		3	5	1	1	2	2		1			4	1	2		4		1	1
KFI -AM	8	19	4	2	2	13	22	8	2	2	1	58		5	9		18	2	32	2	9
KFSH-FM	3		5	1	2	4	3	1	1	3	1	4		2	3		4				3
KFVB-AM	11	12		3	1	15	25	10	2	3	6	18		6	10		21	1	13	2	16
KHHT-FM	6	8	3	6	8	2	2	10	28	5	3			8	11	4	11	6	1	4	17
KHJ -AM			10	6	5		1	1	1	9	11	1			1	12	1	7		19	
KIIS-FM	14	14	6	19	19	9	7	31	38	6	4	3		30	20	9	11	26	1	5	14
KVVS-FM	1			1																	
KJLH-FM	1	3	2	1	1	2	4	3	9	2		1		1	3		9	1		1	18
KKBT-FM	5	9	5	9	13	4	4	14	48	7	3	1		14	11	4	12	13	2	5	20
KKLA-FM	1		3	1	1	3	4	3	1	1	1	3			2		2	1	4		4
KLAC-AM	3	3	1	1	1	4	10	5	1	1		8		1	4		15		28		5
KLAX-FM	1	1	12	24	34	1	1	3	6	28	29	1		2	3	40	1	24		18	1
KLOS-FM	100	27	1	3	1	9	13	8	6	3	2	6	100	23	14	2	20	3	4	2	11
KLSX-FM	20	100		2	2	7	10	6	6	3	2	6		12	9	2	21	3	1	1	8
KLTX-AM			100	2	2					4	2					3		1	2	8	
KLVE-FM	4	3	17	100	40	5	2	10	9	33	47	2		5	8	32	4	45	2	34	3
KLYY-FM		1	3	10	100			2	3	7	9			1	1	10	1	14		2	1
KMZT-FM	6	6		3		100	10	8	2	5	4	9		5	7	1	6	3	13	1	9
KNX -AM	14	14		2	2	17	100	9	3	3	2	22		8	10	1	24	2	31	4	14
KOST-FM	10	10		12	9	15	11	100	12	8	7	8		10	21	5	10	11	17	5	18
KPWR-FM	10	15	6	15	19	6	5	18	100	13	9	1		30	16	11	15	25		10	12
KRCO-FM	1	1	7	8	7	2	1	2	2	100	13	1		1	2	11		4		9	1
KRCV-FM			3	8	6	1		1	1	8	100				1	6		4		6	
KRLA-AM	1	2				3	5	1		1		100		1	1		3		11		2
KRLH-AM													100								
KROQ-FM	38	26	1	7	8	13	12	13	26	7	3	4		100	16	4	17	15	5	1	6
KRTH-FM	19	16	2	9	8	14	13	23	12	12	8	7		13	100	8	14	9	9	13	16
KSCA-FM	2	2	16	24	33	1		3	5	34	29			2	5	100		25		25	1
KSPN-AM	4	6		1	1	2	5	2	2	2	3			2	2		100	1	3	1	3
KSSE-FM	2	3	3	27	34	3	1	5	8	10	15			6	4	19	3	100		8	2
KSUR-AM			2		2		3	2				5			1		2		100		2
KTNQ-AM			11	6	2		1	1	1	6	6				2	6	1	2		100	1
KTWV-FM	9	9		3	3	12	11	12	6	3	1	7		3	11	1	13	3	15	5	100
KWIZ-FM	1		4	8	16			1	2	8	3			1	1	8	1	10		5	
KWKV-AM	1		3	3	3			3	1	3	2				1	2		3		17	
KWVE-FM	1	1	5	1	2	4	2	2	1	3		4		1	2	2	3	1			3
KXOL-FM	1	2	10	25	22	2	1	3	5	21	22	1		2	4	24	1	23	2	18	2
KYSR-FM	26	19		5	6	12	12	15	11	4	7	6	100	30	14	2	15	8	4	1	11
+KZAB-FM	1	1	2	5	15	1	1	2	1	6	3	1		1	1	5		4		4	1
KZLA-FM	12	5		2		4	9	9	4	1	3	7		8	12	1	8	1	6	2	7
KGG1-FM	2	2		2	7		1	4	10	2				5	3	1	1	2			2

Cume Duplication Percent

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

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

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

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

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

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

Exclusive & Overnight Listening

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

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KABC-AM							KIIS-FM						
Total	413	100	.4	6188	100	5.9	Total	667	100	.6	16599	100	15.9
Black	32	8	.4	450	7	5.5	Black	24	4	.3	757	5	9.2
Hispanic	38	9	.1	536	9	1.3	Hispanic	326	49	.8	7535	45	18.4
KBIG-FM							KVVS-FM						
Total	458	100	.4	9249	100	8.9	Total	22	100		474	100	.5
Black	12	3	.1	267	3	3.3	Black						
Hispanic	166	36	.4	3320	36	8.1	Hispanic	14	66		248	52	.6
KBLA-AM							KJLH-FM						
Total	159	100	.2	1996	100	1.9	Total	227	100	.2	4047	100	3.9
Black				12	1	.1	Black	200	88	2.4	3227	80	39.3
Hispanic	158	99	.4	1948	98	4.7	Hispanic	10	4		448	11	1.1
KBUA-FM							KKBT-FM						
Total	78	100	.1	1000	100	1.0	Total	512	100	.5	12091	100	11.6
Black							Black	289	56	3.5	4107	34	50.0
Hispanic	78	100	.2	984	98	2.4	Hispanic	156	30	.4	5250	43	12.8
KBUE-FM							KKLA-FM						
Total	482	100	.5	6170	100	5.9	Total	111	100	.1	2011	100	1.9
Black	1			15		.2	Black	26	23	.3	226	11	2.8
Hispanic	478	99	1.2	5961	97	14.5	Hispanic	19	18		393	20	1.0
KCBS-FM							KLAC-AM						
Total	376	100	.4	8971	100	8.6	Total	128	100	.1	3231	100	3.1
Black	6	2	.1	99	1	1.2	Black	7	5	.1	294	9	3.6
Hispanic	123	33	.3	1929	22	4.7	Hispanic	17	13		333	10	.8
KDIS-AM							KLAX-FM						
Total	59	100	.1	2175	100	2.1	Total	459	100	.4	7443	100	7.2
Black	4	7		180	8	2.2	Black				16		.2
Hispanic	25	42	.1	729	34	1.8	Hispanic	450	98	1.1	7320	98	17.8
+KOLD-FM							KLOS-FM						
KSSC-FM							Total	395	100	.4	8987	100	8.6
Total	61	100	.1	1555	100	1.5	Black	21	5	.3	173	2	2.1
Black	3	4		48	3	.6	Hispanic	57	14	.1	1936	22	4.7
Hispanic	43	72	.1	998	64	2.4	KLSX-FM						
+KDLE-FM							Total	424	100	.4	6722	100	6.5
KSSD-FM							Black	12	3	.1	273	4	3.3
Total	73	100	.1	1426	100	1.4	Hispanic	101	24	.2	1673	25	4.1
Black	10	14	.1	76	5	.9	KLTX-AM						
Hispanic	35	48	.1	791	55	1.9	Total	143	100	.1	1213	100	1.2
KFI -AM							Black				16	1	.2
Total	623	100	.6	9439	100	9.1	Hispanic	141	99	.3	1144	94	2.8
Black	24	4	.3	405	4	4.9	KLVE-FM						
Hispanic	64	10	.2	1018	11	2.5	Total	574	100	.6	9660	100	9.3
KFSH-FM							Black	2			102	1	1.2
Total	121	100	.1	2558	100	2.5	Hispanic	554	96	1.3	9190	95	22.4
Black	3	3		86	3	1.0	KLYY-FM						
Hispanic	30	24	.1	594	23	1.4	Total	141	100	.1	2303	100	2.2
KFWB-AM							Black						
Total	346	100	.3	8656	100	8.3	Hispanic	139	98	.3	2197	95	5.4
Black	33	9	.4	690	8	8.4	KMZT-FM						
Hispanic	58	17	.1	1278	15	3.1	Total	296	100	.3	5958	100	5.7
KHHT-FM							Black	5	2	.1	166	3	2.0
Total	439	100	.4	8485	100	8.2	Hispanic	33	11	.1	783	13	1.9
Black	155	35	1.9	2593	31	31.6	KNX -AM						
Hispanic	212	48	.5	4066	48	9.9	Total	355	100	.3	9745	100	9.4
KHJ -AM							Black	32	9	.4	683	7	8.3
Total	181	100	.2	2478	100	2.4	Hispanic	34	9	.1	1145	12	2.8
Black				12		.1	KOST-FM						
Hispanic	180	99	.4	2429	98	5.9	Total	606	100	.6	11535	100	11.1
							Black	40	7	.5	560	5	6.8
							Hispanic	171	28	.4	3460	30	8.4

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KPWR-FM							KTNQ-AM						
Total	830	100	.8	16929	100	16.3	Total	99	100	.1	1616	100	1.6
Black	160	19	1.9	2799	17	34.1	Black	4	4		15	1	.2
Hispanic	525	63	1.3	9931	59	24.2	Hispanic	91	92	.2	1515	94	3.7
KRCD-FM							KTWV-FM						
Total	196	100	.2	2405	100	2.3	Total	471	100	.5	7922	100	7.6
Black	3	2		137	6	1.7	Black	152	32	1.9	2310	29	28.1
Hispanic	192	98	.5	2233	93	5.4	Hispanic	81	17	.2	1376	17	3.4
KRCV-FM							KWIZ-FM						
Total	105	100	.1	1553	100	1.5	Total	126	100	.1	1942	100	1.9
Black							Black						
Hispanic	103	98	.3	1421	91	3.5	Hispanic	124	99	.3	1906	98	4.6
KRLA-AM							KWKV-AM						
Total	117	100	.1	2101	100	2.0	Total	83	100	.1	1067	100	1.0
Black	4	4		49	2	.6	Black						
Hispanic	16	14		250	12	.6	Hispanic	82	100	.2	1044	98	2.5
KRLH-AM							KWVE-FM						
Total		100		15	100		Total	92	100	.1	2001	100	1.9
Black							Black	5	6	.1	155	8	1.9
Hispanic							Hispanic	24	26	.1	587	29	1.4
KROQ-FM							KXOL-FM						
Total	730	100	.7	14870	100	14.3	Total	360	100	.3	5503	100	5.3
Black	10	1	.1	235	2	2.9	Black				10		.1
Hispanic	316	43	.8	5420	36	13.2	Hispanic	358	100	.9	5407	98	13.2
KRTH-FM							KYSR-FM						
Total	517	100	.5	12207	100	11.7	Total	331	100	.3	10304	100	9.9
Black	20	4	.2	465	4	5.7	Black	10	3	.1	260	3	3.2
Hispanic	178	34	.4	4478	37	10.9	Hispanic	79	24	.2	2456	24	6.0
KSCA-FM							+KZAB-FM						
Total	618	100	.6	7247	100	7.0	KFSG-FM						
Black				11		.1	Total	86	100	.1	1443	100	1.4
Hispanic	613	99	1.5	7193	99	17.5	Black	3	3		42	3	.5
KSPN-AM							Hispanic	78	90	.2	1092	76	2.7
Total	73	100	.1	1831	100	1.8	KZLA-FM						
Black	7	10	.1	258	14	3.1	Total	364	100	.3	6956	100	6.7
Hispanic	13	18		286	16	.7	Black	3	1		116	2	1.4
KSSE-FM							Hispanic	68	19	.2	1214	17	3.0
Total	275	100	.3	5718	100	5.5	KGGI-FM						
Black				21		.3	Total	70	100	.1	2753	100	2.6
Hispanic	262	95	.6	5522	97	13.5	Black	17	24	.2	503	18	6.1
KSUR-AM							Hispanic	42	59	.1	1497	54	3.6
Total	56	100	.1	1035	100	1.0							
Black	1	2		45	4	.5							
Hispanic	4	7		97	9	.2							
TOTALS							Total	16688	100	16.0	99194	100	95.3
Total							Black	1483	9	18.1	7977	8	97.1
Black							Hispanic	7655	46	18.7	39614	40	96.5
Hispanic													

Ethnic Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Notations

Notations

Notations

Notations

Notations

Notations

Arbitron Radio Reliability Tables

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

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

Instructions

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

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

1. Determine an estimate of standard error:

a. For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 2.9 rating is 16.78. Table A values represent the square root of (the rating x [100 - the rating]); therefore, Table A values are constant across all markets and surveys.

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

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 25-54, Mon-Fri 6AM-7PM might be 93.14.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $16.78 \div 93.14 = 0.18$.

2. Use the estimated standard error to construct a confidence interval around the rating:

a. The rating +/- one standard error will yield a 68% confidence interval. In the above example, 2.9 ± 0.18 yields a confidence interval of 2.72 to 3.08. Interpretation: The user can be 68% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

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

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

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

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

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

For Additional Methodology Details

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

Limitations

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

Metro Table B

Average Quarter-Hour Estimates

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

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

Description of Methodology

Introduction

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

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA[®]). These areas are composed of counties and/or county equivalents (also known as sampling units). A county equivalent generally consists of an independent city or geographic split portion of a whole county. A geographic split county is defined as one or more zip codes within a county and is based on zip code information from Census 2000 data, as updated annually by Claritas, Inc.

a. Metro Survey Area (Metro)

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

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

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

Before a formal request is filed, Arbitron will provide a subscribing station owner with reports that will allow a subscriber to determine the commuting and available listenership data for existing Metro counties and any county contiguous to the current Metro. (*Complete listenership data may not be readily available for dual-city Metro redefinition requests.*)

NOTE: All existing Metro counties and all counties adjacent to existing Metro counties are subject to the Metro evaluation. The two criteria that determine whether evaluated counties are included in the Metro definition are: (i) at least 55.0 percent of listening quarter-hours from the county must be credited to existing Metro stations, and (ii) at least 15.0 percent of commuting from the county must be into the existing Metro. (*See the Arbitron Radio Description of Methodology, Chapter One, "The Market: Changes to Metro Survey Area Definitions," for further information and criteria for adjacent Metro and dual-city*

Metro redefinitions.) Metro evaluation results are final — and automatic. This rule applies even if the evaluation finds that one or more counties should be removed from the existing Metro. Changes in Metro geography implemented through this process will remain in effect for at least three (3) years.

b. Total Survey Area (TSA)

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

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

c. Designated Market Area (DMA[®])

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

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

Sampling & Measurement Techniques

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

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by Survey Sampling, Inc. (SSI). These qualifying hundred blocks compose the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers not listed in current telephone directories. Known nonresidential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

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

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day

radio listening diary, is self-administered and designed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary.

Premiums of varying monetary amounts are provided to encourage respondent cooperation.

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

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

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

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

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

Processing Techniques

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

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

Determining Audience Estimates

6. Determining Audience Estimates/

a. Sample Balancing

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

b. Cume Persons Estimates

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

c. Average Quarter-Hour (AQH) Persons Estimates

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

d. 4-Book and 2-Book Averages

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

e. Rounding

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

f. Broadcast Hours

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

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

g. Technical Difficulties

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

h. Stations on the Air Less Than 12 Weeks

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

Criteria for Reporting Stations

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

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

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

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

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

a. The station must have received credit for five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), **and**

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

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

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

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

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

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

10. Home and Outside Stations/Any Metro-qualifying station that is licensed to a city located within the Metro of a market, or that has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier, is listed in the market report as a home station.

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

All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

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

12. Special Notices/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed in the "Special Notices" section of this report, along with an indication of the dayparts for which they simulcast 100 percent during the survey period, pursuant to Arbitron's simulcast guidelines. (See Page M7, "Simulcast.")

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

Statistical Reliability

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

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

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

Limitations

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

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

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

c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, because independent marketing research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits that differ from those of respondents.

e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, or persons in certain income or education groups. Such persons may have listening habits that differ from other persons.

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

h. The limitations in data from Claritas, Inc. are inherent in the Arbitron estimates based thereon. The population estimates from Claritas, Inc. used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Claritas, Inc. to update populations between decennial Census dates may not include

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

i. Zip code information (including information supplied by diarykeepers) used to produce this report is subject to defects and limitations that are inherent in Arbitron estimates based thereon.

j. Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diarykeeper approximations or could have been influenced by comments made by the interviewer or others to diarykeepers.

k. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

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

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

n. Data analysis, preprocessing preparation, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

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

p. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately programmed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are determined and/or reported.

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

r. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups.

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

Retention of Survey Materials

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

Special Notices

18. Special Notices/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the "Special Notices" section of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

Reservation of Rights

19. Reservation of Rights/Arbitron reserves the right to exercise its judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

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

Disclaimer of Warranties

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

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any use of Arbitron audience data, estimates, reports, or software programs for the purpose of selling advertising time or space by or on behalf of broadcast, cable, print, Internet, or any other medium must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report or Arbitron software program(s) to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data, estimates, reports, and software programs are copyrighted by Arbitron. Users of this report shall also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Arbitron recommends that the appropriate market, survey period, type of audience estimate, and applicable daypart(s) and demographic group(s) be stated (e.g., Los Angeles, Winter 2003, Metro Survey Area, Average Quarter-Hour Estimates, Monday-Sunday 6AM-Midnight, Persons 25-54.)

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

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

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

Selected Arbitron Terms

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Metro Market Profile Sources

PRIZM®

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

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

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

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

Metro Census Data

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

1. Total Households are based on 1990 Census data, updated to 1/1/03.
2. Households by Income is grouped into eight discrete income categories. The income reported represents Money Income as defined by the U.S. Census Bureau. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/03).
3. Value of Owner-Occupied Housing Units are 1990 Census data. These data include single-family condominiums, and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.
4. Monthly Gross Rent of Renter-Occupied Housing Units are 1990 Census data in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.
5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/03.
6. Seasonal Housing Units are defined as housing units used or intended for use only during certain seasons of the year, and are not included in the total household base (1990 Census). The Metro Percent is 1990 Census total metro housing units (occupied and unoccupied).
7. Education represents the educational attainment of Persons 25+ in the Metro (1990 Census).
8. Colleges and Universities enrollment is taken from the most current available survey of colleges and universities conducted by the National Center for Education Statistics. Only students enrolled in an accredited degree program are included in the enrollment figures. Percentages for the full-time enrollment are based on total enrollment.

9. Occupation data are 1990 Census data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total metro employed Persons 16+.

10. Farm Population data are 1990 Census data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

13. Car Ownership by Household data are distributed into four Car Ownership categories. Percentages are based on total 1/1/03 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of November 2002, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 2002, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications are listed in Metro circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by R. L. Polk and Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from R. L. Polk and Company, 26955 Northwestern Highway, Southfield, MI 48034, (248) 728-7000.

More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.

Methodology: Arbitron 2003 Radio Market Survey Schedule

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

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

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

NOTE/Metro ranks listed above are based on Winter 2003 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report

Methodology: Arbitron 2003 Radio Market Survey Schedule

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

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

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

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■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report

2003 Arbitron Qualitative Delivery Schedule

Scarborough 2003 Release Schedule

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

Scarborough 2003 Release Schedule (continued)

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

RetailDirect 2003 Release Schedule

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

Local Market Qualitative

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

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

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

(continued)

2003 Arbitron Qualitative Delivery Schedule

2003 Qualitative Diary Markets*

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

Arbitron 2003 Spring Delivery Schedule

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

* All times are local market times.

** All times indicate START of Market calling.

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Arbitron 2003 Spring Delivery Schedule

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

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** All times indicate START of Market calling.



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Arbitron 2003 Spring Delivery Schedule

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

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Arbitron 2003 Spring Delivery Schedule

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

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Arbitron 2003 Spring Delivery Schedule

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

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Arbitron 2003 Spring Delivery Schedule

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

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2003 Radio Survey Schedule

WINTER: January 2 - March 26, 2003

SPRING: March 27 - June 18, 2003

SUMMER: June 26 - Sept. 17, 2003

FALL: Sept. 18 - Dec. 10, 2003

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

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

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

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

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

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

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

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

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

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

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

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					

NOTE:The survey dates are subject to change.

Who to Call at Arbitron

032503

New York

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

Arbitron Training Specialist:
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Customer Service Representative:
Ingrid Petrovitch (212) 887-1336

Special Projects Coordinator:
Malou Watterson (212) 887-1371

Group Services:
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Rep/Network Services:
Alan Tobkins, Mgr. (212) 887-1354
Michael Powderly (212) 887-1376

Product Development:
Gary Marinice, VP (412) 859-3740

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Joe Loiacono, Sr. National Accounts Mgr. (212) 887-1325
Lung Huang (212) 887-1337
Richard Salazar (212) 887-1356
Nicole Sargari (212) 887-1471

Customer Service Representative:
Steve Williamson (212) 887-1377

Client Information and Marketing Specialist:
Charmaine Eleazar (212) 887-1308

Product Training Specialist:
Stella London (212) 887-1398

Press Relations:
Thomas Mocarisky, VP, Communications (212) 887-1314

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222 South Riverside Plaza, Suite 1050/60606
Phone: (312) 542-1900 / Fax: (312) 542-1901

Radio Station Services:
John Nolan, Regional Mgr. (312) 542-1877
Bethanie Buckingham (312) 542-1874
Mark Cody (312) 542-1875
Sarah Liddle (312) 542-1876
Patrick Pendergast (312) 542-1878

Scarborough Training Specialist:
John Lennon (312) 542-1882

Arbitron Training Specialists:
Amy Lucas (312) 542-1879
Joe Walker (312) 542-1881

Customer Service Representative:
Ian Samuel (312) 542-1892

Advertiser/Agency Services:
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James Tobolski, Sr. Sales Mgr. (312) 542-1888
Cory Flahaven (312) 542-1868
Tony Hereau (312) 542-1869
Tim Roberts (312) 542-1871
Michael Sharp (312) 542-1873

Product Training Specialist:
Jennifer Pagsuberon (312) 542-1870

Advertiser Services:
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Oveda Brown, National Accounts Mgr. (312) 542-1884

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

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