

Spring 2000  
Delivery Schedule  
Inside!

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79 San Diego  
Winter '00

# Radio Market Report

San Diego



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Rating Council®

Winter 2000  
January 6 - March 29

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# Radio Market Report

**Spring 2000  
Delivery Schedule**  
Including Phase 1 &  
Phase 2 Arbitrends:  
One page in from the  
back of the report

## 2000-2001 Survey Schedule

**Winter 2000**  
January 6 - March 29

**Spring 2000**  
March 30 - June 21

**Summer 2000**  
June 29 - September 20

**Fall 2000**  
September 21 - December 13

**Winter 2001**  
January 4 - March 28



### 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 2000 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

## Warning

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

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

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**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.

# San Diego



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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:** 15

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

### Station Subscribers to This Report\*

KBZT-FM	KFMB-AM	KFMB-FM	KGB-FM	KHTS-FM	KIFM-FM
KIOZ-FM	KJQY-FM	KLNV-FM	KLQV-FM	KMSX-FM	KOGO-AM
KPLN-FM	KPOP-AM	KSDO-AM	KSON-FM	KXST-FM	KYXY-FM
XEMO-AM	XHCR-FM	XHRM-FM	XHTY-FM	XHTZ-FM	XLTN-FM
XPRS-AM	XTRA-AM	XTRA-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.
826,400	1,136	M	SAN DIEGO NORTH	CA	H	1,573,200	2,227	M	SAN DIEGO SOUTH	CA	H

M – Metro County    T – TSA County    D – DMA County

HDA – High-Density Area  
(Black or Hispanic)

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

### High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA				
HDHA	1,423	1,034,500	541	405,600

These population estimates are based on 1990 Census data, updated and projected to January 1, 2000, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1999 survey, population estimates for this report are based on Market Statistics 1/1/00 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/00 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/99 zip code population estimates (1990 Census-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	300,700	12.5	410	12.2	12.5
18-24	190,400	7.9	218	6.5	7.9
25-34	256,700	10.7	283	8.4	10.7
35-44	242,500	10.1	298	8.9	10.1
45-49	95,100	4.0	145	4.3	4.0
50-54	78,200	3.3	134	4.0	3.3
55-64	103,800	4.3	145	4.3	4.3
65+	139,100	5.8	198	5.9	5.8
18+	1,105,800	46.1	1,421	42.3	46.1
<b>Women</b>					
12-24	247,000	10.3	414	12.3	10.3
18-24	141,600	5.9	215	6.4	5.9
25-34	220,000	9.2	303	9.0	9.2
35-44	235,600	9.8	356	10.6	9.8
45-49	97,100	4.0	160	4.8	4.0
50-54	82,400	3.4	131	3.9	3.4
55-64	113,700	4.7	172	5.1	4.7
65+	187,700	7.8	214	6.4	7.8
18+	1,078,100	44.9	1,551	46.1	44.9
<b>P18+</b>	2,183,900	91.0	2,972	88.4	91.0
<b>Teens 12-17</b>	215,700	9.0	391	11.6	9.0
<b>Black P12+</b>	125,800	5.2	171	5.1	5.2
<b>Hispanic P12+</b>	592,200	24.7	804	23.9	24.7
<b>Total P12+</b>	<b>2,399,600</b>		<b>3,363</b>		

**Diary Placement/Return**

	Metro
LST - Est. Usable Households in Sample	1,147
UNL - Est. Usable Households in Sample	2,963
TOT - Est. Usable Households in Sample	4,110
LST - Est. Persons in Usable Households	2,670
UNL - Est. Persons in Usable Households	7,181
TOT - Est. Persons in Usable Households	9,851
LST - Contacted Households	1,098
UNL - Contacted Households	2,790
TOT - Contacted Households	3,888
LST - Households Accepting Diaries	754
UNL - Households Accepting Diaries	1,994
TOT - Households Accepting Diaries	2,748
LST - Persons Sent Diaries	1,766
UNL - Persons Sent Diaries	4,867
TOT - Persons Sent Diaries	6,633
LST - Diaries In-Tab	938
UNL - Diaries In-Tab	2,425
TOT - Diaries In-Tab	3,363
<b>Metro Sample Target</b>	<b>3,270</b>
<b>Metro In-Tab/Target Index</b>	<b>103</b>
<b>Metro Response Rate %</b>	<b>34</b>

These population estimates are based on 1990 Census data, updated and projected to January 1, 2000, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1999 survey, population estimates for this report are based on Market Statistics 1/1/00 whole-county population estimates (1990 Census based).

For split-county population estimates, the 1/1/00 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/99 zip code population estimates (1990 Census based).

LST - Listed UNL - Unlisted TOT - Total

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

# Station Information

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area

(s) **KBZT-FM 94.9**  
1615 Murray Canyon Rd Ste710  
San Diego, CA 92108  
(619) 718-7151 Fax: (619) 718-7234  
Format: Oldies  
Sales Rep: BANNER RADIO  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 22,000/214

(s) **KFMB-FM 100.7**  
7677 Engineer Rd  
San Diego, CA 92111  
(619) 495-7548 Fax: (619) 279-3380  
Format: Hot Adult Contemporary  
Sales Rep: MCGAVREN GUILD  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 30,000/189

(s) **KHTS-FM 93.3**  
4891 Pacific Hwy  
San Diego, CA 92110  
(619) 291-9191 Fax: (619) 291-3299  
Format: Contemporary Hit Radio  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: El Cajon, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 50,000/147

(s) **KJQY-FM 94.1**  
5745 Kearny Villa Rd Ste M  
San Diego, CA 92123  
(858) 565-6006 Fax: (619) 599-5569  
Format: Oldies  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 100,000/188

(s) **KMSX-FM 95.7**  
4891 Pacific Hwy  
San Diego, CA 92110  
(619) 291-9191 Fax: (619) 294-2916  
Format: Hot Adult Contemporary  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: Carlsbad/San Diego, CA  
County/Split Co.: San Diego North, CA  
ERP (watts) / HAAT (meters): 29,000/195

**KCBQ-AM 1170**  
9255 Towne Centre Dr Ste535  
San Diego, CA 92121  
(619) 715-3220 Fax: (619) 560-0742  
Format: Talk/Personality  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
Power Day/Night (watts): 50,000/1,500

**KFSD-FM 92.1**  
550 Laguna Dr  
Carlsbad, CA 92008  
(760) 729-1000 Fax: (760) 434-2367  
Format: Classical  
Sales Rep: IN HOUSE  
Network: IND  
City of Lic./Alt City ID: Escondido/San Diego, CA  
County/Split Co.: San Diego North, CA  
ERP (watts) / HAAT (meters): 580/312

(s) **KIFM-FM 98.1**  
1615 Murray Canyon Rd 710  
San Diego, CA 92108  
(619) 297-3698 Fax: (619) 543-1353  
Format: New AC (NAC)/Smooth Jazz  
Sales Rep: CBS RADIO SALES  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 28,000/195

(s) **KLNK-FM 106.5**  
600 W Broadway Ste 2150  
San Diego, CA 92101  
(619) 235-0600 Fax: (619) 744-4300  
Format: Spanish Regional  
Sales Rep: KATZ HISPANIC REPS INC  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 50,000/134

(s) **KOGO-AM 600**  
5050 Murphy Canyon Rd  
San Diego, CA 92123  
(858) 278-1130 Fax: (858) 715-3303  
Format: News Talk Information  
Sales Rep: KATZ RADIO  
Network: CNN, ABC, WESTWD  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
Power Day/Night (watts): 5,000/5,000

(s) **KFMB-AM 760**  
7677 Engineer Rd  
San Diego, CA 92111  
(619) 495-7548 Fax: (619) 279-7676  
Format: News Talk Information  
Sales Rep: MCGAVREN GUILD  
Network: CBS, WESTWD, APNET  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
Power Day/Night (watts): 5,000/50,000

(s) **KGB-FM 101.5**  
5745 Kearny Villa M  
San Diego, CA 92123  
(858) 565-6006 Fax: (619) 277-1015  
Format: Classic Rock  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 50,000/152

(s) **KIOZ-FM 105.3**  
5745 Kearny Villa Rd Ste M  
San Diego, CA 92123  
(619) 565-6006 Fax: (619) 279-9553  
Format: Album Oriented Rock  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 29,000/189

(s) **KLQV-FM 102.9**  
600 W Broadway Ste 2150  
San Diego, CA 92101  
(619) 235-0600 Fax: (619) 744-4300  
Format: Spanish Contemporary  
Sales Rep: KATZ HISPANIC REPS INC  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 32,000/188

(s) **KPLN-FM 103.7**  
8033 Linda Vista Rd  
San Diego, CA 92111  
(858) 560-1037 Fax: (858) 571-0326  
Format: 70's Oldies/Classic Hits  
Sales Rep: CHRISTAL RADIO  
Network: AMFM  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 36,000/177

(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 Page 13 of this report for additional station information.

continued...

## Network Affiliation Abbreviations

ABC: ABC Radio Networks  
AMFM: AMFM Radio Network  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Network  
BNN: Business News Network  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: Westwood One CNN Plus Radio Network  
ESPN: ESPN Radio Network  
IEAMER: I E America Network  
JRN: Jones Radio Network  
SBUSA: Sports Byline USA  
SOURCE: Westwood One Source Radio Network

SRN: Salem Radio Network  
TALKNT: Talknet  
TARN: Talk America Radio Network  
UNICA: Radio Unica Network  
UPI: United Press International Radio Network  
USA: USA Radio Network  
WESTWD: Westwood One Radio Network  
1-ON-1: One-on-One Sports Radio Network

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

# Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(s) **KPOP-AM 1360**  
5050 Murphy Canyon Rd  
San Diego, CA 92123  
(858) 278-1130 Fax: (858) 715-3379  
Format: Adult Standards  
Sales Rep: KATZ RADIO  
Network: WESTWD, JRN, CNN  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
Power Day/Night (watts): 5,000/1,000

**KSON-AM 1240**  
1615 Murray Canyon Rd Ste710  
San Diego, CA 92108  
(619) 291-9797 Fax: (619) 543-1353  
Format: Children's Radio  
Sales Rep: CBS RADIO SALES  
Network: ABC, ESPN  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
Power Day/Night (watts): 1,000/1,000

(s) **KXST-FM 102.1**  
5015 Shoreham Pl Ste 102  
San Diego, CA 92122  
(858) 678-0102 Fax: (858) 320-7024  
Format: Album Adult Alternative  
Sales Rep: CHRISTAL RADIO  
Network: IND  
City of Lic./Alt City ID: Oceanside/San Diego, CA  
County/Split Co.: San Diego North, CA  
ERP (watts) / HAAT (meters): 14,500/249

(s) **XEMO-AM 860**  
5050 Camino De La Siesta#103  
San Diego, CA 92108  
(619) 497-0600 Fax: (619) 497-1019  
Format: Spanish Language  
Sales Rep: CABALLERO SPANISH MEDIA, INC  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Baja California, MX  
Power Day/Night (watts): 5,000/5,000

(s) **XHTZ-FM 90.3**  
1690 Frontage Rd  
Chula Vista, CA 91911  
(619) 575-9090 Fax: (619) 423-1818  
Format: Contemporary Hit Radio  
Sales Rep: SENTRY  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Baja California, MX  
ERP (watts) / HAAT (meters): 100,000/303

**KPRZ-AM 1210**  
9255 Towne Centre Dr Ste 535  
San Diego, CA 92121  
(619) 535-1210 Fax: (619) 535-1212  
Format: Religious  
Sales Rep: SALEM RADIO REPRESENTATIVES  
Network: SRN  
City of Lic./Alt City ID: San Marcos/Sn Diego, CA  
County/Split Co.: San Diego North, CA  
Power Day/Night (watts): 20,000/5,000

(s) **KSON-FM 97.3**  
P O Box 889004  
San Diego, CA 92168  
(619) 291-9797 Fax: (619) 543-1353  
Format: Country  
Sales Rep: BANNER RADIO  
Network: IND  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 50,000/134

(s) **KYXY-FM 96.5**  
8033 Linda Vista Rd  
San Diego, CA 92111  
(858) 571-7600 Fax: (858) 571-0326  
Format: Soft Adult Contemporary  
Sales Rep: CHRISTAL RADIO  
Network: AMFM  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
ERP (watts) / HAAT (meters): 41,000/165

(s) **XHCR-FM 99.3**  
1690 Frontage Rd  
Chula Vista, CA 91911  
(619) 575-9090 Fax: (619) 423-1818  
Format: Country  
Sales Rep: SENTRY  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Baja California, MX  
ERP (watts) / HAAT (meters): 25,000/100

(s) **XLTN-FM 104.5**  
1690 Frontage Rd  
Chula Vista, CA 91911  
(619) 575-9090 Fax: (619) 423-1818  
Format: Spanish Contemporary  
Sales Rep: KATZ HISPANIC REPS INC  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Baja California, MX  
ERP (watts) / HAAT (meters): 60,000/303

(s) **KSDO-AM 1130**  
5050 Murphy Canyon Rd  
San Diego, CA 92123  
(858) 278-1130 Fax: (858) 715-3303  
Format: News Talk Information  
Sales Rep: KATZ RADIO  
Network: ABC  
City of Lic./Alt City ID: San Diego, CA  
County/Split Co.: San Diego South, CA  
Power Day/Night (watts): 10,000/10,000

**KSPA-AM 1450**  
550 Laguna Dr  
Carlsbad, CA 92008  
(760) 729-1000 Fax: (760) 434-2367  
Format: Adult Standards  
Sales Rep: IN HOUSE  
Network: IND  
City of Lic./Alt City ID: Escondido/San Diego, CA  
County/Split Co.: San Diego North, CA  
Power Day/Night (watts): 1,000/1,000

**XBAC-AM 540**  
P O Box 250028  
Los Angeles, CA 90025  
(310) 478-5540 Fax: (310) 444-8988  
Format: Classical  
Sales Rep: MCGAVREN GUILD  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Baja California, MX  
Power Day/Night (watts): 1,000/1,000

(s) **XHRM-FM 92.5**  
4891 Pacific Hwy  
San Diego, CA 92110  
(858) 565-6006 Fax: (858) 560-8090  
Format: Oldies  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: <Tijuana/Sn Diego>, MX  
County/Split Co.: Baja California, MX  
ERP (watts) / HAAT (meters): 100,000/562

**XMOR-FM 98.9**  
1027 10th Ave Ste C  
San Diego, CA 92101  
(619) 696-9902 Fax: (619) 702-5570  
Format: Spanish Contemporary  
Sales Rep: TEAM EL DORADO  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Mexico, MX  
ERP (watts) / HAAT (meters): 50,000/71

(s) Station subscribers as of release to print  
\* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight  
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight  
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CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: Westwood One CNN Plus Radio Network  
ESPN: ESPN Radio Network  
IEAMER: I E America Network  
JRN: Jones Radio Network  
SBUSA: Sports Byline USA  
SOURCE: Westwood One Source Radio Network

SRN: Salem Radio Network  
TALKNT: Talknet  
TARN: Talk America Radio Network  
UNICA: Radio Unica Network  
UPI: United Press International Radio Network  
USA: USA Radio Network  
WESTWD: Westwood One Radio Network  
1-ON-1: One-on-One Sports Radio Network

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

*continued...*



# Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

*[Stations listed alphabetically left to right.]*

**(s) XPRS-AM 1090**

6290 Sunset Blvd Ste 1700  
Hollywood, CA 90028  
(323) 856-5151 Fax: (323) 464-2668  
Format: Spanish Regional  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Baja California, MX  
Power Day/Night (watts): 50,000/50,000

*Outside Arbitron Radio Metro Area*

**KFI-AM 640**

610 S Ardmore  
Los Angeles, CA 90005  
(213) 251-3126 Fax:  
Format: News Talk Information  
Sales Rep: CHRISTAL RADIO  
Network: IND  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 50,000/50,000

**KSSE-FM 97.5**

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

**XKAM-AM 950**

Gonsales #2403-3erpiso Bx99  
Lardeo Tamaulipas, MX 00000  
Format: News Talk Information  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Tijuana, MX  
County/Split Co.: Baja California, MX  
Power Day/Night (watts): 2,500/40,000

**(s) XTRA-AM 690**

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

**KKBT-FM 92.3**

5900 Wilshire Ste 1900  
Los Angeles, CA 90036  
(213) 634-1800 Fax: (213) 931-0262  
Format: Urban Contemporary  
Sales Rep: EASTMAN RADIO, INC  
Network: AMFM  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 43,000/887

**KWVE-FM 107.9**

1644 No El Camino Real  
San Clemente, CA 92672  
(949) 492-9800 Fax: (949) 361-0375  
Format: Religious  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: San Clemente, CA  
County/Split Co.: Orange, CA  
ERP (watts) / HAAT (meters): 560/1,125

**(s) XTRA-FM 91.1**

4891 Pacific Hwy  
San Diego, CA 92110  
(619) 291-9191 Fax: (619) 291-3299  
Format: Alternative  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: <Tijuana/San Diego>, MX  
County/Split Co.: Baja California, MX  
ERP (watts) / HAAT (meters): 100,000/136

**KNX-AM 1070**

6121 Sunset Blvd  
Los Angeles, CA 90028  
(323) 460-3354 Fax: (323) 460-3352  
Format: All News  
Sales Rep: CBS RADIO SALES  
Network: CBS  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 50,000/50,000

**(s) XHTY-FM 99.7**

P O Box 881587  
San Diego, CA 92168  
(619) 497-0600 Fax: (619) 497-1019  
Format: Country  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Tijuana, MX  
County/Split Co.: Baja California, MX  
ERP (watts) / HAAT (meters): 25,000/96

(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 Page 13 of this report for additional station information.

## Network Affiliation Abbreviations

ABC: ABC Radio Networks  
AMFM: AMFM Radio Network  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Network  
BNN: Business News Network  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: Westwood One CNN Plus Radio Network  
ESPN: ESPN Radio Network  
IEAMER: I E America Network  
JRN: Jones Radio Network  
SBUSA: Sports Byline USA  
SOURCE: Westwood One Source Radio Network

SRN: Salem Radio Network  
TALKNT: Talknet  
TARN: Talk America Radio Network  
UNICA: Radio Unica Network  
UPI: United Press International Radio Network  
USA: USA Radio Network  
WESTWD: Westwood One Radio Network  
1-ON-1: One-on-One Sports Radio Network

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

# 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>	1,007,000	100.0	<b>Seasonal Housing Units</b>	11,126	1.3
<b>Households by Income</b>			<b>Education: Persons 25+</b>		
Under \$10,000	75,487	7.5	Elementary 0-8 grade	117,596	7.6
\$10,000-19,999	117,933	11.7	High school 1-3 yrs	162,648	10.5
\$20,000-29,999	124,247	12.3	High school grad	353,098	22.8
\$30,000-39,999	114,405	11.4	College 1-3 yrs	524,799	33.8
\$40,000-49,999	99,444	9.9	College 4+ yrs	392,109	25.3
\$50,000-74,999	196,781	19.5	<b>Colleges &amp; Universities</b>	33	
\$75,000-99,999	122,460	12.2	Total enrollment	185,906	100.0
\$100,000+	156,243	15.5	Full-time enrollment	90,593	48.7
Median income: \$47,242			<b>Occupation</b>		
<b>Value of Owner-Occupied Housing Units</b>			Managerial	344,721	30.1
Less than \$50,000	3,383	.4	Technical	380,999	33.3
\$50,000-74,999	6,681	.7	Service worker	153,526	13.4
\$75,000-99,999	22,915	2.6	Farm worker	24,346	2.1
\$100,000-149,999	81,477	9.2	Precision production	127,447	11.1
\$150,000-249,999	156,806	17.7	Operator	114,227	10.0
\$250,000+	111,218	12.5	<b>Farm Population</b>	8,200	
Median value: \$186,700			<b>Transportation to Work</b>		
<b>Monthly Gross Rent</b>			Public	40,378	3.3
Less than \$200	7,983	.9	Driving to work	872,325	70.9
\$200-349	20,489	2.3	Carpool	169,326	13.7
\$350-499	80,155	9.0	Other	148,417	12.1
\$500-649	120,909	13.7	<b>Average Travel Time to Work (Min.)</b>	22	
\$650-749	61,939	6.9			
\$750+	105,817	12.0	<b>Car Ownership by Household</b>		
Median rent: \$611			0 Cars	81,600	8.1
<b>Household Size</b>			1 Car	352,200	35.0
1 Person	246,200	24.4	2 Cars	378,300	37.5
2 Persons	337,600	33.6	3+ Cars	194,900	19.4
3-4 Persons	303,700	30.1			
5+ Persons	119,500	11.9			

## Group Quarters Population Estimates

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

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
<b>Persons 12+</b>	52,000	2.2	9,600	.4	42,100	1.8
<b>Teens 12-17</b>	700	.3	200	.1	1,300	.6
<b>Men</b>						
18-24	36,100	19.0	3,900	2.0	8,000	4.2
25-34	9,300	3.6	200	.1	6,600	2.6
35-44	3,100	1.3	100	.0	3,700	1.5
45-49	400	.4	0	.0	1,100	1.2
50-54	100	.1	0	.0	1,000	1.3
55-64	0	.0	0	.0	1,300	1.3
65+	0	.0	0	.0	4,100	2.9
<b>Women</b>						
18-24	1,700	1.2	4,500	3.2	1,400	1.0
25-34	400	.2	200	.1	1,000	.5
35-44	200	.1	300	.1	600	.3
45-49	0	.0	100	.1	300	.3
50-54	0	.0	0	.0	300	.4
55-64	0	.0	100	.1	700	.6
65+	0	.0	0	.0	10,700	5.7

## 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 1990 Census data, updated and projected to 1/1/00 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>	125,800	100.0	5.2	592,200	100.0	24.7
<b>Teens 12-17</b>	12,000	9.5	5.6	79,400	13.4	36.8
<b>Men</b>						
18-24	18,100	14.4	9.5	53,500	9.0	28.1
25-34	19,500	15.5	7.6	77,500	13.1	30.2
35-44	12,100	9.6	5.0	61,300	10.4	25.3
45-49	4,100	3.3	4.3	19,700	3.3	20.7
50-54	3,600	2.9	4.6	14,700	2.5	18.8
55-64	3,500	2.8	3.4	18,700	3.2	18.0
65+	2,800	2.2	2.0	17,000	2.9	12.2
<b>Women</b>						
18-24	9,600	7.6	6.8	46,000	7.8	32.5
25-34	13,800	11.0	6.3	64,000	10.8	29.1
35-44	10,900	8.7	4.6	57,300	9.7	24.3
45-49	4,400	3.5	4.5	20,900	3.5	21.5
50-54	3,300	2.6	4.0	16,300	2.8	19.8
55-64	3,900	3.1	3.4	22,000	3.7	19.3
65+	4,200	3.3	2.2	23,900	4.0	12.7

P 2544  
45%  
P 35+  
45%

## Area Lifestyle Profile

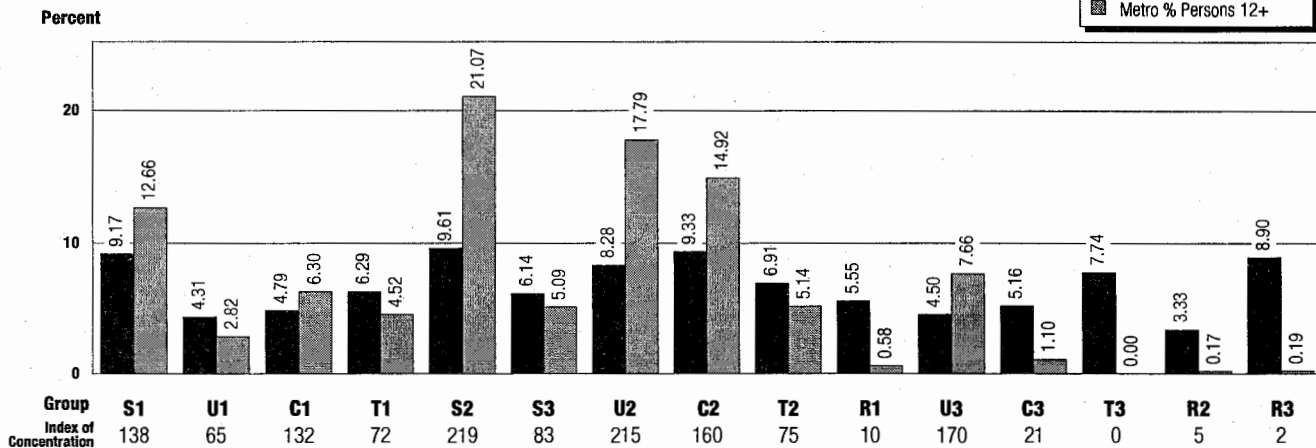
by PRIZM® Groups

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., cps. & 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 cps., 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 1999 publication of *Survey of Buying Power* (1/1/99 estimates) for the Metro.

### Metro Income\*

Total Income (\$000)	\$63,700,708
Median Household Income	\$47,242
Income per Household	\$63,258

\* 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	\$26,935,889
Retail Expenditures per Household (\$)	\$26,749
Food Stores	\$3,703,442
Supermarkets	\$3,468,651
Eating & Drinking Places	\$2,514,897
General Merchandise Stores	\$4,137,541
Department Stores	\$2,842,454
Apparel and Accessories Stores	\$1,362,067
Automotive Dealers	\$5,945,263
Building Materials & Hardware Stores	\$1,986,118
Drugstores	\$756,009
Furniture and Appliance Stores	\$481,703
Radio, TV & Music Stores	\$1,100,055

## 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	7.2
Ford Motor Company	13.6
General Motors Corporation	15.7
Honda	16.6
Mazda	1.8
Nissan	5.5
Toyota	16.5
Volkswagen/Audi	7.7
Other	15.4

\* Note: Figures are shown for January through June of the 1999 model year.

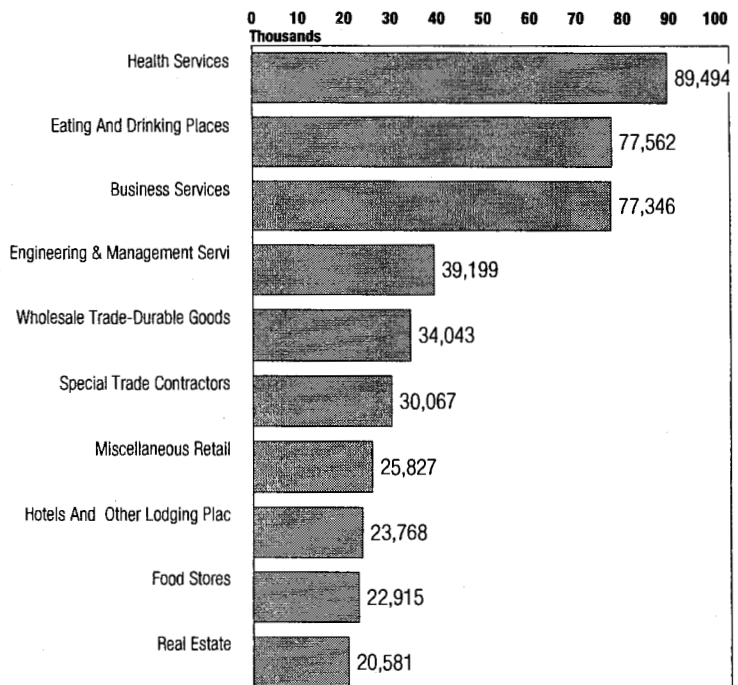
## Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1996 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

### Metro Employer Industries

**Total Employees**  
859,980

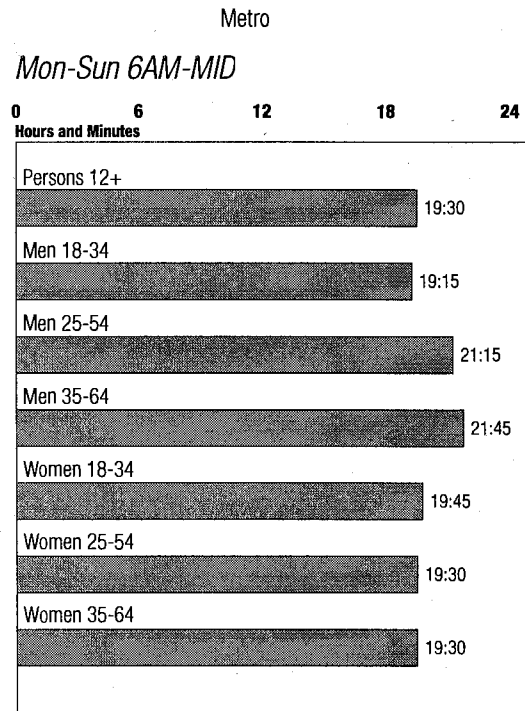
**Top 10 Total Employees**  
440,802  
51.3% of Total



### Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	149,431	15.1	SEVENTEEN	18,085	1.8
TV GUIDE	142,027	14.3	TEEN	18,019	1.8
RDRS DIGST	126,332	12.7	POP SCIENC	17,713	1.8
NAT GEO	86,408	8.7	YM	17,273	1.7
BTR HOME	64,751	6.5	LIFE	16,840	1.7
SUNSET	62,529	6.3	MENS HLTH	16,658	1.7
TIME	42,825	4.3	PARENTS	15,815	1.6
NEWSWEEK	39,183	4.0	COOKING LT	15,766	1.6
FAMLY CRCL	33,886	3.4	SHAPE	14,868	1.5
LS HOME JN	33,698	3.4	GOLF DIGST	14,025	1.4
COSMOPLTN	33,529	3.4	ENTERTNMNT	13,610	1.4
PLAYBOY	32,346	3.3	PENTHOUSE	13,296	1.3
GD HSEKPNG	31,626	3.2	GOLF MGZNE	13,134	1.3
MCCALLS	30,283	3.1	POP MECHAN	12,967	1.3
PEOPLE	28,985	2.9	ROLLING STN	12,434	1.3
SPORTS ILS	27,186	2.7	PARENTING	11,963	1.2
PREVENTION	26,743	2.7	CTRY LIVING	11,669	1.2
US NWS&WR	26,331	2.7	CAR & DRL	10,804	1.1
MARTHA STW	24,373	2.5	EBONY	9,608	1.0
GLAMOUR	23,815	2.4	STAR	8,967	0.9
WOMANS DAY	23,704	2.4	BOYS LIFE	8,628	0.9
SMITHSONIAN	23,529	2.4	FIELD STRM	7,226	0.7
REDBOOK	21,757	2.2	OUTDR LIFE	5,463	0.6
MONEY	20,892	2.1	NATL ENQR	5,201	0.5
VOGUE	19,138	1.9	SOU LIVING	-	-

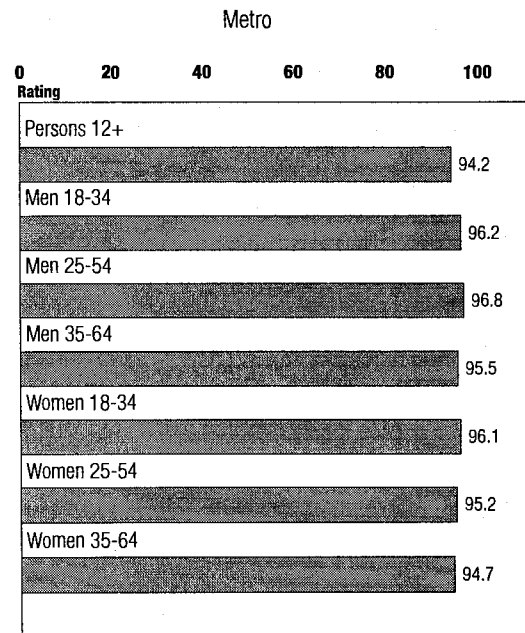
### Radio Time Spent Listening\*



### Newspapers

Paper	Circulation	%
SAN DIEGO UNION TRIBUNE	372,267	38
NORTH COUNTY TIMES	78,818	8
LOS ANGELES TIMES	20,001	2
LA OPINION, LOS ANGELES	2,249	-

### Radio 24-Hour Cume\*



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

\* Based on Arbitron's Winter 2000 radio survey.

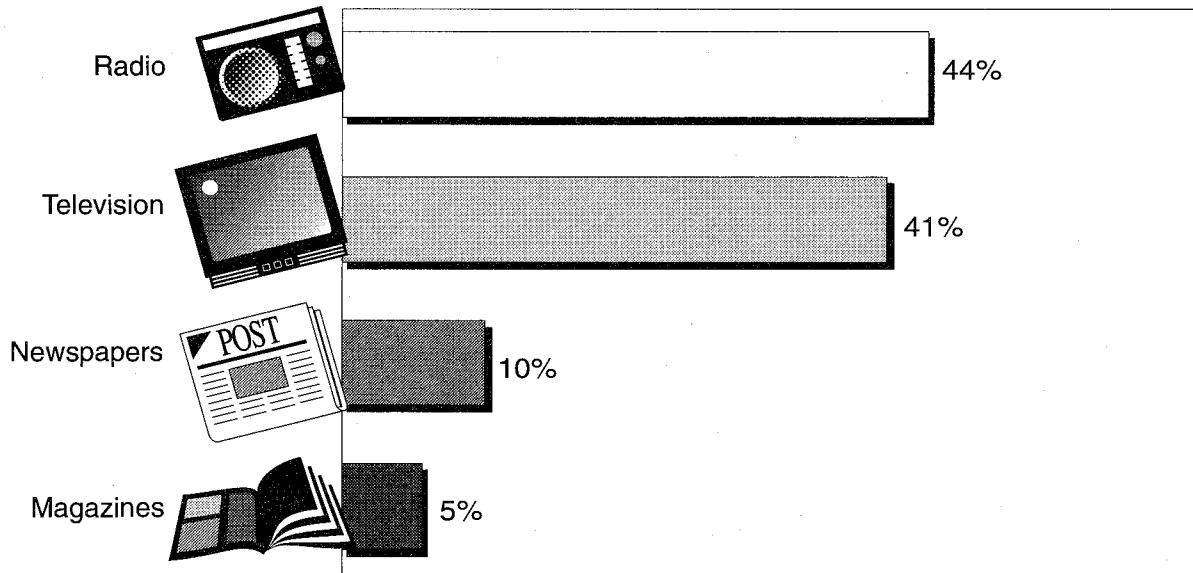
# Media Targeting 2000<sup>SM</sup>

A National Study of Consumers and Media



## People Spend More Time with Radio!

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



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

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

\* For the 48 contiguous states of the United States.

### How to Read

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

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

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

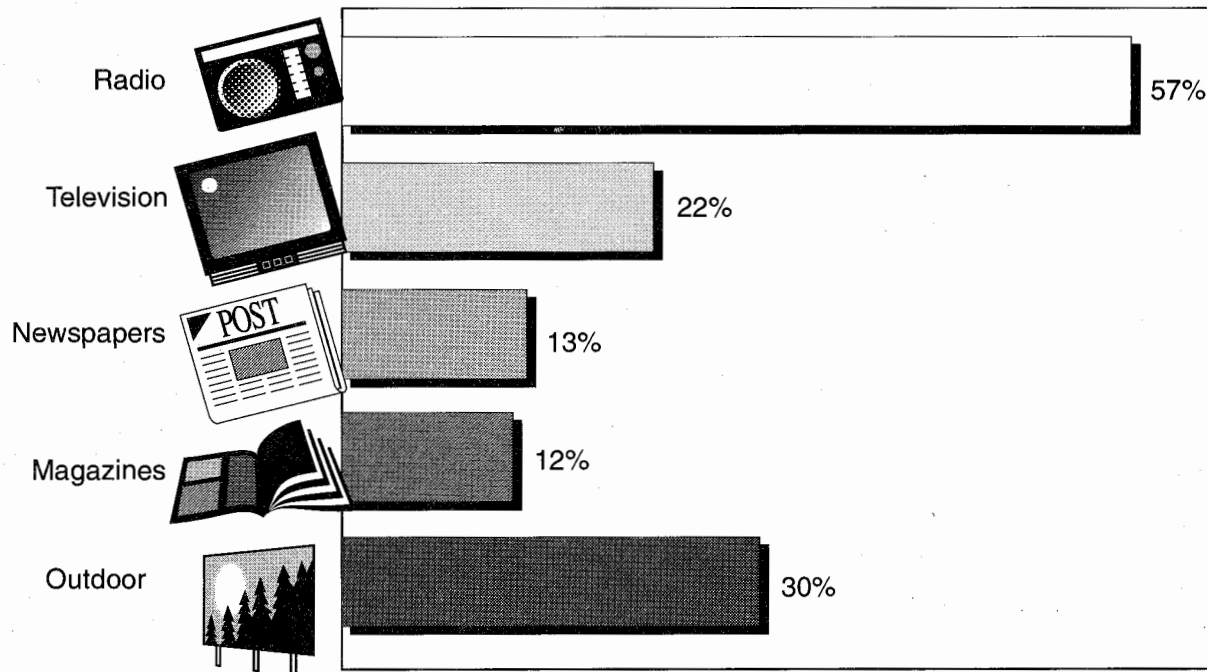
# Media Targeting 2000<sup>SM</sup>

A National Study of Consumers and Media



## Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

\* For the 48 contiguous states of the United States.

### How to Read

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

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

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

# Rating Distortion/Rating Bias Policies and Procedures

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

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

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

## Rating Distortion

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

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

**Diarykeeper Solicitation** is any attempt by, or on behalf of, a station 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 "hypoing." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hypoing refers to station activities designed to prompt more actual listenership during the survey period. Rating Distortion is cited under Arbitron's Special Station Activities guidelines; hypoing is not.

## Rating Distortion Violations

Rating Distortion Violations may result in a station's call letters and audience estimates being delisted from 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 on computer disks; 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 on Page 13 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, The Arbitron Company, 9705 Patuxent Woods Dr., Columbia, MD 21046-1572.

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

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

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

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

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

**ARBITRON RESERVES THE RIGHT** to use any available means to draw attention to any station activity 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."



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

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

**Language 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 Black households with an 18-34 year old Male and Metro consenting non-Black households with an 18-24 year old Male receive higher diary premiums, additional follow-up calls, person follow-up premiums, and diaries are mailed in a special box mailer.

Additionally, Metro consenting non-Black households with a 25-34 year old Male receive additional follow-up calls, and diaries are mailed in a special box mailer.

**Business Reply Postage for Diary Return/** Effective Fall 1999, Business Reply return postage will be used on all diaries sent to non-Hispanic households with one or two persons.

**Previous Listening Question Added to Diary/** Effective Fall 1999, the following question will be added to all radio diaries: "Thinking back six months ago, what radio station did you listen to the most at that time? Write down call letters, dial setting or station name. Mark (x) AM or FM."

The addition of this question is in response to customers' desire for prior P1 listening information and will only be reported in PD Advantage<sup>SM</sup>.

**Diary Processing Reengineering/** Effective with processing of the diaries for the Fall 1999 survey, a reengineered diary processing system will be implemented. The new system is Y2K compliant and is Windows-based, moving Arbitron's systems to a single platform. The enhanced diary processing system allows Arbitron to expand the use of Optical Character Recognition (Optical Mark Recognition and Intelligent Character Recognition) technology, and affords the opportunity for data quality improvements.

**New Respondent Website/** Effective Fall 1999, a respondent Web site has been established. A highly visible link will be added to the previously existing, client focused Web site—[www.arbitron.com](http://www.arbitron.com). In conjunction with the establishment of the Web site,

Arbitron materials now reflect the new Web site address. The pre-placement postcard/letter refers respondents to the [www.arbitronratings.com](http://www.arbitronratings.com) Web site. The Web address now appears on all respondent letters and selected respondent materials, including the radio diary. In addition, interviewers may refer respondents to the Web site.

## Interviewing Centers Calling Schedule

**Adjustment:** Effective with calling for the Summer 1999 survey, the calling schedule for the Columbia Interviewing Center and all vendor sites has been adjusted. Calling begins one day earlier, on Wednesday, and continues for nine days through Thursday of the following week. Prior to Summer 1999, the calling schedule began on Thursday and ended nine days later on Friday.

## The Stations

### New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
XHCR-FM	XHKY-FM	SP99 W99	06/14/99

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

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

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

Station	Affected Date and Time	Problem
KSSE-FM	SA 02/05/00 05:00A to	
	TH 02/10/00 11:59P	REDUCED
	SA 02/12/00 05:30A to 08:30A	REDUCED
	MO 02/21/00 06:00P to	
	TU 02/22/00 12:00P	REDUCED

**Frequency Move/** In this report, special attention is called to XTIM-FM, which moved frequencies from 91.7 to 97.7 effective Fall 1999, continuing with the same format and programming.

Effective Fall 1999, the programming which had been at 97.7 (XTIJ-FM) went off the air, and a new station, XGLX-FM, signed on the air at 91.7.

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>KBZT-FM</b>																				
WI '00	93	1907	.4	2.7	129	912	.5	2.5	140	875	.6	2.8	123	1030	.5	2.9	23	398	.1	1.5
FA '99	72	1895	.3	2.0	101	909	.4	1.9	120	903	.5	2.4	78	887	.3	1.9	19	374	.1	1.2
SU '99	81	1889	.4	2.3	119	815	.5	2.5	124	985	.5	2.4	95	1072	.4	2.4	21	396	.1	1.2
SP '99	97	2139	.4	2.7	121	975	.5	2.4	162	1102	.7	3.1	115	1087	.5	2.8	29	586	.1	1.7
4-Book	86	1958	.4	2.4	118	903	.5	2.3	137	966	.6	2.7	103	1019	.4	2.5	23	439	.1	1.4
WI '99	95	1941	.4	2.7	129	1038	.6	2.6	158	931	.7	3.1	117	1022	.5	2.8	33	435	.1	2.0
<b>KCBQ-AM</b>																				
WI '00	14	233	.1	.4	14	79	.1	.3	42	162	.2	.8	9	93	.2	.2	3	41		.2
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	12	314	.1	.3	12	89	.1	.2	29	167	.1	.6	13	118	.1	.3	4	42		.2
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	12	307	.1	.3	11	108		.2	29	184	.1	.6	17	147	.1	.4	2	52		.1
<b>KFMB-AM</b>																				
WI '00	74	1540	.3	2.1	154	841	.6	2.9	103	847	.4	2.0	75	628	.3	1.8	31	320	.1	2.0
FA '99	103	2386	.4	2.9	121	925	.5	2.3	141	1038	.6	2.8	137	1000	.6	3.3	46	550	.2	2.9
SU '99	140	2732	.6	4.1	159	924	.7	3.3	137	1117	.6	2.7	195	1575	.8	4.8	128	1144	.6	7.6
SP '99	155	2717	.7	4.3	235	1237	1.0	4.6	197	1353	.9	3.8	192	1470	.8	4.7	107	985	.5	6.1
4-Book	118	2344	.5	3.4	167	982	.7	3.3	145	1089	.6	2.8	150	1168	.6	3.7	78	750	.4	4.7
WI '99	87	1797	.4	2.5	128	853	.6	2.5	141	941	.6	2.8	132	1057	.6	3.1	19	335	.1	1.2
<b>KFMB-FM</b>																				
WI '00	174	3511	.7	5.0	406	2180	1.7	7.8	252	1663	1.1	5.0	201	1716	.8	4.8	38	709	.2	2.5
FA '99	154	3441	.6	4.4	311	1987	1.3	6.0	190	1617	.8	3.8	203	1860	.8	4.9	51	796	.2	3.2
SU '99	165	3759	.7	4.8	313	2105	1.4	6.5	246	1953	1.1	4.8	208	2071	.9	5.2	42	946	.2	2.5
SP '99	175	3701	.8	4.9	350	2153	1.5	6.8	239	1654	1.0	4.6	199	1942	.9	4.8	54	866	.2	3.1
4-Book	167	3603	.7	4.8	345	2106	1.5	6.8	232	1722	1.0	4.6	203	1897	.9	4.9	46	829	.2	2.8
WI '99	177	3599	.8	5.1	363	2184	1.6	7.2	251	1693	1.1	5.0	222	1956	1.0	5.2	46	816	.2	2.8
<b>KFSD-FM</b>																				
WI '00	52	782	.2	1.5	67	360	.3	1.3	60	356	.3	1.2	59	386	.2	1.4	38	263	.2	2.5
FA '99	52	1042	.2	1.5	45	486	.2	.9	82	491	.3	1.6	64	591	.3	1.5	36	301	.2	2.3
SU '99	43	849	.2	1.2	57	419	.2	1.2	64	450	.3	1.3	49	408	.2	1.2	21	288	.1	1.2
SP '99	49	943	.2	1.4	56	446	.2	1.1	57	466	.2	1.1	42	468	.2	1.0	38	341	.2	2.2
4-Book	49	904	.2	1.4	56	428	.2	1.1	66	441	.3	1.3	54	463	.2	1.3	33	298	.2	2.1
WI '99	47	935	.2	1.3	49	434	.2	1.0	67	512	.3	1.3	58	421	.3	1.4	27	224	.1	1.6
<b>KGB -FM</b>																				
WI '00	143	2641	.6	4.1	389	1623	1.6	7.4	169	1116	.7	3.4	130	1276	.5	3.1	35	439	.1	2.3
FA '99	156	2671	.7	4.4	394	1616	1.6	7.5	213	1216	.9	4.2	141	1238	.6	3.4	38	527	.2	2.4
SU '99	132	2500	.6	3.8	287	1347	1.2	6.0	181	1169	.8	3.5	125	1148	.5	3.1	34	517	.1	2.0
SP '99	131	2531	.6	3.7	358	1512	1.6	7.0	162	1139	.7	3.1	113	1091	.5	2.7	33	526	.1	1.9
4-Book	141	2586	.6	4.0	357	1525	1.5	7.0	181	1160	.8	3.6	127	1188	.5	3.1	35	502	.1	2.2
WI '99	141	2458	.6	4.0	326	1578	1.4	6.5	205	1171	.9	4.1	139	1211	.6	3.3	36	548	.2	2.2
<b>KHTS-FM</b>																				
WI '00	171	4337	.7	4.9	197	2120	.8	3.8	177	2060	.7	3.5	251	2669	1.0	5.9	127	1543	.5	8.3
FA '99	178	4170	.7	5.1	214	2140	.9	4.1	185	1959	.8	3.7	244	2279	1.0	5.8	132	1548	.6	8.3
SU '99	195	4298	.8	5.7	196	2010	.8	4.1	236	2490	1.0	4.6	241	2597	1.0	6.0	160	1799	.7	9.5
SP '99	163	4191	.7	4.6	163	1924	.7	3.2	162	1952	.7	3.1	229	2583	1.0	5.6	115	1515	.5	6.5
4-Book	177	4249	.7	5.1	193	2049	.8	3.8	190	2115	.8	3.7	241	2532	1.0	5.8	134	1601	.6	8.2
WI '99	162	3927	.7	4.6	184	1953	.8	3.6	173	1752	.7	3.4	239	2444	1.0	5.6	110	1429	.5	6.7
<b>KIFM-FM</b>																				
WI '00	168	2476	.7	4.8	182	1168	.8	3.5	272	1230	1.1	5.4	217	1471	.9	5.1	82	779	.3	5.4
FA '99	162	2657	.7	4.6	209	1300	.9	4.0	255	1356	1.1	5.1	200	1570	.8	4.8	72	831	.3	4.5
SU '99	124	2026	.5	3.6	158	946	.7	3.3	199	1021	.9	3.9	141	1146	.6	3.5	43	591	.2	2.5
SP '99	132	2087	.6	3.7	156	962	.7	3.0	213	988	.9	4.1	160	1079	.7	3.9	49	565	.2	2.8
4-Book	147	2312	.6	4.2	176	1094	.8	3.5	235	1149	1.0	4.6	180	1317	.8	4.3	62	692	.3	3.8
WI '99	126	2040	.5	3.6	139	991	.6	2.8	202	1039	.9	4.0	157	1073	.7	3.7	55	720	.2	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+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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>KPRZ-AM</b>																				
WI '00	25	519	.1	.7	67	372	.3	1.3	29	274	.1	.6	21	202	.1	.5	7	123	.5	
FA '99	22	432	.1	.6	59	277	.2	1.1	19	169	.1	.4	23	161	.1	.6	8	62	.5	
SU '99	27	481	.1	.8	56	257	.2	1.2	38	204	.2	.7	26	179	.1	.6	15	140	.1	
SP '99	15	423	.1	.4	27	295	.1	.5	21	127	.1	.4	19	152	.1	.5	6	93	.3	
<b>4-Book</b>	<b>22</b>	<b>464</b>	<b>.1</b>	<b>.6</b>	<b>52</b>	<b>300</b>	<b>.2</b>	<b>1.0</b>	<b>27</b>	<b>194</b>	<b>.1</b>	<b>.5</b>	<b>22</b>	<b>174</b>	<b>.1</b>	<b>.6</b>	<b>9</b>	<b>105</b>	<b>.6</b>	
WI '99	20	501	.1	.6	58	348	.3	1.1	20	237	.1	.4	20	229	.1	.5	6	96	.4	
<b>KSDO-AM</b>																				
WI '00	32	672	.1	.9	49	312	.2	.9	64	385	.3	1.3	27	292	.1	.6	17	130	.1	
FA '99	29	658	.1	.8	53	346	.2	1.0	33	290	.1	.7	31	295	.1	.7	22	147	.1	
SU '99	35	562	.2	1.0	58	294	.3	1.2	63	352	.3	1.2	25	254	.1	.6	17	128	.1	
SP '99	27	644	.1	.8	46	315	.2	.9	41	305	.2	.8	24	224	.1	.6	14	124	.1	
<b>4-Book</b>	<b>31</b>	<b>634</b>	<b>.1</b>	<b>.9</b>	<b>52</b>	<b>317</b>	<b>.2</b>	<b>1.0</b>	<b>50</b>	<b>333</b>	<b>.2</b>	<b>1.0</b>	<b>27</b>	<b>266</b>	<b>.1</b>	<b>.6</b>	<b>18</b>	<b>132</b>	<b>.1</b>	
WI '99	29	735	.1	.8	51	340	.2	1.0	48	378	.2	1.0	29	303	.1	.7	15	164	.1	
<b>KSON-AM</b>																				
WI '00	12	353	.1	.3	15	139	.1	.3	18	153	.1	.4	17	140	.1	.4	5	54	.3	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	148	2730	.6	4.3	199	1484	.8	3.8	201	1388	.8	4.0	219	1691	.9	5.2	70	614	.3	
FA '99	201	3049	.8	5.7	301	1656	1.3	5.8	296	1631	1.2	5.9	240	1759	1.0	5.7	72	861	.3	
SU '99	202	2680	.9	5.9	309	1685	1.3	6.4	287	1630	1.2	5.6	228	1680	1.0	5.7	84	819	.4	
SP '99	189	2818	.8	5.3	252	1678	1.1	4.9	252	1520	1.1	4.9	229	1699	1.0	5.6	67	828	.3	
<b>4-Book</b>	<b>185</b>	<b>2819</b>	<b>.8</b>	<b>5.3</b>	<b>265</b>	<b>1626</b>	<b>1.1</b>	<b>5.2</b>	<b>259</b>	<b>1542</b>	<b>1.1</b>	<b>5.1</b>	<b>229</b>	<b>1707</b>	<b>1.0</b>	<b>5.6</b>	<b>73</b>	<b>781</b>	<b>.3</b>	
WI '99	191	2746	.8	5.5	248	1535	1.1	4.9	312	1685	1.4	6.2	253	1713	1.1	6.0	56	726	.2	
<b>KSPA-AM</b>																				
WI '00	23	373	.1	.7	27	163	.1	.5	39	210	.2	.8	25	214	.1	.6	8	68	.5	
FA '99	48	491	.2	1.4	59	303	.2	1.1	80	358	.3	1.6	55	317	.2	1.3	9	79	.6	
SU '99	38	429	.2	1.1	62	224	.3	1.3	54	281	.2	1.1	33	229	.1	.8	6	72	.4	
SP '99	42	413	.2	1.2	61	209	.3	1.2	72	238	.3	1.4	37	267	.2	.9	7	88	.4	
<b>4-Book</b>	<b>38</b>	<b>427</b>	<b>.2</b>	<b>1.1</b>	<b>52</b>	<b>225</b>	<b>.2</b>	<b>1.0</b>	<b>61</b>	<b>272</b>	<b>.3</b>	<b>1.2</b>	<b>38</b>	<b>257</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>77</b>	<b>.5</b>	
WI '99	29	417	.1	.8	31	210	.1	.6	48	283	.2	1.0	31	245	.1	.7	5	90	.3	
<b>KXST-FM</b>																				
WI '00	38	903	.2	1.1	52	378	.2	1.0	63	495	.3	1.3	47	513	.2	1.1	8	192	.5	
FA '99	75	1270	.3	2.1	96	590	.4	1.8	123	656	.5	2.4	104	767	.4	2.5	24	375	.1	
SU '99	53	1007	.2	1.5	65	473	.3	1.3	100	501	.4	2.0	77	612	.3	1.9	16	245	.1	
SP '99	65	1069	.3	1.8	81	588	.4	1.6	129	596	.6	2.5	73	600	.3	1.8	13	254	.1	
<b>4-Book</b>	<b>58</b>	<b>1062</b>	<b>.3</b>	<b>1.6</b>	<b>74</b>	<b>507</b>	<b>.3</b>	<b>1.4</b>	<b>104</b>	<b>562</b>	<b>.5</b>	<b>2.1</b>	<b>75</b>	<b>623</b>	<b>.3</b>	<b>1.8</b>	<b>15</b>	<b>267</b>	<b>.1</b>	
WI '99	48	1148	.2	1.4	69	570	.3	1.4	96	574	.4	1.9	52	652	.2	1.2	9	211	.5	
<b>KYXY-FM</b>																				
WI '00	206	3127	.9	5.9	271	1691	1.1	5.2	344	1735	1.4	6.8	238	1720	1.0	5.6	92	969	.4	
FA '99	175	2988	.7	5.0	253	1650	1.1	4.8	298	1654	1.2	5.9	204	1584	.9	4.9	68	991	.3	
SU '99	173	2872	.7	5.0	218	1396	.9	4.5	284	1411	1.2	5.6	216	1492	.9	5.4	78	905	.3	
SP '99	161	2887	.7	4.5	209	1340	.9	4.1	278	1471	1.2	5.4	193	1523	.8	4.7	69	797	.3	
<b>4-Book</b>	<b>179</b>	<b>2969</b>	<b>.8</b>	<b>5.1</b>	<b>238</b>	<b>1519</b>	<b>1.0</b>	<b>4.7</b>	<b>301</b>	<b>1568</b>	<b>1.3</b>	<b>5.9</b>	<b>213</b>	<b>1580</b>	<b>.9</b>	<b>5.2</b>	<b>77</b>	<b>916</b>	<b>.3</b>	
WI '99	197	3064	.9	5.6	263	1710	1.1	5.2	296	1608	1.3	5.9	249	1653	1.1	5.9	111	1000	.5	
<b>XBAC-AM</b>																				
WI '00	38	578	.2	1.1	29	241	.1	.6	53	404	.2	1.1	50	338	.2	1.2	24	188	.1	
FA '99	30	496	.1	.9	36	274	.2	.7	52	296	.2	1.0	36	250	.2	.9	9	91	.6	
SU '99	36	528	.2	1.0	46	277	.2	1.0	53	312	.2	1.0	38	268	.2	.9	18	130	.1	
SP '99	37	599	.2	1.0	36	311	.2	.7	55	413	.2	1.1	41	305	.2	1.0	29	203	.1	
<b>4-Book</b>	<b>35</b>	<b>550</b>	<b>.2</b>	<b>1.0</b>	<b>37</b>	<b>276</b>	<b>.2</b>	<b>.8</b>	<b>53</b>	<b>356</b>	<b>.2</b>	<b>1.1</b>	<b>41</b>	<b>290</b>	<b>.2</b>	<b>1.0</b>	<b>20</b>	<b>153</b>	<b>.1</b>	
WI '99	28	711	.1	.8	32	265	.1	.6	39	408	.2	.8	33	333	.1	.8	10	155	.6	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Persons 12+

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XEMO-AM</b>																				
WI '00	12	219	.1	.3	22	126	.1	.4	21	105	.1	.4	8	98		.2	5	74		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	16	282	.1	.4	26	161	.1	.5	24	125	.1	.5	19	133	.1	.5	2	36		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	64	979	.3	1.8	74	497	.3	1.4	97	548	.4	1.9	79	585	.3	1.9	29	315	.1	1.9
FA '99	35	983	.1	1.0	39	441	.2	.7	49	463	.2	1.0	49	562	.2	1.2	15	174	.1	.9
SU '99	40	698	.2	1.2	40	354	.2	.8	56	350	.2	1.1	49	382	.2	1.2	17	187	.1	1.0
SP '99	32	544	.1	.9	41	176	.2	.8	49	239	.2	.9	30	264	.1	.7	13	134	.1	.7
4-Book	43	801	.2	1.2	49	367	.2	.9	63	400	.3	1.2	52	448	.2	1.3	19	203	.1	1.1
WI '99	37	849	.2	1.1	36	359	.2	.7	47	354	.2	.9	55	438	.2	1.3	17	221	.1	1.0
<b>XHRM-FM</b>																				
WI '00	135	2571	.6	3.9	176	1240	.7	3.4	186	1279	.8	3.7	164	1360	.7	3.9	67	786	.3	4.4
FA '99	115	2363	.5	3.3	141	1120	.6	2.7	143	1124	.6	2.8	150	1322	.6	3.6	54	679	.2	3.4
SU '99	136	2446	.6	3.9	185	1102	.8	3.8	203	1245	.9	4.0	147	1323	.6	3.6	61	699	.3	3.6
SP '99	149	2610	.6	4.2	179	1246	.8	3.5	233	1342	1.0	4.5	179	1429	.8	4.3	69	837	.3	3.9
4-Book	134	2498	.6	3.8	170	1177	.7	3.4	191	1248	.8	3.8	160	1359	.7	3.9	63	750	.3	3.8
WI '99	150	2582	.6	4.3	184	1259	.8	3.6	215	1261	.9	4.3	183	1422	.8	4.3	102	903	.4	6.2
<b>XHTZ-FM</b>																				
WI '00	142	3482	.6	4.1	181	1892	.8	3.5	160	1786	.7	3.2	195	1939	.8	4.6	106	1533	.4	7.0
FA '99	153	3044	.6	4.4	186	1556	.8	3.6	174	1496	.7	3.5	198	1869	.8	4.7	122	1279	.5	7.7
SU '99	168	3066	.7	4.9	193	1553	.8	4.0	202	1631	.9	4.0	189	1819	.8	4.7	134	1233	.6	7.9
SP '99	151	3111	.7	4.2	166	1654	.7	3.2	162	1538	.7	3.1	198	1865	.9	4.8	122	1305	.5	6.9
4-Book	154	3176	.7	4.4	182	1664	.8	3.6	175	1613	.8	3.5	195	1873	.8	4.7	121	1338	.5	7.4
WI '99	174	3157	.8	5.0	215	1653	.9	4.3	174	1642	.8	3.4	225	1867	1.0	5.3	159	1322	.7	9.6
<b>XLTN-FM</b>																				
WI '00	37	687	.2	1.1	46	321	.2	.9	55	338	.2	1.1	49	400	.2	1.2	21	239	.1	1.4
FA '99	35	774	.1	1.0	46	332	.2	.9	41	365	.2	.8	40	395	.2	1.0	19	271	.1	1.2
SU '99	35	654	.2	1.0	40	338	.2	.8	58	427	.3	1.1	37	338	.2	.9	13	170	.1	.8
SP '99	48	827	.2	1.3	70	464	.3	1.4	67	463	.3	1.3	42	378	.2	1.0	23	277	.1	1.3
4-Book	39	736	.2	1.1	51	364	.2	1.0	55	398	.3	1.1	42	378	.2	1.0	19	239	.1	1.2
WI '99	37	674	.2	1.1	54	370	.2	1.1	54	356	.2	1.1	36	337	.2	.9	18	179	.1	1.1
<b>XMOR-FM</b>																				
WI '00	24	379	.1	.7	28	191	.1	.5	28	207	.1	.6	27	227	.1	.6	15	141	.1	1.0
FA '99	21	326	.1	.6	27	187	.1	.5	23	177	.1	.5	21	193	.1	.5	24	156	.1	1.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	12	307	.1	.3	12	160	.1	.2	14	137	.1	.3	17	191	.1	.4	10	118		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	13	222	.1	.4	28	102	.1	.5	16	120	.1	.3	10	87		.2	7	71		.5
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	17	178	.1	.5	48	156	.2	1.0	16	62	.1	.3	6	74		.1	6	21		.4
SP '99	21	229	.1	.6	41	148	.2	.8	36	146	.2	.7	12	90	.1	.3	5	51		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	16	335	.1	.5	29	188	.1	.6	15	149	.1	.3	11	91		.3	5	71		.3
<b>XTRA-AM</b>																				
WI '00	73	1400	.3	2.1	88	569	.4	1.7	138	843	.6	2.7	117	860	.5	2.8	15	219	.1	1.0
FA '99	80	1527	.3	2.3	77	599	.3	1.5	162	778	.7	3.2	107	791	.4	2.6	25	297	.1	1.6
SU '99	56	1216	.2	1.6	63	627	.3	1.3	122	606	.5	2.4	87	703	.4	2.2	13	213	.1	.8
SP '99	66	1421	.3	1.8	75	559	.3	1.5	132	705	.6	2.5	104	743	.5	2.5	18	270	.1	1.0
4-Book	69	1391	.3	2.0	76	589	.3	1.5	139	733	.6	2.7	104	774	.5	2.5	18	250	.1	1.1
WI '99	70	1427	.3	2.0	93	625	.4	1.8	133	653	.6	2.6	104	749	.5	2.5	11	241		.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+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KBZT-FM																				
WI '00	132	1599	.6	2.7	72	888	.3	3.1	81	249	.3	3.0	153	430	.6	4.0	84	238	.4	3.0
4-Book	121	1617	.5	2.5	67	953	.3	2.7	67	226	.3	2.5	129	416	.6	3.2	86	289	.4	3.0
KCBQ-AM																				
WI '00	23	217	.1	.5	5	86		.2	9	39		.3	16	51	.1	.4	4	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM																				
WI '00	110	1356	.5	2.3	37	592	.2	1.6	67	222	.3	2.5	57	153	.2	1.5	45	150	.2	1.6
4-Book	153	1875	.7	3.2	83	1188	.4	3.4	71	275	.3	2.6	91	309	.4	2.3	92	304	.4	3.2
KFMB-FM																				
WI '00	284	3146	1.2	5.9	71	1449	.3	3.1	95	409	.4	3.5	147	624	.6	3.9	88	440	.4	3.2
4-Book	258	3218	1.1	5.4	87	1604	.4	3.6	108	446	.5	3.9	143	626	.6	3.5	99	445	.4	3.5
KFSD-FM																				
WI '00	62	598	.3	1.3	43	379	.2	1.9	53	123	.2	2.0	64	122	.3	1.7	52	123	.2	1.9
4-Book	59	751	.3	1.2	42	489	.2	1.7	36	112	.2	1.3	64	184	.3	1.6	52	148	.2	1.9
KGB -FM																				
WI '00	225	2355	.9	4.6	71	1111	.3	3.1	93	308	.4	3.4	109	441	.5	2.9	91	260	.4	3.3
4-Book	219	2296	.9	4.6	74	1129	.3	3.0	115	380	.5	4.2	120	434	.5	3.0	97	299	.4	3.4
KHTS-FM																				
WI '00	206	3784	.9	4.2	139	2338	.6	6.0	126	508	.5	4.7	167	815	.7	4.4	140	685	.6	5.1
4-Book	207	3689	.9	4.3	153	2332	.7	6.3	122	503	.5	4.5	236	962	1.0	5.8	178	704	.8	6.3
KIFM-FM																				
WI '00	227	2094	.9	4.7	121	1272	.5	5.2	123	381	.5	4.5	189	510	.8	5.0	158	444	.7	5.7
4-Book	200	1896	.8	4.2	109	1219	.5	4.5	103	339	.5	3.8	172	495	.7	4.3	133	406	.6	4.7
KIOZ-FM																				
WI '00	224	2450	.9	4.6	83	1145	.3	3.6	69	264	.3	2.5	157	511	.7	4.1	131	412	.5	4.7
4-Book	220	2278	.9	4.6	82	1144	.4	3.4	69	240	.3	2.5	140	500	.6	3.5	108	378	.5	3.8
KJQY-FM																				
WI '00	155	1652	.6	3.2	94	1067	.4	4.1	132	352	.6	4.9	180	458	.8	4.7	118	346	.5	4.3
4-Book	137	1493	.6	2.9	75	977	.3	3.1	92	283	.4	3.4	143	418	.6	3.6	86	273	.4	3.0
KLNV-FM																				
WI '00	146	1364	.6	3.0	101	937	.4	4.4	124	386	.5	4.6	145	418	.6	3.8	106	325	.4	3.8
4-Book	145	1318	.6	3.0	95	915	.4	3.9	121	350	.5	4.4	149	410	.7	3.7	102	295	.4	3.6
KLQV-FM																				
WI '00	54	725	.2	1.1	29	395	.1	1.3	41	120	.2	1.5	47	156	.2	1.2	50	148	.2	1.8
4-Book	66	735	.3	1.4	34	433	.2	1.4	44	138	.2	1.6	60	176	.3	1.5	42	134	.2	1.5
KMSX-FM																				
WI '00	125	1900	.5	2.6	56	1131	.2	2.4	53	296	.2	2.0	96	395	.4	2.5	72	283	.3	2.6
4-Book	128	1752	.6	2.7	55	980	.3	2.2	45	211	.2	1.7	113	427	.5	2.8	72	286	.3	2.6
KOGO-AM																				
WI '00	258	2183	1.1	5.3	69	867	.3	3.0	126	387	.5	4.7	74	250	.3	2.0	20	95	.1	.7
4-Book	271	2230	1.2	5.7	76	973	.3	3.1	153	455	.6	5.6	83	296	.4	2.1	41	141	.2	1.4
KPLN-FM																				
WI '00	100	1409	.4	2.1	37	659	.2	1.6	51	233	.2	1.9	55	282	.2	1.4	52	175	.2	1.9
4-Book	112	1395	.5	2.4	49	705	.2	2.0	52	197	.2	1.9	92	310	.4	2.3	64	223	.3	2.3
KPOP-AM																				
WI '00	97	801	.4	2.0	63	698	.3	2.7	71	169	.3	2.6	85	279	.4	2.2	79	204	.3	2.9
4-Book	130	965	.6	2.7	70	711	.3	2.9	73	211	.3	2.7	122	337	.6	3.0	87	260	.4	3.1
KPRZ-AM																				
WI '00	38	466	.2	.8	12	221	.1	.5	33	98	.1	1.2	10	33		.3	11	31		.4
4-Book	33	395	.2	.7	11	207	.1	.5	19	57	.1	.7	9	31		.2	13	31	.1	.4

Target Listener Estimates - Persons 12+

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KSDO-AM</b>																				
WI '00	48	562	.2	1.0	13	244	.1	.6	19	78	.1	.7	17	68	.1	.4	10	52	.4	
4-Book	44	521	.2	.9	17	250	.1	.7	26	83	.1	1.0	26	77	.1	.6	14	52	.1	
<b>KSON-AM</b>																				
WI '00	17	264	.1	.4	10	160		.4	6	25		.2	24	81	.1	.6	11	38	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	206	2386	.9	4.2	100	1435	.4	4.3	113	406	.5	4.2	181	656	.8	4.8	147	428	.6	
4-Book	252	2466	1.1	5.3	142	1610	.6	5.8	161	513	.7	5.9	270	808	1.2	6.7	188	566	.8	
<b>KSPA-AM</b>																				
WI '00	31	293	.1	.6	18	243	.1	.8	26	103	.1	1.0	34	128	.1	.9	30	102	.1	
4-Book	51	368	.2	1.1	36	300	.2	1.5	60	157	.3	2.2	78	184	.3	1.9	40	110	.2	
<b>KXST-FM</b>																				
WI '00	55	769	.2	1.1	27	460	.1	1.2	27	132	.1	1.0	43	182	.2	1.1	22	112	.1	
4-Book	86	908	.4	1.8	37	512	.2	1.5	38	141	.2	1.4	71	224	.3	1.8	43	163	.2	
<b>KYXY-FM</b>																				
WI '00	289	2644	1.2	6.0	136	1759	.6	5.9	157	564	.7	5.8	225	697	.9	5.9	163	613	.7	
4-Book	255	2485	1.1	5.3	113	1513	.5	4.7	129	436	.6	4.7	189	612	.8	4.7	126	449	.5	
<b>XBAC-AM</b>																				
WI '00	45	490	.2	.9	36	351	.2	1.6	48	153	.2	1.8	59	158	.2	1.6	34	105	.1	
4-Book	45	478	.2	.9	30	333	.1	1.2	42	141	.2	1.6	56	160	.2	1.4	27	100	.1	
<b>XEMO-AM</b>																				
WI '00	17	181	.1	.4	6	81		.3	14	34	.1	.5	15	45	.1	.4	7	20	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	84	844	.4	1.7	53	587	.2	2.3	54	139	.2	2.0	98	271	.4	2.6	76	203	.3	
4-Book	55	667	.3	1.1	38	423	.2	1.6	36	112	.1	1.3	59	160	.3	1.5	49	141	.2	
<b>XHRM-FM</b>																				
WI '00	176	2176	.7	3.6	109	1306	.5	4.7	85	308	.4	3.1	168	604	.7	4.4	138	460	.6	
4-Book	175	2105	.8	3.6	109	1366	.5	4.5	100	346	.5	3.6	181	586	.8	4.5	125	431	.5	
<b>XHTZ-FM</b>																				
WI '00	177	2994	.7	3.7	105	1817	.4	4.5	92	397	.4	3.4	200	799	.8	5.3	134	571	.6	
4-Book	183	2767	.8	3.8	123	1825	.5	5.0	113	406	.5	4.1	199	760	.9	5.0	162	603	.7	
<b>XLTN-FM</b>																				
WI '00	50	571	.2	1.0	25	357	.1	1.1	24	101	.1	.9	42	181	.2	1.1	37	140	.2	
4-Book	50	621	.2	1.0	34	404	.1	1.4	33	101	.2	1.2	55	189	.3	1.4	42	138	.2	
<b>XMOR-FM</b>																				
WI '00	28	305	.1	.6	24	198	.1	1.0	15	39	.1	.6	40	106	.2	1.1	19	58	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	18	170	.1	.4	7	101		.3	9	38		.3	13	27	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
WI '00	116	1180	.5	2.4	35	592	.1	1.5	65	196	.3	2.4	59	207	.2	1.6	29	150	.1	
4-Book	109	1159	.5	2.3	32	523	.1	1.3	55	176	.2	2.0	44	162	.2	1.1	32	122	.1	
<b>XTRA-FM</b>																				
WI '00	238	3125	1.0	4.9	101	1890	.4	4.4	93	450	.4	3.4	185	760	.8	4.9	130	613	.5	
4-Book	225	3049	1.0	4.7	116	1864	.5	4.8	98	409	.4	3.6	208	789	.9	5.2	157	610	.7	
<b>KFI -AM</b>																				
WI '00	94	878	.4	1.9	32	426	.1	1.4	56	162	.2	2.1	48	204	.2	1.3	39	95	.2	
4-Book	86	925	.4	1.8	33	462	.1	1.3	61	181	.3	2.2	58	194	.3	1.5	22	87	.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Persons 12+

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KKBT-FM</b>																				
WI '00	18	358	.1	.4	9	177		.4	8	51		.3	15	71	.1	.4	18	70	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	57	626	.2	1.2	33	378	.1	1.4	36	133	.2	1.3	46	117	.2	1.2	28	79	.1	1.0
4-Book	40	596	.2	.8	27	385	.1	1.1	33	141	.2	1.2	34	123	.2	.9	17	68	.1	.6
<b>KSSE-FM</b>																				
WI '00	33	265	.1	.7	9	86		.4	14	29	.1	.5	23	43	.1	.6	8	29		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	15	266	.1	.3	11	221		.5	19	48	.1	.7	5	26	.1	.1	14	44	.1	.5
4-Book	19	253	.1	.4	13	220	.1	.6	19	53	.1	.7	16	50	.1	.4	13	49	.1	.5
<b>XHTY-FM</b>																				
WI '00	46	369	.2	.9	15	181	.1	.6	12	47	.1	.4	24	90	.1	.6	14	35	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	23	184	.1	.5	* 12	53	.1	.5	26	43	.1	1.0	13	27	.1	.3	7	18		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	4849	22119	20.2		2317	17574	9.7		2707	7993	11.3		3794	10242	15.8		2759	7785	11.5	
4-Book	4800	21659	20.4		2439	17527	10.4		2742	7927	11.7		4024	10513	17.1		2831	7987	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

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>KBZT-FM</b>																				
WI '00	15	91	.1	1.1	35	153	.1	1.9	105	329	.4	3.8	75	260	.3	3.5	25	138	.1	2.1
4-Book	24	107	.1	1.5	45	163	.2	2.4	86	316	.4	2.9	71	245	.3	3.3	29	139	.1	2.3
<b>KCBQ-AM</b>																				
WI '00	2	9	.1	.1	2	6	.1	.1	3	13	.1	.1	7	15	.3	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	17	79	.1	1.3	44	169	.2	2.4	34	161	.1	1.2	21	94	.1	1.0	17	59	.1	1.4
4-Book	81	255	.4	5.2	48	170	.2	2.5	151	501	.6	4.9	100	372	.5	4.6	25	108	.1	2.0
<b>KFMB-FM</b>																				
WI '00	22	122	.1	1.6	38	188	.2	2.1	96	448	.4	3.5	57	276	.2	2.6	24	105	.1	2.0
4-Book	35	200	.2	2.3	60	277	.3	3.1	121	490	.5	4.0	96	365	.4	4.4	37	184	.2	2.9
<b>KFSD-FM</b>																				
WI '00	18	71	.1	1.3	51	140	.2	2.8	52	169	.2	1.9	45	137	.2	2.1	16	76	.1	1.4
4-Book	24	92	.1	1.6	32	128	.2	1.7	59	191	.3	2.0	44	148	.2	2.0	23	91	.1	1.9
<b>KGB -FM</b>																				
WI '00	58	171	.2	4.3	35	151	.1	1.9	88	326	.4	3.2	71	231	.3	3.3	21	113	.1	1.8
4-Book	39	134	.2	2.7	52	184	.2	2.7	83	280	.4	2.8	62	209	.3	2.9	26	120	.1	2.1
<b>KHTS-FM</b>																				
WI '00	102	542	.4	7.5	144	529	.6	7.8	202	811	.8	7.3	150	607	.6	7.0	82	456	.3	7.0
4-Book	114	516	.5	7.6	115	454	.5	6.0	198	833	.8	6.6	144	555	.6	6.6	104	461	.4	8.3
<b>KIFM-FM</b>																				
WI '00	62	279	.3	4.6	84	286	.4	4.5	165	482	.7	6.0	124	295	.5	5.8	62	212	.3	5.3
4-Book	53	229	.2	3.6	90	283	.4	4.6	163	488	.7	5.5	107	306	.4	4.9	49	190	.2	4.0
<b>KIOZ-FM</b>																				
WI '00	68	284	.3	5.0	25	133	.1	1.4	89	340	.4	3.2	74	271	.3	3.4	45	168	.2	3.8
4-Book	65	237	.3	4.3	44	158	.2	2.3	101	344	.5	3.3	74	271	.3	3.4	47	185	.2	3.7
<b>KJQY-FM</b>																				
WI '00	30	150	.1	2.2	91	255	.4	4.9	102	337	.4	3.7	73	250	.3	3.4	33	143	.1	2.8
4-Book	39	143	.2	2.6	71	222	.3	3.7	79	296	.3	2.7	65	209	.3	3.0	26	106	.1	2.1
<b>KLNV-FM</b>																				
WI '00	60	176	.3	4.4	98	267	.4	5.3	135	336	.6	4.9	92	294	.4	4.3	53	174	.2	4.5
4-Book	58	193	.3	3.8	82	240	.4	4.3	121	312	.6	4.1	83	224	.4	3.8	48	167	.2	3.9
<b>KLQV-FM</b>																				
WI '00	24	107	.1	1.8	11	40	.1	.6	24	81	.1	.9	18	51	.1	.8	19	69	.1	1.6
4-Book	19	100	.1	1.3	29	91	.1	1.5	34	121	.2	1.1	26	84	.1	1.2	20	82	.1	1.6
<b>KMSX-FM</b>																				
WI '00	38	204	.2	2.8	21	109	.1	1.1	77	347	.3	2.8	72	263	.3	3.3	15	111	.1	1.3
4-Book	30	148	.1	2.0	31	144	.2	1.6	67	264	.3	2.3	60	248	.2	2.7	17	119	.1	1.3
<b>KOGO-AM</b>																				
WI '00	43	150	.2	3.2	127	403	.5	6.9	81	244	.3	2.9	34	129	.1	1.6	51	169	.2	4.3
4-Book	57	191	.3	3.8	116	368	.5	6.0	63	238	.3	2.1	43	160	.2	2.0	64	195	.3	5.0
<b>KPLN-FM</b>																				
WI '00	15	104	.1	1.1	19	112	.1	1.0	45	198	.2	1.6	37	178	.2	1.7	21	84	.1	1.8
4-Book	17	100	.1	1.1	26	111	.1	1.3	65	211	.3	2.2	52	191	.2	2.4	22	91	.1	1.7
<b>KPOP-AM</b>																				
WI '00	25	115	.1	1.8	49	152	.2	2.6	74	251	.3	2.7	88	224	.4	4.1	39	126	.2	3.3
4-Book	36	144	.2	2.4	43	139	.2	2.2	82	238	.4	2.7	82	206	.4	3.8	34	113	.2	2.7
<b>KPRZ-AM</b>																				
WI '00	3	13	.2	.6	19	95	.1	1.0	13	53	.1	.5	4	8	.2	.2	7	27	.6	.6
4-Book	10	29	.6	.6	27	97	.1	1.4	12	53	.1	.4	4	13	.2	.2	3	14	.3	.3

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\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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>KSDO-AM</b>																			
WI '00	9	37	.7	20	70	.1	1.1	20	82	.1	.7	11	63	.5		2	15		.2
4-Book	9	28	.6	22	61	.1	1.1	20	70	.1	.7	15	46	.1	.7	6	27		.5
<b>KSON-AM</b>																			
WI '00	2	11	.1	8	29	.4		16	44	.1	.6	9	44	.4		3	16		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																			
WI '00	63	262	.3	86	321	.4	4.6	106	482	.4	3.8	65	252	.3	3.0	41	185	.2	3.5
4-Book	73	267	.3	102	369	.5	5.2	162	593	.7	5.3	117	390	.5	5.4	64	225	.3	5.0
<b>KSPA-AM</b>																			
WI '00	6	28	.4	16	56	.1	.9	13	46	.1	.5	13	46	.1	.6	12	35	.1	1.0
4-Book	7	35	.5	30	88	.1	1.6	39	104	.2	1.3	26	66	.2	1.2	10	32		.8
<b>KXST-FM</b>																			
WI '00	8	51	.6	32	84	.1	1.7	44	187	.2	1.6	32	135	.1	1.5	10	44		.9
4-Book	17	67	.1	29	91	.1	1.5	52	172	.2	1.7	32	113	.1	1.5	15	68	.1	1.2
<b>KYXY-FM</b>																			
WI '00	81	307	.3	107	359	.4	5.8	154	611	.6	5.6	118	428	.5	5.5	87	299	.4	7.4
4-Book	66	269	.3	90	304	.4	4.7	134	484	.6	4.5	98	317	.4	4.5	71	270	.3	5.7
<b>XBAC-AM</b>																			
WI '00	21	80	.1	26	106	.1	1.4	49	151	.2	1.8	40	110	.2	1.9	15	66	.1	1.3
4-Book	16	52	.1	25	95	.1	1.3	38	127	.2	1.3	24	72	.1	1.1	11	39	.1	.9
<b>XEMO-AM</b>																			
WI '00	3	17	.2	2	15	.1		1	7			9	11	.4		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																			
WI '00	34	133	.1	37	115	.2	2.0	47	185	.2	1.7	56	147	.2	2.6	21	82	.1	1.8
4-Book	26	82	.1	28	99	.2	1.5	48	146	.2	1.6	41	105	.2	1.9	14	62	.1	1.1
<b>XHRM-FM</b>																			
WI '00	80	233	.3	81	258	.3	4.4	108	368	.5	3.9	117	377	.5	5.4	89	220	.4	7.6
4-Book	82	298	.3	74	247	.3	3.9	119	399	.5	4.0	94	312	.4	4.3	83	260	.4	6.7
<b>XHTZ-FM</b>																			
WI '00	100	479	.4	52	230	.2	2.8	94	408	.4	3.4	90	398	.4	4.2	66	326	.3	5.6
4-Book	127	479	.6	61	264	.3	3.1	129	543	.6	4.3	98	390	.4	4.5	83	348	.4	6.5
<b>XLTN-FM</b>																			
WI '00	22	93	.1	15	59	.1	.8	35	97	.1	1.3	11	57	.5		12	46	.1	1.0
4-Book	30	105	.1	29	94	.1	1.5	42	124	.2	1.4	21	69	.1	.9	14	50	.1	1.2
<b>XMOR-FM</b>																			
WI '00	15	56	.1	17	42	.1	.9	33	67	.1	1.2	22	76	.1	1.0	22	58	.1	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																			
WI '00	8	30	.6	8	26	.4		4	24	.1		1	9			9	38		.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																			
WI '00	4	20	.3	26	100	.1	1.4	70	253	.3	2.5	25	121	.1	1.2	1	9		.1
4-Book	7	32	.5	39	134	.2	2.0	50	174	.2	1.7	31	131	.1	1.4	6	33		.5
<b>XTRA-FM</b>																			
WI '00	67	339	.3	71	325	.3	3.8	107	530	.4	3.9	88	395	.4	4.1	62	290	.3	5.3
4-Book	80	337	.4	73	339	.3	3.8	130	585	.5	4.3	100	421	.5	4.6	75	315	.4	6.0
<b>KFI -AM</b>																			
WI '00	5	31	.4	31	103	.1	1.7	35	107	.1	1.3	45	104	.2	2.1	6	35		.5
4-Book	8	42	.6	40	123	.2	2.0	44	137	.2	1.5	21	59	.1	1.0	9	33		.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+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM WI '00 4-Book	10 **	51 **	.7 **	1 **	6 **	.1 **	.1 **	5 **	31 **	.2 **	.2 **	10 **	52 **	.5 **	.5 **	8 **	44 **	.7 **	.7 **	
KNX -AM WI '00 4-Book	26 30	118 107	.1 .2	1.9 2.0	44 29	166 114	.2 .1	2.4 1.5	38 22	94 84	.2 .1	1.4 .8	32 21	99 78	.1 .1	1.5 1.0	13 24	54 88	.1 .1	1.1 1.9
KSSE-FM WI '00 4-Book	2 **	17 **	.1 **	.1 **	9 **	13 **	.5 **	.5 **	15 **	36 **	.1 **	.5 **	3 **	5 **	.1 **	.1 **	1 **	7 **	.1 **	.1 **
KWVE-FM WI '00 4-Book	1 4	8 15	.1 .2	.1 .2	29 19	121 80	.1 .1	1.6 1.0	14 19	57 89	.1 .1	.5 .6	8 15	16 46	.4 .1	.4 .7	5 5	13 23	.4 .4	.4 .4
XHTY-FM WI '00 4-Book	10 **	46 **	.7 **	.7 **	16 **	48 **	.1 **	.9 **	18 **	53 **	.1 **	.7 **	15 **	33 **	.1 **	.7 **	9 **	40 **	.8 **	.8 **
XKAM-AM WI '00 4-Book	* **	5 **	17 **	.4 **	.4 **	16 **	31 **	.1 **	.9 **	.9 **	.9 **	17 **	45 **	.1 **	.6 **	.6 **	5 **	25 **	.4 **	.4 **
<b>TOTALS</b> WI '00 4-Book	1358 1503	4824 4989	5.7 6.4	5.7 6.4	1850 1935	5802 5940	7.7 8.2	7.7 8.2	2769 3003	8082 8457	11.5 12.8	11.5 12.8	2156 2190	6145 6244	9.0 9.3	9.0 9.3	1174 1257	4065 4297	4.9 5.4	4.9 5.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 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>KBZT-FM</b>																				
WI '00	7	324	.1	1.0	7	106	.1	.8	6	73	.1	.8	8	157	.1	.9	2	51		.4
FA '99	4	258	.1	.6	5	80	.1	.6	5	88	.1	.7	3	82	.1	.3	2	49		.4
SU '99	11	366	.2	1.6	5	73	.1	.7	17	170	.3	1.9	16	174	.3	1.9	5	113	.1	.9
SP '99	14	393	.3	1.9	14	181	.3	1.5	16	154	.3	1.8	16	200	.3	1.7	7	144	.1	1.2
<b>4-Book</b>	<b>9</b>	<b>335</b>	<b>.2</b>	<b>1.3</b>	<b>8</b>	<b>110</b>	<b>.2</b>	<b>.9</b>	<b>11</b>	<b>121</b>	<b>.2</b>	<b>1.3</b>	<b>11</b>	<b>153</b>	<b>.2</b>	<b>1.2</b>	<b>4</b>	<b>89</b>	<b>.1</b>	<b>.7</b>
WI '99	7	239	.1	1.0	7	111	.1	.8	5	38	.1	.7	9	89	.2	1.0	10	70	.2	1.8
<b>KCBQ-AM</b>																				
WI '00	1	15		.1	4	15	.1	.4	2	10		.3	3	5	.1	.3				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99		9								9				9						
<b>KFMB-AM</b>																				
WI '00	1	90		.1	2	34		.2	1	36		.1	2	21		.2	1	10		.2
FA '99	3	154	.1	.4	3	46	.1	.4		9			5	17	.1	.6	2	33		.4
SU '99	5	155	.1	.7	2	29		.3	2	24		.2	6	59	.1	.7	12	64	.2	2.1
SP '99	6	218	.1	.8	7	76	.1	.8	5	53	.1	.6	12	83	.2	1.3	4	45	.1	.7
<b>4-Book</b>	<b>4</b>	<b>154</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>46</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>31</b>	<b>.2</b>	<b>.2</b>	<b>6</b>	<b>45</b>	<b>.1</b>	<b>.7</b>	<b>5</b>	<b>38</b>	<b>.1</b>	<b>.9</b>
WI '99	1	68		.1	1	26		.1	2	31		.3		10						
<b>KFMB-FM</b>																				
WI '00	27	878	.5	4.0	53	477	1.0	5.9	33	316	.6	4.5	32	374	.6	3.7	14	261	.3	2.9
FA '99	44	973	.8	6.4	80	539	1.5	9.5	47	407	.9	6.6	57	497	1.0	6.6	24	310	.4	4.3
SU '99	39	1070	.7	5.5	56	529	1.1	7.7	44	623	.8	4.9	46	564	.9	5.4	19	359	.4	3.3
SP '99	43	1045	.8	5.8	65	546	1.2	7.2	43	418	.8	4.9	56	559	1.1	5.8	29	344	.6	5.0
<b>4-Book</b>	<b>38</b>	<b>992</b>	<b>.7</b>	<b>5.4</b>	<b>64</b>	<b>523</b>	<b>1.2</b>	<b>7.6</b>	<b>42</b>	<b>441</b>	<b>.8</b>	<b>5.2</b>	<b>48</b>	<b>499</b>	<b>.9</b>	<b>5.4</b>	<b>22</b>	<b>319</b>	<b>.4</b>	<b>3.9</b>
WI '99	45	1089	.9	6.6	77	576	1.5	9.1	52	491	1.0	6.9	53	566	1.0	6.1	27	368	.5	4.8
<b>KFSD-FM</b>																				
WI '00	1	63		.1	1	25		.1	3	25	.1	.4	2	38		.2	2	8		.4
FA '99	3	75	.1	.4	5	44	.1	.6	1	23		.1	3	30	.1	.3	5	38	.1	.9
SU '99	2	71		.3	6	43	.1	.8	1	11		.1	3	11	.1	.4	2	22		.3
SP '99	1	59		.1	1	31		.1		9				6			3	24	.1	.5
<b>4-Book</b>	<b>2</b>	<b>67</b>	<b>.2</b>	<b>.2</b>	<b>3</b>	<b>36</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>17</b>	<b>.2</b>	<b>.2</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.2</b>	<b>3</b>	<b>23</b>	<b>.1</b>	<b>.5</b>
WI '99	3	108	.1	.4	3	30	.1	.4	3	32	.1	.4	1	31		.1	3	36	.1	.5
<b>KGB -FM</b>																				
WI '00	19	481	.3	2.8	56	241	1.0	6.2	18	190	.3	2.5	14	201	.3	1.6	2	70		.4
FA '99	14	424	.3	2.0	26	199	.5	3.1	21	192	.4	2.9	13	194	.2	1.5	9	118	.2	1.6
SU '99	17	359	.3	2.4	42	199	.8	5.8	22	159	.4	2.5	11	142	.2	1.3	7	111	.1	1.2
SP '99	26	497	.5	3.5	58	291	1.1	6.4	44	246	.8	5.0	25	213	.5	2.6	7	81	.1	1.2
<b>4-Book</b>	<b>19</b>	<b>440</b>	<b>.4</b>	<b>2.7</b>	<b>46</b>	<b>233</b>	<b>.9</b>	<b>5.4</b>	<b>26</b>	<b>197</b>	<b>.5</b>	<b>3.2</b>	<b>16</b>	<b>188</b>	<b>.3</b>	<b>1.8</b>	<b>6</b>	<b>95</b>	<b>.1</b>	<b>1.1</b>
WI '99	18	420	.3	2.6	41	290	.8	4.8	28	157	.5	3.7	17	195	.3	1.9	5	99	.1	.9
<b>KHTS-FM</b>																				
WI '00	107	2465	2.0	16.0	117	1256	2.1	12.9	91	1171	1.7	12.4	160	1574	2.9	18.6	102	1126	1.9	20.9
FA '99	112	2343	2.0	16.3	127	1278	2.3	15.1	98	1124	1.8	13.8	157	1455	2.9	18.2	103	1124	1.9	18.4
SU '99	123	2485	2.3	17.4	114	1267	2.2	15.6	138	1572	2.6	15.4	147	1532	2.8	17.4	119	1228	2.3	20.8
SP '99	105	2436	2.0	14.1	97	1166	1.8	10.7	85	1222	1.6	9.6	150	1629	2.9	15.6	96	1127	1.8	16.7
<b>4-Book</b>	<b>112</b>	<b>2432</b>	<b>2.1</b>	<b>16.0</b>	<b>114</b>	<b>1242</b>	<b>2.1</b>	<b>13.6</b>	<b>103</b>	<b>1272</b>	<b>1.9</b>	<b>12.8</b>	<b>154</b>	<b>1548</b>	<b>2.9</b>	<b>17.5</b>	<b>105</b>	<b>1151</b>	<b>2.0</b>	<b>19.2</b>
WI '99	95	2247	1.8	13.9	103	1252	2.0	12.1	79	1038	1.5	10.5	142	1443	2.7	16.2	83	996	1.6	14.7
<b>KIFM-FM</b>																				
WI '00	2	113		.3	1	23		.1	1	18		.1	5	52	.1	.6	1	30		.2
FA '99	6	199	.1	.9	6	72	.1	.7	5	66	.1	.7	6	82	.1	.7	7	105	.1	1.3
SU '99	4	138	.1	.6	10	42	.2	1.4	4	32	.1	.4	5	51	.1	.6	2	30		.3
SP '99	3	109	.1	.4	2	17		.2	1	6		.1	4	59	.1	.4	3	62	.1	.5
<b>4-Book</b>	<b>4</b>	<b>140</b>	<b>.1</b>	<b>.6</b>	<b>5</b>	<b>39</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>31</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>61</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>57</b>	<b>.1</b>	<b>.6</b>
WI '99	5	156	.1	.7	3	61	.1	.4	8	55	.2	1.1	8	54	.2	.9	8	83	.2	1.4

Target Listener Trends - Persons 12-24

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>K10Z-FM</b>																				
WI '00	52	1052	.9	7.8	113	552	2.1	12.5	58	560	1.1	7.9	51	462	.9	5.9	29	351	.5	5.9
FA '99	58	1086	1.1	8.4	85	514	1.6	10.1	71	642	1.3	10.0	76	618	1.4	8.8	33	385	.6	5.9
SU '99	51	947	1.0	7.2	74	474	1.4	10.1	57	517	1.1	6.4	63	504	1.2	7.4	42	389	.8	7.3
SP '99	62	888	1.2	8.3	126	437	2.4	13.9	84	473	1.6	9.5	66	448	1.3	6.9	32	354	.6	5.6
<b>4-Book</b>	<b>56</b>	<b>993</b>	<b>1.1</b>	<b>7.9</b>	<b>100</b>	<b>494</b>	<b>1.9</b>	<b>11.7</b>	<b>68</b>	<b>548</b>	<b>1.3</b>	<b>8.5</b>	<b>64</b>	<b>508</b>	<b>1.2</b>	<b>7.3</b>	<b>34</b>	<b>370</b>	<b>.6</b>	<b>6.2</b>
WI '99	36	865	.7	5.3	74	516	1.4	8.7	46	453	.9	6.1	38	393	.7	4.3	24	365	.5	4.3
<b>KJQY-FM</b>																				
WI '00	4	227	.1	.6	2	34		.2	2	43		.3	8	141	.1	.9	5	75	.1	1.0
FA '99	5	207	.1	.7	3	75	.1	.4	6	61	.1	.8	9	96	.2	1.0	3	62	.1	.5
SU '99	4	199	.1	.6	4	79	.1	.5	4	59	.1	.4	3	72	.1	.4	6	98	.1	1.0
SP '99	12	238	.2	1.6	8	71	.2	.9	15	94	.3	1.7	16	68	.3	1.7	13	113	.2	2.3
<b>4-Book</b>	<b>6</b>	<b>218</b>	<b>.1</b>	<b>.9</b>	<b>4</b>	<b>65</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>64</b>	<b>.1</b>	<b>.8</b>	<b>9</b>	<b>94</b>	<b>.2</b>	<b>1.0</b>	<b>7</b>	<b>87</b>	<b>.1</b>	<b>1.2</b>
WI '99	5	235	.1	.7	7	76	.1	.8	6	86	.1	.8	5	94	.1	.6	4	91	.1	.7
<b>KLNV-FM</b>																				
WI '00	29	475	.5	4.3	46	308	.8	5.1	33	278	.6	4.5	23	246	.4	2.7	17	157	.3	3.5
FA '99	24	481	.4	3.5	30	260	.5	3.6	29	244	.5	4.1	28	255	.5	3.2	12	192	.2	2.1
SU '99	31	495	.6	4.4	26	267	.5	3.6	50	306	1.0	5.6	31	235	.6	3.7	20	180	.4	3.5
SP '99	34	467	.6	4.6	49	291	.9	5.4	36	221	.7	4.1	39	273	.7	4.1	29	210	.6	5.0
<b>4-Book</b>	<b>30</b>	<b>480</b>	<b>.5</b>	<b>4.2</b>	<b>38</b>	<b>282</b>	<b>.7</b>	<b>4.4</b>	<b>37</b>	<b>262</b>	<b>.7</b>	<b>4.6</b>	<b>30</b>	<b>252</b>	<b>.6</b>	<b>3.4</b>	<b>20</b>	<b>185</b>	<b>.4</b>	<b>3.5</b>
WI '99	40	544	.8	5.8	53	301	1.0	6.2	44	293	.8	5.8	53	328	1.0	6.1	25	278	.5	4.4
<b>KLQV-FM</b>																				
WI '00	10	240	.2	1.5	10	119	.2	1.1	12	127	.2	1.6	14	138	.3	1.6	10	104	.2	2.0
FA '99	11	230	.2	1.6	13	105	.2	1.5	14	115	.3	2.0	15	126	.3	1.7	5	61	.1	.9
SU '99	7	160	.1	1.0	5	54	.1	.7	8	71	.2	.9	8	83	.2	.9	5	70	.1	.9
SP '99	9	213	.2	1.2	7	84	.1	.8	12	102	.2	1.4	12	135	.2	1.3	9	134	.2	1.6
<b>4-Book</b>	<b>9</b>	<b>211</b>	<b>.2</b>	<b>1.3</b>	<b>9</b>	<b>91</b>	<b>.2</b>	<b>1.0</b>	<b>12</b>	<b>104</b>	<b>.2</b>	<b>1.5</b>	<b>12</b>	<b>121</b>	<b>.3</b>	<b>1.4</b>	<b>7</b>	<b>92</b>	<b>.2</b>	<b>1.4</b>
WI '99	15	249	.3	2.2	17	173	.3	2.0	21	157	.4	2.8	17	145	.3	1.9	11	106	.2	2.0
<b>KMSX-FM</b>																				
WI '00	18	637	.3	2.7	13	231	.2	1.4	20	289	.4	2.7	38	390	.7	4.4	5	176	.1	1.0
FA '99	12	456	.2	1.7	15	182	.3	1.8	20	235	.4	2.8	16	216	.3	1.9	3	107	.1	.5
SU '99	33	563	.6	4.7	32	236	.6	4.4	57	343	1.1	6.4	46	310	.9	5.4	15	181	.3	2.6
SP '99	21	610	.4	2.8	30	299	.6	3.3	33	290	.6	3.7	29	302	.6	3.0	14	211	.3	2.4
<b>4-Book</b>	<b>21</b>	<b>567</b>	<b>.4</b>	<b>3.0</b>	<b>23</b>	<b>237</b>	<b>.4</b>	<b>2.7</b>	<b>33</b>	<b>289</b>	<b>.6</b>	<b>3.9</b>	<b>32</b>	<b>305</b>	<b>.6</b>	<b>3.7</b>	<b>9</b>	<b>169</b>	<b>.2</b>	<b>1.6</b>
WI '99	20	564	.4	2.9	30	267	.6	3.5	30	248	.6	4.0	22	290	.4	2.5	8	186	.2	1.4
<b>KOGO-AM</b>																				
WI '00	5	119	.1	.7	13	69	.2	1.4	4	30	.1	.5	9	42	.2	1.0	1	17		.2
FA '99	2	55		.3	1	19		.1	7	34	.1	1.0	1	9		.1	2	8		.4
SU '99	4	108	.1	.6	6	56	.1	.8	13	61	.2	1.5	3	40	.1	.4	3	5		
SP '99	5	74	.1	.7	3	23	.1	.3	3	21	.1	.3	10	40	.2	1.0	8	34	.2	1.4
<b>4-Book</b>	<b>4</b>	<b>89</b>	<b>.1</b>	<b>.6</b>	<b>6</b>	<b>42</b>	<b>.1</b>	<b>.7</b>	<b>7</b>	<b>37</b>	<b>.1</b>	<b>.8</b>	<b>6</b>	<b>33</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>16</b>	<b>.1</b>	<b>.5</b>
WI '99	2	84		.3	2	20		.2	1	38		.1	1	26		.1	6	18	.1	1.1
<b>KPLN-FM</b>																				
WI '00	7	300	.1	1.0	10	104	.2	1.1	11	143	.2	1.5	5	113	.1	.6	3	94	.1	.6
FA '99	10	306	.2	1.5	9	126	.2	1.1	11	150	.2	1.5	15	145	.3	1.7	6	114	.1	1.1
SU '99	8	252	.2	1.1	7	49	.1	1.0	18	140	.3	2.0	11	160	.2	1.3	3	63	.1	.5
SP '99	14	322	.3	1.9	14	95	.3	1.5	25	176	.5	2.8	12	156	.2	1.3	7	100	.1	1.2
<b>4-Book</b>	<b>10</b>	<b>295</b>	<b>.2</b>	<b>1.4</b>	<b>10</b>	<b>94</b>	<b>.2</b>	<b>1.2</b>	<b>16</b>	<b>152</b>	<b>.3</b>	<b>2.0</b>	<b>11</b>	<b>144</b>	<b>.2</b>	<b>1.2</b>	<b>5</b>	<b>93</b>	<b>.1</b>	<b>.9</b>
WI '99	7	279	.1	1.0	8	79	.2	.9	11	125	.2	1.5	11	163	.2	1.3	4	70	.1	.7
<b>KPOP-AM</b>																				
WI '00		19				9				5								4		
FA '99		5								5										
SU '99		12				7				12				7						
SP '99		6												6						
<b>4-Book</b>		<b>11</b>				<b>4</b>				<b>6</b>				<b>3</b>				<b>1</b>		
WI '99		18			1	7		.1						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 Trends

## Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KPRZ-AM</b>																				
WI '00	1	23		.1	2	18		.2	1	13		.1		5			3	19		.1
FA '99	2	35		.3	2	11		.2		12			2	19		.2	3	13		.1
SU '99	1	45		.1		6			1	13		.1	2	21		.2		4		
SP '99	1	57		.1	2	22		.2						9				9		
<b>4-Book</b>	<b>1</b>	<b>40</b>		<b>.2</b>	<b>2</b>	<b>14</b>		<b>.2</b>	<b>1</b>	<b>10</b>		<b>.1</b>	<b>1</b>	<b>11</b>		<b>.1</b>	<b>2</b>	<b>11</b>		<b>.1</b>
WI '99		23				11								5						
<b>KSDO-AM</b>																				
WI '00		9								9										
FA '99		17							1	9		.1								
SU '99		12												12						
SP '99		27				14				6			1	7		.1				
<b>4-Book</b>		<b>16</b>				<b>4</b>				<b>6</b>				<b>5</b>						
WI '99		17							1	7		.1	1	10		.1		5		
<b>KSON-AM</b>																				
WI '00	4	69	.1	.6	2	27		.2	2	24		.3	7	37	.1	.8	4	24	.1	.8
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	20	539	.4	3.0	30	308	.5	3.3	17	212	.3	2.3	33	279	.6	3.8	17	190	.3	3.5
FA '99	28	610	.5	4.1	34	279	.6	4.0	30	296	.5	4.2	42	378	.8	4.9	15	189	.3	2.7
SU '99	23	548	.4	3.3	26	310	.5	3.6	31	314	.6	3.5	27	284	.5	3.2	20	168	.4	3.5
SP '99	23	467	.4	3.1	30	256	.6	3.3	33	258	.6	3.7	32	295	.6	3.3	12	162	.2	2.1
<b>4-Book</b>	<b>24</b>	<b>541</b>	<b>.4</b>	<b>3.4</b>	<b>30</b>	<b>288</b>	<b>.6</b>	<b>3.6</b>	<b>28</b>	<b>270</b>	<b>.5</b>	<b>3.4</b>	<b>34</b>	<b>309</b>	<b>.6</b>	<b>3.8</b>	<b>16</b>	<b>177</b>	<b>.3</b>	<b>3.0</b>
WI '99	26	475	.5	3.8	25	223	.5	2.9	29	254	.6	3.9	39	312	.7	4.5	18	171	.3	3.2
<b>KSPA-AM</b>																				
WI '00		22											1	13		.1				
FA '99		8				8			1	8		.1	1	8		.1				
SU '99	1	7		.1					2	7		.2	1	7		.1				
SP '99																				
<b>4-Book</b>		<b>9</b>				<b>2</b>			<b>1</b>	<b>4</b>		<b>.1</b>	<b>1</b>	<b>7</b>		<b>.1</b>				
WI '99		7				7								7				7		
<b>KXST-FM</b>																				
WI '00	4	156	.1	.6	2	44		.2	5	66	.1	.7	6	72	.1	.7	3	52	.1	.6
FA '99	4	169	.1	.6	6	51	.1	.7	5	100	.1	.7	7	84	.1	.8	1	29		.2
SU '99	3	102	.1	.4	1	38		.1	7	43	.1	.8	9	64	.2	1.1		5		
SP '99	5	169	.1	.7	7	62	.1	.8	11	67	.2	1.2	9	107	.2	.9		12		
<b>4-Book</b>	<b>4</b>	<b>149</b>	<b>.1</b>	<b>.6</b>	<b>4</b>	<b>49</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>69</b>	<b>.1</b>	<b>.9</b>	<b>8</b>	<b>82</b>	<b>.2</b>	<b>.9</b>	<b>1</b>	<b>25</b>		<b>.2</b>
WI '99	6	180	.1	.9	10	85	.2	1.2	14	87	.3	1.9	4	60	.1	.5	1	30		.2
<b>KYXY-FM</b>																				
WI '00	26	485	.5	3.9	22	157	.4	2.4	36	194	.7	4.9	32	251	.6	3.7	27	254	.5	5.5
FA '99	21	547	.4	3.1	23	230	.4	2.7	22	241	.4	3.1	20	191	.4	2.3	16	260	.3	2.9
SU '99	20	523	.4	2.8	20	202	.4	2.7	23	231	.4	2.6	26	173	.5	3.1	17	223	.3	3.0
SP '99	15	546	.3	2.0	10	159	.2	1.1	18	209	.3	2.0	24	289	.5	2.5	16	201	.3	2.8
<b>4-Book</b>	<b>21</b>	<b>525</b>	<b>.4</b>	<b>3.0</b>	<b>19</b>	<b>187</b>	<b>.4</b>	<b>2.2</b>	<b>25</b>	<b>219</b>	<b>.5</b>	<b>3.2</b>	<b>26</b>	<b>226</b>	<b>.5</b>	<b>2.9</b>	<b>19</b>	<b>235</b>	<b>.4</b>	<b>3.6</b>
WI '99	23	654	.4	3.4	25	237	.5	2.9	23	262	.4	3.1	25	297	.5	2.9	25	280	.5	4.4
<b>XBAC-AM</b>																				
WI '00		15			1	6		.1	1	6		.1		6				9		
FA '99	1	23		.1	2	18		.2									1	5		.2
SU '99		4				4								4						
SP '99		9			1	9		.1												
<b>4-Book</b>		<b>13</b>			<b>1</b>	<b>9</b>		<b>.1</b>		<b>2</b>				<b>3</b>				<b>4</b>		<b>.1</b>
WI '99	1	63		.1					1	12		.1	1	22		.1	1	22		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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>XEMO-AM</b>																				
WI '00	1	34	.1	2	11	.2	.2	1	5	.1	.1		8			1	5	.2	.2	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	2	62	.3	4	43	.1	.4	1	11	.1	.1	3	28	.1	.3	2	24	.3	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>+XHCR-FM</b>																				
WI '00	15	177	.3	2.2	10	105	.2	1.1	15	90	.3	2.0	24	104	.4	2.8	11	82	.2	2.2
FA '99	4	170	.1	.6	4	46	.1	.5	6	80	.1	.8	3	72	.1	.3	1	22	.2	.2
SU '99	2	87	.3	.3	3	29	.1	.4	3	36	.1	.3	4	39	.1	.5	2	29	.3	.3
SP '99	2	118	.3	.3	2	17	.2	.2	2	42	.2	.2	3	51	.1	.3		12		
4-Book	6	138	.1	.9	5	49	.1	.6	7	62	.1	.8	9	67	.2	1.0	4	36	.1	.7
WI '99	12	257	.2	1.8	8	75	.2	.9	19	115	.4	2.5	16	99	.3	1.8	6	69	.1	1.1
<b>XHRM-FM</b>																				
WI '00	27	754	.5	4.0	25	288	.5	2.8	32	337	.6	4.4	35	372	.6	4.1	18	252	.3	3.7
FA '99	27	669	.5	3.9	23	282	.4	2.7	18	270	.3	2.5	38	383	.7	4.4	30	288	.5	5.4
SU '99	34	753	.6	4.8	31	253	.6	4.2	48	348	.9	5.4	30	355	.6	3.5	28	272	.5	4.9
SP '99	41	778	.8	5.5	42	307	.8	4.6	64	378	1.2	7.2	52	429	1.0	5.4	21	303	.4	3.6
4-Book	32	739	.6	4.6	30	283	.6	3.6	41	333	.8	4.9	39	385	.7	4.4	24	279	.4	4.4
WI '99	34	693	.6	5.0	31	333	.6	3.7	37	310	.7	4.9	43	367	.8	4.9	42	328	.8	7.5
<b>XHTZ-FM</b>																				
WI '00	85	2126	1.6	12.7	120	1217	2.2	13.3	87	1075	1.6	11.9	114	1153	2.1	13.2	71	994	1.3	14.5
FA '99	103	1864	1.9	15.0	124	1029	2.3	14.7	100	905	1.8	14.0	124	1182	2.3	14.4	100	951	1.8	17.9
SU '99	112	1891	2.1	15.9	115	887	2.2	15.8	128	1041	2.4	14.3	121	1179	2.3	14.3	98	877	1.9	17.1
SP '99	101	1894	1.9	13.5	114	1087	2.2	12.6	97	945	1.8	11.0	129	1161	2.5	13.4	96	954	1.8	16.7
4-Book	100	1944	1.9	14.3	118	1055	2.2	14.1	103	992	1.9	12.8	122	1169	2.3	13.8	91	944	1.7	16.6
WI '99	112	2002	2.1	16.4	126	1070	2.4	14.8	105	1035	2.0	13.9	153	1288	2.9	17.5	112	950	2.1	19.9
<b>XLTN-FM</b>																				
WI '00	10	174	.2	1.5	13	92	.2	1.4	7	62	.1	1.0	14	113	.3	1.6	11	81	.2	2.2
FA '99	9	250	.2	1.3	10	83	.2	1.2	6	65	.1	.8	14	117	.3	1.6	9	126	.2	1.6
SU '99	8	183	.2	1.1	7	78	.1	1.0	9	109	.2	1.0	10	119	.2	1.2	6	70	.1	1.0
SP '99	14	201	.3	1.9	19	90	.4	2.1	23	125	.4	2.6	9	81	.2	.9	7	86	.1	1.2
4-Book	10	202	.2	1.5	12	86	.2	1.4	11	90	.2	1.4	12	108	.3	1.3	8	91	.2	1.5
WI '99	7	157	.1	1.0	12	71	.2	1.4	9	72	.2	1.2	3	69	.1	.3	5	49	.1	.9
<b>XMQR-FM</b>																				
WI '00	11	205	.2	1.6	14	108	.3	1.5	13	109	.2	1.8	8	99	.1	.9	8	79	.1	1.6
FA '99	12	146	.2	1.7	9	60	.2	1.1	13	69	.2	1.8	11	80	.2	1.3	17	73	.3	3.0
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	8	159	.2	1.1	7	76	.1	.8	10	90	.2	1.1	11	91	.2	1.1	7	68	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	5	92	.1	.7	9	35	.2	1.0	6	34	.1	.8	4	27	.1	.5	5	41	.1	1.0
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		27			2	27		.3					1	8		.1				
SP '99	8	66	.2	1.1	16	59	.3	1.8	18	33	.3	2.0	6	43	.1	.6	1	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	6	66	.1	.9	3	25	.1	.4	4	50	.1	.5	8	33	.2	.9	4	47	.1	.7
<b>XTRA-AM</b>																				
WI '00	7	225	.1	1.0	8	53	.1	.9	13	152	.2	1.8	14	145	.3	1.6	2	62		.4
FA '99	7	191	.1	1.0	3	53	.1	.4	12	89	.2	1.7	10	58	.2	1.2	4	17	.1	.7
SU '99	6	170	.1	.9	7	75	.1	1.0	9	61	.2	1.0	13	81	.2	1.5	4	39	.1	.7
SP '99	7	209	.1	.9	10	42	.2	1.1	16	104	.3	1.8	7	80	.1	.7	2	48		.3
4-Book	7	199	.1	1.0	7	56	.1	.9	13	102	.2	1.6	11	91	.2	1.3	3	42	.1	.5
WI '99	4	162	.1	.6	6	58	.1	.7	10	84	.2	1.3	3	50	.1	.3	1	26		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

Target Listener Trends - Persons 12-24

		Persons 12-24																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XTRA-FM</b>																					
WI '00		82	1784	1.5	12.3	118	980	2.2	13.0	102	865	1.9	13.9	102	1004	1.9	11.8	58	653	1.1	11.9
FA '99		77	1792	1.4	11.2	97	826	1.8	11.5	84	969	1.5	11.8	87	987	1.6	10.1	70	763	1.3	12.5
SU '99		79	1659	1.5	11.2	65	603	1.2	8.9	99	997	1.9	11.1	97	1003	1.8	11.5	85	818	1.6	14.9
SP '99		79	1630	1.5	10.6	86	743	1.6	9.5	95	880	1.8	10.8	99	953	1.9	10.3	73	768	1.4	12.7
4-Book		79	1716	1.5	11.3	92	788	1.7	10.7	95	928	1.8	11.9	96	987	1.8	10.9	72	751	1.4	13.0
WI '99		76	1574	1.4	11.1	93	853	1.8	11.0	93	794	1.8	12.4	99	978	1.9	11.3	62	745	1.2	11.0
<b>KFI -AM</b>																					
WI '00		4	54	.1	.6	5	11	.1	.6	12	32	.2	1.6	1	5	.1	.1	2	14	.1	.4
FA '99		1	22	.1	.1	4	22	.1	.5	1	16	.1	.1	1	14	.1	.1		6		
SU '99		1	40	.1	.1		7			3	15	.1	.3	2	22	.2	.2	1	17		.2
SP '99		2	47	.3	.3	2	22	.2	.2	3	29	.1	.3	2	19	.2	.2	2	19		.3
4-Book		2	41	.3	.3	3	16	.1	.3	5	23	.1	.6	2	15	.2	.2	1	14		.2
WI '99		3	59	.1	.4	4	16	.1	.5	4	29	.1	.5	2	9	.2	.2	5	22	.1	.9
<b>KKBT-FM</b>																					
WI '00		7	248	.1	1.0	5	61	.1	.6	7	111	.1	1.0	12	126	.2	1.4	7	81	.1	1.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		7	269	.1	1.0	3	71	.1	.4	7	61	.1	.8	12	129	.2	1.4	8	82	.2	1.4
SP '99		9	249	.2	1.2	7	93	.1	.8	7	121	.1	.8	16	152	.3	1.7	9	95	.2	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99		7	271	.1	1.0	10	138	.2	1.2	11	78	.2	1.5	10	167	.2	1.1	7	95	.1	1.2
<b>KNX -AM</b>																					
WI '00		1	21	.1	.1	1	11	.1	.1					2				3	10	.1	.6
FA '99			16				16														
SU '99			14				10				5										
SP '99											1							1	3		.2
4-Book			13				9				6										
WI '99			12								6										
<b>KSSE-FM</b>																					
WI '00		4	86	.1	.6	6	61	.1	.7	9	41	.2	1.2	2	38	.2	.2		12		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																					
WI '00		2	64	.3	.3	3	24	.1	.3	3	37	.1	.4	1	20	.1	.1	1	18		.2
FA '99		1	53	.1	.1	2	24	.2	.2	1	25	.1	.1	1	20	.1	.1		11		
SU '99			25				8				13										
SP '99		1	71	.1	.1	2	34	.2	.2	1	35	.1	.1	1	23	.1	.1		7		
4-Book		1	53	.1	.1	2	23	.2	.2	1	28	.2	.2	1	16	.1	.1		9		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																					
WI '00		6	120	.1	.9	6	48	.1	.7	11	68	.2	1.5	7	51	.1	.8	2	42		.4
FA '99		13	180	.2	1.9	11	107	.2	1.3	17	88	.3	2.4	17	143	.3	2.0	10	68	.2	1.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		2	57	.3	.3	3	20	.1	.3	3	32	.1	.3	1	17	.1	.1	2	8		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																					
WI '00	*		18			1	11	.1	.1		12				6			*			
FA '99			11								5								5		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		1	26	.1	.1		13			1	7	.1	.1	2	14	.2	.2	1	14		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99		1	10	.1	.1	1	6	.1	.1												
<b>TOTALS</b>																					
WI '00		669	5191	12.2		905	4357	16.5		734	3706	13.4		861	4226	15.7		489	3419	8.9	
FA '99		688	5204	12.6		842	4188	15.4		712	3677	13.0		862	4328	15.7		560	3632	10.2	
SU '99		705	4927	13.4		730	3756	13.9		894	3998	17.0		847	4178	16.1		572	3457	10.9	
SP '99		747	5052	14.2		904	4232	17.2		883	3902	16.8		960	4310	18.2		576	3650	10.9	
4-Book		702	5094	13.1		845	4133	15.8		806	3821	15.1		863	4261	16.4		549	3540	10.2	
WI '99		685	5103	13.0		849	4221	16.1		753	3562	14.3		874	4243	16.6		563	3518	10.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
KBZT-FM																				
WI '00	7	248	.1	.8	10	138	.2	2.0	10	18	.2	2.3	29	61	.5	3.7	10	28	.2	1.6
4-Book	10	260	.2	1.2	10	155	.2	1.8	8	26	.2	1.7	22	58	.4	2.6	12	38	.2	1.8
KCBQ-AM																				
WI '00	3	15	.1	.4	**	5	**	**	1	5	.2	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFMB-AM																				
WI '00	2	73	.1	.2	1	31	.1	.2					1	5	.1	.1				
4-Book	4	101	.1	.5	4	75	.1	.7	2	9	.3	.3	4	15	.1	.4	5	9	.1	.7
KFMB-FM																				
WI '00	39	745	.7	4.7	15	375	.3	2.9	22	106	.4	5.1	25	116	.5	3.2	16	103	.3	2.6
4-Book	51	862	.9	6.0	28	508	.5	4.9	31	134	.6	6.7	40	187	.8	4.7	28	132	.6	4.1
KFSD-FM																				
WI '00	2	63	.1	.2	1	23	.1	.2		3	.1	.1	1	2	.1	.1	1	9	.1	.2
4-Book	2	52	.1	.3	1	23	.1	.2		3	.1	.1	1	2	.1	.1	1	9	.1	.2
KGB -FM																				
WI '00	28	410	.5	3.4	13	192	.2	2.5	16	56	.3	3.7	16	50	.3	2.1	25	79	.5	4.0
4-Book	29	387	.6	3.4	10	178	.2	1.8	16	56	.3	3.4	16	67	.3	1.8	13	50	.3	2.0
KHTS-FM																				
WI '00	120	2185	2.2	14.5	85	1425	1.6	16.7	81	352	1.5	18.8	110	515	2.0	14.2	94	424	1.7	15.1
4-Book	122	2173	2.3	14.5	99	1446	1.9	17.7	78	328	1.5	17.2	150	601	2.8	17.6	113	445	2.1	16.7
KIFM-FM																				
WI '00	2	80	.1	.2	1	35	.1	.2					1	6	.1	.1	5	16	.1	.8
4-Book	4	95	.1	.5	3	54	.1	.6	3	7	.6	.6	1	7	.1	.1	5	17	.1	.7
KIOZ-FM																				
WI '00	73	932	1.3	8.8	31	432	.6	6.1	24	85	.4	5.6	47	183	.9	6.1	41	140	.7	6.6
4-Book	76	890	1.4	9.0	34	492	.7	6.2	24	92	.4	5.3	58	197	1.1	6.9	49	163	.9	7.2
KJQY-FM																				
WI '00	3	185	.1	.4	3	65	.1	.6	1	11	.2	.2	7	14	.1	.9	4	13	.1	.6
4-Book	7	156	.1	.8	4	88	.1	.8	3	14	.1	.6	8	29	.1	.9	5	17	.1	.7
KLNV-FM																				
WI '00	34	414	.6	4.1	28	285	.5	5.5	31	91	.6	7.2	29	103	.5	3.7	24	53	.4	3.9
4-Book	35	413	.7	4.2	26	288	.5	4.6	26	83	.5	5.8	28	107	.5	3.4	30	76	.6	4.3
KLQV-FM																				
WI '00	12	214	.2	1.5	7	80	.1	1.4	4	18	.1	.9	11	27	.2	1.4	7	36	.1	1.1
4-Book	11	172	.2	1.3	7	106	.1	1.3	7	20	.2	1.5	14	44	.3	1.7	7	26	.1	1.0
KMSX-FM																				
WI '00	23	543	.4	2.8	17	316	.3	3.3	12	58	.2	2.8	36	144	.7	4.6	19	81	.3	3.1
4-Book	29	482	.6	3.5	14	282	.3	2.6	13	59	.2	2.7	26	115	.5	3.1	17	68	.3	2.4
KOGO-AM																				
WI '00	8	110	.1	1.0	4	37	.1	.8	6	37	.1	1.4								
4-Book	6	78	.1	.7	2	26	.1	.4	2	11	.4	.4	2	8	.1	.3	1	5	.1	.1
KPLN-FM																				
WI '00	9	259	.2	1.1	4	95	.1	.8	9	32	.2	2.1	1	14	.1	.1	6	30	.1	1.0
4-Book	13	254	.2	1.6	7	121	.2	1.3	8	21	.2	1.7	14	42	.3	1.6	13	45	.2	1.9
KPOP-AM																				
WI '00		9			1	14		.2												
4-Book		8			1	5		.1												
KPRZ-AM																				
WI '00	1	18	.1	.1	1	5	.1	.2												
4-Book	1	26	.1	.1	1	17	.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 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		
KSDO-AM																					
WI '00	9																				
4-Book	13			6		.1						2									
KSON-AM																					
WI '00	3	54	.1	.4	4	41	.1	.8	1	5		.2	7	20	.1	.9	5	9	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KSON-FM																					
WI '00	26	464	.5	3.1	12	234	.2	2.4	16	90	.3	3.7	28	102	.5	3.6	9	37	.2	1.4	
4-Book	30	473	.6	3.6	18	277	.3	3.2	14	74	.3	3.1	30	102	.6	3.6	22	85	.4	3.1	
KSPA-AM																					
WI '00	1	13																			
4-Book	1	7	.1		2				1		9		2		.1						
KXST-FM																					
WI '00	4	137	.1	.5	4	64	.1	.8	2	20		.5					5		12		
4-Book	6	130	.1	.8	3	62	.1	.5	1	14		.3	4	16	.1	.4	4	4	22	.1	.5
KYXY-FM																					
WI '00	31	347	.6	3.8	15	261	.3	2.9	12	45	.2	2.8	14	58	.3	1.8	26	82	.5	4.2	
4-Book	23	386	.4	2.8	16	248	.3	2.8	11	38	.2	2.5	21	68	.4	2.4	22	62	.4	3.3	
XBAC-AM																					
WI '00	1	6	.1		6				1		6		.2								
4-Book	1	9	.1		4				2		.1		1								
XEMO-AM																					
WI '00	1	19	.1	.1	2	20	.4	.4	3	5	.1	.7	4	12	.1	.5	1	7		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+XHCR-FM																					
WI '00	17	169	.3	2.1	14	88	.3	2.7	9	24	.2	2.1	24	66	.4	3.1	25	41	.5	4.0	
4-Book	7	112	.1	.8	6	65	.1	1.1	5	17	.1	1.2	9	29	.2	1.1	8	17	.2	1.2	
XHRM-FM																					
WI '00	31	580	.6	3.8	28	375	.5	5.5	9	26	.2	2.1	54	205	1.0	7.0	20	76	.4	3.2	
4-Book	37	588	.7	4.4	29	401	.6	5.3	23	69	.5	5.0	47	146	.9	5.6	23	96	.5	3.4	
XHTZ-FM																					
WI '00	105	1875	1.9	12.7	59	1085	1.1	11.6	45	195	.8	10.5	110	451	2.0	14.2	78	364	1.4	12.5	
4-Book	113	1711	2.1	13.5	84	1173	1.6	14.9	69	255	1.3	15.0	128	483	2.4	15.1	116	417	2.2	17.0	
XLTN-FM																					
WI '00	11	137	.2	1.3	8	105	.1	1.6	7	27	.1	1.6	5	21	.1	.6	13	45	.2	2.1	
4-Book	12	158	.2	1.4	9	112	.1	1.6	5	18	.1	1.2	13	40	.2	1.4	12	39	.2	1.8	
XMOR-FM																					
WI '00	12	151	.2	1.5	14	115	.3	2.7	9	14	.2	2.1	19	55	.3	2.4	16	43	.3	2.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XPRS-AM																					
WI '00	6	55	.1	.7	2	35	.4	.4	2	7		.5	4	7	.1	.5					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																					
WI '00	11	191	.2	1.3	3	92	.1	.6									5		44		
4-Book	10	158	.2	1.2	3	65	.1	.5	3	11	.1	.6	2	7		.2	2	15	.1	.3	
XTRA-FM																					
WI '00	107	1533	2.0	13.0	51	917	.9	10.0	46	255	.8	10.7	89	386	1.6	11.5	74	332	1.4	11.9	
4-Book	94	1473	1.8	11.3	57	951	1.1	10.2	42	178	.8	9.3	97	393	1.8	11.4	79	306	1.5	11.7	
KFI -AM																					
WI '00	6	38	.1	.7	2	22	.4	.4									1		5		
4-Book	3	34		.4	1	13		.1	1	7		.2	1	9		.1	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

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>KKBT-FM</b>																			
WI '00	8	214	.1	1.0	4	66	.1	.8	1	9	.2	12	43	.2	1.5	7	25	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																			
WI '00		11				10													
4-Book		10				3													
<b>KSSE-FM</b>																			
WI '00	6	78	.1	.7	4	39	.1	.8	4	7	.1	.9	9	18	.2	1.2	2	11	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																			
WI '00	3	49	.1	.4	2	44		.4				1	9		.1	2	8		.3
4-Book	1	39		.2	2	38		.3		2		.1	5			2	8		.3
<b>XHTY-FM</b>																			
WI '00	8	100	.1	1.0	6	82	.1	1.2	4	19	.1	.9	11	49	.2	1.4	5	5	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																			
WI '00	1	18		.1	*														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																			
WI '00	826	5093	15.1		510	3972	9.3		430	1447	7.9		776	2217	14.2		622	1761	11.4
4-Book	842	4982	15.7		558	4151	10.4		455	1481	8.5		850	2363	15.9		678	1901	12.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KBZT-FM WI '00 4-Book	1 4	6 17	.3 .1	.3 .7	2 4	10 16	.5 .1	1.0	17 13	56 45	.3 .2	3.0 2.0	6 10	40 43	.1 .2	1.1 2.0	2 5	14 32	.1 .1
KCBQ-AM WI '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM WI '00 4-Book	7	17	.1	1.5	1	5 3	.3 .1		5 8	21 33	.1 .2	.9 1.3	4	22	.1	.7	2	5		.3
KFMB-FM WI '00 4-Book	5 14	32 87	.1 .3	1.3 2.8	6 24	31 91	.1 .5	1.6 6.7	22 39	121 159	.4 .7	3.8 5.9	18 33	95 120	.3 .6	3.4 6.3	7 17	39 87	.1 .3	1.9 4.0
KFSD-FM WI '00 4-Book	1	8		.3	2	7		.6		2				2		.1	2	8		.4
KGB -FM WI '00 4-Book	15 6	43 20	.3 .1	3.8 1.3	8 8	28 30	.1 .1	2.2 2.2	14 12	37 32	.3 .2	2.4 1.9	13 8	21 24	.2 .1	2.4 1.5	1 6	20 25	.1 .1	.3 1.3
KHTS-FM WI '00 4-Book	63 82	351 377	1.2 1.6	15.8 17.1	93 75	326 294	1.7 1.4	25.0 20.8	92 117	457 513	1.7 2.2	16.0 18.0	88 89	350 345	1.6 1.7	16.5 17.0	60 77	353 347	1.1 1.5	16.7 18.3
KIFM-FM WI '00 4-Book	5	15	.1	1.0	2 4	9 8	.5 .1	1.1	2 3	9 21	.3 .1	.4	2 3	10 11	.4 .1	.5	2	12	.1	.6
KIOZ-FM WI '00 4-Book	32 31	143 117	.6 .6	8.0 6.6	13 18	83 76	.2 .3	3.5 4.9	27 39	106 137	.5 .7	4.7 5.9	35 30	150 113	.6 .6	6.6 5.7	25 23	95 96	.5 .4	7.0 5.6
KJQY-FM WI '00 4-Book	4 6	26 26	.1 .1	1.0 1.3	3	11	.1	.7	2	21	.1	.3	5	10 22	.2 .1	1.0	4	18 13	.1 .1	1.4 .9
KLNV-FM WI '00 4-Book	25 27	59 80	.5 .5	6.3 5.6	29 23	58 62	.5 .4	7.8 6.2	34 31	103 95	.6 .6	5.9 4.9	31 22	108 70	.6 .4	5.8 4.2	21 17	61 52	.4 .3	5.8 4.1
KLQV-FM WI '00 4-Book	4 4	26 22	.1 .1	1.0 .9	2 5	11 15	.5 .1	1.4	9 8	22 23	.2 .2	1.6 1.2	8 7	23 21	.1 .1	1.5 1.3	6 5	27 25	.1 .1	1.7 1.3
KMSX-FM WI '00 4-Book	6 7	52 45	.1 .1	1.5 1.4	9 6	44 35	.2 .2	2.4 1.7	25 18	89 86	.5 .3	4.4 3.0	20 19	61 67	.4 .4	3.8 3.7	4 7	37 40	.1 .2	1.1 1.5
KOGO-AM WI '00 4-Book	2 2	9 7	.5 .4		11 3	32 9	.2 .1	3.0 .8	7 4	7 9	.1 .1	1.2 .6	5 1	15 4	.1 .2	.9	1	5		.3
KPLN-FM WI '00 4-Book	5 4	27 20	.1 .1	1.3 .8	5 3	16 15	.1 .1	1.3 .9	2 8	6 29	.3 .1	.3 1.3	6 6	34 28	.1 .1	1.1 1.1	3 2	15 13	.1 .1	.8 .6
KPOP-AM WI '00 4-Book					1	1		.3		5 3			4 1	9 2	.1 .2	.8		5 1		
KPRZ-AM WI '00 4-Book	2 3	5 11	.5 .1	.5 .7	1	5		.3	1	5		.1					3 1	5 1	.1 .1	.8 .2

Target Listener Estimates - Persons 12-24

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSDO-AM																				
WI '00																				
4-Book																				
1	2		.2						2											
KSON-AM																				
WI '00																				
4-Book																				
1	5	.3	.3	**	4	**	**	8	25	.1	1.4	4	25	.1	.8	2	9	**	.6	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																				
WI '00																				
4-Book																				
11	73	.2	2.8	8	38	.1	2.2	11	84	.2	1.9	4	32	.1	.8	7	47	.1	1.9	
14	56	.3	2.9	11	51	.2	3.1	21	94	.4	3.2	15	64	.3	2.8	13	50	.3	2.9	
KSPA-AM																				
WI '00																				
4-Book																				
KXST-FM																				
WI '00																				
4-Book																				
3	10	.1	.8	4	21	.1	1.1	7	27	.1	1.2	6	19	.1	1.1	2	11		.6	
2	13	.1	.5	2	9	.1	.5	3	18	.1	.6	3	13	.1	.5	1	9		.4	
KYXY-FM																				
WI '00																				
4-Book																				
20	92	.4	5.0	11	27	.2	3.0	8	64	.1	1.4	10	57	.2	1.9	21	91	.4	5.8	
13	63	.3	2.8	9	32	.2	2.6	15	72	.3	2.2	15	39	.3	3.0	20	86	.4	4.8	
XBAC-AM																				
WI '00																				
4-Book																				
XEMO-AM																				
WI '00																				
4-Book																				
**	**	**	**	**	2	7	.5	1	7	.2	.2	4	5	.1	.8	**	**	**	**	
+XHCR-FM																				
WI '00																				
4-Book																				
13	32	.2	3.3	2	16	.5	.5	13	31	.2	2.3	20	31	.4	3.8	4	16	.1	1.1	
7	14	.1	1.5	1	8	.3	.3	8	24	.1	1.2	8	17	.2	1.5	2	10		.5	
XHRM-FM																				
WI '00																				
4-Book																				
19	52	.3	4.8	23	75	.4	6.2	26	101	.5	4.5	34	101	.6	6.4	30	73	.5	8.4	
26	95	.5	5.5	21	60	.4	5.8	29	111	.5	4.4	28	83	.5	5.2	33	101	.6	7.9	
XHTZ-FM																				
WI '00																				
4-Book																				
63	315	1.2	15.8	29	163	.5	7.8	54	235	1.0	9.4	50	252	.9	9.4	38	186	.7	10.6	
94	347	1.8	19.4	39	184	.8	11.0	86	350	1.6	13.2	65	258	1.2	12.4	62	236	1.2	14.4	
XLTN-FM																				
WI '00																				
4-Book																				
9	33	.2	2.3	11	33	.2	3.0	9	21	.2	1.6	3	11	.1	.6	3	9	.1	.8	
11	40	.2	2.3	6	23	.1	1.8	10	30	.2	1.7	5	15	.1	1.0	7	22	.2	1.6	
XMOR-FM																				
WI '00																				
4-Book																				
14	47	.3	3.5	13	29	.2	3.5	16	38	.3	2.8	9	29	.2	1.7	11	29	.2	3.1	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																				
WI '00																				
4-Book																				
7	22	.1	1.8	2	5	.5	.5									3	14	.1	.8	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
WI '00																				
4-Book																				
2	5	.5	.5		7			12	33	.2	2.1	3	19	.1	.6					
1	3	.2	.2	3	8	.1	.8	6	20	.1	1.0	3	14	.1	.6	2	6		.4	
XTRA-FM																				
WI '00																				
4-Book																				
31	151	.6	7.8	35	164	.6	9.4	49	255	.9	8.5	45	201	.8	8.5	41	177	.7	11.4	
43	189	.8	8.8	32	151	.6	8.7	54	275	1.0	8.3	55	219	1.0	10.5	52	200	1.0	12.1	
KFI -AM																				
WI '00																				
4-Book																				
								6	14	.1	1.0	3	13	.1	.6					
								2	4	.3	.3	1	3	.2	.2					

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

# Target Listener Estimates

Target Listener Estimates - Persons 12-24

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KKBT-FM</b>																				
WI '00	4	17	.1	1.0				3	9	.1	.5	3	16	.1	.6	3	19	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KNX -AM</b>																				
WI '00	2	10		.5												1	5		.3	
4-Book	1	3		.1												1	1		.1	
<b>KSSE-FM</b>																				
WI '00	1	5		.3	4	7	.1	1.1	8	23	.1	1.4				1	7		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KWVE-FM</b>																				
WI '00					7	20	.1	1.9	6	17	.1	1.0								
4-Book		2		.1	4	16	.1	1.0	4	18	.1	.6	1	4		.1	1	6	.2	
<b>XHTY-FM</b>																				
WI '00	7	27	.1	1.8	5	15	.1	1.3	6	18	.1	1.0	5	11	.1	.9	6	28	.1	1.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XKAM-AM</b>																				
WI '00	*															*				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>TOTALS</b>																				
WI '00	400	1440	7.3		372	1211	6.8		574	1779	10.5		532	1509	9.7		359	1233	6.6	
4-Book	478	1587	8.9		363	1191	6.8		648	1934	12.1		526	1492	9.8		418	1407	7.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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>KBZT-FM</b>																				
WI '00	19	334	.2	1.6	25	143	.3	1.4	33	134	.4	1.8	23	170	.3	1.5	5	47	.1	1.0	
FA '99	7	216	.1	.6	12	85	.1	.7	9	104	.1	.5	6	111	.1	.4	2	42		.3	
SU '99	14	432	.2	1.2	12	128	.2	.7	20	194	.3	1.1	23	234	.3	1.5	6	101	.1	.9	
SP '99	22	464	.3	1.7	23	169	.3	1.3	34	220	.4	1.7	24	250	.3	1.5	8	138	.1	1.3	
4-Book	16	362	.2	1.3	18	131	.2	1.0	24	163	.3	1.3	19	191	.3	1.2	5	82	.1	.9	
WI '99	11	284	.1	.9	15	123	.2	.8	18	137	.2	1.0	16	145	.2	1.1	4	71	.1	.7	
<b>KCBQ-AM</b>																					
WI '00		20								8				12		.1					
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	42		.1		12				8			2	21		.1		1	8		.2
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	1	46		.1						3	27		.2		3	38		.2			
<b>KFMB-AM</b>																					
WI '00	2	134		.2	2	32		.1	4	70		.2	2	41		.1	1	24		.2	
FA '99	10	319	.1	.8	4	65		.2	14	116	.2	.8	20	91	.2	1.4	6	98	.1	1.0	
SU '99	13	418	.2	1.1	5	53	.1	.3	5	80	.1	.3	27	262	.3	1.8	17	136	.2	2.6	
SP '99	14	331	.2	1.1	7	63	.1	.4	15	113	.2	.8	29	164	.4	1.8	11	108	.1	1.7	
4-Book	10	301	.1	.8	5	53	.1	.3	10	95	.1	.5	20	140	.2	1.3	9	92	.1	1.4	
WI '99	3	165		.2	1	17		.1	6	89	.1	.3	7	86	.1	.5	1	37		.2	
<b>KFMB-FM</b>																					
WI '00	86	1689	1.1	7.2	156	971	1.9	8.9	141	898	1.7	7.9	109	892	1.3	7.2	19	372	.2	3.6	
FA '99	74	1598	.9	6.2	152	906	1.9	8.8	103	886	1.3	6.0	93	891	1.1	6.7	19	369	.2	3.1	
SU '99	75	1733	.9	6.2	126	974	1.6	7.9	121	1000	1.5	6.8	98	1031	1.2	6.6	18	428	.2	2.8	
SP '99	90	1780	1.1	6.9	145	998	1.8	7.9	149	915	1.9	7.5	110	1011	1.4	6.9	26	379	.3	4.1	
4-Book	81	1700	1.0	6.6	145	962	1.8	8.4	129	925	1.6	7.1	103	956	1.3	6.9	21	387	.2	3.4	
WI '99	101	1899	1.3	8.3	189	1148	2.4	10.6	151	1022	1.9	8.3	133	1131	1.7	9.1	29	501	.4	4.7	
<b>KFSD-FM</b>																					
WI '00	4	173		.3	2	41		.1	5	33	.1	.3	5	81	.1	.3	6	35	.1	1.1	
FA '99	4	185		.3	4	62		.2	2	41		.1	7	84	.1	.5	4	65		.6	
SU '99	4	176	.1	.3	6	78	.1	.4	4	65	.1	.2	4	42	.1	.3	2	37		.3	
SP '99	3	114		.2	2	40		.1	4	41	.1	.2	1	34		.1	3	39		.5	
4-Book	4	162		.3	4	55		.2	4	45	.1	.2	4	60	.1	.3	4	44		.6	
WI '99	6	147	.1	.5	5	74	.1	.3	5	38	.1	.3	4	31	.1	.3	8	49	.1	1.3	
<b>KGB -FM</b>																					
WI '00	57	1135	.7	4.8	176	665	2.2	10.0	70	485	.9	3.9	47	480	.6	3.1	9	132	.1	1.7	
FA '99	62	1130	.8	5.2	162	662	2.0	9.4	84	557	1.0	4.9	56	482	.7	4.0	18	224	.2	2.9	
SU '99	55	1166	.7	4.6	136	625	1.7	8.5	80	532	1.0	4.5	40	500	.5	2.7	13	243	.2	2.0	
SP '99	61	1127	.8	4.7	181	713	2.3	9.8	80	502	1.0	4.0	52	498	.7	3.3	15	212	.2	2.4	
4-Book	59	1140	.8	4.8	164	666	2.1	9.4	79	519	1.0	4.3	49	490	.6	3.3	14	203	.2	2.3	
WI '99	62	1202	.8	5.1	156	775	2.0	8.8	87	494	1.1	4.8	59	610	.7	4.0	9	269	.1	1.5	
<b>KHTS-FM</b>																					
WI '00	76	2080	.9	6.4	84	947	1.0	4.8	113	1120	1.4	6.3	106	1285	1.3	7.0	43	686	.5	8.2	
FA '99	87	2041	1.1	7.3	103	1066	1.3	6.0	111	1032	1.4	6.4	108	1115	1.3	7.7	55	699	.7	8.9	
SU '99	95	2120	1.2	7.9	93	964	1.2	5.8	119	1276	1.5	6.7	133	1373	1.7	8.9	68	851	.9	10.4	
SP '99	83	2071	1.0	6.3	82	922	1.0	4.5	103	1062	1.3	5.2	110	1303	1.4	6.9	49	680	.6	7.7	
4-Book	85	2078	1.1	7.0	91	975	1.1	5.3	112	1123	1.4	6.2	114	1269	1.4	7.6	54	729	.7	8.8	
WI '99	74	1885	.9	6.1	76	867	1.0	4.3	118	936	1.5	6.5	110	1179	1.4	7.5	36	647	.5	5.9	
<b>KIFM-FM</b>																					
WI '00	23	401	.3	1.9	17	185	.2	1.0	29	133	.4	1.6	35	235	.4	2.3	22	182	.3	4.2	
FA '99	24	504	.3	2.0	30	220	.4	1.7	41	259	.5	2.4	25	284	.3	1.8	15	184	.2	2.4	
SU '99	20	419	.3	1.7	27	200	.3	1.7	36	183	.5	2.0	23	146	.3	1.5	9	112	.1	1.4	
SP '99	15	418	.2	1.1	23	176	.3	1.3	22	152	.3	1.1	19	201	.2	1.2	6	121	.1	.9	
4-Book	21	436	.3	1.7	24	195	.3	1.4	32	182	.4	1.8	26	217	.3	1.7	13	150	.2	2.2	
WI '99	15	492	.2	1.2	15	178	.2	.8	27	195	.3	1.5	18	213	.2	1.2	12	218	.2	2.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KIQZ-FM</b>																				
WI '00	103	1821	1.3	8.6	210	1005	2.6	11.9	133	930	1.6	7.5	129	940	1.6	8.5	42	486	.5	8.0
FA '99	96	1649	1.2	8.0	198	925	2.4	11.5	127	873	1.6	7.3	98	786	1.2	7.0	34	402	.4	5.5
SU '99	103	1763	1.3	8.6	192	964	2.4	12.0	119	899	1.5	6.7	132	959	1.7	8.8	61	520	.8	9.4
SP '99	124	1590	1.6	9.5	287	964	3.6	15.6	172	905	2.2	8.6	119	802	1.5	7.5	44	564	.6	6.9
<b>4-Book</b>	107	1706	1.4	8.7	222	965	2.8	12.8	138	902	1.7	7.5	120	872	1.5	8.0	45	493	.6	7.5
WI '99	105	1676	1.3	8.6	211	1082	2.7	11.8	156	1012	2.0	8.6	114	842	1.4	7.8	41	586	.5	6.7
<b>KJQY-FM</b>																				
WI '00	19	559	.2	1.6	24	202	.3	1.4	32	283	.4	1.8	32	334	.4	2.1	8	120	.1	1.5
FA '99	23	392	.3	1.9	23	193	.3	1.3	44	210	.5	2.5	33	204	.4	2.4	8	112	.1	1.3
SU '99	10	370	.1	.8	9	148	.1	.6	12	121	.2	.7	9	138	.1	.6	14	145	.2	2.2
SP '99	20	474	.3	1.5	22	200	.3	1.2	29	191	.4	1.5	30	174	.4	1.9	12	208	.2	1.9
<b>4-Book</b>	18	449	.2	1.5	20	186	.3	1.1	29	201	.4	1.6	26	213	.3	1.8	11	146	.2	1.7
WI '99	22	450	.3	1.8	27	240	.3	1.5	42	228	.5	2.3	28	234	.4	1.9	15	165	.2	2.4
<b>KLNV-FM</b>																				
WI '00	50	756	.6	4.2	86	524	1.1	4.9	60	436	.7	3.4	45	435	.6	3.0	25	249	.3	4.8
FA '99	50	763	.6	4.2	66	425	.8	3.8	74	489	.9	4.3	50	462	.6	3.6	19	277	.2	3.1
SU '99	57	742	.7	4.7	72	459	.9	4.5	100	481	1.3	5.6	61	421	.8	4.1	20	201	.3	3.1
SP '99	64	815	.8	4.9	82	455	1.0	4.5	89	437	1.1	4.5	63	446	.8	4.0	41	290	.5	6.4
<b>4-Book</b>	55	769	.7	4.5	77	466	1.0	4.4	81	461	1.0	4.5	55	441	.7	3.7	26	254	.3	4.4
WI '99	66	773	.8	5.4	93	468	1.2	5.2	79	508	1.0	4.4	75	428	.9	5.1	40	351	.5	6.5
<b>KLQV-FM</b>																				
WI '00	20	425	.2	1.7	26	204	.3	1.5	31	233	.4	1.7	19	216	.2	1.2	12	114	.1	2.3
FA '99	26	413	.3	2.2	29	225	.4	1.7	32	212	.4	1.8	31	242	.4	2.2	15	125	.2	2.4
SU '99	30	406	.4	2.5	41	215	.5	2.6	54	234	.7	3.1	36	260	.5	2.4	14	139	.2	2.2
SP '99	31	434	.4	2.4	42	266	.5	2.3	43	221	.5	2.2	36	292	.5	2.3	17	207	.2	2.7
<b>4-Book</b>	27	420	.3	2.2	35	228	.4	2.0	40	225	.5	2.2	31	253	.4	2.0	15	146	.2	2.4
WI '99	23	395	.3	1.9	33	258	.4	1.9	37	218	.5	2.0	21	228	.3	1.4	13	128	.2	2.1
<b>KMSX-FM</b>																				
WI '00	49	1210	.6	4.1	42	473	.5	2.4	90	722	1.1	5.0	80	736	1.0	5.3	18	312	.2	3.4
FA '99	41	1047	.5	3.4	51	410	.6	3.0	98	604	1.2	5.7	47	578	.6	3.4	11	239	.1	1.8
SU '99	53	1090	.7	4.4	58	463	.7	3.6	85	586	1.1	4.8	77	672	1.0	5.2	23	319	.3	3.5
SP '99	56	1056	.7	4.3	69	567	.9	3.8	104	583	1.3	5.2	78	638	1.0	4.9	16	273	.2	2.5
<b>4-Book</b>	50	1101	.6	4.1	55	478	.7	3.2	94	624	1.2	5.2	71	656	.9	4.7	17	286	.2	2.8
WI '99	59	1170	.7	4.8	81	647	1.0	4.5	115	681	1.5	6.4	82	758	1.0	5.6	11	331	.1	1.8
<b>KOGO-AM</b>																				
WI '00	13	259	.2	1.1	25	141	.3	1.4	24	131	.3	1.3	14	95	.2	.9	5	36	.1	1.0
FA '99	15	295	.2	1.3	25	168	.3	1.4	30	157	.4	1.7	17	170	.2	1.2	9	77	.1	1.4
SU '99	13	313	.2	1.1	13	95	.2	.8	29	174	.4	1.6	11	128	.1	.7	10	76	.1	1.5
SP '99	16	306	.2	1.2	20	141	.3	1.1	33	164	.4	1.7	20	158	.3	1.3	11	64	.1	1.7
<b>4-Book</b>	14	293	.2	1.2	21	136	.3	1.2	29	157	.4	1.6	16	138	.2	1.0	9	63	.1	1.4
WI '99	10	251	.1	.8	9	90	.1	.5	8	110	.1	.4	6	74	.1	.4	20	100	.3	3.3
<b>KPLN-FM</b>																				
WI '00	19	558	.2	1.6	22	199	.3	1.3	31	304	.4	1.7	29	272	.4	1.9	8	143	.1	1.5
FA '99	41	828	.5	3.4	50	338	.6	2.9	81	444	1.0	4.7	46	420	.6	3.3	11	210	.1	1.8
SU '99	31	597	.4	2.6	42	218	.5	2.6	55	288	.7	3.1	35	396	.4	2.3	12	164	.2	1.8
SP '99	30	516	.4	2.3	39	173	.5	2.1	58	285	.7	2.9	23	245	.3	1.5	13	150	.2	2.0
<b>4-Book</b>	30	625	.4	2.5	38	232	.5	2.2	56	330	.7	3.1	33	333	.4	2.3	11	167	.2	1.8
WI '99	22	750	.3	1.8	32	328	.4	1.8	32	369	.4	1.8	21	409	.3	1.4	10	193	.1	1.6
<b>KPOP-AM</b>																				
WI '00	5	28	.1	.4	5	23	.1	.3	9	9	.1	.5	9	9	.1	.6				
FA '99	2	35	.2	.2	1	14	.1	.1	4	7	.2	.2	6	18	.1	.4				
SU '99	3	73	.2	.2	4	14	.1	.2	5	42	.1	.3	2	21	.1	.1	2	14		.3
SP '99	2	40	.2	.2	2	18	.1	.1		7			5	18	.1	.3	1	24		.2
<b>4-Book</b>	3	44	.3	.3	3	17	.1	.2	5	16	.1	.3	6	17	.1	.4	1	10		.1
WI '99	1	51	.1	.1	2	30		.1		6				15			1	19		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPRZ-AM</b>																				
WI '00	1	38	.1	5	33	.1	.3	1	17	.1		2	16	.1		16				
FA '99	2	77	.2	5	51	.1	.3	4	45	.2		2	20	.1		8				
SU '99	1	75	.1	2	28		.1		19			4	30	.1	.3	12				
SP '99	1	96	.1	4	58	.1	.2	1	15	.1			3			12				
4-Book	1	72	.1	4	43	.1	.2	2	24	.1		2	17	.1		12				
WI '99	3	95	.2	8	71	.1	.4	1	29	.1		5	58	.1	.3					
<b>KSDO-AM</b>																				
WI '00		32							9				7						9	
FA '99	1	64	.1	4	19		.2	1	26	.1			8							
SU '99		19							4				15			4				
SP '99	1	59	.1	1	29		.1	3	13	.2			9			7				
4-Book	1	44	.1	1	12		.1	1	13	.1			10			5				
WI '99	2	73	.2	2	19		.1	5	35	.1	.3		8			9				
<b>KSON-AM</b>																				
WI '00	2	58	.2	2	35		.1	3	28	.2		3	37	.2		15				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KSON-FM</b>																				
WI '00	45	834	.6	3.8	61	424	.8	3.5	56	434	.7	3.1	68	481	.8	4.5	22	204	.3	4.2
FA '99	65	956	.8	5.4	81	501	1.0	4.7	96	593	1.2	5.5	80	621	1.0	5.7	34	356	.4	5.5
SU '99	48	947	.6	4.0	76	588	1.0	4.7	66	539	.8	3.7	60	572	.8	4.0	20	264	.3	3.1
SP '99	52	905	.7	4.0	74	537	.9	4.0	80	475	1.0	4.0	64	584	.8	4.0	21	340	.3	3.3
4-Book	53	911	.7	4.3	73	513	.9	4.2	75	510	.9	4.1	68	565	.9	4.6	24	291	.3	4.0
WI '99	57	881	.7	4.7	70	456	.9	3.9	90	538	1.1	5.0	76	612	1.0	5.2	17	248	.2	2.8
<b>KSPA-AM</b>																				
WI '00	1	22	.1					2	6	.1		1	13	.1						
FA '99	3	43	.3	6	26	.1	.3	7	15	.1	.4	2	29	.1		2	17		.3	
SU '99	1	7	.1					2	7	.1		1	7	.1						
SP '99																				
4-Book	1	18	.1	2	7		.1	3	7	.2		1	12	.1		1	4		.1	
WI '99		7			7								7				7			
<b>KXST-FM</b>																				
WI '00	12	381	.1	1.0	20	145	.2	1.1	14	214	.2	.8	13	219	.2	.9	5	103	.1	1.0
FA '99	20	470	.2	1.7	21	206	.3	1.2	37	264	.5	2.1	34	261	.4	2.4	7	130	.1	1.1
SU '99	20	409	.3	1.7	23	207	.3	1.4	38	200	.5	2.1	32	250	.4	2.1	5	91	.1	.8
SP '99	21	364	.3	1.6	24	169	.3	1.3	42	203	.5	2.1	23	190	.3	1.5	4	54	.1	.6
4-Book	18	406	.2	1.5	22	182	.3	1.3	33	220	.4	1.8	26	230	.3	1.7	5	95	.1	.9
WI '99	21	499	.3	1.7	29	233	.4	1.6	52	261	.7	2.9	23	291	.3	1.6	4	134	.1	.7
<b>KYXY-FM</b>																				
WI '00	52	939	.6	4.4	58	475	.7	3.3	94	480	1.2	5.3	58	495	.7	3.8	31	302	.4	5.9
FA '99	54	1010	.7	4.5	65	509	.8	3.8	90	537	1.1	5.2	59	425	.7	4.2	29	461	.4	4.7
SU '99	52	880	.7	4.3	59	388	.7	3.7	90	437	1.1	5.1	69	420	.9	4.6	30	328	.4	4.6
SP '99	46	943	.6	3.5	57	361	.7	3.1	74	473	.9	3.7	58	538	.7	3.7	27	327	.3	4.2
4-Book	51	943	.7	4.2	60	433	.7	3.5	87	482	1.1	4.8	61	470	.8	4.1	29	355	.4	4.9
WI '99	51	940	.6	4.2	68	471	.9	3.8	79	433	1.0	4.4	63	448	.8	4.3	32	325	.4	5.2
<b>XBAC-AM</b>																				
WI '00		17			8				8										9	
FA '99	1	43	.1	1	25		.1					1	29	.1		1	11		.2	
SU '99		19			12			1	7	.1										
SP '99	3	40	.2	3	23		.2		23			3	18	.2		6	17	.1	.9	
4-Book	1	30	.1	1	17		.1		10			1	12	.1		2	9		.3	
WI '99	1	91	.1	2	28		.1		17			2	29	.1		1	27		.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 18-34

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>XEMO-AM</b>																				
WI '00	4	80		.3	7	52	.1	.4	4	37		.2	2	32		.1	3	32		.6
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	7	148	.1	.5	14	94	.2	.8	6	62	.1	.3	9	64	.1	.6	2	36		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	19	308	.2	1.6	12	104	.1	.7	27	155	.3	1.5	31	173	.4	2.0	12	108	.1	2.3
FA '99	12	339	.1	1.0	12	152	.1	.7	15	169	.2	.9	16	182	.2	1.1	8	62	.1	1.3
SU '99	9	234	.1	.7	10	123	.1	.6	8	92	.1	.5	10	119	.1	.7	9	67	.1	1.4
SP '99	12	275	.2	.9	15	62	.2	.8	16	110	.2	.8	12	124	.2	.8	6	53	.1	.9
4-Book	13	289	.2	1.1	12	110	.1	.7	17	132	.2	.9	17	150	.2	1.2	9	73	.1	1.5
WI '99	20	409	.3	1.6	16	137	.2	.9	26	185	.3	1.4	25	179	.3	1.7	7	76	.1	1.1
<b>XHRM-FM</b>																				
WI '00	50	1240	.6	4.2	56	589	.7	3.2	72	702	.9	4.0	63	613	.8	4.1	24	343	.3	4.6
FA '99	37	1057	.5	3.1	39	428	.5	2.3	42	479	.5	2.4	50	575	.6	3.6	26	305	.3	4.2
SU '99	62	1108	.8	5.2	81	494	1.0	5.1	102	553	1.3	5.8	65	586	.8	4.4	27	303	.3	4.1
SP '99	81	1233	1.0	6.2	90	521	1.1	4.9	142	679	1.8	7.1	97	678	1.2	6.1	38	374	.5	6.0
4-Book	58	1160	.7	4.7	67	508	.8	3.9	90	603	1.1	4.8	69	613	.9	4.6	29	331	.4	4.7
WI '99	70	1241	.9	5.7	82	608	1.0	4.6	115	645	1.5	6.4	83	659	1.0	5.7	45	404	.6	7.3
<b>XHTZ-FM</b>																				
WI '00	85	2109	1.1	7.1	111	1170	1.4	6.3	111	1145	1.4	6.2	113	1203	1.4	7.4	53	957	.7	10.1
FA '99	96	1875	1.2	8.0	116	984	1.4	6.7	119	1043	1.5	6.9	118	1203	1.5	8.5	72	804	.9	11.6
SU '99	115	1854	1.5	9.6	141	1000	1.8	8.8	146	970	1.8	8.2	124	1168	1.6	8.3	85	725	1.1	13.1
SP '99	92	1827	1.2	7.0	94	928	1.2	5.1	110	1005	1.4	5.5	123	1180	1.6	7.8	66	797	.8	10.4
4-Book	97	1916	1.3	7.9	116	1021	1.5	6.7	122	1041	1.5	6.7	120	1189	1.5	8.0	69	821	.9	11.3
WI '99	97	1720	1.2	7.9	117	846	1.5	6.6	107	1023	1.4	5.9	124	1073	1.6	8.5	91	737	1.2	14.8
<b>XLTN-FM</b>																				
WI '00	21	331	.3	1.8	24	133	.3	1.4	33	170	.4	1.8	31	223	.4	2.0	9	128	.1	1.7
FA '99	14	374	.2	1.2	18	142	.2	1.0	17	182	.2	1.0	16	185	.2	1.1	10	146	.1	1.6
SU '99	13	301	.2	1.1	13	166	.2	.8	21	190	.3	1.2	17	173	.2	1.1	6	78	.1	.9
SP '99	22	371	.3	1.7	35	232	.4	1.9	35	190	.4	1.8	21	197	.3	1.3	9	130	.1	1.4
4-Book	18	344	.3	1.5	23	168	.3	1.3	27	183	.3	1.5	21	195	.3	1.4	9	121	.1	1.4
WI '99	14	280	.2	1.1	25	173	.3	1.4	24	165	.3	1.3	14	119	.2	1.0	6	69	.1	1.0
<b>XMOR-FM</b>																				
WI '00	19	301	.2	1.6	21	166	.3	1.2	22	182	.3	1.2	21	180	.3	1.4	13	111	.2	2.5
FA '99	18	228	.2	1.5	23	141	.3	1.3	20	148	.2	1.2	18	130	.2	1.3	20	117	.2	3.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	8	160	.1	.6	9	102	.1	.5	9	79	.1	.5	10	90	.1	.6	7	69	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	8	127	.1	.7	18	66	.2	1.0	11	71	.1	.6	6	56	.1	.4	6	47	.1	1.1
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	3	47		.2	8	42	.1	.5	4	26	.1	.2	2	23		.1				
SP '99	12	99	.2	.9	28	75	.4	1.5	18	56	.2	.9	8	49	.1	.5	2	31		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	9	170	.1	.7	14	99	.2	.8	7	78	.1	.4	7	49	.1	.5	3	50		.5
<b>XTRA-AM</b>																				
WI '00	21	409	.3	1.8	28	178	.3	1.6	47	282	.6	2.6	33	280	.4	2.2	3	79		.6
FA '99	26	471	.3	2.2	17	162	.2	1.0	53	253	.7	3.1	31	234	.4	2.2	13	112	.2	2.1
SU '99	23	453	.3	1.9	27	261	.3	1.7	55	246	.7	3.1	32	237	.4	2.1	5	65	.1	.8
SP '99	26	511	.3	2.0	26	196	.3	1.4	61	343	.8	3.1	48	291	.6	3.0	5	87	.1	.8
4-Book	24	461	.3	2.0	25	199	.3	1.4	54	281	.7	3.0	36	261	.5	2.4	7	86	.1	1.1
WI '99	32	602	.4	2.6	44	271	.6	2.5	68	280	.9	3.8	47	324	.6	3.2	5	119	.1	.8

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

	Persons 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XTRA-FM</b>																				
WI '00	123	2406	1.5	10.3	194	1355	2.4	11.0	186	1278	2.3	10.4	164	1441	2.0	10.8	48	768	.6	9.1
FA '99	107	2195	1.3	8.9	147	1034	1.8	8.5	140	1274	1.7	8.1	119	1284	1.5	8.5	68	815	.8	11.0
SU '99	131	2296	1.7	10.9	150	995	1.9	9.4	173	1312	2.2	9.8	160	1495	2.0	10.7	98	989	1.2	15.1
SP '99	124	2131	1.6	9.5	146	959	1.8	7.9	210	1198	2.7	10.5	159	1304	2.0	10.0	59	739	.7	9.3
4-Book	121	2257	1.5	9.9	159	1086	2.0	9.2	177	1266	2.2	9.7	151	1381	1.9	10.0	68	828	.8	11.1
WI '99	98	2064	1.2	8.0	127	1051	1.6	7.1	137	1050	1.7	7.6	122	1315	1.5	8.3	56	775	.7	9.1
<b>KFI -AM</b>																				
WI '00	11	174	.1	.9	11	61	.1	.6	30	123	.4	1.7	10	70	.1	.7	4	34		.8
FA '99	9	135	.1	.8	11	33	.1	.6	14	67	.2	.8	16	80	.2	1.1	3	35		.5
SU '99	7	156	.1	.6	8	50	.1	.5	17	68	.2	1.0	10	122	.1	.7	1	40		.2
SP '99	3	157	.1	.2	5	42	.1	.3	6	61	.1	.3	3	47		.2				
4-Book	8	156	.1	.6	9	47	.1	.5	17	80	.2	1.0	10	80	.1	.7	2	27		.4
WI '99	10	248	.1	.8	17	88	.2	1.0	17	113	.2	.9	10	91	.1	.7	7	62	.1	1.1
<b>KKBT-FM</b>																				
WI '00	11	349	.1	.9	12	115	.1	.7	10	145	.1	.6	24	192	.3	1.6	8	98	.1	1.5
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	9	287	.1	.7	9	107	.1	.6	9	83	.1	.5	12	162	.2	.8	8	67	.1	1.2
SP '99	8	264	.1	.6	5	79	.1	.3	8	132	.1	.4	15	151	.2	.9	6	75	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	7	253	.1	.6	9	153	.1	.5	14	82	.2	.8	10	171	.1	.7	5	64	.1	.8
<b>KNX -AM</b>																				
WI '00	1	76		.1	3	51		.2	2	28		.1		15				25		
FA '99	1	80		.1	2	27		.1	1	28		.1	1	11		.1	1	11		.2
SU '99	1	67		.1	3	25		.2	1	34		.1	1	21		.1				
SP '99	1	35		.1	1	17		.1	1	17		.1	1	35		.1				
4-Book	1	65		.1	2	30		.2	1	27		.1	1	21		.1		9		.1
WI '99	2	97		.2	3	37		.2	1	36		.1	1	31		.1	1	16		.2
<b>KSSS-FM</b>																				
WI '00	11	139	.1	.9	16	63	.2	.9	27	97	.3	1.5	9	58	.1	.6	1	27		.2
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	4	115		.3	7	53		.4	6	74		.3	5	55		.3	1	21		.2
FA '99	4	84		.3	8	45		.5	7	41		.4	3	37		.2				
SU '99	7	106	.1	.6	10	58	.1	.6	11	57	.1	.6	12	63	.2	.8	1	31		.2
SP '99	2	118		.2	3	51		.2	2	44		.1	3	47		.2	1	14		.2
4-Book	4	106		.4	7	52	.1	.4	7	54	.1	.4	6	51	.1	.4	1	17		.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	18	196	.2	1.5	19	87	.2	1.1	32	121	.4	1.8	24	101	.3	1.6	8	79	.1	1.5
FA '99	15	264	.2	1.3	16	127	.2	.9	19	126	.2	1.1	18	130	.2	1.3	11	89	.1	1.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	9	139	.1	.7	11	31	.1	.6	15	67	.2	.8	7	57	.1	.4	3	45		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 3	60		.3	6	45	.1	.3	6	39	.1	.3	3	30		.2	* 3	26		.5
FA '99	7	62	.1	.6	7	27	.1	.4	14	47	.2	.8	13	47	.2	.9		5		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	58	.1	.3	3	27		.2	7	39	.1	.4	6	37	.1	.4	3	26		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	3	54		.2	3	33		.2	4	41	.1	.2	1	19		.1				
<b>TOTALS</b>																				
WI '00	1192	7754	14.7		1758	6545	21.7		1785	6171	22.1		1522	6526	18.8		526	4168	6.5	
FA '99	1199	7745	14.8		1727	6671	21.4		1730	6219	21.4		1396	6533	17.3		621	4617	7.7	
SU '99	1203	7480	15.2		1601	6118	20.3		1770	5955	22.4		1493	6506	18.9		651	4410	8.2	
SP '99	1310	7540	16.6		1840	6469	23.3		1993	6241	25.2		1586	6585	20.1		637	4498	8.1	
4-Book	1226	7630	15.3		1732	6451	21.7		1820	6147	22.8		1499	6538	18.8		609	4423	7.6	
WI '99	1221	7621	15.4		1781	6604	22.5		1810	6049	22.9		1465	6374	18.5		614	4505	7.8	

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

# Target Listener Estimates

Target Listener Estimates - Persons 18-34

	Persons 18-34																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBZT-FM																				
WI '00	28	271	.3	1.7	12	96	.1	1.6	19	40	.2	2.6	21	33	.3	1.7	14	39	.2	1.6
4-Book	21	298	.3	1.2	13	157	.2	1.5	13	35	.2	1.7	20	58	.3	1.5	18	55	.2	1.8
KCBQ-AM																				
WI '00		20																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM																				
WI '00	3	110		.2	2	43		.3					2	10		.2				
4-Book	11	210	.2	.7	8	133	.1	1.0	3	15		.3	8	26	.1	.6	5	16	.1	.5
KFMB-FM																				
WI '00	136	1477	1.7	8.0	42	734	.5	5.7	50	199	.6	6.8	82	331	1.0	6.5	52	234	.6	5.9
4-Book	126	1534	1.6	7.4	43	780	.6	5.3	42	195	.5	5.6	73	321	.9	5.3	48	228	.6	4.9
KFSD-FM																				
WI '00	4	123		.2	2	60		.3	1	8		.1					3	15		.3
4-Book	4	112		.2	3	79		.4	1	9		.2	4	12	.1	.3	3	18		.3
KGB -FM																				
WI '00	96	1005	1.2	5.7	21	401	.3	2.8	35	128	.4	4.7	32	123	.4	2.5	20	51	.2	2.3
4-Book	96	1028	1.2	5.7	24	412	.3	2.9	43	148	.5	5.8	35	151	.4	2.6	30	97	.4	3.0
KHTS-FM																				
WI '00	102	1802	1.3	6.0	53	1056	.7	7.1	57	218	.7	7.7	70	361	.9	5.5	53	269	.7	6.0
4-Book	106	1808	1.4	6.3	71	1107	.9	8.7	58	231	.7	7.7	117	463	1.5	8.4	88	324	1.1	8.7
KIFM-FM																				
WI '00	27	330	.3	1.6	17	152	.2	2.3	21	38	.3	2.8	27	79	.3	2.1	18	41	.2	2.1
4-Book	28	338	.4	1.7	13	175	.2	1.7	9	23	.1	1.1	18	59	.2	1.3	16	48	.2	1.7
KIOZ-FM																				
WI '00	155	1657	1.9	9.1	50	766	.6	6.7	36	151	.4	4.9	94	355	1.2	7.4	87	279	1.1	9.9
4-Book	158	1547	2.0	9.3	56	790	.7	7.0	49	167	.6	6.5	94	349	1.2	6.9	71	245	.9	7.3
KJQY-FM																				
WI '00	30	473	.4	1.8	9	168	.1	1.2	1	15		.1	7	58	.1	.6	11	34	.1	1.3
4-Book	25	357	.3	1.5	10	172	.1	1.2	7	26	.1	1.0	19	67	.2	1.4	15	48	.2	1.5
KLNV-FM																				
WI '00	63	686	.8	3.7	44	452	.5	5.9	62	189	.8	8.4	48	179	.6	3.8	34	104	.4	3.9
4-Book	72	677	.9	4.2	47	457	.6	5.8	62	181	.8	8.2	71	203	.9	5.2	46	127	.6	4.6
KLQV-FM																				
WI '00	26	354	.3	1.5	16	240	.2	2.2	19	72	.2	2.6	28	115	.3	2.2	18	63	.2	2.1
4-Book	36	367	.5	2.1	20	240	.3	2.5	25	76	.3	3.3	38	112	.5	2.8	23	75	.3	2.4
KMSX-FM																				
WI '00	72	1039	.9	4.2	30	650	.4	4.0	19	124	.2	2.6	57	241	.7	4.5	37	136	.5	4.2
4-Book	75	964	.9	4.4	28	557	.4	3.4	17	96	.2	2.2	59	245	.7	4.3	39	162	.5	3.9
KOGO-AM																				
WI '00	21	232	.3	1.2	5	73	.1	.7	9	47	.1	1.2	4	9		.3				
4-Book	22	256	.3	1.3	4	68	.1	.5	4	21	.1	.5	4	16	.1	.3	2	11		.2
KPLN-FM																				
WI '00	28	491	.3	1.7	12	183	.1	1.6	23	66	.3	3.1	15	75	.2	1.2	11	34	.1	1.3
4-Book	44	534	.6	2.7	20	255	.3	2.4	18	61	.2	2.4	34	104	.4	2.5	26	82	.3	2.6
KPOP-AM																				
WI '00	8	23	.1	.5	5	13	.1	.7	2	9		.3	9	9	.1	.7	9	9	.1	1.0
4-Book	5	31	.1	.3	2	17	.1	.3	2	4		.3	7	10	.1	.5	3	7		.3
KPRZ-AM																				
WI '00	2	33		.1	1	12			1				1				1			
4-Book	2	57		.1	1	25		.1	1	4		.1	1	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

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>KSDO-AM</b>																			
WI '00	16				8								1	8	.1		1	8	.1
4-Book	30	.1		1	16	.1			3			1	4	.1		1	5	.1	
<b>KSON-AM</b>																			
WI '00	3	51	.2	1	23	.1						4	23	.3		1	8	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																			
WI '00	61	708	.8	30	438	.4	4.0	42	123	.5	5.7	74	235	.9	5.8	29	119	.4	3.3
4-Book	72	805	.9	36	484	.5	4.5	34	135	.4	4.6	74	224	.9	5.4	50	163	.7	5.0
<b>KSPA-AM</b>																			
WI '00	1	13	.1	1	15	.1		1	9										
4-Book	2	14	.1		6				2										
<b>KXST-FM</b>																			
WI '00	16	328	.2	11	211	.1	1.5	12	60	.1	1.6	6	41	.1	.5	4	35	.5	
4-Book	28	350	.4	11	179	.1	1.4	10	45	.1	1.3	19	61	.3	1.4	9	47	.1	.9
<b>KYXY-FM</b>																			
WI '00	72	746	.9	29	506	.4	3.9	27	121	.3	3.7	40	157	.5	3.2	27	120	.3	3.1
4-Book	71	751	.9	30	431	.4	3.8	25	90	.3	3.3	48	146	.6	3.5	32	111	.4	3.3
<b>XBAC-AM</b>																			
WI '00	1	8		1	9			1	4			1	7						
4-Book	1	26	.1			.1				.1				.1			3		
<b>XEMO-AM</b>																			
WI '00	4	58	.2	4	47	.5		9	25	.1	1.2	8	26	.1	.6	6	13	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																			
WI '00	24	243	.3	17	173	.2	2.3	11	32	.1	1.5	34	94	.4	2.7	33	78	.4	3.8
4-Book	16	226	.2	12	144	.2	1.5	9	33	.1	1.2	20	62	.2	1.5	16	53	.2	1.7
<b>XHRM-FM</b>																			
WI '00	64	1034	.8	42	584	.5	5.7	19	73	.2	2.6	77	295	1.0	6.1	53	189	.7	6.0
4-Book	76	962	1.0	44	597	.6	5.5	31	98	.4	4.2	80	240	1.0	5.8	54	177	.7	5.4
<b>XHTZ-FM</b>																			
WI '00	111	1813	1.4	61	1137	.8	8.2	61	265	.8	8.3	129	540	1.6	10.2	74	373	.9	8.4
4-Book	119	1693	1.5	77	1129	1.0	9.5	67	255	.9	9.0	128	499	1.6	9.5	104	383	1.3	10.4
<b>XLTN-FM</b>																			
WI '00	30	292	.4	12	146	.1	1.6	14	54	.2	1.9	21	75	.3	1.7	10	42	.1	1.1
4-Book	24	300	.3	13	164	.2	1.7	11	34	.2	1.4	23	74	.3	1.7	17	53	.2	1.7
<b>XMOR-FM</b>																			
WI '00	21	250	.3	20	160	.2	2.7	10	23	.1	1.4	30	81	.4	2.4	17	49	.2	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																			
WI '00	12	100	.1	4	50	.5		3	13			9	18	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																			
WI '00	37	388	.5	7	143	.1	.9					6	28	.1	.5	8	71	.1	.9
4-Book	39	404	.5	9	135	.1	1.1	10	32	.1	1.3	7	33	.1	.5	9	41	.1	.9
<b>XTRA-FM</b>																			
WI '00	182	2107	2.3	68	1315	.8	9.2	56	284	.7	7.6	119	481	1.5	9.4	94	443	1.2	10.7
4-Book	164	1993	2.1	81	1225	1.0	10.1	71	279	.9	9.5	144	506	1.8	10.6	108	412	1.4	10.9
<b>KFI -AM</b>																			
WI '00	18	158	.2	5	58	.1	.7	2	10		.3	6	17	.1	.5				
4-Book	12	139	.2	3	39		.3	3	12	.1	.4	5	18	.1	.4	1	10		.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '00	15	282	.2	.9	7	130	.1	.9	6	43	.1	.8	12	44	.1	.9	15	50	.2	1.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																				
WI '00	2	60	.1	.1	1	10	.1	.1	2	7	.2	.2	1	10	.1	.1	1	3	.1	.1
4-Book	2	48	.1	.1	1	28	.1	.1	2	7	.2	.2	1	7	.1	.1	1	3	.1	.1
KSSE-FM																				
WI '00	18	120	.2	1.1	5	51	.1	.7	6	15	.1	.8	17	31	.2	1.3	4	17	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWE-FM																				
WI '00	6	96	.1	.4	2	72	.3	.3	5	16	.1	.7	2	18	.2	.2	2	8	.2	.2
4-Book	7	82	.1	.4	3	68	.4	.4	2	6	.3	.3	6	22	.1	.5	4	18	.4	.4
XHTY-FM																				
WI '00	25	182	.3	1.5	12	113	.1	1.6	10	38	.1	1.4	20	68	.2	1.6	12	26	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																				
WI '00	5	54	.1	.3	* 1	6	.1	.1	2	6	.3	.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '00	1695	7649	21.0		743	5948	9.2		739	2362	9.1		1265	3567	15.6		877	2475	10.8	
4-Book	1694	7498	21.2		808	6035	10.1		750	2317	9.4		1365	3615	17.1		993	2733	12.4	

\*\* 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 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	
KBZT-FM	WI '00	4	13	.8		7	8	.1	1.3	21	48	.3	2.3	9	33	.1	1.3	3	8		.7	
	4-Book	5	21	.1	.9	6	15	.1	1.2	15	42	.2	1.5	15	46	.2	2.0	10	36	.1	2.0	
KCBQ-AM	WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM	WI '00					1	8		.2	11	43	.1	1.2									
	4-Book	12	38	.2	2.1	4	12	.1	.9	19	68	.2	1.8	7	35	.1	.9	3	9		.5	
KFMB-FM	WI '00	14	58	.2	3.0	19	72	.2	3.6	68	256	.8	7.5	30	154	.4	4.2	15	65	.2	3.5	
	4-Book	17	99	.2	3.0	27	122	.3	5.3	69	259	.9	6.9	51	195	.6	6.9	18	94	.2	3.7	
KFSD-FM	WI '00	2	10		.4	2	19		.4	6	36	.1	.7	3	19		.4	3	22		.7	
	4-Book	1	13		.3	1	10		.3	9	35	.1	.9	4	20		.6	3	17		.6	
KGB -FM	WI '00	16	62	.2	3.4	18	54	.2	3.4	24	61	.3	2.7	21	81	.3	3.0	8	53	.1	1.9	
	4-Book	12	54	.2	2.2	20	68	.2	3.7	22	77	.3	2.3	19	62	.3	2.7	10	50	.1	2.1	
KHTS-FM	WI '00	27	205	.3	5.7	48	161	.6	9.1	77	337	1.0	8.5	59	268	.7	8.3	33	209	.4	7.6	
	4-Book	51	233	.6	8.8	45	178	.6	8.5	91	384	1.2	9.0	68	272	.8	9.4	44	210	.6	8.9	
KIFM-FM	WI '00	11	49	.1	2.3	4	19		.8	15	50	.2	1.7	18	33	.2	2.5	20	57	.2	4.6	
	4-Book	13	41	.2	2.2	5	19	.1	.8	15	59	.2	1.5	15	41	.2	2.1	12	41	.1	2.6	
KIOZ-FM	WI '00	45	187	.6	9.5	18	101	.2	3.4	56	227	.7	6.2	32	170	.4	4.5	24	86	.3	5.6	
	4-Book	45	164	.6	7.9	35	125	.4	6.6	74	239	.9	7.3	47	187	.6	6.5	32	122	.4	6.6	
KJQY-FM	WI '00	5	29	.1	1.1	22	46	.3	4.2	8	35	.1	.9	8	65	.1	1.1	8	32	.1	1.9	
	4-Book	9	39	.1	1.7	7	21	.1	1.3	8	50	.1	.8	8	37	.1	1.0	4	21	.1	.9	
KLNV-FM	WI '00	39	100	.5	8.3	52	130	.6	9.9	58	160	.7	6.4	38	126	.5	5.4	25	70	.3	5.8	
	4-Book	31	86	.4	5.6	44	116	.5	8.2	65	176	.8	6.4	35	99	.4	4.9	21	67	.3	4.5	
KLQV-FM	WI '00	14	63	.2	3.0	5	20	.1	1.0	16	43	.2	1.8	14	38	.2	2.0	12	54	.1	2.8	
	4-Book	11	59	.1	2.0	16	42	.2	2.9	22	60	.3	2.2	15	46	.2	2.0	12	50	.1	2.7	
KMSX-FM	WI '00	20	137	.2	4.2	10	49	.1	1.9	40	179	.5	4.4	44	141	.5	6.2	9	80	.1	2.1	
	4-Book	16	84	.2	2.8	11	61	.1	2.1	31	132	.4	3.2	34	141	.4	4.7	12	89	.2	2.5	
KOGO-AM	WI '00	2	9		.4	16	57	.2	3.0	7	7	.1	.8	8	24	.1	1.1					
	4-Book	3	11	.1	.5	6	19	.1	1.0	6	14	.1	.6	3	10		.4	6	15	.1	1.1	
KPLN-FM	WI '00	6	31	.1	1.3	5	18	.1	1.0	7	40	.1	.8	20	92	.2	2.8	12	23	.1	2.8	
	4-Book	8	43	.1	1.5	10	40	.2	1.8	26	74	.3	2.5	24	85	.3	3.3	12	39	.2	2.5	
KPOP-AM	WI '00					3	9		.6	9	9	.1	1.0	11	13	.1	1.5				5	
	4-Book		2		.1	2	4		.4	3	6		.3	3	3		.4				1	
KPRZ-AM	WI '00					1	12		.2													
	4-Book	1	3		.1	2	14		.4	1	5		.1									

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - 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	
KSDO-AM WI '00 4-Book	1	2	.2					1	5	.1		2	5	.3						
KSON-AM WI '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KSON-FM WI '00 4-Book	9 18	55 79	.1 .2	1.9 3.3	35 22	114 96	.4 .3	6.7 4.2	30 43	141 165	.4 .6	3.3 4.2	17 29	66 106	.2 .4	2.4 4.0	6 17	33 71	.1 .3	1.4 3.5
KSPA-AM WI '00 4-Book	1	2	.1		4 1	6 2	.8 .2													
KXST-FM WI '00 4-Book	3 6	34 26	.6 .1	1.0	23 11	56 30	.3 .2	4.4 2.1	22 17	105 61	.3 .2	2.4 1.8	16 14	79 47	.2 .2	2.3 1.9	5 5	27 28	.1 .1	1.2 1.1
KYXY-FM WI '00 4-Book	28 21	126 89	.3 .3	5.9 3.7	24 24	88 75	.3 .3	4.6 4.5	27 36	151 132	.3 .5	3.0 3.6	19 27	88 86	.2 .3	2.7 3.6	32 25	120 102	.4 .3	7.4 5.3
XBAC-AM WI '00 4-Book					1	2	.2		1	2	.1		2							
XEMO-AM WI '00 4-Book	**	**	**	**	2 **	15 **	.4 **		1 **	7 **	.1 **		9 **	11 **	.1 **	1.3 **	**	**	**	**
+XHCR-FM WI '00 4-Book	15 11	45 38	.2 .2	3.2 2.1	4 5	29 24	.8 .1	.9	18 18	53 49	.2 .2	2.0 1.8	16 12	25 32	.2 .2	2.3 1.7	5 4	25 20	.1 .1	1.2 .9
XHRM-FM WI '00 4-Book	22 35	74 122	.3 .5	4.7 6.2	28 26	108 88	.3 .3	5.3 4.9	42 47	137 164	.5 .6	4.7 4.7	44 35	127 126	.5 .4	6.2 4.8	46 41	86 118	.6 .5	10.6 8.4
XHTZ-FM WI '00 4-Book	57 83	290 311	.7 1.0	12.1 14.4	27 40	122 162	.3 .5	5.1 7.6	45 76	218 328	.6 1.0	5.0 7.6	44 52	229 226	.5 .7	6.2 7.1	41 55	246 239	.5 .7	9.5 11.1
XLTN-FM WI '00 4-Book	10 11	48 45	.1 .1	2.1 1.9	9 9	29 34	.1 .1	1.7 1.8	18 16	48 50	.2 .2	2.0 1.6	7 9	33 32	.1 .1	1.0 1.2	6 7	20 25	.1 .1	1.4 1.5
XMOR-FM WI '00 4-Book	14 **	47 **	.2 **	3.0 **	15 **	34 **	.2 **	2.9 **	32 **	58 **	.4 **	3.5 **	18 **	61 **	.2 **	2.5 **	20 **	49 **	.2 **	4.6 **
XPRS-AM WI '00 4-Book	4 **	21 **	.8 **		7 **	16 **	.1 **	1.3 **	2 **	6 **	.2 **		**	**	**	**	**	4 **	22 **	.9 **
XTRA-AM WI '00 4-Book	4 2	14 13	.8 .4		9	7 28	.1	1.7	23 18	56 51	.3 .2	2.5 1.7	12 12	51 45	.1 .1	1.7 1.6	2	7		.3
XTRA-FM WI '00 4-Book	39 54	197 215	.5 .7	8.3 9.3	45 50	220 222	.6 .7	8.6 9.5	77 93	345 379	1.0 1.2	8.5 9.3	62 70	297 289	.8 .9	8.7 9.8	46 55	214 218	.6 .7	10.6 11.1
KFI -AM WI '00 4-Book		4	.1		4 1	18 7	.8 .3		18 7	35 18	.2 .1	2.0 .7	5 1	23 6	.1 .2	.7 .2	1	2		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM WI '00 4-Book	10 **	40 **	.1 **	2.1 **	1 **	6 **	.2 **	4 **	17 **	.4 **	.4 **	7 **	38 **	.1 **	1.0 **	5 **	30 **	.1 **	1.2 **	
KNX -AM WI '00 4-Book						2	.1	1	7	.1	.1	1	2	.2	.2	1	3	.1	.1	
KSSE-FM WI '00 4-Book	2 **	11 **	.4 **	.4 **	4 **	7 **	.8 **	8 **	15 **	.1 **	.9 **	**	**	**	**	**	**	**	**	
KWVE-FM WI '00 4-Book	1 2	8 11	.2 .4	.2 .4	4 5	31 27	.8 .1	.8 .9	3 4	16 21	.3 .1	.3 .4	1	4	.1	.1	6	.2	.2	
XHTY-FM WI '00 4-Book	8 **	35 **	.1 **	1.7 **	10 **	23 **	.1 **	1.9 **	14 **	31 **	.2 **	1.6 **	13 **	24 **	.2 **	1.8 **	7 **	27 **	.1 **	1.6 **
XKAM-AM WI '00 4-Book	* **	**	**	**	**	**	**	**	2 **	6 **	.2 **	.2 **	**	**	**	**	* **	**	**	**
TOTALS WI '00 4-Book	472 566	1735 1878	5.8 7.1	5.8 7.1	525 528	1718 1690	6.5 6.6	6.5 6.6	902 1004	2530 2786	11.2 12.6	11.2 12.6	710 729	2017 2102	8.8 9.1	8.8 9.1	432 481	1486 1659	5.3 6.0	5.3 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

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>KBZT-FM</b>																			
WI '00	50	1036	.3	2.3	65	479	.4	1.9	74	436	.5	2.2	67	598	.5	2.4	12	190	.1	1.4
FA '99	38	950	.3	1.7	44	390	.3	1.3	71	491	.5	2.1	40	490	.3	1.5	11	186	.1	1.1
SU '99	53	1233	.4	2.4	72	520	.5	2.3	83	669	.6	2.5	69	716	.5	2.6	16	279	.1	1.6
SP '99	56	1286	.4	2.5	72	610	.5	2.2	86	698	.6	2.5	67	691	.5	2.5	18	363	.1	1.8
4-Book	49	1126	.4	2.2	63	500	.4	1.9	79	574	.6	2.3	61	624	.5	2.3	14	255	.1	1.5
WI '99	51	1155	.4	2.3	63	577	.4	1.9	82	555	.6	2.4	73	660	.5	2.6	16	280	.1	1.6
<b>KCBQ-AM</b>																				
WI '00	5	76	.2	.2	7	30	.2	.2	16	52	.1	.5	2	33	.1	.1	1	9	.1	.1
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	2	90	.1	.1	1	20	.1	.1	2	29	.1	.1	4	47	.1	.1	1	13	.1	.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	126	.2	.2	3	35	.1	.1	6	73	.2	.2	11	97	.1	.4	1	28	.1	.1
<b>KFMB-AM</b>																				
WI '00	20	529	.1	.9	33	247	.2	1.0	27	208	.2	.8	24	215	.2	.9	10	107	.1	1.2
FA '99	39	1032	.3	1.7	41	296	.3	1.2	52	409	.4	1.6	58	399	.4	2.2	16	243	.1	1.6
SU '99	52	1347	.4	2.4	45	370	.3	1.5	34	371	.2	1.0	84	809	.6	3.1	58	534	.4	5.6
SP '99	46	1061	.3	2.0	60	396	.4	1.8	58	431	.4	1.7	71	589	.5	2.6	28	350	.2	2.8
4-Book	39	992	.3	1.8	45	327	.3	1.4	43	355	.3	1.3	59	503	.4	2.2	28	309	.2	2.8
WI '99	29	749	.2	1.3	44	307	.3	1.3	44	335	.3	1.3	50	456	.3	1.8	9	173	.1	.9
<b>KFMB-FM</b>																				
WI '00	152	2802	1.0	6.9	325	1735	2.2	9.4	232	1466	1.6	6.9	184	1454	1.2	6.7	33	595	.2	3.9
FA '99	129	2733	.9	5.7	260	1578	1.8	7.6	172	1413	1.2	5.2	171	1505	1.2	6.4	37	603	.3	3.8
SU '99	137	2973	1.0	6.3	266	1730	1.9	8.6	222	1626	1.5	6.7	171	1650	1.2	6.4	29	736	.2	2.8
SP '99	146	2970	1.0	6.4	282	1766	2.0	8.5	219	1432	1.5	6.3	165	1616	1.1	6.0	38	633	.3	3.8
4-Book	141	2870	1.0	6.3	283	1702	2.0	8.5	211	1484	1.5	6.3	173	1556	1.2	6.4	34	642	.3	3.6
WI '99	164	3002	1.1	7.2	337	1849	2.3	10.0	242	1514	1.7	7.1	205	1744	1.4	7.4	35	680	.2	3.5
<b>KFSD-FM</b>																				
WI '00	12	376	.1	.5	10	130	.1	.3	17	110	.1	.5	18	178	.1	.7	9	99	.1	1.1
FA '99	15	466	.1	.7	13	196	.1	.4	17	157	.1	.5	21	267	.1	.8	11	150	.1	1.1
SU '99	13	398	.1	.6	14	162	.1	.5	16	198	.1	.5	20	182	.1	.7	7	112	.1	.7
SP '99	14	361	.1	.6	15	165	.1	.4	21	176	.1	.6	14	181	.1	.5	10	105	.1	1.0
4-Book	14	400	.1	.6	13	163	.1	.4	18	160	.1	.5	18	202	.1	.7	9	117	.1	1.0
WI '99	15	355	.1	.7	20	195	.1	.6	16	135	.1	.5	17	125	.1	.6	9	69	.1	.9
<b>KGB-FM</b>																				
WI '00	131	2298	.9	5.9	356	1421	2.4	10.3	159	989	1.1	4.8	119	1125	.8	4.3	31	361	.2	3.6
FA '99	132	2279	.9	5.8	348	1417	2.4	10.2	171	1050	1.2	5.1	119	1039	.8	4.4	30	425	.2	3.0
SU '99	120	2185	.8	5.5	269	1214	1.9	8.7	167	1027	1.2	5.1	111	1027	.8	4.2	30	454	.2	2.9
SP '99	125	2229	.9	5.5	347	1370	2.4	10.4	154	1067	1.1	4.4	108	1009	.8	4.0	31	463	.2	3.1
4-Book	127	2248	.9	5.7	330	1356	2.3	9.9	163	1033	1.2	4.9	114	1050	.8	4.2	31	426	.2	3.2
WI '99	134	2238	.9	5.9	307	1456	2.1	9.1	198	1101	1.4	5.8	134	1143	.9	4.8	34	535	.2	3.4
<b>KHTS-FM</b>																				
WI '00	103	2901	.7	4.6	121	1317	.8	3.5	141	1425	1.0	4.2	141	1677	1.0	5.1	54	879	.4	6.3
FA '99	114	2814	.8	5.0	141	1421	1.0	4.1	150	1412	1.0	4.5	144	1448	1.0	5.4	64	852	.4	6.5
SU '99	117	2852	.8	5.3	119	1207	.8	3.8	147	1586	1.0	4.4	159	1752	1.1	6.0	81	1051	.6	7.9
SP '99	102	2834	.7	4.5	107	1237	.7	3.2	125	1369	.9	3.6	139	1703	1.0	5.1	57	839	.4	5.8
4-Book	109	2850	.8	4.9	122	1296	.8	3.7	141	1448	1.0	4.2	146	1645	1.0	5.4	64	905	.5	6.6
WI '99	102	2643	.7	4.5	118	1236	.8	3.5	145	1230	1.0	4.2	147	1580	1.0	5.3	53	851	.4	5.3
<b>KIFM-FM</b>																				
WI '00	98	1366	.7	4.4	115	651	.8	3.3	161	642	1.1	4.8	124	826	.8	4.5	49	484	.3	5.7
FA '99	98	1703	.7	4.3	130	848	.9	3.8	149	782	1.0	4.5	124	1049	.8	4.6	52	587	.4	5.3
SU '99	80	1382	.6	3.7	104	666	.7	3.4	128	637	.9	3.9	91	739	.6	3.4	27	370	.2	2.6
SP '99	91	1393	.6	4.0	110	726	.8	3.3	153	693	1.1	4.4	112	751	.8	4.1	28	378	.2	2.8
4-Book	92	1461	.7	4.1	115	723	.8	3.5	148	689	1.0	4.4	113	841	.8	4.2	39	455	.3	4.1
WI '99	75	1351	.5	3.3	80	608	.6	2.4	133	694	.9	3.9	95	731	.7	3.4	35	506	.2	3.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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>KIOZ-FM</b>																				
WI '00	135	2354	.9	6.1	279	1275	1.9	8.1	175	1172	1.2	5.2	169	1216	1.1	6.1	48	566	.3	5.6
FA '99	123	2223	.8	5.4	267	1244	1.8	7.8	158	1107	1.1	4.7	125	970	.8	4.7	44	501	.3	4.5
SU '99	130	2185	.9	5.9	262	1239	1.8	8.5	152	1113	1.1	4.6	157	1160	1.1	5.9	72	637	.5	7.0
SP '99	156	2111	1.1	6.8	378	1284	2.6	11.3	213	1207	1.5	6.1	138	1014	1.0	5.1	53	708	.4	5.4
<b>4-Book</b>	<b>136</b>	<b>2218</b>	<b>.9</b>	<b>6.1</b>	<b>297</b>	<b>1261</b>	<b>2.0</b>	<b>8.9</b>	<b>175</b>	<b>1150</b>	<b>1.2</b>	<b>5.2</b>	<b>147</b>	<b>1090</b>	<b>1.0</b>	<b>5.5</b>	<b>54</b>	<b>603</b>	<b>.4</b>	<b>5.6</b>
WI '99	135	2207	.9	6.0	280	1410	2.0	8.3	199	1248	1.4	5.8	145	1097	1.0	5.2	52	708	.4	5.2
<b>KJQY-FM</b>																				
WI '00	69	1202	.5	3.1	92	516	.6	2.7	116	564	.8	3.5	89	673	.6	3.2	17	277	.1	2.0
FA '99	51	948	.3	2.3	64	457	.4	1.9	100	455	.7	3.0	64	495	.4	2.4	20	295	.1	2.0
SU '99	42	985	.3	1.9	55	421	.4	1.8	70	409	.5	2.1	46	455	.3	1.7	25	270	.2	2.4
SP '99	54	1115	.4	2.4	68	499	.5	2.0	86	507	.6	2.5	69	508	.5	2.5	25	375	.2	2.5
<b>4-Book</b>	<b>54</b>	<b>1063</b>	<b>.4</b>	<b>2.4</b>	<b>70</b>	<b>473</b>	<b>.5</b>	<b>2.1</b>	<b>93</b>	<b>484</b>	<b>.7</b>	<b>2.8</b>	<b>67</b>	<b>533</b>	<b>.5</b>	<b>2.5</b>	<b>22</b>	<b>304</b>	<b>.2</b>	<b>2.2</b>
WI '99	55	1218	.4	2.4	64	617	.4	1.9	88	570	.6	2.6	71	645	.5	2.6	36	358	.3	3.6
<b>KLNV-FM</b>																				
WI '00	94	1210	.6	4.2	164	836	1.1	4.8	119	757	.8	3.6	87	729	.6	3.1	36	377	.2	4.2
FA '99	83	1114	.6	3.7	114	658	.8	3.3	130	681	.9	3.9	81	662	.5	3.0	32	381	.2	3.2
SU '99	82	1085	.6	3.7	103	656	.7	3.3	149	714	1.0	4.5	80	604	.6	3.0	30	306	.2	2.9
SP '99	89	1138	.6	3.9	117	657	.8	3.5	132	659	.9	3.8	89	652	.6	3.3	50	400	.3	5.1
<b>4-Book</b>	<b>87</b>	<b>1137</b>	<b>.6</b>	<b>3.9</b>	<b>125</b>	<b>702</b>	<b>.9</b>	<b>3.7</b>	<b>133</b>	<b>703</b>	<b>.9</b>	<b>4.0</b>	<b>84</b>	<b>662</b>	<b>.6</b>	<b>3.1</b>	<b>37</b>	<b>366</b>	<b>.2</b>	<b>3.9</b>
WI '99	103	1254	.7	4.6	141	773	1.0	4.2	131	819	.9	3.8	126	704	.9	4.5	56	502	.4	5.6
<b>KLQV-FM</b>																				
WI '00	36	704	.2	1.6	53	350	.4	1.5	54	383	.4	1.6	40	377	.3	1.4	15	184	.1	1.8
FA '99	44	659	.3	1.9	59	417	.4	1.7	64	347	.4	1.9	56	376	.4	2.1	19	216	.1	1.9
SU '99	44	626	.3	2.0	63	338	.4	2.0	77	356	.5	2.3	56	418	.4	2.1	17	188	.1	1.6
SP '99	39	653	.3	1.7	54	370	.4	1.6	50	331	.3	1.4	48	411	.3	1.8	21	275	.1	2.1
<b>4-Book</b>	<b>41</b>	<b>661</b>	<b>.3</b>	<b>1.8</b>	<b>57</b>	<b>369</b>	<b>.4</b>	<b>1.7</b>	<b>61</b>	<b>354</b>	<b>.4</b>	<b>1.8</b>	<b>50</b>	<b>396</b>	<b>.4</b>	<b>1.9</b>	<b>18</b>	<b>216</b>	<b>.1</b>	<b>1.9</b>
WI '99	44	669	.3	1.9	61	424	.4	1.8	67	377	.5	2.0	43	344	.3	1.5	25	200	.2	2.5
<b>KMSX-FM</b>																				
WI '00	76	1820	.5	3.4	73	797	.5	2.1	132	1020	.9	3.9	121	1103	.8	4.4	30	452	.2	3.5
FA '99	63	1627	.4	2.8	83	673	.6	2.4	124	893	.8	3.7	72	891	.5	2.7	22	375	.1	2.2
SU '99	83	1744	.6	3.8	100	799	.7	3.2	139	959	1.0	4.2	112	1059	.8	4.2	33	522	.2	3.2
SP '99	89	1637	.6	3.9	113	836	.8	3.4	164	901	1.1	4.7	119	988	.8	4.4	20	344	.1	2.0
<b>4-Book</b>	<b>78</b>	<b>1707</b>	<b>.5</b>	<b>3.5</b>	<b>92</b>	<b>776</b>	<b>.7</b>	<b>2.8</b>	<b>140</b>	<b>943</b>	<b>1.0</b>	<b>4.1</b>	<b>106</b>	<b>1010</b>	<b>.7</b>	<b>3.9</b>	<b>26</b>	<b>423</b>	<b>.2</b>	<b>2.7</b>
WI '99	85	1675	.6	3.8	127	919	.9	3.8	148	955	1.0	4.3	110	1033	.8	4.0	21	464	.1	2.1
<b>KOGO-AM</b>																				
WI '00	56	1022	.4	2.5	84	527	.6	2.4	102	584	.7	3.0	70	485	.5	2.5	26	194	.2	3.0
FA '99	62	1053	.4	2.7	96	564	.6	2.8	113	543	.8	3.4	74	555	.5	2.8	28	264	.2	2.8
SU '99	54	955	.4	2.5	71	451	.5	2.3	102	535	.7	3.1	61	428	.4	2.3	39	239	.3	3.8
SP '99	46	952	.3	2.0	56	455	.4	1.7	92	560	.6	2.6	63	446	.4	2.3	29	223	.2	2.9
<b>4-Book</b>	<b>55</b>	<b>996</b>	<b>.4</b>	<b>2.4</b>	<b>77</b>	<b>499</b>	<b>.5</b>	<b>2.3</b>	<b>102</b>	<b>556</b>	<b>.7</b>	<b>3.0</b>	<b>67</b>	<b>479</b>	<b>.5</b>	<b>2.5</b>	<b>31</b>	<b>230</b>	<b>.2</b>	<b>3.1</b>
WI '99	53	993	.4	2.3	68	542	.5	2.0	120	635	.8	3.5	35	381	.2	1.3	41	290	.3	4.1
<b>KPLN-FM</b>																				
WI '00	58	1315	.4	2.6	71	610	.5	2.1	102	783	.7	3.0	84	777	.6	3.0	19	329	.1	2.2
FA '99	77	1607	.5	3.4	89	706	.6	2.6	137	831	.9	4.1	102	913	.7	3.8	25	449	.2	2.5
SU '99	65	1252	.5	3.0	95	562	.7	3.1	118	612	.8	3.6	69	702	.5	2.6	18	300	.1	1.7
SP '99	66	1253	.5	2.9	87	527	.6	2.6	119	655	.8	3.4	74	657	.5	2.7	23	318	.2	2.3
<b>4-Book</b>	<b>67</b>	<b>1357</b>	<b>.5</b>	<b>3.0</b>	<b>86</b>	<b>601</b>	<b>.6</b>	<b>2.6</b>	<b>119</b>	<b>720</b>	<b>.8</b>	<b>3.5</b>	<b>82</b>	<b>762</b>	<b>.6</b>	<b>3.0</b>	<b>21</b>	<b>349</b>	<b>.2</b>	<b>2.2</b>
WI '99	60	1457	.4	2.7	95	689	.7	2.8	98	773	.7	2.9	65	833	.5	2.3	20	359	.1	2.0
<b>KPOP-AM</b>																				
WI '00	9	110	.1	.4	10	47	.1	.3	16	40	.1	.5	13	39	.1	.5		13		
FA '99	3	88		.1	3	42	.1	.1	6	27	.2	.2	8	39	.1	.3	1	20		.1
SU '99	13	176	.1	.6	17	90	.1	.5	20	92	.1	.6	13	89	.1	.5	7	57		.7
SP '99	6	142		.3	7	37	.2	.2	8	45	.1	.2	12	75	.1	.4	4	47		.4
<b>4-Book</b>	<b>8</b>	<b>129</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>54</b>	<b>.1</b>	<b>.3</b>	<b>13</b>	<b>51</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>61</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>34</b>		<b>.3</b>
WI '99	6	154		.3	11	54	.1	.3	6	51	.2	.2	3	59		.1	4	49		.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 18-49

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>KPRZ-AM</b>																				
WI '00	12	253	.1	.5	31	206	.2	.9	17	137	.1	.5	11	114	.1	.4	3	81	.4	.4
FA '99	9	249	.1	.4	27	153	.2	.8	5	94	.1	.1	7	78	.1	.3	4	29	.4	.4
SU '99	10	231	.1	.5	15	122	.1	.5	19	93	.1	.6	12	76	.1	.4	4	43	.4	.4
SP '99	7	242		.3	13	151	.1	.4	10	82	.1	.3	8	72	.1	.3	5	64	.5	.5
4-Book	10	244	.1	.4	22	158	.2	.7	13	102	.1	.4	10	85	.1	.4	4	54	.4	.4
WI '99	9	284	.1	.4	28	215	.2	.8	7	108		.2	12	148	.1	.4	3	56	.3	.3
<b>KSDO-AM</b>																				
WI '00	6	148		.3	15	72	.1	.4	14	68	.1	.4	7	74		.3		9		
FA '99	9	193	.1	.4	13	118	.1	.4	12	97	.1	.4	12	90	.1	.4	5	18	.5	.5
SU '99	6	146		.3	14	80	.1	.5	10	68	.1	.3	3	66		.1	2	50	.2	.2
SP '99	5	179		.2	10	98	.1	.3	12	53	.1	.3	4	68		.1		7		
4-Book	7	167		.3	13	92	.1	.4	12	72	.1	.4	7	75		.2	2	21	.2	.2
WI '99	10	298	.1	.4	13	144	.1	.4	20	141	.1	.6	15	142	.1	.5	2	48	.2	.2
<b>KSON-AM</b>																				
WI '00	4	152		.2	8	92	.1	.2	6	72		.2	4	76		.1	1	22	.1	.1
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	95	1672	.6	4.3	132	934	.9	3.8	127	888	.9	3.8	142	1038	1.0	5.1	44	388	.3	5.1
FA '99	139	1969	.9	6.1	204	1102	1.4	6.0	218	1112	1.5	6.5	157	1169	1.1	5.9	54	612	.4	5.5
SU '99	126	1772	.9	5.8	193	1144	1.3	6.2	177	1096	1.2	5.4	157	1168	1.1	5.9	48	584	.3	4.7
SP '99	123	1811	.9	5.4	158	1091	1.1	4.7	172	981	1.2	4.9	158	1135	1.1	5.8	51	625	.4	5.2
4-Book	121	1806	.8	5.4	172	1068	1.2	5.2	174	1019	1.2	5.2	154	1128	1.1	5.7	49	552	.4	5.1
WI '99	138	1853	1.0	6.1	186	1079	1.3	5.5	229	1212	1.6	6.7	188	1300	1.3	6.8	33	524	.2	3.3
<b>KSPA-AM</b>																				
WI '00	5	51		.2	6	22		.2	11	20	.1	.3	5	35		.2				
FA '99	5	72		.2	7	34		.2	8	22	.1	.2	3	53		.1	2	24	.2	.2
SU '99	2	20		.1	4	13		.1	5	14		.2	4	14		.1				
SP '99	1	42			1	21				13				6			1	16	.1	.1
4-Book	3	46		.1	5	23		.1	6	17	.1	.2	3	27		.1	1	10	.1	.1
WI '99		21				7							1	14				14		
<b>KXST-FM</b>																				
WI '00	29	750	.2	1.3	38	285	.3	1.1	44	397	.3	1.3	35	429	.2	1.3	7	177	.8	.8
FA '99	68	1098	.5	3.0	91	533	.6	2.7	113	587	.8	3.4	94	671	.6	3.5	22	342	.1	2.2
SU '99	46	885	.3	2.1	57	423	.4	1.8	88	431	.6	2.7	70	546	.5	2.6	14	213	.1	1.4
SP '99	57	924	.4	2.5	74	506	.5	2.2	111	526	.8	3.2	63	526	.4	2.3	12	227	.1	1.2
4-Book	50	914	.4	2.2	65	437	.5	2.0	89	485	.6	2.7	66	543	.4	2.4	14	240	.1	1.4
WI '99	45	998	.3	2.0	66	526	.5	1.9	91	535	.6	2.7	47	595	.3	1.7	8	205	.1	.8
<b>KYXY-FM</b>																				
WI '00	127	1951	.9	5.7	159	1055	1.1	4.6	229	1090	1.5	6.8	154	1084	1.0	5.6	55	596	.4	6.4
FA '99	114	1997	.8	5.0	154	1096	1.0	4.5	204	1140	1.4	6.1	130	1022	.9	4.8	42	678	.3	4.3
SU '99	117	1874	.8	5.3	143	923	1.0	4.6	203	908	1.4	6.1	155	983	1.1	5.8	58	607	.4	5.6
SP '99	107	1914	.7	4.7	131	889	.9	3.9	188	1021	1.3	5.4	132	1057	.9	4.8	50	538	.3	5.1
4-Book	116	1934	.8	5.2	147	991	1.0	4.4	206	1040	1.4	6.1	143	1037	1.0	5.3	51	605	.4	5.4
WI '99	122	1960	.9	5.4	162	1093	1.1	4.8	192	1011	1.3	5.6	160	1078	1.1	5.8	65	648	.5	6.4
<b>XBAC-AM</b>																				
WI '00	2	92		.1	2	35		.1	4	41		.1	3	29		.1	2	26	.2	.2
FA '99	2	111		.1	3	52		.1	3	41		.1	4	77		.1	1	25	.1	.1
SU '99	5	111		.2	5	68		.2	5	59		.2	3	34		.1	5	26	.5	.5
SP '99	7	117		.3	10	68	.1	.3	9	68	.1	.3	11	69	.1	.4	9	48	.1	.9
4-Book	4	108		.2	5	56		.2	5	52		.2	5	52		.2	4	31	.4	.4
WI '99	6	208		.3	7	84		.2	9	84	.1	.3	12	108	.1	.4	2	42	.2	.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XEMD-AM</b>																				
WI '00	6	139	.3	11	85	.1	.3	5	61	.1	.1	4	58	.1	.1	4	60	.1	.5	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	10	213	.1	.4	22	127	.2	.7	9	87	.1	.3	11	93	.1	.4	2	36	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>+XHCR-FM</b>																				
WI '00	40	647	.3	1.8	46	296	.3	1.3	50	337	.3	1.5	53	388	.4	1.9	21	241	.1	2.5
FA '99	18	599	.1	.8	17	249	.1	.5	26	248	.2	.8	24	313	.2	.9	10	101	.1	1.0
SU '99	26	433	.2	1.2	28	248	.2	.9	35	208	.2	1.1	27	232	.2	1.0	13	112	.1	1.3
SP '99	21	441	.1	.9	31	122	.2	.9	32	174	.2	.9	19	203	.1	.7	9	96	.1	.9
4-Book	26	530	.2	1.2	31	229	.2	.9	36	242	.2	1.1	31	284	.2	1.1	13	138	.1	1.4
WI '99	28	577	.2	1.2	25	230	.2	.7	36	267	.3	1.1	42	301	.3	1.5	12	135	.1	1.2
<b>XHRM-FM</b>																				
WI '00	89	1934	.6	4.0	109	943	.7	3.2	130	1012	.9	3.9	109	1000	.7	3.9	42	572	.3	4.9
FA '99	88	1850	.6	3.9	115	918	.8	3.4	116	962	.8	3.5	110	1057	.7	4.1	40	536	.3	4.1
SU '99	109	1902	.8	5.0	151	897	1.1	4.9	173	963	1.2	5.2	123	1055	.9	4.6	40	485	.3	3.9
SP '99	129	2111	.9	5.7	152	989	1.1	4.6	207	1090	1.4	6.0	157	1178	1.1	5.8	59	651	.4	6.0
4-Book	104	1949	.7	4.7	132	937	.9	4.0	157	1007	1.1	4.7	125	1073	.9	4.6	45	561	.3	4.7
WI '99	121	2032	.8	5.3	146	1001	1.0	4.3	189	1033	1.3	5.5	140	1106	1.0	5.0	78	701	.5	7.7
<b>XHTZ-FM</b>																				
WI '00	103	2519	.7	4.6	126	1346	.9	3.7	133	1354	.9	4.0	139	1413	.9	5.0	66	1116	.4	7.7
FA '99	109	2219	.7	4.8	138	1134	.9	4.0	138	1187	.9	4.1	138	1352	.9	5.1	75	879	.5	7.6
SU '99	125	2193	.9	5.7	156	1176	1.1	5.0	160	1117	1.1	4.8	138	1337	1.0	5.2	90	793	.6	8.7
SP '99	110	2247	.8	4.8	115	1123	.8	3.4	134	1193	.9	3.9	147	1409	1.0	5.4	74	887	.5	7.5
4-Book	112	2295	.8	5.0	134	1195	.9	4.0	141	1213	1.0	4.2	141	1378	1.0	5.2	76	919	.5	7.9
WI '99	117	2120	.8	5.2	141	1068	1.0	4.2	129	1216	.9	3.8	145	1222	1.0	5.2	108	860	.8	10.7
<b>XLTN-FM</b>																				
WI '00	25	493	.2	1.1	31	217	.2	.9	40	232	.3	1.2	36	290	.2	1.3	10	170	.1	1.2
FA '99	28	588	.2	1.2	38	270	.3	1.1	33	302	.2	1.0	30	296	.2	1.1	14	195	.1	1.4
SU '99	26	465	.2	1.2	29	238	.2	.9	43	300	.3	1.3	30	254	.2	1.1	10	129	.1	1.0
SP '99	32	553	.2	1.4	50	346	.3	1.5	51	287	.4	1.5	26	266	.2	1.0	16	194	.1	1.6
4-Book	28	525	.2	1.2	37	268	.3	1.1	42	280	.3	1.3	31	277	.2	1.1	13	172	.1	1.3
WI '99	22	447	.2	1.0	35	261	.2	1.0	33	259	.2	1.0	23	206	.2	.8	10	102	.1	1.0
<b>XMOR-FM</b>																				
WI '00	24	357	.2	1.1	28	191	.2	.8	28	207	.2	.8	27	221	.2	1.0	14	133	.1	1.6
FA '99	19	262	.1	.8	26	169	.2	.8	22	163	.1	.7	19	151	.1	.7	21	123	.1	2.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	9	204	.1	.4	10	127	.1	.3	10	97	.1	.3	11	121	.1	.4	8	89	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	11	160	.1	.5	23	80	.2	.7	16	104	.1	.5	8	72	.1	.3	7	64	.1	.8
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	8	102	.1	.4	22	84	.2	.7	8	42	.1	.2	3	40	.1	.2	6	21	.1	.6
SP '99	13	150	.1	.6	35	106	.2	1.0	20	73	.1	.6	9	61	.1	.3	3	38	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	12	226	.1	.5	24	150	.2	.7	12	114	.1	.4	9	77	.1	.3	3	50	.1	.3
<b>XTRA-AM</b>																				
WI '00	54	956	.4	2.4	68	431	.5	2.0	109	618	.7	3.3	84	626	.6	3.0	8	155	.1	.9
FA '99	60	1020	.4	2.7	54	396	.4	1.6	128	566	.9	3.8	85	569	.6	3.2	19	207	.1	1.9
SU '99	45	886	.3	2.1	53	499	.4	1.7	102	477	.7	3.1	67	511	.5	2.5	12	159	.1	1.2
SP '99	53	966	.4	2.3	64	412	.4	1.9	117	584	.8	3.4	84	533	.6	3.1	12	180	.1	1.2
4-Book	53	957	.4	2.4	60	435	.4	1.8	114	561	.8	3.4	80	560	.6	3.0	13	175	.1	1.3
WI '99	58	1105	.4	2.6	77	491	.5	2.3	114	507	.8	3.3	89	603	.6	3.2	8	181	.1	.8

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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>KBZT-FM</b>																				
WI '00	69	875	.5	2.2	41	428	.3	3.0	42	149	.3	2.7	81	197	.5	3.5	47	129	.3	2.8
4-Book	68	958	.5	2.2	39	534	.3	2.7	35	127	.3	2.3	73	226	.5	2.9	52	170	.4	2.9
<b>KCBQ-AM</b>																				
WI '00	9	76	.1	.3	1	21	.1	.1					1	6						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	28	452	.2	.9	12	183	.1	.9	21	74	.1	1.3	20	53	.1	.9	13	43	.1	.8
4-Book	49	735	.3	1.6	31	479	.2	2.1	17	85	.1	1.1	31	114	.2	1.3	40	127	.3	2.2
<b>KFMB-FM</b>																				
WI '00	246	2524	1.7	7.7	64	1239	.4	4.6	84	349	.6	5.4	140	572	.9	6.0	79	384	.5	4.6
4-Book	222	2602	1.5	7.0	69	1286	.5	4.8	81	346	.6	5.3	125	528	.9	5.0	79	366	.5	4.5
<b>KFSD-FM</b>																				
WI '00	15	269	.1	.5	9	152	.1	.6	6	30	.4	.4	5	33	.2	.2	10	43	.1	.6
4-Book	17	315	.1	.5	12	188	.1	.8	7	32	.4	.4	17	62	.1	.7	12	46	.1	.7
<b>KGB -FM</b>																				
WI '00	207	2050	1.4	6.5	63	954	.4	4.5	89	285	.6	5.7	99	380	.7	4.2	74	197	.5	4.3
4-Book	199	2014	1.4	6.3	64	977	.4	4.4	105	343	.7	6.8	106	373	.7	4.3	86	259	.6	4.8
<b>KHTS-FM</b>																				
WI '00	135	2440	.9	4.2	80	1484	.5	5.8	75	300	.5	4.8	95	494	.6	4.1	71	373	.5	4.2
4-Book	137	2428	1.0	4.4	91	1466	.6	6.2	74	299	.5	4.9	147	604	1.0	5.9	108	422	.8	6.0
<b>KIFM-FM</b>																				
WI '00	136	1156	.9	4.3	66	658	.4	4.8	72	192	.5	4.6	96	261	.6	4.1	82	200	.6	4.8
4-Book	127	1202	.9	4.1	65	746	.4	4.5	56	180	.4	3.7	102	288	.7	4.1	74	223	.5	4.2
<b>KIOZ-FM</b>																				
WI '00	205	2146	1.4	6.4	67	995	.5	4.8	53	214	.4	3.4	137	469	.9	5.9	117	375	.8	6.9
4-Book	204	2009	1.4	6.5	70	981	.5	4.8	61	210	.5	4.0	121	434	.8	4.9	93	322	.6	5.2
<b>KJQY-FM</b>																				
WI '00	101	964	.7	3.2	50	552	.3	3.6	76	180	.5	4.9	86	226	.6	3.7	61	169	.4	3.6
4-Book	78	841	.5	2.5	33	480	.2	2.3	40	116	.3	2.6	61	191	.4	2.5	41	132	.3	2.3
<b>KLNV-FM</b>																				
WI '00	123	1124	.8	3.8	83	750	.6	6.0	109	328	.7	7.0	114	323	.8	4.9	80	258	.5	4.7
4-Book	115	1016	.8	3.7	72	685	.5	4.9	92	272	.7	6.0	118	317	.8	4.8	74	221	.5	4.2
<b>KLQV-FM</b>																				
WI '00	49	586	.3	1.5	28	362	.2	2.0	36	106	.2	2.3	47	156	.3	2.0	47	135	.3	2.8
4-Book	56	584	.4	1.8	29	347	.2	2.0	38	114	.3	2.4	54	156	.4	2.2	38	116	.3	2.1
<b>KMSX-FM</b>																				
WI '00	110	1559	.7	3.4	47	952	.3	3.4	42	239	.3	2.7	78	340	.5	3.3	60	211	.4	3.5
4-Book	115	1487	.8	3.6	46	840	.3	3.2	34	174	.3	2.2	98	375	.7	3.9	64	249	.4	3.6
<b>KOGO-AM</b>																				
WI '00	87	929	.6	2.7	20	294	.1	1.4	25	99	.2	1.6	21	68	.1	.9	12	34	.1	.7
4-Book	84	880	.6	2.6	18	293	.1	1.3	26	103	.2	1.7	21	83	.1	.9	10	41	.1	.6
<b>KPLN-FM</b>																				
WI '00	87	1192	.6	2.7	33	560	.2	2.4	49	215	.3	3.1	50	251	.3	2.1	41	134	.3	2.4
4-Book	97	1185	.7	3.1	42	596	.3	2.9	46	177	.3	3.0	80	273	.6	3.2	53	179	.4	3.0
<b>KPOP-AM</b>																				
WI '00	13	67	.1	.4	8	76	.1	.6	2	15	.1	.1	9	14	.1	.4	11	23	.1	.6
4-Book	11	96	.1	.4	5	59	.1	.4	6	17	.1	.4	10	19	.1	.4	4	16	.1	.3
<b>KPRZ-AM</b>																				
WI '00	20	235	.1	.6	5	92	.1	.4	9	35	.1	.6	3	12	.1	.1	9	21	.1	.5
4-Book	15	203	.1	.5	5	104	.1	.3	5	21	.1	.3	3	14	.1	.1	6	13	.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 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>KSDO-AM</b>																			
WI '00	12	132	.1	.4					8				1	8			1	8	.1
4-Book	11	140	.1	.4	2	47	.1	2	8	.1		3	13	.1		2	9	.1	
<b>KSDN-AM</b>																			
WI '00	6	137		.2	1	42	.1					4	23	.2		2	15	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																			
WI '00	133	1458	.9	4.2	60	904	.4	4.3	76	252	.5	4.9	125	454	.8	5.3	98	285	.7
4-Book	167	1583	1.1	5.3	87	1018	.6	5.9	92	309	.6	6.0	165	516	1.1	6.6	120	363	.8
<b>KSPA-AM</b>																			
WI '00	8	35	.1	.3	3	43	.2		7	24	.4		9	15	.1	.4	3	22	.2
4-Book	5	36	.2		3	27	.2		5	13	.3		6	10	.1	.3	3	11	.2
<b>KXST-FM</b>																			
WI '00	40	627	.3	1.3	23	421	.2	1.7	26	120	.2	1.7	32	162	.2	1.4	15	98	.1
4-Book	75	783	.5	2.4	31	447	.2	2.1	32	117	.2	2.1	58	190	.4	2.3	36	143	.3
<b>KYXY-FM</b>																			
WI '00	185	1622	1.3	5.8	74	1081	.5	5.3	75	317	.5	4.8	123	400	.8	5.3	75	333	.5
4-Book	169	1621	1.2	5.4	67	949	.5	4.6	68	248	.5	4.5	112	357	.8	4.5	74	276	.5
<b>XBAC-AM</b>																			
WI '00	3	59	.1		1	30	.1		1	14	.1		3	15	.1				
4-Book	5	95	.2		2	38	.2		3	13	.2		5	18	.2		1	8	.1
<b>XEMO-AM</b>																			
WI '00	7	108		.2	5	63	.4		9	25	.1	.6	9	35	.1	.4	7	20	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																			
WI '00	50	552	.3	1.6	36	379	.2	2.6	33	77	.2	2.1	64	165	.4	2.7	62	157	.4
4-Book	33	436	.2	1.1	25	263	.2	1.7	24	65	.2	1.5	38	103	.3	1.6	36	102	.2
<b>XHRM-FM</b>																			
WI '00	117	1646	.8	3.7	71	917	.5	5.1	49	199	.3	3.1	109	414	.7	4.7	87	306	.6
4-Book	139	1661	1.0	4.5	80	1037	.6	5.5	73	256	.5	4.8	140	452	1.0	5.6	94	328	.7
<b>XHTZ-FM</b>																			
WI '00	133	2139	.9	4.2	74	1326	.5	5.3	69	308	.5	4.4	148	620	1.0	6.3	92	415	.6
4-Book	139	2004	1.0	4.4	89	1312	.6	6.0	83	300	.6	5.4	150	577	1.1	6.1	118	429	.8
<b>XLTN-FM</b>																			
WI '00	36	415	.2	1.1	16	239	.1	1.2	18	78	.1	1.2	33	137	.2	1.4	17	82	.1
4-Book	37	449	.2	1.2	22	277	.2	1.5	25	75	.2	1.7	41	133	.3	1.6	26	84	.2
<b>XMDR-FM</b>																			
WI '00	27	300	.2	.8	23	185	.2	1.7	15	39	.1	1.0	40	106	.3	1.7	19	58	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																			
WI '00	16	133	.1	.5	5	66	.4		8	28	.1	.5	13	27	.1	.6			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																			
WI '00	89	855	.6	2.8	22	365	.1	1.6	36	99	.2	2.3	39	115	.3	1.7	24	125	.2
4-Book	87	835	.6	2.8	21	329	.1	1.4	36	108	.2	2.3	27	96	.2	1.1	22	85	.2
<b>XTRA-FM</b>																			
WI '00	214	2519	1.4	6.7	77	1522	.5	5.6	78	351	.5	5.0	148	591	1.0	6.3	105	501	.7
4-Book	198	2483	1.4	6.3	97	1504	.7	6.6	88	348	.6	5.8	178	643	1.2	7.1	131	507	.9
<b>KFI -AM</b>																			
WI '00	40	416	.3	1.3	10	173	.1	.7	4	31	.3		19	79	.1	.8	12	41	.1
4-Book	35	421	.3	1.1	11	166	.1	.7	15	55	.1	1.0	22	78	.1	.9	9	43	.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Persons 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																						
WI '00		17	307	.1	.5	8	152	.1	.6	8	51	.1	.5	13	59	.1	.6	16	58	.1	.9	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KNX -AM																						
WI '00		13	270	.1	.4	6	103		.4	7	45		.4	3	16		.1	4	22		.2	
4-Book		11	223	.1	.3	4	91		.3	5	26		.3	4	22		.1	3	15		.2	
KSSE-FM																						
WI '00		28	207	.2	.9	6	74		.4	9	23	.1	.6	18	37	.1	.8	5	23		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
WI '00		15	240	.1	.5	9	190	.1	.6	19	48	.1	1.2	5	26		.2	13	37	.1	.8	
4-Book		16	211	.1	.5	10	174	.1	.7	16	44	.1	1.0	14	46	.1	.6	11	42	.1	.7	
XHTY-FM																						
WI '00		42	293	.3	1.3	14	131	.1	1.0	12	47	.1	.8	22	77	.1	.9	14	35	.1	.8	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XKAM-AM																						
WI '00		10	117	.1	.3	* 1	12		.1	6	12		.4									
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
WI '00		3198	13924	21.6		1387	10830	9.4		1560	4795	10.5		2341	6370	15.8		1704	4842	11.5		
4-Book		3152	13640	21.6		1463	10855	10.1		1537	4615	10.5		2490	6573	17.1		1779	4990	12.2		

\*\* 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

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBZT-FM																				
WI '00	12	60	.1	1.4	20	70	.1	2.1	65	167	.4	3.8	41	125	.3	3.1	17	72	.1	2.5
4-Book	15	69	.1	1.7	26	83	.2	2.5	49	181	.4	2.7	41	144	.3	3.1	23	93	.2	3.0
KCBQ-AM																				
WI '00	**	**	**	**	**	**	**	**	1	6	.1	.1	7	15	.5	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM																				
WI '00	5	21	.6	.6	17	59	.1	1.8	17	80	.1	1.0	1	14	.1	.1	1	6	.1	.1
4-Book	31	105	.2	3.3	14	45	.1	1.4	64	229	.4	3.4	35	146	.2	2.7	9	39	.1	1.1
KFMB-FM																				
WI '00	20	112	.1	2.4	29	133	.2	3.0	86	375	.6	5.1	52	241	.4	4.0	18	79	.1	2.7
4-Book	26	154	.2	2.9	43	208	.3	4.1	98	391	.7	5.3	79	300	.6	5.9	25	136	.2	3.3
KFSD-FM																				
WI '00	4	31	.5	.5	15	63	.1	1.5	15	71	.1	.9	16	49	.1	1.2	3	22	.4	.4
4-Book	4	31	.5	.5	10	47	.1	1.0	22	80	.2	1.2	13	50	.1	1.0	5	23	.6	.6
KGB -FM																				
WI '00	44	127	.3	5.3	31	124	.2	3.2	79	277	.5	4.6	68	212	.5	5.2	21	103	.1	3.1
4-Book	30	110	.2	3.4	47	160	.3	4.5	69	241	.5	3.8	56	185	.4	4.2	20	96	.1	2.7
KHTS-FM																				
WI '00	51	282	.3	6.2	80	285	.5	8.2	140	526	.9	8.2	88	380	.6	6.7	39	250	.3	5.7
4-Book	63	280	.4	7.0	65	256	.5	6.3	128	524	.9	7.0	88	352	.6	6.7	50	250	.4	6.6
KIFM-FM																				
WI '00	30	145	.2	3.6	44	146	.3	4.5	94	260	.6	5.5	74	173	.5	5.7	34	123	.2	5.0
4-Book	31	131	.2	3.4	48	168	.3	4.6	101	309	.7	5.6	72	198	.5	5.3	34	127	.2	4.6
KIOZ-FM																				
WI '00	52	223	.4	6.3	20	108	.1	2.1	74	288	.5	4.4	47	212	.3	3.6	32	117	.2	4.7
4-Book	55	201	.4	6.1	41	141	.3	3.9	88	298	.6	4.8	61	230	.4	4.6	38	147	.3	5.0
KJQY-FM																				
WI '00	22	104	.1	2.7	64	145	.4	6.6	43	161	.3	2.5	36	131	.2	2.8	20	82	.1	2.9
4-Book	21	93	.1	2.4	33	100	.2	3.3	31	135	.2	1.7	29	103	.2	2.2	12	53	.1	1.6
KLNV-FM																				
WI '00	53	152	.4	6.4	91	240	.6	9.4	110	282	.7	6.5	72	234	.5	5.5	42	137	.3	6.2
4-Book	40	129	.3	4.5	61	181	.4	5.9	95	251	.7	5.2	61	163	.4	4.6	34	118	.3	4.5
KLQV-FM																				
WI '00	22	94	.1	2.7	10	27	.1	1.0	24	81	.2	1.4	17	45	.1	1.3	19	69	.1	2.8
4-Book	15	81	.1	1.7	22	65	.2	2.2	29	95	.2	1.5	21	67	.1	1.5	18	68	.1	2.4
KMSX-FM																				
WI '00	34	188	.2	4.1	14	78	.1	1.4	64	296	.4	3.8	65	232	.4	5.0	14	107	.1	2.1
4-Book	25	124	.2	2.8	24	114	.2	2.3	56	221	.4	3.1	53	223	.4	4.0	15	111	.1	2.0
KOGO-AM																				
WI '00	21	78	.1	2.5	36	140	.2	3.7	19	57	.1	1.1	10	44	.1	.8	18	71	.1	2.7
4-Book	16	56	.1	1.8	28	99	.2	2.7	16	48	.1	.8	9	36	.1	.7	22	67	.2	3.0
KPLN-FM																				
WI '00	15	99	.1	1.8	17	94	.1	1.8	39	162	.3	2.3	35	160	.2	2.7	19	65	.1	2.8
4-Book	16	94	.1	1.8	21	90	.1	2.0	54	177	.4	2.9	46	164	.3	3.5	20	80	.1	2.7
KPOP-AM																				
WI '00					8	23	.1	.8	13	31	.1	.8	21	33	.1	1.6	4	19	.6	.6
4-Book	3	13	.3	.3	4	12	.4	.4	6	20	.4	.4	6	12	.5	.5	1	7	.2	.2
KPRZ-AM																				
WI '00	1	8	.1	.1	10	51	.1	1.0	6	28	.4	.4	4	8	.3	.3	2	14	.3	.3
4-Book	4	12	.5	.5	13	54	.1	1.3	4	25	.3	.3	2	5	.1	.1	2	11	.2	.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 18-49

# 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>KSDO-AM</b>																			
WI '00																			
4-Book	1	2	.1	1	2	.1		2	9	.1		5	12	.4		2	9	.2	
<b>KSON-AM</b>																			
WI '00	1	5	.1		6				6				6				6		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																			
WI '00	34	138	.2	52	174	.4	5.4	54	279	.4	3.2	38	139	.3	2.9	11	71	.1	1.6
4-Book	48	169	.3	57	214	.4	5.6	102	372	.7	5.5	74	246	.5	5.5	39	148	.3	5.0
<b>KSPA-AM</b>																			
WI '00		7		5	12		.5		7			1	6		.1				
4-Book	1	6	.1	1	3	.1		3	5	.1			2			2	4	.2	
<b>KXST-FM</b>																			
WI '00	7	48	.8	32	82	.2	3.3	41	184	.3	2.4	29	132	.2	2.2	6	36	.9	
4-Book	15	58	.1	25	79	.2	2.4	43	151	.3	2.3	28	102	.2	2.1	11	54	.1	1.5
<b>KYXY-FM</b>																			
WI '00	52	209	.4	52	223	.4	5.4	89	366	.6	5.2	64	238	.4	4.9	58	199	.4	8.5
4-Book	42	173	.3	50	180	.4	4.9	79	291	.5	4.3	64	197	.4	4.8	47	181	.3	6.3
<b>XBAC-AM</b>																			
WI '00		4		2	4		.2	1	9		.1	2	7		.2		7		
4-Book	2	4	.2	2	4	.2		3	15	.2		1	7	.1			5		
<b>XEMO-AM</b>																			
WI '00	2	9	.2	2	15	.2		1	7	.1		9	11	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																			
WI '00	28	99	.2	17	56	.1	1.8	31	124	.2	1.8	35	90	.2	2.7	19	74	.1	2.8
4-Book	19	63	.2	16	52	.1	1.6	31	83	.2	1.7	23	59	.1	1.8	11	46	.1	1.5
<b>XHRM-FM</b>																			
WI '00	55	165	.4	47	178	.3	4.8	75	236	.5	4.4	76	250	.5	5.8	65	164	.4	9.6
4-Book	62	223	.5	50	182	.4	4.9	90	298	.6	4.9	64	226	.5	4.8	60	194	.4	8.0
<b>XHTZ-FM</b>																			
WI '00	67	337	.5	31	132	.2	3.2	59	267	.4	3.5	68	289	.5	5.2	50	273	.3	7.4
4-Book	90	340	.7	44	180	.3	4.3	89	388	.6	4.9	67	276	.5	5.0	59	260	.4	7.8
<b>XLTN-FM</b>																			
WI '00	11	56	.1	9	29	.1	.9	21	63	.1	1.2	11	57	.1	.8	6	20	.9	
4-Book	18	70	.1	18	53	.1	1.8	27	86	.2	1.5	13	51	.1	1.0	8	28	.1	1.0
<b>XMOR-FM</b>																			
WI '00	15	56	.1	15	34	.1	1.5	33	67	.2	1.9	20	70	.1	1.5	22	58	.1	3.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																			
WI '00	4	21	.5	7	16	.7		4	14		.2	1	9		.1	4	22	.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																			
WI '00	4	14	.5	10	49	.1	1.0	48	154	.3	2.8	17	86	.1	1.3	1	9	.1	
4-Book	5	23	.6	20	68	.2	1.9	33	114	.2	1.8	23	92	.2	1.7	4	22	.6	
<b>XTRA-FM</b>																			
WI '00	42	224	.3	49	242	.3	5.1	83	397	.6	4.9	66	310	.4	5.0	46	221	.3	6.8
4-Book	63	253	.5	58	267	.4	5.6	109	467	.8	6.0	82	341	.6	6.2	59	245	.4	7.8
<b>KFI -AM</b>																			
WI '00	2	18	.2	4	18	.4		22	66	.1	1.3	13	47	.1	1.0	2	19	.3	
4-Book	1	14	.1	9	29	.1	.9	17	55	.1	.9	7	28	.1	.6	3	16	.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 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>KKBT-FM</b>																				
WI '00	10	47	.1	1.2	1	6		.1	4	24		.2	8	45	.1	.6	7	37		1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	4	7		.5	7	41		.7	7	26		.4	7	20		.5	7	21		1.0
4-Book	4	10		.4	3	17		.3	5	22		.3	6	20		.4	4	16		.6
<b>KSSE-FM</b>																				
WI '00	2	17		.2	4	7		.4	9	24	.1	.5								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	1	8		.1	21	97	.1	2.2	10	47	.1	.6	8	16	.1	.6	5	13		.7
4-Book	3	13		.3	14	64	.1	1.4	15	68	.1	.8	10	34	.1	.7	4	17		.5
<b>XHTY-FM</b>																				
WI '00	8	35	.1	1.0	15	41	.1	1.5	16	40	.1	.9	15	33	.1	1.1	7	27		1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*								3	12		.2					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	828	2953	5.6		970	3226	6.6		1701	4911	11.5		1308	3741	8.8		679	2420	4.6	
4-Book	904	3019	6.2		1032	3304	7.1		1835	5195	12.6		1332	3848	9.2		753	2653	5.2	

Target Listener Estimates - Persons 18-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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>KBZT-FM</b>																				
WI '00	46	870	.4	2.6	60	415	.5	2.1	70	390	.6	2.6	64	520	.6	2.9	11	167	.1	1.8
FA '99	36	864	.3	2.0	42	363	.4	1.5	67	441	.6	2.4	39	458	.3	1.8	11	186	.1	1.7
SU '99	46	1007	.4	2.7	70	483	.6	2.7	71	552	.6	2.7	56	590	.5	2.7	13	211	.1	1.9
SP '99	47	1077	.4	2.7	61	516	.5	2.3	74	603	.7	2.7	54	570	.5	2.6	12	271	.1	1.8
<b>4-Book</b>	<b>44</b>	<b>955</b>	<b>.4</b>	<b>2.5</b>	<b>58</b>	<b>444</b>	<b>.5</b>	<b>2.2</b>	<b>71</b>	<b>497</b>	<b>.6</b>	<b>2.6</b>	<b>53</b>	<b>535</b>	<b>.5</b>	<b>2.5</b>	<b>12</b>	<b>209</b>	<b>.1</b>	<b>1.8</b>
WI '99	47	1061	.4	2.6	59	535	.5	2.1	76	523	.7	2.7	67	608	.6	3.0	13	249	.1	1.9
<b>KCBQ-AM</b>																				
WI '00	5	76	.3		7	30	.1	.2	16	52	.1	.6	2	33	.1		1	9		.2
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	2	90	.1		1	20			2	29	.1		4	47	.2		1	13		.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	4	117	.2		3	35	.1		6	64	.1	.2	10	88	.1	.4	1	28		.1
<b>KFMB-AM</b>																				
WI '00	19	482	.2	1.1	32	232	.3	1.1	27	191	.2	1.0	24	208	.2	1.1	10	107	.1	1.7
FA '99	38	955	.3	2.1	40	279	.3	1.4	52	400	.5	1.9	57	391	.5	2.7	15	226	.1	2.3
SU '99	50	1277	.4	2.9	44	355	.4	1.7	34	353	.3	1.3	81	781	.7	3.9	54	527	.5	7.8
SP '99	42	956	.4	2.4	58	387	.5	2.2	54	396	.5	2.0	61	533	.5	2.9	26	327	.2	3.9
<b>4-Book</b>	<b>37</b>	<b>918</b>	<b>.3</b>	<b>2.1</b>	<b>44</b>	<b>313</b>	<b>.4</b>	<b>1.6</b>	<b>42</b>	<b>335</b>	<b>.4</b>	<b>1.6</b>	<b>56</b>	<b>478</b>	<b>.5</b>	<b>2.7</b>	<b>26</b>	<b>297</b>	<b>.2</b>	<b>3.9</b>
WI '99	28	714	.3	1.5	44	298	.4	1.6	43	308	.4	1.5	50	456	.4	2.2	9	173	.1	1.3
<b>KFMB-FM</b>																				
WI '00	131	2287	1.1	7.4	293	1469	2.6	10.4	200	1211	1.7	7.3	159	1192	1.4	7.2	23	414	.2	3.8
FA '99	97	2137	.8	5.4	204	1252	1.8	7.2	129	1076	1.1	4.7	132	1204	1.2	6.1	24	439	.2	3.6
SU '99	111	2328	1.0	6.4	224	1399	2.0	8.7	188	1220	1.7	7.0	140	1305	1.3	6.7	20	524	.2	2.9
SP '99	117	2339	1.0	6.6	235	1428	2.1	8.8	181	1145	1.6	6.6	130	1274	1.2	6.2	23	463	.2	3.5
<b>4-Book</b>	<b>114</b>	<b>2273</b>	<b>1.0</b>	<b>6.5</b>	<b>239</b>	<b>1387</b>	<b>2.1</b>	<b>8.8</b>	<b>175</b>	<b>1163</b>	<b>1.5</b>	<b>6.4</b>	<b>140</b>	<b>1244</b>	<b>1.3</b>	<b>6.6</b>	<b>23</b>	<b>460</b>	<b>.2</b>	<b>3.5</b>
WI '99	126	2287	1.1	7.0	272	1474	2.4	9.8	193	1112	1.7	6.9	163	1325	1.5	7.2	15	425	.1	2.2
<b>KFSD-FM</b>																				
WI '00	11	336	.1	.6	10	123	.1	.4	13	93	.1	.5	16	146	.1	.7	7	92	.1	1.2
FA '99	13	417	.1	.7	10	168	.1	.4	16	135	.1	.6	19	251	.2	.9	7	117	.1	1.1
SU '99	13	357	.1	.8	12	128	.1	.5	16	191	.1	.6	20	182	.2	1.0	7	112	.1	1.0
SP '99	13	333	.1	.7	14	146	.1	.5	21	167	.2	.8	14	181	.1	.7	8	87	.1	1.2
<b>4-Book</b>	<b>13</b>	<b>361</b>	<b>.1</b>	<b>.7</b>	<b>12</b>	<b>141</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>147</b>	<b>.1</b>	<b>.6</b>	<b>17</b>	<b>190</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>102</b>	<b>.1</b>	<b>1.1</b>
WI '99	13	283	.1	.7	17	169	.2	.6	14	107	.1	.5	16	105	.1	.7	8	46	.1	1.2
<b>KGB -FM</b>																				
WI '00	115	1967	1.0	6.5	307	1254	2.7	10.9	145	850	1.3	5.3	108	986	.9	4.9	30	325	.3	5.0
FA '99	121	1965	1.1	6.7	327	1259	2.9	11.5	152	877	1.3	5.5	108	902	.9	5.0	26	338	.2	3.9
SU '99	105	1900	.9	6.1	230	1065	2.1	8.9	147	885	1.3	5.5	105	930	.9	5.0	24	356	.2	3.5
SP '99	101	1871	.9	5.7	295	1151	2.6	11.0	112	839	1.0	4.1	83	814	.7	4.0	25	404	.2	3.8
<b>4-Book</b>	<b>111</b>	<b>1926</b>	<b>1.0</b>	<b>6.3</b>	<b>290</b>	<b>1182</b>	<b>2.6</b>	<b>10.6</b>	<b>139</b>	<b>863</b>	<b>1.2</b>	<b>5.1</b>	<b>101</b>	<b>908</b>	<b>.9</b>	<b>4.7</b>	<b>26</b>	<b>356</b>	<b>.2</b>	<b>4.1</b>
WI '99	119	1912	1.1	6.6	272	1241	2.4	9.8	171	951	1.5	6.1	120	984	1.1	5.3	30	443	.3	4.3
<b>KHTS-FM</b>																				
WI '00	60	1683	.5	3.4	76	781	.7	2.7	79	806	.7	2.9	83	976	.7	3.7	22	386	.2	3.7
FA '99	61	1647	.5	3.4	77	773	.7	2.7	82	766	.7	3.0	80	778	.7	3.7	28	398	.2	4.2
SU '99	67	1623	.6	3.9	73	662	.7	2.8	90	825	.8	3.4	90	999	.8	4.3	38	515	.3	5.5
SP '99	55	1599	.5	3.1	64	717	.6	2.4	75	687	.7	2.7	76	897	.7	3.7	19	364	.2	2.9
<b>4-Book</b>	<b>61</b>	<b>1638</b>	<b>.5</b>	<b>3.5</b>	<b>73</b>	<b>733</b>	<b>.7</b>	<b>2.7</b>	<b>82</b>	<b>771</b>	<b>.7</b>	<b>3.0</b>	<b>82</b>	<b>913</b>	<b>.7</b>	<b>3.9</b>	<b>27</b>	<b>416</b>	<b>.2</b>	<b>4.1</b>
WI '99	63	1518	.6	3.5	78	652	.7	2.8	92	669	.8	3.3	89	934	.8	4.0	27	425	.2	3.9
<b>KIFM-FM</b>																				
WI '00	97	1314	.8	5.5	115	651	1.0	4.1	160	629	1.4	5.9	120	793	1.0	5.4	49	471	.4	8.2
FA '99	95	1575	.8	5.3	128	810	1.1	4.5	147	749	1.3	5.4	120	989	1.0	5.6	47	518	.4	7.1
SU '99	76	1309	.7	4.4	95	632	.9	3.7	125	617	1.1	4.7	87	722	.8	4.1	27	360	.2	3.9
SP '99	91	1361	.8	5.1	110	726	1.0	4.1	153	693	1.4	5.6	110	728	1.0	5.3	27	353	.2	4.1
<b>4-Book</b>	<b>90</b>	<b>1390</b>	<b>.8</b>	<b>5.1</b>	<b>112</b>	<b>705</b>	<b>1.0</b>	<b>4.1</b>	<b>146</b>	<b>672</b>	<b>1.3</b>	<b>5.4</b>	<b>109</b>	<b>808</b>	<b>1.0</b>	<b>5.1</b>	<b>38</b>	<b>426</b>	<b>.3</b>	<b>5.8</b>
WI '99	72	1214	.6	4.0	77	551	.7	2.8	129	643	1.2	4.6	91	681	.8	4.0	29	427	.3	4.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

	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>KIOZ-FM</b>																				
WI '00	95	1539	.8	5.4	177	798	1.5	6.3	127	703	1.1	4.6	134	860	1.2	6.0	32	314	.3	5.3
FA '99	75	1405	.7	4.2	187	817	1.6	6.6	95	596	.8	3.5	71	535	.6	3.3	21	235	.2	3.2
SU '99	87	1442	.8	5.0	192	826	1.7	7.5	105	698	.9	3.9	106	741	1.0	5.1	36	323	.3	5.2
SP '99	101	1441	.9	5.7	256	888	2.3	9.5	137	821	1.2	5.0	83	689	.7	4.0	29	449	.3	4.4
<b>4-Book</b>	<b>90</b>	<b>1457</b>	<b>.8</b>	<b>5.1</b>	<b>203</b>	<b>832</b>	<b>1.8</b>	<b>7.5</b>	<b>116</b>	<b>705</b>	<b>1.0</b>	<b>4.3</b>	<b>99</b>	<b>706</b>	<b>.9</b>	<b>4.6</b>	<b>30</b>	<b>330</b>	<b>.3</b>	<b>4.5</b>
WI '99	104	1540	.9	5.8	213	986	1.9	7.7	155	838	1.4	5.5	114	770	1.0	5.1	36	430	.3	5.2
<b>KJQY-FM</b>																				
WI '00	68	1066	.6	3.8	91	493	.8	3.2	115	530	1.0	4.2	83	574	.7	3.7	15	238	.1	2.5
FA '99	48	840	.4	2.7	62	409	.5	2.2	95	401	.8	3.5	57	427	.5	2.7	18	250	.2	2.7
SU '99	38	835	.3	2.2	51	350	.5	2.0	66	369	.6	2.5	44	399	.4	2.1	20	202	.2	2.9
SP '99	46	946	.4	2.6	60	432	.5	2.2	73	430	.7	2.7	56	469	.5	2.7	19	297	.2	2.9
<b>4-Book</b>	<b>50</b>	<b>922</b>	<b>.4</b>	<b>2.8</b>	<b>66</b>	<b>421</b>	<b>.6</b>	<b>2.4</b>	<b>87</b>	<b>433</b>	<b>.8</b>	<b>3.2</b>	<b>60</b>	<b>467</b>	<b>.5</b>	<b>2.8</b>	<b>18</b>	<b>247</b>	<b>.2</b>	<b>2.8</b>
WI '99	51	1056	.5	2.8	59	561	.5	2.1	83	495	.7	3.0	66	578	.6	2.9	33	295	.3	4.8
<b>KLNV-FM</b>																				
WI '00	71	879	.6	4.0	126	599	1.1	4.5	91	546	.8	3.3	70	554	.6	3.2	23	268	.2	3.8
FA '99	69	869	.6	3.8	98	499	.9	3.4	107	519	.9	3.9	65	536	.6	3.0	25	289	.2	3.8
SU '99	65	784	.6	3.8	84	493	.8	3.3	118	504	1.1	4.4	62	457	.6	3.0	20	206	.2	2.9
SP '99	66	853	.6	3.7	82	456	.7	3.1	99	507	.9	3.6	66	499	.6	3.2	35	309	.3	5.3
<b>4-Book</b>	<b>68</b>	<b>846</b>	<b>.6</b>	<b>3.8</b>	<b>98</b>	<b>512</b>	<b>.9</b>	<b>3.6</b>	<b>104</b>	<b>519</b>	<b>.9</b>	<b>3.8</b>	<b>66</b>	<b>512</b>	<b>.6</b>	<b>3.1</b>	<b>26</b>	<b>268</b>	<b>.2</b>	<b>4.0</b>
WI '99	71	893	.6	3.9	94	550	.8	3.4	89	565	.8	3.2	92	494	.8	4.1	38	297	.3	5.5
<b>KLQV-FM</b>																				
WI '00	28	529	.2	1.6	46	266	.4	1.6	43	288	.4	1.6	28	265	.2	1.3	8	114	.1	1.3
FA '99	36	510	.3	2.0	48	352	.4	1.7	52	281	.5	1.9	45	308	.4	2.1	15	175	.1	2.3
SU '99	39	535	.3	2.3	59	305	.5	2.3	70	316	.6	2.6	50	362	.4	2.4	14	147	.1	2.0
SP '99	32	508	.3	1.8	49	321	.4	1.8	39	264	.3	1.4	39	322	.3	1.9	15	175	.1	2.3
<b>4-Book</b>	<b>34</b>	<b>521</b>	<b>.3</b>	<b>1.9</b>	<b>51</b>	<b>311</b>	<b>.4</b>	<b>1.9</b>	<b>51</b>	<b>287</b>	<b>.5</b>	<b>1.9</b>	<b>41</b>	<b>314</b>	<b>.3</b>	<b>1.9</b>	<b>13</b>	<b>153</b>	<b>.1</b>	<b>2.0</b>
WI '99	34	492	.3	1.9	49	307	.4	1.8	50	269	.4	1.8	35	265	.3	1.6	21	152	.2	3.0
<b>KMSX-FM</b>																				
WI '00	63	1383	.5	3.6	66	664	.6	2.3	116	772	1.0	4.2	90	825	.8	4.1	26	319	.2	4.3
FA '99	53	1285	.5	2.9	70	528	.6	2.5	106	691	.9	3.9	60	743	.5	2.8	20	306	.2	3.0
SU '99	54	1317	.5	3.1	71	605	.6	2.8	90	699	.8	3.4	71	809	.6	3.4	20	392	.2	2.9
SP '99	72	1206	.6	4.1	90	627	.8	3.4	133	660	1.2	4.8	93	751	.8	4.5	14	209	.1	2.1
<b>4-Book</b>	<b>61</b>	<b>1298</b>	<b>.5</b>	<b>3.4</b>	<b>74</b>	<b>606</b>	<b>.7</b>	<b>2.8</b>	<b>111</b>	<b>706</b>	<b>1.0</b>	<b>4.1</b>	<b>79</b>	<b>782</b>	<b>.7</b>	<b>3.7</b>	<b>20</b>	<b>307</b>	<b>.2</b>	<b>3.1</b>
WI '99	67	1267	.6	3.7	99	698	.9	3.6	119	739	1.1	4.3	91	800	.8	4.0	16	352	.1	2.3
<b>KOGO-AM</b>																				
WI '00	52	942	.5	2.9	74	478	.6	2.6	98	554	.9	3.6	69	468	.6	3.1	25	177	.2	4.2
FA '99	60	1019	.5	3.3	95	555	.8	3.3	107	525	.9	3.9	74	546	.6	3.4	26	256	.2	3.9
SU '99	50	861	.4	2.9	65	404	.6	2.5	89	479	.8	3.3	58	388	.5	2.8	39	233	.3	5.6
SP '99	41	885	.4	2.3	53	432	.5	2.0	89	546	.8	3.2	53	406	.5	2.5	21	189	.2	3.2
<b>4-Book</b>	<b>51</b>	<b>927</b>	<b>.5</b>	<b>2.9</b>	<b>72</b>	<b>467</b>	<b>.6</b>	<b>2.6</b>	<b>96</b>	<b>526</b>	<b>.9</b>	<b>3.5</b>	<b>64</b>	<b>452</b>	<b>.6</b>	<b>3.0</b>	<b>28</b>	<b>214</b>	<b>.2</b>	<b>4.2</b>
WI '99	51	953	.5	2.8	68	534	.6	2.4	119	613	1.1	4.3	34	372	.3	1.5	35	272	.3	5.1
<b>KPLN-FM</b>																				
WI '00	52	1097	.5	2.9	62	534	.5	2.2	91	644	.8	3.3	81	716	.7	3.6	17	277	.1	2.8
FA '99	68	1363	.6	3.8	82	598	.7	2.9	126	698	1.1	4.6	88	800	.8	4.1	20	350	.2	3.0
SU '99	57	1072	.5	3.3	88	530	.8	3.4	101	496	.9	3.8	59	567	.5	2.8	16	242	.1	2.3
SP '99	56	1020	.5	3.2	75	466	.7	2.8	96	504	.9	3.5	67	549	.6	3.2	19	258	.2	2.9
<b>4-Book</b>	<b>58</b>	<b>1138</b>	<b>.5</b>	<b>3.3</b>	<b>77</b>	<b>532</b>	<b>.7</b>	<b>2.8</b>	<b>104</b>	<b>588</b>	<b>.9</b>	<b>3.8</b>	<b>74</b>	<b>658</b>	<b>.7</b>	<b>3.4</b>	<b>18</b>	<b>282</b>	<b>.2</b>	<b>2.8</b>
WI '99	54	1248	.5	3.0	87	625	.8	3.1	88	666	.8	3.1	58	710	.5	2.6	18	301	.2	2.6
<b>KPOP-AM</b>																				
WI '00	9	106	.1	.5	10	47	.1	.4	16	40	.1	.6	13	39	.1	.6		13		
FA '99	3	88		.2	3	42		.1	6	27	.1	.2	8	39	.1	.4		1	20	.2
SU '99	12	163	.1	.7	17	83	.2	.7	20	80	.2	.7	13	82	.1	.6		7	57	1.0
SP '99	6	142	.1	.3	7	37	.1	.3	8	45	.1	.3	12	75	.1	.6		4	47	.6
<b>4-Book</b>	<b>8</b>	<b>125</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>52</b>	<b>.1</b>	<b>.4</b>	<b>13</b>	<b>48</b>	<b>.1</b>	<b>.5</b>	<b>12</b>	<b>59</b>	<b>.1</b>	<b>.6</b>		<b>3</b>	<b>34</b>	<b>.5</b>
WI '99	6	142	.1	.3	10	47	.1	.4	6	51	.1	.2	3	55		.1		4	44	.6

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>KPRZ-AM</b>																				
WI '00	12	244	.1	.7	31	197	.3	1.1	16	128	.1	.6	11	114	.1	.5	3	73	.5	
FA '99	8	243	.1	.4	25	147	.2	.9	5	94	.2	.2	6	72	.1	.3	4	29	.6	
SU '99	10	215	.1	.6	15	122	.1	.6	19	93	.2	.7	11	66	.1	.5	4	43	.6	
SP '99	7	204	.1	.4	12	135	.1	.4	10	82	.1	.4	8	72	.1	.4	4	55	.6	
<b>4-Book</b>	<b>9</b>	<b>227</b>	<b>.1</b>	<b>.5</b>	<b>21</b>	<b>150</b>	<b>.2</b>	<b>.8</b>	<b>13</b>	<b>99</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>81</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>50</b>	<b>.6</b>	
WI '99	9	276	.1	.5	28	215	.3	1.0	7	108	.1	.3	12	148	.1	.5	3	56	.4	
<b>KSDO-AM</b>																				
WI '00	6	140	.1	.3	15	72	.1	.5	14	59	.1	.5	7	74	.1	.3		9		
FA '99	9	176	.1	.5	13	118	.1	.5	11	89	.1	.4	12	90	.1	.6	5	18	.8	
SU '99	5	139		.3	14	80	.1	.5	10	68	.1	.4	3	59	.1	.1	2	50	.3	
SP '99	5	158		.3	10	91	.1	.4	12	47	.1	.4	4	68	.2	.2		7		
<b>4-Book</b>	<b>6</b>	<b>153</b>	<b>.1</b>	<b>.4</b>	<b>13</b>	<b>90</b>	<b>.1</b>	<b>.5</b>	<b>12</b>	<b>66</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>73</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>21</b>	<b>.3</b>	
WI '99	9	291	.1	.5	13	144	.1	.5	19	134	.2	.7	15	142	.1	.7	2	48	.3	
<b>KSON-AM</b>																				
WI '00	3	144		.2	7	84	.1	.2	6	72	.1	.2	4	69		.2	1	22	.2	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	80	1338	.7	4.5	110	753	1.0	3.9	114	743	1.0	4.2	119	876	1.0	5.4	32	280	.3	5.3
FA '99	121	1617	1.1	6.7	180	924	1.6	6.3	194	907	1.7	7.1	132	954	1.2	6.1	47	518	.4	7.1
SU '99	112	1403	1.0	6.5	174	908	1.6	6.8	158	894	1.4	5.9	143	978	1.3	6.8	37	490	.3	5.3
SP '99	105	1472	.9	5.9	135	916	1.2	5.0	141	775	1.3	5.1	131	901	1.2	6.3	44	513	.4	6.6
<b>4-Book</b>	<b>105</b>	<b>1458</b>	<b>.9</b>	<b>5.9</b>	<b>150</b>	<b>875</b>	<b>1.4</b>	<b>5.5</b>	<b>152</b>	<b>830</b>	<b>1.4</b>	<b>5.6</b>	<b>131</b>	<b>927</b>	<b>1.2</b>	<b>6.2</b>	<b>40</b>	<b>450</b>	<b>.4</b>	<b>6.1</b>
WI '99	118	1536	1.1	6.5	165	909	1.5	5.9	205	999	1.8	7.3	160	1071	1.4	7.1	23	416	.2	3.3
<b>KSPA-AM</b>																				
WI '00	5	34		.3	6	22	.1	.2	11	20	.1	.4	4	27		.2				
FA '99	4	64		.2	7	26	.1	.2	7	14	.1	.3	2	44		.1	2	24	.3	
SU '99	2	13		.1	4	13		.2	3	8		.1	3	8		.1				
SP '99	1	42		.1	1	21		.1	1	13		.1	3	6		.1	1	16	.2	
<b>4-Book</b>	<b>3</b>	<b>38</b>		<b>.2</b>	<b>5</b>	<b>21</b>		<b>.1</b>	<b>.2</b>	<b>5</b>	<b>14</b>		<b>.1</b>	<b>.2</b>		<b>.1</b>	<b>1</b>	<b>10</b>	<b>.1</b>	
WI '99		14												7				7		
<b>KXST-FM</b>																				
WI '00	26	633	.2	1.5	37	253	.3	1.3	40	338	.3	1.5	31	375	.3	1.4	5	128	.8	
FA '99	64	961	.6	3.6	86	492	.7	3.0	109	492	1.0	4.0	88	608	.8	4.1	21	318	.2	3.2
SU '99	43	796	.4	2.5	55	385	.5	2.1	81	391	.7	3.0	61	487	.5	2.9	14	213	.1	2.0
SP '99	52	792	.5	2.9	67	456	.6	2.5	100	471	.9	3.6	55	444	.5	2.6	12	227	.1	1.8
<b>4-Book</b>	<b>46</b>	<b>796</b>	<b>.4</b>	<b>2.6</b>	<b>61</b>	<b>397</b>	<b>.5</b>	<b>2.2</b>	<b>83</b>	<b>423</b>	<b>.7</b>	<b>3.0</b>	<b>59</b>	<b>479</b>	<b>.5</b>	<b>2.8</b>	<b>13</b>	<b>222</b>	<b>.1</b>	<b>2.0</b>
WI '99	40	874	.4	2.2	59	465	.5	2.1	77	466	.7	2.8	44	552	.4	2.0	8	181	.1	1.2
<b>KYXY-FM</b>																				
WI '00	109	1617	1.0	6.2	143	939	1.2	5.1	198	959	1.7	7.2	133	918	1.2	6.0	38	435	.3	6.3
FA '99	97	1618	.8	5.4	135	940	1.2	4.8	183	940	1.6	6.7	114	889	1.0	5.3	33	485	.3	5.0
SU '99	102	1541	.9	5.9	126	784	1.1	4.9	184	729	1.7	6.9	133	874	1.2	6.3	50	487	.4	7.2
SP '99	96	1548	.9	5.4	124	799	1.1	4.6	174	857	1.6	6.3	114	859	1.0	5.5	39	410	.3	5.9
<b>4-Book</b>	<b>101</b>	<b>1581</b>	<b>.9</b>	<b>5.7</b>	<b>132</b>	<b>866</b>	<b>1.2</b>	<b>4.9</b>	<b>185</b>	<b>871</b>	<b>1.7</b>	<b>6.8</b>	<b>124</b>	<b>885</b>	<b>1.1</b>	<b>5.8</b>	<b>40</b>	<b>454</b>	<b>.3</b>	<b>6.1</b>
WI '99	103	1504	.9	5.7	140	912	1.3	5.0	171	804	1.5	6.1	141	861	1.3	6.3	47	446	.4	6.8
<b>XBAC-AM</b>																				
WI '00	2	83		.1	2	35		.1	4	41		.1	3	29		.1	2	17	.3	
FA '99	2	103		.1	2	45		.1	3	41		.1	4	77		.2	1	25	.2	
SU '99	5	111		.3	5	68		.2	5	59		.2	3	34		.1	5	26	.7	
SP '99	7	108	.1	.4	8	59	.1	.3	9	68	.1	.3	11	69	.1	.5	9	48	.1	1.4
<b>4-Book</b>	<b>4</b>	<b>101</b>		<b>.2</b>	<b>4</b>	<b>52</b>		<b>.2</b>	<b>5</b>	<b>52</b>		<b>.2</b>	<b>5</b>	<b>52</b>		<b>.2</b>	<b>4</b>	<b>29</b>	<b>.7</b>	
WI '99	6	155	.1	.3	7	84	.1	.3	9	77	.1	.3	12	97	.1	.5	1	25	.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

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>XEMO-AM</b>																				
WI '00	5	119	.3	9	79	.1	.3	5	56	.2	.2	4	58	.2	.2	4	54	.7	.7	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	7	156	.1	.4	18	.89	.7	8	75	.1	.3	8	70	.1	.4	12	89	.1	1.4	
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>+XHCR-FM</b>																				
WI '00	26	507	.2	1.5	38	223	.3	1.3	35	252	.3	1.3	30	294	.3	1.4	11	166	.1	1.8
FA '99	15	474	.1	.8	15	215	.1	.5	21	178	.2	.8	21	264	.2	1.0	9	84	.1	1.4
SU '99	24	381	.2	1.4	25	219	.2	1.0	32	181	.3	1.2	25	207	.2	1.2	12	100	.1	1.7
SP '99	20	358	.2	1.1	30	117	.3	1.1	31	149	.3	1.1	17	158	.2	.8	9	89	.1	1.4
<b>4-Book</b>	<b>21</b>	<b>430</b>	<b>.2</b>	<b>1.2</b>	<b>27</b>	<b>194</b>	<b>.2</b>	<b>1.0</b>	<b>30</b>	<b>190</b>	<b>.3</b>	<b>1.1</b>	<b>23</b>	<b>231</b>	<b>.2</b>	<b>1.1</b>	<b>10</b>	<b>110</b>	<b>.1</b>	<b>1.6</b>
WI '99	18	371	.2	1.0	19	169	.2	.7	19	159	.2	.7	28	229	.3	1.2	6	86	.1	.9
<b>XHRM-FM</b>																				
WI '00	69	1413	.6	3.9	92	761	.8	3.3	101	730	.9	3.7	82	763	.7	3.7	33	421	.3	5.5
FA '99	69	1394	.6	3.8	96	712	.8	3.4	100	729	.9	3.6	86	805	.7	4.0	20	343	.2	3.0
SU '99	87	1424	.8	5.0	134	745	1.2	5.2	136	755	1.2	5.1	101	822	.9	4.8	26	346	.2	3.7
SP '99	97	1616	.9	5.5	120	825	1.1	4.5	148	829	1.3	5.4	116	904	1.0	5.6	46	475	.4	6.9
<b>4-Book</b>	<b>81</b>	<b>1462</b>	<b>.7</b>	<b>4.6</b>	<b>111</b>	<b>761</b>	<b>1.0</b>	<b>4.1</b>	<b>121</b>	<b>761</b>	<b>1.1</b>	<b>4.5</b>	<b>96</b>	<b>824</b>	<b>.8</b>	<b>4.5</b>	<b>31</b>	<b>396</b>	<b>.3</b>	<b>4.8</b>
WI '99	96	1547	.9	5.3	121	764	1.1	4.3	156	788	1.4	5.6	110	852	1.0	4.9	53	495	.5	7.7
<b>XHTZ-FM</b>																				
WI '00	53	1253	.5	3.0	57	613	.5	2.0	67	643	.6	2.5	74	738	.6	3.3	32	496	.3	5.3
FA '99	41	1062	.4	2.3	54	480	.5	1.9	58	527	.5	2.1	60	615	.5	2.8	17	316	.1	2.6
SU '99	52	1082	.5	3.0	76	647	.7	3.0	70	529	.6	2.6	65	620	.6	3.1	31	324	.3	4.5
SP '99	49	1124	.4	2.8	50	521	.4	1.9	63	541	.6	2.3	68	680	.6	3.3	25	351	.2	3.8
<b>4-Book</b>	<b>49</b>	<b>1130</b>	<b>.5</b>	<b>2.8</b>	<b>59</b>	<b>565</b>	<b>.5</b>	<b>2.2</b>	<b>65</b>	<b>560</b>	<b>.6</b>	<b>2.4</b>	<b>67</b>	<b>663</b>	<b>.6</b>	<b>3.1</b>	<b>26</b>	<b>372</b>	<b>.2</b>	<b>4.1</b>
WI '99	56	1026	.5	3.1	77	512	.7	2.8	59	556	.5	2.1	66	522	.6	2.9	46	355	.4	6.7
<b>XLTN-FM</b>																				
WI '00	21	403	.2	1.2	26	183	.2	.9	36	193	.3	1.3	30	236	.3	1.4	7	141	.1	1.2
FA '99	23	451	.2	1.3	32	228	.3	1.1	28	263	.2	1.0	22	231	.2	1.0	9	122	.1	1.4
SU '99	21	367	.2	1.2	24	191	.2	.9	37	237	.3	1.4	23	185	.2	1.1	8	100	.1	1.2
SP '99	23	427	.2	1.3	36	280	.3	1.3	32	196	.3	1.2	19	197	.2	.9	13	144	.1	2.0
<b>4-Book</b>	<b>22</b>	<b>412</b>	<b>.2</b>	<b>1.3</b>	<b>30</b>	<b>221</b>	<b>.3</b>	<b>1.1</b>	<b>33</b>	<b>222</b>	<b>.3</b>	<b>1.2</b>	<b>24</b>	<b>212</b>	<b>.2</b>	<b>1.1</b>	<b>9</b>	<b>127</b>	<b>.1</b>	<b>1.5</b>
WI '99	18	373	.2	1.0	26	214	.2	.9	24	205	.2	.9	21	174	.2	.9	8	88	.1	1.2
<b>XMOR-FM</b>																				
WI '00	13	174	.1	.7	15	83	.1	.5	15	98	.1	.5	19	127	.2	.9	7	62	.1	1.2
FA '99	8	158	.1	.4	17	119	.1	.6	9	100	.1	.3	9	97	.1	.4	5	69	.1	.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	125	.2	.2	5	74	.2	.2	4	47	.1	.1	5	87	.2	.2	3	50	.1	.5
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	7	103	.1	.4	16	58	.1	.6	10	76	.1	.4	4	53	.2	.2	2	30	.1	.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	8	86	.1	.5	21	68	.2	.8	8	42	.1	.3	2	32	.1	.1	6	21	.1	.9
SP '99	6	101	.1	.3	19	65	.2	.7	6	50	.1	.2	3	24	.1	.1	1	25	.1	.2
<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 '99	7	174	.1	.4	21	130	.2	.8	8	69	.1	.3	3	49	.1	.1	1	17	.1	.1
<b>XTRA-AM</b>																				
WI '00	47	784	.4	2.7	61	388	.5	2.2	97	489	.8	3.5	71	506	.6	3.2	6	104	.1	1.0
FA '99	54	867	.5	3.0	51	348	.4	1.8	116	488	1.0	4.2	75	520	.7	3.5	15	190	.1	2.3
SU '99	40	764	.4	2.3	47	440	.4	1.8	95	421	.9	3.6	55	452	.5	2.6	8	125	.1	1.2
SP '99	48	806	.4	2.7	57	394	.5	2.1	106	504	1.0	3.9	77	471	.7	3.7	10	139	.1	1.5
<b>4-Book</b>	<b>47</b>	<b>805</b>	<b>.4</b>	<b>2.7</b>	<b>54</b>	<b>393</b>	<b>.5</b>	<b>2.0</b>	<b>104</b>	<b>476</b>	<b>.9</b>	<b>3.8</b>	<b>70</b>	<b>487</b>	<b>.6</b>	<b>3.3</b>	<b>10</b>	<b>140</b>	<b>.1</b>	<b>1.5</b>
WI '99	54	988	.5	3.0	72	450	.6	2.6	106	435	1.0	3.8	87	570	.8	3.9	8	160	.1	1.2

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 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		
<b>KBZT-FM</b>																					
WI '00	65	739	.6	2.5	35	366	.3	3.2	33	135	.3	2.6	68	179	.6	3.7	42	116	.4	3.2	
4-Book	62	816	.6	2.4	33	456	.3	3.0	29	113	.3	2.4	62	198	.6	3.2	44	147	.4	3.3	
<b>KCBQ-AM</b>																					
WI '00	9	76	.1	.3	1	21	.1	.1				1	6	.1	.1						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																					
WI '00	27	413	.2	1.0	11	167	.1	1.0	21	74	.2	1.6	20	53	.2	1.1	13	43	.1	1.0	
4-Book	47	685	.4	1.8	28	437	.3	2.5	16	77	.2	1.3	29	107	.3	1.5	36	122	.3	2.7	
<b>KFMB-FM</b>																					
WI '00	216	2089	1.9	8.3	53	979	.5	4.9	70	286	.6	5.5	116	465	1.0	6.3	68	314	.6	5.1	
4-Book	184	2077	1.6	7.2	51	975	.5	4.6	63	270	.6	5.0	95	401	.8	4.9	64	280	.6	4.7	
<b>KFSD-FM</b>																					
WI '00	13	229	.1	.5	9	152	.1	.8	6	30	.1	.5	5	33	.3	.3	10	43	.1	.8	
4-Book	15	283	.1	.6	11	176	.1	1.0	7	32	.1	.5	16	60	.2	.8	11	41	.1	.9	
<b>KGB -FM</b>																					
WI '00	183	1770	1.6	7.0	52	832	.5	4.8	73	229	.6	5.7	87	360	.8	4.7	58	151	.5	4.4	
4-Book	174	1726	1.5	6.8	56	853	.5	5.0	90	296	.8	7.2	95	329	.9	4.9	77	227	.7	5.7	
<b>KHTS-FM</b>																					
WI '00	79	1428	.7	3.0	51	848	.4	4.7	44	145	.4	3.4	50	264	.4	2.7	41	230	.4	3.1	
4-Book	79	1375	.7	3.1	51	812	.4	4.5	42	166	.4	3.4	80	335	.7	4.1	59	234	.5	4.4	
<b>KIFM-FM</b>																					
WI '00	134	1117	1.2	5.1	65	652	.6	6.0	72	192	.6	5.6	95	256	.8	5.2	82	200	.7	6.2	
4-Book	124	1150	1.1	4.9	64	722	.6	5.7	56	180	.5	4.5	102	287	.9	5.3	70	212	.6	5.3	
<b>KIOZ-FM</b>																					
WI '00	144	1409	1.3	5.5	50	686	.4	4.6	38	159	.3	3.0	104	321	.9	5.7	86	265	.7	6.5	
4-Book	137	1307	1.2	5.4	45	622	.4	4.0	41	138	.4	3.4	78	287	.7	4.1	57	205	.5	4.3	
<b>KJQY-FM</b>																					
WI '00	98	836	.9	3.8	49	523	.4	4.5	76	174	.7	5.9	86	226	.7	4.7	59	161	.5	4.4	
4-Book	73	732	.7	2.8	31	432	.3	2.8	40	111	.4	3.1	58	178	.5	3.0	37	119	.3	2.8	
<b>KLNV-FM</b>																					
WI '00	95	826	.8	3.6	62	563	.5	5.8	80	251	.7	6.2	97	261	.8	5.3	65	219	.6	4.9	
4-Book	90	760	.8	3.5	57	521	.5	5.1	75	215	.7	6.0	101	251	.9	5.2	56	175	.5	4.2	
<b>KLQV-FM</b>																					
WI '00	39	437	.3	1.5	22	301	.2	2.0	33	95	.3	2.6	36	129	.3	2.0	43	111	.4	3.2	
4-Book	48	469	.4	1.9	24	276	.2	2.1	31	97	.3	2.5	43	123	.4	2.2	33	97	.3	2.5	
<b>KMSX-FM</b>																					
WI '00	92	1192	.8	3.5	34	703	.3	3.2	33	199	.3	2.6	48	224	.4	2.6	46	157	.4	3.5	
4-Book	90	1135	.8	3.5	35	626	.3	3.1	26	133	.3	2.1	77	282	.7	3.9	50	195	.5	3.7	
<b>KOGD-AM</b>																					
WI '00	81	858	.7	3.1	17	262	.1	1.6	20	67	.2	1.6	21	68	.2	1.1	12	34	.1	.9	
4-Book	78	822	.7	3.1	17	271	.2	1.5	25	94	.2	2.0	19	75	.2	1.0	9	36	.1	.7	
<b>KPLN-FM</b>																					
WI '00	79	1000	.7	3.0	29	492	.3	2.7	40	190	.3	3.1	49	244	.4	2.7	38	121	.3	2.9	
4-Book	86	988	.8	3.4	36	507	.3	3.3	39	160	.4	3.1	70	242	.6	3.6	44	146	.4	3.3	
<b>KPOP-AM</b>																					
WI '00	13	67	.1	.5	8	71	.1	.7	2	15	.2	.2	9	14	.1	.5	11	23	.1	.8	
4-Book	11	93	.1	.5	5	56	.1	.4	6	17	.2	.5	10	19	.1	.5	4	16	.1	.3	
<b>KPRZ-AM</b>																					
WI '00	19	226	.2	.7	5	92	.5	.5	9	35	.1	.7	3	12	.2	.2	9	21	.1	.7	
4-Book	14	193	.1	.6	5	99	.4	.4	5	21	.1	.4	3	14	.2	.2	6	13	.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 25-49

# Target Listener Estimates

		Persons 25-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM	WI '00	12	123	.1	.5		8							1	8	.1		1	8	.1	
	4-Book	11	130	.1	.5	2	41	.2		2	8	.1		2	11	.2		2	9	.2	
KSON-AM	WI '00	6	130	.1	.2	1	42	.1						4	23	.2		2	15	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	114	1177	1.0	4.4	53	749	.5	4.9	66	193	.6	5.1	105	383	.9	5.7	92	262	.8	6.9
	4-Book	145	1277	1.3	5.7	77	835	.7	6.8	83	261	.8	6.7	145	450	1.3	7.4	105	308	.9	7.8
KSPA-AM	WI '00	8	27	.1	.3	3	34	.3		6	15	.1	.5	9	15	.1	.5	3	22	.2	
	4-Book	4	30	.1	.2	3	24	.2		5	11	.1	.4	6	10	.1	.3	3	11	.2	
KXST-FM	WI '00	36	523	.3	1.4	21	365	.2	1.9	25	105	.2	1.9	32	162	.3	1.7	13	89	.1	1.0
	4-Book	69	677	.6	2.7	29	397	.3	2.6	31	106	.3	2.4	55	181	.5	2.8	34	124	.3	2.5
KYXY-FM	WI '00	161	1396	1.4	6.2	65	895	.6	6.0	70	279	.6	5.5	112	362	1.0	6.1	65	293	.6	4.9
	4-Book	150	1359	1.4	5.9	56	775	.5	5.0	62	223	.6	5.0	95	309	.9	4.9	58	234	.6	4.3
XBAC-AM	WI '00	3	59	.1		1	30	.1		1	14	.1		3	15	.2					
	4-Book	5	91	.1	.2	2	38	.2		3	13	.2		5	18	.3		1	8	.1	
XEMD-AM	WI '00	6	102	.1	.2	3	43	.3		6	19	.1	.5	4	23	.2		6	13	.1	.5
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	34	420	.3	1.3	23	297	.2	2.1	24	53	.2	1.9	40	99	.3	2.2	37	117	.3	2.8
	4-Book	27	352	.3	1.1	20	214	.2	1.8	19	51	.2	1.5	30	79	.3	1.6	29	87	.3	2.1
XHRM-FM	WI '00	92	1252	.8	3.5	51	678	.4	4.7	42	190	.4	3.3	72	291	.6	3.9	74	263	.6	5.6
	4-Book	110	1274	1.0	4.3	61	787	.6	5.4	60	221	.6	4.9	108	360	.9	5.5	80	270	.7	6.0
XHTZ-FM	WI '00	66	1026	.6	2.5	44	708	.4	4.1	45	193	.4	3.5	87	339	.8	4.7	51	199	.4	3.8
	4-Book	64	967	.6	2.5	38	616	.3	3.4	42	145	.4	3.3	67	266	.6	3.5	42	172	.4	3.1
XLTN-FM	WI '00	31	344	.3	1.2	14	204	.1	1.3	15	66	.1	1.2	31	131	.3	1.7	16	74	.1	1.2
	4-Book	29	354	.3	1.2	19	226	.2	1.6	22	65	.2	1.8	34	113	.3	1.8	19	66	.2	1.4
XMOR-FM	WI '00	16	154	.1	.6	10	83	.1	.9	7	25	.1	.5	21	50	.2	1.1	3	15	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	10	98	.1	.4	3	40	.3		6	21	.1	.5	9	20	.1	.5				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	78	697	.7	3.0	20	287	.2	1.9	36	99	.3	2.8	39	115	.3	2.1	19	81	.2	1.4
	4-Book	78	709	.7	3.1	18	279	.2	1.7	33	97	.3	2.6	25	92	.2	1.3	20	69	.2	1.5
XTRA-FM	WI '00	128	1476	1.1	4.9	48	936	.4	4.5	47	194	.4	3.7	95	369	.8	5.2	55	268	.5	4.1
	4-Book	127	1492	1.1	5.0	58	882	.5	5.2	55	222	.5	4.4	110	385	1.0	5.7	75	292	.7	5.5
KFI -AM	WI '00	36	394	.3	1.4	9	156	.1	.8	4	31	.1	.3	19	79	.2	1.0	12	41	.1	.9
	4-Book	33	404	.3	1.3	10	162	.1	.9	15	55	.1	1.2	22	78	.2	1.1	9	43	.1	.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 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
<b>KKBT-FM</b>																				
WI '00	10	137	.1	.4	5	105	.1	.5	7	42	.1	.5	2	27	.1	.1	11	45	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	13	261	.1	.5	6	103	.1	.6	7	45	.1	.5	3	16	.2	.2	4	22	.3	.3
4-Book	11	214	.1	.4	4	91	.4	.4	5	26	.4	.4	4	22	.1	.2	3	15	.2	.2
<b>KSSE-FM</b>																				
WI '00	23	157	.2	.9	2	42	.2	.2	5	16	.4	.4	9	20	.1	.5	4	12	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	12	201	.1	.5	9	161	.1	.8	19	48	.2	1.5	4	17	.2	.2	11	29	.1	.8
4-Book	15	180	.2	.6	10	147	.1	.9	16	44	.2	1.2	14	42	.1	.7	10	36	.1	.7
<b>XHTY-FM</b>																				
WI '00	35	213	.3	1.3	8	69	.1	.7	8	28	.1	.6	12	34	.1	.7	9	30	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	10	105	.1	.4	* 1	12	.1	.1	6	12	.1	.5								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	2604	10812	22.7		1078	8440	9.4		1283	3895	11.2		1835	5001	16.0		1329	3779	11.6	
4-Book	2546	10603	22.5		1123	8355	9.9		1251	3726	11.1		1942	5117	17.2		1348	3827	12.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Persons 25-49																				
		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	
KBZT-FM																						
WI '00		11	54	.1	1.8	20	70	.2	2.6	51	126	.4	3.7	38	110	.3	3.9	17	72	.1	3.6	
4-Book		12	57	.1	1.9	24	77	.2	2.9	42	155	.4	2.9	34	120	.3	3.4	19	74	.2	3.7	
KCBQ-AM																						
WI '00		**	**	**	**	**	**	**	**	1	6	.1	.7	7	15	.1	.7	**	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFMB-AM																						
WI '00		5	21	.8		17	59	.1	2.2	13	64	.1	1.0	1	14	.1		1	6	.2		
4-Book		26	95	.2	4.1	14	45	.1	1.7	59	207	.5	4.0	33	136	.3	3.3	8	37	.1	1.5	
KFMB-FM																						
WI '00		17	89	.1	2.8	28	125	.2	3.7	69	293	.6	5.1	37	169	.3	3.8	15	54	.1	3.2	
4-Book		19	101	.2	3.2	28	157	.2	3.4	71	292	.6	4.9	56	216	.5	5.5	17	88	.1	3.2	
KFSD-FM																						
WI '00		4	31	.7		15	63	.1	2.0	15	71	.1	1.1	16	49	.1	1.6	3	22	.6		
4-Book		4	26	.6		10	45	.1	1.2	22	80	.2	1.5	13	48	.1	1.3	5	21	.9		
KGB -FM																						
WI '00		35	110	.3	5.8	24	106	.2	3.1	68	259	.6	5.0	55	190	.5	5.6	20	88	.2	4.2	
4-Book		26	99	.2	4.2	39	134	.3	4.7	62	224	.6	4.3	48	166	.4	4.8	17	77	.2	3.3	
KHTS-FM																						
WI '00		33	165	.3	5.5	49	193	.4	6.4	109	342	1.0	8.0	61	251	.5	6.2	21	102	.2	4.5	
4-Book		29	124	.3	4.7	36	147	.3	4.4	78	303	.7	5.4	52	200	.4	5.2	27	111	.3	5.2	
KIFM-FM																						
WI '00		30	145	.3	5.0	44	146	.4	5.8	94	260	.8	6.9	73	168	.6	7.4	34	123	.3	7.2	
4-Book		27	119	.3	4.4	48	168	.4	5.7	100	301	.9	7.0	70	193	.6	6.9	34	123	.3	6.6	
KIOZ-FM																						
WI '00		35	135	.3	5.8	12	50	.1	1.6	63	233	.5	4.6	39	121	.3	4.0	19	67	.2	4.0	
4-Book		31	112	.3	4.9	26	79	.2	3.1	61	202	.5	4.2	43	153	.4	4.3	22	83	.2	4.2	
KJQY-FM																						
WI '00		18	84	.2	3.0	64	145	.6	8.4	43	161	.4	3.2	35	125	.3	3.5	20	77	.2	4.2	
4-Book		17	74	.2	2.8	32	93	.3	4.0	30	122	.3	2.1	26	92	.2	2.5	11	49	.1	2.2	
KLNV-FM																						
WI '00		29	100	.3	4.8	65	195	.6	8.5	87	214	.8	6.4	51	171	.4	5.2	27	104	.2	5.7	
4-Book		25	90	.2	3.9	49	150	.5	5.9	77	195	.7	5.3	51	131	.5	5.0	25	94	.2	4.8	
KLQV-FM																						
WI '00		20	81	.2	3.3	8	22	.1	1.0	15	58	.1	1.1	10	28	.1	1.0	14	42	.1	3.0	
4-Book		13	66	.1	2.1	18	55	.2	2.2	22	79	.2	1.5	17	54	.2	1.6	14	47	.1	2.7	
KMSX-FM																						
WI '00		29	140	.3	4.8	6	46	.1	.8	46	234	.4	3.4	49	190	.4	5.0	11	74	.1	2.3	
4-Book		20	93	.2	3.2	20	93	.2	2.3	41	158	.4	2.9	37	169	.3	3.6	10	77	.1	1.9	
KOGO-AM																						
WI '00		20	70	.2	3.3	25	108	.2	3.3	12	50	.1	.9	5	29	.1	.5	18	71	.2	3.8	
4-Book		15	49	.1	2.4	25	91	.2	3.0	12	41	.1	.8	8	32	.1	.8	21	62	.2	4.1	
KPLN-FM																						
WI '00		11	76	.1	1.8	13	85	.1	1.7	39	162	.3	2.9	28	126	.2	2.8	16	50	.1	3.4	
4-Book		13	78	.1	2.2	18	78	.2	2.1	48	156	.4	3.3	40	142	.4	4.0	19	71	.2	3.6	
KPOP-AM																						
WI '00						8	23	.1	1.0	13	31	.1	1.0	19	29	.2	1.9	4	14	.8		
4-Book		3	13	.4		3	11	.4		6	18	.4		6	11	.1	.6	1	6	.3		
KPRZ-AM																						
WI '00		1	8	.2		10	51	.1	1.3	6	28	.1	.4	4	8	.4		2	14	.4		
4-Book		3	8	.5		13	54	.1	1.6	4	23	.1	.3	2	5	.2		2	11	.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 25-49

		Persons 25-49																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr		
KSDO-AM	WI '00																				
	4-Book	1	.1	1	2	.1	2	7	.1	5	12	.5	2	9	.3						
KSON-AM	WI '00	1	5	.2		6		6		6			6				6				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KSON-FM	WI '00	28	99	.2	46	151	.4	6.0	47	224	.4	3.5	35	116	.3	3.5	9	54	.1		
	4-Book	43	143	.4	51	185	.5	6.2	91	326	.8	6.3	64	209	.6	6.3	31	116	.3		
KSPA-AM	WI '00		7		5	12		.7		7			1	6		.1					
	4-Book	1	6	.2	1	3	.2	3	5	.2	2	1	2	4	.3						
KXST-FM	WI '00	5	41	.8	28	63	.2	3.7	37	160	.3	2.7	26	116	.2	2.6	5	27	1.1		
	4-Book	13	49	.1	23	71	.2	2.7	40	136	.4	2.8	27	92	.2	2.6	10	46	.1		
KYXY-FM	WI '00	37	143	.3	49	207	.4	6.4	81	312	.7	6.0	57	206	.5	5.8	42	125	.4		
	4-Book	33	130	.3	45	159	.4	5.4	69	237	.6	4.8	53	176	.5	5.2	34	118	.3		
XBAC-AM	WI '00								1	9	.1	2	7	.2	7						
	4-Book	2	4	.3	2	4	.3	3	15	.2	1	7	.1	5	.1						
XEMO-AM	WI '00	2	9	.3		8						5	6	.5							
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
+XHCR-FM	WI '00	15	67	.1	14	40	.1	1.8	19	98	.2	1.4	18	65	.2	1.8	16	58	.1		
	4-Book	14	51	.1	15	45	.1	1.9	24	65	.2	1.7	17	47	.2	1.7	10	40	.1		
XHRM-FM	WI '00	43	131	.4	31	136	.3	4.1	53	180	.5	3.9	48	183	.4	4.9	41	122	.4		
	4-Book	46	167	.4	38	150	.3	4.6	67	223	.6	4.7	46	173	.4	4.5	41	131	.4		
XHTZ-FM	WI '00	37	163	.3	21	60	.2	2.7	39	167	.3	2.9	40	146	.3	4.1	28	139	.2		
	4-Book	32	128	.3	20	73	.2	2.4	43	187	.4	3.0	32	130	.3	3.2	21	111	.2		
XLTN-FM	WI '00	11	52	.1	2	17		.3	17	57	.1	1.2	8	47	.1	.8	6	20	.1		
	4-Book	15	56	.1	16	48	.2	2.0	22	73	.2	1.5	11	44	.1	1.1	6	20	.1		
XMOR-FM	WI '00	2	9	.3	4	12		.5	17	29	.1	1.2	13	47	.1	1.3	12	29	.1		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
XPRS-AM	WI '00	1	8	.2	6	11	.1	.8	4	14	.3	1	9	.1	1	8	.2				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
XTRA-AM	WI '00	2	10	.3	10	43	.1	1.3	38	135	.3	2.8	14	73	.1	1.4	1	9	.2		
	4-Book	4	20	.6	16	60	.2	2.0	28	98	.3	1.9	21	85	.2	2.0	3	20	.6		
XTRA-FM	WI '00	33	180	.3	32	156	.3	4.2	58	263	.5	4.3	42	188	.4	4.3	19	104	.2		
	4-Book	35	143	.3	40	182	.4	4.9	75	304	.7	5.3	45	196	.4	4.5	24	113	.2		
KFI -AM	WI '00	2	18	.3	4	18		.5	16	57	.1	1.2	12	40	.1	1.2	2	19	.4		
	4-Book	1	14	.2	9	29	.1	1.1	16	53	.1	1.1	7	26	.1	.7	3	16	.5		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Persons 25-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																						
WI '00		6	34	.1	1.0	1	6		.1	1	15		.1	5	29		.5	5	25		1.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KNX -AM																						
WI '00		4	7		.7	7	41	.1	.9	7	26	.1	.5	7	20	.1	.7	7	21	.1	1.5	
4-Book		4	10		.6	3	17		.4	5	22	.1	.4	6	20	.1	.5	4	16		.8	
KSSE-FM																						
WI '00		1	12		.2					1	8		.1									
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
WI '00		1	8		.2	19	92	.2	2.5	7	40	.1	.5	8	16	.1	.8	5	13		1.1	
4-Book		3	11		.4	12	55	.1	1.5	12	57	.1	.8	10	32	.1	.9	3	13		.6	
XHTY-FM																						
WI '00		1	8		.2	11	33	.1	1.4	10	22	.1	.7	10	22	.1	1.0	2	6		.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XKAM-AM																						
WI '00	*									3	12		.2					*				
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
WI '00		602	2136	5.2		765	2592	6.7		1361	3958	11.9		986	2864	8.6		471	1712	4.1		
4-Book		623	2088	5.5		828	2643	7.3		1445	4086	12.8		1016	2977	9.0		514	1839	4.6		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Persons 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>KBZT-FM</b>																				
WI '00	63	1163	.5	3.1	88	586	.7	2.8	98	554	.7	3.1	90	668	.7	3.5	15	244	.1	2.1
FA '99	54	1233	.4	2.6	76	636	.6	2.4	94	624	.7	3.0	61	635	.5	2.5	13	242	.1	1.7
SU '99	51	1191	.4	2.6	80	584	.6	2.8	76	621	.6	2.5	60	691	.5	2.5	14	240	.1	1.8
SP '99	62	1348	.5	3.1	87	678	.7	2.9	96	724	.8	3.1	76	719	.6	3.2	19	374	.2	2.5
<b>4-Book</b>	<b>58</b>	<b>1234</b>	<b>.5</b>	<b>2.9</b>	<b>83</b>	<b>621</b>	<b>.7</b>	<b>2.7</b>	<b>91</b>	<b>631</b>	<b>.7</b>	<b>2.9</b>	<b>72</b>	<b>678</b>	<b>.6</b>	<b>2.9</b>	<b>15</b>	<b>275</b>	<b>.1</b>	<b>2.0</b>
WI '99	70	1404	.6	3.4	98	751	.8	3.1	119	708	.9	3.8	95	798	.8	3.7	19	318	.2	2.4
<b>KCBQ-AM</b>																				
WI '00	6	103		.3	8	35	.1	.3	16	52	.1	.5	3	39		.1	1	14		.1
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	6	128		.3	2	26		.1	13	61	.1	.4	9	58	.1	.4	3	19		.4
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	4	141		.2	3	42		.1	7	70	.1	.2	12	94	.1	.5	1	28		.1
<b>KFMB-AM</b>																				
WI '00	36	736	.3	1.8	70	372	.5	2.2	48	349	.4	1.5	45	371	.3	1.8	12	141	.1	1.7
FA '99	46	1178	.4	2.2	62	424	.5	1.9	57	466	.4	1.8	67	515	.5	2.7	18	282	.1	2.4
SU '99	68	1569	.5	3.5	70	511	.6	2.4	51	491	.4	1.7	108	959	.9	4.6	65	663	.5	8.5
SP '99	60	1290	.5	3.0	88	530	.7	2.9	75	575	.6	2.4	83	705	.7	3.5	39	444	.3	5.1
<b>4-Book</b>	<b>53</b>	<b>1193</b>	<b>.4</b>	<b>2.6</b>	<b>73</b>	<b>459</b>	<b>.6</b>	<b>2.4</b>	<b>58</b>	<b>470</b>	<b>.5</b>	<b>1.9</b>	<b>76</b>	<b>638</b>	<b>.6</b>	<b>3.2</b>	<b>34</b>	<b>383</b>	<b>.3</b>	<b>4.4</b>
WI '99	44	957	.3	2.1	77	469	.6	2.4	61	424	.5	1.9	74	631	.6	2.9	10	211	.1	1.3
<b>KFMB-FM</b>																				
WI '00	142	2485	1.1	7.0	330	1619	2.5	10.3	215	1280	1.6	6.9	167	1311	1.3	6.6	24	442	.2	3.4
FA '99	105	2288	.8	5.1	220	1367	1.7	6.8	136	1130	1.0	4.4	139	1282	1.1	5.6	26	462	.2	3.5
SU '99	118	2487	.9	6.1	238	1500	1.9	8.2	197	1278	1.6	6.5	151	1404	1.2	6.4	22	559	.2	2.9
SP '99	130	2533	1.0	6.5	279	1573	2.2	9.2	193	1198	1.5	6.3	143	1377	1.1	6.1	24	495	.2	3.2
<b>4-Book</b>	<b>124</b>	<b>2448</b>	<b>1.0</b>	<b>6.2</b>	<b>267</b>	<b>1515</b>	<b>2.1</b>	<b>8.6</b>	<b>185</b>	<b>1222</b>	<b>1.4</b>	<b>6.0</b>	<b>150</b>	<b>1344</b>	<b>1.2</b>	<b>6.2</b>	<b>24</b>	<b>490</b>	<b>.2</b>	<b>3.3</b>
WI '99	131	2411	1.0	6.4	281	1555	2.2	8.9	198	1179	1.6	6.3	167	1361	1.3	6.5	18	449	.1	2.3
<b>KFSD-FM</b>																				
WI '00	17	410	.1	.8	14	156	.1	.4	19	138	.1	.6	22	196	.2	.9	15	142	.1	2.1
FA '99	16	517	.1	.8	13	216	.1	.4	22	191	.2	.7	23	308	.2	.9	7	123	.1	.9
SU '99	16	460	.1	.8	19	186	.2	.7	17	225	.1	.6	24	227	.2	1.0	10	141	.1	1.3
SP '99	18	424	.1	.9	25	212	.2	.8	25	220	.2	.8	20	254	.2	.8	10	121	.1	1.3
<b>4-Book</b>	<b>17</b>	<b>453</b>	<b>.1</b>	<b>.8</b>	<b>18</b>	<b>193</b>	<b>.2</b>	<b>.6</b>	<b>21</b>	<b>194</b>	<b>.2</b>	<b>.7</b>	<b>22</b>	<b>246</b>	<b>.2</b>	<b>.9</b>	<b>11</b>	<b>132</b>	<b>.1</b>	<b>1.4</b>
WI '99	14	325	.1	.7	18	193	.1	.6	16	125	.1	.5	17	111	.1	.7	8	52	.1	1.0
<b>KGB -FM</b>																				
WI '00	120	2062	.9	5.9	318	1323	2.4	9.9	148	892	1.1	4.7	114	1040	.9	4.5	32	341	.2	4.5
FA '99	129	2103	1.0	6.3	337	1325	2.6	10.4	167	942	1.3	5.4	119	995	.9	4.8	28	386	.2	3.8
SU '99	110	2046	.9	5.7	237	1118	1.9	8.2	149	939	1.2	4.9	112	983	.9	4.7	26	391	.2	3.4
SP '99	103	1924	.8	5.2	298	1171	2.4	9.8	115	858	.9	3.7	85	834	.7	3.6	26	425	.2	3.4
<b>4-Book</b>	<b>116</b>	<b>2034</b>	<b>.9</b>	<b>5.8</b>	<b>298</b>	<b>1234</b>	<b>2.3</b>	<b>9.6</b>	<b>145</b>	<b>908</b>	<b>1.1</b>	<b>4.7</b>	<b>108</b>	<b>963</b>	<b>.9</b>	<b>4.4</b>	<b>28</b>	<b>386</b>	<b>.2</b>	<b>3.8</b>
WI '99	122	2008	1.0	6.0	281	1273	2.2	8.9	175	999	1.4	5.6	122	1016	1.0	4.8	32	449	.3	4.1
<b>KHTS-FM</b>																				
WI '00	62	1766	.5	3.1	78	830	.6	2.4	81	836	.6	2.6	86	1022	.7	3.4	24	410	.2	3.4
FA '99	63	1726	.5	3.1	81	804	.6	2.5	87	816	.7	2.8	86	816	.7	3.5	28	416	.2	3.8
SU '99	68	1711	.5	3.5	75	697	.6	2.6	92	848	.7	3.0	93	1038	.7	3.9	40	544	.3	5.3
SP '99	56	1656	.4	2.8	65	738	.5	2.1	76	706	.6	2.5	77	915	.6	3.3	19	369	.2	2.5
<b>4-Book</b>	<b>62</b>	<b>1715</b>	<b>.5</b>	<b>3.1</b>	<b>75</b>	<b>767</b>	<b>.6</b>	<b>2.4</b>	<b>84</b>	<b>802</b>	<b>.7</b>	<b>2.7</b>	<b>86</b>	<b>948</b>	<b>.7</b>	<b>3.5</b>	<b>28</b>	<b>435</b>	<b>.2</b>	<b>3.8</b>
WI '99	64	1571	.5	3.1	81	679	.6	2.6	92	675	.7	2.9	94	959	.7	3.7	27	425	.2	3.4
<b>KIFM-FM</b>																				
WI '00	117	1644	.9	5.8	137	810	1.0	4.3	193	771	1.5	6.2	146	981	1.1	5.7	56	572	.4	7.9
FA '99	116	1921	.9	5.7	157	976	1.2	4.9	187	931	1.4	6.0	148	1182	1.1	6.0	54	608	.4	7.3
SU '99	92	1517	.7	4.7	119	740	.9	4.1	157	759	1.2	5.2	108	873	.9	4.6	29	423	.2	3.8
SP '99	108	1583	.9	5.4	128	805	1.0	4.2	185	803	1.5	6.0	132	846	1.0	5.6	33	398	.3	4.3
<b>4-Book</b>	<b>108</b>	<b>1666</b>	<b>.9</b>	<b>5.4</b>	<b>135</b>	<b>833</b>	<b>1.0</b>	<b>4.4</b>	<b>181</b>	<b>816</b>	<b>1.4</b>	<b>5.9</b>	<b>134</b>	<b>971</b>	<b>1.0</b>	<b>5.5</b>	<b>43</b>	<b>500</b>	<b>.3</b>	<b>5.8</b>
WI '99	87	1444	.7	4.3	99	697	.8	3.1	147	752	1.2	4.7	106	782	.8	4.1	34	504	.3	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 - Persons 25-54

# Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>K10Z-FM</b>																				
WI '00	96	1582	.7	4.7	181	841	1.4	5.7	128	709	1.0	4.1	134	872	1.0	5.3	32	314	.2	4.5
FA '99	77	1441	.6	3.8	194	835	1.5	6.0	96	608	.7	3.1	71	540	.5	2.9	22	241	.2	3.0
SU '99	89	1489	.7	4.6	197	855	1.6	6.8	107	724	.8	3.5	106	759	.8	4.5	38	334	.3	5.0
SP '99	102	1467	.8	5.1	261	902	2.1	8.6	138	840	1.1	4.5	83	689	.7	3.5	29	455	.2	3.8
<b>4-Book</b>	<b>91</b>	<b>1495</b>	<b>.7</b>	<b>4.6</b>	<b>208</b>	<b>858</b>	<b>1.7</b>	<b>6.8</b>	<b>117</b>	<b>720</b>	<b>.9</b>	<b>3.8</b>	<b>99</b>	<b>715</b>	<b>.8</b>	<b>4.1</b>	<b>30</b>	<b>336</b>	<b>.2</b>	<b>4.1</b>
WI '99	105	1577	.8	5.1	218	1017	1.7	6.9	158	851	1.3	5.0	115	783	.9	4.5	36	436	.3	4.6
<b>KJQY-FM</b>																				
WI '00	79	1317	.6	3.9	102	609	.8	3.2	135	664	1.0	4.3	97	724	.7	3.8	20	311	.2	2.8
FA '99	61	1082	.5	3.0	85	553	.7	2.6	115	510	.9	3.7	70	543	.5	2.8	22	313	.2	3.0
SU '99	47	994	.4	2.4	61	410	.5	2.1	87	447	.7	2.9	53	485	.4	2.2	21	225	.2	2.8
SP '99	57	1111	.5	2.9	77	542	.6	2.5	91	514	.7	3.0	72	581	.6	3.1	22	338	.2	2.9
<b>4-Book</b>	<b>61</b>	<b>1126</b>	<b>.5</b>	<b>3.1</b>	<b>81</b>	<b>529</b>	<b>.7</b>	<b>2.6</b>	<b>107</b>	<b>534</b>	<b>.8</b>	<b>3.5</b>	<b>73</b>	<b>583</b>	<b>.6</b>	<b>3.0</b>	<b>21</b>	<b>297</b>	<b>.2</b>	<b>2.9</b>
WI '99	62	1312	.5	3.0	71	687	.6	2.2	96	602	.8	3.1	82	715	.6	3.2	38	350	.3	4.8
<b>KLNV-FM</b>																				
WI '00	74	923	.6	3.6	133	622	1.0	4.2	92	566	.7	2.9	72	561	.6	2.8	24	282	.2	3.4
FA '99	71	897	.5	3.5	98	506	.7	3.0	111	539	.8	3.6	66	557	.5	2.7	26	305	.2	3.5
SU '99	74	872	.6	3.8	102	540	.8	3.5	127	568	1.0	4.2	69	522	.5	2.9	24	232	.2	3.2
SP '99	69	886	.5	3.5	84	469	.7	2.8	103	528	.8	3.4	70	518	.6	3.0	36	316	.3	4.7
<b>4-Book</b>	<b>72</b>	<b>895</b>	<b>.6</b>	<b>3.6</b>	<b>104</b>	<b>534</b>	<b>.8</b>	<b>3.4</b>	<b>108</b>	<b>550</b>	<b>.8</b>	<b>3.5</b>	<b>69</b>	<b>540</b>	<b>.6</b>	<b>2.9</b>	<b>28</b>	<b>284</b>	<b>.2</b>	<b>3.7</b>
WI '99	75	968	.6	3.7	97	585	.8	3.1	91	607	.7	2.9	101	536	.8	3.9	38	304	.3	4.8
<b>KLOV-FM</b>																				
WI '00	29	558	.2	1.4	47	290	.4	1.5	44	306	.3	1.4	29	278	.2	1.1	8	114	.1	1.1
FA '99	39	543	.3	1.9	51	385	.4	1.6	59	313	.5	1.9	47	328	.4	1.9	17	195	.1	2.3
SU '99	40	574	.3	2.1	60	334	.5	2.1	71	325	.6	2.3	51	379	.4	2.2	14	153	.1	1.8
SP '99	35	555	.3	1.8	55	348	.4	1.8	42	283	.3	1.4	45	349	.4	1.9	16	196	.1	2.1
<b>4-Book</b>	<b>36</b>	<b>558</b>	<b>.3</b>	<b>1.8</b>	<b>53</b>	<b>339</b>	<b>.4</b>	<b>1.8</b>	<b>54</b>	<b>307</b>	<b>.4</b>	<b>1.8</b>	<b>43</b>	<b>334</b>	<b>.4</b>	<b>1.8</b>	<b>14</b>	<b>165</b>	<b>.1</b>	<b>1.8</b>
WI '99	40	543	.3	2.0	58	338	.5	1.8	55	301	.4	1.8	41	302	.3	1.6	27	191	.2	3.4
<b>KMSX-FM</b>																				
WI '00	65	1498	.5	3.2	69	710	.5	2.2	119	823	.9	3.8	94	877	.7	3.7	27	336	.2	3.8
FA '99	58	1380	.4	2.8	75	579	.6	2.3	115	751	.9	3.7	64	798	.5	2.6	20	323	.2	2.7
SU '99	57	1391	.5	2.9	77	640	.6	2.7	92	740	.7	3.0	75	844	.6	3.2	21	404	.2	2.8
SP '99	75	1245	.6	3.8	94	653	.7	3.1	140	693	1.1	4.6	98	790	.8	4.2	15	222	.1	2.0
<b>4-Book</b>	<b>64</b>	<b>1379</b>	<b>.5</b>	<b>3.2</b>	<b>79</b>	<b>646</b>	<b>.6</b>	<b>2.6</b>	<b>117</b>	<b>752</b>	<b>.9</b>	<b>3.8</b>	<b>83</b>	<b>827</b>	<b>.7</b>	<b>3.4</b>	<b>21</b>	<b>321</b>	<b>.2</b>	<b>2.8</b>
WI '99	72	1356	.6	3.5	110	749	.9	3.5	127	777	1.0	4.1	97	844	.8	3.8	17	364	.1	2.2
<b>KOGO-AM</b>																				
WI '00	66	1219	.5	3.3	89	642	.7	2.8	123	727	.9	3.9	84	565	.6	3.3	32	224	.2	4.5
FA '99	83	1259	.6	4.1	135	738	1.0	4.2	136	669	1.0	4.4	108	691	.8	4.4	36	342	.3	4.8
SU '99	70	1114	.6	3.6	95	558	.8	3.3	130	639	1.0	4.3	86	524	.7	3.6	41	288	.3	5.4
SP '99	66	1153	.5	3.3	81	597	.6	2.7	126	704	1.0	4.1	80	569	.6	3.4	46	273	.4	6.1
<b>4-Book</b>	<b>71</b>	<b>1186</b>	<b>.6</b>	<b>3.6</b>	<b>100</b>	<b>634</b>	<b>.8</b>	<b>3.3</b>	<b>129</b>	<b>685</b>	<b>1.0</b>	<b>4.2</b>	<b>90</b>	<b>587</b>	<b>.7</b>	<b>3.7</b>	<b>39</b>	<b>282</b>	<b>.3</b>	<b>5.2</b>
WI '99	71	1194	.6	3.5	94	661	.7	3.0	146	736	1.2	4.7	66	540	.5	2.6	55	358	.4	7.0
<b>KPLN-FM</b>																				
WI '00	58	1199	.4	2.9	71	574	.5	2.2	104	713	.8	3.3	89	784	.7	3.5	18	305	.1	2.5
FA '99	77	1471	.6	3.8	98	671	.7	3.0	142	783	1.1	4.6	100	872	.8	4.1	22	382	.2	3.0
SU '99	65	1183	.5	3.3	95	570	.8	3.3	120	566	1.0	4.0	68	619	.5	2.9	16	253	.1	2.1
SP '99	61	1112	.5	3.1	82	519	.6	2.7	101	532	.8	3.3	75	612	.6	3.2	22	291	.2	2.9
<b>4-Book</b>	<b>65</b>	<b>1241</b>	<b>.5</b>	<b>3.3</b>	<b>87</b>	<b>584</b>	<b>.7</b>	<b>2.8</b>	<b>117</b>	<b>649</b>	<b>.9</b>	<b>3.8</b>	<b>83</b>	<b>722</b>	<b>.7</b>	<b>3.4</b>	<b>20</b>	<b>308</b>	<b>.2</b>	<b>2.6</b>
WI '99	57	1367	.5	2.8	93	690	.7	2.9	92	709	.7	2.9	61	777	.5	2.4	18	319	.1	2.3
<b>KPOP-AM</b>																				
WI '00	16	179	.1	.8	16	70	.1	.5	31	80	.2	1.0	20	79	.2	.8	1	30	.1	.1
FA '99	10	173	.1	.5	17	96	.1	.5	14	70	.1	.5	14	93	.1	.6	4	57	.5	.5
SU '99	16	216	.1	.8	23	112	.2	.8	27	104	.2	.9	17	123	.1	.7	8	75	.1	1.1
SP '99	11	217	.1	.6	16	81	.1	.5	12	71	.1	.4	20	117	.2	.8	9	84	.1	1.2
<b>4-Book</b>	<b>13</b>	<b>196</b>	<b>.1</b>	<b>.7</b>	<b>18</b>	<b>90</b>	<b>.1</b>	<b>.6</b>	<b>21</b>	<b>81</b>	<b>.2</b>	<b>.7</b>	<b>18</b>	<b>103</b>	<b>.2</b>	<b>.7</b>	<b>6</b>	<b>62</b>	<b>.1</b>	<b>.7</b>
WI '99	10	226	.1	.5	18	79	.1	.6	12	90	.1	.4	8	81	.1	.3	5	57	.6	.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Persons 25-54

		Persons 25-54																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPRZ-AM</b>																						
WI '00		15	319	.1	.7	39	229	.3	1.2	20	171	.2	.6	14	140	.1	.6	3	89		.4	
FA '99		12	312	.1	.6	36	204	.3	1.1	8	119	.1	.3	11	111	.1	.4	4	36		.5	
SU '99		12	253	.1	.6	23	155	.2	.8	21	115	.2	.7	13	83	.1	.5	5	49		.7	
SP '99		8	245	.1	.4	17	165	.1	.6	10	82	.1	.3	12	96	.1	.5	5	66		.7	
<b>4-Book</b>		<b>12</b>	<b>282</b>	<b>.1</b>	<b>.6</b>	<b>29</b>	<b>188</b>	<b>.2</b>	<b>.9</b>	<b>15</b>	<b>122</b>	<b>.2</b>	<b>.5</b>	<b>13</b>	<b>108</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>60</b>		<b>.6</b>	
WI '99		10	305	.1	.5	29	227	.2	.9	8	126	.1	.3	13	160	.1	.5	3	56		.4	
<b>KSDO-AM</b>																						
WI '00		10	209	.1	.5	20	102	.2	.6	23	117	.2	.7	12	115	.1	.5	1	20		.1	
FA '99		11	250	.1	.5	16	155	.1	.5	13	120	.1	.4	17	152	.1	.7	5	36		.7	
SU '99		11	189	.1	.6	19	92	.2	.7	19	97	.2	.6	8	85	.1	.3	4	56		.5	
SP '99		7	198	.1	.4	12	118	.1	.4	16	61	.1	.5	7	96	.1	.3	2	20		.3	
<b>4-Book</b>		<b>10</b>	<b>212</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>117</b>	<b>.2</b>	<b>.6</b>	<b>18</b>	<b>99</b>	<b>.2</b>	<b>.6</b>	<b>11</b>	<b>112</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>33</b>		<b>.4</b>	
WI '99		15	372	.1	.7	18	181	.1	.6	30	172	.2	1.0	19	167	.2	.7	8	73	.1	1.0	
<b>KSON-AM</b>																						
WI '00		4	169		.2	8	92	.1	.3	7	84	.1	.2	5	74		.2	1	22		.1	
FA '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																						
WI '00		89	1581	.7	4.4	126	912	1.0	3.9	127	860	1.0	4.1	131	1023	1.0	5.2	33	309	.3	4.6	
FA '99		136	1892	1.0	6.6	208	1131	1.6	6.4	212	1039	1.6	6.8	158	1126	1.2	6.4	50	577	.4	6.7	
SU '99		128	1594	1.0	6.6	199	1024	1.6	6.9	184	996	1.5	6.1	161	1101	1.3	6.8	43	542	.3	5.7	
SP '99		122	1734	1.0	6.1	160	1074	1.3	5.3	163	899	1.3	5.3	155	1085	1.2	6.6	48	590	.4	6.3	
<b>4-Book</b>		<b>119</b>	<b>1700</b>	<b>.9</b>	<b>5.9</b>	<b>173</b>	<b>1035</b>	<b>1.4</b>	<b>5.6</b>	<b>172</b>	<b>949</b>	<b>1.4</b>	<b>5.6</b>	<b>151</b>	<b>1084</b>	<b>1.2</b>	<b>6.3</b>	<b>44</b>	<b>505</b>	<b>.4</b>	<b>5.8</b>	
WI '99		133	1688	1.1	6.5	186	1018	1.5	5.9	233	1095	1.8	7.4	178	1150	1.4	7.0	26	447	.2	3.3	
<b>KSPA-AM</b>																						
WI '00		5	44		.2	6	22		.2	11	20	.1	.4	5	37		.2		10			
FA '99		5	86		.2	9	35	.1	.3	8	20	.1	.3	3	58		.1	2	24		.3	
SU '99		2	33		.1	4	19		.1	3	16		.1	3	8		.1		6			
SP '99		1	42		.1	1	21				13				6			1	16		.1	
<b>4-Book</b>		<b>3</b>	<b>51</b>		<b>.2</b>	<b>5</b>	<b>24</b>		<b>.2</b>	<b>6</b>	<b>17</b>		<b>.1</b>	<b>3</b>	<b>27</b>		<b>.1</b>	<b>1</b>	<b>14</b>		<b>.1</b>	
WI '99		1	26			2	6		.1						7				7			
<b>KXST-FM</b>																						
WI '00		30	685	.2	1.5	42	288	.3	1.3	51	368	.4	1.6	38	404	.3	1.5	5	133		.7	
FA '99		68	1017	.5	3.3	90	517	.7	2.8	115	517	.9	3.7	92	645	.7	3.7	22	337	.2	3.0	
SU '99		46	860	.4	2.4	57	419	.5	2.0	85	426	.7	2.8	66	532	.5	2.8	15	225	.1	2.0	
SP '99		56	834	.4	2.8	70	482	.6	2.3	108	493	.9	3.5	63	486	.5	2.7	12	232	.1	1.6	
<b>4-Book</b>		<b>50</b>	<b>849</b>	<b>.4</b>	<b>2.5</b>	<b>65</b>	<b>427</b>	<b>.5</b>	<b>2.1</b>	<b>90</b>	<b>451</b>	<b>.7</b>	<b>2.9</b>	<b>65</b>	<b>517</b>	<b>.5</b>	<b>2.7</b>	<b>14</b>	<b>232</b>	<b>.1</b>	<b>1.8</b>	
WI '99		41	923	.3	2.0	60	477	.5	1.9	78	478	.6	2.5	45	576	.4	1.8	8	181	.1	1.0	
<b>KYXY-FM</b>																						
WI '00		129	1975	1.0	6.4	170	1157	1.3	5.3	225	1153	1.7	7.2	154	1092	1.2	6.1	48	555	.4	6.7	
FA '99		116	1902	.9	5.7	165	1132	1.3	5.1	213	1108	1.6	6.9	141	1073	1.1	5.7	41	599	.3	5.5	
SU '99		115	1793	.9	5.9	144	900	1.1	5.0	204	858	1.6	6.7	151	1027	1.2	6.4	51	533	.4	6.7	
SP '99		115	1809	.9	5.8	159	943	1.3	5.3	207	989	1.6	6.7	136	982	1.1	5.8	41	461	.3	5.4	
<b>4-Book</b>		<b>119</b>	<b>1870</b>	<b>.9</b>	<b>6.0</b>	<b>160</b>	<b>1033</b>	<b>1.3</b>	<b>5.2</b>	<b>212</b>	<b>1027</b>	<b>1.6</b>	<b>6.9</b>	<b>146</b>	<b>1044</b>	<b>1.2</b>	<b>6.0</b>	<b>45</b>	<b>537</b>	<b>.4</b>	<b>6.1</b>	
WI '99		119	1826	.9	5.8	163	1100	1.3	5.2	189	972	1.5	6.0	163	1033	1.3	6.4	57	542	.5	7.3	
<b>XBAC-AM</b>																						
WI '00		8	144	.1	.4	7	63	.1	.2	13	86	.1	.4	7	52	.1	.3	9	45	.1	1.3	
FA '99		6	158		.3	8	75	.1	.2	13	77	.1	.4	9	101	.1	.4	1	31		.1	
SU '99		9	175	.1	.5	14	108	.1	.5	17	100	.1	.6	7	62	.1	.3	5	32		.7	
SP '99		9	146	.1	.5	10	89	.1	.3	13	74	.1	.4	13	89	.1	.6	9	53	.1	1.2	
<b>4-Book</b>		<b>8</b>	<b>156</b>	<b>.1</b>	<b>.4</b>	<b>10</b>	<b>84</b>	<b>.1</b>	<b>.3</b>	<b>14</b>	<b>84</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>76</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>40</b>	<b>.1</b>	<b>.8</b>	
WI '99		9	224	.1	.4	10	102	.1	.3	14	121	.1	.4	13	127	.1	.5	1	32		.1	

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

# Target Listener Trends

		Persons 25-54																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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>XEMO-AM</b>																					
WI '00		5	127		.2	9	79	.1	.3	5	56		.2	4	66		.2	4	62		.6
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	7	169	.1	.4	19	96	.2	.6	8	75	.1	.3	8	75	.1	.3	8	75	.1	.3	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																					
WI '00	36	631	.3	1.8	52	298	.4	1.6	56	348	.4	1.8	40	372	.3	1.6	14	196	.1	2.0	
FA '99	21	590	.2	1.0	21	264	.2	.6	26	246	.2	.8	29	337	.2	1.2	10	121	.1	1.3	
SU '99	27	442	.2	1.4	27	247	.2	.9	34	203	.3	1.1	30	256	.2	1.3	15	138	.1	2.0	
SP '99	20	364	.2	1.0	30	117	.2	1.0	31	149	.2	1.0	17	158	.1	.7	9	96	.1	1.2	
<b>4-Book</b>	26	507	.2	1.3	33	232	.3	1.0	37	237	.3	1.2	29	281	.2	1.2	12	138	.1	1.6	
WI '99	20	427	.2	1.0	23	210	.2	.7	23	188	.2	.7	31	251	.2	1.2	7	93	.1	.9	
<b>XHRM-FM</b>																					
WI '00	86	1570	.7	4.2	117	834	.9	3.7	123	789	.9	3.9	108	883	.8	4.2	41	482	.3	5.8	
FA '99	77	1546	.6	3.8	104	776	.8	3.2	109	793	.8	3.5	96	869	.7	3.9	23	382	.2	3.1	
SU '99	94	1532	.7	4.8	147	802	1.2	5.1	143	823	1.1	4.7	109	900	.9	4.6	29	397	.2	3.8	
SP '99	103	1714	.8	5.2	129	894	1.0	4.3	162	907	1.3	5.3	122	952	1.0	5.2	47	508	.4	6.2	
<b>4-Book</b>	90	1591	.7	4.5	124	827	1.0	4.1	134	828	1.0	4.4	109	901	.9	4.5	35	442	.3	4.7	
WI '99	107	1727	.8	5.2	141	859	1.1	4.5	172	897	1.4	5.5	126	950	1.0	4.9	55	527	.4	7.0	
<b>XHTZ-FM</b>																					
WI '00	54	1290	.4	2.7	57	627	.4	1.8	68	661	.5	2.2	76	752	.6	3.0	32	504	.2	4.5	
FA '99	44	1126	.3	2.2	57	494	.4	1.8	66	555	.5	2.1	66	645	.5	2.7	17	316	.1	2.3	
SU '99	54	1137	.4	2.8	78	662	.6	2.7	71	557	.6	2.3	67	624	.5	2.8	34	344	.3	4.5	
SP '99	49	1149	.4	2.5	50	521	.4	1.7	63	561	.5	2.1	69	685	.5	2.9	25	351	.2	3.3	
<b>4-Book</b>	50	1176	.4	2.6	61	576	.5	2.0	67	584	.5	2.2	70	677	.5	2.9	27	379	.2	3.7	
WI '99	60	1080	.5	2.9	86	540	.7	2.7	68	587	.5	2.2	68	545	.5	2.7	46	361	.4	5.9	
<b>XLTN-FM</b>																					
WI '00	23	432	.2	1.1	26	191	.2	.8	39	211	.3	1.2	31	254	.2	1.2	7	141	.1	1.0	
FA '99	24	459	.2	1.2	34	236	.3	1.1	32	270	.2	1.0	23	239	.2	.9	9	130	.1	1.2	
SU '99	22	393	.2	1.1	24	199	.2	.8	39	263	.3	1.3	23	185	.2	1.0	8	100	.1	1.1	
SP '99	26	468	.2	1.3	37	301	.3	1.2	35	230	.3	1.1	21	218	.2	.9	15	170	.1	2.0	
<b>4-Book</b>	24	438	.2	1.2	30	232	.3	1.0	36	244	.3	1.2	25	224	.2	1.0	10	135	.1	1.3	
WI '99	19	403	.2	.9	28	229	.2	.9	25	220	.2	.8	23	196	.2	.9	9	95	.1	1.1	
<b>XMOR-FM</b>																					
WI '00	13	174	.1	.6	15	83	.1	.5	15	98	.1	.5	19	127	.1	.7	7	62	.1	1.0	
FA '99	8	164	.1	.4	17	119	.1	.5	9	100	.1	.3	9	97	.1	.4	5	75	.1	.7	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	132	.2	.2	5	74	.2	.2	4	47	.1	.1	5	94	.2	.2	3	50	.1	.4	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																					
WI '00	7	110	.1	.3	16	58	.1	.5	10	76	.1	.3	6	60		.2	2	30		.3	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	12	104	.1	.6	28	86	.2	1.0	15	51	.1	.5	3	41		.1	6	21		.8	
SP '99	7	108	.1	.4	19	65	.2	.6	6	58		.2	4	32		.2	1	25		.1	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	7	174	.1	.3	21	130	.2	.7	8	69	.1	.3	3	49		.1	1	17		.1	
<b>XTRA-AM</b>																					
WI '00	51	910	.4	2.5	63	427	.5	2.0	105	549	.8	3.4	77	560	.6	3.0	7	116	.1	1.0	
FA '99	59	961	.5	2.9	56	403	.4	1.7	125	532	1.0	4.0	82	576	.6	3.3	17	202	.1	2.3	
SU '99	43	851	.3	2.2	51	486	.4	1.8	100	484	.8	3.3	62	509	.5	2.6	8	136	.1	1.1	
SP '99	51	888	.4	2.6	59	419	.5	1.9	109	532	.9	3.6	81	521	.6	3.4	12	167	.1	1.6	
<b>4-Book</b>	51	903	.4	2.6	57	434	.5	1.9	110	524	.9	3.6	76	542	.6	3.1	11	155	.1	1.5	
WI '99	59	1072	.5	2.9	80	499	.6	2.5	116	478	.9	3.7	90	611	.7	3.5	9	172	.1	1.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Persons 25-54

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XTRA-FM</b>																				
WI '00	85	1744	.7	4.2	145	992	1.1	4.5	129	823	1.0	4.1	114	1045	.9	4.5	23	416	.2	3.2
FA '99	84	1789	.6	4.1	121	858	.9	3.7	128	891	1.0	4.1	107	1008	.8	4.3	35	454	.3	4.7
SU '99	96	1778	.8	4.9	130	834	1.0	4.5	138	884	1.1	4.6	118	1146	.9	5.0	39	599	.3	5.1
SP '99	93	1736	.7	4.7	118	809	.9	3.9	163	925	1.3	5.3	122	1064	1.0	5.2	32	485	.3	4.2
4-Book	90	1762	.7	4.5	129	873	1.0	4.2	140	881	1.1	4.5	115	1066	.9	4.8	32	489	.3	4.3
WI '99	83	1718	.7	4.1	116	873	.9	3.7	117	750	.9	3.7	110	1054	.9	4.3	34	495	.3	4.3
<b>KFI -AM</b>																				
WI '00	31	540	.2	1.5	49	270	.4	1.5	60	306	.5	1.9	33	260	.3	1.3	15	93	.1	2.1
FA '99	32	673	.2	1.6	51	275	.4	1.6	38	287	.3	1.2	53	293	.4	2.2	14	153	.1	1.9
SU '99	21	510	.2	1.1	26	210	.2	.9	37	255	.3	1.2	29	302	.2	1.2	12	111	.1	1.6
SP '99	23	529	.2	1.2	36	211	.3	1.2	47	228	.4	1.5	18	196	.1	.8	7	105	.1	.9
4-Book	27	563	.2	1.4	41	242	.3	1.3	46	269	.4	1.5	33	263	.3	1.4	12	116	.1	1.6
WI '99	30	760	.2	1.5	46	346	.4	1.5	52	409	.4	1.7	45	398	.4	1.8	12	132	.1	1.5
<b>KKBT-FM</b>																				
WI '00	7	185	.1	.3	10	84	.1	.3	5	68	.2	.2	17	111	.1	.7	2	36	.3	.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	8	176	.1	.4	14	99	.1	.5	13	73	.1	.4	4	68	.2	.2	1	13	.1	.1
SP '99	4	145	.2	.2	4	53	.1	.1	3	55	.1	.1	8	62	.1	.3	2	37	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	102	.2	.2	10	56	.1	.3	5	42	.2	.2	4	76	.2	.2	1	14	.1	.1
<b>KNX -AM</b>																				
WI '00	11	368	.1	.5	27	230	.2	.8	11	162	.1	.4	8	123	.1	.3	8	99	.1	1.1
FA '99	9	307	.1	.4	13	128	.1	.4	11	172	.1	.4	10	148	.1	.4	6	106	.8	.8
SU '99	8	290	.1	.4	15	112	.1	.5	12	123	.1	.4	6	97	.3	.3	5	66	.7	.7
SP '99	10	325	.1	.5	14	174	.1	.5	9	126	.1	.3	11	180	.1	.5	13	122	.1	1.7
4-Book	10	323	.1	.5	17	161	.1	.6	11	146	.1	.4	9	137	.1	.4	8	98	.1	1.1
WI '99	9	357	.1	.4	17	181	.1	.5	6	122	.2	.2	14	197	.1	.5	6	76	.8	.8
<b>KSSE-FM</b>																				
WI '00	16	199	.1	.8	30	113	.2	.9	32	106	.2	1.0	17	93	.1	.7	1	22	.1	.1
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	10	245	.1	.5	23	153	.2	.7	8	121	.1	.3	7	88	.1	.3	5	70	.7	.7
FA '99	15	223	.1	.7	25	132	.2	.8	21	106	.2	.7	16	109	.1	.6	3	58	.4	.4
SU '99	13	256	.1	.7	23	173	.2	.8	18	125	.1	.6	19	153	.2	.8	3	76	.4	.4
SP '99	9	216	.1	.5	6	104	.2	.2	10	98	.1	.3	14	114	.1	.6	5	56	.7	.7
4-Book	12	235	.1	.6	19	141	.2	.6	14	113	.1	.5	14	116	.1	.6	4	65	.6	.6
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	23	268	.2	1.1	32	140	.2	1.0	46	162	.4	1.5	30	130	.2	1.2	7	65	.1	1.0
FA '99	8	220	.1	.4	11	96	.1	.3	12	127	.1	.4	7	80	.1	.3	5	78	.7	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	16	191	.1	.8	20	82	.2	.7	29	117	.2	.9	11	103	.1	.5	7	60	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 10	130	.1	.5	18	91	.1	.6	16	76	.1	.5	11	70	.1	.4	* 2	13	.3	.3
FA '99	14	121	.1	.7	25	63	.2	.8	25	72	.2	.8	14	55	.1	.6	1	7	.1	.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	12	130	.1	.6	13	70	.1	.4	19	117	.2	.6	14	56	.1	.6	10	30	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	8	120	.1	.4	10	64	.1	.3	13	85	.1	.4	6	51	.2	.2	5	26	.6	.6
<b>TOTALS</b>																				
WI '00	2029	12530	15.5		3198	10976	24.5		3125	9631	23.9		2542	10789	19.4		712	5803	5.4	
FA '99	2046	12485	15.6		3234	10983	24.7		3098	9893	23.7		2462	10726	18.8		744	6219	5.7	
SU '99	1942	11908	15.4		2903	10179	23.0		3030	9235	24.0		2367	10256	18.7		761	6052	6.0	
SP '99	1991	12036	15.8		3028	10506	24.0		3067	9642	24.3		2359	10278	18.7		759	6165	6.0	
4-Book	2002	12240	15.6		3091	10661	24.1		3080	9600	24.0		2433	10512	18.9		744	6060	5.8	
WI '99	2047	12042	16.2		3163	10791	25.0		3131	9579	24.8		2559	10407	20.3		784	6087	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 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>KBZT-FM</b>																				
WI '00	93	978	.7	3.1	43	512	.3	3.5	45	152	.3	3.1	85	236	.7	4.1	49	139	.4	3.2
4-Book	83	1049	.7	2.9	42	587	.3	3.3	40	139	.3	2.8	78	254	.6	3.6	55	188	.5	3.6
<b>KCBQ-AM</b>																				
WI '00	9	87	.1	.3	2	38	.2	.2	1	6	.1	.1	5	22	.2	.2	4	11	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	54	655	.4	1.8	19	268	.1	1.5	32	125	.2	2.2	37	86	.3	1.8	23	77	.2	1.5
4-Book	68	923	.5	2.4	38	570	.3	2.9	25	111	.2	1.8	42	142	.3	2.0	44	153	.3	2.9
<b>KFMB-FM</b>																				
WI '00	236	2281	1.8	8.0	55	1035	.4	4.4	73	303	.6	5.0	118	482	.9	5.7	72	330	.6	4.7
4-Book	200	2232	1.6	6.9	56	1041	.4	4.3	69	291	.6	4.7	99	422	.8	4.6	68	302	.6	4.5
<b>KFSD-FM</b>																				
WI '00	18	285	.1	.6	17	202	.1	1.4	9	45	.1	.6	19	51	.1	.9	23	67	.2	1.5
4-Book	20	363	.2	.7	15	218	.1	1.2	9	44	.1	.6	22	75	.2	1.0	18	56	.2	1.2
<b>KGB -FM</b>																				
WI '00	190	1859	1.5	6.4	55	877	.4	4.4	77	246	.6	5.3	91	376	.7	4.4	61	167	.5	4.0
4-Book	181	1817	1.4	6.3	60	904	.5	4.7	95	317	.8	6.5	102	348	.8	4.7	79	239	.6	5.2
<b>KHTS-FM</b>																				
WI '00	82	1500	.6	2.8	53	883	.4	4.3	44	145	.3	3.0	52	276	.4	2.5	45	254	.3	2.9
4-Book	82	1435	.7	2.9	52	848	.4	4.1	42	166	.3	2.9	82	348	.6	3.7	63	251	.5	4.1
<b>KIFM-FM</b>																				
WI '00	161	1381	1.2	5.4	78	827	.6	6.3	91	256	.7	6.2	110	316	.8	5.3	94	239	.7	6.1
4-Book	152	1378	1.2	5.3	74	868	.6	5.8	71	231	.5	4.9	121	356	.9	5.5	87	260	.7	5.7
<b>KIOZ-FM</b>																				
WI '00	146	1452	1.1	4.9	50	692	.4	4.0	39	165	.3	2.7	104	321	.8	5.0	86	265	.7	5.6
4-Book	140	1343	1.1	4.8	46	631	.4	3.6	43	143	.4	3.0	80	291	.6	3.7	57	208	.5	3.8
<b>KJQY-FM</b>																				
WI '00	113	1027	.9	3.8	59	643	.5	4.7	84	213	.6	5.7	107	251	.8	5.1	74	206	.6	4.8
4-Book	89	893	.7	3.1	39	538	.3	3.1	52	151	.4	3.6	74	214	.6	3.4	44	146	.4	2.9
<b>KLNV-FM</b>																				
WI '00	98	860	.7	3.3	65	588	.5	5.2	83	258	.6	5.7	103	279	.8	5.0	68	237	.5	4.4
4-Book	95	802	.7	3.3	61	549	.5	4.8	80	230	.6	5.5	108	269	.8	5.0	60	188	.5	4.0
<b>KLOV-FM</b>																				
WI '00	40	467	.3	1.3	22	308	.2	1.8	33	95	.3	2.3	36	129	.3	1.7	43	111	.3	2.8
4-Book	51	505	.4	1.8	25	295	.2	1.9	33	105	.3	2.3	43	125	.4	2.0	34	102	.3	2.3
<b>KMSX-FM</b>																				
WI '00	96	1290	.7	3.2	36	767	.3	2.9	37	216	.3	2.5	49	230	.4	2.4	50	180	.4	3.2
4-Book	95	1206	.7	3.3	38	665	.3	3.0	30	144	.2	2.1	81	293	.7	3.7	52	206	.4	3.4
<b>KOGO-AM</b>																				
WI '00	100	1106	.8	3.4	26	361	.2	2.1	39	118	.3	2.7	34	104	.3	1.6	12	34	.1	.8
4-Book	108	1061	.9	3.8	27	377	.2	2.1	48	155	.4	3.2	31	112	.3	1.4	14	48	.1	1.0
<b>KPLN-FM</b>																				
WI '00	89	1085	.7	3.0	31	543	.2	2.5	41	201	.3	2.8	52	261	.4	2.5	43	138	.3	2.8
4-Book	97	1081	.8	3.4	40	548	.3	3.1	42	169	.3	2.9	75	258	.6	3.5	49	164	.4	3.2
<b>KPOP-AM</b>																				
WI '00	23	123	.2	.8	13	111	.1	1.0	8	20	.1	.5	20	31	.2	1.0	18	34	.1	1.2
4-Book	19	153	.2	.7	8	101	.1	.6	10	32	.1	.7	16	43	.2	.7	9	28	.1	.6
<b>KPRZ-AM</b>																				
WI '00	24	301	.2	.8	6	125	.5	.5	11	48	.1	.8	3	12	.1	.1	9	21	.1	.6
4-Book	18	250	.2	.7	6	118	.4	.4	7	27	.1	.5	5	20	.1	.2	6	13	.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 25-54

		Persons 25-54																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSDO-AM	WI '00	19	192	.1	.6	1	27	.1	.1	1	6	.1	.1	2	27	.1	.1	2	13	.1	.1	
	4-Book	16	186	.1	.5	4	63	.3	.3	3	16	.2	.2	6	19	.3	.3	6	19	.1	.4	
KSON-AM	WI '00	7	149	.1	.2	1	48	.1	.1					4	23	.2	.2	2	15	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	128	1393	1.0	4.3	59	865	.5	4.7	68	210	.5	4.7	112	414	.9	5.4	99	296	.8	6.4	
	4-Book	166	1496	1.3	5.8	87	971	.7	6.8	94	304	.7	6.5	163	512	1.3	7.4	120	364	1.0	7.9	
KSPA-AM	WI '00	8	37	.1	.3	3	44	.2	.2	6	15	.4	.4	9	15	.1	.4	5	31	.3	.3	
	4-Book	5	42	.1	.2	3	29	.2	.2	5	11	.4	.4	6	10	.1	.3	4	15	.3	.3	
KXST-FM	WI '00	44	570	.3	1.5	23	382	.2	1.8	25	105	.2	1.7	38	168	.3	1.8	18	101	.1	1.2	
	4-Book	75	723	.6	2.6	32	426	.3	2.5	34	116	.3	2.3	61	193	.5	2.8	38	138	.3	2.6	
KYXY-FM	WI '00	186	1712	1.4	6.3	81	1098	.6	6.5	87	332	.7	6.0	136	445	1.0	6.5	89	366	.7	5.8	
	4-Book	175	1614	1.3	6.1	67	921	.5	5.3	76	275	.6	5.3	114	372	.9	5.2	72	275	.6	4.7	
XBAC-AM	WI '00	9	103	.1	.3	5	63	.4	.4	5	26	.3	.3	7	27	.1	.3					
	4-Book	11	136	.1	.4	4	68	.4	.4	4	22	.3	.3	8	25	.1	.4	3	17	.2	.2	
XEMO-AM	WI '00	6	110	.2	.2	3	51	.2	.2	6	19	.4	.4	4	23	.2	.2	6	13	.4	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	50	533	.4	1.7	27	355	.2	2.2	26	70	.2	1.8	49	123	.4	2.4	43	141	.3	2.8	
	4-Book	33	417	.3	1.2	24	261	.2	1.9	21	65	.2	1.5	37	98	.3	1.8	34	102	.3	2.2	
XHRM-FM	WI '00	117	1397	.9	3.9	61	751	.5	4.9	52	216	.4	3.6	84	324	.6	4.0	91	305	.7	5.9	
	4-Book	124	1389	1.0	4.3	68	852	.5	5.3	68	247	.5	4.7	117	396	.9	5.3	88	294	.7	5.8	
XHTZ-FM	WI '00	67	1064	.5	2.3	44	708	.3	3.5	45	193	.3	3.1	87	339	.7	4.2	51	199	.4	3.3	
	4-Book	66	1004	.5	2.3	38	629	.3	3.0	44	148	.3	3.0	68	268	.5	3.1	42	175	.3	2.8	
XLTN-FM	WI '00	33	362	.3	1.1	14	226	.1	1.1	15	66	.1	1.0	35	152	.3	1.7	18	85	.1	1.2	
	4-Book	31	376	.2	1.1	20	238	.2	1.6	23	67	.2	1.6	37	121	.3	1.7	21	74	.2	1.4	
XMDR-FM	WI '00	16	154	.1	.5	10	83	.1	.8	7	25	.1	.5	21	50	.2	1.0	3	15	.2	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	11	105	.1	.4	4	47	.3	.3	6	21	.4	.4	9	20	.1	.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	83	789	.6	2.8	25	346	.2	2.0	44	128	.3	3.0	47	141	.4	2.3	19	87	.1	1.2	
	4-Book	83	788	.7	2.9	21	316	.2	1.7	39	115	.3	2.6	27	100	.2	1.3	21	74	.2	1.4	
XTRA-FM	WI '00	129	1521	1.0	4.3	49	952	.4	3.9	47	194	.4	3.2	95	369	.7	4.6	55	268	.4	3.6	
	4-Book	129	1528	1.0	4.4	59	900	.5	4.6	56	227	.5	3.9	111	391	.8	5.1	77	296	.6	5.1	
KFI -AM	WI '00	48	492	.4	1.6	12	184	.1	1.0	4	31	.3	.3	20	85	.2	1.0	20	53	.2	1.3	
	4-Book	40	482	.3	1.4	13	194	.1	1.0	19	62	.2	1.3	26	89	.2	1.2	13	55	.1	.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Persons 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>KKBT-FM</b>																			
WI '00	10	144	.1	.3	5	112	.4	7	42	.1	.5	2	27	.1	.1	11	45	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																			
WI '00	15	318	.1	.5	7	132	.1	.6	8	51	.1	.5	3	16	.1	6	33	.1	.4
4-Book	12	257	.1	.4	6	114	.5	6	29	.1	.4	5	25	.1	.2	4	21	.3	.3
<b>KSSE-FM</b>																			
WI '00	27	180	.2	.9	6	47	.5	10	21	.1	.7	14	25	.1	.7	6	17	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																			
WI '00	12	201	.1	.4	9	161	.1	.7	19	48	.1	1.3	4	17	.2	11	29	.1	.7
4-Book	16	193	.2	.6	10	157	.1	.8	18	48	.1	1.2	15	45	.1	11	39	.1	.7
<b>XHTY-FM</b>																			
WI '00	36	248	.3	1.2	8	93	.1	.6	8	28	.1	.5	13	41	.1	9	30	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																			
WI '00	15	124	.1	.5	* 5	19	.4	14	19	.1	1.0	6	8	.3	6	8	.4	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																			
WI '00	2968	12337	22.7		1244	9662	9.5	1461	4440	11.2		2079	5644	15.9		1540	4395	11.8	
4-Book	2884	12046	22.5		1275	9463	9.9	1453	4283	11.3		2181	5740	17.0		1522	4349	11.9	

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



# Target Listener Estimates

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>KBZT-FM</b>																				
WI '00	12	65	.1	1.7	21	81	.2	2.3	63	185	.5	4.0	51	165	.4	4.4	20	91	.2	3.6
4-Book	15	75	.1	2.1	30	101	.3	3.2	53	196	.4	3.2	48	158	.4	4.1	22	90	.2	3.8
<b>KCBQ-AM</b>																				
WI '00					2	6	.2	.2	1	6	.1	.1	7	15	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	7	32	.1	1.0	22	82	.2	2.4	22	86	.2	1.4	9	53	.1	.8	2	12	.4	.4
4-Book	32	117	.3	4.5	19	65	.2	2.1	79	264	.6	4.8	47	191	.4	4.1	9	45	.1	1.5
<b>KFMB-FM</b>																				
WI '00	17	89	.1	2.5	29	137	.2	3.2	74	327	.6	4.7	40	180	.3	3.5	16	66	.1	2.8
4-Book	20	107	.2	2.9	31	171	.3	3.2	79	319	.6	4.8	61	232	.5	5.3	19	95	.2	3.2
<b>KFSD-FM</b>																				
WI '00	9	37	.1	1.3	19	73	.1	2.1	30	93	.2	1.9	23	71	.2	2.0	5	40	.9	.9
4-Book	7	34	.1	1.0	12	54	.1	1.3	28	94	.2	1.7	18	61	.2	1.5	5	25	.9	.9
<b>KGB -FM</b>																				
WI '00	40	115	.3	5.8	26	117	.2	2.9	70	276	.5	4.4	55	196	.4	4.7	20	93	.2	3.6
4-Book	31	105	.3	4.4	41	143	.3	4.1	67	236	.5	4.1	52	179	.4	4.6	19	88	.2	3.3
<b>KHTS-FM</b>																				
WI '00	37	177	.3	5.4	51	204	.4	5.6	110	354	.8	7.0	62	257	.5	5.3	21	102	.2	3.7
4-Book	31	135	.2	4.4	37	150	.3	3.8	79	312	.6	4.9	52	202	.4	4.6	27	113	.2	4.7
<b>KIFM-FM</b>																				
WI '00	40	180	.3	5.8	54	182	.4	6.0	109	311	.8	6.9	89	196	.7	7.7	43	141	.3	7.7
4-Book	33	149	.3	4.7	54	190	.4	5.5	112	343	.9	6.9	78	217	.6	6.7	37	137	.3	6.5
<b>KIOZ-FM</b>																				
WI '00	35	135	.3	5.1	12	50	.1	1.3	63	233	.5	4.0	39	121	.3	3.4	19	67	.1	3.4
4-Book	32	117	.3	4.5	27	82	.2	2.7	62	205	.5	3.8	44	156	.4	3.8	22	86	.2	3.9
<b>KJQY-FM</b>																				
WI '00	19	90	.1	2.8	72	187	.6	8.0	64	215	.5	4.1	40	153	.3	3.5	21	87	.2	3.7
4-Book	18	78	.1	2.6	39	124	.3	4.2	44	164	.4	2.7	33	112	.3	2.8	13	59	.1	2.3
<b>KLNV-FM</b>																				
WI '00	32	107	.2	4.7	69	209	.5	7.6	87	214	.7	5.5	52	178	.4	4.5	27	104	.2	4.8
4-Book	26	98	.2	3.8	52	162	.4	5.4	80	201	.6	4.9	53	140	.4	4.6	26	99	.2	4.5
<b>KLQV-FM</b>																				
WI '00	20	81	.2	2.9	9	29	.1	1.0	15	58	.1	1.0	10	28	.1	.9	14	42	.1	2.5
4-Book	14	71	.1	2.0	21	67	.2	2.2	23	88	.2	1.4	18	60	.1	1.6	14	52	.1	2.5
<b>KMSX-FM</b>																				
WI '00	32	152	.2	4.7	9	58	.1	1.0	49	246	.4	3.1	52	202	.4	4.5	11	74	.1	2.0
4-Book	21	98	.2	3.1	22	105	.2	2.3	47	174	.4	2.9	41	181	.3	3.5	10	77	.1	1.7
<b>KOGO-AM</b>																				
WI '00	24	83	.2	3.5	42	153	.3	4.6	23	74	.2	1.5	8	40	.1	.7	27	102	.2	4.8
4-Book	22	70	.2	3.2	38	131	.3	3.9	18	63	.2	1.1	14	52	.1	1.3	31	88	.2	5.3
<b>KPLN-FM</b>																				
WI '00	11	76	.1	1.6	14	96	.1	1.5	42	178	.3	2.7	30	137	.2	2.6	16	62	.1	2.8
4-Book	13	79	.1	1.9	21	91	.2	2.2	55	172	.4	3.4	43	156	.3	3.8	19	75	.2	3.2
<b>KPOP-AM</b>																				
WI '00	1	7	.1	.1	8	29	.1	.9	23	48	.2	1.5	24	34	.2	2.1	4	14	.7	.7
4-Book	4	27	.6	.6	5	18	.5	.5	10	29	.1	.7	9	17	.1	.8	2	10	.4	.4
<b>KPRZ-AM</b>																				
WI '00	1	8	.1	.1	13	72	.1	1.4	11	46	.1	.7	4	8	.3	.3	2	14	.4	.4
4-Book	3	8	.5	.5	17	68	.1	1.7	6	32	.1	.4	2	5	.1	.1	2	11	.3	.3

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	
KSDO-AM	WI '00	1	8		.1					1	8		.1									
	4-Book	2	6		.2	2	5		.2	4	14		.3	6	13		.5	2	12		.4	
KSON-AM	WI '00	1	5		.1	1	12		.1		6				6				6			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	29	104	.2	4.2	58	196	.4	6.4	61	267	.5	3.9	40	134	.3	3.5	15	71	.1	2.7	
	4-Book	45	155	.4	6.5	64	230	.5	6.7	103	371	.8	6.3	74	243	.6	6.4	34	128	.3	5.9	
KSPA-AM	WI '00		7			5	12		.6		7			1	6		.1					
	4-Book	1	6		.2	1	3		.2	3	5		.2		2			2	4		.3	
KXST-FM	WI '00	5	41		.7	28	63	.2	3.1	37	160	.3	2.4	26	116	.2	2.2	7	33	.1	1.2	
	4-Book	14	53	.1	1.9	24	77	.2	2.4	43	143	.3	2.6	28	98	.2	2.4	12	50	.1	2.0	
KYXY-FM	WI '00	46	172	.4	6.7	55	230	.4	6.1	102	401	.8	6.5	78	273	.6	6.7	55	169	.4	9.8	
	4-Book	38	153	.3	5.4	50	189	.4	5.3	82	291	.6	5.1	63	211	.5	5.4	41	141	.3	7.0	
XBAC-AM	WI '00	2	6		.3	6	17		.7	10	31	.1	.6	2	7		.2	6	18		1.1	
	4-Book	3	8		.4	5	13		.5	5	22		.3	3	15		.3	2	8		.3	
XEMO-AM	WI '00	3	17		.4		8							5	6		.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	17	79	.1	2.5	14	40	.1	1.5	23	122	.2	1.5	26	94	.2	2.2	16	58	.1	2.8	
	4-Book	15	56	.1	2.1	17	55	.1	1.8	30	86	.2	1.9	23	62	.2	2.0	10	43	.1	1.7	
XHRM-FM	WI '00	49	139	.4	7.1	39	144	.3	4.3	62	196	.5	3.9	67	231	.5	5.8	47	127	.4	8.4	
	4-Book	50	185	.4	7.1	43	163	.3	4.5	72	245	.6	4.4	56	197	.4	4.8	46	144	.4	8.1	
XHTZ-FM	WI '00	37	163	.3	5.4	21	60	.2	2.3	39	167	.3	2.5	40	146	.3	3.5	28	139	.2	5.0	
	4-Book	34	132	.3	4.7	20	73	.2	2.1	43	189	.4	2.6	32	130	.3	2.8	21	112	.2	3.6	
XLTN-FM	WI '00	11	52	.1	1.6	2	17		.2	17	57	.1	1.1	8	47	.1	.7	6	20		1.1	
	4-Book	17	59	.1	2.4	16	48	.1	1.7	24	77	.2	1.5	14	48	.1	1.2	7	24		1.2	
XMOR-FM	WI '00	2	9		.3	4	12		.4	17	29	.1	1.1	13	47	.1	1.1	12	29	.1	2.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	1	8		.1	6	11		.7	4	14		.3	1	9		.1	4	15		.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	2	15		.3	18	73	.1	2.0	44	161	.3	2.8	20	90	.2	1.7	1	9		.2	
	4-Book	4	22		.6	22	79	.2	2.3	33	111	.2	2.0	23	93	.2	2.0	4	23		.7	
XTRA-FM	WI '00	33	180	.3	4.8	36	161	.3	4.0	58	268	.4	3.7	43	194	.3	3.7	19	104	.1	3.4	
	4-Book	37	147	.3	5.3	41	186	.3	4.3	76	308	.6	4.7	46	200	.3	4.0	24	113	.2	4.1	
KFI -AM	WI '00	5	24		.7	7	24	.1	.8	20	69	.2	1.3	18	51	.1	1.6	2	19		.4	
	4-Book	3	18		.4	12	36	.1	1.2	18	61	.2	1.1	9	31	.1	.8	3	16		.5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KKBT-FM</b>																				
WI '00	6	34		.9	1	6		.1	2	22		.1	7	36	.1	.6	5	25		.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	7	30	.1	1.0	9	52	.1	1.0	7	26	.1	.4	7	20	.1	.6	8	27	.1	1.4
4-Book	7	24	.1	1.0	4	22		.4	6	27	.1	.4	6	25	.1	.6	7	24	.1	1.2
<b>KSSE-FM</b>																				
WI '00	1	12		.1	5	5		.6	7	14	.1	.4	3	5		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	1	8		.1	19	92	.1	2.1	7	40	.1	.4	8	16	.1	.7	5	13		.9
4-Book	3	11		.3	12	55	.1	1.2	14	63	.1	.8	10	32	.1	.8	3	13		.5
<b>XHTY-FM</b>																				
WI '00	3	18		.4	11	33	.1	1.2	11	29	.1	.7	10	22	.1	.9	2	11		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*				2	8		.2	8	19	.1	.5	4	8		.3	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	688	2394	5.3		904	3057	6.9		1574	4557	12.0		1159	3370	8.9		562	1962	4.3	
4-Book	700	2361	5.5		963	3079	7.5		1637	4617	12.8		1157	3385	9.0		579	2046	4.5	

Target Listener Estimates - Persons 25-54

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

# Target Listener 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>KBZT-FM</b>																				
WI '00	68	1303	.6	4.2	100	682	1.0	3.9	101	654	1.0	4.0	94	742	.9	4.8	16	303	.2	2.9
FA '99	60	1397	.6	3.7	80	714	.8	3.1	103	704	1.0	4.2	69	710	.7	3.5	14	254	.1	2.5
SU '99	60	1204	.6	3.9	100	617	1.0	4.3	89	646	.9	3.7	63	712	.6	3.5	12	234	.1	2.0
SP '99	66	1368	.7	4.3	90	700	.9	3.9	110	764	1.1	4.8	81	732	.8	4.5	18	361	.2	3.0
4-Book	64	1318	.6	4.0	93	678	.9	3.8	101	692	1.0	4.2	77	724	.8	4.1	15	288	.2	2.6
WI '99	77	1427	.8	4.9	108	811	1.1	4.5	129	732	1.3	5.4	92	798	.9	4.7	21	317	.2	3.6
<b>KCBQ-AM</b>																				
WI '00	9	135	.1	.6	8	48	.1	.3	29	96	.3	1.2	3	52	.2		3	33		.5
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	8	160	.1	.5	8	42	.1	.3	21	98	.2	.9	8	59	.1	.4	2	18		.3
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	6	175	.1	.4	7	77	.1	.3	9	95	.1	.4	12	93	.1	.6	2	44		.3
<b>KFMB-AM</b>																				
WI '00	50	972	.5	3.1	107	570	1.0	4.1	70	490	.7	2.8	58	464	.6	3.0	14	171	.1	2.5
FA '99	60	1362	.6	3.7	96	619	.9	3.7	76	570	.7	3.1	77	656	.7	3.9	20	316	.2	3.6
SU '99	89	1643	.9	5.8	108	628	1.1	4.6	89	657	.9	3.7	125	961	1.3	7.0	77	717	.8	12.9
SP '99	86	1498	.9	5.6	136	719	1.4	5.9	109	743	1.1	4.7	107	889	1.1	6.0	55	558	.6	9.2
4-Book	71	1369	.7	4.6	112	634	1.1	4.6	86	615	.9	3.6	92	743	.9	5.0	42	441	.4	7.1
WI '99	55	1095	.6	3.5	92	608	.9	3.8	84	522	.8	3.5	89	708	.9	4.6	10	213	.1	1.7
<b>KFMB-FM</b>																				
WI '00	81	1419	.8	5.0	228	988	2.2	8.8	108	688	1.0	4.3	85	712	.8	4.3	15	258	.1	2.7
FA '99	66	1392	.6	4.0	131	819	1.2	5.1	81	612	.8	3.3	90	741	.9	4.5	20	264	.2	3.6
SU '99	74	1502	.7	4.8	164	903	1.6	7.0	113	720	1.1	4.7	87	758	.9	4.8	13	364	.1	2.2
SP '99	70	1466	.7	4.6	185	929	1.9	8.0	84	609	.8	3.6	68	714	.7	3.8	13	306	.1	2.2
4-Book	73	1445	.7	4.6	177	910	1.7	7.2	97	657	.9	4.0	83	731	.8	4.4	15	298	.1	2.7
WI '99	68	1295	.7	4.3	160	812	1.6	6.6	96	566	1.0	4.0	77	671	.8	4.0	10	204	.1	1.7
<b>KFSD-FM</b>																				
WI '00	17	361	.2	1.0	17	170	.2	.7	18	165	.2	.7	21	181	.2	1.1	12	115	.1	2.1
FA '99	30	550	.3	1.8	28	275	.3	1.1	47	274	.4	1.9	36	353	.3	1.8	20	153	.2	3.6
SU '99	15	383	.2	1.0	18	177	.2	.8	20	197	.2	.8	21	191	.2	1.2	10	116	.1	1.7
SP '99	27	494	.3	1.8	35	260	.4	1.5	32	272	.3	1.4	23	311	.2	1.3	17	170	.2	2.8
4-Book	22	447	.3	1.4	25	221	.3	1.0	29	227	.3	1.2	25	259	.2	1.4	15	139	.2	2.6
WI '99	20	442	.2	1.3	33	237	.3	1.4	32	229	.3	1.3	26	220	.3	1.3	5	91	.1	.9
<b>KGB -FM</b>																				
WI '00	81	1326	.8	5.0	205	867	2.0	7.9	93	563	.9	3.7	78	719	.7	4.0	25	274	.2	4.5
FA '99	87	1375	.8	5.3	217	873	2.1	8.4	119	624	1.1	4.8	79	690	.8	4.0	15	272	.1	2.7
SU '99	74	1233	.7	4.8	142	664	1.4	6.0	98	593	1.0	4.1	80	603	.8	4.5	21	261	.2	3.5
SP '99	68	1220	.7	4.4	172	719	1.7	7.4	80	610	.8	3.5	60	558	.6	3.3	17	291	.2	2.8
4-Book	78	1289	.8	4.9	184	781	1.8	7.4	98	598	1.0	4.0	74	643	.7	4.0	20	275	.2	3.4
WI '99	76	1154	.8	4.8	161	720	1.6	6.7	117	672	1.2	4.9	77	566	.8	4.0	26	273	.3	4.5
<b>KHTS-FM</b>																				
WI '00	30	978	.3	1.8	41	438	.4	1.6	30	366	.3	1.2	41	479	.4	2.1	14	224	.1	2.5
FA '99	30	895	.3	1.8	43	402	.4	1.7	44	433	.4	1.8	41	372	.4	2.1	10	179	.1	1.8
SU '99	25	848	.3	1.6	33	300	.3	1.4	33	355	.3	1.4	29	425	.3	1.6	16	244	.2	2.7
SP '99	22	878	.2	1.4	26	349	.3	1.1	23	350	.2	1.0	32	448	.3	1.8	8	184	.1	1.3
4-Book	27	900	.3	1.7	36	372	.4	1.5	33	376	.3	1.4	36	431	.4	1.9	12	208	.1	2.1
WI '99	32	892	.3	2.0	45	418	.5	1.9	29	318	.3	1.2	44	467	.4	2.3	17	212	.2	3.0
<b>KIFM-FM</b>																				
WI '00	127	1743	1.2	7.8	151	825	1.4	5.9	219	892	2.1	8.8	164	1044	1.6	8.4	45	516	.4	8.1
FA '99	119	1873	1.1	7.3	154	935	1.5	6.0	185	925	1.8	7.5	155	1129	1.5	7.8	50	573	.5	8.9
SU '99	84	1302	.8	5.4	110	627	1.1	4.7	137	676	1.4	5.7	102	845	1.0	5.7	26	378	.3	4.4
SP '99	106	1410	1.1	6.9	121	726	1.2	5.2	177	738	1.8	7.7	129	782	1.3	7.2	36	374	.4	6.0
4-Book	109	1582	1.1	6.9	134	778	1.3	5.5	180	808	1.8	7.4	138	950	1.4	7.3	39	460	.4	6.9
WI '99	97	1353	1.0	6.2	109	702	1.1	4.5	152	731	1.5	6.4	124	770	1.2	6.4	34	458	.3	5.9

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

# Target Listener Trends

## Persons 35-64

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>KIOZ-FM</b>																					
WI '00	36	618	.3	2.2	81	341	.8	3.1	45	271	.4	1.8	44	316	.4	2.2	7	94	.1	1.3	
FA '99	29	633	.3	1.8	77	353	.7	3.0	33	262	.3	1.3	28	198	.3	1.4	10	105	.1	1.8	
SU '99	29	469	.3	1.9	75	304	.8	3.2	35	241	.4	1.5	26	219	.3	1.4	13	129	.1	2.2	
SP '99	35	572	.4	2.3	107	353	1.1	4.6	44	336	.4	1.9	19	219	.2	1.1	10	151	.1	1.7	
<b>4-Book</b>	<b>32</b>	<b>573</b>	<b>.3</b>	<b>2.1</b>	<b>85</b>	<b>338</b>	<b>.9</b>	<b>3.5</b>	<b>39</b>	<b>278</b>	<b>.4</b>	<b>1.6</b>	<b>29</b>	<b>238</b>	<b>.3</b>	<b>1.5</b>	<b>10</b>	<b>120</b>	<b>.1</b>	<b>1.8</b>	
WI '99	31	570	.3	2.0	74	359	.7	3.1	46	249	.5	1.9	32	268	.3	1.6	10	127	.1	1.7	
<b>KJQY-FM</b>																					
WI '00	75	1203	.7	4.6	98	572	.9	3.8	124	560	1.2	5.0	83	642	.8	4.2	17	288	.2	3.0	
FA '99	60	1056	.6	3.7	96	541	.9	3.7	102	508	1.0	4.1	61	566	.6	3.1	27	331	.3	4.8	
SU '99	63	1088	.6	4.1	84	500	.8	3.6	111	548	1.1	4.6	66	558	.7	3.7	24	236	.2	4.0	
SP '99	61	1068	.6	4.0	81	498	.8	3.5	103	546	1.0	4.5	75	576	.8	4.2	20	266	.2	3.4	
<b>4-Book</b>	<b>65</b>	<b>1104</b>	<b>.6</b>	<b>4.1</b>	<b>90</b>	<b>528</b>	<b>.9</b>	<b>3.7</b>	<b>110</b>	<b>541</b>	<b>1.1</b>	<b>4.6</b>	<b>71</b>	<b>586</b>	<b>.7</b>	<b>3.8</b>	<b>22</b>	<b>280</b>	<b>.2</b>	<b>3.8</b>	
WI '99	57	1297	.6	3.6	61	670	.6	2.5	78	603	.8	3.3	74	715	.7	3.8	31	330	.3	5.4	
<b>KLVN-FM</b>																					
WI '00	47	515	.4	2.9	85	335	.8	3.3	60	349	.6	2.4	45	310	.4	2.3	12	142	.1	2.1	
FA '99	36	401	.3	2.2	49	240	.5	1.9	61	222	.6	2.5	36	242	.3	1.8	15	131	.1	2.7	
SU '99	41	532	.4	2.7	63	315	.6	2.7	70	355	.7	2.9	31	288	.3	1.7	15	154	.2	2.5	
SP '99	36	452	.4	2.3	47	257	.5	2.0	53	286	.5	2.3	41	284	.4	2.3	11	141	.1	1.8	
<b>4-Book</b>	<b>40</b>	<b>475</b>	<b>.4</b>	<b>2.5</b>	<b>61</b>	<b>287</b>	<b>.6</b>	<b>2.5</b>	<b>61</b>	<b>303</b>	<b>.6</b>	<b>2.5</b>	<b>38</b>	<b>281</b>	<b>.4</b>	<b>2.0</b>	<b>13</b>	<b>142</b>	<b>.1</b>	<b>2.3</b>	
WI '99	51	637	.5	3.3	64	412	.6	2.7	66	396	.7	2.8	66	361	.7	3.4	20	172	.2	3.5	
<b>KLDV-FM</b>																					
WI '00	17	335	.2	1.0	31	186	.3	1.2	24	176	.2	1.0	23	183	.2	1.2	4	78		.7	
FA '99	25	313	.2	1.5	34	261	.3	1.3	45	203	.4	1.8	29	167	.3	1.5	7	111	.1	1.2	
SU '99	16	284	.2	1.0	24	169	.2	1.0	24	142	.2	1.0	23	186	.2	1.3	4	76		.7	
SP '99	14	298	.1	.9	22	157	.2	.9	15	162	.2	.7	20	173	.2	1.1	7	115	.1	1.2	
<b>4-Book</b>	<b>18</b>	<b>308</b>	<b>.2</b>	<b>1.1</b>	<b>28</b>	<b>193</b>	<b>.3</b>	<b>1.1</b>	<b>27</b>	<b>171</b>	<b>.3</b>	<b>1.1</b>	<b>24</b>	<b>177</b>	<b>.2</b>	<b>1.3</b>	<b>6</b>	<b>95</b>	<b>.1</b>	<b>1.0</b>	
WI '99	31	428	.3	2.0	44	251	.4	1.8	42	243	.4	1.8	36	221	.4	1.8	20	140	.2	3.5	
<b>KMSX-FM</b>																					
WI '00	33	779	.3	2.0	36	390	.3	1.4	52	379	.5	2.1	51	444	.5	2.6	14	163	.1	2.5	
FA '99	27	716	.3	1.7	39	330	.4	1.5	36	360	.3	1.5	29	368	.3	1.5	11	160	.1	2.0	
SU '99	34	813	.3	2.2	49	388	.5	2.1	60	455	.6	2.5	41	453	.4	2.3	11	229	.1	1.8	
SP '99	37	658	.4	2.4	50	309	.5	2.2	68	364	.7	3.0	47	401	.5	2.6	6	97	.1	1.0	
<b>4-Book</b>	<b>33</b>	<b>742</b>	<b>.3</b>	<b>2.1</b>	<b>44</b>	<b>354</b>	<b>.4</b>	<b>1.8</b>	<b>54</b>	<b>390</b>	<b>.5</b>	<b>2.3</b>	<b>42</b>	<b>417</b>	<b>.4</b>	<b>2.3</b>	<b>11</b>	<b>162</b>	<b>.1</b>	<b>1.8</b>	
WI '99	31	619	.3	2.0	58	332	.6	2.4	41	320	.4	1.7	34	320	.3	1.7	11	162	.1	1.9	
<b>KOGO-AM</b>																					
WI '00	98	1477	.9	6.0	145	864	1.4	5.6	180	927	1.7	7.2	121	737	1.2	6.2	44	290	.4	7.9	
FA '99	93	1438	.9	5.7	158	870	1.5	6.1	144	780	1.4	5.8	121	710	1.2	6.1	41	386	.4	7.3	
SU '99	105	1319	1.1	6.8	148	816	1.5	6.3	191	797	1.9	7.9	137	694	1.4	7.6	53	358	.5	8.9	
SP '99	85	1306	.9	5.5	125	780	1.3	5.4	151	834	1.5	6.6	95	655	1.0	5.3	55	361	.6	9.2	
<b>4-Book</b>	<b>95</b>	<b>1385</b>	<b>1.0</b>	<b>6.0</b>	<b>144</b>	<b>833</b>	<b>1.4</b>	<b>5.9</b>	<b>167</b>	<b>835</b>	<b>1.6</b>	<b>6.9</b>	<b>119</b>	<b>699</b>	<b>1.2</b>	<b>6.3</b>	<b>48</b>	<b>349</b>	<b>.5</b>	<b>8.3</b>	
WI '99	93	1354	.9	5.9	137	819	1.4	5.7	197	927	2.0	8.3	98	704	1.0	5.0	51	362	.5	8.9	
<b>KPLN-FM</b>																					
WI '00	45	914	.4	2.8	58	464	.6	2.2	84	554	.8	3.4	65	599	.6	3.3	12	221	.1	2.1	
FA '99	45	932	.4	2.8	55	440	.5	2.1	73	487	.7	3.0	68	588	.6	3.4	16	270	.2	2.9	
SU '99	44	863	.4	2.8	68	434	.7	2.9	86	459	.9	3.6	45	380	.5	2.5	8	155	.1	1.3	
SP '99	43	875	.4	2.8	57	413	.6	2.5	68	405	.7	3.0	60	515	.6	3.3	14	220	.1	2.3	
<b>4-Book</b>	<b>44</b>	<b>896</b>	<b>.4</b>	<b>2.8</b>	<b>60</b>	<b>438</b>	<b>.6</b>	<b>2.4</b>	<b>78</b>	<b>476</b>	<b>.8</b>	<b>3.3</b>	<b>60</b>	<b>521</b>	<b>.6</b>	<b>3.1</b>	<b>13</b>	<b>217</b>	<b>.1</b>	<b>2.2</b>	
WI '99	43	856	.4	2.7	69	440	.7	2.9	70	453	.7	2.9	53	507	.5	2.7	12	192	.1	2.1	
<b>KPOP-AM</b>																					
WI '00	21	403	.2	1.3	23	165	.2	.9	40	215	.4	1.6	25	190	.2	1.3	5	81		.9	
FA '99	22	317	.2	1.3	30	177	.3	1.2	37	164	.4	1.5	29	201	.3	1.5	7	88	.1	1.2	
SU '99	35	331	.4	2.3	46	213	.5	2.0	59	174	.6	2.5	41	242	.4	2.3	18	125	.2	3.0	
SP '99	39	473	.4	2.5	58	227	.6	2.5	57	245	.6	2.5	51	268	.5	2.8	19	94	.2	3.2	
<b>4-Book</b>	<b>29</b>	<b>381</b>	<b>.3</b>	<b>1.9</b>	<b>39</b>	<b>196</b>	<b>.4</b>	<b>1.7</b>	<b>48</b>	<b>200</b>	<b>.5</b>	<b>2.0</b>	<b>37</b>	<b>225</b>	<b>.4</b>	<b>2.0</b>	<b>12</b>	<b>97</b>	<b>.1</b>	<b>2.1</b>	
WI '99	27	441	.3	1.7	44	244	.4	1.8	44	268	.4	1.8	23	244	.2	1.2	7	95	.1	1.2	

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

\* Listener estimates adjusted for  
reported broadcast schedule.

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

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

# Target Listener Trends

Persons 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KPRZ-AM</b>																			
WI '00	16	356	.2	1.0	42	250	.4	1.6	23	188	.2	.9	15	150	.1	.8	4	88	.7
FA '99	16	287	.2	1.0	43	182	.4	1.7	14	88	.1	.6	19	120	.2	1.0	5	42	.9
SU '99	17	260	.2	1.1	41	175	.4	1.7	27	129	.3	1.1	13	99	.1	.7	5	57	.8
SP '99	10	250	.1	.7	21	180	.2	.9	12	87	.1	.5	13	116	.1	.7	6	81	1.0
4-Book	15	288	.2	1.0	37	197	.4	1.5	19	123	.2	.8	15	121	.1	.8	5	67	.9
WI '99	8	279	.1	.5	22	192	.2	.9	8	119	.1	.3	9	129	.1	.5	3	58	.5
<b>KSDO-AM</b>																			
WI '00	16	343	.2	1.0	27	158	.3	1.0	39	221	.4	1.6	17	184	.2	.9	2	42	.4
FA '99	17	359	.2	1.0	32	248	.3	1.2	21	179	.2	.9	20	204	.2	1.0	9	65	1.6
SU '99	21	341	.2	1.4	35	158	.4	1.5	39	221	.4	1.6	15	143	.2	.8	9	79	1.5
SP '99	11	317	.1	.7	19	174	.2	.8	21	151	.2	.9	12	145	.1	.7	3	56	.5
4-Book	16	340	.2	1.0	28	185	.3	1.1	30	193	.3	1.3	16	169	.2	.9	6	61	1.0
WI '99	17	448	.2	1.1	27	224	.3	1.1	31	222	.3	1.3	21	216	.2	1.1	9	96	1.6
<b>KSON-AM</b>																			
WI '00	3	157	.2	.2	6	65	.1	.2	6	82	.1	.2	4	57	.2	.2	6		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																			
WI '00	81	1400	.8	5.0	105	792	1.0	4.1	124	726	1.2	5.0	112	923	1.1	5.7	39	274	7.0
FA '99	105	1570	1.0	6.4	179	948	1.7	6.9	162	781	1.5	6.6	127	865	1.2	6.4	27	371	4.8
SU '99	135	1359	1.4	8.7	208	933	2.1	8.9	195	864	2.0	8.1	150	918	1.5	8.4	52	457	8.7
SP '99	113	1463	1.1	7.4	145	887	1.5	6.2	144	785	1.4	6.2	145	941	1.5	8.1	38	394	6.4
4-Book	109	1448	1.1	6.9	159	890	1.6	6.5	156	789	1.5	6.5	134	912	1.3	7.2	39	374	6.7
WI '99	114	1417	1.1	7.3	159	883	1.6	6.6	195	950	2.0	8.2	148	900	1.5	7.6	26	378	4.5
<b>KSPA-AM</b>																			
WI '00	7	108	.1	.4	9	56	.1	.3	11	57	.1	.4	10	82	.1	.5	1	17	.2
FA '99	8	107	.1	.5	13	65	.1	.5	13	61	.1	.5	6	77	.1	.3	7		
SU '99	4	68	.3	.3	11	40	.1	.5	5	29	.1	.2	3	8	.2	.2	6		
SP '99	5	103	.1	.3	9	67	.1	.4	7	41	.1	.3	4	39	.2	.2	2	28	.3
4-Book	6	97	.1	.4	11	57	.1	.4	9	47	.1	.4	6	52	.1	.3	1	15	.1
WI '99	8	102	.1	.5	12	59	.1	.5	13	53	.1	.5	4	45	.2	.2	1	23	.2
<b>KXST-FM</b>																			
WI '00	24	465	.2	1.5	28	202	.3	1.1	48	255	.5	1.9	32	275	.3	1.6	2	87	.4
FA '99	54	736	.5	3.3	74	365	.7	2.9	85	378	.8	3.4	69	485	.7	3.5	17	231	3.0
SU '99	31	570	.3	2.0	38	259	.4	1.6	56	281	.6	2.3	44	358	.4	2.5	10	141	1.7
SP '99	41	633	.4	2.7	55	382	.6	2.4	78	364	.8	3.4	49	385	.5	2.7	8	178	1.3
4-Book	38	601	.4	2.4	49	302	.5	2.0	67	320	.7	2.8	49	376	.5	2.6	9	159	1.6
WI '99	26	571	.3	1.7	38	313	.4	1.6	44	295	.4	1.8	27	344	.3	1.4	4	71	.7
<b>KYXY-FM</b>																			
WI '00	132	1802	1.3	8.1	188	1070	1.8	7.3	221	1067	2.1	8.9	149	1001	1.4	7.6	47	526	8.4
FA '99	106	1635	1.0	6.5	164	986	1.6	6.4	194	964	1.9	7.9	131	982	1.2	6.6	26	408	4.6
SU '99	103	1608	1.0	6.7	139	853	1.4	5.9	174	815	1.7	7.2	134	934	1.3	7.5	36	442	6.1
SP '99	102	1474	1.0	6.6	141	832	1.4	6.1	186	833	1.9	8.1	118	795	1.2	6.6	34	337	5.7
4-Book	111	1630	1.1	7.0	158	935	1.6	6.4	194	920	1.9	8.0	133	928	1.3	7.1	36	428	6.2
WI '99	119	1621	1.2	7.6	169	1028	1.7	7.0	182	948	1.8	7.6	162	1008	1.6	8.3	49	486	8.5
<b>XBAC-AM</b>																			
WI '00	12	206	.1	.7	11	100	.1	.4	16	135	.2	.6	13	91	.1	.7	10	65	1.8
FA '99	16	237	.2	1.0	23	143	.2	.9	35	176	.3	1.4	22	141	.2	1.1	3	51	.5
SU '99	14	210	.1	.9	20	124	.2	.9	20	116	.2	.8	13	97	.1	.7	10	46	1.7
SP '99	11	248	.1	.7	12	125	.1	.5	17	121	.2	.7	13	134	.1	.7	9	99	1.5
4-Book	13	225	.1	.8	17	123	.2	.7	22	137	.2	.9	15	116	.1	.8	8	65	1.4
WI '99	11	313	.1	.7	11	115	.1	.5	18	183	.2	.8	14	150	.1	.7	3	54	.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XEMO-AM</b>																					
WI '00	3	82		.2	7	42	.1	.3	5	33		.2	2	34		.1	2	43		.4	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	5	102	.1	.3	11	51	.1	.5	8	37	.1	.3	3	46	.2	.2	**	**	**	**	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																					
WI '00	37	563	.4	2.3	54	319	.5	2.1	57	333	.5	2.3	44	360	.4	2.2	13	184	.1	2.3	
FA '99	18	525	.2	1.1	20	227	.2	.8	23	218	.2	.9	26	309	.2	1.3	6	99	.1	1.1	
SU '99	27	376	.3	1.7	29	215	.3	1.2	40	207	.4	1.7	34	214	.3	1.9	7	96	.1	1.2	
SP '99	18	226	.2	1.2	25	94	.3	1.1	31	103	.3	1.3	16	127	.2	.9	7	75	.1	1.2	
<b>4-Book</b>	<b>25</b>	<b>423</b>	<b>.3</b>	<b>1.6</b>	<b>32</b>	<b>214</b>	<b>.3</b>	<b>1.3</b>	<b>38</b>	<b>215</b>	<b>.4</b>	<b>1.6</b>	<b>30</b>	<b>253</b>	<b>.3</b>	<b>1.6</b>	<b>8</b>	<b>114</b>	<b>.1</b>	<b>1.5</b>	
WI '99	13	314	.1	.8	18	188	.2	.7	15	125	.2	.6	24	188	.2	1.2	6	88	.1	1.0	
<b>XHRM-FM</b>																					
WI '00	73	1019	.7	4.5	105	514	1.0	4.1	104	476	1.0	4.2	90	592	.9	4.6	30	326	.3	5.4	
FA '99	65	1028	.6	4.0	93	596	.9	3.6	94	576	.9	3.8	82	596	.8	4.1	17	279	.2	3.0	
SU '99	60	1008	.6	3.9	90	496	.9	3.8	88	525	.9	3.7	72	597	.7	4.0	19	251	.2	3.2	
SP '99	58	1052	.6	3.8	79	575	.8	3.4	86	546	.9	3.7	70	589	.7	3.9	23	337	.2	3.9	
<b>4-Book</b>	<b>64</b>	<b>1027</b>	<b>.6</b>	<b>4.1</b>	<b>92</b>	<b>545</b>	<b>.9</b>	<b>3.7</b>	<b>93</b>	<b>531</b>	<b>.9</b>	<b>3.9</b>	<b>79</b>	<b>594</b>	<b>.8</b>	<b>4.2</b>	<b>22</b>	<b>298</b>	<b>.2</b>	<b>3.9</b>	
WI '99	66	1054	.7	4.2	90	540	.9	3.7	93	538	.9	3.9	78	588	.8	4.0	37	350	.4	6.4	
<b>XHTZ-FM</b>																					
WI '00	20	480	.2	1.2	18	215	.2	.7	26	253	.2	1.0	31	240	.3	1.6	14	184	.1	2.5	
FA '99	18	418	.2	1.1	26	163	.2	1.0	28	175	.3	1.1	28	189	.3	1.4	3	74	.1	1.5	
SU '99	13	401	.1	.8	16	190	.2	.7	16	184	.2	.7	16	177	.2	.9	8	88	.1	1.3	
SP '99	19	481	.2	1.2	22	219	.2	.9	26	226	.3	1.1	24	245	.2	1.3	8	90	.1	1.3	
<b>4-Book</b>	<b>18</b>	<b>445</b>	<b>.2</b>	<b>1.1</b>	<b>21</b>	<b>197</b>	<b>.2</b>	<b>.8</b>	<b>24</b>	<b>210</b>	<b>.3</b>	<b>1.0</b>	<b>25</b>	<b>213</b>	<b>.3</b>	<b>1.3</b>	<b>8</b>	<b>109</b>	<b>.1</b>	<b>1.4</b>	
WI '99	25	479	.3	1.6	36	265	.4	1.5	31	236	.3	1.3	26	196	.3	1.3	18	133	.2	3.1	
<b>XLTN-FM</b>																					
WI '00	6	217	.1	.4	7	92	.1	.3	11	98	.1	.4	8	94	.1	.4	2	51		.4	
FA '99	16	257	.2	1.0	22	135	.2	.9	23	150	.2	.9	17	135	.2	.9	5	63		.9	
SU '99	16	240	.2	1.0	19	112	.2	.8	27	175	.3	1.1	15	100	.2	.8	4	51		.7	
SP '99	16	297	.2	1.0	22	181	.2	.9	24	174	.2	1.0	11	114	.1	.6	8	91	.1	1.3	
<b>4-Book</b>	<b>14</b>	<b>253</b>	<b>.2</b>	<b>.9</b>	<b>18</b>	<b>130</b>	<b>.2</b>	<b>.7</b>	<b>21</b>	<b>149</b>	<b>.2</b>	<b>.9</b>	<b>13</b>	<b>111</b>	<b>.2</b>	<b>.7</b>	<b>5</b>	<b>64</b>		<b>.8</b>	
WI '99	11	253	.1	.7	15	144	.2	.6	14	138	.1	.6	13	143	.1	.7	6	60	.1	1.0	
<b>XMOR-FM</b>																					
WI '00	4	56		.2	7	25	.1	.3	6	25	.1	.2	6	41	.1	.3	1	22		.2	
FA '99	1	48		.1	4	36		.2	2	15		.1	1	29		.1		12			
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	1	56		.1	1	26		.1	1	19		.1	2	44		.1	1	20		.2	
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																					
WI '00	3	39		.2	5	14		.2	4	32		.2	4	24		.2	1	17		.2	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	14	98	.1	.9	38	81	.4	1.6	12	36	.1	.5	4	40	.2	.2	6	21	.1	1.0	
SP '99	6	84	.1	.4	11	45	.1	.5	12	50	.1	.5	3	26	.2	.2	3	21		.5	
<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 '99	4	85		.3	12	57	.1	.5	4	36		.2	2	28		.1		7			
<b>XTRA-AM</b>																					
WI '00	47	824	.4	2.9	58	360	.6	2.2	82	468	.8	3.3	75	493	.7	3.8	12	109	.1	2.1	
FA '99	50	850	.5	3.1	51	352	.5	2.0	102	442	1.0	4.1	73	492	.7	3.7	12	169	.1	2.1	
SU '99	28	641	.3	1.8	32	327	.3	1.4	56	325	.6	2.3	47	392	.5	2.6	7	136	.1	1.2	
SP '99	35	683	.4	2.3	45	299	.5	1.9	64	313	.6	2.8	52	368	.5	2.9	11	134	.1	1.8	
<b>4-Book</b>	<b>40</b>	<b>750</b>	<b>.4</b>	<b>2.5</b>	<b>47</b>	<b>335</b>	<b>.5</b>	<b>1.9</b>	<b>76</b>	<b>387</b>	<b>.8</b>	<b>3.1</b>	<b>62</b>	<b>436</b>	<b>.6</b>	<b>3.3</b>	<b>11</b>	<b>137</b>	<b>.1</b>	<b>1.8</b>	
WI '99	34	730	.3	2.2	45	322	.5	1.9	59	339	.6	2.5	56	402	.6	2.9	6	108	.1	1.0	

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>XTRA-FM</b>																				
WI '00	21	583	.2	1.3	38	286	.4	1.5	36	230	.3	1.4	27	367	.3	1.4	2	93	.4	
FA '99	34	825	.3	2.1	43	363	.4	1.7	62	387	.6	2.5	41	389	.4	2.1	13	164	.1	2.3
SU '99	26	626	.3	1.7	32	253	.3	1.4	43	298	.4	1.8	31	378	.3	1.7	5	184	.1	.8
SP '99	22	673	.2	1.4	28	315	.3	1.2	29	308	.3	1.3	27	381	.3	1.5	13	188	.1	2.2
4-Book	26	677	.3	1.6	35	304	.4	1.5	43	306	.4	1.8	32	379	.3	1.7	8	157	.1	1.4
WI '99	37	603	.4	2.4	49	316	.5	2.0	59	276	.6	2.5	50	351	.5	2.6	14	167	.1	2.4
<b>KFI -AM</b>																				
WI '00	29	528	.3	1.8	56	289	.5	2.2	49	277	.5	2.0	27	250	.3	1.4	13	88	.1	2.3
FA '99	45	818	.4	2.8	68	413	.6	2.6	58	354	.6	2.4	61	335	.6	3.1	21	185	.2	3.7
SU '99	20	550	.2	1.3	25	231	.3	1.1	29	277	.3	1.2	27	275	.3	1.5	12	117	.1	2.0
SP '99	35	582	.4	2.3	58	286	.6	2.5	75	300	.8	3.3	26	216	.3	1.4	11	139	.1	1.8
4-Book	32	620	.3	2.1	52	305	.5	2.1	53	302	.6	2.2	35	269	.4	1.9	14	132	.1	2.5
WI '99	29	695	.3	1.8	52	349	.5	2.2	46	379	.5	1.9	47	385	.5	2.4	11	124	.1	1.9
<b>KKBT-FM</b>																				
WI '00	2	38	.1		3	17	.1		1	15			3	22	.2		7			
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	5	63	.1	.3	8	37	.1	.3	9	28	.1	.4	2	18	.1		6			
SP '99	2	59	.1		3	32	.1		2	14	.1		3	21	.2		1	14		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	3	46	.2		9	19	.1	.4	1	30			2	38	.1		1	17		.2
<b>KNX -AM</b>																				
WI '00	20	396	.2	1.2	38	226	.4	1.5	26	186	.2	1.0	17	135	.2	.9	10	92	.1	1.8
FA '99	13	437	.1	.8	19	188	.2	.7	15	235	.1	.6	13	192	.1	.7	8	136	.1	1.4
SU '99	14	348	.1	.9	21	132	.2	.9	23	149	.2	1.0	12	114	.1	.7	6	82	.1	1.0
SP '99	14	435	.1	.9	19	240	.2	.8	12	154	.1	.5	15	204	.2	.8	17	158	.2	2.8
4-Book	15	404	.1	1.0	24	197	.3	1.0	19	181	.2	.8	14	161	.2	.8	10	117	.1	1.8
WI '99	15	495	.2	1.0	28	271	.3	1.2	14	227	.1	.6	18	260	.2	.9	11	108	.1	1.9
<b>KSSE-FM</b>																				
WI '00	8	118	.1	.5	18	84	.2	.7	14	50	.1	.6	8	60	.1	.4				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	8	193	.1	.5	18	115	.2	.7	5	79	.2		3	55	.2		5	61		.9
FA '99	13	197	.1	.8	18	95	.2	.7	15	79	.1	.6	14	82	.1	.7	3	58		.5
SU '99	7	173	.1	.5	15	132	.2	.6	7	76	.1	.3	7	98	.1	.4	2	54		.3
SP '99	9	198	.1	.6	6	99	.1	.3	11	102	.1	.5	13	109	.1	.7	5	67	.1	.8
4-Book	9	190	.1	.6	14	110	.2	.6	10	84	.1	.4	9	86	.1	.5	4	60		.6
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	11	167	.1	.7	18	94	.2	.7	24	105	.2	1.0	13	73	.1	.7	1	15		.2
FA '99	4	81	.2		5	46	.2		7	61	.1	.3	2	28	.1		2	38		.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	12	99	.1	.8	13	65	.1	.6	17	78	.2	.7	7	72	.1	.4	11	29	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 12	109	.1	.7	16	85	.2	.6	20	61	.2	.8	12	64	.1	.6	* 2	13		.4
FA '99	7	78	.1	.4	18	36	.2	.7	11	29	.1	.4	1	8	.1		1	7		.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	11	112	.1	.7	13	69	.1	.6	16	98	.2	.7	10	33	.1	.6	8	18	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	10	100	.1	.6	15	54	.2	.6	15	58	.2	.6	6	39	.1	.3	5	26	.1	.9
<b>TOTALS</b>																				
WI '00	1625	9953	15.5		2579	8781	24.6		2496	7677	23.8		1959	8590	18.7		559	4507	5.3	
FA '99	1636	9903	15.6		2581	8628	24.6		2468	7719	23.5		1993	8554	19.0		561	4650	5.4	
SU '99	1545	9390	15.5		2350	8009	23.6		2403	7346	24.1		1795	7956	18.0		595	4560	6.0	
SP '99	1534	9429	15.4		2322	8164	23.3		2305	7570	23.1		1794	7992	18.0		597	4707	6.0	
4-Book	1585	9669	15.5		2458	8396	24.0		2418	7578	23.6		1885	8273	18.4		578	4606	5.7	
WI '99	1569	9438	15.7		2410	8450	24.2		2383	7566	23.9		1948	8154	19.6		576	4531	5.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KBZT-FM</b>																				
WI '00	98	1130	.9	4.2	50	642	.5	4.8	56	172	.5	4.2	100	322	1.0	5.8	53	158	.5	4.1
4-Book	91	1119	.9	4.0	48	665	.5	4.5	48	160	.5	3.7	90	305	.9	5.1	56	200	.6	4.7
<b>KCBQ-AM</b>																				
WI '00	15	119	.1	.6	4	64	.4	.4	5	25	.4	.4	12	43	.1	.7	4	11	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	77	861	.7	3.3	26	386	.2	2.5	54	181	.5	4.0	48	119	.5	2.8	38	119	.4	2.9
4-Book	96	1108	1.0	4.3	49	698	.5	4.7	43	166	.4	3.3	57	187	.6	3.2	62	198	.6	5.2
<b>KFMB-FM</b>																				
WI '00	138	1334	1.3	5.9	25	588	.2	2.4	38	166	.4	2.8	61	277	.6	3.5	31	174	.3	2.4
4-Book	117	1296	1.1	5.2	33	613	.3	3.1	50	188	.5	3.8	59	242	.6	3.3	38	170	.4	3.2
<b>KFSD-FM</b>																				
WI '00	19	269	.2	.8	16	185	.2	1.5	12	50	.1	.9	19	51	.2	1.1	20	52	.2	1.5
4-Book	27	385	.3	1.2	20	222	.2	1.9	14	55	.1	1.1	31	93	.3	1.8	25	69	.3	2.0
<b>KGB -FM</b>																				
WI '00	123	1189	1.2	5.2	46	633	.4	4.4	58	180	.6	4.3	73	289	.7	4.2	62	176	.6	4.7
4-Book	117	1135	1.2	5.1	47	649	.4	4.5	68	220	.7	5.2	81	256	.8	4.6	61	181	.6	5.1
<b>KHTS-FM</b>																				
WI '00	37	777	.4	1.6	30	487	.3	2.9	18	93	.2	1.3	32	163	.3	1.9	24	135	.2	1.8
4-Book	35	718	.4	1.6	23	417	.2	2.3	17	73	.2	1.3	35	162	.4	2.0	26	120	.3	2.1
<b>KIFM-FM</b>																				
WI '00	181	1461	1.7	7.7	87	963	.8	8.4	93	310	.9	6.9	139	373	1.3	8.0	124	354	1.2	9.5
4-Book	153	1329	1.5	6.7	79	888	.8	7.6	79	271	.8	6.0	134	375	1.3	7.5	98	304	1.0	8.1
<b>KIOZ-FM</b>																				
WI '00	56	574	.5	2.4	20	255	.2	1.9	23	82	.2	1.7	48	120	.5	2.8	35	103	.3	2.7
4-Book	50	519	.5	2.2	16	213	.2	1.5	15	51	.2	1.1	29	97	.3	1.6	24	86	.2	1.9
<b>KJQY-FM</b>																				
WI '00	104	932	1.0	4.4	63	685	.6	6.1	104	260	1.0	7.7	131	281	1.2	7.6	78	234	.7	6.0
4-Book	92	878	.9	4.1	45	586	.4	4.3	64	192	.6	4.8	84	241	.8	4.8	48	157	.5	3.9
<b>KLNV-FM</b>																				
WI '00	63	488	.6	2.7	42	331	.4	4.1	49	147	.5	3.6	74	170	.7	4.3	50	180	.5	3.8
4-Book	54	433	.6	2.4	33	297	.3	3.2	43	122	.4	3.3	61	149	.6	3.4	36	118	.4	3.0
<b>KLQV-FM</b>																				
WI '00	26	288	.2	1.1	12	129	.1	1.2	17	34	.2	1.3	19	41	.2	1.1	29	72	.3	2.2
4-Book	27	282	.3	1.2	12	143	.1	1.1	16	51	.2	1.2	18	50	.2	1.0	16	49	.2	1.3
<b>KMSX-FM</b>																				
WI '00	47	653	.4	2.0	22	406	.2	2.1	29	146	.3	2.2	31	118	.3	1.8	30	111	.3	2.3
4-Book	47	635	.5	2.1	23	343	.2	2.2	22	92	.2	1.7	46	151	.5	2.6	27	101	.3	2.3
<b>KOGO-AM</b>																				
WI '00	151	1331	1.4	6.4	39	517	.4	3.8	73	210	.7	5.4	43	165	.4	2.5	13	40	.1	1.0
4-Book	145	1245	1.4	6.4	38	518	.4	3.6	75	231	.8	5.7	43	171	.4	2.5	17	58	.2	1.4
<b>KPLN-FM</b>																				
WI '00	70	826	.7	3.0	24	450	.2	2.3	27	161	.3	2.0	39	200	.4	2.3	38	124	.4	2.9
4-Book	67	793	.7	3.0	27	413	.3	2.6	32	132	.3	2.5	54	195	.5	3.0	35	127	.3	2.9
<b>KPOP-AM</b>																				
WI '00	30	283	.3	1.3	16	261	.2	1.5	18	43	.2	1.3	23	87	.2	1.3	17	82	.2	1.3
4-Book	42	314	.4	1.9	18	221	.2	1.7	22	67	.2	1.7	32	95	.3	1.8	19	76	.2	1.6
<b>KPRZ-AM</b>																				
WI '00	26	336	.2	1.1	8	132	.1	.8	16	67	.2	1.2	7	24	.1	.4	9	21	.1	.7
4-Book	23	258	.2	1.0	7	126	.1	.7	10	36	.1	.8	5	24	.1	.3	6	14	.1	.5

Target Listener Estimates - Persons 35-64

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 35-64																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KSDO-AM</b>																			
WI '00	28	314	.3	1.2	3	75	.3	5	30	.4	2	26	.1	4	18	.3			
4-Book	25	300	.3	1.1	7	112	.1	9	35	.1	7	32	.1	7	27	.1			
<b>KSON-AM</b>																			
WI '00	6	131	.1	.3	1	44	.1	3	7	.2									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																			
WI '00	114	1242	1.1	4.8	51	746	.5	49	205	.5	3.6	83	325	.8	4.8	104	255	1.0	8.0
4-Book	150	1269	1.5	6.6	82	863	.8	99	300	1.0	7.6	150	453	1.5	8.5	111	327	1.1	9.2
<b>KSPA-AM</b>																			
WI '00	10	95	.1	.4	5	72	.5	11	36	.1	.8	12	35	.1	.7	10	51	.1	.8
4-Book	9	87	.1	.4	5	57	.1	11	29	.1	.8	11	30	.1	.6	6	28	.1	.5
<b>KXST-FM</b>																			
WI '00	37	389	.4	1.6	15	241	.1	15	67	.1	1.1	37	141	.4	2.1	15	75	.1	1.1
4-Book	56	515	.6	2.5	24	313	.3	27	89	.3	2.0	49	151	.5	2.8	33	113	.3	2.8
<b>KYXY-FM</b>																			
WI '00	188	1568	1.8	8.0	90	1027	.9	109	383	1.0	8.1	150	441	1.4	8.7	105	387	1.0	8.0
4-Book	164	1436	1.6	7.3	67	859	.7	86	287	.8	6.5	114	374	1.1	6.5	75	273	.7	6.1
<b>XBAC-AM</b>																			
WI '00	14	166	.1	.6	11	95	.1	17	57	.2	1.3	16	45	.2	.9	6	12	.1	.5
4-Book	18	196	.2	.8	9	115	.1	10	42	.1	.8	15	44	.2	.8	8	38	.1	.7
<b>XEMO-AM</b>																			
WI '00	4	66	.2	.2	1	24	.1	**	**	**	**	**	**	.1	.1	1	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																			
WI '00	52	508	.5	2.2	27	337	.3	30	82	.3	2.2	51	142	.5	2.9	40	110	.4	3.1
4-Book	34	369	.4	1.5	22	224	.2	21	64	.2	1.6	34	82	.3	2.0	31	82	.3	2.6
<b>XHRM-FM</b>																			
WI '00	100	908	1.0	4.2	56	513	.5	61	194	.6	4.5	69	213	.7	4.0	69	199	.7	5.3
4-Book	88	904	.9	3.9	51	569	.5	56	200	.6	4.2	80	271	.8	4.5	56	196	.6	4.6
<b>XHTZ-FM</b>																			
WI '00	25	396	.2	1.1	14	198	.1	10	52	.1	.7	23	89	.2	1.3	17	42	.2	1.3
4-Book	23	368	.2	1.0	13	202	.1	18	52	.2	1.4	24	84	.2	1.3	15	51	.2	1.2
<b>XLTN-FM</b>																			
WI '00	9	158	.1	.4	5	123	.5	4	23	.3	.3	17	83	.2	1.0	8	50	.1	.6
4-Book	18	209	.2	.8	13	152	.1	17	45	.2	1.3	24	79	.3	1.3	14	49	.1	1.1
<b>XMOR-FM</b>																			
WI '00	6	50	.1	.3	3	25	.3	5	16	.4	.4	10	25	.1	.6	2	9	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																			
WI '00	5	39	.2	.2	2	22	.2	5	15	.4	.4	4	9	.2	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																			
WI '00	72	675	.7	3.1	25	378	.2	59	174	.6	4.4	51	157	.5	2.9	19	72	.2	1.5
4-Book	62	624	.6	2.8	20	314	.2	42	129	.4	3.2	30	103	.3	1.7	20	69	.2	1.7
<b>XTRA-FM</b>																			
WI '00	34	510	.3	1.4	11	236	.1	22	66	.2	1.6	29	116	.3	1.7	12	70	.1	.9
4-Book	37	562	.4	1.6	17	309	.2	19	76	.2	1.5	36	150	.4	2.0	27	106	.3	2.3
<b>KFI -AM</b>																			
WI '00	44	460	.4	1.9	13	216	.1	25	81	.2	1.9	22	116	.2	1.3	26	73	.2	2.0
4-Book	47	516	.5	2.1	19	250	.2	31	92	.3	2.3	33	103	.3	1.9	15	56	.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

## 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>KKBT-FM</b>																				
WI '00	2	31		.1	1	28		.1	2	8		.1	1	15		.1	1	8		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	27	332	.3	1.1	12	178	.1	1.2	12	69	.1	.9	13	31	.1	.8	9	40	.1	.7
4-Book	19	317	.2	.9	10	166	.1	1.0	10	48	.1	.7	16	54	.2	.9	7	34	.1	.6
<b>KSSE-FM</b>																				
WI '00	14	110	.1	.6	4	28		.4	8	13	.1	.6	6	12	.1	.3	4	12		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	9	152	.1	.4	8	125	.1	.8	14	32	.1	1.0	2	8		.1	13	36	.1	1.0
4-Book	11	151	.1	.5	9	132	.1	.9	16	45	.2	1.2	9	28	.1	.5	9	30	.1	.7
<b>XHTY-FM</b>																				
WI '00	19	161	.2	.8	3	41		.3	2	9		.1	3	16		.2	2	9		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	16	109	.2	.7	* 9	32	.1	.9	16	22	.2	1.2	13	27	.1	.8	7	18	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	2356	9787	22.5		1037	7726	9.9		1344	3928	12.8		1729	4551	16.5		1306	3730	12.5	
4-Book	2266	9512	22.2		1047	7518	10.3		1317	3737	12.9		1769	4596	17.3		1210	3498	11.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

# 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
KBZT-FM	WI '00	10	71	.1	1.9	27	125	.3	3.3	73	240	.7	5.8	60	187	.6	6.5	19	109	.2	4.5
	4-Book	17	78	.2	3.2	37	134	.4	4.3	63	246	.6	4.8	52	173	.5	5.6	17	85	.2	4.0
KCBQ-AM	WI '00					2	6		.2	3	13		.2	7	15	.1	.8				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM	WI '00	10	45	.1	1.9	33	109	.3	4.1	20	81	.2	1.6	13	73	.1	1.4	2	19		.5
	4-Book	42	144	.4	7.6	24	86	.2	2.8	95	299	.9	7.2	60	228	.6	6.4	9	50	.1	2.2
KFMB-FM	WI '00	6	54	.1	1.1	12	79	.1	1.5	23	153	.2	1.8	24	98	.2	2.6	4	25		1.0
	4-Book	10	65	.1	1.9	21	107	.2	2.5	39	169	.4	2.9	36	133	.3	3.8	11	51	.1	2.6
KFSD-FM	WI '00	7	28	.1	1.3	20	64	.2	2.5	31	87	.3	2.4	21	55	.2	2.3	3	21		.7
	4-Book	13	47	.1	2.3	16	67	.2	1.8	32	91	.3	2.4	19	58	.2	2.0	7	26	.1	1.6
KGB -FM	WI '00	37	84	.4	6.9	16	88	.2	2.0	61	245	.6	4.8	49	143	.5	5.3	13	55	.1	3.1
	4-Book	26	70	.3	4.7	31	110	.3	3.6	56	187	.6	4.2	42	141	.4	4.5	13	60	.2	3.1
KHTS-FM	WI '00	28	97	.3	5.2	33	135	.3	4.1	64	201	.6	5.1	30	118	.3	3.2	7	41	.1	1.7
	4-Book	15	62	.2	2.8	23	88	.2	2.6	41	153	.4	3.1	23	87	.3	2.4	7	42	.1	1.7
KIFM-FM	WI '00	40	182	.4	7.4	67	213	.6	8.3	123	373	1.2	9.7	89	239	.8	9.6	29	115	.3	6.9
	4-Book	32	157	.3	6.0	65	211	.6	7.5	121	359	1.2	9.2	75	226	.7	7.9	29	119	.3	6.7
KIOZ-FM	WI '00	9	43	.1	1.7	2	7		.2	18	60	.2	1.4	15	42	.1	1.6	8	38	.1	1.9
	4-Book	12	44	.1	2.3	7	20	.1	.8	16	62	.2	1.2	15	49	.1	1.5	7	30	.1	1.6
KJQY-FM	WI '00	19	93	.2	3.5	59	175	.6	7.3	68	245	.6	5.4	39	136	.4	4.2	14	67	.1	3.3
	4-Book	20	77	.2	3.7	45	146	.5	5.2	51	186	.5	3.9	40	125	.4	4.2	14	57	.1	3.3
KLNV-FM	WI '00	18	59	.2	3.3	43	124	.4	5.3	52	122	.5	4.1	35	115	.3	3.8	17	68	.2	4.1
	4-Book	13	56	.2	2.3	26	89	.3	3.1	36	88	.3	2.8	33	82	.3	3.5	18	65	.2	4.2
KLOV-FM	WI '00	8	31	.1	1.5	6	15	.1	.7	8	38	.1	.6	3	7		.3	7	15	.1	1.7
	4-Book	6	32	.1	1.2	13	43	.2	1.5	10	49	.1	.7	8	30	.1	.8	7	25	.1	1.5
KMSX-FM	WI '00	17	62	.2	3.2	8	48	.1	1.0	31	141	.3	2.4	24	102	.2	2.6	5	27		1.2
	4-Book	11	46	.2	2.1	16	67	.2	1.8	33	110	.3	2.4	23	93	.2	2.4	3	23		.8
KOGO-AM	WI '00	29	102	.3	5.4	70	217	.7	8.6	36	111	.3	2.8	11	50	.1	1.2	43	153	.4	10.3
	4-Book	29	97	.3	5.4	58	195	.6	6.7	28	110	.3	2.1	21	76	.2	2.2	38	112	.4	8.7
KPLN-FM	WI '00	9	68	.1	1.7	14	87	.1	1.7	37	153	.4	2.9	17	87	.2	1.8	9	60	.1	2.2
	4-Book	8	53	.1	1.5	16	68	.2	1.8	36	127	.4	2.8	27	99	.3	2.8	10	49	.1	2.3
KPOP-AM	WI '00	7	38	.1	1.3	9	40	.1	1.1	23	83	.2	1.8	26	63	.2	2.8	7	34	.1	1.7
	4-Book	10	55	.1	1.8	9	37	.1	1.0	21	65	.2	1.6	21	50	.2	2.2	7	32	.1	1.6
KPRZ-AM	WI '00	1	8		.2	14	66	.1	1.7	11	46	.1	.9	4	8		.4	2	14		.5
	4-Book	4	12		.7	18	65	.2	2.0	8	36	.1	.6	3	9		.3	2	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

## 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
KSDO-AM																				
WI '00	3	15	.6		2	6	.2		6	28	.1	.5	4	20	.4					
4-Book	3	11	.6		6	17	.1	.7	10	32	.1	.8	6	18	.6		3	15		.6
KSON-AM																				
WI '00	1	5	.2		1	12	.1		2	13	.2		1	12	.1			6		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																				
WI '00	36	120	.3	6.7	36	137	.3	4.4	56	250	.5	4.4	38	153	.4	4.1	12	68	.1	2.9
4-Book	39	128	.4	7.2	58	202	.6	6.8	93	320	.9	7.0	73	229	.7	7.7	34	110	.3	7.8
KSPA-AM																				
WI '00	1	14	.2		1	7	.1		4	20	.3		2	13	.2					
4-Book	2	13	.4		2	11	.2		5	14	.4		2	8	.2		2	7		.3
KXST-FM																				
WI '00	3	14	.6		9	26	.1	1.1	19	79	.2	1.5	13	53	.1	1.4	3	14		.7
4-Book	10	38	.1	1.8	15	57	.2	1.7	30	101	.3	2.3	17	65	.2	1.9	9	35	.1	2.1
KYXY-FM																				
WI '00	47	146	.4	8.7	61	227	.6	7.5	116	395	1.1	9.2	83	276	.8	9.0	50	162	.5	12.0
4-Book	38	141	.4	7.0	49	181	.5	5.8	80	285	.8	6.1	60	190	.6	6.4	37	136	.4	8.7
XBAC-AM																				
WI '00	2	6	.4		11	29	.1	1.4	20	57	.2	1.6	8	12	.1	.9	7	24	.1	1.7
4-Book	6	15	.1	1.1	9	27	.1	1.0	10	41	.1	.7	8	28	.1	.8	4	15		.9
XEMD-AM																				
WI '00	3	17	.6																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM																				
WI '00	16	73	.2	3.0	17	47	.2	2.1	26	107	.2	2.1	28	107	.3	3.0	14	49	.1	3.3
4-Book	13	39	.2	2.4	19	59	.2	2.2	28	78	.3	2.2	23	62	.2	2.4	7	31	.1	1.7
XHRM-FM																				
WI '00	45	119	.4	8.4	46	108	.4	5.7	63	170	.6	5.0	64	209	.6	6.9	36	96	.3	8.6
4-Book	36	129	.4	6.6	39	124	.4	4.6	63	190	.6	4.8	45	146	.5	4.8	29	100	.3	6.9
XHTZ-FM																				
WI '00	9	48	.1	1.7	4	10	.5		14	49	.1	1.1	24	60	.2	2.6	9	27	.1	2.2
4-Book	8	34	.1	1.5	4	19	.5		14	63	.1	1.0	16	50	.2	1.6	5	22	.1	1.1
XLTN-FM																				
WI '00	2	9	.4						3	15	.2		4	24	.4		2	8		.5
4-Book	10	30	.1	1.8	12	31	.1	1.4	13	46	.1	1.0	8	27	.1	.9	3	9		.6
XMOR-FM																				
WI '00	2	9	.4						1	9	.1		2	9	.2		3	9		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																				
WI '00									2	9	.2		1	9	.1		3	7		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
WI '00	1	6	.2		25	86	.2	3.1	35	148	.3	2.8	13	66	.1	1.4	1	9		.2
4-Book	4	17	.7		23	80	.2	2.7	23	95	.2	1.8	17	77	.2	1.8	4	21	.1	.9
XTRA-FM																				
WI '00	3	27	.6		9	28	.1	1.1	7	63	.1	.6	4	19	.4		1	7		.2
4-Book	11	41	.1	2.0	10	51	.1	1.1	18	94	.2	1.3	13	58	.1	1.3	5	27	.1	1.1
KFI -AM																				
WI '00	5	24	.9		5	19	.6		7	49	.1	.6	15	43	.1	1.6	2	19		.5
4-Book	6	23	.1	1.1	21	62	.2	2.3	25	80	.3	1.9	13	39	.1	1.3	6	21	.1	1.4

Target Listener Estimates - Persons 35-64

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KKBT-FM</b>																				
WI '00	7	**	**	**	**	**	**	1	14	**	**	2	14	**	**	2	7	**	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KNX -AM</b>																				
WI '00	9	37	.1	1.7	19	88	.2	2.3	16	50	.2	1.3	14	44	.1	1.5	8	27	.1	1.9
4-Book	9	36	.1	1.7	7	34	.1	.9	10	40	.1	.8	12	46	.1	1.3	11	38	.1	2.5
<b>KSSE-FM</b>																				
WI '00	7	**	**	**	5	5	**	.6	7	14	.1	.6	3	5	**	.3	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KWVE-FM</b>																				
WI '00	1	4	.2	17	66	.2	2.1	6	31	.1	.5	8	16	.1	.9	5	13	1.2		
4-Book	1	4	.2	12	41	.1	1.3	13	58	.2	1.0	11	34	.1	1.2	4	15	.9		
<b>XHTY-FM</b>																				
WI '00	2	11	.4	6	18	.1	.7	3	16	**	.2	2	9	**	.2	1	6	.2		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XKAM-AM</b>																				
WI '00	* 2	10	.4	6	16	.1	.7	13	32	.1	1.0	5	18	**	.5	* 2	10	.5		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>TOTALS</b>																				
WI '00	538	1817	5.1	811	2570	7.7	1266	3756	12.1	925	2777	8.8	418	1471	4.0					
4-Book	543	1805	5.3	861	2685	8.4	1318	3746	12.9	947	2741	9.3	429	1505	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 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>KBZT-FM</b>																				
WI '00	1	115	.3		1	17	.2			14			4	58	.1	1.0	1	22	.4	
FA '99	2	108	.1	.5	3	35	.1	.7	3	51	.1	.8	1	32	.2		1	13	.3	
SU '99	6	198	.2	1.7	3	24	.1	.8	12	99	.4	2.6	9	96	.3	2.1	2	45	.1	.7
SP '99	7	194	.2	1.8	10	102	.3	2.0	10	82	.3	2.2	7	58	.2	1.4	2	47	.1	.7
4-Book	4	154	.1	1.1	4	45	.1	.9	6	62	.2	1.4	5	61	.2	1.2	2	32	.1	.5
WI '99	6	119	.2	1.6	4	52	.1	.9	4	31	.1	.9	7	49	.2	1.6	8	36	.3	2.7
<b>KCBQ-AM</b>																				
WI '00	1	15	.3		4	15	.1	.8	2	10	.1	.5	3	5	.1	.7				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99		9								9				9						
<b>KFMB-AM</b>																				
WI '00	1	62	.3		1	20	.2		1	26	.3		2	14	.1	.5	1	10	.4	
FA '99	2	119	.1	.5	3	36	.1	.7		9				8			2	28	.1	.7
SU '99	5	109	.2	1.4	1	10	.3		2	16	.1	.4	5	44	.2	1.1	11	50	.4	3.9
SP '99	6	169	.2	1.5	6	53	.2	1.2	4	47	.1	.9	11	68	.4	2.2	3	24	.1	1.0
4-Book	4	115	.1	.9	3	30	.1	.6	2	25	.1	.4	5	34	.2	1.0	4	28	.2	1.5
WI '99		48			1	22	.2		1	27	.2									
<b>KFMB-FM</b>																				
WI '00	11	325	.4	3.2	18	189	.6	3.7	16	96	.5	4.0	12	130	.4	2.9	7	102	.2	3.0
FA '99	18	369	.6	4.9	27	210	.9	6.0	19	130	.6	4.8	26	148	.9	6.0	13	123	.4	4.5
SU '99	16	426	.6	4.4	27	210	.9	6.8	16	250	.6	3.5	21	232	.7	4.8	7	120	.2	2.5
SP '99	15	428	.5	3.8	26	238	.9	5.2	11	120	.4	2.4	19	168	.7	3.8	10	121	.3	3.4
4-Book	15	387	.5	4.1	25	212	.8	5.4	16	149	.5	3.7	20	170	.7	4.4	9	117	.3	3.4
WI '99	19	451	.7	5.1	34	214	1.2	7.3	18	210	.6	4.0	18	232	.6	4.0	16	155	.6	5.3
<b>KFSD-FM</b>																				
WI '00	1	31	.3			8			3	25	.1	.8	2	23	.1	.5				
FA '99	2	34	.1	.5	4	34	.1	.9	1	18	.3		2	10	.1	.5	2	28	.1	.7
SU '99	2	42	.1	.6	4	25	.1	1.0					1	7	.2		2	22	.1	.7
SP '99	1	53	.3		1	25	.2			9							3	24	.1	1.0
4-Book	2	40	.1	.4	2	23	.1	.5	1	13	.3		1	10	.1	.3	2	19	.1	.6
WI '99	2	41	.1	.5	3	26	.1	.6	1	9	.2			9			2	21	.1	.7
<b>KGB -FM</b>																				
WI '00	17	337	.6	5.0	51	218	1.7	10.5	16	173	.5	4.0	11	120	.4	2.6	1	43	.4	
FA '99	9	307	.3	2.5	16	146	.5	3.5	11	150	.4	2.8	9	151	.3	2.1	8	98	.3	2.8
SU '99	15	278	.5	4.1	40	180	1.4	10.0	21	137	.7	4.6	10	108	.3	2.3	5	68	.2	1.8
SP '99	17	336	.6	4.3	47	237	1.6	9.4	28	152	1.0	6.0	15	133	.5	3.0	6	57	.2	2.0
4-Book	15	315	.5	4.0	39	195	1.3	8.4	19	153	.7	4.4	11	128	.4	2.5	5	67	.2	1.8
WI '99	14	257	.5	3.8	33	208	1.1	7.1	26	99	.9	5.7	13	120	.4	2.9	2	41	.1	.7
<b>KHTS-FM</b>																				
WI '00	39	1101	1.3	11.5	44	481	1.5	9.1	35	457	1.2	8.8	56	635	1.9	13.3	38	461	1.3	16.5
FA '99	48	1043	1.6	13.2	57	539	1.9	12.6	53	480	1.8	13.3	67	592	2.2	15.4	34	411	1.1	11.8
SU '99	42	1096	1.5	11.6	46	518	1.6	11.5	40	604	1.4	8.8	47	639	1.6	10.7	41	485	1.4	14.4
SP '99	40	1105	1.4	10.2	31	465	1.1	6.2	32	468	1.1	6.9	64	694	2.2	12.7	37	467	1.3	12.5
4-Book	42	1086	1.5	11.6	45	501	1.5	9.9	40	502	1.4	9.5	59	640	2.0	13.0	38	456	1.3	13.8
WI '99	38	997	1.3	10.2	37	535	1.3	7.9	35	433	1.2	7.7	55	573	1.9	12.2	34	430	1.2	11.3
<b>KIFM-FM</b>																				
WI '00		28				10				5				5				8		
FA '99	4	87	.1	1.1	3	37	.1	.7	4	31	.1	1.0	4	56	.1	.9	4	49	.1	1.4
SU '99	4	100	.1	1.1	9	28	.3	2.3	4	32	.1	.9	5	51	.2	1.1	1	10		.4
SP '99	1	62	.3		1	6	.2						1	28	.2		2	43	.1	.7
4-Book	2	69	.1	.6	3	20	.1	.8	2	17	.1	.5	3	35	.1	.6	2	28	.1	.6
WI '99	2	90	.1	.5	1	33	.2		3	32	.1	.7	1	16	.2		4	50	.1	1.3

Target Listener Trends - Men 12-24

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

# Target Listener Trends

**Men 12-24**

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KIOZ-FM</b>																				
WI '00	42	714	1.4	12.4	82	394	2.7	16.9	51	415	1.7	12.9	40	307	1.3	9.5	24	224	.8	10.4
FA '99	49	741	1.6	13.5	75	366	2.5	16.6	63	448	2.1	15.8	60	428	2.0	13.8	29	301	1.0	10.0
SU '99	37	636	1.3	10.2	56	353	1.9	14.0	43	363	1.5	9.4	47	354	1.6	10.7	32	246	1.1	11.2
SP '99	53	650	1.8	13.5	106	325	3.7	21.1	76	385	2.6	16.4	55	341	1.9	10.9	26	284	.9	8.8
4-Book	45	685	1.5	12.4	80	360	2.7	17.2	58	403	2.0	13.6	51	358	1.7	11.2	28	264	1.0	10.1
WI '99	27	607	.9	7.3	63	424	2.2	13.5	36	347	1.2	7.9	26	268	.9	5.8	15	249	.5	5.0
<b>KJQY-FM</b>																				
WI '00	1	77		.3	1	15		.2		5			2	42	.1	.5		14		
FA '99	1	87		.3	2	28	.1	.4		15			2	32	.1	.5	1	31		.3
SU '99	2	40	.1	.6	2	20	.1	.5	3	25	.1	.7	1	20		.2	1	20		.4
SP '99	6	89	.2	1.5	3	14	.1	.6	3	32	.1	.6	8	24	.3	1.6	11	35	.4	3.7
4-Book	3	73	.1	.7	2	19	.1	.4	2	19	.1	.3	3	30	.1	.7	3	25	.1	1.1
WI '99	1	82		.3	1	21		.2	3	46	.1	.7	1	25		.2	1	37		.3
<b>KLNV-FM</b>																				
WI '00	11	204	.4	3.2	24	139	.8	4.9	8	111	.3	2.0	6	90	.2	1.4	6	60	.2	2.6
FA '99	14	258	.5	3.8	18	165	.6	4.0	16	133	.5	4.0	16	124	.5	3.7	6	102	.2	2.1
SU '99	14	225	.5	3.9	16	124	.6	4.0	23	154	.8	5.0	12	127	.4	2.7	8	95	.3	2.8
SP '99	16	236	.6	4.1	25	130	.9	5.0	18	102	.6	3.9	20	129	.7	4.0	13	94	.4	4.4
4-Book	14	231	.5	3.8	21	140	.7	4.5	16	125	.6	3.7	14	118	.5	3.0	8	88	.3	3.0
WI '99	24	320	.8	6.5	33	155	1.1	7.1	30	190	1.0	6.6	31	192	1.1	6.9	14	144	.5	4.7
<b>KLQV-FM</b>																				
WI '00	2	63	.1	.6	1	23		.2	4	47	.1	1.0	4	32	.1	1.0	4	16	.1	1.7
FA '99	4	107	.1	1.1	7	61	.2	1.5	2	39	.1	.5	5	56	.2	1.1	3	33	.1	1.0
SU '99	1	40		.3	1	4		.3	1	14		.2	1	18		.2	1	15		.4
SP '99	4	97	.1	1.0	1	28		.2	6	34	.2	1.3	5	57	.2	1.0	3	56	.1	1.0
4-Book	3	77	.1	.8	3	29	.1	.6	3	34	.1	.8	4	41	.1	.8	3	30	.1	1.0
WI '99	6	111	.2	1.6	7	77	.2	1.5	8	62	.3	1.8	6	55	.2	1.3	3	40	.1	1.0
<b>KMSX-FM</b>																				
WI '00	8	231	.3	2.4	5	90	.2	1.0	8	93	.3	2.0	18	138	.6	4.3	2	56	.1	.9
FA '99	3	172	.1	.8	3	48	.1	.7	4	81	.1	1.0	2	53	.1	.5	1	30		.3
SU '99	12	199	.4	3.3	10	88	.3	2.5	19	136	.7	4.2	16	113	.6	3.6	7	73	.2	2.5
SP '99	7	211	.2	1.8	12	97	.4	2.4	11	99	.4	2.4	8	108	.3	1.6	3	59	.1	1.0
4-Book	8	203	.3	2.1	8	81	.3	1.7	11	102	.4	2.4	11	103	.4	2.5	3	55	.1	1.2
WI '99	4	202	.1	1.1	5	96	.2	1.1	4	92	.1	.9	6	112	.2	1.3	2	52	.1	.7
<b>KOGO-AM</b>																				
WI '00	4	103	.1	1.2	11	58	.4	2.3	3	25	.1	.8	9	42	.3	2.1	1	17		.4
FA '99	2	46	.1	.5	1	15		.2	7	29	.2	1.8	1	9		.2	2	8	.1	.7
SU '99	1	60		.3	1	28		.3	3	23	.1	.7	1	23		.2				
SP '99	2	52	.1	.5	1	9		.2		7			2	18	.1	.4	5	27	.2	1.7
4-Book	2	65	.1	.6	4	28	.1	.8	3	21	.1	.8	3	23	.1	.7	2	13	.1	.7
WI '99	2	39	.1	.5	1	15		.2		9				15			6	18	.2	2.0
<b>KPLN-FM</b>																				
WI '00	3	157	.1	.9	7	45	.2	1.4	5	91	.2	1.3	2	46	.1	.5	2	48	.1	.9
FA '99	8	206	.3	2.2	8	110	.3	1.8	10	106	.3	2.5	12	97	.4	2.8	4	73	.1	1.4
SU '99	7	174	.2	1.9	7	44	.2	1.8	16	113	.6	3.5	9	123	.3	2.1	2	37	.1	.7
SP '99	10	210	.3	2.6	9	52	.3	1.8	22	140	.8	4.7	7	83	.2	1.4	4	66	.1	1.4
4-Book	7	187	.2	1.9	8	63	.3	1.7	13	113	.5	3.0	8	87	.3	1.7	3	56	.1	1.1
WI '99	5	177	.2	1.3	6	44	.2	1.3	10	86	.3	2.2	7	98	.2	1.6	2	24	.1	.7
<b>KPOP-AM</b>																				
WI '00																				
FA '99		5								5										
SU '99																				
SP '99		6												6						
4-Book		3								1				2						
WI '99		6												6						

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KPRZ-AM</b>																				
WI '00		19			1	13		.2		9							1	14		.4
FA '99		6																		
SU '99		21							1	6		.2		16						
SP '99	1	45		.3	1	16		.2										9		
4-Book		23		.1	1	7		.1		4		.1		4				6		.1
WI '99		12																		
<b>KSDO-AM</b>																				
WI '00		9								9										
FA '99		17							1	9		.3								
SU '99		5												5						
SP '99		7				7							1	7		.2				
4-Book		10				2				5		.1		3		.1				
WI '99																				
<b>KSON-AM</b>																				
WI '00	3	29	.1	.9	1	14		.2	1	9		.3	5	9	.2	1.2	4	14	.1	1.7
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	9	216	.3	2.7	12	121	.4	2.5	5	68	.2	1.3	15	116	.5	3.6	10	60	.3	4.3
FA '99	9	226	.3	2.5	12	83	.4	2.7	11	95	.4	2.8	12	117	.4	2.8	4	52	.1	1.4
SU '99	8	198	.3	2.2	10	124	.3	2.5	7	73	.2	1.5	7	89	.2	1.6	8	48	.3	2.8
SP '99	9	180	.3	2.3	12	76	.4	2.4	9	80	.3	1.9	14	118	.5	2.8	7	82	.2	2.4
4-Book	9	205	.3	2.4	12	101	.4	2.5	8	79	.3	1.9	12	110	.4	2.7	7	61	.2	2.7
WI '99	13	229	.4	3.5	11	109	.4	2.4	17	137	.6	3.7	17	171	.6	3.8	10	71	.3	3.3
<b>KSPA-AM</b>																				
WI '00		14											1	5		.2				
FA '99		8				8			1	8		.3	1	8		.2				
SU '99																				
SP '99																				
4-Book		6				2				2		.1	1	3		.1				
WI '99																				
<b>KXST-FM</b>																				
WI '00	3	90	.1	.9	1	17		.2	4	38	.1	1.0	5	52	.2	1.2	2	30	.1	.9
FA '99	1	63		.3	2	18	.1	.4	1	43		.3	4	32	.1	.9		8		
SU '99	2	25	.1	.6	1	10		.3	4	18	.1	.9	4	17	.1	.9				
SP '99	1	78		.3	1	14		.2	2	25	.1	.4	1	38		.2		6		
4-Book	2	64	.1	.5	1	15		.3	3	31	.1	.7	4	35	.1	.8	1	11		.2
WI '99	5	111	.2	1.3	9	65	.3	1.9	12	62	.4	2.6	3	30	.1	.7	1	6		.3
<b>KYXY-FM</b>																				
WI '00	10	161	.3	2.9	12	67	.4	2.5	12	47	.4	3.0	11	79	.4	2.6	8	69	.3	3.5
FA '99	6	221	.2	1.6	9	94	.3	2.0	6	85	.2	1.5	5	69	.2	1.1	5	116	.2	1.7
SU '99	12	210	.4	3.3	12	102	.4	3.0	13	102	.4	2.9	17	90	.6	3.9	8	91	.3	2.8
SP '99	6	233	.2	1.5	3	65	.1	.6	4	82	.1	.9	9	132	.3	1.8	9	84	.3	3.1
4-Book	9	206	.3	2.3	9	82	.3	2.0	9	79	.3	2.1	11	93	.4	2.4	8	90	.3	2.8
WI '99	7	276	.2	1.9	7	79	.2	1.5	5	134	.2	1.1	6	144	.2	1.3	9	103	.3	3.0
<b>XBAC-AM</b>																				
WI '00		9																9		
FA '99																				
SU '99																				
SP '99		9			1	9		.2												
4-Book		5				2		.1										2		
WI '99	1	34		.3													1	16		.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XEMO-AM</b>																				
WI '00		22											8							
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	1	34	.3		2	21	.1	.4								1	13		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>+XHCR-FM</b>																				
WI '00	8	94	.3	2.4	8	71	.3	1.6	9	48	.3	2.3	15	53	.5	3.6	4	41	.1	1.7
FA '99	2	86	.1	.5	3	20	.1	.7	2	34	.1	.5	1	29		.2	1	15		.3
SU '99	2	42	.1	.6	2	17	.1	.5	2	18	.1	.4	3	34	.1	.7	1	12		.4
SP '99	1	60		.3	1	12		.2	1	13		.2	2	27	.1	.4		7		
4-Book	3	71	.1	1.0	4	30	.1	.8	4	28	.1	.9	5	36	.2	1.2	2	19		.6
WI '99	8	150	.3	2.2	4	29	.1	.9	11	66	.4	2.4	10	73	.3	2.2	4	48	.1	1.3
<b>XHRM-FM</b>																				
WI '00	9	351	.3	2.7	6	116	.2	1.2	11	105	.4	2.8	13	126	.4	3.1	5	109	.2	2.2
FA '99	12	332	.4	3.3	8	122	.3	1.8	4	95	.1	1.0	19	197	.6	4.4	16	137	.5	5.5
SU '99	16	375	.6	4.4	12	99	.4	3.0	29	178	1.0	6.4	15	179	.5	3.4	11	104	.4	3.9
SP '99	27	408	.9	6.9	28	153	1.0	5.6	47	210	1.6	10.1	39	249	1.3	7.8	10	159	.3	3.4
4-Book	16	367	.6	4.3	14	123	.5	2.9	23	147	.8	5.1	22	188	.7	4.7	11	127	.4	3.8
WI '99	19	367	.7	5.1	20	179	.7	4.3	21	173	.7	4.6	26	213	.9	5.8	27	172	.9	9.0
<b>XHTZ-FM</b>																				
WI '00	44	1158	1.5	13.0	60	642	2.0	12.3	45	575	1.5	11.4	59	588	2.0	14.0	34	536	1.1	14.8
FA '99	55	1003	1.8	15.1	68	533	2.3	15.0	53	447	1.8	13.3	64	650	2.1	14.7	54	525	1.8	18.7
SU '99	68	1013	2.3	18.8	81	509	2.8	20.3	80	558	2.8	17.5	69	660	2.4	15.7	55	467	1.9	19.3
SP '99	47	958	1.6	12.0	57	545	2.0	11.4	48	473	1.7	10.3	66	587	2.3	13.1	42	489	1.5	14.2
4-Book	54	1033	1.8	14.7	67	557	2.3	14.8	57	513	2.0	13.1	65	621	2.2	14.4	46	504	1.6	16.8
WI '99	69	1117	2.4	18.6	71	564	2.5	15.2	74	637	2.6	16.3	88	785	3.0	19.6	67	546	2.3	22.3
<b>XLTN-FM</b>																				
WI '00	4	47	.1	1.2	4	23	.1	.8	4	15	.1	1.0	4	39	.1	1.0	5	24	.2	2.2
FA '99	3	121	.1	.8	2	39	.1	.4		10			7	55	.2	1.6	3	51	.1	1.0
SU '99	2	80	.1	.6	2	40	.1	.5	2	39	.1	.4	2	51	.1	.5	2	26	.1	.7
SP '99	4	96	.1	1.0	4	41	.1	.8	5	61	.2	1.1	2	43	.1	.4	2	43	.1	.7
4-Book	3	86	.1	.9	3	36	.1	.6	3	31	.1	.6	4	47	.1	.9	3	36	.1	1.2
WI '99	4	57	.1	1.1	8	22	.3	1.7	7	29	.2	1.5	2	36	.1	.4	2	14	.1	.7
<b>XMOR-FM</b>																				
WI '00	6	113	.2	1.8	5	57	.2	1.0	7	65	.2	1.8	4	48	.1	1.0	5	57	.2	2.2
FA '99	7	61	.2	1.9	6	31	.2	1.3	7	21	.2	1.8	5	28	.2	1.1	12	33	.4	4.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	72	.1	.8	2	27	.1	.4	3	33	.1	.6	5	39	.2	1.0	3	33	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	4	62	.1	1.2	8	22	.3	1.6	5	22	.2	1.3	4	22	.1	1.0	4	23	.1	1.7
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		16			1	16		.3					1	8		.2				
SP '99	4	40	.1	1.0	9	33	.3	1.8	8	13	.3	1.7	4	22	.1	.8	1	8		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	45	.1	1.1	1	15		.2	2	29	.1	.4	6	22	.2	1.3	3	30	.1	1.0
<b>XTRA-AM</b>																				
WI '00	7	208	.2	2.1	7	48	.2	1.4	12	135	.4	3.0	13	132	.4	3.1	2	62	.1	.9
FA '99	7	166	.2	1.9	3	48	.1	.7	12	73	.4	3.0	10	49	.3	2.3	4	17	.1	1.4
SU '99	6	145	.2	1.7	7	68	.2	1.8	8	54	.3	1.8	12	74	.4	2.7	4	39	.1	1.4
SP '99	7	193	.2	1.8	9	36	.3	1.8	16	99	.6	3.4	7	70	.2	1.4	2	43	.1	.7
4-Book	7	178	.2	1.9	7	50	.2	1.4	12	90	.4	2.8	11	81	.3	2.4	3	40	.1	1.1
WI '99	4	115	.1	1.1	5	44	.2	1.1	10	79	.3	2.2	2	33	.1	.4	1	21		.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XTRA-FM</b>																				
WI '00	51	1035	1.7	15.0	72	567	2.4	14.8	75	528	2.5	18.9	60	581	2.0	14.3	32	351	1.1	13.9
FA '99	43	1005	1.4	11.8	52	476	1.7	11.5	58	577	1.9	14.5	38	493	1.3	8.7	35	406	1.2	12.1
SU '99	45	901	1.6	12.4	21	283	.7	5.3	58	555	2.0	12.7	65	563	2.2	14.8	54	471	1.9	18.9
SP '99	42	830	1.5	10.7	47	409	1.6	9.4	46	404	1.6	9.9	54	448	1.9	10.7	40	394	1.4	13.6
4-Book	45	943	1.6	12.5	48	434	1.6	10.3	59	516	2.0	14.0	54	521	1.9	12.1	40	406	1.4	14.6
WI '99	45	880	1.6	12.1	54	508	1.9	11.5	70	484	2.4	15.4	57	560	2.0	12.7	30	426	1.0	10.0
<b>KFI -AM</b>																				
WI '00	3	34	.1	.9	5	11	.2	1.0	6	20	.2	1.5					2	14	.1	.9
FA '99	1	22	.3		4	22	.1	.9	1	16		.3	1	14		.2		6		
SU '99		17											1	7		.2	1	17		.4
SP '99	1	29	.3		2	22	.1	.4	2	16	.1	.4	1	13		.2	1	13		.3
4-Book	1	26	.4		3	14	.1	.6	2	13	.1	.6	1	9		.2	1	13		.4
WI '99	3	47	.1	.8	4	16	.1	.9	3	17	.1	.7	2	9	.1	.4	5	22	.2	1.7
<b>KKBT-FM</b>																				
WI '00	3	139	.1	.9	3	36	.1	.6	3	42	.1	.8	6	79	.2	1.4	3	62	.1	1.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	5	158	.2	1.4	2	24	.1	.5	5	33	.2	1.1	9	76	.3	2.1	6	63	.2	2.1
SP '99	5	155	.2	1.3	5	71	.2	1.0	4	79	.1	.9	11	105	.4	2.2	8	75	.3	2.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	5	162	.2	1.3	8	93	.3	1.7	10	62	.3	2.2	7	110	.2	1.6	4	63	.1	1.3
<b>KNX -AM</b>																				
WI '00	1	21		.3	1	11		.2									3	10	.1	1.3
FA '99		9				9														
SU '99		10				10														
SP '99																				
4-Book		10		.1		8		.1						1				3		.3
WI '99		6												6						
<b>KSSE-FM</b>																				
WI '00	3	40	.1	.9	3	15	.1	.6	8	24	.3	2.0		9						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00		14							1	9		.3					1	5		.4
FA '99		24			1	6		.2		14			1	15		.2		6		
SU '99		18				8				13										
SP '99	1	44		.3	2	27	.1	.4	1	35		.2		18						
4-Book		25		.1	1	10		.2	1	18		.1		8		.1		3		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	4	53	.1	1.2	5	23	.2	1.0	7	45	.2	1.8	4	22	.1	1.0	1	23		.4
FA '99	9	101	.3	2.5	8	63	.3	1.8	13	43	.4	3.3	12	81	.4	2.8	8	28	.3	2.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	2	46	.1	.5	3	20	.1	.6	2	27	.1	.4		6			2	8	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*																*			
FA '99																				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	1	21		.3		7			1	7		.2	2	14	.1	.4	1	14		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	339	2813	11.3		486	2287	16.2		396	1902	13.2		421	2138	14.0		230	1698	7.6	
FA '99	364	2824	12.1		452	2185	15.0		400	1934	13.3		436	2237	14.5		289	1847	9.6	
SU '99	362	2663	12.5		400	1967	13.8		456	2052	15.8		439	2227	15.2		285	1724	9.8	
SP '99	392	2756	13.5		502	2238	17.3		464	1976	16.0		503	2291	17.4		295	1887	10.2	
4-Book	364	2764	12.4		460	2169	15.6		429	1966	14.6		450	2223	15.3		275	1789	9.3	
WI '99	371	2792	12.8		468	2257	16.2		454	1973	15.7		450	2288	15.5		300	1851	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 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	
<b>KBZT-FM</b>																				
WI '00	2	84	.1	.5	2	52	.1	.8												
4-Book	5	118	.2	1.2	4	76	.2	1.5	4	13	.1	1.7	1	10	.3	1.8	3	12	.1	1.0
<b>KCBQ-AM</b>																				
WI '00	3	15	.1	.7					1	5		.4								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KFMB-AM</b>																				
WI '00	1	52		.2		14							1	5		.3				
4-Book	3	74	.1	.6	4	60	.1	1.2	1	6		.4	4	15	.1	.9	5	7	.2	1.4
<b>KFMB-FM</b>																				
WI '00	15	293	.5	3.5	5	93	.2	2.0	11	41	.4	4.7	10	34	.3	2.6	2	17	.1	.7
4-Book	20	339	.7	4.4	11	182	.4	4.0	12	44	.4	5.1	15	73	.5	3.5	6	36	.2	1.5
<b>KFSD-FM</b>																				
WI '00	2	31	.1	.5																
4-Book	2	31	.1	.4	1	10		.2					1	2		.2	1	3		.2
<b>KGB -FM</b>																				
WI '00	25	304	.8	5.8	11	115	.4	4.4	15	49	.5	6.4	12	30	.4	3.1	21	47	.7	7.1
4-Book	23	289	.8	5.0	7	119	.3	2.6	13	44	.4	5.2	10	42	.3	2.4	9	34	.3	2.9
<b>KHTS-FM</b>																				
WI '00	44	912	1.5	10.2	29	582	1.0	11.7	25	143	.8	10.7	44	214	1.5	11.4	31	154	1.0	10.5
4-Book	47	926	1.6	10.7	37	602	1.3	13.2	30	130	1.0	12.2	54	231	1.9	13.0	47	178	1.6	13.6
<b>KIFM-FM</b>																				
WI '00		15				5														
4-Book	3	52	.1	.6	2	26	.1	.7	2	2	.1	.7		2		.1	4	13	.1	1.0
<b>KIOZ-FM</b>																				
WI '00	57	644	1.9	13.2	26	311	.9	10.5	23	72	.8	9.8	42	139	1.4	10.9	33	89	1.1	11.2
4-Book	63	618	2.1	14.0	27	355	.9	9.5	19	72	.6	8.0	46	145	1.6	10.9	37	116	1.3	10.7
<b>KJQY-FM</b>																				
WI '00	1	56		.2	1	25		.4		7			4	10	.1	1.0	2	9	.1	.7
4-Book	2	50	.1	.4	2	36	.1	.7	2	8	.1	.8	3	11	.1	.7	1	6	.1	.4
<b>KLNV-FM</b>																				
WI '00	12	174	.4	2.8	11	113	.4	4.4	19	51	.6	8.1	7	39	.2	1.8	11	28	.4	3.7
4-Book	17	201	.6	3.8	12	134	.4	4.2	16	47	.5	6.7	12	42	.4	2.8	12	36	.4	3.5
<b>KLQV-FM</b>																				
WI '00	3	63	.1	.7																
4-Book	3	65	.1	.7	2	34	.1	.8	4	7	.1	1.6	4	14	.2	.9	2	5	.1	.6
<b>KMSX-FM</b>																				
WI '00	10	188	.3	2.3	8	132	.3	3.2	7	31	.2	3.0	17	69	.6	4.4	10	42	.3	3.4
4-Book	10	173	.3	2.1	6	99	.2	2.2	5	24	.2	2.2	13	48	.5	3.2	8	29	.3	2.3
<b>KOGO-AM</b>																				
WI '00	7	94	.2	1.6	1	30		.4	4	30	.1	1.7								
4-Book	3	54	.1	.8	1	22		.4	1	9		.4	2	8	.1	.6	1	5		.3
<b>KPLN-FM</b>																				
WI '00	4	143	.1	.9	2	41	.1	.8	7	18	.2	3.0								
4-Book	10	166	.3	2.1	5	78	.2	1.8	6	14	.2	2.3	13	31	.5	3.0	9	31	.3	2.6
<b>KPOP-AM</b>																				
WI '00																				
4-Book		3																		
<b>KPRZ-AM</b>																				
WI '00		13																		
4-Book		11				8		.1												

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 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
KSDO-AM																				
WI '00		9																		
4-Book		8				2														
KSON-AM																				
WI '00		14	.1	.5	3	24	.1	1.2	1	5	.4		5	14	.2	1.3	5	9	.2	1.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																				
WI '00	10	187	.3	2.3	5	80	.2	2.0	9	29	.3	3.8	14	32	.5	3.6				
4-Book	10	176	.4	2.3	7	104	.2	2.3	6	25	.2	2.4	11	30	.4	2.7	10	30	.3	2.6
KSPA-AM																				
WI '00		5				9			1	9	.4									
4-Book		3		.1		2				2	.1									
KXST-FM																				
WI '00	3	84	.1	.7	3	35	.1	1.2	2	14	.1	.9					5	12	.2	1.7
4-Book	3	57	.1	.6	1	24		.5	1	4		.2	1	5		.2	3	13	.1	.8
KYXY-FM																				
WI '00	12	109	.4	2.8	8	104	.3	3.2	8	16	.3	3.4	2	16	.1	.5	17	51	.6	5.8
4-Book	9	155	.3	2.1	7	100	.3	2.5	5	15	.2	2.2	4	20	.2	1.0	10	31	.4	2.9
XBAC-AM																				
WI '00																				
4-Book		2																		
XEMO-AM																				
WI '00		8			1	14		.4					3	7	.1	.8	1	7		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM																				
WI '00	10	85	.3	2.3	7	45	.2	2.8	5	9	.2	2.1	13	36	.4	3.4	9	18	.3	3.1
4-Book	4	57	.1	.9	3	31	.1	1.1	3	8	.1	1.3	4	10	.1	.9	3	6	.1	.9
XHRM-FM																				
WI '00	10	230	.3	2.3	10	174	.3	4.0	1	3	.4		31	111	1.0	8.0	9	36	.3	3.1
4-Book	20	279	.7	4.3	13	198	.5	4.7	10	29	.4	4.0	29	83	1.0	6.9	10	41	.4	3.0
XHTZ-FM																				
WI '00	54	986	1.8	12.5	33	594	1.1	13.3	29	114	1.0	12.4	66	269	2.2	17.1	42	186	1.4	14.3
4-Book	62	901	2.1	14.0	43	628	1.5	15.3	39	146	1.4	16.2	67	261	2.3	16.3	57	219	1.9	16.5
XLTN-FM																				
WI '00	4	47	.1	.9	3	17	.1	1.2	2	9	.1	.9	2	9	.1	.5	6	17	.2	2.0
4-Book	3	69	.1	.7	4	36	.1	1.3	1	4		.3	3	13	.1	.8	5	14	.2	1.5
XMOR-FM																				
WI '00	5	73	.2	1.2	7	47	.2	2.8	8	8	.3	3.4	6	23	.2	1.6	4	15	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																				
WI '00	6	37	.2	1.4	2	24	.1	.8	2	7	.1	.9	4	7	.1	1.0				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
WI '00	11	175	.4	2.6	2	80	.1	.8									5	37	.2	1.7
4-Book	10	139	.4	2.3	3	61	.1	.9	3	11	.1	1.2	2	6	.1	.4	2	14	.1	.6
XTRA-FM																				
WI '00	69	923	2.3	16.0	30	545	1.0	12.1	28	157	.9	12.0	50	217	1.7	12.9	36	185	1.2	12.2
4-Book	54	813	1.9	12.3	32	525	1.1	11.5	23	105	.8	9.6	54	213	1.8	12.9	48	179	1.6	13.9
KFI -AM																				
WI '00	4	25	.1	.9	1	14		.4					1	5		.3	1	5		.3
4-Book	2	21	.1	.5		9		.1	1	6		.3	1	7		.2		1		.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

**Men 12-24**

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '00	4	105	.1	.9	2	43	.1	.8	1	9		.4	7	35	.2	1.8	1	17		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																				
WI '00		11				10														
4-Book		8				3														
KSSE-FM																				
WI '00	4	32	.1	.9	3	15	.1	1.2	4	7	.1	1.7	7	7	.2	1.8				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
WI '00		9			1	14		.4					1	9		.3				
4-Book	1	20		.1	1	19		.4		2		.1		5		.1	1	4		.2
XHTY-FM																				
WI '00	5	53	.2	1.2	3	46	.1	1.2	1	8		.4	9	38	.3	2.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																				
WI '00					*															
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	431	2732	14.3		248	2093	8.2		234	786	7.8		387	1103	12.9		294	840	9.8	
4-Book	445	2685	15.1		280	2204	9.5		240	772	8.1		417	1167	14.2		344	965	11.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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>KBZT-FM</b>																				
WI '00																				
4-Book																				
2	7	.6		2	5	.1	.9	6	16	.2	2.3	2	16	.1	.8	3	15	.1	1.1	
<b>KCBQ-AM</b>																				
WI '00																				
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KFMB-AM</b>																				
WI '00																				
4-Book																				
7	16	.3	2.8					2	9	.1	.8	7	28	.2	2.0	4	19	.1	1.3	
<b>KFMB-FM</b>																				
WI '00																				
4-Book																				
3	13	.1	1.6	1	5	.5		6	38	.2	2.3	7	33	.2	2.8	3	22	.1	1.9	
6	31	.2	2.5	13	40	.4	6.7	16	52	.5	4.8	15	48	.5	5.7	11	42	.4	4.9	
<b>KFSD-FM</b>																				
WI '00																				
4-Book																				
1	5		.3	1	1		.6									1	5		.4	
<b>KGB -FM</b>																				
WI '00																				
4-Book																				
13	32	.4	6.8	8	23	.3	4.1	12	23	.4	4.5	12	16	.4	4.8					
5	15	.2	2.2	5	20	.2	2.7	8	21	.3	2.5	5	14	.2	2.0	4	13	.1	1.6	
<b>KHTS-FM</b>																				
WI '00																				
4-Book																				
26	129	.9	13.5	31	126	1.0	16.0	26	163	.9	9.8	25	122	.8	10.0	22	147	.7	13.7	
34	145	1.1	14.2	29	121	1.0	15.4	45	209	1.6	13.8	29	126	1.0	11.4	26	126	.9	12.8	
<b>KIFM-FM</b>																				
WI '00																				
4-Book																				
5	12	.2	1.7	3	5	.1	1.7	1	5		.4	1	10		.4	2	6	.1	.7	
<b>KIOZ-FM</b>																				
WI '00																				
4-Book																				
28	109	.9	14.6	11	69	.4	5.7	21	82	.7	7.9	27	111	.9	10.8	20	68	.7	12.4	
25	87	.8	10.6	14	64	.5	7.4	29	102	1.0	8.8	24	88	.8	9.1	16	68	.5	8.2	
<b>KJQY-FM</b>																				
WI '00																				
4-Book																				
4	7		1.4	1	4		.6	1	6		.2	1	5		.4	2	3	.1	.9	
4	13	.1	1.4	1	4		.6	1	6		.2	4	12	.1	1.3	2	3	.1	.9	
<b>KLNV-FM</b>																				
WI '00																				
4-Book																				
15	35	.5	7.8	16	29	.5	8.2	7	30	.2	2.6	8	47	.3	3.2	9	15	.3	5.6	
11	31	.4	4.7	13	33	.4	6.7	14	44	.4	4.3	11	38	.4	4.3	10	26	.3	4.8	
<b>KLQV-FM</b>																				
WI '00																				
4-Book																				
1	9		.4	2	5	.1	.9	3	9	.1	.9	2	6	.1	.5	1	8	.1	.5	
<b>KMSX-FM</b>																				
WI '00																				
4-Book																				
3	9		1.1	6	25	.2	3.1	12	43	.4	4.5	12	27	.4	4.8	1	9		.6	
3	13	.1	1.1	3	16	.1	1.3	9	34	.3	3.0	7	20	.3	3.0	1	5		.4	
<b>KOGO-AM</b>																				
WI '00																				
4-Book																				
2	9	.1	1.0	6	25	.2	3.1					1	8		.4					
2	7	.1	.7	2	6	.1	.8	2	6	.1	.5		2		.1		1	5	.1	.6
<b>KPLN-FM</b>																				
WI '00																				
4-Book																				
1	14		.5	4	9	.1	2.1					2	9	.1	.8	2	9	.1	1.2	
2	14	.1	.8	3	13	.1	1.6	5	21	.2	1.4	4	15	.2	1.4	1	6	.1	.6	
<b>KPOP-AM</b>																				
WI '00																				
4-Book																				
<b>KPRZ-AM</b>																				
WI '00																				
4-Book																				
2	5	.1	.7		2		.1		1		.1									

Target Listener Estimates - Men 12-24

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 12-24																							
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
KSDO-AM WI '00 4-Book																							
									2		.1												
KSON-AM WI '00 4-Book				1	5	.5	.5	**	**	**	**	5	14	.2	1.9	**	**	**	**	2	5	.1	1.2
KSON-FM WI '00 4-Book				3	17	.1	1.6	5	16	.2	2.6	3	24	.1	1.1	2	15	.1	.8	2	14	.1	1.2
KSPA-AM WI '00 4-Book				3	14	.1	1.3	5	23	.2	2.8	7	31	.2	2.0	6	28	.2	2.2	7	22	.3	3.1
KXST-FM WI '00 4-Book				2	3	.1	1.0	4	21	.1	2.1	4	12	.1	1.5	5	12	.2	2.0	2	11	.1	1.2
KYXY-FM WI '00 4-Book				1	6	.1	.6	1	5		.5	1	3		.4	2	7	.1	.6	1	7	.1	.6
KXYX-FM WI '00 4-Book				12	50	.4	6.3	9	20	.3	4.6	3	31	.1	1.1	6	31	.2	2.4	6	32	.2	3.7
XBAC-AM WI '00 4-Book				9	36	.3	3.6	5	15	.2	2.8	7	35	.2	2.0	8	18	.3	3.4	8	31	.3	3.8
XEMD-AM WI '00 4-Book				**	**	**	**	2	7	.1	1.0	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM WI '00 4-Book				7	9	.2	3.6	1	9		.5	11	18	.4	4.2	9	18	.3	3.6	1	9		.6
XHRM-FM WI '00 4-Book				4	6	.1	1.6	1	7		.4	5	11	.2	1.6	4	11	.2	1.6	4	4		.2
XHTZ-FM WI '00 4-Book				11	41	.4	4.4	7	22	.2	3.6	6	34	.2	2.3	12	29	.4	4.8	11	25	.4	6.8
XHTZ-FM WI '00 4-Book				11	41	.4	4.4	7	25	.2	3.8	11	51	.4	3.3	12	34	.4	4.3	14	43	.5	6.6
XHTZ-FM WI '00 4-Book				25	148	.8	13.0	19	94	.6	9.8	25	122	.8	9.4	34	141	1.1	13.5	21	94	.7	13.0
XHTZ-FM WI '00 4-Book				46	169	1.6	18.3	22	104	.7	11.8	43	194	1.4	13.5	32	141	1.1	12.3	34	125	1.2	16.1
XLTN-FM WI '00 4-Book				2	9	.1	1.0	2	9	.1	1.0	3	9	.1	1.1					3	9	.1	1.9
XLTN-FM WI '00 4-Book				4	15	.1	1.7	2	6	.1	1.0	5	13	.2	1.5	2	5	.1	.8	3	8	.1	1.3
XMOR-FM WI '00 4-Book				12	31	.4	6.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XMOR-FM WI '00 4-Book				12	31	.4	6.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM WI '00 4-Book				5	17	.2	2.6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM WI '00 4-Book				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM WI '00 4-Book									7			11	28	.4	4.2	2	14	.1	.8				
XTRA-AM WI '00 4-Book									8	.1	1.5	6	19	.2	1.9	3	13	.1	1.0	2	6	.1	.8
XTRA-FM WI '00 4-Book				15	69	.5	7.8	29	111	1.0	14.9	28	120	.9	10.6	27	127	.9	10.8	24	107	.8	14.9
XTRA-FM WI '00 4-Book				22	92	.7	8.8	20	91	.7	10.3	29	138	1.0	9.1	33	128	1.1	12.7	31	109	1.1	14.8
KFI -AM WI '00 4-Book												6	14	.2	2.3	3	5	.1	1.2				
KFI -AM WI '00 4-Book												2	4	.1	.6	1	1		.3				

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Men 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>KKBT-FM</b>																				
WI '00	2	8	.1	1.0					3	9	.1	1.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	2	10	.1	1.0													1	5		.6
4-Book	1	3		.3													1	1		.2
<b>KSSE-FM</b>																				
WI '00					4	7	.1	2.1	8	15	.3	3.0								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00					3	5	.1	1.5	2	5	.1	.8								
4-Book		2		.1	2	9	.1	1.2	2	11	.1	.7		2		.1		2		
<b>XHTY-FM</b>																				
WI '00	4	22	.1	2.1	4	8	.1	2.1	1	7		.4					5	22	.2	3.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*																*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	192	702	6.4		194	621	6.5		265	813	8.8		251	714	8.3		161	547	5.4	
4-Book	239	787	8.1		189	606	6.4		321	953	10.9		264	748	8.9		205	677	7.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 12-24

# 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>KBZT-FM</b>																				
WI '00	5	126	.1	.8	6	34	.1	.6	11	36	.2	1.2	4	62	.1	.5	1	24	.3	
FA '99	2	113		.3	4	48	.1	.4	4	56	.1	.4	1	40		.1	1	20	.3	
SU '99	8	216	.2	1.2	6	37	.1	.7	13	115	.3	1.4	12	121	.3	1.5	3	48	.1	
SP '99	12	238	.3	1.7	15	95	.3	1.4	17	112	.4	1.6	12	104	.3	1.3	4	73	.1	
4-Book	7	173	.2	1.0	8	54	.2	.8	11	80	.3	1.2	7	82	.2	.9	2	41	.1	
WI '99	6	133	.1	.9	8	70	.2	.8	9	74	.2	.9	6	63	.1	.8	3	27	.1	
<b>KCBQ-AM</b>																				
WI '00		7											1	7		.1				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	35		.2		12				8			2	21		.2	1	8	.3	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	1	38		.1					2	19		.2	3	38		.4				
<b>KFMB-AM</b>																				
WI '00	2	96		.3	2	24		.2	3	54	.1	.3	1	18		.1	1	9	.3	
FA '99	8	229	.2	1.2	3	51	.1	.3	11	78	.2	1.1	19	77	.4	2.4	4	69	.1	
SU '99	9	312	.2	1.4	2	24		.2	5	72	.1	.5	19	209	.4	2.4	11	78	.3	
SP '99	12	261	.3	1.7	6	55	.1	.6	13	92	.3	1.3	26	137	.6	2.9	10	75	.2	
4-Book	8	225	.2	1.2	3	39	.1	.3	8	74	.2	.8	16	110	.4	2.0	7	58	.2	
WI '99	2	124		.3		9			3	64	.1	.3	5	69	.1	.6	1	29	.3	
<b>KFMB-FM</b>																				
WI '00	41	691	.9	6.3	65	389	1.5	6.5	71	386	1.6	7.4	55	388	1.2	6.5	10	166	.2	
FA '99	28	658	.6	4.1	54	327	1.2	5.4	34	309	.8	3.4	37	294	.8	4.7	11	146	.2	
SU '99	26	684	.6	4.0	49	352	1.1	5.5	35	324	.8	3.8	35	395	.8	4.4	7	147	.2	
SP '99	37	782	.8	5.2	66	435	1.5	6.3	58	322	1.3	5.6	43	333	1.0	4.8	4	138	.1	
4-Book	33	704	.7	4.9	59	376	1.3	5.9	50	335	1.1	5.1	43	353	1.0	5.1	8	149	.2	
WI '99	44	844	1.0	6.3	81	435	1.9	7.9	62	412	1.4	5.9	52	464	1.2	6.6	19	238	.4	
<b>KFSD-FM</b>																				
WI '00	3	84	.1	.5	1	17		.1	4	25	.1	.4	4	53	.1	.5	4	19	.1	
FA '99	3	90	.1	.4	4	47	.1	.4	1	29		.1	5	43	.1	.6	3	38	.1	
SU '99	2	84		.3	1	27		.1	2	41		.2	2	25		.2	1	24	.3	
SP '99	1	76		.1	1	35		.1	1	24		.1	1	14		.1	2	34	.5	
4-Book	2	84	.1	.3	2	32		.2	2	30		.2	3	34	.1	.3	3	29	.1	
WI '99	5	102	.1	.7	5	66	.1	.5	3	19	.1	.3	4	19	.1	.5	8	44	.2	
<b>KGB -FM</b>																				
WI '00	47	752	1.1	7.2	143	481	3.2	14.4	61	363	1.4	6.4	38	311	.8	4.5	6	87	.1	
FA '99	47	762	1.1	6.9	123	484	2.8	12.2	65	384	1.5	6.6	46	350	1.0	5.8	14	124	.3	
SU '99	43	772	1.0	6.6	116	477	2.7	13.0	65	367	1.5	7.1	27	325	.6	3.4	10	158	.2	
SP '99	38	684	.9	5.3	117	461	2.7	11.2	46	297	1.1	4.4	33	302	.8	3.7	12	149	.3	
4-Book	44	743	1.0	6.5	125	476	2.9	12.7	59	353	1.4	6.1	36	322	.8	4.4	11	130	.2	
WI '99	49	738	1.1	7.1	117	527	2.7	11.4	79	324	1.8	7.5	47	384	1.1	6.0	5	134	.1	
<b>KHTS-FM</b>																				
WI '00	29	855	.6	4.5	30	310	.7	3.0	48	466	1.1	5.0	43	518	1.0	5.1	16	292	.4	
FA '99	43	985	1.0	6.3	52	495	1.2	5.2	56	449	1.3	5.6	49	466	1.1	6.2	24	297	.5	
SU '99	41	1001	.9	6.3	46	442	1.1	5.1	43	542	1.0	4.7	53	607	1.2	6.6	30	387	.7	
SP '99	39	978	.9	5.5	30	420	.7	2.9	52	468	1.2	5.0	55	633	1.3	6.2	25	341	.6	
4-Book	38	955	.9	5.7	40	417	.9	4.1	50	481	1.2	5.1	50	556	1.2	6.0	24	329	.6	
WI '99	37	1018	.8	5.3	39	461	.9	3.8	59	477	1.3	5.6	56	590	1.3	7.1	20	322	.5	
<b>KIFM-FM</b>																				
WI '00	15	200	.3	2.3	8	114	.2	.8	20	70	.4	2.1	23	117	.5	2.7	17	117	.4	
FA '99	10	235	.2	1.5	11	90	.2	1.1	16	106	.4	1.6	12	165	.3	1.5	10	88	.2	
SU '99	10	239	.2	1.5	12	73	.3	1.3	15	104	.3	1.6	11	60	.3	1.4	6	65	.1	
SP '99	6	201	.1	.8	11	80	.3	1.0	6	94	.1	.6	6	93	.1	.7	4	83	.1	
4-Book	10	219	.2	1.5	11	89	.3	1.1	14	94	.3	1.5	13	109	.3	1.6	9	88	.2	
WI '99	7	274	.2	1.0	8	70	.2	.8	12	83	.3	1.1	5	100	.1	.6	8	153	.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Men 18-34

	Men 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KIOZ-FM</b>																				
WI '00	83	1254	1.9	12.8	161	716	3.6	16.2	113	701	2.5	11.8	98	660	2.2	11.5	36	341	.8	12.5
FA '99	81	1174	1.8	11.8	159	649	3.6	15.8	114	656	2.5	11.5	84	618	1.9	10.7	31	326	.7	8.4
SU '99	80	1227	1.8	12.3	154	722	3.5	17.2	99	675	2.3	10.8	105	701	2.4	13.1	46	337	1.1	11.9
SP '99	102	1114	2.3	14.3	240	697	5.5	22.9	145	715	3.3	14.0	96	587	2.2	10.8	33	403	.8	8.8
<b>4-Book</b>	<b>87</b>	<b>1192</b>	<b>2.0</b>	<b>12.8</b>	<b>179</b>	<b>696</b>	<b>4.1</b>	<b>18.0</b>	<b>118</b>	<b>687</b>	<b>2.7</b>	<b>12.0</b>	<b>96</b>	<b>642</b>	<b>2.2</b>	<b>11.5</b>	<b>37</b>	<b>352</b>	<b>.9</b>	<b>10.4</b>
WI '99	83	1142	1.9	12.0	164	770	3.7	16.0	132	771	3.0	12.5	88	600	2.0	11.2	33	424	.8	9.0
<b>KJQY-FM</b>																				
WI '00	7	236	.2	1.1	7	79	.2	.7	10	117	.2	1.0	15	124	.3	1.8	2	42		.7
FA '99	7	173	.2	1.0	9	95	.2	.9	11	60	.2	1.1	7	90	.2	.9	3	36	.1	.8
SU '99	3	100	.1	.5	2	37	.2	.2	5	50	.1	.5	1	36		.1	4	36	.1	1.0
SP '99	12	231	.3	1.7	13	95	.3	1.2	13	91	.3	1.3	21	106	.5	2.4	9	103	.2	2.4
<b>4-Book</b>	<b>7</b>	<b>185</b>	<b>.2</b>	<b>1.1</b>	<b>8</b>	<b>77</b>	<b>.2</b>	<b>.8</b>	<b>10</b>	<b>80</b>	<b>.2</b>	<b>1.0</b>	<b>11</b>	<b>89</b>	<b>.3</b>	<b>1.3</b>	<b>5</b>	<b>54</b>	<b>.1</b>	<b>1.2</b>
WI '99	4	174	.1	.6	5	63	.1	.5	9	96	.2	.9	5	81	.1	.6	2	61		.5
<b>KLNV-FM</b>																				
WI '00	23	366	.5	3.5	47	254	1.1	4.7	20	180	.4	2.1	14	172	.3	1.6	12	115	.3	4.2
FA '99	26	429	.6	3.8	37	220	.8	3.7	35	265	.8	3.5	26	270	.6	3.3	9	156	.2	2.4
SU '99	31	378	.7	4.7	46	263	1.1	5.1	56	250	1.3	6.1	33	224	.8	4.1	9	97	.2	2.3
SP '99	35	419	.8	4.9	43	221	1.0	4.1	43	191	1.0	4.1	36	223	.8	4.0	24	148	.5	6.4
<b>4-Book</b>	<b>29</b>	<b>398</b>	<b>.7</b>	<b>4.2</b>	<b>43</b>	<b>240</b>	<b>1.0</b>	<b>4.4</b>	<b>39</b>	<b>222</b>	<b>.9</b>	<b>4.0</b>	<b>27</b>	<b>222</b>	<b>.6</b>	<b>3.3</b>	<b>14</b>	<b>129</b>	<b>.3</b>	<b>3.8</b>
WI '99	39	432	.9	5.6	57	250	1.3	5.6	50	305	1.1	4.7	47	253	1.1	6.0	25	197	.6	6.8
<b>KLQV-FM</b>																				
WI '00	8	160	.2	1.2	13	79	.3	1.3	14	106	.3	1.5	6	65	.1	.7	4	23	.1	1.4
FA '99	9	179	.2	1.3	8	86	.2	.8	6	81	.1	.6	12	115	.3	1.5	6	48	.1	1.6
SU '99	11	173	.3	1.7	15	75	.3	1.7	19	87	.4	2.1	13	112	.3	1.6	7	52	.2	1.8
SP '99	14	208	.3	2.0	17	104	.4	1.6	14	79	.3	1.3	16	142	.4	1.8	10	110	.2	2.7
<b>4-Book</b>	<b>11</b>	<b>180</b>	<b>.3</b>	<b>1.6</b>	<b>13</b>	<b>86</b>	<b>.3</b>	<b>1.4</b>	<b>13</b>	<b>88</b>	<b>.3</b>	<b>1.4</b>	<b>12</b>	<b>109</b>	<b>.3</b>	<b>1.4</b>	<b>7</b>	<b>58</b>	<b>.2</b>	<b>1.9</b>
WI '99	10	194	.2	1.4	12	115	.3	1.2	16	80	.4	1.5	7	101	.2	.9	7	65	.2	1.9
<b>KMSX-FM</b>																				
WI '00	20	475	.4	3.1	13	201	.3	1.3	29	236	.6	3.0	40	292	.9	4.7	8	129	.2	2.8
FA '99	16	377	.4	2.3	19	128	.4	1.9	44	206	1.0	4.4	13	189	.3	1.7	4	85	.1	1.1
SU '99	18	412	.4	2.8	15	154	.3	1.7	25	210	.6	2.7	26	256	.6	3.2	12	159	.3	3.1
SP '99	15	368	.3	2.1	22	146	.5	2.1	27	192	.6	2.6	22	217	.5	2.5	3	82	.1	.8
<b>4-Book</b>	<b>17</b>	<b>408</b>	<b>.4</b>	<b>2.6</b>	<b>17</b>	<b>157</b>	<b>.4</b>	<b>1.8</b>	<b>31</b>	<b>211</b>	<b>.7</b>	<b>3.2</b>	<b>25</b>	<b>239</b>	<b>.6</b>	<b>3.0</b>	<b>7</b>	<b>114</b>	<b>.2</b>	<b>2.0</b>
WI '99	19	465	.4	2.7	25	248	.6	2.4	43	284	1.0	4.1	26	301	.6	3.3	4	114	.1	1.1
<b>KOGO-AM</b>																				
WI '00	10	177	.2	1.5	18	87	.4	1.8	16	71	.4	1.7	12	72	.3	1.4	5	36	.1	1.7
FA '99	11	205	.2	1.6	13	86	.3	1.3	24	104	.5	2.4	12	126	.3	1.5	6	62	.1	1.6
SU '99	6	168	.1	.9	5	50	.1	.6	8	55	.2	.9	5	67	.1	.6	7	46	.2	1.8
SP '99	6	130	.1	.8	8	63	.2	.8	7	47	.2	.7	6	72	.1	.7	7	42	.2	1.9
<b>4-Book</b>	<b>8</b>	<b>170</b>	<b>.2</b>	<b>1.2</b>	<b>11</b>	<b>72</b>	<b>.3</b>	<b>1.1</b>	<b>14</b>	<b>69</b>	<b>.3</b>	<b>1.4</b>	<b>9</b>	<b>84</b>	<b>.2</b>	<b>1.1</b>	<b>6</b>	<b>47</b>	<b>.2</b>	<b>1.8</b>
WI '99	7	174	.2	1.0	5	57	.1	.5	5	66	.1	.5	3	49	.1	.4	15	69	.3	4.1
<b>KPLN-FM</b>																				
WI '00	12	317	.3	1.8	16	119	.4	1.6	18	181	.4	1.9	20	165	.4	2.4	5	86	.1	1.7
FA '99	29	494	.6	4.2	34	228	.8	3.4	58	284	1.3	5.8	36	283	.8	4.6	7	115	.2	1.9
SU '99	24	342	.5	3.7	33	122	.8	3.7	44	195	1.0	4.8	27	241	.6	3.4	7	86	.2	1.8
SP '99	17	302	.4	2.4	20	84	.5	1.9	40	196	.9	3.8	12	135	.3	1.3	5	95	.1	1.3
<b>4-Book</b>	<b>21</b>	<b>364</b>	<b>.5</b>	<b>3.0</b>	<b>26</b>	<b>138</b>	<b>.6</b>	<b>2.7</b>	<b>40</b>	<b>214</b>	<b>.9</b>	<b>4.1</b>	<b>24</b>	<b>206</b>	<b>.5</b>	<b>2.9</b>	<b>6</b>	<b>96</b>	<b>.2</b>	<b>1.7</b>
WI '99	13	410	.3	1.9	19	170	.4	1.9	23	219	.5	2.2	13	232	.3	1.6	6	65	.1	1.6
<b>KPOP-AM</b>																				
WI '00	5	9	.1	.8	4	9	.1	.4	9	9	.2	.9	9	9	.2	1.1				
FA '99		22												11						
SU '99	1	25		.2					1	8		.1								
SP '99	1	18		.1	2	18		.2					5	18	.1	.6				9
<b>4-Book</b>	<b>2</b>	<b>19</b>		<b>.3</b>	<b>2</b>	<b>7</b>		<b>.2</b>	<b>3</b>	<b>4</b>		<b>.1</b>	<b>4</b>	<b>10</b>		<b>.4</b>				<b>2</b>
WI '99		26				10								10						9

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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>KPRZ-AM</b>																				
WI '00	1	25	.2	3	25	.1	.3		9				7				16			
FA '99		17		2	17		.2	1	17		.1		7							
SU '99		42		1	16		.1					2	18		.2					
SP '99	1	52	.1	2	27		.2		8								9			
4-Book	1	34	.1	2	21		.2		9			1	8		.1		6			
WI '99	2	52	.3	7	36	.2	.7		7			3	36	.1	.4					
<b>KSDO-AM</b>																				
WI '00		25							9				7				9			
FA '99	1	49	.1	3	11	.1	.3	1	19		.1									
SU '99		8											8							
SP '99		9											9							
4-Book		23		1	3		.1		7				6				2			
WI '99	1	49	.1	2	19		.2	3	20	.1	.3						9			
<b>KSON-AM</b>																				
WI '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KSON-FM</b>																				
WI '00	22	409	.5	3.4	30	205	.7	3.0	23	176	.5	2.4	30	230	.7	3.5	12	88	.3	4.2
FA '99	34	400	.8	5.0	43	184	1.0	4.3	56	229	1.3	5.6	39	218	.9	5.0	18	137	.4	4.9
SU '99	19	360	.4	2.9	31	210	.7	3.5	22	168	.5	2.4	22	212	.5	2.7	11	104	.3	2.9
SP '99	21	335	.5	2.9	30	167	.7	2.9	28	178	.6	2.7	25	218	.6	2.8	13	137	.3	3.5
4-Book	24	376	.6	3.6	34	192	.8	3.4	32	188	.7	3.3	29	220	.7	3.5	14	117	.3	3.9
WI '99	28	394	.6	4.0	30	193	.7	2.9	48	255	1.1	4.5	37	295	.8	4.7	9	121	.2	2.5
<b>KSPA-AM</b>																				
WI '00		9																		
FA '99	3	36	.1	.4	6	26	.1	.6	7	15	.2	.7	2	29		.3	1	10		.3
SU '99																				
SP '99																				
4-Book	1	11		.1	2	7		.2	2	4		.1	.2	1	7		.1	3		.1
WI '99																				
<b>KXST-FM</b>																				
WI '00	8	190	.2	1.2	17	66	.4	1.7	10	129	.2	1.0	7	109	.2	.8	3	63	.1	1.0
FA '99	9	225	.2	1.3	9	83	.2	.9	18	118	.4	1.8	18	124	.4	2.3	2	40		.5
SU '99	10	162	.2	1.5	11	76	.3	1.2	24	83	.5	2.6	16	107	.4	2.0	2	23		.5
SP '99	6	152	.1	.8	8	59	.2	.8	13	66	.3	1.3	7	79	.2	.8	1	17		.3
4-Book	8	182	.2	1.2	11	71	.3	1.2	16	99	.4	1.7	12	105	.3	1.5	2	36		.6
WI '99	11	256	.3	1.6	14	99	.3	1.4	32	164	.7	3.0	8	143	.2	1.0	3	39	.1	.8
<b>KYXY-FM</b>																				
WI '00	14	330	.3	2.2	18	165	.4	1.8	16	105	.4	1.7	15	140	.3	1.8	13	108	.3	4.5
FA '99	22	438	.5	3.2	29	233	.6	2.9	36	227	.8	3.6	22	164	.5	2.8	14	216	.3	3.8
SU '99	20	320	.5	3.1	23	158	.5	2.6	21	133	.5	2.3	24	160	.5	3.0	17	128	.4	4.4
SP '99	16	405	.4	2.2	19	119	.4	1.8	20	181	.5	1.9	19	239	.4	2.1	16	170	.4	4.3
4-Book	18	373	.4	2.7	22	169	.5	2.3	23	162	.6	2.4	20	176	.4	2.4	15	156	.4	4.3
WI '99	17	332	.4	2.5	20	131	.5	2.0	21	172	.5	2.0	25	159	.6	3.2	13	116	.3	3.6
<b>XBAC-AM</b>																				
WI '00		9																9		
FA '99		28			1	17		.1					1	22		.1	1	11		.3
SU '99																				
SP '99	3	35	.1	.4	2	18		.2	18			3	18	.1	.3	6	17	.1	1.6	
4-Book	1	18		.1	1	9		.1	5			1	10		.1	2	9		.5	
WI '99	1	65		.1	2	21		.2	10				10			1	27		.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 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>XEMO-AM</b>																				
WI '00	1	45	.2	.2	2	23	.2	.2	2	15	.2	.2	1	15	.1	.1	1	16	.3	.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	85	.1	.4	8	52	.2	.8	3	25	.1	.3	4	31	.1	.4	1	20	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCN-FM</b>																				
WI '00	10	172	.2	1.5	7	75	.2	.7	12	77	.3	1.3	17	94	.4	2.0	4	52	.1	1.4
FA '99	3	141	.1	.4	4	41	.1	.4	4	51	.1	.4	2	59	.3	.3	1	20	.3	.3
SU '99	6	121	.1	.9	5	74	.1	.6	6	49	.1	.7	7	82	.2	.9	7	32	.2	1.8
SP '99	2	123	.3	.3	2	38	.2	.2	2	38	.2	.2	2	49	.2	.2	2	22	.5	.5
4-Book	5	139	.1	.8	4	48	.1	.4	6	54	.1	.7	7	71	.2	.9	4	32	.1	1.0
WI '99	12	219	.3	1.7	8	59	.2	.8	13	94	.3	1.2	15	108	.3	1.9	4	43	.1	1.1
<b>XHRM-FM</b>																				
WI '00	18	536	.4	2.8	16	250	.4	1.6	24	280	.5	2.5	23	200	.5	2.7	11	154	.2	3.8
FA '99	14	489	.3	2.0	12	184	.3	1.2	8	176	.2	.8	20	271	.4	2.5	15	146	.3	4.1
SU '99	26	512	.6	4.0	31	198	.7	3.5	48	236	1.1	5.2	24	235	.5	3.0	11	94	.3	2.9
SP '99	42	616	1.0	5.9	44	271	1.0	4.2	70	350	1.6	6.7	52	337	1.2	5.8	24	199	.5	6.4
4-Book	25	538	.6	3.7	26	226	.6	2.6	38	261	.9	3.8	30	261	.7	3.5	15	148	.3	4.3
WI '99	36	636	.8	5.2	48	307	1.1	4.7	55	358	1.3	5.2	35	294	.8	4.4	28	170	.6	7.7
<b>XHTZ-FM</b>																				
WI '00	46	1206	1.0	7.1	61	670	1.4	6.1	53	610	1.2	5.5	65	676	1.5	7.7	31	541	.7	10.8
FA '99	56	1044	1.3	8.2	70	517	1.6	7.0	72	579	1.6	7.3	66	681	1.5	8.4	42	456	.9	11.4
SU '99	67	1038	1.5	10.3	84	544	1.9	9.4	80	500	1.8	8.7	68	646	1.6	8.5	54	396	1.2	14.0
SP '99	51	1011	1.2	7.1	52	515	1.2	5.0	59	517	1.3	5.7	78	650	1.8	8.8	38	453	.9	10.2
4-Book	55	1075	1.3	8.2	67	562	1.5	6.9	66	552	1.5	6.8	69	663	1.6	8.4	41	462	.9	11.6
WI '99	56	971	1.3	8.1	61	452	1.4	6.0	73	614	1.7	6.9	66	641	1.5	8.4	50	415	1.1	13.7
<b>XLTN-FM</b>																				
WI '00	12	137	.3	1.8	15	66	.3	1.5	22	58	.5	2.3	18	112	.4	2.1	4	64	.1	1.4
FA '99	4	185	.1	.6	4	53	.1	.4	4	66	.1	.4	7	93	.2	.9	3	48	.1	.8
SU '99	5	166	.1	.8	7	122	.2	.8	8	96	.2	.9	5	98	.1	.6	3	42	.1	.8
SP '99	6	169	.1	.8	10	94	.2	1.0	5	73	.1	.5	5	86	.1	.6	4	55	.1	1.1
4-Book	7	164	.2	1.0	9	84	.2	.9	10	73	.2	1.0	9	97	.2	1.1	4	52	.1	1.0
WI '99	6	102	.1	.9	11	53	.3	1.1	10	57	.2	.9	3	40	.1	.4	3	23	.1	.8
<b>XMOR-FM</b>																				
WI '00	11	187	.2	1.7	9	98	.2	.9	15	115	.3	1.6	13	106	.3	1.5	7	72	.2	2.4
FA '99	12	104	.3	1.7	17	80	.4	1.7	13	80	.3	1.3	11	77	.2	1.4	14	57	.3	3.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	77	.1	.6	3	47	.1	.3	2	27	.2	.2	7	47	.2	.8	3	33	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	7	94	.2	1.1	15	55	.3	1.5	10	55	.2	1.0	4	39	.1	.5	5	31	.1	1.7
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	22	.2	.2	4	22	.1	.4	3	6	.1	.3	2	14	.2	.2				
SP '99	7	53	.2	1.0	16	39	.4	1.5	8	25	.2	.8	6	34	.1	.7	1	20	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	6	104	.1	.9	7	63	.2	.7	5	37	.1	.5	6	31	.1	.8	2	32	.5	.5
<b>XTRA-AM</b>																				
WI '00	20	362	.4	3.1	26	165	.6	2.6	45	257	1.0	4.7	30	254	.7	3.5	3	79	.1	1.0
FA '99	25	416	.6	3.6	17	162	.4	1.7	53	242	1.2	5.3	31	234	.7	3.9	13	105	.3	3.5
SU '99	22	396	.5	3.4	25	229	.6	2.8	54	221	1.2	5.9	31	222	.7	3.9	5	58	.1	1.3
SP '99	23	474	.5	3.2	23	182	.5	2.2	51	322	1.2	4.9	46	267	1.1	5.2	5	82	.1	1.3
4-Book	23	412	.5	3.3	23	185	.5	2.3	51	261	1.2	5.2	35	244	.8	4.1	7	81	.2	1.8
WI '99	31	520	.7	4.5	42	245	1.0	4.1	68	259	1.6	6.4	45	287	1.0	5.7	4	106	.1	1.1

Target Listener Trends - Men 18-34

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XTRA-FM</b>																				
WI '00	81	1442	1.8	12.5	124	771	2.8	12.5	132	799	3.0	13.8	112	841	2.5	13.2	28	418	.6	9.7
FA '99	72	1332	1.6	10.5	97	625	2.2	9.6	103	790	2.3	10.4	76	741	1.7	9.7	45	490	1.0	12.2
SU '99	84	1354	1.9	12.9	80	547	1.8	8.9	111	785	2.5	12.1	112	896	2.6	14.0	71	657	1.6	18.4
SP '99	82	1231	1.9	11.5	101	590	2.3	9.6	142	696	3.2	13.7	99	727	2.3	11.1	40	416	.9	10.7
4-Book	80	1340	1.8	11.9	101	633	2.3	10.2	122	768	2.8	12.5	100	801	2.3	12.0	46	495	1.0	12.8
WI '99	67	1315	1.5	9.7	83	622	1.9	8.1	108	750	2.5	10.2	82	855	1.9	10.4	36	497	.8	9.8
<b>KFI -AM</b>																				
WI '00	5	92	.1	.8	8	37	.2	.8	9	56	.2	.9	4	19	.1	.5	3	18	.1	1.0
FA '99	5	82	.1	.7	6	11	.1	.6	3	29	.1	.3	13	43	.3	1.7	3	27	.1	.8
SU '99	4	63	.1	.6	6	23	.1	.7	9	23	.2	1.0	5	46	.1	.6	1	33		.3
SP '99	1	45		.1	4	27	.1	.4	2	9		.2		9						
4-Book	4	71	.1	.6	6	25	.1	.6	6	29	.1	.6	6	29	.1	.7	2	20	.1	.5
WI '99	8	176	.2	1.2	16	71	.4	1.6	10	56	.2	.9	8	66	.2	1.0	7	55	.2	1.9
<b>KKBT-FM</b>																				
WI '00	7	223	.2	1.1	7	82	.2	.7	5	74	.1	.5	18	145	.4	2.1	3	66	.1	1.0
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	6	182	.1	.9	4	52	.1	.4	6	55	.1	.7	9	89	.2	1.1	5	48	.1	1.3
SP '99	6	152	.1	.8	4	57	.1	.4	5	78	.1	.5	12	109	.3	1.3	6	60	.1	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	145	.1	.6	6	100	.1	.6	9	49	.2	.9	5	86	.1	.6	3	41	.1	.8
<b>KNX -AM</b>																				
WI '00	1	56		.2	3	36	.1	.3	2	28		.2		9				18		
FA '99	1	65		.1	2	19		.2	1	21		.1	1	11		.1	1	11		.3
SU '99	1	54		.2	3	25	.1	.3	1	21		.1	1	21		.1				
SP '99	1	35		.1	1	17		.1	1	17		.1	1	35		.1				
4-Book	1	53		.2	2	24	.1	.2	1	22		.1	1	19		.1		7		.1
WI '99	1	59		.1	1	19		.1	1	10		.1	1	31		.1		10		
<b>KSSE-FM</b>																				
WI '00	9	55	.2	1.4	13	23	.3	1.3	22	47	.5	2.3	8	16	.2	.9	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																				
WI '00		37				9			1	18		.1	1	19		.1				
FA '99	2	40		.3	5	22	.1	.5	5	20	.1	.5	1	21		.1		10		.3
SU '99	2	48		.3	3	32	.1	.3	1	32		.1	2	26		.2		7		.3
SP '99	2	76		.3	3	44	.1	.3	2	44		.2	2	42		.2		4		.2
4-Book	2	50		.2	3	27	.1	.3	2	29		.2	2	27		.2		4		.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	14	126	.3	2.2	15	63	.3	1.5	27	85	.6	2.8	22	79	.5	2.6	5	55	.1	1.7
FA '99	10	158	.2	1.5	12	84	.3	1.2	13	65	.3	1.3	13	76	.3	1.7	9	51	.2	2.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	7	79	.2	1.0	10	26	.2	1.0	12	47	.3	1.2	5	31	.1	.6	3	45	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*	1		.2	2	16		.2	2	16		.2	2	25		.2	*			
FA '99	6	43	.1	.9	6	23	.1	.6	13	34	.3	1.3	13	43	.3	1.7				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	39	.1	.4	1	13		.1	4	25	.1	.4	6	32	.1	.7	3	26	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	27		.3	1	10		.1	1	19		.1	1	19		.1				
<b>TOTALS</b>																				
WI '00	650	4280	14.5		994	3631	22.2		955	3218	21.4		849	3568	19.0		288	2257	6.4	
FA '99	686	4269	15.3		1006	3546	22.5		992	3296	22.2		787	3590	17.6		368	2483	8.2	
SU '99	653	4072	14.9		895	3287	20.5		919	3115	21.0		801	3502	18.3		385	2398	8.8	
SP '99	714	4152	16.3		1049	3525	24.0		1039	3236	23.7		889	3570	20.3		374	2470	8.5	
4-Book	676	4193	15.3		986	3497	22.3		976	3216	22.1		832	3558	18.8		354	2402	8.0	
WI '99	693	4193	15.8		1023	3552	23.4		1058	3339	24.2		788	3514	18.0		366	2520	8.4	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		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
KBZT-FM	WI '00	8	77	.2	.9	2	58	.1	.5	2	19	.1	.5	7	7	.2	1.0	3	25	.1	.7
	4-Book	9	137	.2	1.0	6	82	.1	1.3	5	17	.1	1.3	7	19	.2	1.0	10	31	.2	1.9
KCBQ-AM	WI '00	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM	WI '00	2	87	.2	.2	1	28	.3	.3	2	10	.3	.3	2	10	.2	1.1	4	11	.1	.8
	4-Book	9	162	.2	1.0	6	100	.2	1.4	1	6	.3	.3	8	24	.2	1.1	4	11	.1	.8
KFMB-FM	WI '00	64	626	1.4	6.9	20	260	.4	5.1	26	100	.6	6.9	41	133	.9	6.1	24	98	.5	5.3
	4-Book	50	621	1.1	5.4	20	300	.4	4.6	17	74	.4	4.2	33	125	.7	4.6	23	91	.5	4.2
KFSD-FM	WI '00	3	62	.1	.3	2	32	.5	.5	2	2	.5	.5	3	8	.1	.4	2	10	.4	.4
	4-Book	2	65	.1	.2	2	38	.1	.5	2	2	.5	.5	3	8	.1	.4	2	9	.3	.3
KGB -FM	WI '00	79	666	1.8	8.5	16	262	.4	4.1	30	113	.7	7.9	24	97	.5	3.5	14	24	.3	3.1
	4-Book	72	685	1.7	7.8	15	252	.3	3.5	33	103	.8	8.2	22	97	.5	3.2	18	63	.4	3.2
KHTS-FM	WI '00	41	688	.9	4.4	17	429	.4	4.4	22	104	.5	5.8	31	150	.7	4.6	22	88	.5	4.8
	4-Book	47	791	1.1	5.0	33	513	.8	7.5	24	103	.6	5.9	52	204	1.2	7.4	45	149	1.0	8.2
KIFM-FM	WI '00	17	155	.4	1.8	11	106	.2	2.8	6	18	.1	1.6	18	47	.4	2.7	11	27	.2	2.4
	4-Book	13	162	.3	1.4	7	95	.2	1.7	2	7	.5	.5	9	28	.2	1.4	11	29	.2	2.0
K10Z-FM	WI '00	123	1147	2.8	13.2	42	554	.9	10.8	33	123	.7	8.7	77	262	1.7	11.4	72	188	1.6	15.8
	4-Book	130	1100	2.9	13.8	43	566	1.0	9.9	40	126	.9	9.7	72	252	1.6	10.3	51	163	1.2	9.8
KJQY-FM	WI '00	10	187	.2	1.1	4	85	.1	1.0	7	7	.1	1.0	7	9	.2	.9	4	18	.1	.9
	4-Book	9	146	.2	1.0	5	85	.1	1.1	4	14	.1	1.0	7	19	.2	.9	7	24	.2	1.2
KLNV-FM	WI '00	27	318	.6	2.9	23	220	.5	5.9	40	109	.9	10.6	18	73	.4	2.7	14	45	.3	3.1
	4-Book	37	349	.8	4.0	25	233	.6	5.8	39	106	.9	9.8	34	88	.8	4.8	24	72	.5	4.5
KLQV-FM	WI '00	11	135	.2	1.2	4	87	.1	1.0	10	39	.2	2.6	5	31	.1	.7	1	9	.2	.2
	4-Book	13	157	.3	1.4	9	111	.2	2.1	13	38	.3	3.1	15	47	.4	2.2	12	38	.3	2.1
KMSX-FM	WI '00	27	381	.6	2.9	16	281	.4	4.1	12	80	.3	3.2	30	107	.7	4.4	21	68	.5	4.6
	4-Book	25	347	.6	2.7	11	206	.3	2.6	7	41	.2	1.7	24	93	.5	3.4	15	58	.4	2.9
KOGO-AM	WI '00	15	150	.3	1.6	2	51	.5	.5	4	25	.1	1.1	4	9	.1	.6	2	10	.1	.4
	4-Book	11	137	.3	1.2	3	48	.6	.6	1	10	.4	.4	4	12	.1	.5	2	10	.1	.4
KPLN-FM	WI '00	18	301	.4	1.9	5	88	.1	1.3	11	34	.2	2.9	7	35	.2	1.0	5	7	.1	1.1
	4-Book	31	326	.7	3.3	13	151	.3	2.8	11	35	.2	2.7	25	63	.6	3.5	18	53	.4	3.2
KPOP-AM	WI '00	7	9	.2	.7	5	9	.1	1.3	2	9	.5	.5	9	9	.2	1.3	9	9	.2	2.0
	4-Book	3	12	.1	.3	2	11	.4	.4	1	2	.1	.1	4	7	.1	.6	3	5	.1	.6
KPRZ-AM	WI '00	1	25	.1	.1	7	7	.1	.1	2	2	.1	.1								
	4-Book	1	28	.1	.1	8	8	.1	.1	2	2	.1	.1								

Target Listener Estimates - Men 18-34

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KSDO-AM</b>																				
WI '00	16																			
4-Book	13			1	10		.1		3		.1					1	3		.1	
<b>KSON-AM</b>																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KSON-FM</b>																				
WI '00	27	348	.6	2.9	18	220	.4	4.6	28	60	.6	7.4	48	126	1.1	7.1	12	46	.3	2.6
4-Book	32	326	.7	3.4	17	204	.4	3.9	15	46	.4	3.9	35	93	.8	5.0	21	59	.5	3.7
<b>KSPA-AM</b>																				
WI '00					9			1	9		.3									
4-Book	1	9		.1	2				2		.1									
<b>KXST-FM</b>																				
WI '00	11	173	.2	1.2	7	111	.2	1.8	9	37	.2	2.4	1	19		.1	3	19	.1	.7
4-Book	13	156	.3	1.4	3	73	.1	.8	4	16	.1	.9	4	22	.1	.5	4	24	.1	.8
<b>KYXY-FM</b>																				
WI '00	17	239	.4	1.8	10	171	.2	2.6	11	49	.2	2.9	7	27	.2	1.0	13	60	.3	2.9
4-Book	22	286	.5	2.4	13	166	.3	2.9	11	35	.2	2.6	14	42	.3	2.0	12	50	.3	2.3
<b>XBAC-AM</b>																				
WI '00																				
4-Book	1	14		.1	1	7		.1		2		.1	1	7		.1		3		.1
<b>XEMD-AM</b>																				
WI '00	1	23		.1	2	30		.5	2	8		.5	5	15	.1	.7	1	7		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	12	128	.3	1.3	8	96	.2	2.1	5	9	.1	1.3	16	53	.4	2.4	12	44	.3	2.6
4-Book	6	102	.1	.6	5	72	.1	1.3	3	11	.1	.8	7	25	.2	1.0	6	25	.2	1.1
<b>XHRM-FM</b>																				
WI '00	21	403	.5	2.2	17	235	.4	4.4	3	17	.1	.8	33	127	.7	4.9	18	71	.4	4.0
4-Book	31	435	.7	3.3	20	275	.5	4.7	13	35	.3	3.0	39	114	.9	5.6	24	77	.5	4.5
<b>XHTZ-FM</b>																				
WI '00	59	1010	1.3	6.3	33	635	.7	8.5	34	152	.8	9.0	80	275	1.8	11.8	44	200	1.0	9.7
4-Book	67	931	1.5	7.2	42	632	1.0	9.8	41	152	1.0	10.1	70	256	1.6	10.1	58	211	1.3	10.7
<b>XLTN-FM</b>																				
WI '00	18	129	.4	1.9	5	66	.1	1.3	5	26	.1	1.3	10	41	.2	1.5	8	25	.2	1.8
4-Book	9	146	.2	1.0	4	68	.1	1.0	3	12	.1	.7	9	28	.2	1.2	8	22	.2	1.6
<b>XMOR-FM</b>																				
WI '00	13	148	.3	1.4	12	87	.3	3.1	9	17	.2	2.4	12	30	.3	1.8	4	15	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	10	78	.2	1.1	2	23		.5	2	7		.5	4	7	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
WI '00	34	341	.8	3.6	6	131	.1	1.5					6	28	.1	.9	8	64	.2	1.8
4-Book	37	368	.9	4.0	7	120	.2	1.7	9	30	.2	2.2	6	28	.1	.8	8	35	.2	1.5
<b>XTRA-FM</b>																				
WI '00	123	1279	2.8	13.2	42	812	.9	10.8	28	159	.6	7.4	78	286	1.7	11.5	54	254	1.2	11.9
4-Book	109	1186	2.5	11.6	52	734	1.2	11.9	42	166	.9	10.3	90	300	2.0	12.8	72	255	1.6	13.2
<b>KFI -AM</b>																				
WI '00	7	84	.2	.7	1	19		.3	2	10		.5								
4-Book	6	60	.1	.6	1	14		.3	3	8	.1	.6	2	4	.1	.3		4		.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener 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>KKBT-FM</b>																				
WI '00	10	179	.2	1.1	4	93	.1	1.0	3	31	.1	.8	6	27	.1	.9	7	31	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	2	46	.2		1	10			2	7		.4	1	10		.1		1	3	
4-Book	2	37	.2		1	26	.2		2	7		.4	1	5		.1		1	3	.1
<b>KSSE-FM</b>																				
WI '00	15	47	.3	1.6	4	23	.1	1.0	6	15	.1	1.6	14	15	.3	2.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																				
WI '00	1	28	.1		1	28	.3						2	18		.3				
4-Book	2	42	.2		1	31	.3						2	13	.1	.3		1	7	.2
<b>XHTY-FM</b>																				
WI '00	22	117	.5	2.4	7	68	.2	1.8	2	15		.5	16	45	.4	2.4	5	15	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	2	25	.2		*															
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	934	4225	20.9		389	3219	8.7		379	1259	8.5		677	1821	15.1		455	1241	10.2	
4-Book	935	4110	21.2		432	3256	9.8		404	1212	9.2		700	1843	15.8		541	1416	12.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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	
<b>KBZT-FM</b>																				
WI '00								6	16	.1	1.3	4	25	.1	1.1					
4-Book	2	8	.1	.7	1	6	.5	6	19	.1	1.2	8	31	.2	2.2	5	21	.1	2.0	
<b>KCBQ-AM</b>																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KFMB-AM</b>																				
WI '00								8	28	.2	1.8									
4-Book	10	28	.2	3.1	1	4	.3	15	52	.4	2.7	6	29	.2	1.4	2	6		.6	
<b>KFMB-FM</b>																				
WI '00	6	27	.1	2.2	8	28	.2	2.9	33	114	.7	7.3	13	59	.3	3.6	3	33	.1	1.3
4-Book	7	41	.2	2.2	13	45	.3	4.6	34	111	.8	6.6	23	72	.5	5.8	8	44	.2	3.0
<b>KFSD-FM</b>																				
WI '00	2	10		.7	1	13		.4	2	13		.4	2	13		.6	3	22	.1	1.3
4-Book	1	8		.3	1	5		.3	6	17		1.0	3	13		.7	1	8		.5
<b>KGB -FM</b>																				
WI '00	14	45	.3	5.2	14	45	.3	5.0	15	45	.3	3.3	18	60	.4	5.0	4	25	.1	1.8
4-Book	8	31	.2	2.7	13	47	.3	4.5	11	40	.2	2.1	13	33	.3	3.5	5	29	.1	1.9
<b>KHTS-FM</b>																				
WI '00	8	69	.2	3.0	8	41	.2	2.9	15	98	.3	3.3	18	85	.4	5.0	10	84	.2	4.4
4-Book	27	98	.6	8.1	20	82	.5	7.1	39	179	.9	7.2	29	123	.7	7.8	21	96	.5	7.4
<b>KIFM-FM</b>																				
WI '00	5	27	.1	1.9	2	13		.7	14	44	.3	3.1	17	27	.4	4.7	16	43	.4	7.1
4-Book	10	28	.2	3.0	1	7		.3	7	29	.1	1.3	8	21	.2	2.1	10	26	.2	3.7
<b>KIOZ-FM</b>																				
WI '00	41	140	.9	15.3	16	85	.4	5.8	46	178	1.0	10.2	27	124	.6	7.5	21	63	.5	9.3
4-Book	33	114	.8	10.6	29	98	.7	9.8	55	185	1.2	10.4	34	130	.8	9.0	24	88	.6	9.1
<b>KJQY-FM</b>																				
WI '00	2	16		.7	11	16	.2	4.0	5	19	.1	1.1	5	35	.1	1.4	3	18	.1	1.3
4-Book	7	25	.1	2.1	3	8	.1	1.1	6	29	.1	1.1	4	23	.1	1.1	2	9	.1	.7
<b>KLNV-FM</b>																				
WI '00	29	77	.6	10.8	32	72	.7	11.5	23	54	.5	5.1	14	55	.3	3.9	14	31	.3	6.2
4-Book	19	52	.4	6.3	26	69	.6	9.2	29	81	.7	5.6	17	50	.4	4.4	11	30	.2	4.3
<b>KLOV-FM</b>																				
WI '00	4	22	.1	1.5					2	9		.4	5	15	.1	1.4	6	16	.1	2.7
4-Book	5	28	.1	1.6	6	19	.1	2.2	10	28	.2	1.7	9	27	.2	2.1	6	21	.1	2.3
<b>KMSX-FM</b>																				
WI '00	10	57	.2	3.7	6	26	.1	2.2	20	69	.4	4.4	22	61	.5	6.1	4	43	.1	1.8
4-Book	7	33	.2	2.1	6	27	.1	2.1	13	55	.3	2.8	12	41	.3	3.2	3	32	.1	1.2
<b>KOGO-AM</b>																				
WI '00	2	9		.7	9	42	.2	3.2					3	17	.1	.8				
4-Book	3	9	.1	.8	3	13	.1	1.0	3	8	.1	.5	1	8		.4	4	11	.1	1.4
<b>KPLN-FM</b>																				
WI '00	1	9		.4	5	18	.1	1.8	4	16	.1	.9	5	42	.1	1.4	2	9		.9
4-Book	4	22	.1	1.1	8	33	.2	2.8	20	46	.5	3.6	10	41	.3	2.8	5	20	.1	1.8
<b>KPOP-AM</b>																				
WI '00					3	9	.1	1.1	9	9	.2	2.0	9	9	.2	2.5				
4-Book					1	2		.3	3	4	.1	.6	2	2	.1	.6				
<b>KPRZ-AM</b>																				
WI '00						7														
4-Book	1	2		.2		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 Estimates

## Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSDO-AM WI '00 4-Book									1	5	.1		2	5	.1	.5					
KSON-AM WI '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KSON-FM WI '00 4-Book	3 8	17 28	.1 .2	1.1 2.5	22 12	62 43	.5 .3	7.9 4.2	15 21	60 73	.3 .5	3.3 3.8	11 14	43 47	.2 .3	3.0 3.7	4 9	18 34	.1 .2	1.8 3.4	
KSPA-AM WI '00 4-Book																					
KXST-FM WI '00 4-Book	2	10 11		.5	23 7	56 18	.5 .2	8.3 2.5	12 5	65 26	.3 .1	2.7 1.0	8 3	46 20	.2 .1	2.2 .8	5 2	27 13	.1	2.2 .8	
KYXY-FM WI '00 4-Book	15 12	61 46	.3 .3	5.6 3.7	10 14	36 37	.2 .3	3.6 4.7	6 14	35 47	.1 .3	1.3 2.5	8 13	35 39	.2 .3	2.2 3.3	14 13	44 41	.3 .3	6.2 4.7	
XBAC-AM WI '00 4-Book					1	2		.3	1	2		.2		2		.1					
XEMD-AM WI '00 4-Book	**	**	**	**	**	15	**	.7	1	7	**	.2	**	**	**	**	**	**	**	**	
+XHCR-FM WI '00 4-Book	8 6	17 20	.2 .2	3.0 2.0	1 1	9 9	.4 .5		13 10	27 25	.3 .2	2.9 1.9	9 7	18 18	.2 .2	2.5 1.9	3 2	18 8	.1 .1	1.3 .9	
XHRM-FM WI '00 4-Book	3 15	17 52	.1 .4	1.1 4.7	11 11	51 42	.2 .2	4.0 3.8	21 20	60 72	.5 .5	4.7 3.9	22 16	52 51	.5 .4	6.1 4.1	19 20	33 55	.4 .5	8.4 7.3	
XHTZ-FM WI '00 4-Book	34 49	180 178	.8 1.2	12.7 14.7	10 21	57 88	.2 .5	3.6 7.4	12 36	81 179	.3 .8	2.7 6.8	22 28	105 130	.5 .6	6.1 7.1	24 32	129 135	.5 .7	10.6 11.5	
XLTN-FM WI '00 4-Book	2 3	16 14	.7 .1	.8	2 3	17 16	.7 .1	1.2	8 5	25 21	.2 .1	1.8 1.0	3 3	16 15	.1 .1	.8 .8	1 3	9 9	.4 .1	.4 .9	
XMOR-FM WI '00 4-Book	12 **	31 **	.3 **	4.5 **	11 **	23 **	.2 **	4.0 **	19 **	31 **	.4 **	4.2 **	11 **	41 **	.2 **	3.0 **	14 **	39 **	.3 **	6.2 **	
XPRS-AM WI '00 4-Book	2 **	16 **	.7 **	.7 **	**	**	**	**	**	**	**	**	**	**	**	**	**	3 **	16 **	.1 **	1.3 **
XTRA-AM WI '00 4-Book	2 2	10 12	.7 .6		9	7 26	.2 .2	2.9	22 16	51 42	.5 .4	4.9 2.9	10 9	46 33	.2 .2	2.8 2.1	2	5		.5	
XTRA-FM WI '00 4-Book	27 33	112 118	.6 .8	10.1 9.7	32 29	138 131	.7 .7	11.5 10.4	49 59	182 221	1.1 1.3	10.9 11.4	37 49	166 186	.8 1.1	10.2 13.1	29 38	133 132	.6 .9	12.8 13.6	
KFI -AM WI '00 4-Book		2		.1	2 1	10 3	.7 .2		7 3	19 7	.2 .1	1.6 .6									

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>KKBT-FM</b>																				
WI '00	7	30	.2	2.6	**	**	**	**	3	9	.1	.7	7	31	.2	1.9	1	13	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KNX -AM</b>																				
WI '00								1	7		.2	1	2		.3	1	3		.2	
4-Book																				
<b>KSSE-FM</b>																				
WI '00					4	7	.1	1.4	8	15	.2	1.8								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KWVE-FM</b>																				
WI '00					1	10		.4	1	9		.2								
4-Book	1	5		.1	2	9		.6	2	11		.4		2		.1		4	.1	
<b>XHTY-FM</b>																				
WI '00	5	30	.1	1.9	10	23	.2	3.6	9	14	.2	2.0	4	7	.1	1.1	5	22	.1	2.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	268	913	6.0		278	922	6.2		451	1246	10.1		361	1046	8.1		226	760	5.1	
4-Book	323	1000	7.3		285	891	6.5		525	1442	11.9		381	1107	8.6		269	881	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 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
	<b>KBZT-FM</b>																				
WI '00	22	405	.3	1.8	33	193	.4	1.7	36	161	.5	2.0	29	238	.4	1.9	6	80	.1	1.2	
FA '99	15	449	.2	1.2	15	177	.2	.8	28	218	.4	1.5	16	200	.2	1.1	5	89	.1	.9	
SU '99	24	565	.3	2.0	24	192	.3	1.4	34	334	.4	2.0	34	327	.4	2.4	11	158	.1	1.8	
SP '99	30	590	.4	2.4	36	264	.5	1.9	43	294	.6	2.4	34	273	.4	2.3	10	184	.1	1.7	
<b>4-Book</b>	<b>23</b>	<b>502</b>	<b>.3</b>	<b>1.9</b>	<b>27</b>	<b>207</b>	<b>.4</b>	<b>1.5</b>	<b>35</b>	<b>252</b>	<b>.5</b>	<b>2.0</b>	<b>28</b>	<b>260</b>	<b>.4</b>	<b>1.9</b>	<b>8</b>	<b>128</b>	<b>.1</b>	<b>1.4</b>	
WI '99	26	527	.3	2.1	28	268	.4	1.5	48	261	.6	2.5	35	296	.5	2.4	6	103	.1	1.0	
<b>KCBQ-AM</b>																					
WI '00	5	51	.1	.4	6	23	.1	.3	15	38	.2	.8	2	28		.1	1	9		.2	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	2	78		.2	1	20		.1	2	29		.1	4	41	.1	.3	1	8		.2	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<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 '99	2	92		.2	1	14		.1	4	57	.1	.2	9	84	.1	.6		16		.2	
<b>KFMB-AM</b>																					
WI '00	11	347	.1	.9	13	159	.2	.7	13	129	.2	.7	15	137	.2	1.0	8	66	.1	1.6	
FA '99	28	663	.4	2.3	32	209	.4	1.7	33	232	.4	1.8	45	279	.6	3.0	11	169	.1	1.9	
SU '99	37	873	.5	3.2	30	224	.4	1.8	25	259	.3	1.5	62	561	.8	4.3	42	366	.6	6.9	
SP '99	35	690	.5	2.8	40	222	.5	2.2	46	321	.6	2.5	53	418	.7	3.6	23	225	.3	4.0	
<b>4-Book</b>	<b>28</b>	<b>643</b>	<b>.4</b>	<b>2.3</b>	<b>29</b>	<b>204</b>	<b>.4</b>	<b>1.6</b>	<b>29</b>	<b>235</b>	<b>.4</b>	<b>1.6</b>	<b>44</b>	<b>349</b>	<b>.6</b>	<b>3.0</b>	<b>21</b>	<b>207</b>	<b>.3</b>	<b>3.6</b>	
WI '99	23	530	.3	1.9	29	208	.4	1.6	38	253	.5	2.0	42	342	.6	2.8	7	127	.1	1.2	
<b>KFMB-FM</b>																					
WI '00	57	1033	.7	4.7	98	567	1.2	5.2	92	546	1.2	5.1	76	542	1.0	5.0	18	245	.2	3.7	
FA '99	54	1156	.7	4.3	98	602	1.2	5.2	70	544	.9	3.9	74	581	.9	5.0	22	223	.3	3.8	
SU '99	56	1226	.7	4.8	104	653	1.4	6.2	95	556	1.2	5.6	70	639	.9	4.9	11	268	.1	1.8	
SP '99	54	1221	.7	4.4	106	682	1.4	5.7	72	492	.9	4.0	60	549	.8	4.1	9	242	.1	1.6	
<b>4-Book</b>	<b>55</b>	<b>1159</b>	<b>.7</b>	<b>4.6</b>	<b>102</b>	<b>626</b>	<b>1.3</b>	<b>5.6</b>	<b>82</b>	<b>535</b>	<b>1.1</b>	<b>4.7</b>	<b>70</b>	<b>578</b>	<b>.9</b>	<b>4.8</b>	<b>15</b>	<b>245</b>	<b>.2</b>	<b>2.7</b>	
WI '99	65	1285	.9	5.2	129	682	1.7	7.0	97	621	1.3	5.1	71	664	.9	4.8	20	291	.3	3.4	
<b>KFSD-FM</b>																					
WI '00	9	191	.1	.7	7	81	.1	.4	14	69	.2	.8	14	111	.2	.9	6	64	.1	1.2	
FA '99	4	181	.1	.3	5	85	.1	.3	2	43		.1	8	105	.1	.5	3	54		.5	
SU '99	7	173	.1	.6	7	56	.1	.4	8	83	.1	.5	7	68	.1	.5	5	62	.1	.8	
SP '99	9	186	.1	.7	9	99	.1	.5	13	74	.2	.7	8	78	.1	.5	6	61	.1	1.0	
<b>4-Book</b>	<b>7</b>	<b>183</b>	<b>.1</b>	<b>.6</b>	<b>7</b>	<b>80</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>67</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>91</b>	<b>.1</b>	<b>.6</b>	<b>5</b>	<b>60</b>	<b>.1</b>	<b>.9</b>	
WI '99	11	189	.1	.9	13	122	.2	.7	11	59	.1	.6	12	59	.2	.8	8	52	.1	1.3	
<b>KGB -FM</b>																					
WI '00	101	1504	1.3	8.4	265	986	3.4	14.0	134	673	1.7	7.4	90	724	1.1	5.9	23	225	.3	4.7	
FA '99	93	1468	1.2	7.5	251	980	3.2	13.2	116	643	1.5	6.4	86	703	1.1	5.8	23	245	.3	4.0	
SU '99	93	1454	1.2	7.9	220	893	2.9	13.1	134	710	1.8	7.9	83	708	1.1	5.8	24	301	.3	3.9	
SP '99	87	1362	1.1	7.1	248	876	3.3	13.4	105	667	1.4	5.8	77	642	1.0	5.2	24	316	.3	4.2	
<b>4-Book</b>	<b>94</b>	<b>1447</b>	<b>1.2</b>	<b>7.7</b>	<b>246</b>	<b>934</b>	<b>3.2</b>	<b>13.4</b>	<b>122</b>	<b>673</b>	<b>1.6</b>	<b>6.9</b>	<b>84</b>	<b>694</b>	<b>1.1</b>	<b>5.7</b>	<b>24</b>	<b>272</b>	<b>.3</b>	<b>4.2</b>	
WI '99	102	1452	1.3	8.2	235	1051	3.1	12.7	160	754	2.1	8.4	98	775	1.3	6.6	21	306	.3	3.5	
<b>KHTS-FM</b>																					
WI '00	38	1138	.5	3.2	41	448	.5	2.2	57	562	.7	3.2	55	652	.7	3.6	21	374	.3	4.3	
FA '99	53	1259	.7	4.3	67	634	.9	3.5	68	557	.9	3.7	60	564	.8	4.0	29	367	.4	5.0	
SU '99	53	1353	.7	4.5	61	542	.8	3.6	57	670	.7	3.4	69	817	.9	4.8	37	478	.5	6.1	
SP '99	43	1220	.6	3.5	36	487	.5	1.9	56	563	.7	3.1	60	714	.8	4.1	27	402	.4	4.7	
<b>4-Book</b>	<b>47</b>	<b>1243</b>	<b>.6</b>	<b>3.9</b>	<b>51</b>	<b>528</b>	<b>.7</b>	<b>2.8</b>	<b>60</b>	<b>588</b>	<b>.8</b>	<b>3.4</b>	<b>61</b>	<b>687</b>	<b>.8</b>	<b>4.1</b>	<b>29</b>	<b>405</b>	<b>.4</b>	<b>5.0</b>	
WI '99	45	1292	.6	3.6	48	567	.6	2.6	66	587	.9	3.5	66	771	.9	4.5	27	396	.4	4.5	
<b>KIFM-FM</b>																					
WI '00	59	618	.8	4.9	62	311	.8	3.3	103	310	1.3	5.7	77	390	1.0	5.1	28	197	.4	5.8	
FA '99	61	827	.8	4.9	83	410	1.1	4.4	92	374	1.2	5.1	77	591	1.0	5.2	35	318	.4	6.1	
SU '99	39	691	.5	3.3	47	302	.6	2.8	53	311	.7	3.1	45	341	.6	3.1	15	204	.2	2.5	
SP '99	47	683	.6	3.8	62	375	.8	3.3	79	387	1.0	4.4	58	349	.8	3.9	16	227	.2	2.8	
<b>4-Book</b>	<b>52</b>	<b>705</b>	<b>.7</b>	<b>4.2</b>	<b>64</b>	<b>350</b>	<b>.8</b>	<b>3.5</b>	<b>82</b>	<b>346</b>	<b>1.1</b>	<b>4.6</b>	<b>64</b>	<b>418</b>	<b>.9</b>	<b>4.3</b>	<b>24</b>	<b>237</b>	<b>.3</b>	<b>4.3</b>	
WI '99	40	706	.5	3.2	46	285	.6	2.5	65	328	.9	3.4	45	349	.6	3.1	23	315	.3	3.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 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>KIOZ-FM</b>																				
WI '00	109	1641	1.4	9.0	213	935	2.7	11.3	151	867	1.9	8.4	133	879	1.7	8.8	41	406	.5	8.5
FA '99	99	1506	1.3	8.0	207	855	2.6	10.9	139	801	1.8	7.7	104	727	1.3	7.0	39	401	.5	6.8
SU '99	102	1553	1.3	8.7	205	924	2.7	12.2	126	835	1.7	7.4	127	866	1.7	8.9	56	449	.7	9.2
SP '99	127	1446	1.7	10.3	315	909	4.1	17.0	178	915	2.3	9.9	109	723	1.4	7.4	41	486	.5	7.1
<b>4-Book</b>	<b>109</b>	<b>1537</b>	<b>1.4</b>	<b>9.0</b>	<b>235</b>	<b>906</b>	<b>3.0</b>	<b>12.9</b>	<b>149</b>	<b>855</b>	<b>1.9</b>	<b>8.4</b>	<b>118</b>	<b>799</b>	<b>1.5</b>	<b>8.0</b>	<b>44</b>	<b>436</b>	<b>.6</b>	<b>7.9</b>
WI '99	111	1527	1.5	8.9	230	1022	3.0	12.5	173	966	2.3	9.1	116	786	1.5	7.9	42	524	.6	7.0
<b>KJQY-FM</b>																				
WI '00	28	469	.4	2.3	34	176	.4	1.8	42	223	.5	2.3	40	257	.5	2.6	6	100	.1	1.2
FA '99	19	359	.2	1.5	29	194	.4	1.5	39	150	.5	2.1	19	177	.2	1.3	6	104	.1	1.0
SU '99	14	303	.2	1.2	18	142	.2	1.1	23	130	.3	1.4	20	158	.3	1.4	5	81	.1	.8
SP '99	23	455	.3	1.9	26	171	.3	1.4	29	185	.4	1.6	32	221	.4	2.2	16	164	.2	2.8
<b>4-Book</b>	<b>21</b>	<b>397</b>	<b>.3</b>	<b>1.7</b>	<b>27</b>	<b>171</b>	<b>.3</b>	<b>1.5</b>	<b>33</b>	<b>172</b>	<b>.4</b>	<b>1.9</b>	<b>28</b>	<b>203</b>	<b>.4</b>	<b>1.9</b>	<b>8</b>	<b>112</b>	<b>.1</b>	<b>1.5</b>
WI '99	14	448	.2	1.1	14	164	.2	.8	18	185	.2	.9	19	230	.2	1.3	10	126	.1	1.7
<b>KLNV-FM</b>																				
WI '00	48	626	.6	4.0	99	452	1.3	5.2	59	364	.8	3.3	36	308	.5	2.4	17	185	.2	3.5
FA '99	41	601	.5	3.3	59	332	.8	3.1	56	340	.7	3.1	41	350	.5	2.8	18	213	.2	3.1
SU '99	43	578	.6	3.7	61	385	.8	3.6	77	375	1.0	4.5	44	335	.6	3.1	14	159	.2	2.3
SP '99	50	580	.7	4.1	64	323	.8	3.4	64	295	.8	3.5	52	320	.7	3.5	30	221	.4	5.2
<b>4-Book</b>	<b>46</b>	<b>596</b>	<b>.6</b>	<b>3.8</b>	<b>71</b>	<b>373</b>	<b>.9</b>	<b>3.8</b>	<b>64</b>	<b>344</b>	<b>.8</b>	<b>3.6</b>	<b>43</b>	<b>328</b>	<b>.6</b>	<b>3.0</b>	<b>20</b>	<b>195</b>	<b>.3</b>	<b>3.5</b>
WI '99	55	662	.7	4.4	75	404	1.0	4.1	70	438	.9	3.7	70	384	.9	4.7	34	271	.4	5.7
<b>KLQV-FM</b>																				
WI '00	13	276	.2	1.1	24	138	.3	1.3	17	147	.2	.9	11	106	.1	.7	5	58	.1	1.0
FA '99	17	299	.2	1.4	22	192	.3	1.2	19	160	.2	1.0	22	176	.3	1.5	7	79	.1	1.2
SU '99	15	291	.2	1.3	19	136	.2	1.1	23	154	.3	1.4	18	179	.2	1.3	9	81	.1	1.5
SP '99	15	275	.2	1.2	19	130	.2	1.0	15	105	.2	.8	19	163	.2	1.3	11	124	.1	1.9
<b>4-Book</b>	<b>15</b>	<b>285</b>	<b>.2</b>	<b>1.3</b>	<b>21</b>	<b>149</b>	<b>.3</b>	<b>1.2</b>	<b>19</b>	<b>142</b>	<b>.2</b>	<b>1.0</b>	<b>18</b>	<b>156</b>	<b>.2</b>	<b>1.2</b>	<b>8</b>	<b>86</b>	<b>.1</b>	<b>1.4</b>
WI '99	19	289	.2	1.5	23	172	.3	1.2	28	125	.4	1.5	17	131	.2	1.2	15	102	.2	2.5
<b>KMSX-FM</b>																				
WI '00	27	717	.3	2.2	19	291	.2	1.0	34	350	.4	1.9	50	415	.6	3.3	14	191	.2	2.9
FA '99	21	591	.3	1.7	30	202	.4	1.6	51	295	.6	2.8	18	286	.2	1.2	5	107	.1	.9
SU '99	28	648	.4	2.4	31	271	.4	1.9	43	335	.6	2.5	37	401	.5	2.6	13	202	.2	2.1
SP '99	26	591	.3	2.1	36	240	.5	1.9	44	287	.6	2.4	34	353	.4	2.3	5	117	.1	.9
<b>4-Book</b>	<b>26</b>	<b>637</b>	<b>.3</b>	<b>2.1</b>	<b>29</b>	<b>251</b>	<b>.4</b>	<b>1.6</b>	<b>43</b>	<b>317</b>	<b>.6</b>	<b>2.4</b>	<b>35</b>	<b>364</b>	<b>.4</b>	<b>2.4</b>	<b>9</b>	<b>154</b>	<b>.2</b>	<b>1.7</b>
WI '99	30	656	.4	2.4	40	338	.5	2.2	54	400	.7	2.8	38	384	.5	2.6	10	152	.1	1.7
<b>KOGO-AM</b>																				
WI '00	33	605	.4	2.7	53	325	.7	2.8	54	288	.7	3.0	49	316	.6	3.2	15	115	.2	3.1
FA '99	36	642	.5	2.9	55	314	.7	2.9	67	305	.9	3.7	44	341	.6	3.0	20	199	.3	3.5
SU '99	34	535	.4	2.9	47	275	.6	2.8	52	266	.7	3.1	39	254	.5	2.7	28	146	.4	4.6
SP '99	26	488	.3	2.1	37	273	.5	2.0	43	280	.6	2.4	40	240	.5	2.7	17	129	.2	3.0
<b>4-Book</b>	<b>32</b>	<b>588</b>	<b>.4</b>	<b>2.7</b>	<b>48</b>	<b>297</b>	<b>.6</b>	<b>2.6</b>	<b>54</b>	<b>285</b>	<b>.7</b>	<b>3.1</b>	<b>43</b>	<b>288</b>	<b>.6</b>	<b>2.9</b>	<b>20</b>	<b>147</b>	<b>.3</b>	<b>3.6</b>
WI '99	36	649	.5	2.9	42	360	.6	2.3	74	371	1.0	3.9	26	265	.3	1.8	32	201	.4	5.4
<b>KPLN-FM</b>																				
WI '00	39	746	.5	3.2	51	375	.6	2.7	73	462	.9	4.0	56	461	.7	3.7	13	200	.2	2.7
FA '99	49	884	.6	3.9	52	432	.7	2.7	89	487	1.1	4.9	72	556	.9	4.8	15	258	.2	2.6
SU '99	45	707	.6	3.8	70	327	.9	4.2	92	385	1.2	5.4	44	405	.6	3.1	10	145	.1	1.6
SP '99	42	694	.6	3.4	55	302	.7	3.0	72	380	.9	4.0	48	368	.6	3.2	13	196	.2	2.3
<b>4-Book</b>	<b>44</b>	<b>758</b>	<b>.6</b>	<b>3.6</b>	<b>57</b>	<b>359</b>	<b>.7</b>	<b>3.2</b>	<b>82</b>	<b>429</b>	<b>1.0</b>	<b>4.6</b>	<b>55</b>	<b>448</b>	<b>.7</b>	<b>3.7</b>	<b>13</b>	<b>200</b>	<b>.2</b>	<b>2.3</b>
WI '99	36	819	.5	2.9	58	377	.8	3.1	60	458	.8	3.2	39	457	.5	2.6	11	181	.1	1.8
<b>KPOP-AM</b>																				
WI '00	6	46	.1	.5	5	15	.1	.3	9	16	.1	.5	9	9	.1	.6		6		
FA '99	1	37	.1	.1	1	15	.1	.1					1	18	.1	.1		8		
SU '99	6	88	.1	.5	5	35	.1	.3	12	34	.2	.7	6	45	.1	.4	3	21		.5
SP '99	4	73	.1	.3	7	31	.1	.4	6	19	.1	.3	9	45	.1	.6	1	21		.2
<b>4-Book</b>	<b>4</b>	<b>61</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>24</b>	<b>.1</b>	<b>.3</b>	<b>7</b>	<b>17</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>29</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>14</b>		<b>.2</b>
WI '99	2	65	.2	.2	6	19	.1	.3	3	17		.2	1	17		.1	1	24		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 18-49

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>KPRZ-AM</b>																				
WI '00	5	99	.1	.4	10	85	.1	.5	6	60	.1	.3	5	60	.1	.3	2	45		.4
FA '99	2	72		.2	9	42	.1	.5	1	20		.1	1	17		.1		3		
SU '99	4	86	.1	.3	7	46	.1	.4	9	15	.1	.5	3	25		.2		7		
SP '99	3	112		.2	6	80	.1	.3	3	34		.2	4	33	.1	.3	2	34		.3
4-Book	4	92	.1	.3	8	63	.1	.4	5	32	.1	.3	3	34	.1	.2	1	22		.2
WI '99	6	159	.1	.5	18	112	.2	1.0	4	53	.1	.2	8	96	.1	.5	2	30		.3
<b>KSDO-AM</b>																				
WI '00	6	109	.1	.5	12	54	.2	.6	13	55	.2	.7	6	61	.1	.4		9		
FA '99	6	133	.1	.5	8	71	.1	.4	6	57	.1	.3	9	61	.1	.6	4	15	.1	.7
SU '99	5	118	.1	.4	13	74	.2	.8	9	58	.1	.5	3	47		.2	2	41		.3
SP '99	3	85		.2	8	39	.1	.4	8	20	.1	.4	3	42		.2				
4-Book	5	111	.1	.4	10	60	.2	.6	9	48	.1	.5	5	53	.1	.4	2	16		.3
WI '99	8	219	.1	.6	10	111	.1	.5	18	111	.2	.9	13	107	.2	.9	1	42		.2
<b>KSON-AM</b>																				
WI '00	1	25		.1	1	25		.1	2	9		.1		9						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	41	744	.5	3.4	63	393	.8	3.3	39	314	.5	2.2	61	432	.8	4.0	28	181	.4	5.8
FA '99	65	861	.8	5.2	99	436	1.3	5.2	109	437	1.4	6.0	72	449	.9	4.8	25	237	.3	4.3
SU '99	50	693	.7	4.3	75	418	1.0	4.5	58	389	.8	3.4	58	436	.8	4.1	26	254	.3	4.3
SP '99	57	773	.7	4.6	76	391	1.0	4.1	72	382	.9	4.0	68	450	.9	4.6	25	260	.3	4.4
4-Book	53	768	.7	4.4	78	410	1.0	4.3	70	381	.9	3.9	65	442	.9	4.4	26	233	.3	4.7
WI '99	55	762	.7	4.4	68	407	.9	3.7	93	472	1.2	4.9	76	554	1.0	5.2	16	223	.2	2.7
<b>KSPA-AM</b>																				
WI '00	4	24	.1	.3	6	15	.1	.3	9	15	.1	.5	3	15		.2				
FA '99	4	59	.1	.3	7	34	.1	.4	8	22	.1	.4	3	53		.2	2	17		.3
SU '99	2	8		.2	3	8		.2	3	8		.2	3	8		.2				
SP '99		8															1	8		.2
4-Book	3	25	.1	.2	4	14	.1	.2	5	11	.1	.3	2	19		.2	1	6		.1
WI '99		7																		
<b>KXST-FM</b>																				
WI '00	17	407	.2	1.4	27	169	.3	1.4	28	229	.4	1.6	17	225	.2	1.1	4	100	.1	.8
FA '99	34	527	.4	2.7	43	220	.5	2.3	61	239	.8	3.4	52	345	.7	3.5	10	153	.1	1.7
SU '99	25	428	.3	2.1	29	201	.4	1.7	47	194	.6	2.8	35	283	.5	2.4	9	109	.1	1.5
SP '99	25	426	.3	2.0	30	236	.4	1.6	51	220	.7	2.8	29	247	.4	2.0	6	127	.1	1.0
4-Book	25	447	.3	2.1	32	207	.4	1.8	47	221	.6	2.7	33	275	.5	2.3	7	122	.1	1.3
WI '99	28	550	.4	2.3	42	276	.6	2.3	62	323	.8	3.3	20	313	.3	1.4	7	94	.1	1.2
<b>KYXY-FM</b>																				
WI '00	40	722	.5	3.3	53	374	.7	2.8	57	324	.7	3.2	48	369	.6	3.2	22	242	.3	4.5
FA '99	30	710	.4	2.4	37	343	.5	1.9	46	367	.6	2.5	35	298	.4	2.4	18	292	.2	3.1
SU '99	32	653	.4	2.7	39	305	.5	2.3	35	225	.5	2.1	40	316	.5	2.8	28	256	.4	4.6
SP '99	39	706	.5	3.2	44	276	.6	2.4	66	295	.9	3.7	42	387	.6	2.8	23	230	.3	4.0
4-Book	35	698	.5	2.9	43	325	.6	2.4	51	303	.7	2.9	41	343	.5	2.8	23	255	.3	4.1
WI '99	46	746	.6	3.7	51	331	.7	2.8	70	393	.9	3.7	62	403	.8	4.2	26	262	.3	4.4
<b>XBAC-AM</b>																				
WI '00	1	50		.1	1	15		.1	2	14		.1	2	17		.1	2	26		.4
FA '99	2	66		.2	2	33		.1	2	22		.1	3	51		.2	1	18		.2
SU '99	2	30		.2	3	25		.2		8			2	8		.1	3	13		.5
SP '99	6	67	.1	.5	7	37	.1	.4	6	37	.1	.3	9	43	.1	.6	9	42	.1	1.6
4-Book	3	53		.3	3	28		.2	3	20		.1	4	30		.3	4	25		.7
WI '99	3	113		.2	3	45		.2	5	33	.1	.3	5	42	.1	.3	1	35		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		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>XEMO-AM</b>																					
WI '00	2	80		.2	2	32		.1		2	32		.1	2	34		.1	2	43		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	5	104	.1	.4	15	64	.2	.8		3	30		.2	4	44	.1	.3	1	20		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																					
WI '00	23	359	.3	1.9	29	184	.4	1.5		28	170	.4	1.6	32	232	.4	2.1	9	121	.1	1.9
FA '99	7	259	.1	.6	5	80	.1	.3		10	82	.1	.6	6	115	.1	.4	1	27		.2
SU '99	19	255	.2	1.6	17	147	.2	1.0		25	117	.3	1.5	21	161	.3	1.5	10	61	.1	1.6
SP '99	5	193	.1	.4	4	13	.1	.2		9	58	.1	.5	5	81	.1	.3	3	42		.5
4-Book	14	267	.2	1.1	14	106	.2	.8		18	107	.2	1.1	16	147	.2	1.1	6	63	.1	1.1
WI '99	19	336	.2	1.5	16	120	.2	.9		23	170	.3	1.2	30	205	.4	2.0	6	82	.1	1.0
<b>XHRM-FM</b>																					
WI '00	35	811	.4	2.9	38	364	.5	2.0		55	396	.7	3.0	46	357	.6	3.0	20	259	.3	4.1
FA '99	39	851	.5	3.1	45	409	.6	2.4		47	421	.6	2.6	52	502	.7	3.5	20	230	.3	3.5
SU '99	50	881	.7	4.3	66	382	.9	3.9		89	401	1.2	5.2	57	453	.7	4.0	15	160	.2	2.5
SP '99	64	999	.8	5.2	69	452	.9	3.7		105	534	1.4	5.8	77	544	1.0	5.2	37	330	.5	6.4
4-Book	47	886	.6	3.9	55	402	.7	3.0		74	438	1.0	4.2	58	464	.8	3.9	23	245	.3	4.1
WI '99	58	1003	.8	4.7	67	452	.9	3.6		90	542	1.2	4.7	65	479	.9	4.4	45	303	.6	7.6
<b>XHTZ-FM</b>																					
WI '00	57	1366	.7	4.7	71	763	.9	3.8		66	688	.8	3.7	83	782	1.1	5.5	40	616	.5	8.2
FA '99	62	1153	.8	5.0	80	565	1.0	4.2		83	635	1.1	4.6	74	724	.9	5.0	43	476	.5	7.5
SU '99	73	1222	1.0	6.2	93	648	1.2	5.6		87	575	1.1	5.1	76	753	1.0	5.3	57	448	.7	9.3
SP '99	60	1210	.8	4.9	56	573	.7	3.0		71	605	.9	3.9	90	766	1.2	6.1	43	518	.6	7.5
4-Book	63	1238	.8	5.2	75	637	1.0	4.2		77	626	1.0	4.3	81	756	1.1	5.5	46	515	.6	8.1
WI '99	70	1188	.9	5.6	78	584	1.0	4.2		87	734	1.1	4.6	81	734	1.1	5.5	66	504	.9	11.1
<b>XLTN-FM</b>																					
WI '00	13	213	.2	1.1	17	100	.2	.9		24	84	.3	1.3	19	136	.2	1.3	5	91	.1	1.0
FA '99	8	280	.1	.6	10	104	.1	.5		6	98	.1	.3	11	145	.1	.7	5	74	.1	.9
SU '99	11	232	.1	.9	17	168	.2	1.0		18	147	.2	1.1	10	127	.1	.7	5	73	.1	.8
SP '99	8	233	.1	.7	15	139	.2	.8		8	92	.1	.4	6	106	.1	.4	4	74	.1	.7
4-Book	10	240	.1	.8	15	128	.2	.8		14	105	.2	.8	12	129	.1	.8	5	78	.1	.9
WI '99	9	158	.1	.7	15	90	.2	.8		15	93	.2	.8	6	76	.1	.4	4	29	.1	.7
<b>XMOR-FM</b>																					
WI '00	14	229	.2	1.2	13	116	.2	.7		18	132	.2	1.0	15	132	.2	1.0	8	87	.1	1.6
FA '99	13	113	.2	1.0	19	89	.2	1.0		15	89	.2	.8	11	85	.1	.7	14	57	.2	2.4
SU '99	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
SP '99	5	103	.1	.4	4	66	.1	.2		4	46	.1	.2	7	61	.1	.5	3	54		.5
4-Book	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																					
WI '00	7	112	.1	.6	15	55	.2	.8		11	73	.1	.6	5	48	.1	.3	5	40	.1	1.0
FA '99	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
SU '99	5	51	.1	.4	7	38	.1	.4		6	16	.1	.4	3	31		.2	6	17	.1	1.0
SP '99	8	78	.1	.7	21	57	.3	1.1		8	37	.1	.4	6	34	.1	.4	1	20		.2
4-Book	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
WI '99	8	128	.1	.6	15	87	.2	.8		6	54	.1	.3	7	39	.1	.5	2	32		.3
<b>XTRA-AM</b>																					
WI '00	51	816	.6	4.2	65	399	.8	3.4		105	568	1.3	5.8	78	578	1.0	5.1	8	155	.1	1.6
FA '99	58	914	.7	4.7	53	383	.7	2.8		126	516	1.6	6.9	85	563	1.1	5.7	19	200	.2	3.3
SU '99	44	782	.6	3.7	50	443	.7	3.0		99	447	1.3	5.8	66	478	.9	4.6	12	145	.2	2.0
SP '99	49	865	.6	4.0	59	386	.8	3.2		106	564	1.4	5.9	81	492	1.1	5.5	11	154	.1	1.9
4-Book	51	844	.6	4.2	57	403	.8	3.1		109	524	1.4	6.1	78	528	1.0	5.2	13	164	.2	2.2
WI '99	55	914	.7	4.4	73	432	1.0	4.0		111	456	1.5	5.8	85	523	1.1	5.8	8	167	.1	1.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH	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>XTRA-FM</b>																				
WI '00	93	1664	1.2	7.7	149	906	1.9	7.9	154	904	2.0	8.5	123	991	1.6	8.1	29	451	.4	6.0
FA '99	96	1739	1.2	7.7	130	842	1.7	6.8	150	1000	1.9	8.3	102	946	1.3	6.9	56	582	.7	9.7
SU '99	97	1688	1.3	8.3	96	681	1.3	5.7	132	927	1.7	7.8	129	1104	1.7	9.0	74	752	1.0	12.1
SP '99	95	1544	1.2	7.7	117	743	1.5	6.3	163	870	2.1	9.0	112	897	1.5	7.6	48	533	.6	8.4
<b>4-Book</b>	<b>95</b>	<b>1659</b>	<b>1.2</b>	<b>7.9</b>	<b>123</b>	<b>793</b>	<b>1.6</b>	<b>6.7</b>	<b>150</b>	<b>925</b>	<b>1.9</b>	<b>8.4</b>	<b>117</b>	<b>985</b>	<b>1.5</b>	<b>7.9</b>	<b>52</b>	<b>580</b>	<b>.7</b>	<b>9.1</b>
WI '99	87	1665	1.1	7.0	111	803	1.5	6.0	131	890	1.7	6.9	109	1067	1.4	7.4	48	595	.6	8.1
<b>KFI -AM</b>																				
WI '00	15	283	.2	1.2	30	146	.4	1.6	26	168	.3	1.4	9	90	.1	.6	11	60	.1	2.3
FA '99	16	311	.2	1.3	21	85	.3	1.1	11	107	.1	.6	31	128	.4	2.1	12	104	.2	2.1
SU '99	10	221	.1	.9	11	91	.1	.7	16	98	.2	.9	14	111	.2	1.0	10	92	.1	1.6
SP '99	12	204	.2	1.0	24	102	.3	1.3	18	59	.2	1.0	8	90	.1	.5	5	51	.1	.9
<b>4-Book</b>	<b>13</b>	<b>255</b>	<b>.2</b>	<b>1.1</b>	<b>22</b>	<b>106</b>	<b>.3</b>	<b>1.2</b>	<b>18</b>	<b>108</b>	<b>.2</b>	<b>1.0</b>	<b>16</b>	<b>105</b>	<b>.2</b>	<b>1.1</b>	<b>10</b>	<b>77</b>	<b>.1</b>	<b>1.7</b>
WI '99	17	400	.2	1.4	28	196	.4	1.5	27	181	.4	1.4	22	196	.3	1.5	13	95	.2	2.2
<b>KKBT-FM</b>																				
WI '00	8	241	.1	.7	10	99	.1	.5	6	82	.1	.3	19	153	.2	1.3	3	66	.6	.6
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	6	219	.1	.5	4	72	.1	.2	6	62	.1	.4	10	98	.1	.7	5	48	.1	.8
SP '99	6	178	.1	.5	5	71	.1	.3	6	92	.1	.3	13	123	.2	.9	6	67	.1	1.0
<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 '99	6	162	.1	.5	15	113	.2	.8	10	66	.1	.5	6	103	.1	.4	3	49	.5	.5
<b>KNX -AM</b>																				
WI '00	8	230	.1	.7	20	148	.3	1.1	10	112	.1	.6	5	72	.1	.3	5	49	.1	1.0
FA '99	6	212	.1	.5	10	98	.1	.5	7	106	.1	.4	8	102	.1	.5	3	54	.5	.5
SU '99	7	191	.1	.6	14	88	.2	.8	9	70	.1	.5	4	58	.1	.3	5	47	.1	.8
SP '99	5	205	.1	.4	11	119	.1	.6	5	81	.1	.3	7	118	.1	.5	3	68	.5	.5
<b>4-Book</b>	<b>7</b>	<b>210</b>	<b>.1</b>	<b>.6</b>	<b>14</b>	<b>113</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>92</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>88</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>55</b>	<b>.1</b>	<b>.7</b>
WI '99	6	178	.1	.5	9	84	.1	.5	5	59	.1	.3	7	103	.1	.5	3	25	.5	.5
<b>KSSE-FM</b>																				
WI '00	11	97	.1	.9	21	56	.3	1.1	24	65	.3	1.3	8	33	.1	.5				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	6	158	.1	.5	13	91	.2	.7	6	91	.1	.3	2	60	.1	.1	3	41	.6	.6
FA '99	7	74	.1	.6	11	37	.1	.6	12	43	.2	.7	8	47	.1	.5	1	7	.2	.2
SU '99	4	94	.1	.3	6	64	.1	.4	2	50	.1	.1	6	66	.1	.4	1	27	.2	.2
SP '99	6	160	.1	.5	7	100	.1	.4	7	89	.1	.4	8	88	.1	.5	2	26	.3	.3
<b>4-Book</b>	<b>6</b>	<b>122</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>73</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>68</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>65</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>25</b>	<b>.3</b>	<b>.3</b>
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	22	195	.3	1.8	28	116	.4	1.5	43	136	.5	2.4	32	104	.4	2.1	5	63	.1	1.0
FA '99	11	189	.1	.9	13	107	.2	.7	15	82	.2	.8	14	84	.2	.9	10	67	.1	1.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	10	115	.1	.8	14	51	.2	.8	18	78	.2	1.0	7	67	.1	.5	8	62	.1	1.4
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 3	52	.2	.2	3	34	.2	.2	6	43	.1	.3	4	34	.1	.3	*			
FA '99	10	74	.1	.8	13	39	.2	.7	22	57	.3	1.2	14	51	.2	.9				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	7	72	.1	.6	3	39	.2	.2	12	58	.2	.7	13	51	.2	.9	3	33	.5	.5
<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 '99	3	68	.2	.2	2	24	.1	.1	3	39	.2	.2	4	39	.1	.3	5	14	.1	.8
<b>TOTALS</b>																				
WI '00	1206	7493	15.4		1893	6528	24.1		1804	5629	23.0		1518	6369	19.3		485	3809	6.2	
FA '99	1242	7461	15.8		1899	6300	24.2		1814	5631	23.1		1485	6325	18.9		575	4029	7.3	
SU '99	1174	7125	15.4		1674	5880	22.0		1698	5356	22.3		1431	6118	18.8		611	3994	8.0	
SP '99	1229	7221	16.1		1856	6169	24.4		1806	5613	23.7		1478	6160	19.4		574	4088	7.5	
<b>4-Book</b>	<b>1213</b>	<b>7325</b>	<b>15.7</b>		<b>1831</b>	<b>6219</b>	<b>23.7</b>		<b>1781</b>	<b>5557</b>	<b>23.0</b>		<b>1478</b>	<b>6243</b>	<b>19.1</b>		<b>561</b>	<b>3980</b>	<b>7.3</b>	
WI '99	1241	7274	16.3		1847	6308	24.2		1898	5778	24.9		1474	6204	19.3		596	4047	7.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		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	
KBZT-FM	WI '00	33	325	.4	1.9	14	201	.2	1.9	12	66	.2	1.5	26	85	.3	2.1	18	67	.2	2.0	
	4-Book	31	417	.4	1.8	19	251	.3	2.4	16	53	.2	1.9	31	89	.4	2.4	29	94	.4	3.0	
KCBQ-AM	WI '00	8	51	.1	.5	1	15		.1													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM	WI '00	13	324	.2	.7	8	103	.1	1.1	12	42	.2	1.5	14	40	.2	1.1	9	24	.1	1.0	
	4-Book	33	487	.5	2.0	22	316	.3	2.9	11	48	.2	1.4	24	86	.3	1.9	30	88	.4	3.1	
KFMB-FM	WI '00	89	928	1.1	5.1	26	435	.3	3.5	34	142	.4	4.1	57	224	.7	4.5	29	118	.4	3.2	
	4-Book	85	1023	1.1	5.0	31	509	.4	3.9	31	129	.4	3.7	50	204	.6	3.9	36	137	.5	3.7	
KFSD-FM	WI '00	12	144	.2	.7	7	77	.1	1.0	4	14	.1	.5	3	13		.2	8	26	.1	.9	
	4-Book	9	145	.1	.5	6	86	.1	.8	2	11	.1	.3	8	25	.1	.6	6	22	.1	.6	
KGB -FM	WI '00	161	1347	2.1	9.2	48	606	.6	6.5	65	219	.8	7.9	75	260	1.0	5.9	58	121	.7	6.5	
	4-Book	149	1319	1.9	8.7	43	611	.5	5.5	78	248	1.0	9.5	73	236	1.0	5.7	54	162	.7	5.7	
KHTS-FM	WI '00	51	908	.6	2.9	27	586	.3	3.7	29	134	.4	3.5	35	190	.4	2.8	30	134	.4	3.3	
	4-Book	58	1013	.7	3.4	40	652	.5	5.2	30	125	.4	3.7	64	259	.8	5.0	52	181	.7	5.3	
KIFM-FM	WI '00	83	522	1.1	4.8	39	357	.5	5.3	38	103	.5	4.6	56	120	.7	4.4	35	85	.4	3.9	
	4-Book	71	583	.9	4.2	37	374	.5	4.7	30	95	.4	3.6	56	135	.7	4.4	37	105	.5	3.9	
KIOZ-FM	WI '00	165	1510	2.1	9.5	57	721	.7	7.8	48	180	.6	5.8	115	350	1.5	9.1	96	259	1.2	10.7	
	4-Book	166	1417	2.2	9.8	53	689	.7	6.8	48	159	.6	5.8	92	306	1.2	7.2	67	217	.9	7.1	
KJQY-FM	WI '00	39	369	.5	2.2	23	247	.3	3.1	37	88	.5	4.5	38	76	.5	3.0	26	59	.3	2.9	
	4-Book	30	314	.4	1.7	14	204	.2	1.9	19	53	.3	2.3	23	67	.3	1.8	19	54	.2	2.0	
KLNV-FM	WI '00	64	570	.8	3.7	42	392	.5	5.7	67	185	.9	8.1	62	160	.8	4.9	30	106	.4	3.3	
	4-Book	60	528	.8	3.5	38	363	.5	4.9	55	157	.7	6.6	58	149	.8	4.5	38	118	.5	4.0	
KLQV-FM	WI '00	17	218	.2	1.0	10	131	.1	1.4	23	66	.3	2.8	17	48	.2	1.3	19	44	.2	2.1	
	4-Book	19	250	.3	1.1	13	148	.2	1.7	20	56	.3	2.4	23	63	.3	1.8	18	50	.3	1.9	
KMSX-FM	WI '00	34	552	.4	2.0	25	426	.3	3.4	21	115	.3	2.5	40	138	.5	3.2	36	104	.5	4.0	
	4-Book	36	529	.5	2.2	18	317	.2	2.3	15	70	.2	1.8	38	135	.5	3.0	26	87	.3	2.7	
KOGO-AM	WI '00	52	538	.7	3.0	11	188	.1	1.5	12	53	.2	1.5	15	48	.2	1.2	6	25	.1	.7	
	4-Book	49	492	.6	2.9	11	182	.2	1.5	16	61	.2	1.9	15	55	.2	1.2	7	30	.1	.8	
KPLN-FM	WI '00	61	698	.8	3.5	16	294	.2	2.2	29	124	.4	3.5	27	132	.3	2.1	22	60	.3	2.4	
	4-Book	66	684	.9	3.9	25	332	.3	3.2	28	102	.4	3.4	51	152	.7	4.0	35	104	.5	3.6	
KPOP-AM	WI '00	8	22	.1	.5	6	39	.1	.8	2	15		.2	9	9	.1	.7	10	17	.1	1.1	
	4-Book	6	43	.1	.4	3	34	.1	.4	2	9		.3	6	11	.1	.5	4	11		.4	
KPRZ-AM	WI '00	7	99	.1	.4	3	31		.4	5	16	.1	.6					1	8		.1	
	4-Book	6	76	.1	.3	2	38		.3	3	9	.1	.3	1	4		.1	1	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 Estimates

## Men 18-49

Target Listener Estimates - Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM																				
WI '00	11	100	.1	.6																
4-Book	8	91	.1	.5	1	33	.2		1	7	.1		1	7	.1		1	3		.1
KSON-AM																				
WI '00	1	25	.1																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																				
WI '00	53	633	.7	3.0	27	379	.3	3.7	34	72	.4	4.1	56	181	.7	4.4	44	100	.6	4.9
4-Book	71	645	.9	4.1	40	433	.5	5.1	41	118	.5	5.0	72	211	.9	5.6	54	151	.7	5.6
KSPA-AM																				
WI '00	6	15	.1	.3	2	24	.3		7	24	.1	.8	8	8	.1	.6	3	15		.3
4-Book	4	21	.1	.2	2	14	.2		3	8	.3		5	6	.1	.4	2	8		.2
KXST-FM																				
WI '00	24	359	.3	1.4	15	222	.2	2.0	18	64	.2	2.2	17	80	.2	1.3	9	48	.1	1.0
4-Book	38	384	.5	2.3	14	209	.2	1.8	16	51	.2	2.0	28	88	.4	2.1	19	71	.2	2.0
KYXY-FM																				
WI '00	53	565	.7	3.0	28	378	.4	3.8	30	117	.4	3.6	41	131	.5	3.2	39	149	.5	4.3
4-Book	46	551	.6	2.7	25	343	.3	3.2	24	84	.3	2.9	36	112	.5	2.8	26	107	.3	2.8
XBAC-AM																				
WI '00	2	32	.1			9							1	9	.1					
4-Book	3	46	.2		1	24	.2		2	6	.2		3	13	.2		1	6		.1
XEMO-AM																				
WI '00	2	49	.1		2	39	.3		2	8	.2		6	24	.1	.5	1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM																				
WI '00	30	309	.4	1.7	22	219	.3	3.0	15	29	.2	1.8	36	92	.5	2.8	33	104	.4	3.7
4-Book	16	211	.2	.9	14	143	.2	1.8	11	27	.2	1.4	20	48	.3	1.6	21	59	.3	2.2
XHRM-FM																				
WI '00	47	641	.6	2.7	24	327	.3	3.3	9	40	.1	1.1	34	140	.4	2.7	24	97	.3	2.7
4-Book	63	745	.8	3.7	35	467	.5	4.5	31	107	.4	3.8	62	193	.8	4.9	42	135	.6	4.3
XHTZ-FM																				
WI '00	73	1153	.9	4.2	41	711	.5	5.6	40	180	.5	4.8	88	315	1.1	6.9	56	219	.7	6.2
4-Book	77	1069	1.0	4.6	49	711	.6	6.3	47	170	.6	5.7	79	290	1.0	6.2	68	239	.9	7.1
XLTN-FM																				
WI '00	20	180	.3	1.1	7	108	.1	1.0	8	35	.1	1.0	14	66	.2	1.1	11	50	.1	1.2
4-Book	13	205	.2	.8	8	114	.1	1.0	10	32	.2	1.3	14	46	.2	1.1	12	36	.2	1.2
XMOR-FM																				
WI '00	15	183	.2	.9	14	105	.2	1.9	14	26	.2	1.7	16	48	.2	1.3	7	24	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																				
WI '00	10	96	.1	.6	3	32	.4		6	16	.1	.7	8	16	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
WI '00	84	758	1.1	4.8	20	302	.3	2.7	35	93	.4	4.2	39	115	.5	3.1	23	112	.3	2.6
4-Book	83	762	1.1	4.9	18	286	.3	2.4	34	105	.4	4.2	25	88	.3	2.0	20	76	.3	2.1
XTRA-FM																				
WI '00	143	1493	1.8	8.2	48	901	.6	6.5	40	198	.5	4.8	98	344	1.2	7.7	58	270	.7	6.5
4-Book	131	1459	1.7	7.7	62	887	.8	7.9	53	205	.7	6.4	113	381	1.5	8.9	86	308	1.1	9.0
KFI -AM																				
WI '00	22	250	.3	1.3	5	106	.1	.7	2	18	.2		13	57	.2	1.0	8	29	.1	.9
4-Book	19	204	.3	1.1	7	93	.1	.9	11	31	.1	1.3	14	41	.2	1.1	5	26	.1	.6

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM WI '00 4-Book	11 **	196 **	.1 **	.6 **	5 **	101 **	.1 **	.7 **	5 **	39 **	.1 **	.6 **	7 **	35 **	.1 **	.6 **	8 **	39 **	.1 **	.9 **
KNX -AM WI '00 4-Book	11 9	206 173	.1 .1	.6 .5	4 3	78 69	.1 .1	.5 .4	5 4	39 23	.1 .1	.6 .5	1 4	10 19	.1 .1	.3	2 2	16 12	.2 .2	.2 .2
KSSE-FM WI '00 4-Book	18 **	81 **	.2 **	1.0 **	5 **	40 **	.1 **	.7 **	9 **	23 **	.1 **	1.1 **	14 **	15 **	.2 **	1.1 **	**	**	**	**
KWVE-FM WI '00 4-Book	7 7	133 105	.1 .1	.4 .4	6 5	107 83	.1 .1	.8 .7	12 7	25 17	.2 .1	1.5 .8	5 7	26 30	.1 .1	.4 .6	9 6	16 20	.1 .1	1.0 .6
XHTY-FM WI '00 4-Book	35 **	186 **	.4 **	2.0 **	9 **	86 **	.1 **	1.2 **	5 **	24 **	.1 **	.6 **	18 **	54 **	.2 **	1.4 **	7 **	24 **	.1 **	.8 **
XKAM-AM WI '00 4-Book	5 **	52 **	.1 **	.3 **	* **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b> WI '00 4-Book	1743 1703	7432 7201	22.2 22.0		734 775	5667 5656	9.4 10.1		825 825	2470 2392	10.5 10.7		1268 1277	3224 3286	16.2 16.5		898 960	2410 2532	11.4 12.4	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 18-49

	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>KBZT-FM</b>																				
WI '00	4	28	.1	.8					27	71	.3	3.1	15	53	.2	2.2	7	30	.1	2.0
4-Book	10	37	.2	1.8	8	29	.1	1.4	22	83	.3	2.3	20	75	.3	3.0	15	53	.2	3.4
<b>KCBQ-AM</b>																				
WI '00									1	6		.1	7	15	.1	1.0				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	4	14	.1	.8	12	26	.2	2.4	12	50	.2	1.4	1	8		.1	1	6		.3
4-Book	24	76	.3	4.6	5	17	.1	1.0	47	166	.6	4.8	28	111	.4	3.9	6	28	.1	1.4
<b>KFMB-FM</b>																				
WI '00	8	35	.1	1.7	12	52	.2	2.4	39	154	.5	4.5	25	102	.3	3.7	3	33		.9
4-Book	12	64	.2	2.4	20	77	.3	3.5	46	169	.6	4.9	40	128	.5	5.6	13	65	.2	3.0
<b>KFSD-FM</b>																				
WI '00	3	18		.6	11	43	.1	2.2	11	42	.1	1.3	13	36	.2	1.9	3	22		.9
4-Book	2	13		.4	6	23	.1	1.1	15	43	.2	1.5	10	29	.1	1.4	2	11		.6
<b>KGB -FM</b>																				
WI '00	40	98	.5	8.4	20	83	.3	4.0	61	190	.8	7.0	48	139	.6	7.2	15	63	.2	4.3
4-Book	22	65	.3	4.4	32	112	.4	5.7	40	144	.5	4.3	35	107	.5	5.1	13	58	.2	3.1
<b>KHTS-FM</b>																				
WI '00	24	110	.3	5.0	23	97	.3	4.6	36	175	.5	4.1	26	125	.3	3.9	12	92	.2	3.4
4-Book	32	116	.4	6.4	28	116	.4	5.2	53	240	.7	5.5	37	156	.5	5.5	24	110	.3	5.5
<b>KIFM-FM</b>																				
WI '00	13	64	.2	2.7	32	98	.4	6.4	63	155	.8	7.2	55	112	.7	8.2	23	81	.3	6.6
4-Book	18	67	.3	3.4	28	93	.4	5.0	59	163	.8	6.3	41	116	.5	5.9	22	76	.3	5.4
<b>KIOZ-FM</b>																				
WI '00	45	162	.6	9.5	16	85	.2	3.2	63	226	.8	7.2	39	156	.5	5.8	27	87	.3	7.7
4-Book	39	139	.5	7.8	29	102	.4	5.3	67	228	.9	7.0	45	161	.6	6.5	29	106	.4	6.9
<b>KJQY-FM</b>																				
WI '00	11	49	.1	2.3	30	62	.4	6.0	24	78	.3	2.7	16	60	.2	2.4	8	49	.1	2.3
4-Book	12	52	.2	2.5	13	36	.2	2.4	14	63	.2	1.5	12	48	.2	1.7	5	22	.1	1.3
<b>KLNV-FM</b>																				
WI '00	33	94	.4	6.9	46	140	.6	9.2	48	120	.6	5.5	33	114	.4	4.9	19	56	.2	5.4
4-Book	24	78	.3	4.9	34	111	.5	6.4	47	123	.6	4.9	32	89	.4	4.5	16	56	.2	3.8
<b>KLQV-FM</b>																				
WI '00	7	41	.1	1.5					4	17	.1	.5	5	15	.1	.7	6	16	.1	1.7
4-Book	6	39	.1	1.3	9	25	.1	1.5	11	35	.2	1.1	10	31	.1	1.3	7	26	.1	1.6
<b>KMSX-FM</b>																				
WI '00	23	94	.3	4.8	8	42	.1	1.6	32	116	.4	3.7	32	106	.4	4.8	4	49	.1	1.1
4-Book	12	50	.2	2.2	11	52	.2	2.0	20	86	.3	2.2	18	72	.2	2.7	3	35	.1	.8
<b>KOGD-AM</b>																				
WI '00	11	47	.1	2.3	21	87	.3	4.2	6	37	.1	.7	5	31	.1	.7	9	39	.1	2.6
4-Book	9	36	.1	1.8	16	54	.2	2.9	6	26	.1	.7	6	25	.1	.9	14	39	.2	3.3
<b>KPLN-FM</b>																				
WI '00	9	65	.1	1.9	9	33	.1	1.8	24	67	.3	2.7	9	57	.1	1.3	4	25	.1	1.1
4-Book	8	53	.1	1.6	13	54	.2	2.3	35	98	.5	3.7	21	72	.3	3.0	10	40	.1	2.2
<b>KPOP-AM</b>																				
WI '00					3	9		.6	10	16	.1	1.1	12	16	.2	1.8	3	8		.9
4-Book	2	7		.3	2	6		.3	4	11		.4	4	6	.1	.5	1	4		.3
<b>KPRZ-AM</b>																				
WI '00	1	8		.2	5	15	.1	1.0	5	16	.1	.6	4	8	.1	.6	1	8		.3
4-Book	2	6		.4	6	19	.1	1.1	3	10	.1	.3	1	2		.2	1	3		.1

Target Listener Estimates - Men 18-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KSDO-AM</b>																				
WI '00																				
4-Book					1	.1		2	9	.2		4	10	.1	.6	1	8	.3		
<b>KSON-AM</b>																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KSON-FM</b>																				
WI '00	15	59	.2	3.2	28	70	.4	5.6	21	98	.3	2.4	13	56	.2	1.9	7	42	.1	2.0
4-Book	20	69	.3	4.0	32	104	.4	5.8	46	162	.6	4.8	33	107	.5	4.8	22	69	.3	5.2
<b>KSPA-AM</b>																				
WI '00																				
4-Book								1	2	.1		1	6	.1		2	4	.4		
<b>KXST-FM</b>																				
WI '00	1	18	.2	3.2	28	75	.4	5.6	28	125	.4	3.2	14	75	.2	2.1	6	36	.1	1.7
4-Book	4	23	.1	.8	14	44	.2	2.5	20	73	.3	2.1	10	49	.1	1.5	4	20	.1	1.1
<b>KYXY-FM</b>																				
WI '00	31	110	.4	6.5	21	106	.3	4.2	19	109	.2	2.2	24	87	.3	3.6	23	73	.3	6.6
4-Book	24	85	.3	4.6	24	78	.3	4.4	25	101	.3	2.6	23	72	.3	3.2	19	64	.3	4.5
<b>XBAC-AM</b>																				
WI '00																				
4-Book	2	4	.3		2	4	.4		1	9	.1		1	4	.1					
<b>XEMO-AM</b>																				
WI '00	2	9	.4		2	15	.4		1	7	.1									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>+XHCR-FM</b>																				
WI '00	17	46	.2	3.6	10	24	.1	2.0	23	72	.3	2.6	24	63	.3	3.6	16	55	.2	4.6
4-Book	13	39	.2	2.6	8	24	.1	1.5	18	44	.2	1.9	14	34	.2	2.1	7	26	.1	1.8
<b>XHRM-FM</b>																				
WI '00	15	51	.2	3.2	19	76	.2	3.8	24	68	.3	2.7	32	87	.4	4.8	31	68	.4	8.8
4-Book	25	97	.3	5.3	23	83	.3	4.2	35	123	.5	3.7	31	95	.4	4.3	31	92	.4	7.5
<b>XHTZ-FM</b>																				
WI '00	41	197	.5	8.6	10	57	.1	2.0	22	98	.3	2.5	41	153	.5	6.1	27	138	.3	7.7
4-Book	54	195	.7	10.2	22	95	.3	4.1	45	212	.6	4.6	37	156	.5	5.3	34	144	.4	8.0
<b>XLTN-FM</b>																				
WI '00	4	25	.1	.8	2	17	.4		9	33	.1	1.0	6	33	.1	.9	1	9	.3	
4-Book	6	27	.1	1.1	7	25	.1	1.2	10	34	.1	1.0	5	23	.1	.8	3	9	.6	
<b>XMDR-FM</b>																				
WI '00	13	40	.2	2.7	11	23	.1	2.2	20	40	.3	2.3	13	50	.2	1.9	16	48	.2	4.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XPRS-AM</b>																				
WI '00	2	16	.4						2	9	.2		1	9	.1		3	16	.9	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XTRA-AM</b>																				
WI '00	2	10	.4		7	36	.1	1.4	41	129	.5	4.7	15	75	.2	2.2	1	9	.3	
4-Book	4	21	.1	.8	18	61	.2	3.2	28	95	.4	2.9	18	74	.2	2.5	4	19	1.0	
<b>XTRA-FM</b>																				
WI '00	27	112	.3	5.7	36	154	.5	7.2	54	215	.7	6.2	37	166	.5	5.5	29	133	.4	8.3
4-Book	39	139	.5	7.3	34	157	.5	6.3	68	270	.9	7.2	53	212	.7	7.6	41	149	.5	9.7
<b>KFI -AM</b>																				
WI '00	2	13	.4		2	10	.4		9	36	.1	1.0	5	17	.1	.7	2	19	.6	
4-Book	1	7	.2		7	17	.1	1.3	11	34	.1	1.1	3	14	.1	.5	2	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 Estimates

## Men 18-49

Target Listener Estimates - Men 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KKBT-FM</b>																				
WI '00	7	30	.1	1.5					3	9	.3	.3	7	31	.1	1.0	1	13	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	4	7	.1	.8	4	28	.1	.8	4	13	.1	.5	7	20	.1	1.0	6	16	.1	1.7
4-Book	2	3	.3	.3	2	13	.5	.5	5	19	.1	.5	4	16	.1	.6	3	11	.1	.9
<b>KSSE-FM</b>																				
WI '00					4	7	.1	.8	9	24	.1	1.0								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																				
WI '00					11	56	.1	2.2	5	34	.1	.6	8	16	.1	1.2				
4-Book	1	6	.2	.2	7	29	.1	1.3	8	32	.1	.8	6	17	.1	.9	1	10	.2	.2
<b>XHTY-FM</b>																				
WI '00	5	30	.1	1.1	15	41	.2	3.0	10	23	.1	1.1	6	16	.1	.9	5	22	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*																*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	476	1551	6.1		501	1644	6.4		875	2411	11.2		671	1908	8.6		351	1227	4.5	
4-Book	508	1579	6.6		548	1701	7.1		952	2659	12.3		697	1995	9.0		417	1391	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 25-49																			
	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>KBZT-FM</b>																				
WI '00	21	348	.4	2.2	33	187	.6	2.2	36	152	.6	2.5	28	213	.5	2.3	5	72	.1	1.4
FA '99	14	399	.2	1.4	13	160	.2	.8	26	184	.4	1.8	16	191	.3	1.4	5	89	.1	1.3
SU '99	19	427	.3	2.1	23	185	.4	1.7	26	257	.4	1.9	26	254	.4	2.3	9	126	.2	2.2
SP '99	24	478	.4	2.6	27	201	.5	1.9	35	245	.6	2.5	28	234	.5	2.5	8	144	.1	2.1
<b>4-Book</b>	<b>20</b>	<b>413</b>	<b>.3</b>	<b>2.1</b>	<b>24</b>	<b>183</b>	<b>.4</b>	<b>1.7</b>	<b>31</b>	<b>210</b>	<b>.5</b>	<b>2.2</b>	<b>25</b>	<b>223</b>	<b>.4</b>	<b>2.1</b>	<b>7</b>	<b>108</b>	<b>.1</b>	<b>1.8</b>
WI '99	23	471	.4	2.4	25	244	.4	1.7	44	236	.8	2.9	31	263	.5	2.6	4	86	.1	1.0
<b>KCBQ-AM</b>																				
WI '00	5	51	.1	.5	6	23	.1	.4	15	38	.3	1.0	2	28	.2	.2	1	9	.3	.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	2	78	.2	.2	1	20	.1	.1	2	29	.1	.1	4	41	.1	.4	1	8	.2	.2
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	2	83	.2	.2	1	14	.1	.1	3	48	.1	.2	9	75	.2	.8	16	16	.2	.2
<b>KFMB-AM</b>																				
WI '00	10	315	.2	1.0	12	144	.2	.8	12	112	.2	.8	15	137	.3	1.2	8	66	.1	2.2
FA '99	27	586	.5	2.8	31	192	.5	2.0	33	224	.6	2.2	44	270	.7	3.7	10	152	.2	2.7
SU '99	35	825	.6	3.8	30	224	.5	2.2	25	249	.4	1.8	60	534	1.0	5.4	37	358	.6	9.0
SP '99	31	590	.5	3.3	37	213	.6	2.5	42	285	.7	3.0	43	363	.7	3.9	20	207	.3	5.4
<b>4-Book</b>	<b>26</b>	<b>579</b>	<b>.5</b>	<b>2.7</b>	<b>28</b>	<b>193</b>	<b>.5</b>	<b>1.9</b>	<b>28</b>	<b>218</b>	<b>.5</b>	<b>2.0</b>	<b>41</b>	<b>326</b>	<b>.7</b>	<b>3.6</b>	<b>19</b>	<b>196</b>	<b>.3</b>	<b>4.8</b>
WI '99	22	495	.4	2.2	28	199	.5	1.9	37	226	.6	2.4	42	342	.7	3.6	7	127	.1	1.7
<b>KFMB-FM</b>																				
WI '00	48	863	.8	5.0	88	480	1.5	5.7	77	458	1.3	5.3	66	463	1.1	5.4	13	167	.2	3.6
FA '99	40	929	.7	4.1	77	479	1.3	5.0	53	432	.9	3.6	54	503	.9	4.6	14	153	.2	3.7
SU '99	45	1001	.8	4.9	86	550	1.5	6.3	83	413	1.4	6.1	56	500	1.0	5.0	8	206	.1	2.0
SP '99	46	968	.8	4.9	89	538	1.5	6.1	64	422	1.1	4.6	52	464	.9	4.7	8	209	.1	2.1
<b>4-Book</b>	<b>45</b>	<b>940</b>	<b>.8</b>	<b>4.7</b>	<b>85</b>	<b>512</b>	<b>1.5</b>	<b>5.8</b>	<b>69</b>	<b>431</b>	<b>1.2</b>	<b>4.9</b>	<b>57</b>	<b>483</b>	<b>1.0</b>	<b>4.9</b>	<b>11</b>	<b>184</b>	<b>.2</b>	<b>2.9</b>
WI '99	48	963	.8	4.9	100	553	1.7	6.7	80	455	1.4	5.3	56	482	1.0	4.7	5	160	.1	1.2
<b>KFSD-FM</b>																				
WI '00	8	173	.1	.8	7	81	.1	.5	11	51	.2	.8	13	93	.2	1.1	6	64	.1	1.7
FA '99	3	153	.1	.3	2	57	.1	.1	2	25	.1	.1	5	94	.1	.4	1	26	.3	.3
SU '99	6	153	.1	.7	6	36	.1	.4	8	83	.1	.6	7	68	.1	.6	5	62	.1	1.2
SP '99	8	158	.1	.9	8	79	.1	.6	12	65	.2	.9	8	78	.1	.7	4	43	.1	1.1
<b>4-Book</b>	<b>6</b>	<b>159</b>	<b>.1</b>	<b>.7</b>	<b>6</b>	<b>63</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>56</b>	<b>.1</b>	<b>.6</b>	<b>8</b>	<b>83</b>	<b>.1</b>	<b>.7</b>	<b>4</b>	<b>49</b>	<b>.1</b>	<b>1.1</b>
WI '99	9	154	.2	.9	10	96	.2	.7	10	50	.2	.7	12	50	.2	1.0	8	34	.1	2.0
<b>KGB -FM</b>																				
WI '00	87	1274	1.5	9.0	221	837	3.7	14.4	120	541	2.0	8.2	81	631	1.4	6.6	23	202	.4	6.4
FA '99	86	1234	1.4	8.8	239	859	4.0	15.4	107	512	1.8	7.3	78	589	1.3	6.6	20	177	.3	5.3
SU '99	80	1238	1.4	8.8	183	759	3.2	13.4	115	590	2.0	8.5	78	633	1.3	7.0	19	238	.3	4.6
SP '99	71	1123	1.2	7.6	207	696	3.6	14.2	79	528	1.4	5.6	62	523	1.1	5.6	19	271	.3	5.1
<b>4-Book</b>	<b>81</b>	<b>1217</b>	<b>1.4</b>	<b>8.6</b>	<b>213</b>	<b>788</b>	<b>3.6</b>	<b>14.4</b>	<b>105</b>	<b>543</b>	<b>1.8</b>	<b>7.4</b>	<b>75</b>	<b>594</b>	<b>1.3</b>	<b>6.5</b>	<b>20</b>	<b>222</b>	<b>.3</b>	<b>5.4</b>
WI '99	90	1257	1.6	9.2	207	899	3.6	13.9	135	662	2.3	8.9	88	673	1.5	7.4	20	271	.3	4.9
<b>KHTS-FM</b>																				
WI '00	20	564	.3	2.1	22	257	.4	1.4	31	288	.5	2.1	28	339	.5	2.3	8	146	.1	2.2
FA '99	24	727	.4	2.5	31	331	.5	2.0	28	282	.5	1.9	27	282	.5	2.3	11	170	.2	2.9
SU '99	31	774	.5	3.4	39	286	.7	2.9	35	334	.6	2.6	45	487	.8	4.0	16	222	.3	3.9
SP '99	21	606	.4	2.3	18	244	.3	1.2	33	261	.6	2.3	27	314	.5	2.4	8	142	.1	2.1
<b>4-Book</b>	<b>24</b>	<b>668</b>	<b>.4</b>	<b>2.6</b>	<b>28</b>	<b>280</b>	<b>.5</b>	<b>1.9</b>	<b>32</b>	<b>291</b>	<b>.6</b>	<b>2.2</b>	<b>32</b>	<b>356</b>	<b>.6</b>	<b>2.8</b>	<b>11</b>	<b>170</b>	<b>.2</b>	<b>2.8</b>
WI '99	26	730	.4	2.7	29	256	.5	1.9	41	337	.7	2.7	36	468	.6	3.0	13	174	.2	3.2
<b>KIFM-FM</b>																				
WI '00	59	610	1.0	6.1	62	311	1.0	4.0	103	310	1.7	7.0	77	390	1.3	6.3	28	189	.5	7.8
FA '99	59	765	1.0	6.1	83	393	1.4	5.3	91	357	1.5	6.2	75	548	1.3	6.3	33	282	.6	8.8
SU '99	36	633	.6	4.0	39	282	.7	2.9	50	291	.9	3.7	41	324	.7	3.7	14	194	.2	3.4
SP '99	47	665	.8	5.0	62	375	1.1	4.3	79	387	1.4	5.6	57	340	1.0	5.1	16	209	.3	4.3
<b>4-Book</b>	<b>50</b>	<b>668</b>	<b>.9</b>	<b>5.3</b>	<b>62</b>	<b>340</b>	<b>1.1</b>	<b>4.1</b>	<b>81</b>	<b>336</b>	<b>1.4</b>	<b>5.6</b>	<b>63</b>	<b>401</b>	<b>1.1</b>	<b>5.4</b>	<b>23</b>	<b>219</b>	<b>.4</b>	<b>6.1</b>
WI '99	38	616	.7	3.9	45	251	.8	3.0	63	296	1.1	4.2	44	333	.8	3.7	19	265	.3	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

Target Listener Trends - Men 25-49

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KIOZ-FM</b>																				
WI '00	79	1104	1.3	8.2	140	599	2.4	9.1	110	527	1.9	7.5	107	651	1.8	8.7	29	245	.5	8.1
FA '99	58	927	1.0	6.0	134	536	2.3	8.6	81	425	1.4	5.5	60	406	1.0	5.1	19	189	.3	5.1
SU '99	72	1081	1.2	7.9	153	628	2.6	11.2	93	549	1.6	6.9	90	581	1.6	8.1	30	269	.5	7.3
SP '99	78	951	1.3	8.4	212	616	3.7	14.6	106	585	1.8	7.5	60	462	1.0	5.4	20	277	.3	5.4
4-Book	72	1016	1.2	7.6	160	595	2.8	10.9	98	522	1.7	6.9	79	525	1.4	6.8	25	245	.4	6.5
WI '99	88	1050	1.5	9.0	173	680	3.0	11.6	139	645	2.4	9.2	96	560	1.7	8.1	31	331	.5	7.6
<b>KJQY-FM</b>																				
WI '00	28	436	.5	2.9	33	161	.6	2.2	42	223	.7	2.9	39	241	.7	3.2	5	93	.1	1.4
FA '99	19	332	.3	2.0	28	183	.5	1.8	39	141	.7	2.7	19	167	.3	1.6	5	84	.1	1.3
SU '99	13	274	.2	1.4	17	122	.3	1.2	19	110	.3	1.4	19	138	.3	1.7	4	61	.1	1.0
SP '99	19	392	.3	2.0	23	157	.4	1.6	27	159	.5	1.9	25	204	.4	2.3	12	135	.2	3.2
4-Book	20	359	.3	2.1	25	156	.5	1.7	32	158	.6	2.2	26	188	.4	2.2	7	93	.1	1.7
WI '99	13	377	.2	1.3	13	149	.2	.9	16	145	.3	1.1	18	205	.3	1.5	9	94	.2	2.2
<b>KLNV-FM</b>																				
WI '00	40	468	.7	4.1	79	338	1.3	5.2	54	274	.9	3.7	31	244	.5	2.5	13	134	.2	3.6
FA '99	33	469	.6	3.4	51	243	.9	3.3	44	242	.7	3.0	31	276	.5	2.6	14	162	.2	3.7
SU '99	35	428	.6	3.8	49	292	.8	3.6	63	267	1.1	4.7	39	259	.7	3.5	12	107	.2	2.9
SP '99	36	424	.6	3.9	45	218	.8	3.1	47	224	.8	3.3	36	235	.6	3.2	19	170	.3	5.1
4-Book	36	447	.6	3.8	56	273	1.0	3.8	52	252	.9	3.7	34	254	.6	3.0	15	143	.2	3.8
WI '99	35	445	.6	3.6	46	291	.8	3.1	42	270	.7	2.8	49	249	.8	4.1	24	155	.4	5.9
<b>KLQV-FM</b>																				
WI '00	11	237	.2	1.1	23	115	.4	1.5	14	115	.2	1.0	8	82	.1	.7	2	50	.1	.6
FA '99	14	226	.2	1.4	18	158	.3	1.2	18	141	.3	1.2	18	147	.3	1.5	5	59	.1	1.3
SU '99	14	260	.2	1.5	19	136	.3	1.4	23	149	.4	1.7	17	161	.3	1.5	8	71	.1	2.0
SP '99	12	196	.2	1.3	18	109	.3	1.2	9	77	.2	.6	14	112	.2	1.3	8	74	.1	2.1
4-Book	13	230	.2	1.3	20	130	.3	1.3	16	121	.3	1.1	14	126	.2	1.3	6	64	.1	1.5
WI '99	15	198	.3	1.5	17	114	.3	1.1	21	83	.4	1.4	14	95	.2	1.2	13	75	.2	3.2
<b>KMSX-FM</b>																				
WI '00	20	555	.3	2.1	16	234	.3	1.0	26	275	.4	1.8	34	322	.6	2.8	12	140	.2	3.4
FA '99	19	463	.3	2.0	27	166	.5	1.7	47	225	.8	3.2	16	251	.3	1.4	4	83	.1	1.1
SU '99	17	491	.3	1.9	22	195	.4	1.6	27	235	.5	2.0	23	299	.4	2.1	6	138	.1	1.5
SP '99	20	424	.3	2.1	26	169	.4	1.8	33	200	.6	2.3	27	251	.5	2.4	3	64	.1	.8
4-Book	19	483	.3	2.0	23	191	.4	1.5	33	234	.6	2.3	25	281	.5	2.2	6	106	.1	1.7
WI '99	27	496	.5	2.8	36	247	.6	2.4	50	315	.9	3.3	32	290	.6	2.7	9	118	.2	2.2
<b>KOGO-AM</b>																				
WI '00	30	537	.5	3.1	44	282	.7	2.9	51	263	.9	3.5	47	299	.8	3.8	14	98	.2	3.9
FA '99	34	608	.6	3.5	55	305	.9	3.5	61	288	1.0	4.2	43	332	.7	3.6	18	190	.3	4.8
SU '99	32	485	.6	3.5	46	253	.8	3.4	49	249	.8	3.6	37	231	.6	3.3	28	146	.5	6.8
SP '99	24	443	.4	2.6	36	264	.6	2.5	43	280	.7	3.1	38	221	.7	3.4	12	102	.2	3.2
4-Book	30	518	.5	3.2	45	276	.8	3.1	51	270	.9	3.6	41	271	.7	3.5	18	134	.3	4.7
WI '99	34	623	.6	3.5	42	351	.7	2.8	74	363	1.3	4.9	26	256	.4	2.2	26	184	.4	6.4
<b>KPLN-FM</b>																				
WI '00	36	615	.6	3.7	45	335	.8	2.9	69	370	1.2	4.7	55	429	.9	4.5	11	167	.2	3.1
FA '99	41	712	.7	4.2	46	340	.8	3.0	79	394	1.3	5.4	60	470	1.0	5.1	10	190	.2	2.7
SU '99	38	573	.7	4.2	63	294	1.1	4.6	77	283	1.3	5.7	35	299	.6	3.1	9	108	.2	2.2
SP '99	34	528	.6	3.6	47	257	.8	3.2	51	260	.9	3.6	45	311	.8	4.1	11	150	.2	2.9
4-Book	37	607	.7	3.9	50	307	.9	3.4	69	327	1.2	4.9	49	377	.8	4.2	10	154	.2	2.7
WI '99	32	701	.6	3.3	52	344	.9	3.5	52	390	.9	3.4	35	389	.6	3.0	10	163	.2	2.5
<b>KPOP-AM</b>																				
WI '00	6	46	.1	.6	5	15	.1	.3	9	16	.2	.6	9	9	.2	.7		6		
FA '99	1	37		.1	1	15		.1					1	18		.1		8		
SU '99	6	88	.1	.7	5	35	.1	.4	12	34	.2	.9	6	45	.1	.5	3	21	.1	.7
SP '99	4	73	.1	.4	7	31	.1	.5	6	19	.1	.4	9	45	.2	.8	1	21		.3
4-Book	4	61	.1	.5	5	24	.1	.3	7	17	.1	.5	6	29	.1	.5	1	14		.3
WI '99	2	65		.2	6	19	.1	.4	3	17	.1	.2	1	17		.1	1	24		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPRZ-AM</b>																				
WI '00	4	90	.1	.4	10	77	.2	.7	6	52	.1	.4	5	60	.1	.4	1	37	.3	
FA '99	2	72		.2	9	42	.2	.6	1	20		.1	1	17		.1		3		
SU '99	4	76	.1	.4	7	46	.1	.5	9	15	.2	.7	3	15	.1	.3		7		
SP '99	3	86	.1	.3	5	71	.1	.3	3	34	.1	.2	4	33	.1	.4	2	25	.5	
4-Book	3	81	.1	.3	8	59	.2	.5	5	30	.1	.4	3	31	.1	.3	1	18	.2	
WI '99	6	150	.1	.6	18	112	.3	1.2	4	53	.1	.3	8	96	.1	.7	2	30	.5	
<b>KSDD-AM</b>																				
WI '00	6	100	.1	.6	12	54	.2	.8	13	46	.2	.9	6	61	.1	.5		9		
FA '99	5	116	.1	.5	8	71	.1	.5	5	49	.1	.3	9	61	.2	.8	4	15	.1	
SU '99	5	118	.1	.5	13	74	.2	1.0	9	58	.2	.7	3	47	.1	.3	2	41	.5	
SP '99	3	85	.1	.3	8	39	.1	.6	8	20	.1	.6	3	42	.1	.3				
4-Book	5	105	.1	.5	10	60	.2	.7	9	43	.2	.6	5	53	.1	.5	2	16	.4	
WI '99	8	219	.1	.8	10	111	.2	.7	18	111	.3	1.2	13	107	.2	1.1	1	42	.2	
<b>KSON-AM</b>																				
WI '00	1	25		.1	1	25		.1	2	9		.1		9						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	34	588	.6	3.5	53	307	.9	3.5	35	264	.6	2.4	51	365	.9	4.1	20	137	.3	
FA '99	59	731	1.0	6.1	90	393	1.5	5.8	99	375	1.7	6.7	64	397	1.1	5.4	23	212	.4	
SU '99	43	543	.7	4.7	65	314	1.1	4.8	51	327	.9	3.8	53	367	.9	4.7	19	216	.3	
SP '99	48	631	.8	5.2	65	327	1.1	4.5	63	302	1.1	4.5	55	352	1.0	5.0	19	196	.3	
4-Book	46	623	.8	4.9	68	335	1.2	4.7	62	317	1.1	4.4	56	370	1.0	4.8	20	190	.3	
WI '99	45	606	.8	4.6	57	322	1.0	3.8	79	347	1.4	5.2	63	431	1.1	5.3	13	183	.2	
<b>KSPA-AM</b>																				
WI '00	4	15	.1	.4	6	15	.1	.4	9	15	.2	.6	3	15	.1	.2				
FA '99	4	51	.1	.4	7	26	.1	.5	7	14	.1	.5	2	44		.2	2	17	.5	
SU '99	2	8		.2	3	8	.1	.2	3	8	.1	.2	3	8	.1	.3				
SP '99		8																1	8	.3
4-Book	3	21	.1	.3	4	12	.1	.3	5	9	.1	.3	2	17	.1	.2	1	6	.2	
WI '99		7																		
<b>KXST-FM</b>																				
WI '00	16	346	.3	1.7	27	160	.5	1.8	24	194	.4	1.6	14	191	.2	1.1	2	73	.6	
FA '99	33	475	.6	3.4	41	202	.7	2.6	60	196	1.0	4.1	48	319	.8	4.1	10	145	.2	
SU '99	23	403	.4	2.5	28	191	.5	2.0	43	176	.7	3.2	32	266	.6	2.9	9	109	.2	
SP '99	24	374	.4	2.6	29	228	.5	2.0	49	201	.8	3.5	28	223	.5	2.5	6	127	.1	
4-Book	24	400	.4	2.6	31	195	.6	2.1	44	192	.7	3.1	31	250	.5	2.7	7	114	.1	
WI '99	24	469	.4	2.5	36	234	.6	2.4	51	274	.9	3.4	18	289	.3	1.5	7	94	.1	
<b>KYXY-FM</b>																				
WI '00	34	611	.6	3.5	46	323	.8	3.0	48	298	.8	3.3	43	326	.7	3.5	18	199	.3	
FA '99	25	549	.4	2.6	29	274	.5	1.9	40	282	.7	2.7	32	254	.5	2.7	13	195	.2	
SU '99	23	516	.4	2.5	28	235	.5	2.0	25	155	.4	1.8	24	259	.4	2.1	23	214	.4	
SP '99	35	535	.6	3.8	42	248	.7	2.9	64	225	1.1	4.6	36	286	.6	3.2	16	164	.3	
4-Book	29	553	.5	3.1	36	270	.6	2.5	44	240	.8	3.1	34	281	.6	2.9	18	193	.3	
WI '99	40	562	.7	4.1	45	277	.8	3.0	66	294	1.1	4.4	58	303	1.0	4.9	19	191	.3	
<b>XBAC-AM</b>																				
WI '00	1	41		.1	1	15		.1	2	14		.1	2	17		.2	2	17	.6	
FA '99	2	66		.2	2	33		.1	2	22		.1	3	51	.1	.3	1	18	.3	
SU '99	2	30		.2	3	25	.1	.2		8			2	8		.2	3	13	.1	
SP '99	6	58	.1	.6	6	28	.1	.4	6	37	.1	.4	9	43	.2	.8	9	42	.2	
4-Book	3	49		.3	3	25	.1	.2	3	20		.2	4	30	.1	.4	4	23	.1	
WI '99	3	78	.1	.3	3	45	.1	.2	5	33	.1	.3	5	42	.1	.4		18		

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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>XEMO-AM</b>																				
WI '00	2	66	.2	.2	2	32	.1	.1	2	32	.1	.1	2	34	.2	.2	2	43	.6	.6
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	69	.1	.4	13	43	.2	.9	3	30	.1	.2	4	44	.1	.4	7	7	.7	.7
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	16	283	.3	1.7	23	125	.4	1.5	19	127	.3	1.3	18	190	.3	1.5	7	88	.1	2.0
FA '99	6	192	.1	.6	4	72	.1	.3	9	54	.2	.6	5	97	.1	.4	1	18	.3	.3
SU '99	18	228	.3	2.0	15	130	.3	1.1	23	108	.4	1.7	20	141	.3	1.8	10	54	.2	2.4
SP '99	5	152	.1	.5	4	13	.1	.3	9	51	.2	.6	3	53	.1	.3	3	35	.1	.8
<b>4-Book</b>	11	214	.2	1.2	12	85	.2	.8	15	85	.3	1.1	12	120	.2	1.0	5	49	.1	1.4
WI '99	13	219	.2	1.3	12	99	.2	.8	13	112	.2	.9	23	153	.4	1.9	3	48	.1	.7
<b>XHRM-FM</b>																				
WI '00	28	590	.5	2.9	34	289	.6	2.2	44	306	.7	3.0	37	294	.6	3.0	17	198	.3	4.7
FA '99	30	628	.5	3.1	39	321	.7	2.5	43	340	.7	2.9	40	377	.7	3.4	7	132	.1	1.9
SU '99	38	645	.7	4.2	56	322	1.0	4.1	64	297	1.1	4.7	46	344	.8	4.1	8	120	.1	2.0
SP '99	41	728	.7	4.4	46	361	.8	3.2	61	380	1.1	4.3	43	370	.7	3.9	29	232	.5	7.8
<b>4-Book</b>	34	648	.6	3.7	44	323	.8	3.0	53	331	.9	3.7	42	346	.7	3.6	15	171	.3	4.1
WI '99	45	719	.8	4.6	50	314	.9	3.3	72	401	1.2	4.8	48	330	.8	4.1	29	194	.5	7.1
<b>XHTZ-FM</b>																				
WI '00	29	612	.5	3.0	31	335	.5	2.0	33	283	.6	2.3	42	396	.7	3.4	21	264	.4	5.9
FA '99	23	538	.4	2.4	29	209	.5	1.9	37	313	.6	2.5	32	324	.5	2.7	9	176	.2	2.4
SU '99	25	597	.4	2.7	34	329	.6	2.5	30	260	.5	2.2	31	334	.5	2.8	18	172	.3	4.4
SP '99	27	619	.5	2.9	18	249	.3	1.2	33	281	.6	2.3	44	376	.8	4.0	15	213	.3	4.0
<b>4-Book</b>	26	592	.5	2.8	28	281	.5	1.9	33	284	.6	2.3	37	358	.6	3.2	16	206	.3	4.2
WI '99	31	529	.5	3.2	39	265	.7	2.6	38	307	.7	2.5	35	266	.6	3.0	27	194	.5	6.7
<b>XLTN-FM</b>																				
WI '00	13	191	.2	1.3	17	94	.3	1.1	23	77	.4	1.6	16	114	.3	1.3	4	84	.1	1.1
FA '99	6	203	.1	.6	10	87	.2	.6	6	87	.1	.4	6	104	.1	.5	3	46	.1	.8
SU '99	10	178	.2	1.1	15	134	.3	1.1	16	119	.3	1.2	9	91	.2	.8	3	58	.1	.7
SP '99	6	168	.1	.6	11	104	.2	.8	4	43	.1	.3	5	69	.1	.5	3	45	.1	.8
<b>4-Book</b>	9	185	.2	.9	13	105	.3	.9	12	82	.2	.9	9	95	.2	.8	3	58	.1	.9
WI '99	5	120	.1	.5	9	74	.2	.6	8	63	.1	.5	5	53	.1	.4	2	15	.5	.5
<b>XMDR-FM</b>																				
WI '00	8	124	.1	.8	8	59	.1	.5	10	68	.2	.7	12	84	.2	1.0	3	38	.1	.8
FA '99	6	74	.1	.6	13	68	.2	.8	8	68	.1	.5	7	65	.1	.6	3	36	.1	.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	68	.1	.3	3	45	.1	.2	1	25	.1	.1	3	40	.1	.3	1	33	.3	.3
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	3	67	.1	.3	8	33	.1	.5	6	51	.1	.4	2	34	.2	.2	1	17	.3	.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	4	35	.1	.4	6	23	.1	.4	6	16	.1	.4	2	23	.2	.2	6	17	.1	1.5
SP '99	4	49	.1	.4	12	36	.2	.8	2	30	.1	.1	2	12	.2	.2	1	13	.3	.3
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	91	.1	.4	14	72	.2	.9	3	25	.1	.2	1	17	.1	.1	10	10	.1	.1
<b>XTRA-AM</b>																				
WI '00	45	661	.8	4.7	58	361	1.0	3.8	94	456	1.6	6.4	66	469	1.1	5.4	6	104	.1	1.7
FA '99	52	772	.9	5.3	50	335	.8	3.2	114	449	1.9	7.8	75	514	1.3	6.3	15	183	.3	4.0
SU '99	39	675	.7	4.3	44	392	.8	3.2	93	398	1.6	6.9	54	420	.9	4.8	8	111	.1	2.0
SP '99	44	710	.8	4.7	53	368	.9	3.6	95	484	1.6	6.8	74	435	1.3	6.7	9	119	.2	2.4
<b>4-Book</b>	45	705	.8	4.8	51	364	.9	3.5	99	447	1.7	7.0	67	460	1.2	5.8	10	129	.2	2.5
WI '99	52	823	.9	5.3	69	401	1.2	4.6	104	390	1.8	6.9	84	502	1.5	7.1	8	152	.1	2.0

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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>XTRA-FM</b>																				
WI '00	53	917	.9	5.5	90	501	1.5	5.9	82	462	1.4	5.6	73	531	1.2	5.9	13	207	.2	3.6
FA '99	61	1020	1.0	6.3	87	496	1.5	5.6	95	500	1.6	6.5	75	587	1.3	6.3	30	280	.5	8.0
SU '99	64	1107	1.1	7.0	84	515	1.5	6.1	90	541	1.6	6.6	78	708	1.3	7.0	32	425	.6	7.8
SP '99	65	970	1.1	7.0	84	501	1.5	5.8	126	585	2.2	9.0	76	585	1.3	6.9	22	296	.4	5.9
<b>4-Book</b>	<b>61</b>	<b>1004</b>	<b>1.0</b>	<b>6.5</b>	<b>86</b>	<b>503</b>	<b>1.5</b>	<b>5.9</b>	<b>98</b>	<b>522</b>	<b>1.7</b>	<b>6.9</b>	<b>76</b>	<b>603</b>	<b>1.3</b>	<b>6.5</b>	<b>24</b>	<b>302</b>	<b>.4</b>	<b>6.3</b>
WI '99	53	1068	.9	5.4	73	484	1.3	4.9	72	501	1.2	4.8	67	660	1.2	5.7	29	301	.5	7.1
<b>KFI -AM</b>																				
WI '00	14	265	.2	1.5	30	146	.5	2.0	24	159	.4	1.6	9	90	.2	.7	10	51	.2	2.8
FA '99	16	311	.3	1.6	21	85	.4	1.4	11	107	.2	.7	31	128	.5	2.6	12	104	.2	3.2
SU '99	10	204	.2	1.1	11	91	.2	.8	16	98	.3	1.2	13	104	.2	1.2	10	75	.2	2.4
SP '99	11	195	.2	1.2	22	93	.4	1.5	16	50	.3	1.1	8	90	.1	.7	5	51	.1	1.3
<b>4-Book</b>	<b>13</b>	<b>244</b>	<b>.2</b>	<b>1.4</b>	<b>21</b>	<b>104</b>	<b>.4</b>	<b>1.4</b>	<b>17</b>	<b>104</b>	<b>.3</b>	<b>1.2</b>	<b>15</b>	<b>103</b>	<b>.3</b>	<b>1.3</b>	<b>9</b>	<b>70</b>	<b>.2</b>	<b>2.4</b>
WI '99	15	359	.3	1.5	25	180	.4	1.7	24	164	.4	1.6	20	187	.3	1.7	9	79	.2	2.2
<b>KKBT-FM</b>																				
WI '00	5	124	.1	.5	7	65	.1	.5	3	48	.1	.2	14	84	.2	1.1		9		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	2	110	.2	.2	3	64	.1	.2	2	34	.1	.1	1	32	.1	.1				
SP '99	3	73	.1	.3	2	24	.1	.1	3	31	.1	.2	5	50	.1	.5	2	23		.5
<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 '99	2	44	.2	.2	9	29	.2	.6	1	17	.1	.1	1	27	.1	.1		8		
<b>KNX -AM</b>																				
WI '00	8	221	.1	.8	19	139	.3	1.2	10	112	.2	.7	5	72	.1	.4	5	49	.1	1.4
FA '99	6	203	.1	.6	10	89	.2	.6	7	106	.1	.5	8	102	.1	.7	3	54	.1	.8
SU '99	6	182	.1	.7	14	78	.2	1.0	9	70	.2	.7	4	58	.1	.4	5	47	.1	1.2
SP '99	5	205	.1	.5	11	119	.2	.8	5	81	.1	.4	7	118	.1	.6	3	68	.1	.8
<b>4-Book</b>	<b>6</b>	<b>203</b>	<b>.1</b>	<b>.7</b>	<b>14</b>	<b>106</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>92</b>	<b>.2</b>	<b>.6</b>	<b>6</b>	<b>88</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>55</b>	<b>.1</b>	<b>1.1</b>
WI '99	6	178	.1	.6	9	84	.2	.6	5	59	.1	.3	7	103	.1	.6	3	25	.1	.7
<b>KSSE-FM</b>																				
WI '00	8	65	.1	.8	18	49	.3	1.2	16	40	.3	1.1	8	24	.1	.7				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																				
WI '00	6	149	.1	.6	13	91	.2	.8	5	82	.1	.3	2	60	.1	.2	3	41	.1	.8
FA '99	7	56	.1	.7	11	37	.2	.7	12	34	.2	.8	8	37	.1	.7	1	7		.3
SU '99	3	86	.1	.3	5	56	.1	.4	2	42	.1	.1	6	66	.1	.5	1	27		.2
SP '99	5	117	.1	.5	5	73	.1	.3	6	55	.1	.4	8	70	.1	.7	2	26		.5
<b>4-Book</b>	<b>5</b>	<b>102</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>64</b>	<b>.2</b>	<b>.6</b>	<b>6</b>	<b>53</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>58</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>25</b>		<b>.5</b>
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	18	142	.3	1.9	23	93	.4	1.5	36	91	.6	2.5	28	82	.5	2.3	4	40	.1	1.1
FA '99	3	110	.1	.3	5	58	.1	.3	3	53	.1	.2	3	25	.1	.3	2	39		.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	9	93	.2	1.0	12	44	.2	.8	16	63	.3	1.1	7	67	.1	.6	6	55	.1	1.6
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 3	52	.1	.3	3	34	.1	.2	6	43	.1	.4	4	34	.1	.3	*			
FA '99	10	74	.2	1.0	13	39	.2	.8	22	57	.4	1.5	14	51	.2	1.2				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	51	.1	.6	3	32	.1	.2	12	51	.2	.9	11	38	.2	1.0	2	19		.5
<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 '99	3	68	.1	.3	2	24	.1	.1	3	39	.1	.2	4	39	.1	.3	5	14	.1	1.2
<b>TOTALS</b>																				
WI '00	965	5706	16.2		1533	5038	25.8		1466	4242	24.7		1230	4962	20.7		358	2716	6.0	
FA '99	973	5643	16.4		1552	4879	26.1		1468	4241	24.7		1183	4855	19.9		374	2844	6.3	
SU '99	911	5402	15.8		1368	4577	23.7		1354	3993	23.4		1117	4622	19.3		410	2895	7.1	
SP '99	932	5476	16.1		1454	4714	25.1		1406	4194	24.3		1108	4617	19.2		373	2894	6.5	
<b>4-Book</b>	<b>945</b>	<b>5557</b>	<b>16.1</b>		<b>1477</b>	<b>4802</b>	<b>25.2</b>		<b>1424</b>	<b>4168</b>	<b>24.3</b>		<b>1160</b>	<b>4764</b>	<b>19.8</b>		<b>379</b>	<b>2837</b>	<b>6.5</b>	
WI '99	978	5501	16.9		1493	4854	25.8		1515	4356	26.2		1183	4718	20.5		406	2843	7.0	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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>KBZT-FM</b>																				
WI '00	33	284	.6	2.3	13	169	.2	2.3	12	66	.2	1.8	26	85	.4	2.6	17	60	.3	2.4
4-Book	27	346	.5	2.0	16	205	.3	2.7	13	46	.2	1.9	26	78	.5	2.6	24	80	.4	3.3
<b>KCBQ-AM</b>																				
WI '00	8	51	.1	.6	1	15		.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	13	291	.2	.9	8	94	.1	1.4	12	42	.2	1.8	14	40	.2	1.4	9	24	.2	1.3
4-Book	32	442	.5	2.4	20	278	.3	3.5	11	44	.2	1.6	22	79	.4	2.3	27	84	.5	3.8
<b>KFMB-FM</b>																				
WI '00	77	780	1.3	5.4	22	370	.4	3.8	27	117	.5	4.0	47	190	.8	4.7	28	109	.5	4.0
4-Book	71	835	1.2	5.2	23	398	.4	3.9	24	104	.4	3.5	39	157	.7	3.9	32	110	.6	4.5
<b>KFSD-FM</b>																				
WI '00	10	126	.2	.7	7	77	.1	1.2	4	14	.1	.6	3	13	.1	.3	8	26	.1	1.1
4-Book	8	124	.2	.6	6	81	.1	1.1	2	11	.1	.3	7	23	.1	.7	6	22	.1	.8
<b>KGB -FM</b>																				
WI '00	139	1139	2.3	9.8	38	533	.6	6.6	50	170	.8	7.4	65	245	1.1	6.5	44	97	.7	6.2
4-Book	129	1104	2.2	9.4	37	530	.6	6.3	67	211	1.1	10.0	66	208	1.1	6.7	49	143	.8	6.8
<b>KHTS-FM</b>																				
WI '00	27	484	.5	1.9	14	275	.2	2.4	16	48	.3	2.4	7	56	.1	.7	14	77	.2	2.0
4-Book	31	544	.6	2.3	21	333	.3	3.5	16	68	.3	2.4	32	130	.6	3.2	25	94	.4	3.5
<b>KIFM-FM</b>																				
WI '00	83	522	1.4	5.9	39	357	.7	6.8	38	103	.6	5.7	56	120	.9	5.6	35	85	.6	5.0
4-Book	69	559	1.2	5.1	35	358	.6	6.0	30	95	.5	4.4	56	135	.9	5.7	34	93	.6	4.8
<b>KIOZ-FM</b>																				
WI '00	118	1016	2.0	8.3	43	503	.7	7.5	35	139	.6	5.2	87	242	1.5	8.8	70	191	1.2	9.9
4-Book	111	929	1.9	8.2	34	434	.6	5.8	33	106	.6	5.0	61	203	1.1	6.2	41	139	.7	5.7
<b>KJQY-FM</b>																				
WI '00	39	345	.7	2.8	23	232	.4	4.0	36	82	.6	5.4	38	76	.6	3.8	24	51	.4	3.4
4-Book	28	288	.5	2.1	14	186	.2	2.3	19	52	.3	2.8	22	63	.4	2.2	18	47	.3	2.4
<b>KLNV-FM</b>																				
WI '00	55	434	.9	3.9	33	312	.6	5.7	50	142	.8	7.4	58	138	1.0	5.8	19	78	.3	2.7
4-Book	48	395	.8	3.5	31	281	.5	5.2	45	122	.8	6.7	51	124	.9	5.1	29	92	.5	4.0
<b>KLQV-FM</b>																				
WI '00	15	178	.3	1.1	10	131	.2	1.7	23	66	.4	3.4	17	48	.3	1.7	19	44	.3	2.7
4-Book	17	205	.3	1.3	11	119	.2	1.8	17	50	.3	2.4	20	53	.4	2.1	16	45	.3	2.3
<b>KMSX-FM</b>																				
WI '00	25	433	.4	1.8	17	323	.3	3.0	16	97	.3	2.4	24	77	.4	2.4	26	70	.4	3.7
4-Book	28	401	.5	2.1	12	237	.2	2.1	12	53	.2	1.8	27	95	.4	2.7	18	61	.3	2.5
<b>KOGO-AM</b>																				
WI '00	48	479	.8	3.4	9	163	.2	1.6	9	28	.2	1.3	15	48	.3	1.5	6	25	.1	.8
4-Book	46	453	.8	3.4	10	162	.2	1.6	15	53	.3	2.2	13	47	.2	1.3	6	25	.1	.9
<b>KPLN-FM</b>																				
WI '00	57	576	1.0	4.0	15	259	.3	2.6	22	106	.4	3.3	27	132	.5	2.7	22	60	.4	3.1
4-Book	57	545	1.0	4.2	21	272	.4	3.6	24	91	.4	3.5	41	130	.7	4.2	28	77	.5	3.9
<b>KPOP-AM</b>																				
WI '00	8	22	.1	.6	6	39	.1	1.0	2	15		.3	9	9	.2	.9	10	17	.2	1.4
4-Book	6	43	.1	.5	3	34	.1	.5	2	9		.4	6	11	.1	.6	4	11	.1	.5
<b>KPRZ-AM</b>																				
WI '00	7	90	.1	.5	3	31	.1	.5	5	16	.1	.7					1	8		.1
4-Book	6	69	.1	.4	2	36		.3	3	9	.1	.4	1	4		.1	1	4		.2

Target Listener Estimates - Men 25-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KSDO-AM</b>																				
WI '00	11	92	.2	.8																
4-Book	8	87	.1	.6	1	31	.2	1	7	.2	1	7	.1	1	3	.1				
<b>KSON-AM</b>																				
WI '00	1	25	.1	.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KSON-FM</b>																				
WI '00	45	503	.8	3.2	23	303	.4	4.0	28	48	.5	4.2	47	155	.8	4.7	44	100	.7	6.2
4-Book	62	520	1.1	4.6	36	348	.6	6.0	38	100	.7	5.7	65	193	1.1	6.5	47	134	.8	6.6
<b>KSPA-AM</b>																				
WI '00	6	15	.1	.4	2	15	.3	.3	6	15	.1	.9	8	8	.1	.8	3	15	.1	.4
4-Book	4	19	.1	.3	2	12	.3	.3	2	6	.1	.3	5	6	.1	.5	2	8	.1	.2
<b>KXST-FM</b>																				
WI '00	22	298	.4	1.6	14	195	.2	2.4	17	55	.3	2.5	17	80	.3	1.7	6	39	.1	.8
4-Book	36	338	.6	2.7	14	191	.2	2.3	16	49	.3	2.4	27	86	.5	2.7	17	60	.3	2.4
<b>KYXY-FM</b>																				
WI '00	46	496	.8	3.3	25	310	.4	4.3	29	108	.5	4.3	40	122	.7	4.0	33	124	.6	4.7
4-Book	39	441	.7	2.9	21	272	.4	3.5	21	73	.4	3.2	34	99	.6	3.4	20	86	.4	2.8
<b>XBAC-AM</b>																				
WI '00	2	32	.1	.1		9							1	9	.1	.1				
4-Book	3	43	.2	.2	1	24	.2	.2	2	6	.2	.2	3	13	.1	.3	1	6	.1	.1
<b>XEMO-AM</b>																				
WI '00	2	49	.1	.1	1	25	.2	.2	2	8	.3	.3	3	17	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	20	241	.3	1.4	15	174	.3	2.6	11	20	.2	1.6	24	56	.4	2.4	24	86	.4	3.4
4-Book	13	171	.2	1.0	12	116	.2	2.0	8	21	.2	1.2	17	39	.3	1.8	18	53	.3	2.6
<b>XHRM-FM</b>																				
WI '00	39	506	.7	2.8	17	234	.3	3.0	9	40	.2	1.3	13	78	.2	1.3	20	81	.3	2.8
4-Book	47	567	.8	3.5	26	345	.5	4.4	25	92	.5	3.8	42	142	.7	4.2	36	111	.6	5.0
<b>XHTZ-FM</b>																				
WI '00	35	507	.6	2.5	25	355	.4	4.3	28	116	.5	4.2	50	156	.8	5.0	34	118	.6	4.8
4-Book	33	502	.6	2.4	21	321	.3	3.6	22	79	.4	3.3	34	121	.6	3.5	27	100	.5	3.8
<b>XLTN-FM</b>																				
WI '00	19	158	.3	1.3	7	108	.1	1.2	8	35	.1	1.2	14	66	.2	1.4	11	50	.2	1.6
4-Book	12	157	.2	.9	7	98	.1	1.2	10	32	.2	1.6	12	40	.2	1.2	9	28	.2	1.2
<b>XMDR-FM</b>																				
WI '00	10	111	.2	.7	7	58	.1	1.2	6	18	.1	.9	11	26	.2	1.1	2	9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	5	67	.1	.4	2	17	.3	.3	4	9	.1	.6	4	9	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
WI '00	74	617	1.2	5.2	18	236	.3	3.1	35	93	.6	5.2	39	115	.7	3.9	18	75	.3	2.5
4-Book	75	648	1.3	5.5	16	240	.3	2.8	32	93	.6	4.8	24	84	.4	2.4	18	62	.3	2.5
<b>XTRA-FM</b>																				
WI '00	82	812	1.4	5.8	28	514	.5	4.9	20	102	.3	3.0	61	200	1.0	6.1	27	108	.5	3.8
4-Book	88	880	1.5	6.5	37	524	.6	6.3	35	133	.6	5.3	71	230	1.2	7.2	47	166	.8	6.6
<b>KFI -AM</b>																				
WI '00	21	241	.4	1.5	5	97	.1	.9	2	18	.3	.3	13	57	.2	1.3	8	29	.1	1.1
4-Book	18	198	.3	1.3	7	91	.1	1.1	11	31	.2	1.6	14	41	.2	1.4	5	26	.1	.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-49

	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>KKBT-FM</b>																				
WI '00	8	111	.1	.6	3	65	.1	.5	4	30	.1	.6	1	8	.1	.1	7	30	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	11	197	.2	.8	4	78	.1	.7	5	39	.1	.7	1	10	.1	.1	2	16	.1	.3
4-Book	9	166	.2	.7	3	69	.1	.6	4	23	.1	.6	4	19	.1	.4	2	12	.1	.3
<b>KSSE-FM</b>																				
WI '00	14	56	.2	1.0	2	24	.3	.3	5	16	.1	.7	7	8	.1	.7	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	7	124	.1	.5	6	98	.1	1.0	12	25	.2	1.8	4	17	.1	.4	9	16	.2	1.3
4-Book	7	88	.1	.5	5	68	.1	.8	7	17	.1	1.0	7	26	.1	.7	5	17	.1	.7
<b>XHTY-FM</b>																				
WI '00	29	133	.5	2.1	6	41	.1	1.0	4	16	.1	.6	9	16	.2	.9	7	24	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	5	52	.1	.4	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	1414	5671	23.8		575	4293	9.7		672	1952	11.3		994	2508	16.7		706	1879	11.9	
4-Book	1359	5474	23.2		588	4236	10.0		667	1913	11.4		991	2524	16.9		716	1896	12.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 25-49

# Target Listener Estimates

		Men 25-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KBZT-FM																						
WI '00		4	28	.1	1.1					21	55	.4	2.9	12	38	.2	2.4	7	30	.1	2.8	
4-Book		9	34	.2	2.4	7	25	.1	1.7	18	72	.3	2.4	15	58	.3	2.9	12	40	.2	4.3	
KCBQ-AM																						
WI '00										1	6	.1		7	15	.1	1.4					
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFMB-AM																						
WI '00		4	14	.1	1.1	12	26	.2	3.0	10	41	.2	1.4	1	8	.2		1	6			.4
4-Book		19	66	.4	5.5	5	17	.1	1.3	42	145	.7	5.5	26	101	.4	5.0	5	26	.1	1.7	
KFMB-FM																						
WI '00		6	27	.1	1.7	12	52	.2	3.0	34	122	.6	4.8	19	78	.3	3.7	2	16			.8
4-Book		8	45	.2	2.6	11	54	.2	2.5	34	135	.6	4.7	28	91	.5	5.2	8	43	.1	2.6	
KFSD-FM																						
WI '00		3	18	.1	.8	11	43	.2	2.8	11	42	.2	1.5	13	36	.2	2.6	3	22	.1	1.2	
4-Book		2	11	.4		6	23	.1	1.4	15	43	.3	2.0	10	29	.2	1.9	2	11	.1	.8	
KGB -FM																						
WI '00		31	80	.5	8.6	13	64	.2	3.3	49	172	.8	6.9	36	123	.6	7.1	15	63	.3	6.1	
4-Book		18	56	.3	5.3	27	95	.5	6.2	36	132	.6	4.9	30	96	.5	5.9	10	46	.2	3.5	
KHTS-FM																						
WI '00		18	60	.3	5.0	17	74	.3	4.3	26	94	.4	3.6	14	76	.2	2.8	2	8			.8
4-Book		14	48	.2	3.8	15	64	.3	3.5	28	130	.5	3.8	20	84	.4	3.9	12	45	.2	4.2	
KIFM-FM																						
WI '00		13	64	.2	3.6	32	98	.5	8.1	63	155	1.1	8.8	55	112	.9	10.8	23	81	.4	9.3	
4-Book		14	58	.2	4.1	28	93	.5	6.3	58	159	1.0	7.9	40	112	.7	7.8	22	74	.4	7.9	
KIOZ-FM																						
WI '00		28	96	.5	7.8	9	37	.2	2.3	57	191	1.0	8.0	33	87	.6	6.5	18	52	.3	7.3	
4-Book		20	74	.4	5.6	18	49	.3	4.1	49	159	.8	6.5	31	100	.6	6.0	17	61	.3	6.0	
KJQY-FM																						
WI '00		11	42	.2	3.1	30	62	.5	7.6	24	78	.4	3.4	16	60	.3	3.1	8	49	.1	3.3	
4-Book		10	42	.2	3.1	12	34	.2	3.0	14	61	.2	1.9	10	42	.2	1.8	5	22	.1	1.9	
KLNV-FM																						
WI '00		19	59	.3	5.3	32	119	.5	8.1	41	98	.7	5.7	28	85	.5	5.5	13	50	.2	5.3	
4-Book		16	57	.3	4.7	27	92	.4	6.3	40	100	.7	5.4	27	72	.5	5.2	11	45	.2	3.9	
KLQV-FM																						
WI '00		7	41	.1	1.9					4	17	.1	.6	5	15	.1	1.0	6	16	.1	2.4	
4-Book		5	30	.1	1.6	7	20	.1	1.6	8	29	.2	1.0	8	25	.2	1.6	5	18	.1	1.9	
KMSX-FM																						
WI '00		23	85	.4	6.4	3	25	.1	.8	21	81	.4	2.9	20	79	.3	3.9	3	40	.1	1.2	
4-Book		9	39	.2	2.4	9	41	.2	2.0	12	57	.2	1.7	11	54	.2	2.1	3	31	.1	.9	
KOGO-AM																						
WI '00		9	38	.2	2.5	16	62	.3	4.1	6	37	.1	.8	4	23	.1	.8	9	39	.2	3.7	
4-Book		8	29	.2	2.1	15	48	.3	3.4	5	20	.1	.6	6	23	.1	1.2	13	35	.2	4.6	
KPLN-FM																						
WI '00		8	56	.1	2.2	4	24	.1	1.0	24	67	.4	3.4	7	48	.1	1.4	2	16			.8
4-Book		6	42	.1	1.8	10	41	.2	2.1	31	82	.5	4.2	18	63	.3	3.5	9	36	.1	3.1	
KPOP-AM																						
WI '00						3	9	.1	.8	10	16	.2	1.4	12	16	.2	2.4	3	8	.1	1.2	
4-Book		2	7	.4		2	6	.4		4	11	.1	.5	4	6	.1	.7	1	4			.4
KPRZ-AM																						
WI '00		1	8	.3		5	15	.1	1.3	5	16	.1	.7	4	8	.1	.8	1	8			.4
4-Book		2	4	.5		6	19	.1	1.3	3	10	.1	.3	1	2		.2	1	3			.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSDO-AM WI '00 4-Book						1	.1	1	7	.2	4	10	.1	.8	1	8	.4				
KSON-AM WI '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM WI '00 4-Book	13 19	43 62	.2 .3	3.6 5.8	23 28	54 88	.4 .5	5.8 6.4	17 42	74 140	.3 .7	2.4 5.6	11 29	41 89	.2 .5	2.2 5.6	7 17	33 53	.1 .3	2.8 6.0	
KSPA-AM WI '00 4-Book									1	2	.2		1	6	.2	.1	2	4	.5		
KXST-FM WI '00 4-Book	1 4	18 19	.3 .1	1.0	25 13	57 40	.4 .2	6.3 3.0	26 19	116 71	.4 .3	3.6 2.6	12 10	66 43	.2 .2	2.4 1.9	5 4	27 14	.1 .1	2.0 1.3	
KYXY-FM WI '00 4-Book	23 17	77 58	.4 .3	6.4 4.8	19 21	98 69	.3 .4	4.8 4.8	17 21	82 76	.3 .4	2.4 2.9	20 17	71 62	.3 .3	3.9 3.2	18 12	48 41	.3 .2	7.3 4.5	
XBAC-AM WI '00 4-Book	2	4	.5		2	4	.1	.6	1 2	9 13	.1 .3		1	4	.1						
XEMO-AM WI '00 4-Book	2 **	9 **	.6 **		**	8 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM WI '00 4-Book	10 10	37 33	.2 .2	2.8 2.9	8 7	14 19	.1 .1	2.0 1.6	12 14	53 34	.2 .3	1.7 1.8	15 10	45 24	.3 .2	3.0 2.1	15 7	46 24	.3 .1	6.1 2.5	
XHRM-FM WI '00 4-Book	15 17	51 71	.3 .3	4.2 5.1	17 19	68 69	.3 .3	4.3 4.4	19 27	60 92	.3 .5	2.7 3.6	21 22	71 74	.4 .4	4.1 4.1	20 21	52 61	.3 .4	8.1 7.5	
XHTZ-FM WI '00 4-Book	28 22	97 85	.5 .4	7.8 6.3	5 7	26 32	.1 .2	1.3 1.8	15 21	51 93	.3 .4	2.1 2.8	21 18	73 67	.4 .3	4.1 3.4	14 11	62 59	.2 .2	5.7 4.0	
XLTN-FM WI '00 4-Book	4 5	25 22	.1 .1	1.1 1.5	2 7	17 25	.5 .1	1.5 1.6	9 8	33 29	.2 .2	1.3 1.0	6 5	33 23	.1 .1	1.2 1.0	1 2	9 6	.4 .6		
XMOR-FM WI '00 4-Book	2 **	9 **	.6 **		**	7 **	.5 **		13 **	24 **	.2 **	1.8 **	12 **	42 **	.2 **	2.4 **	9 **	24 **	.2 **	3.7 **	
XPRS-AM WI '00 4-Book	1 **	8 **	.3 **		**	**	**	**	**	9 **	.3 **		1 **	9 **	.2 **		1 **	8 **	.4 **	**	**
XTRA-AM WI '00 4-Book	2 4	10 19	.6 .1	1.2	7 15	29 53	.1 .3	1.8 3.3	31 23	115 81	.5 .4	4.3 3.0	13 16	66 67	.2 .3	2.6 3.1	1 3	9 17	.4 .1	1.0 1.0	
XTRA-FM WI '00 4-Book	22 26	89 85	.4 .4	6.1 7.1	21 23	94 100	.4 .4	5.3 5.3	36 47	148 178	.6 .8	5.0 6.3	16 25	64 109	.3 .4	3.1 4.8	13 17	58 73	.2 .3	5.3 6.1	
KFI -AM WI '00 4-Book	2 1	13 7	.6 .3		2 7	10 17	.5 .1	1.5 1.7	4 9	27 32	.1 .2	1.6 1.2	5 3	17 14	.1 .1	1.0 .6	2 2	19 10	.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 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>KKBT-FM</b>																				
WI '00	5	22	.1	1.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KNX -AM</b>																				
WI '00	4	7	.1	1.1	4	28	.1	1.0	4	13	.1	.6	7	20	.1	1.4	6	16	.1	2.4
4-Book	2	3	.1	.5	2	13	.1	.6	5	19	.1	.6	4	16	.1	.8	3	11	.1	1.2
<b>KSSE-FM</b>																				
WI '00	**	**	**	**	**	**	**	**	1	8	.1	.1	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KVVE-FM</b>																				
WI '00	1	4	.2	.2	11	56	.2	2.8	5	34	.1	.7	8	16	.1	1.6	1	8	.4	
4-Book	1	4	.2	.2	6	23	.1	1.4	6	25	.1	.8	6	15	.1	1.1	1	8	.4	
<b>XHTY-FM</b>																				
WI '00	1	8	.3	.3	11	33	.2	2.8	9	16	.2	1.3	6	16	.1	1.2	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XKAM-AM</b>																				
WI '00	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>TOTALS</b>																				
WI '00	360	1128	6.1	6.1	395	1302	6.6	6.6	715	1953	12.0	12.0	508	1470	8.5	8.5	246	875	4.1	
4-Book	344	1072	5.9	5.9	433	1326	7.4	7.4	747	2071	12.8	12.8	518	1514	8.8	8.8	279	956	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 Trends

Target Listener Trends - Men 25-54

	Men 25-54																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KBZT-FM</b>																				
WI '00	31	483	.5	2.8	45	264	.7	2.6	51	228	.8	3.1	44	284	.7	3.2	7	110	.1	1.7
FA '99	27	581	.4	2.5	33	298	.5	1.9	45	255	.7	2.7	32	295	.5	2.4	6	115	.1	1.5
SU '99	22	511	.3	2.2	29	220	.4	1.9	27	274	.4	1.8	27	283	.4	2.2	10	138	.2	2.3
SP '99	30	602	.5	2.9	38	284	.6	2.4	40	279	.6	2.6	38	309	.6	3.1	10	179	.2	2.3
4-Book	28	544	.4	2.6	36	267	.6	2.2	41	259	.6	2.6	35	293	.6	2.7	8	136	.2	2.0
WI '99	34	642	.5	3.1	42	352	.6	2.5	64	314	1.0	3.8	42	352	.6	3.1	9	130	.1	2.0
<b>KCBQ-AM</b>																				
WI '00	5	56	.1	.5	6	23	.1	.3	15	38	.2	.9	2	28	.1	.1	1	14	.1	.2
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	4	95	.1	.4	2	26	.1	.1	7	46	.1	.5	9	47	.1	.7	3	14	.1	.7
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	3	94	.1	.3	1	20	.1	.1	4	54	.1	.2	9	75	.1	.7	16			
<b>KFMB-AM</b>																				
WI '00	20	439	.3	1.8	34	217	.5	2.0	25	191	.4	1.5	24	204	.4	1.7	10	88	.1	2.4
FA '99	32	742	.5	2.9	41	282	.6	2.3	34	249	.5	2.1	50	366	.7	3.7	13	202	.2	3.2
SU '99	49	1008	.8	4.8	52	328	.8	3.4	39	340	.6	2.6	83	661	1.3	6.7	46	443	.7	10.4
SP '99	40	774	.6	3.9	51	282	.8	3.2	54	394	.8	3.5	55	460	.8	4.5	30	270	.5	6.9
4-Book	35	741	.6	3.4	45	277	.7	2.7	38	294	.6	2.4	53	423	.8	4.2	25	251	.4	5.7
WI '99	32	643	.5	2.9	49	310	.8	2.9	48	282	.7	2.9	59	452	.9	4.4	7	146	.1	1.5
<b>KFMB-FM</b>																				
WI '00	53	958	.8	4.8	103	544	1.5	6.0	83	487	1.2	5.0	71	530	1.1	5.1	14	185	.2	3.3
FA '99	42	992	.6	3.8	80	524	1.2	4.6	54	445	.8	3.3	56	528	.8	4.2	14	159	.2	3.4
SU '99	48	1057	.7	4.7	90	573	1.4	5.9	85	442	1.3	5.7	58	539	.9	4.6	10	224	.2	2.3
SP '99	54	1077	.8	5.2	116	619	1.8	7.2	69	451	1.1	4.5	58	519	.9	4.7	9	230	.1	2.1
4-Book	49	1021	.7	4.6	97	565	1.5	5.9	73	456	1.1	4.6	61	529	.9	4.7	12	200	.2	2.8
WI '99	50	1010	.8	4.6	102	582	1.6	6.1	82	491	1.3	4.9	59	511	.9	4.4	8	178	.1	1.8
<b>KFSD-FM</b>																				
WI '00	10	202	.1	.9	8	92	.1	.5	12	63	.2	.7	14	110	.2	1.0	9	87	.1	2.1
FA '99	4	192	.1	.4	3	76	.1	.2	5	45	.1	.3	7	120	.1	.5	1	32	.1	.2
SU '99	7	199	.1	.7	10	59	.2	.7	9	88	.1	.6	8	79	.1	.6	5	68	.1	1.1
SP '99	10	193	.2	1.0	12	102	.2	.7	14	86	.2	.9	11	107	.2	.9	4	50	.1	.9
4-Book	8	197	.1	.8	8	82	.1	.5	10	71	.2	.6	10	104	.2	.8	5	59	.1	1.1
WI '99	10	165	.2	.9	10	101	.2	.6	11	61	.2	.7	12	50	.2	.9	8	34	.1	1.8
<b>KGB -FM</b>																				
WI '00	90	1346	1.3	8.2	229	883	3.4	13.3	122	572	1.8	7.3	85	668	1.3	6.1	23	213	.3	5.5
FA '99	93	1343	1.4	8.5	248	925	3.7	14.2	122	572	1.8	7.4	89	658	1.3	6.6	21	208	.3	5.1
SU '99	84	1320	1.3	8.3	186	783	2.9	12.3	116	620	1.8	7.7	85	680	1.3	6.8	20	262	.3	4.5
SP '99	72	1158	1.1	7.0	210	716	3.2	13.0	80	535	1.2	5.2	64	536	1.0	5.2	19	286	.3	4.4
4-Book	85	1292	1.3	8.0	218	827	3.3	13.2	110	575	1.7	6.9	81	636	1.2	6.2	21	242	.3	4.9
WI '99	92	1326	1.4	8.4	215	923	3.3	12.8	136	698	2.1	8.1	89	685	1.4	6.7	21	277	.3	4.6
<b>KHTS-FM</b>																				
WI '00	20	603	.3	1.8	23	277	.3	1.3	31	295	.5	1.9	29	363	.4	2.1	9	158	.1	2.1
FA '99	26	760	.4	2.4	34	345	.5	1.9	31	303	.5	1.9	31	302	.5	2.3	11	176	.2	2.7
SU '99	32	806	.5	3.2	41	300	.6	2.7	36	340	.6	2.4	46	501	.7	3.7	17	230	.3	3.8
SP '99	21	627	.3	2.0	19	259	.3	1.2	33	261	.5	2.1	27	314	.4	2.2	8	142	.1	1.9
4-Book	25	699	.4	2.4	29	295	.4	1.8	33	300	.5	2.1	33	370	.5	2.6	11	177	.2	2.6
WI '99	27	750	.4	2.5	30	268	.5	1.8	41	342	.6	2.4	40	479	.6	3.0	13	174	.2	2.9
<b>KIFM-FM</b>																				
WI '00	70	766	1.0	6.4	76	373	1.1	4.4	122	382	1.8	7.3	89	480	1.3	6.4	31	224	.5	7.3
FA '99	68	942	1.0	6.2	96	473	1.4	5.5	108	455	1.6	6.5	86	639	1.3	6.4	37	348	.6	9.0
SU '99	42	731	.6	4.1	45	328	.7	3.0	60	346	.9	4.0	49	387	.8	3.9	16	232	.2	3.6
SP '99	57	790	.9	5.5	76	423	1.2	4.7	99	449	1.5	6.4	70	402	1.1	5.7	19	231	.3	4.4
4-Book	59	807	.9	5.6	73	399	1.1	4.4	97	408	1.5	6.1	74	477	1.1	5.6	26	259	.4	6.1
WI '99	47	734	.7	4.3	59	338	.9	3.5	72	347	1.1	4.3	51	375	.8	3.8	21	301	.3	4.6

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

# Target Listener Trends

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>KIQZ-FM</b>																				
WI '00	80	1136	1.2	7.3	144	630	2.1	8.4	110	527	1.6	6.6	108	657	1.6	7.8	29	245	.4	6.9
FA '99	59	933	.9	5.4	140	542	2.1	8.0	83	431	1.2	5.0	60	406	.9	4.5	19	189	.3	4.6
SU '99	74	1104	1.1	7.3	155	640	2.4	10.2	94	567	1.4	6.3	91	593	1.4	7.3	32	274	.5	7.2
SP '99	79	965	1.2	7.6	216	623	3.3	13.4	106	592	1.6	6.9	60	462	.9	4.9	20	283	.3	4.6
<b>4-Book</b>	<b>73</b>	<b>1035</b>	<b>1.1</b>	<b>6.9</b>	<b>164</b>	<b>609</b>	<b>2.5</b>	<b>10.0</b>	<b>98</b>	<b>529</b>	<b>1.5</b>	<b>6.2</b>	<b>80</b>	<b>530</b>	<b>1.2</b>	<b>6.1</b>	<b>25</b>	<b>248</b>	<b>.4</b>	<b>5.8</b>
WI '99	88	1057	1.4	8.0	174	686	2.7	10.4	139	645	2.1	8.3	96	560	1.5	7.2	31	331	.5	6.9
<b>KJQY-FM</b>																				
WI '00	33	558	.5	3.0	38	208	.6	2.2	53	282	.8	3.2	46	323	.7	3.3	7	126	.1	1.7
FA '99	24	451	.4	2.2	38	256	.6	2.2	46	180	.7	2.8	23	207	.3	1.7	7	114	.1	1.7
SU '99	19	350	.3	1.9	20	148	.3	1.3	36	148	.6	2.4	25	170	.4	2.0	4	67	.1	.9
SP '99	23	464	.4	2.2	27	202	.4	1.7	30	189	.5	2.0	29	248	.4	2.4	12	157	.2	2.8
<b>4-Book</b>	<b>25</b>	<b>456</b>	<b>.4</b>	<b>2.3</b>	<b>31</b>	<b>204</b>	<b>.5</b>	<b>1.9</b>	<b>41</b>	<b>200</b>	<b>.7</b>	<b>2.6</b>	<b>31</b>	<b>237</b>	<b>.5</b>	<b>2.4</b>	<b>8</b>	<b>116</b>	<b>.1</b>	<b>1.8</b>
WI '99	16	462	.2	1.5	17	192	.3	1.0	18	174	.3	1.1	21	234	.3	1.6	11	113	.2	2.4
<b>KLNV-FM</b>																				
WI '00	42	482	.6	3.8	83	352	1.2	4.8	54	274	.8	3.2	33	251	.5	2.4	14	148	.2	3.3
FA '99	35	485	.5	3.2	52	251	.8	3.0	47	250	.7	2.8	32	284	.5	2.4	15	178	.2	3.6
SU '99	38	467	.6	3.8	52	313	.8	3.4	66	291	1.0	4.4	42	292	.6	3.4	14	116	.2	3.2
SP '99	37	437	.6	3.6	47	225	.7	2.9	47	231	.7	3.1	36	235	.6	2.9	19	170	.3	4.4
<b>4-Book</b>	<b>38</b>	<b>468</b>	<b>.6</b>	<b>3.6</b>	<b>59</b>	<b>285</b>	<b>.9</b>	<b>3.5</b>	<b>54</b>	<b>262</b>	<b>.8</b>	<b>3.4</b>	<b>36</b>	<b>266</b>	<b>.6</b>	<b>2.8</b>	<b>16</b>	<b>153</b>	<b>.2</b>	<b>3.6</b>
WI '99	37	470	.6	3.4	47	300	.7	2.8	42	286	.6	2.5	56	267	.9	4.2	24	155	.4	5.3
<b>KLQV-FM</b>																				
WI '00	11	250	.2	1.0	23	122	.3	1.3	14	122	.2	.8	8	89	.1	.6	2	50	.1	.5
FA '99	14	226	.2	1.3	18	158	.3	1.0	18	141	.3	1.1	18	147	.3	1.3	5	59	.1	1.2
SU '99	14	266	.2	1.4	20	142	.3	1.3	23	149	.4	1.5	17	161	.3	1.4	9	77	.1	2.0
SP '99	12	203	.2	1.2	18	109	.3	1.1	9	77	.1	.6	15	118	.2	1.2	8	80	.1	1.9
<b>4-Book</b>	<b>13</b>	<b>236</b>	<b>.2</b>	<b>1.2</b>	<b>20</b>	<b>133</b>	<b>.3</b>	<b>1.2</b>	<b>16</b>	<b>122</b>	<b>.3</b>	<b>1.0</b>	<b>15</b>	<b>129</b>	<b>.2</b>	<b>1.1</b>	<b>6</b>	<b>67</b>	<b>.1</b>	<b>1.4</b>
WI '99	16	213	.2	1.5	18	122	.3	1.1	22	91	.3	1.3	14	103	.2	1.0	14	90	.2	3.1
<b>KMSX-FM</b>																				
WI '00	21	602	.3	1.9	17	257	.3	1.0	28	292	.4	1.7	35	351	.5	2.5	12	140	.2	2.8
FA '99	21	510	.3	1.9	29	185	.4	1.7	51	259	.8	3.1	17	264	.3	1.3	4	83	.1	1.0
SU '99	18	520	.3	1.8	24	207	.4	1.6	27	247	.4	1.8	25	311	.4	2.0	7	144	.1	1.6
SP '99	21	446	.3	2.0	27	184	.4	1.7	35	222	.5	2.3	30	272	.5	2.4	4	71	.1	.9
<b>4-Book</b>	<b>20</b>	<b>520</b>	<b>.3</b>	<b>1.9</b>	<b>24</b>	<b>208</b>	<b>.4</b>	<b>1.5</b>	<b>35</b>	<b>255</b>	<b>.5</b>	<b>2.2</b>	<b>27</b>	<b>300</b>	<b>.4</b>	<b>2.1</b>	<b>7</b>	<b>110</b>	<b>.1</b>	<b>1.6</b>
WI '99	27	520	.4	2.5	37	265	.6	2.2	51	327	.8	3.0	33	302	.5	2.5	9	118	.1	2.0
<b>KOGO-AM</b>																				
WI '00	38	674	.6	3.5	53	367	.8	3.1	63	351	.9	3.8	53	331	.8	3.8	20	128	.3	4.7
FA '99	51	762	.8	4.6	80	426	1.2	4.6	84	385	1.2	5.1	72	436	1.1	5.3	22	250	.3	5.4
SU '99	44	620	.7	4.3	63	349	1.0	4.2	77	348	1.2	5.1	52	296	.8	4.2	29	173	.4	6.5
SP '99	40	591	.6	3.9	52	346	.8	3.2	70	380	1.1	4.6	52	309	.8	4.2	32	154	.5	7.4
<b>4-Book</b>	<b>43</b>	<b>662</b>	<b>.7</b>	<b>4.1</b>	<b>62</b>	<b>372</b>	<b>1.0</b>	<b>3.8</b>	<b>74</b>	<b>366</b>	<b>1.1</b>	<b>4.7</b>	<b>57</b>	<b>343</b>	<b>.9</b>	<b>4.4</b>	<b>26</b>	<b>176</b>	<b>.4</b>	<b>6.0</b>
WI '99	48	748	.7	4.4	58	435	.9	3.5	97	454	1.5	5.8	48	352	.7	3.6	39	244	.6	8.6
<b>KPLN-FM</b>																				
WI '00	41	677	.6	3.7	53	358	.8	3.1	81	416	1.2	4.9	60	469	.9	4.3	12	173	.2	2.8
FA '99	46	774	.7	4.2	55	394	.8	3.1	88	449	1.3	5.3	65	512	1.0	4.8	11	198	.2	2.7
SU '99	43	637	.7	4.2	70	323	1.1	4.6	85	324	1.3	5.7	39	334	.6	3.1	9	114	.1	2.0
SP '99	39	597	.6	3.8	53	292	.8	3.3	57	287	.9	3.7	51	352	.8	4.1	14	171	.2	3.2
<b>4-Book</b>	<b>42</b>	<b>671</b>	<b>.7</b>	<b>4.0</b>	<b>58</b>	<b>342</b>	<b>.9</b>	<b>3.5</b>	<b>78</b>	<b>369</b>	<b>1.2</b>	<b>4.9</b>	<b>54</b>	<b>417</b>	<b>.8</b>	<b>4.1</b>	<b>12</b>	<b>164</b>	<b>.2</b>	<b>2.7</b>
WI '99	34	748	.5	3.1	54	363	.8	3.2	53	420	.8	3.2	36	425	.6	2.7	10	175	.2	2.2
<b>KPOP-AM</b>																				
WI '00	8	80	.1	.7	8	32	.1	.5	18	39	.3	1.1	11	26	.2	.8		18		
FA '99	4	75	.1	.4	8	41	.1	.5	2	25	.1	.5	3	44	.2	.2	3	33		.7
SU '99	7	111	.1	.7	8	47	.1	.5	14	46	.2	.9	6	57	.1	.5	3	26		.7
SP '99	7	100	.1	.7	13	45	.2	.8	8	33	.1	.5	11	52	.2	.9	5	35	.1	1.2
<b>4-Book</b>	<b>7</b>	<b>92</b>	<b>.1</b>	<b>.6</b>	<b>9</b>	<b>41</b>	<b>.1</b>	<b>.6</b>	<b>11</b>	<b>36</b>	<b>.2</b>	<b>.7</b>	<b>8</b>	<b>45</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>28</b>		.7
WI '99	5	102	.1	.5	10	31	.2	.6	8	35	.1	.5	2	23	.1	.1	1	30		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 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>KPRZ-AM</b>																				
WI '00	5	123	.1	.5	12	88	.2	.7	7	65	.1	.4	5	73	.1	.4	2	47		.5
FA '99	4	99	.1	.4	15	62	.2	.9	2	28		.1	2	31		.1		9		
SU '99	4	88	.1	.4	9	58	.1	.6	9	26	.1	.6	3	15		.2		7		
SP '99	3	93		.3	7	78	.1	.4	3	34		.2	4	33	.1	.3	2	25		.5
<b>4-Book</b>	<b>4</b>	<b>101</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>72</b>	<b>.2</b>	<b>.7</b>	<b>5</b>	<b>38</b>	<b>.1</b>	<b>.3</b>	<b>4</b>	<b>38</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>22</b>		<b>.3</b>
WI '99	7	174	.1	.6	19	125	.3	1.1	5	65	.1	.3	9	108	.1	.7	2	30		.4
<b>KSDO-AM</b>																				
WI '00	9	153	.1	.8	17	78	.3	1.0	21	88	.3	1.3	10	85	.1	.7	1	14		.2
FA '99	7	178	.1	.6	11	103	.2	.6	7	74	.1	.4	14	111	.2	1.0	4	28	.1	1.0
SU '99	6	145	.1	.6	13	74	.2	.9	9	70	.1	.6	3	62		.2	4	46	.1	.9
SP '99	5	113	.1	.5	10	60	.2	.6	11	34	.2	.7	6	70	.1	.5		7		
<b>4-Book</b>	<b>7</b>	<b>147</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>79</b>	<b>.2</b>	<b>.8</b>	<b>12</b>	<b>67</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>82</b>	<b>.1</b>	<b>.6</b>	<b>2</b>	<b>24</b>	<b>.1</b>	<b>.5</b>
WI '99	10	261	.2	.9	13	129	.2	.8	19	129	.3	1.1	14	118	.2	1.0	7	60	.1	1.5
<b>KSON-AM</b>																				
WI '00	1	38		.1	2	32		.1	3	15		.2	9							
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	38	696	.6	3.5	59	375	.9	3.4	40	315	.6	2.4	56	433	.8	4.0	20	148	.3	4.7
FA '99	64	819	1.0	5.8	100	443	1.5	5.7	104	401	1.5	6.3	71	454	1.1	5.3	23	224	.3	5.6
SU '99	47	610	.7	4.6	68	355	1.0	4.5	56	354	.9	3.7	57	418	.9	4.6	20	239	.3	4.5
SP '99	57	769	.9	5.5	77	410	1.2	4.8	70	364	1.1	4.6	65	442	1.0	5.3	22	238	.3	5.1
<b>4-Book</b>	<b>52</b>	<b>724</b>	<b>.8</b>	<b>4.9</b>	<b>76</b>	<b>396</b>	<b>1.2</b>	<b>4.6</b>	<b>68</b>	<b>359</b>	<b>1.0</b>	<b>4.3</b>	<b>62</b>	<b>437</b>	<b>1.0</b>	<b>4.8</b>	<b>21</b>	<b>212</b>	<b>.3</b>	<b>5.0</b>
WI '99	57	683	.9	5.2	76	382	1.2	4.5	100	400	1.5	6.0	77	467	1.2	5.8	13	201	.2	2.9
<b>KSPA-AM</b>																				
WI '00	4	15	.1	.4	6	15	.1	.3	9	15	.1	.5	3	15		.2				
FA '99	4	63	.1	.4	8	31	.1	.5	7	14	.1	.4	2	51		.1	2	17		.5
SU '99	2	19		.2	4	14	.1	.3	3	8		.2	3	8		.2		6		
SP '99		8															1	8		.2
<b>4-Book</b>	<b>3</b>	<b>26</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>15</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>9</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>19</b>		<b>.1</b>	<b>1</b>	<b>8</b>		<b>.2</b>
WI '99	1	13		.1	2	6		.1												
<b>KXST-FM</b>																				
WI '00	16	364	.2	1.5	27	166	.4	1.6	25	200	.4	1.5	15	197	.2	1.1	2	73		.5
FA '99	37	520	.6	3.4	45	227	.7	2.6	66	221	1.0	4.0	53	351	.8	3.9	11	164	.2	2.7
SU '99	26	443	.4	2.6	29	208	.4	1.9	46	199	.7	3.1	35	294	.5	2.8	10	115	.2	2.3
SP '99	27	402	.4	2.6	32	249	.5	2.0	57	215	.9	3.7	35	250	.5	2.8	6	127	.1	1.4
<b>4-Book</b>	<b>27</b>	<b>432</b>	<b>.4</b>	<b>2.5</b>	<b>33</b>	<b>213</b>	<b>.5</b>	<b>2.0</b>	<b>49</b>	<b>209</b>	<b>.8</b>	<b>3.1</b>	<b>35</b>	<b>273</b>	<b>.5</b>	<b>2.7</b>	<b>7</b>	<b>120</b>	<b>.1</b>	<b>1.7</b>
WI '99	25	493	.4	2.3	37	241	.6	2.2	51	280	.8	3.0	19	312	.3	1.4	7	94	.1	1.5
<b>KYXY-FM</b>																				
WI '00	42	769	.6	3.8	55	412	.8	3.2	56	382	.8	3.4	54	416	.8	3.9	24	257	.4	5.7
FA '99	32	672	.5	2.9	41	351	.6	2.3	51	346	.8	3.1	43	323	.6	3.2	17	223	.3	4.1
SU '99	26	633	.4	2.6	32	282	.5	2.1	28	190	.4	1.9	29	323	.4	2.3	24	237	.4	5.4
SP '99	40	649	.6	3.9	51	298	.8	3.2	74	282	1.1	4.8	43	328	.7	3.5	16	179	.2	3.7
<b>4-Book</b>	<b>35</b>	<b>681</b>	<b>.5</b>	<b>3.3</b>	<b>45</b>	<b>336</b>	<b>.7</b>	<b>2.7</b>	<b>52</b>	<b>300</b>	<b>.8</b>	<b>3.3</b>	<b>42</b>	<b>348</b>	<b>.6</b>	<b>3.2</b>	<b>20</b>	<b>224</b>	<b>.3</b>	<b>4.7</b>
WI '99	45	686	.7	4.1	51	344	.8	3.0	72	351	1.1	4.3	61	339	.9	4.6	21	216	.3	4.6
<b>XBAC-AM</b>																				
WI '00	3	63		.3	1	20		.1	2	25		.1	3	23		.2	7	28	.1	1.7
FA '99	5	103	.1	.5	6	52	.1	.3	9	47	.1	.5	8	70	.1	.6	1	25		.2
SU '99	2	54		.2	4	37	.1	.3	1	14		.1	2	14		.2	3	13		.7
SP '99	6	66	.1	.6	6	28	.1	.4	6	37	.1	.4	10	51	.2	.8	9	42	.1	2.1
<b>4-Book</b>	<b>4</b>	<b>72</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>34</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>31</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>40</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>27</b>	<b>.1</b>	<b>1.2</b>
WI '99	4	102	.1	.4	5	56	.1	.3	6	45	.1	.4	7	53	.1	.5		18		

Target Listener Trends - Men 25-54

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

	Men 25-54																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XEMO-AM</b>																				
WI '00	2	74		.2	2	32		.1	2	32		.1	2	42		.1	3	51		.7
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	69	.1	.4	13	43	.2	.8	3	30		.2	4	44	.1	.3	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	22	349	.3	2.0	34	160	.5	2.0	34	182	.5	2.0	23	233	.3	1.7	8	94	.1	1.9
FA '99	8	243	.1	.7	7	91	.1	.4	11	81	.2	.7	9	122	.1	.7	1	31		.2
SU '99	19	252	.3	1.9	17	147	.3	1.1	24	119	.4	1.6	22	159	.3	1.8	11	72	.2	2.5
SP '99	5	158	.1	.5	4	13	.1	.2	9	51	.1	.6	3	53		.2	3	41		.7
<b>4-Book</b>	14	251	.2	1.3	16	103	.3	.9	20	108	.3	1.2	14	142	.2	1.1	6	60	.1	1.3
WI '99	13	242	.2	1.2	13	107	.2	.8	15	127	.2	.9	23	161	.4	1.7	3	48		.7
<b>XHRM-FM</b>																				
WI '00	36	652	.5	3.3	46	324	.7	2.7	52	331	.8	3.1	47	344	.7	3.4	18	222	.3	4.3
FA '99	34	698	.5	3.1	43	345	.6	2.5	50	371	.7	3.0	46	409	.7	3.4	9	147	.1	2.2
SU '99	42	689	.6	4.1	63	337	1.0	4.2	67	323	1.0	4.5	48	370	.7	3.8	10	146	.2	2.3
SP '99	43	763	.7	4.2	47	389	.7	2.9	63	415	1.0	4.1	44	383	.7	3.6	30	254	.5	6.9
<b>4-Book</b>	39	701	.6	3.7	50	349	.8	3.1	58	360	.9	3.7	46	377	.7	3.6	17	192	.3	3.9
WI '99	52	828	.8	4.7	64	370	1.0	3.8	81	470	1.2	4.8	60	398	.9	4.5	30	206	.5	6.6
<b>XHTZ-FM</b>																				
WI '00	30	632	.4	2.7	31	338	.5	1.8	34	300	.5	2.0	44	403	.7	3.2	22	272	.3	5.2
FA '99	26	574	.4	2.4	32	223	.5	1.8	45	335	.7	2.7	38	347	.6	2.8	9	176	.1	2.2
SU '99	25	609	.4	2.5	34	335	.5	2.2	31	266	.5	2.1	31	334	.5	2.5	18	172	.3	4.1
SP '99	27	626	.4	2.6	18	249	.3	1.1	33	288	.5	2.1	44	376	.7	3.6	15	213	.2	3.5
<b>4-Book</b>	27	610	.4	2.6	29	286	.5	1.7	36	297	.6	2.2	39	365	.6	3.0	16	208	.2	3.8
WI '99	35	559	.5	3.2	45	276	.7	2.7	45	326	.7	2.7	37	283	.6	2.8	27	194	.4	6.0
<b>XLTN-FM</b>																				
WI '00	14	199	.2	1.3	18	101	.3	1.0	26	85	.4	1.6	17	122	.3	1.2	4	84	.1	.9
FA '99	8	211	.1	.7	12	95	.2	.7	9	95	.1	.5	7	112	.1	.5	3	54		.7
SU '99	10	178	.2	1.0	15	134	.2	1.0	16	119	.2	1.1	9	91	.1	.7	3	58		.7
SP '99	7	175	.1	.7	11	111	.2	.7	5	50	.1	.3	6	76	.1	.5	4	51	.1	.9
<b>4-Book</b>	10	191	.2	.9	14	110	.2	.9	14	87	.2	.9	10	100	.2	.7	4	62	.1	.8
WI '99	6	143	.1	.5	10	82	.2	.6	8	71	.1	.5	6	68	.1	.4	2	23		.4
<b>XMOR-FM</b>																				
WI '00	8	124	.1	.7	8	59	.1	.5	10	68	.1	.6	12	84	.2	.9	3	38		.7
FA '99	6	74	.1	.5	13	68	.2	.7	8	68	.1	.5	7	65	.1	.5	3	36		.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	75		.3	3	45		.2	1	25		.1	3	47		.2	1	33		.2
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	4	74	.1	.4	8	33	.1	.5	6	51	.1	.4	4	41	.1	.3	1	17		.2
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	5	44	.1	.5	7	32	.1	.5	6	16	.1	.4	2	23		.2	6	17	.1	1.4
SP '99	4	49	.1	.4	12	36	.2	.7	2	30		.1	2	12		.2	1	13		.2
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	91	.1	.4	14	72	.2	.8	3	25		.2	1	17		.1		10		
<b>XTRA-AM</b>																				
WI '00	49	776	.7	4.5	61	400	.9	3.5	101	516	1.5	6.1	72	524	1.1	5.2	7	116	.1	1.7
FA '99	56	860	.8	5.1	54	384	.8	3.1	120	488	1.8	7.3	81	570	1.2	6.0	16	195	.2	3.9
SU '99	42	750	.6	4.1	48	433	.7	3.2	98	451	1.5	6.5	60	472	.9	4.8	8	123	.1	1.8
SP '99	46	773	.7	4.4	55	388	.8	3.4	98	505	1.5	6.4	78	485	1.2	6.3	11	147	.2	2.5
<b>4-Book</b>	48	790	.7	4.5	55	401	.8	3.3	104	490	1.6	6.6	73	513	1.1	5.6	11	145	.2	2.5
WI '99	56	887	.9	5.1	76	442	1.2	4.5	109	419	1.7	6.5	86	536	1.3	6.4	9	163	.1	2.0

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Men 25-54

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XTRA-FM</b>																				
WI '00	53	940	.8	4.8	91	518	1.4	5.3	82	462	1.2	4.9	74	543	1.1	5.3	13	207	.2	3.1
FA '99	61	1034	.9	5.6	87	502	1.3	5.0	95	507	1.4	5.7	76	601	1.1	5.6	30	280	.4	7.3
SU '99	65	1133	1.0	6.4	85	526	1.3	5.6	91	553	1.4	6.1	79	728	1.2	6.3	32	431	.5	7.2
SP '99	65	1004	1.0	6.3	84	501	1.3	5.2	126	585	1.9	8.2	77	605	1.2	6.2	23	303	.4	5.3
4-Book	61	1028	.9	5.8	87	512	1.3	5.3	99	527	1.5	6.2	77	619	1.2	5.9	25	305	.4	5.7
WI '99	53	1074	.8	4.8	73	484	1.1	4.4	72	501	1.1	4.3	67	660	1.0	5.0	29	301	.4	6.4
<b>KFI -AM</b>																				
WI '00	16	301	.2	1.5	30	146	.4	1.7	29	173	.4	1.7	10	110	.1	.7	13	70	.2	3.1
FA '99	18	353	.3	1.6	24	106	.4	1.4	13	114	.2	.8	33	135	.5	2.4	12	104	.2	2.9
SU '99	11	227	.2	1.1	13	108	.2	.9	18	120	.3	1.2	13	109	.2	1.0	10	80	.2	2.3
SP '99	11	215	.2	1.1	24	106	.4	1.5	16	63	.2	1.0	8	103	.1	.6	5	58	.1	1.2
4-Book	14	274	.2	1.3	23	117	.4	1.4	19	118	.3	1.2	16	114	.2	1.2	10	78	.2	2.4
WI '99	17	414	.3	1.6	29	203	.4	1.7	26	195	.4	1.6	24	228	.4	1.8	10	85	.2	2.2
<b>KKBT-FM</b>																				
WI '00	5	131	.1	.5	7	65	.1	.4	3	48	.2	.2	14	91	.2	1.0		9		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	2	110	.2	.2	3	64	.2	.2	2	34	.1	.1	1	32	.1	.1				
SP '99	3	73	.3	.3	2	24	.1	.1	3	31	.2	.2	5	50	.1	.4	2	23	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	50	.2	.2	9	29	.1	.5	1	17	.1	.1	2	33	.1	.1	1	14	.2	.2
<b>KNX -AM</b>																				
WI '00	9	247	.1	.8	21	159	.3	1.2	10	112	.1	.6	6	87	.1	.4	7	70	.1	1.7
FA '99	7	255	.1	.6	11	108	.2	.6	9	139	.1	.5	9	129	.1	.7	4	80	.1	1.0
SU '99	7	217	.1	.7	14	90	.2	.9	11	82	.2	.7	4	69	.1	.3	5	47	.1	1.1
SP '99	6	226	.1	.6	12	133	.2	.7	5	88	.1	.3	7	132	.1	.6	6	89	.1	1.4
4-Book	7	236	.1	.7	15	123	.2	.9	9	105	.1	.5	7	104	.1	.5	6	72	.1	1.3
WI '99	7	229	.1	.6	11	120	.2	.7	5	65	.1	.3	9	142	.1	.7	5	52	.1	1.1
<b>KSSE-FM</b>																				
WI '00	8	71	.1	.7	18	55	.3	1.0	16	40	.2	1.0	8	24	.1	.6				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	6	149	.1	.5	13	91	.2	.8	5	82	.1	.3	2	60	.1	.1	3	41	.7	.7
FA '99	8	75	.1	.7	12	49	.2	.7	14	40	.2	.8	9	43	.1	.7	2	13	.5	.5
SU '99	5	104	.1	.5	9	74	.1	.6	5	48	.1	.3	8	71	.1	.6	1	27	.2	.2
SP '99	5	123	.1	.5	5	73	.1	.3	6	55	.1	.4	9	76	.1	.7	2	26	.5	.5
4-Book	6	113	.1	.6	10	72	.2	.6	8	56	.1	.5	7	63	.1	.5	2	27	.5	.5
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	18	156	.3	1.6	24	100	.4	1.4	37	98	.6	2.2	28	89	.4	2.0	4	47	.1	.9
FA '99	4	118	.1	.4	7	66	.1	.4	5	61	.1	.3	3	25	.2	.2	3	47	.7	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	9	93	.1	.9	12	44	.2	.7	16	63	.2	1.0	7	67	.1	.6	6	55	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*	7	.1	.6	10	42	.1	.6	11	51	.2	.7	8	41	.1	.6	*			
FA '99	10	74	.1	.9	13	39	.2	.7	22	57	.3	1.3	14	51	.2	1.0				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	58	.1	.6	3	32	.2	.2	12	58	.2	.8	11	38	.2	.9	2	19	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	3	68	.3	.3	2	24	.1	.1	3	39	.2	.2	4	39	.1	.3	5	14	.1	1.1
<b>TOTALS</b>																				
WI '00	1098	6482	16.3		1723	5682	25.6		1667	4793	24.8		1389	5638	20.7		422	3136	6.3	
FA '99	1099	6375	16.3		1749	5549	26.0		1653	4776	24.6		1348	5478	20.0		411	3172	6.1	
SU '99	1013	6080	15.6		1513	5167	23.3		1504	4495	23.1		1248	5221	19.2		444	3200	6.8	
SP '99	1034	6168	15.9		1612	5293	24.8		1536	4681	23.6		1234	5176	19.0		432	3240	6.6	
4-Book	1061	6276	16.0		1649	5423	24.9		1590	4686	24.0		1305	5378	19.7		427	3187	6.5	
WI '99	1096	6197	16.9		1674	5466	25.7		1676	4847	25.8		1335	5278	20.5		452	3164	7.0	

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



# Target Listener 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>KBZT-FM</b>																				
WI '00	47	384	.7	2.9	18	263	.3	2.7	23	83	.3	3.0	37	118	.6	3.3	23	77	.3	2.9
4-Book	38	451	.6	2.5	22	278	.3	3.3	21	62	.3	2.7	37	105	.6	3.3	32	105	.5	4.0
<b>KCBQ-AM</b>																				
WI '00	8	51	.1	.5	1	15		.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	28	404	.4	1.8	14	150	.2	2.1	22	76	.3	2.8	28	67	.4	2.5	15	35	.2	1.9
4-Book	45	585	.7	3.0	27	358	.4	4.0	18	63	.2	2.0	32	100	.5	2.8	32	104	.5	4.1
<b>KFMB-FM</b>																				
WI '00	85	869	1.3	5.3	23	409	.3	3.5	29	128	.4	3.7	48	201	.7	4.3	32	126	.5	4.0
4-Book	77	904	1.2	5.1	26	435	.4	3.9	29	119	.4	3.8	43	169	.7	3.8	35	122	.5	4.3
<b>KFSD-FM</b>																				
WI '00	11	149	.2	.7	8	95	.1	1.2	4	14	.1	.5	6	18	.1	.5	12	32	.2	1.5
4-Book	9	154	.2	.6	8	99	.1	1.1	3	14	.1	.4	10	32	.2	.8	8	27	.1	1.0
<b>KGB -FM</b>																				
WI '00	144	1205	2.1	9.0	40	566	.6	6.1	52	175	.8	6.7	68	256	1.0	6.1	47	108	.7	5.9
4-Book	134	1168	2.0	8.8	40	564	.6	6.0	70	224	1.1	9.1	72	223	1.1	6.5	50	151	.8	6.2
<b>KHTS-FM</b>																				
WI '00	28	517	.4	1.8	15	298	.2	2.3	16	48	.2	2.1	9	69	.1	.8	16	89	.2	2.0
4-Book	32	566	.5	2.1	21	352	.3	3.2	16	68	.3	2.1	34	139	.5	3.0	27	100	.4	3.4
<b>KIFM-FM</b>																				
WI '00	98	635	1.5	6.1	46	443	.7	7.0	45	129	.7	5.8	63	152	.9	5.7	43	113	.6	5.4
4-Book	83	671	1.3	5.4	40	427	.6	6.1	34	112	.5	4.3	63	164	1.0	5.7	44	122	.7	5.5
<b>KIOZ-FM</b>																				
WI '00	120	1047	1.8	7.5	43	509	.6	6.5	36	144	.5	4.6	87	242	1.3	7.8	70	191	1.0	8.8
4-Book	113	948	1.7	7.5	35	441	.5	5.2	35	109	.5	4.6	62	206	1.0	5.6	41	142	.6	5.1
<b>KJQY-FM</b>																				
WI '00	46	438	.7	2.9	27	290	.4	4.1	39	95	.6	5.0	45	84	.7	4.0	29	68	.4	3.6
4-Book	35	361	.5	2.3	18	239	.3	2.7	25	72	.4	3.3	31	83	.5	2.8	20	60	.3	2.5
<b>KLNV-FM</b>																				
WI '00	56	448	.8	3.5	34	326	.5	5.2	53	149	.8	6.8	60	145	.9	5.4	21	85	.3	2.6
4-Book	50	414	.8	3.3	32	293	.5	4.8	46	130	.7	6.0	53	130	.8	4.8	32	100	.5	4.0
<b>KLQV-FM</b>																				
WI '00	15	192	.2	.9	10	138	.1	1.5	23	66	.3	3.0	17	48	.3	1.5	19	44	.3	2.4
4-Book	17	211	.3	1.1	11	121	.2	1.6	17	50	.3	2.1	20	53	.3	1.8	16	45	.2	2.0
<b>KMSX-FM</b>																				
WI '00	27	480	.4	1.7	18	353	.3	2.7	19	109	.3	2.5	24	77	.4	2.2	29	81	.4	3.6
4-Book	30	434	.5	1.9	14	256	.2	2.0	13	60	.2	1.7	28	98	.4	2.5	19	65	.3	2.3
<b>KOGO-AM</b>																				
WI '00	57	604	.8	3.6	15	210	.2	2.3	18	51	.3	2.3	28	79	.4	2.5	6	25	.1	.8
4-Book	65	586	1.0	4.3	16	222	.3	2.4	27	84	.4	3.5	22	74	.3	2.0	11	35	.2	1.4
<b>KPLN-FM</b>																				
WI '00	66	627	1.0	4.1	16	293	.2	2.4	23	112	.3	3.0	29	143	.4	2.6	25	72	.4	3.1
4-Book	64	603	1.0	4.2	24	302	.4	3.6	26	97	.4	3.4	46	141	.7	4.1	32	90	.5	3.9
<b>KPOP-AM</b>																				
WI '00	13	51	.2	.8	7	51	.1	1.1	2	15		.3	9	9	.1	.8	10	17	.1	1.3
4-Book	9	68	.2	.6	4	54	.1	.6	4	14	.1	.6	7	18	.1	.6	4	12		.5
<b>KPRZ-AM</b>																				
WI '00	8	123	.1	.5	3	44		.5	5	21	.1	.6					1	8		.1
4-Book	6	89	.1	.4	2	43		.3	4	12	.1	.4	1	4		.1	1	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 Estimates

## Men 25-54

Target Listener Estimates - Men 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM																				
WI '00	17	144	.3	1.1	1	13	.2		1	6	.1		1	13	.1					
4-Book	11	129	.2	.7	2	42	.2		2	10	.2		2	10	.1		1	6		.1
KSON-AM																				
WI '00	2	38		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																				
WI '00	51	593	.8	3.2	26	348	.4	3.9	28	53	.4	3.6	47	155	.7	4.2	44	106	.7	5.5
4-Book	69	603	1.1	4.5	41	415	.6	6.2	45	125	.7	5.9	74	219	1.1	6.6	54	160	.8	6.7
KSPA-AM																				
WI '00	6	15	.1	.4	2	15		.3	6	15	.1	.8	8	8	.1	.7	3	15		.4
4-Book	4	23	.1	.3	2	12		.2	2	6		.3	5	6	.1	.4	2	8		.2
KXST-FM																				
WI '00	22	310	.3	1.4	15	207	.2	2.3	17	55	.3	2.2	23	86	.3	2.1	7	45	.1	.9
4-Book	39	365	.6	2.6	16	214	.2	2.4	18	59	.3	2.3	32	97	.5	2.9	21	71	.3	2.6
KYXY-FM																				
WI '00	55	629	.8	3.4	32	396	.5	4.8	41	139	.6	5.3	49	150	.7	4.4	42	147	.6	5.3
4-Book	47	545	.7	3.1	25	341	.4	3.7	29	98	.4	3.8	40	123	.6	3.6	23	98	.4	2.9
XBAC-AM																				
WI '00	2	43		.1	2	26		.3					1	9		.1				
4-Book	5	60	.1	.3	3	39		.4	2	8		.2	4	15	.1	.4	1	11		.1
XEMD-AM																				
WI '00	2	57		.1	1	32		.2	2	8		.3	3	17		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM																				
WI '00	30	302	.4	1.9	16	204	.2	2.4	11	26	.2	1.4	28	68	.4	2.5	29	98	.4	3.6
4-Book	17	202	.2	1.1	13	135	.2	2.0	9	24	.2	1.1	21	48	.3	1.9	23	63	.3	2.9
XHRM-FM																				
WI '00	49	568	.7	3.1	24	283	.4	3.6	19	66	.3	2.5	24	105	.4	2.2	29	105	.4	3.6
4-Book	52	612	.8	3.4	30	381	.5	4.5	31	111	.5	4.0	47	164	.7	4.3	42	126	.6	5.2
XHTZ-FM																				
WI '00	36	528	.5	2.3	25	355	.4	3.8	28	116	.4	3.6	50	156	.7	4.5	34	118	.5	4.3
4-Book	35	521	.5	2.3	21	326	.3	3.2	24	81	.4	3.1	34	121	.5	3.1	28	101	.4	3.5
XLTN-FM																				
WI '00	21	166	.3	1.3	7	108	.1	1.1	8	35	.1	1.0	14	66	.2	1.3	11	50	.2	1.4
4-Book	13	163	.2	.9	8	100	.1	1.2	10	32	.2	1.4	12	40	.2	1.0	9	29	.2	1.1
XMOR-FM																				
WI '00	10	111	.1	.6	7	58	.1	1.1	6	18	.1	.8	11	26	.2	1.0	2	9		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																				
WI '00	6	74	.1	.4	2	24		.3	4	9	.1	.5	4	9	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
WI '00	80	709	1.2	5.0	22	284	.3	3.3	41	111	.6	5.3	47	141	.7	4.2	19	81	.3	2.4
4-Book	79	720	1.2	5.2	19	272	.3	2.8	36	107	.5	4.8	26	92	.4	2.3	20	67	.3	2.5
XTRA-FM																				
WI '00	82	829	1.2	5.1	28	526	.4	4.2	20	102	.3	2.6	61	200	.9	5.5	27	108	.4	3.4
4-Book	88	898	1.3	5.8	38	533	.6	5.8	36	134	.8	4.7	72	235	1.1	6.5	47	168	.7	5.9
KFI -AM																				
WI '00	23	260	.3	1.4	6	108	.1	.9	2	18		.3	13	57	.2	1.2	12	34	.2	1.5
4-Book	19	219	.3	1.3	7	100	.1	1.1	11	31	.2	1.4	16	47	.2	1.4	6	30	.1	.8

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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>KKBT-FM</b>																				
WI '00	8	118	.1	.5	3	72	.1	.5	4	30	.1	.5	1	8	.1	.5	7	30	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	12	223	.2	.8	5	84	.1	.8	6	45	.1	.8	1	10	.1	.8	2	16	.1	.3
4-Book	10	193	.2	.7	4	82	.1	.6	5	26	.1	.7	4	21	.1	.4	3	14	.1	.3
<b>KSSE-FM</b>																				
WI '00	14	62	.2	.9	2	24	.1	.3	5	16	.1	.6	7	8	.1	.6	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	7	124	.1	.4	6	98	.1	.9	12	25	.2	1.5	4	17	.1	.4	9	16	.1	1.1
4-Book	8	97	.1	.6	5	74	.1	.8	7	18	.1	.9	8	29	.1	.7	6	21	.1	.8
<b>XHTY-FM</b>																				
WI '00	30	147	.4	1.9	6	48	.1	.9	4	16	.1	.5	10	23	.1	.9	7	24	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	10	60	.1	.6	* 4	8	.1	.6	8	8	.1	1.0	6	8	.1	.5	6	8	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	1599	6407	23.8		660	4922	9.8		775	2256	11.5		1114	2838	16.6		798	2138	11.9	
4-Book	1521	6175	23.0		667	4786	10.1		770	2194	11.6		1112	2830	16.8		804	2146	12.2	

\*\* 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 25-54

	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>KBZT-FM</b>																				
WI '00	4	33	.1	1.0	1	11	.2	2.2	27	86	.4	3.3	19	65	.3	3.2	10	49	.1	3.2
4-Book	11	49	.2	2.9	12	40	.2	2.3	26	96	.4	3.1	25	81	.4	4.3	14	53	.2	4.4
<b>KCBQ-AM</b>																				
WI '00									1	6		.1	7	15	.1	1.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	5	25	.1	1.3	15	43	.2	3.2	19	64	.3	2.3	5	25	.1	.8	1	6		.3
4-Book	25	83	.4	6.4	9	31	.1	1.9	56	185	.8	6.4	35	135	.5	5.9	6	31	.1	1.8
<b>KFMB-FM</b>																				
WI '00	6	27	.1	1.5	12	58	.2	2.6	36	144	.5	4.4	21	89	.3	3.5	3	28		1.0
4-Book	9	50	.2	2.4	12	59	.2	2.3	41	152	.6	4.8	31	103	.5	5.2	9	48	.1	2.6
<b>KFSD-FM</b>																				
WI '00	3	18		.8	11	43	.2	2.3	12	48	.2	1.5	14	42	.2	2.3	4	28	.1	1.3
4-Book	2	12		.6	6	26	.1	1.3	15	48	.2	1.8	12	36	.2	1.9	3	13		.8
<b>KGB -FM</b>																				
WI '00	31	80	.5	7.8	15	76	.2	3.2	52	189	.8	6.4	37	129	.6	6.2	15	68	.2	4.8
4-Book	20	59	.3	5.1	28	102	.4	5.6	40	140	.6	4.7	33	105	.5	5.7	11	54	.2	3.5
<b>KHTS-FM</b>																				
WI '00	18	67	.3	4.6	19	85	.3	4.0	26	94	.4	3.2	14	76	.2	2.3	2	8		.6
4-Book	14	53	.2	3.5	16	66	.2	3.1	29	133	.4	3.3	20	84	.3	3.4	13	47	.2	3.9
<b>KIFM-FM</b>																				
WI '00	18	77	.3	4.6	36	115	.5	7.7	71	182	1.1	8.7	61	129	.9	10.2	31	93	.5	10.0
4-Book	17	71	.3	4.5	30	106	.4	5.9	64	181	1.0	7.7	44	124	.7	7.4	24	82	.4	7.6
<b>KIOZ-FM</b>																				
WI '00	28	96	.4	7.1	9	37	.1	1.9	57	191	.8	7.0	33	87	.5	5.5	18	52	.3	5.8
4-Book	20	76	.3	5.2	19	52	.3	3.7	49	161	.7	5.8	32	102	.5	5.4	18	62	.3	5.5
<b>KJQY-FM</b>																				
WI '00	11	42	.2	2.8	31	75	.5	6.6	34	98	.5	4.2	20	77	.3	3.3	9	60	.1	2.9
4-Book	10	42	.2	2.8	15	47	.2	3.1	22	83	.4	2.7	12	53	.2	2.0	5	26	.1	1.7
<b>KLNV-FM</b>																				
WI '00	22	66	.3	5.6	36	133	.5	7.7	41	98	.6	5.0	30	92	.4	5.0	13	50	.2	4.2
4-Book	17	61	.3	4.5	30	102	.5	6.0	41	102	.6	4.8	28	76	.4	4.7	11	45	.2	3.3
<b>KLQV-FM</b>																				
WI '00	7	41	.1	1.8	1	7		.2	4	17	.1	.5	5	15	.1	.8	6	16	.1	1.9
4-Book	5	30	.1	1.4	7	22	.1	1.4	8	29	.2	.9	8	25	.1	1.3	5	18	.1	1.6
<b>KMSX-FM</b>																				
WI '00	23	85	.3	5.8	6	37	.1	1.3	21	81	.3	2.6	20	79	.3	3.3	3	40		1.0
4-Book	9	40	.1	2.2	10	49	.2	2.1	15	64	.2	1.8	13	59	.2	2.2	3	31		.8
<b>KOGO-AM</b>																				
WI '00	11	46	.2	2.8	23	79	.3	4.9	15	51	.2	1.8	4	23	.1	.7	14	59	.2	4.5
4-Book	12	42	.2	3.1	21	65	.3	4.0	9	36	.1	1.0	9	34	.2	1.5	20	53	.3	6.1
<b>KPLN-FM</b>																				
WI '00	8	56	.1	2.0	6	35	.1	1.3	27	78	.4	3.3	8	53	.1	1.3	3	22		1.0
4-Book	6	42	.1	1.6	13	52	.2	2.5	38	94	.6	4.5	21	73	.3	3.4	9	39	.1	2.9
<b>KPOP-AM</b>																				
WI '00	1	7		.3	3	15		.6	12	22	.2	1.5	12	16	.2	2.0	3	8		1.0
4-Book	3	13		.7	3	9		.5	6	15	.1	.7	4	8	.1	.7	2	7		.6
<b>KPRZ-AM</b>																				
WI '00	1	8		.3	6	23	.1	1.3	6	21	.1	.7	4	8	.1	.7	1	8		.3
4-Book	2	4		.4	8	24	.1	1.5	3	11	.1	.3	1	2		.2	1	3		.2

Target Listener Estimates - Men 25-54

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Men 25-54																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM	WI '00	1	8	.3						1	8	.1		1	8	.1		1	8	.4	
	4-Book	2		.1		1		.1		2	12	.3		4	10	.1	.7	1	8		.4
KSON-AM	WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	13	43	.2	3.3	31	76	.5	6.6	23	91	.3	2.8	15	52	.2	2.5	12	50	.2	3.9
	4-Book	20	70	.3	5.5	36	110	.6	7.2	48	164	.7	5.6	34	104	.5	5.7	20	60	.3	6.2
KSPA-AM	WI '00									1	2	.1		1	6	.2		2	4	.5	
	4-Book									2		.1		2		.1		2	4		.5
KXST-FM	WI '00	1	18	.3		25	57	.4	5.3	26	116	.4	3.2	12	66	.2	2.0	7	33	.1	2.3
	4-Book	5	22	.1	1.1	14	46	.2	2.8	21	78	.3	2.5	11	47	.2	1.9	5	18	.1	1.6
KYXY-FM	WI '00	25	83	.4	6.3	19	98	.3	4.0	22	115	.3	2.7	32	103	.5	5.3	27	70	.4	8.7
	4-Book	19	69	.3	4.9	23	78	.4	4.5	25	97	.4	3.0	21	74	.3	3.5	17	53	.3	5.3
XBAC-AM	WI '00	2	6	.5		1	6	.2		8	20	.1	1.0					3	6	1.0	
	4-Book	3	5	.6		3	7	.5		4	16	.1	.5	1	9	.2		1	2	.3	
XEMO-AM	WI '00	3	17	.8			8			**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	10	37	.1	2.5	8	14	.1	1.7	12	59	.2	1.5	20	56	.3	3.3	15	46	.2	4.8
	4-Book	10	33	.1	2.6	8	22	.1	1.5	15	41	.2	1.8	13	30	.2	2.3	7	26	.1	2.2
XHRM-FM	WI '00	16	54	.2	4.1	25	76	.4	5.3	28	76	.4	3.4	35	106	.5	5.8	20	52	.3	6.5
	4-Book	19	82	.3	5.1	21	75	.3	4.3	29	99	.4	3.5	28	89	.4	4.6	23	65	.3	7.1
XHTZ-FM	WI '00	28	97	.4	7.1	5	26	.1	1.1	15	51	.2	1.8	21	73	.3	3.5	14	62	.2	4.5
	4-Book	23	88	.4	5.9	7	32	.1	1.5	21	93	.3	2.5	18	67	.3	3.0	11	59	.2	3.5
XLTN-FM	WI '00	4	25	.1	1.0	2	17	.4		9	33	.1	1.1	6	33	.1	1.0	1	9	.3	
	4-Book	6	24	.1	1.6	7	25	.1	1.4	9	30	.1	1.0	7	24	.1	1.2	3	8	.1	.8
XMOR-FM	WI '00	2	9	.5		2	7	.4		13	24	.2	1.6	12	42	.2	2.0	9	24	.1	2.9
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	1	8	.3						2	9	.2		1	9	.2		4	15	.1	1.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	2	15	.5		12	49	.2	2.6	38	141	.6	4.7	20	84	.3	3.3	1	9	.3	
	4-Book	4	20	.1	1.0	19	68	.3	3.8	28	94	.4	3.2	18	76	.3	3.1	4	20	.1	1.1
XTRA-FM	WI '00	22	89	.3	5.6	26	100	.4	5.5	36	148	.5	4.4	16	70	.2	2.7	13	58	.2	4.2
	4-Book	26	86	.4	6.4	25	105	.4	5.0	48	181	.7	5.7	25	112	.4	4.3	17	73	.3	5.4
KFI -AM	WI '00	4	18	.1	1.0	2	10	.4		4	27	.1	.5	8	23	.1	1.3	2	19	.6	
	4-Book	2	9	.4		7	17	.1	1.4	11	34	.2	1.2	4	17	.1	.7	2	10	.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

Target Listener Estimates - Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '00	5	22	.1	1.3					1	7		.1	6	29	.1	1.0	1	13		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																				
WI '00	5	13	.1	1.3	5	34	.1	1.1	4	13	.1	.5	7	20	.1	1.2	7	21	.1	2.3
4-Book	4	12	.1	1.0	3	16	.1	.6	5	22	.1	.6	5	21	.1	.8	6	17	.1	1.7
KSSE-FM																				
WI '00									1	8		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
WI '00					11	56	.2	2.3	5	34	.1	.6	8	16	.1	1.3				
4-Book	1	4		.2	6	23	.1	1.2	8	30	.1	.9	6	15	.1	1.0	1	8		.3
XHTY-FM																				
WI '00	1	8		.3	11	33	.2	2.3	10	23	.1	1.2	6	16	.1	1.0				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																				
WI '00	*				2	8		.4	5	8	.1	.6	4	8	.1	.7	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '00	395	1255	5.9		470	1574	7.0		814	2248	12.1		600	1720	8.9		310	1034	4.6	
4-Book	381	1212	5.8		500	1545	7.6		849	2336	12.8		593	1729	9.0		321	1074	4.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 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>KBZT-FM</b>																				
WI '00	36	572	.7	4.2	53	319	1.0	4.0	53	297	1.0	4.0	50	316	1.0	4.9	10	144	.2	3.1
FA '99	30	654	.6	3.5	35	342	.7	2.6	51	292	1.0	4.0	37	324	.7	3.4	8	112	.2	2.5
SU '99	26	550	.5	3.3	41	264	.8	3.5	33	305	.7	2.8	29	328	.6	3.1	9	142	.2	2.7
SP '99	35	625	.7	4.4	42	306	.9	3.5	59	328	1.2	5.0	44	329	.9	4.8	8	158	.2	2.3
4-Book	32	600	.6	3.9	43	308	.9	3.4	49	306	1.0	4.0	40	324	.8	4.1	9	139	.2	2.7
WI '99	38	679	.8	4.8	47	383	1.0	4.0	71	338	1.4	6.0	43	368	.9	4.3	9	136	.2	2.8
<b>KCBQ-AM</b>																				
WI '00	6	70	.1	.7	6	31	.1	.5	21	59	.4	1.6	1	28	.1		1	14		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	5	100	.1	.6	4	22	.1	.3	12	70	.2	1.0	8	41	.2	.9	2	6		.6
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	105		.3	2	48		.2	3	71	.1	.3	7	66	.1	.7		16		
<b>KFMB-AM</b>																				
WI '00	27	533	.5	3.2	48	304	.9	3.6	39	230	.8	3.0	32	255	.6	3.1	11	127	.2	3.4
FA '99	40	827	.8	4.7	65	384	1.3	4.8	45	301	.9	3.5	50	420	1.0	4.6	16	235	.3	5.1
SU '99	61	996	1.2	7.7	67	375	1.4	5.7	55	394	1.1	4.7	91	629	1.8	9.7	57	482	1.2	17.1
SP '99	56	860	1.1	7.0	80	375	1.6	6.6	79	482	1.6	6.7	63	531	1.3	6.8	35	332	.7	10.1
4-Book	46	804	.9	5.7	65	360	1.3	5.2	55	352	1.1	4.5	59	459	1.2	6.1	30	294	.6	8.9
WI '99	37	702	.7	4.7	60	405	1.2	5.1	52	331	1.1	4.4	66	462	1.3	6.6	7	148	.1	2.2
<b>KFMB-FM</b>																				
WI '00	23	481	.4	2.7	58	266	1.1	4.4	28	201	.5	2.1	26	222	.5	2.5	8	96	.2	2.5
FA '99	29	597	.6	3.4	47	319	.9	3.5	38	263	.7	3.0	39	321	.8	3.6	11	84	.2	3.5
SU '99	34	658	.7	4.3	61	347	1.2	5.2	64	281	1.3	5.4	39	302	.8	4.2	6	147	.1	1.8
SP '99	25	588	.5	3.1	70	338	1.4	5.8	20	212	.4	1.7	23	271	.5	2.5	6	130	.1	1.7
4-Book	28	581	.6	3.4	59	318	1.2	4.7	38	239	.7	3.1	32	279	.7	3.2	8	114	.2	2.4
WI '99	23	527	.5	2.9	52	284	1.1	4.4	37	245	.7	3.1	22	236	.4	2.2	4	70	.1	1.3
<b>KFSD-FM</b>																				
WI '00	9	168	.2	1.1	11	101	.2	.8	10	64	.2	.8	12	82	.2	1.2	6	69	.1	1.9
FA '99	14	218	.3	1.6	11	108	.2	.8	21	84	.4	1.6	20	161	.4	1.8	11	50	.2	3.5
SU '99	7	174	.1	.9	12	75	.2	1.0	10	71	.2	.8	5	55	.1	.5	3	45	.1	.9
SP '99	14	217	.3	1.7	16	123	.3	1.3	16	103	.3	1.4	13	138	.3	1.4	6	67	.1	1.7
4-Book	11	194	.2	1.3	13	102	.2	1.0	14	81	.3	1.2	13	109	.3	1.2	7	58	.1	2.0
WI '99	8	185	.2	1.0	14	92	.3	1.2	14	90	.3	1.2	12	91	.2	1.2	2	35		.6
<b>KGB -FM</b>																				
WI '00	60	866	1.2	7.0	140	580	2.7	10.5	76	357	1.5	5.8	56	450	1.1	5.5	18	165	.3	5.6
FA '99	58	862	1.1	6.7	150	594	2.9	11.1	74	350	1.4	5.8	55	446	1.1	5.1	11	167	.2	3.5
SU '99	56	805	1.1	7.1	109	457	2.2	9.3	74	397	1.5	6.3	63	447	1.3	6.7	16	174	.3	4.8
SP '99	51	760	1.0	6.3	136	464	2.8	11.2	62	397	1.3	5.2	47	368	1.0	5.1	12	202	.2	3.5
4-Book	56	823	1.1	6.8	134	524	2.7	10.5	72	375	1.4	5.8	55	428	1.1	5.6	14	177	.3	4.4
WI '99	56	800	1.1	7.1	127	557	2.6	10.7	82	475	1.7	7.0	53	403	1.1	5.3	18	178	.4	5.7
<b>KHTS-FM</b>																				
WI '00	11	375	.2	1.3	13	164	.3	1.0	10	120	.2	.8	16	198	.3	1.6	7	101	.1	2.2
FA '99	13	331	.3	1.5	19	161	.4	1.4	15	129	.3	1.2	15	119	.3	1.4	6	84	.1	1.9
SU '99	13	392	.3	1.6	20	123	.4	1.7	17	141	.3	1.4	17	224	.3	1.8	9	108	.2	2.7
SP '99	5	277	.1	.6	6	82	.1	.5	5	101	.1	.4	5	88	.1	.5	2	68		.6
4-Book	11	344	.2	1.3	15	133	.3	1.2	12	123	.2	1.0	13	157	.3	1.3	6	90	.1	1.9
WI '99	11	331	.2	1.4	10	132	.2	.8	8	122	.2	.7	14	199	.3	1.4	8	82	.2	2.5
<b>KIFM-FM</b>																				
WI '00	69	798	1.3	8.1	85	352	1.6	6.4	131	423	2.5	10.0	86	489	1.7	8.4	17	170	.3	5.3
FA '99	72	938	1.4	8.4	96	466	1.8	7.1	114	481	2.2	8.9	92	635	1.8	8.5	34	349	.7	10.8
SU '99	37	586	.7	4.7	44	287	.9	3.8	52	298	1.1	4.4	45	374	.9	4.8	12	196	.2	3.6
SP '99	62	738	1.3	7.7	76	408	1.5	6.2	106	412	2.1	9.0	77	407	1.6	8.3	22	216	.4	6.4
4-Book	60	765	1.2	7.2	75	378	1.5	5.9	101	404	2.0	8.1	75	476	1.5	7.5	21	233	.4	6.5
WI '99	54	695	1.1	6.8	64	368	1.3	5.4	77	373	1.6	6.5	67	387	1.4	6.7	20	255	.4	6.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KIOZ-FM</b>																				
WI '00	30	447	.6	3.5	61	273	1.2	4.6	42	189	.8	3.2	39	245	.8	3.8	6	78	.1	1.9
FA '99	20	354	.4	2.3	54	228	1.0	4.0	28	167	.5	2.2	21	117	.4	1.9	9	75	.2	2.9
SU '99	24	349	.5	3.0	54	213	1.1	4.6	29	178	.6	2.5	22	177	.4	2.3	13	118	.3	3.9
SP '99	28	372	.6	3.5	89	239	1.8	7.3	35	222	.7	3.0	13	142	.3	1.4	8	90	.2	2.3
<b>4-Book</b>	<b>26</b>	<b>381</b>	<b>.5</b>	<b>3.1</b>	<b>65</b>	<b>238</b>	<b>1.3</b>	<b>5.1</b>	<b>34</b>	<b>189</b>	<b>.7</b>	<b>2.7</b>	<b>24</b>	<b>170</b>	<b>.5</b>	<b>2.4</b>	<b>9</b>	<b>90</b>	<b>.2</b>	<b>2.8</b>
WI '99	28	391	.6	3.5	67	258	1.4	5.7	41	194	.8	3.5	28	186	.6	2.8	10	100	.2	3.1
<b>KJQY-FM</b>																				
WI '00	33	493	.6	3.9	39	208	.8	2.9	55	239	1.1	4.2	38	289	.7	3.7	6	118	.1	1.9
FA '99	25	425	.5	2.9	41	219	.8	3.0	44	185	.8	3.4	23	185	.4	2.1	12	135	.2	3.8
SU '99	24	420	.5	3.0	34	208	.7	2.9	48	195	1.0	4.1	30	222	.6	3.2	2	68		.6
SP '99	22	420	.4	2.7	27	179	.5	2.2	31	206	.6	2.6	26	217	.5	2.8	12	125	.2	3.5
<b>4-Book</b>	<b>26</b>	<b>440</b>	<b>.5</b>	<b>3.1</b>	<b>35</b>	<b>204</b>	<b>.7</b>	<b>2.8</b>	<b>45</b>	<b>206</b>	<b>.9</b>	<b>3.6</b>	<b>29</b>	<b>228</b>	<b>.6</b>	<b>3.0</b>	<b>8</b>	<b>112</b>	<b>.1</b>	<b>2.5</b>
WI '99	19	494	.4	2.4	20	226	.4	1.7	20	204	.4	1.7	24	268	.5	2.4	10	110	.2	3.1
<b>KLNV-FM</b>																				
WI '00	27	275	.5	3.2	56	212	1.1	4.2	39	183	.8	3.0	23	144	.4	2.2	6	84	.1	1.9
FA '99	17	200	.3	2.0	23	120	.4	1.7	24	83	.5	1.9	17	100	.3	1.6	11	85	.2	3.5
SU '99	19	283	.4	2.4	25	173	.5	2.1	33	178	.7	2.8	16	166	.3	1.7	9	85	.2	2.7
SP '99	18	209	.4	2.2	24	123	.5	2.0	24	124	.5	2.0	17	117	.3	1.8	6	73	.1	1.7
<b>4-Book</b>	<b>20</b>	<b>242</b>	<b>.4</b>	<b>2.5</b>	<b>32</b>	<b>157</b>	<b>.6</b>	<b>2.5</b>	<b>30</b>	<b>142</b>	<b>.6</b>	<b>2.4</b>	<b>18</b>	<b>132</b>	<b>.3</b>	<b>1.8</b>	<b>8</b>	<b>82</b>	<b>.2</b>	<b>2.5</b>
WI '99	19	281	.4	2.4	22	189	.4	1.9	21	162	.4	1.8	30	161	.6	3.0	9	74	.2	2.8
<b>KLQV-FM</b>																				
WI '00	5	130	.1	.6	11	66	.2	.8	3	48	.1	.2	6	48	.1	.6	1	35		.3
FA '99	9	132	.2	1.0	15	118	.3	1.1	17	91	.3	1.3	10	61	.2	.9	1	30		.3
SU '99	4	129	.1	.5	5	72	.1	.4	4	67	.1	.3	5	66	.1	.5	2	35		.6
SP '99	2	81		.2	2	34		.2	3	33	.1	.3	3	35	.1	.3	1	28		.3
<b>4-Book</b>	<b>5</b>	<b>118</b>	<b>.1</b>	<b>.6</b>	<b>8</b>	<b>73</b>	<b>.2</b>	<b>.6</b>	<b>7</b>	<b>60</b>	<b>.2</b>	<b>.5</b>	<b>6</b>	<b>53</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>32</b>		<b>.4</b>
WI '99	12	154	.2	1.5	14	88	.3	1.2	16	76	.3	1.4	11	69	.2	1.1	8	52	.2	2.5
<b>KMSX-FM</b>																				
WI '00	10	325	.2	1.2	8	126	.2	.6	8	148	.2	.6	14	171	.3	1.4	6	69	.1	1.9
FA '99	7	276	.1	.8	15	101	.3	1.1	10	123	.2	.8	6	109	.1	.6	1	29		.3
SU '99	12	321	.2	1.5	20	145	.4	1.7	21	160	.4	1.8	14	181	.3	1.5	2	57		.6
SP '99	12	262	.2	1.5	16	114	.3	1.3	18	122	.4	1.5	16	163	.3	1.7	3	47	.1	.9
<b>4-Book</b>	<b>10</b>	<b>296</b>	<b>.2</b>	<b>1.3</b>	<b>15</b>	<b>122</b>	<b>.3</b>	<b>1.2</b>	<b>14</b>	<b>138</b>	<b>.3</b>	<b>1.2</b>	<b>13</b>	<b>156</b>	<b>.3</b>	<b>1.3</b>	<b>3</b>	<b>51</b>	<b>.1</b>	<b>.9</b>
WI '99	11	232	.2	1.4	16	117	.3	1.4	13	136	.3	1.1	13	95	.3	1.3	6	46	.1	1.9
<b>KOGO-AM</b>																				
WI '00	49	741	.9	5.8	77	465	1.5	5.8	84	413	1.6	6.4	68	392	1.3	6.6	22	137	.4	6.8
FA '99	56	871	1.1	6.5	100	527	1.9	7.4	84	440	1.6	6.6	77	435	1.5	7.1	22	264	.4	7.0
SU '99	66	771	1.3	8.4	100	539	2.0	8.6	117	491	2.4	9.9	83	400	1.7	8.8	35	214	.7	10.5
SP '99	53	722	1.1	6.6	78	463	1.6	6.4	94	473	1.9	8.0	66	379	1.3	7.1	34	196	.7	9.9
<b>4-Book</b>	<b>56</b>	<b>776</b>	<b>1.1</b>	<b>6.8</b>	<b>89</b>	<b>499</b>	<b>1.8</b>	<b>7.1</b>	<b>95</b>	<b>454</b>	<b>1.9</b>	<b>7.7</b>	<b>74</b>	<b>402</b>	<b>1.5</b>	<b>7.4</b>	<b>28</b>	<b>203</b>	<b>.6</b>	<b>8.6</b>
WI '99	61	828	1.2	7.7	86	542	1.7	7.3	137	568	2.8	11.6	63	459	1.3	6.3	35	249	.7	11.0
<b>KPLN-FM</b>																				
WI '00	33	519	.6	3.9	43	285	.8	3.2	68	333	1.3	5.2	42	342	.8	4.1	8	127	.2	2.5
FA '99	25	482	.5	2.9	27	259	.5	2.0	41	274	.8	3.2	42	330	.8	3.9	9	150	.2	2.9
SU '99	27	484	.5	3.4	49	266	1.0	4.2	58	254	1.2	4.9	24	214	.5	2.6	4	73	.1	1.2
SP '99	30	481	.6	3.7	41	253	.8	3.4	38	219	.8	3.2	43	288	.9	4.7	11	122	.2	3.2
<b>4-Book</b>	<b>29</b>	<b>492</b>	<b>.6</b>	<b>3.5</b>	<b>40</b>	<b>266</b>	<b>.8</b>	<b>3.2</b>	<b>51</b>	<b>270</b>	<b>1.0</b>	<b>4.1</b>	<b>38</b>	<b>294</b>	<b>.8</b>	<b>3.8</b>	<b>8</b>	<b>118</b>	<b>.2</b>	<b>2.5</b>
WI '99	25	473	.5	3.2	40	233	.8	3.4	38	268	.8	3.2	33	277	.7	3.3	6	135	.1	1.9
<b>KPOP-AM</b>																				
WI '00	7	186	.1	.8	8	64	.2	.6	15	87	.3	1.1	5	65	.1	.5	2	37		.6
FA '99	14	150	.3	1.6	15	91	.3	1.1	23	76	.4	1.8	20	106	.4	1.8	7	56	.1	2.2
SU '99	11	168	.2	1.4	13	88	.3	1.1	16	71	.3	1.4	11	98	.2	1.2	5	51	.1	1.5
SP '99	20	208	.4	2.5	28	98	.6	2.3	27	121	.5	2.3	23	91	.5	2.5	12	43	.2	3.5
<b>4-Book</b>	<b>13</b>	<b>178</b>	<b>.3</b>	<b>1.6</b>	<b>16</b>	<b>85</b>	<b>.4</b>	<b>1.3</b>	<b>20</b>	<b>89</b>	<b>.4</b>	<b>1.7</b>	<b>15</b>	<b>90</b>	<b>.3</b>	<b>1.5</b>	<b>7</b>	<b>47</b>	<b>.1</b>	<b>2.0</b>
WI '99	9	160	.2	1.1	13	56	.3	1.1	16	87	.3	1.4	5	47	.1	.5	2	35		.6

Target Listener Trends - Men 35-64

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>KPRZ-AM</b>																				
WI '00	5	135	.1	.6	12	86	.2	.9	7	72	.1	.5	6	73	.1	.6	2	40	.6	
FA '99	4	104	.1	.5	16	60	.3	1.2	1	11	.1	.1	2	24	.2	.2		9		
SU '99	5	72	.1	.6	13	55	.3	1.1	12	39	.2	1.0	2	15	.2	.2		7		
SP '99	4	88	.1	.5	9	81	.2	.7	3	29	.1	.3	4	45	.1	.4	2	25	.6	
<b>4-Book</b>	<b>5</b>	<b>100</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>71</b>	<b>.3</b>	<b>1.0</b>	<b>6</b>	<b>38</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>39</b>	<b>.1</b>	<b>.4</b>	<b>1</b>	<b>20</b>	<b>.3</b>	
WI '99	6	176	.1	.8	14	117	.3	1.2	5	72	.1	.4	7	98	.1	.7	3	32	.1	
<b>KSDD-AM</b>																				
WI '00	12	189	.2	1.4	19	85	.4	1.4	31	129	.6	2.4	14	106	.3	1.4	1	13	.3	
FA '99	11	229	.2	1.3	20	152	.4	1.5	12	111	.2	.9	16	142	.3	1.5	8	49	.2	
SU '99	11	209	.2	1.4	23	107	.5	2.0	24	127	.5	2.0	6	86	.1	.6	4	46	.1	
SP '99	8	186	.2	1.0	13	99	.3	1.1	16	81	.3	1.4	9	87	.2	1.0	1	31	.3	
<b>4-Book</b>	<b>11</b>	<b>203</b>	<b>.2</b>	<b>1.3</b>	<b>19</b>	<b>111</b>	<b>.4</b>	<b>1.5</b>	<b>21</b>	<b>112</b>	<b>.4</b>	<b>1.7</b>	<b>11</b>	<b>105</b>	<b>.2</b>	<b>1.1</b>	<b>4</b>	<b>35</b>	<b>.1</b>	
WI '99	12	316	.2	1.5	21	164	.4	1.8	20	165	.4	1.7	16	175	.3	1.6	8	83	.2	
<b>KSON-AM</b>																				
WI '00	1	52	.1	.1	2	32	.2	.2	3	22	.1	.2	1	16	.1	.1				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	35	610	.7	4.1	52	327	1.0	3.9	36	258	.7	2.8	51	377	1.0	5.0	29	135	.6	
FA '99	44	699	.8	5.1	85	373	1.6	6.3	70	308	1.3	5.5	50	372	1.0	4.6	8	136	.2	
SU '99	62	607	1.3	7.8	86	386	1.7	7.4	81	385	1.6	6.9	65	396	1.3	6.9	29	233	.6	
SP '99	57	724	1.2	7.1	77	386	1.6	6.3	68	345	1.4	5.8	68	431	1.4	7.4	15	171	.3	
<b>4-Book</b>	<b>50</b>	<b>660</b>	<b>1.0</b>	<b>6.0</b>	<b>75</b>	<b>368</b>	<b>1.5</b>	<b>6.0</b>	<b>64</b>	<b>324</b>	<b>1.3</b>	<b>5.3</b>	<b>59</b>	<b>394</b>	<b>1.2</b>	<b>6.0</b>	<b>20</b>	<b>169</b>	<b>.4</b>	
WI '99	48	585	1.0	6.1	66	325	1.3	5.6	72	334	1.5	6.1	64	350	1.3	6.4	14	152	.3	
<b>KSPA-AM</b>																				
WI '00	6	50	.1	.7	9	43	.2	.7	10	29	.2	.8	8	43	.2	.8		7		
FA '99	2	43	.1	.2	2	21	.1	.1	1	15	.1	.1	1	30	.1	.1		7		
SU '99	3	28	.1	.4	9	22	.2	.8	3	8	.1	.3	3	8	.1	.3		6		
SP '99	1	22	.1	.1	2	13	.2	.2	1	8	.1	.1	1	7	.1	.1	1	14	.3	
<b>4-Book</b>	<b>3</b>	<b>36</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>25</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>15</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>22</b>	<b>.1</b>	<b>.3</b>		<b>9</b>	<b>.1</b>	
WI '99	3	36	.1	.4	5	29	.1	.4	3	23	.1	.3	1	16	.1	.1				
<b>KXST-FM</b>																				
WI '00	11	256	.2	1.3	13	124	.3	1.0	23	128	.4	1.8	13	136	.3	1.3	1	37	.3	
FA '99	31	377	.6	3.6	38	169	.7	2.8	52	176	1.0	4.1	42	276	.8	3.9	9	132	.2	
SU '99	18	331	.4	2.3	22	150	.4	1.9	28	150	.6	2.4	24	221	.5	2.6	9	99	.2	
SP '99	23	307	.5	2.9	27	204	.5	2.2	45	173	.9	3.8	29	195	.6	3.1	5	110	.1	
<b>4-Book</b>	<b>21</b>	<b>318</b>	<b>.4</b>	<b>2.5</b>	<b>25</b>	<b>162</b>	<b>.5</b>	<b>2.0</b>	<b>37</b>	<b>157</b>	<b>.7</b>	<b>3.0</b>	<b>27</b>	<b>207</b>	<b>.6</b>	<b>2.7</b>	<b>6</b>	<b>95</b>	<b>.1</b>	
WI '99	19	333	.4	2.4	28	191	.6	2.4	34	174	.7	2.9	15	209	.3	1.5	4	54	.1	
<b>KYXY-FM</b>																				
WI '00	45	727	.9	5.3	56	402	1.1	4.2	68	413	1.3	5.2	55	414	1.1	5.4	20	231	.4	
FA '99	23	515	.4	2.7	31	252	.6	2.3	35	261	.7	2.7	38	262	.7	3.5	9	135	.2	
SU '99	24	572	.5	3.0	28	259	.6	2.4	28	208	.6	2.4	29	285	.6	3.1	17	216	.3	
SP '99	39	546	.8	4.9	49	286	1.0	4.0	77	246	1.6	6.5	43	271	.9	4.7	13	111	.3	
<b>4-Book</b>	<b>33</b>	<b>590</b>	<b>.7</b>	<b>4.0</b>	<b>41</b>	<b>300</b>	<b>.8</b>	<b>3.2</b>	<b>52</b>	<b>282</b>	<b>1.1</b>	<b>4.2</b>	<b>41</b>	<b>308</b>	<b>.8</b>	<b>4.2</b>	<b>15</b>	<b>173</b>	<b>.3</b>	
WI '99	43	662	.9	5.4	53	357	1.1	4.5	71	376	1.4	6.0	54	361	1.1	5.4	16	188	.3	
<b>XBAC-AM</b>																				
WI '00	5	97	.1	.6	4	41	.1	.3	4	52	.1	.3	5	43	.1	.5	8	42	.2	
FA '99	7	137	.1	.8	12	81	.2	.9	13	93	.3	1.0	10	80	.2	.9	1	29	.3	
SU '99	6	88	.1	.8	10	58	.2	.9	2	30	.2	.2	7	35	.1	.7	7	21	.1	
SP '99	5	77	.1	.6	6	38	.1	.5	8	44	.2	.7	8	51	.2	.9	4	44	.1	
<b>4-Book</b>	<b>6</b>	<b>100</b>	<b>.1</b>	<b>.7</b>	<b>8</b>	<b>55</b>	<b>.2</b>	<b>.7</b>	<b>7</b>	<b>55</b>	<b>.2</b>	<b>.6</b>	<b>8</b>	<b>52</b>	<b>.2</b>	<b>.8</b>	<b>5</b>	<b>34</b>	<b>.1</b>	
WI '99	6	161	.1	.8	6	60	.1	.5	9	83	.2	.8	8	76	.2	.8	1	33	.3	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XEMO-AM</b>																				
WI '00	2	59		.2	3	18	.1	.2	4	26	.1	.3	1	27		.1	2	43		.6
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	2	26		.2	8	12	.2	.7	1	5		.1		12						
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	25	313	.5	2.9	37	177	.7	2.8	43	188	.8	3.3	27	228	.5	2.6	7	82	.1	2.2
FA '99	9	244	.2	1.0	7	93	.1	.5	11	77	.2	.9	15	139	.3	1.4	3	36	.1	1.0
SU '99	16	210	.3	2.0	16	107	.3	1.4	23	117	.5	1.9	16	97	.3	1.7	5	47	.1	1.5
SP '99	8	105	.2	1.0	8	34	.2	.7	15	41	.3	1.3	8	60	.2	.9	4	40	.1	1.2
<b>4-Book</b>	15	218	.3	1.7	17	103	.3	1.4	23	106	.5	1.9	17	131	.3	1.7	5	51	.1	1.5
WI '99	9	193	.2	1.1	12	109	.2	1.0	12	91	.2	1.0	19	134	.4	1.9	3	46	.1	.9
<b>XHRM-FM</b>																				
WI '00	33	409	.6	3.9	43	180	.8	3.2	50	188	1.0	3.8	46	247	.9	4.5	12	140	.2	3.7
FA '99	34	477	.7	4.0	42	270	.8	3.1	54	297	1.0	4.2	47	296	.9	4.3	7	109	.1	2.2
SU '99	30	455	.6	3.8	43	213	.9	3.7	47	206	1.0	4.0	38	273	.8	4.1	7	101	.1	2.1
SP '99	26	448	.5	3.2	29	226	.6	2.4	41	245	.8	3.5	29	235	.6	3.1	15	170	.3	4.3
<b>4-Book</b>	31	447	.6	3.7	39	222	.8	3.1	48	234	1.0	3.9	40	263	.8	4.0	10	130	.2	3.1
WI '99	33	516	.7	4.2	38	241	.8	3.2	46	274	.9	3.9	46	272	.9	4.6	20	155	.4	6.3
<b>XHTZ-FM</b>																				
WI '00	12	190	.2	1.4	11	106	.2	.8	16	104	.3	1.2	19	113	.4	1.9	9	83	.2	2.8
FA '99	10	155	.2	1.2	14	63	.3	1.0	20	81	.4	1.6	16	75	.3	1.5	1	20		.3
SU '99	6	200	.1	.8	10	110	.2	.9	7	84	.1	.6	8	107	.2	.9	4	53	.1	1.2
SP '99	9	212	.2	1.1	4	62	.1	.3	13	101	.3	1.1	13	122	.3	1.4	5	65	.1	1.4
<b>4-Book</b>	9	189	.2	1.1	10	85	.2	.8	14	93	.3	1.1	14	104	.3	1.4	5	55	.1	1.4
WI '99	18	253	.4	2.3	23	147	.5	1.9	22	145	.4	1.9	18	116	.4	1.8	16	92	.3	5.0
<b>XLTN-FM</b>																				
WI '00	3	84	.1	.4	3	43	.1	.2	5	34	.1	.4	2	32		.2	1	27		.3
FA '99	6	115	.1	.7	9	59	.2	.7	7	51	.1	.5	5	60	.1	.5	2	34		.6
SU '99	6	73	.1	.8	10	46	.2	.9	11	58	.2	.9	5	36	.1	.5	2	31		.6
SP '99	4	86	.1	.5	6	66	.1	.5	4	32	.1	.3	2	26		.2	2	26		.6
<b>4-Book</b>	5	90	.1	.6	7	54	.2	.6	7	44	.1	.5	4	39	.1	.4	2	30		.5
WI '99	4	105	.1	.5	6	56	.1	.5	7	57	.1	.6	7	77	.1	.7	2	26		.6
<b>XMOR-FM</b>																				
WI '00	2	41		.2	4	18	.1	.3	2	18		.2	2	27		.2	1	15		.3
FA '99	1	9		.1	2	9		.1	1	9		.1		9						
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	1	38		.1	1	19		.1	1	19		.1	1	26		.1	1	20		.3
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	1	25		.1					1	18		.1	2	16		.2		9		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	4	42	.1	.5	5	26	.1	.4	4	10	.1	.3	1	21		.1	6	17	.1	1.8
SP '99	3	32	.1	.4	7	25	.1	.6	6	20	.1	.5					1	7		.3
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	38		.3	8	24	.2	.7	1	17		.1	1	8		.1				
<b>XTRA-AM</b>																				
WI '00	44	671	.8	5.2	56	341	1.1	4.2	80	429	1.5	6.1	70	457	1.3	6.8	12	109	.2	3.7
FA '99	47	741	.9	5.5	50	333	1.0	3.7	97	390	1.9	7.6	72	486	1.4	6.6	11	154	.2	3.5
SU '99	26	550	.5	3.3	29	280	.6	2.5	52	303	1.1	4.4	44	357	.9	4.7	7	123	.1	2.1
SP '99	33	576	.7	4.1	42	275	.9	3.5	63	307	1.3	5.3	49	339	1.0	5.3	10	109	.2	2.9
<b>4-Book</b>	38	635	.7	4.5	44	307	.9	3.5	73	357	1.5	5.9	59	410	1.2	5.9	10	124	.2	3.1
WI '99	31	579	.6	3.9	42	283	.9	3.6	53	289	1.1	4.5	53	345	1.1	5.3	6	108	.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

## 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
<b>XTRA-FM</b>																				
WI '00	13	272	.3	1.5	26	159	.5	2.0	23	111	.4	1.8	14	182	.3	1.4	1	47		.3
FA '99	25	452	.5	2.9	34	231	.7	2.5	47	225	.9	3.7	28	226	.5	2.6	12	107	.2	3.8
SU '99	15	388	.3	1.9	19	154	.4	1.6	25	162	.5	2.1	18	236	.4	1.9	2	108		.6
SP '99	14	367	.3	1.7	17	172	.3	1.4	22	174	.4	1.9	14	190	.3	1.5	10	125	.2	2.9
<b>4-Book</b>	17	<b>370</b>	<b>.4</b>	<b>2.0</b>	24	<b>179</b>	<b>.5</b>	<b>1.9</b>	29	<b>168</b>	<b>.6</b>	<b>2.4</b>	19	<b>209</b>	<b>.4</b>	<b>1.9</b>	6	<b>97</b>	<b>.1</b>	<b>1.9</b>
WI '99	20	357	.4	2.5	27	180	.5	2.3	24	139	.5	2.0	27	212	.5	2.7	13	98	.3	4.1
<b>KFI -AM</b>																				
WI '00	15	287	.3	1.8	28	137	.5	2.1	27	165	.5	2.1	8	105	.2	.8	12	67	.2	3.7
FA '99	24	414	.5	2.8	36	184	.7	2.7	27	160	.5	2.1	32	135	.6	3.0	12	101	.2	3.8
SU '99	9	261	.2	1.1	11	109	.2	.9	12	130	.2	1.0	12	103	.2	1.3	10	73	.2	3.0
SP '99	20	284	.4	2.5	34	146	.7	2.8	37	128	.7	3.1	13	127	.3	1.4	8	72	.2	2.3
<b>4-Book</b>	17	<b>312</b>	<b>.4</b>	<b>2.5</b>	27	<b>144</b>	<b>.5</b>	<b>2.1</b>	26	<b>146</b>	<b>.5</b>	<b>2.1</b>	16	<b>118</b>	<b>.3</b>	<b>1.6</b>	11	<b>78</b>	<b>.2</b>	<b>3.2</b>
WI '99	14	349	.3	1.8	21	179	.4	1.8	21	172	.4	1.8	22	217	.4	2.2	8	69	.2	2.5
<b>KKBT-FM</b>																				
WI '00	1	24		.1	3	17	.1	.2	1	8		.1	1	15		.1				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		37			21				8				9							
SP '99	1	27		.1	1	14		.1	2	14		.2	1	13		.1		6		
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	26		.3	9	16	.2	.8	1	20		.1	1	26		.1	1	17		.3
<b>KNX -AM</b>																				
WI '00	17	265	.3	2.0	33	164	.6	2.5	24	123	.5	1.8	16	100	.3	1.6	8	69	.2	2.5
FA '99	10	343	.2	1.2	15	145	.3	1.1	11	165	.2	.9	12	165	.2	1.1	4	93	.1	1.3
SU '99	11	222	.2	1.4	16	91	.3	1.4	19	95	.4	1.6	9	66	.2	1.0	5	62	.1	1.5
SP '99	9	283	.2	1.1	15	167	.3	1.2	9	102	.2	.8	10	149	.2	1.1	7	112	.1	2.0
<b>4-Book</b>	12	<b>278</b>	<b>.2</b>	<b>1.4</b>	20	<b>142</b>	<b>.4</b>	<b>1.6</b>	16	<b>121</b>	<b>.3</b>	<b>1.3</b>	12	<b>120</b>	<b>.2</b>	<b>1.2</b>	6	<b>84</b>	<b>.1</b>	<b>1.8</b>
WI '99	10	294	.2	1.3	19	182	.4	1.6	9	115	.2	.8	11	160	.2	1.1	7	75	.1	2.2
<b>KSSE-FM</b>																				
WI '00	2	48		.2	8	39	.2	.6	2	17		.2		16						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	5	135	.1	.6	13	81	.3	1.0	5	72	.1	.4	2	49		.2	3	41	.1	.9
FA '99	6	63	.1	.7	7	27	.1	.5	10	29	.2	.8	8	32	.2	.7	2	13		.6
SU '99	4	72	.1	.5	9	58	.2	.8	4	24	.1	.3	6	54	.1	.6	1	25		.3
SP '99	5	108	.1	.6	4	62	.1	.3	5	46	.1	.4	7	59	.1	.8	3	37	.1	.9
<b>4-Book</b>	5	<b>95</b>	<b>.1</b>	<b>.6</b>	8	<b>57</b>	<b>.2</b>	<b>.7</b>	6	<b>43</b>	<b>.1</b>	<b>.5</b>	6	<b>49</b>	<b>.1</b>	<b>.6</b>	2	<b>29</b>	<b>.1</b>	<b>.7</b>
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	8	83	.2	.9	13	59	.3	1.0	18	58	.3	1.4	10	32	.2	1.0	1	15		.3
FA '99	2	46		.2	3	30	.1	.2	4	32	.1	.3	1	9		.1	2	32		.6
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	50	.1	.7	6	32	.1	.5	6	39	.1	.5	5	50	.1	.5	10	24	.2	2.9
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*	7	.5	.8	9	45	.2	.7	11	46	.2	.8	9	36	.2	.9	*			
FA '99		4	.4	.5	7	16	.1	.5	9	23	.2	.7	1	8		.1				
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	5	47	.1	.6	4	34	.1	.3	10	47	.2	.8	6	19	.1	.6		6		
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	41		.3	1	14		.1	2	20		.2	3	20	.1	.3	5	14	.1	1.6
<b>TOTALS</b>																				
WI '00	852	4947	16.4	1329	4360	25.6	1309	3718	25.2	1024	4324	19.7	323	2352	6.2					
FA '99	860	4936	16.6	1347	4312	25.9	1278	3609	24.6	1084	4244	20.9	314	2358	6.0					
SU '99	790	4677	16.0	1167	3963	23.6	1181	3518	23.9	938	4006	19.0	333	2325	6.7					
SP '99	804	4677	16.3	1217	3997	24.6	1181	3603	23.9	924	3903	18.7	345	2411	7.0					
<b>4-Book</b>	<b>827</b>	<b>4809</b>	<b>16.3</b>	<b>1265</b>	<b>4158</b>	<b>24.9</b>	<b>1237</b>	<b>3612</b>	<b>24.4</b>	<b>993</b>	<b>4119</b>	<b>19.6</b>	<b>329</b>	<b>2362</b>	<b>6.5</b>					
WI '99	791	4688	16.0	1183	4157	23.9	1177	3698	23.8	995	4026	20.1	318	2261	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 Estimates

## Men 35-64

Target Listener Estimates - Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KBZT-FM</b>																				
WI '00	52	499	1.0	4.2	26	349	.5	4.8	34	97	.7	4.8	49	174	.9	5.4	28	78	.5	4.2
4-Book	44	505	.9	3.8	26	328	.5	4.7	26	72	.5	3.8	45	141	.9	5.0	33	113	.6	5.2
<b>KCBQ-AM</b>																				
WI '00	10	65	.2	.8	2	29		.4	3	14	.1	.4	6	14	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	40	480	.8	3.3	17	204	.3	3.2	35	114	.7	4.9	32	87	.6	3.5	20	49	.4	3.0
4-Book	59	659	1.2	5.2	34	418	.7	6.2	26	97	.5	3.8	40	120	.8	4.4	44	126	.9	7.2
<b>KFMB-FM</b>																				
WI '00	37	422	.7	3.0	8	228	.2	1.5	11	54	.2	1.5	17	109	.3	1.9	8	36	.2	1.2
4-Book	42	499	.8	3.6	15	264	.3	2.7	22	76	.4	3.1	21	95	.4	2.4	17	60	.3	2.7
<b>KFSD-FM</b>																				
WI '00	11	130	.2	.9	7	89	.1	1.3	5	21	.1	.7	6	18	.1	.7	10	22	.2	1.5
4-Book	13	163	.3	1.1	11	107	.2	1.9	8	29	.2	1.2	17	47	.3	1.9	14	36	.3	2.1
<b>KGB -FM</b>																				
WI '00	90	776	1.7	7.3	34	399	.7	6.3	37	112	.7	5.2	55	183	1.1	6.1	50	114	1.0	7.5
4-Book	86	732	1.7	7.3	32	419	.6	5.8	51	161	1.0	7.3	58	167	1.2	6.5	39	111	.8	6.2
<b>KHTS-FM</b>																				
WI '00	12	300	.2	1.0	12	204	.2	2.2	8	40	.2	1.1	11	69	.2	1.2	12	66	.2	1.8
4-Book	13	263	.3	1.1	9	167	.2	1.6	6	25	.1	.9	15	67	.3	1.6	10	43	.2	1.6
<b>KIFM-FM</b>																				
WI '00	103	657	2.0	8.4	45	487	.9	8.4	54	178	1.0	7.6	69	170	1.3	7.6	53	166	1.0	8.0
4-Book	85	655	1.7	7.2	42	440	.8	7.7	42	141	.8	6.0	68	175	1.3	7.5	49	146	1.0	7.7
<b>KIOZ-FM</b>																				
WI '00	47	423	.9	3.8	17	194	.3	3.2	22	76	.4	3.1	44	95	.8	4.8	29	78	.6	4.4
4-Book	40	353	.8	3.4	11	140	.2	2.0	11	39	.2	1.6	22	66	.4	2.4	18	63	.4	2.8
<b>KJQY-FM</b>																				
WI '00	45	387	.9	3.7	29	315	.6	5.4	46	109	.9	6.5	63	132	1.2	6.9	33	85	.6	5.0
4-Book	37	351	.8	3.2	19	254	.4	3.5	26	78	.5	3.7	32	94	.7	3.6	21	63	.4	3.3
<b>KLNV-FM</b>																				
WI '00	39	266	.8	3.2	21	185	.4	3.9	30	83	.6	4.2	46	94	.9	5.1	19	68	.4	2.9
4-Book	27	217	.5	2.3	17	160	.4	3.0	20	64	.4	2.9	29	74	.6	3.2	20	62	.4	3.2
<b>KLQV-FM</b>																				
WI '00	6	96	.1	.5	6	50	.1	1.1	13	26	.3	1.8	12	17	.2	1.3	18	34	.3	2.7
4-Book	7	106	.2	.6	4	45	.1	.7	8	18	.2	1.1	8	18	.1	.9	7	16	.1	1.0
<b>KMSX-FM</b>																				
WI '00	10	241	.2	.8	11	201	.2	2.0	12	53	.2	1.7	11	31	.2	1.2	19	54	.4	2.9
4-Book	14	240	.3	1.2	9	141	.2	1.6	10	36	.2	1.4	17	49	.4	1.8	12	34	.3	1.8
<b>KOGO-AM</b>																				
WI '00	77	676	1.5	6.3	17	245	.3	3.2	27	84	.5	3.8	26	90	.5	2.9	7	31	.1	1.1
4-Book	86	700	1.7	7.4	20	283	.4	3.7	39	126	.8	5.5	27	101	.5	3.0	11	35	.2	1.7
<b>KPLN-FM</b>																				
WI '00	52	469	1.0	4.2	13	255	.3	2.4	18	95	.3	2.5	22	108	.4	2.4	20	65	.4	3.0
4-Book	44	443	.9	3.8	16	231	.4	3.0	21	77	.4	3.0	31	107	.6	3.4	23	71	.5	3.5
<b>KPOP-AM</b>																				
WI '00	10	120	.2	.8	5	125	.1	.9	7	23	.1	1.0	5	31	.1	.6	4	28	.1	.6
4-Book	18	145	.4	1.5	9	110	.2	1.7	11	33	.2	1.7	16	44	.3	1.8	7	29	.2	1.1
<b>KPRZ-AM</b>																				
WI '00	8	128	.2	.7	3	44	.1	.6	6	28	.1	.8					1	8		.2
4-Book	7	86	.2	.6	3	50	.1	.5	5	16	.1	.7	1	5		.1	1	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 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>KSDO-AM</b>																				
WI '00	22	178	.4	1.8	2	38	.4	4	24	.1	.6	2	20	.2						
4-Book	17	182	.4	1.5	3	63	.1	.6	5	18	.1	.7	4	20	.1	.4	1	8	.2	
<b>KSON-AM</b>																				
WI '00	2	45		.2	**	7		3	7	.1	.4	**	**	**	**	2	7		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KSON-FM</b>																				
WI '00	45	513	.9	3.7	20	298	.4	3.7	14	56	.3	2.0	28	93	.5	3.1	51	98	1.0	7.7
4-Book	65	551	1.3	5.7	40	403	.8	7.3	51	146	1.0	7.5	68	195	1.4	7.6	57	165	1.1	9.1
<b>KSPA-AM</b>																				
WI '00	9	50	.2	.7	3	36	.1	.6	10	29	.2	1.4	10	16	.2	1.1	3	22	.1	.5
4-Book	4	32	.1	.4	2	24	.1	.4	5	15	.1	.7	6	12	.1	.6	2	9	.1	.3
<b>KXST-FM</b>																				
WI '00	17	218	.3	1.4	9	137	.2	1.7	9	34	.2	1.3	27	81	.5	3.0	7	36	.1	1.1
4-Book	31	274	.6	2.6	14	169	.3	2.6	17	51	.4	2.4	32	86	.6	3.6	19	60	.4	3.0
<b>KYXY-FM</b>																				
WI '00	61	610	1.2	5.0	34	383	.7	6.3	44	152	.8	6.2	58	177	1.1	6.4	43	146	.8	6.5
4-Book	46	486	.9	3.9	23	312	.5	4.2	30	101	.6	4.4	38	121	.8	4.2	22	89	.4	3.4
<b>XBAC-AM</b>																				
WI '00	4	77	.1	.3	4	39	.1	.7	7	14	.1	1.0	3	16	.1	.3				
4-Book	7	86	.1	.6	4	55	.1	.7	5	15	.1	.8	7	24	.2	.8	2	17	.1	.3
<b>XEMO-AM</b>																				
WI '00	3	43	.1	.2	**	17		**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	36	294	.7	2.9	18	192	.3	3.3	11	26	.2	1.5	31	78	.6	3.4	26	72	.5	3.9
4-Book	19	185	.4	1.6	13	121	.3	2.4	9	27	.2	1.3	19	43	.4	2.2	22	50	.4	3.5
<b>XHRM-FM</b>																				
WI '00	46	363	.9	3.7	25	182	.5	4.6	23	66	.4	3.2	30	75	.6	3.3	31	78	.6	4.7
4-Book	43	397	.9	3.6	24	255	.5	4.3	26	97	.5	3.7	37	117	.7	4.1	29	90	.6	4.7
<b>XHTZ-FM</b>																				
WI '00	15	173	.3	1.2	8	75	.2	1.5	6	28	.1	.8	8	40	.2	.9	11	20	.2	1.7
4-Book	13	163	.3	1.1	7	85	.2	1.2	8	22	.2	1.1	9	34	.2	1.1	10	29	.2	1.6
<b>XLTN-FM</b>																				
WI '00	4	59	.1	.3	2	42		.4	2	9		.3	4	25	.1	.4	3	25	.1	.5
4-Book	6	74	.1	.5	4	51	.1	.8	7	20	.1	1.0	5	18	.1	.6	4	16	.1	.6
<b>XMOR-FM</b>																				
WI '00	3	36	.1	.2	2	18		.4	4	9	.1	.6	4	18	.1	.4	2	9		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	1	25		.1	**	16		.4	4	9	.1	.6	4	9	.1	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
WI '00	69	611	1.3	5.6	21	273	.4	3.9	53	145	1.0	7.4	45	133	.9	5.0	18	60	.3	2.7
4-Book	60	566	1.2	5.1	17	254	.3	3.1	39	115	.8	5.6	27	88	.5	3.0	16	55	.3	2.6
<b>XTRA-FM</b>																				
WI '00	21	259	.4	1.7	6	108	.1	1.1	11	40	.2	1.5	20	57	.4	2.2	5	23	.1	.8
4-Book	24	311	.5	2.1	11	169	.2	1.9	12	42	.3	1.8	25	89	.5	2.8	16	59	.3	2.5
<b>KFI -AM</b>																				
WI '00	22	232	.4	1.8	7	127	.1	1.3	8	29	.2	1.1	15	78	.3	1.7	13	41	.3	2.0
4-Book	24	241	.5	2.0	10	136	.2	1.9	17	46	.3	2.3	18	56	.4	2.1	7	30	.2	1.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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>KKBT-FM</b>																			
WI '00	2	24	.2	1	15	.2	.2	2	8	.3	.3	1	8	.1	.1	1	8	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																			
WI '00	24	232	.5	9	117	.2	1.7	11	63	.2	1.5	9	18	.2	1.0	6	23	.1	.9
4-Book	16	219	.3	8	110	.2	1.4	8	34	.2	1.1	13	35	.3	1.4	5	25	.1	.8
<b>KSSE-FM</b>																			
WI '00	3	39	.1	1	17	.2	.2	3	8	.1	.4								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																			
WI '00	6	113	.1	5	86	.1	.9	12	25	.2	1.7	2	8	.2	.2	11	23	.2	1.7
4-Book	6	78	.1	5	66	.1	1.0	8	21	.2	1.2	6	21	.1	.7	6	18	.1	.9
<b>XHTY-FM</b>																			
WI '00	14	83	.3	2	25	.4	.4	2	9	.3	.3	3	16	.1	.3	2	9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																			
WI '00	10	54	.2	* 5	18	.1	.9	8	8	.2	1.1	8	18	.2	.9	7	18	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																			
WI '00	1228	4880	23.6	538	3890	10.4	10.4	712	2007	13.7	13.7	908	2265	17.5	17.5	663	1802	12.8	12.8
4-Book	1171	4733	23.1	547	3736	10.8	10.8	696	1917	13.7	13.7	898	2230	17.8	17.8	632	1718	12.5	12.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KBZT-FM</b>																				
WI '00	6	47	.1	2.1	9	48	.2	2.3	38	130	.7	5.9	28	82	.5	5.9	12	62	.2	5.2
4-Book	14	53	.3	4.7	18	61	.4	4.0	32	122	.6	4.7	29	93	.6	5.7	12	49	.2	5.0
<b>KCBQ-AM</b>																				
WI '00	**	**	**	**	**	**	**	**	3	13	.1	.5	7	15	.1	1.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	8	32	.2	2.8	19	59	.4	4.8	14	53	.3	2.2	7	39	.1	1.5	2	13		.9
4-Book	31	99	.7	10.2	13	44	.3	3.1	67	201	1.3	9.6	42	156	.8	8.3	7	35	.1	3.0
<b>KFMB-FM</b>																				
WI '00	1	8		.3	5	37	.1	1.3	8	63	.2	1.2	15	54	.3	3.2	1	11		.4
4-Book	5	30	.1	1.8	8	40	.1	1.7	19	78	.4	2.7	23	72	.5	4.5	7	28	.1	2.6
<b>KFSD-FM</b>																				
WI '00	1	8		.3	10	31	.2	2.5	13	54	.3	2.0	12	29	.2	2.5	1	6		.4
4-Book	5	16	.1	1.8	9	35	.2	2.1	18	48	.4	2.6	12	31	.2	2.4	2	9		.8
<b>KGB -FM</b>																				
WI '00	29	59	.6	10.1	9	48	.2	2.3	51	169	1.0	7.9	30	84	.6	6.3	11	43	.2	4.7
4-Book	17	42	.4	5.6	23	77	.5	5.0	36	119	.7	5.3	26	84	.5	5.1	9	38	.2	3.8
<b>KHTS-FM</b>																				
WI '00	17	54	.3	5.9	16	67	.3	4.0	21	76	.4	3.3	9	40	.2	1.9	2	8		.9
4-Book	7	24	.1	2.2	9	41	.2	2.1	14	63	.3	2.1	8	33	.2	1.7	3	16	.1	1.3
<b>KIFM-FM</b>																				
WI '00	15	65	.3	5.2	44	133	.8	11.1	71	205	1.4	11.0	45	117	.9	9.5	17	65	.3	7.3
4-Book	15	74	.3	5.3	36	118	.7	8.1	68	189	1.4	10.0	42	130	.8	8.5	17	72	.3	7.1
<b>KIOZ-FM</b>																				
WI '00	6	29	.1	2.1					17	48	.3	2.6	13	32	.3	2.7	7	31	.1	3.0
4-Book	7	27	.2	2.4	2	7	.1	.4	12	45	.2	1.8	11	33	.3	2.2	5	22	.1	2.2
<b>KJQY-FM</b>																				
WI '00	9	32	.2	3.1	23	72	.4	5.8	32	110	.6	5.0	19	69	.4	4.0	7	42	.1	3.0
4-Book	10	36	.2	3.4	18	60	.3	4.1	21	84	.4	3.1	17	56	.4	3.4	7	26	.1	2.8
<b>KLNV-FM</b>																				
WI '00	8	24	.2	2.8	19	82	.4	4.8	24	66	.5	3.7	20	66	.4	4.2	5	25	.1	2.1
4-Book	7	34	.2	2.4	12	56	.3	2.8	20	49	.4	2.9	19	48	.4	3.7	7	32	.2	3.0
<b>KLQV-FM</b>																				
WI '00	4	18	.1	1.4	1	7		.3	2	8		.3								
4-Book	2	11		.7	4	14	.1	1.0	1	10		.2	1	5		.3	1	5		.2
<b>KMSX-FM</b>																				
WI '00	13	37	.3	4.5	7	35	.1	1.8	15	60	.3	2.3	10	44	.2	2.1		6		
4-Book	5	19	.1	1.6	8	34	.2	1.7	12	42	.2	1.7	8	35	.2	1.7		3		
<b>KOGO-AM</b>																				
WI '00	11	46	.2	3.8	26	88	.5	6.5	20	57	.4	3.1	2	14		.4	18	73	.3	7.7
4-Book	13	48	.3	4.3	29	92	.6	6.4	13	57	.3	2.0	10	42	.2	2.0	21	59	.4	8.6
<b>KPLN-FM</b>																				
WI '00	8	56	.2	2.8	5	26	.1	1.3	24	76	.5	3.7	5	27	.1	1.1	4	29	.1	1.7
4-Book	4	32	.1	1.5	8	34	.2	1.8	24	71	.5	3.5	16	47	.3	3.1	6	25	.1	2.4
<b>KPOP-AM</b>																				
WI '00	3	20	.1	1.0	4	26	.1	1.0	6	26	.1	.9	6	21	.1	1.3	6	21	.1	2.6
4-Book	6	27	.1	1.9	5	22	.1	1.0	12	33	.3	1.7	11	25	.2	2.2	4	18	.1	1.8
<b>KPRZ-AM</b>																				
WI '00	1	8		.3	7	23	.1	1.8	6	21	.1	.9	4	8	.1	.8	1	8		.4
4-Book	2	4		.5	10	29	.2	2.1	4	14	.1	.5	1	2		.2	1	3		.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
KSDO-AM																				
WI '00	3	15	.1	1.0					3	15	.1	.5	2	7	.4					
4-Book	2	7	.6		2	9	.1	.5	4	17	.1	.6	4	10	.1	.7	2	10		.8
KSON-AM																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																				
WI '00	17	55	.3	5.9	16	37	.3	4.0	17	88	.3	2.6	11	51	.2	2.3	11	54	.2	4.7
4-Book	18	60	.4	6.0	32	102	.7	7.3	42	146	.8	6.1	36	102	.7	7.0	22	57	.4	9.1
KSPA-AM																				
WI '00	1	7	.3						1	7	.2		1	6	.2					
4-Book	1	3	.2		1	5	.2		3	8	.1	.4	1	5	.1		2	5		.6
KXST-FM																				
WI '00	1	8	.3		6	19	.1	1.5	15	60	.3	2.3	6	29	.1	1.3	3	14	.1	1.3
4-Book	4	18	.1	1.4	9	34	.2	2.0	20	58	.4	2.9	10	37	.2	2.0	4	15	.1	1.8
KYXY-FM																				
WI '00	19	58	.4	6.6	17	83	.3	4.3	31	134	.6	4.8	37	120	.7	7.8	23	65	.4	9.9
4-Book	18	66	.4	6.5	19	67	.4	4.5	22	100	.4	3.3	19	65	.4	3.9	15	49	.3	6.3
XBAC-AM																				
WI '00	2	6	.7		6	12	.1	1.5	10	34	.2	1.5					3	6	.1	1.3
4-Book	4	7	.1	1.1	5	14	.1	1.2	5	25	.1	.7	2	11	.4		2	4	.1	.7
XEMO-AM																				
WI '00	3	17	.1	1.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM																				
WI '00	10	35	.2	3.5	12	28	.2	3.0	17	57	.3	2.6	21	63	.4	4.4	13	37	.3	5.6
4-Book	9	24	.2	3.2	11	33	.2	2.5	15	38	.3	2.1	13	32	.2	2.6	6	22	.1	2.4
XHRM-FM																				
WI '00	17	47	.3	5.9	19	39	.4	4.8	24	47	.5	3.7	33	87	.6	7.0	22	48	.4	9.4
4-Book	15	61	.3	5.0	18	53	.4	4.1	26	73	.5	3.9	23	66	.4	4.7	16	48	.3	6.8
XHTZ-FM																				
WI '00	6	17	.1	2.1					10	17	.2	1.5	18	48	.3	3.8	3	9	.1	1.3
4-Book	5	20	.1	1.7	2	7	.3		9	34	.2	1.3	9	26	.2	1.9	2	9	.1	.8
XLTN-FM																				
WI '00	2	9	.7						2	8	.3		3	17	.1	.6				
4-Book	4	14	.1	1.5	4	12	.1	.9	6	17	.1	.9	4	12	.1	.8	1	2		.3
XMOR-FM																				
WI '00	2	9	.7		**	**	**	**	1	9	.2		2	9	.4		3	9	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																				
WI '00					**	**	**	**	2	9	.3		1	9	.2		3	7	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
WI '00	1	6	.3		17	55	.3	4.3	26	110	.5	4.0	12	53	.2	2.5	1	9		.4
4-Book	3	13	.1	.9	21	69	.4	4.6	19	77	.4	2.8	14	65	.3	2.9	4	17	.1	1.5
XTRA-FM																				
WI '00					8	21	.2	2.0	5	33	.1	.8	1	6	.2					
4-Book	7	22	.1	2.3	7	31	.2	1.5	10	52	.2	1.5	5	28	.1	.9	3	18	.1	1.4
KFI -AM																				
WI '00	4	18	.1	1.4					2	17	.3		9	30	.2	1.9	2	19		.9
4-Book	2	9	.6		14	34	.3	3.0	17	51	.3	2.5	6	23	.1	1.1	2	10		.7

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

# Target Listener Estimates

## Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM WI '00 4-Book	**	**	**	**	**	**	**	**	1	7	.2	.2	2	7	.4	.4	**	**	**	**
KNX -AM WI '00 4-Book	6	20	.1	2.1	13	63	.3	3.3	11	31	.2	1.7	12	38	.2	2.5	7	21	.1	3.0
	5	20	.1	1.8	5	23	.1	1.2	8	31	.2	1.2	9	39	.2	1.9	9	26	.2	3.4
KSSE-FM WI '00 4-Book	**	**	**	**	**	**	**	**	1	8	.2	.2	**	**	**	**	**	**	**	**
KVVE-FM WI '00 4-Book	1	2		.2	10	47	.2	2.5	4	25	.1	.6	8	16	.2	1.7	2	7		.6
					6	21	.1	1.3	8	29	.2	1.2	7	18	.1	1.3				
XHTY-FM WI '00 4-Book	**	**	**	**	6	18	.1	1.5	3	16	.1	.5	2	9		.4	**	**	**	**
XKAM-AM WI '00 4-Book	* 2	10		.7	2	8		.5	7	18	.1	1.1	5	18	.1	1.1	* 2	10		.9
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b> WI '00 4-Book	286	922	5.5		397	1282	7.6		646	1846	12.4		473	1365	9.1		233	771	4.5	
	292	913	5.8		446	1361	8.8		684	1884	13.5		502	1412	9.9		239	784	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

Target Listener Trends - Women 12-24

	Women 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KBZT-FM</b>																				
WI '00	5	209	.2	1.5	6	89	.2	1.4	5	59	.2	1.5	4	99	.2	.9	1	29		.4
FA '99	2	150	.1	.6	2	45	.1	.5	2	37	.1	.6	2	50	.1	.5	1	36		.4
SU '99	4	168	.2	1.2	3	49	.1	.9	5	71	.2	1.1	7	78	.3	1.7	3	68	.1	1.0
SP '99	6	199	.3	1.7	4	79	.2	1.0	6	72	.3	1.4	10	141	.4	2.2	5	97	.2	1.8
<b>4-Book</b>	4	<b>182</b>	<b>.2</b>	<b>1.3</b>	4	<b>66</b>	<b>.2</b>	<b>1.0</b>	5	<b>60</b>	<b>.2</b>	<b>1.2</b>	6	<b>92</b>	<b>.3</b>	<b>1.3</b>	3	<b>58</b>	<b>.1</b>	<b>.9</b>
WI '99	2	120	.1	.6	2	59	.1	.5	1	7		.3	2	40	.1	.5	2	35	.1	.8
<b>KCBQ-AM</b>																				
WI '00																				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99																				
<b>KFMB-AM</b>																				
WI '00		28			1	14		.2		9				7						
FA '99	1	35		.3		10							5	9	.2	1.2		5		
SU '99	1	46		.3	1	19		.3		8			2	15	.1	.5		15		
SP '99	1	49		.3	1	23		.2		5			1	15		.2	1	21		.4
<b>4-Book</b>	1	<b>40</b>		<b>.2</b>	1	<b>17</b>		<b>.2</b>		<b>6</b>			2	<b>12</b>	<b>.1</b>	<b>.5</b>		<b>10</b>		<b>.1</b>
WI '99		20				5			1	5		.3		10						
<b>KFMB-FM</b>																				
WI '00	16	554	.6	4.8	36	287	1.5	8.6	17	220	.7	5.0	20	244	.8	4.5	7	159	.3	2.7
FA '99	26	604	1.1	8.0	52	329	2.1	13.4	28	277	1.1	9.0	31	349	1.3	7.3	11	187	.4	4.1
SU '99	23	644	1.0	6.7	29	319	1.2	8.8	29	372	1.2	6.6	25	332	1.1	6.1	12	238	.5	4.2
SP '99	28	617	1.2	7.9	40	309	1.7	10.0	33	297	1.4	7.9	37	391	1.6	8.1	19	223	.8	6.8
<b>4-Book</b>	23	<b>605</b>	<b>1.0</b>	<b>6.9</b>	39	<b>311</b>	<b>1.6</b>	<b>10.2</b>	27	<b>292</b>	<b>1.1</b>	<b>7.1</b>	28	<b>329</b>	<b>1.2</b>	<b>6.5</b>	12	<b>202</b>	<b>.5</b>	<b>4.5</b>
WI '99	26	637	1.1	8.3	44	362	1.9	11.5	35	281	1.5	11.7	34	334	1.4	8.0	12	213	.5	4.6
<b>KFSD-FM</b>																				
WI '00		32			1	17		.2						15			2	8	.1	.8
FA '99	1	41		.3	1	10		.3		5			1	20		.2	2	9	.1	.7
SU '99	1	29		.3	1	18		.3	1	11		.2	2	4	.1	.5				
SP '99		6				6								6						
<b>4-Book</b>	1	<b>27</b>		<b>.2</b>	1	<b>13</b>		<b>.2</b>		<b>4</b>		<b>.1</b>	1	<b>11</b>		<b>.2</b>	1	<b>4</b>		<b>.1</b>
WI '99	1	66		.3		4			2	23	.1	.7	1	22		.2	1	15		.4
<b>KGB -FM</b>																				
WI '00	2	143	.1	.6	6	23	.2	1.4	1	17		.3	3	80	.1	.7	1	27		.4
FA '99	5	117	.2	1.5	10	52	.4	2.6	10	42	.4	3.2	4	43	.2	.9	1	20		.4
SU '99	2	82	.1	.6	2	19	.1	.6	1	21		.2	1	34		.2	2	44	.1	.7
SP '99	9	162	.4	2.5	11	54	.5	2.7	16	94	.7	3.8	10	81	.4	2.2	1	24		.4
<b>4-Book</b>	5	<b>126</b>	<b>.2</b>	<b>1.3</b>	7	<b>37</b>	<b>.3</b>	<b>1.8</b>	7	<b>44</b>	<b>.3</b>	<b>1.9</b>	5	<b>60</b>	<b>.2</b>	<b>1.0</b>	1	<b>29</b>		<b>.5</b>
WI '99	4	162	.2	1.3	8	82	.3	2.1	2	58	.1	.7	4	75	.2	.9	3	58	.1	1.1
<b>KHTS-FM</b>																				
WI '00	68	1364	2.8	20.6	73	776	3.0	17.4	57	713	2.3	16.9	104	939	4.2	23.6	65	665	2.6	25.1
FA '99	64	1299	2.6	19.8	70	739	2.8	18.0	45	644	1.8	14.4	90	862	3.6	21.1	69	713	2.8	25.5
SU '99	81	1389	3.4	23.6	68	749	2.9	20.6	97	967	4.1	22.1	100	893	4.2	24.5	78	743	3.3	27.2
SP '99	65	1330	2.7	18.3	65	701	2.7	16.2	53	753	2.2	12.6	86	935	3.6	18.8	59	660	2.5	21.0
<b>4-Book</b>	70	<b>1346</b>	<b>2.9</b>	<b>20.6</b>	69	<b>741</b>	<b>2.9</b>	<b>18.1</b>	63	<b>769</b>	<b>2.6</b>	<b>16.5</b>	95	<b>907</b>	<b>3.9</b>	<b>22.0</b>	68	<b>695</b>	<b>2.8</b>	<b>24.7</b>
WI '99	58	1251	2.5	18.5	65	717	2.7	17.1	44	605	1.9	14.7	87	870	3.7	20.5	48	566	2.0	18.3
<b>KIFM-FM</b>																				
WI '00	1	86		.3		13			1	13		.3	5	47	.2	1.1		22		
FA '99	2	112	.1	.6	2	35	.1	.5	1	36		.3	2	26	.1	.5	3	56	.1	1.1
SU '99		38			1	14		.3									1	20		.3
SP '99	1	47		.3	1	11		.2	1	6		.2	4	31	.2	.9	1	18		.4
<b>4-Book</b>	1	<b>71</b>		<b>.3</b>	1	<b>18</b>		<b>.3</b>	1	<b>14</b>		<b>.2</b>	3	<b>28</b>	<b>.1</b>	<b>.6</b>	1	<b>29</b>		<b>.5</b>
WI '99	4	66	.2	1.3	2	28	.1	.5	5	23	.2	1.7	7	38	.3	1.7	4	33	.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>K10Z-FM</b>																				
WI '00	10	338	.4	3.0	30	158	1.2	7.2	7	145	.3	2.1	11	155	.4	2.5	6	127	.2	2.3
FA '99	9	346	.4	2.8	10	148	.4	2.6	8	194	.3	2.6	16	190	.6	3.8	4	84	.2	1.5
SU '99	14	312	.6	4.1	18	122	.8	5.5	14	155	.6	3.2	16	149	.7	3.9	10	144	.4	3.5
SP '99	9	238	.4	2.5	20	112	.8	5.0	8	87	.3	1.9	11	106	.5	2.4	6	71	.3	2.1
<b>4-Book</b>	<b>11</b>	<b>309</b>	<b>.5</b>	<b>3.1</b>	<b>20</b>	<b>135</b>	<b>.8</b>	<b>5.1</b>	<b>9</b>	<b>145</b>	<b>.4</b>	<b>2.5</b>	<b>14</b>	<b>150</b>	<b>.6</b>	<b>3.2</b>	<b>7</b>	<b>107</b>	<b>.3</b>	<b>2.4</b>
WI '99	9	257	.4	2.9	11	92	.5	2.9	10	106	.4	3.3	12	125	.5	2.8	9	115	.4	3.4
<b>KJQY-FM</b>																				
WI '00	3	150	.1	.9	1	18		.2	2	38	.1	.6	6	99	.2	1.4	5	60	.2	1.9
FA '99	3	121	.1	.9	1	47		.3	5	45	.2	1.6	7	64	.3	1.6	2	31	.1	.7
SU '99	3	159	.1	.9	2	60	.1	.6	1	34		.2	2	53	.1	.5	5	78	.2	1.7
SP '99	6	150	.3	1.7	5	57	.2	1.2	13	62	.5	3.1	7	45	.3	1.5	2	78	.1	.7
<b>4-Book</b>	<b>4</b>	<b>145</b>	<b>.2</b>	<b>1.1</b>	<b>2</b>	<b>46</b>	<b>.1</b>	<b>.6</b>	<b>5</b>	<b>45</b>	<b>.2</b>	<b>1.4</b>	<b>6</b>	<b>65</b>	<b>.2</b>	<b>1.3</b>	<b>4</b>	<b>62</b>	<b>.2</b>	<b>1.3</b>
WI '99	4	152	.2	1.3	6	56	.3	1.6	3	40	.1	1.0	4	69	.2	.9	3	54	.1	1.1
<b>KLNV-FM</b>																				
WI '00	18	271	.7	5.5	22	169	.9	5.3	25	166	1.0	7.4	17	156	.7	3.9	11	97	.4	4.2
FA '99	10	223	.4	3.1	12	95	.5	3.1	13	111	.5	4.2	11	131	.4	2.6	6	90	.2	2.2
SU '99	17	271	.7	5.0	11	143	.5	3.3	27	152	1.1	6.2	19	108	.8	4.7	12	85	.5	4.2
SP '99	17	231	.7	4.8	25	161	1.1	6.2	18	119	.8	4.3	19	144	.8	4.2	16	116	.7	5.7
<b>4-Book</b>	<b>16</b>	<b>249</b>	<b>.6</b>	<b>4.6</b>	<b>18</b>	<b>142</b>	<b>.8</b>	<b>4.5</b>	<b>21</b>	<b>137</b>	<b>.9</b>	<b>5.5</b>	<b>17</b>	<b>135</b>	<b>.7</b>	<b>3.9</b>	<b>11</b>	<b>97</b>	<b>.5</b>	<b>4.1</b>
WI '99	16	224	.7	5.1	20	146	.8	5.2	14	102	.6	4.7	22	135	.9	5.2	11	134	.5	4.2
<b>KLQV-FM</b>																				
WI '00	8	178	.3	2.4	9	96	.4	2.1	8	80	.3	2.4	10	106	.4	2.3	6	88	.2	2.3
FA '99	7	123	.3	2.2	6	44	.2	1.5	12	76	.5	3.8	10	69	.4	2.3	3	28	.1	1.1
SU '99	6	120	.3	1.7	5	50	.2	1.5	7	57	.3	1.6	8	65	.3	2.0	5	55	.2	1.7
SP '99	5	116	.2	1.4	6	56	.3	1.5	6	68	.3	1.4	8	78	.3	1.8	6	78	.3	2.1
<b>4-Book</b>	<b>7</b>	<b>134</b>	<b>.3</b>	<b>1.9</b>	<b>7</b>	<b>62</b>	<b>.3</b>	<b>1.7</b>	<b>8</b>	<b>70</b>	<b>.4</b>	<b>2.3</b>	<b>9</b>	<b>80</b>	<b>.4</b>	<b>2.1</b>	<b>5</b>	<b>62</b>	<b>.2</b>	<b>1.8</b>
WI '99	10	137	.4	3.2	10	95	.4	2.6	13	95	.5	4.3	12	90	.5	2.8	8	66	.3	3.0
<b>KMSX-FM</b>																				
WI '00	10	406	.4	3.0	8	141	.3	1.9	12	196	.5	3.6	20	252	.8	4.5	4	120	.2	1.5
FA '99	9	284	.4	2.8	12	135	.5	3.1	15	154	.6	4.8	14	164	.6	3.3	2	77	.1	.7
SU '99	21	364	.9	6.1	22	148	.9	6.7	38	207	1.6	8.7	29	196	1.2	7.1	8	107	.3	2.8
SP '99	15	399	.6	4.2	18	202	.8	4.5	21	191	.9	5.0	21	194	.9	4.6	11	151	.5	3.9
<b>4-Book</b>	<b>14</b>	<b>363</b>	<b>.6</b>	<b>4.0</b>	<b>15</b>	<b>157</b>	<b>.6</b>	<b>4.1</b>	<b>22</b>	<b>187</b>	<b>.9</b>	<b>5.5</b>	<b>21</b>	<b>202</b>	<b>.9</b>	<b>4.9</b>	<b>6</b>	<b>114</b>	<b>.3</b>	<b>2.2</b>
WI '99	16	361	.7	5.1	26	171	1.1	6.8	26	156	1.1	8.7	16	179	.7	3.8	6	134	.3	2.3
<b>KOGO-AM</b>																				
WI '00	1	16		.3	2	11	.1	.5	1	5		.3								
FA '99		9				4				5										
SU '99	3	48	.1	.9	5	29	.2	1.5	10	39	.4	2.3	2	17	.1	.5		5		
SP '99	3	22	.1	.8	3	14	.1	.7	3	14	.1	.7	8	22	.3	1.8	3	7	.1	1.1
<b>4-Book</b>	<b>2</b>	<b>24</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>15</b>	<b>.1</b>	<b>.7</b>	<b>4</b>	<b>16</b>	<b>.1</b>	<b>.8</b>	<b>3</b>	<b>10</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>3</b>		<b>.3</b>
WI '99		45			1	5		.3	1	30		.3		11						
<b>KPLN-FM</b>																				
WI '00	3	144	.1	.9	4	59	.2	1.0	6	52	.2	1.8	3	67	.1	.7	2	46	.1	.8
FA '99	2	100	.1	.6	1	16		.3	1	44		.3	3	49	.1	.7	1	41		.4
SU '99	1	78		.3		5			2	27	.1	.5	2	37	.1	.5	1	26		.3
SP '99	4	111	.2	1.1	5	43	.2	1.2	3	36	.1	.7	5	73	.2	1.1	3	34	.1	1.1
<b>4-Book</b>	<b>3</b>	<b>108</b>	<b>.1</b>	<b>.7</b>	<b>3</b>	<b>31</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>40</b>	<b>.1</b>	<b>.8</b>	<b>3</b>	<b>57</b>	<b>.1</b>	<b>.8</b>	<b>2</b>	<b>37</b>	<b>.1</b>	<b>.7</b>
WI '99	2	101	.1	.6	2	35	.1	.5	2	39	.1	.7	3	66	.1	.7	2	46	.1	.8
<b>KPOP-AM</b>																				
WI '00		19				9				5									4	
FA '99																				
SU '99		12				7				12				7						
SP '99																				
<b>4-Book</b>		<b>8</b>				<b>4</b>				<b>4</b>				<b>2</b>					<b>1</b>	
WI '99		12			1	7		.3						5					5	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Women 12-24

		Women 12-24																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KPRZ-AM</b>																						
WI '00		1	5		.3	1	5		.2		5				5			2	5		.1	.8
FA '99		2	29	.1	.6	2	11	.1	.5		12			2	19	.1	.5	3	13		.1	1.1
SU '99			23				6				6			1	4		.2		4			
SP '99			12				6															
4-Book		1	17		.2	1	7		.2		6			1	7		.2	1	6		.1	.5
WI '99			11				11								5							
<b>KSDO-AM</b>																						
WI '00																						
FA '99																						
SU '99			7												7							
SP '99			20				7				6											
4-Book			7				2				2				2							
WI '99			17							1	7		.3	1	10		.2			5		
<b>KSON-AM</b>																						
WI '00		1	40		.3	1	13		.2	1	16		.3	2	29	.1	.5		10			
FA '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																						
WI '00		12	323	.5	3.6	18	187	.7	4.3	12	144	.5	3.6	18	163	.7	4.1	7	131	.3	2.7	
FA '99		19	384	.8	5.9	22	196	.9	5.7	18	200	.7	5.8	30	260	1.2	7.0	11	137	.4	4.1	
SU '99		15	350	.6	4.4	16	186	.7	4.8	24	240	1.0	5.5	20	195	.8	4.9	12	120	.5	4.2	
SP '99		14	287	.6	3.9	18	180	.8	4.5	23	177	1.0	5.5	18	178	.8	3.9	5	80	.2	1.8	
4-Book		15	336	.6	4.5	19	187	.8	4.8	19	190	.8	5.1	22	199	.9	5.0	9	117	.4	3.2	
WI '99		13	246	.5	4.1	13	113	.5	3.4	12	116	.5	4.0	21	141	.9	5.0	8	101	.3	3.0	
<b>KSPA-AM</b>																						
WI '00			8												8							
FA '99																						
SU '99		1	7		.3					2	7	.1	.5	1	7		.2					
SP '99																						
4-Book			4		.1					1	2		.1		4		.1					
WI '99			7				7								7							
<b>KXST-FM</b>																						
WI '00		1	67		.3	1	28		.2	1	28		.3	1	20		.2	1	23			.4
FA '99		3	105	.1	.9	3	34	.1	.8	3	57	.1	1.0	4	51	.2	.9	1	21			.4
SU '99		2	76	.1	.6	1	28		.3	3	25	.1	.7	5	47	.2	1.2		5			
SP '99		4	91	.2	1.1	6	49	.3	1.5	9	42	.4	2.1	8	70	.3	1.8		6			
4-Book		3	85	.1	.7	3	35	.1	.7	4	38	.2	1.0	5	47	.2	1.0	1	14			.2
WI '99		1	69		.3	1	19		.3	2	26	.1	.7	1	29		.2		23			
<b>KYXY-FM</b>																						
WI '00		16	324	.6	4.8	10	90	.4	2.4	24	147	1.0	7.1	21	172	.9	4.8	19	184	.8	7.3	
FA '99		15	326	.6	4.6	14	136	.6	3.6	17	156	.7	5.4	16	122	.6	3.8	11	144	.4	4.1	
SU '99		8	313	.3	2.3	8	100	.3	2.4	10	129	.4	2.3	9	84	.4	2.2	9	133	.4	3.1	
SP '99		9	313	.4	2.5	7	94	.3	1.7	13	127	.5	3.1	15	157	.6	3.3	7	117	.3	2.5	
4-Book		12	319	.5	3.6	10	105	.4	2.5	16	140	.7	4.5	15	134	.6	3.5	12	145	.5	4.3	
WI '99		16	378	.7	5.1	18	158	.8	4.7	18	127	.8	6.0	18	153	.8	4.2	17	177	.7	6.5	
<b>XBAC-AM</b>																						
WI '00			6			1	6		.2	1	6		.3		6							
FA '99		1	23		.3	2	18	.1	.5									1	5			.4
SU '99			4				4								4							
SP '99																						
4-Book			8		.1	1	7		.2		2		.1		3					1		.1
WI '99			29							1	12		.3	1	22		.2			5		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		Women 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>XEMO-AM</b>																					
WI '00	1	11		.3		2	11	.1	.5		1	5		.3				1	5		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	1	28		.3		2	22	.1	.5		1	11		.2		3	28	.1	.7		1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																					
WI '00	6	84	.2	1.8	2	34	.1	.5	6	42	.2	1.8	10	51	.4	2.3	7	42	.3	2.7	
FA '99	2	85	.1	.6	1	25		.3	4	47	.2	1.3	2	43	.1	.5					
SU '99	1	45		.3	1	12		.3	1	17		.2	1	5		.2	1	17		.3	
SP '99	1	58		.3	1	5		.2	1	29		.2	1	24		.2					
4-Book	3	68	.1	.8	1	19		.3	3	34	.1	.9	4	31	.1	.8	2	18	.1	.8	
WI '99	5	107	.2	1.6	3	46	.1	.8	8	49	.3	2.7	6	26	.3	1.4	2	21	.1	.8	
<b>XHRM-FM</b>																					
WI '00	18	402	.7	5.5	18	172	.7	4.3	21	232	.9	6.2	22	246	.9	5.0	13	143	.5	5.0	
FA '99	15	337	.6	4.6	15	160	.6	3.9	14	174	.6	4.5	19	186	.8	4.5	14	150	.6	5.2	
SU '99	18	378	.8	5.2	19	154	.8	5.8	19	170	.8	4.3	16	177	.7	3.9	18	167	.8	6.3	
SP '99	13	370	.5	3.7	13	154	.5	3.2	18	168	.8	4.3	13	181	.5	2.8	11	143	.5	3.9	
4-Book	16	372	.7	4.8	16	160	.7	4.3	18	186	.8	4.8	18	198	.7	4.1	14	151	.6	5.1	
WI '99	15	326	.6	4.8	11	153	.5	2.9	16	137	.7	5.4	17	154	.7	4.0	15	156	.6	5.7	
<b>XHTZ-FM</b>																					
WI '00	41	968	1.7	12.4	59	575	2.4	14.1	42	500	1.7	12.4	55	564	2.2	12.5	37	458	1.5	14.3	
FA '99	48	861	1.9	14.8	55	495	2.2	14.1	47	457	1.9	15.1	59	532	2.4	13.8	46	426	1.9	17.0	
SU '99	44	878	1.9	12.8	34	378	1.4	10.3	48	483	2.0	10.9	52	519	2.2	12.7	43	410	1.8	15.0	
SP '99	54	936	2.3	15.2	57	542	2.4	14.2	49	472	2.1	11.7	63	574	2.7	13.8	54	465	2.3	19.2	
4-Book	47	911	2.0	13.8	51	498	2.1	13.2	47	478	1.9	12.5	57	547	2.4	13.2	45	440	1.9	16.4	
WI '99	43	885	1.8	13.7	55	506	2.3	14.4	31	398	1.3	10.4	65	503	2.7	15.3	46	403	1.9	17.5	
<b>XLTN-FM</b>																					
WI '00	6	128	.2	1.8	8	69	.3	1.9	4	47	.2	1.2	10	73	.4	2.3	7	57	.3	2.7	
FA '99	6	129	.2	1.9	8	43	.3	2.1	6	55	.2	1.9	7	62	.3	1.6	6	75	.2	2.2	
SU '99	6	103	.3	1.7	4	38	.2	1.2	7	70	.3	1.6	8	68	.3	2.0	4	44	.2	1.4	
SP '99	10	105	.4	2.8	15	49	.6	3.7	18	64	.8	4.3	7	38	.3	1.5	5	44	.2	1.8	
4-Book	7	116	.3	2.1	9	50	.4	2.2	9	59	.4	2.3	8	60	.3	1.9	6	55	.2	2.0	
WI '99	3	99	.1	1.0	4	49	.2	1.0	2	43	.1	.7	2	33	.1	.5	3	35	.1	1.1	
<b>XMOR-FM</b>																					
WI '00	6	92	.2	1.8	9	51	.4	2.1	5	44	.2	1.5	5	51	.2	1.1	2	22	.1	.8	
FA '99	5	85	.2	1.5	3	29	.1	.8	6	49	.2	1.9	6	53	.2	1.4	5	40	.2	1.8	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	5	87	.2	1.4	5	49	.2	1.2	7	57	.3	1.7	6	52	.3	1.3	4	35	.2	1.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																					
WI '00	1	31		.3	1	12		.2		11				5			1	18		.4	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		12				12															
SP '99	3	26	.1	.8	6	26	.3	1.5	10	21	.4	2.4	2	21	.1	.4	1	5		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	22	.1	.6	3	10	.1	.8	2	22	.1	.7	2	11	.1	.5	2	17	.1	.8	
<b>XTRA-AM</b>																					
WI '00	1	17		.3	1	5		.2	1	17		.3		12							
FA '99		25				5				16				9							
SU '99		25				7			1	7		.2	1	7		.2					
SP '99		16				5				5				10				5			
4-Book		21		.1		6		.1	1	11		.1		10		.1		1			
WI '99		46			1	14		.3		5			1	17		.2		5			

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

# Target Listener Trends

Target Listener Trends - Women 12-24

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XTRA-FM</b>																				
WI '00	31	749	1.3	9.4	46	413	1.9	11.0	27	337	1.1	8.0	43	423	1.7	9.8	26	302	1.1	10.0
FA '99	34	788	1.4	10.5	44	350	1.8	11.3	26	392	1.1	8.3	49	494	2.0	11.5	35	357	1.4	12.9
SU '99	34	758	1.4	9.9	43	320	1.8	13.0	42	442	1.8	9.6	32	440	1.4	7.8	32	348	1.4	11.1
SP '99	37	801	1.6	10.4	39	334	1.6	9.7	50	476	2.1	11.9	45	504	1.9	9.8	32	374	1.4	11.4
<b>4-Book</b>	<b>34</b>	<b>774</b>	<b>1.4</b>	<b>10.1</b>	<b>43</b>	<b>354</b>	<b>1.8</b>	<b>11.3</b>	<b>36</b>	<b>412</b>	<b>1.5</b>	<b>9.5</b>	<b>42</b>	<b>465</b>	<b>1.8</b>	<b>9.7</b>	<b>31</b>	<b>345</b>	<b>1.3</b>	<b>11.4</b>
WI '99	31	695	1.3	9.9	39	344	1.6	10.2	23	310	1.0	7.7	41	418	1.7	9.7	31	318	1.3	11.8
<b>KFI -AM</b>																				
WI '00	1	20		.3					6	13	.2	1.8	1	5		.2				
FA '99																				
SU '99	1	22		.3		7			3	15	.1	.7	1	14		.2				
SP '99		18							1	12		.2		6				6		
<b>4-Book</b>	<b>1</b>	<b>15</b>		<b>.2</b>		<b>2</b>			<b>3</b>	<b>10</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>6</b>		<b>.1</b>		<b>2</b>		
WI '99		12							1	12		.3								
<b>KKBT-FM</b>																				
WI '00	3	109	.1	.9	2	25	.1	.5	4	69	.2	1.2	6	47	.2	1.4	4	19	.2	1.5
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	2	112	.1	.6	1	47		.3	2	28	.1	.5	3	53	.1	.7	3	19	.1	1.0
SP '99	3	94	.1	.8	2	22	.1	.5	4	41	.2	1.0	4	48	.2	.9	1	19		.4
<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 '99	2	109	.1	.6	2	46	.1	.5	1	16		.3	2	57	.1	.5	3	32	.1	1.1
<b>KNX -AM</b>																				
WI '00																				
FA '99		8				8														
SU '99		5								5										
SP '99																				
<b>4-Book</b>		<b>3</b>				<b>2</b>				<b>1</b>										
WI '99		6								6										
<b>KSSE-FM</b>																				
WI '00	1	46		.3	2	46	.1	.5	1	16		.3	1	30		.2		12		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																				
WI '00	2	50	.1	.6	3	24	.1	.7	3	28	.1	.9	1	20		.2		12		
FA '99	1	29		.3	1	18		.3	1	11		.3		5				5		
SU '99		7				7														
SP '99		27				7								5				7		
<b>4-Book</b>	<b>1</b>	<b>28</b>		<b>.2</b>	<b>1</b>	<b>12</b>		<b>.3</b>	<b>1</b>	<b>10</b>		<b>.3</b>		<b>8</b>		<b>.1</b>		<b>6</b>		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	2	67	.1	.6	1	25		.2	3	24	.1	.9	3	29	.1	.7	1	19		.4
FA '99	3	80	.1	.9	4	44	.2	1.0	4	45	.2	1.3	4	63	.2	.9	2	40	.1	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	11			**	**	**	**	**	5			**	11		.2	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*	18			1	11		.2		12				6			*			
FA '99		11								5								5		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	6			**	6			**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	1	10		.3	1	6		.3												
<b>TOTALS</b>																				
WI '00	330	2377	13.4		419	2070	17.0		338	1804	13.7		440	2087	17.8		259	1721	10.5	
FA '99	324	2380	13.1		389	2003	15.7		312	1743	12.6		426	2091	17.2		271	1785	11.0	
SU '99	343	2265	14.5		330	1789	13.9		439	1945	18.6		408	1951	17.2		287	1734	12.1	
SP '99	356	2296	15.0		402	1995	17.0		419	1926	17.7		457	2019	19.3		281	1764	11.9	
<b>4-Book</b>	<b>338</b>	<b>2330</b>	<b>14.0</b>		<b>385</b>	<b>1964</b>	<b>15.9</b>		<b>377</b>	<b>1855</b>	<b>15.7</b>		<b>433</b>	<b>2037</b>	<b>17.9</b>		<b>275</b>	<b>1751</b>	<b>11.4</b>	
WI '99	314	2312	13.3		381	1964	16.1		299	1588	12.6		424	1955	17.9		263	1667	11.1	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KBZT-FM</b>																				
WI '00	5	164	.2	1.3	8	87	.3	3.0	10	18	.4	5.1	28	50	1.1	7.2	7	16	.3	2.1
4-Book	5	142	.2	1.2	6	80	.3	2.0	4	12	.1	1.7	14	37	.6	3.3	7	20	.3	1.9
<b>KCBQ-AM</b>																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	1	21		.3	1	17		.4												
4-Book	1	27		.3	1	15		.2	1	4		.2						1		
<b>KFMB-FM</b>																				
WI '00	23	451	.9	5.8	10	281	.4	3.8	11	66	.4	5.6	16	82	.6	4.1	14	86	.6	4.3
4-Book	31	523	1.3	7.8	17	326	.7	6.1	19	90	.8	8.6	26	114	1.1	6.0	23	97	1.0	6.9
<b>KFSD-FM</b>																				
WI '00		32																		
4-Book	1	21		.2		13		.1		3		.1						1	6	.2
<b>KGB -FM</b>																				
WI '00	3	106	.1	.8	2	77	.1	.8	1	7		.5	4	20	.2	1.0	4	32	.2	1.2
4-Book	6	99	.2	1.6	3	59	.2	1.2	3	11	.1	1.4	6	25	.2	1.2	4	16	.2	1.2
<b>KHTS-FM</b>																				
WI '00	76	1273	3.1	19.3	56	843	2.3	21.3	56	209	2.3	28.6	65	301	2.6	16.7	63	270	2.6	19.1
4-Book	75	1247	3.1	18.9	62	844	2.6	22.1	49	198	2.1	23.3	96	370	4.0	21.9	66	267	2.8	19.8
<b>KIFM-FM</b>																				
WI '00	2	66	.1	.5	1	30		.4					1	6		.3	5	16	.2	1.5
4-Book	2	44	.1	.4	1	28		.3	1	5		.6	1	5		.2	1	4	.1	.4
<b>KIOZ-FM</b>																				
WI '00	15	288	.6	3.8	5	121	.2	1.9	1	14		.5	5	44	.2	1.3	7	51	.3	2.1
4-Book	14	272	.6	3.5	8	138	.3	2.8	5	19	.2	2.2	13	52	.5	3.0	13	48	.6	3.8
<b>KJQY-FM</b>																				
WI '00	3	129	.1	.8	2	40	.1	.8	1	5		.5	3	4	.1	.8	3	4	.1	.9
4-Book	5	105	.2	1.1	2	52	.1	.8	1	6		.4	5	18	.2	1.0	4	11	.2	1.1
<b>KLNV-FM</b>																				
WI '00	22	240	.9	5.6	17	173	.7	6.5	12	40	.5	6.1	22	65	.9	5.7	12	25	.5	3.6
4-Book	18	213	.8	4.6	14	154	.6	4.9	10	36	.4	4.7	17	65	.7	4.0	17	40	.7	5.1
<b>KLQV-FM</b>																				
WI '00	9	151	.4	2.3	7	80	.3	2.7	4	18	.2	2.0	11	27	.4	2.8	7	36	.3	2.1
4-Book	8	106	.4	2.0	5	71	.2	1.7	4	13	.2	1.6	10	30	.4	2.4	5	21	.2	1.4
<b>KMSX-FM</b>																				
WI '00	13	355	.5	3.3	8	184	.3	3.0	6	27	.2	3.1	18	75	.7	4.6	9	40	.4	2.7
4-Book	20	309	.8	4.9	8	184	.3	2.8	8	35	.3	3.5	13	67	.5	3.0	8	40	.4	2.5
<b>KOGO-AM</b>																				
WI '00	1	16		.3	2	7		.8	2	7		1.0								
4-Book	3	24	.1	.7	1	4		.2	1	2		.3								
<b>KPLN-FM</b>																				
WI '00	4	116	.2	1.0	3	55	.1	1.1	3	14	.1	1.5	1	14		.3	6	30	.2	1.8
4-Book	3	88	.1	.7	2	43	.1	.7	3	7	.1	1.1	1	11		.3	4	14	.2	1.1
<b>KPOP-AM</b>																				
WI '00		9			1	14		.4												
4-Book		5			1	5		.2												
<b>KPRZ-AM</b>																				
WI '00	1	5		.3	1	5		.4												
4-Book	1	14		.2	1	9		.2										1	3	.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Women 12-24

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>KSDO-AM</b>																				
WI '00																				
4-Book	5				4		.1						2		.1					
<b>KSON-AM</b>																				
WI '00	1	40	.3	1	17	.4						2	6	.1	.5					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KSON-FM</b>																				
WI '00	16	278	.6	4.1	7	154	.3	2.7	7	61	.3	3.6	14	70	.6	3.6	9	37	.4	2.7
4-Book	20	298	.8	5.0	11	173	.5	3.9	8	50	.4	3.8	19	72	.8	4.4	12	55	.5	3.7
<b>KSPA-AM</b>																				
WI '00		8																		
4-Book		4		.1																
<b>KXST-FM</b>																				
WI '00	1	53	.3		1	29	.4			6										
4-Book	4	73	.1	1.0	2	39	.6		1	10	.4		3	11	.1	.7	1	9	.1	.3
<b>KYXY-FM</b>																				
WI '00	19	237	.8	4.8	8	157	.3	3.0	4	29	.2	2.0	12	43	.5	3.1	9	30	.4	2.7
4-Book	14	231	.6	3.6	9	148	.4	3.3	6	23	.3	2.8	17	48	.7	3.8	12	31	.5	3.7
<b>XBAC-AM</b>																				
WI '00	1	6	.3		6				1	6	.5									
4-Book	1	7	.2		4					2	.1		1							
<b>XEMO-AM</b>																				
WI '00	1	11	.3		1	5	.4		3	5	.1	1.5	2	5	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>+XHCR-FM</b>																				
WI '00	6	84	.2	1.5	6	43	.2	2.3	5	15	.2	2.6	11	30	.4	2.8	16	23	.6	4.9
4-Book	3	55	.1	.7	3	34	.1	1.1	3	9	.1	1.2	6	19	.2	1.4	5	11	.2	1.5
<b>XHRM-FM</b>																				
WI '00	20	351	.8	5.1	18	201	.7	6.8	9	23	.4	4.6	23	93	.9	5.9	11	40	.4	3.3
4-Book	17	310	.7	4.4	16	203	.7	5.8	14	39	.6	6.2	18	63	.8	4.3	14	55	.6	4.1
<b>XHTZ-FM</b>																				
WI '00	51	889	2.1	12.9	27	491	1.1	10.3	16	81	.6	8.2	44	183	1.8	11.3	37	178	1.5	11.2
4-Book	51	811	2.1	13.0	41	545	1.7	14.5	29	108	1.2	13.4	61	222	2.5	14.0	59	197	2.5	17.7
<b>XLTN-FM</b>																				
WI '00	7	91	.3	1.8	5	87	.2	1.9	5	18	.2	2.6	4	12	.2	1.0	6	28	.2	1.8
4-Book	9	90	.4	2.2	6	77	.3	2.1	5	14	.2	2.2	9	27	.4	2.1	7	25	.3	2.1
<b>XMOR-FM</b>																				
WI '00	6	79	.2	1.5	7	68	.3	2.7	1	6	.5		14	33	.6	3.6	12	28	.5	3.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XPRS-AM</b>																				
WI '00	1	18	.3		1	11	.4													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XTRA-AM</b>																				
WI '00	1	17	.3		1	12	.4											7		
4-Book	1	20	.2		4		.1						1		.1			2		
<b>XTRA-FM</b>																				
WI '00	38	610	1.5	9.6	22	372	.9	8.4	18	98	.7	9.2	39	168	1.6	10.0	38	147	1.5	11.6
4-Book	40	660	1.7	10.1	25	427	1.0	8.9	19	73	.8	9.2	43	180	1.8	9.9	31	127	1.3	9.4
<b>KFI -AM</b>																				
WI '00	3	13	.1	.8		7														
4-Book	1	13	.1	.3		3				2	.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 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>KKBT-FM</b>																				
WI '00	4	109	.2	1.0	2	22	.1	.8					6	8	.2	1.5	6	8	.2	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00		3																		
4-Book																				
<b>KSSE-FM</b>																				
WI '00	2	46	.1	.5	1	24	.4					2	10	.1	.5	2	11	.1	.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	2	40	.1	.5	1	30	.4									2	8	.1	.6	
4-Book	1	19		.2	1	18	.2									1	4	.1	.3	
<b>XHTY-FM</b>																				
WI '00	3	47	.1	.8	3	36	.1	1.1	3	11	.1	1.5	2	12	.1	.5	5	5	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	1	18		.3	*															
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	394	2361	16.0		263	1879	10.6		196	661	7.9		389	1114	15.7		329	921	13.3	
4-Book	397	2297	16.4		278	1947	11.5		214	709	8.9		433	1195	17.9		334	937	13.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Women 12-24

Women 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBZT-FM																			
WI '00	1	6	.5	1	5	.6	11	40	.4	3.6		4	24	.2	1.4	2	14	.1	1.0
4-Book	2	10	.1	2	6	.1	.9	8	32	.3	2.5	5	20	.2	1.8	3	17	.1	1.4
KCBQ-AM																			
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM																			
WI '00				1	5	.6	4	12	.2	1.3									
4-Book		1		1	3	.3	2	5	.1	.6			3		.1				
KFMB-FM																			
WI '00	2	19	.1	5	26	.2	2.8	16	83	.6	5.2	10	63	.4	3.6	4	17	.2	2.0
4-Book	8	56	.3	11	51	.5	6.4	23	108	1.0	7.1	18	72	.7	6.7	7	44	.3	3.3
KFSD-FM																			
WI '00	1	3	.2	1	6	.4		2		.1			2		.1	1	3		.4
4-Book	1	3	.2	1	6	.4		2		.1			2		.1	1	3		.4
KGB -FM																			
WI '00	2	10	.1	1	5	.6	2	14	.1	.6		1	6		.4	1	20		.5
4-Book	1	6	.4	3	11	.1	1.7	4	11	.2	1.3	3	10	.1	1.2	2	12	.1	.7
KHTS-FM																			
WI '00	37	222	1.5	63	200	2.6	35.4	66	294	2.7	21.4	63	228	2.6	22.4	38	206	1.5	19.2
4-Book	48	232	2.0	47	173	2.0	26.9	71	304	3.0	21.8	60	219	2.5	22.7	51	221	2.1	24.0
KIFM-FM																			
WI '00				2	9	.1	1.1		4			2	10	.1	.7				
4-Book	1	3	.2	1	4	.5		2	10	.1	.5	1	5	.4		1	5		.4
KIOZ-FM																			
WI '00	4	34	.2	2	14	.1	1.1	6	25	.2	1.9	8	39	.3	2.8	5	27	.2	2.5
4-Book	6	30	.3	4	12	.2	2.5	10	35	.4	2.9	6	26	.3	2.3	6	28	.3	2.8
KJQY-FM																			
WI '00	4	19	.2	2	8	.1	.8	2	4			1	6		.4	5	18	.2	2.5
4-Book	3	13	.1	1.1				2	15	.1	.5	2	10	.1	.8	2	10	.1	.8
KLNV-FM																			
WI '00	10	24	.4	13	29	.5	7.3	26	73	1.1	8.4	23	61	.9	8.2	12	46	.5	6.1
4-Book	16	49	.7	10	29	.4	5.5	18	51	.8	5.6	11	32	.4	4.0	7	26	.3	3.3
KLQV-FM																			
WI '00	4	26	.2	2	11	.1	1.1	9	22	.4	2.9	8	23	.3	2.8	6	27	.2	3.0
4-Book	3	14	.2	4	10	.2	2.0	5	14	.2	1.4	5	15	.2	1.9	4	17	.2	2.0
KMSX-FM																			
WI '00	5	44	.2	3	19	.1	1.7	13	46	.5	4.2	8	34	.3	2.8	3	28	.1	1.5
4-Book	4	32	.2	4	19	.2	2.1	10	52	.4	2.9	12	47	.5	4.4	6	35	.2	2.7
KOGO-AM																			
WI '00				5	7	.2	2.8	7	7	.3	2.3	4	7	.2	1.4				
4-Book				2	3	.1	.8	2	3	.1	.6	1	2	.1	.4				
KPLN-FM																			
WI '00	4	13	.2		7			2	6	.1	.6	5	25	.2	1.8	2	6	.1	1.0
4-Book	2	7	.1		2			3	9	.1	1.0	2	13	.1	.9	2	6	.1	.8
KPOP-AM																			
WI '00									5				9	.2	1.4				
4-Book					1	.1	.7		3		.1		1	.2	.4				
KPRZ-AM																			
WI '00	2	5	.1													3	5	.1	1.5
4-Book	2	6	.1		1	.1	.5		1	.3	.2					1	1		.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Women 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	
KSDO-AM	WI '00																					
	4-Book	1	2	.1	.4																	
KSON-AM	WI '00						4			3	11	.1	1.0	2	11	.1	.7		4			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	8	56	.3	3.8	3	22	.1	1.7	8	60	.3	2.6	2	16	.1	.7	5	32	.2	2.5	
	4-Book	11	42	.4	4.4	6	29	.3	3.2	15	63	.6	4.5	9	35	.4	3.5	6	28	.2	2.7	
KSPA-AM	WI '00																					
	4-Book																					
KXST-FM	WI '00	2	8	.1	1.0					2	15	.1	.6	1	8		.4					
	4-Book	1	7	.1	.6	1	4	.1	.5	2	15	.1	.6	1	6		.4		2			.1
KYXY-FM	WI '00	8	42	.3	3.8	2	7	.1	1.1	5	33	.2	1.6	4	25	.2	1.4	15	58	.6	7.6	
	4-Book	4	27	.2	1.9	4	18	.2	2.3	8	38	.3	2.5	7	21	.3	2.7	13	54	.5	5.9	
XBAC-AM	WI '00																					
	4-Book		1		.1														1			.1
XEMO-AM	WI '00													4	5	.2	1.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	5	23	.2	2.4	1	7		.6	2	13	.1	.6	11	13	.4	3.9	2	7	.1	1.0	
	4-Book	3	8	.1	1.2		2		.2	3	14	.1	.8	4	6	.1	1.3	1	7	.1	.6	
XHRM-FM	WI '00	19	52	.8	9.1	16	54	.6	9.0	19	66	.8	6.2	21	73	.9	7.5	20	49	.8	10.1	
	4-Book	16	54	.7	6.6	14	36	.6	8.3	17	60	.7	5.2	16	50	.6	6.0	20	59	.8	9.3	
XHTZ-FM	WI '00	38	167	1.5	18.3	11	69	.4	6.2	29	113	1.2	9.4	16	111	.6	5.7	18	92	.7	9.1	
	4-Book	48	178	2.0	20.2	17	80	.7	9.9	44	157	1.8	13.3	33	117	1.4	12.4	28	111	1.2	12.9	
XLTN-FM	WI '00	8	24	.3	3.8	8	25	.3	4.5	6	13	.2	1.9	3	11	.1	1.1					
	4-Book	7	25	.3	3.0	5	17	.2	2.6	6	18	.2	1.9	3	10	.1	1.0	4	14	.2	2.0	
XMOR-FM	WI '00	2	16	.1	1.0	5	13	.2	2.8	9	22	.4	2.9	8	21	.3	2.8	3	5	.1	1.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	2	5	.1	1.0	2	5	.1	1.1									1	6		.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	2	5	.1	1.0					1	5		.3	1	5		.4					
	4-Book	1	1		.3					1	1		.1	1	1		.1					
XTRA-FM	WI '00	16	81	.6	7.7	6	53	.2	3.4	21	135	.9	6.8	18	74	.7	6.4	16	70	.6	8.1	
	4-Book	21	97	.9	8.8	12	60	.5	6.9	25	138	1.1	7.7	21	91	.9	8.2	20	91	.8	9.5	
KFI -AM	WI '00														7							
	4-Book														2							

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '00	2	8	.1	1.0										7			3	19	.1	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																				
WI '00																				
4-Book																				
KSSE-FM																				
WI '00	1	5	.5						7							1	7		.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																				
WI '00					4	15	.2	2.2	4	12	.2	1.3								
4-Book					2	7	.1	.8	2	8	.1	.5		2	.1	1	4		.4	
XHTY-FM																				
WI '00	3	5	.1	1.4	1	7		.6	5	11	.2	1.6	5	11	.2	1.8	1	7		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																				
WI '00	*															*				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '00	208	738	8.4		178	590	7.2		308	966	12.5		281	795	11.4		198	687	8.0	
4-Book	239	801	9.9		175	585	7.2		327	981	13.5		262	745	10.8		213	730	8.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 12-24

# 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>KBZT-FM</b>																				
WI '00	14	208	.4	2.6	18	108	.5	2.4	22	98	.6	2.7	19	109	.5	2.8	4	23	.1	1.7
FA '99	4	103	.1	.8	7	38	.2	1.0	4	49	.1	.5	5	71	.1	.8	2	22	.1	.8
SU '99	6	215	.2	1.1	6	91	.2	.8	7	79	.2	.8	11	113	.3	1.6	2	53	.1	.8
SP '99	10	225	.3	1.7	9	74	.3	1.1	17	108	.5	1.8	13	145	.4	1.9	4	65	.1	1.5
4-Book	9	188	.3	1.6	10	78	.3	1.3	13	84	.4	1.5	12	110	.3	1.8	3	41	.1	1.2
WI '99	5	152	.1	.9	7	53	.2	.9	9	63	.3	1.2	10	82	.3	1.5	2	44	.1	.8
<b>KCBQ-AM</b>																				
WI '00		13								8				5						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		7																		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99		8								8										
<b>KFMB-AM</b>																				
WI '00	1	38		.2		8			1	16		.1	1	23		.1		15		
FA '99	2	90	.1	.4	1	15		.1	3	38	.1	.4	1	15		.2	2	30	.1	.8
SU '99	4	106	.1	.7	3	29	.1	.4		8			7	53	.2	1.0	7	58	.2	2.6
SP '99	1	70		.2	1	7		.1	2	20	.1	.2	3	27	.1	.4	1	34		.4
4-Book	2	76	.1	.4	1	15		.2	2	21	.1	.2	3	30	.1	.4	3	34	.1	1.0
WI '99	1	41		.2	1	8		.1	3	25	.1	.4	1	17		.1	1	8		.4
<b>KFMB-FM</b>																				
WI '00	45	998	1.2	8.3	91	582	2.5	11.9	71	512	2.0	8.6	54	505	1.5	8.0	8	206	.2	3.4
FA '99	46	940	1.3	9.0	98	579	2.7	13.6	69	577	1.9	9.3	56	598	1.5	9.2	8	223	.2	3.2
SU '99	48	1049	1.4	8.7	77	622	2.2	10.9	86	676	2.4	10.1	64	636	1.8	9.2	12	281	.3	4.5
SP '99	53	998	1.5	8.9	79	563	2.2	10.0	91	593	2.6	9.5	68	678	1.9	9.8	22	240	.6	8.4
4-Book	48	996	1.4	8.7	86	587	2.4	11.6	79	590	2.2	9.4	61	604	1.7	9.1	13	238	.3	4.9
WI '99	57	1055	1.6	10.8	108	713	3.1	14.2	90	611	2.5	12.0	81	667	2.3	12.0	10	262	.3	4.0
<b>KFSD-FM</b>																				
WI '00	1	88		.2	1	24		.1		8			1	28		.1	2	16	.1	.8
FA '99	1	95		.2		15				12			2	41	.1	.3	2	26	.1	.8
SU '99	2	92	.1	.4	4	51	.1	.6	1	24		.1	1	18		.1	1	14		.4
SP '99	1	38		.2	1	5		.1	4	17	.1	.4	1	19		.1	1	5		.4
4-Book	1	78		.3	2	24		.2	1	15		.1	1	27		.2	2	15	.1	.6
WI '99	1	45		.2		8			2	19	.1	.3		12				5		
<b>KGB -FM</b>																				
WI '00	11	383	.3	2.0	33	184	.9	4.3	9	122	.2	1.1	9	169	.2	1.3	3	44	.1	1.3
FA '99	15	369	.4	2.9	38	178	1.1	5.3	19	173	.5	2.6	10	132	.3	1.6	5	100	.1	2.0
SU '99	12	394	.3	2.2	21	148	.6	3.0	15	165	.4	1.8	13	175	.4	1.9	3	85	.1	1.1
SP '99	23	443	.7	3.9	63	252	1.8	8.0	34	205	1.0	3.6	19	196	.5	2.7	3	64	.1	1.1
4-Book	15	397	.4	2.8	39	191	1.1	5.2	19	166	.5	2.3	13	168	.4	1.9	4	73	.1	1.4
WI '99	13	464	.4	2.5	39	248	1.1	5.1	8	170	.2	1.1	12	225	.3	1.8	4	134	.1	1.6
<b>KHTS-FM</b>																				
WI '00	47	1225	1.3	8.7	54	636	1.5	7.1	65	654	1.8	7.8	63	767	1.7	9.4	27	394	.7	11.3
FA '99	44	1056	1.2	8.6	52	572	1.4	7.2	55	584	1.5	7.5	59	649	1.6	9.7	31	401	.9	12.3
SU '99	54	1119	1.5	9.8	47	522	1.3	6.7	76	733	2.2	8.9	80	766	2.3	11.5	38	464	1.1	14.3
SP '99	44	1093	1.2	7.4	52	503	1.5	6.6	52	594	1.5	5.4	55	670	1.6	7.9	24	339	.7	9.2
4-Book	47	1123	1.3	8.6	51	558	1.4	6.9	62	641	1.8	7.4	64	713	1.8	9.6	30	400	.9	11.8
WI '99	37	867	1.0	7.0	37	407	1.0	4.9	59	459	1.7	7.8	54	589	1.5	8.0	16	325	.5	6.5
<b>KIFM-FM</b>																				
WI '00	8	201	.2	1.5	9	71	.2	1.2	9	63	.2	1.1	12	118	.3	1.8	6	65	.2	2.5
FA '99	13	269	.4	2.5	20	129	.6	2.8	25	152	.7	3.4	13	118	.4	2.1	5	96	.1	2.0
SU '99	10	180	.3	1.8	15	127	.4	2.1	20	79	.6	2.4	12	86	.3	1.7	3	46	.1	1.1
SP '99	9	217	.3	1.5	11	96	.3	1.4	16	58	.5	1.7	13	109	.4	1.9	1	38		.4
4-Book	10	217	.3	1.8	14	106	.4	1.9	18	88	.5	2.2	13	108	.4	1.9	4	61	.1	1.5
WI '99	9	218	.3	1.7	7	108	.2	.9	15	112	.4	2.0	13	113	.4	1.9	5	65	.1	2.0

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 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>KIOZ-FM</b>																				
WI '00	20	567	.6	3.7	48	290	1.3	6.3	20	229	.6	2.4	31	279	.9	4.6	6	145	.2	2.5
FA '99	15	475	.4	2.9	39	276	1.1	5.4	14	217	.4	1.9	14	167	.4	2.3	3	76	.1	1.2
SU '99	23	536	.7	4.2	38	242	1.1	5.4	20	224	.6	2.4	27	258	.8	3.9	16	183	.5	6.0
SP '99	23	477	.7	3.9	47	267	1.3	5.9	27	190	.8	2.8	24	214	.7	3.4	11	161	.3	4.2
<b>4-Book</b>	<b>20</b>	<b>514</b>	<b>.6</b>	<b>3.7</b>	<b>43</b>	<b>269</b>	<b>1.2</b>	<b>5.8</b>	<b>20</b>	<b>215</b>	<b>.6</b>	<b>2.4</b>	<b>24</b>	<b>230</b>	<b>.7</b>	<b>3.6</b>	<b>9</b>	<b>141</b>	<b>.3</b>	<b>3.5</b>
WI '99	22	533	.6	4.2	47	312	1.3	6.2	24	241	.7	3.2	26	242	.7	3.8	9	162	.3	3.6
<b>KJQY-FM</b>																				
WI '00	13	323	.4	2.4	18	123	.5	2.4	23	167	.6	2.8	18	210	.5	2.7	6	78	.2	2.5
FA '99	16	219	.4	3.1	14	98	.4	1.9	34	150	.9	4.6	26	113	.7	4.3	5	75	.1	2.0
SU '99	7	271	.2	1.3	7	111	.2	1.0	7	71	.2	.8	8	102	.2	1.2	11	109	.3	4.1
SP '99	8	243	.2	1.3	9	105	.3	1.1	16	100	.5	1.7	9	68	.3	1.3	3	104	.1	1.1
<b>4-Book</b>	<b>11</b>	<b>264</b>	<b>.3</b>	<b>2.0</b>	<b>12</b>	<b>109</b>	<b>.4</b>	<b>1.6</b>	<b>20</b>	<b>122</b>	<b>.6</b>	<b>2.5</b>	<b>15</b>	<b>123</b>	<b>.4</b>	<b>2.4</b>	<b>6</b>	<b>92</b>	<b>.2</b>	<b>2.4</b>
WI '99	18	276	.5	3.4	23	176	.7	3.0	32	132	.9	4.3	23	153	.7	3.4	12	104	.3	4.8
<b>KLNV-FM</b>																				
WI '00	28	390	.8	5.2	39	270	1.1	5.1	40	256	1.1	4.8	30	263	.8	4.5	13	134	.4	5.5
FA '99	24	334	.7	4.7	29	205	.8	4.0	39	224	1.1	5.3	24	192	.7	3.9	10	121	.3	4.0
SU '99	27	364	.8	4.9	26	196	.7	3.7	44	231	1.2	5.2	28	197	.8	4.0	12	104	.3	4.5
SP '99	29	396	.8	4.9	39	235	1.1	4.9	46	247	1.3	4.8	27	223	.8	3.9	18	142	.5	6.9
<b>4-Book</b>	<b>27</b>	<b>371</b>	<b>.8</b>	<b>4.9</b>	<b>33</b>	<b>227</b>	<b>.9</b>	<b>4.4</b>	<b>42</b>	<b>240</b>	<b>1.2</b>	<b>5.0</b>	<b>27</b>	<b>219</b>	<b>.8</b>	<b>4.1</b>	<b>13</b>	<b>125</b>	<b>.4</b>	<b>5.2</b>
WI '99	26	341	.7	4.9	36	218	1.0	4.7	30	203	.8	4.0	27	174	.8	4.0	15	153	.4	6.0
<b>KLQV-FM</b>																				
WI '00	13	265	.4	2.4	14	125	.4	1.8	17	127	.5	2.0	13	151	.4	1.9	8	91	.2	3.4
FA '99	17	235	.5	3.3	21	139	.6	2.9	26	131	.7	3.5	19	127	.5	3.1	9	76	.2	3.6
SU '99	19	234	.5	3.5	26	140	.7	3.7	36	147	1.0	4.2	24	148	.7	3.5	7	88	.2	2.6
SP '99	17	227	.5	2.9	25	162	.7	3.2	29	142	.8	3.0	19	150	.5	2.7	7	98	.2	2.7
<b>4-Book</b>	<b>17</b>	<b>240</b>	<b>.5</b>	<b>3.0</b>	<b>22</b>	<b>142</b>	<b>.6</b>	<b>2.9</b>	<b>27</b>	<b>137</b>	<b>.8</b>	<b>3.2</b>	<b>19</b>	<b>144</b>	<b>.5</b>	<b>2.8</b>	<b>8</b>	<b>88</b>	<b>.2</b>	<b>3.1</b>
WI '99	14	201	.4	2.7	22	144	.6	2.9	21	138	.6	2.8	13	127	.4	1.9	6	63	.2	2.4
<b>KMSX-FM</b>																				
WI '00	29	735	.8	5.4	29	272	.8	3.8	61	486	1.7	7.3	40	444	1.1	6.0	9	184	.2	3.8
FA '99	25	670	.7	4.9	32	282	.9	4.4	53	398	1.5	7.2	34	389	.9	5.6	7	154	.2	2.8
SU '99	34	678	1.0	6.2	44	308	1.2	6.2	60	376	1.7	7.1	51	416	1.4	7.4	11	160	.3	4.1
SP '99	41	688	1.2	6.9	47	420	1.3	5.9	77	391	2.2	8.1	56	421	1.6	8.0	12	191	.3	4.6
<b>4-Book</b>	<b>32</b>	<b>693</b>	<b>.9</b>	<b>5.9</b>	<b>38</b>	<b>321</b>	<b>1.1</b>	<b>5.1</b>	<b>63</b>	<b>413</b>	<b>1.8</b>	<b>7.4</b>	<b>45</b>	<b>418</b>	<b>1.3</b>	<b>6.8</b>	<b>10</b>	<b>172</b>	<b>.3</b>	<b>3.8</b>
WI '99	40	705	1.1	7.6	56	399	1.6	7.4	72	396	2.0	9.6	56	456	1.6	8.3	7	217	.2	2.8
<b>KOGO-AM</b>																				
WI '00	4	82	.1	.7	7	53	.2	.9	8	59	.2	1.0	3	23	.1	.4				
FA '99	5	90	.1	1.0	12	82	.3	1.7	5	53	.1	.7	4	45	.1	.7	3	15	.1	1.2
SU '99	7	145	.2	1.3	8	45	.2	1.1	21	120	.6	2.5	6	61	.2	.9	3	29	.1	1.1
SP '99	10	177	.3	1.7	12	79	.3	1.5	26	116	.7	2.7	13	86	.4	1.9	4	22	.1	1.5
<b>4-Book</b>	<b>7</b>	<b>124</b>	<b>.2</b>	<b>1.2</b>	<b>10</b>	<b>65</b>	<b>.3</b>	<b>1.3</b>	<b>15</b>	<b>87</b>	<b>.4</b>	<b>1.7</b>	<b>7</b>	<b>54</b>	<b>.2</b>	<b>1.0</b>	<b>3</b>	<b>17</b>	<b>.1</b>	<b>1.0</b>
WI '99	3	78	.1	.6	5	33	.1	.7	3	45	.1	.4	3	25	.1	.4	5	31	.1	2.0
<b>KPLN-FM</b>																				
WI '00	8	240	.2	1.5	6	80	.2	.8	13	122	.4	1.6	9	107	.2	1.3	3	57	.1	1.3
FA '99	12	334	.3	2.3	16	111	.4	2.2	23	160	.6	3.1	11	137	.3	1.8	5	94	.1	2.0
SU '99	7	254	.2	1.3	9	96	.3	1.3	11	93	.3	1.3	8	155	.2	1.2	4	78	.1	1.5
SP '99	12	214	.3	2.0	19	88	.5	2.4	17	89	.5	1.8	11	111	.3	1.6	8	55	.2	3.1
<b>4-Book</b>	<b>10</b>	<b>261</b>	<b>.3</b>	<b>1.8</b>	<b>13</b>	<b>94</b>	<b>.4</b>	<b>1.7</b>	<b>16</b>	<b>116</b>	<b>.5</b>	<b>2.0</b>	<b>10</b>	<b>128</b>	<b>.3</b>	<b>1.5</b>	<b>5</b>	<b>71</b>	<b>.1</b>	<b>2.0</b>
WI '99	8	340	.2	1.5	12	158	.3	1.6	9	150	.3	1.2	8	177	.2	1.2	4	128	.1	1.6
<b>KPOP-AM</b>																				
WI '00		19			1	14		.1												
FA '99	2	14	.1	.4	1	14		.1	4	7	.1	.5	6	7	.2	1.0				
SU '99	3	48	.1	.5	4	14	.1	.6	4	33	.1	.5	2	21	.1	.3	2	14	.1	.8
SP '99		22								7							1	15		.4
<b>4-Book</b>	<b>1</b>	<b>26</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>11</b>		<b>.2</b>	<b>2</b>	<b>12</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>7</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>7</b>		<b>.3</b>
WI '99	1	25		.2	2	20	.1	.3		6				5			1	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 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>KPRZ-AM</b>																						
WI '00	1	13		.2	2	8	.1	.3		8				2	8	.1	.3					
FA '99	2	59	.1	.4	3	34	.1	.4	3	28	.1	.4		2	14	.1	.3				8	
SU '99	1	33		.2	1	12		.1		19				3	12	.1	.4				12	
SP '99		44			2	31	.1	.3		7					3						3	
4-Book	1	37		.2	2	21	.1	.3	1	16		.1		2	9	.1	.3				6	
WI '99	1	43		.2	2	35	.1	.3	1	22		.1		2	22	.1	.3					
<b>KSDD-AM</b>																						
WI '00		8																				
FA '99		15			1	8		.1		7				8							4	
SU '99		11								4				7							7	
SP '99	1	50		.2	1	29		.1	3	13	.1	.3									3	
4-Book		21		.1	1	9		.1	1	6		.1		4							3	
WI '99		23							2	15	.1	.3		8								
<b>KSON-AM</b>																						
WI '00	2	58	.1	.4	2	35	.1	.3	3	28	.1	.4		3	37	.1	.4				15	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																						
WI '00	23	425	.6	4.3	31	219	.9	4.1	33	258	.9	4.0		38	251	1.1	5.7	10	117	.3	4.2	
FA '99	31	556	.9	6.0	39	318	1.1	5.4	40	364	1.1	5.4		41	403	1.1	6.7	15	219	.4	6.0	
SU '99	29	587	.8	5.3	45	378	1.3	6.4	44	370	1.2	5.2		37	360	1.0	5.3	9	160	.3	3.4	
SP '99	31	570	.9	5.2	44	371	1.2	5.6	52	297	1.5	5.4		39	366	1.1	5.6	8	203	.2	3.1	
4-Book	29	535	.8	5.2	40	322	1.1	5.4	42	322	1.2	5.0		39	345	1.1	5.8	11	175	.3	4.2	
WI '99	30	487	.8	5.7	40	263	1.1	5.3	42	283	1.2	5.6		39	317	1.1	5.8	8	127	.2	3.2	
<b>KSPA-AM</b>																						
WI '00	1	13		.2					2	6	.1	.2		1	13		.1					
FA '99		7																1	7		.4	
SU '99	1	7		.2					2	7	.1	.2		1	7		.1					
SP '99																						
4-Book	1	7		.1					1	3	.1	.1		1	5		.1				2	
WI '99		7				7								7							7	
<b>KXST-FM</b>																						
WI '00	4	190	.1	.7	4	80	.1	.5	4	86	.1	.5		7	110	.2	1.0	2	39	.1	.8	
FA '99	11	245	.3	2.1	12	123	.3	1.7	19	146	.5	2.6		16	136	.4	2.6	5	90	.1	2.0	
SU '99	10	247	.3	1.8	13	131	.4	1.8	15	117	.4	1.8		16	144	.5	2.3	3	68	.1	1.1	
SP '99	16	212	.5	2.7	16	110	.5	2.0	28	137	.8	2.9		16	111	.5	2.3	4	37	.1	1.5	
4-Book	10	224	.3	1.8	11	111	.3	1.5	17	122	.5	2.0		14	125	.4	2.1	4	59	.1	1.4	
WI '99	10	243	.3	1.9	14	134	.4	1.8	20	97	.6	2.7		15	147	.4	2.2	1	94		.4	
<b>KYXY-FM</b>																						
WI '00	38	608	1.1	7.0	40	310	1.1	5.2	78	374	2.2	9.4		43	355	1.2	6.4	18	194	.5	7.6	
FA '99	32	572	.9	6.2	36	276	1.0	5.0	54	310	1.5	7.3		38	261	1.1	6.2	15	245	.4	6.0	
SU '99	33	560	.9	6.0	36	230	1.0	5.1	68	305	1.9	8.0		45	260	1.3	6.5	14	200	.4	5.3	
SP '99	30	538	.8	5.0	38	242	1.1	4.8	55	292	1.6	5.8		39	299	1.1	5.6	12	157	.3	4.6	
4-Book	33	570	.9	6.1	38	265	1.1	5.0	64	320	1.8	7.6		41	294	1.2	6.2	15	199	.4	5.9	
WI '99	34	608	1.0	6.5	48	339	1.4	6.3	58	262	1.6	7.7		39	290	1.1	5.8	19	209	.5	7.7	
<b>XBAC-AM</b>																						
WI '00		8				8				8												
FA '99		15			1	8		.1							7							
SU '99		19				12			1	7		.1										
SP '99		5				5				5												
4-Book		12				8				5					2							
WI '99		26				7				7				2	19	.1	.3					

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 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>XEMO-AM</b>																				
WI '00	3	35	.1	.6	5	29	.1	.7	3	22	.1	.4	2	17	.1	.3	2	16	.1	.8
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	63	.1	.5	6	42	.2	.8	4	37	.1	.4	5	33	.1	.7	1	16	**	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	10	136	.3	1.8	5	29	.1	.7	15	77	.4	1.8	14	78	.4	2.1	8	56	.2	3.4
FA '99	9	198	.2	1.8	9	111	.2	1.2	12	119	.3	1.6	14	122	.4	2.3	8	42	.2	3.2
SU '99	3	114	.1	.5	5	49	.1	.7	2	44	.1	.2	3	37	.1	.4	2	35	.1	.8
SP '99	10	152	.3	1.7	15	62	.4	1.9	14	72	.4	1.5	10	75	.3	1.4	5	31	.1	1.9
4-Book	8	150	.2	1.5	9	63	.2	1.1	11	78	.3	1.3	10	78	.3	1.6	6	41	.2	2.3
WI '99	8	189	.2	1.5	7	78	.2	.9	14	91	.4	1.9	10	70	.3	1.5	4	33	.1	1.6
<b>XHRM-FM</b>																				
WI '00	32	704	.9	5.9	40	339	1.1	5.2	48	422	1.3	5.8	40	413	1.1	6.0	14	189	.4	5.9
FA '99	23	567	.6	4.5	27	243	.7	3.7	34	303	.9	4.6	29	304	.8	4.8	12	159	.3	4.8
SU '99	36	596	1.0	6.5	49	295	1.4	6.9	54	316	1.5	6.3	41	351	1.2	5.9	16	209	.5	6.0
SP '99	39	616	1.1	6.6	46	250	1.3	5.8	72	329	2.0	7.5	45	341	1.3	6.5	15	175	.4	5.7
4-Book	33	621	.9	5.9	41	282	1.1	5.4	52	343	1.4	6.1	39	352	1.1	5.8	14	183	.4	5.6
WI '99	35	604	1.0	6.6	35	300	1.0	4.6	61	287	1.7	8.1	48	365	1.4	7.1	18	234	.5	7.3
<b>XHTZ-FM</b>																				
WI '00	39	903	1.1	7.2	50	500	1.4	6.5	57	534	1.6	6.9	48	527	1.3	7.1	22	416	.6	9.2
FA '99	40	831	1.1	7.8	46	467	1.3	6.4	47	464	1.3	6.4	52	522	1.4	8.5	30	348	.8	11.9
SU '99	48	816	1.4	8.7	57	456	1.6	8.1	66	470	1.9	7.8	55	522	1.6	7.9	31	330	.9	11.7
SP '99	42	817	1.2	7.1	43	413	1.2	5.4	51	487	1.4	5.3	46	529	1.3	6.6	28	344	.8	10.7
4-Book	42	842	1.2	7.7	49	459	1.4	6.6	55	489	1.6	6.6	50	525	1.4	7.5	28	360	.8	10.9
WI '99	41	749	1.2	7.8	56	394	1.6	7.4	34	410	1.0	4.5	58	432	1.6	8.6	40	321	1.1	16.1
<b>XLTN-FM</b>																				
WI '00	9	194	.2	1.7	10	67	.3	1.3	12	112	.3	1.4	13	111	.4	1.9	5	63	.1	2.1
FA '99	10	189	.3	1.9	14	90	.4	1.9	13	116	.4	1.8	10	91	.3	1.6	8	97	.2	3.2
SU '99	8	135	.2	1.5	6	44	.2	.8	13	94	.4	1.5	12	75	.3	1.7	3	36	.1	1.1
SP '99	17	203	.5	2.9	25	138	.7	3.2	30	117	.8	3.1	16	111	.5	2.3	6	75	.2	2.3
4-Book	11	180	.3	2.0	14	85	.4	1.8	17	110	.5	2.0	13	97	.4	1.9	6	68	.2	2.2
WI '99	9	178	.3	1.7	13	120	.4	1.7	13	107	.4	1.7	11	79	.3	1.6	3	46	.1	1.2
<b>XMOR-FM</b>																				
WI '00	8	114	.2	1.5	12	68	.3	1.6	7	67	.2	.8	7	74	.2	1.0	6	39	.2	2.5
FA '99	6	124	.2	1.2	5	61	.1	.7	7	68	.2	.9	8	53	.2	1.3	6	60	.2	2.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	83	.1	.7	6	55	.2	.8	6	52	.2	.6	3	43	.1	.4	4	36	.1	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	2	34	.1	.4	2	11	.1	.3	1	16		.1	1	17		.1	1	16		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	26		.2	5	20	.1	.7	1	20		.1		9						
SP '99	5	46	.1	.8	12	36	.3	1.5	11	32	.3	1.2	2	16	.1	.3	1	10		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	3	66	.1	.6	6	36	.2	.8	3	41	.1	.4	1	18		.1	1	18		.4
<b>XTRA-AM</b>																				
WI '00	1	47		.2	2	13	.1	.3	2	25	.1	.2	3	26	.1	.4				
FA '99	1	56		.2						11										7
SU '99	1	57		.2	2	33	.1	.3	1	25		.1	1	15		.1				7
SP '99	3	37	.1	.5	3	14	.1	.4	11	20	.3	1.2	2	24	.1	.3				5
4-Book	2	49		.3	2	15	.1	.3	4	20	.1	.4	2	16	.1	.2				5
WI '99	1	83		.2	2	26	.1	.3	1	22		.1	1	37		.1				13

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

	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>XTRA-FM</b>																				
WI '00	42	964	1.2	7.8	70	584	1.9	9.2	55	479	1.5	6.6	52	600	1.4	7.7	20	350	.6	8.4
FA '99	35	863	1.0	6.8	50	409	1.4	6.9	38	483	1.1	5.1	44	542	1.2	7.2	22	324	.6	8.7
SU '99	46	942	1.3	8.4	70	448	2.0	9.9	62	528	1.8	7.3	48	599	1.4	6.9	26	331	.7	9.8
SP '99	42	900	1.2	7.1	45	369	1.3	5.7	68	502	1.9	7.1	60	577	1.7	8.6	19	324	.5	7.3
<b>4-Book</b>	<b>41</b>	<b>917</b>	<b>1.2</b>	<b>7.5</b>	<b>59</b>	<b>453</b>	<b>1.7</b>	<b>7.9</b>	<b>56</b>	<b>498</b>	<b>1.6</b>	<b>6.5</b>	<b>51</b>	<b>580</b>	<b>1.4</b>	<b>7.6</b>	<b>22</b>	<b>332</b>	<b>.6</b>	<b>8.6</b>
WI '99	31	749	.9	5.9	43	429	1.2	5.7	29	299	.8	3.9	39	461	1.1	5.8	20	278	.6	8.1
<b>KFI -AM</b>																				
WI '00	7	82	.2	1.3	3	24	.1	.4	21	67	.6	2.5	6	51	.2	.9	1	16		.4
FA '99	4	53	.1	.8	4	23	.1	.6	10	38	.3	1.4	4	37	.1	.7		7		
SU '99	3	93	.1	.5	2	27	.1	.3	9	45	.3	1.1	6	76	.2	.9		7		
SP '99	2	112	.1	.3	1	15		.1	5	51	.1	.5	3	38	.1	.4				
<b>4-Book</b>	<b>4</b>	<b>85</b>	<b>.1</b>	<b>.7</b>	<b>3</b>	<b>22</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>50</b>	<b>.3</b>	<b>1.4</b>	<b>5</b>	<b>51</b>	<b>.2</b>	<b>.7</b>		<b>8</b>		<b>.1</b>
WI '99	2	72	.1	.4	1	17		.1	7	57	.2	.9	3	25	.1	.4		7		
<b>KKBT-FM</b>																				
WI '00	4	126	.1	.7	4	33	.1	.5	5	71	.1	.6	6	47	.2	.9	5	32	.1	2.1
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	3	105	.1	.5	5	55	.1	.7	3	29	.1	.4	3	73	.1	.4	3	19	.1	1.1
SP '99	3	113	.1	.5	1	22		.1	4	54	.1	.4	3	41	.1	.4		14		
<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 '99	3	108	.1	.6	3	53	.1	.4	4	32	.1	.5	5	86	.1	.7	2	23	.1	.8
<b>KNX -AM</b>																				
WI '00		21				14								6				6		
FA '99		15				8				7										
SU '99		13							1	13		.1								
SP '99																				
<b>4-Book</b>		<b>12</b>				<b>6</b>				<b>5</b>				<b>2</b>				<b>2</b>		
WI '99	1	38		.2	2	18	.1	.3	1	26		.1						6		
<b>KSSE-FM</b>																				
WI '00	2	84	.1	.4	3	40	.1	.4	5	50	.1	.6	2	41	.1	.3	1	27		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	3	78	.1	.6	7	44	.2	.9	5	55	.1	.6	4	36	.1	.6	1	21		.4
FA '99	2	44	.1	.4	3	23	.1	.4	2	21	.1	.3	2	16	.1	.3				
SU '99	6	58	.2	1.1	7	26	.2	1.0	10	25	.3	1.2	9	37	.3	1.3		20		
SP '99		42				7				5				5				7		
<b>4-Book</b>	<b>3</b>	<b>56</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>25</b>	<b>.1</b>	<b>.6</b>	<b>4</b>	<b>25</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>24</b>	<b>.1</b>	<b>.6</b>		<b>12</b>		<b>.1</b>
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	4	70	.1	.7	4	24	.1	.5	5	36	.1	.6	2	22	.1	.3	4	23	.1	1.7
FA '99	4	106	.1	.8	4	43	.1	.6	6	61	.2	.8	5	55	.1	.8	2	38	.1	.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	2	60	.1	.3	1	5		.1	3	20	.1	.3	2	26	.1	.3				
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 2	35	.1	.4	4	29	.1	.5	5	23	.1	.6		6			*			
FA '99	1	19		.2	1	4		.1	1	13		.1		4				5		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	1	19		.2	2	14	.1	.3	3	13	.1	.3		5						
<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 '99	2	27	.1	.4	3	23	.1	.4	3	23	.1	.4								
<b>TOTALS</b>																				
WI '00	541	3474	15.0		765	2914	21.2		830	2952	23.0		672	2958	18.6		238	1912	6.6	
FA '99	513	3476	14.2		721	3124	19.9		738	2923	20.4		609	2943	16.8		252	2134	7.0	
SU '99	550	3408	15.6		706	2831	20.0		851	2839	24.1		693	3004	19.6		266	2012	7.5	
SP '99	595	3388	16.9		790	2944	22.4		955	3005	27.1		696	3015	19.7		262	2028	7.4	
<b>4-Book</b>	<b>550</b>	<b>3437</b>	<b>15.4</b>		<b>746</b>	<b>2953</b>	<b>20.9</b>		<b>844</b>	<b>2930</b>	<b>23.7</b>		<b>668</b>	<b>2980</b>	<b>18.7</b>		<b>255</b>	<b>2022</b>	<b>7.1</b>	
WI '99	527	3427	14.9		758	3052	21.5		752	2711	21.3		677	2860	19.2		248	1985	7.0	

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



# Target Listener 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
KBZT-FM																				
WI '00	20	194	.6	2.6	10	38	.3	2.8	17	21	.5	4.7	20	25	.6	3.4	11	13	.3	2.6
4-Book	12	160	.3	1.5	7	75	.2	1.7	7	19	.2	2.0	12	39	.3	1.9	8	24	.2	1.7
KCBQ-AM																				
WI '00	**	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM																				
WI '00	1	23	.1	.1		15														
4-Book	2	48	.1	.3	2	33		.4	2	9	.1	.5	2		.1		1	5		.2
KFMB-FM																				
WI '00	72	850	2.0	9.5	22	474	.6	6.2	24	99	.7	6.7	40	198	1.1	6.8	28	136	.8	6.6
4-Book	76	913	2.1	10.0	24	481	.7	6.2	25	122	.7	7.4	41	196	1.1	6.0	26	137	.8	5.7
KFSD-FM																				
WI '00	1	61	.1	.1	1	28	.3	.3	1	8	.3	.3					1	5	.2	.2
4-Book	2	48	.1	.2	1	41	.3	.3	1	8	.3	.3	4				1	9	.1	.3
KGB -FM																				
WI '00	16	339	.4	2.1	5	139	.1	1.4	5	16	.1	1.4	8	26	.2	1.4	6	27	.2	1.4
4-Book	23	344	.7	3.0	9	161	.2	2.3	11	45	.3	3.1	13	55	.3	1.9	12	36	.4	2.7
KHTS-FM																				
WI '00	61	1114	1.7	8.0	36	627	1.0	10.2	35	114	1.0	9.7	39	211	1.1	6.6	31	181	.9	7.3
4-Book	59	1018	1.7	7.8	38	594	1.1	10.1	34	128	1.0	9.7	65	259	1.8	9.5	43	176	1.2	9.2
KIFM-FM																				
WI '00	10	175	.3	1.3	6	46	.2	1.7	16	21	.4	4.4	8	32	.2	1.4	7	14	.2	1.7
4-Book	15	176	.5	2.0	6	81	.2	1.5	7	17	.2	2.0	8	31	.2	1.2	6	20	.2	1.2
KIDZ-FM																				
WI '00	32	510	.9	4.2	8	212	.2	2.3	4	28	.1	1.1	17	93	.5	2.9	16	90	.4	3.8
4-Book	29	447	.8	3.8	14	224	.4	3.7	10	41	.3	2.8	22	98	.6	3.3	20	82	.6	4.4
KJQY-FM																				
WI '00	20	286	.6	2.6	5	83	.1	1.4	1	8	.3	.3	7	49	.2	1.2	7	16	.2	1.7
4-Book	16	211	.5	2.2	5	88	.1	1.3	3	12	.1	1.0	13	48	.4	1.9	8	24	.3	1.9
KLNV-FM																				
WI '00	37	367	1.0	4.9	21	232	.6	5.9	22	80	.6	6.1	29	106	.8	4.9	20	60	.6	4.7
4-Book	35	329	1.0	4.6	22	224	.6	5.8	22	76	.6	6.4	37	115	1.0	5.5	22	56	.6	4.9
KLQV-FM																				
WI '00	15	219	.4	2.0	12	153	.3	3.4	9	32	.2	2.5	24	84	.7	4.1	17	54	.5	4.0
4-Book	23	210	.6	3.0	11	129	.3	3.0	12	38	.4	3.6	23	65	.7	3.5	11	37	.3	2.5
KMSX-FM																				
WI '00	45	658	1.2	5.9	14	369	.4	4.0	6	44	.2	1.7	27	135	.7	4.6	16	68	.4	3.8
4-Book	50	617	1.4	6.5	17	351	.5	4.4	10	54	.3	2.8	36	152	1.0	5.2	24	104	.7	5.0
KOGO-AM																				
WI '00	6	82	.2	.8	3	22	.1	.8	5	22	.1	1.4								
4-Book	11	119	.3	1.4	2	20	.1	.4	3	11	.1	.8	1	4	.1	.1				.1
KPLN-FM																				
WI '00	10	189	.3	1.3	7	95	.2	2.0	12	32	.3	3.3	8	39	.2	1.4	5	27	.1	1.2
4-Book	13	209	.4	1.7	7	104	.2	1.9	7	26	.2	2.1	10	41	.3	1.5	8	29	.2	1.7
KPOP-AM																				
WI '00		14				5														
4-Book	2	19	.1	.2	1	6		.2	1	2		.4	3	4	.1	.4		2		.1
KPRZ-AM																				
WI '00	1	8	.1	.1		5														
4-Book	2	29	.2	.2	1	17		.1		1		.1		1		.1		3		.3

Target Listener Estimates - Women 18-34

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KSDO-AM</b>																				
WI '00					8								1	8	.2		1	8	.2	
4-Book	1	17	.1		6	.1							1	4	.1		2	.1		
<b>KSON-AM</b>																				
WI '00	3	51	.1	.4	1	23	.3						4	23	.1	.7	1	8	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	34	360	.9	4.5	12	218	.3	3.4	14	64	.4	3.9	25	109	.7	4.3	17	74	.5	4.0
4-Book	41	479	1.1	5.4	19	281	.5	5.1	20	89	.6	5.7	39	131	1.1	5.8	29	105	.8	6.5
<b>KSPA-AM</b>																				
WI '00	1	13		.1	6															
4-Book	1	5		.1	3															
<b>KXST-FM</b>																				
WI '00	5	154	.1	.7	4	101	.1	1.1	3	23	.1	.8	4	22	.1	.7	2	17	.1	.5
4-Book	14	193	.4	1.8	8	106	.2	2.0	7	30	.2	2.0	15	40	.4	2.2	5	23	.2	1.1
<b>KYXY-FM</b>																				
WI '00	56	508	1.5	7.4	18	335	.5	5.1	17	71	.5	4.7	33	130	.9	5.6	14	61	.4	3.3
4-Book	49	465	1.4	6.5	17	266	.5	4.6	15	55	.4	4.2	35	104	1.0	5.2	20	61	.6	4.4
<b>XBAC-AM</b>																				
WI '00		8																		
4-Book		12				2			1	2	.2									
<b>XEMO-AM</b>																				
WI '00	3	35	.1	.4	3	17	.1	.8	6	17	.2	1.7	3	11	.1	.5	5	6	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	12	115	.3	1.6	9	77	.2	2.5	7	23	.2	1.9	18	41	.5	3.1	21	34	.6	5.0
4-Book	10	124	.3	1.3	7	72	.2	1.7	6	21	.2	1.6	13	38	.4	2.0	10	29	.3	2.3
<b>XHRM-FM</b>																				
WI '00	43	630	1.2	5.7	25	349	.7	7.1	15	56	.4	4.2	44	168	1.2	7.5	35	118	1.0	8.3
4-Book	45	527	1.3	5.9	24	322	.7	6.4	18	62	.5	5.4	40	127	1.1	6.0	29	101	.8	6.5
<b>XHTZ-FM</b>																				
WI '00	52	803	1.4	6.8	27	501	.7	7.6	27	113	.7	7.5	49	265	1.4	8.3	30	174	.8	7.1
4-Book	52	762	1.4	6.8	34	497	1.0	9.0	26	104	.7	7.6	58	243	1.6	8.8	46	172	1.3	10.2
<b>XLTN-FM</b>																				
WI '00	12	163	.3	1.6	7	80	.2	2.0	8	28	.2	2.2	11	34	.3	1.9	2	18	.1	.5
4-Book	15	154	.4	1.9	8	96	.2	2.2	8	22	.2	2.3	14	46	.4	2.2	9	31	.3	1.9
<b>XMOR-FM</b>																				
WI '00	8	102	.2	1.1	8	72	.2	2.3	1	6		.3	18	50	.5	3.1	13	34	.4	3.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	2	22	.1	.3	2	27	.1	.6	1	6		.3	5	11	.1	.9				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
WI '00	2	47	.1	.3	1	12		.3										7		
4-Book	2	36	.1	.3	1	16		.4	1	2		.3	1	6		.2	1	6		.2
<b>XTRA-FM</b>																				
WI '00	59	828	1.6	7.8	25	503	.7	7.1	28	126	.8	7.8	41	195	1.1	7.0	40	189	1.1	9.5
4-Book	55	807	1.5	7.2	29	491	.8	7.8	29	113	.8	8.4	54	206	1.5	8.1	36	157	1.0	8.0
<b>KFI -AM</b>																				
WI '00	11	74	.3	1.4	3	40	.1	.8					6	17	.2	1.0				
4-Book	7	79	.2	.9	2	25		.4	1	4	.1	.3	3	14	.1	.5	1	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>KKBT-FM</b>																				
WI '00	5	104	.1	.7	3	38	.1	.8	3	12	.1	.8	5	17	.1	.9	8	19	.2	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00		14				2								2	.1					
4-Book		11				2								2	.1					
<b>KSSE-FM</b>																				
WI '00	3	73	.1	.4	1	27		.3					3	16	.1	.5	4	17	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	5	68	.1	.7	1	45		.3	5	16	.1	1.4					2	8	.1	.5
4-Book	4	40	.1	.6	2	38	.1	.6	2	6	.1	.6	4	9	.1	.7	3	11	.1	.7
<b>XHTY-FM</b>																				
WI '00	4	64	.1	.5	4	45	.1	1.1	7	23	.2	1.9	4	23	.1	.7	7	11	.2	1.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	3	29	.1	.4	* 1	6		.3	2	6	.1	.6								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	761	3424	21.0		354	2729	9.8		360	1103	10.0		587	1746	16.2		423	1234	11.7	
4-Book	759	3387	21.3		377	2779	10.6		346	1105	9.7		665	1772	18.7		453	1317	12.7	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - 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	
KBZT-FM																						
WI '00		4	13	.1	2.0	7	8	.2	2.8	14	32	.4	3.1	6	8	.2	1.7	3	8	.1	1.5	
4-Book		3	13	.1	1.3	5	9	.2	2.0	9	24	.3	1.8	7	16	.2	2.0	4	16	.1	1.8	
KCBQ-AM																						
WI '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFMB-AM																						
WI '00						1	8		.4	3	15	.1	.7									
4-Book		2	10	.1	.9	4	9	.1	1.7	4	17	.1	.8	1	6		.4	1	4		.4	
KFMB-FM																						
WI '00		8	31	.2	3.9	11	44	.3	4.5	35	143	1.0	7.8	18	94	.5	5.2	12	32	.3	5.9	
4-Book		10	58	.3	4.0	14	77	.4	6.1	35	149	1.0	7.3	28	122	.8	8.3	10	50	.3	4.6	
KFSD-FM																						
WI '00						1	6		.4	4	23	.1	.9	1	6		.3					
4-Book		1	5		.2	1	5		.2	3	18	.1	.7	1	6		.4	2	8	.1	.7	
KGB -FM																						
WI '00		2	17	.1	1.0	4	8	.1	1.6	9	16	.2	2.0	3	21	.1	.9	3	28	.1	1.5	
4-Book		4	23	.1	1.5	7	21	.2	2.8	12	36	.3	2.4	7	29	.2	1.8	5	21	.1	2.3	
KHTS-FM																						
WI '00		19	136	.5	9.3	40	120	1.1	16.2	62	239	1.7	13.7	41	183	1.1	11.7	22	125	.6	10.7	
4-Book		24	135	.7	9.8	25	96	.7	10.0	52	205	1.5	10.9	39	150	1.1	11.0	23	114	.7	10.5	
KIFM-FM																						
WI '00		6	22	.2	2.9	3	6	.1	1.2	1	6		.2	1	6		.3	4	14	.1	2.0	
4-Book		3	13	.1	1.1	4	12	.1	1.6	8	29	.2	1.7	8	20	.2	2.1	3	15	.1	1.2	
KIOZ-FM																						
WI '00		4	47	.1	2.0	2	16	.1	.8	10	49	.3	2.2	6	46	.2	1.7	4	23	.1	2.0	
4-Book		11	50	.3	4.5	7	27	.2	3.1	18	54	.5	3.8	13	57	.4	3.8	8	34	.2	3.6	
KJQY-FM																						
WI '00		3	13	.1	1.5	11	30	.3	4.5	3	16	.1	.7	3	30	.1	.9	6	14	.2	2.9	
4-Book		3	15	.1	1.1	3	13	.1	1.4	3	22	.1	.6	4	13	.1	1.0	2	11	.1	1.0	
KLNV-FM																						
WI '00		10	23	.3	4.9	21	58	.6	8.5	35	106	1.0	7.8	24	71	.7	6.9	11	39	.3	5.4	
4-Book		12	34	.3	4.9	18	47	.5	7.2	36	95	1.0	7.5	19	49	.6	5.5	10	37	.3	4.7	
KLQV-FM																						
WI '00		10	40	.3	4.9	5	20	.1	2.0	14	34	.4	3.1	9	23	.2	2.6	6	38	.2	2.9	
4-Book		6	31	.2	2.7	9	23	.3	3.8	12	32	.3	2.6	7	18	.2	1.8	6	29	.2	3.1	
KMSX-FM																						
WI '00		10	81	.3	4.9	4	23	.1	1.6	19	110	.5	4.2	22	80	.6	6.3	5	37	.1	2.4	
4-Book		9	51	.3	3.5	5	33	.1	2.1	18	77	.5	3.7	22	100	.6	6.2	9	57	.3	4.2	
KOGO-AM																						
WI '00						7	14	.2	2.8	7	7	.2	1.6	4	7	.1	1.1					
4-Book						3	6	.1	1.1	3	6	.1	.7	1	2		.3	2	4	.1	.7	
KPLN-FM																						
WI '00		5	22	.1	2.5					3	23	.1	.7	15	50	.4	4.3	10	14	.3	4.9	
4-Book		5	21	.1	2.0	1	7	.1	.5	6	27	.2	1.3	14	44	.4	3.9	6	19	.2	3.1	
KPOP-AM																						
WI '00														2	5	.1	.6					
4-Book														1	1		.2					
KPRZ-AM																						
WI '00							5															
4-Book						2	11	.1	.7	1	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 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
KSDO-AM WI '00 4-Book	1	2		.4																
KSON-AM WI '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM WI '00 4-Book	6 11	38 51	.2 .3	2.9 4.3	13 11	52 52	.4 .3	5.3 4.3	14 22	81 93	.4 .6	3.1 4.7	6 16	23 59	.2 .4	1.7 4.6	2 8	15 38	.1 .2	1.0 3.6
KSPA-AM WI '00 4-Book	1	2		.2	4 1	6 2	.1	1.6 .4												
KXST-FM WI '00 4-Book	3 5	24 16	.1 .2	1.5 1.8	5 5	12 12	.1 .1	1.7 1.7	9 13	40 35	.2 .3	2.0 2.6	8 11	33 27	.2 .3	2.3 3.0	3	15	.1	1.4
KYXY-FM WI '00 4-Book	12 9	66 44	.3 .3	5.9 3.6	15 11	52 39	.4 .3	6.1 4.6	21 23	116 85	.6 .7	4.7 4.8	11 14	53 48	.3 .4	3.2 4.2	18 13	76 62	.5 .4	8.8 6.2
XBAC-AM WI '00 4-Book																				
XEMO-AM WI '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	9 11	.2 .2	2.6 2.6	**	**	**	**
+XHCR-FM WI '00 4-Book	7 5	28 19	.2 .2	3.4 2.0	3 3	20 15	.1 .1	1.2 1.4	5 8	26 25	.1 .2	1.1 1.6	7 5	7 14	.2 .1	2.0 1.4	2 2	7 12	.1 .1	1.0 1.1
XHRM-FM WI '00 4-Book	19 20	57 70	.5 .6	9.3 8.3	17 15	57 46	.5 .4	6.9 6.3	21 27	77 91	.6 .8	4.7 5.7	22 19	75 75	.6 .6	6.3 5.6	26 20	53 64	.7 .6	12.7 9.6
XHTZ-FM WI '00 4-Book	23 34	110 133	.6 1.0	11.3 13.9	17 19	64 74	.5 .6	6.9 7.8	33 40	137 149	.9 1.1	7.3 8.2	21 24	124 96	.6 .7	6.0 6.9	17 23	117 104	.5 .7	8.3 10.8
XLTN-FM WI '00 4-Book	8 8	32 30	.2 .2	3.9 3.4	7 6	11 18	.2 .2	2.8 2.5	11 12	23 29	.3 .3	2.4 2.4	5 6	17 17	.1 .2	1.4 1.6	5 5	12 16	.1 .1	2.4 2.4
XMOR-FM WI '00 4-Book	2 **	16 **	.1 **	1.0 **	4 **	11 **	.1 **	1.6 **	13 **	27 **	.4 **	2.9 **	7 **	20 **	.2 **	2.0 **	6 **	10 **	.2 **	2.9 **
XPRS-AM WI '00 4-Book	2 **	5 **	.1 **	1.0 **	7 **	16 **	.2 **	2.8 **	2 **	6 **	.1 **	.4 **	** **	** **	** **	** **	1 **	6 **	** **	.5 **
XTRA-AM WI '00 4-Book	2 1	5 1	.1 .3	1.0 .3	1 1	2 2		.3	1 2	5 9	.1 .1	.2 .5	1 3	5 12	.1 .1	1.0 1.0		2		.1
XTRA-FM WI '00 4-Book	12 21	85 97	.3 .6	5.9 8.6	13 21	82 91	.4 .6	5.3 8.3	28 34	163 158	.8 1.0	6.2 7.1	26 22	131 103	.7 .6	7.4 6.3	17 17	81 87	.5 .5	8.3 8.1
KFI -AM WI '00 4-Book		2			2 1	8 4	.1 .3	.8 .3	12 4	17 12	.3 .1	2.7 .9	5 1	23 6	.1 .4	1.4 .4	1	2		.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM WI '00 4-Book	3 **	10 **	.1 **	1.5 **	1 **	6 **	.4 **	1 **	8 **	.2 **	.2 **	**	7 **	**	**	3 **	17 **	.1 **	1.5 **	
KNX -AM WI '00 4-Book																				
KSSE-FM WI '00 4-Book	2 **	11 **	.1 **	1.0 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM WI '00 4-Book	1 2	8 7	.5 .1	.7 .7	3 3	22 18	.1 .1	1.2 1.3	2 2	7 10	.1 .1	.4 .4		2		1	2		.3	
XHTY-FM WI '00 4-Book	3 **	5 **	.1 **	1.5 **	**	**	**	**	5 **	17 **	.1 **	1.1 **	9 **	17 **	.2 **	2.6 **	2 **	6 **	.1 **	1.0 **
XKAM-AM WI '00 4-Book	* **	**	**	**	**	**	**	**	2 **	6 **	.1 **	.4 **	**	**	**	*	**	**	**	
<b>TOTALS</b> WI '00 4-Book	204 243	822 878	5.6 6.8		247 243	796 799	6.8 6.8		451 479	1284 1345	12.5 13.4		349 348	970 995	9.7 9.8		205 211	727 779	5.7 5.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 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>KBZT-FM</b>																				
WI '00	28	630	.4	2.8	32	285	.5	2.1	39	275	.6	2.5	38	360	.5	3.0	7	110	.1	1.9
FA '99	23	500	.3	2.3	29	214	.4	1.9	42	273	.6	2.8	24	290	.3	2.0	6	98	.1	1.5
SU '99	29	668	.4	2.9	48	328	.7	3.4	49	334	.7	3.0	35	388	.5	2.8	5	121	.1	1.2
SP '99	27	697	.4	2.6	36	346	.5	2.4	42	404	.6	2.5	33	419	.5	2.6	8	179	.1	1.9
<b>4-Book</b>	<b>27</b>	<b>624</b>	<b>.4</b>	<b>2.7</b>	<b>36</b>	<b>293</b>	<b>.5</b>	<b>2.5</b>	<b>43</b>	<b>322</b>	<b>.6</b>	<b>2.7</b>	<b>33</b>	<b>364</b>	<b>.5</b>	<b>2.6</b>	<b>7</b>	<b>127</b>	<b>.1</b>	<b>1.6</b>
WI '99	25	627	.4	2.4	35	309	.5	2.3	33	294	.5	2.2	38	364	.6	2.9	9	177	.1	2.2
<b>KCBO-AM</b>																				
WI '00		25			1	6		.1		14				5						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		12												5				5		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	1	35		.1	2	21		.1	3	16		.2	2	13		.2		13		
<b>KFMB-AM</b>																				
WI '00	9	182	.1	.9	20	88	.3	1.3	15	79	.2	1.0	9	78	.1	.7	2	41		.5
FA '99	10	369	.1	1.0	9	87	.1	.6	19	177	.3	1.3	13	120	.2	1.1	5	74	.1	1.2
SU '99	15	474	.2	1.5	14	146	.2	1.0	9	112	.1	.6	22	247	.3	1.8	16	169	.2	3.8
SP '99	11	371	.2	1.0	21	174	.3	1.4	12	110	.2	.7	18	171	.3	1.4	5	125	.1	1.2
<b>4-Book</b>	<b>11</b>	<b>349</b>	<b>.2</b>	<b>1.1</b>	<b>16</b>	<b>124</b>	<b>.2</b>	<b>1.1</b>	<b>14</b>	<b>120</b>	<b>.2</b>	<b>.9</b>	<b>16</b>	<b>154</b>	<b>.2</b>	<b>1.3</b>	<b>7</b>	<b>102</b>	<b>.1</b>	<b>1.7</b>
WI '99	6	219	.1	.6	15	99	.2	1.0	6	82	.1	.4	8	113	.1	.6	1	46		.2
<b>KFMB-FM</b>																				
WI '00	95	1769	1.4	9.4	228	1168	3.3	14.7	139	921	2.0	9.0	108	912	1.6	8.7	15	350	.2	4.1
FA '99	75	1576	1.1	7.4	163	976	2.3	10.7	102	869	1.5	6.7	97	924	1.4	8.1	15	379	.2	3.7
SU '99	81	1747	1.2	8.0	162	1076	2.4	11.4	127	1070	1.9	7.9	101	1012	1.5	8.2	18	468	.3	4.3
SP '99	91	1750	1.4	8.6	176	1084	2.6	11.9	146	941	2.2	8.7	105	1067	1.6	8.4	29	391	.4	7.0
<b>4-Book</b>	<b>86</b>	<b>1711</b>	<b>1.3</b>	<b>8.4</b>	<b>182</b>	<b>1076</b>	<b>2.7</b>	<b>12.2</b>	<b>129</b>	<b>950</b>	<b>1.9</b>	<b>8.1</b>	<b>103</b>	<b>979</b>	<b>1.5</b>	<b>8.4</b>	<b>19</b>	<b>397</b>	<b>.3</b>	<b>4.8</b>
WI '99	99	1717	1.5	9.7	208	1167	3.1	13.5	146	893	2.2	9.6	134	1080	2.0	10.3	15	389	.2	3.6
<b>KFSD-FM</b>																				
WI '00	3	185		.3	3	49		.2	3	41		.2	4	68	.1	.3	3	35		.8
FA '99	11	285	.2	1.1	8	112	.1	.5	14	114	.2	.9	14	162	.2	1.2	8	96	.1	2.0
SU '99	7	225	.1	.7	8	106	.1	.6	8	115	.1	.5	13	114	.2	1.1	3	50		.7
SP '99	5	175	.1	.5	6	67	.1	.4	8	102	.1	.5	6	103	.1	.5	4	44	.1	1.0
<b>4-Book</b>	<b>7</b>	<b>218</b>	<b>.1</b>	<b>.7</b>	<b>6</b>	<b>84</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>93</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>112</b>	<b>.2</b>	<b>.8</b>	<b>5</b>	<b>56</b>	<b>.1</b>	<b>1.1</b>
WI '99	5	166	.1	.5	7	73	.1	.5	5	76	.1	.3	5	66	.1	.4	1	17		.2
<b>KGB -FM</b>																				
WI '00	30	794	.4	3.0	91	436	1.3	5.9	25	316	.4	1.6	29	401	.4	2.3	8	135	.1	2.2
FA '99	40	812	.6	3.9	97	437	1.4	6.3	55	407	.8	3.6	33	336	.5	2.8	8	180	.1	2.0
SU '99	27	731	.4	2.7	49	321	.7	3.4	33	317	.5	2.1	28	319	.4	2.3	6	153	.1	1.4
SP '99	38	867	.6	3.6	98	494	1.5	6.6	49	400	.7	2.9	31	366	.5	2.5	7	147	.1	1.7
<b>4-Book</b>	<b>34</b>	<b>801</b>	<b>.5</b>	<b>3.3</b>	<b>84</b>	<b>422</b>	<b>1.2</b>	<b>5.6</b>	<b>41</b>	<b>360</b>	<b>.6</b>	<b>2.6</b>	<b>30</b>	<b>356</b>	<b>.5</b>	<b>2.5</b>	<b>7</b>	<b>154</b>	<b>.1</b>	<b>1.8</b>
WI '99	33	785	.5	3.2	71	404	1.1	4.6	38	347	.6	2.5	36	368	.5	2.8	13	229	.2	3.1
<b>KHTS-FM</b>																				
WI '00	65	1764	.9	6.4	80	869	1.2	5.1	84	863	1.2	5.4	86	1026	1.2	6.9	32	505	.5	8.7
FA '99	61	1554	.9	6.0	73	788	1.1	4.8	82	856	1.2	5.4	84	884	1.2	7.0	35	485	.5	8.5
SU '99	64	1499	1.0	6.3	58	665	.9	4.1	90	916	1.3	5.6	90	935	1.3	7.3	44	573	.7	10.5
SP '99	59	1614	.9	5.6	71	750	1.1	4.8	68	807	1.0	4.1	79	988	1.2	6.3	30	438	.4	7.2
<b>4-Book</b>	<b>62</b>	<b>1608</b>	<b>.9</b>	<b>6.1</b>	<b>71</b>	<b>768</b>	<b>1.1</b>	<b>4.7</b>	<b>81</b>	<b>861</b>	<b>1.2</b>	<b>5.1</b>	<b>85</b>	<b>958</b>	<b>1.2</b>	<b>6.9</b>	<b>35</b>	<b>500</b>	<b>.5</b>	<b>8.7</b>
WI '99	57	1351	.8	5.6	70	669	1.0	4.6	79	643	1.2	5.2	81	809	1.2	6.2	25	455	.4	6.1
<b>KIFM-FM</b>																				
WI '00	39	748	.6	3.9	53	340	.8	3.4	58	332	.8	3.8	47	436	.7	3.8	21	287	.3	5.7
FA '99	37	876	.5	3.6	47	438	.7	3.1	57	407	.8	3.8	47	458	.7	3.9	17	269	.2	4.1
SU '99	40	691	.6	3.9	57	364	.8	4.0	75	326	1.1	4.7	46	398	.7	3.7	12	166	.2	2.9
SP '99	44	710	.7	4.2	48	351	.7	3.2	74	306	1.1	4.4	54	402	.8	4.3	12	151	.2	2.9
<b>4-Book</b>	<b>40</b>	<b>756</b>	<b>.6</b>	<b>3.9</b>	<b>51</b>	<b>373</b>	<b>.8</b>	<b>3.4</b>	<b>66</b>	<b>343</b>	<b>1.0</b>	<b>4.2</b>	<b>49</b>	<b>424</b>	<b>.7</b>	<b>3.9</b>	<b>16</b>	<b>218</b>	<b>.2</b>	<b>3.9</b>
WI '99	35	645	.5	3.4	33	323	.5	2.1	68	366	1.0	4.5	50	382	.7	3.8	12	191	.2	2.9

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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>KIQZ-FM</b>																				
WI '00	25	714	.4	2.5	66	340	1.0	4.2	24	304	.3	1.6	35	337	.5	2.8	7	160	.1	1.9
FA '99	24	717	.3	2.4	60	390	.9	3.9	19	305	.3	1.3	21	243	.3	1.8	5	100	.1	1.2
SU '99	28	632	.4	2.8	58	316	.9	4.1	26	278	.4	1.6	30	294	.4	2.4	16	189	.2	3.8
SP '99	29	665	.4	2.8	63	374	.9	4.3	35	292	.5	2.1	29	291	.4	2.3	12	222	.2	2.9
<b>4-Book</b>	<b>27</b>	<b>682</b>	<b>.4</b>	<b>2.6</b>	<b>62</b>	<b>355</b>	<b>.9</b>	<b>4.1</b>	<b>26</b>	<b>295</b>	<b>.4</b>	<b>1.7</b>	<b>29</b>	<b>291</b>	<b>.4</b>	<b>2.3</b>	<b>10</b>	<b>168</b>	<b>.2</b>	<b>2.5</b>
WI '99	24	680	.4	2.3	50	388	.7	3.3	25	283	.4	1.6	29	311	.4	2.2	9	183	.1	2.2
<b>KJQY-FM</b>																				
WI '00	42	733	.6	4.2	58	340	.8	3.7	74	341	1.1	4.8	49	416	.7	3.9	11	178	.2	3.0
FA '99	32	588	.5	3.1	35	263	.5	2.3	61	305	.9	4.0	44	318	.6	3.7	14	192	.2	3.4
SU '99	28	682	.4	2.8	36	279	.5	2.5	48	280	.7	3.0	26	297	.4	2.1	20	188	.3	4.8
SP '99	31	660	.5	2.9	43	327	.6	2.9	57	321	.8	3.4	37	287	.6	3.0	9	211	.1	2.2
<b>4-Book</b>	<b>33</b>	<b>666</b>	<b>.5</b>	<b>3.3</b>	<b>43</b>	<b>302</b>	<b>.6</b>	<b>2.9</b>	<b>60</b>	<b>312</b>	<b>.9</b>	<b>3.8</b>	<b>39</b>	<b>330</b>	<b>.6</b>	<b>3.2</b>	<b>14</b>	<b>192</b>	<b>.2</b>	<b>3.4</b>
WI '99	41	770	.6	4.0	50	452	.7	3.3	70	385	1.0	4.6	52	415	.8	4.0	26	232	.4	6.3
<b>KLMV-FM</b>																				
WI '00	46	584	.7	4.5	65	384	.9	4.2	60	393	.9	3.9	52	421	.7	4.2	19	192	.3	5.1
FA '99	42	513	.6	4.1	54	326	.8	3.5	74	341	1.1	4.9	40	312	.6	3.3	14	167	.2	3.4
SU '99	40	506	.6	3.9	42	271	.6	3.0	71	339	1.1	4.4	37	270	.6	3.0	15	147	.2	3.6
SP '99	39	558	.6	3.7	53	333	.8	3.6	68	364	1.0	4.1	38	332	.6	3.0	20	178	.3	4.8
<b>4-Book</b>	<b>42</b>	<b>540</b>	<b>.6</b>	<b>4.1</b>	<b>54</b>	<b>329</b>	<b>.8</b>	<b>3.6</b>	<b>68</b>	<b>359</b>	<b>1.0</b>	<b>4.3</b>	<b>42</b>	<b>334</b>	<b>.6</b>	<b>3.4</b>	<b>17</b>	<b>171</b>	<b>.3</b>	<b>4.2</b>
WI '99	48	593	.7	4.7	66	369	1.0	4.3	60	381	.9	3.9	56	320	.8	4.3	22	231	.3	5.3
<b>KLQV-FM</b>																				
WI '00	24	428	.3	2.4	30	212	.4	1.9	37	236	.5	2.4	28	271	.4	2.2	10	126	.1	2.7
FA '99	28	360	.4	2.7	36	225	.5	2.4	44	186	.6	2.9	35	200	.5	2.9	13	137	.2	3.2
SU '99	29	335	.4	2.9	44	202	.7	3.1	54	202	.8	3.4	38	240	.6	3.1	9	106	.1	2.1
SP '99	24	378	.4	2.3	35	240	.5	2.4	35	226	.5	2.1	29	248	.4	2.3	10	152	.1	2.4
<b>4-Book</b>	<b>26</b>	<b>375</b>	<b>.4</b>	<b>2.6</b>	<b>36</b>	<b>220</b>	<b>.5</b>	<b>2.5</b>	<b>43</b>	<b>213</b>	<b>.6</b>	<b>2.7</b>	<b>33</b>	<b>240</b>	<b>.5</b>	<b>2.6</b>	<b>11</b>	<b>130</b>	<b>.1</b>	<b>2.6</b>
WI '99	25	380	.4	2.4	38	252	.6	2.5	39	252	.6	2.6	26	213	.4	2.0	10	98	.1	2.4
<b>KMSX-FM</b>																				
WI '00	49	1103	.7	4.8	54	506	.8	3.5	98	670	1.4	6.4	71	688	1.0	5.7	16	261	.2	4.3
FA '99	42	1035	.6	4.1	53	471	.8	3.5	73	599	1.1	4.8	54	606	.8	4.5	17	268	.2	4.1
SU '99	55	1096	.8	5.4	69	527	1.0	4.8	96	624	1.4	6.0	75	657	1.1	6.1	20	319	.3	4.8
SP '99	63	1046	.9	6.0	76	596	1.1	5.1	120	614	1.8	7.2	85	635	1.3	6.8	14	228	.2	3.4
<b>4-Book</b>	<b>52</b>	<b>1070</b>	<b>.8</b>	<b>5.1</b>	<b>63</b>	<b>525</b>	<b>.9</b>	<b>4.2</b>	<b>97</b>	<b>627</b>	<b>1.4</b>	<b>6.1</b>	<b>71</b>	<b>647</b>	<b>1.1</b>	<b>5.8</b>	<b>17</b>	<b>269</b>	<b>.2</b>	<b>4.2</b>
WI '99	55	1019	.8	5.4	87	581	1.3	5.7	94	555	1.4	6.2	72	649	1.1	5.5	11	312	.2	2.7
<b>KOGO-AM</b>																				
WI '00	23	417	.3	2.3	31	202	.4	2.0	48	296	.7	3.1	22	168	.3	1.8	11	79	.2	3.0
FA '99	25	412	.4	2.5	41	251	.6	2.7	46	238	.7	3.0	31	214	.4	2.6	8	66	.1	2.0
SU '99	21	420	.3	2.1	24	176	.4	1.7	50	269	.7	3.1	23	174	.3	1.9	11	93	.2	2.6
SP '99	20	465	.3	1.9	20	182	.3	1.4	49	281	.7	2.9	23	206	.3	1.8	12	94	.2	2.9
<b>4-Book</b>	<b>22</b>	<b>429</b>	<b>.3</b>	<b>2.2</b>	<b>29</b>	<b>203</b>	<b>.4</b>	<b>2.0</b>	<b>48</b>	<b>271</b>	<b>.7</b>	<b>3.0</b>	<b>25</b>	<b>191</b>	<b>.3</b>	<b>2.0</b>	<b>11</b>	<b>83</b>	<b>.2</b>	<b>2.6</b>
WI '99	17	344	.3	1.7	26	182	.4	1.7	46	264	.7	3.0	9	116	.1	.7	9	88	.1	2.2
<b>KPLN-FM</b>																				
WI '00	19	569	.3	1.9	20	236	.3	1.3	28	321	.4	1.8	28	316	.4	2.2	6	129	.1	1.6
FA '99	28	723	.4	2.7	37	274	.5	2.4	48	343	.7	3.2	30	357	.4	2.5	10	191	.1	2.4
SU '99	20	546	.3	2.0	25	236	.4	1.8	26	227	.4	1.6	25	297	.4	2.0	8	155	.1	1.9
SP '99	24	559	.4	2.3	32	225	.5	2.2	47	275	.7	2.8	26	289	.4	2.1	10	122	.1	2.4
<b>4-Book</b>	<b>23</b>	<b>599</b>	<b>.4</b>	<b>2.2</b>	<b>29</b>	<b>243</b>	<b>.4</b>	<b>1.9</b>	<b>37</b>	<b>292</b>	<b>.6</b>	<b>2.4</b>	<b>27</b>	<b>315</b>	<b>.4</b>	<b>2.2</b>	<b>9</b>	<b>149</b>	<b>.1</b>	<b>2.1</b>
WI '99	24	638	.4	2.3	37	312	.6	2.4	38	315	.6	2.5	26	376	.4	2.0	10	178	.1	2.4
<b>KPOP-AM</b>																				
WI '00	3	64	.3	.3	5	32	.1	.3	7	24	.1	.5	4	30	.1	.3		7		
FA '99	3	52	.3	.3	2	26	.1	.1	6	27	.1	.4	7	20	.1	.6		13		
SU '99	7	88	.1	.7	12	55	.2	.8	8	58	.1	.5	7	44	.1	.6	5	37	.1	1.2
SP '99	2	70	.2	.2	1	6	.1	.1	2	26	.1	.1	2	29	.2	.2	2	26		.5
<b>4-Book</b>	<b>4</b>	<b>69</b>	<b>.4</b>	<b>.4</b>	<b>5</b>	<b>30</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>34</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>31</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>21</b>		<b>.4</b>
WI '99	4	90	.1	.4	5	35	.1	.3	3	34	.2	.2	2	42	.2	.2	4	25	.1	1.0

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



# Target Listener Trends

## Women 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>KPRZ-AM</b>																				
WI '00	8	154	.1	.8	21	121	.3	1.4	11	77	.2	.7	7	54	.1	.6	1	36		.3
FA '99	6	177	.1	.6	17	111	.2	1.1	4	73	.1	.3	6	61	.1	.5	3	26		.7
SU '99	6	146	.1	.6	8	76	.1	.6	10	78	.1	.6	9	51	.1	.7	4	36	.1	1.0
SP '99	4	130	.1	.4	7	70	.1	.5	7	48	.1	.4	4	39	.1	.3	3	30		.7
<b>4-Book</b>	<b>6</b>	<b>152</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>95</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>69</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>51</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>32</b>		<b>.7</b>
WI '99	3	126		.3	9	102	.1	.6	3	55		.2	4	52	.1	.3	1	26		.2
<b>KSDO-AM</b>																				
WI '00	1	40		.1	2	18		.1	1	13		.1	1	13		.1				
FA '99	3	60		.3	5	46	.1	.3	6	40	.1	.4	3	29		.3	1	2		.2
SU '99	1	28		.1	1	6		.1	1	9		.1	1	19		.1		10		
SP '99	2	94		.2	2	59		.1	5	33	.1	.3	2	26		.2		7		
<b>4-Book</b>	<b>2</b>	<b>56</b>		<b>.2</b>	<b>3</b>	<b>32</b>		<b>.2</b>	<b>3</b>	<b>24</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>22</b>		<b>.2</b>		<b>5</b>		<b>.1</b>
WI '99	1	79		.1	3	33		.2	2	30		.1	2	35		.2	1	6		.2
<b>KSON-AM</b>																				
WI '00	3	127		.3	6	67	.1	.4	5	64	.1	.3	4	67	.1	.3	1	22		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	54	929	.8	5.3	69	540	1.0	4.4	88	573	1.3	5.7	81	606	1.2	6.5	16	207	.2	4.3
FA '99	73	1108	1.1	7.2	105	666	1.5	6.9	110	675	1.6	7.2	85	719	1.2	7.1	28	375	.4	6.8
SU '99	77	1078	1.1	7.6	119	726	1.8	8.4	119	707	1.8	7.4	99	732	1.5	8.0	22	330	.3	5.2
SP '99	67	1038	1.0	6.4	82	700	1.2	5.5	99	599	1.5	5.9	90	685	1.3	7.2	26	365	.4	6.3
<b>4-Book</b>	<b>68</b>	<b>1038</b>	<b>1.0</b>	<b>6.6</b>	<b>94</b>	<b>658</b>	<b>1.4</b>	<b>6.3</b>	<b>104</b>	<b>639</b>	<b>1.6</b>	<b>6.6</b>	<b>89</b>	<b>686</b>	<b>1.3</b>	<b>7.2</b>	<b>23</b>	<b>319</b>	<b>.3</b>	<b>5.7</b>
WI '99	83	1090	1.2	8.1	117	672	1.7	7.6	136	740	2.0	8.9	111	746	1.7	8.5	17	301	.3	4.1
<b>KSPA-AM</b>																				
WI '00	1	27		.1	7				2	6		.1	2	20		.2				
FA '99		13															1	7		.2
SU '99	1	12		.1	5				2	7		.1	1	7		.1				
SP '99	1	34		.1	1	21		.1		13				6				8		
<b>4-Book</b>	<b>1</b>	<b>22</b>		<b>.1</b>	<b>8</b>				<b>1</b>	<b>7</b>		<b>.1</b>	<b>1</b>	<b>8</b>		<b>.1</b>		<b>4</b>		<b>.1</b>
WI '99		14			7								1	14		.1		14		
<b>KXST-FM</b>																				
WI '00	11	343	.2	1.1	11	115	.2	.7	17	168	.2	1.1	18	204	.3	1.4	4	77	.1	1.1
FA '99	34	571	.5	3.3	48	313	.7	3.1	52	348	.7	3.4	42	325	.6	3.5	12	189	.2	2.9
SU '99	22	456	.3	2.2	28	222	.4	2.0	41	236	.6	2.5	34	263	.5	2.7	4	104	.1	1.0
SP '99	32	497	.5	3.0	43	270	.6	2.9	59	306	.9	3.5	34	279	.5	2.7	6	99	.1	1.4
<b>4-Book</b>	<b>25</b>	<b>467</b>	<b>.4</b>	<b>2.4</b>	<b>33</b>	<b>230</b>	<b>.5</b>	<b>2.2</b>	<b>42</b>	<b>265</b>	<b>.6</b>	<b>2.6</b>	<b>32</b>	<b>268</b>	<b>.5</b>	<b>2.6</b>	<b>7</b>	<b>117</b>	<b>.1</b>	<b>1.6</b>
WI '99	17	448	.3	1.7	23	250	.3	1.5	29	212	.4	1.9	27	282	.4	2.1	2	111		.5
<b>KYXY-FM</b>																				
WI '00	87	1229	1.3	8.6	106	681	1.5	6.8	172	766	2.5	11.2	106	714	1.5	8.5	33	355	.5	8.9
FA '99	84	1287	1.2	8.2	117	753	1.7	7.7	159	774	2.3	10.5	94	723	1.4	7.8	25	386	.4	6.1
SU '99	85	1221	1.3	8.4	104	618	1.5	7.3	167	683	2.5	10.4	116	666	1.7	9.4	30	351	.4	7.1
SP '99	69	1208	1.0	6.5	87	613	1.3	5.9	122	726	1.8	7.3	90	670	1.3	7.2	28	309	.4	6.7
<b>4-Book</b>	<b>81</b>	<b>1236</b>	<b>1.2</b>	<b>7.9</b>	<b>104</b>	<b>666</b>	<b>1.5</b>	<b>6.9</b>	<b>155</b>	<b>737</b>	<b>2.3</b>	<b>9.9</b>	<b>102</b>	<b>693</b>	<b>1.5</b>	<b>8.2</b>	<b>29</b>	<b>350</b>	<b>.4</b>	<b>7.2</b>
WI '99	76	1214	1.1	7.4	111	762	1.7	7.2	122	618	1.8	8.0	98	675	1.5	7.5	39	386	.6	9.4
<b>XBAC-AM</b>																				
WI '00	1	42		.1	2	20		.1	2	27		.1	1	12		.1				
FA '99	1	45		.1	2	20		.1	1	18		.1	1	25		.1		6		
SU '99	2	81		.2	2	43		.1	5	51	.1	.3	2	25		.2	2	13		.5
SP '99	1	50		.1	2	31		.1	3	31		.2	2	26		.2		6		
<b>4-Book</b>	<b>1</b>	<b>55</b>		<b>.1</b>	<b>2</b>	<b>29</b>		<b>.1</b>	<b>3</b>	<b>32</b>		<b>.2</b>	<b>2</b>	<b>22</b>		<b>.2</b>	<b>1</b>	<b>6</b>		<b>.1</b>
WI '99	3	95		.3	4	39	.1	.3	4	50	.1	.3	6	67	.1	.5		7		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		Women 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>XEMD-AM</b>																					
WI '00	4	58	.1	.4	9	52	.1	.6	3	30		.2	2	24		.2	2	16		.5	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	5	109	.1	.5	7	63	.1	.5	6	57	.1	.4	6	49	.1	.5	1	16		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																					
WI '00	17	289	.2	1.7	17	112	.2	1.1	22	167	.3	1.4	21	155	.3	1.7	12	120	.2	3.3	
FA '99	12	339	.2	1.2	12	169	.2	.8	16	165	.2	1.1	18	198	.3	1.5	9	74	.1	2.2	
SU '99	7	177	.1	.7	11	101	.2	.8	10	91	.1	.6	6	71	.1	.5	3	51		.7	
SP '99	16	247	.2	1.5	27	110	.4	1.8	23	116	.3	1.4	15	122	.2	1.2	6	54	.1	1.4	
4-Book	13	263	.2	1.3	17	123	.3	1.1	18	135	.2	1.1	15	137	.2	1.2	8	75	.1	1.9	
WI '99	9	241	.1	.9	9	109	.1	.6	14	97	.2	.9	12	96	.2	.9	5	53	.1	1.2	
<b>XHRM-FM</b>																					
WI '00	54	1123	.8	5.3	71	579	1.0	4.6	76	617	1.1	4.9	63	643	.9	5.0	22	313	.3	6.0	
FA '99	49	999	.7	4.8	70	510	1.0	4.6	69	542	1.0	4.5	58	555	.8	4.8	20	307	.3	4.9	
SU '99	59	1021	.9	5.8	85	514	1.3	6.0	84	563	1.2	5.2	66	603	1.0	5.3	25	325	.4	6.0	
SP '99	64	1112	1.0	6.1	84	536	1.2	5.7	102	556	1.5	6.1	81	635	1.2	6.5	22	321	.3	5.3	
4-Book	57	1064	.9	5.5	78	535	1.1	5.2	83	570	1.2	5.2	67	609	1.0	5.4	22	317	.3	5.6	
WI '99	63	1029	.9	6.2	79	549	1.2	5.1	99	491	1.5	6.5	76	628	1.1	5.8	33	398	.5	8.0	
<b>XHTZ-FM</b>																					
WI '00	45	1152	.6	4.5	56	583	.8	3.6	66	666	1.0	4.3	56	631	.8	4.5	26	501	.4	7.0	
FA '99	47	1066	.7	4.6	58	568	.8	3.8	55	552	.8	3.6	64	628	.9	5.3	33	403	.5	8.0	
SU '99	52	970	.8	5.1	63	528	.9	4.4	73	542	1.1	4.5	61	584	.9	4.9	32	345	.5	7.6	
SP '99	51	1037	.8	4.8	59	550	.9	4.0	62	588	.9	3.7	57	642	.8	4.6	31	369	.5	7.5	
4-Book	49	1056	.7	4.8	59	557	.9	4.0	64	587	1.0	4.0	60	621	.9	4.8	31	405	.5	7.5	
WI '99	47	931	.7	4.6	64	484	1.0	4.2	41	482	.6	2.7	64	488	1.0	4.9	42	356	.6	10.2	
<b>XLTN-FM</b>																					
WI '00	12	280	.2	1.2	13	117	.2	.8	16	149	.2	1.0	18	154	.3	1.4	6	79	.1	1.6	
FA '99	20	308	.3	2.0	28	165	.4	1.8	27	205	.4	1.8	20	151	.3	1.7	10	120	.1	2.4	
SU '99	15	233	.2	1.5	12	70	.2	.8	25	153	.4	1.6	19	127	.3	1.5	5	56	.1	1.2	
SP '99	24	320	.4	2.3	35	208	.5	2.4	43	195	.6	2.6	20	160	.3	1.6	11	120	.2	2.7	
4-Book	18	285	.3	1.8	22	140	.3	1.5	28	176	.4	1.8	19	148	.3	1.6	8	94	.1	2.0	
WI '99	13	289	.2	1.3	20	171	.3	1.3	18	167	.3	1.2	16	130	.2	1.2	7	72	.1	1.7	
<b>XMOR-FM</b>																					
WI '00	10	128	.1	1.0	15	75	.2	1.0	10	74	.1	.6	11	89	.2	.9	6	46	.1	1.6	
FA '99	6	150	.1	.6	7	80	.1	.5	7	74	.1	.5	8	66	.1	.7	7	66	.1	1.7	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	100	.1	.4	6	61	.1	.4	6	52	.1	.4	4	61	.1	.3	4	36	.1	1.0	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																					
WI '00	4	48	.1	.4	8	25	.1	.5	5	30	.1	.3	3	24		.2	2	24		.5	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	3	51		.3	15	46	.2	1.1	1	27		.1		9				4			
SP '99	6	72	.1	.6	13	50	.2	.9	12	36	.2	.7	3	28		.2	1	18		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	4	99	.1	.4	9	63	.1	.6	6	60	.1	.4	2	38		.2	1	18		.2	
<b>XTRA-AM</b>																					
WI '00	3	140		.3	3	32		.2	4	50	.1	.3	6	49	.1	.5					
FA '99	2	106		.2	1	13		.1	2	50		.1	1	6		.1		7			
SU '99	1	104		.1	3	55		.2	2	30		.1	1	32		.1		14			
SP '99	4	102	.1	.4	4	26	.1	.3	11	20	.2	.7	3	41		.2	1	25		.2	
4-Book	3	113		.3	3	32		.2	5	38	.1	.3	3	32		.2		12		.1	
WI '99	3	191		.3	4	59	.1	.3	3	51		.2	4	80	.1	.3		13			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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>XTRA-FM</b>																				
WI '00	49	1215	.7	4.8	83	705	1.2	5.3	67	579	1.0	4.3	63	748	.9	5.0	21	390	.3	5.7
FA '99	42	1181	.6	4.1	58	519	.8	3.8	51	626	.7	3.4	56	680	.8	4.7	23	375	.3	5.6
SU '99	56	1143	.8	5.5	82	534	1.2	5.8	78	639	1.2	4.9	60	729	.9	4.9	29	401	.4	6.9
SP '99	49	1190	.7	4.6	55	505	.8	3.7	74	624	1.1	4.4	72	762	1.1	5.8	22	386	.3	5.3
<b>4-Book</b>	<b>49</b>	<b>1182</b>	<b>.7</b>	<b>4.8</b>	<b>70</b>	<b>566</b>	<b>1.0</b>	<b>4.7</b>	<b>68</b>	<b>617</b>	<b>1.0</b>	<b>4.3</b>	<b>63</b>	<b>730</b>	<b>.9</b>	<b>5.1</b>	<b>24</b>	<b>388</b>	<b>.3</b>	<b>5.9</b>
WI '99	47	968	.7	4.6	64	552	1.0	4.2	62	409	.9	4.1	62	578	.9	4.7	22	347	.3	5.3
<b>KFI -AM</b>																				
WI '00	11	180	.2	1.1	9	69	.1	.6	27	111	.4	1.8	16	110	.2	1.3	1	23		.3
FA '99	12	255	.2	1.2	26	150	.4	1.7	23	138	.3	1.5	16	129	.2	1.3	1	31		.2
SU '99	7	242	.1	.7	7	73	.1	.5	13	108	.2	.8	14	174	.2	1.1	1	25		.2
SP '99	8	264	.1	.8	7	74	.1	.5	23	147	.3	1.4	8	81	.1	.6	1	33		.2
<b>4-Book</b>	<b>10</b>	<b>235</b>	<b>.2</b>	<b>1.0</b>	<b>12</b>	<b>92</b>	<b>.2</b>	<b>.8</b>	<b>22</b>	<b>126</b>	<b>.3</b>	<b>1.4</b>	<b>14</b>	<b>124</b>	<b>.2</b>	<b>1.1</b>	<b>1</b>	<b>28</b>		<b>.2</b>
WI '99	10	290	.1	1.0	12	112	.2	.8	20	183	.3	1.3	19	145	.3	1.5	2	41		.5
<b>KKBT-FM</b>																				
WI '00	5	139	.1	.5	4	33	.1	.3	5	78	.1	.3	8	54	.1	.6	5	39	.1	1.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	7	132	.1	.7	13	71	.2	.9	12	49	.2	.7	5	83	.1	.4	3	26		.7
SP '99	3	145	.1	.3	3	40		.2	4	54	.1	.2	5	49	.1	.4	1	22		.2
<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 '99	3	122		.3	3	56		.2	5	41	.1	.3	5	91	.1	.4	2	23		.5
<b>KNX -AM</b>																				
WI '00	1	84		.1	4	46	.1	.3	1	39		.1	1	19		.1	1	12		.3
FA '99	1	47		.1	2	27		.1	2	27		.1	1	14		.1	2	20		.5
SU '99	1	61		.1	1	16		.1	1	29		.1	1	21		.1	1	20		.2
SP '99	3	80		.3	1	34		.1	3	31		.2	3	42		.2	5	26	.1	1.2
<b>4-Book</b>	<b>2</b>	<b>68</b>		<b>.2</b>	<b>2</b>	<b>31</b>		<b>.2</b>	<b>2</b>	<b>32</b>		<b>.1</b>	<b>1</b>	<b>24</b>		<b>.1</b>	<b>2</b>	<b>20</b>		<b>.5</b>
WI '99	2	102		.2	6	54	.1	.4	2	56		.1	4	42	.1	.3	1	11		.2
<b>KSSE-FM</b>																				
WI '00	6	138	.1	.6	9	68	.1	.6	13	77	.2	.8	7	80	.1	.6	1	27		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	6	137	.1	.6	12	77	.2	.8	5	62	.1	.3	6	42	.1	.5	3	41		.8
FA '99	7	138	.1	.7	13	84	.2	.9	7	66	.1	.5	8	66	.1	.7	2	45		.5
SU '99	8	159	.1	.8	14	100	.2	1.0	12	77	.2	.7	11	82	.2	.9	2	49		.5
SP '99	4	113	.1	.4	1	33		.1	4	38	.1	.2	5	43	.1	.4	3	37		.7
<b>4-Book</b>	<b>6</b>	<b>137</b>	<b>.1</b>	<b>.6</b>	<b>10</b>	<b>74</b>	<b>.2</b>	<b>.7</b>	<b>7</b>	<b>61</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>58</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>43</b>		<b>.6</b>
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	6	113	.1	.6	8	51	.1	.5	10	64	.1	.6	2	36		.2	4	23	.1	1.1
FA '99	6	131	.1	.6	5	49	.1	.3	9	80	.1	.6	7	74	.1	.6	2	44		.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	101	.1	.6	4	31	.1	.3	10	53	.1	.6	5	47	.1	.4	5	5		.2
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 4	71	.1	.4	8	50	.1	.5	5	31	.1	.3	4	34	.1	.3	* 2	13		.5
FA '99	3	39		.3	12	24	.2	.8	3	20		.2	4	4		.2	1	11		.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	66	.1	.6	9	37	.1	.6	6	46	.1	.4	4	19	.1	.3	8	11	.1	1.9
<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 '99	5	51	.1	.5	8	40	.1	.5	10	46	.1	.7	2	12		.2	1	12		.2
<b>TOTALS</b>																				
WI '00	1011	6622	14.6		1554	5710	22.4		1542	5360	22.2		1248	5675	18.0		369	3268	5.3	
FA '99	1019	6676	14.7		1528	5930	22.0		1520	5576	21.9		1198	5712	17.3		410	3659	5.9	
SU '99	1016	6414	15.1		1423	5442	21.2		1608	5255	23.9		1237	5539	18.4		420	3442	6.2	
SP '99	1054	6450	15.7		1481	5688	22.0		1671	5604	24.8		1251	5636	18.6		415	3452	6.2	
<b>4-Book</b>	<b>1025</b>	<b>6541</b>	<b>15.0</b>		<b>1497</b>	<b>5693</b>	<b>21.9</b>		<b>1585</b>	<b>5449</b>	<b>23.2</b>		<b>1234</b>	<b>5641</b>	<b>18.1</b>		<b>404</b>	<b>3455</b>	<b>5.9</b>	
WI '99	1022	6455	15.2		1537	5814	22.8		1524	5183	22.7		1307	5531	19.4		413	3508	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

		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	
KBZT-FM	WI '00	36	550	.5	2.5	27	228	.4	4.1	31	83	.4	4.2	55	112	.8	5.1	29	62	.4	3.6	
	4-Book	38	541	.6	2.6	21	284	.3	3.0	20	74	.3	2.7	42	136	.6	3.5	23	76	.4	2.9	
KCBQ-AM	WI '00	1	25		.1		6							1	6		.1					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM	WI '00	15	128	.2	1.0	4	80	.1	.6	9	32	.1	1.2	6	13	.1	.6	4	19	.1	.5	
	4-Book	15	248	.2	1.0	8	164	.1	1.2	7	37	.1	.9	7	28	.1	.6	9	39	.2	1.1	
KFMB-FM	WI '00	157	1596	2.3	10.8	38	804	.5	5.8	50	206	.7	6.8	83	347	1.2	7.7	50	267	.7	6.2	
	4-Book	137	1579	2.0	9.5	39	778	.5	5.6	50	217	.7	7.0	75	324	1.1	6.2	43	230	.6	5.3	
KFSD-FM	WI '00	3	125		.2	2	74		.3	1	15		.1	2	21		.2	2	18		.2	
	4-Book	8	169	.1	.5	5	102	.1	.8	4	22	.1	.6	9	37	.1	.8	6	25	.1	.7	
KGB -FM	WI '00	46	703	.7	3.2	15	348	.2	2.3	24	67	.3	3.3	24	120	.3	2.2	16	76	.2	2.0	
	4-Book	51	695	.8	3.5	22	366	.3	3.1	26	95	.4	3.7	34	137	.5	2.8	32	96	.5	3.9	
KHTS-FM	WI '00	83	1532	1.2	5.7	53	899	.8	8.1	46	166	.7	6.3	60	304	.9	5.6	41	239	.6	5.1	
	4-Book	79	1416	1.2	5.5	51	816	.7	7.4	44	174	.7	6.3	83	345	1.2	6.7	56	241	.8	6.8	
KIFM-FM	WI '00	53	634	.8	3.6	26	301	.4	4.0	34	89	.5	4.6	41	141	.6	3.8	47	114	.7	5.8	
	4-Book	56	619	.8	3.9	29	372	.4	4.1	27	85	.4	3.7	47	153	.7	3.8	37	119	.6	4.5	
KIOZ-FM	WI '00	40	636	.6	2.7	10	273	.1	1.5	5	34	.1	.7	22	118	.3	2.1	21	116	.3	2.6	
	4-Book	38	592	.6	2.6	18	292	.3	2.6	13	52	.2	1.9	29	127	.4	2.4	26	104	.4	3.2	
KJQY-FM	WI '00	62	595	.9	4.3	27	305	.4	4.1	40	92	.6	5.4	48	150	.7	4.5	35	110	.5	4.3	
	4-Book	49	527	.7	3.4	19	276	.3	2.7	21	63	.3	3.0	38	124	.6	3.2	22	79	.3	2.7	
KLNV-FM	WI '00	59	554	.8	4.1	41	359	.6	6.3	41	143	.6	5.6	52	163	.7	4.8	50	153	.7	6.2	
	4-Book	56	488	.8	3.8	34	322	.5	5.0	37	116	.5	5.1	60	168	.9	5.0	36	102	.5	4.5	
KLQV-FM	WI '00	32	369	.5	2.2	18	232	.3	2.8	13	40	.2	1.8	31	107	.4	2.9	29	91	.4	3.6	
	4-Book	38	334	.6	2.6	17	200	.3	2.4	18	57	.3	2.4	31	94	.5	2.6	20	66	.3	2.4	
KMSX-FM	WI '00	76	1007	1.1	5.2	22	526	.3	3.4	21	124	.3	2.9	38	202	.5	3.5	24	107	.3	3.0	
	4-Book	79	958	1.2	5.4	28	524	.4	4.1	19	104	.3	2.8	60	240	.9	4.9	38	163	.6	4.6	
KOGO-AM	WI '00	35	391	.5	2.4	10	106	.1	1.5	13	46	.2	1.8	6	20	.1	.6	7	9	.1	.9	
	4-Book	35	388	.5	2.5	7	111	.1	1.1	11	43	.2	1.6	6	28	.1	.5	3	11		.4	
KPLN-FM	WI '00	26	493	.4	1.8	16	266	.2	2.5	20	91	.3	2.7	23	119	.3	2.1	19	74	.3	2.4	
	4-Book	32	501	.5	2.2	17	265	.3	2.5	18	75	.3	2.5	30	121	.5	2.5	18	75	.3	2.2	
KPOP-AM	WI '00	5	44	.1	.3	2	37		.3					1	6		.1	1	6		.1	
	4-Book	5	53	.1	.4	2	25		.3	4	8	.1	.5	4	8	.1	.4	1	5		.1	
KPRZ-AM	WI '00	13	136	.2	.9	3	61		.5	4	19	.1	.5	3	12		.3	8	13	.1	1.0	
	4-Book	9	127	.1	.6	3	65		.4	3	12	.1	.3	3	10		.2	5	9	.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 - Women 18-49

		Women 18-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM	WI '00	1	32	.1		1	8			1	2			1	8	.1		1	8	.1	
	4-Book	3	48	.2		1	14	.1		1	2	.1		1	6	.1		1	6	.2	
KSON-AM	WI '00	5	112	.1	.3	1	42	.2						4	23	.1	.4	2	15	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	80	825	1.2	5.5	33	525	.5	5.1	42	180	.6	5.7	69	272	1.0	6.4	54	185	.8	6.7
	4-Book	96	938	1.5	6.7	47	585	.7	6.8	51	192	.7	7.2	93	306	1.4	7.6	66	212	1.0	8.1
KSPA-AM	WI '00	2	20	.1		1	19	.2						1	7			2	7		
	4-Book	1	15	.1		1	13	.2		3	5	.4		1	4	.1		2	4	.2	
KXST-FM	WI '00	15	268	.2	1.0	8	199	.1	1.2	8	56	.1	1.1	15	82	.2	1.4	6	50	.1	.7
	4-Book	36	399	.5	2.5	17	238	.2	2.4	16	66	.2	2.2	31	102	.4	2.5	18	72	.3	2.1
KYXY-FM	WI '00	131	1058	1.9	9.0	46	703	.7	7.1	45	200	.6	6.1	82	269	1.2	7.6	36	184	.5	4.5
	4-Book	123	1070	1.8	8.5	42	605	.6	6.2	44	164	.6	6.2	76	245	1.1	6.3	48	169	.7	5.9
XBAC-AM	WI '00	2	27	.1		1	21	.2		1	14	.1		2	7	.2					
	4-Book	2	49	.1		1	15	.1		1	7	.2		2	5	.2		1	2	.1	
XEMO-AM	WI '00	5	58	.1	.3	3	24	.5		6	17	.1	.8	3	11	.3		6	13	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	20	243	.3	1.4	14	160	.2	2.1	18	48	.3	2.4	28	73	.4	2.6	29	53	.4	3.6
	4-Book	17	225	.2	1.2	11	120	.2	1.5	13	37	.2	1.8	18	55	.3	1.6	15	43	.2	1.8
XHRM-FM	WI '00	70	1005	1.0	4.8	48	590	.7	7.4	40	159	.6	5.4	75	274	1.1	7.0	63	210	.9	7.8
	4-Book	76	915	1.1	5.3	45	570	.7	6.6	42	149	.6	5.9	78	259	1.1	6.4	52	192	.8	6.3
XHTZ-FM	WI '00	60	985	.9	4.1	33	615	.5	5.1	29	128	.4	3.9	60	305	.9	5.6	36	196	.5	4.5
	4-Book	61	936	.9	4.2	40	602	.6	5.8	36	130	.5	5.1	71	287	1.1	5.8	50	190	.7	6.1
XLTN-FM	WI '00	16	235	.2	1.1	9	131	.1	1.4	10	43	.1	1.4	19	70	.3	1.8	6	32	.1	.7
	4-Book	24	244	.4	1.6	14	163	.2	2.0	15	42	.2	2.2	27	86	.4	2.2	14	49	.2	1.7
XMOR-FM	WI '00	12	116	.2	.8	9	80	.1	1.4	2	13	.3		24	57	.3	2.2	13	34	.2	1.6
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	5	36	.1	.3	2	34	.3		2	12	.3		5	11	.1	.5				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	4	97	.1	.3	2	63	.3		1	6	.1						1	13	.1	
	4-Book	4	73	.1	.3	2	43	.3		1	4	.2		1	7	.1		1	9	.1	
XTRA-FM	WI '00	71	1026	1.0	4.9	30	621	.4	4.6	38	152	.5	5.2	50	248	.7	4.7	46	230	.7	5.7
	4-Book	67	1024	1.0	4.6	36	618	.5	5.2	36	143	.5	5.0	64	262	.9	5.3	45	198	.7	5.4
KFI -AM	WI '00	18	166	.3	1.2	4	66	.1	.6	2	13	.3		6	22	.1	.6	4	13	.1	.5
	4-Book	17	217	.3	1.1	4	73	.1	.6	4	24	.1	.6	8	37	.1	.7	4	17	.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

		Women 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																						
WI '00	6	110	.1	.4	4	51	.1	.6	3	12	.4	.4	6	24	.1	.6	8	19	.1	1.0		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																						
WI '00	2	65	.1	.1	1	25	.2	.1	1	6	.1	.1	2	6	.2	.2	1	6	.1	.1		
4-Book	2	50	.1	.1	1	22	.1	.1	1	4	.1	.1	1	3	.1	.1	1	3	.1	.1		
KSSE-FM																						
WI '00	10	127	.1	.7	1	34	.2	.2	**	**	**	**	4	22	.1	.4	5	23	.1	.6		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																						
WI '00	8	107	.1	.5	4	83	.1	.6	6	23	.1	.8	7	16	.1	.6	4	21	.1	.5		
4-Book	8	106	.1	.6	5	91	.1	.8	8	27	.1	1.2	7	16	.1	.6	6	23	.1	.7		
XHTY-FM																						
WI '00	7	107	.1	.5	4	45	.1	.6	7	23	.1	1.0	4	23	.1	.4	7	11	.1	.9		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																						
WI '00	6	65	.1	.4	* 1	12	.2	.2	6	12	.1	.8	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																						
WI '00	1455	6492	21.0		652	5163	9.4		735	2325	10.6		1073	3146	15.5		806	2431	11.6			
4-Book	1450	6438	21.2		687	5199	10.1		711	2223	10.4		1214	3287	17.8		819	2458	12.0			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Women 18-49

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KBZT-FM</b>																				
WI '00	8	31	.1	2.3	20	70	.3	4.3	38	96	.5	4.6	26	72	.4	4.1	10	42	.1	3.0
4-Book	6	31	.1	1.5	18	54	.3	3.7	27	98	.4	3.1	21	69	.3	3.3	8	41	.1	2.5
<b>KCBQ-AM</b>																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	1	7	.1	1.1	5	33	.1	1.1	6	30	.1	.7	1	6	.1	.2				
4-Book	7	29	.1	1.6	8	28	.1	1.8	18	63	.3	2.0	8	35	.1	1.4	3	11		.7
<b>KFMB-FM</b>																				
WI '00	12	77	.2	3.4	17	81	.2	3.6	47	221	.7	5.7	27	139	.4	4.2	15	45	.2	4.6
4-Book	14	90	.2	3.5	23	131	.3	4.9	52	223	.8	5.8	39	172	.6	6.2	13	71	.2	3.7
<b>KFSD-FM</b>																				
WI '00	1	14	.3		4	20	.1	.9	4	30	.1	.5	3	13	.1	.5				
4-Book	2	18	.5		4	24	.1	.9	8	36	.1	.9	4	20	.1	.6	3	11		.8
<b>KGB -FM</b>																				
WI '00	4	29	.1	1.1	11	41	.2	2.3	18	87	.3	2.2	20	73	.3	3.1	5	40	.1	1.5
4-Book	8	45	.1	2.0	15	49	.3	3.0	29	98	.4	3.3	21	78	.3	3.3	8	38	.1	2.3
<b>KHTS-FM</b>																				
WI '00	26	173	.4	7.4	57	188	.8	12.2	104	352	1.5	12.6	62	254	.9	9.7	27	158	.4	8.2
4-Book	30	165	.4	7.7	36	140	.5	7.5	76	285	1.1	8.6	51	196	.8	8.0	27	140	.4	8.0
<b>KIFM-FM</b>																				
WI '00	17	82	.2	4.8	12	48	.2	2.6	31	105	.4	3.8	19	61	.3	3.0	12	42	.2	3.7
4-Book	13	65	.2	3.4	20	75	.3	4.1	43	146	.6	4.8	31	82	.5	4.7	13	51	.2	3.7
<b>KIOZ-FM</b>																				
WI '00	8	61	.1	2.3	4	22	.1	.9	10	62	.1	1.2	8	56	.1	1.3	5	30	.1	1.5
4-Book	16	63	.2	4.1	11	40	.2	2.4	21	70	.3	2.3	16	70	.2	2.6	10	41	.2	2.9
<b>KJQY-FM</b>																				
WI '00	11	55	.2	3.1	34	83	.5	7.2	19	82	.3	2.3	20	70	.3	3.1	12	33	.2	3.7
4-Book	9	42	.1	2.2	20	65	.3	4.2	17	72	.3	1.9	17	55	.3	2.7	7	31	.1	2.1
<b>KLNV-FM</b>																				
WI '00	19	59	.3	5.4	45	99	.6	9.6	63	162	.9	7.6	39	119	.6	6.1	23	81	.3	7.0
4-Book	15	51	.2	3.9	27	70	.4	5.5	49	128	.7	5.6	30	74	.5	4.8	18	62	.3	5.3
<b>KLQV-FM</b>																				
WI '00	14	53	.2	4.0	10	27	.1	2.1	20	64	.3	2.4	12	30	.2	1.9	14	52	.2	4.3
4-Book	9	43	.1	2.3	14	39	.2	2.9	18	60	.3	2.0	11	36	.2	1.7	11	41	.2	3.4
<b>KMSX-FM</b>																				
WI '00	11	94	.2	3.1	6	36	.1	1.3	32	180	.5	3.9	33	126	.5	5.2	10	58	.1	3.0
4-Book	14	75	.2	3.4	13	62	.2	2.7	36	136	.5	4.1	35	151	.5	5.4	12	76	.2	3.5
<b>KOGO-AM</b>																				
WI '00	11	31	.2	3.1	15	53	.2	3.2	14	20	.2	1.7	5	13	.1	.8	9	31	.1	2.7
4-Book	7	20	.1	1.8	11	45	.2	2.3	10	22	.1	1.1	3	11		.5	8	27	.1	2.4
<b>KPLN-FM</b>																				
WI '00	6	34	.1	1.7	8	61	.1	1.7	15	95	.2	1.8	26	104	.4	4.1	15	40	.2	4.6
4-Book	8	41	.1	2.0	8	36	.1	1.7	19	79	.3	2.1	25	92	.4	3.9	11	40	.2	3.2
<b>KPOP-AM</b>																				
WI '00					5	14	.1	1.1	3	15		.4	9	17	.1	1.4	1	11		.3
4-Book	1	6		.3	3	6	.1	.6	2	9		.3	3	6		.4	3	3		.1
<b>KPRZ-AM</b>																				
WI '00					4	36	.1	.9	1	12		.1					1	6		.3
4-Book	2	6		.5	7	35	.1	1.4	2	15		.2	1	3		.1	1	8		.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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>KSDO-AM</b>																			
WI '00																			
4-Book	1	2	.3	1	1	.1	.1	1	1	.1	.1	1	2	.1	.1		1	.1	.1
<b>KSON-AM</b>																			
WI '00	1	5	.3		6				6				6				6		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																			
WI '00	19	78	.3	5.4	24	104	.3	5.1	33	180	.5	4.0	24	83	.3	3.8	3	29	.9
4-Book	29	100	.4	7.2	25	110	.4	5.2	55	211	.8	6.2	40	140	.6	6.3	16	79	.2
<b>KSPA-AM</b>																			
WI '00		7		5	12	.1	1.1		7										
4-Book	1	6	.3	1	3	.3	.3	1	3	.1	.1								
<b>KXST-FM</b>																			
WI '00	5	30	.1	1.4	3	7	.6	.6	13	59	.2	1.6	15	57	.2	2.4			
4-Book	11	35	.2	2.6	11	35	.2	2.2	23	78	.3	2.6	18	53	.3	2.8	7	34	.1
<b>KYXY-FM</b>																			
WI '00	20	99	.3	5.7	31	116	.4	6.6	69	257	1.0	8.4	40	151	.6	6.3	35	126	.5
4-Book	19	88	.3	4.7	26	102	.4	5.5	54	190	.8	6.1	41	125	.6	6.4	29	117	.4
<b>XBAC-AM</b>																			
WI '00													2	7	.3	.3		7	
4-Book								1	2	.1	.1	1	3	.1	.1		5	.1	.1
<b>XEMO-AM</b>																			
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	9	11	.1	1.4	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																			
WI '00	11	54	.2	3.1	7	33	.1	1.5	8	52	.1	1.0	10	27	.1	1.6	3	19	.9
4-Book	6	25	.1	1.5	8	28	.1	1.8	13	40	.2	1.4	9	25	.1	1.4	4	19	1.2
<b>XHRM-FM</b>																			
WI '00	41	115	.6	11.6	28	102	.4	6.0	52	168	.7	6.3	44	163	.6	6.9	35	95	.5
4-Book	37	126	.6	9.5	28	100	.4	5.8	55	174	.8	6.3	34	132	.5	5.4	30	102	.4
<b>XHTZ-FM</b>																			
WI '00	26	141	.4	7.4	21	74	.3	4.5	37	169	.5	4.5	28	136	.4	4.4	23	135	.3
4-Book	37	145	.6	9.2	21	85	.3	4.4	45	176	.7	5.1	31	120	.5	4.8	25	116	.4
<b>XLTN-FM</b>																			
WI '00	8	32	.1	2.3	7	11	.1	1.5	12	30	.2	1.5	6	24	.1	.9	5	12	.1
4-Book	13	43	.2	3.2	11	27	.2	2.3	18	52	.3	2.0	8	29	.1	1.2	6	20	.1
<b>XMOR-FM</b>																			
WI '00	2	16	.6	.6	4	11	.1	.9	13	27	.2	1.6	7	20	.1	1.1	6	10	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																			
WI '00	2	5	.6	.6	7	16	.1	1.5	2	6	.2	.2					1	6	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																			
WI '00	2	5	.6	.6	3	13	.6	.6	7	25	.1	.8	2	11	.3	.3			
4-Book	1	3	.2	.2	2	7	.4	.4	5	19	.1	.5	5	19	.1	.8		3	.1
<b>XTRA-FM</b>																			
WI '00	15	112	.2	4.3	14	89	.2	3.0	30	181	.4	3.6	29	144	.4	4.6	18	88	.3
4-Book	23	114	.3	5.9	24	110	.4	4.8	42	197	.6	4.7	29	129	.5	4.7	19	96	.3
<b>KFI -AM</b>																			
WI '00	1	6	.3	.3	2	8	.4	.4	13	30	.2	1.6	8	30	.1	1.3			
4-Book	1	7	.1	.1	2	12	.4	.4	7	21	.1	.8	4	14	.1	.6	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 Estimates

## Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																				
WI '00	3	17		.9	1	6		.2	1	15		.1	1	14		.2	6	24		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																				
WI '00					3	13		.6	4	13	.1	.5					1	6		.3
4-Book	2	6		.4	1	5		.2	1	3		.1	2	4		.3	1	6		.2
KSSE-FM																				
WI '00	2	17		.6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
WI '00	1	8		.3	9	41	.1	1.9	5	13	.1	.6					5	13	.1	1.5
4-Book	2	7		.5	7	35	.1	1.5	7	36	.1	.8	4	17	.1	.6	3	7		.8
XHTY-FM																				
WI '00	3	5		.9	**	**	**	**	5	17	.1	.6	9	17	.1	1.4	2	6		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																				
WI '00	*				**	**	**	**	3	12		.4					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '00	352	1402	5.1		469	1581	6.8		826	2500	11.9		636	1833	9.2		328	1193	4.7	
4-Book	396	1440	5.8		484	1603	7.1		883	2536	12.9		635	1853	9.3		336	1262	4.9	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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>KBZT-FM</b>																				
WI '00	24	522	.4	3.0	27	228	.5	2.1	34	238	.6	2.7	36	308	.7	3.6	6	94	.1	2.5
FA '99	22	466	.4	2.7	29	203	.5	2.3	41	258	.7	3.2	23	267	.4	2.4	6	98	.1	2.1
SU '99	27	579	.5	3.3	46	298	.9	3.8	45	296	.8	3.4	30	336	.6	3.1	4	85	.1	1.4
SP '99	23	600	.4	2.7	34	316	.6	2.8	39	358	.7	2.9	27	336	.5	2.8	4	127	.1	1.4
<b>4-Book</b>	<b>24</b>	<b>542</b>	<b>.4</b>	<b>2.9</b>	<b>34</b>	<b>261</b>	<b>.6</b>	<b>2.8</b>	<b>40</b>	<b>288</b>	<b>.7</b>	<b>3.1</b>	<b>29</b>	<b>312</b>	<b>.6</b>	<b>3.0</b>	<b>5</b>	<b>101</b>	<b>.1</b>	<b>1.9</b>
WI '99	24	591	.4	2.9	34	291	.6	2.6	32	287	.6	2.5	36	345	.7	3.4	9	162	.2	3.2
<b>KCBQ-AM</b>																				
WI '00		25			1	6	.1		14				5							
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		12											5					5		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	1	35		.1	2	21	.2		3	16	.1	.2	2	13		.2		13		
<b>KFMB-AM</b>																				
WI '00	9	168	.2	1.1	20	88	.4	1.6	15	79	.3	1.2	9	71	.2	.9	2	41		.8
FA '99	10	369	.2	1.2	9	87	.2	.7	19	177	.3	1.5	13	120	.2	1.3	5	74	.1	1.7
SU '99	15	452	.3	1.8	14	131	.3	1.2	9	104	.2	.7	22	247	.4	2.2	16	169	.3	5.6
SP '99	11	366	.2	1.3	21	174	.4	1.7	12	110	.2	.9	18	171	.3	1.9	5	120	.1	1.7
<b>4-Book</b>	<b>11</b>	<b>339</b>	<b>.2</b>	<b>1.4</b>	<b>16</b>	<b>120</b>	<b>.3</b>	<b>1.3</b>	<b>14</b>	<b>118</b>	<b>.3</b>	<b>1.1</b>	<b>16</b>	<b>152</b>	<b>.3</b>	<b>1.6</b>	<b>7</b>	<b>101</b>	<b>.1</b>	<b>2.5</b>
WI '99	6	219	.1	.7	15	99	.3	1.2	6	82	.1	.5	8	113	.1	.7	1	46		.4
<b>KFMB-FM</b>																				
WI '00	83	1424	1.5	10.3	205	989	3.7	15.9	124	753	2.2	9.8	93	729	1.7	9.4	10	246	.2	4.1
FA '99	58	1207	1.0	7.0	127	772	2.3	9.9	76	645	1.4	6.0	77	701	1.4	8.0	10	286	.2	3.4
SU '99	65	1326	1.2	8.0	138	849	2.6	11.5	104	808	1.9	7.9	84	805	1.6	8.6	12	318	.2	4.2
SP '99	70	1370	1.3	8.4	145	891	2.7	11.8	117	723	2.2	8.7	78	810	1.5	8.0	16	253	.3	5.5
<b>4-Book</b>	<b>69</b>	<b>1332</b>	<b>1.3</b>	<b>8.4</b>	<b>154</b>	<b>875</b>	<b>2.8</b>	<b>12.3</b>	<b>105</b>	<b>732</b>	<b>1.9</b>	<b>8.1</b>	<b>83</b>	<b>761</b>	<b>1.6</b>	<b>8.5</b>	<b>12</b>	<b>276</b>	<b>.2</b>	<b>4.3</b>
WI '99	78	1324	1.5	9.4	172	921	3.2	13.3	113	657	2.1	8.8	107	843	2.0	10.0	10	264	.2	3.5
<b>KFSD-FM</b>																				
WI '00	2	163		.2	3	42	.1	.2	3	41	.1	.2	4	53	.1	.4	1	27		.4
FA '99	10	264	.2	1.2	8	112	.1	.6	14	109	.3	1.1	13	157	.2	1.3	6	91	.1	2.1
SU '99	6	204	.1	.7	6	92	.1	.5	7	108	.1	.5	13	114	.2	1.3	3	50	.1	1.1
SP '99	5	175	.1	.6	6	67	.1	.5	8	102	.1	.6	6	103	.1	.6	4	44	.1	1.4
<b>4-Book</b>	<b>6</b>	<b>202</b>	<b>.1</b>	<b>.7</b>	<b>6</b>	<b>78</b>	<b>.1</b>	<b>.5</b>	<b>8</b>	<b>90</b>	<b>.2</b>	<b>.6</b>	<b>9</b>	<b>107</b>	<b>.2</b>	<b>.9</b>	<b>4</b>	<b>53</b>	<b>.1</b>	<b>1.3</b>
WI '99	4	129	.1	.5	7	73	.1	.5	4	58	.1	.3	4	54	.1	.4		12		
<b>KGB -FM</b>																				
WI '00	28	693	.5	3.5	86	417	1.6	6.7	24	309	.4	1.9	28	354	.5	2.8	7	122	.1	2.9
FA '99	35	732	.6	4.2	88	400	1.6	6.8	45	364	.8	3.5	30	313	.5	3.1	6	160	.1	2.1
SU '99	25	662	.5	3.1	47	306	.9	3.9	32	296	.6	2.4	27	297	.5	2.8	5	118	.1	1.8
SP '99	30	749	.6	3.6	88	455	1.6	7.2	34	311	.6	2.5	21	291	.4	2.2	7	133	.1	2.4
<b>4-Book</b>	<b>30</b>	<b>709</b>	<b>.6</b>	<b>3.6</b>	<b>77</b>	<b>395</b>	<b>1.4</b>	<b>6.2</b>	<b>34</b>	<b>320</b>	<b>.6</b>	<b>2.6</b>	<b>27</b>	<b>314</b>	<b>.5</b>	<b>2.7</b>	<b>6</b>	<b>133</b>	<b>.1</b>	<b>2.3</b>
WI '99	29	655	.5	3.5	64	343	1.2	5.0	36	289	.7	2.8	32	310	.6	3.0	10	171	.2	3.5
<b>KHTS-FM</b>																				
WI '00	40	1118	.7	5.0	54	524	1.0	4.2	49	518	.9	3.9	55	637	1.0	5.5	14	240	.3	5.7
FA '99	37	920	.7	4.5	47	442	.9	3.6	54	484	1.0	4.2	53	496	1.0	5.5	17	228	.3	5.9
SU '99	36	849	.7	4.4	34	376	.6	2.8	55	491	1.0	4.2	45	511	.8	4.6	22	293	.4	7.7
SP '99	34	994	.6	4.1	46	473	.9	3.7	42	427	.8	3.1	48	582	.9	4.9	11	221	.2	3.8
<b>4-Book</b>	<b>37</b>	<b>970</b>	<b>.7</b>	<b>4.5</b>	<b>45</b>	<b>454</b>	<b>.9</b>	<b>3.6</b>	<b>50</b>	<b>480</b>	<b>.9</b>	<b>3.9</b>	<b>50</b>	<b>557</b>	<b>.9</b>	<b>5.1</b>	<b>16</b>	<b>246</b>	<b>.3</b>	<b>5.8</b>
WI '99	37	787	.7	4.5	49	396	.9	3.8	50	333	.9	3.9	53	467	1.0	5.0	14	251	.3	4.9
<b>KTFM-FM</b>																				
WI '00	38	704	.7	4.7	53	340	1.0	4.1	57	319	1.0	4.5	42	403	.8	4.2	21	283	.4	8.6
FA '99	36	809	.7	4.4	45	417	.8	3.5	57	392	1.0	4.5	46	440	.8	4.8	14	236	.3	4.8
SU '99	40	677	.7	4.9	57	350	1.1	4.7	75	326	1.4	5.7	46	398	.9	4.7	12	166	.2	4.2
SP '99	44	696	.8	5.3	48	351	.9	3.9	74	306	1.4	5.5	52	388	1.0	5.3	11	144	.2	3.8
<b>4-Book</b>	<b>40</b>	<b>722</b>	<b>.7</b>	<b>4.8</b>	<b>51</b>	<b>365</b>	<b>1.0</b>	<b>4.1</b>	<b>66</b>	<b>336</b>	<b>1.2</b>	<b>5.1</b>	<b>47</b>	<b>407</b>	<b>.9</b>	<b>4.8</b>	<b>15</b>	<b>207</b>	<b>.3</b>	<b>5.4</b>
WI '99	34	597	.6	4.1	32	300	.6	2.5	67	347	1.2	5.2	47	349	.9	4.4	10	163	.2	3.5

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KIOZ-FM</b>																				
WI '00	16	435	.3	2.0	36	199	.7	2.8	18	176	.3	1.4	26	209	.5	2.6	3	70	.1	1.2
FA '99	17	479	.3	2.1	53	281	1.0	4.1	14	171	.3	1.1	11	128	.2	1.1	3	46	.1	1.0
SU '99	15	361	.3	1.8	40	198	.7	3.3	13	149	.2	1.0	15	160	.3	1.5	6	54	.1	2.1
SP '99	23	490	.4	2.7	44	273	.8	3.6	31	236	.6	2.3	23	227	.4	2.4	9	172	.2	3.1
<b>4-Book</b>	<b>18</b>	<b>441</b>	<b>.3</b>	<b>2.2</b>	<b>43</b>	<b>238</b>	<b>.8</b>	<b>3.5</b>	<b>19</b>	<b>183</b>	<b>.4</b>	<b>1.5</b>	<b>19</b>	<b>181</b>	<b>.4</b>	<b>1.9</b>	<b>5</b>	<b>86</b>	<b>.1</b>	<b>1.9</b>
WI '99	16	489	.3	1.9	40	306	.7	3.1	16	193	.3	1.3	18	210	.3	1.7	5	99	.1	1.8
<b>KJQY-FM</b>																				
WI '00	40	630	.7	5.0	58	332	1.0	4.5	73	307	1.3	5.8	44	333	.8	4.4	10	145	.2	4.1
FA '99	29	508	.5	3.5	34	226	.6	2.6	56	260	1.0	4.4	38	260	.7	3.9	12	165	.2	4.1
SU '99	26	562	.5	3.2	35	228	.7	2.9	47	258	.9	3.6	25	261	.5	2.5	16	140	.3	5.6
SP '99	26	554	.5	3.1	38	275	.7	3.1	46	271	.9	3.4	31	265	.6	3.2	7	161	.1	2.4
<b>4-Book</b>	<b>30</b>	<b>564</b>	<b>.6</b>	<b>3.7</b>	<b>41</b>	<b>265</b>	<b>.8</b>	<b>3.3</b>	<b>56</b>	<b>274</b>	<b>1.0</b>	<b>4.3</b>	<b>35</b>	<b>280</b>	<b>.7</b>	<b>3.5</b>	<b>11</b>	<b>153</b>	<b>.2</b>	<b>4.1</b>
WI '99	38	679	.7	4.6	46	412	.9	3.6	68	349	1.3	5.3	48	373	.9	4.5	24	200	.4	8.5
<b>KLNV-FM</b>																				
WI '00	32	411	.6	4.0	46	261	.8	3.6	37	272	.7	2.9	39	310	.7	3.9	11	134	.2	4.5
FA '99	36	399	.7	4.4	47	255	.9	3.6	64	276	1.2	5.0	34	260	.6	3.5	11	127	.2	3.8
SU '99	29	356	.5	3.6	34	201	.6	2.8	55	237	1.0	4.2	23	198	.4	2.3	8	99	.1	2.8
SP '99	30	430	.6	3.6	37	238	.7	3.0	52	283	1.0	3.9	30	264	.6	3.1	16	139	.3	5.5
<b>4-Book</b>	<b>32</b>	<b>399</b>	<b>.6</b>	<b>3.9</b>	<b>41</b>	<b>239</b>	<b>.8</b>	<b>3.3</b>	<b>52</b>	<b>267</b>	<b>1.0</b>	<b>4.0</b>	<b>32</b>	<b>258</b>	<b>.6</b>	<b>3.2</b>	<b>12</b>	<b>125</b>	<b>.2</b>	<b>4.2</b>
WI '99	36	448	.7	4.3	48	259	.9	3.7	47	295	.9	3.7	42	245	.8	3.9	14	142	.3	4.9
<b>KLQV-FM</b>																				
WI '00	17	292	.3	2.1	23	151	.4	1.8	29	173	.5	2.3	20	183	.4	2.0	6	64	.1	2.5
FA '99	22	284	.4	2.7	30	194	.5	2.3	34	140	.6	2.7	26	161	.5	2.7	10	115	.2	3.4
SU '99	25	276	.5	3.1	40	169	.7	3.3	47	167	.9	3.6	33	201	.6	3.4	6	76	.1	2.1
SP '99	20	312	.4	2.4	31	212	.6	2.5	30	187	.6	2.2	25	210	.5	2.6	7	102	.1	2.4
<b>4-Book</b>	<b>21</b>	<b>291</b>	<b>.4</b>	<b>2.6</b>	<b>31</b>	<b>182</b>	<b>.6</b>	<b>2.5</b>	<b>35</b>	<b>167</b>	<b>.7</b>	<b>2.7</b>	<b>26</b>	<b>189</b>	<b>.5</b>	<b>2.7</b>	<b>7</b>	<b>89</b>	<b>.1</b>	<b>2.6</b>
WI '99	19	294	.4	2.3	32	193	.6	2.5	29	186	.5	2.3	20	169	.4	1.9	7	78	.1	2.5
<b>KMSX-FM</b>																				
WI '00	42	828	.8	5.2	50	430	.9	3.9	89	497	1.6	7.0	56	503	1.0	5.6	14	179	.3	5.7
FA '99	34	822	.6	4.1	42	362	.8	3.3	58	466	1.0	4.6	44	491	.8	4.6	16	224	.3	5.5
SU '99	37	827	.7	4.6	50	410	.9	4.2	63	464	1.2	4.8	48	510	.9	4.9	14	254	.3	4.9
SP '99	52	781	1.0	6.2	64	458	1.2	5.2	100	460	1.9	7.4	66	500	1.2	6.8	11	145	.2	3.8
<b>4-Book</b>	<b>41</b>	<b>815</b>	<b>.8</b>	<b>5.0</b>	<b>52</b>	<b>415</b>	<b>1.0</b>	<b>4.2</b>	<b>78</b>	<b>472</b>	<b>1.4</b>	<b>6.0</b>	<b>54</b>	<b>501</b>	<b>1.0</b>	<b>5.5</b>	<b>14</b>	<b>201</b>	<b>.3</b>	<b>5.0</b>
WI '99	40	771	.7	4.8	63	451	1.2	4.9	69	424	1.3	5.4	59	510	1.1	5.5	7	234	.1	2.5
<b>KOGO-AM</b>																				
WI '00	22	405	.4	2.7	29	195	.5	2.2	47	291	.9	3.7	22	168	.4	2.2	11	79	.2	4.5
FA '99	25	412	.5	3.0	41	251	.7	3.2	46	238	.8	3.6	31	214	.6	3.2	8	66	.1	2.8
SU '99	18	376	.3	2.2	19	151	.4	1.6	41	230	.8	3.1	21	156	.4	2.1	11	87	.2	3.9
SP '99	17	443	.3	2.0	17	168	.3	1.4	46	266	.9	3.4	15	184	.3	1.5	8	87	.1	2.8
<b>4-Book</b>	<b>21</b>	<b>409</b>	<b>.4</b>	<b>2.5</b>	<b>27</b>	<b>191</b>	<b>.5</b>	<b>2.1</b>	<b>45</b>	<b>256</b>	<b>.9</b>	<b>3.5</b>	<b>22</b>	<b>181</b>	<b>.4</b>	<b>2.3</b>	<b>10</b>	<b>80</b>	<b>.2</b>	<b>3.5</b>
WI '99	17	330	.3	2.1	26	182	.5	2.0	46	250	.9	3.6	9	116	.2	.8	9	88	.2	3.2
<b>KPLN-FM</b>																				
WI '00	17	482	.3	2.1	17	199	.3	1.3	22	274	.4	1.7	27	287	.5	2.7	6	110	.1	2.5
FA '99	27	650	.5	3.3	36	258	.7	2.8	47	305	.9	3.7	29	330	.5	3.0	9	160	.2	3.1
SU '99	19	500	.4	2.3	25	236	.5	2.1	25	213	.5	1.9	24	269	.4	2.4	7	134	.1	2.5
SP '99	22	492	.4	2.6	28	209	.5	2.3	44	244	.8	3.3	23	237	.4	2.4	8	108	.1	2.8
<b>4-Book</b>	<b>21</b>	<b>531</b>	<b>.4</b>	<b>2.6</b>	<b>27</b>	<b>226</b>	<b>.5</b>	<b>2.1</b>	<b>35</b>	<b>259</b>	<b>.7</b>	<b>2.7</b>	<b>26</b>	<b>281</b>	<b>.5</b>	<b>2.6</b>	<b>8</b>	<b>128</b>	<b>.1</b>	<b>2.7</b>
WI '99	22	547	.4	2.7	35	281	.7	2.7	37	276	.7	2.9	23	321	.4	2.1	8	138	.1	2.8
<b>KPOP-AM</b>																				
WI '00	3	59	.1	.4	5	32	.1	.4	7	24	.1	.6	4	30	.1	.4		7		
FA '99	3	52	.1	.4	2	26		.2	6	27	.1	.5	7	20	.1	.7		13		
SU '99	7	76	.1	.9	11	48	.2	.9	8	46	.1	.6	7	37	.1	.7	5	37	.1	1.8
SP '99	2	70		.2	1	6		.1	2	26		.1	2	29		.2	2	26		.7
<b>4-Book</b>	<b>4</b>	<b>64</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>28</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>31</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>29</b>	<b>.1</b>	<b>.5</b>	<b>2</b>	<b>21</b>		<b>.6</b>
WI '99	3	78	.1	.4	4	28	.1	.3	3	34	.1	.2	2	37		.2	4	20	.1	1.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		Women 25-49																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	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>KPRZ-AM</b>																						
WI '00	8	154	.1	1.0	21	121	.4	1.6	11	77	.2	.9	7	54	.1	.7	1	36			.4	
FA '99	6	171	.1	.7	16	105	.3	1.2	4	73	.1	.3	6	55	.1	.6	3	26	.1		1.0	
SU '99	6	139	.1	.7	8	76	.1	.7	10	78	.2	.8	9	51	.2	.9	4	36	.1		1.4	
SP '99	4	118	.1	.5	6	64	.1	.5	7	48	.1	.5	4	39	.1	.4	3	30	.1		1.0	
4-Book	6	146	.1	.7	13	92	.2	1.0	8	69	.2	.6	7	50	.1	.7	3	32	.1		1.0	
WI '99	3	126	.1	.4	9	102	.2	.7	3	55	.1	.2	4	52	.1	.4	1	26			.4	
<b>KSDO-AM</b>																						
WI '00	1	40		.1	2	18		.2	1	13		.1	1	13		.1						
FA '99	3	60	.1	.4	5	46	.1	.4	6	40	.1	.5	3	29	.1	.3	1	2			.3	
SU '99		21			1	6		.1	1	9		.1	1	12		.1		10				
SP '99	2	73		.2	2	52		.2	4	27	.1	.3	2	26		.2		7				
4-Book	2	49		.2	3	31		.2	3	22	.1	.3	2	20		.2		5			.1	
WI '99	1	72		.1	3	33	.1	.2	1	22		.1	2	35		.2	1	6			.4	
<b>KSON-AM</b>																						
WI '00	3	120	.1	.4	6	60	.1	.5	5	64	.1	.4	4	60	.1	.4	1	22			.4	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																						
WI '00	46	749	.8	5.7	58	446	1.0	4.5	79	479	1.4	6.2	68	511	1.2	6.9	12	144	.2		4.9	
FA '99	61	886	1.1	7.4	90	532	1.6	7.0	95	531	1.7	7.5	68	558	1.2	7.1	24	306	.4		8.3	
SU '99	69	861	1.3	8.5	109	594	2.0	9.1	107	567	2.0	8.1	90	611	1.7	9.2	18	274	.3		6.3	
SP '99	57	841	1.1	6.8	69	589	1.3	5.6	78	474	1.5	5.8	76	549	1.4	7.8	24	317	.4		8.3	
4-Book	58	834	1.1	7.1	82	540	1.5	6.6	90	513	1.7	6.9	76	557	1.4	7.8	20	260	.3		7.0	
WI '99	73	930	1.4	8.8	107	587	2.0	8.3	126	652	2.3	9.9	97	640	1.8	9.1	11	233	.2		3.9	
<b>KSPA-AM</b>																						
WI '00	1	19		.1		7			2	6		.2	2	12		.2						
FA '99		13																1	7			.3
SU '99		5				5																
SP '99	1	34		.1	1	21		.1		13				6				8				
4-Book	1	18		.1		8			1	5		.1	1	5		.1		4			.1	
WI '99		7												7				7				
<b>KXST-FM</b>																						
WI '00	10	286	.2	1.2	10	93	.2	.8	16	145	.3	1.3	17	183	.3	1.7	2	54			.8	
FA '99	32	486	.6	3.9	45	290	.8	3.5	49	296	.9	3.8	39	289	.7	4.0	11	173	.2		3.8	
SU '99	20	393	.4	2.5	27	194	.5	2.2	38	215	.7	2.9	29	220	.5	3.0	4	104	.1		1.4	
SP '99	28	418	.5	3.3	38	227	.7	3.1	51	270	.9	3.8	27	221	.5	2.8	6	99	.1		2.1	
4-Book	23	396	.4	2.7	30	201	.6	2.4	39	232	.7	3.0	28	228	.5	2.9	6	108	.1		2.0	
WI '99	16	405	.3	1.9	22	231	.4	1.7	27	192	.5	2.1	26	263	.5	2.4	2	88			.7	
<b>KYXY-FM</b>																						
WI '00	75	1006	1.4	9.3	98	616	1.8	7.6	149	660	2.7	11.8	90	592	1.6	9.1	20	236	.4		8.2	
FA '99	72	1069	1.3	8.7	106	667	1.9	8.2	143	658	2.6	11.2	82	635	1.5	8.5	20	291	.4		6.9	
SU '99	79	1025	1.5	9.7	98	550	1.8	8.1	158	574	2.9	12.0	109	615	2.0	11.1	27	273	.5		9.5	
SP '99	61	1013	1.1	7.3	82	550	1.5	6.7	110	631	2.0	8.2	78	573	1.5	8.0	23	246	.4		8.0	
4-Book	72	1028	1.3	8.8	96	596	1.8	7.7	140	631	2.6	10.8	90	604	1.7	9.2	23	262	.4		8.2	
WI '99	63	943	1.2	7.6	94	635	1.8	7.3	105	510	2.0	8.2	83	558	1.5	7.8	28	255	.5		9.9	
<b>XBAC-AM</b>																						
WI '00	1	42		.1	2	20		.2	2	27		.2	1	12		.1						
FA '99	1	37		.1	1	12		.1	1	18		.1	1	25		.1		6				
SU '99	2	81		.2	2	43		.2	5	51	.1	.4	2	25		.2	2	13			.7	
SP '99	1	50		.1	2	31		.2	3	31	.1	.2	2	26		.2		6				
4-Book	1	53		.1	2	27		.2	3	32	.1	.2	2	22		.2	1	6			.2	
WI '99	3	76	.1	.4	4	39	.1	.3	4	44	.1	.3	6	55	.1	.6		7				

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XEMO-AM</b>																				
WI '00	3	53	.1	.4	8	47	.1	.6	2	24		.2	2	24		.2	1	11		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	87	.1	.4	5	46	.1	.4	5	46	.1	.4	3	26	.1	.3	5	5		
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	11	225	.2	1.4	15	97	.3	1.2	16	125	.3	1.3	12	104	.2	1.2	5	78	.1	2.0
FA '99	10	282	.2	1.2	11	144	.2	.9	12	124	.2	.9	16	167	.3	1.7	8	67	.1	2.8
SU '99	7	153	.1	.9	9	89	.2	.7	9	73	.2	.7	5	66	.1	.5	3	46	.1	1.1
SP '99	16	206	.3	1.9	26	104	.5	2.1	22	98	.4	1.6	14	104	.3	1.4	6	54	.1	2.1
<b>4-Book</b>	11	217	.2	1.4	15	109	.3	1.2	15	105	.3	1.1	12	110	.2	1.2	6	61	.1	2.0
WI '99	5	152	.1	.6	6	70	.1	.5	6	47	.1	.5	6	76	.1	.6	4	38	.1	1.4
<b>XHRM-FM</b>																				
WI '00	41	824	.7	5.1	58	472	1.0	4.5	57	424	1.0	4.5	46	468	.8	4.6	16	223	.3	6.6
FA '99	39	766	.7	4.7	57	392	1.0	4.4	57	389	1.0	4.5	46	429	.8	4.8	13	212	.2	4.5
SU '99	49	779	.9	6.0	78	423	1.5	6.5	72	458	1.3	5.5	55	478	1.0	5.6	18	227	.3	6.3
SP '99	56	889	1.0	6.7	75	464	1.4	6.1	87	449	1.6	6.5	73	535	1.4	7.5	17	243	.3	5.9
<b>4-Book</b>	46	815	.8	5.6	67	438	1.2	5.4	68	430	1.2	5.3	55	478	1.0	5.6	16	226	.3	5.8
WI '99	52	829	1.0	6.3	71	450	1.3	5.5	84	387	1.6	6.6	63	521	1.2	5.9	24	301	.4	8.5
<b>XHTZ-FM</b>																				
WI '00	24	641	.4	3.0	26	279	.5	2.0	34	360	.6	2.7	32	343	.6	3.2	11	232	.2	4.5
FA '99	18	524	.3	2.2	26	271	.5	2.0	21	214	.4	1.6	28	290	.5	2.9	8	141	.1	2.8
SU '99	27	485	.5	3.3	43	318	.8	3.6	39	269	.7	3.0	34	285	.6	3.5	13	152	.2	4.6
SP '99	23	505	.4	2.7	32	271	.6	2.6	30	260	.6	2.2	25	304	.5	2.6	11	138	.2	3.8
<b>4-Book</b>	23	539	.4	2.8	32	285	.6	2.6	31	276	.6	2.4	30	306	.6	3.1	11	166	.2	3.9
WI '99	25	497	.5	3.0	37	247	.7	2.9	21	249	.4	1.6	30	256	.6	2.8	18	161	.3	6.3
<b>XLTN-FM</b>																				
WI '00	9	212	.2	1.1	9	89	.2	.7	13	116	.2	1.0	14	121	.3	1.4	3	57	.1	1.2
FA '99	16	248	.3	1.9	22	141	.4	1.7	22	175	.4	1.7	16	127	.3	1.7	6	76	.1	2.1
SU '99	11	189	.2	1.4	8	56	.1	.7	21	118	.4	1.6	14	94	.3	1.4	4	42	.1	1.4
SP '99	17	259	.3	2.0	25	176	.5	2.0	27	153	.5	2.0	14	128	.3	1.4	10	99	.2	3.5
<b>4-Book</b>	13	227	.3	1.6	16	116	.3	1.3	21	141	.4	1.6	15	118	.3	1.5	6	69	.1	2.1
WI '99	13	253	.2	1.6	17	140	.3	1.3	16	141	.3	1.3	16	121	.3	1.5	7	72	.1	2.5
<b>XMOR-FM</b>																				
WI '00	5	49	.1	.6	7	24	.1	.5	5	30	.1	.4	7	43	.1	.7	4	24	.1	1.6
FA '99	2	84		.2	4	52	.1	.3	2	32		.2	2	33		.2	2	33		.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	2	57		.2	3	29	.1	.2	3	22	.1	.2	2	47		.2	2	17		.7
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	3	37	.1	.4	8	25	.1	.6	5	25	.1	.4	3	19	.1	.3	1	13		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	3	51	.1	.4	15	46	.3	1.2	1	27		.1	9	9			4	4		
SP '99	3	51	.1	.4	7	29	.1	.6	4	20	.1	.3	1	12		.1	1	12		.3
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	3	83	.1	.4	7	58	.1	.5	4	44	.1	.3	1	32		.1	7	7		
<b>XTRA-AM</b>																				
WI '00	2	123		.2	2	27		.2	3	33	.1	.2	5	36	.1	.5				
FA '99	2	95		.2	1	13		.1	2	39		.2	1	6		.1				
SU '99	1	90		.1	3	48	.1	.2	1	23		.1	1	32		.1	14	14		
SP '99	4	97	.1	.5	4	26	.1	.3	11	20	.2	.8	3	36	.1	.3	1	20		.3
<b>4-Book</b>	2	101		.3	3	29	.1	.2	4	29	.1	.3	3	28	.1	.3	10	10		.1
WI '99	2	165		.2	4	50	.1	.3	3	46	.1	.2	3	68	.1	.3	8	8		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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>XTRA-FM</b>																				
WI '00	32	775	.6	4.0	53	468	1.0	4.1	46	350	.8	3.6	39	491	.7	3.9	10	209	.2	4.1
FA '99	22	726	.4	2.7	33	344	.6	2.6	32	372	.6	2.5	30	390	.5	3.1	5	168	.1	1.7
SU '99	31	622	.6	3.8	45	302	.8	3.7	47	319	.9	3.6	38	406	.7	3.9	6	162	.1	2.1
SP '99	28	721	.5	3.3	34	308	.6	2.8	37	334	.7	2.7	45	459	.8	4.6	9	182	.2	3.1
<b>4-Book</b>	<b>28</b>	<b>711</b>	<b>.5</b>	<b>3.5</b>	<b>41</b>	<b>356</b>	<b>.8</b>	<b>3.3</b>	<b>41</b>	<b>344</b>	<b>.8</b>	<b>3.1</b>	<b>38</b>	<b>437</b>	<b>.7</b>	<b>3.9</b>	<b>8</b>	<b>180</b>	<b>.2</b>	<b>2.8</b>
WI '99	29	624	.5	3.5	42	377	.8	3.3	43	230	.8	3.4	42	381	.8	3.9	5	193	.1	1.8
<b>KFI -AM</b>																				
WI '00	9	160	.2	1.1	9	69	.2	.7	20	98	.4	1.6	16	105	.3	1.6	1	23		.4
FA '99	12	255	.2	1.5	26	150	.5	2.0	23	138	.4	1.8	16	129	.3	1.7	1	31		.3
SU '99	7	225	.1	.9	7	66	.1	.6	10	97	.2	.8	13	160	.2	1.3	1	25		.4
SP '99	8	252	.1	1.0	7	74	.1	.6	22	135	.4	1.6	8	81	.1	.8	1	33		.3
<b>4-Book</b>	<b>9</b>	<b>223</b>	<b>.2</b>	<b>1.1</b>	<b>12</b>	<b>90</b>	<b>.2</b>	<b>1.0</b>	<b>19</b>	<b>117</b>	<b>.4</b>	<b>1.5</b>	<b>13</b>	<b>119</b>	<b>.2</b>	<b>1.4</b>	<b>1</b>	<b>28</b>		<b>.4</b>
WI '99	10	282	.2	1.2	12	112	.2	.9	20	176	.4	1.6	19	145	.4	1.8	2	41		.7
<b>KKBT-FM</b>																				
WI '00	2	54		.2	2	18		.2	2	20		.2	3	20	.1	.3	1	27		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	6	66	.1	.7	12	35	.2	1.0	11	38	.2	.8	3	36	.1	.3	1	13		.4
SP '99	1	72		.1	2	29		.2	2	24		.2	2	13		.2	1	13		.3
<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 '99	2	52		.2	1	26		.1	4	25	.1	.3	3	43	.1	.3				
<b>KNX -AM</b>																				
WI '00	1	84		.1	4	46	.1	.3	1	39		.1	1	19		.1	1	12		.4
FA '99	1	40		.1	2	20		.2	2	27		.2	2	14		.1	2	20		.7
SU '99	1	61		.1	1	16		.1	1	29		.1	1	21		.1	1	20		.4
SP '99	3	80	.1	.4	1	34	.1	.3	3	31	.1	.2	3	42	.1	.3	5	26	.1	1.7
<b>4-Book</b>	<b>2</b>	<b>66</b>		<b>.2</b>	<b>2</b>	<b>29</b>		<b>.2</b>	<b>2</b>	<b>32</b>		<b>.2</b>	<b>1</b>	<b>24</b>		<b>.1</b>	<b>2</b>	<b>20</b>		<b>.7</b>
WI '99	2	96		.2	6	54	.1	.5	1	50		.1	4	42	.1	.4	1	11		.4
<b>KSSE-FM</b>																				
WI '00	5	111	.1	.6	7	41	.1	.5	12	60	.2	.9	7	64	.1	.7	1	22		.4
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	4	97	.1	.5	10	63	.2	.8	3	40	.1	.2	5	28	.1	.5	2	28		.8
FA '99	7	125	.1	.8	12	77	.2	.9	7	60	.1	.5	8	66	.1	.8	2	45		.7
SU '99	8	152	.1	1.0	14	100	.3	1.2	12	77	.2	.9	11	82	.2	1.1	2	49		.7
SP '99	4	87	.1	.5	1	26	.1	.3	4	38	.1	.3	5	38	.1	.5	3	30	.1	1.0
<b>4-Book</b>	<b>6</b>	<b>115</b>	<b>.1</b>	<b>.7</b>	<b>9</b>	<b>67</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>54</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>54</b>	<b>.1</b>	<b>.7</b>	<b>2</b>	<b>38</b>		<b>.8</b>
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	4	86	.1	.5	8	40	.1	.6	8	54	.1	.6	1	21		.1	3	18	.1	1.2
FA '99	4	102	.1	.5	4	30	.1	.3	7	66	.1	.5	4	55	.1	.4	1	31		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	5	91	.1	.6	4	31	.1	.3	10	48	.2	.7	4	36	.1	.4	5	5		.5
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 4	59	.1	.5	7	38	.1	.5	5	25	.1	.4	4	28	.1	.4	* 2	13		.8
FA '99	3	34	.1	.4	12	24	.2	.9	3	15	.1	.2	4	4			1	7		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	60	.1	.7	9	31	.2	.7	6	46	.1	.4	4	19	.1	.4	8	11	.1	2.8
<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 '99	5	46	.1	.6	8	40	.1	.6	10	46	.2	.8	2	12		.2	1	12		.4
<b>TOTALS</b>																				
WI '00	806	5260	14.6		1290	4579	23.3		1268	4201	22.9		992	4485	17.9		244	2317	4.4	
FA '99	826	5334	14.9		1288	4757	23.3		1273	4473	23.0		964	4561	17.4		290	2695	5.2	
SU '99	812	5111	15.1		1203	4406	22.4		1320	4138	24.6		981	4413	18.3		285	2513	5.3	
SP '99	837	5142	15.6		1228	4580	22.9		1347	4403	25.1		972	4468	18.1		289	2519	5.4	
<b>4-Book</b>	<b>820</b>	<b>5212</b>	<b>15.1</b>		<b>1252</b>	<b>4581</b>	<b>23.0</b>		<b>1302</b>	<b>4304</b>	<b>23.9</b>		<b>977</b>	<b>4482</b>	<b>17.9</b>		<b>277</b>	<b>2511</b>	<b>5.1</b>	
WI '99	829	5133	15.4		1290	4689	24.0		1279	4184	23.8		1070	4478	19.9		284	2612	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

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>KBZT-FM</b>																				
WI '00	32	454	.6	2.7	22	197	.4	4.4	21	69	.4	3.4	42	94	.8	5.0	25	56	.5	4.0
4-Book	35	470	.7	2.9	18	251	.3	3.4	17	67	.3	2.9	36	120	.7	3.8	21	68	.4	3.3
<b>KCBQ-AM</b>																				
WI '00	1	25	.1		6								1	6	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	15	121	.3	1.3	4	73	.1	.8	9	32	.2	1.5	6	13	.1	.7	4	19	.1	.6
4-Book	15	243	.3	1.3	8	158	.2	1.6	6	34	.1	1.0	7	28	.1	.8	9	39	.2	1.5
<b>KFMB-FM</b>																				
WI '00	139	1309	2.5	11.7	31	608	.6	6.2	44	169	.8	7.2	69	275	1.2	8.2	40	205	.7	6.4
4-Book	114	1242	2.1	9.6	29	577	.5	5.4	40	165	.7	6.7	55	245	1.0	5.9	32	170	.6	5.1
<b>KFSD-FM</b>																				
WI '00	3	103	.1	.3	2	74	.1	.4	1	15	.2	.7	2	21	.2	.7	2	18	.1	.3
4-Book	8	159	.2	.7	5	95	.1	.9	4	22	.1	.7	9	37	.2	1.0	6	19	.1	.9
<b>KGB -FM</b>																				
WI '00	44	630	.8	3.7	14	300	.3	2.8	23	59	.4	3.8	23	115	.4	2.7	14	54	.3	2.2
4-Book	45	622	.9	3.8	19	323	.4	3.5	24	86	.4	4.0	29	121	.5	3.1	28	83	.5	4.5
<b>KHTS-FM</b>																				
WI '00	52	944	.9	4.4	37	573	.7	7.4	29	98	.5	4.7	43	208	.8	5.1	27	153	.5	4.3
4-Book	49	831	.9	4.1	31	480	.6	5.7	26	97	.5	4.6	48	205	.9	5.0	34	140	.6	5.3
<b>KIFM-FM</b>																				
WI '00	51	595	.9	4.3	26	296	.5	5.2	34	89	.6	5.6	40	136	.7	4.8	47	114	.9	7.5
4-Book	55	591	1.0	4.6	28	364	.5	5.3	27	85	.5	4.5	47	151	.9	4.9	37	119	.7	5.8
<b>KIOZ-FM</b>																				
WI '00	26	393	.5	2.2	7	183	.1	1.4	3	21	.1	.5	17	79	.3	2.0	16	73	.3	2.6
4-Book	26	378	.5	2.2	11	187	.2	2.0	8	33	.2	1.4	17	84	.3	1.8	16	66	.3	2.5
<b>KJQY-FM</b>																				
WI '00	59	491	1.1	5.0	26	292	.5	5.2	40	92	.7	6.5	48	150	.9	5.7	35	110	.6	5.6
4-Book	45	444	.8	3.8	18	247	.3	3.3	21	59	.4	3.6	36	115	.7	3.8	20	72	.4	3.1
<b>KLNV-FM</b>																				
WI '00	41	392	.7	3.4	30	252	.5	6.0	30	110	.5	4.9	39	123	.7	4.6	46	141	.8	7.4
4-Book	43	365	.8	3.6	27	240	.5	5.0	30	93	.6	5.1	50	127	.9	5.3	28	83	.5	4.4
<b>KLQV-FM</b>																				
WI '00	24	259	.4	2.0	12	171	.2	2.4	11	29	.2	1.8	20	81	.4	2.4	24	68	.4	3.8
4-Book	31	265	.6	2.6	13	157	.3	2.4	15	47	.3	2.5	24	71	.4	2.5	17	52	.3	2.7
<b>KMSX-FM</b>																				
WI '00	67	760	1.2	5.6	17	380	.3	3.4	17	102	.3	2.8	25	147	.5	3.0	19	87	.3	3.0
4-Book	62	735	1.2	5.2	23	389	.4	4.2	15	80	.3	2.5	50	188	1.0	5.2	32	135	.6	5.0
<b>KOGD-AM</b>																				
WI '00	34	379	.6	2.9	8	100	.1	1.6	11	40	.2	1.8	6	20	.1	.7	7	9	.1	1.1
4-Book	32	369	.6	2.8	7	110	.1	1.3	11	41	.2	1.8	6	28	.1	.6	3	11	.1	.5
<b>KPLN-FM</b>																				
WI '00	22	424	.4	1.8	14	233	.3	2.8	17	84	.3	2.8	22	112	.4	2.6	17	60	.3	2.7
4-Book	29	443	.5	2.5	15	235	.3	2.9	15	69	.3	2.6	29	112	.5	3.0	16	68	.3	2.6
<b>KPOP-AM</b>																				
WI '00	5	44	.1	.4	2	32	.1	.4	4	8	.1	.7	1	6	.1	.5	1	6	.1	.2
4-Book	5	50	.1	.5	2	22	.1	.4	4	8	.1	.7	4	8	.1	.5	1	5	.1	.1
<b>KPRZ-AM</b>																				
WI '00	13	136	.2	1.1	3	61	.1	.6	4	19	.1	.7	3	12	.1	.4	8	13	.1	1.3
4-Book	9	124	.2	.8	3	62	.1	.5	3	12	.1	.4	3	10	.1	.3	5	9	.1	.7

Target Listener Estimates - Women 25-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KSDO-AM</b>																				
WI '00	1	32	.1	.1																
4-Book	3	43	.1	.2	1	8	.1	.1	1	2	.1	1	8	.1	.1	1	8	.1	.2	
<b>KSON-AM</b>																				
WI '00	5	105	.1	.4	1	42	.2													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	69	674	1.2	5.8	30	446	.5	6.0	38	145	.7	6.2	58	228	1.0	6.9	48	162	.9	7.7
4-Book	83	758	1.5	7.0	42	486	.8	7.8	45	161	.8	7.8	80	257	1.5	8.4	58	175	1.1	9.2
<b>KSPA-AM</b>																				
WI '00	1	12		.1	1	19		.2												
4-Book		11		.2	1	13		.2	3	5		.5	1	7		.1	2	7		.2
<b>KXST-FM</b>																				
WI '00	15	225	.3	1.3	8	170	.1	1.6	8	50	.1	1.3	15	82	.3	1.8	6	50	.1	1.0
4-Book	33	338	.6	2.8	16	206	.3	2.9	15	58	.3	2.5	28	95	.5	2.9	17	64	.3	2.6
<b>KYXY-FM</b>																				
WI '00	115	900	2.1	9.7	40	585	.7	8.0	41	170	.7	6.7	72	240	1.3	8.6	32	169	.6	5.1
4-Book	111	918	2.0	9.4	36	503	.6	6.7	41	150	.7	7.0	61	210	1.1	6.6	38	148	.7	6.1
<b>XBAC-AM</b>																				
WI '00	2	27		.2	1	21		.2	1	14		.2	2	7		.2				
4-Book	2	47		.2	1	15		.2	1	7		.2	2	5		.2	1	2		.1
<b>XEMO-AM</b>																				
WI '00	4	53	.1	.3	2	19	.4		3	12	.1	.5	1	6	.1		6	13	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	14	179	.3	1.2	8	122	.1	1.6	14	33	.3	2.3	16	43	.3	1.9	13	31	.2	2.1
4-Book	14	181	.3	1.2	8	98	.1	1.6	11	30	.2	1.9	13	40	.3	1.4	11	34	.2	1.6
<b>XHRM-FM</b>																				
WI '00	54	746	1.0	4.5	34	444	.6	6.8	33	150	.6	5.4	59	213	1.1	7.0	54	181	1.0	8.7
4-Book	64	707	1.2	5.4	35	441	.7	6.6	35	130	.7	6.0	66	218	1.2	6.9	44	159	.8	6.9
<b>XHTZ-FM</b>																				
WI '00	31	518	.6	2.6	19	353	.3	3.8	17	77	.3	2.8	37	183	.7	4.4	18	81	.3	2.9
4-Book	31	465	.6	2.6	17	295	.3	3.2	20	66	.4	3.4	33	144	.6	3.5	15	72	.3	2.3
<b>XLTN-FM</b>																				
WI '00	12	185	.2	1.0	7	96	.1	1.4	8	31	.1	1.3	17	65	.3	2.0	5	25	.1	.8
4-Book	18	197	.3	1.5	11	128	.2	2.0	13	33	.3	2.2	22	73	.4	2.3	10	39	.2	1.6
<b>XMOR-FM</b>																				
WI '00	6	43	.1	.5	3	25	.1	.6	1	7	.2		10	25	.2	1.2	1	6		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	5	31	.1	.4	2	23	.4		2	12	.3		5	11	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
WI '00	4	80	.1	.3	1	51	.2		1	6	.2						1	5		.2
4-Book	3	62	.1	.3	2	40	.3		1	4	.2		1	7	.1		1	7		.2
<b>XTRA-FM</b>																				
WI '00	46	664	.8	3.9	20	422	.4	4.0	27	92	.5	4.4	34	169	.6	4.0	28	160	.5	4.5
4-Book	40	613	.7	3.4	21	358	.4	3.9	20	90	.4	3.4	38	155	.7	4.0	27	126	.5	4.3
<b>KFI -AM</b>																				
WI '00	15	153	.3	1.3	4	59	.1	.8	2	13	.3		6	22	.1	.7	4	13	.1	.6
4-Book	15	206	.3	1.3	4	71	.1	.7	4	24	.1	.7	8	37	.2	.9	4	17	.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

## 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>KKBT-FM</b>																				
WI '00	2	25		.2	2	39		.4	3	12	.1	.5	2	19		.2	4	14	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	2	65		.2	1	25		.2	1	6		.2	2	6		.2	1	6		.2
4-Book	2	48		.2	1	22		.2	1	4		.1	1	3		.1	1	3		.1
<b>KSSE-FM</b>																				
WI '00	9	100	.2	.8	1	18		.2					2	12		.2	4	12	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	6	77	.1	.5	3	63	.1	.6	6	23	.1	1.0	7	16	.1	.7	2	13		.3
4-Book	8	92	.2	.7	5	79	.1	.9	8	27	.2	1.4	7	16	.1	.7	5	19	.1	.7
<b>XHTY-FM</b>																				
WI '00	6	80	.1	.5	2	29		.4	4	12	.1	.7	3	18	.1	.4	2	6		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	5	53	.1	.4	* 1	12		.2	6	12	.1	1.0								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	1190	5141	21.5		503	4147	9.1		611	1943	11.1		841	2493	15.2		624	1901	11.3	
4-Book	1187	5129	21.8		535	4119	9.8		584	1813	10.7		952	2594	17.5		632	1932	11.6	

Target Listener Estimates - Women 25-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KBZT-FM</b>																				
WI '00	7	26	.1	2.9	20	70	.4	5.4	30	71	.5	4.6	26	72	.5	5.4	10	42	.2	4.4
4-Book	4	24	.1	1.5	17	52	.3	4.4	24	84	.4	3.4	19	63	.4	3.7	7	34	.1	3.0
<b>KCBQ-AM</b>																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	1	7		.4	5	33	.1	1.4	3	22	.1	.5	1	6		.2				
4-Book	7	29	.1	2.3	8	28	.2	2.1	17	61	.3	2.4	8	35	.2	1.7	3	11	.1	1.1
<b>KFMB-FM</b>																				
WI '00	11	62	.2	4.5	16	73	.3	4.3	36	171	.7	5.6	19	91	.3	4.0	13	38	.2	5.8
4-Book	11	56	.2	3.9	17	103	.3	4.4	37	157	.7	5.2	29	125	.5	5.8	9	45	.1	3.7
<b>KFSD-FM</b>																				
WI '00	1	14		.4	4	20	.1	1.1	4	30	.1	.6	3	13	.1	.6				
4-Book	2	16		.7	4	22	.1	1.0	8	36	.2	1.1	4	19	.1	.7	3	10		1.1
<b>KGB -FM</b>																				
WI '00	4	29	.1	1.7	11	41	.2	3.0	18	87	.3	2.8	18	67	.3	3.8	4	25	.1	1.8
4-Book	8	43	.2	2.8	12	40	.2	3.0	26	91	.5	3.7	18	70	.3	3.7	7	31	.1	3.0
<b>KHTS-FM</b>																				
WI '00	16	104	.3	6.6	32	119	.6	8.6	83	248	1.5	12.8	47	175	.9	9.8	20	94	.4	8.9
4-Book	16	76	.3	5.8	21	84	.4	5.4	50	174	.9	7.3	32	117	.6	6.6	15	67	.3	6.4
<b>KIFM-FM</b>																				
WI '00	17	82	.3	7.0	12	48	.2	3.2	31	105	.6	4.8	18	55	.3	3.8	12	42	.2	5.3
4-Book	13	62	.3	4.6	20	75	.4	5.0	42	142	.8	6.0	30	81	.6	5.9	12	49	.2	5.1
<b>KIOZ-FM</b>																				
WI '00	6	39	.1	2.5	2	13		.5	5	42	.1	.8	6	34	.1	1.3	1	15		.4
4-Book	11	38	.2	3.9	8	30	.1	1.9	13	43	.3	1.8	12	53	.2	2.5	5	23	.1	2.1
<b>KJQY-FM</b>																				
WI '00	8	42	.1	3.3	34	83	.6	9.2	19	82	.3	2.9	19	65	.3	4.0	11	27	.2	4.9
4-Book	7	32	.1	2.5	20	60	.4	5.1	16	62	.3	2.3	16	50	.3	3.3	6	27	.1	2.7
<b>KLNV-FM</b>																				
WI '00	10	42	.2	4.1	33	76	.6	8.9	46	116	.8	7.1	23	86	.4	4.8	15	54	.3	6.7
4-Book	9	34	.2	3.2	22	57	.4	5.5	37	95	.7	5.3	23	59	.4	4.8	14	49	.3	5.9
<b>KLQV-FM</b>																				
WI '00	13	40	.2	5.4	8	22	.1	2.2	11	41	.2	1.7	5	13	.1	1.0	8	25	.1	3.6
4-Book	8	36	.1	2.8	11	34	.2	2.9	14	50	.3	2.0	9	29	.2	1.7	8	29	.2	3.6
<b>KMSX-FM</b>																				
WI '00	7	55	.1	2.9	4	21	.1	1.1	26	153	.5	4.0	29	111	.5	6.1	8	34	.1	3.6
4-Book	11	54	.2	3.9	11	52	.2	2.8	29	101	.6	4.2	26	115	.5	5.2	7	47	.1	3.0
<b>KOGD-AM</b>																				
WI '00	11	31	.2	4.5	10	46	.2	2.7	7	13	.1	1.1	1	6		.2	9	31	.2	4.0
4-Book	7	20	.1	2.6	10	43	.2	2.5	8	21	.1	1.1	2	9	.1	.4	8	27	.2	3.5
<b>KPLN-FM</b>																				
WI '00	3	21	.1	1.2	8	61	.1	2.2	15	95	.3	2.3	21	78	.4	4.4	13	34	.2	5.8
4-Book	7	36	.2	2.5	8	36	.2	2.0	17	75	.3	2.4	22	79	.4	4.6	9	35	.2	4.0
<b>KPOP-AM</b>																				
WI '00					5	14	.1	1.4	3	15	.1	.5	6	12	.1	1.3	1	6		.4
4-Book	1	6		.4	2	5		.4	2	8	.1	.3	2	5		.4	2	2		.1
<b>KPRZ-AM</b>																				
WI '00					4	36	.1	1.1	1	12		.2					1	6		.4
4-Book	2	5		.6	7	35	.1	1.7	2	13		.3	1	3		.1	1	8		.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM WI '00 4-Book		1		.1	1	1		.1	1	1		.1	1	2		.2		1		.1
KSON-AM WI '00 4-Book	1 **	5 **		.4 **		6 **		**		6 **		**		6 **		**		6 **		**
KSON-FM WI '00 4-Book	16 25	56 81	.3 .5	6.6 8.7	23 23	97 97	.4 .4	6.2 5.9	30 49	150 186	.5 .9	4.6 6.9	24 35	76 121	.4 .7	5.0 7.0	3 14	21 64	.1 .3	1.3 5.8
KSPA-AM WI '00 4-Book	1	7 6		.3	5 1	12 3	.1 .4	1.4		7 3		.2								
KXST-FM WI '00 4-Book	4 10	23 30	.1 .2	1.7 3.3	3 10	7 32	.1 .2	.8 2.4	11 21	44 65	.2 .4	1.7 3.0	14 17	49 49	.3 .3	2.9 3.3	7	32	.1	2.7
KYXY-FM WI '00 4-Book	14 16	66 72	.3 .3	5.8 5.7	30 24	109 91	.5 .4	8.1 6.2	65 47	229 161	1.2 .9	10.1 6.9	37 36	136 115	.7 .7	7.7 7.2	23 21	77 78	.4 .4	10.2 9.0
XBAC-AM WI '00 4-Book									1	2		.1	2 1	7 3		.4 .1		7 5		.1
XEMO-AM WI '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	5 **	6 **	.1 **	1.0 **	**	**	**
+XHCR-FM WI '00 4-Book	6 4	31 18	.1 .1	2.5 1.6	6 8	25 26	.1 .2	1.6 2.1	7 11	45 31	.1 .2	1.1 1.5	3 7	20 23	.1 .1	.6 1.4	1 3	12 16	.4 .1	1.3
XHRM-FM WI '00 4-Book	28 29	80 96	.5 .6	11.6 10.5	14 20	68 81	.3 .4	3.8 5.0	34 40	120 131	.6 .7	5.3 5.8	27 24	112 99	.5 .5	5.6 4.9	21 20	70 71	.4 .4	9.3 8.5
XHTZ-FM WI '00 4-Book	10 10	67 43	.2 .2	4.1 3.4	16 13	34 41	.3 .3	4.3 3.2	24 22	116 93	.4 .4	3.7 3.2	18 15	73 64	.3 .3	3.8 3.0	14 10	77 52	.3 .2	6.2 4.1
XLTN-FM WI '00 4-Book	7 10	27 34	.1 .2	2.9 3.6	9	23	.2	2.3	7 15	25 45	.1 .3	1.1 2.0	2 6	13 21	.4 .1	.4 1.2	5 4	12 14	.1 .1	2.2 1.8
XMOR-FM WI '00 4-Book	**	**	**	**	2 **	5 **	.5 **	.6 **	4 **	5 **	.1 **	.6 **	1 **	5 **	.2 **	.2 **	3 **	5 **	.1 **	1.3 **
XPRS-AM WI '00 4-Book	**	**	**	**	6 **	11 **	.1 **	1.6 **	2 **	6 **	.3 **	.3 **	**	**	**	**	**	**	**	**
XTRA-AM WI '00 4-Book		2		.1	3 2	13 7	.1 .1	.8 .5	6 5	20 17	.1 .1	.9 .6	1 5	6 17	.2 .1	.2 .9		3		.1
XTRA-FM WI '00 4-Book	11 10	91 59	.2 .2	4.5 3.6	11 17	62 81	.2 .3	3.0 4.3	22 28	115 125	.4 .5	3.4 4.1	27 20	124 87	.5 .4	5.6 4.1	6 6	47 40	.1 .1	2.7 2.7
KFI -AM WI '00 4-Book	1 1	6 7	.4 .2		2 2	8 12	.5 .5		13 7	30 21	.2 .1	2.0 1.0	7 4	23 12	.1 .1	1.5 .8	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 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
<b>KKBT-FM</b>																			
WI '00	1	12	.4	1	6	.3	1	15	.2				7			4	12	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																			
WI '00				3	13	.1	.8	4	13	.1	.6					1	6		.4
4-Book	2	6	.6	1	5	.2		1	3	.2		2	4	.3		1	6	.3	
<b>KSSE-FM</b>																			
WI '00	1	12	.4																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																			
WI '00	1	8	.4	8	36	.1	2.2	2	6	.3						5	13	.1	2.2
4-Book	2	7	.6	6	32	.1	1.6	6	31	.1	.8	4	17	.1	.7	2	6	.1	.9
<b>XHTY-FM</b>																			
WI '00								1	6	.2		4	6	.1	.8	2	6		.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																			
WI '00	*							3	12	.1	.5					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																			
WI '00	242	1008	4.4	370	1290	6.7		646	2005	11.7		478	1395	8.6		225	837	4.1	
4-Book	279	1017	5.1	395	1317	7.3		698	2016	12.9		498	1463	9.1		234	883	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 25-54

	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>KBZT-FM</b>																				
WI '00	32	679	.5	3.4	42	323	.7	2.8	48	326	.8	3.3	47	384	.7	4.1	8	134	.1	2.8
FA '99	27	652	.4	2.9	43	339	.7	2.9	50	369	.8	3.5	28	340	.4	2.5	7	127	.1	2.1
SU '99	29	680	.5	3.1	51	364	.8	3.7	48	347	.8	3.1	33	408	.5	2.9	4	102	.1	1.3
SP '99	33	746	.5	3.5	48	394	.8	3.4	56	445	.9	3.7	38	410	.6	3.4	9	195	.1	2.8
<b>4-Book</b>	<b>30</b>	<b>689</b>	<b>.5</b>	<b>3.2</b>	<b>46</b>	<b>355</b>	<b>.8</b>	<b>3.2</b>	<b>51</b>	<b>372</b>	<b>.8</b>	<b>3.4</b>	<b>37</b>	<b>386</b>	<b>.6</b>	<b>3.2</b>	<b>7</b>	<b>140</b>	<b>.1</b>	<b>2.3</b>
WI '99	36	762	.6	3.8	56	399	.9	3.8	55	394	.9	3.8	53	446	.9	4.3	10	187	.2	3.0
<b>KCBO-AM</b>																				
WI '00	1	47		.1	2	11		.1		14			1	11		.1				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	33		.1					6	15	.1	.4		11				5		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	2	46		.2	2	21		.1	3	16		.2	4	19	.1	.3		13		
<b>KFMB-AM</b>																				
WI '00	16	297	.3	1.7	35	155	.6	2.4	23	158	.4	1.6	22	167	.3	1.9	2	53		.7
FA '99	14	436	.2	1.5	21	143	.3	1.4	23	218	.4	1.6	17	149	.3	1.5	6	80	.1	1.8
SU '99	18	561	.3	1.9	18	183	.3	1.3	12	150	.2	.8	25	299	.4	2.2	19	220	.3	6.0
SP '99	19	516	.3	2.0	37	248	.6	2.6	21	180	.3	1.4	28	245	.5	2.5	9	174	.1	2.8
<b>4-Book</b>	<b>17</b>	<b>453</b>	<b>.3</b>	<b>1.8</b>	<b>28</b>	<b>182</b>	<b>.5</b>	<b>1.9</b>	<b>20</b>	<b>177</b>	<b>.3</b>	<b>1.4</b>	<b>23</b>	<b>215</b>	<b>.4</b>	<b>2.0</b>	<b>9</b>	<b>132</b>	<b>.1</b>	<b>2.8</b>
WI '99	11	314	.2	1.2	28	159	.5	1.9	13	142	.2	.9	15	179	.2	1.2	2	65		.6
<b>KFMB-FM</b>																				
WI '00	89	1527	1.4	9.6	227	1075	3.6	15.4	132	794	2.1	9.1	97	781	1.5	8.4	10	257	.2	3.4
FA '99	63	1296	1.0	6.7	140	844	2.2	9.4	82	685	1.3	5.7	83	753	1.3	7.5	11	303	.2	3.3
SU '99	70	1430	1.1	7.5	148	927	2.4	10.6	111	836	1.8	7.3	93	865	1.5	8.3	12	335	.2	3.8
SP '99	76	1457	1.2	7.9	163	954	2.7	11.5	124	747	2.0	8.1	85	857	1.4	7.6	16	265	.3	4.9
<b>4-Book</b>	<b>75</b>	<b>1428</b>	<b>1.2</b>	<b>7.9</b>	<b>170</b>	<b>950</b>	<b>2.7</b>	<b>11.7</b>	<b>112</b>	<b>766</b>	<b>1.8</b>	<b>7.6</b>	<b>90</b>	<b>814</b>	<b>1.4</b>	<b>8.0</b>	<b>12</b>	<b>290</b>	<b>.2</b>	<b>3.9</b>
WI '99	80	1401	1.3	8.4	179	973	2.9	12.0	115	688	1.9	7.9	108	850	1.8	8.8	11	271	.2	3.3
<b>KFSD-FM</b>																				
WI '00	7	208	.1	.8	6	63	.1	.4	7	75	.1	.5	8	86	.1	.7	6	55	.1	2.1
FA '99	12	325	.2	1.3	11	141	.2	.7	18	147	.3	1.2	15	189	.2	1.3	6	91	.1	1.8
SU '99	8	261	.1	.9	8	126	.1	.6	8	137	.1	.5	16	148	.3	1.4	6	73	.1	1.9
SP '99	8	230	.1	.8	13	110	.2	.9	11	133	.2	.7	9	147	.1	.8	6	71	.1	1.8
<b>4-Book</b>	<b>9</b>	<b>256</b>	<b>.1</b>	<b>1.0</b>	<b>10</b>	<b>110</b>	<b>.2</b>	<b>.7</b>	<b>11</b>	<b>123</b>	<b>.2</b>	<b>.7</b>	<b>12</b>	<b>143</b>	<b>.2</b>	<b>1.1</b>	<b>6</b>	<b>73</b>	<b>.1</b>	<b>1.9</b>
WI '99	4	159	.1	.4	8	92	.1	.5	5	64	.1	.3	5	61	.1	.4	1	18		.3
<b>KGB -FM</b>																				
WI '00	30	716	.5	3.2	89	440	1.4	6.0	25	320	.4	1.7	29	371	.5	2.5	9	128	.1	3.1
FA '99	36	761	.6	3.8	88	400	1.4	5.9	46	370	.7	3.2	31	337	.5	2.8	7	178	.1	2.1
SU '99	27	726	.4	2.9	51	335	.8	3.7	33	319	.5	2.2	27	303	.4	2.4	5	129	.1	1.6
SP '99	31	766	.5	3.2	88	455	1.4	6.2	35	323	.6	2.3	21	297	.3	1.9	7	139	.1	2.1
<b>4-Book</b>	<b>31</b>	<b>742</b>	<b>.5</b>	<b>3.3</b>	<b>79</b>	<b>408</b>	<b>1.3</b>	<b>5.5</b>	<b>35</b>	<b>333</b>	<b>.6</b>	<b>2.4</b>	<b>27</b>	<b>327</b>	<b>.4</b>	<b>2.4</b>	<b>7</b>	<b>144</b>	<b>.1</b>	<b>2.2</b>
WI '99	30	681	.5	3.2	66	349	1.1	4.4	39	302	.6	2.7	33	331	.5	2.7	10	171	.2	3.0
<b>KHTS-FM</b>																				
WI '00	42	1164	.7	4.5	55	552	.9	3.7	50	541	.8	3.4	57	659	.9	4.9	15	251	.2	5.2
FA '99	38	966	.6	4.0	47	460	.7	3.2	56	513	.9	3.9	54	514	.9	4.8	17	240	.3	5.1
SU '99	37	905	.6	4.0	35	398	.6	2.5	56	508	.9	3.7	46	537	.8	4.1	23	314	.4	7.3
SP '99	35	1030	.6	3.7	46	479	.8	3.3	43	445	.7	2.8	49	601	.8	4.4	11	227	.2	3.4
<b>4-Book</b>	<b>38</b>	<b>1016</b>	<b>.6</b>	<b>4.1</b>	<b>46</b>	<b>472</b>	<b>.8</b>	<b>3.2</b>	<b>51</b>	<b>502</b>	<b>.8</b>	<b>3.5</b>	<b>52</b>	<b>578</b>	<b>.9</b>	<b>4.6</b>	<b>17</b>	<b>258</b>	<b>.3</b>	<b>5.3</b>
WI '99	38	822	.6	4.0	50	412	.8	3.4	50	333	.8	3.4	54	480	.9	4.4	14	251	.2	4.2
<b>KIFM-FM</b>																				
WI '00	47	878	.7	5.0	62	438	1.0	4.2	71	390	1.1	4.9	57	502	.9	4.9	25	348	.4	8.6
FA '99	48	980	.8	5.1	61	503	1.0	4.1	79	476	1.2	5.5	62	544	1.0	5.6	16	260	.3	4.8
SU '99	51	786	.8	5.5	74	412	1.2	5.3	98	413	1.6	6.4	59	486	1.0	5.3	13	191	.2	4.1
SP '99	51	793	.8	5.3	53	382	.9	3.7	86	354	1.4	5.6	62	444	1.0	5.5	14	168	.2	4.3
<b>4-Book</b>	<b>49</b>	<b>859</b>	<b>.8</b>	<b>5.2</b>	<b>63</b>	<b>434</b>	<b>1.0</b>	<b>4.3</b>	<b>84</b>	<b>408</b>	<b>1.3</b>	<b>5.6</b>	<b>60</b>	<b>494</b>	<b>1.0</b>	<b>5.3</b>	<b>17</b>	<b>242</b>	<b>.3</b>	<b>5.5</b>
WI '99	40	709	.7	4.2	39	359	.6	2.6	75	405	1.2	5.2	55	407	.9	4.5	13	204	.2	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 - Women 25-54

# Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>K10Z-FM</b>																				
WI '00	16	447	.3	1.7	37	211	.6	2.5	18	182	.3	1.2	26	215	.4	2.3	3	70		1.0
FA '99	18	508	.3	1.9	54	293	.9	3.6	14	177	.2	1.0	11	134	.2	1.0	3	52		.9
SU '99	16	384	.3	1.7	41	216	.7	2.9	13	158	.2	.9	16	166	.3	1.4	6	60	.1	1.9
SP '99	24	502	.4	2.5	45	279	.7	3.2	32	248	.5	2.1	23	227	.4	2.0	9	172	.1	2.8
<b>4-Book</b>	<b>19</b>	<b>460</b>	<b>.3</b>	<b>2.0</b>	<b>44</b>	<b>250</b>	<b>.7</b>	<b>3.1</b>	<b>19</b>	<b>191</b>	<b>.3</b>	<b>1.3</b>	<b>19</b>	<b>186</b>	<b>.3</b>	<b>1.7</b>	<b>5</b>	<b>89</b>	<b>.1</b>	<b>1.7</b>
WI '99	18	521	.3	1.9	44	332	.7	3.0	19	206	.3	1.3	19	223	.3	1.6	5	104	.1	1.5
<b>KJQY-FM</b>																				
WI '00	46	759	.7	4.9	64	401	1.0	4.3	82	382	1.3	5.6	51	401	.8	4.4	13	185	.2	4.5
FA '99	37	632	.6	3.9	47	297	.7	3.2	70	330	1.1	4.8	47	336	.7	4.2	15	200	.2	4.5
SU '99	28	644	.5	3.0	41	262	.7	2.9	51	298	.8	3.3	28	315	.5	2.5	17	157	.3	5.4
SP '99	35	647	.6	3.7	50	339	.8	3.5	61	326	1.0	4.0	42	334	.7	3.7	10	181	.2	3.1
<b>4-Book</b>	<b>37</b>	<b>671</b>	<b>.6</b>	<b>3.9</b>	<b>51</b>	<b>325</b>	<b>.8</b>	<b>3.5</b>	<b>66</b>	<b>334</b>	<b>1.1</b>	<b>4.4</b>	<b>42</b>	<b>347</b>	<b>.7</b>	<b>3.7</b>	<b>14</b>	<b>181</b>	<b>.2</b>	<b>4.4</b>
WI '99	46	850	.8	4.8	54	495	.9	3.6	78	427	1.3	5.4	61	482	1.0	5.0	27	238	.4	8.1
<b>KLNV-FM</b>																				
WI '00	32	441	.5	3.4	50	270	.8	3.4	38	291	.6	2.6	39	310	.6	3.4	11	134	.2	3.8
FA '99	36	412	.6	3.8	47	255	.7	3.2	64	289	1.0	4.4	34	273	.5	3.1	11	127	.2	3.3
SU '99	36	405	.6	3.9	50	227	.8	3.6	61	277	1.0	4.0	27	230	.4	2.4	10	117	.2	3.2
SP '99	32	449	.5	3.3	37	244	.6	2.6	56	297	.9	3.7	34	283	.6	3.0	17	146	.3	5.2
<b>4-Book</b>	<b>34</b>	<b>427</b>	<b>.6</b>	<b>3.6</b>	<b>46</b>	<b>249</b>	<b>.7</b>	<b>3.2</b>	<b>55</b>	<b>289</b>	<b>.9</b>	<b>3.7</b>	<b>34</b>	<b>274</b>	<b>.5</b>	<b>3.0</b>	<b>12</b>	<b>131</b>	<b>.2</b>	<b>3.9</b>
WI '99	38	498	.6	4.0	50	285	.8	3.4	49	321	.8	3.4	45	269	.7	3.7	14	148	.2	4.2
<b>KLQV-FM</b>																				
WI '00	18	308	.3	1.9	23	168	.4	1.6	30	184	.5	2.1	20	189	.3	1.7	6	64	.1	2.1
FA '99	25	317	.4	2.6	33	227	.5	2.2	41	172	.6	2.8	29	181	.5	2.6	12	135	.2	3.6
SU '99	26	308	.4	2.8	41	192	.7	2.9	48	176	.8	3.1	34	219	.6	3.0	6	76	.1	1.9
SP '99	23	352	.4	2.4	37	239	.6	2.6	33	207	.5	2.2	30	231	.5	2.7	8	115	.1	2.4
<b>4-Book</b>	<b>23</b>	<b>321</b>	<b>.4</b>	<b>2.4</b>	<b>34</b>	<b>207</b>	<b>.6</b>	<b>2.3</b>	<b>38</b>	<b>185</b>	<b>.6</b>	<b>2.6</b>	<b>28</b>	<b>205</b>	<b>.5</b>	<b>2.5</b>	<b>8</b>	<b>98</b>	<b>.1</b>	<b>2.5</b>
WI '99	24	330	.4	2.5	40	216	.7	2.7	33	210	.5	2.3	27	199	.4	2.2	13	101	.2	3.9
<b>KMSX-FM</b>																				
WI '00	44	896	.7	4.7	52	453	.8	3.5	91	531	1.4	6.2	59	526	.9	5.1	15	196	.2	5.2
FA '99	37	870	.6	3.9	45	394	.7	3.0	64	492	1.0	4.4	46	534	.7	4.1	16	240	.3	4.8
SU '99	39	870	.6	4.2	52	433	.8	3.7	65	493	1.1	4.3	51	533	.8	4.6	14	260	.2	4.4
SP '99	54	799	.9	5.6	68	470	1.1	4.8	106	472	1.7	6.9	68	518	1.1	6.0	11	151	.2	3.4
<b>4-Book</b>	<b>44</b>	<b>859</b>	<b>.7</b>	<b>4.6</b>	<b>54</b>	<b>438</b>	<b>.9</b>	<b>3.8</b>	<b>82</b>	<b>497</b>	<b>1.3</b>	<b>5.5</b>	<b>56</b>	<b>528</b>	<b>.9</b>	<b>5.0</b>	<b>14</b>	<b>212</b>	<b>.2</b>	<b>4.5</b>
WI '99	45	836	.7	4.7	74	484	1.2	5.0	76	450	1.2	5.2	64	542	1.0	5.2	8	246	.1	2.4
<b>KOGO-AM</b>																				
WI '00	28	545	.4	3.0	36	274	.6	2.4	59	376	.9	4.0	31	234	.5	2.7	12	96	.2	4.1
FA '99	32	497	.5	3.4	55	312	.9	3.7	52	285	.8	3.6	36	256	.6	3.2	14	92	.2	4.2
SU '99	25	494	.4	2.7	32	209	.5	2.3	53	291	.9	3.5	34	228	.6	3.0	13	116	.2	4.1
SP '99	26	562	.4	2.7	29	250	.5	2.0	56	324	.9	3.7	28	260	.5	2.5	14	119	.2	4.3
<b>4-Book</b>	<b>28</b>	<b>525</b>	<b>.4</b>	<b>3.0</b>	<b>38</b>	<b>261</b>	<b>.6</b>	<b>2.6</b>	<b>55</b>	<b>319</b>	<b>.9</b>	<b>3.7</b>	<b>32</b>	<b>245</b>	<b>.6</b>	<b>2.9</b>	<b>13</b>	<b>106</b>	<b>.2</b>	<b>4.2</b>
WI '99	23	446	.4	2.4	35	226	.6	2.3	49	283	.8	3.4	18	188	.3	1.5	16	114	.3	4.8
<b>KPLN-FM</b>																				
WI '00	17	522	.3	1.8	18	216	.3	1.2	24	297	.4	1.6	28	315	.4	2.4	6	132	.1	2.1
FA '99	31	697	.5	3.3	43	277	.7	2.9	54	334	.9	3.7	35	360	.6	3.1	11	183	.2	3.3
SU '99	22	546	.4	2.4	26	247	.4	1.9	35	242	.6	2.3	28	286	.5	2.5	7	140	.1	2.2
SP '99	22	515	.4	2.3	29	227	.5	2.0	44	244	.7	2.9	24	260	.4	2.1	8	120	.1	2.4
<b>4-Book</b>	<b>23</b>	<b>570</b>	<b>.4</b>	<b>2.5</b>	<b>29</b>	<b>242</b>	<b>.5</b>	<b>2.0</b>	<b>39</b>	<b>279</b>	<b>.7</b>	<b>2.6</b>	<b>29</b>	<b>305</b>	<b>.5</b>	<b>2.5</b>	<b>8</b>	<b>144</b>	<b>.1</b>	<b>2.5</b>
WI '99	23	619	.4	2.4	39	327	.6	2.6	39	289	.6	2.7	25	353	.4	2.0	8	144	.1	2.4
<b>KPOP-AM</b>																				
WI '00	7	98	.1	.8	8	38	.1	.5	14	41	.2	1.0	9	53	.1	.8		12		
FA '99	6	98	.1	.6	8	56	.1	.5	12	44	.2	.8	11	49	.2	1.0		24		.3
SU '99	10	105	.2	1.1	15	65	.2	1.1	13	57	.2	.9	10	66	.2	.9	5	49	.1	1.6
SP '99	4	117	.1	.4	3	36	.2	.2	4	38	.1	.3	9	65	.1	.8	4	49	.1	1.2
<b>4-Book</b>	<b>7</b>	<b>105</b>	<b>.1</b>	<b>.7</b>	<b>9</b>	<b>49</b>	<b>.1</b>	<b>.6</b>	<b>11</b>	<b>45</b>	<b>.2</b>	<b>.8</b>	<b>10</b>	<b>58</b>	<b>.2</b>	<b>.9</b>	<b>3</b>	<b>34</b>	<b>.1</b>	<b>.8</b>
WI '99	5	124	.1	.5	8	47	.1	.5	4	54	.1	.3	6	58	.1	.5	4	27	.1	1.2

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KPRZ-AM</b>																				
WI '00	10	196	.2	1.1	27	141	.4	1.8	13	107	.2	.9	8	67	.1	.7	1	42		.3
FA '99	8	213	.1	.8	21	141	.3	1.4	6	91	.1	.4	9	80	.1	.8	3	26		.9
SU '99	8	166	.1	.9	14	97	.2	1.0	12	88	.2	.8	11	68	.2	1.0	5	42	.1	1.6
SP '99	5	152	.1	.5	10	87	.2	.7	7	48	.1	.5	8	62	.1	.7	3	41		.9
<b>4-Book</b>	<b>8</b>	<b>182</b>	<b>.1</b>	<b>.8</b>	<b>18</b>	<b>117</b>	<b>.3</b>	<b>1.2</b>	<b>10</b>	<b>84</b>	<b>.2</b>	<b>.7</b>	<b>9</b>	<b>69</b>	<b>.1</b>	<b>.8</b>	<b>3</b>	<b>38</b>		<b>.9</b>
WI '99	3	131		.3	9	102	.1	.6	3	61		.2	4	52	.1	.3	1	26		.3
<b>KSDO-AM</b>																				
WI '00	1	56		.1	3	24		.2	2	29		.1	1	29		.1		5		
FA '99	3	72		.3	5	52	.1	.3	6	46	.1	.4	4	40	.1	.4	1	8		.3
SU '99	5	44	.1	.5	6	18	.1	.4	10	27	.2	.7	5	24	.1	.4		10		
SP '99	2	85		.2	2	59		.1	4	27	.1	.3	2	26		.2	2	13		.6
<b>4-Book</b>	<b>3</b>	<b>64</b>		<b>.3</b>	<b>4</b>	<b>38</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>32</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>30</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>9</b>		<b>.2</b>
WI '99	4	111	.1	.4	6	53	.1	.4	11	43	.2	.8	5	49	.1	.4	1	13		.3
<b>KSON-AM</b>																				
WI '00	3	131		.3	6	60	.1	.4	5	69	.1	.3	5	65	.1	.4	1	22		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	52	886	.8	5.6	66	537	1.0	4.5	87	545	1.4	6.0	75	590	1.2	6.5	13	161	.2	4.5
FA '99	72	1072	1.1	7.6	108	687	1.7	7.3	107	638	1.7	7.4	86	672	1.4	7.7	26	353	.4	7.8
SU '99	81	984	1.3	8.7	131	668	2.1	9.4	128	642	2.1	8.4	104	684	1.7	9.3	23	302	.4	7.3
SP '99	65	966	1.1	6.8	84	665	1.4	5.9	93	535	1.5	6.1	90	643	1.5	8.0	26	351	.4	8.0
<b>4-Book</b>	<b>68</b>	<b>977</b>	<b>1.1</b>	<b>7.2</b>	<b>97</b>	<b>639</b>	<b>1.6</b>	<b>6.8</b>	<b>104</b>	<b>590</b>	<b>1.7</b>	<b>7.0</b>	<b>89</b>	<b>647</b>	<b>1.5</b>	<b>7.9</b>	<b>22</b>	<b>292</b>	<b>.4</b>	<b>6.9</b>
WI '99	76	1005	1.2	8.0	110	636	1.8	7.4	133	695	2.2	9.1	101	683	1.6	8.3	13	246	.2	3.9
<b>KSPA-AM</b>																				
WI '00	1	29		.1		7			2	6		.1	2	22		.2		10		
FA '99	1	23		.1	1	4		.1	1	6		.1		6			1	7		.3
SU '99		14				5			1	9		.1								
SP '99	1	34		.1	1	21		.1		13				6				8		
<b>4-Book</b>	<b>1</b>	<b>25</b>		<b>.1</b>	<b>1</b>	<b>9</b>		<b>.1</b>	<b>1</b>	<b>9</b>		<b>.1</b>	<b>1</b>	<b>9</b>		<b>.1</b>		<b>6</b>		<b>.1</b>
WI '99		13												7				7		
<b>KXST-FM</b>																				
WI '00	14	321	.2	1.5	15	122	.2	1.0	26	168	.4	1.8	24	207	.4	2.1	3	60		1.0
FA '99	32	497	.5	3.4	45	290	.7	3.0	49	296	.8	3.4	40	295	.6	3.6	11	173	.2	3.3
SU '99	21	416	.3	2.3	28	211	.5	2.0	39	227	.6	2.6	31	238	.5	2.8	4	110	.1	1.3
SP '99	29	433	.5	3.0	38	233	.6	2.7	51	278	.8	3.3	28	236	.5	2.5	6	105	.1	1.8
<b>4-Book</b>	<b>24</b>	<b>417</b>	<b>.4</b>	<b>2.6</b>	<b>32</b>	<b>214</b>	<b>.5</b>	<b>2.2</b>	<b>41</b>	<b>242</b>	<b>.7</b>	<b>2.8</b>	<b>31</b>	<b>244</b>	<b>.5</b>	<b>2.8</b>	<b>6</b>	<b>112</b>	<b>.1</b>	<b>1.9</b>
WI '99	16	431	.3	1.7	23	237	.4	1.5	27	198	.4	1.9	26	263	.4	2.1	2	88		.6
<b>KYXY-FM</b>																				
WI '00	87	1206	1.4	9.3	115	745	1.8	7.8	169	770	2.7	11.6	100	676	1.6	8.7	25	298	.4	8.6
FA '99	84	1231	1.3	8.9	124	781	2.0	8.4	162	762	2.6	11.2	98	749	1.5	8.8	25	377	.4	7.5
SU '99	88	1160	1.4	9.5	112	619	1.8	8.1	175	668	2.9	11.5	122	704	2.0	10.9	28	296	.5	8.9
SP '99	75	1160	1.2	7.8	108	646	1.8	7.6	133	706	2.2	8.7	93	654	1.5	8.3	25	282	.4	7.6
<b>4-Book</b>	<b>84</b>	<b>1189</b>	<b>1.3</b>	<b>8.9</b>	<b>115</b>	<b>698</b>	<b>1.9</b>	<b>8.0</b>	<b>160</b>	<b>727</b>	<b>2.6</b>	<b>10.8</b>	<b>103</b>	<b>696</b>	<b>1.7</b>	<b>9.2</b>	<b>26</b>	<b>313</b>	<b>.4</b>	<b>8.2</b>
WI '99	74	1140	1.2	7.8	112	756	1.8	7.5	117	621	1.9	8.0	102	694	1.7	8.3	36	326	.6	10.8
<b>XBAC-AM</b>																				
WI '00	5	81	.1	.5	6	42	.1	.4	10	60	.2	.7	4	29	.1	.3	2	17		.7
FA '99	1	54		.1	2	24		.1	4	29	.1	.3	2	31		.2		6		
SU '99	7	121	.1	.8	10	72	.2	.7	16	86	.3	1.0	5	48	.1	.4	2	18		.6
SP '99	3	81		.3	4	61	.1	.3	7	37	.1	.5	3	38		.3		12		
<b>4-Book</b>	<b>4</b>	<b>84</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>50</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>53</b>	<b>.2</b>	<b>.6</b>	<b>4</b>	<b>37</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>13</b>		<b>.3</b>
WI '99	5	122	.1	.5	5	46	.1	.3	8	76	.1	.5	7	74	.1	.6	1	14		.3

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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>XEMD-AM</b>																					
WI '00	3	53		.3	8	47	.1	.5	2	24		.1	2	24		.2	1	11		.3	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	99		.3	6	53	.1	.4	5	46	.1	.3	3	32		.3	5	5		.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																					
WI '00	14	283	.2	1.5	19	138	.3	1.3	22	166	.3	1.5	17	139	.3	1.5	6	102	.1	2.1	
FA '99	13	347	.2	1.4	14	173	.2	.9	15	165	.2	1.0	21	215	.3	1.9	9	90	.1	2.7	
SU '99	8	190	.1	.9	10	100	.2	.7	10	84	.2	.7	8	97	.1	.7	4	66	.1	1.3	
SP '99	16	206	.3	1.7	26	104	.4	1.8	22	98	.4	1.4	14	104	.2	1.2	6	54	.1	1.8	
4-Book	13	257	.2	1.4	17	129	.3	1.2	17	128	.3	1.2	15	139	.2	1.3	6	78	.1	2.0	
WI '99	7	184	.1	.7	10	102	.2	.7	8	61	.1	.5	8	90	.1	.7	4	45	.1	1.2	
<b>XHRM-FM</b>																					
WI '00	50	918	.8	5.4	71	510	1.1	4.8	70	458	1.1	4.8	61	540	1.0	5.3	23	260	.4	7.9	
FA '99	42	848	.7	4.4	61	431	1.0	4.1	60	422	.9	4.2	50	460	.8	4.5	15	235	.2	4.5	
SU '99	53	844	.9	5.7	84	466	1.4	6.0	76	500	1.2	5.0	61	530	1.0	5.5	19	251	.3	6.0	
SP '99	61	951	1.0	6.4	82	504	1.3	5.8	99	493	1.6	6.5	78	568	1.3	6.9	17	254	.3	5.2	
4-Book	52	890	.9	5.5	75	478	1.2	5.2	76	468	1.2	5.1	63	525	1.0	5.6	19	250	.3	5.9	
WI '99	55	899	.9	5.8	77	489	1.3	5.2	91	428	1.5	6.3	65	552	1.1	5.3	25	321	.4	7.5	
<b>XHTZ-FM</b>																					
WI '00	24	658	.4	2.6	26	290	.4	1.8	34	360	.5	2.3	32	349	.5	2.8	11	232	.2	3.8	
FA '99	18	552	.3	1.9	26	271	.4	1.8	21	220	.3	1.5	28	298	.4	2.5	8	141	.1	2.4	
SU '99	29	529	.5	3.1	44	326	.7	3.2	41	292	.7	2.7	35	290	.6	3.1	16	172	.3	5.1	
SP '99	23	523	.4	2.4	32	271	.5	2.3	30	273	.5	2.0	25	309	.4	2.2	11	138	.2	3.4	
4-Book	24	566	.4	2.5	32	290	.5	2.3	32	286	.5	2.1	30	312	.5	2.7	12	171	.2	3.7	
WI '99	26	521	.4	2.7	41	264	.7	2.8	23	262	.4	1.6	31	262	.5	2.5	19	167	.3	5.7	
<b>XLTN-FM</b>																					
WI '00	9	233	.1	1.0	9	89	.1	.6	13	126	.2	.9	14	132	.2	1.2	3	57		1.0	
FA '99	16	248	.3	1.7	22	141	.3	1.5	22	175	.3	1.5	16	127	.3	1.4	6	76	.1	1.8	
SU '99	12	215	.2	1.3	9	65	.1	.6	23	144	.4	1.5	14	94	.2	1.3	4	42	.1	1.3	
SP '99	19	293	.3	2.0	25	190	.4	1.8	30	180	.5	2.0	15	142	.2	1.3	11	119	.2	3.4	
4-Book	14	247	.2	1.5	16	121	.2	1.1	22	156	.4	1.5	15	124	.2	1.3	6	74	.1	1.9	
WI '99	13	260	.2	1.4	18	147	.3	1.2	17	149	.3	1.2	16	128	.3	1.3	7	72	.1	2.1	
<b>XMOR-FM</b>																					
WI '00	5	49	.1	.5	7	24	.1	.5	5	30	.1	.3	7	43	.1	.6	4	24	.1	1.4	
FA '99	2	90		.2	4	52	.1	.3	2	32		.1	2	33		.2	2	39		.6	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	2	57		.2	3	29		.2	3	22		.2	2	47		.2	2	17		.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																					
WI '00	3	37		.3	8	25	.1	.5	5	25	.1	.3	3	19		.3	1	13		.3	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	7	60	.1	.8	21	55	.3	1.5	9	36	.1	.6	1	18		.1	4			.4	
SP '99	4	59	.1	.4	7	29	.1	.5	5	28	.1	.3	2	20		.2	1	12		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	3	83		.3	7	58	.1	.5	4	44	.1	.3	1	32		.1	7			.7	
<b>XTRA-AM</b>																					
WI '00	3	134		.3	2	27		.1	3	33		.2	5	36	.1	.4					
FA '99	3	101		.3	1	19		.1	5	45	.1	.3	1	6		.1					
SU '99	1	100		.1	3	53		.2	2	33		.1	2	37		.2				.7	
SP '99	4	115	.1	.4	5	31	.1	.4	11	27	.2	.7	3	36		.3	1	20		.3	
4-Book	3	113		.3	3	33		.2	5	35	.1	.3	3	29		.3					
WI '99	4	185	.1	.4	4	56	.1	.3	7	59	.1	.5	4	75	.1	.3					

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

Target Listener Trends - Women 25-54

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>XTRA-FM</b>																				
WI '00	32	804	.5	3.4	54	474	.9	3.7	47	361	.7	3.2	40	502	.6	3.5	10	209	.2	3.4
FA '99	23	755	.4	2.4	34	356	.5	2.3	33	383	.5	2.3	30	407	.5	2.7	6	174	.1	1.8
SU '99	31	645	.5	3.3	45	307	.7	3.2	47	331	.8	3.1	38	418	.6	3.4	6	168	.1	1.9
SP '99	28	732	.5	2.9	34	308	.6	2.4	38	340	.6	2.5	45	459	.7	4.0	9	182	.1	2.8
4-Book	29	734	.5	3.0	42	361	.7	2.9	41	354	.7	2.8	38	447	.6	3.4	8	183	.1	2.5
WI '99	30	643	.5	3.2	43	389	.7	2.9	45	249	.7	3.1	43	394	.7	3.5	5	193	.1	1.5
<b>KFI -AM</b>																				
WI '00	15	238	.2	1.6	19	124	.3	1.3	31	133	.5	2.1	23	150	.4	2.0	1	23		.3
FA '99	15	320	.2	1.6	27	168	.4	1.8	25	173	.4	1.7	20	159	.3	1.8	2	49		.6
SU '99	10	284	.2	1.1	13	102	.2	.9	19	134	.3	1.2	15	193	.2	1.3	2	31		.6
SP '99	11	314	.2	1.2	13	104	.2	.9	31	165	.5	2.0	10	93	.2	.9	2	46		.6
4-Book	13	289	.2	1.4	18	125	.3	1.2	27	151	.4	1.8	17	149	.3	1.5	2	37		.5
WI '99	13	345	.2	1.4	17	143	.3	1.1	26	214	.4	1.8	21	170	.3	1.7	3	47		.9
<b>KKBT-FM</b>																				
WI '00	2	54		.2	2	18		.1	2	20		.1	3	20		.3	1	27		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	6	66	.1	.6	12	35	.2	.9	11	38	.2	.7	3	36		.3	1	13		.3
SP '99	1	72		.1	2	29		.1	2	24		.1	2	13		.2	1	13		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	52		.2	1	26		.1	4	25	.1	.3	3	43		.2				.3
<b>KNX -AM</b>																				
WI '00	2	120		.2	6	71	.1	.4	1	50		.1	1	36		.1	2	29		.7
FA '99	2	52		.2	2	20		.1	2	33		.1	1	20		.1	2	26		.6
SU '99	1	73		.1	2	22		.1	2	40		.1	2	27		.2				.3
SP '99	4	100	.1	.4	2	40		.1	4	38	.1	.3	4	48	.1	.4	8	32	.1	2.4
4-Book	2	86		.2	3	38		.2	2	40		.2	2	33		.2	3	27		.9
WI '99	3	128		.3	6	61	.1	.4	2	56		.1	5	55	.1	.4	1	24		.3
<b>KSSE-FM</b>																				
WI '00	8	128	.1	.9	12	58	.2	.8	16	66	.3	1.1	9	69	.1	.8	1	22		.3
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																				
WI '00	4	97	.1	.4	10	63	.2	.7	3	40		.2	5	28	.1	.4	2	28		.7
FA '99	7	149	.1	.7	13	83	.2	.9	7	66	.1	.5	8	66	.1	.7	2	45		.6
SU '99	8	152	.1	.9	14	100	.2	1.0	12	77	.2	.8	11	82	.2	1.0	2	49		.6
SP '99	4	92	.1	.4	1	31		.1	5	43	.1	.3	5	38	.1	.4	3	30		.9
4-Book	6	123	.1	.6	10	69	.2	.7	7	57	.1	.5	7	54	.1	.6	2	38		.7
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	4	112	.1	.4	8	40	.1	.5	8	64	.1	.5	2	41		.2	3	18		1.0
FA '99	4	102	.1	.4	4	30	.1	.3	7	66	.1	.5	4	55	.1	.4	1	31		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	8	98	.1	.8	8	38	.1	.6	13	54	.2	.8	4	36	.1	.4	5	5		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	* 4	70	.1	.4	8	49	.1	.5	5	25	.1	.3	4	28	.1	.3	* 2	13		.7
FA '99	4	48	.1	.4	12	24	.2	.8	3	15		.2		4			1	7		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	7	72	.1	.7	11	38	.2	.8	6	59	.1	.4	4	19	.1	.4	8	11	.1	2.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	5	52	.1	.5	8	40	.1	.5	10	46	.2	.7	2	12		.2	1	12		.3
<b>TOTALS</b>																				
WI '00	931	6048	14.7		1475	5294	23.2		1457	4838	22.9		1153	5151	18.2		290	2667	4.6	
FA '99	947	6110	14.9		1485	5433	23.4		1445	5117	22.8		1114	5247	17.5		333	3046	5.2	
SU '99	929	5828	15.2		1390	5013	22.7		1526	4740	24.9		1119	5035	18.3		316	2852	5.2	
SP '99	956	5868	15.6		1415	5213	23.1		1531	4961	25.0		1125	5102	18.4		327	2925	5.3	
4-Book	941	5964	15.1		1441	5238	23.1		1490	4914	23.9		1128	5134	18.1		317	2873	5.1	
WI '99	951	5846	15.5		1490	5326	24.3		1455	4733	23.7		1223	5129	20.0		332	2923	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 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>KBZT-FM</b>																				
WI '00	46	594	.7	3.4	25	249	.4	4.3	21	69	.3	3.1	48	118	.8	5.0	26	62	.4	3.5
4-Book	45	598	.7	3.3	21	309	.3	3.4	19	77	.3	2.9	42	148	.7	3.9	23	83	.4	3.3
<b>KCBQ-AM</b>																				
WI '00	1	36	.1	.1	1	22	.2	.2	1	6	.1	.1	5	22	.1	.5	4	11	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	26	250	.4	1.9	5	118	.1	.9	11	49	.2	1.6	9	19	.1	.9	9	42	.1	1.2
4-Book	23	338	.4	1.7	11	212	.2	1.8	10	48	.1	1.4	10	42	.2	.9	11	49	.2	1.6
<b>KFMB-FM</b>																				
WI '00	150	1412	2.4	11.0	32	625	.5	5.5	44	175	.7	6.4	70	280	1.1	7.2	40	205	.6	5.4
4-Book	123	1329	2.0	9.0	30	606	.5	4.9	41	173	.7	5.9	57	253	.9	5.3	33	180	.5	4.6
<b>KFSD-FM</b>																				
WI '00	7	136	.1	.5	9	107	.1	1.5	5	31	.1	.7	12	32	.2	1.2	11	35	.2	1.5
4-Book	11	209	.2	.8	8	119	.1	1.3	6	30	.1	.8	12	42	.2	1.2	11	29	.2	1.5
<b>KGB -FM</b>																				
WI '00	46	653	.7	3.4	15	311	.2	2.6	25	71	.4	3.6	23	120	.4	2.4	15	60	.2	2.0
4-Book	46	649	.8	3.4	20	339	.3	3.3	25	93	.4	3.7	30	125	.5	2.8	29	88	.5	4.1
<b>KHTS-FM</b>																				
WI '00	54	984	.9	3.9	38	584	.6	6.5	29	98	.5	4.2	43	208	.7	4.5	29	165	.5	3.9
4-Book	50	869	.8	3.7	31	496	.5	5.1	26	97	.4	3.9	48	209	.8	4.5	36	151	.6	5.0
<b>KIFM-FM</b>																				
WI '00	64	746	1.0	4.7	32	384	.5	5.5	46	127	.7	6.7	47	164	.7	4.9	51	126	.8	6.9
4-Book	70	707	1.1	5.1	34	441	.5	5.6	37	120	.6	5.4	58	192	.9	5.4	43	139	.7	6.0
<b>KIOZ-FM</b>																				
WI '00	26	404	.4	1.9	7	183	.1	1.2	3	21	.4	.4	17	79	.3	1.8	16	73	.3	2.2
4-Book	27	395	.5	2.0	11	190	.2	1.8	8	34	.1	1.2	17	85	.3	1.6	16	66	.3	2.2
<b>KJQY-FM</b>																				
WI '00	67	588	1.1	4.9	32	352	.5	5.5	45	118	.7	6.6	63	167	1.0	6.5	45	138	.7	6.1
4-Book	54	531	.9	4.0	22	299	.3	3.6	27	79	.4	3.9	43	131	.7	4.0	24	86	.4	3.3
<b>KLNV-FM</b>																				
WI '00	42	412	.7	3.1	30	263	.5	5.1	30	110	.5	4.4	43	134	.7	4.5	46	152	.7	6.2
4-Book	46	388	.8	3.4	29	256	.5	4.7	34	100	.6	5.1	56	138	.9	5.2	28	88	.4	3.9
<b>KLQV-FM</b>																				
WI '00	25	275	.4	1.8	12	171	.2	2.1	11	29	.2	1.6	20	81	.3	2.1	24	68	.4	3.2
4-Book	34	293	.6	2.5	15	175	.3	2.4	16	54	.3	2.4	24	73	.4	2.2	18	57	.3	2.5
<b>KMSX-FM</b>																				
WI '00	69	810	1.1	5.0	18	415	.3	3.1	18	108	.3	2.6	26	153	.4	2.7	21	99	.3	2.8
4-Book	66	772	1.1	4.8	25	409	.4	4.0	17	85	.3	2.5	54	195	.9	4.9	33	141	.5	4.6
<b>KOGO-AM</b>																				
WI '00	43	502	.7	3.1	11	150	.2	1.9	22	67	.3	3.2	7	26	.1	.7	7	9	.1	.9
4-Book	43	475	.7	3.1	11	156	.2	1.8	21	71	.4	3.0	10	38	.2	.9	4	13	.1	.5
<b>KPLN-FM</b>																				
WI '00	23	458	.4	1.7	15	250	.2	2.6	18	90	.3	2.6	23	118	.4	2.4	18	66	.3	2.4
4-Book	33	478	.5	2.4	16	246	.3	2.7	16	72	.3	2.4	30	116	.5	2.8	17	74	.3	2.4
<b>KPOP-AM</b>																				
WI '00	10	73	.2	.7	7	60	.1	1.2	6	6	.1	.9	11	23	.2	1.1	8	17	.1	1.1
4-Book	10	85	.2	.7	4	48	.1	.7	6	18	.1	.9	10	26	.2	.9	5	15	.1	.6
<b>KPRZ-AM</b>																				
WI '00	16	178	.3	1.2	4	81	.1	.7	5	27	.1	.7	3	12	.3	.3	8	13	.1	1.1
4-Book	12	161	.2	.9	4	75	.1	.6	3	15	.1	.5	4	16	.1	.4	5	9	.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 - Women 25-54

		Women 25-54																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSDO-AM	WI '00	2	48	.1	.1	2	13			2	6	.2		1	13	.1	.1	2	13	.1	.3	
	4-Book	4	57	.1	.3	2	20		.3	2	6	.2		4	8	.1	.4	5	13	.1	.6	
KSON-AM	WI '00	5	110	.1	.4	1	48		.2					4	23	.1	.4	2	15		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	77	800	1.2	5.6	33	516	.5	5.6	40	156	.6	5.8	65	260	1.0	6.7	54	190	.9	7.3	
	4-Book	97	894	1.6	7.1	46	556	.7	7.5	49	179	.8	7.1	89	293	1.5	8.3	66	205	1.1	9.2	
KSPA-AM	WI '00	2	22		.1	1	29		.2					7				2	16		.3	
	4-Book	1	19		.1	1	17		.2	3	5		.4	1	4		.1	2	8		.3	
KXST-FM	WI '00	22	261	.3	1.6	8	176	.1	1.4	8	50	.1	1.2	15	82	.2	1.6	10	56	.2	1.3	
	4-Book	35	358	.6	2.6	16	212	.3	2.6	15	58	.2	2.2	29	97	.5	2.7	18	67	.3	2.5	
KYXY-FM	WI '00	131	1083	2.1	9.6	49	702	.8	8.4	46	193	.7	6.7	87	296	1.4	9.0	47	219	.7	6.3	
	4-Book	129	1069	2.1	9.5	42	581	.7	7.0	47	177	.8	7.0	73	249	1.2	6.9	49	177	.8	6.8	
XBAC-AM	WI '00	7	60	.1	.5	3	38		.5	5	26	.1	.7	6	18	.1	.6					
	4-Book	7	76	.1	.5	2	29		.3	3	14	.1	.4	4	10	.1	.4	1	6		.2	
XEMD-AM	WI '00	4	53	.1	.3	2	19		.3	3	12		.4	1	6		.1	6	13	.1	.8	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	20	231	.3	1.5	10	152	.2	1.7	15	44	.2	2.2	21	55	.3	2.2	14	43	.2	1.9	
	4-Book	17	215	.3	1.2	10	126	.2	1.7	13	41	.2	1.9	17	50	.3	1.6	11	40	.2	1.5	
XHRM-FM	WI '00	68	829	1.1	5.0	37	468	.6	6.3	33	150	.5	4.8	60	219	.9	6.2	61	200	1.0	8.2	
	4-Book	72	777	1.2	5.2	38	471	.6	6.3	38	137	.6	5.6	69	232	1.1	6.5	47	168	.8	6.4	
XHTZ-FM	WI '00	31	535	.5	2.3	19	353	.3	3.2	17	77	.3	2.5	37	183	.6	3.8	18	81	.3	2.4	
	4-Book	31	483	.5	2.3	18	303	.3	2.9	20	67	.3	3.0	34	147	.6	3.2	15	74	.3	2.1	
XLTN-FM	WI '00	12	196	.2	.9	7	117	.1	1.2	8	31	.1	1.2	21	86	.3	2.2	6	35	.1	.8	
	4-Book	18	213	.3	1.4	12	138	.2	2.0	13	35	.2	1.9	25	82	.4	2.3	13	45	.2	1.7	
XMDR-FM	WI '00	6	43	.1	.4	3	25		.5	1	7		.1	10	25	.2	1.0	1	6		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	5	31	.1	.4	2	23		.3	2	12		.3	5	11	.1	.5					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	4	80	.1	.3	2	62		.3	3	17		.4					1	5		.1	
	4-Book	4	68	.1	.3	2	44		.3	2	8		.3	1	7		.1	1	7		.1	
XTRA-FM	WI '00	47	692	.7	3.4	20	427	.3	3.4	27	92	.4	3.9	34	169	.5	3.5	28	160	.4	3.8	
	4-Book	41	631	.6	3.0	22	367	.4	3.6	20	92	.3	3.0	39	156	.6	3.6	30	128	.5	4.1	
KFI -AM	WI '00	25	231	.4	1.8	6	76	.1	1.0	2	13	.1	.3	8	28	.1	.8	8	18	.1	1.1	
	4-Book	21	263	.4	1.6	6	94	.1	.9	8	31	.1	1.2	11	43	.2	1.0	7	24	.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 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>KKBT-FM</b>																				
WI '00	25	.1	.1	2	39	.3	.3	3	12	.4	.4	2	19	.2	.2	4	14	.1	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KNX -AM</b>																				
WI '00	95	.2	.2	2	48	.3	.3	1	6	.1	.1	2	6	.2	.2	3	17	.4	.4	
4-Book	3	64	.2	2	31	.3	.3	1	4	.1	.1	1	5	.1	.1	1	7	.2	.2	
<b>KSSE-FM</b>																				
WI '00	117	.2	.9	4	23	.1	.7	5	5	.1	.7	7	17	.1	.7	6	17	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KWVE-FM</b>																				
WI '00	77	.1	.4	3	63	.5	.5	6	23	.1	.9					2	13	.3	.3	
4-Book	8	96	.1	.6	5	84	.1	.8	10	30	.2	1.4	7	16	.1	.7	5	19	.1	.7
<b>XHTY-FM</b>																				
WI '00	101	.1	.4	2	45	.3	.3	4	12	.1	.6	3	18	.3	.3	2	6	.3	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>XKAM-AM</b>																				
WI '00	64	.1	.4	* 1	12	.2	.2	6	12	.1	.9									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>TOTALS</b>																				
WI '00	1369	5930	21.6	585	4740	9.2	9.2	686	2184	10.8	10.8	966	2806	15.2	15.2	742	2257	11.7	11.7	
4-Book	1364	5871	21.9	608	4677	9.8	9.8	683	2089	11.0	11.0	1069	2910	17.2	17.2	718	2202	11.5	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

## 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>KBZT-FM</b>																				
WI '00	7	32	.1	2.4	20	70	.3	4.6	36	99	.6	4.7	32	100	.5	5.7	10	42	.2	4.0
4-Book	4	26	.1	1.4	19	60	.3	4.1	27	100	.4	3.4	23	77	.4	4.0	7	37	.1	2.8
<b>KCBQ-AM</b>																				
WI '00					2	6		.5												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	1	7		.3	6	39	.1	1.4	3	22		.4	5	28	.1	.9	1	6		.4
4-Book	7	34	.1	2.3	10	34	.2	2.2	23	79	.4	3.0	13	56	.2	2.3	3	14		1.1
<b>KFMB-FM</b>																				
WI '00	11	62	.2	3.8	17	79	.3	3.9	38	183	.6	5.0	19	91	.3	3.4	13	38	.2	5.2
4-Book	11	58	.2	3.5	19	112	.3	4.2	38	167	.6	4.8	30	129	.5	5.3	10	48	.2	3.9
<b>KFSD-FM</b>																				
WI '00	6	20	.1	2.0	8	30	.1	1.8	19	45	.3	2.5	8	29	.1	1.4	1	12		.4
4-Book	5	22	.1	1.6	5	28	.1	1.2	13	46	.2	1.6	6	26	.1	1.0	3	13		1.1
<b>KGB -FM</b>																				
WI '00	9	35	.1	3.1	11	41	.2	2.5	18	87	.3	2.4	18	67	.3	3.2	4	25	.1	1.6
4-Book	11	46	.2	3.4	12	41	.2	2.6	28	97	.5	3.5	19	74	.3	3.4	7	34	.1	2.8
<b>KHTS-FM</b>																				
WI '00	19	110	.3	6.5	32	119	.5	7.4	84	259	1.3	11.1	48	180	.8	8.6	20	94	.3	7.9
4-Book	17	83	.3	5.4	21	84	.3	4.6	51	180	.8	6.5	32	118	.5	5.8	15	67	.3	5.8
<b>KIFM-FM</b>																				
WI '00	22	104	.3	7.5	19	67	.3	4.4	38	128	.6	5.0	28	67	.4	5.0	12	48	.2	4.8
4-Book	16	78	.3	5.0	24	84	.4	5.2	49	162	.8	6.1	35	93	.6	5.9	13	55	.2	5.1
<b>KIOZ-FM</b>																				
WI '00	6	39	.1	2.0	2	13		.5	5	42	.1	.7	6	34	.1	1.1	1	15		.4
4-Book	11	41	.2	3.5	8	30	.1	1.7	13	44	.2	1.6	12	54	.2	2.3	5	24	.1	1.9
<b>KJQY-FM</b>																				
WI '00	8	48	.1	2.7	41	112	.6	9.4	30	117	.5	3.9	21	77	.3	3.8	11	27	.2	4.4
4-Book	8	36	.1	2.4	25	77	.4	5.3	21	82	.4	2.7	21	59	.3	3.5	8	33	.1	3.0
<b>KLNV-FM</b>																				
WI '00	10	42	.2	3.4	33	76	.5	7.6	46	116	.7	6.1	23	86	.4	4.1	15	54	.2	6.0
4-Book	10	37	.2	3.0	22	60	.3	4.9	39	99	.6	5.0	25	65	.4	4.6	16	54	.3	6.2
<b>KLQV-FM</b>																				
WI '00	13	40	.2	4.4	8	22	.1	1.8	11	41	.2	1.4	5	13	.1	.9	8	25	.1	3.2
4-Book	9	41	.2	2.7	14	45	.2	3.1	16	59	.3	1.9	10	36	.2	1.7	9	34	.2	3.5
<b>KMSX-FM</b>																				
WI '00	10	67	.2	3.4	4	21	.1	.9	29	164	.5	3.8	32	123	.5	5.7	8	34	.1	3.2
4-Book	13	59	.2	3.9	12	57	.2	2.6	32	110	.5	4.0	28	123	.4	4.9	7	47	.1	2.7
<b>KOGD-AM</b>																				
WI '00	13	37	.2	4.4	19	74	.3	4.4	8	23	.1	1.1	4	18	.1	.7	12	43	.2	4.8
4-Book	10	28	.2	3.2	18	66	.3	3.8	9	28	.2	1.1	6	18	.1	1.0	10	35	.2	4.0
<b>KPLN-FM</b>																				
WI '00	3	21		1.0	8	61	.1	1.8	15	100	.2	2.0	23	84	.4	4.1	14	40	.2	5.6
4-Book	7	38	.1	2.2	8	39	.2	1.8	17	79	.3	2.2	23	83	.4	4.2	10	36	.2	3.7
<b>KPOP-AM</b>																				
WI '00					5	14	.1	1.1	11	26	.2	1.4	12	18	.2	2.1	1	6		.4
4-Book	2	14		.6	2	9	.1	.5	5	14	.1	.6	5	9	.1	.9	1	3		.2
<b>KPRZ-AM</b>																				
WI '00					7	49	.1	1.6	5	25	.1	.7					1	6		.4
4-Book	2	5		.5	9	44	.1	2.0	3	21	.1	.4	1	3		.1	1	8		.4

Target Listener Estimates - Women 25-54

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Women 25-54																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSDO-AM	WI '00																					
	4-Book	2	4	.5		1	4	.3		2	2	.3		2	4	.3		1	4	.2		
KSON-AM	WI '00	1	5	.3		1	12	.2			6				6				6			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM	WI '00	16	62	.3	5.5	27	120	.4	6.2	38	176	.6	5.0	25	82	.4	4.5	3	21	.4	10.7	
	4-Book	25	85	.4	7.8	28	120	.5	6.1	55	208	.9	7.0	40	139	.7	7.2	14	68	.2	5.5	
KSPA-AM	WI '00		7			5	12	.1	1.1		7				7							
	4-Book	1	6	.3		1	3	.3		1	3	.2			3							
KXST-FM	WI '00	4	23	.1	1.4	3	7	.7		11	44	.2	1.4	14	49	.2	2.5					
	4-Book	10	31	.2	3.0	10	32	.1	2.0	21	65	.4	2.6	18	50	.3	3.0	7	32	.1	2.5	
KYXY-FM	WI '00	21	89	.3	7.2	35	131	.6	8.0	80	286	1.3	10.5	45	169	.7	8.0	27	99	.4	10.7	
	4-Book	19	84	.3	6.0	28	111	.5	6.1	57	194	1.0	7.2	42	136	.7	7.3	24	89	.4	9.1	
XBAC-AM	WI '00					4	11	.1	.9	2	11	.3		2	7	.4		3	12		1.2	
	4-Book	1	3	.2		2	6	.1	.5	1	6	.2		2	6	.3		1	6		.4	
XEMO-AM	WI '00													5	6	.1	.9					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	8	43	.1	2.7	6	25	.1	1.4	11	62	.2	1.4	6	37	.1	1.1	1	12		.4	
	4-Book	5	24	.1	1.7	9	33	.2	2.0	15	44	.2	1.9	10	32	.2	1.8	3	18		1.2	
XHRM-FM	WI '00	34	85	.5	11.6	14	68	.2	3.2	34	120	.5	4.5	32	125	.5	5.7	26	75	.4	10.3	
	4-Book	32	103	.5	10.0	22	88	.4	4.8	43	146	.7	5.4	28	109	.4	4.9	24	80	.4	9.2	
XHTZ-FM	WI '00	10	67	.2	3.4	16	34	.3	3.7	24	116	.4	3.2	18	73	.3	3.2	14	77	.2	5.6	
	4-Book	10	44	.2	3.2	13	41	.2	2.8	22	95	.4	2.8	15	64	.2	2.6	10	53	.2	3.8	
XLTN-FM	WI '00	7	27	.1	2.4					7	25	.1	.9	2	13	.4		5	12	.1	2.0	
	4-Book	11	35	.2	3.2	9	23	.2	2.0	15	47	.3	1.9	7	23	.1	1.2	5	16	.1	1.7	
XMOR-FM	WI '00					2	5	.5		4	5	.1	.5	1	5	.2		3	5		1.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00					6	11	.1	1.4	2	6	.3										
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00					6	24	.1	1.4	6	20	.1	.8	1	6	.2						
	4-Book		2	.1		3	11	.7		5	17	.1	.6	5	17	.1	.8		3		.1	
XTRA-FM	WI '00	11	91	.2	3.8	11	62	.2	2.5	22	121	.3	2.9	27	124	.4	4.8	6	47	.1	2.4	
	4-Book	12	61	.2	3.7	17	81	.3	3.6	28	127	.4	3.6	20	88	.3	3.7	6	40	.1	2.5	
KFI -AM	WI '00	1	6	.3		5	14	.1	1.1	16	42	.3	2.1	10	28	.2	1.8					
	4-Book	2	10	.6		4	19	.1	.9	8	27	.1	1.1	4	14	.1	.8	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 Estimates

Target Listener Estimates - Women 25-54

Women 25-54																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KKBT-FM</b>																			
WI '00	1	12	.3	1	6	.2	1	15	.1	1	7	4	12	.1	1.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																			
WI '00	2	17	.7	5	19	.1	1.1	4	13	.1	.5	1	6	.4					
4-Book	3	12	.9	1	6	.3		1	5	.2		2	4	.3		2	7	.6	
<b>KSSE-FM</b>																			
WI '00	1	12	.3	5	5	.1	1.1	5	5	.1	.7	3	5	.5					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																			
WI '00	1	8	.3	8	36	.1	1.8	2	6	.3		4	17	.1	.6	5	13	.1	2.0
4-Book	2	7	.6	6	32	.1	1.3	6	33	.1	.7	4	17	.1	.6	2	6	.8	
<b>XHTY-FM</b>																			
WI '00	2	11	.7					1	6	.1		4	6	.1	.7	2	11	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																			
WI '00	*							3	12	.4						*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																			
WI '00	293	1139	4.6	435	1484	6.8		760	2309	12.0		560	1650	8.8		252	928	4.0	
4-Book	319	1149	5.1	463	1534	7.4		788	2282	12.6		564	1656	9.1		258	973	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>KBZT-FM</b>																				
WI '00	32	731	.6	4.1	47	363	.9	3.8	48	356	.9	4.0	44	426	.8	4.7	6	158	.1	2.5
FA '99	29	743	.5	3.7	45	372	.9	3.6	52	411	1.0	4.4	32	387	.6	3.5	7	142	.1	2.8
SU '99	33	655	.7	4.4	59	353	1.2	5.0	56	341	1.1	4.6	34	385	.7	4.0	3	92	.1	1.1
SP '99	31	743	.6	4.2	48	394	1.0	4.3	51	435	1.0	4.5	37	404	.7	4.3	10	202	.2	4.0
<b>4-Book</b>	<b>31</b>	<b>718</b>	<b>.6</b>	<b>4.1</b>	<b>50</b>	<b>371</b>	<b>1.0</b>	<b>4.2</b>	<b>52</b>	<b>386</b>	<b>1.0</b>	<b>4.4</b>	<b>37</b>	<b>401</b>	<b>.7</b>	<b>4.1</b>	<b>7</b>	<b>149</b>	<b>.1</b>	<b>2.6</b>
WI '99	39	748	.8	5.0	60	427	1.2	4.9	58	395	1.2	4.8	50	430	1.0	5.2	13	181	.3	5.0
<b>KCBQ-AM</b>																				
WI '00	3	65	.1	.4	2	17		.2	9	37	.2	.8	2	24		.2	2	18		.8
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	3	59	.1	.4	4	20	.1	.3	9	28	.2	.7	1	18		.1	12		.4	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	4	70	.1	.5	5	29	.1	.4	5	24	.1	.4	5	27	.1	.5	1	29		.4
<b>KFMB-AM</b>																				
WI '00	23	438	.4	3.0	59	266	1.1	4.7	31	260	.6	2.6	26	210	.5	2.8	2	44		.8
FA '99	20	535	.4	2.6	31	235	.6	2.5	31	269	.6	2.6	27	235	.5	3.0	4	81	.1	1.6
SU '99	28	647	.6	3.7	41	253	.8	3.5	34	263	.7	2.8	33	331	.7	3.8	20	235	.4	7.6
SP '99	31	638	.6	4.2	56	343	1.1	5.1	30	261	.6	2.7	44	358	.9	5.1	20	227	.4	7.9
<b>4-Book</b>	<b>26</b>	<b>565</b>	<b>.5</b>	<b>3.4</b>	<b>47</b>	<b>274</b>	<b>.9</b>	<b>4.0</b>	<b>32</b>	<b>263</b>	<b>.6</b>	<b>2.7</b>	<b>33</b>	<b>284</b>	<b>.7</b>	<b>3.7</b>	<b>12</b>	<b>147</b>	<b>.2</b>	<b>4.5</b>
WI '99	18	393	.4	2.3	32	203	.6	2.6	33	191	.7	2.7	23	246	.5	2.4	2	65		.8
<b>KFMB-FM</b>																				
WI '00	58	937	1.1	7.5	170	722	3.2	13.6	80	487	1.5	6.7	59	490	1.1	6.3	7	161	.1	3.0
FA '99	37	795	.7	4.8	84	500	1.6	6.8	42	349	.8	3.5	50	420	.9	5.5	8	181	.2	3.2
SU '99	40	845	.8	5.3	103	556	2.1	8.7	49	439	1.0	4.0	48	456	1.0	5.6	7	217	.1	2.7
SP '99	45	877	.9	6.2	116	590	2.3	10.5	64	397	1.3	5.7	45	443	.9	5.2	7	176	.1	2.8
<b>4-Book</b>	<b>45</b>	<b>864</b>	<b>.9</b>	<b>6.0</b>	<b>118</b>	<b>592</b>	<b>2.3</b>	<b>9.9</b>	<b>59</b>	<b>418</b>	<b>1.2</b>	<b>5.0</b>	<b>51</b>	<b>452</b>	<b>1.0</b>	<b>5.7</b>	<b>7</b>	<b>184</b>	<b>.1</b>	<b>2.9</b>
WI '99	45	768	.9	5.8	108	528	2.1	8.8	59	321	1.2	4.9	55	435	1.1	5.8	6	134	.1	2.3
<b>KFSD-FM</b>																				
WI '00	8	193	.2	1.0	6	68	.1	.5	8	101	.2	.7	9	98	.2	1.0	6	47	.1	2.5
FA '99	15	332	.3	1.9	17	167	.3	1.4	25	190	.5	2.1	16	193	.3	1.8	9	103	.2	3.6
SU '99	8	209	.2	1.1	6	102	.1	.5	10	126	.2	.8	15	137	.3	1.7	7	72	.1	2.7
SP '99	13	277	.3	1.8	19	137	.4	1.7	15	169	.3	1.3	10	173	.2	1.1	11	104	.2	4.3
<b>4-Book</b>	<b>11</b>	<b>253</b>	<b>.3</b>	<b>1.5</b>	<b>12</b>	<b>119</b>	<b>.2</b>	<b>1.0</b>	<b>15</b>	<b>147</b>	<b>.3</b>	<b>1.2</b>	<b>13</b>	<b>150</b>	<b>.3</b>	<b>1.4</b>	<b>8</b>	<b>82</b>	<b>.2</b>	<b>3.3</b>
WI '99	12	257	.2	1.5	19	144	.4	1.5	18	139	.4	1.5	14	129	.3	1.5	3	56	.1	1.2
<b>KGB -FM</b>																				
WI '00	22	460	.4	2.8	65	287	1.2	5.2	16	206	.3	1.3	22	269	.4	2.4	7	110	.1	3.0
FA '99	29	513	.5	3.7	68	279	1.3	5.5	45	274	.9	3.8	25	244	.5	2.8	3	105	.1	1.2
SU '99	18	428	.4	2.4	34	208	.7	2.9	23	196	.5	1.9	17	156	.3	2.0	5	86	.1	1.9
SP '99	17	460	.3	2.3	36	255	.7	3.3	18	213	.4	1.6	13	189	.3	1.5	4	88	.1	1.6
<b>4-Book</b>	<b>22</b>	<b>465</b>	<b>.4</b>	<b>2.8</b>	<b>51</b>	<b>257</b>	<b>1.0</b>	<b>4.2</b>	<b>26</b>	<b>222</b>	<b>.5</b>	<b>2.2</b>	<b>19</b>	<b>215</b>	<b>.4</b>	<b>2.2</b>	<b>5</b>	<b>97</b>	<b>.1</b>	<b>1.9</b>
WI '99	20	354	.4	2.6	34	163	.7	2.8	34	197	.7	2.8	25	163	.5	2.6	9	95	.2	3.5
<b>KHTS-FM</b>																				
WI '00	19	603	.4	2.5	28	274	.5	2.2	21	245	.4	1.8	25	281	.5	2.7	7	123	.1	3.0
FA '99	18	563	.3	2.3	24	241	.5	1.9	29	304	.5	2.4	26	253	.5	2.9	5	95	.1	2.0
SU '99	12	457	.2	1.6	13	178	.3	1.1	16	214	.3	1.3	12	202	.2	1.4	7	137	.1	2.7
SP '99	17	601	.3	2.3	20	266	.4	1.8	19	248	.4	1.7	27	360	.5	3.1	6	116	.1	2.4
<b>4-Book</b>	<b>17</b>	<b>556</b>	<b>.3</b>	<b>2.2</b>	<b>21</b>	<b>240</b>	<b>.4</b>	<b>1.8</b>	<b>21</b>	<b>253</b>	<b>.4</b>	<b>1.8</b>	<b>23</b>	<b>274</b>	<b>.4</b>	<b>2.5</b>	<b>6</b>	<b>118</b>	<b>.1</b>	<b>2.5</b>
WI '99	21	561	.4	2.7	35	285	.7	2.9	21	196	.4	1.7	30	268	.6	3.1	10	130	.2	3.9
<b>KIFM-FM</b>																				
WI '00	58	945	1.1	7.5	66	473	1.2	5.3	88	469	1.7	7.4	79	555	1.5	8.4	27	346	.5	11.4
FA '99	47	936	.9	6.1	58	470	1.1	4.7	70	445	1.3	5.9	63	494	1.2	6.9	17	225	.3	6.9
SU '99	47	716	.9	6.2	66	340	1.3	5.6	85	378	1.7	7.0	57	471	1.1	6.6	14	182	.3	5.3
SP '99	44	672	.9	6.0	46	318	.9	4.2	71	326	1.4	6.3	52	375	1.0	6.0	14	158	.3	5.5
<b>4-Book</b>	<b>49</b>	<b>817</b>	<b>1.0</b>	<b>6.5</b>	<b>59</b>	<b>400</b>	<b>1.1</b>	<b>5.0</b>	<b>79</b>	<b>405</b>	<b>1.5</b>	<b>6.7</b>	<b>63</b>	<b>474</b>	<b>1.2</b>	<b>7.0</b>	<b>18</b>	<b>228</b>	<b>.4</b>	<b>7.3</b>
WI '99	43	658	.9	5.5	45	334	.9	3.7	75	359	1.5	6.2	57	383	1.1	6.0	15	203	.3	5.8

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>K102-FM</b>																				
WI '00	5	171	.1	.6	20	68	.4	1.6	4	81	.1	.3	4	71	.1	.4	1	15		.4
FA '99	8	279	.2	1.0	22	125	.4	1.8	5	94	.1	.4	7	81	.1	.8	2	30		.8
SU '99	6	120	.1	.8	21	91	.4	1.8	6	63	.1	.5	3	42	.1	.3		11		
SP '99	7	200	.1	1.0	18	114	.4	1.6	10	114	.2	.9	6	77	.1	.7	2	61		.8
<b>4-Book</b>	<b>7</b>	<b>193</b>	<b>.1</b>	<b>.9</b>	<b>20</b>	<b>100</b>	<b>.4</b>	<b>1.7</b>	<b>6</b>	<b>88</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>68</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>29</b>		<b>.5</b>
WI '99	4	178	.1	.5	8	101	.2	.7	5	55	.1	.4	4	82	.1	.4	1	27		.4
<b>KJQY-FM</b>																				
WI '00	42	711	.8	5.4	58	364	1.1	4.6	69	321	1.3	5.8	45	353	.9	4.8	11	170	.2	4.7
FA '99	35	631	.7	4.5	55	323	1.0	4.5	58	324	1.1	4.9	39	381	.7	4.3	15	196	.3	6.0
SU '99	38	667	.8	5.0	51	291	1.0	4.3	63	352	1.3	5.2	36	336	.7	4.2	22	168	.4	8.4
SP '99	39	648	.8	5.3	55	319	1.1	5.0	73	340	1.5	6.5	49	359	1.0	5.6	8	142	.2	3.2
<b>4-Book</b>	<b>39</b>	<b>664</b>	<b>.8</b>	<b>5.1</b>	<b>55</b>	<b>324</b>	<b>1.1</b>	<b>4.6</b>	<b>66</b>	<b>334</b>	<b>1.3</b>	<b>5.6</b>	<b>42</b>	<b>357</b>	<b>.8</b>	<b>4.7</b>	<b>14</b>	<b>169</b>	<b>.3</b>	<b>5.6</b>
WI '99	38	803	.8	4.9	42	444	.8	3.4	58	399	1.2	4.8	50	448	1.0	5.2	21	220	.4	8.1
<b>KLNV-FM</b>																				
WI '00	19	240	.4	2.5	29	123	.5	2.3	21	165	.4	1.8	22	167	.4	2.4	6	58	.1	2.5
FA '99	19	201	.4	2.4	26	121	.5	2.1	37	139	.7	3.1	18	142	.3	2.0	4	46	.1	1.6
SU '99	23	248	.5	3.0	38	143	.8	3.2	37	177	.7	3.0	14	123	.3	1.6	6	68	.1	2.3
SP '99	18	243	.4	2.5	23	135	.5	2.1	29	162	.6	2.6	24	166	.5	2.8	5	67	.1	2.0
<b>4-Book</b>	<b>20</b>	<b>233</b>	<b>.4</b>	<b>2.6</b>	<b>29</b>	<b>131</b>	<b>.6</b>	<b>2.4</b>	<b>31</b>	<b>161</b>	<b>.6</b>	<b>2.6</b>	<b>20</b>	<b>150</b>	<b>.4</b>	<b>2.2</b>	<b>5</b>	<b>60</b>	<b>.1</b>	<b>2.1</b>
WI '99	32	356	.6	4.1	42	223	.8	3.4	44	234	.9	3.6	36	200	.7	3.8	11	98	.2	4.3
<b>KLQV-FM</b>																				
WI '00	12	205	.2	1.6	19	120	.4	1.5	21	128	.4	1.8	17	135	.3	1.8	3	43	.1	1.3
FA '99	16	181	.3	2.1	19	142	.4	1.5	28	111	.5	2.4	20	105	.4	2.2	6	81	.1	2.4
SU '99	12	155	.2	1.6	19	96	.4	1.6	20	75	.4	1.6	18	120	.4	2.1	2	40		.8
SP '99	11	217	.2	1.5	19	123	.4	1.7	12	129	.2	1.1	17	138	.3	2.0	5	87	.1	2.0
<b>4-Book</b>	<b>13</b>	<b>190</b>	<b>.2</b>	<b>1.7</b>	<b>19</b>	<b>120</b>	<b>.4</b>	<b>1.6</b>	<b>20</b>	<b>111</b>	<b>.4</b>	<b>1.7</b>	<b>18</b>	<b>125</b>	<b>.4</b>	<b>2.0</b>	<b>4</b>	<b>63</b>	<b>.1</b>	<b>1.6</b>
WI '99	20	274	.4	2.6	29	162	.6	2.4	26	166	.5	2.2	25	152	.5	2.6	12	88	.2	4.7
<b>KMSX-FM</b>																				
WI '00	24	455	.5	3.1	28	264	.5	2.2	45	231	.9	3.8	36	273	.7	3.9	8	94	.2	3.4
FA '99	20	440	.4	2.6	25	229	.5	2.0	26	237	.5	2.2	23	259	.4	2.5	10	131	.2	4.0
SU '99	22	493	.4	2.9	28	242	.6	2.4	39	294	.8	3.2	27	271	.5	3.1	9	171	.2	3.4
SP '99	24	396	.5	3.3	34	195	.7	3.1	49	242	1.0	4.4	31	238	.6	3.6	2	49		.8
<b>4-Book</b>	<b>23</b>	<b>446</b>	<b>.5</b>	<b>3.0</b>	<b>29</b>	<b>233</b>	<b>.6</b>	<b>2.4</b>	<b>40</b>	<b>251</b>	<b>.8</b>	<b>3.4</b>	<b>29</b>	<b>260</b>	<b>.6</b>	<b>3.3</b>	<b>7</b>	<b>111</b>	<b>.2</b>	<b>2.9</b>
WI '99	20	387	.4	2.6	42	215	.8	3.4	29	184	.6	2.4	21	225	.4	2.2	5	116	.1	1.9
<b>KOGO-AM</b>																				
WI '00	49	737	.9	6.3	68	398	1.3	5.4	96	514	1.8	8.1	53	345	1.0	5.7	22	153	.4	9.3
FA '99	37	567	.7	4.8	58	343	1.1	4.7	60	341	1.1	5.0	44	275	.8	4.8	19	122	.4	7.7
SU '99	39	548	.8	5.2	48	276	1.0	4.1	74	305	1.5	6.1	54	293	1.1	6.3	18	144	.4	6.8
SP '99	32	583	.6	4.4	47	317	.9	4.3	57	361	1.1	5.1	29	276	.6	3.3	20	165	.4	7.9
<b>4-Book</b>	<b>39</b>	<b>609</b>	<b>.8</b>	<b>5.2</b>	<b>55</b>	<b>334</b>	<b>1.1</b>	<b>4.6</b>	<b>72</b>	<b>380</b>	<b>1.4</b>	<b>6.1</b>	<b>45</b>	<b>297</b>	<b>.9</b>	<b>5.0</b>	<b>20</b>	<b>146</b>	<b>.4</b>	<b>7.9</b>
WI '99	32	526	.6	4.1	51	277	1.0	4.2	60	360	1.2	5.0	35	246	.7	3.7	16	113	.3	6.2
<b>KPLN-FM</b>																				
WI '00	13	394	.2	1.7	15	179	.3	1.2	17	222	.3	1.4	22	257	.4	2.4	3	94	.1	1.3
FA '99	20	450	.4	2.6	28	181	.5	2.3	33	213	.6	2.8	26	257	.5	2.9	7	120	.1	2.8
SU '99	17	378	.3	2.2	19	168	.4	1.6	27	205	.5	2.2	22	166	.4	2.6	4	83	.1	1.5
SP '99	13	394	.3	1.8	15	160	.3	1.4	29	186	.6	2.6	17	227	.3	2.0	3	98	.1	1.2
<b>4-Book</b>	<b>16</b>	<b>404</b>	<b>.3</b>	<b>2.1</b>	<b>19</b>	<b>172</b>	<b>.4</b>	<b>1.6</b>	<b>27</b>	<b>207</b>	<b>.5</b>	<b>2.3</b>	<b>22</b>	<b>227</b>	<b>.4</b>	<b>2.5</b>	<b>4</b>	<b>99</b>	<b>.1</b>	<b>1.7</b>
WI '99	18	383	.4	2.3	29	207	.6	2.4	32	185	.6	2.7	20	230	.4	2.1	6	56	.1	2.3
<b>KPOP-AM</b>																				
WI '00	14	216	.3	1.8	15	101	.3	1.2	25	127	.5	2.1	20	126	.4	2.1	3	43	.1	1.3
FA '99	8	167	.2	1.0	15	86	.3	1.2	14	89	.3	1.2	9	95	.2	1.0	1	32		.4
SU '99	24	163	.5	3.2	33	125	.7	2.8	42	103	.8	3.4	31	145	.6	3.6	12	74	.2	4.6
SP '99	19	265	.4	2.6	30	130	.6	2.7	30	124	.6	2.7	28	177	.6	3.2	7	51	.1	2.8
<b>4-Book</b>	<b>16</b>	<b>203</b>	<b>.4</b>	<b>2.2</b>	<b>23</b>	<b>111</b>	<b>.5</b>	<b>2.0</b>	<b>28</b>	<b>111</b>	<b>.6</b>	<b>2.4</b>	<b>22</b>	<b>136</b>	<b>.5</b>	<b>2.5</b>	<b>6</b>	<b>50</b>	<b>.1</b>	<b>2.3</b>
WI '99	18	281	.4	2.3	31	188	.6	2.5	27	181	.5	2.2	18	196	.4	1.9	5	60	.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>KPRZ-AM</b>																				
WI '00	11	221	.2	1.4	30	164	.6	2.4	16	117	.3	1.3	9	77	.2	1.0	2	48	.8	
FA '99	12	183	.2	1.5	26	122	.5	2.1	13	77	.2	1.1	18	96	.3	2.0	4	33	.1	1.6
SU '99	11	188	.2	1.5	28	120	.6	2.4	15	90	.3	1.2	11	83	.2	1.3	5	50	.1	1.9
SP '99	7	162	.1	1.0	12	99	.2	1.1	9	58	.2	.8	9	71	.2	1.0	4	56	.1	1.6
<b>4-Book</b>	<b>10</b>	<b>189</b>	<b>.2</b>	<b>1.4</b>	<b>24</b>	<b>126</b>	<b>.5</b>	<b>2.0</b>	<b>13</b>	<b>86</b>	<b>.3</b>	<b>1.1</b>	<b>12</b>	<b>82</b>	<b>.2</b>	<b>1.3</b>	<b>4</b>	<b>47</b>	<b>.1</b>	<b>1.5</b>
WI '99	2	104	.3	.3	8	75	.2	.7	3	47	.1	.2	2	30	.2	.2	1	26	.4	.4
<b>KSDO-AM</b>																				
WI '00	4	154	.1	.5	8	73	.2	.6	8	92	.2	.7	3	78	.1	.3	2	30	.8	.8
FA '99	6	130	.1	.8	11	96	.2	.9	10	68	.2	.8	4	62	.1	.4	1	16	.4	.4
SU '99	10	131	.2	1.3	12	51	.2	1.0	15	94	.3	1.2	10	57	.2	1.2	6	33	.1	2.3
SP '99	3	131	.1	.4	5	75	.1	.5	5	70	.1	.4	4	58	.1	.5	2	24	.8	.8
<b>4-Book</b>	<b>6</b>	<b>137</b>	<b>.1</b>	<b>.8</b>	<b>9</b>	<b>74</b>	<b>.2</b>	<b>.8</b>	<b>10</b>	<b>81</b>	<b>.2</b>	<b>.8</b>	<b>5</b>	<b>64</b>	<b>.1</b>	<b>.6</b>	<b>3</b>	<b>26</b>	<b>.1</b>	<b>1.1</b>
WI '99	4	132	.1	.5	6	60	.1	.5	11	57	.2	.9	4	40	.1	.4	1	13	.4	.4
<b>KSDN-AM</b>																				
WI '00	2	105	.3	.3	4	32	.1	.3	3	60	.1	.3	3	42	.1	.3	6	.8	.8	.8
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	46	790	.9	6.0	53	465	1.0	4.2	88	467	1.7	7.4	61	545	1.2	6.5	11	139	.2	4.7
FA '99	62	871	1.2	8.0	94	576	1.8	7.6	92	474	1.7	7.7	77	494	1.5	8.5	19	236	.4	7.7
SU '99	73	751	1.5	9.7	122	547	2.4	10.3	115	479	2.3	9.4	85	522	1.7	9.9	23	224	.5	8.7
SP '99	56	739	1.1	7.7	68	501	1.4	6.2	76	439	1.5	6.8	77	509	1.5	8.9	22	223	.4	8.7
<b>4-Book</b>	<b>59</b>	<b>788</b>	<b>1.2</b>	<b>7.9</b>	<b>84</b>	<b>522</b>	<b>1.7</b>	<b>7.1</b>	<b>93</b>	<b>465</b>	<b>1.8</b>	<b>7.8</b>	<b>75</b>	<b>518</b>	<b>1.5</b>	<b>8.5</b>	<b>19</b>	<b>206</b>	<b>.4</b>	<b>7.5</b>
WI '99	66	832	1.3	8.5	93	558	1.9	7.6	123	616	2.4	10.2	84	550	1.7	8.8	13	226	.3	5.0
<b>KSPA-AM</b>																				
WI '00	1	58	.1	.8	1	13	.1	.9	1	28	.1	.9	2	38	.1	.6	10	.4	.4	.4
FA '99	6	65	.1	.8	11	44	.2	.9	12	46	.2	1.0	5	47	.1	.6	1	14	.4	.4
SU '99	1	40	.1	.8	2	18	.2	.2	2	22	.2	.2	4	32	.1	.5	1	6	.1	.1
SP '99	4	81	.1	.5	6	54	.1	.5	6	33	.1	.5	4	32	.1	.5	1	14	.4	.4
<b>4-Book</b>	<b>3</b>	<b>61</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>32</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>32</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>29</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>6</b>	<b>.1</b>	<b>.1</b>
WI '99	6	65	.1	.8	7	30	.1	.6	10	30	.2	.8	3	30	.1	.3	1	23	.4	.4
<b>KXST-FM</b>																				
WI '00	12	210	.2	1.6	15	78	.3	1.2	26	128	.5	2.2	19	139	.4	2.0	2	50	.8	.8
FA '99	23	359	.4	3.0	36	196	.7	2.9	33	202	.6	2.8	27	209	.5	3.0	7	99	.1	2.8
SU '99	13	239	.3	1.7	16	108	.3	1.4	28	131	.6	2.3	20	137	.4	2.3	1	42	.4	.4
SP '99	18	326	.4	2.5	28	178	.6	2.5	33	190	.7	2.9	20	190	.4	2.3	2	68	.8	.8
<b>4-Book</b>	<b>17</b>	<b>284</b>	<b>.3</b>	<b>2.2</b>	<b>24</b>	<b>140</b>	<b>.5</b>	<b>2.0</b>	<b>30</b>	<b>163</b>	<b>.6</b>	<b>2.6</b>	<b>22</b>	<b>169</b>	<b>.4</b>	<b>2.4</b>	<b>3</b>	<b>65</b>	<b>.1</b>	<b>1.2</b>
WI '99	7	238	.1	.9	10	122	.2	.8	10	121	.2	.8	12	135	.2	1.3	17	.8	.8	.8
<b>KYXY-FM</b>																				
WI '00	87	1075	1.6	11.3	132	668	2.5	10.6	153	653	2.9	12.9	93	587	1.8	9.9	27	295	.5	11.4
FA '99	83	1120	1.6	10.7	133	734	2.5	10.8	159	703	3.0	13.4	93	720	1.8	10.2	17	273	.3	6.9
SU '99	78	1036	1.6	10.3	112	594	2.2	9.5	146	607	2.9	11.9	104	649	2.1	12.1	20	226	.4	7.6
SP '99	63	928	1.3	8.6	92	546	1.8	8.3	110	587	2.2	9.8	76	524	1.5	8.7	21	227	.4	8.3
<b>4-Book</b>	<b>78</b>	<b>1040</b>	<b>1.5</b>	<b>10.2</b>	<b>117</b>	<b>636</b>	<b>2.3</b>	<b>9.8</b>	<b>142</b>	<b>638</b>	<b>2.8</b>	<b>12.0</b>	<b>92</b>	<b>620</b>	<b>1.8</b>	<b>10.2</b>	<b>21</b>	<b>255</b>	<b>.4</b>	<b>8.6</b>
WI '99	76	960	1.5	9.8	116	671	2.3	9.5	112	572	2.2	9.3	108	647	2.1	11.3	32	299	.6	12.4
<b>XBAC-AM</b>																				
WI '00	7	110	.1	.9	7	59	.1	.6	13	83	.2	1.1	9	48	.2	1.0	2	23	.8	.8
FA '99	9	100	.2	1.2	11	62	.2	.9	22	83	.4	1.8	12	61	.2	1.3	2	22	.8	.8
SU '99	8	122	.2	1.1	11	66	.2	.9	18	85	.4	1.5	6	62	.1	.7	3	25	.1	1.1
SP '99	6	171	.1	.8	5	88	.1	.5	9	77	.2	.8	5	83	.1	.6	5	56	.1	2.0
<b>4-Book</b>	<b>8</b>	<b>126</b>	<b>.2</b>	<b>1.0</b>	<b>9</b>	<b>69</b>	<b>.2</b>	<b>.7</b>	<b>16</b>	<b>82</b>	<b>.3</b>	<b>1.3</b>	<b>8</b>	<b>64</b>	<b>.2</b>	<b>.9</b>	<b>3</b>	<b>32</b>	<b>.1</b>	<b>1.2</b>
WI '99	5	153	.1	.6	5	55	.1	.4	9	100	.2	.7	6	75	.1	.6	1	22	.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 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XEMO-AM</b>																				
WI '00	1	24		.1	4	24	.1	.3		7				7						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	76	.1	.4	3	40	.1	.3	8	32	.2	.7	3	33	.1	.3				
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																				
WI '00	12	250	.2	1.6	17	142	.3	1.4	15	145	.3	1.3	17	132	.3	1.8	7	102	.1	3.0
FA '99	9	281	.2	1.2	13	134	.2	1.1	13	140	.2	1.1	11	169	.2	1.2	2	63		.8
SU '99	11	166	.2	1.5	13	108	.3	1.1	17	90	.3	1.4	18	118	.4	2.1	3	49	.1	1.1
SP '99	10	121	.2	1.4	17	60	.3	1.5	16	61	.3	1.4	8	66	.2	.9	2	35		.8
<b>4-Book</b>	11	205	.2	1.4	15	111	.3	1.3	15	109	.3	1.3	14	121	.3	1.5	4	62	.1	1.4
WI '99	4	121	.1	.5	6	79	.1	.5	4	34	.1	.3	5	54	.1	.5	3	41	.1	1.2
<b>XHRM-FM</b>																				
WI '00	40	610	.8	5.2	62	335	1.2	5.0	54	288	1.0	4.5	44	346	.8	4.7	17	185	.3	7.2
FA '99	31	551	.6	4.0	51	326	1.0	4.1	39	278	.7	3.3	35	300	.7	3.9	10	171	.2	4.0
SU '99	30	553	.6	4.0	47	282	.9	4.0	41	319	.8	3.4	34	324	.7	4.0	11	150	.2	4.2
SP '99	32	604	.6	4.4	50	349	1.0	4.5	45	301	.9	4.0	42	355	.8	4.8	8	167	.2	3.2
<b>4-Book</b>	33	580	.7	4.4	53	323	1.0	4.4	45	297	.9	3.8	39	331	.8	4.4	12	168	.2	4.7
WI '99	33	539	.7	4.2	53	299	1.1	4.3	46	264	.9	3.8	32	316	.6	3.4	17	194	.3	6.6
<b>XHTZ-FM</b>																				
WI '00	8	290	.2	1.0	7	109	.1	.6	10	149	.2	.8	12	127	.2	1.3	5	101	.1	2.1
FA '99	8	263	.2	1.0	12	101	.2	1.0	8	94	.2	.7	13	114	.2	1.4	2	55		.8
SU '99	7	201	.1	.9	7	80	.1	.6	8	99	.2	.7	8	70	.2	.9	4	36	.1	1.5
SP '99	10	269	.2	1.4	18	157	.4	1.6	13	125	.3	1.2	12	123	.2	1.4	3	25	.1	1.2
<b>4-Book</b>	8	256	.2	1.1	11	112	.2	1.0	10	117	.2	.9	11	109	.2	1.3	4	54	.1	1.4
WI '99	7	226	.1	.9	13	118	.3	1.1	9	90	.2	.7	8	80	.2	.8	2	41		.8
<b>XLTN-FM</b>																				
WI '00	4	133	.1	.5	4	49	.1	.3	6	64	.1	.5	6	62	.1	.6	1	24		.4
FA '99	10	141	.2	1.3	13	76	.2	1.1	16	98	.3	1.3	12	75	.2	1.3	2	29		.8
SU '99	9	167	.2	1.2	9	67	.2	.8	17	117	.3	1.4	9	63	.2	1.0	2	20		.8
SP '99	12	212	.2	1.6	16	115	.3	1.4	20	142	.4	1.8	9	87	.2	1.0	6	65	.1	2.4
<b>4-Book</b>	9	163	.2	1.2	11	77	.2	.9	15	105	.3	1.3	9	72	.2	1.0	3	35		1.1
WI '99	6	148	.1	.8	9	87	.2	.7	7	81	.1	.6	6	66	.1	.6	4	34	.1	1.6
<b>XMOR-FM</b>																				
WI '00	2	14		.3	4	7	.1	.3	3	7	.1	.3	4	14	.1	.4		7		
FA '99	1	39		.1	2	27		.2		7			1	20		.1		12		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	18	**	**	**	7	**	**	**	**	**	**	1	18		.1	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																				
WI '00	2	14		.3	5	14	.1	.4	3	14	.1	.3	2	8		.2		8		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	10	56	.2	1.3	33	56	.7	2.8	8	26	.2	.7	2	20		.2		4		
SP '99	4	52	.1	.5	4	19	.1	.4	6	30	.1	.5	3	26	.1	.3	2	13		.8
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	47		.3	5	34	.1	.4	3	19	.1	.2	1	19		.1		7		
<b>XTRA-AM</b>																				
WI '00	3	154	.1	.4	2	19		.2	3	39	.1	.3	5	36	.1	.5				
FA '99	3	108	.1	.4	1	19		.1	6	52	.1	.5	1	6		.1	1	15		.4
SU '99	2	90		.3	3	47	.1	.3	4	22	.1	.3	3	35	.1	.3		13		
SP '99	2	107		.3	2	24		.2		7			3	28	.1	.3	1	25		.4
<b>4-Book</b>	3	115	.1	.4	2	27		.2	3	30	.1	.3	3	26	.1	.3	1	13		.2
WI '99	3	151	.1	.4	3	39	.1	.2	7	51	.1	.6	3	57	.1	.3				

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		Women 35-64																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XTRA-FM</b>																					
WI '00	8	311	.2	1.0	13	127	.2	1.0	13	118	.2	1.1	13	185	.2	1.4	1	46			.4
FA '99	9	373	.2	1.2	9	132	.2	.7	15	162	.3	1.3	13	163	.2	1.4	1	56			.4
SU '99	11	238	.2	1.5	13	99	.3	1.1	18	136	.4	1.5	13	142	.3	1.5	3	75	.1		1.1
SP '99	8	306	.2	1.1	11	143	.2	1.0	8	133	.2	.7	13	191	.3	1.5	3	63	.1		1.2
4-Book	9	307	.2	1.2	12	125	.2	1.0	14	137	.3	1.2	13	170	.3	1.5	2	60	.1		.8
WI '99	17	247	.3	2.2	22	136	.4	1.8	35	136	.7	2.9	24	139	.5	2.5	2	69			.8
<b>KFI -AM</b>																					
WI '00	14	241	.3	1.8	27	152	.5	2.2	21	112	.4	1.8	19	144	.4	2.0	1	21			.4
FA '99	21	404	.4	2.7	32	229	.6	2.6	30	194	.6	2.5	29	200	.5	3.2	9	84	.2		3.6
SU '99	11	289	.2	1.5	14	122	.3	1.2	18	147	.4	1.5	14	171	.3	1.6	3	44	.1		1.1
SP '99	16	298	.3	2.2	24	140	.5	2.2	37	172	.7	3.3	13	88	.3	1.5	3	67	.1		1.2
4-Book	16	308	.3	2.1	24	161	.5	2.1	27	156	.5	2.3	19	151	.4	2.1	4	54	.1		1.6
WI '99	16	346	.3	2.1	31	169	.6	2.5	25	208	.5	2.1	24	168	.5	2.5	3	54	.1		1.2
<b>KKBT-FM</b>																					
WI '00	1	13		.1					1	7		.1	2	7		.2		7			
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	4	26	.1	.5	8	16	.2	.7	9	20	.2	.7	2	10		.2		6			
SP '99	1	32		.1	2	18		.2	2	8		.2	2	8		.2		7			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	1	20		.1	3				9				1	11		.1					
<b>KNX -AM</b>																					
WI '00	3	131	.1	.4	5	63	.1	.4	2	63		.2	1	35		.1	2	23			.8
FA '99	3	94	.1	.4	4	43	.1	.3	4	70	.1	.3	1	27		.1	3	43	.1		1.2
SU '99	3	126	.1	.4	5	42	.1	.4	4	54	.1	.3	4	47		.1		20			
SP '99	5	152	.1	.7	4	73	.1	.4	4	51	.1	.4	4	55		.1	10	46	.2		4.0
4-Book	4	126	.1	.5	5	55	.1	.4	4	60	.1	.3	3	41		.1	4	33	.1		1.5
WI '99	5	201	.1	.6	9	89	.2	.7	5	113	.1	.4	7	101	.1	.7	3	34	.1		1.2
<b>KSSE-FM</b>																					
WI '00	6	71	.1	.8	11	45	.2	.9	12	32	.2	1.0	7	44	.1	.7		**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVVE-FM</b>																					
WI '00	2	59		.3	5	33	.1	.4		7			2	6		.2	2	20			.8
FA '99	6	134	.1	.8	11	68	.2	.9	6	50	.1	.5	6	50	.1	.7	2	45			.8
SU '99	3	101	.1	.4	7	74	.1	.6	3	52	.1	.2	2	45		.2	1	29			.4
SP '99	4	90	.1	.5	2	37	.2	.6	6	56	.1	.5	6	50	.1	.7	3	30	.1		1.2
4-Book	4	96	.1	.5	6	53	.1	.5	4	41	.1	.3	4	38	.1	.5	2	31			.8
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																					
WI '00	3	84	.1	.4	6	34	.1	.5	6	48	.1	.5	3	41	.1	.3		**	**	**	**
FA '99	2	35		.3	3	16	.1	.2	4	28	.1	.3	2	19		.2		7			
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	48	.1	.8	7	33	.1	.6	11	39	.2	1.0	3	21	.1	.3		5			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																					
WI '00	* 5	55	.1	.6	7	40	.1	.6	8	16	.2	.7	4	28	.1	.4	* 2	13			.8
FA '99	3	34	.1	.4	11	20	.2	.9	2	7		.2					1	7			.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	6	65	.1	.8	10	35	.2	.9	6	51	.1	.5	4	14	.1	.5	8	11	.2		3.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	8	58	.2	1.0	14	40	.3	1.1	13	38	.3	1.1	3	19	.1	.3	1	12			.4
<b>TOTALS</b>																					
WI '00	773	5006	14.6		1250	4421	23.6		1187	3959	22.4		935	4266	17.7		236	2155	4.5		
FA '99	776	4967	14.7		1234	4315	23.3		1190	4110	22.5		909	4310	17.2		248	2292	4.7		
SU '99	756	4713	15.0		1183	4046	23.5		1222	3828	24.3		858	3950	17.1		263	2234	5.2		
SP '99	730	4753	14.5		1105	4167	22.0		1124	3967	22.4		870	4088	17.3		253	2296	5.0		
4-Book	759	4860	14.7		1193	4237	23.1		1181	3966	22.9		893	4154	17.3		250	2244	4.9		
WI '99	779	4750	15.5		1227	4293	24.4		1206	3868	24.0		953	4128	19.0		258	2270	5.1		

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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>KBZT-FM</b>																				
WI '00	46	631	.9	4.1	24	294	.5	4.8	22	75	.4	3.5	51	148	1.0	6.2	26	80	.5	4.0
4-Book	46	613	.9	4.2	22	337	.5	4.3	22	87	.5	3.6	45	164	.9	5.3	24	87	.5	4.1
<b>KCBQ-AM</b>																				
WI '00	4	54	.1	.4	2	35	.4		3	12	.1	.5	6	29	.1	.7	4	11	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	38	381	.7	3.4	10	181	.2	2.0	19	67	.4	3.0	16	31	.3	2.0	18	70	.3	2.8
4-Book	37	449	.7	3.4	15	280	.3	3.0	17	69	.4	2.7	17	67	.3	1.9	17	72	.3	3.0
<b>KFMB-FM</b>																				
WI '00	101	911	1.9	9.0	16	360	.3	3.2	27	113	.5	4.3	45	167	.9	5.5	23	137	.4	3.6
4-Book	75	796	1.5	6.8	18	349	.4	3.5	29	112	.6	4.6	38	147	.7	4.3	21	110	.4	3.6
<b>KFSD-FM</b>																				
WI '00	8	139	.2	.7	9	97	.2	1.8	6	29	.1	.9	12	32	.2	1.5	10	30	.2	1.6
4-Book	13	222	.3	1.2	9	115	.2	1.8	6	26	.1	.9	14	45	.3	1.6	11	33	.2	1.9
<b>KGB -FM</b>																				
WI '00	33	413	.6	2.9	12	234	.2	2.4	22	69	.4	3.5	18	105	.3	2.2	12	62	.2	1.9
4-Book	32	403	.6	2.9	15	230	.3	3.0	18	59	.4	2.8	23	90	.4	2.6	23	71	.4	4.0
<b>KHTS-FM</b>																				
WI '00	24	477	.5	2.1	18	283	.3	3.6	11	52	.2	1.7	21	93	.4	2.6	12	70	.2	1.9
4-Book	22	455	.4	2.0	15	250	.3	2.9	11	48	.2	1.8	21	95	.4	2.4	16	78	.3	2.7
<b>KIFM-FM</b>																				
WI '00	78	804	1.5	6.9	42	476	.8	8.4	39	132	.7	6.2	70	203	1.3	8.5	71	188	1.3	11.0
4-Book	68	674	1.3	6.2	37	448	.7	7.5	37	130	.7	6.0	66	200	1.3	7.6	50	159	1.0	8.5
<b>KIOZ-FM</b>																				
WI '00	9	151	.2	.8	3	61	.1	.6	1	6	.2		5	25	.1	.6	6	25	.1	.9
4-Book	10	166	.2	1.0	4	73	.1	.8	4	12	.1	.5	7	31	.1	.8	6	23	.1	1.0
<b>KJQY-FM</b>																				
WI '00	59	545	1.1	5.2	34	370	.6	6.8	59	151	1.1	9.3	68	149	1.3	8.3	45	149	.9	7.0
4-Book	55	527	1.1	5.1	27	332	.5	5.3	38	114	.8	6.2	52	147	1.0	6.0	27	94	.6	4.6
<b>KLNV-FM</b>																				
WI '00	24	223	.5	2.1	21	146	.4	4.2	19	63	.4	3.0	28	76	.5	3.4	31	112	.6	4.8
4-Book	27	216	.5	2.5	17	137	.3	3.3	23	58	.5	3.7	32	75	.6	3.7	17	56	.3	2.8
<b>KLQV-FM</b>																				
WI '00	19	192	.4	1.7	6	79	.1	1.2	4	8	.1	.6	7	23	.1	.9	12	37	.2	1.9
4-Book	19	176	.4	1.8	8	98	.1	1.6	9	32	.2	1.4	10	32	.2	1.1	10	33	.2	1.7
<b>KMSX-FM</b>																				
WI '00	37	413	.7	3.3	11	205	.2	2.2	17	93	.3	2.7	21	87	.4	2.6	11	57	.2	1.7
4-Book	33	396	.7	3.1	14	202	.3	2.8	12	56	.2	1.9	30	102	.6	3.5	16	66	.3	2.8
<b>KOGO-AM</b>																				
WI '00	74	656	1.4	6.6	22	272	.4	4.4	47	126	.9	7.4	18	76	.3	2.2	7	9	.1	1.1
4-Book	58	546	1.1	5.3	18	234	.4	3.7	37	105	.7	5.9	17	70	.3	2.0	6	23	.1	1.0
<b>KPLN-FM</b>																				
WI '00	18	357	.3	1.6	10	195	.2	2.0	9	65	.2	1.4	17	93	.3	2.1	18	59	.3	2.8
4-Book	23	350	.4	2.1	11	182	.2	2.2	12	55	.2	2.0	23	89	.5	2.6	13	57	.2	2.1
<b>KPOP-AM</b>																				
WI '00	20	163	.4	1.8	11	136	.2	2.2	11	20	.2	1.7	18	56	.3	2.2	13	54	.2	2.0
4-Book	25	169	.5	2.3	9	110	.2	1.8	11	35	.2	1.7	17	51	.3	1.9	13	48	.3	2.2
<b>KPRZ-AM</b>																				
WI '00	18	208	.3	1.6	5	89	.1	1.0	9	39	.2	1.4	7	24	.1	.9	8	13	.2	1.2
4-Book	16	173	.3	1.5	4	76	.1	.8	5	20	.1	.9	5	19	.1	.5	4	10	.1	.7

Target Listener Estimates - Women 35-64

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Women 35-64																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM	WI '00	6	135	.1	.5	1	37		.2		6				5			4	18	.1	.6
	4-Book	8	118	.2	.7	4	49	.1	.7	4	18	.1	.6	6	11	.1	.7	6	19	.2	1.1
KSDN-AM	WI '00	3	86	.1	.3	1	38		.2										7		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSDN-FM	WI '00	69	729	1.3	6.1	31	449	.6	6.2	35	149	.7	5.5	56	232	1.1	6.8	52	157	1.0	8.1
	4-Book	85	718	1.7	7.7	42	460	.8	8.3	48	154	.9	7.8	82	258	1.6	9.4	54	162	1.1	9.3
KSPA-AM	WI '00	1	45		.1	2	36		.4	2	7		.3	2	20		.2	7	30	.1	1.1
	4-Book	4	55	.1	.4	3	33	.1	.6	7	14	.1	1.1	5	18	.1	.5	5	19	.1	.8
KXST-FM	WI '00	20	171	.4	1.8	5	104	.1	1.0	5	33	.1	.8	11	60	.2	1.3	9	39	.2	1.4
	4-Book	25	241	.5	2.3	10	144	.2	1.9	10	39	.2	1.6	17	65	.3	1.9	15	54	.3	2.6
KYXY-FM	WI '00	128	958	2.4	11.3	56	644	1.1	11.2	65	231	1.2	10.3	91	264	1.7	11.1	62	241	1.2	9.6
	4-Book	119	951	2.3	10.8	44	547	.9	8.9	56	186	1.1	9.0	76	254	1.5	8.8	53	184	1.0	9.1
XBAC-AM	WI '00	10	90	.2	.9	7	56	.1	1.4	10	44	.2	1.6	13	30	.2	1.6	6	12	.1	.9
	4-Book	11	110	.2	1.0	5	60	.1	.9	5	27	.1	.8	7	20	.1	.8	6	21	.1	1.0
XEMD-AM	WI '00	2	24		.2		7											1	7		.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM	WI '00	16	214	.3	1.4	10	145	.2	2.0	19	57	.4	3.0	20	64	.4	2.4	14	38	.3	2.2
	4-Book	15	184	.3	1.3	9	103	.2	1.8	12	38	.3	2.0	15	39	.3	1.7	10	32	.2	1.7
XHRM-FM	WI '00	53	546	1.0	4.7	32	331	.6	6.4	38	128	.7	6.0	39	137	.7	4.8	38	122	.7	5.9
	4-Book	46	507	.9	4.2	27	314	.5	5.4	30	103	.6	4.8	43	154	.8	4.9	27	107	.5	4.6
XHTZ-FM	WI '00	10	222	.2	.9	6	123	.1	1.2	5	24	.1	.8	14	49	.3	1.7	6	22	.1	.9
	4-Book	11	204	.2	1.0	6	118	.1	1.2	11	30	.2	1.8	14	50	.3	1.7	5	22	.1	.8
XLTN-FM	WI '00	5	99	.1	.4	3	80	.1	.6	2	14		.3	12	58	.2	1.5	5	25	.1	.8
	4-Book	12	136	.2	1.1	8	101	.2	1.6	10	25	.2	1.6	18	61	.3	2.1	11	33	.2	1.9
XMOR-FM	WI '00	4	14	.1	.4	1	7		.2	1	7		.2	6	7	.1	.7				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM	WI '00	3	14	.1	.3		7			1	7		.2								
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	WI '00	3	64	.1	.3	4	105	.1	.8	5	29	.1	.8	5	24	.1	.6	1	11		.2
	4-Book	3	59	.1	.3	3	60	.1	.5	3	14	.1	.4	4	15	.1	.4	4	13	.1	.7
XTRA-FM	WI '00	13	252	.2	1.2	5	129	.1	1.0	11	27	.2	1.7	9	59	.2	1.1	7	47	.1	1.1
	4-Book	13	251	.2	1.2	7	140	.1	1.4	7	34	.1	1.2	11	61	.2	1.3	12	47	.2	2.0
KFI -AM	WI '00	22	228	.4	2.0	6	89	.1	1.2	18	52	.3	2.8	7	38	.1	.9	13	32	.2	2.0
	4-Book	23	276	.5	2.2	8	113	.1	1.7	15	45	.3	2.3	15	47	.3	1.7	8	26	.2	1.4

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 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>KKBT-FM</b>																				
WI '00	1	7	.1	.1	1	13	.2	.2					1	7	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																				
WI '00	3	99	.1	.3	3	61	.1	.6	1	6	.2	.2	4	13	.1	.5	3	17	.1	.5
4-Book	4	97	.1	.4	3	57	.1	.5	2	13	.1	.4	4	19	.1	.4	2	9	.1	.4
<b>KSSE-FM</b>																				
WI '00	10	71	.2	.9	4	12	.1	.8	5	5	.1	.8	6	12	.1	.7	4	12	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	2	39	.2	.2	2	38	.4	.4	2	7	.3	.3					2	13	.1	.3
4-Book	4	73	.1	.4	4	66	.1	.7	8	25	.2	1.2	3	7	.1	.3	3	12	.1	.4
<b>XHTY-FM</b>																				
WI '00	5	78	.1	.4		16														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	6	55	.1	.5	* 3	14	.1	.6	8	14	.2	1.3	5	8	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																				
WI '00	1128	4907	21.3		499	3835	9.4		632	1920	12.0		820	2285	15.5		643	1928	12.2	
4-Book	1096	4780	21.3		500	3781	9.7		621	1819	12.0		871	2365	16.9		578	1780	11.2	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 35-64

# Target Listener Estimates

Women 35-64																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
<b>KBZT-FM</b>																					
WI '00	4	24	.1	1.6	18	77	.3	4.3	35	111	.7	5.7	31	105	.6	6.9	8	47	.2	4.3	
4-Book	4	24	.1	1.4	19	73	.4	4.6	31	124	.6	4.9	24	81	.5	5.3	6	36	.2	3.2	
<b>KCBQ-AM</b>																					
WI '00	**	**	**	**	2	6	.5		**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KFMB-AM</b>																					
WI '00	3	13	.1	1.2	14	49	.3	3.4	5	28	.1	.8	6	34	.1	1.3	1	6		.5	
4-Book	11	45	.3	4.6	11	42	.2	2.6	28	98	.6	4.5	18	73	.3	4.0	3	15	.1	1.3	
<b>KFMB-FM</b>																					
WI '00	4	46	.1	1.6	7	42	.1	1.7	14	90	.3	2.3	9	45	.2	2.0	3	13	.1	1.6	
4-Book	5	35	.1	2.0	13	67	.3	3.2	19	92	.4	3.0	13	61	.3	3.0	4	23	.1	2.2	
<b>KFSD-FM</b>																					
WI '00	6	20	.1	2.4	9	33	.2	2.2	18	33	.3	2.9	9	26	.2	2.0	2	16		1.1	
4-Book	8	31	.2	2.9	6	32	.1	1.5	14	42	.3	2.2	7	27	.1	1.5	5	17	.1	2.6	
<b>KGB -FM</b>																					
WI '00	8	25	.2	3.2	7	39	.1	1.7	10	77	.2	1.6	18	59	.3	4.0	2	12		1.1	
4-Book	9	29	.2	3.6	9	33	.2	2.1	20	69	.4	3.1	16	57	.3	3.6	4	22	.1	2.3	
<b>KHTS-FM</b>																					
WI '00	11	42	.2	4.4	17	68	.3	4.1	43	125	.8	6.9	22	77	.4	4.9	5	33	.1	2.7	
4-Book	8	39	.2	3.2	14	47	.3	3.3	26	89	.5	4.2	15	54	.3	3.3	4	26	.1	2.3	
<b>KIFM-FM</b>																					
WI '00	25	117	.5	9.9	24	80	.5	5.8	52	167	1.0	8.4	44	122	.8	9.7	13	50	.2	7.0	
4-Book	17	83	.3	6.7	29	93	.6	7.0	53	170	1.0	8.3	33	96	.7	7.2	12	48	.2	6.4	
<b>KIOZ-FM</b>																					
WI '00	3	14	.1	1.2	2	7		.5	1	13		.2	2	10		.4	1	7		.5	
4-Book	5	16	.1	1.8	5	13	.1	1.1	3	17	.1	.4	3	16	.1	.7	2	8		.9	
<b>KJQY-FM</b>																					
WI '00	10	60	.2	4.0	36	102	.7	8.7	36	135	.7	5.8	20	67	.4	4.4	7	25	.1	3.8	
4-Book	10	41	.2	4.3	27	86	.5	6.5	30	102	.6	4.7	23	70	.5	5.0	8	31	.2	4.1	
<b>KLNV-FM</b>																					
WI '00	9	36	.2	3.6	25	42	.5	6.0	28	56	.5	4.5	15	49	.3	3.3	12	42	.2	6.5	
4-Book	6	22	.1	2.2	14	33	.3	3.5	16	40	.3	2.6	15	34	.3	3.3	10	33	.2	5.5	
<b>KLQV-FM</b>																					
WI '00	4	13	.1	1.6	5	8	.1	1.2	6	30	.1	1.0	3	7	.1	.7	7	15	.1	3.8	
4-Book	4	22	.1	1.7	9	29	.2	2.0	8	40	.2	1.3	7	25	.1	1.5	6	20	.1	3.1	
<b>KMSX-FM</b>																					
WI '00	4	25	.1	1.6	2	13		.5	16	81	.3	2.6	14	58	.3	3.1	5	21	.1	2.7	
4-Book	6	27	.1	2.4	8	33	.2	2.0	21	68	.4	3.3	15	58	.3	3.3	3	20	.1	1.7	
<b>KOGO-AM</b>																					
WI '00	17	56	.3	6.7	44	128	.8	10.6	16	54	.3	2.6	9	36	.2	2.0	25	81	.5	13.5	
4-Book	16	49	.3	6.3	30	103	.6	7.1	15	53	.3	2.3	11	34	.2	2.5	17	52	.4	9.0	
<b>KPLN-FM</b>																					
WI '00	1	12		.4	8	61	.2	1.9	13	77	.2	2.1	13	60	.2	2.9	5	32	.1	2.7	
4-Book	4	22	.1	1.6	7	34	.2	1.7	13	56	.3	2.1	12	53	.2	2.7	5	24	.1	2.4	
<b>KPOP-AM</b>																					
WI '00	4	18	.1	1.6	5	14	.1	1.2	17	57	.3	2.7	20	43	.4	4.4	2	12		1.1	
4-Book	4	29	.1	1.6	4	16	.1	1.1	10	32	.2	1.5	10	25	.2	2.4	3	14	.1	1.6	
<b>KPRZ-AM</b>																					
WI '00					7	43	.1	1.7	5	25	.1	.8						1	6		.5
4-Book	2	9	.1	.8	8	36	.2	2.0	4	22	.1	.6	2	7	.1	.5	1	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 Estimates

## Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM																				
WI '00					2	6	.5		3	13	.1	.5	2	13	.4					
4-Book	2	4	.7		4	8	.1	.9	6	16	.1	1.0	3	8	.1	.6	1	5	.4	
KSON-AM																				
WI '00	1	5	.4		1	12	.2		2	13	.3		1	12	.2			6		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																				
WI '00	19	64	.4	7.5	20	100	.4	4.8	38	162	.7	6.1	27	103	.5	6.0	1	13	.5	
4-Book	22	69	.4	8.6	26	100	.5	6.2	51	174	1.0	8.0	37	127	.7	8.4	12	52	.3	
KSPA-AM																				
WI '00		7			1	7	.2		2	13	.3		1	7	.2					
4-Book	2	10	.1	.7	1	5	.3		2	7	.3		2	3	.4		2			
KXST-FM																				
WI '00	2	6	.8		3	7	.1	.7	4	19	.1	.6	7	24	.1	1.5				
4-Book	6	21	.1	2.2	6	24	.1	1.5	11	44	.2	1.6	8	27	.1	1.7	4	21	.1	
KYXY-FM																				
WI '00	28	88	.5	11.1	43	143	.8	10.4	86	262	1.6	13.9	46	156	.9	10.2	27	97	.5	
4-Book	20	74	.4	7.6	29	114	.6	7.0	58	185	1.1	9.2	41	125	.8	9.1	22	87	.4	
XBAC-AM																				
WI '00					6	17	.1	1.4	10	24	.2	1.6	8	12	.2	1.8	4	18	.1	
4-Book	2	8	.1	.9	4	13	.1	.9	4	17	.1	.7	6	17	.1	1.4	2	11	.1	
XEMD-AM																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM																				
WI '00	6	38	.1	2.4	5	19	.1	1.2	8	50	.2	1.3	7	43	.1	1.5	1	12	.5	
4-Book	4	15	.1	1.5	8	27	.2	1.9	14	40	.3	2.1	9	29	.2	2.1	2	9	.9	
XHRM-FM																				
WI '00	29	72	.5	11.5	27	68	.5	6.5	39	123	.7	6.3	31	122	.6	6.9	14	48	.3	
4-Book	21	69	.4	8.6	21	71	.4	5.0	36	117	.7	5.8	22	81	.4	4.9	13	52	.3	
XHTZ-FM																				
WI '00	3	31	.1	1.2	4	10	.1	1.0	4	32	.1	.6	6	12	.1	1.3	6	18	.1	
4-Book	3	14	.1	1.3	3	12	.1	.6	5	29	.1	.8	6	24	.1	1.4	3	13	.1	
XLTN-FM																				
WI '00									1	7	.2		1	7	.2		2	8	1.1	
4-Book	6	16	.1	2.2	8	19	.2	1.8	7	28	.1	1.1	5	16	.1	1.0	2	8	.9	
XMOR-FM																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
WI '00					8	30	.2	1.9	9	38	.2	1.5	2	12	.4					
4-Book	1	4	.3		3	11	.1	.7	4	18	.1	.6	3	12	.1	.6	1	3	.3	
XTRA-FM																				
WI '00	3	27	.1	1.2	3	7	.1	.8	3	30	.1	.5	4	13	.1	.9	1	7	.5	
4-Book	4	19	.1	1.5	3	21	.1	.8	8	42	.2	1.2	8	30	.2	1.8	2	10	.8	
KFI -AM																				
WI '00	1	6	.4		5	19	.1	1.2	5	32	.1	.8	6	13	.1	1.3				
4-Book	4	15	.1	1.7	7	29	.1	1.7	8	30	.2	1.2	7	16	.1	1.5	4	11	.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
<b>KKBT-FM</b>																			
WI '00	7								7				7			2	7		1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KNX -AM</b>																			
WI '00	2	17	.8	7	25	.1	1.7	5	19	.1	.8	2	6	.4		1	6		.5
4-Book	4	16	.1	3	11	.1	.7	2	10	.3		3	7	.6		3	12		1.3
<b>KSSE-FM</b>																			
WI '00	7			5	5	.1	1.2	5	5	.1	.8	3	5	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																			
WI '00				6	19	.1	1.4	2	6	.3						5	13	.1	2.7
4-Book	1	2	.3	6	20	.1	1.4	5	30	.1	.7	4	17	.1	.9	3	8	.1	1.3
<b>XHTY-FM</b>																			
WI '00	2	11	.8													1	6		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																			
WI '00	*			4	8	.1	1.0	7	14	.1	1.1					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																			
WI '00	252	895	4.8	414	1288	7.8		619	1910	11.7		452	1412	8.5		185	700	3.5	
4-Book	252	892	4.9	416	1325	8.1		634	1862	12.3		445	1329	8.7		190	722	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

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>KBZT-FM</b>																				
WI '00	3	158	.1	1.3	2	42	.1	.7	1	27		.8	4	79	.2	1.3	1	28		.4
FA '99	2	173	.1	.9	3	53	.1	1.2	2	39	.1	1.7	2	50	.1	.6	2	49	.1	.8
SU '99	3	140	.1	1.3	3	36	.1	1.5	5	54	.2	1.9	2	49	.1	.7	2	44	.1	.9
SP '99	4	185	.2	1.7	4	87	.2	1.6	4	59	.2	2.5	4	78	.2	1.3	1	51		.4
<b>4-Book</b>	<b>3</b>	<b>164</b>	<b>.1</b>	<b>1.3</b>	<b>3</b>	<b>55</b>	<b>.1</b>	<b>1.3</b>	<b>3</b>	<b>45</b>	<b>.1</b>	<b>1.7</b>	<b>3</b>	<b>64</b>	<b>.2</b>	<b>1.0</b>	<b>2</b>	<b>43</b>	<b>.1</b>	<b>.6</b>
WI '99	3	146	.1	1.3	3	69	.1	1.2		6			4	37	.2	1.2	7	40	.3	2.9
<b>KCBQ-AM</b>																				
WI '00	1	15		.4	4	15	.2	1.4	2	10	.1	1.6	3	5	.1	.9				
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFMB-AM</b>																				
WI '00	1	43		.4	1	19		.4		18			2	14	.1	.6	1	10		.4
FA '99	2	77	.1	.9	1	29		.4		5			5	9	.2	1.5	1	16		.4
SU '99	3	86	.1	1.3	1	14		.5	1	6		.4	4	31	.2	1.4	7	57	.3	3.0
SP '99	2	113	.1	.9	4	67	.2	1.6	1	17		.6	2	27	.1	.6	1	22		.4
<b>4-Book</b>	<b>2</b>	<b>80</b>	<b>.1</b>	<b>.9</b>	<b>2</b>	<b>32</b>	<b>.1</b>	<b>.7</b>	<b>1</b>	<b>10</b>		<b>.3</b>	<b>3</b>	<b>20</b>	<b>.2</b>	<b>1.0</b>	<b>3</b>	<b>26</b>	<b>.1</b>	<b>1.1</b>
WI '99	1	33		.4	1	17		.4	1	5		.8		10						
<b>KFMB-FM</b>																				
WI '00	7	363	.3	3.1	21	211	1.0	7.5	2	61	.1	1.6	6	112	.3	1.9	4	79	.2	1.7
FA '99	12	377	.6	5.3	23	213	1.1	9.0	3	70	.1	2.5	18	196	.8	5.5	12	147	.6	5.0
SU '99	13	425	.6	5.4	14	199	.7	6.8	10	217	.5	3.8	16	219	.8	5.8	10	147	.5	4.3
SP '99	14	413	.7	6.0	18	209	.9	7.2	6	131	.3	3.8	21	217	1.0	6.8	15	173	.7	6.0
<b>4-Book</b>	<b>12</b>	<b>395</b>	<b>.6</b>	<b>5.0</b>	<b>19</b>	<b>208</b>	<b>.9</b>	<b>7.6</b>	<b>5</b>	<b>120</b>	<b>.3</b>	<b>2.9</b>	<b>15</b>	<b>186</b>	<b>.7</b>	<b>5.0</b>	<b>10</b>	<b>137</b>	<b>.5</b>	<b>4.3</b>
WI '99	8	374	.4	3.5	12	201	.6	4.9	3	89	.1	2.4	11	147	.5	3.2	7	112	.3	2.9
<b>KFSD-FM</b>																				
WI '00		23				18				8				5				5		
FA '99	1	26		.4	1	16		.4					1	15		.3	1	5		.4
SU '99	2	31	.1	.8	4	9	.2	2.0		4			3	11	.1	1.1	2	22	.1	.9
SP '99		30				12								6			1	6		.4
<b>4-Book</b>	<b>1</b>	<b>28</b>		<b>.3</b>	<b>1</b>	<b>14</b>		<b>.6</b>		<b>3</b>			<b>1</b>	<b>9</b>		<b>.4</b>	<b>1</b>	<b>8</b>		<b>.4</b>
WI '99	1	35		.4		4				5				10			2	13	.1	.8
<b>KGB -FM</b>																				
WI '00	4	150	.2	1.8	7	74	.3	2.5	3	51	.1	2.4	4	61	.2	1.3	1	33		.4
FA '99	3	110	.1	1.3	5	40	.2	2.0	2	19	.1	1.7	2	57	.1	.6	5	31	.2	2.1
SU '99	2	74	.1	.8	3	50	.1	1.5	2	17	.1	.8	5	45	.2	1.8		13		
SP '99	2	140	.1	.9	5	72	.2	2.0	2	18	.1	1.3	1	18		.3	1	23		.4
<b>4-Book</b>	<b>3</b>	<b>119</b>	<b>.1</b>	<b>1.2</b>	<b>5</b>	<b>59</b>	<b>.2</b>	<b>2.0</b>	<b>2</b>	<b>26</b>	<b>.1</b>	<b>1.6</b>	<b>3</b>	<b>45</b>	<b>.1</b>	<b>1.0</b>	<b>2</b>	<b>25</b>	<b>.1</b>	<b>.7</b>
WI '99	3	94	.1	1.3	6	76	.3	2.4	1	6		.8	2	36	.1	.6	1	6		.4
<b>KHTS-FM</b>																				
WI '00	64	1246	3.0	28.6	72	721	3.3	25.7	30	551	1.4	24.4	102	873	4.7	32.2	71	633	3.3	30.1
FA '99	59	1176	2.7	26.0	64	629	3.0	25.1	30	477	1.4	25.4	93	784	4.3	28.4	67	670	3.1	27.9
SU '99	73	1257	3.5	30.5	68	722	3.3	33.2	81	811	3.9	30.9	78	779	3.8	28.3	76	692	3.7	32.3
SP '99	58	1201	2.8	24.8	54	645	2.6	21.7	35	540	1.7	21.9	87	823	4.2	28.0	58	652	2.8	23.2
<b>4-Book</b>	<b>64</b>	<b>1220</b>	<b>3.0</b>	<b>27.5</b>	<b>65</b>	<b>679</b>	<b>3.1</b>	<b>26.4</b>	<b>44</b>	<b>595</b>	<b>2.1</b>	<b>25.7</b>	<b>90</b>	<b>815</b>	<b>4.3</b>	<b>29.2</b>	<b>68</b>	<b>662</b>	<b>3.2</b>	<b>28.4</b>
WI '99	56	1122	2.7	24.5	63	668	3.1	25.5	25	478	1.2	20.2	85	798	4.1	24.6	57	570	2.8	23.3
<b>KIFM-FM</b>																				
WI '00	1	62		.4	1	23		.4		5			1	19		.3		17		
FA '99	3	70	.1	1.3	4	34	.2	1.6	3	34	.1	2.5	2	22	.1	.6	2	36	.1	.8
SU '99	1	66		.4	1	8		.5	1	12		.4	1	34		.4	1	20		.4
SP '99	2	77	.1	.9	2	17	.1	.8	1	6		.6	3	36	.1	1.0	2	36	.1	.8
<b>4-Book</b>	<b>2</b>	<b>69</b>	<b>.1</b>	<b>.8</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.8</b>	<b>1</b>	<b>14</b>		<b>.9</b>	<b>2</b>	<b>28</b>	<b>.1</b>	<b>.6</b>	<b>1</b>	<b>27</b>	<b>.1</b>	<b>.5</b>
WI '99	2	18	.1	.9	1	5		.4	4	5	.2	3.2	4	5	.2	1.2	2	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 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>K10Z-FM</b>																				
WI '00	13	237	.6	5.8	11	75	.5	3.9	10	91	.5	8.1	16	106	.7	5.0	13	99	.6	5.5
FA '99	10	268	.5	4.4	5	87	.2	2.0	7	132	.3	5.9	21	183	1.0	6.4	11	119	.5	4.6
SU '99	8	204	.4	3.3	5	62	.2	2.4	10	102	.5	3.8	11	85	.5	4.0	6	75	.3	2.6
SP '99	7	218	.3	3.0	4	41	.2	1.6	8	86	.4	5.0	12	122	.6	3.9	7	95	.3	2.8
<b>4-Book</b>	<b>10</b>	<b>232</b>	<b>.5</b>	<b>4.1</b>	<b>6</b>	<b>66</b>	<b>.3</b>	<b>2.5</b>	<b>9</b>	<b>103</b>	<b>.4</b>	<b>5.7</b>	<b>15</b>	<b>124</b>	<b>.7</b>	<b>4.8</b>	<b>9</b>	<b>97</b>	<b>.4</b>	<b>3.9</b>
WI '99	5	197	.2	2.2	7	93	.3	2.8	2	42	.1	1.6	8	66	.4	2.3	8	87	.4	3.3
<b>KJQY-FM</b>																				
WI '00	2	91	.1	.9	11	11			10				1	43		.3	4	35	.2	1.7
FA '99	1	99		.4	2	28	.1	.8	7				2	27	.1	.6	17			
SU '99	1	49		.4	1	8		.5	18				1	17		.4	1	30		.4
SP '99	4	69	.2	1.7	5	5			2	17	.1	1.3	2	30	.1	.6	8	35	.4	3.2
<b>4-Book</b>	<b>2</b>	<b>77</b>	<b>.1</b>	<b>.9</b>	<b>1</b>	<b>13</b>		<b>.3</b>	<b>1</b>	<b>13</b>		<b>.3</b>	<b>2</b>	<b>29</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>29</b>	<b>.2</b>	<b>1.3</b>
WI '99	1	72		.4	2	21	.1	.8	10				1	27		.3	2	28	.1	.8
<b>KLNV-FM</b>																				
WI '00	6	143	.3	2.7	8	71	.4	2.9	5	67	.2	4.1	5	70	.2	1.6	4	47	.2	1.7
FA '99	10	236	.5	4.4	14	100	.6	5.5	6	82	.3	5.1	11	129	.5	3.4	5	101	.2	2.1
SU '99	13	195	.6	5.4	7	104	.3	3.4	20	95	1.0	7.6	13	88	.6	4.7	11	80	.5	4.7
SP '99	11	183	.5	4.7	14	90	.7	5.6	4	69	.2	2.5	16	119	.8	5.1	14	120	.7	5.6
<b>4-Book</b>	<b>10</b>	<b>189</b>	<b>.5</b>	<b>4.3</b>	<b>11</b>	<b>91</b>	<b>.5</b>	<b>4.4</b>	<b>9</b>	<b>78</b>	<b>.4</b>	<b>4.8</b>	<b>11</b>	<b>102</b>	<b>.5</b>	<b>3.7</b>	<b>9</b>	<b>87</b>	<b>.4</b>	<b>3.5</b>
WI '99	8	183	.4	3.5	6	78	.3	2.4	2	39	.1	1.6	19	118	.9	5.5	6	74	.3	2.4
<b>KLQV-FM</b>																				
WI '00	2	65	.1	.9	3	36	.1	1.1	1	32		.8	3	26	.1	.9	3	33	.1	1.3
FA '99	2	81	.1	.9	3	39	.1	1.2	2	49	.1	1.7	3	58	.1	.9	1	19		.4
SU '99	2	70	.1	.8	1	21		.5	1	31		.4	2	27	.1	.7	2	29	.1	.9
SP '99	2	69	.1	.9	2	35	.1	.8	1	35		.6	4	45	.2	1.3	3	34	.1	1.2
<b>4-Book</b>	<b>2</b>	<b>71</b>	<b>.1</b>	<b>.9</b>	<b>2</b>	<b>33</b>	<b>.1</b>	<b>.9</b>	<b>1</b>	<b>37</b>	<b>.1</b>	<b>.9</b>	<b>3</b>	<b>39</b>	<b>.1</b>	<b>1.0</b>	<b>2</b>	<b>29</b>	<b>.1</b>	<b>1.0</b>
WI '99	6	72	.3	2.6	5	55	.2	2.0	3	49	.1	2.4	9	66	.4	2.6	7	59	.3	2.9
<b>KMSX-FM</b>																				
WI '00	4	201	.2	1.8	5	98	.2	1.8	4	40	.2	3.3	7	112	.3	2.2	2	43	.1	.8
FA '99	2	114	.1	.9	2	37	.1	.8	2	32	.1	1.7	4	68	.2	1.2	1	38		.4
SU '99	4	136	.2	1.7	3	42	.1	1.5	8	83	.4	3.1	5	60	.2	1.8	3	52	.1	1.3
SP '99	5	179	.2	2.1	7	90	.3	2.8	2	49	.1	1.3	3	65	.1	1.0	8	76	.4	3.2
<b>4-Book</b>	<b>4</b>	<b>158</b>	<b>.2</b>	<b>1.6</b>	<b>4</b>	<b>67</b>	<b>.2</b>	<b>1.7</b>	<b>4</b>	<b>51</b>	<b>.2</b>	<b>2.4</b>	<b>5</b>	<b>76</b>	<b>.2</b>	<b>1.6</b>	<b>4</b>	<b>52</b>	<b>.2</b>	<b>1.4</b>
WI '99	2	155	.1	.9	2	47	.1	.8	1	32		.8	3	57	.1	.9	3	74	.1	1.2
<b>KOGO-AM</b>																				
WI '00	1	39		.4	2	20	.1	.7					7	24	.3	2.2				
FA '99		21			1	10		.4	1	17		.8								
SU '99		14				9				5										
SP '99		7								7										
<b>4-Book</b>		<b>20</b>		<b>.1</b>	<b>1</b>	<b>10</b>		<b>.3</b>		<b>7</b>		<b>.2</b>	<b>2</b>	<b>6</b>	<b>.1</b>	<b>.6</b>				
WI '99	1	44		.4	1	11		.4		16			1	17		.3				
<b>KPLN-FM</b>																				
WI '00	1	82		.4	1	28		.4		5			2	52	.1	.6	1	42		.4
FA '99	1	61		.4	2	18	.1	.8	1	18		.8	2	33	.1	.6		16		
SU '99	1	72		.4		16			1	25		.4	1	25		.4		4		
SP '99	3	88	.1	1.3	1	35		.4	2	25	.1	1.3	5	48	.2	1.6	3	40	.1	1.2
<b>4-Book</b>	<b>2</b>	<b>76</b>		<b>.6</b>	<b>1</b>	<b>24</b>		<b>.4</b>	<b>1</b>	<b>18</b>		<b>.6</b>	<b>3</b>	<b>40</b>	<b>.1</b>	<b>.8</b>	<b>1</b>	<b>26</b>		<b>.4</b>
WI '99	1	70		.4		16			2	19	.1	1.6	3	41	.1	.9	1	12		.4
<b>KPOP-AM</b>																				
WI '00		14				9				5								4		
FA '99		5								5										
SU '99																				
SP '99		6												6						
<b>4-Book</b>		<b>6</b>				<b>2</b>				<b>3</b>				<b>2</b>				<b>1</b>		
WI '99		6												6						

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - 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>KPRZ-AM</b>																				
WI '00	1	15	.4	1	9	.4		5				5				3	10	.1	1.3	
FA '99	1	28	.4		5			12				1	13	.3		3	13	.1	1.3	
SU '99	1	28	.4		6			13	.4			1	11	.4			4			
SP '99		19			7															
<b>4-Book</b>	<b>1</b>	<b>23</b>	<b>.3</b>		<b>7</b>	<b>.1</b>		<b>8</b>	<b>.1</b>			<b>1</b>	<b>7</b>	<b>.2</b>		<b>2</b>	<b>7</b>	<b>.1</b>	<b>.7</b>	
WI '99		14			11								5							
<b>KSDO-AM</b>																				
WI '00																				
FA '99																				
SU '99		5											5							
SP '99		7			7							1	7	.3						
<b>4-Book</b>		<b>3</b>			<b>2</b>							<b>1</b>	<b>3</b>	<b>.1</b>						
WI '99		10										1	10	.3			5			
<b>KSON-AM</b>																				
WI '00	4	62	.2	1.8	2	20	.1	.7	2	24	.1	1.6	6	30	.3	1.9	4	24	.2	1.7
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>																				
WI '00	6	204	.3	2.7	8	128	.4	2.9	4	67	.2	3.3	10	116	.5	3.2	4	83	.2	1.7
FA '99	10	258	.5	4.4	10	100	.5	3.9	5	90	.2	4.2	17	163	.8	5.2	8	94	.4	3.3
SU '99	10	180	.5	4.2	8	74	.4	3.9	12	111	.6	4.6	13	94	.6	4.7	9	74	.4	3.8
SP '99	4	128	.2	1.7	6	82	.3	2.4	2	52	.1	1.3	6	61	.3	1.9	4	50	.2	1.6
<b>4-Book</b>	<b>8</b>	<b>193</b>	<b>.4</b>	<b>3.3</b>	<b>8</b>	<b>96</b>	<b>.4</b>	<b>3.3</b>	<b>6</b>	<b>80</b>	<b>.3</b>	<b>3.4</b>	<b>12</b>	<b>109</b>	<b>.6</b>	<b>3.8</b>	<b>6</b>	<b>75</b>	<b>.3</b>	<b>2.6</b>
WI '99	6	158	.3	2.6	4	53	.2	1.6	4	40	.2	3.2	11	84	.5	3.2	8	63	.4	3.3
<b>KSPA-AM</b>																				
WI '00		5											1	5	.3					
FA '99																				
SU '99																				
SP '99																				
<b>4-Book</b>		<b>1</b>											<b>1</b>		<b>.1</b>					
WI '99																				
<b>KXST-FM</b>																				
WI '00	1	39	.4		1	13	.4		7				2	18	.1	.6	1	3		.4
FA '99		32				11			6				1	21	.3			5		
SU '99		13							4				1	5	.4			5		
SP '99	1	37	.4			12			1	13	.6		1	25	.3			12		
<b>4-Book</b>	<b>1</b>	<b>30</b>	<b>.2</b>		<b>9</b>	<b>.1</b>			<b>8</b>	<b>.2</b>			<b>1</b>	<b>17</b>	<b>.4</b>			<b>6</b>		<b>.1</b>
WI '99	1	56	.4		3	24	.1	1.2	1	18	.8		2	17	.1	.6	1	6		.4
<b>KYXY-FM</b>																				
WI '00	7	151	.3	3.1	6	41	.3	2.1	5	63	.2	4.1	11	85	.5	3.5	10	92	.5	4.2
FA '99	4	168	.2	1.8	4	74	.2	1.6	1	41	.8		5	58	.2	1.5	8	67	.4	3.3
SU '99	6	190	.3	2.5	3	64	.1	1.5	4	52	.2	1.5	4	64	.2	1.4	8	103	.4	3.4
SP '99	3	180	.1	1.3	3	69	.1	1.2	3	44	.1	1.9	5	90	.2	1.6	4	72	.2	1.6
<b>4-Book</b>	<b>5</b>	<b>172</b>	<b>.2</b>	<b>2.2</b>	<b>4</b>	<b>62</b>	<b>.2</b>	<b>1.6</b>	<b>3</b>	<b>50</b>	<b>.1</b>	<b>2.1</b>	<b>6</b>	<b>74</b>	<b>.3</b>	<b>2.0</b>	<b>8</b>	<b>84</b>	<b>.4</b>	<b>3.1</b>
WI '99	4	199	.2	1.7	3	56	.1	1.2	2	55	.1	1.6	5	80	.2	1.4	8	78	.4	3.3
<b>XBAC-AM</b>																				
WI '00		6			1	6	.4		1	6	.8			6						
FA '99		16			1	10	.4										1	5		.4
SU '99		4				4								4						
SP '99																				
<b>4-Book</b>		<b>7</b>			<b>1</b>	<b>5</b>	<b>.2</b>		<b>2</b>	<b>.2</b>			<b>3</b>				<b>1</b>			<b>.1</b>
WI '99		10							5				1	10	.3			5		

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

# Target Listener Trends

		Teens 12-17																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XEMO-AM</b>																					
WI '00			14				6								8						
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99			5				5							1	5		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>																					
WI '00	1	37		.4	2	32	.1	.7			5			1	10		.3	1	7		.4
FA '99	1	46		.4	2	12	.1	.8	1	10		.8	1	23		.3	1	5		.4	
SU '99		36								9			2	15	.1	.7			16		
SP '99	1	35		.4	1	12		.4	1	17		.6		5					5		
4-Book	1	39		.3	1	14	.1	.5	1	10		.4	1	13		.3	1	8		.2	
WI '99	2	52	.1	.9	1	15		.4	2	8	.1	1.6	3	27	.1	.9	1	21		.4	
<b>XHRM-FM</b>																					
WI '00	7	233	.3	3.1	7	106	.3	2.5	3	55	.1	2.4	8	134	.4	2.5	9	101	.4	3.8	
FA '99	8	213	.4	3.5	4	77	.2	1.6	2	36	.1	1.7	13	131	.6	4.0	11	95	.5	4.6	
SU '99	12	275	.6	5.0	13	101	.6	6.3	11	140	.5	4.2	8	122	.4	2.9	14	133	.7	6.0	
SP '99	9	284	.4	3.8	9	143	.4	3.6	5	117	.2	3.1	11	155	.5	3.5	8	127	.4	3.2	
4-Book	9	251	.4	3.9	8	107	.4	3.5	5	87	.2	2.9	10	136	.5	3.2	11	114	.5	4.4	
WI '99	9	208	.4	3.9	6	96	.3	2.4	5	64	.2	4.0	13	112	.6	3.8	16	122	.8	6.5	
<b>XHTZ-FM</b>																					
WI '00	36	860	1.7	16.1	50	484	2.3	17.9	21	364	1.0	17.1	50	478	2.3	15.8	37	374	1.7	15.7	
FA '99	35	707	1.6	15.4	40	375	1.9	15.7	20	244	.9	16.9	46	444	2.1	14.1	42	388	1.9	17.5	
SU '99	39	781	1.9	16.3	36	358	1.7	17.6	38	452	1.8	14.5	49	462	2.4	17.8	39	408	1.9	16.6	
SP '99	40	771	1.9	17.1	49	484	2.4	19.7	26	293	1.3	16.3	51	432	2.5	16.4	48	418	2.3	19.2	
4-Book	38	780	1.8	16.2	44	425	2.1	17.7	26	338	1.3	16.2	49	454	2.3	16.0	42	397	2.0	17.3	
WI '99	51	908	2.5	22.3	61	514	3.0	24.7	35	375	1.7	28.2	74	589	3.6	21.4	50	445	2.4	20.4	
<b>XLTN-FM</b>																					
WI '00	6	84	.3	2.7	7	58	.3	2.5	3	22	.1	2.4	8	58	.4	2.5	8	51	.4	3.4	
FA '99	4	113	.2	1.8	5	41	.2	2.0	1	26		.8	6	53	.3	1.8	3	53	.1	1.3	
SU '99	3	85	.1	1.3	1	31		.5	3	46	.1	1.1	4	50	.2	1.4	3	41	.1	1.3	
SP '99	4	76	.2	1.7	5	23	.2	2.0	4	34	.2	2.5	1	12		.3	4	36	.2	1.6	
4-Book	4	90	.2	1.9	5	38	.2	1.8	3	32	.1	1.7	5	43	.2	1.5	5	45	.2	1.9	
WI '99	3	83	.1	1.3	3	24	.1	1.2	1	18		.8	2	37	.1	.6	3	35	.1	1.2	
<b>XMOR-FM</b>																					
WI '00		22												6				1	9		.4
FA '99	1	42		.4		10				6			1	26		.3	1	19		.4	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	81	.1	1.3	2	22	.1	.8	5	39	.2	3.1	4	57	.2	1.3	2	29	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>																					
WI '00		36			1	12		.4		6			1	8		.3		7			
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		12				12															
SP '99	1	17		.4	1	17		.4	3	11	.1	1.9		5							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	2	13	.1	.9		5				5			1	5		.3	2	13	.1	.8	
<b>XTRA-AM</b>																					
WI '00	1	52		.4	1	10		.4		23			1	24		.3		10			
FA '99		38				5			1	11		.8		9							
SU '99	1	49		.4	1	17		.5	2	5	.1	.8	2	23	.1	.7		5			
SP '99	2	49	.1	.9	3	23	.1	1.2	6	24	.3	3.8		18				7			
4-Book	1	47		.4	1	14		.5	2	16	.1	1.4	1	19		.3		6			
WI '99	1	45		.4	1	17		.4	2	12	.1	1.6		17				5			

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>XTRA-FM</b>																				
WI '00	24	597	1.1	10.7	30	338	1.4	10.7	10	193	.5	8.1	28	287	1.3	8.8	32	228	1.5	13.6
FA '99	21	618	1.0	9.3	29	305	1.3	11.4	9	214	.4	7.6	34	339	1.6	10.4	26	254	1.2	10.8
SU '99	19	557	.9	7.9	15	204	.7	7.3	25	293	1.2	9.5	23	284	1.1	8.3	22	253	1.1	9.4
SP '99	27	587	1.3	11.5	31	305	1.5	12.4	21	305	1.0	13.1	36	338	1.7	11.6	32	326	1.6	12.8
<b>4-Book</b>	<b>23</b>	<b>590</b>	<b>1.1</b>	<b>9.9</b>	<b>26</b>	<b>288</b>	<b>1.2</b>	<b>10.5</b>	<b>16</b>	<b>251</b>	<b>.8</b>	<b>9.6</b>	<b>30</b>	<b>312</b>	<b>1.4</b>	<b>9.8</b>	<b>28</b>	<b>265</b>	<b>1.4</b>	<b>11.7</b>
WI '99	24	633	1.2	10.5	33	358	1.6	13.4	15	226	.7	12.1	37	374	1.8	10.7	25	297	1.2	10.2
<b>KFI -AM</b>																				
WI '00	2	16	.1	.9	5	11	.2	1.8	3	11	.1	2.4					1	5		.4
FA '99	1	22		.4	4	22	.2	1.6	1	16		.8	1	14		.3		6		
SU '99		5								5										
SP '99	1	26		.4		13				7			2	19	.1	.6	2	19	.1	.8
<b>4-Book</b>	<b>1</b>	<b>17</b>		<b>.4</b>	<b>2</b>	<b>12</b>	<b>.1</b>	<b>.9</b>	<b>1</b>	<b>10</b>		<b>.8</b>	<b>1</b>	<b>8</b>		<b>.2</b>	<b>1</b>	<b>8</b>		<b>.3</b>
WI '99		11								5			2				2	6		.8
<b>KKBT-FM</b>																				
WI '00	1	47		.4		13				19			2	23	.1	.6		12		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	2	95	.1	.8	1	27		.5	2	22	.1	.8	1	17		.4	1	22		.4
SP '99	3	72	.1	1.3	2	35	.1	.8	1	30		.6	5	43	.2	1.6	4	43	.2	1.6
<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 '99	1	82		.4	2	25	.1	.8	1	12		.8	3	43	.1	.9	2	31	.1	.8
<b>KNX -AM</b>																				
WI '00	1	12		.4		2								2			3	10	.1	1.3
FA '99																				
SU '99		5								5										
SP '99																				
<b>4-Book</b>	<b>4</b>			<b>.1</b>	<b>1</b>				<b>1</b>				<b>1</b>				<b>1</b>	<b>3</b>		<b>.3</b>
WI '99		6												6						
<b>KSSE-FM</b>																				
WI '00		27			1	27		.4					1	13		.3		7		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>																				
WI '00	1	15		.4	1	10		.4		5				5			1	5		.4
FA '99	1	22		.4	1	16		.4		11			1	11		.3		11		
SU '99		10								5										
SP '99																				
<b>4-Book</b>	<b>1</b>	<b>12</b>		<b>.2</b>	<b>1</b>	<b>7</b>		<b>.2</b>		<b>5</b>				<b>4</b>		<b>.1</b>		<b>4</b>		<b>.1</b>
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>																				
WI '00	1	40		.4	1	13		.4	1	13		.8	1	13		.3		13		
FA '99	2	72	.1	.9	2	40	.1	.8	4	46	.2	3.4	3	66	.1	.9	2	26	.1	.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	1	25		.4	1	12		.4		12				6						
<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 '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XKAM-AM</b>																				
WI '00	*	6								6							*			
FA '99		6																		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<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 '99		6			1	6		.4												
<b>TOTALS</b>																				
WI '00	224	2041	10.4		280	1737	13.0		123	1160	5.7		317	1630	14.7		236	1375	10.9	
FA '99	227	2045	10.5		255	1594	11.8		118	1183	5.5		327	1706	15.2		240	1483	11.1	
SU '99	239	1900	11.6		205	1417	9.9		262	1518	12.7		276	1556	13.4		235	1430	11.4	
SP '99	234	2000	11.3		249	1670	12.1		160	1282	7.8		311	1599	15.1		250	1523	12.1	
<b>4-Book</b>	<b>231</b>	<b>1997</b>	<b>11.0</b>		<b>247</b>	<b>1605</b>	<b>11.7</b>		<b>166</b>	<b>1286</b>	<b>7.9</b>		<b>308</b>	<b>1623</b>	<b>14.6</b>		<b>240</b>	<b>1453</b>	<b>11.4</b>	
WI '99	229	2008	11.1		247	1643	12.0		124	1141	6.0		346	1705	16.8		245	1418	11.9	

Target Listener Trends - Teens 12-17

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KBZT-FM																				
WI '00	2	112	.1	.9	4	76	.2	2.0	1	5	.7	16	43	.7	5.9	5	15	.2	2.0	
4-Book	3	117	.2	1.3	4	77	.2	1.7	2	11	.1	1.4	11	31	.5	3.6	5	15	.2	1.8
KCBQ-AM																				
WI '00	3	15	.1	1.3		5			1	5	.7									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFMB-AM																				
WI '00	1	33		.4		15						1	5		.4					
4-Book	2	50	.1	.8	2	32	.1	.8		2	.1	2	8	.1	.8	2	4	.1	.5	
KFMB-FM																				
WI '00	9	309	.4	3.9	4	114	.2	2.0	8	44	.4	5.2	2	10	.1	.7	5	32	.2	2.0
4-Book	13	336	.6	5.3	10	196	.5	4.5	13	58	.7	7.8	11	61	.5	3.4	13	45	.6	5.1
KFSD-FM																				
WI '00	1	23			1	11		.2		3	.2						1	3	.2	
4-Book	1	20		.3	1	11		.2		3	.2						1	3	.2	
KGB -FM																				
WI '00	5	130	.2	2.2	3	71	.1	1.5				4	29	.2	1.5	9	33	.4	3.6	
4-Book	4	100	.1	1.5	3	54	.1	1.2	2	9	.1	.9	4	22	.2	1.3	5	18	.2	1.9
KHTS-FM																				
WI '00	65	1173	3.0	28.1	56	788	2.6	27.7	51	197	2.4	33.3	64	285	3.0	23.6	64	280	3.0	25.8
4-Book	65	1120	3.1	27.4	58	792	2.8	26.7	47	194	2.2	27.9	83	332	4.0	27.4	65	256	3.1	26.1
KIFM-FM																				
WI '00		42			1	29		.5									5	16	.2	2.0
4-Book	2	43	.1	.7	2	30	.1	.8	3	7	.1	1.5	1	5		.2	2	5	.1	.6
KIOZ-FM																				
WI '00	12	195	.6	5.2	13	124	.6	6.4	10	30	.5	6.5	14	36	.6	5.2	9	30	.4	3.6
4-Book	10	189	.5	4.3	9	133	.4	4.2	5	20	.2	2.8	17	51	.8	5.5	13	46	.6	5.4
KJQY-FM																				
WI '00	1	57		.4	2	37	.1	1.0	1	5	.7	7	14	.3	2.6	3	4	.1	1.2	
4-Book	1	47		.4	3	40	.1	1.1	3	9	.1	1.4	5	16	.2	1.7	1	4	.1	.5
KLNV-FM																				
WI '00	6	117	.3	2.6	7	99	.3	3.5	3	14	.1	2.0	12	42	.6	4.4	8	14	.4	3.2
4-Book	10	157	.5	4.3	11	123	.5	4.9	9	26	.4	5.1	11	42	.5	3.7	12	30	.6	4.6
KLQV-FM																				
WI '00	2	65	.1	.9	1	19		.5	1	7	.7						2	13	.1	.8
4-Book	2	57	.1	1.0	2	34	.1	.8	1	4	.3		4	11	.2	1.1	2	8	.1	.9
KMSX-FM																				
WI '00	5	177	.2	2.2	4	67	.2	2.0	4	17	.2	2.6	6	28	.3	2.2	5	26	.2	2.0
4-Book	4	130	.2	1.7	3	68	.1	1.4	5	18	.2	2.9	4	22	.2	1.4	3	14	.1	1.0
KOGD-AM																				
WI '00	3	39	.1	1.3		5			1	5	.7									
4-Book	1	20		.4		4			1	1	.2									
KPLN-FM																				
WI '00	1	67		.4	1	27		.5		7		1	7		.4	3	16	.1	1.2	
4-Book	2	57		.6	2	31	.1	.8	1	5	.4	4	11	.2	1.3	3	11	.2	1.3	
KPOP-AM																				
WI '00		9				9														
4-Book		5				2														
KPRZ-AM																				
WI '00	1	9		.4	1	5		.5									1	3	.4	
4-Book	1	16		.3	1	12		.4									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 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
KSDO-AM																			
WI '00																			
4-Book																			
	3																		
KSON-AM																			
WI '00																			
4-Book																			
3	47	.1	1.3	4	41	.2	2.0	1	5	.7		7	20	.3	2.6	5	9	.2	2.0
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-FM																			
WI '00																			
4-Book																			
7	183	.3	3.0	5	79	.2	2.5	6	31	.3	3.9	9	31	.4	3.3	3	15	.1	1.2
8	167	.4	3.5	7	93	.3	3.3	5	26	.3	3.2	11	36	.5	3.5	7	30	.3	3.1
KSPA-AM																			
WI '00																			
4-Book																			
	5																		
KXST-FM																			
WI '00																			
4-Book																			
1	33	.4		1	8	.5		1	5	.7						3	3	.1	1.2
1	24	.2			12	.1		1	3	.3		1	7	.1	.4	1	3		.3
KYXY-FM																			
WI '00																			
4-Book																			
7	120	.3	3.0	6	75	.3	3.0	7	7	.3	4.6	3	21	.1	1.1	16	42	.7	6.5
5	124	.2	1.9	5	75	.2	2.2	4	13	.2	2.6	4	19	.2	1.3	6	20	.3	2.3
XBAC-AM																			
WI '00																			
4-Book																			
1	6	.4			6			1	6	.7									
	5	.1			4				2	.2			1						
XEMO-AM																			
WI '00																			
4-Book																			
**	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM																			
WI '00																			
4-Book																			
1	37	.4			6			1	3	.3		1	4	.1	.4		1		.1
1	28	.4		1	17	.4													
XHRM-FM																			
WI '00																			
4-Book																			
6	187	.3	2.6	7	136	.3	3.5	2	16	.1	1.3	17	82	.8	6.3	7	32	.3	2.8
8	202	.4	3.3	10	150	.5	4.6	10	33	.5	5.7	15	55	.7	5.0	10	38	.5	3.7
XHTZ-FM																			
WI '00																			
4-Book																			
39	762	1.8	16.9	29	467	1.3	14.4	21	80	1.0	13.7	49	170	2.3	18.1	38	147	1.8	15.3
39	675	1.9	16.5	32	476	1.5	14.8	27	100	1.3	16.1	45	171	2.2	15.2	40	159	1.9	16.3
XLTN-FM																			
WI '00																			
4-Book																			
6	66	.3	2.6	5	70	.2	2.5	4	15	.2	2.6	3	15	.1	1.1	12	38	.6	4.8
4	63	.2	1.7	5	61	.2	2.2	2	8	.1	1.2	5	19	.2	1.7	5	21	.3	2.1
XMOR-FM																			
WI '00																			
4-Book																			
**	6	**	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM																			
WI '00																			
4-Book																			
1	20	.4			9			**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																			
WI '00																			
4-Book																			
1	33	.4			14							1	3	.2					
2	32	.1	.6		15	.1													
XTRA-FM																			
WI '00																			
4-Book																			
22	490	1.0	9.5	22	331	1.0	10.9	15	99	.7	9.8	37	163	1.7	13.7	25	100	1.2	10.1
24	482	1.1	10.1	18	329	.9	8.2	9	53	.4	5.1	29	134	1.4	9.7	22	91	1.1	8.9
KFI -AM																			
WI '00																			
4-Book																			
3	16	.1	1.3	1	5	.5						1	5	.4		1	5	.4	
2	17	.1	.7		9	.1		1	7	.1	.6	1	9	.3			1		.1

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Teens 12-17																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKBT-FM																			
WI '00	1	45	.4	1	18	.5						2	12	.1	.7	2	12	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																			
WI '00		2			10														
4-Book		2			3														
KSSE-FM																			
WI '00	1	27	.4		7														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																			
WI '00		10		1	15	.5													
4-Book		8	.1	1	11	.3		2	.2								2	.1	
XHTY-FM																			
WI '00	1	20	.4		20							1	6	.4					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																			
WI '00		6		*															
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>TOTALS</b>																			
WI '00	231	1981	10.7	202	1582	9.4		153	547	7.1		271	847	12.6		248	699	11.5	
4-Book	235	1945	11.1	218	1652	10.3		169	592	8.0		302	906	14.3		247	739	11.8	

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Teens 12-17																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBZT-FM	WI '00					2	10	.1	1.2	3	15	.1	1.3	4	24	.2	1.9	2	14	.1	1.3
	4-Book	1	4		.4	2	10	.1	1.1	5	19	.2	2.0	4	20	.2	1.7	2	12	.1	1.0
KCBQ-AM	WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFMB-AM	WI '00					1	5		.6	1	5		.4								
	4-Book	3	7	.1	1.2	1	3		.3	4	11	.2	1.3	2	11	.1	.8	1	3		.3
KFMB-FM	WI '00	2	10	.1	1.1	5	24	.2	3.0	5	39	.2	2.1	3	24	.1	1.4	5	15	.2	3.3
	4-Book	7	34	.4	3.6	10	41	.5	6.0	12	59	.6	4.5	10	36	.5	4.6	8	39	.4	4.5
KFSD-FM	WI '00																				
	4-Book	1	4		.5	2	5	.1	1.2		2		.1					1	6	.1	.7
KGB -FM	WI '00	6	25	.3	3.4	2	10	.1	1.2	3	19	.1	1.3						5		
	4-Book	2	9	.1	1.1	1	4		.3	5	14	.2	1.8	1	4		.3	2	6	.1	1.0
KHTS-FM	WI '00	46	233	2.1	26.4	62	233	2.9	37.3	61	273	2.8	26.1	62	222	2.9	29.4	42	205	1.9	27.8
	4-Book	48	220	2.3	24.3	47	186	2.2	29.8	67	292	3.2	25.9	53	194	2.5	25.1	54	208	2.6	29.8
KIFM-FM	WI '00					2	9	.1	1.2	2	9	.1	.9	1	5		.5				
	4-Book	1	3		.4	4	8	.2	2.5	2	12	.1	.8	2	5	.1	.8	2	7	.1	.9
KIOZ-FM	WI '00	14	54	.6	8.0	5	25	.2	3.0	16	52	.7	6.8	26	59	1.2	12.3	12	44	.6	7.9
	4-Book	6	28	.3	3.3	3	14	.1	1.7	12	41	.5	4.5	12	36	.6	5.6	6	32	.3	3.5
KJQY-FM	WI '00	1	6		.6					1	4			1	5		.5	5	12	.2	3.3
	4-Book	2	6	.1	1.1	2	4	.1	1.1	1	8		.4	3	11	.1	1.2	3	9	.1	1.8
KLNV-FM	WI '00	1	7		.6	3	13	.1	1.8	10	35	.5	4.3	10	45	.5	4.7	7	28	.3	4.6
	4-Book	12	40	.6	5.5	11	31	.5	6.4	13	39	.6	5.2	11	37	.5	5.2	8	28	.4	4.5
KLQV-FM	WI '00	2	13	.1	1.1		6							2	6	.1	.9				
	4-Book	2	7	.1	.7	1	5		.3	1	7		.4	3	8	.1	1.3	1	5	.1	.5
KMSX-FM	WI '00	1	5		.6	2	12	.1	1.2	7	27	.3	3.0	4	19	.2	1.9	1	5		.7
	4-Book	2	13		.8	3	15	.1	1.4	4	22	.2	1.4	3	13	.1	1.4	1	7		.6
KOGO-AM	WI '00																				
	4-Book						1		.1		1										
KPLN-FM	WI '00		5				7			2	6	.1	.9								
	4-Book		4		.1		2			3	8	.1	1.1	1	6	.1	.6		3		.2
KPOP-AM	WI '00										5			1	4		.5				
	4-Book										1			1	1		.1				
KPRZ-AM	WI '00	2	5	.1	1.1													3	5	.1	2.0
	4-Book	3	8	.1	1.3	1	5	.1	.7	1	3		.2					1	1		.5

Target Listener Estimates - Teens 12-17

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Teens 12-17																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSDO-AM WI '00 4-Book																			
1	5		.6		4			8	25	.4	3.4	4	25	.2	1.9	2	9	.1	1.3
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSON-AM WI '00 4-Book																			
5	34	.2	2.9	2	15	.1	1.2	4	29	.2	1.7	1	9	.5		5	30	.2	3.3
9	30	.4	4.5	6	23	.3	3.3	11	48	.5	4.0	5	27	.3	2.5	5	19	.2	2.8
KSPA-AM WI '00 4-Book																			
KXST-FM WI '00 4-Book																			
2	3	.1	1.1	1	3		.6	3	3	.1	1.3	3	3	.1	1.4	2	3	.1	1.3
1	4		.3		1		.2	1	3		.4	1	2		.4	1	1		.3
KYXY-FM WI '00 4-Book																			
5	26	.2	2.9	7	12	.3	4.2	1	10		.4	3	25	.1	1.4	5	17	.2	3.3
4	20	.2	2.0	4	12	.1	2.3	4	19	.2	1.6	5	18	.2	2.2	7	23	.3	3.7
XBAC-AM WI '00 4-Book																			
XEMO-AM WI '00 4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+XHCR-FM WI '00 4-Book																			
1	1	.1	.6		2		.1	1	6		.4	3	6	.1	1.4		5		.4
									7		.4	2	6	.1	1.1	1			
XHRM-FM WI '00 4-Book																			
7	17	.3	4.0	7	33	.3	4.2	3	45	.1	1.3	6	34	.3	2.8	6	31	.3	4.0
9	38	.4	4.6	8	28	.4	5.5	6	36	.3	2.2	10	30	.5	4.6	13	39	.6	7.3
XHTZ-FM WI '00 4-Book																			
33	141	1.5	19.0	19	92	.9	11.4	34	135	1.6	14.5	21	109	1.0	10.0	16	53	.7	10.6
36	135	1.7	18.0	16	77	.8	10.0	39	149	1.9	15.1	29	113	1.4	14.1	24	87	1.1	13.0
XLTN-FM WI '00 4-Book																			
9	28	.4	5.2	3	22	.1	1.8	5	15	.2	2.1					3	9	.1	2.0
8	26	.4	4.2	4	18	.2	2.6	6	18	.3	2.5	3	8	.2	1.5	5	14	.2	2.5
XMOR-FM WI '00 4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XPRS-AM WI '00 4-Book																			
3	9	.1	1.7																
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM WI '00 4-Book																			
								1	14		.4	1	5		.5				
								1	5		.2	1	6		.5	1	4		.3
XTRA-FM WI '00 4-Book																			
22	107	1.0	12.6	18	78	.8	10.8	23	122	1.1	9.8	21	79	1.0	10.0	13	60	.6	8.6
15	80	.7	7.8	14	66	.7	8.8	20	112	.9	7.7	17	74	.8	8.3	16	68	.8	8.7
KFI -AM WI '00 4-Book																			
								1	5		.4	3	5	.1	1.4				
									1		.1	1	1		.4				

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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
KKBT-FM																			
WI '00	4															1	7		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KNX -AM																			
WI '00	2	10	.1	1.1												1	5		.7
4-Book	1	3		.3												1	1		.2
KSSE-FM																			
WI '00									7							1	7		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																			
WI '00				6	15	.3	3.6	4	10	.2	1.7								
4-Book				2	7	.1	1.2	1	7	.1	.5		2		.1		3		.2
XHTY-FM																			
WI '00				1	7		.6									1	7		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XKAM-AM																			
WI '00	*															*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '00	174	623	8.1	166	578	7.7		234	826	10.8		211	632	9.8		151	525	7.0	
4-Book	198	657	9.4	159	529	7.5		258	826	12.2		209	621	9.9		178	593	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.

# 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+
KBZT-FM	93	3	42	1	4	10	17	9	1	48	3	11	6	15	10	2
(%)	100	3	45	1	4	11	18	10	1	52	4	11	7	17	11	2
Rating	.4	.1	.4	.1	.2	.4	1.0	.9	.1	.4	.2	.5	.3	.8	.9	.1
Share	2.7	1.3	2.5	.4	1.0	2.5	5.8	5.5	.5	3.1	1.5	3.3	1.8	5.6	5.6	.8
KCBQ-AM	14	1	7			4	1	1	1	6				1	2	2
(%)	100	10	50		1	27	6	10	6	39		1		5	17	17
Rating	.1	.1	.1			.2	.1	.1	.1	.1				.1	.2	.1
Share	.4	.4	.4			1.0	.3	.6	.5	.4				.4	1.1	.8
KFMB-AM	74	1	36		1	5	13	9	7	37		1	5	10	8	13
(%)	100	1	49	1	2	7	18	12	10	50		1	7	13	11	18
Rating	.3		.3			.2	.8	.9	.5	.3			.2	.6	.7	.7
Share	2.1	.4	2.1		.2	1.3	4.5	5.5	3.8	2.4		.3	1.5	3.7	4.5	5.3
KFMB-FM	174	7	64	8	32	13	8	2		104	12	33	33	22	3	
(%)	100	4	37	5	18	7	5	1		60	7	19	19	13	2	
Rating	.7	.3	.6	.4	1.2	.5	.5	.2		1.0	.8	1.5	1.4	1.2	.3	
Share	5.0	3.1	3.8	3.3	7.8	3.3	2.7	1.2		6.7	5.9	9.8	10.1	8.2	1.7	
KFSD-FM	52		27	1	2	3	5	1	15	24			1	1	6	16
(%)	100		53	2	4	6	9	2	30	47			1	2	11	30
Rating	.2		.2	.1	.1	.1	.3	.1	1.1	.2				.3	.1	.9
Share	1.5		1.6	.4	.5	.8	1.7	.6	8.2	1.5		.3	.3	2.2	.6	6.6
KGB -FM	143	4	106	14	33	45	12	2		33	1	9	12	8	1	1
(%)	100	2	74	10	23	32	8	2		23	1	6	9	6	1	1
Rating	.6	.2	1.0	.7	1.3	1.9	.7	.2		.3	.1	.4	.5	.4	.1	.1
Share	4.1	1.8	6.3	5.8	8.0	11.3	4.1	1.2		2.1	.5	2.7	3.7	3.0	.6	.4
KHTS-FM	171	64	41	19	10	7	3	1	1	67	24	23	14	5		1
(%)	100	37	24	11	6	4	2	1		39	14	13	8	3		
Rating	.7	3.0	.4	1.0	.4	.3	.2	.1	.1	.6	1.7	1.0	.6	.3		.1
Share	4.9	28.6	2.4	7.9	2.4	1.8	1.0	.6	.5	4.3	11.8	6.8	4.3	1.9		.4
KIFM-FM	168	1	93		15	27	27	15	8	74	1	7	21	19	18	8
(%)	100		56		9	16	16	9	5	44	1	4	13	11	10	5
Rating	.7		.8		.6	1.1	1.6	1.4	.6	.7	.1	.3	.9	1.1	1.6	.4
Share	4.8	.4	5.5		3.7	6.8	9.3	9.1	4.3	4.7	.5	2.1	6.4	7.1	10.1	3.3
KIOZ-FM	152	13	113	30	52	25	2	3		26	9	11	3	2		
(%)	100	8	75	20	34	17	2	2		17	6	7	2	1		
Rating	.6	.6	1.0	1.6	2.0	1.0	.1	.3		.2	.6	.5	.1	.1		
Share	4.4	5.8	6.7	12.4	12.7	6.3	.7	1.8		1.7	4.4	3.3	.9	.7		
KJQY-FM	113	2	47		6	12	14	6	8	64	2	11	14	21	7	9
(%)	100	2	42		6	11	13	6	7	57	1	10	13	19	6	8
Rating	.5	.1	.4		.2	.5	.8	.6	.6	.6	.1	.5	.6	1.2	.6	.5
Share	3.3	.9	2.8		1.5	3.0	4.8	3.7	4.3	4.1	1.0	3.3	4.3	7.8	3.9	3.7
KLNV-FM	113	6	51	8	14	16	12		1	56	14	13	16	3		9
(%)	100	5	45	7	13	14	10		1	50	13	12	15	2		8
Rating	.5	.3	.5	.4	.5	.7	.7		.1	.5	1.0	.6	.7	.2		.5
Share	3.3	2.7	3.0	3.3	3.4	4.0	4.1		.5	3.6	6.9	3.9	4.9	1.1		3.7
KLQV-FM	40	2	13	2	6	4	1			25	6	6	6	5	1	
(%)	100	5	33	5	14	10	3			62	16	15	15	13	2	1
Rating	.2	.1	.1	.1	.2	.2	.1			.2	.4	.3	.3	.3	.1	
Share	1.2	.9	.8	.8	1.5	1.0	.3			1.6	2.9	1.8	1.8	1.9	.6	
KMSX-FM	87	4	30	7	13	5	3	1		53	7	22	18	4	2	
(%)	100	5	34	8	15	6	3	1		61	8	26	20	4	3	
Rating	.4	.2	.3	.4	.5	.2	.2	.1		.5	.5	1.0	.8	.2	.2	
Share	2.5	1.8	1.8	2.9	3.2	1.3	1.0	.6		3.4	3.4	6.5	5.5	1.5	1.1	
KOGO-AM	165	1	82	3	7	16	15	18	23	82	1	3	12	14	24	29
(%)	100	1	50	2	4	10	9	11	14	49	1	2	7	8	15	17
Rating	.7		.7	.2	.3	.7	.9	1.7	1.7	.8	.1	.1	.5	.8	2.1	1.5
Share	4.8	.4	4.9	1.2	1.7	4.0	5.2	11.0	12.5	5.3	.5	.9	3.7	5.2	13.5	11.9

\* 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>KBZT-FM</b>	1907	158	726	57	69	172	242	158	27	1022	109	99	235	345	151	84
(%)	100	8	38	3	4	9	13	8	1	54	6	5	12	18	8	4
Rating	7.9	7.3	6.6	3.0	2.7	7.1	14.0	15.2	1.9	9.5	7.7	4.5	10.0	19.2	13.3	4.5
<b>KCBQ-AM</b>	233	15	98		7	25	24	21	21	120		13	7	28	31	43
(%)	100	6	42		3	11	10	9	9	52		5	3	12	13	18
Rating	1.0	.7	.9		.3	1.0	1.4	2.0	1.5	1.1		.6	.3	1.6	2.7	2.3
<b>KFMB-AM</b>	1540	43	803	33	64	160	215	158	173	694	14	23	72	201	165	218
(%)	100	3	52	2	4	10	14	10	11	45	1	2	5	13	11	14
Rating	6.4	2.0	7.3	1.7	2.5	6.6	12.4	15.2	12.4	6.4	1.0	1.0	3.1	11.2	14.5	11.6
<b>KFMB-FM</b>	3511	363	1202	170	521	280	157	45	29	1946	345	653	559	315	63	10
(%)	100	10	34	5	15	8	4	1	1	55	10	19	16	9	2	
Rating	14.6	16.8	10.9	8.9	20.3	11.5	9.1	4.3	2.1	18.1	24.4	29.7	23.7	17.5	5.5	.5
<b>KFSD-FM</b>	782	23	353	18	67	75	60	33	100	407	23	66	61	81	51	125
(%)	100	3	45	2	8	10	8	4	13	52	3	8	8	10	7	16
Rating	3.3	1.1	3.2	.9	2.6	3.1	3.5	3.2	7.2	3.8	1.6	3.0	2.6	4.5	4.5	6.7
<b>KGB -FM</b>	2641	150	1631	230	522	574	250	43	13	861	101	282	304	129	26	18
(%)	100	6	62	9	20	22	9	2		33	4	11	12	5	1	1
Rating	11.0	7.0	14.7	12.1	20.3	23.7	14.4	4.1	.9	8.0	7.1	12.8	12.9	7.2	2.3	1.0
<b>KHTS-FM</b>	4337	1246	1245	573	282	211	110	54	15	1845	645	580	389	195	19	17
(%)	100	29	29	13	6	5	3	1		43	15	13	9	5		
Rating	18.1	57.8	11.3	30.1	11.0	8.7	6.3	5.2	1.1	17.1	45.6	26.4	16.5	10.9	1.7	.9
<b>KIFM-FM</b>	2476	62	1131	8	192	233	342	224	133	1283	44	158	352	368	225	136
(%)	100	2	46		8	9	14	9	5	52	2	6	14	15	9	6
Rating	10.3	2.9	10.2	.4	7.5	9.6	19.7	21.6	9.6	11.9	3.1	7.2	14.9	20.5	19.8	7.2
<b>KIOZ-FM</b>	2701	237	1708	536	718	350	68	29	7	756	279	289	116	42	13	17
(%)	100	9	63	20	27	13	3	1		28	10	11	4	2	1	1
Rating	11.3	11.0	15.4	28.2	28.0	14.4	3.9	2.8	.5	7.0	19.7	13.1	4.9	2.3	1.1	.9
<b>KJQY-FM</b>	2091	91	842	33	203	128	227	137	114	1158	103	220	238	302	171	124
(%)	100	4	40	2	10	6	11	7	5	55	5	11	11	14	8	6
Rating	8.7	4.2	7.6	1.7	7.9	5.3	13.1	13.2	8.2	10.7	7.3	10.0	10.1	16.8	15.0	6.6
<b>KLNV-FM</b>	1497	143	665	159	207	182	93		25	689	173	218	161	63	17	58
(%)	100	10	44	11	14	12	6		2	46	12	15	11	4	1	4
Rating	6.2	6.6	6.0	8.4	8.1	7.5	5.4		1.8	6.4	12.2	9.9	6.8	3.5	1.5	3.1
<b>KLQV-FM</b>	850	65	305	39	120	92	38		15	480	136	129	117	63	26	10
(%)	100	8	36	5	14	11	4		2	57	16	15	14	7	3	1
Rating	3.5	3.0	2.8	2.0	4.7	3.8	2.2		1.1	4.5	9.6	5.9	5.0	3.5	2.3	.5
<b>KMSX-FM</b>	2229	201	813	162	313	188	101	36	13	1216	275	460	301	134	20	26
(%)	100	9	36	7	14	8	5	2	1	55	12	21	14	6	1	1
Rating	9.3	9.3	7.4	8.5	12.2	7.8	5.8	3.5	.9	11.3	19.4	20.9	12.8	7.5	1.8	1.4
<b>KOGO-AM</b>	2393	39	1175	68	109	276	290	175	258	1179	12	70	209	266	262	360
(%)	100	2	49	3	5	12	12	7	11	49		3	9	11	15	
Rating	10.0	1.8	10.6	3.6	4.2	11.4	16.7	16.9	18.5	10.9	.8	3.2	8.9	14.8	23.0	19.2

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+
KPLN-FM	66	1	44	3	9	20	12			21	2	5	10	3	1	
(%)	100	2	67	5	13	30	19			31	4	8	15	4	1	
Rating	.3		.4	.2	.4	.8	.7			.2	.1	.2	.4	.2	.1	
Share	1.9	.4	2.6	1.2	2.2	5.0	4.1			1.3	1.0	1.5	3.1	1.1	.6	
KPOP-AM	74		30		5		3	3	18	44			2	5	7	29
(%)	100		41		7	1	4	5	25	59			2	7	10	39
Rating	.3		.3		.2		.2	.3	1.3	.4			.1	.3	.6	1.5
Share	2.1		1.8		1.2		1.0	1.8	9.8	2.8			.6	1.9	3.9	11.9
KPRZ-AM	25	1	8			2	3		2	15		1	4	5	2	4
(%)	100	4	33	1	2	10	10	2	9	62		3	16	20	9	15
Rating	.1		.1			.1	.2	.1	.1	.1			.2	.3	.2	.2
Share	.7	.4	.5			.5	1.0	.6	1.1	1.0		.3	1.2	1.9	1.1	1.6
KSDO-AM	32		16			5	4	3	4	16				1	3	12
(%)	100		51			15	12	10	14	49			1	2	9	36
Rating	.1		.1			.2	.2	.3	.3	.1				.1	.3	.6
Share	.9		.9			1.3	1.4	1.8	2.2	1.0				.4	1.7	4.9
KSON-AM	12	4	5			1			4	4		2	1		1	
(%)	100	29	38			5	3	2	28	33	1	13	9	3	4	3
Rating	.1	.2							.3			.1			.1	
Share	.3	1.8	.3			.3			2.2	.3		.6	.3		.6	
KSON-FM	148	6	62	7	15	17	6	12	6	80	8	15	22	14	10	11
(%)	100	4	42	5	10	11	4	8	4	54	5	10	15	10	7	7
Rating	.6	.3	.6	.4	.6	.7	.3	1.2	.4	.7	.6	.7	.9	.8	.9	.6
Share	4.3	2.7	3.7	2.9	3.7	4.3	2.1	7.3	3.3	5.1	3.9	4.5	6.7	5.2	5.6	4.5
KSPA-AM	23		11			3		2	5	12		1			1	10
(%)	100	1	48			15	2	8	23	52		3	1	1	4	43
Rating	.1		.1			.1		.2	.4	.1					.1	.5
Share	.7		.7			.8		1.2	2.7	.8		.3			.6	4.1
KXST-FM	38	1	20	2	6	4	6	2		17	1	3	3	8	1	1
(%)	100	3	53	5	17	9	17	4		45	2	8	9	20	3	2
Rating	.2		.2	.1	.2	.2	.3	.2		.2	.1	.1	.1	.4	.1	.1
Share	1.1	.4	1.2	.8	1.5	1.0	2.1	1.2		1.1	.5	.9	.9	3.0	.6	.4
KYXY-FM	206	7	65	6	8	12	22	11	6	134	13	25	36	26	26	9
(%)	100	4	31	3	4	6	10	5	3	65	6	12	17	13	12	4
Rating	.9	.3	.6	.3	.3	.5	1.3	1.1	.4	1.2	.9	1.1	1.5	1.4	2.3	.5
Share	5.9	3.1	3.9	2.5	2.0	3.0	7.6	6.7	3.3	8.6	6.4	7.4	11.0	9.7	14.6	3.7
XBAC-AM	38		12				3	2	7	26			1	4	3	19
(%)	100	1	31			1	8	4	18	68			3	10	7	49
Rating	.2		.1				.2	.2	.5	.2				.2	.3	1.0
Share	1.1		.7				1.0	1.2	3.8	1.7			.3	1.5	1.7	7.8
XEMO-AM	12		5		1			1	2	7	1	2				3
(%)	100	1	43	2	10	4	3	11	14	56	7	16	4	4		26
Rating	.1							.1	.1	.1	.1	.1				.2
Share	.3		.3		.2			.6	1.1	.4	.5	.6				1.2
XHCR-FM	64	1	38	8	2	10	10	5	3	25	6	4	6	5	2	3
(%)	100	1	59	12	3	15	16	8	5	40	10	6	9	7	3	5
Rating	.3		.3	.4	.1	.4	.6	.5	.2	.2	.4	.2	.3	.3	.2	.2
Share	1.8	.4	2.3	3.3	.5	2.5	3.4	3.0	1.6	1.6	2.9	1.2	1.8	1.9	1.1	1.2
XHRM-FM	135	7	53	7	11	12	12	9	2	75	14	18	18	13	8	3
(%)	100	5	39	5	8	9	9	7	2	55	10	14	14	10	6	2
Rating	.6	.3	.5	.4	.4	.5	.7	.9	.1	.7	1.0	.8	.8	.7	.7	.2
Share	3.9	3.1	3.1	2.9	2.7	3.0	4.1	5.5	1.1	4.8	6.9	5.3	5.5	4.9	4.5	1.2
XHTZ-FM	142	36	59	28	18	10			1	48	22	17	5	2	1	1
(%)	100	25	41	19	13	7			1	33	15	12	3	1	1	1
Rating	.6	1.7	.5	1.5	.7	.4			.1	.4	1.6	.8	.2	.1	.1	.1
Share	4.1	16.1	3.5	11.6	4.4	2.5	.3		.5	3.1	10.8	5.0	1.5	.7	.6	.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+
KPLN-FM (%) Rating	1578 100 6.6	82 5 3.8	843 53 7.6	131 8 6.9	186 12 7.2	329 21 13.6	162 10 9.3	28 2 2.7	7 . .5	653 41 6.1	87 6 6.1	153 10 7.0	254 16 10.8	114 7 6.4	26 2 2.3	18 1 1.0
KPOP-AM (%) Rating	1003 100 4.2	14 1 .6	433 43 3.9		9 1 .4	32 3 1.3	40 4 2.3	115 11 11.1	238 24 17.1	556 55 5.2	5 . .4	14 1 .6	19 2 .8	65 6 3.6	132 13 11.6	321 32 17.1
KPRZ-AM (%) Rating	519 100 2.2	15 3 .7	201 39 1.8	9 2 .5	16 3 .6	49 9 2.0	58 11 3.3	28 5 2.7	41 8 2.9	303 58 2.8		13 3 .6	84 16 3.6	99 19 5.5	38 7 3.3	69 13 3.7
KSDO-AM (%) Rating	672 100 2.8		339 50 3.1	9 1 .5	16 2 .6	65 10 2.7	72 11 4.2	52 8 5.0	125 19 9.0	333 50 3.1		8 1 .4	20 3 .8	28 4 1.6	106 16 9.3	171 25 9.1
KSON-AM (%) Rating	353 100 1.5	62 18 2.9	85 24 .8			25 7 1.0	14 4 .8	14 4 1.3	33 9 2.4	206 58 1.9	7 2 .5	51 14 2.3	58 16 2.5	22 6 1.2	25 7 2.2	43 12 2.3
KSON-FM (%) Rating	2730 100 11.4	204 7 9.5	1154 42 10.4	155 6 8.1	253 9 9.9	280 10 11.5	163 6 9.4	167 6 16.1	135 5 9.7	1372 50 12.7	180 7 12.7	246 9 11.2	365 13 15.5	275 10 15.3	150 6 13.2	156 6 8.3
KSPA-AM (%) Rating	373 100 1.6	5 1 .2	160 43 1.4	9 2 .5		8 2 .3	6 2 .3	35 9 3.4	101 27 7.3	208 56 1.9	8 2 .6	6 1 .3	14 4 .6	10 3 .6	35 9 3.1	137 37 7.3
KXST-FM (%) Rating	903 100 3.8	39 4 1.8	446 49 4.0	61 7 3.2	130 14 5.1	135 15 5.6	99 11 5.7	21 2 2.0		418 46 3.9	57 6 4.0	133 15 6.0	111 12 4.7	77 9 4.3	22 2 1.9	18 2 1.0
KYXY-FM (%) Rating	3127 100 13.0	151 5 7.0	1170 37 10.6	111 4 5.8	219 7 8.5	251 8 10.4	298 10 17.2	177 6 17.1	113 4 8.1	1806 58 16.8	223 7 15.7	386 12 17.5	479 15 20.3	341 11 19.0	255 8 22.4	122 4 6.5
XBAC-AM (%) Rating	578 100 2.4	6 1 .3	272 47 2.5	9 2 .5		25 4 1.0	37 6 2.1	34 6 3.3	166 29 11.9	301 52 2.8		8 1 .4	34 6 1.4	38 7 2.1	37 6 3.3	183 32 9.7
XEMO-AM (%) Rating	219 100 .9	14 6 .6	137 62 1.2	14 7 .7	31 14 1.2	26 12 1.1	17 8 1.0	16 7 1.5	33 15 2.4	68 31 .6	5 2 .4	30 14 1.4	14 7 .6	9 4 .5		10 5 .5
XHCR-FM (%) Rating	979 100 4.1	37 4 1.7	520 53 4.7	76 8 4.0	96 10 3.7	114 12 4.7	138 14 8.0	60 6 5.8	35 4 2.5	422 43 3.9	64 7 4.5	72 7 3.3	119 12 5.1	92 9 5.1	39 4 3.4	36 4 1.9
XHRM-FM (%) Rating	2571 100 10.7	233 9 10.8	978 38 8.8	222 9 11.7	314 12 12.2	196 8 8.1	141 5 8.1	71 3 6.8	33 1 2.4	1360 53 12.6	299 12 21.1	405 16 18.4	319 12 13.5	194 8 10.8	98 4 8.6	46 2 2.5
XHTZ-FM (%) Rating	3482 100 14.5	860 25 39.9	1412 41 12.8	755 22 39.7	452 13 17.6	131 4 5.4	49 1 2.8	9 . .9	15 . 1.1	1210 35 11.2	511 15 36.1	391 11 17.8	204 6 8.7	62 2 3.5	23 1 2.0	18 1 1.0

Listener Composition

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
XLTN-FM	37	6	16	1	11	2	1		2	15	3	6	3	1	1	2
(%)	100	16	43	2	29	5	2		5	41	9	15	7	1	1	7
Rating	.2	.3	.1	.1	.4	.1	.1		.1	.1	.2	.3	.1	.1	.1	.1
Share	1.1	2.7	.9	.4	2.7	.5	.3		1.1	1.0	1.5	1.8	.9	.4	.6	.8
<b>XMOR-FM</b>	24		14	6	6	2				10	5	2	2			
(%)	100	1	57	24	23	10				42	22	10	9			
Rating	.1		.1	.3	.2	.1				.1	.4	.1	.1			
Share	.7		.8	2.5	1.5	.5				.6	2.5	.6	.6			
<b>XPRS-AM</b>	13		8	4	3	1				4		1	2			1
(%)	100	4	61	31	21	5	4			35	3	11	15			6
Rating	.1		.1	.2	.1								.1			.1
Share	.4		.5	1.7	.7	.3				.3		.3	.6			.4
<b>XTRA-AM</b>	73	1	68	6	14	22	13	9	4	4	1	1	1	1	1	
(%)	100	1	93	8	19	30	18	13	5	6	1	1	2	1	1	1
Rating	.3		.6	.3	.5	.9	.8	.9	.3		.1			.1	.1	
Share	2.1	.4	4.0	2.5	3.4	5.5	4.5	5.5	2.2	.3	.5	.3	.3	.4	.6	
<b>XTRA-FM</b>	168	24	94	40	41	11	1			50	17	24	5	2		
(%)	100	14	56	24	24	7	1			30	10	14	3	1		
Rating	.7	1.1	.9	2.1	1.6	.5	.1			.5	1.2	1.1	.2	.1		
Share	4.8	10.7	5.6	16.6	10.0	2.8	.3			3.2	8.3	7.1	1.5	.7		
<b>KFI -AM</b>	61	2	29	1	4	4	8	3	9	30	1	5	2	7	4	10
(%)	100	3	47	1	6	7	13	5	15	50	2	9	4	11	7	16
Rating	.3	.1	.3	.1	.2	.2	.5	.3	.6	.3	.1	.2	.1	.4	.4	.5
Share	1.8	.9	1.7	.4	1.0	1.0	2.7	1.8	4.9	1.9	.5	1.5	.6	2.6	2.2	4.1
<b>KKBT-FM</b>	14	1	8	3	4	1				5	3	1	1			
(%)	100	5	58	22	28	5	2			38	23	10	5			
Rating	.1		.1	.2	.2						.2					
Share	.4	.4	.5	1.2	1.0	.3				.3	1.5	.3	.3			
<b>KNX -AM</b>	44	1	36		1	5	3	9	19	7				2	1	5
(%)	100	2	82		2	11	7	20	42	17			1	4	1	10
Rating	.2		.3		.2	.2	.2	.9	1.4	.1				.1	.1	.3
Share	1.3	.4	2.1		.2	1.3	1.0	5.5	10.3	.4				.7	.6	2.0
<b>KSSE-FM</b>	20		11	3	6	2				9	1	2	3	3		
(%)	100	2	54	14	30	8	1			44	4	8	17	15		
Rating	.1		.1	.2	.2	.1				.1	.1	.1	.1	.2		
Share	.6		.7	1.2	1.5	.5				.6	.5	.6	.9	1.1		
<b>KWVE-FM</b>	12	1	6			5				6	1	2	1	1		
(%)	100	5	48	1	3	41	2	1		46	11	16	9	9		2
Rating	.1		.1			.2				.1	.1	.1		.1		
Share	.3	.4	.4			1.3				.4	.5	.6	.3	.4		
<b>XHTY-FM</b>	30	1	22	4	10	7	1			6	2	2	2		1	
(%)	100	3	76	14	34	24	3		1	22	5	7	6	1	2	
Rating	.1		.2	.2	.4	.3	.1			.1	.1	.1	.1	.1	.1	
Share	.9	.4	1.3	1.7	2.4	1.8	.3			.4	1.0	.6	.6	.6	.6	
<b>*XKAM-AM</b>	17		10		1	1	5	2	2	7		2	1	2	3	
(%)	100		60		6	4	28	9	11	40	2	10	3	9	17	
Rating	.1		.1				.3	.2	.1	.1		.1		.1	.3	
Share	.5		.6		.2	.3	1.7	1.2	1.1	.4		.6	.3	.7	1.7	
<b>TOTALS</b>	3469	224	1687	241	410	397	291	164	184	1559	204	337	326	268	178	244
(%)	100	6	49	7	12	11	8	5	5	45	6	10	9	8	5	7
Rating	14.5	10.4	15.3	12.7	16.0	16.4	16.8	15.8	13.2	14.5	14.4	15.3	13.8	14.9	15.7	13.0

\* 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>XLTN-FM</b>	687	84	237	22	115	76	8		16	366	68	126	77	30	25	40
(%)	100	12	34	3	17	11	1		2	53	10	18	11	4	4	6
Rating	2.9	3.9	2.1	1.2	4.5	3.1	.5		1.2	3.4	4.8	5.7	3.3	1.7	2.2	2.1
<b>XMOR-FM</b>	379	22	229	104	83	36	6			128	79	35	14			
(%)	100	6	60	28	22	9	2			34	21	9	4			
Rating	1.6	1.0	2.1	5.5	3.2	1.5	.3			1.2	5.6	1.6	.6			
<b>XPRS-AM</b>	222	36	119	46	48	18	7			67	11	23	14			20
(%)	100	16	54	20	22	8	3			30	5	10	6			9
Rating	.9	1.7	1.1	2.4	1.9	.7	.4			.6	.8	1.0	.6			1.1
<b>XTRA-AM</b>	1400	52	1130	155	207	336	233	102	97	217	17	30	64	40	50	17
(%)	100	4	81	11	15	24	17	7	7	16	1	2	5	3	4	1
Rating	5.8	2.4	10.2	8.1	8.1	13.9	13.4	9.8	7.0	2.0	1.2	1.4	2.7	2.2	4.4	.9
<b>XTRA-FM</b>	3612	597	1714	747	695	204	41	27		1301	440	525	184	95	31	26
(%)	100	17	47	21	19	6	1	1		36	12	15	5	3	1	1
Rating	15.1	27.7	15.5	39.2	27.1	8.4	2.4	2.6		12.1	31.1	23.9	7.8	5.3	2.7	1.4
<b>KFI -AM</b>	987	16	493	18	75	111	116	60	114	478	20	62	67	109	65	155
(%)	100	2	50	2	8	11	12	6	12	48	2	6	7	11	7	16
Rating	4.1	.7	4.5	.9	2.9	4.6	6.7	5.8	8.2	4.4	1.4	2.8	2.8	6.1	5.7	8.3
<b>KKBT-FM</b>	434	47	248	116	107	8	16			139	85	40	13			
(%)	100	11	57	27	25	2	4			32	20	9	3			
Rating	1.8	2.2	2.2	6.1	4.2	.3	.9			1.3	6.0	1.8	.6			
<b>KNX -AM</b>	782	12	500	9	47	119	82	64	180	269		21	34	66	31	117
(%)	100	2	64	1	6	15	11	8	23	34		3	4	8	4	15
Rating	3.3	.6	4.5	.5	1.8	4.9	4.7	6.2	12.9	2.5		1.0	1.4	3.7	2.7	6.2
<b>KSSE-FM</b>	292	27	110	32	23	34	14		7	155	26	58	34	37		
(%)	100	9	38	11	8	12	5		2	53	9	20	11	13		
Rating	1.2	1.3	1.0	1.7	.9	1.4	.8		.5	1.4	1.8	2.6	1.4	2.1		
<b>KWVE-FM</b>	342	15	172	9	28	108	13	14		155	40	38	40	18		18
(%)	100	4	50	3	8	31	4	4		45	12	11	12	5		5
Rating	1.4	.7	1.6	.5	1.1	4.5	.8	1.3		1.4	2.8	1.7	1.7	1.0		1.0
<b>XHTY-FM</b>	409	40	215	53	73	50	32		6	154	27	43	34	35	15	
(%)	100	10	53	13	18	12	8		2	38	7	10	8	8	4	
Rating	1.7	1.9	1.9	2.8	2.8	2.1	1.8		.4	1.4	1.9	2.0	1.4	1.9	1.3	
<b>*XKAM-AM</b>	190	6	94		25	9	26	19	15	90	11	24	22	24	8	
(%)	100	3	49		13	5	14	10	8	47	6	13	12	13	4	
Rating	.8	.3	.9		1.0	.4	1.5	1.8	1.1	.8	.8	1.1	.9	1.3	.7	
<b>TOTALS</b>	22560	2041	10437	1787	2494	2314	1674	959	1210	10082	1363	2111	2253	1684	1069	1602
(%)	100	9	46	8	11	10	7	4	5	45	6	9	10	7	5	7
Rating	94.0	94.6	94.4	93.9	97.2	95.4	96.6	92.4	87.0	93.5	96.3	96.0	95.6	93.8	94.0	85.3

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
KBZT-FM (%)	35 29	47 38	38 31	3 2	31 22	32 23	75 53	2 1	52 52	29 29	16 16	2 2	30 33	28 31	30 33	2 2
KCBQ-AM (%)	4 46	4 50	2 2	2 2	20 50	18 45	2 4		5 64	1 11	2 25		7 54	5 40	1 6	
KFMB-AM (%)	53 47	43 38	16 14	1 1	26 25	50 48	27 26	1 1	23 60	12 31	3 8	1 1	33 45	28 38	11 16	1 1
KFMB-FM (%)	64 22	123 43	101 35	1 1	25 10	62 25	162 65	1 1	28 29	48 50	19 20	1 1	34 20	63 38	69 41	1 1
KFSD-FM (%)	41 65	14 23	6 10	1 2	29 48	15 25	14 24	2 3	43 79	11 20	1 1		35 68	11 20	5 10	1 2
KGB -FM (%)	57 23	105 42	88 35	3 1	27 16	38 23	99 60	1 1	42 48	27 31	13 16	5 5	37 27	49 35	51 36	3 2
KHTS-FM (%)	38 27	69 51	28 20	3 2	30 21	58 39	54 37	5 3	39 37	52 50	11 11	2 2	33 31	49 45	22 21	3 3
KIFM-FM (%)	65 32	69 34	65 33	1 1	56 21	74 27	141 52	1 1	77 48	52 33	27 17	3 2	61 37	50 30	54 33	1 1
KIOZ-FM (%)	57 25	97 42	74 32	5 2	31 17	58 32	86 48	5 3	30 30	38 39	29 29	1 1	34 24	53 38	48 35	4 3
KJQY-FM (%)	45 34	34 25	53 40	1 1	60 32	24 13	103 55	1 1	71 60	27 23	18 15	2 1	45 41	23 21	42 38	1 1
KLNV-FM (%)	75 54	41 29	22 16	2 1	78 56	29 21	29 21	4 3	65 58	34 30	11 10	2 2	63 58	27 25	16 15	2 2
KLQV-FM (%)	19 39	16 33	13 26	1 1	22 38	7 12	28 49		23 67	9 25	2 6	1 2	18 48	9 23	10 27	1 1
KMSX-FM (%)	24 23	40 38	37 35	4 4	29 20	31 22	81 57	2 1	35 46	30 41	3 5	6 8	23 28	27 32	30 36	3 4
KOGO-AM (%)	114 50	90 39	21 9	3 1	157 52	96 32	45 15	3 1	33 60	18 33	1 2	3 5	91 56	54 33	16 10	2 1
KPLN-FM (%)	19 22	38 43	28 32	2 2	13 11	33 28	65 57	5 4	21 44	22 47	2 4	2 4	15 23	25 38	23 36	2 3
KPOP-AM (%)	54 60	25 28	11 12		44 41	34 32	28 26	1 1	55 68	20 25	4 5	2 2	44 60	20 27	10 13	1 1
KPRZ-AM (%)	24 57	18 42			13 46	12 42	4 13		5 55	4 45			13 55	10 41	1 4	
KSDO-AM (%)	15 39	15 40	6 17	1 4	24 37	26 41	14 21	1 1	9 63	5 37			15 48	11 35	5 15	1 2
KSON-AM (%)	6 47	5 40	1 13		6 37	6 40	4 24		2 25	3 30	4 45		3 39	4 40	2 22	
KSON-FM (%)	41 20	102 51	55 28	1 1	32 16	70 36	92 47	3 2	49 40	57 47	12 10	3 3	36 25	63 44	42 29	2 2
KSPA-AM (%)	11 44	8 31	6 25		15 40	8 21	15 38		14 62	6 26	3 12		12 51	5 24	6 25	1 1
KXST-FM (%)	9 20	17 35	22 45		4 7	18 28	41 65		13 39	14 40	5 16	2 5	8 21	12 33	16 44	1 1
KYXY-FM (%)	70 28	77 31	98 40	2 1	66 19	50 15	221 65	2 1	85 53	56 34	18 11	4 2	65 33	50 25	81 41	3 1
XBAC-AM (%)	29 75	8 20	1 3	1 1	33 62	14 26	5 10	1 1	42 90	5 10			29 77	7 19	2 4	1 1

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Listening Locations

## Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
XEMO-AM (%)	10 66	3 19	2 15		14 69	1 4	5 24	1 4	6 72	1 7	2 21		8 71	1 10	2 18	1
XHCR-FM (%)	15 20	33 44	22 29	5 7	15 16	31 32	45 46	6 6	29 43	24 35	14 20	2 3	16 26	24 37	19 31	4 7
XHRM-FM (%)	53 33	58 36	48 29	3 2	51 28	38 21	89 48	6 3	43 35	52 41	22 18	8 6	46 36	39 30	39 31	4 3
XHTZ-FM (%)	39 29	72 52	24 17	3 2	34 25	46 33	51 37	7 5	40 42	35 37	15 16	5 5	37 35	43 41	22 20	4 4
XLTN-FM (%)	18 46	9 23	13 31		22 42	4 8	26 50		18 68	7 26	2 7		16 52	6 18	10 31	
XMOR-FM (%)	9 34	9 35	8 31	1	5 20	10 37	12 42	1	13 44	10 33	6 22		9 40	8 33	6 26	1
XPRS-AM (%)	12 63	1 6	6 31		8 49	1	8 49	1	4 76		1 24		8 63	1 7	4 30	
XTRA-AM (%)	17 16	64 63	17 17	4 4	29 21	58 42	47 34	3 3	16 34	24 51	4 8	3 6	16 22	37 51	16 23	2 3
XTRA-FM (%)	35 16	109 51	66 31	2 1	30 14	62 28	129 58	1 1	40 39	44 43	15 14	3 3	32 22	60 42	50 35	2 2
KFI -AM (%)	40 48	29 35	12 15	1 2	38 36	37 35	27 26	3 3	26 65	12 30	1 3	1 2	29 48	20 34	10 16	1 2
KKBT-FM (%)	7 34	12 56	2 8	2	3 30	4 32	3 29	1 8	5 47	5 48	1 6		5 37	6 49	1 11	3
KNX -AM (%)	27 47	25 44	6 10		12 22	26 48	17 30		10 28	17 46	9 25	1 2	20 46	17 39	6 15	
KSSE-FM (%)	6 22	4 16	16 63		12 30	2 6	26 64		9 69	2 16	2 15		6 33	2 11	11 56	
KWVE-FM (%)	8 45	9 53	2		4 33	7 59	1 6	1	1 12	3 38	4 50		5 42	6 49	1 9	
XHTY-FM (%)	10 26	8 22	19 52		17 30	8 14	32 56		9 49	6 34	3 17		10 34	6 20	13 45	
XKAM-AM (%)	9 41	8 37	5 22		14 53	6 24	6 24		4 37	2 16	5 47		9 49	5 27	4 24	
TOTALS (%)	1470 33	1762 40	1139 26	63 1	1361 28	1354 28	2122 43	78 2	1314 49	923 35	352 13	84 3	1221 38	1085 33	876 27	63 2



Listening Locations

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# 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>KBZT-FM</b>										
WI '00	6:15	7:00	6:45	6:30	4:30	8:00	8:00	8:30	6:00	5:30
FA '99	4:45	4:00	5:30	5:15	2:45	5:45	5:45	5:30	5:15	5:00
SU '99	5:30	4:00	5:30	6:15	4:30	5:30	6:00	3:30	5:15	6:30
SP '99	5:45	6:00	5:45	6:00	6:15	6:15	7:00	5:30	5:30	5:15
<b>4-Book</b>	<b>5:30</b>	<b>5:15</b>	<b>6:00</b>	<b>6:00</b>	<b>4:30</b>	<b>6:30</b>	<b>6:45</b>	<b>5:45</b>	<b>5:30</b>	<b>5:30</b>
WI '99	6:15	5:00	6:15	6:45	5:30	6:45	7:00	4:30	6:00	6:30
<b>KCBQ-AM</b>										
WI '00	7:45	1:30	7:00	8:45	3:00	10:45	11:00	0:45	2:15	6:00
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	4:45	2:15	5:30	6:30	2:15	5:30	6:30	1:15	5:15	6:00
SP '99	**	**	**	**	**	**	**	**	**	**
<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 '99	5:00	2:45	4:00	4:15	3:15	3:30	2:45	1:00	4:30	6:30
<b>KFMB-AM</b>										
WI '00	6:00	2:15	6:00	6:30	2:15	5:45	6:30	2:15	6:30	6:30
FA '99	5:30	4:00	5:00	5:30	4:45	5:30	6:00	2:30	4:00	4:45
SU '99	6:30	4:00	5:30	6:45	3:30	6:15	7:45	5:15	4:15	5:30
SP '99	7:15	5:15	5:45	7:15	6:00	6:30	8:15	2:15	4:45	6:00
<b>4-Book</b>	<b>6:15</b>	<b>4:00</b>	<b>5:30</b>	<b>6:30</b>	<b>4:15</b>	<b>6:00</b>	<b>7:15</b>	<b>3:00</b>	<b>5:00</b>	<b>5:45</b>
WI '99	6:00	2:15	5:45	6:15	2:00	6:15	6:45	3:15	4:30	5:45
<b>KFMB-FM</b>										
WI '00	6:15	6:30	7:15	7:15	7:30	7:00	6:00	5:45	7:15	7:45
FA '99	5:45	5:45	5:45	6:00	5:15	5:15	6:00	6:15	6:00	5:45
SU '99	5:30	5:30	6:00	6:15	4:45	5:45	6:30	5:45	6:15	6:00
SP '99	6:00	6:30	6:30	6:00	6:00	6:15	5:15	6:45	6:30	6:30
<b>4-Book</b>	<b>6:00</b>	<b>6:00</b>	<b>6:30</b>	<b>6:30</b>	<b>6:00</b>	<b>6:00</b>	<b>6:00</b>	<b>6:15</b>	<b>6:30</b>	<b>6:30</b>
WI '99	6:15	6:45	6:45	6:30	6:30	6:15	5:30	6:45	7:15	7:15
<b>KFSD-FM</b>										
WI '00	8:15	3:00	5:15	5:45	4:30	6:15	6:30	1:30	4:30	5:00
FA '99	6:15	2:45	4:00	6:45	4:00	3:00	8:15	1:45	4:30	5:45
SU '99	6:15	2:45	4:15	5:00	3:15	4:45	5:15	2:30	4:00	4:45
SP '99	6:30	3:00	5:30	7:00	2:00	6:15	8:15	5:00	4:30	6:00
<b>4-Book</b>	<b>6:45</b>	<b>3:00</b>	<b>4:45</b>	<b>6:15</b>	<b>3:30</b>	<b>5:00</b>	<b>7:00</b>	<b>2:45</b>	<b>4:30</b>	<b>5:30</b>
WI '99	6:15	5:00	5:30	5:45	6:30	7:15	5:45	2:15	3:30	6:00
<b>KGB -FM</b>										
WI '00	6:45	6:15	7:15	7:45	7:45	8:30	8:45	3:30	5:15	6:00
FA '99	7:15	6:45	7:45	8:00	7:45	8:45	8:30	5:00	6:00	7:00
SU '99	6:45	6:00	6:45	7:30	7:00	8:00	8:45	3:45	4:45	5:15
SP '99	6:30	6:45	6:45	7:00	7:00	7:45	8:30	6:30	5:15	4:30
<b>4-Book</b>	<b>6:45</b>	<b>6:30</b>	<b>7:15</b>	<b>7:30</b>	<b>7:30</b>	<b>8:15</b>	<b>8:45</b>	<b>4:45</b>	<b>5:15</b>	<b>5:45</b>
WI '99	7:15	6:30	7:45	8:15	8:15	8:45	8:45	3:45	5:30	7:15
<b>KHTS-FM</b>										
WI '00	5:00	4:30	4:30	4:00	4:15	4:15	3:45	4:45	4:30	4:00
FA '99	5:15	5:15	4:45	4:15	5:30	4:15	4:45	5:15	5:00	4:00
SU '99	5:45	5:45	5:00	3:45	5:15	5:00	4:15	6:00	5:00	3:15
SP '99	5:00	5:00	4:15	3:00	5:00	4:15	2:15	5:00	4:15	3:30
<b>4-Book</b>	<b>5:15</b>	<b>5:15</b>	<b>4:45</b>	<b>3:45</b>	<b>5:00</b>	<b>4:30</b>	<b>3:45</b>	<b>5:15</b>	<b>4:45</b>	<b>3:45</b>
WI '99	5:15	5:00	5:15	4:30	4:30	4:30	4:00	5:15	5:45	4:45
<b>KIFM-FM</b>										
WI '00	8:30	7:15	9:00	9:15	9:45	11:30	11:00	5:00	6:45	7:45
FA '99	7:45	6:00	7:45	8:00	5:30	9:15	9:45	6:15	6:15	6:30
SU '99	7:45	6:00	7:45	8:15	5:30	7:15	8:00	7:00	8:00	8:15
SP '99	8:00	4:30	8:30	9:30	3:30	9:00	10:30	5:30	8:00	8:15
<b>4-Book</b>	<b>8:00</b>	<b>6:00</b>	<b>8:15</b>	<b>8:45</b>	<b>6:00</b>	<b>9:15</b>	<b>9:45</b>	<b>6:00</b>	<b>7:15</b>	<b>7:45</b>
WI '99	7:45	4:00	7:30	9:00	3:15	8:00	9:45	5:00	7:00	8:15
<b>KIOZ-FM</b>										
WI '00	7:00	7:00	7:45	7:15	8:15	8:45	8:30	4:30	4:30	4:00
FA '99	6:45	7:15	6:45	5:45	8:45	8:00	7:15	4:00	4:15	3:45
SU '99	7:15	7:30	7:30	7:45	8:15	8:30	8:30	5:30	5:00	5:45
SP '99	8:45	9:45	8:45	7:45	11:30	10:15	9:30	6:00	6:00	4:30
<b>4-Book</b>	<b>7:30</b>	<b>8:00</b>	<b>7:45</b>	<b>7:15</b>	<b>9:15</b>	<b>9:00</b>	<b>8:30</b>	<b>5:00</b>	<b>5:00</b>	<b>4:30</b>
WI '99	7:15	8:00	8:30	7:00	9:15	10:30	9:00	5:15	4:15	2:30

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

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# 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>KJQY-FM</b>										
WI '00	6:45	4:15	7:30	7:45	3:30	7:30	8:30	5:00	7:45	7:30
FA '99	6:30	7:15	7:00	7:15	4:45	6:45	7:30	9:15	7:30	7:00
SU '99	6:45	3:15	6:00	7:15	3:45	6:45	7:15	3:15	5:30	7:15
SP '99	6:30	5:15	6:30	7:15	6:45	6:15	6:30	4:00	6:45	7:30
<b>4-Book</b>	<b>6:45</b>	<b>5:00</b>	<b>6:45</b>	<b>7:30</b>	<b>4:45</b>	<b>6:45</b>	<b>7:30</b>	<b>5:30</b>	<b>7:00</b>	<b>7:15</b>
WI '99	5:30	6:00	6:00	5:30	2:45	4:30	5:00	8:00	6:45	6:00
<b>KLNV-FM</b>										
WI '00	9:30	8:15	10:00	11:30	7:45	11:00	12:30	9:00	9:15	10:15
FA '99	8:45	8:15	10:00	11:15	7:45	9:00	10:45	9:00	11:00	12:00
SU '99	9:45	9:45	10:45	9:45	10:15	10:15	8:15	9:15	11:15	11:30
SP '99	9:45	9:45	9:45	10:00	10:30	10:45	10:45	9:15	9:00	9:00
<b>4-Book</b>	<b>9:30</b>	<b>9:00</b>	<b>10:15</b>	<b>10:45</b>	<b>9:00</b>	<b>10:15</b>	<b>10:30</b>	<b>9:15</b>	<b>10:15</b>	<b>10:45</b>
WI '99	9:45	10:45	9:45	10:00	11:30	10:00	8:30	9:45	9:45	11:15
<b>KLQV-FM</b>										
WI '00	6:00	6:00	6:30	6:30	6:00	5:30	5:00	6:00	7:15	7:30
FA '99	8:00	7:45	9:00	10:00	6:30	7:45	8:15	8:45	10:00	11:15
SU '99	7:45	9:30	8:45	7:00	8:15	6:45	3:30	10:15	10:30	9:45
SP '99	7:30	9:00	8:00	5:45	8:30	7:30	3:45	9:45	8:15	6:30
<b>4-Book</b>	<b>7:15</b>	<b>8:00</b>	<b>8:00</b>	<b>7:15</b>	<b>7:15</b>	<b>7:00</b>	<b>5:15</b>	<b>8:45</b>	<b>9:00</b>	<b>8:45</b>
WI '99	8:30	7:30	9:15	9:15	6:30	9:15	9:30	8:30	9:15	9:00
<b>KMSX-FM</b>										
WI '00	5:00	5:00	5:30	5:15	5:15	4:30	3:45	5:00	6:15	6:30
FA '99	4:45	5:00	5:15	4:45	5:30	5:15	3:15	4:45	5:15	5:45
SU '99	5:30	6:00	5:00	5:15	5:30	4:15	4:45	6:30	5:30	5:45
SP '99	6:30	6:45	7:30	7:00	5:15	6:00	6:00	7:30	8:30	7:45
<b>4-Book</b>	<b>5:30</b>	<b>5:45</b>	<b>5:45</b>	<b>5:30</b>	<b>5:30</b>	<b>5:00</b>	<b>4:30</b>	<b>6:00</b>	<b>6:30</b>	<b>6:30</b>
WI '99	6:00	6:15	6:45	6:30	5:15	6:45	6:15	7:00	6:45	6:30
<b>KOGD-AM</b>										
WI '00	8:45	6:30	6:45	8:15	6:45	7:00	8:15	6:00	6:30	8:30
FA '99	9:00	6:30	8:15	8:15	6:30	8:30	8:00	6:45	8:15	8:15
SU '99	9:30	5:00	8:00	10:00	4:15	9:00	10:45	6:15	6:30	9:00
SP '99	9:15	6:30	7:15	8:15	5:30	8:30	9:15	7:15	5:45	7:00
<b>4-Book</b>	<b>9:15</b>	<b>6:15</b>	<b>7:30</b>	<b>8:45</b>	<b>5:45</b>	<b>8:15</b>	<b>9:00</b>	<b>6:30</b>	<b>6:45</b>	<b>8:15</b>
WI '99	9:15	5:00	7:30	8:45	5:15	8:15	9:15	4:45	6:30	7:45
<b>KPLN-FM</b>										
WI '00	5:15	4:30	6:15	6:15	4:45	7:30	8:00	4:00	4:15	4:00
FA '99	6:00	6:15	6:30	6:00	7:30	7:30	6:30	4:30	5:30	5:45
SU '99	6:15	6:45	7:00	6:30	8:45	8:30	7:15	3:45	5:15	5:30
SP '99	6:15	7:15	7:00	6:15	7:15	8:15	7:45	7:15	5:30	4:15
<b>4-Book</b>	<b>6:00</b>	<b>6:15</b>	<b>6:45</b>	<b>6:15</b>	<b>7:00</b>	<b>8:00</b>	<b>7:30</b>	<b>5:00</b>	<b>5:15</b>	<b>5:00</b>
WI '99	5:00	3:30	5:15	6:15	4:15	5:45	6:45	3:00	4:45	5:45
<b>KPOP-AM</b>										
WI '00	9:15	24:30	11:00	6:45	73:45	13:15	4:45	2:15	9:15	8:15
FA '99	11:00	6:45	7:00	8:30	0:15	6:00	11:30	16:30	7:45	6:00
SU '99	12:00	6:00	9:30	13:15	3:00	7:45	8:00	7:30	11:30	18:30
SP '99	10:15	4:45	6:15	10:15	8:30	9:00	11:45	1:30	4:00	9:15
<b>4-Book</b>	<b>10:45</b>	<b>10:30</b>	<b>8:30</b>	<b>9:45</b>	<b>21:30</b>	<b>9:00</b>	<b>9:00</b>	<b>7:00</b>	<b>8:15</b>	<b>10:30</b>
WI '99	12:45	2:30	5:45	7:45	2:00	6:00	7:00	3:00	5:30	8:15
<b>KPRZ-AM</b>										
WI '00	6:00	4:15	5:45	5:45	3:15	5:30	5:00	6:15	6:00	6:15
FA '99	6:30	3:45	4:45	7:00	3:15	4:45	5:00	4:00	4:45	8:15
SU '99	7:00	2:00	6:15	8:00	1:15	6:15	9:30	3:00	6:15	7:30
SP '99	4:30	1:15	4:15	5:00	1:15	4:00	5:00	1:15	4:30	5:00
<b>4-Book</b>	<b>6:00</b>	<b>2:45</b>	<b>5:15</b>	<b>6:30</b>	<b>2:15</b>	<b>5:15</b>	<b>6:15</b>	<b>3:45</b>	<b>5:30</b>	<b>6:45</b>
WI '99	5:15	3:45	4:00	3:30	4:30	4:45	4:00	2:45	3:15	3:00
<b>KSDD-AM</b>										
WI '00	6:00	0:45	6:00	5:45	0:30	7:15	8:00	1:15	2:30	3:15
FA '99	5:45	3:00	5:15	6:00	3:00	5:00	6:00	2:15	6:00	5:30
SU '99	7:45	1:30	7:15	7:30	0:30	4:45	6:45	2:00	15:15	9:15
SP '99	5:15	2:15	4:15	4:15	0:15	5:30	5:15	2:30	2:45	3:15
<b>4-Book</b>	<b>6:15</b>	<b>2:00</b>	<b>5:45</b>	<b>6:00</b>	<b>1:00</b>	<b>5:45</b>	<b>6:30</b>	<b>2:00</b>	<b>6:45</b>	<b>5:15</b>
WI '99	5:00	2:45	5:00	4:45	3:00	5:00	5:00	2:15	4:45	4:15

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>KSON-AM</b>										
WI '00	4:30	3:45	3:00	2:45	0:00	3:00	3:00	3:45	3:00	2:30
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**
<b>KSON-FM</b>										
WI '00	6:45	6:45	7:15	7:15	6:45	6:45	7:15	6:45	7:15	7:30
FA '99	8:15	8:30	9:00	8:30	10:45	9:45	7:45	7:00	8:30	9:00
SU '99	9:30	6:15	10:00	12:30	6:30	9:45	12:45	6:15	10:30	12:15
SP '99	8:30	7:15	9:00	9:45	8:00	9:15	10:00	6:45	8:30	9:30
<b>4-Book</b>	<b>8:15</b>	<b>7:15</b>	<b>8:45</b>	<b>9:30</b>	<b>8:00</b>	<b>9:00</b>	<b>9:30</b>	<b>6:45</b>	<b>8:45</b>	<b>9:30</b>
WI '99	8:45	8:15	10:00	10:15	8:45	10:30	10:15	7:45	9:30	10:00
<b>KSPA-AM</b>										
WI '00	7:45	4:30	14:15	8:00	0:30	32:15	14:15	7:30	5:00	2:30
FA '99	12:30	9:30	7:15	9:30	10:45	8:30	6:00	3:45	4:15	11:45
SU '99	11:15	12:00	7:00	6:45	0:00	10:15	12:00	12:00	2:30	3:15
SP '99	13:00	0:00	3:45	6:30	0:00	6:00	7:15	0:00	3:15	6:15
<b>4-Book</b>	<b>11:15</b>	<b>6:30</b>	<b>8:00</b>	<b>7:45</b>	<b>2:45</b>	<b>14:15</b>	<b>10:00</b>	<b>5:45</b>	<b>3:45</b>	<b>6:00</b>
WI '99	8:45	3:45	3:30	10:30	0:00	5:15	9:15	3:45	1:45	11:00
<b>KXST-FM</b>										
WI '00	5:15	4:00	5:30	6:30	5:30	5:30	5:30	2:30	5:30	7:30
FA '99	7:30	5:30	8:30	9:15	5:00	8:45	10:15	5:45	8:00	8:00
SU '99	6:45	6:00	6:45	7:00	7:45	7:15	7:00	5:00	6:15	6:45
SP '99	7:45	7:30	8:30	8:00	4:45	8:30	9:15	9:15	8:15	7:00
<b>4-Book</b>	<b>6:45</b>	<b>5:45</b>	<b>7:15</b>	<b>7:45</b>	<b>5:45</b>	<b>7:30</b>	<b>8:00</b>	<b>5:45</b>	<b>7:00</b>	<b>7:15</b>
WI '99	5:15	5:15	5:30	5:45	5:30	6:15	7:00	5:00	4:45	4:00
<b>KYXY-FM</b>										
WI '00	8:15	7:00	8:15	9:15	5:15	7:00	7:45	7:45	9:00	10:15
FA '99	7:30	6:45	7:45	8:15	6:15	6:00	5:45	7:00	8:30	9:15
SU '99	7:30	7:30	8:00	8:00	7:45	5:15	5:30	7:30	9:30	9:30
SP '99	7:00	6:15	8:00	8:45	5:00	7:45	9:00	7:15	8:15	8:30
<b>4-Book</b>	<b>7:30</b>	<b>7:00</b>	<b>8:00</b>	<b>8:30</b>	<b>6:00</b>	<b>6:30</b>	<b>7:00</b>	<b>7:30</b>	<b>8:45</b>	<b>9:30</b>
WI '99	8:00	6:45	8:15	9:15	6:30	8:15	8:15	7:00	8:15	10:00
<b>XBAC-AM</b>										
WI '00	8:15	1:00	7:00	7:30	1:00	6:15	6:15	1:00	7:30	8:30
FA '99	7:45	1:45	4:45	8:45	1:45	5:30	6:45	1:30	3:15	11:15
SU '99	8:45	1:45	6:45	8:45	0:00	5:45	9:00	1:45	7:15	8:30
SP '99	7:45	8:15	7:45	5:30	9:15	12:15	8:15	1:00	4:30	4:15
<b>4-Book</b>	<b>8:15</b>	<b>3:15</b>	<b>6:30</b>	<b>7:45</b>	<b>3:00</b>	<b>7:30</b>	<b>7:30</b>	<b>1:15</b>	<b>5:45</b>	<b>8:15</b>
WI '99	5:00	2:00	5:00	4:30	2:00	5:00	4:45	2:00	4:45	4:00
<b>XEMO-AM</b>										
WI '00	6:45	6:30	4:30	4:30	4:00	3:15	4:30	9:45	6:30	4:30
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**
SP '99	7:00	5:45	5:30	6:00	5:00	7:00	8:15	7:00	4:30	5:15
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**
<b>+XHCR-FM</b>										
WI '00	8:15	8:00	7:15	8:15	7:00	8:00	10:00	9:15	6:15	6:15
FA '99	4:30	4:15	4:30	4:30	2:45	4:00	4:45	5:30	4:45	4:15
SU '99	7:15	5:00	7:45	9:00	6:30	9:30	9:30	3:30	5:30	8:30
SP '99	7:15	5:30	7:00	10:00	2:00	3:45	9:45	8:30	9:30	10:30
<b>4-Book</b>	<b>6:45</b>	<b>5:45</b>	<b>6:45</b>	<b>8:00</b>	<b>4:30</b>	<b>6:15</b>	<b>8:30</b>	<b>6:45</b>	<b>6:30</b>	<b>7:30</b>
WI '99	5:30	6:15	6:00	5:15	6:45	7:00	6:00	5:30	4:45	3:45
<b>XHRM-FM</b>										
WI '00	6:45	5:00	7:00	9:00	4:15	7:00	10:15	5:45	7:00	8:15
FA '99	6:00	4:30	6:15	8:00	3:45	6:15	9:00	5:00	6:15	7:00
SU '99	7:00	7:00	7:45	7:30	6:30	7:30	8:15	7:45	7:45	6:45
SP '99	7:15	8:15	7:30	7:00	8:30	7:00	7:15	8:00	8:00	6:45
<b>4-Book</b>	<b>6:45</b>	<b>6:15</b>	<b>7:15</b>	<b>8:00</b>	<b>5:45</b>	<b>7:00</b>	<b>8:45</b>	<b>6:45</b>	<b>7:15</b>	<b>7:15</b>
WI '99	7:15	7:15	7:45	8:00	7:00	8:00	8:00	7:15	7:45	7:45

\*\* 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>XHTZ-FM</b>										
WI '00	5:15	5:00	5:15	5:15	4:45	6:00	7:45	5:30	4:30	3:30
FA '99	6:15	6:30	5:00	5:15	6:45	5:45	8:15	6:00	4:15	3:30
SU '99	7:00	7:45	6:00	4:00	8:15	5:15	4:00	7:15	6:45	4:00
SP '99	6:00	6:15	5:30	5:00	6:15	5:15	5:15	6:30	5:30	4:45
<b>4-Book</b>	<b>6:15</b>	<b>6:30</b>	<b>5:30</b>	<b>5:00</b>	<b>6:30</b>	<b>5:30</b>	<b>6:15</b>	<b>6:15</b>	<b>5:15</b>	<b>4:00</b>
WI '99	7:00	7:00	7:00	6:30	7:15	7:45	8:45	6:45	6:15	4:15
<b>XLTN-FM</b>										
WI '00	6:45	7:45	6:30	3:45	10:45	8:30	4:00	5:45	5:00	3:45
FA '99	5:45	4:45	6:30	7:45	2:45	4:30	6:15	7:00	8:15	9:00
SU '99	6:45	5:30	7:00	8:15	4:00	7:00	10:30	7:30	7:00	7:00
SP '99	7:15	7:30	7:00	6:45	4:15	5:00	5:45	10:30	8:15	7:15
<b>4-Book</b>	<b>6:45</b>	<b>6:30</b>	<b>6:45</b>	<b>6:45</b>	<b>5:30</b>	<b>6:15</b>	<b>6:45</b>	<b>7:45</b>	<b>7:15</b>	<b>6:45</b>
WI '99	7:00	6:30	5:45	5:15	7:00	5:00	5:15	6:15	6:15	5:30
<b>XMOR-FM</b>										
WI '00	8:00	8:00	9:00	10:00	7:30	8:00	7:00	8:45	11:45	18:45
FA '99	8:00	10:00	6:00	3:30	14:45	9:45	8:45	6:00	3:00	2:30
SU '99	**	**	**	**	**	**	**	**	**	**
SP '99	5:00	6:45	4:00	2:00	7:15	4:15	2:30	6:15	4:00	1:15
<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 '99	**	**	**	**	**	**	**	**	**	**
<b>XPRS-AM</b>										
WI '00	7:00	8:15	8:00	9:30	8:45	6:30	5:30	6:30	11:15	16:45
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	11:45	7:00	14:00	17:30	8:15	13:30	11:15	5:45	14:30	22:15
SP '99	11:15	14:30	8:30	9:30	15:45	9:45	10:45	13:30	7:30	8:45
<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 '99	5:45	6:30	5:15	5:30	7:00	6:00	6:30	5:30	4:30	4:30
<b>XTRA-AM</b>										
WI '00	6:30	6:30	7:00	7:15	7:00	8:00	8:15	3:30	2:30	2:15
FA '99	6:45	7:00	7:45	7:15	7:30	8:15	8:00	2:45	3:15	3:00
SU '99	5:45	6:15	6:15	5:30	7:00	7:00	6:00	1:30	1:45	2:30
SP '99	5:45	6:15	7:15	6:30	6:00	7:30	7:15	10:15	4:30	2:15
<b>4-Book</b>	<b>6:15</b>	<b>6:30</b>	<b>7:00</b>	<b>6:45</b>	<b>7:00</b>	<b>7:45</b>	<b>7:30</b>	<b>4:30</b>	<b>3:00</b>	<b>2:30</b>
WI '99	6:15	6:45	7:00	6:00	7:30	8:00	6:45	1:45	2:30	2:30
<b>XTRA-FM</b>										
WI '00	5:45	6:30	6:15	4:30	7:00	7:15	6:00	5:30	5:00	3:15
FA '99	5:30	6:15	6:00	5:15	6:45	7:30	7:00	5:00	3:45	3:00
SU '99	6:15	7:15	6:45	5:15	7:45	7:15	4:45	6:15	6:00	5:30
SP '99	6:30	7:15	6:45	4:00	8:30	8:15	4:45	6:00	4:45	3:15
<b>4-Book</b>	<b>6:00</b>	<b>6:45</b>	<b>6:30</b>	<b>4:45</b>	<b>7:30</b>	<b>7:30</b>	<b>5:45</b>	<b>5:45</b>	<b>5:00</b>	<b>3:45</b>
WI '99	6:00	6:00	6:00	7:45	6:30	6:15	7:15	5:15	6:00	8:30
<b>KFI -AM</b>										
WI '00	7:45	8:15	7:15	7:00	6:15	6:45	6:45	10:30	7:45	7:00
FA '99	6:45	8:00	6:00	7:00	7:15	6:15	7:15	9:00	5:45	6:30
SU '99	5:15	5:45	5:15	4:30	7:30	6:00	4:30	4:30	4:30	4:30
SP '99	6:45	2:15	5:30	7:45	3:15	6:45	8:45	2:00	4:30	6:30
<b>4-Book</b>	<b>6:45</b>	<b>6:00</b>	<b>6:00</b>	<b>6:30</b>	<b>6:00</b>	<b>6:30</b>	<b>6:45</b>	<b>6:30</b>	<b>5:45</b>	<b>6:15</b>
WI '99	6:00	5:00	5:00	5:15	5:30	5:15	5:00	4:00	4:45	5:45
<b>KKBT-FM</b>										
WI '00	4:00	4:00	4:45	5:30	3:45	4:30	5:15	4:30	4:45	6:00
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	4:15	3:45	5:30	9:15	4:00	2:30	1:15	3:15	10:45	20:30
SP '99	4:00	3:45	3:45	4:00	4:45	5:00	4:15	2:45	2:15	3:45
<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 '99	4:00	3:45	5:00	7:30	3:45	5:45	11:00	3:30	4:15	3:15
<b>KNX -AM</b>										
WI '00	7:15	1:45	3:45	6:15	2:15	4:30	8:00	0:45	2:30	2:45
FA '99	3:30	2:00	3:30	3:45	2:15	3:30	3:45	1:00	3:45	3:45
SU '99	5:15	2:15	3:30	5:00	2:30	4:00	6:15	1:15	2:00	3:15
SP '99	6:00	3:00	3:45	4:00	3:00	3:30	4:00	0:00	4:30	4:00
<b>4-Book</b>	<b>5:30</b>	<b>2:15</b>	<b>3:45</b>	<b>4:45</b>	<b>2:30</b>	<b>4:00</b>	<b>5:30</b>	<b>0:45</b>	<b>3:15</b>	<b>3:30</b>
WI '99	4:30	2:15	3:15	4:00	2:15	3:45	4:15	2:00	2:45	3:30

Time Spent Listening

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

\*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
<b>KSSE-FM</b>										
WI '00	8:30	10:00	10:00	8:45	20:00	13:45	5:00	3:30	7:45	11:15
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**
<b>KWVE-FM</b>										
WI '00	4:30	4:00	5:00	5:00	1:45	4:45	5:00	5:15	5:30	4:45
FA '99	7:00	5:45	8:30	8:00	6:00	13:45	13:00	5:15	6:00	5:45
SU '99	6:00	8:45	6:30	4:45	4:15	6:00	7:00	12:30	7:00	3:15
SP '99	5:00	2:15	5:15	6:00	3:15	5:30	6:00	0:30	5:00	5:45
<b>4-Book</b>	5:45	5:15	6:15	6:00	3:45	7:30	7:45	6:00	6:00	5:00
WI '99	**	**	**	**	**	**	**	**	**	**
<b>XHTY-FM</b>										
WI '00	9:15	11:45	10:45	8:00	14:15	14:45	12:15	6:45	5:00	4:00
FA '99	6:30	7:00	4:30	5:45	8:15	4:00	5:15	5:15	5:00	6:45
SU '99	**	**	**	**	**	**	**	**	**	**
SP '99	10:15	8:00	10:45	14:45	10:45	12:00	15:00	4:30	9:45	14:45
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**
<b>*XKAM-AM</b>										
WI '00	10:15	5:45	9:00	12:30	5:00	12:30	15:00	6:15	6:00	10:15
FA '99	10:15	12:30	12:45	10:30	16:30	15:15	9:45	3:30	9:00	11:30
SU '99	**	**	**	**	**	**	**	**	**	**
SP '99	11:15	7:45	10:45	10:45	7:45	11:15	11:30	7:30	10:15	10:30
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**
WI '99	9:00	7:00	8:00	11:30	7:00	5:45	5:00	7:00	10:45	16:00

\*\* 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.

*Notations*

# Cume Duplication Percent

## Persons 12+

Monday-Sunday 6AM-MID

	KBZT-FM	KCBQ-AM	KFMB-AM	KFMB-FM	KFSD-FM	KGB-FM	KHTS-FM	KIFM-FM	KIOZ-FM	KJQY-FM	KLNV-FM	KLQV-FM	KMSX-FM	KOGO-AM	KPLN-FM	KPOP-AM	KPRZ-AM	KSDO-AM	KSON-AM	KSON-FM	KSPA-AM
Cume Pers. (00)	1907	233	1540	3511	782	2641	4337	2476	2701	2091	1497	850	2229	2393	1578	1003	519	672	353	2730	373
KBZT-FM	100	3	13	10	10	8	8	10	5	21	5	8	10	10	16	10	5	9	12	15	9
KCBQ-AM		100	3					1		1		1		6	1	2	11	9	2	1	
KFMB-AM	10	21	100	5	4	6	2	9	3	6	1	3	19	3	24	5	30	10	5	13	
KFMB-FM	18	3	12	100	17	24	26	18	21	20	3	8	45	12	19	3	10	5	11	23	8
KFSD-FM	4		2	4	100	2	2	7	4	5		1	5	4	3	2	5	7	4	2	11
KGB-FM	11		10	18	5	100	9	10	30	8	1	5	16	9	35	3	4	10	11	16	2
KHTS-FM	19	2	6	32	8	14	100	12	19	19	17	19	33	6	13	2	2	4	14	20	4
KIFM-FM	14	13	15	12	23	9	7	100	5	18	1	6	12	15	10	12	20	16	8	9	9
KIOZ-FM	7	3	5	16	15	30	12	6	100	4	3	3	16	4	22	2		1	4	11	2
KJQY-FM	23	5	7	12	14	6	9	15	3	100	2	8	15	10	15	13	17	13	2	13	19
KLNV-FM	4		1	1	1	1	6	1	2	1	100	41	3	3	3					2	
KLQV-FM	4	5		2	1	2	4	2	1	3	23	100	3	1	3	1	6	1		2	2
KMSX-FM	12		4	28	14	14	17	11	13	16	4	7	100	6	18	3	4	1	11	13	2
KOGO-AM	12	58	30	8	13	9	3	14	4	11	1	3	7	100	11	32	34	47	16	9	22
KPLN-FM	13	4	3	9	6	21	5	7	13	11	3	6	13	7	100	1	4	3	7	8	
KPOP-AM	5	8	15	1	2	1		5	1	6		1	1	13	1	100	10	19	5	6	25
KPRZ-AM	1	25	2	1	3	1		4		4		4	1	7	1	5	100	8	3	2	2
KSDO-AM	3	26	13	1	6	3	1	4		4		1		13	1	13	10	100	2	2	9
KSON-AM	2	3	2	1	2	1	1	1	1			2	2	2	2	2	2	1	100	4	
KSON-FM	21	12	9	18	8	16	13	10	11	17	3	5	16	10	14	16	12	7	33	100	11
KSPA-AM	2		3	1	5			1		3		1		3		9	1	5		1	100
KXST-FM	5		3	10	7	9	3	4	9	3		3	11	2	11				2	2	
KYXY-FM	17	2	14	21	11	8	19	19	7	37	6	15	30	13	14	11	13	7	13	19	
XBAC-AM	1		6		5			4		3		1	1	8	1	10	10	14	6		11
XEMO-AM	1	3									8	5						1	2		
XHCR-FM	5		5	3	3	9	2	3	4	5	3	4	5	5	7	1	5	4	18	17	
XHRM-FM	12	7	6	12	12	11	20	16	9	14	21	11	16	6	10	1	7	3	3	7	
XHTZ-FM	13	3	3	13	4	9	49	11	15	12	18	16	20	1	7				12	9	
XLTN-FM	2	5	1	1	1	1	3	1		1	17	31	3		3	1	2		2	1	
XMOR-FM	1		1	1	1		2	1	2		5	6	1		1						
XPRS-AM	1										11	8									
XTRA-AM	6	22	24	6	4	11	5	8	10	3	1		5	11	7	7	2	18	4	4	2
XTRA-FM	13	5	5	31	17	28	28	8	53	7	3	5	29	5	21		3	4	11	16	2
KFI-AM	3	23	14	3	3	3	1	3	2	5	2	2	2	14	4	6	13	17	2	4	10
KKBT-FM	1		1	1	1	1	5	2	2	2	2	2	2	2	1			2	2	1	
KNX-AM	3	12	11	2	7	3		3	3	3		1	1	9	4	6	3	20	4	2	17
KSSE-FM	1			2		1	2	2	1	2	4	8	2	2	3	1	1	1		2	2
KWVE-FM	1			1	1	1	1	1	1	2		2	1	1	1	1	9		2	3	2
XHTY-FM	3	2	1	1			1		1		15	10	2		1					1	
XKAM-AM			1		1			1			5	3		1					2		

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

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

# Cume Duplication Percent

## Persons 12+

Monday-Sunday 6AM-MID

	KXST-FM	KYXY-FM	XBAC-AM	XEMO-AM	XHCR-FM	XHRM-FM	XHTZ-FM	XLTN-FM	XMOR-FM	XPRS-AM	XTRA-AM	XTRA-FM	KFI-AM	KKBT-FM	KNX-AM	KSSE-FM	KWVE-FM	XHTY-FM	XKAM-AM		
Cume Pers. (00)	903	3127	578	219	979	2571	3482	687	379	222	1400	3612	987	434	782	292	342	409	190		
KBZT-FM	11	10	3	11	9	9	7	5	5	8	8	7	6	3	8	7	6	13			
KCBQ-AM				3		1		2			4		5		4			1			
KFMB-AM	5	7	16	3	7	3	1	1	2		26	2	22		22	2	2	2	5		
KFMB-FM	39	23		4	12	17	14	4	12	3	15	30	11	12		25	10	7			
KFSD-FM	6	3	7		2	4	1	1	2		2	4	2		7		2		5		
KGB -FM	28	7	1		24	11	7	4	3		20	20	8	8	10	8	9	3			
KHTS-FM	14	26	1	8	10	34	60	16	26	10	16	34	4	50	3	26	6	9			
KIFM-FM	12	15	17		9	15	8	3	4		14	5	8	11	10	14	2		10		
KIOZ-FM	26	6	2		11	9	12		18		20	40	7	14	9	5	7	5			
KJQY-FM	7	25	10		11	12	7				5	4	11	2	8	14	11	2			
KLNV-FM	1	3	1	54	4	13	8	37	19	73	1	1	7	7	18	18	2	56	41		
KLQV-FM	3	4	1	20	3	4	4	38	14	31			1	5	1	23	4	21	14		
KMSX-FM	28	21	3		12	14	13	9	7		8	18	6	8	3	18	8	8			
KOGO-AM	5	10	32	3	12	6	1				19	3	34		27	13	4	2	8		
KPLN-FM	20	7	2		10	6	3	7	6		8	9	6	5	7	17		5			
KPOP-AM		3	17		1			1			5		6		7	4	2				
KPRZ-AM		2	9		3	1		2			1		7		2	2	13				
KSDO-AM		2	17	3	3	1					8	1	11		17	2					
KSON-AM	1	2	4	3	7		1	1			1	1	1	2	2		2		3		
KSON-FM	5	16	1	3	47	7	7	5	2		7	12	11	4	6	22	22	10			
KSPA-AM	1	1	7								1		4		8		2				
KXST-FM	100	3			4	1	2		4		7	8	6	7	4	8	7				
KYXY-FM	10	100	5	7	17	13	16	7	9		10	9	10	9	7	16	14	6			
XBAC-AM		1	100		2			1			3		2		11				10		
XEMO-AM				100			1	9	28	1			1			3		11	12		
XHCR-FM	5	5	3		100	1	3	1	4	4	3		4	2	5	5	8	6	4		
XHRM-FM	3	11		3	100	31	12	22	16	11	12	6	20	6	10	10		10			
XHTZ-FM	7	18		10	10	43	100	13	28	11	11	27	2	66	1	14	3	16	6		
XLTN-FM		2	1	28	1	3	2	100	22	25	1	1	1	3		8		23	21		
XMOR-FM	2	1			3	3	12	100	4	1	3			3		8		1			
XPRS-AM				28	1	1	1	8	2	100				1		5		13	24		
XTRA-AM	10	4	7	4	6	6	5	1	2		100	7	13	4	14	3	4	2	5		
XTRA-FM	30	11			11	17	28	7	27		19	100	6	21	9	11	8				
KFI -AM	7	3	4	3	4	2	1	1			9	2	100		15	3	9	2	3		
KKBT-FM	3	1			1	3	8	2	3	3	1	3		100	1	4	3	2			
KNX -AM	3	2	15		4	2					8	2	12	2	100	2	2				
KSSE-FM	3	2		4	2	1	1	4	6	6	1	1	1	3	1	100	2	4			
KWVE-FM	2	2			3						1	1	3	2	1	2	100				
XHTY-FM		1		20	2	2	2	14	1	25	1	1	1	1		6		100	11		
XKAM-AM			3	10	1		6		20	20	1		1					5	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)
	KBZT-FM	139	7	8	181		1915	KPLN-FM	157	10	8		186	1601	XHTZ-FM	232	7
KCBQ-AM	14	6	3	19	241	KPOP-AM	166	17	11	127	1003	XLTN-FM	59	9	2	81	687
KFMB-AM	88	6	16	265	1566	KPRZ-AM	32	6	4	82	526	XMOR-FM	45	12	7	33	379
KFMB-FM	180	5	16	443	3527	KSDD-AM	26	4	20	109	678	XPRS-AM			2	43	241
KFSD-FM	102	13	3	83	782	KSON-AM	29	8	1	28	353	XTRA-AM	57	4	8	151	1400
KGB -FM	143	5	16	335	2666	KSON-FM	295	11	24	476	2757	XTRA-FM	239	7	21	381	3636
KHTS-FM	248	6	32	598	4346	KSPA-AM	52	14	2	46	373	KFI -AM	94	9	14	258	1023
KIFM-FM	230	9	19	246	2496	KXST-FM	15	2	2	86	903	KKBT-FM	7	2	2	88	434
KIOZ-FM	133	5	20	337	2716	KYXY-FM	383	12	45	534	3161	KNX -AM	106	14	18	158	798
KJQY-FM	123	6	13	189	2142	XBAC-AM	66	11	3	59	578	KSSE-FM	15	5	1	44	292
KLNV-FM	251	17	22	257	1536	XEMO-AM	28	13	2	41	219	KNVE-FM	36	11	2	39	349
KLQV-FM	35	4	5	106	856	XHCR-FM	69	7	11	217	1010	XHTY-FM	47	12	4	97	417
KMSX-FM	68	3	10	270	2238	XHRM-FM	153	6	21	364	2586	XKAM-AM	47	25	* 15	27	190
KOGO-AM	197	8	70	563	2441												
												TOTALS			594	6343	22600



Exclusive & Overnight Listening

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

# Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
<b>KBZT-FM</b>							<b>KPOP-AM</b>						
Total	93	100	.4	1907	100	7.9	Total	74	100	.3	1003	100	4.2
Black	1	1	.1	22	1	1.7	Black						
Hispanic	12	13	.2	380	20	6.4	Hispanic	13	18	.2	159	16	2.7
<b>KCBQ-AM</b>							<b>KPRZ-AM</b>						
Total	14	100	.1	233	100	1.0	Total	25	100	.1	519	100	2.2
Black		1		16	7	1.3	Black	3	12	.2	48	9	3.8
Hispanic	2	16		38	16	.6	Hispanic	2	10		73	14	1.2
<b>KFMB-AM</b>							<b>KSDO-AM</b>						
Total	74	100	.3	1540	100	6.4	Total	32	100	.1	672	100	2.8
Black				11	1	.9	Black		2		19	3	1.5
Hispanic	7	9	.1	147	10	2.5	Hispanic	2	5		71	11	1.2
<b>KFMB-FM</b>							<b>KSON-AM</b>						
Total	174	100	.7	3511	100	14.6	Total	12	100	.1	353	100	1.5
Black	1	1	.1	55	2	4.4	Black	3	22	.2	6	2	.5
Hispanic	23	13	.4	433	12	7.3	Hispanic	4	32	.1	81	23	1.4
<b>KFSD-FM</b>							<b>KSON-FM</b>						
Total	52	100	.2	782	100	3.3	Total	148	100	.6	2730	100	11.4
Black		1		23	3	1.8	Black				22	1	1.7
Hispanic	3	6	.1	79	10	1.3	Hispanic	24	16	.4	386	14	6.5
<b>KGB -FM</b>							<b>KSPA-AM</b>						
Total	143	100	.6	2641	100	11.0	Total	23	100	.1	373	100	1.6
Black	5	3	.4	80	3	6.4	Black						
Hispanic	16	11	.3	386	15	6.5	Hispanic	1	5		24	6	.4
<b>KHTS-FM</b>							<b>KXST-FM</b>						
Total	171	100	.7	4337	100	18.1	Total	38	100	.2	903	100	3.8
Black	10	6	.8	331	8	26.3	Black	2	6	.2	6	1	.5
Hispanic	57	33	1.0	1228	28	20.7	Hispanic	1	4		78	9	1.3
<b>KIFM-FM</b>							<b>KYXY-FM</b>						
Total	168	100	.7	2476	100	10.3	Total	206	100	.9	3127	100	13.0
Black	19	12	1.5	284	11	22.6	Black	8	4	.6	109	3	8.7
Hispanic	28	17	.5	449	18	7.6	Hispanic	35	17	.6	538	17	9.1
<b>KIOZ-FM</b>							<b>XBAC-AM</b>						
Total	152	100	.6	2701	100	11.3	Total	38	100	.2	578	100	2.4
Black	3	2	.2	95	4	7.6	Black				8	1	.6
Hispanic	22	14	.4	466	17	7.9	Hispanic	5	14	.1	94	16	1.6
<b>KJQY-FM</b>							<b>XEMO-AM</b>						
Total	113	100	.5	2091	100	8.7	Total	12	100	.1	219	100	.9
Black	2	2	.2	63	3	5.0	Black						
Hispanic	22	19	.4	359	17	6.1	Hispanic	12	99	.2	212	97	3.6
<b>KLNV-FM</b>							<b>XHCR-FM</b>						
Total	113	100	.5	1497	100	6.2	Total	64	100	.3	979	100	4.1
Black							Black		1		8	1	.6
Hispanic	111	98	1.9	1454	97	24.6	Hispanic	9	14	.2	166	17	2.8
<b>KLQV-FM</b>							<b>XHRM-FM</b>						
Total	40	100	.2	850	100	3.5	Total	135	100	.6	2571	100	10.7
Black				8	1	.6	Black	45	33	3.6	611	24	48.6
Hispanic	37	91	.6	698	82	11.8	Hispanic	51	38	.9	957	37	16.2
<b>KMSX-FM</b>							<b>XHTZ-FM</b>						
Total	87	100	.4	2229	100	9.3	Total	142	100	.6	3482	100	14.5
Black	5	5	.4	71	3	5.6	Black	33	23	2.6	690	20	54.8
Hispanic	12	13	.2	403	18	6.8	Hispanic	51	36	.9	1157	33	19.5
<b>KOGO-AM</b>							<b>XLTN-FM</b>						
Total	165	100	.7	2393	100	10.0	Total	37	100	.2	687	100	2.9
Black	2	1	.2	34	1	2.7	Black						
Hispanic	17	10	.3	268	11	4.5	Hispanic	37	99	.6	672	98	11.3
<b>KPLN-FM</b>							<b>XMOR-FM</b>						
Total	66	100	.3	1578	100	6.6	Total	24	100	.1	379	100	1.6
Black				3		.2	Black						
Hispanic	15	23	.3	274	17	4.6	Hispanic	22	92	.4	322	85	5.4

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.





# Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
<b>XPRS-AM</b>							<b>KNX -AM</b>						
Total	13	100	.1	222	100	.9	Total	44	100	.2	782	100	3.3
Black							Black	1	3	.1	32	4	2.5
Hispanic	13	100	.2	222	100	3.7	Hispanic	13	30	.2	123	16	2.1
<b>XTRA-AM</b>							<b>KSSE-FM</b>						
Total	73	100	.3	1400	100	5.8	Total	20	100	.1	292	100	1.2
Black	6	9	.5	137	10	10.9	Black						
Hispanic	14	19	.2	286	20	4.8	Hispanic	13	65	.2	163	56	2.8
<b>XTRA-FM</b>							<b>KWVE-FM</b>						
Total	168	100	.7	3612	100	15.1	Total	12	100	.1	342	100	1.4
Black	5	3	.4	136	4	10.8	Black						
Hispanic	30	18	.5	600	17	10.1	Hispanic	1	9		39	11	.7
<b>KFI -AM</b>							<b>XHTY-FM</b>						
Total	61	100	.3	987	100	4.1	Total	30	100	.1	409	100	1.7
Black	1	2	.1	24	2	1.9	Black						
Hispanic	7	11	.1	145	15	2.4	Hispanic	29	98	.5	382	93	6.5
<b>KKBT-FM</b>							<b>*XKAM-AM</b>						
Total	14	100	.1	434	100	1.8	Total	17	100	.1	190	100	.8
Black	6	42	.5	117	27	9.3	Black						
Hispanic	3	19	.1	117	27	2.0	Hispanic	15	89	.3	178	94	3.0
							<b>TOTALS</b>						
							Total	3469	100	14.5	22560	100	94.0
							Black	180	5	14.3	1214	5	96.5
							Hispanic	915	26	15.5	5625	25	95.0

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Ethnic Composition

# 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	42.58	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

## Instructions

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

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

### 1. Determine an estimate of standard error:

**a.** For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 2.9 rating is 16.78. Table A values represent the square root of (the rating x [100 - the rating]); therefore, Table A values are constant across all markets and surveys.

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

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 25-54, Mon-Fri 6AM-7PM might be 93.14.

**c.** Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above,  $16.78 \div 93.14 = 0.18$ .

### 2. Use the estimated standard error to construct a confidence interval around the rating:

**a.** The rating +/- one standard error will yield a 68% confidence interval. In the above example,  $2.9 \pm 0.18$  yields a confidence interval of 2.72 to 3.08. Interpretation: The user can be 68% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

**b.** The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example,  $2.9 \pm (1.64 \times 0.18)$  yields a confidence interval of 2.60 to 3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

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

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

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

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

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

## For Additional Methodology Details

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

## Limitations

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

## Metro Table B

### Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Weekend 6A-MID	Mon-Fri 6A-10A	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sat 3P-7P		Sat 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID		Mon-Fri 6A-10A + 3P-7P		Mon-Sun 6A-7P	
<b>Persons 12+</b>	46.84	70.43	85.85	69.70	87.40	88.22	103.22	103.46	96.11	106.46	110.98
<b>Persons 18+</b>	*****	*****	81.84	*****	*****	81.05	*****	98.85	*****	*****	106.04
<b>Men</b>											
18+	34.78	*****	*****	*****	*****	*****	*****	*****	*****	*****	84.16
18-24	13.22	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.56
25-34	15.88	*****	*****	*****	*****	*****	*****	*****	*****	*****	42.11
35-44	16.60	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.68
45-54	16.05	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.75
55-64	11.76	*****	*****	*****	*****	*****	*****	*****	*****	*****	31.73
65+	14.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	30.81
12-24	18.39	32.39	*****	31.52	40.83	38.46	47.85	*****	43.11	*****	51.56
18-34	20.98	32.91	40.31	31.76	42.94	40.27	48.75	48.69	47.25	*****	55.22
18-49	28.60	44.38	51.80	43.00	56.27	51.61	62.64	62.57	60.72	*****	70.96
25-49	25.76	39.01	*****	38.45	49.15	45.42	57.83	*****	50.40	*****	62.16
25-54	27.78	41.50	50.87	41.25	52.54	48.33	61.52	57.18	53.62	*****	66.12
35-64	25.95	37.93	47.90	38.73	49.20	45.64	57.93	53.84	50.49	*****	62.26
<b>Women</b>											
18+	36.88	*****	*****	*****	*****	*****	*****	*****	*****	*****	84.77
18-24	13.96	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.82
25-34	16.55	*****	*****	*****	*****	*****	*****	*****	*****	*****	42.39
35-44	18.20	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.92
45-54	16.24	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.56
55-64	13.18	*****	*****	*****	*****	*****	*****	*****	*****	*****	31.46
65+	15.00	*****	*****	*****	*****	*****	*****	*****	*****	*****	33.95
12-24	19.27	31.57	*****	31.20	38.61	39.26	47.34	*****	42.09	*****	49.30
18-34	21.85	33.66	41.56	32.51	42.52	41.19	50.48	47.19	45.14	*****	54.77
18-49	29.91	45.86	55.27	44.80	57.18	54.85	67.12	62.75	60.03	*****	72.83
25-49	27.53	40.86	*****	40.76	51.80	49.28	61.23	*****	56.12	*****	66.15
25-54	29.63	43.49	53.50	43.44	55.28	52.02	64.98	62.29	59.55	*****	70.19
35-64	28.06	40.63	49.14	40.69	51.16	48.82	59.67	57.21	54.69	*****	64.47
<b>Persons</b>											
12-24	25.00	40.83	*****	40.27	50.62	49.13	59.78	*****	55.27	*****	64.28
18-34	28.19	43.52	54.10	42.10	55.48	53.62	65.19	65.35	60.27	*****	70.10
18-49	38.19	58.25	70.85	56.69	72.63	68.80	85.37	85.58	78.93	*****	91.80
25-49	34.17	51.22	*****	50.77	64.30	60.75	75.55	*****	69.85	*****	81.24
25-54	36.68	54.34	67.22	54.20	68.54	64.65	80.99	81.19	74.88	*****	87.09
35-64	34.79	50.22	62.72	50.77	64.36	61.29	75.58	75.76	69.87	*****	81.27
<b>Teens 12-17</b>	17.72	29.03	*****	29.58	39.69	43.87	45.11	*****	47.98	*****	52.32
<b>Black P12+</b>	9.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	21.62
<b>Hispanic P12+</b>	23.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	54.81

\*\*\*\*\* 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 1990 Census data, as updated annually by Market Statistics.

### a. Metro Survey Area (Metro)

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

**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. **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 comprise the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers not listed in current telephone directories. Known nonresidential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

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

**3. Arbitron Radio Listening Diary/**The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals

12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries, 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 post-marked 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 Cume Persons Estimates

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

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

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

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

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

#### e. Rounding of Calculations

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

#### f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for 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 on Page 13 is to assist users of this report in making their own evaluation of the audience estimates. Arbitron will accept information on technical difficulties up to the day after the last day of the survey.

#### 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 on Page 13 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 Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), and
- c. The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

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

- a. 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)
- b. 9.50 percent to 90.49 percent – If one of the two stations meets all MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) and (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.
- c. 90.50 percent or greater – If the combined audience of the stations is sufficient to meet all criteria of Paragraph 8, then these stations will be listed in the report even though the stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the 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 on Page 13 of this report, along with an indication of the dayparts for which they simulcast 100 percent.

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

### Statistical Reliability

**14. Sampling Error/Arbitron** estimates are subject to the statistical variances associated with all surveys which use a sample of the universe and, additionally, to all of the factors described in Special Notices and Paragraph 16. Approximations of the sampling error can be developed by use of Tables A and B included herein. These tables were derived from an empirical study which employed "Jack-Knife Replication." This study, published by Arbitron, is titled *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 16, the 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 ten 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, ascription of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

**n.** Arbitron conducts research involving new methods of improving cooperation of 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 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 on Page 13 of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

**Reservation of Rights**

**19. Reservation of Rights/**Arbitron reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

**Disclaimer of Warranties**

**20. Disclaimer of Warranties/**Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing Arbitron data or estimates; or the Arbitron data or estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

**Restrictions on Use of Report**

**21. Restrictions on Use of Report/**All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Winter 2000, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

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

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

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

## 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 sum of the PPDVs for the appropriate demographic group. 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 who is sent survey materials.

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

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

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

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

**High-Density Area (HDA)**/A zip code-defined sampling unit 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, Pars. 8-9.)

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

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

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

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

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

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

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

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

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

**Simulcast**/The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

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

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

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

**Total Survey Area (TSA)**/A geographic area that includes the Metro Survey Area and may include additional counties (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 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 2000 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 1/1/00.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/00).

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 1/1/00.

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 1/1/00 household estimates.

## Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of December 1999, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 1999, 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 2000 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00	METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00	METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00
221	Abilene, TX	■	■	■	■	251	Grand Junction, CO	■	■	■	■	135	Peoria	■	■	■	■
68	Akron	■	■	■	■	66	Grand Rapids	■	■	■	■	5	Philadelphia	■	■	■	■
252	Albany, GA	■	■	■	■	273	Great Falls, MT	■	■	■	■	16	Phoenix	■	■	■	■
59	Albany-Schenectady-Troy	■	■	■	■	183	Green Bay	■	■	■	■	22	Pittsburgh	■	■	■	■
72	Albuquerque	■	■	■	■	42	Greensboro-Winston Salem-High Point	■	■	■	■	160	Portland, ME	■	■	■	■
203	Alexandria, LA	■	■	■	■	81	Greenville-New Bern-Jacksonville	■	■	■	■	25	Portland, OR	■	■	■	■
67	Allentown-Bethlehem	■	■	■	■	58	Greenville-Spartanburg	■	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■	■
244	Altoona	■	■	■	■	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	■	157	Poughkeepsie, NY	■	■	■	■
188	Amarillo, TX	■	■	■	■	77	Harrisburg-Lebanon-Carlisle	■	■	■	■	33	Providence-Warwick-Pawtucket	■	■	■	■
168	Anchorage	■	■	■	■	260	Harrisonburg, VA	■	■	■	■	241	Pueblo	■	■	■	■
145	Ann Arbor	■	■	■	■	44	Hartford-New Britain-Middletown	■	■	■	■	13	Puerto Rico	■	■	■	■
134	Appleton-Oshkosh	■	■	■	■	60	Honolulu	■	■	■	■	133	Quad Cities (Davenport-Rock Island-Moline)	■	■	■	■
179	Asheville	■	■	■	■	10	Houston-Galveston	■	■	■	■	48	Raleigh-Durham	■	■	■	■
11	Atlanta	■	■	■	■	144	Huntington-Ashland	■	■	■	■	258	Rapid City, SD	■	■	■	■
137	Atlantic City-Cape May	■	■	■	■	109	Huntsville	■	■	■	■	131	Reading, PA	■	■	■	■
114	Augusta, GA	■	■	■	■	38	Indianapolis	■	■	■	■	215	Redding, CA	■	■	■	■
250	Augusta-Waterville, ME	■	■	■	■	262	Ithaca, NY	■	■	■	■	128	Reno	■	■	■	■
49	Austin	■	■	■	■	118	Jackson, MS	■	■	■	■	57	Richmond	■	■	■	■
86	Bakersfield	■	■	■	■	267	Jackson, TN	■	■	■	■	28	Riverside-San Bernardino	■	■	■	■
20	Baltimore	■	■	■	■	51	Jacksonville	■	■	■	■	105	Roanoke-Lynchburg	■	■	■	■
268	Bangor, ME	■	■	■	■	96	Johnson City-Kingsport-Bristol	■	■	■	■	229	Rochester, MN	■	■	■	■
82	Baton Rouge	■	■	■	■	170	Johnstown	■	■	■	■	52	Rochester, NY	■	■	■	■
238	Battle Creek, MI	■	■	■	■	271	Jonesboro, AR	■	■	■	■	148	Rockford	■	■	■	■
127	Beaumont-Port Arthur, TX	■	■	■	■	227	Joplin, MO	■	■	■	■	29	Sacramento	■	■	■	■
269	Beckley, WV	■	■	■	■	176	Kalamazoo	■	■	■	■	125	Saginaw-Bay City-Midland	■	■	■	■
245	Billings, MT	■	■	■	■	30	Kansas City	■	■	■	■	212	St. Cloud, MN	■	■	■	■
136	Biloxi-Gulfport-Pascagoula, MS	■	■	■	■	149	Killeen-Temple, TX	■	■	■	■	19	St. Louis	■	■	■	■
166	Binghamton	■	■	■	■	69	Knoxville	■	■	■	■	150	Salisbury-Ocean City	■	■	■	■
55	Birmingham	■	■	■	■	236	Lafayette, IN	■	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■	■
265	Bismarck, ND	■	■	■	■	100	Lafayette, LA	■	■	■	■	259	San Angelo, TX	■	■	■	■
214	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	■	205	Lake Charles, LA	■	■	■	■	32	San Antonio	■	■	■	■
230	Bloomington	■	■	■	■	98	Lakeland-Winter Haven	■	■	■	■	15	San Diego	■	■	■	■
253	Bluefield, WV	■	■	■	■	111	Lancaster	■	■	■	■	4	San Francisco	■	■	■	■
124	Boise	■	■	■	■	115	Lansing-East Lansing	■	■	■	■	27	San Jose	■	■	■	■
8	Boston	■	■	■	■	202	Laredo, TX	■	■	■	■	165	San Luis Obispo, CA	■	■	■	■
112	Bridgeport	■	■	■	■	40	Las Vegas	■	■	■	■	185	Santa Barbara, CA	■	■	■	■
275	Brunswick, GA	■	■	■	■	208	Laurel-Hattiesburg, MS	■	■	■	■	235	Santa Fe, NM	■	■	■	■
232	Bryan-College Station, TX	■	■	■	■	257	Lawton, OK	■	■	■	■	195	Santa Maria-Lompoc, CA	■	■	■	■
45	Buffalo-Niagara Falls	■	■	■	■	261	Lewiston-Auburn, ME	■	■	■	■	113	Santa Rosa	■	■	■	■
225	Burlington, VT	■	■	■	■	106	Lexington-Fayette	■	■	■	■	78	Sarasota-Bradenton	■	■	■	■
123	Canton	■	■	■	■	228	Lima, OH	■	■	■	■	154	Savannah	■	■	■	■
182	Cape Cod, MA	■	■	■	■	172	Lincoln	■	■	■	■	14	Seattle-Tacoma	■	■	■	■
276	Casper, WY	■	■	■	■	83	Little Rock	■	■	■	■	130	Shreveport	■	■	■	■
201	Cedar Rapids	■	■	■	■	2	Los Angeles	■	■	■	■	249	Sioux City, IA	■	■	■	■
209	Champaign, IL	■	■	■	■	53	Louisville	■	■	■	■	210	Sioux Falls	■	■	■	■
87	Charleston, SC	■	■	■	■	177	Lubbock	■	■	■	■	163	South Bend	■	■	■	■
162	Charleston, WV	■	■	■	■	147	Macon	■	■	■	■	91	Spokane	■	■	■	■
37	Charlotte-Gastonia-Rock Hill	■	■	■	■	120	Madison	■	■	■	■	197	Springfield, IL	■	■	■	■
222	Charlottesville, VA	■	■	■	■	186	Manchester	■	■	■	■	80	Springfield, MA	■	■	■	■
104	Chattanooga	■	■	■	■	255	Mankato-New Ulm-St. Peter, MN	■	■	■	■	146	Springfield, MO	■	■	■	■
272	Cheyenne, WY	■	■	■	■	213	Marion-Carbondale (Southern Illinois)	■	■	■	■	139	Stamford-Norwalk, CT	■	■	■	■
3	Chicago	■	■	■	■	269	Mason City, IA	■	■	■	■	237	State College, PA	■	■	■	■
191	Chico, CA	■	■	■	■	63	McAllen-Brownsville-Harlingen	■	■	■	■	85	Stockton	■	■	■	■
26	Cincinnati	■	■	■	■	207	Medford-Ashland, OR	■	■	■	■	239	Sussex, NJ	■	■	■	■
24	Cleveland	■	■	■	■	95	Melbourne-Titusville-Cocoa	■	■	■	■	75	Syracuse	■	■	■	■
94	Colorado Springs	■	■	■	■	46	Memphis	■	■	■	■	159	Tallahassee	■	■	■	■
243	Columbia, MO	■	■	■	■	190	Merced, CA	■	■	■	■	21	Tampa-St. Petersburg-Clearwater	■	■	■	■
89	Columbia, SC	■	■	■	■	274	Meridian, MS	■	■	■	■	192	Terre Haute	■	■	■	■
169	Columbus, GA	■	■	■	■	12	Miami-Ft. Lauderdale-Hollywood	■	■	■	■	246	Texarkana, TX-AR	■	■	■	■
34	Columbus, OH	■	■	■	■	31	Milwaukee-Racine	■	■	■	■	79	Toledo	■	■	■	■
247	Columbus-Starkville-West Point, MS	■	■	■	■	17	Minneapolis-St. Paul	■	■	■	■	181	Topeka	■	■	■	■
264	Cookeville, TN	■	■	■	■	88	Mobile	■	■	■	■	196	Traverse City-Petoskey, MI	■	■	■	■
129	Corpus Christi	■	■	■	■	122	Modesto	■	■	■	■	138	Trenton, NJ	■	■	■	■
6	Dallas-Ft. Worth	■	■	■	■	47	Monmouth-Ocean	■	■	■	■	206	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■	■
189	Danbury, CT	■	■	■	■	234	Monroe, LA	■	■	■	■	61	Tucson	■	■	■	■
56	Dayton	■	■	■	■	74	Monterey-Salinas-Santa Cruz	■	■	■	■	62	Tulsa	■	■	■	■
93	Daytona Beach	■	■	■	■	142	Montgomery	■	■	■	■	178	Tupelo, MS	■	■	■	■
254	Decatur, IL	■	■	■	■	187	Morgantown-Clarksburg-Fairmont, WV	■	■	■	■	216	Tuscaloosa, AL	■	■	■	■
23	Denver-Boulder	■	■	■	■	99	Morristown, NJ	■	■	■	■	140	Tyler-Longview, TX	■	■	■	■
92	Des Moines	■	■	■	■	217	Muskegon, MI	■	■	■	■	151	Utica-Rome	■	■	■	■
7	Detroit	■	■	■	■	173	Myrtle Beach, SC	■	■	■	■	106	Visalia-Tulare-Hanford	■	■	■	■
184	Dothan, AL	■	■	■	■	43	Nashville	■	■	■	■	193	Waco, TX	■	■	■	■
220	Dubuque, IA	■	■	■	■	18	Nassau-Suffolk (Long Island)	■	■	■	■	9	Washington, DC	■	■	■	■
219	Duluth-Superior	■	■	■	■	164	New Bedford-Fall River, MA	■	■	■	■	180	Waterbury, CT	■	■	■	■
231	Eau Claire, WI	■	■	■	■	102	New Haven	■	■	■	■	233	Waterloo-Cedar Falls	■	■	■	■
199	Elmira-Corning, NY	■	■	■	■	167	New London, CT	■	■	■	■	256	Watertown, NY	■	■	■	■
70	El Paso	■	■	■	■	41	New Orleans	■	■	■	■	158	Wausau-Stevens Point, WI (Central WI)	■	■	■	■
156	Erie	■	■	■	■	1	New York	■	■	■	■	50	West Palm Beach-Boca Raton	■	■	■	■
143	Eugene-Springfield	■	■	■	■	141	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	■	223	Wheeling	■	■	■	■
152	Evansville	■	■	■	■	36	Norfolk-Virginia Beach-Newport News	■	■	■	■	84	Wichita	■	■	■	■
211	Fargo-Moorhead	■	■	■	■	174	Odessa-Midland, TX	■	■	■	■	242	Wichita Falls, TX	■	■	■	■
126	Fayetteville, NC	■	■	■	■	54	Oklahoma City	■	■	■	■	64	Wilkes Barre-Scranton	■	■	■	■
155	Fayetteville (Northwest Arkansas)	■	■	■	■	73	Omaha-Council Bluffs	■	■	■	■	248	Williamsport, PA	■	■	■	■
119	Flint	■	■	■	■	39	Orlando	■	■	■	■	76	Wilmington, DE	■	■	■	■
198	Florence, SC	■	■	■	■	266	Owensboro, KY	■	■	■	■	175	Wilmington, NC	■	■	■	■
240	Florence-Muscie Shoals, AL	■	■	■	■	108	Oxnard-Ventura	■	■	■	■	218	Winchester, VA	■	■	■	■
132	Ft. Collins-Greeley, CO	■	■	■	■	153	Palm Springs, CA	■	■	■	■	110	Worcester	■	■	■	■
71	Ft. Myers-Naples-Marco Island	■	■	■	■	226	Panama City, FL	■	■	■	■	194	Yakima, WA	■	■	■	■
116	Ft. Pierce-Stuart-Vero Beach	■	■	■	■	224	Parkersburg-Marietta, WV-OH	■	■	■	■	103	York	■	■	■	■
171	Ft. Smith, AR	■	■	■	■	121	Pensacola	■	■	■	■	97	Youngstown-Warren	■	■	■	■
204	Ft. Walton Beach, FL	■	■	■	■												

# Media Targeting 2000<sup>SM</sup>

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

**PREFACE**/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ for the 48 contiguous states of the United States. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium**, Monday-Friday, 6AM-6PM; and **Media Exposure Prior to Purchasing**, within one hour prior

to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

**METHODOLOGY**/Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

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# Arbitron 2000 Spring Delivery Schedule

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

\* All times are local market times.

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

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# Arbitron 2000 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 25	1:00PM LMT	Jun 22	1:00PM	Jul 21	10:00AM	Jul 21	1:00PM	Jul 25	10:00AM	Jul 26	Jul 27	Jul 28						
Colorado Springs	Jun 01	9:30AM LMT	Jun 28	9:30AM	Jul 27	12:30PM	Jul 27	3:30PM	Jul 31	12:30PM	Aug 01	Aug 02	Aug 03						
Columbia, MO	Jun 08	10:00AM LMT	Jul 06	10:00AM	Aug 03	10:00AM	Jul 31	9:30AM	Aug 02	9:00AM	Aug 03	Aug 04	Aug 07						
Columbia, SC							Aug 03	1:00PM	Aug 07	10:00AM	Aug 08	Aug 09	Aug 10						
Columbus, GA							Aug 10	3:00PM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17						
Columbus, OH							Jul 27	1:00PM	Jul 31	10:00AM	Aug 01	Aug 02	Aug 03						
Columbus-Starkville-West Point, MS	Jun 01	10:00AM LMT	Jun 28	10:00AM	Jul 27	10:00AM	Aug 14	9:00AM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21						
Cookeville, TN							Aug 03	10:00AM	Aug 07	9:00AM	Aug 08	Aug 09	Aug 10						
Corpus Christi							Aug 07	9:00AM	Aug 09	9:00AM	Aug 10	Aug 11	Aug 14						
Dallas-Ft. Worth							May 30	12:00PM LMT	Jun 26	12:00PM	Jul 25	12:00PM	Jul 25	3:00PM	Jul 27	12:00PM	Jul 28	Jul 31	Aug 01
Danbury, CT	Jun 06	10:00AM LMT	Jul 03	10:00AM	Aug 01	10:00AM	Jul 17	10:00AM	Jul 19	10:00AM	Jul 20	Jul 21	Jul 24						
Dayton							Aug 01	1:00PM	Aug 03	10:00AM	Aug 04	Aug 07	Aug 08						
Daytona Beach							Jul 26	1:00PM	Jul 28	10:00AM	Jul 31	Aug 01	Aug 02						
Decatur, IL	May 31	2:00PM LMT	Jun 27	2:00PM	Jul 26	12:30PM	Jul 19	10:00AM	Jul 21	9:00AM	Jul 24	Jul 25	Jul 26						
Denver-Boulder							Jul 26	3:30PM	Jul 28	12:30PM	Jul 31	Aug 01	Aug 02						
Des Moines							Aug 03	10:30AM	Aug 07	10:30AM	Aug 08	Aug 09	Aug 10						
Detroit							May 23	11:30AM LMT	Jun 20	11:30AM	Jul 18	11:30AM	Jul 18	2:30PM	Jul 20	11:30AM	Jul 21	Jul 24	Jul 25
Dothan, AL							Aug 10	10:30AM	Aug 14	9:00AM	Aug 15	Aug 16	Aug 17						
Dubuque, IA							Aug 09	9:00AM	Aug 11	9:00AM	Aug 14	Aug 15	Aug 16						
Duluth-Superior							Aug 11	11:30AM	Aug 15	9:00AM	Aug 16	Aug 17	Aug 18						
Eau Claire, WI							Aug 08	11:30AM	Aug 10	9:00AM	Aug 11	Aug 14	Aug 15						
El Paso	Jun 12	9:30AM LMT	Jul 10	9:30AM	Aug 07	11:00AM	Aug 07	2:00PM	Aug 09	11:00AM	Aug 10	Aug 11	Aug 14						
Elizabeth City-Nags Head, NC							Jul 31	10:00AM	Aug 02	10:00AM	Aug 03	Aug 04	Aug 07						
Elmira-Corning, NY							Aug 11	10:00AM	Aug 15	10:00AM	Aug 16	Aug 17	Aug 18						
Erie							Aug 10	2:30PM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17						
Eugene-Springfield							Aug 02	9:00AM	Aug 04	7:00AM	Aug 07	Aug 08	Aug 09						
Evansville							Aug 09	10:30AM	Aug 11	9:00AM	Aug 14	Aug 15	Aug 16						
Fargo-Moorhead							Aug 14	11:00AM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21						
Fayetteville (NW Arkansas)							Aug 15	9:00AM	Aug 17	3:00PM	Aug 18	Aug 21	Aug 22						
Fayetteville, NC							Aug 14	3:00PM	Aug 16	10:00AM	Aug 17	Aug 18	Aug 21						
Flint							Jul 21	12:00PM	Jul 25	10:00AM	Jul 26	Jul 27	Jul 28						
Florence, SC							Aug 07	1:00PM	Aug 09	10:00AM	Aug 10	Aug 11	Aug 14						
Florence-Muscle Shoals, AL							Aug 09	9:00AM	Aug 11	9:00AM	Aug 14	Aug 15	Aug 16						
Frederick, MD							Jul 20	10:30AM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 27						
Fresno	Jun 02	10:00AM LMT	Jun 29	10:00AM	Jul 27	1:00PM	Jul 27	4:00PM	Jul 31	1:00PM	Aug 01	Aug 02	Aug 03						
Ft. Collins-Greeley, CO							Jul 28	9:00AM	Aug 01	8:00AM	Aug 02	Aug 03	Aug 04						
Ft. Myers-Naples-Marco Island							Jul 28	10:00AM	Aug 01	10:00AM	Aug 02	Aug 03	Aug 04						
Ft. Pierce-Stuart-Vero Beach							Jul 27	10:00AM	Jul 31	10:00AM	Aug 01	Aug 02	Aug 03						
Ft. Smith, AR							Aug 15	2:00PM	Aug 17	9:00AM	Aug 18	Aug 21	Aug 22						
Ft. Walton Beach, FL							Aug 02	9:00AM	Aug 04	9:00AM	Aug 07	Aug 08	Aug 09						
Ft. Wayne							Aug 03	9:30AM	Aug 07	9:00AM	Aug 08	Aug 09	Aug 10						
Gainesville-Ocala							Aug 02	10:30AM	Aug 04	10:00AM	Aug 07	Aug 08	Aug 09						
Grand Forks, ND-MN							Aug 14	2:00PM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21						
Grand Junction, CO							Aug 15	2:00PM	Aug 17	8:00AM	Aug 18	Aug 21	Aug 22						
Grand Rapids							Jun 07	1:00PM LMT	Jul 05	1:00PM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 04	10:00AM	Aug 07	Aug 08	Aug 09
Great Falls, MT							Aug 15	1:30PM	Aug 17	8:00AM	Aug 18	Aug 21	Aug 22						
Green Bay							Aug 14	11:30AM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21						
Greensboro-Winston Salem-High Point							Jun 07	1:00PM LMT	Jul 05	1:00PM	Aug 02	11:30AM	Aug 02	2:30PM	Aug 04	11:30AM	Aug 07	Aug 08	Aug 09
Greenville-New Bern-Jacksonville							Jun 09	10:00AM LMT	Jul 07	10:00AM	Aug 04	10:00AM	Aug 04	1:00PM	Aug 08	10:00AM	Aug 09	Aug 10	Aug 11
Greenville-Spartanburg	Jun 08	11:30AM LMT	Jul 06	11:30AM	Aug 03	11:30AM	Aug 03	2:30PM	Aug 07	11:30AM	Aug 08	Aug 09	Aug 10						
Hagerstn-Chambrsg-Waynsb, MD-PA							Jul 24	11:30AM	Jul 26	10:00AM	Jul 27	Jul 28	Jul 31						
Harrisburg-Lebanon-Carlisle	Jun 06	1:00PM LMT	Jul 03	1:00PM	Aug 01	1:00PM	Aug 01	4:00PM	Aug 03	1:00PM	Aug 04	Aug 07	Aug 08						
Harrisonburg, VA							Aug 10	10:30AM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17						
Hartford-New Britain-Middletown	May 25	2:30PM LMT	Jun 22	2:30PM	Jul 21	11:30AM	Jul 21	2:30PM	Jul 25	11:30AM	Jul 26	Jul 27	Jul 28						

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

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**ARBITRON**

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# Arbitron 2000 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	
Honolulu	Jun 02	10:00AM LMT	Jun 29	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 02	10:00AM	Aug 03	Aug 04	Aug 07
Houston-Galveston	May 30	3:00PM LMT	Jun 26	3:00PM	Jul 25	1:30PM	Jul 25	4:30PM	Jul 27	1:30PM	Jul 28	Jul 31	Aug 01
Huntington-Ashland							Aug 08	11:30AM	Aug 10	10:00AM	Aug 11	Aug 14	Aug 15
Huntsville	Jun 09	10:30AM LMT	Jul 07	10:30AM	Aug 07	9:00AM	Aug 07	12:00PM	Aug 09	9:00AM	Aug 10	Aug 11	Aug 14
Indianapolis	Jun 02	9:00AM LMT	Jun 29	9:00AM	Jul 28	9:00AM	Jul 28	12:00PM	Aug 01	9:00AM	Aug 02	Aug 03	Aug 04
Ithaca, NY							Jul 24	11:30AM	Jul 26	10:00AM	Jul 27	Jul 28	Jul 31
Jackson, MS	Jun 09	10:30AM LMT	Jul 07	10:30AM	Aug 04	10:30AM	Aug 04	1:30PM	Aug 08	10:30AM	Aug 09	Aug 10	Aug 11
Jackson, TN							Aug 07	2:30PM	Aug 09	4:00PM	Aug 10	Aug 11	Aug 14
Jacksonville	Jun 05	10:00AM LMT	Jun 30	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 02	10:00AM	Aug 03	Aug 04	Aug 07
Johnson City-Kingsport-Bristol	Jun 09	10:00AM LMT	Jul 07	10:00AM	Aug 04	10:00AM	Aug 04	1:00PM	Aug 08	10:00AM	Aug 09	Aug 10	Aug 11
Johnstown							Jul 24	10:00AM	Jul 26	10:00AM	Jul 27	Jul 28	Jul 31
Jonesboro, AR							Aug 07	1:00PM	Aug 09	9:00AM	Aug 10	Aug 11	Aug 14
Joplin, MO							Aug 11	10:00AM	Aug 15	9:00AM	Aug 16	Aug 17	Aug 18
Kalamazoo							Aug 02	10:00AM	Aug 04	10:00AM	Aug 07	Aug 08	Aug 09
Kansas City	Jun 01	12:00PM LMT	Jun 28	12:00PM	Jul 27	12:00PM	Jul 27	3:00PM	Jul 31	12:00PM	Aug 01	Aug 02	Aug 03
Killeen-Temple, TX							Jul 27	10:30AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 03
Knoxville	Jun 07	11:30AM LMT	Jul 05	11:30AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 04	10:00AM	Aug 07	Aug 08	Aug 09
Lafayette, IN							Jul 27	9:30AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 03
Lafayette, LA							Aug 09	12:30PM	Aug 11	9:00AM	Aug 14	Aug 15	Aug 16
Lake Charles, LA							Aug 08	1:00PM	Aug 10	9:00AM	Aug 11	Aug 14	Aug 15
Lakeland-Winter Haven							Jul 26	10:00AM	Jul 28	10:00AM	Jul 31	Aug 01	Aug 02
Lancaster							Aug 01	10:30AM	Aug 03	10:00AM	Aug 04	Aug 07	Aug 08
Lansing-East Lansing	Jun 07	11:30AM LMT	Jul 05	11:30AM	Aug 02	11:30AM	Aug 02	2:30PM	Aug 04	11:30AM	Aug 07	Aug 08	Aug 09
Laredo, TX							Aug 03	9:30AM	Aug 07	9:00AM	Aug 08	Aug 09	Aug 10
Las Vegas	Jun 02	11:30AM LMT	Jun 29	11:30AM	Jul 28	10:00AM	Jul 28	1:00PM	Aug 01	10:00AM	Aug 02	Aug 03	Aug 04
Laurel-Hattiesburg, MS							Aug 02	9:00AM	Aug 04	9:00AM	Aug 07	Aug 08	Aug 09
Lawton, OK							Aug 04	9:00AM	Aug 08	9:00AM	Aug 09	Aug 10	Aug 11
Lewiston-Auburn, ME							Aug 09	10:30AM	Aug 11	10:00AM	Aug 14	Aug 15	Aug 16
Lexington-Fayette							Aug 08	10:00AM	Aug 10	10:00AM	Aug 11	Aug 14	Aug 15
Lima, OH							Aug 02	10:30AM	Aug 04	10:00AM	Aug 07	Aug 08	Aug 09
Lincoln							Aug 11	9:30AM	Aug 15	9:00AM	Aug 16	Aug 17	Aug 18
Little Rock	Jun 08	12:00PM LMT	Jul 06	12:00PM	Aug 03	12:00PM	Aug 03	3:00PM	Aug 07	12:00PM	Aug 08	Aug 09	Aug 10
Los Angeles	May 22	10:00AM LMT	Jun 19	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 20	10:00AM	Jul 21	Jul 24	Jul 25
Louisville	Jun 02	11:30AM LMT	Jun 29	11:30AM	Jul 28	11:30AM	Jul 28	2:30PM	Aug 01	11:30AM	Aug 02	Aug 03	Aug 04
Lubbock							Aug 09	9:30AM	Aug 11	9:00AM	Aug 14	Aug 15	Aug 16
Macon							Aug 10	10:00AM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17
Madison	Jun 09	10:30AM LMT	Jul 07	10:30AM	Aug 04	10:30AM	Aug 04	1:30PM	Aug 08	10:30AM	Aug 09	Aug 10	Aug 11
Manchester							Jul 21	11:00AM	Jul 25	10:00AM	Jul 26	Jul 27	Jul 28
Mankato-New Ulm-St. Peter, MN							Jul 27	9:30AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 03
Marion-Carbondale (Southern IL)							Jul 28	9:30AM	Aug 01	9:00AM	Aug 02	Aug 03	Aug 04
Mason City, IA							Aug 14	1:00PM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21
McAllen-Brownsville-Harlingen							Aug 07	9:00AM	Aug 09	9:00AM	Aug 10	Aug 11	Aug 14
Medford-Ashland, OR							Aug 15	9:00AM	Aug 17	7:00AM	Aug 18	Aug 21	Aug 22
Melbourne-Titusville-Cocoa							Jul 26	1:00PM	Jul 28	10:00AM	Jul 31	Aug 01	Aug 02
Memphis	Jun 07	9:00AM LMT	Jul 05	9:00AM	Aug 01	1:30PM	Aug 01	4:30PM	Aug 03	1:30PM	Aug 04	Aug 07	Aug 08
Merced, CA							Jul 21	9:30AM	Jul 25	7:00AM	Jul 26	Jul 27	Jul 28
Meridian, MS							Aug 15	9:00AM	Aug 17	9:00AM	Aug 18	Aug 21	Aug 22
Miami-Ft. Lauderdale-Hollywood	May 31	2:30PM LMT	Jun 27	2:30PM	Jul 26	1:00PM	Jul 26	4:00PM	Jul 28	1:00PM	Jul 31	Aug 01	Aug 02
Milwaukee-Racine	Jun 02	10:30AM LMT	Jun 29	10:30AM	Jul 28	10:30AM	Jul 28	1:30PM	Aug 01	10:30AM	Aug 02	Aug 03	Aug 04
Minneapolis-St. Paul	May 30	1:30PM LMT	Jun 26	1:30PM	Jul 25	9:00AM	Jul 25	12:00PM	Jul 27	9:00AM	Jul 28	Jul 31	Aug 01
Mobile	Jun 05	12:00PM LMT	Jun 30	12:00PM	Jul 31	10:30AM	Jul 31	1:30PM	Aug 02	10:30AM	Aug 03	Aug 04	Aug 07
Modesto							Jul 24	9:00AM	Jul 26	7:00AM	Jul 27	Jul 28	Jul 31
Monmouth-Ocean							Jul 14	10:30AM	Jul 18	10:00AM	Jul 19	Jul 20	Jul 21
Monroe, LA							Aug 15	10:30AM	Aug 17	9:00AM	Aug 18	Aug 21	Aug 22

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**ARBITRON**

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# Arbitron 2000 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
Monterey-Salinas-Santa Cruz	May 24	11:30AM LMT	Jun 21	11:30AM	Jul 20	10:00AM	Jul 20	1:00PM	Jul 24 10:00AM	Jul 25	Jul 26	Jul 27
Montgomery Morgantown-Clarks-Fairmont, WV Morristown, NJ Muskegon, MI							Aug 10 9:30AM Aug 07 11:00AM Jul 14 10:00AM Aug 04 10:30AM		Aug 14 9:00AM Aug 09 10:00AM Jul 18 10:00AM Aug 08 10:00AM	Aug 15 Aug 10 Jul 19 Aug 09	Aug 16 Aug 11 Jul 20 Aug 10	Aug 17 Aug 14 Jul 21 Aug 11
Myrtle Beach, SC Nashville Nassau-Suffolk (Long Island) New Bedford-Fall River, MA	Jun 06 May 19	3:00PM LMT 11:30AM LMT	Jul 03 Jun 16	3:00PM 11:30AM	Aug 01 Jul 14	12:00PM 11:30AM	Aug 10 11:00AM Aug 01 3:00PM Jul 14 2:30PM Jul 18 10:30AM		Aug 14 10:00AM Aug 03 12:00PM Jul 18 11:30AM Jul 20 10:00AM	Aug 15 Aug 04 Jul 19 Jul 21	Aug 16 Aug 07 Jul 20 Jul 24	Aug 17 Aug 08 Jul 21 Jul 25
New Haven New London, CT New Orleans New York	Jun 05 May 19	10:30AM LMT 10:00AM LMT	Jun 30 Jun 16	10:30AM 10:00AM	Jul 31 Jul 14	10:30AM 10:00AM	Jul 21 10:30AM Jul 24 10:00AM Jul 31 1:30PM Jul 14 1:00PM		Jul 25 10:00AM Jul 26 10:00AM Aug 02 10:30AM Jul 18 10:00AM	Jul 26 Jul 27 Aug 03 Jul 19	Jul 27 Jul 28 Aug 04 Jul 20	Jul 28 Jul 31 Aug 07 Jul 21
Newburgh-Middletown, NY(Md-Hud Vly) Norfolk-Virginia Beach-Newport News Odessa-Midland, TX Oklahoma City	Jun 05	10:00AM LMT	Jun 30	10:00AM	Jul 31	10:00AM	Jul 19 1:00PM Jul 31 1:00PM Aug 15 12:00PM Aug 02 1:30PM		Jul 21 10:00AM Aug 02 10:00AM Aug 17 9:00AM Aug 04 10:30AM	Jul 24 Aug 03 Aug 18 Aug 07	Jul 25 Aug 04 Aug 21 Aug 08	Jul 26 Aug 07 Aug 22 Aug 09
Omaha-Council Bluffs Orlando Owensboro, KY Oxnard-Ventura	Jun 07 May 31	3:00PM LMT 1:00PM LMT	Jul 05 Jun 27	3:00PM 1:00PM	Aug 02 Jul 26	12:00PM 11:30AM	Aug 02 3:00PM Jul 26 2:30PM Aug 09 10:30AM Jul 20 9:00AM		Aug 04 12:00PM Jul 28 11:30AM Aug 11 9:00AM Jul 24 7:00AM	Aug 07 Jul 31 Aug 14 Jul 25	Aug 08 Aug 01 Aug 15 Jul 26	Aug 09 Aug 02 Aug 16 Jul 27
Palm Springs, CA Panama City, FL Parkersburg-Marietta, WV-OH Pensacola							Jul 19 9:30AM Aug 15 10:00AM Aug 14 10:30AM Jul 31 10:30AM		Jul 21 7:00AM Aug 17 9:00AM Aug 16 10:00AM Aug 02 9:00AM	Jul 24 Aug 18 Aug 17 Aug 03	Jul 25 Aug 21 Aug 18 Aug 04	Jul 26 Aug 22 Aug 21 Aug 07
Peoria Philadelphia Phoenix Pittsburgh	May 23 May 25 May 26	10:00AM LMT 1:00PM LMT 10:00AM LMT	Jun 20 Jun 22 Jun 23	10:00AM 1:00PM 10:00AM	Jul 18 Jul 21 Jul 24	10:00AM 10:00AM 10:00AM	Jul 19 10:30AM Jul 18 1:00PM Jul 21 1:00PM Jul 24 1:00PM		Jul 21 9:00AM Jul 20 10:00AM Jul 25 10:00AM Jul 26 10:00AM	Jul 24 Jul 21 Jul 26 Jul 27	Jul 25 Jul 24 Jul 27 Jul 28	Jul 26 Jul 25 Jul 28 Jul 31
Portland, ME Portland, OR Portsmouth-Dover-Rochester Poughkeepsie, NY	Jun 01	1:00PM LMT	Jun 28	1:00PM	Jul 27	11:30AM	Aug 10 2:00PM Jul 27 2:30PM Jul 24 12:30PM Jul 17 10:00AM		Aug 14 10:00AM Jul 31 11:30AM Jul 26 10:00AM Jul 19 10:00AM	Aug 15 Aug 01 Jul 27 Jul 20	Aug 16 Aug 02 Jul 28 Jul 21	Aug 17 Aug 03 Jul 31 Jul 24
Providence-Warwick-Pawtucket Pueblo Puerto Rico Quad Cities	May 24 Jun 12	11:30AM LMT 11:30AM LMT	Jun 21 Jul 10	11:30AM 11:30AM	Jul 19 Aug 07	10:00AM 1:00PM	Jul 19 1:00PM Jul 31 9:00AM Aug 07 4:00PM Jul 17 10:00AM		Jul 21 10:00AM Aug 02 8:00AM Aug 09 1:00PM Jul 19 9:00AM	Jul 24 Aug 03 Aug 10 Jul 20	Jul 25 Aug 04 Aug 11 Jul 21	Jul 26 Aug 07 Aug 14 Jul 24
Raleigh-Durham Rapid City, SD Reading, PA Redding, CA	Jun 06	1:00PM LMT	Jul 03	1:00PM	Aug 01	11:30AM	Aug 01 2:30PM Aug 15 12:30PM Jul 20 10:00AM Jul 24 9:00AM		Aug 03 11:30AM Aug 17 8:00AM Jul 24 10:00AM Jul 26 7:00AM	Aug 04 Aug 18 Jul 25 Jul 27	Aug 07 Aug 21 Jul 26 Jul 28	Aug 08 Aug 22 Jul 27 Jul 31
Reno Richmond Riverside-San Bernardino Roanoke-Lynchburg	Jun 02 May 19	10:00AM LMT 10:00AM LMT	Jun 29 Jun 16	10:00AM 10:00AM	Jul 28 Jul 17	10:00AM 10:00AM	Aug 11 9:00AM Jul 28 1:00PM Jul 17 1:00PM Aug 08 10:30AM		Aug 15 7:00AM Aug 01 10:00AM Jul 19 10:00AM Aug 10 10:00AM	Aug 16 Aug 02 Jul 20 Aug 11	Aug 17 Aug 03 Jul 21 Aug 14	Aug 18 Aug 04 Jul 24 Aug 15
Rochester, MN Rochester, NY Rockford Sacramento	Jun 06 May 24	11:30AM LMT 1:00PM LMT	Jul 03 Jun 21	11:30AM 1:00PM	Aug 01 Jul 20	11:30AM 11:30AM	Aug 15 10:00AM Aug 01 2:30PM Jul 17 9:30AM Jul 20 2:30PM		Aug 17 9:00AM Aug 03 11:30AM Jul 19 9:00AM Jul 24 11:30AM	Aug 18 Aug 04 Jul 20 Jul 25	Aug 21 Aug 07 Jul 21 Jul 26	Aug 22 Aug 08 Jul 24 Jul 27
Saginaw-Bay City-Midland Salisbury-Ocean City Salt Lake City-Ogden-Provo San Angelo, TX	May 26 Jun 02	10:00AM LMT 2:00PM LMT	Jun 23 Jun 29	10:00AM 2:00PM	Jul 24 Jul 28	10:00AM 12:30PM	Jul 24 1:00PM Jul 26 10:30AM Jul 28 3:30PM Aug 15 11:30AM		Jul 26 10:00AM Jul 28 10:00AM Aug 01 12:30PM Aug 17 9:00AM	Jul 27 Jul 31 Aug 02 Aug 18	Jul 28 Aug 01 Aug 03 Aug 21	Jul 31 Aug 02 Aug 04 Aug 22
San Antonio	Jun 06	1:30PM LMT	Jul 03	1:30PM	Aug 01	1:30PM	Aug 01 4:30PM		Aug 03 1:30PM	Aug 04	Aug 07	Aug 08

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**ARBITRON**

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# Arbitron 2000 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	
San Diego	May 23	11:30AM LMT	Jun 20	11:30AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 21	10:00AM	Jul 24	Jul 25	Jul 26
San Francisco	May 24	10:00AM LMT	Jun 21	10:00AM	Jul 20	1:00PM	Jul 20	4:00PM	Jul 24	1:00PM	Jul 25	Jul 26	Jul 27
San Jose	May 24	11:30AM LMT	Jun 21	11:30AM	Jul 20	10:00AM	Jul 20	1:00PM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 27
San Luis Obispo, CA							Jul 21	10:00AM	Jul 25	7:00AM	Jul 26	Jul 27	Jul 28
Santa Barbara, CA							Jul 19	9:00AM	Jul 21	7:00AM	Jul 24	Jul 25	Jul 26
Santa Fe, NM							Aug 09	9:00AM	Aug 11	8:00AM	Aug 14	Aug 15	Aug 16
Santa Maria-Lompoc, CA							Jul 21	9:30AM	Jul 25	7:00AM	Jul 26	Jul 27	Jul 28
Santa Rosa							Jul 20	9:30AM	Jul 24	7:00AM	Jul 25	Jul 26	Jul 27
Sarasota-Bradenton							Jul 25	11:00AM	Jul 27	10:00AM	Jul 28	Jul 31	Aug 01
Savannah							Aug 10	1:30PM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17
Seattle-Tacoma	Jun 01	11:30AM LMT	Jun 28	11:30AM	Jul 27	10:00AM	Jul 27	1:00PM	Jul 31	10:00AM	Aug 01	Aug 02	Aug 03
Sebring, FL							Jul 26	10:00AM	Jul 28	10:00AM	Jul 31	Aug 01	Aug 02
Shreveport	Jun 08	10:30AM LMT	Jul 06	10:30AM	Aug 02	12:00PM	Aug 02	3:00PM	Aug 04	12:00PM	Aug 07	Aug 08	Aug 09
Sioux City, IA							Aug 15	12:00PM	Aug 17	3:00PM	Aug 18	Aug 21	Aug 22
Sioux Falls							Aug 14	11:00AM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21
South Bend							Jul 19	10:00AM	Jul 21	9:00AM	Jul 24	Jul 25	Jul 26
Spokane	Jun 12	10:00AM LMT	Jul 10	10:00AM	Aug 07	10:00AM	Aug 07	1:00PM	Aug 09	10:00AM	Aug 10	Aug 11	Aug 14
Springfield, IL							Jul 26	10:00AM	Jul 28	9:00AM	Jul 31	Aug 01	Aug 02
Springfield, MA	May 25	2:30PM LMT	Jun 22	2:30PM	Jul 21	11:30AM	Jul 21	2:30PM	Jul 25	11:30AM	Jul 26	Jul 27	Jul 28
Springfield, MO							Aug 11	9:30AM	Aug 15	9:00AM	Aug 16	Aug 17	Aug 18
St. Cloud, MN							Jul 27	10:00AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 03
St. Louis	May 26	12:00PM LMT	Jun 23	12:00PM	Jul 24	12:00PM	Jul 24	3:00PM	Jul 26	12:00PM	Jul 27	Jul 28	Jul 31
Stamford-Norwalk, CT							Jul 14	11:00AM	Jul 18	10:00AM	Jul 19	Jul 20	Jul 21
State College, PA							Jul 24	10:30AM	Jul 26	10:00AM	Jul 27	Jul 28	Jul 31
Stockton							Jul 24	11:30AM	Jul 26	7:00AM	Jul 27	Jul 28	Jul 31
Sussex, NJ							Jul 19	10:00AM	Jul 21	10:00AM	Jul 24	Jul 25	Jul 26
Syracuse	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 04	10:00AM	Aug 07	Aug 08	Aug 09
Tallahassee							Aug 10	1:00PM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17
Tampa-St. Petersburg-Clearwater	May 30	11:30AM LMT	Jun 26	11:30AM	Jul 25	11:30AM	Jul 25	2:30PM	Jul 27	11:30AM	Jul 28	Jul 31	Aug 01
Terre Haute							Aug 14	12:30PM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21
Texarkana, TX-AR							Aug 07	1:00PM	Aug 09	9:00AM	Aug 10	Aug 11	Aug 14
Toledo	Jun 01	10:00AM LMT	Jun 28	10:00AM	Jul 27	10:00AM	Jul 27	1:00PM	Jul 31	10:00AM	Aug 01	Aug 02	Aug 03
Topeka							Aug 09	10:00AM	Aug 11	9:00AM	Aug 14	Aug 15	Aug 16
Traverse City-Petoskey, MI							Aug 14	1:30PM	Aug 16	10:00AM	Aug 17	Aug 18	Aug 21
Trenton, NJ							Jul 14	10:00AM	Jul 18	10:00AM	Jul 19	Jul 20	Jul 21
Tri-Cities, WA							Aug 15	9:00AM	Aug 17	7:00AM	Aug 18	Aug 21	Aug 22
Tucson	Jun 07	8:30AM LMT	Jul 05	8:30AM	Aug 01	1:00PM	Aug 01	4:00PM	Aug 03	1:00PM	Aug 04	Aug 07	Aug 08
Tulsa	Jun 05	10:30AM LMT	Jun 30	10:30AM	Jul 31	10:30AM	Jul 31	1:30PM	Aug 02	10:30AM	Aug 03	Aug 04	Aug 07
Tupelo, MS							Aug 14	1:30PM	Aug 16	9:00AM	Aug 17	Aug 18	Aug 21
Tuscaloosa, AL							Jul 28	10:00AM	Aug 01	9:00AM	Aug 02	Aug 03	Aug 04
Tyler-Longview, TX							Jul 27	10:30AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 03
Utica-Rome							Aug 10	12:30PM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17
Visalia-Tulare-Hanford							Jul 31	9:00AM	Aug 02	7:00AM	Aug 03	Aug 04	Aug 07
Waco, TX							Jul 27	11:00AM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 03
Washington, DC	May 25	10:00AM LMT	Jun 22	10:00AM	Jul 20	10:00AM	Jul 20	1:00PM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 27
Waterloo-Cedar Falls							Aug 07	11:30AM	Aug 09	9:00AM	Aug 10	Aug 11	Aug 14
Watertown, NY							Aug 04	11:00AM	Aug 08	10:00AM	Aug 09	Aug 10	Aug 11
Wausau-Stevens Point, WI							Aug 08	11:00AM	Aug 10	9:00AM	Aug 11	Aug 14	Aug 15
West Palm Beach-Boca Raton	Jun 01	11:30AM LMT	Jun 28	11:30AM	Jul 27	11:30AM	Jul 27	2:30PM	Jul 31	11:30AM	Aug 01	Aug 02	Aug 03
Wheeling							Aug 07	10:30AM	Aug 09	10:00AM	Aug 10	Aug 11	Aug 14
Wichita	Jun 08	9:00AM LMT	Jul 06	9:00AM	Aug 03	9:00AM	Aug 03	12:00PM	Aug 07	9:00AM	Aug 08	Aug 09	Aug 10
Wichita Falls, TX							Aug 04	9:00AM	Aug 08	9:00AM	Aug 09	Aug 10	Aug 11
Wilkes Barre-Scranton	Jun 07	2:30PM LMT	Jul 05	2:30PM	Aug 02	11:30AM	Aug 02	2:30PM	Aug 04	11:30AM	Aug 07	Aug 08	Aug 09
Williamsport, PA							Aug 04	11:00AM	Aug 08	10:00AM	Aug 09	Aug 10	Aug 11

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# Arbitron 2000 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	
Wilmington, DE							Jul 20	11:00AM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 27
Wilmington, NC							Aug 10	12:00PM	Aug 14	10:00AM	Aug 15	Aug 16	Aug 17
Winchester, VA							Jul 24	11:00AM	Jul 26	10:00AM	Jul 27	Jul 28	Jul 31
Worcester							Jul 21	11:30AM	Jul 25	10:00AM	Jul 26	Jul 27	Jul 28
Yakima, WA							Aug 15	9:30AM	Aug 17	7:00AM	Aug 18	Aug 21	Aug 22
York	Jun 06	10:00AM LMT	Jul 03	10:00AM	Aug 01	1:00PM	Aug 01	4:00PM	Aug 03	1:00PM	Aug 04	Aug 07	Aug 08
Youngstown-Warren							Aug 01	10:00AM	Aug 03	10:00AM	Aug 04	Aug 07	Aug 08

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**ARBITRON**

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# 2000 Radio Survey Schedule

# Who to Call at Arbitron

## WINTER SURVEY

January 6 - March 29, 2000

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					

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

## SPRING SURVEY

March 30 - June 21, 2000

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

MAY							
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

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

## SUMMER SURVEY

June 29 - September 20, 2000

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

JULY							
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							
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							
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 21 - December 13, 2000

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

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

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

NOTE/The survey dates are subject to change.

## New York

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

### Radio Station Services:

Tom O'Sullivan, Mgr. (212) 887-1368  
Kathy Koch (212) 887-1304  
John Nolan (212) 887-1306  
Malou Watterson (212) 887-1371  
*Scarborough Training Specialists:*  
Lis Perry (212) 887-1367  
Glen Tacinelli (212) 887-1340  
*Training Specialist:*  
Brendan Kane (212) 887-1310

### Group Services:

Les Tolchin, Sr. VP, National Sales  
(212) 887-1302  
Laura Ivey, Mgr., National Radio Sales  
(212) 887-1326

### Rep/Network Services:

Alan Tobkes, VP (212) 887-1354  
Michael Powderly (212) 887-1376  
*Broadcast Market Analyst:*  
Donna Pollifrone (212) 887-1582

### Product Development:

Gary Marinice, VP (412) 859-3740

### Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387  
Margaret Bustell, Mgr. (212) 887-1502  
Susan Carmichael (212) 887-1398  
Michael Hopkins (212) 887-1343  
Richard Salazar (212) 887-1356  
*Network & Syndication Radio:*  
Jacqueline Noel, National Mgr. (212) 887-1365

### Project Development Executive:

Charmaine Eleazar (212) 887-1308

### Training Specialist:

Lung Huang (212) 887-1337

### TAPSCAN Worldwide (Northeast):

Bill Garcia (508) 767-0221

## Chicago

311 South Wacker Dr., Suite 1600/60606  
Fax: (312) 913-6221

### Radio Station Services:

John Basila, Mgr. (312) 913-6235  
Bethanie Buckingham (312) 913-6232  
Melissa Fischer (312) 913-6231  
Sarah Liddle (312) 913-6236  
Patrick Pendergast (312) 913-6239

### Scarborough Training Specialist:

Maynard Scales (312) 913-6238

### Training Specialists:

Joe Walker (312) 913-6233  
Karen Young (312) 913-6240

### Advertiser/Agency Services:

James Tobolski, Mgr. (312) 913-6226  
Cory Flahaven (312) 913-6229  
Tony Hereau (312) 913-6227  
Tim Roberts (312) 913-6241  
Lorraine Woodhead (312) 913-6228  
*Training Specialist:*  
Oveda Brown (312) 913-6222

## Atlanta

9000 Central Parkway, Suite 300/30328  
Fax: (770) 551-1401

### Radio Station Services:

Lisa Segall, Mgr. (770) 551-1403  
Christian Meinhardt (770) 551-1418  
Jerry Wiese (770) 551-1422  
Pete Winston (770) 551-1420

### Urban Radio Marketing Services:

Julian Davis, Dir. & Sr. AE, (770) 551-1419

### Scarborough Training Specialist:

Jacqui Berry (770) 551-1445

### Training Specialist:

Tamara Hulston (770) 551-1405

### Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408  
Kevin Bennett (770) 551-1410  
Eric Coats (770) 551-1428  
Spencer Wilson (770) 551-1404  
*Training Specialist:*  
Kevin Hathcock (205) 987-7456, ext. 402

## Los Angeles

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

### Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601  
Paul LeFort (310) 824-6606  
Jim Remeny (310) 824-6608  
Steven Shrinsky (310) 824-6602  
Rob Winston (310) 824-6604  
*Scarborough Training Specialist:*  
David Oglevee (310) 824-6607  
*Training Specialist:*  
Gabriela Selva (310) 824-6605

### Advertiser/Agency Services:

Debbie Lahm (310) 824-6622  
Tara P. Cevallos (310) 824-6619  
Vanessa Ware (310) 824-6621

### Training Specialist:

Maria Guzman (310) 824-6628

### Advertiser Services:

Alisa Joseph, Director (310) 824-6620

### TAPSCAN Worldwide (West):

Randi Lee (310) 824-6603

## Dallas

One Galleria Tower  
13355 Noel Road, Suite 1120/75240  
Fax: (972) 385-5377

### Radio Station Services:

Tony Beizer, Mgr. (972) 385-5386  
Harry Clark (972) 385-5392  
Chris Kiske (972) 385-5398  
Maryanne Maguire (972) 385-5383

### Training Specialists:

Joanna Cammack (972) 385-5394  
Tara Holley (972) 385-5393

### Latin American Marketing:

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