Spring 2005
Delivery Schedule
Inside!

ARBITRON

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為中文無線電
廣播評級

First Time Ever!
Radio Ratings for
Chinese Language

Radio Market Report

Chinese Language – Los Angeles

Winter 2005
January 6 - March 30

Chinese Language - Los Angeles Winter 2005

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Radio Market Report

Spring 2005 Delivery Schedule
Including Phase 1 & Phase 2 Arbitrends: One page in from the back of the report

2005-2006 Survey Schedule

Winter 2005
January 6 - March 30

Spring 2005
March 31 - June 22

Summer 2005
June 30 - September 21

Fall 2005
September 22 - December 14

Winter 2006
January 5 - March 29

This report not accredited by the MRC/

This report is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC) and Arbitron has not requested MRC accreditation for this report. Arbitron does provide syndicated services which are accredited by the MRC.

Preface

This report is designed to provide radio audience estimates representing radio listening during an average week for this market for the Winter 2005 survey period and other information. The estimates are based on listening information recorded in seven-day diaries by persons of Chinese ancestry 12 years of age and older who speak Chinese in the home. 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.

Warning

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

Each Arbitron audience estimate and Arbitron map is copyrighted. The unauthorized use of any Arbitron audience estimate or map constitutes copyright infringement which could subject the infringer to statutory damages of up to $150,000 and criminal penalties of up to five years imprisonment and a $250,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use of Report" (Page M4, Paragraph 20).

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Contents

Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M1-M6) and "Limitations" (Page M3, Paragraph 15).

WINTER 2005

ARBITRON

Chinese Language–Los Angeles

Metro **TSA** **DMA®**

TSA and DMA sampled in Spring and Fall only.
For definitions of the terms Metro, TSA and DMA, see Page M1, Paragraph 1, and Page M5, "Selected Arbitron Terms."

Station Subscribers to This Report*

KAHZ-AM KAZN-AM KMRB-AM

** 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.
11,100	29	M	LOS ANGELES CN NORTH	CA	
31,300	67	M	LOS ANGELES CN SOUTH	CA	
1,100	9	M	LOS ANGELES NNE & NSW	CA	
207,300	330	M	LOS ANGELES SOUTHEST	CA	
26,200	49	M	LOS ANGELES SOUTHWST	CA	
52,800	115	M	ORANGE	CA	

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

These population estimates are based on Census 2000 data, updated and projected to January 1, 2005, by Third Wave Research, Madison, WI, and then refined by Arbitron. The estimates are based upon people who marked the "Chinese" box on the Census 2000 form in response to the question "What is this person's race?" Third Wave estimated the 2005 population by county and by age and sex. Arbitron then used its own analysis of Census data to estimate how many persons in each county/age/sex cell speak a Chinese language at home.

Population Estimates and In-Tab Diary Sample by Demographics

	Metro				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men					
12-24	30,400	9.2	40	6.7	9.2
18-24	17,700	5.4	23	3.8	5.4
25-34	26,400	8.0	37	6.2	8.0
35-44	13,800	4.2	49	8.2	4.2
45-49	14,700	4.5	35	5.8	4.5
50-54	14,200	4.3	25	4.2	4.3
55-64	21,600	6.5	36	6.0	6.5
65+	29,300	8.9	55	9.2	8.9
18+	137,700	41.7	260	43.4	41.7
Women					
12-24	28,600	8.7	48	8.0	8.7
18-24	16,800	5.1	19	3.2	5.1
25-34	28,200	8.5	35	5.8	8.5
35-44	31,500	9.5	72	12.0	9.5
45-49	16,600	5.0	34	5.7	5.0
50-54	16,300	4.9	31	5.2	4.9
55-64	24,600	7.4	49	8.2	7.4
65+	34,100	10.3	53	8.8	10.3
18+	168,100	50.9	293	48.9	50.9
P18+	305,800	92.6	553	92.3	92.6
Teens 12-17	24,500	7.4	46	7.7	7.4
Black P12+	Ethnic control procedures not applied.				
Hispanic P12+	Ethnic control procedures not applied.				
Total P12+	**330,300**		**599**		

In-Tab Target and Index

Total Diaries In-Tab	**599**
Metro Sample Target	**500**
Metro In-Tab/Target Index	**120**

These population estimates are based on Census 2000 data, updated and projected to January 1, 2005, by Third Wave Research, Madison, WI, and then refined by Arbitron. The estimates are based upon people who marked the "Chinese" box on the Census 2000 form in response to the question "What is this person's race?" Third Wave estimated the 2005 population by county and by age and sex. Arbitron then used its own analysis of Census data to estimate how many persons in each county/age/sex cell speak a Chinese language at home.

Station Information

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area

(s) **KAHZ-AM 1600** (simulcast w/KAZN-AM)‡
747 E Green St #400
Pasadena, CA 91101
(626) 568-1300 *Fax:* (626) 844-0414
Format: Ethnic
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Pomona, CA
County/Split Co.: Los Angeles Southeast, CA
Power Day/Night (watts): 5,000/5,000

KFI-AM 640
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 *Fax:* (818) 260-9915
Format: News Talk Information
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: APNET, PRMIER, FOXNEW
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000

KKBT-FM 100.3
5900 Wilshire Ste 1900
Los Angeles, CA 90036
(323) 634-1800 *Fax:* (323) 634-1888
Format: Urban Contemporary
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 5,300/916

KMZT-FM 105.1
1500 Cotner Ave
Los Angeles, CA 90025
(310) 478-5540 *Fax:* (310) 444-8988
Format: Classical
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 18,000/880

KPWR-FM 105.9
2600 W Olive 8th Fl
Burbank, CA 91505
(818) 953-4200 *Fax:* (818) 848-7332
Format: Rhythmic Contemporary Hit
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 25,000/925

(s) **KAZN-AM 1300** (simulcast w/KAHZ-AM)‡
747 E Green St #101
Pasadena, CA 91101
(626) 568-1300 *Fax:* (626) 568-3666
Format: Ethnic
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Pasadena/Ls Angeles, CA
County/Split Co.: Los Angeles Southeast, CA
Power Day/Night (watts): 5,000/1,000

KFWB-AM 980
6230 Yucca St
Los Angeles, CA 90028
(323) 871-4612 *Fax:* (323) 871-4681
Format: All News
Sales Rep: INFINITY RADIO SALES
Network: CNN, APNET, WESTWD
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000

KLAC-AM 570
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 *Fax:* (818) 729-2510
Format: All Sports
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: FOXSP, PRMIER
City of Lic./Alt City ID: Los Angeles/Anaheim, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000

KNX-AM 1070
6121 Sunset Blvd
Los Angeles, CA 90028
(323) 460-3343 *Fax:* (323) 460-3114
Format: All News
Sales Rep: CBS RADIO SALES
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000

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

KBIG-FM 104.3
3400 W Olive Ave Ste 550
Burbank, CA 91505
(818) 559-2252 *Fax:* (818) 637-2267
Format: Hot Adult Contemporary
Sales Rep: SENTRY
Network: PRMIER
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 84,000/882

KIIS-FM 102.7 (simulcast w/KVVS-FM)‡
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 *Fax:* (818) 955-8308
Format: Pop Contemporary Hit Radi
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 8,000/902

(s) **KMRB-AM 1430**
747 East Green St #208
Pasadena, CA 91101
(626) 773-1430 *Fax:* (626) 792-8890
Format: Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: San Gabrl/Los Angls, CA
County/Split Co.: Los Angeles Southeast, CA
Power Day/Night (watts): 5,000/5,000

KOST-FM 103.5
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 566-4736 *Fax:*
Format: Adult Contemporary
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 12,500/949

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

continued...

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

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

Network Affiliation Abbreviations

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area (continued)

KTWV-FM 94.7
5670 Wilshire Blvd #200
Los Angeles, CA 90036
(323) 930-5520 *Fax:* 3238158391
Format: New AC (NAC)/Smooth Jazz
Sales Rep: INTEREP
Network: WESTWD
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 52,000/863

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

KYSR-FM 98.7
3400 W Olive Ave Ste 550
Burbank, CA 91505
(818) 559-2252 *Fax:* (818) 260-9356
Format: Modern Adult Contemporary
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 75,000/360

Outside Arbitron Radio Metro Area

KWRM-AM 1370
210 Radio Rd
Corona, CA 92879
(909) 737-1370 *Fax:* (909) 735-9572
Format: Ethnic
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Corona/Riverside, CA
County/Split Co.: Riverside West Inner, CA
Power Day/Night (watts): 5,000/2,500

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

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CNN: Westwood One CNN Plus Radio Network
DISNEY: Disney Radio Network
ESPN: ESPN Radio Network
FOXNEW: Fox News
FOXSP: Fox Sports Network
IEAMER: I E America Network
JRN: Jones Radio Network
MRN: Motor Racing Network
PRMIER: Premiere Radio Networks
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SPNEWS: Sporting News Radio
SRN: Salem Radio Network
TALKNT: Talknet
TARN: Talk America Radio Network
UNICA: Radio Unica Network
UNIVSN: Radio Cadena Univision
USA: USA Radio Network
WESTWD: Westwood One Radio Networks
IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

Metro Market Profile

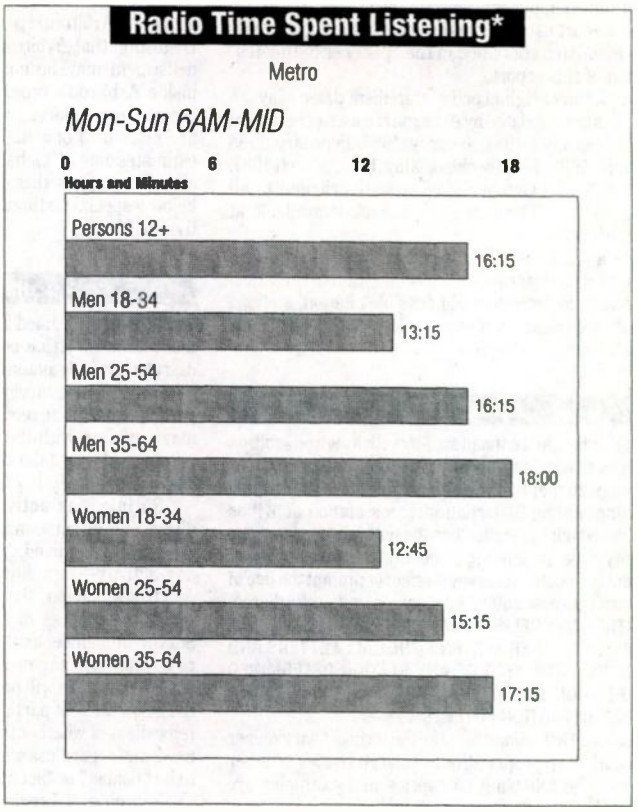
Metro Household Data are Census 2000 data for Chinese households and persons, regardless of language usage at home. Chinese households are those whose householder marked the "Chinese" box on the Census 2000 form in response to the question "What is this person's race?" Chinese persons are those who answered "Chinese" regardless of the householder's response. (For more information, see "Metro Census Data," Page M6.)

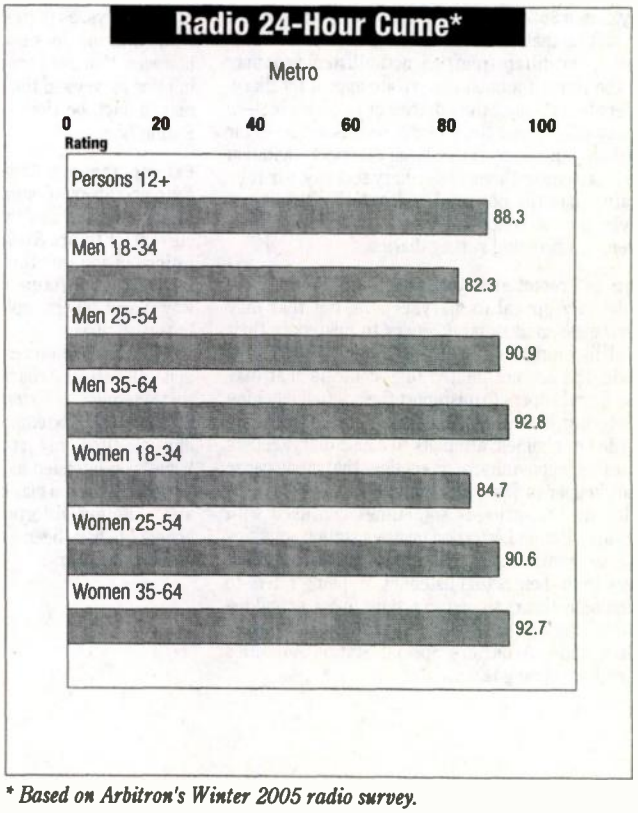
Household Data

	Metro Total	Metro %
Total Households	137,000	100.0
Households by Income		
Under $15,000	23,928	17.5
$15,000-24,999	13,744	10.0
$25,000-34,999	13,120	9.6
$35,000-49,999	17,834	13.0
$50,000-74,999	24,723	18.0
$75,000-99,999	16,396	12.0
$100,000-149,999	16,597	12.1
$150,000+	10,654	7.8
Median income: $49,892		
Value of Owner-Occupied Housing Units		
Less than $50,000	8,675	6.3
$50,000-79,999	732	.5
$80,000-99,999	625	.5
$100,000-149,999	4,766	3.5
$150,000-249,999	21,656	15.8
$250,000+	36,837	26.9
Median value: $250,400		
Monthly Contract Rent		
Less than $350	4,656	3.4
$350-499	4,642	3.4
$500-599	6,694	4.9
$600-749	12,011	8.8
$750-999	12,999	9.5
$1,000+	9,283	6.8
Median rent: $715		
Household Size		
1 Person	24,101	17.6
2 Persons	34,129	24.9
3-4 Persons	55,307	40.4
5+ Persons	23,459	17.1

	Metro Total	Metro %
Seasonal Housing Units	0	.0
Education: Persons 25+		
Elementary 0-8 grade	39,735	13.6
High school 1-3 yrs	23,912	8.2
High school grad	37,049	12.7
College 1-3 yrs	59,486	20.4
College 4+ yrs	131,708	45.1
Colleges & Universities	0	
Total enrollment	0	.0
Full-time enrollment	0	.0
Occupation		
Managerial	95,569	48.8
Technical	55,452	28.4
Service worker	19,344	9.9
Farm worker	21	.0
Precision production	5,287	2.7
Operator	20,020	10.2
Farm Population	15	
Transportation to Work		
Public	6,275	3.3
Driving to work	143,818	75.2
Carpool	27,179	14.2
Other	14,042	7.3
Average Travel Time to Work (Min.)	30	
Car Ownership by Household		
0 Cars	12,619	9.2
1 Car	38,909	28.4
2 Cars	54,099	39.5
3+ Cars	31,369	22.9

Notations





** Based on Arbitron's Winter 2005 radio survey.*

Rating Distortion/Rating Bias Policies and Procedures

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

Arbitron's original policy statement dated May 20, 1977, has been updated by Arbitron releases of February 1978, December 1981, January 1987, February 1988 and June 1992. Handbooks of May 1985, March 1987, June 1990 and October 1996 were distributed to all radio stations. The current handbook is available at www.arbitron.com.

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

Rating Distortion

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

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

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

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

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

Rating Distortion Violations

Rating Distortion Violations may result in a station's call letters and audience estimates being delisted from applicable Arbitron report(s) and other services. Rating Distortion that Arbitron concludes does not warrant delistment may be noted by placement of a notice inside Arbitron's reports; placement of a notice on report covers; placement of a flag in computer media; and placement of a station's call letters and audience estimates out of alphabetical sequence, listed after all other stations that qualify for the market report, below a special distinguishing line (known as "below-the-line" listing).

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

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

Media Affiliation

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

General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

Industry Statements

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

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

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

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

Special Notices

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 2003.

Survey Procedures

Identifying Eligible Households/During the placement call, respondents were asked whether their household is of Chinese descent. If so, we inquired whether at least one household member speaks Chinese in the home. If at least one member speaks Chinese in the home, then the household was considered eligible to take part in the survey.

Treatments/Premiums/For sample records that had an address matched to them (all listed and some unlisted phone numbers), pre-placement postcards were sent.

After consenting to the survey, all households were treated the same in terms of mail contact and follow-up calling. All consenting households received the same premiums in the diary package and follow-up letter. Three follow-up calls were made to all consenting households.

Post-placement letters and premiums were sent to consenting households per the rules used in current production.

All materials were bilingual (Chinese/English). All Research Assistants conducting the phone interviews and follow-up calls spoke English, Cantonese, and/or Mandarin.

Identifying Eligible Diaries/Only diaries returned by respondents who indicated that they speak Chinese in the home are accepted and have the potential to become in-tab.

Please see the Description of Methodology in this report for more details.

The Sample

The Sample/For zip codes with a Chinese population of twenty-five percent or greater, listed and unlisted telephone numbers were randomly generated using the random digit dial (RDD) technique. For ZIP Codes with a Chinese population under twenty-five percent, phone numbers were selected from a Chinese-surname list to maximize the incidence of reaching a Chinese speaker. Chinese persons who speak a Chinese language at home represent 85.7% of the Metro Chinese population.

Please see the Description of Methodology in this report for more details.

The Stations

Current Stations, Call Letter Changes and Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
KAHZ-AM	KMNY-AM		03/04/05

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

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

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

Station	Affected Date and Time				Problem
KIS-FM	SU	01/09/05	09:45A	to 01:30P	OFF
	MO	03/07/05	08:30A	to	
	TU	03/08/05		09:15A	INTERMIT

Note/This report includes listening for licensed or regulated radio stations only. It does not include listening to any other source of Chinese language audio programming.

Simulcasting

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

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

Simulcast Stations	Mon-Sun 6A-Mid	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
KAHZ-AM/ KAZN-AM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KIS-FM/ KVVS-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAHZ-AM KMNY-AM WI '05	23	382	.7	6.1	40	266	1.2	7.4	25	211	.8	6.3	31	217	.9	6.7	14	134	.4	5.0
KAZN-AM WI '05	94	1102	2.8	25.1	154	760	4.7	28.4	78	541	2.4	19.6	120	650	3.6	26.0	79	457	2.4	28.0
KBIG-FM WI '05	9	162	.3	2.4	8	84	.2	1.5	13	64	.4	3.3	15	63	.5	3.3	4	38	.1	1.4
KFI -AM WI '05	4	89	.1	1.1	4	48	.1	.7	7	35	.2	1.8	4	35	.1	.9	3	23	.1	1.1
KFWB-AM WI '05	7	303	.2	1.9	14	182	.4	2.6	5	106	.2	1.3	8	120	.2	1.7	4	70	.1	1.4
KIIS-FM WI '05	24	547	.7	6.4	30	322	.9	5.5	21	217	.6	5.3	39	316	1.2	8.5	20	200	.6	7.1
KVVS-FM WI '05		2				1								2				2		
KKBT-FM WI '05	3	142	.1	.8	2	54	.1	.4	2	33	.1	.5	6	94	.2	1.3	3	54	.1	1.1
KLAC-AM WI '05	2	75	.1	.5	3	31	.1	.6	2	14	.1	.5	4	45	.1	.9	1	24		.4
KMRB-AM WI '05	105	901	3.2	28.0	153	630	4.6	28.2	145	609	4.4	36.5	104	547	3.1	22.6	65	398	2.0	23.0
KMZT-FM WI '05	10	274	.3	2.7	9	92	.3	1.7	10	140	.3	2.5	9	125	.3	2.0	13	111	.4	4.6
KNX -AM WI '05	5	110	.2	1.3	9	70	.3	1.7	4	39	.1	1.0	5	36	.2	1.1	2	19	.1	.7
KOST-FM WI '05	22	575	.7	5.9	27	244	.8	5.0	25	190	.8	6.3	33	298	1.0	7.2	15	261	.5	5.3
KPWR-FM WI '05	6	161	.2	1.6	2	32	.1	.4	2	52	.1	.5	10	89	.3	2.2	6	62	.2	2.1
KROQ-FM WI '05	4	139	.1	1.1	7	86	.2	1.3	3	57	.1	.8	7	84	.2	1.5	3	43	.1	1.1
KRTH-FM WI '05	3	103	.1	.8	3	42	.1	.6	4	14	.1	1.0	2	31	.1	.4	4	41	.1	1.4
KTWV-FM WI '05	5	81	.2	1.3	6	44	.2	1.1	10	53	.3	2.5	6	30	.2	1.3	2	21	.1	.7
KYSR-FM WI '05	3	126	.1	.8	7	56	.2	1.3	1	30		.3	6	62	.2	1.3		24		
KWRM-AM WI '05	2	76	.1	.5	1	24		.2	6	41	.2	1.5	4	22	.1	.9				
TOTALS WI '05	375	2915	11.4		542	2424	16.4		397	1833	12.0		461	2201	14.0		282	1658	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

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
KAHZ-AM KMNY-AM WI '05	31	343	.9	6.7	14	198	.4	4.9	16	68	.5	5.7	20	105	.6	4.8	16	68	.5	4.6
KAZN-AM WI '05	114	983	3.5	24.7	68	676	2.1	24.0	82	316	2.5	29.4	70	293	2.1	16.7	83	292	2.5	23.9
KBIG-FM WI '05	12	129	.4	2.6	6	63	.2	2.1		3			14	41	.4	3.3	18	24	.5	5.2
KFI -AM WI '05	6	75	.2	1.3	2	42	.1	.7	4	8	.1	1.4	3	20	.1	.7				
KFWB-AM WI '05	9	257	.3	1.9	5	146	.2	1.8	6	35	.2	2.2	11	60	.3	2.6	6	27	.2	1.7
KIIS-FM WI '05	29	479	.9	6.3	19	325	.6	6.7	15	87	.5	5.4	47	161	1.4	11.2	31	88	.9	8.9
KVVS-FM WI '05		2				2			2	2	.1	.7								
KKBT-FM WI '05	3	118	.1	.6	2	36	.1	.7	1	6		.4		6			4	16	.1	1.1
KLAC-AM WI '05	3	57	.1	.6	2	50	.1	.7	4	12	.1	1.4	1	8		.2	2	11	.1	.6
KMRB-AM WI '05	135	844	4.1	29.2	78	633	2.4	27.6	75	270	2.3	26.9	123	359	3.7	29.4	83	263	2.5	23.9
KMZT-FM WI '05	9	203	.3	1.9	11	192	.3	3.9	11	43	.3	3.9	23	102	.7	5.5	14	48	.4	4.0
KNX -AM WI '05	6	84	.2	1.3	4	71	.1	1.4	5	31	.2	1.8	7	30	.2	1.7	2	16	.1	.6
KOST-FM WI '05	28	444	.8	6.1	15	288	.5	5.3	17	70	.5	6.1	17	67	.5	4.1	17	72	.5	4.9
KPWR-FM WI '05	5	121	.2	1.1	8	133	.2	2.8					8	29	.2	1.9	17	69	.5	4.9
KROQ-FM WI '05	6	119	.2	1.3	3	57	.1	1.1	3	16	.1	1.1	4	14	.1	1.0	7	28	.2	2.0
KRTH-FM WI '05	3	60	.1	.6	2	59	.1	.7	2	16	.1	.7	6	21	.2	1.4	1	8		.3
KTWV-FM WI '05	7	65	.2	1.5	2	33	.1	.7	1	12		.4	3	16	.1	.7	3	18	.1	.9
KYSR-FM WI '05	4	103	.1	.9	2	65	.1	.7	2	11	.1	.7	2	25	.1	.5	1	5		.3
KWRM-AM WI '05	4	72	.1	.9	1	37		.4					6	26	.2	1.4	2	7	.1	.6
TOTALS WI '05	462	2829	14.0		283	2267	8.6		279	1013	8.4		418	1350	12.7		348	1076	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

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
KAHZ-AM KMNY-AM WI '05	10	41	.3	4.7	8	47	.2	3.8	12	67	.4	3.8	9	36	.3	3.1	19	77	.6	9.9
KAZN-AM WI '05	47	170	1.4	22.2	63	218	1.9	29.6	78	295	2.4	24.6	75	223	2.3	26.2	49	192	1.5	25.7
KBIG-FM WI '05	1	15		.5	1	1		.5	3	21	.1	.9	8	13	.2	2.8		1		
KFI -AM WI '05	5	20	.2	2.4	3	12	.1	1.4	2	12	.1	.6					3	20	.1	1.6
KFWB-AM WI '05	4	30	.1	1.9	4	20	.1	1.9	7	44	.2	2.2	2	15	.1	.7				
KIIS-FM WI '05	13	81	.4	6.1	10	40	.3	4.7	18	111	.5	5.7	12	59	.4	4.2	8	41	.2	4.2
KVVS-FM WI '05	1	2		.5		1				1										
KKBT-FM WI '05	2	16	.1	.9					2	8	.1	.6	3	8	.1	1.0	2	8	.1	1.0
KLAC-AM WI '05					2	17	.1	.9	2	11	.1	.6	1	5		.3	1	5		.5
KMRB-AM WI '05	48	178	1.5	22.6	71	236	2.1	33.3	102	324	3.1	32.2	87	244	2.6	30.4	37	136	1.1	19.4
KMZT-FM WI '05	5	30	.2	2.4	3	15	.1	1.4	9	47	.3	2.8	9	45	.3	3.1	10	39	.3	5.2
KNX -AM WI '05	3	17	.1	1.4	4	17	.1	1.9	3	11	.1	.9	4	14	.1	1.4	5	28	.2	2.6
KOST-FM WI '05	22	121	.7	10.4	6	43	.2	2.8	16	95	.5	5.0	11	62	.3	3.8	13	46	.4	6.8
KPWR-FM WI '05	7	31	.2	3.3	1	9		.5	7	29	.2	2.2	11	34	.3	3.8	13	61	.4	6.8
KROQ-FM WI '05	1	10		.5					4	26	.1	1.3	3	13	.1	1.0				
KRTH-FM WI '05	1	5		.5					1	7		.3	8	16	.2	2.8	1	7		.5
KTWV-FM WI '05	4	5	.1	1.9	2	19	.1	.9	3	11	.1	.9	1	8		.3	2	9	.1	1.0
KYSR-FM WI '05	1	9		.5	2	17	.1	.9	3	30	.1	.9	6	23	.2	2.1				
KWRM-AM WI '05					1	5		.5												
TOTALS WI '05	212	837	6.4		213	779	6.4		317	1144	9.6		286	846	8.7		191	683	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

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
KAHZ-AM KMNY-AM WI '05	1	30	.2	1.9	1	24	.2	1.9	1	14	.2	2.2	1	20	.2	1.3		13		
KAZN-AM WI '05	5	74	.8	9.4	5	37	.8	9.4	3	16	.5	6.7	6	21	1.0	8.0	5	33	.8	8.6
KBIG-FM WI '05	6	52	1.0	11.3	4	29	.7	7.5	10	27	1.7	22.2	10	22	1.7	13.3	3	15	.5	5.2
KFI -AM WI '05																				
KFWB-AM WI '05		15			1	6	.2	1.9		9										
KIIS-FM WI '05	15	276	2.5	28.3	15	159	2.5	28.3	9	136	1.5	20.0	23	199	3.9	30.7	17	142	2.9	29.3
KVVS-FM WI '05		1				1								1				1		
KKBT-FM WI '05	2	85	.3	3.8	1	34	.2	1.9	1	26	.2	2.2	5	62	.8	6.7	3	50	.5	5.2
KLAC-AM WI '05	1	8	.2	1.9	1	8	.2	1.9	2	8	.3	4.4		8				8		
KMRB-AM WI '05	1	45	.2	1.9	1	22	.2	1.9		10			1	20	.2	1.3	1	8	.2	1.7
KMZT-FM WI '05		28				5											1	14	.2	1.7
KNX -AM WI '05		6			1	6	.2	1.9												
KOST-FM WI '05	5	125	.8	9.4	5	55	.8	9.4	8	74	1.4	17.8	8	60	1.4	10.7	4	83	.7	6.9
KPWR-FM WI '05	5	123	.8	9.4	1	19	.2	1.9	2	52	.3	4.4	9	67	1.5	12.0	6	53	1.0	10.3
KROQ-FM WI '05	3	74	.5	5.7	6	53	1.0	11.3	3	42	.5	6.7	5	55	.8	6.7	2	38	.3	3.4
KRTH-FM WI '05	1	31	.2	1.9	1	15	.2	1.9		5							1	20	.2	1.7
KTWV-FM WI '05	1	17	.2	1.9	1	8	.2	1.9	1	17	.2	2.2					1	8	.2	1.7
KYSR-FM WI '05	1	49	.2	1.9	1	17	.2	1.9		4			2	25	.3	2.7		6		
KWRM-AM WI '05		7				7														
TOTALS WI '05	53	485	9.0		53	377	9.0		45	270	7.6		75	388	12.7		58	327	9.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KAHZ-AM KMNY-AM WI '05	1	30	.2	1.8																
KAZN-AM WI '05	5	42	.8	8.8	4	32	.7	9.5	4	17	.7	18.2	4	15	.7	6.0	4	8	.7	5.6
KBIG-FM WI '05	8	44	1.4	14.0	3	22	.5	7.1					10	10	1.7	14.9	11	13	1.9	15.5
KFI -AM WI '05																				
KFWB-AM WI '05		15				8														
KIIS-FM WI '05	15	250	2.5	26.3	13	173	2.2	31.0	4	43	.7	18.2	30	97	5.1	44.8	19	53	3.2	26.8
KVVS-FM WI '05		1				1			1	1	.2	4.5								
KKBT-FM WI '05	3	72	.5	5.3	1	22	.2	2.4						6			4	16	.7	5.6
KLAC-AM WI '05	1	8	.2	1.8		8							1	8	.2	1.5				
KMRB-AM WI '05	1	42	.2	1.8		8							2	5	.3	3.0				
KMZT-FM WI '05		5			1	22	.2	2.4					1	10	.2	1.5				
KNX -AM WI '05		6				6														
KOST-FM WI '05	7	114	1.2	12.3	3	45	.5	7.1	3	19	.5	13.6	6	10	1.0	9.0	4	28	.7	5.6
KPWR-FM WI '05	4	92	.7	7.0	7	101	1.2	16.7					7	20	1.2	10.4	16	62	2.7	22.5
KROQ-FM WI '05	5	65	.8	8.8	2	45	.3	4.8	3	16	.5	13.6	3	8	.5	4.5	5	16	.8	7.0
KRTH-FM WI '05		15				21							2	10	.3	3.0	1	6	.2	1.4
KTWV-FM WI '05	1	17	.2	1.8		8			1	8	.2	4.5					1	8	.2	1.4
KYSR-FM WI '05	1	39	.2	1.8		13			1	3	.2	4.5		3			1	5	.2	1.4
KWRM-AM WI '05		7																		
TOTALS WI '05	57	470	9.7		42	357	7.1		22	102	3.7		67	177	11.4		71	181	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 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
KAHZ-AM KMNY-AM WI '05																				
KAZN-AM WI '05	6	23	1.0	15.0	4	8	.7	18.2	3	17	.5	9.4	4	8	.7	8.3	4	8	.7	13.3
KBIG-FM WI '05									1	3	.2	3.1	4	8	.7	8.3				
KFI -AM WI '05																				
KFWB-AM WI '05													1	8	.2	2.1				
KIIS-FM WI '05	10	50	1.7	25.0	8	27	1.4	36.4	12	55	2.0	37.5	9	40	1.5	18.8	7	32	1.2	23.3
KVVS-FM WI '05		1				1				1										
KKBT-FM WI '05	2	16	.3	5.0									3	8	.5	6.3	2	8	.3	6.7
KLAC-AM WI '05																				
KMRB-AM WI '05										3			2	5	.3	4.2				
KMZT-FM WI '05						4							1	8	.2	2.1	2	8	.3	6.7
KNX -AM WI '05					2	6	.3	9.1												
KOST-FM WI '05	4	22	.7	10.0	1	8	.2	4.5	1	4	.2	3.1	1	13	.2	2.1	1	8	.2	3.3
KPWR-FM WI '05	7	31	1.2	17.5					4	11	.7	12.5	11	34	1.9	22.9	8	44	1.4	26.7
KROQ-FM WI '05	1	10	.2	2.5					4	26	.7	12.5	3	13	.5	6.3				
KRTH-FM WI '05	1	5	.2	2.5																
KTWV-FM WI '05					1	8	.2	4.5					1	8	.2	2.1				
KYSR-FM WI '05					1	3	.2	4.5					1	5	.2	2.1				
KWRM-AM WI '05																				
TOTALS WI '05	40	156	6.8		22	76	3.7		32	130	5.4		48	138	8.1		30	101	5.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
KAHZ-AM KMNY-AM WI '05	1	49	.1	1.3	2	36	.2	2.1	1	28	.1	1.2	2	27	.2	1.7	1	14	.1	1.9
KAZN-AM WI '05	6	130	.7	7.8	9	83	1.0	9.5	3	45	.3	3.5	9	59	1.0	7.4	6	48	.7	11.5
KBIG-FM WI '05	6	90	.7	7.8	6	49	.7	6.3	10	35	1.1	11.8	10	27	1.1	8.3	3	18	.3	5.8
KFI -AM WI '05	1	23	.1	1.3	1	7	.1	1.1	1	8	.1	1.2		7				8		
KFWB-AM WI '05	2	88	.2	2.6	3	48	.3	3.2	1	17	.1	1.2	3	34	.3	2.5	1	16	.1	1.9
KIIS-FM WI '05	15	331	1.7	19.5	20	193	2.2	21.1	16	142	1.8	18.8	26	190	2.9	21.5	5	102	.6	9.6
KVVS-FM WI '05																				
KKBT-FM WI '05	2	91	.2	2.6	2	40	.2	2.1	1	26	.1	1.2	5	51	.6	4.1	3	34	.3	5.8
KLAC-AM WI '05	1	22	.1	1.3	2	14	.2	2.1	2	8	.2	2.4	2	22	.2	1.7	1	17	.1	1.9
KMRB-AM WI '05	10	115	1.1	13.0	7	52	.8	7.4	17	71	1.9	20.0	15	91	1.7	12.4	4	27	.4	7.7
KMZT-FM WI '05	1	29	.1	1.3		6							1	13	.1	.8	1	17	.1	1.9
KNX -AM WI '05		13			1	6	.1	1.1												
KOST-FM WI '05	9	225	1.0	11.7	9	93	1.0	9.5	12	82	1.3	14.1	16	118	1.8	13.2	8	125	.9	15.4
KPWR-FM WI '05	3	107	.3	3.9	1	19	.1	1.1	1	29	.1	1.2	5	54	.6	4.1	2	32	.2	3.8
KROQ-FM WI '05	3	77	.3	3.9	6	70	.7	6.3	3	53	.3	3.5	5	53	.6	4.1	1	20	.1	1.9
KRTH-FM WI '05	1	44	.1	1.3	2	29	.2	2.1					1	16	.1	.8	2	17	.2	3.8
KTWV-FM WI '05	1	42	.1	1.3	1	25	.1	1.1	3	42	.3	3.5	1	17	.1	.8	1	8	.1	1.9
KYSR-FM WI '05	2	79	.2	2.6	6	49	.7	6.3	1	16	.1	1.2	4	33	.4	3.3		18		
KWRM-AM WI '05		14				7							1	7	.1	.8				
TOTALS WI '05	77	744	8.6		95	585	10.7		85	394	9.5		121	598	13.6		52	390	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 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
KAHZ-AM KMNY-AM WI '05	2	43	.2	2.0	1	19	.1	1.9	1	6	.1	2.6	2	12	.2	2.0				
KAZN-AM WI '05	7	97	.8	7.1	4	67	.4	7.4	5	29	.6	13.2	4	27	.4	3.9	6	27	.7	7.1
KBIG-FM WI '05	9	67	1.0	9.1	3	40	.3	5.6					11	32	1.2	10.8	10	10	1.1	11.9
KFI -AM WI '05	1	15	.1	1.0	1	16	.1	1.9					2	16	.2	2.0				
KFWB-AM WI '05	2	78	.2	2.0	1	42	.1	1.9	1	8	.1	2.6					2	9	.2	2.4
KIIS-FM WI '05	20	290	2.2	20.2	11	184	1.2	20.4	10	51	1.1	26.3	34	104	3.8	33.3	20	41	2.2	23.8
KVVS-FM WI '05																				
KKBT-FM WI '05	3	75	.3	3.0	2	30	.2	3.7	1	6	.1	2.6					4	16	.4	4.8
KLAC-AM WI '05	2	22	.2	2.0		8							1	8	.1	1.0				
KMRB-AM WI '05	13	109	1.5	13.1	8	62	.9	14.8	5	24	.6	13.2	17	47	1.9	16.7	16	42	1.8	19.0
KMZT-FM WI '05		13			1	23	.1	1.9												
KNX -AM WI '05		6			1	13	.1	1.9					4	7	.4	3.9				
KOST-FM WI '05	12	195	1.3	12.1	4	103	.4	7.4	3	19	.3	7.9	7	23	.8	6.9	2	19	.2	2.4
KPWR-FM WI '05	3	80	.3	3.0	4	93	.4	7.4					2	9	.2	2.0	9	40	1.0	10.7
KROQ-FM WI '05	5	77	.6	5.1	2	35	.2	3.7	3	16	.3	7.9	3	8	.3	2.9	5	16	.6	6.0
KRTH-FM WI '05	1	35	.1	1.0	2	25	.2	3.7	1	8	.1	2.6	3	17	.3	2.9				
KTWV-FM WI '05	2	42	.2	2.0		8			1	8	.1	2.6					1	8	.1	1.2
KYSR-FM WI '05	3	71	.3	3.0	2	48	.2	3.7	1	8	.1	2.6	2	22	.2	2.0				
KWRM-AM WI '05		14				7											2	7	.2	2.4
TOTALS WI '05	99	722	11.1		54	538	6.1		38	186	4.3		102	295	11.4		84	238	9.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05	1	7	.1	2.6						7										
KAZN-AM WI '05	3	16	.3	7.9					9	30	1.0	14.5	5	21	.6	7.8				
KBIG-FM WI '05									1	13	.1	1.6	4	8	.4	6.3				
KFI -AM WI '05	1	8	.1	2.6													1	8	.1	4.5
KFWB-AM WI '05	1	7	.1	2.6	2	8	.2	10.5	4	17	.4	6.5	1	8	.1	1.6				
KIIS-FM WI '05	5	44	.6	13.2	3	23	.3	15.8	8	65	.9	12.9	6	37	.7	9.4				
KVVS-FM WI '05																				
KKBT-FM WI '05	2	16	.2	5.3					2	8	.2	3.2	3	8	.3	4.7	2	8	.2	9.1
KLAC-AM WI '05																				
KMRB-AM WI '05		9			2	7	.2	10.5	12	30	1.3	19.4	12	34	1.3	18.8				
KMZT-FM WI '05					2	6	.2	10.5	1	6	.1	1.6	3	17	.3	4.7	2	8	.2	9.1
KNX -AM WI '05					2	6	.2	10.5	1	7	.1	1.6	2	7	.2	3.1				
KOST-FM WI '05	11	73	1.2	28.9	1	8	.1	5.3	4	29	.4	6.5	2	17	.2	3.1	2	17	.2	9.1
KPWR-FM WI '05	2	16	.2	5.3	1	9	.1	5.3	3	18	.3	4.8	5	15	.6	7.8	9	46	1.0	40.9
KROQ-FM WI '05	1	10	.1	2.6					3	19	.3	4.8	1	10	.1	1.6				
KRTH-FM WI '05									1	7	.1	1.6	7	7	.8	10.9	1	7	.1	4.5
KTWV-FM WI '05					1	8	.1	5.3					1	8	.1	1.6				
KYSR-FM WI '05	1	9	.1	2.6	1	9	.1	5.3	3	30	.3	4.8	5	18	.6	7.8				
KWRM-AM WI '05																				
TOTALS WI '05	38	233	4.3		19	97	2.1		62	272	7.0		64	225	7.2		22	101	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

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
KAHZ-AM																				
KMNY-AM																				
WI '05	8	166	.5	4.8	14	126	.8	5.7	8	81	.5	4.5	13	93	.8	5.7	5	56	.3	4.7
KAZN-AM																				
WI '05	29	423	1.8	17.6	57	317	3.4	23.1	22	183	1.3	12.4	38	238	2.3	16.7	21	131	1.3	19.8
KBIG-FM																				
WI '05	8	136	.5	4.8	7	66	.4	2.8	12	57	.7	6.8	12	44	.7	5.3	4	28	.2	3.8
KFI -AM																				
WI '05	2	37	.1	1.2	2	18	.1	.8	2	11	.1	1.1	3	17	.2	1.3	1	11	.1	.9
KFWB-AM																				
WI '05	4	185	.2	2.4	9	113	.5	3.6	3	69	.2	1.7	6	88	.4	2.6	3	41	.2	2.8
KIIS-FM																				
WI '05	16	385	1.0	9.7	22	225	1.3	8.9	16	149	1.0	9.0	27	201	1.6	11.9	6	112	.4	5.7
KVVS-FM																				
WI '05		1												1				1		
KKBT-FM																				
WI '05	2	105	.1	1.2	2	45	.1	.8	1	26	.1	.6	5	61	.3	2.2	3	38	.2	2.8
KLAC-AM																				
WI '05	1	33	.1	.6	3	20	.2	1.2	2	8	.1	1.1	2	22	.1	.9	1	24	.1	.9
KMRB-AM																				
WI '05	40	396	2.4	24.2	56	260	3.4	22.7	53	233	3.2	29.9	42	232	2.5	18.5	25	162	1.5	23.6
KMZT-FM																				
WI '05	2	77	.1	1.2	2	29	.1	.8	2	23	.1	1.1	3	47	.2	1.3	2	37	.1	1.9
KNX -AM																				
WI '05	1	53	.1	.6	3	34	.2	1.2	1	9	.1	.6	3	17	.2	1.3		4		
KOST-FM																				
WI '05	17	396	1.0	10.3	22	182	1.3	8.9	21	142	1.3	11.9	26	213	1.6	11.5	13	186	.8	12.3
KPWR-FM																				
WI '05	3	107	.2	1.8	1	19	.1	.4	1	29	.1	.6	5	54	.3	2.2	2	32	.1	1.9
KROQ-FM																				
WI '05	3	82	.2	1.8	7	75	.4	2.8	3	53	.2	1.7	5	53	.3	2.2	1	20	.1	.9
KRTH-FM																				
WI '05	1	62	.1	.6	2	33	.1	.8					1	16	.1	.4	2	17	.1	1.9
KTWV-FM																				
WI '05	2	70	.1	1.2	1	33	.1	.4	4	46	.2	2.3	2	24	.1	.9	2	21	.1	1.9
KYSR-FM																				
WI '05	2	79	.1	1.2	6	49	.4	2.4	1	16	.1	.6	4	33	.2	1.8		18		
KWRM-AM																				
WI '05	1	43	.1	.6		13			2	16	.1	1.1	4	15	.2	1.8				
TOTALS																				
WI '05	165	1456	10.0		247	1213	14.9		177	833	10.7		227	1121	13.7		106	778	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

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
KAHZ-AM KMNY-AM WI '05	11	157	.7	5.1	5	79	.3	4.2	4	20	.2	3.7	8	40	.5	3.8	6	26	.4	3.9
KAZN-AM WI '05	38	368	2.3	17.8	18	232	1.1	15.3	17	86	1.0	15.9	23	103	1.4	11.0	21	86	1.3	13.7
KBIG-FM WI '05	11	107	.7	5.1	5	59	.3	4.2		3			14	41	.8	6.7	17	21	1.0	11.1
KFI -AM WI '05	2	29	.1	.9	1	20	.1	.8	3	3	.2	2.8	3	20	.2	1.4				
KFWB-AM WI '05	6	168	.4	2.8	2	79	.1	1.7	5	30	.3	4.7	3	18	.2	1.4	3	13	.2	2.0
KIIS-FM WI '05	21	338	1.3	9.8	12	218	.7	10.2	11	59	.7	10.3	37	123	2.2	17.6	20	44	1.2	13.1
KVVS-FM WI '05		1				1			1	1	.1	.9								
KKBT-FM WI '05	3	85	.2	1.4	2	30	.1	1.7	1	6	.1	.9					4	16	.2	2.6
KLAC-AM WI '05	2	28	.1	.9		13			1	5	.1	.9	1	8	.1	.5				
KMRB-AM WI '05	50	366	3.0	23.4	31	289	1.9	26.3	29	113	1.8	27.1	59	168	3.6	28.1	41	126	2.5	26.8
KMZT-FM WI '05	2	61	.1	.9	2	53	.1	1.7	3	15	.2	2.8	3	19	.2	1.4		4		
KNX -AM WI '05	2	38	.1	.9	1	23	.1	.8	1	6	.1	.9	4	12	.2	1.9				
KOST-FM WI '05	23	333	1.4	10.7	10	198	.6	8.5	14	60	.8	13.1	16	63	1.0	7.6	9	45	.5	5.9
KPWR-FM WI '05	3	80	.2	1.4	4	93	.2	3.4					2	9	.1	1.0	9	40	.5	5.9
KROQ-FM WI '05	5	82	.3	2.3	2	40	.1	1.7	3	16	.2	2.8	4	14	.2	1.9	6	22	.4	3.9
KRTH-FM WI '05	1	39	.1	.5	2	40	.1	1.7	2	16	.1	1.9	3	17	.2	1.4		2		
KTWV-FM WI '05	2	53	.1	.9	2	26	.1	1.7	1	12	.1	.9	1	10	.1	.5	1	12	.1	.7
KYSR-FM WI '05	3	71	.2	1.4	2	48	.1	1.7	1	8	.1	.9	2	22	.1	1.0				
KWRM-AM WI '05	2	40	.1	.9	1	23	.1	.8					3	12	.2	1.4	2	7	.1	1.3
TOTALS WI '05	214	1423	12.9		118	1092	7.1		107	454	6.5		210	660	12.7		153	479	9.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KAHZ-AM KMNY-AM WI '05	1	7	.1	1.3	3	20	.2	5.3	4	27	.2	2.6	5	15	.3	4.1	6	21	.4	10.0
KAZN-AM WI '05	10	41	.6	13.2	9	45	.5	15.8	33	105	2.0	21.4	20	63	1.2	16.4	9	36	.5	15.0
KBIG-FM WI '05	1	15	.1	1.3	1	1	.1	1.8	2	18	.1	1.3	8	13	.5	6.6		1		
KFI -AM WI '05	1	8	.1	1.3													1	8	.1	1.7
KFWB-AM WI '05	2	12	.1	2.6	3	15	.2	5.3	4	17	.2	2.6	1	8	.1	.8				
KIIS-FM WI '05	5	49	.3	6.6	3	26	.2	5.3	8	65	.5	5.2	6	37	.4	4.9	1	9	.1	1.7
KVVS-FM WI '05		1																		
KKBT-FM WI '05	2	16	.1	2.6					2	8	.1	1.3	3	8	.2	2.5	2	8	.1	3.3
KLAC-AM WI '05																				
KMRB-AM WI '05	16	81	1.0	21.1	15	54	.9	26.3	46	157	2.8	29.9	33	95	2.0	27.0	11	50	.7	18.3
KMZT-FM WI '05	2	10	.1	2.6	2	11	.1	3.5	4	21	.2	2.6	4	24	.2	3.3	2	12	.1	3.3
KNX -AM WI '05					2	6	.1	3.5	1	7	.1	.6	2	7	.1	1.6		5		
KOST-FM WI '05	14	87	.8	18.4	4	30	.2	7.0	9	65	.5	5.8	5	43	.3	4.1	7	36	.4	11.7
KPWR-FM WI '05	2	16	.1	2.6	1	9	.1	1.8	3	18	.2	1.9	5	15	.3	4.1	9	46	.5	15.0
KROQ-FM WI '05	1	10	.1	1.3					3	19	.2	1.9	1	10	.1	.8				
KRTH-FM WI '05									1	7	.1	.6	7	11	.4	5.7	1	7	.1	1.7
KTWV-FM WI '05	4	5	.2	5.3	1	13	.1	1.8	2	5	.1	1.3	1	8	.1	.8	2	9	.1	3.3
KYSR-FM WI '05	1	9	.1	1.3	1	9	.1	1.8	3	30	.2	1.9	5	18	.3	4.1				
KWRM-AM WI '05					1	5	.1	1.8												
TOTALS WI '05	76	393	4.6		57	253	3.4		154	578	9.3		122	398	7.4		60	257	3.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	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
KAHZ-AM KMNY-AM WI '05	8	152	.6	5.9	14	112	1.1	6.5	8	67	.6	5.7	12	79	.9	6.7	5	49	.4	6.3
KAZN-AM WI '05	28	393	2.1	20.7	56	302	4.3	26.0	22	176	1.7	15.6	38	230	2.9	21.1	20	123	1.5	25.0
KBIG-FM WI '05	2	92	.2	1.5	3	41	.2	1.4	2	30	.2	1.4	3	27	.2	1.7	1	18	.1	1.3
KFI -AM WI '05	2	37	.2	1.5	2	18	.2	.9	2	11	.2	1.4	3	17	.2	1.7	1	11	.1	1.3
KFWB-AM WI '05	4	172	.3	3.0	8	107	.6	3.7	3	60	.2	2.1	6	88	.5	3.3	3	41	.2	3.8
KIIS-FM WI '05	9	232	.7	6.7	14	141	1.1	6.5	11	70	.8	7.8	15	101	1.1	8.3	2	53	.2	2.5
KVVS-FM WI '05		1												1				1		
KKBT-FM WI '05		44			1	19	.1	.5					1	19	.1	.6		4		
KLAC-AM WI '05	1	25	.1	.7	1	12	.1	.5					2	14	.2	1.1	1	16	.1	1.3
KMRB-AM WI '05	40	376	3.0	29.6	56	260	4.3	26.0	53	223	4.0	37.6	41	212	3.1	22.8	25	162	1.9	31.3
KMZT-FM WI '05	2	69	.2	1.5	2	29	.2	.9	2	23	.2	1.4	3	47	.2	1.7	1	29	.1	1.3
KNX -AM WI '05	1	47	.1	.7	2	28	.2	.9	1	9	.1	.7	3	17	.2	1.7		4		
KOST-FM WI '05	13	320	1.0	9.6	18	145	1.4	8.4	14	85	1.1	9.9	20	185	1.5	11.1	9	129	.7	11.3
KPWR-FM WI '05	1	38	.1	.7	1	12	.1	.5					1	22	.1	.6		8		
KROQ-FM WI '05		29			1	22	.1	.5		14			1	9	.1	.6				
KRTH-FM WI '05	1	52	.1	.7	2	22	.2	.9					1	16	.1	.6	1	7	.1	1.3
KTWV-FM WI '05	2	53	.2	1.5	1	25	.1	.5	3	30	.2	2.1	2	24	.2	1.1	1	13	.1	1.3
KYSR-FM WI '05	2	63	.2	1.5	6	39	.5	2.8	1	16	.1	.7	4	27	.3	2.2		18		
KWRM-AM WI '05	1	36	.1	.7		5			2	16	.2	1.4	4	15	.3	2.2				
TOTALS WI '05	135	1174	10.3		215	999	16.4		141	660	10.7		180	888	13.7		80	595	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

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
KAHZ-AM KMNY-AM WI '05	11	142	.8	6.3	5	79	.4	5.1	4	20	.3	4.3	8	40	.6	4.8	6	26	.5	5.4
KAZN-AM WI '05	37	353	2.8	21.0	17	217	1.3	17.3	15	77	1.1	16.0	22	97	1.7	13.3	21	86	1.6	18.8
KBIG-FM WI '05	2	71	.2	1.1	2	41	.2	2.0		3			4	31	.3	2.4	7	11	.5	6.3
KFI -AM WI '05	2	29	.2	1.1	1	20	.1	1.0	3	3	.2	3.2	3	20	.2	1.8				
KFWB-AM WI '05	5	154	.4	2.8	2	71	.2	2.0	5	30	.4	5.3	3	18	.2	1.8	3	13	.2	2.7
KIIS-FM WI '05	13	202	1.0	7.4	6	135	.5	6.1	10	41	.8	10.6	17	64	1.3	10.3	11	27	.8	9.8
KVVS-FM WI '05		1				1			1	1	.1	1.1								
KKBT-FM WI '05		33				14			1	6	.1	1.1								
KLAC-AM WI '05	1	20	.1	.6		5			1	5	.1	1.1								
KMRB-AM WI '05	50	346	3.8	28.4	31	289	2.4	31.6	29	113	2.2	30.9	59	168	4.5	35.8	41	126	3.1	36.6
KMZT-FM WI '05	2	61	.2	1.1	2	45	.2	2.0	3	15	.2	3.2	3	19	.2	1.8		4		
KNX -AM WI '05	2	32	.2	1.1	1	17	.1	1.0	1	6	.1	1.1	4	12	.3	2.4				
KOST-FM WI '05	17	257	1.3	9.7	8	171	.6	8.2	11	42	.8	11.7	10	53	.8	6.1	8	26	.6	7.1
KPWR-FM WI '05	1	29	.1	.6	2	32	.2	2.0					2	9	.2	1.2	1	7	.1	.9
KROQ-FM WI '05	1	29	.1	.6		5							1	5	.1	.6	2	5	.2	1.8
KRTH-FM WI '05	1	29	.1	.6	2	30	.2	2.0	2	16	.2	2.1	2	7	.2	1.2		2		
KTWV-FM WI '05	2	37	.2	1.1	1	18	.1	1.0		4			1	10	.1	.6		4		
KYSR-FM WI '05	3	55	.2	1.7	2	48	.2	2.0	1	8	.1	1.1	2	22	.2	1.2				
KWRM-AM WI '05	2	33	.2	1.1	1	23	.1	1.0					3	12	.2	1.8	2	7	.2	1.8
TOTALS WI '05	176	1147	13.4		98	892	7.5		94	393	7.2		165	559	12.6		112	377	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

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
KAHZ-AM KMNY-AM																				
WI '05	1	7	.1	1.6	3	20	.2	5.9	4	27	.3	2.8	5	15	.4	5.0	6	21	.5	11.8
KAZN-AM																				
WI '05	8	34	.6	12.9	9	45	.7	17.6	32	96	2.4	22.1	20	63	1.5	20.0	9	36	.7	17.6
KBIG-FM																				
WI '05	1	15	.1	1.6	1	1	.1	2.0	2	18	.2	1.4	4	5	.3	4.0		1		
KFI -AM																				
WI '05	1	8	.1	1.6													1	8	.1	2.0
KFWB-AM																				
WI '05	2	12	.2	3.2	3	15	.2	5.9	4	17	.3	2.8								
KIIS-FM																				
WI '05	3	32	.2	4.8	1	13	.1	2.0	5	51	.4	3.4	3	19	.2	3.0	1	9	.1	2.0
KVVS-FM																				
WI '05		1																		
KKBT-FM																				
WI '05									2	8	.2	1.4								
KLAC-AM																				
WI '05																				
KMRB-AM																				
WI '05	16	81	1.2	25.8	15	54	1.1	29.4	46	157	3.5	31.7	33	95	2.5	33.0	11	50	.8	21.6
KMZT-FM																				
WI '05	2	10	.2	3.2	2	11	.2	3.9	4	21	.3	2.8	3	16	.2	3.0		4		
KNX -AM																				
WI '05									1	7	.1	.7	2	7	.2	2.0		5		
KOST-FM																				
WI '05	10	68	.8	16.1	3	22	.2	5.9	9	65	.7	6.2	5	34	.4	5.0	6	28	.5	11.8
KPWR-FM																				
WI '05					1	9	.1	2.0	3	18	.2	2.1					5	18	.4	9.8
KROQ-FM																				
WI '05																				
KRTH-FM																				
WI '05									1	7	.1	.7	7	11	.5	7.0	1	7	.1	2.0
KTWV-FM																				
WI '05	4	5	.3	6.5		5			2	5	.2	1.4					2	9	.2	3.9
KYSR-FM																				
WI '05	1	9	.1	1.6	1	9	.1	2.0	3	30	.2	2.1	5	18	.4	5.0				
KWRM-AM																				
WI '05					1	5	.1	2.0												
TOTALS																				
WI '05	62	309	4.7		51	226	3.9		145	520	11.1		100	313	7.6		51	204	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

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
KAHZ-AM KMNY-AM WI '05	11	217	.7	6.0	21	164	1.3	7.4	12	102	.7	6.1	14	115	.9	6.0	6	70	.4	5.1
KAZN-AM WI '05	44	552	2.7	24.0	81	417	5.0	28.4	32	254	2.0	16.3	58	313	3.6	24.8	37	204	2.3	31.6
KBIG-FM WI '05	2	96	.1	1.1	3	41	.2	1.1	2	30	.1	1.0	3	27	.2	1.3	1	22	.1	.9
KFI -AM WI '05	2	54	.1	1.1	2	18	.1	.7	3	15	.2	1.5	4	27	.2	1.7	1	11	.1	.9
KFWB-AM WI '05	4	202	.2	2.2	9	122	.6	3.2	3	71	.2	1.5	6	93	.4	2.6	3	46	.2	2.6
KIIS-FM WI '05	9	252	.6	4.9	15	151	.9	5.3	11	76	.7	5.6	16	112	1.0	6.8	2	57	.1	1.7
KVVS-FM WI '05		1												1				1		
KKBT-FM WI '05		51			1	19	.1	.4					1	25	.1	.4		4		
KLAC-AM WI '05	1	37	.1	.5	1	12	.1	.4	1	6	.1	.5	2	14	.1	.9	1	16	.1	.9
KMRB-AM WI '05	55	477	3.4	30.1	79	338	4.9	27.7	78	309	4.8	39.8	56	276	3.5	23.9	31	204	1.9	26.5
KMZT-FM WI '05	5	106	.3	2.7	3	35	.2	1.1	6	45	.4	3.1	5	67	.3	2.1	7	47	.4	6.0
KNX -AM WI '05	2	63	.1	1.1	5	45	.3	1.8	1	14	.1	.5	3	17	.2	1.3	1	9	.1	.9
KOST-FM WI '05	14	355	.9	7.7	19	161	1.2	6.7	14	99	.9	7.1	22	211	1.4	9.4	10	143	.6	8.5
KPWR-FM WI '05	1	38	.1	.5	1	12	.1	.4					1	22	.1	.4		8		
KROQ-FM WI '05	1	51	.1	.5	1	32	.1	.4		14			1	15	.1	.4		5		
KRTH-FM WI '05	2	61	.1	1.1	2	27	.1	.7	1	4	.1	.5	1	20	.1	.4	2	15	.1	1.7
KTWV-FM WI '05	4	64	.2	2.2	5	36	.3	1.8	9	36	.6	4.6	6	30	.4	2.6	1	13	.1	.9
KYSR-FM WI '05	2	67	.1	1.1	6	39	.4	2.1	1	16	.1	.5	4	27	.2	1.7		18		
KWRM-AM WI '05	1	36	.1	.5		5			2	16	.1	1.0	4	15	.2	1.7				
TOTALS WI '05	183	1468	11.3		285	1249	17.6		196	857	12.1		234	1106	14.5		117	781	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05	16	201	1.0	6.8	6	111	.4	4.5	7	36	.4	5.4	11	61	.7	5.3	7	37	.4	4.3
KAZN-AM WI '05	55	506	3.4	23.4	31	321	1.9	23.1	27	118	1.7	20.9	29	130	1.8	14.0	43	144	2.7	26.5
KBIG-FM WI '05	2	71	.1	.9	2	41	.1	1.5		3			4	31	.2	1.9	7	11	.4	4.3
KFI -AM WI '05	3	39	.2	1.3	1	26	.1	.7	3	3	.2	2.3	3	20	.2	1.4				
KFWB-AM WI '05	6	173	.4	2.6	3	88	.2	2.2	6	35	.4	4.7	4	30	.2	1.9	5	18	.3	3.1
KIIS-FM WI '05	14	218	.9	6.0	7	139	.4	5.2	11	45	.7	8.5	17	64	1.1	8.2	11	27	.7	6.8
KVVS-FM WI '05		1				1			1	1	.1	.8								
KKBT-FM WI '05		39				14			1	6	.1	.8								
KLAC-AM WI '05	1	26	.1	.4		17			1	5	.1	.8								
KMRB-AM WI '05	72	447	4.5	30.6	41	352	2.5	30.6	44	149	2.7	34.1	70	201	4.3	33.8	49	153	3.0	30.2
KMZT-FM WI '05	4	88	.2	1.7	5	65	.3	3.7	3	15	.2	2.3	8	31	.5	3.9	4	13	.2	2.5
KNX -AM WI '05	3	48	.2	1.3	2	29	.1	1.5	2	12	.1	1.6	4	12	.2	1.9	1	6	.1	.6
KOST-FM WI '05	18	288	1.1	7.7	8	181	.5	6.0	11	42	.7	8.5	10	53	.6	4.8	8	26	.5	4.9
KPWR-FM WI '05	1	29	.1	.4	2	32	.1	1.5					2	9	.1	1.0	1	7	.1	.6
KROQ-FM WI '05	1	39	.1	.4		12							1	5	.1	.5	2	12	.1	1.2
KRTH-FM WI '05	1	33	.1	.4	2	38	.1	1.5	2	16	.1	1.6	4	11	.2	1.9		2		
KTWV-FM WI '05	7	48	.4	3.0	2	24	.1	1.5		4			3	16	.2	1.4	2	10	.1	1.2
KYSR-FM WI '05	3	55	.2	1.3	2	52	.1	1.5	1	8	.1	.8	2	22	.1	1.0				
KWRM-AM WI '05	2	33	.1	.9	1	23	.1	.7					3	12	.2	1.4	2	7	.1	1.2
TOTALS WI '05	235	1436	14.5		134	1139	8.3		129	501	8.0		207	695	12.8		162	524	10.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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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
KAHZ-AM KMNY-AM WI '05	2	12	.1	2.3	3	20	.2	3.8	6	32	.4	3.3	5	15	.3	3.5	6	21	.4	7.7
KAZN-AM WI '05	21	77	1.3	24.4	20	81	1.2	25.6	42	132	2.6	23.1	40	106	2.5	28.4	27	89	1.7	34.6
KBIG-FM WI '05	1	15	.1	1.2	1	1	.1	1.3	2	18	.1	1.1	4	5	.2	2.8		1		
KFI -AM WI '05	1	8	.1	1.2					1	6	.1	.5					1	8	.1	1.3
KFWB-AM WI '05	2	18	.1	2.3	4	20	.2	5.1	5	28	.3	2.7								
KIIS-FM WI '05	3	32	.2	3.5	1	13	.1	1.3	5	51	.3	2.7	3	19	.2	2.1	1	9	.1	1.3
KVVS-FM WI '05		1																		
KKBT-FM WI '05									2	8	.1	1.1								
KLAC-AM WI '05					1	6	.1	1.3	1	6	.1	.5								
KMRB-AM WI '05	21	95	1.3	24.4	27	84	1.7	34.6	58	190	3.6	31.9	42	122	2.6	29.8	15	60	.9	19.2
KMZT-FM WI '05	3	16	.2	3.5	2	11	.1	2.6	6	27	.4	3.3	7	32	.4	5.0	4	10	.2	5.1
KNX -AM WI '05	1	6	.1	1.2					1	7	.1	.5	2	7	.1	1.4	1	10	.1	1.3
KOST-FM WI '05	11	74	.7	12.8	3	22	.2	3.8	10	70	.6	5.5	6	39	.4	4.3	6	28	.4	7.7
KPWR-FM WI '05					1	9	.1	1.3	3	18	.2	1.6					5	18	.3	6.4
KROQ-FM WI '05																				
KRTH-FM WI '05									1	7	.1	.5	8	16	.5	5.7	1	7	.1	1.3
KTWV-FM WI '05	4	5	.2	4.7	1	11	.1	1.3	3	11	.2	1.6					2	9	.1	2.6
KYSR-FM WI '05	1	9	.1	1.2	2	14	.1	2.6	3	30	.2	1.6	5	18	.3	3.5				
KWRM-AM WI '05					1	5	.1	1.3												
TOTALS WI '05	86	398	5.3		78	314	4.8		182	626	11.3		141	427	8.7		78	284	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

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
KAHZ-AM KMNY-AM WI '05	15	247	1.0	7.6	27	175	1.8	8.7	17	117	1.1	7.8	23	148	1.5	9.8	6	80	.4	4.4
KAZN-AM WI '05	57	616	3.7	28.8	98	466	6.4	31.6	47	313	3.1	21.6	74	403	4.8	31.6	46	239	3.0	33.6
KBIG-FM WI '05	2	64	.1	1.0	3	31	.2	1.0	3	29	.2	1.4	4	32	.3	1.7	1	14	.1	.7
KFI -AM WI '05	2	52	.1	1.0	2	33	.1	.6	2	12	.1	.9	3	21	.2	1.3	2	15	.1	1.5
KFWB-AM WI '05	4	176	.3	2.0	10	109	.7	3.2	3	67	.2	1.4	5	77	.3	2.1	2	41	.1	1.5
KIIS-FM WI '05	1	90	.1	.5	4	49	.3	1.3		13			1	22	.1	.4	1	15	.1	.7
KVVS-FM WI '05		1												1				1		
KKBT-FM WI '05		27				5				7			1	24	.1	.4		4		
KLAC-AM WI '05	1	28	.1	.5	1	11	.1	.3	1	6	.1	.5		5				7		
KMRB-AM WI '05	68	565	4.4	34.3	103	396	6.7	33.2	97	387	6.3	44.5	65	325	4.2	27.8	43	248	2.8	31.4
KMZT-FM WI '05	6	133	.4	3.0	5	50	.3	1.6	7	72	.5	3.2	5	71	.3	2.1	9	61	.6	6.6
KNX -AM WI '05	2	65	.1	1.0	5	48	.3	1.6	2	18	.1	.9	4	25	.3	1.7	1	13	.1	.7
KOST-FM WI '05	10	249	.7	5.1	14	115	.9	4.5	10	79	.7	4.6	13	137	.8	5.6	6	81	.4	4.4
KPWR-FM WI '05																				
KROQ-FM WI '05		27			1	16	.1	.3						6				5		
KRTH-FM WI '05	1	33	.1	.5	1	8	.1	.3	3	9	.2	1.4	1	9	.1	.4	2	14	.1	1.5
KTWV-FM WI '05	4	39	.3	2.0	4	19	.3	1.3	7	11	.5	3.2	5	13	.3	2.1	1	13	.1	.7
KYSR-FM WI '05		9								5				5						
KWRM-AM WI '05	1	48	.1	.5	1	16	.1	.3	3	27	.2	1.4	3	15	.2	1.3				
TOTALS WI '05	198	1421	12.9		310	1235	20.2		218	917	14.2		234	1078	15.3		137	775	8.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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
KAHZ-AM KMNY-AM WI '05	22	218	1.4	8.8	8	146	.5	5.6	10	43	.7	6.4	12	75	.8	5.6	9	51	.6	5.6
KAZN-AM WI '05	71	582	4.6	28.3	39	368	2.5	27.1	40	164	2.6	25.6	38	154	2.5	17.8	50	177	3.3	30.9
KBIG-FM WI '05	3	54	.2	1.2	2	19	.1	1.4		3			3	9	.2	1.4	7	11	.5	4.3
KFI -AM WI '05	2	46	.1	.8	2	26	.1	1.4	4	8	.3	2.6	1	3	.1	.5				
KFWB-AM WI '05	6	145	.4	2.4	3	78	.2	2.1	5	27	.3	3.2	10	46	.7	4.7	4	17	.3	2.5
KIIS-FM WI '05	2	71	.1	.8	1	46	.1	.7	1	13	.1	.6	3	19	.2	1.4	2	11	.1	1.2
KVVS-FM WI '05		1				1			1	1	.1	.6								
KKBT-FM WI '05		24																		
KLAC-AM WI '05	1	17	.1	.4	1	22	.1	.7	1	5	.1	.6					1	5	.1	.6
KMRB-AM WI '05	89	530	5.8	35.5	48	412	3.1	33.3	51	176	3.3	32.7	81	238	5.3	37.9	41	143	2.7	25.3
KMZT-FM WI '05	6	113	.4	2.4	6	79	.4	4.2	7	29	.5	4.5	12	48	.8	5.6	6	23	.4	3.7
KNX -AM WI '05	4	57	.3	1.6	1	26	.1	.7	2	16	.1	1.3		10			1	10	.1	.6
KOST-FM WI '05	12	188	.8	4.8	9	137	.6	6.3	12	45	.8	7.7	10	40	.7	4.7	10	37	.7	6.2
KPWR-FM WI '05																				
KROQ-FM WI '05		16				12							1	5	.1	.5	2	12	.1	1.2
KRTH-FM WI '05	2	13	.1	.8	1	24	.1	.7	1	8	.1	.6	3	4	.2	1.4		2		
KTWV-FM WI '05	5	23	.3	2.0	2	24	.1	1.4		4			3	16	.2	1.4	2	10	.1	1.2
KYSR-FM WI '05		5				4														
KWRM-AM WI '05	2	44	.1	.8	1	17	.1	.7					3	12	.2	1.4				
TOTALS WI '05	251	1405	16.4		144	1137	9.4		156	561	10.2		214	723	14.0		162	547	10.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05	1	20	.1	1.1	4	29	.3	3.3	8	42	.5	4.7	6	26	.4	4.5	10	55	.7	9.7
KAZN-AM WI '05	24	98	1.6	25.8	43	140	2.8	35.0	47	156	3.1	27.6	40	121	2.6	30.1	36	130	2.3	35.0
KBIG-FM WI '05	1	15	.1	1.1	1	1	.1	.8	1	5	.1	.6	4	5	.3	3.0		1		
KFI -AM WI '05	3	12	.2	3.2	3	12	.2	2.4	2	12	.1	1.2					2	12	.1	1.9
KFWB-AM WI '05	1	10	.1	1.1	1	12	.1	.8	1	11	.1	.6	1	7	.1	.8				
KIIS-FM WI '05		5				3											1	9	.1	1.0
KVVS-FM WI '05		1																		
KKBT-FM WI '05																				
KLAC-AM WI '05					1	11	.1	.8	2	11	.1	1.2	1	5	.1	.8	1	5	.1	1.0
KMRB-AM WI '05	29	119	1.9	31.2	45	135	2.9	36.6	63	212	4.1	37.1	47	131	3.1	35.3	22	82	1.4	21.4
KMZT-FM WI '05	3	16	.2	3.2	1	5	.1	.8	6	35	.4	3.5	5	24	.3	3.8	4	10	.3	3.9
KNX -AM WI '05	1	6	.1	1.1									1	4	.1	.8	1	10	.1	1.0
KOST-FM WI '05	9	31	.6	9.7	3	22	.2	2.4	9	56	.6	5.3	7	34	.5	5.3	11	29	.7	10.7
KPWR-FM WI '05																				
KROQ-FM WI '05																				
KRTH-FM WI '05													1	9	.1	.8				
KTWV-FM WI '05	4	5	.3	4.3	1	11	.1	.8	3	11	.2	1.8					2	9	.1	1.9
KYSR-FM WI '05					1	4	.1	.8												
KWRM-AM WI '05					1	5	.1	.8												
TOTALS WI '05	93	368	6.1		123	419	8.0		170	576	11.1		133	391	8.7		103	370	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.

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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
KAHZ-AM KMNY-AM WI '05		6												6				6		
KAZN-AM WI '05	4	57	1.3	18.2	4	25	1.3	15.4	2	8	.7	13.3	4	8	1.3	12.9	5	33	1.6	20.8
KBIG-FM WI '05		8				8														
KFI -AM WI '05																				
KFWB-AM WI '05		14			1	5	.3	3.8		8										
KIIS-FM WI '05	6	115	2.0	27.3	8	86	2.6	30.8	5	54	1.6	33.3	11	101	3.6	35.5	4	62	1.3	16.7
KVVS-FM WI '05																				
KKBT-FM WI '05	2	39	.7	9.1		17			1	8	.3	6.7	4	39	1.3	12.9	2	23	.7	8.3
KLAC-AM WI '05	1	8	.3	4.5	1	8	.3	3.8	2	8	.7	13.3		8				8		
KMRB-AM WI '05		14			1	14	.3	3.8									1	8	.3	4.2
KMZT-FM WI '05		14															1	14	.3	4.2
KNX -AM WI '05		6			1	6	.3	3.8												
KOST-FM WI '05	1	39	.3	4.5	2	23	.7	7.7	1	23	.3	6.7	2	23	.7	6.5	2	23	.7	8.3
KPWR-FM WI '05	2	46	.7	9.1	1	14	.3	3.8	1	17	.3	6.7	5	46	1.6	16.1	2	23	.7	8.3
KROQ-FM WI '05	1	23	.3	4.5	3	23	1.0	11.5	1	8	.3	6.7	3	23	1.0	9.7				
KRTH-FM WI '05		6																		
KTWV-FM WI '05	1	17	.3	4.5	1	8	.3	3.8	1	17	.3	6.7					1	8	.3	4.2
KYSR-FM WI '05		12												12						
KWRM-AM WI '05																				
TOTALS WI '05	22	231	7.2		26	188	8.6		15	104	4.9		31	169	10.2		24	143	7.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05		6																		
KAZN-AM WI '05	4	25	1.3	17.4	4	32	1.3	25.0	4	17	1.3	50.0	4	15	1.3	15.4	4	8	1.3	13.3
KBIG-FM WI '05		8																		
KFI -AM WI '05																				
KFWB-AM WI '05		14				8														
KIIS-FM WI '05	8	115	2.6	34.8	5	67	1.6	31.3	1	8	.3	12.5	17	48	5.6	65.4	9	23	3.0	30.0
KVVS-FM WI '05																				
KKBT-FM WI '05	2	39	.7	8.7	1	14	.3	6.3						6			3	8	1.0	10.0
KLAC-AM WI '05	1	8	.3	4.3		8							1	8	.3	3.8				
KMRB-AM WI '05		14																		
KMZT-FM WI '05						8														
KNX -AM WI '05		6				6														
KOST-FM WI '05	2	39	.7	8.7	1	23	.3	6.3	1	8	.3	12.5					1	14	.3	3.3
KPWR-FM WI '05	2	46	.7	8.7	2	37	.7	12.5									9	37	3.0	30.0
KROQ-FM WI '05	2	23	.7	8.7	1	15	.3	6.3	2	6	.7	25.0	3	8	1.0	11.5	2	6	.7	6.7
KRTH-FM WI '05						6											1	6	.3	3.3
KTWV-FM WI '05	1	17	.3	4.3		8			1	8	.3	12.5					1	8	.3	3.3
KYSR-FM WI '05		12																		
KWRM-AM WI '05																				
TOTALS WI '05	23	216	7.6		16	137	5.3		8	31	2.6		26	77	8.6		30	74	9.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAHZ-AM																				
KMNY-AM																				
WI '05																				
KAZN-AM																				
WI '05	6	23	2.0	37.5	4	8	1.3	36.4	3	17	1.0	30.0	4	8	1.3	22.2	4	8	1.3	40.0
KBIG-FM																				
WI '05																				
KFI -AM																				
WI '05																				
KFWB-AM																				
WI '05													1	8	.3	5.6				
KIIS-FM																				
WI '05	3	23	1.0	18.8	2	14	.7	18.2	3	14	1.0	30.0	1	8	.3	5.6				
KVVS-FM																				
WI '05																				
KKBT-FM																				
WI '05	2	8	.7	12.5									3	8	1.0	16.7	2	8	.7	20.0
KLAC-AM																				
WI '05																				
KMRB-AM																				
WI '05																				
KMZT-FM																				
WI '05													1	8	.3	5.6	2	8	.7	20.0
KNX -AM																				
WI '05					2	6	.7	18.2												
KOST-FM																				
WI '05	1	8	.3	6.3	1	8	.3	9.1					1	8	.3	5.6	1	8	.3	10.0
KPWR-FM																				
WI '05	2	8	.7	12.5									6	23	2.0	33.3	2	8	.7	20.0
KROQ-FM																				
WI '05									2	8	.7	20.0								
KRTH-FM																				
WI '05																				
KTWV-FM																				
WI '05					1	8	.3	9.1					1	8	.3	5.6				
KYSR-FM																				
WI '05																				
KWRM-AM																				
WI '05																				
TOTALS																				
WI '05	16	71	5.3		11	37	3.6		10	47	3.3		18	56	5.9		10	33	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

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
KAHZ-AM KMNY-AM																				
WI '05		12				6								6						
KAZN-AM																				
WI '05	3	74	.7	7.9	7	50	1.6	13.2		8			6	36	1.4	9.8	2	39	.5	6.7
KBIG-FM																				
WI '05		31			1	23	.2	1.9										8		
KFI -AM																				
WI '05	1	23	.2	2.6	1	7	.2	1.9	1	8	.2	3.4		7				8		
KFWB-AM																				
WI '05	1	58	.2	2.6	2	36	.5	3.8	1	17	.2	3.4	2	20	.5	3.3	1	16	.2	3.3
KIIS-FM																				
WI '05	11	162	2.5	28.9	13	123	2.9	24.5	11	66	2.5	37.9	20	117	4.5	32.8	4	75	.9	13.3
KVVS-FM																				
WI '05																				
KKBT-FM																				
WI '05	2	56	.5	5.3	1	22	.2	1.9	1	8	.2	3.4	4	33	.9	6.6	2	17	.5	6.7
KLAC-AM																				
WI '05	1	22	.2	2.6	2	14	.5	3.8	2	8	.5	6.9	2	22	.5	3.3	1	17	.2	3.3
KMRB-AM																				
WI '05	2	56	.5	5.3	4	36	.9	7.5	2	22	.5	6.9	4	39	.9	6.6		8		
KMZT-FM																				
WI '05		17															1	17	.2	3.3
KNX -AM																				
WI '05		13			1	6	.2	1.9												
KOST-FM																				
WI '05	4	109	.9	10.5	3	56	.7	5.7	5	25	1.1	17.2	6	55	1.4	9.8	5	66	1.1	16.7
KPWR-FM																				
WI '05	2	60	.5	5.3	1	19	.2	1.9	1	8	.2	3.4	5	54	1.1	8.2	2	25	.5	6.7
KROQ-FM																				
WI '05	1	23	.2	2.6	3	23	.7	5.7	1	8	.2	3.4	3	23	.7	4.9				
KRTH-FM																				
WI '05	1	15	.2	2.6									1	7	.2	1.6	1	7	.2	3.3
KTWV-FM																				
WI '05	1	25	.2	2.6	1	8	.2	1.9	1	25	.2	3.4					1	8	.2	3.3
KYSR-FM																				
WI '05	1	34	.2	2.6	3	20	.7	5.7					1	14	.2	1.6		8		
KWRM-AM																				
WI '05																				
TOTALS																				
WI '05	38	363	8.6		53	328	12.0		29	136	6.6		61	290	13.8		30	206	6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM																				
KMNY-AM																				
WI '05		6				6			1	6	.2	4.5	1	6	.2	1.9				
KAZN-AM																				
WI '05	4	50	.9	8.7	2	35	.5	6.9	4	22	.9	18.2	3	21	.7	5.7	2	8	.5	4.7
KBIG-FM																				
WI '05		23				6								6						
KFI -AM																				
WI '05	1	15	.2	2.2	1	16	.2	3.4					2	16	.5	3.8				
KFWB-AM																				
WI '05	2	58	.5	4.3		25			1	8	.2	4.5								
KIIS-FM																				
WI '05	15	162	3.4	32.6	8	93	1.8	27.6	8	31	1.8	36.4	27	64	6.1	50.9	19	32	4.3	44.2
KVVS-FM																				
WI '05																				
KKBT-FM																				
WI '05	2	47	.5	4.3	1	22	.2	3.4	1	6	.2	4.5					3	8	.7	7.0
KLAC-AM																				
WI '05	2	22	.5	4.3		8							1	8	.2	1.9				
KMRB-AM																				
WI '05	3	50	.7	6.5	2	30	.5	6.9	2	8	.5	9.1	4	25	.9	7.5	6	16	1.4	14.0
KMZT-FM																				
WI '05					1	17	.2	3.4												
KNX -AM																				
WI '05		6			1	13	.2	3.4					4	7	.9	7.5				
KOST-FM																				
WI '05	5	94	1.1	10.9	2	70	.5	6.9	1	8	.2	4.5		6			1	8	.2	2.3
KPWR-FM																				
WI '05	2	60	.5	4.3	3	46	.7	10.3									8	30	1.8	18.6
KROQ-FM																				
WI '05	2	23	.5	4.3	1	15	.2	3.4	2	6	.5	9.1	3	8	.7	5.7	2	6	.5	4.7
KRTH-FM																				
WI '05		7			1	15	.2	3.4	1	8	.2	4.5	2	7	.5	3.8				
KTWV-FM																				
WI '05	1	25	.2	2.2		8			1	8	.2	4.5					1	8	.2	2.3
KYSR-FM																				
WI '05	1	26	.2	2.2	1	22	.2	3.4	1	8	.2	4.5		6						
KWRM-AM																				
WI '05																				
TOTALS																				
WI '05	46	350	10.4		29	264	6.6		22	107	5.0		53	159	12.0		43	98	9.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KAHZ-AM KMNY-AM WI '05																				
KAZN-AM WI '05	1	7	.2	4.8					1	14	.2	3.4	5	14	1.1	13.5				
KBIG-FM WI '05										6										
KFI -AM WI '05	1	8	.2	4.8													1	8	.2	6.3
KFWB-AM WI '05					2	8	.5	16.7					1	8	.2	2.7				
KIIS-FM WI '05	3	25	.7	14.3	2	14	.5	16.7	3	28	.7	10.3	1	8	.2	2.7				
KVVS-FM WI '05																				
KKBT-FM WI '05	2	8	.5	9.5					2	8	.5	6.9	3	8	.7	8.1	2	8	.5	12.5
KLAC-AM WI '05																				
KMRB-AM WI '05									5	14	1.1	17.2	3	8	.7	8.1				
KMZT-FM WI '05													3	17	.7	8.1	2	8	.5	12.5
KNX -AM WI '05					2	6	.5	16.7	1	7	.2	3.4	2	7	.5	5.4				
KOST-FM WI '05	6	47	1.4	28.6	1	8	.2	8.3	3	22	.7	10.3	2	17	.5	5.4	2	17	.5	12.5
KPWR-FM WI '05	2	8	.5	9.5					2	8	.5	6.9	5	15	1.1	13.5	5	17	1.1	31.3
KROQ-FM WI '05									2	8	.5	6.9								
KRTH-FM WI '05									1	7	.2	3.4	7	7	1.6	18.9	1	7	.2	6.3
KTWV-FM WI '05					1	8	.2	8.3					1	8	.2	2.7				
KYSR-FM WI '05									2	14	.5	6.9	3	8	.7	8.1				
KWRM-AM WI '05																				
TOTALS WI '05	21	112	4.8		12	59	2.7		29	144	6.6		37	120	8.4		16	65	3.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
KAHZ-AM KMNY-AM WI '05	2	45	.3	2.7	3	29	.4	2.7	1	11	.1	1.5	3	29	.4	2.9	1	11	.1	1.9
KAZN-AM WI '05	14	181	1.9	18.9	26	146	3.6	23.2	8	56	1.1	11.9	20	113	2.8	19.2	10	75	1.4	18.9
KBIG-FM WI '05		48			1	26	.1	.9		5				7				8		
KFI -AM WI '05	2	29	.3	2.7	1	10	.1	.9	2	11	.3	3.0	3	12	.4	2.9	1	11	.1	1.9
KFWB-AM WI '05	2	99	.3	2.7	5	67	.7	4.5	2	34	.3	3.0	3	33	.4	2.9	2	28	.3	3.8
KIIS-FM WI '05	11	178	1.5	14.9	15	134	2.1	13.4	12	69	1.7	17.9	20	119	2.8	19.2	5	77	.7	9.4
KVVS-FM WI '05																				
KKBT-FM WI '05	2	56	.3	2.7	1	22	.1	.9	1	8	.1	1.5	4	33	.6	3.8	2	17	.3	3.8
KLAC-AM WI '05	1	33	.1	1.4	3	20	.4	2.7	2	8	.3	3.0	2	22	.3	1.9	1	24	.1	1.9
KMRB-AM WI '05	14	172	1.9	18.9	22	112	3.0	19.6	17	89	2.3	25.4	13	96	1.8	12.5	7	73	1.0	13.2
KMZT-FM WI '05	1	27	.1	1.4	1	3	.1	.9		5			1	10	.1	1.0	1	19	.1	1.9
KNX -AM WI '05	1	35	.1	1.4	2	24	.3	1.8		2			1	9	.1	1.0				
KOST-FM WI '05	6	172	.8	8.1	5	88	.7	4.5	8	48	1.1	11.9	8	84	1.1	7.7	6	94	.8	11.3
KPWR-FM WI '05	2	60	.3	2.7	1	19	.1	.9	1	8	.1	1.5	5	54	.7	4.8	2	25	.3	3.8
KROQ-FM WI '05	1	23	.1	1.4	3	23	.4	2.7	1	8	.1	1.5	3	23	.4	2.9				
KRTH-FM WI '05	1	30	.1	1.4									1	7	.1	1.0	1	7	.1	1.9
KTWV-FM WI '05	1	41	.1	1.4	1	16	.1	.9	2	30	.3	3.0		3			2	21	.3	3.8
KYSR-FM WI '05	1	34	.1	1.4	3	20	.4	2.7					1	14	.1	1.0		8		
KWRM-AM WI '05	1	19	.1	1.4					1	11	.1	1.5	3	8	.4	2.9				
TOTALS WI '05	74	628	10.2		112	561	15.4		67	325	9.2		104	483	14.3		53	372	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05	2	39	.3	2.2	1	14	.1	1.8	1	6	.1	2.0	1	8	.1	1.0	1	5	.1	1.5
KAZN-AM WI '05	17	154	2.3	18.5	10	107	1.4	17.9	9	51	1.2	17.6	15	66	2.1	15.6	10	38	1.4	15.2
KBIG-FM WI '05	1	34	.1	1.1		12				3				6			1	2	.1	1.5
KFI -AM WI '05	2	20	.3	2.2	1	20	.1	1.8	3	3	.4	5.9	3	20	.4	3.1				
KFWB-AM WI '05	3	96	.4	3.3	1	46	.1	1.8	3	18	.4	5.9	2	13	.3	2.1	1	3	.1	1.5
KIIS-FM WI '05	15	176	2.1	16.3	8	99	1.1	14.3	8	35	1.1	15.7	28	67	3.9	29.2	19	32	2.6	28.8
KVVS-FM WI '05																				
KKBT-FM WI '05	2	47	.3	2.2	1	22	.1	1.8	1	6	.1	2.0					3	8	.4	4.5
KLAC-AM WI '05	2	28	.3	2.2		13			1	5	.1	2.0	1	8	.1	1.0				
KMRB-AM WI '05	17	147	2.3	18.5	12	131	1.7	21.4	14	47	1.9	27.5	20	76	2.8	20.8	15	48	2.1	22.7
KMZT-FM WI '05		10			1	24	.1	1.8	1	5	.1	2.0								
KNX -AM WI '05	1	24	.1	1.1	1	20	.1	1.8		2			4	9	.6	4.2				
KOST-FM WI '05	7	144	1.0	7.6	3	106	.4	5.4	3	23	.4	5.9	2	17	.3	2.1	2	20	.3	3.0
KPWR-FM WI '05	2	60	.3	2.2	3	46	.4	5.4									8	30	1.1	12.1
KROQ-FM WI '05	2	23	.3	2.2	1	15	.1	1.8	2	6	.3	3.9	3	8	.4	3.1	2	6	.3	3.0
KRTH-FM WI '05		7			2	30	.3	3.6	2	16	.3	3.9	2	7	.3	2.1		2		
KTWV-FM WI '05	1	33	.1	1.1	1	18	.1	1.8	1	8	.1	2.0		5			1	8	.1	1.5
KYSR-FM WI '05	1	26	.1	1.1	1	22	.1	1.8	1	8	.1	2.0		6						
KWRM-AM WI '05	1	16	.1	1.1		6							1	6	.1	1.0				
TOTALS WI '05	92	609	12.7		56	482	7.7		51	217	7.0		96	306	13.2		66	190	9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05										2			1	2	.1	1.6	1	3	.1	2.9
KAZN-AM WI '05	4	19	.6	9.3	6	32	.8	20.7	14	55	1.9	21.2	14	41	1.9	22.6	6	22	.8	17.6
KBIG-FM WI '05		2								6										
KFI -AM WI '05	1	8	.1	2.3													1	8	.1	2.9
KFWB-AM WI '05	1	4	.1	2.3	3	14	.4	10.3					1	8	.1	1.6				
KIIS-FM WI '05	3	25	.4	7.0	2	17	.3	6.9	3	28	.4	4.5	1	8	.1	1.6				
KVVS-FM WI '05																				
KKBT-FM WI '05	2	8	.3	4.7					2	8	.3	3.0	3	8	.4	4.8	2	8	.3	5.9
KLAC-AM WI '05																				
KMRB-AM WI '05	8	42	1.1	18.6	8	35	1.1	27.6	16	61	2.2	24.2	13	35	1.8	21.0	6	29	.8	17.6
KMZT-FM WI '05		5											4	19	.6	6.5	2	8	.3	5.9
KNX -AM WI '05					2	6	.3	6.9	1	7	.1	1.5	2	7	.3	3.2		5		
KOST-FM WI '05	8	57	1.1	18.6	1	14	.1	3.4	6	43	.8	9.1	3	21	.4	4.8	2	24	.3	5.9
KPWR-FM WI '05	2	8	.3	4.7					2	8	.3	3.0	5	15	.7	8.1	5	17	.7	14.7
KROQ-FM WI '05									2	8	.3	3.0								
KRTH-FM WI '05									1	7	.1	1.5	7	11	1.0	11.3	1	7	.1	2.9
KTWV-FM WI '05	4	5	.6	9.3	1	13	.1	3.4	2	5	.3	3.0	1	8	.1	1.6	2	9	.3	5.9
KYSR-FM WI '05									2	14	.3	3.0	3	8	.4	4.8				
KWRM-AM WI '05																				
TOTALS WI '05	43	201	5.9		29	139	4.0		66	278	9.1		62	195	8.5		34	140	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

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
KAHZ-AM KMNY-AM WI '05	2	45	.4	3.4	3	29	.5	3.2	1	11	.2	1.8	3	29	.5	3.7	1	11	.2	2.6
KAZN-AM WI '05	13	157	2.4	22.0	25	138	4.6	26.6	8	56	1.5	14.3	20	113	3.6	24.4	10	67	1.8	26.3
KBIG-FM WI '05		39			1	18	.2	1.1		5				7				8		
KFI -AM WI '05	2	29	.4	3.4	1	10	.2	1.1	2	11	.4	3.6	3	12	.5	3.7	1	11	.2	2.6
KFWB-AM WI '05	2	86	.4	3.4	4	61	.7	4.3	1	25	.2	1.8	3	33	.5	3.7	2	28	.4	5.3
KIIS-FM WI '05	6	106	1.1	10.2	8	79	1.5	8.5	8	35	1.5	14.3	10	55	1.8	12.2	1	35	.2	2.6
KVVS-FM WI '05																				
KKBT-FM WI '05		30				14								8						
KLAC-AM WI '05	1	25	.2	1.7	1	12	.2	1.1					2	14	.4	2.4	1	16	.2	2.6
KMRB-AM WI '05	14	172	2.6	23.7	22	112	4.0	23.4	17	89	3.1	30.4	13	96	2.4	15.9	7	73	1.3	18.4
KMZT-FM WI '05		18			1	3	.2	1.1		5			1	10	.2	1.2		11		
KNX -AM WI '05	1	29	.2	1.7	1	18	.2	1.1		2			1	9	.2	1.2				
KOST-FM WI '05	5	147	.9	8.5	4	71	.7	4.3	7	31	1.3	12.5	8	76	1.5	9.8	4	77	.7	10.5
KPWR-FM WI '05	1	29	.2	1.7	1	12	.2	1.1					1	22	.2	1.2		8		
KROQ-FM WI '05																				
KRTH-FM WI '05	1	30	.2	1.7									1	7	.2	1.2	1	7	.2	2.6
KTWV-FM WI '05	1	24	.2	1.7		8			1	13	.2	1.8		3			1	13	.2	2.6
KYSR-FM WI '05	1	28	.2	1.7	3	20	.5	3.2					1	8	.2	1.2		8		
KWRM-AM WI '05	1	19	.2	1.7					1	11	.2	1.8	3	8	.5	3.7				
TOTALS WI '05	59	487	10.7		94	442	17.1		56	266	10.2		82	373	14.9		38	288	6.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05	2	39	.4	2.7	1	14	.2	2.2	1	6	.2	2.1	1	8	.2	1.3	1	5	.2	2.3
KAZN-AM WI '05	17	146	3.1	22.7	9	92	1.6	19.6	8	42	1.5	17.0	13	59	2.4	17.1	10	38	1.8	22.7
KBIG-FM WI '05	1	26	.2	1.3		12				3				6			1	2	.2	2.3
KFI -AM WI '05	2	20	.4	2.7	1	20	.2	2.2	3	3	.5	6.4	3	20	.5	3.9				
KFWB-AM WI '05	3	82	.5	4.0	1	38	.2	2.2	3	18	.5	6.4	2	13	.4	2.6	1	3	.2	2.3
KIIS-FM WI '05	9	103	1.6	12.0	4	51	.7	8.7	7	26	1.3	14.9	13	33	2.4	17.1	10	15	1.8	22.7
KVVS-FM WI '05																				
KKBT-FM WI '05		22				14			1	6	.2	2.1								
KLAC-AM WI '05	1	20	.2	1.3		5			1	5	.2	2.1								
KMRB-AM WI '05	17	147	3.1	22.7	12	131	2.2	26.1	14	47	2.6	29.8	20	76	3.6	26.3	15	48	2.7	34.1
KMZT-FM WI '05		10				15			1	5	.2	2.1								
KNX -AM WI '05	1	18	.2	1.3	1	14	.2	2.2		2			4	9	.7	5.3				
KOST-FM WI '05	6	119	1.1	8.0	3	90	.5	6.5	2	15	.4	4.3	2	17	.4	2.6	2	12	.4	4.5
KPWR-FM WI '05	1	29	.2	1.3	1	23	.2	2.2									1	7	.2	2.3
KROQ-FM WI '05																				
KRTH-FM WI '05		7			2	30	.4	4.3	2	16	.4	4.3	2	7	.4	2.6		2		
KTWV-FM WI '05	1	16	.2	1.3	1	9	.2	2.2						5						
KYSR-FM WI '05	1	20	.2	1.3	1	22	.2	2.2	1	8	.2	2.1		6						
KWRM-AM WI '05	1	16	.2	1.3		6							1	6	.2	1.3				
TOTALS WI '05	75	474	13.7		46	391	8.4		47	194	8.6		76	258	13.8		44	144	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	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
KAHZ-AM																				
KMNY-AM																				
WI '05										2			1	2	.2	2.0	1	3	.2	3.6
KAZN-AM																				
WI '05	3	13	.5	8.8	6	32	1.1	25.0	13	46	2.4	21.7	14	41	2.6	28.0	6	22	1.1	21.4
KBIG-FM																				
WI '05		2								6										
KFI -AM																				
WI '05	1	8	.2	2.9													1	8	.2	3.6
KFWB-AM																				
WI '05	1	4	.2	2.9	3	14	.5	12.5												
KIIS-FM																				
WI '05	1	8	.2	2.9		3			1	14	.2	1.7								
KVVS-FM																				
WI '05																				
KKBT-FM																				
WI '05									2	8	.4	3.3								
KLAC-AM																				
WI '05																				
KMRB-AM																				
WI '05	8	42	1.5	23.5	8	35	1.5	33.3	16	61	2.9	26.7	13	35	2.4	26.0	6	29	1.1	21.4
KMZT-FM																				
WI '05		5											3	11	.5	6.0				
KNX -AM																				
WI '05									1	7	.2	1.7	2	7	.4	4.0		5		
KOST-FM																				
WI '05	7	48	1.3	20.6		6			6	43	1.1	10.0	2	13	.4	4.0	1	15	.2	3.6
KPWR-FM																				
WI '05									2	8	.4	3.3					3	8	.5	10.7
KROQ-FM																				
WI '05																				
KRTH-FM																				
WI '05									1	7	.2	1.7	7	11	1.3	14.0	1	7	.2	3.6
KTWV-FM																				
WI '05	4	5	.7	11.8		5			2	5	.4	3.3					2	9	.4	7.1
KYSR-FM																				
WI '05									2	14	.4	3.3	3	8	.5	6.0				
KWRM-AM																				
WI '05																				
TOTALS																				
WI '05	34	152	6.2		24	119	4.4		60	247	10.9		50	155	9.1		28	115	5.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KAHZ-AM KMNY-AM																				
WI '05	3	94	.4	3.7	8	66	1.2	6.3	2	35	.3	2.6	6	59	.9	5.6	2	28	.3	3.6
KAZN-AM																				
WI '05	21	229	3.0	25.6	36	186	5.2	28.3	12	79	1.7	15.6	30	145	4.3	27.8	18	98	2.6	32.1
KBIG-FM																				
WI '05		44			1	18	.1	.8		5				7				13		
KFI -AM																				
WI '05	2	41	.3	2.4	1	10	.1	.8	2	11	.3	2.6	3	18	.4	2.8	1	11	.1	1.8
KFWB-AM																				
WI '05	2	101	.3	2.4	4	61	.6	3.1	1	25	.1	1.3	3	37	.4	2.8	2	32	.3	3.6
KIIS-FM																				
WI '05	6	110	.9	7.3	8	79	1.2	6.3	8	35	1.2	10.4	10	55	1.4	9.3	2	40	.3	3.6
KVVS-FM																				
WI '05																				
KKBT-FM																				
WI '05		37				14								14						
KLAC-AM																				
WI '05	1	31	.1	1.2	1	12	.1	.8					2	14	.3	1.9	1	16	.1	1.8
KMRB-AM																				
WI '05	18	209	2.6	22.0	31	143	4.5	24.4	24	117	3.5	31.2	17	111	2.5	15.7	9	88	1.3	16.1
KMZT-FM																				
WI '05	2	31	.3	2.4	1	3	.1	.8	3	17	.4	3.9	1	17	.1	.9	3	17	.4	5.4
KNX -AM																				
WI '05	1	40	.1	1.2	2	28	.3	1.6		7			1	9	.1	.9				
KOST-FM																				
WI '05	5	158	.7	6.1	4	76	.6	3.1	8	36	1.2	10.4	8	87	1.2	7.4	4	77	.6	7.1
KPWR-FM																				
WI '05	1	29	.1	1.2	1	12	.1	.8					1	22	.1	.9		8		
KROQ-FM																				
WI '05		11																5		
KRTH-FM																				
WI '05	1	34	.1	1.2									1	7	.1	.9	2	11	.3	3.6
KTWV-FM																				
WI '05	4	35	.6	4.9	4	19	.6	3.1	7	19	1.0	9.1	4	10	.6	3.7	1	13	.1	1.8
KYSR-FM																				
WI '05	1	28	.1	1.2	3	20	.4	2.4					1	8	.1	.9		8		
KWRM-AM																				
WI '05	1	19	.1	1.2					1	11	.1	1.3	3	8	.4	2.8				
TOTALS																				
WI '05	82	628	11.9		127	560	18.4		77	344	11.1		108	464	15.6		56	367	8.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAHZ-AM KMNY-AM WI '05	5	82	.7	4.9	2	40	.3	3.2	2	17	.3	3.5	4	30	.6	4.1	2	9	.3	2.7
KAZN-AM WI '05	25	211	3.6	24.5	17	136	2.5	27.4	12	55	1.7	21.1	18	72	2.6	18.6	21	63	3.0	28.8
KBIG-FM WI '05	1	26	.1	1.0		12				3				6			1	2	.1	1.4
KFI -AM WI '05	2	27	.3	2.0	1	26	.1	1.6	3	3	.4	5.3	3	20	.4	3.1				
KFWB-AM WI '05	3	87	.4	2.9	2	49	.3	3.2	3	18	.4	5.3	3	19	.4	3.1	3	8	.4	4.1
KIIS-FM WI '05	9	103	1.3	8.8	4	51	.6	6.5	7	26	1.0	12.3	13	33	1.9	13.4	10	15	1.4	13.7
KVVS-FM WI '05																				
KKBT-FM WI '05		29				14			1	6	.1	1.8								
KLAC-AM WI '05	1	20	.1	1.0		11			1	5	.1	1.8								
KMRB-AM WI '05	24	184	3.5	23.5	14	152	2.0	22.6	15	52	2.2	26.3	21	82	3.0	21.6	20	65	2.9	27.4
KMZT-FM WI '05	2	23	.3	2.0	2	21	.3	3.2	1	5	.1	1.8	4	6	.6	4.1				
KNX -AM WI '05	1	28	.1	1.0	1	20	.1	1.6	1	9	.1	1.8	4	9	.6	4.1	1	6	.1	1.4
KOST-FM WI '05	7	130	1.0	6.9	3	90	.4	4.8	2	15	.3	3.5	2	17	.3	2.1	2	12	.3	2.7
KPWR-FM WI '05	1	29	.1	1.0	1	23	.1	1.6									1	7	.1	1.4
KROQ-FM WI '05						6											1	6	.1	1.4
KRTH-FM WI '05		7			2	34	.3	3.2	2	16	.3	3.5	4	11	.6	4.1		2		
KTWV-FM WI '05	6	27	.9	5.9	2	16	.3	3.2					2	11	.3	2.1	2	6	.3	2.7
KYSR-FM WI '05	1	20	.1	1.0	1	22	.1	1.6	1	8	.1	1.8		6						
KWRM-AM WI '05	1	16	.1	1.0		6							1	6	.1	1.0				
TOTALS WI '05	102	611	14.8		62	509	9.0		57	232	8.2		97	326	14.0		73	232	10.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05									3	7	.4	3.8	1	2	.1	1.5	1	3	.1	2.3
KAZN-AM WI '05	14	38	2.0	29.2	11	45	1.6	34.4	18	59	2.6	23.1	25	66	3.6	37.3	16	41	2.3	37.2
KBIG-FM WI '05		2								6										
KFI -AM WI '05	1	8	.1	2.1					1	6	.1	1.3					1	8	.1	2.3
KFWB-AM WI '05	1	9	.1	2.1	3	14	.4	9.4	1	5	.1	1.3								
KIIS-FM WI '05	1	8	.1	2.1		3			1	14	.1	1.3								
KVVS-FM WI '05																				
KKBT-FM WI '05									2	8	.3	2.6								
KLAC-AM WI '05					1	6	.1	3.1												
KMRB-AM WI '05	9	46	1.3	18.8	10	39	1.4	31.3	18	74	2.6	23.1	15	41	2.2	22.4	6	29	.9	14.0
KMZT-FM WI '05	2	11	.3	4.2					3	6	.4	3.8	4	17	.6	6.0	4	6	.6	9.3
KNX -AM WI '05									1	7	.1	1.3	2	7	.3	3.0		5		
KOST-FM WI '05	7	48	1.0	14.6		6			6	43	.9	7.7	2	13	.3	3.0	1	15	.1	2.3
KPWR-FM WI '05									2	8	.3	2.6					3	8	.4	7.0
KROQ-FM WI '05																				
KRTH-FM WI '05									1	7	.1	1.3	7	11	1.0	10.4	1	7	.1	2.3
KTWV-FM WI '05	4	5	.6	8.3	1	11	.1	3.1	3	11	.4	3.8					2	9	.3	4.7
KYSR-FM WI '05									2	14	.3	2.6	3	8	.4	4.5				
KWRM-AM WI '05																				
TOTALS WI '05	48	193	6.9		32	148	4.6		78	294	11.3		67	198	9.7		43	140	6.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KAHZ-AM KMNY-AM WI '05	7	128	1.1	8.2	14	79	2.2	10.5	6	49	.9	6.9	11	79	1.7	10.2	3	40	.5	5.0
KAZN-AM WI '05	28	253	4.4	32.9	42	195	6.5	31.6	21	120	3.3	24.1	36	177	5.6	33.3	26	110	4.0	43.3
KBIG-FM WI '05	1	35	.2	1.2	2	17	.3	1.5	1	12	.2	1.1	2	21	.3	1.9		4		
KFI -AM WI '05	1	28	.2	1.2	1	13	.2	.8	1	8	.2	1.1	3	12	.5	2.8		3		
KFWB-AM WI '05	2	91	.3	2.4	5	51	.8	3.8	1	22	.2	1.1	2	30	.3	1.9	1	21	.2	1.7
KIIS-FM WI '05		32			2	18	.3	1.5		2				2				7		
KVVS-FM WI '05																				
KKBT-FM WI '05		13								7				13						
KLAC-AM WI '05		22			1	11	.2	.8						5				7		
KMRB-AM WI '05	22	226	3.4	25.9	36	136	5.6	27.1	29	142	4.5	33.3	24	122	3.7	22.2	12	103	1.9	20.0
KMZT-FM WI '05	3	55	.5	3.5	2	20	.3	1.5	4	39	.6	4.6	2	29	.3	1.9	5	31	.8	8.3
KNX -AM WI '05	1	38	.2	1.2	2	28	.3	1.5		7			1	14	.2	.9				
KOST-FM WI '05	3	92	.5	3.5	2	37	.3	1.5	4	27	.6	4.6	4	46	.6	3.7	1	33	.2	1.7
KPWR-FM WI '05																				
KROQ-FM WI '05		11																5		
KRTH-FM WI '05	1	25	.2	1.2					2	5	.3	2.3		5			1	10	.2	1.7
KTWV-FM WI '05	3	27	.5	3.5	4	19	.6	3.0	7	11	1.1	8.0	4	10	.6	3.7	1	13	.2	1.7
KYSR-FM WI '05																				
KWRM-AM WI '05	1	33	.2	1.2		7			1	18	.2	1.1	3	15	.5	2.8				
TOTALS WI '05	85	597	13.2		133	513	20.7		87	386	13.5		108	435	16.8		60	336	9.3	

** 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 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
KAHZ-AM KMNY-AM WI '05	10	102	1.6	9.3	3	72	.5	4.8	4	18	.6	6.3	5	38	.8	5.5	4	23	.6	5.4
KAZN-AM WI '05	32	243	5.0	29.6	22	167	3.4	35.5	18	69	2.8	28.1	23	76	3.6	25.3	24	76	3.7	32.4
KBIG-FM WI '05	1	25	.2	.9		6				3							1	2	.2	1.4
KFI -AM WI '05	2	22	.3	1.9	1	15	.2	1.6	4	8	.6	6.3	1	3	.2	1.1				
KFWB-AM WI '05	3	70	.5	2.8	2	52	.3	3.2	2	10	.3	3.1	8	31	1.2	8.8	4	13	.6	5.4
KIIS-FM WI '05	1	20	.2	.9		10				3			1	3	.2	1.1	1	5	.2	1.4
KVVS-FM WI '05																				
KKBT-FM WI '05		13																		
KLAC-AM WI '05		11			1	16	.2	1.6	1	5	.2	1.6					1	5	.2	1.4
KMRB-AM WI '05	30	200	4.7	27.8	14	165	2.2	22.6	16	61	2.5	25.0	23	87	3.6	25.3	18	61	2.8	24.3
KMZT-FM WI '05	3	50	.5	2.8	3	28	.5	4.8	4	15	.6	6.3	4	11	.6	4.4	1	5	.2	1.4
KNX -AM WI '05	1	33	.2	.9		13			1	9	.2	1.6		2			1	6	.2	1.4
KOST-FM WI '05	3	66	.5	2.8	3	49	.5	4.8	2	15	.3	3.1	1	11	.2	1.1	4	19	.6	5.4
KPWR-FM WI '05																				
KROQ-FM WI '05						6											1	6	.2	1.4
KRTH-FM WI '05	1	5	.2	.9	1	19	.2	1.6	1	8	.2	1.6	3	4	.5	3.3		2		
KTWV-FM WI '05	5	19	.8	4.6	2	16	.3	3.2					2	11	.3	2.2	2	6	.3	2.7
KYSR-FM WI '05																				
KWRM-AM WI '05	2	30	.3	1.9		6							1	6	.2	1.1				
TOTALS WI '05	108	585	16.8		62	503	9.6		64	233	10.0		91	304	14.2		74	253	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

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
KAHZ-AM KMNY-AM WI '05	1	14	.2	1.9	1	5	.2	2.0	4	14	.6	6.5	1	9	.2	2.0	4	27	.6	7.7
KAZN-AM WI '05	16	58	2.5	30.8	27	82	4.2	52.9	21	67	3.3	33.9	23	72	3.6	46.0	23	62	3.6	44.2
KBIG-FM WI '05		2																		
KFI -AM WI '05									1	6	.2	1.6								
KFWB-AM WI '05	1	9	.2	1.9		5			1	5	.2	1.6	1	7	.2	2.0				
KIIS-FM WI '05						3														
KVVS-FM WI '05																				
KKBT-FM WI '05																				
KLAC-AM WI '05					1	11	.2	2.0	1	5	.2	1.6	1	5	.2	2.0	1	5	.2	1.9
KMRB-AM WI '05	10	51	1.6	19.2	13	57	2.0	25.5	14	72	2.2	22.6	14	45	2.2	28.0	8	41	1.2	15.4
KMZT-FM WI '05	2	11	.3	3.8					4	16	.6	6.5	2	9	.3	4.0	4	6	.6	7.7
KNX -AM WI '05																		5		
KOST-FM WI '05	7	22	1.1	13.5		6			3	20	.5	4.8	1	5	.2	2.0	5	12	.8	9.6
KPWR-FM WI '05																				
KROQ-FM WI '05																				
KRTH-FM WI '05													1	5	.2	2.0				
KTWV-FM WI '05	4	5	.6	7.7	1	11	.2	2.0	3	11	.5	4.8					2	9	.3	3.8
KYSR-FM WI '05																				
KWRM-AM WI '05																				
TOTALS WI '05	52	195	8.1		51	192	7.9		62	234	9.6		50	155	7.8		52	174	8.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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
KAHZ-AM KMNY-AM WI '05		24			1	24	.3	3.7	1	14	.3	3.3	1	14	.3	2.3		7		
KAZN-AM WI '05	1	17	.3	3.2	1	12	.3	3.7	1	7	.3	3.3	2	12	.7	4.5				
KBIG-FM WI '05	6	44	2.1	19.4	4	21	1.4	14.8	10	27	3.5	33.3	10	22	3.5	22.7	3	15	1.0	9.1
KFI -AM WI '05																				
KFWB-AM WI '05		1				1				1										
KIIS-FM WI '05	9	161	3.1	29.0	7	73	2.4	25.9	4	83	1.4	13.3	11	98	3.8	25.0	13	80	4.5	39.4
KVVS-FM WI '05		1				1								1				1		
KKBT-FM WI '05	1	45	.3	3.2	1	18	.3	3.7	1	18	.3	3.3	1	23	.3	2.3	1	28	.3	3.0
KLAC-AM WI '05																				
KMRB-AM WI '05		32				8				10			1	20	.3	2.3				
KMZT-FM WI '05		14				5														
KNX -AM WI '05																				
KOST-FM WI '05	4	86	1.4	12.9	3	32	1.0	11.1	7	51	2.4	23.3	7	37	2.4	15.9	3	60	1.0	9.1
KPWR-FM WI '05	3	77	1.0	9.7	1	5	.3	3.7	1	35	.3	3.3	3	21	1.0	6.8	4	31	1.4	12.1
KROQ-FM WI '05	2	51	.7	6.5	3	30	1.0	11.1	2	34	.7	6.7	3	32	1.0	6.8	2	38	.7	6.1
KRTH-FM WI '05	1	25	.3	3.2	1	15	.3	3.7		5							1	20	.3	3.0
KTWV-FM WI '05																				
KYSR-FM WI '05	1	37	.3	3.2	1	17	.3	3.7		4			1	13	.3	2.3		6		
KWRM-AM WI '05		7				7														
TOTALS WI '05	31	253	10.8		27	190	9.4		30	166	10.5		44	219	15.4		33	184	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 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
KAHZ-AM KMNY-AM WI '05	1	24	.3	3.0																
KAZN-AM WI '05	1	17	.3	3.0																
KBIG-FM WI '05	8	36	2.8	24.2	3	22	1.0	11.5					10	10	3.5	24.4	11	13	3.8	26.8
KFI -AM WI '05																				
KFWB-AM WI '05		1																		
KIIS-FM WI '05	7	135	2.4	21.2	8	106	2.8	30.8	4	34	1.4	26.7	13	49	4.5	31.7	10	30	3.5	24.4
KVVS-FM WI '05		1				1			1	1	.3	6.7								
KKBT-FM WI '05	1	33	.3	3.0		7											1	7	.3	2.4
KLAC-AM WI '05																				
KMRB-AM WI '05		29				8							2	5	.7	4.9				
KMZT-FM WI '05		5				14							1	10	.3	2.4				
KNX -AM WI '05																				
KOST-FM WI '05	6	75	2.1	18.2	2	22	.7	7.7	3	10	1.0	20.0	6	10	2.1	14.6	3	14	1.0	7.3
KPWR-FM WI '05	2	46	.7	6.1	5	64	1.7	19.2					7	20	2.4	17.1	7	25	2.4	17.1
KROQ-FM WI '05	2	42	.7	6.1	1	31	.3	3.8	2	10	.7	13.3					3	10	1.0	7.3
KRTH-FM WI '05		15				15							2	10	.7	4.9				
KTWV-FM WI '05																				
KYSR-FM WI '05	1	27	.3	3.0		13			1	3	.3	6.7		3			1	5	.3	2.4
KWRM-AM WI '05		7																		
TOTALS WI '05	33	253	11.5		26	221	9.1		15	71	5.2		41	100	14.3		41	107	14.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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
KAHZ-AM KMNY-AM WI '05																				
KAZN-AM WI '05																				
KBIG-FM WI '05									1	3	.3	4.5	4	8	1.4	13.3				
KFI -AM WI '05																				
KFWB-AM WI '05																				
KIIS-FM WI '05	7	27	2.4	29.2	6	14	2.1	60.0	9	41	3.1	40.9	8	32	2.8	26.7	7	32	2.4	35.0
KVVS-FM WI '05		1				1				1										
KKBT-FM WI '05	1	7	.3	4.2																
KLAC-AM WI '05																				
KMRB-AM WI '05										3			2	5	.7	6.7				
KMZT-FM WI '05						4														
KNX -AM WI '05																				
KOST-FM WI '05	3	14	1.0	12.5					1	4	.3	4.5	1	5	.3	3.3				
KPWR-FM WI '05	6	22	2.1	25.0					4	11	1.4	18.2	5	11	1.7	16.7	7	35	2.4	35.0
KROQ-FM WI '05	1	10	.3	4.2					2	18	.7	9.1	3	13	1.0	10.0				
KRTH-FM WI '05	1	5	.3	4.2																
KTWV-FM WI '05																				
KYSR-FM WI '05					1	3	.3	10.0					1	5	.3	3.3				
KWRM-AM WI '05																				
TOTALS WI '05	24	85	8.4		10	39	3.5		22	83	7.7		30	82	10.5		20	68	7.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

	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
KAHZ-AM KMNY-AM WI '05	1	37	.2	2.6	2	30	.4	4.8	1	28	.2	1.8	1	21	.2	1.7	1	14	.2	4.5
KAZN-AM WI '05	3	56	.7	7.7	3	32	.7	7.1	3	37	.7	5.4	3	23	.7	5.0	4	9	.9	18.2
KBIG-FM WI '05	6	59	1.3	15.4	5	27	1.1	11.9	10	35	2.2	17.9	10	27	2.2	16.7	3	10	.7	13.6
KFI -AM WI '05																				
KFWB-AM WI '05	1	29	.2	2.6	1	13	.2	2.4					1	14	.2	1.7				
KIIS-FM WI '05	4	169	.9	10.3	7	70	1.6	16.7	4	76	.9	7.1	6	73	1.3	10.0	1	27	.2	4.5
KVVS-FM WI '05																				
KKBT-FM WI '05	1	35	.2	2.6	1	18	.2	2.4	1	18	.2	1.8	1	18	.2	1.7	1	18	.2	4.5
KLAC-AM WI '05																				
KMRB-AM WI '05	8	59	1.8	20.5	4	16	.9	9.5	15	49	3.3	26.8	11	52	2.4	18.3	3	19	.7	13.6
KMZT-FM WI '05		13				6							1	13	.2	1.7				
KNX -AM WI '05																				
KOST-FM WI '05	5	117	1.1	12.8	6	37	1.3	14.3	8	57	1.8	14.3	10	63	2.2	16.7	2	59	.4	9.1
KPWR-FM WI '05	1	47	.2	2.6					1	20	.2	1.8						7		
KROQ-FM WI '05	2	54	.4	5.1	3	47	.7	7.1	2	45	.4	3.6	2	30	.4	3.3	1	20	.2	4.5
KRTH-FM WI '05	1	29	.2	2.6	2	29	.4	4.8						9			1	10	.2	4.5
KTWV-FM WI '05	1	17	.2	2.6	1	17	.2	2.4	2	17	.4	3.6	1	17	.2	1.7				
KYSR-FM WI '05	1	45	.2	2.6	2	29	.4	4.8	1	16	.2	1.8	3	19	.7	5.0		9		
KWRM-AM WI '05		14				7							1	7	.2	1.7				
TOTALS WI '05	39	381	8.7		42	257	9.3		56	259	12.4		60	308	13.3		22	184	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 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
KAHZ-AM KMNY-AM WI '05	1	37	.2	1.9		13							1	7	.2	2.0				
KAZN-AM WI '05	3	47	.7	5.7	2	32	.4	8.0	2	7	.4	12.5	1	7	.2	2.0	4	19	.9	9.5
KBIG-FM WI '05	8	44	1.8	15.1	3	34	.7	12.0					11	26	2.4	22.4	10	10	2.2	23.8
KFI -AM WI '05																				
KFWB-AM WI '05	1	20	.2	1.9	1	17	.2	4.0									2	9	.4	4.8
KIIS-FM WI '05	6	128	1.3	11.3	3	91	.7	12.0	3	19	.7	18.8	7	40	1.6	14.3	1	9	.2	2.4
KVVS-FM WI '05																				
KKBT-FM WI '05	1	28	.2	1.9		7											1	7	.2	2.4
KLAC-AM WI '05																				
KMRB-AM WI '05	10	59	2.2	18.9	6	32	1.3	24.0	3	16	.7	18.8	13	23	2.9	26.5	10	25	2.2	23.8
KMZT-FM WI '05		13				6														
KNX -AM WI '05																				
KOST-FM WI '05	8	100	1.8	15.1	2	33	.4	8.0	3	10	.7	18.8	6	17	1.3	12.2	1	10	.2	2.4
KPWR-FM WI '05		20			1	47	.2	4.0					2	9	.4	4.1	1	10	.2	2.4
KROQ-FM WI '05	2	54	.4	3.8	1	20	.2	4.0	2	10	.4	12.5					3	10	.7	7.1
KRTH-FM WI '05	1	29	.2	1.9		10							2	10	.4	4.1				
KTWV-FM WI '05	1	17	.2	1.9																
KYSR-FM WI '05	2	45	.4	3.8	1	25	.2	4.0					2	16	.4	4.1				
KWRM-AM WI '05		14				7											2	7	.4	4.8
TOTALS WI '05	53	372	11.8		25	274	5.6		16	79	3.6		49	136	10.9		42	140	9.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAHZ-AM KMNY-AM WI '05	1	7	.2	5.9						7										
KAZN-AM WI '05	2	9	.4	11.8					8	16	1.8	24.2		7						
KBIG-FM WI '05										7			4	8	.9	14.8				
KFI -AM WI '05																				
KFWB-AM WI '05	1	7	.2	5.9					4	17	.9	12.1								
KIIS-FM WI '05	2	19	.4	11.8	1	9	.2	12.5	4	37	.9	12.1	5	29	1.1	18.5				
KVVS-FM WI '05																				
KKBT-FM WI '05	1	7	.2	5.9																
KLAC-AM WI '05																				
KMRB-AM WI '05		9			2	7	.4	25.0	8	16	1.8	24.2	9	25	2.0	33.3				
KMZT-FM WI '05					2	6	.4	25.0	1	6	.2	3.0								
KNX -AM WI '05																				
KOST-FM WI '05	5	26	1.1	29.4						7										
KPWR-FM WI '05	1	7	.2	5.9	1	9	.2	12.5	1	9	.2	3.0					4	30	.9	66.7
KROQ-FM WI '05	1	10	.2	5.9					1	10	.2	3.0	1	10	.2	3.7				
KRTH-FM WI '05																				
KTWV-FM WI '05																				
KYSR-FM WI '05	1	9	.2	5.9	1	9	.2	12.5	2	16	.4	6.1	3	9	.7	11.1				
KWRM-AM WI '05																				
TOTALS WI '05	17	121	3.8		8	39	1.8		33	128	7.3		27	106	6.0		6	37	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 18-49

	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
KAHZ-AM KMNY-AM WI '05	7	121	.8	7.7	11	97	1.2	8.1	7	70	.8	6.4	9	65	1.0	7.4	4	45	.4	7.5
KAZN-AM WI '05	15	242	1.6	16.5	31	171	3.3	22.8	14	127	1.5	12.7	19	124	2.0	15.6	11	56	1.2	20.8
KBIG-FM WI '05	7	88	.8	7.7	6	40	.6	4.4	12	53	1.3	10.9	12	38	1.3	9.8	4	20	.4	7.5
KFI -AM WI '05		9				9							1	5	.1	.8				
KFWB-AM WI '05	2	86	.2	2.2	3	46	.3	2.2	1	35	.1	.9	3	55	.3	2.5	1	14	.1	1.9
KIIS-FM WI '05	5	207	.5	5.5	8	91	.9	5.9	4	81	.4	3.6	7	82	.8	5.7	2	35	.2	3.8
KVVS-FM WI '05		1												1				1		
KKBT-FM WI '05	1	49	.1	1.1	1	23	.1	.7	1	18	.1	.9	1	28	.1	.8	1	21	.1	1.9
KLAC-AM WI '05																				
KMRB-AM WI '05	26	224	2.8	28.6	34	148	3.7	25.0	36	144	3.9	32.7	29	137	3.1	23.8	17	89	1.8	32.1
KMZT-FM WI '05	2	50	.2	2.2	2	26	.2	1.5	1	18	.1	.9	2	36	.2	1.6	1	19	.1	1.9
KNX -AM WI '05	1	18	.1	1.1	1	11	.1	.7	1	7	.1	.9	2	7	.2	1.6		4		
KOST-FM WI '05	11	224	1.2	12.1	17	94	1.8	12.5	13	94	1.4	11.8	18	129	1.9	14.8	7	92	.8	13.2
KPWR-FM WI '05	1	47	.1	1.1					1	20	.1	.9						7		
KROQ-FM WI '05	2	59	.2	2.2	4	53	.4	2.9	2	45	.2	1.8	2	30	.2	1.6	1	20	.1	1.9
KRTH-FM WI '05	1	33	.1	1.1	2	33	.2	1.5						9			1	10	.1	1.9
KTWV-FM WI '05	1	29	.1	1.1	1	17	.1	.7	2	17	.2	1.8	1	20	.1	.8				
KYSR-FM WI '05	1	45	.1	1.1	2	29	.2	1.5	1	16	.1	.9	3	19	.3	2.5		9		
KWRM-AM WI '05	1	24	.1	1.1		13			1	5	.1	.9	1	7	.1	.8				
TOTALS WI '05	91	828	9.8		136	652	14.6		110	508	11.8		122	638	13.1		53	406	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 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
KAHZ-AM KMNY-AM WI '05	9	118	1.0	7.4	4	65	.4	6.5	3	14	.3	5.5	7	32	.8	6.1	5	22	.5	5.7
KAZN-AM WI '05	21	214	2.3	17.2	8	125	.9	12.9	8	35	.9	14.5	8	37	.9	7.0	11	48	1.2	12.6
KBIG-FM WI '05	10	73	1.1	8.2	5	48	.5	8.1					14	35	1.5	12.3	16	19	1.7	18.4
KFI -AM WI '05		9																		
KFWB-AM WI '05	2	72	.2	1.6	1	33	.1	1.6	2	11	.2	3.6		5			2	9	.2	2.3
KIIS-FM WI '05	6	162	.6	4.9	4	119	.4	6.5	3	25	.3	5.5	10	56	1.1	8.8	1	13	.1	1.1
KVVS-FM WI '05		1				1			1	1	.1	1.8								
KKBT-FM WI '05	1	38	.1	.8		7											1	7	.1	1.1
KLAC-AM WI '05																				
KMRB-AM WI '05	33	219	3.5	27.0	19	158	2.0	30.6	15	66	1.6	27.3	38	92	4.1	33.3	26	78	2.8	29.9
KMZT-FM WI '05	2	50	.2	1.6	2	30	.2	3.2	2	11	.2	3.6	3	19	.3	2.6		4		
KNX -AM WI '05	1	14	.1	.8		4				4				4						
KOST-FM WI '05	16	189	1.7	13.1	7	91	.8	11.3	11	37	1.2	20.0	15	46	1.6	13.2	7	24	.8	8.0
KPWR-FM WI '05		20			1	47	.1	1.6					2	9	.2	1.8	1	10	.1	1.1
KROQ-FM WI '05	3	59	.3	2.5	1	26	.1	1.6	2	10	.2	3.6	1	5	.1	.9	5	15	.5	5.7
KRTH-FM WI '05	1	33	.1	.8		10							2	10	.2	1.8				
KTWV-FM WI '05	1	20	.1	.8		9				4			1	5	.1	.9		4		
KYSR-FM WI '05	2	45	.2	1.6	1	25	.1	1.6					2	16	.2	1.8				
KWRM-AM WI '05	1	24	.1	.8	1	17	.1	1.6					2	5	.2	1.8	2	7	.2	2.3
TOTALS WI '05	122	814	13.1		62	610	6.7		55	237	5.9		114	354	12.2		87	288	9.3	

** 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
KAHZ-AM KMNY-AM WI '05	1	7	.1	3.0	3	20	.3	11.1	3	25	.3	3.4	4	13	.4	6.7	5	18	.5	19.2
KAZN-AM WI '05	5	22	.5	15.2	3	13	.3	11.1	19	50	2.0	21.6	7	22	.8	11.7	3	14	.3	11.5
KBIG-FM WI '05	1	12	.1	3.0	1	1	.1	3.7	1	12	.1	1.1	8	13	.9	13.3		1		
KFI -AM WI '05																				
KFWB-AM WI '05	1	9	.1	3.0		1			4	17	.4	4.5								
KIIS-FM WI '05	2	24	.2	6.1	1	9	.1	3.7	4	37	.4	4.5	5	29	.5	8.3	1	9	.1	3.8
KVVS-FM WI '05		1																		
KKBT-FM WI '05	1	7	.1	3.0																
KLAC-AM WI '05																				
KMRB-AM WI '05	7	39	.8	21.2	7	19	.8	25.9	30	95	3.2	34.1	20	60	2.1	33.3	5	21	.5	19.2
KMZT-FM WI '05	1	5	.1	3.0	2	11	.2	7.4	4	21	.4	4.5	1	5	.1	1.7		4		
KNX -AM WI '05																				
KOST-FM WI '05	6	30	.6	18.2	3	16	.3	11.1	3	22	.3	3.4	2	21	.2	3.3	5	13	.5	19.2
KPWR-FM WI '05	1	7	.1	3.0	1	9	.1	3.7	1	9	.1	1.1					4	30	.4	15.4
KROQ-FM WI '05	1	10	.1	3.0					1	10	.1	1.1	1	10	.1	1.7				
KRTH-FM WI '05																				
KTWV-FM WI '05																				
KYSR-FM WI '05	1	9	.1	3.0	1	9	.1	3.7	2	16	.2	2.3	3	9	.3	5.0				
KWRM-AM WI '05					1	5	.1	3.7												
TOTALS WI '05	33	192	3.5		27	115	2.9		88	300	9.5		60	203	6.4		26	117	2.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KAHZ-AM KMNY-AM WI '05	6	107	.8	8.0	11	83	1.4	9.1	7	56	.9	8.2	8	50	1.0	8.2	4	38	.5	9.5
KAZN-AM WI '05	15	235	2.0	20.0	31	164	4.1	25.6	13	120	1.7	15.3	18	117	2.4	18.4	11	56	1.4	26.2
KBIG-FM WI '05	2	52	.3	2.7	1	23	.1	.8	2	25	.3	2.4	3	20	.4	3.1		10		
KFI -AM WI '05		9				9							1	5	.1	1.0				
KFWB-AM WI '05	2	86	.3	2.7	3	46	.4	2.5	1	35	.1	1.2	3	55	.4	3.1	1	14	.1	2.4
KIIS-FM WI '05	3	126	.4	4.0	6	62	.8	5.0	3	35	.4	3.5	5	46	.7	5.1	1	18	.1	2.4
KVVS-FM WI '05		1												1				1		
KKBT-FM WI '05		14				5								10				4		
KLAC-AM WI '05																				
KMRB-AM WI '05	26	204	3.4	34.7	34	148	4.5	28.1	35	133	4.6	41.2	28	116	3.7	28.6	17	89	2.2	40.5
KMZT-FM WI '05	2	50	.3	2.7	2	26	.3	1.7	1	18	.1	1.2	2	36	.3	2.0	1	19	.1	2.4
KNX -AM WI '05	1	18	.1	1.3	1	11	.1	.8	1	7	.1	1.2	2	7	.3	2.0		4		
KOST-FM WI '05	8	173	1.0	10.7	14	74	1.8	11.6	7	54	.9	8.2	12	109	1.6	12.2	5	52	.7	11.9
KPWR-FM WI '05		9																		
KROQ-FM WI '05		29			1	22	.1	.8		14			1	9	.1	1.0				
KRTH-FM WI '05		22			2	22	.3	1.7						9						
KTWV-FM WI '05	1	29	.1	1.3	1	17	.1	.8	2	17	.3	2.4	1	20	.1	1.0				
KYSR-FM WI '05	1	35	.1	1.3	2	19	.3	1.7	1	16	.1	1.2	3	19	.4	3.1		9		
KWRM-AM WI '05	1	17	.1	1.3		5			1	5	.1	1.2	1	7	.1	1.0				
TOTALS WI '05	75	688	9.8		121	557	15.9		85	393	11.1		98	516	12.8		42	308	5.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05	8	103	1.0	8.0	4	65	.5	7.7	3	14	.4	6.4	7	32	.9	7.9	5	22	.7	7.4
KAZN-AM WI '05	20	207	2.6	20.0	8	125	1.0	15.4	8	35	1.0	17.0	8	37	1.0	9.0	11	48	1.4	16.2
KBIG-FM WI '05	2	45	.3	2.0	2	29	.3	3.8					4	25	.5	4.5	6	9	.8	8.8
KFI -AM WI '05		9																		
KFWB-AM WI '05	2	72	.3	2.0	1	33	.1	1.9	2	11	.3	4.3		5			2	9	.3	2.9
KIIS-FM WI '05	5	99	.7	5.0	2	83	.3	3.8	3	15	.4	6.4	3	30	.4	3.4	1	13	.1	1.5
KVVS-FM WI '05		1				1			1	1	.1	2.1								
KKBT-FM WI '05		10																		
KLAC-AM WI '05																				
KMRB-AM WI '05	33	199	4.3	33.0	19	158	2.5	36.5	15	66	2.0	31.9	38	92	5.0	42.7	26	78	3.4	38.2
KMZT-FM WI '05	2	50	.3	2.0	2	30	.3	3.8	2	11	.3	4.3	3	19	.4	3.4		4		
KNX -AM WI '05	1	14	.1	1.0		4				4				4						
KOST-FM WI '05	11	138	1.4	11.0	5	81	.7	9.6	9	27	1.2	19.1	9	36	1.2	10.1	6	14	.8	8.8
KPWR-FM WI '05					1	9	.1	1.9					2	9	.3	2.2				
KROQ-FM WI '05	1	29	.1	1.0		5							1	5	.1	1.1	2	5	.3	2.9
KRTH-FM WI '05	1	22	.1	1.0																
KTWV-FM WI '05	1	20	.1	1.0		9				4			1	5	.1	1.1		4		
KYSR-FM WI '05	2	35	.3	2.0	1	25	.1	1.9					2	16	.3	2.2				
KWRM-AM WI '05	1	17	.1	1.0	1	17	.1	1.9					2	5	.3	2.2	2	7	.3	2.9
TOTALS WI '05	100	673	13.1		52	501	6.8		47	200	6.2		89	301	11.7		68	233	8.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM WI '05	1	7	.1	3.6	3	20	.4	11.5	3	25	.4	3.6	4	13	.5	8.2	5	18	.7	22.7
KAZN-AM WI '05	5	22	.7	17.9	3	13	.4	11.5	19	50	2.5	22.6	7	22	.9	14.3	3	14	.4	13.6
KBIG-FM WI '05	1	12	.1	3.6	1	1	.1	3.8	1	12	.1	1.2	4	5	.5	8.2		1		
KFI -AM WI '05																				
KFWB-AM WI '05	1	9	.1	3.6		1			4	17	.5	4.8								
KIIS-FM WI '05	2	24	.3	7.1	1	9	.1	3.8	4	37	.5	4.8	3	19	.4	6.1	1	9	.1	4.5
KVVS-FM WI '05		1																		
KKBT-FM WI '05																				
KLAC-AM WI '05																				
KMRB-AM WI '05	7	39	.9	25.0	7	19	.9	26.9	30	95	3.9	35.7	20	60	2.6	40.8	5	21	.7	22.7
KMZT-FM WI '05	1	5	.1	3.6	2	11	.3	7.7	4	21	.5	4.8	1	5	.1	2.0		4		
KNX -AM WI '05																				
KOST-FM WI '05	3	20	.4	10.7	3	16	.4	11.5	3	22	.4	3.6	2	21	.3	4.1	5	13	.7	22.7
KPWR-FM WI '05					1	9	.1	3.8	1	9	.1	1.2					2	9	.3	9.1
KROQ-FM WI '05																				
KRTH-FM WI '05																				
KTWV-FM WI '05																				
KYSR-FM WI '05	1	9	.1	3.6	1	9	.1	3.8	2	16	.3	2.4	3	9	.4	6.1				
KWRM-AM WI '05					1	5	.1	3.8												
TOTALS WI '05	28	157	3.7		26	108	3.4		84	273	11.0		49	157	6.4		22	90	2.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAHZ-AM KMNY-AM WI '05	8	122	.9	7.9	14	98	1.5	8.9	10	67	1.1	8.4	9	56	1.0	7.1	4	42	.4	6.6
KAZN-AM WI '05	23	323	2.5	22.8	44	231	4.8	27.8	20	175	2.2	16.8	28	168	3.0	22.2	18	106	1.9	29.5
KBIG-FM WI '05	2	52	.2	2.0	1	23	.1	.6	2	25	.2	1.7	3	20	.3	2.4		10		
KFI -AM WI '05		13				9				4			1	9	.1	.8				
KFWB-AM WI '05	2	101	.2	2.0	4	60	.4	2.5	2	45	.2	1.7	3	55	.3	2.4	1	14	.1	1.6
KIIS-FM WI '05	4	141	.4	4.0	7	72	.8	4.4	3	41	.3	2.5	6	57	.6	4.8	1	18	.1	1.6
KVVS-FM WI '05		1												1				1		
KKBT-FM WI '05		14				5								10				4		
KLAC-AM WI '05		6							1	6	.1	.8								
KMRB-AM WI '05	37	268	4.0	36.6	48	196	5.2	30.4	54	192	5.8	45.4	39	165	4.2	31.0	22	115	2.4	36.1
KMZT-FM WI '05	3	75	.3	3.0	2	32	.2	1.3	3	28	.3	2.5	4	51	.4	3.2	4	30	.4	6.6
KNX -AM WI '05	1	24	.1	1.0	3	16	.3	1.9	1	7	.1	.8	2	7	.2	1.6	1	9	.1	1.6
KOST-FM WI '05	9	197	1.0	8.9	15	85	1.6	9.5	7	64	.8	5.9	14	124	1.5	11.1	5	66	.5	8.2
KPWR-FM WI '05		9																		
KROQ-FM WI '05	1	39	.1	1.0	1	32	.1	.6		14			1	15	.1	.8				
KRTH-FM WI '05	1	27	.1	1.0	2	27	.2	1.3	1	4	.1	.8	1	14	.1	.8		4		
KTWV-FM WI '05	1	29	.1	1.0	1	17	.1	.6	2	17	.2	1.7	1	20	.1	.8				
KYSR-FM WI '05	1	39	.1	1.0	2	19	.2	1.3	1	16	.1	.8	3	19	.3	2.4		9		
KWRM-AM WI '05	1	17	.1	1.0		5			1	5	.1	.8	1	7	.1	.8				
TOTALS WI '05	101	839	10.9		158	688	17.1		119	513	12.9		126	642	13.6		61	414	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

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
KAHZ-AM KMNY-AM WI '05	11	119	1.2	8.3	4	71	.4	5.6	4	20	.4	5.6	7	32	.8	6.4	5	28	.5	5.6
KAZN-AM WI '05	30	295	3.2	22.6	14	185	1.5	19.7	15	64	1.6	21.1	12	59	1.3	10.9	22	81	2.4	24.4
KBIG-FM WI '05	2	45	.2	1.5	2	29	.2	2.8					4	25	.4	3.6	6	9	.6	6.7
KFI -AM WI '05		13																		
KFWB-AM WI '05	3	86	.3	2.3	1	39	.1	1.4	3	17	.3	4.2	1	11	.1	.9	2	9	.2	2.2
KIIS-FM WI '05	5	114	.5	3.8	2	87	.2	2.8	3	19	.3	4.2	3	30	.3	2.7	1	13	.1	1.1
KVVS-FM WI '05		1				1			1	1	.1	1.4								
KKBT-FM WI '05		10																		
KLAC-AM WI '05		6				6														
KMRB-AM WI '05	48	263	5.2	36.1	27	199	2.9	38.0	29	98	3.1	40.8	49	119	5.3	44.5	28	87	3.0	31.1
KMZT-FM WI '05	3	65	.3	2.3	2	44	.2	2.8	2	11	.2	2.8	4	24	.4	3.6	4	13	.4	4.4
KNX -AM WI '05	2	20	.2	1.5		9				4				4						
KOST-FM WI '05	11	158	1.2	8.3	5	91	.5	7.0	9	27	1.0	12.7	9	36	1.0	8.2	6	14	.6	6.7
KPWR-FM WI '05					1	9	.1	1.4					2	9	.2	1.8				
KROQ-FM WI '05	1	39	.1	.8		5							1	5	.1	.9	2	5	.2	2.2
KRTH-FM WI '05	1	27	.1	.8		4														
KTWV-FM WI '05	1	20	.1	.8		9				4			1	5	.1	.9		4		
KYSR-FM WI '05	2	35	.2	1.5	1	30	.1	1.4					2	16	.2	1.8				
KWRM-AM WI '05	1	17	.1	.8	1	17	.1	1.4					2	5	.2	1.8	2	7	.2	2.2
TOTALS WI '05	133	825	14.4		71	630	7.7		71	268	7.7		110	370	11.9		90	292	9.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KAHZ-AM KMNY-AM WI '05	2	12	.2	5.3	3	20	.3	6.5	3	25	.3	2.9	4	13	.4	5.4	5	18	.5	13.9
KAZN-AM WI '05	7	39	.8	18.4	9	36	1.0	19.6	24	73	2.6	23.1	15	39	1.6	20.3	11	48	1.2	30.6
KBIG-FM WI '05	1	12	.1	2.6	1	1	.1	2.2	1	12	.1	1.0	4	5	.4	5.4		1		
KFI -AM WI '05																				
KFWB-AM WI '05	1	9	.1	2.6	1	7	.1	2.2	4	22	.4	3.8								
KIIS-FM WI '05	2	24	.2	5.3	1	9	.1	2.2	4	37	.4	3.8	3	19	.3	4.1	1	9	.1	2.8
KVVS-FM WI '05		1																		
KKBT-FM WI '05																				
KLAC-AM WI '05									1	6	.1	1.0								
KMRB-AM WI '05	12	49	1.3	31.6	18	45	1.9	39.1	40	117	4.3	38.5	27	81	2.9	36.5	9	31	1.0	25.0
KMZT-FM WI '05	1	5	.1	2.6	2	11	.2	4.3	4	21	.4	3.8	3	15	.3	4.1		4		
KNX -AM WI '05	1	6	.1	2.6													1	6	.1	2.8
KOST-FM WI '05	4	26	.4	10.5	3	16	.3	6.5	4	27	.4	3.8	4	26	.4	5.4	5	13	.5	13.9
KPWR-FM WI '05					1	9	.1	2.2	1	9	.1	1.0					2	9	.2	5.6
KROQ-FM WI '05																				
KRTH-FM WI '05													1	4	.1	1.4				
KTWV-FM WI '05																				
KYSR-FM WI '05	1	9	.1	2.6	2	14	.2	4.3	2	16	.2	1.9	3	9	.3	4.1				
KWRM-AM WI '05					1	5	.1	2.2												
TOTALS WI '05	38	205	4.1		46	166	5.0		104	332	11.2		74	229	8.0		36	144	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 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
KAHZ-AM KMNY-AM WI '05	8	120	.9	7.1	14	96	1.6	7.9	11	68	1.2	8.4	12	69	1.3	9.5	3	40	.3	3.9
KAZN-AM WI '05	29	364	3.3	25.7	56	270	6.3	31.6	26	194	2.9	19.8	38	225	4.3	30.2	20	129	2.2	26.0
KBIG-FM WI '05	1	29	.1	.9	1	14	.1	.6	2	18	.2	1.5	2	11	.2	1.6		10		
KFI -AM WI '05	1	24	.1	.9	1	20	.1	.6		4			1	9	.1	.8	2	12	.2	2.6
KFWB-AM WI '05	2	85	.2	1.8	5	57	.6	2.8	2	45	.2	1.5	3	47	.3	2.4	1	19	.1	1.3
KIIS-FM WI '05	1	57	.1	.9	2	31	.2	1.1		11			1	20	.1	.8	1	8	.1	1.3
KVVS-FM WI '05		1												1				1		
KKBT-FM WI '05		14				5								10				4		
KLAC-AM WI '05		6							1	6	.1	.8								
KMRB-AM WI '05	46	339	5.2	40.7	66	260	7.4	37.3	67	245	7.5	51.1	41	203	4.6	32.5	31	145	3.5	40.3
KMZT-FM WI '05	3	78	.3	2.7	3	29	.3	1.7	3	32	.3	2.3	3	42	.3	2.4	4	30	.4	5.2
KNX -AM WI '05	2	27	.2	1.8	3	20	.3	1.7	2	11	.2	1.5	3	11	.3	2.4	1	13	.1	1.3
KOST-FM WI '05	7	157	.8	6.2	13	78	1.5	7.3	6	52	.7	4.6	10	92	1.1	7.9	5	48	.6	6.5
KPWR-FM WI '05																				
KROQ-FM WI '05		16			1	16	.1	.6						6						
KRTH-FM WI '05		8			1	8	.1	.6	1	4	.1	.8	1	4	.1	.8		4		
KTWV-FM WI '05		12												4						
KYSR-FM WI '05		9								5				5						
KWRM-AM WI '05		14				9			2	9	.2	1.5								
TOTALS WI '05	113	825	12.7		177	722	19.9		131	531	14.7		126	643	14.2		77	439	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KAHZ-AM KMNY-AM																				
WI '05	12	116	1.3	8.3	5	74	.6	6.1	6	26	.7	6.5	7	37	.8	5.6	5	28	.6	5.7
KAZN-AM																				
WI '05	39	339	4.4	27.1	18	201	2.0	22.0	22	95	2.5	23.9	15	78	1.7	12.1	26	102	2.9	29.5
KBIG-FM																				
WI '05	1	29	.1	.7	2	13	.2	2.4					3	9	.3	2.4	6	9	.7	6.8
KFI -AM																				
WI '05	1	24	.1	.7	1	12	.1	1.2												
KFWB-AM																				
WI '05	3	76	.3	2.1	1	26	.1	1.2	3	17	.3	3.3	2	15	.2	1.6	1	4	.1	1.1
KIIS-FM																				
WI '05	1	50	.1	.7	1	36	.1	1.2	1	9	.1	1.1	2	16	.2	1.6	1	7	.1	1.1
KVVS-FM																				
WI '05		1				1			1	1	.1	1.1								
KKBT-FM																				
WI '05		10																		
KLAC-AM																				
WI '05		6				6														
KMRB-AM																				
WI '05	59	330	6.6	41.0	33	247	3.7	40.2	35	115	3.9	38.0	58	151	6.5	46.8	23	82	2.6	26.1
KMZT-FM																				
WI '05	3	64	.3	2.1	3	50	.3	3.7	3	14	.3	3.3	8	37	.9	6.5	5	18	.6	5.7
KNX -AM																				
WI '05	3	24	.3	2.1	1	13	.1	1.2	1	7	.1	1.1		7				4		
KOST-FM																				
WI '05	9	122	1.0	6.3	6	88	.7	7.3	10	30	1.1	10.9	8	29	.9	6.5	6	18	.7	6.8
KPWR-FM																				
WI '05																				
KROQ-FM																				
WI '05		16				5							1	5	.1	.8	2	5	.2	2.3
KRTH-FM																				
WI '05	1	8	.1	.7		4														
KTWV-FM																				
WI '05		4				9				4			1	5	.1	.8		4		
KYSR-FM																				
WI '05		5				4														
KWRM-AM																				
WI '05	1	14	.1	.7		10							2	5	.2	1.6				
TOTALS																				
WI '05	144	820	16.2		82	634	9.2		92	328	10.3		124	419	13.9		88	295	9.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAHZ-AM KMNY-AM WI '05		6			3	24	.3	4.2	5	28	.6	4.6	5	17	.6	6.0	6	28	.7	11.8
KAZN-AM WI '05	7	40	.8	17.1	16	58	1.8	22.2	26	89	2.9	24.1	17	49	1.9	20.5	13	68	1.5	25.5
KBIG-FM WI '05	1	12	.1	2.4	1	1	.1	1.4	1	5	.1	.9	4	5	.4	4.8		1		
KFI -AM WI '05	3	12	.3	7.3	3	12	.3	4.2	1	6	.1	.9					2	12	.2	3.9
KFWB-AM WI '05		1			1	7	.1	1.4	1	6	.1	.9								
KIIS-FM WI '05		5															1	9	.1	2.0
KVVS-FM WI '05		1																		
KKBT-FM WI '05																				
KLAC-AM WI '05									1	6	.1	.9								
KMRB-AM WI '05	20	68	2.2	48.8	32	78	3.6	44.4	49	141	5.5	45.4	32	86	3.6	38.6	15	41	1.7	29.4
KMZT-FM WI '05	1	5	.1	2.4	1	5	.1	1.4	3	19	.3	2.8	3	15	.3	3.6		4		
KNX -AM WI '05	1	6	.1	2.4									1	4	.1	1.2	1	6	.1	2.0
KOST-FM WI '05	2	10	.2	4.9	3	16	.3	4.2	6	35	.7	5.6	5	30	.6	6.0	6	17	.7	11.8
KPWR-FM WI '05																				
KROQ-FM WI '05																				
KRTH-FM WI '05													1	4	.1	1.2				
KTWV-FM WI '05																				
KYSR-FM WI '05					1	4	.1	1.4												
KWRM-AM WI '05					1	5	.1	1.4												
TOTALS WI '05	41	173	4.6		72	227	8.1		108	342	12.1		83	235	9.3		51	196	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

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
KAHZ-AM KMNY-AM WI '05		16			1	10	.4	4.8						6				6		
KAZN-AM WI '05	4	43	1.6	18.2	5	22	2.0	23.8	2	8	.8	20.0	5	13	2.0	17.9	5	25	2.0	16.1
KBIG-FM WI '05		8				3							1	5	.4	3.6		5		
KFI -AM WI '05																				
KFWB-AM WI '05		1				1				1										
KIIS-FM WI '05	8	122	3.3	36.4	7	75	2.9	33.3	4	58	1.6	40.0	11	99	4.5	39.3	13	83	5.3	41.9
KVVS-FM WI '05		1				1								1				1		
KKBT-FM WI '05		24				8							1	19	.4	3.6		16		
KLAC-AM WI '05																				
KMRB-AM WI '05	1	25	.4	4.5	1	22	.4	4.8									1	8	.4	3.2
KMZT-FM WI '05		19				5												6		
KNX -AM WI '05																				
KOST-FM WI '05	1	49	.4	4.5	1	18	.4	4.8	1	16	.4	10.0	3	31	1.2	10.7	1	25	.4	3.2
KPWR-FM WI '05	3	54	1.2	13.6	1	13	.4	4.8	1	23	.4	10.0	5	35	2.0	17.9	4	29	1.6	12.9
KROQ-FM WI '05	1	21	.4	4.5						4			1	12	.4	3.6	1	17	.4	3.2
KRTH-FM WI '05		21				5				5							1	10	.4	3.2
KTWV-FM WI '05																				
KYSR-FM WI '05	1	32	.4	4.5	1	7	.4	4.8		4			2	19	.8	7.1		6		
KWRM-AM WI '05																				
TOTALS WI '05	22	202	9.0		21	164	8.6		10	96	4.1		28	156	11.4		31	145	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

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
KAHZ-AM KMNY-AM WI '05		16																		
KAZN-AM WI '05	4	27	1.6	21.1	4	17	1.6	18.2	3	8	1.2	30.0	2	8	.8	9.1	4	8	1.6	12.9
KBIG-FM WI '05		8				3											1	3	.4	3.2
KFI -AM WI '05																				
KFWB-AM WI '05		1																		
KIIS-FM WI '05	7	114	2.9	36.8	7	90	2.9	31.8	3	24	1.2	30.0	10	38	4.1	45.5	10	36	4.1	32.3
KVVS-FM WI '05		1				1			1	1	.4	10.0								
KKBT-FM WI '05		19				6								6						
KLAC-AM WI '05																				
KMRB-AM WI '05		22				8							2	5	.8	9.1				
KMZT-FM WI '05		5				14							1	10	.4	4.5				
KNX -AM WI '05																				
KOST-FM WI '05	2	38	.8	10.5	1	18	.4	4.5									3	9	1.2	9.7
KPWR-FM WI '05	2	40	.8	10.5	4	40	1.6	18.2					7	20	2.9	31.8	8	29	3.3	25.8
KROQ-FM WI '05		12				11														
KRTH-FM WI '05		5				11											1	6	.4	3.2
KTWV-FM WI '05																				
KYSR-FM WI '05	1	22	.4	5.3		13			1	3	.4	10.0		3			1	5	.4	3.2
KWRM-AM WI '05																				
TOTALS WI '05	19	194	7.8		22	157	9.0		10	42	4.1		22	75	9.0		31	80	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

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
KAHZ-AM KMNY-AM WI '05																				
KAZN-AM WI '05	5	17	2.0	19.2	4	8	1.6	25.0	2	8	.8	8.7	4	8	1.6	16.0	4	8	1.6	19.0
KBIG-FM WI '05									1	3	.4	4.3								
KFI -AM WI '05																				
KFWB-AM WI '05																				
KIIS-FM WI '05	7	33	2.9	26.9	6	14	2.4	37.5	9	41	3.7	39.1	6	22	2.4	24.0	7	32	2.9	33.3
KVVS-FM WI '05		1				1				1										
KKBT-FM WI '05																				
KLAC-AM WI '05																				
KMRB-AM WI '05										3			2	5	.8	8.0				
KMZT-FM WI '05						4														
KNX -AM WI '05																				
KOST-FM WI '05		4							1	4	.4	4.3	1	5	.4	4.0				
KPWR-FM WI '05	5	15	2.0	19.2					4	11	1.6	17.4	7	19	2.9	28.0	4	15	1.6	19.0
KROQ-FM WI '05									1	7	.4	4.3	2	3	.8	8.0				
KRTH-FM WI '05	1	5	.4	3.8																
KTWV-FM WI '05																				
KYSR-FM WI '05					1	3	.4	6.3					1	5	.4	4.0				
KWRM-AM WI '05																				
TOTALS WI '05	26	73	10.6		16	49	6.5		23	72	9.4		25	53	10.2		21	48	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.

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+
KAHZ-AM																
KMNY-AM	23		10			1	3	3	3	13		1	2	5	1	4
(%)	100	1	43		1	3	11	15	13	56	1	3	8	22	6	16
Rating	.7		.7			.7	1.0	1.4	1.0	.8		.4	.6	1.5	.4	1.2
Share	6.1		6.3			6.3	7.1	11.1	8.3	6.7		4.3	6.7	10.4	2.9	9.5
KAZN-AM	94	4	43		3	5	14	9	13	47		3	8	13	9	15
(%)	100	4	46		3	5	15	9	13	50		3	8	14	9	16
Rating	2.8	1.6	3.1		1.1	3.6	4.8	4.2	4.4	2.8		1.1	2.5	4.0	3.7	4.4
Share	25.1	18.2	27.0		12.5	31.3	33.3	33.3	36.1	24.4		13.0	26.7	27.1	26.5	35.7
KBIG-FM	9		1					1		7	6		1			
(%)	100	3	12		2	1	2	7		84	65	3	16			
Rating	.3		.1					.5		.4	3.6		.3			
Share	2.4		.6					3.7		3.6	37.5		3.3			
KFI -AM	4		2		1	1				2					1	1
(%)	100		47		18	20	2	5	2	53			3	2	21	27
Rating	.1		.1		.4	.7				.1					.4	.3
Share	1.1		1.3		4.2	6.3				1.0					2.9	2.4
KFWB-AM	7		4		1	1	1	1		3		1	1	1		
(%)	100		57	4	14	12	10	13	6	42		8	13	10	7	5
Rating	.2		.3		.4	.7	.3	.5		.2		.4	.3	.3		
Share	1.9		2.5		4.2	6.3	2.4	3.7		1.6		4.3	3.3	2.1		
KIIS-FM	24	8	11	5	5					5	1	3		1		
(%)	100	34	46	21	22	1			1	20	5	11	1	3		
Rating	.7	3.3	.8	2.8	1.9					.3	.6	1.1		.3		
Share	6.4	36.4	6.9	33.3	20.8					2.6	6.3	13.0		2.1		
KVVS-FM																
(%)																
Rating																
Share																
KKBT-FM	3		2	1						1	1					
(%)	100	8	63	51	8			3		29	26		1	1		
Rating	.1		.1	.6						.1	.6					
Share	.8		1.3	6.7						.5	6.3					
KLAC-AM	2		2	1												
(%)	100		85	32	22	6	5	11	10	15				7		8
Rating	.1		.1	.6												
Share	.5		1.3	6.7												
KMRB-AM	105	1	36		2	5	11	6	12	68		7	13	16	17	15
(%)	100	1	34		2	4	11	6	11	65		7	13	15	16	14
Rating	3.2	.4	2.6		.8	3.6	3.8	2.8	4.1	4.0		2.5	4.1	4.9	6.9	4.4
Share	28.0	4.5	22.6		8.3	31.3	26.2	22.2	33.3	35.2		30.4	43.3	33.3	50.0	35.7
KMZT-FM	10		5				2	1	1	5				3		2
(%)	100	1	48	3	1	2	16	11	14	51		2	1	25	4	19
Rating	.3		.4				.7	.5	.3	.3				.9		.6
Share	2.7		3.1				4.8	3.7	2.8	2.6				6.3		4.8
KNX -AM	5		3						2	2			1	1		
(%)	100		59	3	6	7	8	1	34	41			16	12	10	3
Rating	.2		.2						.7	.1			.3	.3		
Share	1.3		1.9						5.6	1.0			3.3	2.1		
KOST-FM	22	1	8	1	3		2	1	1	12	3	2	2	5	1	
(%)	100	5	37	4	14	2	8	3	6	58	16	8	10	22	2	
Rating	.7	.4	.6	.6	1.1		.7	.5	.3	.7	1.8	.7	.6	1.5	.4	
Share	5.9	4.5	5.0	6.7	12.5		4.8	3.7	2.8	6.2	18.8	8.7	6.7	10.4	2.9	
KPWR-FM	6	3	2	2	1					1						
(%)	100	51	40	29	11					9	6	4				
Rating	.2	1.2	.1	1.1	.4					.1						
Share	1.6	13.6	1.3	13.3	4.2					.5						

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KAHZ-AM																
KMNY-AM	382	16	175		12	10	72	45	36	191	14	23	53	47	20	35
(%)	100	4	46		3	3	19	12	9	50	4	6	14	12	5	9
Rating	11.6	6.5	12.7		4.5	7.2	24.9	20.8	12.3	11.4	8.3	8.2	16.8	14.3	8.1	10.3
KAZN-AM	1102	43	463	23	50	50	129	74	137	596	7	49	109	165	89	176
(%)	100	4	42	2	5	5	12	7	12	54	1	4	10	15	8	16
Rating	33.4	17.6	33.6	13.0	18.9	36.2	44.6	34.3	46.8	35.5	4.2	17.4	34.6	50.2	36.2	51.6
KBIG-FM	162	8	66	8	22	9	13	14		88	36	24	23	5		
(%)	100	5	41	5	14	5	8	9		54	22	15	14	3		
Rating	4.9	3.3	4.8	4.5	8.3	6.5	4.5	6.5		5.2	21.4	8.5	7.3	1.5		
KFI -AM	89		57		23	6	13	10	6	32			9	4	12	8
(%)	100		64		26	6	14	11	7	36			10	5	13	8
Rating	2.7		4.1		8.7	4.3	4.5	4.6	2.0	1.9			2.9	1.2	4.9	2.3
KFWB-AM	303	1	169	14	44	20	37	34	19	133		29	42	29	14	19
(%)	100		56	5	15	7	12	11	6	44		10	14	10	4	6
Rating	9.2	.4	12.3	7.9	16.7	14.5	12.8	15.7	6.5	7.9		10.3	13.3	8.8	5.7	5.6
KIIS-FM	547	122	199	72	90	16	4	12	5	226	81	87	17	37	4	
(%)	100	22	36	13	16	3	1	2	1	41	15	16	3	7	1	
Rating	16.6	49.8	14.5	40.7	34.1	11.6	1.4	5.6	1.7	13.4	48.2	30.9	5.4	11.2	1.6	
KVVS-FM	2	1								1			1			
(%)	100	50								50			50			
Rating	.1	.4								.1			.3			
KKBT-FM	142	24	69	25	30		6	7		49	35		9	5		
(%)	100	17	48	18	21		4	5		35	25		6	4		
Rating	4.3	9.8	5.0	14.1	11.4		2.1	3.2		2.9	20.8		2.9	1.5		
KLAC-AM	75		56	8	14	6	11	5	12	19				6		14
(%)	100		74	11	19	8	15	7	15	26				8		18
Rating	2.3		4.1	4.5	5.3	4.3	3.8	2.3	4.1	1.1				1.8		4.1
KMRB-AM	901	25	370		56	59	94	73	88	506	20	39	133	97	109	108
(%)	100	3	41		6	7	10	8	10	56	2	4	15	11	12	12
Rating	27.3	10.2	26.9		21.2	42.8	32.5	33.8	30.0	30.1	11.9	13.8	42.2	29.5	44.3	31.7
KMZT-FM	274	19	124	8	8	6	17	32	53	130		13	12	50	16	40
(%)	100	7	45	3	3	2	6	12	19	48		5	4	18	6	14
Rating	8.3	7.8	9.0	4.5	3.0	4.3	5.9	14.8	18.1	7.7		4.6	3.8	15.2	6.5	11.7
KNX -AM	110		71	6	7	9	24	5	20	39			18	6	4	12
(%)	100		65	6	6	9	21	5	18	35			16	5	3	10
Rating	3.3		5.2	3.4	2.7	6.5	8.3	2.3	6.8	2.3			5.7	1.8	1.6	3.5
KOST-FM	575	49	241	25	83	32	42	18	40	285	51	66	65	66	25	12
(%)	100	9	42	4	15	6	7	3	7	50	9	11	11	12	4	2
Rating	17.4	20.0	17.5	14.1	31.4	23.2	14.5	8.3	13.7	17.0	30.4	23.4	20.6	20.1	10.2	3.5
KPWR-FM	161	54	60	31	29					47	38	9				
(%)	100	33	37	19	18					29	24	6				
Rating	4.9	22.0	4.4	17.5	11.0					2.8	22.6	3.2				

* 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+
KROQ-FM	4	1	2	1						2	1					
(%)	100	13	38	35			2		1	49	36	6		7		1
Rating	.1	.4	.1	.6						.1	.6					
Share	1.1	4.5	1.3	6.7						1.0	6.3					
KRTH-FM	3		2		1			1		1						
(%)	100	9	59		26	1	10	22		32	9	9		12		3
Rating	.1		.1		.4			.5		.1						
Share	.8		1.3		4.2			3.7		.5						
KTWV-FM	5		4	1			3			1		1				
(%)	100		84	10	1	2	70			16		14	2			
Rating	.2		.3	.6			1.0			.1		.4				
Share	1.3		2.5	6.7			7.1			.5		4.3				
KYSR-FM	3	1	1		1					1		1				
(%)	100	19	34	1	30				2	47	1	44		1	2	
Rating	.1	.4	.1		.4					.1		.4				
Share	.8	4.5	.6		4.2					.5		4.3				
KWRM-AM	2		1							1						
(%)	100		53			12	20	7	15	47		11	10	1	8	16
Rating	.1		.1							.1						
Share	.5		.6							.5						
TOTALS	375	22	159	15	24	16	42	27	36	193	16	23	30	48	34	42
(%)	100	6	43	4	6	4	11	7	10	52	4	6	8	13	9	11
Rating	11.4	9.0	11.5	8.5	9.1	11.6	14.5	12.5	12.3	11.5	9.5	8.2	9.5	14.6	13.8	12.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KROQ-FM	139	21	41	23			11		6	77	30	24		16		8
(%)	100	15	29	17			8		5	56	22	17		11		5
Rating	4.2	8.6	3.0	13.0			3.8		2.0	4.6	17.9	8.5		4.9		2.3
KRTH-FM	103	21	39		15	6	14	5		43	10	19		8		6
(%)	100	20	38		14	5	13	5		42	10	18		8		6
Rating	3.1	8.6	2.8		5.7	4.3	4.8	2.3		2.6	6.0	6.7		2.4		1.8
KTWV-FM	81		52	17	8	6	21			29		17	12			
(%)	100		64	21	10	8	26			36		21	15			
Rating	2.5		3.8	9.6	3.0	4.3	7.3			1.7		6.0	3.8			
KYSR-FM	126	32	40	6	28				5	54	10	35		4	5	
(%)	100	26	32	5	22				4	43	8	28		3	4	
Rating	3.8	13.1	2.9	3.4	10.6				1.7	3.2	6.0	12.4		1.2	2.0	
KWRM-AM	76		40			10	9	14	6	36	7	7	5	5	4	8
(%)	100		52			13	12	19	9	48	10	9	7	7	5	10
Rating	2.3		2.9			7.2	3.1	6.5	2.0	2.1	4.2	2.5	1.6	1.5	1.6	2.3
TOTALS	2915	202	1223	142	221	128	279	190	263	1490	140	240	292	307	226	284
(%)	100	7	42	5	8	4	10	7	9	51	5	8	10	11	8	10
Rating	88.3	82.4	88.8	80.2	83.7	92.8	96.5	88.0	89.8	88.6	83.3	85.1	92.7	93.3	91.9	83.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Notations

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
KAHZ-AM																
KMNY-AM	14	18	1	2	11	9	3	3	8	6	1		11	10	1	1
(%)	41	51	4	4	43	35	10	12	55	41	4		49	42	4	5
KAZN-AM	65	59	3	6	36	27	4	8	50	20	1	2	52	31	3	4
(%)	49	45	2	4	48	36	5	11	69	28	1	3	58	34	3	4
KBIG-FM		3	8			1	11			2	8			2	6	
(%)	1	31	69		1	9	89	1		20	80		2	20	78	
KFI -AM	2	2	1		5	1	1			1			2	1		
(%)	36	50	14		76	12	12		19	63	18		60	28	12	
KFWB-AM	1	10			1	4			1	5			1	6		
(%)	7	92	1		12	88			22	75	3		14	85	1	
KIIS-FM	2	16	6	2	1	4	10	2	2	9	7	1	1	8	5	1
(%)	7	63	23	7	8	21	59	12	9	49	38	4	9	52	31	7
KVVS-FM																
(%)		100											67	33		
KKBT-FM	2	2				2			1	1			1	1		
(%)	56	44				100			68	32			59	41		
KLAC-AM		3			1	1				1				2		
(%)	6	94			37	63			14	86			20	80		
KMRB-AM	65	47	13	3	79	33	30	3	69	17	12	1	62	28	12	2
(%)	51	37	10	2	54	23	20	2	69	18	12	1	60	27	12	2
KMZT-FM	4	5			6	4			7	7			6	4		
(%)	44	56			57	43			51	49			60	40		
KNX -AM	2	4	1		1	2	1		1	4			2	2		
(%)	28	59	14		23	56	21		14	86			36	53	10	
KOST-FM	3	14	10		4	5	14	1	2	9	4		4	9	7	
(%)	13	50	36	1	16	21	59	4	11	61	28		18	45	36	2
KPWR-FM	2	1				1			2	2		1	2	1		
(%)	62	29	9			66		34	38	44		18	53	33	3	10
KROQ-FM	1	6			1	2			1	2			1	3		
(%)	12	86		2	32	58		10	38	62			20	77		3
KRTH-FM	1	1			3				2		2		2		1	
(%)	44	39	17		86	14			46	5	49		54	17	25	4
KTWV-FM		2	4			2	8		2	1			1	1	3	
(%)	2	35	63		3	18	79		70	30			15	28	57	
KYSR-FM		4								2				2		
(%)	8	84	8		46	54			10	90			16	79	6	
KWRM-AM		2			4	1		1	2				1	1		
(%)	10	84		5	67	15		17	73	18		9	49	39		12
TOTALS	184	228	51	13	167	108	92	21	167	105	43	5	170	128	45	10
(%)	39	48	11	3	43	28	24	5	52	33	13	2	48	36	13	3

* Listener estimates adjusted for reported broadcast schedule.

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

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

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
KAHZ-AM KMNY-AM WI '05	7:30	3:15	6:15	7:30	2:00	4:30	6:30	3:30	7:45	8:30
KAZN-AM WI '05	10:45	5:45	10:15	11:30	5:00	11:45	13:45	6:30	9:00	10:00
KBIG-FM WI '05	6:45	8:30	2:45	4:30	0:45	1:15	3:00	12:30	4:00	6:15
KFI -AM WI '05	5:45	4:00	4:15	5:15	4:00	4:45	4:45	0:00	2:15	5:30
KFWB-AM WI '05	2:45	2:30	2:45	3:00	2:30	3:00	3:15	2:15	2:30	3:00
KIIS-FM WI '05	5:45	5:30	4:45	2:00	8:15	6:45	1:45	3:00	3:15	2:00
KVVS-FM WI '05	16:30	0:00	10:30	10:30	0:00	0:00	0:00	0:00	10:30	10:30
KKBT-FM WI '05	2:30	3:15	0:45	0:45	3:45	0:45	1:00	2:30	0:45	0:45
KLAC-AM WI '05	3:45	6:45	3:00	2:45	6:45	3:00	2:45	0:00	3:15	3:15
KMRB-AM WI '05	14:45	11:00	14:30	15:00	5:15	11:00	12:15	16:15	17:15	17:00
KMZT-FM WI '05	4:45	2:45	6:00	6:00	3:00	8:15	7:00	2:15	5:00	5:00
KNX -AM WI '05	5:15	4:00	4:15	4:45	4:00	3:00	2:15	0:00	6:45	8:00
KOST-FM WI '05	4:45	5:00	5:00	5:00	4:30	4:15	3:45	5:30	5:30	6:00
KPWR-FM WI '05	4:45	3:30	3:00	0:00	5:00	3:00	0:00	1:30	3:00	0:00
KROQ-FM WI '05	3:45	5:15	1:30	1:45	8:00	1:00	1:00	4:00	1:45	2:15
KRTH-FM WI '05	3:45	3:45	3:45	5:15	6:45	4:15	5:00	2:15	3:00	5:45
KTWV-FM WI '05	7:30	3:45	8:30	11:30	2:45	12:30	16:00	5:15	3:30	0:45
KYSR-FM WI '05	3:00	3:30	4:00	0:45	3:15	4:00	0:00	3:45	4:15	0:45
KWRM-AM WI '05	3:45	2:30	4:15	3:30	0:00	4:45	3:15	2:30	3:45	3:45

** 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.

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KAHZ-AM	KAZN-AM	KBIG-FM	KFI -AM	KFWB-AM	KIIS-FM	KVVS-FM	KKBT-FM	KLAC-AM	KMRB-AM	KMZT-FM	KNX -AM	KOST-FM	KPWR-FM	KROQ-FM	KRTH-FM	KTWV-FM	KYSR-FM	KWRM-AM
Cume Pers. (00)	382	1102	162	89	303	547	2	142	75	901	274	110	575	161	139	103	81	126	76
KAHZ-AM	100	16	3	11	14	6		11		6	14	23	7	7	8	25	10	5	47
KAZN-AM	46	100	15	41	44	11		29	45	25	39	20	25		8	13	23		50
KBIG-FM	1	2	100	12	9	20	50	27	4	1	5	13	19	23	19	39	15	24	
KFI -AM	3	3	6	100	5	1		16	25	1	6	16	5			8		7	
KFWB-AM	11	12	18	16	100	11		15	21	4	23	20	14		3	15	35	3	16
KIIS-FM	8	5	67	9	19	100	50	73	27	8	25	6	41	72	42	59	30	65	16
KVVS-FM			1				100							1				1	
KKBT-FM	4	4	24	25	7	19		100			6		10	37	7	28	10	24	
KLAC-AM		3	2	21	5	4			100	2	6	14	3			3	10		
KMRB-AM	14	20	8	9	11	13			21	100	14	12	15	11	2	9		4	25
KMZT-FM	10	10	8	19	21	12		12	24	4	100	23	7	7	18	22	10	15	26
KNX -AM	7	2	9	19	7	1			21	1	9	100	5	4		6	10	5	
KOST-FM	11	13	67	32	27	43		41	21	10	16	27	100	37	27	74	45	51	
KPWR-FM	3		23			21	50	42		2	4	6	10	100	15	32	10	23	
KROQ-FM	3	1	16		2	11		7			9		6	13	100	24	6	21	19
KRTH-FM	7	1	25	9	5	11		21	4	1	8	6	13	20	18	100	6	19	
KTWV-FM	2	2	8		9	4		6	11		3	7	6	5	4	5	100		
KYSR-FM	2		19	9	1	15	50	21		1	7	6	11	18	19	24		100	
KWRM-AM	9	3			4	2				2	7				10				100

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

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

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)
KAHZ-AM					
KMNY-AM	70	18	1	25	382
KAZN-AM	338	31	8	71	1102
KBIG-FM	14	9		1	162
KFI -AM				7	89
KFWB-AM	29	10	1	23	303
KIIS-FM	65	12	5	46	553
KVVS-FM				1	2
KKBT-FM				8	142
KLAC-AM					75
KMRB-AM	429	48	6	42	901
KMZT-FM	4	2		15	290
KNX -AM			1	20	122
KOST-FM	49	9	1	31	578
KPWR-FM	8	5		13	161
KROQ-FM	30	22	1	19	148
KRTH-FM				7	103
KTWV-FM	6	8			81
KYSR-FM	9	7		9	127
KWRM-AM					76
TOTALS			28	334	2915

* Listener estimates adjusted for reported broadcast schedule.

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

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.

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA®). These areas are composed of counties and/or county equivalents (also known as sampling units). A county equivalent generally consists of an independent city or geographic split portion of a whole county. A geographic split county is defined as one or more zip codes within a county and is based on zip code information from Census 2000 data, as updated annually by Claritas, Inc.

a. *Metro Survey Area (Metro)*

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

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

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

Before a formal request is filed, Arbitron will provide a subscribing station owner with reports that will allow a subscriber to determine the commuting and available listenership data for existing Metro counties and any county contiguous to the current Metro. *(Complete listenership data may not be readily available for dual-city Metro redefinition requests.)*

NOTE: All existing Metro counties and all counties adjacent to existing Metro counties are subject to the Metro evaluation. The two criteria that determine whether evaluated counties are included in the Metro definition are: **(i)** at least 55.0 percent of listening quarter-hours from the county must be credited to existing Metro stations, and **(ii)** at least 15.0 percent of commuting from the county must be into the existing Metro. (*See the* Arbitron Radio Description of Methodology, *Chapter One, "The Market: Changes to Metro Survey Area Definitions," for further information and criteria for adjacent Metro and dual-city Metro redefinitions.)* **Metro evaluation results are final — and automatic.** *This rule applies even if the evaluation finds that one or more counties should be removed from the existing Metro.* Changes in Metro geography implemented through this process will remain in effect for at least three (3) years.

b. *Total Survey Area (TSA)*

The TSA of an Arbitron Radio Market is designed to provide a comprehensive measure of listening to Metro-licensed radio stations. The TSA is composed of the Metro and any additional counties (or county equivalents) that meet certain criteria for inclusion.

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

c. *Designated Market Area (DMA®)*

The DMA is composed of counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or county equivalent is assigned exclusively to one DMA.

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

Sampling & Measurement Techniques

2. Sampling Methodology/Survey sample targets are established for the Metro. Sample targets are then established for each sampling unit proportional to its population of Chinese-speaking persons (of Chinese descent) age 12+ in the respective survey area. The amount of sample ordered is determined by dividing the sampling unit target by the expected rate of eligibility and response.

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. For zip codes with a Chinese population of 25 percent or greater, 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 two listed residential telephone numbers based on current telephone listings as provided and updated by Survey Sampling International, LLC (SSI). These qualifying hundred blocks compose the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers not listed in current telephone directories. For zip codes with a Chinese population under 25 percent, phone numbers are selected from a Chinese-surname list to maximize the incidence of reaching a Chinese speaker. List Service Direct, Inc. maintains this listing. Known nonresidential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

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

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-facilitated mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all Chinese-speaking 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 (Chinese-English) diaries are provided to all survey participants. Premiums of varying monetary amounts are provided to encourage respondent cooperation. All mailed materials are bilingual (Chinese-English), including the prealert.

4. Diary Placement and Retrieval/Initial contact with households with an address (all listed and unlisted phone numbers for which an address could be appended) is by mail, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. Initial contact with households without a known address is by telephone, when an interviewer calls to request participation in the survey.

Arbitron interviewers call selected telephone numbers to: determine if the household is of Chinese descent; ask whether anyone in the household speaks Chinese at home; ascertain the possibility of media affiliation; gain consent for participation in the survey; determine the number of Persons 12+ living in the household at the time of the placement call. Households not of Chinese descent, in which no one speaks Chinese in the home, 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 use all returned diaries. If a returned diary is completed by a diarykeeper who indicates that he/she does not speak Chinese in the home, then the diary is excluded from processing. Some returned diaries are further determined by Arbitron to be unusable. Among those that are unusable are diaries that Arbitron determines: are incomplete; are postmarked and/or arrive before or after established dates; or that otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

Usable diaries are prepared for computer processing in accordance with procedures listed in Arbitron diary processing manuals and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascription procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Determining Audience Estimates

6. Determining Audience Estimates

a. Sample Balancing

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

b. Cume Persons Estimates

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

c. Average Quarter-Hour (AQH) Persons Estimates

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

d. Rounding

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

e. Broadcast Hours

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

f. Technical Difficulties

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

g. Stations on the Air Less Than 12 Weeks

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

Criteria for Reporting Stations

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

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

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

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

a. The station must have received credit for five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), **and**

b. The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), **and**

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

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

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

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

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

10. Home and Outside Stations/Any Metro-qualifying station that is licensed to a city located within the Metro of a market, or that has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier, is listed in the market report as a home station.

Stations that meet Arbitron's simulcasting criteria (simulcast combos) may be treated as home stations, although only one of the two stations is home to an Arbitron Metro. Stations in a simulcast combo that are home to ***different*** Arbitron radio Metros can choose to be listed "above-the-line" as home in both partners' Metros.

All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

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

12. Special Notices/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed in the "Special Notices" section of this report, along with an indication of the dayparts for which they simulcast 100 percent during the survey period, pursuant to Arbitron's simulcast guidelines. (See Page M5, "Simulcast.")

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

Statistical Reliability

14. Sampling Error/Arbitron estimates are subject to the statistical variances associated with all surveys that use a sample of the universe and, additionally, to all of the factors described in Special Notices and Paragraph 15. Users of this report should keep in mind that, due to the factors discussed in Paragraph 15, the reliability of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

Limitations

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

a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing 10 or more individuals 12 years of age and older. Additionally, all possible telephone listings may not be included in the directories available to Survey Sampling International, LLC or to List Service Direct when Arbitron places its sample orders, which may affect the identification of qualifying telephone hundred blocks and of persons with Chinese surnames. Such excluded persons may have listening habits which differ from those included in the survey.

b. Effort is made to exclude households with media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of diary placement, or at any time thereafter, or from other sources.

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

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

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

f. The population estimates from Third Wave Research, as modified by Arbitron, are used in designing and weighting the sample. These estimates are based upon the decennial U.S. Census. Any limitations in the population data are inherent in the Arbitron estimates based thereon. Limitations of Census data include sampling errors, processing and recording errors, and errors in locating housing units and their occupants. Limitations of population estimates include the validity of assumptions inherent in the population growth models and population formulas. Limitations of the Arbitron language modifications to the Third Wave estimates include assumptions of assigning rates to different geographic levels and assumptions of Census 2000 rates still being current.

g. 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.

h. 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.

i. 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.

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

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

l. 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.

m. 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.

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

o. 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.

p. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups.

q. 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

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

Special Notices

17. Special Notices/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the "Special Notices" section of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

Reservation of Rights

18. Reservation of Rights/Arbitron reserves the right to exercise its judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

Additionally, Arbitron reserves the right not to produce Arbitron data and/or listening estimates and/or any Arbitron report(s) and/or service(s) whenever, in its judgment, insufficient data are available to meet its minimum research standards, or any event has jeopardized the reliability of the data.

Disclaimer of Warranties

19. DISCLAIMER OF WARRANTIES/ARBITRON MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF MERCHANTABILITY OR FITNESS, CONCERNING: DATA GATHERED OR OBTAINED BY ARBITRON FROM ANY SOURCE; THE PRESENT OR FUTURE METHODOLOGY EMPLOYED BY ARBITRON IN PRODUCING ARBITRON DATA, ESTIMATES, REPORTS, AND/OR SOFTWARE PROGRAMS; AND/OR THE ARBITRON DATA, ESTIMATES, REPORTS, AND/OR SOFTWARE PROGRAMS PROVIDED BY THIS SERVICE. ALL ARBITRON DATA, ESTIMATES, REPORTS, AND/OR OTHER ASPECTS OF THIS SERVICE REPRESENT ONLY THE OPINION OF ARBITRON AND RELIANCE THEREON AND USE THEREOF SHALL BE AT SUBSCRIBER'S OWN RISK. ALL SOFTWARE PROGRAMS ARE PROVIDED "AS IS-WHERE IS" AND RELIANCE THEREON AND USE THEREOF SHALL BE AT SUBSCRIBER'S OWN RISK. IN NO EVENT SHALL ARBITRON BE LIABLE FOR THE FAILURE OF ANY THIRD PARTY TO PROVIDE ANY DATA OR SERVICES IN CONNECTION WITH THE DATA, REPORTS, AND/OR SOFTWARE LICENSED BY ARBITRON.

Restrictions on Use of Report

20. Restrictions on Use of Report/Each Arbitron radio audience estimate, as well as the map contained herein, is confidential, proprietary to, and copyrighted by Arbitron. All Arbitron audience data and estimates are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any use of Arbitron audience data, estimates, reports, or software programs for the purpose of selling advertising time or space by or on behalf of broadcast, cable, print, Internet, or any other medium must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report or Arbitron software program(s) to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data, estimates, reports, and software programs are copyrighted by Arbitron. Users of this report shall also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report, and shall include the appropriate market, survey period, type of audience estimate, applicable daypart(s), and applicable demographic group(s) (e.g., Los Angeles, Winter 2005, Metro Survey Area, Average Quarter-Hour Estimates, Monday-Sunday 6AM-Midnight, Persons 25-54).

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

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

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

Selected Arbitron Terms

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

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

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

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

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

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

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

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

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

Diarykeeper/Any individual that Arbitron determines to be eligible to receive and is sent survey materials.

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

Ethnic Composition/Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are based on total Metro in-tab diaries and are reported for the Metro if at least 30 Black and/or 30 Hispanic diaries are in-tab for the Metro, as applicable.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

High-Density Area (HDA)/A zip code-defined sampling unit that may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology.*

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M2, Paragraph 10.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

Listed Sample/Sample telephone numbers for which names and mailable addresses are published in telephone directories.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro Survey Area definitions may correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals or DMA Totals/Total reported listening to radio in the Metro or DMA (could refer to AQH or Cume estimates), which includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations, and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M2, Paragraphs 8-9.)

Outside Station/A station that is not "home" to a particular Metro and/or DMA. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

Response Rate/The ratio of in-tab diaries to the Estimated Persons in Usable Households, generally expressed as a percentage.

Sample Frame/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/The in-tab diary sample size objective for a particular survey area.

Sampling Unit/A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored.

Share/(See "Average Quarter-Hour Share.")

Simulcast/The simultaneous broadcast of one station's total and uninterrupted broadcast flow by a second station without variation, except that the two stations may simultaneously air separate commercials or public-service announcements and identify their respective call letters, frequency, Station Name, and/or City Identifier. *Note:* The simultaneous broadcast of programming from a third party (such as a network or syndicator) by stations that have no business relationship with one another will generally not be considered a simulcast.

Split County/A portion of a county, consisting of one or more zip codes, that is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Technical Difficulty (TD)/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's broadcast day.

Time Spent Listening (TSL)/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

Total Survey Area (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not published in telephone directories and may or may not be known prior to placement calling.

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include telephone numbers that are disconnected, nonresidential listings, or assigned to households of 10 or more persons age 12 and older; or telephone numbers that belong to those who volunteer that they reside in group quarters or state that a member of the household is media affiliated (in accordance with Arbitron's definition).

Metro Market Profile Sources

Metro Census Data

Arbitron has determined the Household Data for the current Metro definition, from Census data. All the data are from Census 2000 and have not been updated.

1. Total Households are households with a Chinese householder (sometimes called head of household), regardless of the language spoken at home.

2. Households by Income is grouped into eight discrete income categories. The income reported represents Money Income as defined by the U.S. Census Bureau. Households by Income is shown for Metro Chinese households for income in 1999.

3. Value of Owner-Occupied Housing Units include data for Metro Chinese single-family housing units. Condominiums, mobile homes, co-ops, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address are excluded.

4. Monthly Contract Rent of Renter-Occupied Housing Units for Metro Chinese households are shown in six monthly contract groups. These data exclude no-cash rental units.

5. Household Size categories are for Persons 0+ in Metro Chinese households.

6. Education represents the educational attainment of Metro Chinese Persons 25+, regardless of the language spoken at home.

7. Occupation data represent the number of Metro Chinese Persons 16+ that are employed in each of six occupational categories.

8. Farm Population data are for Chinese Persons 0+ living on a farm within the Metro definition.

9. Transportation to Work data are for Metro Chinese employed Persons 16+ who work away from home.

10. Average Travel Time to Work data are for Metro Chinese employed Persons 16+ who work away from home.

11. Car Ownership by Household data for Metro Chinese households are divided into four categories.

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

METRO MKT RANK	MARKET	WINTER 05	SPRING 05	SUMMER 05	FALL 05
241	Abilene, TX		C		C
73	Akron	■	■	■	■
267	Albany, GA		C		C
63	Albany-Schenectady-Troy	■	■	■	■
70	Albuquerque	■	■	■	■
219	Alexandria, LA		C		C
69	Allentown-Bethlehem	■	■	■	■
261	Altoona		•		•
195	Amarillo, TX		C		C
171	Anchorage		•		•
145	Ann Arbor		•		•
134	Appleton-Oshkosh		•		•
162	Asheville		•		•
11	Atlanta	■	■	■	■
135	Atlantic City-Cape May		•		•
109	Augusta, GA		•		•
264	Augusta-Waterville, ME		C		C
42	Austin	■	■	■	■
82	Bakersfield	■	■	■	■
20	Baltimore	■	■	■	■
214	Bangor		•		•
83	Baton Rouge	■	■	■	■
256	Battle Creek, MI		C		C
133	Beaumont-Port Arthur, TX		C		C
288	Beckley, WV		C		C
258	Billings, MT		C		C
139	Biloxi-Gulfport-Pascagoula, MS		•		•
179	Binghamton		•		•
57	Birmingham	■	■	■	■
281	Bismarck, ND		C		C
239	Bloomington		•		•
279	Bluefield, WV		C		C
114	Boise		•		•
9	Boston	■	■	■	■
209	Bowling Green, KY		C		C
121	Bridgeport		•		•
292	Brunswick, GA		C		C
231	Bryan-College Station, TX		C		C
52	Buffalo-Niagara Falls	■	■	■	■
136	Burlington-Plattsburgh		•		•
128	Canton		•		•
185	Cape Cod, MA		C		C
293	Casper, WY		C		C
213	Cedar Rapids		•		•
215	Champaign, IL		C		C
87	Charleston, SC	■	■	■	■
181	Charleston, WV		•		•
36	Charlotte-Gastonia-Rock Hill	■	■	■	■
229	Charlottesville, VA		C		C
106	Chattanooga	■	■	■	■
286	Cheyenne, WY		C		C
3	Chicago	■	■	■	■
198	Chico, CA		C		C

METRO MKT RANK	MARKET	WINTER 05	SPRING 05	SUMMER 05	FALL 05
27	Cincinnati	■	■	■	■
206	Clarksville-Hopkinsville, TN-KY		C		C
25	Cleveland	■	■	■	■
96	Colorado Springs	■	■	■	■
254	Columbia, MO		C		C
89	Columbia, SC	■	■	■	■
183	Columbus, GA		•		•
35	Columbus, OH	■	■	■	■
265	Columbus-Starkville-West Point, MS		C		C
169	Concord (Lake Regions)		•		•
282	Cookeville, TN		C		C
137	Corpus Christi		•		•
5	Dallas-Ft. Worth	■	■	■	■
196	Danbury, CT		C		C
58	Dayton	■	■	■	■
90	Daytona Beach		•		•
277	Decatur, IL		C		C
22	Denver-Boulder	■	■	■	■
91	Des Moines	■	■	■	■
10	Detroit	■	■	■	■
192	Dothan, AL		C		C
233	Dubuque, IA		C		C
204	Duluth-Superior		•		•
241	Eau Claire, WI		C		C
76	El Paso	■	■	■	■
246	Elizabeth City-Nags Head, NC		C		C
216	Elmira-Corning, NY		C		C
165	Erie		•		•
149	Eugene-Springfield		•		•
160	Evansville		•		•
220	Fargo-Moorhead		•		•
144	Fayetteville (Northwest Arkansas)		C		C
127	Fayetteville, NC		•		•
153	Flagstaff-Prescott, AZ		C		C
125	Flint		•		•
212	Florence, SC		C		C
255	Florence-Muscle Shoals, AL		C		C
198	Frederick, MD		C		C
156	Fredericksburg	■	■	■	■
67	Fresno	■	■	■	■
126	Ft. Collins-Greeley, CO		C		C
65	Ft. Myers-Naples-Marco Island		•		•
105	Ft. Pierce-Stuart-Vero Beach		•		•
178	Ft. Smith, AR		C		C
222	Ft. Walton Beach, FL		C		C
104	Ft. Wayne		•		•
86	Gainesville-Ocala	■	■	■	■
283	Grand Forks, ND-MN		C		C
262	Grand Junction, CO		C		C
66	Grand Rapids	■	■	■	■
290	Great Falls, MT		C		C
188	Green Bay		•		•

METRO MKT RANK	MARKET	WINTER 05	SPRING 05	SUMMER 05	FALL 05
45	Greensboro-Winston Salem-High Point	■	■	■	■
88	Greenville-New Bern-Jacksonville	■	■	■	■
59	Greenville-Spartanburg	■	■	■	■
167	Hagerstown-Chambersburg-Waynesboro, MD-PA		C		C
259	Hamptons-Riverhead	■	■	■	■
79	Harrisburg-Lebanon-Carlisle	■	■	■	■
273	Harrisonburg, VA		C		C
50	Hartford-New Britain-Middletown	■	■	■	■
217	Hilton Head, SC		C		C
61	Honolulu	■	■	■	■
7	Houston-Galveston	■	■	■	■
155	Huntington-Ashland		•		•
115	Huntsville	■	■	■	■
41	Indianapolis	■	■	■	■
277	Ithaca, NY		C		C
122	Jackson, MS	■	■	■	■
285	Jackson, TN		C		C
49	Jacksonville	■	■	■	■
98	Johnson City-Kingsport-Bristol	■	■	■	■
188	Johnstown		•		•
286	Jonesboro, AR		C		C
235	Joplin, MO		C		C
184	Kalamazoo		•		•
29	Kansas City	■	■	■	■
157	Killeen-Temple, TX		C		C
71	Knoxville	■	■	■	■
221	La Crosse, WI		C		C
238	Lafayette, IN		•		•
101	Lafayette, LA		•		•
224	Lake Charles, LA		C		C
99	Lakeland-Winter Haven		•		•
112	Lancaster		•		•
120	Lansing-East Lansing	■	■	■	■
208	Laredo, TX		C		C
244	LaSalle-Peru, IL		C		C
38	Las Vegas	■	■	■	■
223	Laurel-Hattiesburg, MS		C		C
275	Lawton, OK		C		C
180	Lebanon-Rutland-White River Junction		•		•
276	Lewiston-Auburn, ME		C		C
100	Lexington-Fayette		•		•
245	Lima, OH		C		C
174	Lincoln		•		•
85	Little Rock	■	■	■	■
2	Los Angeles	■	■	■	■
55	Louisville	■	■	■	■
182	Lubbock		•		•
154	Macon		•		•
95	Madison	■	■	■	■
187	Manchester		•		•

NOTE: Metro ranks listed above are based on Winter 2005 market definitions.
The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
• — denotes Standard Radio Market Report
C — denotes Condensed Radio Market Report

METRO MKT RANK	MARKET	WINTER 05	SPRING 05	SUMMER 05	FALL 05
270	Mankato-New Ulm-St. Peter, MN		C		C
233	Marion-Carbondale (Southern Illinois)		C		C
289	Mason City, IA		C		C
60	McAllen-Brownsville-Harlingen		•		•
252	Meadville-Franklin, PA		C		C
211	Medford-Ashland, OR		C		C
97	Melbourne-Titusville-Cocoa		•		•
48	Memphis	■	■	■	■
186	Merced, CA		C		C
291	Meridian, MS		C		C
12	Miami-Ft. Lauderdale-Hollywood	■	■	■	■
37	Middlesex-Somerset-Union	■	■	■	■
32	Milwaukee-Racine	■	■	■	■
16	Minneapolis-St. Paul	■	■	■	■
93	Mobile	■	■	■	■
111	Modesto		•		•
51	Monmouth-Ocean		•		•
253	Monroe, LA		C		C
77	Monterey-Salinas-Santa Cruz	■	■	■	■
151	Montgomery		•		•
263	Montpelier-Barre-Waterbury		•		•
174	Morgantown-Clarksburg-Fairmont, WV		C		C
110	Morristown, NJ		C		C
205	Muncie-Marion, IN		C		C
230	Muskegon, MI		C		C
164	Myrtle Beach, SC		C		C
44	Nashville	■	■	■	■
18	Nassau-Suffolk (Long Island)	■	■	■	■
170	New Bedford-Fall River, MA		C		C
108	New Haven		•		•
172	New London, CT		C		C
46	New Orleans	■	■	■	■
228	New River Valley, VA		C		C
1	New York	■	■	■	■
139	Newburgh-Middletown, NY (Mid-Hudson Valley)		C		C
40	Norfolk-Virginia Beach-Newport News	■	■	■	■
190	Odessa-Midland, TX		C		C
53	Oklahoma City	■	■	■	■
207	Olean, NY		C		C
72	Omaha-Council Bluffs	■	■	■	■
39	Orlando	■	■	■	■
119	Oxnard-Ventura		•		•
150	Palm Springs		•		•
240	Panama City, FL		C		C
248	Parkersburg-Marietta, WV-OH		C		C
123	Pensacola		•		•
148	Peoria		•		•
6	Philadelphia	■	■	■	■
15	Phoenix	■	■	■	■
236	Pittsburg, KS (Southeast Kansas)		C		C
23	Pittsburgh, PA	■	■	■	■
165	Portland, ME		•		•
24	Portland, OR	■	■	■	■
113	Portsmouth-Dover-Rochester		•		•
161	Poughkeepsie, NY		C		C
34	Providence-Warwick-Pawtucket	■	■	■	■
251	Pueblo		•		•
13	Puerto Rico	■	■	■	■
141	Quad Cities (Davenport-Rock Island-Moline)		•		•
43	Raleigh-Durham	■	■	■	■
271	Rapid City, SD		C		C
131	Reading, PA		C		C
225	Redding, CA		C		C
124	Reno		•		•
56	Richmond	■	■	■	■
28	Riverside-San Bernardino	■	■	■	■
115	Roanoke-Lynchburg		•		•
227	Rochester, MN		C		C
54	Rochester, NY	■	■	■	■
152	Rockford		•		•
26	Sacramento	■	■	■	■
130	Saginaw-Bay City-Midland		•		•
146	Salisbury-Ocean City		•		•
31	Salt Lake City-Ogden-Provo	■	■	■	■
280	San Angelo, TX		C		C
30	San Antonio	■	■	■	■
17	San Diego	■	■	■	■
4	San Francisco	■	■	■	■
33	San Jose	■	■	■	■
173	San Luis Obispo, CA		C		C
203	Santa Barbara, CA		C		C
237	Santa Fe, NM		C		C
210	Santa Maria-Lompoc, CA		C		C
117	Santa Rosa		•		•
75	Sarasota-Bradenton		•		•
159	Savannah		•		•
14	Seattle-Tacoma	■	■	■	■
284	Sebring, FL		C		C
272	Sheboygan, WI		C		C
132	Shreveport	■	■	■	■
269	Sioux City, IA		C		C
177	South Bend		•		•
92	Spokane	■	■	■	■
80	Springfield, MA	■	■	■	■
143	Springfield, MO		•		•
218	St. Cloud, MN		C		C
19	St. Louis	■	■	■	■
142	Stamford-Norwalk, CT		C		C
248	State College, PA		C		C
81	Stockton		•		•
246	Sussex, NJ		C		C
78	Syracuse	■	■	■	■
163	Tallahassee		•		•
21	Tampa-St. Petersburg-Clearwater	■	■	■	■
202	Terre Haute		•		•
260	Texarkana, TX-AR		C		C
84	Toledo	■	■	■	■
194	Topeka		•		•
192	Traverse City-Petoskey, MI		C		C
138	Trenton, NJ		C		C
201	Tri-Cities, WA (Richland-Kennewick-Pasco)		C		C
62	Tucson	■	■	■	■
64	Tulsa	■	■	■	■
191	Tupelo, MS		C		C
232	Tuscaloosa, AL		C		C
147	Tyler-Longview		•		•
158	Utica-Rome		•		•
266	Valdosta, GA		C		C
129	Victor Valley		•		•
102	Visalia-Tulare-Hanford		•		•
197	Waco, TX		C		C
8	Washington, DC	■	■	■	■
250	Waterloo-Cedar Falls		•		•
274	Watertown, NY		C		C
168	Wausau-Stevens Point, WI (Central WI)		C		C
47	West Palm Beach-Boca Raton	■	■	■	■
243	Wheeling		•		•
94	Wichita	■	■	■	■
257	Wichita Falls, TX		C		C
68	Wilkes Barre-Scranton	■	■	■	■
268	Williamsport, PA		C		C
74	Wilmington, DE		•		•
176	Wilmington, NC		•		•
226	Winchester, VA		C		C
107	Worcester		•		•
200	Yakima, WA		C		C
103	York	■	■	■	■
118	Youngstown-Warren		•		•

NOTE: Metro ranks listed above are based on Winter 2005 market definitions.
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■ — denotes Continuous Measurement Markets
• — denotes Standard Radio Market Report
C — denotes Condensed Radio Market Report

2005 Arbitron Qualitative Delivery Schedule

Scarborough 2005 Release Schedule

Market Name	Release 1	Release 2
Albany, NY	05/26/05	10/27/05
Albuquerque, NM	06/30/05	12/01/05
Atlanta, GA	05/05/05	10/06/05
Austin, TX	06/30/05	12/01/05
Baltimore, MD	06/09/05	11/10/05
Birmingham, AL	06/16/05	11/17/05
Boston, MA	06/23/05	11/23/05
Buffalo, NY	07/07/05	12/08/05
Charleston, WV	07/28/05	12/29/05
Charlotte, NC	06/09/05	11/10/05
Chicago, IL	06/09/05	11/10/05
Cincinnati, OH	06/23/05	11/23/05
Cleveland, OH	06/09/05	11/10/05
Columbus, OH	06/30/05	12/01/05
Dallas, TX	05/26/05	10/27/05
Dayton, OH	07/07/05	12/08/05
Denver, CO	05/26/05	10/27/05
Des Moines, IA	06/16/05	11/17/05
Detroit, MI	04/28/05	09/29/05
El Paso, TX	05/26/05	10/27/05
Flint, MI	07/28/05	12/29/05
Fort Myers, FL	05/05/05	10/06/05
Fresno, CA	04/28/05	09/29/05
Grand Rapids, MI	07/07/05	12/08/05
Greensboro, NC	06/30/05	12/01/05
Greenville, SC	07/14/05	12/15/05
Harrisburg, PA	07/14/05	12/15/05
Hartford, CT	05/12/05	10/13/05
Honolulu, HI	07/07/05	12/08/05
Houston, TX	06/02/05	11/03/05
Indianapolis, IN	05/26/05	10/27/05
Jacksonville, FL	07/21/05	12/22/05
Kansas City, MO	06/16/05	11/17/05
Knoxville, TN	07/28/05	12/29/05
Las Vegas, NV	06/30/05	12/01/05
Lexington, KY	07/28/05	12/29/05
Los Angeles, CA	04/28/05	09/29/05
Louisville, KY	07/21/05	12/22/05
Memphis, TN	07/21/05	12/22/05
Miami, FL	05/05/05	10/06/05
Milwaukee, WI	05/19/05	10/20/05
Minneapolis, MN	05/19/05	10/20/05
Mobile, AL	05/19/05	10/20/05
Nashville, TN	05/19/05	10/20/05
New Orleans, LA	07/21/05	12/22/05
New York, NY	06/02/05	11/03/05
Norfolk, VA	06/23/05	11/23/05
Oklahoma City, OK	07/21/05	12/22/05
Orlando, FL	05/05/05	10/06/05
Philadelphia, PA	05/12/05	10/13/05
Phoenix, AZ	04/28/05	09/29/05
Pittsburgh, PA	06/16/05	11/17/05
Portland, OR	06/16/05	11/17/05
Providence, RI	07/14/05	12/15/05
Raleigh-Durham, NC	07/14/05	12/15/05
Richmond, VA	07/07/05	12/08/05
Roanoke, VA	05/19/05	10/20/05
Rochester, NY	05/26/05	10/27/05
Sacramento, CA	06/09/05	11/10/05
Salt Lake City, UT	05/12/05	10/13/05

(continued)

Scarborough 2005 Release Schedule *(continued)*

Market Name	Release 1	Release 2
San Antonio, TX	04/28/05	09/29/05
San Diego, CA	04/28/05	09/29/05
San Francisco, CA	05/19/05	10/20/05
Seattle, WA	06/02/05	11/03/05
Spokane, WA	06/23/05	11/23/05
St. Louis, MO	05/12/05	10/13/05
Syracuse, NY	07/28/05	12/29/05
Tampa, FL	05/05/05	10/06/05
Toledo, OH	07/28/05	12/29/05
Tucson, AZ	05/05/05	10/06/05
Tulsa, OK	06/23/05	11/23/05
Washington, DC	06/16/05	11/17/05
West Palm Beach, FL	05/12/05	10/13/05
Wichita, KS	05/12/05	10/13/05
Wilkes-Barre, PA	07/21/05	12/22/05

RetailDirect 2005 Release Schedule

Market Name	2005 Release 1	2005 Release 2
Allentown-Bethlehem, PA	01/25/05	08/11/05
Atlantic City-Cape May, NJ	06/10/05	TBD 12/05
Bakersfield, CA	05/17/05	TBD 11/05
Baton Rouge, LA	02/11/05	08/25/05
Charleston, SC	02/11/05	08/25/05
Chattanooga, TN	06/10/05	TBD 12/05
Colorado Springs, CO	02/11/05	08/25/05
Evansville, IN	04/20/05	10/05/05
Ft. Wayne, IN	12/20/04	08/11/05
Gainesville-Ocala, FL	04/20/05	10/05/05
Greenville-New Bern-Jackson-ville, NC	06/10/05 04/20/05	TDB 12/05 10/05/05
Huntsville, AL	04/20/05	10/05/05
Lafayette, LA	12/20/04	08/11/05
Little Rock, AR	06/10/05	TBD 12/05
Lubbock, TX	04/20/05	10/05/05
Macon, GA	05/17/05	TBD 11/05
Monterey-Salinas-Santa Cruz, CA	02/11/05	08/25/05
Omaha-Council Bluffs, NE-IA	04/20/05	
Palm Springs, CA	01/25/05	
Rockford, IL	04/20/05	
Santa Barbara, CA	01/25/05	08/11/05
Springfield, MA	02/11/05	08/25/05
Springfield, MO	05/17/05	TBD 11/05
Youngstown-Warren, OH		

Local Market Qualitative

Arbitron gathers information that describes consumers' demographic, socioeconomic, and lifestyle characteristics, as well as purchase intentions in over 260 markets. Arbitron provides three qualitative services tailored to fit specific market size and marketing requirements: Scarborough caters to large markets, RetailDirect is available in medium markets, and the Qualitative Diary Service is offered in smaller markets ranked 100+. Each service profiles a market, the consumers and the media choices in terms of key characteristics. The three services cover the major retail and media usage categories in almost any area.

A comprehensive listing of the products and categories covered by each local market qualitative service is available online at:

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

2005 Arbitron Qualitative Delivery Schedule

2005 Qualitative Diary Markets*

Abilene, TX
Akron, OH
Albany, GA
Alexandria, LA
Altoona, PA

Amarillo, TX
Anchorage, AK
Ann Arbor, MI
Appleton-Oshkosh, WI
Asheville, NC

Augusta, GA
Augusta-Waterville, ME
Bangor, ME
Battle Creek, MI
Beaumont-Port Arthur, TX

Beckley, WV
Billings, MT
Biloxi-Gulfport-Pascagoula, MS
Binghamton, NY
Bismarck, ND

Bloomington, IL
Bluefield, WV
Boise, ID
Bowling Green, KY
Brunswick, GA

Bryan-College Station, TX
Burlington-Plattsburgh, VT-NY
Canton, OH
Cape Cod, MA
Casper, WY

Cedar Rapids, IA
Champaign, IL
Charlottesville, VA
Cheyenne, WY
Chico, CA

Clarksville-Hopkinsville, TN-KY
Columbia, MO
Columbia, SC
Columbus, GA
Columbus-Starkville-West Point, MS

Concord (Lake Regions)
Cookeville, TN
Corpus Christi, TX
Daytona Beach, FL
Decatur, IL

Dothan, AL
Dubuque, IA
Duluth-Superior, MN-WI
Eau Claire, WI
Elizabeth City-Nags Head, NC

Elmira-Corning, NY
Erie, PA
Eugene-Springfield, OR
Fargo-Moorhead, ND-MN
Fayetteville (Northwest Arkansas), AR

Fayetteville, NC
Flagstaff-Prescott, AZ
Florence, SC
Florence-Muscle Shoals, AL
Ft. Collins-Greeley, CO

Ft. Smith, AR
Ft. Walton Beach, FL
Grand Forks, ND-MN
Grand Junction, CO
Great Falls, MT

Green Bay, WI
Hagerstown-Chambersburg-Waynesboro, MD-PA
Harrisonburg, VA
Hilton Head, SC

Huntington-Ashland, WV-KY
Ithaca, NY
Jackson, MS
Jackson, TN
Johnson City-Kingsport-Bristol, TN-VA

Johnstown, PA
Jonesboro, AR
Joplin, MO
Kalamazoo, MI
Killeen-Temple, TX

La Crosse, WI
Lafayette, IN
Lake Charles, LA
Lakeland-Winter Haven, FL
Lansing-East Lansing, MI

Laredo, TX
LaSalle-Peru, IL
Laurel-Hattiesburg, MS
Lawton, OK
Lebanon-Rutland-White River Junction

Lewiston-Auburn, ME
Lima, OH
Lincoln, NE
Madison, WI
Manchester, NH

Mankato-New Ulm-St. Peter, MN
Marion-Carbondale, IL (Southern Illinois)
Mason City, IA
McAllen-Brownsville-Harlingen, TX

Meadville-Franklin, PA
Medford-Ashland, OR
Melbourne-Titusville-Cocoa, FL
Merced, CA
Meridian, MS

Modesto, CA
Monroe, LA
Montgomery, AL
Montpelier-Barre-Waterbury
Morgantown-Clarksburg-Fairmont, WV

Muncie-Marion, IN
Muskegon, MI
Myrtle Beach, SC
New London, CT
New River Valley, VA

Newburgh-Middletown (Mid-Hudson Valley), NY
Odessa-Midland, TX
Olean, NY
Oxnard-Ventura, CA

Panama City, FL
Parkersburg-Marietta, WV-OH
Peoria, IL
Pittsburg, KS (Southeast Kansas)
Portland, ME

Portsmouth-Dover-Rochester, NH
Poughkeepsie, NY
Pueblo, CO
Puerto Rico
Quad Cities (Davenport-Rock Island-Moline), IA-IL

Rapid City, SD
Reading, PA
Redding, CA
Reno, NV
Rochester, MN

Salisbury-Ocean City, MD
San Angelo, TX
San Luis Obispo, CA
Santa Fe, NM
Santa Maria-Lompoc, CA

Savannah, GA
Sebring, FL
Sheboygan, WI
Shreveport, LA
Sioux City, IA

South Bend, IN
St. Cloud, MN
State College, PA
Stockton, CA
Sussex, NJ

Tallahassee, FL
Terre Haute, IN
Texarkana, TX-AR
Topeka, KS
Traverse City-Petoskey, MI (formerly Northwest MI)

Tri-Cities, WA (Richland-Kennewick-Pasco)
Tupelo, MS
Tuscaloosa, AL
Tyler-Longview, TX
Utica-Rome, NY

Valdosta, GA
Victor Valley, CA
Visalia-Tulare-Hanford, CA
Waco, TX
Waterloo-Cedar Falls, IA

Watertown, NY
Wausau-Stevens Point (Central Wisconsin), WI
Wheeling, WV
Wichita Falls, TX

Williamsport, PA
Wilmington, DE
Wilmington, NC
Winchester, VA
Worcester, MA

Yakima, WA

* The qualitative information is delivered through Maximi$er at the same time as the ratings data for these markets.

Arbitron 2005 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends Date	Time*	Mar-Apr-May Arbitrends Date	Time*	Spring Arbitrends Date	Time*	Advance Ratings** Date	Time*	Maximi$er®/ Media Professional℠ ADE	Mail	Market Report Mail Date	TAPSCAN® Date
Abilene, TX							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Akron	May 27	11:30AM LMT	Jun 24	11:30AM	Jul 22	11:30AM	Jul 22	2:30PM	Jul 25 11:30AM	Jul 25	Jul 28	Jul 25
Albany, GA							Aug 11	12:00PM	Aug 12 10:00AM	Aug 12	Aug 17	Aug 12
Albany-Schenectady-Troy	Jun 08	10:00AM LMT	Jul 06	10:00AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Albuquerque	Jun 13	9:30AM LMT	Jul 11	9:30AM	Aug 05	9:30AM	Aug 05	12:30PM	Aug 08 9:30AM	Aug 08	Aug 11	Aug 08
Alexandria, LA							Aug 02	11:00AM	Aug 03 9:00AM	Aug 03	Aug 08	Aug 03
Allentown-Bethlehem	May 23	1:00PM LMT	Jun 20	1:00PM	Jul 18	1:00PM	Jul 18	4:00PM	Jul 19 1:00PM	Jul 19	Jul 22	Jul 19
Altoona							Jul 25	12:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Amarillo, TX							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Anchorage							Aug 10	8:00AM	Aug 11 6:00AM	Aug 11	Aug 16	Aug 11
Ann Arbor							Jul 20	12:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Appleton-Oshkosh							Aug 09	11:00AM	Aug 10 9:00AM	Aug 10	Aug 15	Aug 10
Asheville							Aug 04	12:00PM	Aug 05 10:00AM	Aug 05	Aug 10	Aug 05
Atlanta	Jun 02	10:00AM LMT	Jun 29	10:00AM	Jul 27	10:00AM	Jul 27	1:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28
Atlantic City-Cape May							Jul 20	12:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Augusta, GA							Aug 10	12:00PM	Aug 11 10:00AM	Aug 11	Aug 16	Aug 11
Augusta-Waterville, ME							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Austin	Jun 07	10:30AM LMT	Jul 05	10:30AM	Aug 01	10:30AM	Aug 01	1:30PM	Aug 02 10:30AM	Aug 02	Aug 05	Aug 02
Bakersfield	May 25	10:00AM LMT	Jun 22	10:00AM	Jul 20	10:00AM	Jul 20	1:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Baltimore	May 27	10:00AM LMT	Jun 24	10:00AM	Jul 22	10:00AM	Jul 22	1:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25
Bangor							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Baton Rouge	Jun 07	1:30PM LMT	Jul 05	1:30PM	Aug 01	1:30PM	Aug 01	4:30PM	Aug 02 1:30PM	Aug 02	Aug 05	Aug 02
Battle Creek, MI							Jul 21	12:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Beaumont-Port Arthur, TX							Jul 26	11:00AM	Jul 27 9:00AM	Jul 27	Aug 01	Jul 27
Beckley, WV							Aug 04	12:00PM	Aug 05 10:00AM	Aug 05	Aug 10	Aug 05
Bend, OR							Jul 29	9:00AM	Aug 01 7:00AM	Aug 01	Aug 04	Aug 01
Billings, MT							Aug 10	10:00AM	Aug 11 8:00AM	Aug 11	Aug 16	Aug 11
Biloxi-Gulfport-Pascagoula							Aug 01	11:00AM	Aug 02 9:00AM	Aug 02	Aug 05	Aug 02
Binghamton							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Birmingham	Jun 06	10:30AM LMT	Jul 01	10:30AM	Jul 29	10:30AM	Jul 29	1:30PM	Aug 01 10:30AM	Aug 01	Aug 04	Aug 01
Bismarck, ND							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Bloomington							Jul 19	11:00AM	Jul 20 9:00AM	Jul 20	Jul 25	Jul 20
Bluefield, WV							Aug 04	12:00PM	Aug 05 10:00AM	Aug 05	Aug 10	Aug 05
Boise							Aug 09	10:00AM	Aug 10 8:00AM	Aug 10	Aug 15	Aug 10
Boston	May 26	10:00AM LMT	Jun 23	10:00AM	Jul 21	10:00AM	Jul 21	1:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Bowling Green, KY							Aug 02	11:00AM	Aug 03 9:00AM	Aug 03	Aug 08	Aug 03
Bridgeport							Jul 18	12:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
Brunswick, GA							Aug 02	12:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Bryan-College Station, TX							Jul 26	11:00AM	Jul 27 9:00AM	Jul 27	Aug 01	Jul 27
Buffalo-Niagara Falls	Jun 01	10:00AM LMT	Jun 28	10:00AM	Jul 26	10:00AM	Jul 26	1:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Burlington-Plattsburgh							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Canton							Jul 22	12:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25
Cape Cod, MA							Jul 22	12:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25
Casper, WY							Aug 11	10:00AM	Aug 12 8:00AM	Aug 12	Aug 17	Aug 12
Cedar Rapids							Aug 05	11:00AM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
Champaign, IL							Jul 21	11:00AM	Jul 22 9:00AM	Jul 22	Jul 27	Jul 22
Charleston, SC	Jun 13	10:00AM LMT	Jul 11	10:00AM	Aug 05	10:00AM	Aug 05	1:00PM	Aug 08 10:00AM	Aug 08	Aug 11	Aug 08
Charleston, WV							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Charlotte-Gastonia-Rock Hill	Jun 02	10:00AM LMT	Jun 29	10:00AM	Jul 27	10:00AM	Jul 27	1:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28
Charlottesville, VA							Jul 25	12:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Chattanooga	Jun 10	10:00AM LMT	Jul 08	10:00AM	Aug 04	10:00AM	Aug 04	1:00PM	Aug 05 10:00AM	Aug 05	Aug 10	Aug 05
Cheyenne, WY							Jul 29	10:00AM	Aug 01 8:00AM	Aug 01	Aug 04	Aug 01
Chicago	May 24	9:00AM LMT	Jun 21	9:00AM	Jul 19	9:00AM	Jul 19	12:00PM	Jul 20 9:00AM	Jul 20	Jul 25	Jul 20
Chico, CA							Jul 22	9:00AM	Jul 25 7:00AM	Jul 25	Jul 28	Jul 25
Cincinnati	May 31	10:00AM LMT	Jun 27	10:00AM	Jul 25	10:00AM	Jul 25	1:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26

** All times are local market*

*** All times indicate START of Market calling*

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Arbitron 2005 Spring Delivery Schedule

	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		Maximi$er®/ Media Professional℠		Market Report	TAPSCAN®
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Clarksville-Hopkinsville, TN-KY							Aug 04	11:00AM	Aug 05 9:00AM	Aug 05	Aug 10	Aug 05
Cleveland	May 27	11:30AM LMT	Jun 24	11:30AM	Jul 22	11:30AM	Jul 22	2:30PM	Jul 25 11:30AM	Jul 25	Jul 28	Jul 25
Colorado Springs	Jun 03	11:00AM LMT	Jun 30	11:00AM	Jul 28	11:00AM	Jul 28	2:00PM	Jul 29 11:00AM	Jul 29	Aug 03	Jul 29
Columbia, MO							Aug 01	11:00AM	Aug 02 9:00AM	Aug 02	Aug 05	Aug 02
Columbia, SC	Jun 10	10:00AM LMT	Jul 08	10:00AM	Aug 04	10:00AM	Aug 04	1:00PM	Aug 05 10:00AM	Aug 05	Aug 10	Aug 05
Columbus, GA							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Columbus, OH	Jun 03	10:00AM LMT	Jun 30	10:00AM	Jul 28	10:00AM	Jul 28	1:00PM	Jul 29 10:00AM	Jul 29	Aug 03	Jul 29
Columbus-Starkville-West Point, MS							Aug 01	11:00AM	Aug 02 9:00AM	Aug 02	Aug 05	Aug 02
Concord (Lake Regions)							Jul 21	12:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Cookeville, TN							Aug 04	11:00AM	Aug 05 9:00AM	Aug 05	Aug 10	Aug 05
Corpus Christi							Aug 05	11:00AM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
Dallas-Ft. Worth	Jun 01	12:00PM LMT	Jun 28	12:00PM	Jul 26	12:00PM	Jul 26	3:00PM	Jul 27 12:00PM	Jul 27	Aug 01	Jul 27
Danbury, CT							Jul 18	12:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
Dayton	May 31	1:00PM LMT	Jun 27	1:00PM	Jul 25	1:00PM	Jul 25	4:00PM	Jul 26 1:00PM	Jul 26	Jul 29	Jul 26
Daytona Beach							Jul 27	12:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28
Decatur, IL							Jul 21	11:00AM	Jul 22 9:00AM	Jul 22	Jul 27	Jul 22
Denver-Boulder	Jun 03	11:00AM LMT	Jun 30	11:00AM	Jul 28	11:00AM	Jul 28	2:00PM	Jul 29 11:00AM	Jul 29	Aug 03	Jul 29
Des Moines	Jun 13	12:00PM LMT	Jul 11	12:00PM	Aug 05	12:00PM	Aug 05	3:00PM	Aug 08 12:00PM	Aug 08	Aug 11	Aug 08
Detroit	May 25	10:00AM LMT	Jun 22	10:00AM	Jul 20	10:00AM	Jul 20	1:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Dothan, AL							Aug 09	11:00AM	Aug 10 9:00AM	Aug 10	Aug 15	Aug 10
Dubuque, IA							Jul 20	11:00AM	Jul 21 9:00AM	Jul 21	Jul 26	Jul 21
Duluth-Superior							Aug 08	11:00AM	Aug 09 9:00AM	Aug 09	Aug 12	Aug 09
Eau Claire, WI							Aug 05	11:00AM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
El Paso	Jun 13	9:30AM LMT	Jul 11	9:30AM	Aug 05	9:30AM	Aug 05	12:30PM	Aug 08 9:30AM	Aug 08	Aug 11	Aug 08
Elizabeth City-Nags Head, NC							Aug 02	12:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Elkins-Buckhannon-Weston, WV							Jul 26	12:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Elmira-Corning, NY							Jul 27	12:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28
Erie							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Eugene-Springfield							Aug 02	9:00AM	Aug 03 7:00AM	Aug 03	Aug 08	Aug 03
Evansville							Aug 08	11:00AM	Aug 09 9:00AM	Aug 09	Aug 12	Aug 09
Fargo-Moorhead							Aug 09	11:00AM	Aug 10 9:00AM	Aug 10	Aug 15	Aug 10
Fayetteville (NW Arkansas)							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Fayetteville, NC							Aug 02	12:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Flagstaff-Prescott, AZ							Jul 26	10:00AM	Jul 27 8:00AM	Jul 27	Aug 01	Jul 27
Flint							Jul 20	12:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Florence, SC							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Florence-Muscle Shoals, AL							Aug 05	11:00AM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
Frederick, MD							Jul 22	12:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25
Fredericksburg	May 27	10:00AM LMT	Jun 24	10:00AM	Jul 22	10:00AM	Jul 22	1:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25
Fresno	Jun 03	11:30AM LMT	Jun 30	11:30AM	Jul 28	11:30AM	Jul 28	2:30PM	Jul 29 11:30AM	Jul 29	Aug 03	Jul 29
Ft. Collins-Greeley, CO							Jul 29	10:00AM	Aug 01 8:00AM	Aug 01	Aug 04	Aug 01
Ft. Myers-Naples-Marco Island							Jul 29	12:00PM	Aug 01 10:00AM	Aug 01	Aug 04	Aug 01
Ft. Pierce-Stuart-Vero Beach							Jul 27	12:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28
Ft. Smith, AR							Aug 02	11:00AM	Aug 03 9:00AM	Aug 03	Aug 08	Aug 03
Ft. Walton Beach, FL							Aug 03	11:00AM	Aug 04 9:00AM	Aug 04	Aug 09	Aug 04
Ft. Wayne							Aug 04	11:00AM	Aug 05 9:00AM	Aug 05	Aug 10	Aug 05
Gainesville-Ocala	Jun 02	1:00PM LMT	Jun 29	1:00PM	Jul 27	1:00PM	Jul 27	4:00PM	Jul 28 1:00PM	Jul 28	Aug 02	Jul 28
Grand Forks, ND-MN							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Grand Junction, CO							Aug 01	10:00AM	Aug 02 8:00AM	Aug 02	Aug 05	Aug 02
Grand Rapids	Jun 09	10:00AM LMT	Jul 07	10:00AM	Aug 03	10:00AM	Aug 03	1:00PM	Aug 04 10:00AM	Aug 04	Aug 09	Aug 04
Great Falls, MT							Aug 11	10:00AM	Aug 12 8:00AM	Aug 12	Aug 17	Aug 12
Green Bay							Aug 09	11:00AM	Aug 10 9:00AM	Aug 10	Aug 15	Aug 10
Greensboro-Winston Salem-High Point	Jun 08	1:00PM LMT	Jul 06	1:00PM	Aug 02	1:00PM	Aug 02	4:00PM	Aug 03 1:00PM	Aug 03	Aug 08	Aug 03
Greenville-New Bern-Jacksonville	Jun 08	1:00PM LMT	Jul 06	1:00PM	Aug 02	1:00PM	Aug 02	4:00PM	Aug 03 1:00PM	Aug 03	Aug 08	Aug 03

** All times are local market*

*** All times indicate START of Market calling*

ARBITRON

Arbitron 2005 Spring Delivery Schedule

	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		Maximi$er®/ Media Professional℠		Market Report	TAPSCAN®
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Greenville-Spartanburg	Jun 10	10:00AM LMT	Jul 08	10:00AM	Aug 04	10:00AM	Aug 04	1:00PM	Aug 05 10:00AM	Aug 05	Aug 10	Aug 05
Hagerstn-Chambrsg-Waynsb, MD-PA							Jul 25	12:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Hamptons-Riverhead	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
Harrisburg-Lebanon-Carlisle	May 25	1:00PM LMT	Jun 22	1:00PM	Jul 20	1:00PM	Jul 20	4:00PM	Jul 21 1:00PM	Jul 21	Jul 26	Jul 21
Harrisonburg, VA							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Hartford-New Britain-Middletown	May 27	11:30AM LMT	Jun 24	11:30AM	Jul 22	11:30AM	Jul 22	2:30PM	Jul 25 11:30AM	Jul 25	Jul 28	Jul 25
Hilton Head, SC							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Honolulu	Jun 06	10:00AM LMT	Jul 01	10:00AM	Jul 29	10:00AM	Jul 29	1:00PM	Aug 01 10:00AM	Aug 01	Aug 04	Aug 01
Houston-Galveston	Jun 01	12:00PM LMT	Jun 28	12:00PM	Jul 26	12:00PM	Jul 26	3:00PM	Jul 27 12:00PM	Jul 27	Aug 01	Jul 27
Huntington-Ashland							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Huntsville	Jun 10	12:00PM LMT	Jul 08	12:00PM	Aug 04	12:00PM	Aug 04	3:00PM	Aug 05 12:00PM	Aug 05	Aug 10	Aug 05
Indianapolis	Jun 06	9:00AM LMT	Jul 01	9:00AM	Jul 29	9:00AM	Jul 29	12:00PM	Aug 01 9:00AM	Aug 01	Aug 04	Aug 01
Ithaca, NY							Aug 02	12:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Jackson, MS	Jun 13	9:00AM LMT	Jul 11	9:00AM	Aug 05	9:00AM	Aug 05	12:00PM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
Jackson, TN							Aug 03	12:00PM	Aug 04 10:00AM	Aug 04	Aug 09	Aug 04
Jacksonville	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 02 10:00AM	Aug 02	Aug 05	Aug 02
Johnson City-Kingsport-Bristol	Jun 09	10:00AM LMT	Jul 07	10:00AM	Aug 03	10:00AM	Aug 03	1:00PM	Aug 04 10:00AM	Aug 04	Aug 09	Aug 04
Johnstown							Jul 25	12:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Jonesboro, AR							Aug 03	11:00AM	Aug 04 9:00AM	Aug 04	Aug 09	Aug 04
Joplin, MO							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Kalamazoo							Aug 03	12:00PM	Aug 04 10:00AM	Aug 04	Aug 09	Aug 04
Kansas City	Jun 06	9:00AM LMT	Jul 01	9:00AM	Jul 29	9:00AM	Jul 29	12:00PM	Aug 01 9:00AM	Aug 01	Aug 04	Aug 01
Killeen-Temple, TX							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
Knoxville	Jun 09	10:00AM LMT	Jul 07	10:00AM	Aug 03	10:00AM	Aug 03	1:00PM	Aug 04 10:00AM	Aug 04	Aug 09	Aug 04
La Crosse, WI							Aug 11	11:00AM	Aug 12 9:00AM	Aug 12	Aug 17	Aug 12
Lafayette, IN							Jul 29	11:00AM	Aug 01 9:00AM	Aug 01	Aug 04	Aug 01
Lafayette, LA							Aug 01	11:00AM	Aug 02 9:00AM	Aug 02	Aug 05	Aug 02
Lake Charles, LA							Jul 26	11:00AM	Jul 27 9:00AM	Jul 27	Aug 01	Jul 27
Lakeland-Winter Haven							Jul 26	12:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Lancaster							Jul 20	12:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Lansing-East Lansing	May 25	11:30AM LMT	Jun 22	11:30AM	Jul 20	11:30AM	Jul 20	2:30PM	Jul 21 11:30AM	Jul 21	Jul 26	Jul 21
Laredo, TX							Aug 03	11:00AM	Aug 04 9:00AM	Aug 04	Aug 09	Aug 04
Las Vegas	Jun 06	11:30AM LMT	Jul 01	11:30AM	Jul 29	11:30AM	Jul 29	2:30PM	Aug 01 11:30AM	Aug 01	Aug 04	Aug 01
LaSalle-Peru, IL							Jul 20	11:00AM	Jul 21 9:00AM	Jul 21	Jul 26	Jul 21
Laurel-Hattiesburg, MS							Aug 02	11:00AM	Aug 03 9:00AM	Aug 03	Aug 08	Aug 03
Lawton, OK							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
Lebanon-Rutland-White River Junctio							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Lewiston-Auburn, ME							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Lexington-Fayette							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Lima, OH							Jul 26	12:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Lincoln							Aug 04	11:00AM	Aug 05 9:00AM	Aug 05	Aug 10	Aug 05
Little Rock	Jun 10	10:30AM LMT	Jul 08	10:30AM	Aug 04	10:30AM	Aug 04	1:30PM	Aug 05 10:30AM	Aug 05	Aug 10	Aug 05
Los Angeles	May 24	10:00AM LMT	Jun 21	10:00AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
Louisville	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 02 10:00AM	Aug 02	Aug 05	Aug 02
Lubbock							Aug 08	11:00AM	Aug 09 9:00AM	Aug 09	Aug 12	Aug 09
Macon							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Madison	Jun 13	9:00AM LMT	Jul 11	9:00AM	Aug 05	9:00AM	Aug 05	12:00PM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
Manchester							Jul 21	12:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Mankato-New Ulm-St. Peter, MN							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
Marion-Carbondale (Southern IL)							Jul 26	11:00AM	Jul 27 9:00AM	Jul 27	Aug 01	Jul 27
Mason City, IA							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
McAllen-Brownsville-Harlingen							Aug 04	11:00AM	Aug 05 9:00AM	Aug 05	Aug 10	Aug 05
Meadville-Franklin, PA							Jul 25	12:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Medford-Ashland, OR							Aug 11	9:00AM	Aug 12 7:00AM	Aug 12	Aug 17	Aug 12
Melbourne-Titusville-Cocoa							Jul 27	12:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28

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*** All times indicate START of Market calling*

ARBITRON

Arbitron 2005 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends Date	Feb-Mar-Apr Arbitrends Time*	Mar-Apr-May Arbitrends Date	Mar-Apr-May Arbitrends Time*	Spring Arbitrends Date	Spring Arbitrends Time*	Advance Ratings** Date	Advance Ratings** Time*	Maximi$er®/ Media Professional℠ ADE	Maximi$er®/ Media Professional℠ Mail	Market Report Mail Date	TAPSCAN® Date
Memphis	Jun 08	10:30AM LMT	Jul 06	10:30AM	Aug 02	10:30AM	Aug 02	1:30PM	Aug 03 10:30AM	Aug 03	Aug 08	Aug 03
Merced, CA							Jul 22	9:00AM	Jul 25 7:00AM	Jul 25	Jul 28	Jul 25
Meridian, MS							Aug 11	11:00AM	Aug 12 9:00AM	Aug 12	Aug 17	Aug 12
Miami-Ft. Lauderdale-Hollywood	Jun 02	11:30AM LMT	Jun 29	11:30AM	Jul 27	11:30AM	Jul 27	2:30PM	Jul 28 11:30AM	Jul 28	Aug 02	Jul 28
Middlesex-Somerset-Union	May 23	11:30AM LMT	Jun 20	11:30AM	Jul 18	11:30AM	Jul 18	2:30PM	Jul 19 11:30AM	Jul 19	Jul 22	Jul 19
Milwaukee-Racine	May 24	10:30AM LMT	Jun 21	10:30AM	Jul 19	10:30AM	Jul 19	1:30PM	Jul 20 10:30AM	Jul 20	Jul 25	Jul 20
Minneapolis-St. Paul	Jun 01	10:30AM LMT	Jun 28	10:30AM	Jul 26	10:30AM	Jul 26	1:30PM	Jul 27 10:30AM	Jul 27	Aug 01	Jul 27
Mobile	Jun 08	10:30AM LMT	Jul 06	10:30AM	Aug 02	10:30AM	Aug 02	1:30PM	Aug 03 10:30AM	Aug 03	Aug 08	Aug 03
Modesto							Jul 21	9:00AM	Jul 22 7:00AM	Jul 22	Jul 27	Jul 22
Monmouth-Ocean							Jul 18	12:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
Monroe, LA							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Monterey-Salinas-Santa Cruz	May 26	11:30AM LMT	Jun 23	11:30AM	Jul 21	11:30AM	Jul 21	2:30PM	Jul 22 11:30AM	Jul 22	Jul 27	Jul 22
Montgomery							Aug 08	11:00AM	Aug 09 9:00AM	Aug 09	Aug 12	Aug 09
Montpelier-Barre-St. Johnsbury							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Morgantown-Clarks-Fairmont, WV							Jul 26	12:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Morristown, NJ							Jul 18	12:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
Muncie-Marion, IN							Aug 01	11:00AM	Aug 02 9:00AM	Aug 02	Aug 05	Aug 02
Muskegon, MI							Aug 04	12:00PM	Aug 05 10:00AM	Aug 05	Aug 10	Aug 05
Myrtle Beach, SC							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Nashville	Jun 09	10:30AM LMT	Jul 07	10:30AM	Aug 03	10:30AM	Aug 03	1:30PM	Aug 04 10:30AM	Aug 04	Aug 09	Aug 04
Nassau-Suffolk (Long Island)	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
New Bedford-Fall River, MA							Jul 21	12:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
New Haven							Jul 22	12:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25
New London, CT							Jul 19	12:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
New Orleans	Jun 07	10:30AM LMT	Jul 05	10:30AM	Aug 01	10:30AM	Aug 01	1:30PM	Aug 02 10:30AM	Aug 02	Aug 05	Aug 02
New River Valley, VA							Aug 03	12:00PM	Aug 04 10:00AM	Aug 04	Aug 09	Aug 04
New York	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
Newburgh-Middletown, NY(Md-Hud Vly)							Jul 19	12:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
Norfolk-Virginia Beach-Newport News	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 02 10:00AM	Aug 02	Aug 05	Aug 02
Odessa-Midland, TX							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Oklahoma City	Jun 09	10:30AM LMT	Jul 07	10:30AM	Aug 03	10:30AM	Aug 03	1:30PM	Aug 04 10:30AM	Aug 04	Aug 09	Aug 04
Olean, NY							Jul 27	12:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28
Omaha-Council Bluffs	Jun 10	12:00PM LMT	Jul 08	12:00PM	Aug 04	12:00PM	Aug 04	3:00PM	Aug 05 12:00PM	Aug 05	Aug 10	Aug 05
Orlando	Jun 02	11:30AM LMT	Jun 29	11:30AM	Jul 27	11:30AM	Jul 27	2:30PM	Jul 28 11:30AM	Jul 28	Aug 02	Jul 28
Oxnard-Ventura							Jul 19	9:00AM	Jul 20 7:00AM	Jul 20	Jul 25	Jul 20
Palm Springs							Jul 20	9:00AM	Jul 21 7:00AM	Jul 21	Jul 26	Jul 21
Panama City, FL							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
Parkersburg-Marietta, WV-OH							Aug 10	12:00PM	Aug 11 10:00AM	Aug 11	Aug 16	Aug 11
Pensacola							Aug 02	11:00AM	Aug 03 9:00AM	Aug 03	Aug 08	Aug 03
Peoria							Jul 19	11:00AM	Jul 20 9:00AM	Jul 20	Jul 25	Jul 20
Philadelphia	May 25	10:00AM LMT	Jun 22	10:00AM	Jul 20	10:00AM	Jul 20	1:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Phoenix	May 31	8:30AM LMT	Jun 27	8:30AM	Jul 25	8:30AM	Jul 25	11:30AM	Jul 26 8:30AM	Jul 26	Jul 29	Jul 26
Pittsburg, KS (Southeast Kansas)							Aug 01	11:00AM	Aug 02 9:00AM	Aug 02	Aug 05	Aug 02
Pittsburgh, PA	May 31	10:00AM LMT	Jun 27	10:00AM	Jul 25	10:00AM	Jul 25	1:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Portland, ME							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Portland, OR	Jun 03	11:30AM LMT	Jun 30	11:30AM	Jul 28	11:30AM	Jul 28	2:30PM	Jul 29 11:30AM	Jul 29	Aug 03	Jul 29
Portsmouth-Dover-Rochester							Jul 21	12:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Poughkeepsie, NY							Jul 19	12:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
Providence-Warwick-Pawtucket	May 26	10:00AM LMT	Jun 23	10:00AM	Jul 21	10:00AM	Jul 21	1:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Pueblo							Jul 28	10:00AM	Jul 29 8:00AM	Jul 29	Aug 03	Jul 29
Puerto Rico	Jun 03	11:30AM LMT	Jun 30	11:30AM	Jul 28	11:30AM	Jul 28	2:30PM	Jul 29 11:30AM	Jul 29	Aug 03	Jul 29
Quad Cities							Jul 19	11:00AM	Jul 20 9:00AM	Jul 20	Jul 25	Jul 20
Raleigh-Durham	Jun 08	10:00AM LMT	Jul 06	10:00AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Rapid City, SD							Aug 11	10:00AM	Aug 12 8:00AM	Aug 12	Aug 17	Aug 12

** All times are local market*

*** All times indicate START of Market calling*

ARBITRON

Arbitron 2005 Spring Delivery Schedule

	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		Maximi$er®/ Media Professional℠		Market Report	TAPSCAN®
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Reading, PA							Jul 21	12:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Redding, CA							Jul 22	9:00AM	Jul 25 7:00AM	Jul 25	Jul 28	Jul 25
Reno							Aug 09	9:00AM	Aug 10 7:00AM	Aug 10	Aug 15	Aug 10
Richmond	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 02 10:00AM	Aug 02	Aug 05	Aug 02
Riverside-San Bernardino	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
Roanoke-Lynchburg							Aug 08	12:00PM	Aug 09 10:00AM	Aug 09	Aug 12	Aug 09
Rochester, MN							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
Rochester, NY	Jun 01	2:30PM LMT	Jun 28	2:30PM	Jul 26	2:30PM	Jul 26	5:30PM	Jul 27 2:30PM	Jul 27	Aug 01	Jul 27
Rockford							Jul 19	11:00AM	Jul 20 9:00AM	Jul 20	Jul 25	Jul 20
Sacramento	May 26	11:30AM LMT	Jun 23	11:30AM	Jul 21	11:30AM	Jul 21	2:30PM	Jul 22 11:30AM	Jul 22	Jul 27	Jul 22
Saginaw-Bay City-Midland							Jul 20	12:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Salisbury-Ocean City							Jul 26	12:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Salt Lake City-Ogden-Provo	Jun 06	9:30AM LMT	Jul 01	9:30AM	Jul 29	9:30AM	Jul 29	12:30PM	Aug 01 9:30AM	Aug 01	Aug 04	Aug 01
San Angelo, TX							Aug 10	11:00AM	Aug 11 9:00AM	Aug 11	Aug 16	Aug 11
San Antonio	Jun 07	12:00PM LMT	Jul 05	12:00PM	Aug 01	12:00PM	Aug 01	3:00PM	Aug 02 12:00PM	Aug 02	Aug 05	Aug 02
San Diego	May 24	10:00AM LMT	Jun 21	10:00AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
San Francisco	May 26	10:00AM LMT	Jun 23	10:00AM	Jul 21	10:00AM	Jul 21	1:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
San Jose	May 26	10:00AM LMT	Jun 23	10:00AM	Jul 21	10:00AM	Jul 21	1:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
San Luis Obispo, CA							Jul 20	9:00AM	Jul 21 7:00AM	Jul 21	Jul 26	Jul 21
Santa Barbara, CA							Jul 20	9:00AM	Jul 21 7:00AM	Jul 21	Jul 26	Jul 21
Santa Fe, NM							Aug 08	10:00AM	Aug 09 8:00AM	Aug 09	Aug 12	Aug 09
Santa Maria-Lompoc, CA							Jul 20	9:00AM	Jul 21 7:00AM	Jul 21	Jul 26	Jul 21
Santa Rosa							Jul 21	9:00AM	Jul 22 7:00AM	Jul 22	Jul 27	Jul 22
Sarasota-Bradenton							Jul 26	12:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Savannah							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Seattle-Tacoma	Jun 03	10:00AM LMT	Jun 30	10:00AM	Jul 28	10:00AM	Jul 28	1:00PM	Jul 29 10:00AM	Jul 29	Aug 03	Jul 29
Sebring, FL							Jul 27	12:00PM	Jul 28 10:00AM	Jul 28	Aug 02	Jul 28
Sheboygan, WI							Jul 20	11:00AM	Jul 21 9:00AM	Jul 21	Jul 26	Jul 21
Shreveport	Jun 10	10:30AM LMT	Jul 08	10:30AM	Aug 04	10:30AM	Aug 04	1:30PM	Aug 05 10:30AM	Aug 05	Aug 10	Aug 05
Sioux City, IA							Aug 11	11:00AM	Aug 12 9:00AM	Aug 12	Aug 17	Aug 12
South Bend							Jul 19	11:00AM	Jul 20 9:00AM	Jul 20	Jul 25	Jul 20
Spokane	Jun 13	10:00AM LMT	Jul 11	10:00AM	Aug 05	10:00AM	Aug 05	1:00PM	Aug 08 10:00AM	Aug 08	Aug 11	Aug 08
Springfield, MA	May 27	1:00PM LMT	Jun 24	1:00PM	Jul 22	1:00PM	Jul 22	4:00PM	Jul 25 1:00PM	Jul 25	Jul 28	Jul 25
Springfield, MO							Aug 08	11:00AM	Aug 09 9:00AM	Aug 09	Aug 12	Aug 09
St. Cloud, MN							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
St. Louis	May 31	10:30AM LMT	Jun 27	10:30AM	Jul 25	10:30AM	Jul 25	1:30PM	Jul 26 10:30AM	Jul 26	Jul 29	Jul 26
Stamford-Norwalk, CT							Jul 18	12:00PM	Jul 19 10:00AM	Jul 19	Jul 22	Jul 19
State College , PA							Jul 26	12:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Stockton							Jul 21	9:00AM	Jul 22 7:00AM	Jul 22	Jul 27	Jul 22
Sunbury-Selinsgrove-Lewisburg, PA							Jul 19	12:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
Sussex, NJ							Jul 19	12:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
Syracuse	Jun 08	1:00PM LMT	Jul 06	1:00PM	Aug 02	1:00PM	Aug 02	4:00PM	Aug 03 1:00PM	Aug 03	Aug 08	Aug 03
Tallahassee							Aug 09	12:00PM	Aug 10 10:00AM	Aug 10	Aug 15	Aug 10
Tampa-St. Petersburg-Clearwater	Jun 01	10:00AM LMT	Jun 28	10:00AM	Jul 26	10:00AM	Jul 26	1:00PM	Jul 27 10:00AM	Jul 27	Aug 01	Jul 27
Terre Haute							Jul 20	11:00AM	Jul 21 9:00AM	Jul 21	Jul 26	Jul 21
Texarkana, TX-AR							Aug 05	11:00AM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
Toledo	May 25	11:30AM LMT	Jun 22	11:30AM	Jul 20	11:30AM	Jul 20	2:30PM	Jul 21 11:30AM	Jul 21	Jul 26	Jul 21
Topeka							Jul 29	11:00AM	Aug 01 9:00AM	Aug 01	Aug 04	Aug 01
Traverse City-Petoskey, MI							Aug 10	12:00PM	Aug 11 10:00AM	Aug 11	Aug 16	Aug 11
Trenton, NJ							Jul 19	12:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
Tri-Cities, WA							Aug 11	9:00AM	Aug 12 7:00AM	Aug 12	Aug 17	Aug 12
Tucson	May 31	10:00AM LMT	Jun 27	10:00AM	Jul 25	10:00AM	Jul 25	1:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Tulsa	Jun 07	12:00PM LMT	Jul 05	12:00PM	Aug 01	12:00PM	Aug 01	3:00PM	Aug 02 12:00PM	Aug 02	Aug 05	Aug 02
Tupelo, MS							Aug 01	11:00AM	Aug 02 9:00AM	Aug 02	Aug 05	Aug 02

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Arbitron 2005 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends Date	Feb-Mar-Apr Arbitrends Time*	Mar-Apr-May Arbitrends Date	Mar-Apr-May Arbitrends Time*	Spring Arbitrends Date	Spring Arbitrends Time*	Advance Ratings** Date	Advance Ratings** Time*	Maximi$er®/ Media Professional℠ ADE	Maximi$er®/ Media Professional℠ Mail	Market Report Mail Date	TAPSCAN® Date
Tuscaloosa, AL							Jul 29	11:00AM	Aug 01 9:00AM	Aug 01	Aug 04	Aug 01
Tyler-Longview							Jul 26	11:00AM	Jul 27 9:00AM	Jul 27	Aug 01	Jul 27
Utica-Rome							Aug 02	12:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Valdosta, GA							Aug 10	12:00PM	Aug 11 10:00AM	Aug 11	Aug 16	Aug 11
Victor Valley							Jul 18	9:00AM	Jul 19 7:00AM	Jul 19	Jul 22	Jul 19
Visalia-Tulare-Hanford							Jul 21	9:00AM	Jul 22 7:00AM	Jul 22	Jul 27	Jul 22
Waco, TX							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
Washington, DC	May 27	10:00AM LMT	Jun 24	10:00AM	Jul 22	10:00AM	Jul 22	1:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25
Waterloo-Cedar Falls							Aug 05	11:00AM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
Watertown, NY							Aug 03	12:00PM	Aug 04 10:00AM	Aug 04	Aug 09	Aug 04
Wausau-Stevens Point, WI							Aug 05	11:00AM	Aug 08 9:00AM	Aug 08	Aug 11	Aug 08
West Palm Beach-Boca Raton	Jun 02	1:00PM LMT	Jun 29	1:00PM	Jul 27	1:00PM	Jul 27	4:00PM	Jul 28 1:00PM	Jul 28	Aug 02	Jul 28
Wheeling							Jul 25	12:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Wichita	Jun 10	9:00AM LMT	Jul 08	9:00AM	Aug 04	9:00AM	Aug 04	12:00PM	Aug 05 9:00AM	Aug 05	Aug 10	Aug 05
Wichita Falls, TX							Jul 27	11:00AM	Jul 28 9:00AM	Jul 28	Aug 02	Jul 28
Wilkes Barre-Scranton	May 23	1:00PM LMT	Jun 20	1:00PM	Jul 18	1:00PM	Jul 18	4:00PM	Jul 19 1:00PM	Jul 19	Jul 22	Jul 19
Williamsport, PA							Jul 19	12:00PM	Jul 20 10:00AM	Jul 20	Jul 25	Jul 20
Wilmington, DE							Jul 20	12:00PM	Jul 21 10:00AM	Jul 21	Jul 26	Jul 21
Wilmington, NC							Aug 02	12:00PM	Aug 03 10:00AM	Aug 03	Aug 08	Aug 03
Winchester, VA							Jul 25	12:00PM	Jul 26 10:00AM	Jul 26	Jul 29	Jul 26
Worcester							Jul 21	12:00PM	Jul 22 10:00AM	Jul 22	Jul 27	Jul 22
Yakima, WA							Aug 11	9:00AM	Aug 12 7:00AM	Aug 12	Aug 17	Aug 12
York	May 25	1:00PM LMT	Jun 22	1:00PM	Jul 20	1:00PM	Jul 20	4:00PM	Jul 21 1:00PM	Jul 21	Jul 26	Jul 21
Youngstown-Warren							Jul 22	12:00PM	Jul 25 10:00AM	Jul 25	Jul 28	Jul 25

** All times are local market*

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ARBITRON

2005 Radio Survey Schedule

WINTER: January 6 - March 30, 2005

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

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

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

SPRING: March 31 - June 22, 2005

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

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

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

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

SUMMER: June 30 - September 21, 2005

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

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

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

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

FALL: September 22 - December 14, 2005

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

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

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

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

NOTE/The survey dates are subject to change.

Who to Call at Arbitron

033005

New York

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

Radio Station Services:
Tom O'Sullivan, VP of Sales (212) 887-1368
Vin Ciavatta, Sr. AM (212) 887-1304
Jennifer de Castro, Northeast Reg. Mgr. (212) 887-1306
Brendan Kane (212) 887-1310
Jerry Sacchetti, Sr. AM (215) 321-3065
Special Projects Coordinator:
Malou Watterson (212) 887-1371
Training Service Consultants:
Susan Richards (212) 887-1367
Laura Van Iderstine (212) 887-1439
Client Service Representative:
Ingrid Petrovitch (212) 887-1336

National Group Services:
Les Tolchin, Sr. VP, National Sales (212) 887-1302
Rich Tunkel, Mgr., National Radio Sales (212) 887-1326

Rep/Network Services:
Alan Tobkes, Mgr. (212) 887-1354

Radio Programming Services:
Gary Marince, VP of Product Development (412) 859-3740

Advertiser/Agency Services:
Michael Sharp, Northeast Reg. Mgr. (212) 887-1502
Joe Loiacono, Sr. National Accts. Mgr. (212) 887-1325
Lung Huang, Sr. Group AM (212) 887-1337
Richard Salazar, Sr. AM (212) 887-1356
Steve Williamson (212) 887-1377
Training Service Consultant:
Stella London (212) 887-1398
Client Service Representative:
Heidi Weaver (212) 887-1322

Chicago

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

Radio Station Services:
John Nolan, Regional Mgr. (312) 542-1877
John Lennon (312) 542-1876
Patrick Pendergast (312) 542-1878
David Rice (312) 542-1874
Training Service Consultants:
Sarah Liddle (312) 542-1882
Amy Lucas (312) 542-1879
Shayna Trappenberg (312) 542-1918
Client Service Representative:
Janeen Becker (312) 542-1892

National Group Services:
Joe Walker, Sr. Training Service Consultant (312) 542-1881

Advertiser/Agency Services:
James Tobolski, VP., Sales (312) 542-1888
Julia Johnston, Mgr., (312) 542-1899
Miko Covin (312) 542-1868
Derek Duman (312) 542-1873
Tony Hereau (312) 542-1869
Cheri Tolley (312) 542-1871
Media Account Manager:
Kristen Latkowski (312) 542-1867
Training Service Consultants:
Stephine Coleman (312) 542-1870
Kelly McLean, National (312) 542-1884
Client Service Representative:
Karen Wridt (312) 542-1917

Advertiser Services:
Alisa Joseph, VP (312) 542-1890
National Accounts Managers:
Keith Garner (312) 542-1920
Chuck McMurray (312) 542-1889
Mike Weglarz (312) 542-1921
Advertiser Training Specialist:
Sarah Schupbach (312) 542-1893
Client Service Representative:
Andrew Kim (312) 542-1894

Atlanta

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

Radio Station Services:
Jim Remeny, Regional Mgr. (770) 668-5412
Jerry Wiese, Marketing Mgr. (770) 668-5414
Christian Meinhardt (770) 668-5411
Martha Walton (770) 668-5405
Kevin Wolfson (770) 668-5403
Training Service Consultant:
Jim Haynes (770) 668-5410
Tamara Hutson (770) 668-5408
Client Service Representative:
Carrie Sexton (770) 668-5421

Urban Media Services:
Julian Davis, Director (770) 668-5409

Advertiser/Agency Services:
Paul Cannon, Regional Mgr., (770) 668-5419
Jennifer Cadoret (770) 668-5432
Katy Flatau (770) 668-5434
Media Account Manager:
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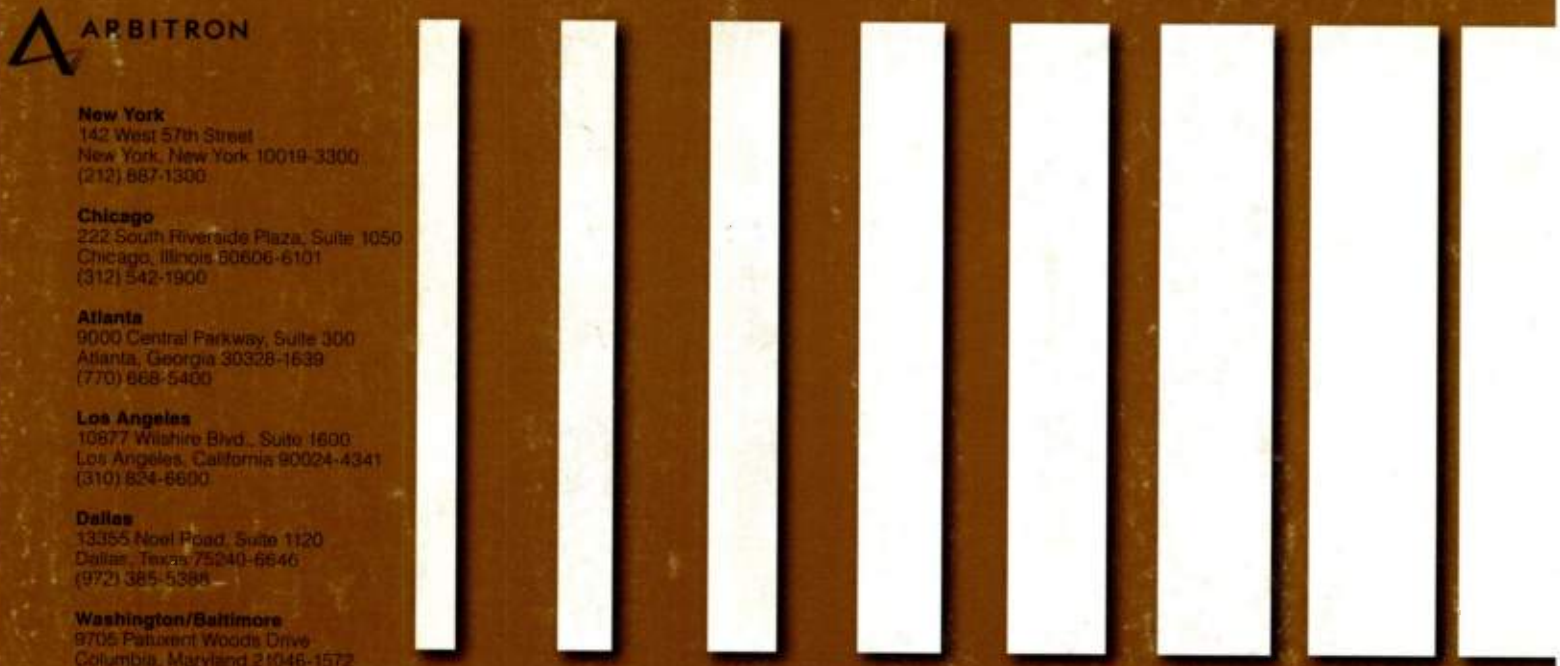

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