

# THE MEDIA AUDIT

## INDEX RANKER REPORT

\* LOS ANGELES, CA \* JUL-AUG, 1991 \*

ADULTS AGE 18 +

TARGET AUDIENCE: **HEAVY USERS OF--HEROIN AND OTHER CLASS 3 NARCOTICS**

REPORT PERIOD: JUL-AUG 1991

RANK ORDER: CUME INDEX

TOTAL AUDIENCE : 8,576,100      PERCENT IN TARGET AUDIENCE: 14.4%      NUMBER IN TARGET AUDIENCE : 1,234,300

MEDIA	AUDIENCE COMPOSITION	INDEX	INDEX GRAPH
KJLH-FM	34.2	238	██
KROQ-FM	32.5	226	██
KQLZ-FM	29.6	206	███
KKBT-FM	28.9	201	██
X KSRF-FM/KOCH-FM	28.2	196	██
KLVE-FM/KTNQ	25.6	178	██
KLSX-FM/KRLA	24.1	167	██
KPWR-FM	23.4	163	██
KWKW	21.5	149	██
KBIG-FM	20.3	141	██
KOST-FM/KFI	20.2	140	██
KLOS-FM	19.4	135	██
KIIS-FM/AM	18.2	126	██
KGFJ	16.1	112	██
KCBS-FM/KNX	15.2	106	██
KRTH-FM	14.6	101	██
KTWV-FM/KFWB	12.6	88	██
KZLA-FM/KLAC	11.1	77	██
KKGO-FM	10.9	76	██
KABC	10.4	72	██
KLIT-FM/KMPC	9.7	67	██
KXEZ-FM	5.5	38	██

TARGET AUDIENCE ANALYSIS BASED ON 237 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1600 ADULTS AGE 18+

INFORMATION IS SUBJECT TO ALL LIMITATIONS AND RESTRICTIONS AS STATED IN THE ORIGINAL SURVEY.  
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