

HONOLULU
12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03		
KSSK	17.6	14.8	14.3	13.2	13.5	17.2	11.0	9.1	14.1	11.9	15.3	13.7	13.5	11.6	9.5	10.2	10.8	9.5	9.2	8.6	8.4	8.1	6.6	5.5	4.4	4.4	4.7	5.1	4.4	KSSK, 580 (FS)	
KSSK-F	-	-	2.9	4.4	4.4	2.9	5.4	6.6	11.5	12.9	12.7	7.4	8.6	6.0	6.0	9.1	10.8	11.6	13.0	11.4	10.6	11.3	10.8	9.4	9.4	8.7	10.1	10.1	9.6	KSSK-F, 92.3 (AC)	
KLHT	6.4	-	-	1.4	6.9	5.1	4.7	2.9	0.7	0.4	0.4	0.6	0.5	1.0	0.4	0.7	0.6	0.4	0.6	0.5	0.6	0.7	0.6	0.9	0.4	0.6	-	0.4	0.6	KLHT, 1040 (REL)	
KPOI-F	6.4	7.0	3.9	4.2	2.2	4.9	11.4	7.6	9.1	10.4	8.6	8.6	7.7	6.6	5.7	4.9	4.4	3.8	3.7	4.0	3.8	3.4	3.9	2.7	3.5	3.9	3.4	2.7	2.6	KPOI-F, 97.5 (AOR)	
KHVH	-	5.0	3.8	5.6	8.3	12.0	10.7	8.8	5.7	6.5	3.7	2.4	5.8	6.1	3.6	2.7	2.7	2.3	2.2	3.1	3.6	3.6	3.7	3.3	3.2	3.5	3.1	3.5	3.0	KHVH, 830 (T)	
KKEA	3.5	6.5	6.5	5.1	4.5	5.4	4.7	6.6	5.2	4.7	4.8	4.0	4.5	3.7	5.8	3.9	2.6	2.3	2.3	2.4	2.2	2.1	1.5	1.5	1.0	1.5	1.5	1.9	2.0	KKEA, 1420 (S/T)	
KQMQ-F	8.2	5.4	3.6	2.9	4.0	2.7	2.6	8.4	7.9	10.0	11.1	10.8	14.2	15.1	13.0	10.9	7.4	8.1	7.8	7.0	6.6	7.4	7.0	5.3	3.5	2.8	4.2	3.8	4.1	KQMQ-F, 93.1 (O-80'S)	
KUMU	4.3	3.3	3.9	3.6	4.6	2.7	3.1	3.0	2.3	2.2	1.6	*	*	*	*	*	*	*	*	*	2.1	2.2	1.8	2.0	1.6	1.6	1.2	0.9	0.8	KUMU, 1500 (ST)	
KUMU-F	5.3	5.6	4.3	5.8	7.1	7.5	5.0	8.2	7.5	6.6	8.1	11.0	11.5	10.5	11.9	10.3	8.9	8.4	8.4	8.4	5.3	6.4	5.6	5.7	5.1	5.5	5.7	5.2	5.1	KUMU-F, 94.7 (SAC)	
KORL	14.9	14.3	19.0	11.0	7.2	8.5	9.7	7.0	6.3	4.2	4.7	3.5	**	**	**	**	**	**	**	**	**	**	**	**	-	-	-	-	0.6	KORL, 690 (K/D)	
KHBZ	-	5.7	4.1	5.8	6.1	4.9	6.5	4.7	4.6	3.8	4.0	4.6	3.9	4.1	3.8	3.0	3.0	-	1.9	1.0	-	-	-	0.4	-	-	0.2	-	0.9	KHBZ, 980 (T)	
KIKI-F	-	-	-	-	2.0	1.2	1.2	5.2	4.8	3.6	2.4	9.2	6.5	9.0	10.4	9.6	10.5	10.3	8.6	8.4	10.3	11.9	11.3	8.0	6.5	4.8	3.9	3.8	3.9	KIKI-F, 93.9 (CHR)	
KGU	-	4.1	6.3	7.4	5.1	3.2	3.5	3.2	2.3	4.0	3.3	3.7	4.7	3.6	2.7	3.0	4.5	4.3	4.1	2.0	1.3	1.4	1.2	1.3	1.3	1.0	0.6	-	0.6	KGU, 760 (REL)	
KHNR	7.4	10.3	10.9	12.9	7.7	6.1	3.4	3.2	3.4	3.3	3.8	0.9	1.0	-	-	-	-	0.7	1.0	1.8	1.5	1.3	1.3	1.4	1.1	0.9	0.8	0.7	1.0	KHNR, 650 (N/T)	
KHCM	-	-	-	0.4	-	0.7	5.4	4.1	3.7	3.3	3.0	3.0	2.1	2.1	1.5	1.6	0.7	1.8	1.5	-	0.3	0.4	-	0.4	-	-	-	0.6	1.0	KHCM, 940 (C)	
KRTR-F	-	-	-	-	-	2.9	-	-	1.6	3.8	4.7	5.0	6.3	7.3	7.6	7.4	5.1	5.6	6.2	5.9	6.4	7.8	7.0	6.5	7.0	6.0	6.6	6.4	6.7	KRTR-F, 98.3 (AC)	
KCCN-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.5	11.2	8.3	7.4	8.5	8.8	7.3	8.2	8.3	10.6	8.0	7.7	6.9	7.5	KCCN-F, 100.3 (E)	
KINE-F	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3	3.3	4.5	2.6	3.5	4.4	5.7	5.5	6.0	7.0	7.4	7.3	7.9	7.5	7.4	6.7	KINE-F, 105.1 (E)	
KOBB-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	1.7	2.3	3.0	3.5	2.2	2.9	2.4	1.9	2.7	3.0	2.7	4.6	4.4	4.7	KOBB-F, 102.7 (CHR)	
KDNN-F	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	3.5	1.6	1.8	3.8	-	5.7	5.3	4.5	2.9	2.9	2.9	8.5	5.6	5.7	4.6	KDNN-F, 98.5 (E)	
KAHA-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	1.2	1.2	0.9	1.6	1.3	1.4	1.7	1.8	1.8	1.6	2.4	KAHA-F, 105.9 (CL AOR)
KAIM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	0.8	0.8	0.8	5.0	5.6	4.6	4.0	4.4	4.2	3.9	KAIM-F, 95.5 (REL)	
KGMZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	0.8	0.8	0.8	5.0	5.6	4.6	4.0	4.4	4.2	3.9	KGMZ-F, 107.9 (O)	
KHUI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	0.9	0.9	0.3	0.3	-	1.9	2.3	2.1	3.7	2.6	KHUI-F, 99.5 (E)	
KNDI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	0.6	1.1	0.7	0.9	1.4	0.7	0.9	1.3	1.0	1.4	KNDI, 1270 (E)	
KUCD-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.6	2.2	2.3	3.4	3.8	4.1	3.5	4.6	3.5	3.5	KUCD-F, 101.9 (AOR)	
KXME-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	5.6	7.1	6.0	4.7	3.8	4.1	4.1	KXME-F, 104.3 (CHR)	

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KSSK	30.2	38.8	29.4	27.1	22.4	22.9	28.9	27.0	26.9	23.0	21.3	21.4	21.8	18.1	16.4	17.4	16.3	14.9	10.5	8.2	7.8	8.5	8.4	8.2	8.4
KSSK-F	17.5	16.0	12.4	17.0	18.4	29.4	30.0	22.5	23.0	16.9	18.9	20.1	24.6	23.9	26.5	26.9	25.7	26.8	22.4	21.9	21.1	19.4	20.0	18.7	19.1
KLHT	16.2	13.9	11.3	8.9	4.3	1.2	1.7	1.8	1.3	2.6	2.2	2.3	1.0	1.0	2.3	2.3	2.0	2.2	2.0	2.2	0.9	2.0	-	1.7	1.5
KPOI-F	-	13.1	21.3	15.8	17.2	20.2	21.5	15.5	15.2	14.8	15.7	14.5	13.2	10.2	10.2	10.5	10.1	11.1	11.3	8.3	10.8	10.7	10.1	8.9	9.4
KHVH	14.6	24.5	28.5	27.2	25.7	22.0	14.3	8.6	13.8	14.7	11.4	7.4	7.9	5.7	8.2	7.1	6.8	8.2	5.8	6.2	6.4	6.7	6.4	6.3	5.6
KKEA	16.0	14.1	10.3	15.9	11.3	11.2	12.0	10.3	10.3	9.7	11.2	11.7	7.1	4.8	9.0	8.1	8.7	7.7	7.2	6.0	6.0	7.0	8.7	6.6	7.5
KQMQ-F	-	18.9	22.6	23.6	24.7	26.0	32.4	35.7	36.9	-	-	32.5	24.3	22.2	21.9	21.0	22.6	23.8	21.2	18.7	13.7	11.7	10.8	8.9	10.4
KUMU	-	-	8.8	7.9	6.4	4.0	5.8	-	-	-	-	-	-	-	-	-	4.7	5.5	4.0	4.4	3.2	4.1	2.6	2.6	2.7
KUMU-F	15.8	13.8	11.4	14.6	15.0	12.0	15.1	16.1	17.6	19.7	24.9	18.8	17.6	17.3	15.4	15.8	11.4	11.6	11.1	10.1	10.3	11.8	12.2	11.4	11.0
KORL	26.1	21.9	29.8	25.0	17.9	15.7	14.0	10.0	**	**	**	**	**	**	**	**	**	**	**	**	**	-	-	-	1.3
KHBZ	18.8	15.0	19.9	14.6	15.8	11.9	12.2	13.4	11.5	11.5	11.8	8.8	10.5	7.6	8.9	3.6	-	-	-	1.2	-	-	2.0	-	2.7
KIKI-F	-	14.7	12.7	10.7	12.1	7.2	7.6	21.7	21.5	19.7	24.9	22.7	27.2	22.8	21.5	22.8	22.1	26.8	25.5	22.1	17.1	15.8	12.1	13.3	11.8
KGU	15.6	11.3	8.4	5.9	7.6	6.8	9.9	8.4	10.5	7.1	7.2	6.8	10.8	14.4	8.5	6.4	7.4	8.0	7.2	5.3	6.1	4.5	2.9	-	1.6
KHNR	27.6	21.9	9.8	7.5	6.9	8.4	7.4	4.1	5.7	-	-	-	-	2.9	5.8	5.6	6.4	6.2	5.2	5.2	4.2	4.0	4.7	3.7	2.0
KHCM	-	-	12.1	9.5	9.1	8.1	6.1	7.2	6.0	6.0	4.3	6.7	2.7	5.0	3.6	-	0.9	0.8	-	1.0	-	-	-	1.3	2.5
KRTR-F	-	-	-	-	3.9	5.0	17.3	12.7	15.0	17.5	19.3	20.2	16.7	15.4	16.3	17.0	14.9	19.2	15.3	15.6	14.9	14.3	15.7	15.0	15.1
KCCN-F	-	-	-	-	-	-	-	-	-	-	-	14.7	22.0	16.1	20.7	18.9	17.8	17.6	20.9	18.7	21.0	19.5	19.9	18.8	18.5
KINE-F	-	-	-	-	-	-	-	-	6.6	-	-	9.4	8.9	9.1	10.9	12.1	13.2	13.4	15.7	12.9	14.9	14.8	14.7	13.6	14.7
KOBB-F	-	-	-	-	-	-	-	-	4.1	-	-	-	5.6	9.3	8.5	7.1	8.2	7.0	6.3	6.0</					

HONOLULU

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	7.4	--	--	--	--	--	--	--	15.8 %	19.7 %	--	--	--	1976
1977	8.2	10.8 %	--	--	--	--	--	--	16.0	18.0	21	--	--	1977
1978	9.2	12.2	--	--	--	--	--	--	15.3	20.9	19	--	--	1978
1979	10.1	9.8	--	--	--	--	--	--	15.3	24.2	21	--	--	1979
1980	11.0	8.9	--	--	--	--	--	--	17.4	26.7	20	--	--	1980
1981	12.2	10.9	.782	15.60	3.5	.0032	--	--	17.2	26.1	22	--	--	1981
1982	12.9	5.7	.795	16.23	3.7	.0032	--	--	17.9	37.5	22	--	--	1982
1983	13.9	7.8	.806	17.25	4.2	.0030	.134	--	16.7	44.0	24	17	--	1983
1984	15.0	7.9	.819	18.31	4.8	.0028	.163	--	16.9	47.3	22	16	--	1984
1985	16.1	7.3	.828	19.42	5.0	.0027	.170	KSSK	17.3	49.2	21	16	--	1985
1986	15.8	-1.9	.839	19.03	5.5	.0027	.176	KSSK	16.1	49.8	22	15	--	1986
1987	16.9	7.0	.836	20.21	6.2	.0027	.173	KSSK	17.3	50.5	22	14	4.7	1987
1988	18.7	10.7	.844	22.16	6.7	.0028	.198	KSSK	17.2	53.2	25	12	5.7	1988
1989	19.9	6.4	.854	23.30	7.3	.0027	.206	KSSK	18.8	62.0	23	13	3.5	1989
1990	21.0	5.5	.843	23.25	8.4	.0025	.222	KSSK	17.4	65.2	26	14	4.9	1990
1991	19.4	-7.6	.848	25.88	8.7	.0022	.208	KSSK	17.4	68.5	25	15	6.8	1991
1992	19.7	1.5	.861	22.88	8.8	.0023	.210	KSSK	17.2	67.3	26	15	6.3	1992
1993	20.2	2.5	.879	22.98	9.5	.0021	.217	KSSK-F	15.9	67.7	28	16	6.9	1993
1994	21.2	5.0	.885	23.95	10.5	.0020	.221	KSSK-F	16.2	74.7	24	16	6.0	1994
1995	21.5	0.6	.882	24.38	10.1	.0022	.231	KSSK-F	16.0	73.6	27	14	7.1	1995
1996	22.0	2.5	.884	24.88	9.5	.0023	.232	KSSK-F	15.7	77.6	26	13.5	5.3	1996
1997	23.1	5.0	.880	26.25	9.8	.0024	.246	KSSK-F	16.0	78.5	27	15	6.2	1997
1998	22.4	2.9	.872	25.68	9.8	.0023	.239	KSSK-F	16.8	79.3	27	15.5	6.2	1998
1999	23.5	4.7	.872	26.95	10.1	.0023	.251	KSSK-F	15.9	81.5	27	16.5	6.4	1999
2000	28.3	19.7	.853	33.18	9.2	.0031	.304	KSSK-F	15.1	82.7	27	17.5	6.8	2000
2001	26.0	-8.1	.879	29.58	9.3	.0028	.280	KSSK-F	14.4	83.0	27	18	7.0	2001
2002	33.0	NM	.878	37.59	9.5	.0035	.364	KSSK-F	14.2	83.7	26	--	9.3	2002
2003	34.5	4.5	.876	39.38	9.6	.0036	.377	KSSK-F	14.0	79.9	28	19.5	8.6	2003

MAJOR STATIONS - JANUARY 2004

KGU	760	10KW	Religion	Salem	KAHA-F	105.9	100KW@1965 (DA)	Classic AOR	
KHBZ	990	5KW	Talk	Clear Channel	KAIM-F	95.5	100KW@1854 (DA)	Religion	Salem
KHCM	940	10KW	Country	Salem	KCCN-F	100.3	100KW@1834 (DA)	Ethnic	Cox
KHNR	650	10KW	News/Talk	Salem	KDDB-F	102.7	61KW@1893 (DA)	CHR	New Wave
KVH	830	10KW	Talk	Clear Channel	KDNN-F	98.5	51KW@59	Ethnic	Clear Channel
KKEA	1420	5KW	Sports/Talk		KGMZ-F	107.9	100KW@1965 (DA)	Oldies	
KLHT	1040	10KW	Religion		KHUI-F	99.5	100KW@1965 (DA)	Ethnic	New Wave
KNDI	1270	5KW	Ethnic/Religion		KIKI-F	93.9	100KW@-143	CHR/Dance	Clear Channel
KORL	690	10KW	Kids	New Wave	KINE-F	105.1	100KW@1965 (DA)	Ethnic	Cox
KSSK	590	7.5KW	Full Service	Clear Channel	KPOL-F	97.5	83KW@46	AOR	New Wave
KUMU	1500	10KW	Standards						
					KQM-Q-F	93.1	100KW@1854 (DA)	Oldies 80's	New Wave
					KRTR-F	96.3	75KW@2116	AC	Cox
					KSSK-F	92.3	100KW@1950 (DA)	AC	Clear Channel
					KUCD-F	101.9	100KW@1965(DA)	AOR	Clear Channel
					KUMU-F	94.7	100KW@791	Soft AC	
					KXME-F	104.3	75KW@2116	CHR/Dance	Cox

HONOLULU

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989
1	SSK/ULA	3.5	KSSK	4.1	KSSK	4.0
2	Not Available	KUA/QMQ	1.8	KUA/QMQ	1.9	KQM/Q AF
3	KPOI-F	1.6	KPOI-F	1.8	KPOI-F	1.7
4	IKI/MAI	1.5	KULA-F	1.6	KMAI-F	1.5
5	KUMU AF	1.2	KUMU AF	1.5	KUMU-F	1.4
6			IKI/MAI	1.4	KXPW-F	1.0
7					KHVH	1.0
8					KRTR-F	1.0
9					KXPW-F	1.0
10					KCCN	0.9
					KDEO AF	0.6
	1990	1991	1992	1993	1994	1995
1	KSSK	4.2	KSSK	3.8	KSSK	3.8
2	KQM/Q AF	3.4	KQM/Q-F	2.7	KSSK-F	2.6
3	KUMU AF	2.0	KSSK-F	1.8	KQM/Q AF	2.5
4	KPOI-F	1.6	KKI-F	1.8	KCCN AF	2.4
5	KPOI-F	1.5	KCCN AF	1.6	KKI-F	1.9
6	KRTR-F	1.4	KUMU AF	1.4	KUMU-F	1.5
7	KSSK-F	1.3	KPOI-F	1.3	KRTR-F	1.3
8	KCCN AF	1.0	KRTR AF	1.2	KGU	1.2
9	KHVH	0.9	KGU	0.9	KPOI-F	1.1
10	KHFX-F	0.8	KHFX-F	0.86	KPOI-F	0.9
11					KRTR-F	1.1
					KINE-F	0.9
					KKLV-F	0.8
					KPOI-F	0.8
	1996	1997	1998	1999	2000	2001
1	KSSK-F	3.4	KSSK-F	4.4	KSSK-F	4.0
2	KSSK	3.2	KKI-F	3.2	KKI-F	2.8
3	KCCN AF	3.0	KCCN AF	3.1	KCCN AF	2.7
4	KKI AF	2.5	KSSN	3.0	KSSK	2.3
5	KRTR AF	1.7	KRTR AF	2.0	KRTR-F	1.4
6	KQM/Q AF	1.3	KQM/Q AF	1.5	KINE-F	1.3
7	KUMU AF	1.3	KUMU AF	1.0	KQM/Q AF	1.2
8	KKLV-F	0.9	KINE-F	0.9	KUMU AF	1.1
9	KHVH	0.8	KKLV-F	0.9	KGMZ AF	0.8
10	KINE-F	0.8	KPOI-F	0.8	KKLV-F	0.8
11	KPOI-F	0.8			KDNN-F	0.9
					KXME-F	1.0
					KGMZ-F	1.0
					KQM/Q-F	1.0
					KHVH	0.8

HIGHEST BILLING RADIO ENTITIES

	1994		1995		1996
1	Wheeling-Pitts	\$ 6.6	(31.9)	1	Patterson
2	KCCN, KINE	3.9	(18.2)	2	Henry
3	Henry	3.1	(14.6)	3	KCCN, KINE
				4	KRTR-F
				5	KQM/Q A/F
	1997		1998		1999
1	Capstar	\$ 12.4	(53.5)	1	Capstar
2	KCCN, KINE	4.0	(17.1)	2	KCCN, KINE
3	New Planet	2.7	(11.7)	3	New Planet
4	Caribou	2.4	(10.5)	4	New Wave
5	KUMU A/F	1.0	(4.3)	5	KUMU A/F
	2000		2001		2002
1	Clear Channel	\$ 13.7	(48.4)	1	Clear Channel
2	Cox	9.5	(33.4)	2	Cox
3	New Wave	2.5	(8.8)	3	New Wave
4	Maverick	1.1	(3.7)	4	Maverick
	2003		2003		2003
1	Clear Channel	\$ 13.8		1	Clear Channel
2	Cox	8.1		2	Cox
3	New Wave(KUMU)	5.8		3	New Wave(KUMU)
4	Salem	4.1		4	Salem
5				5	

All 2002 and 2003 financial data is provided by BIA Financial.

MAJOR STATION TRANSACTIONS: CONTINUED

2000	KCCN AF, KINE-F	Sold to Cox	\$	17,800,000
2000	KGMZ-F	From Cox to KRTR owner		6,600,000
2000	KAHA-F	Sold to Maverick		---
2004	KUMU A/F, KAHA-F	Sold by Maverick		5,250,000
2004	KHUI-F, KPOI-F, KQM/Q-F	Sold to Visionary		11,000,000
	KDDB-F			
2004	KHUI-F, KPOI-F	From Visionary to Salem		3,700,000

DUNCAN'S COMMENTS:

Honolulu has always been one of the nation's worst radio markets. I do not know the cause. The number of stations in the market is high but that is the case in most markets. It may have something to do with the ethnicity of the islands. TV rates are very low so that may also contribute to the weakness of radio.

The strongest properties are KSSK A/F, particularly KSSK-F. One or the other of these stations has led the market in revenues.

	2002	2003
1	KSSK-F	6.0
2	KCCN-F	2.8
3	KSSK	2.4
4	KRTR-F	2.2
5	KINE-F	2.1
6	KKI-F	2.0
7	KQM/Q-F	1.6
8	KUMU-F	1.6
9	KDDB	1.4
10	KDNN-F	1.4
11		