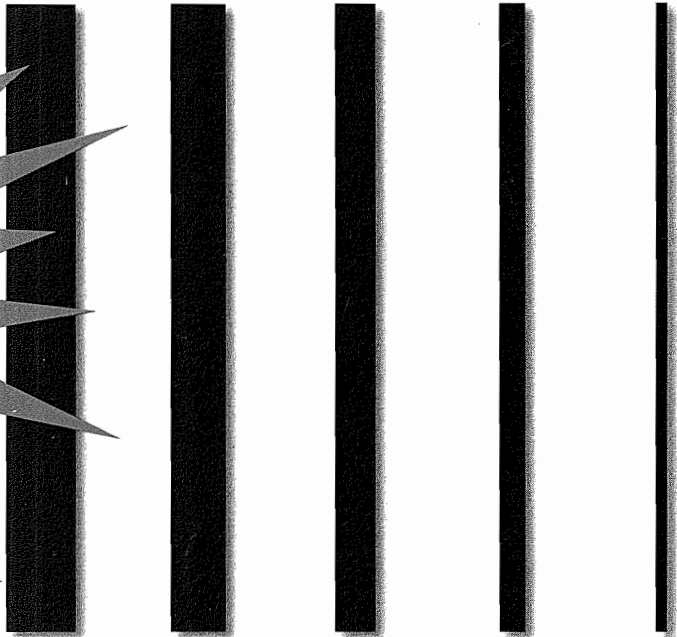


Spring 2002  
Delivery Schedule  
Inside!



**Free Online  
Training!**  
Anytime, Anywhere  
See inside front cover  
for details.



3 Albuquerque  
Winter 2002

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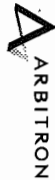
# Radio Market Report

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Albuquerque



Accredited by  
Media  
Rating Council®




Winter 2002  
January 3 - March 27

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# Radio Market Report



## 2002-2003 Survey Schedule

**Winter 2002**  
January 3 - March 27

*Spring 2002*  
March 28 - June 19

*Summer 2002*  
June 27 - September 18

*Fall 2002*  
September 19 - December 11

*Winter 2003*  
January 2 - March 26



### What MRC accreditation means

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

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

## Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Winter 2002 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 one year imprisonment and a \$25,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use of Report" (Page M6, Paragraph 21).

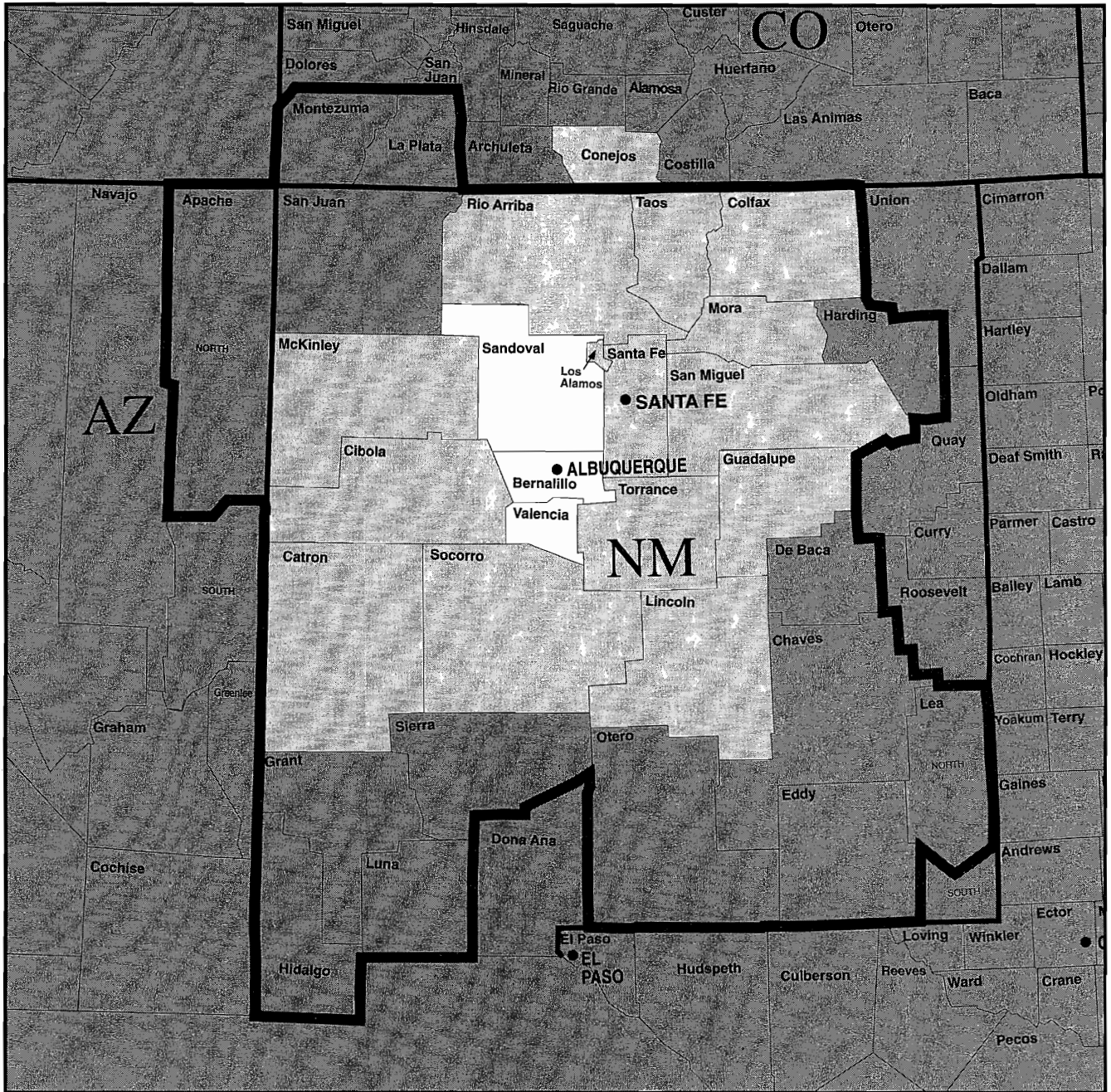
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**Please note/**Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

# Albuquerque



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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:** 71

**Market Surveyed:** Winter, Spring, Summer, Fall

### Station Subscribers to This Report\*

KBQI-FM	KBTK-AM	KBZU-FM	KIOT-FM	KIVA-AM	KKOB-AM
KKOB-FM	KKRG-FM	KKSS-FM	KLSK-FM	KMGA-FM	KNML-AM
KPEK-FM	KQEO-FM	KRQS-FM	KRST-FM	KRZY-AM	KRZY-FM
KSYU-FM	KTEG-FM	KTZO-FM	KZRR-FM		

\* Station subscribers as of release to print.

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

Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.	Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.
471,800	1,333	M	BERNALILLO	NM	H	56,400	153	M	VALENCIA	NM	
77,000	222	M	SANDOVAL	NM							

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				
HDHA	1,125	392,100	497	176,500

These population estimates are based on Census 2000 data, updated and projected to January 1, 2002 by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 2001 survey, population estimates for this report are based on Market Statistics 1/1/02 whole-county population estimates (Census 2000-based).

For split-county population estimates, the 1/1/02 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/01 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
<b>Men</b>					
12-24	69,800	11.5	166	9.7	11.5
18-24	36,400	6.0	80	4.7	6.0
25-34	49,600	8.2	120	7.0	8.2
35-44	57,300	9.5	127	7.4	9.5
45-49	27,200	4.5	77	4.5	4.5
50-54	24,100	4.0	76	4.4	4.0
55-64	31,200	5.2	114	6.7	5.2
65+	35,000	5.8	105	6.1	5.8
18+	260,800	43.1	699	40.9	43.1
<b>Women</b>					
12-24	68,000	11.2	202	11.8	11.2
18-24	35,800	5.9	100	5.9	5.9
25-34	48,700	8.0	125	7.3	8.0
35-44	58,500	9.7	155	9.1	9.7
45-49	29,300	4.8	93	5.4	4.8
50-54	25,100	4.1	91	5.3	4.1
55-64	33,900	5.6	126	7.4	5.6
65+	47,500	7.8	131	7.7	7.8
18+	278,800	46.1	821	48.1	46.1
<b>P18+</b>	539,600	89.2	1,520	89.0	89.2
<b>Teens 12-17</b>	65,600	10.8	188	11.0	10.8
<b>Black P12+</b>	Ethnic control procedures not applied.				
<b>Hispanic P12+</b>	241,600	39.9	672	39.3	39.9
<b>Total P12+</b>	<b>605,200</b>		<b>1,708</b>		

**Diary Placement/Return**

	Metro
LST - Est. Usable Households in Sample	927
UNL - Est. Usable Households in Sample	1,281
TOT - Est. Usable Households in Sample	2,208
LST - Est. Persons in Usable Households	2,070
UNL - Est. Persons in Usable Households	2,867
TOT - Est. Persons in Usable Households	4,937
LST - Contacted Households	887
UNL - Contacted Households	1,194
TOT - Contacted Households	2,081
LST - Households Accepting Diaries	552
UNL - Households Accepting Diaries	779
TOT - Households Accepting Diaries	1,331
LST - Persons Sent Diaries	1,240
UNL - Persons Sent Diaries	1,758
TOT - Persons Sent Diaries	2,998
LST - Diaries In-Tab	738
UNL - Diaries In-Tab	970
TOT - Diaries In-Tab	1,708
<b>Metro Sample Target</b>	<b>1,700</b>
<b>Metro In-Tab/Target Index</b>	<b>100</b>
<b>Metro Response Rate %</b>	<b>35</b>

These population estimates are based on Census 2000 data, updated and projected to January 1, 2002 by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 2001 survey, population estimates for this report are based on Market Statistics 1/1/02 whole-county population estimates (Census 2000-based).

For split-county population estimates, the 1/1/02 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/01 zip code population estimates (Census 2000-based).

LST - Listed UNL - Unlisted TOT - Total

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





# Information

## In This Report

### Albuquerque Metro Area

[Stations listed alphabetically left to right.]

- (s) **KBQI-FM 107.9**  
2700 San Pedro Ne #104  
Albuquerque, NM 87110  
(505) 830-6400 Fax: (505) 830-6543  
Format: Country  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: Albuquerque/Santa Fe, NM  
County/Split Co.: Bernalillo, NM  
ERP (watts) / HAAT (meters): 22,500/1,259
- (s) **KBTK-AM 1310**  
8009 Marble Ave  
Albuquerque, NM 87110  
(505) 262-1142 Fax: (505) 262-9211  
Format: Talk/Personality  
Sales Rep: KATZ RADIO  
Network: CBS, SRN, WESTWD  
City of Lic./Alt City ID: Corrales/Albuquerque, NM  
County/Split Co.: Sandoval, NM  
Power Day/Night (watts): 5,000/500
- (s) **KBZU-FM 96.3**  
500 4th St N W Ste 500  
Albuquerque, NM 87102  
(505) 767-7600 Fax: (505) 767-6767  
Format: Classic Rock  
Sales Rep: MCGAVREN GUILD  
Network: ABC  
City of Lic./Alt City ID: Albuquerque, NM  
County/Split Co.: Bernalillo, NM  
ERP (watts) / HAAT (meters): 20,000/1,260
- (s) **KHFM-FM 95.5**  
4125 Carlisle N E  
Albuquerque, NM 87107  
(505) 878-0980 Fax: (505) 878-0987  
Format: Classical  
Sales Rep: CHRISTAL RADIO  
Network: IND  
City of Lic./Alt City ID: <Santa Fe/Albuquerque>, NM  
County/Split Co.: Santa Fe, NM  
ERP (watts) / HAAT (meters): 17,500/546
- (s) **KIOT-FM 102.5**  
8009 Marble Ne  
Albuquerque, NM 87110  
(505) 262-1142 Fax: (505) 262-9211  
Format: Classic Rock  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: Las Lunas/Albuquerque, NM  
County/Split Co.: Valencia, NM  
ERP (watts) / HAAT (meters): 17,000/1,268
- (s) **KIVA-AM 1600**  
8009 Marble Ave  
Albuquerque, NM 87110  
(505) 262-1142 Fax: (505) 262-9211  
Format: News Talk Information  
Sales Rep: KATZ RADIO  
Network: CNN  
City of Lic./Alt City ID: Albuquerque, NM  
County/Split Co.: Bernalillo, NM  
Power Day/Night (watts): 10,000/128
- (s) **KKJY-AM 1550**  
307 Los Ranchos Rd N W  
Albuquerque, NM 87107  
(505) 899-5029 Fax: (505) 899-6865  
Format: Adult Standards  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Albuquerque, NM  
County/Split Co.: Bernalillo, NM  
Power Day/Night (watts): 5,000/20
- (s) **KKOB-AM 770**  
500 4th St N W  
Albuquerque, NM 87102  
(505) 767-6700 Fax: (505) 767-6767  
Format: News Talk Information  
Sales Rep: MCGAVREN GUILD  
Network: ABC  
City of Lic./Alt City ID: Albuquerque, NM  
County/Split Co.: Bernalillo, NM  
Power Day/Night (watts): 50,000/50,000
- (s) **KKOB-FM 93.3**  
500 4th St N W  
Albuquerque, NM 87102  
(505) 767-9144 Fax: (505) 767-6767  
Format: 80's Hits  
Sales Rep: MCGAVREN GUILD  
Network: IND  
City of Lic./Alt City ID: Albuquerque, NM  
County/Split Co.: Bernalillo, NM  
ERP (watts) / HAAT (meters): 21,500/1,265
- (s) **KKRG-FM 101.3**  
8009 Marble Ave N E  
Albuquerque, NM 87110  
(505) 262-1142 Fax: (505) 262-9211  
Format: Classic Country  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: Albuquerque, NM  
County/Split Co.: Bernalillo, NM  
ERP (watts) / HAAT (meters): 6,000/100
- (s) **KKSS-FM 97.3**  
8009 Marble Ne  
Albuquerque, NM 87110  
(505) 262-1142 Fax: (505) 262-9211  
Format: Pop Contemporary Hit Radi  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: <Santa Fe/Albuquerque>, NM  
County/Split Co.: Santa Fe, NM  
ERP (watts) / HAAT (meters): 100,000/572
- (s) **KLSK-FM 104.1**  
2700 San Pedro N E  
Albuquerque, NM 87110  
(505) 830-6400 Fax: (505) 830-6543  
Format: 70's Oldies/Classic Hits  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: <Santa Fe/Albuquerque>, NM  
County/Split Co.: Santa Fe, NM  
ERP (watts) / HAAT (meters): 100,000/572
- (s) **KLVO-FM 97.7**  
4125 Carlisle Ne  
Albuquerque, NM 87107  
(505) 878-0980 Fax: (505) 889-0619  
Format: Mexican Regional  
Sales Rep: LOTUS ENTRAVISION REPS  
Network: IND  
City of Lic./Alt City ID: Belen/Albuquerque, NM  
County/Split Co.: Valencia, NM  
ERP (watts) / HAAT (meters): 100,000/262
- (s) **KMGA-FM 99.5**  
500 4th St N W  
Albuquerque, NM 87102  
(505) 767-9144 Fax: (505) 767-6767  
Format: Adult Contemporary  
Sales Rep: MCGAVREN GUILD  
Network: WESTWD  
City of Lic./Alt City ID: Albuquerque, NM  
County/Split Co.: Bernalillo, NM  
ERP (watts) / HAAT (meters): 22,500/1,259

- (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 and Station Activities" section of this report for additional station information.

### Network Affiliation Abbreviations

ABC: ABC Radio Networks  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Network  
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 Network  
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 Network

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

continued...

# Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Sta.

to right]

- |  |   |   |
|--|---|---|
| <p><b>KNKT-FM 107.1</b><br/>4001 Osuna Rd N E<br/>Albuquerque, NM 87109<br/>(505) 344-9146 Fax: (505) 344-9193<br/>Format: Contemporary Christian<br/>Sales Rep: N/A<br/>Network: IND<br/>City of Lic./Alt City ID: Armijo/Albuquerque, NM<br/>County/Split Co.: Bernalillo, NM<br/>ERP (watts) / HAAT (meters): 24,500/215</p>            | <p>(s) <b>KNML-AM 610</b><br/>500 4th St N W<br/>Albuquerque, NM 87102<br/>(505) 767-6700 Fax: (505) 767-6767<br/>Format: All Sports<br/>Sales Rep: IN HOUSE<br/>Network: ESPN, SPNEWS, WESTWD<br/>City of Lic./Alt City ID: Albuquerque, NM<br/>County/Split Co.: Bernalillo, NM<br/>Power Day/Night (watts): 5,000/5,000</p>                                  | <p>(s) <b>KPEK-TV</b><br/>2700 San Pe<br/>Albuquerque, N<br/>(505) 830-6400<br/>Format: Modern<br/>Sales Rep: EASTMAN RADIO, INC<br/>Network: IND<br/>City of Lic./Alt City ID: Alb<br/>County/Split Co.: Bernalillo, NM<br/>ERP (watts) / HAAT (meters): 2</p>   |
| <p>(s) <b>KQEO-FM 101.7</b><br/>8009 Marble Ave<br/>Albuquerque, NM 87110<br/>(505) 262-1142 Fax: (505) 262-9211<br/>Format: Oldies<br/>Sales Rep: KATZ RADIO<br/>Network: IND<br/>City of Lic./Alt City ID: Rio Rancho/Albuqurq, NM<br/>County/Split Co.: Sandoval, NM<br/>ERP (watts) / HAAT (meters): 5,800/30</p>                      | <p>(s) <b>KRQS-FM 105.1</b><br/>8009 Marble N E<br/>Albuquerque, NM 87110<br/>(505) 262-1142 Fax: (505) 262-9211<br/>Format: Jazz<br/>Sales Rep: KATZ RADIO<br/>Network: IND<br/>City of Lic./Alt City ID: &lt;Sta Fe/Albuquerque&gt;, NM<br/>County/Split Co.: Santa Fe, NM<br/>ERP (watts) / HAAT (meters): 100,000/590</p>                                   | <p>(s) <b>KRST-FM 92.3</b><br/>500 4th St N W 5th Fl<br/>Albuquerque, NM 87102<br/>(505) 767-6700 Fax: (505) 767-6767<br/>Format: Country<br/>Sales Rep: MCGAVREN GUILD<br/>Network: IND<br/>City of Lic./Alt City ID: Albuquerque, NM<br/>County/Split Co.: Bernalillo, NM<br/>ERP (watts) / HAAT (meters): 22,000/1,268</p>                   |
| <p>(s) <b>KRZY-AM 1450</b><br/>3451 Candelaria St N E<br/>Albuquerque, NM 87107<br/>(408) 540-5600 Fax: (408) 540-5587<br/>Format: Mexican Regional<br/>Sales Rep: LOTUS ENTRAVISION REPS<br/>Network: IND<br/>City of Lic./Alt City ID: Albuquerque, NM<br/>County/Split Co.: Bernalillo, NM<br/>Power Day/Night (watts): 1,000/1,000</p> | <p>(s) <b>KRZY-FM 105.9</b><br/>3451 Candelaria St N E<br/>Albuquerque, NM 87107<br/>(505) 837-1059 Fax: (505) 830-1190<br/>Format: Spanish Contemporary<br/>Sales Rep: LOTUS ENTRAVISION REPS<br/>Network: IND<br/>City of Lic./Alt City ID: &lt;Santa Fe/Albuqurq&gt;, NM<br/>County/Split Co.: Santa Fe, NM<br/>ERP (watts) / HAAT (meters): 100,000/590</p> | <p>(s) <b>KSYU-FM 95.1</b><br/>2700 San Pedro N E<br/>Albuquerque, NM 87110<br/>(505) 830-6425 Fax: (505) 830-6599<br/>Format: Adult Contemporary<br/>Sales Rep: EASTMAN RADIO, INC<br/>Network: IND<br/>City of Lic./Alt City ID: Corrales/Albuquerque, NM<br/>County/Split Co.: Sandoval, NM<br/>ERP (watts) / HAAT (meters): 100,000/132</p> |
| <p>(s) <b>KTEG-FM 104.7</b><br/>2700 San Pedro N E #104<br/>Albuquerque, NM 87110<br/>(505) 830-6400 Fax: (505) 830-6543<br/>Format: Active Rock<br/>Sales Rep: BANNER RADIO<br/>Network: IND<br/>City of Lic./Alt City ID: Albuquerque/Santa Fe, NM<br/>County/Split Co.: Bernalillo, NM<br/>ERP (watts) / HAAT (meters): 100,000/257</p> | <p>(s) <b>KTZO-FM 103.3</b><br/>500 4th St N W<br/>Albuquerque, NM 87102<br/>(505) 767-6700 Fax: (505) 767-6767<br/>Format: Album Adult Alternative<br/>Sales Rep: MCGAVREN GUILD<br/>Network: IND<br/>City of Lic./Alt City ID: Albuquerque, NM<br/>County/Split Co.: Bernalillo, NM<br/>ERP (watts) / HAAT (meters): 20,500/1,276</p>                         | <p><b>KYLZ-FM 106.3</b><br/>4125 Carlisle Blvd N E<br/>Albuquerque, NM 87107<br/>(505) 878-0980 Fax: (505) 889-0619<br/>Format: Rhythmic Contemporary Hit<br/>Sales Rep: N/A<br/>Network: IND<br/>City of Lic./Alt City ID: Los Lunas/Albuquerque, NM<br/>County/Split Co.: Valencia, NM<br/>ERP (watts) / HAAT (meters): 100,000/261</p>       |
| <p><b>KZNM-FM 106.7</b><br/>4125 Carlisle Ne<br/>Albuquerque, NM 87107<br/>(505) 878-0980 Fax: (505) 878-0098<br/>Format: Spanish Variety<br/>Sales Rep: N/A<br/>Network: IND<br/>City of Lic./Alt City ID: &lt;Los Alamos/Albuquerque&gt;, NM<br/>County/Split Co.: Los Alamos, NM<br/>ERP (watts) / HAAT (meters): 15,500/594</p>        | <p>(s) <b>KZRR-FM 94.1</b><br/>2700 San Pedro N E #104<br/>Albuquerque, NM 87110<br/>(505) 830-6400 Fax: (505) 830-6543<br/>Format: Album Oriented Rock<br/>Sales Rep: EASTMAN RADIO, INC<br/>Network: IND<br/>City of Lic./Alt City ID: Albuquerque, NM<br/>County/Split Co.: Bernalillo, NM<br/>ERP (watts) / HAAT (meters): 22,500/1,259</p>                 |   |

*continued...*

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

<p>ABC: ABC Radio Networks                  APNET: Associated Press Radio Network                  AURN: American Urban Radio Network                  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 Network                  SBUSA: Sports Byline USA</p>	<p>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 Network</p> <p>IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.</p>
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# Station Information *(continued)*

For Stations Listed in This Report

*[Stations listed alphabetically left to right.]*

Outside Arbitron Radio Metro Area

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**KBAC-FM 98.1**

1401 Maclovía

Santa Fe, NM 87505

(505) 989-3338 Fax: (505) 989-3881

Format: Album Adult Alternative

Sales Rep: N/A

Network: IND

City of Lic./Alt City ID: <Las Vegas/Snta Fe>, NM

County/Split Co.: San Miguel, NM

ERP (watts) / HAAT (meters): 100,000/316

(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 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 and Station Activities" section of this report for additional station information.

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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 Network

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 Network

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

# Metro Market Profile



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

## Household Data

	Metro Total	Metro %		Metro Total	Metro %
<b>Total Households</b>	280,400	100.0	<b>Seasonal Housing Units</b>	1,173	.5
<b>Households by Income</b>			<b>Education: Persons 25+</b>		
Under \$10,000	25,977	9.3	Elementary 0-8 grade	27,051	7.3
\$10,000-19,999	34,776	12.4	High school 1-3 yrs	42,795	11.6
\$20,000-29,999	37,371	13.3	High school grad	105,738	28.5
\$30,000-39,999	31,385	11.2	College 1-3 yrs	102,846	27.8
\$40,000-49,999	26,383	9.4	College 4+ yrs	91,876	24.8
\$50,000-74,999	51,697	18.4	<b>Colleges &amp; Universities</b>		
\$75,000-99,999	30,796	11.0	Total enrollment	45,569	100.0
\$100,000+	42,015	15.0	Full-time enrollment	24,553	53.9
Median income: \$44,180			<b>Occupation</b>		
<b>Value of Owner-Occupied Housing Units</b>			Managerial	81,230	29.9
Less than \$50,000	12,441	5.6	Technical	92,984	34.3
\$50,000-74,999	35,541	16.1	Service worker	36,966	13.6
\$75,000-99,999	32,593	14.7	Farm worker	3,182	1.1
\$100,000-149,999	22,630	10.2	Precision production	28,671	10.6
\$150,000-249,999	9,620	4.3	Operator	28,534	10.5
\$250,000+	2,432	1.1	<b>Farm Population</b>		
Median value: \$82,400				747	
<b>Monthly Gross Rent</b>			<b>Transportation to Work</b>		
Less than \$200	4,316	2.0	Public	4,292	1.6
\$200-349	20,650	9.3	Driving to work	210,416	77.2
\$350-499	28,948	13.0	Carpool	36,500	13.3
\$500-649	12,101	5.5	Other	21,436	7.9
\$650-749	4,135	1.9	<b>Average Travel Time to Work (Min.)</b>		
\$750+	4,447	2.0		20	
Median rent: \$402			<b>Car Ownership by Household</b>		
<b>Household Size</b>			0 Cars	16,100	5.7
1 Person	70,500	25.1	1 Car	85,000	30.4
2 Persons	92,900	33.2	2 Cars	119,600	42.6
3-4 Persons	86,200	30.7	3+ Cars	59,700	21.3
5+ Persons	30,800	11.0			

## 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
<b>Persons 12+</b>	1,700	.3	2,400	.4	5,100	.8
<b>Teens 12-17</b>	0	.0	200	.3	200	.3
<b>Men</b>	18-24	600	1,000	2.7	700	1.9
	25-34	500	100	.2	500	1.0
	35-44	300	0	.0	400	.7
	45-49	100	0	.0	200	.7
	50-54	0	0	.0	100	.4
	55-64	0	0	.0	100	.3
	65+	0	0	0	.0	600
<b>Women</b>	18-24	100	1,000	2.8	300	.8
	25-34	100	100	.2	100	.2
	35-44	0	0	.0	100	.2
	45-49	0	0	.0	0	.0
	50-54	0	0	.0	0	.0
	55-64	0	0	.0	100	.3
	65+	0	0	0	.0	1,700

## 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 1/1/02 by Market Statistics.

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

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
<b>Persons 12+</b>	15,800	100.0	2.6	241,600	100.0	39.9
<b>Teens 12-17</b>	1,900	12.0	2.9	32,400	13.4	49.4
<b>Men</b>						
18-24	1,200	7.6	3.3	17,200	7.1	47.3
25-34	1,600	10.1	3.2	23,200	9.6	46.8
35-44	1,800	11.4	3.1	24,000	9.9	41.9
45-49	800	5.1	2.9	9,500	3.9	34.9
50-54	600	3.8	2.5	8,200	3.4	34.0
55-64	800	5.1	2.6	9,900	4.1	31.7
65+	800	5.1	2.3	9,700	4.0	27.7
<b>Women</b>						
18-24	900	5.7	2.5	17,300	7.2	48.3
25-34	1,100	7.0	2.3	22,900	9.5	47.0
35-44	1,500	9.5	2.6	24,100	10.0	41.2
45-49	600	3.8	2.0	10,300	4.3	35.2
50-54	600	3.8	2.4	8,300	3.4	33.1
55-64	700	4.4	2.1	11,100	4.6	32.7
65+	900	5.7	1.9	13,500	5.6	28.4

## Area Lifestyle Profile

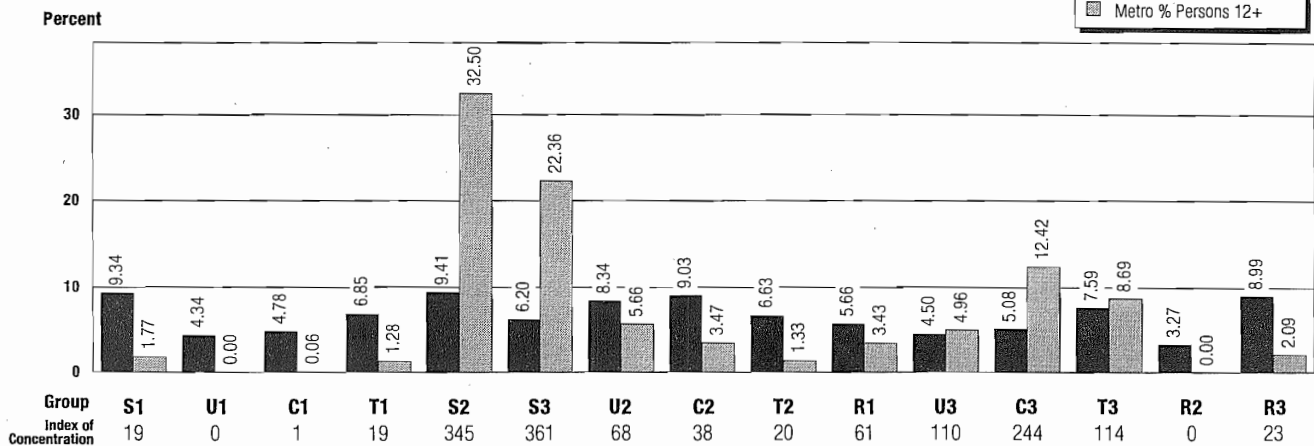
by PRIZM® Groups

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

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

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

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



## PRIZM® Groups

- S1** Elite Suburbs - superrich, executive, upscale white-collar couples, empty-nesters
- U1** Urban Uptown - elite, upscale, bohemian singles & couples; established immigrant families
- C1** 2nd City Society - upscale executive & young upscale white-collar; affluent retirees
- T1** Landed Gentry - elite exurban, small-town executive & young, mid-class town families
- S2** The Affluentials - upwardly mobile young singles & couples; white-collar suburban families

- S3** Inner Suburbs - empty-nesters, mobile city singles, blue-collar families & aging couples
- U2** Urban Midscale - white-collar urb. couples; mid-income immigr.; African-American & Hispanic families
- C2** 2nd City Centers - mid-level, white-collar couples; mid-income families & college town singles
- T2** Exurban Blues - yng. mid-class, blue-collar families in mid-size towns; GI families
- R1** Country Families - midscale couples, rural, white-/blue-collar, kids, farm families

- U3** Urban Cores - ethnically mixed singles; Hisp. sncls. & families; inner-city solo-parent families
- C3** 2nd City Blues - low-inc. older sncls., cpls. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.
- T3** Working Towns - older families; mill towns, low-inc. blue-collar, town seniors
- R2** Heartlanders - rural farm town & ranch families, farm dwellers & tenants
- R3** Rustic Living - moderate blue-collar farm fam.; low-inc. older cpls., remote older families

# Metro Market Profile *(continued)*

## Sales Data



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 2001 publication of *Survey of Buying Power* (1/1/01 estimates) for the Metro.

### Metro Income\*

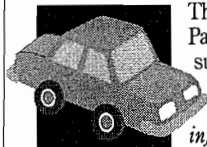
Total Income (\$000)	\$16,470,343
Median Household Income	\$44,180
Income per Household	\$58,739

\* 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	\$10,612,282
Retail Expenditures per Household (\$)	\$37,847
Food & Beverage Stores	\$869,094
Grocery Stores	\$794,258
Food Services & Drinking Establishments	\$850,742
General Merchandise	\$1,305,280
Department Stores	\$936,385
Clothing & Accessories	\$335,009
Motor Vehicle & Parts Dealers	\$2,788,400
Building & Material Supply	\$928,968
Health & Personal Care	\$534,169
Furniture & Household Appliance Stores	\$186,132
Radio, TV & Other Electronics Stores	\$255,604

## Car Registrations



The Metro Share of New Private Passenger Car Registrations\* is supplied by the Automotive Information Services Division of The Polk Company. (For more information on passenger car registrations, see Page M8.)

Manufacturer	%
DaimlerChrysler AG	6.5
Ford Motor Company	16.2
General Motors Corporation	26.1
Honda/Acura	12.8
Hyundai	5.3
Nissan/Infiniti	4.9
Toyota/Lexus	11.7
Volkswagen/Audi	5.1
Other	11.4

\* Note: Figures are shown for January through June of the 2001 model year.

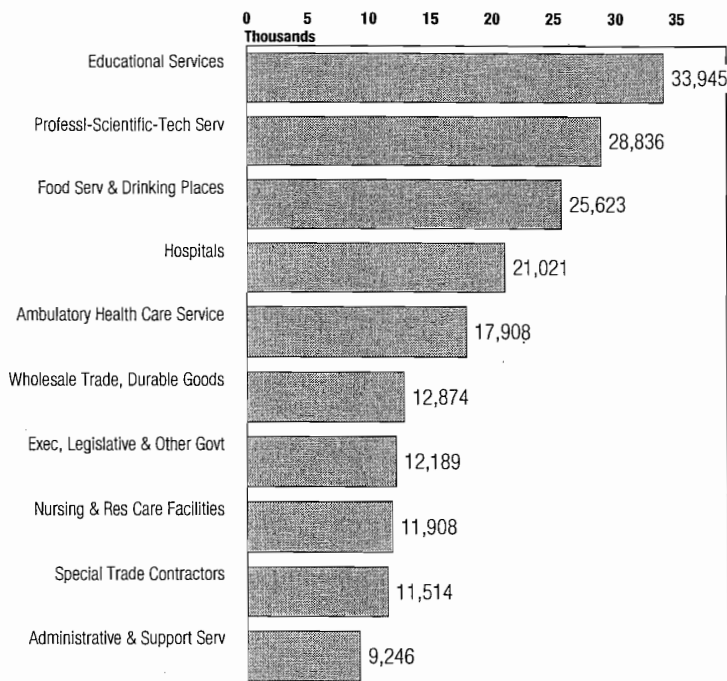
## Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1997 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

### Metro Employer Industries

**Total Employees**  
388,648

**Top 10 Total Employees**  
185,064  
47.6% of Total



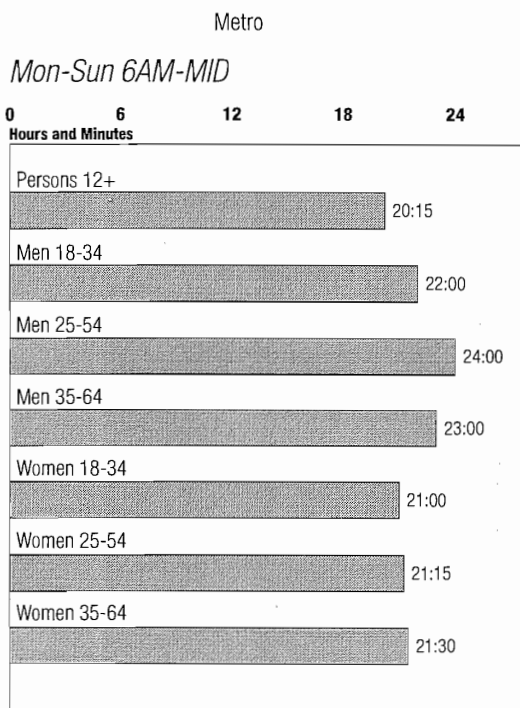
### Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	51,705	18.4	REDBOOK	5,150	1.8
RDRS DIGST	34,914	12.4	NATL ENGR	4,931	1.8
TV GUIDE	23,027	8.2	MONEY	4,816	1.7
NAT GEO	20,686	7.4	YM	4,595	1.6
CAR & DRIL	16,306	5.8	SHAPE	4,419	1.6
BTR HOME	16,113	5.7	POP SCIENC	4,387	1.6
SUNSET	13,874	4.9	PENTHOUSE	4,350	1.5
FAMLY CRCL	11,524	4.1	LIFE	4,348	1.5
MCCALLS	10,721	3.8	COOKING LT	4,162	1.5
TIME	10,706	3.8	MENS HLTH	4,040	1.4
PEOPLE	10,075	3.6	PARENTS	4,036	1.4
LS HOME JN	9,818	3.5	FIELD STRM	3,952	1.4
WOMANS DAY	9,752	3.5	ROLLNG STN	3,867	1.4
NEWSWEEK	9,156	3.3	ENTERTNMNT	3,415	1.2
GD HSEKPNG	8,795	3.1	GOLF DIGST	3,410	1.2
PLAYBOY	8,783	3.1	POP MECHAN	3,211	1.1
SMTHSONIAN	7,875	2.8	STAR	3,144	1.1
PREVENTION	7,476	2.7	GOLF MGZNE	3,069	1.1
US NWS&WR	7,390	2.6	BOYS LIFE	2,971	1.1
SPORTS ILS	6,746	2.4	VOGUE	2,898	1.0
COSMOPLTAN	6,279	2.2	OUTDR LIFE	2,854	1.0
MARTHA STW	5,587	2.0	CTRY LVING	2,588	0.9
GLAMOUR	5,508	2.0	PARENTING	2,494	0.9
SEVENTEEN	5,188	1.8	EBONY	1,124	0.4
TEEN	5,155	1.8	SOU LIVING	-	-

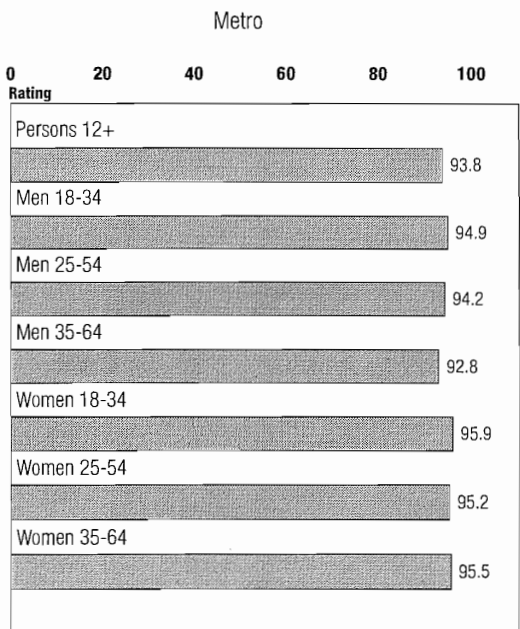
### Newspapers

Paper	Circulation	%
ALBUQUERQUE JOURNAL/TRIBUNE	101,644	36

### Radio Time Spent Listening\*



### Radio 24-Hour Cume\*



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

\* Based on Arbitron's Winter 2002 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 the applicable report(s) and other services. Rating Distortion that Arbitron concludes does not warrant delisting may be noted by placement of a notice inside Arbitron's reports; placement of a notice on report covers; placement of a flag 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 and Station Activities" section of the Report. Appropriate notice may also be made for other applicable services. In the event of repeated or serious Rating Bias Violations, as determined by Arbitron, a station's call letters and audience estimates may be delisted in applicable reports and other services.

## General Information

General information with respect to Rating Distortion and Rating Bias:

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



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*Notations*

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*Notations*

# Special Notices and Station Activities

## The Market

**Metro Definition/** The Arbitron radio Metro definition of this market conforms 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/** Hispanic Differential Survey Treatments (DST) used in this Metro Survey Area. All Metro counties, including HDHA splits, receive the same ethnic sampling procedures.

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

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

**Young Male Differential Survey Treatment (DST)/** In this market, Metro consenting households with an 18-24 year old Male receive higher diary premiums, additional follow-up calls and household follow-up premiums.

Additionally, Metro consenting households with a 25-34 year old Male receive additional follow-up calls, higher diary premiums and household follow-up premiums.

**Special Follow-Up Treatment/**In response to the events of September 11th and the possible effect on survey participation, increased follow-up premiums for this Metro were implemented for Phase 1, Weeks 3 and 4 and Phase 3, Week 4 of the Fall 2001 radio survey.

## The Sample

**High Density Area/** Effective with the Fall 2001 survey, a High Density Hispanic Area (HDHA) was established/eliminated as a separate sampling unit for the following county (ies):

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

Survey Period	HDHA Established	HDHA Eliminated
Fall 2001	(none)	Sandoval, NM

## 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
KZNM-FM	KKPL-FM	SU01 SP01 W01	10/03/01

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 Move/** In this report, special attention is called to KRQS-FM, which moved frequencies from 101.3 to 105.1 effective Winter 2002, continuing with the same format and programming.

Effective Winter 2002 the programming which had been at 105.1 (KCHQ-FM) went off the air, and a new station, KKRQ-FM, signed on the air at 101.3.

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

# 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	
<b>KABG-FM</b>																				
WI '02	30	506	.5	3.3	38	283	.6	2.8	47	296	.8	3.5	38	250	.6	3.3	11	108	.2	3.0
FA '01	35	553	.6	3.8	42	261	.7	3.1	63	318	1.1	4.7	46	330	.8	4.1	7	102	.1	1.9
SU '01	26	550	.5	3.0	38	291	.7	3.3	31	270	.6	2.3	31	271	.6	3.0	9	137	.2	2.3
SP '01	28	486	.5	3.2	40	244	.7	3.3	44	279	.8	3.3	34	268	.6	3.2	7	86	.1	1.9
<b>4-Book</b>	<b>30</b>	<b>524</b>	<b>.5</b>	<b>3.3</b>	<b>40</b>	<b>270</b>	<b>.7</b>	<b>3.1</b>	<b>46</b>	<b>291</b>	<b>.8</b>	<b>3.5</b>	<b>37</b>	<b>280</b>	<b>.7</b>	<b>3.4</b>	<b>9</b>	<b>108</b>	<b>.2</b>	<b>2.3</b>
WI '01	28	521	.5	3.2	36	237	.7	2.8	44	281	.8	3.3	34	318	.6	3.2	6	107	.1	1.7
<b>KBQI-FM</b>																				
WI '02	52	768	.9	5.7	102	505	1.7	7.6	81	429	1.3	6.0	58	463	1.0	5.1	12	204	.2	3.3
FA '01	62	894	1.0	6.8	98	559	1.7	7.3	101	538	1.7	7.6	74	558	1.3	6.5	18	221	.3	4.8
SU '01	42	642	.8	4.8	60	359	1.1	5.2	64	387	1.2	4.8	50	349	.9	4.8	19	174	.3	4.9
SP '01	57	670	1.0	6.5	84	371	1.5	7.0	85	409	1.5	6.4	69	425	1.2	6.4	19	192	.3	5.3
<b>4-Book</b>	<b>53</b>	<b>744</b>	<b>.9</b>	<b>6.0</b>	<b>86</b>	<b>449</b>	<b>1.5</b>	<b>6.8</b>	<b>83</b>	<b>441</b>	<b>1.4</b>	<b>6.2</b>	<b>63</b>	<b>449</b>	<b>1.1</b>	<b>5.7</b>	<b>17</b>	<b>198</b>	<b>.3</b>	<b>4.6</b>
WI '01	43	664	.8	4.9	71	447	1.3	5.5	70	396	1.3	5.3	53	427	1.0	5.0	12	194	.2	3.5
<b>KBTK-AM</b>																				
WI '02	15	295	.2	1.6	34	150	.6	2.5	16	145	.3	1.2	20	136	.3	1.8	10	90	.2	2.7
FA '01	11	196	.2	1.2	17	82	.3	1.3	17	107	.3	1.3	15	89	.3	1.3	8	28	.1	2.1
SU '01	9	213	.2	1.0	13	113	.2	1.1	19	138	.3	1.4	13	109	.2	1.2	3	39	.1	.8
SP '01	9	188	.2	1.0	26	124	.5	2.2	11	74	.2	.8	9	86	.2	.8	4	45	.1	1.1
<b>4-Book</b>	<b>11</b>	<b>223</b>	<b>.2</b>	<b>1.2</b>	<b>23</b>	<b>117</b>	<b>.4</b>	<b>1.8</b>	<b>16</b>	<b>116</b>	<b>.3</b>	<b>1.2</b>	<b>14</b>	<b>105</b>	<b>.3</b>	<b>1.3</b>	<b>6</b>	<b>51</b>	<b>.1</b>	<b>1.7</b>
WI '01	10	131	.2	1.1	17	58	.3	1.3	16	68	.3	1.2	17	88	.3	1.6	4	27	.1	1.2
<b>KBZU-FM</b>																				
WI '02	28	445	.5	3.1	33	219	.5	2.5	49	280	.8	3.6	39	285	.6	3.4	11	130	.2	3.0
FA '01	23	451	.4	2.5	30	187	.5	2.2	47	267	.8	3.5	28	247	.5	2.5	4	74	.1	1.1
SU '01	23	374	.4	2.6	33	209	.6	2.8	41	234	.7	3.1	32	257	.6	3.1	6	94	.1	1.6
SP '01	15	250	.3	1.7	11	100	.2	.9	29	146	.5	2.2	22	147	.4	2.1	2	41	.1	.6
<b>4-Book</b>	<b>22</b>	<b>380</b>	<b>.4</b>	<b>2.5</b>	<b>27</b>	<b>179</b>	<b>.5</b>	<b>2.1</b>	<b>42</b>	<b>232</b>	<b>.7</b>	<b>3.1</b>	<b>30</b>	<b>234</b>	<b>.5</b>	<b>2.8</b>	<b>6</b>	<b>85</b>	<b>.1</b>	<b>1.6</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	36	511	.6	3.9	46	243	.8	3.4	53	282	.9	3.9	40	294	.7	3.5	17	175	.3	4.6
FA '01	27	545	.5	2.9	31	258	.5	2.3	40	282	.7	3.0	40	337	.7	3.5	13	154	.2	3.5
SU '01	38	530	.7	4.4	41	236	.7	3.5	61	294	1.1	4.5	50	311	.9	4.8	16	170	.3	4.1
SP '01	39	533	.7	4.4	39	262	.7	3.2	58	313	1.0	4.4	44	316	.8	4.1	18	151	.3	5.0
<b>4-Book</b>	<b>35</b>	<b>530</b>	<b>.6</b>	<b>3.9</b>	<b>39</b>	<b>250</b>	<b>.7</b>	<b>3.1</b>	<b>53</b>	<b>293</b>	<b>.9</b>	<b>4.0</b>	<b>44</b>	<b>315</b>	<b>.8</b>	<b>4.0</b>	<b>16</b>	<b>163</b>	<b>.3</b>	<b>4.3</b>
WI '01	28	452	.5	3.2	36	227	.7	2.8	37	220	.7	2.8	27	205	.5	2.5	9	128	.2	2.6
<b>K10T-FM</b>																				
WI '02	28	603	.5	3.1	36	327	.6	2.7	44	303	.7	3.3	39	343	.6	3.4	9	120	.1	2.5
FA '01	18	541	.3	2.0	20	222	.3	1.5	29	269	.5	2.2	25	292	.4	2.2	8	142	.1	2.1
SU '01	19	508	.3	2.2	21	201	.4	1.8	29	242	.5	2.2	25	273	.5	2.4	7	116	.1	1.8
SP '01	25	667	.5	2.9	34	303	.6	2.8	40	289	.7	3.0	36	357	.7	3.4	9	187	.2	2.5
<b>4-Book</b>	<b>23</b>	<b>580</b>	<b>.4</b>	<b>2.6</b>	<b>28</b>	<b>263</b>	<b>.5</b>	<b>2.2</b>	<b>36</b>	<b>276</b>	<b>.6</b>	<b>2.7</b>	<b>31</b>	<b>316</b>	<b>.6</b>	<b>2.9</b>	<b>8</b>	<b>141</b>	<b>.1</b>	<b>2.2</b>
WI '01	35	674	.6	4.0	40	296	.7	3.1	52	348	.9	3.9	47	399	.9	4.4	10	160	.2	2.9
<b>KIVA-AM</b>																				
WI '02	10	261	.2	1.1	18	133	.3	1.3	14	144	.2	1.0	11	146	.2	1.0	2	28	.1	.5
FA '01	11	283	.2	1.2	16	181	.3	1.2	21	186	.4	1.6	15	159	.3	1.3	2	46	.1	.5
SU '01	5	194	.1	.6	9	89	.2	.8	8	113	.1	.6	8	106	.1	.8	3	36	.1	.8
SP '01	3	128	.1	.3	5	53	.1	.4	4	56	.1	.3	3	49	.1	.3	1	26	.1	.3
<b>4-Book</b>	<b>7</b>	<b>217</b>	<b>.2</b>	<b>.8</b>	<b>12</b>	<b>114</b>	<b>.2</b>	<b>.9</b>	<b>12</b>	<b>125</b>	<b>.2</b>	<b>.9</b>	<b>9</b>	<b>115</b>	<b>.2</b>	<b>.9</b>	<b>2</b>	<b>34</b>	<b>.1</b>	<b>.5</b>
WI '01	3	103	.1	.3	6	68	.1	.5	4	38	.1	.3	5	59	.1	.5	1	12	.1	.3
<b>KKJY-AM</b>																				
WI '02	14	239	.2	1.5	17	103	.3	1.3	26	181	.4	1.9	16	158	.3	1.4	3	38	.1	.8
FA '01	19	276	.3	2.1	22	142	.4	1.6	36	207	.6	2.7	18	150	.3	1.6	8	67	.1	2.1
SU '01	20	268	.4	2.3	26	139	.5	2.2	33	197	.6	2.5	19	156	.3	1.8	7	80	.1	1.8
SP '01	20	232	.4	2.3	25	151	.5	2.1	37	170	.7	2.8	23	135	.4	2.1	5	52	.1	1.4
<b>4-Book</b>	<b>18</b>	<b>254</b>	<b>.3</b>	<b>2.1</b>	<b>23</b>	<b>134</b>	<b>.4</b>	<b>1.8</b>	<b>33</b>	<b>189</b>	<b>.6</b>	<b>2.5</b>	<b>19</b>	<b>150</b>	<b>.3</b>	<b>1.7</b>	<b>6</b>	<b>59</b>	<b>.1</b>	<b>1.5</b>
WI '01	20	206	.4	2.3	25	157	.5	1.9	35	174	.6	2.6	23	138	.4	2.2	4	43	.1	1.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KKOB-AM</b>																				
WI '02	83	1214	1.4	9.1	159	808	2.6	11.8	134	699	2.2	9.9	90	644	1.5	7.9	32	314	.5	8.7
FA '01	90	1211	1.5	9.8	175	739	3.0	13.0	143	635	2.4	10.7	97	680	1.6	8.5	31	247	.5	8.3
SU '01	69	946	1.2	7.9	134	623	2.4	11.6	136	609	2.5	10.1	62	489	1.1	5.9	16	155	.3	4.1
SP '01	78	1056	1.4	8.9	141	644	2.6	11.7	153	728	2.8	11.6	87	549	1.6	8.1	21	184	.4	5.8
<b>4-Book</b>	<b>80</b>	<b>1107</b>	<b>1.4</b>	<b>8.9</b>	<b>152</b>	<b>704</b>	<b>2.7</b>	<b>12.0</b>	<b>142</b>	<b>668</b>	<b>2.5</b>	<b>10.6</b>	<b>84</b>	<b>591</b>	<b>1.5</b>	<b>7.6</b>	<b>25</b>	<b>225</b>	<b>.4</b>	<b>6.7</b>
WI '01	93	1132	1.7	10.5	173	722	3.1	13.4	177	667	3.2	13.3	93	596	1.7	8.7	33	296	.6	9.6
<b>KKOB-FM</b>																				
WI '02	37	797	.6	4.0	67	436	1.1	5.0	61	432	1.0	4.5	40	417	.7	3.5	9	159	.1	2.5
FA '01	34	739	.6	3.7	61	441	1.0	4.5	54	400	.9	4.0	41	383	.7	3.6	11	145	.2	2.9
SU '01	28	701	.5	3.2	50	355	.9	4.3	43	307	.8	3.2	34	343	.6	3.3	8	150	.1	2.1
SP '01	25	606	.5	2.9	52	300	.9	4.3	36	265	.7	2.7	29	294	.5	2.7	5	83	.1	1.4
<b>4-Book</b>	<b>31</b>	<b>711</b>	<b>.6</b>	<b>3.5</b>	<b>58</b>	<b>383</b>	<b>1.0</b>	<b>4.5</b>	<b>49</b>	<b>351</b>	<b>.9</b>	<b>3.6</b>	<b>36</b>	<b>359</b>	<b>.6</b>	<b>3.3</b>	<b>8</b>	<b>134</b>	<b>.1</b>	<b>2.2</b>
WI '01	31	760	.6	3.5	49	433	.9	3.8	48	364	.9	3.6	41	424	.7	3.8	9	175	.2	2.6
<b>KKRG-FM</b>																				
WI '02	14	322	.2	1.5	16	138	.3	1.2	20	166	.3	1.5	18	161	.3	1.6	5	58	.1	1.4
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	39	958	.6	4.3	46	492	.8	3.4	43	476	.7	3.2	54	607	.9	4.8	26	349	.4	7.1
FA '01	37	949	.6	4.0	55	485	.9	4.1	39	420	.7	2.9	49	540	.8	4.3	20	309	.3	5.4
SU '01	34	772	.6	3.9	36	386	.7	3.1	43	424	.8	3.2	38	462	.7	3.6	27	253	.5	7.0
SP '01	32	801	.6	3.6	38	385	.7	3.2	36	353	.7	2.7	44	436	.8	4.1	19	259	.3	5.3
<b>4-Book</b>	<b>36</b>	<b>870</b>	<b>.6</b>	<b>4.0</b>	<b>44</b>	<b>437</b>	<b>.8</b>	<b>3.5</b>	<b>40</b>	<b>418</b>	<b>.7</b>	<b>3.0</b>	<b>46</b>	<b>511</b>	<b>.8</b>	<b>4.2</b>	<b>23</b>	<b>293</b>	<b>.4</b>	<b>6.2</b>
WI '01	29	683	.5	3.3	46	347	.8	3.6	26	328	.5	2.0	35	391	.6	3.3	27	231	.5	7.9
<b>KLSK-FM</b>																				
WI '02	11	409	.2	1.2	19	195	.3	1.4	19	187	.3	1.4	12	200	.2	1.1	6	98	.1	1.6
FA '01	17	414	.3	1.9	16	155	.3	1.2	21	194	.4	1.6	27	244	.5	2.4	7	91	.1	1.9
SU '01	14	372	.3	1.6	16	160	.3	1.4	25	184	.5	1.9	17	195	.3	1.6	7	76	.1	1.8
SP '01	17	411	.3	1.9	19	180	.3	1.6	28	185	.5	2.1	27	241	.5	2.5	5	88	.1	1.4
<b>4-Book</b>	<b>15</b>	<b>402</b>	<b>.3</b>	<b>1.7</b>	<b>18</b>	<b>173</b>	<b>.3</b>	<b>1.4</b>	<b>23</b>	<b>188</b>	<b>.4</b>	<b>1.8</b>	<b>21</b>	<b>220</b>	<b>.4</b>	<b>1.9</b>	<b>6</b>	<b>88</b>	<b>.1</b>	<b>1.7</b>
WI '01	14	426	.3	1.6	15	147	.3	1.2	20	223	.4	1.5	21	250	.4	2.0	6	112	.1	1.7
<b>KLVO-FM</b>																				
WI '02	25	316	.4	2.7	31	164	.5	2.3	39	200	.6	2.9	33	204	.5	2.9	10	98	.2	2.7
FA '01	14	240	.2	1.5	13	114	.2	1.0	16	138	.3	1.2	21	162	.4	1.9	7	74	.1	1.9
SU '01	23	298	.4	2.6	32	179	.6	2.8	34	174	.6	2.5	21	156	.4	2.0	10	110	.2	2.6
SP '01	31	422	.6	3.5	30	181	.5	2.5	37	255	.7	2.8	48	277	.9	4.5	15	160	.3	4.2
<b>4-Book</b>	<b>23</b>	<b>319</b>	<b>.4</b>	<b>2.6</b>	<b>27</b>	<b>160</b>	<b>.5</b>	<b>2.2</b>	<b>32</b>	<b>192</b>	<b>.6</b>	<b>2.4</b>	<b>31</b>	<b>200</b>	<b>.6</b>	<b>2.8</b>	<b>11</b>	<b>111</b>	<b>.2</b>	<b>2.9</b>
WI '01	23	322	.4	2.6	31	180	.6	2.4	34	182	.6	2.6	26	173	.5	2.4	9	73	.2	2.6
<b>KMGA-FM</b>																				
WI '02	47	705	.8	5.1	60	379	1.0	4.5	96	358	1.6	7.1	61	442	1.0	5.4	13	203	.2	3.5
FA '01	55	727	.9	6.0	79	409	1.3	5.9	97	417	1.6	7.3	66	431	1.1	5.8	15	183	.3	4.0
SU '01	39	607	.7	4.5	46	265	.8	4.0	69	326	1.2	5.1	41	334	.7	3.9	19	193	.3	4.9
SP '01	43	652	.8	4.9	53	348	1.0	4.4	70	328	1.3	5.3	47	346	.9	4.4	22	231	.4	6.1
<b>4-Book</b>	<b>46</b>	<b>673</b>	<b>.8</b>	<b>5.1</b>	<b>60</b>	<b>350</b>	<b>1.0</b>	<b>4.7</b>	<b>83</b>	<b>357</b>	<b>1.4</b>	<b>6.2</b>	<b>54</b>	<b>388</b>	<b>.9</b>	<b>4.9</b>	<b>17</b>	<b>203</b>	<b>.3</b>	<b>4.6</b>
WI '01	39	623	.7	4.4	58	326	1.0	4.5	68	305	1.2	5.1	44	320	.8	4.1	19	186	.3	5.5
<b>KNKT-FM</b>																				
WI '02	12	242	.2	1.3	21	136	.3	1.6	18	103	.3	1.3	10	100	.2	.9	8	59	.1	2.2
FA '01	14	271	.2	1.5	32	151	.5	2.4	15	108	.3	1.1	16	128	.3	1.4	6	78	.1	1.6
SU '01	11	225	.2	1.3	18	117	.3	1.6	12	94	.2	.9	16	148	.3	1.5	3	56	.1	.8
SP '01	7	195	.1	.8	10	90	.2	.8	12	79	.2	.9	7	90	.1	.7	2	46	.1	.6
<b>4-Book</b>	<b>11</b>	<b>233</b>	<b>.2</b>	<b>1.2</b>	<b>20</b>	<b>124</b>	<b>.3</b>	<b>1.6</b>	<b>14</b>	<b>96</b>	<b>.2</b>	<b>1.1</b>	<b>12</b>	<b>117</b>	<b>.2</b>	<b>1.1</b>	<b>5</b>	<b>60</b>	<b>.1</b>	<b>1.3</b>
WI '01	10	226	.2	1.1	16	97	.3	1.2	10	90	.2	.8	9	102	.2	.8	4	67	.1	1.2

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
<b>KNML-AM</b>																			
WI '02	13	279	.2	1.4	20	136	.3	1.5	22	137	.4	1.6	15	148	.2	1.3	3	56	.8
FA '01	20	308	.3	2.2	25	116	.4	1.9	49	153	.8	3.7	22	156	.4	1.9	3	79	.1
SU '01	8	145	.1	.9	13	72	.2	1.1	18	71	.3	1.3	8	70	.1	.8	2	27	.5
SP '01	13	175	.2	1.5	17	80	.3	1.4	26	105	.5	2.0	15	111	.3	1.4	5	36	.1
<b>4-Book</b>	<b>14</b>	<b>227</b>	<b>.2</b>	<b>1.5</b>	<b>19</b>	<b>101</b>	<b>.3</b>	<b>1.5</b>	<b>29</b>	<b>117</b>	<b>.5</b>	<b>2.2</b>	<b>15</b>	<b>121</b>	<b>.3</b>	<b>1.4</b>	<b>3</b>	<b>50</b>	<b>.1</b>
WI '01	10	245	.2	1.1	12	90	.2	.9	20	88	.4	1.5	13	126	.2	1.2	4	65	.1
<b>KPEK-FM</b>																			
WI '02	32	734	.5	3.5	42	372	.7	3.1	45	411	.7	3.3	45	472	.7	4.0	10	211	.2
FA '01	20	676	.3	2.2	26	320	.4	1.9	29	327	.5	2.2	28	381	.5	2.5	8	158	.1
SU '01	33	733	.6	3.8	40	326	.7	3.4	60	375	1.1	4.5	48	434	.9	4.6	9	156	.2
SP '01	35	749	.6	4.0	42	384	.8	3.5	56	410	1.0	4.2	46	424	.8	4.3	15	204	.3
<b>4-Book</b>	<b>30</b>	<b>723</b>	<b>.5</b>	<b>3.4</b>	<b>38</b>	<b>351</b>	<b>.7</b>	<b>3.0</b>	<b>48</b>	<b>381</b>	<b>.8</b>	<b>3.6</b>	<b>42</b>	<b>428</b>	<b>.7</b>	<b>3.9</b>	<b>11</b>	<b>182</b>	<b>.2</b>
WI '01	34	756	.6	3.9	50	407	.9	3.9	54	366	1.0	4.1	46	463	.8	4.3	10	188	.2
<b>KQEO-FM</b>																			
WI '02	15	298	.2	1.6	14	153	.2	1.0	28	156	.5	2.1	19	149	.3	1.7	6	50	.1
FA '01	15	281	.3	1.6	22	130	.4	1.6	20	141	.3	1.5	18	148	.3	1.6	5	54	.1
SU '01	18	413	.3	2.1	27	178	.5	2.3	27	246	.5	2.0	22	205	.4	2.1	5	90	.1
SP '01	15	363	.3	1.7	20	177	.4	1.7	28	187	.5	2.1	16	142	.3	1.5	4	68	.1
<b>4-Book</b>	<b>16</b>	<b>339</b>	<b>.3</b>	<b>1.8</b>	<b>21</b>	<b>160</b>	<b>.4</b>	<b>1.7</b>	<b>26</b>	<b>183</b>	<b>.5</b>	<b>1.9</b>	<b>19</b>	<b>161</b>	<b>.3</b>	<b>1.7</b>	<b>5</b>	<b>66</b>	<b>.1</b>
WI '01	20	405	.4	2.3	28	213	.5	2.2	34	212	.6	2.6	22	228	.4	2.1	8	73	.1
<b>KRQS-FM</b>																			
WI '02	36	473	.6	3.9	42	282	.7	3.1	54	273	.9	4.0	49	310	.8	4.3	12	161	.2
FA '01	18	326	.3	2.0	25	163	.4	1.9	28	182	.5	2.1	23	178	.4	2.0	6	71	.1
SU '01	29	358	.5	3.3	34	176	.6	2.9	55	222	1.0	4.1	35	240	.6	3.3	9	115	.2
SP '01	28	376	.5	3.2	32	209	.6	2.7	44	212	.8	3.3	37	261	.7	3.5	10	141	.2
<b>4-Book</b>	<b>28</b>	<b>383</b>	<b>.5</b>	<b>3.1</b>	<b>33</b>	<b>208</b>	<b>.6</b>	<b>2.7</b>	<b>45</b>	<b>222</b>	<b>.8</b>	<b>3.4</b>	<b>36</b>	<b>247</b>	<b>.6</b>	<b>3.3</b>	<b>9</b>	<b>122</b>	<b>.2</b>
WI '01	18	282	.3	2.0	22	132	.4	1.7	36	161	.7	2.7	24	177	.4	2.2	4	78	.1
<b>KRST-FM</b>																			
WI '02	32	767	.5	3.5	48	400	.8	3.6	51	358	.8	3.8	37	398	.6	3.3	7	161	.1
FA '01	41	878	.7	4.5	67	441	1.1	5.0	59	463	1.0	4.4	48	474	.8	4.2	14	197	.2
SU '01	40	794	.7	4.6	54	405	1.0	4.7	64	436	1.2	4.8	44	456	.8	4.2	19	224	.3
SP '01	44	832	.8	5.0	65	408	1.2	5.4	66	422	1.2	5.0	58	473	1.0	5.4	11	187	.2
<b>4-Book</b>	<b>39</b>	<b>818</b>	<b>.7</b>	<b>4.4</b>	<b>59</b>	<b>414</b>	<b>1.0</b>	<b>4.7</b>	<b>60</b>	<b>420</b>	<b>1.1</b>	<b>4.5</b>	<b>47</b>	<b>450</b>	<b>.8</b>	<b>4.3</b>	<b>13</b>	<b>192</b>	<b>.2</b>
WI '01	33	790	.6	3.7	55	428	1.0	4.3	52	392	.9	3.9	32	391	.6	3.0	8	132	.1
<b>KRZY-AM</b>																			
WI '02	4	99	.1	.4	12	69	.2	.9	7	57	.1	.5	3	30	.1	.3	1	3	.3
FA '01	10	92	.2	1.1	24	71	.4	1.8	13	58	.2	1.0	4	27	.1	.4	1	17	.3
SU '01	9	109	.2	1.0	19	65	.3	1.6	17	66	.3	1.3	6	46	.1	.6	2	19	.5
SP '01	9	113	.2	1.0	14	68	.3	1.2	15	73	.3	1.1	7	68	.1	.7	2	32	.6
<b>4-Book</b>	<b>8</b>	<b>103</b>	<b>.2</b>	<b>.9</b>	<b>17</b>	<b>68</b>	<b>.3</b>	<b>1.4</b>	<b>13</b>	<b>64</b>	<b>.2</b>	<b>1.0</b>	<b>5</b>	<b>43</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>18</b>	<b>.4</b>
WI '01	6	109	.1	.7	11	64	.2	.9	10	58	.2	.8	6	50	.1	.6	1	8	.3
<b>KRZY-FM</b>																			
WI '02	20	232	.3	2.2	21	138	.3	1.6	26	131	.4	1.9	25	162	.4	2.2	9	74	.1
FA '01	7	135	.1	.8	9	67	.2	.7	9	64	.2	.7	6	59	.1	.5	3	42	.1
SU '01	21	231	.4	2.4	24	119	.4	2.1	34	134	.6	2.5	25	141	.5	2.4	8	83	.1
SP '01	10	210	.2	1.1	9	98	.2	.7	14	118	.3	1.1	13	117	.2	1.2	4	49	.1
<b>4-Book</b>	<b>15</b>	<b>202</b>	<b>.3</b>	<b>1.6</b>	<b>16</b>	<b>106</b>	<b>.3</b>	<b>1.3</b>	<b>21</b>	<b>112</b>	<b>.4</b>	<b>1.6</b>	<b>17</b>	<b>120</b>	<b>.3</b>	<b>1.6</b>	<b>6</b>	<b>62</b>	<b>.1</b>
WI '01	8	136	.1	.9	7	54	.1	.5	13	67	.2	1.0	9	60	.2	.8	3	38	.1
<b>KSYU-FM</b>																			
WI '02	14	309	.2	1.5	19	150	.3	1.4	22	140	.4	1.6	20	182	.3	1.8	6	77	.1
FA '01	20	418	.3	2.2	25	188	.4	1.9	33	195	.6	2.5	23	228	.4	2.0	5	85	.1
SU '01	17	367	.3	2.0	21	179	.4	1.8	29	205	.5	2.2	21	198	.4	2.0	6	93	.1
SP '01	19	339	.3	2.2	28	190	.5	2.3	32	198	.6	2.4	23	209	.4	2.1	5	88	.1
<b>4-Book</b>	<b>18</b>	<b>358</b>	<b>.3</b>	<b>2.0</b>	<b>23</b>	<b>177</b>	<b>.4</b>	<b>1.9</b>	<b>29</b>	<b>185</b>	<b>.5</b>	<b>2.2</b>	<b>22</b>	<b>204</b>	<b>.4</b>	<b>2.0</b>	<b>6</b>	<b>86</b>	<b>.1</b>
WI '01	13	284	.2	1.5	17	134	.3	1.3	28	146	.5	2.1	16	149	.3	1.5	2	36	.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KTEG-FM</b>																				
WI '02	27	554	.4	3.0	33	310	.5	2.5	28	264	.5	2.1	34	307	.6	3.0	24	214	.4	6.5
FA '01	23	561	.4	2.5	28	307	.5	2.1	25	284	.4	1.9	32	329	.5	2.8	19	237	.3	5.1
SU '01	29	569	.5	3.3	28	292	.5	2.4	42	360	.8	3.1	35	355	.6	3.3	24	219	.4	6.2
SP '01	15	452	.3	1.7	21	207	.4	1.7	22	217	.4	1.7	18	243	.3	1.7	11	165	.2	3.1
<b>4-Book</b>	<b>24</b>	<b>534</b>	<b>.4</b>	<b>2.6</b>	<b>28</b>	<b>279</b>	<b>.5</b>	<b>2.2</b>	<b>29</b>	<b>281</b>	<b>.5</b>	<b>2.2</b>	<b>30</b>	<b>309</b>	<b>.5</b>	<b>2.7</b>	<b>20</b>	<b>209</b>	<b>.3</b>	<b>5.2</b>
WI '01	26	499	.5	2.9	29	221	.5	2.2	28	216	.5	2.1	37	310	.7	3.5	21	211	.4	6.1
<b>KTZO-FM</b>																				
WI '02	24	695	.4	2.6	30	350	.5	2.2	37	340	.6	2.7	36	425	.6	3.2	8	152	.1	2.2
FA '01	24	672	.4	2.6	31	304	.5	2.3	34	367	.6	2.5	34	377	.6	3.0	9	195	.2	2.4
SU '01	29	603	.5	3.3	28	268	.5	2.4	50	327	.9	3.7	42	372	.8	4.0	13	213	.2	3.4
SP '01	31	543	.6	3.5	34	240	.6	2.8	55	298	1.0	4.2	38	331	.7	3.5	10	132	.2	2.8
<b>4-Book</b>	<b>27</b>	<b>628</b>	<b>.5</b>	<b>3.0</b>	<b>31</b>	<b>291</b>	<b>.5</b>	<b>2.4</b>	<b>44</b>	<b>333</b>	<b>.8</b>	<b>3.3</b>	<b>38</b>	<b>376</b>	<b>.7</b>	<b>3.4</b>	<b>10</b>	<b>173</b>	<b>.2</b>	<b>2.7</b>
WI '01	20	462	.4	2.3	21	183	.4	1.6	25	235	.5	1.9	28	249	.5	2.6	9	107	.2	2.6
<b>KYLZ-FM</b>																				
WI '02	50	920	.8	5.5	60	510	1.0	4.5	48	428	.8	3.6	63	515	1.0	5.5	43	399	.7	11.7
FA '01	54	982	.9	5.9	62	560	1.0	4.6	52	503	.9	3.9	73	641	1.2	6.4	53	452	.9	14.2
SU '01	47	765	.9	5.4	45	384	.8	3.9	57	452	1.0	4.2	59	509	1.1	5.6	38	342	.7	9.8
SP '01	51	839	.9	5.8	54	452	1.0	4.5	55	481	1.0	4.2	67	529	1.2	6.3	50	385	.9	13.9
<b>4-Book</b>	<b>51</b>	<b>877</b>	<b>.9</b>	<b>5.7</b>	<b>55</b>	<b>477</b>	<b>1.0</b>	<b>4.4</b>	<b>53</b>	<b>466</b>	<b>.9</b>	<b>4.0</b>	<b>66</b>	<b>549</b>	<b>1.1</b>	<b>6.0</b>	<b>46</b>	<b>395</b>	<b>.8</b>	<b>12.4</b>
WI '01	39	709	.7	4.4	47	398	.9	3.6	37	349	.7	2.8	50	440	.9	4.7	35	307	.6	10.2
<b>+KZNM-FM</b>																				
WI '02	12	161	.2	1.3	15	103	.2	1.1	22	116	.4	1.6	16	88	.3	1.4	3	29	.8	.8
FA '01	9	163	.2	1.0	8	75	.1	.6	11	84	.2	.8	12	87	.2	1.1	3	53	.1	.8
SU '01	8	228	.1	.9	11	108	.2	.9	9	106	.2	.7	7	102	.1	.7	7	53	.1	1.8
SP '01	7	195	.1	.8	14	83	.3	1.2	8	132	.1	.6	8	71	.1	.7	4	55	.1	1.1
<b>4-Book</b>	<b>9</b>	<b>187</b>	<b>.2</b>	<b>1.0</b>	<b>12</b>	<b>92</b>	<b>.2</b>	<b>1.0</b>	<b>13</b>	<b>110</b>	<b>.2</b>	<b>.9</b>	<b>11</b>	<b>87</b>	<b>.2</b>	<b>1.0</b>	<b>4</b>	<b>48</b>	<b>.1</b>	<b>1.1</b>
WI '01	9	232	.2	1.0	16	118	.3	1.2	13	103	.2	1.0	9	121	.2	.8	4	57	.1	1.2
<b>KZRR-FM</b>																				
WI '02	44	819	.7	4.8	82	554	1.4	6.1	62	408	1.0	4.6	52	428	.9	4.6	15	177	.2	4.1
FA '01	58	797	1.0	6.3	108	496	1.8	8.0	87	409	1.5	6.5	68	447	1.2	6.0	21	204	.4	5.6
SU '01	46	679	.8	5.3	68	334	1.2	5.9	74	400	1.3	5.5	61	413	1.1	5.8	20	208	.4	5.2
SP '01	37	666	.7	4.2	81	430	1.5	6.7	46	320	.8	3.5	39	333	.7	3.6	15	155	.3	4.2
<b>4-Book</b>	<b>46</b>	<b>740</b>	<b>.8</b>	<b>5.2</b>	<b>85</b>	<b>454</b>	<b>1.5</b>	<b>6.7</b>	<b>67</b>	<b>384</b>	<b>1.2</b>	<b>5.0</b>	<b>55</b>	<b>405</b>	<b>1.0</b>	<b>5.0</b>	<b>18</b>	<b>186</b>	<b>.3</b>	<b>4.8</b>
WI '01	72	848	1.3	8.2	107	534	1.9	8.3	109	435	2.0	8.2	96	546	1.7	9.0	23	232	.4	6.7
<b>KBAC-FM</b>																				
WI '02	6	120	.1	.7	9	66	.1	.7	5	60	.1	.4	9	73	.1	.8	3	41	.8	.8
FA '01	11	172	.2	1.2	14	98	.2	1.0	13	89	.2	1.0	15	114	.3	1.3	5	72	.1	1.3
SU '01	7	183	.1	.8	7	66	.1	.6	10	77	.2	.7	10	98	.2	1.0	3	52	.1	.8
SP '01	6	152	.1	.7	6	63	.1	.5	10	53	.2	.8	8	86	.1	.7	3	51	.1	.8
<b>4-Book</b>	<b>8</b>	<b>157</b>	<b>.1</b>	<b>.9</b>	<b>9</b>	<b>73</b>	<b>.1</b>	<b>.7</b>	<b>10</b>	<b>70</b>	<b>.2</b>	<b>.7</b>	<b>11</b>	<b>93</b>	<b>.2</b>	<b>1.0</b>	<b>4</b>	<b>54</b>	<b>.1</b>	<b>.9</b>
WI '01	7	141	.1	.8	7	74	.1	.5	8	69	.1	.6	10	83	.2	.9	4	45	.1	1.2
<b>TOTALS</b>																				
WI '02	915	5673	15.1		1343	4938	22.2		1349	4462	22.3		1136	4841	18.8		367	2851	6.1	
FA '01	916	5629	15.5		1344	4857	22.8		1336	4429	22.6		1135	4885	19.2		373	2840	6.3	
SU '01	869	5201	15.7		1160	4418	21.0		1342	4374	24.3		1045	4520	18.9		386	2775	7.0	
SP '01	877	5231	15.9		1204	4376	21.8		1322	4312	23.9		1072	4489	19.4		360	2658	6.5	
<b>4-Book</b>	<b>894</b>	<b>5434</b>	<b>15.6</b>		<b>1263</b>	<b>4647</b>	<b>22.0</b>		<b>1337</b>	<b>4394</b>	<b>23.3</b>		<b>1097</b>	<b>4684</b>	<b>19.1</b>		<b>372</b>	<b>2781</b>	<b>6.5</b>	
WI '01	883	5245	16.0		1290	4586	23.4		1330	4100	24.1		1068	4546	19.3		343	2499	6.2	

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 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	
KABG-FM	WI '02	42	426	.7	3.3	22	277	.4	3.5	31	81	.5	4.4	42	128	.7	3.7	25	65	.4	3.3	
	4-Book	42	437	.7	3.4	24	287	.4	3.8	29	85	.5	4.1	47	129	.8	4.2	28	79	.5	3.6	
KBQI-FM	WI '02	80	707	1.3	6.2	29	422	.5	4.6	39	128	.6	5.5	51	183	.8	4.5	27	114	.4	3.6	
	4-Book	78	665	1.3	6.2	36	421	.6	5.6	40	138	.7	5.6	64	179	1.1	5.7	42	150	.7	5.4	
KBTK-AM	WI '02	23	263	.4	1.8	5	92	.1	.8	2	15	.1	.3	4	31	.1	.4	9	24	.1	1.2	
	4-Book	17	205	.3	1.4	4	63	.1	.6	3	12	.1	.4	5	23	.1	.4	4	14	.1	.6	
KBZU-FM	WI '02	41	398	.7	3.2	15	226	.2	2.4	13	51	.2	1.8	29	93	.5	2.5	35	104	.6	4.7	
	4-Book	34	329	.6	2.7	13	180	.2	2.1	11	37	.2	1.5	27	76	.5	2.4	23	70	.4	3.0	
KHFM-FM	WI '02	47	414	.8	3.7	30	294	.5	4.7	31	82	.5	4.4	54	133	.9	4.7	25	67	.4	3.3	
	4-Book	46	441	.8	3.8	28	289	.5	4.5	26	79	.5	3.7	45	122	.8	4.1	33	88	.6	4.3	
KIOT-FM	WI '02	40	523	.7	3.1	19	310	.3	3.0	22	80	.4	3.1	34	121	.6	3.0	27	83	.4	3.6	
	4-Book	32	471	.6	2.6	16	267	.3	2.5	13	59	.3	1.8	30	108	.5	2.6	21	76	.4	2.8	
KIVA-AM	WI '02	14	240	.2	1.1	6	92	.1	.9	12	31	.2	1.7	11	39	.2	1.0	7	35	.1	.9	
	4-Book	11	197	.2	.9	4	89	.1	.6	6	27	.1	.8	6	29	.1	.5	4	21	.1	.5	
KKJY-AM	WI '02	20	214	.3	1.6	12	167	.2	1.9	14	52	.2	2.0	26	115	.4	2.3	14	42	.2	1.9	
	4-Book	25	229	.4	2.1	15	157	.3	2.4	21	66	.3	2.9	33	98	.6	3.0	16	52	.3	2.1	
KKOB-AM	WI '02	128	1118	2.1	10.0	36	572	.6	5.7	61	227	1.0	8.6	41	179	.7	3.6	37	124	.6	4.9	
	4-Book	127	1010	2.2	10.3	33	490	.6	5.3	61	195	1.1	8.4	51	173	.9	4.5	33	113	.6	4.3	
KKQB-FM	WI '02	56	719	.9	4.4	20	347	.3	3.2	17	71	.3	2.4	37	165	.6	3.2	21	69	.3	2.8	
	4-Book	47	619	.8	3.8	17	295	.3	2.8	18	70	.3	2.5	25	110	.4	2.3	20	78	.3	2.6	
KKRG-FM	WI '02	18	258	.3	1.4	11	174	.2	1.7	6	25	.1	.8	15	56	.2	1.3	17	61	.3	2.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM	WI '02	47	856	.8	3.7	33	517	.5	5.2	27	122	.4	3.8	54	222	.9	4.7	46	186	.8	6.1	
	4-Book	43	748	.8	3.5	31	471	.5	4.9	26	106	.5	3.6	51	199	.9	4.5	40	143	.7	5.3	
KLSK-FM	WI '02	17	328	.3	1.3	5	172	.1	.8	7	41	.1	1.0	9	61	.1	.8	8	50	.1	1.1	
	4-Book	21	326	.4	1.7	10	178	.2	1.6	11	42	.2	1.5	21	82	.4	1.9	14	58	.3	1.8	
KLVO-FM	WI '02	35	280	.6	2.7	17	191	.3	2.7	23	63	.4	3.3	28	87	.5	2.5	18	45	.3	2.4	
	4-Book	30	279	.5	2.4	20	200	.4	3.2	21	63	.4	2.9	35	93	.6	3.2	22	61	.4	2.8	
KMGA-FM	WI '02	74	590	1.2	5.8	21	340	.3	3.3	19	90	.3	2.7	41	132	.7	3.6	24	82	.4	3.2	
	4-Book	67	563	1.2	5.4	28	328	.5	4.4	31	100	.5	4.3	51	142	.9	4.6	31	101	.6	4.0	
KNKT-FM	WI '02	16	189	.3	1.2	8	123	.1	1.3	6	17	.1	.8	22	56	.4	1.9	9	22	.1	1.2	
	4-Book	15	191	.3	1.2	7	120	.1	1.1	5	25	.1	.6	11	42	.2	1.0	7	25	.1	.9	
KNML-AM	WI '02	19	221	.3	1.5	8	175	.1	1.3	7	31	.1	1.0	11	47	.2	1.0	7	37	.1	.9	
	4-Book	21	185	.4	1.7	7	119	.1	1.1	8	26	.2	1.0	8	32	.2	.8	8	27	.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 - 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
KPEK-FM	WI '02	44	661	.7	3.4	27	365	.4	4.3	21	82	.3	3.0	34	130	.6	3.0	25	124	.4	3.3
	4-Book	43	621	.8	3.5	21	365	.4	3.4	21	80	.4	2.9	38	151	.7	3.4	25	114	.4	3.2
KQED-FM	WI '02	21	249	.3	1.6	11	136	.2	1.7	5	33	.1	.7	20	53	.3	1.8	9	22	.1	1.2
	4-Book	22	279	.4	1.8	12	165	.2	1.8	12	41	.2	1.6	23	68	.4	2.1	11	37	.2	1.4
KRQS-FM	WI '02	49	400	.8	3.8	29	291	.5	4.6	17	75	.3	2.4	56	128	.9	4.9	35	99	.6	4.7
	4-Book	39	328	.7	3.1	20	214	.4	3.2	21	73	.4	2.9	35	87	.6	3.1	25	73	.5	3.3
KRST-FM	WI '02	46	610	.8	3.6	23	403	.4	3.6	25	104	.4	3.5	30	153	.5	2.6	37	128	.6	4.9
	4-Book	56	677	1.0	4.5	27	417	.5	4.3	31	111	.5	4.3	41	159	.7	3.7	35	136	.6	4.6
KRZY-AM	WI '02	8	95	.1	.6	2	28	.3		5	17	.1	.7	4	13	.1	.4	4	11	.1	.5
	4-Book	12	96	.2	1.0	5	50	.1	.8	11	26	.2	1.5	10	23	.2	.9	5	17	.1	.7
KRZY-FM	WI '02	24	219	.4	1.9	19	135	.3	3.0	24	36	.4	3.4	33	88	.5	2.9	22	35	.4	2.9
	4-Book	18	176	.3	1.5	13	113	.2	2.1	15	36	.3	2.1	24	59	.4	2.2	19	36	.3	2.4
KSYU-FM	WI '02	20	261	.3	1.6	9	124	.1	1.4	11	26	.2	1.6	25	77	.4	2.2	14	52	.2	1.9
	4-Book	25	301	.4	2.0	13	170	.2	2.0	13	46	.2	1.8	26	91	.4	2.3	22	69	.4	2.9
KTEG-FM	WI '02	31	460	.5	2.4	23	317	.4	3.6	21	72	.3	3.0	35	126	.6	3.1	28	78	.5	3.7
	4-Book	29	460	.5	2.3	18	277	.3	2.8	17	59	.3	2.3	26	108	.5	2.4	26	84	.5	3.4
KTZO-FM	WI '02	34	595	.6	2.7	16	321	.3	2.5	13	73	.2	1.8	35	138	.6	3.1	24	111	.4	3.2
	4-Book	38	533	.7	3.1	20	316	.4	3.1	19	69	.3	2.6	39	138	.7	3.5	27	113	.5	3.5
KYLZ-FM	WI '02	56	807	.9	4.4	42	562	.7	6.6	28	105	.5	4.0	75	296	1.2	6.6	49	168	.8	6.5
	4-Book	57	773	1.0	4.6	41	512	.7	6.4	29	112	.5	4.0	59	221	1.0	5.2	54	180	.9	7.0
+KZNM-FM	WI '02	18	150	.3	1.4	8	79	.1	1.3	2	14	.3		12	37	.2	1.1	15	24	.2	2.0
	4-Book	12	156	.2	1.0	8	89	.1	1.3	8	26	.1	1.0	15	41	.3	1.3	10	31	.2	1.3
KZRR-FM	WI '02	65	740	1.1	5.1	25	340	.4	3.9	29	116	.5	4.1	50	123	.8	4.4	23	100	.4	3.1
	4-Book	69	654	1.2	5.6	26	344	.4	4.0	29	97	.5	4.0	46	145	.8	4.2	31	113	.6	4.0
KBAC-FM	WI '02	8	100	.1	.6	4	56	.1	.6	1	10	.1		8	35	.1	.7	5	18	.1	.7
	4-Book	10	124	.2	.8	6	79	.1	.9	6	24	.1	.8	11	39	.2	1.0	8	31	.2	1.0
<b>TOTALS</b>																					
	WI '02	1282	5607	21.2		633	4626	10.5		707	2079	11.7		1139	2932	18.8		750	2058	12.4	
	4-Book	1241	5356	21.6		633	4437	11.1		718	2038	12.5		1115	2694	19.4		769	2081	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

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		
KABG-FM	WI '02	16	62	.3	4.1	8	35	.1	1.7	21	76	.3	2.8	21	56	.3	3.7	9	28	.1	3.2
4-Book		11	43	.2	2.7	20	65	.3	4.1	29	91	.5	3.9	21	66	.4	3.7	7	29	.1	2.7
KBQI-FM	WI '02	11	77	.2	2.8	28	108	.5	5.9	38	145	.6	5.1	22	79	.4	3.9	13	63	.2	4.6
4-Book		17	78	.3	4.2	37	122	.7	7.6	45	152	.8	6.0	28	87	.5	5.0	13	56	.2	4.7
KBTK-AM	WI '02	8	18	.1	2.1	6	25	.1	1.3	3	21	.1	.4	1	9	.2	.2	7	25	.1	2.5
4-Book		3	12	.1	.9	5	17	.1	1.1	4	15	.1	.5	2	7	.3	.3	4	13	.1	1.4
KBZU-FM	WI '02	6	32	.1	1.5	6	27	.1	1.3	16	73	.3	2.1	14	61	.2	2.5	3	27	.1	1.1
4-Book		7	29	.1	1.8	7	25	.1	1.4	15	60	.3	2.0	12	49	.2	2.2	5	18	.1	1.8
KHFM-FM	WI '02	15	59	.2	3.8	34	100	.6	7.1	34	121	.6	4.5	33	99	.5	5.8	13	47	.2	4.6
4-Book		16	56	.3	4.0	24	85	.4	4.9	36	118	.7	4.9	31	87	.5	5.5	14	47	.3	5.1
KIOT-FM	WI '02	9	46	.1	2.3	17	76	.3	3.6	22	82	.4	2.9	16	55	.3	2.8	8	25	.1	2.9
4-Book		9	44	.2	2.3	10	45	.2	2.0	24	92	.4	3.2	13	50	.2	2.3	6	20	.1	2.1
KIVA-AM	WI '02	2	14	.5	.5	7	21	.1	1.5	5	25	.1	.7	2	13	.4	.4	2	11	.7	.7
4-Book		2	12	.5	.5	3	17	.1	.6	4	23	.1	.6	3	18	.1	.6	1	9	.5	.5
KKJY-AM	WI '02	2	16	.5	.5	7	39	.1	1.5	15	55	.2	2.0	13	47	.2	2.3	2	9	.7	.7
4-Book		5	23	.1	1.2	10	37	.2	2.2	18	56	.3	2.4	12	41	.2	2.2	4	18	.1	1.4
KKOB-AM	WI '02	32	109	.5	8.2	41	153	.7	8.6	37	115	.6	4.9	23	63	.4	4.0	18	82	.3	6.4
4-Book		24	95	.4	6.0	32	119	.6	6.5	32	119	.6	4.3	24	74	.4	4.2	14	63	.3	5.2
KKOB-FM	WI '02	17	76	.3	4.4	16	71	.3	3.4	21	117	.3	2.8	17	60	.3	3.0	15	49	.2	5.4
4-Book		11	46	.2	2.7	18	73	.3	3.8	23	94	.4	3.1	16	60	.3	2.8	9	40	.1	3.1
KKRG-FM	WI '02	7	33	.1	1.8	9	33	.1	1.9	17	58	.3	2.3	13	43	.2	2.3	7	34	.1	2.5
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM	WI '02	34	123	.6	8.7	15	71	.2	3.1	40	173	.7	5.3	32	117	.5	5.6	13	47	.2	4.6
4-Book		33	114	.6	8.1	16	68	.3	3.3	36	147	.6	4.8	32	114	.6	5.6	15	64	.3	5.4
KLSK-FM	WI '02	4	23	.1	1.0	2	19	.1	.4	3	27	.1	.4	7	51	.1	1.2	3	12	.1	1.1
4-Book		6	31	.1	1.5	4	19	.1	.8	11	43	.2	1.4	9	42	.2	1.5	6	18	.1	2.2
KLVO-FM	WI '02	8	26	.1	2.1	13	39	.2	2.7	26	73	.4	3.5	13	40	.2	2.3	5	16	.1	1.8
4-Book		10	40	.2	2.7	14	45	.2	2.9	30	80	.5	4.1	20	60	.4	3.5	9	33	.2	3.4
KMGA-FM	WI '02	5	44	.1	1.3	16	46	.3	3.4	30	117	.5	4.0	21	76	.3	3.7	14	59	.2	5.0
4-Book		21	79	.4	5.3	20	69	.4	4.1	33	109	.6	4.4	23	75	.4	4.1	15	65	.3	5.4
KNKT-FM	WI '02	5	22	.1	1.3	7	37	.1	1.5	10	52	.2	1.3	1	10	.2	.2		3		
4-Book		4	19	.1	1.0	8	36	.1	1.6	12	56	.2	1.6	5	21	.1	.8	3	12	.1	.9
KNML-AM	WI '02	4	14	.1	1.0	7	36	.1	1.5	9	57	.1	1.2	22	76	.4	3.9	3	19	.1	1.1
4-Book		3	15	.1	.8	6	23	.1	1.2	8	40	.1	1.1	10	41	.2	1.8	4	17	.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

Target Listener Estimates - Persons 12+

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPEK-FM</b>																				
WI '02	24	78	.4	6.2	14	64	.2	2.9	44	134	.7	5.9	36	85	.6	6.3	14	55	.2	5.0
4-Book	11	56	.2	2.8	13	50	.2	2.6	30	123	.5	4.1	26	82	.4	4.5	8	41	.1	3.0
<b>KQEO-FM</b>																				
WI '02	5	16	.1	1.3	6	15	.1	1.3	22	53	.4	2.9	12	37	.2	2.1	3	13		1.1
4-Book	6	19	.1	1.5	8	29	.2	1.6	16	48	.3	2.1	12	43	.2	2.1	4	20	.1	1.5
<b>KRQS-FM</b>																				
WI '02	16	61	.3	4.1	16	72	.3	3.4	48	132	.8	6.4	27	90	.4	4.7	16	54	.3	5.7
4-Book	11	42	.2	2.7	16	61	.3	3.3	27	90	.5	3.6	20	65	.4	3.6	7	30	.1	2.5
<b>KRST-FM</b>																				
WI '02	8	42	.1	2.1	29	94	.5	6.1	31	119	.5	4.1	15	59	.2	2.6	9	37	.1	3.2
4-Book	13	56	.3	3.3	31	96	.6	6.6	38	128	.7	5.1	21	81	.4	3.7	10	39	.2	3.8
<b>KRZY-AM</b>																				
WI '02																				
4-Book	1	4		.1	5	14	.1	1.0	6	16	.1	.8	3	9	.1	.5	1	6		.4
<b>KRZY-FM</b>																				
WI '02	11	29	.2	2.8	19	37	.3	4.0	20	59	.3	2.7	19	45	.3	3.3	6	24	.1	2.1
4-Book	9	25	.2	2.2	11	27	.2	2.4	12	41	.2	1.7	11	31	.2	1.9	3	13	.1	1.2
<b>KSYU-FM</b>																				
WI '02	3	11		.8	1	14		.2	7	39	.1	.9	7	28	.1	1.2	2	12		.7
4-Book	8	28	.1	2.0	9	35	.2	1.8	14	58	.3	1.9	9	31	.2	1.6	3	16	.1	1.0
<b>KTEG-FM</b>																				
WI '02	24	97	.4	6.2	8	49	.1	1.7	29	99	.5	3.9	24	92	.4	4.2	12	38	.2	4.3
4-Book	18	74	.3	4.5	7	30	.1	1.5	18	77	.3	2.4	16	65	.3	2.8	12	58	.2	4.4
<b>KTZO-FM</b>																				
WI '02	9	62	.1	2.3	12	64	.2	2.5	19	116	.3	2.5	13	45	.2	2.3	5	28	.1	1.8
4-Book	10	53	.2	2.6	11	42	.2	2.2	22	100	.4	2.9	19	67	.3	3.3	10	52	.2	3.5
<b>KYLZ-FM</b>																				
WI '02	47	161	.8	12.1	28	92	.5	5.9	32	142	.5	4.3	46	149	.8	8.1	29	98	.5	10.4
4-Book	51	157	.9	12.8	22	75	.4	4.7	37	146	.6	5.0	39	135	.7	7.0	32	107	.6	11.9
<b>+KZNM-FM</b>																				
WI '02	9	24	.1	2.3	5	18	.1	1.0	11	26	.2	1.5	8	16	.1	1.4	4	11	.1	1.4
4-Book	5	21	.1	1.3	4	13	.1	.9	11	30	.2	1.4	8	26	.1	1.3	4	17	.1	1.5
<b>KZRR-FM</b>																				
WI '02	15	47	.2	3.8	15	52	.2	3.1	33	128	.5	4.4	22	76	.4	3.9	11	42	.2	3.9
4-Book	19	65	.3	4.7	18	50	.3	3.5	27	100	.5	3.7	21	72	.4	3.8	13	46	.2	4.7
<b>KBAC-FM</b>																				
WI '02	1	7		.3	3	17		.6	3	14		.4	4	14	.1	.7	4	9	.1	1.4
4-Book	2	11		.5	4	20		.8	6	23		.8	5	21	.1	.9	4	13	.1	1.3
<b>TOTALS</b>																				
WI '02	390	1303	6.4		477	1522	7.9		748	2264	12.4		570	1584	9.4		280	960	4.6	
4-Book	400	1281	7.0		482	1508	8.4		744	2141	13.0		567	1582	9.9		272	944	4.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
	<b>KABG-FM</b>																			
WI '02	1	58	.1	.6	1	24	.1	.5	2	27	.1	1.1	2	18	.1	.9	1	14	.1	.8
FA '01	1	42	.1	.6		13				9			1	18	.1	.5		7		
SU '01	1	65	.1	.6	1	19	.1	.6	2	37	.2	1.0	1	30	.1	.5	1	24	.1	.7
SP '01	2	46	.2	1.2	2	21	.2	1.1	4	23	.3	2.1	2	13	.2	.9	1	8	.1	.8
<b>4-Book</b>	<b>1</b>	<b>53</b>	<b>.1</b>	<b>.8</b>	<b>1</b>	<b>19</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>24</b>	<b>.2</b>	<b>1.1</b>	<b>2</b>	<b>20</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.6</b>
WI '01	2	65	.2	1.2	3	24	.3	1.4	4	26	.3	2.2	2	35	.2	1.0	1	11	.1	.8
<b>KBQI-FM</b>																				
WI '02	10	231	.7	5.8	18	144	1.3	8.3	12	125	.9	6.5	11	135	.8	4.8	6	99	.4	4.9
FA '01	11	239	.9	6.8	14	132	1.1	7.2	14	112	1.1	8.6	14	133	1.1	6.6	6	61	.5	4.5
SU '01	9	172	.8	5.4	9	89	.8	5.7	11	104	1.0	5.3	13	95	1.1	6.2	8	66	.7	5.8
SP '01	10	135	.9	6.1	12	59	1.0	6.5	9	67	.8	4.7	12	74	1.0	5.6	6	56	.5	4.8
<b>4-Book</b>	<b>10</b>	<b>194</b>	<b>.8</b>	<b>6.0</b>	<b>13</b>	<b>106</b>	<b>1.1</b>	<b>6.9</b>	<b>12</b>	<b>102</b>	<b>1.0</b>	<b>6.3</b>	<b>13</b>	<b>109</b>	<b>1.0</b>	<b>5.8</b>	<b>7</b>	<b>71</b>	<b>.5</b>	<b>5.0</b>
WI '01	6	155	.5	3.6	9	91	.8	4.3	7	68	.6	3.8	7	83	.6	3.4	3	64	.3	2.4
<b>KBTK-AM</b>																				
WI '02		16							1	4	.1	.5		5				7		
FA '01		3								3				3						
SU '01		5				5														
SP '01		3				3														
<b>4-Book</b>		<b>7</b>				<b>2</b>				<b>1</b>		<b>.1</b>		<b>3</b>				<b>2</b>		
WI '01																				
<b>KBZU-FM</b>																				
WI '02	4	91	.3	2.3	2	17	.1	.9	5	34	.4	2.7	6	61	.4	2.6	4	25	.3	3.3
FA '01	2	82	.2	1.2	1	22	.1	.5	2	24	.2	1.2	3	35	.2	1.4	1	14	.1	.8
SU '01	2	65	.2	1.2	2	33	.2	1.3	3	26	.3	1.4	4	41	.3	1.9	1	21	.1	.7
SP '01	1	36	.1	.6	1	8	.1	.5	3	25	.3	1.6	3	17	.3	1.4	1	10	.1	.8
<b>4-Book</b>	<b>2</b>	<b>69</b>	<b>.2</b>	<b>1.3</b>	<b>2</b>	<b>20</b>	<b>.1</b>	<b>.8</b>	<b>3</b>	<b>27</b>	<b>.3</b>	<b>1.7</b>	<b>4</b>	<b>39</b>	<b>.3</b>	<b>1.8</b>	<b>2</b>	<b>18</b>	<b>.2</b>	<b>1.4</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	3	51	.2	1.7	2	24	.1	.9	3	18	.2	1.6	4	22	.3	1.7	3	24	.2	2.5
FA '01	1	50	.1	.6	1	18	.1	.5		3			1	22	.1	.5	1	17	.1	.8
SU '01	2	80	.2	1.2	1	17	.1	.6	3	36	.3	1.4	3	33	.3	1.4	3	44	.3	2.2
SP '01	4	67	.3	2.4	3	18	.3	1.6	5	16	.4	2.6	5	24	.4	2.3	3	24	.3	2.4
<b>4-Book</b>	<b>3</b>	<b>62</b>	<b>.2</b>	<b>1.5</b>	<b>2</b>	<b>19</b>	<b>.2</b>	<b>.9</b>	<b>3</b>	<b>18</b>	<b>.2</b>	<b>1.4</b>	<b>3</b>	<b>25</b>	<b>.3</b>	<b>1.5</b>	<b>3</b>	<b>27</b>	<b>.2</b>	<b>2.0</b>
WI '01	1	25	.1	.6		7			1	8	.1	.5	1	7	.1	.5	2	11	.2	1.6
<b>KIOT-FM</b>																				
WI '02	3	105	.2	1.7	3	51	.2	1.4	3	46	.2	1.6	7	54	.5	3.1	2	12	.1	1.6
FA '01	2	100	.2	1.2	2	37	.2	1.0	2	17	.2	1.2	3	39	.2	1.4	1	27	.1	.8
SU '01	1	91	.1	.6	1	22	.1	.6	2	36	.2	1.0	1	34	.1	.5	1	24	.1	.7
SP '01	3	111	.3	1.8	3	39	.3	1.6	4	36	.3	2.1	6	40	.5	2.8	1	44	.1	.8
<b>4-Book</b>	<b>2</b>	<b>102</b>	<b>.2</b>	<b>1.3</b>	<b>2</b>	<b>37</b>	<b>.2</b>	<b>1.2</b>	<b>3</b>	<b>34</b>	<b>.2</b>	<b>1.5</b>	<b>4</b>	<b>42</b>	<b>.3</b>	<b>2.0</b>	<b>1</b>	<b>27</b>	<b>.1</b>	<b>1.0</b>
WI '01	9	147	.8	5.4	8	59	.7	3.8	13	73	1.1	7.0	10	67	.9	4.8	3	42	.3	2.4
<b>KIVA-AM</b>																				
WI '02		20			1	8	.1	.5	1	5	.1	.5	1	17	.1	.4				
FA '01		6				6								3						
SU '01		5				5				2				2						
SP '01		3				3														
<b>4-Book</b>		<b>9</b>				<b>6</b>		<b>.1</b>		<b>2</b>		<b>.1</b>		<b>6</b>		<b>.1</b>				
WI '01		10			1	8	.1	.5												
<b>KKJY-AM</b>																				
WI '02		3								3				3						
FA '01		10				7			2	3	.2	1.2								
SU '01		7				3			1	7	.1	.5								
SP '01		3				3				3										
<b>4-Book</b>		<b>6</b>				<b>3</b>			<b>1</b>	<b>4</b>	<b>.1</b>	<b>.4</b>		<b>1</b>						
WI '01		3																3		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Persons 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
<b>KKOB-AM</b>																				
WI '02	1	62	.1	.6	2	34	.1	.9	2	14	.1	1.1	2	28	.1	.9	1	12	.1	.8
FA '01	1	52	.1	.6	2	30	.2	1.0	1	13	.1	.6	1	19	.1	.5	2	6	.2	1.5
SU '01	1	24	.1	.6	1	3	.1	.6	3	9	.3	1.4	1	17	.1	.5				
SP '01	1	27	.1	.6	2	13	.2	1.1	1	11	.1	.5	1	14	.1	.5	4	4		
<b>4-Book</b>	1	41	.1	.6	2	20	.2	.9	2	12	.2	.9	1	20	.1	.6	1	6	.1	.6
WI '01	1	46	.1	.6	2	19	.2	1.0	3	18	.3	1.6	1	21	.1	.5	1	17	.1	.8
<b>KKOB-FM</b>																				
WI '02	3	108	.2	1.7	5	60	.4	2.3	2	37	.1	1.1	3	46	.2	1.3	1	24	.1	.8
FA '01	4	78	.3	2.5	7	60	.6	3.6	5	41	.4	3.1	4	39	.3	1.9	4	29	.3	3.0
SU '01	4	116	.3	2.4	2	34	.2	1.3	5	39	.4	2.4	7	48	.6	3.3	2	38	.2	1.4
SP '01	2	81	.2	1.2	3	25	.3	1.6	2	20	.2	1.0	3	40	.3	1.4	1	15	.1	.8
<b>4-Book</b>	3	96	.3	2.0	4	45	.4	2.2	4	34	.3	1.9	4	43	.4	2.0	2	27	.2	1.5
WI '01	3	139	.3	1.8	3	60	.3	1.4	3	59	.3	1.6	5	77	.4	2.4	3	57	.3	2.4
<b>KKRG-FM</b>																				
WI '02	1	29	.1	.6	2	16	.1	.9	1	16	.1	.5	1	22	.1	.4	4	4		
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	26	581	1.9	15.1	32	307	2.3	14.7	24	276	1.7	12.9	35	391	2.5	15.3	21	270	1.5	17.2
FA '01	25	562	2.0	15.4	38	313	3.1	19.5	24	263	1.9	14.7	34	342	2.7	16.0	18	219	1.5	13.5
SU '01	24	478	2.1	14.5	24	256	2.1	15.2	27	267	2.3	13.0	27	298	2.3	12.9	22	191	1.9	15.9
SP '01	20	455	1.7	12.2	20	226	1.7	10.9	20	189	1.7	10.4	28	258	2.4	13.0	16	189	1.4	12.7
<b>4-Book</b>	24	519	1.9	14.3	29	276	2.3	15.1	24	249	1.9	12.8	31	322	2.5	14.3	19	217	1.6	14.8
WI '01	22	414	1.9	13.2	37	257	3.2	17.8	17	204	1.5	9.2	25	256	2.2	12.0	23	180	2.0	18.1
<b>KLSK-FM</b>																				
WI '02	1	80	.1	.6	2	36	.1	.9	1	31	.1	.5	2	39	.1	.9	1	8	.1	.8
FA '01	1	73	.1	.6	7	7			1	24	.1	.6	2	33	.2	.9	1	13		
SU '01	4	103	.3	2.4	5	45	.4	3.2	7	40	.6	3.4	6	50	.5	2.9	2	26	.2	1.4
SP '01	3	70	.3	1.8	3	24	.3	1.6	4	40	.3	2.1	4	36	.3	1.9	1	22	.1	.8
<b>4-Book</b>	2	82	.2	1.4	3	28	.2	1.4	3	34	.3	1.7	4	40	.3	1.7	1	17	.1	.8
WI '01	3	101	.3	1.8	1	24	.1	.5	3	59	.3	1.6	3	55	.3	1.4	3	34	.3	2.4
<b>KLVD-FM</b>																				
WI '02	6	101	.4	3.5	7	62	.5	3.2	7	61	.5	3.8	11	58	.8	4.8	3	34	.2	2.5
FA '01	4	58	.3	2.5	4	29	.3	2.1	4	36	.3	2.5	6	42	.5	2.8	3	29	.2	2.3
SU '01	6	87	.5	3.6	7	55	.6	4.4	7	46	.6	3.4	6	46	.5	2.9	4	40	.3	2.9
SP '01	8	105	.7	4.9	7	28	.6	3.8	6	53	.5	3.1	12	66	1.0	5.6	6	50	.5	4.8
<b>4-Book</b>	6	88	.5	3.6	6	44	.5	3.4	6	49	.5	3.2	9	53	.7	4.0	4	38	.3	3.1
WI '01	7	84	.6	4.2	7	46	.6	3.4	7	39	.6	3.8	11	61	1.0	5.3	6	47	.5	4.7
<b>KMGA-FM</b>																				
WI '02	4	107	.3	2.3	3	50	.2	1.4	8	40	.6	4.3	7	61	.5	3.1	3	43	.2	2.5
FA '01	6	107	.5	3.7	5	52	.4	2.6	9	51	.7	5.5	7	47	.6	3.3	3	40	.2	2.3
SU '01	5	112	.4	3.0	1	28	.1	.6	6	55	.5	2.9	5	47	.4	2.4	5	45	.4	3.6
SP '01	4	115	.3	2.4	4	62	.3	2.2	6	35	.5	3.1	5	61	.4	2.3	3	45	.3	2.4
<b>4-Book</b>	5	110	.4	2.9	3	48	.3	1.7	7	45	.6	4.0	6	54	.5	2.8	4	43	.3	2.7
WI '01	4	122	.3	2.4	5	47	.4	2.4	3	31	.3	1.6	4	55	.3	1.9	5	48	.4	3.9
<b>KNKT-FM</b>																				
WI '02		21				10			1	7	.1	.5		7			1	11	.1	.8
FA '01		21				2				6							1	10	.1	.8
SU '01	1	53	.1	.6	1	18	.1	.6	1	15	.1	.5	3	26	.3	1.4	1	13	.1	.7
SP '01		21				4			1	11	.1	.5		14				7		
<b>4-Book</b>		29		.2		9		.2	1	10	.1	.4	1	12	.1	.4	1	10	.1	.6
WI '01	1	42	.1	.6	1	10	.1	.5	1	12	.1	.5	1	18	.1	.5	1	18	.1	.8

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		
<b>KNML-AM</b>																					
WI '02	1	22	.1	.6	3	17	.2	1.4	3	17	.2	1.6		4							
FA '01	1	28	.1	.6	2	10	.2	1.0		3			2	12	.2	.9	1	10	.1	.8	
SU '01		9															4				
SP '01	2	11	.2	1.2	4	5	.3	2.2					1	3	.1	.5	3	8	.3	2.4	
<b>4-Book</b>	<b>1</b>	<b>18</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>8</b>	<b>.2</b>	<b>1.2</b>	<b>1</b>	<b>5</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>5</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.8</b>	
WI '01		21				2				4				10				10			
<b>KPEK-FM</b>																					
WI '02	8	252	.6	4.7	11	116	.8	5.0	11	113	.8	5.9	10	142	.7	4.4	4	76	.3	3.3	
FA '01	4	225	.3	2.5	5	80	.4	2.6	4	81	.3	2.5	6	103	.5	2.8	3	59	.2	2.3	
SU '01	8	220	.7	4.8	7	80	.6	4.4	13	115	1.1	6.3	13	110	1.1	6.2	2	53	.2	1.4	
SP '01	8	229	.7	4.9	9	90	.8	4.9	10	102	.9	5.2	13	103	1.1	6.0	5	98	.4	4.0	
<b>4-Book</b>	<b>7</b>	<b>232</b>	<b>.6</b>	<b>4.2</b>	<b>8</b>	<b>92</b>	<b>.7</b>	<b>4.2</b>	<b>10</b>	<b>103</b>	<b>.8</b>	<b>5.0</b>	<b>11</b>	<b>115</b>	<b>.9</b>	<b>4.9</b>	<b>4</b>	<b>72</b>	<b>.3</b>	<b>2.8</b>	
WI '01	7	238	.6	4.2	11	107	1.0	5.3	6	79	.5	3.2	10	123	.9	4.8	6	80	.5	4.7	
<b>KQEO-FM</b>																					
WI '02		27				17				5				7				3			
FA '01		17				7				3				3				7			
SU '01	2	72	.2	1.2	1	17	.1	.6	2	39	.2	1.0	3	28	.3	1.4		14			
SP '01	1	31	.1	.6	1	18	.1	.5	1	12	.1	.5	2	11	.2	.9	1	11	.1	.8	
<b>4-Book</b>	<b>1</b>	<b>37</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>.6</b>		<b>9</b>		<b>.2</b>	
WI '01	2	47	.2	1.2	2	21	.2	1.0	3	21	.3	1.6	1	11	.1	.5		9			
<b>KRQS-FM</b>																					
WI '02		26								6				4				1	12	.1	.8
FA '01	1	11	.1	.6	2	3	.2	1.0	1	3	.1	.6						2			
SU '01	2	31	.2	1.2	3	15	.3	1.9	3	22	.3	1.4	3	18	.3	1.4		6			
SP '01		20			1	6	.1	.5	1	5	.1	.5		8				4			
<b>4-Book</b>	<b>1</b>	<b>22</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>6</b>	<b>.2</b>	<b>.9</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.4</b>		<b>6</b>		<b>.2</b>	
WI '01		30				3			1	15	.1	.5	1	13	.1	.5		13			
<b>KRST-FM</b>																					
WI '02	4	179	.3	2.3	6	86	.4	2.8	3	54	.2	1.6	5	79	.4	2.2	1	50	.1	.8	
FA '01	4	178	.3	2.5	6	67	.5	3.1	3	81	.2	1.8	5	70	.4	2.4	2	54	.2	1.5	
SU '01	7	145	.6	4.2	8	83	.7	5.1	12	69	1.0	5.8	9	89	.8	4.3	6	41	.5	4.3	
SP '01	4	128	.3	2.4	2	34	.2	1.1	6	49	.5	3.1	6	77	.5	2.8	1	34	.1	.8	
<b>4-Book</b>	<b>5</b>	<b>158</b>	<b>.4</b>	<b>2.9</b>	<b>6</b>	<b>68</b>	<b>.5</b>	<b>3.0</b>	<b>6</b>	<b>63</b>	<b>.5</b>	<b>3.1</b>	<b>6</b>	<b>79</b>	<b>.5</b>	<b>2.9</b>	<b>3</b>	<b>45</b>	<b>.2</b>	<b>1.9</b>	
WI '01	5	146	.4	3.0	8	81	.7	3.8	6	65	.5	3.2	5	70	.4	2.4	2	51	.2	1.6	
<b>KRZY-AM</b>																					
WI '02	2	51	.1	1.2	4	35	.3	1.8	3	34	.2	1.6	2	15	.1	.9		3			
FA '01	3	32	.2	1.9	7	22	.6	3.6	4	25	.3	2.5	1	6	.1	.5	1	9	.1	.8	
SU '01	1	19	.1	.6	2	10	.2	1.3	2	16	.2	1.0		3			1	5	.1	.7	
SP '01	1	20	.1	.6	2	5	.2	1.1	3	10	.3	1.6	1	15	.1	.5		8			
<b>4-Book</b>	<b>2</b>	<b>31</b>	<b>.1</b>	<b>1.1</b>	<b>4</b>	<b>18</b>	<b>.3</b>	<b>2.0</b>	<b>3</b>	<b>21</b>	<b>.3</b>	<b>1.7</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.4</b>	
WI '01	1	28	.1	.6	2	15	.2	1.0	1	10	.1	.5	1	10	.1	.5		5			
<b>KRZY-FM</b>																					
WI '02	2	33	.1	1.2	1	18	.1	.5	2	10	.1	1.1	3	23	.2	1.3	1	13	.1	.8	
FA '01	1	31	.1	.6		3			2	9	.2	1.2	2	21	.2	.9		3			
SU '01	3	47	.3	1.8	4	21	.3	2.5	5	18	.4	2.4	3	29	.3	1.4	2	21	.2	1.4	
SP '01	2	48	.2	1.2	2	19	.2	1.1	2	25	.2	1.0	3	21	.3	1.4	2	23	.2	1.6	
<b>4-Book</b>	<b>2</b>	<b>40</b>	<b>.2</b>	<b>1.2</b>	<b>2</b>	<b>15</b>	<b>.2</b>	<b>1.0</b>	<b>3</b>	<b>16</b>	<b>.2</b>	<b>1.4</b>	<b>3</b>	<b>24</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>1.0</b>	
WI '01	1	28	.1	.6	2	18	.2	1.0	1	10	.1	.5	2	12	.2	1.0	1	7	.1	.8	
<b>KSYU-FM</b>																					
WI '02	4	103	.3	2.3	7	35	.5	3.2	6	42	.4	3.2	6	46	.4	2.6	1	27	.1	.8	
FA '01	4	118	.3	2.5	3	42	.2	1.5	5	49	.4	3.1	6	57	.5	2.8	2	36	.2	1.5	
SU '01	2	105	.2	1.2	2	40	.2	1.3	3	52	.3	1.4	4	51	.3	1.9	2	44	.2	1.4	
SP '01	6	94	.5	3.7	8	44	.7	4.3	11	61	1.0	5.7	7	67	.6	3.3	2	33	.2	1.6	
<b>4-Book</b>	<b>4</b>	<b>105</b>	<b>.3</b>	<b>2.4</b>	<b>5</b>	<b>40</b>	<b>.4</b>	<b>2.6</b>	<b>6</b>	<b>51</b>	<b>.5</b>	<b>3.4</b>	<b>6</b>	<b>55</b>	<b>.5</b>	<b>2.7</b>	<b>2</b>	<b>35</b>	<b>.2</b>	<b>1.3</b>	
WI '01	1	52	.1	.6	1	14	.1	.5	2	20	.2	1.1	2	27	.2	1.0	1	23	.1	.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 12-24

	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
<b>KTEG-FM</b>																				
WI '02	16	339	1.2	9.3	17	194	1.2	7.8	11	139	.8	5.9	22	189	1.6	9.6	15	158	1.1	12.3
FA '01	13	315	1.1	8.0	14	167	1.1	7.2	10	154	.8	6.1	17	196	1.4	8.0	15	156	1.2	11.3
SU '01	17	309	1.5	10.2	18	166	1.6	11.4	22	192	1.9	10.6	18	207	1.6	8.6	15	160	1.3	10.9
SP '01	9	237	.8	5.5	10	102	.9	5.4	10	110	.9	5.2	11	135	1.0	5.1	8	117	.7	6.3
<b>4-Book</b>	<b>14</b>	<b>300</b>	<b>1.2</b>	<b>8.3</b>	<b>15</b>	<b>157</b>	<b>1.2</b>	<b>8.0</b>	<b>13</b>	<b>149</b>	<b>1.1</b>	<b>7.0</b>	<b>17</b>	<b>182</b>	<b>1.4</b>	<b>7.8</b>	<b>13</b>	<b>148</b>	<b>1.1</b>	<b>10.2</b>
WI '01	15	324	1.3	9.0	18	142	1.6	8.7	16	132	1.4	8.6	19	191	1.7	9.1	13	137	1.1	10.2
<b>KTZO-FM</b>																				
WI '02	9	290	.7	5.2	10	137	.7	4.6	13	137	.9	7.0	13	169	.9	5.7	4	74	.3	3.3
FA '01	6	231	.5	3.7	7	99	.6	3.6	6	100	.5	3.7	10	137	.8	4.7	4	90	.3	3.0
SU '01	7	213	.6	4.2	4	69	.3	2.5	5	104	.4	2.4	12	111	1.0	5.7	6	93	.5	4.3
SP '01	9	169	.8	5.5	12	84	1.0	6.5	14	94	1.2	7.3	10	86	.9	4.7	2	42	.2	1.6
<b>4-Book</b>	<b>8</b>	<b>226</b>	<b>.7</b>	<b>4.7</b>	<b>8</b>	<b>97</b>	<b>.7</b>	<b>4.3</b>	<b>10</b>	<b>109</b>	<b>.8</b>	<b>5.1</b>	<b>11</b>	<b>126</b>	<b>.9</b>	<b>5.2</b>	<b>4</b>	<b>75</b>	<b>.3</b>	<b>3.1</b>
WI '01	3	125	.3	1.8	4	49	.3	1.9	5	72	.4	2.7	5	68	.4	2.4	2	33	.2	1.6
<b>KYLZ-FM</b>																				
WI '02	34	610	2.5	19.8	39	351	2.8	17.9	26	278	1.9	14.0	43	355	3.1	18.8	35	316	2.5	28.7
FA '01	40	604	3.2	24.7	39	352	3.2	20.0	33	334	2.7	20.2	52	425	4.2	24.5	46	354	3.7	34.6
SU '01	29	484	2.5	17.5	26	241	2.3	16.5	33	287	2.9	15.9	36	351	3.1	17.2	28	245	2.4	20.3
SP '01	38	501	3.3	23.2	39	286	3.4	21.2	38	282	3.3	19.8	46	332	4.0	21.4	41	271	3.6	32.5
<b>4-Book</b>	<b>35</b>	<b>550</b>	<b>2.9</b>	<b>21.3</b>	<b>36</b>	<b>308</b>	<b>2.9</b>	<b>18.9</b>	<b>33</b>	<b>295</b>	<b>2.7</b>	<b>17.5</b>	<b>44</b>	<b>366</b>	<b>3.6</b>	<b>20.5</b>	<b>38</b>	<b>297</b>	<b>3.1</b>	<b>29.0</b>
WI '01	29	475	2.5	17.4	34	294	3.0	16.3	25	245	2.2	13.5	38	313	3.3	18.3	31	242	2.7	24.4
<b>+KZNM-FM</b>																				
WI '02		24			1	14	.1	.5	9				4							
FA '01	3	63	.2	1.9	3	39	.2	1.5	4	35	.3	2.5	5	36	.4	2.4	2	22	.2	1.5
SU '01	3	99	.3	1.8	4	56	.3	2.5	3	50	.3	1.4	3	49	.3	1.4	4	35	.3	2.9
SP '01	1	62	.1	.6	2	26	.2	1.1	3	45	.3	1.6	1	16	.1	.5	1	23	.1	.8
<b>4-Book</b>	<b>2</b>	<b>62</b>	<b>.2</b>	<b>1.1</b>	<b>3</b>	<b>34</b>	<b>.2</b>	<b>1.4</b>	<b>3</b>	<b>35</b>	<b>.2</b>	<b>1.4</b>	<b>2</b>	<b>26</b>	<b>.2</b>	<b>1.1</b>	<b>2</b>	<b>20</b>	<b>.2</b>	<b>1.3</b>
WI '01	4	98	.3	2.4	4	45	.3	1.9	6	43	.5	3.2	5	67	.4	2.4	2	38	.2	1.6
<b>KZRR-FM</b>																				
WI '02	13	230	.9	7.6	26	146	1.9	11.9	22	108	1.6	11.8	14	101	1.0	6.1	5	63	.4	4.1
FA '01	11	191	.9	6.8	18	116	1.5	9.2	15	80	1.2	9.2	13	86	1.1	6.1	5	57	.4	3.8
SU '01	11	223	1.0	6.6	12	90	1.0	7.6	16	109	1.4	7.7	13	101	1.1	6.2	9	73	.8	6.5
SP '01	11	184	1.0	6.7	21	111	1.8	11.4	11	92	1.0	5.7	14	93	1.2	6.5	8	73	.7	6.3
<b>4-Book</b>	<b>12</b>	<b>207</b>	<b>1.0</b>	<b>6.9</b>	<b>19</b>	<b>116</b>	<b>1.6</b>	<b>10.0</b>	<b>16</b>	<b>97</b>	<b>1.3</b>	<b>8.6</b>	<b>14</b>	<b>95</b>	<b>1.1</b>	<b>6.2</b>	<b>7</b>	<b>67</b>	<b>.6</b>	<b>5.2</b>
WI '01	18	270	1.6	10.8	20	138	1.7	9.6	29	121	2.5	15.7	23	150	2.0	11.1	5	82	.4	3.9
<b>KBAC-FM</b>																				
WI '02		7							3	4			1	3			1	16	.1	.8
FA '01	1	28	.1	.6	2	19	.2	1.0	1	13	.2	1.8	1	10	.1	.5		4		
SU '01		11							1	5	.1	.5		4						
SP '01		8			1	6	.1	.5	1	3			1	8	.1	.5				
<b>4-Book</b>	<b>14</b>	<b>14</b>	<b>.2</b>		<b>1</b>	<b>6</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.3</b>	<b>5</b>			<b>.2</b>
WI '01		5				3														
<b>TOTALS</b>																				
WI '02	172	1299	12.5		218	1095	15.8		186	884	13.5		229	1104	16.6		122	838	8.9	
FA '01	162	1187	13.1		195	971	15.8		163	788	13.2		212	1003	17.1		133	821	10.7	
SU '01	166	1086	14.4		158	876	13.7		208	872	18.1		209	966	18.2		138	779	12.0	
SP '01	164	1082	14.3		184	807	16.0		192	821	16.7		215	931	18.7		126	764	11.0	
<b>4-Book</b>	<b>166</b>	<b>1164</b>	<b>13.6</b>		<b>189</b>	<b>937</b>	<b>15.3</b>		<b>187</b>	<b>841</b>	<b>15.4</b>		<b>216</b>	<b>1001</b>	<b>17.7</b>		<b>130</b>	<b>801</b>	<b>10.7</b>	
WI '01	167	1090	14.5		208	934	18.1		185	744	16.1		208	929	18.1		127	718	11.0	

Target Listener Trends - Persons 12-24

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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		
<b>KABG-FM</b>																					
WI '02	2	42	.1	1.0	1	30	.1	.7	4	4	.3	3.5									
4-Book	2	41	.1	.8	2	24	.2	1.1	2	5	.2	2.1	2	4	.1	.9	1	3	.1	1.1	
<b>KBQI-FM</b>																					
WI '02	13	210	.9	6.2	8	126	.6	5.8	8	29	.6	7.0	12	49	.9	5.4	4	22	.3	2.2	
4-Book	12	167	1.0	6.2	9	116	.7	6.3	8	30	.6	7.0	14	39	1.1	6.6	9	33	.8	5.3	
<b>KBTK-AM</b>																					
WI '02		9																			
4-Book		5				1													1		
<b>KBZU-FM</b>																					
WI '02	4	74	.3	1.9	3	46	.2	2.2	1	4	.1	.9	8	21	.6	3.6	9	18	.7	4.9	
4-Book	3	54	.3	1.4	2	32	.1	1.1	1	2	.1	.7	4	12	.3	1.7	4	12	.4	2.4	
<b>KHFM-FM</b>																					
WI '02	3	28	.2	1.4	2	25	.1	1.4	1	7	.1	.9	6	15	.4	2.7	5	7	.4	2.7	
4-Book	3	38	.2	1.2	2	28	.1	1.1	3	3	.2		3	10	.2	1.3	2	2	.1	.8	
<b>KIOT-FM</b>																					
WI '02	4	97	.3	1.9	3	47	.2	2.2	4	7	.3	3.5	5	20	.4	2.2	4	18	.3	2.2	
4-Book	3	75	.2	1.4	2	44	.2	1.3	1	3	.1	1.1	4	17	.3	1.8	2	10	.2	1.3	
<b>KIVA-AM</b>																					
WI '02	1	20	.1	.5																	
4-Book		9		.1																	
<b>KKJY-AM</b>																					
WI '02		3				3								3							
4-Book		5		.1		3				1	.2		1	3	.1	.4					
<b>KKOB-AM</b>																					
WI '02	2	53	.1	1.0		13								5				5			
4-Book	2	37	.1	.8		7								1				3		.2	
<b>KKOB-FM</b>																					
WI '02	3	94	.2	1.4	2	58	.1	1.4	2	11	.1	1.8	6	36	.4	2.7	4	4	.3	2.2	
4-Book	4	75	.3	1.9	2	45	.2	1.5	2	9	.2	1.8	4	18	.3	1.9	3	8	.3	1.7	
<b>KKRG-FM</b>																					
WI '02	1	29	.1	.5	1	7	.1	.7										1	4	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	30	526	2.2	14.4	21	341	1.5	15.2	12	69	.9	10.5	35	150	2.5	15.7	34	138	2.5	18.6	
4-Book	28	458	2.3	14.0	19	296	1.6	14.3	14	63	1.2	12.7	30	121	2.4	14.6	28	96	2.3	16.1	
<b>KLSK-FM</b>																					
WI '02	2	61	.1	1.0	1	47	.1	.7	1	8	.1	.9	1	16	.1	.4	1	13	.1	.5	
4-Book	3	60	.3	1.7	2	42	.2	1.5	2	6	.2	1.4	3	18	.3	1.6	3	16	.3	1.9	
<b>KLVO-FM</b>																					
WI '02	8	92	.6	3.8	5	59	.4	3.6	4	14	.3	3.5	7	23	.5	3.1	8	16	.6	4.4	
4-Book	7	75	.6	3.6	6	58	.5	4.5	5	17	.4	4.3	8	21	.7	4.0	8	21	.7	4.8	
<b>KMGA-FM</b>																					
WI '02	6	78	.4	2.9	2	43	.1	1.4		3			1	11	.1	.4	1	9	.1	.5	
4-Book	6	84	.4	2.8	5	47	.4	3.3	3	10	.2	2.5	6	15	.5	3.1	5	14	.4	2.7	
<b>KNKT-FM</b>																					
WI '02		10				13							1	7	.1	.4	1	3	.1	.5	
4-Book	1	21	.1	.3	1	15	.1	.4		1			1	4	.1	.5	1	3	.1	.4	
<b>KNML-AM</b>																					
WI '02	2	22	.1	1.0																	
4-Book	1	11	.1	.5	1	9	.1	.6	1	1	.1	.9	2	4	.1	.7	1	4	.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 12-24

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPEK-FM</b>																				
WI '02	11	222	.8	5.3	7	120	.5	5.1	8	32	.6	7.0	7	32	.5	3.1	5	32	.4	2.7
4-Book	9	187	.8	4.7	6	124	.5	4.3	5	22	.4	4.8	9	42	.7	4.3	7	32	.6	3.8
<b>KQEO-FM</b>																				
WI '02		17				13				3										
4-Book	1	26	.1	.4	1	16	.1	.6		2		.2	1	2	.1	.4		1		
<b>KRQS-FM</b>																				
WI '02		10				12				3			1	4	.1	.4	1	4	.1	.5
4-Book	1	14	.1	.7	1	12	.1	.4	1	3	.1	.7	1	3	.1	.4	2	4	.2	1.0
<b>KRST-FM</b>																				
WI '02	5	135	.4	2.4	4	105	.3	2.9	6	31	.4	5.3	5	41	.4	2.2	10	28	.7	5.5
4-Book	6	126	.5	3.1	4	80	.3	2.8	4	22	.3	3.8	5	33	.4	2.5	5	20	.4	2.7
<b>KRZY-AM</b>																				
WI '02	3	47	.2	1.4	1	14	.1	.7	3	7	.2	2.6	4	7	.3	1.8	2	3	.1	1.1
4-Book	3	27	.2	1.3	1	12	.1	.9	2	3	.2	1.6	3	7	.2	1.3	2	5	.2	1.2
<b>KRZY-FM</b>																				
WI '02	2	30	.1	1.0	4	17	.3	2.9	4	4	.3	3.5	5	14	.4	2.2	5	7	.4	2.7
4-Book	2	33	.2	1.2	2	20	.2	1.7	2	4	.2	1.6	3	7	.3	1.5	4	7	.3	2.3
<b>KSYU-FM</b>																				
WI '02	6	73	.4	2.9	3	36	.2	2.2					9	25	.7	4.0	8	19	.6	4.4
4-Book	6	81	.5	3.0	3	39	.2	1.9	2	6	.2	1.6	6	19	.4	2.6	5	17	.4	3.0
<b>KTEG-FM</b>																				
WI '02	16	277	1.2	7.7	15	208	1.1	10.9	15	39	1.1	13.2	21	87	1.5	9.4	20	42	1.5	10.9
4-Book	15	255	1.2	7.5	11	176	.9	8.3	10	30	.8	8.8	14	64	1.1	6.9	16	50	1.3	9.1
<b>KTZO-FM</b>																				
WI '02	12	244	.9	5.7	6	157	.4	4.3	6	38	.4	5.3	12	65	.9	5.4	10	52	.7	5.5
4-Book	10	191	.8	4.8	6	123	.5	4.6	6	28	.5	5.7	13	51	1.1	6.2	8	37	.6	4.5
<b>KYLZ-FM</b>																				
WI '02	36	540	2.6	17.2	30	393	2.2	21.7	17	73	1.2	14.9	50	200	3.6	22.4	28	104	2.0	15.3
4-Book	38	491	3.1	19.1	30	349	2.5	22.0	20	79	1.6	17.9	41	148	3.3	19.8	35	114	2.9	20.4
<b>+KZNM-FM</b>																				
WI '02		21				3														
4-Book	2	53	.2	1.2	2	28	.2	1.1	2	8	.2	1.8	2	11	.2	1.0	2	6	.2	1.0
<b>KZRR-FM</b>																				
WI '02	21	201	1.5	10.0	5	93	.4	3.6	4	17	.3	3.5	14	25	1.0	6.3	7	21	.5	3.8
4-Book	16	175	1.3	8.2	6	89	.5	4.6	7	21	.6	6.4	11	31	.9	5.1	7	26	.5	3.8
<b>KBAC-FM</b>																				
WI '02		7																		
4-Book	1	12	.1	.4		5		.2	1	2	.1	.5						2		.2
<b>TOTALS</b>																				
WI '02	209	1276	15.2		138	1073	10.0		114	385	8.3		223	643	16.2		183	482	13.3	
4-Book	197	1131	16.1		135	970	11.0		111	344	9.1		206	536	16.8		172	457	14.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 12-24																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
<b>KABG-FM</b>																					
WI '02	2	19	.1	1.7				1	3	.1	.7	2	8	.1	1.4						
4-Book	2	10	.2	1.4	1	5	.1	1.6	2	7	.2	1.3	2	7	.2	1.3	1	3	.1	1.1	
<b>KBQI-FM</b>																					
WI '02	4	31	.3	3.3	9	34	.7	10.5	10	36	.7	7.0	8	28	.6	5.7	6	27	.4	6.9	
4-Book	6	29	.5	4.1	10	31	.8	12.6	10	33	.8	6.9	6	23	.5	4.7	5	19	.4	4.9	
<b>KBTK-AM</b>																					
WI '02																					
4-Book																					
<b>KBZU-FM</b>																					
WI '02	3	9	.2	2.5					1	8	.1	.7	4	12	.3	2.9	1	9	.1	1.1	
4-Book	2	7	.1	1.1	1				1	8	.1	.4	2	7	.2	1.3		4		.3	
<b>KHFM-FM</b>																					
WI '02	3	4	.2	2.5		4							3	4	.2	2.1		4			
4-Book	2	5	.2	1.7	1	3	.1	.6	2	7	.2	1.3	2	5	.2	1.4	2	7	.1	1.5	
<b>KIOT-FM</b>																					
WI '02		5			3	14	.2	3.5	4	4	.3	2.8	5	16	.4	3.6	1	4	.1	1.1	
4-Book	2	11	.2	1.1	1	7	.1	1.2	2	8	.2	1.6	2	6	.1	1.1	1	6	.1	1.0	
<b>KIVA-AM</b>																					
WI '02																					
4-Book																					
<b>KKJY-AM</b>																					
WI '02										3											
4-Book										2		.2									
<b>KKOB-AM</b>																					
WI '02	1	3	.1	.8		3											1	8	.1	1.1	
4-Book		2		.2		3		.3		1								2		.3	
<b>KKOB-FM</b>																					
WI '02	1	7	.1	.8	3	11	.2	3.5	2	11	.1	1.4	1	3	.1	.7		3			
4-Book	2	7	.2	1.4	2	8	.1	1.8	2	10	.1	1.1	2	10	.2	1.4	2	7	.1	1.6	
<b>KKRG-FM</b>																					
WI '02		4			2	7	.1	2.3					1	4	.1	.7		2	4	.1	2.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	24	91	1.7	20.0	6	29	.4	7.0	23	99	1.7	16.2	21	67	1.5	15.0	11	40	.8	12.6	
4-Book	24	87	1.9	17.4	8	35	.7	10.1	19	88	1.6	13.3	20	73	1.6	14.9	12	52	1.0	12.7	
<b>KLSK-FM</b>																					
WI '02		5								4			2	24	.1	1.4					
4-Book	2	11	.2	1.4		1		.3	1	4	.1	.5	3	13	.2	1.8	1	3	.1	.5	
<b>KLVO-FM</b>																					
WI '02	1	10	.1	.8	4	10	.3	4.7	6	27	.4	4.2	6	16	.4	4.3	3	13	.2	3.4	
4-Book	4	16	.4	3.1	4	12	.3	4.4	7	24	.6	5.1	6	19	.4	4.2	4	14	.3	4.2	
<b>KMGA-FM</b>																					
WI '02	1	14	.1	.8	5	9	.4	5.8	5	14	.4	3.5	1	9	.1	.7					
4-Book	5	16	.4	3.2	3	10	.3	3.7	7	18	.6	5.0	5	13	.4	3.7	3	11	.2	2.9	
<b>KNKT-FM</b>																					
WI '02					1	10	.1	1.2		4				4							
4-Book		1			1	6	.1	1.0	1	8	.1	.9	1	6	.1	.7		2		.3	
<b>KNML-AM</b>																					
WI '02																					
4-Book	1	3	.1	.6	1	1	.1	1.3					1		.2		1	2	.1	.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## 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
KPEK-FM WI '02 4-Book	11 5	20 19	.8 .4	9.2 3.7	5 4	16 15	.4 .3	5.8 4.4	7 6	44 37	.5 .5	4.9 4.5	6 7	28 27	.4 .6	4.3 5.7	7 4	16 18	.5 .3	8.0 4.1
KQEO-FM WI '02 4-Book	1	3	.1	.6		3		.3	2	7 8		.1	1.1	1 3	.1 .2	.7 1.7		3 4		.3
KRQS-FM WI '02 4-Book		1		.2	1	3	.1	.7		4 2			.2	1 1	.1 .1	.7 .3		2		.3
KRST-FM WI '02 4-Book	2 2	24 14	.1 .2	1.7 1.7	2 3	12 14	.1 .3	2.3 3.7	2 5	10 16	.1 .4	1.4 3.5	2 4	11 16	.1 .3	1.4 3.1	2 2	16 12	.1 .2	2.3 2.4
KRZY-AM WI '02 4-Book					1	2	.1	.6	1	2	.1	.7	1	4	.1	.4		2		.3
KRZY-FM WI '02 4-Book	1 2	4 6	.1 .2	.8 1.5	5 2	8 4	.4 .2	5.8 2.1	5 2	11 7	.4 .2	3.5 1.4	5 3	10 6	.4 .2	3.6 1.9	1 2	4 2	.1 .1	1.1 .3
KSYU-FM WI '02 4-Book	1 1	5 6	.1 .1	.8 .9		3 4		.3	4 3	12 14	.3 .3	2.8 2.3	4 2	9 7	.3 .1	2.9 1.4	1 1	3 4	.1 .1	1.1 .6
KTEG-FM WI '02 4-Book	15 14	63 52	1.1 1.2	12.5 10.2	5 5	36 20	.4 .4	5.8 6.0	14 11	56 50	1.0 .9	9.9 8.0	16 10	57 42	1.2 .8	11.4 7.1	10 10	34 44	.7 .8	11.5 10.3
KTZO-FM WI '02 4-Book	2 3	24 21	.1 .3	1.7 2.2	4 4	33 17	.3 .3	4.7 4.4	10 8	62 45	.7 .7	7.0 5.8	6 6	28 27	.4 .5	4.3 4.7	1 3	12 21	.1 .3	1.1 3.2
KYLZ-FM WI '02 4-Book	38 40	120 120	2.8 3.3	31.7 29.5	21 17	63 55	1.5 1.4	24.4 21.5	23 26	100 105	1.7 2.1	16.2 18.2	33 29	111 96	2.4 2.3	23.6 22.3	24 26	86 88	1.7 2.2	27.6 28.3
+KZNM-FM WI '02 4-Book	1	6	.1	.9	1	2	.1	.7	2	3 9	.1 .2	.7 1.6	2	7	.2	1.2	1	3 8	.1 .1	1.1 1.6
KZRR-FM WI '02 4-Book	1 7	10 21	.1 .6	.8 4.7	2 3	11 10	.1 .2	2.3 3.8	5 6	26 21	.4 .5	3.5 4.4	2 5	8 16	.1 .4	1.4 3.9	6 7	21 22	.4 .5	6.9 7.0
KBAC-FM WI '02 4-Book					1	3	.1	.9		1				1				1		.3
TOTALS WI '02 4-Book	120 137	380 389	8.7 11.2		86 80	317 261	6.2 6.5		142 142	500 443	10.3 11.6		140 132	384 356	10.2 10.8		87 94	302 302	6.3 7.7	

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 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		
<b>KABG-FM</b>																					
WI '02	2	74	.1	.7	2	33	.1	.5	4	40	.2	1.0	3	28	.2	.8			12		
FA '01	3	106	.2	1.1	2	40	.1	.6	5	37	.3	1.2	5	56	.3	1.5	1	14	.1	.8	
SU '01	5	112	.3	1.8	3	56	.2	.9	8	55	.5	1.8	6	40	.4	1.7	1	25	.1	.6	
SP '01	3	63	.2	1.1	4	28	.3	1.1	5	35	.3	1.2	4	28	.3	1.2	1	14	.1	.8	
<b>4-Book</b>	<b>3</b>	<b>89</b>	<b>.2</b>	<b>1.2</b>	<b>3</b>	<b>39</b>	<b>.2</b>	<b>.8</b>	<b>6</b>	<b>42</b>	<b>.3</b>	<b>1.3</b>	<b>5</b>	<b>38</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>.6</b>	
WI '01	2	54	.1	.7	4	34	.3	1.1	4	28	.3	1.0	3	36	.2	.8			5		
<b>KBQI-FM</b>																					
WI '02	26	339	1.5	9.4	54	228	3.2	14.6	36	199	2.1	8.8	28	207	1.6	7.8	6	119	.4	4.7	
FA '01	25	379	1.5	9.1	32	224	1.9	8.8	43	225	2.6	10.3	34	242	2.0	9.9	7	98	.4	5.6	
SU '01	16	230	1.0	5.7	18	124	1.1	5.4	22	133	1.4	5.1	20	126	1.3	5.7	9	66	.6	5.8	
SP '01	15	223	.9	5.5	20	100	1.3	5.7	19	133	1.2	4.6	16	119	1.0	4.7	8	68	.5	6.3	
<b>4-Book</b>	<b>21</b>	<b>293</b>	<b>1.2</b>	<b>7.4</b>	<b>31</b>	<b>169</b>	<b>1.9</b>	<b>8.6</b>	<b>30</b>	<b>173</b>	<b>1.8</b>	<b>7.2</b>	<b>25</b>	<b>174</b>	<b>1.5</b>	<b>7.0</b>	<b>8</b>	<b>88</b>	<b>.5</b>	<b>5.6</b>	
WI '01	14	223	.9	5.2	22	142	1.4	6.1	25	147	1.6	6.2	17	131	1.1	4.8	2	66	.1	1.7	
<b>KBTK-AM</b>																					
WI '02	2	45	.1	.7	4	21	.2	1.1	3	20	.2	.7	4	29	.2	1.1	1	12	.1	.8	
FA '01	1	33	.1	.4	2	19	.1	.6	3	16	.2	.7	1	13	.1	.3					
SU '01		11				7							1	11	.1	.3					
SP '01		13				3			1	4	.1	.2		9				4			
<b>4-Book</b>	<b>1</b>	<b>26</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>13</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>10</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>16</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>4</b>		<b>.2</b>	
WI '01		3											1	3	.1	.3					
<b>KBZU-FM</b>																					
WI '02	8	153	.5	2.9	7	66	.4	1.9	12	92	.7	2.9	13	86	.8	3.6	6	64	.4	4.7	
FA '01	6	116	.4	2.2	6	41	.4	1.7	12	67	.7	2.9	7	66	.4	2.0	1	21	.1	.8	
SU '01	6	112	.4	2.2	7	61	.4	2.1	8	60	.5	1.8	9	76	.6	2.6	1	24	.1	.6	
SP '01	3	57	.2	1.1	1	12	.1	.3	6	37	.4	1.4	7	44	.4	2.0	1	10	.1	.8	
<b>4-Book</b>	<b>6</b>	<b>110</b>	<b>.4</b>	<b>2.1</b>	<b>5</b>	<b>45</b>	<b>.3</b>	<b>1.5</b>	<b>10</b>	<b>64</b>	<b>.6</b>	<b>2.3</b>	<b>9</b>	<b>68</b>	<b>.6</b>	<b>2.6</b>	<b>2</b>	<b>30</b>	<b>.2</b>	<b>1.7</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																					
WI '02	5	110	.3	1.8	4	46	.2	1.1	6	54	.4	1.5	5	44	.3	1.4	4	49	.2	3.1	
FA '01	3	88	.2	1.1	5	26	.3	1.4	5	19	.3	1.2	6	51	.4	1.8	1	20	.1	.8	
SU '01	3	130	.2	1.1	1	27	.1	.3	6	57	.4	1.4	6	62	.4	1.7	3	40	.2	1.9	
SP '01	6	101	.4	2.2	5	41	.3	1.4	9	48	.6	2.2	7	64	.4	2.0	3	18	.2	2.4	
<b>4-Book</b>	<b>4</b>	<b>107</b>	<b>.3</b>	<b>1.6</b>	<b>4</b>	<b>35</b>	<b>.2</b>	<b>1.1</b>	<b>7</b>	<b>45</b>	<b>.4</b>	<b>1.6</b>	<b>6</b>	<b>55</b>	<b>.4</b>	<b>1.7</b>	<b>3</b>	<b>32</b>	<b>.2</b>	<b>2.1</b>	
WI '01	3	67	.2	1.1	2	20	.1	.6	4	28	.3	1.0	2	23	.1	.6	4	27	.3	3.3	
<b>KIOT-FM</b>																					
WI '02	6	183	.4	2.2	7	85	.4	1.9	12	98	.7	2.9	7	88	.4	2.0	2	32	.1	1.6	
FA '01	3	135	.2	1.1	4	43	.2	1.1	5	53	.3	1.2	3	45	.2	.9	1	40	.1	.8	
SU '01	7	175	.4	2.5	7	69	.4	2.1	11	68	.7	2.5	10	112	.6	2.9	2	49	.1	1.3	
SP '01	5	184	.3	1.8	6	60	.4	1.7	8	76	.5	1.9	8	87	.5	2.3	2	60	.1	1.6	
<b>4-Book</b>	<b>5</b>	<b>169</b>	<b>.3</b>	<b>1.9</b>	<b>6</b>	<b>64</b>	<b>.4</b>	<b>1.7</b>	<b>9</b>	<b>74</b>	<b>.6</b>	<b>2.1</b>	<b>7</b>	<b>83</b>	<b>.4</b>	<b>2.0</b>	<b>2</b>	<b>45</b>	<b>.1</b>	<b>1.3</b>	
WI '01	11	242	.7	4.1	10	103	.6	2.8	16	118	1.0	4.0	14	111	.9	4.0	3	57	.2	2.5	
<b>KIVA-AM</b>																					
WI '02	1	22	.1	.4	1	8	.1	.3	2	9	.1	.5	1	10	.1	.3	1	5	.1	.8	
FA '01	1	31	.1	.4	1	15	.1	.3	2	24	.1	.5	2	27	.1	.6	1	12	.1	.8	
SU '01	2	32	.1	.7	2	24	.1	.6	2	19	.1	.5	3	23	.2	.9	1	8	.1	.6	
SP '01		16			1	10	.1	.3		10				10				10			
<b>4-Book</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>13</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>18</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.6</b>	
WI '01		17				12								8				4			
<b>KKJY-AM</b>																					
WI '02		8				5			1	8	.1	.2		8							
FA '01		14				7			2	8	.1	.5									
SU '01		7				3			1	7	.1	.2									
SP '01		3				3				3											
<b>4-Book</b>		<b>8</b>				<b>5</b>			<b>1</b>	<b>7</b>	<b>.1</b>	<b>.2</b>		<b>2</b>							
WI '01		4				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

## 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
<b>KKOB-AM</b>																				
WI '02	9	154	.5	3.2	13	76	.8	3.5	18	74	1.1	4.4	14	99	.8	3.9	2	41	.1	1.6
FA '01	9	156	.5	3.3	17	75	1.0	4.7	15	71	.9	3.6	9	71	.5	2.6	6	29	.4	4.8
SU '01	6	115	.4	2.2	10	50	.6	3.0	14	64	.9	3.2	8	52	.5	2.3	2	23	.1	1.3
SP '01	8	111	.5	2.9	12	52	.8	3.4	17	83	1.1	4.1	13	60	.8	3.8	1	8	.1	.8
<b>4-Book</b>	<b>8</b>	<b>134</b>	<b>.5</b>	<b>2.9</b>	<b>13</b>	<b>63</b>	<b>.8</b>	<b>3.7</b>	<b>16</b>	<b>73</b>	<b>1.0</b>	<b>3.8</b>	<b>11</b>	<b>71</b>	<b>.7</b>	<b>3.2</b>	<b>3</b>	<b>25</b>	<b>.2</b>	<b>2.1</b>
WI '01	6	129	.4	2.2	6	49	.4	1.7	12	77	.8	3.0	8	74	.5	2.3	4	35	.3	3.3
<b>KKOB-FM</b>																				
WI '02	12	292	.7	4.3	17	144	1.0	4.6	16	166	.9	3.9	14	165	.8	3.9	5	86	.3	3.9
FA '01	12	267	.7	4.4	20	163	1.2	5.5	20	147	1.2	4.8	15	147	.9	4.4	3	57	.2	2.4
SU '01	11	270	.7	3.9	17	112	1.1	5.1	19	104	1.2	4.4	16	138	1.0	4.6	4	54	.3	2.6
SP '01	11	269	.7	4.0	20	128	1.3	5.7	16	132	1.0	3.9	13	144	.8	3.8	3	46	.2	2.4
<b>4-Book</b>	<b>12</b>	<b>275</b>	<b>.7</b>	<b>4.2</b>	<b>19</b>	<b>137</b>	<b>1.2</b>	<b>5.2</b>	<b>18</b>	<b>137</b>	<b>1.1</b>	<b>4.3</b>	<b>15</b>	<b>149</b>	<b>.9</b>	<b>4.2</b>	<b>4</b>	<b>61</b>	<b>.3</b>	<b>2.8</b>
WI '01	11	306	.7	4.1	13	169	.8	3.6	16	155	1.0	4.0	17	181	1.1	4.8	5	76	.3	4.1
<b>KKRG-FM</b>																				
WI '02	2	78	.1	.7	4	36	.2	1.1	2	36	.1	.5	4	38	.2	1.1	1	13	.1	.8
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	22	523	1.3	7.9	24	253	1.4	6.5	27	279	1.6	6.6	32	329	1.9	8.9	14	184	.8	11.0
FA '01	19	452	1.1	6.9	22	213	1.3	6.1	26	242	1.6	6.3	21	260	1.3	6.1	10	137	.6	8.0
SU '01	17	356	1.1	6.1	18	164	1.1	5.4	23	191	1.5	5.3	18	207	1.1	5.1	13	120	.8	8.4
SP '01	17	404	1.1	6.3	20	174	1.3	5.7	21	193	1.3	5.1	23	239	1.5	6.7	8	121	.5	6.3
<b>4-Book</b>	<b>19</b>	<b>434</b>	<b>1.2</b>	<b>6.8</b>	<b>21</b>	<b>201</b>	<b>1.3</b>	<b>5.9</b>	<b>24</b>	<b>226</b>	<b>1.5</b>	<b>5.8</b>	<b>24</b>	<b>259</b>	<b>1.5</b>	<b>6.7</b>	<b>11</b>	<b>141</b>	<b>.7</b>	<b>8.4</b>
WI '01	14	333	.9	5.2	23	162	1.5	6.4	15	200	.9	3.7	16	201	1.0	4.5	11	97	.7	9.1
<b>KLSK-FM</b>																				
WI '02	4	162	.2	1.4	4	69	.2	1.1	6	79	.4	1.5	5	73	.3	1.4	3	32	.2	2.4
FA '01	6	144	.4	2.2	5	35	.3	1.4	9	65	.5	2.2	7	54	.4	2.0	2	18	.1	1.6
SU '01	4	133	.3	1.4	5	54	.3	1.5	7	62	.4	1.6	5	52	.3	1.4	2	32	.1	1.3
SP '01	7	153	.4	2.6	8	62	.5	2.3	13	80	.8	3.1	10	91	.6	2.9	2	32	.1	1.6
<b>4-Book</b>	<b>5</b>	<b>148</b>	<b>.3</b>	<b>1.9</b>	<b>6</b>	<b>55</b>	<b>.3</b>	<b>1.6</b>	<b>9</b>	<b>72</b>	<b>.5</b>	<b>2.1</b>	<b>7</b>	<b>68</b>	<b>.4</b>	<b>1.9</b>	<b>2</b>	<b>29</b>	<b>.1</b>	<b>1.7</b>
WI '01	4	148	.3	1.5	3	45	.2	.8	5	104	.3	1.2	5	83	.3	1.4	2	37	.1	1.7
<b>KLVO-FM</b>																				
WI '02	12	128	.7	4.3	15	78	.9	4.0	22	81	1.3	5.4	14	76	.8	3.9	4	40	.2	3.1
FA '01	8	99	.5	2.9	6	45	.4	1.7	10	67	.6	2.4	11	81	.7	3.2	4	37	.2	3.2
SU '01	9	138	.6	3.2	12	78	.8	3.6	14	74	.9	3.2	8	62	.5	2.3	4	43	.3	2.6
SP '01	16	176	1.0	5.9	14	76	.9	4.0	19	117	1.2	4.6	25	125	1.6	7.3	8	75	.5	6.3
<b>4-Book</b>	<b>11</b>	<b>135</b>	<b>.7</b>	<b>4.1</b>	<b>12</b>	<b>69</b>	<b>.8</b>	<b>3.3</b>	<b>16</b>	<b>85</b>	<b>1.0</b>	<b>3.9</b>	<b>15</b>	<b>86</b>	<b>.9</b>	<b>4.2</b>	<b>5</b>	<b>49</b>	<b>.3</b>	<b>3.8</b>
WI '01	8	109	.5	3.0	11	57	.7	3.1	14	63	.9	3.5	8	58	.5	2.3	4	29	.3	3.3
<b>KMGA-FM</b>																				
WI '02	11	210	.6	4.0	10	83	.6	2.7	23	95	1.3	5.6	16	121	.9	4.5	4	59	.2	3.1
FA '01	15	180	.9	5.5	13	86	.8	3.6	27	116	1.6	6.5	19	93	1.1	5.6	6	65	.4	4.8
SU '01	11	205	.7	3.9	10	83	.6	3.0	19	107	1.2	4.4	10	112	.6	2.9	9	81	.6	5.8
SP '01	10	189	.6	3.7	12	107	.8	3.4	19	98	1.2	4.6	10	97	.6	2.9	3	57	.2	2.4
<b>4-Book</b>	<b>12</b>	<b>196</b>	<b>.7</b>	<b>4.3</b>	<b>11</b>	<b>90</b>	<b>.7</b>	<b>3.2</b>	<b>22</b>	<b>104</b>	<b>1.3</b>	<b>5.3</b>	<b>14</b>	<b>106</b>	<b>.8</b>	<b>4.0</b>	<b>6</b>	<b>66</b>	<b>.4</b>	<b>4.0</b>
WI '01	8	174	.5	3.0	11	97	.7	3.1	11	89	.7	2.7	10	99	.6	2.8	5	47	.3	4.1
<b>KNKT-FM</b>																				
WI '02	2	46	.1	.7	3	25	.2	.8	1	16	.1	.2	1	12	.1	.3	4	21	.2	3.1
FA '01	3	72	.2	1.1	8	36	.5	2.2	3	19	.2	.7	4	39	.2	1.2	2	16	.1	1.6
SU '01	1	61	.1	.4	1	14	.1	.3	2	26	.1	.5	2	35	.1	.6	1	10	.1	.6
SP '01	2	52	.1	.7	2	25	.1	.6	3	21	.2	.7	2	40	.1	.6	12	12	.1	.6
<b>4-Book</b>	<b>2</b>	<b>58</b>	<b>.1</b>	<b>.7</b>	<b>4</b>	<b>25</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>21</b>	<b>.2</b>	<b>.5</b>	<b>2</b>	<b>32</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>15</b>	<b>.1</b>	<b>1.3</b>
WI '01	2	68	.1	.7	3	22	.2	.8	2	20	.1	.5	3	25	.2	.8	1	25	.1	.8

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	
<b>KNML-AM</b>																				
WI '02	4	84	.2	1.4	8	56	.5	2.2	7	51	.4	1.7	5	55	.3	1.4		13		
FA '01	7	91	.4	2.6	6	23	.4	1.7	21	49	1.3	5.0	5	31	.3	1.5	1	20	.1	.8
SU '01	2	26	.1	.7	4	18	.3	1.2	6	16	.4	1.4	3	18	.2	.9		4		
SP '01	7	54	.4	2.6	8	25	.5	2.3	19	40	1.2	4.6	7	38	.4	2.0	1	3	.1	.8
<b>4-Book</b>	<b>5</b>	<b>64</b>	<b>.3</b>	<b>1.8</b>	<b>7</b>	<b>31</b>	<b>.4</b>	<b>1.9</b>	<b>13</b>	<b>39</b>	<b>.8</b>	<b>3.2</b>	<b>5</b>	<b>36</b>	<b>.3</b>	<b>1.5</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.4</b>
WI '01	3	64	.2	1.1	7	36	.4	1.9	5	30	.3	1.2	2	33	.1	.6	1	12	.1	.8
<b>KPEK-FM</b>																				
WI '02	14	374	.8	5.1	15	170	.9	4.0	15	184	.9	3.6	19	237	1.1	5.3	6	115	.4	4.7
FA '01	10	333	.6	3.6	13	131	.8	3.6	13	176	.8	3.1	14	190	.8	4.1	5	85	.3	4.0
SU '01	21	376	1.3	7.5	24	161	1.5	7.1	40	215	2.5	9.2	30	253	1.9	8.6	7	95	.4	4.5
SP '01	19	394	1.2	7.0	23	196	1.5	6.6	33	231	2.1	8.0	24	214	1.5	7.0	8	117	.5	6.3
<b>4-Book</b>	<b>16</b>	<b>369</b>	<b>1.0</b>	<b>5.8</b>	<b>19</b>	<b>165</b>	<b>1.2</b>	<b>5.3</b>	<b>25</b>	<b>202</b>	<b>1.6</b>	<b>6.0</b>	<b>22</b>	<b>224</b>	<b>1.3</b>	<b>6.3</b>	<b>7</b>	<b>103</b>	<b>.4</b>	<b>4.9</b>
WI '01	18	382	1.1	6.7	26	195	1.6	7.2	31	195	2.0	7.7	27	243	1.7	7.6	4	97	.3	3.3
<b>KQEO-FM</b>																				
WI '02	1	28	.1	.4		20				5				15			2	7	.1	1.6
FA '01		24				10			1	11	.1	.2		7				3		
SU '01	1	53	.1	.4		9			1	29	.1	.2	1	20	.1	.3	1	13	.1	.6
SP '01	2	50	.1	.7	1	24	.1	.3	4	23	.3	1.0	2	10	.1	.6	2	15	.1	1.6
<b>4-Book</b>	<b>1</b>	<b>39</b>	<b>.1</b>	<b>.4</b>		<b>16</b>		<b>.1</b>	<b>2</b>	<b>17</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>1.0</b>
WI '01	2	54	.1	.7	3	28	.2	.8	5	37	.3	1.2	3	29	.2	.8	1	11	.1	.8
<b>KRQS-FM</b>																				
WI '02	6	72	.4	2.2	8	44	.5	2.2	9	39	.5	2.2	7	40	.4	2.0	2	17	.1	1.6
FA '01	2	43	.1	.7	3	15	.2	.8	3	28	.2	.7	1	20	.1	.3	1	9	.1	.8
SU '01	5	62	.3	1.8	7	31	.4	2.1	8	35	.5	1.8	6	41	.4	1.7	2	25	.1	1.3
SP '01	3	57	.2	1.1	4	29	.3	1.1	5	21	.3	1.2	5	41	.3	1.5	1	33	.1	.8
<b>4-Book</b>	<b>4</b>	<b>59</b>	<b>.3</b>	<b>1.5</b>	<b>6</b>	<b>30</b>	<b>.4</b>	<b>1.6</b>	<b>6</b>	<b>31</b>	<b>.4</b>	<b>1.5</b>	<b>5</b>	<b>36</b>	<b>.3</b>	<b>1.4</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>1.1</b>
WI '01	2	63	.1	.7	1	19	.1	.3	4	42	.3	1.0	3	43	.2	.8	1	16	.1	.8
<b>KRST-FM</b>																				
WI '02	8	257	.5	2.9	12	144	.7	3.2	11	105	.6	2.7	11	134	.6	3.1	2	71	.1	1.6
FA '01	10	284	.6	3.6	12	110	.7	3.3	13	160	.8	3.1	14	154	.8	4.1	5	80	.3	4.0
SU '01	13	261	.8	4.7	14	138	.9	4.2	16	129	1.0	3.7	13	153	.8	3.7	11	85	.7	7.1
SP '01	11	228	.8	4.4	19	113	1.2	5.4	18	120	1.1	4.3	13	137	.8	3.8	3	67	.2	2.4
<b>4-Book</b>	<b>12</b>	<b>258</b>	<b>.7</b>	<b>3.9</b>	<b>14</b>	<b>126</b>	<b>.9</b>	<b>4.0</b>	<b>15</b>	<b>129</b>	<b>.9</b>	<b>3.5</b>	<b>13</b>	<b>145</b>	<b>.8</b>	<b>3.7</b>	<b>5</b>	<b>76</b>	<b>.3</b>	<b>3.8</b>
WI '01	10	245	.6	3.7	19	137	1.2	5.3	15	129	.9	3.7	10	119	.6	2.8	3	54	.2	2.5
<b>KRZY-AM</b>																				
WI '02	2	59	.1	.7	5	43	.3	1.3	3	38	.2	.7	2	23	.1	.6				
FA '01	4	51	.2	1.5	13	48	.8	3.6	6	29	.4	1.4	1	16	.1	.3	1	9	.1	.8
SU '01	6	58	.4	2.2	14	41	.9	4.2	13	37	.8	3.0	3	25	.2	.9		5		
SP '01	5	56	.3	1.8	10	42	.6	2.9	9	36	.6	2.2	3	24	.2	.9	1	18	.1	.8
<b>4-Book</b>	<b>4</b>	<b>56</b>	<b>.3</b>	<b>1.6</b>	<b>11</b>	<b>44</b>	<b>.7</b>	<b>3.0</b>	<b>8</b>	<b>35</b>	<b>.5</b>	<b>1.8</b>	<b>2</b>	<b>22</b>	<b>.2</b>	<b>.7</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.4</b>
WI '01	3	43	.2	1.1	5	34	.3	1.4	7	28	.4	1.7	2	18	.1	.6		6		
<b>KRZY-FM</b>																				
WI '02	10	78	.6	3.6	6	47	.4	1.6	14	51	.8	3.4	14	68	.8	3.9	6	37	.4	4.7
FA '01	2	53	.1	.7	1	7	.1	.3	4	24	.2	1.0	2	22	.1	.6	1	18	.1	.8
SU '01	7	88	.4	2.5	7	43	.4	2.1	13	43	.8	3.0	10	57	.6	2.9	3	33	.2	1.9
SP '01	4	93	.3	1.5	5	43	.3	1.4	6	45	.4	1.4	6	53	.4	1.8	2	24	.1	1.6
<b>4-Book</b>	<b>6</b>	<b>78</b>	<b>.4</b>	<b>2.1</b>	<b>5</b>	<b>35</b>	<b>.3</b>	<b>1.4</b>	<b>9</b>	<b>41</b>	<b>.6</b>	<b>2.2</b>	<b>8</b>	<b>50</b>	<b>.5</b>	<b>2.3</b>	<b>3</b>	<b>28</b>	<b>.2</b>	<b>2.3</b>
WI '01	3	43	.2	1.1	3	22	.2	.8	4	17	.3	1.0	4	25	.3	1.1	1	10	.1	.8
<b>KSYU-FM</b>																				
WI '02	8	136	.5	2.9	14	72	.8	3.8	15	75	.9	3.6	10	86	.6	2.8	2	35	.1	1.6
FA '01	6	147	.4	2.2	10	68	.6	2.8	10	76	.6	2.4	8	84	.5	2.3	1	27	.1	.8
SU '01	6	138	.4	2.2	7	71	.4	2.1	9	81	.6	2.1	9	78	.6	2.6	4	49	.3	2.6
SP '01	7	144	.4	2.6	10	80	.6	2.9	14	90	.9	3.4	9	103	.6	2.6	3	47	.2	2.4
<b>4-Book</b>	<b>7</b>	<b>141</b>	<b>.4</b>	<b>2.5</b>	<b>10</b>	<b>73</b>	<b>.6</b>	<b>2.9</b>	<b>12</b>	<b>81</b>	<b>.8</b>	<b>2.9</b>	<b>9</b>	<b>88</b>	<b>.6</b>	<b>2.6</b>	<b>3</b>	<b>40</b>	<b>.2</b>	<b>1.9</b>
WI '01	4	103	.3	1.5	6	42	.4	1.7	9	63	.6	2.2	4	59	.3	1.1	1	15	.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

Target Listener Trends - Persons 18-34

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	
<b>KTEG-FM</b>																				
WI '02	14	279	.8	5.1	14	136	.8	3.8	17	152	1.0	4.1	15	163	.9	4.2	12	113	.7	9.4
FA '01	12	285	.7	4.4	17	177	1.0	4.7	15	175	.9	3.6	14	187	.8	4.1	9	129	.5	7.2
SU '01	15	315	.9	5.4	17	166	1.1	5.1	21	200	1.3	4.8	20	215	1.3	5.7	14	125	.9	9.0
SP '01	10	268	.6	3.7	14	113	.9	4.0	16	139	1.0	3.9	12	157	.8	3.5	5	95	.3	4.0
<b>4-Book</b>	<b>13</b>	<b>287</b>	<b>.8</b>	<b>4.7</b>	<b>16</b>	<b>148</b>	<b>1.0</b>	<b>4.4</b>	<b>17</b>	<b>167</b>	<b>1.1</b>	<b>4.1</b>	<b>15</b>	<b>181</b>	<b>1.0</b>	<b>4.4</b>	<b>10</b>	<b>116</b>	<b>.6</b>	<b>7.4</b>
WI '01	15	281	.9	5.6	16	112	1.0	4.4	21	157	1.3	5.2	20	177	1.3	5.7	12	128	.8	9.9
<b>KTZO-FM</b>																				
WI '02	12	374	.7	4.3	15	198	.9	4.0	20	201	1.2	4.9	18	224	1.1	5.0	3	77	.2	2.4
FA '01	15	362	.9	5.5	22	171	1.3	6.1	21	200	1.3	5.0	20	189	1.2	5.8	6	135	.4	4.8
SU '01	15	302	.9	5.4	13	128	.8	3.9	24	156	1.5	5.5	26	194	1.6	7.4	10	118	.6	6.5
SP '01	17	265	1.1	6.3	20	127	1.3	5.7	33	161	2.1	8.0	20	176	1.3	5.8	6	74	.4	4.8
<b>4-Book</b>	<b>15</b>	<b>326</b>	<b>.9</b>	<b>5.4</b>	<b>18</b>	<b>156</b>	<b>1.1</b>	<b>4.9</b>	<b>25</b>	<b>180</b>	<b>1.5</b>	<b>5.9</b>	<b>21</b>	<b>196</b>	<b>1.3</b>	<b>6.0</b>	<b>6</b>	<b>101</b>	<b>.4</b>	<b>4.6</b>
WI '01	5	181	.3	1.9	6	70	.4	1.7	8	100	.5	2.0	8	92	.5	2.3	3	55	.2	2.5
<b>KYLZ-FM</b>																				
WI '02	22	449	1.3	7.9	28	212	1.6	7.5	28	236	1.6	6.8	26	247	1.5	7.3	18	187	1.1	14.2
FA '01	24	463	1.4	8.8	25	258	1.5	6.9	31	293	1.8	7.5	34	319	2.0	9.9	19	200	1.1	15.2
SU '01	22	366	1.4	7.9	22	169	1.4	6.5	29	221	1.8	6.7	26	239	1.6	7.4	17	158	1.1	11.0
SP '01	20	390	1.3	7.4	20	198	1.3	5.7	20	208	1.3	4.8	32	273	2.0	9.4	17	165	1.1	13.5
<b>4-Book</b>	<b>22</b>	<b>417</b>	<b>1.4</b>	<b>8.0</b>	<b>24</b>	<b>209</b>	<b>1.5</b>	<b>6.7</b>	<b>27</b>	<b>240</b>	<b>1.6</b>	<b>6.5</b>	<b>30</b>	<b>270</b>	<b>1.8</b>	<b>8.5</b>	<b>18</b>	<b>178</b>	<b>1.1</b>	<b>13.5</b>
WI '01	20	353	1.3	7.5	21	184	1.3	5.8	24	217	1.5	6.0	26	220	1.6	7.4	16	151	1.0	13.2
<b>+KZNM-FM</b>																				
WI '02	2	65	.1	.7	4	30	.2	1.1	3	37	.2	.7	3	32	.2	.8	1	12	.1	.8
FA '01	4	88	.2	1.5	3	43	.2	.8	5	50	.3	1.2	6	53	.4	1.8	3	39	.2	2.4
SU '01	5	119	.3	1.8	9	78	.6	2.7	7	61	.4	1.6	4	58	.3	1.1	3	15	.2	1.9
SP '01	5	126	.3	1.8	7	51	.4	2.0	5	88	.3	1.2	6	46	.4	1.8	3	41	.2	2.4
<b>4-Book</b>	<b>4</b>	<b>100</b>	<b>.2</b>	<b>1.5</b>	<b>6</b>	<b>51</b>	<b>.4</b>	<b>1.7</b>	<b>5</b>	<b>59</b>	<b>.3</b>	<b>1.2</b>	<b>5</b>	<b>47</b>	<b>.3</b>	<b>1.4</b>	<b>3</b>	<b>27</b>	<b>.2</b>	<b>1.9</b>
WI '01	4	139	.3	1.5	12	67	.8	3.3	5	51	.3	1.2	4	70	.3	1.1	2	34	.1	1.7
<b>KZRR-FM</b>																				
WI '02	24	436	1.4	8.7	44	280	2.6	11.9	44	245	2.6	10.7	28	240	1.6	7.8	4	85	.2	3.1
FA '01	38	431	2.3	13.9	69	294	4.1	19.0	59	227	3.5	14.2	44	267	2.6	12.9	14	123	.8	11.2
SU '01	25	393	1.6	9.0	33	164	2.1	9.8	43	234	2.7	9.9	33	241	2.1	9.4	12	124	.8	7.7
SP '01	21	365	1.3	7.7	44	226	2.8	12.6	23	179	1.5	5.5	19	195	1.2	5.6	11	105	.7	8.7
<b>4-Book</b>	<b>27</b>	<b>406</b>	<b>1.7</b>	<b>9.8</b>	<b>48</b>	<b>241</b>	<b>2.9</b>	<b>13.3</b>	<b>42</b>	<b>221</b>	<b>2.6</b>	<b>10.1</b>	<b>31</b>	<b>236</b>	<b>1.9</b>	<b>8.9</b>	<b>10</b>	<b>109</b>	<b>.6</b>	<b>7.7</b>
WI '01	41	443	2.6	15.3	56	288	3.5	15.6	62	233	3.9	15.4	58	291	3.7	16.4	16	132	1.0	13.2
<b>KBAC-FM</b>																				
WI '02	2	31	.1	.7	4	16	.2	1.1	1	16	.1	.2	4	19	.2	1.1	2	4	.1	1.6
FA '01	5	53	.3	1.8	8	38	.5	2.2	6	30	.4	1.4	6	34	.4	1.8	2	37	.1	1.6
SU '01	1	55	.1	.4	1	19	.1	.3	1	18	.1	.2	1	23	.1	.3	2	22	.1	1.3
SP '01	2	35	.1	.7	2	19	.1	.6	3	13	.2	.7	2	14	.1	.6	1	12	.1	.8
<b>4-Book</b>	<b>3</b>	<b>44</b>	<b>.2</b>	<b>.9</b>	<b>4</b>	<b>23</b>	<b>.2</b>	<b>1.1</b>	<b>3</b>	<b>19</b>	<b>.2</b>	<b>.6</b>	<b>3</b>	<b>23</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>19</b>	<b>.1</b>	<b>1.3</b>
WI '01	2	28	.1	.7	1	18	.1	.3	1	18	.1	.2	3	10	.2	.8	1	10	.1	.8
<b>TOTALS</b>																				
WI '02	277	1627	16.2		371	1394	21.8		411	1336	24.1		358	1453	21.0		127	934	7.4	
FA '01	274	1631	16.3		363	1400	21.7		416	1381	24.8		342	1434	20.4		125	916	7.5	
SU '01	279	1548	17.6		336	1283	21.2		433	1319	27.4		350	1402	22.1		155	973	9.8	
SP '01	272	1533	17.2		350	1236	22.1		415	1321	26.2		342	1367	21.6		126	894	8.0	
<b>4-Book</b>	<b>276</b>	<b>1585</b>	<b>16.8</b>		<b>355</b>	<b>1328</b>	<b>21.7</b>		<b>419</b>	<b>1339</b>	<b>25.6</b>		<b>348</b>	<b>1414</b>	<b>21.3</b>		<b>133</b>	<b>929</b>	<b>8.2</b>	
WI '01	268	1515	16.9		360	1312	22.7		402	1238	25.4		353	1355	22.3		121	832	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 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	
<b>KABG-FM</b>																				
WI '02	3	57	.2	.8	2	33	.1	1.0	2	4	.1	1.1	2	12	.1	.6	2	4	.1	.8
4-Book	4	69	.3	1.2	3	41	.2	1.5	4	13	.2	2.1	6	16	.4	2.0	4	10	.3	1.7
<b>KBQI-FM</b>																				
WI '02	39	314	2.3	10.2	15	204	.9	7.9	21	55	1.2	11.4	28	106	1.6	8.8	11	51	.6	4.7
4-Book	29	260	1.8	7.6	15	165	.9	7.6	15	45	.9	7.9	27	72	1.6	8.4	18	66	1.1	7.6
<b>KBTK-AM</b>																				
WI '02	4	45	.2	1.0	1	8	.1	.5					1	8	.1	.3	3	4	.2	1.3
4-Book	2	25	.1	.5		4		.1					1	3	.1	.2	1	2	.1	.3
<b>KBZU-FM</b>																				
WI '02	11	140	.6	2.9	6	71	.4	3.1	5	16	.3	2.7	11	26	.6	3.5	17	42	1.0	7.2
4-Book	8	95	.5	2.1	4	50	.2	1.8	3	9	.2	1.3	8	20	.4	2.4	7	21	.4	2.8
<b>KHFM-FM</b>																				
WI '02	5	74	.3	1.3	4	51	.2	2.1	1	12	.1	.5	8	35	.5	2.5	6	11	.4	2.5
4-Book	6	75	.4	1.5	3	48	.2	1.5	1	6	.1	.5	5	23	.3	1.6	5	10	.3	2.0
<b>K10T-FM</b>																				
WI '02	9	147	.5	2.4	3	108	.2	1.6	3	19	.2	1.6	7	44	.4	2.2	3	30	.2	1.3
4-Book	8	128	.5	2.0	4	74	.2	2.0	2	15	.1	1.1	6	31	.4	1.8	5	19	.3	1.8
<b>KIVA-AM</b>																				
WI '02	1	17	.1	.3		5														
4-Book	1	23	.1	.3		6				1	.2		2	.1		1	1		.2	
<b>KKJY-AM</b>																				
WI '02		8				3								3						
4-Book		7	.1			3				1	.1		1	3	.1	.2				
<b>KKOB-AM</b>																				
WI '02	15	141	.9	3.9	4	73	.2	2.1	1	4	.1	.5	4	25	.2	1.3	2	13	.1	.8
4-Book	14	116	.8	3.6	2	44	.1	1.0	1	6	.1	.7	3	13	.2	1.0	2	7	.1	.7
<b>KKOB-FM</b>																				
WI '02	16	268	.9	4.2	9	143	.5	4.7	8	25	.5	4.3	14	74	.8	4.4	13	37	.8	5.5
4-Book	17	235	1.0	4.6	6	116	.4	3.3	7	24	.4	3.8	9	47	.6	2.9	9	31	.6	3.8
<b>KKRG-FM</b>																				
WI '02	3	65	.2	.8	2	32	.1	1.0					2	8	.1	.6	1	8	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	28	469	1.6	7.3	18	273	1.1	9.4	10	54	.6	5.4	32	115	1.9	10.1	29	117	1.7	12.3
4-Book	23	374	1.4	6.1	16	242	1.0	8.3	12	49	.7	6.3	26	102	1.6	8.2	22	79	1.3	9.0
<b>KLSK-FM</b>																				
WI '02	5	127	.3	1.3	2	81	.1	1.0	3	20	.2	1.6	2	16	.1	.6	2	24	.1	.8
4-Book	7	114	.4	1.9	4	73	.3	2.2	4	15	.3	2.2	7	26	.4	2.2	4	21	.3	1.7
<b>KLVO-FM</b>																				
WI '02	17	107	1.0	4.5	7	87	.4	3.7	8	23	.5	4.3	12	33	.7	3.8	9	22	.5	3.8
4-Book	14	119	.9	3.8	10	87	.6	5.0	9	25	.6	4.9	16	36	1.0	5.1	11	29	.7	4.6
<b>KMGA-FM</b>																				
WI '02	17	157	1.0	4.5	4	88	.2	2.1	2	19	.1	1.1	6	17	.4	1.9	6	16	.4	2.5
4-Book	16	156	1.0	4.3	8	87	.5	4.1	5	21	.3	2.9	14	36	.9	4.4	9	25	.6	3.5
<b>KNKT-FM</b>																				
WI '02	2	33	.1	.5	1	16	.1	.5	1	4	.1	.5	3	4	.2	.9				
4-Book	3	48	.2	.7	2	30	.1	.9	1	6	.1	.3	2	10	.1	.7	1	4	.1	.2
<b>KNML-AM</b>																				
WI '02	7	80	.4	1.8	2	38	.1	1.0	1	9	.1	.5	2	13	.1	.6	1	4	.1	.4
4-Book	9	55	.6	2.3	2	26	.1	.8	1	6	.1	.5	3	9	.2	1.0	1	4	.1	.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 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
<b>KPEK-FM</b>																				
WI '02	16	333	.9	4.2	17	209	1.0	8.9	11	45	.6	5.9	17	62	1.0	5.3	12	64	.7	5.1
4-Book	22	324	1.4	5.9	11	192	.7	5.9	9	36	.5	5.0	19	73	1.2	5.9	12	59	.7	4.9
<b>KQEO-FM</b>																				
WI '02		28				3														
4-Book	1	33	.1	.2	1	13	.1	.3		1			1	3	.1	.2		2		.1
<b>KRQS-FM</b>																				
WI '02	8	63	.5	2.1	4	33	.2	2.1	3	8	.2	1.6	10	25	.6	3.1	3	13	.2	1.3
4-Book	5	46	.3	1.4	3	27	.2	1.3	4	8	.2	1.9	5	14	.3	1.5	3	9	.2	1.4
<b>KRST-FM</b>																				
WI '02	11	201	.6	2.9	8	145	.5	4.2	9	43	.5	4.9	11	66	.6	3.5	17	43	1.0	7.2
4-Book	14	212	.9	3.7	9	137	.6	4.7	7	33	.4	3.9	10	52	.6	3.1	13	49	.8	5.4
<b>KRZY-AM</b>																				
WI '02	4	59	.2	1.0	1	14	.1	.5	3	7	.2	1.6	4	7	.2	1.3	3	7	.2	1.3
4-Book	7	52	.4	1.9	3	25	.2	1.3	7	16	.4	3.6	6	11	.4	2.0	2	9	.2	1.0
<b>KRZY-FM</b>																				
WI '02	12	75	.7	3.1	10	50	.6	5.2	9	16	.5	4.9	15	38	.9	4.7	12	19	.7	5.1
4-Book	8	65	.5	2.0	5	46	.3	2.6	5	13	.3	2.8	8	22	.5	2.5	6	12	.4	2.4
<b>KSYU-FM</b>																				
WI '02	13	116	.8	3.4	4	55	.2	2.1	8	12	.5	4.3	13	39	.8	4.1	5	20	.3	2.1
4-Book	11	119	.7	2.8	4	60	.2	2.1	5	14	.3	2.5	8	31	.5	2.5	6	19	.4	2.3
<b>KTEG-FM</b>																				
WI '02	16	226	.9	4.2	12	166	.7	6.3	13	39	.8	7.0	14	57	.8	4.4	19	48	1.1	8.1
4-Book	16	256	1.0	4.3	9	149	.5	4.5	9	31	.5	4.6	12	56	.7	3.8	14	47	.8	5.7
<b>KTZD-FM</b>																				
WI '02	18	335	1.1	4.7	8	164	.5	4.2	6	42	.4	3.2	14	62	.8	4.4	13	51	.8	5.5
4-Book	21	280	1.3	5.7	9	163	.6	4.8	10	37	.6	5.2	19	71	1.2	5.9	14	58	.9	5.7
<b>KYLZ-FM</b>																				
WI '02	27	389	1.6	7.1	16	266	.9	8.4	7	29	.4	3.8	34	143	2.0	10.7	21	68	1.2	8.9
4-Book	27	367	1.6	7.1	17	239	1.1	9.1	10	41	.6	5.4	27	108	1.7	8.5	26	86	1.6	10.5
<b>+KZNM-FM</b>																				
WI '02	3	61	.2	.8	2	32	.1	1.0	1	8	.1	.5	3	16	.2	.9				
4-Book	5	89	.3	1.4	4	45	.2	2.0	5	15	.3	2.5	6	18	.4	1.7	4	13	.2	1.5
<b>KZRR-FM</b>																				
WI '02	39	390	2.3	10.2	11	198	.6	5.8	15	66	.9	8.1	21	53	1.2	6.6	10	54	.6	4.2
4-Book	41	357	2.5	10.7	14	203	.9	7.5	17	57	1.1	9.3	23	75	1.4	7.4	17	62	1.1	6.9
<b>KBAC-FM</b>																				
WI '02	3	31	.2	.8																
4-Book	4	35	.2	1.0	1	15	.1	.6	2	7	.1	1.1	2	7	.2	.7	1	3	.1	.4
<b>TOTALS</b>																				
WI '02	382	1605	22.4		191	1335	11.2		185	553	10.9		318	827	18.7		236	650	13.8	
4-Book	377	1562	23.1		191	1307	11.7		183	520	11.2		317	774	19.4		242	648	14.8	

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	
KABG-FM																				
WI '02	4	14	.2	2.8				2	11	.1	.9	3	12	.2	1.6					
4-Book	3	9	.2	1.9	1	5	.1	.8	3	12	.2	1.4	3	10	.2	1.3	1	3	.1	1.3
KBQI-FM																				
WI '02	6	44	.4	4.3	18	72	1.1	13.3	20	78	1.2	9.0	10	34	.6	5.2	7	34	.4	7.7
4-Book	9	35	.6	6.2	15	53	1.0	12.0	17	52	1.0	7.5	11	31	.7	5.7	6	26	.4	6.3
KBTK-AM																				
WI '02					1	4	.1	.7												
4-Book					1	2	.1	.7												
KBZU-FM																				
WI '02	5	21	.3	3.5	1	8	.1	.7	3	25	.2	1.3	7	21	.4	3.6	2	13	.1	2.2
4-Book	3	9	.2	1.9	1	6	.1	1.0	3	14	.2	1.6	4	13	.2	1.9	1	8	.1	1.1
KHFM-FM																				
WI '02	6	16	.4	4.3	2	8	.1	1.5	2	16	.1	.9	7	24	.4	3.6	1	8	.1	1.1
4-Book	4	12	.3	2.5	2	8	.1	1.2	2	11	.1	.8	3	11	.2	1.6	2	6	.1	1.8
KIOT-FM																				
WI '02	1	17	.1	.7	5	26	.3	3.7	3	24	.2	1.3	1	12	.1	.5				
4-Book	1	9	.1	.7	3	14	.2	2.4	5	19	.3	2.5	3	13	.2	1.6	3	6	.2	2.5
KIVA-AM																				
WI '02		5																	5	
4-Book		2	.2							1	.1		1						1	
KKJY-AM																				
WI '02										3										
4-Book										2	.1									
KKOB-AM																				
WI '02	2	15	.1	1.4	5	23	.3	3.7	10	21	.6	4.5	5	20	.3	2.6	3	24	.2	3.3
4-Book	2	12	.1	1.5	2	8	.1	1.3	4	10	.2	1.6	3	11	.2	1.3	2	11	.1	1.6
KKOB-FM																				
WI '02	10	39	.6	7.1	4	16	.2	3.0	6	40	.4	2.7	8	36	.5	4.1	12	28	.7	13.2
4-Book	6	21	.4	4.3	5	20	.3	3.6	5	32	.3	2.3	6	29	.4	3.3	5	16	.3	5.0
KKRG-FM																				
WI '02		4			3	16	.2	2.2	3	8	.2	1.3	2	9	.1	1.0	2	4	.1	2.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	22	81	1.3	15.6	10	47	.6	7.4	20	75	1.2	9.0	21	69	1.2	10.9	4	14	.2	4.4
4-Book	16	60	1.0	10.9	8	37	.5	6.4	19	73	1.2	8.6	19	65	1.2	10.1	6	28	.3	5.6
KLSK-FM																				
WI '02	3	20	.2	2.1	1	12	.1	.7	1	13	.1	.4	2	21	.1	1.0	2	4	.1	2.2
4-Book	3	16	.2	2.3	2	9	.2	1.7	5	16	.3	2.3	4	17	.2	2.0	3	9	.2	3.0
KLVO-FM																				
WI '02	4	14	.2	2.8	5	15	.3	3.7	9	37	.5	4.0	9	21	.5	4.7	3	13	.2	3.3
4-Book	6	23	.4	4.1	6	20	.4	4.3	14	38	.8	6.1	11	32	.7	5.9	5	18	.3	4.9
KMGA-FM																				
WI '02	1	8	.1	.7	5	10	.3	3.7	6	27	.4	2.7	4	22	.2	2.1	2	16	.1	2.2
4-Book	7	25	.5	4.7	5	17	.3	3.6	9	27	.6	4.3	7	24	.5	3.8	6	22	.3	5.4
KNKT-FM																				
WI '02					2	8	.1	1.5	2	8	.1	.9								
4-Book	1	5	.1	.5	1	10	.1	1.0	4	16	.2	1.6	2	9	.1	1.1	2	5	.1	1.5
KNML-AM																				
WI '02					3	18	.2	2.2	1	8	.1	.4	4	17	.2	2.1		5		
4-Book		2	.2		2	7	.1	1.1	1	8	.1	.6	2	7	.1	.8	1	5	.1	.8

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPEK-FM</b>																				
WI '02	16	41	.9	11.3	8	32	.5	5.9	33	94	1.9	14.8	25	61	1.5	13.0	10	32	.6	11.0
4-Book	6	29	.4	4.3	7	24	.4	5.7	17	71	1.1	7.8	14	48	.9	7.4	5	22	.3	5.2
<b>KQEO-FM</b>																				
WI '02									3				3				3			
4-Book	1	2	.1	.5	1	3	.1	.4	4		.1		2	5	.2	1.0	1	3	.1	.5
<b>KRQS-FM</b>																				
WI '02	2	8	.1	1.4	3	8	.2	2.2	5	16	.3	2.2	1	9	.1	.5	2	5	.1	2.2
4-Book	2	5	.1	1.2	3	8	.2	2.0	2	9	.1	.9	2	7	.2	1.1	1	3	.1	.8
<b>KRST-FM</b>																				
WI '02	5	17	.3	3.5	7	32	.4	5.2	4	28	.2	1.8	7	24	.4	3.6	5	18	.3	5.5
4-Book	8	28	.5	4.8	7	28	.5	6.0	13	40	.8	5.8	8	28	.5	4.2	5	16	.3	4.9
<b>KRZY-AM</b>																				
WI '02																				
4-Book	1				2	6	.2	1.6	3	8	.2	1.2	1	2		.3	1	3	.1	.5
<b>KRZY-FM</b>																				
WI '02	5	16	.3	3.5	8	12	.5	5.9	11	19	.6	4.9	16	27	.9	8.3	6	24	.4	6.6
4-Book	3	10	.2	1.9	4	7	.2	2.8	5	14	.3	2.3	7	14	.4	3.8	2	9	.2	2.4
<b>KSYU-FM</b>																				
WI '02	1	5	.1	.7					3	18	.2	1.3	1	10	.1	.5				
4-Book	4	12	.3	2.4	2	6	.1	1.4	3	20	.2	1.4	3	13	.2	1.3	1	7	.1	1.0
<b>KTEG-FM</b>																				
WI '02	11	54	.6	7.8	2	22	.1	1.5	14	56	.8	6.3	13	40	.8	6.7	6	20	.4	6.6
4-Book	9	39	.6	6.2	2	14	.1	1.4	7	40	.5	3.4	8	31	.5	4.3	5	28	.3	4.9
<b>KTZO-FM</b>																				
WI '02	3	22	.2	2.1	2	22	.1	1.5	11	61	.6	4.9	10	34	.6	5.2	3	16	.2	3.3
4-Book	6	26	.4	3.8	4	20	.3	3.4	10	48	.6	4.4	9	34	.6	4.7	5	28	.3	4.6
<b>KYLZ-FM</b>																				
WI '02	21	58	1.2	14.9	11	35	.6	8.1	12	58	.7	5.4	13	58	.8	6.7	8	30	.5	8.8
4-Book	25	67	1.5	16.6	8	28	.5	6.5	15	59	.9	6.8	14	60	.9	7.3	13	44	.8	13.4
<b>+KZNM-FM</b>																				
WI '02	4	12	.2	2.8	1	4	.1	.7	2	4	.1	.9	2	4	.1	1.0				
4-Book	2	10	.1	1.3	3	9	.2	2.3	5	15	.3	2.1	3	16	.2	1.7	2	11	.2	2.3
<b>KZRR-FM</b>																				
WI '02	4	30	.2	2.8	7	29	.4	5.2	15	76	.9	6.7	8	41	.5	4.1	6	22	.4	6.6
4-Book	9	37	.6	6.1	12	36	.7	8.9	15	58	.9	6.6	11	41	.7	5.8	9	32	.6	9.4
<b>KBAC-FM</b>																				
WI '02																				
4-Book					2	9	.1	1.4	2	7	.1	.7	1	5	.1	.5	1	3	.1	.7
<b>TOTALS</b>																				
WI '02	141	479	8.3		135	437	7.9		223	677	13.1		193	543	11.3		91	327	5.3	
4-Book	150	433	9.2		126	387	7.7		219	623	13.4		191	506	11.7		98	323	6.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 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	
<b>KABG-FM</b>																				
WI '02	17	236	.5	3.0	21	146	.6	2.5	25	146	.7	2.8	20	110	.6	2.8	8	50	.2	3.6
FA '01	15	248	.4	2.7	13	106	.4	1.6	30	128	.9	3.5	21	146	.6	2.9	4	49	.1	1.8
SU '01	15	287	.5	2.7	19	152	.6	2.6	17	147	.5	1.9	18	135	.6	2.6	4	63	.1	1.7
SP '01	12	230	.4	2.2	22	114	.7	2.9	17	109	.5	2.0	13	118	.4	1.9	4	37	.1	1.8
<b>4-Book</b>	<b>15</b>	<b>250</b>	<b>.5</b>	<b>2.7</b>	<b>19</b>	<b>130</b>	<b>.6</b>	<b>2.4</b>	<b>22</b>	<b>133</b>	<b>.7</b>	<b>2.6</b>	<b>18</b>	<b>127</b>	<b>.6</b>	<b>2.6</b>	<b>5</b>	<b>50</b>	<b>.1</b>	<b>2.2</b>
WI '01	9	238	.3	1.6	13	105	.4	1.6	15	118	.5	1.7	10	129	.3	1.4	2	37	.1	1.0
<b>KBQI-FM</b>																				
WI '02	41	530	1.2	7.1	83	368	2.4	9.8	65	300	1.9	7.4	45	339	1.3	6.2	7	145	.2	3.1
FA '01	42	603	1.2	7.4	65	362	1.9	7.9	71	357	2.1	8.3	51	378	1.5	7.1	9	148	.3	4.1
SU '01	29	411	.9	5.2	39	236	1.2	5.3	47	255	1.4	5.3	35	247	1.1	5.0	14	117	.4	5.8
SP '01	39	473	1.2	7.0	59	263	1.8	7.7	58	295	1.8	6.8	46	297	1.4	6.6	13	146	.4	6.0
<b>4-Book</b>	<b>38</b>	<b>504</b>	<b>1.1</b>	<b>6.7</b>	<b>62</b>	<b>307</b>	<b>1.8</b>	<b>7.7</b>	<b>60</b>	<b>302</b>	<b>1.8</b>	<b>7.0</b>	<b>44</b>	<b>315</b>	<b>1.3</b>	<b>6.2</b>	<b>11</b>	<b>139</b>	<b>.3</b>	<b>4.8</b>
WI '01	32	444	1.0	5.8	54	302	1.7	6.7	58	287	1.8	6.7	40	294	1.2	5.7	7	129	.2	3.5
<b>KBTK-AM</b>																				
WI '02	5	117	.1	.9	12	49	.4	1.4	6	47	.2	.7	8	55	.2	1.1	3	30	.1	1.3
FA '01	4	104	.1	.7	8	46	.2	1.0	5	46	.1	.6	5	40	.1	.7	1	12	.0	.5
SU '01	3	94	.1	.5	5	57	.2	.7	7	53	.2	.8	3	43	.1	.4	1	18	.0	.4
SP '01	5	81	.2	.9	17	58	.5	2.2	7	34	.2	.8	4	28	.1	.6	1	13	.0	.5
<b>4-Book</b>	<b>4</b>	<b>99</b>	<b>.1</b>	<b>.8</b>	<b>11</b>	<b>53</b>	<b>.3</b>	<b>1.3</b>	<b>6</b>	<b>45</b>	<b>.2</b>	<b>.7</b>	<b>5</b>	<b>42</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>18</b>	<b>.0</b>	<b>.7</b>
WI '01	3	53	.1	.5	8	32	.2	1.0	4	24	.1	.5	3	33	.1	.4	1	3	.0	.5
<b>KBZU-FM</b>																				
WI '02	25	347	.7	4.3	31	180	.9	3.6	43	232	1.3	4.9	34	224	1.0	4.7	10	119	.3	4.5
FA '01	20	347	.6	3.5	26	156	.8	3.2	41	219	1.2	4.8	23	204	.7	3.2	3	55	.1	1.4
SU '01	21	314	.6	3.8	29	185	.9	3.9	37	201	1.1	4.2	29	224	.9	4.2	5	79	.2	2.1
SP '01	13	189	.4	2.3	10	86	.3	1.3	25	109	.8	2.9	19	124	.6	2.7	2	41	.1	.9
<b>4-Book</b>	<b>20</b>	<b>299</b>	<b>.6</b>	<b>3.5</b>	<b>24</b>	<b>152</b>	<b>.7</b>	<b>3.0</b>	<b>37</b>	<b>190</b>	<b>1.1</b>	<b>4.2</b>	<b>26</b>	<b>194</b>	<b>.8</b>	<b>3.7</b>	<b>5</b>	<b>74</b>	<b>.2</b>	<b>2.2</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	13	217	.4	2.3	16	95	.5	1.9	19	96	.6	2.2	15	111	.4	2.1	6	77	.2	2.7
FA '01	12	245	.3	2.1	14	105	.4	1.7	18	97	.5	2.1	20	169	.6	2.8	6	60	.2	2.7
SU '01	13	276	.4	2.3	13	94	.4	1.8	25	146	.8	2.8	22	154	.7	3.2	4	64	.1	1.7
SP '01	18	240	.6	3.2	20	117	.6	2.6	26	127	.8	3.1	19	144	.6	2.7	9	60	.3	4.1
<b>4-Book</b>	<b>14</b>	<b>245</b>	<b>.4</b>	<b>2.5</b>	<b>16</b>	<b>103</b>	<b>.5</b>	<b>2.0</b>	<b>22</b>	<b>117</b>	<b>.7</b>	<b>2.6</b>	<b>19</b>	<b>145</b>	<b>.6</b>	<b>2.7</b>	<b>6</b>	<b>65</b>	<b>.2</b>	<b>2.8</b>
WI '01	10	180	.3	1.8	14	94	.4	1.7	12	64	.4	1.4	10	72	.3	1.4	6	60	.2	3.0
<b>KIOT-FM</b>																				
WI '02	20	455	.6	3.5	29	253	.8	3.4	35	232	1.0	4.0	25	244	.7	3.4	8	101	.2	3.6
FA '01	16	411	.5	2.8	18	173	.5	2.2	25	218	.7	2.9	21	225	.6	2.9	7	119	.2	3.2
SU '01	16	411	.5	2.9	16	159	.5	2.2	25	199	.8	2.8	21	239	.6	3.0	7	105	.2	2.9
SP '01	21	508	.6	3.8	29	243	.9	3.8	36	225	1.1	4.2	31	288	1.0	4.5	6	139	.2	2.8
<b>4-Book</b>	<b>18</b>	<b>446</b>	<b>.6</b>	<b>3.3</b>	<b>23</b>	<b>207</b>	<b>.7</b>	<b>2.9</b>	<b>30</b>	<b>219</b>	<b>.9</b>	<b>3.5</b>	<b>25</b>	<b>249</b>	<b>.7</b>	<b>3.5</b>	<b>7</b>	<b>116</b>	<b>.2</b>	<b>3.1</b>
WI '01	27	563	.8	4.9	30	233	.9	3.7	40	289	1.2	4.6	38	333	1.2	5.4	8	139	.2	4.0
<b>KIVA-AM</b>																				
WI '02	5	104	.1	.9	11	55	.3	1.3	6	42	.2	.7	7	65	.2	1.0	1	5	.0	.4
FA '01	5	131	.1	.9	6	83	.2	.7	9	83	.3	1.0	8	84	.2	1.1	1	21	.0	.5
SU '01	3	99	.1	.5	6	55	.2	.8	4	60	.1	.4	6	69	.2	.9	2	23	.1	.8
SP '01	1	66	.2	.2	2	24	.1	.3	2	19	.1	.2	2	24	.1	.3	1	18	.0	.4
<b>4-Book</b>	<b>4</b>	<b>100</b>	<b>.1</b>	<b>.6</b>	<b>6</b>	<b>54</b>	<b>.2</b>	<b>.8</b>	<b>5</b>	<b>51</b>	<b>.2</b>	<b>.6</b>	<b>6</b>	<b>61</b>	<b>.2</b>	<b>.8</b>	<b>1</b>	<b>17</b>	<b>.0</b>	<b>.4</b>
WI '01	2	68	.1	.4	5	52	.2	.6	1	16	.1	.1	3	36	.1	.4	4	4	.0	.4
<b>KKJY-AM</b>																				
WI '02	1	15	.2	.2	2	20	.1	.2	2	18	.1	.2	2	14	.1	.3	1	12	.0	.5
FA '01	1	32	.2	.2	1	11	.1	.1	2	24	.1	.2	1	6	.1	.1	3	3	.0	.4
SU '01	1	24	.2	.2	1	16	.1	.1	2	21	.1	.2	1	7	.1	.1	1	4	.0	.5
<b>4-Book</b>	<b>1</b>	<b>27</b>	<b>.2</b>	<b>.2</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>19</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>10</b>	<b>.2</b>	<b>.2</b>	<b>1</b>	<b>5</b>	<b>.0</b>	<b>.3</b>
WI '01	1	14	.1	.1	1	11	.1	.1	7	7	.1	.1	4	4	.1	.1	5	5	.0	.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 18-49

	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
<b>KKOB-AM</b>																				
WI '02	33	479	1.0	5.7	59	303	1.7	6.9	55	238	1.6	6.3	43	276	1.3	5.9	11	133	.3	4.9
FA '01	34	539	1.0	6.0	63	285	1.8	7.7	49	271	1.4	5.7	41	305	1.2	5.7	18	142	.5	8.1
SU '01	24	414	.7	4.3	41	235	1.3	5.6	49	229	1.5	5.5	30	220	.9	4.3	8	75	.2	3.3
SP '01	20	390	.6	3.6	28	173	.9	3.7	43	263	1.3	5.1	31	192	1.0	4.5	4	50	.1	1.8
<b>4-Book</b>	<b>28</b>	<b>456</b>	<b>.8</b>	<b>4.9</b>	<b>48</b>	<b>249</b>	<b>1.4</b>	<b>6.0</b>	<b>49</b>	<b>250</b>	<b>1.5</b>	<b>5.7</b>	<b>36</b>	<b>248</b>	<b>1.1</b>	<b>5.1</b>	<b>10</b>	<b>100</b>	<b>.3</b>	<b>4.5</b>
WI '01	32	471	1.0	5.8	57	275	1.8	7.0	60	257	1.8	7.0	41	272	1.3	5.8	12	106	.4	6.0
<b>KKOB-FM</b>																				
WI '02	28	558	.8	4.9	50	306	1.5	5.9	49	321	1.4	5.6	31	301	.9	4.3	7	123	.2	3.1
FA '01	27	568	.8	4.8	46	340	1.3	5.6	43	327	1.3	5.0	34	318	1.0	4.7	7	107	.2	3.2
SU '01	22	540	.7	3.9	39	270	1.2	5.3	33	229	1.0	3.7	27	265	.8	3.9	6	117	.2	2.5
SP '01	21	469	.6	3.8	43	242	1.3	5.6	32	215	1.0	3.8	25	244	.8	3.6	5	75	.2	2.3
<b>4-Book</b>	<b>25</b>	<b>534</b>	<b>.7</b>	<b>4.4</b>	<b>45</b>	<b>290</b>	<b>1.3</b>	<b>5.6</b>	<b>39</b>	<b>273</b>	<b>1.2</b>	<b>4.5</b>	<b>29</b>	<b>282</b>	<b>.9</b>	<b>4.1</b>	<b>6</b>	<b>106</b>	<b>.2</b>	<b>2.8</b>
WI '01	25	582	.8	4.5	40	346	1.2	4.9	40	283	1.2	4.6	33	335	1.0	4.7	7	130	.2	3.5
<b>KKRG-FM</b>																				
WI '02	7	163	.2	1.2	8	64	.2	.9	8	79	.2	.9	8	81	.2	1.1	4	41	.1	1.8
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	27	658	.8	4.7	31	318	.9	3.6	36	353	1.1	4.1	36	404	1.1	5.0	15	208	.4	6.7
FA '01	23	587	.7	4.1	30	278	.9	3.6	30	285	.9	3.5	26	322	.8	3.6	11	170	.3	5.0
SU '01	20	488	.6	3.6	22	227	.7	3.0	29	264	.9	3.3	23	292	.7	3.3	15	139	.5	6.2
SP '01	20	524	.6	3.6	25	232	.8	3.3	24	239	.7	2.8	26	283	.8	3.8	9	133	.3	4.1
<b>4-Book</b>	<b>23</b>	<b>564</b>	<b>.7</b>	<b>4.0</b>	<b>27</b>	<b>264</b>	<b>.8</b>	<b>3.4</b>	<b>30</b>	<b>285</b>	<b>.9</b>	<b>3.4</b>	<b>28</b>	<b>325</b>	<b>.9</b>	<b>3.9</b>	<b>13</b>	<b>163</b>	<b>.4</b>	<b>5.1</b>
WI '01	17	433	.5	3.1	26	186	.8	3.2	19	243	.6	2.2	20	240	.6	2.9	13	124	.4	6.5
<b>KLSK-FM</b>																				
WI '02	10	323	.3	1.7	16	160	.5	1.9	18	165	.5	2.0	10	159	.3	1.4	6	87	.2	2.7
FA '01	14	338	.4	2.5	14	138	.4	1.7	19	176	.6	2.2	22	197	.6	3.1	7	78	.2	3.2
SU '01	10	275	.3	1.8	12	127	.4	1.6	19	138	.6	2.1	11	133	.3	1.6	4	52	.1	1.7
SP '01	15	347	.5	2.7	16	150	.5	2.1	25	149	.8	2.9	23	199	.7	3.3	4	72	.1	1.8
<b>4-Book</b>	<b>12</b>	<b>321</b>	<b>.4</b>	<b>2.2</b>	<b>15</b>	<b>144</b>	<b>.5</b>	<b>1.8</b>	<b>20</b>	<b>157</b>	<b>.6</b>	<b>2.3</b>	<b>17</b>	<b>172</b>	<b>.5</b>	<b>2.4</b>	<b>5</b>	<b>72</b>	<b>.2</b>	<b>2.4</b>
WI '01	11	343	.3	2.0	13	119	.4	1.6	18	188	.6	2.1	17	194	.5	2.4	4	88	.1	2.0
<b>KLVO-FM</b>																				
WI '02	16	179	.5	2.8	21	104	.6	2.5	30	113	.9	3.4	19	101	.6	2.6	6	55	.2	2.7
FA '01	9	121	.3	1.6	9	61	.3	1.1	11	78	.3	1.3	14	92	.4	1.9	6	47	.2	2.7
SU '01	17	196	.5	3.0	23	110	.7	3.1	25	114	.8	2.8	14	97	.4	2.0	6	70	.2	2.5
SP '01	23	269	.7	4.1	21	127	.6	2.7	28	168	.9	3.3	33	183	1.0	4.8	10	106	.3	4.6
<b>4-Book</b>	<b>16</b>	<b>191</b>	<b>.5</b>	<b>2.9</b>	<b>19</b>	<b>101</b>	<b>.6</b>	<b>2.4</b>	<b>24</b>	<b>118</b>	<b>.7</b>	<b>2.7</b>	<b>20</b>	<b>118</b>	<b>.6</b>	<b>2.8</b>	<b>7</b>	<b>70</b>	<b>.2</b>	<b>3.1</b>
WI '01	12	178	.4	2.2	15	82	.5	1.9	20	97	.6	2.3	13	88	.4	1.9	4	33	.1	2.0
<b>KMGA-FM</b>																				
WI '02	30	458	.9	5.2	42	256	1.2	4.9	63	225	1.8	7.2	40	284	1.2	5.5	9	123	.3	4.0
FA '01	36	465	1.0	6.4	45	261	1.3	5.5	67	275	1.9	7.8	47	279	1.4	6.5	11	126	.3	5.0
SU '01	26	429	.8	4.7	30	185	.9	4.1	48	235	1.5	5.4	25	230	.8	3.6	15	146	.5	6.2
SP '01	33	464	1.0	5.9	43	250	1.3	5.6	55	247	1.7	6.5	34	235	1.0	4.9	17	164	.5	7.8
<b>4-Book</b>	<b>31</b>	<b>454</b>	<b>.9</b>	<b>5.6</b>	<b>40</b>	<b>238</b>	<b>1.2</b>	<b>5.0</b>	<b>58</b>	<b>246</b>	<b>1.7</b>	<b>6.7</b>	<b>37</b>	<b>257</b>	<b>1.1</b>	<b>5.1</b>	<b>13</b>	<b>140</b>	<b>.4</b>	<b>5.8</b>
WI '01	25	393	.8	4.5	37	223	1.1	4.6	45	202	1.4	5.2	27	217	.8	3.9	13	112	.4	6.5
<b>KNKT-FM</b>																				
WI '02	8	157	.2	1.4	13	77	.4	1.5	7	65	.2	.8	7	57	.2	1.0	8	49	.2	3.6
FA '01	12	223	.3	2.1	27	128	.8	3.3	12	82	.3	1.4	16	121	.5	2.2	5	59	.1	2.3
SU '01	7	141	.2	1.3	14	61	.4	1.9	10	67	.3	1.1	10	106	.3	1.4	2	40	.1	.8
SP '01	6	150	.2	1.1	9	85	.3	1.2	10	55	.3	1.2	7	77	.2	1.0	2	42	.1	.9
<b>4-Book</b>	<b>8</b>	<b>168</b>	<b>.2</b>	<b>1.5</b>	<b>16</b>	<b>88</b>	<b>.5</b>	<b>2.0</b>	<b>10</b>	<b>67</b>	<b>.3</b>	<b>1.1</b>	<b>10</b>	<b>90</b>	<b>.3</b>	<b>1.4</b>	<b>4</b>	<b>48</b>	<b>.1</b>	<b>1.9</b>
WI '01	7	171	.2	1.3	12	73	.4	1.5	6	63	.2	.7	7	79	.2	1.0	4	60	.1	2.0

Target Listener Trends - Persons 18-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KNML-AM</b>																			
WI '02	9	183	.3	1.6	16	95	.5	1.9	17	92	.5	1.9	11	95	.3	1.5	1	35	.4
FA '01	16	201	.5	2.8	21	91	.6	2.6	44	117	1.3	5.1	16	104	.5	2.2	2	50	.1
SU '01	7	105	.2	1.3	10	59	.3	1.4	17	60	.5	1.9	6	57	.2	.9	1	18	.4
SP '01	10	129	.3	1.8	12	64	.4	1.6	24	85	.7	2.8	12	84	.4	1.7	2	21	.1
<b>4-Book</b>	<b>11</b>	<b>155</b>	<b>.3</b>	<b>1.9</b>	<b>15</b>	<b>77</b>	<b>.5</b>	<b>1.9</b>	<b>26</b>	<b>89</b>	<b>.8</b>	<b>2.9</b>	<b>11</b>	<b>85</b>	<b>.4</b>	<b>1.6</b>	<b>2</b>	<b>31</b>	<b>.1</b>
WI '01	7	162	.2	1.3	9	78	.3	1.1	17	77	.5	2.0	9	91	.3	1.3	1	23	.5
<b>KPEK-FM</b>																			
WI '02	30	610	.9	5.2	39	324	1.1	4.6	42	359	1.2	4.8	40	397	1.2	5.5	9	188	.3
FA '01	18	559	.5	3.2	24	269	.7	2.9	26	300	.8	3.0	24	330	.7	3.3	7	132	.2
SU '01	29	601	.9	5.2	35	274	1.1	4.7	52	304	1.6	5.8	42	374	1.3	6.0	9	144	.3
SP '01	30	603	.9	5.4	36	323	1.1	4.7	51	348	1.6	6.0	38	339	1.2	5.5	13	160	.4
<b>4-Book</b>	<b>27</b>	<b>593</b>	<b>.8</b>	<b>4.8</b>	<b>34</b>	<b>298</b>	<b>1.0</b>	<b>4.2</b>	<b>43</b>	<b>328</b>	<b>1.3</b>	<b>4.9</b>	<b>36</b>	<b>360</b>	<b>1.1</b>	<b>5.1</b>	<b>10</b>	<b>156</b>	<b>.3</b>
WI '01	27	589	.8	4.9	40	340	1.2	4.9	48	317	1.5	5.6	40	384	1.2	5.7	6	128	.2
<b>KQEO-FM</b>																			
WI '02	7	136	.2	1.2	5	79	.1	.6	10	67	.3	1.1	11	73	.3	1.5	6	32	.2
FA '01	5	135	.1	.9	5	63	.1	.6	6	62	.2	.7	5	62	.1	.7	3	26	.1
SU '01	9	196	.3	1.6	13	85	.4	1.8	15	130	.5	1.7	12	104	.4	1.7	2	34	.1
SP '01	10	229	.3	1.8	12	117	.4	1.6	18	114	.6	2.1	10	86	.3	1.4	3	46	.1
<b>4-Book</b>	<b>8</b>	<b>174</b>	<b>.2</b>	<b>1.4</b>	<b>9</b>	<b>86</b>	<b>.3</b>	<b>1.2</b>	<b>12</b>	<b>93</b>	<b>.4</b>	<b>1.4</b>	<b>10</b>	<b>81</b>	<b>.3</b>	<b>1.3</b>	<b>4</b>	<b>35</b>	<b>.1</b>
WI '01	15	218	.5	2.7	20	123	.6	2.5	26	132	.8	3.0	15	131	.5	2.1	5	32	.2
<b>KRQS-FM</b>																			
WI '02	22	276	.6	3.8	28	150	.8	3.3	35	147	1.0	4.0	29	173	.8	4.0	8	108	.2
FA '01	10	171	.3	1.8	14	92	.4	1.7	16	95	.5	1.9	13	98	.4	1.8	3	33	.1
SU '01	20	233	.6	3.6	25	118	.8	3.4	38	135	1.2	4.3	24	157	.7	3.5	5	67	.2
SP '01	19	239	.6	3.4	22	143	.7	2.9	30	133	.9	3.5	25	171	.8	3.6	8	108	.2
<b>4-Book</b>	<b>18</b>	<b>230</b>	<b>.5</b>	<b>3.2</b>	<b>22</b>	<b>126</b>	<b>.7</b>	<b>2.8</b>	<b>30</b>	<b>128</b>	<b>.9</b>	<b>3.4</b>	<b>23</b>	<b>150</b>	<b>.7</b>	<b>3.2</b>	<b>6</b>	<b>79</b>	<b>.2</b>
WI '01	15	217	.5	2.7	20	110	.6	2.5	29	124	.9	3.4	20	146	.6	2.9	4	70	.1
<b>KRST-FM</b>																			
WI '02	19	470	.6	3.3	32	279	.9	3.8	28	211	.8	3.2	23	252	.7	3.2	5	115	.1
FA '01	24	551	.7	4.3	39	272	1.1	4.7	36	294	1.0	4.2	29	292	.8	4.0	7	116	.2
SU '01	28	509	.9	5.0	37	262	1.1	5.0	41	275	1.3	4.6	30	316	.9	4.3	15	164	.5
SP '01	26	488	.8	4.7	42	249	1.3	5.5	40	247	1.2	4.7	33	283	1.0	4.8	6	122	.2
<b>4-Book</b>	<b>24</b>	<b>505</b>	<b>.8</b>	<b>4.3</b>	<b>38</b>	<b>266</b>	<b>1.1</b>	<b>4.8</b>	<b>36</b>	<b>257</b>	<b>1.1</b>	<b>4.2</b>	<b>29</b>	<b>286</b>	<b>.9</b>	<b>4.1</b>	<b>8</b>	<b>129</b>	<b>.3</b>
WI '01	20	507	.6	3.6	38	275	1.2	4.7	31	255	1.0	3.6	24	272	.7	3.4	4	79	.1
<b>KRZY-AM</b>																			
WI '02	4	79	.1	.7	11	63	.3	1.3	6	46	.2	.7	3	30	.1	.4			
FA '01	6	60	.2	1.1	21	57	.6	2.6	8	38	.2	.9	1	16		.1	1	9	.5
SU '01	8	86	.2	1.4	19	62	.6	2.6	16	54	.5	1.8	5	39	.2	.7		8	
SP '01	7	84	.2	1.3	14	65	.4	1.8	12	54	.4	1.4	5	42	.2	.7	1	25	.5
<b>4-Book</b>	<b>6</b>	<b>77</b>	<b>.2</b>	<b>1.1</b>	<b>16</b>	<b>62</b>	<b>.5</b>	<b>2.1</b>	<b>11</b>	<b>48</b>	<b>.3</b>	<b>1.2</b>	<b>4</b>	<b>32</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>11</b>	<b>.3</b>
WI '01	4	59	.1	.7	7	40	.2	.9	8	38	.2	.9	4	28	.1	.6		6	
<b>KRZY-FM</b>																			
WI '02	15	153	.4	2.6	14	101	.4	1.6	19	84	.6	2.2	20	122	.6	2.8	8	59	.2
FA '01	5	81	.1	.9	5	32	.1	.6	7	38	.2	.8	5	36	.1	.7	3	31	.1
SU '01	13	144	.4	2.3	16	84	.5	2.2	21	73	.6	2.4	18	94	.6	2.6	5	53	.2
SP '01	7	134	.2	1.3	7	66	.2	.9	10	72	.3	1.2	10	83	.3	1.4	3	32	.1
<b>4-Book</b>	<b>10</b>	<b>128</b>	<b>.3</b>	<b>1.8</b>	<b>11</b>	<b>71</b>	<b>.3</b>	<b>1.3</b>	<b>14</b>	<b>67</b>	<b>.4</b>	<b>1.7</b>	<b>13</b>	<b>84</b>	<b>.4</b>	<b>1.9</b>	<b>5</b>	<b>44</b>	<b>.2</b>
WI '01	5	89	.2	.9	5	43	.2	.6	8	47	.2	.9	7	46	.2	1.0	2	25	.1
<b>KSYU-FM</b>																			
WI '02	11	214	.3	1.9	16	109	.5	1.9	18	103	.5	2.0	14	141	.4	1.9	5	56	.1
FA '01	13	288	.4	2.3	20	131	.6	2.4	23	130	.7	2.7	16	170	.5	2.2	3	57	.1
SU '01	15	277	.5	2.7	19	141	.6	2.6	24	154	.7	2.7	18	154	.6	2.6	6	66	.2
SP '01	14	244	.4	2.5	19	133	.6	2.5	25	143	.8	2.9	16	155	.5	2.3	4	68	.1
<b>4-Book</b>	<b>13</b>	<b>256</b>	<b>.4</b>	<b>2.4</b>	<b>19</b>	<b>129</b>	<b>.6</b>	<b>2.4</b>	<b>23</b>	<b>133</b>	<b>.7</b>	<b>2.6</b>	<b>16</b>	<b>155</b>	<b>.5</b>	<b>2.3</b>	<b>5</b>	<b>62</b>	<b>.1</b>
WI '01	12	217	.4	2.2	16	106	.5	2.0	26	127	.8	3.0	13	119	.4	1.9	1	18	.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 - 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	
<b>KTEG-FM</b>																				
WI '02	18	363	.5	3.1	21	186	.6	2.5	23	197	.7	2.6	20	202	.6	2.8	14	134	.4	6.3
FA '01	17	381	.5	3.0	22	223	.6	2.7	22	231	.6	2.6	22	227	.6	3.1	10	151	.3	4.5
SU '01	19	419	.6	3.4	20	216	.6	2.7	30	273	.9	3.4	25	256	.8	3.6	15	136	.5	6.2
SP '01	12	329	.4	2.2	17	147	.5	2.2	19	166	.6	2.2	14	184	.4	2.0	6	111	.2	2.8
<b>4-Book</b>	<b>17</b>	<b>373</b>	<b>.5</b>	<b>2.9</b>	<b>20</b>	<b>193</b>	<b>.6</b>	<b>2.5</b>	<b>24</b>	<b>217</b>	<b>.7</b>	<b>2.7</b>	<b>20</b>	<b>217</b>	<b>.6</b>	<b>2.9</b>	<b>11</b>	<b>133</b>	<b>.4</b>	<b>5.0</b>
WI '01	18	343	.6	3.2	19	142	.6	2.3	23	178	.7	2.7	25	215	.8	3.6	15	151	.5	7.5
<b>KTZO-FM</b>																				
WI '02	21	555	.6	3.6	27	293	.8	3.2	34	304	1.0	3.9	32	345	.9	4.4	5	118	.1	2.2
FA '01	20	529	.6	3.5	27	241	.8	3.3	30	313	.9	3.5	29	295	.8	4.0	7	154	.2	3.2
SU '01	25	488	.8	4.5	22	224	.7	3.0	42	272	1.3	4.7	38	324	1.2	5.5	12	187	.4	5.0
SP '01	29	439	.9	5.2	31	203	1.0	4.1	52	262	1.6	6.1	35	295	1.1	5.1	10	115	.3	4.6
<b>4-Book</b>	<b>24</b>	<b>503</b>	<b>.7</b>	<b>4.2</b>	<b>27</b>	<b>240</b>	<b>.8</b>	<b>3.4</b>	<b>40</b>	<b>288</b>	<b>1.2</b>	<b>4.6</b>	<b>34</b>	<b>315</b>	<b>1.0</b>	<b>4.8</b>	<b>9</b>	<b>144</b>	<b>.3</b>	<b>3.8</b>
WI '01	11	327	.3	2.0	12	127	.4	1.5	14	162	.4	1.6	16	178	.5	2.3	4	79	.1	2.0
<b>KYLZ-FM</b>																				
WI '02	30	574	.9	5.2	37	276	1.1	4.3	37	297	1.1	4.2	35	311	1.0	4.8	21	216	.6	9.4
FA '01	30	628	.9	5.3	35	332	1.0	4.3	38	352	1.1	4.4	43	410	1.3	6.0	22	247	.6	9.9
SU '01	29	482	.9	5.2	28	230	.9	3.8	38	293	1.2	4.3	34	297	1.0	4.9	20	204	.6	8.3
SP '01	25	511	.8	4.5	25	251	.8	3.3	28	288	.9	3.3	37	321	1.1	5.3	19	192	.6	8.7
<b>4-Book</b>	<b>29</b>	<b>549</b>	<b>.9</b>	<b>5.1</b>	<b>31</b>	<b>272</b>	<b>1.0</b>	<b>3.9</b>	<b>35</b>	<b>308</b>	<b>1.1</b>	<b>4.1</b>	<b>37</b>	<b>335</b>	<b>1.1</b>	<b>5.3</b>	<b>21</b>	<b>215</b>	<b>.6</b>	<b>9.1</b>
WI '01	23	434	.7	4.2	25	214	.8	3.1	28	240	.9	3.2	30	256	.9	4.3	16	169	.5	8.0
<b>+KZNM-FM</b>																				
WI '02	6	102	.2	1.0	7	59	.2	.8	9	63	.3	1.0	9	55	.3	1.2	2	20	.1	.9
FA '01	4	108	.1	.7	3	43	.1	.4	5	56	.1	.6	6	63	.2	.8	3	39	.1	1.4
SU '01	6	178	.2	1.1	10	92	.3	1.4	8	85	.2	.9	6	84	.2	.9	3	26	.1	1.2
SP '01	7	173	.2	1.3	13	75	.4	1.7	8	118	.2	.9	8	69	.2	1.2	3	49	.1	1.4
<b>4-Book</b>	<b>6</b>	<b>140</b>	<b>.2</b>	<b>1.0</b>	<b>8</b>	<b>67</b>	<b>.3</b>	<b>1.1</b>	<b>8</b>	<b>81</b>	<b>.2</b>	<b>.9</b>	<b>7</b>	<b>68</b>	<b>.2</b>	<b>1.0</b>	<b>3</b>	<b>34</b>	<b>.1</b>	<b>1.2</b>
WI '01	7	180	.2	1.3	14	90	.4	1.7	10	81	.3	1.2	7	94	.2	1.0	3	42	.1	1.5
<b>KZRR-FM</b>																				
WI '02	40	690	1.2	6.9	74	464	2.2	8.7	60	377	1.8	6.8	47	378	1.4	6.5	12	153	.4	5.4
FA '01	55	686	1.6	9.8	103	448	3.0	12.5	83	372	2.4	9.7	62	401	1.8	8.6	18	172	.5	8.1
SU '01	41	569	1.3	7.3	60	284	1.8	8.1	68	347	2.1	7.6	54	362	1.7	7.8	17	181	.5	7.1
SP '01	34	586	1.0	6.1	76	392	2.3	9.9	44	276	1.4	5.2	33	299	1.0	4.8	14	132	.4	6.4
<b>4-Book</b>	<b>43</b>	<b>633</b>	<b>1.3</b>	<b>7.5</b>	<b>78</b>	<b>397</b>	<b>2.3</b>	<b>9.8</b>	<b>64</b>	<b>343</b>	<b>1.9</b>	<b>7.3</b>	<b>49</b>	<b>360</b>	<b>1.5</b>	<b>6.9</b>	<b>15</b>	<b>160</b>	<b>.5</b>	<b>6.8</b>
WI '01	67	714	2.1	12.1	100	472	3.1	12.4	102	381	3.1	11.8	90	491	2.8	12.8	21	186	.6	10.4
<b>KBAC-FM</b>																				
WI '02	4	83	.1	.7	7	50	.2	.8	3	34	.1	.3	7	52	.2	1.0	2	28	.1	.9
FA '01	9	115	.3	1.6	13	79	.4	1.6	11	74	.3	1.3	12	90	.3	1.7	4	60	.1	1.8
SU '01	5	133	.2	.9	4	47	.1	.5	8	58	.2	.9	7	69	.2	1.0	3	46	.1	1.2
SP '01	5	116	.2	.9	5	49	.2	.7	8	39	.2	.9	6	63	.2	.9	3	38	.1	1.4
<b>4-Book</b>	<b>6</b>	<b>112</b>	<b>.2</b>	<b>1.0</b>	<b>7</b>	<b>56</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>51</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>69</b>	<b>.2</b>	<b>1.2</b>	<b>3</b>	<b>43</b>	<b>.1</b>	<b>1.3</b>
WI '01	5	103	.2	.9	4	53	.1	.5	5	50	.2	.6	8	58	.2	1.1	4	40	.1	2.0
<b>TOTALS</b>																				
WI '02	576	3249	16.8		851	2882	24.8		880	2633	25.7		726	2850	21.2		223	1710	6.5	
FA '01	564	3321	16.4		822	2905	23.9		858	2731	25.0		718	2975	20.9		222	1759	6.5	
SU '01	558	3137	17.2		737	2675	22.7		891	2663	27.5		695	2830	21.4		241	1755	7.4	
SP '01	555	3150	17.1		764	2652	23.6		848	2628	26.1		692	2782	21.3		218	1687	6.7	
<b>4-Book</b>	<b>563</b>	<b>3214</b>	<b>16.9</b>		<b>794</b>	<b>2779</b>	<b>23.8</b>		<b>869</b>	<b>2664</b>	<b>26.1</b>		<b>708</b>	<b>2859</b>	<b>21.2</b>		<b>226</b>	<b>1728</b>	<b>6.8</b>	
WI '01	554	3142	17.1		809	2771	24.9		863	2532	26.6		701	2840	21.6		201	1536	6.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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		
<b>KABG-FM</b>																					
WI '02	22	204	.6	2.7	13	123	.4	3.5	13	36	.4	3.3	22	59	.6	3.4	17	32	.5	3.7	
4-Book	20	207	.6	2.5	12	127	.4	3.1	13	38	.4	3.3	22	51	.7	3.4	16	39	.5	3.3	
<b>KBQI-FM</b>																					
WI '02	65	489	1.9	7.9	21	315	.6	5.6	31	95	.9	7.9	38	136	1.1	5.8	21	95	.6	4.5	
4-Book	56	452	1.7	7.0	24	285	.7	6.4	26	93	.8	6.5	44	122	1.3	6.6	30	115	.9	6.2	
<b>KBTK-AM</b>																					
WI '02	9	104	.3	1.1	1	28	.3		2	6	.1	.5	2	15	.1	.3	3	7	.1	.6	
4-Book	7	91	.3	.9	1	21	.2		2	6	.1	.4	2	10	.1	.2	1	5		.3	
<b>KBZU-FM</b>																					
WI '02	36	318	1.1	4.4	13	177	.4	3.5	11	38	.3	2.8	26	79	.8	4.0	33	96	1.0	7.1	
4-Book	30	264	.9	3.7	12	145	.4	3.1	9	31	.3	2.3	23	62	.7	3.5	21	61	.7	4.3	
<b>KHFM-FM</b>																					
WI '02	17	160	.5	2.1	11	105	.3	2.9	11	32	.3	2.8	17	50	.5	2.6	13	23	.4	2.8	
4-Book	19	195	.6	2.4	10	115	.3	2.7	8	23	.2	1.9	17	50	.5	2.5	16	35	.5	3.2	
<b>KIOT-FM</b>																					
WI '02	30	400	.9	3.6	12	231	.4	3.2	14	57	.4	3.6	25	105	.7	3.8	16	61	.5	3.4	
4-Book	26	367	.8	3.3	12	199	.4	3.1	10	47	.3	2.5	24	91	.7	3.6	16	57	.5	3.2	
<b>KIVA-AM</b>																					
WI '02	8	95	.2	1.0	2	34	.1	.5	4	9	.1	1.0	6	17	.2	.9	2	8	.1	.4	
4-Book	6	91	.2	.7	1	34	.1	.3	3	11	.1	.6	3	13	.1	.4	2	6	.1	.3	
<b>KKJY-AM</b>																					
WI '02	1	11		.1		10				3			1	10		.2					
4-Book	1	23		.1		13		.2		3		.1	2	7	.1	.3		1	2	.1	
<b>KKOB-AM</b>																					
WI '02	52	445	1.5	6.3	13	222	.4	3.5	13	50	.4	3.3	11	62	.3	1.7	12	41	.4	2.6	
4-Book	45	404	1.4	5.6	10	168	.3	2.6	12	43	.3	2.9	13	55	.4	1.9	10	36	.3	2.1	
<b>KKOB-FM</b>																					
WI '02	44	518	1.3	5.3	15	230	.4	4.0	12	45	.4	3.1	26	120	.8	4.0	16	48	.5	3.4	
4-Book	38	470	1.1	4.7	13	227	.4	3.5	14	53	.4	3.4	19	86	.6	2.9	17	63	.5	3.5	
<b>KKRG-FM</b>																					
WI '02	8	130	.2	1.0	6	89	.2	1.6	3	14	.1	.8	7	18	.2	1.1	7	25	.2	1.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	34	589	1.0	4.1	21	323	.6	5.6	12	64	.4	3.1	35	135	1.0	5.3	30	124	.9	6.5	
4-Book	28	483	.9	3.5	19	295	.6	5.0	14	61	.4	3.5	31	127	.9	4.6	23	89	.7	4.8	
<b>KLSK-FM</b>																					
WI '02	15	260	.4	1.8	4	137	.1	1.1	5	35	.1	1.3	8	47	.2	1.2	6	42	.2	1.3	
4-Book	17	259	.5	2.2	8	142	.2	2.2	8	33	.2	2.0	17	63	.5	2.5	11	48	.3	2.3	
<b>KLVO-FM</b>																					
WI '02	24	151	.7	2.9	10	112	.3	2.7	14	37	.4	3.6	19	50	.6	2.9	10	30	.3	2.2	
4-Book	21	164	.6	2.6	14	126	.4	3.7	15	40	.5	3.8	27	64	.8	4.0	15	40	.5	3.0	
<b>KMGA-FM</b>																					
WI '02	49	383	1.4	5.9	10	190	.3	2.7	10	54	.3	2.6	16	60	.5	2.4	11	37	.3	2.4	
4-Book	46	378	1.4	5.8	17	206	.5	4.6	18	61	.5	4.5	29	82	.9	4.4	20	63	.6	4.2	
<b>KNKT-FM</b>																					
WI '02	9	116	.3	1.1	5	79	.1	1.3	2	8	.1	.5	14	27	.4	2.1	8	15	.2	1.7	
4-Book	12	138	.4	1.5	5	88	.1	1.3	3	19	.1	.8	7	28	.2	1.0	5	17	.1	1.0	
<b>KNML-AM</b>																					
WI '02	15	145	.4	1.8	4	107	.1	1.1	4	24	.1	1.0	4	27	.1	.6	3	23	.1	.6	
4-Book	18	129	.5	2.3	4	78	.1	1.1	4	19	.1	1.1	5	20	.1	.7	6	21	.2	1.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - 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	
<b>KPEK-FM</b>																				
WI '02	40	549	1.2	4.9	25	326	.7	6.7	21	79	.6	5.4	31	113	.9	4.7	23	111	.7	4.9
4-Book	38	516	1.2	4.8	19	309	.5	4.9	18	69	.6	4.6	32	129	1.0	4.9	21	97	.6	4.3
<b>KQEO-FM</b>																				
WI '02	9	121	.3	1.1	6	52	.2	1.6	3	16	.1	.8	5	11	.1	.8	5	8	.1	1.1
4-Book	10	149	.3	1.3	6	75	.2	1.6	5	18	.2	1.2	10	28	.3	1.5	7	20	.2	1.4
<b>KRQS-FM</b>																				
WI '02	31	231	.9	3.8	17	166	.5	4.6	8	46	.2	2.0	29	78	.8	4.4	21	63	.6	4.5
4-Book	26	195	.8	3.2	12	122	.4	3.2	11	40	.3	2.8	19	48	.6	2.9	16	42	.5	3.2
<b>KRST-FM</b>																				
WI '02	28	376	.8	3.4	14	241	.4	3.8	17	70	.5	4.3	17	95	.5	2.6	25	71	.7	5.4
4-Book	35	422	1.0	4.4	17	258	.5	4.5	16	62	.5	4.1	24	98	.7	3.7	24	89	.7	4.9
<b>KRZY-AM</b>																				
WI '02	7	79	.2	.8	1	18	.1	.3	3	7	.1	.8	4	7	.1	.6	4	11	.1	.9
4-Book	10	74	.3	1.3	4	34	.1	1.0	9	21	.3	2.4	7	15	.2	1.1	3	11	.1	.6
<b>KRZY-FM</b>																				
WI '02	18	150	.5	2.2	15	90	.4	4.0	17	28	.5	4.3	23	59	.7	3.5	18	29	.5	3.9
4-Book	13	111	.4	1.6	9	73	.2	2.4	10	25	.3	2.5	16	36	.5	2.4	11	20	.4	2.3
<b>KSYU-FM</b>																				
WI '02	16	183	.5	1.9	5	84	.1	1.3	8	12	.2	2.0	18	53	.5	2.7	7	31	.2	1.5
4-Book	19	215	.6	2.4	8	118	.2	2.1	8	31	.2	2.1	16	62	.5	2.4	13	44	.4	2.7
<b>KTEG-FM</b>																				
WI '02	22	291	.6	2.7	15	207	.4	4.0	16	55	.5	4.1	19	73	.6	2.9	22	57	.6	4.7
4-Book	22	326	.6	2.7	11	189	.3	2.9	11	44	.3	2.8	17	74	.5	2.6	19	61	.6	3.9
<b>KTZO-FM</b>																				
WI '02	31	489	.9	3.8	14	254	.4	3.8	12	64	.4	3.1	27	104	.8	4.1	21	86	.6	4.5
4-Book	34	430	1.0	4.3	17	256	.5	4.4	17	58	.5	4.2	32	112	1.0	4.8	24	93	.7	4.8
<b>KYLZ-FM</b>																				
WI '02	37	498	1.1	4.5	23	337	.7	6.2	14	47	.4	3.6	46	185	1.3	7.0	31	102	.9	6.7
4-Book	35	478	1.0	4.4	22	307	.7	6.0	16	61	.5	4.0	35	138	1.0	5.3	34	113	1.0	7.0
<b>+KZNM-FM</b>																				
WI '02	8	95	.2	1.0	5	46	.1	1.3	2	11	.1	.5	3	19	.1	.5	9	14	.3	1.9
4-Book	8	122	.2	1.0	5	61	.2	1.4	6	19	.2	1.4	8	26	.2	1.2	7	22	.2	1.4
<b>KZRR-FM</b>																				
WI '02	61	625	1.8	7.4	24	307	.7	6.4	28	112	.8	7.1	47	116	1.4	7.2	21	92	.6	4.5
4-Book	64	565	1.9	8.0	24	307	.7	6.3	28	92	.8	7.0	42	132	1.3	6.4	28	103	.9	5.9
<b>KBAC-FM</b>																				
WI '02	5	72	.1	.6	2	38	.1	.5	4	3	.1	.5	5	26	.1	.8	3	11	.1	.6
4-Book	7	92	.2	.9	4	54	.2	1.1	4	18	.2	1.1	8	29	.2	1.2	5	21	.2	1.1
<b>TOTALS</b>																				
WI '02	824	3217	24.0		373	2652	10.9		392	1164	11.4		655	1660	19.1		465	1259	13.6	
4-Book	796	3176	23.9		376	2614	11.3		394	1154	11.8		661	1595	19.8		485	1305	14.6	

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

# Target Listener Estimates

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		
<b>KABG-FM</b>																					
WI '02	12	33	.4	4.7	6	14	.2	2.2	14	47	.4	3.2	14	32	.4	4.0	6	14	.2	3.9	
4-Book	8	25	.2	3.0	8	22	.2	2.9	14	43	.4	3.2	9	25	.3	2.6	4	14	.2	2.7	
<b>KBQI-FM</b>																					
WI '02	10	61	.3	4.0	22	86	.6	8.2	29	108	.8	6.6	14	50	.4	4.0	9	46	.3	5.8	
4-Book	13	55	.4	5.3	25	86	.7	9.2	28	97	.8	6.2	19	57	.6	5.6	9	39	.3	5.4	
<b>KBTK-AM</b>																					
WI '02					1	7		.4	1	7		.2		3				4			
4-Book		1			1	4		.4	1	4		.2		1				4		.2	
<b>KBZU-FM</b>																					
WI '02	5	26	.1	2.0	6	27	.2	2.2	10	61	.3	2.3	13	48	.4	3.7	3	24	.1	1.9	
4-Book	6	24	.2	2.5	5	20	.2	2.0	12	45	.4	2.7	11	40	.3	3.1	5	17	.2	3.0	
<b>KHFM-FM</b>																					
WI '02	7	23	.2	2.8	14	37	.4	5.2	12	38	.4	2.7	13	37	.4	3.7	3	15	.1	1.9	
4-Book	7	23	.2	2.7	8	31	.2	3.1	13	42	.4	2.8	11	30	.4	3.3	5	14	.2	2.9	
<b>K10T-FM</b>																					
WI '02	5	34	.1	2.0	13	52	.4	4.8	11	55	.3	2.5	8	35	.2	2.3	6	19	.2	3.9	
4-Book	6	31	.2	2.3	8	33	.2	3.0	17	70	.5	3.9	10	37	.3	2.7	5	15	.2	3.3	
<b>KIVA-AM</b>																					
WI '02		5							1	11		.2	1	8		.3		5			
4-Book	1	5		.2	1	3		.2	2	9		.3	1	6		.2		4		.2	
<b>KKJY-AM</b>																					
WI '02						3			1	6		.2									
4-Book					1	2		.2	2	6		.3	1	3		.1	.3				
<b>KKOB-AM</b>																					
WI '02	13	55	.4	5.1	15	68	.4	5.6	18	49	.5	4.1	9	32	.3	2.6	10	53	.3	6.5	
4-Book	11	46	.3	4.3	8	34	.2	2.9	10	35	.3	2.3	7	25	.2	1.9	6	30	.2	3.5	
<b>KKOB-FM</b>																					
WI '02	14	59	.4	5.5	6	28	.2	2.2	13	84	.4	2.9	13	44	.4	3.7	14	40	.4	9.0	
4-Book	9	35	.3	3.4	11	50	.3	4.3	17	75	.5	3.9	13	49	.4	3.7	7	32	.2	4.3	
<b>KKRG-FM</b>																					
WI '02	3	15	.1	1.2	6	22	.2	2.2	9	26	.3	2.0	7	23	.2	2.0	5	26	.1	3.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	22	84	.6	8.7	10	50	.3	3.7	27	106	.8	6.1	23	83	.7	6.6	4	17	.1	2.6	
4-Book	17	64	.5	6.9	10	46	.3	3.7	24	92	.7	5.3	22	78	.7	6.3	6	31	.2	3.7	
<b>KLSK-FM</b>																					
WI '02	4	23	.1	1.6	1	17		.4	3	24	.1	.7	4	33	.1	1.1	3	12	.1	1.9	
4-Book	5	27	.2	2.1	3	18	.1	1.2	9	36	.3	2.1	6	30	.2	1.8	5	16	.2	3.2	
<b>KLVO-FM</b>																					
WI '02	6	17	.2	2.4	8	18	.2	3.0	13	41	.4	2.9	10	24	.3	2.9	3	13	.1	1.9	
4-Book	7	28	.2	3.0	10	29	.3	3.6	20	52	.6	4.4	14	44	.4	4.0	6	21	.2	3.5	
<b>KMGA-FM</b>																					
WI '02	4	29	.1	1.6	11	30	.3	4.1	15	65	.4	3.4	9	42	.3	2.6	6	41	.2	3.9	
4-Book	16	57	.5	6.4	12	44	.4	4.5	19	72	.6	4.3	14	48	.5	4.2	10	46	.3	6.1	
<b>KNKT-FM</b>																					
WI '02	4	17	.1	1.6	6	27	.2	2.2	6	35	.2	1.4		4				3			
4-Book	3	15	.1	1.2	5	28	.2	2.0	10	46	.3	2.2	4	17	.1	1.1	3	12	.1	1.6	
<b>KNML-AM</b>																					
WI '02	1	9		.4	3	18	.1	1.1	7	40	.2	1.6	12	49	.4	3.4		5			
4-Book	2	10		.6	3	13	.1	.9	5	27	.2	1.2	6	27	.2	1.8	2	10	.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

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
KPEK-FM	WI '02	24	75	.7	9.5	13	58	.4	4.8	42	125	1.2	9.5	33	78	1.0	9.4	12	48	.4	7.7
	4-Book	10	48	.3	4.0	11	43	.4	4.2	27	106	.8	5.9	22	74	.7	6.3	7	33	.2	4.2
KQED-FM	WI '02	5	14	.1	2.0	5	7	.1	1.9	10	25	.3	2.3	9	24	.3	2.6	3	8	.1	1.9
	4-Book	4	13	.1	1.5	4	13	.1	1.5	7	23	.2	1.6	7	20	.2	1.9	2	9	.1	1.2
KRQS-FM	WI '02	11	36	.3	4.3	8	40	.2	3.0	27	77	.8	6.1	19	58	.6	5.4	12	40	.4	7.7
	4-Book	8	27	.2	3.1	9	36	.3	3.3	16	49	.5	3.6	14	42	.5	4.1	5	19	.2	2.9
KRST-FM	WI '02	6	24	.2	2.4	17	59	.5	6.3	12	60	.4	2.7	10	38	.3	2.9	6	25	.2	3.9
	4-Book	10	41	.3	4.0	15	54	.5	5.7	24	79	.7	5.5	14	52	.4	4.1	7	25	.2	4.3
KRZY-AM	WI '02																				
	4-Book	2				4	11	.1	1.6	4	11	.1	1.0	2	4	.1	.4	1	3		.3
KRZY-FM	WI '02	11	27	.3	4.3	13	25	.4	4.8	14	27	.4	3.2	16	31	.5	4.6	6	24	.2	3.9
	4-Book	7	18	.2	2.6	7	18	.2	2.5	8	22	.3	1.8	8	20	.3	2.3	3	11	.1	1.9
KSYU-FM	WI '02	3	9	.1	1.2					4	21	.1	.9	2	17	.1	.6				
	4-Book	8	24	.2	3.1	5	21	.1	1.8	7	40	.2	1.7	4	19	.2	1.2	2	12	.1	1.2
KTEG-FM	WI '02	15	63	.4	5.9	4	30	.1	1.5	19	69	.6	4.3	15	53	.4	4.3	6	20	.2	3.9
	4-Book	11	46	.3	4.2	3	19	.1	1.3	10	51	.3	2.2	10	40	.3	2.9	6	33	.2	3.6
KTZO-FM	WI '02	8	53	.2	3.2	10	49	.3	3.7	17	94	.5	3.9	12	38	.4	3.4	5	25	.1	3.2
	4-Book	8	41	.2	3.3	10	36	.3	3.5	19	81	.6	4.2	17	57	.5	4.8	8	42	.2	4.8
KYLZ-FM	WI '02	24	80	.7	9.5	18	53	.5	6.7	16	75	.5	3.6	21	76	.6	6.0	10	36	.3	6.5
	4-Book	29	80	.9	11.4	11	38	.3	4.3	19	75	.6	4.2	19	77	.6	5.6	15	50	.5	9.2
+KZNM-FM	WI '02	5	20	.1	2.0	2	7	.1	.7	7	8	.2	1.6	6	8	.2	1.7	2	4	.1	1.3
	4-Book	3	16	.1	1.3	3	10	.1	1.1	6	17	.2	1.4	4	17	.2	1.2	3	12	.1	1.7
KZRR-FM	WI '02	15	47	.4	5.9	14	45	.4	5.2	31	117	.9	7.0	22	73	.6	6.3	10	35	.3	6.5
	4-Book	16	56	.5	6.3	17	47	.5	6.2	25	91	.8	5.8	20	67	.6	5.8	12	42	.4	7.7
KBAC-FM	WI '02					1	11		.4	1	8		.2	1	12		.3		4		
	4-Book	1	5		.4	4	18	.1	1.3	4	17	.1	.9	3	16	.1	.9	2	8	.1	1.4
TOTALS	WI '02	253	849	7.4		269	825	7.8		441	1317	12.9		350	947	10.2		155	567	4.5	
	4-Book	249	796	7.5		267	840	8.0		442	1270	13.3		346	963	10.4		160	561	4.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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		
<b>KABG-FM</b>																					
WI '02	16	201	.6	3.4	21	129	.8	2.9	23	125	.8	3.2	19	98	.7	3.2	8	46	.3	5.1	
FA '01	15	214	.5	3.2	13	93	.5	1.8	30	118	1.1	4.1	21	133	.7	3.5	4	42	.1	2.5	
SU '01	14	240	.5	3.0	18	138	.7	2.8	16	121	.6	2.1	17	115	.6	3.0	3	47	.1	1.8	
SP '01	10	207	.4	2.2	20	103	.8	3.1	15	99	.6	2.1	12	110	.5	2.1	4	33	.2	2.5	
<b>4-Book</b>	<b>14</b>	<b>216</b>	<b>.5</b>	<b>3.0</b>	<b>18</b>	<b>116</b>	<b>.7</b>	<b>2.7</b>	<b>21</b>	<b>116</b>	<b>.8</b>	<b>2.9</b>	<b>17</b>	<b>114</b>	<b>.6</b>	<b>3.0</b>	<b>5</b>	<b>42</b>	<b>.2</b>	<b>3.0</b>	
WI '01	8	209	.3	1.8	12	89	.5	1.7	13	101	.5	1.8	9	106	.3	1.6	2	32	.1	1.4	
<b>KBQI-FM</b>																					
WI '02	33	373	1.2	7.1	69	266	2.5	9.7	56	207	2.1	7.7	37	246	1.4	6.3	4	72	.1	2.6	
FA '01	33	435	1.2	7.1	55	268	2.0	7.8	58	266	2.1	8.0	40	274	1.4	6.6	6	103	.2	3.8	
SU '01	22	304	.8	4.8	32	177	1.2	5.0	39	192	1.5	5.1	25	188	.9	4.3	8	80	.3	4.8	
SP '01	31	384	1.2	6.7	49	221	1.8	7.5	50	251	1.9	7.0	38	249	1.4	6.7	8	109	.3	5.0	
<b>4-Book</b>	<b>30</b>	<b>374</b>	<b>1.1</b>	<b>6.4</b>	<b>51</b>	<b>233</b>	<b>1.9</b>	<b>7.5</b>	<b>51</b>	<b>229</b>	<b>1.9</b>	<b>7.0</b>	<b>35</b>	<b>239</b>	<b>1.3</b>	<b>6.0</b>	<b>7</b>	<b>91</b>	<b>.2</b>	<b>4.1</b>	
WI '01	28	361	1.1	6.1	48	251	1.8	6.9	51	238	1.9	7.0	36	247	1.4	6.2	6	94	.2	4.3	
<b>KBTK-AM</b>																					
WI '02	5	108	.2	1.1	12	49	.4	1.7	6	43	.2	.8	8	50	.3	1.4	3	30	.1	1.9	
FA '01	4	100	.1	.9	8	46	.3	1.1	5	46	.2	.7	4	36	.1	.7	1	12	.6	.6	
SU '01	3	91	.1	.7	5	54	.2	.8	7	53	.3	.9	3	40	.1	.5	1	18	.6	.6	
SP '01	5	78	.2	1.1	17	55	.6	2.6	7	34	.3	1.0	4	28	.2	.7	1	13	.6	.6	
<b>4-Book</b>	<b>4</b>	<b>94</b>	<b>.2</b>	<b>1.0</b>	<b>11</b>	<b>51</b>	<b>.4</b>	<b>1.6</b>	<b>6</b>	<b>44</b>	<b>.3</b>	<b>.9</b>	<b>5</b>	<b>39</b>	<b>.2</b>	<b>.8</b>	<b>2</b>	<b>18</b>	<b>.9</b>	<b>.9</b>	
WI '01	3	53	.1	.7	8	32	.3	1.2	4	24	.2	.6	3	33	.1	.5	1	3	.7	.7	
<b>KBZU-FM</b>																					
WI '02	21	291	.8	4.5	29	167	1.1	4.1	40	206	1.5	5.5	29	187	1.1	4.9	6	94	.2	3.8	
FA '01	19	314	.7	4.1	25	150	.9	3.6	40	207	1.4	5.5	21	188	.7	3.5	3	50	.1	1.9	
SU '01	19	274	.7	4.1	27	161	1.0	4.2	35	181	1.3	4.6	26	195	1.0	4.5	5	67	.2	3.0	
SP '01	12	171	.5	2.6	10	82	.4	1.5	23	99	.9	3.2	17	110	.6	3.0	1	31	.6	.6	
<b>4-Book</b>	<b>18</b>	<b>263</b>	<b>.7</b>	<b>3.8</b>	<b>23</b>	<b>140</b>	<b>.9</b>	<b>3.4</b>	<b>35</b>	<b>173</b>	<b>1.3</b>	<b>4.7</b>	<b>23</b>	<b>170</b>	<b>.9</b>	<b>4.0</b>	<b>4</b>	<b>61</b>	<b>.1</b>	<b>2.3</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																					
WI '02	10	180	.4	2.1	14	77	.5	2.0	16	82	.6	2.2	12	95	.4	2.0	3	56	.1	1.9	
FA '01	12	222	.4	2.6	13	99	.5	1.8	18	93	.6	2.5	20	154	.7	3.3	5	54	.2	3.1	
SU '01	12	218	.5	2.6	13	88	.5	2.0	23	123	.9	3.0	20	133	.8	3.5	2	37	.1	1.2	
SP '01	16	202	.6	3.5	19	107	.7	2.9	21	116	.8	2.9	16	128	.6	2.8	8	50	.3	5.0	
<b>4-Book</b>	<b>13</b>	<b>206</b>	<b>.5</b>	<b>2.7</b>	<b>15</b>	<b>93</b>	<b>.6</b>	<b>2.2</b>	<b>20</b>	<b>104</b>	<b>.7</b>	<b>2.7</b>	<b>17</b>	<b>128</b>	<b>.6</b>	<b>2.9</b>	<b>5</b>	<b>49</b>	<b>.2</b>	<b>2.8</b>	
WI '01	9	163	.3	2.0	14	90	.5	2.0	12	62	.5	1.7	10	68	.4	1.7	4	49	.2	2.8	
<b>KIOT-FM</b>																					
WI '02	19	391	.7	4.1	28	220	1.0	3.9	32	193	1.2	4.4	23	219	.8	3.9	6	92	.2	3.8	
FA '01	14	361	.5	3.0	17	156	.6	2.4	23	200	.8	3.2	19	206	.7	3.2	6	103	.2	3.8	
SU '01	15	351	.6	3.3	16	144	.6	2.5	24	178	.9	3.2	20	215	.8	3.5	6	84	.2	3.6	
SP '01	19	441	.7	4.1	26	222	1.0	4.0	33	210	1.2	4.6	27	262	1.0	4.7	5	108	.2	3.1	
<b>4-Book</b>	<b>17</b>	<b>386</b>	<b>.6</b>	<b>3.6</b>	<b>22</b>	<b>186</b>	<b>.8</b>	<b>3.2</b>	<b>28</b>	<b>195</b>	<b>1.0</b>	<b>3.9</b>	<b>22</b>	<b>226</b>	<b>.8</b>	<b>3.8</b>	<b>6</b>	<b>97</b>	<b>.2</b>	<b>3.6</b>	
WI '01	22	462	.8	4.8	25	193	.9	3.6	32	240	1.2	4.4	32	288	1.2	5.5	6	111	.2	4.3	
<b>KIVA-AM</b>																					
WI '02	4	91	.1	.9	10	47	.4	1.4	6	37	.2	.8	6	55	.2	1.0	1	5	.6	.6	
FA '01	5	128	.2	1.1	6	80	.2	.9	9	83	.3	1.2	8	81	.3	1.3	1	21	.6	.6	
SU '01	3	94	.1	.7	6	50	.2	.9	4	58	.2	.5	6	67	.2	1.0	2	23	.1	1.2	
SP '01	1	63	.2	.2	2	21	.1	.3	2	19	.1	.3	2	24	.1	.4	1	18	.6	.6	
<b>4-Book</b>	<b>3</b>	<b>94</b>	<b>.1</b>	<b>.7</b>	<b>6</b>	<b>50</b>	<b>.2</b>	<b>.9</b>	<b>5</b>	<b>49</b>	<b>.2</b>	<b>.7</b>	<b>6</b>	<b>57</b>	<b>.2</b>	<b>.9</b>	<b>1</b>	<b>17</b>	<b>.6</b>	<b>.6</b>	
WI '01	2	61	.1	.4	5	47	.2	.7	1	16	.1	.1	3	36	.1	.5	4	4	.6	.6	
<b>KKJY-AM</b>																					
WI '02	1	11	.2	.2	2	14	.1	.3	1	14	.1	.3	2	14	.1	.3	1	12	.6	.6	
FA '01	1	25	.2	.2	1	8	.2	.2	1	17	.1	.3	1	6	.2	.2	1	3	.6	.6	
SU '01	1	21	.2	.2	1	13	.2	.2	2	18	.1	.3	1	7	.2	.2	1	4	.6	.6	
<b>4-Book</b>	<b>1</b>	<b>21</b>	<b>.2</b>	<b>.2</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>9</b>	<b>.2</b>	<b>.2</b>	<b>1</b>	<b>5</b>	<b>.6</b>	<b>.3</b>	
WI '01	1	14	.2	.2	1	11	.1	.1	1	7	.1	.1	1	4	.2	.2	1	5	.3	.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 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
<b>KKOB-AM</b>																				
WI '02	32	439	1.2	6.9	58	280	2.1	8.1	52	224	1.9	7.1	42	255	1.6	7.1	11	125	.4	7.1
FA '01	33	515	1.2	7.1	62	268	2.2	8.8	48	258	1.7	6.6	40	296	1.4	6.6	15	136	.5	9.4
SU '01	24	400	.9	5.2	40	232	1.5	6.2	47	224	1.8	6.2	30	213	1.1	5.2	8	75	.3	4.8
SP '01	20	379	.8	4.3	28	169	1.1	4.3	43	256	1.6	6.0	31	188	1.2	5.4	4	50	.2	2.5
<b>4-Book</b>	<b>27</b>	<b>433</b>	<b>1.0</b>	<b>5.9</b>	<b>47</b>	<b>237</b>	<b>1.7</b>	<b>6.9</b>	<b>48</b>	<b>241</b>	<b>1.8</b>	<b>6.5</b>	<b>36</b>	<b>238</b>	<b>1.3</b>	<b>6.1</b>	<b>10</b>	<b>97</b>	<b>.4</b>	<b>6.0</b>
WI '01	31	443	1.2	6.8	56	269	2.1	8.1	58	241	2.2	8.0	40	259	1.5	6.9	10	90	.4	7.1
<b>KKOB-FM</b>																				
WI '02	27	498	1.0	5.8	49	282	1.8	6.9	48	292	1.8	6.6	30	273	1.1	5.1	7	104	.3	4.5
FA '01	24	513	.9	5.1	40	293	1.4	5.7	38	293	1.3	5.2	31	287	1.1	5.1	6	87	.2	3.8
SU '01	20	454	.8	4.3	37	252	1.4	5.8	30	204	1.1	3.9	22	229	.8	3.8	4	90	.2	2.4
SP '01	20	411	.8	4.3	41	225	1.5	6.3	31	204	1.2	4.3	23	212	.9	4.0	4	60	.2	2.5
<b>4-Book</b>	<b>23</b>	<b>469</b>	<b>.9</b>	<b>4.9</b>	<b>42</b>	<b>263</b>	<b>1.5</b>	<b>6.2</b>	<b>37</b>	<b>248</b>	<b>1.4</b>	<b>5.0</b>	<b>27</b>	<b>250</b>	<b>1.0</b>	<b>4.5</b>	<b>5</b>	<b>85</b>	<b>.2</b>	<b>3.3</b>
WI '01	23	493	.9	5.0	38	313	1.4	5.5	38	240	1.4	5.2	31	293	1.2	5.4	5	93	.2	3.5
<b>KKRG-FM</b>																				
WI '02	6	138	.2	1.3	6	48	.2	.8	7	62	.3	1.0	7	62	.3	1.2	4	36	.1	2.6
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	12	334	.4	2.6	13	164	.5	1.8	17	177	.6	2.3	16	194	.6	2.7	4	73	.1	2.6
FA '01	10	335	.4	2.1	13	150	.5	1.8	12	129	.4	1.7	12	174	.4	2.0	3	82	.1	1.9
SU '01	9	253	.3	2.0	9	108	.3	1.4	14	140	.5	1.8	10	150	.4	1.7	5	55	.2	3.0
SP '01	12	320	.5	2.6	17	146	.6	2.6	16	157	.6	2.2	16	170	.6	2.8	3	62	.1	1.9
<b>4-Book</b>	<b>11</b>	<b>311</b>	<b>.4</b>	<b>2.3</b>	<b>13</b>	<b>142</b>	<b>.5</b>	<b>1.9</b>	<b>15</b>	<b>151</b>	<b>.5</b>	<b>2.0</b>	<b>14</b>	<b>172</b>	<b>.5</b>	<b>2.3</b>	<b>4</b>	<b>68</b>	<b>.1</b>	<b>2.4</b>
WI '01	7	239	.3	1.5	8	80	.3	1.2	9	116	.3	1.2	9	114	.3	1.6	3	48	.1	2.1
<b>KLSK-FM</b>																				
WI '02	9	272	.3	1.9	15	138	.6	2.1	17	137	.6	2.3	9	130	.3	1.5	5	83	.2	3.2
FA '01	14	302	.5	3.0	14	135	.5	2.0	18	159	.6	2.5	22	187	.8	3.7	6	72	.2	3.8
SU '01	8	213	.3	1.7	10	99	.4	1.6	16	115	.6	2.1	9	111	.3	1.6	3	38	.1	1.8
SP '01	13	293	.5	2.8	14	135	.5	2.1	22	121	.8	3.1	20	172	.8	3.5	3	52	.1	1.9
<b>4-Book</b>	<b>11</b>	<b>270</b>	<b>.4</b>	<b>2.4</b>	<b>13</b>	<b>127</b>	<b>.5</b>	<b>2.0</b>	<b>18</b>	<b>133</b>	<b>.7</b>	<b>2.5</b>	<b>15</b>	<b>150</b>	<b>.6</b>	<b>2.6</b>	<b>4</b>	<b>61</b>	<b>.2</b>	<b>2.7</b>
WI '01	10	275	.4	2.2	12	106	.5	1.7	15	138	.6	2.1	15	158	.6	2.6	3	69	.1	2.1
<b>KLVO-FM</b>																				
WI '02	13	118	.5	2.8	17	65	.6	2.4	25	72	.9	3.4	15	73	.6	2.5	3	34	.1	1.9
FA '01	6	92	.2	1.3	6	45	.2	.9	8	55	.3	1.1	10	70	.4	1.7	4	34	.1	2.5
SU '01	13	152	.5	2.8	20	87	.8	3.1	21	91	.8	2.8	10	76	.4	1.7	4	52	.2	2.4
SP '01	19	229	.7	4.1	19	114	.7	2.9	24	143	.9	3.3	28	154	1.1	4.9	8	87	.3	5.0
<b>4-Book</b>	<b>13</b>	<b>148</b>	<b>.5</b>	<b>2.8</b>	<b>16</b>	<b>78</b>	<b>.6</b>	<b>2.3</b>	<b>20</b>	<b>90</b>	<b>.7</b>	<b>2.7</b>	<b>16</b>	<b>93</b>	<b>.6</b>	<b>2.7</b>	<b>5</b>	<b>52</b>	<b>.2</b>	<b>3.0</b>
WI '01	11	152	.4	2.4	14	78	.5	2.0	18	85	.7	2.5	10	72	.4	1.7	2	18	.1	1.4
<b>KMGA-FM</b>																				
WI '02	26	390	1.0	5.6	39	216	1.4	5.5	54	185	2.0	7.4	34	242	1.3	5.8	7	92	.3	4.5
FA '01	31	408	1.1	6.6	41	225	1.5	5.8	59	238	2.1	8.1	41	250	1.5	6.8	9	108	.3	5.6
SU '01	22	338	.8	4.8	30	159	1.1	4.7	42	185	1.6	5.5	21	189	.8	3.7	11	109	.4	6.6
SP '01	29	390	1.1	6.3	40	208	1.5	6.1	50	220	1.9	7.0	30	198	1.1	5.3	16	139	.6	10.0
<b>4-Book</b>	<b>27</b>	<b>382</b>	<b>1.0</b>	<b>5.8</b>	<b>38</b>	<b>202</b>	<b>1.4</b>	<b>5.5</b>	<b>51</b>	<b>207</b>	<b>1.9</b>	<b>7.0</b>	<b>32</b>	<b>220</b>	<b>1.2</b>	<b>5.4</b>	<b>11</b>	<b>112</b>	<b>.4</b>	<b>6.7</b>
WI '01	23	331	.9	5.0	33	194	1.2	4.8	42	175	1.6	5.8	24	181	.9	4.1	11	93	.4	7.8
<b>KNKT-FM</b>																				
WI '02	8	152	.3	1.7	13	77	.5	1.8	7	65	.3	1.0	7	57	.3	1.2	8	44	.3	5.1
FA '01	12	217	.4	2.6	27	128	1.0	3.8	12	80	.4	1.7	16	121	.6	2.7	5	59	.2	3.1
SU '01	7	110	.3	1.5	14	58	.5	2.2	9	51	.3	1.2	9	90	.3	1.6	2	37	.1	1.2
SP '01	6	141	.2	1.3	9	82	.3	1.4	9	52	.3	1.3	7	73	.3	1.2	2	39	.1	1.3
<b>4-Book</b>	<b>8</b>	<b>155</b>	<b>.3</b>	<b>1.8</b>	<b>16</b>	<b>86</b>	<b>.6</b>	<b>2.3</b>	<b>9</b>	<b>62</b>	<b>.3</b>	<b>1.3</b>	<b>10</b>	<b>85</b>	<b>.4</b>	<b>1.7</b>	<b>4</b>	<b>45</b>	<b>.2</b>	<b>2.7</b>
WI '01	6	136	.2	1.3	12	66	.5	1.7	5	51	.2	.7	6	67	.2	1.0	3	45	.1	2.1

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
<b>KNML-AM</b>																				
WI '02	8	170	.3	1.7	13	81	.5	1.8	14	79	.5	1.9	11	90	.4	1.9	1	35		.6
FA '01	16	184	.6	3.4	19	84	.7	2.7	44	114	1.6	6.1	15	98	.5	2.5	2	44	.1	1.3
SU '01	7	105	.3	1.5	10	59	.4	1.6	17	60	.6	2.2	6	57	.2	1.0	1	18		.6
SP '01	10	123	.4	2.2	12	64	.5	1.8	24	85	.9	3.3	11	81	.4	1.9	1	18		.6
<b>4-Book</b>	<b>10</b>	<b>146</b>	<b>.4</b>	<b>2.2</b>	<b>14</b>	<b>72</b>	<b>.5</b>	<b>2.0</b>	<b>25</b>	<b>85</b>	<b>.9</b>	<b>3.4</b>	<b>11</b>	<b>82</b>	<b>.4</b>	<b>1.8</b>	<b>1</b>	<b>29</b>		<b>.8</b>
WI '01	7	154	.3	1.5	9	77	.3	1.3	17	73	.6	2.3	8	86	.3	1.4	1	19		.7
<b>KPEK-FM</b>																				
WI '02	23	444	.8	4.9	29	242	1.1	4.1	33	279	1.2	4.5	33	303	1.2	5.6	6	132	.2	3.8
FA '01	14	419	.5	3.0	20	223	.7	2.8	23	233	.8	3.2	19	261	.7	3.2	4	91	.1	2.5
SU '01	24	459	.9	5.2	30	222	1.1	4.7	42	222	1.6	5.5	32	293	1.2	5.6	7	103	.3	4.2
SP '01	24	456	.9	5.2	29	261	1.1	4.4	43	273	1.6	6.0	29	279	1.1	5.1	10	93	.4	6.3
<b>4-Book</b>	<b>21</b>	<b>445</b>	<b>.8</b>	<b>4.6</b>	<b>27</b>	<b>237</b>	<b>1.0</b>	<b>4.0</b>	<b>35</b>	<b>252</b>	<b>1.3</b>	<b>4.8</b>	<b>28</b>	<b>284</b>	<b>1.1</b>	<b>4.9</b>	<b>7</b>	<b>105</b>	<b>.3</b>	<b>4.2</b>
WI '01	24	447	.9	5.3	36	284	1.4	5.2	44	258	1.7	6.1	33	306	1.2	5.7	4	86	.2	2.8
<b>KQEO-FM</b>																				
WI '02	7	119	.3	1.5	4	63	.1	.6	10	62	.4	1.4	10	65	.4	1.7	6	32	.2	3.8
FA '01	5	129	.2	1.1	5	59	.2	.7	6	62	.2	.8	5	62	.2	.8	2	23	.1	1.3
SU '01	8	162	.3	1.7	12	78	.5	1.9	14	112	.5	1.8	11	91	.4	1.9	2	24	.1	1.2
SP '01	9	211	.3	2.0	12	106	.5	1.8	17	107	.6	2.4	10	82	.4	1.8	2	38	.1	1.3
<b>4-Book</b>	<b>7</b>	<b>155</b>	<b>.3</b>	<b>1.6</b>	<b>8</b>	<b>77</b>	<b>.3</b>	<b>1.3</b>	<b>12</b>	<b>86</b>	<b>.4</b>	<b>1.6</b>	<b>9</b>	<b>75</b>	<b>.4</b>	<b>1.6</b>	<b>3</b>	<b>29</b>	<b>.1</b>	<b>1.9</b>
WI '01	13	195	.5	2.8	18	108	.7	2.6	23	114	.9	3.2	13	121	.5	2.2	5	30	.2	3.5
<b>KRQS-FM</b>																				
WI '02	22	260	.8	4.7	28	150	1.0	3.9	34	144	1.3	4.7	28	169	1.0	4.7	8	99	.3	5.1
FA '01	9	168	.3	1.9	12	89	.4	1.7	16	92	.6	2.2	13	98	.5	2.2	3	33	.1	1.9
SU '01	18	211	.7	3.9	23	103	.9	3.6	36	120	1.4	4.7	22	143	.8	3.8	5	64	.2	3.0
SP '01	19	229	.7	4.1	22	143	.8	3.4	29	131	1.1	4.0	25	167	.9	4.4	8	104	.3	5.0
<b>4-Book</b>	<b>17</b>	<b>217</b>	<b>.6</b>	<b>3.7</b>	<b>21</b>	<b>121</b>	<b>.8</b>	<b>3.2</b>	<b>29</b>	<b>122</b>	<b>1.1</b>	<b>3.9</b>	<b>22</b>	<b>144</b>	<b>.8</b>	<b>3.8</b>	<b>6</b>	<b>75</b>	<b>.2</b>	<b>3.8</b>
WI '01	15	194	.6	3.3	20	107	.8	2.9	29	109	1.1	4.0	19	136	.7	3.3	3	63	.1	2.1
<b>KRST-FM</b>																				
WI '02	16	345	.6	3.4	26	207	1.0	3.6	25	167	.9	3.4	19	194	.7	3.2	3	73	.1	1.9
FA '01	22	445	.8	4.7	36	236	1.3	5.1	33	235	1.2	4.5	26	245	.9	4.3	6	90	.2	3.8
SU '01	22	421	.8	4.8	31	210	1.2	4.8	32	228	1.2	4.2	23	257	.9	4.0	10	128	.4	6.0
SP '01	23	412	.9	5.0	40	230	1.5	6.1	35	207	1.3	4.9	30	237	1.1	5.3	6	103	.2	3.8
<b>4-Book</b>	<b>21</b>	<b>406</b>	<b>.8</b>	<b>4.5</b>	<b>33</b>	<b>221</b>	<b>1.3</b>	<b>4.9</b>	<b>31</b>	<b>209</b>	<b>1.2</b>	<b>4.3</b>	<b>25</b>	<b>233</b>	<b>.9</b>	<b>4.2</b>	<b>6</b>	<b>99</b>	<b>.2</b>	<b>3.9</b>
WI '01	17	424	.6	3.7	31	225	1.2	4.5	26	217	1.0	3.6	20	228	.8	3.5	3	54	.1	2.1
<b>KRZY-AM</b>																				
WI '02	2	40	.1	.4	7	32	.3	1.0	4	15	.1	.5	1	15		.2				
FA '01	4	39	.1	.9	14	39	.5	2.0	4	20	.1	.6		10						
SU '01	8	76	.3	1.7	17	55	.6	2.6	15	44	.6	2.0	5	39	.2	.9		8		
SP '01	6	77	.2	1.3	12	60	.5	1.8	10	49	.4	1.4	4	39	.2	.7	1	20		.6
<b>4-Book</b>	<b>5</b>	<b>58</b>	<b>.2</b>	<b>1.1</b>	<b>13</b>	<b>47</b>	<b>.5</b>	<b>1.9</b>	<b>8</b>	<b>32</b>	<b>.3</b>	<b>1.1</b>	<b>3</b>	<b>26</b>	<b>.1</b>	<b>.5</b>		<b>7</b>		<b>.2</b>
WI '01	3	42	.1	.7	6	27	.2	.9	8	32	.3	1.1	3	23	.1	.5		3		
<b>KRZY-FM</b>																				
WI '02	13	133	.5	2.8	13	94	.5	1.8	18	76	.7	2.5	18	106	.7	3.0	7	45	.3	4.5
FA '01	4	62	.1	.9	5	32	.2	.7	5	29	.2	.7	3	21	.1	.5	3	28	.1	1.9
SU '01	12	126	.5	2.6	15	77	.6	2.3	19	68	.7	2.5	17	81	.6	3.0	5	45	.2	3.0
SP '01	6	106	.2	1.3	6	54	.2	.9	8	56	.3	1.1	8	72	.3	1.4	2	21	.1	1.3
<b>4-Book</b>	<b>9</b>	<b>107</b>	<b>.3</b>	<b>1.9</b>	<b>10</b>	<b>64</b>	<b>.4</b>	<b>1.4</b>	<b>13</b>	<b>57</b>	<b>.5</b>	<b>1.7</b>	<b>12</b>	<b>70</b>	<b>.4</b>	<b>2.0</b>	<b>4</b>	<b>35</b>	<b>.2</b>	<b>2.7</b>
WI '01	4	75	.2	.9	4	33	.2	.6	7	37	.3	1.0	5	36	.2	.9	1	17		.7
<b>KSYU-FM</b>																				
WI '02	8	163	.3	1.7	10	88	.4	1.4	12	75	.4	1.6	11	117	.4	1.9	4	41	.1	2.6
FA '01	11	231	.4	2.4	17	111	.6	2.4	19	100	.7	2.6	11	133	.4	1.8	2	41	.1	1.3
SU '01	13	215	.5	2.8	18	122	.7	2.8	22	124	.8	2.9	16	123	.6	2.8	4	42	.2	2.4
SP '01	9	186	.3	2.0	14	106	.5	2.1	15	102	.6	2.1	11	106	.4	1.9	2	50	.1	1.3
<b>4-Book</b>	<b>10</b>	<b>199</b>	<b>.4</b>	<b>2.2</b>	<b>15</b>	<b>107</b>	<b>.6</b>	<b>2.2</b>	<b>17</b>	<b>100</b>	<b>.6</b>	<b>2.3</b>	<b>12</b>	<b>120</b>	<b>.5</b>	<b>2.1</b>	<b>3</b>	<b>44</b>	<b>.1</b>	<b>1.9</b>
WI '01	11	194	.4	2.4	15	97	.6	2.2	25	112	.9	3.4	12	102	.5	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 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
<b>KTEG-FM</b>																				
WI '02	11	192	.4	2.4	15	105	.6	2.1	15	112	.6	2.1	12	110	.4	2.0	8	54	.3	5.1
FA '01	10	226	.4	2.1	13	130	.5	1.8	15	130	.5	2.1	15	124	.5	2.5	3	72	.1	1.9
SU '01	12	254	.5	2.6	10	122	.4	1.6	20	168	.8	2.6	16	145	.6	2.8	8	56	.3	4.8
SP '01	6	199	.2	1.3	11	91	.4	1.7	11	99	.4	1.5	7	102	.3	1.2	2	42	.1	1.3
<b>4-Book</b>	<b>10</b>	<b>218</b>	<b>.4</b>	<b>2.1</b>	<b>12</b>	<b>112</b>	<b>.5</b>	<b>1.8</b>	<b>15</b>	<b>127</b>	<b>.6</b>	<b>2.1</b>	<b>13</b>	<b>120</b>	<b>.5</b>	<b>2.1</b>	<b>5</b>	<b>56</b>	<b>.2</b>	<b>3.3</b>
WI '01	10	157	.4	2.2	11	76	.4	1.6	11	79	.4	1.5	17	108	.6	2.9	8	67	.3	5.7
<b>KTZO-FM</b>																				
WI '02	14	361	.5	3.0	19	192	.7	2.7	22	188	.8	3.0	21	231	.8	3.6	3	73	.1	1.9
FA '01	16	379	.6	3.4	23	177	.8	3.3	25	231	.9	3.4	22	209	.8	3.7	4	86	.1	2.5
SU '01	20	358	.8	4.3	20	183	.8	3.1	38	204	1.4	5.0	29	245	1.1	5.0	6	120	.2	3.6
SP '01	21	324	.8	4.6	20	140	.8	3.1	38	187	1.4	5.3	27	227	1.0	4.7	8	87	.3	5.0
<b>4-Book</b>	<b>18</b>	<b>356</b>	<b>.7</b>	<b>3.8</b>	<b>21</b>	<b>173</b>	<b>.8</b>	<b>3.1</b>	<b>31</b>	<b>203</b>	<b>1.1</b>	<b>4.2</b>	<b>25</b>	<b>228</b>	<b>.9</b>	<b>4.3</b>	<b>5</b>	<b>92</b>	<b>.2</b>	<b>3.3</b>
WI '01	8	238	.3	1.8	8	87	.3	1.2	9	103	.3	1.2	11	123	.4	1.9	3	54	.1	2.1
<b>KYLZ-FM</b>																				
WI '02	15	280	.6	3.2	19	136	.7	2.7	21	137	.8	2.9	18	146	.7	3.0	7	77	.3	4.5
FA '01	14	346	.5	3.0	20	185	.7	2.8	16	158	.6	2.2	21	209	.7	3.5	7	96	.2	4.4
SU '01	17	259	.6	3.7	19	130	.7	3.0	24	156	.9	3.2	22	149	.8	3.8	11	92	.4	6.6
SP '01	13	303	.5	2.8	13	149	.5	2.0	15	181	.6	2.1	21	186	.8	3.7	8	103	.3	5.0
<b>4-Book</b>	<b>15</b>	<b>297</b>	<b>.6</b>	<b>3.2</b>	<b>18</b>	<b>150</b>	<b>.7</b>	<b>2.6</b>	<b>19</b>	<b>158</b>	<b>.7</b>	<b>2.6</b>	<b>21</b>	<b>173</b>	<b>.8</b>	<b>3.5</b>	<b>8</b>	<b>92</b>	<b>.3</b>	<b>5.1</b>
WI '01	10	217	.4	2.2	11	94	.4	1.6	12	97	.5	1.7	12	123	.5	2.1	4	62	.2	2.8
<b>+KZNM-FM</b>																				
WI '02	6	81	.2	1.3	6	46	.2	.8	9	54	.3	1.2	9	51	.3	1.5	2	20	.1	1.3
FA '01	2	64	.1	.4	1	14	.1	.1	2	27	.1	.3	3	36	.1	.5	1	23	.1	.6
SU '01	5	124	.2	1.1	7	53	.3	1.1	6	55	.2	.8	4	53	.2	.7	2	19	.1	1.2
SP '01	6	130	.2	1.3	12	57	.5	1.8	6	84	.2	.8	7	55	.3	1.2	3	31	.1	1.9
<b>4-Book</b>	<b>5</b>	<b>100</b>	<b>.2</b>	<b>1.0</b>	<b>7</b>	<b>43</b>	<b>.3</b>	<b>1.0</b>	<b>6</b>	<b>55</b>	<b>.2</b>	<b>.8</b>	<b>6</b>	<b>49</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>23</b>	<b>.1</b>	<b>1.3</b>
WI '01	5	113	.2	1.1	11	63	.4	1.6	7	55	.3	1.0	4	50	.2	.7	1	16	.1	.7
<b>KZRR-FM</b>																				
WI '02	30	544	1.1	6.4	54	373	2.0	7.6	39	286	1.4	5.3	37	308	1.4	6.3	10	109	.4	6.4
FA '01	46	567	1.6	9.9	87	365	3.1	12.4	70	307	2.5	9.6	53	346	1.9	8.8	16	141	.6	10.0
SU '01	33	425	1.2	7.2	50	225	1.9	7.8	55	269	2.1	7.2	45	293	1.7	7.8	11	132	.4	6.6
SP '01	25	449	.9	5.4	56	303	2.1	8.6	34	214	1.3	4.7	23	227	.9	4.0	6	76	.2	3.8
<b>4-Book</b>	<b>34</b>	<b>496</b>	<b>1.2</b>	<b>7.2</b>	<b>62</b>	<b>317</b>	<b>2.3</b>	<b>9.1</b>	<b>50</b>	<b>269</b>	<b>1.8</b>	<b>6.7</b>	<b>40</b>	<b>294</b>	<b>1.5</b>	<b>6.7</b>	<b>11</b>	<b>115</b>	<b>.4</b>	<b>6.7</b>
WI '01	53	537	2.0	11.6	85	382	3.2	12.3	79	297	3.0	10.9	71	380	2.7	12.3	17	137	.6	12.1
<b>KBAC-FM</b>																				
WI '02	4	76	.1	.9	7	50	.3	1.0	2	30	.1	.3	7	49	.3	1.2	2	28	.1	1.3
FA '01	7	95	.2	1.5	11	65	.4	1.6	8	61	.3	1.1	12	80	.4	2.0	3	44	.1	1.9
SU '01	5	122	.2	1.1	4	47	.2	.6	7	53	.3	.9	7	64	.3	1.2	3	41	.1	1.8
SP '01	5	110	.2	1.1	4	46	.2	.6	8	39	.3	1.1	6	57	.2	1.1	3	38	.1	1.9
<b>4-Book</b>	<b>5</b>	<b>101</b>	<b>.2</b>	<b>1.2</b>	<b>7</b>	<b>52</b>	<b>.3</b>	<b>1.0</b>	<b>6</b>	<b>46</b>	<b>.3</b>	<b>.9</b>	<b>8</b>	<b>63</b>	<b>.3</b>	<b>1.4</b>	<b>3</b>	<b>38</b>	<b>.1</b>	<b>1.7</b>
WI '01	5	101	.2	1.1	4	53	.2	.6	5	50	.2	.7	8	58	.3	1.4	4	40	.2	2.8
<b>TOTALS</b>																				
WI '02	466	2569	17.2		713	2307	26.3		729	2050	26.9		591	2247	21.8		156	1257	5.8	
FA '01	467	2724	16.6		704	2399	25.0		726	2222	25.8		602	2449	21.4		160	1359	5.7	
SU '01	461	2576	17.3		643	2233	24.1		760	2198	28.5		575	2318	21.6		166	1358	6.2	
SP '01	460	2601	17.3		653	2245	24.5		719	2178	27.0		571	2303	21.4		160	1328	6.0	
<b>4-Book</b>	<b>464</b>	<b>2618</b>	<b>17.1</b>		<b>678</b>	<b>2296</b>	<b>25.0</b>		<b>734</b>	<b>2162</b>	<b>27.1</b>		<b>585</b>	<b>2329</b>	<b>21.6</b>		<b>161</b>	<b>1326</b>	<b>5.9</b>	
WI '01	457	2594	17.1		693	2309	26.0		727	2068	27.3		579	2351	21.7		141	1186	5.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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	
KABG-FM																				
WI '02	21	179	.8	3.1	12	106	.4	4.1	13	36	.5	3.9	22	55	.8	4.2	17	32	.6	4.9
4-Book	19	180	.7	2.8	11	112	.4	3.6	12	35	.5	3.7	21	49	.8	4.0	16	36	.6	4.1
KBQI-FM																				
WI '02	54	346	2.0	7.9	15	222	.6	5.1	25	77	.9	7.5	28	97	1.0	5.3	17	76	.6	4.9
4-Book	46	337	1.7	6.9	17	206	.7	5.8	19	70	.7	5.7	32	89	1.2	5.9	23	90	.9	5.9
KBTK-AM																				
WI '02	8	95	.3	1.2	1	28	.3		2	6	.1	.6	2	15	.1	.4	3	7	.1	.9
4-Book	7	87	.3	1.1	1	20	.2		2	6	.1	.4	2	10	.1	.3	1	4	.1	.3
KBZU-FM																				
WI '02	33	267	1.2	4.8	10	146	.4	3.4	11	38	.4	3.3	20	66	.7	3.8	24	78	.9	6.9
4-Book	28	233	1.0	4.1	10	127	.4	3.3	9	30	.3	2.7	21	56	.8	3.8	17	51	.7	4.5
KHFM-FM																				
WI '02	14	139	.5	2.1	9	90	.3	3.1	11	32	.4	3.3	11	35	.4	2.1	8	16	.3	2.3
4-Book	17	171	.6	2.6	9	100	.3	3.1	8	23	.3	2.2	14	42	.5	2.6	14	33	.6	3.6
KIOT-FM																				
WI '02	28	340	1.0	4.1	12	199	.4	4.1	14	57	.5	4.2	24	92	.9	4.6	15	47	.6	4.3
4-Book	24	324	.9	3.6	11	172	.4	3.8	10	45	.4	2.9	22	80	.8	4.0	15	50	.6	3.8
KIVA-AM																				
WI '02	7	81	.3	1.0	2	34	.1	.7	4	9	.1	1.2	6	17	.2	1.1	2	8	.1	.6
4-Book	5	85	.2	.8	1	34	.1	.4	3	11	.1	.8	3	13	.1	.5	2	6	.1	.4
KKJY-AM																				
WI '02	1	8	.1		7				3				1	7	.2					
4-Book	1	18	.1		10		.1		2		.2		1	4	.2			1	2	.1
KKOB-AM																				
WI '02	51	410	1.9	7.5	12	210	.4	4.1	13	50	.5	3.9	11	57	.4	2.1	12	36	.4	3.4
4-Book	44	385	1.6	6.5	9	164	.3	3.1	12	43	.4	3.5	13	53	.5	2.3	10	35	.4	2.6
KKOB-FM																				
WI '02	43	463	1.6	6.3	13	199	.5	4.4	11	40	.4	3.3	24	97	.9	4.6	12	44	.4	3.4
4-Book	36	419	1.3	5.3	12	197	.5	3.9	13	50	.5	3.9	18	74	.7	3.3	14	57	.5	3.8
KKRG-FM																				
WI '02	7	105	.3	1.0	5	81	.2	1.7	3	14	.1	.9	7	18	.3	1.3	6	21	.2	1.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	16	298	.6	2.3	10	153	.4	3.4	9	38	.3	2.7	18	64	.7	3.4	11	39	.4	3.2
4-Book	14	261	.5	2.1	10	151	.4	3.2	9	35	.3	2.6	18	70	.7	3.3	10	37	.4	2.6
KLSK-FM																				
WI '02	14	220	.5	2.1	4	108	.1	1.4	5	31	.2	1.5	8	42	.3	1.5	5	29	.2	1.4
4-Book	16	223	.6	2.4	7	113	.3	2.3	8	30	.3	2.3	15	55	.6	2.7	9	36	.3	2.3
KLVO-FM																				
WI '02	19	99	.7	2.8	8	77	.3	2.7	12	30	.4	3.6	14	37	.5	2.7	8	24	.3	2.3
4-Book	17	128	.6	2.6	11	98	.4	3.5	12	30	.4	3.5	22	54	.8	4.0	11	30	.4	2.7
KMGA-FM																				
WI '02	43	328	1.6	6.3	9	166	.3	3.1	9	51	.3	2.7	15	55	.6	2.9	11	37	.4	3.2
4-Book	41	320	1.5	6.1	13	173	.5	4.4	15	52	.6	4.6	23	72	.9	4.3	16	52	.6	4.2
KNKT-FM																				
WI '02	9	116	.3	1.3	5	79	.2	1.7	2	8	.1	.6	14	27	.5	2.7	8	15	.3	2.3
4-Book	11	128	.4	1.7	5	83	.2	1.5	3	18	.1	.9	7	27	.3	1.3	5	17	.2	1.2
KNML-AM																				
WI '02	13	132	.5	1.9	4	107	.1	1.4	4	24	.1	1.2	4	27	.1	.8	3	23	.1	.9
4-Book	17	123	.7	2.6	4	73	.1	1.3	4	19	.2	1.3	4	17	.1	.7	6	18	.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

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
KPEK-FM	WI '02	32	406	1.2	4.7	19	233	.7	6.5	13	50	.5	3.9	27	90	1.0	5.2	20	92	.7	5.7
	4-Book	31	394	1.1	4.6	14	224	.5	4.8	14	52	.5	4.1	26	102	1.0	4.8	17	77	.6	4.4
KQEO-FM	WI '02	9	104	.3	1.3	6	49	.2	2.0	3	16	.1	.9	5	11	.2	1.0	5	8	.2	1.4
	4-Book	10	133	.4	1.5	5	68	.2	1.8	5	17	.2	1.5	10	27	.4	1.8	7	20	.3	1.7
KRQS-FM	WI '02	31	223	1.1	4.6	17	158	.6	5.8	8	46	.3	2.4	28	74	1.0	5.3	20	59	.7	5.7
	4-Book	25	186	.9	3.7	12	115	.4	3.9	11	39	.4	3.1	19	45	.7	3.4	14	39	.5	3.6
KRST-FM	WI '02	23	278	.8	3.4	11	165	.4	3.7	12	48	.4	3.6	14	66	.5	2.7	16	49	.6	4.6
	4-Book	30	340	1.1	4.5	14	206	.5	4.8	13	48	.5	3.9	21	77	.8	3.9	20	75	.8	5.2
KRZY-AM	WI '02	4	40	.1	.6		8			1	4		.3					2	8	.1	.6
	4-Book	8	55	.3	1.2	3	28	.1	.9	8	19	.3	2.3	5	11	.2	.9	2	9	.1	.5
KRZY-FM	WI '02	17	133	.6	2.5	11	80	.4	3.7	13	23	.5	3.9	18	49	.7	3.4	13	22	.5	3.7
	4-Book	11	94	.4	1.7	7	62	.3	2.4	9	22	.3	2.7	14	32	.5	2.6	9	15	.4	2.4
KSYU-FM	WI '02	11	149	.4	1.6	4	65	.1	1.4	8	12	.3	2.4	11	38	.4	2.1	3	19	.1	.9
	4-Book	15	172	.6	2.2	7	98	.2	2.2	7	26	.3	2.1	12	52	.5	2.3	10	33	.4	2.5
KTEG-FM	WI '02	14	161	.5	2.1	8	101	.3	2.7	6	33	.2	1.8	13	36	.5	2.5	8	33	.3	2.3
	4-Book	14	192	.5	2.0	6	96	.2	1.9	6	28	.2	1.9	12	42	.5	2.2	10	33	.4	2.6
KTZO-FM	WI '02	21	317	.8	3.1	9	146	.3	3.1	6	33	.2	1.8	18	57	.7	3.4	12	47	.4	3.4
	4-Book	26	304	1.0	3.9	12	175	.5	4.0	11	37	.4	3.3	23	77	.9	4.2	18	69	.7	4.5
KYLZ-FM	WI '02	20	236	.7	2.9	11	155	.4	3.7	10	27	.4	3.0	22	89	.8	4.2	19	58	.7	5.4
	4-Book	19	255	.7	2.9	11	153	.4	3.5	9	32	.3	2.6	17	70	.6	3.1	18	61	.7	4.7
+KZNM-FM	WI '02	8	73	.3	1.2	5	46	.2	1.7	2	11	.1	.6	3	19	.1	.6	9	14	.3	2.6
	4-Book	6	83	.2	.9	4	46	.2	1.3	4	12	.2	1.1	7	19	.3	1.2	5	17	.2	1.4
KZRR-FM	WI '02	43	497	1.6	6.3	20	247	.7	6.8	25	99	.9	7.5	36	98	1.3	6.9	16	79	.6	4.6
	4-Book	50	446	1.9	7.5	19	248	.7	6.2	22	75	.8	6.7	34	109	1.3	6.4	24	85	.9	6.1
KBAC-FM	WI '02	5	65	.2	.7	2	38	.1	.7		3			5	26	.2	1.0	3	11	.1	.9
	4-Book	7	82	.3	1.0	4	51	.2	1.3	4	16	.2	1.2	8	29	.3	1.4	5	21	.2	1.4
TOTALS	WI '02	681	2542	25.2		294	2092	10.9		332	960	12.3		524	1301	19.4		349	975	12.9	
	4-Book	671	2593	24.7		301	2112	11.1		331	966	12.2		541	1298	20.0		385	1053	14.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 25-49																				
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	
KABG-FM																				
WI '02	11	24	.4	6.1	6	14	.2	2.7	14	44	.5	3.9	12	24	.4	4.4	6	14	.2	5.3
4-Book	7	20	.2	3.7	7	19	.3	3.4	14	39	.5	3.9	8	20	.3	2.8	3	11	.1	2.7
KBQI-FM																				
WI '02	6	33	.2	3.4	15	62	.6	6.8	20	81	.7	5.6	6	28	.2	2.2	6	28	.2	5.3
4-Book	9	37	.3	5.1	17	63	.7	7.5	20	76	.7	5.3	14	41	.5	5.1	6	26	.2	4.9
KBTK-AM																				
WI '02					1	7		.5	1	7		.3		3				4		
4-Book		1			1	4		.5	1	4		.3		1				4		.2
KBZU-FM																				
WI '02	2	17	.1	1.1	6	27	.2	2.7	9	53	.3	2.5	8	40	.3	2.9	1	16		.9
4-Book	5	20	.2	2.9	5	20	.2	2.5	11	43	.4	3.2	9	35	.4	3.3	4	14	.2	3.6
KHFM-FM																				
WI '02	4	19	.1	2.2	14	37	.5	6.4	12	38	.4	3.3	10	32	.4	3.7	3	10	.1	2.7
4-Book	5	18	.2	2.8	8	30	.3	3.6	12	39	.4	3.2	10	29	.4	3.9	4	11	.2	3.6
KIOT-FM																				
WI '02	5	29	.2	2.8	11	42	.4	5.0	11	55	.4	3.1	8	31	.3	2.9	6	19	.2	5.3
4-Book	5	25	.2	2.8	7	28	.3	3.3	17	68	.6	4.4	9	35	.4	3.4	5	12	.2	4.0
KIVA-AM																				
WI '02		5							1	11		.3	1	8		.4		5		
4-Book	1	5		.3	1	3		.2	2	9		.4	1	6		.3		4		.2
KKJY-AM																				
WI '02						3			1	3		.3								
4-Book					1	2		.2	1	5		.4	1	3		.1	.4			
KKOB-AM																				
WI '02	12	52	.4	6.7	14	65	.5	6.4	18	49	.7	5.0	9	32	.3	3.3	9	45	.3	8.0
4-Book	11	45	.4	6.0	8	33	.3	3.4	10	34	.4	2.8	7	25	.3	2.4	5	28	.2	4.6
KKOB-FM																				
WI '02	14	55	.5	7.8	4	23	.1	1.8	13	79	.5	3.6	13	44	.5	4.8	14	40	.5	12.4
4-Book	7	31	.2	4.0	11	46	.4	5.0	16	66	.6	4.4	11	40	.4	4.2	7	28	.3	5.7
KKRG-FM																				
WI '02	3	11	.1	1.7	4	15	.1	1.8	9	26	.3	2.5	6	19	.2	2.2	3	22	.1	2.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	8	28	.3	4.5	9	39	.3	4.1	16	68	.6	4.4	10	46	.4	3.7		3		
4-Book	7	22	.3	3.7	8	31	.3	3.3	16	51	.6	4.3	11	38	.4	4.1	2	10	.1	1.5
KLSK-FM																				
WI '02	3	19	.1	1.7	1	17		.5	2	20	.1	.6	2	16	.1	.7	3	12	.1	2.7
4-Book	3	19	.1	1.9	3	17	.1	1.3	8	33	.3	2.2	5	21	.2	1.7	5	13	.2	4.1
KLVO-FM																				
WI '02	5	11	.2	2.8	7	15	.3	3.2	10	23	.4	2.8	6	15	.2	2.2				
4-Book	5	20	.2	2.7	8	24	.3	3.6	16	40	.6	4.2	10	33	.4	3.5	3	12	.1	2.8
KMGA-FM																				
WI '02	3	21	.1	1.7	7	24	.3	3.2	11	54	.4	3.1	8	36	.3	2.9	6	41	.2	5.3
4-Book	12	45	.5	6.8	9	35	.4	4.2	13	58	.5	3.4	10	39	.4	3.8	8	40	.3	6.8
KNKT-FM																				
WI '02	4	17	.1	2.2	6	27	.2	2.7	6	35	.2	1.7		4				3		
4-Book	3	15	.1	1.7	5	26	.2	2.3	9	43	.3	2.6	3	14	.1	1.1	2	10	.1	1.7
KNML-AM																				
WI '02	1	9		.6	3	18	.1	1.4	7	40	.3	1.9	12	49	.4	4.4		5		
4-Book	1	8		.7	3	13	.1	1.1	5	27	.2	1.4	6	26	.2	2.3	2	10	.1	1.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Persons 25-49

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
<b>KPEK-FM</b>																				
WI '02	13	58	.5	7.3	8	42	.3	3.6	37	87	1.4	10.3	30	57	1.1	11.0	7	37	.3	6.2
4-Book	6	35	.2	3.4	8	31	.3	3.5	23	79	.8	6.1	17	52	.6	6.3	4	22	.2	3.7
<b>KQEO-FM</b>																				
WI '02	5	14	.2	2.8	5	7	.2	2.3	10	22	.4	2.8	8	21	.3	2.9	3	5	.1	2.7
4-Book	3	10	.1	1.7	4	12	.2	1.8	7	19	.3	1.8	5	18	.2	1.8	2	7	.1	1.5
<b>KRQS-FM</b>																				
WI '02	11	36	.4	6.1	8	40	.3	3.6	27	73	1.0	7.5	18	54	.7	6.6	12	40	.4	10.6
4-Book	8	27	.3	4.4	9	34	.3	3.8	16	48	.6	4.3	14	40	.5	5.0	5	19	.2	4.0
<b>KRST-FM</b>																				
WI '02	5	11	.2	2.8	15	47	.6	6.8	11	53	.4	3.1	8	30	.3	2.9	6	15	.2	5.3
4-Book	9	32	.3	4.8	13	43	.5	5.9	21	69	.8	5.8	11	41	.4	4.1	6	16	.2	4.9
<b>KRZY-AM</b>																				
WI '02																				
4-Book		2				4	.2	1.7		4	.1	1.0		1	.3	.5		3		.2
<b>KRZY-FM</b>																				
WI '02	10	22	.4	5.6	9	20	.3	4.1	9	20	.3	2.5	12	24	.4	4.4	6	20	.2	5.3
4-Book	6	14	.2	3.3	6	16	.2	2.6	6	19	.3	1.7	7	16	.2	2.4	3	10	.1	2.6
<b>KSYU-FM</b>																				
WI '02	3	4	.1	1.7					2	15	.1	.6	1	10		.4				
4-Book	7	19	.3	4.0	5	20	.2	2.2	6	33	.2	1.7	3	14	.1	1.1	2	10	.1	1.7
<b>KTEG-FM</b>																				
WI '02	7	29	.3	3.9	3	13	.1	1.4	14	41	.5	3.9	7	33	.3	2.6	2	4	.1	1.8
4-Book	4	21	.2	2.3	2	11	.1	.9	6	28	.3	1.8	6	22	.2	2.0	2	11	.1	1.7
<b>KTZO-FM</b>																				
WI '02	6	35	.2	3.4	8	31	.3	3.6	9	54	.3	2.5	7	17	.3	2.6	4	16	.1	3.5
4-Book	6	27	.2	3.5	7	25	.3	3.1	13	54	.5	3.6	12	39	.5	4.5	6	28	.2	5.4
<b>KYLZ-FM</b>																				
WI '02	8	34	.3	4.5	7	27	.3	3.2	8	37	.3	2.2	13	38	.5	4.8	4	10	.1	3.5
4-Book	10	33	.4	5.8	5	20	.2	2.3	11	41	.4	2.9	10	39	.4	3.8	6	17	.2	5.1
<b>+KZNM-FM</b>																				
WI '02	5	20	.2	2.8	2	7	.1	.9	7	8	.3	1.9	6	8	.2	2.2	2	4	.1	1.8
4-Book	3	13	.1	1.4	3	7	.1	1.2	5	13	.2	1.4	4	13	.2	1.4	2	8	.1	2.0
<b>KZRR-FM</b>																				
WI '02	14	37	.5	7.8	13	40	.5	5.9	28	102	1.0	7.8	21	68	.8	7.7	5	21	.2	4.4
4-Book	12	43	.5	6.8	15	40	.5	6.3	20	77	.7	5.6	16	55	.6	6.1	6	24	.3	5.4
<b>KBAC-FM</b>																				
WI '02					1	11	.5		1	8	.3		1	12	.4			4		
4-Book	1	5	.6		3	16	.1	1.4	4	16	.2	1.1	3	15	.1	1.2	2	8	.1	1.7
<b>TOTALS</b>																				
WI '02	179	617	6.6		220	669	8.1		360	1040	13.3		273	750	10.1		113	415	4.2	
4-Book	177	599	6.5		223	709	8.2		366	1039	13.5		270	774	10.0		114	412	4.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 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	
<b>KABG-FM</b>																				
WI '02	22	314	.7	4.1	29	191	.9	3.5	31	180	1.0	3.7	28	165	.9	4.1	9	71	.3	5.0
FA '01	25	343	.8	4.6	31	173	.9	3.8	47	198	1.4	5.5	31	220	.9	4.4	5	74	.2	2.8
SU '01	19	337	.6	3.6	27	189	.9	3.6	23	177	.7	2.6	22	175	.7	3.3	6	84	.2	3.2
SP '01	16	303	.5	3.0	28	150	.9	3.7	22	150	.7	2.7	20	171	.6	3.1	5	57	.2	2.7
<b>4-Book</b>	<b>21</b>	<b>324</b>	<b>.7</b>	<b>3.8</b>	<b>29</b>	<b>176</b>	<b>.9</b>	<b>3.7</b>	<b>31</b>	<b>176</b>	<b>1.0</b>	<b>3.6</b>	<b>25</b>	<b>183</b>	<b>.8</b>	<b>3.7</b>	<b>6</b>	<b>72</b>	<b>.2</b>	<b>3.4</b>
WI '01	17	317	.5	3.3	22	143	.7	2.7	26	171	.8	3.1	20	188	.6	3.0	5	63	.2	3.1
<b>KBQI-FM</b>																				
WI '02	35	407	1.1	6.5	73	285	2.3	8.9	61	224	1.9	7.3	39	271	1.2	5.7	5	77	.2	2.8
FA '01	41	486	1.2	7.5	68	307	2.1	8.3	70	305	2.1	8.3	47	314	1.4	6.7	7	124	.2	3.9
SU '01	26	352	.8	4.9	39	204	1.3	5.2	43	220	1.4	4.9	29	210	.9	4.3	8	85	.3	4.3
SP '01	39	440	1.3	7.4	58	261	1.9	7.7	60	281	1.9	7.3	48	293	1.5	7.4	12	127	.4	6.6
<b>4-Book</b>	<b>35</b>	<b>421</b>	<b>1.1</b>	<b>6.6</b>	<b>60</b>	<b>264</b>	<b>1.9</b>	<b>7.5</b>	<b>59</b>	<b>258</b>	<b>1.8</b>	<b>7.0</b>	<b>41</b>	<b>272</b>	<b>1.3</b>	<b>6.0</b>	<b>8</b>	<b>103</b>	<b>.3</b>	<b>4.4</b>
WI '01	31	401	1.0	5.9	53	280	1.7	6.6	55	264	1.8	6.6	39	276	1.3	5.9	7	108	.2	4.4
<b>KBTK-AM</b>																				
WI '02	8	162	.3	1.5	18	75	.6	2.2	8	72	.3	1.0	13	78	.4	1.9	4	48	.1	2.2
FA '01	5	120	.2	.9	11	57	.3	1.3	8	57	.2	.9	6	53	.2	.9	2	18	.1	1.1
SU '01	5	121	.2	.9	7	73	.2	.9	11	75	.4	1.3	7	60	.2	1.0	1	18		.5
SP '01	6	103	.2	1.1	19	78	.6	2.5	9	42	.3	1.1	6	46	.2	.9	1	19		.5
<b>4-Book</b>	<b>6</b>	<b>127</b>	<b>.2</b>	<b>1.1</b>	<b>14</b>	<b>71</b>	<b>.4</b>	<b>1.7</b>	<b>9</b>	<b>62</b>	<b>.3</b>	<b>1.1</b>	<b>8</b>	<b>59</b>	<b>.3</b>	<b>1.2</b>	<b>2</b>	<b>26</b>	<b>.1</b>	<b>1.1</b>
WI '01	5	68	.2	1.0	11	38	.4	1.4	7	33	.2	.8	7	39	.2	1.1	1	6		.6
<b>KBZU-FM</b>																				
WI '02	23	326	.7	4.2	30	185	.9	3.6	42	221	1.3	5.0	32	207	1.0	4.7	6	102	.2	3.3
FA '01	20	352	.6	3.7	26	159	.8	3.2	40	229	1.2	4.7	23	206	.7	3.3	3	60	.1	1.7
SU '01	20	293	.6	3.7	29	170	.9	3.9	36	197	1.2	4.1	28	208	.9	4.2	5	70	.2	2.7
SP '01	12	193	.4	2.3	10	91	.3	1.3	23	110	.7	2.8	17	118	.5	2.6	1	31		.5
<b>4-Book</b>	<b>19</b>	<b>291</b>	<b>.6</b>	<b>3.5</b>	<b>24</b>	<b>151</b>	<b>.7</b>	<b>3.0</b>	<b>35</b>	<b>189</b>	<b>1.1</b>	<b>4.2</b>	<b>25</b>	<b>185</b>	<b>.8</b>	<b>3.7</b>	<b>4</b>	<b>66</b>	<b>.1</b>	<b>2.1</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	15	232	.5	2.8	22	104	.7	2.7	23	109	.7	2.7	15	123	.5	2.2	4	67	.1	2.2
FA '01	16	273	.5	2.9	17	125	.5	2.1	24	125	.7	2.8	26	189	.8	3.7	8	78	.2	4.4
SU '01	18	287	.6	3.4	20	120	.6	2.7	33	156	1.1	3.8	27	179	.9	4.0	4	65	.1	2.1
SP '01	20	272	.6	3.8	24	149	.8	3.2	25	158	.8	3.0	22	180	.7	3.4	9	78	.3	4.9
<b>4-Book</b>	<b>17</b>	<b>266</b>	<b>.6</b>	<b>3.2</b>	<b>21</b>	<b>125</b>	<b>.7</b>	<b>2.7</b>	<b>26</b>	<b>137</b>	<b>.8</b>	<b>3.1</b>	<b>23</b>	<b>168</b>	<b>.7</b>	<b>3.3</b>	<b>6</b>	<b>72</b>	<b>.2</b>	<b>3.4</b>
WI '01	12	217	.4	2.3	17	121	.5	2.1	15	87	.5	1.8	13	97	.4	2.0	5	66	.2	3.1
<b>KIOT-FM</b>																				
WI '02	23	460	.7	4.2	33	262	1.0	4.0	38	229	1.2	4.5	29	266	.9	4.2	8	108	.3	4.4
FA '01	16	410	.5	2.9	18	174	.5	2.2	26	237	.8	3.1	22	236	.7	3.2	7	115	.2	3.9
SU '01	17	395	.5	3.2	20	171	.6	2.7	27	192	.9	3.1	23	234	.7	3.4	6	87	.2	3.2
SP '01	22	517	.7	4.2	30	258	1.0	4.0	36	241	1.2	4.4	29	300	.9	4.4	6	124	.2	3.3
<b>4-Book</b>	<b>20</b>	<b>446</b>	<b>.6</b>	<b>3.6</b>	<b>25</b>	<b>216</b>	<b>.8</b>	<b>3.2</b>	<b>32</b>	<b>225</b>	<b>1.0</b>	<b>3.8</b>	<b>26</b>	<b>259</b>	<b>.8</b>	<b>3.8</b>	<b>7</b>	<b>109</b>	<b>.2</b>	<b>3.7</b>
WI '01	24	499	.8	4.6	29	215	.9	3.6	37	263	1.2	4.5	35	316	1.1	5.3	7	118	.2	4.4
<b>KIVA-AM</b>																				
WI '02	5	125	.2	.9	12	67	.4	1.5	7	60	.2	.8	6	65	.2	.9	1	7		.6
FA '01	6	157	.2	1.1	7	98	.2	.8	10	99	.3	1.2	9	101	.3	1.3	1	21		.6
SU '01	4	117	.1	.7	6	54	.2	.8	6	77	.2	.7	7	78	.2	1.0	2	23	.1	1.1
SP '01	2	78	.1	.4	3	29	.1	.4	3	29	.1	.4	2	31	.1	.3		20		
<b>4-Book</b>	<b>4</b>	<b>119</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>62</b>	<b>.2</b>	<b>.9</b>	<b>7</b>	<b>66</b>	<b>.2</b>	<b>.8</b>	<b>6</b>	<b>69</b>	<b>.2</b>	<b>.9</b>	<b>1</b>	<b>18</b>		<b>.6</b>
WI '01	2	64	.1	.4	5	47	.2	.6	1	19		.1	3	36	.1	.5		4		
<b>KKJY-AM</b>																				
WI '02		15				5			1	12		.1	1	12		.1				
FA '01	1	39		.2	2	14	.1	.2	2	22	.1	.2	3	22	.1	.4	1	20		.6
SU '01	2	39	.1	.4	4	18	.1	.5	5	27	.2	.6	2	16	.1	.3		3		
SP '01	2	41	.1	.4	3	26	.1	.4	5	35	.2	.6	3	20	.1	.5	1	11		.5
<b>4-Book</b>	<b>1</b>	<b>34</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>16</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>24</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>18</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>9</b>		<b>.3</b>
WI '01	1	23		.2	2	17	.1	.2	1	13		.1	1	10		.2	1	3		.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

		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
<b>KNML-AM</b>																					
WI '02		9	194	.3	1.7	14	90	.4	1.7	15	84	.5	1.8	12	109	.4	1.7	2	39	.1	1.1
FA '01		17	214	.5	3.1	22	97	.7	2.7	46	123	1.4	5.4	17	111	.5	2.4	2	51	.1	1.1
SU '01		7	105	.2	1.3	10	59	.3	1.3	17	60	.5	1.9	6	57	.2	.9	1	18		.5
SP '01		11	135	.4	2.1	13	72	.4	1.7	25	90	.8	3.0	12	89	.4	1.8	2	20	.1	1.1
4-Book		11	162	.4	2.1	15	80	.5	1.9	26	89	.8	3.0	12	92	.4	1.7	2	32	.1	1.0
WI '01		7	163	.2	1.3	9	77	.3	1.1	17	73	.5	2.0	8	90	.3	1.2	1	25		.6
<b>KPEK-FM</b>																					
WI '02		23	454	.7	4.2	30	248	.9	3.6	33	286	1.0	3.9	34	309	1.1	5.0	6	132	.2	3.3
FA '01		15	442	.5	2.8	21	237	.6	2.5	25	246	.8	2.9	22	275	.7	3.2	4	97	.1	2.2
SU '01		25	488	.8	4.7	33	240	1.1	4.4	46	244	1.5	5.2	35	309	1.1	5.2	7	103	.2	3.7
SP '01		26	484	.8	4.9	32	282	1.0	4.2	46	288	1.5	5.6	31	303	1.0	4.8	10	100	.3	5.5
4-Book		22	467	.7	4.2	29	252	.9	3.7	38	266	1.2	4.4	31	299	1.0	4.6	7	108	.2	3.7
WI '01		25	491	.8	4.8	37	298	1.2	4.6	46	275	1.5	5.5	36	326	1.2	5.5	4	104	.1	2.5
<b>KQED-FM</b>																					
WI '02		10	186	.3	1.8	6	94	.2	.7	16	102	.5	1.9	13	98	.4	1.9	6	41	.2	3.3
FA '01		9	193	.3	1.7	12	91	.4	1.5	11	102	.3	1.3	12	104	.4	1.7	3	37	.1	1.7
SU '01		11	261	.4	2.1	16	123	.5	2.1	17	165	.5	1.9	15	143	.5	2.2	4	64	.1	2.1
SP '01		11	274	.4	2.1	15	133	.5	2.0	20	135	.6	2.4	11	106	.4	1.7	2	46	.1	1.1
4-Book		10	229	.4	1.9	12	110	.4	1.6	16	126	.5	1.9	13	113	.4	1.9	4	47	.1	2.1
WI '01		16	275	.5	3.1	23	153	.7	2.9	27	143	.9	3.2	17	170	.5	2.6	7	48	.2	4.4
<b>KRQS-FM</b>																					
WI '02		26	323	.8	4.8	33	190	1.0	4.0	38	174	1.2	4.5	34	219	1.1	5.0	9	121	.3	5.0
FA '01		11	203	.3	2.0	15	110	.5	1.8	18	106	.5	2.1	15	116	.5	2.2	4	41	.1	2.2
SU '01		23	251	.7	4.3	29	130	.9	3.9	44	147	1.4	5.0	27	180	.9	4.0	7	79	.2	3.7
SP '01		23	277	.7	4.4	27	169	.9	3.6	34	165	1.1	4.1	30	206	1.0	4.6	9	120	.3	4.9
4-Book		21	264	.6	3.9	26	150	.8	3.3	34	148	1.1	3.9	27	180	.9	4.0	7	90	.2	4.0
WI '01		16	211	.5	3.1	20	115	.6	2.5	30	120	1.0	3.6	21	150	.7	3.2	3	66	.1	1.9
<b>KRST-FM</b>																					
WI '02		18	405	.6	3.3	30	241	.9	3.6	30	195	.9	3.6	21	221	.7	3.1	4	82	.1	2.2
FA '01		27	523	.8	5.0	43	274	1.3	5.2	44	283	1.3	5.2	33	299	1.0	4.7	7	98	.2	3.9
SU '01		25	488	.8	4.7	37	251	1.2	4.9	39	268	1.3	4.4	28	288	.9	4.2	10	140	.3	5.3
SP '01		27	483	.9	5.1	46	272	1.5	6.1	41	246	1.3	5.0	34	270	1.1	5.2	7	111	.2	3.8
4-Book		24	475	.8	4.5	39	260	1.2	5.0	39	248	1.2	4.6	29	270	.9	4.3	7	108	.2	3.8
WI '01		20	481	.6	3.8	39	260	1.3	4.9	32	246	1.0	3.9	22	254	.7	3.4	4	62	.1	2.5
<b>KRZY-AM</b>																					
WI '02		2	40	.1	.4	7	32	.2	.9	4	15	.1	.5	1	15		.1				
FA '01		5	42	.2	.9	15	42	.5	1.8	8	23	.2	.9	2	13	.1	.3				
SU '01		8	81	.3	1.5	17	55	.5	2.3	15	44	.5	1.7	6	44	.2	.9		11		
SP '01		6	77	.2	1.1	12	60	.4	1.6	10	49	.3	1.2	4	39	.1	.6	1	20		.5
4-Book		5	60	.2	1.0	13	47	.4	1.7	9	33	.3	1.1	3	28	.1	.5		8		.1
WI '01		4	48	.1	.8	6	30	.2	.7	8	38	.3	1.0	3	26	.1	.5		3		
<b>KRZY-FM</b>																					
WI '02		14	143	.4	2.6	14	96	.4	1.7	19	79	.6	2.3	20	111	.6	2.9	7	48	.2	3.9
FA '01		5	69	.2	.9	5	39	.2	.6	6	32	.2	.7	3	28	.1	.4	3	31	.1	1.7
SU '01		13	137	.4	2.4	16	83	.5	2.1	21	77	.7	2.4	18	89	.6	2.7	6	50	.2	3.2
SP '01		7	122	.2	1.3	7	62	.2	.9	8	61	.3	1.0	9	78	.3	1.4	2	24	.1	1.1
4-Book		10	118	.3	1.8	11	70	.3	1.3	14	62	.5	1.6	13	77	.4	1.9	5	38	.2	2.5
WI '01		5	77	.2	1.0	5	36	.2	.6	9	40	.3	1.1	7	39	.2	1.1	1	17		.6
<b>KSYU-FM</b>																					
WI '02		8	173	.3	1.5	10	93	.3	1.2	12	78	.4	1.4	12	124	.4	1.7	4	44	.1	2.2
FA '01		13	258	.4	2.4	19	123	.6	2.3	23	118	.7	2.7	14	148	.4	2.0	3	44	.1	1.7
SU '01		14	235	.5	2.6	19	132	.6	2.5	25	139	.8	2.8	17	138	.5	2.5	4	49	.1	2.1
SP '01		10	216	.3	1.9	16	119	.5	2.1	17	117	.5	2.1	12	125	.4	1.8	2	52	.1	1.1
4-Book		11	221	.4	2.1	16	117	.5	2.0	19	113	.6	2.3	14	134	.4	2.0	3	47	.1	1.8
WI '01		11	200	.4	2.1	15	99	.5	1.9	25	118	.8	3.0	12	108	.4	1.8		6		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KTEG-FM</b>																				
WI '02	12	212	.4	2.2	16	114	.5	1.9	16	122	.5	1.9	12	116	.4	1.7	8	56	.3	4.4
FA '01	11	242	.3	2.0	14	136	.4	1.7	15	130	.5	1.8	16	133	.5	2.3	4	81	.1	2.2
SU '01	12	254	.4	2.2	10	122	.3	1.3	20	168	.6	2.3	16	145	.5	2.4	8	56	.3	4.3
SP '01	6	207	.2	1.1	11	97	.4	1.5	12	107	.4	1.5	7	108	.2	1.1	2	45	.1	1.1
<b>4-Book</b>	<b>10</b>	<b>229</b>	<b>.3</b>	<b>1.9</b>	<b>13</b>	<b>117</b>	<b>.4</b>	<b>1.6</b>	<b>16</b>	<b>132</b>	<b>.5</b>	<b>1.9</b>	<b>13</b>	<b>126</b>	<b>.4</b>	<b>1.9</b>	<b>6</b>	<b>60</b>	<b>.2</b>	<b>3.0</b>
WI '01	11	166	.4	2.1	11	79	.4	1.4	11	79	.4	1.3	17	111	.5	2.6	8	70	.3	5.0
<b>KTZO-FM</b>																				
WI '02	15	379	.5	2.8	20	202	.6	2.4	23	195	.7	2.7	22	247	.7	3.2	3	75	.1	1.7
FA '01	17	412	.5	3.1	24	186	.7	2.9	26	251	.8	3.1	22	225	.7	3.2	4	99	.1	2.2
SU '01	22	375	.7	4.1	24	194	.8	3.2	44	217	1.4	5.0	30	253	1.0	4.5	6	120	.2	3.2
SP '01	21	332	.7	4.0	20	143	.6	2.6	39	192	1.3	4.8	27	229	.9	4.1	8	87	.3	4.4
<b>4-Book</b>	<b>19</b>	<b>375</b>	<b>.6</b>	<b>3.5</b>	<b>22</b>	<b>181</b>	<b>.7</b>	<b>2.8</b>	<b>33</b>	<b>214</b>	<b>1.1</b>	<b>3.9</b>	<b>25</b>	<b>239</b>	<b>.8</b>	<b>3.8</b>	<b>5</b>	<b>95</b>	<b>.2</b>	<b>2.9</b>
WI '01	9	262	.3	1.7	10	102	.3	1.2	11	121	.4	1.3	13	138	.4	2.0	3	60	.1	1.9
<b>KYLZ-FM</b>																				
WI '02	15	298	.5	2.8	20	152	.6	2.4	22	144	.7	2.6	19	152	.6	2.8	8	81	.3	4.4
FA '01	14	361	.4	2.6	20	194	.6	2.4	16	160	.5	1.9	21	216	.6	3.0	7	99	.2	3.9
SU '01	17	272	.5	3.2	19	136	.6	2.5	24	159	.8	2.7	23	156	.7	3.4	11	95	.4	5.9
SP '01	13	311	.4	2.5	13	154	.4	1.7	15	184	.5	1.8	21	186	.7	3.2	8	106	.3	4.4
<b>4-Book</b>	<b>15</b>	<b>311</b>	<b>.5</b>	<b>2.8</b>	<b>18</b>	<b>159</b>	<b>.6</b>	<b>2.3</b>	<b>19</b>	<b>162</b>	<b>.6</b>	<b>2.3</b>	<b>21</b>	<b>178</b>	<b>.7</b>	<b>3.1</b>	<b>9</b>	<b>95</b>	<b>.3</b>	<b>4.7</b>
WI '01	10	225	.3	1.9	12	99	.4	1.5	12	100	.4	1.4	12	123	.4	1.8	4	65	.1	2.5
<b>+KZNM-FM</b>																				
WI '02	9	105	.3	1.7	9	65	.3	1.1	14	75	.4	1.7	13	70	.4	1.9	3	29	.1	1.7
FA '01	3	71	.1	.6	2	18	.1	.2	3	30	.1	.4	3	39	.1	.4	1	23	.1	.6
SU '01	5	128	.2	.9	7	53	.2	.9	6	55	.2	.7	4	53	.1	.6	2	19	.1	1.1
SP '01	6	130	.2	1.1	12	57	.4	1.6	6	84	.2	.7	7	55	.2	1.1	3	31	.1	1.6
<b>4-Book</b>	<b>6</b>	<b>109</b>	<b>.2</b>	<b>1.1</b>	<b>8</b>	<b>48</b>	<b>.3</b>	<b>1.0</b>	<b>7</b>	<b>61</b>	<b>.2</b>	<b>.9</b>	<b>7</b>	<b>54</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>26</b>	<b>.1</b>	<b>1.3</b>
WI '01	5	126	.2	1.0	12	70	.4	1.5	7	58	.2	.8	4	54	.1	.6	1	20	.1	.6
<b>KZRR-FM</b>																				
WI '02	30	559	.9	5.5	54	388	1.7	6.6	39	291	1.2	4.6	38	314	1.2	5.5	10	109	.3	5.5
FA '01	47	598	1.4	8.6	89	374	2.7	10.8	72	322	2.2	8.5	55	359	1.7	7.9	16	148	.5	8.9
SU '01	35	441	1.1	6.5	55	239	1.8	7.3	57	282	1.8	6.5	48	306	1.5	7.2	11	135	.4	5.9
SP '01	25	468	.8	4.7	59	313	1.9	7.8	34	222	1.1	4.1	24	233	.8	3.7	7	79	.2	3.8
<b>4-Book</b>	<b>34</b>	<b>517</b>	<b>1.1</b>	<b>6.3</b>	<b>64</b>	<b>329</b>	<b>2.0</b>	<b>8.1</b>	<b>51</b>	<b>279</b>	<b>1.6</b>	<b>5.9</b>	<b>41</b>	<b>303</b>	<b>1.3</b>	<b>6.1</b>	<b>11</b>	<b>118</b>	<b>.4</b>	<b>6.0</b>
WI '01	53	559	1.7	10.1	87	394	2.8	10.9	79	306	2.5	9.5	72	387	2.3	11.0	18	143	.6	11.3
<b>KBAC-FM</b>																				
WI '02	5	94	.2	.9	8	63	.3	1.0	4	40	.1	.5	8	62	.3	1.2	3	38	.1	1.7
FA '01	8	116	.2	1.5	11	71	.3	1.3	9	69	.3	1.1	13	91	.4	1.9	4	47	.1	2.2
SU '01	6	151	.2	1.1	6	58	.2	.8	9	62	.3	1.0	8	81	.3	1.2	3	45	.1	1.6
SP '01	5	130	.2	.9	4	54	.1	.5	9	45	.3	1.1	7	71	.2	1.1	3	41	.1	1.6
<b>4-Book</b>	<b>6</b>	<b>123</b>	<b>.2</b>	<b>1.1</b>	<b>7</b>	<b>62</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>54</b>	<b>.3</b>	<b>.9</b>	<b>9</b>	<b>76</b>	<b>.3</b>	<b>1.4</b>	<b>3</b>	<b>43</b>	<b>.1</b>	<b>1.8</b>
WI '01	5	112	.2	1.0	4	61	.1	.5	5	55	.2	.6	8	66	.3	1.2	4	43	.1	2.5
<b>TOTALS</b>																				
WI '02	542	3022	16.9		822	2708	25.7		841	2396	26.3		686	2636	21.5		181	1475	5.7	
FA '01	545	3169	16.6		824	2779	25.1		848	2577	25.8		697	2852	21.2		180	1557	5.5	
SU '01	535	2998	17.2		751	2601	24.2		879	2552	28.3		667	2683	21.5		187	1528	6.0	
SP '01	527	3020	17.0		756	2614	24.4		821	2499	26.5		652	2667	21.0		182	1526	5.9	
<b>4-Book</b>	<b>537</b>	<b>3052</b>	<b>16.9</b>		<b>788</b>	<b>2676</b>	<b>24.9</b>		<b>847</b>	<b>2506</b>	<b>26.7</b>		<b>676</b>	<b>2710</b>	<b>21.3</b>		<b>183</b>	<b>1522</b>	<b>5.8</b>	
WI '01	523	3007	16.9		801	2670	25.8		831	2384	26.8		656	2705	21.1		160	1344	5.2	

Target Listener Trends - Persons 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

## 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
<b>KABG-FM</b>																				
WI '02	29	272	.9	3.7	16	174	.5	4.6	19	50	.6	4.8	35	91	1.1	5.6	19	45	.6	4.6
4-Book	28	275	.9	3.7	15	173	.5	4.3	17	48	.5	4.2	30	74	.9	4.7	20	54	.7	4.5
<b>KBQI-FM</b>																				
WI '02	58	380	1.8	7.4	16	228	.5	4.6	26	82	.8	6.6	29	100	.9	4.6	17	76	.5	4.1
4-Book	54	382	1.7	6.9	21	234	.7	6.0	25	83	.8	6.1	39	104	1.2	6.1	27	98	.8	5.9
<b>KBTK-AM</b>																				
WI '02	13	143	.4	1.6	2	40	.1	.6	2	9	.1	.5	2	15	.1	.3	5	10	.2	1.2
4-Book	10	117	.3	1.3	2	28	.1	.5	2	7	.1	.5	3	12	.1	.4	2	6	.1	.5
<b>KBZU-FM</b>																				
WI '02	35	296	1.1	4.4	11	171	.3	3.2	12	47	.4	3.0	20	68	.6	3.2	25	83	.8	6.0
4-Book	29	257	.9	3.7	11	140	.3	3.1	9	34	.3	2.3	22	60	.7	3.4	18	55	.6	4.1
<b>KHFM-FM</b>																				
WI '02	20	185	.6	2.5	12	124	.4	3.4	12	35	.4	3.0	15	46	.5	2.4	10	23	.3	2.4
4-Book	24	224	.8	3.0	13	135	.4	3.7	10	34	.3	2.6	19	55	.6	3.0	19	45	.6	4.2
<b>KIOT-FM</b>																				
WI '02	34	398	1.1	4.3	16	248	.5	4.6	17	70	.5	4.3	29	101	.9	4.6	23	65	.7	5.6
4-Book	28	372	.9	3.6	14	211	.4	3.8	11	54	.4	2.8	24	88	.8	3.8	18	61	.6	4.0
<b>KIVA-AM</b>																				
WI '02	8	116	.3	1.0	2	40	.1	.6	4	12	.1	1.0	6	17	.2	1.0	3	12	.1	.7
4-Book	7	110	.2	.8	2	42	.1	.5	3	13	.1	.6	3	16	.1	.5	2	10	.1	.5
<b>KKJY-AM</b>																				
WI '02	1	12	.1	.1		10			1	7		.3	1	7		.2				
4-Book	3	29	.1	.4	1	15		.2	1	4		.3	2	6		.3	1	4		.2
<b>KKOB-AM</b>																				
WI '02	64	514	2.0	8.1	15	245	.5	4.3	17	65	.5	4.3	11	63	.3	1.8	14	43	.4	3.4
4-Book	58	499	1.8	7.4	12	209	.4	3.5	17	61	.5	4.2	15	65	.5	2.3	13	47	.4	2.9
<b>KKOB-FM</b>																				
WI '02	46	530	1.4	5.8	15	233	.5	4.3	14	54	.4	3.5	25	111	.8	4.0	13	54	.4	3.1
4-Book	39	467	1.2	5.0	13	222	.4	3.8	14	57	.5	3.5	19	82	.6	3.0	15	63	.5	3.4
<b>KKRG-FM</b>																				
WI '02	10	141	.3	1.3	6	95	.2	1.7	3	14	.1	.8	7	18	.2	1.1	8	28	.3	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	17	321	.5	2.2	11	166	.3	3.2	12	48	.4	3.0	18	67	.6	2.9	11	43	.3	2.7
4-Book	15	274	.5	1.9	10	159	.3	2.9	9	38	.3	2.4	18	72	.6	2.8	10	40	.3	2.3
<b>KLSK-FM</b>																				
WI '02	15	252	.5	1.9	4	116	.1	1.1	5	31	.2	1.3	8	42	.3	1.3	6	35	.2	1.4
4-Book	17	252	.5	2.2	8	127	.3	2.2	9	34	.3	2.1	17	62	.6	2.7	9	39	.3	2.0
<b>KLVO-FM</b>																				
WI '02	21	120	.7	2.7	9	91	.3	2.6	15	42	.5	3.8	19	48	.6	3.0	10	26	.3	2.4
4-Book	18	145	.6	2.3	12	108	.4	3.3	13	34	.4	3.2	23	58	.8	3.6	12	33	.4	2.7
<b>KMGA-FM</b>																				
WI '02	53	388	1.7	6.7	12	204	.4	3.4	15	73	.5	3.8	26	75	.8	4.2	18	54	.6	4.3
4-Book	48	373	1.5	6.2	16	209	.5	4.6	20	68	.7	5.1	30	90	.9	4.7	20	66	.6	4.4
<b>KNKT-FM</b>																				
WI '02	11	136	.3	1.4	6	96	.2	1.7	3	11	.1	.8	16	36	.5	2.6	9	19	.3	2.2
4-Book	12	141	.4	1.6	5	91	.2	1.4	4	20	.1	.9	9	32	.3	1.4	5	19	.2	1.2
<b>KNML-AM</b>																				
WI '02	14	150	.4	1.8	5	126	.2	1.4	5	26	.2	1.3	7	36	.2	1.1	5	29	.2	1.2
4-Book	18	136	.6	2.4	4	82	.2	1.1	5	20	.2	1.2	5	21	.2	.8	6	20	.2	1.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 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	
<b>KPEK-FM</b>																				
WI '02	32	416	1.0	4.1	19	237	.6	5.4	13	50	.4	3.3	27	94	.8	4.3	20	92	.6	4.8
4-Book	33	415	1.0	4.2	15	232	.5	4.2	14	54	.5	3.5	29	107	.9	4.5	18	80	.6	4.0
<b>KQEO-FM</b>																				
WI '02	12	160	.4	1.5	8	88	.3	2.3	3	19	.1	.8	16	40	.5	2.6	9	20	.3	2.2
4-Book	14	192	.5	1.8	8	113	.3	2.4	8	28	.3	2.1	17	50	.5	2.7	10	30	.3	2.1
<b>KRQS-FM</b>																				
WI '02	35	277	1.1	4.4	21	200	.7	6.0	12	57	.4	3.0	33	83	1.0	5.3	27	72	.8	6.5
4-Book	29	228	.9	3.8	14	143	.5	4.0	14	52	.5	3.6	23	57	.7	3.7	18	50	.6	4.1
<b>KRST-FM</b>																				
WI '02	27	331	.8	3.4	12	195	.4	3.4	14	54	.4	3.5	16	77	.5	2.6	16	55	.5	3.9
4-Book	36	401	1.1	4.6	16	238	.5	4.4	15	58	.5	3.8	23	86	.7	3.6	22	85	.7	4.9
<b>KRZY-AM</b>																				
WI '02	4	40	.1	.5		8			1	4		.3					2	8	.1	.5
4-Book	9	58	.3	1.1	3	29	.1	.9	8	20	.3	2.1	6	12	.2	.9	3	10	.1	.6
<b>KRZY-FM</b>																				
WI '02	18	138	.6	2.3	12	88	.4	3.4	15	26	.5	3.8	21	54	.7	3.4	15	24	.5	3.6
4-Book	12	103	.4	1.6	8	69	.3	2.3	10	25	.3	2.4	16	36	.5	2.5	11	18	.4	2.5
<b>KSYU-FM</b>																				
WI '02	11	159	.3	1.4	4	69	.1	1.1	9	14	.3	2.3	11	40	.3	1.8	4	21	.1	1.0
4-Book	17	192	.5	2.1	8	108	.2	2.1	8	30	.3	2.0	14	57	.4	2.2	12	39	.4	2.7
<b>KTEG-FM</b>																				
WI '02	15	180	.5	1.9	8	109	.3	2.3	6	33	.2	1.5	14	39	.4	2.2	8	37	.3	1.9
4-Book	14	201	.5	1.8	6	99	.2	1.7	7	29	.2	1.6	12	43	.4	1.9	10	35	.3	2.2
<b>KTZO-FM</b>																				
WI '02	22	333	.7	2.8	9	156	.3	2.6	7	36	.2	1.8	19	64	.6	3.0	13	52	.4	3.1
4-Book	28	321	.9	3.6	13	182	.4	3.6	12	39	.4	3.0	25	83	.8	3.9	19	73	.6	4.1
<b>KYLZ-FM</b>																				
WI '02	20	255	.6	2.5	12	164	.4	3.4	10	27	.3	2.5	23	92	.7	3.7	21	60	.7	5.1
4-Book	19	267	.6	2.5	11	156	.4	3.1	9	32	.3	2.1	17	72	.6	2.7	19	62	.6	4.2
<b>+KZNM-FM</b>																				
WI '02	12	97	.4	1.5	7	65	.2	2.0	2	14	.1	.5	9	29	.3	1.4	15	24	.5	3.6
4-Book	7	90	.3	1.0	5	53	.2	1.4	5	15	.2	1.1	9	24	.3	1.4	7	20	.2	1.6
<b>KZRR-FM</b>																				
WI '02	43	512	1.3	5.5	20	247	.6	5.7	25	99	.8	6.3	36	98	1.1	5.8	16	79	.5	3.9
4-Book	52	464	1.6	6.7	19	254	.6	5.4	22	75	.7	5.6	36	114	1.1	5.6	24	87	.8	5.5
<b>KBAC-FM</b>																				
WI '02	6	77	.2	.8	3	51	.1	.9	1	10		.3	8	35	.3	1.3	3	15	.1	.7
4-Book	8	97	.3	1.0	5	64	.2	1.4	5	20	.2	1.2	10	36	.4	1.6	7	27	.2	1.5
<b>TOTALS</b>																				
WI '02	788	2992	24.6		349	2447	10.9		396	1149	12.4		625	1511	19.5		414	1141	12.9	
4-Book	776	3024	24.5		353	2460	11.1		398	1151	12.6		636	1516	20.0		448	1219	14.1	

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	
<b>KABG-FM</b>																				
WI '02	11	29	.3	5.2	7	26	.2	2.7	16	60	.5	3.7	15	40	.5	4.6	7	17	.2	5.3
4-Book	7	24	.2	3.6	13	38	.4	4.7	19	59	.6	4.6	13	38	.4	4.1	4	16	.1	3.1
<b>KBQI-FM</b>																				
WI '02	6	33	.2	2.9	15	62	.5	5.7	20	81	.6	4.7	8	31	.3	2.5	6	28	.2	4.5
4-Book	11	43	.4	5.3	21	73	.7	7.7	25	89	.8	5.7	17	48	.6	5.4	7	31	.2	5.1
<b>KBTK-AM</b>																				
WI '02					1	11		.4	2	12	.1	.5		6			3	14	.1	2.3
4-Book	1	3		.3	1	6		.5	2	7	.1	.4		3		.1	1	7		1.0
<b>KBZU-FM</b>																				
WI '02	2	23	.1	1.0	6	27	.2	2.3	13	62	.4	3.0	9	46	.3	2.8	2	18	.1	1.5
4-Book	5	22	.2	2.7	6	21	.2	2.2	13	47	.4	3.0	10	39	.3	3.0	4	14	.1	3.4
<b>KHFM-FM</b>																				
WI '02	4	22	.1	1.9	17	44	.5	6.5	17	55	.5	4.0	16	46	.5	5.0	4	16	.1	3.0
4-Book	7	25	.2	3.4	12	39	.4	4.3	18	54	.6	4.0	16	44	.5	5.1	6	20	.2	4.8
<b>K10T-FM</b>																				
WI '02	8	38	.3	3.8	13	57	.4	5.0	18	73	.6	4.2	11	36	.3	3.4	7	21	.2	5.3
4-Book	7	31	.3	3.6	8	36	.3	3.2	21	80	.7	4.8	12	42	.4	3.5	5	13	.2	3.8
<b>KIVA-AM</b>																				
WI '02		5							1	11		.2		1	8		.3		5	
4-Book	1	5		.3	1	4		.2	2	10		.4		1	8		.3		4	
<b>KKJY-AM</b>																				
WI '02						3			1	3		.2							1	
4-Book		1			1	3		.2	2	5		.3		1	3		.1	.4		1
<b>KKOB-AM</b>																				
WI '02	14	64	.4	6.7	16	74	.5	6.1	22	56	.7	5.1	14	37	.4	4.3	9	48	.3	6.8
4-Book	12	56	.4	6.1	10	42	.3	3.6	15	44	.5	3.5	12	38	.4	3.6	6	33	.2	4.9
<b>KKOB-FM</b>																				
WI '02	14	58	.4	6.7	6	30	.2	2.3	14	88	.4	3.3	14	50	.4	4.3	14	40	.4	10.6
4-Book	8	35	.2	3.8	13	54	.4	4.9	18	74	.6	4.2	12	45	.4	3.7	7	28	.2	5.1
<b>KKRG-FM</b>																				
WI '02	3	14	.1	1.4	5	17	.2	1.9	11	28	.3	2.6	8	25	.3	2.5	3	24	.1	2.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	10	31	.3	4.8	9	42	.3	3.4	17	74	.5	4.0	10	50	.3	3.1	2	7	.1	1.5
4-Book	7	24	.2	3.5	8	32	.3	2.8	16	54	.5	3.7	11	39	.4	3.5	2	11	.1	1.7
<b>KLSK-FM</b>																				
WI '02	3	19	.1	1.4	2	19	.1	.8	2	22	.1	.5	3	21	.1	.9	3	12	.1	2.3
4-Book	3	19	.1	1.7	4	18	.1	1.3	8	35	.3	1.9	5	25	.2	1.6	5	14	.2	3.9
<b>KLVO-FM</b>																				
WI '02	7	16	.2	3.3	8	18	.3	3.1	11	30	.3	2.6	6	18	.2	1.9				
4-Book	6	23	.2	2.8	9	26	.3	3.4	18	44	.6	4.1	10	36	.4	3.2	3	13	.1	2.7
<b>KMGA-FM</b>																				
WI '02	3	21	.1	1.4	8	27	.3	3.1	15	67	.5	3.5	9	41	.3	2.8	6	44	.2	4.5
4-Book	13	50	.4	6.4	11	40	.4	4.2	16	67	.5	3.7	13	46	.4	4.0	8	43	.3	6.5
<b>KNKT-FM</b>																				
WI '02	5	22	.2	2.4	6	27	.2	2.3	10	48	.3	2.3		4				3		
4-Book	3	17	.1	1.6	5	27	.2	2.0	10	46	.3	2.4	3	14	.1	1.0	2	10	.1	1.6
<b>KNML-AM</b>																				
WI '02	1	9		.5	3	20	.1	1.1	7	46	.2	1.6	16	60	.5	5.0	1	8		.8
4-Book	1	8		.7	3	14	.1	.9	6	30	.2	1.3	7	30	.2	2.3	2	12	.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 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
<b>KPEK-FM</b>																				
WI '02	13	58	.4	6.2	8	42	.3	3.1	37	87	1.2	8.6	30	57	.9	9.3	7	37	.2	5.3
4-Book	6	37	.2	3.1	8	32	.3	3.0	23	83	.8	5.4	18	54	.6	5.7	4	22	.2	3.3
<b>KQEO-FM</b>																				
WI '02	5	16	.2	2.4	5	10	.2	1.9	14	31	.4	3.3	11	24	.3	3.4	3	5	.1	2.3
4-Book	4	13	.2	2.0	7	21	.2	2.5	10	30	.3	2.4	9	30	.3	2.7	3	11	.1	2.1
<b>KRQS-FM</b>																				
WI '02	14	53	.4	6.7	13	61	.4	5.0	32	91	1.0	7.4	22	66	.7	6.8	13	43	.4	9.8
4-Book	9	34	.3	4.3	11	43	.4	4.1	19	60	.6	4.3	15	45	.5	4.8	5	21	.2	3.7
<b>KRST-FM</b>																				
WI '02	5	11	.2	2.4	19	56	.6	7.3	13	60	.4	3.0	10	37	.3	3.1	6	18	.2	4.5
4-Book	9	34	.3	4.2	16	53	.5	6.2	23	78	.7	5.3	12	46	.4	3.8	6	20	.2	4.8
<b>KRZY-AM</b>																				
WI '02					4	10	.1	1.5	4	10	.1	.8	2	3	.1	.5				
4-Book		2																3		.2
<b>KRZY-FM</b>																				
WI '02	10	25	.3	4.8	10	23	.3	3.8	10	25	.3	2.3	12	26	.4	3.7	6	20	.2	4.5
4-Book	6	15	.2	2.9	6	18	.2	2.3	7	22	.3	1.7	7	18	.2	2.2	3	10	.1	2.3
<b>KSYU-FM</b>																				
WI '02	3	7	.1	1.4		5			3	18	.1	.7	2	13	.1	.6	1	5		.8
4-Book	7	20	.2	3.5	5	24	.2	1.9	8	36	.3	1.9	4	18	.1	1.3	2	12	.1	1.8
<b>KTEG-FM</b>																				
WI '02	9	33	.3	4.3	3	13	.1	1.1	15	43	.5	3.5	8	35	.3	2.5	2	4	.1	1.5
4-Book	5	22	.2	2.2	2	11	.1	.8	7	28	.2	1.5	6	23	.2	1.8	2	12	.1	1.7
<b>KTZO-FM</b>																				
WI '02	7	38	.2	3.3	8	31	.3	3.1	9	54	.3	2.1	7	17	.2	2.2	4	16	.1	3.0
4-Book	6	29	.2	3.1	7	25	.3	2.6	14	55	.4	3.2	13	41	.4	3.9	6	30	.2	4.8
<b>KYLZ-FM</b>																				
WI '02	9	41	.3	4.3	7	29	.2	2.7	8	37	.3	1.9	13	38	.4	4.0	5	13	.2	3.8
4-Book	11	35	.4	5.4	5	21	.2	1.9	11	41	.4	2.5	10	39	.3	3.2	6	18	.2	4.8
<b>+KZNM-FM</b>																				
WI '02	9	24	.3	4.3	3	12	.1	1.1	9	20	.3	2.1	7	11	.2	2.2	2	4	.1	1.5
4-Book	4	15	.1	2.0	3	8	.1	1.1	6	17	.2	1.4	4	14	.1	1.3	2	8	.1	1.8
<b>KZRR-FM</b>																				
WI '02	14	37	.4	6.7	13	40	.4	5.0	28	102	.9	6.5	21	68	.7	6.5	5	21	.2	3.8
4-Book	13	44	.4	6.2	15	40	.4	5.3	21	78	.7	4.9	17	56	.5	5.2	6	24	.2	4.9
<b>KBAC-FM</b>																				
WI '02	1	4		.5	3	17	.1	1.1	3	14	.1	.7	1	12		.3		4		
4-Book	2	8	.1	.8	4	17	.1	1.3	6	21	.2	1.4	4	17	.1	1.2	2	9	.1	1.7
<b>TOTALS</b>																				
WI '02	210	715	6.6		262	793	8.2		430	1243	13.4		323	883	10.1		132	483	4.1	
4-Book	201	683	6.3		268	847	8.5		431	1214	13.6		321	909	10.1		128	477	4.0	

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 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
<b>KABG-FM</b>																				
WI '02	25	380	.9	5.3	33	229	1.2	4.4	37	224	1.3	5.0	32	193	1.1	5.5	10	83	.3	6.8
FA '01	29	380	1.0	6.2	35	197	1.2	4.8	54	243	1.9	7.6	39	248	1.4	6.6	6	85	.2	4.1
SU '01	19	378	.7	4.4	31	212	1.2	4.9	19	186	.7	2.7	22	203	.8	4.2	7	102	.3	5.0
SP '01	21	358	.8	4.7	34	190	1.3	5.2	31	197	1.2	4.5	27	204	1.0	4.9	5	62	.2	3.5
<b>4-Book</b>	<b>24</b>	<b>374</b>	<b>.9</b>	<b>5.2</b>	<b>33</b>	<b>207</b>	<b>1.2</b>	<b>4.8</b>	<b>35</b>	<b>213</b>	<b>1.3</b>	<b>5.0</b>	<b>30</b>	<b>212</b>	<b>1.1</b>	<b>5.3</b>	<b>7</b>	<b>83</b>	<b>.3</b>	<b>4.9</b>
WI '01	23	399	.9	5.3	27	175	1.0	4.0	36	217	1.4	5.2	28	247	1.1	5.4	6	93	.2	4.9
<b>KBQI-FM</b>																				
WI '02	21	283	.7	4.4	38	200	1.3	5.1	40	150	1.4	5.4	25	192	.9	4.3	1	39	.7	
FA '01	30	354	1.0	6.4	55	237	1.9	7.5	48	219	1.7	6.7	33	235	1.2	5.6	7	89	.2	4.7
SU '01	22	298	.8	5.1	36	183	1.4	5.7	35	182	1.3	5.0	24	174	.9	4.6	7	68	.3	5.0
SP '01	37	366	1.4	8.2	57	231	2.1	8.7	57	230	2.1	8.2	46	265	1.7	8.4	10	102	.4	7.0
<b>4-Book</b>	<b>28</b>	<b>325</b>	<b>1.0</b>	<b>6.0</b>	<b>47</b>	<b>213</b>	<b>1.7</b>	<b>6.8</b>	<b>45</b>	<b>195</b>	<b>1.6</b>	<b>6.3</b>	<b>32</b>	<b>217</b>	<b>1.2</b>	<b>5.7</b>	<b>6</b>	<b>75</b>	<b>.2</b>	<b>4.4</b>
WI '01	25	326	.9	5.7	43	235	1.6	6.4	39	205	1.5	5.6	32	234	1.2	6.1	7	101	.3	5.7
<b>KBTK-AM</b>																				
WI '02	9	192	.3	1.9	23	104	.8	3.1	9	92	.3	1.2	14	92	.5	2.4	5	53	.2	3.4
FA '01	8	130	.3	1.7	13	61	.5	1.8	11	64	.4	1.5	11	58	.4	1.9	6	25	.2	4.1
SU '01	6	146	.2	1.4	9	87	.3	1.4	14	96	.5	2.0	8	72	.3	1.5	1	31	.7	
SP '01	7	132	.3	1.6	21	98	.8	3.2	9	52	.3	1.3	8	55	.3	1.5	1	24	.7	
<b>4-Book</b>	<b>8</b>	<b>150</b>	<b>.3</b>	<b>1.7</b>	<b>17</b>	<b>88</b>	<b>.6</b>	<b>2.4</b>	<b>11</b>	<b>76</b>	<b>.4</b>	<b>1.5</b>	<b>10</b>	<b>69</b>	<b>.4</b>	<b>1.8</b>	<b>3</b>	<b>33</b>	<b>.1</b>	<b>2.2</b>
WI '01	5	83	.2	1.1	12	46	.5	1.8	8	45	.3	1.2	8	48	.3	1.5	1	6	.8	
<b>KBZU-FM</b>																				
WI '02	18	248	.6	3.8	26	146	.9	3.5	34	172	1.2	4.6	24	167	.8	4.1	5	66	.2	3.4
FA '01	17	280	.6	3.6	24	130	.8	3.3	35	185	1.2	4.9	20	162	.7	3.4	3	44	.1	2.0
SU '01	17	234	.6	3.9	25	139	.9	4.0	32	165	1.2	4.6	22	168	.8	4.2	4	61	.2	2.9
SP '01	11	163	.4	2.4	9	84	.3	1.4	20	85	.8	2.9	13	91	.5	2.4	1	31	.7	
<b>4-Book</b>	<b>16</b>	<b>231</b>	<b>.6</b>	<b>3.4</b>	<b>21</b>	<b>125</b>	<b>.7</b>	<b>3.1</b>	<b>30</b>	<b>152</b>	<b>1.1</b>	<b>4.3</b>	<b>20</b>	<b>147</b>	<b>.7</b>	<b>3.5</b>	<b>3</b>	<b>51</b>	<b>.1</b>	<b>2.3</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	19	258	.7	4.0	26	104	.9	3.5	31	130	1.1	4.2	22	154	.8	3.7	8	69	.3	5.4
FA '01	17	302	.6	3.6	19	155	.7	2.6	25	163	.9	3.5	25	198	.9	4.2	9	85	.3	6.1
SU '01	24	294	.9	5.5	30	145	1.1	4.8	40	166	1.5	5.7	32	191	1.2	6.1	7	85	.3	5.0
SP '01	23	298	.9	5.1	28	162	1.1	4.3	32	177	1.2	4.6	25	174	.9	4.6	9	95	.3	6.3
<b>4-Book</b>	<b>21</b>	<b>288</b>	<b>.8</b>	<b>4.6</b>	<b>26</b>	<b>142</b>	<b>1.0</b>	<b>3.8</b>	<b>32</b>	<b>159</b>	<b>1.2</b>	<b>4.5</b>	<b>26</b>	<b>179</b>	<b>1.0</b>	<b>4.7</b>	<b>8</b>	<b>84</b>	<b>.3</b>	<b>5.7</b>
WI '01	17	267	.6	3.9	24	161	.9	3.6	21	115	.8	3.0	19	128	.7	3.6	4	77	.2	3.3
<b>K10T-FM</b>																				
WI '02	19	366	.7	4.0	28	215	1.0	3.7	29	186	1.0	3.9	25	214	.9	4.3	7	85	.2	4.7
FA '01	14	347	.5	3.0	16	159	.6	2.2	24	208	.8	3.4	21	224	.7	3.5	7	91	.2	4.7
SU '01	11	292	.4	2.5	14	123	.5	2.2	17	154	.6	2.4	14	149	.5	2.7	5	64	.2	3.6
SP '01	20	433	.8	4.5	27	226	1.0	4.1	31	186	1.2	4.5	27	256	1.0	4.9	6	114	.2	4.2
<b>4-Book</b>	<b>16</b>	<b>360</b>	<b>.6</b>	<b>3.5</b>	<b>21</b>	<b>181</b>	<b>.8</b>	<b>3.1</b>	<b>25</b>	<b>184</b>	<b>.9</b>	<b>3.6</b>	<b>22</b>	<b>211</b>	<b>.8</b>	<b>3.9</b>	<b>6</b>	<b>89</b>	<b>.2</b>	<b>4.3</b>
WI '01	20	376	.8	4.6	27	168	1.0	4.0	30	204	1.1	4.3	28	261	1.1	5.4	5	89	.2	4.1
<b>KIVA-AM</b>																				
WI '02	6	158	.2	1.3	14	90	.5	1.9	9	82	.3	1.2	8	92	.3	1.4		11		
FA '01	7	179	.2	1.5	11	115	.4	1.5	13	110	.5	1.8	10	112	.3	1.7	1	31	.7	
SU '01	3	125	.1	.7	4	42	.2	.6	5	74	.2	.7	5	75	.2	1.0	1	22	.7	
SP '01	2	89	.1	.4	3	31	.1	.5	3	44	.1	.4	3	35	.1	.5		14		
<b>4-Book</b>	<b>5</b>	<b>138</b>	<b>.2</b>	<b>1.0</b>	<b>8</b>	<b>70</b>	<b>.3</b>	<b>1.1</b>	<b>8</b>	<b>78</b>	<b>.3</b>	<b>1.0</b>	<b>7</b>	<b>79</b>	<b>.2</b>	<b>1.2</b>	<b>1</b>	<b>20</b>	<b>.4</b>	
WI '01	2	69	.1	.5	5	50	.2	.7	4	31	.2	.6	4	40	.2	.8		5		
<b>KKJY-AM</b>																				
WI '02	3	69	.1	.6	3	29	.1	.4	7	47	.2	.9	5	55	.2	.9		5		
FA '01	5	101	.2	1.1	6	44	.2	.8	9	63	.3	1.3	6	60	.2	1.0	2	37	.1	1.4
SU '01	4	90	.2	.9	7	41	.3	1.1	9	54	.3	1.3	5	41	.2	1.0	1	18	.7	
SP '01	10	101	.4	2.2	11	70	.4	1.7	20	80	.8	2.9	12	53	.5	2.2	1	37	.7	
<b>4-Book</b>	<b>6</b>	<b>90</b>	<b>.2</b>	<b>1.2</b>	<b>7</b>	<b>46</b>	<b>.3</b>	<b>1.0</b>	<b>11</b>	<b>61</b>	<b>.4</b>	<b>1.6</b>	<b>7</b>	<b>52</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>24</b>	<b>.7</b>	
WI '01	4	64	.2	.9	8	48	.3	1.2	6	46	.2	.9	5	44	.2	1.0	1	13	.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KKOB-AM</b>																				
WI '02	47	692	1.6	9.9	97	473	3.4	13.0	70	366	2.4	9.5	57	383	2.0	9.7	17	159	.6	11.5
FA '01	49	719	1.7	10.5	94	434	3.3	12.8	68	368	2.4	9.5	61	442	2.1	10.3	19	164	.7	12.8
SU '01	41	582	1.5	9.4	76	385	2.9	12.0	84	362	3.2	12.0	42	326	1.6	8.0	8	92	.3	5.8
SP '01	44	638	1.7	9.8	75	363	2.8	11.5	90	427	3.4	12.9	52	335	2.0	9.5	15	132	.6	10.5
<b>4-Book</b>	<b>45</b>	<b>658</b>	<b>1.6</b>	<b>9.9</b>	<b>86</b>	<b>414</b>	<b>3.1</b>	<b>12.3</b>	<b>78</b>	<b>381</b>	<b>2.9</b>	<b>11.0</b>	<b>53</b>	<b>372</b>	<b>1.9</b>	<b>9.4</b>	<b>15</b>	<b>137</b>	<b>.6</b>	<b>10.2</b>
WI '01	53	687	2.0	12.2	102	443	3.8	15.1	99	363	3.7	14.3	57	363	2.1	10.9	16	159	.6	13.1
<b>KKOB-FM</b>																				
WI '02	20	393	.7	4.2	41	233	1.4	5.5	39	219	1.4	5.3	21	197	.7	3.6	2	45	.1	1.4
FA '01	18	396	.6	3.8	34	228	1.2	4.6	29	210	1.0	4.1	23	199	.8	3.9	5	66	.2	3.4
SU '01	15	346	.6	3.4	29	206	1.1	4.6	20	159	.8	2.9	15	172	.6	2.9	3	76	.1	2.2
SP '01	14	287	.5	3.1	30	153	1.1	4.6	19	115	.7	2.7	15	132	.6	2.7	2	37	.1	1.4
<b>4-Book</b>	<b>17</b>	<b>356</b>	<b>.6</b>	<b>3.6</b>	<b>34</b>	<b>205</b>	<b>1.2</b>	<b>4.8</b>	<b>27</b>	<b>176</b>	<b>1.0</b>	<b>3.8</b>	<b>19</b>	<b>175</b>	<b>.7</b>	<b>3.3</b>	<b>3</b>	<b>56</b>	<b>.1</b>	<b>2.1</b>
WI '01	18	357	.7	4.1	34	230	1.3	5.0	31	164	1.2	4.5	21	190	.8	4.0	3	73	.1	2.5
<b>KKRG-FM</b>																				
WI '02	9	204	.3	1.9	10	78	.3	1.3	15	106	.5	2.0	12	98	.4	2.0	3	36	.1	2.0
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	6	163	.2	1.3	8	82	.3	1.1	11	94	.4	1.5	6	92	.2	1.0	2	30	.1	1.4
FA '01	5	170	.2	1.1	9	77	.3	1.2	6	60	.2	.8	6	73	.2	1.0	1	40	.1	.7
SU '01	5	159	.2	1.1	7	80	.3	1.1	8	85	.3	1.1	5	93	.2	1.0	2	20	.1	1.4
SP '01	3	131	.1	.7	5	65	.2	.8	3	46	.1	.4	3	47	.1	.5	1	20	.1	.7
<b>4-Book</b>	<b>5</b>	<b>156</b>	<b>.2</b>	<b>1.1</b>	<b>7</b>	<b>76</b>	<b>.3</b>	<b>1.1</b>	<b>7</b>	<b>71</b>	<b>.3</b>	<b>1.0</b>	<b>5</b>	<b>76</b>	<b>.2</b>	<b>.9</b>	<b>2</b>	<b>28</b>	<b>.1</b>	<b>1.1</b>
WI '01	4	130	.2	.9	4	34	.2	.6	5	51	.2	.7	5	60	.2	1.0	3	30	.1	2.5
<b>KLSK-FM</b>																				
WI '02	7	216	.2	1.5	12	108	.4	1.6	13	104	.5	1.8	7	115	.2	1.2	3	63	.1	2.0
FA '01	9	229	.3	1.9	11	117	.4	1.5	11	122	.4	1.5	19	162	.7	3.2	5	66	.2	3.4
SU '01	8	196	.3	1.8	9	90	.3	1.4	15	105	.6	2.1	9	115	.3	1.7	4	32	.2	2.9
SP '01	9	234	.3	2.0	10	103	.4	1.5	13	86	.5	1.9	15	132	.6	2.7	3	51	.1	2.1
<b>4-Book</b>	<b>8</b>	<b>219</b>	<b>.3</b>	<b>1.8</b>	<b>11</b>	<b>105</b>	<b>.4</b>	<b>1.5</b>	<b>13</b>	<b>104</b>	<b>.5</b>	<b>1.8</b>	<b>13</b>	<b>131</b>	<b>.5</b>	<b>2.2</b>	<b>4</b>	<b>53</b>	<b>.2</b>	<b>2.6</b>
WI '01	9	239	.3	2.1	11	91	.4	1.6	14	104	.5	2.0	14	142	.5	2.7	3	61	.1	2.5
<b>KLVD-FM</b>																				
WI '02	8	107	.3	1.7	10	44	.3	1.3	11	67	.4	1.5	9	58	.3	1.5	5	33	.2	3.4
FA '01	4	85	.1	.9	6	43	.2	.8	4	43	.1	.6	7	53	.2	1.2	2	20	.1	1.4
SU '01	9	88	.3	2.1	12	50	.5	1.9	13	54	.5	1.9	7	50	.3	1.3	3	29	.1	2.2
SP '01	8	124	.3	1.8	9	64	.3	1.4	12	77	.5	1.7	11	76	.4	2.0	3	40	.1	2.1
<b>4-Book</b>	<b>7</b>	<b>101</b>	<b>.3</b>	<b>1.6</b>	<b>9</b>	<b>50</b>	<b>.3</b>	<b>1.4</b>	<b>10</b>	<b>60</b>	<b>.4</b>	<b>1.4</b>	<b>9</b>	<b>59</b>	<b>.3</b>	<b>1.5</b>	<b>3</b>	<b>31</b>	<b>.1</b>	<b>2.3</b>
WI '01	9	132	.3	2.1	12	65	.5	1.8	13	75	.5	1.9	8	58	.3	1.5	1	12	.1	.8
<b>KMGA-FM</b>																				
WI '02	33	396	1.2	6.9	47	251	1.6	6.3	66	223	2.3	8.9	42	270	1.5	7.2	7	117	.2	4.7
FA '01	36	445	1.3	7.7	59	277	2.1	8.0	67	257	2.3	9.4	43	292	1.5	7.3	6	85	.2	4.1
SU '01	27	350	1.0	6.2	35	173	1.3	5.5	48	200	1.8	6.9	29	194	1.1	5.5	9	94	.3	6.5
SP '01	31	394	1.2	6.9	41	209	1.5	6.3	48	206	1.8	6.9	34	207	1.3	6.2	18	152	.7	12.6
<b>4-Book</b>	<b>32</b>	<b>396</b>	<b>1.2</b>	<b>6.9</b>	<b>46</b>	<b>228</b>	<b>1.6</b>	<b>6.5</b>	<b>57</b>	<b>222</b>	<b>2.1</b>	<b>8.0</b>	<b>37</b>	<b>241</b>	<b>1.4</b>	<b>6.6</b>	<b>10</b>	<b>112</b>	<b>.4</b>	<b>7.0</b>
WI '01	25	347	.9	5.7	38	191	1.4	5.6	48	184	1.8	6.9	27	178	1.0	5.2	10	99	.4	8.2
<b>KNKT-FM</b>																				
WI '02	9	166	.3	1.9	18	87	.6	2.4	13	70	.5	1.8	8	76	.3	1.4	4	31	.1	2.7
FA '01	9	163	.3	1.9	20	98	.7	2.7	10	71	.3	1.4	12	87	.4	2.0	4	48	.1	2.7
SU '01	8	132	.3	1.8	17	84	.6	2.7	11	68	.4	1.6	11	99	.4	2.1	1	36	.1	.7
SP '01	4	117	.2	.9	8	65	.3	1.2	7	43	.3	1.0	5	40	.2	.9	2	30	.1	1.4
<b>4-Book</b>	<b>8</b>	<b>145</b>	<b>.3</b>	<b>1.6</b>	<b>16</b>	<b>84</b>	<b>.6</b>	<b>2.3</b>	<b>10</b>	<b>63</b>	<b>.4</b>	<b>1.5</b>	<b>9</b>	<b>76</b>	<b>.3</b>	<b>1.6</b>	<b>3</b>	<b>36</b>	<b>.1</b>	<b>1.9</b>
WI '01	7	143	.3	1.6	12	68	.5	1.8	8	66	.3	1.2	6	72	.2	1.1	3	39	.1	2.5

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	
<b>KNML-AM</b>																				
WI '02	7	151	.2	1.5	11	61	.4	1.5	12	63	.4	1.6	9	72	.3	1.5	2	31	.1	1.4
FA '01	12	163	.4	2.6	18	80	.6	2.5	25	79	.9	3.5	14	96	.5	2.4	2	43	.1	1.4
SU '01	5	97	.2	1.1	9	51	.3	1.4	12	55	.5	1.7	5	47	.2	1.0	1	15		.7
SP '01	5	102	.2	1.1	5	50	.2	.8	7	57	.3	1.0	7	67	.3	1.3	2	26	.1	1.4
4-Book	7	128	.3	1.6	11	61	.4	1.6	14	64	.5	2.0	9	71	.3	1.6	2	29	.1	1.2
WI '01	6	134	.2	1.4	4	48	.2	.6	15	55	.6	2.2	8	67	.3	1.5	2	30	.1	1.6
<b>KPEK-FM</b>																				
WI '02	16	257	.6	3.4	24	161	.8	3.2	27	188	.9	3.6	22	176	.8	3.7	4	76	.1	2.7
FA '01	9	256	.3	1.9	12	153	.4	1.6	16	138	.6	2.2	13	153	.5	2.2	2	52	.1	1.4
SU '01	11	277	.4	2.5	13	136	.5	2.1	17	124	.6	2.4	16	153	.6	3.0	2	49	.1	1.4
SP '01	13	255	.5	2.9	17	154	.6	2.6	20	139	.8	2.9	17	158	.6	3.1	6	53	.2	4.2
4-Book	12	261	.5	2.7	17	151	.6	2.4	20	147	.7	2.8	17	160	.6	3.0	4	58	.1	2.4
WI '01	12	266	.5	2.8	17	161	.6	2.5	21	146	.8	3.0	16	170	.6	3.1	2	48	.1	1.6
<b>KQEO-FM</b>																				
WI '02	13	228	.5	2.7	12	116	.4	1.6	25	134	.9	3.4	17	118	.6	2.9	4	36	.1	2.7
FA '01	14	224	.5	3.0	21	116	.7	2.9	18	110	.6	2.5	17	125	.6	2.9	5	43	.2	3.4
SU '01	15	291	.6	3.4	25	153	.9	4.0	24	187	.9	3.4	17	156	.6	3.2	4	69	.2	2.9
SP '01	13	285	.5	2.9	17	141	.6	2.6	23	148	.9	3.3	12	118	.5	2.2	2	50	.1	1.4
4-Book	14	257	.5	3.0	19	132	.7	2.8	23	145	.8	3.2	16	129	.6	2.8	4	50	.2	2.6
WI '01	17	291	.6	3.9	23	160	.9	3.4	28	149	1.1	4.0	18	177	.7	3.4	7	44	.3	5.7
<b>KRQS-FM</b>																				
WI '02	25	336	.9	5.3	29	191	1.0	3.9	36	181	1.3	4.9	34	230	1.2	5.8	8	124	.3	5.4
FA '01	12	221	.4	2.6	17	122	.6	2.3	21	112	.7	2.9	17	124	.6	2.9	5	54	.2	3.4
SU '01	23	264	.9	5.3	26	136	1.0	4.1	45	159	1.7	6.4	28	187	1.1	5.3	6	80	.2	4.3
SP '01	23	289	.9	5.1	25	159	.9	3.8	35	173	1.3	5.0	30	211	1.1	5.5	8	106	.3	5.6
4-Book	21	278	.8	4.6	24	152	.9	3.5	34	156	1.3	4.8	27	188	1.0	4.9	7	91	.3	4.7
WI '01	16	193	.6	3.7	20	110	.8	3.0	28	105	1.1	4.0	20	125	.8	3.8	3	57	.1	2.5
<b>KRST-FM</b>																				
WI '02	19	370	.7	4.0	32	210	1.1	4.3	34	189	1.2	4.6	22	197	.8	3.7	4	70	.1	2.7
FA '01	23	416	.8	4.9	42	243	1.5	5.7	38	217	1.3	5.3	27	236	.9	4.6	6	62	.2	4.1
SU '01	21	397	.8	4.8	32	196	1.2	5.1	36	221	1.4	5.2	25	240	.9	4.8	6	120	.2	4.3
SP '01	27	465	1.0	6.0	40	251	1.5	6.1	42	246	1.6	6.0	39	264	1.5	7.1	6	89	.2	4.2
4-Book	23	412	.8	4.9	37	225	1.3	5.3	38	218	1.4	5.3	28	234	1.0	5.1	6	85	.2	3.8
WI '01	19	419	.7	4.4	34	226	1.3	5.0	31	210	1.2	4.5	21	233	.8	4.0	3	52	.1	2.5
<b>KRZY-AM</b>																				
WI '02	2	28	.1	.4	7	23	.2	.9	4	16	.1	.5	1	7		.2				
FA '01	4	16	.1	.9	10	16	.3	1.4	5	16	.2	.7	2	4	.1	.3				
SU '01	3	33	.1	.7	5	22	.2	.8	3	17	.1	.4	3	19	.1	.6			5	
SP '01	2	31	.1	.4	3	22	.1	.5	3	21	.1	.4	2	18	.1	.4			7	
4-Book	3	27	.1	.6	6	21	.2	.9	4	18	.1	.5	2	12	.1	.4			3	
WI '01	1	31		.2	2	14	.1	.3	1	16		.1	2	17	.1	.4				
<b>KRZY-FM</b>																				
WI '02	9	131	.3	1.9	15	81	.5	2.0	11	68	.4	1.5	10	88	.3	1.7	2	32	.1	1.4
FA '01	4	51	.1	.9	5	41	.2	.7	4	27	.1	.6	3	24	.1	.5	3	20	.1	2.0
SU '01	9	95	.3	2.1	11	53	.4	1.7	14	61	.5	2.0	11	58	.4	2.1	4	30	.2	2.9
SP '01	4	76	.2	.9	3	39	.1	.5	5	48	.2	.7	6	42	.2	1.1	1	14		.7
4-Book	7	88	.2	1.5	9	54	.3	1.2	9	51	.3	1.2	8	53	.3	1.4	3	24	.1	1.8
WI '01	4	71	.2	.9	4	24	.2	.6	9	46	.3	1.3	4	27	.2	.8	2	24	.1	1.6
<b>KSYU-FM</b>																				
WI '02	4	102	.1	.8	4	56	.1	.5	6	39	.2	.8	7	71	.2	1.2	4	27	.1	2.7
FA '01	11	186	.4	2.4	12	79	.4	1.6	18	82	.6	2.5	12	110	.4	2.0	2	36	.1	1.4
SU '01	9	174	.3	2.1	13	85	.5	2.1	17	92	.6	2.4	11	97	.4	2.1	2	25	.1	1.4
SP '01	10	154	.4	2.2	15	88	.6	2.3	15	82	.6	2.2	12	85	.5	2.2	2	26	.1	1.4
4-Book	9	154	.3	1.9	11	77	.4	1.6	14	74	.5	2.0	11	91	.4	1.9	3	29	.1	1.7
WI '01	8	139	.3	1.8	11	78	.4	1.6	18	78	.7	2.6	10	70	.4	1.9		6		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KTEG-FM</b>																				
WI '02	5	104	.2	1.1	8	58	.3	1.1	7	55	.2	.9	5	44	.2	.9	3	24	.1	2.0
FA '01	5	111	.2	1.1	6	52	.2	.8	7	56	.2	1.0	8	49	.3	1.4	2	30	.1	1.4
SU '01	4	108	.2	.9	4	54	.2	.6	9	72	.3	1.3	5	44	.2	1.0	1	15	.7	.7
SP '01	2	73	.1	.4	4	44	.2	.6	4	35	.2	.6	2	32	.1	.4	1	19	.7	.7
<b>4-Book</b>	<b>4</b>	<b>99</b>	<b>.2</b>	<b>.9</b>	<b>6</b>	<b>52</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>55</b>	<b>.2</b>	<b>1.0</b>	<b>5</b>	<b>42</b>	<b>.2</b>	<b>.9</b>	<b>2</b>	<b>22</b>	<b>.1</b>	<b>1.2</b>
WI '01	4	76	.2	.9	4	34	.2	.6	2	26	.1	.3	6	45	.2	1.1	3	30	.1	2.5
<b>KTZO-FM</b>																				
WI '02	10	217	.3	2.1	13	114	.5	1.7	16	116	.6	2.2	15	140	.5	2.6	2	43	.1	1.4
FA '01	6	214	.2	1.3	6	88	.2	.8	11	143	.4	1.5	10	130	.3	1.7	1	34	.7	.7
SU '01	12	212	.5	2.8	14	110	.5	2.2	24	131	.9	3.4	14	142	.5	2.7	2	68	.1	1.4
SP '01	12	197	.5	2.7	12	85	.5	1.8	21	114	.8	3.0	15	128	.6	2.7	3	41	.1	2.1
<b>4-Book</b>	<b>10</b>	<b>210</b>	<b>.4</b>	<b>2.2</b>	<b>11</b>	<b>99</b>	<b>.4</b>	<b>1.6</b>	<b>18</b>	<b>126</b>	<b>.7</b>	<b>2.5</b>	<b>14</b>	<b>135</b>	<b>.5</b>	<b>2.4</b>	<b>2</b>	<b>47</b>	<b>.1</b>	<b>1.4</b>
WI '01	8	209	.3	1.8	9	87	.3	1.3	10	93	.4	1.4	11	121	.4	2.1	2	37	.1	1.6
<b>KYLZ-FM</b>																				
WI '02	8	148	.3	1.7	10	80	.3	1.3	11	71	.4	1.5	10	75	.3	1.7	4	36	.1	2.7
FA '01	7	191	.2	1.5	13	90	.5	1.8	9	66	.3	1.3	10	97	.3	1.7	4	50	.1	2.7
SU '01	6	136	.2	1.4	7	71	.3	1.1	10	79	.4	1.4	8	66	.3	1.5	4	49	.2	2.9
SP '01	5	144	.2	1.1	6	62	.2	.9	9	89	.3	1.3	6	58	.2	1.1	3	32	.1	2.1
<b>4-Book</b>	<b>7</b>	<b>155</b>	<b>.2</b>	<b>1.4</b>	<b>9</b>	<b>76</b>	<b>.3</b>	<b>1.3</b>	<b>10</b>	<b>76</b>	<b>.4</b>	<b>1.4</b>	<b>9</b>	<b>74</b>	<b>.3</b>	<b>1.5</b>	<b>4</b>	<b>42</b>	<b>.1</b>	<b>2.6</b>
WI '01	4	98	.2	.9	6	40	.2	.9	5	30	.2	.7	5	40	.2	1.0	1	21	.8	.8
<b>+KZNM-FM</b>																				
WI '02	8	72	.3	1.7	9	57	.3	1.2	15	58	.5	2.0	11	45	.4	1.9	3	17	.1	2.0
FA '01	5	46	.2	1.1	4	15	.1	.5	6	20	.2	.8	6	25	.2	1.0	8	8	.7	.7
SU '01	1	63	.2	.2	1	15	.2	.2	2	25	.1	.3	2	26	.1	.4	11	11	.7	.7
SP '01	2	49	.1	.4	6	23	.2	.9	3	33	.1	.4	2	23	.1	.4	1	8	.7	.7
<b>4-Book</b>	<b>4</b>	<b>58</b>	<b>.2</b>	<b>.9</b>	<b>5</b>	<b>28</b>	<b>.2</b>	<b>.7</b>	<b>7</b>	<b>34</b>	<b>.2</b>	<b>.9</b>	<b>5</b>	<b>30</b>	<b>.2</b>	<b>.9</b>	<b>1</b>	<b>11</b>	<b>.7</b>	<b>.7</b>
WI '01	3	61	.1	.7	3	32	.1	.4	5	35	.2	.7	2	27	.1	.4	1	12	.8	.8
<b>KZRR-FM</b>																				
WI '02	17	290	.6	3.6	32	209	1.1	4.3	16	136	.6	2.2	20	154	.7	3.4	8	74	.3	5.4
FA '01	18	294	.6	3.8	37	169	1.3	5.0	27	166	.9	3.8	19	149	.7	3.2	5	56	.2	3.4
SU '01	18	195	.7	4.1	32	133	1.2	5.1	28	129	1.1	4.0	25	134	.9	4.8	6	60	.2	4.3
SP '01	15	251	.6	3.3	35	184	1.3	5.4	21	112	.8	3.0	16	117	.6	2.9	3	33	.1	2.1
<b>4-Book</b>	<b>17</b>	<b>258</b>	<b>.6</b>	<b>3.7</b>	<b>34</b>	<b>174</b>	<b>1.2</b>	<b>5.0</b>	<b>23</b>	<b>136</b>	<b>.9</b>	<b>3.3</b>	<b>20</b>	<b>139</b>	<b>.7</b>	<b>3.6</b>	<b>6</b>	<b>56</b>	<b>.2</b>	<b>3.8</b>
WI '01	27	312	1.0	6.2	45	199	1.7	6.7	41	166	1.5	5.9	34	215	1.3	6.5	6	67	.2	4.9
<b>KBAC-FM</b>																				
WI '02	4	82	.1	.8	5	50	.2	.7	4	36	.1	.5	5	54	.2	.9	1	36	.7	.7
FA '01	6	96	.2	1.3	6	55	.2	.8	7	59	.2	1.0	10	76	.3	1.7	3	32	.1	2.0
SU '01	6	118	.2	1.4	5	42	.2	.8	8	54	.3	1.1	9	69	.3	1.7	1	30	.7	.7
SP '01	4	110	.2	.9	3	42	.1	.5	6	38	.2	.9	5	70	.2	.9	2	39	.1	1.4
<b>4-Book</b>	<b>5</b>	<b>102</b>	<b>.2</b>	<b>1.1</b>	<b>5</b>	<b>47</b>	<b>.2</b>	<b>.7</b>	<b>6</b>	<b>47</b>	<b>.2</b>	<b>.9</b>	<b>7</b>	<b>67</b>	<b>.3</b>	<b>1.3</b>	<b>2</b>	<b>34</b>	<b>.1</b>	<b>1.2</b>
WI '01	4	98	.2	.9	5	50	.2	.7	6	44	.2	.9	6	65	.2	1.1	3	35	.1	2.5
<b>TOTALS</b>																				
WI '02	476	2694	16.6		747	2409	26.1		740	2163	25.8		587	2329	20.5		148	1218	5.2	
FA '01	468	2731	16.4		734	2388	25.7		713	2159	24.9		592	2433	20.7		148	1267	5.2	
SU '01	435	2538	16.4		631	2222	23.7		698	2138	26.3		525	2234	19.8		139	1200	5.2	
SP '01	449	2561	16.9		652	2242	24.5		696	2082	26.2		549	2226	20.7		143	1204	5.4	
<b>4-Book</b>	<b>457</b>	<b>2631</b>	<b>16.6</b>		<b>691</b>	<b>2315</b>	<b>25.0</b>		<b>712</b>	<b>2136</b>	<b>25.8</b>		<b>563</b>	<b>2306</b>	<b>20.4</b>		<b>145</b>	<b>1222</b>	<b>5.3</b>	
WI '01	435	2567	16.4		676	2275	25.4		692	2033	26.0		522	2287	19.6		122	1083	4.6	

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 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
KABG-FM																				
WI '02	34	324	1.2	4.9	19	224	.7	6.1	26	73	.9	7.2	40	116	1.4	6.8	22	57	.8	5.8
4-Book	33	319	1.2	5.0	18	213	.7	5.8	21	61	.8	5.8	35	97	1.3	6.0	21	62	.8	5.5
KBQI-FM																				
WI '02	35	260	1.2	5.0	10	149	.3	3.2	15	56	.5	4.2	20	51	.7	3.4	15	55	.5	4.0
4-Book	42	298	1.5	6.3	18	192	.6	5.7	22	77	.8	5.7	33	88	1.2	5.7	21	71	.8	5.2
KBTK-AM																				
WI '02	15	173	.5	2.2	2	59	.1	.6	2	15	.1	.6	2	14	.1	.3	6	16	.2	1.6
4-Book	13	139	.5	1.9	2	43	.1	.6	3	11	.1	.7	3	14	.1	.4	3	9	.1	.7
KBZU-FM																				
WI '02	29	226	1.0	4.2	8	136	.3	2.6	7	31	.2	1.9	15	56	.5	2.6	18	59	.6	4.8
4-Book	25	205	.9	3.7	9	112	.3	2.8	7	26	.2	2.0	17	48	.6	3.0	15	44	.6	3.8
KHFM-FM																				
WI '02	26	215	.9	3.7	13	134	.5	4.2	11	26	.4	3.1	22	42	.8	3.8	13	35	.5	3.4
4-Book	28	250	1.0	4.3	16	152	.6	5.2	14	44	.5	3.8	25	61	.9	4.4	22	57	.8	5.6
KIOT-FM																				
WI '02	28	327	1.0	4.0	14	184	.5	4.5	14	54	.5	3.9	23	70	.8	3.9	22	49	.8	5.8
4-Book	23	304	.9	3.5	11	175	.4	3.5	10	43	.4	2.6	22	71	.8	3.8	15	53	.6	3.9
KIVA-AM																				
WI '02	10	149	.3	1.4	3	53	.1	1.0	6	20	.2	1.7	8	27	.3	1.4	5	19	.2	1.3
4-Book	8	126	.3	1.1	3	56	.1	.8	4	19	.1	1.1	4	20	.2	.7	3	15	.1	.7
KKJY-AM																				
WI '02	5	65	.2	.7	2	39	.1	.6	3	10	.1	.8	6	27	.2	1.0	1	5		.3
4-Book	9	80	.3	1.3	3	44	.1	1.0	4	14	.1	.9	7	22	.3	1.2	4	14	.2	1.1
KKQB-AM																				
WI '02	75	637	2.6	10.8	19	300	.7	6.1	31	122	1.1	8.6	18	84	.6	3.1	18	65	.6	4.8
4-Book	73	597	2.7	11.1	18	268	.7	5.8	30	104	1.1	8.0	24	91	.8	4.1	20	69	.7	5.1
KKOB-FM																				
WI '02	34	362	1.2	4.9	7	141	.2	2.3	7	36	.2	1.9	14	59	.5	2.4	5	24	.2	1.3
4-Book	26	317	1.0	4.0	9	145	.3	2.8	9	38	.3	2.2	12	49	.5	2.2	9	40	.4	2.4
KKRG-FM																				
WI '02	13	153	.5	1.9	8	121	.3	2.6	3	20	.1	.8	12	37	.4	2.1	12	44	.4	3.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	8	145	.3	1.2	4	63	.1	1.3	6	20	.2	1.7	3	23	.1	.5	2	11	.1	.5
4-Book	7	128	.3	1.0	4	68	.1	1.1	4	16	.2	1.2	6	29	.2	1.0	4	15	.2	1.0
KLSK-FM																				
WI '02	11	177	.4	1.6	3	70	.1	1.0	2	15	.1	.6	6	30	.2	1.0	5	23	.2	1.3
4-Book	12	184	.5	1.8	5	88	.2	1.6	5	24	.2	1.3	11	45	.4	1.9	8	32	.3	1.9
KLVO-FM																				
WI '02	10	91	.3	1.4	6	58	.2	1.9	9	26	.3	2.5	14	38	.5	2.4	4	13	.1	1.1
4-Book	9	86	.3	1.4	7	63	.2	2.1	8	23	.3	2.2	14	39	.5	2.5	6	17	.2	1.7
KMGA-FM																				
WI '02	53	363	1.8	7.6	13	190	.5	4.2	16	68	.6	4.5	29	86	1.0	5.0	16	51	.6	4.2
4-Book	48	343	1.7	7.2	18	202	.7	5.8	24	74	.9	6.4	33	89	1.2	5.7	20	67	.8	5.2
KNKT-FM																				
WI '02	13	132	.5	1.9	6	88	.2	1.9	5	13	.2	1.4	17	41	.6	2.9	9	19	.3	2.4
4-Book	11	120	.4	1.7	4	73	.2	1.4	4	17	.2	1.0	8	28	.3	1.3	5	16	.2	1.3
KNML-AM																				
WI '02	11	105	.4	1.6	5	110	.2	1.6	5	22	.2	1.4	6	26	.2	1.0	5	30	.2	1.3
4-Book	12	103	.4	1.7	4	75	.2	1.2	4	18	.2	1.2	4	18	.2	.7	6	21	.2	1.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 35-64

Target Listener Estimates - Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KPEK-FM</b>																				
WI '02	24	236	.8	3.5	9	124	.3	2.9	10	34	.3	2.8	15	58	.5	2.6	11	47	.4	2.9
4-Book	18	224	.7	2.7	8	132	.3	2.7	11	38	.4	2.9	17	64	.6	2.9	10	43	.4	2.6
<b>KQEO-FM</b>																				
WI '02	19	193	.7	2.7	10	112	.3	3.2	5	27	.2	1.4	20	50	.7	3.4	9	22	.3	2.4
4-Book	20	217	.7	3.0	10	131	.4	3.2	11	36	.4	2.8	21	59	.8	3.7	10	33	.4	2.6
<b>KRQS-FM</b>																				
WI '02	33	279	1.2	4.7	22	220	.8	7.1	12	55	.4	3.3	35	85	1.2	6.0	27	75	.9	7.1
4-Book	29	240	1.1	4.4	16	158	.6	5.0	15	54	.5	3.8	26	62	.9	4.5	19	56	.7	4.9
<b>KRST-FM</b>																				
WI '02	30	302	1.0	4.3	12	185	.4	3.9	13	48	.5	3.6	16	66	.6	2.7	16	56	.6	4.2
4-Book	34	348	1.3	5.2	14	202	.5	4.4	17	55	.6	4.4	24	76	.9	4.2	18	67	.7	4.6
<b>KRZY-AM</b>																				
WI '02	4	28	.1	.6		10			1	6		.3	1	6		.2		4		
4-Book	4	27	.1	.6	1	13	.1	.4	3	9	.1	.9	2	7	.1	.4	1	4		.3
<b>KRZY-FM</b>																				
WI '02	12	120	.4	1.7	8	74	.3	2.6	14	20	.5	3.9	15	41	.5	2.6	9	16	.3	2.4
4-Book	8	79	.3	1.3	6	49	.3	2.0	8	17	.3	2.1	13	27	.5	2.3	9	18	.3	2.4
<b>KSYU-FM</b>																				
WI '02	6	91	.2	.9	3	43	.1	1.0	1	8		.3	9	22	.3	1.5	4	19	.1	1.1
4-Book	12	131	.4	1.9	7	80	.2	2.2	7	27	.2	1.8	14	44	.5	2.4	12	37	.4	3.1
<b>KTEG-FM</b>																				
WI '02	7	85	.2	1.0	4	49	.1	1.3	3	16	.1	.8	6	19	.2	1.0	2	12	.1	.5
4-Book	6	81	.2	.9	3	44	.1	1.0	3	14	.1	.9	5	20	.2	.9	5	16	.2	1.3
<b>KTZD-FM</b>																				
WI '02	15	181	.5	2.2	7	109	.2	2.3	6	24	.2	1.7	19	57	.7	3.3	10	46	.3	2.6
4-Book	15	179	.5	2.2	8	105	.3	2.6	8	24	.3	2.2	17	49	.6	2.9	10	40	.4	2.6
<b>KYLZ-FM</b>																				
WI '02	10	133	.3	1.4	7	81	.2	2.3	7	19	.2	1.9	12	44	.4	2.1	11	36	.4	2.9
4-Book	9	131	.3	1.4	5	75	.2	1.6	6	20	.2	1.6	8	32	.3	1.5	9	30	.3	2.3
<b>+KZNM-FM</b>																				
WI '02	12	68	.4	1.7	6	39	.2	1.9	1	6		.3	8	16	.3	1.4	15	24	.5	4.0
4-Book	6	45	.2	.8	4	30	.1	1.1	3	9	.1	.8	8	18	.3	1.4	7	17	.2	1.8
<b>KZRR-FM</b>																				
WI '02	22	268	.8	3.2	13	109	.5	4.2	13	46	.5	3.6	27	63	.9	4.6	10	39	.3	2.6
4-Book	26	237	1.0	3.9	10	112	.4	3.2	11	36	.4	2.9	20	62	.7	3.5	12	44	.5	3.1
<b>KBAC-FM</b>																				
WI '02	5	62	.2	.7	4	56	.1	1.3	1	10		.3	8	35	.3	1.4	5	18	.2	1.3
4-Book	6	81	.2	1.0	4	58	.1	1.3	3	15	.1	.8	8	30	.3	1.4	7	25	.3	1.7
<b>TOTALS</b>																				
WI '02	695	2677	24.2		309	2164	10.8		359	1032	12.5		584	1398	20.4		378	987	13.2	
4-Book	660	2607	23.9		309	2115	11.2		375	1064	13.6		571	1331	20.7		389	1028	14.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 35-64																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
<b>KABG-FM</b>																					
WI '02	11	36	.4	6.8	8	35	.3	3.4	18	61	.6	4.7	17	41	.6	6.5	9	28	.3	8.0	
4-Book	7	29	.3	4.7	16	52	.6	6.6	21	67	.8	5.5	17	49	.6	6.3	6	25	.2	5.7	
<b>KBQI-FM</b>																					
WI '02	4	20	.1	2.5	7	23	.2	3.0	14	43	.5	3.6	9	30	.3	3.4	1	12		.9	
4-Book	6	28	.2	4.0	18	56	.7	7.1	23	77	.9	6.1	15	46	.6	5.8	4	21	.1	4.1	
<b>KBTK-AM</b>																					
WI '02		5			2	12	.1	.9	3	17	.1	.8		6			4	21	.1	3.5	
4-Book	1	8		.7	2	9	.1	.9	2	10	.1	.6	1	6		.4	3	10	.1	2.5	
<b>KBZU-FM</b>																					
WI '02	1	11		.6	5	19	.2	2.2	13	48	.5	3.4	7	36	.2	2.7	1	14		.9	
4-Book	4	18	.2	2.8	5	18	.2	2.0	10	37	.4	2.8	8	31	.3	2.9	4	10	.1	3.6	
<b>KHFM-FM</b>																					
WI '02	6	20	.2	3.7	15	42	.5	6.5	17	53	.6	4.4	16	39	.6	6.1	7	16	.2	6.2	
4-Book	7	26	.3	4.6	14	46	.5	5.7	22	65	.8	5.8	18	46	.7	6.8	8	25	.3	7.6	
<b>K10T-FM</b>																					
WI '02	8	29	.3	4.9	11	46	.4	4.7	15	54	.5	3.9	10	28	.3	3.8	7	21	.2	6.2	
4-Book	7	30	.3	4.8	6	30	.2	2.6	16	68	.6	4.2	9	32	.3	3.2	3	11	.1	2.9	
<b>KIVA-AM</b>																					
WI '02									3	16	.1	.8	1	10		.4					
4-Book	1	6		.3	1	6		.3	3	16	.1	.8	3	13	.1	.9	1	4		.8	
<b>KKJY-AM</b>																					
WI '02					2	11	.1	.9	4	11	.1	1.0	3	11	.1	1.1		2			
4-Book	1	5		.5	2	10	.1	.8	5	15	.2	1.3	4	12	.2	1.4		4		.3	
<b>KKOB-AM</b>																					
WI '02	18	61	.6	11.1	20	80	.7	8.6	22	69	.8	5.7	14	30	.5	5.3	10	41	.3	8.8	
4-Book	14	57	.5	9.0	15	62	.5	6.1	20	65	.7	5.2	16	46	.6	6.0	7	32	.3	6.9	
<b>KKOB-FM</b>																					
WI '02	5	29	.2	3.1	7	27	.2	3.0	10	56	.3	2.6	8	20	.3	3.1	3	17	.1	2.7	
4-Book	3	20	.1	1.9	11	42	.4	4.3	15	54	.5	4.0	9	28	.3	3.3	4	20	.2	3.6	
<b>KKRG-FM</b>																					
WI '02	4	17	.1	2.5	6	17	.2	2.6	13	47	.5	3.4	11	34	.4	4.2	5	27	.2	4.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	3	7	.1	1.9	1	6		.4	9	38	.3	2.3	2	18	.1	.8	2	7	.1	1.8	
4-Book	3	8	.1	1.9	3	11	.1	1.1	5	24	.2	1.4	3	14	.1	1.1	1	4		1.0	
<b>KLSK-FM</b>																					
WI '02		3			1	7		.4	1	14		.3	4	23	.1	1.5	1	7		.9	
4-Book	2	11	.1	1.2	2	10	.1	.7	5	25	.2	1.3	4	20	.2	1.5	3	7	.1	2.6	
<b>KLVO-FM</b>																					
WI '02	4	8	.1	2.5	3	6	.1	1.3	7	14	.2	1.8	3	12	.1	1.1	3	3	.1	2.7	
4-Book	2	8	.1	1.3	5	13	.2	2.2	9	23	.3	2.4	5	18	.2	1.7	2	6	.1	1.7	
<b>KMGA-FM</b>																					
WI '02	3	27	.1	1.9	11	33	.4	4.7	18	66	.6	4.7	7	31	.2	2.7	5	37	.2	4.4	
4-Book	12	46	.4	8.1	15	49	.5	5.8	21	71	.8	5.6	13	42	.5	4.8	6	35	.2	6.1	
<b>KNKT-FM</b>																					
WI '02	5	22	.2	3.1	3	18	.1	1.3	8	41	.3	2.1	1	6		.4		3			
4-Book	3	13	.1	1.8	5	20	.2	2.0	8	34	.3	2.1	2	10	.1	.8	1	6		1.3	
<b>KNML-AM</b>																					
WI '02	2	11	.1	1.2	2	6	.1	.9	7	43	.2	1.8	14	51	.5	5.3	2	9	.1	1.8	
4-Book	2	9	.1	1.0	2	10	.1	.7	5	26	.2	1.4	7	29	.2	2.5	2	9	.1	2.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## 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
<b>KPEK-FM</b>																				
WI '02	8	34	.3	4.9	5	29	.2	2.2	10	33	.3	2.6	9	17	.3	3.4	3	17	.1	2.7
4-Book	4	22	.2	2.7	5	21	.2	2.0	10	41	.4	2.7	10	29	.4	3.5	2	12	.1	2.0
<b>KQEO-FM</b>																				
WI '02	5	16	.2	3.1	5	13	.2	2.2	18	42	.6	4.7	12	30	.4	4.6	3	10	.1	2.7
4-Book	5	16	.2	3.4	7	23	.3	2.8	13	37	.5	3.4	9	33	.3	3.4	3	13	.1	3.0
<b>KRQS-FM</b>																				
WI '02	12	44	.4	7.4	13	61	.5	5.6	36	97	1.3	9.4	25	72	.9	9.5	13	44	.5	11.5
4-Book	8	32	.3	5.1	11	47	.4	4.7	22	70	.8	5.8	17	52	.6	6.5	5	24	.2	5.0
<b>KRST-FM</b>																				
WI '02	2	14	.1	1.2	18	50	.6	7.8	24	77	.8	6.3	7	29	.2	2.7	1	10		.9
4-Book	3	19	.2	2.0	16	49	.6	6.6	19	68	.7	5.1	10	40	.3	3.7	3	17	.1	3.1
<b>KRZY-AM</b>																				
WI '02																				
4-Book		1				3	.1	1.1		2	.1	.6		1	.1	.4		1		.3
<b>KRZY-FM</b>																				
WI '02	6	13	.2	3.7	10	21	.3	4.3	8	36	.3	2.1	3	14	.1	1.1				
4-Book	4	11	.2	2.8	6	17	.2	2.5	6	20	.2	1.5	3	12	.1	.9	1	3		.8
<b>KSYU-FM</b>																				
WI '02	3	7	.1	1.9		5			1	9		.3	1	9		.4	1	5		.9
4-Book	5	14	.2	3.0	6	21	.2	2.2	7	26	.2	1.9	4	13	.1	1.4	1	6		1.3
<b>KTEG-FM</b>																				
WI '02	6	13	.2	3.7	2	9	.1	.9	6	15	.2	1.6	2	15	.1	.8				
4-Book	2	8	.1	1.3	1	6	.1	.5	3	11	.1	.8	2	9	.1	.7	1	6		.8
<b>KTZO-FM</b>																				
WI '02	6	34	.2	3.7	8	27	.3	3.4	5	34	.2	1.3	2	5	.1	.8	2	8	.1	1.8
4-Book	3	17	.1	2.0	5	17	.2	2.1	9	35	.3	2.4	8	25	.3	2.9	4	17	.2	3.9
<b>KYLZ-FM</b>																				
WI '02	4	30	.1	2.5	6	21	.2	2.6	4	17	.1	1.0	7	18	.2	2.7	4	9	.1	3.5
4-Book	4	17	.1	2.7	3	11	.1	1.3	4	17	.2	1.1	5	17	.2	1.7	2	7	.1	1.9
<b>+KZNM-FM</b>																				
WI '02	5	12	.2	3.1	3	14	.1	1.3	7	19	.2	1.8	5	7	.2	1.9	3	8	.1	2.7
4-Book	2	8	.1	1.5	1	5	.1	.5	4	11	.1	1.1	3	7	.1	1.0	1	2		.7
<b>KZRR-FM</b>																				
WI '02	10	17	.3	6.2	7	16	.2	3.0	15	41	.5	3.9	14	32	.5	5.3	4	13	.1	3.5
4-Book	7	21	.2	4.2	6	12	.2	2.2	11	36	.4	2.9	9	28	.3	3.4	3	10	.1	3.0
<b>KBAC-FM</b>																				
WI '02	1	7		.6	3	17	.1	1.3	3	14	.1	.8	4	14	.1	1.5	4	9	.1	3.5
4-Book	2	11	.1	1.2	2	11	.1	.9	5	17	.2	1.3	4	16	.1	1.5	3	9	.1	2.7
<b>TOTALS</b>																				
WI '02	162	537	5.7		232	682	8.1		384	1103	13.4		262	683	9.1		113	385	3.9	
4-Book	151	542	5.5		248	775	9.0		377	1055	13.7		266	755	9.6		100	380	3.6	

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 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
<b>KABG-FM</b>																			
WI '02	26				17			1	14	.1	1.2	1	9	.1	.9			4	
FA '01	1 20	.2	1.4		3				3				10					3	
SU '01	1 21	.2	1.4		10			1	18	.2	1.2	1	10	.2	1.2	1		7	.2 1.6
SP '01	1 16	.2	1.4		7			1	7	.2	1.2								
<b>4-Book</b>	<b>1 21</b>	<b>.2</b>	<b>1.1</b>		<b>9</b>			<b>1</b>	<b>11</b>	<b>.1</b>	<b>.9</b>		<b>1</b>	<b>7</b>	<b>.1</b>	<b>.5</b>		<b>4</b>	<b>.1 .4</b>
WI '01	1 33	.2	1.2	1	14	.2	1.0	2	16	.3	2.0	1	16	.2	1.0			2	
<b>KBQI-FM</b>																			
WI '02	5 66	.7	6.8	10	53	1.4	10.2	6	35	.9	7.0	4	48	.6	3.7	2	30	.3	4.2
FA '01	2 83	.3	2.7	3	47	.5	3.4	3	38	.5	4.1	3	40	.5	3.1	1	14	.2	1.6
SU '01	3 42	.5	4.2	3	30	.5	3.9	2	26	.3	2.4	5	35	.9	6.2	4	20	.7	6.3
SP '01	1 26	.2	1.4	1	13	.2	1.3	1	13	.2	1.2	1	19	.2	1.1	1	13	.2	1.7
<b>4-Book</b>	<b>3 54</b>	<b>.4</b>	<b>3.8</b>	<b>4</b>	<b>36</b>	<b>.7</b>	<b>4.7</b>	<b>3</b>	<b>28</b>	<b>.5</b>	<b>3.7</b>	<b>3</b>	<b>36</b>	<b>.6</b>	<b>3.5</b>	<b>2</b>	<b>19</b>	<b>.4</b>	<b>3.5</b>
WI '01	2 43	.3	2.4	5	37	.9	4.9	4	20	.7	4.0	2	17	.3	2.0			13	
<b>KBTK-AM</b>																			
WI '02	4																	4	
FA '01																			
SU '01	3				3								3						
SP '01	3				3														
<b>4-Book</b>	<b>3</b>				<b>2</b>								<b>1</b>					<b>1</b>	
WI '01																			
<b>KBZU-FM</b>																			
WI '02	3 62	.4	4.1	2	8	.3	2.0	4	25	.6	4.7	5	41	.7	4.7	4	9	.6	8.3
FA '01	1 59	.2	1.4	1	17	.2	1.1	2	19	.3	2.7	3	23	.5	3.1	1	12	.2	1.6
SU '01	1 43	.2	1.4	1	21	.2	1.3	1	14	.2	1.2	1	23	.2	1.2		7		
SP '01	1 25	.2	1.4		5			3	19	.5	3.7	2	13	.3	2.2		6		
<b>4-Book</b>	<b>2 47</b>	<b>.3</b>	<b>2.1</b>	<b>1</b>	<b>13</b>	<b>.2</b>	<b>1.1</b>	<b>3</b>	<b>19</b>	<b>.4</b>	<b>3.1</b>	<b>3</b>	<b>25</b>	<b>.4</b>	<b>2.8</b>	<b>1</b>	<b>9</b>	<b>.2</b>	<b>2.5</b>
WI '01	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
<b>KHFM-FM</b>																			
WI '02	12				4								4					5	
FA '01	1 24	.2	1.4	1	6	.2	1.1						8			1	6	.2	1.6
SU '01	1 42	.2	1.4		10			1	12	.2	1.2	1	11	.2	1.2	2	27	.3	3.1
SP '01	1 17	.2	1.4										4			2	14	.3	3.3
<b>4-Book</b>	<b>1 24</b>	<b>.2</b>	<b>1.1</b>		<b>5</b>	<b>.1</b>	<b>.3</b>		<b>3</b>	<b>.1</b>	<b>.3</b>		<b>7</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>13</b>	<b>.2</b>	<b>2.0</b>
WI '01	1 20	.2	1.2		7				5			1	7	.2	1.0	2	9	.3	3.3
<b>KIOT-FM</b>																			
WI '02	3 67	.4	4.1	2	35	.3	2.0	1	22	.1	1.2	7	41	1.0	6.5	1	4	.1	2.1
FA '01	1 58	.2	1.4	1	21	.2	1.1	2	14	.3	2.7	2	16	.3	2.1	1	17	.2	1.6
SU '01	1 60	.2	1.4	1	17	.2	1.3	1	26	.2	1.2	1	20	.2	1.2		11		
SP '01	2 76	.3	2.9	3	36	.5	3.8	3	29	.5	3.7	6	38	1.0	6.7	1	28	.2	1.7
<b>4-Book</b>	<b>2 65</b>	<b>.3</b>	<b>2.5</b>	<b>2</b>	<b>27</b>	<b>.3</b>	<b>2.1</b>	<b>2</b>	<b>23</b>	<b>.3</b>	<b>2.2</b>	<b>4</b>	<b>29</b>	<b>.6</b>	<b>4.1</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>1.4</b>
WI '01	7 84	1.2	8.4	5	40	.9	4.9	11	41	1.9	11.1	9	50	1.5	8.9	2	27	.3	3.3
<b>KIVA-AM</b>																			
WI '02	17			1	5	.1	1.0	1	5	.1	1.2	1	17	.1	.9				
FA '01																			
SU '01	3				3														
SP '01																			
<b>4-Book</b>	<b>5</b>				<b>2</b>		<b>.3</b>		<b>1</b>		<b>.3</b>		<b>4</b>		<b>.2</b>				
WI '01	3				2														
<b>KKJY-AM</b>																			
WI '02																			
FA '01	7				7			2	3	.3	2.7								
SU '01	3				3				3										
SP '01	3				3				3										
<b>4-Book</b>	<b>3</b>				<b>3</b>			<b>1</b>	<b>2</b>	<b>.1</b>	<b>.7</b>								
WI '01																			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KKOB-AM</b>																				
WI '02	1	39	.1	1.4	2	30	.3	2.0	1	5	.1	1.2	1	13	.1	.9			9	
FA '01	1	30	.2	1.4	1	17	.2	1.1		3			1	6	.2	1.0	2	3	.3	3.2
SU '01	1	11	.2	1.4	1	3	.2	1.3	1	6	.2	1.2	1	11	.2	1.2				
SP '01	1	21			2	13	.3	2.6		7			1	11	.2	1.1		4		
<b>4-Book</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>1.1</b>	<b>2</b>	<b>16</b>	<b>.3</b>	<b>1.8</b>	<b>1</b>	<b>5</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>10</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.8</b>
WI '01	1	25	.2	1.2		8			2	11	.3	2.0		10			1	13	.2	1.7
<b>KKOB-FM</b>																				
WI '02	1	38	.1	1.4	2	24	.3	2.0	1	13	.1	1.2	1	13	.1	.9			9	
FA '01	1	20	.2	1.4	2	17	.3	2.3		14			1	7	.2	1.0	2	10	.3	3.2
SU '01	1	32	.2	1.4	1	16	.2	1.3		11			1	13	.2	1.2		11		
SP '01	1	21			1	5	.2	1.3		1			1	16	.2	1.1		3		
<b>4-Book</b>	<b>1</b>	<b>28</b>	<b>.1</b>	<b>1.1</b>	<b>2</b>	<b>16</b>	<b>.3</b>	<b>1.7</b>	<b>10</b>		<b>.3</b>		<b>1</b>	<b>12</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.8</b>
WI '01	1	44	.2	1.2	1	16	.2	1.0		14			1	21	.2	1.0	1	22	.2	1.7
<b>KKRG-FM</b>																				
WI '02	1	22	.1	1.4	1	9	.1	1.0	1	9	.1	1.2	1	17	.1	.9			4	
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	9	214	1.3	12.3	10	107	1.4	10.2	10	87	1.4	11.6	15	147	2.1	14.0	8	91	1.1	16.7
FA '01	8	197	1.3	10.8	12	117	1.9	13.6	6	89	1.0	8.2	12	107	1.9	12.4	7	72	1.1	11.1
SU '01	9	183	1.5	12.7	11	112	1.9	14.5	9	100	1.5	10.8	9	90	1.5	11.1	10	69	1.7	15.6
SP '01	7	184	1.2	10.0	7	87	1.2	9.0	7	72	1.2	8.6	11	85	1.9	12.2	6	69	1.0	10.0
<b>4-Book</b>	<b>8</b>	<b>195</b>	<b>1.3</b>	<b>11.5</b>	<b>10</b>	<b>106</b>	<b>1.6</b>	<b>11.8</b>	<b>8</b>	<b>87</b>	<b>1.3</b>	<b>9.8</b>	<b>12</b>	<b>107</b>	<b>1.9</b>	<b>12.4</b>	<b>8</b>	<b>75</b>	<b>1.2</b>	<b>13.4</b>
WI '01	8	176	1.4	9.6	13	91	2.2	12.6	7	74	1.2	7.1	10	96	1.7	9.9	7	63	1.2	11.7
<b>KLSK-FM</b>																				
WI '02	1	46	.1	1.4	2	29	.3	2.0	1	19	.1	1.2	1	13	.1	.9	1	4	.1	2.1
FA '01	1	53	.2	1.4		3			1	17	.2	1.4	2	23	.3	2.1		13		
SU '01	3	51	.5	4.2	4	34	.7	5.3	5	25	.9	6.0	2	20	.3	2.5	1	10	.2	1.6
SP '01	2	41	.3	2.9	2	14	.3	2.6	3	20	.5	3.7	3	20	.5	3.3	1	19	.2	1.7
<b>4-Book</b>	<b>2</b>	<b>48</b>	<b>.3</b>	<b>2.5</b>	<b>2</b>	<b>20</b>	<b>.3</b>	<b>2.5</b>	<b>3</b>	<b>20</b>	<b>.4</b>	<b>3.1</b>	<b>2</b>	<b>19</b>	<b>.3</b>	<b>2.2</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>1.4</b>
WI '01	1	53	.2	1.2	1	18	.2	1.0	2	30	.3	2.0	1	27	.2	1.0	1	18	.2	1.7
<b>KLVD-FM</b>																				
WI '02	2	42	.3	2.7	3	25	.4	3.1	1	21	.1	1.2	3	21	.4	2.8		13		
FA '01	2	26	.3	2.7	2	16	.3	2.3		13			3	23	.5	3.1	2	17	.3	3.2
SU '01	2	35	.3	2.8	2	24	.3	2.6	1	14	.2	1.2	2	15	.3	2.5	2	11	.3	3.1
SP '01	4	57	.7	5.7	2	12	.3	2.6	4	30	.7	4.9	7	41	1.2	7.8	2	24	.3	3.3
<b>4-Book</b>	<b>3</b>	<b>40</b>	<b>.4</b>	<b>3.5</b>	<b>2</b>	<b>19</b>	<b>.3</b>	<b>2.7</b>	<b>2</b>	<b>20</b>	<b>.3</b>	<b>1.8</b>	<b>4</b>	<b>25</b>	<b>.6</b>	<b>4.1</b>	<b>2</b>	<b>16</b>	<b>.2</b>	<b>2.4</b>
WI '01	2	25	.3	2.4	3	13	.5	2.9	3	7	.5	3.0	4	20	.7	4.0	2	15	.3	3.3
<b>KMGA-FM</b>																				
WI '02		20			1	13	.1	1.0	1	5	.1	1.2	1	17	.1	.9		5		
FA '01	2	25	.3	2.7	2	9	.3	2.3	4	18	.6	5.5	2	6	.3	2.1		6		
SU '01	1	26	.2	1.4		7			1	16	.2	1.2	1	10	.2	1.2	1	12	.2	1.6
SP '01	1	34	.2	1.4	2	23	.3	2.6	2	10	.3	2.5	2	19	.3	2.2	1	15	.2	1.7
<b>4-Book</b>	<b>1</b>	<b>26</b>	<b>.2</b>	<b>1.4</b>	<b>1</b>	<b>13</b>	<b>.2</b>	<b>1.5</b>	<b>2</b>	<b>12</b>	<b>.3</b>	<b>2.6</b>	<b>2</b>	<b>13</b>	<b>.2</b>	<b>1.6</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.8</b>
WI '01	2	71	.3	2.4	2	22	.3	1.9	2	16	.3	2.0	2	31	.3	2.0	4	27	.7	6.7
<b>KNKT-FM</b>																				
WI '02		12				4				4				4				8		
FA '01		10								6								4		
SU '01	1	18	.2	1.4		6			1	8	.2	1.2	1	6	.2	1.2	1	10	.2	1.6
SP '01		7							1	5	.2	1.2		7				5		
<b>4-Book</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>.4</b>	<b>3</b>				<b>1</b>	<b>6</b>	<b>.1</b>	<b>.6</b>	<b>4</b>	<b>.1</b>	<b>.3</b>		<b>7</b>	<b>.1</b>	<b>.4</b>	
WI '01	1	19	.2	1.2		5							1	5	.2	1.0		11		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KNML-AM</b>																				
WI '02	1	17	.1	1.4	3	13	.4	3.1	3	13	.4	3.5								
FA '01	1	20	.2	1.4	2	10	.3	2.3		3			2	9	.3	2.1	1	10	.2	1.6
SU '01		9												4				4		
SP '01	2	11	.3	2.9	4	5	.7	5.1					1	3	.2	1.1	3	8	.5	5.0
<b>4-Book</b>	<b>1</b>	<b>14</b>	<b>.2</b>	<b>1.4</b>	<b>2</b>	<b>7</b>	<b>.4</b>	<b>2.6</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.9</b>	<b>1</b>	<b>3</b>	<b>.1</b>	<b>.8</b>	<b>1</b>	<b>6</b>	<b>.2</b>	<b>1.7</b>
WI '01		10				2				4				2				4		
<b>KPEK-FM</b>																				
WI '02	2	102	.3	2.7	2	39	.3	2.0	2	45	.3	2.3	3	48	.4	2.8	1	30	.1	2.1
FA '01	2	97	.3	2.7	2	34	.3	2.3	2	31	.3	2.7	3	43	.5	3.1	2	30	.3	3.2
SU '01	2	78	.3	2.8	1	19	.2	1.3	1	33	.2	1.2	3	36	.5	3.7	1	23	.2	1.6
SP '01	2	64	.3	2.9	4	23	.7	5.1	1	26	.2	1.2	1	25	.2	1.1	1	25	.2	1.7
<b>4-Book</b>	<b>2</b>	<b>85</b>	<b>.3</b>	<b>2.8</b>	<b>2</b>	<b>29</b>	<b>.4</b>	<b>2.7</b>	<b>2</b>	<b>34</b>	<b>.3</b>	<b>1.9</b>	<b>3</b>	<b>38</b>	<b>.4</b>	<b>2.7</b>	<b>1</b>	<b>27</b>	<b>.2</b>	<b>2.2</b>
WI '01	3	97	.5	3.6	4	36	.7	3.9	3	29	.5	3.0	3	27	.5	3.0	4	32	.7	6.7
<b>KQEO-FM</b>																				
WI '02		21				14				5				4						
FA '01		14				7				3				3				3		
SU '01		17				10				10				3				3		
SP '01	1	15	.2	1.4	1	11	.2	1.3	1	8	.2	1.2	1	5	.2	1.1	1	6	.2	1.7
<b>4-Book</b>	<b>1</b>	<b>17</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>3</b>	<b>.1</b>	<b>.4</b>
WI '01	1	29	.2	1.2	1	15	.2	1.0	1	12	.2	1.0	1	4	.2	1.0		6		
<b>KRQS-FM</b>																				
WI '02		4																4		
FA '01	1	6	.2	1.4	2	3	.3	2.3	1	3	.2	1.4						6		
SU '01		16				3				10				8				6		
SP '01		4				4												6		
<b>4-Book</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>3</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>3</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>2</b>			<b>1</b>	<b>3</b>		
WI '01		12								7				7				5		
<b>KRST-FM</b>																				
WI '02	2	80	.3	2.7	3	49	.4	3.1	2	14	.3	2.3	3	36	.4	2.8	1	22	.1	2.1
FA '01	1	53	.2	1.4	2	26	.3	2.3		15			1	17	.2	1.0		16		
SU '01	2	48	.3	2.8	1	26	.2	1.3	2	23	.3	2.4	2	34	.3	2.5	2	17	.3	3.1
SP '01		26				10				5				8				8		
<b>4-Book</b>	<b>1</b>	<b>52</b>	<b>.2</b>	<b>1.7</b>	<b>2</b>	<b>28</b>	<b>.2</b>	<b>1.7</b>	<b>1</b>	<b>14</b>	<b>.2</b>	<b>1.2</b>	<b>2</b>	<b>24</b>	<b>.2</b>	<b>1.6</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>1.3</b>
WI '01	1	47	.2	1.2	4	22	.7	3.9		10			1	10	.2	1.0	1	17	.2	1.7
<b>KRZY-AM</b>																				
WI '02	1	29	.1	1.4	1	17	.1	1.0	1	21	.1	1.2	1	9	.1	.9				
FA '01	2	22	.3	2.7	5	15	.8	5.7	3	19	.5	4.1		3				6		
SU '01		9				3				6										
SP '01	1	15	.2	1.4	2	3	.3	2.6	3	7	.5	3.7	1	12	.2	1.1	3	3		
<b>4-Book</b>	<b>1</b>	<b>19</b>	<b>.2</b>	<b>1.4</b>	<b>2</b>	<b>10</b>	<b>.3</b>	<b>2.3</b>	<b>2</b>	<b>13</b>	<b>.3</b>	<b>2.3</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>2</b>		
WI '01		10				2							1	5	.2	1.0	1	5		
<b>KRZY-FM</b>																				
WI '02	2	8	.3	2.7	1	8	.1	1.0	1	4	.1	1.2	1	4	.1	.9		4		
FA '01	1	9	.2	1.4					1	6	.2	1.4	2	9	.3	2.1		3		
SU '01	1	15	.2	1.4	2	6	.3	2.6	2	6	.3	2.4	1	11	.2	1.2		3		
SP '01	1	14	.2	1.4	1	3	.2	1.3	1	8	.2	1.2	1	8	.2	1.1	1	6	.2	1.7
<b>4-Book</b>	<b>1</b>	<b>12</b>	<b>.2</b>	<b>1.7</b>	<b>1</b>	<b>4</b>	<b>.2</b>	<b>1.2</b>	<b>1</b>	<b>6</b>	<b>.2</b>	<b>1.6</b>	<b>1</b>	<b>8</b>	<b>.2</b>	<b>1.3</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.4</b>
WI '01		7				4				4			1	4	.2	1.0		2		
<b>KSYU-FM</b>																				
WI '02		24				8			1	16	.1	1.2		5				5		
FA '01	1	33	.2	1.4	2	19	.3	2.3	1	19	.2	1.4	2	14	.3	2.1	1	9	.2	1.6
SU '01	1	19	.2	1.4		6				8			1	11	.2	1.2	1	14	.2	1.6
SP '01		18			1	11	.2	1.3	1	11	.2	1.2		7				9		
<b>4-Book</b>	<b>1</b>	<b>24</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.9</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>1.0</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.8</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.8</b>
WI '01		14				4			1	9	.2	1.0		10				4		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KTEG-FM</b>																				
WI '02	11	219	1.6	15.1	10	128	1.4	10.2	8	83	1.1	9.3	17	114	2.4	15.9	10	88	1.4	20.8
FA '01	7	177	1.1	9.5	7	85	1.1	8.0	6	76	1.0	8.2	10	99	1.6	10.3	10	93	1.6	15.9
SU '01	12	195	2.1	16.9	13	114	2.2	17.1	15	114	2.6	18.1	13	136	2.2	16.0	10	111	1.7	15.6
SP '01	4	128	.7	5.7	4	58	.7	5.1	5	61	.9	6.2	5	81	.9	5.6	5	70	.9	8.3
<b>4-Book</b>	<b>9</b>	<b>180</b>	<b>1.4</b>	<b>11.8</b>	<b>9</b>	<b>96</b>	<b>1.4</b>	<b>10.1</b>	<b>9</b>	<b>84</b>	<b>1.4</b>	<b>10.5</b>	<b>11</b>	<b>108</b>	<b>1.8</b>	<b>12.0</b>	<b>9</b>	<b>91</b>	<b>1.4</b>	<b>15.2</b>
WI '01	9	175	1.5	10.8	10	81	1.7	9.7	10	85	1.7	10.1	9	86	1.5	8.9	8	82	1.4	13.3
<b>KTZO-FM</b>																				
WI '02	4	129	.6	5.5	5	55	.7	5.1	5	54	.7	5.8	7	65	1.0	6.5	3	33	.4	6.3
FA '01	3	101	.5	4.1	3	34	.5	3.4	3	36	.5	4.1	5	56	.8	5.2	2	42	.3	3.2
SU '01	2	81	.3	2.8	1	25	.2	1.3	2	33	.3	2.4	3	33	.5	3.7	1	24	.2	1.6
SP '01	4	66	.7	5.7	6	27	1.0	7.7	7	42	1.2	8.6	5	36	.9	5.6	1	17	.2	1.7
<b>4-Book</b>	<b>3</b>	<b>94</b>	<b>.5</b>	<b>4.5</b>	<b>4</b>	<b>35</b>	<b>.6</b>	<b>4.4</b>	<b>4</b>	<b>41</b>	<b>.7</b>	<b>5.2</b>	<b>5</b>	<b>48</b>	<b>.8</b>	<b>5.3</b>	<b>2</b>	<b>29</b>	<b>.3</b>	<b>3.2</b>
WI '01	2	55	.3	2.4	2	26	.3	1.9	2	41	.3	2.0	2	25	.3	2.0	1	13	.2	1.7
<b>KYLZ-FM</b>																				
WI '02	9	240	1.3	12.3	13	133	1.9	13.3	8	90	1.1	9.3	17	143	2.4	15.9	7	106	1.0	14.6
FA '01	17	257	2.7	23.0	15	130	2.4	17.0	15	132	2.4	20.5	24	171	3.8	24.7	20	159	3.2	31.7
SU '01	11	216	1.9	15.5	9	115	1.5	11.8	14	118	2.4	16.9	13	153	2.2	16.0	10	107	1.7	15.6
SP '01	15	221	2.6	21.4	13	107	2.2	16.7	16	117	2.8	19.8	16	133	2.8	17.8	19	126	3.3	31.7
<b>4-Book</b>	<b>13</b>	<b>234</b>	<b>2.1</b>	<b>18.1</b>	<b>13</b>	<b>121</b>	<b>2.0</b>	<b>14.7</b>	<b>13</b>	<b>114</b>	<b>2.2</b>	<b>16.6</b>	<b>18</b>	<b>150</b>	<b>2.8</b>	<b>18.6</b>	<b>14</b>	<b>125</b>	<b>2.3</b>	<b>23.4</b>
WI '01	12	183	2.1	14.5	15	106	2.6	14.6	11	82	1.9	11.1	16	129	2.8	15.8	12	90	2.1	20.0
<b>+KZNM-FM</b>																				
WI '02		9				5								4						
FA '01	2	37	.3	2.7	1	19	.2	1.1	2	15	.3	2.7	3	27	.5	3.1	1	9	.2	1.6
SU '01	1	45	.2	1.4	3	36	.5	3.9	1	25	.2	1.2	1	23	.2	1.2	1	9	.2	1.6
SP '01		15				8				12	.2	1.2		5				3		
<b>4-Book</b>	<b>1</b>	<b>27</b>	<b>.1</b>	<b>1.0</b>	<b>1</b>	<b>17</b>	<b>.2</b>	<b>1.3</b>	<b>1</b>	<b>13</b>	<b>.2</b>	<b>1.3</b>	<b>1</b>	<b>15</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>5</b>	<b>.1</b>	<b>.8</b>
WI '01	2	44	.3	2.4	1	21	.2	1.0	2	15	.3	2.0	3	32	.5	3.0	2	20	.3	3.3
<b>KZRR-FM</b>																				
WI '02	11	143	1.6	15.1	21	105	3.0	21.4	20	68	2.9	23.3	10	61	1.4	9.3	3	39	.4	6.3
FA '01	9	134	1.4	12.2	14	93	2.2	15.9	12	62	1.9	16.4	11	59	1.8	11.3	4	42	.6	6.3
SU '01	9	158	1.5	12.7	10	71	1.7	13.2	13	75	2.2	15.7	11	75	1.9	13.6	7	48	1.2	10.9
SP '01	9	116	1.5	12.9	18	82	3.1	23.1	10	65	1.7	12.3	12	67	2.1	13.3	6	62	1.0	10.0
<b>4-Book</b>	<b>10</b>	<b>138</b>	<b>1.5</b>	<b>13.2</b>	<b>16</b>	<b>88</b>	<b>2.5</b>	<b>18.4</b>	<b>14</b>	<b>68</b>	<b>2.2</b>	<b>16.9</b>	<b>11</b>	<b>66</b>	<b>1.8</b>	<b>11.9</b>	<b>5</b>	<b>48</b>	<b>.8</b>	<b>8.4</b>
WI '01	14	171	2.4	16.9	16	94	2.8	15.5	23	85	4.0	23.2	18	100	3.1	17.8	4	53	.7	6.7
<b>KBAC-FM</b>																				
WI '02																				
FA '01	1	13	.2	1.4	1	10	.2	1.1	2	7	.3	2.7	1	7	.2	1.0	1	10	.2	1.6
SU '01		5								5	.2	1.2								
SP '01		3												3						
<b>4-Book</b>		<b>5</b>	<b>.1</b>	<b>.4</b>		<b>3</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>3</b>	<b>.1</b>	<b>1.0</b>		<b>3</b>	<b>.1</b>	<b>.3</b>		<b>3</b>	<b>.1</b>	<b>.4</b>
WI '01																				
<b>TOTALS</b>																				
WI '02	73	650	10.5		98	532	14.0		86	396	12.3		107	519	15.3		48	359	6.9	
FA '01	74	585	11.8		88	452	14.1		73	371	11.7		97	466	15.5		63	390	10.1	
SU '01	71	536	12.2		76	428	13.1		83	387	14.3		81	460	13.9		64	371	11.0	
SP '01	70	533	12.0		78	350	13.4		81	401	13.9		90	441	15.5		60	355	10.3	
<b>4-Book</b>	<b>72</b>	<b>576</b>	<b>11.6</b>		<b>85</b>	<b>441</b>	<b>13.7</b>		<b>81</b>	<b>389</b>	<b>13.1</b>		<b>94</b>	<b>472</b>	<b>15.1</b>		<b>59</b>	<b>369</b>	<b>9.6</b>	
WI '01	83	545	14.3		103	451	17.7		99	333	17.0		101	427	17.4		60	347	10.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
KABG-FM																				
WI '02	1	22	.1	1.0		9			4	4	.6	9.5								
4-Book	1	16	.1	.6	1	9	.1	1.3	2	4	.3	4.2	2	2	.3	1.8			1	
KBQI-FM																				
WI '02	7	62	1.0	7.3	3	48	.4	6.0	3	13	.4	7.1	2	14	.3	2.2	1	4	.1	1.6
4-Book	4	51	.6	4.0	2	30	.3	3.2	2	9	.3	4.1	2	8	.3	2.2	1	5	.1	1.1
KBTK-AM																				
WI '02																				
4-Book		2				1													1	
KBZU-FM																				
WI '02	3	46	.4	3.1	2	30	.3	4.0	1	4	.1	2.4	7	17	1.0	7.8	4	9	.6	6.3
4-Book	2	37	.3	2.3	1	20	.2	1.8		1		.6	3	9	.5	3.5	2	6	.3	2.7
KHFM-FM																				
WI '02		4				12			1	4	.1	2.4		5						
4-Book		11	.1	.3	1	16	.1	.9		1		.6		4	.1	.3			1	.1 .4
KIOT-FM																				
WI '02	3	63	.4	3.1	3	26	.4	6.0	2	4	.3	4.8	4	4	.6	4.4	4	14	.6	6.3
4-Book	3	51	.4	2.9	2	31	.3	2.8	1	3	.1	1.7	2	8	.4	2.7	2	7	.3	2.7
KIVA-AM																				
WI '02	1	17	.1	1.0																
4-Book		5		.3																
KKJY-AM																				
WI '02																				
4-Book		3	.1	.3		2				1	.1	.5	1	2	.1	.9				
KKOB-AM																				
WI '02	1	34	.1	1.0		5														
4-Book	1	23	.2	1.2		3													1	.1 .3
KKOB-FM																				
WI '02	1	33	.1	1.0		18							1	13	.1	1.1				
4-Book	1	22	.1	.9	1	11	.1	.8		1	.1	.5	1	7	.2	1.6	1	2	.1	.7
KKRG-FM																				
WI '02	1	22	.1	1.0	1	4	.1	2.0									1	4	.1	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	12	193	1.7	12.5	5	111	.7	10.0	3	25	.4	7.1	12	43	1.7	13.3	10	48	1.4	15.9
4-Book	10	169	1.6	11.6	6	106	1.0	11.1	4	23	.7	8.4	10	41	1.6	12.1	9	32	1.5	13.2
KLSK-FM																				
WI '02	1	34	.1	1.0		28			1	8	.1	2.4	1	11	.1	1.1	1	5	.1	1.6
4-Book	2	35	.4	2.7	1	26	.2	2.1	1	5	.2	2.4	3	12	.4	3.3	2	8	.4	3.1
KLVO-FM																				
WI '02	2	33	.3	2.1	1	25	.1	2.0	3	8	.4	7.1	3	4	.4	3.3				
4-Book	3	34	.5	3.3	2	27	.4	4.1	3	9	.5	5.7	3	6	.4	3.2	4	9	.6	5.0
KMGA-FM																				
WI '02	1	20	.1	1.0		5							1	5	.1	1.1				
4-Book	2	23	.3	2.1	1	6	.2	1.7	1	2	.1	1.0	2	4	.3	2.4	1	4	.2	1.7
KNKT-FM																				
WI '02		4				7								4						
4-Book		7	.1	.3		6	.1	.4					1	3	.1	.7			1	.1 .4
KNML-AM																				
WI '02	2	17	.3	2.1					1	1	.2	2.1	1	3	.2	1.1	1	4	.1	1.1
4-Book	1	10	.2	1.1	1	7	.1	1.3	1	1	.2	2.1	1	3	.2	1.1	1	4	.1	1.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 12-24

Target Listener Estimates - Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KPEK-FM																				
WI '02	3	88	.4	3.1	2	40	.3	4.0		5			3	13	.4	3.3	2	8	.3	3.2
4-Book	2	64	.3	2.6	2	43	.3	3.6	2	6	.3	2.9	4	16	.6	4.1	3	10	.4	3.5
KQEQ-FM																				
WI '02		14				7														
4-Book		13	.1	.3		8				2	.1	.5		2	.1	.4		1		
KRQS-FM																				
WI '02																				
4-Book		5	.1	.3		5	.1	.4	1	2	.1	1.3		1	.1	.3		1		
KRST-FM																				
WI '02	3	67	.4	3.1	1	36	.1	2.0		5			1	9	.1	1.1	5	9	.7	7.9
4-Book	2	43	.2	1.7	1	21	.2	1.8	1	5	.2	1.8	1	9	.2	1.5	2	4	.3	2.7
KRZY-AM																				
WI '02	1	25	.1	1.0	1	8	.1	2.0		4			3	4	.4	3.3				
4-Book	2	16	.2	1.7	1	7	.1	1.3	1	2	.1	.9	2	4	.2	1.6	1	4	.2	1.7
KRZY-FM																				
WI '02	1	8	.1	1.0	4	8	.6	8.0	4	4	.6	9.5	5	8	.7	5.6	4	4	.6	6.3
4-Book	1	12	.2	1.5	2	7	.3	2.9	2	2	.3	3.8	2	3	.3	2.4	3	3	.4	3.7
KSYU-FM																				
WI '02		20				9											1	4	.1	1.6
4-Book	1	20	.2	1.2		7	.1	.4	1				1	2	.1	.9	2	4	.2	2.1
KTEG-FM																				
WI '02	12	180	1.7	12.5	10	131	1.4	20.0	10	24	1.4	23.8	17	58	2.4	18.9	14	25	2.0	22.2
4-Book	9	151	1.5	10.8	7	103	1.0	11.7	6	19	.9	11.5	9	37	1.4	10.9	10	27	1.5	13.6
KTZO-FM																				
WI '02	6	98	.9	6.3	3	56	.4	6.0	1	9	.1	2.4	6	30	.9	6.7	7	23	1.0	11.1
4-Book	5	73	.7	5.2	3	51	.5	5.4	3	10	.6	6.5	7	25	1.1	8.5	4	16	.6	5.5
KYLZ-FM																				
WI '02	12	210	1.7	12.5	6	146	.9	12.0	4	20	.6	9.5	13	70	1.9	14.4	3	21	.4	4.8
4-Book	14	200	2.3	16.7	10	137	1.7	17.7	8	30	1.3	15.2	13	50	2.1	15.5	12	39	1.9	15.9
+KZNM-FM																				
WI '02		9																		
4-Book	1	25	.2	1.2	1	13	.2	1.7	1	4	.2	2.3	1	3	.2	1.1	1	4	.1	1.0
KZRR-FM																				
WI '02	17	126	2.4	17.7	4	59	.6	8.0	4	17	.6	9.5	11	16	1.6	12.2	6	17	.9	9.5
4-Book	14	118	2.2	15.6	5	62	.9	9.3	6	19	1.0	12.1	8	22	1.3	9.4	5	17	.7	6.7
KBAC-FM																				
WI '02																				
4-Book		5	.1	.3		2				1								1		
TOTALS																				
WI '02	96	637	13.8		50	515	7.2		42	153	6.0		90	270	12.9		63	180	9.0	
4-Book	86	551	13.9		56	465	9.2		51	154	8.3		84	231	13.5		70	199	11.4	

\*\* 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 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
KABG-FM																			
WI '02																			
4-Book																			
1	5	.2	1.2	1	4	.2	2.5	1	3	.1	1.2	1	2	.2	1.9				
KBQI-FM																			
WI '02																			
4-Book																			
3	22	.4	7.5	5	13	.7	15.2	6	10	.9	12.0	4	9	.6	8.5	2	14	.3	6.5
1	7	.2	2.3	5	11	.7	12.8	4	11	.7	7.5	1	5	.2	2.5	1	7	.1	2.3
KBTK-AM																			
WI '02																			
4-Book																			
KBZU-FM																			
WI '02																			
4-Book																			
3	5	.4	7.5									1	4			1	5	.1	3.2
1	2	.2	2.2	1				6	.1	.4		1	4	.1	1.4	2			.8
KHFM-FM																			
WI '02																			
4-Book																			
1	3	.2	1.9		4			1	4	.2	1.6		2			1	4	.2	2.6
KIOT-FM																			
WI '02																			
4-Book																			
1	9	.2	2.0	3	14	.4	9.1	4	4	.6	8.0	5	11	.7	10.6	1	4	.1	3.2
				1	7	.2	2.9	2	6	.3	3.2	2	5	.2	3.3	1	5	.2	2.6
KIVA-AM																			
WI '02																			
4-Book																			
KKJY-AM																			
WI '02																			
4-Book																			
									1	.1	.4								
KKOB-AM																			
WI '02																			
4-Book																			
	1				2	.1	.6									1	5	.1	3.2
																1	1		.8
KKOB-FM																			
WI '02																			
4-Book																			
	1	.1	.4	2	4	.3	6.1		4				2	.1	.6	1	2	.1	1.5
				1	3	.2	2.8		3										
KKRG-FM																			
WI '02																			
4-Book																			
**	4	**	**	**	4	**	**	**	**	**	**	**	4	.1	2.1	**	4	.3	6.5
													**	**	**		**	**	**
KKSS-FM																			
WI '02																			
4-Book																			
5	22	.7	12.5	1	5	.1	3.0	2	16	.3	4.0	5	16	.7	10.6	4	4	.6	12.9
7	23	1.1	11.3	2	9	.2	4.2	5	21	.9	8.9	7	23	1.2	14.3	4	15	.7	10.3
KLSK-FM																			
WI '02																			
4-Book																			
1	7	.2	1.9		1	.1	.6	1	2	.1	1.2	1	13	.1	2.1	1	3	.1	1.1
												2	8	.2	2.8				
KLVO-FM																			
WI '02																			
4-Book																			
2	4			3	4	.4	9.1	1	9	.1	2.0	1	4	.1	2.1		4		
	5	.3	2.4	1	5	.2	3.5	3	10	.4	4.3	3	8	.5	6.1	2	5	.3	3.7
KMGA-FM																			
WI '02																			
4-Book																			
1	3	.2	1.5	1	1	.1	1.2	1	1	.1	1.2	1	1	.1	1.8	1	1	.1	1.5
KNKT-FM																			
WI '02																			
4-Book																			
				1	7	.1	3.0		4				4						
				1	3	.1	1.4	1	4	.1	.8	1	3	.1	.8				
KNML-AM																			
WI '02																			
4-Book																			
1	3	.1	1.3	1	1	.2	3.6						1	.1	.5	1	2	.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

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		
<b>KPEK-FM</b>																					
WI '02																					
3	4	.4	7.5	1	5	.1	3.0	2	18	.3	4.0	3	13	.4	6.4	2	4	.3	6.5		
4-Book																					
2	7	.3	3.7	2	5	.3	5.4	2	13	.3	3.5	2	7	.3	4.8	1	6	.2	3.6		
<b>KQEO-FM</b>																					
WI '02																					
4-Book																					
2	.1	.4		2	.1	.7		1	4	.2	1.2		4	.1	.6		2	.1	.5		
<b>KRQS-FM</b>																					
WI '02																					
4-Book																					
1	.1	.4		1									1	.1	.4		1				
<b>KRST-FM</b>																					
WI '02																					
4-Book																					
2	17	.3	5.0	2	9	.3	6.1														
1	6	.2	2.0	1	6	.1	2.2		1				1	3	.1	1.1		1	3	.1	1.2
<b>KRZY-AM</b>																					
WI '02																					
4-Book																					
				1	2	.1	1.2	1	2	.1	1.2							1	.1	.8	
<b>KRZY-FM</b>																					
WI '02																					
4-Book																					
1	4	.1	2.5	5	8	.7	15.2	5	8	.7	10.0	4	4	.6	8.5	1	4	.1	3.2		
1	3	.2	1.8	2	3	.3	5.1	2	3	.2	2.9	2	3	.3	3.1		1			.8	
<b>KSYU-FM</b>																					
WI '02																					
4-Book																					
1	5	.1	2.5																		
1	3	.1	1.0						3	.1	.4		1	1	.1	1.2		1	.1	.8	
<b>KTEG-FM</b>																					
WI '02																					
4-Book																					
11	34	1.6	27.5	3	21	.4	9.1	10	25	1.4	20.0	9	37	1.3	19.1	4	17	.6	12.9		
8	26	1.3	15.1	3	13	.5	8.4	7	22	1.0	11.5	5	25	.8	10.4	5	25	.8	14.3		
<b>KTZO-FM</b>																					
WI '02																					
4-Book																					
1	9	.1	2.5	3	22	.4	9.1	4	40	.6	8.0	2	9	.3	4.3						
1	7	.2	2.1	3	11	.4	8.0	5	26	.8	7.8	3	11	.4	4.8	2	7	.3	4.2		
<b>KYLZ-FM</b>																					
WI '02																					
4-Book																					
8	34	1.1	20.0	1	8	.1	3.0	5	28	.7	10.0	7	34	1.0	14.9	5	24	.7	16.1		
16	49	2.6	26.2	4	13	.6	10.6	10	39	1.6	16.4	10	32	1.6	20.0	8	28	1.3	22.4		
<b>+KZNM-FM</b>																					
WI '02																					
4-Book																					
	2	.1	.4		1	.1	.7	2	5	.2	2.3	1	2	.1	1.2	1	5	.2	2.7		
<b>KZRR-FM</b>																					
WI '02																					
4-Book																					
1	5	.1	2.5	1	8	.1	3.0	4	12	.6	8.0	2	8	.3	4.3	5	14	.7	16.1		
6	16	1.0	9.7	3	9	.4	7.6	6	16	1.0	10.2	4	12	.6	7.1	5	15	.8	12.4		
<b>KBAC-FM</b>																					
WI '02																					
4-Book																					
					1				1				1								
<b>TOTALS</b>																					
WI '02																					
4-Book																					
40	143	5.7		33	134	4.7		50	191	7.2		47	138	6.7		31	107	4.4			
59	164	9.6		35	113	5.7		59	192	9.5		50	143	8.2		37	124	6.1			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 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		
<b>KABG-FM</b>																					
WI '02	1	39	.1	.7	1	26	.1	.5	1	18	.1	.5	1	17	.1	.5					8
FA '01	1	42	.1	.7		7				3				18	.1	.6					8
SU '01	1	25	.1	.7	1	17	.1	.6	1	14	.1	.5	1	9	.1	.6					3
SP '01	1	28	.1	.8	1	6	.1	.6	1	14	.1	.5	1	13	.1	.6					4
<b>4-Book</b>	<b>1</b>	<b>34</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.6</b>					<b>6</b>
WI '01	1	24	.1	.7	3	19	.4	1.5	1	14	.1	.5	1	14	.1	.6					2
<b>KBQI-FM</b>																					
WI '02	14	139	1.6	9.9	31	104	3.6	15.9	23	94	2.7	10.5	14	92	1.6	7.5	2	40	.2	3.4	
FA '01	7	133	.8	5.1	8	69	.9	4.3	10	70	1.2	4.7	10	73	1.2	5.8	3	40	.4	4.7	
SU '01	6	97	.8	4.4	5	41	.6	2.9	7	50	.9	3.5	8	54	1.0	4.8	6	36	.8	7.4	
SP '01	5	85	.6	3.8	6	39	.8	3.4	8	50	1.0	3.9	6	50	.8	3.7	3	30	.4	5.2	
<b>4-Book</b>	<b>8</b>	<b>114</b>	<b>1.0</b>	<b>5.8</b>	<b>13</b>	<b>63</b>	<b>1.5</b>	<b>6.6</b>	<b>12</b>	<b>66</b>	<b>1.5</b>	<b>5.7</b>	<b>10</b>	<b>67</b>	<b>1.2</b>	<b>5.5</b>	<b>4</b>	<b>37</b>	<b>.5</b>	<b>5.2</b>	
WI '01	4	79	.5	2.9	7	49	.9	3.6	7	46	.9	3.3	3	39	.4	1.7	1	21	.1	1.5	
<b>KBTK-AM</b>																					
WI '02	2	21	.2	1.4	4	16	.5	2.1		4			3	17	.3	1.6	1	8	.1	1.7	
FA '01	1	14	.1	.7	2	14	.2	1.1		4			1	10	.1	.6					
SU '01		7				7								7							
SP '01		13				3			1	4	.1	.5		9				4			
<b>4-Book</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>10</b>	<b>.2</b>	<b>.8</b>		<b>3</b>		<b>.1</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.6</b>		<b>3</b>		<b>.4</b>	
WI '01		3											1	3	.1	.6					
<b>KBZU-FM</b>																					
WI '02	6	77	.7	4.2	5	38	.6	2.6	9	59	1.0	4.1	9	42	1.0	4.8	5	29	.6	8.5	
FA '01	4	79	.5	2.9	5	32	.6	2.7	10	51	1.2	4.7	6	47	.7	3.5	1	14	.1	1.6	
SU '01	4	68	.5	2.9	5	42	.6	2.9	6	39	.8	3.0	5	48	.6	3.0		3			
SP '01	2	46	.3	1.5	1	8	.1	.6	6	34	.8	3.0	6	36	.8	3.7		6			
<b>4-Book</b>	<b>4</b>	<b>68</b>	<b>.5</b>	<b>2.9</b>	<b>4</b>	<b>30</b>	<b>.5</b>	<b>2.2</b>	<b>8</b>	<b>46</b>	<b>1.0</b>	<b>3.7</b>	<b>7</b>	<b>43</b>	<b>.8</b>	<b>3.8</b>		<b>13</b>	<b>.2</b>	<b>2.5</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KHFM-FM</b>																					
WI '02	1	30	.1	.7	1	13	.1	.5	2	13	.2	.9	1	13	.1	.5					17
FA '01	3	42	.4	2.2	4	16	.5	2.2	5	9	.6	2.4	5	29	.6	2.9	1	10	.1	1.6	
SU '01	1	58	.1	.7		10			1	12	.1	.5	2	24	.3	1.2	1	16	.1	1.2	
SP '01	1	27	.1	.8	2	10	.3	1.1	1	7	.1	.5	1	17	.1	.6	1	7	.1	1.7	
<b>4-Book</b>	<b>2</b>	<b>39</b>	<b>.2</b>	<b>1.1</b>	<b>2</b>	<b>12</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>10</b>	<b>.3</b>	<b>1.1</b>	<b>2</b>	<b>21</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>1.1</b>	
WI '01	1	38	.1	.7		8			1	14	.1	.5	1	16	.1	.6	4	25	.5	5.9	
<b>KIOT-FM</b>																					
WI '02	1	66	.1	.7	1	40	.1	.5	1	26	.1	.5	2	34	.2	1.1	2	13	.2	3.4	
FA '01	2	68	.2	1.4	2	15	.2	1.1	4	35	.5	1.9	2	18	.2	1.2	1	22	.1	1.6	
SU '01	4	90	.5	2.9	4	45	.5	2.3	7	42	.9	3.5	4	55	.5	2.4	1	21	.1	1.2	
SP '01	4	105	.5	3.1	5	30	.6	2.8	7	47	.9	3.4	7	54	.9	4.3	2	27	.3	3.4	
<b>4-Book</b>	<b>3</b>	<b>82</b>	<b>.3</b>	<b>2.0</b>	<b>3</b>	<b>33</b>	<b>.4</b>	<b>1.7</b>	<b>5</b>	<b>38</b>	<b>.6</b>	<b>2.3</b>	<b>4</b>	<b>40</b>	<b>.5</b>	<b>2.3</b>	<b>2</b>	<b>21</b>	<b>.2</b>	<b>2.4</b>	
WI '01	8	141	1.0	5.7	6	61	.8	3.1	13	77	1.6	6.2	11	71	1.4	6.1	2	38	.3	2.9	
<b>KIVA-AM</b>																					
WI '02	1	19	.1	.7	1	5	.1	.5	2	9	.2	.9	1	10	.1	.5	1	5	.1	1.7	
FA '01		9							1	9	.1	.5		9			1	4	.1	1.6	
SU '01	1	22	.1	.7	2	14	.3	1.1	1	11	.1	.5	3	15	.4	1.8	1	8	.1	1.2	
SP '01		10				4								10				10			
<b>4-Book</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>1.1</b>	
WI '01		11				6								8				4			
<b>KKJY-AM</b>																					
WI '02		5				5			1	5	.1	.5		5							
FA '01		11				7			2	8	.2	.9									
SU '01		3				3				3				3							
SP '01		3				3				3				3							
<b>4-Book</b>	<b></b>	<b>6</b>			<b></b>	<b>5</b>			<b>1</b>	<b>5</b>	<b>.1</b>	<b>.4</b>	<b></b>	<b>1</b>							
WI '01																					

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
<b>KKOB-AM</b>																				
WI '02	6	98	.7	4.2	7	57	.8	3.6	11	42	1.3	5.0	7	59	.8	3.8	1	30	.1	1.7
FA '01	6	93	.7	4.3	10	39	1.2	5.4	10	36	1.2	4.7	8	46	.9	4.7	4	11	.5	6.3
SU '01	5	73	.6	3.7	10	40	1.3	5.7	11	39	1.4	5.5	6	38	.8	3.6	1	16	.1	1.2
SP '01	6	77	.8	4.6	9	41	1.1	5.0	14	60	1.8	6.9	10	40	1.3	6.2	1	4	.1	1.7
4-Book	6	85	.7	4.2	9	44	1.1	4.9	12	44	1.4	5.5	8	46	1.0	4.6	2	15	.2	2.7
WI '01	4	74	.5	2.9	4	38	.5	2.1	9	56	1.1	4.3	3	32	.4	1.7	3	23	.4	4.4
<b>KKOB-FM</b>																				
WI '02	6	107	.7	4.2	7	46	.8	3.6	9	64	1.0	4.1	7	64	.8	3.8	2	35	.2	3.4
FA '01	3	95	.4	2.2	7	52	.8	3.8	3	53	.4	1.4	3	54	.4	1.8	1	16	.1	1.6
SU '01	4	105	.5	2.9	7	43	.9	4.0	7	41	.9	3.5	5	52	.6	3.0	1	11		
SP '01	5	109	.6	3.8	10	49	1.3	5.6	6	46	.8	3.0	5	64	.6	3.1	2	17	.3	3.4
4-Book	5	104	.6	3.3	8	48	1.0	4.3	6	51	.8	3.0	5	59	.6	2.9	1	20	.2	2.1
WI '01	3	108	.4	2.1	4	56	.5	2.1	4	49	.5	1.9	4	51	.5	2.2	1	27	.1	1.5
<b>KKRG-FM</b>																				
WI '02	1	52	.1	.7	2	17	.2	1.0	2	17	.2	.9	2	22	.2	1.1	1	9	.1	1.7
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	9	240	1.0	6.3	8	108	.9	4.1	12	116	1.4	5.5	14	144	1.6	7.5	5	65	.6	8.5
FA '01	5	163	.6	3.6	5	76	.6	2.7	5	66	.6	2.4	5	78	.6	2.9	5	61	.6	7.8
SU '01	9	151	1.1	6.6	10	64	1.3	5.7	12	81	1.5	6.0	9	76	1.1	5.5	9	44	1.1	11.1
SP '01	7	189	.9	5.4	9	84	1.1	5.0	7	86	.9	3.4	10	111	1.3	6.2	3	53	.4	5.2
4-Book	8	186	.9	5.5	8	83	1.0	4.4	9	87	1.1	4.3	10	102	1.2	5.5	6	56	.7	8.2
WI '01	5	151	.6	3.6	8	59	1.0	4.1	7	86	.9	3.3	8	98	1.0	4.4	3	40	.4	4.4
<b>KLTK-FM</b>																				
WI '02	2	64	.2	1.4	3	35	.3	1.5	5	39	.6	2.3	3	25	.3	1.6	1	13	.1	1.7
FA '01	5	87	.6	3.6	3	13	.4	1.6	6	36	.7	2.8	5	29	.6	2.9	2	11	.2	3.1
SU '01	2	55	.3	1.5	3	33	.4	1.7	4	32	.5	2.0	2	21	.3	1.2	3	3		
SP '01	6	93	.8	4.6	7	47	.9	3.9	11	50	1.4	5.4	8	55	1.0	4.9	2	32	.3	3.4
4-Book	4	75	.5	2.8	4	32	.5	2.2	7	39	.8	3.1	5	33	.6	2.7	1	15	.2	2.1
WI '01	2	84	.3	1.4	3	35	.4	1.5	4	62	.5	1.9	3	47	.4	1.7	1	22	.1	1.5
<b>KLVO-FM</b>																				
WI '02	6	66	.7	4.2	6	33	.7	3.1	10	41	1.2	4.5	8	37	.9	4.3	1	20	.1	1.7
FA '01	3	47	.4	2.2	3	23	.4	1.6	3	24	.4	1.4	4	40	.5	2.3	2	11	.2	3.1
SU '01	5	73	.6	3.7	7	48	.9	4.0	7	36	.9	3.5	4	37	.5	2.4	2	26	.3	2.5
SP '01	8	91	1.0	6.2	8	34	1.0	4.5	9	62	1.1	4.4	14	65	1.8	8.6	3	29	.4	5.2
4-Book	6	69	.7	4.1	6	35	.8	3.3	7	41	.9	3.5	8	45	.9	4.4	2	22	.3	3.1
WI '01	5	61	.6	3.6	7	33	.9	3.6	8	34	1.0	3.8	6	38	.8	3.3	2	14	.3	2.9
<b>KMGA-FM</b>																				
WI '02	2	46	.2	1.4	2	22	.2	1.0	4	17	.5	1.8	3	26	.3	1.6		9		
FA '01	6	56	.7	4.3	6	14	.7	3.2	10	40	1.2	4.7	8	32	.9	4.7	1	24	.1	1.6
SU '01	4	74	.5	2.9	3	32	.4	1.7	5	26	.6	2.5	3	43	.4	1.8	5	41	.6	6.2
SP '01	3	61	.4	2.3	4	32	.5	2.2	6	38	.8	3.0	3	33	.4	1.9	1	13	.1	1.7
4-Book	4	59	.5	2.7	4	25	.5	2.0	6	30	.8	3.0	4	34	.5	2.5	2	22	.2	2.4
WI '01	4	73	.5	2.9	5	32	.6	2.6	5	31	.6	2.4	4	30	.5	2.2	2	15	.3	2.9
<b>KNKT-FM</b>																				
WI '02	1	18	.1	.7	1	9	.1	.5	1	8	.1	.5	1	4	.1	.5	2	14	.2	3.4
FA '01	2	35	.2	1.4	3	14	.4	1.6	3	12	.4	1.4	2	18	.2	1.2		4		
SU '01	1	24	.1	.7	1	11	.1	.6	1	17	.1	.5	1	15	.1	.6		3		
SP '01		17			1	8	.1	.6		4			1	17	.1	.6		6		
4-Book	1	24	.1	.7	2	11	.2	.8	1	10	.2	.6	1	14	.1	.7	1	7	.1	.9
WI '01	1	34	.1	.7		6				3			1	6	.1	.6		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 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
<b>KNML-AM</b>																				
WI '02	4	64	.5	2.8	7	48	.8	3.6	7	43	.8	3.2	4	43	.5	2.2		9		
FA '01	6	78	.7	4.3	6	23	.7	3.2	21	46	2.5	10.0	5	28	.6	2.9	1	20	.1	1.6
SU '01	2	19	.3	1.5	4	16	.5	2.3	6	16	.8	3.0	2	11	.3	1.2		4		
SP '01	6	46	.8	4.6	8	25	1.0	4.5	15	32	1.9	7.4	5	29	.6	3.1	1	3	.1	1.7
<b>4-Book</b>	<b>5</b>	<b>52</b>	<b>.6</b>	<b>3.3</b>	<b>6</b>	<b>28</b>	<b>.8</b>	<b>3.4</b>	<b>12</b>	<b>34</b>	<b>1.5</b>	<b>5.9</b>	<b>4</b>	<b>28</b>	<b>.5</b>	<b>2.4</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.8</b>
WI '01	3	42	.4	2.1	7	34	.9	3.6	4	22	.5	1.9	2	24	.3	1.1		8		
<b>KPEK-FM</b>																				
WI '02	5	144	.6	3.5	5	73	.6	2.6	4	68	.5	1.8	6	86	.7	3.2	2	48	.2	3.4
FA '01	3	131	.4	2.2	4	45	.5	2.2	4	66	.5	1.9	4	63	.5	2.3	2	29	.2	3.1
SU '01	5	136	.6	3.7	5	34	.6	2.9	8	70	1.0	4.0	10	87	1.3	6.1	3	37	.4	3.7
SP '01	6	135	.8	4.6	10	54	1.3	5.6	10	65	1.3	4.9	5	64	.6	3.1	2	30	.3	3.4
<b>4-Book</b>	<b>5</b>	<b>137</b>	<b>.6</b>	<b>3.5</b>	<b>6</b>	<b>52</b>	<b>.8</b>	<b>3.3</b>	<b>7</b>	<b>67</b>	<b>.8</b>	<b>3.2</b>	<b>6</b>	<b>75</b>	<b>.8</b>	<b>3.7</b>	<b>2</b>	<b>36</b>	<b>.3</b>	<b>3.4</b>
WI '01	8	165	1.0	5.7	9	80	1.1	4.6	11	74	1.4	5.2	12	75	1.5	6.7	2	40	.3	2.9
<b>KQEO-FM</b>																				
WI '02		14				14				5				4						
FA '01		3				3														
SU '01		18				3				7								3		
SP '01	1	18	.1	.8		11			1	7	.1	.5					2	10	.3	3.4
<b>4-Book</b>		<b>13</b>		<b>.2</b>		<b>8</b>				<b>5</b>		<b>.1</b>		<b>1</b>			<b>1</b>	<b>3</b>	<b>.1</b>	<b>.9</b>
WI '01	1	28	.1	.7	2	21	.3	1.0	3	21	.4	1.4	2	12	.3	1.1		5		
<b>KQRS-FM</b>																				
WI '02	3	25	.3	2.1	4	21	.5	2.1	5	17	.6	2.3	4	13	.5	2.2	1	5	.1	1.7
FA '01	2	29	.2	1.4	2	11	.2	1.1	2	25	.2	.9	1	17	.1	.6		5		
SU '01		26				3				7			1	17	.1	.6	1	11	.1	1.2
SP '01	2	26	.3	1.5	3	16	.4	1.7	3	9	.4	1.5	4	20	.5	2.5	1	15	.1	1.7
<b>4-Book</b>	<b>2</b>	<b>27</b>	<b>.2</b>	<b>1.3</b>	<b>2</b>	<b>13</b>	<b>.3</b>	<b>1.2</b>	<b>3</b>	<b>15</b>	<b>.3</b>	<b>1.2</b>	<b>3</b>	<b>17</b>	<b>.3</b>	<b>1.5</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>1.2</b>
WI '01	1	35	.1	.7		7			2	18	.3	1.0	2	25	.3	1.1		6		
<b>KRST-FM</b>																				
WI '02	4	113	.5	2.8	6	66	.7	3.1	4	38	.5	1.8	6	51	.7	3.2	1	27	.1	1.7
FA '01	5	104	.6	3.6	5	37	.6	2.7	7	58	.8	3.3	6	56	.7	3.5	4	39	.5	6.3
SU '01	4	98	.5	2.9	4	49	.5	2.3	2	33	.3	1.0	2	56	.3	1.2	6	40	.8	7.4
SP '01	3	85	.4	2.3	3	40	.4	1.7	3	30	.4	1.5	3	43	.4	1.9	1	21	.1	1.7
<b>4-Book</b>	<b>4</b>	<b>100</b>	<b>.5</b>	<b>2.9</b>	<b>5</b>	<b>48</b>	<b>.6</b>	<b>2.5</b>	<b>4</b>	<b>40</b>	<b>.5</b>	<b>1.9</b>	<b>4</b>	<b>52</b>	<b>.5</b>	<b>2.5</b>	<b>3</b>	<b>32</b>	<b>.4</b>	<b>4.3</b>
WI '01	4	118	.5	2.9	10	62	1.3	5.2	5	58	.6	2.4	3	48	.4	1.7	1	30	.1	1.5
<b>KRZY-AM</b>																				
WI '02	1	33	.1	.7	2	21	.2	1.0	1	21	.1	.5	1	16	.1	.5				
FA '01	3	29	.4	2.2	9	29	1.1	4.8	4	16	.5	1.9		3				6		
SU '01	4	38	.5	2.9	10	28	1.3	5.7	9	27	1.1	4.5	2	14	.3	1.2				
SP '01	4	32	.5	3.1	7	22	.9	3.9	7	22	.9	3.4	2	14	.3	1.2	1	10	.1	1.7
<b>4-Book</b>	<b>3</b>	<b>33</b>	<b>.4</b>	<b>2.2</b>	<b>7</b>	<b>25</b>	<b>.9</b>	<b>3.9</b>	<b>5</b>	<b>22</b>	<b>.7</b>	<b>2.6</b>	<b>1</b>	<b>12</b>	<b>.2</b>	<b>.7</b>		<b>4</b>		<b>.4</b>
WI '01	2	18	.3	1.4	3	16	.4	1.5	5	10	.6	2.4	2	13	.3	1.1		6		
<b>KRZY-FM</b>																				
WI '02	6	36	.7	4.2	3	24	.3	1.5	9	28	1.0	4.1	9	36	1.0	4.8	3	16	.3	5.1
FA '01	1	30	.1	.7		4			2	14	.2	.9	2	9	.2	1.2	1	11	.1	1.6
SU '01	4	48	.5	2.9	5	17	.6	2.9	6	18	.8	3.0	4	34	.5	2.4	1	21	.1	1.2
SP '01	2	40	.3	1.5	3	14	.4	1.7	2	12	.3	1.0	1	19	.1	.6	1	6	.1	1.7
<b>4-Book</b>	<b>3</b>	<b>39</b>	<b>.4</b>	<b>2.3</b>	<b>3</b>	<b>15</b>	<b>.3</b>	<b>1.5</b>	<b>5</b>	<b>18</b>	<b>.6</b>	<b>2.3</b>	<b>4</b>	<b>25</b>	<b>.5</b>	<b>2.3</b>	<b>2</b>	<b>14</b>	<b>.2</b>	<b>2.4</b>
WI '01	1	14	.1	.7		4				4			1	8	.1	.6		2		
<b>KSYU-FM</b>																				
WI '02	2	21	.2	1.4	3	8	.3	1.5	5	21	.6	2.3	3	17	.3	1.6		5		
FA '01	2	58	.2	1.4	2	30	.2	1.1	2	30	.2	.9	2	23	.2	1.2	1	.6	.1	1.6
SU '01	1	35	.1	.7	1	15	.1	.6	2	20	.3	1.0	3	20	.4	1.8	1	18	.1	1.2
SP '01	1	28	.1	.8	1	17	.1	.6	2	22	.3	1.0	1	16	.1	.6		9		
<b>4-Book</b>	<b>2</b>	<b>36</b>	<b>.2</b>	<b>1.1</b>	<b>2</b>	<b>18</b>	<b>.2</b>	<b>1.0</b>	<b>3</b>	<b>23</b>	<b>.4</b>	<b>1.3</b>	<b>2</b>	<b>19</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.7</b>
WI '01	1	32	.1	.7	1	11	.1	.5	1	12	.1	.5	1	18	.1	.6		4		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KTEG-FM</b>																				
WI '02	11	167	1.3	7.7	11	87	1.3	5.6	16	95	1.9	7.3	12	92	1.4	6.5	9	67	1.0	15.3
FA '01	6	147	.7	4.3	8	78	.9	4.3	9	74	1.1	4.3	8	86	.9	4.7	5	76	.6	7.8
SU '01	8	161	1.0	5.9	9	84	1.1	5.2	11	109	1.4	5.5	10	112	1.3	6.1	8	73	1.0	9.9
SP '01	4	145	.5	3.1	5	59	.6	2.8	8	68	1.0	3.9	6	93	.8	3.7	3	47	.4	5.2
4-Book	7	155	.9	5.3	8	77	1.0	4.5	11	87	1.4	5.3	9	96	1.1	5.3	6	66	.8	9.6
WI '01	11	173	1.4	7.9	12	75	1.5	6.2	16	103	2.0	7.6	14	97	1.8	7.8	10	93	1.3	14.7
<b>KTZO-FM</b>																				
WI '02	6	133	.7	4.2	7	70	.8	3.6	9	83	1.0	4.1	9	69	1.0	4.8	2	26	.2	3.4
FA '01	7	167	.8	5.1	10	63	1.2	5.4	9	84	1.1	4.3	9	74	1.1	5.3	3	70	.4	4.7
SU '01	8	133	1.0	5.9	6	44	.8	3.4	12	60	1.5	6.0	12	64	1.5	7.3	4	46	.5	4.9
SP '01	9	114	1.1	6.9	11	58	1.4	6.1	18	75	2.3	8.9	10	75	1.3	6.2	4	42	.5	6.9
4-Book	8	137	.9	5.5	9	59	1.1	4.6	12	76	1.5	5.8	10	71	1.2	5.9	3	46	.4	5.0
WI '01	3	90	.4	2.1	4	43	.5	2.1	4	59	.5	1.9	4	46	.5	2.2	1	28	.1	1.5
<b>KYLZ-FM</b>																				
WI '02	8	195	.9	5.6	11	96	1.3	5.6	11	96	1.3	5.0	7	97	.8	3.8	7	79	.8	11.9
FA '01	9	193	1.1	6.5	10	101	1.2	5.4	12	93	1.4	5.7	15	127	1.8	8.8	7	74	.8	10.9
SU '01	10	165	1.3	7.4	10	81	1.3	5.7	13	88	1.6	6.5	10	98	1.3	6.1	8	71	1.0	9.9
SP '01	7	184	.9	5.4	6	79	.8	3.4	7	88	.9	3.4	13	118	1.6	8.0	5	75	.6	8.6
4-Book	9	184	1.1	6.2	9	89	1.2	5.0	11	91	1.3	5.2	11	110	1.4	6.7	7	75	.8	10.3
WI '01	8	161	1.0	5.7	10	78	1.3	5.2	10	87	1.3	4.8	9	93	1.1	5.0	7	63	.9	10.3
<b>+KZNM-FM</b>																				
WI '02	1	29	.1	.7	2	13	.2	1.0	1	8	.1	.5	2	20	.2	1.1	1	8	.1	1.7
FA '01	2	44	.2	1.4	1	16	.1	.5	2	20	.2	.9	3	33	.4	1.8	1	19	.1	1.6
SU '01	3	73	.4	2.2	6	54	.8	3.4	3	43	.4	1.5	2	37	.3	1.2	2	11	.3	2.5
SP '01	4	57	.5	3.1	5	30	.6	2.8	2	37	.3	1.0	5	27	.6	3.1	2	20	.3	3.4
4-Book	3	51	.3	1.9	4	28	.4	1.9	2	27	.3	1.0	3	29	.4	1.8	2	15	.2	2.3
WI '01	2	70	.3	1.4	5	30	.6	2.6	2	25	.3	1.0	3	45	.4	1.7	1	17	.1	1.5
<b>KZRR-FM</b>																				
WI '02	20	257	2.3	14.1	38	192	4.4	19.5	39	168	4.5	17.7	24	166	2.8	12.9	3	57	.3	5.1
FA '01	31	291	3.7	22.5	56	211	6.6	30.1	48	175	5.7	22.7	36	172	4.3	21.1	11	85	1.3	17.2
SU '01	21	264	2.6	15.4	29	129	3.6	16.7	36	166	4.5	17.9	28	173	3.5	17.0	9	84	1.1	11.1
SP '01	15	213	1.9	11.5	35	149	4.4	19.6	18	113	2.3	8.9	13	116	1.6	8.0	7	75	.9	12.1
4-Book	22	256	2.6	15.9	40	170	4.8	21.5	35	156	4.3	16.8	25	157	3.1	14.8	8	75	.9	11.4
WI '01	30	284	3.8	21.4	41	191	5.1	21.1	46	161	5.8	21.9	43	200	5.4	23.9	14	87	1.8	20.6
<b>KBAC-FM</b>																				
WI '02	1	8	.1	.7	2	8	.2	1.0					3	4	.3	1.6	2	4	.2	3.4
FA '01	3	31	.4	2.2	6	20	.7	3.2	4	15	.5	1.9	4	20	.5	2.3	1	23	.1	1.6
SU '01		20			1	12	.1	.6	1	5	.1	.5		12			1	8	.1	1.2
SP '01		13											1	7	.1	.6		4		
4-Book	1	18	.1	.7	2	10	.3	1.2	1	5	.2	.6	2	11	.2	1.1	1	10	.1	1.6
WI '01		8				4				4								4		
<b>TOTALS</b>																				
WI '02	142	816	16.5		195	700	22.7		220	662	25.6		186	707	21.6		59	453	6.9	
FA '01	138	809	16.3		186	678	22.0		211	669	25.0		171	685	20.2		64	447	7.6	
SU '01	136	776	17.0		174	636	21.8		201	611	25.2		165	691	20.7		81	477	10.1	
SP '01	130	764	16.3		179	585	22.4		203	636	25.4		162	671	20.3		58	407	7.3	
4-Book	137	791	16.5		184	650	22.2		209	645	25.3		171	689	20.7		66	446	8.0	
WI '01	140	765	17.5		194	650	24.3		210	597	26.3		180	661	22.5		68	436	8.5	

\*\* 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

# 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	
KABG-FM																				
WI '02	1	31	.1	.5	1	17	.1	1.1	2	4	.2	2.2	2	4	.2	1.3	2	4	.2	1.7
4-Book	1	26	.1	.4	1	15	.1	1.4	2	6	.2	1.7	3	5	.3	1.8	1	3	.1	.6
KBQI-FM																				
WI '02	23	139	2.7	11.4	6	74	.7	6.6	7	18	.8	7.6	7	35	.8	4.6	3	13	.3	2.5
4-Book	12	101	1.4	5.9	5	59	.7	5.8	5	13	.6	5.6	7	21	.8	4.7	6	22	.7	4.8
KBTK-AM																				
WI '02	2	21	.2	1.0	1	8	.1	1.1					1	8	.1	.7	3	4	.3	2.5
4-Book	1	14	.1	.5		3		.3					2			.2	1	2	.1	.6
KBZU-FM																				
WI '02	8	69	.9	4.0	4	38	.5	4.4	3	8	.3	3.3	9	13	1.0	5.9	10	22	1.2	8.3
4-Book	6	60	.7	3.2	2	28	.3	2.5	1	4	.1	1.4	5	11	.6	3.1	4	12	.5	3.3
KHFM-FM																				
WI '02	2	21	.2	1.0		17								9						
4-Book	2	25	.3	1.2	1	21	.1	.9	1	2	.1	.6	1	8	.1	.5	1	2	.1	.4
KIOT-FM																				
WI '02	2	57	.2	1.0	1	40	.1	1.1	1	4	.1	1.1	3	12	.3	2.0	1	14	.1	.8
4-Book	4	66	.5	2.2	2	38	.2	2.2	1	7	.2	1.4	3	14	.4	2.1	2	7	.2	1.2
KIVA-AM																				
WI '02	1	14	.1	.5		5														
4-Book	1	14	.1	.4		3				1		.3					1	1	.1	.5
KKJY-AM																				
WI '02		5																		
4-Book		6		.1		2				1		.3	1	2	.1	.5				
KKOB-AM																				
WI '02	9	94	1.0	4.5	3	46	.3	3.3	1	4	.1	1.1	4	16	.5	2.6	1	4	.1	.8
4-Book	10	77	1.2	5.2	1	26	.1	1.4	1	3	.1	.8	2	8	.3	1.5	1	4	.1	.9
KKOB-FM																				
WI '02	8	98	.9	4.0	4	51	.5	4.4	4	8	.5	4.3	7	26	.8	4.6	5	17	.6	4.1
4-Book	6	89	.8	3.3	3	45	.4	3.1	3	11	.4	3.7	5	21	.6	3.4	4	12	.5	3.0
KKRG-FM																				
WI '02	2	39	.2	1.0	1	22	.1	1.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	11	215	1.3	5.4	7	112	.8	7.7	6	30	.7	6.5	13	44	1.5	8.5	12	48	1.4	9.9
4-Book	9	160	1.1	4.5	7	101	.8	7.5	5	22	.6	5.1	10	41	1.2	7.0	10	33	1.2	8.4
KLSK-FM																				
WI '02	4	52	.5	2.0	1	30	.1	1.1	2	17	.2	2.2		4			1	9	.1	.8
4-Book	5	60	.7	2.8	3	39	.3	3.0	3	11	.3	2.8	5	13	.6	3.2	3	11	.3	2.2
KLVO-FM																				
WI '02	9	49	1.0	4.5	4	45	.5	4.4	6	16	.7	6.5	9	20	1.0	5.9	6	12	.7	5.0
4-Book	7	60	.9	3.9	5	46	.6	5.3	5	14	.6	5.4	8	18	1.0	5.5	6	15	.7	5.1
KMGA-FM																				
WI '02	3	30	.3	1.5	2	25	.2	2.2	1	4	.1	1.1	5	13	.6	3.3	4	12	.5	3.3
4-Book	5	45	.6	2.7	3	28	.3	2.7	2	6	.2	2.0	7	17	.8	4.5	4	12	.5	3.4
KNKT-FM																				
WI '02	1	13	.1	.5		4							3	4	.3	2.0				
4-Book	2	19	.2	.8	1	12	.1	.6		2		.3	2	6	.2	1.0		3		.2
KNML-AM																				
WI '02	6	64	.7	3.0	1	30	.1	1.1	1	9	.1	1.1	2	13	.2	1.3	1	4	.1	.8
4-Book	8	46	1.0	4.1	1	20	.1	1.2	1	6	.1	1.1	3	9	.3	2.0	1	4	.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 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	
<b>KPEK-FM</b>																				
WI '02	5	121	.6	2.5	7	83	.8	7.7	2	13	.2	2.2	8	26	.9	5.2	8	30	.9	6.6
4-Book	6	110	.8	3.3	5	76	.6	5.0	3	11	.3	2.9	7	27	.8	4.5	6	25	.7	5.1
<b>KQEO-FM</b>																				
WI '02		14											1	3	.1	.4		2		.3
4-Book		10				6		.3		1			1	3	.1	.4		2		.3
<b>KRQS-FM</b>																				
WI '02	4	25	.5	2.0	2	13	.2	2.2	2	5	.2	2.2	6	13	.7	3.9	1	5	.1	.8
4-Book	2	23	.3	1.2	1	13	.1	1.4	2	4	.3	2.2	2	4	.2	1.1	1	3	.1	.6
<b>KRST-FM</b>																				
WI '02	5	83	.6	2.5	4	61	.5	4.4	2	9	.2	2.2	5	26	.6	3.3	10	21	1.2	8.3
4-Book	4	76	.5	2.2	5	63	.6	5.0	3	12	.4	3.4	3	20	.4	2.2	6	23	.8	5.4
<b>KRZY-AM</b>																				
WI '02	1	33	.1	.5		4							3	4	.3	2.0				
4-Book	5	31	.6	2.4	1	14	.2	1.4	3	8	.4	3.4	3	6	.4	2.2	1	5	.1	.7
<b>KRZY-FM</b>																				
WI '02	7	36	.8	3.5	7	24	.8	7.7	6	12	.7	6.5	9	20	1.0	5.9	10	12	1.2	8.3
4-Book	4	31	.5	2.0	3	20	.4	3.4	3	8	.4	3.7	4	10	.5	3.0	4	6	.5	3.1
<b>KSYU-FM</b>																				
WI '02	4	21	.5	2.0		13							1	4	.1	.7				
4-Book	2	30	.3	1.2	1	17	.1	.8		3		.3	1	7	.1	.9	1	3	.2	1.1
<b>KTEG-FM</b>																				
WI '02	13	132	1.5	6.4	9	110	1.0	9.9	13	36	1.5	14.1	11	36	1.3	7.2	15	34	1.7	12.4
4-Book	9	134	1.1	4.9	5	83	.6	5.5	6	21	.7	6.8	8	28	.9	5.2	9	26	1.1	7.3
<b>KTZO-FM</b>																				
WI '02	8	114	.9	4.0	3	45	.3	3.3		5			6	23	.7	3.9	9	23	1.0	7.4
4-Book	10	109	1.3	5.5	5	76	.7	5.9	6	17	.7	6.6	11	35	1.4	7.9	8	29	1.0	6.8
<b>KYLZ-FM</b>																				
WI '02	10	161	1.2	5.0	5	108	.6	5.5	4	17	.5	4.3	12	60	1.4	7.8	4	17	.5	3.3
4-Book	10	156	1.3	5.4	6	91	.7	6.4	4	16	.5	4.5	9	36	1.1	6.1	9	33	1.1	7.7
<b>+KZNM-FM</b>																				
WI '02	2	25	.2	1.0	1	16	.1	1.1	1	4	.1	1.1	2	8	.2	1.3				
4-Book	3	48	.4	1.6	3	22	.3	2.8	3	9	.4	3.5	4	9	.5	2.8	2	8	.3	1.7
<b>KZRR-FM</b>																				
WI '02	34	244	4.0	16.8	7	120	.8	7.7	10	46	1.2	10.9	13	29	1.5	8.5	9	38	1.0	7.4
4-Book	34	233	4.1	17.6	11	133	1.3	11.6	13	43	1.6	14.6	17	48	2.0	11.7	13	43	1.6	11.1
<b>KBAC-FM</b>																				
WI '02	2	8	.2	1.0																
4-Book	2	15	.2	.9		6		.3	1	2	.1	.5		2		.2				
<b>TOTALS</b>																				
WI '02	202	803	23.5		91	662	10.6		92	247	10.7		153	385	17.8		121	305	14.1	
4-Book	190	774	23.0		90	638	10.9		89	245	10.8		142	350	17.2		116	308	14.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 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
KABG-FM																				
WI '02	3	9	.3	4.8					1	4	.1	1.0	1	4	.1	1.1				
4-Book	2	5	.2	2.3				.4	2	6	.2	1.6	1	3	.1	1.2				
KBQI-FM																				
WI '02	3	22	.3	4.8	10	34	1.2	16.7	11	30	1.3	10.8	4	9	.5	4.3	2	14	.2	4.4
4-Book	3	13	.3	3.9	7	21	.8	11.0	9	26	1.2	8.7	4	10	.5	4.5	2	9	.2	4.5
KBTK-AM																				
WI '02					1	4	.1	1.7												
4-Book						1		.4												
KBZU-FM																				
WI '02	4	13	.5	6.5					1	8	.1	1.0	1	4	.1	1.1	1	5	.1	2.2
4-Book	2	5	.3	3.2	1	3	.1	1.2	2	7	.3	2.2	2	6	.2	1.9		2		.6
KHFM-FM																				
WI '02		4								4			2	8	.2	2.2				4
4-Book	1	5	.1	1.5		2		.4	1	5	.2	1.1	2	5	.2	1.7	1	4	.1	2.0
KIOT-FM																				
WI '02	1	8	.1	1.6	3	14	.3	5.0		5										
4-Book	1	6	.1	1.5	2	9	.2	2.9	2	7	.3	2.1	2	6	.3	2.1	3	5	.3	5.5
KIVA-AM																				
WI '02		5																5		
4-Book		2		.3														1		
KKJY-AM																				
WI '02										1		.3								
4-Book																				
KKOB-AM																				
WI '02	1	8	.1	1.6	4	13	.5	6.7	9	17	1.0	8.8	5	17	.6	5.4	2	17	.2	4.4
4-Book	1	7	.2	1.9	1	3	.1	1.7	2	4	.3	2.2	2	8	.3	2.6	1	7	.1	1.7
KKOB-FM																				
WI '02	1	4	.1	1.6	2	8	.2	3.3	2	16	.2	2.0	5	21	.6	5.4	8	17	.9	17.8
4-Book	2	6	.2	2.7	2	10	.3	3.7	2	12	.2	1.6	3	14	.4	3.8	3	9	.3	6.0
KKRG-FM																				
WI '02		4			1	13	.1	1.7	3	8	.3	2.9	2	9	.2	2.2	2	4	.2	4.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	9	26	1.0	14.5	5	25	.6	8.3	4	25	.5	3.9	6	21	.7	6.5				
4-Book	8	24	.9	11.4	4	17	.5	6.3	8	26	1.0	7.3	8	24	1.0	8.7	2	11	.2	3.7
KLSK-FM																				
WI '02						4				4			1	5	.1	1.1				
4-Book	2	8	.2	2.7	2	6	.2	2.9	4	10	.5	3.4	3	10	.4	3.8	2	6	.2	3.2
KLVO-FM																				
WI '02	2	4	.2	3.2	3	4	.3	5.0	6	16	.7	5.9	4	8	.5	4.3				4
4-Book	3	9	.4	4.1	3	10	.4	4.5	7	19	.9	6.5	6	17	.7	6.8	2	10	.3	4.6
KMGA-FM																				
WI '02										4			1	4	.1	1.1	1	8	.1	2.2
4-Book	2	7	.3	2.9	1	2	.1	1.2	2	5	.2	1.4	2	7	.3	2.6	2	8	.2	3.4
KNKT-FM																				
WI '02																				
4-Book	1	3	.1	.7		2		.4	1	6	.1	.9	1	3	.1	.9				
KNML-AM																				
WI '02					3	18	.3	5.0	1	4	.1	1.0	4	13	.5	4.3				5
4-Book		2		.4	2	7	.2	2.4	1	4	.1	.7	1	4	.2	1.4	1	5	.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 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
KPEK-FM																				
WI '02	5	17	.6	8.1	2	13	.2	3.3	17	47	2.0	16.7	12	29	1.4	12.9	3	12	.3	6.7
4-Book	3	13	.3	4.1	2	8	.3	3.3	7	32	.9	6.9	6	18	.7	6.3	3	10	.3	5.6
KQED-FM																				
WI '02																				
4-Book		1		.4		1		.4		2		.2		1		.1		1		.5
KRQS-FM																				
WI '02	1	5	.1	1.6	2	5	.2	3.3	1	5	.1	1.0		5			2	5	.2	4.4
4-Book	1	2	.1	1.2	2	4	.2	2.9	1	5	.1	.7	1	4	.1	1.2	1	3	.1	1.7
KRST-FM																				
WI '02	5	17	.6	8.1	3	17	.3	5.0	2	8	.2	2.0	5	12	.6	5.4	3	4	.3	6.7
4-Book	5	15	.6	7.1	4	15	.5	6.7	7	17	.9	6.2	4	12	.5	4.6	4	8	.5	7.5
KRZY-AM																				
WI '02																				
4-Book		1				3	.1	1.6		2	.3	1.8		1				2	.1	1.1
KRZY-FM																				
WI '02	5	12	.6	8.1	6	8	.7	10.0	9	12	1.0	8.8	11	16	1.3	11.8	3	12	.3	6.7
4-Book	2	6	.3	3.1	2	3	.3	3.4	4	8	.4	3.3	5	8	.6	5.3	1	3	.1	1.7
KSYU-FM																				
WI '02	1	5	.1	1.6					1	4	.1	1.0					1	4	.1	1.1
4-Book	1	4	.1	.8	1	2	.1	.8	1	6	.1	.7	1	3	.1	.9	1	4	.1	1.1
KTEG-FM																				
WI '02	9	34	1.0	14.5	2	13	.2	3.3	9	34	1.0	8.8	9	30	1.0	9.7	5	13	.6	11.1
4-Book	6	21	.7	8.3	1	9	.2	2.0	4	18	.4	3.6	4	17	.5	4.7	3	12	.3	5.5
KTZD-FM																				
WI '02	1	9	.1	1.6	1	9	.1	1.7	5	32	.6	4.9	5	17	.6	5.4				
4-Book	3	13	.4	4.8	3	11	.3	4.6	6	27	.8	5.6	5	19	.6	5.3	2	14	.3	5.0
KYLZ-FM																				
WI '02	4	17	.5	6.5	1	9	.1	1.7	5	25	.6	4.9	6	26	.7	6.5	2	9	.2	4.4
4-Book	9	22	1.1	13.3	2	7	.2	3.3	5	18	.6	4.2	4	20	.5	4.8	4	11	.4	7.6
+KZNM-FM																				
WI '02	2	4	.2	3.2	1	4	.1	1.7									1	7	.2	2.8
4-Book	1	5	.1	1.5	2	6	.3	3.4	3	8	.4	3.0	2	7	.2	2.0				
KZRR-FM																				
WI '02	3	21	.3	4.8	3	17	.3	5.0	10	39	1.2	9.8	6	25	.7	6.5	5	13	.6	11.1
4-Book	8	27	.9	11.2	10	28	1.2	15.2	13	40	1.5	11.4	8	27	1.0	8.9	6	21	.7	12.9
KBAC-FM																				
WI '02																				
4-Book						2				1	.3	.1		1	.3	.1		1		.6
TOTALS																				
WI '02	62	214	7.2		60	190	7.0		102	292	11.9		93	262	10.8		45	160	5.2	
4-Book	68	191	8.2		62	180	7.5		108	289	13.1		89	236	10.7		46	150	5.6	

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 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		
<b>KABG-FM</b>																					
WI '02	5	93	.3	1.7	7	63	.4	1.6	7	56	.4	1.5	6	34	.4	1.6	1	17	.1	.9	
FA '01	4	85	.2	1.4	4	28	.2	1.0	5	28	.3	1.2	4	44	.2	1.1	2	18	.1	1.8	
SU '01	5	86	.3	1.7	5	49	.3	1.3	4	37	.2	.9	6	51	.4	1.7	2	26	.1	1.5	
SP '01	5	112	.3	1.8	10	51	.6	2.5	7	45	.4	1.6	5	57	.3	1.4	2	19	.1	2.0	
<b>4-Book</b>	<b>5</b>	<b>94</b>	<b>.3</b>	<b>1.7</b>	<b>7</b>	<b>48</b>	<b>.4</b>	<b>1.6</b>	<b>6</b>	<b>42</b>	<b>.3</b>	<b>1.3</b>	<b>5</b>	<b>47</b>	<b>.3</b>	<b>1.5</b>	<b>2</b>	<b>20</b>	<b>.1</b>	<b>1.6</b>	
WI '01	4	105	.2	1.4	6	49	.4	1.4	5	54	.3	1.1	5	60	.3	1.4	2	24	.1	1.7	
<b>KBQI-FM</b>																					
WI '02	17	205	1.0	5.7	35	136	2.1	7.9	28	123	1.6	5.9	18	141	1.1	4.8	2	58	.1	1.8	
FA '01	13	211	.8	4.6	17	106	1.0	4.1	21	114	1.2	4.9	18	123	1.0	5.0	4	63	.2	3.6	
SU '01	12	173	.7	4.1	14	93	.9	3.5	19	95	1.2	4.1	13	112	.8	3.7	8	59	.5	6.1	
SP '01	18	202	1.1	6.5	22	107	1.4	5.6	28	129	1.7	6.6	24	158	1.5	6.8	5	70	.3	5.0	
<b>4-Book</b>	<b>15</b>	<b>198</b>	<b>.9</b>	<b>5.2</b>	<b>22</b>	<b>111</b>	<b>1.4</b>	<b>5.3</b>	<b>24</b>	<b>115</b>	<b>1.4</b>	<b>5.4</b>	<b>18</b>	<b>134</b>	<b>1.1</b>	<b>5.1</b>	<b>5</b>	<b>63</b>	<b>.3</b>	<b>4.1</b>	
WI '01	13	176	.8	4.5	22	127	1.4	5.3	24	97	1.5	5.5	16	108	1.0	4.4	3	44	.2	2.6	
<b>KBTK-AM</b>																					
WI '02	4	83	.2	1.3	12	45	.7	2.7	3	32	.2	.6	7	39	.4	1.9	2	23	.1	1.8	
FA '01	3	61	.2	1.1	8	38	.5	1.9	2	24	.1	.5	4	30	.2	1.1	1	8	.1	.9	
SU '01	2	58	.1	.7	4	39	.2	1.0	5	32	.3	1.1	2	27	.1	.6		14			
SP '01	5	63	.3	1.8	15	50	.9	3.8	6	27	.4	1.4	4	28	.2	1.1	1	13	.1	1.0	
<b>4-Book</b>	<b>4</b>	<b>66</b>	<b>.2</b>	<b>1.2</b>	<b>10</b>	<b>43</b>	<b>.6</b>	<b>2.4</b>	<b>4</b>	<b>29</b>	<b>.3</b>	<b>.9</b>	<b>4</b>	<b>31</b>	<b>.2</b>	<b>1.2</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>.9</b>	
WI '01	3	42	.2	1.0	7	24	.4	1.7	4	24	.2	.9	3	30	.2	.8	1	3	.1	.9	
<b>KBZU-FM</b>																					
WI '02	18	194	1.1	6.0	23	111	1.3	5.2	33	151	1.9	7.0	25	135	1.5	6.7	8	66	.5	7.1	
FA '01	14	215	.8	5.0	20	99	1.2	4.8	30	134	1.7	7.0	17	127	1.0	4.8	2	30	.1	1.8	
SU '01	13	181	.8	4.5	18	113	1.1	4.5	25	117	1.5	5.5	19	141	1.2	5.4	1	33	.1	.8	
SP '01	10	123	.6	3.6	6	53	.4	1.5	20	80	1.2	4.7	15	88	.9	4.3	2	27	.1	2.0	
<b>4-Book</b>	<b>14</b>	<b>178</b>	<b>.8</b>	<b>4.8</b>	<b>17</b>	<b>94</b>	<b>1.0</b>	<b>4.0</b>	<b>27</b>	<b>121</b>	<b>1.6</b>	<b>6.1</b>	<b>19</b>	<b>123</b>	<b>1.2</b>	<b>5.3</b>	<b>3</b>	<b>39</b>	<b>.2</b>	<b>2.9</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																					
WI '02	5	76	.3	1.7	8	42	.5	1.8	10	33	.6	2.1	6	41	.4	1.6	1	30	.1	.9	
FA '01	7	103	.4	2.5	7	39	.4	1.7	12	36	.7	2.8	13	77	.8	3.6	4	27	.2	3.6	
SU '01	4	117	.2	1.4	4	37	.2	1.0	6	41	.4	1.3	9	60	.6	2.6	2	26	.1	1.5	
SP '01	6	90	.4	2.2	6	39	.4	1.5	8	49	.5	1.9	6	54	.4	1.7	2	27	.1	2.0	
<b>4-Book</b>	<b>6</b>	<b>97</b>	<b>.3</b>	<b>2.0</b>	<b>6</b>	<b>39</b>	<b>.4</b>	<b>1.5</b>	<b>9</b>	<b>40</b>	<b>.6</b>	<b>2.0</b>	<b>9</b>	<b>58</b>	<b>.6</b>	<b>2.4</b>	<b>2</b>	<b>28</b>	<b>.1</b>	<b>2.0</b>	
WI '01	5	79	.3	1.7	7	34	.4	1.7	5	28	.3	1.1	7	41	.4	1.9	5	43	.3	4.3	
<b>KIOT-FM</b>																					
WI '02	8	206	.5	2.7	9	118	.5	2.0	10	88	.6	2.1	11	112	.6	2.9	5	47	.3	4.5	
FA '01	8	199	.5	2.8	10	75	.6	2.4	14	120	.8	3.3	12	112	.7	3.4	5	73	.3	4.5	
SU '01	11	220	.7	3.8	13	102	.8	3.3	17	115	1.0	3.7	13	134	.8	3.7	5	54	.3	3.8	
SP '01	16	299	1.0	5.7	21	147	1.3	5.3	28	139	1.7	6.6	24	194	1.5	6.8	4	75	.2	4.0	
<b>4-Book</b>	<b>11</b>	<b>231</b>	<b>.7</b>	<b>3.8</b>	<b>13</b>	<b>111</b>	<b>.8</b>	<b>3.3</b>	<b>17</b>	<b>116</b>	<b>1.0</b>	<b>3.9</b>	<b>15</b>	<b>138</b>	<b>.9</b>	<b>4.2</b>	<b>5</b>	<b>62</b>	<b>.3</b>	<b>4.2</b>	
WI '01	17	305	1.0	5.9	16	127	1.0	3.9	25	169	1.5	5.7	26	201	1.6	7.1	6	84	.4	5.2	
<b>KIVA-AM</b>																					
WI '02	3	65	.2	1.0	7	23	.4	1.6	3	20	.2	.6	4	43	.2	1.1	1	5	.1	.9	
FA '01	3	66	.2	1.1	3	40	.2	.7	6	45	.3	1.4	4	43	.2	1.1	1	8	.1	.9	
SU '01	2	65	.1	.7	4	27	.2	1.0	3	37	.2	.7	5	53	.3	1.4	2	17	.1	1.5	
SP '01	1	55	.1	.4	1	13	.1	.3	2	16	.1	.5	2	24	.1	.6		18			
<b>4-Book</b>	<b>2</b>	<b>63</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>26</b>	<b>.2</b>	<b>.9</b>	<b>4</b>	<b>30</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>41</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>.8</b>	
WI '01	1	42	.1	.3	2	29	.1	.5	1	8	.1	.2	2	28	.1	.5		4			
<b>KKJY-AM</b>																					
WI '02		8				5			1	8	.1	.2	1	8	.1	.3					
FA '01	1	29	.1	.4	2	17	.1	.5	2	14	.1	.5	1	11	.1	.3		7			
SU '01	1	12	.1	.3		8			1	8	.1	.2									
SP '01		11				7				11											
<b>4-Book</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>5</b>	<b>.1</b>	<b>.2</b>		<b>2</b>			
WI '01		7			1	7	.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 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	
<b>KKOB-AM</b>																				
WI '02	21	314	1.2	7.0	36	205	2.1	8.1	37	148	2.2	7.9	27	191	1.6	7.2	6	89	.4	5.4
FA '01	22	318	1.3	7.8	38	158	2.2	9.1	29	149	1.7	6.8	29	202	1.7	8.1	13	94	.8	11.8
SU '01	18	284	1.1	6.2	30	174	1.9	7.5	37	153	2.3	8.1	23	154	1.4	6.5	7	59	.4	5.3
SP '01	13	233	.8	4.7	20	118	1.2	5.1	30	157	1.9	7.0	21	114	1.3	6.0	2	31	.1	2.0
<b>4-Book</b>	<b>19</b>	<b>287</b>	<b>1.1</b>	<b>6.4</b>	<b>31</b>	<b>164</b>	<b>1.9</b>	<b>7.5</b>	<b>33</b>	<b>152</b>	<b>2.0</b>	<b>7.5</b>	<b>25</b>	<b>165</b>	<b>1.5</b>	<b>7.0</b>	<b>7</b>	<b>68</b>	<b>.4</b>	<b>6.1</b>
WI '01	21	285	1.3	7.3	39	182	2.4	9.4	40	181	2.5	9.2	24	164	1.5	6.5	8	63	.5	6.9
<b>KKOB-FM</b>																				
WI '02	14	237	.8	4.7	25	125	1.5	5.6	27	136	1.6	5.7	14	118	.8	3.8	3	47	.2	2.7
FA '01	8	222	.5	2.8	14	123	.8	3.3	10	120	.6	2.3	12	122	.7	3.4	2	36	.1	1.8
SU '01	10	244	.6	3.4	20	128	1.2	5.0	16	108	1.0	3.5	11	112	.7	3.1	2	46	.1	1.5
SP '01	11	221	.7	3.9	21	102	1.3	5.3	15	89	.9	3.5	14	134	.9	4.0	4	34	.2	4.0
<b>4-Book</b>	<b>11</b>	<b>231</b>	<b>.7</b>	<b>3.7</b>	<b>20</b>	<b>120</b>	<b>1.2</b>	<b>4.8</b>	<b>17</b>	<b>113</b>	<b>1.0</b>	<b>3.8</b>	<b>13</b>	<b>122</b>	<b>.8</b>	<b>3.6</b>	<b>3</b>	<b>41</b>	<b>.2</b>	<b>2.5</b>
WI '01	11	239	.7	3.8	16	132	1.0	3.9	17	116	1.0	3.9	14	127	.9	3.8	2	59	.1	1.7
<b>KKRG-FM</b>																				
WI '02	3	91	.2	1.0	2	29	.1	.4	4	36	.2	.8	4	42	.2	1.1	3	27	.2	2.7
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	10	278	.6	3.4	10	129	.6	2.2	14	145	.8	3.0	15	160	.9	4.0	5	69	.3	4.5
FA '01	6	191	.3	2.1	8	93	.5	1.9	6	74	.3	1.4	6	94	.3	1.7	6	69	.3	5.5
SU '01	9	178	.6	3.1	10	78	.6	2.5	12	88	.7	2.6	10	92	.6	2.8	9	48	.6	6.9
SP '01	8	214	.5	2.9	10	97	.6	2.5	8	95	.5	1.9	10	124	.6	2.8	3	53	.2	3.0
<b>4-Book</b>	<b>8</b>	<b>215</b>	<b>.5</b>	<b>2.9</b>	<b>10</b>	<b>99</b>	<b>.6</b>	<b>2.3</b>	<b>10</b>	<b>101</b>	<b>.6</b>	<b>2.2</b>	<b>10</b>	<b>118</b>	<b>.6</b>	<b>2.8</b>	<b>6</b>	<b>60</b>	<b>.4</b>	<b>5.0</b>
WI '01	6	173	.4	2.1	9	63	.6	2.2	8	92	.5	1.8	10	106	.6	2.7	4	51	.2	3.4
<b>KLSK-FM</b>																				
WI '02	6	155	.4	2.0	10	89	.6	2.2	12	82	.7	2.5	6	71	.4	1.6	3	47	.2	2.7
FA '01	10	199	.6	3.6	9	79	.5	2.1	13	117	.8	3.1	15	118	.9	4.2	3	54	.2	2.7
SU '01	6	123	.4	2.1	8	76	.5	2.0	13	73	.8	2.8	5	59	.3	1.4	2	15	.1	1.5
SP '01	11	193	.7	3.9	13	104	.8	3.3	19	81	1.2	4.4	16	110	1.0	4.5	4	62	.2	4.0
<b>4-Book</b>	<b>8</b>	<b>168</b>	<b>.5</b>	<b>2.9</b>	<b>10</b>	<b>87</b>	<b>.6</b>	<b>2.4</b>	<b>14</b>	<b>88</b>	<b>.9</b>	<b>3.2</b>	<b>11</b>	<b>90</b>	<b>.7</b>	<b>2.9</b>	<b>3</b>	<b>45</b>	<b>.2</b>	<b>2.7</b>
WI '01	8	207	.5	2.8	11	87	.7	2.7	13	113	.8	3.0	12	116	.7	3.3	2	53	.1	1.7
<b>KLVO-FM</b>																				
WI '02	7	83	.4	2.3	9	42	.5	2.0	13	49	.8	2.8	9	45	.5	2.4	1	25	.1	.9
FA '01	3	55	.2	1.1	4	31	.2	1.0	3	28	.2	.7	5	44	.3	1.4	2	11	.1	1.8
SU '01	10	96	.6	3.4	14	59	.9	3.5	16	52	1.0	3.5	8	49	.5	2.3	4	34	.2	3.1
SP '01	11	134	.7	3.9	10	58	.6	2.5	12	85	.7	2.8	17	92	1.0	4.8	5	49	.3	5.0
<b>4-Book</b>	<b>8</b>	<b>92</b>	<b>.5</b>	<b>2.7</b>	<b>9</b>	<b>48</b>	<b>.6</b>	<b>2.3</b>	<b>11</b>	<b>54</b>	<b>.7</b>	<b>2.5</b>	<b>10</b>	<b>58</b>	<b>.6</b>	<b>2.7</b>	<b>3</b>	<b>30</b>	<b>.2</b>	<b>2.7</b>
WI '01	7	94	.4	2.4	8	41	.5	1.9	10	45	.6	2.3	9	53	.6	2.5	2	18	.1	1.7
<b>KMGA-FM</b>																				
WI '02	8	142	.5	2.7	9	73	.5	2.0	18	67	1.1	3.8	9	91	.5	2.4	2	26	.1	1.8
FA '01	11	145	.6	3.9	14	60	.8	3.3	18	79	1.0	4.2	15	95	.9	4.2	2	42	.1	1.8
SU '01	6	155	.4	2.1	6	56	.4	1.5	6	53	.4	1.3	5	78	.3	1.4	7	61	.4	5.3
SP '01	8	152	.5	2.9	9	75	.6	2.3	12	71	.7	2.8	8	73	.5	2.3	5	56	.3	5.0
<b>4-Book</b>	<b>8</b>	<b>149</b>	<b>.5</b>	<b>2.9</b>	<b>10</b>	<b>66</b>	<b>.6</b>	<b>2.3</b>	<b>14</b>	<b>68</b>	<b>.8</b>	<b>3.0</b>	<b>9</b>	<b>84</b>	<b>.6</b>	<b>2.6</b>	<b>4</b>	<b>46</b>	<b>.2</b>	<b>3.5</b>
WI '01	7	119	.4	2.4	10	55	.6	2.4	11	54	.7	2.5	7	57	.4	1.9	3	32	.2	2.6
<b>KNKT-FM</b>																				
WI '02	4	74	.2	1.3	7	38	.4	1.6	6	37	.4	1.3	3	20	.2	.8	4	23	.2	3.6
FA '01	4	94	.2	1.4	10	52	.6	2.4	4	30	.2	.9	6	48	.3	1.7	1	17	.1	.9
SU '01	4	62	.2	1.4	9	39	.6	2.3	7	24	.4	1.5	6	50	.4	1.7	1	21	.1	.8
SP '01	2	49	.1	.7	4	27	.2	1.0	3	16	.2	.7	3	28	.2	.9	1	10	.1	1.0
<b>4-Book</b>	<b>4</b>	<b>70</b>	<b>.2</b>	<b>1.2</b>	<b>8</b>	<b>39</b>	<b>.5</b>	<b>1.8</b>	<b>5</b>	<b>27</b>	<b>.3</b>	<b>1.1</b>	<b>5</b>	<b>37</b>	<b>.3</b>	<b>1.3</b>	<b>2</b>	<b>18</b>	<b>.1</b>	<b>1.3</b>
WI '01	2	69	.1	.7	2	21	.1	.5	1	15	.1	.2	3	25	.2	.8	2	30	.1	1.7

Target Listener Trends - 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 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	
<b>KNML-AM</b>																				
WI '02	9	138	.5	3.0	15	79	.9	3.4	17	83	1.0	3.6	10	78	.6	2.7	1	27	.1	.9
FA '01	16	177	.9	5.7	20	88	1.2	4.8	44	111	2.6	10.3	15	91	.9	4.2	2	45	.1	1.8
SU '01	6	84	.4	2.1	9	47	.6	2.3	17	55	1.0	3.7	6	44	.4	1.7	1	16	.1	.8
SP '01	9	115	.6	3.2	11	60	.7	2.8	20	74	1.2	4.7	10	73	.6	2.8	2	21	.1	2.0
<b>4-Book</b>	<b>10</b>	<b>129</b>	<b>.6</b>	<b>3.5</b>	<b>14</b>	<b>69</b>	<b>.9</b>	<b>3.3</b>	<b>25</b>	<b>81</b>	<b>1.5</b>	<b>5.6</b>	<b>10</b>	<b>72</b>	<b>.6</b>	<b>2.9</b>	<b>2</b>	<b>27</b>	<b>.1</b>	<b>1.4</b>
WI '01	7	122	.4	2.4	9	71	.6	2.2	16	64	1.0	3.7	8	77	.5	2.2	1	14	.1	.9
<b>KPEK-FM</b>																				
WI '02	11	243	.6	3.7	12	130	.7	2.7	12	136	.7	2.5	13	148	.8	3.5	5	90	.3	4.5
FA '01	7	226	.4	2.5	6	89	.3	1.4	11	125	.6	2.6	7	111	.4	2.0	3	54	.2	2.7
SU '01	9	236	.6	3.1	8	73	.5	2.0	14	115	.9	3.1	14	128	.9	4.0	4	62	.2	3.1
SP '01	10	229	.6	3.6	14	98	.9	3.5	17	123	1.0	4.0	10	119	.6	2.8	5	54	.3	5.0
<b>4-Book</b>	<b>9</b>	<b>234</b>	<b>.6</b>	<b>3.2</b>	<b>10</b>	<b>98</b>	<b>.6</b>	<b>2.4</b>	<b>14</b>	<b>125</b>	<b>.8</b>	<b>3.1</b>	<b>11</b>	<b>127</b>	<b>.7</b>	<b>3.1</b>	<b>4</b>	<b>65</b>	<b>.3</b>	<b>3.8</b>
WI '01	9	209	.6	3.1	12	108	.7	2.9	12	88	.7	2.7	15	108	.9	4.1	2	54	.1	1.7
<b>KQEO-FM</b>																				
WI '02	6	69	.4	2.0	3	53	.2	.7	8	37	.5	1.7	8	43	.5	2.1	4	15	.2	3.6
FA '01	3	52	.2	1.1	2	29	.1	.5	2	22	.1	.5	3	26	.2	.8	2	17	.1	1.8
SU '01	3	69	.2	1.0	5	26	.3	1.3	6	51	.4	1.3	4	35	.2	1.1		3		
SP '01	5	113	.3	1.8	6	57	.4	1.5	7	51	.4	1.6	5	47	.3	1.4	2	30	.1	2.0
<b>4-Book</b>	<b>4</b>	<b>76</b>	<b>.3</b>	<b>1.5</b>	<b>4</b>	<b>41</b>	<b>.3</b>	<b>1.0</b>	<b>6</b>	<b>40</b>	<b>.4</b>	<b>1.3</b>	<b>5</b>	<b>38</b>	<b>.3</b>	<b>1.4</b>	<b>2</b>	<b>16</b>	<b>.1</b>	<b>1.9</b>
WI '01	6	94	.4	2.1	5	57	.3	1.2	8	56	.5	1.8	6	43	.4	1.6	5	21	.3	4.3
<b>KRQS-FM</b>																				
WI '02	13	129	.8	4.4	17	76	1.0	3.8	23	74	1.3	4.9	18	86	1.1	4.8	4	50	.2	3.6
FA '01	6	94	.3	2.1	8	46	.5	1.9	12	59	.7	2.8	10	64	.6	2.8	2	18	.1	1.8
SU '01	7	99	.4	2.4	9	35	.6	2.3	13	44	.8	2.8	9	67	.6	2.6	1	25	.1	.8
SP '01	11	112	.7	3.9	12	65	.7	3.0	16	53	1.0	3.7	15	84	.9	4.3	5	56	.3	5.0
<b>4-Book</b>	<b>9</b>	<b>109</b>	<b>.6</b>	<b>3.2</b>	<b>12</b>	<b>56</b>	<b>.7</b>	<b>2.8</b>	<b>16</b>	<b>58</b>	<b>1.0</b>	<b>3.6</b>	<b>13</b>	<b>75</b>	<b>.8</b>	<b>3.6</b>	<b>3</b>	<b>37</b>	<b>.2</b>	<b>2.8</b>
WI '01	9	116	.6	3.1	13	58	.8	3.1	17	57	1.0	3.9	12	82	.7	3.3	2	44	.1	1.7
<b>KRST-FM</b>																				
WI '02	9	222	.5	3.0	14	126	.8	3.1	14	98	.8	3.0	12	112	.7	3.2	2	50	.1	1.8
FA '01	12	206	.7	4.3	20	99	1.2	4.8	18	105	1.0	4.2	12	104	.7	3.4	4	51	.2	3.6
SU '01	11	204	.7	3.8	18	108	1.1	4.5	14	108	.9	3.1	7	131	.4	2.0	7	72	.4	5.3
SP '01	10	224	.6	3.6	15	110	.9	3.8	12	96	.7	2.8	13	116	.8	3.7	1	50	.1	1.0
<b>4-Book</b>	<b>11</b>	<b>214</b>	<b>.6</b>	<b>3.7</b>	<b>17</b>	<b>111</b>	<b>1.0</b>	<b>4.1</b>	<b>15</b>	<b>102</b>	<b>.9</b>	<b>3.3</b>	<b>11</b>	<b>116</b>	<b>.7</b>	<b>3.1</b>	<b>4</b>	<b>56</b>	<b>.2</b>	<b>2.9</b>
WI '01	9	224	.6	3.1	18	115	1.1	4.3	13	112	.8	3.0	9	102	.6	2.5	2	41	.1	1.7
<b>KRZY-AM</b>																				
WI '02	2	50	.1	.7	8	37	.5	1.8	2	26	.1	.4	2	20	.1	.5				
FA '01	5	38	.3	1.8	17	38	1.0	4.1	6	25	.3	1.4		3				6		
SU '01	6	56	.4	2.1	14	46	.9	3.5	11	38	.7	2.4	4	22	.2	1.1				
SP '01	5	48	.3	1.8	10	38	.6	2.5	10	34	.6	2.3	3	26	.2	.9	1	14	.1	1.0
<b>4-Book</b>	<b>5</b>	<b>48</b>	<b>.3</b>	<b>1.6</b>	<b>12</b>	<b>40</b>	<b>.8</b>	<b>3.0</b>	<b>7</b>	<b>31</b>	<b>.4</b>	<b>1.6</b>	<b>2</b>	<b>18</b>	<b>.1</b>	<b>.6</b>		<b>5</b>		<b>.3</b>
WI '01	3	30	.2	1.0	4	20	.2	1.0	6	18	.4	1.4	3	20	.2	.8		6		
<b>KRZY-FM</b>																				
WI '02	9	70	.5	3.0	8	58	.5	1.8	12	41	.7	2.5	9	57	.5	2.4	4	24	.2	3.6
FA '01	1	38	.1	.4		9			2	14	.1	.5	2	13	.1	.6	1	15	.1	.9
SU '01	9	74	.6	3.1	12	36	.7	3.0	15	36	.9	3.3	12	60	.7	3.4	3	29	.2	2.3
SP '01	4	63	.2	1.4	4	26	.2	1.0	5	27	.3	1.2	4	35	.2	1.1	1	14	.1	1.0
<b>4-Book</b>	<b>6</b>	<b>61</b>	<b>.4</b>	<b>2.0</b>	<b>6</b>	<b>32</b>	<b>.4</b>	<b>1.5</b>	<b>9</b>	<b>30</b>	<b>.5</b>	<b>1.9</b>	<b>7</b>	<b>41</b>	<b>.4</b>	<b>1.9</b>	<b>2</b>	<b>21</b>	<b>.2</b>	<b>2.0</b>
WI '01	2	39	.1	.7	1	12	.1	.2	2	23	.1	.5	2	19	.1	.5	1	13	.1	.9
<b>KSYU-FM</b>																				
WI '02	4	50	.2	1.3	4	17	.2	.9	7	34	.4	1.5	5	34	.3	1.3	3	13	.2	2.7
FA '01	3	111	.2	1.1	3	53	.2	.7	3	45	.2	.7	4	50	.2	1.1	1	17	.1	.9
SU '01	6	72	.4	2.1	8	38	.5	2.0	10	38	.6	2.2	7	41	.4	2.0	3	27	.2	2.3
SP '01	3	60	.2	1.1	5	32	.3	1.3	6	42	.4	1.4	3	31	.2	.9	1	13	.1	1.0
<b>4-Book</b>	<b>4</b>	<b>73</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>35</b>	<b>.3</b>	<b>1.2</b>	<b>7</b>	<b>40</b>	<b>.4</b>	<b>1.5</b>	<b>5</b>	<b>39</b>	<b>.3</b>	<b>1.3</b>	<b>2</b>	<b>18</b>	<b>.2</b>	<b>1.7</b>
WI '01	3	85	.2	1.0	5	32	.3	1.2	7	39	.4	1.6	5	47	.3	1.4		8		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

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		
<b>KABG-FM</b>																					
WI '02	7	81	.4	1.6	4	46	.2	2.2	7	21	.4	3.5	9	21	.5	2.7	4	8	.2	1.7	
4-Book	6	77	.4	1.5	5	48	.3	2.4	6	18	.3	2.8	9	19	.5	2.7	6	12	.3	2.3	
<b>KBQI-FM</b>																					
WI '02	27	193	1.6	6.2	8	115	.5	4.4	9	26	.5	4.5	10	42	.6	3.0	7	32	.4	2.9	
4-Book	22	176	1.3	5.2	10	113	.6	5.2	9	31	.6	4.5	15	42	.9	4.8	11	45	.7	4.6	
<b>KBTK-AM</b>																					
WI '02	7	76	.4	1.6	1	18	.1	.5	1	3	.1	.5	2	11	.1	.6	3	7	.2	1.2	
4-Book	6	64	.3	1.4	1	15	.1	.4	1	5	.1	.6	1	6	.1	.2	1	5	.1	.5	
<b>KBZU-FM</b>																					
WI '02	27	177	1.6	6.2	10	112	.6	5.5	9	27	.5	4.5	21	51	1.2	6.4	24	58	1.4	9.9	
4-Book	21	157	1.3	5.2	8	85	.4	4.0	6	19	.4	2.9	15	35	.9	4.5	14	35	.8	5.8	
<b>KHFM-FM</b>																					
WI '02	8	58	.5	1.8	3	40	.2	1.6	4	11	.2	2.0	4	15	.2	1.2	2	3	.1	.8	
4-Book	8	75	.5	2.0	4	49	.2	2.1	2	8	.1	1.1	6	18	.3	1.8	5	12	.3	2.0	
<b>KIOT-FM</b>																					
WI '02	10	185	.6	2.3	6	108	.4	3.3	9	32	.5	4.5	12	45	.7	3.7	6	29	.4	2.5	
4-Book	15	198	.9	3.8	7	105	.4	3.7	7	28	.4	3.1	12	42	.7	3.8	8	29	.5	3.2	
<b>KIVA-AM</b>																					
WI '02	4	55	.2	.9	1	20	.1	.5	3	6	.2	1.5	1	3	.1	.3	1	5	.1	.4	
4-Book	4	55	.2	.9	1	22	.1	.3	2	7	.1	.7	1	5	.1	.2	1	5	.1	.5	
<b>KKJY-AM</b>																					
WI '02	1	8	.1	.2	1	3			1	3			1	3	.1	.3					
4-Book	1	14	.1	.2	1	6	.1	.3	1	3		.3	1	2	.1	.3					
<b>KKOB-AM</b>																					
WI '02	34	296	2.0	7.9	9	139	.5	4.9	6	27	.4	3.0	9	38	.5	2.7	10	30	.6	4.1	
4-Book	30	257	1.8	7.4	7	107	.4	3.5	6	25	.4	2.8	9	33	.5	2.8	8	27	.5	3.4	
<b>KKOB-FM</b>																					
WI '02	22	221	1.3	5.1	7	100	.4	3.8	8	22	.5	4.0	17	56	1.0	5.2	7	22	.4	2.9	
4-Book	17	204	1.0	4.0	6	101	.4	3.2	6	21	.3	2.6	10	39	.6	3.2	7	28	.4	3.1	
<b>KKRG-FM</b>																					
WI '02	3	70	.2	.7	3	49	.2	1.6	2	8	.1	1.0	4	7	.2	1.2	3	12	.2	1.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	13	253	.8	3.0	7	124	.4	3.8	7	34	.4	3.5	14	52	.8	4.3	12	48	.7	5.0	
4-Book	10	186	.6	2.4	8	113	.4	4.0	6	27	.4	2.6	11	47	.6	3.4	10	36	.6	4.3	
<b>KLSK-FM</b>																					
WI '02	10	123	.6	2.3	2	70	.1	1.1	4	28	.2	2.0	5	28	.3	1.5	1	17	.1	.4	
4-Book	12	139	.8	3.0	5	74	.3	2.6	6	24	.3	2.6	10	32	.6	3.0	5	23	.3	2.0	
<b>KLVO-FM</b>																					
WI '02	11	62	.6	2.5	5	53	.3	2.7	8	20	.5	4.0	9	20	.5	2.7	7	16	.4	2.9	
4-Book	10	78	.6	2.5	7	64	.4	3.7	8	18	.5	3.8	13	30	.8	4.0	8	19	.5	3.3	
<b>KMGA-FM</b>																					
WI '02	13	122	.8	3.0	3	50	.2	1.6	1	7	.1	.5	6	20	.4	1.8	8	24	.5	3.3	
4-Book	11	120	.7	2.8	6	65	.4	3.1	7	20	.5	3.5	10	30	.7	3.2	8	27	.5	3.5	
<b>KNKT-FM</b>																					
WI '02	5	58	.3	1.2	3	31	.2	1.6	2	4	.1	1.0	11	20	.6	3.4	6	8	.4	2.5	
4-Book	5	57	.3	1.3	2	32	.2	1.2	2	9	.1	.9	4	13	.2	1.1	3	7	.2	1.2	
<b>KNML-AM</b>																					
WI '02	14	122	.8	3.2	3	82	.2	1.6	4	19	.2	2.0	4	27	.2	1.2	3	20	.2	1.2	
4-Book	17	111	1.0	4.0	3	64	.2	1.7	4	17	.3	1.9	5	19	.3	1.4	6	18	.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

## 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
<b>KPEK-FM</b>																				
WI '02	12	207	.7	2.8	12	138	.7	6.6	7	22	.4	3.5	18	52	1.1	5.5	14	54	.8	5.8
4-Book	12	187	.7	2.8	9	136	.5	4.6	8	26	.5	3.6	14	57	.9	4.4	11	46	.7	4.6
<b>KQEO-FM</b>																				
WI '02	7	64	.4	1.6	5	33	.3	2.7	2	13	.1	1.0	5	8	.3	1.5	5	5	.3	2.1
4-Book	5	64	.3	1.2	4	38	.2	2.0	4	12	.2	1.7	7	15	.4	2.1	5	11	.3	2.2
<b>KRQS-FM</b>																				
WI '02	20	111	1.2	4.6	8	66	.5	4.4	4	17	.2	2.0	15	37	.9	4.6	11	25	.6	4.5
4-Book	14	92	.8	3.3	7	55	.4	3.5	6	16	.4	2.7	10	19	.7	3.2	8	18	.5	3.1
<b>KRST-FM</b>																				
WI '02	13	172	.8	3.0	7	119	.4	3.8	9	30	.5	4.5	8	46	.5	2.4	17	43	1.0	7.0
4-Book	14	175	.9	3.4	8	117	.5	4.3	10	30	.6	4.7	10	43	.6	3.2	11	43	.7	4.4
<b>KRZY-AM</b>																				
WI '02	3	50	.2	.7	1	8	.1	.5					3	4	.2	.9		4		
4-Book	7	46	.4	1.7	3	22	.2	1.3	6	14	.3	2.8	3	9	.2	1.0	1	7	.1	.5
<b>KRZY-FM</b>																				
WI '02	10	70	.6	2.3	9	45	.5	4.9	10	20	.6	5.0	11	28	.6	3.4	10	12	.6	4.1
4-Book	8	52	.5	1.8	5	34	.3	2.7	6	15	.4	3.0	9	18	.6	2.9	6	8	.4	2.5
<b>KSYU-FM</b>																				
WI '02	5	43	.3	1.2	1	29	.1	.5					2	8	.1	.6	1	4	.1	.4
4-Book	5	59	.3	1.3	3	38	.2	1.3	1	8	.1	.6	5	18	.3	1.6	4	12	.2	1.6
<b>KTEG-FM</b>																				
WI '02	18	170	1.1	4.2	12	144	.7	6.6	15	49	.9	7.4	16	53	.9	4.9	17	42	1.0	7.0
4-Book	14	172	.8	3.4	7	108	.4	3.5	8	29	.4	3.7	11	40	.6	3.4	12	35	.7	4.9
<b>KTZO-FM</b>																				
WI '02	19	209	1.1	4.4	8	103	.5	4.4	3	19	.2	1.5	14	45	.8	4.3	13	41	.8	5.4
4-Book	18	183	1.1	4.4	10	124	.6	5.4	10	29	.6	4.8	18	54	1.1	5.6	13	46	.8	5.3
<b>KYLZ-FM</b>																				
WI '02	13	195	.8	3.0	7	130	.4	3.8	7	21	.4	3.5	17	74	1.0	5.2	8	34	.5	3.3
4-Book	14	193	.8	3.4	8	114	.5	4.2	7	24	.4	3.5	12	47	.7	3.8	12	43	.8	5.0
<b>+KZNM-FM</b>																				
WI '02	6	38	.4	1.4	3	20	.2	1.6	1	4	.1	.5	2	8	.1	.6	4	4	.2	1.7
4-Book	5	66	.3	1.2	3	30	.2	1.7	4	11	.2	1.8	5	14	.3	1.6	4	11	.2	1.5
<b>KZRR-FM</b>																				
WI '02	49	386	2.9	11.3	15	192	.9	8.2	18	81	1.1	8.9	33	66	1.9	10.1	15	63	.9	6.2
4-Book	52	378	3.1	12.8	17	207	1.0	9.3	22	74	1.3	10.6	31	87	1.8	9.6	21	72	1.2	8.6
<b>KBAC-FM</b>																				
WI '02	3	28	.2	.7	1	19	.1	.5					3	11	.2	.9	1	4	.1	.4
4-Book	4	43	.2	1.0	2	21	.1	.8	2	8	.1	.8	3	12	.2	.8	2	9	.2	.8
<b>TOTALS</b>																				
WI '02	433	1592	25.4	183	1317	10.7	202	548	11.8	328	790	19.2	242	617	14.2					
4-Book	409	1572	24.6	187	1286	11.2	207	574	12.4	321	747	19.3	243	643	14.6					

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 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
KABG-FM																				
WI '02	3	9	.2	2.5					5	12	.3	2.4	1	4	.1	.6				
4-Book	3	10	.2	2.1	3	8	.2	2.4	6	16	.3	2.6	3	8	.2	1.5	1	3	.1	.7
KBQI-FM																				
WI '02	5	32	.3	4.1	12	42	.7	9.8	16	39	.9	7.7	6	18	.4	3.4	3	18	.2	4.3
4-Book	5	25	.3	4.0	13	41	.8	9.2	17	48	1.0	7.4	8	21	.5	4.7	3	13	.2	3.6
KBTK-AM																				
WI '02					1	4	.1	.8		3				3				4		
4-Book		1			1	2	.1	.4	1	3	.1	.4		1				3		.3
KBZU-FM																				
WI '02	4	17	.2	3.3	5	19	.3	4.1	7	40	.4	3.4	6	28	.4	3.4	2	16	.1	2.9
4-Book	4	15	.2	3.4	3	13	.2	2.3	8	26	.5	3.6	6	22	.4	3.4	3	9	.2	3.6
KHFM-FM																				
WI '02	1	9	.1	.8	6	12	.4	4.9	2	12	.1	1.0	4	15	.2	2.3	1	7	.1	1.4
4-Book	2	9	.2	1.9	3	10	.2	2.4	5	19	.3	2.4	5	13	.3	2.8	3	9	.2	3.8
KIOT-FM																				
WI '02	2	15	.1	1.6	5	26	.3	4.1	5	25	.3	2.4	5	16	.3	2.9	2	9	.1	2.9
4-Book	4	19	.2	3.6	4	18	.3	3.2	9	35	.6	3.9	7	22	.4	3.7	4	9	.2	4.6
KIVA-AM																				
WI '02		5							1	5	.1	.5	1	8	.1	.6		5		
4-Book		3		.2	1	2	.1	.4	1	5	.1	.2		2		.2		3		
KKJY-AM																				
WI '02						3			1	3	.1	.5								
4-Book					1	2		.4	1	4	.1	.6	1	2	.1	.5				
KKOB-AM																				
WI '02	7	32	.4	5.7	10	44	.6	8.2	15	36	.9	7.2	9	29	.5	5.2	4	29	.2	5.8
4-Book	8	30	.4	6.2	5	22	.3	4.0	7	24	.4	3.4	6	20	.3	3.5	3	19	.2	4.3
KKOB-FM																				
WI '02	4	18	.2	3.3	3	17	.2	2.5	6	43	.4	2.9	6	25	.4	3.4	8	22	.5	11.6
4-Book	3	15	.2	2.9	6	27	.4	4.5	8	33	.5	3.5	7	24	.4	4.1	4	19	.3	5.1
KKRG-FM																				
WI '02	3	12	.2	2.5	1	13	.1	.8	4	16	.2	1.9	3	14	.2	1.7	3	16	.2	4.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	9	26	.5	7.4	5	25	.3	4.1	5	33	.3	2.4	6	21	.4	3.4				
4-Book	8	24	.5	6.4	5	22	.3	3.7	10	32	.6	4.2	8	25	.5	4.6	2	12	.1	2.5
KLSK-FM																				
WI '02					1	9	.1	.8	1	16	.1	.5	2	14	.1	1.1	1	5	.1	1.4
4-Book	3	13	.2	2.1	3	12	.2	2.0	5	21	.3	2.4	4	16	.2	2.3	3	9	.2	3.2
KLVO-FM																				
WI '02	2	4	.1	1.6	3	4	.2	2.5	6	16	.4	2.9	4	8	.2	2.3		4		
4-Book	3	11	.2	2.6	4	13	.3	3.0	10	27	.6	4.4	7	23	.4	4.1	2	10	.1	2.9
KMGA-FM																				
WI '02	1	8	.1	.8					1	8	.1	.5	1	4	.1	.6	3	21	.2	4.3
4-Book	6	23	.4	5.2	2	8	.1	1.5	4	19	.3	2.0	4	12	.2	2.2	3	16	.2	3.9
KNKT-FM																				
WI '02	3	7	.2	2.5		3			2	4	.1	1.0						3		
4-Book	2	7	.1	1.3	2	9	.1	1.6	4	15	.2	1.7	1	6	.1	.8	1	5	.1	1.0
KNML-AM																				
WI '02	1	9	.1	.8	3	18	.2	2.5	5	29	.3	2.4	9	35	.5	5.2		5		
4-Book	1	8	.1	1.1	3	13	.2	1.9	4	21	.3	1.8	5	20	.3	2.7	2	10	.1	2.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Men 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
KPEK-FM																				
WI '02	9	42	.5	7.4	5	27	.3	4.1	21	64	1.2	10.1	20	38	1.2	11.5	5	24	.3	7.2
4-Book	4	26	.2	3.5	6	19	.4	4.1	12	51	.7	5.6	11	31	.7	6.5	4	17	.2	4.7
KQEO-FM																				
WI '02	5	14	.3	4.1	5	7	.3	4.1	8	15	.5	3.8	8	17	.5	4.6	3	5	.2	4.3
4-Book	2	8	.1	1.9	3	9	.2	2.5	4	10	.3	1.8	4	11	.2	2.4	2	5	.1	2.4
KRQS-FM																				
WI '02	6	21	.4	4.9	3	8	.2	2.5	11	29	.6	5.3	10	28	.6	5.7	5	17	.3	7.2
4-Book	3	12	.2	2.5	5	18	.3	3.6	9	25	.6	4.1	9	25	.5	5.1	2	10	.1	3.1
KRST-FM																				
WI '02	5	17	.3	4.1	7	30	.4	5.7	5	27	.3	2.4	7	18	.4	4.0	3	4	.2	4.3
4-Book	5	18	.3	4.3	8	25	.5	5.6	11	33	.7	4.8	7	24	.4	4.2	4	11	.3	4.9
KRZY-AM																				
WI '02																				
4-Book		2				3	.2	2.3		4	.2	1.7		1	.1	.5		1	.1	.7
KRZY-FM																				
WI '02	5	16	.3	4.1	11	21	.6	9.0	11	20	.6	5.3	12	20	.7	6.9	3	12	.2	4.3
4-Book	3	9	.2	2.1	4	9	.2	3.1	5	13	.3	2.3	6	12	.3	3.2	1	3	.1	1.1
KSYU-FM																				
WI '02	3	9	.2	2.5					1	4	.1	.5	1	3	.1	.6				
4-Book	3	9	.2	2.1	1	9	.1	.9	3	12	.2	1.2	2	7	.1	1.0	1	6	.1	1.0
KTEG-FM																				
WI '02	13	43	.8	10.7	3	22	.2	2.5	14	47	.8	6.7	10	39	.6	5.7	5	13	.3	7.2
4-Book	7	27	.4	5.8	2	13	.1	1.2	6	24	.3	2.7	6	21	.3	3.3	3	16	.2	4.4
KTZO-FM																				
WI '02	6	36	.4	4.9	7	32	.4	5.7	9	59	.5	4.3	7	22	.4	4.0	1	5	.1	1.4
4-Book	5	22	.4	4.6	6	21	.4	4.4	12	47	.7	5.2	9	30	.5	5.1	5	25	.3	5.8
KYLZ-FM																				
WI '02	6	26	.4	4.9	3	13	.2	2.5	5	25	.3	2.4	6	31	.4	3.4	2	9	.1	2.9
4-Book	12	28	.7	9.6	4	11	.2	2.7	6	22	.3	2.5	6	28	.4	3.3	4	13	.3	5.5
+KZNM-FM																				
WI '02	2	8	.1	1.6	1	4	.1	.8	4	4	.2	1.9	4	4	.2	2.3	2	4	.1	2.9
4-Book	2	9	.1	1.4	2	6	.2	1.5	4	10	.3	1.8	3	8	.2	1.6	2	8	.1	2.3
KZRR-FM																				
WI '02	8	30	.5	6.6	6	29	.4	4.9	18	68	1.1	8.7	14	50	.8	8.0	7	22	.4	10.1
4-Book	11	40	.7	9.2	13	36	.8	9.1	18	64	1.1	8.5	14	44	.8	8.2	8	28	.5	10.4
KBAC-FM																				
WI '02					1	5	.1	.8	1	3	.1	.5		3				4		
4-Book		1			1	5	.1	.6	2	8	.2	1.0	2	7	.1	1.1	1	3	.1	.7
TOTALS																				
WI '02	122	411	7.2		122	363	7.2		208	614	12.2		174	468	10.2		69	263	4.0	
4-Book	119	375	7.1		135	411	8.2		221	614	13.3		170	462	10.2		77	271	4.6	

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 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
<b>KABG-FM</b>																				
WI '02	4	75	.3	1.6	7	49	.5	1.8	6	42	.4	1.5	5	25	.4	1.6	1	17	.1	1.2
FA '01	4	68	.3	1.7	4	26	.3	1.1	5	25	.4	1.4	4	35	.3	1.3	2	15	.1	2.6
SU '01	4	73	.3	1.6	5	44	.4	1.4	3	27	.2	.7	5	45	.4	1.6	2	23	.2	2.1
SP '01	5	101	.4	2.1	10	49	.8	2.9	7	42	.5	1.9	5	57	.4	1.7	2	19	.2	2.8
<b>4-Book</b>	<b>4</b>	<b>79</b>	<b>.3</b>	<b>1.8</b>	<b>7</b>	<b>42</b>	<b>.5</b>	<b>1.8</b>	<b>5</b>	<b>34</b>	<b>.4</b>	<b>1.4</b>	<b>5</b>	<b>41</b>	<b>.4</b>	<b>1.6</b>	<b>2</b>	<b>19</b>	<b>.2</b>	<b>2.2</b>
WI '01	4	92	.3	1.7	5	41	.4	1.4	5	48	.4	1.4	5	53	.4	1.7	1	22	.1	1.2
<b>KBQI-FM</b>																				
WI '02	13	150	1.0	5.2	25	90	1.9	6.6	23	92	1.7	5.8	14	100	1.0	4.5	1	32	.1	1.2
FA '01	11	158	.8	4.7	15	76	1.1	4.1	19	87	1.4	5.2	15	93	1.1	4.9	3	48	.2	3.8
SU '01	9	138	.7	3.6	11	70	.8	3.1	17	76	1.3	4.1	8	85	.6	2.6	4	43	.3	4.3
SP '01	17	183	1.3	7.1	21	94	1.6	6.1	27	120	2.0	7.2	23	141	1.7	7.7	4	63	.3	5.6
<b>4-Book</b>	<b>13</b>	<b>157</b>	<b>1.0</b>	<b>5.2</b>	<b>18</b>	<b>83</b>	<b>1.4</b>	<b>5.0</b>	<b>22</b>	<b>94</b>	<b>1.6</b>	<b>5.6</b>	<b>15</b>	<b>105</b>	<b>1.1</b>	<b>4.9</b>	<b>3</b>	<b>47</b>	<b>.2</b>	<b>3.7</b>
WI '01	11	150	.8	4.7	18	104	1.4	5.1	20	80	1.5	5.5	14	96	1.1	4.6	3	38	.2	3.6
<b>KBTK-AM</b>																				
WI '02	4	83	.3	1.6	12	45	.9	3.2	3	32	.2	.8	7	39	.5	2.3	2	23	.1	2.4
FA '01	3	61	.2	1.3	8	38	.6	2.2	2	24	.1	.5	4	30	.3	1.3	1	8	.1	1.3
SU '01	2	55	.2	.8	4	37	.3	1.1	5	32	.4	1.2	2	24	.2	.7	1	14	.1	1.4
SP '01	5	60	.4	2.1	15	46	1.1	4.3	6	27	.5	1.6	4	28	.3	1.3	1	13	.1	1.4
<b>4-Book</b>	<b>4</b>	<b>65</b>	<b>.3</b>	<b>1.5</b>	<b>10</b>	<b>42</b>	<b>.7</b>	<b>2.7</b>	<b>4</b>	<b>29</b>	<b>.3</b>	<b>1.0</b>	<b>4</b>	<b>30</b>	<b>.3</b>	<b>1.4</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>1.3</b>
WI '01	3	42	.2	1.3	7	24	.5	2.0	4	24	.3	1.1	3	30	.2	1.0	1	3	.1	1.2
<b>KBZU-FM</b>																				
WI '02	16	167	1.2	6.5	22	107	1.6	5.8	31	133	2.3	7.8	22	117	1.6	7.1	5	57	.4	6.0
FA '01	13	191	.9	5.5	20	92	1.4	5.5	29	122	2.1	7.9	15	114	1.1	4.9	1	25	.1	1.3
SU '01	12	155	.9	4.8	17	96	1.3	4.8	24	106	1.8	5.8	18	122	1.4	5.9	1	30	.1	1.1
SP '01	9	110	.7	3.8	6	53	.5	1.7	18	74	1.4	4.8	13	78	1.0	4.3	1	21	.1	1.4
<b>4-Book</b>	<b>13</b>	<b>156</b>	<b>.9</b>	<b>5.2</b>	<b>16</b>	<b>87</b>	<b>1.2</b>	<b>4.5</b>	<b>26</b>	<b>109</b>	<b>1.9</b>	<b>6.6</b>	<b>17</b>	<b>108</b>	<b>1.3</b>	<b>5.6</b>	<b>2</b>	<b>33</b>	<b>.2</b>	<b>2.5</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	5	72	.4	2.0	8	42	.6	2.1	10	33	.7	2.5	6	41	.4	1.9	1	25	.1	1.2
FA '01	7	86	.5	3.0	7	36	.5	1.9	12	36	.9	3.3	13	69	.9	4.3	3	21	.2	3.8
SU '01	4	86	.3	1.6	4	35	.3	1.1	6	37	.5	1.5	9	52	.7	2.9	1	9	.1	1.4
SP '01	6	83	.5	2.5	6	39	.5	1.7	8	49	.6	2.1	6	50	.5	2.0	1	19	.1	1.4
<b>4-Book</b>	<b>6</b>	<b>82</b>	<b>.4</b>	<b>2.3</b>	<b>6</b>	<b>38</b>	<b>.5</b>	<b>1.7</b>	<b>9</b>	<b>39</b>	<b>.7</b>	<b>2.4</b>	<b>9</b>	<b>53</b>	<b>.6</b>	<b>2.8</b>	<b>1</b>	<b>19</b>	<b>.1</b>	<b>1.6</b>
WI '01	5	64	.4	2.1	7	29	.5	2.0	5	26	.4	1.4	6	37	.5	2.0	3	34	.2	3.6
<b>KIOT-FM</b>																				
WI '02	7	174	.5	2.8	8	94	.6	2.1	10	74	.7	2.5	9	94	.7	2.9	4	43	.3	4.8
FA '01	7	169	.5	3.0	10	69	.7	2.7	12	107	.9	3.3	10	102	.7	3.3	4	64	.3	5.1
SU '01	11	189	.8	4.4	12	88	.9	3.4	16	104	1.2	3.9	13	120	1.0	4.2	4	46	.3	4.3
SP '01	14	256	1.1	5.9	19	126	1.4	5.5	26	128	2.0	6.9	19	170	1.4	6.3	4	58	.3	5.6
<b>4-Book</b>	<b>10</b>	<b>197</b>	<b>.7</b>	<b>4.0</b>	<b>12</b>	<b>94</b>	<b>.9</b>	<b>3.4</b>	<b>16</b>	<b>103</b>	<b>1.2</b>	<b>4.2</b>	<b>13</b>	<b>122</b>	<b>1.0</b>	<b>4.2</b>	<b>4</b>	<b>53</b>	<b>.3</b>	<b>5.0</b>
WI '01	13	251	1.0	5.5	14	101	1.1	4.0	19	144	1.4	5.2	21	171	1.6	7.0	4	69	.3	4.8
<b>KIVA-AM</b>																				
WI '02	2	55	.1	.8	6	18	.4	1.6	2	15	.1	.5	3	33	.2	1.0	1	5	.1	1.2
FA '01	3	66	.2	1.3	3	40	.2	.8	6	45	.4	1.6	4	43	.3	1.3	1	8	.1	1.3
SU '01	2	62	.2	.8	4	24	.3	1.1	3	37	.2	.7	5	53	.4	1.6	2	17	.2	2.1
SP '01	1	55	.1	.4	1	13	.1	.3	2	16	.2	.5	2	24	.2	.7	1	18	.1	1.2
<b>4-Book</b>	<b>2</b>	<b>60</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>24</b>	<b>.3</b>	<b>1.0</b>	<b>3</b>	<b>28</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>38</b>	<b>.3</b>	<b>1.2</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>1.2</b>
WI '01	1	39	.1	.4	2	27	.2	.6	1	8	.1	.3	2	28	.2	.7	1	4	.1	1.2
<b>KKJY-AM</b>																				
WI '02		8				5			1	8	.1	.3	1	8	.1	.3				
FA '01	1	22	.1	.4	2	10	.1	.5		11			1	11	.1	.3		7		
SU '01		9				5			1	5	.1	.2								
SP '01		8				4				8										
<b>4-Book</b>		<b>12</b>		<b>.1</b>	<b>1</b>	<b>6</b>		<b>.1</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>5</b>	<b>.1</b>	<b>.2</b>		<b>2</b>		
WI '01		7			1	7	.1	.3						4						

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KKOB-AM</b>																				
WI '02	21	291	1.6	8.5	35	182	2.6	9.2	36	144	2.7	9.0	26	182	1.9	8.4	6	85	.4	7.2
FA '01	21	305	1.5	8.9	38	151	2.7	10.4	29	146	2.1	7.9	28	199	2.0	9.2	11	91	.8	14.1
SU '01	18	281	1.4	7.2	29	172	2.2	8.2	37	151	2.8	9.0	23	151	1.7	7.5	7	59	.5	7.4
SP '01	13	226	1.0	5.5	19	114	1.4	5.5	30	154	2.3	8.0	20	110	1.5	6.7	2	31	.2	2.8
<b>4-Book</b>	<b>18</b>	<b>276</b>	<b>1.4</b>	<b>7.5</b>	<b>30</b>	<b>155</b>	<b>2.2</b>	<b>8.3</b>	<b>33</b>	<b>149</b>	<b>2.5</b>	<b>8.5</b>	<b>24</b>	<b>161</b>	<b>1.8</b>	<b>8.0</b>	<b>7</b>	<b>67</b>	<b>.5</b>	<b>7.9</b>
WI '01	21	267	1.6	8.9	39	178	2.9	11.0	38	169	2.9	10.5	24	157	1.8	7.9	7	49	.5	8.4
<b>KKOB-FM</b>																				
WI '02	14	219	1.0	5.6	25	121	1.9	6.6	27	131	2.0	6.8	14	114	1.0	4.5	2	38	.1	2.4
FA '01	8	212	.6	3.4	12	113	.9	3.3	9	113	.6	2.5	11	119	.8	3.6	2	33	.1	2.6
SU '01	10	223	.8	4.0	19	119	1.4	5.4	15	101	1.1	3.6	11	103	.8	3.6	2	43	.2	2.1
SP '01	10	200	.8	4.2	20	96	1.5	5.8	15	89	1.1	4.0	14	119	1.1	4.7	3	30	.2	4.2
<b>4-Book</b>	<b>11</b>	<b>214</b>	<b>.8</b>	<b>4.3</b>	<b>19</b>	<b>112</b>	<b>1.4</b>	<b>5.3</b>	<b>17</b>	<b>109</b>	<b>1.2</b>	<b>4.2</b>	<b>13</b>	<b>114</b>	<b>.9</b>	<b>4.1</b>	<b>2</b>	<b>36</b>	<b>.2</b>	<b>2.8</b>
WI '01	10	213	.8	4.3	16	127	1.2	4.5	17	105	1.3	4.7	13	120	1.0	4.3	2	43	.2	2.4
<b>KKRG-FM</b>																				
WI '02	2	73	.1	.8	2	20	.1	.5	2	27	.1	.5	3	28	.2	1.0	2	23	.1	2.4
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	4	139	.3	1.6	4	69	.3	1.1	5	70	.4	1.3	5	64	.4	1.6	1	25	.1	1.2
FA '01	2	96	.1	.8	4	42	.3	1.1	2	24	.1	.5	2	47	.1	.7	1	35	.1	1.3
SU '01	3	81	.2	1.2	3	30	.2	.8	5	39	.4	1.2	3	44	.2	1.0	1	16	.1	1.1
SP '01	6	118	.5	2.5	8	57	.6	2.3	6	60	.5	1.6	6	77	.5	2.0	1	23	.1	1.4
<b>4-Book</b>	<b>4</b>	<b>109</b>	<b>.3</b>	<b>1.5</b>	<b>5</b>	<b>50</b>	<b>.4</b>	<b>1.3</b>	<b>5</b>	<b>48</b>	<b>.4</b>	<b>1.2</b>	<b>4</b>	<b>58</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>1.3</b>
WI '01	3	90	.2	1.3	3	25	.2	.8	3	38	.2	.8	5	59	.4	1.7	1	21	.1	1.2
<b>KLSK-FM</b>																				
WI '02	5	132	.4	2.0	10	75	.7	2.6	11	63	.8	2.8	5	62	.4	1.6	2	42	.1	2.4
FA '01	9	176	.6	3.8	9	79	.6	2.5	13	106	.9	3.5	15	115	1.1	4.9	3	47	.2	3.8
SU '01	5	90	.4	2.0	7	53	.5	2.0	10	58	.8	2.4	4	49	.3	1.3	2	12	.2	2.1
SP '01	9	158	.7	3.8	11	93	.8	3.2	16	67	1.2	4.3	13	93	1.0	4.3	3	43	.2	4.2
<b>4-Book</b>	<b>7</b>	<b>139</b>	<b>.5</b>	<b>2.9</b>	<b>9</b>	<b>75</b>	<b>.7</b>	<b>2.6</b>	<b>13</b>	<b>74</b>	<b>.9</b>	<b>3.3</b>	<b>9</b>	<b>80</b>	<b>.7</b>	<b>3.0</b>	<b>3</b>	<b>36</b>	<b>.2</b>	<b>3.1</b>
WI '01	8	179	.6	3.4	11	81	.8	3.1	12	89	.9	3.3	11	105	.8	3.6	2	44	.2	2.4
<b>KLVO-FM</b>																				
WI '02	6	53	.4	2.4	7	24	.5	1.8	12	32	.9	3.0	7	32	.5	2.3	1	16	.1	1.2
FA '01	3	47	.2	1.3	3	26	.2	.8	3	25	.2	.8	4	38	.3	1.3	1	9		
SU '01	9	77	.7	3.6	14	51	1.1	4.0	14	41	1.1	3.4	6	40	.5	2.0	2	26	.2	2.1
SP '01	8	113	.6	3.4	9	50	.7	2.6	9	69	.7	2.4	13	75	1.0	4.3	4	38	.3	5.6
<b>4-Book</b>	<b>7</b>	<b>73</b>	<b>.5</b>	<b>2.7</b>	<b>8</b>	<b>38</b>	<b>.6</b>	<b>2.3</b>	<b>10</b>	<b>42</b>	<b>.7</b>	<b>2.4</b>	<b>8</b>	<b>46</b>	<b>.6</b>	<b>2.5</b>	<b>2</b>	<b>22</b>	<b>.2</b>	<b>2.2</b>
WI '01	6	83	.5	2.6	8	36	.6	2.3	9	40	.7	2.5	7	44	.5	2.3	1	11	.1	1.2
<b>KMGA-FM</b>																				
WI '02	7	132	.5	2.8	9	63	.7	2.4	18	63	1.3	4.5	8	82	.6	2.6	2	21	.1	2.4
FA '01	9	128	.6	3.8	12	55	.9	3.3	14	65	1.0	3.8	13	89	.9	4.3	2	40	.1	2.6
SU '01	6	133	.5	2.4	6	49	.5	1.7	5	40	.4	1.2	4	68	.3	1.3	6	50	.5	6.4
SP '01	7	133	.5	2.9	8	63	.6	2.3	10	65	.8	2.7	7	64	.5	2.3	5	49	.4	6.9
<b>4-Book</b>	<b>7</b>	<b>132</b>	<b>.5</b>	<b>3.0</b>	<b>9</b>	<b>58</b>	<b>.7</b>	<b>2.4</b>	<b>12</b>	<b>58</b>	<b>.9</b>	<b>3.1</b>	<b>8</b>	<b>76</b>	<b>.6</b>	<b>2.6</b>	<b>4</b>	<b>40</b>	<b>.3</b>	<b>4.6</b>
WI '01	5	83	.4	2.1	8	46	.6	2.3	9	42	.7	2.5	5	39	.4	1.7	2	23	.2	2.4
<b>KNKT-FM</b>																				
WI '02	4	70	.3	1.6	7	38	.5	1.8	6	37	.4	1.5	3	20	.2	1.0	4	18	.3	4.8
FA '01	4	91	.3	1.7	10	52	.7	2.7	4	27	.3	1.1	6	48	.4	2.0	1	17	.1	1.3
SU '01	4	52	.3	1.6	9	36	.7	2.5	6	16	.5	1.5	6	48	.5	2.0	1	18	.1	1.1
SP '01	2	46	.2	.8	4	27	.3	1.2	3	16	.2	.8	3	25	.2	1.0		10		
<b>4-Book</b>	<b>4</b>	<b>65</b>	<b>.3</b>	<b>1.4</b>	<b>8</b>	<b>38</b>	<b>.6</b>	<b>2.1</b>	<b>5</b>	<b>24</b>	<b>.4</b>	<b>1.2</b>	<b>5</b>	<b>35</b>	<b>.3</b>	<b>1.5</b>	<b>2</b>	<b>16</b>	<b>.1</b>	<b>1.8</b>
WI '01	1	53	.1	.4	2	19	.2	.6	1	15	.1	.3	2	23	.2	.7	1	19	.1	1.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 25-49

# 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
	<b>KNML-AM</b>																			
WI '02	8	129	.6	3.2	13	70	1.0	3.4	14	74	1.0	3.5	10	78	.7	3.2	1	27	.1	1.2
FA '01	15	163	1.1	6.4	18	82	1.3	4.9	44	108	3.1	12.0	13	85	.9	4.3	1	39	.1	1.3
SU '01	6	84	.5	2.4	9	47	.7	2.5	17	55	1.3	4.1	6	44	.5	2.0	1	16	.1	1.1
SP '01	9	108	.7	3.8	11	60	.8	3.2	20	74	1.5	5.3	9	69	.7	3.0	1	18	.1	1.4
<b>4-Book</b>	<b>10</b>	<b>121</b>	<b>.7</b>	<b>4.0</b>	<b>13</b>	<b>65</b>	<b>1.0</b>	<b>3.5</b>	<b>24</b>	<b>78</b>	<b>1.7</b>	<b>6.2</b>	<b>10</b>	<b>69</b>	<b>.7</b>	<b>3.1</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>1.3</b>
WI '01	7	116	.5	3.0	9	69	.7	2.5	16	60	1.2	4.4	8	75	.6	2.6	1	9	.1	1.2
<b>KPEK-FM</b>																				
WI '02	10	178	.7	4.0	11	103	.8	2.9	11	113	.8	2.8	12	115	.9	3.9	4	71	.3	4.8
FA '01	5	169	.4	2.1	5	69	.4	1.4	9	94	.6	2.5	4	82	.3	1.3	2	33	.1	2.6
SU '01	8	189	.6	3.2	7	57	.5	2.0	14	92	1.1	3.4	12	106	.9	3.9	3	42	.2	3.2
SP '01	9	189	.7	3.8	11	82	.8	3.2	17	106	1.3	4.5	9	108	.7	3.0	4	39	.3	5.6
<b>4-Book</b>	<b>8</b>	<b>181</b>	<b>.6</b>	<b>3.3</b>	<b>9</b>	<b>78</b>	<b>.6</b>	<b>2.4</b>	<b>13</b>	<b>101</b>	<b>1.0</b>	<b>3.3</b>	<b>9</b>	<b>103</b>	<b>.7</b>	<b>3.0</b>	<b>3</b>	<b>46</b>	<b>.2</b>	<b>4.1</b>
WI '01	8	145	.6	3.4	12	93	.9	3.4	11	68	.8	3.0	13	90	1.0	4.3	1	37	.1	1.2
<b>KQEO-FM</b>																				
WI '02	5	56	.4	2.0	2	40	.1	.5	8	33	.6	2.0	8	39	.6	2.6	4	15	.3	4.8
FA '01	2	48	.1	.8	2	26	.1	.5	2	22	.1	.5	3	26	.2	1.0	2	17	.1	2.6
SU '01	3	59	.2	1.2	5	23	.4	1.4	6	48	.5	1.5	4	35	.3	1.3				
SP '01	5	103	.4	2.1	6	51	.5	1.7	7	47	.5	1.9	5	47	.4	1.7	1	23	.1	1.4
<b>4-Book</b>	<b>4</b>	<b>67</b>	<b>.3</b>	<b>1.5</b>	<b>4</b>	<b>35</b>	<b>.3</b>	<b>1.0</b>	<b>6</b>	<b>38</b>	<b>.4</b>	<b>1.5</b>	<b>5</b>	<b>37</b>	<b>.4</b>	<b>1.7</b>	<b>2</b>	<b>14</b>	<b>.1</b>	<b>2.2</b>
WI '01	6	80	.5	2.6	5	48	.4	1.4	7	47	.5	1.9	6	39	.5	2.0	5	18	.4	6.0
<b>KRQS-FM</b>																				
WI '02	13	129	1.0	5.2	17	76	1.3	4.5	23	74	1.7	5.8	18	86	1.3	5.8	4	50	.3	4.8
FA '01	6	92	.4	2.5	7	43	.5	1.9	12	56	.9	3.3	10	64	.7	3.3	2	18	.1	2.6
SU '01	7	90	.5	2.8	8	32	.6	2.3	13	42	1.0	3.2	9	63	.7	2.9	1	23	.1	1.1
SP '01	11	112	.8	4.6	12	65	.9	3.5	16	53	1.2	4.3	15	84	1.1	5.0	5	56	.4	6.9
<b>4-Book</b>	<b>9</b>	<b>106</b>	<b>.7</b>	<b>3.8</b>	<b>11</b>	<b>54</b>	<b>.8</b>	<b>3.1</b>	<b>16</b>	<b>56</b>	<b>1.2</b>	<b>4.2</b>	<b>13</b>	<b>74</b>	<b>1.0</b>	<b>4.3</b>	<b>3</b>	<b>37</b>	<b>.2</b>	<b>3.9</b>
WI '01	9	107	.7	3.8	13	58	1.0	3.7	17	50	1.3	4.7	11	76	.8	3.6	2	42	.2	2.4
<b>KRST-FM</b>																				
WI '02	8	162	.6	3.2	11	84	.8	2.9	12	84	.9	3.0	9	85	.7	2.9	2	32	.1	2.4
FA '01	11	177	.8	4.7	19	87	1.4	5.2	18	94	1.3	4.9	12	94	.9	3.9	4	41	.3	5.1
SU '01	10	174	.8	4.0	17	93	1.3	4.8	14	95	1.1	3.4	6	111	.5	2.0	4	55	.3	4.3
SP '01	9	206	.7	3.8	15	103	1.1	4.3	12	91	.9	3.2	13	109	1.0	4.0	1	46	.1	1.4
<b>4-Book</b>	<b>10</b>	<b>180</b>	<b>.7</b>	<b>3.9</b>	<b>16</b>	<b>92</b>	<b>1.2</b>	<b>4.3</b>	<b>14</b>	<b>91</b>	<b>1.1</b>	<b>3.6</b>	<b>10</b>	<b>100</b>	<b>.8</b>	<b>3.3</b>	<b>3</b>	<b>44</b>	<b>.2</b>	<b>3.3</b>
WI '01	8	191	.6	3.4	14	96	1.1	4.0	13	105	1.0	3.6	8	92	.6	2.6	2	29	.2	2.4
<b>KRZY-AM</b>																				
WI '02	1	29	.1	.4	7	25	.5	1.8	1	4	.1	.3	12							
FA '01	3	26	.2	1.3	12	26	.9	3.3	3	13	.2	.8								
SU '01	6	51	.5	2.4	14	44	1.1	4.0	10	32	.8	2.4	4	22	.3	1.3				
SP '01	4	43	.3	1.7	9	35	.7	2.6	7	31	.5	1.9	3	24	.2	1.0	1	11	.1	1.4
<b>4-Book</b>	<b>4</b>	<b>37</b>	<b>.3</b>	<b>1.5</b>	<b>11</b>	<b>33</b>	<b>.8</b>	<b>2.9</b>	<b>5</b>	<b>20</b>	<b>.4</b>	<b>1.4</b>	<b>2</b>	<b>15</b>	<b>.1</b>	<b>.6</b>	<b>3</b>			<b>.4</b>
WI '01	3	25	.2	1.3	4	18	.3	1.1	6	18	.5	1.7	2	18	.2	.7	3			
<b>KRZY-FM</b>																				
WI '02	7	65	.5	2.8	8	53	.6	2.1	11	36	.8	2.8	9	52	.7	2.9	3	20	.2	3.6
FA '01	1	29	.1	.4	9				1	9	.1	.3	5				1	12	.1	1.3
SU '01	9	69	.7	3.6	12	36	.9	3.4	15	36	1.1	3.6	12	55	.9	3.9	3	29	.2	3.2
SP '01	3	53	.2	1.3	4	23	.3	1.2	4	19	.3	1.1	4	30	.3	1.3	1	11	.1	1.4
<b>4-Book</b>	<b>5</b>	<b>54</b>	<b>.4</b>	<b>2.0</b>	<b>6</b>	<b>30</b>	<b>.5</b>	<b>1.7</b>	<b>8</b>	<b>25</b>	<b>.6</b>	<b>2.0</b>	<b>6</b>	<b>36</b>	<b>.5</b>	<b>2.0</b>	<b>2</b>	<b>18</b>	<b>.2</b>	<b>2.4</b>
WI '01	1	33	.1	.4	8				2	19	.2	.6	1	15	.1	.3	10			
<b>KSYU-FM</b>																				
WI '02	3	42	.2	1.2	4	17	.3	1.1	7	25	.5	1.8	4	29	.3	1.3	2	9	.1	2.4
FA '01	2	92	.1	.8	2	41	.1	.5	2	33	.1	.5	3	40	.2	1.0	1	12	.1	1.3
SU '01	5	57	.4	2.0	8	35	.6	2.3	10	33	.8	2.4	6	33	.5	2.0	2	17	.2	2.1
SP '01	3	52	.2	1.3	4	25	.3	1.2	5	35	.4	1.3	3	24	.2	1.0	1	13	.1	1.4
<b>4-Book</b>	<b>3</b>	<b>61</b>	<b>.2</b>	<b>1.3</b>	<b>5</b>	<b>30</b>	<b>.3</b>	<b>1.3</b>	<b>6</b>	<b>32</b>	<b>.5</b>	<b>1.5</b>	<b>4</b>	<b>32</b>	<b>.3</b>	<b>1.3</b>	<b>2</b>	<b>13</b>	<b>.1</b>	<b>1.8</b>
WI '01	3	74	.2	1.3	4	28	.3	1.1	6	30	.5	1.7	4	40	.3	1.3	4			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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	
	KTEG-FM																				
WI '02	10	119	.7	4.0	13	75	1.0	3.4	14	70	1.0	3.5	10	79	.7	3.2	7	42	.5	8.4	
FA '01	6	118	.4	2.5	7	67	.5	1.9	11	66	.8	3.0	11	73	.8	3.6	2	43	.1	2.6	
SU '01	7	127	.5	2.8	5	56	.4	1.4	13	100	1.0	3.2	9	63	.7	2.9	6	31	.5	6.4	
SP '01	3	83	.2	1.3	5	38	.4	1.4	6	36	.5	1.6	4	47	.3	1.3	1	13	.1	1.4	
4-Book	7	112	.5	2.7	8	59	.6	2.0	11	68	.8	2.8	9	66	.6	2.8	4	32	.3	4.7	
WI '01	7	99	.5	3.0	8	53	.6	2.3	9	48	.7	2.5	11	66	.8	3.6	6	45	.5	7.2	
KTZO-FM																					
WI '02	9	167	.7	3.6	13	99	1.0	3.4	15	111	1.1	3.8	13	110	1.0	4.2	2	31	.1	2.4	
FA '01	7	175	.5	3.0	11	68	.8	3.0	10	102	.7	2.7	7	75	.5	2.3	2	46	.1	2.6	
SU '01	12	172	.9	4.8	11	83	.8	3.1	23	108	1.7	5.6	16	98	1.2	5.2	4	56	.3	4.3	
SP '01	12	138	.9	5.0	12	60	.9	3.5	22	83	1.7	5.9	13	103	1.0	4.3	4	47	.3	5.6	
4-Book	10	163	.8	4.1	12	78	.9	3.3	18	101	1.3	4.5	12	97	.9	4.0	3	45	.2	3.7	
WI '01	3	103	.2	1.3	4	39	.3	1.1	4	42	.3	1.1	4	52	.3	1.3	1	21	.1	1.2	
KYLZ-FM																					
WI '02	6	108	.4	2.4	9	54	.7	2.4	9	54	.7	2.3	6	50	.4	1.9	4	33	.3	4.8	
FA '01	5	136	.4	2.1	8	67	.6	2.2	5	45	.4	1.4	8	83	.6	2.6	2	34	.1	2.6	
SU '01	9	110	.7	3.6	10	52	.8	2.8	14	62	1.1	3.4	11	59	.8	3.6	5	40	.4	5.3	
SP '01	4	117	.3	1.7	3	49	.2	.9	6	75	.5	1.6	9	80	.7	3.0	1	31	.1	1.4	
4-Book	6	118	.5	2.5	8	56	.6	2.1	9	59	.7	2.2	9	68	.6	2.8	3	35	.2	3.5	
WI '01	3	101	.2	1.3	3	43	.2	.8	3	35	.2	.8	3	45	.2	1.0	2	29	.2	2.4	
+KZNM-FM																					
WI '02	4	33	.3	1.6	4	21	.3	1.1	5	16	.4	1.3	8	29	.6	2.6	1	12	.1	1.2	
FA '01	1	29	.1	.4		4				8			1	16	.1	.3	1	13	.1	1.3	
SU '01	3	80	.2	1.2	5	33	.4	1.4	4	45	.3	1.0	3	43	.2	1.0	2	13	.2	2.1	
SP '01	5	64	.4	2.1	10	39	.8	2.9	4	42	.3	1.1	6	35	.5	2.0	2	21	.2	2.8	
4-Book	3	52	.3	1.3	5	24	.4	1.4	3	28	.3	.9	5	31	.4	1.5	2	15	.2	1.9	
WI '01	3	51	.2	1.3	6	29	.5	1.7	4	29	.3	1.1	2	34	.2	.7	1	8	.1	1.2	
KZRR-FM																					
WI '02	22	327	1.6	8.9	41	247	3.1	10.8	31	181	2.3	7.8	29	214	2.2	9.4	6	75	.4	7.2	
FA '01	37	394	2.6	15.7	74	281	5.3	20.3	57	218	4.1	15.5	42	230	3.0	13.8	10	101	.7	12.8	
SU '01	27	290	2.0	10.8	42	169	3.2	11.9	46	199	3.5	11.2	37	215	2.8	12.1	9	92	.7	9.6	
SP '01	19	278	1.4	8.0	47	212	3.5	13.6	28	138	2.1	7.5	17	142	1.3	5.7	3	44	.2	4.2	
4-Book	26	322	1.9	10.9	51	227	3.8	14.2	41	184	3.0	10.5	31	200	2.3	10.3	7	78	.5	8.5	
WI '01	41	353	3.1	17.4	65	259	4.9	18.4	60	207	4.5	16.5	55	265	4.1	18.2	15	100	1.1	18.1	
KBAC-FM																					
WI '02	2	32	.1	.8	3	25	.2	.8	1	11	.1	.3	5	19	.4	1.6	2	16	.1	2.4	
FA '01	3	45	.2	1.3	6	26	.4	1.6	4	22	.3	1.1	7	37	.5	2.3	1	19	.1	1.3	
SU '01	3	57	.2	1.2	3	30	.2	.8	4	21	.3	1.0	4	40	.3	1.3	2	24	.2	2.1	
SP '01	1	53	.1	.4	1	10	.1	.3	3	14	.2	.8	2	33	.2	.7	1	22	.1	1.4	
4-Book	2	47	.2	.9	3	23	.2	.9	3	17	.2	.8	5	32	.4	1.5	2	20	.1	1.8	
WI '01	1	38	.1	.4	1	10	.1	.3		10			1	19	.1	.3	2	22	.2	2.4	
TOTALS																					
WI '02	248	1273	18.5		380	1158	28.3		398	1019	29.7		310	1119	23.1		83	638	6.2		
FA '01	236	1355	16.8		364	1159	25.9		367	1071	26.1		305	1213	21.7		78	687	5.6		
SU '01	249	1288	18.7		353	1127	26.5		411	1086	30.9		307	1147	23.1		94	668	7.1		
SP '01	238	1305	17.9		346	1111	26.0		375	1050	28.2		300	1173	22.5		72	664	5.4		
4-Book	243	1305	18.0		361	1139	26.7		388	1057	28.7		306	1163	22.6		82	664	6.1		
WI '01	235	1285	17.7		353	1134	26.5		363	976	27.3		302	1158	22.7		83	619	6.2		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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		
<b>KABG-FM</b>																					
WI '02	6	62	.4	1.6	4	41	.3	2.6	7	21	.5	3.9	9	21	.7	3.3	4	8	.3	2.1	
4-Book	6	64	.4	1.6	4	42	.3	2.6	6	16	.4	3.2	8	19	.6	2.8	6	12	.4	2.8	
<b>KBQI-FM</b>																					
WI '02	21	138	1.6	5.8	5	74	.4	3.3	7	20	.5	3.9	8	28	.6	2.9	7	28	.5	3.6	
4-Book	19	136	1.4	5.3	8	90	.6	5.2	8	26	.6	4.2	14	35	1.1	5.1	11	41	.8	5.4	
<b>KBTK-AM</b>																					
WI '02	7	76	.5	1.9	1	18	.1	.7	1	3	.1	.6	2	11	.1	.7	3	7	.2	1.5	
4-Book	6	62	.4	1.6	1	14	.1	.5	1	5	.1	.7	1	6	.1	.3	1	4	.1	.6	
<b>KBZU-FM</b>																					
WI '02	25	155	1.9	6.8	8	98	.6	5.3	9	27	.7	5.0	16	42	1.2	5.8	19	49	1.4	9.7	
4-Book	20	139	1.5	5.6	7	75	.5	4.4	6	19	.5	3.3	12	31	.9	4.4	12	31	.9	6.2	
<b>KHFM-FM</b>																					
WI '02	8	58	.6	2.2	3	36	.2	2.0	4	11	.3	2.2	4	11	.3	1.5	2	3	.1	1.0	
4-Book	8	69	.6	2.2	4	40	.3	2.3	2	8	.2	1.2	6	15	.4	2.0	5	11	.3	2.3	
<b>KIOT-FM</b>																					
WI '02	9	153	.7	2.5	5	93	.4	3.3	9	32	.7	5.0	12	45	.9	4.4	5	19	.4	2.6	
4-Book	14	171	1.1	4.0	6	87	.5	3.9	6	27	.5	3.4	11	38	.8	4.0	8	25	.6	3.5	
<b>KIVA-AM</b>																					
WI '02	4	45	.3	1.1	1	20	.1	.7	3	6	.2	1.7	1	3	.1	.4	1	5	.1	.5	
4-Book	4	51	.3	1.1	1	22	.1	.4	2	7	.1	.9	1	5	.1	.2	1	5	.1	.7	
<b>KKJY-AM</b>																					
WI '02	1	8	.1	.3		3				3			1	3	.1	.4					
4-Book	1	11	.1	.2		4		.2		2		.3		1		.1					
<b>KKOB-AM</b>																					
WI '02	33	273	2.5	9.0	9	135	.7	5.9	6	27	.4	3.4	9	38	.7	3.3	10	30	.7	5.1	
4-Book	29	245	2.2	8.2	7	106	.5	4.3	6	25	.4	3.3	9	33	.7	3.3	8	27	.6	4.2	
<b>KKOB-FM</b>																					
WI '02	22	207	1.6	6.0	7	86	.5	4.6	8	22	.6	4.5	17	47	1.3	6.2	7	22	.5	3.6	
4-Book	16	190	1.2	4.5	6	94	.5	3.9	6	21	.4	3.0	10	34	.8	3.7	7	27	.5	3.7	
<b>KKRG-FM</b>																					
WI '02	2	52	.1	.5	2	44	.1	1.3	2	8	.1	1.1	4	7	.3	1.5	3	7	.2	1.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	4	123	.3	1.1	4	56	.3	2.6	6	25	.4	3.4	7	25	.5	2.6	4	12	.3	2.1	
4-Book	4	90	.3	1.2	4	53	.3	2.6	4	16	.3	2.2	7	27	.5	2.4	5	15	.4	2.4	
<b>KLSK-FM</b>																					
WI '02	9	104	.7	2.5	2	61	.1	1.3	3	24	.2	1.7	5	28	.4	1.8	1	11	.1	.5	
4-Book	11	119	.8	3.0	4	60	.3	2.6	5	22	.4	2.8	9	29	.7	3.2	4	17	.3	2.1	
<b>KLVD-FM</b>																					
WI '02	9	41	.7	2.5	4	36	.3	2.6	7	16	.5	3.9	6	16	.4	2.2	7	16	.5	3.6	
4-Book	9	62	.7	2.4	6	51	.4	3.6	6	14	.4	3.3	11	28	.8	4.0	7	15	.5	3.1	
<b>KMGA-FM</b>																					
WI '02	12	112	.9	3.3	3	45	.2	2.0	1	7	.1	.6	5	15	.4	1.8	8	24	.6	4.1	
4-Book	10	105	.7	2.7	5	59	.4	3.3	7	18	.5	3.9	9	26	.6	3.1	7	23	.6	3.6	
<b>KNKT-FM</b>																					
WI '02	5	58	.4	1.4	3	31	.2	2.0	2	4	.1	1.1	11	20	.8	4.0	6	8	.4	3.1	
4-Book	5	53	.4	1.5	2	31	.2	1.3	2	9	.1	1.0	4	13	.3	1.3	3	7	.2	1.4	
<b>KNML-AM</b>																					
WI '02	12	113	.9	3.3	3	82	.2	2.0	4	19	.3	2.2	4	27	.3	1.5	3	20	.2	1.5	
4-Book	16	106	1.2	4.5	3	60	.2	1.9	4	17	.3	2.2	4	17	.3	1.3	5	15	.4	2.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-49

	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
KPEK-FM																				
WI '02	11	156	.8	3.0	11	105	.8	7.2	6	17	.4	3.4	17	42	1.3	6.2	13	50	1.0	6.7
4-Book	10	149	.8	2.9	7	105	.5	4.5	6	21	.5	3.6	12	45	.9	4.3	10	41	.7	4.6
KQEO-FM																				
WI '02	6	51	.4	1.6	5	33	.4	3.3	2	13	.1	1.1	5	8	.4	1.8	5	5	.4	2.6
4-Book	5	56	.4	1.3	4	34	.3	2.4	4	12	.3	2.0	7	14	.5	2.4	5	11	.4	2.6
KRQS-FM																				
WI '02	20	111	1.5	5.5	8	66	.6	5.3	4	17	.3	2.2	15	37	1.1	5.5	11	25	.8	5.6
4-Book	14	89	1.0	3.8	6	53	.5	4.0	5	15	.4	2.6	10	19	.8	3.6	8	17	.6	3.7
KRST-FM																				
WI '02	11	121	.8	3.0	6	88	.4	3.9	8	25	.6	4.5	7	37	.5	2.6	12	35	.9	6.2
4-Book	13	146	1.0	3.8	7	100	.5	4.7	9	26	.6	4.8	9	35	.7	3.4	9	40	.7	4.5
KRZY-AM																				
WI '02	2	29	.1	.5		4												4		
4-Book	6	35	.5	1.6	2	19	.1	1.1	5	13	.4	3.0	2	6	.2	.7	1	6	.1	.3
KRZY-FM																				
WI '02	9	65	.7	2.5	6	40	.4	3.9	6	16	.4	3.4	7	24	.5	2.6	6	8	.4	3.1
4-Book	7	44	.5	1.9	4	31	.3	2.4	5	14	.4	2.9	8	17	.6	3.0	5	7	.4	2.4
KSYU-FM																				
WI '02	5	34	.4	1.4	1	24	.1	.7					2	8	.1	.7	1	4	.1	.5
4-Book	5	49	.4	1.4	2	32	.2	1.3	1	7	.1	.7	5	17	.3	1.7	3	9	.2	1.3
KTEG-FM																				
WI '02	12	95	.9	3.3	7	83	.5	4.6	6	30	.4	3.4	10	29	.7	3.6	7	29	.5	3.6
4-Book	9	98	.7	2.5	4	55	.3	2.5	4	17	.3	2.3	7	23	.5	2.7	5	19	.4	2.8
KTZO-FM																				
WI '02	14	149	1.0	3.8	5	70	.4	3.3	3	14	.2	1.7	10	27	.7	3.6	7	23	.5	3.6
4-Book	14	135	1.0	4.0	7	91	.6	4.7	7	22	.6	4.1	13	37	1.0	4.7	10	35	.8	5.0
KYLZ-FM																				
WI '02	8	83	.6	2.2	4	58	.3	2.6	5	13	.4	2.8	11	37	.8	4.0	6	25	.4	3.1
4-Book	8	99	.6	2.3	4	54	.3	2.5	4	13	.3	2.3	8	25	.6	2.8	7	24	.5	3.3
+KZNM-FM																				
WI '02	6	29	.4	1.6	3	20	.2	2.0	1	4	.1	.6	2	8	.1	.7	4	4	.3	2.1
4-Book	4	45	.3	1.2	3	22	.2	1.8	3	6	.2	1.4	5	12	.4	1.7	3	8	.2	1.4
KZRR-FM																				
WI '02	33	307	2.5	9.0	12	159	.9	7.9	15	68	1.1	8.4	24	57	1.8	8.8	11	53	.8	5.6
4-Book	41	298	3.0	11.5	13	167	1.0	8.5	17	59	1.2	9.4	25	72	1.9	9.2	17	61	1.3	8.7
KBAC-FM																				
WI '02	3	28	.2	.8	1	19	.1	.7					3	11	.2	1.1	1	4	.1	.5
4-Book	4	39	.3	1.0	2	21	.1	1.0	1	7	.1	.8	3	12	.2	1.0	2	9	.2	.9
TOTALS																				
WI '02	365	1260	27.2		152	1043	11.3		179	465	13.3		274	640	20.4		195	499	14.5	
4-Book	354	1291	26.2		154	1045	11.4		178	492	13.2		274	620	20.2		201	531	14.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 25-49																				
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	
KABG-FM																				
WI '02	3	4	.2	3.2				5	12	.4	2.8	1	4	.1	.7					
4-Book	2	7	.2	2.3	3	7	.2	2.9	5	14	.4	2.9	2	7	.2	1.5	1	3	.1	.8
KBQI-FM																				
WI '02	2	9	.1	2.1	7	28	.5	6.9	10	29	.7	5.6	2	9	.1	1.3	1	5	.1	2.0
4-Book	4	18	.3	4.8	9	32	.6	7.5	13	38	1.0	6.5	7	16	.5	5.0	2	8	.2	3.6
KBTK-AM																				
WI '02					1	4	.1	1.0		3				3				4		
4-Book		1			1	2	.1	.5	1	3	.1	.5		1				3		.4
KBZU-FM																				
WI '02	2	13	.1	2.1	5	19	.4	4.9	7	40	.5	3.9	6	28	.4	4.0	1	11	.1	2.0
4-Book	3	13	.3	4.0	3	12	.2	2.8	8	26	.6	4.2	6	20	.4	3.8	3	6	.2	4.5
KHFM-FM																				
WI '02	1	9	.1	1.1	6	12	.4	5.9	2	12	.1	1.1	4	15	.3	2.7	1	7	.1	2.0
4-Book	2	7	.1	1.9	3	9	.3	2.9	5	16	.3	2.3	5	13	.4	3.4	3	8	.2	5.1
KIOT-FM																				
WI '02	2	15	.1	2.1	3	16	.2	2.9	5	25	.4	2.8	5	16	.4	3.4	2	9	.1	4.0
4-Book	3	15	.2	3.8	3	14	.2	2.9	9	34	.7	4.4	6	21	.5	4.3	3	6	.2	4.9
KIVA-AM																				
WI '02		5						1	5	.1	.6	1	8	.1	.7			5		
4-Book		3	.3		1	2	.1	.4	1	5	.1	.3	2		.2			3		
KKJY-AM																				
WI '02						3		1	3	.1	.6									
4-Book					1	2	.4		1	3	.1	.6	1	2	.1	.6				
KKOB-AM																				
WI '02	7	32	.5	7.4	10	44	.7	9.8	15	36	1.1	8.4	9	29	.7	6.0	3	25	.2	6.0
4-Book	8	30	.6	8.7	5	22	.4	4.8	7	24	.5	4.0	6	20	.4	4.2	3	18	.2	5.3
KKOB-FM																				
WI '02	4	18	.3	4.3	2	12	.1	2.0	5	38	.4	2.8	6	25	.4	4.0	8	22	.6	16.0
4-Book	3	15	.3	4.0	6	26	.4	5.1	7	30	.5	4.1	6	22	.5	4.6	4	18	.3	7.1
KKRG-FM																				
WI '02	2	8	.1	2.1	1	8	.1	1.0	4	16	.3	2.2	2	9	.1	1.3	1	12	.1	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	5	8	.4	5.3	4	20	.3	3.9	4	24	.3	2.2	3	12	.2	2.0				
4-Book	3	7	.2	3.1	5	16	.3	3.6	7	19	.5	3.2	3	10	.2	1.9	1	3	.1	1.0
KLSK-FM																				
WI '02					1	9	.1	1.0	1	16	.1	.6	1	9	.1	.7	1	5	.1	2.0
4-Book	1	9	.1	1.5	3	11	.2	2.1	5	19	.4	2.5	3	11	.2	1.9	2	6	.2	4.0
KLVO-FM																				
WI '02	2	4	.1	2.1	3	4	.2	2.9	5	8	.4	2.8	4	8	.3	2.7				
4-Book	2	10	.1	2.4	4	12	.3	3.6	9	23	.7	4.7	6	19	.4	3.8	1	6	.1	1.9
KMGA-FM																				
WI '02	1	8	.1	1.1				1	8	.1	.6	1	4	.1	.7	3	21	.2	6.0	
4-Book	5	20	.4	6.1	2	7	.1	1.3	4	18	.3	1.9	3	11	.2	2.1	3	15	.2	4.8
KNKT-FM																				
WI '02	3	7	.2	3.2		3		2	4	.1	1.1							3		
4-Book	2	7	.1	1.7	2	9	.2	1.9	3	14	.3	1.9	1	6	.1	.8	1	5	.1	1.3
KNML-AM																				
WI '02	1	9	.1	1.1	3	18	.2	2.9	5	29	.4	2.8	9	35	.7	6.0		5		
4-Book	1	7	.1	1.6	3	13	.2	2.2	4	21	.3	2.1	4	19	.3	3.0	2	10	.2	3.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## 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
<b>KPEK-FM</b>																				
WI '02	6	37	.4	6.4	4	22	.3	3.9	19	45	1.4	10.7	18	29	1.3	12.1	5	24	.4	10.0
4-Book	3	20	.2	3.1	4	13	.3	3.2	11	41	.8	6.0	10	26	.7	6.6	3	14	.3	5.3
<b>KQED-FM</b>																				
WI '02	5	14	.4	5.3	5	7	.4	4.9	8	15	.6	4.5	8	17	.6	5.4	3	5	.2	6.0
4-Book	2	7	.2	2.3	3	8	.3	2.9	4	8	.3	2.0	4	10	.3	2.4	2	4	.1	2.7
<b>KRQS-FM</b>																				
WI '02	6	21	.4	6.4	3	8	.2	2.9	11	29	.8	6.2	10	28	.7	6.7	5	17	.4	10.0
4-Book	3	12	.2	3.5	5	18	.4	4.1	9	25	.7	4.7	9	23	.6	6.1	2	10	.2	4.3
<b>KRST-FM</b>																				
WI '02	3	4	.2	3.2	6	20	.4	5.9	5	27	.4	2.8	7	18	.5	4.7	3	4	.2	6.0
4-Book	5	13	.4	5.2	7	20	.5	6.0	11	32	.8	5.6	7	22	.5	4.8	3	8	.3	5.9
<b>KRZY-AM</b>																				
WI '02																				
4-Book		2				3	.2	2.4		3	.2	1.6		1	.2	.6		1		.4
<b>KRZY-FM</b>																				
WI '02	4	12	.3	4.3	6	16	.4	5.9	7	16	.5	3.9	7	16	.5	4.7	3	8	.2	6.0
4-Book	2	8	.2	2.6	3	8	.2	2.4	4	11	.3	2.0	4	10	.3	2.6	1	2	.1	1.5
<b>KSYU-FM</b>																				
WI '02	3	4	.2	3.2					1	4	.1	.6	1	3	.1	.7				
4-Book	3	7	.2	2.8	1	9	.1	1.1	2	10	.2	1.2	2	6	.1	1.1	1	5		.8
<b>KTEG-FM</b>																				
WI '02	6	25	.4	6.4	3	13	.2	2.9	11	34	.8	6.2	6	29	.4	4.0	2	4	.1	4.0
4-Book	2	14	.2	2.5	1	6	.1	1.2	4	15	.3	2.5	3	13	.2	2.4	2	7	.1	2.6
<b>KTZO-FM</b>																				
WI '02	5	27	.4	5.3	6	22	.4	5.9	7	35	.5	3.9	5	13	.4	3.4	1	5	.1	2.0
4-Book	4	17	.4	5.3	4	15	.3	3.8	9	33	.7	4.7	7	22	.6	4.9	3	19	.3	5.7
<b>KYLZ-FM</b>																				
WI '02	4	12	.3	4.3	2	9	.1	2.0	3	8	.2	1.7	4	17	.3	2.7				
4-Book	4	9	.3	4.5	2	8	.2	1.6	4	9	.3	1.9	3	15	.3	2.2	1	3	.1	1.7
<b>+KZNM-FM</b>																				
WI '02	2	8	.1	2.1	1	4	.1	1.0	4	4	.3	2.2	4	4	.3	2.7	2	4	.1	4.0
4-Book	2	7	.1	1.6	2	6	.2	1.7	4	7	.3	1.7	3	7	.2	1.7	2	5	.1	2.8
<b>KZRR-FM</b>																				
WI '02	8	25	.6	8.5	5	25	.4	4.9	16	63	1.2	9.0	13	45	1.0	8.7	2	13	.1	4.0
4-Book	8	31	.6	8.9	10	28	.8	8.6	13	53	1.0	7.4	11	34	.8	7.7	4	16	.3	6.5
<b>KBAC-FM</b>																				
WI '02					1	5	.1	1.0	1	3	.1	.6		3				4		
4-Book		1			1	4	.1	.7	2	7	.2	1.2	2	6	.1	1.3	1	3	.1	.9
<b>TOTALS</b>																				
WI '02	94	312	7.0		102	294	7.6		178	504	13.3		149	404	11.1		50	196	3.7	
4-Book	85	291	6.3		115	355	8.5		189	512	14.0		140	387	10.4		56	204	4.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 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	
<b>KABG-FM</b>																				
WI '02	7	135	.4	2.5	11	78	.7	2.5	10	69	.6	2.2	11	67	.7	3.1	1	29	.1	1.1
FA '01	9	139	.6	3.2	13	68	.8	3.0	13	71	.8	3.0	10	83	.6	2.8	2	24	.1	2.2
SU '01	7	119	.5	2.5	11	69	.7	2.7	7	48	.5	1.5	8	73	.5	2.3	3	36	.2	2.9
SP '01	7	148	.5	2.6	13	73	.8	3.3	10	64	.6	2.4	9	88	.6	2.7	2	31	.1	2.5
<b>4-Book</b>	<b>8</b>	<b>135</b>	<b>.5</b>	<b>2.7</b>	<b>12</b>	<b>72</b>	<b>.8</b>	<b>2.9</b>	<b>10</b>	<b>63</b>	<b>.6</b>	<b>2.3</b>	<b>10</b>	<b>78</b>	<b>.6</b>	<b>2.7</b>	<b>2</b>	<b>30</b>	<b>.1</b>	<b>2.2</b>
WI '01	9	138	.6	3.4	11	56	.7	2.7	12	72	.8	2.9	11	87	.7	3.2	4	40	.3	4.3
<b>KBQI-FM</b>																				
WI '02	13	156	.8	4.6	25	90	1.6	5.8	23	95	1.5	5.1	15	107	.9	4.2	1	34	.1	1.1
FA '01	15	182	.9	5.4	22	96	1.3	5.1	24	101	1.5	5.5	19	114	1.2	5.3	4	61	.2	4.5
SU '01	9	149	.6	3.2	12	75	.8	2.9	17	85	1.1	3.6	8	85	.5	2.3	4	43	.3	3.9
SP '01	17	203	1.1	6.4	22	105	1.4	5.6	27	120	1.8	6.6	24	152	1.6	7.2	4	66	.3	4.9
<b>4-Book</b>	<b>14</b>	<b>173</b>	<b>.9</b>	<b>4.9</b>	<b>20</b>	<b>92</b>	<b>1.3</b>	<b>4.9</b>	<b>23</b>	<b>100</b>	<b>1.5</b>	<b>5.2</b>	<b>17</b>	<b>115</b>	<b>1.1</b>	<b>4.8</b>	<b>3</b>	<b>51</b>	<b>.2</b>	<b>3.6</b>
WI '01	11	166	.7	4.1	19	113	1.2	4.7	20	86	1.3	4.9	15	109	1.0	4.4	3	41	.2	3.2
<b>KBTk-AM</b>																				
WI '02	6	114	.4	2.1	16	59	1.0	3.7	4	55	.3	.9	9	52	.6	2.5	3	33	.2	3.2
FA '01	4	75	.2	1.4	11	47	.7	2.6	4	33	.2	.9	6	44	.4	1.7	1	11	.1	1.1
SU '01	4	79	.3	1.4	6	52	.4	1.5	8	47	.5	1.7	6	44	.4	1.7	1	14	.1	1.2
SP '01	6	75	.4	2.3	17	61	1.1	4.3	8	33	.5	1.9	6	43	.4	1.8	1	16	.1	1.2
<b>4-Book</b>	<b>5</b>	<b>86</b>	<b>.3</b>	<b>1.8</b>	<b>13</b>	<b>55</b>	<b>.8</b>	<b>3.0</b>	<b>6</b>	<b>42</b>	<b>.4</b>	<b>1.4</b>	<b>7</b>	<b>46</b>	<b>.5</b>	<b>1.9</b>	<b>1</b>	<b>19</b>	<b>.1</b>	<b>1.4</b>
WI '01	4	55	.3	1.5	9	30	.6	2.2	6	30	.4	1.5	7	36	.5	2.1	1	6	.1	1.1
<b>KBZU-FM</b>																				
WI '02	17	179	1.1	6.0	23	111	1.5	5.3	32	137	2.0	7.1	24	129	1.5	6.7	5	57	.3	5.3
FA '01	14	212	.9	5.0	21	98	1.3	4.9	29	137	1.8	6.7	16	129	1.0	4.5	1	31	.1	1.1
SU '01	12	163	.8	4.2	17	99	1.1	4.2	25	115	1.6	5.4	18	124	1.2	5.1	1	30	.1	1.0
SP '01	9	122	.6	3.4	6	60	.4	1.5	18	77	1.2	4.4	13	83	.8	3.9	1	21	.1	1.2
<b>4-Book</b>	<b>13</b>	<b>169</b>	<b>.9</b>	<b>4.7</b>	<b>17</b>	<b>92</b>	<b>1.1</b>	<b>4.0</b>	<b>26</b>	<b>117</b>	<b>1.7</b>	<b>5.9</b>	<b>18</b>	<b>116</b>	<b>1.1</b>	<b>5.1</b>	<b>2</b>	<b>35</b>	<b>.2</b>	<b>2.2</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	8	98	.5	2.8	14	60	.9	3.2	17	51	1.1	3.8	8	51	.5	2.2	1	32	.1	1.1
FA '01	9	110	.6	3.2	9	49	.6	2.1	15	51	.9	3.5	16	91	1.0	4.5	4	34	.2	4.5
SU '01	6	124	.4	2.1	7	52	.5	1.7	11	56	.7	2.4	12	75	.8	3.4	1	26	.1	1.0
SP '01	8	120	.5	3.0	9	64	.6	2.3	10	70	.6	2.4	8	80	.5	2.4	2	37	.1	2.5
<b>4-Book</b>	<b>8</b>	<b>113</b>	<b>.5</b>	<b>2.8</b>	<b>10</b>	<b>56</b>	<b>.7</b>	<b>2.3</b>	<b>13</b>	<b>57</b>	<b>.8</b>	<b>3.0</b>	<b>11</b>	<b>74</b>	<b>.7</b>	<b>3.1</b>	<b>2</b>	<b>32</b>	<b>.1</b>	<b>2.3</b>
WI '01	5	80	.3	1.9	8	35	.5	2.0	5	32	.3	1.2	8	46	.5	2.3	3	34	.2	3.2
<b>KIOT-FM</b>																				
WI '02	9	217	.6	3.2	12	120	.8	2.8	13	96	.8	2.9	14	124	.9	3.9	4	53	.3	4.2
FA '01	8	197	.5	2.9	10	78	.6	2.3	14	129	.9	3.2	12	120	.7	3.4	5	71	.3	5.6
SU '01	12	212	.8	4.2	15	103	1.0	3.7	18	112	1.2	3.9	14	128	.9	4.0	4	46	.3	3.9
SP '01	15	305	1.0	5.6	22	155	1.4	5.6	28	153	1.8	6.8	21	196	1.4	6.3	4	67	.3	4.9
<b>4-Book</b>	<b>11</b>	<b>233</b>	<b>.7</b>	<b>4.0</b>	<b>15</b>	<b>114</b>	<b>1.0</b>	<b>3.6</b>	<b>18</b>	<b>123</b>	<b>1.2</b>	<b>4.2</b>	<b>15</b>	<b>142</b>	<b>1.0</b>	<b>4.4</b>	<b>4</b>	<b>59</b>	<b>.3</b>	<b>4.7</b>
WI '01	14	279	.9	5.2	16	116	1.0	4.0	23	160	1.5	5.6	23	192	1.5	6.7	4	75	.3	4.3
<b>KIVA-AM</b>																				
WI '02	2	69	.1	.7	7	27	.4	1.6	2	23	.1	.4	3	35	.2	.8	1	5	.1	1.1
FA '01	3	87	.2	1.1	4	52	.2	.9	8	60	.5	1.8	5	58	.3	1.4	1	8	.1	1.1
SU '01	3	82	.2	1.1	4	28	.3	1.0	4	54	.3	.9	5	61	.3	1.4	2	17	.1	1.9
SP '01	1	66	.1	.4	1	16	.1	.3	2	24	.1	.5	2	29	.1	.6	1	20	.1	1.0
<b>4-Book</b>	<b>2</b>	<b>76</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>31</b>	<b>.3</b>	<b>1.0</b>	<b>4</b>	<b>40</b>	<b>.3</b>	<b>.9</b>	<b>4</b>	<b>46</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>1.0</b>
WI '01	1	39	.1	.4	2	27	.1	.5	1	8	.1	.2	2	28	.1	.6	1	4	.1	1.1
<b>KKJY-AM</b>																				
WI '02	1	12	.1	.4	2	10	.1	.5	1	12	.1	.2	1	12	.1	.3	1	12	.1	1.1
FA '01	1	13	.1	.4	1	9	.1	.2	1	9	.1	.2	1	4	.1	.2	1	12	.1	1.1
SU '01	1	16	.1	.4	2	12	.1	.5	1	16	.1	.2	1	5	.1	.3	2	4	.1	1.1
SP '01	1	18	.1	.3	1	9	.1	.3	1	14	.1	.2	1	9	.1	.3	1	4	.1	1.1
<b>4-Book</b>	<b>1</b>	<b>18</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>1.1</b>
WI '01	1	7	.1	.2	1	7	.1	.2	1	7	.1	.2	1	7	.1	.2	1	7	.1	.2

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

# Target Listener Trends

## Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KKOB-AM</b>																				
WI '02	26	352	1.6	9.2	44	224	2.8	10.1	47	185	3.0	10.5	33	229	2.1	9.3	8	110	.5	8.4
FA '01	27	393	1.7	9.7	49	218	3.0	11.4	37	189	2.3	8.5	34	259	2.1	9.6	12	104	.7	13.5
SU '01	25	345	1.6	8.8	43	227	2.8	10.6	49	196	3.2	10.5	29	193	1.9	8.3	7	62	.5	6.8
SP '01	19	302	1.2	7.1	28	151	1.8	7.1	42	200	2.7	10.2	26	146	1.7	7.8	5	59	.3	6.2
<b>4-Book</b>	<b>24</b>	<b>348</b>	<b>1.5</b>	<b>8.7</b>	<b>41</b>	<b>205</b>	<b>2.6</b>	<b>9.8</b>	<b>44</b>	<b>193</b>	<b>2.8</b>	<b>9.9</b>	<b>31</b>	<b>207</b>	<b>2.0</b>	<b>8.8</b>	<b>8</b>	<b>84</b>	<b>.5</b>	<b>8.7</b>
WI '01	27	335	1.8	10.1	52	218	3.4	12.8	53	210	3.4	12.9	29	200	1.9	8.5	8	64	.5	8.5
<b>KKOB-FM</b>																				
WI '02	15	257	.9	5.3	27	147	1.7	6.2	28	143	1.8	6.2	16	132	1.0	4.5	2	38	.1	2.1
FA '01	8	231	.5	2.9	14	116	.9	3.3	9	113	.6	2.1	12	129	.7	3.4	2	36	.1	2.2
SU '01	11	235	.7	3.9	21	123	1.4	5.2	17	103	1.1	3.6	12	115	.8	3.4	2	43	.1	1.9
SP '01	11	227	.7	4.1	21	108	1.4	5.3	16	100	1.0	3.9	15	126	1.0	4.5	3	34	.2	3.7
<b>4-Book</b>	<b>11</b>	<b>238</b>	<b>.7</b>	<b>4.1</b>	<b>21</b>	<b>124</b>	<b>1.4</b>	<b>5.0</b>	<b>18</b>	<b>115</b>	<b>1.1</b>	<b>4.0</b>	<b>14</b>	<b>126</b>	<b>.9</b>	<b>4.0</b>	<b>2</b>	<b>38</b>	<b>.1</b>	<b>2.5</b>
WI '01	11	234	.7	4.1	17	136	1.1	4.2	18	110	1.2	4.4	14	130	.9	4.1	2	46	.1	2.1
<b>KKRG-FM</b>																				
WI '02	4	95	.3	1.4	3	27	.2	.7	6	38	.4	1.3	6	47	.4	1.7	2	23	.1	2.1
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	5	152	.3	1.8	5	79	.3	1.2	6	79	.4	1.3	6	74	.4	1.7	2	31	.1	2.1
FA '01	2	99	.1	.7	4	42	.2	.9	2	27	.1	.5	2	47	.1	.6	1	35	.1	1.1
SU '01	3	84	.2	1.1	3	33	.2	.7	5	39	.3	1.1	3	44	.2	.9	1	16	.1	1.0
SP '01	6	121	.4	2.3	8	57	.5	2.0	6	60	.4	1.5	6	77	.4	1.8	1	26	.1	1.2
<b>4-Book</b>	<b>4</b>	<b>114</b>	<b>.3</b>	<b>1.5</b>	<b>5</b>	<b>53</b>	<b>.3</b>	<b>1.2</b>	<b>5</b>	<b>51</b>	<b>.3</b>	<b>1.1</b>	<b>4</b>	<b>61</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>27</b>	<b>.1</b>	<b>1.4</b>
WI '01	3	99	.2	1.1	3	25	.2	.7	3	38	.2	.7	5	65	.3	1.5	3	24	.2	3.2
<b>KLSK-FM</b>																				
WI '02	6	147	.4	2.1	10	81	.6	2.3	11	65	.7	2.4	6	76	.4	1.7	2	42	.1	2.1
FA '01	10	195	.6	3.6	10	88	.6	2.3	15	109	.9	3.5	17	128	1.0	4.8	3	47	.2	3.4
SU '01	5	121	.3	1.8	8	65	.5	2.0	11	73	.7	2.4	5	66	.3	1.4	2	21	.1	1.9
SP '01	10	180	.6	3.8	12	101	.8	3.0	17	77	1.1	4.1	14	107	.9	4.2	3	48	.2	3.7
<b>4-Book</b>	<b>8</b>	<b>161</b>	<b>.5</b>	<b>2.8</b>	<b>10</b>	<b>84</b>	<b>.6</b>	<b>2.4</b>	<b>14</b>	<b>81</b>	<b>.9</b>	<b>3.1</b>	<b>11</b>	<b>94</b>	<b>.7</b>	<b>3.0</b>	<b>3</b>	<b>40</b>	<b>.2</b>	<b>2.8</b>
WI '01	9	203	.6	3.4	12	93	.8	3.0	13	95	.8	3.2	13	123	.8	3.8	2	50	.1	2.1
<b>KLVO-FM</b>																				
WI '02	7	67	.4	2.5	9	39	.6	2.1	14	44	.9	3.1	7	39	.4	2.0	2	23	.1	2.1
FA '01	4	68	.2	1.4	4	36	.2	.9	4	28	.2	.9	5	55	.3	1.4	1	15	.1	1.1
SU '01	9	85	.6	3.2	14	59	.9	3.4	15	43	1.0	3.2	6	48	.4	1.7	2	26	.1	1.9
SP '01	8	118	.5	3.0	9	50	.6	2.3	10	74	.6	2.4	14	79	.9	4.2	4	41	.3	4.9
<b>4-Book</b>	<b>7</b>	<b>85</b>	<b>.4</b>	<b>2.5</b>	<b>9</b>	<b>46</b>	<b>.6</b>	<b>2.2</b>	<b>11</b>	<b>47</b>	<b>.7</b>	<b>2.4</b>	<b>8</b>	<b>55</b>	<b>.5</b>	<b>2.3</b>	<b>2</b>	<b>26</b>	<b>.2</b>	<b>2.5</b>
WI '01	6	93	.4	2.2	8	44	.5	2.0	9	51	.6	2.2	8	51	.5	2.3	1	11	.1	1.1
<b>KMGA-FM</b>																				
WI '02	8	155	.5	2.8	10	68	.6	2.3	19	72	1.2	4.2	9	99	.6	2.5	2	30	.1	2.1
FA '01	10	158	.6	3.6	13	67	.8	3.0	17	89	1.0	3.9	14	111	.9	3.9	3	43	.2	3.4
SU '01	8	163	.5	2.8	6	53	.4	1.5	9	48	.6	1.9	8	82	.5	2.3	8	56	.5	7.8
SP '01	7	149	.5	2.6	8	68	.5	2.0	10	65	.6	2.4	7	69	.5	2.1	5	55	.3	6.2
<b>4-Book</b>	<b>8</b>	<b>156</b>	<b>.5</b>	<b>3.0</b>	<b>9</b>	<b>64</b>	<b>.6</b>	<b>2.2</b>	<b>14</b>	<b>69</b>	<b>.9</b>	<b>3.1</b>	<b>10</b>	<b>90</b>	<b>.6</b>	<b>2.7</b>	<b>5</b>	<b>46</b>	<b>.3</b>	<b>4.9</b>
WI '01	6	107	.4	2.2	10	55	.6	2.5	11	56	.7	2.7	7	50	.5	2.1	3	32	.2	3.2
<b>KNKT-FM</b>																				
WI '02	5	82	.3	1.8	9	42	.6	2.1	8	41	.5	1.8	3	26	.2	.8	4	18	.3	4.2
FA '01	4	94	.2	1.4	11	54	.7	2.6	4	30	.2	.9	6	51	.4	1.7	1	17	.1	1.1
SU '01	4	55	.3	1.4	10	40	.6	2.5	6	20	.4	1.3	6	51	.4	1.7	1	18	.1	1.0
SP '01	2	53	.1	.8	4	27	.3	1.0	3	20	.2	.7	3	25	.2	.9		10		
<b>4-Book</b>	<b>4</b>	<b>71</b>	<b>.2</b>	<b>1.4</b>	<b>9</b>	<b>41</b>	<b>.6</b>	<b>2.1</b>	<b>5</b>	<b>28</b>	<b>.3</b>	<b>1.2</b>	<b>5</b>	<b>38</b>	<b>.3</b>	<b>1.3</b>	<b>2</b>	<b>16</b>	<b>.1</b>	<b>1.6</b>
WI '01	2	59	.1	.7	2	19	.1	.5	1	18	.1	.2	2	23	.1	.6	1	19	.1	1.1

Target Listener Trends - Men 25-54

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		Men 25-54																		
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH	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	
<b>KNML-AM</b>																				
WI '02	8	145	.5	2.8	13	73	.8	3.0	14	77	.9	3.1	10	90	.6	2.8	2	30	.1	2.1
FA '01	16	185	1.0	5.7	21	94	1.3	4.9	46	114	2.8	10.6	15	95	.9	4.2	2	42	.1	2.2
SU '01	6	84	.4	2.1	9	47	.6	2.2	17	55	1.1	3.6	6	44	.4	1.7	1	16	.1	1.0
SP '01	9	120	.6	3.4	12	68	.8	3.0	22	79	1.4	5.3	10	77	.6	3.0	2	20	.1	2.5
<b>4-Book</b>	<b>10</b>	<b>134</b>	<b>.6</b>	<b>3.5</b>	<b>14</b>	<b>71</b>	<b>.9</b>	<b>3.3</b>	<b>25</b>	<b>81</b>	<b>1.6</b>	<b>5.7</b>	<b>10</b>	<b>77</b>	<b>.6</b>	<b>2.9</b>	<b>2</b>	<b>27</b>	<b>.1</b>	<b>2.0</b>
WI '01	7	122	.5	2.6	9	69	.6	2.2	16	60	1.0	3.9	8	78	.5	2.3	1	13	.1	1.1
<b>KPEK-FM</b>																				
WI '02	10	183	.6	3.5	11	107	.7	2.5	11	117	.7	2.4	12	119	.8	3.4	4	71	.3	4.2
FA '01	5	179	.3	1.8	5	76	.3	1.2	9	94	.6	2.1	4	82	.2	1.1	2	33	.1	2.2
SU '01	10	205	.6	3.5	9	67	.6	2.2	17	106	1.1	3.6	14	120	.9	4.0	3	42	.2	2.9
SP '01	10	199	.6	3.8	13	90	.8	3.3	19	114	1.2	4.6	11	117	.7	3.3	4	39	.3	4.9
<b>4-Book</b>	<b>9</b>	<b>192</b>	<b>.5</b>	<b>3.2</b>	<b>10</b>	<b>85</b>	<b>.6</b>	<b>2.3</b>	<b>14</b>	<b>108</b>	<b>.9</b>	<b>3.2</b>	<b>10</b>	<b>110</b>	<b>.7</b>	<b>3.0</b>	<b>3</b>	<b>46</b>	<b>.2</b>	<b>3.6</b>
WI '01	9	173	.6	3.4	12	99	.8	3.0	12	75	.8	2.9	14	103	.9	4.1	1	43	.1	1.1
<b>KQEO-FM</b>																				
WI '02	7	79	.4	2.5	4	55	.3	.9	12	52	.8	2.7	10	59	.6	2.8	4	19	.3	4.2
FA '01	5	91	.3	1.8	5	42	.3	1.2	5	49	.3	1.2	5	49	.3	1.4	3	26	.2	3.4
SU '01	4	108	.3	1.4	7	44	.5	1.7	6	69	.4	1.3	5	53	.3	1.4	1	20	.1	1.0
SP '01	6	138	.4	2.3	9	70	.6	2.3	9	65	.6	2.2	6	63	.4	1.8	2	29	.1	2.5
<b>4-Book</b>	<b>6</b>	<b>104</b>	<b>.4</b>	<b>2.0</b>	<b>6</b>	<b>53</b>	<b>.4</b>	<b>1.5</b>	<b>8</b>	<b>59</b>	<b>.5</b>	<b>1.9</b>	<b>7</b>	<b>56</b>	<b>.4</b>	<b>1.9</b>	<b>3</b>	<b>24</b>	<b>.2</b>	<b>2.8</b>
WI '01	8	130	.5	3.0	9	79	.6	2.2	9	65	.6	2.2	8	70	.5	2.3	5	28	.3	5.3
<b>KRQS-FM</b>																				
WI '02	14	143	.9	4.9	18	83	1.1	4.1	23	84	1.5	5.1	19	96	1.2	5.3	5	60	.3	5.3
FA '01	6	107	.4	2.2	7	49	.4	1.6	12	61	.7	2.8	10	74	.6	2.8	2	24	.1	2.2
SU '01	7	106	.5	2.5	9	38	.6	2.2	13	47	.8	2.8	10	79	.6	2.9	1	31	.1	1.0
SP '01	12	131	.8	4.5	13	75	.8	3.3	17	61	1.1	4.1	16	97	1.0	4.8	5	62	.3	6.2
<b>4-Book</b>	<b>10</b>	<b>122</b>	<b>.7</b>	<b>3.5</b>	<b>12</b>	<b>61</b>	<b>.7</b>	<b>2.8</b>	<b>16</b>	<b>63</b>	<b>1.0</b>	<b>3.7</b>	<b>14</b>	<b>87</b>	<b>.9</b>	<b>4.0</b>	<b>3</b>	<b>44</b>	<b>.2</b>	<b>3.7</b>
WI '01	9	113	.6	3.4	13	64	.8	3.2	18	56	1.2	4.4	11	78	.7	3.2	2	45	.1	2.1
<b>KRST-FM</b>																				
WI '02	9	188	.6	3.2	12	100	.8	2.8	14	95	.9	3.1	10	99	.6	2.8	2	39	.1	2.1
FA '01	15	217	.9	5.4	24	105	1.5	5.6	26	124	1.6	6.0	16	121	1.0	4.5	4	41	.2	4.5
SU '01	11	194	.7	3.9	19	111	1.2	4.7	15	113	1.0	3.2	7	123	.5	2.0	4	55	.3	3.9
SP '01	10	236	.6	3.8	16	118	1.0	4.1	14	104	.9	3.4	14	116	.9	4.2	2	50	.1	2.5
<b>4-Book</b>	<b>11</b>	<b>209</b>	<b>.7</b>	<b>4.1</b>	<b>18</b>	<b>109</b>	<b>1.1</b>	<b>4.3</b>	<b>17</b>	<b>109</b>	<b>1.1</b>	<b>3.9</b>	<b>12</b>	<b>115</b>	<b>.8</b>	<b>3.4</b>	<b>3</b>	<b>46</b>	<b>.2</b>	<b>3.3</b>
WI '01	9	217	.6	3.4	15	114	1.0	3.7	13	115	.8	3.2	9	107	.6	2.6	2	32	.1	2.1
<b>KRZY-AM</b>																				
WI '02	1	29	.1	.4	7	25	.4	1.6	1	4	.1	.2	12	4	.1	.6				
FA '01	5	30	.3	1.8	13	30	.8	3.0	6	17	.4	1.4	2	25	.3	1.1				
SU '01	6	54	.4	2.1	14	44	.9	3.4	10	32	.6	2.1	4	24	.2	.9				
SP '01	4	43	.3	1.5	9	35	.6	2.3	7	31	.5	1.7	3	16	.2	.7	1	11	.1	1.2
<b>4-Book</b>	<b>4</b>	<b>39</b>	<b>.3</b>	<b>1.5</b>	<b>11</b>	<b>34</b>	<b>.7</b>	<b>2.6</b>	<b>6</b>	<b>21</b>	<b>.4</b>	<b>1.4</b>	<b>2</b>	<b>16</b>	<b>.2</b>	<b>.7</b>	<b>3</b>	<b>3</b>		<b>.3</b>
WI '01	3	28	.2	1.1	4	18	.3	1.0	6	21	.4	1.5	3	21	.2	.9				
<b>KRZY-FM</b>																				
WI '02	7	65	.4	2.5	8	53	.5	1.8	11	36	.7	2.4	9	52	.6	2.5	3	20	.2	3.2
FA '01	1	33	.1	.4	12	12	.1	.2	1	12	.1	.2	8	8			1	12	.1	1.1
SU '01	9	71	.6	3.2	13	38	.8	3.2	15	39	1.0	3.2	12	55	.8	3.4	3	31	.2	2.9
SP '01	4	62	.3	1.5	4	29	.3	1.0	4	24	.3	1.0	5	33	.3	1.5	1	11	.1	1.2
<b>4-Book</b>	<b>5</b>	<b>58</b>	<b>.4</b>	<b>1.9</b>	<b>6</b>	<b>33</b>	<b>.4</b>	<b>1.5</b>	<b>8</b>	<b>28</b>	<b>.5</b>	<b>1.7</b>	<b>7</b>	<b>37</b>	<b>.4</b>	<b>1.9</b>	<b>2</b>	<b>19</b>	<b>.2</b>	<b>2.1</b>
WI '01	1	33	.1	.4	8	8			2	19	.1	.5	1	15	.1	.3	10			
<b>KSYU-FM</b>																				
WI '02	3	44	.2	1.1	4	19	.3	.9	7	25	.4	1.6	4	29	.3	1.1	2	9	.1	2.1
FA '01	3	103	.2	1.1	2	44	.1	.5	4	41	.2	.9	5	48	.3	1.4	2	15	.1	2.2
SU '01	6	64	.4	2.1	8	38	.5	2.0	10	38	.6	2.1	6	38	.4	1.7	2	17	.1	1.9
SP '01	3	63	.2	1.1	5	31	.3	1.3	6	41	.4	1.5	4	35	.3	1.2	1	16	.1	1.2
<b>4-Book</b>	<b>4</b>	<b>69</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>33</b>	<b>.3</b>	<b>1.2</b>	<b>7</b>	<b>36</b>	<b>.4</b>	<b>1.5</b>	<b>5</b>	<b>38</b>	<b>.3</b>	<b>1.4</b>	<b>2</b>	<b>14</b>	<b>.1</b>	<b>1.9</b>
WI '01	3	77	.2	1.1	4	28	.3	1.0	6	34	.4	1.5	5	43	.3	1.5	4			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	<b>KTEG-FM</b>																			
WI '02	10	130	.6	3.5	14	83	.9	3.2	14	74	.9	3.1	10	81	.6	2.8	7	44	.4	7.4
FA '01	6	125	.4	2.2	7	67	.4	1.6	11	66	.7	2.5	11	73	.7	3.1	2	46	.1	2.2
SU '01	7	127	.5	2.5	5	56	.3	1.2	13	100	.8	2.8	9	63	.6	2.6	6	31	.4	5.8
SP '01	3	85	.2	1.1	5	40	.3	1.3	6	39	.4	1.5	4	50	.3	1.2	1	16	.1	1.2
<b>4-Book</b>	7	<b>117</b>	<b>.4</b>	<b>2.3</b>	8	<b>62</b>	<b>.5</b>	<b>1.8</b>	11	<b>70</b>	<b>.7</b>	<b>2.5</b>	9	<b>67</b>	<b>.6</b>	<b>2.4</b>	4	<b>34</b>	<b>.3</b>	<b>4.2</b>
WI '01	7	105	.5	2.6	8	53	.5	2.0	9	48	.6	2.2	11	69	.7	3.2	6	48	.4	6.4
<b>KTZO-FM</b>																				
WI '02	9	173	.6	3.2	13	104	.8	3.0	16	115	1.0	3.6	13	114	.8	3.7	2	33	.1	2.1
FA '01	8	193	.5	2.9	11	71	.7	2.6	11	113	.7	2.5	8	82	.5	2.2	3	52	.2	3.4
SU '01	14	183	.9	4.9	16	94	1.0	3.9	28	116	1.8	6.0	17	106	1.1	4.9	4	56	.3	3.9
SP '01	12	138	.8	4.5	12	60	.8	3.0	22	83	1.4	5.3	13	103	.8	3.9	4	47	.3	4.9
<b>4-Book</b>	11	<b>172</b>	<b>.7</b>	<b>3.9</b>	13	<b>82</b>	<b>.8</b>	<b>3.1</b>	19	<b>107</b>	<b>1.2</b>	<b>4.4</b>	13	<b>101</b>	<b>.8</b>	<b>3.7</b>	3	<b>47</b>	<b>.2</b>	<b>3.6</b>
WI '01	3	115	.2	1.1	4	42	.3	1.0	5	51	.3	1.2	5	58	.3	1.5	1	25	.1	1.1
<b>KYLZ-FM</b>																				
WI '02	6	119	.4	2.1	9	65	.6	2.1	9	54	.6	2.0	6	54	.4	1.7	4	35	.3	4.2
FA '01	5	143	.3	1.8	8	70	.5	1.9	5	45	.3	1.2	8	83	.5	2.2	2	37	.1	2.2
SU '01	9	115	.6	3.2	10	52	.6	2.5	14	62	.9	3.0	11	63	.7	3.1	5	40	.3	4.9
SP '01	4	117	.3	1.5	3	49	.2	.8	6	75	.4	1.5	9	80	.6	2.7	1	31	.1	1.2
<b>4-Book</b>	6	<b>124</b>	<b>.4</b>	<b>2.2</b>	8	<b>59</b>	<b>.5</b>	<b>1.8</b>	9	<b>59</b>	<b>.6</b>	<b>1.9</b>	9	<b>70</b>	<b>.6</b>	<b>2.4</b>	3	<b>36</b>	<b>.2</b>	<b>3.1</b>
WI '01	3	101	.2	1.1	3	43	.2	.7	3	35	.2	.7	3	45	.2	.9	2	29	.1	2.1
<b>+KZNM-FM</b>																				
WI '02	6	47	.4	2.1	6	33	.4	1.4	8	28	.5	1.8	10	38	.6	2.8	2	17	.1	2.1
FA '01	1	32	.1	.4		4				8			1	16	.1	.3	1	13	.1	1.1
SU '01	3	84	.2	1.1	5	33	.3	1.2	4	45	.3	.9	3	43	.2	.9	2	13	.1	1.9
SP '01	5	64	.3	1.9	10	39	.6	2.5	4	42	.3	1.0	6	35	.4	1.8	2	21	.1	2.5
<b>4-Book</b>	4	<b>57</b>	<b>.3</b>	<b>1.4</b>	5	<b>27</b>	<b>.3</b>	<b>1.3</b>	4	<b>31</b>	<b>.3</b>	<b>.9</b>	5	<b>33</b>	<b>.3</b>	<b>1.5</b>	2	<b>16</b>	<b>.1</b>	<b>1.9</b>
WI '01	3	64	.2	1.1	7	36	.5	1.7	5	32	.3	1.2	2	37	.1	.6	1	11	.1	1.1
<b>KZRR-FM</b>																				
WI '02	22	334	1.4	7.7	41	254	2.6	9.4	31	183	2.0	6.9	29	217	1.8	8.1	6	75	.4	6.3
FA '01	38	413	2.3	13.6	75	284	4.6	17.4	58	230	3.6	13.4	43	233	2.6	12.1	10	104	.6	11.2
SU '01	28	296	1.8	9.9	46	175	3.0	11.3	47	205	3.0	10.1	39	221	2.5	11.1	9	92	.6	8.7
SP '01	19	292	1.2	7.1	48	219	3.1	12.2	28	144	1.8	6.8	17	145	1.1	5.1	3	46	.2	3.7
<b>4-Book</b>	27	<b>334</b>	<b>1.7</b>	<b>9.6</b>	53	<b>233</b>	<b>3.3</b>	<b>12.6</b>	41	<b>191</b>	<b>2.6</b>	<b>9.3</b>	32	<b>204</b>	<b>2.0</b>	<b>9.1</b>	7	<b>79</b>	<b>.5</b>	<b>7.5</b>
WI '01	41	375	2.7	15.4	66	272	4.3	16.3	61	217	4.0	14.8	55	272	3.6	16.1	16	106	1.0	17.0
<b>KBAC-FM</b>																				
WI '02	3	39	.2	1.1	4	28	.3	.9	2	15	.1	.4	5	23	.3	1.4	2	20	.1	2.1
FA '01	4	58	.2	1.4	6	28	.4	1.4	5	25	.3	1.2	7	42	.4	2.0	2	22	.1	2.2
SU '01	4	78	.3	1.4	4	39	.3	1.0	5	24	.3	1.1	5	54	.3	1.4	2	27	.1	1.9
SP '01	2	62	.1	.8	1	16	.1	.3	3	17	.2	.7	2	39	.1	.6	1	24	.1	1.2
<b>4-Book</b>	3	<b>59</b>	<b>.2</b>	<b>1.2</b>	4	<b>28</b>	<b>.3</b>	<b>.9</b>	4	<b>20</b>	<b>.2</b>	<b>.9</b>	5	<b>40</b>	<b>.3</b>	<b>1.4</b>	2	<b>23</b>	<b>.1</b>	<b>1.9</b>
WI '01	1	41	.1	.4	1	10	.1	.2		10			1	22	.1	.3	2	22	.1	2.1
<b>TOTALS</b>																				
WI '02	284	1490	18.0		434	1354	27.4		449	1185	28.4		356	1316	22.5		95	743	6.0	
FA '01	279	1573	17.1		430	1349	26.3		434	1240	26.6		356	1411	21.8		89	784	5.5	
SU '01	284	1492	18.4		407	1300	26.4		466	1267	30.2		350	1330	22.7		103	742	6.7	
SP '01	266	1506	17.3		394	1291	25.6		412	1190	26.7		335	1349	21.7		81	751	5.3	
<b>4-Book</b>	278	1515	17.7		416	1324	26.4		440	1221	28.0		349	1352	22.2		92	755	5.9	
WI '01	267	1485	17.3		405	1305	26.3		411	1115	26.7		341	1341	22.1		94	697	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 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		
<b>KABG-FM</b>																					
WI '02	11	109	.7	2.6	5	78	.3	2.8	8	23	.5	3.9	18	40	1.1	5.6	5	16	.3	2.2	
4-Book	11	113	.7	2.6	6	72	.4	3.2	7	21	.5	3.4	12	29	.8	3.8	7	18	.4	2.8	
<b>KBQI-FM</b>																					
WI '02	21	144	1.3	5.0	5	74	.3	2.8	7	20	.4	3.4	8	28	.5	2.5	7	28	.4	3.1	
4-Book	20	151	1.3	5.0	9	97	.6	4.9	9	29	.6	4.2	14	37	.9	4.6	12	42	.7	4.9	
<b>KBTK-AM</b>																					
WI '02	9	107	.6	2.2	1	24	.1	.6	1	3	.1	.5	2	11	.1	.6	3	7	.2	1.3	
4-Book	8	83	.5	2.1	1	19	.1	.4	1	5	.1	.6	1	7	.1	.3	1	4	.1	.5	
<b>KBZU-FM</b>																					
WI '02	26	166	1.6	6.3	8	106	.5	4.5	9	27	.6	4.4	16	42	1.0	5.0	19	49	1.2	8.5	
4-Book	21	151	1.3	5.1	7	80	.5	3.8	6	20	.4	3.0	13	34	.8	4.1	13	33	.8	5.5	
<b>KHFM-FM</b>																					
WI '02	13	84	.8	3.1	4	53	.3	2.2	4	11	.3	2.0	6	18	.4	1.9	3	7	.2	1.3	
4-Book	12	97	.7	2.8	5	57	.3	2.6	3	11	.2	1.4	7	20	.5	2.2	6	18	.4	2.6	
<b>K10T-FM</b>																					
WI '02	13	190	.8	3.1	7	117	.4	3.9	12	40	.8	5.9	14	49	.9	4.3	10	31	.6	4.5	
4-Book	16	201	1.0	4.1	7	110	.4	4.0	8	33	.5	3.6	13	44	.8	3.9	9	33	.6	3.9	
<b>KIVA-AM</b>																					
WI '02	4	60	.3	1.0	1	20	.1	.6	3	6	.2	1.5	1	3	.1	.3	1	5	.1	.4	
4-Book	4	68	.3	1.0	1	25	.1	.6	2	7	.1	.7	1	8	.1	.3	2	8	.1	.8	
<b>KKJY-AM</b>																					
WI '02	1	12	.1	.2	1	7			1	7	.1	.5	1	3	.1	.3					
4-Book	1	16	.1	.3	1	9	.1	.3	1	4	.1	.5	1	3	.1	.2		2		.1	
<b>KKOB-AM</b>																					
WI '02	42	331	2.7	10.1	10	153	.6	5.6	8	33	.5	3.9	10	40	.6	3.1	11	34	.7	4.9	
4-Book	39	311	2.5	9.6	9	133	.5	4.8	9	35	.5	4.1	11	39	.7	3.5	10	34	.6	4.2	
<b>KKOB-FM</b>																					
WI '02	24	241	1.5	5.8	8	105	.5	4.5	10	29	.6	4.9	17	55	1.1	5.3	7	26	.4	3.1	
4-Book	17	210	1.1	4.3	6	104	.4	3.5	6	25	.4	2.9	10	38	.7	3.2	7	28	.4	3.2	
<b>KKRG-FM</b>																					
WI '02	5	71	.3	1.2	3	55	.2	1.7	2	8	.1	1.0	4	7	.3	1.2	4	11	.3	1.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	6	135	.4	1.4	5	66	.3	2.8	10	34	.6	4.9	8	29	.5	2.5	5	16	.3	2.2	
4-Book	5	95	.4	1.2	4	56	.3	2.4	5	19	.3	2.4	7	28	.5	2.1	5	16	.3	2.2	
<b>KLSK-FM</b>																					
WI '02	9	118	.6	2.2	2	63	.1	1.1	3	24	.2	1.5	5	28	.3	1.6	1	14	.1	.4	
4-Book	12	137	.8	2.9	4	69	.3	2.4	6	25	.4	2.6	11	36	.7	3.3	4	18	.3	1.8	
<b>KLVO-FM</b>																					
WI '02	10	55	.6	2.4	6	50	.4	3.4	10	28	.6	4.9	11	28	.7	3.4	8	18	.5	3.6	
4-Book	9	73	.6	2.3	7	59	.5	3.8	7	18	.4	3.3	12	31	.8	3.8	8	18	.5	3.4	
<b>KMGA-FM</b>																					
WI '02	13	135	.8	3.1	3	61	.2	1.7	3	16	.2	1.5	9	21	.6	2.8	9	32	.6	4.0	
4-Book	11	125	.7	2.7	6	72	.4	3.2	8	23	.5	4.0	11	32	.7	3.5	8	27	.5	3.5	
<b>KNKT-FM</b>																					
WI '02	7	68	.4	1.7	4	37	.3	2.2	2	4	.1	1.0	13	26	.8	4.0	6	11	.4	2.7	
4-Book	6	58	.4	1.5	2	34	.2	1.3	2	9	.1	.8	4	15	.3	1.3	3	9	.2	1.2	
<b>KNML-AM</b>																					
WI '02	13	125	.8	3.1	4	92	.3	2.2	4	19	.3	2.0	6	33	.4	1.9	4	26	.3	1.8	
4-Book	17	117	1.1	4.2	4	66	.2	2.0	4	18	.3	2.0	5	20	.3	1.5	6	17	.4	2.5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KPEK-FM																				
WI '02	11	160	.7	2.6	11	110	.7	6.2	6	17	.4	2.9	17	46	1.1	5.3	13	50	.8	5.8
4-Book	11	158	.7	2.8	7	109	.5	4.1	6	22	.4	3.0	12	47	.8	3.9	10	41	.6	4.2
KQEO-FM																				
WI '02	9	74	.6	2.2	7	44	.4	3.9	2	13	.1	1.0	10	20	.6	3.1	6	8	.4	2.7
4-Book	7	88	.5	1.8	6	58	.4	3.2	6	19	.4	2.9	10	26	.7	3.3	6	17	.4	2.7
KRQS-FM																				
WI '02	20	121	1.3	4.8	9	74	.6	5.1	4	17	.3	2.0	15	37	.9	4.7	13	29	.8	5.8
4-Book	14	102	.9	3.5	7	63	.5	3.8	6	18	.4	2.6	10	21	.7	3.3	9	22	.6	3.8
KRST-FM																				
WI '02	12	147	.8	2.9	7	96	.4	3.9	8	25	.5	3.9	8	42	.5	2.5	12	38	.8	5.4
4-Book	16	172	1.0	3.9	8	114	.5	4.5	10	30	.6	4.5	10	38	.6	3.1	11	46	.7	4.6
KRZY-AM																				
WI '02	2	29	.1	.5		4												4		
4-Book	6	37	.4	1.6	2	20	.1	1.1	6	14	.4	2.7	3	7	.2	.9	2	7	.1	.7
KRZY-FM																				
WI '02	9	65	.6	2.2	6	40	.4	3.4	6	16	.4	2.9	7	24	.4	2.2	6	8	.4	2.7
4-Book	7	48	.5	1.7	4	32	.3	2.3	5	15	.3	2.5	9	18	.6	2.9	6	8	.4	2.6
KSYU-FM																				
WI '02	5	36	.3	1.2	1	24	.1	.6					2	8	.1	.6	1	4	.1	.4
4-Book	6	57	.3	1.4	2	36	.2	1.3	1	8	.1	.6	5	19	.3	1.7	3	12	.2	1.5
KTEG-FM																				
WI '02	13	106	.8	3.1	7	87	.4	3.9	6	30	.4	2.9	11	31	.7	3.4	7	29	.4	3.1
4-Book	9	101	.6	2.2	4	57	.2	2.1	4	18	.3	2.1	8	23	.5	2.4	5	19	.4	2.4
KTZO-FM																				
WI '02	14	153	.9	3.4	5	75	.3	2.8	3	14	.2	1.5	11	31	.7	3.4	7	23	.4	3.1
4-Book	15	143	1.0	3.8	8	94	.5	4.2	8	23	.5	4.0	15	40	.9	4.6	11	36	.7	4.5
KYLZ-FM																				
WI '02	8	94	.5	1.9	4	63	.3	2.2	5	13	.3	2.5	11	37	.7	3.4	6	25	.4	2.7
4-Book	8	104	.5	2.0	4	56	.3	2.1	4	13	.3	2.0	8	26	.5	2.4	7	24	.4	2.9
+KZNM-FM																				
WI '02	8	43	.5	1.9	4	35	.3	2.2	1	6	.1	.5	6	15	.4	1.9	9	11	.6	4.0
4-Book	5	49	.3	1.2	3	28	.2	1.7	3	9	.2	1.5	6	15	.4	1.8	4	10	.3	1.8
KZRR-FM																				
WI '02	34	314	2.1	8.2	12	159	.8	6.7	15	68	.9	7.4	24	57	1.5	7.5	11	53	.7	4.9
4-Book	42	308	2.7	10.4	13	170	.9	7.4	17	60	1.0	8.1	25	74	1.6	8.0	17	62	1.1	7.5
KBAC-FM																				
WI '02	3	32	.2	.7	1	27	.1	.6		4			4	15	.3	1.2	2	8	.1	.9
4-Book	4	47	.3	1.0	2	29	.2	1.3	2	10	.1	.9	4	17	.3	1.2	4	15	.3	1.7
TOTALS																				
WI '02	416	1477	26.3		178	1217	11.3		204	546	12.9		322	742	20.4		224	578	14.2	
4-Book	405	1500	25.7		179	1212	11.4		208	577	13.2		317	720	20.1		230	610	14.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-54

	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
KABG-FM																				
WI '02	3	4	.2	2.7		4			7	20	.4	3.3	1	6	.1	.6				
4-Book	2	8	.1	2.1	7	17	.4	4.8	8	25	.5	3.9	4	14	.3	2.6	1	6	.1	1.9
KBQI-FM																				
WI '02	2	9	.1	1.8	7	28	.4	5.9	10	29	.6	4.7	2	9	.1	1.1	1	5	.1	1.8
4-Book	4	19	.3	4.6	11	35	.7	7.5	14	43	.9	6.3	7	18	.5	4.7	2	9	.2	3.3
KBTK-AM																				
WI '02					1	4	.1	.8	1	6	.1	.5		6			1	7	.1	1.8
4-Book	1	2	.1	.6	1	3	.1	.4	1	5	.1	.6		2			1	4	.1	.9
KBZU-FM																				
WI '02	2	13	.1	1.8	5	19	.3	4.2	10	44	.6	4.7	6	33	.4	3.4	1	11	.1	1.8
4-Book	4	13	.2	3.9	3	12	.2	2.3	9	28	.5	3.9	6	22	.4	3.4	3	6	.2	4.0
KHFM-FM																				
WI '02	1	9	.1	.9	7	16	.4	5.9	5	23	.3	2.3	7	22	.4	4.0	1	10	.1	1.8
4-Book	2	8	.1	2.0	4	14	.3	3.2	7	24	.4	3.2	7	20	.4	4.3	3	11	.2	5.4
KIOT-FM																				
WI '02	4	21	.3	3.6	4	20	.3	3.4	6	29	.4	2.8	6	19	.4	3.4	2	9	.1	3.5
4-Book	4	17	.3	4.2	4	16	.2	2.7	10	39	.6	4.4	7	25	.5	4.1	3	6	.2	4.6
KIVA-AM																				
WI '02		5							1	5	.1	.5	1	8	.1	.6		5		
4-Book		3		.3	1	2	.1	.3	1	6	.1	.4		3		.2		3		
KKJY-AM																				
WI '02						3			1	3	.1	.5								
4-Book		1			1	3		.3	1	4	.1	.5	1	2	.1	.6				
KKOB-AM																				
WI '02	7	36	.4	6.3	10	46	.6	8.5	19	40	1.2	8.8	13	33	.8	7.4	3	25	.2	5.3
4-Book	8	36	.5	8.7	7	27	.4	5.0	11	31	.7	5.1	9	28	.6	5.4	4	21	.2	5.6
KKOB-FM																				
WI '02	4	18	.3	3.6	3	16	.2	2.5	6	42	.4	2.8	7	29	.4	4.0	8	22	.5	14.0
4-Book	3	15	.2	3.6	7	30	.4	5.0	8	33	.5	3.7	7	23	.4	4.1	4	19	.3	6.8
KKRG-FM																				
WI '02	2	8	.1	1.8	3	11	.2	2.5	6	18	.4	2.8	4	16	.3	2.3	1	14	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	7	12	.4	6.3	4	20	.3	3.4	4	28	.3	1.9	3	16	.2	1.7	2	4	.1	3.5
4-Book	4	9	.2	3.4	5	16	.3	3.1	7	20	.4	2.8	3	11	.2	1.7	1	4	.1	1.7
KLSK-FM																				
WI '02					1	11	.1	.8	2	18	.1	.9	2	11	.1	1.1	1	5	.1	1.8
4-Book	1	9	.1	1.4	3	12	.2	1.7	5	21	.3	2.3	3	15	.2	2.0	2	7	.2	3.6
KLVO-FM																				
WI '02	3	9	.2	2.7	4	6	.3	3.4	6	15	.4	2.8	5	10	.3	2.9				
4-Book	3	12	.2	2.6	5	14	.4	3.9	11	26	.7	4.8	6	21	.4	3.6	1	7	.1	2.1
KMGA-FM																				
WI '02	1	8	.1	.9					1	10	.1	.5	1	4	.1	.6	3	21	.2	5.3
4-Book	6	22	.4	6.1	2	8	.1	1.1	5	20	.3	2.1	4	15	.3	2.6	3	15	.2	4.4
KNKT-FM																				
WI '02	3	10	.2	2.7		3			4	11	.3	1.9						3		
4-Book	2	9	.1	1.7	2	9	.1	1.6	4	16	.2	1.8	1	6	.1	.7	1	5	.1	1.1
KNML-AM																				
WI '02	1	9	.1	.9	3	18	.2	2.5	6	32	.4	2.8	12	43	.8	6.9	1	8	.1	1.8
4-Book	1	7	.1	1.4	3	13	.2	1.8	5	22	.3	2.1	5	22	.3	3.2	2	11	.2	3.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## 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
KPEK-FM																				
WI '02	6	37	.4	5.4	4	22	.3	3.4	19	45	1.2	8.8	18	29	1.1	10.3	5	24	.3	8.8
4-Book	3	20	.2	2.7	4	14	.3	3.0	12	43	.8	5.3	10	26	.6	5.6	3	14	.2	4.8
KQEO-FM																				
WI '02	5	14	.3	4.5	5	7	.3	4.2	11	19	.7	5.1	10	21	.6	5.7	3	5	.2	5.3
4-Book	2	9	.1	2.3	5	14	.3	3.4	7	15	.4	3.0	6	18	.4	3.8	2	6	.1	2.7
KRQS-FM																				
WI '02	7	29	.4	6.3	3	12	.2	2.5	12	33	.8	5.6	10	28	.6	5.7	5	17	.3	8.8
4-Book	3	14	.2	3.3	5	19	.3	3.5	10	29	.7	4.5	9	25	.5	5.4	3	11	.2	4.2
KRST-FM																				
WI '02	3	4	.2	2.7	6	20	.4	5.1	5	29	.3	2.3	7	21	.4	4.0	3	4	.2	5.3
4-Book	5	14	.3	4.7	8	24	.5	5.6	11	35	.7	5.0	7	23	.4	4.1	4	9	.2	5.8
KRZY-AM																				
WI '02																				
4-Book		2				3	.2	2.0		3	.2	1.3		1	.1	.7		1		.4
KRZY-FM																				
WI '02	4	12	.3	3.6	6	16	.4	5.1	7	16	.4	3.3	7	16	.4	4.0	3	8	.2	5.3
4-Book	2	8	.2	2.3	3	8	.2	2.1	4	11	.3	1.7	4	10	.3	2.2	1	2	.1	1.3
KSYU-FM																				
WI '02	3	4	.2	2.7					1	4	.1	.5	1	3	.1	.6				
4-Book	3	7	.2	2.5	2	10	.1	1.0	3	11	.2	1.4	2	7	.1	1.1	1	5		.7
KTEG-FM																				
WI '02	8	30	.5	7.2	3	13	.2	2.5	12	36	.8	5.6	7	31	.4	4.0	2	4	.1	3.5
4-Book	3	15	.2	2.6	1	6	.1	1.0	5	16	.3	2.1	4	13	.2	2.2	2	7	.1	2.4
KTZO-FM																				
WI '02	5	27	.3	4.5	6	22	.4	5.1	7	35	.4	3.3	5	13	.3	2.9	1	5	.1	1.8
4-Book	4	17	.3	4.7	4	15	.3	3.3	9	33	.6	4.3	7	23	.5	4.2	3	20	.2	5.3
KYLZ-FM																				
WI '02	5	15	.3	4.5	2	11	.1	1.7	3	8	.2	1.4	4	17	.3	2.3				
4-Book	4	10	.3	4.2	2	8	.1	1.3	4	9	.2	1.6	3	15	.3	1.9	1	3	.1	1.6
+KZNM-FM																				
WI '02	4	11	.3	3.6	2	6	.1	1.7	6	11	.4	2.8	5	7	.3	2.9	2	4	.1	3.5
4-Book	3	9	.2	2.4	2	6	.2	1.7	4	9	.3	1.8	3	8	.2	1.7	2	5	.1	2.6
KZRR-FM																				
WI '02	8	25	.5	7.2	5	25	.3	4.2	16	63	1.0	7.4	13	45	.8	7.4	2	13	.1	3.5
4-Book	8	32	.6	8.5	10	28	.6	7.1	13	53	.8	6.2	11	35	.7	6.7	4	16	.3	5.9
KBAC-FM																				
WI '02	1	4	.1	.9	1	8	.1	.8	3	7	.2	1.4	3	3			1	4		
4-Book	1	4	.1	.8	1	5	.1	.6	4	11	.3	1.7	3	9	.2	1.7	1	4	.1	.8
TOTALS																				
WI '02	111	359	7.0		118	342	7.5		215	602	13.6		175	468	11.1		57	218	3.6	
4-Book	96	328	6.1		136	422	8.7		220	596	14.0		165	452	10.5		62	231	3.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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





# Target Listener Trends

		<b>Men 35-64</b>																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KNML-AM</b>																					
WI '02	7	115	.5	2.9	10	45	.7	2.6	12	58	.9	3.3	8	61	.6	2.8	2	26	.1	2.5	
FA '01	11	137	.8	4.7	17	77	1.2	4.6	25	74	1.8	7.1	11	80	.8	3.6	2	35	.1	2.7	
SU '01	5	81	.4	2.2	7	40	.5	2.1	12	50	.9	3.2	5	41	.4	1.8	1	12	.1	1.3	
SP '01	5	93	.4	2.2	4	46	.3	1.2	7	54	.5	2.1	7	63	.5	2.5	2	26	.2	2.8	
<b>4-Book</b>	<b>7</b>	<b>107</b>	<b>.5</b>	<b>3.0</b>	<b>10</b>	<b>52</b>	<b>.7</b>	<b>2.6</b>	<b>14</b>	<b>59</b>	<b>1.0</b>	<b>3.9</b>	<b>8</b>	<b>61</b>	<b>.6</b>	<b>2.7</b>	<b>2</b>	<b>25</b>	<b>.1</b>	<b>2.3</b>	
WI '01	5	100	.4	2.3	2	40	.2	.6	13	45	1.0	3.9	7	59	.5	2.6	1	17	.1	1.4	
<b>KPEK-FM</b>																					
WI '02	6	112	.4	2.5	7	61	.5	1.8	8	74	.6	2.2	8	74	.6	2.8	3	45	.2	3.8	
FA '01	3	111	.2	1.3	3	50	.2	.8	7	60	.5	2.0	3	47	.2	1.0	1	25	.1	1.3	
SU '01	6	128	.5	2.6	5	53	.4	1.5	11	67	.8	3.0	7	66	.5	2.6	1	25	.1	1.3	
SP '01	6	110	.5	2.7	8	55	.6	2.4	10	68	.8	2.9	7	69	.5	2.5	2	26	.2	2.8	
<b>4-Book</b>	<b>5</b>	<b>115</b>	<b>.4</b>	<b>2.3</b>	<b>6</b>	<b>55</b>	<b>.4</b>	<b>1.6</b>	<b>9</b>	<b>67</b>	<b>.7</b>	<b>2.5</b>	<b>6</b>	<b>64</b>	<b>.5</b>	<b>2.2</b>	<b>2</b>	<b>30</b>	<b>.2</b>	<b>2.3</b>	
WI '01	2	79	.2	.9	4	34	.3	1.2	2	24	.2	.6	4	50	.3	1.5	1	21	.1	1.4	
<b>KQEO-FM</b>																					
WI '02	9	110	.6	3.8	7	70	.5	1.8	17	69	1.2	4.6	14	77	1.0	4.9	4	22	.3	5.1	
FA '01	10	130	.7	4.2	14	74	1.0	3.8	13	69	.9	3.7	10	75	.7	3.3	4	32	.3	5.3	
SU '01	7	133	.5	3.1	13	64	1.0	3.9	11	91	.8	3.0	6	71	.5	2.2	1	25	.1	1.3	
SP '01	8	164	.6	3.5	11	78	.8	3.3	14	82	1.1	4.1	9	81	.7	3.2	2	34	.2	2.8	
<b>4-Book</b>	<b>9</b>	<b>134</b>	<b>.6</b>	<b>3.7</b>	<b>11</b>	<b>72</b>	<b>.8</b>	<b>3.2</b>	<b>14</b>	<b>78</b>	<b>1.0</b>	<b>3.9</b>	<b>10</b>	<b>76</b>	<b>.7</b>	<b>3.4</b>	<b>3</b>	<b>28</b>	<b>.2</b>	<b>3.6</b>	
WI '01	8	146	.6	3.7	8	77	.6	2.5	9	71	.7	2.7	8	76	.6	3.0	5	28	.4	7.1	
<b>KRQS-FM</b>																					
WI '02	13	158	.9	5.5	16	91	1.1	4.2	22	95	1.6	6.0	18	112	1.3	6.3	4	61	.3	5.1	
FA '01	6	104	.4	2.5	7	45	.5	1.9	12	50	.9	3.4	10	66	.7	3.3	2	28	.1	2.7	
SU '01	9	124	.7	3.9	10	51	.8	3.0	15	65	1.2	4.0	12	87	.9	4.4	2	33	.2	2.6	
SP '01	11	136	.8	4.9	10	66	.8	3.0	14	64	1.1	4.1	14	94	1.1	4.9	5	55	.4	7.0	
<b>4-Book</b>	<b>10</b>	<b>131</b>	<b>.7</b>	<b>4.2</b>	<b>11</b>	<b>63</b>	<b>.8</b>	<b>3.0</b>	<b>16</b>	<b>69</b>	<b>1.2</b>	<b>4.4</b>	<b>14</b>	<b>90</b>	<b>1.0</b>	<b>4.7</b>	<b>3</b>	<b>44</b>	<b>.3</b>	<b>4.4</b>	
WI '01	9	95	.7	4.2	14	62	1.1	4.3	17	50	1.3	5.1	10	63	.8	3.7	2	41	.2	2.9	
<b>KRST-FM</b>																					
WI '02	7	169	.5	2.9	12	92	.9	3.1	13	87	.9	3.6	9	91	.6	3.1	2	30	.1	2.5	
FA '01	11	175	.8	4.7	21	99	1.5	5.6	22	94	1.6	6.3	12	98	.9	3.9	1	22	.1	1.3	
SU '01	8	155	.6	3.5	17	85	1.3	5.1	16	106	1.2	4.3	6	98	.5	2.2	1	39	.1	1.3	
SP '01	10	217	.8	4.4	17	106	1.3	5.1	13	105	1.0	3.8	16	110	1.2	5.7	1	36	.1	1.4	
<b>4-Book</b>	<b>9</b>	<b>179</b>	<b>.7</b>	<b>3.9</b>	<b>17</b>	<b>96</b>	<b>1.3</b>	<b>4.7</b>	<b>16</b>	<b>98</b>	<b>1.2</b>	<b>4.5</b>	<b>11</b>	<b>99</b>	<b>.8</b>	<b>3.7</b>	<b>1</b>	<b>32</b>	<b>.1</b>	<b>1.6</b>	
WI '01	8	176	.6	3.7	12	97	.9	3.7	12	84	.9	3.6	9	85	.7	3.3	2	24	.2	2.9	
<b>KRZY-AM</b>																					
WI '02	1	22	.1	.4	6	19	.4	1.6	1	9	.1	.3		4							
FA '01	4	13	.3	1.7	9	13	.6	2.4	5	13	.4	1.4	2	4	.1	.7					
SU '01	2	21	.2	.9	4	19	.3	1.2	2	11	.2	.5	2	10	.2	.7					
SP '01	1	16	.1	.4	3	16	.2	.9	3	12	.2	.9	2	12	.2	.7					
<b>4-Book</b>	<b>2</b>	<b>18</b>	<b>.2</b>	<b>.9</b>	<b>6</b>	<b>17</b>	<b>.4</b>	<b>1.5</b>	<b>3</b>	<b>11</b>	<b>.2</b>	<b>.8</b>	<b>2</b>	<b>8</b>	<b>.1</b>	<b>.5</b>				<b>4</b>	
WI '01	1	14	.1	.5		4			1	10	.1	.3	1	10	.1	.4				<b>1</b>	
<b>KRZY-FM</b>																					
WI '02	3	46	.2	1.3	8	39	.6	2.1	4	20	.3	1.1	1	28	.1	.3				<b>13</b>	
FA '01	1	14	.1	.4	1	11	.1	.3	1	6	.1	.3	1	11	.1	.3				<b>3</b>	
SU '01	6	35	.5	2.6	8	21	.6	2.4	10	28	.8	2.7	7	26	.5	2.6				<b>2</b>	
SP '01	3	42	.2	1.3	2	21	.2	.6	4	27	.3	1.2	4	23	.3	1.4				<b>1</b>	
<b>4-Book</b>	<b>3</b>	<b>34</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>23</b>	<b>.4</b>	<b>1.4</b>	<b>5</b>	<b>20</b>	<b>.4</b>	<b>1.3</b>	<b>3</b>	<b>22</b>	<b>.3</b>	<b>1.2</b>				<b>1</b>	
WI '01	2	39	.2	.9		8			5	28	.4	1.5	2	16	.2	.7				<b>1</b>	
<b>KSYU-FM</b>																					
WI '02	2	40	.1	.8	2	19	.1	.5	4	19	.3	1.1	2	20	.1	.7				<b>2</b>	
FA '01	3	71	.2	1.3	1	27	.1	.3	4	30	.3	1.1	5	42	.4	1.6				<b>2</b>	
SU '01	5	49	.4	2.2	7	29	.5	2.1	8	24	.6	2.2	5	31	.4	1.8				<b>2</b>	
SP '01	4	53	.3	1.8	7	30	.5	2.1	7	32	.5	2.1	6	36	.5	2.1				<b>1</b>	
<b>4-Book</b>	<b>4</b>	<b>53</b>	<b>.3</b>	<b>1.5</b>	<b>4</b>	<b>26</b>	<b>.3</b>	<b>1.3</b>	<b>6</b>	<b>26</b>	<b>.4</b>	<b>1.6</b>	<b>5</b>	<b>32</b>	<b>.4</b>	<b>1.6</b>				<b>2</b>	
WI '01	3	61	.2	1.4	3	24	.2	.9	7	33	.5	2.1	4	32	.3	1.5				<b>4</b>	

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
KTEG-FM																				
WI '02	5	61	.4	2.1	8	42	.6	2.1	6	30	.4	1.6	4	36	.3	1.4	3	20	.2	3.8
FA '01	4	56	.3	1.7	4	33	.3	1.1	5	32	.4	1.4	7	30	.5	2.3	1	12	.1	1.3
SU '01	3	66	.2	1.3	2	33	.2	.6	7	47	.5	1.9	4	25	.3	1.5	1	11	.1	1.3
SP '01	1	19	.1	.4	2	15	.2	.6	2	11	.2	.6	2	11	.2	.7	1	10	.1	1.4
4-Book	3	51	.3	1.4	4	31	.3	1.1	5	30	.4	1.4	4	26	.3	1.5	2	13	.1	2.0
WI '01	2	43	.2	.9	2	19	.2	.6	1	15	.1	.3	3	26	.2	1.1	2	17	.2	2.9
KTZO-FM																				
WI '02	7	120	.5	2.9	10	68	.7	2.6	12	80	.9	3.3	10	84	.7	3.5	2	21	.1	2.5
FA '01	3	99	.2	1.3	3	38	.2	.8	5	69	.4	1.4	3	49	.2	1.0	1	21	.1	1.3
SU '01	8	106	.6	3.5	10	69	.8	3.0	18	75	1.4	4.8	7	63	.5	2.6	1	29	.1	1.3
SP '01	6	78	.5	2.7	6	27	.5	1.8	11	46	.8	3.2	7	61	.5	2.5	1	19	.1	1.4
4-Book	6	101	.5	2.6	7	51	.6	2.1	12	68	.9	3.2	7	64	.5	2.4	1	23	.1	1.6
WI '01	3	90	.2	1.4	4	29	.3	1.2	4	32	.3	1.2	4	47	.3	1.5		13		
KYLZ-FM																				
WI '02	3	59	.2	1.3	4	28	.3	1.0	4	28	.3	1.1	4	35	.3	1.4	1	17	.1	1.3
FA '01	3	74	.2	1.3	6	30	.4	1.6	5	24	.4	1.4	3	28	.2	1.0	1	19	.1	1.3
SU '01	4	48	.3	1.8	4	24	.3	1.2	6	28	.5	1.6	5	25	.4	1.8	1	16	.1	1.3
SP '01	1	38	.1	.4	1	13	.1	.3	3	34	.2	.9	1	21	.1	.4				
4-Book	3	55	.2	1.2	4	24	.3	1.0	5	29	.4	1.3	3	27	.3	1.2	1	13	.1	1.0
WI '01	1	29	.1	.5		7								7				4		
+KZNM-FM																				
WI '02	5	35	.4	2.1	5	30	.4	1.3	9	28	.6	2.5	9	25	.6	3.1	1	9	.1	1.3
FA '01	3	20	.2	1.3	3	5	.2	.8	2	5	.1	.6	4	8	.3	1.3	5	5		
SU '01	1	43	.1	.4	1	7	.1	.3	2	21	.2	.5	2	26	.2	.7	5	5		
SP '01	2	22	.2	.9	5	17	.4	1.5	2	17	.2	.6	1	13	.1	.4	4	4		
4-Book	3	30	.2	1.2	4	15	.3	1.0	4	18	.3	1.1	4	18	.3	1.4	6			.3
WI '01	1	31	.1	.5	2	17	.2	.6	3	18	.2	.9	1	14	.1	.4	1	8	.1	1.4
KZRR-FM																				
WI '02	11	174	.8	4.6	22	135	1.6	5.7	11	75	.8	3.0	14	103	1.0	4.9	5	45	.4	6.3
FA '01	14	213	1.0	5.9	31	143	2.2	8.3	21	111	1.5	6.0	14	100	1.0	4.6	2	41	.1	2.7
SU '01	14	130	1.1	6.1	26	92	2.0	7.8	22	92	1.7	5.9	19	99	1.5	7.0	5	40	.4	6.5
SP '01	13	172	1.0	5.8	30	141	2.3	9.0	19	87	1.5	5.6	13	81	1.0	4.6	2	23	.2	2.8
4-Book	13	172	1.0	5.6	27	128	2.0	7.7	18	91	1.4	5.1	15	96	1.1	5.3	4	37	.3	4.6
WI '01	22	207	1.7	10.2	37	142	2.8	11.4	34	119	2.6	10.2	28	154	2.2	10.4	5	48	.4	7.1
KBAC-FM																				
WI '02	2	39	.1	.8	3	23	.2	.8	3	20	.2	.8	3	24	.2	1.0	1	19	.1	1.3
FA '01	3	46	.2	1.3	3	22	.2	.8	4	23	.3	1.1	6	36	.4	2.0	1	15	.1	1.3
SU '01	4	70	.3	1.8	3	27	.2	.9	5	27	.4	1.3	5	47	.4	1.8	1	20	.1	1.3
SP '01	2	55	.2	.9	1	16	.1	.3	3	20	.2	.9	2	35	.2	.7	1	24	.1	1.4
4-Book	3	53	.2	1.2	3	22	.2	.7	4	23	.3	1.0	4	36	.3	1.4	1	20	.1	1.3
WI '01	1	40	.1	.5	2	12	.2	.6	2	10	.2	.6	1	26	.1	.4	2	18	.2	2.9
TOTALS																				
WI '02	238	1297	17.0		383	1178	27.4		366	1035	26.2		288	1148	20.6		79	600	5.7	
FA '01	236	1341	16.9		373	1143	26.7		350	1015	25.0		304	1205	21.7		75	635	5.4	
SU '01	228	1243	17.6		335	1101	25.8		372	1059	28.6		273	1090	21.0		77	571	5.9	
SP '01	226	1262	17.4		332	1107	25.6		339	978	26.1		283	1122	21.8		71	617	5.5	
4-Book	232	1286	17.2		356	1132	26.4		357	1022	26.5		287	1141	21.3		76	606	5.6	
WI '01	215	1247	16.6		325	1090	25.0		332	931	25.6		269	1124	20.7		70	549	5.4	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 35-64

# 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		
<b>KABG-FM</b>																					
WI '02	11	130	.8	3.2	6	91	.4	4.0	11	30	.8	6.0	19	49	1.4	6.6	5	17	.4	2.7	
4-Book	15	148	1.1	4.4	8	100	.6	5.2	11	31	.8	5.4	16	47	1.2	5.7	9	24	.7	4.4	
<b>KBQI-FM</b>																					
WI '02	7	85	.5	2.0	5	58	.4	3.3	3	13	.2	1.6	8	19	.6	2.8	8	25	.6	4.3	
4-Book	15	117	1.1	4.4	8	85	.6	5.1	8	30	.6	4.0	14	37	1.0	4.8	9	31	.7	4.6	
<b>KBTK-AM</b>																					
WI '02	11	130	.8	3.2	1	33	.1	.7	2	9	.1	1.1	1	6	.1	.3	3	9	.2	1.6	
4-Book	10	97	.7	3.0	1	26	.1	.7	2	8	.2	1.1	1	6	.1	.3	1	5	.1	.7	
<b>KBZU-FM</b>																					
WI '02	21	131	1.5	6.1	6	85	.4	4.0	6	19	.4	3.3	12	38	.9	4.2	14	37	1.0	7.5	
4-Book	17	117	1.2	4.9	6	63	.4	3.6	5	15	.4	2.6	11	28	.8	3.8	11	25	.8	5.5	
<b>KHFM-FM</b>																					
WI '02	14	97	1.0	4.0	5	61	.4	3.3	6	14	.4	3.3	12	23	.9	4.2	5	16	.4	2.7	
4-Book	14	116	1.0	4.0	6	69	.5	4.0	6	20	.5	3.2	11	27	.9	4.0	8	25	.6	4.2	
<b>KIOT-FM</b>																					
WI '02	13	177	.9	3.7	7	104	.5	4.6	11	39	.8	6.0	11	36	.8	3.8	9	27	.6	4.8	
4-Book	14	172	1.0	4.2	6	97	.5	4.0	7	30	.6	3.6	12	35	.9	4.1	9	32	.6	4.4	
<b>KIVA-AM</b>																					
WI '02	5	81	.4	1.4	1	27	.1	.7	4	10	.3	2.2	2	8	.1	.7	2	10	.1	1.1	
4-Book	4	74	.3	1.2	1	34	.1	.5	2	11	.2	1.0	2	11	.1	.6	2	11	.1	1.0	
<b>KKJY-AM</b>																					
WI '02	2	30	.1	.6	1	19	.1	.7	3	10	.2	1.6	2	12	.1	.7	1	5	.1	.6	
4-Book	3	29	.2	.8	2	18	.1	1.0	2	8	.2	1.1	3	9	.2	.9	1	5	.1	.6	
<b>KKOB-AM</b>																					
WI '02	46	378	3.3	13.3	11	173	.8	7.3	17	70	1.2	9.2	8	38	.6	2.8	12	41	.9	6.5	
4-Book	43	343	3.2	12.9	11	156	.8	7.2	16	55	1.2	7.9	15	49	1.1	5.1	14	44	1.0	7.2	
<b>KKOB-FM</b>																					
WI '02	17	183	1.2	4.9	4	82	.3	2.6	6	24	.4	3.3	11	38	.8	3.8	3	11	.2	1.6	
4-Book	12	154	.9	3.6	4	71	.3	2.5	3	15	.2	1.5	6	22	.5	2.1	4	18	.3	2.2	
<b>KKRG-FM</b>																					
WI '02	7	78	.5	2.0	4	59	.3	2.6	2	11	.1	1.1	5	13	.4	1.7	6	16	.4	3.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	3	53	.2	.9	2	22	.1	1.3	5	14	.4	2.7	1	13	.1	.3	4	6	.1	.7	
4-Book	2	32	.2	.6	2	17	.2	1.1	3	8	.3	1.6	2	9	.2	.6	1	6	.1	.7	
<b>KLSK-FM</b>																					
WI '02	6	91	.4	1.7	2	45	.1	1.3	2	12	.1	1.1	5	24	.4	1.7	1	10	.1	.5	
4-Book	8	105	.6	2.4	3	48	.2	1.6	4	17	.2	1.8	7	26	.5	2.4	3	13	.2	1.2	
<b>KLVD-FM</b>																					
WI '02	4	34	.3	1.2	3	28	.2	2.0	5	16	.4	2.7	6	14	.4	2.1	3	7	.2	1.6	
4-Book	5	39	.3	1.4	3	32	.2	2.1	4	12	.3	2.1	8	20	.6	2.7	4	7	.3	2.2	
<b>KMGA-FM</b>																					
WI '02	13	151	.9	3.7	3	64	.2	2.0	4	17	.3	2.2	8	22	.6	2.8	6	22	.4	3.2	
4-Book	11	125	.8	3.3	6	68	.4	3.9	10	27	.7	4.9	11	27	.8	3.8	7	23	.5	3.4	
<b>KNKT-FM</b>																					
WI '02	6	65	.4	1.7	3	36	.2	2.0	2	4	.1	1.1	10	25	.7	3.5	6	11	.4	3.2	
4-Book	5	49	.4	1.5	2	25	.1	1.2	2	6	.1	.8	3	11	.2	1.1	3	6	.2	1.3	
<b>KNML-AM</b>																					
WI '02	10	89	.7	2.9	4	81	.3	2.6	4	15	.3	2.2	5	23	.4	1.7	5	27	.4	2.7	
4-Book	11	89	.8	3.1	3	61	.3	2.1	4	15	.3	1.8	4	17	.3	1.3	6	18	.5	3.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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		
<b>KPEK-FM</b>																					
WI '02	8	99	.6	2.3	5	62	.4	3.3	4	9	.3	2.2	10	33	.7	3.5	6	24	.4	3.2	
4-Book	7	93	.6	2.2	5	67	.4	2.9	6	19	.5	3.1	9	34	.7	3.2	6	23	.4	2.8	
<b>KQED-FM</b>																					
WI '02	13	102	.9	3.7	8	58	.6	5.3	3	18	.2	1.6	12	25	.9	4.2	6	8	.4	3.2	
4-Book	12	117	.9	3.5	7	73	.5	4.4	8	26	.6	4.0	13	31	1.0	4.6	7	19	.5	3.4	
<b>KRQS-FM</b>																					
WI '02	19	130	1.4	5.5	9	87	.6	6.0	2	15	.1	1.1	17	39	1.2	5.9	13	33	.9	7.0	
4-Book	14	108	1.0	4.1	8	72	.5	4.9	6	20	.4	2.7	12	25	.9	4.2	9	26	.7	4.5	
<b>KRST-FM</b>																					
WI '02	11	141	.8	3.2	4	86	.3	2.6	7	23	.5	3.8	6	33	.4	2.1	8	32	.6	4.3	
4-Book	15	154	1.1	4.3	6	84	.4	3.5	9	27	.7	4.5	9	30	.7	3.3	8	32	.6	4.0	
<b>KRZY-AM</b>																					
WI '02	2	22	.1	.6		6				2				2				4			
4-Book	3	18	.2	.9	1	10	.1	.8	3	7	.2	1.5	2	5	.1	.5	1	4	.1	.6	
<b>KRZY-FM</b>																					
WI '02	4	43	.3	1.2	3	31	.2	2.0	6	11	.4	3.3	3	13	.2	1.0					
4-Book	4	31	.3	1.2	3	20	.2	1.6	4	9	.3	1.9	6	12	.5	2.2	4	5	.3	1.8	
<b>KSYU-FM</b>																					
WI '02	3	32	.2	.9	1	18	.1	.7	1	2	.1	.5	3	7	.2	1.0	2	7	.1	1.1	
4-Book	5	44	.4	1.6	3	29	.2	1.6	2	9	.2	.9	5	17	.4	1.9	4	12	.3	2.0	
<b>KTEG-FM</b>																					
WI '02	6	49	.4	1.7	3	38	.2	2.0	2	13	.1	1.1	6	19	.4	2.1	2	9	.1	1.1	
4-Book	4	42	.3	1.3	2	26	.1	1.2	2	9	.1	.9	3	13	.3	1.2	3	9	.2	1.4	
<b>KTZO-FM</b>																					
WI '02	11	102	.8	3.2	4	65	.3	2.6	3	14	.2	1.6	9	30	.6	3.1	4	21	.3	2.2	
4-Book	9	86	.7	2.6	5	54	.4	2.9	5	14	.4	2.6	9	23	.6	3.1	5	18	.4	2.5	
<b>KYLZ-FM</b>																					
WI '02	4	50	.3	1.2	2	26	.1	1.3	3	5	.2	1.6	6	13	.4	2.1	3	17	.2	1.6	
4-Book	4	45	.3	1.2	2	26	.1	1.3	3	9	.3	1.6	4	11	.3	1.5	3	11	.2	1.5	
<b>+KZNM-FM</b>																					
WI '02	8	35	.6	2.3	4	21	.3	2.6		2			4	7	.3	1.4	9	11	.6	4.8	
4-Book	4	24	.3	1.1	2	17	.2	1.5	2	5	.1	.9	4	10	.3	1.4	4	7	.3	2.0	
<b>KZRR-FM</b>																					
WI '02	15	162	1.1	4.3	8	71	.6	5.3	9	34	.6	4.9	19	37	1.4	6.6	7	24	.5	3.8	
4-Book	20	162	1.5	6.0	7	76	.5	4.2	9	31	.7	4.7	14	42	1.0	5.0	8	29	.6	4.1	
<b>KBAC-FM</b>																					
WI '02	3	29	.2	.9	3	32	.2	2.0		4			4	15	.3	1.4	3	11	.2	1.6	
4-Book	3	42	.3	1.0	2	28	.2	1.5	2	9	.1	.8	4	14	.3	1.3	5	16	.3	2.3	
<b>TOTALS</b>																					
WI '02	347	1291	24.8	151	1047	10.8			184	507	13.2			288	656	20.6	186	476	13.3		
4-Book	335	1273	24.8	155	1030	11.5			197	539	14.7			282	627	20.9	194	505	14.4		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KABG-FM</b>																			
WI '02																			
4-Book																			
2	11	.2	3.1	9	25	.7	7.1	8	28	.6	4.5	7	21	.5	4.8	3	11	.2	5.0
<b>KBQI-FM</b>																			
WI '02																			
4-Book																			
2	9	.1	2.4	4	11	.3	3.8	9	17	.6	4.9	5	17	.4	3.8	1	5	.1	2.1
2	13	.2	3.4	11	32	.8	7.7	13	39	1.0	7.0	7	20	.5	5.1	1	7	.1	2.4
<b>KBTK-AM</b>																			
WI '02																			
4-Book																			
1	3			1	3	.1	1.0	1	8	.1	.5		6			1	13	.1	2.1
1	6	.1	1.2	1	6	.1	.8	2	8	.1	.9	4			.2	1	6	.1	2.4
<b>KBZU-FM</b>																			
WI '02																			
4-Book																			
2	4			5	19	.4	4.8	10	39	.7	5.4	5	29	.4	3.8	1	11	.1	2.1
2	10	.2	3.5	3	11	.2	2.2	7	22	.5	3.6	5	18	.4	3.3	3	6	.2	4.9
<b>KHFM-FM</b>																			
WI '02																			
4-Book																			
2	4			7	22	.5	6.7	5	28	.4	2.7	6	20	.4	4.5	1	6	.1	2.1
2	8	.1	2.5	7	22	.5	5.3	9	32	.7	4.7	7	21	.5	5.1	4	13	.3	7.5
<b>KIOT-FM</b>																			
WI '02																			
4-Book																			
5	16	.4	5.9	4	22	.3	3.8	6	30	.4	3.3	6	19	.4	4.5	2	9	.1	4.3
4	17	.3	5.8	3	14	.2	2.2	8	36	.6	4.2	5	20	.4	3.9	1	5	.1	2.1
<b>KIVA-AM</b>																			
WI '02																			
4-Book																			
				1	5	.1	.3	2	8	.1	1.1	1	8	.1	.8				
	1			1	5	.1	.3	2	9	.1	.8	1	5	.1	.7		2		
<b>KKJY-AM</b>																			
WI '02																			
4-Book																			
				1	6	.1	1.0	1	6	.1	.5	1	3	.1	.8				
	2		.5	1	4	.1	.8	2	7	.2	1.0	2	5	.2	1.5		2		
<b>KKOB-AM</b>																			
WI '02																			
4-Book																			
11	33	.8	12.9	10	45	.7	9.6	16	46	1.1	8.7	11	25	.8	8.3	4	18	.3	8.5
9	36	.7	11.9	8	37	.6	6.9	14	45	1.0	7.5	12	33	.9	8.7	4	19	.3	7.5
<b>KKOB-FM</b>																			
WI '02																			
4-Book																			
3	16	.2	3.5	3	18	.2	2.9	4	30	.3	2.2	4	11	.3	3.0	1	7	.1	2.1
2	10	.1	2.2	5	22	.4	4.5	7	24	.5	3.7	4	12	.3	3.2	2	11	.1	3.1
<b>KKRG-FM</b>																			
WI '02																			
4-Book																			
2	8	.1	2.4	3	8	.2	2.9	7	29	.5	3.8	4	17	.3	3.0	1	14	.1	2.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																			
WI '02																			
4-Book																			
2	4	.1	2.4					1	11	.1	.5		4			2	4	.1	4.3
2	3	.1	1.8	2	4	.1	1.0	2	7	.2	.9	2				1	2		1.1
<b>KLSK-FM</b>																			
WI '02																			
4-Book																			
1				1	7	.1	1.0	1	14	.1	.5	2	14	.1	1.5	1	5	.1	2.1
1	6	.1	.6	1	7	.1	.6	3	15	.2	1.4	2	12	.1	1.1	1	4	.1	1.5
<b>KLVO-FM</b>																			
WI '02																			
4-Book																			
2	5	.1	2.4	1	2	.1	1.0	1	7	.1	.5	1	5	.1	.8	3	3	.2	6.4
1	4	.1	1.7	3	6	.2	2.3	5	13	.4	2.4	2	9	.2	1.5	1	2	.1	2.1
<b>KMGA-FM</b>																			
WI '02																			
4-Book																			
1	10	.1	1.2	1	6	.1	1.0	3	12	.2	1.6					3	15	.2	6.4
5	20	.4	7.4	4	16	.3	3.1	7	22	.5	3.7	4	11	.3	2.5	2	12	.2	4.6
<b>KNKT-FM</b>																			
WI '02																			
4-Book																			
3	10	.2	3.5		3			4	11	.3	2.2					3			
1	6	.1	1.5	2	7	.2	1.4	3	11	.2	1.7	1	3	.1	.4	1	5	.1	1.4
<b>KNML-AM</b>																			
WI '02																			
4-Book																			
2	11	.1	2.4	2	3	.1	1.9	5	33	.4	2.7	10	37	.7	7.6	2	6	.1	4.3
2	7	.1	2.4	2	8	.1	1.4	4	20	.3	2.2	5	22	.4	3.8	2	8	.1	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

Target Listener Estimates - Men 35-64

		Men 35-64																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KPEK-FM	WI '02	4	25	.3	4.7	3	16	.2	2.9	5	19	.4	2.7	7	9	.5	5.3	2	12	.1	4.3
	4-Book	2	13	.2	2.8	4	11	.3	2.8	6	21	.4	3.0	5	14	.4	3.7	1	7	.1	2.1
KQEO-FM	WI '02	5	14	.4	5.9	5	10	.4	4.8	13	27	.9	7.1	11	27	.8	8.3	3	10	.2	6.4
	4-Book	3	11	.3	4.1	5	17	.4	4.1	9	22	.6	4.8	7	22	.5	5.1	2	9	.2	4.5
KRQS-FM	WI '02	6	24	.4	7.1	3	15	.2	2.9	16	37	1.1	8.7	11	29	.8	8.3	3	15	.2	6.4
	4-Book	3	14	.2	3.9	5	19	.3	3.5	13	33	.9	6.6	11	29	.8	7.8	2	12	.2	4.1
KRST-FM	WI '02		3			5	15	.4	4.8	7	32	.5	3.8	3	12	.2	2.3				
	4-Book	1	7	.1	1.0	7	18	.5	5.2	6	25	.5	3.2	5	18	.4	3.5	1	5	.1	1.5
KRZY-AM	WI '02																				
	4-Book		1			2	6	.2	1.9	2	4	.1	.8	1	3	.1	.8				
KRZY-FM	WI '02	1	4	.1	1.2	6	15	.4	5.8	5	18	.4	2.7	1	6	.1	.8				
	4-Book	1	4	.1	1.2	3	8	.2	2.1	3	9	.2	1.3	1	5	.1	.4		1		
KSYU-FM	WI '02	3	4	.2	3.5									1	3	.1	.8				
	4-Book	3	6	.2	3.1	2	10	.1	1.2	2	7	.2	1.3	2	6	.2	1.1		2		.5
KTEG-FM	WI '02	6	13	.4	7.1	2	9	.1	1.9	6	15	.4	3.3	1	11	.1	.8				
	4-Book	2	7	.1	2.1	1	3	.1	.7	2	7	.1	1.1	1	5	.1	.8	1	4	.1	1.4
KTZO-FM	WI '02	5	27	.4	5.9	6	22	.4	5.8	4	27	.3	2.2	2	5	.1	1.5	1	5	.1	2.1
	4-Book	2	9	.2	3.0	4	11	.3	3.0	6	21	.5	3.3	4	12	.3	3.1	3	12	.2	5.0
KYLZ-FM	WI '02	2	11	.1	2.4	1	7	.1	1.0					1	5	.1	.8				
	4-Book	2	6	.2	2.5	1	5	.1	1.0	1	4	.1	.5	2	8	.1	1.1	1	2	.1	1.5
+KZNM-FM	WI '02	3	7	.2	3.5	1	5	.1	1.0	6	14	.4	3.3	5	7	.4	3.8	2	4	.1	4.3
	4-Book	2	6	.1	1.8	1	3	.1	.6	3	7	.2	1.6	3	4	.2	1.9	1	1		1.1
KZRR-FM	WI '02	5	9	.4	5.9	3	12	.2	2.9	8	29	.6	4.3	9	24	.6	6.8	2	9	.1	4.3
	4-Book	4	15	.3	5.3	3	8	.3	2.4	6	25	.5	3.2	6	18	.4	4.5	2	8	.2	4.5
KBAC-FM	WI '02	1	7	.1	1.2	1	8	.1	1.0	3	7	.2	1.6	3	6	.2	2.3	4	9	.3	8.5
	4-Book	1	6	.1	1.4	1	4	.1	.4	3	9	.3	1.8	3	9	.2	2.2	1	5	.1	2.6
TOTALS	WI '02	85	271	6.1		104	299	7.4		184	545	13.2		132	344	9.4		47	164	3.4	
	4-Book	75	262	5.5		127	390	9.4		186	520	13.8		135	375	10.0		50	188	3.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KABG-FM</b>																				
WI '02	1	32	.1	1.0	1	6	.1	.8	1	14	.1	1.0	2	9	.3	1.6		10		
FA '01		22				10				7				9				3		
SU '01	1	44	.2	1.1	1	9	.2	1.2	1	19	.2	.8	1	20	.2	.8		17		
SP '01	2	30	.4	2.1	2	14	.4	1.9	3	16	.5	2.7	2	13	.4	1.6	1	8	.2	1.5
<b>4-Book</b>	<b>1</b>	<b>32</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>10</b>	<b>.2</b>	<b>1.0</b>	<b>1</b>	<b>14</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>13</b>	<b>.2</b>	<b>1.0</b>		<b>10</b>	<b>.1</b>	<b>.4</b>
WI '01	1	33	.2	1.2	2	10	.4	1.9	2	10	.4	2.3	1	19	.2	.9		9		
<b>KBQI-FM</b>																				
WI '02	6	165	.9	6.1	8	91	1.2	6.7	6	90	.9	6.0	7	87	1.0	5.7	4	69	.6	5.4
FA '01	9	156	1.5	10.2	11	85	1.8	10.3	12	74	2.0	13.3	10	93	1.6	8.7	6	46	1.0	8.6
SU '01	6	130	1.1	6.3	6	59	1.1	7.3	9	78	1.6	7.1	7	60	1.2	5.5	4	46	.7	5.4
SP '01	8	109	1.4	8.5	11	46	1.9	10.4	8	54	1.4	7.2	10	54	1.8	7.9	5	43	.9	7.7
<b>4-Book</b>	<b>7</b>	<b>140</b>	<b>1.2</b>	<b>7.8</b>	<b>9</b>	<b>70</b>	<b>1.5</b>	<b>8.7</b>	<b>9</b>	<b>74</b>	<b>1.5</b>	<b>8.4</b>	<b>9</b>	<b>74</b>	<b>1.4</b>	<b>7.0</b>	<b>5</b>	<b>51</b>	<b>.8</b>	<b>6.8</b>
WI '01	3	111	.5	3.6	4	54	.7	3.8	3	48	.5	3.4	4	66	.7	3.7	3	51	.5	4.5
<b>KBTk-AM</b>																				
WI '02		12							1	4	.1	1.0		5				3		
FA '01		3												3						
SU '01		3				3														
SP '01																				
<b>4-Book</b>		<b>5</b>				<b>1</b>				<b>1</b>		<b>.3</b>		<b>2</b>				<b>1</b>		
WI '01																				
<b>KBZU-FM</b>																				
WI '02	1	28	.1	1.0		8			1	8	.1	1.0	2	20	.3	1.6	1	16	.1	1.4
FA '01		24				5				5				12				2		
SU '01	1	22	.2	1.1	1	13	.2	1.2	1	12	.2	.8	3	17	.5	2.3	1	14	.2	1.4
SP '01		11				4				6			1	4	.2	.8		4		
<b>4-Book</b>	<b>1</b>	<b>21</b>	<b>.1</b>	<b>.5</b>		<b>8</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>13</b>	<b>.3</b>	<b>1.2</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.7</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	3	39	.4	3.1	2	21	.3	1.7	3	18	.4	3.0	3	19	.4	2.5	3	19	.4	4.1
FA '01		26				12				3			1	15	.2	.9	1	11	.2	1.4
SU '01	1	38	.2	1.1	1	7	.2	1.2	2	24	.4	1.6	2	22	.4	1.6	2	17	.4	2.7
SP '01	3	50	.5	3.2	3	18	.5	2.8	5	16	.9	4.5	4	20	.7	3.2	1	10	.2	1.5
<b>4-Book</b>	<b>2</b>	<b>38</b>	<b>.3</b>	<b>1.9</b>	<b>2</b>	<b>15</b>	<b>.3</b>	<b>1.4</b>	<b>3</b>	<b>15</b>	<b>.4</b>	<b>2.3</b>	<b>3</b>	<b>19</b>	<b>.4</b>	<b>2.1</b>	<b>2</b>	<b>14</b>	<b>.3</b>	<b>2.4</b>
WI '01		5								3								3		
<b>K10T-FM</b>																				
WI '02	1	38	.1	1.0	1	17	.1	.8	2	25	.3	2.0	1	14	.1	.8		7		
FA '01		43			1	17	.2	.9		3			1	23	.2	.9		10		
SU '01	1	32	.2	1.1		5				10			1	14	.2	.8		13		
SP '01		35				3				7				2				16	.2	1.5
<b>4-Book</b>	<b>1</b>	<b>37</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.6</b>		<b>12</b>	<b>.1</b>	<b>.4</b>
WI '01	2	62	.4	2.4	3	19	.5	2.9	2	31	.4	2.3	1	17	.2	.9	1	16	.2	1.5
<b>KIVA-AM</b>																				
WI '02		3				3														
FA '01		6				6								3						
SU '01		2				2				2				2						
SP '01		3				3														
<b>4-Book</b>		<b>4</b>				<b>4</b>				<b>1</b>				<b>1</b>						
WI '01		6			1	6	.2	1.0												
<b>KKJY-AM</b>																				
WI '02		3								3				3						
FA '01		3																		
SU '01		4								4										
SP '01																				
<b>4-Book</b>		<b>3</b>								<b>2</b>				<b>1</b>						
WI '01		3																3		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 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		
<b>KKOB-AM</b>																					
WI '02	1	23	.1	1.0		3		2	9	.3	2.0	1	15	.1	.8		3				
FA '01		22			1	13	.2	.9	1	10	.2	1.1		13			3				
SU '01		13							1	2	.2	.8		7							
SP '01		6							1	4	.2	.9		3							
<b>4-Book</b>		<b>16</b>		<b>.3</b>		<b>4</b>		<b>.2</b>	<b>1</b>	<b>6</b>		<b>1.2</b>		<b>10</b>			<b>2</b>				
WI '01	1	22	.2	1.2	2	10	.4	1.9	1	7	.2	1.1	1	12	.2	.9	4				
<b>KKOB-FM</b>																					
WI '02	2	70	.3	2.0	3	36	.4	2.5	1	24	.1	1.0	2	33	.3	1.6	1	15	.1	1.4	
FA '01	3	58	.5	3.4	4	43	.7	3.7	5	27	.8	5.6	3	33	.5	2.6	1	19	.2	1.4	
SU '01	3	84	.5	3.2	1	18	.2	1.2	5	28	.9	4.0	6	35	1.1	4.7	2	28	.4	2.7	
SP '01	1	60	.2	1.1	2	20	.4	1.9	2	20	.4	1.8	3	24	.5	2.4	1	11	.2	1.5	
<b>4-Book</b>	<b>2</b>	<b>68</b>		<b>2.4</b>	<b>3</b>	<b>29</b>		<b>2.3</b>	<b>3</b>	<b>25</b>		<b>3.1</b>	<b>4</b>	<b>31</b>		<b>2.8</b>	<b>1</b>	<b>18</b>		<b>1.8</b>	
WI '01	3	95	.5	3.6	2	45	.4	1.9	3	45	.5	3.4	3	56	.5	2.8	2	35	.4	3.0	
<b>KKRG-FM</b>																					
WI '02		7			1	7	.1	.8		7				4							
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KKSS-FM</b>																					
WI '02	17	367	2.5	17.3	22	200	3.2	18.3	14	189	2.1	14.0	20	244	2.9	16.4	13	179	1.9	17.6	
FA '01	17	365	2.8	19.3	26	195	4.2	24.3	18	174	2.9	20.0	22	235	3.6	19.1	11	147	1.8	15.7	
SU '01	15	295	2.6	15.8	14	144	2.5	17.1	18	167	3.2	14.3	18	208	3.2	14.1	12	122	2.1	16.2	
SP '01	13	271	2.3	13.8	13	140	2.3	12.3	13	117	2.3	11.7	17	174	3.0	13.5	10	119	1.8	15.4	
<b>4-Book</b>	<b>16</b>	<b>325</b>		<b>16.6</b>	<b>19</b>	<b>170</b>		<b>18.0</b>	<b>16</b>	<b>162</b>		<b>15.0</b>	<b>19</b>	<b>215</b>		<b>15.8</b>	<b>12</b>	<b>142</b>		<b>16.2</b>	
WI '01	14	238	2.5	16.7	24	165	4.2	22.9	10	130	1.8	11.5	15	160	2.6	14.0	16	117	2.8	23.9	
<b>KLSK-FM</b>																					
WI '02		34				7				12				1	27	.1	.8		3		
FA '01		19				3			1	7	.2	1.1		10							
SU '01	1	52	.2	1.1	1	10	.2	1.2	1	15	.2	.8	3	29	.5	2.3	1	17	.2	1.4	
SP '01	1	29	.2	1.1	1	10	.2	.9	1	20	.2	.9	1	17	.2	.8		3			
<b>4-Book</b>	<b>1</b>	<b>34</b>		<b>.6</b>	<b>1</b>	<b>8</b>		<b>.5</b>	<b>1</b>	<b>14</b>		<b>.7</b>	<b>1</b>	<b>21</b>		<b>1.0</b>	<b>6</b>		<b>.1</b>	<b>.4</b>	
WI '01	1	48	.2	1.2		7			1	29	.2	1.1	2	28	.4	1.9	1	16	.2	1.5	
<b>KLVO-FM</b>																					
WI '02	5	59	.7	5.1	4	37	.6	3.3	6	40	.9	6.0	8	37	1.2	6.6	3	22	.4	4.1	
FA '01	3	31	.5	3.4	2	13	.3	1.9	4	23	.7	4.4	3	19	.5	2.6	1	12	.2	1.4	
SU '01	4	52	.7	4.2	5	31	.9	6.1	6	31	1.1	4.8	4	31	.7	3.1	2	28	.4	2.7	
SP '01	4	48	.7	4.3	5	16	.9	4.7	2	24	.4	1.8	5	25	.9	4.0	3	26	.5	4.6	
<b>4-Book</b>	<b>4</b>	<b>48</b>		<b>4.3</b>	<b>4</b>	<b>24</b>		<b>4.0</b>	<b>5</b>	<b>30</b>		<b>4.3</b>	<b>5</b>	<b>28</b>		<b>4.1</b>	<b>2</b>	<b>22</b>		<b>3.2</b>	
WI '01	5	59	.9	6.0	4	33	.7	3.8	4	32	.7	4.6	7	41	1.2	6.5	5	32	.9	7.5	
<b>KMGA-FM</b>																					
WI '02	4	87	.6	4.1	3	37	.4	2.5	8	36	1.2	8.0	6	45	.9	4.9	2	39	.3	2.7	
FA '01	4	82	.7	4.5	3	43	.5	2.8	4	33	.7	4.4	5	41	.8	4.3	3	34	.5	4.3	
SU '01	4	86	.7	4.2	1	21	.2	1.2	5	39	.9	4.0	4	37	.7	3.1	4	33	.7	5.4	
SP '01	3	82	.5	3.2	2	39	.4	1.9	4	26	.7	3.6	4	42	.7	3.2	2	31	.4	3.1	
<b>4-Book</b>	<b>4</b>	<b>84</b>		<b>4.0</b>	<b>2</b>	<b>35</b>		<b>2.1</b>	<b>5</b>	<b>34</b>		<b>5.0</b>	<b>5</b>	<b>41</b>		<b>3.9</b>	<b>3</b>	<b>34</b>		<b>3.9</b>	
WI '01	1	50	.2	1.2	2	25	.4	1.9	1	15	.2	1.1	2	24	.4	1.9	1	21	.2	1.5	
<b>KNKT-FM</b>																					
WI '02		9				6				3				3							
FA '01		12				2												1	6	.2	1.4
SU '01	1	35	.2	1.1		12				7			1	19	.2	.8		3			
SP '01		14				4				6				7				2			
<b>4-Book</b>		<b>18</b>		<b>.3</b>		<b>6</b>				<b>4</b>				<b>7</b>		<b>.2</b>		<b>4</b>		<b>.4</b>	
WI '01	1	24	.2	1.2		5			1	12	.2	1.1	1	13	.2	.9		6			

Target Listener Trends - Women 12-24

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KNML-AM</b>																				
WI '02		4			4				4				4							
FA '01		8											2							
SU '01																				
SP '01																				
<b>4-Book</b>		<b>3</b>			<b>1</b>				<b>1</b>				<b>2</b>							
WI '01		11											8				6			
<b>KPEK-FM</b>																				
WI '02	6	149	.9	6.1	9	77	1.3	7.5	9	68	1.3	9.0	7	94	1.0	5.7	3	46	.4	4.1
FA '01	2	129	.3	2.3	3	45	.5	2.8	2	49	.3	2.2	3	61	.5	2.6	2	28	.3	2.9
SU '01	6	142	1.1	6.3	5	61	.9	6.1	12	82	2.1	9.5	11	75	1.9	8.6	1	30	.2	1.4
SP '01	7	164	1.2	7.4	5	67	.9	4.7	9	76	1.6	8.1	11	78	1.9	8.7	4	73	.7	6.2
<b>4-Book</b>	<b>5</b>	<b>146</b>	<b>.9</b>	<b>5.5</b>	<b>6</b>	<b>63</b>	<b>.9</b>	<b>5.3</b>	<b>8</b>	<b>69</b>	<b>1.3</b>	<b>7.2</b>	<b>8</b>	<b>77</b>	<b>1.3</b>	<b>6.4</b>	<b>3</b>	<b>44</b>	<b>.4</b>	<b>3.7</b>
WI '01	4	141	.7	4.8	7	71	1.2	6.7	4	50	.7	4.6	7	96	1.2	6.5	2	48	.4	3.0
<b>KQEO-FM</b>																				
WI '02		6				3								3					3	
FA '01		3																	3	
SU '01	2	55	.4	2.1		7			2	30	.4	1.6	3	24	.5	2.3		12		
SP '01		16			1	6	.2	.9		4			1	6	.2	.8		5		
<b>4-Book</b>	<b>1</b>	<b>20</b>	<b>.1</b>	<b>.5</b>		<b>4</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>8</b>	<b>.2</b>	<b>.8</b>		<b>6</b>		
WI '01	1	18	.2	1.2	1	6	.2	1.0	2	10	.4	2.3	1	6	.2	.9		3		
<b>KRQS-FM</b>																				
WI '02		22								6				4			1	8	.1	1.4
FA '01		5																2		
SU '01	2	14	.4	2.1	2	12	.4	2.4	3	12	.5	2.4	2	10	.4	1.6				
SP '01		16				3			1	5	.2	.9		8				4		
<b>4-Book</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>6</b>	<b>.2</b>	<b>.8</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.4</b>		<b>4</b>		<b>.4</b>
WI '01		19				3				8				6				8		
<b>KRST-FM</b>																				
WI '02	2	99	.3	2.0	3	37	.4	2.5	2	40	.3	2.0	2	43	.3	1.6	1	27	.1	1.4
FA '01	3	125	.5	3.4	4	41	.7	3.7	2	65	.3	2.2	5	52	.8	4.3	2	37	.3	2.9
SU '01	6	97	1.1	6.3	6	57	1.1	7.3	9	46	1.6	7.1	7	55	1.2	5.5	3	24	.5	4.1
SP '01	3	102	.5	3.2	2	24	.4	1.9	6	43	1.1	5.4	5	69	.9	4.0	1	27	.2	1.5
<b>4-Book</b>	<b>4</b>	<b>106</b>	<b>.6</b>	<b>3.7</b>	<b>4</b>	<b>40</b>	<b>.7</b>	<b>3.9</b>	<b>5</b>	<b>49</b>	<b>1.8</b>	<b>4.2</b>	<b>5</b>	<b>55</b>	<b>.8</b>	<b>3.9</b>	<b>2</b>	<b>29</b>	<b>.3</b>	<b>2.5</b>
WI '01	3	99	.5	3.6	4	59	.7	3.8	5	55	.9	5.7	4	60	.7	3.7	1	33	.2	1.5
<b>KRZY-AM</b>																				
WI '02	1	21	.1	1.0	3	18	.4	2.5	2	12	.3	2.0		6				3		
FA '01	1	10	.2	1.1	2	7	.3	1.9	1	7	.2	1.1		3				3		
SU '01	1	10	.2	1.1	2	8	.4	2.4	1	10	.2	.8		3			1	5	.2	1.4
SP '01		5				2				2				3				5		
<b>4-Book</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>.8</b>	<b>2</b>	<b>9</b>	<b>.3</b>	<b>1.7</b>	<b>1</b>	<b>8</b>	<b>.2</b>	<b>1.0</b>		<b>4</b>				<b>4</b>	<b>.1</b>	<b>.4</b>
WI '01	1	18	.2	1.2	2	13	.4	1.9	1	10	.2	1.1	1	5	.2	.9				
<b>KRZY-FM</b>																				
WI '02	1	24	.1	1.0	1	9	.1	.8		6			2	18	.3	1.6	1	9	.1	1.4
FA '01		22				3				3			1	13	.2	.9				
SU '01	2	33	.4	2.1	2	15	.4	2.4	4	12	.7	3.2	2	18	.4	1.6	1	18	.2	1.4
SP '01	1	34	.2	1.1	1	16	.2	.9	2	17	.4	1.8	2	12	.4	1.6	1	17	.2	1.5
<b>4-Book</b>	<b>1</b>	<b>28</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>11</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>10</b>	<b>.3</b>	<b>1.3</b>	<b>2</b>	<b>15</b>	<b>.3</b>	<b>1.4</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>1.1</b>
WI '01	1	21	.2	1.2	1	13	.2	1.0	1	5	.2	1.1	1	8	.2	.9		5		
<b>KSYU-FM</b>																				
WI '02	4	79	.6	4.1	7	27	1.0	5.8	5	25	.7	5.0	6	41	.9	4.9	1	23	.1	1.4
FA '01	2	85	.3	2.3	2	23	.3	1.9	3	30	.5	3.3	4	43	.7	3.5	1	27	.2	1.4
SU '01	2	86	.4	2.1	2	33	.4	2.4	3	44	.5	2.4	3	40	.5	2.3	1	30	.2	1.4
SP '01	5	76	.9	5.3	7	33	1.2	6.6	10	49	1.8	9.0	6	60	1.1	4.8	2	24	.4	3.1
<b>4-Book</b>	<b>3</b>	<b>82</b>	<b>.6</b>	<b>3.5</b>	<b>5</b>	<b>29</b>	<b>.7</b>	<b>4.2</b>	<b>5</b>	<b>37</b>	<b>.9</b>	<b>4.9</b>	<b>5</b>	<b>46</b>	<b>.8</b>	<b>3.9</b>	<b>1</b>	<b>26</b>	<b>.2</b>	<b>1.8</b>
WI '01	1	38	.2	1.2	1	10	.2	1.0	2	12	.4	2.3	2	17	.4	1.9	1	19	.2	1.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KTEG-FM</b>																				
WI '02	5	120	.7	5.1	6	65	.9	5.0	3	57	.4	3.0	5	75	.7	4.1	5	70	.7	6.8
FA '01	6	137	1.0	6.8	7	81	1.1	6.5	4	79	.7	4.4	7	97	1.1	6.1	5	63	.8	7.1
SU '01	5	114	.9	5.3	5	52	.9	6.1	7	77	1.2	5.6	5	71	.9	3.9	5	48	.9	6.8
SP '01	5	108	.9	5.3	6	44	1.1	5.7	5	49	.9	4.5	6	54	1.1	4.8	3	47	.5	4.6
<b>4-Book</b>	<b>5</b>	<b>120</b>	<b>.9</b>	<b>5.6</b>	<b>6</b>	<b>61</b>	<b>1.0</b>	<b>5.8</b>	<b>5</b>	<b>66</b>	<b>.8</b>	<b>4.4</b>	<b>6</b>	<b>74</b>	<b>1.0</b>	<b>4.7</b>	<b>5</b>	<b>57</b>	<b>.7</b>	<b>6.3</b>
WI '01	7	149	1.2	8.3	8	62	1.4	7.6	6	47	1.1	6.9	10	104	1.8	9.3	4	54	.7	6.0
<b>KTZO-FM</b>																				
WI '02	5	161	.7	5.1	5	82	.7	4.2	8	83	1.2	8.0	6	105	.9	4.9	1	41	.1	1.4
FA '01	3	131	.5	3.4	3	65	.5	2.8	3	64	.5	3.3	5	82	.8	4.3	2	48	.3	2.9
SU '01	5	132	.9	5.3	3	44	.5	3.7	4	71	.7	3.2	9	77	1.6	7.0	5	69	.9	6.8
SP '01	4	103	.7	4.3	7	56	1.2	6.6	7	51	1.2	6.3	5	49	.9	4.0	1	25	.2	1.5
<b>4-Book</b>	<b>4</b>	<b>132</b>	<b>.7</b>	<b>4.5</b>	<b>5</b>	<b>62</b>	<b>.7</b>	<b>4.3</b>	<b>6</b>	<b>67</b>	<b>.9</b>	<b>5.2</b>	<b>6</b>	<b>78</b>	<b>1.1</b>	<b>5.1</b>	<b>2</b>	<b>46</b>	<b>.4</b>	<b>3.2</b>
WI '01	2	70	.4	2.4	1	23	.2	1.0	3	30	.5	3.4	3	44	.5	2.8	1	20	.2	1.5
<b>KYLZ-FM</b>																				
WI '02	24	370	3.5	24.5	27	218	4.0	22.5	18	188	2.6	18.0	26	212	3.8	21.3	28	210	4.1	37.8
FA '01	23	347	3.8	26.1	24	223	3.9	22.4	18	202	2.9	20.0	29	255	4.7	25.2	26	195	4.2	37.1
SU '01	18	268	3.2	18.9	17	126	3.0	20.7	19	169	3.3	15.1	23	198	4.0	18.0	17	138	3.0	23.0
SP '01	23	280	4.0	24.5	26	179	4.6	24.5	22	165	3.9	19.8	29	200	5.1	23.0	22	145	3.9	33.8
<b>4-Book</b>	<b>22</b>	<b>316</b>	<b>3.6</b>	<b>23.5</b>	<b>24</b>	<b>187</b>	<b>3.9</b>	<b>22.5</b>	<b>19</b>	<b>181</b>	<b>3.2</b>	<b>18.2</b>	<b>27</b>	<b>216</b>	<b>4.4</b>	<b>21.9</b>	<b>23</b>	<b>172</b>	<b>3.8</b>	<b>32.9</b>
WI '01	18	292	3.2	21.4	20	188	3.5	19.0	13	162	2.3	14.9	22	183	3.9	20.6	19	152	3.3	28.4
<b>+KZNM-FM</b>																				
WI '02		15				9				9				9	.3	1.7		13	.2	1.4
FA '01	1	25	.2	1.1	2	20	.3	1.9	2	20	.3	2.2	2	9	.3	1.7	1	13	.2	1.4
SU '01	2	54	.4	2.1	1	20	.2	1.2	2	25	.4	1.6	2	26	.4	1.6	4	25	.7	5.4
SP '01	1	47	.2	1.1	2	17	.4	1.9	2	33	.4	1.8	1	11	.2	.8	1	20	.2	1.5
<b>4-Book</b>	<b>1</b>	<b>35</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>17</b>	<b>.2</b>	<b>1.3</b>	<b>2</b>	<b>22</b>	<b>.3</b>	<b>1.4</b>	<b>1</b>	<b>12</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>15</b>	<b>.3</b>	<b>2.1</b>
WI '01	2	55	.4	2.4	3	24	.5	2.9	4	28	.7	4.6	3	35	.5	2.8	1	18	.2	1.5
<b>KZRR-FM</b>																				
WI '02	3	88	.4	3.1	5	42	.7	4.2	3	39	.4	3.0	4	40	.6	3.3	2	23	.3	2.7
FA '01	2	57	.3	2.3	4	23	.7	3.7	3	18	.5	3.3	2	27	.3	1.7	1	15	.2	1.4
SU '01	2	65	.4	2.1	2	19	.4	2.4	3	34	.5	2.4	2	26	.4	1.6	2	25	.4	2.7
SP '01	2	68	.4	2.1	4	28	.7	3.8	1	27	.2	.9	2	27	.4	1.6	1	11	.2	1.5
<b>4-Book</b>	<b>2</b>	<b>70</b>	<b>.4</b>	<b>2.4</b>	<b>4</b>	<b>28</b>	<b>.6</b>	<b>3.5</b>	<b>3</b>	<b>30</b>	<b>.4</b>	<b>2.4</b>	<b>3</b>	<b>30</b>	<b>.4</b>	<b>2.1</b>	<b>2</b>	<b>19</b>	<b>.3</b>	<b>2.1</b>
WI '01	4	99	.7	4.8	3	44	.5	2.9	6	36	1.1	6.9	5	50	.9	4.7	1	28	.2	1.5
<b>KBAC-FM</b>																				
WI '02		7								4				3						
FA '01	1	15	.2	1.1	1	9	.2	.9	1	7	.2	1.1		3				7		
SU '01		7												4				4		
SP '01		6			1	6	.2	.9		3			1	6	.2	.8				
<b>4-Book</b>		<b>9</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.5</b>		<b>4</b>	<b>.1</b>	<b>.3</b>		<b>4</b>	<b>.1</b>	<b>.2</b>		<b>3</b>		
WI '01		5				3														
<b>TOTALS</b>																				
WI '02	98	649	14.4		120	562	17.6		100	488	14.7		122	585	17.9		74	479	10.9	
FA '01	88	602	14.4		107	519	17.5		90	418	14.7		115	537	18.8		70	431	11.4	
SU '01	95	550	16.7		82	448	14.4		126	485	22.1		128	506	22.5		74	408	13.0	
SP '01	94	549	16.5		106	457	18.6		111	421	19.5		126	490	22.1		65	409	11.4	
<b>4-Book</b>	<b>94</b>	<b>588</b>	<b>15.5</b>		<b>104</b>	<b>497</b>	<b>17.0</b>		<b>107</b>	<b>453</b>	<b>17.8</b>		<b>123</b>	<b>530</b>	<b>20.3</b>		<b>71</b>	<b>432</b>	<b>11.7</b>	
WI '01	84	545	14.8		105	483	18.5		87	411	15.3		107	502	18.8		67	371	11.8	

Target Listener Trends - Women 12-24

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>KABG-FM</b>																				
WI '02	1	20	.1	.9	1	21	.1	1.1					4			2	3	.3	1.7	
4-Book	1	25	.2	.9	1	15	.1	.9		2	.1	.4	3			1	2	.1	.7	
<b>KBQI-FM</b>																				
WI '02	7	148	1.0	6.2	5	77	.7	5.7	5	17	.7	6.9	10	35	1.5	7.5	4	18	.6	3.3
4-Book	9	116	1.5	8.0	7	86	1.1	8.3	6	21	.9	9.9	12	32	2.0	9.8	9	28	1.4	8.6
<b>KBTK-AM</b>																				
WI '02		9																		
4-Book		4																		
<b>KBZU-FM</b>																				
WI '02	1	28	.1	.9	1	17	.1	1.1					1	4	.1	.8	5	8	.7	4.1
4-Book	1	18	.1	.7	1	12	.1	1.0	1	1	.1	1.0	1	3	.1	.4	2	6	.4	2.1
<b>KHFM-FM</b>																				
WI '02	3	25	.4	2.7	2	13	.3	2.3		3			6	10	.9	4.5	5	7	.7	4.1
4-Book	3	27	.4	2.3	1	12	.1	.9		2			3	6	.4	1.9	1	2	.2	1.0
<b>KIOT-FM</b>																				
WI '02	1	34	.1	.9	1	21	.1	1.1	2	3	.3	2.8	2	16	.3	1.5	1	4	.1	.8
4-Book	1	24	.1	.7	1	12	.1	.9	1	1	.1	.7	1	9	.2	1.0	1	3	.1	.7
<b>KIVA-AM</b>																				
WI '02		3																		
4-Book		4																		
<b>KKJY-AM</b>																				
WI '02		3				3								3						
4-Book		2				2								2						
<b>KKOB-AM</b>																				
WI '02	1	18	.1	.9		8								5				5		
4-Book	1	13	.1	.7		4								1				2		
<b>KKOB-FM</b>																				
WI '02	2	60	.3	1.8	2	40	.3	2.3	2	11	.3	2.8	5	23	.7	3.8	4	4	.6	3.3
4-Book	3	53	.5	2.8	2	34	.3	2.2	2	8	.3	2.9	3	11	.4	2.3	3	6	.4	2.4
<b>KKRG-FM</b>																				
WI '02		7				3														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	18	333	2.6	15.9	16	230	2.4	18.2	9	44	1.3	12.5	23	106	3.4	17.3	24	90	3.5	19.8
4-Book	18	289	2.9	16.2	14	191	2.3	17.1	10	40	1.6	16.7	20	80	3.3	16.5	19	64	3.0	17.9
<b>KLSK-FM</b>																				
WI '02		27				19								5			1	7	.1	.8
4-Book	1	25	.2	.7		16	.1	.3		1			1	6	.1	.5	2	8	.3	1.7
<b>KLVO-FM</b>																				
WI '02	6	59	.9	5.3	3	34	.4	3.4	1	6	.1	1.4	4	19	.6	3.0	8	16	1.2	6.6
4-Book	5	40	.8	4.0	3	32	.5	4.1	3	9	.4	4.4	5	15	.9	4.3	5	12	.8	4.8
<b>KMGA-FM</b>																				
WI '02	6	58	.9	5.3	2	38	.3	2.3		3			1	6	.1	.8	1	9	.1	.8
4-Book	4	61	.7	3.8	4	41	.7	4.9	2	9	.4	3.6	5	11	.8	4.1	4	11	.6	3.7
<b>KNKT-FM</b>																				
WI '02		6				6								3			1	3	.1	.8
4-Book		13	.1	.2		9	.1	.3		1				2	.1	.2	1	2	.1	.5
<b>KNML-AM</b>																				
WI '02		4																		
4-Book		2				2								1	.1	.2				

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 12-24

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
KPEK-FM																				
WI '02	8	134	1.2	7.1	5	79	.7	5.7	8	27	1.2	11.1	4	19	.6	3.0	4	24	.6	3.3
4-Book	7	122	1.2	6.5	4	81	.6	4.7	4	17	.6	6.0	5	26	.9	4.2	5	22	.8	4.4
KQEO-FM																				
WI '02		3				6				3										
4-Book	1	13	.2	.7	1	8	.1	.7		1			1	1	.1	.5				
KRQS-FM																				
WI '02		10				12				3				4	.1	.8	1	4	.1	.8
4-Book	1	9	.1	.7		7	.1	.3		1			1	2	.1	.4	2	3	.3	1.7
KRST-FM																				
WI '02	2	69	.3	1.8	3	70	.4	3.4	6	26	.9	8.3	4	32	.6	3.0	5	20	.7	4.1
4-Book	4	83	.7	3.8	3	59	.5	3.8	3	17	.5	4.8	4	24	.7	3.5	3	16	.6	3.2
KRZY-AM																				
WI '02	2	21	.3	1.8		6			2	3	.3	2.8		3			2	3	.3	1.7
4-Book	1	11	.2	.9		5	.1	.3	1	1	.2	1.6	1	3	.2	.8	1	2	.1	.7
KRZY-FM																				
WI '02	1	21	.1	.9		9							1	6	.1	.8		3		
4-Book	1	22	.2	.9	1	13	.2	1.0	2	.1	.5		1	4	.2	1.1	2	4	.3	1.5
KSYU-FM																				
WI '02	6	53	.9	5.3	3	28	.4	3.4					9	25	1.3	6.8	7	15	1.0	5.8
4-Book	5	61	.8	4.3	2	32	.3	2.5	2	6	.3	2.6	5	17	.8	3.8	4	13	.6	3.8
KTEG-FM																				
WI '02	5	97	.7	4.4	5	76	.7	5.7	5	16	.7	6.9	4	29	.6	3.0	6	16	.9	5.0
4-Book	6	104	1.0	5.2	5	73	.7	5.7	4	12	.7	7.2	5	27	.9	4.5	6	23	1.0	5.9
KTZO-FM																				
WI '02	6	146	.9	5.3	3	101	.4	3.4	5	29	.7	6.9	6	35	.9	4.5	3	30	.4	2.5
4-Book	5	118	.9	4.7	3	72	.5	3.8	3	18	.5	4.9	6	27	1.0	4.9	4	22	.7	4.2
KYLZ-FM																				
WI '02	23	330	3.4	20.4	24	247	3.5	27.3	13	53	1.9	18.1	38	129	5.6	28.6	25	83	3.7	20.7
4-Book	23	292	3.8	20.8	20	212	3.2	24.6	12	49	1.9	19.4	29	98	4.7	23.2	24	75	3.9	23.1
+KZNM-FM																				
WI '02		12				3														
4-Book	1	28	.2	1.2	1	14	.2	1.3	1	3	.1	.9	1	8	.2	.9	1	3	.1	.8
KZRR-FM																				
WI '02	4	75	.6	3.5	1	34	.1	1.1					3	8	.4	2.3	1	4	.1	.8
4-Book	3	57	.5	2.7	1	27	.2	1.6	1	2	.1	.9	2	9	.4	1.9	2	9	.3	1.7
KBAC-FM																				
WI '02		7				4			1	1	.1	.9						1	.1	.3
4-Book	1	7	.1	.5																
TOTALS																				
WI '02	113	639	16.6		88	558	12.9		72	232	10.6		133	373	19.6		121	302	17.8	
4-Book	111	581	18.3		79	505	13.0		60	191	9.8		122	306	20.1		103	258	16.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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		
<b>KABG-FM</b>																					
WI '02	2	14	.3	2.5				1	3	.1	1.1	2	8	.3	2.2						
4-Book	1	6	.1	1.0		1	.1	.5	1	4	.1	.9	1	5	.2	1.1	1	3	.2	1.8	
<b>KBQI-FM</b>																					
WI '02	1	9	.1	1.3	3	21	.4	5.6	4	26	.6	4.3	4	19	.6	4.3	4	13	.6	7.1	
4-Book	5	22	.8	6.2	6	20	.9	13.1	6	22	1.0	6.7	5	18	.8	6.0	4	13	.6	6.8	
<b>KBTK-AM</b>																					
WI '02																					
4-Book																					
<b>KBZU-FM</b>																					
WI '02		4						1	8	.1	1.1	4	8	.6	4.3			4			
4-Book	1	5	.1	.6					3		.3	1	3	.2	1.1			2			
<b>KHFM-FM</b>																					
WI '02	3	4	.4	3.8								3	4	.4	3.3			4			
4-Book	1	2	.1	1.0		1	.1	.5	1	3	.2	1.3	2	3	.2	1.9		1	3	.1	.9
<b>KIOT-FM</b>																					
WI '02		5												4							
4-Book		2	.1	.3					1	3	.1	.6		1				1	.1	.5	
<b>KIVA-AM</b>																					
WI '02																					
4-Book																					
<b>KKJY-AM</b>																					
WI '02										3											
4-Book										1											
<b>KKOB-AM</b>																					
WI '02	1	3	.1	1.3	3												1	3	.1	1.8	
4-Book		1		.3	1					1							1	1		.5	
<b>KKOB-FM</b>																					
WI '02	1	7	.1	1.3	1	6	.1	1.9	1	6	.1	1.1	1	3	.1	1.1		3			
4-Book	2	6	.3	1.9	1	5	.1	1.1	1	7	.2	1.5	2	9	.3	2.3		1	5	.2	1.8
<b>KKRG-FM</b>																					
WI '02					2	3	.3	3.7													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KKSS-FM</b>																					
WI '02	19	70	2.8	24.1	5	25	.7	9.3	21	83	3.1	22.8	17	50	2.5	18.5	7	36	1.0	12.5	
4-Book	17	64	2.8	22.2	7	26	1.1	14.6	14	67	2.2	16.1	12	49	2.0	15.2	8	37	1.3	14.3	
<b>KLSK-FM</b>																					
WI '02		5								4			1	11	.1	1.1					
4-Book	1	4	.1	.6						2	.1	.3	1	5	.1	.8					
<b>KLVO-FM</b>																					
WI '02	1	6	.1	1.3	1	6	.1	1.9	5	19	.7	5.4	5	12	.7	5.4	2	9	.3	3.6	
4-Book	3	11	.5	3.6	2	7	.3	4.4	5	15	.8	5.8	3	11	.5	3.3	3	8	.4	4.5	
<b>KMGA-FM</b>																					
WI '02	1	14	.1	1.3	5	9	.7	9.3	5	14	.7	5.4	1	9	.1	1.1					
4-Book	4	13	.6	4.5	3	10	.4	5.3	6	17	1.0	7.6	4	12	.7	5.1	2	10	.4	4.0	
<b>KNKT-FM</b>																					
WI '02						3															
4-Book		1			1	3	.1	1.4	1	3	.1	.7	1	4	.1	.6		2	.1	.4	
<b>KNML-AM</b>																					
WI '02														1							
4-Book		1																			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPEK-FM</b>																				
WI '02	8	16	1.2	10.1	5	11	.7	9.3	4	26	.6	4.3	3	15	.4	3.3	5	12	.7	8.9
4-Book	3	12	.4	3.5	2	10	.4	4.7	5	24	.8	5.4	5	20	.9	6.5	3	12	.4	4.9
<b>KQEO-FM</b>																				
WI '02																				
4-Book	1	1	.1	.7		1			1	3	.1	1.0	2	3	.4	2.2		3		.5
<b>KRQS-FM</b>																				
WI '02																				
4-Book					2	.1	.7		2	.1	.3	1	4	.1	1.1			1		
<b>KRST-FM</b>																				
WI '02		6			1	3	.1	1.9	2	10	.3	2.2	2	11	.3	2.2	2	16	.3	3.6
4-Book	2	8	.3	2.0	2	8	.3	4.8	5	16	.9	6.2	4	14	.6	4.4	2	9	.3	3.1
<b>KRZY-AM</b>																				
WI '02																				
4-Book									1	.1	.3	1	2	.1	.6			1		
<b>KRZY-FM</b>																				
WI '02																				
4-Book	1	3	.2	1.4		1			1	3	.1	.6	1	6	.1	1.1		1		
<b>KSYU-FM</b>																				
WI '02						3			4	12	.6	4.3	4	9	.6	4.3	1	3	.1	1.8
4-Book	1	4	.2	1.0	4	.1	.6	3	11	.5	3.3	1	6	.2	1.4	1	3	.1	.9	
<b>KTEG-FM</b>																				
WI '02	5	29	.7	6.3	2	15	.3	3.7	5	30	.7	5.4	6	19	.9	6.5	6	17	.9	10.7
4-Book	6	26	1.0	7.4	2	8	.3	3.3	5	28	.8	6.1	4	17	.7	4.8	4	19	.7	7.6
<b>KTZO-FM</b>																				
WI '02	1	15	.1	1.3	1	11	.1	1.9	6	22	.9	6.5	4	19	.6	4.3	1	12	.1	1.8
4-Book	2	14	.3	2.6	1	7	.2	2.4	4	19	.6	4.5	4	16	.6	4.7	2	14	.3	3.1
<b>KYLZ-FM</b>																				
WI '02	29	86	4.3	36.7	20	55	2.9	37.0	18	72	2.6	19.6	26	77	3.8	28.3	19	62	2.8	33.9
4-Book	24	71	3.9	30.8	13	42	2.2	28.5	16	65	2.6	19.6	19	64	3.1	23.7	18	61	2.9	31.8
<b>+KZNM-FM</b>																				
WI '02									1	3	.1	1.1					1	3	.1	1.8
4-Book	1	4	.2	1.3		2	.1	.5	1	4	.2	1.2	1	4	.2	1.2	1	3	.1	.9
<b>KZRR-FM</b>																				
WI '02		5				3			1	13	.1	1.1					1	7	.1	1.8
4-Book	1	5	.1	.9	1	1			1	4	.1	.6	2	4	.3	2.0	2	7	.3	3.2
<b>KBAC-FM</b>																				
WI '02					1	2	.1	1.2										1	.1	.5
4-Book																				
<b>TOTALS</b>																				
WI '02	79	237	11.6		54	182	7.9		92	309	13.5		92	247	13.5		56	196	8.2	
4-Book	77	225	12.8		45	149	7.4		83	251	13.7		81	213	13.3		56	179	9.3	

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 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		
<b>KABG-FM</b>																					
WI '02	1	35	.1	.7	1	7	.1	.6	3	23	.4	1.6	2	11	.2	1.2		4			
FA '01	2	65	.2	1.5	2	33	.2	1.1	5	34	.6	2.4	4	38	.5	2.3	1	6	.1	1.6	
SU '01	4	87	.5	2.8	2	38	.3	1.2	8	42	1.0	3.4	6	31	.8	3.2	1	23	.1	1.4	
SP '01	2	35	.3	1.4	3	22	.4	1.8	4	21	.5	1.9	3	15	.4	1.7	1	10	.1	1.5	
<b>4-Book</b>	<b>2</b>	<b>56</b>	<b>.3</b>	<b>1.6</b>	<b>2</b>	<b>25</b>	<b>.3</b>	<b>1.2</b>	<b>5</b>	<b>30</b>	<b>.6</b>	<b>2.3</b>	<b>4</b>	<b>24</b>	<b>.5</b>	<b>2.1</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>1.1</b>	
WI '01	2	31	.3	1.6	2	15	.3	1.2	3	14	.4	1.6	2	22	.3	1.2		3			
<b>KBQI-FM</b>																					
WI '02	12	200	1.4	8.9	23	123	2.7	13.1	13	105	1.5	6.8	13	115	1.5	7.6	5	79	.6	7.4	
FA '01	19	246	2.3	14.0	24	155	2.9	13.6	33	155	4.0	16.1	24	170	2.9	14.0	4	58	.5	6.6	
SU '01	9	134	1.1	6.3	13	83	1.7	8.1	16	83	2.0	6.9	12	71	1.5	6.5	3	30	.4	4.1	
SP '01	10	138	1.3	7.1	13	61	1.7	7.6	11	83	1.4	5.2	11	69	1.4	6.1	4	38	.5	5.9	
<b>4-Book</b>	<b>13</b>	<b>180</b>	<b>1.5</b>	<b>9.1</b>	<b>18</b>	<b>106</b>	<b>2.3</b>	<b>10.6</b>	<b>18</b>	<b>107</b>	<b>2.2</b>	<b>8.8</b>	<b>15</b>	<b>106</b>	<b>1.8</b>	<b>8.6</b>	<b>4</b>	<b>51</b>	<b>.5</b>	<b>6.0</b>	
WI '01	10	144	1.3	7.8	15	93	1.9	9.0	18	101	2.3	9.4	14	92	1.8	8.1	2	45	.3	3.8	
<b>KBTK-AM</b>																					
WI '02	1	25	.1	.7		4			3	16	.4	1.6		13				4			
FA '01	1	19	.1	.7		5			2	12	.2	1.0		3							
SU '01		4												4							
SP '01																					
<b>4-Book</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>.4</b>		<b>2</b>			<b>1</b>	<b>7</b>	<b>.2</b>	<b>.7</b>		<b>5</b>				<b>1</b>			
WI '01																					
<b>KBZU-FM</b>																					
WI '02	2	75	.2	1.5	2	28	.2	1.1	2	32	.2	1.0	4	44	.5	2.3	1	35	.1	1.5	
FA '01	1	37	.1	.7	1	9	.1	.6	1	16	.1	.5	1	19	.1	.6		7			
SU '01	2	44	.3	1.4	2	19	.3	1.2	3	21	.4	1.3	4	28	.5	2.2	1	21	.1	1.4	
SP '01		10				4				4			1	8	.1	.6		4			
<b>4-Book</b>	<b>1</b>	<b>42</b>	<b>.2</b>	<b>.9</b>	<b>1</b>	<b>15</b>	<b>.2</b>	<b>.7</b>	<b>2</b>	<b>18</b>	<b>.2</b>	<b>.7</b>	<b>3</b>	<b>25</b>	<b>.3</b>	<b>1.4</b>	<b>1</b>	<b>17</b>	<b>.1</b>	<b>.7</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																					
WI '02	4	79	.5	3.0	3	33	.4	1.7	4	42	.5	2.1	4	31	.5	2.3	3	31	.4	4.4	
FA '01	1	46	.1	.7	2	10	.2	1.1		10			1	22	.1	.6		11			
SU '01	2	72	.3	1.4	1	17	.1	.6	4	45	.5	1.7	4	38	.5	2.2	2	24	.3	2.7	
SP '01	5	74	.6	3.5	4	31	.5	2.3	9	41	1.1	4.2	6	46	.8	3.3	2	11	.3	2.9	
<b>4-Book</b>	<b>3</b>	<b>68</b>	<b>.4</b>	<b>2.2</b>	<b>3</b>	<b>23</b>	<b>.3</b>	<b>1.4</b>	<b>4</b>	<b>35</b>	<b>.5</b>	<b>2.0</b>	<b>4</b>	<b>34</b>	<b>.5</b>	<b>2.1</b>	<b>2</b>	<b>19</b>	<b>.3</b>	<b>2.5</b>	
WI '01	2	29	.3	1.6	2	12	.3	1.2	4	14	.5	2.1	1	8	.1	.6		3			
<b>KIOT-FM</b>																					
WI '02	4	117	.5	3.0	5	45	.6	2.8	11	72	1.3	5.8	5	54	.6	2.9		20			
FA '01	1	67	.1	.7	2	28	.2	1.1	1	18	.1	.5	1	27	.1	.6		18			
SU '01	3	86	.4	2.1	2	24	.3	1.2	4	26	.5	1.7	6	57	.8	3.2	2	28	.3	2.7	
SP '01	1	79	.1	.7	1	29	.1	.6	2	29	.3	.9	1	33	.1	.6	1	32	.1	1.5	
<b>4-Book</b>	<b>2</b>	<b>87</b>	<b>.3</b>	<b>1.6</b>	<b>3</b>	<b>32</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>36</b>	<b>.6</b>	<b>2.2</b>	<b>3</b>	<b>43</b>	<b>.4</b>	<b>1.8</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>1.1</b>	
WI '01	3	101	.4	2.3	4	42	.5	2.4	3	40	.4	1.6	3	40	.4	1.7	1	19	.1	1.9	
<b>KIVA-AM</b>																					
WI '02		3				3															
FA '01	1	22	.1	.7	1	15	.1	.6	1	15	.1	.5	2	18	.2	1.2		7			
SU '01		10			1	10	.1	.6	1	7	.1	.4	1	7	.1	.5					
SP '01		6				6															
<b>4-Book</b>	<b>10</b>	<b>6</b>		<b>.2</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.4</b>		<b>2</b>			
WI '01		6				6															
<b>KKJY-AM</b>																					
WI '02		3								3				3							
FA '01		3																			
SU '01		4								4											
SP '01																					
<b>4-Book</b>	<b>3</b>	<b>3</b>								<b>2</b>				<b>1</b>							
WI '01		4				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

## 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
	<b>KKOB-AM</b>																			
WI '02	4	56	.5	3.0	6	20	.7	3.4	7	32	.8	3.7	7	40	.8	4.1	1	11	.1	1.5
FA '01	3	63	.4	2.2	7	36	.8	4.0	4	35	.5	2.0	1	26	.1	.6	2	18	.2	3.3
SU '01	1	43	.1	.7	1	10	.1	.6	3	24	.4	1.3	1	14	.1	.5		7		
SP '01	2	33	.3	1.4	2	10	.3	1.2	3	23	.4	1.4	3	20	.4	1.7		4		
<b>4-Book</b>	<b>3</b>	<b>49</b>	<b>.3</b>	<b>1.8</b>	<b>4</b>	<b>19</b>	<b>.5</b>	<b>2.3</b>	<b>4</b>	<b>29</b>	<b>.5</b>	<b>2.1</b>	<b>3</b>	<b>25</b>	<b>.4</b>	<b>1.7</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>1.2</b>
WI '01	2	56	.3	1.6	1	11	.1	.6	3	21	.4	1.6	6	43	.8	3.5	1	12	.1	1.9
<b>KKOB-FM</b>																				
WI '02	6	186	.7	4.4	10	98	1.2	5.7	7	102	.8	3.7	7	101	.8	4.1	3	51	.4	4.4
FA '01	9	173	1.1	6.6	13	111	1.6	7.4	17	93	2.0	8.3	12	93	1.4	7.0	2	40	.2	3.3
SU '01	7	165	.9	4.9	10	69	1.3	6.2	12	63	1.5	5.2	11	85	1.4	5.9	3	43	.4	4.1
SP '01	6	160	.8	4.3	10	79	1.3	5.8	10	87	1.3	4.7	8	80	1.0	4.4	1	29	.1	1.5
<b>4-Book</b>	<b>7</b>	<b>171</b>	<b>.9</b>	<b>5.1</b>	<b>11</b>	<b>89</b>	<b>1.4</b>	<b>6.3</b>	<b>12</b>	<b>86</b>	<b>1.4</b>	<b>5.5</b>	<b>10</b>	<b>90</b>	<b>1.2</b>	<b>5.4</b>	<b>2</b>	<b>41</b>	<b>.3</b>	<b>3.3</b>
WI '01	8	199	1.0	6.3	10	112	1.3	6.0	11	106	1.4	5.7	13	130	1.7	7.5	4	49	.5	7.5
<b>KKRG-FM</b>																				
WI '02	1	26	.1	.7	2	19	.2	1.1	1	19	.1	.5	1	16	.1	.6		4		
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSSS-FM</b>																				
WI '02	14	282	1.7	10.4	16	145	1.9	9.1	15	164	1.8	7.9	18	185	2.1	10.5	10	119	1.2	14.7
FA '01	14	288	1.7	10.3	17	138	2.0	9.7	21	176	2.5	10.2	16	182	1.9	9.4	5	76	.6	8.2
SU '01	8	205	1.0	5.6	8	100	1.0	5.0	11	110	1.4	4.7	9	131	1.1	4.8	4	76	.5	5.5
SP '01	10	215	1.3	7.1	12	90	1.5	7.0	14	107	1.8	6.6	13	127	1.7	7.2	5	68	.6	7.4
<b>4-Book</b>	<b>12</b>	<b>248</b>	<b>1.4</b>	<b>8.4</b>	<b>13</b>	<b>118</b>	<b>1.6</b>	<b>7.7</b>	<b>15</b>	<b>139</b>	<b>1.9</b>	<b>7.4</b>	<b>14</b>	<b>156</b>	<b>1.7</b>	<b>8.0</b>	<b>6</b>	<b>85</b>	<b>.7</b>	<b>9.0</b>
WI '01	9	182	1.1	7.0	15	103	1.9	9.0	8	115	1.0	4.2	8	103	1.0	4.6	8	57	1.0	15.1
<b>KLSS-FM</b>																				
WI '02	2	98	.2	1.5	2	34	.2	1.1	2	40	.2	1.0	1	48	.1	.6	2	20	.2	2.9
FA '01	2	57	.2	1.5	2	22	.2	1.1	3	29	.4	1.5	2	25	.2	1.2		7		
SU '01	2	77	.3	1.4	2	21	.3	1.2	2	30	.3	.9	3	31	.4	1.6	2	30	.3	2.7
SP '01	1	60	.1	.7	1	15	.1	.6	2	30	.3	.9	2	36	.3	1.1				
<b>4-Book</b>	<b>2</b>	<b>73</b>	<b>.2</b>	<b>1.3</b>	<b>2</b>	<b>23</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>32</b>	<b>.3</b>	<b>1.1</b>	<b>2</b>	<b>35</b>	<b>.3</b>	<b>1.1</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>1.4</b>
WI '01	1	64	.1	.8		11			1	43	.1	.5	2	36	.3	1.2	1	15	.1	1.9
<b>KLVO-FM</b>																				
WI '02	6	62	.7	4.4	8	45	.9	4.5	11	40	1.3	5.8	6	39	.7	3.5	3	20	.4	4.4
FA '01	5	52	.6	3.7	3	22	.4	1.7	7	43	.8	3.4	7	42	.8	4.1	2	26	.2	3.3
SU '01	4	65	.5	2.8	5	30	.6	3.1	7	38	.9	3.0	4	25	.5	2.2	1	17	.1	1.4
SP '01	8	85	1.0	5.7	6	42	.8	3.5	10	55	1.3	4.7	11	60	1.4	6.1	5	45	.6	7.4
<b>4-Book</b>	<b>6</b>	<b>66</b>	<b>.7</b>	<b>4.2</b>	<b>6</b>	<b>35</b>	<b>.7</b>	<b>3.2</b>	<b>9</b>	<b>44</b>	<b>1.1</b>	<b>4.2</b>	<b>7</b>	<b>42</b>	<b>.9</b>	<b>4.0</b>	<b>3</b>	<b>27</b>	<b>.3</b>	<b>4.1</b>
WI '01	3	47	.4	2.3	4	24	.5	2.4	5	30	.6	2.6	2	20	.3	1.2	1	15	.1	1.9
<b>KMGA-FM</b>																				
WI '02	8	164	.9	5.9	9	62	1.1	5.1	18	78	2.1	9.4	13	95	1.5	7.6	4	50	.5	5.9
FA '01	10	124	1.2	7.4	8	71	1.0	4.5	17	76	2.0	8.3	12	61	1.4	7.0	5	41	.6	8.2
SU '01	7	131	.9	4.9	7	51	.9	4.3	14	81	1.8	6.0	7	70	.9	3.8	4	39	.5	5.5
SP '01	7	128	.9	5.0	8	74	1.0	4.7	12	60	1.5	5.7	7	64	.9	3.9	2	44	.3	2.9
<b>4-Book</b>	<b>8</b>	<b>137</b>	<b>1.0</b>	<b>5.8</b>	<b>8</b>	<b>65</b>	<b>1.0</b>	<b>4.7</b>	<b>15</b>	<b>74</b>	<b>1.9</b>	<b>7.4</b>	<b>10</b>	<b>73</b>	<b>1.2</b>	<b>5.6</b>	<b>4</b>	<b>44</b>	<b>.5</b>	<b>5.6</b>
WI '01	4	101	.5	3.1	6	65	.8	3.6	6	59	.8	3.1	6	69	.8	3.5	2	31	.3	3.8
<b>KNKT-FM</b>																				
WI '02	1	28	.1	.7	2	16	.2	1.1		8				8			2	8	.2	2.9
FA '01	2	37	.2	1.5	5	23	.6	2.8		6			3	20	.4	1.8	2	12	.2	3.3
SU '01	1	38	.1	.7		3			1	10	.1	.4	1	20	.1	.5	1	7	.1	1.4
SP '01	1	35	.1	.7	1	18	.1	.6	3	17	.4	1.4	1	23	.1	.6		5		
<b>4-Book</b>	<b>1</b>	<b>35</b>	<b>.1</b>	<b>.9</b>	<b>2</b>	<b>15</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>18</b>	<b>.2</b>	<b>.7</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>1.9</b>
WI '01	1	34	.1	.8	2	16	.3	1.2	1	17	.1	.5	2	19	.3	1.2		10		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 18-34

# 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	
<b>KNML-AM</b>																				
WI '02	20				8				8			1	12	.1	.6				4	
FA '01	13								3				4							
SU '01	7				3							1	7	.1	.5					
SP '01	1	.8	.7					3	8	.4	1.4	2	8	.3	1.1					
4-Book	12		.2		3			1	5	.1	.4	1	8	.1	.6				1	
WI '01	22				2				8				9						4	
<b>KPEK-FM</b>																				
WI '02	9	230	1.1	6.7	10	96	1.2	5.7	11	116	1.3	5.8	13	151	1.5	7.6	4	67	.5	5.9
FA '01	6	202	.7	4.4	9	86	1.1	5.1	9	110	1.1	4.4	10	126	1.2	5.8	3	56	.4	4.9
SU '01	15	240	1.9	10.4	19	127	2.4	11.8	33	145	4.2	14.2	21	166	2.7	11.3	4	59	.5	5.5
SP '01	14	259	1.8	9.9	13	142	1.7	7.6	23	165	2.9	10.8	19	150	2.4	10.6	5	86	.6	7.4
4-Book	11	233	1.4	7.9	13	113	1.6	7.6	19	134	2.4	8.8	16	148	2.0	8.8	4	67	.5	5.9
WI '01	10	216	1.3	7.8	17	115	2.2	10.2	20	122	2.6	10.4	15	168	1.9	8.7	2	57	.3	3.8
<b>KQEO-FM</b>																				
WI '02		14				7							11				2	7	.2	2.9
FA '01		21				7		1	11	.1	.5		7					3		
SU '01	1	35	.1	.7		7		1	22	.1	.4	1	20	.1	.5	1	11	.1	1.4	
SP '01	1	32	.1	.7	1	13	.1	.6	3	15	.4	1.4	2	10	.3	1.1		5		
4-Book	1	26	.1	.4		9		1	12	.2	.6	1	12	.1	.4	1	7	.1	1.1	
WI '01	1	26	.1	.8	1	8	.1	.6	2	16	.3	1.0	1	17	.1	.6		6		
<b>KRQS-FM</b>																				
WI '02	3	47	.4	2.2	4	23	.5	2.3	4	22	.5	2.1	4	27	.5	2.3	1	12	.1	1.5
FA '01		14				3				3				3				4		
SU '01	4	35	.5	2.8	7	28	.9	4.3	8	28	1.0	3.4	5	24	.6	2.7	2	14	.3	2.7
SP '01	1	30	.1	.7	1	13	.1	.6	1	12	.1	.5	1	21	.1	.6	1	17	.1	1.5
4-Book	2	32	.3	1.4	3	17	.4	1.8	3	16	.4	1.5	3	19	.3	1.4	1	12	.1	1.4
WI '01	1	29	.1	.8	1	12	.1	.6	2	24	.3	1.0	1	19	.1	.6	1	10	.1	1.9
<b>KRST-FM</b>																				
WI '02	4	144	.5	3.0	6	78	.7	3.4	6	67	.7	3.1	5	82	.6	2.9	1	44	.1	1.5
FA '01	5	180	.6	3.7	6	73	.7	3.4	7	102	.8	3.4	7	98	.8	4.1	1	41	.1	1.6
SU '01	9	162	1.1	6.3	10	89	1.3	6.2	14	97	1.8	6.0	10	97	1.3	5.4	5	45	.6	6.8
SP '01	9	143	1.1	6.4	16	73	2.0	9.4	15	90	1.9	7.1	10	94	1.3	5.6	2	46	.3	2.9
4-Book	7	157	.8	4.9	10	78	1.2	5.6	11	89	1.3	4.9	8	93	1.0	4.5	2	44	.3	3.2
WI '01	6	127	.8	4.7	9	75	1.1	5.4	10	72	1.3	5.2	6	71	.8	3.5	2	24	.3	3.8
<b>KRZY-AM</b>																				
WI '02	1	26	.1	.7	3	22	.4	1.7	3	17	.4	1.6		6						
FA '01	2	23	.2	1.5	4	19	.5	2.3	3	13	.4	1.5	1	13	.1	.6		3		
SU '01	2	21	.3	1.4	4	13	.5	2.5	4	10	.5	1.7	1	10	.1	.5		5		
SP '01	2	24	.3	1.4	3	21	.4	1.8	2	14	.3	.9	1	9	.1	.6		8		
4-Book	2	24	.2	1.3	4	19	.5	2.1	3	14	.4	1.4	1	10	.1	.4		4		
WI '01	1	25	.1	.8	2	17	.3	1.2	2	17	.3	1.0		5						
<b>KRZY-FM</b>																				
WI '02	4	43	.5	3.0	3	23	.4	1.7	5	23	.6	2.6	6	32	.7	3.5	3	21	.4	4.4
FA '01	1	23	.1	.7	1	3	.1	.6	2	10	.2	1.0	1	13	.1	.6		6		
SU '01	4	41	.5	2.8	3	25	.4	1.9	6	26	.8	2.6	6	23	.8	3.2	2	13	.3	2.7
SP '01	3	53	.4	2.1	2	29	.3	1.2	4	34	.5	1.9	4	34	.5	2.2	2	18	.3	2.9
4-Book	3	40	.4	2.2	2	20	.3	1.4	4	23	.5	2.0	4	26	.5	2.4	2	15	.3	2.5
WI '01	2	29	.3	1.6	2	17	.3	1.2	4	12	.5	2.1	4	17	.5	2.3	1	8	.1	1.9
<b>KSYU-FM</b>																				
WI '02	6	116	.7	4.4	11	64	1.3	6.3	10	54	1.2	5.2	7	70	.8	4.1	1	30	.1	1.5
FA '01	5	89	.6	3.7	7	39	.8	4.0	9	46	1.1	4.4	6	61	.7	3.5	1	22	.1	1.6
SU '01	5	103	.6	3.5	6	56	.8	3.7	7	60	.9	3.0	7	58	.9	3.8	3	31	.4	4.1
SP '01	6	116	.8	4.3	9	64	1.1	5.3	12	68	1.5	5.7	8	87	1.0	4.4	3	38	.4	4.4
4-Book	6	106	.7	4.0	8	56	1.0	4.8	10	57	1.2	4.6	7	69	.9	4.0	2	30	.3	2.9
WI '01	4	70	.5	3.1	4	31	.5	2.4	9	51	1.1	4.7	4	41	.5	2.3		10		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KTEG-FM</b>																				
WI '02	3	112	.4	2.2	3	49	.4	1.7	2	57	.2	1.0	3	71	.4	1.7	2	46	.2	2.9
FA '01	5	139	.6	3.7	9	99	1.1	5.1	6	100	.7	2.9	6	101	.7	3.5	4	53	.5	6.6
SU '01	7	154	.9	4.9	7	81	.9	4.3	10	91	1.3	4.3	9	104	1.1	4.8	5	52	.6	6.8
SP '01	5	123	.6	3.5	8	54	1.0	4.7	8	71	1.0	3.8	7	64	.9	3.9	2	48	.3	2.9
<b>4-Book</b>	<b>5</b>	<b>132</b>	<b>.6</b>	<b>3.6</b>	<b>7</b>	<b>71</b>	<b>.9</b>	<b>4.0</b>	<b>7</b>	<b>80</b>	<b>.8</b>	<b>3.0</b>	<b>6</b>	<b>85</b>	<b>.8</b>	<b>3.5</b>	<b>3</b>	<b>50</b>	<b>.4</b>	<b>4.8</b>
WI '01	4	108	.5	3.1	4	36	.5	2.4	5	54	.6	2.6	6	80	.8	3.5	2	35	.3	3.8
<b>KTZO-FM</b>																				
WI '02	7	241	.8	5.2	8	128	.9	4.5	11	117	1.3	5.8	9	155	1.1	5.2	2	51	.2	2.9
FA '01	8	195	1.0	5.9	11	109	1.3	6.3	12	115	1.4	5.9	11	115	1.3	6.4	3	65	.4	4.9
SU '01	7	169	.9	4.9	6	85	.8	3.7	13	96	1.7	5.6	13	130	1.7	7.0	6	72	.8	8.2
SP '01	8	151	1.0	5.7	9	69	1.1	5.3	15	86	1.9	7.1	10	100	1.3	5.6	2	32	.3	2.9
<b>4-Book</b>	<b>8</b>	<b>189</b>	<b>.9</b>	<b>5.4</b>	<b>9</b>	<b>98</b>	<b>1.0</b>	<b>5.0</b>	<b>13</b>	<b>104</b>	<b>1.6</b>	<b>6.1</b>	<b>11</b>	<b>125</b>	<b>1.4</b>	<b>6.1</b>	<b>3</b>	<b>55</b>	<b>.4</b>	<b>4.7</b>
WI '01	2	90	.3	1.6	2	26	.3	1.2	4	40	.5	2.1	4	46	.5	2.3	1	28	.1	1.9
<b>KYLZ-FM</b>																				
WI '02	14	254	1.7	10.4	17	116	2.0	9.7	17	140	2.0	8.9	19	150	2.2	11.0	11	108	1.3	16.2
FA '01	15	270	1.8	11.0	16	158	1.9	9.1	18	200	2.2	8.8	19	192	2.3	11.1	12	126	1.4	19.7
SU '01	13	201	1.7	9.0	12	88	1.5	7.5	16	133	2.0	6.9	16	140	2.0	8.6	8	87	1.0	11.0
SP '01	14	206	1.8	9.9	14	119	1.8	8.2	13	120	1.7	6.1	19	155	2.4	10.6	12	90	1.5	17.6
<b>4-Book</b>	<b>14</b>	<b>233</b>	<b>1.8</b>	<b>10.1</b>	<b>15</b>	<b>120</b>	<b>1.8</b>	<b>8.6</b>	<b>16</b>	<b>148</b>	<b>2.0</b>	<b>7.7</b>	<b>18</b>	<b>159</b>	<b>2.2</b>	<b>10.3</b>	<b>11</b>	<b>103</b>	<b>1.3</b>	<b>16.1</b>
WI '01	12	192	1.5	9.4	10	106	1.3	6.0	14	130	1.8	7.3	16	128	2.0	9.2	9	88	1.1	17.0
<b>+KZNM-FM</b>																				
WI '02	1	36	.1	.7	1	17	.1	.6	2	29	.2	1.0	1	12	.1	.6		4		
FA '01	2	43	.2	1.5	2	27	.2	1.1	3	30	.4	1.5	2	20	.2	1.2	1	20	.1	1.6
SU '01	2	46	.3	1.4	3	23	.4	1.9	4	18	.5	1.7	1	21	.1	.5	1	4	.1	1.4
SP '01	1	69	.1	.7	2	21	.3	1.2	2	51	.3	.9	1	19	.1	.6	1	21	.1	1.5
<b>4-Book</b>	<b>2</b>	<b>49</b>	<b>.2</b>	<b>1.1</b>	<b>2</b>	<b>22</b>	<b>.3</b>	<b>1.2</b>	<b>3</b>	<b>32</b>	<b>.4</b>	<b>1.3</b>	<b>1</b>	<b>18</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>1.1</b>
WI '01	2	69	.3	1.6	6	37	.8	3.6	3	27	.4	1.6	2	26	.3	1.2	1	17	.1	1.9
<b>KZRR-FM</b>																				
WI '02	4	179	.5	3.0	6	89	.7	3.4	5	77	.6	2.6	4	74	.5	2.3	1	28	.1	1.5
FA '01	7	141	.8	5.1	13	83	1.6	7.4	11	52	1.3	5.4	8	95	1.0	4.7	3	38	.4	4.9
SU '01	4	129	.5	2.8	4	35	.5	2.5	7	68	.9	3.0	6	68	.8	3.2	3	41	.4	4.1
SP '01	5	152	.6	3.5	9	77	1.1	5.3	5	66	.6	2.4	6	79	.8	3.3	4	31	.5	5.9
<b>4-Book</b>	<b>5</b>	<b>150</b>	<b>.6</b>	<b>3.6</b>	<b>8</b>	<b>71</b>	<b>1.0</b>	<b>4.7</b>	<b>7</b>	<b>66</b>	<b>.9</b>	<b>3.4</b>	<b>6</b>	<b>79</b>	<b>.8</b>	<b>3.4</b>	<b>3</b>	<b>35</b>	<b>.4</b>	<b>4.1</b>
WI '01	11	159	1.4	8.6	15	97	1.9	9.0	17	71	2.2	8.9	15	91	1.9	8.7	2	45	.3	3.8
<b>KBAC-FM</b>																				
WI '02	1	22	.1	.7	2	7	.2	1.1	1	16	.1	.5	1	14	.1	.6				
FA '01	2	21	.2	1.5	2	18	.2	1.1	2	14	.2	1.0	2	15	.2	1.2	1	14	.1	1.6
SU '01	1	35	.1	.7		7			1	13	.1	.4		11			1	15	.1	1.4
SP '01	2	22	.3	1.4	2	19	.3	1.2	3	13	.4	1.4	2	7	.3	1.1	1	8	.1	1.5
<b>4-Book</b>	<b>2</b>	<b>25</b>	<b>.2</b>	<b>1.1</b>	<b>2</b>	<b>13</b>	<b>.2</b>	<b>.9</b>	<b>2</b>	<b>14</b>	<b>.2</b>	<b>.8</b>	<b>1</b>	<b>12</b>	<b>.2</b>	<b>.7</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>1.1</b>
WI '01	2	21	.3	1.6	1	14	.1	.6	1	14	.1	.5	3	10	.4	1.7	1	6	.1	1.9
<b>TOTALS</b>																				
WI '02	135	810	16.0		176	694	20.8		191	674	22.6		172	745	20.4		68	481	8.0	
FA '01	136	822	16.4		176	723	21.2		205	712	24.7		171	749	20.6		61	469	7.3	
SU '01	144	771	18.4		161	647	20.5		232	707	29.6		186	710	23.7		73	496	9.3	
SP '01	141	769	18.0		171	652	21.8		212	685	27.0		180	697	23.0		68	487	8.7	
<b>4-Book</b>	<b>139</b>	<b>793</b>	<b>17.2</b>		<b>171</b>	<b>679</b>	<b>21.1</b>		<b>210</b>	<b>695</b>	<b>26.0</b>		<b>177</b>	<b>725</b>	<b>21.9</b>		<b>68</b>	<b>483</b>	<b>8.3</b>	
WI '01	128	750	16.3		167	662	21.3		192	641	24.5		173	694	22.1		53	395	6.8	

Target Listener Trends - Women 18-34

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>KABG-FM</b>																				
WI '02	2	26	.2	1.1		16							8							
4-Book	4	43	.4	1.9	2	26	.2	1.8	2	8	.3	2.5	4	11	.5	2.2	3	7	.4	2.5
<b>KBQI-FM</b>																				
WI '02	16	175	1.9	8.8	9	130	1.1	9.0	14	37	1.7	15.1	21	72	2.5	12.7	9	38	1.1	7.8
4-Book	18	159	2.2	9.3	9	105	1.2	9.1	10	33	1.2	10.2	20	51	2.5	11.4	13	44	1.6	10.4
<b>KBTK-AM</b>																				
WI '02	1	25	.1	.6																
4-Book	1	11	.1	.3		1							1		.2					
<b>KBZU-FM</b>																				
WI '02	3	71	.4	1.7	2	33	.2	2.0	2	8	.2	2.2	2	13	.2	1.2	7	21	.8	6.0
4-Book	2	36	.2	.9	1	22	.1	1.3	1	5	.2	1.4	3	10	.4	1.8	3	10	.3	2.3
<b>KHFM-FM</b>																				
WI '02	4	53	.5	2.2	4	34	.5	4.0	1	12	.1	1.1	7	26	.8	4.2	6	11	.7	5.2
4-Book	4	50	.5	1.9	2	27	.3	2.0	1	4	.1	.5	4	15	.5	2.4	4	9	.5	3.4
<b>KIOT-FM</b>																				
WI '02	7	90	.8	3.9	2	68	.2	2.0	2	16	.2	2.2	4	32	.5	2.4	2	16	.2	1.7
4-Book	3	62	.4	1.7	2	36	.2	1.7	1	9	.1	1.1	3	17	.4	1.9	3	11	.4	2.6
<b>KIVA-AM</b>																				
WI '02		3																		
4-Book	1	9	.1	.3		3							2		.2					
<b>KKJY-AM</b>																				
WI '02		3				3							3							
4-Book		2				2							2							
<b>KKOB-AM</b>																				
WI '02	7	47	.8	3.9	1	27	.1	1.0					1	9	.1	.6	1	9	.1	.9
4-Book	4	40	.5	2.2	1	18	.1	.8	1	3	.1	.8	1	6	.1	.5	1	4	.1	.4
<b>KKOB-FM</b>																				
WI '02	8	170	.9	4.4	5	92	.6	5.0	4	17	.5	4.3	7	48	.8	4.2	8	19	.9	6.9
4-Book	11	146	1.3	5.6	4	71	.5	3.5	4	14	.5	3.7	4	27	.5	2.3	6	19	.7	4.5
<b>KKRG-FM</b>																				
WI '02	1	26	.1	.6	1	11	.1	1.0					2	8	.2	1.2	1	4	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	16	254	1.9	8.8	12	161	1.4	12.0	4	24	.5	4.3	19	72	2.2	11.5	17	69	2.0	14.7
4-Book	14	214	1.7	7.5	9	141	1.1	9.2	7	27	.9	7.6	16	61	2.0	9.4	12	46	1.4	9.4
<b>KLSK-FM</b>																				
WI '02	2	75	.2	1.1	1	50	.1	1.0	1	4	.1	1.1	2	12	.2	1.2	1	15	.1	.9
4-Book	2	54	.3	1.2	1	34	.2	1.2	2	4	.2	1.9	3	14	.3	1.5	1	10	.2	1.0
<b>KLVD-FM</b>																				
WI '02	9	58	1.1	5.0	3	42	.4	3.0	2	7	.2	2.2	3	13	.4	1.8	3	10	.4	2.6
4-Book	7	59	.9	3.9	5	42	.6	4.4	4	12	.5	4.2	8	19	1.0	4.6	5	14	.7	4.1
<b>KMGA-FM</b>																				
WI '02	14	128	1.7	7.7	2	63	.2	2.0	1	15	.1	1.1		4			2	4	.2	1.7
4-Book	11	111	1.4	6.0	5	59	.7	5.2	4	15	.4	3.8	7	19	.9	4.0	5	13	.6	3.7
<b>KNKT-FM</b>																				
WI '02	1	20	.1	.6	1	12	.1	1.0	1	4	.1	1.1						2		.2
4-Book	2	29	.2	.8	1	18	.1	1.0	1	4	.1	.6	1	3	.1	.3				
<b>KNML-AM</b>																				
WI '02		16				8														
4-Book	1	10	.1	.3		6							1		.2					

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 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	
<b>KPEK-FM</b>																				
WI '02	11	213	1.3	6.1	9	126	1.1	9.0	9	32	1.1	9.7	9	36	1.1	5.5	5	34	.6	4.3
4-Book	16	215	2.0	8.5	7	116	.9	6.6	7	25	.8	7.2	12	46	1.5	6.7	7	35	.8	5.1
<b>KQEO-FM</b>																				
WI '02		14				3														
4-Book	1	23	.1	.4		7		.3												
<b>KRQS-FM</b>																				
WI '02	4	38	.5	2.2	2	20	.2	2.0		4			4	12	.5	2.4	2	8	.2	1.7
4-Book	3	24	.4	1.6	2	14	.2	1.5	1	5	.2	1.4	3	10	.4	1.7	3	6	.3	2.0
<b>KRST-FM</b>																				
WI '02	6	119	.7	3.3	4	84	.5	4.0	7	33	.8	7.5	6	39	.7	3.6	7	21	.8	6.0
4-Book	10	136	1.2	5.2	4	74	.5	4.2	4	20	.5	4.3	6	32	.8	3.6	7	26	.8	5.5
<b>KRZY-AM</b>																				
WI '02	2	26	.2	1.1	1	10	.1	1.0	3	7	.4	3.2		3			3	7	.4	2.6
4-Book	2	22	.3	1.2	1	11	.2	1.2	4	7	.5	3.7		6	.4	1.8	2	4	.2	1.2
<b>KRZY-FM</b>																				
WI '02	5	40	.6	2.8	3	26	.4	3.0	3	4	.4	3.2	6	18	.7	3.6	2	7	.2	1.7
4-Book	4	35	.5	2.0	2	25	.3	1.7	2	6	.3	2.2	4	12	.5	2.2	2	6	.3	1.6
<b>KSYU-FM</b>																				
WI '02	9	95	1.1	5.0	4	43	.5	4.0	8	12	.9	8.6	12	35	1.4	7.3	5	20	.6	4.3
4-Book	8	89	1.0	4.4	3	44	.4	3.2	4	11	.5	4.0	7	25	.8	3.8	4	15	.5	3.3
<b>KTEG-FM</b>																				
WI '02	3	94	.4	1.7	3	56	.4	3.0		3			4	20	.5	2.4	4	14	.5	3.4
4-Book	7	122	.8	3.6	4	66	.5	3.5	3	10	.3	2.7	5	28	.6	2.9	5	20	.7	4.2
<b>KTZO-FM</b>																				
WI '02	10	221	1.2	5.5	4	119	.5	4.0	6	37	.7	6.5	8	40	.9	4.8	4	29	.5	3.4
4-Book	11	172	1.4	6.0	4	87	.5	3.7	3	20	.4	3.5	8	35	1.0	4.7	6	30	.7	4.6
<b>KYLZ-FM</b>																				
WI '02	17	228	2.0	9.4	11	158	1.3	11.0	2	12	.2	2.2	23	83	2.7	13.9	17	51	2.0	14.7
4-Book	16	211	2.0	8.7	12	148	1.4	11.4	6	26	.7	5.8	19	72	2.3	10.6	17	53	2.0	13.1
<b>+KZNM-FM</b>																				
WI '02	1	36	.1	.6	1	16	.1	1.0	1	4	.1	1.1	1	8	.1	.6				
4-Book	2	42	.3	1.1	1	23	.1	1.2	1	6	.1	1.4	2	9	.2	1.0	2	6	.2	1.2
<b>KZRR-FM</b>																				
WI '02	5	147	.6	2.8	4	78	.5	4.0	6	20	.7	6.5	7	24	.8	4.2	2	16	.2	1.7
4-Book	7	124	.9	3.9	4	70	.5	3.5	4	14	.5	4.5	6	27	.7	3.5	4	18	.5	3.1
<b>KBAC-FM</b>																				
WI '02	1	22	.1	.6																
4-Book	2	21	.2	1.0	1	10	.1	1.0	2	5	.2	1.9	2	5	.3	1.2	1	3	.1	.8
<b>TOTALS</b>																				
WI '02	181	802	21.4		100	673	11.8		93	306	11.0		165	442	19.5		116	345	13.7	
4-Book	188	788	23.2		101	669	12.5		94	276	11.6		175	425	21.6		126	341	15.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-34

# 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
KABG-FM																			
WI '02																			
4-Book																			
1	5	.1	1.4	1	2	.1	.8	2	7	.1	.8	2	8	.2	2.0	1	3	.2	2.5
KBQI-FM																			
WI '02																			
4-Book																			
3	21	.4	3.8	8	38	.9	10.7	9	48	1.1	7.4	6	25	.7	6.0	6	20	.7	13.0
6	22	.8	7.5	9	32	1.1	13.3	7	26	.9	6.2	7	21	.8	6.6	5	17	.6	8.6
KBTk-AM																			
WI '02																			
4-Book																			
				1	1	.1	1.1												
KBZU-FM																			
WI '02																			
4-Book																			
1	8	.1	1.3	1	8	.1	1.3	2	17	.2	1.7	6	17	.7	6.0	1	8	.1	2.2
1	3	.1	.9	1	3	.1	.7	1	7	.1	.9	2	8	.3	2.2	1	6	.1	1.0
KHFM-FM																			
WI '02																			
4-Book																			
5	12	.6	6.4	2	8	.2	2.7	1	12	.1	.8	5	16	.6	5.0	1	4		.9
2	7	.3	3.0	1	6	.1	1.6	5	5		.2	2	7	.2	1.5	1	2	.1	.9
K10T-FM																			
WI '02																			
4-Book																			
	9			2	12	.2	2.7	3	20	.4	2.5	1	12	.1	1.0				
	3	.3		1	5	.1	1.6	3	12	.4	2.8	1	7	.1	1.0	1			.5
KIVA-AM																			
WI '02																			
4-Book																			
									1		.2		1						
KKJY-AM																			
WI '02																			
4-Book																			
									3										
									1										
KKOB-AM																			
WI '02																			
4-Book																			
1	7	.1	1.3	1	11	.1	1.3	1	4	.1	.8	4				1	7	.1	2.2
1	6	.1	.9	1	5	.1	1.1	1	6	.2	1.2	3		.2		1	5	.1	1.5
KKOB-FM																			
WI '02																			
4-Book																			
9	35	1.1	11.5	2	8	.2	2.7	4	23	.5	3.3	4	15	.5	4.0	4	11	.5	8.7
5	15	.6	5.6	2	10	.3	3.7	4	19	.5	3.1	3	15	.4	3.2	2	7	.3	3.9
KKRG-FM																			
WI '02																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																			
WI '02																			
4-Book																			
13	55	1.5	16.7	5	22	.6	6.7	15	49	1.8	12.4	15	48	1.8	15.0	4	14	.5	8.7
9	35	1.1	11.2	4	21	.5	6.8	11	47	1.3	9.5	12	42	1.4	11.2	4	17	.5	7.1
KLSK-FM																			
WI '02																			
4-Book																			
3	20	.4	3.8	1	8	.1	1.3	1	8	.1	.8	1	16	.1	1.0	2	4	.2	4.3
1	9	.2	1.6	3			.3	2	6	.2	1.4	1	7	.1	.7	2	4	.2	2.8
KLVO-FM																			
WI '02																			
4-Book																			
2	10	.2	2.6	2	11	.2	2.7	4	21	.5	3.3	5	13	.6	5.0	2	9	.2	4.3
4	14	.5	4.5	3	10	.3	4.2	7	19	.8	5.7	5	16	.7	5.2	2	8	.3	4.5
KMGA-FM																			
WI '02																			
4-Book																			
1	8	.1	1.3	5	10	.6	6.7	6	23	.7	5.0	3	18	.4	3.0	1	8	.1	2.2
6	19	.7	6.7	4	15	.5	6.1	8	22	1.0	7.2	5	17	.7	5.2	4	14	.5	7.3
KNKT-FM																			
WI '02																			
4-Book																			
	3	.3		2	8	.2	2.7	2	8	.2	1.7					2	5	.2	2.8
				1	8	.1	1.9	2	11	.3	2.0	1	6	.2	1.2	2			
KNML-AM																			
WI '02																			
4-Book																			
								1	4	.1	.4		4						
									4				3	.2					

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Women 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	
KPEK-FM																				
WI '02	11	24	1.3	14.1	6	19	.7	8.0	17	47	2.0	14.0	12	32	1.4	12.0	7	19	.8	15.2
4-Book	4	15	.4	4.5	5	16	.6	7.3	11	39	1.3	9.0	8	31	1.0	8.1	3	11	.3	5.7
KQEO-FM																				
WI '02																				
4-Book	1	1	.1	.5		2		.4		3			1	3	.2	1.3		3		.4
KRQS-FM																				
WI '02	1	4	.1	1.3	1	4	.1	1.3	5	12	.6	4.1	1	4	.1	1.0				
4-Book	1	3	.1	1.2	1	4	.1	1.4	2	5	.2	1.3	1	3	.1	.7				
KRST-FM																				
WI '02					4	15	.5	5.3	2	19	.2	1.7	2	12	.2	2.0	2	13	.2	4.3
4-Book	3	13	.3	3.2	3	13	.4	4.8	6	23	.8	5.7	4	17	.5	4.0	2	8	.2	3.1
KRZY-AM																				
WI '02					1	3	.1	1.3	1	3	.1	.5		1		.3		1		
4-Book																				
KRZY-FM																				
WI '02	1	4	.1	1.3	2	4	.2	2.7	3	7	.4	2.5	4	11	.5	4.0	3	12	.4	6.5
4-Book	1	4	.2	1.6	2	4	.2	2.6	2	7	.2	1.3	2	6	.3	2.2	2	6	.2	3.2
KSYU-FM																				
WI '02									2	14	.2	1.7	1	10	.1	1.0				
4-Book	3	9	.4	3.5	1	4	.2	2.0	2	14	.3	1.9	2	10	.2	1.7	1	3	.1	.9
KTEG-FM																				
WI '02	3	20	.4	3.8	1	8	.1	1.3	5	22	.6	4.1	4	10	.5	4.0	1	7	.1	2.2
4-Book	4	18	.5	4.6	1	5	.1	1.1	3	22	.4	3.0	4	15	.5	4.0	3	16	.3	4.8
KTZO-FM																				
WI '02	2	13	.2	2.6	1	13	.1	1.3	6	29	.7	5.0	5	16	.6	5.0	3	16	.4	6.5
4-Book	2	13	.3	3.0	1	9	.2	1.9	4	20	.5	3.5	4	15	.5	4.2	2	13	.3	4.6
KYLZ-FM																				
WI '02	17	40	2.0	21.8	10	26	1.2	13.3	7	33	.8	5.8	8	32	.9	8.0	6	21	.7	13.0
4-Book	16	44	2.0	19.3	6	21	.8	10.0	10	41	1.3	9.5	10	39	1.2	9.5	10	34	1.2	18.1
+KZNM-FM																				
WI '02	2	8	.2	2.6					2	4	.2	1.7	2	4	.2	2.0				
4-Book	1	6	.1	1.3	1	3	.1	1.1	2	7	.2	1.3	2	8	.2	1.7	1	4	.1	2.0
KZRR-FM																				
WI '02	1	9	.1	1.3	4	12	.5	5.3	6	38	.7	5.0	3	16	.4	3.0	1	8	.1	2.2
4-Book	2	10	.2	2.2	2	8	.2	2.5	3	18	.4	2.6	4	15	.4	3.5	3	11	.4	6.3
KBAC-FM																				
WI '02					2	7	.2	2.9	1	3	.1	.7		2		.2		2		
4-Book																				
TOTALS																				
WI '02	78	266	9.2		75	247	8.9		121	385	14.3		100	281	11.8		46	167	5.4	
4-Book	81	242	10.0		64	208	7.9		111	335	13.7		102	271	12.6		52	173	6.4	

Target Listener Estimates - Women 18-34

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>KABG-FM</b>																				
WI '02	12	143	.7	4.3	14	83	.8	3.4	18	90	1.0	4.4	15	76	.9	4.2	7	33	.4	6.3
FA '01	11	163	.6	3.9	9	78	.5	2.2	25	100	1.5	5.8	17	102	1.0	4.7	2	31	.1	1.8
SU '01	10	202	.6	3.7	14	103	.9	4.1	13	110	.8	3.0	12	84	.7	3.5	2	38	.1	1.8
SP '01	7	118	.4	2.5	12	63	.7	3.3	10	65	.6	2.4	8	60	.5	2.4	2	18	.1	1.7
<b>4-Book</b>	<b>10</b>	<b>157</b>	<b>.6</b>	<b>3.6</b>	<b>12</b>	<b>82</b>	<b>.7</b>	<b>3.3</b>	<b>17</b>	<b>91</b>	<b>1.0</b>	<b>3.9</b>	<b>13</b>	<b>81</b>	<b>.8</b>	<b>3.7</b>	<b>3</b>	<b>30</b>	<b>.2</b>	<b>2.9</b>
WI '01	5	133	.3	1.9	7	56	.4	1.8	10	63	.6	2.3	5	69	.3	1.5		13		
<b>KBQI-FM</b>																				
WI '02	24	325	1.4	8.6	49	232	2.8	12.1	37	177	2.1	9.0	27	198	1.6	7.6	5	87	.3	4.5
FA '01	29	392	1.7	10.2	48	256	2.8	11.9	50	242	2.9	11.5	33	254	1.9	9.1	5	85	.3	4.5
SU '01	17	239	1.0	6.3	26	143	1.6	7.7	28	160	1.7	6.5	22	135	1.4	6.4	6	58	.4	5.5
SP '01	21	270	1.3	7.6	37	156	2.3	10.1	30	165	1.8	7.1	22	140	1.4	6.5	7	76	.4	5.9
<b>4-Book</b>	<b>23</b>	<b>307</b>	<b>1.4</b>	<b>8.2</b>	<b>40</b>	<b>197</b>	<b>2.4</b>	<b>10.5</b>	<b>36</b>	<b>186</b>	<b>2.1</b>	<b>8.5</b>	<b>26</b>	<b>182</b>	<b>1.6</b>	<b>7.4</b>	<b>6</b>	<b>77</b>	<b>.4</b>	<b>5.1</b>
WI '01	19	268	1.2	7.1	32	174	2.0	8.1	34	190	2.1	8.0	24	185	1.5	7.2	4	85	.2	4.7
<b>KBTK-AM</b>																				
WI '02	1	34	.1	.4		4			3	16	.2	.7	1	16	.1	.3		7		
FA '01	1	43	.1	.4		8			3	22	.2	.7		10				4		
SU '01	1	36	.1	.4	1	17	.1	.3	3	22	.2	.7	1	16	.1	.3		4		
SP '01		18			2	9	.1	.5	1	7	.1	.2								
<b>4-Book</b>	<b>1</b>	<b>33</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.2</b>	<b>3</b>	<b>17</b>	<b>.2</b>	<b>.6</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.2</b>		<b>4</b>		
WI '01		11			1	8	.1	.3						3						
<b>KBZU-FM</b>																				
WI '02	6	153	.3	2.2	7	69	.4	1.7	9	81	.5	2.2	9	90	.5	2.5	2	53	.1	1.8
FA '01	6	132	.3	2.1	5	57	.3	1.2	11	85	.6	2.5	7	77	.4	1.9	2	25	.1	1.8
SU '01	8	133	.5	3.0	11	71	.7	3.3	10	84	.7	2.5	10	83	.6	2.9	4	46	.2	3.6
SP '01	3	66	.2	1.1	4	33	.2	1.1	5	29	.3	1.2	5	36	.3	1.5	1	14	.1	.8
<b>4-Book</b>	<b>6</b>	<b>121</b>	<b>.3</b>	<b>2.1</b>	<b>7</b>	<b>58</b>	<b>.4</b>	<b>1.8</b>	<b>9</b>	<b>70</b>	<b>.5</b>	<b>2.1</b>	<b>8</b>	<b>72</b>	<b>.5</b>	<b>2.2</b>	<b>2</b>	<b>35</b>	<b>.1</b>	<b>2.0</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																				
WI '02	8	141	.5	2.9	8	53	.5	2.0	8	64	.5	2.0	9	70	.5	2.5	5	48	.3	4.5
FA '01	5	142	.3	1.8	6	66	.3	1.5	6	60	.3	1.4	8	92	.5	2.2	2	33	.1	1.8
SU '01	9	159	.6	3.4	9	57	.6	2.7	19	104	1.2	4.4	13	94	.8	3.8	3	39	.2	2.7
SP '01	12	150	.7	4.3	14	78	.9	3.8	17	78	1.0	4.0	13	90	.8	3.8	7	33	.4	5.9
<b>4-Book</b>	<b>9</b>	<b>148</b>	<b>.5</b>	<b>3.1</b>	<b>9</b>	<b>64</b>	<b>.6</b>	<b>2.5</b>	<b>13</b>	<b>77</b>	<b>.8</b>	<b>3.0</b>	<b>11</b>	<b>87</b>	<b>.7</b>	<b>3.1</b>	<b>4</b>	<b>38</b>	<b>.3</b>	<b>3.7</b>
WI '01	4	101	.2	1.5	8	61	.5	2.0	7	36	.4	1.6	4	31	.2	1.2	1	17	.1	1.2
<b>KIOT-FM</b>																				
WI '02	12	249	.7	4.3	20	136	1.2	4.9	24	144	1.4	5.9	14	132	.8	4.0	2	54	.1	1.8
FA '01	7	212	.4	2.5	8	98	.5	2.0	11	97	.6	2.5	10	114	.6	2.8	2	45	.1	1.8
SU '01	5	191	.3	1.9	4	57	.2	1.2	8	84	.5	1.8	8	105	.5	2.3	2	52	.1	1.8
SP '01	6	209	.4	2.2	8	96	.5	2.2	8	86	.5	1.9	8	94	.5	2.4	2	64	.1	1.7
<b>4-Book</b>	<b>8</b>	<b>215</b>	<b>.5</b>	<b>2.7</b>	<b>10</b>	<b>97</b>	<b>.6</b>	<b>2.6</b>	<b>13</b>	<b>103</b>	<b>.8</b>	<b>3.0</b>	<b>10</b>	<b>111</b>	<b>.6</b>	<b>2.9</b>	<b>2</b>	<b>54</b>	<b>.1</b>	<b>1.8</b>
WI '01	10	257	.6	3.7	14	106	.9	3.5	15	120	.9	3.5	12	131	.7	3.6	3	55	.2	3.5
<b>KIVA-AM</b>																				
WI '02	2	39	.1	.7	4	32	.2	1.0	3	22	.2	.7	3	23	.2	.8				
FA '01	2	65	.1	.7	3	44	.2	.7	3	37	.2	.7	4	41	.2	1.1		13		
SU '01	1	34	.1	.4	2	28	.1	.6	1	23	.1	.2	1	17	.1	.3		7		
SP '01		11			1	11	.1	.3		3										
<b>4-Book</b>	<b>1</b>	<b>37</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>29</b>	<b>.2</b>	<b>.7</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>20</b>	<b>.1</b>	<b>.6</b>		<b>5</b>		
WI '01	1	26	.1	.4	3	23	.2	.8		8			1	8	.1	.3				
<b>KKJY-AM</b>																				
WI '02		7								3				3						
FA '01		9				3				3				3				5		
SU '01		21				3				16	.1	.2		6	.1	.3		3		
SP '01	1	12	.1	.4		9			2	10	.1	.5		7	.1	.3		4	.1	.8
<b>4-Book</b>		<b>12</b>		<b>.1</b>		<b>4</b>			<b>1</b>	<b>8</b>	<b>.1</b>	<b>.2</b>		<b>5</b>	<b>.1</b>	<b>.2</b>		<b>3</b>		<b>.2</b>
WI '01		7				4				7										

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KKOB-AM</b>																				
WI '02	12	165	.7	4.3	23	98	1.3	5.7	17	89	1.0	4.2	17	85	1.0	4.8	5	43	.3	4.5
FA '01	12	221	.7	4.2	25	127	1.5	6.2	20	122	1.2	4.6	12	103	.7	3.3	5	48	.3	4.5
SU '01	6	130	.4	2.2	11	61	.7	3.3	12	76	.7	2.8	7	66	.4	2.0	1	15	.1	.9
SP '01	7	157	.4	2.5	9	55	.6	2.4	14	106	.9	3.3	11	79	.7	3.2	2	19	.1	1.7
<b>4-Book</b>	<b>9</b>	<b>168</b>	<b>.6</b>	<b>3.3</b>	<b>17</b>	<b>85</b>	<b>1.0</b>	<b>4.4</b>	<b>16</b>	<b>98</b>	<b>1.0</b>	<b>3.7</b>	<b>12</b>	<b>83</b>	<b>.7</b>	<b>3.3</b>	<b>3</b>	<b>31</b>	<b>.2</b>	<b>2.9</b>
WI '01	11	187	.7	4.1	17	93	1.0	4.3	20	76	1.2	4.7	17	108	1.0	5.1	4	44	.2	4.7
<b>KKOB-FM</b>																				
WI '02	14	320	.8	5.0	25	181	1.5	6.2	22	185	1.3	5.4	17	183	1.0	4.8	4	75	.2	3.6
FA '01	18	346	1.0	6.4	32	217	1.9	7.9	34	207	2.0	7.9	22	196	1.3	6.1	5	71	.3	4.5
SU '01	12	296	.7	4.5	19	142	1.2	5.6	17	122	1.0	3.9	16	152	1.0	4.7	5	71	.3	4.5
SP '01	10	248	.6	3.6	23	141	1.4	6.3	17	126	1.0	4.0	11	110	.7	3.2	1	41	.1	.8
<b>4-Book</b>	<b>14</b>	<b>303</b>	<b>.8</b>	<b>4.9</b>	<b>25</b>	<b>170</b>	<b>1.5</b>	<b>6.5</b>	<b>23</b>	<b>160</b>	<b>1.3</b>	<b>5.3</b>	<b>17</b>	<b>160</b>	<b>1.0</b>	<b>4.7</b>	<b>4</b>	<b>65</b>	<b>.2</b>	<b>3.4</b>
WI '01	15	342	.9	5.6	24	214	1.5	6.1	23	167	1.4	5.4	19	208	1.2	5.7	4	71	.2	4.7
<b>KKRG-FM</b>																				
WI '02	4	72	.2	1.4	5	35	.3	1.2	5	42	.3	1.2	4	39	.2	1.1	1	13	.1	.9
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	17	379	1.0	6.1	21	189	1.2	5.2	21	208	1.2	5.1	22	244	1.3	6.2	10	139	.6	8.9
FA '01	16	396	.9	5.7	22	185	1.3	5.5	24	211	1.4	5.5	20	228	1.2	5.5	5	100	.3	4.5
SU '01	11	311	.7	4.1	12	148	.7	3.6	17	176	1.0	3.9	13	200	.8	3.8	6	91	.4	5.5
SP '01	11	310	.7	4.0	15	135	.9	4.1	15	144	.9	3.6	15	159	.9	4.4	5	80	.3	4.2
<b>4-Book</b>	<b>14</b>	<b>349</b>	<b>.8</b>	<b>5.0</b>	<b>18</b>	<b>164</b>	<b>1.0</b>	<b>4.6</b>	<b>19</b>	<b>185</b>	<b>1.1</b>	<b>4.5</b>	<b>18</b>	<b>208</b>	<b>1.1</b>	<b>5.0</b>	<b>7</b>	<b>103</b>	<b>.4</b>	<b>5.8</b>
WI '01	11	260	.7	4.1	17	123	1.0	4.3	11	151	.7	2.6	10	134	.6	3.0	9	73	.6	10.5
<b>KLSK-FM</b>																				
WI '02	4	167	.2	1.4	6	71	.3	1.5	6	82	.3	1.5	4	88	.2	1.1	3	41	.2	2.7
FA '01	5	139	.3	1.8	5	59	.3	1.2	5	59	.3	1.2	7	79	.4	1.9	3	24	.2	2.7
SU '01	4	151	.2	1.5	4	51	.2	1.2	6	65	.4	1.4	6	74	.4	1.8	2	37	.1	1.8
SP '01	4	155	.2	1.4	3	46	.2	.8	7	68	.4	1.7	7	89	.4	2.1	1	10	.1	.8
<b>4-Book</b>	<b>4</b>	<b>153</b>	<b>.2</b>	<b>1.5</b>	<b>5</b>	<b>57</b>	<b>.3</b>	<b>1.2</b>	<b>6</b>	<b>69</b>	<b>.4</b>	<b>1.5</b>	<b>6</b>	<b>83</b>	<b>.4</b>	<b>1.7</b>	<b>2</b>	<b>28</b>	<b>.2</b>	<b>2.0</b>
WI '01	3	136	.2	1.1	1	32	.1	.3	4	75	.2	.9	5	78	.3	1.5	2	36	.1	2.3
<b>KLVO-FM</b>																				
WI '02	9	96	.5	3.2	12	62	.7	3.0	17	64	1.0	4.2	10	56	.6	2.8	4	30	.2	3.6
FA '01	6	65	.3	2.1	5	29	.3	1.2	8	50	.5	1.8	9	49	.5	2.5	4	36	.2	3.6
SU '01	6	100	.4	2.2	9	51	.6	2.7	10	62	.6	2.3	7	48	.4	2.0	2	36	.1	1.8
SP '01	12	135	.7	4.3	11	68	.7	3.0	16	83	1.0	3.8	15	91	.9	4.4	6	58	.4	5.1
<b>4-Book</b>	<b>8</b>	<b>99</b>	<b>.5</b>	<b>3.0</b>	<b>9</b>	<b>53</b>	<b>.6</b>	<b>2.5</b>	<b>13</b>	<b>65</b>	<b>.8</b>	<b>3.0</b>	<b>10</b>	<b>61</b>	<b>.6</b>	<b>2.9</b>	<b>4</b>	<b>40</b>	<b>.2</b>	<b>3.5</b>
WI '01	5	84	.3	1.9	7	42	.4	1.8	10	53	.6	2.3	4	35	.2	1.2	1	15	.1	1.2
<b>KMGA-FM</b>																				
WI '02	22	316	1.3	7.9	32	183	1.9	7.9	44	158	2.6	10.8	30	193	1.7	8.5	7	97	.4	6.3
FA '01	25	320	1.5	8.8	31	201	1.8	7.7	48	196	2.8	11.1	32	184	1.9	8.8	9	84	.5	8.0
SU '01	20	275	1.2	7.5	24	129	1.5	7.1	42	183	2.6	9.7	20	153	1.2	5.8	7	85	.4	6.4
SP '01	25	311	1.5	9.1	34	175	2.1	9.2	43	176	2.6	10.2	25	161	1.5	7.4	12	108	.7	10.2
<b>4-Book</b>	<b>23</b>	<b>306</b>	<b>1.4</b>	<b>8.3</b>	<b>30</b>	<b>172</b>	<b>1.8</b>	<b>8.0</b>	<b>44</b>	<b>178</b>	<b>2.7</b>	<b>10.5</b>	<b>27</b>	<b>173</b>	<b>1.6</b>	<b>7.6</b>	<b>9</b>	<b>94</b>	<b>.5</b>	<b>7.7</b>
WI '01	19	274	1.2	7.1	27	168	1.7	6.8	34	148	2.1	8.0	20	161	1.2	6.0	10	80	.6	11.6
<b>KNKT-FM</b>																				
WI '02	3	82	.2	1.1	6	38	.3	1.5	2	27	.1	.5	4	37	.2	1.1	4	27	.2	3.6
FA '01	8	129	.5	2.8	16	76	.9	4.0	8	53	.5	1.8	10	72	.6	2.8	5	42	.3	4.5
SU '01	3	78	.2	1.1	5	22	.3	1.5	3	42	.2	.7	4	55	.2	1.2	2	20	.1	1.8
SP '01	4	101	.2	1.4	6	58	.4	1.6	7	39	.4	1.7	4	50	.2	1.2	2	32	.1	1.7
<b>4-Book</b>	<b>5</b>	<b>98</b>	<b>.3</b>	<b>1.6</b>	<b>8</b>	<b>49</b>	<b>.5</b>	<b>2.2</b>	<b>5</b>	<b>40</b>	<b>.3</b>	<b>1.2</b>	<b>6</b>	<b>54</b>	<b>.3</b>	<b>1.6</b>	<b>3</b>	<b>30</b>	<b>.2</b>	<b>2.9</b>
WI '01	5	102	.3	1.9	10	52	.6	2.5	5	48	.3	1.2	4	54	.2	1.2	2	29	.1	2.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
<b>KNML-AM</b>																				
WI '02	1	45	.1	.4	1	16	.1	.2		8			1	17	.1	.3				8
FA '01	1	24	.1	.4	2	3	.1	.5	1	6	.1	.2	1	12	.1	.3				5
SU '01		21			1	11	.1	.3		5			1	13	.1	.3				2
SP '01	1	15	.1	.4	1	4	.1	.3	3	11	.2	.7	2	12	.1	.6				
<b>4-Book</b>	<b>1</b>	<b>26</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.4</b>				<b>4</b>
WI '01	1	40	.1	.4	1	7	.1	.3	1	13	.1	.2	1	14	.1	.3				9
<b>KPEK-FM</b>																				
WI '02	19	367	1.1	6.8	27	194	1.6	6.7	30	224	1.7	7.3	27	250	1.6	7.6	5	98	.3	4.5
FA '01	11	333	.6	3.9	18	180	1.0	4.5	16	175	.9	3.7	17	219	1.0	4.7	4	78	.2	3.6
SU '01	20	364	1.2	7.5	27	201	1.7	8.0	38	189	2.3	8.8	29	246	1.8	8.5	5	82	.3	4.5
SP '01	20	374	1.2	7.2	22	224	1.4	6.0	33	225	2.0	7.8	28	220	1.7	8.3	9	106	.6	7.6
<b>4-Book</b>	<b>18</b>	<b>360</b>	<b>1.0</b>	<b>6.4</b>	<b>24</b>	<b>200</b>	<b>1.4</b>	<b>6.3</b>	<b>29</b>	<b>203</b>	<b>1.7</b>	<b>6.9</b>	<b>25</b>	<b>234</b>	<b>1.5</b>	<b>7.3</b>	<b>6</b>	<b>91</b>	<b>.4</b>	<b>5.1</b>
WI '01	18	381	1.1	6.7	28	232	1.7	7.1	36	229	2.2	8.5	25	276	1.5	7.5	3	73	.2	3.5
<b>KQEO-FM</b>																				
WI '02	2	66	.1	.7	2	26	.1	.5	2	29	.1	.5	2	29	.1	.6	2	17	.1	1.8
FA '01	2	83	.1	.7	3	33	.2	.7	4	39	.2	.9	3	36	.2	.8		9		
SU '01	6	127	.4	2.2	7	59	.4	2.1	9	79	.6	2.1	8	69	.5	2.3	2	31	.1	1.8
SP '01	5	116	.3	1.8	6	59	.4	1.6	11	63	.7	2.6	5	39	.3	1.5	1	17	.1	.8
<b>4-Book</b>	<b>4</b>	<b>98</b>	<b>.2</b>	<b>1.4</b>	<b>5</b>	<b>44</b>	<b>.3</b>	<b>1.2</b>	<b>7</b>	<b>53</b>	<b>.4</b>	<b>1.5</b>	<b>5</b>	<b>43</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>19</b>	<b>.1</b>	<b>1.1</b>
WI '01	9	125	.6	3.4	14	66	.9	3.5	17	77	1.0	4.0	8	88	.5	2.4	1	11	.1	1.2
<b>KRQS-FM</b>																				
WI '02	9	147	.5	3.2	11	73	.6	2.7	11	73	.6	2.7	11	87	.6	3.1	4	58	.2	3.6
FA '01	3	76	.2	1.1	5	46	.3	1.2	4	37	.2	.9	3	34	.2	.8	2	15	.1	1.8
SU '01	13	133	.8	4.9	17	83	1.0	5.0	25	90	1.5	5.8	15	90	.9	4.4	4	41	.2	3.6
SP '01	8	127	.5	2.9	10	78	.6	2.7	14	80	.9	3.3	11	87	.7	3.2	3	52	.2	2.5
<b>4-Book</b>	<b>8</b>	<b>121</b>	<b>.5</b>	<b>3.0</b>	<b>11</b>	<b>70</b>	<b>.6</b>	<b>2.9</b>	<b>14</b>	<b>70</b>	<b>.8</b>	<b>3.2</b>	<b>10</b>	<b>75</b>	<b>.6</b>	<b>2.9</b>	<b>3</b>	<b>42</b>	<b>.2</b>	<b>2.9</b>
WI '01	6	101	.4	2.2	7	52	.4	1.8	12	67	.7	2.8	8	64	.5	2.4	2	26	.1	2.3
<b>KRST-FM</b>																				
WI '02	10	248	.6	3.6	18	153	1.0	4.4	14	113	.8	3.4	11	140	.6	3.1	2	65	.1	1.8
FA '01	12	345	.7	4.2	19	172	1.1	4.7	17	188	1.0	3.9	18	188	1.0	5.0	2	66	.1	1.8
SU '01	17	305	1.0	6.3	19	154	1.2	5.6	26	167	1.6	6.0	23	184	1.4	6.7	9	92	.6	8.2
SP '01	16	264	1.0	5.8	27	139	1.7	7.3	28	151	1.7	6.7	20	167	1.2	5.9	5	72	.3	4.2
<b>4-Book</b>	<b>14</b>	<b>291</b>	<b>.8</b>	<b>5.0</b>	<b>21</b>	<b>155</b>	<b>1.3</b>	<b>5.5</b>	<b>21</b>	<b>155</b>	<b>1.3</b>	<b>5.0</b>	<b>18</b>	<b>170</b>	<b>1.1</b>	<b>5.2</b>	<b>5</b>	<b>74</b>	<b>.3</b>	<b>4.0</b>
WI '01	11	283	.7	4.1	20	160	1.2	5.1	18	143	1.1	4.2	15	171	.9	4.5	2	38	.1	2.3
<b>KRZY-AM</b>																				
WI '02	2	29	.1	.7	4	25	.2	1.0	5	20	.3	1.2	1	9	.1	.3				
FA '01	2	23	.1	.7	4	19	.2	1.0	3	13	.2	.7	1	13	.1	.3				3
SU '01	2	30	.1	.7	5	16	.3	1.5	5	16	.3	1.2	1	16	.1	.3				8
SP '01	2	36	.1	.7	3	27	.2	.8	2	21	.1	.5	1	16	.1	.3				11
<b>4-Book</b>	<b>2</b>	<b>30</b>	<b>.1</b>	<b>.7</b>	<b>4</b>	<b>22</b>	<b>.2</b>	<b>1.1</b>	<b>4</b>	<b>18</b>	<b>.2</b>	<b>.9</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.3</b>				<b>6</b>
WI '01	1	30	.1	.4	3	20	.2	.8	2	20	.1	.5	1	7	.1	.3				
<b>KRZY-FM</b>																				
WI '02	7	83	.4	2.5	6	43	.3	1.5	7	43	.4	1.7	11	66	.6	3.1	4	34	.2	3.6
FA '01	4	43	.2	1.4	5	23	.3	1.2	5	23	.3	1.2	3	23	.2	.8	3	16	.2	2.7
SU '01	4	70	.2	1.5	4	48	.2	1.2	7	37	.4	1.6	6	33	.4	1.8	3	24	.2	2.7
SP '01	3	71	.2	1.1	3	40	.2	.8	5	45	.3	1.2	6	49	.4	1.8	2	18	.1	1.7
<b>4-Book</b>	<b>5</b>	<b>67</b>	<b>.3</b>	<b>1.6</b>	<b>5</b>	<b>39</b>	<b>.3</b>	<b>1.2</b>	<b>6</b>	<b>37</b>	<b>.4</b>	<b>1.4</b>	<b>7</b>	<b>43</b>	<b>.4</b>	<b>1.9</b>	<b>3</b>	<b>23</b>	<b>.2</b>	<b>2.7</b>
WI '01	3	50	.2	1.1	4	31	.2	1.0	6	23	.4	1.4	5	27	.3	1.5	1	12	.1	1.2
<b>KSYU-FM</b>																				
WI '02	7	164	.4	2.5	12	92	.7	3.0	10	69	.6	2.4	10	107	.6	2.8	2	43	.1	1.8
FA '01	10	177	.6	3.5	17	77	1.0	4.2	20	85	1.2	4.6	12	121	.7	3.3	2	40	.1	1.8
SU '01	9	205	.6	3.4	11	103	.7	3.3	14	116	.9	3.2	11	114	.7	3.2	3	39	.2	2.7
SP '01	11	184	.7	4.0	15	102	.9	4.1	19	101	1.2	4.5	13	124	.8	3.8	3	54	.2	2.5
<b>4-Book</b>	<b>9</b>	<b>183</b>	<b>.6</b>	<b>3.4</b>	<b>14</b>	<b>94</b>	<b>.8</b>	<b>3.7</b>	<b>16</b>	<b>93</b>	<b>1.0</b>	<b>3.7</b>	<b>12</b>	<b>117</b>	<b>.7</b>	<b>3.3</b>	<b>3</b>	<b>44</b>	<b>.2</b>	<b>2.2</b>
WI '01	8	132	.5	3.0	11	73	.7	2.8	20	89	1.2	4.7	8	72	.5	2.4		10		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 18-49

	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
<b>KTEG-FM</b>																				
WI '02	3	145	.2	1.1	4	64	.2	1.0	3	76	.2	.7	3	75	.2	.8	2	50	.1	1.8
FA '01	7	185	.4	2.5	10	113	.6	2.5	8	124	.5	1.8	7	110	.4	1.9	4	66	.2	3.6
SU '01	8	197	.5	3.0	9	102	.6	2.7	12	117	.7	2.8	11	123	.7	3.2	6	55	.4	5.5
SP '01	6	169	.4	2.2	11	77	.7	3.0	9	90	.6	2.1	7	82	.4	2.1	2	57	.1	1.7
<b>4-Book</b>	<b>6</b>	<b>174</b>	<b>.4</b>	<b>2.2</b>	<b>9</b>	<b>89</b>	<b>.5</b>	<b>2.3</b>	<b>8</b>	<b>102</b>	<b>.5</b>	<b>1.9</b>	<b>7</b>	<b>98</b>	<b>.4</b>	<b>2.0</b>	<b>4</b>	<b>57</b>	<b>.2</b>	<b>3.2</b>
WI '01	6	137	.4	2.2	6	48	.4	1.5	6	64	.4	1.4	9	99	.6	2.7	3	48	.2	3.5
<b>KTZO-FM</b>																				
WI '02	9	314	.5	3.2	11	162	.6	2.7	14	148	.8	3.4	13	198	.8	3.7	2	73	.1	1.8
FA '01	11	292	.6	3.9	14	149	.8	3.5	17	179	1.0	3.9	18	185	1.0	5.0	3	72	.2	2.7
SU '01	12	265	.7	4.5	10	123	.6	3.0	19	144	1.2	4.4	20	206	1.2	5.8	7	111	.4	6.4
SP '01	13	250	.8	4.7	14	119	.9	3.8	23	141	1.4	5.5	18	162	1.1	5.3	5	54	.3	4.2
<b>4-Book</b>	<b>11</b>	<b>280</b>	<b>.7</b>	<b>4.1</b>	<b>12</b>	<b>138</b>	<b>.7</b>	<b>3.3</b>	<b>18</b>	<b>153</b>	<b>1.1</b>	<b>4.3</b>	<b>17</b>	<b>188</b>	<b>1.0</b>	<b>5.0</b>	<b>4</b>	<b>78</b>	<b>.3</b>	<b>3.8</b>
WI '01	6	179	.4	2.2	5	66	.3	1.3	8	82	.5	1.9	9	101	.6	2.7	3	44	.2	3.5
<b>KYLZ-FM</b>																				
WI '02	19	336	1.1	6.8	23	164	1.3	5.7	23	176	1.3	5.6	25	188	1.5	7.1	13	124	.8	11.6
FA '01	19	375	1.1	6.7	22	212	1.3	5.5	23	239	1.3	5.3	25	255	1.5	6.9	14	156	.8	12.5
SU '01	15	275	.9	5.6	14	126	.9	4.1	20	177	1.2	4.6	20	179	1.2	5.8	11	117	.7	10.0
SP '01	17	292	1.0	6.2	18	158	1.1	4.9	18	169	1.1	4.3	23	185	1.4	6.8	14	117	.9	11.9
<b>4-Book</b>	<b>18</b>	<b>320</b>	<b>1.0</b>	<b>6.3</b>	<b>19</b>	<b>165</b>	<b>1.2</b>	<b>5.1</b>	<b>21</b>	<b>190</b>	<b>1.2</b>	<b>5.0</b>	<b>23</b>	<b>202</b>	<b>1.4</b>	<b>6.7</b>	<b>13</b>	<b>129</b>	<b>.8</b>	<b>11.5</b>
WI '01	15	248	.9	5.6	14	128	.9	3.5	18	153	1.1	4.2	21	157	1.3	6.3	10	102	.6	11.6
<b>+KZNM-FM</b>																				
WI '02	2	60	.1	.7	2	34	.1	.5	4	46	.2	1.0	1	22	.1	.3		7		
FA '01	2	55	.1	.7	2	27	.1	.5	4	35	.2	.9	3	26	.2	.8	1	20	.1	.9
SU '01	2	66	.1	.7	3	31	.2	.9	4	22	.2	.9	1	21	.1	.3	1	10	.1	.9
SP '01	2	93	.1	.7	3	27	.2	.8	3	64	.2	.7	2	28	.1	.6	1	24	.1	.8
<b>4-Book</b>	<b>2</b>	<b>69</b>	<b>.1</b>	<b>.7</b>	<b>3</b>	<b>30</b>	<b>.2</b>	<b>.7</b>	<b>4</b>	<b>42</b>	<b>.2</b>	<b>.9</b>	<b>2</b>	<b>24</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>.7</b>
WI '01	4	96	.2	1.5	7	50	.4	1.8	6	41	.4	1.4	3	39	.2	.9	1	21	.1	1.2
<b>KZRR-FM</b>																				
WI '02	9	279	.5	3.2	15	152	.9	3.7	10	136	.6	2.4	10	117	.6	2.8	4	53	.2	3.6
FA '01	11	207	.6	3.9	17	101	1.0	4.2	15	102	.9	3.5	13	133	.8	3.6	6	50	.3	5.4
SU '01	7	181	.4	2.6	9	69	.6	2.7	12	95	.7	2.8	9	96	.6	2.6	4	57	.2	3.6
SP '01	8	222	.5	2.9	13	117	.8	3.5	7	88	.4	1.7	9	109	.6	2.7	5	40	.3	4.2
<b>4-Book</b>	<b>9</b>	<b>222</b>	<b>.5</b>	<b>3.2</b>	<b>14</b>	<b>110</b>	<b>.8</b>	<b>3.5</b>	<b>11</b>	<b>105</b>	<b>.7</b>	<b>2.6</b>	<b>10</b>	<b>114</b>	<b>.7</b>	<b>2.9</b>	<b>5</b>	<b>50</b>	<b>.3</b>	<b>4.2</b>
WI '01	16	252	1.0	6.0	23	154	1.4	5.8	23	115	1.4	5.4	21	151	1.3	6.3	3	56	.2	3.5
<b>KBAC-FM</b>																				
WI '02	1	51	.1	.4	4	26	.2	1.0	1	23	.1	.2	2	33	.1	.6		11		
FA '01	5	60	.3	1.8	6	46	.3	1.5	5	45	.3	1.2	5	47	.3	1.4	3	31	.2	2.7
SU '01	2	71	.1	.7	1	17	.1	.3	3	32	.2	.7	3	28	.2	.9	1	22	.1	.9
SP '01	3	61	.2	1.1	4	39	.2	1.1	5	25	.3	1.2	4	27	.2	1.2	2	16	.1	1.7
<b>4-Book</b>	<b>3</b>	<b>61</b>	<b>.2</b>	<b>1.0</b>	<b>4</b>	<b>32</b>	<b>.2</b>	<b>1.0</b>	<b>4</b>	<b>31</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>34</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>20</b>	<b>.1</b>	<b>1.3</b>
WI '01	4	65	.2	1.5	3	43	.2	.8	5	41	.3	1.2	7	39	.4	2.1	2	18	.1	2.3
<b>TOTALS</b>																				
WI '02	278	1639	16.1		406	1447	23.6		409	1337	23.7		353	1449	20.5		112	868	6.5	
FA '01	283	1675	16.4		403	1506	23.4		433	1422	25.2		362	1522	21.0		112	882	6.5	
SU '01	268	1574	16.5		338	1337	20.8		433	1382	26.7		342	1440	21.1		110	889	6.8	
SP '01	276	1573	17.0		368	1353	22.7		421	1359	25.9		339	1376	20.9		118	857	7.3	
<b>4-Book</b>	<b>276</b>	<b>1615</b>	<b>16.5</b>		<b>379</b>	<b>1411</b>	<b>22.6</b>		<b>424</b>	<b>1375</b>	<b>25.4</b>		<b>349</b>	<b>1447</b>	<b>20.9</b>		<b>113</b>	<b>874</b>	<b>6.8</b>	
WI '01	268	1579	16.5		395	1414	24.3		426	1334	26.2		335	1447	20.6		86	738	5.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 18-49

# Target Listener Estimates

Women 18-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
<b>KABG-FM</b>																					
WI '02	16	124	.9	4.1	9	77	.5	4.7	5	16	.3	2.6	12	38	.7	3.7	13	24	.8	5.8	
4-Book	14	130	.8	3.7	8	79	.5	4.0	7	21	.4	3.7	14	32	.8	4.0	11	26	.7	4.6	
<b>KBQI-FM</b>																					
WI '02	38	297	2.2	9.7	13	200	.8	6.8	22	69	1.3	11.6	28	94	1.6	8.5	14	63	.8	6.3	
4-Book	35	277	2.1	8.9	14	173	.8	7.4	17	62	1.0	8.9	29	80	1.7	8.4	19	70	1.1	7.9	
<b>KBTK-AM</b>																					
WI '02	2	28	.1	.5		10			1	3	.1	.5		3							
4-Book	2	28	.1	.4		6		.1		1		.1		1		.1	.2				
<b>KBZU-FM</b>																					
WI '02	9	141	.5	2.3	4	65	.2	2.1	2	11	.1	1.1	5	28	.3	1.5	10	37	.6	4.5	
4-Book	8	106	.5	2.1	4	61	.3	2.3	3	13	.2	1.7	9	28	.5	2.6	7	25	.4	2.7	
<b>KHFM-FM</b>																					
WI '02	8	102	.5	2.0	8	64	.5	4.2	6	21	.3	3.2	13	35	.8	4.0	11	20	.6	4.9	
4-Book	11	120	.7	2.8	6	66	.4	3.3	5	15	.3	2.4	11	32	.7	3.2	11	24	.6	4.3	
<b>KIOT-FM</b>																					
WI '02	20	215	1.2	5.1	6	123	.3	3.2	5	24	.3	2.6	13	60	.8	4.0	10	32	.6	4.5	
4-Book	11	170	.7	2.9	5	94	.3	2.7	4	18	.2	2.0	12	49	.7	3.5	8	28	.5	3.2	
<b>KIVA-AM</b>																					
WI '02	4	39	.2	1.0	1	14	.1	.5		3			6	14	.3	1.8		4			
4-Book	2	37	.1	.6	1	13	.1	.3	1	4		.3	2	8	.1	.6		1			
<b>KKJY-AM</b>																					
WI '02		3				7							1	7	.1	.3					
4-Book		9		.1		7							1	4	.1	.3		1	2		.2
<b>KKOB-AM</b>																					
WI '02	19	150	1.1	4.9	4	83	.2	2.1	7	23	.4	3.7	2	24	.1	.6	2	12	.1	.9	
4-Book	15	148	.9	3.8	3	61	.2	1.6	6	18	.3	3.1	4	22	.2	1.0	2	10	.1	.9	
<b>KKOB-FM</b>																					
WI '02	22	297	1.3	5.6	7	131	.4	3.7	4	23	.2	2.1	9	64	.5	2.7	9	27	.5	4.0	
4-Book	22	266	1.3	5.5	7	126	.4	3.6	8	32	.5	4.3	9	48	.6	2.7	10	35	.6	4.0	
<b>KKRG-FM</b>																					
WI '02	5	60	.3	1.3	3	40	.2	1.6	1	7	.1	.5	4	11	.2	1.2	4	13	.2	1.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	21	336	1.2	5.4	13	199	.8	6.8	5	30	.3	2.6	20	82	1.2	6.1	18	76	1.0	8.1	
4-Book	18	298	1.1	4.6	11	182	.7	5.8	9	34	.5	4.7	20	79	1.2	5.8	13	53	.8	5.4	
<b>KLSK-FM</b>																					
WI '02	5	137	.3	1.3	2	67	.1	1.1	1	7	.1	.5	3	19	.2	.9	4	25	.2	1.8	
4-Book	6	119	.3	1.4	4	68	.2	1.9	3	9	.2	1.4	7	31	.4	2.0	6	25	.4	2.4	
<b>KLVO-FM</b>																					
WI '02	14	89	.8	3.6	5	59	.3	2.6	6	17	.3	3.2	10	30	.6	3.0	4	13	.2	1.8	
4-Book	11	86	.7	2.9	7	63	.4	3.6	7	22	.4	3.9	14	34	.8	4.0	7	22	.4	2.7	
<b>KMGA-FM</b>																					
WI '02	36	262	2.1	9.2	8	140	.5	4.2	8	47	.5	4.2	10	40	.6	3.0	4	13	.2	1.8	
4-Book	35	259	2.1	9.0	12	141	.8	6.3	10	41	.6	5.5	19	53	1.1	5.5	12	36	.7	4.9	
<b>KNKT-FM</b>																					
WI '02	4	57	.2	1.0	2	48	.1	1.1	1	4	.1	.5	3	7	.2	.9	2	6	.1	.9	
4-Book	6	81	.4	1.6	3	56	.2	1.5	2	10	.1	.9	3	15	.2	.9	2	9	.1	.9	
<b>KNML-AM</b>																					
WI '02	1	24	.1	.3	1	25	.1	.5		4								3			
4-Book	1	18	.1	.3	1	14	.1	.3		2				1		.1		3		.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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	
<b>KPEK-FM</b>																				
WI '02	28	342	1.6	7.2	13	188	.8	6.8	14	57	.8	7.4	13	61	.8	4.0	9	56	.5	4.0
4-Book	26	329	1.6	6.8	10	173	.6	5.4	11	42	.6	5.6	18	73	1.1	5.2	10	50	.6	4.1
<b>KQEO-FM</b>																				
WI '02	2	57	.1	.5	1	19	.1	.5	1	3	.1	.5	3	3			1	3	.1	.4
4-Book	5	85	.3	1.3	2	37	.1	1.1	1	5	.1	.7	3	14	.2	1.0	2	9	.1	.8
<b>KRQS-FM</b>																				
WI '02	11	120	.6	2.8	9	101	.5	4.7	4	29	.2	2.1	14	41	.8	4.3	10	38	.6	4.5
4-Book	12	104	.7	3.0	6	67	.3	2.9	5	24	.3	2.8	9	29	.5	2.6	8	25	.5	3.2
<b>KRST-FM</b>																				
WI '02	14	204	.8	3.6	6	122	.3	3.2	8	40	.5	4.2	9	49	.5	2.7	8	28	.5	3.6
4-Book	20	247	1.2	5.2	9	141	.5	4.6	7	33	.4	3.6	14	56	.9	4.2	13	46	.8	5.3
<b>KRZY-AM</b>																				
WI '02	3	29	.2	.8	1	10	.1	.5	3	7	.2	1.6		3			3	7	.2	1.3
4-Book	3	28	.2	.7	2	12	.1	.8	4	7	.2	1.9	4	7	.2	1.1	2	4	.1	.6
<b>KRZY-FM</b>																				
WI '02	8	80	.5	2.0	6	45	.3	3.2	7	7	.4	3.7	12	31	.7	3.7	8	17	.5	3.6
4-Book	6	60	.3	1.4	4	39	.2	2.0	4	10	.3	2.2	6	18	.4	1.9	5	12	.3	2.1
<b>KSYU-FM</b>																				
WI '02	11	140	.6	2.8	4	56	.2	2.1	8	12	.5	4.2	17	45	1.0	5.2	6	27	.3	2.7
4-Book	14	156	.8	3.6	6	81	.3	2.9	7	24	.5	3.7	11	44	.7	3.3	9	32	.6	3.8
<b>KTEG-FM</b>																				
WI '02	3	121	.2	.8	3	63	.2	1.6	1	6	.1	.5	4	20	.2	1.2	4	14	.2	1.8
4-Book	8	155	.5	2.0	4	82	.3	2.1	4	15	.2	2.0	7	34	.4	1.9	7	27	.4	2.8
<b>KTZO-FM</b>																				
WI '02	13	280	.8	3.3	7	151	.4	3.7	9	45	.5	4.7	13	58	.8	4.0	8	44	.5	3.6
4-Book	16	248	1.0	4.2	7	132	.4	3.7	6	29	.4	3.3	14	58	.9	4.2	10	48	.6	4.2
<b>KYLZ-FM</b>																				
WI '02	23	303	1.3	5.9	16	207	.9	8.4	7	26	.4	3.7	28	111	1.6	8.5	23	68	1.3	10.3
4-Book	21	286	1.2	5.4	15	193	.9	7.6	9	37	.5	4.8	22	92	1.3	6.5	22	70	1.3	8.9
<b>+KZNM-FM</b>																				
WI '02	3	57	.2	.8	2	26	.1	1.1	1	7	.1	.5	2	11	.1	.6	4	10	.2	1.8
4-Book	3	56	.2	.7	2	31	.1	.9	2	8	.1	1.0	3	13	.2	.9	3	11	.2	1.3
<b>KZRR-FM</b>																				
WI '02	12	240	.7	3.1	9	116	.5	4.7	9	31	.5	4.7	15	50	.9	4.6	5	30	.3	2.2
4-Book	12	188	.7	3.0	7	101	.4	3.4	5	18	.3	2.8	11	46	.7	3.3	8	32	.5	3.0
<b>KBAC-FM</b>																				
WI '02	2	44	.1	.5	1	19	.1	.5		3			2	15	.1	.6	1	7	.1	.4
4-Book	3	49	.2	.8	3	33	.2	1.3	3	10	.2	1.5	6	17	.3	1.6	3	12	.2	1.2
<b>TOTALS</b>																				
WI '02	391	1625	22.7		190	1335	11.0		190	616	11.0		328	869	19.0		223	642	12.9	
4-Book	387	1604	23.2		190	1328	11.4		187	579	11.2		340	848	20.4		242	662	14.5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KABG-FM</b>																				
WI '02	8	24	.5	6.1	6	14	.3	4.1	9	35	.5	3.9	14	27	.8	8.0	6	14	.3	7.0
4-Book	5	15	.3	3.5	5	14	.3	3.5	9	27	.5	3.9	7	17	.4	4.0	4	11	.2	4.3
<b>KBQI-FM</b>																				
WI '02	5	29	.3	3.8	9	44	.5	6.1	13	69	.8	5.6	7	33	.4	4.0	6	28	.3	7.0
4-Book	8	31	.5	6.3	12	45	.7	9.3	11	49	.7	5.0	11	37	.7	6.3	6	26	.3	6.7
<b>KBTK-AM</b>																				
WI '02					1	3	.1	.7	1	3	.1	.4								
4-Book					1	2	.1	.8	1	1		.1						1		
<b>KBZU-FM</b>																				
WI '02	1	8	.1	.8	1	8	.1	.7	3	21	.2	1.3	7	20	.4	4.0	1	8	.1	1.2
4-Book	2	9	.1	1.5	2	7	.1	1.7	4	18	.3	1.7	5	18	.3	2.8	2	9	.1	2.5
<b>KHFM-FM</b>																				
WI '02	6	15	.3	4.5	8	25	.5	5.4	10	26	.6	4.3	9	22	.5	5.1	2	7	.1	2.3
4-Book	4	14	.3	3.3	5	20	.3	3.5	7	23	.4	3.3	6	17	.4	3.6	2	5	.1	1.8
<b>K10T-FM</b>																				
WI '02	3	18	.2	2.3	8	25	.5	5.4	6	30	.3	2.6	3	19	.2	1.7	4	10	.2	4.7
4-Book	2	11	.1	1.6	4	15	.2	2.8	8	35	.5	3.7	3	16	.2	1.7	2	6	.1	2.1
<b>KIVA-AM</b>																				
WI '02									1	6	.1	.4								
4-Book		2		.2		1			1	4	.1	.6	1	4	.1	.3		1		.3
<b>KKJY-AM</b>																				
WI '02										3										
4-Book						1				2		.1		1		.1				
<b>KKOB-AM</b>																				
WI '02	6	23	.3	4.5	5	25	.3	3.4	2	13	.1	.9		4			6	24	.3	7.0
4-Book	3	15	.2	2.3	3	12	.2	2.0	3	12	.2	1.3	1	6	.1	.4	3	11	.1	2.9
<b>KKOB-FM</b>																				
WI '02	10	41	.6	7.6	3	11	.2	2.0	8	41	.5	3.4	7	19	.4	4.0	6	18	.3	7.0
4-Book	5	20	.3	4.0	5	23	.3	4.1	9	42	.6	4.3	6	25	.4	3.4	3	13	.2	3.5
<b>KKRG-FM</b>																				
WI '02	1	3	.1	.8	4	10	.2	2.7	5	10	.3	2.1	4	10	.2	2.3	2	10	.1	2.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	14	58	.8	10.6	5	25	.3	3.4	22	73	1.3	9.4	17	63	1.0	9.7	4	17	.2	4.7
4-Book	10	40	.6	7.7	5	24	.3	4.0	14	61	.8	6.2	14	53	.9	8.2	4	19	.2	4.8
<b>KLSK-FM</b>																				
WI '02	4	23	.2	3.0	1	8	.1	.7	1	8	.1	.4	2	19	.1	1.1	2	7	.1	2.3
4-Book	3	14	.2	2.1	1	6	.1	.6	3	15	.2	1.5	3	14	.2	1.4	3	7	.2	3.5
<b>KLVO-FM</b>																				
WI '02	4	13	.2	3.0	5	14	.3	3.4	7	24	.4	3.0	6	16	.3	3.4	2	9	.1	2.3
4-Book	4	18	.3	3.3	6	16	.4	4.1	10	25	.6	4.2	7	22	.4	3.7	3	11	.2	3.8
<b>KMGA-FM</b>																				
WI '02	3	21	.2	2.3	11	30	.6	7.5	14	57	.8	6.0	8	38	.5	4.6	2	21	.1	2.3
4-Book	10	34	.6	7.5	10	36	.6	7.5	15	53	.9	6.8	10	37	.6	5.9	7	31	.4	8.2
<b>KNKT-FM</b>																				
WI '02	1	10	.1	.8	5	24	.3	3.4	5	31	.3	2.1		4			2	7	.1	2.1
4-Book	1	9	.1	1.0	4	19	.2	2.7	7	31	.4	3.1	3	12	.2	1.4	2	7	.1	2.1
<b>KNML-AM</b>																				
WI '02									1	11	.1	.4	3	14	.2	1.7				
4-Book		1							1	7	.1	.4	2	7	.1	.9				

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## 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
KPEK-FM																				
WI '02	15	33	.9	11.4	9	32	.5	6.1	21	61	1.2	9.0	14	39	.8	8.0	8	24	.5	9.3
4-Book	6	23	.3	4.2	6	25	.4	4.6	15	55	.9	6.4	12	43	.7	6.7	4	16	.2	4.2
KQEO-FM																				
WI '02																				
4-Book	2	4	.1	1.3	1	4	.1	.7	3	12	.2	1.4	3	9	.2	1.5	1	4		.6
KRQS-FM																				
WI '02	5	15	.3	3.8	5	32	.3	3.4	16	48	.9	6.9	9	31	.5	5.1	8	24	.5	9.3
4-Book	5	15	.3	3.8	4	18	.2	3.0	7	24	.4	2.9	6	18	.3	3.1	2	9	.2	2.6
KRST-FM																				
WI '02	1	7	.1	.8	10	29	.6	6.8	7	33	.4	3.0	3	19	.2	1.7	3	20	.2	3.5
4-Book	5	22	.3	3.5	7	29	.4	5.6	13	46	.8	6.1	7	28	.4	3.7	3	13	.2	3.8
KRZY-AM																				
WI '02					1	3	.1	.6	1	3	.1	.3		1		.2		2		.3
4-Book																				
KRZY-FM																				
WI '02	6	11	.3	4.5	2	4	.1	1.4	3	7	.2	1.3	4	11	.2	2.3	3	12	.2	3.5
4-Book	4	9	.2	3.1	3	9	.2	2.2	3	9	.2	1.4	3	8	.2	1.6	2	8	.2	2.7
KSYU-FM																				
WI '02									3	17	.2	1.3	1	13	.1	.6				
4-Book	5	15	.3	3.7	4	12	.2	2.8	5	28	.3	2.2	2	12	.1	1.3	1	6	.1	1.5
KTEG-FM																				
WI '02	3	20	.2	2.3	1	8	.1	.7	5	22	.3	2.1	5	14	.3	2.9	1	7	.1	1.2
4-Book	4	19	.2	2.9	2	7	.1	1.1	4	27	.3	1.9	5	19	.3	2.7	3	17	.2	3.1
KTZO-FM																				
WI '02	2	16	.1	1.5	2	17	.1	1.4	7	35	.4	3.0	5	16	.3	2.9	4	20	.2	4.7
4-Book	3	19	.2	2.3	3	15	.2	2.2	7	34	.4	3.0	8	28	.5	4.4	4	17	.2	4.3
KYLZ-FM																				
WI '02	18	54	1.0	13.6	15	40	.9	10.2	11	49	.6	4.7	14	45	.8	8.0	8	28	.5	9.3
4-Book	18	53	1.0	13.4	8	27	.5	5.8	13	53	.8	6.0	13	49	.8	7.5	11	37	.7	13.0
+KZNM-FM																				
WI '02	3	11	.2	2.3	1	3	.1	.7	2	4	.1	.9	2	4	.1	1.1				
4-Book	2	8	.1	1.1	1	3	.1	.7	2	7	.1	.8	2	8	.1	1.0	1	4	.1	1.3
KZRR-FM																				
WI '02	6	17	.3	4.5	8	16	.5	5.4	13	49	.8	5.6	7	23	.4	4.0	3	12	.2	3.5
4-Book	5	16	.3	3.4	4	11	.3	2.8	7	28	.4	3.3	6	23	.4	3.4	4	13	.2	4.6
KBAC-FM																				
WI '02					1	6	.1	.7		4		.8	1	8	.1	.6				
4-Book	1	4	.1	.6	3	14	.2	2.5	2	9	.1	.8	1	8	.1	.7	2	5	.1	1.7
TOTALS																				
WI '02	132	438	7.7		147	461	8.5		233	703	13.5		175	479	10.2		86	304	5.0	
4-Book	131	420	7.9		132	429	7.9		221	657	13.3		176	501	10.5		83	290	5.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 25-49																					
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		
<b>KABG-FM</b>																					
WI '02	11	127	.8	5.0	13	80	1.0	3.9	16	83	1.2	4.8	13	73	1.0	4.6	7	29	.5	9.6	
FA '01	11	146	.8	4.8	9	67	.6	2.6	25	93	1.8	7.0	17	98	1.2	5.7	2	27	.1	2.5	
SU '01	10	167	.7	4.7	13	94	1.0	4.5	12	94	.9	3.4	12	70	.9	4.5	2	24	.1	2.8	
SP '01	6	106	.4	2.7	10	54	.7	3.3	8	57	.6	2.3	6	53	.4	2.2	2	14	.1	2.3	
<b>4-Book</b>	<b>10</b>	<b>137</b>	<b>.7</b>	<b>4.3</b>	<b>11</b>	<b>74</b>	<b>.8</b>	<b>3.6</b>	<b>15</b>	<b>82</b>	<b>1.1</b>	<b>4.4</b>	<b>12</b>	<b>74</b>	<b>.9</b>	<b>4.3</b>	<b>3</b>	<b>24</b>	<b>.2</b>	<b>4.3</b>	
WI '01	5	117	.4	2.3	6	49	.4	1.8	8	53	.6	2.2	4	53	.3	1.4		10			
<b>KBQI-FM</b>																					
WI '02	21	223	1.5	9.6	44	176	3.2	13.2	33	115	2.4	10.0	22	145	1.6	7.8	3	40	.2	4.1	
FA '01	22	277	1.6	9.5	40	192	2.8	11.7	39	179	2.8	10.9	25	180	1.8	8.4	3	55	.2	3.7	
SU '01	13	166	1.0	6.1	21	107	1.6	7.2	22	116	1.6	6.3	17	103	1.3	6.3	4	37	.3	5.6	
SP '01	15	201	1.1	6.8	28	127	2.1	9.1	23	131	1.7	6.7	15	108	1.1	5.6	4	45	.3	4.5	
<b>4-Book</b>	<b>18</b>	<b>217</b>	<b>1.3</b>	<b>8.0</b>	<b>33</b>	<b>151</b>	<b>2.4</b>	<b>10.3</b>	<b>29</b>	<b>135</b>	<b>2.1</b>	<b>8.5</b>	<b>20</b>	<b>134</b>	<b>1.5</b>	<b>7.0</b>	<b>4</b>	<b>44</b>	<b>.3</b>	<b>4.5</b>	
WI '01	18	210	1.3	8.1	30	148	2.2	8.8	32	158	2.4	8.8	22	151	1.6	8.0	3	56	.2	5.2	
<b>KBTk-AM</b>																					
WI '02	1	25	.1	.5		4			3	11	.2	.9	1	11	.1	.4		7			
FA '01	1	39	.1	.4		8			3	22	.2	.8		6				4			
SU '01	1	36	.1	.5	1	17	.1	.3	3	22	.2	.9	1	16	.1	.4		4			
SP '01		18			2	9	.1	.7	1	7	.1	.3									
<b>4-Book</b>	<b>1</b>	<b>30</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>16</b>	<b>.2</b>	<b>.7</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.2</b>		<b>4</b>			
WI '01		11			1	8	.1	.3						3							
<b>KBZU-FM</b>																					
WI '02	5	125	.4	2.3	7	61	.5	2.1	9	73	.7	2.7	7	70	.5	2.5	2	37	.1	2.7	
FA '01	6	122	.4	2.6	5	57	.4	1.5	11	85	.8	3.1	7	74	.5	2.4	2	25	.1	2.5	
SU '01	7	119	.5	3.3	10	65	.7	3.4	10	75	.7	2.9	9	74	.7	3.4	3	37	.2	4.2	
SP '01	3	60	.2	1.4	4	29	.3	1.3	5	25	.4	1.5	4	32	.3	1.5		10			
<b>4-Book</b>	<b>5</b>	<b>107</b>	<b>.4</b>	<b>2.4</b>	<b>7</b>	<b>53</b>	<b>.5</b>	<b>2.1</b>	<b>9</b>	<b>65</b>	<b>.7</b>	<b>2.6</b>	<b>7</b>	<b>63</b>	<b>.5</b>	<b>2.5</b>	<b>2</b>	<b>27</b>	<b>.1</b>	<b>2.4</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																					
WI '02	5	108	.4	2.3	6	35	.4	1.8	5	49	.4	1.5	6	55	.4	2.1	2	32	.1	2.7	
FA '01	5	136	.4	2.2	6	63	.4	1.8	6	57	.4	1.7	7	85	.5	2.4	2	33	.1	2.5	
SU '01	8	132	.6	3.8	9	53	.7	3.1	17	86	1.3	4.9	12	80	.9	4.5	1	28	.1	1.4	
SP '01	10	119	.7	4.5	12	68	.9	3.9	13	68	1.0	3.8	11	78	.8	4.1	7	31	.5	8.0	
<b>4-Book</b>	<b>7</b>	<b>124</b>	<b>.5</b>	<b>3.2</b>	<b>8</b>	<b>55</b>	<b>.6</b>	<b>2.7</b>	<b>10</b>	<b>65</b>	<b>.8</b>	<b>3.0</b>	<b>9</b>	<b>75</b>	<b>.7</b>	<b>3.3</b>	<b>3</b>	<b>31</b>	<b>.2</b>	<b>3.7</b>	
WI '01	4	99	.3	1.8	8	61	.6	2.3	7	36	.5	1.9	4	31	.3	1.4		15			
<b>K10T-FM</b>																					
WI '02	12	217	.9	5.5	20	125	1.5	6.0	23	119	1.7	7.0	13	125	1.0	4.6	2	50	.1	2.7	
FA '01	7	192	.5	3.0	7	87	.5	2.1	11	94	.8	3.1	9	104	.6	3.0	2	39	.1	2.5	
SU '01	5	162	.4	2.4	4	55	.3	1.4	8	73	.6	2.3	8	94	.6	3.0	2	38	.1	2.8	
SP '01	5	185	.4	2.3	8	96	.6	2.6	8	82	.6	2.3	8	92	.6	3.0	2	50	.1	2.3	
<b>4-Book</b>	<b>7</b>	<b>189</b>	<b>.6</b>	<b>3.3</b>	<b>10</b>	<b>91</b>	<b>.7</b>	<b>3.0</b>	<b>13</b>	<b>92</b>	<b>.9</b>	<b>3.7</b>	<b>10</b>	<b>104</b>	<b>.7</b>	<b>3.4</b>	<b>2</b>	<b>44</b>	<b>.1</b>	<b>2.6</b>	
WI '01	9	211	.7	4.1	12	92	.9	3.5	13	97	1.0	3.6	11	117	.8	4.0	2	42	.1	3.4	
<b>KIVA-AM</b>																					
WI '02	2	36	.1	.9	4	29	.3	1.2	3	22	.2	.9	3	23	.2	1.1					
FA '01	2	62	.1	.9	3	40	.2	.9	3	37	.2	.8	3	38	.2	1.0		13			
SU '01	1	32	.1	.5	2	26	.1	.7	1	20	.1	.3	1	14	.1	.4		7			
SP '01		8			1	8	.1	.3		3											
<b>4-Book</b>	<b>1</b>	<b>35</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>26</b>	<b>.2</b>	<b>.8</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>19</b>	<b>.1</b>	<b>.6</b>		<b>5</b>			
WI '01	1	22	.1	.5	3	20	.2	.9		8			1	8	.1	.4					
<b>KKJY-AM</b>																					
WI '02		3																			
FA '01		5				3				3				3					5		
SU '01		16				3			1	11	.1	.3	1	6	.1	.4		3			
SP '01	1	12	.1	.5		9			2	10	.1	.6	1	7	.1	.4	1	4	.1	1.1	
<b>4-Book</b>		<b>9</b>		<b>.1</b>		<b>4</b>			<b>1</b>	<b>6</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.2</b>		<b>3</b>		<b>.3</b>	
WI '01		7				4				7											

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>KKOB-AM</b>																				
WI '02	11	148	.8	5.0	23	98	1.7	6.9	16	80	1.2	4.8	15	73	1.1	5.3	5	40	.4	6.8
FA '01	12	211	.9	5.2	24	117	1.7	7.0	19	112	1.3	5.3	12	96	.9	4.0	5	45	.4	6.2
SU '01	6	119	.4	2.8	11	61	.8	3.8	11	73	.8	3.2	7	62	.5	2.6	1	15	.1	1.4
SP '01	7	153	.5	3.2	9	55	.7	2.9	13	102	1.0	3.8	11	79	.8	4.1	2	19	.1	2.3
4-Book	9	158	.7	4.1	17	83	1.2	5.2	15	92	1.1	4.3	11	78	.8	4.0	3	30	.3	4.2
WI '01	11	176	.8	5.0	17	91	1.3	5.0	19	72	1.4	5.2	17	102	1.3	6.2	4	40	.3	6.9
<b>KKOB-FM</b>																				
WI '02	13	279	1.0	6.0	24	161	1.8	7.2	22	161	1.6	6.7	15	159	1.1	5.3	4	66	.3	5.5
FA '01	16	301	1.1	6.9	28	179	2.0	8.2	29	180	2.1	8.1	19	168	1.3	6.4	3	55	.2	3.7
SU '01	10	232	.7	4.7	18	133	1.3	6.2	15	104	1.1	4.3	11	126	.8	4.1	3	46	.2	4.2
SP '01	9	211	.7	4.1	21	129	1.6	6.8	16	115	1.2	4.7	9	94	.7	3.3	1	29	.1	1.1
4-Book	12	256	.9	5.4	23	151	1.7	7.1	21	140	1.5	6.0	14	137	1.0	4.8	3	49	.2	3.6
WI '01	13	280	1.0	5.9	22	186	1.6	6.5	21	135	1.6	5.8	17	172	1.3	6.2	3	50	.2	5.2
<b>KKRG-FM</b>																				
WI '02	3	65	.2	1.4	4	28	.3	1.2	4	35	.3	1.2	4	35	.3	1.4	1	13	.1	1.4
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	8	194	.6	3.7	10	95	.7	3.0	13	107	1.0	3.9	12	129	.9	4.3	3	48	.2	4.1
FA '01	8	239	.6	3.5	10	108	.7	2.9	10	105	.7	2.8	10	128	.7	3.4	2	47	.1	2.5
SU '01	6	172	.4	2.8	6	78	.4	2.1	9	102	.7	2.6	7	107	.5	2.6	4	40	.3	5.6
SP '01	6	203	.4	2.7	9	88	.7	2.9	10	97	.7	2.9	9	92	.7	3.3	2	39	.1	2.3
4-Book	7	202	.5	3.2	9	92	.6	2.7	11	103	.8	3.1	10	114	.7	3.4	3	44	.2	3.6
WI '01	4	148	.3	1.8	5	55	.4	1.5	6	79	.4	1.6	4	55	.3	1.4	2	26	.1	3.4
<b>KLSK-FM</b>																				
WI '02	4	140	.3	1.8	6	64	.4	1.8	6	74	.4	1.8	3	68	.2	1.1	3	41	.2	4.1
FA '01	5	126	.4	2.2	5	56	.4	1.5	5	53	.4	1.4	7	73	.5	2.4	3	24	.2	3.7
SU '01	4	123	.3	1.9	3	47	.2	1.0	6	56	.4	1.7	5	62	.4	1.9	1	26	.1	1.4
SP '01	4	135	.3	1.8	3	42	.2	1.0	6	53	.4	1.7	6	79	.4	2.2	1	10	.1	1.1
4-Book	4	131	.3	1.9	4	52	.3	1.3	6	59	.4	1.7	5	71	.4	1.9	2	25	.2	2.6
WI '01	2	95	.1	.9	1	25	.1	.3	3	49	.2	.8	4	53	.3	1.4	1	25	.1	1.7
<b>KLVO-FM</b>																				
WI '02	7	66	.5	3.2	10	41	.7	3.0	12	40	.9	3.6	8	40	.6	2.8	2	18	.1	2.7
FA '01	3	45	.2	1.3	3	19	.2	.9	4	30	.3	1.1	6	32	.4	2.0	3	26	.2	3.7
SU '01	4	75	.3	1.9	6	36	.4	2.1	7	50	.5	2.0	4	36	.3	1.5	2	26	.1	2.8
SP '01	11	116	.8	5.0	10	64	.7	3.3	15	74	1.1	4.4	15	80	1.1	5.6	5	49	.4	5.7
4-Book	6	76	.5	2.9	7	40	.5	2.3	10	49	.7	2.8	8	47	.6	3.0	3	30	.2	3.7
WI '01	5	69	.4	2.3	7	42	.5	2.1	9	45	.7	2.5	3	28	.2	1.1	1	7	.1	1.7
<b>KMGA-FM</b>																				
WI '02	19	257	1.4	8.7	30	152	2.2	9.0	36	122	2.6	10.9	26	160	1.9	9.3	6	71	.4	8.2
FA '01	22	280	1.6	9.5	29	171	2.1	8.5	44	173	3.1	12.3	29	161	2.1	9.8	6	68	.4	7.4
SU '01	16	205	1.2	7.5	24	111	1.8	8.3	37	144	2.8	10.6	17	121	1.3	6.3	5	60	.4	6.9
SP '01	22	256	1.6	9.9	32	145	2.4	10.4	40	155	3.0	11.6	23	134	1.7	8.5	11	89	.8	12.5
4-Book	20	250	1.5	8.9	29	145	2.1	9.1	39	149	2.9	11.4	24	144	1.8	8.5	7	72	.5	8.8
WI '01	18	247	1.3	8.1	25	148	1.9	7.3	33	133	2.5	9.1	18	142	1.3	6.5	9	70	.7	15.5
<b>KNKT-FM</b>																				
WI '02	3	82	.2	1.4	6	38	.4	1.8	2	27	.1	.6	4	37	.3	1.4	4	27	.3	5.5
FA '01	8	126	.6	3.5	16	76	1.1	4.7	8	53	.6	2.2	10	72	.7	3.4	5	42	.4	6.2
SU '01	3	58	.2	1.4	5	22	.4	1.7	2	35	.1	.6	3	42	.2	1.1	2	20	.1	2.8
SP '01	4	95	.3	1.8	5	54	.4	1.6	6	35	.4	1.7	4	48	.3	1.5	2	29	.1	2.3
4-Book	5	90	.3	2.0	8	48	.6	2.5	5	38	.3	1.3	5	50	.4	1.9	3	30	.2	4.2
WI '01	5	84	.4	2.3	9	47	.7	2.6	4	36	.3	1.1	4	44	.3	1.4	2	26	.1	3.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 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	
<b>KNML-AM</b>																				
WI '02	1	41	.1	.5	1	11	.1	.3		4			1	13	.1	.4		8		
FA '01	1	21	.1	.4	2	3	.1	.6	1	6	.1	.3	1	12	.1	.3		5		
SU '01		21			1	11	.1	.3		5			1	13	.1	.4		2		
SP '01	1	15	.1	.5	1	4	.1	.3	3	11	.2	.9	2	12	.1	.7				
<b>4-Book</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.5</b>		<b>4</b>		
WI '01	1	38	.1	.5	1	7	.1	.3	1	13	.1	.3	1	12	.1	.4		9		
<b>KPEK-FM</b>																				
WI '02	13	266	1.0	6.0	18	139	1.3	5.4	22	166	1.6	6.7	22	188	1.6	7.8	2	61	.1	2.7
FA '01	10	250	.7	4.3	16	153	1.1	4.7	14	139	1.0	3.9	15	179	1.1	5.1	3	58	.2	3.7
SU '01	15	270	1.1	7.1	23	165	1.7	7.9	28	130	2.1	8.0	20	187	1.5	7.5	4	61	.3	5.6
SP '01	15	267	1.1	6.8	18	179	1.3	5.9	26	166	1.9	7.6	20	171	1.5	7.4	6	54	.4	6.8
<b>4-Book</b>	<b>13</b>	<b>263</b>	<b>1.0</b>	<b>6.1</b>	<b>19</b>	<b>159</b>	<b>1.4</b>	<b>6.0</b>	<b>23</b>	<b>150</b>	<b>1.7</b>	<b>6.6</b>	<b>19</b>	<b>181</b>	<b>1.4</b>	<b>7.0</b>	<b>4</b>	<b>59</b>	<b>.3</b>	<b>4.7</b>
WI '01	16	302	1.2	7.2	24	191	1.8	7.0	33	190	2.5	9.1	20	215	1.5	7.2	2	50	.1	3.4
<b>KQEO-FM</b>																				
WI '02	2	63	.1	.9	2	23	.1	.6	2	29	.1	.6	2	26	.1	.7	2	17	.1	2.7
FA '01	2	80	.1	.9	3	33	.2	.9	4	39	.3	1.1	3	36	.2	1.0		6		
SU '01	5	103	.4	2.4	7	55	.5	2.4	8	63	.6	2.3	7	56	.5	2.6	2	24	.1	2.8
SP '01	4	108	.3	1.8	6	56	.4	2.0	10	60	.7	2.9	4	35	.3	1.5	1	15	.1	1.1
<b>4-Book</b>	<b>3</b>	<b>89</b>	<b>.2</b>	<b>1.5</b>	<b>5</b>	<b>42</b>	<b>.3</b>	<b>1.5</b>	<b>6</b>	<b>48</b>	<b>.4</b>	<b>1.7</b>	<b>4</b>	<b>38</b>	<b>.3</b>	<b>1.5</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>1.7</b>
WI '01	8	115	.6	3.6	13	60	1.0	3.8	16	67	1.2	4.4	8	81	.6	2.9	1	11	.1	1.7
<b>KRQS-FM</b>																				
WI '02	9	131	.7	4.1	11	73	.8	3.3	11	70	.8	3.3	10	83	.7	3.6	3	50	.2	4.1
FA '01	3	76	.2	1.3	5	46	.4	1.5	4	37	.3	1.1	3	34	.2	1.0	2	15	.1	2.5
SU '01	11	121	.8	5.2	14	71	1.0	4.8	22	78	1.6	6.3	13	80	1.0	4.9	4	41	.3	5.6
SP '01	8	116	.6	3.6	10	78	.7	3.3	13	78	1.0	3.8	11	83	.8	4.1	3	48	.2	3.4
<b>4-Book</b>	<b>8</b>	<b>111</b>	<b>.6</b>	<b>3.6</b>	<b>10</b>	<b>67</b>	<b>.7</b>	<b>3.2</b>	<b>13</b>	<b>66</b>	<b>.9</b>	<b>3.6</b>	<b>9</b>	<b>70</b>	<b>.7</b>	<b>3.4</b>	<b>3</b>	<b>39</b>	<b>.2</b>	<b>3.9</b>
WI '01	6	88	.4	2.7	7	49	.5	2.1	12	59	.9	3.3	8	60	.6	2.9	1	21	.1	1.7
<b>KRST-FM</b>																				
WI '02	8	183	.6	3.7	16	123	1.2	4.8	12	82	.9	3.6	9	109	.7	3.2	2	41	.1	2.7
FA '01	10	268	.7	4.3	17	149	1.2	5.0	16	142	1.1	4.5	14	151	1.0	4.7	2	49	.1	2.5
SU '01	12	247	.9	5.7	14	117	1.0	4.8	18	132	1.3	5.2	17	146	1.3	6.3	6	73	.4	8.3
SP '01	14	207	1.0	6.3	25	127	1.9	8.1	23	117	1.7	6.7	17	128	1.3	6.3	5	56	.4	5.7
<b>4-Book</b>	<b>11</b>	<b>226</b>	<b>.8</b>	<b>5.0</b>	<b>18</b>	<b>129</b>	<b>1.3</b>	<b>5.7</b>	<b>17</b>	<b>118</b>	<b>1.3</b>	<b>5.0</b>	<b>14</b>	<b>134</b>	<b>1.1</b>	<b>5.1</b>	<b>4</b>	<b>55</b>	<b>.3</b>	<b>4.8</b>
WI '01	9	233	.7	4.1	17	129	1.3	5.0	14	111	1.0	3.8	12	136	.9	4.3	2	25	.1	3.4
<b>KRZY-AM</b>																				
WI '02	1	11	.1	.5	1	7	.1	.3	3	11	.2	.9	1	3	.1	.4				
FA '01	1	13	.1	.4	2	13	.1	.6	1	6	.1	.3		10						
SU '01	2	25	.1	.9	3	11	.2	1.0	4	11	.3	1.1	1	16	.1	.4		8		
SP '01	2	34	.1	.9	3	25	.2	1.0	2	18	.1	.6	1	16	.1	.4		9		
<b>4-Book</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>14</b>	<b>.2</b>	<b>.7</b>	<b>3</b>	<b>12</b>	<b>.2</b>	<b>.7</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.3</b>		<b>4</b>		
WI '01	1	17	.1	.5	2	10	.1	.6	2	15	.1	.5		5						
<b>KRZY-FM</b>																				
WI '02	6	68	.4	2.8	6	40	.4	1.8	7	40	.5	2.1	9	54	.7	3.2	4	25	.3	5.5
FA '01	4	33	.3	1.7	5	23	.4	1.5	4	20	.3	1.1	3	16	.2	1.0	3	16	.2	3.7
SU '01	3	57	.2	1.4	3	41	.2	1.0	4	32	.3	1.1	5	26	.4	1.9	2	17	.1	2.8
SP '01	3	53	.2	1.4	2	31	.1	.7	4	37	.3	1.2	4	42	.3	1.5	1	9	.1	1.1
<b>4-Book</b>	<b>4</b>	<b>53</b>	<b>.3</b>	<b>1.8</b>	<b>4</b>	<b>34</b>	<b>.3</b>	<b>1.3</b>	<b>5</b>	<b>32</b>	<b>.4</b>	<b>1.4</b>	<b>5</b>	<b>35</b>	<b>.4</b>	<b>1.9</b>	<b>3</b>	<b>17</b>	<b>.2</b>	<b>3.3</b>
WI '01	3	42	.2	1.4	3	26	.2	.9	5	18	.4	1.4	4	21	.3	1.4	1	7	.1	1.7
<b>KSYU-FM</b>																				
WI '02	4	122	.3	1.8	6	71	.4	1.8	5	50	.4	1.5	7	87	.5	2.5	2	33	.1	2.7
FA '01	9	140	.6	3.9	16	70	1.1	4.7	17	67	1.2	4.7	9	93	.6	3.0	1	29	.1	1.2
SU '01	8	158	.6	3.8	10	86	.7	3.4	13	91	1.0	3.7	10	90	.7	3.7	2	25	.1	2.8
SP '01	6	134	.4	2.7	10	81	.7	3.3	10	66	.7	2.9	8	81	.6	3.0	2	36	.1	2.3
<b>4-Book</b>	<b>7</b>	<b>139</b>	<b>.5</b>	<b>3.1</b>	<b>11</b>	<b>77</b>	<b>.7</b>	<b>3.3</b>	<b>11</b>	<b>69</b>	<b>.8</b>	<b>3.2</b>	<b>9</b>	<b>88</b>	<b>.6</b>	<b>3.1</b>	<b>2</b>	<b>31</b>	<b>.1</b>	<b>2.3</b>
WI '01	7	120	.5	3.2	10	69	.7	2.9	18	82	1.3	4.9	7	62	.5	2.5		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 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
<b>KTEG-FM</b>																				
WI '02	1	73	.1	.5	2	31	.1	.6	2	42	.1	.6	2	31	.1	.7	1	12	.1	1.4
FA '01	4	108	.3	1.7	6	63	.4	1.8	4	64	.3	1.1	4	50	.3	1.3	2	29	.1	2.5
SU '01	5	127	.4	2.4	5	67	.4	1.7	7	68	.5	2.0	7	82	.5	2.6	2	25	.1	2.8
SP '01	3	116	.2	1.4	6	54	.4	2.0	5	63	.4	1.5	3	56	.2	1.1	1	29	.1	1.1
<b>4-Book</b>	<b>3</b>	<b>106</b>	<b>.3</b>	<b>1.5</b>	<b>5</b>	<b>54</b>	<b>.3</b>	<b>1.5</b>	<b>5</b>	<b>59</b>	<b>.3</b>	<b>1.3</b>	<b>4</b>	<b>55</b>	<b>.3</b>	<b>1.4</b>	<b>2</b>	<b>24</b>	<b>.1</b>	<b>2.0</b>
WI '01	3	58	.2	1.4	3	23	.2	.9	3	31	.2	.8	6	42	.4	2.2	2	21	.1	3.4
<b>KTZO-FM</b>																				
WI '02	5	194	.4	2.3	6	92	.4	1.8	7	77	.5	2.1	8	122	.6	2.8	1	42	.1	1.4
FA '01	9	205	.6	3.9	12	109	.9	3.5	15	130	1.1	4.2	14	134	1.0	4.7	2	41	.1	2.5
SU '01	8	186	.6	3.8	8	100	.6	2.8	15	96	1.1	4.3	13	147	1.0	4.9	2	64	.1	2.8
SP '01	9	186	.7	4.1	8	80	.6	2.6	17	104	1.3	4.9	14	124	1.0	5.2	4	40	.3	4.5
<b>4-Book</b>	<b>8</b>	<b>193</b>	<b>.6</b>	<b>3.5</b>	<b>9</b>	<b>95</b>	<b>.6</b>	<b>2.7</b>	<b>14</b>	<b>102</b>	<b>1.0</b>	<b>3.9</b>	<b>12</b>	<b>132</b>	<b>.9</b>	<b>4.4</b>	<b>2</b>	<b>47</b>	<b>.2</b>	<b>2.8</b>
WI '01	5	135	.4	2.3	4	48	.3	1.2	5	60	.4	1.4	7	71	.5	2.5	2	32	.1	3.4
<b>KYLZ-FM</b>																				
WI '02	9	172	.7	4.1	11	82	.8	3.3	12	83	.9	3.6	13	96	1.0	4.6	3	44	.2	4.1
FA '01	9	209	.6	3.9	11	118	.8	3.2	11	113	.8	3.1	12	127	.9	4.0	5	62	.4	6.2
SU '01	8	149	.6	3.8	9	79	.7	3.1	10	94	.7	2.9	11	90	.8	4.1	5	52	.4	6.9
SP '01	9	186	.7	4.1	10	100	.7	3.3	9	107	.7	2.6	12	107	.9	4.4	7	72	.5	8.0
<b>4-Book</b>	<b>9</b>	<b>179</b>	<b>.7</b>	<b>4.0</b>	<b>10</b>	<b>95</b>	<b>.8</b>	<b>3.2</b>	<b>11</b>	<b>99</b>	<b>.8</b>	<b>3.1</b>	<b>12</b>	<b>105</b>	<b>.9</b>	<b>4.3</b>	<b>5</b>	<b>58</b>	<b>.4</b>	<b>6.3</b>
WI '01	7	116	.5	3.2	7	51	.5	2.1	9	62	.7	2.5	9	78	.7	3.3	2	33	.1	3.4
<b>+KZNM-FM</b>																				
WI '02	2	48	.1	.9	2	25	.1	.6	4	37	.3	1.2	1	22	.1	.4		7		
FA '01	1	35	.1	.4	1	10	.1	.3	1	19	.1	.3	1	20	.1	.3	1	10	.1	1.2
SU '01	1	44	.1	.5	3	20	.2	1.0	3	11	.2	.9	1	10	.1	.4		6		
SP '01	1	66	.1	.5	2	18	.1	.7	1	42	.1	.3	1	20	.1	.4		10		
<b>4-Book</b>	<b>1</b>	<b>48</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>18</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>27</b>	<b>.2</b>	<b>.7</b>	<b>1</b>	<b>18</b>	<b>.1</b>	<b>.4</b>		<b>8</b>		<b>.3</b>
WI '01	2	62	.1	.9	5	34	.4	1.5	3	27	.2	.8	2	17	.1	.7		8		
<b>KZRR-FM</b>																				
WI '02	8	217	.6	3.7	13	126	1.0	3.9	8	106	.6	2.4	8	94	.6	2.8	4	33	.3	5.5
FA '01	9	173	.6	3.9	14	84	1.0	4.1	13	89	.9	3.6	11	117	.8	3.7	6	40	.4	7.4
SU '01	6	135	.4	2.8	8	56	.6	2.8	9	70	.7	2.6	7	78	.5	2.6	2	40	.1	2.8
SP '01	6	171	.4	2.7	10	91	.7	3.3	6	76	.4	1.7	7	85	.5	2.6	4	32	.3	4.5
<b>4-Book</b>	<b>7</b>	<b>174</b>	<b>.5</b>	<b>3.3</b>	<b>11</b>	<b>89</b>	<b>.8</b>	<b>3.5</b>	<b>9</b>	<b>85</b>	<b>.7</b>	<b>2.6</b>	<b>8</b>	<b>94</b>	<b>.6</b>	<b>2.9</b>	<b>4</b>	<b>36</b>	<b>.3</b>	<b>5.1</b>
WI '01	12	184	.9	5.4	20	122	1.5	5.9	18	90	1.3	4.9	17	115	1.3	6.2	2	37	.1	3.4
<b>KBAC-FM</b>																				
WI '02	1	44	.1	.5	4	26	.3	1.2	1	19	.1	.3	2	30	.1	.7		11		
FA '01	4	50	.3	1.7	5	40	.4	1.5	4	38	.3	1.1	5	44	.4	1.7	2	25	.1	2.5
SU '01	2	64	.1	.9	1	17	.1	.3	3	32	.2	.9	3	24	.2	1.1	1	18	.1	1.4
SP '01	3	58	.2	1.4	3	36	.2	1.0	5	25	.4	1.5	4	24	.3	1.5	2	16	.1	2.3
<b>4-Book</b>	<b>3</b>	<b>54</b>	<b>.2</b>	<b>1.1</b>	<b>3</b>	<b>30</b>	<b>.3</b>	<b>1.0</b>	<b>3</b>	<b>29</b>	<b>.3</b>	<b>1.0</b>	<b>4</b>	<b>31</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>18</b>	<b>.1</b>	<b>1.6</b>
WI '01	4	63	.3	1.8	3	43	.2	.9	5	41	.4	1.4	7	39	.5	2.5	2	18	.1	3.4
<b>TOTALS</b>																				
WI '02	218	1296	16.0		333	1149	24.4		330	1032	24.2		281	1128	20.6		73	620	5.3	
FA '01	231	1369	16.4		341	1240	24.2		359	1152	25.5		297	1237	21.1		81	671	5.7	
SU '01	212	1288	15.9		290	1106	21.7		348	1112	26.1		268	1171	20.1		72	690	5.4	
SP '01	222	1296	16.6		307	1134	23.0		344	1127	25.8		270	1129	20.2		88	664	6.6	
<b>4-Book</b>	<b>221</b>	<b>1312</b>	<b>16.2</b>		<b>318</b>	<b>1157</b>	<b>23.3</b>		<b>345</b>	<b>1106</b>	<b>25.4</b>		<b>279</b>	<b>1166</b>	<b>20.5</b>		<b>79</b>	<b>661</b>	<b>5.8</b>	
WI '01	222	1308	16.6		341	1175	25.5		364	1092	27.3		276	1193	20.7		58	567	4.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - 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		
<b>KABG-FM</b>																					
WI '02	15	116	1.1	4.7	9	65	.7	6.3	5	16	.4	3.2	12	34	.9	4.8	13	24	1.0	8.4	
4-Book	13	116	1.0	4.2	7	70	.5	4.9	6	19	.5	4.0	13	30	1.0	5.0	11	25	.8	6.1	
<b>KBQI-FM</b>																					
WI '02	33	208	2.4	10.4	10	148	.7	7.0	18	56	1.3	11.7	20	68	1.5	8.0	11	48	.8	7.1	
4-Book	28	201	2.0	8.6	9	116	.7	6.3	11	44	.8	7.4	18	54	1.4	6.9	12	48	.9	6.7	
<b>KBTK-AM</b>																					
WI '02	1	19	.1	.3	10				1	3	.1	.6		3							
4-Book	1	25	.1	.4	6		.2		1	1	.2		1	4	.1	.3					
<b>KBZU-FM</b>																					
WI '02	8	113	.6	2.5	2	48	.1	1.4	2	11	.1	1.3	4	24	.3	1.6	5	29	.4	3.2	
4-Book	8	94	.6	2.4	4	52	.3	2.4	3	11	.2	1.7	8	25	.6	3.1	5	21	.4	2.6	
<b>KHFM-FM</b>																					
WI '02	6	80	.4	1.9	6	54	.4	4.2	6	21	.4	3.9	7	25	.5	2.8	6	13	.4	3.9	
4-Book	10	102	.7	3.0	6	60	.4	3.9	5	15	.3	3.0	9	27	.6	3.3	9	22	.7	4.9	
<b>KIOT-FM</b>																					
WI '02	19	187	1.4	6.0	6	105	.4	4.2	5	24	.4	3.2	12	47	.9	4.8	10	28	.7	6.5	
4-Book	11	153	.8	3.3	5	85	.3	3.3	4	18	.3	2.5	11	42	.8	4.0	7	25	.5	4.1	
<b>KIVA-AM</b>																					
WI '02	4	36	.3	1.3	1	14	.1	.7		3			6	14	.4	2.4		4			
4-Book	2	34	.2	.6	1	13	.1	.4	1	4	.3		2	8	.1	.8		1			
<b>KKJY-AM</b>																					
WI '02						3								3							
4-Book		7		.1		5							1	3	.1	.3		1	2	.3	
<b>KKOB-AM</b>																					
WI '02	18	137	1.3	5.7	3	75	.2	2.1	7	23	.5	4.5	2	19	.1	.8	2	7	.1	1.3	
4-Book	14	140	1.0	4.5	3	58	.2	1.9	6	18	.4	3.8	4	21	.2	1.3	2	9	.1	1.2	
<b>KKOB-FM</b>																					
WI '02	20	256	1.5	6.3	6	113	.4	4.2	4	18	.3	2.6	7	50	.5	2.8	5	23	.4	3.2	
4-Book	19	229	1.4	6.0	6	104	.4	3.9	8	28	.6	4.9	8	40	.5	2.8	7	30	.5	3.9	
<b>KKRG-FM</b>																					
WI '02	4	53	.3	1.3	3	37	.2	2.1	1	7	.1	.6	4	11	.3	1.6	4	13	.3	2.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	11	176	.8	3.5	6	97	.4	4.2	2	14	.1	1.3	11	38	.8	4.4	7	27	.5	4.5	
4-Book	9	171	.7	2.9	6	98	.4	4.0	5	19	.3	3.0	12	43	.8	4.3	5	22	.4	2.8	
<b>KLSK-FM</b>																					
WI '02	5	117	.4	1.6	2	47	.1	1.4	1	7	.1	.6	2	14	.1	.8	4	18	.3	2.6	
4-Book	5	104	.4	1.6	3	53	.2	2.2	3	9	.2	1.6	6	26	.4	2.2	5	19	.4	2.7	
<b>KLVO-FM</b>																					
WI '02	10	58	.7	3.2	4	41	.3	2.8	5	14	.4	3.2	8	21	.6	3.2	1	7	.1	.6	
4-Book	9	65	.6	2.7	5	47	.4	3.6	6	17	.5	3.7	11	26	.8	3.9	4	14	.3	1.9	
<b>KMGA-FM</b>																					
WI '02	31	216	2.3	9.8	6	120	.4	4.2	8	44	.6	5.2	10	40	.7	4.0	4	13	.3	2.6	
4-Book	31	215	2.3	9.9	8	114	.6	5.6	8	34	.6	5.4	15	46	1.1	5.5	9	30	.7	4.9	
<b>KNKT-FM</b>																					
WI '02	4	57	.3	1.3	2	48	.1	1.4	1	4	.1	.6	3	7	.2	1.2	2	6	.1	1.3	
4-Book	6	75	.4	1.8	3	52	.2	1.7	2	9	.1	1.0	3	15	.2	1.2	2	9	.1	1.1	
<b>KNML-AM</b>																					
WI '02	1	19	.1	.3	1	25	.1	.7		4								3			
4-Book	1	17	.1	.4		13	.2			2								3		.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 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
<b>KPEK-FM</b>																				
WI '02	21	250	1.5	6.6	8	127	.6	5.6	7	33	.5	4.5	10	48	.7	4.0	7	42	.5	4.5
4-Book	21	245	1.5	6.5	7	118	.5	4.8	8	31	.6	5.1	14	57	1.0	5.3	7	37	.5	3.9
<b>KQEO-FM</b>																				
WI '02	2	54	.1	.6		16			1	3	.1	.6		3			1	3	.1	.6
4-Book	5	77	.4	1.6	2	34	.1	1.0	1	5	.1	.8	3	14	.3	1.2	2	9	.2	1.1
<b>KRQS-FM</b>																				
WI '02	11	112	.8	3.5	9	92	.7	6.3	4	29	.3	2.6	13	37	1.0	5.2	9	34	.7	5.8
4-Book	11	97	.8	3.5	5	62	.4	3.6	5	24	.4	3.4	8	27	.6	3.1	6	22	.5	3.4
<b>KRST-FM</b>																				
WI '02	13	157	1.0	4.1	4	78	.3	2.8	4	23	.3	2.6	7	29	.5	2.8	4	14	.3	2.6
4-Book	17	194	1.3	5.4	7	106	.5	4.5	5	22	.3	2.9	12	42	.9	4.4	11	36	.8	5.8
<b>KRZY-AM</b>																				
WI '02	2	11	.1	.6		4			1	4	.1	.6					2	4	.1	1.3
4-Book	2	20	.1	.6	1	9	.1	.7	3	6	.2	1.6	3	4	.2	1.1	1	3	.1	.7
<b>KRZY-FM</b>																				
WI '02	7	68	.5	2.2	5	39	.4	3.5	7	7	.5	4.5	11	25	.8	4.4	7	14	.5	4.5
4-Book	5	50	.3	1.4	3	32	.2	2.2	4	8	.3	2.4	5	15	.4	2.0	4	9	.3	2.4
<b>KSYU-FM</b>																				
WI '02	6	115	.4	1.9	3	40	.2	2.1	8	12	.6	5.2	9	30	.7	3.6	3	14	.2	1.9
4-Book	10	123	.7	3.2	5	65	.3	3.1	6	20	.5	3.8	8	35	.6	3.0	8	24	.5	4.0
<b>KTEG-FM</b>																				
WI '02	2	66	.1	.6	1	18	.1	.7		3			2	8	.1	.8		4		
4-Book	5	94	.3	1.4	2	42	.2	1.4	2	12	.2	1.5	4	20	.3	1.5	4	14	.3	2.2
<b>KTZO-FM</b>																				
WI '02	7	168	.5	2.2	4	75	.3	2.8	4	19	.3	2.6	8	30	.6	3.2	6	24	.4	3.9
4-Book	12	168	.9	3.6	5	84	.4	3.2	4	15	.3	2.3	10	40	.8	3.7	8	34	.6	4.2
<b>KYLZ-FM</b>																				
WI '02	12	153	.9	3.8	7	97	.5	4.9	4	14	.3	2.6	11	52	.8	4.4	12	33	.9	7.8
4-Book	11	156	.8	3.4	7	99	.5	4.8	5	19	.3	2.9	10	45	.7	3.6	11	37	.8	6.1
<b>+KZNM-FM</b>																				
WI '02	2	45	.1	.6	2	26	.1	1.4	1	7	.1	.6	2	11	.1	.8	4	10	.3	2.6
4-Book	2	38	.1	.5	2	24	.1	1.0	1	5	.1	.7	3	8	.2	1.0	2	8	.2	1.2
<b>KZRR-FM</b>																				
WI '02	10	190	.7	3.2	8	88	.6	5.6	9	31	.7	5.8	12	41	.9	4.8	4	26	.3	2.6
4-Book	9	149	.7	2.9	6	81	.4	3.8	5	16	.4	3.1	9	38	.7	3.5	7	24	.5	3.5
<b>KBAC-FM</b>																				
WI '02	2	37	.1	.6	1	19	.1	.7		3			2	15	.1	.8	1	7	.1	.6
4-Book	3	43	.2	1.0	2	31	.2	1.5	2	9	.2	1.5	6	17	.4	2.0	3	12	.2	1.5
<b>TOTALS</b>																				
WI '02	316	1282	23.2		142	1048	10.4		154	495	11.3		250	661	18.3		154	475	11.3	
4-Book	317	1303	23.3		146	1067	10.8		153	474	11.2		268	678	19.7		184	522	13.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABG-FM																				
WI '02	8	19	.6	9.3	6	14	.4	5.1	9	32	.7	5.0	12	20	.9	9.7	6	14	.4	9.5
4-Book	4	13	.3	4.7	4	12	.3	4.0	9	24	.6	5.0	6	13	.5	4.7	3	8	.2	4.2
KBQI-FM																				
WI '02	4	23	.3	4.7	8	34	.6	6.8	10	52	.7	5.5	4	19	.3	3.2	6	24	.4	9.5
4-Book	5	19	.4	5.7	8	31	.6	7.2	7	37	.5	3.9	8	24	.6	5.7	4	19	.3	6.8
KBTK-AM																				
WI '02					1	3	.1	.8	1	3	.1	.6								
4-Book					1	2	.1	.9	1	1		.2								1
KBZU-FM																				
WI '02		4			1	8	.1	.8	2	13	.1	1.1	3	11	.2	2.4		4		
4-Book	2	7	.1	1.6	2	7	.2	2.1	4	16	.3	2.0	4	15	.3	2.9	2	7	.1	2.9
KHFM-FM																				
WI '02	4	10	.3	4.7	8	25	.6	6.8	10	26	.7	5.5	6	18	.4	4.8	2	3	.1	3.2
4-Book	4	12	.3	4.1	5	20	.4	4.3	7	23	.5	4.1	6	16	.4	4.3	1	4	.1	2.2
KIOT-FM																				
WI '02	3	14	.2	3.5	8	25	.6	6.8	6	30	.4	3.3	2	14	.1	1.6	4	10	.3	6.3
4-Book	2	10	.1	2.0	4	15	.3	3.5	8	34	.6	4.5	3	14	.2	2.1	2	6	.1	2.9
KIVA-AM																				
WI '02									1	6	.1	.6								
4-Book		2		.3		1			1	4	.1	.7	1	4	.1	.4		1		.4
KKJY-AM																				
WI '02										2		.1		1		.2				
4-Book						1														
KKOB-AM																				
WI '02	5	20	.4	5.8	4	22	.3	3.4	2	13	.1	1.1		4			5	21	.4	7.9
4-Book	3	15	.2	3.1	3	11	.2	2.3	3	11	.2	1.6	1	6	.1	.6	2	10	.2	3.8
KKOB-FM																				
WI '02	10	37	.7	11.6	3	11	.2	2.5	8	41	.6	4.4	7	19	.5	5.6	6	18	.4	9.5
4-Book	4	16	.3	4.5	5	21	.4	5.0	9	36	.7	4.9	5	18	.3	3.7	3	10	.2	4.2
KKRG-FM																				
WI '02	1	3	.1	1.2	3	7	.2	2.5	5	10	.4	2.8	4	10	.3	3.2	2	10	.1	3.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	3	20	.2	3.5	4	19	.3	3.4	13	44	1.0	7.2	7	34	.5	5.6		3		
4-Book	4	15	.3	4.4	3	15	.2	2.7	9	33	.7	5.2	8	28	.6	6.1	2	6	.1	2.6
KLSK-FM																				
WI '02	3	19	.2	3.5	1	8	.1	.8	1	4	.1	.6	1	7	.1	.8	2	7	.1	3.2
4-Book	2	10	.1	1.9	1	6	.1	.7	3	13	.3	1.8	2	10	.1	1.5	3	7	.2	5.3
KLVD-FM																				
WI '02	3	7	.2	3.5	4	11	.3	3.4	5	15	.4	2.8	2	7	.1	1.6				
4-Book	3	11	.2	3.0	4	12	.3	3.6	7	17	.5	3.6	4	14	.3	3.3	2	7	.1	3.2
KMGA-FM																				
WI '02	2	13	.1	2.3	7	24	.5	5.9	10	46	.7	5.5	7	31	.5	5.6	2	21	.1	3.2
4-Book	7	25	.5	7.5	8	27	.6	7.4	9	39	.7	5.2	7	28	.5	5.2	5	25	.4	9.0
KNKT-FM																				
WI '02	1	10	.1	1.2	5	24	.4	4.2	5	31	.4	2.8		4						
4-Book	1	8	.1	1.4	3	17	.2	3.0	7	29	.5	3.7	2	8	.2	1.5	1	5	.1	2.3
KNML-AM																				
WI '02									1	11	.1	.6	3	14	.2	2.4				
4-Book		1							1	7	.1	.6	2	7	.1	1.2				

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Women 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
KPEK-FM																				
WI '02	6	21	.4	7.0	4	20	.3	3.4	18	41	1.3	9.9	11	27	.8	8.9	2	12	.1	3.2
4-Book	3	15	.2	3.1	4	18	.3	3.8	11	38	.8	6.3	8	26	.6	5.9	2	8	.1	2.6
KQEO-FM																				
WI '02									2	6	.1	1.1		3						
4-Book	1	3	.1	1.3	1	4	.1	.8	3	11	.2	1.7	2	8	.1	1.2	1	3		.9
KRQS-FM																				
WI '02	5	15	.4	5.8	5	32	.4	4.2	16	43	1.2	8.8	8	27	.6	6.5	8	24	.6	12.7
4-Book	5	15	.4	5.4	4	18	.3	3.4	7	23	.5	3.6	5	16	.4	4.1	2	9	.2	3.7
KRST-FM																				
WI '02	1	7	.1	1.2	9	26	.7	7.6	6	26	.4	3.3	2	11	.1	1.6	2	11	.1	3.2
4-Book	4	19	.3	4.0	6	23	.5	5.6	10	37	.8	5.9	4	19	.3	3.3	2	8	.1	3.7
KRZY-AM																				
WI '02					1	3	.1	.7	1	3	.1	.3		1		.2		2		.5
4-Book																				
KRZY-FM																				
WI '02	6	11	.4	7.0	2	4	.1	1.7	2	4	.1	1.1	4	8	.3	3.2	3	12	.2	4.8
4-Book	3	7	.2	3.7	3	8	.2	2.7	3	8	.2	1.4	3	6	.2	2.1	2	8	.2	3.9
KSYU-FM																				
WI '02									2	11	.1	1.1	1	7	.1	.8		6		2.4
4-Book	4	13	.3	4.4	3	11	.2	3.2	4	23	.3	2.4	2	9	.1	1.3	1	6	.1	2.4
KTEG-FM																				
WI '02	1	4	.1	1.2					3	8	.2	1.7	1	4	.1	.8				
4-Book	2	8	.1	1.6	1	4	.1	.7	2	12	.1	1.2	3	10	.2	1.9		4		.5
KTZO-FM																				
WI '02	2	8	.1	2.3	2	9	.1	1.7	3	19	.2	1.7	2	4	.1	1.6	3	12	.2	4.8
4-Book	2	10	.1	2.2	3	11	.2	2.5	4	21	.3	2.4	5	17	.4	3.6	3	9	.2	4.9
KYLZ-FM																				
WI '02	3	22	.2	3.5	5	18	.4	4.2	5	29	.4	2.8	9	21	.7	7.3	4	10	.3	6.3
4-Book	6	24	.4	6.6	3	12	.2	3.1	7	31	.6	4.2	7	24	.6	5.6	5	14	.4	8.9
+KZNM-FM																				
WI '02	3	11	.2	3.5	1	3	.1	.8	2	4	.1	1.1	2	4	.1	1.6		4		1.8
4-Book	1	6	.1	1.4	1	2	.1	.7	2	5	.1	.9	2	5	.1	1.2	1	4	.1	1.8
KZRR-FM																				
WI '02	6	12	.4	7.0	8	16	.6	6.8	12	39	.9	6.6	7	23	.5	5.6	3	8	.2	4.8
4-Book	4	12	.3	4.2	4	11	.3	3.5	7	24	.5	3.8	6	20	.4	4.3	3	8	.2	4.3
KBAC-FM																				
WI '02					1	6	.1	.8		4			1	8	.1	.8		4		2.2
4-Book	1	4	.1	.8	3	12	.2	2.6	2	9	.1	1.0	1	8	.1	1.0	1	4	.1	2.2
TOTALS																				
WI '02	86	305	6.3	118	375	8.6	181	536	13.3	124	346	9.1	63	219	4.6					
4-Book	92	308	6.8	108	354	7.9	177	527	13.0	130	388	9.6	57	209	4.2					

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 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		
<b>KABG-FM</b>																					
WI '02	14	180	.9	5.4	18	113	1.1	4.6	20	110	1.2	5.1	16	98	1.0	4.8	8	42	.5	9.4	
FA '01	16	203	1.0	6.0	17	105	1.0	4.3	34	127	2.1	8.2	22	137	1.3	6.5	3	50	.2	3.3	
SU '01	12	218	.8	4.8	17	121	1.1	5.0	16	129	1.0	3.9	14	102	.9	4.4	3	48	.2	3.6	
SP '01	9	155	.6	3.4	15	77	1.0	4.1	12	86	.8	2.9	11	83	.7	3.5	3	26	.2	3.0	
<b>4-Book</b>	<b>13</b>	<b>189</b>	<b>.8</b>	<b>4.9</b>	<b>17</b>	<b>104</b>	<b>1.1</b>	<b>4.5</b>	<b>21</b>	<b>113</b>	<b>1.3</b>	<b>5.0</b>	<b>16</b>	<b>105</b>	<b>1.0</b>	<b>4.8</b>	<b>4</b>	<b>42</b>	<b>.3</b>	<b>4.8</b>	
WI '01	8	179	.5	3.1	11	86	.7	2.8	14	99	.9	3.3	10	101	.6	3.2	1	23	.1	1.5	
<b>KBQI-FM</b>																					
WI '02	23	251	1.4	8.9	48	195	3.0	12.4	38	129	2.4	9.7	25	164	1.5	7.6	3	43	.2	3.5	
FA '01	26	304	1.6	9.7	46	211	2.8	11.6	46	203	2.8	11.1	28	199	1.7	8.2	3	63	.2	3.3	
SU '01	16	203	1.0	6.3	28	129	1.8	8.2	26	135	1.7	6.3	21	126	1.3	6.6	4	42	.3	4.8	
SP '01	22	237	1.4	8.4	36	155	2.3	9.9	33	161	2.1	8.1	25	142	1.6	7.9	8	61	.5	8.0	
<b>4-Book</b>	<b>22</b>	<b>249</b>	<b>1.4</b>	<b>8.3</b>	<b>40</b>	<b>173</b>	<b>2.5</b>	<b>10.5</b>	<b>36</b>	<b>157</b>	<b>2.3</b>	<b>8.8</b>	<b>25</b>	<b>158</b>	<b>1.5</b>	<b>7.6</b>	<b>5</b>	<b>52</b>	<b>.3</b>	<b>4.9</b>	
WI '01	20	235	1.3	7.8	34	167	2.2	8.6	35	178	2.2	8.3	24	167	1.5	7.6	4	67	.3	6.1	
<b>KBTk-AM</b>																					
WI '02	2	48	.1	.8	2	16	.1	.5	4	17	.2	1.0	4	26	.2	1.2	1	15	.1	1.2	
FA '01	1	44	.1	.4		10			4	24	.2	1.0		9				7			
SU '01	1	42	.1	.4	1	21	.1	.3	3	28	.2	.7	1	16	.1	.3		4			
SP '01	1	28	.1	.4	2	17	.1	.6	2	9	.1	.5		2				3			
<b>4-Book</b>	<b>1</b>	<b>41</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>20</b>	<b>.2</b>	<b>.8</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.4</b>		<b>7</b>		<b>.3</b>	
WI '01		14			1	8	.1	.3		3				3							
<b>KBZU-FM</b>																					
WI '02	6	148	.4	2.3	8	75	.5	2.1	10	84	.6	2.6	8	78	.5	2.4	2	46	.1	2.4	
FA '01	6	140	.4	2.2	6	61	.4	1.5	11	93	.7	2.7	7	77	.4	2.1	2	29	.1	2.2	
SU '01	8	130	.5	3.2	11	72	.7	3.2	11	82	.7	2.7	10	84	.6	3.2	3	40	.2	3.6	
SP '01	3	71	.2	1.1	4	32	.3	1.1	5	33	.3	1.2	4	35	.3	1.3		10			
<b>4-Book</b>	<b>6</b>	<b>122</b>	<b>.4</b>	<b>2.2</b>	<b>7</b>	<b>60</b>	<b>.5</b>	<b>2.0</b>	<b>9</b>	<b>73</b>	<b>.6</b>	<b>2.3</b>	<b>7</b>	<b>69</b>	<b>.5</b>	<b>2.3</b>	<b>2</b>	<b>31</b>	<b>.1</b>	<b>2.1</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																					
WI '02	6	134	.4	2.3	7	44	.4	1.8	7	58	.4	1.8	7	72	.4	2.1	2	34	.1	2.4	
FA '01	7	163	.4	2.6	8	76	.5	2.0	9	74	.5	2.2	9	99	.5	2.6	4	44	.2	4.4	
SU '01	12	162	.8	4.8	13	69	.8	3.8	21	100	1.3	5.1	15	104	1.0	4.7	3	39	.2	3.6	
SP '01	12	152	.8	4.6	15	85	1.0	4.1	15	88	1.0	3.7	14	100	.9	4.4	7	41	.4	7.0	
<b>4-Book</b>	<b>9</b>	<b>153</b>	<b>.6</b>	<b>3.6</b>	<b>11</b>	<b>69</b>	<b>.7</b>	<b>2.9</b>	<b>13</b>	<b>80</b>	<b>.8</b>	<b>3.2</b>	<b>11</b>	<b>94</b>	<b>.7</b>	<b>3.5</b>	<b>4</b>	<b>40</b>	<b>.2</b>	<b>4.4</b>	
WI '01	6	137	.4	2.3	10	86	.6	2.5	10	55	.6	2.4	6	51	.4	1.9	1	32	.1	1.5	
<b>KIOT-FM</b>																					
WI '02	14	243	.9	5.4	21	142	1.3	5.4	25	133	1.5	6.4	16	142	1.0	4.8	3	55	.2	3.5	
FA '01	8	213	.5	3.0	8	95	.5	2.0	12	108	.7	2.9	10	116	.6	2.9	2	45	.1	2.2	
SU '01	6	183	.4	2.4	5	68	.3	1.5	9	80	.6	2.2	9	106	.6	2.8	2	41	.1	2.4	
SP '01	6	213	.4	2.3	9	103	.6	2.5	8	89	.5	2.0	8	104	.5	2.5	2	57	.1	2.0	
<b>4-Book</b>	<b>9</b>	<b>213</b>	<b>.6</b>	<b>3.3</b>	<b>11</b>	<b>102</b>	<b>.7</b>	<b>2.9</b>	<b>14</b>	<b>103</b>	<b>.8</b>	<b>3.4</b>	<b>11</b>	<b>117</b>	<b>.7</b>	<b>3.3</b>	<b>2</b>	<b>50</b>	<b>.1</b>	<b>2.5</b>	
WI '01	10	221	.6	3.9	13	99	.8	3.3	13	104	.8	3.1	12	124	.8	3.8	2	42	.1	3.0	
<b>KIVA-AM</b>																					
WI '02	3	56	.2	1.2	5	40	.3	1.3	5	37	.3	1.3	3	31	.2	.9		2			
FA '01	2	70	.1	.7	3	46	.2	.8	3	40	.2	.7	4	43	.2	1.2		13			
SU '01	1	35	.1	.4	2	26	.1	.6	1	23	.1	.2	1	17	.1	.3		7			
SP '01		12			2	12	.1	.6		5				2							
<b>4-Book</b>	<b>2</b>	<b>43</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>31</b>	<b>.2</b>	<b>.8</b>	<b>2</b>	<b>26</b>	<b>.2</b>	<b>.6</b>	<b>2</b>	<b>23</b>	<b>.1</b>	<b>.6</b>		<b>6</b>			
WI '01	1	25	.1	.4	3	20	.2	.8	1	11	.1	.2	1	8	.1	.3					
<b>KKJY-AM</b>																					
WI '02		3																			
FA '01		8				3			1	6	.1	.2	1	6	.1	.3		8			
SU '01	2	26	.1	.8	3	9	.2	.9	4	18	.3	1.0	2	12	.1	.6		3			
SP '01	2	25	.1	.8	2	15	.1	.6	4	19	.3	1.0	2	15	.1	.6	1	9	.1	1.0	
<b>4-Book</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>11</b>	<b>.2</b>	<b>.6</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.4</b>		<b>5</b>		<b>.3</b>	
WI '01	1	16	.1	.4	1	10	.1	.3	1	13	.1	.2	1	6	.1	.3	1	3	.1	1.5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 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	
<b>KKOB-AM</b>																				
WI '02	14	200	.9	5.4	31	131	1.9	8.0	19	102	1.2	4.8	18	96	1.1	5.5	7	49	.4	8.2
FA '01	14	277	.8	5.2	30	151	1.8	7.6	21	133	1.3	5.1	15	129	.9	4.4	5	53	.3	5.5
SU '01	8	157	.5	3.2	14	82	.9	4.1	17	97	1.1	4.1	8	78	.5	2.5	1	23	.1	1.2
SP '01	11	219	.7	4.2	16	96	1.0	4.4	24	148	1.5	5.9	14	115	.9	4.4	4	40	.3	4.0
<b>4-Book</b>	<b>12</b>	<b>213</b>	<b>.7</b>	<b>4.5</b>	<b>23</b>	<b>115</b>	<b>1.4</b>	<b>6.0</b>	<b>20</b>	<b>120</b>	<b>1.3</b>	<b>5.0</b>	<b>14</b>	<b>105</b>	<b>.9</b>	<b>4.2</b>	<b>4</b>	<b>41</b>	<b>.3</b>	<b>4.7</b>
WI '01	14	232	.9	5.4	24	128	1.5	6.1	28	99	1.8	6.7	19	112	1.2	6.1	5	51	.3	7.6
<b>KKOB-FM</b>																				
WI '02	14	314	.9	5.4	27	183	1.7	7.0	24	185	1.5	6.1	17	179	1.1	5.2	4	69	.2	4.7
FA '01	18	337	1.1	6.7	32	196	1.9	8.1	33	194	2.0	8.0	21	177	1.3	6.2	4	66	.2	4.4
SU '01	12	259	.8	4.8	22	152	1.4	6.4	18	123	1.2	4.4	13	138	.8	4.1	3	52	.2	3.6
SP '01	10	239	.6	3.8	23	141	1.5	6.4	16	124	1.0	3.9	10	108	.6	3.2	1	34	.1	1.0
<b>4-Book</b>	<b>14</b>	<b>287</b>	<b>.9</b>	<b>5.2</b>	<b>26</b>	<b>168</b>	<b>1.6</b>	<b>7.0</b>	<b>23</b>	<b>157</b>	<b>1.4</b>	<b>5.6</b>	<b>15</b>	<b>151</b>	<b>1.0</b>	<b>4.7</b>	<b>3</b>	<b>55</b>	<b>.2</b>	<b>3.4</b>
WI '01	13	295	.8	5.1	23	199	1.5	5.8	22	143	1.4	5.2	18	183	1.2	5.7	3	53	.2	4.5
<b>KKRG-FM</b>																				
WI '02	4	88	.2	1.6	6	37	.4	1.5	5	41	.3	1.3	5	40	.3	1.5	2	16	.1	2.4
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	8	208	.5	3.1	10	100	.6	2.6	13	115	.8	3.3	12	134	.7	3.6	3	48	.2	3.5
FA '01	8	257	.5	3.0	10	115	.6	2.5	11	117	.7	2.7	10	133	.6	2.9	2	53	.1	2.2
SU '01	6	180	.4	2.4	7	84	.4	2.0	9	104	.6	2.2	7	109	.4	2.2	4	40	.3	4.8
SP '01	6	205	.4	2.3	9	91	.6	2.5	10	97	.6	2.5	9	95	.6	2.8	2	42	.1	2.0
<b>4-Book</b>	<b>7</b>	<b>213</b>	<b>.5</b>	<b>2.7</b>	<b>9</b>	<b>98</b>	<b>.6</b>	<b>2.4</b>	<b>11</b>	<b>108</b>	<b>.7</b>	<b>2.7</b>	<b>10</b>	<b>118</b>	<b>.6</b>	<b>2.9</b>	<b>3</b>	<b>46</b>	<b>.2</b>	<b>3.1</b>
WI '01	4	154	.3	1.6	5	55	.3	1.3	6	82	.4	1.4	4	61	.3	1.3	2	26	.1	3.0
<b>KLSK-FM</b>																				
WI '02	4	159	.2	1.6	6	67	.4	1.5	6	82	.4	1.5	4	79	.2	1.2	3	41	.2	3.5
FA '01	5	137	.3	1.9	5	56	.3	1.3	5	61	.3	1.2	8	76	.5	2.3	4	28	.2	4.4
SU '01	4	129	.3	1.6	3	47	.2	.9	6	56	.4	1.5	5	68	.3	1.6	1	26	.1	1.2
SP '01	4	144	.3	1.5	3	46	.2	.8	6	58	.4	1.5	7	86	.4	2.2	1	12	.1	1.0
<b>4-Book</b>	<b>4</b>	<b>142</b>	<b>.3</b>	<b>1.7</b>	<b>4</b>	<b>54</b>	<b>.3</b>	<b>1.1</b>	<b>6</b>	<b>64</b>	<b>.4</b>	<b>1.4</b>	<b>6</b>	<b>77</b>	<b>.4</b>	<b>1.8</b>	<b>2</b>	<b>27</b>	<b>.2</b>	<b>2.5</b>
WI '01	2	101	.1	.8	1	30	.1	.3	3	54	.2	.7	4	58	.3	1.3	1	25	.1	1.5
<b>KLVO-FM</b>																				
WI '02	7	75	.4	2.7	10	43	.6	2.6	13	47	.8	3.3	8	45	.5	2.4	2	20	.1	2.4
FA '01	4	52	.2	1.5	3	19	.2	.8	4	30	.2	1.0	7	38	.4	2.1	3	26	.2	3.3
SU '01	5	88	.3	2.0	6	41	.4	1.7	7	57	.4	1.7	5	41	.3	1.6	2	26	.1	2.4
SP '01	11	118	.7	4.2	10	64	.6	2.8	15	76	1.0	3.7	15	80	1.0	4.7	5	51	.3	5.0
<b>4-Book</b>	<b>7</b>	<b>83</b>	<b>.4</b>	<b>2.6</b>	<b>7</b>	<b>42</b>	<b>.5</b>	<b>2.0</b>	<b>10</b>	<b>53</b>	<b>.6</b>	<b>2.4</b>	<b>9</b>	<b>51</b>	<b>.6</b>	<b>2.7</b>	<b>3</b>	<b>31</b>	<b>.2</b>	<b>3.3</b>
WI '01	6	92	.4	2.3	10	56	.6	2.5	11	54	.7	2.6	3	36	.2	1.0	1	13	.1	1.5
<b>KMGA-FM</b>																				
WI '02	25	299	1.5	9.7	36	184	2.2	9.3	48	151	3.0	12.2	34	189	2.1	10.3	6	82	.4	7.1
FA '01	26	332	1.6	9.7	35	200	2.1	8.9	51	196	3.1	12.3	33	191	2.0	9.7	7	74	.4	7.7
SU '01	18	238	1.2	7.1	27	140	1.7	7.9	39	165	2.5	9.4	18	139	1.2	5.7	5	63	.3	6.0
SP '01	25	286	1.6	9.6	37	164	2.4	10.2	45	168	2.9	11.0	28	153	1.8	8.9	12	103	.8	12.0
<b>4-Book</b>	<b>24</b>	<b>289</b>	<b>1.5</b>	<b>9.0</b>	<b>34</b>	<b>172</b>	<b>2.1</b>	<b>9.1</b>	<b>46</b>	<b>170</b>	<b>2.9</b>	<b>11.2</b>	<b>28</b>	<b>168</b>	<b>1.8</b>	<b>8.7</b>	<b>8</b>	<b>81</b>	<b>.5</b>	<b>8.2</b>
WI '01	20	277	1.3	7.8	29	164	1.9	7.3	38	150	2.4	9.0	22	158	1.4	7.0	10	86	.6	15.2
<b>KNKT-FM</b>																				
WI '02	4	96	.2	1.6	6	46	.4	1.5	2	27	.1	.5	4	48	.2	1.2	4	29	.2	4.7
FA '01	8	126	.5	3.0	16	76	1.0	4.1	8	53	.5	1.9	10	72	.6	2.9	5	42	.3	5.5
SU '01	3	73	.2	1.2	6	33	.4	1.7	3	41	.2	.7	4	48	.3	1.3	2	23	.1	2.4
SP '01	4	100	.3	1.5	5	57	.3	1.4	7	38	.4	1.7	4	48	.3	1.3	2	29	.1	2.0
<b>4-Book</b>	<b>5</b>	<b>99</b>	<b>.3</b>	<b>1.8</b>	<b>8</b>	<b>53</b>	<b>.5</b>	<b>2.2</b>	<b>5</b>	<b>40</b>	<b>.3</b>	<b>1.2</b>	<b>6</b>	<b>54</b>	<b>.4</b>	<b>1.7</b>	<b>3</b>	<b>31</b>	<b>.2</b>	<b>3.7</b>
WI '01	5	89	.3	1.9	9	50	.6	2.3	4	39	.3	1.0	4	49	.3	1.3	2	26	.1	3.0

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KNML-AM</b>																				
WI '02	1	50	.1	.4	1	17	.1	.3		7			1	19	.1	.3				8
FA '01	1	29	.1	.4	2	3	.1	.5	1	9	.1	.2	2	16	.1	.6				8
SU '01		21			1	11	.1	.3		5			1	13	.1	.3				2
SP '01	1	15	.1	.4	1	4	.1	.3	3	11	.2	.7	2	12	.1	.6				
<b>4-Book</b>	<b>1</b>	<b>29</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>15</b>	<b>.1</b>	<b>.5</b>				<b>5</b>
WI '01	1	41	.1	.4	1	7	.1	.3	1	13	.1	.2	1	12	.1	.3				12
<b>KPEK-FM</b>																				
WI '02	13	271	.8	5.1	18	142	1.1	4.6	22	169	1.4	5.6	22	190	1.4	6.7	2	61	.1	2.4
FA '01	11	264	.7	4.1	16	162	1.0	4.1	16	152	1.0	3.9	17	193	1.0	5.0	3	63	.2	3.3
SU '01	16	283	1.0	6.3	24	173	1.5	7.0	29	138	1.9	7.0	20	189	1.3	6.3	4	61	.3	4.8
SP '01	15	284	1.0	5.7	19	191	1.2	5.2	27	174	1.7	6.6	21	186	1.3	6.6	6	61	.4	6.0
<b>4-Book</b>	<b>14</b>	<b>276</b>	<b>.9</b>	<b>5.3</b>	<b>19</b>	<b>167</b>	<b>1.2</b>	<b>5.2</b>	<b>24</b>	<b>158</b>	<b>1.5</b>	<b>5.8</b>	<b>20</b>	<b>190</b>	<b>1.3</b>	<b>6.2</b>	<b>4</b>	<b>62</b>	<b>.3</b>	<b>4.1</b>
WI '01	17	318	1.1	6.6	25	198	1.6	6.3	34	200	2.2	8.1	22	224	1.4	7.0	3	61	.2	4.5
<b>KQEO-FM</b>																				
WI '02	3	107	.2	1.2	3	38	.2	.8	4	51	.2	1.0	3	40	.2	.9	2	22	.1	2.4
FA '01	5	102	.3	1.9	7	49	.4	1.8	6	53	.4	1.4	7	55	.4	2.1		11		
SU '01	7	153	.4	2.8	9	79	.6	2.6	11	96	.7	2.7	10	90	.6	3.2	3	44	.2	3.6
SP '01	5	136	.3	1.9	6	63	.4	1.7	11	70	.7	2.7	5	43	.3	1.6	1	17	.1	1.0
<b>4-Book</b>	<b>5</b>	<b>125</b>	<b>.3</b>	<b>2.0</b>	<b>6</b>	<b>57</b>	<b>.4</b>	<b>1.7</b>	<b>8</b>	<b>68</b>	<b>.5</b>	<b>2.0</b>	<b>6</b>	<b>57</b>	<b>.4</b>	<b>2.0</b>	<b>2</b>	<b>24</b>	<b>.1</b>	<b>1.8</b>
WI '01	9	145	.6	3.5	14	74	.9	3.5	18	78	1.2	4.3	9	100	.6	2.9	2	20	.1	3.0
<b>KRQS-FM</b>																				
WI '02	12	180	.7	4.7	15	107	.9	3.9	14	90	.9	3.6	16	124	1.0	4.8	4	61	.2	4.7
FA '01	5	96	.3	1.9	8	61	.5	2.0	6	45	.4	1.4	5	43	.3	1.5	2	17	.1	2.2
SU '01	16	145	1.0	6.3	21	92	1.3	6.1	31	100	2.0	7.5	17	102	1.1	5.4	6	48	.4	7.1
SP '01	10	145	.6	3.8	14	94	.9	3.9	18	104	1.2	4.4	14	109	.9	4.4	4	58	.3	4.0
<b>4-Book</b>	<b>11</b>	<b>142</b>	<b>.7</b>	<b>4.2</b>	<b>15</b>	<b>89</b>	<b>.9</b>	<b>4.0</b>	<b>17</b>	<b>85</b>	<b>1.1</b>	<b>4.2</b>	<b>13</b>	<b>95</b>	<b>.8</b>	<b>4.0</b>	<b>4</b>	<b>46</b>	<b>.3</b>	<b>4.5</b>
WI '01	7	99	.4	2.7	7	52	.4	1.8	13	64	.8	3.1	10	71	.6	3.2	1	21	.1	1.5
<b>KRST-FM</b>																				
WI '02	10	218	.6	3.9	18	141	1.1	4.6	16	100	1.0	4.1	11	122	.7	3.3	2	43	.1	2.4
FA '01	12	306	.7	4.5	19	169	1.1	4.8	18	159	1.1	4.3	17	178	1.0	5.0	3	57	.2	3.3
SU '01	15	293	1.0	6.0	18	141	1.2	5.2	23	155	1.5	5.6	21	165	1.3	6.6	6	85	.4	7.1
SP '01	17	247	1.1	6.5	30	155	1.9	8.3	27	142	1.7	6.6	20	154	1.3	6.3	5	61	.3	5.0
<b>4-Book</b>	<b>14</b>	<b>266</b>	<b>.9</b>	<b>5.2</b>	<b>21</b>	<b>152</b>	<b>1.3</b>	<b>5.7</b>	<b>21</b>	<b>139</b>	<b>1.3</b>	<b>5.2</b>	<b>17</b>	<b>155</b>	<b>1.1</b>	<b>5.3</b>	<b>4</b>	<b>62</b>	<b>.3</b>	<b>4.5</b>
WI '01	11	264	.7	4.3	24	146	1.5	6.1	19	131	1.2	4.5	12	147	.8	3.8	2	30	.1	3.0
<b>KRZY-AM</b>																				
WI '02	1	11	.1	.4	1	7	.1	.3	3	11	.2	.8	1	3	.1	.3				
FA '01	1	13	.1	.4	2	13	.1	.5	1	6	.1	.2		10						
SU '01	2	27	.1	.8	3	11	.2	.9	4	11	.3	1.0	2	19	.1	.6		11		
SP '01	2	34	.1	.8	3	25	.2	.8	2	18	.1	.5	1	16	.1	.3		9		
<b>4-Book</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>14</b>	<b>.2</b>	<b>.6</b>	<b>3</b>	<b>12</b>	<b>.2</b>	<b>.6</b>	<b>1</b>	<b>12</b>	<b>.1</b>	<b>.3</b>		<b>5</b>		
WI '01	1	20	.1	.4	2	13	.1	.5	2	18	.1	.5		5						
<b>KRZY-FM</b>																				
WI '02	7	78	.4	2.7	7	43	.4	1.8	8	42	.5	2.0	11	58	.7	3.3	4	28	.2	4.7
FA '01	4	36	.2	1.5	5	27	.3	1.3	4	20	.2	1.0	3	20	.2	.9	3	19	.2	3.3
SU '01	4	66	.3	1.6	3	44	.2	.9	6	38	.4	1.5	6	34	.4	1.9	2	19	.1	2.4
SP '01	3	61	.2	1.1	3	33	.2	.8	4	37	.3	1.0	5	45	.3	1.6	1	12	.1	1.0
<b>4-Book</b>	<b>5</b>	<b>60</b>	<b>.3</b>	<b>1.7</b>	<b>5</b>	<b>37</b>	<b>.3</b>	<b>1.2</b>	<b>6</b>	<b>34</b>	<b>.4</b>	<b>1.4</b>	<b>6</b>	<b>39</b>	<b>.4</b>	<b>1.9</b>	<b>3</b>	<b>20</b>	<b>.2</b>	<b>2.9</b>
WI '01	4	45	.3	1.6	5	28	.3	1.3	7	21	.4	1.7	5	24	.3	1.6	1	7	.1	1.5
<b>KSYU-FM</b>																				
WI '02	4	130	.2	1.6	6	73	.4	1.5	5	53	.3	1.3	7	95	.4	2.1	2	35	.1	2.4
FA '01	10	155	.6	3.7	17	79	1.0	4.3	19	76	1.1	4.6	9	100	.5	2.6	1	29	.1	1.1
SU '01	9	171	.6	3.6	11	94	.7	3.2	15	101	1.0	3.6	11	100	.7	3.5	2	33	.1	2.4
SP '01	7	153	.4	2.7	11	89	.7	3.0	11	77	.7	2.7	9	89	.6	2.8	2	36	.1	2.0
<b>4-Book</b>	<b>8</b>	<b>152</b>	<b>.5</b>	<b>2.9</b>	<b>11</b>	<b>84</b>	<b>.7</b>	<b>3.0</b>	<b>13</b>	<b>77</b>	<b>.8</b>	<b>3.1</b>	<b>9</b>	<b>96</b>	<b>.6</b>	<b>2.8</b>	<b>2</b>	<b>33</b>	<b>.1</b>	<b>2.0</b>
WI '01	8	122	.5	3.1	10	71	.6	2.5	18	85	1.2	4.3	8	65	.5	2.5		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 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
<b>KTEG-FM</b>																				
WI '02	1	82	.1	.4	2	31	.1	.5	2	48	.1	.5	2	35	.1	.6	1	12	.1	1.2
FA '01	4	117	.2	1.5	7	68	.4	1.8	4	64	.2	1.0	5	59	.3	1.5	2	35	.1	2.2
SU '01	5	127	.3	2.0	5	67	.3	1.5	7	68	.4	1.7	7	82	.4	2.2	2	25	.1	2.4
SP '01	3	121	.2	1.1	6	56	.4	1.7	5	68	.3	1.2	3	58	.2	.9	1	29	.1	1.0
<b>4-Book</b>	<b>3</b>	<b>112</b>	<b>.2</b>	<b>1.3</b>	<b>5</b>	<b>56</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>62</b>	<b>.3</b>	<b>1.1</b>	<b>4</b>	<b>59</b>	<b>.3</b>	<b>1.3</b>	<b>2</b>	<b>25</b>	<b>.1</b>	<b>1.7</b>
WI '01	3	61	.2	1.2	3	26	.2	.8	3	31	.2	.7	6	42	.4	1.9	2	21	.1	3.0
<b>KTZO-FM</b>																				
WI '02	5	206	.3	1.9	6	98	.4	1.5	8	80	.5	2.0	9	133	.6	2.7	1	42	.1	1.2
FA '01	9	219	.5	3.4	12	114	.7	3.0	15	138	.9	3.6	15	143	.9	4.4	2	47	.1	2.2
SU '01	8	191	.5	3.2	8	100	.5	2.3	16	101	1.0	3.9	13	147	.8	4.1	2	64	.1	2.4
SP '01	10	194	.6	3.8	8	82	.5	2.2	17	109	1.1	4.2	14	126	.9	4.4	4	40	.3	4.0
<b>4-Book</b>	<b>8</b>	<b>203</b>	<b>.5</b>	<b>3.1</b>	<b>9</b>	<b>99</b>	<b>.5</b>	<b>2.3</b>	<b>14</b>	<b>107</b>	<b>.9</b>	<b>3.4</b>	<b>13</b>	<b>137</b>	<b>.8</b>	<b>3.9</b>	<b>2</b>	<b>48</b>	<b>.2</b>	<b>2.5</b>
WI '01	6	147	.4	2.3	6	60	.4	1.5	6	70	.4	1.4	8	80	.5	2.5	2	36	.1	3.0
<b>KYLZ-FM</b>																				
WI '02	9	179	.6	3.5	11	87	.7	2.8	13	91	.8	3.3	13	98	.8	3.9	4	46	.2	4.7
FA '01	9	218	.5	3.4	12	123	.7	3.0	11	116	.7	2.7	13	133	.8	3.8	5	62	.3	5.5
SU '01	8	157	.5	3.2	9	84	.6	2.6	10	96	.6	2.4	12	93	.8	3.8	5	55	.3	6.0
SP '01	9	194	.6	3.4	10	105	.6	2.8	9	110	.6	2.2	12	107	.8	3.8	7	75	.4	7.0
<b>4-Book</b>	<b>9</b>	<b>187</b>	<b>.6</b>	<b>3.4</b>	<b>11</b>	<b>100</b>	<b>.7</b>	<b>2.8</b>	<b>11</b>	<b>103</b>	<b>.7</b>	<b>2.7</b>	<b>13</b>	<b>108</b>	<b>.8</b>	<b>3.8</b>	<b>5</b>	<b>60</b>	<b>.3</b>	<b>5.8</b>
WI '01	7	124	.4	2.7	9	57	.6	2.3	9	65	.6	2.1	9	78	.6	2.9	2	36	.1	3.0
<b>+KZNM-FM</b>																				
WI '02	3	58	.2	1.2	3	32	.2	.8	7	47	.4	1.8	3	32	.2	.9	1	12	.1	1.2
FA '01	2	39	.1	.7	1	13	.1	.3	3	22	.2	.7	2	23	.1	.6	1	10	.1	1.1
SU '01	1	44	.1	.4	3	20	.2	.9	3	11	.2	.7	1	10	.1	.3		6		
SP '01	1	66	.1	.4	2	18	.1	.6	1	42	.1	.2	1	20	.1	.3		10		
<b>4-Book</b>	<b>2</b>	<b>52</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>21</b>	<b>.2</b>	<b>.7</b>	<b>4</b>	<b>31</b>	<b>.2</b>	<b>.9</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>10</b>	<b>.1</b>	<b>.6</b>
WI '01	2	62	.1	.8	5	34	.3	1.3	3	27	.2	.7	2	17	.1	.6		8		
<b>KZRR-FM</b>																				
WI '02	8	225	.5	3.1	13	134	.8	3.4	8	108	.5	2.0	9	97	.6	2.7	4	33	.2	4.7
FA '01	10	184	.6	3.7	14	90	.8	3.5	14	92	.8	3.4	12	126	.7	3.5	6	43	.4	6.6
SU '01	7	145	.4	2.8	9	63	.6	2.6	10	77	.6	2.4	9	85	.6	2.8	2	43	.1	2.4
SP '01	6	177	.4	2.3	10	94	.6	2.8	6	79	.4	1.5	7	88	.4	2.2	4	32	.3	4.0
<b>4-Book</b>	<b>8</b>	<b>183</b>	<b>.5</b>	<b>3.0</b>	<b>12</b>	<b>95</b>	<b>.7</b>	<b>3.1</b>	<b>10</b>	<b>89</b>	<b>.6</b>	<b>2.3</b>	<b>9</b>	<b>99</b>	<b>.6</b>	<b>2.8</b>	<b>4</b>	<b>38</b>	<b>.3</b>	<b>4.4</b>
WI '01	12	184	.8	4.7	20	122	1.3	5.1	18	90	1.2	4.3	17	115	1.1	5.4	2	37	.1	3.0
<b>KBAC-FM</b>																				
WI '02	2	55	.1	.8	4	35	.2	1.0	2	25	.1	.5	3	39	.2	.9		18		
FA '01	4	58	.2	1.5	5	42	.3	1.3	5	44	.3	1.2	6	49	.4	1.8	2	25	.1	2.2
SU '01	2	73	.1	.8	2	20	.1	.6	4	38	.3	1.0	3	26	.2	.9	1	18	.1	1.2
SP '01	3	68	.2	1.1	3	39	.2	.8	6	28	.4	1.5	4	32	.3	1.3	2	16	.1	2.0
<b>4-Book</b>	<b>3</b>	<b>64</b>	<b>.2</b>	<b>1.1</b>	<b>4</b>	<b>34</b>	<b>.2</b>	<b>.9</b>	<b>4</b>	<b>34</b>	<b>.3</b>	<b>1.1</b>	<b>4</b>	<b>37</b>	<b>.3</b>	<b>1.2</b>	<b>1</b>	<b>19</b>	<b>.1</b>	<b>1.4</b>
WI '01	4	71	.3	1.6	3	51	.2	.8	5	46	.3	1.2	7	44	.4	2.2	2	21	.1	3.0
<b>TOTALS</b>																				
WI '02	257	1532	15.9		388	1355	24.0		392	1212	24.3		330	1320	20.4		85	732	5.3	
FA '01	267	1596	16.1		395	1430	23.9		414	1336	25.0		341	1441	20.6		91	774	5.5	
SU '01	252	1506	16.1		343	1301	22.0		413	1285	26.4		317	1354	20.3		84	786	5.4	
SP '01	261	1514	16.7		362	1323	23.2		408	1309	26.1		316	1318	20.2		100	775	6.4	
<b>4-Book</b>	<b>259</b>	<b>1537</b>	<b>16.2</b>		<b>372</b>	<b>1352</b>	<b>23.3</b>		<b>407</b>	<b>1286</b>	<b>25.5</b>		<b>326</b>	<b>1358</b>	<b>20.4</b>		<b>90</b>	<b>767</b>	<b>5.7</b>	
WI '01	257	1522	16.5		396	1365	25.4		420	1269	26.9		314	1364	20.1		66	647	4.2	

Target Listener Trends - Women 25-54

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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		
<b>KABG-FM</b>																					
WI '02	18	163	1.1	4.8	11	96	.7	6.4	11	27	.7	5.8	17	51	1.1	5.6	14	29	.9	7.4	
4-Book	18	162	1.1	4.8	10	101	.6	5.5	10	27	.6	5.2	17	45	1.1	5.4	14	36	.9	6.5	
<b>KBQI-FM</b>																					
WI '02	37	236	2.3	9.9	10	153	.6	5.8	19	62	1.2	9.9	21	71	1.3	6.9	11	48	.7	5.8	
4-Book	33	231	2.1	8.9	12	137	.7	6.7	15	54	1.0	8.0	24	67	1.5	7.6	16	56	1.0	7.2	
<b>KBTK-AM</b>																					
WI '02	4	36	.2	1.1	1	16	.1	.6	1	6	.1	.5	3				1	3	.1	.5	
4-Book	2	34	.1	.6	1	9	.1	.4	1	2	.1	.3	1	5	.1	.4	1	2	.1	.3	
<b>KBZU-FM</b>																					
WI '02	9	130	.6	2.4	3	65	.2	1.8	3	20	.2	1.6	4	26	.2	1.3	6	34	.4	3.2	
4-Book	8	106	.5	2.2	4	60	.3	2.3	3	14	.2	1.6	9	26	.5	2.7	5	23	.3	2.5	
<b>KHFM-FM</b>																					
WI '02	7	101	.4	1.9	7	71	.4	4.1	7	24	.4	3.7	9	28	.6	3.0	7	16	.4	3.7	
4-Book	12	127	.8	3.3	8	78	.5	4.7	7	23	.4	3.7	12	35	.8	3.9	13	27	.8	5.9	
<b>KIOT-FM</b>																					
WI '02	21	207	1.3	5.6	8	131	.5	4.7	6	30	.4	3.1	15	53	.9	5.0	13	34	.8	6.8	
4-Book	12	171	.7	3.2	6	102	.4	3.5	4	21	.3	2.2	12	44	.7	3.7	9	29	.5	4.1	
<b>KIVA-AM</b>																					
WI '02	5	56	.3	1.3	1	20	.1	.6	1	5	.1	.5	6	14	.4	2.0	2	7	.1	1.1	
4-Book	3	43	.2	.8	1	17	.1	.3	1	6	.1	.7	2	8	.1	.7	1	3		.3	
<b>KKJY-AM</b>																					
WI '02						3								3							
4-Book	2	12	.1	.4		7		.2					1	3	.1	.2	1	2		.2	
<b>KKOB-AM</b>																					
WI '02	22	184	1.4	5.9	4	92	.2	2.3	9	32	.6	4.7	2	23	.1	.7	3	10	.2	1.6	
4-Book	19	189	1.2	5.0	4	76	.2	2.2	8	26	.5	4.2	5	26	.3	1.4	3	13	.2	1.4	
<b>KKOB-FM</b>																					
WI '02	23	289	1.4	6.2	7	127	.4	4.1	4	24	.2	2.1	8	56	.5	2.6	6	28	.4	3.2	
4-Book	22	257	1.4	5.8	7	118	.4	3.7	8	33	.5	4.2	9	44	.5	2.7	8	35	.5	3.8	
<b>KKRG-FM</b>																					
WI '02	5	70	.3	1.3	3	40	.2	1.8	1	7	.1	.5	4	11	.2	1.3	4	17	.2	2.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	12	186	.7	3.2	6	100	.4	3.5	2	14	.1	1.0	11	38	.7	3.6	7	27	.4	3.7	
4-Book	10	179	.6	2.6	6	103	.4	3.3	5	20	.3	2.4	12	44	.7	3.6	6	24	.4	2.6	
<b>KLSK-FM</b>																					
WI '02	5	133	.3	1.3	2	53	.1	1.2	1	7	.1	.5	2	14	.1	.7	4	21	.2	2.1	
4-Book	5	114	.3	1.4	3	58	.2	1.9	3	9	.2	1.4	6	26	.4	1.9	6	21	.3	2.5	
<b>KLVO-FM</b>																					
WI '02	11	66	.7	3.0	4	41	.2	2.3	5	14	.3	2.6	8	21	.5	2.6	1	7	.1	.5	
4-Book	9	72	.6	2.4	5	50	.3	3.0	6	17	.4	3.0	11	28	.7	3.4	4	15	.3	1.7	
<b>KMGA-FM</b>																					
WI '02	40	253	2.5	10.8	9	143	.6	5.3	12	58	.7	6.3	17	54	1.1	5.6	9	22	.6	4.7	
4-Book	37	248	2.3	9.9	11	138	.7	6.2	12	45	.7	6.3	19	58	1.2	5.9	12	38	.8	5.3	
<b>KNKT-FM</b>																					
WI '02	4	68	.2	1.1	3	59	.2	1.8	1	7	.1	.5	4	10	.2	1.3	2	9	.1	1.1	
4-Book	6	82	.4	1.6	3	57	.2	1.7	2	11	.1	.9	5	18	.3	1.4	3	10	.2	1.2	
<b>KNML-AM</b>																					
WI '02	1	26	.1	.3	1	34	.1	.6	1	7	.1	.5	1	3	.1	.3		3			
4-Book	1	20	.1	.4	1	16	.1	.3		2		.1		1		.1		3		.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
KPEK-FM																				
WI '02	21	255	1.3	5.6	8	127	.5	4.7	7	33	.4	3.7	10	48	.6	3.3	7	42	.4	3.7
4-Book	21	257	1.3	5.7	8	123	.5	4.5	8	33	.5	4.3	16	60	1.0	5.1	8	39	.5	3.5
KQEO-FM																				
WI '02	3	86	.2	.8	2	44	.1	1.2	1	6	.1	.5	5	20	.3	1.7	3	12	.2	1.6
4-Book	7	105	.4	1.9	3	55	.2	1.7	2	9	.2	1.2	6	24	.4	2.0	4	14	.3	1.7
KRQS-FM																				
WI '02	15	156	.9	4.0	12	126	.7	7.0	8	40	.5	4.2	18	46	1.1	5.9	14	42	.9	7.4
4-Book	15	126	1.0	4.1	8	79	.5	4.3	9	34	.6	4.9	13	36	.8	4.2	9	28	.6	4.4
KRST-FM																				
WI '02	15	184	.9	4.0	6	99	.4	3.5	5	29	.3	2.6	9	35	.6	3.0	4	17	.2	2.1
4-Book	20	229	1.3	5.4	8	124	.5	4.5	6	28	.4	3.0	13	48	.8	4.1	12	40	.7	5.2
KRZY-AM																				
WI '02	2	11	.1	.5		4			1	4	.1	.5					2	4	.1	1.1
4-Book	2	21	.1	.5	1	9	.1	.6	3	6	.2	1.3	3	4	.2	.9	1	3	.1	.6
KRZY-FM																				
WI '02	9	73	.6	2.4	7	47	.4	4.1	9	10	.6	4.7	14	30	.9	4.6	10	16	.6	5.3
4-Book	6	55	.4	1.5	4	37	.2	2.3	4	9	.3	2.2	7	18	.4	2.2	6	11	.3	2.6
KSYU-FM																				
WI '02	6	123	.4	1.6	3	45	.2	1.8	9	14	.6	4.7	10	32	.6	3.3	3	17	.2	1.6
4-Book	11	136	.7	3.0	5	72	.3	2.9	7	23	.4	3.4	9	38	.6	2.9	9	28	.6	4.0
KTEG-FM																				
WI '02	2	75	.1	.5	1	22	.1	.6		3			2	8	.1	.7	1	7	.1	.5
4-Book	5	101	.3	1.2	2	43	.2	1.3	2	12	.2	1.2	4	20	.3	1.3	5	16	.3	2.1
KTZO-FM																				
WI '02	8	180	.5	2.2	4	81	.2	2.3	4	21	.2	2.1	9	32	.6	3.0	6	30	.4	3.2
4-Book	12	178	.8	3.3	5	88	.3	2.9	4	16	.2	1.8	11	42	.7	3.4	8	37	.5	3.7
KYLZ-FM																				
WI '02	12	161	.7	3.2	7	101	.4	4.1	4	14	.2	2.1	12	54	.7	4.0	14	35	.9	7.4
4-Book	11	164	.7	3.0	7	101	.4	4.0	5	19	.3	2.4	10	45	.6	3.1	12	38	.7	5.4
+KZNM-FM																				
WI '02	4	54	.2	1.1	3	31	.2	1.8	1	7	.1	.5	3	14	.2	1.0	6	12	.4	3.2
4-Book	2	41	.1	.6	2	26	.2	1.2	2	6	.1	.8	3	9	.2	1.0	3	10	.2	1.4
KZRR-FM																				
WI '02	10	198	.6	2.7	8	88	.5	4.7	9	31	.6	4.7	12	41	.7	4.0	4	26	.2	2.1
4-Book	10	156	.6	2.7	6	84	.4	3.3	5	16	.3	2.5	10	41	.6	3.3	7	25	.4	3.2
KBAC-FM																				
WI '02	3	45	.2	.8	1	24	.1	.6	1	6	.1	.5	4	20	.2	1.3	1	7	.1	.5
4-Book	4	50	.3	1.1	3	35	.2	1.4	3	10	.2	1.3	6	20	.4	1.9	3	12	.2	1.3
TOTALS																				
WI '02	372	1515	23.0		171	1230	10.6		191	603	11.8		303	769	18.8		190	563	11.8	
4-Book	371	1525	23.2		174	1248	10.9		190	574	11.9		319	796	20.0		218	609	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

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	
<b>KABG-FM</b>																				
WI '02	8	25	.5	8.1	6	23	.4	4.2	9	39	.6	4.2	15	33	.9	10.1	7	17	.4	9.3
4-Book	5	16	.3	4.4	6	21	.4	4.2	11	33	.7	5.5	9	24	.6	6.0	3	10	.2	4.4
<b>KBQI-FM</b>																				
WI '02	4	23	.2	4.0	8	34	.5	5.6	10	52	.6	4.6	5	22	.3	3.4	6	24	.4	8.0
4-Book	7	24	.4	6.1	11	37	.7	8.2	11	47	.7	4.9	10	30	.6	6.3	5	22	.3	7.5
<b>KBTK-AM</b>																				
WI '02					1	7	.1	.7	1	7	.1	.5					2	6	.1	2.7
4-Book		1			1	3	.1	.8		2		.1			1		1	3	.1	1.1
<b>KBZU-FM</b>																				
WI '02	1	10	.1	1.0	1	8	.1	.7	4	18	.2	1.9	3	14	.2	2.0	1	7	.1	1.3
4-Book	2	8	.1	1.7	3	9	.2	2.1	5	20	.3	2.2	4	18	.3	2.7	2	8	.1	2.8
<b>KHFM-FM</b>																				
WI '02	4	13	.2	4.0	10	27	.6	6.9	12	32	.7	5.6	8	23	.5	5.4	3	6	.2	4.0
4-Book	5	17	.3	5.0	7	25	.4	5.4	11	30	.7	5.2	9	24	.6	5.9	3	9	.2	4.7
<b>KIOT-FM</b>																				
WI '02	3	17	.2	3.0	9	37	.6	6.3	12	44	.7	5.6	5	17	.3	3.4	5	13	.3	6.7
4-Book	3	14	.2	2.7	4	20	.3	3.2	11	42	.7	5.1	4	17	.3	2.7	2	8	.1	2.8
<b>KIVA-AM</b>																				
WI '02									1	6	.1	.5								
4-Book		2		.3		2			1	5	.1	.6		1		.3		1		.4
<b>KKJY-AM</b>																				
WI '02										2		.1				.2				
4-Book														1				1		
<b>KKOB-AM</b>																				
WI '02	7	29	.4	7.1	6	28	.4	4.2	3	16	.2	1.4		4			6	24	.4	8.0
4-Book	4	20	.2	3.8	3	14	.2	2.5	4	13	.3	1.9	2	10	.2	1.4	3	12	.2	3.6
<b>KKOB-FM</b>																				
WI '02	10	40	.6	10.1	3	14	.2	2.1	8	46	.5	3.7	7	21	.4	4.7	6	18	.4	8.0
4-Book	5	20	.3	4.4	6	25	.4	4.5	10	42	.6	4.7	6	22	.4	3.7	3	10	.2	3.6
<b>KKRG-FM</b>																				
WI '02	1	7	.1	1.0	3	7	.2	2.1	5	10	.3	2.3	4	10	.2	2.7	2	10	.1	2.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	3	20	.2	3.0	5	22	.3	3.5	13	47	.8	6.0	7	34	.4	4.7		3		
4-Book	4	15	.3	3.8	3	16	.2	2.5	10	35	.6	4.5	8	28	.5	5.1	2	6	.1	2.3
<b>KLSK-FM</b>																				
WI '02	3	19	.2	3.0	1	8	.1	.7	1	4	.1	.5	1	10	.1	.7	2	7	.1	2.7
4-Book	2	10	.1	1.7	1	6	.1	.6	4	14	.3	1.7	2	10	.1	1.3	3	7	.2	4.7
<b>KLVO-FM</b>																				
WI '02	3	7	.2	3.0	4	11	.2	2.8	5	15	.3	2.3	2	7	.1	1.4				
4-Book	3	11	.2	2.6	4	12	.3	2.9	7	19	.5	3.4	5	15	.3	2.9	2	7	.1	2.8
<b>KMGA-FM</b>																				
WI '02	2	13	.1	2.0	8	27	.5	5.6	14	57	.9	6.5	8	37	.5	5.4	3	24	.2	4.0
4-Book	7	29	.4	6.7	9	31	.6	7.0	12	46	.7	5.4	8	32	.5	5.3	6	29	.4	9.4
<b>KNKT-FM</b>																				
WI '02	1	12	.1	1.0	5	24	.3	3.5	7	38	.4	3.2		4						
4-Book	1	9	.1	1.2	4	18	.2	2.7	7	31	.4	3.3	2	8	.1	1.3	1	5	.1	2.0
<b>KNML-AM</b>																				
WI '02						3			2	14	.1	.9		4	17	.2	2.7			
4-Book		1				1			1	8	.1	.6		2	9	.1	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

## 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
KPEK-FM																				
WI '02	6	21	.4	6.1	4	20	.2	2.8	18	41	1.1	8.3	11	27	.7	7.4	2	12	.1	2.7
4-Book	3	16	.2	2.9	4	18	.3	3.1	12	40	.7	5.5	9	28	.5	5.5	2	8	.1	2.3
KQEO-FM																				
WI '02		2				3			3	12	.2	1.4		3				5	.1	1.6
4-Book	2	4	.1	1.6	2	7	.1	1.3	4	15	.3	1.9	2	12	.2	1.3	1	5	.1	1.6
KRDS-FM																				
WI '02	7	24	.4	7.1	10	49	.6	6.9	20	58	1.2	9.3	12	38	.7	8.1	9	26	.6	12.0
4-Book	6	20	.4	5.5	6	25	.4	4.6	9	31	.5	4.0	7	20	.4	4.3	3	9	.2	3.4
KRST-FM																				
WI '02	1	7	.1	1.0	13	36	.8	9.0	8	31	.5	3.7	3	17	.2	2.0	3	14	.2	4.0
4-Book	4	19	.3	3.5	9	29	.5	6.5	11	44	.7	5.4	5	24	.3	3.2	3	11	.2	4.3
KRZY-AM																				
WI '02					1	3	.1	.6	1	3	.1	.3				.2		2		.4
4-Book																				
KRZY-FM																				
WI '02	6	13	.4	6.1	3	6	.2	2.1	3	9	.2	1.4	5	10	.3	3.4	3	12	.2	4.0
4-Book	3	8	.2	3.3	3	10	.2	2.6	3	12	.2	1.5	3	9	.2	2.1	2	8	.2	3.4
KSYU-FM																				
WI '02		2				5			2	14	.1	.9	1	10	.1	.7	1	5	.1	1.3
4-Book	4	14	.3	4.1	4	14	.2	2.8	5	25	.3	2.3	2	11	.2	1.4	2	7	.1	2.4
KTEG-FM																				
WI '02	1	4	.1	1.0					3	8	.2	1.4	1	4	.1	.7				.8
4-Book	2	8	.1	1.4	1	4	.1	.6	2	12	.1	1.0	3	10	.2	1.6	1	5	.1	.8
KTZO-FM																				
WI '02	2	11	.1	2.0	2	9	.1	1.4	3	19	.2	1.4	2	4	.1	1.4	3	12	.2	4.0
4-Book	2	12	.1	2.0	3	11	.2	2.0	4	21	.3	2.0	5	18	.3	3.0	3	10	.2	4.2
KYLZ-FM																				
WI '02	4	26	.2	4.0	5	18	.3	3.5	5	29	.3	2.3	9	21	.6	6.1	5	13	.3	6.7
4-Book	7	25	.4	6.3	3	12	.2	2.5	7	31	.5	3.5	7	24	.5	4.7	5	15	.3	8.1
+KZNM-FM																				
WI '02	4	14	.2	4.0	1	6	.1	.7	3	9	.2	1.4	2	4	.1	1.4				1.6
4-Book	2	6	.1	1.5	1	2	.1	.6	2	8	.2	1.1	2	6	.1	1.0	1	4	.1	1.6
KZRR-FM																				
WI '02	6	12	.4	6.1	8	16	.5	5.6	12	39	.7	5.6	7	23	.4	4.7	3	8	.2	4.0
4-Book	4	12	.2	3.7	4	11	.3	2.9	7	25	.5	3.5	6	21	.4	3.7	3	8	.2	3.8
KBAC-FM																				
WI '02					1	9	.1	.7	1	7	.1	.5	1	8	.1	.7				1.9
4-Book	1	4	.1	.8	3	13	.2	2.2	2	10	.2	1.1	1	8	.1	.8	1	5	.1	1.9
TOTALS																				
WI '02	99	356	6.1		144	451	8.9		216	641	13.4		148	414	9.2		75	265	4.6	
4-Book	104	355	6.6		132	425	8.3		210	618	13.2		156	457	9.8		66	246	4.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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		
<b>KABG-FM</b>																					
WI '02	17	221	1.2	7.1	22	146	1.5	6.0	25	134	1.7	6.7	21	126	1.4	7.0	9	59	.6	13.0	
FA '01	16	197	1.1	6.9	20	106	1.4	5.5	32	125	2.2	8.8	21	126	1.4	7.3	3	54	.2	4.1	
SU '01	11	212	.8	5.3	18	118	1.3	6.1	11	119	.8	3.4	11	105	.8	4.4	3	55	.2	4.8	
SP '01	9	165	.7	4.0	15	77	1.1	4.7	13	94	1.0	3.6	11	95	.8	4.1	3	29	.2	4.1	
<b>4-Book</b>	<b>13</b>	<b>199</b>	<b>1.0</b>	<b>5.8</b>	<b>19</b>	<b>112</b>	<b>1.3</b>	<b>5.6</b>	<b>20</b>	<b>118</b>	<b>1.4</b>	<b>5.6</b>	<b>16</b>	<b>113</b>	<b>1.1</b>	<b>5.7</b>	<b>5</b>	<b>49</b>	<b>.3</b>	<b>6.5</b>	
WI '01	10	211	.7	4.5	14	106	1.0	4.0	17	123	1.3	4.7	12	127	.9	4.7	1	35	.1	1.9	
<b>KBQI-FM</b>																					
WI '02	16	186	1.1	6.7	32	146	2.2	8.8	31	98	2.1	8.3	18	120	1.2	6.0	1	15	.1	1.4	
FA '01	17	219	1.2	7.3	35	153	2.4	9.7	30	139	2.1	8.3	16	135	1.1	5.6	2	46	.1	2.7	
SU '01	14	179	1.0	6.8	25	105	1.8	8.4	20	111	1.5	6.1	17	104	1.3	6.7	3	41	.2	4.8	
SP '01	22	199	1.6	9.9	38	142	2.8	11.9	32	132	2.4	9.0	26	131	1.9	9.8	8	57	.6	11.0	
<b>4-Book</b>	<b>17</b>	<b>196</b>	<b>1.2</b>	<b>7.7</b>	<b>33</b>	<b>137</b>	<b>2.3</b>	<b>9.7</b>	<b>28</b>	<b>120</b>	<b>2.0</b>	<b>7.9</b>	<b>19</b>	<b>123</b>	<b>1.4</b>	<b>7.0</b>	<b>4</b>	<b>40</b>	<b>.3</b>	<b>5.0</b>	
WI '01	14	177	1.0	6.4	25	127	1.8	7.1	21	125	1.5	5.8	16	127	1.2	6.3	4	61	.3	7.7	
<b>KBTK-AM</b>																					
WI '02	3	55	.2	1.3	4	32	.3	1.1	3	24	.2	.8	5	34	.3	1.7	1	16	.1	1.4	
FA '01	2	50	.1	.9	1	18	.1	.3	3	20	.2	.8	2	11	.1	.7	1	9	.1	1.4	
SU '01	1	51	.1	.5	2	26	.1	.7	4	36	.3	1.2	1	17	.1	.4		7			
SP '01	1	42	.1	.4	3	25	.2	.9	2	11	.1	.6		5				5			
<b>4-Book</b>	<b>2</b>	<b>50</b>	<b>.1</b>	<b>.8</b>	<b>3</b>	<b>25</b>	<b>.2</b>	<b>.8</b>	<b>3</b>	<b>23</b>	<b>.2</b>	<b>.9</b>	<b>2</b>	<b>17</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.7</b>	
WI '01	1	23	.1	.5	2	11	.1	.6	2	10	.1	.6	1	10	.1	.4					
<b>KBZU-FM</b>																					
WI '02	5	108	.3	2.1	7	60	.5	1.9	10	68	.7	2.7	7	60	.5	2.3	1	26	.1	1.4	
FA '01	5	116	.3	2.2	5	54	.3	1.4	11	79	.8	3.0	6	64	.4	2.1	2	22	.1	2.7	
SU '01	7	104	.5	3.4	12	62	.9	4.0	11	72	.8	3.4	8	70	.6	3.2	3	31	.2	4.8	
SP '01	3	71	.2	1.3	4	32	.3	1.3	6	35	.4	1.7	4	33	.3	1.5	2	10			
<b>4-Book</b>	<b>5</b>	<b>100</b>	<b>.3</b>	<b>2.3</b>	<b>7</b>	<b>52</b>	<b>.5</b>	<b>2.2</b>	<b>10</b>	<b>64</b>	<b>.7</b>	<b>2.7</b>	<b>6</b>	<b>57</b>	<b>.5</b>	<b>2.3</b>	<b>2</b>	<b>22</b>	<b>.1</b>	<b>2.2</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																					
WI '02	10	143	.7	4.2	10	45	.7	2.7	13	63	.9	3.5	13	91	.9	4.3	5	34	.3	7.2	
FA '01	8	175	.5	3.4	9	91	.6	2.5	13	96	.9	3.6	10	106	.7	3.5	4	45	.3	5.5	
SU '01	15	164	1.1	7.2	17	75	1.3	5.7	26	95	1.9	8.0	16	107	1.2	6.3	4	43	.3	6.5	
SP '01	13	149	1.0	5.8	17	84	1.3	5.3	16	86	1.2	4.5	14	86	1.0	5.3	6	40	.4	8.2	
<b>4-Book</b>	<b>12</b>	<b>158</b>	<b>.8</b>	<b>5.2</b>	<b>13</b>	<b>74</b>	<b>1.0</b>	<b>4.1</b>	<b>17</b>	<b>85</b>	<b>1.2</b>	<b>4.9</b>	<b>13</b>	<b>98</b>	<b>1.0</b>	<b>4.9</b>	<b>5</b>	<b>41</b>	<b>.3</b>	<b>6.9</b>	
WI '01	10	176	.7	4.5	14	116	1.0	4.0	14	72	1.0	3.9	10	75	.7	4.0	2	45	.1	3.8	
<b>KIOT-FM</b>																					
WI '02	10	162	.7	4.2	16	109	1.1	4.4	16	91	1.1	4.3	11	98	.7	3.7	3	40	.2	4.3	
FA '01	7	178	.5	3.0	7	84	.5	1.9	12	101	.8	3.3	10	103	.7	3.5	2	33	.1	2.7	
SU '01	3	129	.2	1.4	3	46	.2	1.0	5	67	.4	1.5	4	60	.3	1.6	1	26	.1	1.6	
SP '01	5	171	.4	2.2	8	74	.6	2.5	6	65	.4	1.7	7	78	.5	2.6	2	49	.1	2.7	
<b>4-Book</b>	<b>6</b>	<b>160</b>	<b>.5</b>	<b>2.7</b>	<b>9</b>	<b>78</b>	<b>.6</b>	<b>2.5</b>	<b>10</b>	<b>81</b>	<b>.7</b>	<b>2.7</b>	<b>8</b>	<b>85</b>	<b>.6</b>	<b>2.9</b>	<b>2</b>	<b>37</b>	<b>.1</b>	<b>2.8</b>	
WI '01	9	181	.7	4.1	14	85	1.0	4.0	14	94	1.0	3.9	10	108	.7	4.0	2	37	.1	3.8	
<b>KIVA-AM</b>																					
WI '02	3	70	.2	1.3	6	47	.4	1.6	5	44	.3	1.3	4	40	.3	1.3		5			
FA '01	3	78	.2	1.3	4	46	.3	1.1	6	41	.4	1.7	3	39	.2	1.0		15			
SU '01	1	48	.1	.5	2	23	.1	.7	2	26	.1	.6	2	27	.1	.8	1	14	.1	1.6	
SP '01		24			1	12	.1	.3		14			1	10	.1	.4					
<b>4-Book</b>	<b>2</b>	<b>55</b>	<b>.1</b>	<b>.8</b>	<b>3</b>	<b>32</b>	<b>.2</b>	<b>.9</b>	<b>3</b>	<b>31</b>	<b>.2</b>	<b>.9</b>	<b>3</b>	<b>29</b>	<b>.2</b>	<b>.9</b>		<b>9</b>		<b>.4</b>	
WI '01	1	32	.1	.5	3	25	.2	.9	3	18	.2	.8	1	15	.1	.4		5			
<b>KKJY-AM</b>																					
WI '02	2	39	.1	.8	1	18	.1	.3	4	25	.3	1.1	3	31	.2	1.0		2			
FA '01	3	62	.2	1.3	4	30	.3	1.1	8	45	.5	2.2	4	37	.3	1.4	1	22	.1	1.4	
SU '01	4	69	.3	1.9	6	32	.4	2.0	8	40	.6	2.5	5	34	.4	2.0	1	18	.1	1.6	
SP '01	6	60	.4	2.7	7	39	.5	2.2	14	48	1.0	3.9	8	41	.6	3.0	1	22	.1	1.4	
<b>4-Book</b>	<b>4</b>	<b>58</b>	<b>.3</b>	<b>1.7</b>	<b>5</b>	<b>30</b>	<b>.3</b>	<b>1.4</b>	<b>9</b>	<b>40</b>	<b>.6</b>	<b>2.4</b>	<b>5</b>	<b>36</b>	<b>.4</b>	<b>1.9</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>1.1</b>	
WI '01	2	37	.1	.9	4	24	.3	1.1	3	30	.2	.8	2	27	.1	.8	1	8	.1	1.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 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	
<b>KKOB-AM</b>																					
WI '02	19	283	1.3	8.0	41	194	2.8	11.3	24	148	1.6	6.4	23	138	1.6	7.7	7	49	.5	10.1	
FA '01	20	317	1.4	8.6	42	200	2.9	11.6	31	164	2.1	8.5	23	161	1.6	8.0	5	52	.3	6.8	
SU '01	14	214	1.0	6.8	30	135	2.2	10.1	26	144	1.9	8.0	14	121	1.0	5.6	2	30	.1	3.2	
SP '01	20	294	1.5	9.0	31	160	2.3	9.7	43	219	3.2	12.0	25	161	1.8	9.4	7	57	.5	9.6	
<b>4-Book</b>	<b>18</b>	<b>277</b>	<b>1.3</b>	<b>8.1</b>	<b>36</b>	<b>172</b>	<b>2.6</b>	<b>10.7</b>	<b>31</b>	<b>169</b>	<b>2.2</b>	<b>8.7</b>	<b>21</b>	<b>145</b>	<b>1.5</b>	<b>7.7</b>	<b>5</b>	<b>47</b>	<b>.4</b>	<b>7.4</b>	
WI '01	22	300	1.6	10.0	42	192	3.1	11.9	41	148	3.0	11.4	23	134	1.7	9.1	7	71	.5	13.5	
<b>KKOB-FM</b>																					
WI '02	10	192	.7	4.2	19	115	1.3	5.2	19	119	1.3	5.1	12	111	.8	4.0	1	30	.1	1.4	
FA '01	12	225	.8	5.2	24	136	1.6	6.6	21	132	1.4	5.8	12	111	.8	4.2	3	42	.2	4.1	
SU '01	7	177	.5	3.4	14	102	1.0	4.7	8	85	.6	2.5	7	91	.5	2.8	2	37	.1	3.2	
SP '01	7	138	.5	3.1	17	86	1.3	5.3	10	58	.7	2.8	5	48	.4	1.9		17			
<b>4-Book</b>	<b>9</b>	<b>183</b>	<b>.6</b>	<b>4.0</b>	<b>19</b>	<b>110</b>	<b>1.3</b>	<b>5.5</b>	<b>15</b>	<b>99</b>	<b>1.0</b>	<b>4.1</b>	<b>9</b>	<b>90</b>	<b>.6</b>	<b>3.2</b>	<b>2</b>	<b>32</b>	<b>.1</b>	<b>2.2</b>	
WI '01	7	179	.5	3.2	16	126	1.2	4.5	14	75	1.0	3.9	7	96	.5	2.8	1	27	.1	1.9	
<b>KKRG-FM</b>																					
WI '02	5	104	.3	2.1	6	40	.4	1.6	6	54	.4	1.6	5	44	.3	1.7	1	15	.1	1.4	
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																					
WI '02	3	110	.2	1.3	5	49	.3	1.4	7	53	.5	1.9	4	64	.3	1.3	1	20	.1	1.4	
FA '01	3	136	.2	1.3	6	58	.4	1.7	4	47	.3	1.1	5	54	.3	1.7	1	32	.1	1.4	
SU '01	4	124	.3	1.9	5	61	.4	1.7	6	75	.4	1.8	5	75	.4	2.0	2	17	.1	3.2	
SP '01	2	103	.1	.9	4	52	.3	1.3	1	37	.1	.3	2	35	.1	.8	1	17	.1	1.4	
<b>4-Book</b>	<b>3</b>	<b>118</b>	<b>.2</b>	<b>1.4</b>	<b>5</b>	<b>55</b>	<b>.4</b>	<b>1.5</b>	<b>5</b>	<b>53</b>	<b>.3</b>	<b>1.3</b>	<b>4</b>	<b>57</b>	<b>.3</b>	<b>1.5</b>	<b>1</b>	<b>22</b>	<b>.1</b>	<b>1.9</b>	
WI '01	2	96	.1	.9	2	27	.1	.6	3	42	.2	.8	3	46	.2	1.2	1	16	.1	1.9	
<b>KLSK-FM</b>																					
WI '02	3	97	.2	1.3	4	45	.3	1.1	5	56	.3	1.3	4	54	.3	1.3	1	24	.1	1.4	
FA '01	3	96	.2	1.3	3	39	.2	.8	2	38	.1	.6	6	57	.4	2.1	3	21	.2	4.1	
SU '01	2	86	.1	1.0	2	30	.1	.7	4	39	.3	1.2	3	53	.2	1.2		7			
SP '01	3	107	.2	1.3	3	36	.2	.9	5	42	.4	1.4	6	60	.4	2.3	1	12	.1	1.4	
<b>4-Book</b>	<b>3</b>	<b>97</b>	<b>.2</b>	<b>1.2</b>	<b>3</b>	<b>38</b>	<b>.2</b>	<b>.9</b>	<b>4</b>	<b>44</b>	<b>.3</b>	<b>1.1</b>	<b>5</b>	<b>56</b>	<b>.3</b>	<b>1.7</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>1.7</b>	
WI '01	2	89	.1	.9	1	26	.1	.3	4	47	.3	1.1	4	54	.3	1.6	1	24	.1	1.9	
<b>KLVO-FM</b>																					
WI '02	5	66	.3	2.1	5	19	.3	1.4	7	44	.5	1.9	6	37	.4	2.0	2	19	.1	2.9	
FA '01	2	40	.1	.9	3	17	.2	.8	3	24	.2	.8	3	27	.2	1.0	2	14	.1	2.7	
SU '01	3	57	.2	1.4	4	30	.3	1.3	4	36	.3	1.2	3	30	.2	1.2	1	21	.1	1.6	
SP '01	4	60	.3	1.8	5	34	.4	1.6	6	33	.4	1.7	5	35	.4	1.9	1	18	.1	1.4	
<b>4-Book</b>	<b>4</b>	<b>56</b>	<b>.2</b>	<b>1.6</b>	<b>4</b>	<b>25</b>	<b>.3</b>	<b>1.3</b>	<b>5</b>	<b>34</b>	<b>.4</b>	<b>1.4</b>	<b>4</b>	<b>32</b>	<b>.3</b>	<b>1.5</b>	<b>2</b>	<b>18</b>	<b>.1</b>	<b>2.2</b>	
WI '01	5	80	.4	2.3	10	49	.7	2.8	9	49	.7	2.5	3	31	.2	1.2	1	8	.1	1.9	
<b>KMGA-FM</b>																					
WI '02	25	238	1.7	10.5	36	177	2.5	9.9	49	140	3.3	13.1	33	165	2.2	11.0	6	81	.4	8.7	
FA '01	27	293	1.8	11.6	45	192	3.1	12.5	52	175	3.6	14.3	34	188	2.3	11.8	4	57	.3	5.5	
SU '01	18	206	1.3	8.7	26	124	1.9	8.8	37	145	2.7	11.3	18	121	1.3	7.1	5	60	.4	8.1	
SP '01	24	256	1.8	10.8	32	139	2.4	10.0	40	158	2.9	11.2	28	153	2.1	10.5	11	89	.8	15.1	
<b>4-Book</b>	<b>24</b>	<b>248</b>	<b>1.7</b>	<b>10.4</b>	<b>35</b>	<b>158</b>	<b>2.5</b>	<b>10.3</b>	<b>45</b>	<b>155</b>	<b>3.1</b>	<b>12.5</b>	<b>28</b>	<b>157</b>	<b>2.0</b>	<b>10.1</b>	<b>7</b>	<b>72</b>	<b>.5</b>	<b>9.4</b>	
WI '01	20	233	1.5	9.1	29	139	2.1	8.2	39	122	2.9	10.8	21	125	1.5	8.3	8	67	.6	15.4	
<b>KNKT-FM</b>																					
WI '02	5	87	.3	2.1	9	47	.6	2.5	6	31	.4	1.6	6	51	.4	2.0	2	22	.1	2.9	
FA '01	6	102	.4	2.6	12	57	.8	3.3	9	50	.6	2.5	7	54	.5	2.4	3	36	.2	4.1	
SU '01	4	73	.3	1.9	7	46	.5	2.4	4	48	.3	1.2	5	51	.4	2.0		19			
SP '01	3	78	.2	1.3	5	45	.4	1.6	4	27	.3	1.1	3	29	.2	1.1	2	26	.1	2.7	
<b>4-Book</b>	<b>5</b>	<b>85</b>	<b>.3</b>	<b>2.0</b>	<b>8</b>	<b>49</b>	<b>.6</b>	<b>2.5</b>	<b>6</b>	<b>39</b>	<b>.4</b>	<b>1.6</b>	<b>5</b>	<b>46</b>	<b>.4</b>	<b>1.9</b>	<b>2</b>	<b>26</b>	<b>.1</b>	<b>2.4</b>	
WI '01	6	94	.4	2.7	10	50	.7	2.8	8	48	.6	2.2	4	50	.3	1.6	2	24	.1	3.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KNML-AM</b>																				
WI '02	1	36	.1	.4	1	16	.1	.3	6			1	11	.1	.3			4		
FA '01	1	26	.1	.4	2	3	.1	.6	6			2	16	.1	.7			8		
SU '01	1	16	.1	.5	2	11	.1	.7	5				6					2		
SP '01		9			1	4	.1	.3	3				4							
<b>4-Book</b>	<b>1</b>	<b>22</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>9</b>	<b>.1</b>	<b>.5</b>	<b>5</b>			<b>1</b>	<b>9</b>	<b>.1</b>	<b>.3</b>			<b>4</b>		
WI '01	1	34	.1	.5	2	7	.1	.6	2	10	.1	.6	2	8	.1	.8	1	13	.1	1.9
<b>KPEK-FM</b>																				
WI '02	10	145	.7	4.2	17	100	1.2	4.7	19	113	1.3	5.1	14	101	1.0	4.7	1	31	.1	1.4
FA '01	6	145	.4	2.6	9	102	.6	2.5	9	78	.6	2.5	10	106	.7	3.5	1	28	.1	1.4
SU '01	5	149	.4	2.4	8	83	.6	2.7	6	57	.4	1.8	8	87	.6	3.2	1	23	.1	1.6
SP '01	7	145	.5	3.1	10	99	.7	3.1	11	71	.8	3.1	10	89	.7	3.8	3	27	.2	4.1
<b>4-Book</b>	<b>7</b>	<b>146</b>	<b>.5</b>	<b>3.1</b>	<b>11</b>	<b>96</b>	<b>.8</b>	<b>3.3</b>	<b>11</b>	<b>80</b>	<b>.8</b>	<b>3.1</b>	<b>11</b>	<b>96</b>	<b>.8</b>	<b>3.8</b>	<b>2</b>	<b>27</b>	<b>.1</b>	<b>2.1</b>
WI '01	9	187	.7	4.1	13	127	1.0	3.7	19	123	1.4	5.3	12	120	.9	4.7	1	27	.1	1.9
<b>KQEO-FM</b>																				
WI '02	4	118	.3	1.7	6	46	.4	1.6	8	65	.5	2.1	3	40	.2	1.0	1	14	.1	1.4
FA '01	4	93	.3	1.7	7	43	.5	1.9	6	41	.4	1.7	7	50	.5	2.4		11		
SU '01	8	158	.6	3.9	12	89	.9	4.0	13	96	1.0	4.0	10	86	.7	4.0	3	44	.2	4.8
SP '01	4	121	.3	1.8	6	63	.4	1.9	10	65	.7	2.8	3	37	.2	1.1	1	16	.1	1.4
<b>4-Book</b>	<b>5</b>	<b>123</b>	<b>.4</b>	<b>2.3</b>	<b>8</b>	<b>60</b>	<b>.6</b>	<b>2.4</b>	<b>9</b>	<b>67</b>	<b>.7</b>	<b>2.7</b>	<b>6</b>	<b>53</b>	<b>.4</b>	<b>2.1</b>	<b>1</b>	<b>21</b>	<b>.1</b>	<b>1.9</b>
WI '01	10	145	.7	4.5	15	83	1.1	4.3	19	78	1.4	5.3	10	101	.7	4.0	2	16	.1	3.8
<b>KRQS-FM</b>																				
WI '02	12	178	.8	5.0	13	100	.9	3.6	14	86	1.0	3.7	16	118	1.1	5.4	5	63	.3	7.2
FA '01	6	117	.4	2.6	10	76	.7	2.8	9	62	.6	2.5	7	58	.5	2.4	3	25	.2	4.1
SU '01	14	140	1.0	6.8	17	84	1.3	5.7	29	95	2.1	8.9	16	100	1.2	6.3	4	47	.3	6.5
SP '01	12	153	.9	5.4	15	93	1.1	4.7	21	109	1.5	5.9	16	118	1.2	6.0	4	50	.3	5.5
<b>4-Book</b>	<b>11</b>	<b>147</b>	<b>.8</b>	<b>5.0</b>	<b>14</b>	<b>88</b>	<b>1.0</b>	<b>4.2</b>	<b>18</b>	<b>88</b>	<b>1.3</b>	<b>5.3</b>	<b>14</b>	<b>99</b>	<b>1.0</b>	<b>5.0</b>	<b>4</b>	<b>46</b>	<b>.3</b>	<b>5.8</b>
WI '01	6	97	.4	2.7	7	48	.5	2.0	12	56	.9	3.3	10	61	.7	4.0	1	16	.1	1.9
<b>KRST-FM</b>																				
WI '02	12	201	.8	5.0	20	119	1.4	5.5	21	102	1.4	5.6	14	106	1.0	4.7	2	40	.1	2.9
FA '01	12	242	.8	5.2	21	144	1.4	5.8	16	123	1.1	4.4	16	139	1.1	5.6	4	40	.3	5.5
SU '01	13	243	1.0	6.3	15	111	1.1	5.1	20	116	1.5	6.1	19	142	1.4	7.5	5	81	.4	8.1
SP '01	17	248	1.3	7.6	24	145	1.8	7.5	28	140	2.1	7.8	23	155	1.7	8.6	5	53	.4	6.8
<b>4-Book</b>	<b>14</b>	<b>234</b>	<b>1.0</b>	<b>6.0</b>	<b>20</b>	<b>130</b>	<b>1.4</b>	<b>6.0</b>	<b>21</b>	<b>120</b>	<b>1.5</b>	<b>6.0</b>	<b>18</b>	<b>136</b>	<b>1.3</b>	<b>6.6</b>	<b>4</b>	<b>54</b>	<b>.3</b>	<b>5.8</b>
WI '01	11	243	.8	5.0	21	130	1.5	6.0	19	127	1.4	5.3	12	148	.9	4.7	1	29	.1	1.9
<b>KRZY-AM</b>																				
WI '02	1	7	.1	.4	1	3	.1	.3	3	7	.2	.8	1	3	.1	.3				
FA '01		3			1	3	.1	.3		3										
SU '01	1	12	.1	.5	1	3	.1	.3	1	6	.1	.3	1	9	.1	.4		5		
SP '01		15				6			1	9	.1	.3	1	6	.1	.4		3		
<b>4-Book</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>4</b>	<b>.1</b>	<b>.2</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>5</b>	<b>.1</b>	<b>.3</b>		<b>2</b>		
WI '01	1	17	.1	.5	2	10	.1	.6		6			1	7	.1	.4				
<b>KRZY-FM</b>																				
WI '02	6	85	.4	2.5	7	43	.5	1.9	7	48	.5	1.9	9	60	.6	3.0	2	19	.1	2.9
FA '01	3	37	.2	1.3	4	30	.3	1.1	3	20	.2	.8	2	13	.1	.7	3	16	.2	4.1
SU '01	3	59	.2	1.4	3	32	.2	1.0	5	34	.4	1.5	3	32	.2	1.2	2	20	.1	3.2
SP '01	1	34	.1	.4	1	18	.1	.3	1	21	.1	.3	2	20	.1	.8		3		
<b>4-Book</b>	<b>3</b>	<b>54</b>	<b>.2</b>	<b>1.4</b>	<b>4</b>	<b>31</b>	<b>.3</b>	<b>1.1</b>	<b>4</b>	<b>31</b>	<b>.3</b>	<b>1.1</b>	<b>4</b>	<b>31</b>	<b>.3</b>	<b>1.4</b>	<b>2</b>	<b>15</b>	<b>.1</b>	<b>2.6</b>
WI '01	3	32	.2	1.4	3	16	.2	.9	4	18	.3	1.1	2	12	.1	.8	2	9	.1	3.8
<b>KSYU-FM</b>																				
WI '02	2	62	.1	.8	2	37	.1	.5	3	21	.2	.8	4	51	.3	1.3	1	15	.1	1.4
FA '01	8	115	.5	3.4	11	53	.8	3.0	14	52	1.0	3.9	7	68	.5	2.4	1	18	.1	1.4
SU '01	5	125	.4	2.4	6	56	.4	2.0	9	68	.7	2.8	6	65	.4	2.4		16		
SP '01	5	100	.4	2.2	8	57	.6	2.5	8	50	.6	2.2	6	49	.4	2.3	1	19	.1	1.4
<b>4-Book</b>	<b>5</b>	<b>101</b>	<b>.4</b>	<b>2.2</b>	<b>7</b>	<b>51</b>	<b>.5</b>	<b>2.0</b>	<b>9</b>	<b>48</b>	<b>.6</b>	<b>2.4</b>	<b>6</b>	<b>58</b>	<b>.4</b>	<b>2.1</b>	<b>1</b>	<b>17</b>	<b>.1</b>	<b>1.1</b>
WI '01	5	78	.4	2.3	8	54	.6	2.3	11	45	.8	3.1	6	38	.4	2.4		2		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KTEG-FM</b>																					
WI '02		43				15				1	25	.1	.3		8				4		
FA '01	2	55	.1	.9	2	20	.1	.6	1	24	.1	.3	1	18	.1	.3	1	19	.1	1.4	
SU '01	1	43	.1	.5	2	21	.1	.7	2	26	.1	.6	1	20	.1	.4		4			
SP '01	1	55	.1	.4	2	29	.1	.6	1	24	.1	.3	1	20	.1	.4		9			
<b>4-Book</b>	<b>1</b>	<b>49</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.5</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>17</b>	<b>.1</b>	<b>.3</b>		<b>9</b>		<b>.4</b>	
WI '01	2	33	.1	.9	2	14	.1	.6	1	10	.1	.3	3	19	.2	1.2	1	13	.1	1.9	
<b>KTZO-FM</b>																					
WI '02	3	97	.2	1.3	3	46	.2	.8	4	35	.3	1.1	5	55	.3	1.7	1	22	.1	1.4	
FA '01	3	115	.2	1.3	3	50	.2	.8	6	74	.4	1.7	7	81	.5	2.4		14			
SU '01	4	106	.3	1.9	4	41	.3	1.3	6	56	.4	1.8	7	79	.5	2.8	1	39	.1	1.6	
SP '01	6	118	.4	2.7	6	58	.4	1.9	10	68	.7	2.8	8	67	.6	3.0	2	23	.1	2.7	
<b>4-Book</b>	<b>4</b>	<b>109</b>	<b>.3</b>	<b>1.8</b>	<b>4</b>	<b>49</b>	<b>.3</b>	<b>1.2</b>	<b>7</b>	<b>58</b>	<b>.5</b>	<b>1.9</b>	<b>7</b>	<b>71</b>	<b>.5</b>	<b>2.5</b>	<b>1</b>	<b>25</b>	<b>.1</b>	<b>1.4</b>	
WI '01	5	119	.4	2.3	5	59	.4	1.4	6	61	.4	1.7	7	74	.5	2.8	2	24	.1	3.8	
<b>KYLZ-FM</b>																					
WI '02	5	90	.3	2.1	6	52	.4	1.6	7	43	.5	1.9	6	40	.4	2.0	2	19	.1	2.9	
FA '01	4	117	.3	1.7	7	60	.5	1.9	5	41	.3	1.4	7	69	.5	2.4	2	31	.1	2.7	
SU '01	3	88	.2	1.4	3	48	.2	1.0	4	51	.3	1.2	3	41	.2	1.2	2	33	.1	3.2	
SP '01	4	106	.3	1.8	5	49	.4	1.6	6	55	.4	1.7	5	38	.4	1.9	3	32	.2	4.1	
<b>4-Book</b>	<b>4</b>	<b>100</b>	<b>.3</b>	<b>1.8</b>	<b>5</b>	<b>52</b>	<b>.4</b>	<b>1.5</b>	<b>6</b>	<b>48</b>	<b>.4</b>	<b>1.6</b>	<b>5</b>	<b>47</b>	<b>.4</b>	<b>1.9</b>	<b>2</b>	<b>29</b>	<b>.1</b>	<b>3.2</b>	
WI '01	4	69	.3	1.8	6	33	.4	1.7	5	30	.4	1.4	5	34	.4	2.0	1	18	.1	1.9	
<b>+KZNM-FM</b>																					
WI '02	3	37	.2	1.3	4	27	.3	1.1	6	30	.4	1.6	2	20	.1	.7	1	8	.1	1.4	
FA '01	2	25	.1	.9	1	10	.1	.3	4	15	.3	1.1	2	16	.1	.7		3			
SU '01		20				8				4								6			
SP '01		27			1	6	.1	.3	1	15	.1	.3	1	9	.1	.4		4			
<b>4-Book</b>	<b>1</b>	<b>27</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>13</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>16</b>	<b>.2</b>	<b>.8</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.5</b>		<b>5</b>		<b>.4</b>	
WI '01	1	31	.1	.5	1	15	.1	.3	2	17	.1	.6	2	13	.1	.8		4			
<b>KZRR-FM</b>																					
WI '02	6	116	.4	2.5	10	74	.7	2.7	5	61	.3	1.3	6	52	.4	2.0	3	29	.2	4.3	
FA '01	4	82	.3	1.7	5	27	.3	1.4	6	55	.4	1.7	5	49	.3	1.7	3	16	.2	4.1	
SU '01	4	65	.3	1.9	6	41	.4	2.0	6	37	.4	1.8	6	35	.4	2.4	1	20	.1	1.6	
SP '01	2	79	.1	.9	4	43	.3	1.3	2	24	.1	.6	3	36	.2	1.1	1	10	.1	1.4	
<b>4-Book</b>	<b>4</b>	<b>86</b>	<b>.3</b>	<b>1.8</b>	<b>6</b>	<b>46</b>	<b>.4</b>	<b>1.9</b>	<b>5</b>	<b>44</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>43</b>	<b>.3</b>	<b>1.8</b>	<b>2</b>	<b>19</b>	<b>.2</b>	<b>2.9</b>	
WI '01	5	105	.4	2.3	8	57	.6	2.3	7	47	.5	1.9	7	62	.5	2.8	1	18	.1	1.9	
<b>KBAC-FM</b>																					
WI '02	1	42	.1	.4	2	27	.1	.5	1	16	.1	.3	2	30	.1	.7		18			
FA '01	3	50	.2	1.3	4	34	.3	1.1	3	36	.2	.8	4	40	.3	1.4	2	17	.1	2.7	
SU '01	2	47	.1	1.0	2	15	.1	.7	4	27	.3	1.2	4	22	.3	1.6		10			
SP '01	2	56	.1	.9	2	26	.1	.6	3	17	.2	.8	4	35	.3	1.5	1	15	.1	1.4	
<b>4-Book</b>	<b>2</b>	<b>49</b>	<b>.1</b>	<b>.9</b>	<b>3</b>	<b>26</b>	<b>.2</b>	<b>.7</b>	<b>3</b>	<b>24</b>	<b>.2</b>	<b>.8</b>	<b>4</b>	<b>32</b>	<b>.3</b>	<b>1.3</b>	<b>1</b>	<b>15</b>	<b>.1</b>	<b>1.0</b>	
WI '01	3	58	.2	1.4	3	37	.2	.9	4	35	.3	1.1	5	40	.4	2.0	1	17	.1	1.9	
<b>TOTALS</b>																					
WI '02	238	1396	16.2		364	1231	24.8		374	1128	25.5		299	1181	20.4		69	618	4.7		
FA '01	232	1391	15.9		361	1245	24.7		363	1143	24.8		288	1229	19.7		73	632	5.0		
SU '01	207	1294	15.2		297	1121	21.9		326	1080	24.0		252	1144	18.6		62	629	4.6		
SP '01	223	1299	16.4		320	1135	23.6		357	1104	26.3		266	1105	19.6		73	587	5.4		
<b>4-Book</b>	<b>225</b>	<b>1345</b>	<b>15.9</b>		<b>336</b>	<b>1183</b>	<b>23.8</b>		<b>355</b>	<b>1114</b>	<b>25.2</b>		<b>276</b>	<b>1165</b>	<b>19.6</b>		<b>69</b>	<b>617</b>	<b>4.9</b>		
WI '01	220	1320	16.2		352	1185	25.9		360	1102	26.5		253	1163	18.6		52	534	3.8		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KABG-FM</b>																				
WI '02	23	194	1.6	6.6	13	133	.9	8.2	15	43	1.0	8.6	21	66	1.4	7.1	17	40	1.2	8.9
4-Book	19	170	1.3	5.6	10	113	.7	6.3	11	30	.8	6.3	18	50	1.3	6.3	13	38	.9	6.7
<b>KBQI-FM</b>																				
WI '02	27	175	1.8	7.8	6	91	.4	3.8	12	43	.8	6.9	12	32	.8	4.1	6	30	.4	3.1
4-Book	27	181	1.9	8.3	10	108	.7	6.2	13	47	1.0	7.4	19	51	1.4	6.6	12	40	.9	5.9
<b>KBTK-AM</b>																				
WI '02	4	44	.3	1.1	1	26	.1	.6	1	6	.1	.6	1	8	.1	.3	3	8	.2	1.6
4-Book	3	42	.2	.8	1	17	.1	.3	1	3	.1	.4	2	8	.1	.5	1	4	.1	.7
<b>KBZU-FM</b>																				
WI '02	8	95	.5	2.3	2	51	.1	1.3	1	12	.1	.6	4	18	.3	1.4	4	22	.3	2.1
4-Book	8	88	.5	2.4	3	49	.2	2.1	2	11	.2	1.3	7	20	.5	2.3	4	18	.3	2.2
<b>KHFM-FM</b>																				
WI '02	12	117	.8	3.4	8	73	.5	5.1	6	12	.4	3.4	10	20	.7	3.4	8	19	.5	4.2
4-Book	15	135	1.1	4.6	10	83	.7	6.2	8	24	.6	4.6	13	34	1.0	4.7	13	32	1.0	6.8
<b>KIOT-FM</b>																				
WI '02	15	150	1.0	4.3	7	80	.5	4.4	3	15	.2	1.7	12	34	.8	4.1	12	22	.8	6.3
4-Book	9	132	.6	2.7	5	78	.4	3.2	3	13	.2	1.5	10	36	.7	3.4	6	22	.4	3.2
<b>KIVA-AM</b>																				
WI '02	5	68	.3	1.4	2	27	.1	1.3	2	10	.1	1.1	7	19	.5	2.4	2	10	.1	1.0
4-Book	3	52	.2	.9	1	23	.1	.8	2	8	.1	1.0	3	10	.2	.9	1	5	.1	.4
<b>KKJY-AM</b>																				
WI '02	3	36	.2	.9	1	20	.1	.6	1	6	.1	.7	3	15	.2	1.0	1	5	.1	.5
4-Book	6	51	.4	1.9	2	27	.2	1.1	1	6	.1	.7	4	13	.3	1.4	3	10	.2	1.4
<b>KKOB-AM</b>																				
WI '02	29	260	2.0	8.3	8	126	.5	5.1	14	52	1.0	8.0	10	46	.7	3.4	6	24	.4	3.1
4-Book	30	255	2.1	9.2	7	111	.5	4.4	15	49	1.1	8.3	9	42	.6	3.0	7	24	.5	3.4
<b>KKOB-FM</b>																				
WI '02	17	179	1.2	4.9	3	60	.2	1.9	1	12	.1	.6	3	20	.2	1.0	2	13	.1	1.0
4-Book	14	163	1.0	4.3	5	75	.3	3.1	6	22	.4	3.1	6	27	.4	2.2	5	23	.4	2.7
<b>KKRG-FM</b>																				
WI '02	6	75	.4	1.7	4	62	.3	2.5	1	9	.1	.6	7	24	.5	2.4	7	27	.5	3.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>																				
WI '02	5	92	.3	1.4	2	41	.1	1.3	1	6	.1	.6	1	11	.1	.3	1	7	.1	.5
4-Book	5	97	.3	1.4	2	51	.1	1.3	2	8	.1	.9	4	20	.3	1.3	2	10	.2	1.0
<b>KLSK-FM</b>																				
WI '02	4	86	.3	1.1	1	25	.1	.6	2	3	.1	.8	1	6	.1	.3	4	13	.3	2.1
4-Book	4	79	.3	1.2	2	40	.2	1.5	2	7	.1	.8	5	19	.4	1.6	5	18	.4	2.6
<b>KLVO-FM</b>																				
WI '02	6	57	.4	1.7	3	30	.2	1.9	4	10	.3	2.3	8	23	.5	2.7	2	7	.1	1.0
4-Book	5	47	.3	1.5	3	32	.2	1.8	4	12	.3	2.0	7	19	.5	2.3	2	10	.2	1.1
<b>KMGA-FM</b>																				
WI '02	40	212	2.7	11.5	10	127	.7	6.3	12	51	.8	6.9	22	64	1.5	7.4	10	29	.7	5.2
4-Book	37	219	2.6	11.2	12	134	.8	7.7	14	47	1.0	8.1	23	62	1.6	7.7	14	44	1.0	6.8
<b>KNKT-FM</b>																				
WI '02	7	67	.5	2.0	3	52	.2	1.9	4	8	.3	2.3	6	15	.4	2.0	2	9	.1	1.0
4-Book	6	71	.5	1.9	3	48	.2	1.8	3	11	.2	1.4	5	17	.3	1.6	2	10	.2	1.1
<b>KNML-AM</b>																				
WI '02	1	16	.1	.3	1	29	.1	.6	1	7	.1	.6	1	3	.1	.3		3		
4-Book	1	13	.1	.2		14		.2	1	3	.1	.5	1	1	.1	.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

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
KPEK-FM	WI '02	17	137	1.2	4.9	3	62	.2	1.9	5	25	.3	2.9	5	25	.3	1.7	4	22	.3	2.1
	4-Book	11	130	.8	3.3	4	65	.3	2.3	4	19	.2	2.2	8	31	.6	2.8	5	19	.3	2.3
KQEO-FM	WI '02	6	91	.4	1.7	2	54	.1	1.3	1	8	.1	.6	8	25	.5	2.7	3	14	.2	1.6
	4-Book	8	100	.6	2.5	3	59	.2	2.0	3	10	.2	1.4	8	29	.6	2.7	4	14	.3	1.9
KRQS-FM	WI '02	14	148	1.0	4.0	13	134	.9	8.2	9	40	.6	5.1	19	46	1.3	6.4	14	42	1.0	7.3
	4-Book	15	132	1.1	4.8	8	87	.6	5.2	9	34	.7	5.1	14	37	1.0	4.7	10	30	.7	5.2
KRST-FM	WI '02	18	161	1.2	5.2	8	99	.5	5.1	6	25	.4	3.4	10	34	.7	3.4	8	24	.5	4.2
	4-Book	20	194	1.4	6.1	8	118	.6	5.4	8	28	.6	4.3	14	46	1.0	4.9	11	35	.8	5.3
KRZY-AM	WI '02	1	7	.1	.3	3				1	3	.1	.6		3						
	4-Book	1	9	.1	.2	2			.2		2		.2		2		.1				
KRZY-FM	WI '02	7	77	.5	2.0	5	43	.3	3.2	8	9	.5	4.6	12	28	.8	4.1	9	16	.6	4.7
	4-Book	4	48	.3	1.2	4	29	.3	2.3	4	8	.3	2.3	6	15	.5	2.2	6	13	.4	2.9
KSYU-FM	WI '02	3	59	.2	.9	2	24	.1	1.3	1	6	.1	.6	6	16	.4	2.0	2	12	.1	1.0
	4-Book	7	87	.5	2.2	5	51	.3	3.0	5	19	.3	2.5	8	27	.6	2.7	9	25	.6	4.3
KTEG-FM	WI '02	1	36	.1	.3	1	10			1	3			2	7	.1	.7	2	3		
	4-Book	2	39	.1	.5	1	18	.1	.5	1	5	.1	.6	2	7	.1	.7	2	8	.1	1.1
KTZO-FM	WI '02	4	79	.3	1.1	3	44	.2	1.9	3	10	.2	1.7	9	27	.6	3.0	6	25	.4	3.1
	4-Book	6	93	.4	1.8	4	52	.3	2.3	3	10	.2	1.7	8	26	.5	2.6	5	22	.4	2.7
KYLZ-FM	WI '02	6	83	.4	1.7	5	54	.3	3.2	4	14	.3	2.3	7	31	.5	2.4	8	19	.5	4.2
	4-Book	5	86	.4	1.6	3	49	.2	1.9	3	12	.2	1.7	5	21	.3	1.6	6	18	.4	3.1
+KZNM-FM	WI '02	4	34	.3	1.1	2	18	.1	1.3	1	3			4	9	.3	1.4	6	12	.4	3.1
	4-Book	2	21	.1	.5	1	13	.1	.8	1	3	.1	.6	4	8	.3	1.4	3	9	.2	1.4
KZRR-FM	WI '02	7	106	.5	2.0	5	37	.3	3.2	4	12	.3	2.3	8	26	.5	2.7	4	14	.3	2.1
	4-Book	5	75	.4	1.6	3	35	.2	2.0	2	5	.1	.9	6	21	.4	2.1	5	14	.3	2.3
KBAC-FM	WI '02	2	33	.1	.6	1	24	.1	.6	1	6	.1	.6	4	20	.3	1.4	1	7	.1	.5
	4-Book	3	39	.2	.9	2	30	.1	1.2	2	6	.1	.9	4	16	.3	1.5	2	10	.2	1.1
<b>TOTALS</b>	WI '02	348	1387	23.7		158	1117	10.8		175	525	11.9		296	742	20.2		192	511	13.1	
	4-Book	325	1334	23.0		154	1085	10.9		178	525	12.6		290	705	20.6		195	523	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

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	
KABG-FM																				
WI '02	11	36	.7	14.3	7	28	.5	5.4	11	45	.7	5.5	16	36	1.1	12.4	7	23	.5	10.6
4-Book	5	19	.4	7.0	7	28	.5	6.0	12	40	.9	6.3	10	28	.7	7.7	3	14	.2	5.9
KBQI-FM																				
WI '02	2	10	.1	2.6	4	12	.3	3.1	5	26	.3	2.5	4	13	.3	3.1	1	8	.1	1.5
4-Book	4	15	.3	4.5	8	25	.6	6.8	10	39	.7	5.2	9	26	.6	6.7	3	14	.2	6.5
KBTK-AM																				
WI '02	2				1	9	.1	.8	2	9	.1	1.0					3	8	.2	4.5
4-Book	2		.4		1	4	.1	.9	1	2		.3			.2		1	4	.1	2.3
KBZU-FM																				
WI '02		6							3	10	.2	1.5	2	8	.1	1.6		2		
4-Book	2	8	.1	2.3	2	7	.2	1.7	4	16	.3	2.0	3	13	.2	2.4	1	4	.1	2.7
KHFM-FM																				
WI '02	6	16	.4	7.8	9	20	.6	7.0	12	25	.8	6.0	9	19	.6	7.0	6	11	.4	9.1
4-Book	6	18	.4	7.3	8	24	.6	6.1	14	34	1.0	7.1	11	25	.8	8.4	4	12	.3	8.3
KIOT-FM																				
WI '02	3	13	.2	3.9	7	25	.5	5.4	9	24	.6	4.5	5	9	.3	3.9	5	13	.3	7.6
4-Book	3	14	.2	3.6	4	16	.3	2.8	8	32	.6	4.3	4	12	.3	2.9	2	7	.1	3.0
KIVA-AM																				
WI '02									1	9	.1	.5		2						
4-Book	1	5	.1	.7		2			2	7	.2	.9	1	8	.1	.8	1	2	.1	1.1
KKJY-AM																				
WI '02					1	5	.1	.8	3	5	.2	1.5	2	7	.1	1.6		2		
4-Book	1	4	.1	.7	1	6	.1	.8	3	8	.2	1.6	2	7	.1	1.4		3		.5
KKOB-AM																				
WI '02	7	27	.5	9.1	10	35	.7	7.8	5	23	.3	2.5	2	5	.1	1.6	7	23	.5	10.6
4-Book	5	21	.3	5.9	7	26	.5	5.4	6	20	.4	3.1	4	14	.2	3.0	3	14	.3	6.0
KKOB-FM																				
WI '02	2	13	.1	2.6	4	9	.3	3.1	5	26	.3	2.5	4	9	.3	3.1	2	10	.1	3.0
4-Book	2	10	.1	2.0	5	20	.4	4.1	8	30	.6	4.2	5	17	.4	3.8	2	9	.1	3.0
KKRG-FM																				
WI '02	2	9	.1	2.6	3	9	.2	2.3	6	18	.4	3.0	6	18	.4	4.7	3	12	.2	4.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	1	3	.1	1.3	1	6	.1	.8	8	27	.5	4.0	2	14	.1	1.6		3		
4-Book	2	5	.1	2.0	2	7	.1	1.3	4	17	.3	1.8	3	12	.2	2.2	1	2	.1	1.1
KLSK-FM																				
WI '02		3											2	8	.1	1.6		3		
4-Book	1	6	.1	1.3	1	4	.1	.6	3	10	.2	1.3	2	8	.1	1.6	2	3	.1	3.3
KLVO-FM																				
WI '02	2	3	.1	2.6	3	3	.2	2.3	6	7	.4	3.0	2	7	.1	1.6				
4-Book	1	4	.1	1.0	3	7	.2	2.2	5	10	.3	2.4	3	9	.2	1.9	1	4	.1	2.2
KMGA-FM																				
WI '02	2	17	.1	2.6	9	28	.6	7.0	15	53	1.0	7.5	7	31	.5	5.4	3	22	.2	4.5
4-Book	7	26	.5	8.6	11	34	.8	8.9	14	49	1.0	7.4	10	31	.7	7.5	4	23	.3	7.7
KNKT-FM																				
WI '02	1	12	.1	1.3	3	15	.2	2.3	5	30	.3	2.5	1	6	.1	.8				
4-Book	1	7	.1	1.7	3	13	.2	2.5	5	22	.3	2.7	2	6	.1	1.2		1		.6
KNML-AM																				
WI '02						3			1	10	.1	.5	4	13	.3	3.1		2		
4-Book		1				2			1	5	.1	.4	1	6	.1	1.0		1		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KPEK-FM																				
WI '02	4	9	.3	5.2	2	12	.1	1.6	5	14	.3	2.5	2	8	.1	1.6	1	4	.1	1.5
4-Book	2	9	.2	2.6	2	9	.1	1.3	5	19	.3	2.5	4	15	.3	3.3	1	5	.1	2.6
KQEO-FM																				
WI '02		2				3			4	15	.3	2.0		3				4	.1	1.7
4-Book	2	5	.1	2.7	2	6	.1	1.3	4	15	.3	2.1	2	11	.2	1.5	1	4	.1	1.7
KRQS-FM																				
WI '02	6	20	.4	7.8	9	46	.6	7.0	20	61	1.4	10.0	14	43	1.0	10.9	9	29	.6	13.6
4-Book	5	18	.4	6.9	6	28	.4	5.2	10	37	.7	4.9	7	23	.5	5.3	3	12	.2	4.5
KRST-FM																				
WI '02	2	12	.1	2.6	12	35	.8	9.3	17	45	1.2	8.5	4	17	.3	3.1	1	10	.1	1.5
4-Book	3	13	.2	3.3	9	31	.6	7.6	13	44	.9	6.8	5	22	.4	3.9	2	12	.2	4.8
KRZY-AM																				
WI '02						1		.2	1	1	.1	.4						1		.5
4-Book																				
KRZY-FM																				
WI '02	5	9	.3	6.5	3	6	.2	2.3	3	17	.2	1.5	3	8	.2	2.3				
4-Book	3	8	.2	4.3	4	9	.3	2.9	3	11	.2	1.7	2	7	.2	1.7	1	2	.1	1.7
KSYU-FM																				
WI '02		2				5			1	9	.1	.5	1	5	.1	.8	1	5	.1	1.5
4-Book	2	8	.1	2.3	4	11	.3	3.2	5	19	.3	2.4	3	7	.2	2.0	1	4	.1	1.5
KTEG-FM																				
WI '02					1	3		.5	1	5	.1	.3	1	4	.1	.8				
4-Book	2												4	4	.1	.8	2			
KTZO-FM																				
WI '02	1	7	.1	1.3	2	4	.1	1.6	1	7	.1	.5					2	4	.1	3.0
4-Book	1	8	.1	1.4	2	6	.2	1.6	3	14	.3	1.6	4	13	.3	2.6	2	5	.1	3.5
KYLZ-FM																				
WI '02	2	19	.1	2.6	5	14	.3	3.9	4	17	.3	2.0	7	13	.5	5.4	4	9	.3	6.1
4-Book	2	11	.1	2.4	2	6	.1	1.2	3	13	.2	1.7	3	10	.2	2.5	2	5	.1	2.6
+KZNM-FM																				
WI '02	2	6	.1	2.6	3	9	.2	2.3	1	5	.1	.5					1	3	.1	1.5
4-Book	1	3	.1	1.0	1	2	.1	.6	1	4	.1	.7	3			.2	1	1		.4
KZRR-FM																				
WI '02	6	8	.4	7.8	4	4	.3	3.1	7	11	.5	3.5	5	7	.3	3.9	2	4	.1	3.0
4-Book	3	6	.2	4.0	3	4	.2	2.0	5	11	.4	2.6	3	9	.2	2.3	1	2		.8
KBAC-FM																				
WI '02					1	9	.1	.8	1	7	.1	.5	1	8	.1	.8				
4-Book	1	5	.1	1.0	1	8	.1	1.0	2	8	.1	1.0	1	7	.1	.8	1	5	.1	2.8
TOTALS																				
WI '02	77	266	5.2		129	383	8.8		201	558	13.7		129	338	8.8		66	220	4.5	
4-Book	76	280	5.4		122	385	8.7		191	534	13.6		130	380	9.2		51	191	3.6	

Target Listener Estimates - Women 35-64

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KABG-FM</b>																			
WI '02	23			1	7	.2	1.2		6				6			1	10	.2	1.8
FA '01	9												5						
SU '01	17				5				11				11				8		
SP '01	23			1	11	.2	1.4	1	13	.2	1.6		6				3		
<b>4-Book</b>	<b>18</b>			<b>1</b>	<b>6</b>	<b>.1</b>	<b>.7</b>		<b>8</b>	<b>.1</b>	<b>.4</b>		<b>7</b>				<b>5</b>	<b>.1</b>	<b>.5</b>
WI '01	36	.2	1.4	1	8	.2	1.1	1	9	.2	2.0	1	12	.2	1.2		6		
<b>KBQI-FM</b>																			
WI '02	3	.74	4.8	4	42	.6	4.9	2	32	.3	5.9	3	42	.5	3.2	3	26	.5	5.5
FA '01	2	.71	3.1	4	39	.7	5.2	1	21	.2	3.2	2	29	.3	2.1	3	16	.5	4.2
SU '01	2	.64	2.9	2	30	.3	3.1	4	41	.7	5.2	2	36	.3	2.2	2	29	.3	3.2
SP '01	2	.47	2.9	2	17	.3	2.8	1	24	.2	1.6	4	26	.7	4.3	1	19	.2	1.5
<b>4-Book</b>	<b>2</b>	<b>.64</b>	<b>3.4</b>	<b>3</b>	<b>32</b>	<b>.5</b>	<b>4.0</b>	<b>2</b>	<b>30</b>	<b>.4</b>	<b>4.0</b>	<b>3</b>	<b>33</b>	<b>.5</b>	<b>3.0</b>	<b>2</b>	<b>23</b>	<b>.4</b>	<b>3.6</b>
WI '01	2	.71	2.9	3	40	.5	3.3	1	19	.2	2.0	2	36	.3	2.4	2	28	.3	3.0
<b>KBTK-AM</b>																			
WI '02	7																7		
FA '01																			
SU '01	3				3														
SP '01																			
<b>4-Book</b>	<b>3</b>				<b>1</b>												<b>2</b>		
WI '01																			
<b>KBZU-FM</b>																			
WI '02	1	.35	1.6	1	4	.2	1.2	2	7	.3	5.9	1	23	.2	1.1				
FA '01	1	.49	1.5	1	15	.2	1.3	1	12	.2	3.2	1	19	.2	1.1				
SU '01	1	.25	1.4	1	9	.2	1.6	1	7	.2	1.3	2	12	.3	2.2	1	9	.2	1.6
SP '01		.18			5				15				3						
<b>4-Book</b>	<b>1</b>	<b>.32</b>	<b>1.1</b>	<b>1</b>	<b>8</b>	<b>.2</b>	<b>1.0</b>	<b>1</b>	<b>10</b>	<b>.2</b>	<b>2.6</b>	<b>1</b>	<b>14</b>	<b>.2</b>	<b>1.1</b>	<b>**</b>	<b>5</b>	<b>.1</b>	<b>.4</b>
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>																			
WI '02	13				7				3			1	7	.2	1.1		3		
FA '01	27				12							1	8	.2	1.1	1	11	.2	1.4
SU '01	1	.22	1.4	1	10	.2	1.6	1	13	.2	1.3	1	12	.2	1.1	1	17	.2	1.6
SP '01	2	.30	2.9	2	8	.3	2.8	1	6	.2	1.6	2	8	.3	2.1	2	15	.3	3.0
<b>4-Book</b>	<b>1</b>	<b>.23</b>	<b>1.1</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>1.1</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>9</b>	<b>.2</b>	<b>1.4</b>	<b>1</b>	<b>12</b>	<b>.2</b>	<b>1.5</b>
WI '01		.8			3				5				3						
<b>K10T-FM</b>																			
WI '02	2	.41	3.2	1	18	.2	1.2	1	7	.2	2.9	5	29	.8	5.3		3		
FA '01	1	.50	1.5	1	20	.2	1.3					1	20	.2	1.1		10		
SU '01		.31			7				15			1	10	.2	1.1		3		
SP '01	1	.44	1.4	1	18	.2	1.4	1	21	.2	1.6	1	14	.2	1.1	1	14	.2	1.5
<b>4-Book</b>	<b>1</b>	<b>.42</b>	<b>1.5</b>	<b>1</b>	<b>16</b>	<b>.2</b>	<b>1.0</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>1.1</b>	<b>2</b>	<b>18</b>	<b>.4</b>	<b>2.2</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.4</b>
WI '01	4	.46	5.7	3	19	.5	3.3	5	23	.9	10.2	4	23	.7	4.7	1	14	.2	1.5
<b>KIVA-AM</b>																			
WI '02	7												7						
FA '01	3				3														
SU '01																			
SP '01																			
<b>4-Book</b>	<b>3</b>				<b>1</b>								<b>2</b>						
WI '01	3				3														
<b>KKJY-AM</b>																			
WI '02																			
FA '01																			
SU '01																			
SP '01																			
<b>4-Book</b>																			
WI '01	3																		3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KKOB-AM</b>																				
WI '02	22			1	10	.2	1.2						7						4	
FA '01	29			1	14	.2	1.3						9							
SU '01	10							1	4	.2	1.3	1	10	.2	1.1					
SP '01	16			1	10	.2	1.4						10						4	
<b>4-Book</b>	<b>19</b>			<b>1</b>	<b>9</b>	<b>.2</b>	<b>1.0</b>		<b>2</b>	<b>.1</b>	<b>.3</b>		<b>9</b>	<b>.1</b>	<b>.3</b>				<b>2</b>	
WI '01	1	.2	1.4	2	12	.3	2.2	1	3	.2	2.0	1	8	.2	1.2					
<b>KKOB-FM</b>																				
WI '02	1	.48	1.6	4	36	.6	4.9	1	8	.2	2.9	1	17	.2	1.1			6		
FA '01	1	.23	1.5	1	13	.2	1.3		7			1	9	.2	1.1	2	10	.3	2.8	
SU '01	1	.30	1.4	1	15	.2	1.6	2	15	.3	2.6	2	13	.3	2.2					
SP '01		.22			8			1	9	.2	1.6	1	8	.2	1.1					
<b>4-Book</b>	<b>1</b>	<b>.31</b>	<b>1.1</b>	<b>2</b>	<b>18</b>	<b>.3</b>	<b>2.0</b>	<b>1</b>	<b>10</b>	<b>.2</b>	<b>1.8</b>	<b>1</b>	<b>12</b>	<b>.2</b>	<b>1.4</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>.7</b>	
WI '01	1	.50	1.4	1	28	.2	1.1	1	16	.2	2.0	2	35	.3	2.4	1	21	.2	1.5	
<b>KKRG-FM</b>																				
WI '02		.4											.4							
FA '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KKSS-FM</b>																				
WI '02	11	257	1.7	17.7	14	154	2.1	17.3	6	100	.9	17.6	15	180	2.3	16.0	10	134	1.5	18.2
FA '01	12	310	2.0	18.5	21	185	3.4	27.3	6	107	1.0	19.4	20	194	3.3	21.1	10	132	1.6	14.1
SU '01	12	243	2.1	17.4	12	137	2.1	18.8	12	144	2.1	15.6	14	156	2.4	15.7	12	108	2.1	19.0
SP '01	12	252	2.1	17.4	12	140	2.1	16.7	13	107	2.3	20.6	18	144	3.1	19.1	10	117	1.7	14.9
<b>4-Book</b>	<b>12</b>	<b>266</b>	<b>2.0</b>	<b>17.8</b>	<b>15</b>	<b>154</b>	<b>2.4</b>	<b>20.0</b>	<b>9</b>	<b>115</b>	<b>1.6</b>	<b>18.3</b>	<b>17</b>	<b>169</b>	<b>2.8</b>	<b>18.0</b>	<b>11</b>	<b>123</b>	<b>1.7</b>	<b>16.6</b>
WI '01	12	219	2.1	17.1	19	151	3.3	20.7	7	77	1.2	14.3	14	130	2.4	16.5	13	104	2.3	19.7
<b>KLSK-FM</b>																				
WI '02		.29		1	15	.2	1.2		3				10					3		
FA '01	1	.37	.2	1.5	3				7			2	23	.3	2.1			7		
SU '01	2	.41	.3	2.9	2	17	.3	3.1	3	17	.5	3.9	4	28	.7	4.5	1	12	.2	1.6
SP '01		.15			1	9	.2	1.4	1	12	.2	1.6	1	9	.2	1.1		3		
<b>4-Book</b>	<b>1</b>	<b>.31</b>	<b>.1</b>	<b>1.1</b>	<b>1</b>	<b>11</b>	<b>.2</b>	<b>1.4</b>	<b>1</b>	<b>10</b>	<b>.2</b>	<b>1.4</b>	<b>2</b>	<b>18</b>	<b>.3</b>	<b>1.9</b>	<b>6</b>	<b>.1</b>	<b>.4</b>	
WI '01	1	.33	.2	1.4	11				9				1	19	.2	1.2	2	14	.3	3.0
<b>KLVO-FM</b>																				
WI '02	3	.41	.5	4.8	3	24	.5	3.7	2	20	.3	5.9	6	30	.9	6.4	1	14	.2	1.8
FA '01	1	.29	.2	1.5	1	13	.2	1.3	1	13	.2	3.2	2	20	.3	2.1	1	16	.2	1.4
SU '01	2	.43	.3	2.9	3	32	.5	4.7	3	22	.5	3.9	2	25	.3	2.2	2	22	.3	3.2
SP '01	4	.65	.7	5.8	5	16	.9	6.9	2	28	.3	3.2	8	37	1.4	8.5	3	31	.5	4.5
<b>4-Book</b>	<b>3</b>	<b>.45</b>	<b>.4</b>	<b>3.8</b>	<b>3</b>	<b>21</b>	<b>.5</b>	<b>4.2</b>	<b>2</b>	<b>21</b>	<b>.3</b>	<b>4.1</b>	<b>5</b>	<b>28</b>	<b>.7</b>	<b>4.8</b>	<b>2</b>	<b>21</b>	<b>.3</b>	<b>2.7</b>
WI '01	6	.57	1.0	8.6	6	41	1.0	6.5	5	27	.9	10.2	8	44	1.4	9.4	5	33	.9	7.6
<b>KMGA-FM</b>																				
WI '02	1	.39	.2	1.6	10								1	19	.2	1.1	1	12	.2	1.8
FA '01	1	.50	.2	1.5	1	17	.2	1.3	1	14	.2	3.2	1	18	.2	1.1	1	21	.2	1.4
SU '01		.21			3				4				1	6	.2	1.1	1	9	.2	1.6
SP '01	1	.41	.2	1.4	1	20	.2	1.4	1	9	.2	1.6	2	24	.3	2.1	2	20	.3	3.0
<b>4-Book</b>	<b>1</b>	<b>.38</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>1.2</b>	<b>1</b>	<b>17</b>	<b>.2</b>	<b>1.4</b>	<b>1</b>	<b>16</b>	<b>.2</b>	<b>2.0</b>
WI '01	1	.60	.2	1.4	1	17	.2	1.1	4				1	19	.2	1.2	3	30	.5	4.5
<b>KNKT-FM</b>																				
WI '02		.16			10				1	7	.2	2.9		7				7		
FA '01		.15			2				3					3				10	.2	1.4
SU '01	1	.22	.2	1.4	16								2	10	.3	2.2	1	10	.2	1.6
SP '01		.12							1	7	.2	1.6		10				5		
<b>4-Book</b>		<b>.16</b>	<b>.1</b>	<b>.4</b>	<b>7</b>				<b>1</b>	<b>4</b>	<b>.1</b>	<b>1.1</b>	<b>1</b>	<b>7</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.8</b>
WI '01		.8			3								1	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

## 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
	<b>KNML-AM</b>																			
WI '02		8				4			4											
FA '01		11				3							1	5	.2	1.1			3	
SU '01		9																4		
SP '01	1	5	.2	1.4	4	5	.7	5.6									2	5	.3	3.0
<b>4-Book</b>		<b>8</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>3</b>	<b>.2</b>	<b>1.4</b>	<b>1</b>				<b>1</b>	<b>.1</b>	<b>.3</b>		<b>1</b>	<b>3</b>	<b>.1</b>	<b>.8</b>
WI '01		12											6				6			
<b>KPEK-FM</b>																				
WI '02	2	86	.3	3.2	2	34	.3	2.5	2	32	.3	5.9	3	48	.5	3.2			21	
FA '01	1	84	.2	1.5	1	33	.2	1.3	1	13	.2	3.2	2	35	.3	2.1	1	18	.2	1.4
SU '01	2	78	.3	2.9	2	28	.3	3.1	3	33	.5	3.9	2	28	.3	2.2		12		
SP '01	2	81	.3	2.9	2	28	.3	2.8	2	27	.3	3.2	4	44	.7	4.3	2	31	.3	3.0
<b>4-Book</b>	2	<b>82</b>	<b>.3</b>	<b>2.6</b>	2	<b>31</b>	<b>.3</b>	<b>2.4</b>	2	<b>26</b>	<b>.3</b>	<b>4.1</b>	3	<b>39</b>	<b>.5</b>	<b>3.0</b>	1	<b>21</b>	<b>.1</b>	<b>1.1</b>
WI '01	4	96	.7	5.7	7	51	1.2	7.6	2	20	.3	4.1	4	45	.7	4.7	4	38	.7	6.1
<b>KQEO-FM</b>																				
WI '02		10																	3	
FA '01		10				3				3				3					3	
SU '01	1	38	.2	1.4		9			1	21	.2	1.3	2	14	.3	2.2		5		
SP '01		13				7				5			2	7	.3	2.1		3		
<b>4-Book</b>		<b>18</b>	<b>.1</b>	<b>.4</b>		<b>5</b>				<b>7</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>6</b>	<b>.2</b>	<b>1.1</b>		<b>4</b>		
WI '01		24				7				3								7		
<b>KRQS-FM</b>																				
WI '02		10								3									4	
FA '01		8																	2	
SU '01		9								7				4					4	
SP '01		10			1	6	.2	1.4		3				3						
<b>4-Book</b>		<b>9</b>				<b>2</b>	<b>.1</b>	<b>.4</b>		<b>3</b>				<b>2</b>				<b>3</b>		
WI '01		8												3				5		
<b>KRST-FM</b>																				
WI '02	1	54	.2	1.6	1	14	.2	1.2		9			1	21	.2	1.1			7	
FA '01	1	72	.2	1.5	3	32	.5	3.9		22			1	22	.2	1.1	1	28	.2	1.4
SU '01	2	57	.3	2.9	2	31	.3	3.1	3	22	.5	3.9	2	31	.3	2.2		5		
SP '01	1	52	.2	1.4	1	15	.2	1.4	1	9	.2	1.6	2	31	.3	2.1		15		
<b>4-Book</b>	1	<b>59</b>	<b>.2</b>	<b>1.9</b>	2	<b>23</b>	<b>.3</b>	<b>2.4</b>	1	<b>16</b>	<b>.2</b>	<b>1.4</b>	2	<b>26</b>	<b>.3</b>	<b>1.6</b>		<b>14</b>	<b>.1</b>	<b>.4</b>
WI '01	1	63	.2	1.4	1	31	.2	1.1	1	27	.2	2.0	1	25	.2	1.2	2	26	.3	3.0
<b>KRZY-AM</b>																				
WI '02		11			1	4	.2	1.2		3									3	
FA '01		10				3				7										
SU '01	1	9	.2	1.4		3			1	5	.2	1.3		3			1	5	.2	1.6
SP '01		12								5			1	12	.2	1.1		3		
<b>4-Book</b>		<b>11</b>	<b>.1</b>	<b>.4</b>		<b>3</b>	<b>.1</b>	<b>.3</b>		<b>5</b>	<b>.1</b>	<b>.3</b>		<b>4</b>	<b>.1</b>	<b>.3</b>		<b>3</b>	<b>.1</b>	<b>.4</b>
WI '01		11			1	3	.2	1.1		5				5				3		
<b>KRZY-FM</b>																				
WI '02		13			1	10	.2	1.2		3				6						
FA '01		12				3				6				6						
SU '01	2	29	.3	2.9	3	13	.5	4.7	3	13	.5	3.9	2	16	.3	2.2	1	14	.2	1.6
SP '01	1	20	.2	1.4	1	8	.2	1.4		8			1	9	.2	1.1	1	11	.2	1.5
<b>4-Book</b>	1	<b>19</b>	<b>.1</b>	<b>1.1</b>	1	<b>9</b>	<b>.2</b>	<b>1.8</b>	1	<b>6</b>	<b>.1</b>	<b>1.0</b>	1	<b>9</b>	<b>.1</b>	<b>.8</b>	1	<b>6</b>	<b>.1</b>	<b>.8</b>
WI '01		13			1	8	.2	1.1						3						
<b>KSYU-FM</b>																				
WI '02	1	53	.2	1.6		14			1	14	.2	2.9	3	22	.5	3.2			13	
FA '01	1	61	.2	1.5	1	22	.2	1.3	1	19	.2	3.2	1	19	.2	1.1	1	20	.2	1.4
SU '01	1	43	.2	1.4	1	20	.2	1.6	1	22	.2	1.3	1	20	.2	1.1	1	20	.2	1.6
SP '01	1	36	.2	1.4	2	16	.3	2.8	1	19	.2	1.6	1	18	.2	1.1	1	15	.2	1.5
<b>4-Book</b>	1	<b>48</b>	<b>.2</b>	<b>1.5</b>	1	<b>18</b>	<b>.2</b>	<b>1.4</b>	1	<b>19</b>	<b>.2</b>	<b>2.3</b>	2	<b>20</b>	<b>.3</b>	<b>1.6</b>	1	<b>17</b>	<b>.2</b>	<b>1.1</b>
WI '01		29				5				6			1	10	.2	1.2	1	11	.2	1.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KTEG-FM</b>																				
WI '02	9	168	1.4	14.5	10	113	1.5	12.3	3	54	.5	8.8	13	97	2.0	13.8	9	78	1.4	16.4
FA '01	6	160	1.0	9.2	5	73	.8	6.5	3	53	.5	9.7	10	93	1.6	10.5	8	77	1.3	11.3
SU '01	9	143	1.6	13.0	8	73	1.4	12.5	12	87	2.1	15.6	10	95	1.7	11.2	9	79	1.6	14.3
SP '01	3	106	.5	4.3	3	46	.5	4.2	2	43	.3	3.2	3	54	.5	3.2	4	47	.7	6.0
<b>4-Book</b>	<b>7</b>	<b>144</b>	<b>1.1</b>	<b>10.3</b>	<b>7</b>	<b>76</b>	<b>1.1</b>	<b>8.9</b>	<b>5</b>	<b>59</b>	<b>.9</b>	<b>9.3</b>	<b>9</b>	<b>85</b>	<b>1.5</b>	<b>9.7</b>	<b>8</b>	<b>70</b>	<b>1.3</b>	<b>12.0</b>
WI '01	7	138	1.2	10.0	9	76	1.6	9.8	4	34	.7	8.2	11	84	1.9	12.9	6	53	1.0	9.1
<b>KTZO-FM</b>																				
WI '02	2	95	.3	3.2	2	35	.3	2.5	1	21	.2	2.9	2	56	.3	2.1	2	29	.3	3.6
FA '01	2	81	.3	3.1	3	36	.5	3.9	1	18	.2	3.2	3	51	.5	3.2	1	22	.2	1.4
SU '01	2	82	.3	2.9	1	27	.2	1.6	1	36	.2	1.3	3	32	.5	3.4	1	26	.2	1.6
SP '01	1	54	.2	1.4	2	20	.3	2.8	1	19	.2	1.6	2	18	.3	2.1	1	14	.2	1.5
<b>4-Book</b>	<b>2</b>	<b>78</b>	<b>.3</b>	<b>2.7</b>	<b>2</b>	<b>30</b>	<b>.3</b>	<b>2.7</b>	<b>1</b>	<b>24</b>	<b>.2</b>	<b>2.3</b>	<b>3</b>	<b>39</b>	<b>.4</b>	<b>2.7</b>	<b>1</b>	<b>23</b>	<b>.2</b>	<b>2.0</b>
WI '01	1	37	.2	1.4		9			1	12	.2	2.0	1	14	.2	1.2	1	8	.2	1.5
<b>KYLZ-FM</b>																				
WI '02	19	315	2.9	30.6	21	211	3.2	25.9	10	118	1.5	29.4	26	190	4.0	27.7	21	177	3.2	38.2
FA '01	23	322	3.7	35.4	23	205	3.7	29.9	11	140	1.8	35.5	30	225	4.9	31.6	31	202	5.0	43.7
SU '01	18	261	3.1	26.1	16	142	2.8	25.0	19	150	3.3	24.7	24	202	4.2	27.0	18	133	3.1	28.6
SP '01	26	293	4.5	37.7	27	184	4.7	37.5	26	176	4.5	41.3	29	198	5.1	30.9	30	183	5.2	44.8
<b>4-Book</b>	<b>22</b>	<b>298</b>	<b>3.6</b>	<b>32.5</b>	<b>22</b>	<b>186</b>	<b>3.6</b>	<b>29.6</b>	<b>17</b>	<b>146</b>	<b>2.8</b>	<b>32.7</b>	<b>27</b>	<b>204</b>	<b>4.6</b>	<b>29.3</b>	<b>25</b>	<b>174</b>	<b>4.1</b>	<b>38.8</b>
WI '01	15	258	2.6	21.4	20	174	3.5	21.7	9	102	1.6	18.4	20	179	3.5	23.5	18	135	3.1	27.3
<b>+KZNM-FM</b>																				
WI '02		3								6			1	9	.2	1.1		7		
FA '01		19				10														
SU '01	2	46	.3	2.9	1	16	.2	1.6	1	20	.2	1.3	1	18	.2	1.1	4	28	.7	6.3
SP '01		19			1	8	.2	1.4		11				3				6		
<b>4-Book</b>	<b>1</b>	<b>22</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>9</b>	<b>.1</b>	<b>.8</b>		<b>9</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>8</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>10</b>	<b>.2</b>	<b>1.6</b>
WI '01	2	31	.3	2.9	1	18	.2	1.1	3	17	.5	6.1	2	23	.3	2.4	1	12	.2	1.5
<b>KZRR-FM</b>																				
WI '02	3	84	.5	4.8	6	56	.9	7.4	1	18	.2	2.9	4	31	.6	4.3	3	18	.5	5.5
FA '01	2	71	.3	3.1	2	33	.3	2.6	1	15	.2	3.2	5	31	.8	5.3	2	25	.3	2.8
SU '01	2	79	.3	2.9	2	31	.3	3.1	3	31	.5	3.9	3	32	.5	3.4	2	24	.3	3.2
SP '01	2	47	.3	2.9	2	21	.3	2.8	1	30	.2	1.6	4	21	.7	4.3	1	17	.2	1.5
<b>4-Book</b>	<b>2</b>	<b>70</b>	<b>.4</b>	<b>3.4</b>	<b>3</b>	<b>35</b>	<b>.5</b>	<b>4.0</b>	<b>2</b>	<b>24</b>	<b>.3</b>	<b>2.9</b>	<b>4</b>	<b>29</b>	<b>.7</b>	<b>4.3</b>	<b>2</b>	<b>21</b>	<b>.3</b>	<b>3.3</b>
WI '01	4	93	.7	5.7	5	47	.9	5.4	5	36	.9	10.2	4	40	.7	4.7	2	33	.3	3.0
<b>KBAC-FM</b>																				
WI '02																				
FA '01		9				6														
SU '01																				
SP '01		3				3				3				3						
<b>4-Book</b>	<b>3</b>	<b>3</b>				<b>2</b>				<b>1</b>				<b>1</b>						
WI '01		3				3														
<b>TOTALS</b>																				
WI '02	62	619	9.5		81	519	12.3		34	302	5.2		94	501	14.3		55	385	8.4	
FA '01	65	590	10.6		77	465	12.5		31	280	5.0		95	477	15.4		71	420	11.5	
SU '01	69	525	12.1		64	434	11.2		77	408	13.5		89	454	15.6		63	382	11.0	
SP '01	69	533	12.1		72	399	12.6		63	370	11.0		94	452	16.4		67	405	11.7	
<b>4-Book</b>	<b>66</b>	<b>567</b>	<b>11.1</b>		<b>74</b>	<b>454</b>	<b>12.2</b>		<b>51</b>	<b>340</b>	<b>8.7</b>		<b>93</b>	<b>471</b>	<b>15.4</b>		<b>64</b>	<b>398</b>	<b>10.7</b>	
WI '01	70	541	12.2		92	472	16.1		49	280	8.6		85	440	14.9		66	368	11.5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABG-FM																				
WI '02	16			1	13	.2	1.7	4	4	.6	7.3					2	3	.3	3.0	
4-Book	14	.1	.3	1	8	.1	.8	2	2	.3	3.5	1	2	.1	.8	1	1	.1	.8	
KBQI-FM																				
WI '02	3	67	.5	4.5	1	33	.2	1.7	2	11	.3	3.6	1	10	.2	1.1	1	3	.2	1.5
4-Book	3	51	.4	3.5	2	36	.3	2.5	1	7	.2	2.0	2	7	.3	1.8	2	8	.4	3.0
KBTK-AM																				
WI '02																				
4-Book	1																			
KBZU-FM																				
WI '02	2	23	.3	3.0		16			1	4	.2	1.8	2	8	.3	2.2				
4-Book	1	23	.2	1.5		14	.1	.4		1	.1	.5	1	6	.1	.8	1	3	.2	1.4
KHFM-FM																				
WI '02		7				10			1	7	.2	1.8								
4-Book	1	14	.1	.7	1	13	.1	.9		3	.1	.5		2	.1	.3				
KIOT-FM																				
WI '02	2	37	.3	3.0	3	15	.5	5.2	4	7	.6	7.3	5	7	.8	5.5	3	4	.5	4.5
4-Book	1	31	.2	1.5	1	17	.2	2.1	1	2	.2	1.8	2	5	.3	2.0	2	4	.3	2.2
KIVA-AM																				
WI '02		7																		
4-Book	3																			
KKJY-AM																				
WI '02																				
4-Book																				
KKOB-AM																				
WI '02		17																		
4-Book	17		.1	.3		2												2	.1	.3
KKOB-FM																				
WI '02	2	39	.3	3.0	1	26	.2	1.7	2	6	.3	3.6	3	14	.5	3.3				
4-Book	2	24	.3	2.1	1	15	.2	1.3	2	5	.3	3.8	2	5	.3	1.8	1	2	.1	.7
KKRG-FM																				
WI '02		4																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	11	236	1.7	16.4	11	172	1.7	19.0	9	44	1.4	16.4	18	78	2.7	19.8	15	53	2.3	22.4
4-Book	13	236	2.2	18.7	11	152	1.8	18.1	9	37	1.5	18.7	17	64	2.8	20.0	14	44	2.4	19.7
KLSK-FM																				
WI '02		21				19				4			1	11	.2	1.1				
4-Book	1	24	.2	1.7	1	13	.1	.8	1	3	.1	1.6	2	10	.4	2.3	1	4	.2	1.7
KLVD-FM																				
WI '02	3	41	.5	4.5	2	24	.3	3.4	3	7	.5	5.5	2	9	.3	2.2	5	9	.8	7.5
4-Book	3	38	.5	4.1	2	29	.4	3.8	2	8	.3	3.8	3	11	.5	3.4	4	10	.6	5.3
KMGA-FM																				
WI '02	1	23	.2	1.5		18							1	6	.2	1.1	1	9	.2	1.5
4-Book	1	27	.2	1.1		14	.1	.4		2			1	4	.1	.6	1	4	.1	.7
KNKT-FM																				
WI '02		10				13							1	7	.2	1.1	1	3	.2	1.5
4-Book		11	.1	.3		10	.1	.4					1	4	.2	.9	1	3	.1	1.0
KNML-AM																				
WI '02		8																		
4-Book		6	.1	.3		4	.1	.4	1	1	.2	2.5					1	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

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPEK-FM</b>																				
WI '02	2	79	.3	3.0	1	26	.2	1.7		3			2	10	.3	2.2	2	13	.3	3.0
4-Book	2	64	.3	2.4	2	39	.3	2.5	1	5	.1	1.7	2	14	.4	2.6	3	13	.4	3.5
<b>KQEO-FM</b>																				
WI '02					10				3											
4-Book	1	10	.1	.7	9	.1	.4		2	.1	.6	1	2	.1	.7					
<b>KRQS-FM</b>																				
WI '02		3			3				3									1	.1	.3
4-Book		5			5				2											
<b>KRST-FM</b>																				
WI '02	1	38	.2	1.5	1	29	.2	1.7	1	10	.2	1.8	2	13	.3	2.2	1	6	.2	1.5
4-Book	1	44	.2	1.7	1	28	.2	1.7	1	8	.2	2.1	2	11	.3	1.7	1	5	.2	1.7
<b>KRZY-AM</b>																				
WI '02		7			4				4									1	.1	.3
4-Book		9			6	.1	.9		1				1	2	.1	.6	1	3	.2	1.3
<b>KRZY-FM</b>																				
WI '02		13			7				4									2	.4	2.7
4-Book	1	16	.1	1.0	9	.2	1.3	1	1	.1	1.6	1	3	.2	1.2	2	2	.4	2.7	
<b>KSYU-FM</b>																				
WI '02	1	39	.2	1.5	1	17	.2	1.7					1	9	.2	1.1	4	7	.6	6.0
4-Book	1	38	.2	1.7	1	18	.2	1.3		2			2	9	.3	1.8	2	7	.3	2.8
<b>KTEG-FM</b>																				
WI '02	9	146	1.4	13.4	8	102	1.2	13.8	5	17	.8	9.1	15	51	2.3	16.5	6	18	.9	9.0
4-Book	7	120	1.2	9.9	7	82	1.1	10.9	5	14	.8	10.2	9	32	1.4	9.9	7	22	1.2	9.7
<b>KTZO-FM</b>																				
WI '02	2	73	.3	3.0	1	49	.2	1.7	1	7	.2	1.8	2	18	.3	2.2	1	13	.2	1.5
4-Book	2	64	.3	2.5	2	42	.3	2.9	1	6	.2	2.2	3	16	.5	4.0	3	13	.4	3.3
<b>KYLZ-FM</b>																				
WI '02	18	278	2.7	26.9	18	210	2.7	31.0	13	53	2.0	23.6	27	104	4.1	29.7	16	59	2.4	23.9
4-Book	22	268	3.6	30.2	18	194	3.0	30.2	13	50	2.1	26.7	23	80	3.8	26.9	19	62	3.2	26.5
<b>+KZNM-FM</b>																				
WI '02					3															
4-Book		15	.1	.3	1	12	.1	1.2		1	.1	.6	1	4	.1	.9				
<b>KZRR-FM</b>																				
WI '02	3	73	.5	4.5	1	33	.2	1.7	1	4	.2	1.8	3	7	.5	3.3	2	7	.3	3.0
4-Book	3	56	.5	3.9	2	29	.3	2.5	1	4	.2	2.1	3	8	.5	3.6	2	8	.3	2.1
<b>KBAC-FM</b>																				
WI '02																		2	.1	.3
4-Book		2			2															
<b>TOTALS</b>																				
WI '02	67	601	10.2		58	512	8.8		55	180	8.4		91	284	13.9		67	197	10.2	
4-Book	71	549	11.9		60	467	9.9		47	157	7.8		85	240	14.1		73	206	12.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
KABG-FM																				
WI '02	1	9	.2	2.2																
4-Book	1	4	.1	.9	1	2	.2	2.9	1	2	.2	1.5	1	2	.1	.7		1	.1	.5
KBQI-FM																				
WI '02		3			2	10	.3	5.4	1	10	.2	1.6	1	6	.2	1.6	4	9	.6	8.9
4-Book	2	11	.3	2.5	2	9	.3	5.9	2	11	.3	2.7	1	6	.2	2.2	2	6	.3	3.7
KBTK-AM																				
WI '02																				
4-Book																				
KBZU-FM																				
WI '02																				
4-Book		2	.1	.4					6	.1	.4			4	.1	.5				
KHFM-FM																				
WI '02					4															
4-Book		1	.1	.4	2	.1	.7	1	4	.2	1.5	1	4	.2	2.3	1	4	.2	2.2	
KIOT-FM																				
WI '02					1	4	.2	2.7	4	4	.6	6.6	5	11	.8	7.9	1	4	.2	2.2
4-Book	1	5	.1	1.1	2	.1	.7	2	6	.3	2.8	1	4	.2	2.0	1	3	.1	1.0	
KIVA-AM																				
WI '02																				
4-Book																				
KKJY-AM																				
WI '02																				
4-Book																				
KKOB-AM																				
WI '02																				
4-Book		1			2	.1	.7													
KKOB-FM																				
WI '02		3			1	6	.2	2.7	1	6	.2	1.6	1	3	.2	1.6		3		
4-Book	1	2	.1	.7	1	4	.2	2.9	2	.1	.4	1	2	.1	.4	1	2	.1	1.7	
KKRG-FM																				
WI '02																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KKSS-FM																				
WI '02	10	35	1.5	21.7	4	18	.6	10.8	12	61	1.8	19.7	8	30	1.2	12.7	7	26	1.1	15.6
4-Book	13	45	2.2	20.5	5	20	.8	13.1	11	48	1.8	17.1	8	33	1.4	15.4	8	31	1.4	16.8
KLSK-FM																				
WI '02														8						
4-Book	1	3	.1	.7					1				1	4	.1	.7		1		
KLVD-FM																				
WI '02		4			3	7	.5	8.1	3	9	.5	4.9	2	7	.3	3.2				
4-Book	2	8	.3	2.6	2	7	.3	5.5	4	12	.6	5.4	2	7	.3	2.7	2	5	.3	3.5
KMGA-FM																				
WI '02		6				3			1	3	.2	1.6		3						
4-Book		4	.1	.4	1				1	3	.1	.8	1	3	.1	1.6	1	4	.2	1.6
KNKT-FM																				
WI '02					1	10	.2	2.7		4				4						
4-Book					1	4	.1	1.5	1	5	.1	.7	1	3	.1	.7				
KNML-AM																				
WI '02																				
4-Book	1	2	.1	.7	1	1	.2	2.6					1				1	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

Target Listener Estimates - Teens 12-17

Teens 12-17																						
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID						
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr			
KPEK-FM																						
WI '02	3							1	6	.2	1.6		2	7	.3	3.2		2	4	.3	4.4	
4-Book	1	6	.1	1.1				2	11	.4	3.1		2	6	.3	3.5		2	7	.3	3.2	
KQEO-FM																						
WI '02									4				4									
4-Book	1				2			1	5	.2	1.6		1	3	.2	1.5			2	.1	.5	
KRQS-FM																						
WI '02																						
4-Book	1	.1	.4		1				1	.1	.4								2	.1	.6	
KRST-FM																						
WI '02	1	10	.2	2.2				1	3	.2	1.6								1	6	.2	2.2
4-Book	1	5	.2	1.7	1	3	.2	2.9	2	6	.3	2.7		1	6	.2	2.1		1	3	.2	1.6
KRZY-AM																						
WI '02																						
4-Book									1	.1	.4		1	3	.1	1.0			1			
KRZY-FM																						
WI '02				1	4	.2	2.7	1	4	.2	1.6			3								
4-Book	1	2	.2	1.9	1	2	.1	2.3	1	4	.1	1.1		1	2	.1	1.0			1		
KSYU-FM																						
WI '02					3			2	6	.3	3.3		3	3	.5	4.8		1	3	.2	2.2	
4-Book		1	.1	.4	3	.1	.7	2	6	.3	2.7		1	3	.2	1.7		1	3	.1	1.2	
KTEG-FM																						
WI '02	7	29	1.1	15.2	4	19	.6	10.8	9	28	1.4	14.8		8	37	1.2	12.7		6	18	.9	13.3
4-Book	7	27	1.2	11.7	4	11	.6	10.1	8	26	1.3	12.1		5	24	.9	8.9		6	23	1.0	12.8
KTZO-FM																						
WI '02		6			2	15	.3	5.4	3	22	.5	4.9		1	6	.2	1.6			3		
4-Book	1	7	.2	1.4	1	6	.2	2.9	3	18	.5	4.3		2	8	.3	2.7		1	6	.2	2.6
KYLZ-FM																						
WI '02	22	74	3.4	47.8	10	36	1.5	27.0	15	62	2.3	24.6		25	73	3.8	39.7		17	60	2.6	37.8
4-Book	22	72	3.6	34.7	11	36	1.9	31.1	18	70	3.0	27.3		20	58	3.3	36.9		17	55	2.8	37.0
+KZNM-FM																						
WI '02								1	3	.2	1.6								1	3	.2	2.2
4-Book	1	3	.1	1.1				2	5	.3	2.3		1	3	.2	1.8		1	4	.1	1.7	
KZRR-FM																						
WI '02				1	7	.2	2.7	3	11	.5	4.9			4					1	7	.2	2.2
4-Book	3	8	.5	4.3	3	.1	.7	1	6	.2	2.0		1	4	.2	2.3		1	4	.1	1.2	
KBAC-FM																						
WI '02																						
4-Book																						
TOTALS																						
WI '02	46	149	7.0		37	161	5.6		61	224	9.3		63	187	9.6		45	150	6.9			
4-Book	64	193	10.7		36	130	5.9		65	212	10.8		56	167	9.3		47	154	7.8			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# 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+
<b>KABG-FM</b>	30		9		1	3	4	1	1	20	1		4	9	4	1
(%)	100	2	32	1	2	10	12	4	2	67	2	1	15	32	12	5
Rating	.5		.3		.2	.5	.8	.3	.3	.7	.3		.7	1.7	1.2	.2
Share	3.3		2.1		1.1	2.8	4.7	2.2	2.4	4.6	1.7		4.5	9.7	7.1	1.7
<b>KBQI-FM</b>	52	3	20	4	10	3	1	2	1	29	4	8	9	6	1	2
(%)	100	5	39	8	18	5	1	4	2	57	7	16	16	11	3	3
Rating	.9	.5	.8	1.1	2.0	.5	.2	.6	.3	1.0	1.1	1.6	1.5	1.1	.3	.4
Share	5.7	4.8	4.8	8.2	10.9	2.8	1.2	4.3	2.4	6.7	6.7	10.7	10.1	6.5	1.8	3.4
<b>KBTK-AM</b>	15		10		2	2	2	3	2	5		1		2	1	2
(%)	100		65		10	13	14	17	12	35	1	4		10	8	12
Rating	.2		.4		.4	.3	.4	1.0	.6	.2		.2		.4	.3	.4
Share	1.6		2.4		2.2	1.9	2.3	6.5	4.9	1.2		1.3		2.2	1.8	3.4
<b>KBZU-FM</b>	28	1	19	2	4	9	4			7	1	1	3	1		
(%)	100	3	71	8	14	31	16	1		26	3	5	10	5	2	1
Rating	.5	.2	.7	.5	.8	1.6	.8			.3	.3	.2	.5	.2		
Share	3.1	1.6	4.5	4.1	4.3	8.5	4.7			1.6	1.7	1.3	3.4	1.1		
<b>KHFM-FM</b>	36		14		1	2	5	2	3	22	3	1	1	5	5	9
(%)	100		38		3	6	15	5	9	62	7	3	2	12	13	25
Rating	.6		.5		.2	.3	1.0	.6	.9	.8	.8	.2	.2	.9	1.5	1.9
Share	3.9		3.3		1.1	1.9	5.8	4.3	7.3	5.1	5.0	1.3	1.1	5.4	8.9	15.3
<b>KIOT-FM</b>	28	2	11	1	1	3	6		1	15	1	4	3	7		
(%)	100	7	41	3	2	10	21	2	2	53	2	13	10	26		1
Rating	.5	.3	.4	.3	.2	.5	1.2		.3	.5	.3	.8	.5	1.3		
Share	3.1	3.2	2.6	2.0	1.1	2.8	7.0		2.4	3.5	1.7	5.3	3.4	7.5		
<b>KIVA-AM</b>	10		5			1	1	1	1	5			2	1		2
(%)	100		51	4	3	9	13	11	11	48			17	11	4	16
Rating	.2		.2			.2	.2	.3	.3	.2			.3	.2		.4
Share	1.1		1.2			.9	1.2	2.2	2.4	1.2			2.2	1.1		3.4
<b>KKJY-AM</b>	14		5					1	4	9					2	7
(%)	100		37		2			8	26	63					13	50
Rating	.2		.2					.3	1.1	.3				.6	1.5	
Share	1.5		1.2					2.2	9.8	2.1				3.6	11.9	
<b>KKOB-AM</b>	83		46		5	7	14	8	12	36	1	3	4	7	8	14
(%)	100		56	1	6	8	17	9	15	44	1	4	5	8	9	17
Rating	1.4		1.8		1.0	1.2	2.7	2.6	3.4	1.3	.3	.6	.7	1.3	2.4	2.9
Share	9.1		10.9		5.4	6.6	16.3	17.4	29.3	8.3	1.7	4.0	4.5	7.5	14.3	23.7
<b>KKOB-FM</b>	37	1	16		5	7	2	1		19	1	5	7	3	1	3
(%)	100	4	44	1	15	20	6	2	1	51	2	14	18	7	2	8
Rating	.6	.2	.6		1.0	1.2	.4	.3		.7	.3	1.0	1.2	.6	.3	.6
Share	4.0	1.6	3.8		5.4	6.6	2.3	2.2		4.4	1.7	6.7	7.9	3.2	1.8	5.1
<b>KKRG-FM</b>	14		7	1	1		3	2	1	6		1	1	2	1	1
(%)	100		54	5	5		21	12	7	46		2	5	7	10	6
Rating	.2		.3	.3	.2		.6	.6	.3	.2		.2	.2	.4	.3	.2
Share	1.5		1.7	2.0	1.1		3.5	4.3	2.4	1.4		1.3	1.1	2.2	1.8	1.7
<b>KKSS-FM</b>	39	11	11	6	3	1	1			17	9	5	3	1		
(%)	100	28	28	15	7	2	3			44	22	12	7	2		
Rating	.6	1.7	.4	1.6	.6	.2	.2			.6	2.5	1.0	.5	.2		
Share	4.3	17.7	2.6	12.2	3.3	.9	1.2			3.9	15.0	6.7	3.4	1.1		
<b>KLSK-FM</b>	11		7	1	2	3	1			4		1	1	1		
(%)	100		60	6	13	24	13	1	3	38		12	10	12	1	
Rating	.2		.3	.3	.4	.5	.2			.1		.2	.2	.2		
Share	1.2		1.7	2.0	2.2	2.8	1.2			.9		1.3	1.1	1.1		
<b>KLVO-FM</b>	25	3	11	1	5	1	1	1	2	11	3	3	3	1	1	1
(%)	100	10	44	4	20	5	5	3	7	46	11	13	13	3	3	3
Rating	.4	.5	.4	.3	1.0	.2	.2	.3	.6	.4	.8	.6	.5	.2	.3	.2
Share	2.7	4.8	2.6	2.0	5.4	.9	1.2	2.2	4.9	2.5	5.0	4.0	3.4	1.1	1.8	1.7

\* 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+
<b>KABG-FM</b>	506	23	212	18	20	39	75	44	14	271	16	19	37	123	60	14
(%)	100	5	42	4	4	8	15	9	3	54	3	4	7	24	12	3
Rating	8.4	3.5	8.1	4.9	4.0	6.8	14.6	14.1	4.0	9.7	4.5	3.9	6.3	22.6	17.7	2.9
<b>KBQI-FM</b>	768	74	260	55	85	49	23	25	23	435	102	98	67	85	33	49
(%)	100	10	34	7	11	6	3	3	3	57	13	13	9	11	4	6
Rating	12.7	11.3	10.0	15.1	17.1	8.6	4.5	8.0	6.6	15.6	28.5	20.1	11.5	15.6	9.7	10.3
<b>KBTK-AM</b>	295	7	182		21	32	62	43	25	106	9	16	3	29	23	26
(%)	100	2	62		7	11	21	15	9	36	3	5	1	10	8	9
Rating	4.9	1.1	7.0		4.2	5.6	12.1	13.8	7.1	3.8	2.5	3.3	.5	5.3	6.8	5.5
<b>KBZU-FM</b>	445	35	219	27	50	83	46	11	3	190	28	47	50	51	8	6
(%)	100	8	49	6	11	19	10	2	1	43	6	11	11	11	2	1
Rating	7.4	5.3	8.4	7.4	10.1	14.5	9.0	3.5	.9	6.8	7.8	9.7	8.5	9.4	2.4	1.3
<b>KHFM-FM</b>	511	13	191	5	26	36	36	43	45	307	33	46	31	56	55	85
(%)	100	3	37	1	5	7	7	8	9	60	6	9	6	11	11	17
Rating	8.4	2.0	7.3	1.4	5.2	6.3	7.0	13.8	12.9	11.0	9.2	9.4	5.3	10.3	16.2	17.9
<b>KIOT-FM</b>	603	41	279	32	33	95	89	20	9	283	32	85	69	88	5	4
(%)	100	7	46	5	6	16	15	3	1	47	5	14	11	15	1	1
Rating	10.0	6.3	10.7	8.8	6.7	16.6	17.3	6.4	2.6	10.2	8.9	17.5	11.8	16.2	1.5	.8
<b>KIVA-AM</b>	261	7	144	10	9	36	24	28	37	110	3		27	29	15	36
(%)	100	3	55	4	3	14	9	11	14	42	1		10	11	6	14
Rating	4.3	1.1	5.5	2.7	1.8	6.3	4.7	9.0	10.6	3.9	.8		4.6	5.3	4.4	7.6
<b>KKJY-AM</b>	239		99		5		7	23	65	140	3		3		36	97
(%)	100		42		2		3	10	27	58	1		1		15	41
Rating	3.9		3.8		1.0		1.4	7.4	18.6	5.0	.8		.5		10.6	20.4
<b>KKOB-AM</b>	1214	22	674	23	75	120	157	132	167	518	17	39	63	99	122	180
(%)	100	2	56	2	6	10	13	11	14	43	1	3	5	8	10	15
Rating	20.1	3.4	25.8	6.3	15.1	20.9	30.6	42.3	47.7	18.6	4.7	8.0	10.8	18.2	36.0	37.9
<b>KKOB-FM</b>	797	48	322	18	88	107	62	32	15	427	42	144	100	70	22	49
(%)	100	6	40	2	11	13	8	4	2	54	5	18	13	9	3	6
Rating	13.2	7.3	12.3	4.9	17.7	18.7	12.1	10.3	4.3	15.3	11.7	29.6	17.1	12.9	6.5	10.3
<b>KKRG-FM</b>	322	4	169	18	34	18	44	39	17	149	7	19	17	52	35	19
(%)	100	1	53	6	11	6	14	12	5	46	2	6	5	16	11	6
Rating	5.3	.6	6.5	4.9	6.9	3.1	8.6	12.5	4.9	5.3	2.0	3.9	2.9	9.6	10.3	4.0
<b>KKSS-FM</b>	958	257	296	139	101	35	15	2	3	406	185	97	76	35		13
(%)	100	27	31	15	11	4	2			42	19	10	8	4		1
Rating	15.8	39.2	11.3	38.2	20.4	6.1	2.9	.6	.9	14.6	51.7	19.9	13.0	6.4		2.7
<b>KLSK-FM</b>	409	29	186	23	41	53	53	13	3	195	28	70	42	47	8	
(%)	100	7	45	6	10	13	13	3	1	48	7	17	10	12	2	
Rating	6.8	4.4	7.1	6.3	8.3	9.2	10.3	4.2	.9	7.0	7.8	14.4	7.2	8.6	2.4	
<b>KLVO-FM</b>	316	41	123	30	36	17	14	10	16	152	30	32	27	17	22	24
(%)	100	13	39	9	11	5	4	3	5	48	10	10	9	5	7	8
Rating	5.2	6.3	4.7	8.2	7.3	3.0	2.7	3.2	4.6	5.5	8.4	6.6	4.6	3.1	6.5	5.1

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+
<b>KMGA-FM</b>	47	1	12		2	5	1	2	2	2	35	3	5	7	12	5	2
(%)	100	1	25	1	4	11	2	3	4	74	7	11	15	26	11	3	
Rating	.8	.2	.5		.4	.9	.2	.6	.6	1.3	.8	1.0	1.2	2.2	1.5	.4	
Share	5.1	1.6	2.9		2.2	4.7	1.2	4.3	4.9	8.1	5.0	6.7	7.9	12.9	8.9	3.4	
<b>KNKT-FM</b>	12		6		1	1	3			6		1	2	1	2		
(%)	100	3	47		7	12	24		1	49		8	14	7	17	3	
Rating	.2		.2		.2	.2	.6			.2		.2	.3	.2	.6		
Share	1.3		1.4		1.1	.9	3.5			1.4		1.3	2.2	1.1	3.6		
<b>KNML-AM</b>	13		12	1	3	3	2	1	1	1		1	1	4		1	
(%)	100		91	8	20	27	15	11	11	8		1	1	4		1	
Rating	.2		.5	.3	.6	.5	.4	.3	.3	.3							
Share	1.4		2.9	2.0	3.3	2.8	2.3	2.2	2.4	.2							
<b>KPEK-FM</b>	32	2	11	1	4	4	2			19	6	4	7	3			
(%)	100	5	34	3	12	13	5			60	17	11	22	8		1	
Rating	.5	.3	.4	.3	.8	.7	.4			.7	1.7	.8	1.2	.6			
Share	3.5	3.2	2.6	2.0	4.3	3.8	2.3			4.4	10.0	5.3	7.9	3.2			
<b>KQEO-FM</b>	15		10			4	4	2		5				2	2	1	
(%)	100		67	1		24	24	15	3	33		3	1	15	10	5	
Rating	.2		.4			.7	.8	.6		.2				.4	.6	.2	
Share	1.6		2.4			3.8	4.7	4.3		1.2				2.2	3.6	1.7	
<b>KRQS-FM</b>	36		18		3	6	5	2	2	18		2	4	6	2	3	
(%)	100		50		8	17	13	6	5	50	1	7	11	16	7	9	
Rating	.6		.7		.6	1.0	1.0	.6	.6	.6		.4	.7	1.1	.6	.6	
Share	3.9		4.3		3.3	5.7	5.8	4.3	4.9	4.2		2.7	4.5	6.5	3.6	5.1	
<b>KRST-FM</b>	32	1	13	2	2	3	3	1	2	17	1	3	3	4	5	1	
(%)	100	2	43	6	8	9	11	4	6	55	5	9	10	12	16	4	
Rating	.5	.2	.5	.5	.4	.5	.6	.3	.6	.6	.3	.6	.5	.7	1.5	.2	
Share	3.5	1.6	3.1	4.1	2.2	2.8	3.5	2.2	4.9	3.9	1.7	4.0	3.4	4.3	8.9	1.7	
<b>KRZY-AM</b>	4		2	1		1				2	1		1		3		
(%)	100	3	49	15	6	22	2	5		48	22	8	15		3		
Rating	.1		.1	.3		.2				.1	.3		.2				
Share	.4		.5	2.0		.9				.5	1.7		1.1				
<b>KRZY-FM</b>	20		9	2	5	1	1	1		10		3	2	2	2		
(%)	100	1	48	8	25	5	6	5		50	2	18	9	9	11	1	
Rating	.3		.3	.5	1.0	.2	.2	.3		.4		.6	.3	.4	.6		
Share	2.2		2.1	4.1	5.4	.9	1.2	2.2		2.3		4.0	2.2	2.2	3.6		
<b>KSYU-FM</b>	14	1	4		2	1			1	9	3	3	1	1	1		
(%)	100	8	31	1	14	10		5	1	61	22	21	5	6	5	2	
Rating	.2	.2	.2		.4	.2		.3		.3	.8	.6	.2	.2	.3		
Share	1.5	1.6	1.0		2.2	.9		2.2		2.1	5.0	4.0	1.1	1.1	1.8		
<b>KTEG-FM</b>	27	9	16	6	6	4	1			3	2	1		1			
(%)	100	31	58	20	21	13	3			11	6	4		1			
Rating	.4	1.4	.6	1.6	1.2	.7	.2			.1	.6	.2					
Share	3.0	14.5	3.8	12.2	6.5	3.8	1.2			.7	3.3	1.3					
<b>KTZO-FM</b>	24	2	13	3	2	6	1			10	4	2	2	1			
(%)	100	7	53	13	10	24	5	1		40	17	10	7	5	1		
Rating	.4	.3	.5	.8	.4	1.0	.2			.4	1.1	.4	.3	.2			
Share	2.6	3.2	3.1	6.1	2.2	5.7	1.2			2.3	6.7	2.7	2.2	1.1			
<b>KYLZ-FM</b>	50	19	11	4	3	1	2			20	10	4	4	1			
(%)	100	38	22	9	7	2	3			40	21	8	8	2			
Rating	.8	2.9	.4	1.1	.6	.2	.4			.7	2.8	.8	.7	.2			
Share	5.5	30.6	2.6	8.2	3.3	.9	2.3			4.6	16.7	5.3	4.5	1.1			
<b>KZNM-FM</b>	12		7		1	3	2	1	1	5		1		2	1	1	
(%)	100	1	60		9	22	16	5	7	40		8	3	16	5	7	
Rating	.2		.3		.2	.5	.4	.3	.3	.2		.2		.4	.3	.2	
Share	1.3		1.7		1.1	2.8	2.3	2.2	2.4	1.2		1.3		2.2	1.8	1.7	

\* 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+
KMGA-FM	705	39	238	9	37	78	41	39	34	428	59	105	66	128	44	26
(%)	100	5	34	1	5	11	6	6	5	61	8	15	9	18	6	4
Rating	11.6	5.9	9.1	2.5	7.5	13.6	8.0	12.5	9.7	15.4	16.5	21.6	11.3	23.5	13.0	5.5
KNKT-FM	242	16	102	5	13	32	37	9	5	124		28	38	29	20	9
(%)	100	7	42	2	5	13	15	4	2	51		12	16	12	8	4
Rating	4.0	2.4	3.9	1.4	2.6	5.6	7.2	2.9	1.4	4.4		5.7	6.5	5.3	5.9	1.9
KNML-AM	279	8	208	9	55	60	30	25	29	63	4	16	16	18	2	6
(%)	100	3	75	3	20	21	11	9	10	22	2	6	6	6	1	2
Rating	4.6	1.2	8.0	2.5	11.1	10.5	5.8	8.0	8.3	2.3	1.1	3.3	2.7	3.3	.6	1.3
KPEK-FM	734	86	261	65	79	76	28	8	5	388	101	128	93	50	2	13
(%)	100	12	36	9	11	10	4	1	1	53	14	17	13	7		2
Rating	12.1	13.1	10.0	17.9	15.9	13.3	5.5	2.6	1.4	13.9	28.2	26.3	15.9	9.2	.6	2.7
KQEO-FM	298	10	132	14		27	52	31	8	156	3	11	11	85	22	24
(%)	100	3	44	5		9	17	10	3	52	1	4	4	29	7	8
Rating	4.9	1.5	5.1	3.8		4.7	10.1	9.9	2.3	5.6	.8	2.3	1.9	15.6	6.5	5.1
KRQS-FM	473	10	212		25	66	52	40	29	251	16	31	65	84	29	26
(%)	100	2	45		5	14	11	9	6	53	3	7	14	18	6	6
Rating	7.8	1.5	8.1		5.0	11.5	10.1	12.8	8.3	9.0	4.5	6.4	11.1	15.4	8.6	5.5
KRST-FM	767	54	328	60	54	66	68	35	46	385	65	79	72	66	63	39
(%)	100	7	43	8	7	9	9	5	6	50	8	10	9	9	8	5
Rating	12.7	8.2	12.6	16.5	10.9	11.5	13.3	11.2	13.1	13.8	18.2	16.2	12.3	12.1	18.6	8.2
KRZY-AM	99	11	55	21	12	13	4	5		33	18	8	3		3	
(%)	100	11	56	22	12	13	4	5		33	18	8	3		3	
Rating	1.6	1.7	2.1	5.8	2.4	2.3	.8	1.6		1.2	5.0	1.6	.5		.9	
KRZY-FM	232	13	82	4	32	22	12	13		137	15	27	24	27	34	10
(%)	100	6	35	2	14	9	5	5		59	6	12	10	11	15	4
Rating	3.8	2.0	3.1	1.1	6.5	3.8	2.3	4.2		4.9	4.2	5.5	4.1	5.0	10.0	2.1
KSYU-FM	309	53	69	9	12	26	6	8	8	188	42	74	29	27	6	10
(%)	100	17	22	3	4	8	2	3	3	61	13	24	9	9	2	3
Rating	5.1	8.1	2.6	2.5	2.4	4.5	1.2	2.6	2.3	6.7	11.7	15.2	5.0	5.0	1.8	2.1
KTEG-FM	554	168	231	98	69	43	18		3	154	73	39	21	21		
(%)	100	30	42	18	12	8	3			28	13	7	4	4		
Rating	9.2	25.6	8.9	26.9	13.9	7.5	3.5		.9	5.5	20.4	8.0	3.6	3.9		
KTZO-FM	695	95	258	75	59	98	17	5	5	341	120	121	55	30	12	3
(%)	100	14	37	11	8	14	2	1	1	49	17	17	8	4	2	
Rating	11.5	14.5	9.9	20.6	11.9	17.1	3.3	1.6	1.4	12.2	33.5	24.8	9.4	5.5	3.5	.6
KYLZ-FM	920	315	257	130	65	35	19	5	3	349	165	90	66	24		5
(%)	100	34	28	14	7	4	2	1		38	18	10	7	3		1
Rating	15.2	48.0	9.9	35.7	13.1	6.1	3.7	1.6	.9	12.5	46.1	18.5	11.3	4.4		1.1
KZNM-FM	161	3	70	9	20	9	18	7	6	88	12	24	14	20	3	15
(%)	100	2	44	6	12	5	11	5	4	54	8	15	9	12	2	9
Rating	2.7	.5	2.7	2.5	4.0	1.6	3.5	2.2	1.7	3.2	3.4	4.9	2.4	3.7	.9	3.2

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+
KZRR-FM		44	3	32	9	11	9	2			10	1	3	5	1		
	(%)	100	6	72	21	25	20	6			22	3	6	11	2		
	Rating	.7	.5	1.2	2.5	2.2	1.6	.4			.4	.3	.6	.9	.2		
	Share	4.8	4.8	7.6	18.4	12.0	8.5	2.3			2.3	1.7	4.0	5.6	1.1		
KBAC-FM		6		4		1		1	1		2		1	1	1		
	(%)	100		64		21	7	20	16		36	1	10	11	12	1	
	Rating	.1		.2		.2		.2	.3		.1		.2	.2	.2		
	Share	.7		1.0		1.1		1.2	2.2		.5		1.3	1.1	1.1		
<b>TOTALS</b>	915	62	421	49	92	106	86	46	41	432	60	75	89	93	56	59	
(%)	100	7	46	5	10	12	9	5	4	47	7	8	10	10	6	6	
Rating	15.1	9.5	16.1	13.5	18.5	18.5	16.8	14.7	11.7	15.5	16.8	15.4	15.2	17.1	16.5	12.4	

\* 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+
<b>KZRR-FM</b>	819	84	436	84	173	134	27	13	5	298	62	117	87	21	8	3
(%)	100	10	53	10	21	16	3	2	1	36	8	14	11	3	1	
Rating	13.5	12.8	16.7	23.1	34.9	23.4	5.3	4.2	1.4	10.7	17.3	24.0	14.9	3.9	2.4	.6
<b>KBAC-FM</b>	120		51		8	13	18	8	3	70	7	15	20	20	2	5
(%)	100		42		7	11	15	7	3	58	6	13	16	17	2	4
Rating	2.0		2.0		1.6	2.3	3.5	2.6	.9	2.5	2.0	3.1	3.4	3.7	.6	1.1
<b>TOTALS</b>	5673	619	2419	337	480	544	467	287	305	2635	343	467	546	520	331	429
(%)	100	11	43	6	8	10	8	5	5	46	6	8	10	9	6	8
Rating	93.7	94.4	92.8	92.6	96.8	94.9	91.0	92.0	87.1	94.5	95.8	95.9	93.3	95.6	97.6	90.3

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
KABG-FM (%)	11 28	14 37	13 34		12 27	12 25	22 48	1	14 52	11 39	2 9		10 36	9 31	10 33	
KBQI-FM (%)	19 25	29 39	27 36		10 13	17 22	50 64	1 1	13 39	17 47	5 13	1	13 25	17 35	19 39	1
KBTK-AM (%)	14 53	10 38	3 9		4 24	7 44	5 32		3 73	1 27			8 52	5 35	2 12	
KBZU-FM (%)	5 15	15 44	14 41	1	5 10	13 29	28 60	1	8 35	10 44	5 21		5 18	10 38	11 43	1
KHFM-FM (%)	21 49	9 21	13 30		18 33	8 16	26 49	1 2	26 70	8 21	2 4	2 5	19 54	6 18	10 27	1 1
KIOT-FM (%)	11 31	11 33	12 34	1 2	8 18	11 26	24 55	1	11 49	7 35	3 12	1 4	8 32	8 30	9 36	1 2
KIVA-AM (%)	3 19	7 47	5 34		3 19	6 46	5 35		2 28	4 67	5		3 28	4 44	3 28	
KKJY-AM (%)	9 56	6 36	1 8		14 52	9 36	3 12		11 66	5 30	3	1	8 59	5 33	1 7	
KKOB-AM (%)	56 45	46 37	21 17	1 1	55 41	38 28	40 30	2 1	20 56	13 37	2 7		41 50	25 31	15 19	1 1
KKOB-FM (%)	11 22	21 41	19 37	1	9 16	15 26	33 55	2 3	5 21	13 57	4 18	1 4	7 21	13 38	13 38	1 2
KKRG-FM (%)	5 29	9 53	3 18	1	5 27	9 43	6 28	2	7 44	6 42	2 12	2	5 36	6 45	2 17	1
KKSS-FM (%)	7 20	19 54	9 25	1	6 15	13 34	18 49	1 2	12 40	11 37	6 21	1	8 27	12 42	8 28	1 2
KLSK-FM (%)	3 19	6 38	6 41	2	1 6	4 20	14 74		2 26	4 67		7	2 21	4 33	5 44	2
KLVO-FM (%)	7 24	14 50	7 25	1	10 27	9 25	18 47	1 2	6 34	9 50	2 12	1 4	7 31	8 38	6 29	2
KMGA-FM (%)	13 22	16 26	31 51		18 18	11 12	66 69	1 1	12 42	13 43	4 14	1	12 25	10 22	24 51	1
KNKT-FM (%)	3 23	7 45	5 33		5 27	4 26	8 47		4 36	5 44	1 8	1 12	4 32	4 34	4 31	2
KNML-AM (%)	6 36	11 61	3	1	3 15	13 61	5 24		4 37	6 50	1 12	1	4 33	7 56	1 11	
KPEK-FM (%)	8 20	19 45	14 34	1	4 8	11 26	27 65	1 1	15 44	16 49	2 6	1	8 25	12 39	11 34	1 2
KQEO-FM (%)	6 33	5 30	6 37		10 38	5 17	12 45		10 60	5 30	1	2 9	7 46	3 23	4 30	1
KRQS-FM (%)	12 27	12 26	21 45	1	14 26	8 14	32 59	1 1	23 53	13 31	7 16		13 36	8 22	15 41	1
KRST-FM (%)	10 24	18 42	14 33	1 1	6 11	13 25	32 63	1 1	12 43	13 45	3 11	1	8 25	11 37	11 37	1
KRZY-AM (%)	2 22	2 29	4 48	1	1 18	1 10	5 73		1 57	1 26	16		1 26	1 21	2 52	1
KRZY-FM (%)	10 46	9 39	3 13	2	8 32	8 30	10 38		12 50	8 33	4 16	1	9 48	6 33	4 18	1
KSYU-FM (%)	2 11	7 43	8 45	2	2 11	4 18	14 66	1 6	2 22	5 48	3 30	1	2 13	4 34	7 50	3

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Listening Locations

## Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KTEG-FM (%)	6 29	9 42	5 26	1 4	4 17	8 35	11 46	2	9 45	7 38	2 13	1 5	6 33	7 38	5 24	1 4
KTZO-FM (%)	6 21	14 47	8 27	2 5	4 12	11 31	20 56	1	9 44	10 45	2 9	2	5 24	9 41	7 32	1 3
KYLZ-FM (%)	13 34	14 36	11 30		10 26	10 26	19 48		14 47	12 38	4 12	1 3	12 40	10 32	8 26	2
KZNM-FM (%)	6 39	9 57	1 4		10 48	8 39	3 12	1	8 69	2 18	1 10	3	6 48	5 44	1 7	1
KZRR-FM (%)	12 20	27 44	22 35	1 1	7 12	16 26	36 60	2 3	16 53	14 45	1 2		11 26	15 36	14 35	1 2
KBAC-FM (%)	5 55	4 43	2		1 14	4 78	8		1 11	5 89			2 42	3 54	3	
TOTALS (%)	361 31	451 39	329 29	12 1	310 24	346 26	640 49	18 1	366 49	284 38	82 11	16 2	304 36	284 33	253 30	12 1

Listening Locations

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# 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
<b>KABG-FM</b>										
WI '02	7:30	3:45	8:45	8:15	3:15	7:00	6:15	4:00	10:00	10:00
FA '01	8:00	3:45	9:00	9:30	2:30	8:15	8:45	4:30	9:45	10:15
SU '01	6:00	5:30	7:00	6:30	3:00	7:00	6:30	6:00	7:00	6:15
SP '01	7:15	6:15	6:45	7:30	4:00	6:15	8:00	8:00	7:00	6:45
<b>4-Book</b>	<b>7:15</b>	<b>4:45</b>	<b>8:00</b>	<b>8:00</b>	<b>3:15</b>	<b>7:15</b>	<b>7:30</b>	<b>5:45</b>	<b>8:30</b>	<b>8:15</b>
WI '01	6:45	5:45	6:45	7:15	4:30	7:45	8:30	6:45	5:45	6:00
<b>KBQI-FM</b>										
WI '02	8:30	9:30	11:00	9:30	12:30	10:15	7:00	7:30	11:30	10:45
FA '01	8:45	8:30	10:30	10:45	6:15	10:30	12:00	9:30	10:30	10:00
SU '01	8:15	8:30	9:15	9:15	8:15	8:00	8:30	8:45	10:15	9:45
SP '01	10:45	8:30	11:15	12:45	7:45	10:30	11:45	9:00	11:45	13:45
<b>4-Book</b>	<b>9:00</b>	<b>8:45</b>	<b>10:30</b>	<b>10:30</b>	<b>8:45</b>	<b>9:45</b>	<b>9:45</b>	<b>8:45</b>	<b>11:00</b>	<b>11:00</b>
WI '01	8:15	7:45	9:45	9:45	6:15	8:45	9:15	8:30	10:30	10:00
<b>KBTK-AM</b>										
WI '02	6:30	6:15	6:00	6:15	9:15	6:15	6:15	3:45	5:45	6:15
FA '01	7:30	4:30	5:30	8:00	5:00	6:45	10:15	4:15	4:00	4:15
SU '01	5:15	1:45	4:45	5:00	2:30	5:45	6:00	0:45	3:00	3:15
SP '01	6:00	4:15	7:30	6:30	4:15	9:15	8:30	0:00	3:00	2:45
<b>4-Book</b>	<b>6:15</b>	<b>4:15</b>	<b>6:00</b>	<b>6:30</b>	<b>5:15</b>	<b>7:00</b>	<b>7:45</b>	<b>2:15</b>	<b>4:00</b>	<b>4:15</b>
WI '01	9:15	3:00	8:45	8:00	3:00	10:00	9:45	0:00	2:45	3:45
<b>KBZU-FM</b>										
WI '02	7:45	6:45	8:45	9:15	10:00	12:00	12:00	3:45	4:45	5:30
FA '01	6:30	6:15	7:00	7:30	6:45	8:15	8:45	4:45	5:30	5:30
SU '01	7:45	6:30	8:45	9:00	6:45	9:45	9:15	5:45	7:30	8:45
SP '01	7:30	6:00	8:00	8:15	6:15	9:00	10:00	4:15	6:00	6:00
<b>4-Book</b>	<b>7:30</b>	<b>6:30</b>	<b>8:15</b>	<b>8:30</b>	<b>7:30</b>	<b>9:45</b>	<b>10:00</b>	<b>4:45</b>	<b>6:00</b>	<b>6:30</b>
WI '01	**	**	**	**	**	**	**	**	**	**
<b>KHFM-FM</b>										
WI '02	8:45	5:15	8:00	9:15	4:15	10:45	10:15	5:30	5:45	8:30
FA '01	6:15	5:00	7:15	7:15	8:15	10:00	8:45	2:00	5:30	6:00
SU '01	9:00	3:15	8:00	10:30	2:30	6:30	9:15	4:00	9:15	11:15
SP '01	9:00	7:00	9:15	9:45	5:00	8:00	8:30	7:45	10:00	10:45
<b>4-Book</b>	<b>8:15</b>	<b>5:15</b>	<b>8:15</b>	<b>9:15</b>	<b>5:00</b>	<b>8:45</b>	<b>9:15</b>	<b>4:45</b>	<b>7:45</b>	<b>9:15</b>
WI '01	7:45	5:45	6:45	8:00	4:45	8:30	9:00	7:00	5:45	7:30
<b>K10T-FM</b>										
WI '02	5:45	4:00	6:30	6:45	2:45	5:30	5:45	4:45	7:15	8:00
FA '01	4:15	3:00	5:00	5:15	3:30	5:15	5:30	2:15	4:30	5:00
SU '01	4:45	5:15	5:30	4:45	6:00	7:00	6:15	4:15	3:45	3:00
SP '01	4:45	3:15	5:15	5:45	4:30	6:15	7:00	2:00	3:45	4:00
<b>4-Book</b>	<b>5:00</b>	<b>4:00</b>	<b>5:30</b>	<b>5:45</b>	<b>4:15</b>	<b>6:00</b>	<b>6:15</b>	<b>3:15</b>	<b>4:45</b>	<b>5:00</b>
WI '01	6:30	5:30	6:00	6:45	7:00	6:30	7:15	3:30	5:30	6:15
<b>KIVA-AM</b>										
WI '02	4:30	4:15	5:15	5:00	5:00	4:30	4:30	0:30	6:00	5:30
FA '01	4:45	4:45	4:30	5:00	4:45	5:00	5:15	4:45	3:45	5:00
SU '01	3:30	6:15	4:00	3:15	7:00	4:15	3:00	4:00	3:15	3:15
SP '01	2:45	1:45	2:45	2:30	2:15	2:30	2:45	1:15	3:30	2:30
<b>4-Book</b>	<b>4:00</b>	<b>4:15</b>	<b>4:15</b>	<b>4:00</b>	<b>4:45</b>	<b>4:00</b>	<b>4:00</b>	<b>2:45</b>	<b>4:15</b>	<b>4:00</b>
WI '01	3:45	2:30	3:15	4:00	3:15	3:15	3:15	1:00	3:30	5:00
<b>KKJY-AM</b>										
WI '02	7:30	4:30	4:00	6:00	6:00	5:15	5:45	2:30	0:15	6:00
FA '01	9:00	4:15	4:45	6:00	5:30	4:45	4:45	0:30	4:15	6:45
SU '01	9:30	3:15	7:30	6:15	7:15	5:00	3:45	0:30	8:45	7:00
SP '01	11:00	3:15	7:15	12:15	3:15	5:00	11:00	0:00	8:30	13:30
<b>4-Book</b>	<b>9:15</b>	<b>3:45</b>	<b>6:00</b>	<b>7:45</b>	<b>5:30</b>	<b>5:00</b>	<b>6:15</b>	<b>1:00</b>	<b>5:30</b>	<b>8:15</b>
WI '01	12:30	3:45	4:30	8:00	0:00	3:45	11:00	3:45	4:45	5:45
<b>KKOB-AM</b>										
WI '02	8:30	7:45	9:15	8:30	7:15	9:15	8:45	8:45	9:00	8:15
FA '01	9:30	7:15	7:45	8:30	8:15	8:30	9:00	5:45	6:30	8:00
SU '01	9:15	7:00	8:15	9:00	9:00	9:00	9:15	3:30	6:15	8:15
SP '01	9:15	9:00	7:15	8:45	10:15	8:00	9:00	5:45	6:30	8:45
<b>4-Book</b>	<b>9:15</b>	<b>7:45</b>	<b>8:15</b>	<b>8:45</b>	<b>8:45</b>	<b>8:45</b>	<b>9:00</b>	<b>6:00</b>	<b>7:00</b>	<b>8:15</b>
WI '01	10:15	6:00	9:15	9:45	6:45	10:15	10:00	4:45	7:45	9:00

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

\*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# Time Spent Listening

## Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
<b>KKOB-FM</b>										
WI '02	5:45	5:00	6:30	6:30	6:45	7:15	6:30	4:15	5:45	6:30
FA '01	5:45	5:30	5:45	5:45	4:00	4:30	4:45	6:30	6:45	6:45
SU '01	5:00	5:15	5:45	5:15	4:30	5:45	5:45	5:30	5:45	5:00
SP '01	5:15	5:00	5:45	6:00	5:45	6:00	5:30	4:30	5:30	6:15
<b>4-Book</b>	<b>5:30</b>	<b>5:15</b>	<b>6:00</b>	<b>6:00</b>	<b>5:15</b>	<b>6:00</b>	<b>5:45</b>	<b>5:15</b>	<b>6:00</b>	<b>6:15</b>
WI '01	5:15	4:30	5:45	6:30	3:15	5:45	7:30	5:15	5:45	5:15
<b>KKRG-FM</b>										
WI '02	5:15	3:45	5:15	5:45	3:30	5:15	6:15	4:15	5:30	5:30
FA '01	**	**	**	**	**	**	**	**	**	**
SU '01	**	**	**	**	**	**	**	**	**	**
SP '01	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
WI '01	**	**	**	**	**	**	**	**	**	**
<b>KKSS-FM</b>										
WI '02	5:15	5:30	4:30	4:15	4:30	4:00	5:15	6:00	5:00	4:00
FA '01	5:00	5:15	3:45	3:30	3:45	2:45	4:45	6:00	4:00	3:00
SU '01	5:30	5:45	4:15	4:00	7:30	4:30	4:30	4:45	4:15	4:00
SP '01	5:00	5:15	4:45	2:45	5:00	6:00	4:45	5:30	3:45	2:15
<b>4-Book</b>	<b>5:15</b>	<b>5:30</b>	<b>4:15</b>	<b>3:45</b>	<b>5:15</b>	<b>4:15</b>	<b>4:45</b>	<b>5:30</b>	<b>4:15</b>	<b>3:15</b>
WI '01	5:30	5:15	3:30	4:00	4:15	3:45	6:30	6:00	3:15	3:00
<b>KLSK-FM</b>										
WI '02	3:30	3:00	4:00	4:00	4:15	5:00	4:30	2:00	3:00	3:30
FA '01	5:00	5:30	5:30	5:00	6:45	6:30	5:30	3:45	4:30	4:30
SU '01	5:00	4:00	4:30	5:15	4:30	5:45	6:30	3:30	3:30	3:30
SP '01	5:15	5:30	5:15	4:45	8:00	6:45	5:30	2:00	3:30	4:00
<b>4-Book</b>	<b>4:45</b>	<b>4:30</b>	<b>4:45</b>	<b>4:45</b>	<b>6:00</b>	<b>6:00</b>	<b>5:30</b>	<b>2:45</b>	<b>3:45</b>	<b>4:00</b>
WI '01	4:15	3:00	4:30	4:45	3:30	5:15	6:00	2:30	2:45	3:00
<b>KLVO-FM</b>										
WI '02	9:45	11:45	12:45	9:00	11:15	14:00	9:45	12:00	11:30	8:45
FA '01	7:15	10:00	7:45	6:00	8:30	6:45	5:15	11:15	9:00	6:30
SU '01	9:45	8:00	10:00	12:30	8:30	13:30	22:15	7:30	6:45	7:15
SP '01	9:15	11:30	10:15	8:15	11:15	8:45	7:30	12:00	11:45	9:00
<b>4-Book</b>	<b>9:00</b>	<b>10:15</b>	<b>10:15</b>	<b>9:00</b>	<b>10:00</b>	<b>10:45</b>	<b>11:15</b>	<b>10:45</b>	<b>9:45</b>	<b>8:00</b>
WI '01	9:15	9:00	8:45	8:15	9:30	8:30	8:00	8:15	8:45	8:30
<b>KMGA-FM</b>										
WI '02	8:30	6:15	9:00	10:15	5:45	6:30	6:15	6:30	10:15	13:00
FA '01	9:30	10:45	9:15	10:15	12:45	8:00	7:15	9:45	9:45	11:45
SU '01	8:00	6:45	8:15	9:30	6:00	6:00	7:15	7:00	9:45	11:00
SP '01	8:15	6:30	9:15	10:00	6:00	5:45	6:30	6:45	11:15	11:45
<b>4-Book</b>	<b>8:30</b>	<b>7:30</b>	<b>9:00</b>	<b>10:00</b>	<b>7:45</b>	<b>6:30</b>	<b>6:45</b>	<b>7:30</b>	<b>10:15</b>	<b>12:00</b>
WI '01	8:00	5:45	8:45	9:00	6:45	7:30	5:30	5:00	9:15	11:00
<b>KNKT-FM</b>										
WI '02	6:30	5:15	6:15	7:00	6:45	8:15	7:30	4:30	4:45	6:45
FA '01	6:30	6:00	6:45	7:00	5:45	5:45	5:45	6:15	7:30	7:45
SU '01	6:00	3:00	7:15	7:30	3:15	9:45	9:00	2:45	5:30	6:15
SP '01	4:15	4:30	4:45	4:45	3:30	4:30	4:45	5:00	5:00	4:45
<b>4-Book</b>	<b>5:45</b>	<b>4:45</b>	<b>6:15</b>	<b>6:30</b>	<b>4:45</b>	<b>7:00</b>	<b>6:45</b>	<b>4:45</b>	<b>5:45</b>	<b>6:30</b>
WI '01	5:15	3:30	5:15	6:15	2:15	3:15	3:45	4:30	6:45	7:30
<b>KNML-AM</b>										
WI '02	5:45	6:00	5:45	6:15	7:15	7:00	7:30	1:45	2:15	2:30
FA '01	8:00	9:00	10:00	9:00	10:15	11:00	10:00	1:45	3:45	4:15
SU '01	7:00	11:00	8:00	6:45	14:00	9:30	7:30	2:30	2:15	4:15
SP '01	9:45	16:00	10:00	6:15	16:00	10:00	6:30	16:00	10:45	3:30
<b>4-Book</b>	<b>7:45</b>	<b>10:30</b>	<b>8:30</b>	<b>7:00</b>	<b>12:00</b>	<b>9:30</b>	<b>8:00</b>	<b>5:30</b>	<b>4:45</b>	<b>3:45</b>
WI '01	5:15	5:45	5:30	5:30	8:00	6:45	5:45	1:45	2:00	4:45
<b>KPEK-FM</b>										
WI '02	5:30	4:45	6:30	7:45	4:30	6:45	6:45	5:00	6:15	8:30
FA '01	3:45	3:45	4:30	4:30	3:15	3:30	4:00	4:00	5:00	5:00
SU '01	5:45	7:00	6:30	5:00	5:00	6:00	5:45	8:00	7:00	4:30
SP '01	6:00	6:00	6:45	6:30	5:15	6:30	7:00	6:30	6:45	6:15
<b>4-Book</b>	<b>5:15</b>	<b>5:30</b>	<b>6:00</b>	<b>6:00</b>	<b>4:30</b>	<b>5:45</b>	<b>6:00</b>	<b>6:00</b>	<b>6:15</b>	<b>6:00</b>
WI '01	5:45	6:00	6:30	5:30	6:00	6:30	3:30	6:00	6:30	6:15

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	
<b>KQEO-FM</b>										
WI '02	6:15	2:30	6:45	7:15	0:45	11:30	10:45	3:45	3:15	4:00
FA '01	6:30	2:00	6:00	7:45	2:45	6:30	9:15	1:45	5:30	5:45
SU '01	5:15	2:15	5:30	6:15	1:45	5:00	6:15	2:30	5:45	6:15
SP '01	5:15	4:30	5:00	5:30	5:15	5:30	6:15	4:00	4:30	4:30
<b>4-Book</b>	<b>5:45</b>	<b>2:45</b>	<b>5:45</b>	<b>6:45</b>	<b>2:45</b>	<b>7:15</b>	<b>8:15</b>	<b>3:00</b>	<b>4:45</b>	<b>5:15</b>
WI '01	6:15	5:15	7:30	7:30	5:30	7:15	6:30	4:45	7:45	8:15
<b>KRQS-FM</b>										
WI '02	9:30	10:15	10:15	9:30	15:30	12:15	10:30	7:15	8:30	8:30
FA '01	7:00	5:45	6:45	7:00	7:00	7:30	7:30	3:15	6:00	6:45
SU '01	10:00	9:45	11:30	11:00	1:45	8:30	9:00	15:45	13:30	12:45
SP '01	9:15	6:30	10:15	9:45	10:15	11:30	10:00	3:30	9:00	9:45
<b>4-Book</b>	<b>9:00</b>	<b>8:00</b>	<b>9:45</b>	<b>9:15</b>	<b>8:45</b>	<b>10:00</b>	<b>9:15</b>	<b>7:30</b>	<b>9:15</b>	<b>9:30</b>
WI '01	8:15	3:30	9:30	10:15	2:45	10:30	12:15	4:30	8:30	8:00
<b>KRST-FM</b>										
WI '02	5:15	4:00	5:45	6:45	4:30	5:45	5:30	3:45	5:45	7:30
FA '01	5:45	4:15	6:30	7:00	6:00	8:30	8:15	3:30	5:00	6:15
SU '01	6:15	6:15	6:30	6:30	5:15	6:45	6:45	6:45	6:15	6:30
SP '01	6:45	6:30	7:00	7:15	4:30	5:30	6:00	7:45	8:30	8:30
<b>4-Book</b>	<b>6:00</b>	<b>5:15</b>	<b>6:30</b>	<b>7:00</b>	<b>5:00</b>	<b>6:45</b>	<b>6:45</b>	<b>5:30</b>	<b>6:30</b>	<b>7:15</b>
WI '01	5:15	5:15	5:15	5:45	4:30	5:15	5:45	5:45	5:30	5:45
<b>KRZY-AM</b>										
WI '02	5:30	4:45	7:15	9:00	3:30	5:45	7:15	6:15	11:00	15:00
FA '01	13:00	10:45	15:45	30:45	12:30	19:15	35:15	8:30	8:00	14:00
SU '01	10:45	13:00	12:30	9:45	13:00	13:45	11:45	12:30	10:00	6:15
SP '01	9:30	11:45	9:45	6:30	14:15	12:00	10:45	8:45	6:45	2:15
<b>4-Book</b>	<b>9:45</b>	<b>10:00</b>	<b>11:15</b>	<b>14:00</b>	<b>10:45</b>	<b>12:45</b>	<b>16:15</b>	<b>9:00</b>	<b>9:00</b>	<b>9:15</b>
WI '01	6:30	8:45	9:15	5:15	14:15	11:30	5:45	4:30	5:45	5:00
<b>KRZY-FM</b>										
WI '02	10:30	16:30	12:15	8:30	22:30	13:30	8:15	11:45	11:30	8:30
FA '01	6:45	4:45	8:15	9:45	4:30	3:30	7:15	4:45	12:45	10:30
SU '01	11:15	10:15	11:45	12:15	9:15	16:00	20:45	11:00	7:00	7:15
SP '01	5:45	5:45	6:45	6:00	5:00	7:30	8:00	6:30	6:00	3:45
<b>4-Book</b>	<b>8:30</b>	<b>9:15</b>	<b>9:45</b>	<b>9:15</b>	<b>10:15</b>	<b>10:15</b>	<b>11:00</b>	<b>8:30</b>	<b>9:15</b>	<b>7:30</b>
WI '01	7:00	7:45	8:00	8:00	4:45	4:45	6:00	9:00	10:30	10:00
<b>KSYU-FM</b>										
WI '02	5:45	7:30	5:45	5:30	12:45	9:45	6:45	6:30	4:15	4:30
FA '01	6:15	5:15	6:15	7:15	3:30	3:45	5:30	6:30	8:15	8:15
SU '01	5:45	6:00	7:45	6:45	5:15	11:00	11:45	6:00	6:30	5:00
SP '01	7:00	6:15	6:00	8:00	3:15	6:45	10:15	6:45	5:45	6:45
<b>4-Book</b>	<b>6:15</b>	<b>6:15</b>	<b>6:30</b>	<b>7:00</b>	<b>6:15</b>	<b>7:45</b>	<b>8:30</b>	<b>6:30</b>	<b>6:15</b>	<b>6:15</b>
WI '01	5:45	5:15	6:45	7:00	2:45	5:00	5:45	6:15	7:45	8:00
<b>KTEG-FM</b>										
WI '02	6:15	6:15	7:00	6:00	8:15	9:45	9:30	3:00	2:15	1:15
FA '01	5:15	5:15	5:30	6:00	5:30	6:30	8:15	5:00	4:30	3:30
SU '01	6:15	6:00	5:45	5:00	6:30	7:00	5:30	5:30	4:30	4:00
SP '01	4:15	4:30	3:45	3:45	3:45	4:45	9:00	5:30	3:15	2:00
<b>4-Book</b>	<b>5:30</b>	<b>5:30</b>	<b>5:30</b>	<b>5:15</b>	<b>6:00</b>	<b>7:00</b>	<b>8:00</b>	<b>4:45</b>	<b>3:45</b>	<b>2:45</b>
WI '01	6:30	6:30	8:00	6:45	7:45	8:45	6:15	4:30	7:00	7:15
<b>KTZO-FM</b>										
WI '02	4:15	4:00	4:45	5:45	5:15	6:45	7:15	3:30	3:15	4:00
FA '01	4:30	5:15	5:15	3:45	5:30	5:00	4:00	5:15	5:15	3:30
SU '01	6:15	6:15	7:30	7:15	7:15	9:45	9:15	5:30	5:30	5:15
SP '01	7:15	8:15	8:00	7:45	10:30	10:45	10:15	6:30	6:15	6:15
<b>4-Book</b>	<b>5:30</b>	<b>6:00</b>	<b>6:30</b>	<b>6:15</b>	<b>7:15</b>	<b>8:00</b>	<b>7:45</b>	<b>5:15</b>	<b>5:00</b>	<b>4:45</b>
WI '01	5:30	3:45	4:30	4:30	3:45	3:45	3:45	3:30	5:00	5:15
<b>KYLZ-FM</b>										
WI '02	6:45	6:15	6:30	6:45	5:00	6:45	6:15	7:15	6:30	7:15
FA '01	7:00	6:30	4:45	4:45	6:00	4:30	5:30	6:45	5:00	4:30
SU '01	7:45	7:45	8:00	6:00	7:15	9:45	9:45	8:00	6:45	4:00
SP '01	7:45	6:30	5:15	4:45	4:30	4:00	4:15	8:30	5:45	4:45
<b>4-Book</b>	<b>7:15</b>	<b>6:45</b>	<b>6:15</b>	<b>5:30</b>	<b>5:45</b>	<b>6:15</b>	<b>6:30</b>	<b>7:45</b>	<b>6:00</b>	<b>5:15</b>
WI '01	7:00	7:00	5:30	5:45	6:15	3:45	3:15	7:45	7:00	6:45

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

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
<b>+KZNM-FM</b>										
WI '02	9:30	4:15	11:00	14:30	5:00	15:30	19:30	3:45	7:15	10:00
FA '01	7:15	5:45	5:00	13:00	5:15	3:15	16:30	6:15	6:30	10:30
SU '01	4:30	5:15	4:30	2:30	5:30	4:45	3:00	5:15	4:00	1:00
SP '01	4:45	5:00	5:45	5:15	7:45	9:45	9:00	2:45	2:00	2:15
<b>4-Book</b>	<b>6:30</b>	<b>5:00</b>	<b>6:30</b>	<b>8:45</b>	<b>6:00</b>	<b>8:15</b>	<b>12:00</b>	<b>4:30</b>	<b>5:00</b>	<b>6:00</b>
WI '01	5:00	4:00	5:00	5:30	3:45	5:45	6:00	4:15	4:30	5:15
<b>KZRR-FM</b>										
WI '02	6:45	7:00	6:45	7:15	10:00	8:15	8:00	2:45	4:30	6:00
FA '01	9:15	11:00	10:00	7:45	13:30	11:30	8:15	6:15	6:30	6:30
SU '01	8:30	8:00	9:45	11:45	10:00	12:00	13:45	4:15	5:45	8:00
SP '01	7:00	7:00	6:45	7:30	9:00	8:15	9:15	4:30	4:30	3:45
<b>4-Book</b>	<b>8:00</b>	<b>8:15</b>	<b>8:15</b>	<b>8:30</b>	<b>10:45</b>	<b>10:00</b>	<b>9:45</b>	<b>4:30</b>	<b>5:15</b>	<b>6:00</b>
WI '01	10:45	11:45	12:00	10:45	13:30	13:45	13:15	8:30	8:30	6:00
<b>KBAC-FM</b>										
WI '02	5:45	7:30	6:00	5:45	18:00	8:30	7:30	3:30	4:15	4:00
FA '01	7:45	11:15	8:45	7:30	11:00	8:00	7:00	11:30	9:45	7:45
SU '01	5:00	2:45	5:15	6:00	3:00	6:15	6:30	2:45	4:15	5:15
SP '01	5:00	7:15	5:00	4:15	2:30	3:45	3:45	10:00	6:15	5:00
<b>4-Book</b>	<b>6:00</b>	<b>7:15</b>	<b>6:15</b>	<b>6:00</b>	<b>8:45</b>	<b>6:45</b>	<b>6:15</b>	<b>7:00</b>	<b>6:15</b>	<b>5:30</b>
WI '01	6:00	9:00	5:45	5:15	4:00	3:00	4:30	10:45	7:30	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.

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

# Cume Duplication Percent

## Persons 12+

Monday-Sunday 6AM-MID

	KABG-FM	KBQI-FM	KBTK-AM	KBZU-FM	KHFM-FM	KIOT-FM	KIVA-AM	KKJY-AM	KKOB-AM	KKOB-FM	KKRG-FM	KKSS-FM	KLSK-FM	KLVO-FM	KMGA-FM	KNKT-FM	KNML-AM	KPEK-FM	KQEO-FM	KRQS-FM	KRST-FM
Cume Pers. (00)	506	768	295	445	511	603	261	239	1214	797	322	958	409	316	705	242	279	734	298	473	767
KABG-FM	100	8	11	13	8	18	8	1	8	6	18	8	12	4	19	13	5	6	29	12	12
KBQI-FM	13	100	8	12	10	15	6	11	8	17	29	20	17	3	19	22	16	16	12	11	38
KBTK-AM	7	3	100	4	7	5	16	10	19	3	5	1	4	1	3	6	15	1	7	7	4
KBZU-FM	11	7	6	100	10	27	3	2	4	17	10	7	37	2	7	5	4	12	15	12	7
KHFM-FM	8	6	12	11	100	7	25	22	14	10	11	4	12		10	5	7	4	13	16	9
KIOT-FM	22	12	10	37	8	100	5	9	18	14	9	53	18	3	12	18	29	17	9	9	3
KIVA-AM	4	2	14	2	13	2	100	15	8	3	9	1	6		5	2	8	2	4	7	3
KKJY-AM		4	8	1	10		13	100	8	2	4				1	2	7	1	4	8	2
KKOB-AM	18	13	79	12	33	18	37	39	100	19	27	5	19	4	19	23	55	8	27	31	20
KKOB-FM	9	18	9	30	15	24	8	8	12	100	19	15	27	8	28	20	19	22	18	22	18
KKRG-FM	11	12	6	7	7	7	11	6	7	8	100	4	8	1	8	6	11	4	13	12	13
KKSS-FM	16	26	3	15	8	14	5	1	4	18	13	100	18	24	19	7	9	30	11	14	25
KLSK-FM	10	9	5	34	9	36	9		6	14	10	8	100	1	9	6	14	16	14	15	9
KLVO-FM	2	1	1	1					1	3	1	8	1	100	3	2	1	1	6	2	5
KMGA-FM	26	17	6	11	14	21	14	4	11	25	17	14	15	7	100	20	19	17	16	23	17
KNKT-FM	6	7	5	3	2	1	2	2	5	6	5	2	4	2	7	100	4	2	5	9	5
KNML-AM	3	6	14	3	4	6	8	8	13	7	9	3	9	1	8	5	100	5	8	10	4
KPEK-FM	8	15	3	21	6	22	7	3	5	21	10	23	28	3	17	7	12	100	9	19	12
KQEO-FM	17	5	7	10	7	14	5	5	7	7	12	3	10	6	7	6	8	4	100	9	8
KRQS-FM	11	7	11	12	15	13	17	16	12	13	18	7	17	3	16	17	17	12	14	100	8
KRST-FM	18	38	11	12	13	12	9	7	13	17	31	20	18	12	18	16	11	13	20	12	100
KRZY-AM							1					2		24	1						1
KRZY-FM	5	1		1		2	4		2	4	1	2	4	18	5	1	1	5	5	4	4
KSYU-FM	5	6	1	9	5	9	3	1	2	11	1	15	4	6	11	5	6	8	5	7	7
KTEG-FM	3	8		14	4	10			3	10	4	22	18	2	5	2	7	21	4	8	7
KTZO-FM	10	14	7	27	12	22	7	5	6	17	10	21	27	1	14	6	11	45	14	13	15
KYLZ-FM	15	25	1	9	6	9	2		2	14	6	64	11	24	13	7	5	22	6	11	21
KZNM-FM	5	4	3	2	2				2	3	5	4	3	7	2	1		1	2	1	6
KZRR-FM	9	16	4	48	9	28	7	2	6	26	14	22	34	3	13	9	11	20	9	13	17
KBAC-FM		2	2	1	4	3	3		1	1	5	1	2	2	1	2	4	6	2	4	1

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

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

# Cume Duplication Percent

**Persons 12+**

Monday-Sunday 6AM-MID

	KRZY-AM	KRZY-FM	KSYU-FM	KTEG-FM	KTZO-FM	KYLZ-FM	KZNM-FM	KZRR-FM	KBAC-FM										
Cume Pers. (00)	99	232	309	554	695	920	161	819	120										
KABG-FM		10	9	3	7	8	16	6											
KBQI-FM		3	16	11	16	21	18	15	11										
KBTK-AM			1		3		5	2	5										
KBZU-FM		3	12	12	17	4	6	26	4										
KHFM-FM			9	3	8	3	5	5	19										
KIOT-FM		6	18	11	19	6	2	21	13										
KIVA-AM	2	4	3		3	1		2	7										
KKJY-AM			1		2			1											
KKOB-AM	5	8	8	7	10	2	14	9	11										
KKOB-FM		14	29	14	20	12	14	26	10										
KKRG-FM		1	1	2	4	2	10	5	14										
KKSS-FM	23	7	47	38	29	67	24	26	10										
KLSK-FM		7	5	13	16	5	7	17	8										
KLVO-FM	76	24	6	1		8	15	1	7										
KMGA-FM	7	14	25	6	14	10	7	11	6										
KNKT-FM		1	4	1	2	2	1	3	3										
KNML-AM		2	6	4	4	1		4	8										
KPEK-FM		16	19	27	47	17	5	18	36										
KQEO-FM		6	4	2	6	2	5	3	5										
KRQS-FM		9	10	7	9	6	1	7	17										
KRST-FM	7	13	18	9	16	17	29	16	4										
KRZY-AM	100	11	2			2													
KRZY-FM	25	100	7		1	2	3	1											
KSYU-FM	7	9	100	4	8	13	2	9	4										
KTEG-FM			8	100	32	23	4	23	13										
KTZO-FM		3	17	40	100	16		28	25										
KYLZ-FM	19	9	38	38	21	100	30	25	6										
KZNM-FM		2	1	1		5	100	2											
KZRR-FM		4	25	34	33	22	11	100	20										
KBAC-FM			1	3	4	1		3	100										

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.

Notations



# 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)
	KABG-FM	42	8	2	52		506	KKRG-FM	19	6			28	325	KRST-FM	41	5
KBQI-FM	45	6	8	143	774	KKSS-FM	21	2	6	158	969	KRZY-AM			1	7	106
KBTK-AM	9	3	2	34	295	KLSK-FM			1	33	419	KRZY-FM	44	19	1	27	240
KBZU-FM	31	7	5	45	448	KLVO-FM	41	13	2	39	322	KSYU-FM	10	3	2	35	314
KHFM-FM	50	10	2	41	514	KMGA-FM	69	10	3	76	709	KTEG-FM	52	9	9	98	558
K10T-FM	27	4	2	52	605	KNKT-FM	14	6	5	32	242	KTZO-FM	34	5	2	65	698
KIVA-AM	10	4	1	39	266	KNML-AM	3	1	1	27	279	KYLZ-FM	66	7	10	143	920
KKJY-AM	53	22		6	242	KPEK-FM	41	6	3	50	742	KZNM-FM	12	7		16	161
KKOB-AM	148	12	35	301	1227	KQEO-FM	17	6	1	21	303	KZRR-FM	74	9	9	119	823
KKOB-FM	17	2	5	95	804	KRQS-FM	21	4	3	53	479	KBAC-FM				12	120
<b>TOTALS</b>															142	1500	5679

\* Listener estimates adjusted for reported broadcast schedule.

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

Exclusive & Overnight Listening

*Notations*

# 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
<b>KABG-FM</b>							<b>KNKT-FM</b>						
Total	30	100	.5	506	100	8.4	Total	12	100	.2	242	100	4.0
Hispanic	17	56	.7	212	42	8.8	Hispanic	6	50	.2	84	35	3.5
<b>KBQI-FM</b>							<b>KNML-AM</b>						
Total	52	100	.9	768	100	12.7	Total	13	100	.2	279	100	4.6
Hispanic	20	38	.8	309	40	12.8	Hispanic	5	42	.2	87	31	3.6
<b>KBTK-AM</b>							<b>KPEK-FM</b>						
Total	15	100	.2	295	100	4.9	Total	32	100	.5	734	100	12.1
Hispanic	2	14	.1	50	17	2.1	Hispanic	12	37	.5	246	34	10.2
<b>KBZU-FM</b>							<b>KQEO-FM</b>						
Total	28	100	.5	445	100	7.4	Total	15	100	.2	298	100	4.9
Hispanic	9	33	.4	127	28	5.3	Hispanic	5	36	.2	96	32	4.0
<b>KHFM-FM</b>							<b>KRQS-FM</b>						
Total	36	100	.6	511	100	8.4	Total	36	100	.6	473	100	7.8
Hispanic	2	6	.1	52	10	2.2	Hispanic	11	29	.5	141	30	5.8
<b>KIOT-FM</b>							<b>KRST-FM</b>						
Total	28	100	.5	603	100	10.0	Total	32	100	.5	767	100	12.7
Hispanic	8	30	.3	187	31	7.7	Hispanic	14	46	.6	389	51	16.1
<b>KIVA-AM</b>							<b>KRZY-AM</b>						
Total	10	100	.2	261	100	4.3	Total	4	100	.1	99	100	1.6
Hispanic	2	18	.1	46	17	1.9	Hispanic	4	100	.2	99	100	4.1
<b>KKJY-AM</b>							<b>KRZY-FM</b>						
Total	14	100	.2	239	100	3.9	Total	20	100	.3	232	100	3.8
Hispanic	1	5		28	12	1.2	Hispanic	19	96	.8	204	88	8.4
<b>KKOB-AM</b>							<b>KSYU-FM</b>						
Total	83	100	1.4	1214	100	20.1	Total	14	100	.2	309	100	5.1
Hispanic	19	22	.8	306	25	12.7	Hispanic	10	70	.4	182	59	7.5
<b>KKOB-FM</b>							<b>KTEG-FM</b>						
Total	37	100	.6	797	100	13.2	Total	27	100	.4	554	100	9.2
Hispanic	17	47	.7	339	43	14.0	Hispanic	15	54	.6	233	42	9.6
<b>KKRG-FM</b>							<b>KTZO-FM</b>						
Total	14	100	.2	322	100	5.3	Total	24	100	.4	695	100	11.5
Hispanic	5	40	.2	100	31	4.1	Hispanic	7	27	.3	221	32	9.1
<b>KKSS-FM</b>							<b>KYLZ-FM</b>						
Total	39	100	.6	958	100	15.8	Total	50	100	.8	920	100	15.2
Hispanic	22	56	.9	560	58	23.2	Hispanic	39	78	1.6	581	63	24.0
<b>KLSK-FM</b>							<b>KZNM-FM</b>						
Total	11	100	.2	409	100	6.8	Total	12	100	.2	161	100	2.7
Hispanic	4	33	.2	150	37	6.2	Hispanic	12	99	.5	152	95	6.3
<b>KLVO-FM</b>							<b>KZRR-FM</b>						
Total	25	100	.4	316	100	5.2	Total	44	100	.7	819	100	13.5
Hispanic	24	98	1.0	307	97	12.7	Hispanic	16	37	.7	348	42	14.4
<b>KMGA-FM</b>							<b>KBAC-FM</b>						
Total	47	100	.8	705	100	11.6	Total	6	100	.1	120	100	2.0
Hispanic	16	35	.7	276	39	11.4	Hispanic	1	12		38	32	1.6
							<b>TOTALS</b>						
							Total	915	100	15.1	5673	100	93.7
							Hispanic	395	43	16.3	2280	40	94.4

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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*Notations*

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*Notations*

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*Notations*

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*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 ÷ 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 +/- (1.64 x 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. ([Persons + the population] x 100). (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. ((Standard error x the population) ÷ 100). (4) Use the Persons estimate +/- one standard error for a 68% confidence interval; use the Persons estimate +/- the standard error multiplied by 1.64, 1.96 or 2.58 to get 90%, 95% or 99% confidence intervals, respectively.

### Estimating Effective Sample Base (ESB) Sizes/

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

## For Additional Methodology Details

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

## Limitations

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



## Metro Table B

*Average Quarter-Hour Estimates*

Metro Survey Area	All Cume Estimates	Sat 6A-10A		Sat 10A-3P	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sun 6A-10A	Weekend 10A-7P	Sat 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID		Mon-Fri 6A-7P	Mon-Sun MID-6A		
<b>Persons 12+</b>	33.57	50.48	61.53	49.96	62.65	63.24	73.98	74.16	68.89	76.31	79.55
<b>Persons 18+</b>	*****	*****	58.55	*****	*****	57.99	*****	70.72	*****	*****	75.86
<b>Men</b>											
18+	24.32	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.86
18-24	8.29	*****	*****	*****	*****	*****	*****	*****	*****	*****	24.17
25-34	10.53	*****	*****	*****	*****	*****	*****	*****	*****	*****	27.92
35-44	10.86	*****	*****	*****	*****	*****	*****	*****	*****	*****	27.27
45-54	11.85	*****	*****	*****	*****	*****	*****	*****	*****	*****	29.35
55-64	10.54	*****	*****	*****	*****	*****	*****	*****	*****	*****	28.46
65+	9.62	*****	*****	*****	*****	*****	*****	*****	*****	*****	20.98
12-24	12.32	21.69	*****	21.11	27.34	25.75	32.04	*****	28.87	*****	34.53
18-34	13.57	21.29	26.08	20.55	27.78	26.06	31.54	31.51	30.57	*****	35.73
18-49	19.04	29.55	34.49	28.63	37.46	34.36	41.71	41.66	40.42	*****	47.24
25-49	17.42	26.39	*****	26.00	33.24	30.72	39.12	*****	34.09	*****	42.04
25-54	19.14	28.60	35.05	28.42	36.20	33.30	42.39	39.40	36.94	*****	45.56
35-64	18.97	27.72	35.01	28.31	35.96	33.35	42.34	39.35	36.90	*****	45.50
<b>Women</b>											
18+	26.89	*****	*****	*****	*****	*****	*****	*****	*****	*****	61.83
18-24	9.52	*****	*****	*****	*****	*****	*****	*****	*****	*****	25.81
25-34	10.83	*****	*****	*****	*****	*****	*****	*****	*****	*****	27.74
35-44	12.01	*****	*****	*****	*****	*****	*****	*****	*****	*****	30.98
45-54	13.14	*****	*****	*****	*****	*****	*****	*****	*****	*****	31.21
55-64	11.26	*****	*****	*****	*****	*****	*****	*****	*****	*****	26.89
65+	11.60	*****	*****	*****	*****	*****	*****	*****	*****	*****	26.26
12-24	13.61	22.30	*****	22.04	27.28	27.73	33.44	*****	29.73	*****	34.83
18-34	14.57	22.45	27.71	21.68	28.35	27.46	33.66	31.46	30.10	*****	36.52
18-49	20.38	31.25	37.67	30.53	38.97	37.38	45.74	42.76	40.91	*****	49.63
25-49	18.75	27.83	*****	27.77	35.29	33.57	41.71	*****	38.23	*****	45.06
25-54	20.83	30.58	37.62	30.55	38.87	36.58	45.69	43.80	41.88	*****	49.36
35-64	21.06	30.50	36.89	30.54	38.40	36.65	44.80	42.95	41.06	*****	48.39
<b>Persons</b>											
12-24	17.29	28.24	*****	27.85	35.01	33.98	41.34	*****	38.22	*****	44.45
18-34	18.65	28.78	35.78	27.85	36.70	35.46	43.12	43.22	39.86	*****	46.36
18-49	25.85	39.42	47.95	38.37	49.15	46.56	57.78	57.92	53.41	*****	62.12
25-49	23.27	34.88	*****	34.57	43.79	41.37	51.45	*****	47.57	*****	55.32
25-54	25.59	37.91	46.88	37.81	47.81	45.09	56.49	56.63	52.23	*****	60.75
35-64	25.77	37.21	46.48	37.62	47.69	45.42	56.00	56.14	51.77	*****	60.22
<b>Teens 12-17</b>	12.54	20.55	*****	20.94	28.09	31.05	31.92	*****	33.96	*****	37.03
<b>Black P12+</b>	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
<b>Hispanic P12+</b>	21.01	*****	*****	*****	*****	*****	*****	*****	*****	*****	49.78

\*\*\*\*\* 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. (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 data, as updated annually by Market Statistics.

### a. Metro Survey Area (Metro)

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

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

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

Before a formal request is filed, Arbitron will provide a subscribing station owner with reports that will allow a subscriber to determine the commuting and 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 de-

signed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries, which include a three-part language preference question, are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary.

Premiums of varying monetary amounts are provided to encourage respondent cooperation.

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

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

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

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

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

## Processing Techniques

**5. Processing of Diaries/**Arbitron makes reasonable efforts to utilize all returned diaries. However, some returned diaries are determined by Arbitron to be unusable. Among those that are unusable are diaries that Arbitron determines: are incomplete; are 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 the *Arbitron Diary Processing Radio Edit Training Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascertainment procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

## Calculating Techniques

### 6. Calculation of Estimates/

#### a. Sample Balancing

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

#### b. Computing Cumulative Persons Estimates

Station Cumulative Persons estimates are computed by summing the PPDVs for each diary in which a station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

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

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

#### d. Computing 4-Book and 2-Book Averages

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

#### e. Rounding of Calculations

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

#### f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for a market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off

time(s) during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart (s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time(s) as soon as they occur but no later than the day after the last day of the survey.

#### g. Technical Difficulties

Generally, no adjustments are made to either diary entries or published audience estimates for periods of technical difficulty. The notation of technical difficulties in the "Special Notices and Station Activities" 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 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 and Station Activities" 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 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 Cumulative rating of 0.495 or greater (DMA Cumulative 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 market anytime during the 24-hour/7-day survey week.

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

### Simulcast Reporting

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

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

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

### Statistical Reliability

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

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

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

### Limitations

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

**a.** The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing 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.

**c.** There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, because independent marketing research suppliers are used by Arbitron.

**d.** Nonresponding persons may have listening habits that differ from those of respondents.

**e.** Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.

**f.** The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

**g.** The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their

respective limitations.

**h.** Zip code information (including information supplied by diarykeepers) used to produce this report is subject to defects and limitations that are inherent in Arbitron estimates based thereon.

**i.** Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diarykeeper approximations or could have been influenced by comments made by the interviewer or others to diarykeepers.

**j.** Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

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

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

**m.** Data analysis, preprocessing preparation, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

**n.** Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.

**o.** Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately programmed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are calculated and/or reported.

**p.** Situations in which stations use or have used the same call letters or frequency, or have changed call letters or frequency, may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.

**q.** Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.

**r.** Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.



### Retention of Survey Materials

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

### Special Notices

**18. Special Notices/**To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the Special Notices in the "Special Notices and Station Activities" 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 listening estimates and/or any Radio Market Report(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, OR SOFTWARE PROGRAMS; OR THE ARBITRON DATA, ESTIMATES, REPORTS, OR SOFTWARE PROGRAMS PROVIDED BY THIS RADIO MARKET REPORT SERVICE. ALL ARBITRON DATA, ESTIMATES, REPORTS, AND OTHER ASPECTS OF THE RADIO MARKET REPORT 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 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 2002, Metro Survey Area, Average Quarter-Hour Estimates, Monday-Friday 3PM-7PM, Men 18-34).

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

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

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

## Selected Arbitron Terms

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

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

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

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

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

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

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

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

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

**Diarykeeper**/Any individual that Arbitron determines to be eligible to receive and 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 broadcast flow by another station. *Note*: The simultaneous broadcast of programming from a third-party source (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: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

# Metro Market Profile Sources

## PRIZM®

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

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

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

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Winter 2002 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

**1.** Total Households are based on 1990 Census data, updated to 1/1/02.

**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 1/1/02).

**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 1/1/02.

**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 1/1/02 household estimates.

## Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of December 2001, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 2001, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications are listed in Metro circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

## Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (248) 728-7000.

*More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.*

Methodology: Arbitron 2002 Radio Market Survey Schedule

METRO RANK	MARKET					METRO RANK	MARKET					METRO RANK	MARKET				
		WINTER 02	SPRING 02	SUMMER 02	FALL 02			WINTER 02	SPRING 02	SUMMER 02	FALL 02			WINTER 02	SPRING 02	SUMMER 02	FALL 02
230	Abilene, TX		C		C	96	Colorado Springs					62	Honolulu				
73	Akron					251	Columbia, MO		C		C	7	Houston-Galveston				
261	Albany, GA		C		C	90	Columbia, SC					151	Huntington-Ashland				
61	Albany-Schenectady-Troy					178	Columbus, GA					117	Huntsville				
71	Albuquerque					35	Columbus, OH					40	Indianapolis				
213	Alexandria, LA		C		C	256	Columbus-Starkville-West Point, MS		C		C	271	Ithaca, NY		C		C
69	Allentown-Bethlehem					272	Cookeville, TN		C		C		122	Jackson, MS			
253	Altoona					134	Corpus Christi						276	Jackson, TN		C	
191	Amarillo, TX		C		C		5	Dallas-Ft. Worth					52	Jacksonville			
175	Anchorage					196	Danbury, CT		C		C	100	Johnson City-Kingsport-Bristol				
145	Ann Arbor					58	Dayton					181	Johnstown				
136	Appleton-Oshkosh					95	Daytona Beach					278	Jonesboro, AR		C		C
183	Asheville					263	Decatur, IL		C		C	231	Joplin, MO		C		C
11	Atlanta					22	Denver-Boulder						180	Kalamazoo			
139	Atlantic City-Cape May					91	Des Moines						29	Kansas City			
109	Augusta, GA					10	Detroit						154	Killeen-Temple, TX		C	
260	Augusta-Waterville, ME		C		C	188	Dothan, AL		C		C	72	Knoxville				
42	Austin					229	Dubuque, IA		C		C						
						221	Duluth-Superior						234	Lafayette, IN			
87	Bakersfield						242	Eau Claire, WI		C		C	98	Lafayette, LA			
20	Baltimore						245	Elizabeth City-Nags Head, NC		C		C	214	Lake Charles, LA		C	
212	Bangor						207	Elmira-Corning, NY		C		C	101	Lakeland-Winter Haven			
83	Baton Rouge						77	El Paso					113	Lancaster			
252	Battle Creek, MI		C		C		161	Erie					119	Lansing-East Lansing			
132	Beaumont-Port Arthur, TX		C		C		143	Eugene-Springfield					215	Laredo, TX		C	
280	Beckley, WV		C		C		155	Evansville					41	Las Vegas			
253	Billings, MT		C		C		216	Fargo-Moorhead					217	Laurel-Hattiesburg, MS		C	
135	Biloxi-Gulfport-Pascagoula, MS						126	Fayetteville, NC					266	Lawton, OK		C	
176	Binghamton						150	Fayetteville (Northwest Arkansas)		C		C	269	Lewiston-Auburn, ME		C	
57	Birmingham						157	Flagstaff-Prescott, AZ		C		C	103	Lexington-Fayette			
273	Bismarck, ND		C		C		124	Flint					239	Lima, OH		C	
219	Blacksburg-Christiansburg-Radford-Pulaski, VA		G		C		204	Florence, SC		C		C	172	Lincoln			
235	Bloomington						244	Florence-Muscle Shoals, AL		C		C	85	Little Rock			
267	Bluefield, WV		C		C		130	Ft. Collins-Greeley, CO		C		C	2	Los Angeles			
121	Boise						70	Ft. Myers-Naples-Marco Island					55	Louisville			
9	Boston						115	Ft. Pierce-Stuart-Vero Beach					179	Lubbock			
205	Bowling Green, KY		C		C		173	Ft. Smith, AR		C		C	153	Macon			
118	Bridgeport						218	Ft. Walton Beach, FL		C		C	97	Madison			
284	Brunswick, GA		C		C		102	Ft. Wayne					189	Manchester			
231	Bryan-College Station, TX		C		C		203	Frederick, MD		C		C	262	Mankato-New Ulm-St. Peter, MN		C	
50	Buffalo-Niagara Falls						165	Fredericksburg					227	Marion-Carbondale (Southern Illinois)		G	
138	Burlington-Plattsburgh						68	Fresno					279	Mason City, IA		C	
127	Canton						86	Gainesville-Ocala					64	McAllen-Brownsville-Harlingen			
182	Cape Cod, MA		C		C		274	Grand Forks, ND-MN		C		C	243	Meadville-Franklin, PA		C	
285	Casper, WY		C		C		259	Grand Junction, CO		C		C	208	Medford-Ashland, OR		C	
206	Cedar Rapids						66	Grand Rapids					99	Melbourne-Titusville-Cocoa			
211	Champaign, IL		C		C		282	Great Falls, MT					47	Memphis			
88	Charleston, SC						186	Green Bay					192	Merced, CA		C	
174	Charleston, WV						43	Greensboro-Winston Salem-High Point					283	Meridian, MS		C	
37	Charlotte-Gastonia-Rock Hill						84	Greenville-New Bern-Jacksonville					12	Miami-Ft. Lauderdale-Hollywood			
224	Charlottesville, VA		C		C		59	Greenville-Spartanburg					36	Middlesex-Somerset-Union			
104	Chattanooga											33	Milwaukee-Racine				
281	Cheyenne, WY		C		C							16	Minneapolis-St. Paul				
3	Chicago						167	Hagerstown-Chambersburg-Waynesboro, MD-PA		C		C	92	Mobile			
198	Chico, CA		C		C		78	Harrisburg-Lebanon-Carlisle					123	Modesto			
26	Cincinnati						264	Harrisonburg, VA		C		C	51	Monmouth-Ocean			
200	Clarksville-Hopkinsville, TN-KY		C		C		49	Hartford-New Britain-Middletown					246	Monroe, LA		C	
25	Cleveland																

NOTE/Metro ranks listed above are based on Winter 2002 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 2002 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 02	SPRING 02	SUMMER 02	FALL 02	METRO RANK	MARKET	WINTER 02	SPRING 02	SUMMER 02	FALL 02	METRO RANK	MARKET	WINTER 02	SPRING 02	SUMMER 02	FALL 02	
75	Monterey-Salinas-Santa Cruz	■	■	■	■	19	St. Louis	■	■	■	■	250	Wichita Falls, TX	■	■	■	■	
147	Montgomery	■	●	●	■	149	Salisbury-Ocean City	■	●	●	■	67	Wilkes Barre-Scranton	■	■	■	■	
193	Morgantown-Clarksburg-Fairmont, WV	C	C	C	C	32	Salt Lake City-Ogden-Provo	■	■	■	■	257	Williamsport, PA	■	■	■	■	
111	Morristown, NJ	C	C	C	C	270	San Angelo, TX	■	C	C	■	76	Wilmington, DE	■	●	●	●	
222	Muskegon, MI	C	C	C	C	30	San Antonio	■	■	■	■	177	Wilmington, NC	■	●	●	●	
166	Myrtle Beach, SC	C	C	C	C	17	San Diego	■	■	■	■	225	Winchester, VA	C	C	C	C	
						4	San Francisco	■	■	■	■	116	Worcester	■	●	●	●	
45	Nashville	■	■	■	■	31	San Jose	■	■	■	■							
18	Nassau-Suffolk (Long Island)	■	■	■	■	169	San Luis Obispo, CA	■	C	C	■	193	Yakima, WA	■	C	C	■	
170	New Bedford-Fall River, MA	C	C	C	C	199	Santa Barbara, CA	■	C	C	■	106	York	■	■	■	■	
105	New Haven	■	●	●	■	237	Santa Fe, NM	■	C	C	■	107	Youngstown-Warren	■	●	●	●	
171	New London, CT	C	C	C	C	202	Santa Maria-Lompoc, CA	■	C	C	■							
44	New Orleans	■	■	■	■	112	Santa Rosa	■	●	●	■							
1	New York	■	■	■	■	80	Sarasota-Bradenton	■	●	●	■							
148	Newburgh-Middletown, NY (Mid-Hudson Valley)	C	C	C	C	158	Savannah	■	●	●	■							
38	Norfolk-Virginia Beach-Newport News	■	■	■	■	14	Seattle-Tacoma	■	■	■	■							
						275	Sebring, FL	■	C	C	■							
185	Odessa-Midland, TX	C	C	C	C	131	Shreveport	■	■	■	■							
53	Oklahoma City	■	■	■	■	257	Sioux City, IA	■	C	C	■							
74	Omaha-Council Bluffs	■	■	■	■	210	Sioux Falls, SD	■	C	C	■							
39	Orlando	■	■	■	■	168	South Bend	■	●	●	■							
277	Owensboro, KY	C	C	C	C	94	Spokane	■	■	■	■							
114	Oxnard-Ventura	■	●	●	■	201	Springfield, IL	■	C	C	■							
						82	Springfield, MA	■	■	■	■							
159	Palm Springs, CA	C	C	C	C	144	Springfield, MO	■	●	●	■							
241	Panama City, FL	C	C	C	C	141	Stamford-Norwalk, CT	■	C	C	■							
238	Parkersburg-Marietta, WV-OH	C	C	C	C	247	State College, PA	■	C	C	■							
125	Pensacola	■	●	●	■	89	Stockton	■	■	■	■							
142	Peoria	■	●	●	■	249	Sussex, NJ	■	C	C	■							
6	Philadelphia	■	■	■	■	78	Syracuse	■	■	■	■							
15	Phoenix	■	■	■	■	162	Tallahassee	■	●	●	■							
23	Pittsburgh	■	■	■	■	21	Tampa-St. Petersburg-Clearwater	■	■	■	■							
163	Portland, ME	■	●	●	■	197	Terre Haute	■	●	●	■							
24	Portland, OR	■	■	■	■	255	Texarkana, TX-AR	■	C	C	■							
120	Portsmouth-Dover-Rochester	■	●	●	■	81	Toledo	■	■	■	■							
160	Poughkeepsie, NY	C	C	C	C	187	Topeka	■	●	●	■							
34	Providence-Warwick-Pawtucket	■	■	■	■	190	Traverse City-Petoskey, MI	■	C	C	■							
248	Pueblo	■	●	●	■	140	Trenton, NJ	■	C	C	■							
13	Puerto Rico	■	■	■	■	209	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	C	C	■							
137	Quad Cities (Davenport-Rock Island-Moline)	■	●	●	■	63	Tucson	■	■	■	■							
						65	Tulsa	■	■	■	■							
46	Raleigh-Durham	■	■	■	■	184	Tupelo, MS	■	C	C	■							
265	Rapid City, SD	C	C	C	C	223	Tuscaloosa, AL	■	C	C	■							
133	Reading, PA	C	C	C	C	145	Tyler-Longview, TX	■	C	C	■							
226	Redding, CA	C	C	C	C	156	Utica-Rome	■	●	●	■							
128	Reno	■	●	●	■	108	Visalia-Tulare-Hanford	■	●	●	■							
56	Richmond	■	■	■	■													
28	Riverside-San Bernardino	■	■	■	■	193	Waco, TX	■	C	C	■							
110	Roanoke-Lynchburg	■	●	●	■	8	Washington, DC	■	■	■	■							
228	Rochester, MN	C	C	C	C	239	Waterloo-Cedar Falls	■	●	●	■							
54	Rochester, NY	■	■	■	■	268	Watertown, NY	■	C	C	■							
152	Rockford	■	●	●	■	164	Wausau-Stevens Point, WI (Central WI)	■	C	C	■							
27	Sacramento	■	■	■	■	48	West Palm Beach-Boca Raton	■	■	■	■							
129	Saginaw-Bay City-Midland	■	●	●	■	60	Westchester	■	■	■	■							
220	St. Cloud, MN	C	C	C	C	233	Wheeling	■	●	●	■							
236	St. George-Cedar City, UT	C	C	C	C	93	Wichita	■	■	■	■							

NOTE/Metro ranks listed above are based on Winter 2002 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

# 2002 Arbitron Qualitative Delivery Schedule

## Scarborough 2002 Release Schedule

Market Name	Release 1	Release 2
Albany, NY	05/02/02	10/31/02
Albuquerque, NM	06/06/02	12/05/02
Atlanta, GA	04/25/02	10/24/02
Austin, TX	06/06/02	12/05/02
Baltimore, MD	06/06/02	12/05/02
Birmingham, AL	05/30/02	11/29/02
Boston, MA	06/06/02	12/05/02
Buffalo, NY	06/13/02	12/12/02
Charleston, WV	07/11/02	01/23/03
Charlotte, NC	05/23/02	11/21/02
Chicago, IL	05/23/02	11/21/02
Cincinnati, OH	06/06/02	12/05/02
Cleveland, OH	05/23/02	11/21/02
Columbus, OH	06/13/02	12/12/02
Dallas, TX	05/09/02	11/07/02
Dayton, OH	06/20/02	12/19/02
Denver, CO	05/09/02	11/07/02
Des Moines, IA	05/30/02	11/29/02
Detroit, MI	04/11/02	10/10/02
El Paso, TX	05/09/02	11/07/02
Flint, MI	07/11/02	01/23/03
Fort Myers, FL	04/18/02	10/17/02
Fresno, CA	04/11/02	10/10/02
Grand Rapids, MI	06/20/02	12/19/02
Greensboro, NC	06/27/02	01/09/03
Greenville, SC	06/27/02	01/09/03
Harrisburg, PA	07/05/02	01/16/03
Hartford, CT	05/09/02	11/07/02
Honolulu, HI	06/20/02	12/19/02
Houston, TX	05/16/02	11/14/02
Indianapolis, IN	05/02/02	10/31/02
Jacksonville, FL	06/27/02	01/09/03
Kansas City, MO	05/23/02	11/21/02
Knoxville, TN	07/11/02	01/23/03
Las Vegas, NV	06/13/02	12/12/02
Lexington, KY	07/05/02	01/16/03
Los Angeles, CA	04/11/02	10/10/02
Louisville, KY	07/05/02	01/16/03
Memphis, TN	07/05/02	01/16/03
Miami, FL	04/25/02	10/24/02
Milwaukee, WI	04/25/02	10/24/02
Minneapolis, MN	04/18/02	10/17/02
Mobile, AL	05/02/02	10/31/02
Nashville, TN	04/25/02	10/24/02
New Orleans, LA	07/05/02	01/16/03
New York, NY	05/16/02	11/14/02
Norfolk, VA	07/05/02	01/16/03
Oklahoma City, OK	07/11/02	01/23/03
Orlando, FL	04/18/02	10/17/02
Philadelphia, PA	05/02/02	10/31/02
Phoenix, AZ	04/11/02	10/10/02
Pittsburgh, PA	05/30/02	11/29/02
Portland, OR	05/23/02	11/21/02
Providence, RI	06/27/02	01/09/03
Raleigh-Durham, NC	06/20/02	12/19/02
Richmond, VA	07/18/02	01/30/03
Roanoke, VA	05/02/02	10/31/02
Rochester, NY	04/25/02	10/24/02
Sacramento, CA	05/16/02	11/14/02
Salt Lake City, UT	05/09/02	11/07/02

(continued)

## Scarborough 2002 Release Schedule (continued)

Market Name	Release 1	Release 2
San Antonio, TX	04/11/02	10/10/02
San Diego, CA	04/11/02	10/10/02
San Francisco, CA	05/09/02	11/07/02
Seattle, WA	05/23/02	11/21/02
Spokane, WA	06/06/02	12/05/02
St. Louis, MO	04/18/02	10/17/02
Syracuse, NY	07/11/02	01/23/03
Tampa, FL	04/18/02	10/17/02
Toledo, OH	07/18/02	01/30/03
Tucson, AZ	04/18/02	10/17/02
Tulsa, OK	05/30/02	11/29/02
Washington, DC	05/30/02	11/29/02
West Palm Beach, FL	05/02/02	10/31/02
Wichita, KS	04/25/02	10/24/02
Wilkes-Barre, PA	06/27/02	01/09/03

## RetailDirect 2002 Release Schedule

Market Name	2002 Release 1	2002 Release 2
Allentown-Bethlehem, PA	01/31/02	08/12/02
Atlantic City-Cape May, NJ	06/18/02	12/30/02
Bakersfield, CA	05/23/02	11/18/02
Baton Rouge, LA	02/25/02	09/06/02
Charleston, SC	01/31/02	09/06/02
Chattanooga, TN	06/18/02	12/30/02
Colorado Springs, CO	02/25/02	09/06/02
Evansville, IN	04/29/02	10/21/02
Ft. Wayne, IN	01/31/02	08/12/02
Gainesville-Ocala, FL	04/29/02	10/21/02
Greenville-New Bern- Jacksonville, NC	06/18/02	12/30/02
Huntsville, AL	04/29/02	10/21/02
Lafayette, LA	04/29/02	10/21/02
Little Rock, AR	01/31/02	08/12/02
Lubbock, TX	06/18/02	12/30/02
Macon, GA	04/29/02	
Monterey-Salinas- Santa Cruz, CA	05/23/02	11/18/02
Omaha-Council Bluffs, NE-IA	02/25/02	09/06/02
Palm Springs, CA	04/29/02	
Rockford, IL	01/31/02	
Santa Barbara, CA	04/29/02	
Springfield, MA	01/31/02	08/12/02
Springfield, MO	02/25/02	09/06/02
Youngstown-Warren, OH	05/23/02	11/18/02

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

# 2002 Arbitron Qualitative Delivery Schedule

## 2002 Qualitative Diary Markets\*

<p>Abilene, TX Albany, GA Alexandria, LA Altoona, PA</p> <p>Amarillo, TX Anchorage, AK Ann Arbor, MI Appleton-Oshkosh, WI</p> <p>Asheville, NC Augusta, GA Augusta-Waterville, ME Bangor, ME</p> <p>Battle Creek, MI Beaumont-Port Arthur, TX Beckley, WV Billings, MT</p> <p>Biloxi-Gulfport-Pascagoula, MS Binghamton, NY Bismarck, ND 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</p> <p>Cape Cod, MA Casper, WY Cedar Rapids, IA Champaign, IL</p> <p>Charlottesville, VA Cheyenne, WY Chico, CA Clarksville-Hopkinsville, TN-KY</p> <p>Columbia, MO Columbia, SC Columbus, GA Columbus-Starkville-West Point, MS</p> <p>Cookeville, TN Corpus Christi, TX Daytona Beach, FL Decatur, IL</p> <p>Dothan, AL Dubuque, IA Duluth-Superior, MN-WI Eau Claire, WI</p> <p>Elizabeth City-Nags Head, NC Elmira-Corning, NY Erie, PA Eugene-Springfield, OR</p> <p>Fargo-Moorhead, ND-MN Fayetteville (Northwest Arkansas), AR Fayetteville, NC Flagstaff-Prescott, AZ</p> <p>Florence, SC Florence-Muscle Shoals, AL Ft. Collins-Greeley, CO Ft. Smith, AR</p>	<p>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</p> <p>Ithaca, NY Jackson, MS Jackson, TN Johnson City-Kingsport-Bristol, TN-VA</p> <p>Johnstown, PA Jonesboro, AR Joplin, MO Kalamazoo, MI</p> <p>Killeen-Temple, TX Lafayette, IN Lake Charles, LA Lakeland-Winter Haven, FL</p> <p>Lansing-East Lansing, MI Laredo, TX Laurel-Hattiesburg, MS Lawton, OK</p> <p>Lewiston-Auburn, ME Lima, OH Lincoln, NE Macon, GA</p> <p>Madison, WI Manchester, NH Mankato-New Ulm-St. Peter, MN Marion-Carbondale, IL (Southern Illinois)</p> <p>Mason City, IA McAllen-Brownsville-Harlingen, TX Meadville-Franklin, PA Medford-Ashland, OR</p> <p>Melbourne-Titusville-Cocoa, FL Merced, CA Meridian, MS Modesto, CA</p> <p>Monroe, LA Montgomery, AL Morgantown-Clarksburg-Fairmont, WV Muskegon, MI</p> <p>Myrtle Beach, SC New London, CT Newburgh-Middletown (Mid-Hudson Valley), NY Odessa-Midland, TX</p> <p>Oxnard-Ventura, CA Panama City, FL Parkersburg-Marietta, WV-OH Peoria, IL</p> <p>Portland, ME Portsmouth-Dover-Rochester, NH Poughkeepsie, NY Pueblo, CO</p> <p>Puerto Rico Quad Cities (Davenport-Rock Island-Moline), IA-IL Rapid City, SD Reading, PA</p>	<p>Redding, CA Reno, NV Rochester, MN Salisbury-Ocean City, MD</p> <p>San Angelo, TX San Luis Obispo, CA Santa Fe, NM Santa Maria-Lompoc, CA</p> <p>Savannah, GA Sebring, FL Sheboygan, WI Shreveport, LA</p> <p>Sioux City, IA South Bend, IN Springfield, IL Springfield, MO</p> <p>St. Cloud, MN State College, PA Stockton, CA Sussex, NJ</p> <p>Tallahassee, FL Terre Haute, IN Texarkana, TX-AR Topeka, KS</p> <p>Traverse City-Petoskey, MI (formerly Northwest MI) Tri-Cities, WA (Richland-Kennewick-Pasco) Tupelo, MS Tuscaloosa, AL</p> <p>Tyler-Longview, TX Utica-Rome, NY Visalia-Tulare-Hanford, CA Waco, TX</p> <p>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</p> <p>Winchester, VA Worcester, MA Yakima, WA</p>
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\* The qualitative information is delivered through MaximISer at the same time as the ratings data for these markets. † Begins Spring 2002.

# Arbitron 2002 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
Abilene, TX							Aug 09	11:00AM	Aug 13	9:00AM	Aug 14	Aug 16
Akron	May 23	1:00PM LMT	Jun 20	1:00PM	Jul 22	1:00PM	Jul 22	4:00PM	Jul 24	1:00PM	Jul 25	Jul 29
Albany, GA							Aug 12	11:00AM	Aug 14	10:00AM	Aug 15	Aug 19
Albany-Schenectady-Troy	Jun 04	11:30AM LMT	Jul 01	11:30AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 02	10:00AM	Aug 05	Aug 07
Albuquerque	Jun 10	9:30AM LMT	Jul 08	9:30AM	Aug 06	11:00AM	Aug 06	2:00PM	Aug 08	11:00AM	Aug 09	Aug 13
Alexandria, LA							Aug 12	11:00AM	Aug 14	9:00AM	Aug 15	Aug 19
Allentown-Bethlehem	May 21	1:00PM LMT	Jun 18	1:00PM	Jul 18	11:30AM	Jul 18	2:30PM	Jul 22	11:30AM	Jul 23	Jul 25
Altoona							Jul 25	10:30AM	Jul 29	10:00AM	Jul 30	Aug 01
Amarillo, TX							Aug 09	3:00PM	Aug 13	9:00AM	Aug 14	Aug 16
Anchorage							Aug 12	12:00PM	Aug 14	6:00AM	Aug 15	Aug 19
Ann Arbor							Jul 19	10:00AM	Jul 23	10:00AM	Jul 24	Jul 26
Appleton-Oshkosh							Aug 09	9:30AM	Aug 13	9:00AM	Aug 14	Aug 16
Asheville							Aug 05	10:00AM	Aug 07	10:00AM	Aug 08	Aug 12
Atlanta	May 29	10:00AM LMT	Jun 25	10:00AM	Jul 25	11:30AM	Jul 25	2:30PM	Jul 29	11:30AM	Jul 30	Aug 01
Atlantic City-Cape May							Jul 17	10:00AM	Jul 19	10:00AM	Jul 22	Jul 24
Augusta, GA							Aug 09	2:00PM	Aug 13	10:00AM	Aug 14	Aug 16
Augusta-Waterville, ME							Aug 08	10:30AM	Aug 12	10:00AM	Aug 13	Aug 15
Austin	Jun 03	1:30PM LMT	Jun 28	1:30PM	Jul 30	1:30PM	Jul 30	4:30PM	Aug 01	1:30PM	Aug 02	Aug 06
Bakersfield	May 21	10:00AM LMT	Jun 18	10:00AM	Jul 18	11:30AM	Jul 18	2:30PM	Jul 22	11:30AM	Jul 23	Jul 25
Baltimore	May 23	11:30AM LMT	Jun 20	11:30AM	Jul 22	11:30AM	Jul 22	2:30PM	Jul 24	11:30AM	Jul 25	Jul 29
Bangor							Aug 09	12:00PM	Aug 13	10:00AM	Aug 14	Aug 16
Baton Rouge	Jun 07	1:30PM LMT	Jul 05	1:30PM	Aug 06	10:30AM	Aug 06	1:30PM	Aug 08	10:30AM	Aug 09	Aug 13
Battle Creek, MI							Aug 05	11:30AM	Aug 07	10:00AM	Aug 08	Aug 12
Beaumont-Port Arthur, TX							Jul 26	10:00AM	Jul 30	9:00AM	Jul 31	Aug 02
Beckley, WV							Aug 09	11:00AM	Aug 13	10:00AM	Aug 14	Aug 16
Billings, MT							Aug 12	9:00AM	Aug 14	8:00AM	Aug 15	Aug 19
Biloxi-Gulfport-Pascagoula							Aug 02	10:00AM	Aug 06	9:00AM	Aug 07	Aug 09
Binghamton							Aug 08	3:00PM	Aug 12	10:00AM	Aug 13	Aug 15
Birmingham	May 31	12:00PM LMT	Jun 27	12:00PM	Jul 29	1:30PM	Jul 29	4:30PM	Jul 31	1:30PM	Aug 01	Aug 05
Bismarck, ND							Aug 12	12:00PM	Aug 14	9:00AM	Aug 15	Aug 19
Blksbrg-Chrstnbg-Rdfrd-Plski,VA							Aug 05	11:30AM	Aug 07	10:00AM	Aug 08	Aug 12
Bloomington							Jul 19	9:00AM	Jul 23	9:00AM	Jul 24	Jul 26
Bluefield, WV							Aug 09	10:00AM	Aug 13	10:00AM	Aug 14	Aug 16
Boise							Aug 12	9:30AM	Aug 14	8:00AM	Aug 15	Aug 19
Boston	May 22	10:00AM LMT	Jun 19	10:00AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 23	10:00AM	Jul 24	Jul 26
Bowling Green, KY							Aug 05	9:30AM	Aug 07	9:00AM	Aug 08	Aug 12
Bridgeport							Jul 15	10:00AM	Jul 17	10:00AM	Jul 18	Jul 22
Brunswick, GA							Jul 31	10:00AM	Aug 02	10:00AM	Aug 05	Aug 07
Bryan-College Station, TX							Jul 26	9:00AM	Jul 30	9:00AM	Jul 31	Aug 02
Buffalo-Niagara Falls	May 28	10:00AM LMT	Jun 24	10:00AM	Jul 24	10:00AM	Jul 24	1:00PM	Jul 26	10:00AM	Jul 29	Jul 31
Burlington-Plattsburgh							Aug 09	1:30PM	Aug 13	10:00AM	Aug 14	Aug 16
Canton							Jul 24	10:30AM	Jul 26	10:00AM	Jul 29	Jul 31
Cape Cod, MA							Jul 22	10:30AM	Jul 24	10:00AM	Jul 25	Jul 29
Casper, WY							Aug 12	9:30AM	Aug 14	8:00AM	Aug 15	Aug 19
Cedar Rapids							Aug 07	10:30AM	Aug 09	9:00AM	Aug 12	Aug 14
Champaign, IL							Jul 19	9:30AM	Jul 23	9:00AM	Jul 24	Jul 26
Charleston, SC	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 05	10:00AM	Aug 05	1:00PM	Aug 07	10:00AM	Aug 08	Aug 12
Charleston, WV							Aug 07	11:00AM	Aug 09	10:00AM	Aug 12	Aug 14
Charlotte-Gastonia-Rock Hill	May 29	11:30AM LMT	Jun 25	11:30AM	Jul 25	1:00PM	Jul 25	4:00PM	Jul 29	1:00PM	Jul 30	Aug 01
Charlottesville, VA							Aug 08	10:00AM	Aug 12	10:00AM	Aug 13	Aug 15
Chattanooga	Jun 06	10:00AM LMT	Jul 03	10:00AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 06	10:00AM	Aug 07	Aug 09
Cheyenne, WY							Jul 29	9:30AM	Jul 31	8:00AM	Aug 01	Aug 05
Chicago	May 20	9:00AM LMT	Jun 17	9:00AM	Jul 17	9:00AM	Jul 17	12:00PM	Jul 19	9:00AM	Jul 22	Jul 24
Chico, CA							Jul 22	10:00AM	Jul 24	7:00AM	Jul 25	Jul 29
Cincinnati	May 24	11:30AM LMT	Jun 21	11:30AM	Jul 23	1:00PM	Jul 23	4:00PM	Jul 25	1:00PM	Jul 26	Jul 30
Clarksville-Hopkinsville, TN-KY							Aug 05	9:30AM	Aug 07	9:00AM	Aug 08	Aug 12

\* All times are local market times.

\*\* All times indicate START of Market calling.

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# Arbitron 2002 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	
Cleveland	May 23	1:00PM LMT	Jun 20	1:00PM	Jul 22	1:00PM	Jul 22	4:00PM	Jul 24	1:00PM	Jul 25	Jul 26	Jul 29
Colorado Springs	May 30	9:30AM LMT	Jun 26	9:30AM	Jul 25	11:00AM	Jul 25	2:00PM	Jul 29	11:00AM	Jul 30	Jul 31	Aug 01
Columbia, MO							Jul 29	10:00AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 05
Columbia, SC	Jun 06	10:00AM LMT	Jul 03	10:00AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 06	10:00AM	Aug 07	Aug 08	Aug 09
Columbus, GA							Aug 08	2:00PM	Aug 12	10:00AM	Aug 13	Aug 14	Aug 15
Columbus, OH	May 30	10:00AM LMT	Jun 26	10:00AM	Jul 26	1:00PM	Jul 26	4:00PM	Jul 30	1:00PM	Jul 31	Aug 01	Aug 02
Columbus-Starkville-West Point, MS							Aug 12	10:00AM	Aug 14	9:00AM	Aug 15	Aug 16	Aug 19
Cookeville, TN							Aug 05	9:30AM	Aug 07	9:00AM	Aug 08	Aug 09	Aug 12
Corpus Christi							Aug 07	10:00AM	Aug 09	9:00AM	Aug 12	Aug 13	Aug 14
Dallas-Ft. Worth	May 28	1:30PM LMT	Jun 24	1:30PM	Jul 24	1:30PM	Jul 24	4:30PM	Jul 26	1:30PM	Jul 29	Jul 30	Jul 31
Danbury, CT							Jul 16	10:00AM	Jul 18	10:00AM	Jul 19	Jul 22	Jul 23
Dayton	Jun 04	10:00AM LMT	Jul 01	10:00AM	Jul 31	11:30AM	Jul 31	2:30PM	Aug 02	11:30AM	Aug 05	Aug 06	Aug 07
Daytona Beach							Jul 26	11:30AM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 02
Decatur, IL							Jul 25	9:00AM	Jul 29	9:00AM	Jul 30	Jul 31	Aug 01
Denver-Boulder	May 30	11:00AM LMT	Jun 26	11:00AM	Jul 25	12:30PM	Jul 25	3:30PM	Jul 29	12:30PM	Jul 30	Jul 31	Aug 01
Des Moines	Jun 07	10:30AM LMT	Jul 05	10:30AM	Aug 05	10:30AM	Aug 05	1:30PM	Aug 07	10:30AM	Aug 08	Aug 09	Aug 12
Detroit	May 21	11:30AM LMT	Jun 18	11:30AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 22	10:00AM	Jul 23	Jul 24	Jul 25
Dothan, AL							Aug 08	2:30PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Dubuque, IA							Aug 08	12:00PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Duluth-Superior							Aug 08	3:30PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Eau Claire, WI							Aug 06	10:30AM	Aug 08	9:00AM	Aug 09	Aug 12	Aug 13
El Paso	Jun 10	9:30AM LMT	Jul 08	9:30AM	Aug 06	11:00AM	Aug 06	2:00PM	Aug 08	11:00AM	Aug 09	Aug 12	Aug 13
Elizabeth City-Nags Head, NC							Jul 31	10:00AM	Aug 02	10:00AM	Aug 05	Aug 06	Aug 07
Elmira-Corning, NY							Aug 08	10:00AM	Aug 12	10:00AM	Aug 13	Aug 14	Aug 15
Erie							Aug 08	1:30PM	Aug 12	10:00AM	Aug 13	Aug 14	Aug 15
Eugene-Springfield							Aug 02	9:00AM	Aug 06	7:00AM	Aug 07	Aug 08	Aug 09
Evansville							Aug 08	9:30AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Fargo-Moorhead							Aug 09	11:30AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Fayetteville (NW Arkansas)							Aug 09	10:00AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Fayetteville, NC							Aug 12	10:30AM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 19
Flagstaff-Prescott, AZ							Jul 24	9:00AM	Jul 26	8:00AM	Jul 29	Jul 30	Jul 31
Flint							Jul 23	10:00AM	Jul 25	10:00AM	Jul 26	Jul 29	Jul 30
Florence, SC							Aug 07	10:30AM	Aug 09	10:00AM	Aug 12	Aug 13	Aug 14
Florence-Muscle Shoals, AL							Aug 06	2:00PM	Aug 08	9:00AM	Aug 09	Aug 12	Aug 13
Frederick, MD							Jul 22	11:30AM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 29
Fredericksburg	May 23	11:30AM LMT	Jun 20	11:30AM	Jul 22	11:30AM	Jul 22	2:30PM	Jul 24	11:30AM	Jul 25	Jul 26	Jul 29
Fresno	May 31	10:00AM LMT	Jun 27	10:00AM	Jul 29	11:30AM	Jul 29	2:30PM	Jul 31	11:30AM	Aug 01	Aug 02	Aug 05
Ft. Collins-Greeley, CO							Jul 29	10:00AM	Jul 31	8:00AM	Aug 01	Aug 02	Aug 05
Ft. Myers-Naples-Marco Island							Jul 26	12:00PM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 02
Ft. Pierce-Stuart-Vero Beach							Jul 26	11:00AM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 02
Ft. Smith, AR							Aug 12	12:00PM	Aug 14	9:00AM	Aug 15	Aug 16	Aug 19
Ft. Walton Beach, FL							Aug 02	10:00AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 09
Ft. Wayne							Aug 02	10:30AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 09
Gainesville-Ocala							Aug 01	10:30AM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Grand Forks, ND-MN							Aug 09	9:00AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Grand Junction, CO							Jul 31	9:00AM	Aug 02	8:00AM	Aug 05	Aug 06	Aug 07
Grand Rapids	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
Great Falls, MT							Aug 12	9:00AM	Aug 14	8:00AM	Aug 15	Aug 16	Aug 19
Green Bay							Aug 09	12:00PM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Greensboro-Winston Salem-High Point	Jun 05	1:00PM LMT	Jul 02	1:00PM	Aug 01	1:00PM	Aug 01	4:00PM	Aug 05	1:00PM	Aug 06	Aug 07	Aug 08
Greenville-New Bern-Jacksonville	Jun 07	11:30AM LMT	Jul 05	11:30AM	Aug 06	11:30AM	Aug 06	2:30PM	Aug 08	11:30AM	Aug 09	Aug 12	Aug 13
Greenville-Spartanburg	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 05	10:00AM	Aug 05	1:00PM	Aug 07	10:00AM	Aug 08	Aug 09	Aug 12
Hagerstn-Chambrsg-Waynsb, MD-PA							Jul 24	10:00AM	Jul 26	10:00AM	Jul 29	Jul 30	Jul 31
Harrisburg-Lebanon-Carlisle	Jun 04	1:00PM LMT	Jul 01	1:00PM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Harrisonburg, VA							Aug 08	12:00PM	Aug 12	10:00AM	Aug 13	Aug 14	Aug 15

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# Arbitron 2002 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaxiMer®/Media Professional <sup>SM</sup>		Market Report	TAPSCAN*	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Hartford-New Britain-Middletown	May 23	2:30PM LMT	Jun 20	2:30PM	Jul 23	10:00AM	Jul 23	1:00PM	Jul 25	10:00AM	Jul 26	Jul 29	Jul 30
Honolulu	Jun 03	10:00AM LMT	Jun 28	10:00AM	Jul 29	10:00AM	Jul 29	1:00PM	Jul 31	10:00AM	Aug 01	Aug 02	Aug 05
Houston-Galveston	May 28	10:30AM LMT	Jun 24	10:30AM	Jul 24	10:30AM	Jul 24	1:30PM	Jul 26	10:30AM	Jul 29	Jul 30	Jul 31
Huntington-Ashland							Aug 07	3:30PM	Aug 09	10:00AM	Aug 12	Aug 13	Aug 14
Huntsville	Jun 06	10:30AM LMT	Jul 03	10:30AM	Aug 02	10:30AM	Aug 02	1:30PM	Aug 06	10:30AM	Aug 07	Aug 08	Aug 09
Indianapolis	Jun 03	9:00AM LMT	Jun 28	9:00AM	Jul 30	9:00AM	Jul 30	12:00PM	Aug 01	9:00AM	Aug 02	Aug 05	Aug 06
Ithaca, NY							Jul 31	10:00AM	Aug 02	10:00AM	Aug 05	Aug 06	Aug 07
Jackson, MS	Jun 07	12:00PM LMT	Jul 05	12:00PM	Aug 06	10:30AM	Aug 06	1:30PM	Aug 08	10:30AM	Aug 09	Aug 12	Aug 13
Jackson, TN							Aug 02	10:00AM	Aug 06	10:00AM	Aug 07	Aug 08	Aug 09
Jacksonville	Jun 03	11:30AM LMT	Jun 28	11:30AM	Jul 30	11:30AM	Jul 30	2:30PM	Aug 01	11:30AM	Aug 02	Aug 05	Aug 06
Johnson City-Kingsport-Bristol	Jun 07	11:30AM LMT	Jul 05	11:30AM	Aug 05	11:30AM	Aug 05	2:30PM	Aug 07	11:30AM	Aug 08	Aug 09	Aug 12
Johnstown							Jul 25	10:30AM	Jul 29	10:00AM	Jul 30	Jul 31	Aug 01
Jonesboro, AR							Aug 06	11:00AM	Aug 08	9:00AM	Aug 09	Aug 12	Aug 13
Joplin, MO							Aug 09	1:00PM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Kalamazoo							Aug 01	10:00AM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Kansas City	May 31	10:30AM LMT	Jun 27	10:30AM	Jul 29	10:30AM	Jul 29	1:30PM	Jul 31	10:30AM	Aug 01	Aug 02	Aug 05
Killeen-Temple, TX							Jul 26	9:00AM	Jul 30	9:00AM	Jul 31	Aug 01	Aug 02
Knoxville	Jun 05	10:00AM LMT	Jul 02	10:00AM	Aug 01	11:30AM	Aug 01	2:30PM	Aug 05	11:30AM	Aug 06	Aug 07	Aug 08
Lafayette, IN							Aug 01	9:00AM	Aug 05	9:00AM	Aug 06	Aug 07	Aug 08
Lafayette, LA							Aug 09	12:00PM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Lake Charles, LA							Jul 26	9:30AM	Jul 30	9:00AM	Jul 31	Aug 01	Aug 02
Lakeland-Winter Haven							Jul 26	11:00AM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 02
Lancaster							Aug 01	10:00AM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Lansing-East Lansing	Jun 05	10:00AM LMT	Jul 02	10:00AM	Aug 01	1:00PM	Aug 01	4:00PM	Aug 05	1:00PM	Aug 06	Aug 07	Aug 08
Laredo, TX							Aug 02	9:30AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 09
Las Vegas	May 31	1:00PM LMT	Jun 27	1:00PM	Jul 30	10:00AM	Jul 30	1:00PM	Aug 01	10:00AM	Aug 02	Aug 05	Aug 06
Laurel-Hattiesburg, MS							Aug 02	9:30AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 09
Lawton, OK							Aug 05	9:00AM	Aug 07	9:00AM	Aug 08	Aug 09	Aug 12
Lewiston-Auburn, ME							Aug 08	10:30AM	Aug 12	10:00AM	Aug 13	Aug 14	Aug 15
Lexington-Fayette							Aug 07	11:00AM	Aug 09	10:00AM	Aug 12	Aug 13	Aug 14
Lima, OH							Aug 05	10:30AM	Aug 07	10:00AM	Aug 08	Aug 09	Aug 12
Lincoln							Aug 08	10:00AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Little Rock	Jun 06	12:00PM LMT	Jul 03	12:00PM	Aug 02	12:00PM	Aug 02	3:00PM	Aug 06	12:00PM	Aug 07	Aug 08	Aug 09
Los Angeles	May 20	10:00AM LMT	Jun 17	10:00AM	Jul 17	10:00AM	Jul 17	1:00PM	Jul 19	10:00AM	Jul 22	Jul 23	Jul 24
Louisville	Jun 03	11:30AM LMT	Jun 28	11:30AM	Jul 30	11:30AM	Jul 30	2:30PM	Aug 01	11:30AM	Aug 02	Aug 05	Aug 06
Lubbock							Aug 09	11:30AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Macon							Aug 08	12:30PM	Aug 12	10:00AM	Aug 13	Aug 14	Aug 15
Madison	Jun 07	12:00PM LMT	Jul 05	12:00PM	Aug 06	9:00AM	Aug 06	12:00PM	Aug 08	9:00AM	Aug 09	Aug 12	Aug 13
Manchester							Jul 22	10:00AM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 29
Mankato-New Ulm-St. Peter, MN							Jul 26	11:30AM	Jul 30	9:00AM	Jul 31	Aug 01	Aug 02
Marion-Carbondale (Southern IL)							Jul 29	9:30AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 05
Mason City, IA							Aug 09	9:00AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
McAllen-Brownsville-Harlingen							Aug 06	2:00PM	Aug 08	9:00AM	Aug 09	Aug 12	Aug 13
Meadville-Franklin, PA							Jul 25	10:00AM	Jul 29	10:00AM	Jul 30	Jul 31	Aug 01
Medford-Ashland, OR							Aug 12	9:00AM	Aug 14	7:00AM	Aug 15	Aug 16	Aug 19
Melbourne-Titusville-Cocoa							Jul 26	2:30PM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 02
Memphis	Jun 05	1:30PM LMT	Jul 02	1:30PM	Aug 01	1:30PM	Aug 01	4:30PM	Aug 05	1:30PM	Aug 06	Aug 07	Aug 08
Merced, CA							Jul 22	10:30AM	Jul 24	7:00AM	Jul 25	Jul 26	Jul 29
Meridian, MS							Aug 12	9:00AM	Aug 14	9:00AM	Aug 15	Aug 16	Aug 19
Miami-Ft. Lauderdale-Hollywood	May 29	2:30PM LMT	Jun 25	2:30PM	Jul 26	11:30AM	Jul 26	2:30PM	Jul 30	11:30AM	Jul 31	Aug 01	Aug 02
Middlesex-Somerset-Union	May 17	1:00PM LMT	Jun 14	1:00PM	Jul 15	1:00PM	Jul 15	4:00PM	Jul 17	1:00PM	Jul 18	Jul 19	Jul 22
Milwaukee-Racine	May 31	9:00AM LMT	Jun 27	9:00AM	Jul 29	9:00AM	Jul 29	12:00PM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 05
Minneapolis-St. Paul	May 28	3:00PM LMT	Jun 24	3:00PM	Jul 25	9:00AM	Jul 25	12:00PM	Jul 29	9:00AM	Jul 30	Jul 31	Aug 01
Mobile	Jun 04	1:30PM LMT	Jul 01	1:30PM	Jul 31	1:30PM	Jul 31	4:30PM	Aug 02	1:30PM	Aug 05	Aug 06	Aug 07
Modesto							Jul 19	9:30AM	Jul 23	7:00AM	Jul 24	Jul 25	Jul 26

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# Arbitron 2002 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
Monmouth-Ocean Monroe, LA							Jul 15 10:30AM Aug 12 11:30AM		Jul 17 10:00AM Aug 14 9:00AM	Jul 18 Aug 15	Jul 19 Aug 16	Jul 22 Aug 19
Monterey-Salinas-Santa Cruz Montgomery Morgantown-Clarks-Fairmont, WV Morristown, NJ	May 22	11:30AM LMT	Jun 19	11:30AM	Jul 19	10:00AM	Jul 19 1:00PM Aug 08 3:00PM Aug 07 10:30AM Jul 15 10:00AM		Jul 23 10:00AM Aug 12 9:00AM Aug 09 10:00AM Jul 17 10:00AM	Jul 24 Aug 13 Aug 12 Jul 18	Jul 25 Aug 14 Aug 13 Jul 19	Jul 26 Aug 15 Aug 14 Jul 22
Muskegon, MI Myrtle Beach, SC Nashville Nassau-Suffolk (Long Island)	Jun 05 May 17	1:30PM LMT 11:30AM LMT	Jul 02 Jun 14	1:30PM 11:30AM	Aug 01 Jul 15	12:00PM 11:30AM	Aug 05 11:00AM Aug 08 11:30AM Aug 01 3:00PM Jul 15 2:30PM		Aug 07 10:00AM Aug 12 10:00AM Aug 05 12:00PM Jul 17 11:30AM	Aug 08 Aug 13 Aug 06 Jul 18	Aug 09 Aug 14 Aug 07 Jul 19	Aug 12 Aug 15 Aug 08 Jul 22
New Bedford-Fall River, MA New Haven New London, CT New Orleans							Jul 18 10:00AM Jul 23 12:00PM Jul 18 12:00PM Jul 30 3:00PM		Jul 22 10:00AM Jul 25 10:00AM Jul 22 10:00AM Aug 01 12:00PM	Jul 23 Jul 26 Jul 23 Aug 02	Jul 24 Jul 29 Jul 24 Aug 05	Jul 25 Jul 30 Jul 25 Aug 06
New York Newburgh-Middletown, NY(Md-Hud Vly) Norfolk-Virginia Beach-Newport News Odessa-Midland, TX	May 17 Jun 03	10:00AM LMT 1:00PM LMT	Jun 14 Jun 28	10:00AM 1:00PM	Jul 15 Jul 31	10:00AM 10:00AM	Jul 15 1:00PM Jul 18 10:30AM Jul 31 1:00PM Aug 09 11:00AM		Jul 17 10:00AM Jul 22 10:00AM Aug 02 10:00AM Aug 13 9:00AM	Jul 18 Jul 23 Aug 05 Aug 14	Jul 19 Jul 24 Aug 06 Aug 15	Jul 22 Jul 25 Aug 07 Aug 16
Oklahoma City Omaha-Council Bluffs Orlando Oxnard-Ventura	Jun 06 Jun 06 May 29	10:30AM LMT 10:30AM LMT 1:00PM LMT	Jul 03 Jul 03 Jun 25	10:30AM 10:30AM 1:00PM	Aug 02 Aug 02 Jul 26	10:30AM 10:30AM 10:00AM	Aug 02 1:30PM Aug 02 1:30PM Jul 26 1:00PM Jul 19 9:00AM		Aug 06 10:30AM Aug 06 10:30AM Jul 30 10:00AM Jul 23 7:00AM	Aug 07 Aug 07 Jul 31 Jul 24	Aug 08 Aug 08 Aug 01 Jul 25	Aug 09 Aug 09 Aug 02 Jul 26
Palm Springs, CA Panama City, FL Parkersburg-Marietta, WV-OH Pensacola							Jul 18 9:00AM Aug 12 9:30AM Aug 09 10:30AM Jul 31 1:30PM		Jul 22 7:00AM Aug 14 9:00AM Aug 13 10:00AM Aug 02 9:00AM	Jul 23 Aug 15 Aug 14 Aug 05	Jul 24 Aug 16 Aug 15 Aug 06	Jul 25 Aug 19 Aug 16 Aug 07
Peoria Philadelphia Phoenix Pittsburgh	May 21 May 24 May 24	10:00AM LMT 1:00PM LMT 10:00AM LMT	Jun 18 Jun 21 Jun 21	10:00AM 1:00PM 10:00AM	Jul 18 Jul 23 Jul 23	10:00AM 1:00PM 11:30AM	Jul 19 11:30AM Jul 18 1:00PM Jul 23 4:00PM Jul 23 2:30PM		Jul 23 9:00AM Jul 22 10:00AM Jul 25 1:00PM Jul 25 11:30AM	Jul 24 Jul 23 Jul 26 Jul 26	Jul 25 Jul 24 Jul 29 Jul 29	Jul 26 Jul 25 Jul 30 Jul 30
Portland, ME Portland, OR Portsmouth-Dover-Rochester Poughkeepsie, NY							Aug 08 2:30PM Jul 29 1:00PM Jul 22 11:00AM Jul 18 10:30AM		Aug 12 10:00AM Jul 31 10:00AM Jul 24 10:00AM Jul 22 10:00AM	Aug 13 Aug 01 Jul 25 Jul 23	Aug 14 Aug 02 Jul 26 Jul 24	Aug 15 Aug 05 Jul 29 Jul 25
Providence-Warwick-Pawtucket Pueblo Puerto Rico Quad Cities	May 22 May 30	11:30AM LMT 11:30AM LMT	Jun 19 Jun 26	11:30AM 11:30AM	Jul 19 Jul 25	10:00AM 10:00AM	Jul 19 1:00PM Jul 29 9:00AM Jul 25 1:00PM Jul 19 12:00PM		Jul 23 10:00AM Jul 31 8:00AM Jul 29 10:00AM Jul 23 9:00AM	Jul 24 Aug 01 Jul 30 Jul 24	Jul 25 Aug 02 Jul 31 Jul 25	Jul 26 Aug 05 Aug 01 Jul 26
Raleigh-Durham Rapid City, SD Reading, PA Redding, CA							Jun 04 1:00PM LMT Jul 01 1:00PM Jul 31 1:00PM Aug 12 9:00AM Aug 12 10:30AM Jul 19 10:00AM Jul 22 9:00AM		Aug 02 1:00PM Aug 14 8:00AM Jul 23 10:00AM Jul 24 7:00AM	Aug 05 Aug 15 Jul 24 Jul 25	Aug 06 Aug 16 Jul 25 Jul 26	Aug 07 Aug 19 Jul 26 Jul 29
Reno Richmond Riverside-San Bernardino Roanoke-Lynchburg	Jun 03 May 17	10:00AM LMT 10:00AM LMT	Jun 28 Jun 14	10:00AM 10:00AM	Jul 30 Jul 16	10:00AM 10:00AM	Aug 12 9:00AM Jul 30 1:00PM Jul 16 1:00PM Aug 07 10:00AM		Aug 14 7:00AM Aug 01 10:00AM Jul 18 10:00AM Aug 09 10:00AM	Aug 15 Aug 02 Jul 19 Aug 12	Aug 16 Aug 05 Jul 22 Aug 13	Aug 19 Aug 06 Jul 23 Aug 14
Rochester, MN Rochester, NY Rockford Sacramento							Aug 12 9:00AM Jul 31 4:00PM Jul 17 9:30AM Jul 19 2:30PM		Aug 14 9:00AM Aug 02 1:00PM Jul 19 9:00AM Jul 23 11:30AM	Aug 15 Aug 05 Jul 22 Jul 24	Aug 16 Aug 06 Jul 23 Jul 25	Aug 19 Aug 07 Jul 24 Jul 26
Saginaw-Bay City-Midland Salisbury-Ocean City Salt Lake City-Ogden-Provo San Angelo, TX							Jul 23 10:30AM Jul 26 12:30PM Jul 29 5:00PM Aug 09 9:30AM		Jul 25 10:00AM Jul 30 10:00AM Jul 31 2:00PM Aug 13 9:00AM	Jul 26 Jul 31 Aug 01 Aug 14	Jul 29 Aug 01 Aug 02 Aug 15	Jul 30 Aug 02 Aug 05 Aug 16
San Antonio	Jun 04	1:30PM LMT	Jul 01	1:30PM	Jul 31	1:30PM	Jul 31 4:30PM		Aug 02 1:30PM	Aug 05	Aug 06	Aug 07

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	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
San Diego	May 21	11:30AM LMT	Jun 18	11:30AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 22	10:00AM	Jul 23	Jul 25
San Francisco	May 22	10:00AM LMT	Jun 19	10:00AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 23	10:00AM	Jul 24	Jul 26
San Jose	May 22	11:30AM LMT	Jun 19	11:30AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 23	10:00AM	Jul 24	Jul 26
San Luis Obispo, CA							Jul 22	10:30AM	Jul 24	7:00AM	Jul 25	Jul 29
Santa Barbara, CA							Jul 18	9:30AM	Jul 22	7:00AM	Jul 23	Jul 25
Santa Fe, NM							Aug 07	9:00AM	Aug 09	8:00AM	Aug 12	Aug 14
Santa Maria-Lompoc, CA							Jul 22	10:00AM	Jul 24	7:00AM	Jul 25	Jul 29
Santa Rosa							Jul 19	10:30AM	Jul 23	7:00AM	Jul 24	Jul 26
Sarasota-Bradenton							Jul 24	11:00AM	Jul 26	10:00AM	Jul 29	Jul 31
Savannah							Aug 09	3:00PM	Aug 13	10:00AM	Aug 14	Aug 16
Seattle-Tacoma	May 30	11:30AM LMT	Jun 26	11:30AM	Jul 26	11:30AM	Jul 26	2:30PM	Jul 30	11:30AM	Jul 31	Aug 02
Sebring, FL							Jul 26	12:00PM	Jul 30	10:00AM	Jul 31	Aug 02
Sheboygan, WI							Jul 29	9:00AM	Jul 31	9:00AM	Aug 01	Aug 05
Shreveport	Jun 06	12:00PM LMT	Jul 03	12:00PM	Aug 02	12:00PM	Aug 02	3:00PM	Aug 06	12:00PM	Aug 07	Aug 09
Sioux City, IA							Aug 12	10:30AM	Aug 14	9:00AM	Aug 15	Aug 19
South Bend							Jul 19	10:30AM	Jul 23	9:00AM	Jul 24	Jul 26
Spokane	Jun 10	10:00AM LMT	Jul 08	10:00AM	Aug 06	11:30AM	Aug 06	2:30PM	Aug 08	11:30AM	Aug 09	Aug 13
Springfield, IL							Jul 25	9:00AM	Jul 29	9:00AM	Jul 30	Aug 01
Springfield, MA	May 24	1:00PM LMT	Jun 21	1:00PM	Jul 23	10:00AM	Jul 23	1:00PM	Jul 25	10:00AM	Jul 26	Jul 30
Springfield, MO							Aug 08	10:30AM	Aug 12	9:00AM	Aug 13	Aug 15
St. Cloud, MN							Jul 26	9:30AM	Jul 30	9:00AM	Jul 31	Aug 02
St. Louis	May 24	1:30PM LMT	Jun 21	1:30PM	Jul 23	1:30PM	Jul 23	4:30PM	Jul 25	1:30PM	Jul 26	Jul 30
Stamford-Norwalk, CT							Jul 15	10:30AM	Jul 17	10:00AM	Jul 18	Jul 22
State College, PA							Jul 25	10:00AM	Jul 29	10:00AM	Jul 30	Aug 01
Stockton							Jul 19	11:00AM	Jul 23	7:00AM	Jul 24	Jul 26
Sussex, NJ							Jul 18	10:00AM	Jul 22	10:00AM	Jul 23	Jul 25
Syracuse	Jun 05	10:00AM LMT	Jul 02	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 05	10:00AM	Aug 06	Aug 08
Tallahassee							Aug 09	2:30PM	Aug 13	10:00AM	Aug 14	Aug 16
Tampa-St. Petersburg-Clearwater	May 28	1:00PM LMT	Jun 24	1:00PM	Jul 24	1:00PM	Jul 24	4:00PM	Jul 26	1:00PM	Jul 29	Jul 31
Terre Haute							Aug 12	9:00AM	Aug 14	9:00AM	Aug 15	Aug 19
Texarkana, TX-AR							Aug 06	11:00AM	Aug 08	9:00AM	Aug 09	Aug 13
Toledo	May 31	10:00AM LMT	Jun 27	10:00AM	Jul 29	10:00AM	Jul 29	1:00PM	Jul 31	10:00AM	Aug 01	Aug 05
Topeka							Aug 07	9:00AM	Aug 09	9:00AM	Aug 12	Aug 14
Traverse City-Petoskey, MI							Aug 09	11:30AM	Aug 13	10:00AM	Aug 14	Aug 16
Trenton, NJ							Jul 16	10:30AM	Jul 18	10:00AM	Jul 19	Jul 23
Tri-Cities, WA							Aug 12	1:00PM	Aug 14	7:00AM	Aug 15	Aug 19
Tucson	Jun 05	8:30AM LMT	Jul 02	8:30AM	Jul 31	1:00PM	Jul 31	4:00PM	Aug 02	1:00PM	Aug 05	Aug 07
Tulsa	Jun 03	1:30PM LMT	Jun 28	1:30PM	Jul 30	1:30PM	Jul 30	4:30PM	Aug 01	1:30PM	Aug 02	Aug 06
Tupelo, MS							Aug 12	11:00AM	Aug 14	9:00AM	Aug 15	Aug 19
Tuscaloosa, AL							Jul 29	9:00AM	Jul 31	9:00AM	Aug 01	Aug 05
Tyler-Longview, TX							Jul 26	10:30AM	Jul 30	9:00AM	Jul 31	Aug 02
Utica-Rome							Aug 05	11:30AM	Aug 07	10:00AM	Aug 08	Aug 12
Visalia-Tulare-Hanford							Jul 22	9:30AM	Jul 24	7:00AM	Jul 25	Jul 29
Waco, TX							Jul 26	12:00PM	Jul 30	9:00AM	Jul 31	Aug 02
Washington, DC	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 22	10:00AM	Jul 22	1:00PM	Jul 24	10:00AM	Jul 25	Jul 29
Waterloo-Cedar Falls							Aug 09	11:30AM	Aug 13	9:00AM	Aug 14	Aug 16
Watertown, NY							Aug 05	1:00PM	Aug 07	10:00AM	Aug 08	Aug 12
Wausau-Stevens Point, WI							Aug 06	11:00AM	Aug 08	9:00AM	Aug 09	Aug 13
West Palm Beach-Boca Raton	May 30	10:00AM LMT	Jun 26	10:00AM	Jul 26	1:00PM	Jul 26	4:00PM	Jul 30	1:00PM	Jul 31	Aug 02
Westchester	May 17	11:30AM LMT	Jun 14	11:30AM	Jul 15	11:30AM	Jul 15	2:30PM	Jul 17	11:30AM	Jul 18	Jul 22
Wheeling							Aug 05	11:00AM	Aug 07	10:00AM	Aug 08	Aug 12
Wichita	Jun 06	9:00AM LMT	Jul 03	9:00AM	Aug 02	9:00AM	Aug 02	12:00PM	Aug 06	9:00AM	Aug 07	Aug 09
Wichita Falls, TX							Aug 05	2:00PM	Aug 07	9:00AM	Aug 08	Aug 12
Wilkes Barre-Scranton	Jun 05	1:00PM LMT	Jul 02	1:00PM	Aug 01	11:30AM	Aug 01	2:30PM	Aug 05	11:30AM	Aug 06	Aug 08
Williamsport, PA							Aug 05	11:00AM	Aug 07	10:00AM	Aug 08	Aug 12

\* All times are local market times.

\*\* All times indicate START of Market calling.

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# Arbitron 2002 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaximiSer®/ Media Professional <sup>SM</sup>		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Wilmington, DE							Jul 19	11:00AM	Jul 23	10:00AM	Jul 24	Jul 25	Jul 26
Wilmington, NC							Aug 08	11:00AM	Aug 12	10:00AM	Aug 13	Aug 14	Aug 15
Winchester, VA							Jul 24	10:00AM	Jul 26	10:00AM	Jul 29	Jul 30	Jul 31
Worcester							Jul 22	11:30AM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 29
Yakima, WA							Aug 12	9:30AM	Aug 14	7:00AM	Aug 15	Aug 16	Aug 19
York	Jun 04	10:00AM LMT	Jul 01	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Youngstown-Warren							Jul 23	11:00AM	Jul 25	10:00AM	Jul 26	Jul 29	Jul 30

\* All times are local market times.

\*\* All times indicate START of Market calling.



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# 2002 Radio Survey Schedule

## WINTER SURVEY

January 3 - March 27, 2002

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	

## SUMMER SURVEY

June 27 - September 18, 2002

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

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

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

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

## SPRING SURVEY

March 28 - June 19, 2002

MARCH							
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							
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							
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							

## FALL SURVEY

September 19 - December 11, 2002

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

OCTOBER							
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							
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					

# Who to Call at Arbitron

## New York

142 West 57th Street/10019  
Phone: (212) 887-1300 / Fax: (212) 887-1535

### Radio Station Services:

Tom O'Sullivan, Eastern Div. Mgr. (212) 887-1368  
Jan Bournstein (212) 887-1306  
Vin Ciavatta, Sr. AM (212) 887-1304  
Brendan Kane (212) 887-1310

*Scarborough Training Specialist:*  
Lis Perry (212) 887-1367

*Arbitron Training Specialist:*  
Laura Van Iderstine (212) 887-1439

*Customer Service Representative:*  
Malou Watterson (212) 887-1371

### Group Services:

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

### Rep/Network Services:

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

### Product Development:

Gary Marince, VP (412) 859-3740

### Advertiser/Agency Services:

Linda Dupree, Sr. VP, Sales (212) 887-1387  
Julie Ellis, Mgr. (212) 887-1502

Michael Hopkins, Mgr., Webcast Ratings (212) 887-1461

Warren Schultz, Nat'l. Mgr., Network Radio (212) 887-1382

Lovlyn Corbett (212) 887-1471

Lung Huang (212) 887-1337

Tracy Ledoux (212) 887-1343

Richard Salazar (212) 887-1356

*Client Information and Marketing Specialist:*

Charmaine Eleazar (212) 887-1308

*Product Training Specialist:*

Stella London (212) 887-1398

## Chicago

222 South Riverside Plaza, Suite 1050/60606  
Phone: (312) 542-1900 / Fax: (312) 542-1901

### Radio Station Services:

John Nolan, Regional Mgr. (312) 542-1877  
Bethanie Buckingham (312) 542-1874

Melissa Fischer (312) 542-1875

Sarah Little (312) 542-1876

Patrick Pendergast (312) 542-1878

*Scarborough Training Specialist:*

John Lennon (312) 542-1882

*Arbitron Training Specialist:*

Amy Lucas (312) 542-1879

Joe Walker (312) 542-1881

*Customer Service Representative:*

Ian Samuel (312) 542-1892

### Advertiser/Agency Services:

Carol Hanley, VP, Sales (312) 542-1885  
James Tobolski, Sr. Sales Mgr. (312) 542-1888

Cory Flahaven (312) 542-1868

Tony Hereau (312) 542-1869

Tim Roberts (312) 542-1871

Michael Sharp (312) 542-1873

*Advertiser Training Specialist:*

Sarah Schupbach (312) 542-1893

*Product Training Specialist:*

Deanna Moore (312) 542-1870

### Advertiser Services:

Oveda Brown, National Accounts Mgr. (312) 542-1884

## Atlanta

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

### Radio Station Services:

Jim Remeny, Regional Mgr. (770) 668-5412  
Jerry Wiese, Marketing Mgr. (770) 668-5414

Christian Meinhart (770) 668-5411

Martha Walton (770) 668-5405

Kevin Wolfson (770) 668-5403

*Scarborough Training Specialist:*

Jim Haynes (770) 668-5410

*Arbitron Training Specialist:*

Tamara Hutson (770) 668-5408

Eric Coats (770) 668-5407

*Customer Service Representative:*

Carrie Wornall (770) 668-5421

### Urban Radio Marketing Services:

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

### Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 668-5423

Jennifer Cadoret (205) 668-2132

Nicole Jordan (770) 668-5422

*Product Training Specialist:*

Steve Williamson (770) 668-5429

*Customer Service Representative:*

Katy Flatau (770) 668-5424

## Los Angeles

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

### Radio Station Services:

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

*Arbitron Training Specialist:*

Cynthia Gilmore (310) 824-6637

Brian McHugh (310) 824-6636

Cristina Perez (310) 824-6648

*Scarborough Training Specialist:*

Mandy Adams (310) 824-6607

Jackie Goldman (310) 824-6606

*Customer Service Representative:*

Judy Ogren (310) 824-6603

### Advertiser/Agency Services:

John Hegelmeyer, Mgr. (310) 824-6626

George Brady, Dir. of Training & Strategic Development (310) 824-6615

Lisa Casciaro, National Accounts Mgr. (310) 824-6619

Stacie DeArmas (310) 824-6613

Debbie Lahm (310) 824-6622

Vanessa Ware (310) 824-6621

*Product Training Specialist:*

Marla Guzman (310) 824-6628

*Customer Service Representative:*

Brooke Wagner (310) 824-6611

### Advertiser Services:

Alisa Joseph, VP (310) 824-6620

## Dallas

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

### Radio Station Services:

Dennis Seely, VP, Marketing (972) 385-5363

Harry Clark, Regional Mgr. (972) 385-5392

Joanna Carmack (972) 385-5394

Chris Kiske, Sr. AM (972) 385-5398

Maryanne Maguire, Sr. AM (972) 385-5383

Jennifer Thompson, Prod. Training Mgr. (972) 385-5391

*Scarborough Training Specialist:*

Jenny Tsao (972) 385-5390

*Arbitron Training Specialist:*

Don Feuerborn (972) 385-5386

Karen Morriss (972) 385-5393

*Customer Service Representative:*

Jennifer Bratten (972) 385-5382

### Latin American Marketing:

Clara Carneiro, VP (972) 385-5384

### Radio Programming Services:

Bob Michaels, VP (972) 385-5357

### Advertiser/Agency Services:

# 2002 Radio Advisory Council Members

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**Ali Shepherd**  
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**Stephen Sinicropi**  
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jtaddeo@wwa.com  
Group Programmer - Appointed

**Chuck Tweedle\*\*\***  
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\*\*\* Immediate Past Chairman



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