

# Television/Radio Age

September 8, 1980

## America's first radio station is still first.



On November 2, 1920, the first commercial broadcast was made from Westinghouse's KDKA in Pittsburgh, Pennsylvania. In just a few months KDKA Radio and the industry will be celebrating the 60th anniversary of broadcasting.

And we'll have a lot to celebrate. The April/May 1980 Arbitron shows that KDKA is still first, with the largest metro market share in the top fifty markets.\* It's nice to be first. It's even nicer to stay that way.

\*Source: Arbitron, April/May 1980, Metro Survey Area, Persons 12+, Mon.-Sun., 6AM-Mid., average quarter hour share of audience. The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service noted.

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# Radio format trends: adult contemporary's rise and other facts about programming

The emergence of adult contemporary music as the leading format in radio by far is nailed down in detail in the latest TELEVISION/RADIO AGE analysis of program trends.

Depending on the definition, the adult contemporary format accounts for from 20 to 30 per cent of all listening in the top 100 markets. The ratio of stations programming A-C music is almost as high.

The question of definition is not a minor one, since format naming is a prerogative stations have assumed over the years, a prerogative handled with no small amount of imagination and with an eye for fine distinctions. While there's clearly a limit to arbitrary descriptions of music, the proliferation of "contemporary" format titles in particular has

muddied the musical waters.

Nevertheless, the dominant shares of A-C turned up in the analysis points to a clear win for the format, whose rise is related to the aging U.S. population (see lead story in the August 11 TELEVISION/RADIO AGE).

The analysis is based on the spring Arbitron radio sweep—and previous sweeps—and accompanies the magazine's semi-annual listing of leading stations by market. The data have been tabulated and calculated by Radio Information Center.

The latest roster of leaders covers the top 100 measured markets as ranked by total advertising revenues reported by the Federal Communications Commission for 1978 (excluding Norfolk-Virginia Beach-Portsmouth, whose revised report was not available at presstime). There are four major groups of lists—total week, combined drivetimes, midday and ADI—each one containing from two to four rankings. In the top 10 markets, the top 10 stations are ranked, in the remaining markets, the top five. Also listed are the 20 leaders in metro and ADI shares.

## The A-C phenomenon

RIC calculations reveal that stations which call their formats adult contemporary account for 20.3 per cent of all the listening in the top 100 measured markets during this past spring. In the spring, '79, Arbitron sweep, the share was 13.3. This represents an increase of 52.6 per cent.

However, in the fall Arbitron analysis, TELEVISION/RADIO AGE broke out another format category, making a total of 19. The added one was album-oriented rock, which had previously been included in the A-C grouping. AOR stations last spring accounted for 9.3 per cent of all listening in the top 100 markets. A comparison of the spring, 1979, to spring, 1980, figures, therefore, puts the comparable A-C share for this year at 29.6, an astonishing increase of 122.6 per cent of an already sizeable base.

Some of this increase is undoubtedly semantics, or minor format fiddling, though how much is impossible to gauge precisely without a detailed examination of every A-C station. But, as noted, there is also undoubtedly something real happening.

The hundreds of stations involved in the A-C dominance account for 17.3 per cent of all stations in the top 100 markets analyzed. The AOR group represents 9.3 per cent of all such stations.

The A-C format is primarily an AM phenomenon, according to the analysis. Of all AM stations in the top 100 measured markets, 21.9 per cent air A-C music. Among all FM outlets, the ratio is 12.4 per cent.

As for the absolute numbers of AM and FM stations represented by these percentages, since there are roughly the same number of measured AM and FM stations in the top 100 markets, the 21.9 and 12.4 per cent figures can be used to compare actual numbers of radio outlets. This is true, of course, of all the AM and FM format figures in the tables.

While A-C formats skew toward AM,

## Radio's total week leaders, spring Arbitron sweep

Top 20 stations in top 100 measured markets\*, ranked by audience share, average quarter hour, persons 12+, Mon.-Sun., 6 a.m.-mid., metro area

Omaha	KFAB•AC	27.2
Evansville	WKY-FM•M	26.3
Fort Wayne	WOWO•AC	26.0
Pittsburgh	KDKA•AC	25.3
Hartford	WTIC•AC	24.2
Minneapolis-St. Paul	WCOO•AC	22.5
St. Louis	KMOX•V	21.6
Evansville	WGBF•G	21.3
Lexington-Fayette	WVUK•AC	20.8
Baton Rouge	WFME (F)•AC	20.6
Jackson	WJMI (F)•D	20.2
Richmond	WRVA•AC	20.2
Knoxville	WEZK (F)•A	19.9
Knoxville	WIVK-FM•MC	19.7
Tulsa	KVOO•CW	19.7
Albany-Schenectady-Troy	WGY•AC	19.6
Canton	WHBC•M	19.6
Anchorage	KFQD•G	19.4
Honolulu	KSSK•AC	18.7
New Haven	WELJ•AC	18.5

\* Excluding Norfolk-Virginia Beach, Portsmouth. See following section for format codes.

## Radio's total week leaders, top 50 ADIs\*

TOP 20 stations ranked by audience share, average quarter hour persons 12+, Mon.-Sun., 6 a.m.-mid.

Pittsburgh	KDKA•AC	21.5
St. Louis	KMOX•V	20.2
Albany-Schenectady-Troy	WGY•AC	17.8
Hartford	WTIC•AC	15.9
Raleigh-Durham	WRAL (F)•AC	14.8
Cincinnati	WLW•AC	14.5
Dayton	WHIO-FM•A	14.0
Kansas City	WDAF•MC	13.9
Milwaukee	WTMJ•AC	13.9
Baltimore	WBAL•AC	13.0
Columbus	WLWQ (F)•AO	12.9
Columbus	WNCI (F)•R	11.9
Dallas-Fort Worth	WBAP•CW	12.3
Orlando	WDBO-FM•A	12.3
Detroit	WJR•AC Q	12.1
Phoenix	KNIX A/F•CW	11.9
Charlotte	WSOC-FM•MC	10.9
Chicago	WGN•V	10.7
Charlotte	WBT•AC	10.7
Oklahoma City	KKNG (F)•A	10.6

\* Excluding Norfolk-Portsmouth, Newport News-Hampton. Arbitron spring '80 sweep.





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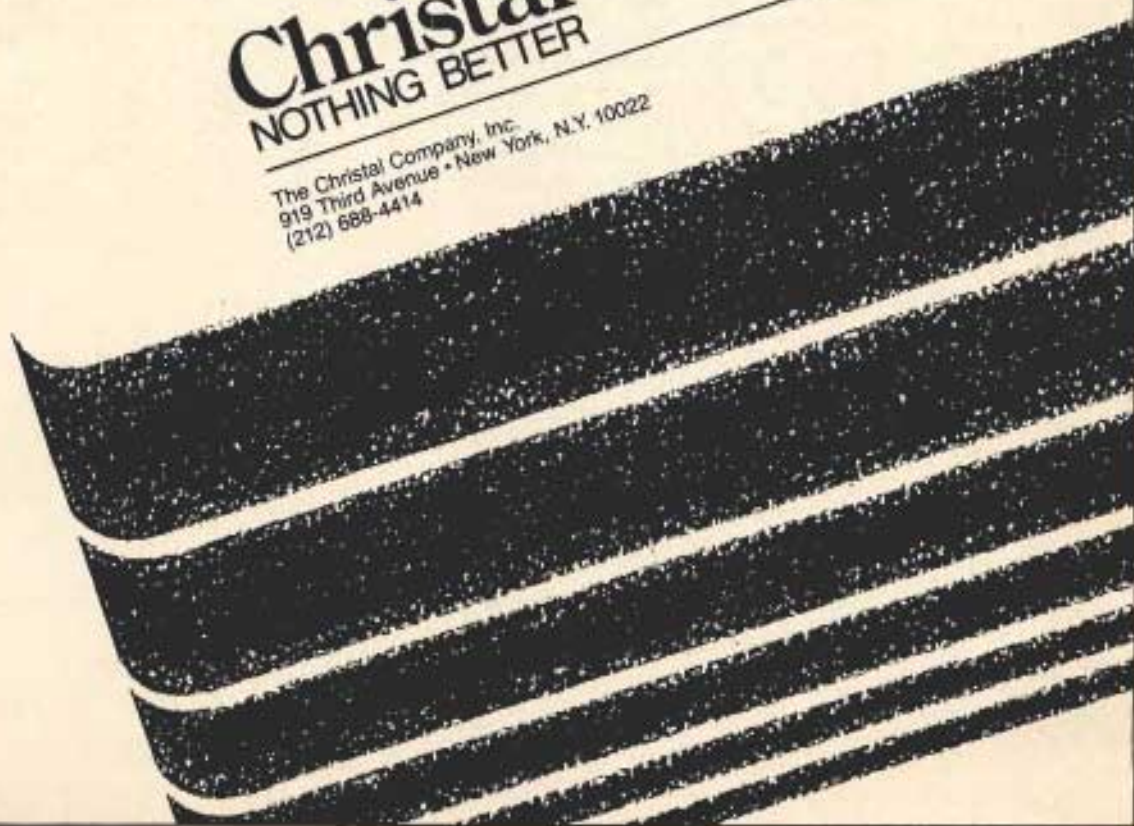
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AOR is by far an FM format. Only 1.4 per cent of AM stations in the top 100 markets are AOR outlets, while the FM percentage is 17.6.

Is adult contemporary music uniformly popular across the country? It appears to be so, judging by RIC breakdowns of format listening shares by groups of 10 markets (top 10, 11-20, 21-30, etc.) In each market group but one, A-C—excluding AOR—is the most popular format. The exception is market group 91-100, where the A-C share of 15.4 is just slightly behind that of rock, which pulled down a 16.1 share.

There are, as might be expected, some sizeable variations in A-C listening shares. The highest share is found in market group 51-60, with a 28.2 (with AOR adding 9.6 to that); lowest is in the 91-100 group. Thus, the range is almost two to one. Other market groups with A-C shares in the teens are the top 10, 31-40, 41-50 and 81-90. The random distribution of the lower shares suggests that geographic factors are not important, that each market must be studied individually for insight into the popularity of the various musical styles.

### Rock music is down

Two music formats beside A-C turned up with double digit shares in the spring Arbitron: easy listening and rock. The former showed a small rise from the spring of '79, climbing from 13.5 to 15.2, with the increases appearing on both AM and FM stations. Easy listening, second most popular format, has long been primarily an FM format and the recent figures do not indicate any drift away from that pattern.

Beautiful music shares are relatively stable across the various market groups, with moderately lower figures in the 20 smallest. The range in share points in the 10-market groups goes from 12.4 to 17.4.

Rock, third-ranked format, showed a noticeable decline in overall share from the spring of '79 to last spring. The latest figure is 11.6, compared to 15.8 the year before. How significant this is depends on how much importance is attached to the shifting tastes in the various segments of contemporary music, but it appears to indicate at least that rock's drop goes hand in hand with adult contemporary's rise. In the case of individual stations, of course, the shift can have major significance.

Rock is programmed on on 14.2 per cent of FM stations and 10.6 per cent of AM stations, as compared with 16.2 and 11.6 per cent, respectively, in the spring of '79.

## Format shares of radio stations, total week

Persons 12+, Mon.-Sun., 6 a.m.-midnight, top 100 measured markets\*

Format	% of stations			% of listening		
	AM	FM	AM + FM	AM	FM	AM + FM
<b>Among all stations</b>						
Album/easy listening (a)	4.1	20.5	12.1	4.0	24.8	15.2
Adult contemporary (ac)	21.9	12.4	17.3	27.5	14.2	20.3
Classical (cl)	1.0	3.0	1.9	.3	2.2	1.3
Country & western (cw)	6.1	2.2	4.2	3.8	1.2	2.4
Black/ethnic (e)	6.7	4.3	5.5	5.6	7.4	6.6
Disco (d)	2.0	4.7	3.3	.9	6.2	3.8
Middle-of-the-road (m)	5.7	3.0	4.3	2.7	1.3	2.0
Modern country (mc)	11.8	5.0	8.5	9.2	4.1	6.4
News (n)	7.7	.1	4.0	17.1	.0	7.9
Rock (r)	10.6	14.2	12.4	10.1	12.8	11.6
Spanish (s)	2.6	.9	1.8	3.3	.7	1.9
Talk (t)	4.9	.3	2.7	8.2	.4	4.0
Various (v)	1.7	.3	1.0	.8	.0	.4
Standard (st)	2.5	2.8	2.7	2.8	1.5	2.1
Religious (re)	6.7	2.7	4.8	1.8	.4	1.0
Golden oldies (g)	2.3	1.5	1.9	1.2	2.0	1.7
Progressive (p)	.0	1.7	.8	.0	2.4	1.3
Soft contemporary (sc)	.3	2.6	1.4	.1	1.6	.9
Album-oriented rock (ao)	1.4	17.6	9.3	.6	16.6	9.3

### Among leading stations

Album/easy listening (a)	2.7	30.3	18.9	1.2	32.3	18.1
Adult contemporary (ac)	31.9	11.1	19.7	34.3	10.7	21.4
Classical (cl)	.0	.0	.0	.0	.0	.0
Country & western (cw)	5.3	1.5	3.1	4.5	1.1	2.6
Black/ethnic (e)	4.0	5.0	4.6	1.9	9.0	5.8
Disco (d)	1.3	2.8	2.2	.3	6.6	3.7
Middle-of-the-road (m)	4.0	.9	2.2	2.0	1.0	1.5
Modern country (mc)	14.2	6.5	9.7	7.2	4.7	5.8
News (n)	11.5	.0	4.7	25.8	.0	11.7
Rock (r)	11.9	17.6	15.3	10.4	13.5	12.1
Spanish (s)	1.3	.0	.5	1.2	.0	.5
Talk (t)	4.0	.0	1.6	8.1	.0	3.7
Various (v)	1.3	.0	.5	.8	.0	.3
Standard (st)	1.8	1.5	1.6	.9	.7	.8
Religious (re)	.4	.0	.2	.2	.0	.1
Golden oldies (g)	3.5	1.2	2.2	1.1	1.0	1.1
Progressive (p)	.0	1.2	.7	.0	1.4	.8
Soft contemporary (sc)	.4	.9	.7	.2	.3	.2
Album-oriented rock (ao)	.4	19.2	11.5	.0	17.8	9.7

Source: Arbitron, spring, 1980, average quarter hour, metro area. \* Excluding Norfolk-Virginia Beach-Portsmouth

Since album-oriented rock, fourth most popular format, racked up a 9.3 listening share. The category was not broken out last spring, but it was for the first time in the fall, '79 TELEVISION/RADIO AGE analysis. The comparison is illuminating. In the brief span of about

half a year, the share of listening—5.7 per cent in '79—rose 63.2 per cent.

Here, too, the AOR shares across the various market groups show the relative homogeneity of U.S. tastes. Excluding the top 10 markets, the range in the other market groups was 9.6 to 12.0. The AOR



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## Format shares of radio stations, combined drivetimes

Mon.-Fri., 6-10 a.m. & 3-7 p.m., top 100 measured markets\*

### Women 18+

Format	% of stations			% of listening		
	AM	FM	AM + FM	AM	FM	AM + FM
Album/easy listening (a)	4.1	20.5	12.1	3.7	30.9	16.4
Adult contemporary (ac)	21.9	12.4	17.3	30.0	16.2	23.6
Classical (cl)	1.0	3.0	1.9	.3	2.0	1.1
Country & western (cw)	6.1	2.2	4.2	3.3	1.5	2.5
Black/ethnic (e)	6.7	4.3	5.5	4.4	6.7	5.5
Disco (d)	2.0	4.7	3.3	.8	5.9	3.1
Middle-of-the-road (m)	5.7	3.0	4.3	2.8	1.2	2.1
Modern country (mc)	11.8	5.0	8.5	8.0	4.4	6.3
News (n)	7.7	.1	4.0	18.6	.0	9.9
Rock (r)	10.6	14.2	12.4	9.1	11.4	10.2
Spanish (s)	2.6	.9	1.8	3.8	.9	2.4
Talk (t)	4.9	.3	2.7	8.4	.4	4.7
Various (v)	1.7	.3	1.0	1.0	.0	.5
Standard (st)	2.5	2.8	2.7	2.6	1.9	2.3
Religious (re)	6.7	2.7	4.8	1.8	.6	1.2
Golden oldies (g)	2.3	1.5	1.9	1.1	2.0	1.6
Progressive (p)	.0	1.7	.8	.0	1.8	.8
Soft contemporary (sc)	.3	2.6	1.4	.1	1.8	.9
Album-oriented rock (ao)	1.4	17.6	9.3	.3	10.4	5.0

### Men 18+

Album/easy listening (a)	4.1	20.5	12.1	3.6	24.3	13.5
Adult contemporary (ac)	21.9	12.4	17.3	28.2	13.4	21.1
Classical (cl)	1.0	3.0	1.9	.3	2.5	1.4
Country & western (cw)	6.1	2.2	4.2	4.2	1.5	2.9
Black/ethnic (e)	6.7	4.3	5.5	3.2	6.8	4.9
Disco (d)	2.0	4.7	3.3	.8	5.4	2.9
Middle-of-the-road (m)	5.7	3.0	4.3	2.6	1.1	1.9
Modern country (mc)	11.8	5.0	8.5	9.7	4.4	7.1
News (n)	7.7	.1	4.0	22.0	.0	11.4
Rock (r)	10.6	14.2	12.4	9.0	10.6	9.9
Spanish (s)	2.6	.9	1.8	2.3	.7	1.5
Talk (t)	4.9	.3	2.7	8.1	.4	4.4
Various (v)	1.7	.3	1.0	.7	.0	.4
Standard (st)	2.5	2.8	2.7	2.7	1.8	2.3
Religious (re)	6.7	2.7	4.8	1.1	.4	.8
Golden oldies (g)	2.3	1.5	1.9	1.1	2.4	1.7
Progressive (p)	.0	1.7	.8	.0	3.0	1.4
Soft contemporary (sc)	.3	2.6	1.4	.1	1.5	.8
Album-oriented rock (ao)	1.4	17.6	9.3	.5	19.7	9.7

Source: Arbitron, spring, 1980, average quarter hour, metro area, all stations. \* Excluding Norfolk-Virginia Beach-Portsmouth

share in the top 10 was only 7.4, the reasons for which are hidden in the averages.

Of more than routine interest are the relatively small changes in the news format shares. What makes them of in-

terest is what they presage about the future as overall FM listening continues to rise at the expense of AM.

News is the fifth most popular format among the 19 categories broken out by TELEVISION/RADIO AGE. Its listening

share was 7.9 last spring, compared with 6.0 in the spring of '79. The per cent of stations increased from 3.2 to 4.0. The movement up is not striking, but in the case of news, the trend may be more significant than the actual numbers.

The abortive NBC News and Information Service aside, the growth of all-news programming on radio has been historically slow, one reason being the expense and difficulty of turning out an appealing product. Syndication is not possible and network service is only part of the answer.

To what extent outlets categorized as news stations are all-news is the big-market CBS and Group W stations cannot be determined from the averages in the RIC tabulations. The rule in assigning formats to stations is that where formats are mixed, the predominant format is used. Nevertheless, the market group figures show that market size is only one determinant. For example, the highest listening shares to news outlets are in the top 20 markets, but market group 41-50 has a higher proportion of "news" stations than either the top 10 or the second 10 markets. The share of listening, however, is lower.

The specific figures: In the spring, '80 Arbitrons, news stations in the top 10 markets accounted for 11.8 per cent of the listening in their markets, but they represented only 4.9 per cent of the stations. In the 11-20 market group, the comparable figures were 7.9 and 4.8. In the 41-50 market group, the percentages were 6.9 and 5.8. In short, in the bigger markets the news stations are more successful, at least average shares.

More significant, however, is the fact that in none of these three market groups is there a measured FM station categorizing itself as a news outlet. Hence, when the news stations are examined in terms of the AM universe only, the shares become much more impressive.

RIC tabulations reveal that in the top 10 markets, news stations represent 10.7 per cent of all AM stations. They are more numerous than any other category except adult contemporary and are tied for second place with the black/ethnic format. That means they are more numerous than AM rock stations, or talk stations or modern country outlets. As far as share of AM listening goes, the news stations in the top 10 markets rank first, with a 26.6, topping even A-C, which was second with a 19.1. Talk came third with a 12.9 share of listening.

Thus, past predictions that AM's future lies in news and talk appears to be coming to fruition in the major markets, with the two formats now accounting for no less than 40 per cent of total AM lis-



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tening in the top 10.

Other figures, however, indicate a need for caution against simplifying the trends. In the succeeding market groups, including the second 10 and the 41-50 group, A-C shares of AM listening are quite high. In the second 10, the A-C share is 34.9 (with news 16.4). In the third 10 market group, the A-C AM share is an overwhelming 48.0 (with news only 3.9). In market group 31-40, the comparable figures are 29.6 and 7.4 and in the 41-50 group they are 28.4 and 16.3.

### Black and country

The next two formats ranked by overall listening shares are black/ethnic and modern country, with 6.6 and 6.4, respectively. The former category is skewed toward FM listening, though not by a large amount, while modern country has twice the share of listening on AM as it does on FM. Country & western, also AM-oriented, adds another 2.4 share to the total country picture, giving the two country formats an 8.8.

The black/ethnic format has the biggest share in the top 10 markets, with a 9.0. The next biggest share by market group is the 31-40 bracket, with a 7.7. In general, the tendency is for the format's share to decline as the market groups get smaller, though with many ups and downs. While some of the reasons for the drop are obvious, little can be said about the format beyond the shares, since it is a mixed bag and would require market-by-market—if not station-by-station—analysis to discover the operating dynamic factors.

Modern country, in contrast to black/ethnic, is weakest in the top 10 markets, where it has only a 3.8 per cent listening share. The highest share comes up in market group 61-70, where the level is 14.8 per cent.

Both the black/ethnic and modern country formats showed increases in listening shares this past spring over the previous year. Of the 19 formats covered in the current analysis, six showed rises. Besides the above two, plus adult contemporary, easy listening and news—already mentioned—the only other format to show an increase was golden oldies, which rose fractionally from 1.5 to 1.7.

The most significant drop was registered by middle-of-the-road stations as a group. The MOR stations could capture only a 2.0 share in the spring, '80 Arbitrons, compared to 8.6 in '79, a decrease of 76.7 per cent. However, the RIC figures indicate a much smaller drop in the percentage of stations programming

## Format shares of radio stations, midday

Mon.-Fri., 10 a.m.-3 p.m., top 100 measured markets\*

### Women 18+

Format	% of stations			% of listening		
	AM	FM	AM + FM	AM	FM	AM + FM
Album/easy listening (a)	4.1	20.5	12.1	5.2	37.0	22.7
Adult contemporary (ac)	21.9	12.4	17.3	26.9	16.3	21.1
Classical (cl)	1.0	3.0	1.9	.3	1.9	1.2
Country & western (cw)	6.1	2.2	4.2	3.9	1.2	2.4
Black/ethnic (e)	6.7	4.3	5.5	5.0	5.4	5.2
Disco (d)	2.0	4.7	3.3	.7	5.0	3.1
Middle-of-the-road (m)	5.7	3.0	4.3	3.0	1.7	2.3
Modern country (mc)	11.8	5.0	8.5	9.4	4.3	6.6
News (n)	7.7	.1	4.0	15.2	.0	6.8
Rock (r)	10.6	14.2	12.4	8.6	9.7	9.2
Spanish (s)	2.6	.9	1.8	5.0	.9	2.8
Talk (t)	4.9	.3	2.7	9.1	.3	4.3
Various (v)	1.7	.3	1.0	.9	.0	.4
Standard (st)	2.5	2.8	2.7	2.8	1.8	2.3
Religious (re)	6.7	2.7	4.8	2.0	.6	1.2
Golden oldies (g)	2.3	1.5	1.9	1.2	1.9	1.6
Progressive (p)	.0	1.7	.8	.0	1.3	.7
Soft contemporary (sc)	.3	2.6	1.4	.2	1.9	1.1
Album-oriented rock (ao)	1.4	17.6	9.3	.4	8.8	5.0

### Men 18+

Album/easy listening (a)	4.1	2.05	12.1	4.6	27.4	17.5
Adult contemporary (ac)	21.9	12.4	17.3	25.3	13.4	18.6
Classical (cl)	1.0	3.0	1.9	.4	2.2	1.4
Country & western (cw)	6.1	2.2	4.2	5.4	1.4	3.1
Black/ethnic (e)	6.7	4.3	5.5	3.9	6.5	5.4
Disco (d)	2.0	4.7	3.3	.8	5.0	3.2
Middle-of-the-road (m)	5.7	3.0	4.3	2.8	1.2	1.9
Modern country (mc)	11.8	5.0	8.5	12.5	4.6	8.1
News (n)	7.7	.1	4.0	17.7	.0	7.7
Rock (r)	10.6	14.2	12.4	8.6	9.4	9.1
Spanish (s)	2.6	.9	1.8	2.4	.7	1.4
Talk (t)	4.9	.3	2.7	7.9	.3	3.6
Various (v)	1.7	.3	1.0	.6	.0	.3
Standard (st)	2.5	2.8	2.7	3.4	1.7	2.4
Religious (re)	6.7	2.7	4.8	1.3	.3	.7
Golden oldies (g)	2.3	1.5	1.9	1.5	2.3	1.9
Progressive (p)	.0	1.7	.8	.0	2.6	1.5
Soft contemporary (sc)	.3	2.6	1.4	.2	1.5	.9
Album-oriented rock (ao)	1.4	17.6	9.3	.9	19.3	11.3

Source: Arbitron, spring, 1980, average quarter hour, metro area, all stations. \* Excluding Norfolk-Virginia Beach-Portsmouth.

MOR. This figure was 5.4 per cent in '79, but 4.3 per cent this past spring.

Disco showed further evidence of running out of steam. In the spring, '79 Arbitrons, disco stations accounted for 4.8 per cent of the listening. This year the

figure was 3.8.

Also showing sizeable percentage drops in listening shares—though the base is small—were stations with mixed formats ("various") and progressive and standard formats. □



# Leading radio stations, Arbitron spring '80 sweep, total week, metro area, top 100 measured markets

Top 10 stations in total audience in the top 10 markets, top five stations in remainder of markets ranked. Data from Norfolk-Portsmouth-Newport News-Hampton received too late to be included. Audience is persons 12+ by average quarter hour and weekly cume (see note on cume below). Total week: 6 a.m.-midnight, Monday-Sunday, Arbitron Radio, April/May and March/May, 1980. Regularly-measured markets ranked by total AM and FM revenues according to 1978 FCC data by Standard Metropolitan Statistical Areas. FM stations without "FM" in call letters marked "(F)." Computerized tabulations of ranking by the Radio Information Center. \*Stations ranked by total weekly cume (total station unduplicated audience), but reach and frequency figures are 12 announcements a week, as calculated by RIC.

**PROGRAM CODES:** Where station format is mixed, the predominant format is indicated. Formats as defined by "Radio Programming Profile," winter, 1979, and other sources. Formats designated by Simmons Market Research Bureau in parentheses; **a** (beautiful music)—album, beautiful music, big band oldies, easy listening, instrumental, mellow music, nostalgic big band; **ac** (adult contemporary)—adult contemporary, adult rock, contemporary pop; **ao** (adult contemporary)—album-oriented rock; album-oriented contemporary; album rock; **cl** (classical, semi-classical)—classical, concert, light classical semi-classical; **cw** (country)—country-western, bluegrass country, country; **d** (top 40)—disco; **e** (black)—black, black contemporary, black oldies, black rock, blues, heavy soul, progressive soul, rhythm-blues, jazz, sophisticated black, soul, foreign language; **g** (golden oldies)—golden oldies, gold, oldies; **m** (middle-of-the-road)—adult MOR, bright MOR, contemporary MOR, MOR, pop contemporary, uptempo MOR, pop adult; **mc** (country)—modern country, country gold, cross-country, easy country, progressive country, pop country; **n** (all news)—all news, news, news information; **p** (progressive)—progressive, progressive free form, progressive rock, progressive quad; **r** (top 40)—rock, contemporary, automated contemporary rock, top 30, top 40, rock 'n roll; **re**—Christian radio, religious, inspirational radio, gospel; **s**—Spanish; **sc** (soft contemporary)—soft contemporary, easy rock, mellow rock, soft rock; **st** (standard)—standard, pop, pop standard, show & movie, standard pop, nostalgia, **t** (talk)—talk, commentary, talk-interview-discussion, telephone-talk, talk service; **v**—various, usually personality MOR with wide program variety, including talk, sports, music, etc.

Average 1/4-hour	Cume*		
	12+ (000)	Shr. (%)	Rank

## 1. New York

Station	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank
WBLS(F)+t	201.7	8.1	WABC+ac	841.4	1.6				
WKUU(F)+d	165.7	6.7	WINS+n	867.4	1.8				
WCBS+n	135.3	5.5	WCBS+n	922.5	1.8				
WOR+t	128.2	5.2	WNBC+r	766.5	1.6				
WINS+n	120.4	4.9	WBLS(F)+e	1084.3	2.2				
WRFM(F)+a	115.7	4.7	WKUU(F)+d	973.0	2.0				
WABC+ac	110.8	4.5	WOR+t	809.9	1.9				
WNBC+r	101.6	4.1	WPLJ(F)+ao	636.1	1.8				
WPLJ(F)+ao	96.8	3.9	WCBS-FM+g	507.2	1.7				
WPAT-FM+a	85.3	3.4	WRFM(F)+a	642.3	2.2				

## 2. Los Angeles

Station	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank
KABC+t	85.1	7.0	KFWB+n	388.5	1.6				
KBIG(F)+a	69.4	5.7	KNX+n	417.3	1.7				
KMET(F)+ao	60.1	4.9	KABC+t	505.8	2.0				
KJON(F)+a	58.7	4.8	KMET(F)+ao	394.1	1.8				
KNX+n	58.5	4.8	KBIG(F)+a	404.0	2.1				
KFWB+n	51.5	4.2	KIIS-FM+ac	292.8	1.7				
KLAC+cw	50.8	4.2	KRTH(F)+ac	296.2	1.7				
KRLA+ac	46.8	3.8	KFI+ac	281.0	1.6				
KRTH(F)+ac	42.2	3.5	KLAC+cw	332.0	1.8				
KIIS-FM+ac	40.4	3.3	KJON(F)+a	351.2	2.0				

Average 1/4-hour	Cume*		
	12+ (000)	Shr. (%)	Rank

## 3. Chicago

Station	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank
WGN+v	115.5	10.9	WGN+v	678.7	2.0				
WLOO(F)+a	71.0	6.7	WLS+r	487.3	1.7				
WBBM+n	69.1	6.5	WBBM+n	467.6	1.8				
WLS+r	67.9	6.4	WMAQ+mc	347.9	1.3				
WMAQ+mc	51.9	4.9	WLOO(F)+a	398.5	2.1				
WLAK(F)+a	49.2	4.8	WLUP(F)+ao	287.8	1.8				
WIND+t	48.4	4.5	WLAK(F)+a	303.0	1.8				
WLUP(F)+ao	42.5	4.0	WKQX (F)+ao	234.3	1.7				
WGCI(F)+d	37.2	3.5	WIND+t	287.3	2.0				
WBMX(F)+e	35.8	3.4	WEFM (F)+ac	213.2	1.7				

## 4. San Francisco

Station	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank
KGO+t	84.1	9.0	KGO+t	371.2	2.1				
KCBS+n	39.0	5.5	KCBS+n	274.6	1.7				
KFOG(F)+a	33.3	4.7	KFRC+r	237.4	1.5				
KFRC+r	31.5	4.4	KNBR+m	217.7	1.7				
KSOL(F)+e	30.8	4.3	KFOG(F)+a	205.6	1.9				
KNBR+m	30.4	4.3	KYUU(F)+g	174.1	1.8				
KYUU(F)+g	25.8	3.6	KSFX(F)+d	164.5	1.7				
KSFX(F)+d	23.8	3.3	KIOI(F)+ac	147.4	1.7				
KSFO+ac	22.5	3.2	KSFO+ac	154.2	1.8				
KDIA+e	22.4	3.1	KSOL(F)+e	183.2	2.0				

Average 1/4-hour	Cume*		
	12+ (000)	Shr. (%)	Rank

## 5. Detroit

Station	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank	12+ (000)	Shr. (%)	Rank
WJR+ac	73.3	11.8	WJR+ac	454.4	1.9				
WRIF(F)+ao	43.8	7.0	WRIF(F)+ao	264.8	1.8				
WMJC (F)+ac	34.6	5.5	CKLW+ac	217.0	1.6				
WCZY-FM+a	33.2	5.3	WMJC (F)+ac	225.3	1.8				
WCXI+cw	32.1	5.1	WMC-FM+r	196.3	1.7				
WWJ+n	30.9	5.0	WWJ+n	208.0	1.8				
WJR-FM+a	29.1	4.7	WDRO(F)+r	196.8	1.8				
CKLW+ac	29.0	4.6	WWWW (F)+ao	159.5	1.6				
WDRO(F)+r	28.7	4.6	WCZY-FM+a	210.3	1.9				
WNIC-FM+r	27.7	4.4	WJR-FM+a	194.6	1.8				

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Average 1/4-hour	Cume*		
	12+ (000)	Shr. (%)	Rank

### 6. Washington

WMAL+ac	41.9	10.3	WMAL+ac	250.9	2.0
WPGC (A/F+g)	34.1	8.4	WRQX(F)+r	214.6	1.8
WRQX(F)+r	32.2	7.9	WPGC (A/F+g)	217.1	1.9
WKYS(F)+d	25.4	6.2	WTOP+n	129.7	1.6
WGAY-FM+a	22.9	5.6	WKYS(F)+d	159.2	1.9
WASH (F)+ac	20.0	4.9	WASH (F)+ac	134.9	1.8
WAVA (F)+ao	18.5	4.5	WOCK(F)+e	118.2	1.7
WTOP+n	17.2	4.2	WGAY-FM+a	142.9	1.9
WOCK(F)+e	16.5	4.1	WHUR(F)+e	108.7	1.7
WHUR(F)+e	15.5	3.8	WVDC- FM+ao	94.1	1.6

### 7. Philadelphia

KYW+n	79.3	11.4	KYW+n	536.8	1.8
WIP+ac	46.1	6.6	WIP+ac	287.9	1.9
WWSH(F)+a	39.7	5.7	WMMR (F)+ac	243.1	1.8
WVGK (F)+ac	39.5	5.7	WVGK (F)+ac	246.0	1.9
WDAS-FM+e	38.6	5.5	WCAU+n	201.8	1.7
WMMR (F)+ac	37.0	5.3	WDVR(F)+a	224.8	1.9
WDVR(F)+a	35.1	5.0	WFIL+ac	213.4	1.8
WFIL+ac	32.6	4.7	WWSH(F)+a	233.6	2.0
WYSP(F)+p	29.9	4.3	WYSP(F)+p	197.6	1.8
WUSL(F)+ac	29.5	4.2	WDAS-FM+e	215.3	2.2

Adult contemporary format accounts for from 20 to 30 per cent of all listening in the top 100 measured markets

### 8. Boston

WHDH+ac	56.8	11.1	WBZ+ac	325.3	1.8
WBZ+ac	47.5	9.3	WHDH+ac	343.1	2.0
WEEI+n	40.8	8.0	WEEI+n	267.4	1.8
WJIB(F)+a	32.8	6.4	WJIB(F)+a	214.6	1.8
WBCN (F)+ao	31.6	6.2	WRKO+r	146.3	1.5
WVBF(F)+r	27.1	5.3	WYBF(F)+r	162.3	1.8
WXKS-FM+d	22.5	4.4	WBCN (F)+ao	178.4	2.1
WCOZ (F)+ao	21.1	4.1	WROR (F)+ac	136.7	1.8
WROR (F)+ac	20.6	4.0	WCOZ (F)+ao	135.6	1.9
WRKO+r	18.2	3.6	WITS+t	121.4	1.7

Average 1/4-hour	Cume*		
	12+ (000)	Shr. (%)	Rank

### 9. Dallas-Fort Worth

KVIL-FM+m	35.6	8.8	WBAP+cw	206.3	1.8
WBAP+cw	33.4	8.2	KRLD+n	188.6	1.7
KSCS(F)+cw	28.6	7.9	KVIL-FM+m	206.3	2.1
KRLD+n	24.3	6.7	KSCS(F)+cw	177.3	1.9
KOAX(F)+a	23.0	6.4	KOAX(F)+a	130.8	2.1
KMEZ(F)+a	19.8	5.5	KZEW(F)+ao	113.1	1.8
KKDA-FM+e	18.6	5.1	KMEZ(F)+a	117.3	2.0
KZEW(F)+ao	17.9	4.9	KFJZ(F)+l	95.4	1.7
KTXQ(F)+ao	16.2	4.5	WFAA+n	102.2	1.8
WFAA+n	15.6	4.3	KKDA-FM+e	111.7	2.0

### 10. Houston

KRLY(F)+ac	37.5	8.6	KPRC+t	173.0	1.9
KIKK- FM+mc	33.0	8.6	KIKK- FM+mc	190.9	2.1
KPRC+t	26.9	7.0	KRLY(F)+ac	202.5	2.2
KYND(F)+a	25.8	6.7	KAUM(F)+r	132.9	1.6
KRBE(F)+r	20.3	5.3	KYND(F)+a	160.9	1.9
KNJO(F)+e	19.7	5.1	KRBE(F)+r	139.3	1.7
KLOL(F)+p	18.8	4.9	KILT+r	112.0	1.7
KAUM(F)+r	18.1	4.7	KODA(F)+a	110.8	1.8
KILT-FM+p	17.7	4.6	KTRH+t	111.6	1.8
KTRH+t	16.5	4.3	KILT-FM+p	115.8	1.8

### 11. St. Louis

KMOX+r	70.2	21.6	KMOX+v	410.7	2.1
WWWK(F)+r	25.2	7.8	WWWK(F)+r	161.0	1.9
KSHE(F)+ao	24.6	7.6	KSLO(F)+r	121.1	1.6
KEZK(F)+a	20.9	6.4	KXOK+r	116.5	1.7
WL-FM+mc	18.6	5.7	KSHE(F)+ao	143.2	2.1

### 12. Atlanta

WSB+ac	27.7	12.1	WSB+ac	180.0	1.8
WVEE(F)+d	27.3	11.9	WZGC(F)+r	155.6	1.9
WZGC(F)+r	24.2	10.5	WOXI-FM+r	119.9	1.9
WKLS- FM+ao	20.1	8.8	WVEE(F)+d	138.7	2.4
WOXI-FM+r	18.8	8.2	WPCH(F)+a	104.8	1.9

### 13. Minneapolis-St. Paul

WCCO+ac	65.1	22.5	WCCO+ac	376.7	2.1
KSTP-FM+ac	27.4	9.5	KSTP-FM+ac	171.9	1.9
KQRS (A/F+ao)	24.7	8.5	KSTP+ac	104.9	1.5
WDGY+mc	20.5	7.1	KQRS (A/F+ao)	155.8	1.9
WAYL-FM+a	14.2	4.9	WDGY+mc	131.7	1.9

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Average 1/4-hour	Cume*		
	12+ (000)	Shr. (%)	Rank

### 14. Cleveland

WQAL(F)+a	26.0	10.4	WGCL(F)+r	108.7	1.6
WMMS (F)+ao	22.5	9.0	WQAL(F)+a	144.2	2.2
WDOK(F)+a	20.7	8.3	WDOK(F)+a	128.4	1.9
WERE+n	19.6	7.9	WMMS (F)+ao	128.8	2.1
WHK+mc	17.4	7.0	WERE+n	119.9	2.0

### 15. Seattle-Everett

KIRO+n	22.2	6.9	KIRO+n	159.1	1.7
KOMO+st	19.5	7.8	KOMO+st	129.1	1.8
KSEA(F)+ac	14.8	5.9	KJR+r	93.9	1.6
KISW(F)+ao	14.3	5.7	KING+m	89.9	1.5
KJR+r	12.3	4.9	KISW(F)+ao	90.1	1.9

### 16. Baltimore

WBAL+ac	42.4	13.5	WBAL+ac	246.4	2.1
WIYY(F)+ao	24.2	7.7	WFBZ+ac	138.8	1.7
WXYV(F)+r	23.9	7.6	WCBM+ac	113.8	1.7
WLIF(F)+a	23.4	7.4	WLIF(F)+a	139.6	2.0
WPOC (F)+mc	19.8	6.3	WCAO+r	93.1	1.5

### 17. Pittsburgh

KDKA+ac	84.7	25.3	KDKA+ac	492.3	2.1
WSHH(F)+a	24.3	7.3	WTAE+ac	145.3	1.8
WTAE+ac	22.1	6.6	WXXX(F)+r	125.6	1.7
WQVE (F)+ao	18.2	5.4	WSHH(F)+a	141.5	2.1
WXXX(F)+r	17.5	5.2	WQVE (F)+ao	120.1	1.8

### 18. Denver-Boulder

KBPI(F)+ao	19.5	9.0	KIMN+r	114.4	1.8
KIMN+r	16.7	7.7	KBPI(F)+ao	121.2	1.9
KHOW+ac	16.5	7.6	KHOW+ac	104.2	1.9
KLIR(F)+a	15.8	7.3	KOA+t	94.3	1.8
KLZ+mc	14.5	6.7	KLIR(F)+a	98.2	1.9

### 19. Miami

WRHC+s	20.3	9.5	WHY(F)+r	101.4	1.8
WQBA+s	16.8	7.8	WINZ+n	89.9	1.7
WHY(F)+r	15.4	7.2	WINZ-FM+ao	59.7	1.8
WEDR(F)+e	11.5	5.4	WQBA+s	79.6	2.5
WYOR(F)+a	11.1	5.2	WNWS+n	53.5	1.7

### 20. San Diego

KJOY(F)+a	20.2	6.4	KFMB+ac	115.4	1.8
KFMB+ac	17.1	7.1	KFMB-FM+r	77.1	1.6
KPRI(F)+ao	13.5	5.6	KGB+r	78.0	1.6
KGB-FM+ao	13.0	5.4	KSDO+n	81.1	1.7
KSDO+n	11.6	4.8	KPRI(F)+ao	87.8	1.8



**Average  
1/4-hour****Cume\***

<i>12+</i>	<i>Shr.</i>		<i>Rch. Avg.</i>
<i>(000)</i>	<i>(%)</i>	<i>Rank</i>	<i>(000) freq.</i>

**21. Cincinnati**

WLW+ac	23.2	14.5	WLW+ac	159.2	1.7
WKRO(F)+r	17.1	10.7	WKRO(F)+r	115.4	1.8
WEBN (F)+ao	15.4	9.7	WKRC+ac	94.1	1.6
WKRC+ac	12.8	8.0	WEBN (F)+ao	88.2	1.9
WCKY+ac	12.7	8.0	WCKY+ac	76.4	2.0

**22. Indianapolis**

WIBC+ac	23.0	15.7	WIBC+ac	136.1	2.0
WXTZ(F)+a	18.3	12.5	WIKS(F)+r	89.6	1.8
WTLC(F)+a	13.5	9.2	WXTZ(F)+a	101.4	2.2
WKS(F)+r	13.2	9.0	WIRE+mc	79.6	1.9
WRE+mc	12.9	8.8	WNAP(F)+r	70.0	1.8

**23. Milwaukee**

WTMJ+ac	33.8	15.0	WTMJ+ac	214.6	1.9
WEZW(F)+a	27.1	12.0	WISN+ac	152.7	1.8
WISN+ac	23.2	10.3	WEZW(F)+a	143.7	2.3
WBCS- FM+mc	19.5	8.7	WOKY+r	64.2	1.4
WLPX(F)+ao	16.2	7.2	WLPX(F)+ao	100.5	1.9

**24. Kansas City**

WDAF+mc	20.2	12.0	WDAF+mc	122.3	2.0
KMBZ+ac	18.3	10.8	KMBZ+ac	114.7	1.9
KYYS(F)+ao	17.2	10.2	KYYS(F)+ao	104.4	2.0
WHB+ac	14.5	8.6	WHB+ac	94.0	1.9
KMBR(F)+a	13.7	8.1	KCMO+ac	56.3	1.5

**25. Portland**

KGW+ac	16.5	11.1	KGW+ac	115.5	1.7
KXL-FM+a	12.0	8.1	KEX+ac	73.3	1.8
KGON(F)+ao	11.7	7.9	KWJJ+mc	57.6	1.7
KEX+ac	10.9	7.3	KGON(F)+ao	68.8	2.0
KUPL-FM+a	10.6	7.1	KXL-FM+a	67.9	2.1

**26. Phoenix**

KNIX (A/F)+cw	22.6	12.1	KNIX (A/F)+cw	119.3	2.3
KTAR+n	15.6	8.4	KOY+ac	97.5	1.9
KOY+ac	15.3	8.2	KTAR+n	97.6	1.9
KOYT(F)+a	14.5	7.8	KOPA-FM+r	84.9	2.0
KOPA-FM+r	14.1	7.6	KOYT(F)+a	79.5	2.2

**27. San Antonio**

KTSA+ac	12.3	9.1	KTSA+ac	85.0	1.7
KCOR+s	11.2	8.3	KTFM(F)+r	61.2	1.8
KQXT(F)+a	11.0	8.2	KITY(F)+r	59.2	1.8
KKYY+mc	9.5	7.0	KQXT(F)+a	64.1	2.1
KTFM(F)+r	9.1	6.8	KKYY+mc	58.4	2.0

# ONE FOR THE BOOKS

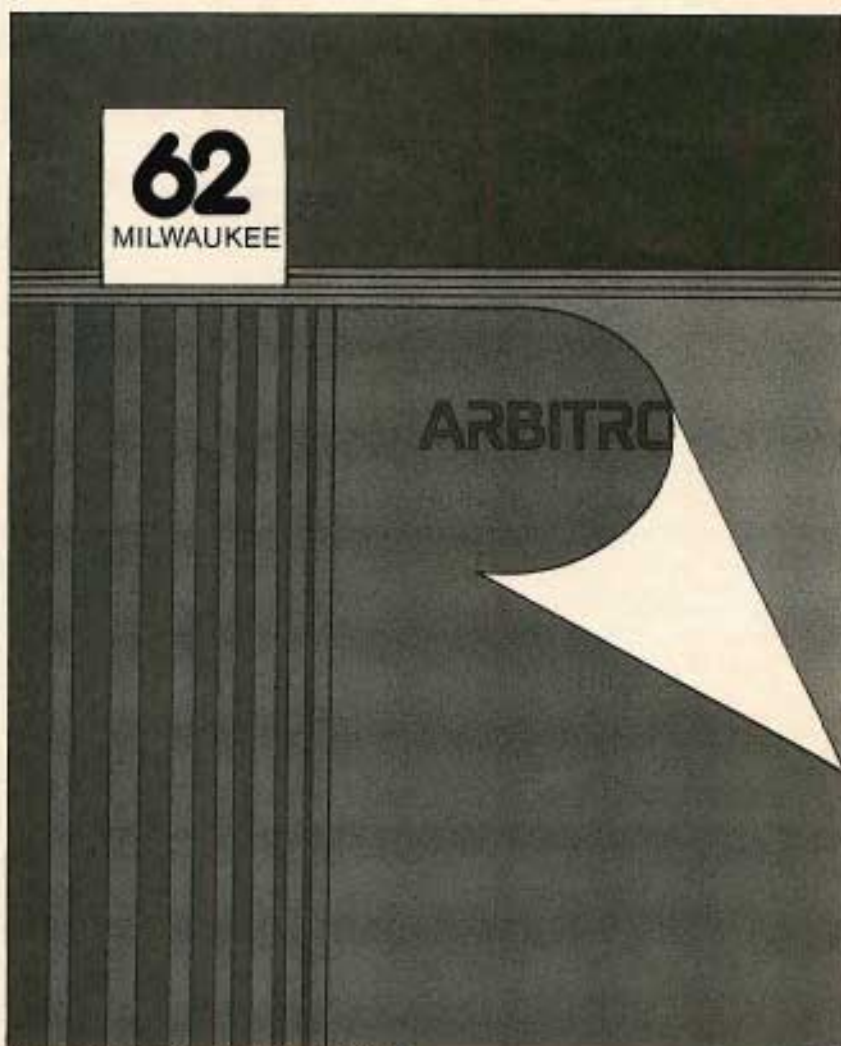
You want numbers? We'll give you numbers. For 6 straight years—12 consecutive Arbitron Reports—we've been Number One in Milwaukee radio.\*

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The One to turn to when you have to reach the Milwaukee market. When you need the numbers. And want A-One results!

## WTMJ Radio 62

Milwaukee Represented by **Christal**



\*Source: Arbitron Reports Q/N '74—A/M '80  
Persons 12+, 6 AM-12 Mid, Mon-Sun, Metro  
and TSA, Milwaukee WI.



Average 1/4-hour	Cume*		Rch. Avg. (000) freq.
	12+ (000)	Shr. (%)	

28. Columbus					
WLVO(F)+ao	17.4	12.5	WNCI(F)+r	105.8	1.8
WNCI(F)+r	16.2	11.6	WTVN+ac	94.8	1.8
WBNS-FM+o	15.0	10.7	WCOL+ac	71.1	1.6
WTVN+ac	14.0	10.0	WXGT(F)+r	79.8	1.7
WXGT(F)+r	11.5	8.2	WBNS-FM+o	89.9	2.0

### 29. Buffalo

WJYE(F)+o	22.7	13.3	WKBW+r	116.3	1.6
WBEN+ac	20.8	12.2	WGR+ac	112.1	1.6
WKBW+r	15.7	9.2	WBEN+ac	130.9	1.9
WBEN-FM+r	15.5	9.1	WJYE(F)+o	133.2	2.0
WGR+ac	15.3	9.0	WBEN-FM+r	106.0	1.8

### 30. New Orleans

WEZB(F)+ac	13.6	10.3	WTIX+r	80.2	1.7
WBYY(F)+o	11.4	8.6	WEZB(F)+ac	80.7	2.0
WTIX+r	11.1	8.4	WBYY(F)+o	71.7	1.9
WYLD-FM+o	9.2	7.0	WQUE(F)+r	48.2	1.7
WSHO+mc	8.7	6.6	WWL+ac	44.8	1.6

### 31. Tampa-St. Pete.

WWBA-FM+o	22.2	10.8	WWBA-FM+o	117.7	2.3
WJYW(F)+o	15.3	7.4	WSUN+mc	91.1	1.9
WQXM(F)+ao	14.1	6.8	WRBQ(F)+r	88.4	1.8
WSUN+mc	14.1	6.8	WFLA+ac	77.9	1.7
WRBQ(F)+r	13.5	6.5	WLCY+r	51.8	1.5

### 32. San Jose

KGO-t	14.4	8.7	KGO-t	86.1	2.0
KLOK+ac	8.7	5.3	KLOK+ac	58.4	1.8
KOME(F)+ao	8.2	5.0	KCBS+n	32.4	1.7
KBAY(F)+o	7.6	4.6	KOME(F)+ao	35.5	1.8
KCBS+n	7.3	4.4	KBAY(F)+o	51.8	1.8

### 33. Nashville-Davdsn

WVOL+o	10.5	10.6	WSM+cw	56.8	1.6
WSIX-FM+mc	9.9	9.9	WLAC+ac	44.8	1.6
WZEZ(F)+o	9.9	9.9	WSIX-FM+mc	57.7	2.1
WSM+cw	7.8	7.8	WWKX(F)+r	42.6	1.7
WLAC+ac	6.1	6.1	WZEZ(F)+o	53.5	2.2

### 34. Salt Lake City

KCPX-FM+ao	8.4	8.5	KSL+ac	59.0	1.7
KSL+ac	8.4	8.5	KCPX+r	44.0	1.6
KALL+m	7.6	7.7	KALL+m	49.9	1.8
KLUB+o	6.5	6.6	KCPX-FM+ao	50.9	2.0
KSOP-FM+cw	6.5	6.6	KLUB+o	43.4	1.8

Average 1/4-hour	Cume*		Rch. Avg. (000) freq.
	12+ (000)	Shr. (%)	

35. Memphis					
WHRK(F)+r	12.6	12.6	WMC+r	84.8	1.8
WEZI(F)+o	10.5	10.5	WMC-FM+r	62.9	1.8
WZXR(F)+ao	10.2	10.2	WDIA+o	55.8	1.8
WMC+r	9.7	9.7	WHRK(F)+r	71.2	2.1
WMC-FM+r	9.4	9.4	WEZI(F)+o	63.6	2.0

### 36. Charlotte-Gastonia

WBT+ac	11.7	15.6	WBT+ac	75.9	1.8
WSOC-FM+mc	8.2	10.9	WAYS+r	51.4	1.7
WAYS+r	7.3	9.7	WSOC-FM+mc	49.2	2.0
WROQ(F)+ao	6.9	9.2	WROQ(F)+ao	43.6	1.9
WEZC(F)+o	6.6	8.6	WEZC(F)+o	38.0	2.1

### 37. Oklahoma City

KKNG(F)+o	13.5	13.6	KKNG(F)+o	72.7	2.2
KTOK+ac	11.6	11.7	KTOK+ac	67.3	2.1
KEBC(F)+mc	10.8	10.9	WKY+r	42.6	1.6
KXXY(F)+ac	8.9	9.0	WIBC(F)+mc	61.9	2.1
KOPM(F)+r	7.8	7.8	KOMA+r	34.3	1.5

### 38. Louisville

WVEZ(F)+o	11.3	10.7	WHAS+ac	68.0	1.7
WAKY+ac	10.4	9.8	WAKY+ac	70.0	1.8
WLOU+o	9.9	9.4	WAYE+ac	58.4	1.7
WHAS+ac	9.4	8.9	WKJJ-FM+r	57.5	1.7
WAMZ(F)+mc	9.3	8.8	WVEZ(F)+o	64.2	2.1

### 39. Birmingham

WENN-FM+d	13.0	12.4	WGSN+ac	61.1	1.7
WKXX(F)+ao	11.5	11.0	WKXX(F)+ao	69.0	2.0
WGSN+ac	8.7	8.3	WENN-FM+d	69.7	2.2
WAPI-FM+o	6.6	6.3	WERC+ac	38.4	1.6
WZZK(F)+cw	5.8	5.5	WYDE+cw	31.1	1.6

### 40. Dayton

WHIO-FM+o	19.9	17.0	WHIO+ac	90.7	1.9
WHIO+ac	14.7	12.8	WHIO-FM+o	103.7	2.3
WTUE(F)+ao	11.6	9.9	WTUE(F)+ao	71.2	2.0
WONE+mc	10.8	9.2	WIND+r	54.4	1.7
WDAO(F)+o	8.8	7.5	WONE+mc	62.9	2.1

### 41. Nassau-Suffolk

WNBC+r	29.4	7.6	WNBC+r	213.9	1.6
WCBS+n	25.9	6.7	WCBS+n	178.2	1.7
WRFM(F)+o	18.7	4.8	WINS+n	113.5	1.5
WBLI(F)+g	17.3	4.5	WABC+ac	97.4	1.4
WBSL(F)+o	15.7	4.1	WPLJ(F)+ao	111.1	1.7

Average 1/4-hour	Cume*		Rch. Avg. (000) freq.
	12+ (000)	Shr. (%)	

42. Greensboro-W.S.-H.P					
WTQR(F)+mc	12.6	12.8	WTQR(F)+mc	75.2	1.9
WGLD(F)+o	9.6	10.1	WSJS+v	52.9	1.7
WKZL(F)+ao	8.9	9.3	WKZL(F)+ao	58.6	1.9
WSJS+v	7.6	8.0	WGLD(F)+o	56.9	2.0
WSEZ(F)+o	7.0	7.3	WRQK(F)+ac	39.5	1.8

### 43. Hartford-New Brtn

WTIC+ac	29.0	24.2	WTIC+ac	162.8	2.1
WRCH(F)+o	13.8	11.5	WRCH(F)+o	71.3	2.3
WTIC-FM+r	9.5	7.9	WTIC-FM+r	56.0	2.0
WKSS(F)+o	8.1	5.1	WPOP+n	38.8	1.6
WPOP+n	5.3	4.4	WCCC-FM+ao	37.1	1.6

### 44. Sacramento

KZAP(F)+ao	19.1	14.6	KEWT(F)+o	85.5	2.1
KEWT(F)+o	13.9	10.7	KZAP(F)+ao	92.7	2.6
KRAK+cw	8.4	6.4	KROY+r	45.3	1.5
KGNR+t	8.0	6.1	KGNR+t	55.1	1.7
KXOA-FM+ac	7.2	5.5	KSPM(F)+r	48.8	1.6

### 45. Ft. Lauderdale-H'wood

WLYF(F)+o	13.0	10.1	WHYY(F)+r	66.0	1.8
WHYY(F)+r	9.9	7.7	WLYF(F)+o	76.1	2.0
WKOS(F)+o	9.3	7.2	WKOS(F)+o	58.4	1.9
WNWS+n	9.0	7.0	WINZ+n	47.4	1.7
WAXY(F)+ac	8.9	6.9	WNWS+n	52.2	2.1

### 47. Rochester, N.Y.

WHAM+v	17.5	14.1	WHAM+v	115.3	1.8
WEZO(F)+o	15.9	12.8	WEZO(F)+o	98.0	1.9
WMJQ(F)+ao	10.4	8.4	WBBF+r	69.9	1.6
WBBF+r	9.5	7.6	WHFM(F)+r	52.2	1.7
WVOR(F)+ac	9.2	7.4	WMJQ(F)+ao	60.9	2.0

### 48. Toledo

WIOT(F)+ao	17.0	15.1	WIOT(F)+ao	89.2	2.3
WLOR(F)+o	12.2	10.8	WSPD+ac	70.7	1.9
WSPD+ac	11.0	9.8	WLOR(F)+o	71.1	2.1
WTOD+mc	10.3	9.2	WOHD+ac	57.1	1.8
WNHE(F)+r	9.7	8.6	WMHE(F)+r	58.5	2.0

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	Average 1/4-hour		Cume*	
	12+ (000)	Shr. (%)	Rank	Rch. Avg. (000) freq.

### 49. Grand Rapids

WOOD-FM+a	10.8	15.1	WOOD-FM+a	66.3	2.0
WOOD+ac	10.0	14.0	WOOD+ac	60.8	2.0
WLAV-FM+ao	6.5	9.1	WGRD-FM+er	39.8	1.7
WGRD-FM+er	5.5	7.7	WLAV-FM+ao	40.2	1.9
WZZR(F)+r	4.3	6.0	WCUZ+mc	28.2	1.8

### 50. Richmond

WRVA+ac	19.1	20.2	WRVA+ac	98.4	2.0
WRVQ(F)+r	9.7	12.2	WRVQ(F)+r	63.4	1.8
WEZS(F)+a	6.4	8.0	WLEE+ac	32.8	1.6
WRXL(F)+ao	6.2	7.8	WEZS(F)+a	38.8	2.0
WKIE+d	4.9	6.2	WRNL+ac	23.8	1.5

### 51. Provdnc-Warw-Paw

WLKW-FM+a	23.3	10.6	WPJB(F)+r	131.5	1.9
WPJB(F)+r	20.3	9.4	WPRO+er	94.8	1.0
WPRO-FM+er	15.3	7.1	WPRO-FM+er	106.1	1.7
WPRO+er	12.6	5.8	WLKW-FM+a	133.1	2.1
WEAN+n	12.2	5.7	WJAR+ac	74.5	1.6

	Average 1/4-hour		Cume*	
	12+ (000)	Shr. (%)	Rank	Rch. Avg. (000) freq.

### 52. Honolulu

KSSK+ac	19.8	18.7	KSSK+ac	113.5	2.1
KIKI+er	10.3	9.8	KIKI+er	65.1	1.9
KUMU-FM+a	8.5	8.1	KKUA+er	47.9	1.7
KORL+er	7.8	7.4	KORL+er	53.0	1.8
KPIG(F)+m	6.7	6.4	KHYH+n	36.9	1.8

### 54. Orlando

WDBO-FM+a	8.6	12.0	WDBO+ac	42.0	1.7
WHOO-FM+a	6.9	9.6	WKOS+ac	37.9	1.6
WBJW(F)+r	6.6	9.2	WBJW(F)+r	42.8	1.8
WDBO+ac	6.1	8.5	WDBO-FM+a	48.8	2.1
WHLY(F)+ac	5.7	8.0	WDIZ(F)+ao	34.7	1.8

### 55. Albany-Schenct-Try

WGY+ac	21.6	19.8	WGY+ac	128.1	2.0
WFLY(F)+r	11.2	10.2	WTRY+er	57.7	1.6
WROW+a	10.7	9.7	WROW+a	69.9	1.8
WROW-FM+a	7.8	7.1	WFLY(F)+r	70.7	1.9
WTRY+er	7.5	6.8	WPTR+ac	41.1	1.6

	Average 1/4-hour		Cume*	
	12+ (000)	Shr. (%)	Rank	Rch. Avg. (000) freq.

### 56. Wichita

KBRA(F)+a	6.8	13.3	KFH+mc	37.4	1.8
KFDI+mc	6.8	13.3	KFDI+mc	38.1	2.1
KFH+mc	5.7	11.2	KEYN-FM+er	32.7	1.9
KEYN-FM+er	5.1	10.0	KAKZ+ac	27.8	1.7
KARD(F)+ac	4.8	9.4	KLED+er	16.2	1.4

### 57. Raleigh-Durham

WPTF+ac	10.0	14.8	WPTF+ac	62.5	1.9
WRAL(F)+ac	6.6	12.5	WRAL(F)+ac	52.4	2.0
WQDR(F)+ao	6.4	9.3	WKIX+er	35.3	1.7
WSRC+e	6.3	9.2	WQDR(F)+ao	38.8	2.0
WYYD(F)+a	6.2	9.0	WYYD(F)+a	36.8	2.0

### 58. Fresno

KKNU(F)+a	5.8	9.5	KYNO-FM+ao	35.3	1.9
KYNO-FM+ao	5.5	9.0	KMJ+ac	33.6	1.9
KMJ+ac	5.2	8.5	KFYE(F)+er	30.5	1.8
KFYE(F)+er	4.5	7.4	KYNO+er	21.9	1.5
KMAK+mc	4.2	6.9	KMAK+mc	27.8	1.8

### 59. Tulsa

KVOO+cw	14.9	18.7	KRMG+ac	77.0	2.0
KRMG+ac	12.6	16.7	KVOO+cw	83.3	2.1
KMOD(F)+r	9.1	12.1	KRAY(F)+ac	53.4	2.0
KRAY(F)+ac	8.7	11.5	KELI+er	31.1	1.5
WBEZ(F)+a	8.6	11.4	KBEZ(F)+a	45.8	2.3

### 60. Rvrsde-San Brdno

KNX+n	7.3	4.7	KNX+n	47.7	1.8
KRTH(F)+ac	4.6	2.9	KRTH(F)+ac	30.0	1.8
KDIG+mc	4.1	11.5	KDIG+mc	25.7	1.9
KMEN+g	3.4	9.6	KMEN+g	20.8	2.0
KBON(F)+a	2.6	7.3	KCAL+s	16.3	1.6

### 62. Jacksonville

WIVY(F)+er	10.8	12.2	WIVY(F)+er	71.3	1.8
WXTZ-FM+a	10.4	11.8	WAPE+er	41.8	1.6
WQIK(F)+mc	9.7	11.0	WKTZ-FM+a	57.4	2.2
WPDQ+e	7.6	8.6	WQIK(F)+mc	54.8	2.1
WVOJ+mc	5.8	6.6	WPDQ+e	41.4	2.2

### 63. Omaha

KFAB+ac	20.5	27.2	KFAB+ac	112.2	2.2
KEZO(F)+ao	8.3	11.0	WOW+ac	56.3	1.6
WOW+ac	7.7	10.2	KGOR(F)+er	46.6	1.8
KESY(F)+a	7.6	10.1	KOIL+er	32.8	1.6
KGOR(F)+er	7.0	9.3	KEZO(F)+ao	46.8	2.1

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**Average  
1/4-hour**      **Cume\***

12+ Shr.      Rch. Avg.  
(000) (%)      Rank      (000) freq.

### 64. Greenl-Spartnbg

WESC-FM+mc	8.5	11.9	WFBC-FM+ac	50.4	2.0
WFBC-FM+ac	8.2	11.5	WSPA-FM+a	43.4	2.1
WSPA-FM+a	7.7	10.8	WFBC+ac	26.0	1.6
WANS(F)	6.9	9.7	WESC-FM+mc	42.3	2.4
WHYZ+e	4.7	8.6	WQOK+g	27.8	1.7

### 65. Des Moines

WHO+cw	6.4	16.9	WHO+cw	40.8	1.9
KSD+mc	5.5	14.6	KIDA+ac	21.6	1.4
WLYP(F)+a	4.7	12.4	KSD+mc	32.7	2.0
KRNT+ac	4.5	11.9	KRNT+ac	29.1	1.9
WGGO(F)+ao	4.2	11.1	KLYP(F)+a	28.3	2.0

### 66. Las Vegas

KORK-FM+a	5.0	10.5	KLUC(F)+r	29.4	2.0
KLUC(F)+r	4.8	10.0	KMJJ+ac	29.0	1.9
KMJJ+ac	4.7	9.8	KORK+ac	20.8	1.7
KVEG+mc	4.3	9.0	KXTZ(F)+a	25.2	2.1
KXTZ(F)+a	4.3	9.0	KORK-FM+a	27.0	2.2

### 67. Akron

WAKR+ac	12.8	14.9	WAKR+ac	82.4	1.9
WMMS(F)+ao	10.6	12.3	WMMS(F)+ao	59.1	2.2
WAEZ(F)+a	5.1	5.9	WGAR+ac	30.4	1.6
WGCL(F)+r	4.9	5.7	WGCL(F)+r	32.7	1.8
WSLR+mc	4.8	5.6	WSLR+mc	31.4	1.8

### 68. Northeast Penna

WARM+ac	13.1	12.9	WARM+ac	85.9	1.8
WNAK+st	9.3	9.2	WGBI-FM+cw	52.1	1.9
WGBI-FM+cw	8.3	8.2	WBRE(A/F)+n	37.3	1.6
WILK+g	6.1	6.0	WILK+g	41.6	1.8
WEZX(F)+ao	5.9	5.8	WNAK+st	45.5	2.5

### 69. Syracuse

WSYR+ac	12.6	15.5	WSYR+ac	79.1	1.9
WHEN+em	9.4	10.3	WHEN+em	60.3	1.7
WSYR-FM+ao	7.1	8.7	WSYR-FM+ao	45.9	1.9
WNTQ(F)+a	5.4	6.7	WFBL+ac	24.6	1.5
WEZG(F)+a	4.5	5.5	WAQX(F)+ao	30.8	1.7

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**Average  
1/4-hour**      **Cume\***

12+ Shr.      Rch. Avg.  
(000) (%)      Rank      (000) freq.

### 70. Little Rock

KSSN(F)+mc	7.4	17.3	KLAZ(F)+ac	34.8	1.8
KLAZ(F)+ac	5.2	12.1	KSSN(F)+mc	41.0	2.2
KLRA+mc	4.8	11.2	KAAY+r	20.6	1.5
KOKY+d	4.3	10.0	KLRA+mc	30.5	1.9
KLPO(F)+r	4.2	9.8	KARN+a	24.2	1.8

### 71. Fort Wayne

WOWO+ac	12.6	26.0	WOWO+ac	80.6	1.9
WEZY(F)+ac	8.2	16.9	WMEE(F)+r	42.5	2.0
WMEE(F)+r	7.1	14.7	WEZY(F)+ac	44.6	2.2
WPTH(F)+r	4.7	9.7	WPTH(F)+r	32.4	1.7
WXKE(F)+ao	4.5	9.3	WGHK+mc	24.9	1.8

### 72. Knoxville

WEZK(F)+a	11.7	19.9	WIVK-FM+mc	62.8	2.2
WIVK-FM+mc	11.6	19.7	WRJZ+r	42.2	1.8
WRJZ+r	6.2	10.5	WEZK(F)+a	58.2	2.4
WIVK+mc	5.8	9.9	WNOX+r	32.4	1.6
WOKI(F)+r	4.9	8.3	WIVK+mc	37.1	1.9

### 73. Flint

WDZZ(F)+e	7.3	11.5	WWCK(F)+ao	41.8	1.9
WWCK(F)+ao	6.5	10.3	WFDF+m	35.6	1.7
WJR+ac	5.4	8.5	WJR+ac	34.7	1.9
WFDF+m	5.1	8.0	WTRX+v	30.3	1.7
WFMK(F)+ac	4.5	7.1	WTAC+r	21.5	1.8

### 74. Austin

KHFJ(F)+d	9.9	16.7	KHFJ(F)+d	60.4	2.0
KVET+mc	6.9	11.6	KVET+mc	42.1	2.0
KASE(F)+a	6.3	10.8	KASE(F)+a	38.2	2.0
KOKE-FM+mc	5.2	8.8	KLBJ+ac	18.1	1.3
KLBJ-FM+ao	4.6	7.8	KOKE-FM+mc	32.0	1.9

### 75. Albuquerque

KKJY(F)+a	7.1	12.7	KOB+ac	39.5	1.8
KOB+ac	5.8	10.4	KFMG(F)+ao	29.8	1.8
KFMG(F)+ao	4.6	8.3	KKJY(F)+a	36.3	2.3
KRZY+cw	4.4	7.9	KRZY+cw	26.8	2.0
KOB-FM+ac	3.3	5.9	KRKE+ac	14.9	1.5

**Average  
1/4-hour**      **Cume\***

12+ Shr.      Rch. Avg.  
(000) (%)      Rank      (000) freq.

### 76. Madison

WTSO+mc	6.2	15.5	WZEE(F)+ac	27.2	1.6
WIBA+st	4.1	10.3	WISM+ac	24.5	1.6
WISM-FM+ac	4.1	10.3	WISM-FM+ac	27.9	1.8
WMAD(F)+ao	4.1	10.3	WTSO+mc	34.1	2.2
WZEE(F)+ac	3.7	9.3	WIBA+st	25.8	1.9

### 77. Anaheim-Grdn Grv

KBIG(F)+a	20.3	7.9	KMET(F)+ao	115.7	1.9
KMET(F)+ao	18.5	7.2	KFI+ac	81.2	1.6
KABC+l	15.0	5.8	KBIG(F)+a	110.0	2.2
KRTH(F)+ac	13.2	5.1	KRTH(F)+ac	86.7	1.8
KLAC+cw	13.1	5.1	KABC+l	92.3	1.9

### 78. Shreveport

KWKH+mc	7.6	17.3	KEEL+m	41.5	1.8
KOKA+e	7.0	15.9	KWKH+mc	43.5	2.1
KEEL+m	6.4	14.5	KOKA+e	36.6	2.3
KRMD-FM+mc	5.3	12.0	KRMD-FM+mc	28.8	2.2
KCOZ(F)+a	4.4	10.0	KROK(F)+r	19.2	1.7

### 79. Baton Rouge

WFMP(F)+ac	12.5	20.6	WFMP(F)+ac	64.0	2.3
WYNK-FM+mc	8.8	14.5	WYNK-FM+mc	47.3	2.2
WQXY(F)+a	7.0	11.6	WLCS+r	34.0	1.8
WXOK+e	5.7	9.4	WJBO+ac	31.6	1.7
WLCS+r	5.0	8.3	WXOK+e	35.4	1.9

### 80. West Palm Beach

WEAT-FM+a	9.7	14.6	WEAT-FM+a	58.8	2.0
WIRK-FM+mc	7.6	11.4	WIRK-FM+mc	41.0	2.2
WPOM+d	4.5	6.8	WRMP(F)+ac	24.9	1.7
WPBR+l	3.8	5.7	WHYI(F)+r	19.9	1.6
WRMP(F)+ac	3.5	5.3	WJNO+ac	17.0	1.6

### 81. Alnt'n-Beth-Easton

WQQQ(F)+a	11.2	12.5	WAEB+r	59.5	1.8
WLEV(F)+ac	10.5	11.7	WQQQ(F)+a	82.7	2.1
WAEB+r	8.8	9.6	WLEV(F)+ac	59.6	2.1
WXXW(F)+mc	8.2	9.1	KYW+n	31.4	1.6
WZZO(F)+ao	7.3	8.1	WZZO(F)+ao	43.4	2.0



Average ¼-hour	Cume*		12+ (000)	Shr. (%)	Rank	Rch. Avg. (000) freq.

### 82. Spokane

KJRB+ <i>r</i>	5.0	12.3	KJRB+ <i>r</i>	33.6	1.8
KHQ-FM+ <i>r</i>	4.4	10.9	KHQ-FM+ <i>r</i>	28.4	1.9
KEZE(F)+ <i>a</i>	3.9	9.6	KHQ+ <i>ac</i>	22.8	1.8
KXLY-FM+ <i>ac</i>	3.9	9.6	KGA+ <i>cw</i>	20.7	1.8
KREM-FM+ <i>ao</i>	3.7	8.1	KREM-FM+ <i>ao</i>	22.3	2.0

### 83. Columbia

WNOK(F)+ <i>r</i>	8.4	17.5	WIS+ <i>ac</i>	36.9	1.6
WOIC+ <i>re</i>	7.0	14.6	WNOK(F)+ <i>r</i>	48.5	2.1
WCOS-FM+ <i>cw</i>	5.9	12.3	WOIC+ <i>re</i>	40.2	2.1
WIS+ <i>ac</i>	5.0	10.4	WCOS-FM+ <i>cw</i>	35.8	2.0
WWDM(F)+ <i>e</i>	3.7	7.7	WWDM(F)+ <i>e</i>	23.3	1.9

### 84. Sprngfc-Chic-Holyk

WHYN-FM+ <i>st</i>	11.4	13.8	WHYN+ <i>ac</i>	64.8	1.7
WHYN+ <i>ac</i>	9.0	10.9	WHYN-FM+ <i>st</i>	69.6	2.0
WMAS+ <i>sc</i>	8.2	9.9	WAQY(F)+ <i>r</i>	47.2	1.7
WCCC(F)+ <i>ao</i>	6.7	8.1	WMAS+ <i>sc</i>	46.6	2.1
WAQY(F)+ <i>r</i>	6.6	8.0	WCCC(F)+ <i>ao</i>	39.5	2.0

### 85. Tucson

KCUB+ <i>mc</i>	8.8	13.0	KCUB+ <i>mc</i>	48.2	2.2
KWFM(F)+ <i>p</i>	6.1	9.4	KTXT+ <i>r</i>	33.8	1.7
KJYK(F)+ <i>a</i>	5.4	8.3	KROQ(F)+ <i>r</i>	32.5	2.0
KROQ(F)+ <i>r</i>	5.3	8.2	KTXT-FM+ <i>ao</i>	25.5	1.7
KTXT+ <i>r</i>	4.9	7.6	KAIR+ <i>a</i>	27.3	1.8

Adult contemporary stations account for 17.3 per cent of all stations in the top 100 markets analyzed.

### 86. New Hvn-Wtbr-Mrdn

WEL+ <i>ac</i>	10.9	18.5	WEL+ <i>ac</i>	68.6	2.0
WKCI(F)+ <i>a</i>	6.5	11.0	WKCI(F)+ <i>a</i>	39.2	2.0
WPLR(F)+ <i>ao</i>	4.8	7.8	WNBC+ <i>r</i>	28.2	1.8
WNBC+ <i>r</i>	4.0	8.8	WCBS+ <i>n</i>	21.8	1.8
WEZN(F)+ <i>a</i>	3.6	6.1	WPLR(F)+ <i>ao</i>	27.8	2.0

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Average ¼-hour	Cume*		12+ (000)	Shr. (%)	Rank	Rch. Avg. (000) freq.

### 87. D'prt-R Isl-Moline

WHBF+ <i>mc</i>	7.7	17.0	WHBF+ <i>mc</i>	47.4	1.9
KSTT+ <i>g</i>	6.0	13.9	KSTT+ <i>g</i>	38.7	1.9
WOC+ <i>a</i>	4.4	10.2	KIK(F)+ <i>g</i>	28.1	1.8
KIK(F)+ <i>g</i>	4.1	9.5	WOC+ <i>a</i>	29.1	1.8
KRYR(F)+ <i>a</i>	4.0	9.2	WOUA+ <i>ac</i>	20.2	1.5

### 88. Lexington-Fayette

WVLC+ <i>ac</i>	8.2	20.8	WVLC+ <i>ac</i>	49.7	2.0
WKQQ(F)+ <i>ao</i>	6.5	16.5	WLAP+ <i>ac</i>	26.9	1.7
WLAP-FM+ <i>r</i>	5.6	14.2	WKQQ(F)+ <i>ao</i>	35.7	2.2
WVLC-FM+ <i>a</i>	4.6	11.7	WLAP-FM+ <i>r</i>	32.3	2.1
WLAP+ <i>ac</i>	3.7	9.4	WVLC-FM+ <i>a</i>	26.7	1.9

### 89. Bakersfield

KUZZ+ <i>cw</i>	6.4	15.8	KUZZ+ <i>cw</i>	35.8	2.1
KKXX(F)+ <i>ao</i>	5.5	13.4	KKXX(F)+ <i>ao</i>	32.8	2.0
KERN+ <i>r</i>	3.8	9.3	KERN+ <i>r</i>	26.1	1.7
KGFM(F)+ <i>a</i>	2.1	5.1	KAFY+ <i>ac</i>	13.4	1.4
KGAM+ <i>ac</i>	1.7	4.1	KGAM+ <i>ac</i>	12.1	1.7

### 90. Jackson

WJMI(F)+ <i>d</i>	6.5	20.2	WSL+ <i>st</i>	32.0	1.8
WJMI(F)+ <i>d</i>	4.9	15.3	WJMI(F)+ <i>d</i>	34.2	2.3
WJMI(F)+ <i>d</i>	4.7	14.6	WJDX+ <i>g</i>	23.0	1.7
WJDX+ <i>g</i>	3.2	10.0	WJMI(F)+ <i>d</i>	25.4	2.2
WTYX(F)+ <i>r</i>	2.6	8.1	WTYX(F)+ <i>r</i>	18.0	1.7

### 91. Lans'g-E. Lans'g

WILS-FM+ <i>ao</i>	9.3	14.4	WFMK(F)+ <i>ac</i>	55.0	1.9
WFMK(F)+ <i>ac</i>	8.7	13.5	WVIC(A/F)+ <i>m</i>	51.2	1.9
WVIC(A/F)+ <i>m</i>	8.3	12.8	WILS-FM+ <i>ao</i>	45.5	2.5
WITL-FM+ <i>mc</i>	6.6	10.2	WITL-FM+ <i>mc</i>	38.2	2.1
WJMI-FM+ <i>a</i>	4.7	7.3	WJR+ <i>ac</i>	25.2	1.8

### 92. Mobile

WKRG-FM+ <i>r</i>	8.4	17.2	WKRG-FM+ <i>r</i>	53.0	1.9
WKSJ-FM+ <i>mc</i>	7.6	15.5	WABB-FM+ <i>r</i>	43.6	1.8
WABB-FM+ <i>r</i>	6.5	13.3	WKSJ-FM+ <i>mc</i>	41.1	2.2
WKRG+ <i>r</i>	4.9	10.0	WBLX(F)+ <i>e</i>	27.8	1.8
WBLX(F)+ <i>e</i>	4.1	8.4	WKRG+ <i>r</i>	29.7	2.0

Average ¼-hour	Cume*		12+ (000)	Shr. (%)	Rank	Rch. Avg. (000) freq.

### 93. Evansville

WKY-FM+ <i>m</i>	9.9	26.3	WGBF+ <i>g</i>	48.3	2.0
WGBF+ <i>g</i>	8.0	21.3	WKY-FM+ <i>m</i>	47.1	2.5
WROZ+ <i>cw</i>	3.6	9.6	WKDQ(F)+ <i>ao</i>	20.6	1.7
WKDQ(F)+ <i>ao</i>	2.9	7.7	WROZ+ <i>cw</i>	21.3	2.0
WKY+ <i>ao</i>	1.9	5.1	WKKR+ <i>a</i>	10.4	1.6

Breakdowns of format listening shares by groups of 10 markets reveal that, in every market group but one, A-C is the most popular format. The exception is market group 91-100, where A-C is second to rock.

### 94. Harrisburg

WHP+ <i>g</i>	11.2	16.4	WHP+ <i>g</i>	63.5	2.1
WHP-FM+ <i>st</i>	9.9	14.5	WHP-FM+ <i>st</i>	51.4	2.3
WHYL+ <i>mc</i>	4.8	7.0	WKBO+ <i>r</i>	25.5	1.6
WOXA(F)+ <i>r</i>	4.5	6.6	WOXA(F)+ <i>r</i>	26.5	2.0
WRHY(F)+ <i>ao</i>	3.6	5.3	WSFM(F)+ <i>r</i>	20.8	1.8

### 95. Anchorage

KFGD+ <i>g</i>	4.5	19.4	KFGD+ <i>g</i>	27.0	2.0
KEN+ <i>r</i>	3.3	14.2	KEN+ <i>r</i>	21.9	1.8
KHAR+ <i>a</i>	3.2	13.8	KKLV(F)+ <i>ac</i>	18.0	1.9
KKLV(F)+ <i>ac</i>	2.9	12.5	KHAR+ <i>a</i>	17.5	2.2
KYAK+ <i>mc</i>	1.5	6.5	KBYR+ <i>d</i>	8.0	1.5

### 96. Eugene-Sprgfld

KUGN+ <i>m</i>	4.6	14.8	KUGN+ <i>m</i>	29.9	1.8
KPNW-FM+ <i>a</i>	4.2	13.3	KPNW+ <i>m</i>	20.2	1.8
KZEL(F)+ <i>ao</i>	3.6	11.4	KSND(F)+ <i>r</i>	19.7	1.8
KEED+ <i>mc</i>	3.0	9.5	KBOF+ <i>r</i>	16.3	1.6
KPNW+ <i>m</i>	3.0	9.5	KPNW-FM+ <i>a</i>	21.9	2.3

### 97. York

WSBA+ <i>v</i>	6.4	12.6	WSBA+ <i>v</i>	40.4	1.9
WOXA(F)+ <i>r</i>	5.0	9.9	WOXA(F)+ <i>r</i>	31.1	1.9
WSBA-FM+ <i>st</i>	4.9	9.7	WYCR(F)+ <i>g</i>	29.9	1.9
WYCR(F)+ <i>g</i>	4.8	9.5	WSBA-FM+ <i>st</i>	26.9	2.2
WNCE(F)+ <i>a</i>	3.3	6.5	WNCE(F)+ <i>a</i>	19.1	2.1



Average 1/4-hour	12+ (000)	Shr. (%)	Cume*	Rank	Rch. Avg. (000) freq.
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### 98. Johns Cty-Kngs-Br

WXBO (F)+mc	6.3	12.0	WJCW+mc	38.6	2.0
WJCW+mc	6.2	11.9	WQUT (F)+ao	33.2	1.9
WQUT (F)+ao	5.3	10.1	WFHG+ac	26.9	1.7
WKPT-FM+a	4.0	7.6	WKPT-FM+a	26.9	1.8
WFHG+ac	3.9	7.5	WXBO (F)+mc	33.2	2.3

### 99. Chattanooga

WSKZ(F)+r	7.0	15.1	WDEF+m	44.8	1.8
WDEF+m	6.8	14.8	WDEF-FM+st	38.5	1.9
WDOD+mc	6.3	13.5	WSM+ WFL+ac	21.1	1.4
WDEF-FM+st	5.8	12.5	WSKZ(F)+r	39.5	2.1
WNDO+e	5.2	11.2	WDOD+mc	34.9	2.2

### 100. Youngstown-Warren

WKBN-FM+a	10.8	15.5	WHOT+r	50.5	1.7
WBSW+l	9.9	14.2	WKBN-FM+a	61.8	2.1
WHOT+r	7.3	10.5	WYFM (F)+ac	46.3	1.7
WYFM (F)+ac	6.7	9.8	WKBN+a	45.7	1.7
WKBN+a	6.6	9.5	WBSW+l	56.2	2.1

### 101. Lincoln

KFOR+ac	3.8	14.9	KFOR+ac	22.1	2.0
KFMQ(F)+ao	2.8	11.6	KFMQ(F)+ao	17.3	1.9
KLMS+g	2.7	11.2	KLMS+g	16.7	1.9
KECK+mc	2.4	9.9	WOW+ac	11.1	1.5
KLIN-FM+a	2.2	9.1	KLIN+ac	12.2	1.8

### 102. Canton

WHBC+m	10.7	18.6	WHBC+m	65.0	2.0
WHBC- FM+st	6.9	12.7	WHBC- FM+st	36.8	2.2
WMMS (F)+ao	5.0	9.2	WOOS (F)+ac	38.7	1.9
WOOS (F)+ac	4.9	9.0	WGAR+ac	21.6	1.6
WGAR+ac	2.8	5.1	WMMS (F)+ao	27.5	2.2

### 103. Peoria

WKZW(F)+r	6.5	15.3	WMBD+ac	40.6	1.7
WSWT(F)+e	6.4	15.1	WKZW(F)+r	40.5	1.9
WMBD+ac	5.9	13.9	WIRL+ac	27.5	1.5
WXCL+cw	5.5	12.9	WSWT(F)+a	37.5	2.0
WIRL+ac	3.5	8.2	WXCL+cw	32.5	2.0

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## Leading radio stations, combined drivetimes, metro area, top 100 measured markets

Top 10 stations in top 10 markets, top five stations in the remaining markets, ranked by average quarter hour and cume, 6-10 a.m. and 3-7 p.m., Monday-through-Friday, for women and men 18-plus.

### Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr.	Cume	Aug. qtr. hr.	Cume

#### 1. New York

WCBS+n	WINS+n	WCBS+n	WINS+n
WOR+l	WCBS+n	WINS+n	WCBS+n
WBSL(F)+a	WABC+ac	WBSL(F)+e	WABC+ac
WINS+n	WOR+l	WNBC+r	WNBC+r
WKTU(F)+d	WNBC+r	WKTU(F)+d	WBSL(F)+e
WRFM(F)+a	WBSL(F)+e	WOR+l	WOR+l
WABC+ac	WKTU(F)+d	WRFM(F)+a	WKTU(F)+d
WNBC+r	WRFM(F)+a	WABC+ac	WCBS-FM+g
WNEW+st	WPAT-FM+a	WNEW+st	WRFM(F)+a
WMCA+l	WCBS-FM+g	WMCA+l	WPAT-FM+a

#### 2. Los Angeles

KABC+l	KABC+l	KNX+n	KFWB+n
KBIG(F)+a	KFWB+n	KABC+l	KNX+n
KNX+n	KNX+n	KFWB+n	KABC+l
KFWB+n	KBIG(F)+a	KBIG(F)+a	KLAC+cw
KJOL(F)+a	KJOL(F)+a	KMET(F)+ao	KMET(F)+ao
KLAC+cw	KFI+ac	KLAC+cw	KBIG(F)+a
KRTH(F)+ac	KRTH(F)+ac	KFI+ac	KFI+ac
KMPC+ac	KRLA+ac	KNX-FM+ao	KRTH(F)+ac
KFI+ac	KLAC+cw	KMPC+ac	KLAC+cw
KNX-FM+ao	KHJ+r	KRTH(F)+ac	KNX-FM+ao

#### 3. Chicago

WGN+v	WGN+v	WGN+v	WGN+v
WLOO(F)+a	WLS+r	WBBM+n	WBBM+n
WBBM+n	WBBM+n	WLS+r	WLS+r
WLS+r	WLOO(F)+a	WMAQ+mc	WMAQ+mc
WMAQ+mc	WMAQ+mc	WLOO(F)+a	WLOO(F)+a
WIND+l	WLAK(F)+a	WLUP(F)+ao	WLUP(F)+ao
WLAK(F)+a	WIND+l	WIND+l	WIND+l
WFYR (F)+ac	WKQX (F)+ao	WLAK(F)+a	WLAK(F)+a
WJEZ (F)+mc	WFYR (F)+ac	WFYR(F)+ac	WKQX (F)+ao
WCLR (F)+ac	WCLR (F)+ac	WBMX(F)+e	WFYR (F)+ac

### Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr.	Cume	Aug. qtr. hr.	Cume

#### 4. San Francisco

KGO+l	KGO+l	KCBS+n	KCBS+n
KCBS+n	KCBS+n	KGO+l	KGO+l
KFOG(F)+a	KFRC+r	KNBR+m	KNBR+m
KNBR+m	KNBR+m	KSFO+ac	KFRC+r
KFRC+r	KFOG(F)+a	KNEW+mc	KNEW+mc
KYUU(F)+g	KYUU(F)+g	KFRC+r	KFOG(F)+a
KSFO+ac	KIOI(F)+ac	KYUU(F)+g	KSFO+ac
KABL-FM+a	KABL+a	KABL+a	KABL+a
KSOL(F)+e	KABL-FM+a	KMEL(F)+ac	KSFJ(F)+d
KIOI(F)+ac	KSFO+ac	KFOG(F)+a	KYUU(F)+g

#### 5. Detroit

WJR+ac	WJR+ac	WJR+ac	WJR+ac
WMJC (F)+ac	CKLW+ac	WRIF(F)+ao	WWJ+n
WCZY- FM+a	WCZY-FM+a	WWJ+n	WRIF(F)+ao
CKLW+ac	WNIC-FM+r	CKLW+ac	CKLW+ac
WWJ+n	WMJC(F)+ac	WCXI+cw	WABX (F)+ao
WOMC (F)+ac	WJR-FM+a	WCZY-FM+a	WNIC-FM+r
WCXI+cw	WWJ+n	WNIC-FM+r	WCZY-FM+a
WNIC-FM+r	WRIF(F)+ao	WJR-FM+a	WWWW (F)+ao
WJR-FM+a	WOMC(F)+ac	WOMC(F)+ac	WJR-FM+a
WRIF(F)+ao	WWJ-FM+a	WABX(F)+ao	WCXI+cw

The question of format definition is not a minor one, since format naming is a prerogative stations have assumed over the years, a prerogative handled with no small amount of imagination by station management.



## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume
WMAL+ac	WMAL+ac	WMAL+ac	WMAL+ac
WPGC (A/F+g)	WPGC (A/F+g)	WPGC (A/F+g)	WTOP+n
WASH (F)+ac	WRQX(F)+r	WTOP+n	WRQX(F)+r
WKYS (F)+d	WKYS(F)+d	WAVA(F)+ao	WPGC (A/F+g)
WGAY (A/F)+a	WGAY (A/F)+a	WASH(F)+ac	WKYS(F)+d
WGAY-FM+a	WASH(F)+ac	WGAY (A/F)+a	WRC+l
WRQX(F)+r	WTOP+n	WRC+l	WASH (F)+ac
WTOP+n	WGAY-FM+a	WRQX(F)+r	WGAY (A/F)+a
WRC+l	WRC+l	WJMD(F)+a	WAVA (F)+ao
WMZQ (F)+mc	WQOK(F)+e	WKYS(F)+d	WDDC-FM+ao

## 7. Philadelphia

KYW+n	KYW+n	KYW+n	KYW+n
WIP+ac	WIP+ac	WIP+ac	WCAU+n
WMGK (F)+ac	WMGK (F)+ac	WWSH (F)+a	WIP+ac
WWSH (F)+a	WFIL+ac	WMMR (F)+ac	WMGK (F)+ac
WFIL+ac	WDVR(F)+a	WFIL+ac	WMMR (F)+ac
WDVR(F)+a	WWSH(F)+a	WCAU+n	WFIL+ac
WUSL (F)+ac	WCAU+n	WUSL(F)+ac	WWSH(F)+a
WDAS-FM+a	WDAS-FM+a	WMGK(F)+ac	WDVR(F)+a
WCAU+n	WCAU-FM+d	WSNI(F)+m	WIOQ(F)+p
WWDB(F)+l	WMMR(F)+ac	WWDB(F)+l	WYSP(F)+p

## 8. Boston

WHDH+ac	WBZ+ac	WBZ+ac	WBZ+ac
WBZ+ac	WHDH+ac	WEEI+n	WEEI+n
WEEI+n	WEEI+n	WHDH+ac	WHDH+ac
WJIB(F)+a	WJIB(F)+a	WBCN(F)+ao	WJIB(F)+a
WVBF(F)+r	WRKO+r	WITS+l	WBCN (F)+ao
WRKO+r	WVBF(F)+r	WJIB(F)+a	WITS+l
WROR (F)+ac	WROR(F)+ac	WCOZ(F)+ao	WEEI-FM+ac
WXKS-FM+d	WXKS-FM+d	WROR(F)+ac	WRKO+r
WEEI-FM+ac	WEEI-FM+ac	WXKS-FM+d	WCOZ (F)+ao
WBCN (F)+ao	WHUE-FM+st	WRKO+r	WROR (F)+ac

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume
KVIL(A/F+M)	KVIL(A/F+M)	KRLD+n	KRLD+n
KRLD+n	KRLD+n	WBAP+cw	WBAP+cw
WBAP+cw	KSCS(F)+cw	KVIL(A/F+M)	KVIL(A/F+M)
KSCS (F)+cw	WBAP+cw	KSCS(F)+cw	KSCS(F)+cw
KOAX(F)+a	KOAX(F)+a	KZEWF(F)+ao	WFAA+n
KMEZ(F)+a	KMEZ(F)+a	KTXQ(F)+ao	KZEWF(F)+ao
KBOX+mc	KKDA-FM+e	KOAX(F)+a	KTXG(F)+ao
KKDA-FM+e	KBOX+mc	WFAA+n	KOAX(F)+a
KMGC (F)+sc	KMGC(F)+ac	KPLX(F)+st	KMEZ(F)+a
WFAA+n	WFAA+n	KMEZ(F)+a	KMGC(F)+sc

## 10. Houston

KIKK-FM+mc	KYND(F)+a	KIKK-FM+mc	KPRC+l
KRLY (F)+ac	KIKK-FM+mc	KPRC+l	KIKK-FM+mc
KYND(F)+a	KRLY(F)+ac	KYND(F)+a	KYND(F)+a
KTRH+l	KODA(F)+a	KRLY(F)+ac	KTRH+l
KPRC+l	KAUM(F)+r	KILT-FM p	KILT-FM+p
KMJA(F)+e	KPRC+l	KULF+ac	KRLY(F)+ac
KODA(F)+a	KIRH+l	KLOL(F)+p	KLOL(F)+p
KAUM(F)+r	KRBE(F)+r	KTRH+l	KULF+ac
KILT+r	KILT+r	KMJO(F)+e	KILT+r
KRBE(F)+r	KMJO(F)+e	KILT+r	KAUM(F)+r

## 11. St. Louis

KMOX+v	KMOX+v	KMOX+v	KMOX+v
WRTH+a	KXOK+r	KSHE(F)+ao	WWWK+KWK+r
KEZX(F)+a	WRTH+a	WWWK+KWK+r	WWWK(F)+r
KXOK+r	KEZX(F)+a	WIL-FM+mc	WIL-FM+mc
WIL-FM+mc	WWWK+KWK+r	WRTH+a	KSHE(F)+ao

## 12. Atlanta

WSB+ac	WSB+ac	WSB+ac	WSB+ac
WZGC(F)+r	WZGC(F)+r	WQXI-FM+r	WQXI-FM+r
WVEE(F)+d	WPCH(F)+a	WKLS-FM+ao	WPLO+mc
WQXI-FM+r	WQXI-FM+r	WVEE(F)+d	WZGC(F)+r
WPCH(F)+a	WVEE(F)+d	WPLO+mc	WVEE(F)+d

## 13. Minneapolis-St. Paul

WCCO+ac	WCCO+ac	WCCO+ac	WCCO+ac
KSTP-FM+ac	KSTP-FM+ac	KQRS(A/F)+ao	WDGY+mc
WDGY+mc	WDGY+mc	WDGY+mc	KQRS (A/F)+ao
WAYL-FM+a	KSTP+ac	KSTP-FM+ac	KSTP-FM+ac
WCCO-FM+ac	WAYL-FM+a	WWTC+ac	KSTP+ac

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume
WGAL(F)+a	WGAL(F)+a	WMMS(F)+ao	WERE+n
WQOK(F)+a	WQOK(F)+a	WHK+mc	WMMS (F)+ao
WERE+n	WERE+n	WGAL(F)+a	WQOK(F)+a
WHK+mc	WHK+mc	WGAR+ac	WGAL(F)+a
WJW+ac	WZZP(F)+ac	WQOK(F)+a	WHK+mc

## 15. Seattle-Everett

KOMO+st	KIRO+n	KIRO+n	KIRO+n
KIRO+n	KOMO+st	KOMO+st	KOMO+st
KSEA (F)+ac	KING+em	KSEA(F)+ac	KJR+r
KPLZ (F)+ac	KJR+r	KZAM(F)+ac	KVI+l
KVI+l	KSEA(F)+ac	KJR+r	KISW(F)+ao

## 16. Baltimore

WBAL+ac	WBAL+ac	WBAL+ac	WBAL+ac
WLIF(F)+a	WCMB+ac	WYYY(F)+ao	WFBR+ac
WCBM+ac	WLIF(F)+a	WLIF(F)+a	WCBM+ac
WPOC (F)+mc	WFBR+ac	WFBR+ac	WYYY(F)+ao
WFBR+ac	WCAO+r	WXYY(F)+r	WLIF(F)+a

## 17. Pittsburgh

KDKA+ac	KDKA+ac	KDKA+ac	KDKA+ac
WSHH(F)+a	WTAE+ac	WTAE+ac	WTAE+ac
WTAE+ac	WSHH(F)+a	KQV+n	KQV+n
KQV+n	KQV+n	WQVE(F)+ao	WQVE (F)+ao
WFFM(A/F)+ac	WXXX(F)+r	WSHH(F)+a	WSHH(F)+a

## 18. Denver-Boulder

KHOW+ac	KIMN+r	KOA+l	KOA+l
KIMN+r	KHOW+ac	KHOW+ac	KHOW+ac
KOA+l	KLIR(F)+a	KBPI(F)+ao	KBPI(F)+ao
KLZ+mc	KOA+l	KLZ+mc	KLIR(F)+a
KLIR(F)+a	KLZ+mc	KLIR(F)+a	KIMN+r

## 19. Miami

WQBA+s	WHYI(F)+r	WRHC+s	WINZ+n
WRHC+s	WQBA+s	WQBA+s	WHYI(F)+r
WHYI(F)+r	WINZ+n	WHYI(F)+r	WIOD+ac
WWWL (F)+sc	WRHC+s	WWOK+mc	WLYF(F)+a
WINZ+n	WIOD+ac	WINZ+n	WINZ-FM+ao

## 20. San Diego

KJOY(F)+a	KJOY(F)+a	KSDO+n	KSDO+n
KFMB+ac	KFMB+ac	KJOY(F)+a	KFMB+ac
KSDO+n	KOGO+m	KFMB+ac	KPRI(F)+ao
KOGO+m	KSDO+n	XTRA-FM+ao	KJOY(F)+a
KEZL(F)+a	XTRA+a	KGB-FM+ao	KGB-FM+ao



## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

### 21. Cincinnati

WLW+ac	WLW+ac	WLW+ac	WLW+ac
WKRC+ac	WKRC+ac	WCKY+ac	WEBN(F)+ao
WCKY+ac	WKRO(F)+r	WEBN(F)+ao	WKRC+ac
WKRO(F)+r	WCKY+ac	WKRC+ac	WCKY+ac
WEBN(F)+ao	WSAI+mc	WUBE-FM+mc	WKRO(F)+r

### 22. Indianapolis

WIBC+ac	WIBC+ac	WIBC+ac	WIBC+ac
WXTZ(F)+a	WXTZ(F)+a	WIRE+mc	WIRE+mc
WIRE+mc	WIRE+mc	WXTZ(F)+a	WXTZ(F)+a
WFMS(F)+cw	WNAP(F)+r	WTLC(F)+e	WNAP(F)+r
WNAP(F)+r	WNDE+ac	WFBO(F)+ao	WFMS(F)+cw

### 23. Milwaukee

WTMJ+ac	WTMJ+ac	WTMJ+ac	WTMJ+ac
WISN+ac	WISN+ac	WISN+ac	WISN+ac
WBCH(A/F)+mc	WEZW(F)+a	WBCH(A/F)+mc	WBCH(A/F)+mc
WEZW(F)+a	WBCH(A/F)+mc	WEZW(F)+a	WEZW(F)+a
WZUU(A/F)+r	WZUU(A/F)+r	WLPX(F)+ao	WLPX(F)+ao

### 24. Kansas City

WDAF+mc	WDAF+mc	WDAF+mc	WDAF+mc
KMBR(F)+a	WHB+ac	KMBZ+ac	KMBZ+ac
WHB+ac	KMBZ+ac	KYYS(F)+ao	KYYS(F)+ao
KMBZ+ac	KMBR(F)+a	WHB+ac	KCMO+ac
KUDL(F)+d	KCMO+ac	KMBR(F)+a	WHB+ac

### 25. Portland

KGW+ac	KGW+ac	KGW+ac	KGW+ac
KEX+ac	KEX+ac	KGON(F)+ao	KEX+ac
KXL-FM+a	KXL-FM+a	KEX+ac	KWJJ+mc
KKEY+e	KWJJ+mc	KWJJ+mc	KYXI+n
KWJJ+mc	KUPL-FM+a	KUPL-FM+a	KGON(F)+ao

### 26. Phoenix

KNIX(A/F)+cw	KNIX(A/F)+cw	KTAR+n	KTAR+n
KOY+ac	KOY+ac	KNIX(A/F)+cw	KOY+ac
KTAR+n	KTAR+n	KOY+ac	KNIX(A/F)+cw
KOYT(F)+a	KMEO-FM+a	KDKB(F)+ao	KDKB(F)+ao
KMEO-FM+a	KOYT(F)+a	KOYT(F)+a	KOYT(F)+a

### 27. San Antonio

KCOR+e	KTSA+ac	KTSA+ac	KTSA+ac
KOXT(F)+a	KOXT(F)+a	WOAI+t	WOAI+t
KKYX+mc	WOAI+t	KKYX+mc	KKYX+mc
KTSA+ac	KKYX+mc	KCOR+e	KTFM(F)+r
WOAI+t	KTFM(F)+r	KOXT(F)+a	KOXT(F)+a

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

### 28. Columbus

WTVN+ac	WTVN+ac	WLVO(F)+ao	WTVN+ac
WBNS-FM+a	WCOL+ac	WTVN+ac	WLVO(F)+ao
WNCI(F)+r	WNCI(F)+r	WNCI(F)+r	WBNS+a
WCOL+ac	WBNS-FM+a	WBNS+a	WNCI(F)+r
WMNI+mc	WBNS+a	WBNS-FM+a	WCOL+ac

### 29. Buffalo

WBEN+ac	WKBW+r	WBEN+ac	WBEN+ac
WJYE(F)+a	WBEN+ac	WJYE(F)+a	WKBW+r
WKBW+e	WJYE(F)+a	WGR+ac	WGR+ac
WGR+ac	WGR+ac	WKBW+r	WJYE(F)+a
WBEN-FM+r	WBEN-FM+r	WBEN-FM+r	WBEN-FM+r

### 30. New Orleans

WBYU(F)+a	WTIX+r	WWL+ac	WTIX+r
WTIX+r	WBYU(F)+a	WGSO+t	WWL+ac
WSMB+ac	WEZB(F)+ac	WTIX+r	WBYU(F)+a
WEZB(F)+ac	WQUE(F)+r	WBYU(F)+a	WGSO+t
WGSO+t	WGSO+t	WYLD-FM+e	WEZB(F)+ac

### 31. Tampa-St. Pete

WWBA-FM+a	WWBA-FM+a	WWBA-FM+a	WSUN+mc
WSUN+mc	WSUN+mc	WSUN+mc	WWBA-FM+a
WFLA-FM+a	WFLA+ac	WQXM(F)+ao	WFLA+ac
WJYW(F)+a	WLCY+r	WQYK(F)+mc	WRBQ(F)+r
WFLA+ac	WRBQ(F)+r	WFLA-FM+a	WJYW(F)+a

### 32. San Jose

KGO+t	KGO+t	KGO+t	KCBS+n
KLOK+ac	KLOK+ac	KCBS+n	KGO+t
KCBS+n	KBAY(F)+a	KEZR(F)+ac	KOME(F)+ao
KBAY(F)+a	KARA(F)+ac	KEEN+mc	KNBR+m
KYUU(F)+g	KCBS+n	KNBR+m	KEZR(F)+ac

### 33. Nashville-Davids

WZEZ(F)+a	WSIX-FM+mc	WSM+cw	WSM+cw
WSIX-FM+mc	WSM+cw	WVOL+e	WLAC+ac
WVOL+e	WZEZ(F)+a	WLAC+ac	WZEZ(F)+a
WSM+cw	WLAC+ac	WSIX-FM+mc	WSIX-FM+mc
WBYQ(F)+r	WSM-FM+sc	WZEZ(F)+a	WKDF(F)+ao

### 34. Salt Lake City

KSL+ac	KSL+ac	KALL+m	KALL+m
KALL+m	KLUB+a	KCPX-FM+ao	KSL+ac
KLUB+a	KALL+m	KSL+ac	KLUB+a
KALL-FM+ac	KCPX+r	KLUB+a	KCPX-FM+ao
KSFI(F)+a	KSFI(F)+a	KRGD+mc	KCPX+r

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

### 35. Memphis

WEZ(F)+a	WEZ(F)+a	WMC+r	WMC+r
WMC+r	WDIA+e	WHRK(F)+r	WHRK(F)+r
WMC-FM+r	WMC+r	WZXR(F)+ao	WEZ(F)+a
WDIA+e	WMC-FM+r	WMC-FM+r	WMC-FM+r
WHRK(F)+r	WHRK(F)+r	WEZ(F)+a	WREC+m

### 36. Charlotte-Gastonia

WBT+ac	WBT+ac	WBT+ac	WBT+ac
WAYS+r	WAYS+r	WSOC-FM+mc	WSOC-FM+mc
WSOC-FM+mc	WSOC-FM+mc	WSOC+n	WAYS+r
WEZC(F)+a	WEZC(F)+a	WAYS+r	WSOC+n
WGIV+e	WGIV+e	WROO(F)+ao	WROO(F)+ao

### 37. Oklahoma City

KTKO+ac	KKNG(F)+a	KTKO+ac	KTKO+ac
KKNG(F)+a	KTKO+ac	KEBC(F)+mc	KEBC(F)+mc
KEBC(F)+mc	WKY+r	KKNG(F)+a	KKNG(F)+a
WKY+r	KEBC(F)+mc	WKY+r	WKY+r
KLTE(F)+ac	KOMA+r	KATT-FM+ao	KATT-FM+ao

### 38. Louisville

WAKY+ac	WHAS+ac	WHAS+ac	WHAS+ac
WHAS+ac	WAVE+ac	WAKY+ac	WKJJ(A/F)+r
WAVE+ac	WAKY+ac	WVEZ(F)+a	WAVE+ac
WVEZ(F)+a	WKJJ(A/F)+r	WAMZ(F)+mc	WAKY+ac
WKJJ(A/F)+r	WVEZ(F)+a	WKJJ(A/F)+r	WVEZ(F)+a

### 39. Birmingham

WSGN+ac	WSGN+ac	WSGN+ac	WSGN+ac
WENN-FM+d	WENN-FM+d	WENN-FM+d	WERC+ac
WKXX(F)+ao	WERC+ac	WERC+ac	WYDE+cw
WDJC(F)+re	WKXX(F)+ao	WAPI-FM+a	WENN-FM+d
WERC+ac	WAPI-FM+a	WYDE+cw	WKXX(F)+ao

### 40. Dayton

WHIO-FM+a	WHIO-FM+a	WHIO-FM+a	WHIO+ac
WHIO+ac	WHIO+ac	WHIO+ac	WHIO-FM+a
WONE+mc	WONE+mc	WTUE(F)+ao	WONE+mc
WING+r	WING+r	WONE+mc	WTUE(F)+ao
WTUE(F)+ao	WTUE(F)+ao	WVUD(F)+ao	WING+r

### 41. Nassau-Suffolk

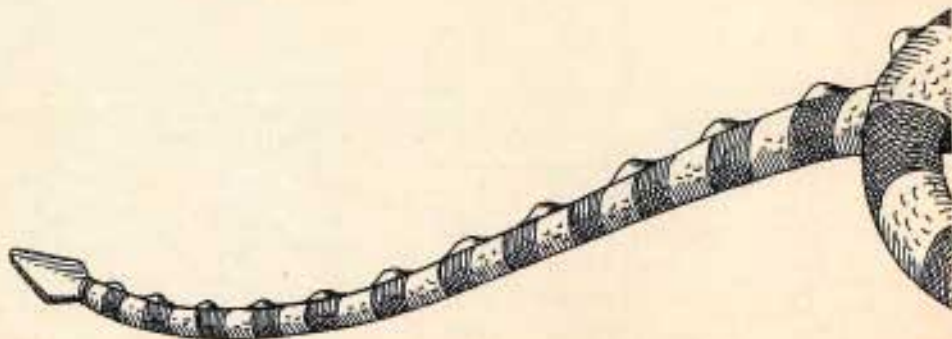
WCBS+n	WNBC+r	WCBS+n	WCBS+n
WNBC+r	WCBS+n	WNBC+r	WNBC+r
WRFM(F)+a	WINS+n	WINS+n	WINS+n
WOR+t	WABC+ac	WCBS-FM+g	WABC+ac
WINS+n	WOR+t	WRFM(F)+a	WCBS-FM+g



**THE ARBITRON GUIDE**  
**TO THE BEASTS OF THE**  
**RATINGS JUNGLE**

**THE UNLISTED LEAPING LIZARDS**

ONE OF A SERIES





**DESCRIPTION:** Those households whose phone numbers can not be obtained using phone directories. Includes those households that choose to have their phone number unlisted and those that have recently moved or changed numbers since the directory was published.

In some markets these households can account for up to 50% of all working numbers.

**HABITS:** Generally younger, more mobile and includes both upper and lower income households. Can also include a number of minorities.

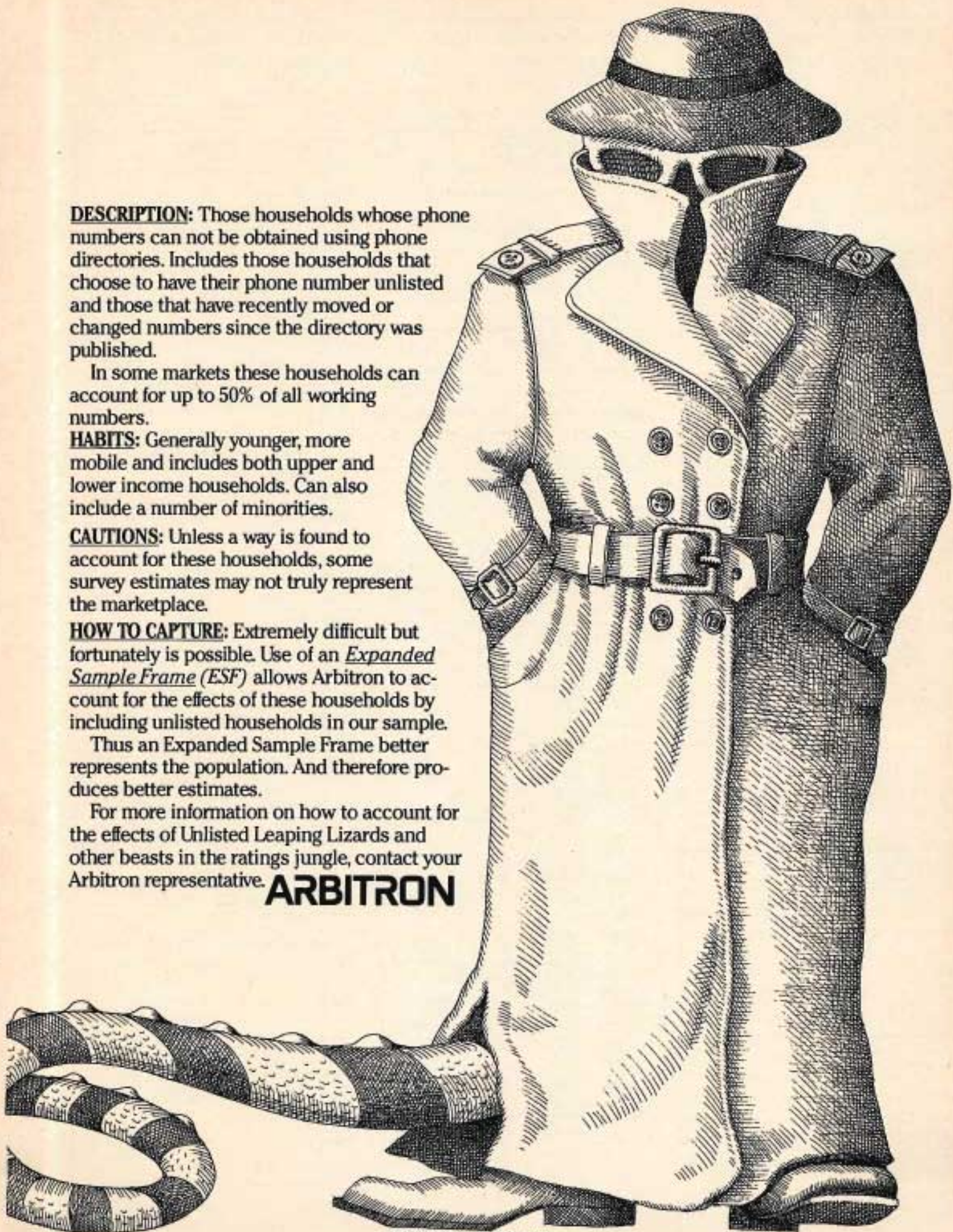
**CAUTIONS:** Unless a way is found to account for these households, some survey estimates may not truly represent the marketplace.

**HOW TO CAPTURE:** Extremely difficult but fortunately is possible. Use of an *Expanded Sample Frame (ESF)* allows Arbitron to account for the effects of these households by including unlisted households in our sample.

Thus an Expanded Sample Frame better represents the population. And therefore produces better estimates.

For more information on how to account for the effects of Unlisted Leaping Lizards and other beasts in the ratings jungle, contact your Arbitron representative.

**ARBITRON**





## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 42. Greensboro-W.S.-H.P.

WTQR (F)+mc	WSJS+v	WTQR(F)+mc	WTQR (F)+mc
WGLD(F)+a	WTQR(F)+mc	WSJS+v	WSJS+v
WSJS+v	WGLD(F)+a	WKZL(F)+ao	WGLD(F)+a
WRQK (F)+ac	WRQK(F)+ac	WGLD(F)+a	WKZL(F)+ao
WSEZ(F)+a	WKZL(F)+ao	WRQK(F)+ac	WRQK (F)+ac

### 43. Hartford-New Brtn

WTIC+ac	WTIC+ac	WTIC+ac	WTIC+ac
WRCH(F)+a	WRCH(F)+a	WRCH(F)+a	WPOP+n
WTIC-FM+r	WTIC-FM+r	WPOP+n	WRCH(F)+a
WKSS(F)+a	WDRC+r	WTIC-FM+r	WCCC-FM+ao
WDRC+r	WKSS(F)+a	WHCN(F)+ao	WTIC-FM+r

### 44. Sacramento

KEWT (F)+a	KEWT(F)+a	KZAP(F)+ao	KGNR+l
KGNR+l	KGNR+l	KGNR+l	KZAP(F)+ao
KRAK+cw	KSPM(F)+r	KEWT(F)+a	KFBK+n
KZAP (F)+ao	KRAK+cw	KRAK+cw	KEWT(F)+a
KXDA-FM+ac	KROY+r	KFBK+n	KRAK+cw

### 45. Ft. Lauderdale-H'wood

WLYF(F)+a	WLYF(F)+a	WINZ+n	WINZ+n
WKOS(F)+a	WHY(F)+r	WLYF(F)+a	WLYF(F)+a
WHY(F)+r	WKOS(F)+a	WAXY(F)+ac	WHY(F)+r
WNWS+n	WNWS+n	WSHE(F)+ao	WNWS+n
WAXY (F)+ac	WAXY (F)+ac	WNWS+n	WKOS (F)+a

### 47. Rochester

WHAM+v	WHAM+v	WHAM+v	WHAM+v
WEZO(F)+a	WEZO(F)+a	WEZO(F)+a	WEZO(F)+a
WBBF+r	WBBF+r	WNJQ(F)+ao	WBBF+r
WVOR (F)+ac	WVOR (F)+ac	WBBF+r	WNJQ (F)+ao
WHFM (F)+r	WHFM (F)+r	WVOR(F)+ac	WVOR (F)+ac

### 48. Toledo

WSPD+ac	WSPD+ac	WIOT(F)+ao	WIOT(F)+ao
WLOR(F)+a	WOHO+ac	WSPD+ac	WSPD+ac
WOHO+ac	WLOR(F)+a	WTOD+mc	WLOR(F)+a
WTOD+mc	WNHE(F)+r	WNHE(F)+r	WNHE(F)+r
WNHE(F)+r	WIOT(F)+ao	WLOR(F)+a	WJR+ac

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## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 49. Grand Rapids

WOOD+ac	WOOD-FM+a	WOOD+ac	WOOD+ac
WOOD-FM+a	WOOD+ac	WOOD-FM+a	WOOD-FM+a
WGRD(A/F)+r	WGRD(A/F)+r	WCUZ+mc	WLAV-FM+ao
WZZR(F)+r	WCUZ+mc	WLAV-FM+ao	WGRD(A/F)+r
WJFM (F)+ac	WJFM (F)+ac	WJFM (F)+ac	WCUZ+mc

### 50. Richmond

WRVA+ac	WRVA+ac	WRVA+ac	WRVA+ac
WRVQ(F)+r	WRVQ(F)+r	WRVQ(F)+r	WRVQ(F)+r
WEZS(F)+a	WLEE+ac	WRXL(F)+ao	WRXL(F)+ao
WLEE+ac	WEZS(F)+a	WEZS(F)+a	WEZS(F)+a
WRNL+ac	WRNL+ac	WLEE+ac	WLEE+ac

### 51. Provdnc-Warw-Paw

WLKW-FM+a	WPRO+r	WEAN+n	WEAN+n
WPRO+r	WLKW-FM+a	WLKW-FM+a	WPRO+r
WEAN+n	WPJB(F)+r	WPRO+r	WLKW-FM+a
WPJB(F)+r	WPRO-FM+r	WPJB(F)+r	WJAR+ac
WHJY(F)+a	WEAN+n	WJAR+ac	WPJB(F)+r

### 52. Honolulu

KSSK+ac	KSSK+ac	KSSK+ac	KSSK+ac
KUMU(A/F)+a	KUMU(A/F)+a	KHVV+n	KHVV+n
KIKI+r	KIKI+r	KUMU(A/F)+a	KIKI+r
KORL+r	KKUA+r	KIKI+r	KORL+r
KIOE+ac	KORL+r	KKUA+r	KPIG(F)+m

### 54. Orlando

WDBO-FM+a	WDBO+ac	WDBO-FM+a	WKIS+ac
WDBO+ac	WDBO-FM+a	WHOO-FM+a	WDBO-FM+a
WHOO+cw	WKIS+ac	WKIS+ac	WHOO-FM+a
WHOO-FM+a	WBJW(F)+r	WHLY(F)+ac	WDBO+ac
WHLY (F)+ac	WHOO-FM+a	WHOO+cw	WHLY(F)+ac

### 55. Albany-Schenct-Try

WGY+ac	WGY+ac	WGY+ac	WGY+ac
WROW+a	WTRY+r	WROW+a	WROW+a
WROW-FM+a	WROW+a	WFLY(F)+r	WTRY+r
WTRY+r	WROW-FM+a	WQBK+l	WFLY(F)+r
WHSB(F)+a	WPTR+ac	WQBK-FM+ao	WPTR+ac

### 56. Wichita

KEDI+mc	KFH+mc	KFH+mc	KFDI+mc
KFH+mc	KFDI+mc	KFDI+mc	KFH+mc
KBRA(F)+a	KBRA(F)+a	KAKZ+ac	KAKZ+ac
KARD (F)+ac	KEYN-FM+r	KFDI-FM+mc	KFDI-FM+mc
KAKZ+ac	KARD(F)+ac	KICT(F)+ao	KICT(F)+ao

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 57. Raleigh-Durham

WPTF+ac	WPTF+ac	WPTF+ac	WPTF+ac
WRAL (F)+ac	WRAL (F)+ac	WQDR(F)+ao	WRAL(F)+ac
WYYD (F)+a	WYYD(F)+a	WRAL(F)+ac	WQDR (F)+ao
KWIX+r	WKIX+r	WKIX+r	WKIX+r
WDUR+e	WDUR+e	WDUR+e	WDNC+ac

### 58. Fresno

KMJ+ac	KMJ+ac	KMJ+ac	KMJ+ac
KKNU(F)+a	KKNU(F)+a	KFRE+ac	KYNO+r
KJOY(F)+r	KMAK+mc	KKNU(F)+a	KFRE+ac
KYNO-FM+ao	KYNO-FM+ao	KFYE(F)+r	KMAK+mc
KMAK+mc	KYNO+r	KKDJ(F)+ac	KFYE(F)+r

### 59. Tulsa

KRMG+ac	KRMG+ac	KVOO+cw	KRMG+ac
KVOO+cw	KVOO+cw	KRMG+ac	KVOO+cw
KBEZ(F)+a	KBEZ(F)+a	KMOD(F)+r	KRAY(F)+ac
KRAY (F)+ac	KRAY (F)+ac	KRAY (F)+ac	KBEZ(F)+a
KELI+r	KELI+r	KBEZ(F)+a	KMOD(F)+r

### 60. Rvrsde-San Brdno

KNX+n	KNX+n	KNX+n	KNX+n
KBON(F)+a	KBIG(F)+a	KMPC+ac	KBIG(F)+a
KCAL+a	KRTH(F)+ac	KRTH(F)+ac	KMET(F)+ao
KMEN+g	KMET(F)+ao	KMEN+g	KFWB+n
KDIG+mc	KDIG+mc	KDIG+mc	KRTH(F)+ac

Album-oriented rock, fourth most popular format, racked up an audience share of 9.3

### 62. Jacksonville

WQIK+ WROS+mc	WQIK+ WROS+mc	WQIK+ WROS+mc	WVY (F)+r
WKTZ-FM+a	WKTZ-FM+a	WIVY(F)+r	WAPE+r
WQIK (F)+mc	WAPE+r	WKTZ-FM+a	WQIK+ WROS+mc
WPDQ+e	WQIK (F)+mc	WQIK (F)+mc	WKTZ-FM+a
WIVY(F)+r	WIVY(F)+r	WAPE+r	WQIK (F)+mc

### 63. Omaha

KFAB+ac	KFAB+ac	KFAB+ac	KFAB+ac
WOW+ac	WOW+ac	WOW+ac	WOW+ac
KESY(F)+a	KGOR(F)+r	KEZO(F)+ao	KEZO(F)+ao
KGOR(F)+r	KOIL+r	KESY(F)+a	KESY(F)+a
KOIL+r	KESY(F)+a	KYNN+mc	KGOR(F)+r



## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 64. Greenville-Spartanburg

WESC (A/F)+mc	WFBC-FM+ac	WESC (A/F)+mc	WFBC-FM+ac
WSPA-FM+a	WSPA+a	WFBC-FM+ac	WESC(A/F)+mc
WFBC-FM+ac	WESC (A/F)+mc	WGXL(F)+m	WSPA-FM+a
WSPA+ac	WFBC+ac	WANS(F)	WFBC+ac
WGXL(F)+m	WSPA+ac	WSPA-FM+a	WQOK+g

### 65. Des Moines

WHO+cw	WHO+cw	WHO+cw	WHO+cw
KRNT+ac	KRNT+ac	KSO+mc	KSO+mc
KSO+mc	KIOA+ac	KRNT+ac	KRNT+ac
KLYF(F)+a	KSO+mc	KLYF(F)+a	KIOA+ac
KRNQ(F)+r	KLYF(F)+a	KGGO(F)+a	KGGO(F)+a

### 66. Las Vegas

KORK-FM+a	KORK+ac	KORK+ac	KORK+ac
KMJJ+ac	KXTZ(F)+a	KVEG+mc	KMJJ+ac
KORK+ac	KMJJ+ac	KMJJ+ac	KVEG+mc
KXTZ(F)+a	KORK-FM+a	KFMS(F)+a	KORK-FM+a
KVEG+mc	KVEG+mc	KORK-FM+a	KLUC(F)+r

### 67. Akron

WAKR+ac	WAKR+ac	WAKR+ac	WAKR+ac
WMMS (F)+a	WMMS (F)+a	WMMS (F)+a	WMMS (F)+a
WAEZ (F)+a	WGAR+ac	WSLR+mc	WSLR+mc
WGAR+ac	WAEZ (F)+a	WGAR+ac	WGAR+ac
WZZP (F)+ac	WZZP (F)+ac	WAEZ (F)+a	WHLO+1

### 68. Northeast Penna

WARM+ac	WARM+ac	WARM+ac	WARM+ac
WGBI-FM+cw	WGBI-FM+cw	WGBI-FM+cw	WBRE(A/F)+n
WILK+g	WILK+g	WYZZ (F)+st	WGBI-FM+cw
WNAK+st	WNAK+st	WBRE(A/F)+n	WNAK+st
WBRE(A/F)+n	WBRE(A/F)+n	WILK+g	WILK+g

### 69. Syracuse

WSYR+ac	WSYR+ac	WSYR+ac	WSYR+ac
WHEN+m	WHEN+m	WHEN+m	WHEN+m
WNDR+g	WNDR+g	WNTQ(F)+a	WSYR-FM+ac
WNTQ(F)+a	WFBL+ac	WSYR-FM+ac	WNDR+g
WEZQ(F)+a	WNTQ(F)+a	WNDR+g	WNTQ(F)+a

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 70. Little Rock

KLRA+mc	KLRA+mc	KSSN(F)+mc	KLRA+mc
KARN+a	KAAY+r	KLRA+mc	KSSN(F)+mc
KSSN(F)+mc	KARN+a	KARN+a	KLAZ(F)+ac
KOKY+d	KSSN(F)+mc	KLAZ(F)+ac	KARN+a
KLAZ(F)+ac	KLAZ(F)+ac	KLPO(F)+r	KAAY+r

### 71. Fort Wayne

WOWO+ac	WOWO+ac	WOWO+ac	WOWO+ac
WEZV(F)+ac	WEZV(F)+ac	WEZV(F)+ac	WEZV(F)+ac
WMEE(F)+r	WMEE(F)+r	WMEE(F)+r	WMEE(F)+r
WQHK+mc	WPTH(F)+r	WPTH(F)+r	WPTH(F)+r
WPTH(F)+r	WQHK+mc	WQHK+mc	WQHK+mc

### 72. Knoxville

WVX(A/F)+mc	WVX(A/F)+mc	WVX(A/F)+mc	WVX(A/F)+mc
WEZK(F)+a	WEZK(F)+a	WEZK(F)+a	WEZK(F)+a
WRJZ+r	WRJZ+r	WRJZ+r	WRJZ+r
WNOX+r	WNOX+r	WIMZ(F)+a	WNOX+r
WOKI(F)+r	WOKI(F)+r	WOKI(F)+r	WOKI(F)+r

### 73. Flint

WDFD+m	WDFD+m	WJR+ac	WJR+ac
WGMZ(F)+a	WTRX+g	WZZZ(F)+a	WDFD+m
WJR+ac	WGMZ(F)+a	WDFD+m	WWCK(F)+a
WTRX+g	WWCK(F)+a	WWCK(F)+a	WTRX+g
WFMK (F)+ac	WTAC+r	WKMF+mc	WGMZ(F)+a

### 74. Austin

KASE(F)+a	KHF(F)+d	KVET+mc	KHF(F)+d
KHF(F)+d	KASE(F)+a	KHF(F)+d	KVET+mc
KVET+mc	KOKE(A/F)+mc	KOKE(A/F)+mc	KOKE(A/F)+mc
KOKE(A/F)+mc	KCSW(F)+ac	KLBJ-FM+ac	KLBJ-FM+ac
KCSW (F)+ac	KVET+mc	KCSW(F)+ac	KCSW (F)+ac

### 75. Albuquerque

KOB+ac	KOB+ac	KOB+ac	KOB+ac
KKJY(F)+a	KKJY(F)+a	KKJY(F)+a	KKJY(F)+a
KRZY+cw	KRZY+cw	KOB-FM+ac	KRZY+cw
KABO+s	KABO+s	KZZX(F)+r	KQEO+r
KOB-FM+ac	KZZX(F)+r	KRZY+cw	KABO+s

### 76. Madison

WISO+mc	WISM-FM+ac	WTSO+mc	WIBA+st
WISM-FM+ac	WZEE (F)+sc	WIBA+st	WISO+mc
WIBA+st	WISM+ac	WMAD(F)+a	WISM+ac
WISM+ac	WIBA+st	WISM+ac	WISM-FM+ac
WLVE (F)+st	WTSO+mc	WISM-FM+ac	WMAD (F)+a

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 77. Anaheim-Grdn Grv

KBIG(F)+a	KBIG(F)+a	KMET(F)+a	KFWB+ac
KABC+1	KRTH(F)+ac	KABC+1	KNX+n
KRTH(F)+ac	KFI+ac	KBIG(F)+a	KLAC+cw
KLAC+cw	KABC+1	KLAC+cw	KMET(F)+a
KFI+ac	KFWB+ac	KNX+n	KABC+1

### 78. Shreveport

KEEL+m	KEEL+m	KWKH+mc	KWKH+mc
KWKH+mc	KWKH+mc	KRMD-FM+mc	KEEL+m
KOKA+e	KOKA+e	KEEL+m	KRMD-FM+mc
KRMD-FM+mc	KCOZ(F)+a	KOKA+e	KOKA+e
KCOZ(F)+a	KRMD-FM+mc	KCOZ(F)+a	KCOZ(F)+a

### 79. Baton Rouge

WYNK-FM+mc	WFMF(F)+ac	WFMF(F)+ac	WYNK-FM+mc
WFMF (F)+ac	WQXY(F)+a	WYNK-FM+mc	WFMF (F)+ac
WQXY(F)+a	WLCS+r	WJBO+ac	WJBO+ac
WLCS+r	WYNK-FM+mc	WAFB(F)+d	WAFB(F)+d
WJBO+ac	WJBO+ac	WQXY(F)+a	WXOK+e

### 80. West Palm Beach

WEAT-FM+ac	WEAT-FM+ac	WIRK-FM+mc	WEAT-FM+ac
WIRK-FM+mc	WIRK-FM+mc	WEAT-FM+ac	WIRK-FM+mc
WPBR+1	WRMF(F)+ac	WPBR+1	WJNO+ac
WPOM+d	WPBR+1	WPOM+d	WRMF (F)+ac
WHYI(F)+r	WHYI(F)+r	WJNO+ac	WEAT+mc

### 81. Alt'n-Beth-Easton

WLEV (F)+ac	WAEB+r	WQQQ(F)+a	WAEB+r
WQQQ (F)+a	WQQQ(F)+a	WXXW (F)+mc	KYW+n
WAEB+r	WLEV(F)+ac	WAEB+r	WXXW (F)+mc
WXXW (F)+mc	WFMZ(F)+a	KYW+n	WQQQ(F)+a
WEST+ac	WXXW(F)+mc	WFMZ(F)+a	WLEV(F)+ac

### 82. Spokane

KHQ+ac	KJRB+r	KGA+cw	KGA+cw
KEZE(F)+a	KHQ+ac	KHQ+ac	KHQ+ac
KXLY-FM+ac	KXLY-FM+ac	KHQ-FM+r	KHQ-FM+r
KJRB+r	KHQ-FM+r	KREM-FM+ac	KJRB+r
KHQ-FM+r	KEZE(F)+a	KSPO+n	KREM-FM+ac

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## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr.	Cume	Aug. qtr. hr.	Cume
<b>83. Columbia</b>			
WIS+ac	WIS+ac	WCOS-FM+cw	WIS+ac
WOIC+re	WOIC+re	WNOK(F)+r	WNOK(F)+r
WCOS-FM+cw	WNOK(F)+r	WIS+ac	WCOS-FM+cw
WNOK(F)+r	WCOS-FM+cw	WOIC+re	WOIC+re
WSCQ(F)+ac	WCOS+g	WSCQ(F)+ac	WZLD(F)+ao

## 84. Sprngfc-Chic-Holyk

WHYN+ac	WHYN+ac	WHYN-FM+st	WHYN+ac
WHYN-FM+st	WHYN-FM+st	WMAS+ac	WHYN-FM+st
WMAS+ac	WAQY(F)+r	WCCC(F)+ao	WMAS+ac
WMAS-FM+d	WMAS-FM+d	WHYN+ac	WCCC(F)+ao
WTIC+ac	WMAS+ac	WAQY(F)+r	WAGY(F)+r

## 85. Tucson

KCUB+mc	KCUB+mc	KCUB+mc	KCUB+mc
KAIR+a	KAIR+a	KWFM(F)+p	KTKT-FM+ao
KJYK(F)+a	KTKT+r	KJYK(F)+a	KWFM(F)+p
KXEW+s	KJYK(F)+a	KAIR+a	KJYK(F)+a
KTKT+r	KRQQ(F)+r	KTUC+n	KTUC+n

## 86. New Hvn-Wtbr-Mrdn

WELI+ac	WELI+ac	WELI+ac	WELI+ac
WKCI(F)+a	WKCI(F)+a	WKCI(F)+a	WNBC+r
WCBS+n	WNBC+r	WNBC+r	WCBS+n
WNBC+r	WCBS+n	WPLR(F)+ao	WKCI(F)+a
WAYZ+st	WAYZ+st	WCBS+n	WPLR(F)+ao

## 87. D'prt-R Isl-Moline

WHBF+mc	WHBF+mc	WHBF+mc	WHBF+mc
KSTT+g	KSTT+g	WOC+a	KSTT+g
WOC+a	WOC+a	KSTT+g	WOC+a
KIK(F)+g	WQUA+ac	KRVR(F)+a	WQUA+ac
KRVR(F)+a	KRVR(F)+a	WXLP(F)+ao	KRVR(F)+a

## 88. Lexington-Fayette

WVLX+ac	WVLX+ac	WVLX+ac	WVLX+ac
WLAP-FM+r	WLAP+ac	WKOO(F)+ao	WKOO(F)+ao
WLAP+ac	WVLX-FM+a	WVLX-FM+a	WLAP+ac
WVLX-FM+a	WLAP-FM+r	WLAP-FM+r	WVLX-FM+a
WKOO(F)+ao	WKOO(F)+ao	WLAP+ac	WTKC+mc(F)+ao

## 89. Bakersfield

KUZZ+cw	KUZZ+cw	KUZZ+cw	KUZZ+cw
KGFM(F)+a	KKXX(F)+ao	KKXX(F)+ao	KKXX(F)+ao
KKXX(F)+ao	KERN+r	KGAM+ac	KERN+r
KERN+r	KAFY+ac	KERN+r	KGAM+ac
KLYD(F)+m	KGFM(F)+a	KPMC+n	KAFY+ac

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## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr.	Cume	Aug. qtr. hr.	Cume
<b>90. Jackson, MS</b>			
WLSI+st	WLSI+st	WLSI+st	WLSI+st
WLIN(F)+st	WJDX+g	WJMI(F)+d	WJDX+g
WJMI(F)+d	WLIN(F)+st	WLIN(F)+st	WJMI(F)+d
WJDX+g	WJMI(F)+d	WJDX+g	WZZQ(F)+p
WTYX(F)+r	WTYX(F)+r	WTYX(F)+r	WLIN(F)+st

## 91. Lans'g-E. Lans'g

WFNK(F)+ac	WFMK(F)+ac	WLS-FM+ao	WFMK(F)+ac
WITL-FM+mc	WITL-FM+mc	WITL-FM+mc	WLS-FM+ao
WVIC(A)/F+m	WVIC(A)/F+m	WFMK(F)+ac	WVIC(A)/F+m
WJR+ac	WJM-FM+a	WJM-FM+a	WJR+ac
WLS-FM+ao	WJM+ac	WJR+ac	WITL-FM+mc

## 92. Mobile

WKSJ-FM+mc	WKRQ-FM+r	WKSJ-FM+mc	WKRQ-FM+r
WKRQ-FM+r	WKSJ-FM+mc	WKRQ+r	WKSJ-FM+mc
WKRQ+r	WABB-FM+r	WKRQ-FM+r	WKRQ+r
WLPR(F)+a	WKRQ+r	WABB-FM+r	WABB-FM+r
WBLX(F)+a	WBLX(F)+a	WBLX(F)+a	WBLX(F)+a

## 93. Evansville

WIKY-FM+m	WGBF+g	WIKY-FM+m	WIKY-FM+m
WGBF+g	WIKY-FM+m	WROZ+cw	WGBF+g
WROZ+cw	WKDQ(F)+ao	WGBF+g	WROZ+cw
WKDQ(F)+ao	WROZ+cw	WKDQ(F)+ao	WKDQ(F)+ao
WKKR+a	WIKY+ao	WHCC(F)+ac	WKKR+a

## 94. Harrisburg

WHP+g	WHP+g	WHP+g	WHP+g
WHP-FM+st	WHP-FM+st	WHP-FM+st	WHP-FM+st
WKBO+r	WKBO+r	WRHY(F)+ao	WOXA(F)+r
WHYL+mc	WOXA(F)+r	WOXA(F)+r	WSFM(F)+r
WQIN+m	WHYL+mc	WHYL+mc	WKBO+r

## 95. Anchorage

KFOD+g	KFOD+g	KFOD+g	KFOD+g
KHAR+a	KENI+r	KHAR+a	KHAR+a
KKLV(F)+ac	KKLV(F)+ac	KENI+r	KENI+r
KENI+r	KHAR+a	KANC+cw	KKLV(F)+ac
KYAK+mc	KBYR+d	KYAK+mc	KBYR+d

## 96. Eugene-Sprngfld

KUGN+m	KUGN+m	KUGN+m	KUGN+m
KPNW-FM+a	KPNW-FM+a	KZEL(F)+ao	KSND(F)+r
KPNW+m	KPNW+m	KEED+mc	KPNW+m
KEED+mc	KSND(F)+r	KPNW+m	KEED+mc
KSND(F)+r	KBDF+r	KPNW-FM+a	KZEL(F)+ao

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr.	Cume	Aug. qtr. hr.	Cume
<b>97. York</b>			
WSBA+re	WSBA+re	WSBA+re	WSBA+re
WSBA-FM+st	WSBA-FM+st	WOXA(F)+r	WOXA(F)+r
WNCE(F)+a	WYCR(F)+g	WYCR(F)+g	WYCR(F)+g
WOXA(F)+r	WNCE(F)+a	WSBA-FM+st	WSBA-FM+st
WNOW+cw	WOXA(F)+r	WHP+g	WNOW+cw

## 98. Johns Cty-Kngs-Br

WJCW+mc	WJCW+mc	WJCW+mc	WJCW+mc
WXBQ(F)+mc	WFHG+ac	WXBQ(F)+mc	WXBQ(F)+mc
WKPT-FM+a	WKPT-FM+a	WFHG+ac	WFHG+ac
WOUT(F)+ao	WXBQ(F)+mc	WKIN+r	WOUT(F)+ao
WFHG+ac	WOUT(F)+ao	WKPT-FM+a	WKPT-FM+a

## 99. Chattanooga

WDEF+m	WDEF+m	WDEF+m	WDEF+m
WDEF-FM+st	WDEF-FM+st	WSKZ(F)+r	WDEF-FM+st
WDOO+mc	WDOO+mc	WDOO+mc	WDOO+mc
WSKZ(F)+r	WSIM+ac	WDEF-FM+st	WSKZ(F)+r
WNCO+e	WSKZ(F)+r	WGOW+r	WGOW+r

## 100. Youngstown-Warren

WBBW+t	WKBN-FM+a	WBBW+t	WKBN+a
WKBN-FM+a	WHOT+r	WKBN-FM+a	WBBW+t
WKBN+a	WBBW+t	WKBN+a	WHOT+r
WHOT+r	WKBN+a	WHOT+r	WKBN-FM+a
WYFM(F)+ac	WYFM(F)+ac	WSRD(F)+ao	WSRD(F)+ao

## 101. Lincoln

KFOR+ac	KFOR+ac	KFOR+ac	KFOR+ac
KLMS+g	KLMS+g	KECK+mc	KFMD(F)+ao
KLIN+ac	KLIN+ac	KFMD(F)+ao	WOW+ac
KFMD(F)+ao	KFAB+ac	KLIN-FM+a	KLMS+g
KLIN-FM+a	WOW+ac	KLMS+g	KLIN+ac

## 102. Canton

WHBC+m	WHBC+m	WHBC+m	WHBC+m
WHBC-FM+st	WHBC-FM+st	WHBC-FM+st	WHBC-FM+st
WOOS(F)+ac	WOOS(F)+ac	WMMS(F)+ao	WGAR+ac
WGAR+ac	WGAR+ac	WLSR+mc	WMMS(F)+ao
WDJO(F)+st	WDJO(F)+st	WGAR+ac	WOOS(F)+ac

## 103. Peoria

WMBO+ac	WMBO+ac	WMBO+ac	WMBO+ac
WXCL+cw	WKZW(F)+r	WXCL+cw	WIRL+ac
WSWT(F)+a	WSWT(F)+a	WSWT(F)+a	WSWT(F)+a
WKZW(F)+r	WIRL+ac	WWCT(F)+ao	WXCL+cw
WIRL+ac	WXCL+cw	WIRL+ac	WKZW(F)+r



# Leading radio stations, midday, metro area, top 100 measured markets

Top 10 stations in top 10 markets, top five stations in the remaining markets, ranked by average quarter hour and cume, 10 a.m.-3 p.m., Monday-through-Friday, for women and men 18-plus.

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 1. New York

WBL(F)+a	WABC+a	WRFM(F)+a	WINS+n
WRFM(F)+a	WINS+n	WBL(F)+e	WCBS+n
WKTU(F)+d	WCBS+n	WKTU(F)+d	WABC+a
WOR+t	WOR+t	WCBS+n	WBL(F)+e
WCBS+n	WBL(F)+e	WINS+n	WKTU(F)+d
WPAT-FM+a	WKTU(F)+d	WPAT-FM+a	WMCA+t
WABC+a	WNBC+r	WNEW+st	WRFM(F)+a
WPAT+a	WRFM(F)+a	WABC+a	WPAT-FM+a
WINS+n	WPAT-FM+a	WCBS-FM+g	WNEW+st
WYNY (F)+ac	WPAT+a	WMCA+t	WCBS-FM+g

### 2. Los Angeles

KBIG(F)+a	KABC+t	KABC+t	KFWB+n
KABC+t	KBIG(F)+a	KBIG(F)+a	KABC+t
KJON(F)+a	KNX+n	KMET(F)+ao	KNX+n
KOST(F)+a	KFWB+n	KLAC+cw	KMET(F)+ao
KLAC+cw	KJON(F)+a	KRTH(F)+ac	KLAC+cw
KNX+n	KRLA+a	KNX+n	KBIG(F)+a
KRTH(F)+ac	KLAC+cw	KNX-FM+ao	KRLA+a
KRLA+a	KRTH(F)+ac	KRLA+a	KNX-FM+ao
KNX-FM+ao	KOST(F)+a	KJON(F)+a	KRTH(F)+ac
KFWB+n	KMPC+a	KFWB+n	KLOS(F)+r

### 3. Chicago

WLOO(F)+a	WGN+v	WGN+v	WGN+v
WGN+v	WLS+r	WBBM+n	WBBM+n
WLAK(F)+a	WLOO(F)+a	WLOO(F)+a	WMAQ+mc
WBBM+n	WBBM+n	WMAQ+mc	WLS+r
WMAQ+mc	WMAQ+mc	WLAK(F)+a	WLOO(F)+a
WFYR (F)+ac	WLAK(F)+a	WLS+r	WLUP(F)+ao
WLS+r	WIND+t	WIND+t	WIND+t
WCLR (F)+ac	WKQX(F)+ao	WLUP(F)+ao	WLAK(F)+a
WKQX (F)+ao	WFYR(F)+ac	WKQX(F)+ao	WKQX (F)+ao
WIND+t	WJEZ(F)+mc	WCLR(F)+ac	WGC(F)+d

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## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 4. San Francisco

KGO+t	KGO+t	KGO+t	KCBS+n
KFOG(F)+a	KCBS+n	KCBS+n	KGO+t
KABF-FM+a	KFOG(F)+a	KNEW+mc	KFRC+r
KYUU(F)+g	KFRC+r	KFRC+r	KNEW+mc
KOIT(F)+a	KNBR+m	KNBR+m	KNBR+m
KFRC+r	KYUU(F)+g	KFOG(F)+a	KFOG(F)+a
KABL+a	KABL+a	KMEL(F)+ac	KSOL(F)+e
KIOI(F)+ac	KABL-FM+a	KABL+a	KSF(F)+d
KCBS+n	KIOI(F)+ac	KYUU(F)+g	KYUU(F)+g
KNBR+m	KSOL(F)+e	KMPX(F)+st	KABL+a

### 5. Detroit

WJR+ac	WJR+ac	WRIF(F)+ao	WJR+ac
WMJC (F)+ac	WMJC (F)+ac	WJR+ac	WRIF(F)+ao
WCZY-FM+a	CKLW+ac	WCXI+cw	WCXI+cw
WCXI+cw	WJR-FM+a	WJR-FM+a	WWJ+n
WOMC (F)+ac	WCZY-FM+a	WWJ+n	WMJC (F)+ac
WXYZ+n	WNIC-FM+r	WCZY-FM+a	WABX (F)+ao
WWJ-FM+a	WRIF(F)+ao	WABX(F)+ao	WJR-FM+a
WJR-FM+a	WWJ+n	CKLW+ac	CKLW+ac
WNIC-FM+r	WXYZ+n	WNIC-FM+r	WWWW (F)+ao
CKLW+ac	WCXI+cw	WJZZ(F)+d	WNIC-FM+r

### 6. Washington D.C.

WGAY(A/ F)+a	WMAL+ac	WPGC(A/F)+g	WMAL+ac
WGAY-FM+a	WPGC(A/F)+g	WMAL+ac	WTOP+n
WMAL+ac	WGAY(A/F)+a	WAVA(F)+ao	WPGC(A/ F)+g
WPGC(A/ F)+g	WRQX(F)+r	WJMD(F)+a	WGAY(A/ F)+a
WRQX(F)+r	WGAY-FM+a	WGAY(A/F)+a	WKYS(F)+s
WKYS(F)+d	WKYS(F)+d	WGAY-FM+a	WAVA (F)+ao
WASH (F)+ac	WASH(F)+ac	WRC+t	WGAY-FM+a
WJMD(F)+a	WTOP+n	WMZO(F)+mc	WRQX(F)+r
WFAA+n	WJMD(F)+a	WKYS(F)+d	WNUR(F)+e
WTOP+n	WRC+t	WOCK(F)+e	WRC+t

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume	Aug. qtr. hr. Cume

### 7. Philadelphia

WDVR(F)+a	KWY+n	KYW+n	KYW+n
WWSH(F)+a	WDVR(F)+a	WMMR(F)+ac	WMMR (F)+ac
WIP+ac	WIP+ac	WWSH(F)+a	WMGK (F)+ac
WUSL (F)+ac	WMGK(F)+ac	WUSL(F)+ac	WDVR(F)+a
KYW+n	WWSH(F)+a	WIP+ac	WCAU+n
WMGK (F)+ac	WFIL+ac	WFIL+ac	WIP+ac
WFIL+ac	WCAU+n	WMGK (F)+ac	WWSH(F)+a
WPEN+m	WMMR(F)+ac	WSNI(F)+m	WDAS-FM+e
WSNI(F)+m	WDAS-FM+e	WDVR(F)+a	WFIL+ac
WDAS-FM+e	WSNI(F)+m	WCAU+n	WUSL(F)+ac

### 8. Boston

WHDH+ac	WHDH+ac	WBGN(F)+ao	WEEI+n
WJIB(F)+a	WBZ+ac	WBZ+ac	WBZ+ac
WBZ+ac	WJIB(F)+a	WJIB(F)+a	WBGN(F)+ao
WEEI+n	WEEI+n	WEEI+n	WJIB(F)+a
WROR (F)+ac	WROR(F)+ac	WHDH+ac	WITS+t
WVBF(F)+r	WRKO+r	WCOZ(F)+ao	WHDH+ac
WITS+t	WVBF(F)+r	WROR(F)+ac	WCOZ (F)+ao
WHUE-FM+st	WITS+t	WITS+t	WROR (F)+ac
WEEI-FM+ac	WXXS-FM+d	WXXS-FM+d	WEEI-FM+ac
WXXS-FM+d	WEEI-FM+ac	WXXS+st	WXXS-FM+d

### 9. Dallas-Fort Worth

KVIL-FM+m	KVIL-FM+m	KSCS(F)+cw	KRLD+n
KMEZ (F)+a	KSCS(F)+cw	WBAP+cw	WBAP+cw
KOAX(F)+a	KOAX(F)+a	KOAX(F)+a	KSCS(F)+cw
KSCS (F)+cw	KRLD+n	KZEW(F)+ao	KVIL-FM+m
WBAP+cw	WBAP+cw	KRLD+n	KZEW(F)+ao
KRLD+n	KMEZ(F)+a	KTXQ(F)+ao	KOAX(F)+a
KMGC (F)+sc	KKDA-FM+e	KMEZ(F)+a	WFAA+n
WFAA+n	KBOX+mc	KVIL-FM+m	KTXQ(F)+ao
KKDA-FM+e	WFAA+n	WFAA+n	KKDA-FM+e
KBOX+mc	KMGC(F)+sc	KKDA-FM+e	KMEZ(F)+a



## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

### 10. Houston

KYND(F)+a	KIKK-FM+mc	KYND(F)+a	KIKK-FM+mc
KIKK-FM+mc	KYND(F)+a	KPRC-t	KPRC-t
KODA(F)+a	KODA(F)+a	KIKK-FM+mc	KYND(F)+a
KRLY(F)+ac	KRLY(F)+ac	KRLY(F)+ac	KILT-FM+p
KPRC-t	KAUM(F)+R	KILT-FM+p	KLOL(F)+p
KAUM(F)+r	KPRC-t	KMJQ(F)+e	KMJQ(F)+e
KMJQ(F)+e	KTRH-t	KENR+mc	KRLY(F)+ac
KTRH-t	KILT+r	KILT+r	KTRH-t
KLAT+s	KMJQ(F)+e	KODA(F)+a	KILT+r
KQUE(F)+ac	KRBE(F)+r	KQUE(F)+ac	KRBE(F)+r

### 11. St. Louis

KMOX+v	KMOX+v	KMOX+v	KMOX+v
KEZK(F)+a	WRTH+a	KSHE(F)+ac	WWWK(F)+r
KXOK+r	KXOK+r	WIL-FM+mc	KSHE(F)+ac
WRTH+a	KEZK(F)+a	WWWK(F)+r	KXOK+r
WIL-FM+mc	WIL-FM+mc	KEZK(F)+a	WIL-FM+mc

Album-oriented rock increased its share in half a year from 5.7 to 9.3 per cent

### 12. Atlanta

WPCH(F)+a	WPCH(F)+a	WKLS-FM+ac	WSB+ac
WLTA(F)+ac	WSB+ac	WVEE(F)+d	WKLS-FM+ac
WZGC(F)+r	WZGC(F)+r	WQXI-FM+r	WVEE(F)+d
WSB+ac	WQXI-FM+r	WPCH(F)+a	WQXI-FM+r
WSB-FM+a	WVEE(F)+d	WSB+ac	WPCH(F)+a

### 13. Minneapolis-St. Paul

WCCO+ac	WCCO+ac	WCCO+ac	WCCO+ac
KSTP-FM+ac	WOGY+mc	KSTP-FM+ac	KQRS(A/F)+ac
WAYL-FM+a	KSTP-FM+ac	KQRS(A/F)+ac	KSTP-FM+ac
WOGY+mc	KEEY-FM+a	WOGY+mc	WOGY+mc
WCCO-FM+ac	WCCO-FM+ac	WLOL(F)+ac	KSTP+ac

### 14. Cleveland

WOAL(F)+a	WOCK(F)+a	WMMS(F)+ac	WDOK(F)+a
WOCK(F)+a	WOAL(F)+a	WOAL(F)+a	WMMS(F)+ac
WERE+n	WERE+n	WDOK(F)+a	WOAL(F)+a
WHK+mc	WZZP(F)+ac	WHK+mc	WERE+n
WZZP(F)+ac	WHK+mc	WERE+n	WHK+mc

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

### 15. Seattle-Everett

KOMO-st	KOMO-st	KIRO-n	KIRO-n
KEZK(F)+a	KIRO-n	KZAM(F)+ac	KOMO-st
KIRO-n	KSEA(F)+ac	KOMO-st	KJR+r
KSEA(F)+ac	KING+em	KSEA(F)+ac	KISW(F)+ac
KPLZ(F)+ac	KJR+r	KISW(F)+ac	KZAM(F)+ac

### 16. Baltimore

WBAL+ac	WBAL+ac	WLIF(F)+a	WBAL+ac
WLIF(F)+a	WLIF(F)+a	WYY(F)+ac	WFBR+ac
WPOC(F)+mc	WCBM+ac	WBAL+ac	WLIF(F)+a
WCBM+ac	WCAO+r	WXYV(F)+r	WYY(F)+ac
WYY(F)+ac	WFBR+ac	WPOC(F)+mc	WXYV(F)+r

### 17. Pittsburgh

KDKA+ac	KDKA+ac	KDKA+ac	KDKA+ac
WSHH(F)+a	WSHH(F)+a	WTAE+ac	KOV+n
WTAE+ac	WTAE+ac	WSHH(F)+a	WTAE+ac
WJCI(F)+a	KOV+n	WPNT(F)+a	WQVE(F)+ac
KOV+n	WJCI(F)+a	WJCI(F)+a	WPNT(F)+a

### 18. Denver-Boulder

KLIR(F)+a	KLIR(F)+a	KBPI(F)+ac	KBPI(F)+ac
KIMN+r	KOSI-FM+a	KLIR(F)+a	KLIR(F)+a
KOSI-FM+a	KIMN+r	KLZ+mc	KOA+l
KPPL(F)+st	KHOW+ac	KOSI-FM+a	KLZ+mc
KLZ+mc	KLZ+mc	KADX(F)+e	KOSI-FM+a

### 19. Miami

WQBA+s	WQBA+s	WRHC+s	WINZ+n
WRHC+s	WHY(F)+r	WINZ-FM+ac	WHY(F)+r
WYOR(F)+a	WRHC+s	WYOR(F)+a	WIOD+ac
WWWL(F)+ac	WINZ+n	WINZ+n	WINZ-FM+ac
WHY(F)+r	WLYF(F)+a	WQBA+s	WRHC+s

### 20. San Diego

KJOY(F)+a	KJOY(F)+a	KJOY(F)+a	KSDO+n
KYXY(F)+em	KFMB+ac	KPRI(F)+ac	KFMB+ac
KFMB+ac	XTRA+a	KGB-FM+ac	KJOY(F)+a
KEZL(F)+a	XTRA+a	KSDO+n	KGB-FM+ac
XTRA+a	KSDO+n	KFMB+ac	KPRI(F)+ac

### 21. Cincinnati

WCKY+ac	WKRC+ac	WEBN(F)+ac	WLW+ac
WKRC+ac	WLW+ac	WCKY+ac	WCKY+ac
WUBE-FM+mc	WCKY+ac	WLW+ac	WEBN(F)+ac
WLW+ac	WKRO(F)+r	WUBE-FM+mc	WKRC+ac
WKRO(F)+r	WEBN(F)+ac	WKRC+ac	WKRO(F)+r

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

### 22. Indianapolis

WXTZ(F)+a	WXTZ(F)+a	WIBC+ac	WIBC+ac
WIBC+ac	WIBC+ac	WXTZ(F)+a	WIRE(F)+mc
WIRE+mc	WIRE+mc	WIRE+mc	WXTZ(F)+a
WFMS(F)+cw	WKS(F)+r	WFBO(F)+ac	WFBO(F)+ac
WKS(F)+r	WFMS(F)+cw	WFMS(F)+cw	WNAP(F)+r

### 23. Milwaukee

WEZW(F)+a	WTMJ+ac	WEZW(F)+a	WTMJ+ac
WTMJ+ac	WEZW(F)+a	WISN+ac	WISN+ac
WISN+ac	WISN+ac	WBCS-FM+mc	WEZW(F)+a
WBCS-FM+mc	WBCS-FM+mc	WTMJ+ac	WLPX(F)+ac
WZUW-FM+r	WLPX(F)+ac	WLPX(F)+ac	WBCS-FM+mc

### 24. Kansas City

KMBR(F)+a	KMBR(F)+a	WDAF+mc	WDAF+mc
WHB+ac	WHB+ac	KMBZ+ac	KMBZ+ac
WDAF+mc	WDAF+mc	KCEZ(F)+a	KYYS(F)+ac
KUDL(F)+d	KMBZ+ac	WHB+ac	KCMO+ac
KCEZ(F)+a	KCEZ(F)+a	KSAS(F)+ac	WHB+ac

### 25. Portland

KXL-FM+a	KGW+ac	KUPL-FM+a	KGW+ac
KGW+ac	KXL-FM+a	KGON(F)+ac	KWJJ+mc
KUPL-FM+a	KEX+ac	KXL-FM+a	KEX+ac
KEX+ac	KUPL-FM+a	KWJJ+mc	KGON(F)+ac
KWJJ+mc	KWJJ+mc	KGW+ac	KYXI+n

### 26. Phoenix

KMEO(A/F)+a	KNIX(A/F)+cw	KNIX(A/F)+cw	KTAR+n
KNIX(A/F)+cw	KMEO(A/F)+a	KTAR+n	KNIX(A/F)+cw
KOY+ac	KOY+ac	KDKB(F)+ac	KMEO(A/F)+a
KOYT(F)+a	KOYT(F)+a	KMEO(A/F)+a	KOY+ac
KOPA-FM+r	KTAR+n	KOYT(F)+a	KDKB(F)+ac

### 27. San Antonio

KCOR+s	KTSA+ac	KQXT(F)+a	KKYY+mc
KQXT(F)+a	KQXT(F)+a	KKYY+mc	KTSA+ac
KEDA+s	KKYY+mc	KTSA+ac	WOAI-t
KKYY+mc	WOAI-t	WOAI-FM+a	KQXT(F)+a
KTFM(F)+r	KCOR+s	KCOR+s	KISS(F)+ac

### 28. Columbus

WBNS-FM+a	WBNS-FM+a	WLVO(F)+ac	WTVN+ac
WTVN+ac	WNCI(F)+r	WBNS-FM+a	WLVO(F)+ac
WNCI(F)+r	WTVN+ac	WNCI(F)+r	WBNS-FM+a
WLVO(F)+ac	WCOL+ac	WTVN+ac	WNCI(F)+r
WCOL+ac	WXGT(F)+r	WBNS+s	WBNS+s





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## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume
WJYE(F)+a	WJYE(F)+a	WJYE(F)+a	WBEN+ac
WBEN+ac	WKBW+r	WBEN+ac	WJYE(F)+a
WKBW+r	WBEN+ac	WADV(F)+sc	WGR+ac
WBEN-FM+r	WGR+ac	WGR+ac	WKBW+r
WGR+ac	WBEN-FM+r	WBEN-FM+r	WBEN-FM+r

## 30. New Orleans

WBYU(F)+a	WTIX+r	WYLD-FM+e	WTIX+r
WSMB+ac	WBYU(F)+a	WSMB+ac	WBYU(F)+a
WEZB(F)+ac	WEZB(F)+ac	WTIX+r	WWL+ac
WTIX+r	WSMB+ac	WSHO+mc	WYLD-FM+e
WQUE(F)+r	WQUE(F)+r	WEZB(F)+ac	WEZB(F)+ac

## 31. Tampa-St. Pete.

WWBA-FM+a	WWBA-FM+a	WWBA-FM+a	WWBA-FM+a
WJYW(F)+a	WJYW(F)+a	WJYW(F)+a	WSUN+mc
WFLA-FM+a	WSUN+mc	WQXM(F)+ao	WJYW(F)+a
WQYK(F)+mc	WFLA+ac	WSUN+mc	WQYK(F)+mc
WRBQ(F)+r	WRBQ(F)+r	WQYK(F)+mc	WWBA+a

## 32. San Jose

KGO+1	KGO+1	KGO+1	KGO+1
KLOK+ac	KLOK+ac	KARA(F)+ac	KCBS+n
KBAY(F)+a	KBAY(F)+a	KOME(F)+ao	KOME(F)+ao
KARA(F)+ac	KARA(F)+ac	KEEN+mc	KEZR(F)+ac
KYUU(F)+g	KCBS+n	KEZR(F)+ac	KEEN+mc

## 33. Nashville-Davdsn.

WZEZ(F)+a	WSIX-FM+mc	WSIX-FM+mc	WSM+ac
WSIX-FM+mc	WZEZ(F)+a	WVOL+e	WSIX-FM+mc
WSM-FM+ac	WSM-FM+ac	WSM+ac	WLAC+ac
WVOL+e	WSM+ac	WZEZ(F)+a	WZEZ(F)+a
WWKX(F)+r	WVOL+e	WLAC+ac	WKDF(F)+ao

## 34. Salt Lake City

KSF(F)+a	KSL+ac	KALL+m	KALL+m
KALL-FM+ac	KLUB+a	KCPX-FM+ao	KCPX-FM+ao
KSL+ac	KSF(F)+a	KSOP-FM+ac	KSL+ac
KLUB+a	KALL-FM+ac	KALL-FM+ac	KRGO+mc
KSOP-FM+ac	KALL+m	KLUB+a	KLUB+a

## 35. Memphis

WEZ(F)+a	WEZ(F)+a	WHRK(F)+r	WMC+r
WMC-FM+r	WMC-FM+r	WZXR(F)+ao	WHRK(F)+r
WMC+r	WMC+r	WEZ(F)+a	WEZ(F)+a
WQUD(F)+ac	WQUD+e	WMC+r	WZXR(F)+ao
WQUD+e	WHRK(F)+r	WQUD+e	WREC+m

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume
WST+ac	WST+ac	WSOC-FM+mc	WBT+ac
WEZC(F)+a	WAYS+r	WSOC+n	WSOC-FM+mc
WSOC-FM+mc	WSOC-FM+mc	WROQ(F)+ao	WROQ(F)+ao
WGIV+e	WEZC(F)+a	WBT+ac	WSOC+n
WAYS+r	WGIV+e	WEZC(F)+a	WAYS+r

## 37. Oklahoma City

KKNG(F)+a	KKNG(F)+a	KEBC(F)+mc	KKNG(F)+a
KLTE(F)+ac	KTOK+ac	KKNG(F)+a	KEBC(F)+mc
KTOK+ac	KLTE(F)+ac	KXXY(F)+ac	KTOK+ac
KEBC(F)+mc	KOMA+r	KATT-FM+ao	KXXY(F)+ac
KZUE(F)+r	KEBC(F)+mc	KTOK+ac	KATT-FM+ao

## 38. Louisville

WVEZ(F)+a	WVEZ(F)+a	WHAS+ac	WHAS+ac
WAKY+ac	WAKY+ac	WVEZ(F)+a	WLRS(F)+ao
WLOU+e	WHAS+ac	WAMZ(F)+mc	WAMZ(F)+mc
WAMZ(F)+mc	WAVE+ac	WLRS(F)+ao	WVEZ(F)+a
WHAS+ac	WINN+mc	WINN+mc	WAKY+ac

## 39. Birmingham

WAPI-FM+a	WKXX(F)+ao	WAPI-FM+a	WYDE+ac
WERC+ac	WSON+ac	WENN-FM+d	WENN-FM+d
WKXX(F)+ao	WENN-FM+d	WZZK(F)+ac	WAPI-FM+a
WSON+ac	WQEZ(F)+a	WKXX(F)+ao	WERC+ac
WENN-FM+d	WAPI-FM+a	WQEZ(F)+a	WSON+ac

## 40. Dayton

WHIO-FM+a	WHIO-FM+a	WHIO-FM+a	WHIO-FM+a
WHIO+ac	WHIO+ac	WTUE(F)+ao	WTUE(F)+ao
WONE+mc	WONE+mc	WING+r	WHIO+ac
WTUE(F)+ao	WING+r	WAVI+l	WONE+mc
WING+r	WTUE(F)+ao	WDAO(F)+e	WYUD(F)+ao

## 41. Nassau-Suffolk

WRFM(F)+a	WNBC+r	WCBS-FM+g	WCBS+n
WCTO(F)+a	WCBS+n	WRFM(F)+a	WINS+n
WOR+l	WABC+ac	WCBS+n	WNBC+r
WNBC+r	WINS+n	WNBC+r	WABC+ac
WBLI(F)+g	WRFM(F)+a	WCTO(F)+a	WRFM(F)+a

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## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume
WGLD(F)+a	WGLD(F)+a	WTOR(F)+mc	WTOR(F)+mc
WTQR(F)+mc	WTQR(F)+mc	WGLD(F)+a	WGLD(F)+a
WROK(F)+ac	WSJS+v	WKZL(F)+ao	WKZL(F)+ao
WSEZ(F)+a	WKZL(F)+ao	WROK(F)+ac	WSJS+v
WSJS+v	WROK(F)+ac	WQMG(F)+ao	WBG+ac

## 43. Hartford-New Brtn.

WRCH(F)+a	WTIC+ac	WTIC+ac	WTIC+ac
WTIC+ac	WRCH(F)+a	WRCH(F)+a	WRCH(F)+a
WTIC-FM+r	WTIC-FM+r	WTIC-FM+r	WPOP+n
WKSS(F)+a	WDRG+r	WHCN(F)+ao	WCCC-FM+ao
WDRG-FM+ao	WKSS(F)+a	WKSS(F)+a	WTIC-FM+r

## 44. Sacramento

KEWT(F)+a	KEWT(F)+a	KZAP(F)+ao	KZAP(F)+ao
KCTC(F)+ac	KSPM(F)+r	KEWT(F)+a	KGNR+l
KRAK+ac	KRAK+ac	KHYL(F)+ac	KEWT(F)+a
KXOA-FM+ac	KROY+r	KRAK+ac	KFBK+n
KSPM(F)+r	KGNR+l	KGNR+l	KHYL(F)+ac

## 45. Ft. Lauder-H'Wood

WLYF(F)+a	WLYF(F)+a	WAXY(F)+ac	WINZ+n
WKQS(F)+a	WKQS(F)+a	WSHE(F)+ao	WLYF(F)+a
WJIA(F)+ac	WHYI(F)+r	WLYF(F)+a	WKQS(F)+a
WAXY(F)+ac	WAXY(F)+ac	WKQS(F)+a	WAXY(F)+ac
WHYI(F)+r	WNWS+n	WINZ+n	WNWS+n

## 47. Rochester

WEZO(F)+a	WHAM+v	WEZO(F)+a	WHAM+v
WHAM+v	WEZO(F)+a	WMJQ(F)+ao	WEZO(F)+a
WYOR(F)+ac	WYOR(F)+ac	WHAM+v	WMJQ(F)+ao
WPXN+n	WBBF+r	WNYR+mc	WPXN+n
WMJQ(F)+ao	WHFM(F)+r	WVOR(F)+ac	WCMF(F)+ao

## 48. Toledo

WLOR(F)+a	WSPD+ac	WIOT(F)+ao	WIOT(F)+ao
WMHE(F)+r	WLOR(F)+a	WTOD+mc	WSPD+ac
WSPD+ac	WOHO+ac	WLOR(F)+a	WMHE(F)+r
WOHO+ac	WMHE(F)+r	WJR+ac	WLOR(F)+a
WTOD+mc	WTOD+mc	WMHE(F)+r	WTOD+mc

## 49. Grand Rapids

WOOD-FM+a	WOOD-FM+a	WOOD-FM+a	WOOD+ac
WOOD-F+ac	WOOD+ac	WOOD+ac	WOOD-FM+a
WZZR(F)+r	WCUZ+mc	WCUZ+mc	WLAY-FM+ao
WJFM(F)+ac	WGRD-FM+r	WLAY-FM+ao	WCUZ+mc
WCUZ+mc	WJFM(F)+ac	WJFM(F)+ac	WFFX(F)+ao



### Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

#### 50. Richmond

WRVA+ac	WRVA+ac	WRVA+ac	WRVA+ac
WEZS(F)+a	WRVQ(F)+r	WDOE+ao	WLEE+ac
WKIE+d	WEZS(F)+a	WRXL(F)+ao	WEZS(F)+a
WRVQ(F)+r	WLEE+ac	WEZS(F)+a	WRXL(F)+ao
WTVR-FM+a	WTVR-FM+a	WRVQ(F)+r	WRVQ(F)+r

#### 51. Provdnc-Warw-Paw

WLKW-FM+a	WLKW-FM+a	WLKW-FM+a	WLKW-FM+a
WPJB(F)+r	WPJB(F)+r	WHIM+mc	WEAN+n
WJAR+ac	WJAR+ac	WPJB(F)+r	WJAR+ac
WHYJ(F)+a	WEAN+n	WBRU(F)+p	WPJB(F)+r
WPRO-FM+r	WPRO+r	WHYJ(F)+a	WPRO-FM+r

#### 52. Honolulu

KSSK+ac	KSSK+ac	KSSK+ac	KSSK+ac
KUMU-FM+a	KIKI+r	KIKI+r	KKUA+r
KIKI+r	KUMU-FM+a	KKUA+r	KORL+r
KUMU+a	KKUA+r	KPIG(F)+m	KIKI+r
KORL+r	KORL+r	KPOI+ac	KPIG(F)+m

#### 53. Orlando

WDBO-FM+a	WDBO-FM+a	WHOO-FM+a	WDBO-FM+a
WHOO-FM+a	WHOO-FM+a	WDBO-FM+a	WHOO-FM+a
WHLY(F)+ac	WKIS+ac	WHLY(F)+ac	WKIS+ac
WBJW(F)+r	WHLY(F)+ac	WHOO+cw	WHLY(F)+ac
WHOO+cw	WDBO+ac	WBJW(F)+r	WORJ(F)+ao

#### 55. Albany-Schect-Try.

WGY+ac	WGY+ac	WGY+ac	WGY+ac
WROW-FM+a	WROW+a	WROW+a	WROW+a
WROW+a	WROW-FM+a	WFLY(F)+r	WFLY(F)+r
WHSN(F)+a	WTRY+r	WPTR+ac	WTRY+r
WGBK+t	WPTR+ac	WGMA(F)+cw	WGFM(F)+r

#### 56. Wichita

KBRA(F)+a	KBRA(F)+a	KFDI-FM+mc	KFDI+mc
KARD(F)+ac	KFDI+mc	KFDI+mc	KFH+mc
KFDI+mc	KARD(F)+ac	KBRA(F)+a	KICT(F)+ao
KEYN-FM+r	KEYN-FM+r	KICT(F)+ao	KFDI-FM+mc
KFH+mc	KFH+mc	KARD(F)+ac	KAKZ+ac

#### 57. Raleigh-Durham

WPTF+ac	WPTF+ac	WOOR(F)+ao	WRAL(F)+ac
WRAL(F)+ac	WYYD(F)+a	WRAL(F)+ac	WPTF+ac
WYYD(F)+a	WRAL(F)+ac	WKIX+r	WOOR(F)+ao
WKIX+r	WKIX+r	WSRC+e	WKIX+r
WSRC+e	WSRC+e	WPTF+ac	WSRC+e

### Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

#### 58. Fresno

KXNU(F)+a	KXNU(F)+a	KFRE+ac	KFRE+ac
KIOY(F)+r	KMAK+mc	KXNU(F)+a	KMJ+ac
KYNO-FM+ao	KYNO-FM+ao	KKDJ(F)+ac	KXNU(F)+a
KMJ+ac	KMJ+ac	KFYE(F)+r	KMAK+mc
KMAK+mc	KYNO+r	KARM+mc	KFYE(F)+r

#### 58. Tulsa

KVOD+cw	KVOD+cw	KVOD+cw	KVOD+cw
KBEZ(F)+a	KRMG+ac	KMOD(F)+r	KRMG+ac
KRMG+ac	KBEZ(F)+a	KRMG+ac	KMOD(F)+r
KRAV(F)+ac	KELI+r	KRAV(F)+ac	KRAV(F)+ac
KELI+r	KRAV(F)+ac	KBEZ(F)+a	KBEZ(F)+a

#### 60. Rvrsde-San Brdno

KNX+n	KNX+n	KNX+n	KNX+n
KRTH(F)+ac	KBIG(F)+a	KMEN+g	KMET(F)+ao
KMEN+g	KRTH(F)+ac	KRTH(F)+ac	KBIG(F)+a
KBON(F)+a	KMET(F)+ao	KLOS(F)+r	KRTH(F)+ac
KDIG+mc	KMEN+g	KMPC+ac	KFWB+n

AOR share was lower in the top 10 markets than in the other groups of 10 markets

#### 62. Jacksonville

WKTZ-FM+a	WKTZ-FM+a	WKTZ-FM+a	WIVY(F)+r
WQIK(F)+mc	WIVY(F)+r	WQIK(F)+mc	WKTZ-FM+a
WYOJ+mc	WQIK(F)+mc	WIVY(F)+r	WFYV(F)+ao
WPDQ+e	WYOJ+mc	WYOJ+mc	WQIK(F)+mc
WIVY(F)+r	WPDQ+e	WFYV(F)+ao	WYOJ+mc

#### 63. Omaha

KFAB+ac	KFAB+ac	KFAB+ac	KFAB+ac
KESY(F)+a	WOW+ac	KEZO(F)+ao	WOW+ac
WOW+ac	KESY(F)+a	KESY(F)+a	KEZO(F)+ao
KGOR(F)+r	KGOR(F)+r	KYNN+mc	KESY(F)+a
KOIL+r	KOIL+r	WOW+ac	KYNN+mc

#### 64. Greenvl-Spartnrg

WSPA-FM+a	WSPA-FM+a	WESC-FM+mc	WESC-FM+mc
WFBC-FM+ac	WFBC-FM+ac	WFBC-FM+ac	WFBC-FM+ac
WESC-FM+mc	WFBC+ac	WFBC+ac	WSPA-FM+a
WANS(F)+a	WQOK+g	WHYZ+e	WFBC+ac
WHYZ+e	WESC-FM+mc	WSPA-FM+a	WANS(F)+a

### Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr.	Cume	Avg. qtr. hr.	Cume

#### 65. Des Moines

KLYF(F)+a	WHO+cw	WHO+cw	WHO+cw
WHO+cw	KRNT+ac	KSO+mc	KSO+mc
KRNT+ac	KSO+mc	KGGO(F)+ao	KIOA+ac
KSO+mc	KLYF(F)+a	KLYF(F)+a	KRNT+ac
KRNO(F)+r	KIOA+ac	KRNT+ac	KGGO(F)+ao

#### 66. Las Vegas

KORK-FM+a	KORK-FM+a	KLUC(F)+r	KLUC(F)+r
KXTZ(F)+a	KXTZ(F)+a	KVEG+mc	KMJJ+ac
KMJJ+ac	KMJJ+ac	KMJJ+ac	KNUU+n
KVEG+mc	KVEG+mc	KXTZ(F)+a	KORK-FM+a
KLUC(F)+r	KLAV+d	KORK-FM+a	KVEG+mc

#### 67. Akron

WAKR+ac	WAKR+ac	WMMS(F)+ao	WAKR+ac
WMMS(F)+ao	WMMS(F)+ao	WAKR+ac	WMMS(F)+ao
WAEZ(F)+a	WGAR+ac	WSLR+mc	WSLR+mc
WZZP(F)+ac	WSLR+mc	WHK+mc	WGCL(F)+r
WSLR+mc	WAEZ(F)+a	WAEZ(F)+a	WGAR+ac

#### 68. Northeast Penna

WNAK+st	WARM+ac	WGBI-FM+cw	WARM+ac
WGBI-FM+cw	WNAK+st	WYZZ(F)+st	WNAK+st
WARM+ac	WLK+g	WARM+ac	WGBI-FM+cw
WLK+g	WGBI-FM+cw	WNAK+st	WLK+g
WYZZ(F)+st	WBRE(A/F)+n	WLK+g	WBRE(A/F)+n

#### 69. Syracuse

WSYR+ac	WSYR+ac	WNTQ(F)+a	WSYR+ac
WHEN+mc	WHEN+mc	WSYR+ac	WSYR-FM+ao
WEZG(F)+a	WNDR+g	WSYR-FM+ao	WHEN+mc
WNDR+g	WFBL+ac	WNDR+g	WNDR+g
WNTQ(F)+a	WEZG(F)+a	WEZG(F)+a	WNTQ(F)+a

#### 70. Little Rock

KEZO(F)+a	KLAZ(F)+ac	KSSN(F)+mc	KSSN(F)+mc
KSSN(F)+mc	KSSN(F)+mc	KLRA+mc	KLRA+mc
KOKY+d	KLRA+mc	KKYK(F)+r	KLAZ(F)+ac
KLAZ(F)+ac	KEZO(F)+a	KEZO(F)+a	KCLR+mc
KKYK(F)+r	KOKY+d	KOKY+d	KAAY+r

News is the fifth most popular format among the 19 categories used in the analysis



## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
WOMEN	Men	WOMEN	Men
WOMEN	Men	WOMEN	Men

### 71. Fort Wayne

WEZY (F)+ac	WOWO+ac	WOWO+ac	WOWO+ac
WOWO+ac	WEZY(F)+ac	WEZY(F)+ac	WMEE(F)+r
WMEE(F)+r	WMEE(F)+r	WMEE(F)+r	WEZY(F)+ac
WXKE (F)+ao	WPTH(F)+r	WPTH(F)+r	WPTH(F)+r
WPTH(F)+r	WQHK+mc	WQHK+mc	WQHK+mc

### 72. Knoxville

WEZK(F)+a	WEZK(F)+a	WEZK(F)+a	WEZK(F)+a
WIVK-FM+mc	WIVK-FM+mc	WIVK-FM+mc	WIVK-FM+mc
WIVK+mc	WIVK+mc	WRJZ+r	WIVK+mc
WRJZ+r	WRJZ+r	WIVK+mc	WRJZ+r
WNOX+r	WNOX+r	WIMZ(F)+ao	WIMZ(P)+ao

### 73. Flint

WGMZ(F)+a	WDFD+m	WDZZ(F)+e	WWCK (F)+ao
WDFD+m	WTRX+v	WJR+ac	WJR+ac
WTRX+v	WKMF+mc	WWCK(F)+ao	WDFD+m
WKMF+mc	WWCK(F)+ao	WKF+mc	WDZZ(F)+e
WDZZ(F)+e	WGMZ(F)+a	WDFD+m	WTRX+v

### 74. Austin

KASE(F)+a	KHFJ(F)+d	KVET+mc	KHFJ(F)+d
KOKE+mc	KASE(F)+a	KHFJ(F)+d	KVET+mc
KHFJ(F)+d	KVET+mc	KLBJ-FM+ao	KOKE-FM+mc
KVET+mc	KCSW(F)+ac	KOKE-FM+mc	KLBJ-FM+ao
KCSW (F)+ac	KTSA+ac	KCSW(F)+ac	KTSA+ac

### 75. Albuquerque

KKJY(F)+a	KOB+ac	KKJY(F)+a	KOB+ac
KOB+ac	KKJY(F)+a	KOB-FM+ac	KKJY(F)+a
KOB-FM+ac	KABO+e	KOB+ac	KZZX(F)+r
KRZY+cw	KRZY+cw	KZZX(F)+r	KABO+e
KZIA+l	KZZX(F)+r	KFMG(F)+ao	KFMG(F)+ao

### 76. Madison

WISO+mc	WISO+mc	WMAD(F)+ao	WT50+mc
WIBA+st	WISM-FM+ac	WT50+mc	WMAD (F)+ao
WISM-FM+ac	WIBA+st	WLVE(F)+st	WIBA+st
WLVE (F)+st	WZEE(F)+ac	WISM-FM+ac	WZEE(F)+ac
WISM+ac	WISM+ac	WIBA+st	WISM+ac

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
WOMEN	Men	WOMEN	Men
WOMEN	Men	WOMEN	Men

### 77. Anaheim-Grdn Grv

KBIG(F)+a	KBIG(F)+a	KNET(F)+ao	KMET(F)+ao
KJOI(F)+a	KABC+l	KBIG(F)+a	KABC+l
KRTH(F)+ac	KRTH(F)+ac	KLAC+cw	KFWB+n
KLAC+cw	KOST(F)+a	KABC+l	KBIG(F)+a
KOST(F)+a	KFI+ac	KRTH(F)+ac	KNX+n

### 78. Shreveport

KEEL+mc	KEEL+m	KWKH+mc	KWKH+mc
KCOZ(F)+a	KWKH+mc	KRMD-FM+mc	KEEL+mc
KOKA+e	KCOZ(F)+a	KEEL+m	KRMD-FM+mc
KRMD-FM+mc	KOKA+e	KCOZ(F)+a	KRMD+mc
KWKH+mc	KRMD-FM+mc	KOKA+e	KCOZ(F)+a

### 79. Baton Rouge

WOXY(F)+a	WFMF(F)+ac	WFMF(F)+ac	WFMF (F)+ac
WFMF (F)+ac	WOXY(F)+a	WAFB(F)+d	WYNK-FM+mc
WYNK-FM+mc	WYNK-FM+mc	WOXY(F)+a	WAFB(F)+d
WXOK+e	WXOK+e	WYNK-FM+mc	WOXY(F)+a
WLCS+r	WLCS+r	WJBO+ac	WJBO+ac

### 80. West Palm Beach

WEAT-FM+a	WEAT-FM+a	WIRK-FM+mc	WEAT-FM+a
WIRK-FM+mc	WKQS(F)+a	WEAT-FM+a	WIRK-FM+mc
WRMF (F)+ac	WPBR+l	WKQS(F)+a	WSHE (F)+ao
WHYI(F)+r	WRMF(F)+ac	WPOM+d	WRMF (F)+ac
WKQS(F)+a	WHYI(F)+r	WPBR+l	WKQS(F)+a

### 81. Alnt'n-Beth-Easton

WLEV (F)+ac	WAEB+r	WQQQ(F)+a	WQQQ(F)+a
WQQQ (F)+a	WQQQ(F)+a	WXKW(F)+mc	WXKW (F)+mc
WXKW (F)+mc	WLEV(F)+ac	WZZO(F)+ao	KYW+n
WFMZ (F)+a	WFMZ(F)+a	WLEV(F)+ac	WZZO (F)+ao
WAEB+r	WXKW(F)+mc	WFMZ(F)+a	WLEV(F)+ac

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
WOMEN	Men	WOMEN	Men
WOMEN	Men	WOMEN	Men

### 82. Spokane

KEZE(F)+a	KJRB+r	KGA+cw	KGA+cw
KXLY-FM+ac	KXLY-FM+ac	KREM-FM+ao	KHO-FM+r
KHO+ac	KHO-FM+r	KEZE(F)+a	KHO+ac
KJRB+r	KEZE(F)+a	KDRK(F)+cw	KREM-FM+ao
KHO-FM+r	KHO+ac	KHO-FM+r	KSPD+n

### 83. Columbia

WOIC+re	WOIC+re	WNOK(F)+r	WCOS-FM+cw
WCOS-FM+cw	WIS+ac	WCOS-FM+cw	WNOK(F)+r
WNOK (F)+r	WNOK(F)+r	WOIC+re	WIS+ac
WXRY (F)+a	WCOS-FM+cw	WXRY(F)+a	WOIC+re
WIS+ac	WVDM(F)+e	WCOQ(F)+sc	WZLD(F)+ao

### 84. Springfc-Chic-Holyk

WHYN-FM+st	WHYN+ac	WHYN-FM+st	WHYN+ac
WHYN+ac	WHYN-FM+st	WMAS+sc	WHYN-FM+st
WMAS+sc	WMAS+sc	WCCC(F)+ao	WCCC (F)+ao
WMAS-FM+d	WMAS-FM+d	WHYN+ac	WMAS+sc
WRCH(F)+a	WAQY(F)+r	WMAS-FM+d	WMAS-FM+d

### 85. Tucson

KCUB+mc	KCUB+mc	KCUB+mc	KCUB+mc
KAIR+a	KAIR+a	KWFM(F)+p	KWFM(F)+p
KJYK(F)+a	KJYK(F)+a	KJYK(F)+a	KTKT-FM+ao
KRQQ(F)+r	KRQQ(F)+r	KRQQ(F)+r	KTKT+r
KWFM(F)+p	KTKT+r	KTKT+r	KAIR+a

### 86. New Hvn-Wtbr-Mrdn

WELI+ac	WELI+ac	WKCI(F)+a	WELI+ac
WKCI(F)+a	WKCI(F)+a	WPLR(F)+ao	WKCI(F)+a
WEZN(F)+a	WMB+C+r	WEZN(F)+a	WPLR(F)+ao
WAVZ+st	WAVZ+st	WELI+ac	WCBS+n
WKSS(F)+a	WCBS+n	WWYZ(F)+sc	WNBC+r

What makes the small changes in news format shares of interest is what they presage about the future as overall FM listening continues to rise at the expense of AM, where news formats are strong. Share of listening to news stations was 7.9 last spring, up from 6.0 a year before.



**In 1979**

**MORE Radio Stations**

**Ran MORE Ads In**

***Television/Radio Age***

**Than In**

**Any Other Publication\***

\* 1/6th page or better



## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr. Cume		Avg. qtr. hr. Cume	

### 87. D'Prt-R Isl-Moline

KRVR(F)+a	WHBF+mc	WHBF+mc	WHBF+mc
WHBF+mc	KSTT+g	KRVR(F)+a	KSTT+g
WOC+a	WOC+a	WOC+a	WOC+a
KIK(F)+g	KRVR(F)+a	WXL(F)+ao	KRVR(F)+a
KSTT+g	KIK(F)+g	KSTT+g	WQUA+ac

### 88. Lexington-Fayette

WVLK-FM+a	WVLK+ac	WKQQ(F)+ao	WVLK+ac
WVLK+ac	WVLK-FM+a	WLAP-FM+r	WKQQ(F)+ao
WLAP-FM+r	WLAP-FM+r	WVLK+ac	WVLK-FM+a
WAXU(A/F)+mc	WLAP+ac	WVLK-FM+a	WLAP-FM+r
WKQQ(F)+ao	WKQQ(F)+ao	WAXU(A/F)+mc	WLAP+ac

### 89. Bakersfield

KUZZ+cw	KUZZ+cw	KUZZ+cw	KUZZ+cw
KGFM(F)+a	KKXX(F)+ao	KKXX(F)+ao	KKXX(F)+ao
KKXX(F)+ao	KGFM(F)+a	KGAM+ac	KERN+r
KERN+r	KERN+r	KERN+r	KGAM+ac
KLYD(F)+m	KAFY+ac	KAFY+ac	KGFM(F)+a

### 90. Jackson, Miss.

WLIN(F)+st	WLIN(F)+st	WLIN(F)+st	WLSI+st
WJMI(F)+d	WLSI+st	WJMI(F)+d	WJMI(F)+d
WLSI+st	WTYX(F)+r	WTYX(F)+r	WLIN(F)+st
WTYX(F)+r	WJDX+g	WLSI+st	WTYX(F)+r
WJDX+g	WJMI(F)+d	WJDX+g	WZZO(F)+p

### 91. Lans'g-E. Lans'g

WFMK(F)+ac	WFMK(F)+ac	WLS-FM+ao	WLS-FM+ao
WVIC(A/F)+m	WVIC(A/F)+m	WFMK(F)+ac	WVIC(A/F)+m
WTL-FM+mc	WTL-FM+mc	WJM-FM+a	WFMK(F)+ac
WJM-FM+a	WJM-FM+a	WVIC(A/F)+m	WTL-FM+mc
WLS-FM+ao	WLS-FM+ao	WTL-FM+mc	WJM-FM+a

### 92. Mobile

WKSJ-FM+mc	WKSJ-FM+mc	WKSJ-FM+mc	WKRQ-FM+r
WKRQ-FM+r	WKRQ-FM+r	WKRQ-FM+r	WKSJ-FM+mc
WKRQ+r	WLPR(F)+a	WKRQ+r	WKRQ+r
WLPR(F)+a	WKRQ+r	WABB-FM+r	WABB-FM+r
WBLX(F)+e	WABB-FM+r	WLPR(F)+a	WLPR(F)+a

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr. Cume		Avg. qtr. hr. Cume	

### 93. Evansville

WIKY-FM+m	WIKY-FM+m	WIKY-FM+m	WIKY-FM+m
WGBF+g	WGBF+g	WROZ+cw	WGBF+g
WKKR+a	WROZ+cw	WGBF+g	WKDQ(F)+ao
WROZ+cw	WKDQ(F)+ao	WKDQ(F)+ao	WROZ+cw
WIKY+ao	WIKY+ao	WIKY+ao	WKKR+a

### 94. Harrisburg

WHP-FM+st	WHP+g	WHP-FM+st	WHP+g
WHP+g	WHP-FM+st	WHP+g	WHP-FM+st
WHYL+mc	WKBO+r	WRHY(F)+ao	WSFM(F)+r
WOXA(F)+r	WHYL+mc	WSFM(F)+r	WIOO+g
WKBO+r	WCMB+ac	WOXA(F)+r	WCMB+ac

The highest listening shares to news outlets are in the top 20 markets, but market group 41-50 has a higher proportion of news stations than either the top 10 or the second 10 markets. The share of listening, however, is lower in the 41-50 group.

### 95. Anchorage

KFGD+g	KFGD+g	KFGD+g	KFGD+g
KHAR+a	KEN+r	KHAR+a	KEN+r
KKLV(F)+ac	KKLV(F)+ac	KEN+r	KHAR+a
KNK(F)+a	KHAR+a	KANC+cw	KKLV(F)+ac
KEN+r	KBYR+d	XGOT(F)+ac	KYAK+mc

### 96. Eugene-Sprgfld

KPNW-FM+a	KUGN+m	KPNW-FM+a	KUGN+m
KUGN+m	KPNW-FM+a	KEED+mc	KZEL(F)+ao
KPNW+m	KPNW+m	KPNW+m	KPNW+m
KEED+mc	KBCF+r	KZEL(F)+ao	KEED+mc
KSND(F)+r	KEED+mc	KUGN+m	KSND(F)+r

### 97. York

WSBA-FM+st	WSBA+v	WSBA+v	WSBA+v
WNCE(F)+a	WSBA-FM+st	WRKZ(F)+m	WNOV+cw
WSBA+v	WNCE(F)+a	WNOV+cw	WOXA(F)+r
WOXA(F)+r	WYCR(F)+g	WYCR(F)+g	WYCR(F)+g
WNOV+cw	WHP-FM+st	WHP+g	WHP+g

## Rank by women, men, average 1/4-hour

Women 18+		Men 18+	
Avg. qtr. hr. Cume		Avg. qtr. hr. Cume	

### 98. Johns City-Kings-Br

WXBQ(F)+mc	WQUT(F)+ao	WJCW+mc	WJCW+mc
WKPT-FM+a	WXBQ(F)+mc	WXBQ(F)+mc	WQUT(F)+ao
WQUT(F)+ao	WJCW+mc	WQUT(F)+ao	WXBQ(F)+mc
WJCW+mc	WFGH+ac	WETB+ac	WKPT-FM+a
WFGH+ac	WKPT-FM+a	WKPT-FM+a	WZAP+mc

### 99. Chattanooga

WDEF-FM+st	WDEF-FM+st	WSKZ(F)+r	WSKZ(F)+r
WDDO+mc	WDEF+m	WDDO+mc	WDEF+m
WDEF+m	WDDO+mc	WDEF+m	WDDO+mc
WSKZ(F)+r	WSKZ(F)+r	WDEF-FM+st	WDEF-FM+st
WNDO+e	WNDO+e	WSM+WFLI	WGOW+r

### 100. Youngstown-Warren

WKBN-FM+a	WBBW+t	WKBN-FM+a	WBBW+t
WBBW+t	WKBN-FM+a	WBBW+t	WKBN-FM+a
WHOT+r	WHOT+r	WSRD(F)+ao	WKBN+a
WKBN+a	WKBN+a	WHOT+r	WHOT+r
WYFM(F)+ac	WYFM(F)+ac	WYFM(F)+ac	WYFM(F)+ac

### 101. Lincoln

KFOR+ac	KFOR+ac	KECK+mc	KECK+mc
KLMS+g	KLMS+g	KFMQ(F)+ao	KFMQ(F)+ao
KLIN-FM+a	KLIN+ac	KFOR+ac	KFOR+ac
KFMO(F)+ao	KLIN-FM+a	KLIN-FM+a	WOW+ac
KFRX(F)+ao	WOW+ac	KHAT(F)+ac	KLIN-FM+a

### 102. Canton

WHBC+m	WHBC+m	WMMS(F)+ao	WHBC+m
WHBC-FM+st	WHBC-FM+st	WHBC-FM+st	WHBC-FM+st
WOOS(F)+ac	WOOS(F)+ac	WHBC+m	WGAR+ac
WJQ(F)+st	WGAR+ac	WLSR+mc	WMMS(F)+ao
WLSR+mc	WMMS(F)+ao	WHLO+t	WHLO+t

### 103. Peoria

WSWT(F)+a	WMBD+ac	WSWT(F)+a	WMBD+ac
WXCL+cw	WSWT(F)+a	WWCT(F)+ao	WXCL+cw
WKZW(F)+r	WKZW(F)+r	WMBD+ac	WKZW(F)+r
WMBD+ac	WXCL+cw	WXCL+cw	WSWT(F)+a
WIRL+ac	WIRL+ac	WKZW(F)+r	WWCT(F)+ao

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## Leading radio stations, total week and morning drivetime, top 50 ADIS

Top 10 stations in the top 8 markets, top five stations in the remaining markets, ranked by average quarter hour, total persons 12-plus and share, 6 a.m.-midnight, Monday-through-Sunday; also ranked by average quarter hour, women and men 18-49, 6-10 a.m., Monday-through-Friday. Markets ranked by ADI television households, 1979-80.

### Average 1/4-hour rank

Total week	Morn. drivetime
12+ Shr. (000) (%)	18-49W 18-49M

#### 1. New York

WBSL(F)+e	202.6	7.4	WBSL(F)+e	WNBC+r
WKTU(F)+d	167.6	8.1	WABC+ac	WCBS+n
WCBS+n	143.8	5.2	WKTU(F)+d	WBSL(F)+e
WOR+t	135.2	4.9	WNBC+r	WKTU(F)+d
WABC+ac	126.3	4.6	WCBS+n	WPLJ(F)+ao
WINS+n	121.1	4.4	WINS+n	WINS+n
WNBC+r	119.3	4.3	WOR+t	WABC+ac
WRFM(F)+a	117.4	4.2	WADO+s	WCBS-FM+g
WPLJ(F)+ao	99.6	3.6	WRFM(F)+a	WNEW-FM+p
WPAT-FM+a	89.0	3.2	WHN+mc	WHN+mc

#### 2. Los Angeles

KABC+t	90.9	6.1	KFI+ac	KFI+ac
KBIG(F)+e	80.3	5.4	KRTH(F)+ac	KMET(F)+ao
KMET(F)+ao	77.6	5.2	KNX-FM+ao	KNX+n
KNX+n	72.1	4.8	KBIG(F)+e	KLAC+cw
KFI+ac	64.7	4.3	KABC+t	KRTH(F)+ac
KJOU(F)+e	63.9	4.3	KLAC+cw	KABC+t
KLAC+cw	57.1	3.8	KRLA+ac	KLOS(F)+e
KFWB+n	53.7	3.6	KNX+n	KFWB+n
KRTH(F)+ac	50.0	3.3	KFWB+n	KNX-FM+ao
KRLA+ac	48.1	3.3	KMET(F)+ao	KRLA+ac

In the top 10 markets, news stations represent 10.7 per cent of all AM stations, more than any format except A-C.

### Average 1/4-hour rank

Total week	Morn. drivetime
12+ Shr. (000) (%)	18-49W 18-49M

#### 3. Chicago

WGN+v	123.7	10.7	WGN+v	WLS+r
WLS+r	80.2	6.9	WLS+r	WGN+v
WBBM+n	74.3	6.4	WMAQ+mc	WLUP(F)+ao
WLOO(F)+e	72.8	6.3	WBBM+n	WMAQ+mc
WMAQ+mc	67.1	5.8	WFYR	WBBM+n
WLAK(F)+e	51.0	4.4	WCUP	WFYR
WIND+t	49.0	4.2	WLOO(F)+e	WGCI(F)+d
WLUP(F)+ao	44.3	3.8	WJEZ(F)+mc	WIND+t
WGCI(F)+d	37.2	3.2	WBMX(F)+e	WBMX(F)+e
WBMX(F)+e	35.7	3.0	WIND+t	WLOO(F)+a

#### 4. Philadelphia

KYW+n	90.2	6.9	WIP+ac	KYW+n
WIP+ac	51.7	5.1	KYW+n	WMMR
WWSH(F)+a	47.5	4.7	WMGK	WFIL+ac
WMMR	45.6	4.5	WUSL	WIOQ(F)+p
WMGK	45.1	4.4	WFIL+ac	WIP+ac
WDVR(F)+a	40.8	4.0	WDAS-FM+e	WUSL(F)+ac
WDAS-FM+e	39.8	3.9	WWDB(F)+i	WMGK
WYSP(F)+p	37.5	3.7	WYSP(F)+p	WWSH(F)+a
WFIL+ac	35.8	3.5	WCAU+n	WYSP(F)+p
WUSL(F)+ac	35.6	3.5	WIOQ(F)+p	WDAS-FM+e

### Average 1/4-hour rank

Total week	Morn. drivetime
12+ Shr. (000) (%)	18-49W 18-49M

#### 5. San Francisco

KGO+t	67.3	9.4	KGO+t	KGO+t
KCBS+n	39.0	5.5	KCBS+n	KCBS+n
KFOG(F)+a	33.5	4.7	KNBR+m	KFRC+r
KSOL(F)+e	30.8	4.3	KFRC+r	KNBR+m
KNBR+m	30.7	4.3	KYUU(F)+g	KSFO+ac
KFRC+r	28.6	4.1	KRAK+	KYUU(F)+g
KYUU(F)+g	25.5	3.5	KSFO+ac	KNEW+mc
KSFJ(F)+d	22.9	3.2	KRAK+	KRAK+
KDIA+e	22.2	3.1	KSOL(F)+e	KSOL(F)+e
XABL-FM+a	22.1	3.1	KIOQ(F)+ac	KMEL(F)+ao

#### 6. Boston

WBZ+ac	64.6	8.3	WHDH+ac	WBZ+ac
WHDH+ac	61.9	8.0	WBZ+ac	WBCN
WEEI+n	43.2	5.6	WYBF(F)+r	WHDH+ac
WJIB(F)+a	40.1	5.2	WROR	WROR
WBCN(F)+ao	36.9	4.7	WRKO+r	WEEI+n
WVBF(F)+r	34.5	4.4	WEEI+n	WCOZ
WROR	33.2	4.3	WXXS-FM+d	WRKO+r
WCOZ	30.2	3.9	WEEI-FM+ac	WAAF(F)+r
WAAF(F)+r	29.7	3.6	WJIB(F)+a	WXXS-FM+d
WXXS-FM+d	25.3	3.2	WBCN	WJIB(F)+a

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## Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

### 7. Detroit

WJR+ac	81.9	12.1	WJR+ac	WRIF(F)+ao
WRIF(F)+ao	47.6	7.0	CKLW+ac	WJR+ac
WMJC (F)+ac	37.3	5.5	WMJC (F)+ac	CKLW+ac
WCZY-FM+ac	34.6	5.1	WGMZ+ WKMF	WGMZ+ WKNF
WCXI+ac	34.5	5.1	WNIC-FM+ac	WWJ+ac
WWJ+ac	31.7	4.6	WOMC (F)+ac	WNIC-FM+ac
CKLW+ac	31.6	4.8	WCXI+ac	WCXI+ac
WJR-FM+ac	30.1	4.4	WRIF (F)+ao	WABX (F)+ao
WDRO(F)+ac	29.2	4.3	WCZY-FM+ac	WJZZ(F)+ao
WNIC-FM+ac	28.6	4.2	WDRO(F)+ac	WOMC (F)+ac

### 8. Washington

WMAL+ac	44.3	8.2	WPGC A/F+g	WMAL+ac
WPGC A/F+g	40.4	7.5	WPGC-FM+g	WPGC (A/F)+g
WRQX(F)+ac	39.1	7.3	WMAL+ac	WPGC-FM+g
WPGC-FM+g	35.7	6.8	WRQX(F)+ac	WAVA (F)+ao
WKYS(F)+d	25.8	4.8	WASH (F)+ac	WASH (F)+ac
WGAY-FM+ac	25.2	4.7	WKYS(F)+d	WTOP+ac
WASH (F)+ac	20.7	3.8	WMZQ (F)+ac	WRQX(F)+ac
WAVA (F)+ao	19.3	3.6	WHUR(F)+ac	WMZQ (F)+ac
WMZQ (F)+ac	18.1	3.3	WGAY (A/F)+ac	WHUR(F)+ac
WTOP+ac	17.6	3.2	WTOP+ac	WKYS(F)+d

### 9. Cleveland

WMMS (F)+ao	48.3	9.2	WGAR+ac	WMMS (F)+ao
WGCL(F)+ac	31.6	6.2	WNNS (F)+ao	WGAR+ac
WQAL(F)+ac	30.8	6.1	WZZP(F)+ac	WHK+ac
WDOK(F)+ac	25.9	5.1	WWWE+ac	WGCL(F)+ac
WGAR+ac	22.3	4.4	WGCL(F)+ac	WDOK(F)+ac

## Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

### 10. Dallas-Fort Worth

WBAP+ac	54.3	12.3	KVIL(A/F)+m	WBAP+ac
KVIL-FM+ac	36.9	8.3	KVIL-FM+ac	KVIL(A/F)+m
KSCS(F)+ac	31.9	7.2	WBAP+ac	KVIL-FM+ac
KRLD+ac	28.9	6.5	KSCS(F)+ac	KRLD+ac
KOAX(F)+ac	25.3	5.7	KRLD+ac	KSCS(F)+ac

### 11. Pittsburgh

KDKA+ac	104.0	21.5	KDKA+ac	KDKA+ac
WSHH(F)+ac	26.3	5.4	WTAE+ac	WTAE+ac
WXXI(F)+ac	25.1	5.1	WFFM (A/F)+ac	WDFE (F)+ao
WDFE (F)+ao	23.3	4.8	WFFM- FM+ac	WXXI(F)+ac
WTAE+ac	23.2	4.8	WXXI(F)+ac	WFFM (A/F)+ac

### 12. Houston

KRLY(F)+ac	38.2	9.0	KIKK- FM+ac	KIKK- FM+ac
KIKK- FM+ac	35.3	8.3	KRLY(F)+ac	KILT-FM+ac
KPRC+ac	28.0	6.6	KILT+ac	KRLY(F)+ac
KYND(F)+ac	26.7	6.3	KMJQ(F)+ac	KILT+ac
KRBE(F)+ac	22.6	5.3	KILT-FM+ac	KULF+ac

### 13. Minneapolis-St. Paul

WCCO+ac	89.6		WCCO+ac	WCCO+ac
KSTP-FM+ac	33.4		KSTP-FM+ac	WDGY+ac
WDGY+ac	27.6		WDGY+ac	KSTP-FM+ac
KORS (A/F)+ao	27.1		WCCO- FM+ac	KORS (A/F)+ao
KORS- FM+ao	23.3		KORS	KSTP+ac

### 14. St. Louis

KMDX+ac	79.5	20.2	KMOX+ac	KMOX+ac
KSHE(F)+ac	26.8	6.8	KXOK+ac	KSHE(F)+ac
WWWK(F)+ac	25.9	6.5	WIL- FM+ac	WWWK+ KWK
WIL-FM+ac	22.2	5.6	WWWK+ KWK	WIL-FM+ac
KEZK(F)+ac	22.1	5.6	KMDX- FM+ac	KXOK+ac

## Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

### 15. Miami

WHYY(F)+ac	25.1	7.1	WHYY(F)+ac	WHYY(F)+ac
WRHC+ac	20.8	5.9	WWWL (F)+ac	WWOK+ac
WLYF(F)+ac	20.6	5.8	WRHC+ac	WSHE (F)+ao
WQBA+ac	17.0	4.8	WQBA+ac	WAXY (F)+ac
WINZ+ac	16.9	4.7	WAIA(F)+ac	WRHC+ac

### 16. Atlanta

WZGC(F)+ac	33.6	9.6	WSB+ac	WQXI(A/F)
WSB+ac	31.1	9.5	WZGC(F)+ac	WQXI-FM+ac
WVEE(F)+d	31.0	8.9	WQXI(A/F)	WKLS(A/F)
WKLS- FM+ao	27.9	8.0	WQXI-FM+ac	WKLS- FM+ao
WQXI-FM+ac	22.2	6.3	WVEE(F)+d	WSB+ac

### 17. Seattle-Everett

KIRO+ac	29.8	8.9	KIRO+ac	KIRO+ac
KOMO+ac	22.6	6.6	KPLZ(F)+ac	KJR+ac
KSEA(F)+ac	17.7	5.3	KMPS(A/F)	KING+ac
KISW(F)+ao	16.7	5.0	KOMO+ac	KOMO+ac
KJR+ac	15.8	4.7	KING+ac	KZAM(F)+ac

### 18. Tampa-St. Pete.

WBWA- FM+ac	25.8	8.2	WRBO(F)+ac	WQXM (F)+ao
WSUN+ac	19.0	6.0	WQYK (F)+ac	WSUN+ac
WJYW(F)+ac	18.6	5.9	WSUN+ac	WRBO(F)+ac
WFLA-FM+ac	17.6	5.6	WFLA+ac	WQYK (F)+ac
WRBO(F)+ac	17.0	5.4	WLCY+ac	WYNF(F)+ac

### 19. Baltimore

WBAL+ac	44.1	13.0	WBAL+ac	WIYY(F)+ac
WLIF(F)+ac	26.5	7.8	WCBM+ac	WFBR+ac
WIYY(F)+ac	25.4	7.5	WPOC (F)+ac	WBAL+ac
WXYY(F)+ac	24.6	7.2	WFBR+ac	WPOC (F)+ac
WPOC (F)+ac	21.4	6.3	WWIN+ac	WCBM+ac



### Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

#### 20. Hartford-New Brtn

WTIC•ac	50.0	15.9	WTIC•ac	WTIC•ac
WRCH(F)•a	17.7	5.6	WDRC(A/F	WPLR(F)•ao
WPLR(F)•ao	15.2	4.8	WKCI(F)•a	WNBC•r
WKSS(F)•a	14.6	4.6	WTIC-FM•r	WDRC(A/F
WTIC-FM•r	14.0	4.4	WELI•ac	WHCN(F)- •ao

#### 21. Denver-Boulder

KIMN•r	22.0	7.4	KHOW•ac	KHOW•ac
KBPI(F)•ao	21.2	7.1	KIMN•r	KLZ•mc
KHOW•ac	19.2	6.5	KPPL(F)•st	KBPI(F)•ao
KLZ•mc	18.8	6.3	KLZ•mc	KIMN•r
KOA•t	18.5	6.2	KBPI(F)•ao	KAZY(F)•ao

#### 22. Indianapolis

WXTZ(F)•a	25.7	9.4	WIBC•ac	WIBC•ac
WIBC•ac	25.2	9.2	WFMS (F)•cw	WFBQ (F)•ao
WIKS(F)•r	20.2	7.4	WNAP(F)•r	WNAP(F)•r
WFBQ (F)•ao	18.1	6.6	WIKS(F)•r	WFMS (F)•cw
WFMS (F)•cw	14.9	5.4	WNDE•ac	WIRE•mc

#### 23. Sacramento

KZAP(F)•ao	22.9	8.8	KRAK•cw	KZAP(F)•ao
KEWT(F)•a	17.9	6.8	KXOA- FM•sc	KRAK•cw
KRAK•cw	17.7	6.8	KZAP(F)•ao	KNBR•m
KNBR•m	10.9	4.1	KNBR•m	KHYL(F)•ac
KHYL(F)•ac	9.7	3.7	KGNR•t	KFRC•r

#### 24. Portland

KGW•ac	22.2	9.4	KGW•ac	KGW•ac
KXL-FM•a	16.9	7.1	KEX•ac	KGON(F)•ao
KUPL-FM•a	14.6	6.1	KJIB+KWJJ	KJIB+KWJJ
KGON(F)•ao	14.5	6.1	KXL-FM•a	KYTE•cw
KEX•ac	13.5	5.7	KINK(F)•p	KWJJ•mc

### Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

#### 25. San Diego

KJQY(F)•a	20.2	8.3	KFMB•ac	KFMB•ac
KFMB•ac	17.1	7.0	KOGO•m	XTRA- FM•ao
KPRI(F)•ao	13.5	5.5	KYXY(F)•m	KSDO•n
KGB-FM•ao	13.0	5.3	KIFM(F)•ac	KGB-FM•ao
KSDO•n	11.6	4.7	KJQY(F)•a	KPRI(F)•ao

#### 26. Milwaukee

WTMJ•ac	37.4	13.9	WTMJ•ac	WBCS (A/F•mc
WEZW(F)•a	27.8	10.3	WZUU	WISN•ac
WISN•ac	25.1	9.3	WBCS (A/F•mc	WTMJ•ac
WBCS- FM•mc	20.5	7.6	WISN•ac	WBCS- FM•mc
WLPX(F)•ao	18.4	6.8	WZUU-FM•r	WZUU(A/F•r

#### 27. Kansas City

WDAF•mc	32.8	13.9	WDAF•mc	WDAF•mc
KYYS(F)•ao	21.4	9.0	WHB•ac	KYYS(F)•ao
KMBZ•ac	19.9	8.4	KMBR(F)•a	WHB•ac
WHB•ac	18.7	7.9	KMBZ•ac	KCMO•ac
KMBR(F)•a	16.7	7.0	KYYS(F)•ao	KMBZ•ac

#### 28. Cincinnati

WLW•ac	32.8	14.5	WUBE (A/F•mc	WLW•ac
WKRQ(F)•r	22.6	10.0	WKRQ(F)•r	WEBN (F)•ao
WEBN (F)•ao	19.7	8.7	WKRC•ac	WUBE (A/F•mc
WUBE- FM•mc	16.5	7.3	WLW•ac	WUBE- FM•mc
WCKY•ac	14.8	6.5	WUBE- FM•mc	WKRC•ac

#### 29. Buffalo

WJYE(F)•a	24.1	10.4	WKBW•r	WKBW•r
WBEN-FM•r	23.4	10.1	WGR•ac	WGR•ac
WBEN (F)•ac	22.4	9.7	WBEN•ac	WBEN•ac
WGR•ac	19.5	8.4	WJYE(F)•a	WBEN-FM•r
WKBW•r	18.9	8.2	WBEN-FM•r	WGRQ (F)•ao

### Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

#### 30. Nashville-Davdsn

WWKX(F)•r	17.5	8.3	WWKX(F)•r	WSM•cw
WSIX- FM•mc	15.6	7.4	WSIX- FM•mc	WWKX(F)•r
WSM•cw	15.6	7.4	WBQY+	WLAC•ac
WZEE(F)•a	12.3	5.8	WSM•cw	WKDF(F)•ao
WVOL•e	10.7	5.1	WVOL•e	WSM-FM•sc

#### 31. Phoenix

KNIX (A/F•cw	26.9	11.9	KNIX (A/F•cw	KOY•ac
KNIX- FM•cw	20.7	9.2	KOY•ac	KNIX (A/F•cw
KOY•ac	16.9	7.5	KNIX- FM•cw	KDKB(F)•ao
KTAR•n	16.7	7.4	KOPA-FM•r	KNIX-FM•cw
KOPA-FM•r	16.6	7.4	KOOL(F)•ac	KTAR•n

#### 32. Charlotte-Gastonia

WSOC- FM•mc	24.4	10.9	WBT•ac	WAYS+ WROQ
WBT•ac	24.1	10.7	WAYS+ WROQ (F)•ao	WROQ (F)•ao
WROQ (F)•ao	22.6	10.1	WSOC- FM•mc	WBT•ac
WEZC(F)•a	16.1	7.2	WROQ (F)•ao	WSOC- FM•mc
WPEG(F)•d	9.9	4.4	WAYS•r	WAYS•r

#### 33. Memphis

WHRK(F)•r	18.4	9.5	WMC-FM•r	WMC•r
WMC-FM•r	17.6	9.1	WMC•r	WMC-FM•r
WEZI(F)•a	15.2	7.8	WHBQ•r	WZXR(F)•ao
WMC•r	13.3	6.8	WDIA•e	WHRK(F)•r
WZXR (F)•ao	13.1	6.7	WQUD (F)•ac	WMPS•mc

#### 34. New Orleans

WEZB(F)•ac	17.3	9.1	WTIX•r	WWL•ac
WTIX•r	16.3	8.6	WEZB(F)•ac	WTIX•r
WBYU(F)•a	13.8	7.2	WQUE(F)•r	WNOE•r
WYLD-FM•e	9.8	5.1	WWL•ac	WRNO(F)•r
WSMB•ac	9.3	4.9	WBYU(F)•a	WNOE- FM•ao



### Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

#### 35. Columbus

WLVO(F)+ao	24.6	12.9	WTVN+ac	WLVO(F)+ao
WNCI(F)+r	22.7	11.9	WNCI(F)+r	WNCI(F)+r
WTVN+ac	18.0	9.4	WLVO(F)+ao	WTVN+ac
WBNS-FM+a	15.5	8.8	WBNS+a	WBNS+a
WXGT(F)+r	12.7	6.8	WCOL+ac	WCOL+ac

#### 36. Greenville-Spartanburg

WFBC-FM+ac	16.4	8.6	WFBC(A/F)	WESC(A/F)+mc
WESC-FM+mc	14.4	7.5	WFBC-FM+ac	WESC-FM+mc
WANS-FM	13.8	7.2	WESC	WFBC(A/F)(A/F)+mc
WSPA-FM+a	12.1	6.3	WESC-FM+mc	WFBC-FM+ac
WWNC+mc	10.3	5.4	WWNC+mc	WAIM(F)

#### 37. Grand Rapids

WOOD-FM+a	18.7	9.1	WOOD+ac	WLAV-FM+ao
WLAV-FM+ao	14.2	6.9	WOOD-FM+a	WOOD-FM+a
WGRD-FM+r	13.3	6.5	WKZO+mc	WOOD+ac
WOOD+ac	12.5	6.1	WGRD	WJFM(F)+ac(A/F)+r
WKZO+mc	7.7	3.7	WGRD-FM+r	WGRD(A/F)+r

#### 38. Providence-Warwick-Paw

WLKW-FM+a	23.6	10.1	WPRO+r	WPRO+r
WPJB(F)+r	21.5	9.2	WPJB(F)+r	WPJB(F)+r
WPRO-FM+r	15.8	6.8	WPRO-FM+r	WPRO-FM+r
WPRO+r	13.0	5.6	WLKW-FM+a	WBRU(F)+P
WEAN+ac	12.2	5.2	WJAR+ac	WMYS(F)+ac

#### 39. Oklahoma City

KXNG(F)+a	17.7	10.6	WKY+r	WKY+r
KEBC(F)+mc	14.9	8.9	KTKO+ac	KEBC(F)+mc
KOFM(F)+r	13.4	8.0	KEBC	KATT(A/F)(F)+mc
KTKO+ac	13.4	8.0	KXNG(F)+a	KATT-FM+ao
WKY+r	11.5	6.9	KOFM(F)+r	KOFM(F)+r

### Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

#### 40. Orlando

WDBO-FM+a	16.5	12.3	WHLY(F)+ac	WHOO-FM+a
WHOO-FM+a	11.4	7.2	WBJW(F)+r	WBJW(F)+r
WDIZ(F)+ao	9.8	6.0	WHOO-FM+a	WDBO-FM+a
WHLY(F)+ac	8.8	5.5	WDBO-FM+a	WDIZ(F)+ao
WBJW(F)+r	8.7	5.4	WDBO+ac	WORJ(F)+ao

#### 41. Charleston-Huntington

WKEE(F)+r	12.1	8.8	WKEE+	WCHS
WVAF(F)	10.7	6.0	WKEE(F)+r	WKEE+
WQBE(F)	7.7	4.3	WQBE(F)	WCAW
WCAW	6.5	3.6	WCHS	WKEE(F)+r

#### 41. Raleigh-Durham

WRAL(F)+ao	28.3	14.8	WRAL(F)+ac	WRAL(F)+ac
WPTF+ac	19.4	9.9	WPIF+ac	WQDR(F)+ao
WQDR	14.8	7.5	WYYD(F)+a	WPTF+ac
WYYD(F)+a	13.7	7.0	WQDR	WOSM(F)+r
WOSM(F)+r	9.4	4.8	WOSM(F)+r	WKIX+r

#### 43. Louisville

WAMZ(F)+mc	15.9	9.3	WHAS+ac	WHAS+ac
WHAS+ac	15.6	9.1	WAKY+ac	WAKY+ac
WKJJ-FM+r	14.8	8.6	WKJJ(A/F)+r	WAMZ(F)+mc
WVEZ(F)+a	13.6	7.9	WAMZ	WKJJ(A/F)+r
WAKY+ac	12.6	7.3	WKJJ-FM+r	WKJJ-FM+r

#### 44. Dayton

WHIO-FM+a	25.2	14.0	WONE+mc	WTUE(F)+ao
WHIO+ac	16.1	8.9	WHIO+ac	WHIO+ac
WONE+mc	15.8	8.7	WING+r	WONE+mc
WTUE(F)+ao	14.2	7.9	WHIO-FM+a	WING+r
WVUD(F)+ao	9.8	5.4	WTUE	WHIO-FM+a

### Average 1/4-hour rank

Total week	Morn. drivetime	
	12+ Shr. (000) (%)	18-49W 18-49M

#### 45. Harrisburg

WQXA(F)+r	17.5	9.4	WQXA(F)+r	WQXA(F)+r
WHP-FM	14.6	7.8	WHP+g	WHP+g
WHP+g	14.0	7.5	WSBA+v	WSBA+v
WNCE(F)+a	10.0	5.3	WSBA(F)+st	WRHY(F)+ao
WSBA+v	9.3	4.9	WHP-FM	WRKZ(F)

#### 47. Salt Lake City

KSL+ac	15.9	9.9	KSL+ac	KALL+mc
KSFI(F)+a	10.8	6.6	KALL+mc	KSL+ac
KCPX-FM+ao	10.4	6.5	KSOP-FM+cw	KCPX-FM+ao
KSOP-FM+cw	10.1	6.3	KALL-FM+ac	KSOP-FM+cw
KLUB+a	8.8	5.5	KAYK(A/F)+ac	KIRGO+mc

#### 48. Albany-Schenectady-Troy

WGY+ac	31.8	17.8	WGY+ac	WGY+ac
WFLY(F)+r	16.4	9.2	WTRY+r	WGNA(F)+cw
WROW+a	12.9	7.3	WFLY(F)+r	WROW+a
WGNA(F)+cw	11.4	6.4	WGNA	WFLY(F)+r
WROW-FM+a	9.5	5.3	WPTR+ac	WPTR+ac

#### 49. Birmingham

WENN-FM+d	16.2	9.0	WGSN+ac	WGSN+ac
WKXX(F)+ao	15.6	9.5	WENN(A/F)	WENN(A/F)
WGSN+ac	9.5	5.8	WKXX(F)+ao	WENN-FM+d
WVOK+mc	8.7	5.3	WENN-FM+d	WRKK(F)+ao
WAPI-FM+a	8.2	5.0	WZZX(F)+cw	WERC+ac

#### 50. Northeast Penna

WARM+ac	13.3	7.0	WARM+ac	WARM+ac
WGBI-FM+cw	12.4	6.5	WGBI-FM+cw	WGBI-FM+cw
WNAK+st	9.4	4.9	WHLM(A/F)+m	WEZX(F)+ao
WEZX(F)+ao	7.2	3.7	WLOQ(F)+mc	WHLM(A/F)+m
WVCD(F)+a	6.3	3.3	WILK+g	WILK+g