

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARES
AND RADIO REVENUE SHARES

(Some call them Power Ratios, We call them Conversion Ratios)

AND

RADIO STATION AUDIENCE BREAKDOWNS

1992 EDITION

(Based on 1991 Revenue and Ratings)

James H. Duncan, Jr.
DUNCAN'S AMERICAN RADIO, INC.

April 1992

Copyright 1992 by Duncan's American Radio, Inc.
All rights reserved

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARES
AND RADIO REVENUE SHARES

(Some call them Power Ratios, We call them Conversion Ratios)

AND

RADIO STATION AUDIENCE BREAKDOWNS

1992 EDITION

(Based on 1991 Revenue and Ratings)

James H. Duncan, Jr.
DUNCAN'S AMERICAN RADIO, INC.

April 1992

Copyright 1992 by Duncan's American Radio, Inc.
All rights reserved

SOME COMMENTS

You will note that this report is a lot thicker than earlier editions. This is caused by the addition of another section called "Radio Station Audience Breakdowns". At one time this section was a regular feature of American Radio. Arbitron then ordered me to delete the section (see the beginning of Section C) However, this year I figured out a way to re-include this data. I am glad because I find this data to be of great interest and relevance.

The title of this book is a bit too much. This book is becoming a bit of a conglomeration of various odds and ends that I find to be of interest and I want to share with you. So please bear with the title -- maybe someday I will think of something a bit more concise.

We all know that the Country format is doing very well right now and that, at the same time, CHR is in decline. Yet you will surely notice that the conversion ratio for Country declined a little bit in 1991 while that of CHR actually increased by a small amount. You might ask why. The reason is quite simple and it can be described in the following theorem:

REVENUE SHARE LAGS AUDIENCE SHARE

Revenue share changes occur more slowly than changes in audience share. It usually takes revenue shares a year or two to catch up -- both on the way up and on the way down. Country music stations certainly increased their audience shares in 1991, but revenue share takes longer to catch up so the conversion ratio actually declined. In 1992 I am sure the conversion ratio for Country will increase. The opposite will be the case for CHR.

You should remember that this theorem applies to individual stations as well. As you review the data for individual stations please keep this in mind.

INTRODUCTION

I am proud and pleased to present my fifth study concerning the relationship between the ratings of an individual station and the revenue that station is able to gather.

Before you read the rest of this study, I urge you to keep the following points in mind:

- A. All revenue figures are gross. They are from calendar year 1991. They do not include trade dollars.
- B. The stations selected for inclusion in this report are from almost all of the Arbitron standard markets--over 150 markets in all. A total of 1,166 stations are covered in this report. To put it another way, this report includes data for over 12% of all commercial stations in the United States. Almost 40% of all reported stations in the Arbitron standard markets are included.
- C. The rating periods used for this study were Fall 1990, Winter 1991, Spring 1991, and Summer 1991. The number of rating periods used depended upon the number of times each particular market was surveyed.
- D. To be selected, a station had to meet two criteria. First of all, it had to be successful in its format. I estimate that around 90% of the stations are the ratings leader in its format. The remaining stations were also very successful stations, even though they were not the format leader in their market. Secondly, I only used stations whose revenue figures are, in my judgement, reliable and accurate. I have been making station revenue estimates for seven years and I believe that every year I improve my accuracy. There are going to be some errors but, in general, I feel very comfortable with these estimates.
- E. The audience share figures are 12+ Metro, Monday through Sunday, 6AM-Midnight, AQH.
- F. Remember that the revenue share is expressed as a percentage of the audience share. This is calculated by dividing the audience share into the revenue share.

The layout of this report is quite simple:

INTRODUCTION
EXPLANATION OF METHODOLOGY
SECTION A:
REVENUE SHARE/AUDIENCE SHARE
RESULTS/OBSERVATIONS

FORMATS:	AC	Full Service
	Oldies/Gold	Black/Urban
	Soft AC/EZ	News & News/Talk
	CHR/Top 40	Talk & Talk/News
	Country	Nostalgia
	AOR	Hispanic
	Classic AOR	Jazz/New AC
		Classical

SECTION B:
MARKET REVENUE/VIABLE STATION ANALYSIS
MARKET AUDIENCE/VIABLE STATION ANALYSIS

SECTION C:
INDIVIDUAL STATION AUDIENCE BREAKDOWNS

I urge you to carefully read the EXPLANATION OF METHODOLOGY SECTION which begins on the next page. You can not hope to make full use of this report unless you understand how the information was gathered and calculated.

I am sure you can find many uses for this data. I believe there are two primary uses: First of all would be format analysis I would urge you to review this data before you make any format changes. Secondly, I would recommend that you use this data as part of your budgeting and goal-setting process. Please do remember that we are presenting to you means (averages). All markets differ. However, I do believe that this report does offer an accurate and realistic portrayal of how the major formats perform.

There is at least one similar study being marketed to the radio industry. I believe that my report is clearly superior for the following reasons:

- A. My station sample base is much higher. I include about 300 more stations.
- B. My market base is larger: 150+ markets versus about 75 markets. My geographical dispersion is much more balanced and this is particularly important with some formats.
- C. This report includes the actual audience share and revenue share estimate for each station.
- D. This report makes an adjustment to audience shares based on listening to nonlisted stations and below-the-line stations. This adjustment is crucial.
- E. We generally use only one successful station in each format per market.
- F. We offer means and medians for different market sizes.

Research in this area is still in its infancy. It can only get better and more reliable and more sophisticated if you support it and contribute to it. I hope when I solicit information from you and your managers that you will cooperate. Your cooperation helps all of us.

I feel that this report makes an important contribution to the body of knowledge concerning the radio industry. As usual, I ask for your opinions concerning this work. I value and I appreciate your suggestions. Please give me a call.

JIM DUNCAN
DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, INDIANA 46290
(317) 630-2888

EXPLANATION OF METHODOLOGY

To be very brief and simplistic, we took each station's audience share and divided it into its revenue share. The resulting percentage (or it can be called a ratio if you like) shows a mathematical relationship between the audience and revenue shares for an individual station and, if the sample is adequate, for various formats.

Station Selection

We chose stations which, in our view, are fairly successful--at least as far as ratings are concerned. Over 90% of the stations used were number one in their particular format. Most are among the highest rated stations regardless of format.

Another criterion for station selection was that I had to be very comfortable and confident about the revenue estimate for the station. This does not mean that every estimate is absolutely on target. I will probably hear from some of you about estimates that went astray. However, I believe that most revenue estimates are quite close to actual. My personal goal is to be within 5%.

IMPORTANT NOTE: WE GENERALLY DID NOT INCLUDE LESS SUCCESSFUL STATIONS--THOSE THAT WERE NOT RATINGS LEADERS IN THEIR OWN FORMAT.

OUR GOAL IS TO SHOW REVENUE AND REVENUE SHARE POTENTIAL FOR THOSE STATIONS WHICH ARE RATINGS LEADERS IN THEIR FORMAT.

MARKETS

Most of the standard Arbitron markets are included in this study. There are stations from more than 150 different markets.

Markets are broken down as follows:

MAJOR MARKETS	- Arbitron Markets 1-40
MEDIUM MARKETS	- Arbitron Markets 41-80
SMALL MARKETS	- Arbitron Markets 81-120
VERY SMALL MARKETS	- Arbitron Markets 121+

The selected stations are grouped according to market size for most of the major formats. For the other formats this was not possible since there were not enough stations in each market size to have a decent sample. For them, there is just one grouping called "All Market Sizes."

REVENUE (91 REV)

Revenue estimates cover calendar year 1991. They are gross and they do not include trade dollars. Generally, they are the same estimates you found in the 1992 edition of Duncan's Radio Market Guide, although refinements have been made as needed.

As I said earlier, I feel quite comfortable with the revenue estimates. Most of them come from group owners, group CEO's and general managers whom I trust. I would make one other generality. I would say that the larger the market is, the more reliable is my revenue estimate.

REVENUE SHARE (REV SHARE)

This simply is the percentage of the market's total radio revenue (gross, 1991, no trade) that is controlled by the selected station. It is calculated by dividing the station's revenue by the market's revenue.

AUDIENCE SHARE (91 AUD SHARE)

This shows each station's audience share (12+ Metro, Mon-Sun, 6AM-Midnight). The rating periods used were Fall 1990, Winter 1991, Spring 1991 and Summer 1991. The number of rating reports used varies to the number of books in each market. The share is the average of the 12+ Share for each rating period. For one book per year markets I averaged the Spring 1991 and Spring 1990 Arbitrons.

ADJUSTED AUDIENCE SHARE

This figure is of the highest importance. If you do not adjust the audience share you end up with false data. There is not a single market in the country where 100% of all radio listening goes to local commercial stations which are listed in the Arbitron ratings books. In every single market there is what I call "lost listening." This lost listening includes the following:

- A. Non-commercial stations (college stations, NPR affiliates, some religious stations, etc.).
- B. Out of market or "below-the-line" stations.
- C. Local commercial stations which do not have enough audience to qualify for a listing in the Arbitron book.

Point C is usually of negligible significance and is impossible to quantify, so I have chosen to ignore it. Points A and B are very important and they must be accounted for.

THERE ARE NO MARKETS WHERE THE AUDIENCE BASE FOR LOCAL COMMERCIAL STATIONS IS 100 SHARE POINTS.

FOR THIS STUDY YOU MUST ADJUST THE AUDIENCE SHARE OTHERWISE THE DATA IS FALSE AND MISLEADING.

I have adjusted each sampled station's audience share. I took the 100 audience share points and subtracted listening to below-the-line stations. Then I subtracted listening to "non-listed" stations. The resulting figure was then divided into each station's individual share. The end figure is the adjusted audience share.

Let us see how this works in a real market situation. We will use Akron:

AKRON

Revenue: \$12,700,000

WXXX has a 10.0 audience share and \$3,500,000 in revenue

	<u>Without Audience Adjustment</u>	<u>With Audience Adjustment</u>
Station Revenue Share:	27.6%	27.6%
Total Audience Share:	100.0%	100.0%
Less Below-the-line Listening:	NA	-57.0%
Less Unlisted Station Listening:	NA	-9.8%
Resulting Total Audience Share:	100.0%	33.2%
WXXX Station Share:	10.0%	10.0%
Adjusted Audience Share: (Station Share divided by Resulting Total Audience Share)	10.0%	30.0%
Revenue Share as a % of Adjusted Audience Share	<u>276.0%</u>	<u>91.7%</u>

You can see the tremendous difference between the two calculations. The adjusted share calculation is obviously more accurate and relevant.

Now, I must tell you that Akron is an extreme case which illustrates my thesis clearly and decidedly. However, every market will be influenced by lost listening. Let us review the results of stations in other markets:

Revenue Share as a % of Audience Share

	<u>Without Adjusting Audience Share</u>	<u>With Adjusting in Audience Share</u>
A Station in New York	115.4%	111.3%
A Station in Los Angeles	100.0%	92.4%
A Station in Madison	124.0%	95.8%
A Station in Hartford	137.9%	111.1%

The difference is very significant in each and every market. The calculation of an adjusted audience share is crucial to the viability of any revenue share/audience share study.

1991 12+ RANK

This simply shows the rank of the sampled station amongst all stations in its market. We used the last available rating book (either Spring 1990 or Summer 1990).

REVENUE RANK

This figures shows how each station ranked in total revenue in its market. It covers the year 1991. Use this figure to compare and contrast with the 12+ rank and the revenue rank.

25-54 RANK

This shows the station's audience ranking for the 25-54 demo. The Arbitron book used is the Spring 91 or Summer 91. Use this figure as a comparison with the 12+ rank and the revenue rank.

REVENUE SHARE AS A % OF AUDIENCE SHARE

This end result and most important figure is calculated by dividing each station's adjusted audience share into its revenue share. The resulting percentage/ratio shows the mathematical relationship between audience and revenue.

A mean is calculated for all of the sample stations in the particular format and market size. A median figure is also provided, although I feel the mean figure is more accurate if the station sample base is large enough.

SUMMARY OF 1991 RESULTS

<u>FORMAT</u>	<u>MAJOR MARKETS</u>	<u>MEDIUM MARKETS</u>	<u>SMALL MARKETS</u>	<u>VERY SMALL MARKETS</u>	<u>ALL MARKETS</u>
<u>News & News/Talk</u>					135.4 Mean (33 stations)
<u>Adult Contemp</u>	133.6 Mean 120.0 Median (51 stations)	136.1 Mean 136.6 Median (38 stations)	136.4 Mean 136.4 Median (22 stations)	127.8 Mean 123.3 Median (26 stations)	133.6 Mean (137 stations)
<u>AOR</u>	127.2 Mean 125.8 Median (57 stations)	124.4 Mean 122.7 Median (34 stations)		133.4 Mean 114.2 Median (47 stations)	121.8 Mean (138 stations)
<u>Oldies/Gold</u>	128.1 Mean 127.5 Median (38 stations)	120.7 Mean 119.1 Median (27 stations)		111.1 Mean 105.5 Median (25 stations)	121.1 Mean (90 stations)
<u>Full Service</u>	138.5 Mean 138.2 Median (16 stations)	117.1 Mean 119.8 Median (19 stations)		111.1 Mean 107.7 Median (26 stations)	120.2 Mean (67 stations)
<u>Classic AOR</u>	119.7 Mean 123.8 Median (30 stations)	120.7 Mean 109.3 Median (15 stations)		108.8 Mean 103.3 Median (11 stations)	117.9 Mean (56 stations)
<u>Talk & Talk/News</u>					110.6 Mean (55 stations)
<u>Country</u>	105.1 Mean 100.0 Median (45 stations)	113.2 Mean 112.3 Median (38 stations)	111.8 Mean 107.1 Median (39 stations)	108.7 Mean 102.7 Median (29 stations)	109.6 Mean (151 stations)
<u>Jazz/New AC</u>					103.7 Mean (24 stations)
<u>CHR/Top 40</u>	97.5 Mean 91.9 Median (54 stations)	106.3 Mean 104.2 Median (41 stations)	108.1 Mean 109.8 Median (33 stations)	95.7 Mean 96.3 Median (33 stations)	101.6 Mean (160 stations)
<u>Hispanic</u>					100.6 Mean (27 stations)
<u>Soft AC/EZ</u>	92.8 Mean 95.3 Median	87.2 Mean 86.8 Median		87.4 Mean 82.1 Median	89.6 Mean (103 stations)
<u>Classical</u>					83.7 Mean (24 stations)
<u>Black/Urban</u>					70.6 Mean (72 stations)
<u>Nostalgia/Big Band</u>					53.8 Mean (35 stations)

NOTES: Major Markets - Arbitron Markets 1-40
Medium Markets - Arbitron Markets 41-80
Small Markets - Arbitron Markets 81-120
Very Small Markets - Arbitron Markets 121 +

Mean: Average of the results for all stations in format in specified market size
Median: The result with an equal number of stations above and below this figure

Total number of stations in sample: 1,166

Figures show revenue share as percentage of audience share

For some formats there were not enough stations in the sample to allow a breakdown for each specific market size

HISTORICAL TRENDS

Note: All figures are means

<u>FORMAT</u>	<u>1991</u>	<u>1990</u>	<u>1988</u>	<u>1987</u>	<u>1986</u>
<u>Adult Contemp (All)</u>	133.6	136.3	135.9	134.3	137.0
Major Markets	133.6	134.1	133.1	132.9	147.0
Medium Markets	136.1	145.1	149.3	145.6	137.1
Small Markets	136.4	138.1	133.9	125.0	120.9
Very Small Markets	127.8	125.8	122.5	122.8	117.6

NOTE: In years 1986-1988 the AC figures included Soft AC and Oldies stations. The formats are now split into separate categories. Since Soft AC and Oldies stations have lower conversion ratios, it is safe to assume the regular AC's have had declining ratios for at least the last 3 or 4 years.

News & News/Talk (All) 135.4 (Earlier years not available)

NOTE: "News and News/Talk" stations were separated from "Talk and Talk/News" stations in 1991. The conversion ratios for earlier years (when they were combined) were: 1990 - 126.1, 1988 - 126.3, 1987 - 130.2, 1986 - 132.3

<u>AOR (All)</u>	121.8	119.0	118.9	111.5	108.9
Major Markets	127.2	122.5	123.0	120.7	111.3
Medium Markets	124.4	127.4	115.4	105.4	112.6
Small & Very Small Markets	113.4	108.1	108.7	101.3	104.3

NOTE: Data from 1986-1988 included some Classic AOR stations, but they did not significantly impact the figures.

<u>Oldies/Gold (All)</u>	121.1	120.9			
Major Markets	128.1	129.7	(Conversion ratios for earlier years are not available)		
Medium Markets	120.7	114.2			
Small & Very Small Markets	111.1	112.2			

<u>Full Service (All)</u>	120.2	122.2	134.2	132.4	138.8
Major Markets	138.5	143.0	154.7	148.5	151.5
Medium Markets	117.1	117.8	128.0	128.5	138.0
Small & Very Small Markets	111.1	109.5	120.8	122.1	125.3

<u>Classic AOR (All)</u>	117.9	113.7			
Major Markets	119.7	122.5	(Conversion ratios for earlier years are not available)		
Medium Markets	120.7	NA			
Small & Very Small Markets	108.8	NA			

Talk and Talk/News (All) 110.6 (Conversion ratios for earlier years are not available)

<u>Country (All)</u>	109.6	112.9	115.6	116.6	114.7
Major Markets	105.1	106.8	108.3	114.4	112.4
Medium Markets	113.2	118.6	119.8	120.3	120.1
Small Markets	111.8	119.5	119.4	115.5	117.2
Very Small Markets	108.7	107.3	116.8	116.4	110.3

Jazz/New AC (All) 103.7 104.1 112.7 (Earlier years not available)

<u>CHR/Top 40 (All)</u>	101.6	99.5	102.6	102.9	107.6
Major Markets	97.5	97.8	101.8	112.9	108.7
Medium Markets	106.3	101.1	103.4	103.1	105.0
Small Markets	108.1	105.1	107.6	100.0	107.8
Very Small Markets	95.7	94.2	97.6	95.3	100.3

Hispanic (All) 100.6 103.3 107.4 110.1 103.0

<u>Soft AC/EZ (All)</u>	89.6	85.6	74.6	75.3	78.8
Major Markets	92.8	88.3	72.3	74.2	78.8
Medium Markets	87.2	84.4	73.5	75.3	76.1
Small & Very Small Markets	87.4	83.1	79.2	76.8	81.4

NOTE: Data from 1986-1988 was for EZ listening stations only. Soft AC's were added in 1990. By 1991 about 80% of the sample could be classified as Soft AC's.

Classical (All) 83.7 84.6 107.4 110.1 103.0

Black/Urban (All) 70.6 68.5 76.7 77.3 77.7

Nostalgia/Big Band (All) 53.8 60.2 57.0 63.8 72.4

SECTION A
CONVERSION RATIOS

AC

MAJOR MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WSB -F	Atlanta	11.0	10.7	8.5	9.5	2	4	3	125.9
WSTR-F	Atlanta	5.5	5.3	4.3	4.8	11	11	7	110.4
WWMX-F	Baltimore	8.5	14.2	5.7	7.7	2	8	5	184.4
WMJX AF	Boston	6.5	5.7	4.2	4.9	8	12	7	135.7
WBMX-F	Boston	4.9	4.3	3.1	3.6	12	10	4	119.4
WVBF-F	Boston	5.2	4.6	3.3	3.8	11	9	3	121.1
WBUF-F	Buffalo	2.5	8.7	5.5	6.4	7	8	6	135.9
WMXC-F	Charlotte	3.2	9.8	4.7	5.8	5	9	6	169.0
WTMX-F	Chicago	7.8	3.3	2.5	2.9	13	20	15	113.8
WKQX-F	Chicago	7.6	3.2	2.8	3.2	14	15	8	100.0
WPNT-F	Chicago	5.0	2.1	2.0	2.3	18	19	17	91.3
WWNK AF	Cincinnati	4.4	7.7	5.9	6.8	4	6 (e)	5 (e)	113.2
WRRM-F	Cincinnati	3.1	5.4	4.8	5.5	8	9	8	98.2
WLTF-F	Cleveland	8.0	15.0	9.3	10.7	1	2	3	140.2
WQAL-F	Cleveland	2.7	5.1	4.9	5.6	9	10	8	91.1
WSNY-F	Columbus OH	8.2	19.1	9.4	11.2	2	3	2	170.5
KVIL AF	Dallas-Ft.Worth	20.8	15.7	7.0	7.6	1	4	2	206.6
KMJI AF	Denver	4.3	6.3	5.9	6.6	6	7 (e)	6 (e)	95.5
WKQI-F	Detroit	9.3	7.9	4.3	4.7	4 (e)	5	3	168.1
WNIC-F	Detroit	6.4	5.5	3.7	4.1	10 (e)	16	11	134.1
WZMX-F	Hartford	1.8	4.8	3.4	5.0	9	9	7	96.0
KHMX-F	Houston	8.0	6.3	5.3	6.0	7	6	6	105.0
WENS-F	Indianapolis	4.4	9.4	7.5	8.3	5	7	4	113.3
WHB/KUDL	Kansas City	2.9	7.1	5.6	6.1	7	6 (e)	6 (e)	116.4
KOST-F	Los Angeles	33.0	8.2	5.8	6.5	2	1	1	126.2
KBIG-F	Los Angeles	20.0	5.0	3.8	4.3	7	6	5	116.2
WFLC-F	Miami	6.9	7.1	4.0	4.5	3	8	2	157.8
WTKI-F	Milwaukee	5.3	12.7	6.5	7.4	2	7	3	171.6
WMYX AF	Milwaukee	3.0	7.2	5.7	6.4	5	7 (e)	6 (e)	112.3
KSTP-F	Minneapolis	6.6	8.9	6.5	7.6	5	6	5	117.1
WLTS-F	New Orleans	2.1	7.0	5.4	6.0	7	9	9	116.7
WNSR-F	New York	20.3	6.1	3.8	4.3	6	14	8	141.9
WWDE-F	Norfolk	4.0	13.1	5.9	6.6	2	9	8	198.5
WMGK-F	Philadelphia	7.4	5.6	4.4	5.1	7	12	7	109.8
WYXR AF	Philadelphia	5.0	3.8	4.2	4.9	13	10	10	77.6
KESZ-F	Phoenix	3.4	4.8	3.7	4.0	9	12	10	120.0
WVTY-F	Pittsburgh	2.3	4.4	3.8	4.3	8	10	6	102.3
KKCW-F	Portland	7.0	14.5	6.8	7.9	1	7	4	183.5
WSNE-F	Providence	3.8	15.8	5.3	7.3	2	7	5	216.4
KXOA-F	Sacramento	6.7	12.2	6.2	7.7	3	6	3	158.4
KGBY-F	Sacramento	2.1	3.8	3.8	4.7	9	10	9	80.9
KYKY-F	St. Louis	7.2	11.0	5.7	6.1	3	5	5	180.3
KMMX-F	San Antonio	2.0	5.1	3.0	3.3	10	14	10	154.5
KFMB-F	San Diego	6.9	8.0	5.2	6.0	5	8	3	133.3
KYXY-F	San Diego	4.8	5.6	4.0	4.6	10	10	7	121.7

AC

MAJOR MARKETS
(continued)

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KIOI-F	San Francisco	12.4	7.3	3.4	3.9	5	6	3	187.2
KOIT AF	San Francisco	11.2	6.6	3.6	4.1	7	7	5	160.9
KLSY AF	Seattle	5.0	5.7	4.0	4.5	8	11	9	126.7
WUSA AF	Tampa	7.3	12.6	7.3	8.4	2	3	2	150.0
WMTX AF	Tampa	4.4	7.6	5.0	5.6	5	6	3	135.7
WLTT-F	Washington	7.5	5.2	3.8	4.5	10	8	2	115.6
WASH-F	Washington	8.6	6.0	4.2	5.0	7	7	3	120.0

51 Stations	1991 Mean:	133.6	1990 Mean:	134.1
	1991 Median:	120.0	1988 Mean:	150.9

Mean for Market's highest billing AC:	143.4	(139.9 in 1991)
Mean for #2 AC's	110.1	(121.1 in 1991)
Mean 12+ Rank of Market's highest billing AC:	7.7	(6.7 in 1991)
Mean 25-54 Rank of Market's highest billing AC:	5.3	(4.0 in 1991)
Mean Revenue Rank of Market's highest billing AC:	5.0	(4.6 in 1991)

AC

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	'91 <u>REV</u>	REV <u>SHARE</u>	'91 AUD <u>SHARE</u>	ADJ AUD <u>SHARE</u>	REV <u>RANK</u>	12+ <u>RANK</u>	25-54 <u>RANK</u>	REV SHARE AS % OF <u>AUD SHARE</u>
WQMX-F	Akron	1.7	13.5	3.3	10.8	5	14	10	125.0
WKLI-F	Albany	2.5	13.2	7.6	9.1	5	5	2	145.1
KKOB-F	Albuquerque	2.5	15.3	8.6	10.6	3	4	6	144.3
KEYI-F	Austin	1.1	4.9	4.1	5.3	10	8	7	92.5
WNJJ-F	Birmingham	4.8	19.9	9.0	10.7	2	5	3	186.0
WLMX-F	Chattanooga	2.0	16.4	7.2	8.3	2	6	4	197.6
WWSN-F	Dayton	3.0	14.1	6.7	8.7	2	6	3	162.1
KAMZ-F	El Paso	0.8	6.9	8.9	10.5	6	3	3	65.7
WLHT-F	Grand Rapids	3.5	15.8	7.6	10.2	2	3	1	154.9
WMAG-F	Greensboro-WS	3.0	14.2	5.9	7.1	3	4	2	200.0
WWBB-F	Greensboro-WS	1.7	8.0	4.9	5.8	4	6	5	137.9
WMYI-F	Greenville SC	3.8	19.0	12.0	14.8	2	2	1	128.4
KSSK-F	Honolulu	1.8	9.3	9.7	10.4	3	4	2	89.4
KRTR-F	Honolulu	1.2	6.2	6.4	6.9	8	6	5	89.9
WIVY-F	Jacksonville	2.3	9.5	6.3	7.7	6	6	3	123.4
KMZQ-F	Las Vegas	2.2	10.0	6.4	7.6	3	3	2	131.6
KHLT-F	Little Rock	1.13	8.4	4.6	5.2	5	9	7	161.5
KELT-F	McAllen-Brownsville	1.1	9.2	5.9	6.8	5	6	7	135.3
WRVR-F	Memphis	3.3	12.2	7.6	8.5	4	7	5	143.5
WLAC-F	Nashville	3.9	11.8	7.3	8.4	5	7	6	140.5
KMGL-F	Oklahoma City	1.9	8.2	6.9	7.5	5	5	3	109.3
KEFM-F	Omaha	2.2	10.5	7.8	9.2	5	7	4	114.1
WSTF-F	Orlando	4.7	10.7	5.8	6.9	3	6	3	155.1
WMMO-F	Orlando	3.6	8.2	6.8	8.0	5	4	2	102.5
WOMX AF	Orlando	2.9	6.6	5.1	6.0	8	12	10	110.0
WRAL-F	Raleigh	3.6	13.7	7.5	9.7	2	3	1	141.2
WMXB-F	Richmond	3.1	11.3	6.1	7.0	5	8	6	161.4
WVOR-F	Rochester	3.7	15.5	7.6	9.0	2	7	6	172.2
KWAV-F	Salinas-Monterey	1.4	11.8	4.5	8.5	3	5	5	138.8
WHYN-F	Springfield MA	2.6	24.7	8.9	15.7	1	5	4	157.3
WYYY-F	Syracuse	4.8	27.3	10.9	14.0	1	2	1	195.0
WWWM-F	Toledo	1.6	11.9	8.2	11.0	4	6	2	108.2
KKLD-F	Tucson	1.8	11.0	8.0	9.9	5	4	4	111.1
WRMF-F	West Palm Beach	5.9	25.2	8.2	13.5	1	3	1	186.7
WMGS-F	Wilkes Barre-Scranton	1.0	6.7	5.2	6.8	4	3	3	98.5
WJBR AF	Wilmington DE	3.2	33.3	10.0	28.2	2	2	1	118.1
WARM-F	York	3.3	28.2	11.8	24.9	1	1	1	113.3
WYFM-F	Youngstown	0.9	8.3	5.4	6.6	6	8	7	125.8

38 Stations

1991 Mean: 136.1
1991 Median: 136.6

1990 Mean: 145.1
1988 Mean: 149.3
1987 Mean: 145.6
1986 Mean: 137.1

Mean 12+ Rank: 5.4 (4.9 in 1990)
Mean 25-54 Rank: 4.6 (3.2 in 1990)
Mean Revenue Rank: 3.8 (3.3 in 1990)

AC

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WZNY-F	Augusta	1.7	19.8	8.7	10.1	2	4	4	196.0
WXTC-F	Charleston SC	1.2	10.0	5.4	6.4	4	5	2	156.3
WTCB-F	Columbia SC	1.5	10.1	6.1	7.2	5	6	5	140.3
KMXR-F	Corpus Christi	0.7	9.0	6.0	6.8	6	7	6	132.4
KLYF-F	Des Moines	1.6	11.9	8.8	9.9	5	6	6	120.2
WCRZ-F	Flint	3.1	30.7	14.6	28.8	1	1	1	106.6
WAJI-F	Fort Wayne	2.4	21.6	12.3	15.4	1	1	1	140.3
WIMX-F	Harrisburg	0.8	5.7	4.9	6.9	6	8	5	82.6
WRVC-F	Huntington	1.1	18.3	10.7	12.7	3	3	2	144.1
WJDX-F	Jackson MS	0.8	6.6	3.7	4.7	6	7	7	140.4
WTFM-F	John City-Kingsport	1.7	17.7	13.8	17.4	3	3	3	101.7
WMYU-F	Knoxville	3.1	22.5	10.3	11.3	2	4	3	199.1
WMGN-F	Madison	1.9	12.9	7.0	8.8	2	6	3	146.6
KOSO-F	Modesto	1.3	12.7	4.9	7.4	3	6	5	171.6
WGLO-F	Peoria	0.73	9.5	10.6	13.0	6	4	2	73.1
WSLQ-F	Roanoke	1.25	9.8	8.6	10.6	4	3	1	92.5
WSRZ-F	Sarasota	1.9	27.9	5.1	13.1	2	4	2	213.0
KITT-F	Shreveport	1.5	16.3	6.3	7.6	3	9	3	214.5
KISC-F	Spokane	1.9	17.0	11.4	12.9	2	2	1	131.8
WKGW-F	Utica	0.6	9.5	7.5	9.5	6	5	4	100.0
KRBB-F	Wichita	1.4	9.1	6.3	7.2	4	8	6	126.4
WXLO-F	Worcester	1.5	14.9	7.0	20.3	3	4	2	73.4

22 Stations

1991 Mean: 136.4
1991 Median: 136.4

1990 Mean: 138.1
1988 Mean: 122.5
1987 Mean: 122.8
1986 Mean: 117.6

Mean 12+ Rank: 4.8 (4.8 in 1990)
Mean 25-54 Rank: 3.4 (3.1 in 1990)
Mean Revenue Rank: 3.6 (3.4 in 1990)

AC

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KLSF-F	Amarillo	0.54	10.6	6.0	6.9	5	7	4	153.6
KYMG-F	Anchorage	0.8	9.0	6.9	7.8	6	4	2	115.4
WMRV-F	Binghamton	0.8	11.9	8.3	10.0	5	5	5	119.0
KCIX-F	Boise	2.3	26.4	13.7	16.3	1	1	1	162.0
WVAF AF	Charleston WV	1.1	12.8	14.1	16.2	4	2	2	79.0
WXKC/WRIE	Erie	1.4	24.1	18.3	21.4	1	2	2	112.6
KMGE-F	Eugene	1.0	13.5	11.4	14.1	3	2	2	95.7
WKDQ-F	Evansville	1.8	17.6	12.8	16.0	4	4	1	110.0
WQLR-F	Kalamazoo	1.3	15.9	7.4	11.9	4	5	2	133.6
WPEZ-F	Macon	1.2	14.8	12.1	14.1	3	2	2	105.0
WSYA-F	Montgomery	1.4	15.4	9.2	10.4	3	4	4	148.1
WKZS-F	Portland ME	1.0	10.0	6.1	7.3	5	7	4	137.0
KRNO-F	Reno	1.05	12.1	8.2	9.2	4	5	3	131.5
WAEV-F	Savannah	1.1	11.6	6.5	7.7	3	7	6	150.6
WNSN-F	South Bend	1.7	18.5	12.1	13.8	1	2	1	134.1
KGBX AF	Springfield MO	1.3	13.4	11.5	13.0	3	3	1	103.1
WBGW-F	Tallahassee	1.1	15.9	7.6	9.9	3	5	4	160.6
KMAJ-F	Topeka	1.3	22.4	15.0	24.8	1	1	1	90.3
WHPA-F	Altoona	0.55	13.7	10.0	12.7	3	4	1	108.3
WAYV-F	Atlantic City	2.4	35.8	9.7	17.3	1	2	2	206.9
WMT -F	Cedar Rapids	1.3	16.4	10.8	14.1	3	2	1	116.3
WGSY-F	Columbus GA	1.1	15.3	13.7	15.3	2	1	1	100.0
KLTA-F	Fargo	1.1	16.2	10.4	12.7	2	5	2	127.6
WQSM-F	Fayetteville	1.55	21.5	9.9	13.2	2	3	3	162.9
WMGI-F	Terre Haute	0.9	20.0	14.5	17.4	2	2	2	114.9
WGNI-F	Wilmington NC	0.95	21.3	10.3	14.9	1	3	3	145.0

26 Stations

1991 Mean: 127.8
1991 Median: 123.3

1990 Mean: 125.8
1988 Mean: 133.4
1987 Mean: 125.0
1986 Mean: 120.9

Mean 12+ Rank: 3.5 (3.8 in 1990)
Mean 25-54 Rank: 2.4 (2.3 in 1990)
Mean Revenue Rank: 2.9 (2.8 in 1990)

OLDIES/GOLD

MAJOR MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WFOX-F	Atlanta	7.8	7.6	6.0	6.7	6	6	2	113.4
WQSR-F	Baltimore	7.0	11.7	5.4	7.3	4	6	1	160.3
WODS-F	Boston	8.0	7.0	4.7	5.5	6	7	2	127.3
WHTT-F	Buffalo	3.5	12.2	6.9	8.0	1	6	2	152.5
WWMG-F	Charlotte	2.5	7.6	4.6	5.7	6	10	8	133.3
WJMK-F	Chicago	10.2	4.3	3.1	3.5	8	13	6	122.9
WGRR-F	Cincinnati	3.4	5.9	5.8	6.7	7	6	3	88.1
WMJI-F	Cleveland	6.0	11.3	7.3	8.4	3	3	1	134.5
WCOL AF	Columbus	2.1	4.9	5.6	6.6	7	6	4	74.3
KLUV-F	Dallas	5.0	3.8	3.0	3.3	10	11	9	115.2
KXKL AF	Denver	6.2	9.0	6.0	6.7	4	2	2	134.3
WOMC-F	Detroit	7.3	6.2	4.0	4.4	7	4	1	140.9
WDRC AF	Hartford	4.6	12.3	6.4	9.4	3	5	3	130.9
KLDE-F	Houston	8.1	6.4	4.0	4.5	6	11	5	142.2
WKLR-F	Indianapolis	3.7	7.9	6.0	6.7	6	6	3	117.9
KCMO-F	Kansas City	1.7	4.2	4.7	5.1	12	8	3	82.4
KRTH-F	Los Angeles	18.4	4.6	3.0	3.4	9	6	3	135.3
KCBS-F	Los Angeles	9.2	2.3	1.6	1.8	20	26	19	127.8
WMXJ-F	Miami	7.0	7.2	3.1	3.5	2	11	2	205.7
WZTR-F	Milwaukee	1.9	4.6	4.3	4.9	9	9	4	93.9
KQQL-F	Minneapolis	3.6	4.9	4.1	4.8	7	7	6	102.1
KQLD-F	New Orleans	1.6	5.3	4.2	4.6	9	9	8	115.2
WCBS-F	New York	24.7	7.4	5.1	5.8	4	1	1	127.6
WLTJ-F	Norfolk	2.3	7.5	5.3	5.9	7	8	4	127.1
WUGL AF	Philadelphia	10.0	7.6	5.4	6.3	5	6 (e)	2	120.6
KOOL AF	Phoenix	4.4	6.2	5.0	5.4	5	5 (e)	3	114.8
WWSW AF	Pittsburgh	7.5	14.4	8.2	9.2	2	3	2	156.5
KKSN-F	Portland	3.7	7.7	6.1	7.0	5	4	1	110.0
WWBB-F	Providence	3.1	12.9	5.4	7.4	4	4	1	174.3
KHYL-F	Sacramento	3.7	6.7	4.5	5.6	5	7	4	119.6
KLOU-F	St. Louis	3.4	5.2	4.1	4.4	7	8	6	118.2
KSMG-F	San Antonio	3.8	9.7	4.2	4.7	3	13	8	206.4
KCBQ AF	San Diego	4.5	5.2	3.5	4.0	11	13	8	130.0
KYA/KSFO	San Francisco	7.7	4.5	3.4	3.9	8	6	2	115.4
KFRC-F	San Francisco	3.3	1.9	2.3	2.6	17	18	11	73.1
KBSG AF	Seattle	5.1	5.8	3.8	4.3	7	8	3	134.9
WYUU-F	Tampa	3.7	6.4	3.8	4.3	8	12	6	148.8
WXTR-F	Washington	7.0	4.9	2.9	3.5	11	13	6	140.0

38 Stations

1991 Mean: 128.1
1991 Median: 127.5

1990 Mean: 129.7
1988 Mean: 126.6

Mean 12+ Rank: 8.1 (8.7 in 1990)
Mean 25-54 Rank: 4.3 (4.5 in 1990)
Mean Revenue Rank: 6.9 (7.0 in 1990)

OLDIES/GOLD

MEDIUM MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WGY -F	Albany	0.8	4.3	5.8	6.9	8	8	3	62.3
KZKL-F	Albuquerque	0.98	6.0	6.0	7.4	7	7	3	81.1
KLTD-F	Austin	0.8	3.6	2.6	3.4	11	11	10	105.9
WGGZ-F	Baton Rouge	1.3	10.2	5.5	7.4	4	7	6	137.8
WYMJ-F	Dayton	1.2	5.7	4.8	6.2	7	8	4	91.9
KFSO-F	Fresno	1.9	9.9	4.3	5.1	3	6	4	194.1
WODJ-F	Grand Rapids	3.1	14.0	6.9	9.2	3	6	3	152.2
WMQX-F	Greensboro	1.2	5.7	3.6	4.3	7	10	6	132.6
WFBC-F	Greenville SC	2.4	12.0	6.3	7.8	4	6	5	153.8
WKQL-F	Jacksonville	2.5	10.3	6.3	7.7	5	7	4	133.8
KUDA-F	Las Vegas	1.7	7.7	5.0	5.9	6	9	7	130.5
KOLL-F	Little Rock	1.2	8.9	5.4	6.1	3	8	4	145.9
WRKA-F	Louisville	1.7	6.7	6.3	7.3	6	6	4	91.8
KVLY-F	McAllen-Brownsville	0.85	7.1	5.5	6.4	6	6	4	110.9
KPYR-F	Memphis	1.3	4.8	4.9	5.5	6	10	8	87.3
WRMX-F	Nashville	1.7	5.2	4.7	5.4	8	9	7	96.3
KOQL-F	Oklahoma City	1.4	6.0	5.2	5.6	7	8	4	107.1
KGOR-F	Omaha	2.0	9.5	7.7	9.1	6	4	1	104.4
WOCL-F	Orlando	5.3	12.0	5.7	6.7	2	6	4	179.1
WTRG-F	Raleigh	2.3	8.7	4.3	5.5	5	9	8	158.2
WKLX-F	Rochester	1.9	8.0	5.9	6.9	7	5	4	115.9
KHIP-F	Salinas-Monterey-SC	0.67	5.6	2.5	4.7	6	14	9	119.1
WSEN AF	Syracuse	0.9	5.1	4.8	6.1	6	6	2	83.6
KWFM AF	Tucson	2.2	13.4	8.3	10.2	3	5	2	131.4
KQLL AF	Tulsa	0.9	4.6	4.2	4.6	8	8	3	100.0
WOLL-F	West Palm Beach	1.3	5.5	2.8	4.6	7	7	5	119.6
WBBG-F	Youngstown	1.6	14.8	9.2	11.2	3	5	3	132.1

27 Stations

1991 Mean: 120.7
1991 Median: 119.1

1990 Mean: 114.2

Mean 12+ Rank: 7.4 (6.7 in 1990)
Mean 25-54 Rank: 4.7 (4.2 in 1990)
Mean Revenue Rank: 5.7 (5.9 in 1990)

OLDIES/GOLD

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WKFX-F	Appleton	0.37	4.4	3.1	4.6	9	9	7	95.7
KLTB-F	Boise	0.57	6.6	5.3	6.3	6	5	3	104.8
WXLY-F	Charleston SC	0.7	5.8	4.7	5.5	8	6	3	105.5
WLZT-F	Charleston WV	0.6	7.0	7.4	8.5	6	6	3	82.4
WOMG-F	Columbia SC	1.1	7.4	4.7	5.6	6	9	3	132.1
KUUL-F	Davenport	1.2	12.9	10.5	12.5	4	4	1	103.2
KIOA AF	De Moines	1.25	9.3	7.9	8.9	6	5	4	104.5
WJLT AF	Fort Wayne	0.7	6.3	4.2	5.4	7	10	5	116.7
WWKL-F	Harrisburg	2.5	17.7	7.9	11.1	3	3	1	159.5
WTYX-F	Jackson MS	1.7	14.0	4.6	5.9	3	6	6	237.3
WIBM-F	Lansing	0.88	7.7	5.2	7.3	5	6	5	105.5
WTKT-F	Lexington	0.8	6.2	4.5	5.5	7	6	5	112.7
KLDZ-F	Lincoln	0.5	5.7	6.4	9.8	8	5	2	58.2
WOLX-F	Madison	1.9	12.9	9.4	11.8	2	3	2	109.3
WAVH-F	Mobile	0.8	7.8	5.2	6.3	4	5	3	123.8
WBAM-F	Montgomery	0.68	7.5	4.6	5.2	5	7	6	144.2
WYNZ AF	Portland ME	0.46	4.6	5.9	7.0	7	7	5	65.7
WCQL-F	Portsmouth	0.5	6.4	2.8	7.1	4	8	5	90.1
KODS-F	Reno	1.0	11.5	8.5	9.6	5	6	5	119.8
WKMQ-F	Rockford	1.3	16.4	9.3	15.0	3	4	2	109.3
WHNN-F	Saginaw	2.2	21.2	13.1	17.0	2	2	1	124.7
KEYF-F	Spokane	0.55	4.9	5.5	6.2	8	4	2	79.0
WUUU-F	Utica	0.75	11.9	7.1	9.0	3	6	3	132.2
KEYN-F	Wichita	0.9	5.8	6.6	7.5	7	7	4	77.3
KKRQ-F	Cedar Rapids	1.0	12.7	11.7	15.3	4	6	3	83.0

25 Stations

1991 Mean: 111.1
1991 Median: 105.5

1990 Mean: 112.6

Mean 12+ Rank: 5.8 (5.8 in 1990)
Mean 25-54 Rank: 3.6 (3.6 in 1990)
Mean Revenue Rank: 5.3 (4.8 in 1990)

SOFT AC/EZ

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	'91 <u>REV</u>	REV <u>SHARE</u>	'91 AUD <u>SHARE</u>	ADJ AUD <u>SHARE</u>	REV <u>RANK</u>	12+ <u>RANK</u>	25-54 <u>RANK</u>	REV SHARE AS % OF <u>AUD SHARE</u>
WPCH-F	Atlanta	7.0	6.8	7.6	8.6	8	2	6	79.1
WLIF AF	Baltimore	6.0	10.0	7.7	10.4	5	4	2	96.2
WSSH-F	Boston	8.3	7.3	4.6	5.4	5	6	6	135.2
WJYE-F	Buffalo	2.9	10.1	8.0	9.3	4	5	4	108.6
WEZC-F	Charlotte	2.1	6.4	5.5	6.7	8	8	7	95.5
WLIT-F	Chicago	8.4	3.5	3.5	4.0	12	12	12	87.5
WWEZ-F	Cincinnati	2.5	4.3	5.4	6.2	10	10	10	69.4
WDOK-F	Cleveland	4.7	8.8	6.9	7.9	5	4	5	111.4
WBNS-F	Columbus OH	2.0	4.7	5.9	7.0	8	5	8	67.1
KLRX-F	Dallas	2.1	1.6	2.2	2.3	18	14	11	70.0
KOSI-F	Denver	5.1	7.4	6.7	7.5	5	5	3	98.7
KHOW AF	Denver	3.1	4.5	5.1	5.6	9	7	4	91.1
WLTI-F	Detroit	6.8	5.7	4.1	4.5	10	15	12	126.7
WJOI-F	Detroit	3.5	3.0	4.7	5.1	15	12	14	58.8
WRCH-F	Hartford	2.3	6.1	7.2	10.5	8	5	6	58.1
KODA-F	Houston	7.4	5.9	5.3	6.0	8	3	3	98.3
WTPI-F	Indianapolis	3.0	6.4	6.6	7.3	7	8	5	87.7
KXEZ-F	Los Angeles	13.2	3.3	3.0	3.4	16	12	13	97.1
WLYF-F	Miami	5.0	5.2	8.2	9.3	9	1	4	55.9
WEZW-F	Milwaukee	1.5	3.6	5.4	6.1	12	6	7	59.0
WLTE-F	Minneapolis	7.7	10.4	8.6	10.0	4	5	2	104.0
WLMG-F	New Orleans	2.2	7.3	5.6	6.2	6	6	5	117.7
WLTW-F	New York	26.0	7.8	4.9	5.5	3	2	2	141.8
WPAT AF	New York	12.1	3.6	5.1	5.8	15	4	15	62.1
WFOG-F	Norfolk	2.2	7.2	6.9	7.6	8	4	3	94.7
WJQI AF	Norfolk	1.8	5.9	5.3	5.9	9	10	5	100.0
WEAZ AF	Philadelphia	8.8	6.7	5.7	6.6	6	6	8	101.5
WKSZ-F	Philadelphia	6.2	4.5	3.2	3.8	9	17	11	118.4
KKLT-F	Phoenix	4.1	5.8	5.5	5.9	7	6	7	97.5
WLTJ-F	Pittsburgh	3.2	6.2	4.4	5.0	6	9	6	124.0
WSHH-F	Pittsburgh	2.8	5.4	5.7	6.4	7	4	4	84.4
KXL -F	Portland	2.0	4.1	3.7	4.3	10	11	10	95.3
WWLI-F	Providence	2.9	12.1	7.7	10.5	5	3	2	115.2
KDUO-F	Riverside-San Bern	1.9	10.6	5.3	13.6	4	6	9	77.9
KYMX-F	Sacramento	2.2	4.0	5.1	6.3	8	5	6	63.5
KEZK-F	St. Louis	3.3	5.1	5.3	5.6	8	9	8	91.1
KSFI-F	Salt Lake City	3.0	9.7	8.2	8.9	4	4	4	109.0
KQXT-F	San Antonio	2.1	5.4	5.2	5.6	9	5	5	96.4
KJQY-F	San Diego	5.9	6.9	5.4	6.2	7	5	5	111.3
KABL AF	San Francisco	3.9	2.3	2.8	3.2	16	12	10	71.9

SOFT AC/EZ

MAJOR MARKETS
(continued)

<u>STATION</u>	<u>MARKET</u>	<u>'91</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'91</u> <u>AUD</u> <u>SHARE</u>	<u>ADJ</u> <u>AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KLTX-F	Seattle	2.5	2.8	2.8	3.1	13	15	10	90.3
WWRM-F	Tampa	6.0	10.4	9.8	11.0	3	2	4	94.5
WGAY-F	Washington	8.3	5.8	6.2	7.4	9	3	10	78.4

43 Stations

1991 Mean: 92.8
1991 Median: 95.3

1990 Mean: 88.3 (1986-1988
1988 Mean: 72.3 means are
1987 Mean: 74.2 for EZ
1986 Mean: 78.8 stations only)

Mean 12+ Rank of Market's highest billing SAC/EZ: 6.6 (7.2 in 1990)
Mean 25-54 Rank of Market's highest billing SAC/EZ: 6.8 (7.7 in 1990)
Mean Revenue Rank of Market's highest billing SAC/EZ: 7.9 (7.9 in 1990)

SOFT AC/EZ

MEDIUM MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WROW AF	Albany	1.8	9.5	10.5	12.5	6	2 (e)	8	76.0
KKJY-F	Albuquerque	0.55	3.4	4.1	5.1	8	9	11	66.7
WFMZ-F	Allentown-Bethlehem	2.5	15.2	14.7	21.9	3	2	3	69.4
KKMJ-F	Austin	2.3	10.2	8.5	10.9	3	3	2	93.6
WDEF-F	Chattanooga	1.3	10.7	9.9	11.4	4	4	6	93.8
WVUD-F	Dayton	1.5	7.1	5.6	7.3	6	9	7	97.3
KTSM-F	El Paso	0.5	4.3	5.8	6.9	9	6	5	62.3
KJOI-F	Fresno	1.4	7.3	6.3	7.4	5	3	3	98.7
WOOD-F	Grand Rapids	2.3	10.4	8.4	11.0	4	5	8	94.5
WSPA-F	Greenville SC	1.0	5.0	6.5	8.0	6	5	4	62.5
KUMU AF	Honolulu	1.4	7.2	8.6	9.2	6	5	6	78.3
WEJZ-F	Jacksonville	2.7	11.2	7.1	8.7	4	5	2	128.7
KXTZ-F	Las Vegas	1.15	5.2	7.2	8.5	8	4	7	61.2
KRLV-F	Las Vegas	1.25	5.7	4.2	5.0	7	6	11	114.0
KEZQ-F	Little Rock	1.18	8.7	9.0	10.1	4	5	6	86.1
WVEZ-F	Louisville	2.8	11.0	7.0	8.2	3	5	5	134.1
WEZI AF	Memphis	0.9	3.3	2.9	3.3	8	12	11	100.0
WZEZ-F	Nashville	2.5	7.6	7.5	8.7	6	6	3	87.4
KKNG-F	Oklahoma City	1.3	5.6	4.3	4.8	8	10	10	116.6
KESY AF	Omaha	1.3	6.2	8.4	9.9	7	6	5	62.6
WMGF-F	Orlando	1.7	3.9	4.0	4.7	10	9	9	83.0
WYLT-F	Raleigh	1.6	6.1	4.6	5.9	8	8	6	103.4
WTVR AF	Richmond	1.9	6.9	7.8	8.9	8	6	9	77.5
WRMM AF	Rochester	2.2	9.2	6.3	7.4	6	6	7	124.3
WMAS-F	Springfield MA	1.4	13.3	8.3	14.7	4	1	1	90.5
WRHP-F	Syracuse	0.75	4.3	6.6	8.4	7	7	9	51.2
WLQR-F	Toledo	1.05	7.8	7.7	10.3	7	3	4	75.7
KBEZ-F	Tulsa	1.0	5.1	6.4	7.0	7	5	5	72.9
WEAT AF	West Palm Beach	3.2	13.7	15.0	24.7	2	1	3	55.5
WKBN-F	Youngstown	1.1	10.2	8.6	10.5	5	4	1	97.1

30 Stations

1991 Mean: 87.2
1991 Median: 86.8

1990 Mean: 84.4 (1986-1988
1988 Mean: 73.5 means are
1987 Mean: 75.3 for EZ
1986 Mean: 76.1 stations only)

Mean 12+ Rank: 5.4 (4.7 in 1990)
Mean 25-54 Rank: 5.9 (5.8 in 1990)
Mean Revenue Rank: 6.0 (5.7 in 1990)

SOFT AC/EZ

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KMLT-F	Amarillo	0.55	10.8	7.1	8.2	4	7	7	131.7
WROE-F	Appleton	0.8	9.4	5.0	7.4	4	5	2	127.0
WMXW-F	Binghamton	0.8	11.9	6.1	7.3	5	5	3	163.0
KHEZ-F	Boise	0.4	4.6	4.7	5.6	8	7	8	82.1
WHBC-F	Canton	1.7	21.5	9.8	25.0	2	4	2	86.0
KRVR-F	Davenport	0.7	7.5	8.9	10.5	6	5	4	71.4
WRSA-F	Huntsville	0.8	8.2	8.8	10.8	4	4	6	75.9
WEZK-F	Knoxville	1.6	11.6	12.6	13.8	3	2	2	84.1
WNCE-F	Lancaster	1.8	26.1	10.0	29.0	2	3	3	90.0
WJIM-F	Lansing	0.7	6.1	8.1	11.3	6	4	4	55.0
WCOZ-F	Lexington	0.76	5.9	4.9	5.9	5	6	6	100.0
KEZG-F	Lincoln	0.6	6.8	8.2	12.6	7	6	4	54.0
WZID-F	Manchester	2.0	30.3	17.6	48.2	2	1	1	62.9
KBEE-F	Modesto	1.3	12.7	9.9	15.0	3	2	7	84.7
WMEZ-F	Pensacola	0.8	10.7	6.1	11.3	4	7	10	94.7
WSWT-F	Peoria	0.93	12.1	11.5	14.2	4	4	4	85.2
WPVR-F	Roanoke	1.1	8.7	10.2	12.5	5	3	5	69.6
WRWC-F	Rockford	0.8	10.1	7.6	12.3	4	5	4	82.1
WGER-F	Saginaw	0.8	7.7	7.8	10.1	6	6	6	76.2
WJCL-F	Savannah	0.55	5.8	6.3	7.5	7	6	6	77.3
WYEZ-F	South Bend	1.3	14.1	8.4	9.6	3	7	4	146.9
KXLY-F	Spokane	0.65	5.8	6.5	7.4	7	9	16	78.4
KTXR-F	Springfield MO	0.75	7.7	10.5	11.9	5	4	4	64.7
KOEZ-F	Wichita	0.6	3.9	4.7	5.3	8	9	11	73.6
WSRS-F	Worcester	2.7	26.7	13.9	40.4	2	1	1	66.1
WFGY-F	Altoona	0.56	14.0	12.1	15.5	2	1	1	90.3
WFPG AF	Atlantic City	2.0	29.9	13.4	23.9	2	1	1	125.1
KDAL-F	Duluth	0.44	10.2	10.1	12.4	5	2	2	82.3
WQLH-F	Green Bay	0.78	9.8	9.4	15.8	4	1	1	62.0
WEZY-F	Lakeland	1.5	23.8	10.5	29.7	2	4	4	80.5

30 Stations

1991 Mean: 87.4
1991 Median: 82.1

1990 Mean: 83.1 (1986-1988
1988 Mean: 79.2 means are
1987 Mean: 76.8 for EZ
1986 Mean: 81.4 stations only)

Mean 12+ Rank: 4.5 (4.0 in 1990)
Mean 25-54 Rank: 4.6 (4.0 in 1990)
Mean Revenue Rank: 4.4 (4.4 in 1990)

CHR/TOP 40

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	'91 <u>REV</u>	REV <u>SHARE</u>	'91 AUD <u>SHARE</u>	ADJ AUD <u>SHARE</u>	REV <u>RANK</u>	12+ <u>RANK</u>	25-54 <u>RANK</u>	REV SHARE AS % OF <u>AUD SHARE</u>
WAPW-F	Atlanta	8.6	8.3	7.4	8.3	5	5	13	100.0
WBSB-F	Baltimore	4.3	7.1	4.9	6.6	8	7	8	107.6
WXKS-F	Boston	12.6	11.2	5.8	6.7	3	5	8	167.2
WZOU-F	Boston	7.9	7.0	7.0	8.1	7	2	11	86.4
WKSE-F	Buffalo	2.8	9.8	7.8	9.1	6	3	9	107.6
WCKZ-F	Charlotte	2.2	6.7	7.0	8.6	7	5	10	77.9
WBBM-F	Chicago	9.4	3.9	5.9	6.7	9	3	14	58.2
WKRQ-F	Cincinnati	6.5	11.3	9.8	11.3	3	2	9	100.0
WPHR-F	Cleveland	2.5	4.7	4.9	5.6	10	11	12	83.9
WNCI-F	Columbus	8.2	19.1	11.3	13.5	1	1	1	141.5
KEGL-F	Dallas-Ft.Worth	5.2	3.9	4.1	4.4	9	9	17	88.6
KHYI-F	Dallas-Ft.Worth	3.8	2.9	3.0	3.3	12	18	24	87.7
KQKS-F	Denver	2.6	3.8	5.6	6.3	10	6	10	60.3
KRXY AF	Denver	2.2	3.2	4.0	4.5	12	10	12	71.1
WHYT-F	Detroit	4.9	4.2	4.6	5.0	12	6	16	84.0
WDFX-F	Detroit	2.6	2.2	3.0	3.3	17	18	20	66.7
WTIC-F	Hartford	4.7	12.6	9.1	13.3	2	2	5	94.7
WKSS-F	Hartford	2.8	7.5	5.6	8.2	6	7	9	91.4
KKBQ AF	Houston	5.0	4.0	3.6	4.1	11	16	21	97.6
KRBE AF	Houston	4.0	3.2	3.5	4.0	12	10	13	80.0
WZPL-F	Indianapolis	4.4	9.4	10.6	11.8	4	4	9	79.7
KBEQ AF	Kansas City	2.9	7.1	5.0	5.4	8	6	11	131.4
KIIS AF	Los Angeles	25.0	6.2	4.9	5.5	4	2	6	112.7
KPWR-F	Los Angeles	19.4	4.8	3.7	4.2	8	8	15	114.3
WHYI-F	Miami	5.2	5.4	3.3	3.7	7	14	16	145.9
WPOW-F	Miami	5.1	5.3	5.3	6.0	8	3	13	88.3
WLUM-F	Milwaukee	2.8	6.7	8.1	9.2	7	3	9	72.8
KDWB-F	Minneapolis	6.1	8.2	8.1	9.4	6	4	7	87.2
WEZB-F	New Orleans	4.5	14.9	8.8	9.7	2	4	5	153.6
WHTZ-F	New York	15.0	4.5	3.9	4.4	10	10	11	102.3
WQHT-F	New York	14.9	4.4	4.0	4.5	11	7	12	97.8
WNVZ-F	Norfolk	2.8	9.2	5.9	6.6	6	11	14	139.4
WIOQ-F	Philadelphia	6.0	4.5	4.8	5.6	11	11	13	80.4
WEGX-F	Philadelphia	4.2	3.2	3.9	4.5	15	14	12	71.1
KOY -F	Phoenix	2.0	2.8	4.4	4.8	13	5	13	58.3
KKFR-F	Phoenix	1.9	2.7	4.5	4.9	14	8	15	55.1
WBZZ-F	Pittsburgh	5.8	11.1	7.0	7.8	4	6	5	142.3
KKRZ-F	Portland	4.6	9.5	8.4	9.7	5	2	6	97.9
KXYQ-F	Portland	1.0	2.1	3.4	3.9	11	10	12	53.8
WPRO-F	Providence	3.6	15.0	8.9	12.2	3	1	4	122.9

CHR/TOP 40

MAJOR MARKETS
(continued)

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KGCI-F	Riverside-San Bern	3.3	18.3	7.7	19.8	2	2	4	92.4
KSFM AF	Sacramento	4.0	7.3	7.7	9.6	5	3 (e)	9	76.0
WKBQ-F	St. Louis	2.9	4.4	4.8	5.1	9	7	12	86.3
KISN AF	Salt Lake City	3.0	9.7	5.8	6.3	4	5	5	153.9
KTFM-F	San Antonio	3.3	8.5	9.4	10.2	4	3	4	83.3
KKLQ AF	San Diego	8.4	9.8	6.9	7.9	3	2	12	124.0
KMEL-F	San Francisco	12.7	7.4	5.7	6.6	4	2	7	112.1
KPLEZ-F	Seattle	6.8	7.7	6.5	7.3	3	3	13	105.5
KUBE-F	Seattle	6.3	7.2	4.9	5.5	4	7	11	130.9
WFLZ-F	Tampa-St.Pete	4.1	7.1	6.7	7.5	6	4	7	94.7
WRBQ AF	Tampa-St.Pete	4.0	6.9	5.7	6.4	7	8 (e)	9 (e)	107.8
WPGC-F	Washington	11.1	7.7	7.7	9.2	3	1	4	83.7
WAVA-F	Washington	4.8	3.3	3.9	4.6	14	11	20	71.7
WRQX-F	Washington	5.4	3.8	3.8	4.5	12	15	13	84.4

54 Stations

1991 Mean: 97.5
1991 Median: 91.9

1990 Mean: 97.8
1988 Mean: 101.8
1987 Mean: 112.9
1986 Mean: 108.7

Mean for Market's highest billing CHR: 102.8 (110.2 in 1990)
Mean for other CHR's: 84.9 (80.9 in 1990)

Mean 12+ Rank of Market's highest billing CHR: 5.2 (3.9 in 1990)
Mean 25-54 Rank of Market's highest billing CHR: 9.4 (6.7 in 1990)
Mean Revenue Rank of Market's highest billing CHR: 6.0 (4.5 in 1990)

CHR/TOP 40

MEDIUM MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WKDD-F	Akron	3.3	26.2	6.2	20.1	1	3	2	130.3
WFLY-F	Albany	2.7	14.2	9.6	11.5	4	2	5	123.4
KKSS-F	Albuquerque	1.1	6.7	7.6	9.4	5	2	4	71.3
WAEB-F	Allentown-Bethlehem	1.9	11.5	7.0	10.4	4	4	4	110.6
KHFI-F	Austin	1.7	7.6	7.3	9.4	6	4	8	80.9
KBTS-F	Austin	1.5	6.7	6.0	7.7	8	9	11	87.0
KKXX-F	Bakersfield	1.4	10.1	12.0	15.1	2	2	6	66.9
WFMF-F	Baton Rouge	2.0	15.6	10.0	13.3	2	4	4	117.3
WAPI-F	Birmingham	2.3	9.5	7.7	9.1	4	4	5	104.4
WSKZ-F	Chattanooga	1.7	13.9	9.1	10.5	3	3	2	132.4
WGTZ-F	Dayton	2.6	12.3	9.1	11.8	5	1	5	104.2
KPRR-F	El Paso	1.0	8.5	11.5	13.6	4	2	5	62.5
WGRD-F	Grand Rapids	2.0	9.0	9.3	12.4	6	2	6	72.6
WKZL-F	Greensboro-WS	0.9	4.2	4.6	5.5	10	8	8	76.4
WBBO-F	Greenville SC	0.75	3.8	3.0	3.7	9	8	8	102.7
KQMQ AF	Honolulu	2.7	13.9	8.6	9.3	2	3	3	149.5
KIKI-F	Honolulu	1.8	9.3	10.6	11.4	3	2	6	81.6
WAPE-F	Jacksonville	4.3	17.8	10.1	12.4	1	2	7	143.5
KLUC AF	Las Vegas	2.8	12.7	8.7	10.3	2	2	4	123.3
KKYK-F	Little Rock	0.7	5.2	4.9	5.5	8	7	8	94.5
WDJX AF	Louisville	2.1	8.2	7.8	9.0	5	4	6	91.1
KBFM-F	McAllen-Brownsville	1.6	13.3	12.3	14.3	3	3	5	93.0
WMC -F	Memphis	3.8	14.1	7.4	8.3	3	6	7	169.9
WYHY-F	Nashville	4.0	12.1	10.7	12.4	4	2	5	97.6
WKCI-F	New Haven	6.0	44.4	10.3	29.4	1	1	2	151.0
KJYO-F	Oklahoma City	1.8	7.7	9.2	10.0	6	2	6	77.0
KQKQ-F	Omaha	2.9	13.8	10.0	11.8	4	5	7	116.9
WXXL-F	Orlando	1.2	2.7	4.0	4.7	12	13	13	57.4
WDCG-F	Raleigh	2.0	7.6	7.4	9.5	7	5	10	80.0
WRVQ-F	Richmond	4.3	15.6	9.7	11.1	3	5	4	140.5
WPXY AF	Rochester	2.9	12.2	10.0	11.8	4	4	3	103.4
KDON AF	Salinas-Monterey-SC	2.0	16.8	10.7	20.3	1	1	4	82.8
WNTQ-F	Syracuse	2.4	13.6	10.3	13.2	3	1	5	103.0
WVKS-F	Toledo	1.7	12.6	8.5	11.5	3	4	5	109.6
KRQQ-F	Tucson	2.9	17.7	13.6	16.7	2	2	5	106.0
KMYZ-F	Tulsa	2.0	10.2	7.7	8.4	5	2	4	121.4
KAYI-F	Tulsa	1.1	5.6	5.6	6.1	6	9	11	91.8
WQVV-F	West Palm Beach	2.6	11.1	4.5	7.4	5	6	9	150.0
WKRZ-F	Wilkes Barre-Scranton	4.2	28.0	15.3	20.0	1	1	1	140.0
WSTW-F	Wilmington DE	2.9	30.2	10.2	28.9	2	1	2	104.5
WHOT-F	Youngstown	2.0	18.5	11.3	13.8	1	2	3	134.1

41 Stations

1991 Mean: 106.3
1991 Median: 104.2

1990 Mean: 101.1
1988 Mean: 103.4
1987 Mean: 103.1
1986 Mean: 105.0

Mean 12+ Rank: 3.7 (2.8 in 1990)
Mean 25-54 Rank: 5.6 (4.8 in 1990)
Mean Revenue Rank: 4.1 (3.3 in 1990)

CHR/TOP 40

SMALL MARKETS

STATION	MARKET	'91	REV	'91	AUD	ADJ	REV	12+	25-54	REV SHARE
		REV	SHARE	SHARE	SHARE	RANK	RANK	RANK	AS % OF AUD SHARE	
WGMV-F	Appleton	1.2	14.1	6.8	10.0	2	5	5	141.0	
WBBQ AF	Augusta	3.0	34.9	22.3	25.8	1	1	1	135.3	
WDJQ-F	Canton	1.2	15.1	4.2	10.7	4	7	6	141.1	
WSSX-F	Charleston SC	1.7	14.2	8.5	10.0	3	2	4	142.0	
WNOK-F	Columbia	1.9	12.8	9.7	11.4	3	3	8	112.3	
KZFM-F	Corpus Christi	1.1	14.1	13.4	15.1	2	2	4	93.4	
WPXR-F	Davenport	1.3	14.0	12.0	14.3	3	3	5	97.9	
KRNQ-F	Des Moines	2.0	14.8	15.7	17.6	4	1	1	84.1	
WWCK-F	Flint	2.2	21.8	11.2	22.1	2	3	5	98.6	
WMEE-F	Fort Wayne	2.0	18.0	11.7	14.7	2	2	2	122.4	
WNNK AF	Harrisburg	4.7	33.3	13.4	19.0	1	1	3	175.3	
WKEE AF	Huntington	1.9	31.7	18.2	21.7	1	2	3	146.1	
WZYP-F	Huntsville	2.0	20.4	15.3	18.7	2	2	3	109.1	
WOHT-F	Jackson MS	0.82	6.7	4.7	5.9	5	8	8	113.6	
WQUT-F	John City-Kingsport	1.9	19.8	18.9	23.8	2	1	2	83.2	
WOKI-F	Knoxville	1.0	7.2	9.8	10.8	5	3	5	66.7	
WLAN-F	Lancaster	1.7	24.6	7.4	21.5	3	4	6	114.4	
WVIC AF	Lansing	2.5	21.9	12.5	17.6	2	3	3	124.4	
WLAP-F	Lexington	2.7	20.9	14.5	17.4	3	2	4	120.1	
WZEE-F	Madison	1.6	10.9	8.8	11.1	5	2	5	98.2	
WABB-F	Mobile	1.4	13.7	8.5	10.3	3	3	5	133.0	
KHOP-F	Modesto	2.0	19.6	10.3	15.6	1	1	4	125.6	
WJLQ-F	Pensacola	0.75	10.0	7.8	14.4	5	3	3	69.4	
WKZW-F	Peoria	1.2	15.6	15.3	18.8	3	1	5	83.0	
WERZ-F	Portsmouth	1.4	17.9	6.4	16.3	3	3	4	109.8	
WXLK-F	Roanoke	2.9	22.5	16.7	20.5	1	1	2	109.8	
WIOG-F	Saginaw	2.3	22.1	17.1	22.1	1	1	2	100.0	
KTUX-F	Shreveport	0.8	8.7	6.7	8.1	5	6	10	107.4	
KZZU-F	Spokane	1.6	14.3	13.6	15.4	3	1	4	92.9	
WRCK-F	Utica	0.71	11.3	11.3	14.4	4	4	5	78.5	
KKRD-F	Wichita	1.7	11.0	8.4	9.6	3	5	7	114.6	
WYCR-F	York	1.4	12.0	8.6	16.3	4	2	4	73.6	
KWIN-F	Stockton	0.8	10.7	6.4	21.9	3	2	5	48.9	

33 Stations

1991 Mean: 108.1
1991 Median: 109.8

1990 Mean: 105.1
1988 Mean: 107.6
1987 Mean: 100.0
1986 Mean: 107.8

Mean 12+ Rank: 2.8 (2.2 in 1990)
Mean 25-54 Rank: 4.3 (3.2 in 1990)
Mean Revenue Rank: 2.8 (2.4 in 1990)

CHR/TOP 40

VERY SMALL MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
KQIZ-F	Amarillo	0.6	11.8	10.9	12.6	3	2	6	93.7
KGOT-F	Anchorage	1.2	12.0	10.9	12.3	3	1	4	97.6
WAAL-F	Binghamton	1.5	22.4	17.6	21.1	1	1	2	106.2
KFXD-F	Boise	0.57	6.6	10.0	11.9	5	2	9	55.5
WVSR-F	Charleston WV	1.2	13.9	10.2	11.7	3	3	3	118.8
WJET-F	Erie	1.3	22.4	17.6	20.6	2	1	3	108.7
KSND-F	Eugene	0.75	10.1	8.9	11.0	4	4	6	91.8
WSTO-F	Evansville	2.0	19.6	17.1	21.3	1	2	4	92.0
WKFR-F	Kalamazoo	1.9	23.2	14.4	23.2	1	1	3	100.0
KFRX-F	Lincoln	0.93	10.5	7.1	10.9	6	7	7	96.3
KZII-F	Lubbock	0.8	12.3	12.1	13.7	3	2	5	89.8
WAYS-F	Macon	1.6	19.8	10.6	12.4	2	5	4	159.7
WHY AF	Montgomery	1.7	18.7	13.6	15.4	2	3	2	121.4
WTHT-F	Portland ME	0.44	4.4	5.2	6.2	8	6	11	71.0
KWNZ-F	Reno	1.4	16.1	13.6	15.3	1	1	4	105.2
WZOK-F	Rockford	2.3	29.1	18.3	29.6	1	1	1	98.3
WZAT-F	Savannah	0.83	8.7	8.0	9.5	6	4	5	91.6
WNDU-F	South Bend	1.5	16.3	12.2	13.9	2	3	4	117.3
KKHT-F	Springfield MO	1.0	10.3	14.0	15.8	4	4	5	65.2
WPRR-F	Altoona	0.72	18.0	14.7	18.7	1	1	4	96.3
WKSF-F	Asheville	1.7	32.1	18.5	37.8	2	2	1	84.9
WBNQ-F	Bloomington	1.27	27.6	18.4	34.7	2	2	2	79.5
KTRS-F	Casper	0.7	33.3	28.0	32.3	1	1	2	103.1
KQCR-F	Cedar Rapids	0.7	8.9	10.4	13.6	6	4	5	65.4
WCGQ-F	Columbus GA	1.1	15.3	12.3	13.7	2	2	5	111.7
KZIO-F	Duluth	0.7	16.3	13.1	16.1	2	3	5	101.2
WDAY-F	Fargo	1.0	14.7	14.0	17.1	3	1	5	86.0
WMXF-F	Fayetteville	0.5	6.9	7.8	10.4	6	4	4	66.3
WIXX-F	Green Bay	2.3	28.8	21.0	35.3	1	1	1	81.6
WRKY-F	Steubenville	0.65	40.6	11.1	39.2	1	1	1	103.6
KFMW-F	Waterloo	1.2	30.0	15.1	23.5	1	2	3	127.7
WVBS-F	Wilmington NC	0.45	10.2	9.3	13.5	4	3	7	75.6

32 Stations

1991 Mean: 95.7
1991 Median: 96.3

1990 Mean: 94.2
1988 Mean: 97.6
1987 Mean: 95.3
1986 Mean: 100.3

Mean 12+ Rank: 2.5 (1.9 in 1990)
Mean 25-54 Rank: 4.1 (3.6 in 1990)
Mean Revenue Rank: 2.8 (2.1 in 1990)

COUNTRY

MAJOR MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ	REV RANK	12+ RANK	25-54 RANK	REV SHARE
					AUD SHARE				AS % OF AUD SHARE
WYAI FF	Atlanta	7.1	6.9	6.3	7.1	7	8	4	97.2
WKHX AF	Atlanta	3.4	3.3	4.8	5.4	12	10	9	61.1
WPOC-F	Baltimore	5.4	9.0	6.8	9.2	7	3	3	97.8
WYRK-F	Buffalo	2.9	10.1	10.2	11.9	4	1	1	84.9
WSOC-F	Charlotte	5.9	18.0	13.7	16.8	1	1	1	107.1
WTDR-F	Charlotte	1.9	5.8	5.7	7.0	9	4	4	82.9
WUSN-F	Chicago	8.7	3.7	3.9	4.4	11	6	3	84.1
WUBE AF	Cincinnati	3.5	6.1	6.9	7.9	6	3	2	77.2
WGAR-F	Cleveland	3.5	6.6	7.1	8.2	7	6	6	80.5
WHOK-F	Columbus	2.9	6.7	6.1	7.3	6	7	6	91.8
KSCS-F	Dallas-Ft.Worth	13.5	10.2	10.1	10.9	3	1	1	93.6
KPLX-F	Dallas-Ft.Worth	11.4	8.6	6.6	7.2	4	3	4	119.4
WBAP	Dallas-Ft.Worth	15.1	11.4	5.7	6.2	2	5	5	183.9
KYGO AF	Denver	8.4	12.2	11.0	12.2	2	1	1	100.0
WCXI/WWW	Detroit	8.4	7.2	6.9	7.6	5	2 (e)	2	94.7
WWYZ-F	Hartford	3.5	9.4	6.9	10.1	5	3	2	93.1
KILT AF	Houston	15.3	12.1	8.7	9.9	1	1	1	122.2
KIKK AF	Houston	14.3	11.3	8.3	9.4	2	2	2	120.2
WFMS-F	Indianapolis	5.4	11.5	12.4	13.7	3	1	2	83.9
KFKF-F	Kansas City	5.1	12.5	10.1	11.0	1	1	1	113.6
WDAF	Kansas City	4.9	12.0	11.7	12.7	2	2	4	94.5
KLAC/KZLA	Los Angeles	15.7	3.9	3.0	3.4	13	12 (e)	7 (e)	114.7
WKIS-F	Miami	5.0	5.2	3.9	4.4	9	9	9	118.2
WMIL-F	Milwaukee	3.8	9.1	8.1	9.1	4	4	2	100.0
KEEY-F	Minneapolis	10.0	13.5	9.7	11.3	2	3	3	119.5
WNOE AF	New Orleans	2.5	8.3	8.4	9.3	5	3 (e)	3 (e)	89.2
WYNY-F	New York	10.1	3.0	3.0	3.4	16	12	7	88.2
WCMS AF	Norfolk	3.4	11.1	8.6	9.5	3	2	2	116.8
WXTU-F	Philadelphia	6.1	4.6	4.6	5.4	10	9	6	85.2
KNIX AF	Phoenix	10.9	15.5	11.0	11.9	1	1	1	130.3
KMLE-F	Phoenix	4.9	7.0	5.7	6.2	4	4	2	112.9
WDSY-F	Pittsburgh	2.0	3.8	4.5	5.0	9	8	9	76.0
KUPL AF	Portland	5.1	10.6	9.4	10.9	3	1	3	97.3
KFRG-F	Riverside-San Bern	4.5	25.0	8.2	21.1	1	1	1	118.5
KRAK AF	Sacramento	10.4	18.9	12.3	15.3	1	1	2	123.5
WIL -F	St. Louis	4.1	6.3	6.5	6.9	6	3	3	91.3
KKAT-F	Salt Lake City	4.3	13.9	10.9	11.8	1	1	1	117.8
KKYX, KCYY-F	San Antonio	7.2	18.5	15.9	17.2	1	1	1	107.6
KAJA-F	San Antonio	2.7	6.9	6.5	7.0	8	4	3	98.6
KSON AF	San Diego	8.5	9.9	7.4	8.5	2	1	1	116.5

COUNTRY

MAJOR MARKETS
(continued)

<u>STATION</u>	<u>MARKET</u>	<u>'91</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'91</u> <u>AUD</u> <u>SHARE</u>	<u>ADJ</u> <u>AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KNEW/KSAN	San Francisco	12.0	7.0	3.8	4.5	6	6 (e)	7 (e)	155.5
KMPS AF	Seattle	8.2	9.3	6.9	7.7	2	2	2	120.8
KRPM-F	Seattle	2.8	3.2	3.7	4.1	12	15	9 (e)	78.0
WQYK AF	Tampa	8.0	13.8	10.3	11.6	1	1	1	119.0
WMZQ AF	Washington	14.6	10.1	5.7	6.8	1	2	1	148.5

45 Stations

1991 Mean: 105.1
1991 Median: 100.0

1990 Mean: 106.8
1988 Mean: 108.3
1987 Mean: 114.4
1986 Mean: 112.4

Mean for Market's highest billing Country stations: 107.5

Mean for other Country stations: 93.5

Mean 12+ Rank of Market's highest billing Country stations: 3.6 (5.2 in 1990)

Mean 25-54 Rank of Market's highest billing Country stations: 3.1 (4.8 in 1990)

Mean Revenue Rank of Market's highest billing Country stations: 4.5 (5.4 in 1990)

COUNTRY

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WGNA AF	Albany	2.8	14.7	9.6	11.5	2	1	1	127.8
KRST AF	Albuquerque	3.2	19.6	15.8	19.4	1	1	1	101.0
WXXW	Allentown	0.8	4.8	3.6	5.4	7	7	6 (e)	88.9
KASE/KVET AF	Austin	7.2	32.0	20.0	25.7	1	1	1	124.5
KUZZ AF	Bakersfield	2.8	20.1	18.3	23.0	1	1	1	87.4
WYNK AF	Baton Rouge	3.6	28.1	15.7	20.9	1	1	1	134.4
WZZK AF	Birmingham	5.7	23.6	16.9	20.0	1	1	1	118.0
WUSY-F	Chattanooga	3.3	27.0	19.5	22.4	1	1	1	120.5
WHKO-F	Dayton	3.0	14.2	9.5	12.3	2	2	1	115.4
KHEY AF	El Paso	3.2	27.3	17.8	21.1	1	1	1	129.4
KFRE/KNAX	Fresno	4.0	20.8	14.6	17.1	2	1	1	121.6
WCUZ AF	Grand Rapids	3.6	16.3	10.2	13.7	1	2 (e)	2	119.0
WTQR-F	Greensboro	4.6	21.7	17.5	20.8	1	1	1	104.3
WESC AF	Greenville SC	4.1	20.5	14.1	17.4	1	2	1	117.8
WSSL-F	Greenville SC	3.1	15.5	10.8	13.3	3	3	3	116.5
WQIK AF	Jacksonville	4.1	16.9	12.1	14.8	2	1	1	114.2
KFMS AF	Las Vegas	3.4	15.5	10.3	12.2	1	1	1	127.0
KWNR-F	Las Vegas	0.9	4.1	4.2	4.9	9	6	3	83.7
KSSN-F	Little Rock	4.2	31.1	20.6	23.0	1	1	1	135.2
WAMZ-F	Louisville	5.7	22.4	18.8	21.7	2	1	1	103.2
KTEX-F	McAllen-Brownsville	2.2	18.3	18.0	20.9	1	1	1	87.6
WGKX-F	Memphis	5.7	21.1	10.5	11.8	1	1	2	178.8
WSIX-F	Nashville	5.7	17.3	11.3	13.1	1	3	2	132.1
WSM AF	Nashville	5.2	15.8	13.5	15.6	2	1	1	101.3
KXXY AF	Oklahoma City	5.4	23.2	17.4	18.9	1	1	1	122.8
WOW AF	Omaha	3.8	18.1	15.7	18.5	1	1 (e)	1 (e)	97.8
WWKA-F	Orlando	6.0	13.6	11.2	13.2	1	1	1	103.0
WQDR-F	Raleigh	3.4	12.9	6.3	8.1	3	6	6	159.3
WKHK-F	Richmond	3.3	12.0	10.3	11.8	4	3	1	101.7
WBEE-F	Rochester	2.7	11.4	11.4	13.4	5	2	2	85.1
KTOM-F	Salinas-Monterey-SC	1.5	13.0	6.3	11.9	2	3	2	109.2
WPKX-F	Springfield MA	1.0	9.5	7.6	13.4	5	2	2	70.9
WTOD/WKKO	Toledo	2.5	18.5	13.2	17.8	2	2	2	103.9
KCUB/KIIM	Tucson	3.2	19.5	17.5	21.6	1	1	1	90.3
KWEN-F	Tulsa	3.6	18.3	15.3	16.7	1	1	1	109.6
KVOO AF	Tulsa	2.4	12.2	10.6	11.6	4	2 (e)	4 (e)	105.2
WIRK-F	West Palm Beach	2.5	10.7	5.9	9.7	6	5	3	110.3
WQKX-F	Youngstown	2.0	18.5	10.5	12.8	1	1	2	144.5

38 Stations

1991 Mean: 113.2

1991 Median: 112.3

1990 Mean: 118.6

1988 Mean: 119.8

1987 Mean: 120.3

1986 Mean: 120.1

Mean 12+ Rank: 1.9 (2.3 in 1990)

Mean 25-54 Rank: 1.7 (2.2 in 1990)

Mean Revenue Rank: 2.1 (2.2 in 1990)

COUNTRY

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WUSW-F	Appleton	0.5	5.9	5.0	7.3	6	7	5	80.8
WKXC-F	Augusta	1.2	14.0	15.0	17.3	3	3	2	80.9
WEZL-F	Charleston SC	2.7	22.5	12.8	15.1	1	1	1	149.0
KKCS AF	Colorado Springs	1.7	17.9	15.3	19.1	1	1	1	93.7
WCOS AF	Columbia SC	3.1	20.8	16.5	19.4	1	1	1	107.2
KOUL-F	Corpus Christi	1.4	17.9	14.0	15.8	1	1	1	113.3
KRYS AF	Corpus Christi	1.1	14.1	12.1	13.7	3	3	3	102.9
WLLR-F	Davenport	2.3	24.7	17.0	20.2	1	1	2	122.3
KJJY-F	Des Moines	2.2	16.3	11.7	13.1	3	4	4	124.4
WKMF	Flint	0.8	7.9	3.7	7.3	4	9	6 (e)	108.2
WBTU-F	Fort Wayne	1.2	10.8	9.3	11.7	4	3	3	92.3
WRKZ-F	Harrisburg	3.3	23.4	7.6	10.7	1	4	4	218.7
WTCR AF	Huntington	2.7	45.0	29.7	35.4	1	1	1	127.1
WDRM-F	Huntsville	3.3	33.7	25.0	30.6	1	1	1	110.1
WMSI-F	Jackson	3.6	29.8	17.2	21.4	1	1	1	139.3
WXBQ-F	John City-Kingsport	1.9	20.3	20.2	25.4	1	2	1	80.0
WIVK AF	Knoxville	7.0	50.7	35.4	39.0	1	1	1	130.0
WIOV-F	Lancaster	2.0	29.0	10.1	29.3	1	1	2	99.0
WITL AF	Lansing	3.1	27.2	16.5	23.1	1	1	1	117.7
WVLK-F	Lexington	2.8	21.7	15.2	18.2	2	2	3	119.2
WWQM-F	Madison	1.2	8.2	7.3	9.2	6	4	4	89.1
WTSO	Madison	1.1	7.5	5.6	7.0	7	7	6 (e)	107.1
WKSJ AF	Mobile	2.8	27.5	15.1	18.3	1	2	2	150.3
KMIX AF	Modesto	1.6	15.7	11.8	17.9	2	1 (e)	1 (e)	87.7
WOWW-F	Pensacola	1.5	20.7	12.5	23.1	1	2	1	89.6
WXCL AF	Peoria	0.9	11.7	11.3	13.9	5	3	3	84.2
WOKQ-F	Portsmouth	2.5	32.1	12.8	32.7	1	1	1	98.2
WYYD-F	Roanoke	1.8	14.2	12.4	15.2	2	2	1	93.4
WKCC-F	Saginaw	1.7	16.3	11.4	14.8	3	3	3	110.1
WCTQ-F	Sarasota	0.8	11.8	2.8	7.9	3	8	7	149.4
KRMD AF	Shreveport	2.3	25.0	17.3	20.8	1	1	1	120.2
KWKH AF	Shreveport	1.6	17.4	9.6	11.6	2	3 (e)	4 (e)	150.0
KGA/KDRK	Spokane	2.2	19.6	14.7	16.7	1	2 (e)	2 (e)	117.4
WFRG AF	Utica	1.0	15.9	12.7	16.2	2	1	1	98.1
KFDI AF	Wichita	5.3	34.4	20.0	22.7	1	1 (e)	1 (e)	151.5
KZSN-F	Wichita	2.0	13.0	11.6	13.2	2	2	2	98.5
WGTY-F	York	1.5	12.8	9.8	20.7	3	3	2	61.8
WPCV-F	Lakeland	3.0	47.6	17.5	49.4	1	1	1	96.4
KFMR-F	Stockton	1.1	14.7	4.6	15.8	2	5	1	93.0

39 Stations

1991 Mean: 111.8
1991 Median: 107.1

1990 Mean: 119.5
1988 Mean: 119.4
1987 Mean: 115.5
1986 Mean: 117.2

Mean 12+ Rank: 2.3 (2.3 in 1990)
Mean 25-54 Rank: 2.3 (2.2 in 1990)
Mean Revenue Rank: 2.2 (2.2 in 1990)

COUNTRY

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KMML-F	Amarillo	0.9	17.6	17.6	20.2	1	1	1	87.1
KASH-F	Anchorage	1.4	14.0	10.4	11.7	2	3	3	119.7
WHWK-F	Binghamton	1.5	22.4	14.6	17.5	2	3	1	128.0
KQFC-F	Boise	1.2	13.8	10.9	13.0	2	3	2	106.2
WQBE AF	Charleston WV	2.0	23.3	28.8	33.0	1	1	1	70.6
WXTA-F	Erie	0.45	7.8	7.2	8.4	5	4	5	92.9
WYNG-F	Evansville	1.9	18.6	13.9	17.4	3	1	2	106.9
WNWN-F	Kalamazoo	1.3	16.4	10.6	17.1	3	4	3	95.9
KZKX-F	Lincoln	1.2	13.6	10.2	13.6	2	1	1	100.0
KLLL AF	Lubbock	2.1	32.3	24.8	28.0	1	1	1	115.4
WDEN-F	Macon	2.7	33.3	20.3	23.7	1	1	1	140.5
WLWI-F	Montgomery	2.8	30.8	18.7	21.2	1	1	1	145.3
WPOR AF	Portland	2.4	24.0	13.8	16.5	1	2	2	145.5
KBUL-F	Reno	0.63	7.2	8.2	9.2	6	2	2	78.3
WCHY AF	Savannah	1.8	18.9	13.4	15.9	1	1	1	118.9
KTTS AF	Springfield MO	3.7	38.1	22.3	25.2	1	1	1	151.2
WTNT-F	Tallahassee	1.3	18.8	13.6	17.8	1	1	1	105.6
KTPK-F	Topeka	1.2	20.7	15.3	25.2	2	2	2	82.1
WVAM	Altoona	0.52	13.0	11.0	14.0	4	3	5	92.9
WWNC	Asheville	2.4	45.3	22.4	45.8	1	1	3	98.9
KHAK AF	Cedar Rapids	1.5	19.0	14.2	18.5	2	3	2	102.7
WSTH-F	Columbus	1.3	18.1	13.3	14.8	1	3	2	122.3
WAVC-F	Duluth	0.6	14.0	12.5	15.3	3	2	1	91.5
KFGO	Fargo	1.6	23.5	11.9	14.5	1	2	3	162.1
WKML-F	Fayetteville	2.0	28.5	16.1	21.4	1	2	1	133.2
WGEE	Green Bay	1.1	13.8	8.6	14.4	2	4	5	95.8
WTHI AF	Terre Haute	1.2	30.0	28.8	34.6	1	1	1	86.7
KOEL-F	Waterloo	1.1	27.5	19.5	30.3	2	1	1	90.8
WWQQ-F	Wilmington NC	0.8	18.2	14.9	21.5	2	1	1	84.7

29 Stations

1991 Mean: 108.7
1991 Median: 102.7

1990 Mean: 107.3
1988 Mean: 116.8
1987 Mean: 116.4
1986 Mean: 110.3

Mean 12+ Rank: 1.9 (2.1 in 1990)
Mean 25-54 Rank: 1.9 (2.0 in 1990)
Mean Revenue Rank: 1.9 (2.0 in 1990)

AOR

MAJOR MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WKLS-F	Atlanta	9.3	9.0	6.5	7.3	4	7	8	123.3
WIYY-F	Baltimore	7.3	12.2	7.2	9.7	3	5	6	125.8
WBCN-F	Boston	14.0	12.4	5.3	6.2	2	3	1	200.0
WGRF-F	Buffalo	3.3	11.5	7.5	8.7	2	3	3	132.2
WRFX-F	Charlotte	5.2	15.9	7.4	9.2	2	3	3	172.8
WLUP-F	Chicago	19.0	8.0	3.7	4.3	2	9	7	186.0
WXRT-F	Chicago	19.0	3.8	3.1	3.5	10	17	11	108.6
WWBZ-F	Chicago	5.1	2.1	2.8	3.2	17	5	13	65.6
WEBN-F	Cincinnati	7.4	12.9	8.1	9.4	2	4	4	137.2
WMMS-F	Cleveland	7.9	14.8	7.7	9.0	2	1	2	164.4
WLWQ-F	Columbus	6.1	14.2	8.1	9.6	4	4	3	147.9
KTXQ-F	Dallas	9.0	6.8	5.8	6.3	5	2	3	107.9
KDGE-F	Dallas	3.0	2.3	2.1	2.3	16	19	20	100.0
KBCO AF	Denver	7.4	10.8	5.8	6.5	3	9	5	166.2
KBPI-F	Denver	4.1	6.0	6.2	6.9	7	3	7	87.0
KLZ/KAZY-F	Denver	2.5	3.6	4.3	4.8	11	8 (e)	10 (e)	75.0
WLLZ-F	Detroit	7.5	6.4	3.8	4.2	6	8	10	152.4
WRIF-F	Detroit	5.9	5.0	4.0	4.4	11	10	8	113.6
WHCN-F	Hartford	4.0	10.7	6.2	9.1	4	4	1	117.6
KLOL-F	Houston	10.9	8.7	5.3	6.0	5	4	4	145.0
WFBQ-F	Indianapolis	10.0	21.3	11.6	12.9	1	2	1	165.1
KYYS-F	Kansas City	4.7	11.5	8.3	9.0	3	3	2	127.8
KRVK-F	Kansas City	1.9	2.1	3.6	3.9	10	12	10	53.8
KLOS-F	Los Angeles	29.5	7.3	4.4	5.0	3	5	2	146.0
KROQ-F	Los Angeles	12.4	3.1	3.0	3.4	17	14	22	91.2
KQLZ-F	Los Angeles	10.5	2.6	2.5	2.8	18	20	16	92.9
WSHE-F	Miami	4.7	4.8	3.3	3.7	12	7	7	129.7
WLZR AF	Milwaukee	2.9	7.0	5.0	5.7	6	8	11	122.8
WQFM-F	Milwaukee	1.4	3.4	3.0	3.4	13	13	15	99.0
KQRS AF	Minneapolis	9.6	13.0	10.3	12.0	3	2	4	108.3
KTCZ AF	Minneapolis	3.2	4.3	3.2	3.8	9	10	8	113.2
WRNO-F	New Orleans	1.1	3.6	3.3	3.7	10	12	11	97.3
WNEW-F	New York	20.2	6.0	3.3	3.8	7	9	3	157.9
WNOR AF	Norfolk	4.1	13.4	7.4	8.2	1	3	1	163.4
WMMR-F	Philadelphia	14.5	10.9	6.3	7.3	2	3	1	149.3
KUPD-F	Phoenix	5.9	8.4	6.6	7.1	3	3	3	118.3
KDKB-F	Phoenix	3.3	4.7	3.4	3.7	10	9	6	127.0
WDVE-F	Pittsburgh	7.1	13.7	9.7	10.9	3	2	1	125.7
KINK-F	Portland	5.8	12.0	6.8	7.9	3	5	2	151.9
KUFO-F	Portland	2.9	6.0	6.2	7.2	8	3	4	83.3
KGON-F	Portland	2.4	5.0	3.7	4.3	9	13	9	116.3
WHJY-F	Providence	4.2	17.5	7.1	9.8	1	2	2	178.6
KCAL-F	Riverside-San Bern	2.7	15.0	3.3	8.5	3	9	6	176.5
KRXQ-F	Sacramento	4.5	8.2	7.0	8.6	4	3	6	95.3
KSHE-F	St. Louis	7.4	11.3	8.3	8.8	2	2	2	128.4

AOR

MAJOR MARKETS
(continued)

<u>STATION</u>	<u>MARKET</u>	<u>'91</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'91</u> <u>AUD</u> <u>SHARE</u>	<u>ADJ</u> <u>AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KLZX-F	Salt Lake City	3.2	10.3	7.4	8.0	3	3	3	128.8
KSAQ-F	San Antonio	1.8	4.6	4.6	5.0	11	8	13	92.0
KGB -F	San Diego	7.3	8.5	5.4	6.2	4	7	4	137.1
XTRA-F	San Diego	6.6	7.6	5.3	6.1	5	4	10	124.6
KIOZ-F	San Diego	2.6	3.0	2.9	3.3	13	11	13	90.9
KITS-F	San Francisco	7.2	4.2	2.8	3.2	9	11	14	131.3
KFOG-F	San Francisco	6.7	3.9	2.1	2.4	11	17	9	162.5
KRQR-F	San Francisco	6.4	3.7	2.5	2.9	12	9	6	127.6
KXRX-F	Seattle	5.3	6.0	4.7	5.2	6	5	5	115.4
KISW-F	Seattle	4.8	5.4	4.5	5.0	9	6	4	108.0
WYNF-F	Tampa	6.0	10.4	5.4	6.2	3	8	5	167.7
WWDC-F	Washington	8.5	5.9	4.3	5.1	8	4	9	115.7
WHFS-F	Washington	3.6	2.5	2.4	2.9	17	17	13	86.2

58 Stations

1991 Mean: 127.2
1991 Median: 125.8

1990 Mean: 122.5
1988 Mean: 123.0
1987 Mean: 120.7
1986 Mean: 111.3

Mean for Market's highest billing AOR's: 139.7 (132.3 in 1990)
 Mean for other AOR's: 102.1 (94.4 in 1990)
 Mean 12+ Rank for Market's Highest billing AOR: 5.0 (5.3 in 1990)
 Mean 25-54 Rank for Market's Highest billing AOR: 4.7 (4.3 in 1990)
 Mean Revenue Rank for Market's Highest billing AOR: 4.1 (4.6 in 1990)

AOR

MEDIUM MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WONE-F	Akron	2.2	17.5	6.1	19.8	2	5	3	88.4
WPYX-F	Albany	2.8	14.7	6.8	8.5	2	6	4	172.9
KZRR-F	Albuquerque	1.9	11.7	6.0	7.4	4	5	5	158.2
WZZO-F	Allentown	2.9	17.6	10.7	16.0	2	1	2	110.0
KLBJ-F	Austin	2.6	11.6	8.1	10.4	2	2	3	111.5
WTGE-F	Baton Rouge	1.0	7.8	4.7	6.3	7	6	5	123.8
WZRR-F	Birmingham	3.6	14.9	9.1	10.8	3	2	2	138.0
WTUE-F	Dayton	2.7	12.7	7.9	10.2	4	3	2	124.5
KLAQ-F	El Paso	1.6	13.7	8.9	10.6	2	8	8	129.2
KKDJ-F	Fresno	1.4	7.3	3.3	3.9	5	11	6	187.2
WKLQ-F	Grand Rapids	2.2	10.0	8.6	11.5	5	1	4	87.0
WROQ-F	Greenville SC	1.6	8.0	6.9	8.5	5	4	6	94.1
KPOI-F	Honolulu	1.3	6.7	4.7	5.0	7	8	8 (e)	134.0
WFYV AF	Jacksonville	3.1	12.8	8.1	9.9	3	3	6	129.3
KOMP-F	Las Vegas	2.1	9.5	5.0	6.0	4	7	7	158.3
KMJX-F	Little Rock	1.9	14.1	10.4	11.6	2	2	2	121.6
WQMF-F	Louisville	2.8	11.0	8.3	9.6	3	3	3	114.6
WEGR-F	Memphis	3.3	12.2	9.1	10.2	4	5	3	119.6
WKDF-F	Nashville	4.1	12.4	7.0	8.1	3	5	9	153.1
WPLR-F	New Haven	4.0	29.6	8.1	23.2	2	2	3	127.6
KATT-F	Oklahoma City	2.5	10.7	9.6	10.4	2	3	7	102.9
KEZO AF	Omaha	3.2	15.2	12.1	14.3	3	3	3	106.3
WDIZ-F	Orlando	3.6	8.2	4.8	5.7	5	10	9 (e)	143.8
WHTQ-F	Orlando	3.0	6.8	5.4	6.4	7	5	7	106.3
WZZU-F	Raleigh	1.0	3.8	3.1	4.0	9	10	10 (e)	95.0
WRXL-F	Richmond	4.4	16.3	10.5	12.0	1	4	3	135.8
WCMF-F	Rochester	5.3	22.3	16.9	19.9	1	1	1	112.1
KMBY-F	Salinas-Monterey-SC	1.1	9.2	3.5	6.8	4	15	8 (e)	135.3
WAQY-F	Springfield MA	2.3	21.9	8.3	14.7	2	3	3	149.0
WAQX-F	Syracuse	1.7	9.7	7.7	9.9	5	3	2	98.0
WIOT-F	Toledo	2.6	19.1	11.9	16.1	1	1	1	118.6
KLPX-F	Tucson	2.0	12.2	10.2	12.6	4	3	3	96.8
KMOD-F	Tulsa	2.8	14.2	8.5	9.4	2	3	2	151.1
WEZX-F	Wilkes Barre-Scranton	1.5	10.0	7.9	10.3	3	2	2	97.1

34 Stations

1991 Mean: 124.4
1991 Median: 122.7

1990 Mean: 127.4
1988 Mean: 115.4
1987 Mean: 105.4
1986 Mean: 112.6

Mean 12+ Rank: 4.6 (4.0 in 1990)
Mean 25-54 Rank: 4.4 (3.8 in 1990)
Mean Revenue Rank: 3.5 (3.2 in 1990)

AOR

SMALL AND VERY SMALL MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ	REV RANK	12+ RANK	25-54 RANK	REV SHARE
					AUD SHARE				AS % OF AUD SHARE
KWHL-F	Anchorage	1.1	11.0	6.6	7.5	4	6	6	146.7
WAPL-F	Appleton	2.4	28.2	15.4	22.7	1	1	1	124.2
WRXR-F	Augusta	0.7	8.1	5.9	6.8	5	5	4	119.1
KJOT-F	Boise	0.9	10.3	9.2	11.0	4	4	4	93.6
WRQK-F	Canton	1.4	17.7	8.1	20.7	3	3	3	85.5
WAVF-F	Charleston SC	1.8	15.0	6.8	8.1	2	4	6	185.2
WKLC-F	Charleston WV	1.2	14.0	9.5	10.9	2	4	5	128.4
WMFX-F	Columbia	1.9	12.8	6.0	7.1	4	6	6	180.3
KNCN-F	Corpus Christi	0.95	12.2	8.7	9.9	5	4	4	123.2
WXLP-F	Davenport	1.5	16.1	11.9	14.1	2	2	3	114.2
KGGO AF	Des Moines	2.3	17.0	15.2	17.0	2	2	2	100.0
WRKT-F	Erie	0.84	14.5	16.9	19.8	3	2	1	73.2
WXKE-F	Fort Wayne	0.85	7.7	6.1	7.7	6	7	4	100.0
WTPA-F	Harrisburg	2.5	17.7	9.6	13.5	3	2	2	131.1
WTAK	Huntsville	0.64	6.5	6.2	7.6	6	3	2	85.5
WIMZ AF	Knoxville	1.5	10.9	9.4	10.3	4	4	4	105.8
WJXQ-F	Lansing	0.9	7.9	8.5	11.9	4	2	2	66.4
WKQQ-F	Lexington	3.0	23.3	16.4	19.6	1	1	1	118.9
KFMQ AF	Lincoln	1.1	12.5	8.7	11.6	3	3	3	107.8
KFMX-F	Lubbock	0.9	13.8	11.7	13.2	2	3	4	104.5
WQBZ-F	Macon	0.75	9.3	7.5	8.7	4	3	3	106.9
WIBA-F	Madison	2.5	17.0	14.4	18.1	1	1	1	93.9
WGIR-F	Manchester	2.2	33.3	7.9	21.6	1	2	2	154.2
KDJK-F	Modesto	1.1	10.8	5.5	8.4	5	7	5	128.6
WTKX-F	Pensacola	1.0	14.0	6.6	12.2	2	6	5	114.8
WWCT-F	Peoria	1.4	18.2	14.4	17.7	1	1	1	102.8
WBLM-F	Portland ME	2.2	22.0	13.0	15.6	2	1	1	141.0
WHEB-F	Portsmouth	1.6	20.5	8.2	20.9	2	2	2	98.1
KOZZ-F	Reno	1.2	13.7	8.0	9.0	2	4	1	152.2
WROV-F	Roanoke	1.7	13.4	8.5	10.4	3	5	4	128.8
WKQZ-F	Saginaw	1.0	9.6	10.4	13.5	5	5	4	71.1
WIXV-F	Savannah	1.5	15.8	11.0	13.0	2	4	3	121.5
KTAL-F	Shreveport	0.6	6.5	6.3	7.6	6	7	9	85.5
WAOR-F	South Bend	1.0	10.9	11.4	13.0	6	1	2	83.8
KEZE-F	Spokane	1.1	9.8	7.3	8.3	4	7	6	134.2
KXUS-F	Springfield MO	1.6	16.5	12.7	14.4	2	1	3	114.6
WGLF-F	Tallahassee	1.2	17.4	11.6	15.2	2	2	2	114.5
KDVV-F	Topeka	0.8	13.8	8.1	13.4	4	3	3	103.0
WOUR-F	Utica	1.2	19.0	9.8	12.5	1	2	2	152.0
KICT-F	Wichita	1.1	7.1	7.8	8.8	6	3	5	80.7

AOR

SMALL AND VERY SMALL MARKETS
(continued)

<u>STATION</u>	<u>MARKET</u>	<u>'91</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'91</u> <u>AUD</u> <u>SHARE</u>	<u>ADJ</u> <u>AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WAAF AF	Worcester/Boston	3.2	31.0	8.6	25.0	1	2	3	124.0
KRNA-F	Cedar Rapids	0.95	12.0	8.7	11.4	5	4	4	105.3
WVRK-F	Columbus GA	0.85	11.8	9.3	10.4	4	7	5	113.5
KQDS AF	Duluth	0.55	12.8	9.2	11.4	4	5	4	112.3
KQWB-F	Fargo	0.97	14.3	14.6	17.8	4	3	4	80.3
WZZQ-F	Terre Haute	0.65	16.3	11.7	14.1	3	4	3	115.6
WSFM-F	Wilmington NC	0.7	15.9	10.7	15.5	3	2	2	102.6

47 Stations

1991 Mean: 113.4
1991 Median: 114.2

1990 Mean: 108.1
1988 Mean: 108.7
1987 Mean: 101.3
1986 Mean: 104.3

Mean 12+ Rank: 3.4 (3.6 in 1990)
Mean 25-54 Rank: 3.3 (3.8 in 1990)
Mean Revenue Rank: 3.2 (3.3 in 1990)

CLASSIC AOR

MAJOR MARKETS

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WZGC-F	Atlanta	6.1	5.9	4.4	5.0	10	9	5	118.0
WGRX-F	Baltimore	1.0	1.7	2.2	2.9	11	17	15	58.6
WZLX-F	Boston	5.4	4.7	3.7	4.3	10	8	9	109.3
WUFX AF	Buffalo	1.9	6.6	5.8	6.7	9	10	8	98.5
WCKG-F	Chicago	11.4	4.8	3.7	4.2	7	10	9	114.3
WOFX-F	Cincinnati	2.7	4.7	4.2	4.9	9	7	5	95.9
WNCX-F	Cleveland	4.6	8.6	5.3	6.1	6	7	4	141.0
WMGG-F	Columbus	3.2	7.4	5.0	6.0	5	8	7	123.3
KZPS-F	Dallas	5.5	4.1	3.0	3.3	8	16	12	124.2
KRFX-F	Denver	3.9	5.7	4.3	4.8	8	12	9	118.9
WCSX-F	Detroit	7.2	6.1	4.1	4.6	8	9	6	132.6
KZFX-F	Houston	6.4	5.1	3.4	3.9	9	12	7	130.8
WFXF AF	Indianapolis	2.3	4.9	4.9	5.4	9	9	8	90.7
KCFX-F	Kansas City	3.4	8.3	4.9	5.4	4	7	5	153.7
KLSX-F	Los Angeles	15.5	3.8	2.5	2.8	14	13	7	135.7
WZTA-F	Miami	4.3	4.4	2.8	3.2	14	18	10	137.5
WKLH-F	Milwaukee	4.9	11.8	6.3	7.2	3	5	1	163.9
KLXK-F	Minneapolis	3.1	4.2	4.4	5.1	8	8	9	82.4
WCKW-F	New Orleans	1.7	5.6	4.1	4.5	8	8	10	124.4
WXRK-F	New York	19.0	5.7	3.5	4.0	8	11	5	142.5
WAFX-F	Norfolk	3.1	10.1	6.0	6.7	5	5	9	150.7
WYSP-F	Philadelphia	12.7	9.6	5.9	6.9	3	5	3	139.1
KSLX AF	Phoenix	4.2	6.0	4.3	4.7	6	13	8	127.7
KSEG-F	Sacramento	2.1	3.8	4.3	5.3	10	8	5	71.7
KSD -F	St. Louis	5.9	9.0	6.0	6.4	4	6	3	140.6
KZEP AF	San Antonio	2.4	6.2	5.2	5.7	7	9	6	108.8
KSDO-F	San Diego	2.9	3.4	3.3	3.8	12	16	9	89.5
KZOK AF	Seattle	3.4	3.9	3.5	3.9	10	10	6	100.0
WXTB-F	Tampa	3.0	5.2	4.7	5.3	10	7	8	98.1
WCXR-F	Washington	9.8	6.8	3.3	4.0	6	12	6	170.0

30 Stations

1991 Mean: 119.7
1991 Median: 123.8

1990 Mean: 122.5

Mean 12+ Rank: 9.8 (9.2 in 1990)
Mean 25-54 Rank: 7.1 (6.1 in 1990)
Mean Revenue Rank: 8.0 (7.6 in 1990)

CLASSIC AOR

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WQBK-F	Albany	0.9	4.7	5.6	6.7	7	7	6	70.1
KLSK-F	Albuquerque	1.0	6.1	5.5	6.8	6	6	7	89.7
KPEZ-F	Austin	1.8	8.0	5.9	7.6	5	5	4	105.3
KOFX-F	El Paso	0.7	6.0	5.4	6.3	7	5	2	95.2
KJFX-F	Fresno	1.8	9.3	3.3	4.0	4	12	7	232.5
WJFM-F	Grand Rapids	1.3	5.9	4.0	5.4	8	7	5	109.3
WKRR-F	Greensboro	3.1	14.6	8.6	10.2	2	2	3	143.1
KHFX-F	Honolulu	0.86	4.4	3.8	4.2	10	12	7 (e)	104.8
KKLZ-F	Las Vegas	2.0	9.1	5.8	6.9	5	5	4	131.9
WGFX-F	Nashville	1.7	5.2	4.5	5.2	8	8	8	100.0
KRXO-F	Oklahoma City	2.1	9.0	7.2	7.8	4	7	2	115.4
WRDU-F	Raleigh	5.2	19.8	8.4	10.8	1	4	2	183.3
WKFM-F	Syracuse	1.9	10.8	7.3	9.4	4	5	4	114.9
WKGR-F	West Palm Beach	2.7	11.5	5.3	8.7	4	4	2	132.2
WNCD-F	Youngstown	0.83	7.7	7.7	9.3	7	6	5	82.8

15 Stations

1991 Mean: 120.7
1991 Median: 109.3

1990 Mean: 98.6

Mean 12+ Rank: 5.5 (7.0 in 1990)
Mean 25-54 Rank: 4.5 (5.5 in 1990)
Mean Revenue Rank: 6.3 (6.6 in 1990)

ADDITIONAL CLASSIC AOR STATIONS IN SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KBFX-F	Anchorage	1.6	16.0	13.2	14.9	1	1	1	107.4
KKFM-F	Colorado Springs	1.3	13.7	6.7	8.4	2	5	4	163.1
WBXR-F	Fort Wayne	1.0	9.0	6.7	8.4	5	4	5	107.1
WRKR-F	Kalamazoo	1.5	17.5	13.7	22.1	2	2	1	79.2
WMMQ-F	Lansing	0.5	4.4	3.3	4.6	7	9	7 (e)	95.6
KTGL-F	Lincoln	1.0	11.4	7.4	9.8	4	4	5	116.3
KVFX-F	Modesto	0.75	7.4	4.8	7.3	7	5	3	101.4
WMGX-F	Portland ME	1.7	17.0	9.1	11.0	3	4	3	154.5
WXRX-F	Rockford	0.75	9.5	12.5	20.2	5	3	3	47.0
KKZX-F	Spokane	0.7	6.3	5.4	6.1	6	6	5	103.3
KRZZ-F	Wichita	1.2	7.8	5.6	6.4	5	6	3	121.9

FULL SERVICE

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WSB	Atlanta	12.0	11.7	6.8	7.7	1	3	10	151.9
WBZ	Boston	8.6	7.6	5.7	6.6	4	4	11	115.2
WBT	Charlotte	3.3	10.1	5.9	7.4	4	7	9	136.5
WLW	Cincinnati	14.9	25.9	12.2	14.1	1	1	1	183.7
WTVN	Columbus	7.0	16.3	9.4	11.2	3	2	5	145.5
WJR	Detroit	17.0	14.5	8.4	9.2	1	1	4	157.6
WTIC	Hartford	7.9	21.1	15.4	22.5	1	1	4	93.8
WIBC	Indianapolis	8.2	17.4	13.2	14.6	2	3	7	119.2
WTMJ	Milwaukee	7.0	16.8	10.6	12.0	1	1	5	140.0
WCCO	Minneapolis	19.8	26.8	16.9	19.7	1	1	1	136.0
KDKA	Pittsburgh	8.2	15.8	13.9	15.5	1	1	3	101.9
KEX	Portland	5.9	12.2	8.7	10.1	2	6	6	120.8
KSL	Salt Lake City	3.8	12.3	6.9	7.5	2	7	8	164.0
KFMB	San Diego	10.0	11.6	5.2	6.0	1	6	6	193.3
KOMO	Seattle	5.5	6.2	5.3	5.9	5	4	8	105.1
WMAL	Washington	11.2	7.7	4.3	5.1	2	9	18	151.0

16 Stations

1991 Mean: 138.5
1991 Median: 138.2

1990 Mean: 143.0
1988 Mean: 154.7
1987 Mean: 148.5
1986 Mean: 151.5

Mean 12+ Rank: 3.6 (4.6 in 1990)
Mean 25-54 Rank: 6.6 (6.6 in 1990)
Mean Revenue Rank: 2.0 (2.7 in 1990)

FULL SERVICE

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WAKR	Akron	2.0	15.9	5.3	17.2	3	11	15	92.4
WGY	Albany	3.0	15.8	8.3	10.0	1	3	7	158.0
KKOB	Albuquerque	3.0	18.4	8.9	11.0	2	3	6	167.3
WOOD	Grand Rapids	1.7	7.7	5.9	7.9	7	8	10	97.5
WSJS	Greensboro	1.7	8.0	5.2	6.2	4	7	9	129.0
KSSK	Honolulu	3.8	19.6	9.7	10.5	1	6	4	186.7
WHAS	Louisville	7.0	27.4	15.2	17.5	1	2	2	156.6
WELI	New Haven	1.7	12.6	8.0	22.9	3	3	7	55.0
KFAB	Omaha	3.3	15.7	12.4	14.6	2	1	6	107.5
WDBO	Orlando	2.3	5.2	7.2	8.5	9	3	7	61.2
WPTF	Raleigh	2.5	9.5	8.3	10.7	4	2	5	88.8
WRVA	Richmond	4.4	16.0	11.4	13.1	1	2	5	122.1
WHAM	Rochester	3.1	13.0	12.1	14.3	3	3	5	90.9
WHYN	Springfield MA	1.6	15.2	6.9	12.2	3	6	6	124.6
WSYR	Syracuse	3.2	18.5	10.9	14.0	2	4	6	132.1
WSPD	Toledo	1.1	8.1	6.8	9.2	6	7	8	88.0
KRMG	Tulsa	2.5	12.7	9.7	10.6	3	4	8	119.8
WARM	Wilkes Barre-Scranton	1.7	11.3	6.3	8.2	2	6	11	137.8
WDEL	Wilmington DE	1.7	17.7	5.7	16.1	3	3	8	109.9

19 Stations

1991 Mean: 117.1
1991 Median: 119.8

1990 Mean: 117.8
1988 Mean: 128.0
1987 Mean: 128.5
1986 Mean: 138.0

Mean 12+ Rank: 4.4 (4.6 in 1990)
Mean 25-54 Rank: 7.1 (7.2 in 1990)
Mean Revenue Rank: 3.2 (3.3 in 1990)

FULL SERVICE

SMALL AND VERY SMALL MARKETS

STATION	MARKET	'91	REV	'91	AUD	ADJ	REV	12+	25-54	REV SHARE
		REV	SHARE	SHARE	SHARE	RANK	RANK	RANK	AS % OF	
KFQD	Anchorage	0.43	4.3	3.3	3.8	10	8	7	113.2	
WHBY	Appleton	1.08	12.7	7.6	11.2	3	3	3	113.4	
WNBF	Binghamton	0.9	13.4	12.6	15.1	3	2	5	88.7	
KBOI	Boise	1.0	11.5	6.4	7.7	3	6	5	149.4	
WHBC	Canton	2.0	25.3	13.9	35.4	1	1	3	71.5	
WCHS	Charleston WV	0.65	7.6	6.1	7.0	5	5	6	108.6	
WHO	Des Moines	3.2	23.7	13.5	15.3	1	3	3	154.9	
WIKY AF	Evansville	2.0	19.6	17.7	22.1	1	1 (e)	2 (e)	88.7	
WOWO AF	Fort Wayne	1.5	13.5	7.6	9.9	3	6	7	136.4	
WHP	Harrisburg	1.1	7.8	6.1	8.6	5	5	6	90.7	
WKZO	Kalamazoo	0.92	10.9	9.8	15.8	5	3	5	69.0	
WVLK	Lexington	1.4	10.9	6.3	7.5	4	5	7	145.3	
KFOR	Lincoln	2.1	23.9	12.3	16.4	1	2	6	145.7	
WIBA	Madison	1.6	11.0	6.5	8.2	4	5	8	134.1	
WCOA	Pensacola	0.6	8.0	6.8	12.5	6	4	11	64.0	
WMBD	Peoria	1.3	17.5	8.1	10.0	2	6	6	175.0	
WGAN	Portland ME	0.6	6.0	7.6	9.0	6	3	6	66.7	
WROK	Rockford	2.0	25.3	10.6	17.1	2	2	5	148.0	
WSGW	Saginaw	1.5	14.4	10.4	13.5	4	4	5	106.7	
WSBT	South Bend	1.1	12.0	10.7	12.2	4	6	7	98.4	
WTAG	Worcester	1.5	14.9	8.6	25.0	3	3	4	59.6	
WSBA	York	2.2	18.8	6.4	13.5	2	5	8	139.3	
WJBC	Bloomington IL	2.3	50.0	26.0	49.0	1	1	1	102.0	
WMT	Cedar Rapids	2.0	25.3	14.9	19.4	1	1	5	130.4	
WDAY	Fargo	0.75	11.0	9.8	12.0	5	5	6	91.7	
KDAL	Duluth	0.72	16.7	14.0	17.1	1	1	3	97.7	

26 Stations

1991 Mean: 111.1
1991 Median: 107.7

1990 Mean: 109.5
1988 Mean: 120.8
1987 Mean: 122.1
1986 Mean: 125.3

Mean 12+ Rank: 3.7 (3.8 in 1990)
Mean 25-54 Rank: 5.4 (5.4 in 1990)
Mean Revenue Rank: 3.3 (3.3 in 1990)

BLACK/URBAN

ALL MARKET SIZES

STATION	MARKET	'91 REV	REV SHARE	'91 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WVEE-F	Atlanta	10.2	9.9	11.6	13.1	3	1	1	75.6
WALR-F	Atlanta	2.5	2.4	2.8	3.2	13	13	11	75.0
WFXA-F	Augusta	1.0	11.6	14.4	16.6	4	2	2	69.9
WXYV-F	Baltimore	5.5	9.2	8.6	11.6	6	2	4	79.3
WWIN AF	Baltimore	1.6	2.7	5.0	6.7	9	9 (e)	7 (e)	40.3
KQXL-F	Baton Rouge	1.1	8.6	13.0	17.3	5	2	2	49.7
WXOK	Baton Rouge	0.53	4.1	9.1	12.1	8	3	3	33.9
WENN-F	Birmingham	2.3	9.5	10.4	12.3	4	3	4	77.2
WBLK-F	Buffalo	0.75	2.6	6.1	7.1	11	7	5	36.6
WWWZ-F	Charleston SC	0.75	6.3	4.8	5.7	6	8	7	110.5
WGIV/WPEG	Charlotte	3.7	11.3	12.9	15.8	3	2	2	71.5
WJTT-F	Chattanooga	0.93	7.6	10.1	11.6	5	2	3	65.5
WGCI AF	Chicago	14.9	6.3	8.1	9.2	4	2	1	68.5
WVAZ-F	Chicago	12.4	5.2	4.6	5.2	6	4	2	100.0
WIZF-F	Cincinnati	1.3	2.3	6.0	6.9	1	5	7	33.3
WZAK-F	Cleveland	4.8	9.0	6.8	7.9	4	5	6	113.9
WWDW-F	Columbia	2.5	16.8	15.1	17.7	2	2	2	94.9
WKVO	Columbus OH	0.95	2.2	3.4	4.0	9	9	9	55.0
KKDA AF	Dallas	7.9	6.0	7.7	8.4	7	3 (e)	5 (e)	71.4
KJMZ-F	Dallas	3.0	2.3	3.8	4.1	15	7	16	56.1
WDAO	Dayton	0.5	2.4	4.7	6.1	10	5	6	39.3
WJLB-F	Detroit	9.6	8.2	6.7	7.3	2	2	5	112.3
WDZZ-F	Flint	1.7	16.8	12.0	23.7	3	2	2	70.9
WJMH-F	Greensboro-WS	1.3	6.1	6.7	8.0	6	3	4	76.3
WQMG-F	Greensboro-WS	1.1	5.2	5.9	7.0	8	5	7	74.3
WLWZ-F	Greenville SC	1.0	5.0	5.7	7.0	7	7	7	71.4
KYOK/KMJQ	Houston	11.2	8.9	8.0	9.1	3	3 (e)	6 (e)	97.8
KHYS-F	Houston	1.7	1.3	2.6	2.9	17	14	13	44.8
WTLC-F	Indianapolis	3.0	6.4	8.2	9.1	7	5	6	70.3
WJMI-F	Jackson MS	1.8	14.9	13.4	16.7	2	2	2	89.2
WHJX-F	Jacksonville	1.6	6.6	6.8	8.3	7	4	5	79.5
KPRX-F	Kansas City	1.9	4.7	6.4	7.0	10	5	6	52.2
WCKU-F	Lexington	0.75	5.8	11.4	13.7	6	4	2	42.3
KIPR-F	Little Rock	0.93	6.9	8.4	9.4	6	3	5	73.4
KKBT-F	Los Angeles	17.8	4.4	4.0	4.5	11	3	4	97.8
KJLH-F	Los Angeles	3.0	0.7	1.2	1.4	25	25	25	50.0
WQZB-F	Louisville	0.8	3.1	6.3	7.2	7	7	7	43.1
WPGA-F	Macon	0.63	7.8	10.1	11.8	5	3	4	66.1
WDIA/WHRK	Memphis	4.5	16.7	23.0	25.8	2	1 (e)	1	64.7
KJMS-F	Memphis	1.1	4.1	6.8	7.6	7	4	4	53.9
WHQT-F	Miami	5.3	5.5	4.6	5.2	6	6	6	105.8
WEDR-F	Miami	3.8	3.9	6.0	6.7	16	2	1	58.2
WBLX AF	Mobile	1.9	18.6	18.9	22.8	2	1	1	81.6
WZHT-F	Montgomery	1.0	11.0	20.7	23.5	4	2	3	46.8
WVOL/WQKQ-F	Nashville	1.8	5.5	9.6	11.1	7	4	4	49.5

BLACK/URBAN

ALL MARKET SIZES
(continued)

<u>STATION</u>	<u>MARKET</u>	'91 <u>REV</u>	<u>REV</u> <u>SHARE</u>	'91 <u>AUD</u> <u>SHARE</u>	<u>ADJ</u> <u>AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u>
									<u>AS % OF</u> <u>AUD SHARE</u>
WNHC	New Haven	0.45	3.3	2.9	8.3	5	12	8	40.0
WQUE AF	New Orleans	3.2	10.8	10.4	11.5	3	2	2	93.9
WYLD-F	New Orleans	2.9	9.6	11.5	12.7	4	1	1	75.6
WRKS-F	New York	14.5	4.3	5.3	6.0	12	3	6	71.7
WBLS-F	New York	12.2	3.7	4.0	4.5	14	6	4	82.2
WOWI AF	Norfolk	3.2	10.4	12.1	13.4	4	1	3 (e)	77.6
WJHM-F	Orlando	4.0	9.1	8.1	9.6	4	2	6	94.7
WUSL-F	Philadelphia	11.0	8.3	6.7	7.8	4	2	5	106.4
WDAS AF	Philadelphia	4.5	3.4	4.6	5.4	14	10 (e)	6 (e)	63.0
WAMO AF	Pittsburgh	1.9	3.7	4.9	5.5	11	7	7	67.3
WQOK-F	Raleigh	2.3	8.7	9.9	12.8	5	1	3	68.0
WCDX-F	Richmond	2.5	9.1	10.1	11.6	6	1	2	78.4
WPLZ-F	Richmond	1.9	6.9	7.3	8.4	7	6	7	82.1
WDKX-F	Rochester	0.9	3.8	4.8	5.7	8	8	8	66.7
WTLZ-F	Saginaw	0.63	6.1	6.0	7.8	7	7	7	78.2
KMJM-F	St. Louis	5.0	7.7	6.9	7.4	5	4	7	104.1
KATZ AF	St. Louis	1.3	2.0	3.2	3.4	12	11 (e)	9 (e)	58.8
KSOL-F	San Francisco	4.9	2.9	3.0	3.4	13	8	17	85.3
WEAS AF	Savannah	1.1	11.6	17.1	20.3	3	1 (e)	2	57.1
KMJJ-F	Shreveport	0.9	9.8	16.3	19.6	4	2	2	50.0
WTMP	Tampa	0.6	1.0	1.3	1.5	16	18	14	66.7
WKYS-F	Washington	10.0	6.9	4.9	5.8	5	5	5	119.0
WHUR-F	Washington	4.4	3.1	3.2	3.8	15	14	12	81.6
WMMJ-F	Washington	3.9	2.7	3.8	4.5	16	10	8	60.0
WOL	Washington	1.5	1.0	2.1	2.5	21	18	16	40.0
WOKS/WFXE	Columbus GA	0.75	10.4	18.0	20.0	5	1 (e)	2 (e)	52.0
WZFX-F	Fayetteville NC	1.5	20.8	20.1	26.8	3	1	2	77.6

72 Stations

1991 Mean: 70.6
1991 Median: 71.4

1990 Mean: 68.5
1988 Mean: 76.7
1987 Mean: 76.0
1986 Mean: 77.4

Mean for Market's highest billing Black/Urban station: 73.3 (69.6 in 1990)
Mean for other Black/Urban stations: 62.8 (65.6 in 1990)

Mean 12+ Rank for Market's highest billing Black/Urban Station: 3.9 (3.7 in 1990)
Mean 25-54 Rank for Market's highest billing Black/Urban Station: 4.7 (4.4 in 1990)
Mean Revenue Rank for Market's highest billing Black/Urban Station: 5.9 (6.3 in 1990)

NEWS & NEWS/TALK

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WGST	Atlanta	6.4	6.2	3.6	4.1	9	12	12	151.2
KLBJ	Austin	1.9	8.4	5.4	6.9	4	6	6	121.7
WBAL	Baltimore	9.3	15.6	8.2	11.1	1	1	7	140.5
WERC	Birmingham	1.6	6.6	6.5	7.7	6	6	10	85.7
WEEI	Boston	5.6	5.0	4.2	4.9	9	13	15	102.0
WBBM	Chicago	16.6	7.0	4.3	4.9	3	8	16	142.8
WMAQ	Chicago	13.3	5.6	3.2	3.7	5	14	17	151.4
WWWE	Cleveland	3.3	6.2	4.8	5.5	8	9	9	112.7
WVOC	Columbia SC	0.9	6.0	7.2	8.4	7	4	6	71.4
KRLD	Dallas-Ft.Worth	9.0	6.8	4.7	5.1	5	8	15	133.3
WHIO	Dayton	3.2	15.1	7.3	9.5	1	4	9	158.9
WWJ	Detroit	9.5	8.1	5.5	6.0	3	7	15	135.0
KMJ	Fresno	4.4	22.9	12.5	14.7	1	2	2	155.8
WPOP	Hartford	1.0	2.7	3.0	4.4	11	11	12	63.6
KTRH	Houston	11.0	8.7	4.9	5.6	4	8	9	155.4
KNX	Los Angeles	23.0	5.7	3.1	3.5	5	17	19	162.9
KFWB	Los Angeles	21.0	5.2	3.3	3.7	6	10	20	140.5
WIOD	Miami	7.5	7.7	4.8	5.4	1	4	5	142.6
WWL	New Orleans	6.2	20.5	8.8	9.7	1	3	3	211.3
WINS	New York	30.0	9.0	4.7	5.3	1	5	9	169.8
WCBS	New York	21.4	6.4	3.7	4.2	5	13	14	152.4
KYW	Philadelphia	16.5	12.5	8.4	9.8	1	1	4	127.6
KTAR	Phoenix	9.0	12.8	8.7	9.4	2	2	4	136.2
KXL	Portland OR	3.6	7.4	5.0	5.8	7	8	11	127.6
WHJJ	Providence	2.2	9.2	6.1	8.4	6	5	10	109.5
KFBK	Sacramento	9.6	17.4	10.6	13.2	2	1	1	131.8
WOAK	San Antonio	5.4	13.8	5.8	6.3	2	7	10	219.0
KSDO	San Diego	5.8	6.7	5.8	6.7	8	3	10	100.0
KCBS	San Francisco	14.6	8.6	5.1	5.9	2	5	11	145.7
KIRO	Seattle	17.0	19.3	10.0	11.1	1	1	1	173.9
KNST	Tucson	1.0	6.1	4.8	5.9	6	6	6	103.4
WTOP	Washington	10.8	7.5	4.4	5.2	4	6	11	144.2
WJNO	West Palm Beach	3.0	12.8	8.8	14.5	3	2	6	88.32

33 Stations

1991 Mean: 135.4
1991 Median: 140.5

Mean 12+ Rank: 6.4
Mean 25-54 Rank: 9.5
Mean Revenue Rank: 4.2

TALK & TALK/NEWS

ALL MARKET SIZES

STATION	MARKET	'91	REV	'91 AUD	ADJ	REV	12+	25-54	REV SHARE
		REV	SHARE	SHARE	AUD SHARE	RANK	RANK	RANK	AS % OF AUD SHARE
WNIR-F	Akron	2.0	15.9	7.2	23.3	3	2	11	68.2
WQBK	Albany	0.8	4.2	3.5	4.2	9	10	14	100.0
WAEB	Allentown	1.0	6.1	5.4	8.0	5	6	8	76.3
KGNC	Amarillo	0.75	14.7	10.0	11.5	2	3	2	127.8
KENI	Anchorage	0.75	7.5	5.3	6.0	7	9	4	125.0
WJBO	Baton Rouge	1.1	8.6	5.6	7.5	6	4	8	114.7
KIDO	Boise	0.43	4.9	6.5	7.7	7	7	6	63.6
WRKO	Boston	15.2	13.5	7.5	8.8	1	1	5	153.4
WHDH	Boston	4.0	3.5	4.2	4.9	13	11	13	71.4
WBEN	Buffalo	3.0	10.5	8.4	9.8	3	2	7	107.1
WGR	Buffalo	1.8	6.3	4.3	5.0	10	11	11	126.0
WTMA	Charleston SC	0.76	6.3	6.3	7.4	5	3	5	85.1
WGN	Chicago	42.5	17.9	8.4	9.6	1	1	4	186.5
WLUP	Chicago	7.1	3.0	2.8	3.2	16	16	9	93.8
WLS AF	Chicago	4.1	1.7	3.9	4.4	20	14 (e)	12 (e)	38.6
WKRC	Cincinnati	4.0	6.9	4.3	5.1	5	12	11	135.3
WERE	Cleveland	1.6	3.0	2.2	2.6	11	18	18	115.4
KLIF	Dallas-Ft.Worth	4.3	3.2	2.9	3.1	11	15	13	103.2
WOC	Davenport	0.9	9.7	9.4	11.1	5	5	7	87.4
KOA	Denver	10.7	15.6	7.8	8.7	1	4	6	179.3
WXYT	Detroit	4.0	3.4	3.8	4.2	13	11	13	81.0
KGU	Honolulu	0.9	4.6	3.1	3.3	9	15	14	139.4
KPRC	Houston	3.5	2.8	2.8	3.2	13	13	12	87.5
WOKV AF	Jacksonville	1.5	6.2	4.7	5.8	8	9	9 (e)	106.9
KMBZ	Kansas City	3.3	8.1	5.5	6.0	5	4	7	135.0
KCMO	Kansas City	3.1	7.6	4.9	5.4	6	9	13	140.7
KARN	Little Rock	0.8	5.9	6.7	7.5	7	6	9	78.7
KABC	Los Angeles	35.0	8.7	4.6	5.2	1	4	14	167.3
KFI	Los Angeles	7.0	1.7	2.2	2.5	21	21	16	68.0
WGIR	Manchester	1.1	16.7	6.7	18.4	3	3	4	90.8
WMC	Memphis	0.75	2.8	3.3	3.7	9	9	10	75.7
WINZ	Miami	2.0	2.1	3.0	3.4	20	16	28	61.8
WISN	Milwaukee	1.8	4.3	4.2	4.7	10	11	10	91.5
KSTP	Minneapolis	2.2	3.0	3.6	4.2	10	9	9	71.4
WLAC	Nashville	1.4	4.2	3.5	4.0	10	13	14	105.0
WFAN	New York	26.6	8.0	2.8	3.2	2	15	10	250.0
WOR	New York	17.2	5.1	4.2	4.7	9	8	23	108.5
WABC	New York	12.9	3.9	2.8	3.2	13	16	19	121.9
WNIS	Norfolk	0.9	2.9	2.9	3.2	12	12	13	90.6
KTOK	Oklahoma City	2.3	9.9	7.2	7.8	2	6	8	126.9
WWDB-F	Philadelphia	5.6	4.2	4.7	5.5	12	8	13	76.4
WIP	Philadelphia	3.8	2.9	2.6	3.0	17	16	15	96.7
KFYI	Phoenix	2.6	3.7	4.1	4.4	11	10	12	84.1
WTAE	Pittsburgh	3.5	6.7	5.2	5.8	5	5	10	115.5
WPRO	Providence	2.1	8.8	5.6	7.8	7	6	8	112.8

TALK & TALK/NEWS

ALL MARKET SIZES
(continued)

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KOH	Reno	1.1	12.6	9.3	10.5	3	3	7	120.0
KMOX	St. Louis	19.0	29.1	18.8	20.0	1	1	1	145.5
KGO	San Francisco	23.0	13.5	8.3	9.5	1	1	1	142.1
KNBR	San Francisco	12.8	7.5	3.3	3.9	3	4	3	192.3
KING	Seattle	2.1	2.4	2.8	3.1	16	17	18	77.4
KXLY	Spokane	0.8	7.1	5.8	6.6	5	5	8	107.6
WFLA	Tampa	2.7	4.7	6.0	6.7	11	5	11	70.1
WWRC	Washington	2.6	1.8	2.2	2.6	19	20	21	69.2
WILM	Wilmington DE	1.2	12.5	3.9	11.0	4	6	11	113.6
WKBN	Youngstown	1.4	13.0	10.4	12.7	4	3	6	102.4

55 Stations

1991 Mean: 110.6
1991 Median: 103.2

1990 Mean: 101.1

Mean for #1 Talk & Talk/News Stations: 111.7
Mean for other stations: 105.7

Mean 12+ Rank for leaders in format: 7.6
Mean 25-54 Rank for leaders in format: 9.8
Mean Revenue Rank for leaders in format: 7.0

IMPORTANT NOTE: My confidence level for the Classical, Hispanic, Nostalgia and Jazz/New AC formats is quite low. I would say that each year the numbers are more accurate. However, due to the small sample I urge you to use this data with caution.

NOSTALGIA/BIG BAND

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WEST	Allentown	0.4	2.4	3.3	4.9	8	9	32	49.0
WNAM	Appleton	0.45	5.3	6.1	9.0	7	2	9	58.9
WAPI	Birmingham	0.7	2.9	4.2	5.0	7	8	12	58.0
WXKS	Boston	1.4	1.2	2.3	2.7	18	16	20	44.4
WECK	Buffalo	0.4	1.4	3.1	3.6	12	12	13	38.9
WJJD	Chicago	4.0	1.7	3.5	4.0	21	7	21	42.5
WBNS	Columbus OH	0.5	1.2	3.0	3.5	10	11	16	34.3
KEZW	Denver	1.1	1.6	3.0	3.4	16	13	20	47.1
KRNT	Des Moines	0.5	3.7	6.1	6.8	8	7	10	54.4
WEYZ	Erie	0.35	6.0	7.5	8.8	6	6	6	68.2
WFDF	Flint	0.7	6.9	5.5	10.8	5	7	13	63.9
KQUE-F	Houston	3.0	2.4	4.1	4.6	14	9	11	52.2
WTUX	Indianapolis	0.7	1.5	3.4	3.8	10	10	20	39.5
KJUL-F	Las Vegas	0.4	1.8	2.5	3.0	14	10	12	60.0
KMPC	Los Angeles	15.0	3.7	2.6	2.9	15	16	29	127.6
WXVW	Louisville	0.3	1.2	2.0	2.3	11	12	17	52.2
WOKY	Milwaukee	2.1	5.0	6.9	7.8	8	2	14	64.1
KLBB	Minneapolis	0.74	1.0	2.0	2.3	12	12	17	43.5
WAVZ	New Haven	0.65	4.8	4.1	11.7	4	10	22	41.0
WBYU	New Orleans	0.8	2.6	3.5	3.9	12	11	15	66.7
WNEW	New York	7.7	2.3	2.0	2.3	18	17	22	100.0
WPEN	Philadelphia	6.3	4.8	6.1	7.1	8	4	17	67.6
KLFF	Phoenix	0.5	0.7	2.0	2.1	19	18	26	33.3
KOY	Phoenix	1.1	1.6	3.2	3.4	17	15	21	47.1
WJAS	Pittsburgh	0.5	1.0	3.6	4.0	15	12	14	25.0
KCTC	Sacramento	0.64	1.2	2.3	2.9	14	13	13	41.4
KPOP	San Diego	1.6	1.9	4.0	4.6	15	12	20	41.3
KFRC	San Francisco	4.4	2.6	4.8	5.5	14	3	21	47.3
KIXI	Seattle	2.3	2.6	3.5	3.9	14	9	21	66.7
WMAS	Springfield MA	0.5	4.8	5.1	9.0	6	7	23	53.3
WGUL AF	Tampa	1.4	2.4	4.7	5.2	13	9	22	46.2
WLVU-F	Tampa	0.4	0.7	1.8	2.0	17	16	28	35.0
WWDC	Washington	1.1	0.7	0.8	1.0	22	22	31	70.0
WNAK	Wilkes Barre-Scranton	0.55	3.7	5.1	6.7	5	4	15	55.2
WNEB	Worcester	0.5	5.0	3.8	11.0	5	8	22	45.5
35 Stations		1991 Mean:		53.8		1990 Mean:		60.2	
		1991 Median:		49.0		1988 Mean:		57.0	
						1987 Mean:		63.8	
						1986 Mean:		72.4	
Mean 12+ Rank:	10.3	(10.9 in 1990)							
Mean 25-54 Rank:	18.4	(17.7 in 1990)							
Mean Revenue Rank:	12.0	(12.7 in 1990)							

HISPANIC

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WIND/WOJO	Chicago	8.7	3.6	2.3	2.6	14 (e)	20 (e)	15 (e)	138.5
KUNO	Corpus Christi	1.0	12.8	8.8	9.9	4	5	7	129.3
KBNA AF	El Paso	1.1	9.4	6.3	7.5	3	6	4	125.3
KAMA AF	El Paso	0.9	7.7	6.7	7.9	5	5 (e)	5 (e)	97.5
KLAT	Houston	2.4	1.9	2.0	2.3	16	18	16	82.6
KXYZ	Houston	1.6	1.3	1.2	1.4	18	23	22	92.9
KTNQ/KLVE	Los Angeles	18.0	4.5	5.8	6.5	10	2 (e)	5 (e)	69.2
KWKW	Los Angeles	10.2	2.5	3.2	3.6	19	11	10	69.4
KALI	Los Angeles	3.1	0.8	1.5	1.7	26	27	27	47.1
KGBT	McAllen-Brownsville	1.9	15.8	13.5	15.7	2	2	3	100.6
KIWW-F	McAllen-Brownsville	1.3	10.8	7.9	9.2	4	4	2	117.4
KQXX-F	McAllen-Brownsville	0.8	6.7	4.3	5.0	7	8	5	134.0
KBOR AF	McAllen-Brownsville	0.63	5.3	4.9	5.7	8	6 (e)	7 (e)	93.0
WCMQ AF	Miami	5.6	5.8	3.8	4.3	4	9 (e)	6 (e)	134.9
WQBA	Miami	4.9	5.1	3.2	3.6	11	18	21	141.7
WQBA-F	Miami	4.0	4.1	1.7	1.9	15	23	19	215.8
WAQI	Miami	3.6	3.7	4.9	5.5	17	5	18	67.3
WXDJ-F	Miami	2.8	2.9	3.5	4.0	19	12	10	72.5
KLOC	Modesto	0.3	2.9	3.0	4.5	9	15	10	64.4
WSKQ AF	New York	7.2	2.2	3.2	3.6	19	16 (e)	15	61.1
WADO	New York	4.8	1.4	1.8	2.0	23	22	19	70.0
KRCX	Sacramento	1.4	2.5	1.8	2.2	12	15	18	113.6
KCTY/KRAY	Salinas-Monterey-SC	0.95	8.0	4.8	9.0	5	5 (e)	11 (e)	88.9
KXTN/KZVE	San Antonio	3.0	7.7	7.0	7.6	5	2	2	101.3
KCOR	San Antonio	2.8	7.2	4.6	5.0	6	12	16	144.0
KBRG-F	San Francisco	1.5	0.9	1.4	1.6	22	20	19	56.3
KIQI	San Francisco	1.4	0.8	0.8	0.9	23	30	33	88.9

27 Stations

1991 Mean: 100.6
1991 Median: 93.0

1990 Mean: 103.3
1988 Mean: 107.4
1987 Mean: 110.1
1986 Mean: 103.0

Mean 12+ Rank: 12.6 (10.5 in 1990)
Mean 25-54 Rank: 12.8 (11.6 in 1990)
Mean Revenue Rank: 12.1 (8.9 in 1990)

JAZZ/NEW AC

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'91</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'91</u> <u>AUD</u> <u>SHARE</u>	<u>ADJ</u> <u>AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KNIK-F	Anchorage	0.38	3.8	3.3	3.7	11	10	8	102.7
WCDJ-F	Boston	2.8	2.5	2.1	2.4	15	20	15	104.2
WNUA-F	Chicago	7.5	3.2	2.8	3.2	15	11	5	100.0
WNWV-F	Cleveland	1.1	2.1	2.8	3.2	13	14	11	65.6
WBBY-F	Columbus	0.4	0.9	1.4	1.6	12	17	13	56.3
KOAI-F	Dallas-Ft.Worth	3.6	2.7	2.5	2.7	13	12	6	100.0
KHIH-F	Denver	1.9	2.8	2.7	3.0	13	17	13	93.3
WJZZ-F	Detroit	3.7	3.2	3.8	4.2	14	12	7	76.2
KJZS-F	Houston	1.4	1.1	1.2	1.3	19	21	16	84.6
KEYV-F	Las Vegas	0.8	3.6	2.8	3.3	10	10	6	109.1
KTWV-F	Los Angeles	16.0	4.0	2.8	3.2	12	18	11	125.0
WLVE-F	Miami	4.6	4.7	2.4	2.7	13	15	12	174.0
WQCD-F	New York	9.4	2.8	2.2	2.5	17	20	12	112.0
KKVU-F	Omaha	0.7	3.3	3.0	3.5	8	11	9	94.3
WLOQ-F	Orlando	1.5	3.4	3.3	3.9	11	11	5	87.2
WNND-F	Raleigh	0.9	3.4	1.9	2.5	10	12	11	136.0
KQPT-F	Sacramento	2.0	3.6	3.7	4.6	11	11	8	78.3
KIFM-F	San Diego	5.0	5.8	3.7	4.2	9	9	2	138.0
KKSF-F	San Francisco	6.9	4.0	2.5	2.9	10	10	2	137.9
KBLX AF	San Francisco	4.1	2.4	2.3	2.6	15	14	8	92.3
KJAZ-F	San Francisco	2.0	1.2	1.0	1.1	21	30	30	109.1
KKNW-F	Seattle	2.2	2.5	2.5	2.8	15	18	12	89.3
WHVE-F	Tampa	2.3	3.9	2.2	2.8	12	13	10	139.3
WJZE-F	Washington	2.3	1.6	1.6	1.9	20	21	17	84.2

24 Stations

1991 Mean: 103.7
1991 Median: 100.0

1990 Mean: 104.1
1988 Mean: 112.7

Mean 12+ Rank: 14.9 (13.1 in 1990)
Mean 25-54 Rank: 10.4 (9.4 in 1990)
Mean Revenue Rank: 13.3 (12.1 in 1990)

CLASSICAL

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KHFM-F	Albuquerque	0.48	2.9	3.4	4.2	9	11	11	69.1
KLEF-F	Anchorage	0.5	5.0	5.5	6.2	8	7	5	80.6
WCRB-F	Boston	2.8	2.5	2.2	2.6	14	14	14	96.2
WFMT-F	Chicago	3.7	1.6	1.1	1.3	23	23	23	123.1
WNIB-F	Chicago	3.4	1.4	1.3	1.5	24	26	30	93.3
WCLV-F	Cleveland	1.2	2.3	2.1	2.4	12	15	16	95.8
WRR -F	Dallas-Ft.Worth	1.5	1.1	2.1	2.3	21	20	21	47.8
KVOD-F	Denver	1.9	2.8	2.8	3.1	14	15	18	90.3
WQRS-F	Detroit	2.8	2.4	2.0	2.2	16	19	17	109.1
KXTR-F	Kansas City	0.6	1.6	2.5	2.7	15	16	14	59.3
KKGO-F	Los Angeles	3.6	0.9	1.3	1.5	23	24	24	60.0
WTMI-F	Miami	3.5	3.6	2.8	3.2	18	10	20	112.5
WFMR-F	Milwaukee	0.65	1.6	2.3	2.6	14	15	18	61.5
WNCN-F	New York	5.0	1.5	1.3	1.5	21	25	23	100.0
WQXR-F	New York	4.9	1.5	1.4	1.6	22	23	26	93.8
WFLN-F	Philadelphia	4.1	3.1	2.8	3.3	16	15	13	93.9
KONC-F	Phoenix	1.2	1.7	1.8	1.9	16	17	19	89.5
KFUO-F	St. Louis	0.7	1.2	1.9	2.0	15	14	13	60.0
KBOQ-F	Salinas-Monterey-SC	0.65	5.5	3.5	6.6	7	8	11	83.3
KFSD-F	San Diego	2.6	3.0	3.3	3.8	13	13	13	78.9
KDFC AF	San Francisco	3.0	1.8	2.5	2.8	18	16	17	64.3
KKHI AF	San Francisco	2.6	1.6	2.2	2.5	20	19	20	64.0
KING-F	Seattle	3.1	3.5	4.0	4.4	11	13	16	80.0
WGMS AF	Washington	5.3	3.7	3.0	3.6	13	16	15	102.8

24 Stations

1991 Mean: 83.7
1991 Median: 86.4

1990 Mean: 84.6
1988 Mean: 109.0
1987 Mean: 113.0
1986 Mean: 124.6

Mean 12+ Rank: 16.4 (15.2 in 1990)
Mean 25-54 Rank: 17.4 (18.1 in 1990)
Mean Revenue Rank: 15.9 (14.8 in 1990)

OTHERS

NOTE: These stations (primarily Religion/Gospel) are provided as a curiosity only. The sample is far too small to draw any conclusions.

<u>STATION</u>	<u>MARKET (FORMAT)</u>	<u>'91 REV</u>	<u>REV SHARE</u>	<u>'91 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WAOK	Atlanta (Gospel)	2.0	1.9	3.0	3.4	14	14	55.9
WDJC-F	Birmingham (Religion)	0.45	1.9	2.6	3.1	9	12	61.3
KLTY-F	Dallas (Contemp Christian)	2.3	1.7	2.8	3.0	17	13	56.7
KHVN	Dallas (Gospel)	0.8	0.6	1.9	2.1	22	17	28.6
KCCN AF	Honolulu (Ethnic)	1.6	8.2	13.2	14.1	5	1	58.2
WEMM-F	Huntington (Religion)	0.55	9.2	4.3	5.2	4	5	176.9
WDAC-F	Lancaster (Religion)	1.5	21.7	6.4	18.6	4	7	116.7
WJMM-F	Lexington (Religion)	0.33	2.6	1.7	2.1	9	11	123.8
WLOK	Memphis (Gospel)	0.6	2.2	5.3	6.0	11	8	36.7
KPDQ AF	Portland (Religion)	0.54	1.1	1.7	2.0	15	16	55.0

SECTION B
INDIVIDUAL MARKET CALCULATIONS

SECTION B

MARKET REVENUE SHARE AND AUDIENCE SHARE ANALYSIS

This section is all about concentration: the concentration of both audience shares and revenue shares amongst the top stations in each market. Do the top 25% of radio stations command 50% of revenue? 40% of audience? How about the top 50% of viable radio stations? What is their share of audience and revenue?

The following pages provide data which will allow insight into these questions. We provide the revenue share for the top 25% of the highest billing stations and the top 50%. We also set up an index system so that markets can be compared. Also shown are the number of stations it takes to reach 50% of the radio revenue in each market.

For audience shares we used approximately the same methodology.

The results are most interesting. For revenue the difference between markets can be striking. Some markets are what we call "top heavy" with a disproportionate share of revenue controlled by leading stations. Other markets are relatively "flat" with revenue more evenly distributed among all viable stations.

The audience share results are somewhat surprising in that the differences between markets are less dramatic than most would think. Yes, there are differences, but, in general, the markets are comparatively flat.

HISTORICAL COMPARISONS - ALL MARKETS

REVENUE

	<u>VIABLE STATIONS</u>	<u>TOP 25% OF VIABLE STATIONS</u>		<u>TOP 50% OF VIABLE STATIONS</u>		<u>%OF STATIONS NEEDED TO REACH 50% OF REV</u>
		<u>%OF MKT REVENUE</u>	<u>INDEX</u>	<u>%OF MKT REVENUE</u>	<u>INDEX</u>	
1991	11.4	47.8	191	75.7	151	27.7
1990	10.7	45.7	183	72.5	145	29.3
1988	10.9	46.0	184	73.4	147	28.7

AUDIENCE

	<u>VIABLE STATIONS</u>	<u>TOP 25% OF VIABLE STATIONS</u>		<u>TOP 50% OF VIABLE STATIONS</u>		<u>%OF STATIONS NEEDED TO REACH 50% OF AVAIL SHARES</u>
		<u>%OF AVAIL SHARES</u>	<u>INDEX</u>	<u>%OF AVAIL SHARES</u>	<u>INDEX</u>	
1991	11.4	41.3	165	67.4	135	32.6
1990	10.7	40.0	160	65.8	132	34.1
1988	10.9	39.6	158	64.8	130	33.3

MARKET AVERAGES - REVENUE

	TOP 25% OF VIABLE STATIONS [-----]			TOP 50% OF VIABLE STATIONS [-----]		% OF STATIONS NEEDED TO REACH 50% OF MARKET REV
	VIABLE STATIONS	%OF MKT REVENUE	INDEX	%OF MKT REVENUE	INDEX	
Markets 1-10	22.4	48.4	193	76.7	153	25.9
Markets 11-20	16.2	48.7	195	76.9	154	26.1
Markets 21-50	14.1	48.4	194	75.8	152	26.4
Markets 51-100	11.4	50.8	203	77.4	155	26.9
Markets 101 +	8.6	45.5	182	73.1	146	29.3
Markets 1-20	19.4	48.5	194	76.8	154	26.0
Markets 1-50	16.2	48.5	194	76.2	152	26.3
Markets 1-100	13.9	49.5	198	77.6	155	26.5
All Markets	11.4	47.8	191	75.7	151	27.7

DEFINITIONS

Viable Stations: As determined each year in Duncan's Radio Market Guide. These are the major players in each market. Generally, they are the stations with enough audience share that most advertisers/agencies would have to at least give them some consideration before making a buy. Religious stations, stations with fractional shares and out-of-market stations would not be included in this total.

% of Market Revenue: This shows the percentage of the market's total revenue which is commanded by the market's top 25% of viable stations and the top 50% of viable stations. For instance, in markets 1-10 on the average 47.0% of the market's total revenue goes to the top 25% of the viable stations. The top 50% of viable stations enjoy 74.9% of market revenue.

Index: An index is calculated so that different markets and market groups can be compared. The index is calculated by dividing the "% of Market Revenue" by the respective percentage of viable stations (either 25% or 50%).

% of Stations needed to Reach 50% of Market Revenue: This shows the percentage of the viable stations which are needed to achieve 50% of the market's total revenue. For this calculation (and the others) you take the market's number one biller, number two etc. and add their revenue until you reach the percentage or number of stations as described in the column's heading.

INDIVIDUAL MARKET CALCULATIONS - REVENUE

RANK MARKET	1991 REVENUE	TOP 25% OF VIABLE STATIONS			TOP 50% OF VIABLE STATIONS			STATIONS NEEDED TO REACH 50% OF MARKET REV	
		VIABLE STATIONS	REV TOTAL	% OF MARKET REV	INDEX	REV TOTAL	% OF MARKET REV		INDEX
1 New York	334.0	25	154.0	46.1	184	256.3	76.7	153	6.3/25.2%
2 Los Angeles	402.0	30	196.2	48.8	195	322.3	80.2	160	7.7/25.7%
3 Chicago	238.0	25	121.6	51.1	204	179.6	75.5	151	6.0/24.0%
4 San Francisco	170.7	24	87.5	51.3	205	133.6	78.3	157	5.8/24.2%
5 Philadelphia	132.1	17.5	58.7	44.4	177	91.8	69.5	139	5.2/29.7%
6 Detroit	117.3	22	57.6	49.1	196	95.5	81.4	163	5.6/25.5%
7 Washington	144.0	21	60.1	41.7	167	103.9	72.2	144	6.5/31.0%
8 Dallas-FW	132.4	22	74.3	56.1	224	106.7	80.6	161	4.6/20.9%
9 Boston	113.0	19	56.6	50.1	200	89.4	79.1	158	4.7/24.7%
10 Houston	126.0	18	57.3	45.5	182	92.6	73.5	147	5.0/27.8%
11 Miami-Ft.L	97.0	23	36.5	37.6	151	67.5	69.6	139	7.1/30.9%
12 Atlanta	103.0	13.5	36.9	35.8	143	64.2	62.3	125	5.0/37.0%
13 Nassau-Suff	32.1	9	15.7	48.0	192	24.7	76.9	154	2.3/25.5%
14 Seattle	88.1	23	47.8	54.3	217	71.9	81.6	163	5.0/21.7%
15 San Diego	86.0	17	35.9	41.7	167	61.9	72.0	144	5.3/31.2%
16 St. Louis	65.3	18	42.0	64.3	257	58.7	89.9	180	2.9/16.1%
17 Baltimore	59.8	13.5	27.9	46.7	187	47.6	79.6	159	3.7/27.4%
18 Minn/SP	74.0	13.5	42.5	57.4	230	62.5	84.4	169	2.8/20.7%
20 Pittsburgh	52.0	15	27.1	52.1	208	39.3	75.6	151	3.6/24.0%
21 Tampa-St.P	57.9	16.5	27.7	47.8	191	44.3	76.5	153	4.4/26.7%
22 Phoenix	70.5	19.5	34.7	49.2	197	53.0	75.2	150	5.0/25.6%
23 Cleveland	53.2	16	26.7	50.2	201	42.8	80.4	161	4.0/25.0%
24 Denver	68.6	19	36.5	53.2	213	54.5	79.4	159	4.3/22.6%
25 Portland OR	48.3	15	22.5	46.6	186	37.6	77.8	156	4.1/27.3%
26 Kansas City	40.8	16.5	18.4	45.0	180	30.8	75.5	151	4.7/28.5%
27 Milwaukee	41.6	16	20.2	48.6	194	31.0	74.5	149	4.2/26.3%
28 Providence	24.0	13.5	12.8	53.3	213	21.3	88.9	178	3.1/23.0%
29 Sacramento	55.0	15	30.3	55.1	220	38.9	70.7	141	4.0/26.7%
30 San Jose	27.0	12	11.2	41.5	166	20.0	74.1	148	3.7/30.8%

TOP 25% OF VIABLE STATIONS TOP 50% OF VIABLE STATIONS

RANK	MARKET	TOP 25% OF VIABLE STATIONS				TOP 50% OF VIABLE STATIONS				STATIONS NEEDED TO REACH 50% OF MARKET REV
		1991 REVENUE	VIABLE STATIONS	REV TOTAL	% OF MARKET REV	INDEX	REV TOTAL	% OF MARKET REV	INDEX	
31	Cincinnati	57.5	13.5	30.6	53.2	213	43.2	75.1	150	3.0/22.2%
32	Riverside-SB	18.0	10	9.1	50.6	202	13.5	75.0	150	2.4/24.0%
33	Norfolk	30.6	17	15.5	50.7	203	26.0	85.0	170	4.2/24.7%
34	Columbus OH	43.0	14	26.4	61.4	246	37.7	87.7	175	2.7/19.3%
35	San Antonio	39.0	18	18.5	50.0	200	30.2	77.4	155	4.5/25.0%
36	New Orleans	30.2	16	17.0	56.3	225	25.5	84.4	169	3.3/20.6%
37	Indianapolis	47.0	11	22.2	47.2	189	34.3	73.0	146	3.0/27.3%
38	Salt Lake	31.0	21	17.9	57.7	231	----	NOT AVAILABLE	----	4.4/21.0%
39	Buffalo	28.7	13	13.4	46.7	187	19.6	68.3	137	4.6/35.4%
40	Hartford	37.4	11	16.0	42.8	171	26.1	69.8	140	2.3/20.9%
41	Charlotte	32.7	11	13.8	42.2	169	22.5	68.8	138	3.4/30.9%
42	Orlando	44.1	14	18.0	40.8	163	30.2	68.4	137	4.6/32.9%
43	Memphis	27.0	12.5	12.1	44.8	179	20.0	74.1	148	3.5/28.0%
44	Rochester	23.8	10	10.5	44.1	176	17.7	74.4	149	2.9/29.0%
45	Nashville	33.0	12	15.0	45.4	182	25.4	77.0	154	3.4/28.3%
46	Dayton	21.2	10.5	8.0	37.7	151	14.9	70.3	141	3.5/33.3%
47	Oklahoma City	23.3	12.5	10.6	45.4	182	16.5	70.8	142	3.6/28.8%
48	Jacksonville	24.2	11.5	11.2	46.3	185	18.4	76.0	152	3.2/27.8%
49	Greensboro-WS	21.2	12	10.7	50.5	202	15.4	72.6	145	3.0/25.0%
50	Louisville	25.5	12.5	15.5	60.8	243	22.0	86.3	173	2.1/16.8%
51	West Palm	23.4	9.5	10.3	44.0	176	16.8	72.0	144	2.9/30.5%
52	Birmingham	24.1	11	13.2	54.8	219	19.5	80.9	162	2.4/21.8%
53	Albany-Schen	19.0	13	9.3	48.9	196	16.0	84.2	168	3.3/25.4%
54	Richmond	27.5	11.5	12.7	54.0	216	21.4	77.8	156	3.2/27.8%
55	Honolulu	19.4	15	9.6	49.5	198	15.0	77.3	155	3.8/25.3%
56	Greenville SC	20.0	12.5	11.2	56.0	224	16.2	81.0	162	2.7/21.6%
57	Las Vegas	22.0	17	11.0	50.0	200	17.0	77.3	155	4.3/25.3%
58	Tulsa	19.7	14	10.1	51.3	205	15.4	78.2	156	3.9/27.9%
61	Austin	22.5	12	8.9	39.6	158	14.3	63.6	127	4.3/35.8%
62	WB/Scranton	15.0	18	8.7	58.0	232	----	NOT AVAILABLE	----	3.1/17.2%
63	Raleigh	26.3	13	12.8	48.7	195	20.3	77.2	154	3.4/26.2%
64	Allen-Beth	16.5	8	6.9	41.8	167	11.3	68.5	137	2.7/33.7%
65	Tucson	16.4	13	8.1	49.4	198	12.6	76.8	154	3.3/25.4%
66	Grand Rapids	22.1	12	9.4	42.5	170	15.9	71.9	144	3.7/30.8%
67	Syracuse	17.6	12	10.4	59.1	236	15.0	85.2	171	2.3/19.2%
68	Akron	12.6	6	4.4	34.9	140	7.5	59.5	119	2.4/40.0%
69	Fresno	19.2	18	11.4	59.4	238	----	NOT AVAILABLE	----	3.0/16.7%
70	Knoxville	13.8	6	8.5	61.5	246	11.7	84.8	170	1.0/16.7%
71	Toledo	13.5	9.5	5.1	38.7	155	8.8	65.2	130	3.4/35.8%
72	Springfld MA	10.5	9	5.3	50.5	202	8.4	80.0	160	2.3/25.6%
73	Omaha	21.0	11.5	9.0	42.9	171	15.6	74.3	149	3.8/33.0%
74	Harrisburg	14.1	11	8.8	62.4	250	12.2	86.5	173	2.0/18.2%
75	Salinas-SC	11.9	12	4.9	41.1	165	7.3	61.3	123	4.0/33.3%
76	McAllen-Brown	12.0	11.5	5.5	45.8	183	8.9	74.2	148	3.2/27.8%
77	Wilmington DE	9.6	4.5	3.5	36.5	146	6.5	67.7	135	1.6/35.5%
78	Albuquerque	16.3	14.5	9.8	60.1	240	13.8	84.7	169	2.8/19.3%
79	El Paso	11.7	11.5	5.8	49.6	198	8.4	71.8	144	3.0/26.1%
80	Baton Rouge	12.8	9.5	6.4	50.0	200	9.7	75.8	152	2.4/25.3%
81	Little Rock	13.5	10.5	6.8	50.4	201	9.8	72.6	145	2.6/24.8%
82	Charleston SC	12.0	14	6.8	56.7	227	9.7	80.8	162	2.8/20.0%
84	Sarasota-Brad	6.8	7.5	-----	-----	-----	DATA IS NOT AVAILABLE	-----	-----	-----
85	Youngstown	10.8	10	4.3	39.8	159	7.6	70.4	141	3.2/32.0%
87	Stockton	7.5	8	2.4	32.0	128	4.3	57.3	115	3.8/50.6%
88	Wichita	15.4	14	8.1	52.6	210	11.6	75.3	151	2.2/15.7%
89	Mobile	10.2	10	5.4	52.9	212	----	NOT AVAILABLE	----	2.3/23.0%
90	New Haven	13.5	5.5	7.6	56.3	225	10.5	77.8	156	1.2/21.8%
91	Columbia SC	14.9	11	7.0	47.0	188	11.4	76.5	153	3.0/27.3%
92	JC-Kingsport	9.6	10	4.7	49.0	196	----	NOT AVAILABLE	----	2.5/25.0%
93	Roanoke	12.7	12	6.4	50.4	202	----	NOT AVAILABLE	----	3.0/25.0%
94	Bridgeport	19.1	-----	-----	-----	-----	DATA IS NOT AVAILABLE	-----	-----	-----
95	Bakersfield	13.9	12	-----	-----	-----	DATA IS NOT AVAILABLE	-----	-----	-----
97	Chattanooga	12.2	10.5	6.3	51.6	207	9.4	77.0	154	2.5/23.8%
98	Worcester	10.1	6	4.5	44.6	178	7.4	73.3	147	1.7/28.3%
100	Lansing	11.4	10	6.4	56.1	225	9.1	79.8	160	2.0/20.0%

TOP 25% OF VIABLE STATIONS TOP 50% OF VIABLE STATIONS

RANK	MARKET	1991	VIABLE	REV	% OF	INDEX	REV	% OF	INDEX	STATIONS NEEDED TO		
		REVENUE	STATIONS	TOTAL	MARKET REV		TOTAL	MARKET REV		REACH	50% OF MARKET REV	
101	Spokane	11.2	14	5.7	50.9	204	8.5	75.9	152	3.4/24.3%		
102	LakeLand	6.3	3	-----						TOO FEW STATIONS TO MAKE DATA MEANINGFUL		-----
103	York	11.7	7	4.9	41.9	168	7.7	65.8	132	2.3/32.9%		
104	Lancaster	6.9	4.5	2.2	31.9	128	4.2	60.9	122	1.8/40.0%		
105	Flint	10.1	6	4.2	41.6	166	7.0	69.3	139	1.9/31.7%		
106	Huntsville	9.8	9	5.6	57.1	229	7.6	77.6	155	1.8/20.0%		
107	Canton	7.9	6	2.8	35.4	142	5.1	64.6	129	2.2/36.7%		
108	Colo Springs	9.5	12.5	-----						DATA IS NOT AVAILABLE		-----
109	Augusta GA	8.6	9.5	5.2	60.5	242	7.4	86.0	172	1.8/18.9%		
110	Portsmouth NH	7.8	6.5	3.5	44.9	179	5.6	71.8	144	1.9/29.2%		
111	Des Moines	13.5	10	6.6	48.9	196	11.3	83.7	167	2.6/26.0%		
112	Saginaw	10.4	8	4.5	43.3	173	7.7	74.0	148	2.4/30.0%		
113	Shreveport	9.2	10	4.6	50.0	200	7.1	77.2	154	2.5/25.0%		
115	Jackson MS	12.1	10.5	6.4	52.9	212	9.1	75.2	150	2.4/22.9%		
117	Oxnard	9.4	9.5	-----						DATA IS NOT AVAILABLE		-----
118	Madison	14.7	11.5	6.1	41.5	166	10.3	70.1	140	3.7/32.2%		
119	Pensacola	7.5	8	2.6	34.7	139	4.4	58.7	117	3.2/40.0%		
120	Davenport	9.3	9	4.1	44.1	176	6.7	72.0	144	2.7/30.0%		
121	Ft.Wayne	11.1	11	5.5	49.5	198	8.5	76.6	153	2.8/25.5%		
122	Modesto	10.2	10.5	4.4	43.1	173	7.6	74.5	149	3.3/31.4%		
123	Fayetteville NC	7.2	7	3.2	44.4	178	5.5	76.4	153	2.0/28.6%		
124	Lexington	12.9	9.5	7.0	54.3	217	10.6	82.2	164	1.6/16.8%		
125	Ft.Myers	10.2	11	5.0	49.0	196	8.2	80.4	161	2.8/25.5%		
130	Corpus Christi	7.8	11.5	3.5	44.9	179	6.0	76.9	154	3.3/28.7%		
131	Peoria	7.7	9.5	3.2	41.6	166	5.6	72.7	145	3.0/31.6%		
132	Huntigton	6.0	5.5	3.5	58.3	233	5.4	89.0	178	1.2/21.6%		
133	Utica	6.3	11	2.8	44.4	178	4.7	74.6	149	3.3/30.0%		
134	Apple-Oshkosh	8.5	10.5	4.2	49.4	198	6.1	71.8	144	2.7/25.7%		
135	Montgomery	9.1	8	4.5	49.5	198	6.9	75.8	152	2.1/26.3%		
136	Reno	8.7	15	4.5	51.7	207	---- DATA NOT AVAILABLE ----			3.7/24.7%		
138	Macon	8.1	8.5	4.4	54.3	217	6.4	79.0	158	1.9/22.4%		
139	Boise	8.7	12.5	4.6	52.9	211	6.7	77.0	154	2.9/23.2%		
140	Evansville	10.2	8	4.0	39.2	157	7.7	75.5	151	2.6/32.5%		
142	Rockford	7.9	8	4.3	54.4	218	6.4	81.0	162	1.8/22.5%		
143	Erie	5.8	9	2.9	20.0	200	4.4	75.9	152	2.2/24.4%		
145	Eugene OR	7.4	10	-----						DATA NOT AVAILABLE		-----
146	Binghamton	6.7	8.5	3.1	46.3	185	4.9	73.1	146	2.4/28.2%		
147	Savannah	9.5	10	3.9	41.1	164	6.5	68.4	137	3.3/33.0%		
148	Charleston WV	8.6	8	3.2	37.2	149	5.5	64.0	128	2.9/36.3%		
152	Columbus GA	7.2	8	2.4	33.3	133	4.3	59.7	119	3.1/38.8%		
153	Johnstown	4.7	11	-----						DATA NOT AVAILABLE		-----
155	South Bend	9.2	8.5	3.3	35.9	143	5.8	63.0	126	2.8/32.9%		
156	Portland ME	10.0	13	6.5	65.0	260	8.8	88.8	178	2.2/16.9%		
158	Springfield MO	9.7	10	6.0	61.9	247	8.4	86.6	173	1.7/17.0%		
160	Odessa-Midland	5.3	11	2.5	47.2	189	---- DATA NOT AVAILABLE ----			2.9/26.4%		
162	Atlantic City	6.7	8	4.4	65.6	263	---- DATA NOT AVAILABLE ----			1.5/18.8%		
163	Kalamazoo	8.2	7	3.0	36.5	146	5.4	65.9	132	2.5/35.7%		
164	Lubbock	6.5	10	3.4	52.3	209	---- DATA NOT AVAILABLE ----			2.4/24.0%		
165	Topeka	5.8	8	2.5	43.1	172	4.3	74.1	148	2.4/30.0%		
167	Lincoln	8.8	11	4.1	46.6	186	6.8	81.9	164	3.0/27.3%		
168	Anchorage	10.0	13	4.5	45.0	180	7.6	76.0	152	3.7/28.5%		
170	Terre Haute	4.0	8	2.0	50.0	200	---- DATA NOT AVAILABLE ----			2.0/25.0%		
171	Tallahassee	6.9	10	3.0	43.5	174	---- DATA NOT AVAILABLE ----			2.9/29.0%		
172	Lafayette LA	6.8	8.5	3.0	44.1	176	4.7	69.1	138	3.0/35.3%		
173	Palm Springs	7.3	11	-----						DATA NOT AVAILABLE		-----
175	Asheville	5.3	3	-----						TOO FEW STATIONS TO MAKE DATA MEANINGFUL		-----
176	Manchester NH	6.6	5.5	3.0	45.5	182	6.0	90.9	182	1.5/27.3%		
177	Springfield IL	8.0	8	3.3	41.3	165	5.4	67.5	135	2.7/33.8%		
179	Amarillo	5.1	10	2.0	39.2	157	3.4	66.7	133	3.6/36.0%		
180	Waco	5.8	7.5	-----						DATA NOT AVAILABLE		-----
181	Santa Barbara	7.3	9	2.9	39.7	159	4.6	63.0	126	3.4/37.8%		
183	Cape Cod	8.3	10	3.4	41.0	164	6.1	73.5	147	3.2/32.0%		
184	Green Bay	8.0	7.5	3.3	41.3	165	4.9	61.3	123	2.7/36.0%		
191	Wilmington NC	4.4	10	2.1	47.7	191	3.4	77.3	155	2.6/26.0%		
192	Wheeling	6.4	8.5	-----						DATA NOT AVAILABLE		-----
193	Cedar Rapids	7.9	7.5	3.3	41.8	167	5.5	69.6	139	2.8/37.3%		
200	Duluth	4.3	9	1.6	37.2	149	2.8	65.1	130	3.4/37.8%		
203	Sioux Falls	6.0	8	-----						DATA NOT AVAILABLE		-----
204	Fargo	6.8	9	3.0	44.1	176	5.1	75.0	150	2.7/30.0%		
205	Abilene	4.3	8	2.0	46.5	186	3.1	72.1	144	2.4/30.0%		

TOP 25% OF VIABLE STATIONS TOP 50% OF VIABLE STATIONS

RANK MARKET	1991 REVENUE	VIABLE STATIONS	TOP 25% OF VIABLE STATIONS			TOP 50% OF VIABLE STATIONS			STATIONS NEEDED TO REACH 50% OF MARKET REV
			REV TOTAL	% OF MARKET REV	INDEX	REV TOTAL	% OF MARKET REV	INDEX	
209 Steubenville	1.6	4	----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----						
213 Waterloo-CF	4.0	6.5	1.9	47.5	190	3.1	77.5	155	1.7/26.2%
217 Burlington	7.4	7	----- DATA NOT AVAILABLE -----						
220 Panama City	5.5	7	1.9	34.5	138	3.2	58.2	116	2.9/41.4%
222 Charlottesville	4.5	7	1.8	40.0	160	3.0	66.7	133	2.3/32.9%
223 Altoona	4.0	8.5	1.4	35.0	140	----- DATA NOT AVAILABLE -----			3.3/38.8%
226 Bloomington IL	4.6	4	----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----						
227 Lafayette IN	4.1	5	1.6	39.0	156	2.9	69.5	139	1.7/34.0%
228 Pueblo	3.2	6	----- DATA NOT AVAILABLE -----						
236 Billings	4.3	9	1.9	44.2	177	3.3	75.6	151	2.7/30.0%
254 Bismarck	3.3	6	1.6	48.5	194	----- DATA NOT AVAILABLE -----			1.6/26.7%
260 Casper	2.1	5	0.8	38.1	152	1.4	66.7	133	1.8/36.0%

MARKET AVERAGES - AUDIENCE SHARE

	TOP 25% OF VIABLE STATIONS [-----]			TOP 50% OF VIABLE STATIONS [-----]		% OF STATIONS NEEDED TO REACH 50% OF SHARES
	VIABLE STATIONS	%OF AVAIL SHARES	INDEX	%OF AVAIL SHARES	INDEX	
Markets 1-10	22.4	36.6	146	60.7	121	37.9
Markets 11-20	16.2	40.0	160	65.9	132	34.6
Markets 21-50	14.1	39.3	157	64.5	129	34.5
Markets 51-100	11.4	42.9	172	68.6	137	31.2
Markets 101 +	8.6	41.8	167	68.9	138	31.9
Markets 1-20	19.4	38.1	152	63.0	126	36.4
Markets 1-50	16.2	38.8	155	63.9	128	35.2
Markets 1-100	13.9	40.8	163	66.2	132	33.3
All Markets	11.4	41.3	165	67.4	135	32.6

DEFINITIONS

Viabile Stations: As determined each year in Duncan's Radio Market Guide. These are the major players in each market. Generally, they are the stations with enough audience share that most advertisers/agencies would have to at least give them some consideration before making a buy. Religious stations, stations with fractional shares and out-of-market stations would not be included in this total.

% of Available Shares: This shows the percentage of the market's total audience shares (less below-the-line-listening and listening to non-listed stations -- the aggregate [AGG] shares column shows total shares before the lost listening adjustment) which is commanded by the market's top 25% and top 50% of viable stations. For instance, in markets 1-10 on the average 36.4% of the available audience shares go to the top 25% of viable stations. The top 50% of the viable stations command 60% of the market's available audience shares.

Index: An index is calculated so that different markets and market groups can be compared. The index is calculated by dividing the "% of Available Shares" by the respective percentage of viable stations (either 25% or 50%).

% of Stations Needed to Reach 50% of Shares:

This shows the percentage of the viable stations which are needed to achieve 50% of the market's total available audience shares. For this calculation (and the others) you take the market's number one station (12+ Metro Share, Broadcast Week), number two, number three, etc and add their shares until you reach the 50% level. We used the Spring 1991 Arbitron for all markets.

INDIVIDUAL MARKET CALCULATIONS - AUDIENCE SHARE

RANK	MARKET	[---TOP 25% OF VIABLE STATIONS---]			[---TOP 50% OF VIABLE STATIONS---			STATIONS NEEDED TO REACH 50% OF AVAIL SHARES	
		VIABLE STATIONS	AGG. SHARES	%OF AVAIL SHARES	INDEX	AGG. SHARES	%OF AVAIL SHARES	INDEX	AVAIL SHARES
1	New York	25	29.9	33.8	135	52.8	59.7	119	10.0/40.0%
2	Los Angeles	30	33.9	38.2	153	53.0	59.8	120	10.7/35.7%
3	Chicago	25	33.7	38.4	154	55.5	63.2	127	9.0/36.0%
4	San Francisco	24	30.6	35.1	141	48.8	56.0	112	10.0/41.7%
5	Philadelphia	17.5	29.9	34.8	139	52.0	60.6	121	6.8/38.9%
6	Detroit	22	33.8	37.1	148	56.4	61.8	124	8.1/36.8%
7	Washington	21	29.7	35.4	142	51.9	61.9	124	8.1/38.6%
8	Dallas-Ft.Worth	22	39.1	42.4	170	60.8	65.9	132	7.1/32.3%
9	Boston	19	29.8	34.6	138	51.2	59.5	119	7.5/39.5%
10	Houston	18	31.7	35.9	144	51.4	58.3	117	7.1/39.4%
11	Miami-Ft.L	23	32.8	37.1	148	53.8	60.9	122	8.7/37.8%
12	Atlanta	13.5	31.6	35.6	142	55.7	62.7	125	5.1/37.8%
13	Nassau-Suff	9				DATA NOT AVAILABLE			
14	Seattle	23	37.7	42.1	168	62.3	69.5	139	8.2/35.7%
15	San Diego	17	28.7	33.0	132	51.1	58.7	117	7.0/41.2%
16	St.Louis	18	42.5	45.3	181	65.6	69.9	140	5.3/29.4%
17	Baltimore	13.5	28.2	38.1	152	49.6	66.9	134	4.7/34.8%
18	Minn-St.Paul	13.5	39.6	46.2	185	65.3	76.1	152	3.7/27.4%
20	Pittsburgh	15	37.8	42.3	169	56.0	62.6	125	5.0/33.0%
21	Tampa-St.Pete	16.5	34.6	42.9	171	58.2	72.1	144	5.0/30.3%
22	Phoenix	19.5	36.1	39.1	156	58.4	63.2	126	7.0/35.9%
23	Cleveland	16	31.6	36.4	146	56.7	65.3	131	5.7/35.6%
24	Denver	19	36.8	41.1	164	60.5	67.6	135	6.2/32.6%
25	Portland OR	15	34.1	39.5	158	57.3	66.3	133	5.0/33.3%
26	Kansas City	16.5	37.9	41.3	165	58.8	64.1	128	5.5/33.3%
27	Milwaukee	16	36.5	41.3	165	57.6	65.2	130	5.2/32.5%
28	Providence	13.5	25.0	34.2	137	44.9	61.5	123	5.3/39.3%
29	Sacramento	15	32.2	40.0	160	50.2	62.4	125	5.2/34.7%
30	San Jose	12				DATA NOT AVAILABLE			

[---TOP 25% OF VIABLE STATIONS---

[---TOP 50% OF VIABLE STATIONS---

RANK	MARKET	[---TOP 25% OF VIABLE STATIONS---			[---TOP 50% OF VIABLE STATIONS---			STATIONS NEEDED TO REACH 50% OF AVAIL SHARES	
		VIABLE STATIONS	AGG. SHARES	%OF AVAIL SHARES	INDEX	AGG. SHARES	%OF AVAIL SHARES	INDEX	AVAIL SHARES
31	Cincinnati	13.5	32.3	37.3	149	51.1	59.1	118	5.3/39.3%
32	Riverside-SB	10	19.9	51.2	205	27.9	71.7	143	2.4/24.0%
33	Norfolk	17	32.4	35.9	144	58.9	65.3	131	6.2/36.5%
34	Columbus OH	14	34.4	41.0	164	55.7	66.3	133	4.5/32.1%
35	San Antonio	18	36.4	39.4	158	59.9	64.9	130	6.3/35.0%
36	New Orleans	16	38.9	43.0	172	62.4	69.0	138	4.8/30.0%
37	Indianapolis	11	36.5	40.5	162	60.8	67.4	135	3.6/32.7%
38	Salt Lake City	21	44.7	48.3	193	64.9	70.2	140	5.5/26.2%
39	Buffalo	13	28.9	33.6	135	51.3	59.7	119	5.2/40.0%
40	Hartford	11	30.8	44.4	178	46.7	67.4	135	3.3/30.0%
41	Charlotte	11	30.1	36.9	148	48.7	59.8	120	4.2/38.2%
42	Orlando	14	28.0	33.1	132	49.9	59.0	118	5.7/40.7%
43	Memphis	12.5	32.3	36.3	145	57.0	64.0	128	3.6/28.9%
45	Rochester	10	34.8	41.0	164	59.6	70.2	140	3.2/32.0%
46	Nashville	12	31.1	36.0	144	54.4	62.9	126	4.6/38.3%
47	Dayton	10.5	24.0	31.1	125	42.5	55.1	110	4.6/43.8%
48	Oklahoma City	12.5	37.0	40.1	161	61.0	66.2	132	4.2/33.6%
49	Jacksonville	11.5	30.4	37.2	149	49.4	60.5	121	4.4/38.3%
50	Greensboro-WS	12	32.5	38.7	155	49.7	59.2	118	4.6/38.3%
51	Louisville	12.5	43.6	50.2	201	65.0	74.9	150	3.1/24.8%
52	West Palm Bch	9.5	27.7	45.6	182	43.5	71.5	143	2.7/28.4%
53	Birmingham	11	34.6	41.0	164	54.3	64.3	129	3.6/32.7%
54	Albany-Schen	13	29.2	35.3	141	52.2	63.0	126	4.9/37.7%
55	Richmond	11.5	31.8	36.4	146	57.9	66.3	133	4.1/35.7%
56	Honolulu	15	41.4	44.4	178	67.2	72.1	144	4.3/28.7%
58	Greenville SC	12.5	40.5	50.1	200	60.5	74.8	150	3.1/24.8%
59	Las Vegas	17	32.5	38.4	154	55.3	65.4	131	6.1/35.9%
60	Tulsa	14	40.3	44.1	176	62.4	68.3	137	4.3/30.7%
61	Austin	12	28.8	37.0	148	49.1	63.0	126	4.4/36.7%
62	WB-Scranton	18	37.2	48.5	194	52.5	68.4	137	4.8/26.7%
63	Raleigh	13	27.1	34.9	140	48.2	62.1	124	4.9/37.7%
64	Allen-Beth	8	24.8	37.0	148	41.6	62.0	124	2.9/36.3%
65	Tucson	13	40.7	50.1	200	61.6	75.9	152	3.2/24.6%
66	Grand Rapids	12	26.4	35.3	141	47.7	63.9	128	4.5/37.5%
67	Syracuse	12	32.0	41.0	164	53.2	68.1	136	3.9/32.5%
68	Akron	6	11.7	38.0	152	22.4	72.7	145	2.0/33.3%
69	Fresno	18	35.1	41.2	165	54.1	63.5	127	6.1/33.9%
70	Knoxville	6	39.1	43.0	172	55.8	61.3	123	2.0/33.0%
71	Toledo	9.5	27.0	36.4	146	46.6	62.8	126	3.6/37.9%
72	Springfield MA	9	19.5	34.5	138	37.7	66.6	133	3.3/36.7%
73	Omaha	11.5	33.0	38.9	155	58.5	68.9	138	3.8/33.0%
74	Harrisburg	11	32.8	46.3	185	50.2	70.9	142	3.0/27.3%
75	Salinas-SC	12	26.2	55.5	222	36.3	76.9	154	2.5/20.8%
76	McAllen-Brown	11.5	43.3	50.2	201	62.3	72.3	145	2.9/25.2%
77	Wilmington DE	4.5	11.8	33.3	133	23.0	65.0	130	1.7/37.8%
78	Albuquerque	14.5	34.0	41.9	168	55.2	68.1	136	4.6/31.7%
79	El Paso	11.5	38.0	44.9	180	57.0	67.4	135	3.4/29.6%
80	Baton Rouge	9.5	33.5	44.1	177	52.4	69.0	138	2.4/25.3%
81	Little Rock	10.5	35.8	40.0	160	56.1	62.8	126	3.6/34.3%
82	Charleston SC	14	31.4	37.0	148	50.4	59.4	119	5.5/39.3%
84	Sarasota-Brad	7.5	23.1	59.5	238	30.9	79.6	159	1.3/17.3%
85	Youngstown	10	27.7	33.8	135	51.4	62.7	125	3.7/37.0%
87	Stockton	8	11.1	38.1	153	18.4	63.2	126	3.0/37.5%
88	Wichita	14	37.6	42.7	171	62.8	71.4	143	4.3/30.7%
89	Mobile	10	36.3	43.8	175	52.4	63.3	127	3.3/33.0%
90	New Haven	5.5	13.0	37.1	149	23.7	67.7	135	1.9/34.5%
91	Columbia SC	11	40.5	47.6	190	60.6	71.2	142	2.9/26.4%
92	JC-Kingsport	10	47.8	60.2	241	65.1	82.0	164	1.9/19.0%
93	Roanoke	12	39.0	47.9	192	60.6	74.4	149	3.2/26.7%
94	Bridgeport					DATA NOT AVAILABLE			
95	Bakersfield	12	30.7	38.6	154	47.5	59.7	119	4.5/37.5%
97	Chattanooga	10.5	36.9	42.4	170	58.0	66.7	133	3.3/31.4%
98	Worcester	6	17.2	50.0	200	30.8	89.5	179	1.5/25.0%
100	Lansing	10	36.4	51.0	204	53.0	74.2	148	2.5/25.0%

[---TOP 25% OF VIABLE STATIONS---

[---TOP 50% OF VIABLE STATIONS---

RANK	MARKET	[---TOP 25% OF VIABLE STATIONS---			[---TOP 50% OF VIABLE STATIONS---			STATIONS NEEDED TO REACH 50% OF AVAIL SHARES	
		VIABLE STATIONS	AGG. SHARES	%OF AVAIL SHARES	INDEX	AGG. SHARES	%OF AVAIL SHARES		INDEX
101	Spokane	14	41.6	47.2	189	63.8	72.3	145	3.8/27.1%
102	LakeLand	3							
103	York	7	20.1	42.4	170	32.8	69.2	138	2.1/30.0%
104	Lancaster	4.5	13.2	38.3	153	22.8	66.1	132	1.6/35.6%
105	Flint	6	21.0	41.4	166	38.2	75.3	151	1.8/30.0%
106	Huntsville	9	40.6	49.6	199	59.0	72.1	144	2.3/25.6%
107	Canton	6	17.4	44.4	178	29.5	75.3	151	1.7/28.3%
108	Colo Springs	12.5	30.3	37.9	152	51.1	63.9	128	4.4/35.2%
109	Augusta GA	9.5	44.4	51.3	205	65.1	75.3	151	2.3/24.2%
110	Portsmouth NH	6.5	16.9	43.1	172	27.7	70.7	141	1.9/29.2%
111	Des Moines	10	40.9	45.9	184	69.2	77.7	155	2.8/28.0%
112	Saginaw	8	27.3	35.4	141	49.3	63.9	128	3.0/37.5%
113	Shreveport	10	36.7	44.2	177	54.5	65.7	131	3.0/30.0%
115	Jackson MS	10.5	35.6	44.3	177	51.9	64.6	129	3.1/29.5%
117	Oxnard	9.5	17.3	44.9	180	30.9	80.5	161	2.7/28.4%
118	Madison	11.5	32.9	41.3	165	53.5	67.2	134	3.8/33.0%
119	Pensacola	8	18.3	36.5	146	32.7	65.3	131	3.0/37.5%
120	Davenport	9	35.3	42.0	168	56.6	37.3	135	3.1/34.4%
121	Ft.Wayne	11	30.3	38.0	152	49.7	62.4	125	4.1/37.3%
122	Modesto	10.5	24.9	37.8	151	41.4	62.8	126	3.7/35.2%
123	Fayetteville NC	7	32.9	43.8	175	49.1	65.4	131	2.1/30.0%
124	Lexington	9.5	35.6	42.6	171	60.9	72.9	146	2.9/30.5%
125	Ft.Myers	11	32.7	41.0	164	52.5	65.8	132	3.7/33.6%
130	Corpus Christi	11.5	36.0	40.6	163	61.1	69.0	138	3.8/33.0%
131	Peoria	9.5	34.8	42.9	171	60.4	74.4	149	2.9/30.5%
132	Huntington	5.5	35.6	48.1	192	53.6	72.4	145	1.5/27.3%
133	Utica	11	31.8	40.5	162	54.5	69.4	139	3.5/31.8%
134	Appleton-Oshkosh	10.5	27.8	41.0	164	44.6	65.8	132	3.5/33.3%
135	Montgomery	8	40.1	45.5	182	62.9	71.3	143	2.3/28.8%
136	Reno	15	40.7	45.9	184	64.2	72.4	145	4.2/28.0%
138	Macon	8.5	31.9	37.2	149	54.9	64.0	128	3.1/36.5%
139	Boise	12.5	34.0	40.5	162	57.5	68.5	137	4.0/32.0%
140	Evansville	8	31.1	38.8	155	57.4	71.7	143	2.6/32.5%
142	Rockford	8	29.1	47.0	188	48.6	78.5	157	2.1/26.3%
143	Erie	9	37.7	44.1	177	63.3	74.1	148	2.6/28.9%
145	Eugene OR	10	28.5	35.1	141	49.8	61.4	123	3.9/39.0%
146	Binghamton	8.5	32.7	39.7	159	56.4	68.4	137	2.7/31.8%
147	Savannah	10	39.2	46.5	186	62.6	74.3	149	2.8/28.0%
148	Charleston WV	8	38.4	44.0	176	59.6	68.3	137	2.4/30.0%
152	Columbus GA	8	29.4	32.8	131	52.8	58.9	118	3.3/41.3%
153	Johnstown	11	33.3	55.2	221	48.7	80.8	162	2.4/21.8%
155	South Bend	8.5	27.8	31.7	127	49.8	56.8	114	3.6/42.4%
156	Portland ME	13	37.1	44.4	178	59.0	70.7	141	3.8/29.2%
158	Springfield MO	10	37.4	42.3	169	67.8	76.7	153	3.0/30.0%
160	Odessa-Midland	11	39.7	46.1	184	62.7	72.7	145	3.0/27.3%
162	Atlantic City	8	23.9	42.7	171	39.2	70.0	140	2.5/31.3%
163	Kalamazoo	7	23.6	38.1	152	42.3	68.2	136	2.4/34.3%
164	Lubbock	10	41.0	46.3	185	62.5	70.5	141	2.8/28.0%
165	Topeka	8	30.6	50.5	202	44.8	73.9	148	2.0/25.0%
167	Lincoln	11	29.9	39.8	159	51.4	68.4	137	3.7/33.6%
168	Anchorage	13	37.8	42.6	170	63.5	71.6	143	4.0/30.8%
170	Terre Haute	8	41.9	49.8	199	64.1	76.2	152	2.0/25.0%
171	Tallahassee	10	27.9	36.5	146	48.3	63.1	126	3.7/37.0%
172	Lafayette LA	8.5	27.4	40.2	161	46.1	67.6	135	2.7/31.8%
173	Palm Springs	11	33.0	38.6	154	53.7	62.7	125	3.8/34.5%
175	Asheville	3							
176	Manchester NH	5.5	21.8	59.7	239	30.5	83.6	167	1.2/21.8%
177	Springfield IL	8	32.9	41.7	167	56.9	72.1	144	2.5/31.3%
179	Amarillo	10	36.1	41.6	166	57.0	65.7	131	3.3/33.0%
180	Waco	7.5	24.1	40.6	162	41.5	69.9	140	2.5/33.3%
181	Santa Barbara	9	20.3	35.7	143	34.8	61.3	123	3.5/38.9%
183	Cape Cod	10	28.7	57.2	229	45.6	90.8	182	1.9/19.0%
184	Green Bay	7.5	28.0	47.1	188	42.9	72.1	144	2.1/28.0%
191	Wilmington NC	10	31.9	46.2	185	52.1	75.5	151	2.8/28.0%
192	Wheeling	8.5	31.3	39.0	156	53.5	66.7	133	2.9/34.1%
193	Cedar Rapids	7.5	25.5	33.2	133	47.0	61.3	123	2.9/38.7%
200	Duluth	9	31.5	38.6	154	55.5	68.0	136	3.1/34.4%
203	Sioux Falls	8	23.7	29.7	119	43.9	55.1	110	3.6/45.0%
204	Fargo	9	32.9	40.2	161	60.2	73.6	147	2.8/31.1%
205	Abilene	8	28.4	36.5	146	44.1	56.6	113	2.0/25.0%

[---TOP 25% OF VIABLE STATIONS---

[---TOP 50% OF VIABLE STATIONS---

STATIONS NEEDED
TO REACH 50% OF
AVAIL SHARES

RANK	MARKET	[---TOP 25% OF VIABLE STATIONS---			[---TOP 50% OF VIABLE STATIONS---			STATIONS NEEDED TO REACH 50% OF AVAIL SHARES	
		VIABLE STATIONS	AGG. SHARES	%OF AVAIL SHARES	INDEX	AGG. SHARES	%OF AVAIL SHARES		INDEX
209	Steubenville	4	-----			TOO FEW STATIONS TO BE MEANINGFUL			-----
213	Waterloo-CF	6.5	26.7	41.5	166	46.6	72.5	145	2.0/30.8%
217	Burlington	7	28.5	33.8	135	50.4	59.9	120	2.8/40.0%
220	Panama City	7	37.0	46.4	186	54.4	68.3	137	2.0/28.6%
222	Charlottesville	7	26.2	39.7	159	42.8	64.8	130	2.4/34.3%
223	Altoona	8.5	29.6	37.6	150	53.8	68.3	137	2.9/34.1%
226	Bloomington IL	4	-----			TOO FEW STATIONS TO BE MEANINGFUL			-----
227	Lafayette IN	5	24.3	29.8	119	46.2	56.7	113	2.2/44.0%
228	Pueblo	6	-----			DATA NOT AVAILABLE			-----
236	Billings	9	34.3	39.5	158	55.1	63.4	127	3.2/35.6%
254	Bismarck	6	34.6	38.1	152	59.4	65.3	131	2.1/35.0%
260	Casper	5	31.1	35.9	143	52.3	60.3	121	1.9/38.0%

SECTION C

RADIO STATION AUDIENCE BREAKDOWNS

I am very pleased to, once again, include Station Audience Breakdowns in my reports. You may recall that for nearly a decade I included this data in the Fall and Spring editions of American Radio. In 1990 Arbitron asked that I stop doing so. According to them non-subscribing stations were making use of the data in their sales presentations.

Arbitron did offer some options to me. The first was to do the breakdowns for Arbitron subscribers only. I considered this but rejected it because it would bias my sample and would reduce my sample considerably.

The second option presented to me was to delay publication of the data so that it would be impractical for non-subscribing station to use it. After thinking about this for a year I decided this would be the best solution for the problem.

All of the data presented in this section is from the Spring 1991 Arbitrons. There are 1,337 stations in the sample. This equals about 12% of all commercial radio stations in the United States. It also equals over 40% of all stations which show in standard Arbitron markets.

The following information is included for each station:

TIME SPENT LISTENING (TSL): This figures shows the amount of time which an average listener spends with a given station during a week. The total is given in hours. This figures is calculated as follows: Average 1/4 Hr audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURNOVER RATIO (T/O RATIO): This figure shows the relationship between a station's total weekly listeners and its average audience (1/4 Hr). It is calculated by taking the Metro Cume (12+ Broadcast Week) and dividing it by the Metro 1/4 Hr Avg (Broadcast Week).

PERCENT EXCLUSIVE CUME (% EXCL): This interesting figure indicates the loyalty of each station's audience. It is calculated by dividing the exclusive cume (12+ Metro Broadcast Week) by the Metro Cume (12+ Broadcast Week).

PERCENT 12-24, 25-54, 55+: This is simply the percentage of each station's total audience (12+ Metro AQH Broadcast Week) which lies in these demographic cells.

PERCENT MALE/FEMALE (%M %F): The methodology is the same as that for 12-24, 25-54, etc.

% AT HOME: This is the percentage of each station's listening which takes place in the home versus in-car, office or other listening.

LEADING CUME SHARER: This shows the other station in the market with which the sample station shares the highest percentage of the sampled station's cume. Also shown is the format of the other station and the percentage of cume which the sample station shares.

Below are the format means for 1991:

FORMAT MEANS - 1991

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>	<u>% AT HOME</u>
AC	8.3	15.2	6.2	18.5	74.1	7.4	36.9	63.1	32.3
OLDIES/GOLD	7.8	16.2	8.3	10.4	82.1	7.5	51.0	49.0	31.1
SOFT AC/EZ	9.2	13.7	10.6	8.4	58.2	33.4	36.5	63.5	39.3
CHR/TOP 40	7.8	16.1	11.1	54.3	42.8	2.9	40.9	59.1	45.4
COUNTRY	11.4	11.0	17.1	11.2	56.4	32.4	45.7	54.3	41.9
AOR	8.9	14.2	9.0	38.0	60.8	1.2	68.0	32.0	30.8
CLASSIC AOR	7.5	16.3	5.8	28.4	69.9	1.7	66.6	33.4	27.9
FULL SERVICE/VARIETY	9.1	13.8	12.9	2.5	43.5	54.0	46.3	53.7	64.8
BLACK/URBAN	10.6	11.9	14.5	36.9	54.9	8.2	44.1	55.9	58.1
NEWS-NEWS/TALK	7.3	17.4	8.4	3.0	43.9	53.1	53.5	46.5	60.0
TALK-TALK/NEWS	8.7	14.6	7.3	3.1	46.7	50.2	52.5	47.5	62.0
NOSTALGIA/BIG BAND	10.6	11.9	14.4	1.0	19.5	79.5	42.2	57.8	66.3
HISPANIC	10.3	12.2	13.3	17.3	60.2	22.5	42.5	57.5	66.4
RELIGION/GOSPEL	8.0	15.7	12.6	10.8	54.2	35.0	34.3	65.7	63.6
JAZZ/NEW AC	7.7	16.3	5.1	5.9	83.0	11.1	50.8	49.2	41.0
CLASSICAL	7.5	16.7	6.6	2.6	48.9	48.5	51.1	48.9	54.9

TOTAL STATIONS IN SAMPLE

AC	149	BLACK/URBAN	87
OLDIES/GOLD	83	NEWS-N/T	35
SOFT AC/EZ	119	TALK-T/N	58
CHR/TOP 40	161	NOSTALGIA	68
COUNTRY	170	HISPANIC	48
AOR	136	RELIG/GOSPEL	49
CLASSIC AOR	55	JAZZ/NAC	28
FULL SERVICE	66	CLASSICAL	25

TOTAL STATIONS: 1,337

CUME SHARING TENDENCIES OF SAMPLED STATIONS

For each sampled station we calculated the competitor station with which it shared the highest percentage of its cume audience. We then totalled the formats of these stations. This table shows the percentage of these "shared cume" stations which are using various formats. For instance, 60% of the AC stations sampled had a CHR station as their highest "cume shared" station.

	AC	O	EZ SAC	CHR	C	AOR	CL AOR	FS	B/U	NEWS/ TALK	BB/ NOST	SP	GSP/ REL	JAZ/ NAC	CLAS
AC	13	1	7	60	9	5	2	1	---	1	---	---	---	---	---
OLDIES	17	1	4	39	23	7	2	1	---	6	---	---	---	---	---
EZ/SAC	29	1	4	20	17	---	---	16	---	10	---	---	---	---	1
CHR	24	1	1	45	7	18	2	---	2	---	---	---	---	---	---
COUNTRY	11	9	5	23	28	6	---	8	---	5	---	---	---	---	---
AOR	4	---	1	38	2	26	29	1	---	---	---	---	---	---	---
CLASSIC AOR	5	---	---	5	2	87	---	---	---	---	---	---	---	---	---
FULL SERVICE	11	---	24	9	21	3	2	6	---	14	10	---	---	---	---
BLACK/URBAN	1	---	---	31	---	---	---	---	66	1	---	---	1	---	---
NEWS-N/T	3	6	14	---	11	---	---	26	---	34	6	---	---	---	---
TALK-T/N	2	3	7	---	12	3	---	19	---	48	3	---	---	---	---
NOST/BB	1	---	13	---	9	---	---	31	---	43	3	---	---	---	---
SPANISH	2	---	---	10	2	---	---	---	---	---	---	85	---	---	---
RELIGION/GOSPEL	2	---	12	8	10	---	---	14	24	22	2	---	4	---	---
JAZZ/NAC	25	---	---	18	---	11	11	4	18	9	---	---	---	4	---
CLASSICAL	4	---	16	---	4	---	---	12	---	44	---	---	---	---	20

HISTORICAL FORMAT MEANS

		STATIONS	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME
<u>AC</u>	1991	149	8.3	15.2	6.2	18.5	74.1	7.4	36.9	63.1	32.3
	1989	128	7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4	----
	1988	115	8.6	14.7	8.5	17.6	72.5	7.5	40.5	59.6	----
	1987	---	8.1	15.2	8.2	----	----	---	42.5	58.0	----
<u>NOTE:</u> Prior to 1991 Soft AC and Oldies were included along with the regular AC stations.											
<u>OLDIES</u>	1991	83	7.8	16.2	8.3	10.4	82.1	7.5	51.0	49.0	31.1
<u>SOFT AC/ EZ</u>	1991	119	9.2	13.7	10.6	8.4	58.2	33.4	36.5	63.5	39.3
	1989	63	11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6	----
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9	----
	1987	---	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7	----
<u>NOTE:</u> EZ and Soft AC were combined into 1 category in 1991. 1987-1989 data is for EZ/BTFL stations only.											
<u>CHR/ TOP 40</u>	1991	161	7.8	16.1	11.1	54.3	42.8	2.9	40.9	59.1	45.4
	1989	136	9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8	----
	1988	123	9.0	14.0	12.8	55.1	42.3	2.6	41.1	58.9	----
	1987	---	9.0	14.0	12.8	56.9	42.4	0.7	43.9	56.1	----
<u>COUNTRY</u>	1991	170	11.4	11.0	17.1	11.2	56.4	32.4	45.7	54.3	41.9
	1989	114	11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7	----
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8	----
	1987	---	11.0	11.5	18.8	13.2	62.0	24.7	47.8	52.2	----
<u>AOR</u>	1991	136	8.9	14.2	9.0	38.0	60.8	1.2	68.0	32.0	30.8
	1989	114	8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7	----
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9	----
	1987	---	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2	----
<u>NOTE:</u> Prior to 1991 Classic AOR stations were included along with the regular AOR stations.											
<u>CLASSIC AOR</u>	1991	55	7.5	16.3	5.8	28.4	69.9	1.7	66.6	33.4	27.9
<u>FULL SERVICE</u>	1991	66	9.1	13.8	12.9	2.5	43.5	54.0	46.3	53.7	64.8
	1989	61	9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2	----
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6	----
	1987	---	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8	----
<u>BLACK/ URBAN</u>	1991	87	10.6	11.9	14.5	36.9	54.9	8.2	44.1	55.9	58.1
	1989	49	10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2	----
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1	----
	1987	---	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0	----
<u>NEWS- NEWS/TALK</u>	1991	35	7.3	17.4	8.4	3.0	43.9	53.1	53.5	46.5	60.0
	1989	52	8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6	----
	1988	51	8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8	----
	1987	---	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6	----
<u>NOTE:</u> Prior to 1991 all News and Talk stations were combined. In 1991 those stations leaning mostly toward news and those mostly talk were put in separate categories.											

		<u>STATIONS</u>	<u>TSL</u>	<u>T/O</u> <u>RATIO</u>	<u>%</u> <u>EXCL</u>	<u>%</u> <u>12-24</u>	<u>%</u> <u>25-54</u>	<u>%</u> <u>55+</u>	<u>%M</u>	<u>%F</u>	<u>%</u> <u>AT HOME</u>
<u>TALK-</u> <u>TALK/NEWS</u>	1991	58	8.7	14.6	7.3	3.1	46.7	50.2	52.5	47.5	62.0
<u>NOSTALGIA/</u> <u>BIG BAND</u>	1991	68	10.6	11.9	14.4	1.0	19.5	79.5	42.2	57.8	66.3
	1989	25	10.8	11.6	13.6	0.8	18.9	80.3	44.3	55.7	----
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8	----
	1987	--	10.9	11.6	13.5	1.1	22.8	76.1	43.4	56.6	----
<u>HISPANIC</u>	1991	48	10.3	12.2	13.3	17.3	60.2	22.5	42.5	57.5	66.4
	1989	26	10.8	11.6	14.0	12.7	61.5	25.8	44.2	55.8	----
	1988	24	13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8	----
	1987	--	13.2	9.5	15.4	15.5	57.0	57.0	46.6	53.4	----
<u>RELIGION/</u> <u>GOSPEL</u>	1991	49	8.0	15.7	12.6	10.8	54.2	35.0	34.3	65.7	63.6
	1989	20	7.7	16.2	10.8	8.9	58.8	32.3	33.2	66.8	----
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3	----
	1987	--	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8	----
<u>JAZZ/</u> <u>NAC</u>	1991	28	7.7	16.3	5.1	5.9	83.0	11.1	50.8	49.2	41.0
	1989	23	7.6	16.5	5.1	10.0	82.1	7.9	54.7	45.3	----
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3	----
	1987	--	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8	----
<u>CLASSICAL</u>	1991	25	7.5	16.7	6.6	2.6	48.9	48.5	51.1	48.9	54.9
	1989	20	7.1	17.7	5.0	2.9	51.7	45.4	49.1	50.9	----
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9	----
	1987	--	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3	----

ADULT CONTEMPORARY

NATIONAL MEAN:		8.3	15.2	6.2	18.5	74.1	7.4	36.9	63.1	32.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME SHARER	
WKLI-F	Albany	9.7	13.0	4	15	71	14	22	78	38	WFLY-F	(39) CHR
KKOB-F	Albuquerque	7.8	16.2	6	10	86	4	25	75	30	KLSK-F	(28) CL AOR
WLEV-F	Allentown	9.9	12.7	9	13	70	17	36	64	25	WZZO-F	(34) AOR
WHPA-F	Altoona	11.8	10.7	10	5	76	19	29	71	26	WPRR-F	(35) CHR
KYMG-F	Anchorage	10.5	12.0	10	11	89	0	21	79	38	KGOT-F	(35) CHR
WSB -F	Atlanta	8.7	14.4	7	16	77	7	36	64	29	WAPW-F	(33) CHR
WSTR-F	Atlanta	5.9	21.4	4	19	75	6	39	61	40	WSB -F	(45) AC
WAYV-F	Atlantic City	9.3	15.6	13	33	63	4	37	63	36	WFPG-F	(32) SAC
WZNY-F	Augusta	6.9	18.3	7	15	80	5	40	60	34	WBBQ-F	(57) CHR
WWMX-F	Baltimore	8.7	14.4	7	16	79	5	38	62	26	WBSB-F	(29) CHR
WMRV-F	Binghamton	6.7	18.7	5	35	51	14	32	68	39	WAAL-F	(59) CHR
WMJJ-F	Birmingham	9.2	13.7	14	12	83	5	46	54	26	WZRR-F	(34) AOR
KCIX-F	Boise	11.7	10.8	17	16	78	6	41	59	31	KLTB-F	(25) O
WBMX-F	Boston	6.6	19.2	6	13	83	4	36	64	38	WXKS-F	(38) CHR
WMJX AF	Boston	6.4	19.8	3	21	70	9	35	65	32	WXKS-F	(34) CHR
WVBF-F	Boston	9.1	13.8	5	5	70	25	37	63	40	WMJX-F	(30) AC
WEBE-F	Bridgeport	10.7	11.7	5	11	80	9	29	71	19	WKCI-F	(34) CHR
WBUF-F	Buffalo	9.0	13.9	7	18	71	11	31	69	38	WJYE-F	(32) SAC
WMT -F	Cedar Rapids	12.6	10.0	9	6	78	16	42	58	30	KQCR-F	(30) CHR
WXTC-F	Charleston SC	7.1	17.7	2	21	78	1	46	54	30	WSSX-F	(36) CHR
WVAF AF	Charleston WV	9.3	13.5	8	19	69	12	38	62	42	WVSR-F	(48) CHR
WMXC-F	Charlotte	7.4	17.1	8	14	82	4	36	64	19	WBT -F	(39) AC
WBT -F	Charlotte	5.9	21.4	6	44	51	5	27	73	46	WCKZ-F	(34) CHR
WLMX AF	Chattanooga	10.2	12.3	10	10	83	7	38	62	21	WUSY-F	(37) C
WKQX-F	Chicago	5.3	23.6	3	23	75	2	36	64	37	WBBM-F	(32) CHR
WPNT-F	Chicago	6.0	21.0	2	22	74	4	40	60	39	WKQX-F	(40) AC
WTMX-F	Chicago	7.5	16.8	4	18	73	9	36	64	37	WKQX-F	(40) AC
WNNK-F	Cincinnati	7.6	16.5	3	25	69	6	24	76	33	WKRQ-F	(48) CHR
WRRM-F	Cincinnati	7.7	16.4	5	10	82	8	24	76	26	WNNK-F	(33) AC
WLTF-F	Cleveland	10.3	12.3	6	22	67	11	27	73	33	WQAL-F	(36) AC
WQAL-F	Cleveland	7.1	17.7	4	20	68	12	29	71	32	WLTF-F	(42) AC
KSPZ-F	Colorado Springs	7.4	16.9	10	13	83	4	45	55	38	KKLS-F	(24) C
WTCB-F	Columbia SC	8.5	14.9	4	24	54	22	44	56	38	WCOS-F	(30) C
WGSY-F	Columbus GA	12.7	9.9	20	21	63	16	40	60	39	WCGQ-F	(36) CHR
WSNY-F	Columbus OH	8.0	15.8	10	21	75	4	33	67	38	WNCI-F	(31) CHR
KMXR-F	Corpus Christi	8.2	15.3	12	17	81	2	29	71	32	KZFM-F	(41) CHR
KVIL AF	Dallas	11.5	10.9	10	8	78	14	31	69	30	KSCS-F	(24) C
WWSN-F	Dayton	10.0	12.5	8	8	88	4	36	64	27	WGTF-F	(35) CHR
KHOW AF	Denver	6.8	18.5	5	8	77	15	41	59	34	KOSI-F	(32) SAC
KXLT-F	Denver	7.1	17.7	6	19	78	3	35	65	35	KYGO-F	(24) C
WKQI-F	Detroit	6.6	19.0	5	24	72	4	38	62	29	WHYT-F	(34) CHR
WNIC-F	Detroit	7.2	17.5	5	22	69	9	28	72	31	WKQI-F	(38) AC
KAMZ-F	El Paso	10.5	12.0	7	41	58	1	46	54	51	KPRR-F	(45) CHR
WXKC-F	Erie	9.5	13.2	10	15	71	14	35	65	44	WJET-F	(46) CHR
KMGE-F	Eugene	9.2	13.7	10	18	78	4	35	65	35	KSND-F	(39) CHR
WKDQ-F	Evansville	10.8	11.7	12	12	85	3	43	57	29	WSTO-F	(48) CHR
KLTA-F	Fargo	8.9	14.1	8	14	86	0	45	55	28	WDAY-F	(44) CHR
WQSM-F	Fayetteville NC	8.3	15.2	14	21	71	8	56	44	37	WMXF-F	(29) CHR
WCRZ-F	Flint	11.3	11.2	11	13	76	11	36	64	30	WWCK-F	(37) CHR
WAJI-F	Fort Wayne	9.9	12.7	5	20	78	2	52	48	18	WMEE-F	(37) CHR
WLHT-F	Grand Rapids	7.8	16.2	5	25	75	0	35	65	22	WGRD-F	(34) CHR
WMAG-F	Greensboro	8.3	15.3	10	10	83	7	34	66	27	WTQR-F	(26) C
WDLX-F	Greenville NC	8.9	14.2	10	36	61	3	48	52	34	WRNS-F	(37) C
WMIY-F	Greenville SC	10.5	12.0	11	23	72	5	40	60	33	WSSL-F	(25) C
WIMX-F	Harrisburg	10.0	12.6	8	23	66	11	39	61	18	WNNK-F	(50) CHR
WZMX-F	Hartford	7.5	16.9	2	17	74	9	38	62	25	WKSS-F	(36) CHR
WIOF-F	Hartford	7.2	17.5	8	1	79	20	35	65	33	WDRG-F	(32) O
KSSK-F	Honolulu	8.6	14.6	11	14	76	10	46	54	26	KIKI-F	(37) CHR
KHMX-F	Houston	7.3	17.4	5	30	69	1	44	56	30	KRBE-F	(38) CHR
KLTR-F	Houston	7.5	16.8	3	14	81	5	45	55	23	KODA-F	(31) SAC

ADULT CONTEMPORARY
(continued)

NATIONAL MEAN:		8.3	15.2	6.2	18.5	74.1	7.4	36.9	63.1	32.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME SHARER	
WRVC-F	Huntington	7.6	16.7	8	13	77	10	42	58	31	WKEE-F	(49) CHR
WAHR-F	Huntsville	10.0	12.5	11	9	86	5	39	61	29	WZYP-F	(48) CHR
WENS-F	Indianapolis	8.0	15.8	5	24	70	6	38	62	35	WZPL-F	(40) CHR
WIVY-F	Jacksonville	8.0	15.7	8	12	78	10	33	67	35	WAPE-F	(45) CHR
WTFM-F	John City TN	8.6	14.6	12	13	79	8	40	60	34	WQUT-F	(46) CHR
WKYE-F	Johnstown	11.1	11.4	8	10	76	14	45	55	30	WGLU-F	(38) CHR
KUDL-F	Kansas City	6.1	20.6	2	13	79	8	32	68	32	KBEQ-F	(33) CHR
WMYU-F	Knoxville	7.2	17.5	9	23	71	6	36	64	43	WEZK-F	(43) SAC
WFMK-F	Lansing	7.5	16.8	9	22	72	6	30	70	29	WVIC-F	(48) CHR
KMZQ-F	Las Vegas	10.3	12.2	6	23	77	0	27	73	29	KLUC-F	(53) CHR
KMMK-F	Las Vegas	11.5	11.0	6	18	78	4	41	59	49	KKLZ-F	(34) CL AOR
KHLT-F	Little Rock	7.6	16.6	6	19	78	3	35	65	21	KEZQ-F	(39) SAC
KOST-F	Los Angeles	7.1	17.8	6	21	66	13	38	62	35	KIIS-F	(38) CHR
KBIG-F	Los Angeles	6.7	18.8	3	18	71	11	31	69	25	KOST-F	(48) AC
KRLB-F	Lubbock	6.7	18.7	4	32	65	3	39	61	38	KZII-F	(56) CHR
WPEZ-F	Macon	11.7	10.8	10	4	85	11	39	61	38	WAYS-F	(44) CHR
WMGN-F	Madison	10.3	12.2	5	8	89	3	33	67	28	WJJO-F	(38) CHR
KELT-F	McAllen-Brownsville	8.7	14.6	5	37	56	7	50	50	32	KBFM-F	(46) CHR
WRVR-F	Memphis	8.5	14.8	7	12	79	9	42	58	29	WMC -F	(37) CHR
WFLC-F	Miami	7.8	16.2	5	27	65	8	41	59	27	WHYI-F	(35) CHR
WMYX-F	Milwaukee	8.6	14.7	7	18	76	6	23	77	33	WKTJ-F	(40) AC
WKTJ-F	Milwaukee	6.7	18.8	5	25	73	2	34	66	42	WLUM-F	(36) CHR
KSTP-F	Minneapolis	9.8	12.8	7	16	78	6	40	60	33	KDWB-F	(38) CHR
KOSO-F	Modesto	8.0	15.8	6	19	78	3	21	79	36	KHOP-F	(47) CHR
WSYA-F	Montgomery	9.2	13.7	6	23	72	5	44	56	19	WHHY-F	(48) CHR
WLAC-F	Nashville	8.3	15.1	6	30	61	9	32	68	36	WYHY-F	(40) CHR
WALK AF	Nassau-Suffolk	10.5	12.0	9	11	78	11	40	60	32	WBLI-F	(35) CHR
WLTS-F	New Orleans	8.3	15.3	8	16	74	10	35	65	32	WEZB-F	(43) CHR
WNSR-F	New York	8.6	14.7	5	21	72	7	40	60	37	WHTZ-F	(28) CHR
WWDE-F	Norfolk	10.1	12.4	12	15	78	7	37	63	36	WMXN-F	(32) AC
WMXN-F	Norfolk	7.6	16.6	6	32	64	4	44	56	36	WWDE-F	(40) AC
KMGL-F	Oklahoma City	9.7	13.0	5	16	79	5	32	68	21	KJYO-F	(44) CHR
KEFM-F	Omaha	8.7	14.5	8	20	75	5	35	65	28	KQKQ-F	(47) CHR
WOMX AF	Orlando	7.3	17.4	3	45	52	3	42	58	34	WXXL-F	(49) CHR
WSTF-F	Orlando	8.5	14.8	7	18	74	8	34	66	35	WOMX-F	(34) AC
KBBY-F	Oxnard	14.9	8.4	3	11	87	2	42	58	23	KCAQ-F	(28) CHR
WGLO-F	Peoria	8.3	15.2	11	11	82	7	39	61	50	WKZW-F	(42) CHR
WMGK-F	Philadelphia	8.5	14.8	5	10	73	17	31	69	33	KYW	(32) NEWS
WYXR-F	Philadelphia	6.6	19.2	4	21	74	5	44	56	30	WEGX-F	(42) CHR
KVRY-F	Phoenix	4.8	26.1	4	43	54	3	38	62	38	KOY -F	(38) CHR
KMXX-F	Phoenix	6.5	19.5	8	10	84	6	42	58	45	KVRY-F	(30) AC
KESZ-F	Phoenix	6.9	18.3	5	21	76	3	25	75	40	KVRY-F	(31) AC
WKZS-F	Portland ME	7.1	17.7	7	21	74	5	28	72	29	WBLM-F	(31) AOR
KKCW-F	Portland OR	10.6	11.9	8	16	77	7	28	72	31	KEX	(35) FS
WSNE-F	Providence	8.9	14.2	5	14	70	16	39	61	34	WPRO-F	(43) CHR
WRAL-F	Raleigh	6.8	18.4	9	29	59	12	34	66	31	WDCG-F	(35) CHR
WMXB-F	Richmond	8.8	14.4	9	13	81	6	44	56	25	WRVQ-F	(53) CHR
WSLQ-F	Roanoke	9.2	13.7	12	6	84	10	40	60	32	WXLK-F	(42) CHR
WVOR-F	Rochester	7.6	16.6	4	12	82	6	41	59	27	WKMM-F	(39) SAC
KYKY-F	St. Louis	8.0	15.7	5	22	74	4	30	70	29	KSHE-F	(31) AOR
KWAV-F	Salinas-Monterey-SC	7.4	17.1	5	24	69	7	35	65	39	KDON-F	(35) CHR
WQHQ-F	Salisbury	10.3	12.3	9	25	65	10	38	62	32	WKAI-F	(46) CHR
KCPX-F	Salt Lake	6.7	18.8	7	27	69	4	39	61	37	KSFI-F	(29) C
KSMG-F	San Antonio	7.7	16.4	7	13	78	9	46	54	31	KCYF-F	(28) C
KMMX-F	San Antonio	7.7	16.4	6	10	81	9	33	67	29	KTFM-F	(32) CHR
KFMB-F	San Diego	6.9	18.3	8	23	63	14	34	66	41	KKLQ-F	(31) CHR
KYXY-F	San Diego	6.3	19.9	7	13	75	12	34	66	35	KJQY-F	(24) SAC
KIOI-F	San Francisco	8.0	15.8	5	23	72	5	35	65	34	KMEL-F	(22) CHR
KDBQ FF	San Francisco	6.1	20.8	4	6	94	0	60	40	30	KFOG-F	(25) AOR
KEZR-F	San Jose	7.1	17.8	7	31	58	11	33	67	33	KIOI-F	(34) AC

ADULT CONTEMPORARY
(continued)

NATIONAL MEAN:		8.3	15.2	6.2	18.5	74.1	7.4	36.9	63.1	32.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WSRZ-F	Sarasota	8.0	15.8	7	13	74	13	50	50	28	WYNF-F	(26) AOR
WAEV-F	Savannah	5.6	22.5	5	18	77	5	35	65	23	WCHY-F	(38) C
KLSY AF	Seattle	7.5	16.9	8	28	70	2	31	69	43	KUBE-F	(35) CHR
KWMX-F	Seattle	7.6	16.7	5	16	79	5	35	65	22	KPLZ-F	(27) CHR
KITT-F	Shreveport	11.8	10.7	12	4	87	9	38	62	32	KVKI-F	(32) AC
WNSN-F	South Bend	11.2	11.2	4	13	75	12	30	70	21	WNDU-F	(41) CHR
KISC-F	Spokane	12.2	10.3	10	19	74	7	35	65	29	KZZU-F	(44) CHR
WHYN-F	Springfield MA	9.1	13.9	9	15	68	17	41	59	40	WMAS-F	(33) AC
KGBX AF	Springfield MO	11.5	11.0	9	11	87	2	44	56	29	KKHT-F	(32) CHR
WYYY-F	Syracuse	7.9	16.0	10	26	68	6	39	61	29	WNTQ-F	(50) CHR
WBGM-F	Tallahassee	8.0	15.8	21	30	61	9	27	73	27	WUMX-F	(47) AC
WUSA-F	Tampa-St. Petersburg	10.3	12.3	11	12	65	23	37	63	27	WWRM-F	(29) SAC
WMTX-F	Tampa-St. Petersburg	10.8	11.7	10	23	73	4	44	56	24	WFLZ-F	(30) CHR
WMGI-F	Terre Haute	8.4	15.0	13	18	82	0	48	52	36	WPFR-F	(45) CHR
WWM-F	Toledo	9.4	13.5	6	21	73	6	42	58	27	WVKS-F	(40) CHR
KMAJ-F	Topeka	12.4	10.2	20	16	80	4	34	66	32	KDVV-F	(20) AOR
KKLD-F	Tucson	9.1	13.8	12	18	73	9	46	54	26	KRQQ-F	(42) CHR
KRAV-F	Tulsa	6.3	20.1	6	27	72	1	42	58	44	KWEN-F	(38) C
WKGW-F	Utica	9.5	13.3	5	21	67	12	30	70	44	WRCK-F	(41) CHR
WLTT-F	Washington	7.7	16.3	4	6	92	2	35	65	32	WASH-F	(39) SAC
WRQX-F	Washington	6.8	18.6	5	43	57	0	40	60	38	WAVA-F	(49) CHR
WRMF-F	West Palm	9.6	13.1	7	14	78	8	43	57	27	WKGR-F	(27) CL AOR
WKWK-F	Wheeling	11.8	10.7	8	33	66	1	24	76	43	WOMP-F	(55) CHR
KRBB-F	Wichita	11.7	10.8	11	28	66	6	27	73	28	KZSN-F	(29) C
WMGS-F	Wilkes Barre/Scranton	9.0	14.0	4	9	81	10	34	66	41	WKRZ-F	(51) CHR
WJBR-F	Wilmington DE	11.7	10.8	10	8	74	18	37	63	36	WSTW-F	(36) CHR
WGNF-F	Wilmington NC	8.8	14.4	6	15	70	15	37	63	25	WVQQ-F	(48) C
WXLO-F	Worcester	9.0	14.1	3	24	74	2	39	61	35	WSRS-F	(36) SAC
WYFM-F	Youngstown	8.8	14.3	7	13	82	5	35	65	41	WHOT-F	(49) CHR

OLDIES/GOLD

NATIONAL MEAN:		7.8	16.2	8.3	10.4	82.1	7.5	51.0	49.0	31.1	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WGY -F	Albany	7.2	17.4	4	16	63	21	74	26	44	WKLI-F	(29) AC
KZKL-F	Albuquerque	9.0	14.1	7	15	79	6	53	47	22	KRST-F	(33) C
WFOX-F	Atlanta	8.3	15.2	10	6	90	4	54	46	25	WSB -F	(31) AC
KERN-F	Bakersfield	7.8	16.1	9	16	79	5	42	58	35	KKXX-F	(41) CHR
WQSR-F	Baltimore	8.9	14.2	6	7	84	9	57	43	31	WWMX-F	(30) AC
WGGZ-F	Baton Rouge	9.2	13.7	5	22	72	6	49	51	29	WFMF-F	(33) CHR
KLTB-F	Boise	8.8	14.3	7	13	85	2	59	41	23	KCIX-F	(33) AC
WODS-F	Boston	6.7	18.9	6	9	81	10	52	48	32	WZOU-F	(23) CHR
WHTT-F	Buffalo	7.9	16.0	9	7	90	3	45	55	40	WKSE-F	(27) CHR
KKRQ-F	Cedar Rapids	7.9	16.0	9	10	87	3	57	43	22	KQCR-F	(40) CHR
WXLY-F	Charleston SC	9.9	12.7	12	8	84	8	57	43	30	WEZL-F	(32) C
WLZT-F	Charleston WV	9.1	13.9	13	13	87	0	48	52	28	WQBE-F	(35) C
WWMG-F	Charlotte	8.5	14.9	12	9	91	0	49	51	26	WRFX-F	(33) AOR
WJMK-F	Chicago	6.8	18.6	5	13	84	3	54	46	30	WBBM-F	(23) CHR
WGRR-F	Cincinnati	8.7	14.6	8	8	82	10	51	49	33	WKRQ-F	(29) CHR
WMJI-F	Cleveland	8.5	14.9	8	7	87	6	60	40	32	WLTF-F	(33) AC
WOMG-F	Columbia SC	9.3	13.6	13	16	82	2	48	52	31	WCOS-F	(32) C
WCOL-F	Columbus OH	7.9	15.9	8	19	78	3	57	43	30	WSNY-F	(37) AC
KLTG-F	Corpus Christi	11.5	11.0	11	9	90	1	53	47	23	KZFM-F	(31) CHR
KLUV-F	Dallas/Ft.Worth	7.5	16.8	5	12	82	6	46	54	28	KSCS-F	(34) C
KUUL-F	Davenport	8.8	14.2	16	8	86	6	52	48	28	WPXR-F	(34) CHR
WYMJ-F	Dayton	7.2	17.5	9	8	75	17	55	45	39	WVUD-F	(27) SAC
KXKL AF	Denver	7.0	18.0	8	12	86	2	52	48	37	KYGO-F	(24) C
KIOA-F	Des Moines	8.4	15.0	10	10	90	0	62	38	17	KRNQ-F	(39) CHR
WOMC-F	Detroit	7.5	16.8	5	14	78	8	47	53	33	WKQI-F	(25) AC
WJLT-F	Fort Wayne	9.2	13.6	10	0	88	12	29	71	38	WAJI-F	(43) AC
KFSO-F	Fresno	7.6	16.5	4	8	91	1	46	54	16	KMJ	(22) N/T
WODJ-F	Grand Rapids	8.5	14.9	13	12	85	3	59	41	24	WGRD-F	(26) CHR
WMQX-F	Greensboro	7.3	17.4	6	12	82	6	61	39	20	WTQR-F	(35) C
WWKL-F	Harrisburg	10.8	11.7	11	7	88	5	51	49	31	WNKX-F	(25) CHR
WDRC-F	Hartford	5.7	22.0	3	7	88	5	49	51	32	WTIC-F	(26) CHR
KLDE-F	Houston	7.1	17.7	4	9	87	4	54	46	29	KIKK-F	(26) C
WKLR-F	Indianapolis	8.5	14.8	11	14	81	5	42	58	24	WFBQ-F	(32) AOR
WTYX-F	Jackson MS	7.8	16.1	13	21	71	8	44	56	39	WMSI-F	(37) C
WKQL-F	Jacksonville	8.2	15.4	11	8	83	9	46	54	27	WAPE-F	(39) CHR
KCMO-F	Kansas City	6.7	18.8	5	8	84	8	49	51	27	KBEQ-F	(26) CHR
WIBM-F	Lansing	5.7	22.1	5	11	86	3	44	56	31	WITL-F	(38) C
KUDA-F	Las Vegas	8.0	15.8	16	3	82	15	54	46	40	KRRI-F	(21) O
WTKT-F	Lexington	6.8	18.4	9	8	92	0	46	54	23	WKQQ-F	(39) AOR
KLDZ-F	Lincoln	9.6	13.2	5	26	74	0	57	43	21	KFRX-F	(29) CHR
KOLL-F	Little Rock	8.9	14.2	17	11	88	1	55	45	26	KSSN-F	(35) C
KRTH-F	Los Angeles	6.4	19.6	4	21	70	9	47	53	31	KOST-F	(27) AC
WRKA-F	Louisville	5.9	21.2	10	13	84	3	50	50	32	WAMZ-F	(31) C
WOLX-F	Madison	7.8	16.2	6	24	72	4	51	49	29	WIBA-F	(39) AOR
KVLY-F	McAllen-Brownsville	9.8	12.9	8	8	86	6	47	53	30	KBFM-F	(45) CHR
KPYR-F	Memphis	7.0	17.9	14	12	81	7	49	51	31	WMC -F	(36) CHR
WMXJ-F	Miami	6.3	20.1	8	8	88	4	44	56	29	WZTA-F	(26) CL AOR
WZTR-F	Milwaukee	6.7	18.9	4	13	81	6	60	40	27	WKTI-F	(37) AC
KQQL-F	Minneapolis	6.4	19.6	7	15	81	4	45	55	31	KDWB-F	(36) CHR
WAVH-F	Mobile	8.7	14.5	9	3	84	13	47	53	22	WKSJ-F	(35) C
WBAM-F	Montgomery	6.3	19.9	4	10	75	15	53	47	26	WLWI-F	(47) C
WRMX-F	Nashville	10.5	12.0	17	5	92	3	56	44	30	WYHY-F	(29) CHR
KQLD-F	New Orleans	7.2	17.5	10	2	91	7	52	48	41	WEZB-F	(34) CHR
WCBS-F	New York	8.7	14.5	5	3	38	59	56	44	36	WINS	(25) NEWS
WLTY-F	Norfolk	9.8	12.9	14	10	84	6	52	48	36	WAFX-F	(24) CL AOR
KOQL-F	Oklahoma City	8.2	15.4	13	5	91	4	41	59	32	KXXY-F	(30) C
KGOR-F	Omaha	8.2	15.3	16	13	86	1	57	43	24	KQKQ-F	(29) CHR
WOCL-F	Orlando	8.7	14.5	12	3	82	15	45	55	35	WSTF-F	(24) AC
WOGL-F	Philadelphia	6.6	19.0	6	5	74	21	50	50	37	KYW	(33) NEWS
KOOL-F	Phoenix	6.5	19.4	1	13	80	7	46	54	34	KNIX-F	(30) C

OLDIES/GOLD
(continued)

NATIONAL MEAN:		7.8	16.2	8.3	10.4	82.1	7.5	51.0	49.0	31.1	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WWSW AF	Pittsburgh	9.2	13.7	11	4	84	12	54	46	39	WBZZ-F	(29) CHR
WYNZ AF	Portland ME	7.7	16.4	6	0	69	31	47	53	51	WPOR-F	(30) C
KKSN-F	Portland OR	6.8	18.6	6	10	84	6	50	50	35	KEX	(27) FS
WWBB-F	Providence	9.0	14.0	11	7	73	20	51	49	35	WPRO-F	(29) CHR
WTRG-F	Raleigh	7.0	17.9	10	14	79	7	37	63	39	WRAL-F	(30) AC
KODS-F	Reno	12.8	9.8	13	11	76	13	61	39	28	KWNZ-F	(28) CHR
WDCK-F	Richmond	6.5	19.4	5	9	88	3	48	52	24	WRVQ-F	(37) CHR
WKLX-F	Rochester	8.0	15.8	6	13	80	7	55	45	25	WCMF-F	(38) AOR
WKMQ-F	Rockford	8.6	14.7	10	12	83	5	44	66	27	WZOK-F	(59) CHR
KHYL-F	Sacramento	8.3	15.2	9	5	90	5	51	49	34	KXOA-F	(26) AC
WHNN-F	Saginaw	10.1	12.5	5	15	80	5	40	60	29	WIOG-F	(46) CHR
KLOU-F	St. Louis	6.2	20.4	8	10	76	14	45	55	35	KMOX	(35) T
KCBQ-F	San Diego	6.2	20.3	2	4	85	11	55	45	30	KGB -F	(25) AOR
KFRC-F	San Francisco	5.5	23.0	4	18	74	8	52	48	41	KMEL-F	(24) CHR
KARA-F	San Jose	9.0	14.0	4	20	73	7	31	69	30	KHQT-F	(22) CHR
KBSG-F	Seattle	6.6	19.1	6	10	83	7	56	44	32	KIRO	(26) NEWS
WSEN AF	Syracuse	6.2	20.2	9	9	84	7	66	34	30	WYYY-F	(41) AC
WYUU-F	Tampa	8.6	14.7	8	7	87	6	53	47	25	WWRM-F	(26) SAC
KWFM AF	Tucson	7.6	16.6	15	9	87	4	56	44	39	KRQQ-F	(39) CHR
KQLL AF	Tulsa	7.0	18.0	3	0	98	2	52	48	24	KWEN-F	(33) C
WXTR-F	Washington	6.4	19.7	3	15	76	9	52	48	41	WASH-F	(26) SAC
KEYN-F	Wichita	9.3	13.6	9	14	84	2	62	38	26	KFDI-F	(35) C
WBBG-F	Youngstown	11.5	11.0	6	9	81	10	50	50	40	WHOT-F	(38) CHR

SOFT AC/EZ

NATIONAL MEAN:		9.2	13.7	10.6	8.4	58.2	33.4	36.5	63.5	39.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WROW-F	Albany-Schenec-Troy	EZ	9.8	12.9	11	3	45	52	40	60	46	WGY (25) FS
KMGA-F	Albuquerque		8.0	15.7	2	0	97	3	35	65	36	KKOB-F (43) AC
WFMZ-F	Allentown	EZ	14.1	8.9	19	2	26	72	45	55	61	WLEV-F (21) AC
WFGY-F	Altoona		11.4	11.0	13	12	62	26	44	56	49	WVAM (27) C
KMLT-F	Amarillo		8.3	15.1	11	13	74	13	47	53	28	KLSF-F (40) AC
WROE-F	Appleton		10.3	12.2	12	19	70	11	37	63	31	WMGV-F (25) AC
WPCH-F	Atlanta		9.8	12.8	10	6	59	35	33	67	35	WSB -F (31) AC
WFPG-F	Atlantic City		11.6	10.9	13	7	56	37	27	73	36	WAVY-F (31) AC
KKMJ-F	Austin		7.9	15.9	13	14	70	16	31	69	30	KHFI-F (24) CHR
KGFM-F	Bakersfield		10.5	12.1	16	3	53	44	54	46	44	KERN (27) N/T
WLIF-F	Baltimore	EZ	9.5	13.2	13	1	54	45	35	65	44	WBAL (25) N/T
WMXW-F	Binghamton		8.0	15.7	10	12	66	22	32	68	41	WAAL-F (39) CHR
WSSH-F	Boston		8.5	14.8	10	11	55	34	25	75	38	WXKS-F (19) CHR
WEZN-F	Bridgeport		11.3	11.2	11	6	66	28	38	62	38	WICC (31) FS
WJYE-F	Buffalo		8.4	15.1	7	13	56	31	35	65	38	WBUF-F (27) AC
WHBC-F	Canton		8.5	14.8	5	9	77	14	39	61	17	WHBC (29) FS
WSUY-F	Charleston SC		9.4	13.4	9	9	65	26	37	63	25	WSSX-F (29) CHR
WBES-F	Charleston WV	EZ	14.1	8.9	17	0	28	72	6	94	66	WQBE-F (41) C
WEZC-F	Charlotte		7.9	15.9	7	7	58	35	34	66	31	WMXC-F (30) AC
WDEF-F	Chattanooga	EZ	10.9	11.6	18	0	38	62	34	66	67	WDOD-F (23) C
WLIT-F	Chicago		10.0	12.6	7	7	74	19	33	67	30	WKQX-F (20) AC
WWEZ-F	Cincinnati		8.9	14.1	11	8	52	40	44	56	38	WLW (35) FS
WDOK-F	Cleveland		9.2	13.6	6	8	61	31	42	58	40	WQAL-F (31) AC
KRDO-F	Colorado Springs	EZ	11.4	11.1	14	2	53	45	36	64	49	KKCS-F (25) C
WBNS-F	Columbus OH	EZ	9.2	13.6	12	1	46	53	50	50	49	WTVN (29) FS
KLRX-F	Dallas-Ft.Worth		6.5	19.3	4	17	67	16	42	58	36	KSCS-F (29) C
KRVR-F	Davenport		10.0	12.6	10	12	70	18	36	64	26	KUUL-F (33) O
WVUD-F	Dayton		8.9	14.1	4	17	57	26	28	72	35	WGTZ-F (37) CHR
WWLV-F	Daytona Beach	EZ	10.8	11.6	16	2	42	56	37	63	48	WWKA-F (20) C
KOSI-F	Denver		9.0	14.0	8	7	71	22	36	64	36	KHOW-F (23) AC
KLYF-F	Des Moines		10.5	12.0	11	10	83	7	31	69	27	KRNQ-F (43) CHR
WJOI-F	Detroit	EZ	10.8	11.7	7	2	36	62	40	60	44	WJR (35) FS
WLTJ-F	Detroit		7.8	16.1	4	10	71	19	39	61	25	WKQI-F (31) AC
KDAL-F	Duluth		9.5	13.3	9	21	76	3	43	57	32	KZIO-F (38) CHR
KTSM-F	El Paso		9.2	13.7	7	4	55	41	49	51	43	KHEY-F (32) C
KPNW-F	Eugene		6.3	19.9	10	12	77	11	33	67	33	KSND-F (34) CHR
KJOI-F	Fresno		10.4	12.1	18	20	56	24	25	75	41	KMJ (26) N/T
WOOD-F	Grand Rapids	EZ	8.2	15.3	11	7	42	51	41	59	50	WOOD (27) FS
WQLH-F	Green Bay		10.5	12.0	9	6	84	10	39	61	28	WIXX-F (57) CHR
WWWB-F	Greensboro		8.8	14.4	11	14	77	9	33	67	30	WMAG-F (34) AC
WSPA-F	Greenville SC		9.7	12.9	14	5	47	48	57	43	43	WMYI-F (31) AC
WRCH-F	Hartford		9.7	12.9	10	4	64	32	33	67	32	WTIC (31) FS
KUMU AF	Honolulu		11.0	11.5	20	2	67	31	56	44	30	KSSK (30) FS
KODA-F	Houston		8.0	15.8	8	11	76	13	39	61	28	KHMX-F (23) AC
WRSB-F	Huntsville	EZ	12.1	10.5	25	0	42	58	36	64	57	WDRM-F (29) C
WTPI-F	Indianapolis		10.3	12.3	12	8	81	11	40	60	36	WENS-F (29) AC
WEJZ-F	Jacksonville		7.2	17.6	8	13	74	13	36	64	35	WAPE-F (44) CHR
WQLR-F	Kalamazoo		11.3	11.2	9	12	84	4	31	69	34	WKFR-F (33) CHR
KMBR-F	Kansas City		7.7	16.3	10	2	60	38	43	57	35	KMBZ (28) T/N
WEZK-F	Knoxville		10.3	12.2	13	13	70	17	44	56	32	WIVK-F (43) C
WEZY-F	Lakeland	EZ	14.4	8.8	30	4	26	70	42	58	48	WPCV-F (17) C
WNCE-F	Lancaster		10.1	12.5	12	6	48	46	28	72	40	WARM-F (27) SAC
WJIM-F	Lansing		9.2	13.7	10	14	68	18	40	60	36	WVIC-F (28) CHR
KXTZ-F	Las Vegas	EZ	13.1	9.6	23	2	41	57	46	54	54	KNUU (20) N/T
KRLV-F	Las Vegas		9.3	13.6	9	12	79	9	41	59	36	KLUC-F (33) CHR
WCOZ-F	Lexington		8.1	15.6	10	17	72	11	46	54	15	WLAP-F (42) CHR
KEZG-F	Lincoln		9.4	13.4	10	10	72	18	29	71	20	KRFK-F (30) CHR
KEZQ-F	Little Rock		11.7	10.8	13	9	61	30	29	71	55	KSSN-F (35) C
KXEZ-F	Los Angeles		8.1	15.6	6	5	63	32	44	56	34	KOST-F (26) AC
WVEZ-F	Louisville		9.6	13.2	9	22	64	14	31	69	28	WRKA-F (31) C

SOFT AC/EZ
(continued)

NATIONAL MEAN:		9.2	13.7	10.6	8.4	58.2	33.4	36.5	63.5	39.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
KTEZ-F	Lubbock		12.3	10.3	7	20	76	4	36	64	29	KLLL-F (47) C
WZID-F	Manchester		12.4	10.1	14	10	60	30	30	70	42	WSSH-F (25) SAC
WEZI-F	Memphis	EZ	7.9	16.0	10	4	48	48	39	61	47	WRVR-F (41) AC
WLYF-F	Miami	EZ	13.2	9.5	21	3	33	64	33	67	56	WTMI-F (14) CL
WJQY-F	Miami		8.8	14.2	8	15	62	33	38	62	29	WLYF-F (27) EZ
WEZW-F	Milwaukee		8.8	14.2	11	6	56	38	39	61	46	WTMJ (36) FS
WLTQ-F	Milwaukee		6.6	19.0	2	1	95	4	24	76	30	WKTI-F (34) AC
WLTE-F	Minneapolis		9.3	13.5	5	13	70	17	26	74	33	KDWB-F (32) CHR
KBEE-F	Modesto	EZ	10.0	12.6	27	0	37	63	36	64	58	KJSN-F (17) SAC
WZEZ-F	Nashville		10.4	12.1	10	7	71	22	38	52	38	WLAC-F (26) AC
WPAT AF	New York	EZ	10.2	12.4	12	0	34	66	42	58	53	WINS (26) NEWS
WLTW-F	New York		8.8	14.3	5	9	73	18	38	62	34	WNSR-F (25) AC
WFOG-F	Norfolk	EZ	10.9	11.6	12	4	42	54	42	58	51	WCMS-F (22) C
WJQI-F	Norfolk		9.1	13.8	10	16	72	12	40	60	35	WWDE-F (29) AC
KKNG-F	Oklahoma City	EZ	6.4	19.7	9	2	50	48	31	69	48	KMGL-F (30) AC
KESY-F	Omaha		8.7	14.6	10	6	63	31	38	62	31	KFAB (35) FS
WMGF-F	Orlando		8.8	14.3	6	23	53	24	44	56	29	WSTF-F (33) AC
WMEZ-F	Pensacola		8.9	14.1	12	13	41	46	48	52	47	WXBM-F (22) C
WSWT-F	Peoria		9.1	13.8	7	15	60	25	33	67	31	WKZW-F (31) CHR
WEAZ-F	Philadelphia		8.7	14.5	6	7	63	30	32	68	32	KYW (42) NEWS
WKSZ-F	Philadelphia		8.2	15.4	3	15	66	19	29	71	25	KYW (33) NEWS
KKLT-F	Phoenix		7.8	16.1	5	18	62	20	35	65	46	KNIX-F (24) C
WLTJ-F	Pittsburgh		10.2	12.4	8	6	82	12	34	66	25	WBZZ-F (36) CHR
WHOM-F	Portland ME	EZ	10.0	12.7	17	0	35	65	39	61	45	WGAN (31) FS
KXL -F	Portland OR		7.0	18.0	6	5	67	28	40	60	25	KEX (38) FS
WWLI-F	Providence		9.5	13.3	9	7	66	27	31	69	40	WSNE-F (24) AC
WYLT-F	Raleigh		7.5	16.9	10	20	61	19	52	48	34	WRAL-F (37) AC
KRNO-F	Reno		10.0	12.6	15	22	79	0	31	69	29	KWNZ-F (46) CHR
WTVR-F	Richmond	EZ	11.9	10.6	16	0	44	56	37	63	48	WRVA (51) FS
KDUO-F	Riverside-SB	EZ	10.3	12.2	14	6	25	69	31	69	55	KFRG-F (23) C
WPVR-F	Roanoke	EZ	11.6	10.8	21	2	37	61	38	62	54	WSLQ-F (20) AC
WRMM AF	Rochester		6.0	20.8	4	24	63	13	30	70	38	WVOR-F (44) AC
WRWC-F	Rockford		8.4	15.0	6	8	84	8	28	72	35	WZOK-F (52) CHR
KYMX-F	Sacramento		7.5	16.8	5	12	68	30	26	74	34	KSFM-F (26) CHR
WGER-F	Saginaw		11.3	11.1	9	7	71	22	33	67	36	WIOG-F (38) CHR
KEZK-F	St. Louis		8.2	15.3	10	6	56	38	41	59	39	KMOX (47) T
KSFI-F	Salt Lake		9.2	13.7	5	13	63	24	36	64	32	KSL (26) FS
KQXT-F	San Antonio		8.9	14.1	15	4	68	28	34	66	37	WOAI (23) N/T
KJQY-F	San Diego		9.1	13.9	8	9	57	34	35	65	46	KYXY-F (22) AC
KABL AF	San Francisco		7.1	17.7	5	7	55	38	43	57	46	KOIT-F (25) SAC
KOIT AF	San Francisco		7.3	17.4	7	6	79	15	35	65	30	KIOI-F (23) AC
KEZX-F	Seattle	EZ	9.7	13.0	4	1	28	71	59	41	67	KIRO (43) NEWS
KLTX-F	Seattle		6.0	20.9	3	19	71	10	35	65	31	KUBE-F (33) CHR
KELO-F	Sioux Falls		11.9	10.6	10	17	67	16	42	58	30	KPAT-F (31) CHR
WYEZ-F	South Bend		7.7	16.4	12	3	58	39	38	62	37	WNSN-F (32) AC
KXLY-F	Spokane	EZ	9.6	13.1	13	5	40	55	51	49	56	KXLY (20) N/T
WMAS-F	Springfield MA		9.6	13.2	11	23	55	22	31	69	33	WHYN-F (35) AC
KTXR-F	Springfield MO		10.2	12.4	7	3	53	44	43	57	48	KTTS-F (35) C
WRHP-F	Syracuse	EZ	11.0	11.5	13	0	29	71	44	56	64	WSYR (35) FS
WWRM-F	Tampa-St. Pete	EZ	11.7	10.8	18	3	44	53	32	68	54	WUSA-F (22) AC
WLQR-F	Toledo		7.1	17.7	10	4	64	32	42	58	32	WVKS-F (28) CHR
KBZ-F	Tusla		9.7	13.0	5	7	54	39	37	63	35	KRMG (30) FS
WGAY-F	Washington	EZ	10.2	12.4	9	5	37	58	42	58	55	WMAL (25) FS
WASH-F	Washington		7.3	17.1	5	9	84	7	37	63	33	WLTT-F (33) AC
WEAT AF	West Palm	EZ	12.9	9.8	30	1	12	87	39	61	70	WJNO-F (17) AC
KOEZ-F	Wichita	EZ	8.0	15.7	13	0	30	70	28	72	51	KFDI-F (25) C
WSRS-F	Worcester		9.8	12.9	13	10	65	25	38	62	38	WTAG (28) FS
WARM-F	York		12.0	10.5	7	10	77	13	32	68	33	WYCR-F (30) CHR
WKBN-F	Youngstown		9.2	13.7	4	8	61	31	30	70	48	WHOT-F (35) CHR

CHR/TOP 40

NATIONAL MEAN:		7.8	16.1	11.1	54.3	42.8	2.9	40.9	59.1	45.4	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WKDD-F	Akron	8.3	15.1	8	37	62	1	45	55	45	WPHR-F	(38) CHR
WFLY-F	Albany Schenectady-Troy	8.4	15.1	12	50	45	5	41	59	42	WKLI-F	(27) AC
KKSS-F	Albuquerque	8.4	14.9	16	77	22	1	45	55	63	KKOB-F	(26) AC
WAEB-F	Allentown	7.1	17.7	4	45	52	3	37	63	35	WHXT-F	(50) CHR
WPRR-F	Altoona	10.8	11.6	25	54	46	0	41	59	45	WALY-F	(25) AC
KQIZ-F	Amarillo	7.7	16.3	9	71	29	0	42	58	50	KAKS-F	(45) CHR
KGOT-F	Anchorage	8.9	14.1	7	48	52	0	32	68	39	KPXR-F	(61) CHR
KPXR-F	Anchorage	7.5	16.7	9	74	26	0	44	56	14	KGOT-F	(71) CHR
WKSF-F	Asheville	11.3	12.0	16	45	53	2	49	51	42	WMYI-F	(40) AC
WAPS-F	Atlanta	8.0	15.8	11	65	33	2	44	56	45	WSB -F	(37) AC
WBBQ AF	Augusta GA	11.6	10.9	13	28	51	21	41	59	48	WZNY-F	(34) AC
KHFI-F	Austin	7.8	16.3	8	63	36	1	42	58	43	KBTS-F	(53) CHR
KBTS-F	Austin	5.8	21.9	10	65	32	3	28	72	51	KNFI-F	(53) CHR
KKXX-F	Bakersfield	9.7	13.0	18	62	36	2	48	52	52	KUZZ-F	(26) C
WBSB-F	Baltimore	6.3	20.0	7	41	57	2	28	72	45	WIYY-F	(32) AOR
WFMF-F	Baton Rouge	8.3	15.3	12	59	39	2	33	67	37	WTGE-F	(32) AOR
WAAL-F	Binghamton	9.1	13.7	18	60	40	0	38	62	51	WMRV-F	(35) AC
WAPI-F	Birmingham	7.2	17.5	11	48	48	4	38	62	27	WMJJ-F	(38) AC
WBNQ-F	Bloomington IL	8.5	14.8	10	60	39	1	31	69	43	WKZW-F	(35) CHR
KFXD-F	Boise	9.8	12.9	21	81	19	0	42	58	47	KZMG-F	(24) AC
WZOU-F	Boston	7.7	16.3	10	73	27	0	47	53	55	WXKS-F	(47) CHR
WXKS-F	Boston	6.8	18.5	5	43	52	5	30	70	38	WZOU-F	(49) CHR
WKSE-F	Buffalo	7.8	16.1	9	62	34	4	31	69	54	WMJQ-F	(45) CHR
KTRS-F	Casper	11.9	10.6	26	47	53	0	55	45	40	KQLT-F	(37) O
KQCR-F	Cedar Rapids	8.0	15.8	11	56	40	4	18	82	48	KOKZ-F	(38) CHR
WSSX-F	Charleston SC	8.1	15.5	17	53	47	0	48	52	43	WAVF-F	(28) AOR
WVSR-F	Charleston WV	9.3	13.6	12	46	54	0	32	68	48	WVAF-F	(46) AC
WCKZ-F	Charlotte	7.9	16.0	9	57	42	1	45	55	45	WPEG-F	(37) B/U
WSKZ-F	Chattanooga	7.4	17.1	10	43	59	0	54	46	37	WUSY-F	(43) C
WBBM-F	Chicago	7.2	17.5	11	62	37	1	52	48	51	WKQX-F	(21) AC
WKRQ-F	Cincinnati	8.4	15.0	13	59	41	0	37	63	46	WEBN-F	(31) AOR
WPHR-F	Cleveland	6.4	19.7	6	70	29	1	37	63	51	WLTF-F	(39) AC
KKMG-F	Colorado Springs	9.5	13.3	20	57	42	1	34	66	51	KIKX-F	(46) CHR
WNOK-F	Columbia SC	9.9	12.7	14	59	41	0	52	48	31	WYYS-F	(28) CHR
WCGQ-F	Columbus GA	11.5	11.0	24	68	30	2	47	53	50	WGSY-F	(38) AC
WNCI-F	Columbus OH	9.7	13.0	12	36	64	0	47	53	39	WLVQ-F	(28) AOR
KZFM-F	Corpus Christi	9.6	13.1	13	57	42	1	42	58	54	KRYS-F	(35) C
KEGL-F	Dallas-Ft. Worth	6.4	19.6	5	58	42	0	39	61	40	KHYI-F	(47) CHR
KHYI-F	Dallas-Ft. Worth	5.2	24.4	4	62	38	0	39	61	53	KEGL-F	(59) CHR
WPXR-F	Davenport	8.2	15.3	20	62	38	0	40	60	49	WXLN-F	(36) AOR
WGTZ-F	Dayton	8.0	15.7	11	55	42	3	29	71	49	WHKO-F	(26) C
KQKS-F	Denver	6.8	18.4	12	73	26	1	30	70	59	KRXY-F	(44) CHR
KRNQ-F	Des Moines	9.0	14.0	16	53	45	2	40	60	45	KGGO-F	(42) AOR
WHYT-F	Detroit	6.4	19.6	6	62	35	3	42	58	46	WDFX-F	(62) CHR
WDFX-F	Detroit	5.0	25.2	3	75	25	0	34	66	48	WHYT-F	(53) CHR
KZIO-F	Duluth	9.2	13.6	14	59	41	0	35	65	47	KQDS-F	(43) AOR
KPRR-F	El Paso	9.5	13.3	15	66	34	0	47	53	60	KEZB-F	(32) AC
WJET-F	Erie	9.1	13.9	13	47	51	2	34	66	46	WMXE-F	(46) AC
KSND-F	Eugene	8.1	15.5	18	80	20	0	33	67	52	KMGE-F	(39) AC
WSTO-F	Evansville	9.8	12.8	10	51	48	1	35	65	40	WKDQ-F	(32) AC
WDAY-F	Fargo	9.3	13.5	18	63	36	1	39	61	54	KQWB-F	(39) AOR
WWCK-F	Flint	8.2	15.4	13	62	38	0	43	57	46	WIOG-F	(44) CHR
WQV-F	Fort Pierce	8.8	14.3	11	54	40	6	36	64	51	WZZR-F	(35) CHR
WMEE-F	Fort Wayne	8.3	15.2	14	42	57	1	44	56	44	WJJB-F	(34) CHR
KBOS-F	Freno	7.0	18.1	5	51	43	6	41	59	50	KQPW-F	(46) CHR
WGRD-F	Grand Rapids	7.7	16.3	12	63	36	1	38	62	48	WKLQ-F	(31) AOR
WIXX-F	Green Bay	8.9	14.2	17	49	51	0	42	58	43	WAPL-F	(39) AOR
WKZL-F	Greensboro	6.7	18.8	6	56	44	0	38	62	39	WKSJ-F	(38) CHR
WBBO-F	Greenville SC	9.1	13.8	6	56	44	0	53	47	38	WMYI-F	(43) AC
WNNK AF	Harrisburg	9.9	12.8	11	36	54	10	36	62	36	WQXA-F	(30) CHR

CHR/TOP 40
(continued)

NATIONAL MEAN:		7.8	16.1	11.1	54.3	42.8	2.9	40.9	59.1	45.4	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WTIC-F	Hartford	7.0	18.0	11	41	50	9	43	57	50	WKSS-F	(45) CHR
WKSS-F	Hartford	6.0	21.2	5	62	37	1	41	59	48	WTIC-F	(63) CHR
KIKI-F	Honolulu	10.2	12.3	16	59	41	0	43	57	45	KQMQ-F	(37) CHR
KQMQ AF	Honolulu	6.0	21.2	7	34	65	1	40	60	30	KIKI-F	(46) CHR
KRBE-F	Houston	5.2	24.3	2	62	35	3	52	48	53	KKBQ-F	(56) CHR
WKEE-F	Huntington	8.9	14.2	20	52	42	6	34	66	50	WRVC-F	(40) AC
WZYP-F	Huntsville	8.5	14.9	14	52	46	2	46	54	40	WDRM-F	(39) C
WZPL-F	Indianapolis	9.0	13.9	15	56	41	3	37	63	42	WFBQ-F	(35) AOR
WAPE-F	Jacksonville	7.9	16.0	11	48	51	1	39	61	43	WIVY-F	(31) AC
WQUT-F	Johnson City TN	10.0	12.6	12	40	55	5	46	54	38	WTFM-F	(42) AC
WGLU-F	Johnstown	9.3	14.4	16	55	42	3	38	62	49	WKYE-F	(32) AC
WKFR-F	Kalamazoo	9.0	14.1	12	53	46	1	39	61	35	WRKR-F	(31) AOR
KBEQ-F	Kansas City	5.3	23.6	4	53	47	0	46	54	51	KXXR-F	(43) CHR
WOKI-F	Knoxville	9.2	13.7	15	62	35	3	47	53	45	WMYU-F	(41) AC
WLAN-F	Lancaster	6.2	20.5	8	41	54	5	61	39	34	WQXA-F	(32) CHR
WVIC AF	Lansing	9.0	14.0	14	45	54	1	50	50	43	WGOR-F	(33) CHR
KLUC AF	Las Vegas	7.1	17.7	8	51	48	1	44	56	51	KYRK-F	(50) CHR
WLAP-F	Lexington	9.4	13.4	11	43	55	2	41	59	36	WKQQ-F	(38) AOR
KFRX-F	Lincoln	5.4	23.3	8	45	55	0	40	60	37	KKNB-F	(40) CHR
KIIS AF	Los Angeles	5.6	22.5	4	49	49	2	40	60	45	KPWR-F	(48) CHR
KPWR-F	Los Angeles	6.4	19.8	4	59	40	1	60	40	46	KIIS-F	(61) CHR
WDJX AF	Louisville	8.1	15.6	13	54	44	2	46	54	39	WZKS-F	(36) CHR
KZII-F	Lubbock	7.7	16.3	13	60	39	1	42	58	52	KRLB-F	(51) AC
WAYS-F	Macon	7.3	17.2	7	41	53	6	35	65	50	WDEN-F	(33) C
WZEE-F	Madison	5.7	22.3	8	64	36	0	36	64	46	WJJO-F	(53) CHR
KBFM-F	McAllen-Brownsville	8.6	14.7	11	66	32	2	42	58	59	KTEX-F	(37) C
WMC -F	Memphis	8.1	15.5	14	35	60	5	35	65	34	WGRF-F	(33) AOR
WPOW-F	Miami	9.3	13.6	9	65	33	2	59	41	45	WHYI-F	(37) CHR
WHYI-F	Miami	6.5	19.5	4	45	51	4	40	60	40	WPOW-F	(40) CHR
WLUM-F	Milwaukee	7.7	16.5	11	60	37	3	45	55	60	WKTI-F	(37) AC
KDWB-F	Minneapolis	7.9	15.9	10	67	31	2	32	68	47	KQRS-F	(41) AOR
WABB-F	Mobile	7.7	16.4	9	58	41	1	45	55	42	WKRG-F	(32) AC
KHOP-F	Modesto	8.7	14.4	16	59	41	0	44	56	52	KOSO-F	(22) AC
WHHY-F	Montgomery	9.5	13.2	11	21	63	16	43	57	45	WLWI-F	(36) C
WYHY-F	Nashville	8.4	15.0	9	54	45	1	39	61	45	WLAC-F	(22) AC
WBLI-F	Nassau-Suffolk	8.2	15.3	5	29	66	5	35	65	34	WALK-F	(37) AC
WKCI-F	New Haven	7.8	16.2	12	34	59	7	36	64	45	WKSS-F	(40) CHR
WEZB-F	New Orleans	7.8	16.2	10	52	46	2	50	50	46	WMXZ-F	(29) AC
WHTZ-F	New York	6.1	20.5	5	49	49	2	39	61	51	WPLJ-F	(46) CHR
WQHT-F	New York	9.0	14.0	9	60	39	1	45	55	52	WHTZ-F	(43) CHR
WPLJ-F	New York	4.6	27.5	3	48	50	2	41	59	43	WHTZ-F	(55) CHR
WNVZ-F	Norfolk	7.2	17.5	9	65	33	2	49	51	45	WOWI-F	(49) B/U
KJYO-F	Oklahoma City	8.2	15.3	12	57	42	1	40	60	49	KZBS-F	(37) CHR
KQKQ-F	Omaha	7.7	16.4	8	54	45	1	37	63	33	KXKT-F	(46) CHR
WXXL-F	Orlando	6.8	18.5	7	56	38	6	53	47	44	WOMX-F	(57) AC
KCAQ-F	Oxnard	7.3	17.2	6	69	31	0	65	35	54	KIIS-F	(27) CHR
WJLQ-F	Pensacola	8.3	15.2	15	33	62	5	51	49	51	WABB-F	(33) CHR
WKZW-F	Peoria	8.2	15.4	17	59	40	1	33	67	50	WGLO-F	(30) AC
WIOQ-F	Philadelphia	6.7	18.8	5	72	26	2	44	56	54	WEGX-F	(55) CHR
WEGX-F	Philadelphia	5.2	24.4	5	53	40	7	39	61	46	WIOQ-F	(53) CHR
KOY -F	Phoenix	6.2	20.2	6	68	27	5	42	58	49	KKFR-F	(53) CHR
KKFR-F	Phoenix	6.4	19.8	7	64	33	3	57	43	59	KOY -F	(56) CHR
WBZZ-F	Pittsburgh	7.0	17.9	9	43	51	6	35	65	35	WOVE-F	(35) AOR
WTHT-F	Portland ME	7.0	18.0	12	76	24	0	27	73	51	WBLM-F	(42) AOR
KKRZ-F	Portland OR	7.8	16.1	13	67	33	0	39	61	60	KXYQ-F	(32) CHR
WERZ-F	Portsmouth NH	7.8	16.1	15	46	53	1	32	68	35	WHEB-F	(42) AOR
WPRO-F	Providence	6.3	20.0	7	50	44	6	40	60	47	WWKX-F	(28) CHR
WDCG-F	Raleigh	6.9	18.2	12	59	39	2	40	60	44	WRAL-F	(35) AC
KWNZ-F	Reno	12.3	10.2	18	58	42	0	40	60	40	KRNO-F	(32) SAC
WRVQ-F	Richmond	8.2	15.3	14	51	47	2	42	58	44	WMXB-F	(35) AC

CHR/TOP 40
(continued)

NATIONAL MEAN:		7.8	16.1	11.1	54.3	42.8	2.9	40.9	59.1	45.4	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
KGGI-F	Riverside-SB	9.0	14.1	8	46	51	3	40	60	45	KIIS-F	(23) CHR
WXLK-F	Roanoke	9.9	12.7	16	45	45	10	34	66	50	WYYD-F	(25) C
WPXY-F	Rochester	8.1	15.5	10	64	34	2	33	67	42	WCMF-F	(46) AOR
WZOK-F	Rockford	9.8	12.8	17	45	47	8	32	68	35	WXRX-F	(26) CL AOR
KSFM-F	Sacramento	7.8	16.4	11	52	46	2	52	48	62	KWOD-F	(35) CHR
WIOG-F	Saginaw	8.8	14.4	13	30	43	27	42	58	46	WKQZ-F	(30) AOR
WKBQ-F	St. Louis	6.4	19.5	9	68	31	1	32	68	48	KSHE-F	(39) AOR
KDON-F	Salinas-Monterey-SC	11.0	11.5	15	63	31	6	50	50	49	KWAV-F	(22) AC
KISN-F	Salt Lake City	5.4	23.3	2	41	59	0	50	50	37	KUTQ-F	(28) CHR
KTFM-F	San Antonio	8.3	15.2	15	53	42	5	37	63	51	KSRR-F	(32) AC
KKLQ AF	San Diego	6.4	19.8	11	63	35	2	49	51	49	XHTZ-F	(36) CHR
KMEL-F	San Francisco	8.3	15.2	9	57	42	1	43	57	52	KSOL-F	(51) B/U
KHQT-F	San Jose	8.6	3.7	14	70	29	1	37	63	63	KMEL-F	(27) CHR
WZAT-F	Savannah	8.3	15.2	9	51	45	4	52	48	48	WIXV-F	(32) AOR
KPLZ-F	Seattle	6.6	18.9	8	70	29	1	45	55	52	KUBE-F	(50) CHR
KUBE-F	Seattle	5.7	22.0	4	50	47	3	43	57	40	KPLZ-F	(57) CHR
KTUX-F	Shreveport	7.7	16.4	8	56	44	0	43	57	33	KRMD-F	(40) C
KPAT-F	Sioux Falls	9.0	14.0	15	70	29	1	31	69	46	KRRO-F	(32) CL AOR
WNDU-F	South Bend	7.3	17.3	7	44	50	6	34	66	42	WZZP-F	(46) CHR
KZZU-F	Spokane	9.7	13.0	19	54	46	0	42	58	46	KISC-F	(32) AC
KKHT-F	Springfield MO	9.1	13.8	18	61	36	3	38	62	49	KXUS-F	(39) AOR
WRKY-F	Steubenville	9.5	13.3	9	38	58	4	40	60	47	WOMP-F	(31) CHR
WNTQ-F	Syracuse	7.5	16.8	8	58	41	1	36	64	40	WYYY-F	(49) AC
WFLZ-F	Tampa-St.Pete	9.2	13.7	14	52	43	5	47	53	51	WRBQ-F	(51) CHR
WRBQ AF	Tampa-St.Pete	6.8	18.7	7	43	47	10	33	67	42	WFLZ-F	(57) CHR
WVKS-F	Toledo	6.9	18.3	8	41	55	4	35	65	34	WRQN-F	(54) CHR
KRQQ-F	Tucson	9.5	13.3	11	45	50	5	40	60	37	KLPX-F	(30) AOR
KMYZ-F	Tulsa	8.4	14.9	9	67	33	0	48	52	45	KAYI-F	(51) CHR
KAYI-F	Tulsa	7.1	17.8	9	61	39	0	47	53	54	KMYZ-F	(54) CHR
WRCK-F	Utica	9.0	14.1	18	60	39	1	32	68	60	WOUR-F	(34) AOR
KWTX-F	Waco	7.7	16.5	8	57	40	3	32	68	41	KNFO-F	(29) C
WPGC-F	Washington	9.1	13.8	10	56	39	5	35	65	56	WKYS-F	(41) B/U
WAVA-F	Washington	6.2	20.2	9	53	45	2	44	56	49	WRQX-F	(44) AC
KFMW-F	Waterloo-Cedar Falls	7.6	16.7	12	54	46	0	50	50	30	KOKZ-F	(62) CHR
WOMP-F	Wheeling	8.5	14.9	19	47	51	2	52	48	43	WEGW-F	(31) CL AOR
KKRD-F	Wichita	5.9	21.2	11	59	39	2	26	74	44	KICT-F	(31) AOR
WKRZ-F	Wilkes Barre-Scranton	10.0	12.6	13	41	54	5	41	59	38	WEZX-F	(26) AOR
WSTW-F	Wilmington DE	10.9	11.5	9	29	69	2	38	62	23	WMMR-F	(40) AOR
WQXA-F	York	9.2	13.8	12	53	45	2	58	42	37	WYCR-F	(34) CHR
WYCR-F	York	7.2	17.4	12	47	53	0	38	62	46	WARM-F	(33) CHR
WHOT-F	Youngstown	8.6	14.6	12	36	55	9	47	53	47	WPHR-F	(28) CHR

COUNTRY

NATIONAL MEAN:		11.4	11.0	17.1	11.2	56.4	32.4	45.7	54.3	41.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WGNA-F	Albany-Schenectady-Troy	9.6	13.2	21	7	59	34	54	46	45	WGY	(20) FS
KRST AF	Albuquerque	11.3	11.1	10	15	70	15	48	52	43	KOLT-F	(27) C
WVAM	Altoona	13.5	9.3	15	4	40	56	44	56	64	WFBG	(35) FS
KMML-F	Amarillo	11.7	10.8	19	14	65	21	45	55	44	KBUY-F	(25) C
KASH-F	Anchorage	12.8	9.9	32	15	69	16	48	52	42	KGOT-F	(21) CHR
WUSW-F	Appleton	10.7	11.8	11	10	67	23	38	62	46	WAPL-F	(23) AOR
WWNC	Asheville	11.4	11.0	20	4	41	55	40	60	69	WKSF-F	(23) CHR
WYAY FF	Atlanta	10.8	11.7	12	14	71	15	53	47	34	WKHX-F	(31) C
WKHX-F	Atlanta	8.4	15.0	11	10	60	30	47	53	48	WYAY-F	(30) C
WKXC-F	Augusta	13.7	9.2	30	21	56	23	48	52	42	WBBQ-F	(37) CHR
KASE-F	Austin	12.6	10.0	13	21	64	15	43	57	36	KVET-F	(23) C
KUZZ-F	Bakersfield	9.9	12.7	23	20	58	22	41	59	48	KKXX-F	(24) CHR
WPOC-F	Baltimore	9.8	12.8	18	8	63	29	50	50	46	WQSR-F	(18) O
WYNK-F	Baton Rouge	10.6	11.9	23	14	65	21	49	51	41	WKJN-F	(30) C
WKJN-F	Baton Rouge	7.2	17.6	13	6	78	16	45	55	37	WYNK-F	(60) C
WHWK-F	Binghamton	11.2	11.3	10	6	72	22	47	53	51	WAAL-F	(28) CHR
WZZK AF	Birmingham	12.7	9.9	27	16	61	23	49	51	42	WZRR-F	(20) AOR
KQFC-F	Boise	10.9	11.6	14	8	71	21	46	54	43	KLTB-F	(25) O
WYRK-F	Buffalo	13.3	9.5	24	12	59	29	50	50	51	WHTT-F	(22) O
KTWO	Casper	10.8	11.7	14	7	63	30	57	43	38	KVOC	(49) C
KHAK AF	Cedar Rapids	10.3	12.3	15	19	72	9	53	47	34	KKRQ-F	(27) O
WEZL-F	Charleston SC	11.8	10.6	28	18	53	29	52	48	42	WSSX-F	(24) CHR
WQBE-F	Charleston WV	11.9	10.6	27	15	54	31	45	55	46	WKLC-F	(23) AOR
WSOC-F	Charlotte	9.3	13.5	17	10	59	31	53	47	39	WTDR-F	(21) C
WTDR-F	Charlotte	11.4	11.0	13	20	61	19	42	58	37	WSOC-F	(47) C
WUSY-F	Chattanooga	13.1	9.6	21	21	68	11	43	57	38	WSKZ-F	(28) CHR
WUSN-F	Chicago	7.9	16.0	9	6	70	24	52	48	38	WJMK-F	(20) O
WUBE-F	Cincinnati	12.7	9.9	19	11	63	26	57	43	43	WLW	(28) FS
WGAR-F	Cleveland	11.4	11.0	17	6	58	36	52	48	50	WMJI-F	(22) O
KKCS-F	Colorado Springs	11.0	11.4	20	14	66	20	54	46	35	KKLI-F	(18) SAC
WCOS-F	Columbia SC	13.2	9.5	26	9	63	28	50	50	41	WNOK-F	(20) CHR
WSTH-F	Columbus GA	10.7	11.8	23	7	66	27	42	58	57	WGSY-F	(30) AC
WHOK-F	Columbus OH	9.9	12.7	15	15	66	19	55	45	43	WSNY-F	(21) AC
KOUL-F	Corpus Christi	11.6	10.9	20	22	61	17	41	59	53	KRYS-F	(38) C
KSCS-F	Dallas-Ft.Worth	9.7	13.0	14	25	57	18	51	49	41	KPLX-F	(36) C
KPLX-F	Dallas-Ft.Worth	8.8	14.3	7	25	61	14	38	62	42	KSCS-F	(58) C
WLLR-F	Davenport	12.8	9.8	21	13	54	33	49	51	44	KUUL-F	(22) O
WHKO-F	Dayton	9.0	14.0	13	12	70	18	52	48	38	WGTZ-F	(27) CHR
KYGO-F	Denver	11.8	10.7	14	12	73	15	46	54	44	KOSI-F	(19) SAC
KJJY-F	Des Moines	11.3	11.2	21	9	65	26	48	52	38	KGGO-F	(28) AOR
WVWW-F	Detroit	10.9	11.6	15	15	67	18	55	45	47	WOMC-F	(19) O
WAVC-F	Duluth	11.2	11.3	10	3	60	37	43	57	44	WDSM	(29) FS
KHEY-F	El Paso	13.2	9.5	16	0	42	58	41	59	37	KPRR-F	(31) CHR
WXTA-F	Erie	11.8	10.7	21	3	53	44	49	51	50	WJET-F	(29) CHR
KUGN-F	Eugene	12.6	10.8	22	8	60	32	50	50	55	KZEL-F	(20) AOR
WYNG-F	Evansville	13.2	9.6	26	5	59	36	46	54	44	WIKY-F	(26) FS
KFGO	Fargo	11.3	11.2	15	0	43	57	59	41	60	WDAY	(41) FS
KVOX-F	Fargo	11.3	11.1	14	22	70	8	41	59	44	KFGO	(29) C
WKML-F	Fayetteville NC	14.7	8.8	34	15	70	15	56	44	40	WMXF-F	(17) CHR
WBTU-F	Fort Wayne	10.5	12.0	15	9	62	29	55	45	47	WOWO	(25) FS
KNAX-F	Fresno	11.4	11.1	22	18	67	15	33	67	39	KFIG-F	(16) AC
WCUZ-F	Grand Rapids	9.4	13.5	13	8	60	32	50	50	49	WMUS-F	(24) C
WGEE	Green Bay	10.4	12.2	10	4	37	59	38	62	63	WDUZ-F	(30) FS
WTQR-F	Greensboro	12.1	10.4	21	12	62	26	57	43	41	WKRR-F	(20) AOR
WRNS-F	Greenville NC	13.2	9.6	31	19	66	15	58	42	43	WDLX-F	(23) AC
WESC-F	Greenville SC	12.2	10.3	25	12	47	41	40	60	58	WSSL-F	(37) C
WSSL AF	Greenville SC	10.4	12.1	14	26	58	16	45	55	35	WESC-F	(43) C
WRKZ-F	Harrisburg	12.1	10.4	18	13	52	35	54	46	45	WNNK-F	(22) CHR
WWYZ-F	Hartford	9.1	13.8	17	10	69	21	53	47	39	WTIC	(32) FS
KDEO-F	Honolulu	7.7	16.3	10	42	53	5	67	33	23	KSSK-F	(36) AC

COUNTRY
(continued)

NATIONAL MEAN:		11.4	11.0	17.1	11.2	56.4	32.4	45.7	54.3	41.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME SHARER	
KILT-F	Houston	10.1	12.5	13	18	66	16	53	47	38	KIKK-F	(42) C
KIKK-F	Houston	8.6	14.6	8	20	66	14	41	59	37	KILT-F	(48) C
WTCR AF	Huntington	13.0	9.7	21	13	65	22	49	51	47	WKEE-F	(31) CHR
WDRM-F	Huntsville	13.9	9.0	26	16	67	17	45	55	42	WZYP-F	(35) CHR
WFMS-F	Indianapolis	11.0	11.4	24	11	59	30	51	49	43	WZPL-F	(25) CHR
WMSI-F	Jackson MS	15.2	9.5	22	15	66	19	42	58	37	WJDX-F	(19) AC
WQIK-F	Jacksonville	12.2	10.3	26	13	54	33	54	46	36	WCRJ-F	(27) C
WXBQ-F	Johnson City TN	10.9	11.6	19	16	54	30	47	53	43	WQUT-F	(29) CHR
WNWN-F	Kalamazoo	8.9	14.2	22	4	66	30	56	44	47	WKZO	(27) FS
KFKF-F	Kansas City	11.6	10.9	19	23	64	13	34	66	42	KYYS-F	(26) AOR
WDAF	Kansas City	9.9	12.7	19	1	47	52	50	50	56	KMBZ	(24) T/N
WIVK-F	Knoxville	14.3	8.8	26	12	59	29	48	52	45	WEZK-F	(26) SAC
WPCV-F	Lakeland	12.6	10.0	24	8	73	19	53	47	41	WQYK-F	(18) C
WIOV-F	Lancaster	13.5	9.3	22	14	52	34	48	52	48	WRKZ-F	(22) C
WITL-F	Lansing	12.8	9.8	24	7	61	32	45	55	53	WVIC-F	(23) CHR
KFMS AF	Las Vegas	11.1	11.4	24	4	62	34	47	53	49	KWNR-F	(25) C
WVLK-F	Lexington	10.0	12.7	23	11	57	32	49	51	41	WLAP-F	(28) CHR
KZKX-F	Lincoln	11.0	11.4	13	25	58	17	51	49	40	KFRX-F	(24) CHR
KSSN-F	Little Rock	12.2	10.3	20	20	61	19	56	44	31	KURB-F	(22) CHR
KLAC	Los Angeles	4.4	28.5	6	2	39	59	50	50	52	KABC	(29) T
KZLA-F	Los Angeles	9.5	13.2	13	7	70	23	48	52	39	KFWB	(20) NEWS
WAMZ-F	Louisville	13.8	9.1	23	14	65	21	48	52	42	WHAS	(26) FS
KLALL-F	Lubbock	13.2	9.5	16	23	60	17	45	55	43	KRLB-F	(27) AC
WDEN-F	Macon	13.2	9.5	29	11	34	55	51	49	36	WAYS-F	(31) CHR
WWQM-F	Madison	10.0	12.6	15	7	76	17	60	40	33	WOLX-F	(31) O
KTEX-F	McAllen-Brownsville	15.1	8.4	19	32	56	12	44	56	40	KBFM-F	(37) CHR
WGKX-F	Memphis	10.0	12.5	21	11	71	18	49	51	40	WRVR-F	(26) AC
WKIS-F	Miami	9.9	12.7	21	7	61	32	52	48	49	WLYF-F	(23) EZ
WMIL-F	Milwaukee	12.4	10.1	18	12	61	27	55	45	47	WZTR-F	(22) O
KEEY-F	Minneapolis	10.2	12.3	11	15	70	15	55	45	37	WCCO	(33) FS
WKSJ AF	Mobile	12.0	10.5	25	9	63	28	53	47	49	WKRG-F	(20) AC
KMIX-F	Modesto	10.3	12.3	15	18	62	20	43	57	45	KHOP-F	(26) CHR
WLWI-F	Montgomery	14.0	9.0	24	14	52	34	53	47	40	WHHY-F	(34) CHR
WSIX-F	Nashville	10.9	11.6	12	12	70	18	48	52	35	WSM -F	(37) C
WSM -F	Nashville	8.7	14.6	14	12	63	25	52	48	40	WSIX-F	(40) C
WSM	Nashville	8.4	15.0	14	2	40	58	45	55	47	WSM -F	(36) C
WNOE-F	New Orleans	12.0	10.5	26	12	60	28	61	39	39	WEZB-F	(32) CHR
WYNY-F	New York	11.5	11.0	14	6	63	31	48	52	53	WCBS-F	(23) O
WCMS AF	Norfolk	10.2	12.3	18	4	56	40	58	42	45	WGH -F	(22) C
KXXY AF	Oklahoma City	12.4	10.2	23	16	64	20	49	51	39	KEBC-F	(29) C
WOW -F	Omaha	12.7	10.0	16	17	63	20	54	46	39	KEFM-F	(26) C
WWKA-F	Orlando	10.6	11.9	19	10	54	36	44	56	50	WSTF-F	(18) AC
KHAY-F	Oxnard	11.0	11.5	16	2	60	38	61	39	37	KRUZ-F	(18) EZ
WOWW-F	Pensacola	12.4	10.2	22	8	68	24	49	51	47	WXBW-F	(39) C
WXCL AF	Peoria	9.7	13.0	15	4	71	25	40	60	44	WKZW-F	(33) CHR
WXTU-F	Philadelphia	9.5	13.3	12	5	59	36	59	41	44	KYW	(35) NEWS
KNIX-F	Phoenix	9.1	13.8	16	10	65	25	49	51	45	KMLE-F	(29) C
KMLE-F	Phoenix	9.8	12.9	12	22	70	8	48	52	40	KNIX-F	(48) C
WDSY-F	Pittsburgh	9.3	13.6	14	7	57	36	58	42	39	KDKA	(33) FS
WPOR AF	Portland ME	10.1	12.5	21	4	55	41	44	56	52	WBLM-F	(20) AOR
KUPL-F	Portland OR	11.1	11.3	18	14	56	30	39	61	43	KWJJ-F	(28) C
WOKQ-F	Portsmouth NH	12.4	10.1	20	8	55	37	42	58	46	WSSH-F	(18) SAC
KCCY-F	Pueblo	13.8	9.1	17	18	53	29	46	54	48	KRYT-F	(20) O
WQDR-F	Raleigh	9.7	12.9	11	12	68	20	56	44	41	WRAL-F	(23) AC
KBUL-F	Reno	12.3	10.2	19	9	74	17	45	55	36	KWNZ-F	(24) CHR
WKHK-F	Richmond	11.5	10.9	19	11	62	27	39	61	47	WRVQ-F	(35) CHR
KFRG-F	Riverside-SB	9.1	13.8	14	10	62	28	45	55	40	KGGI-F	(18) CHR
WYYD-F	Roanoke	12.2	10.3	22	12	63	25	46	54	47	WXLK-F	(35) CHR
WBEE-F	Rochester	12.7	9.9	20	10	54	36	47	53	55	WCMF-F	(30) AOR
KRAK-F	Sacramento	11.3	11.2	16	24	58	18	58	42	40	KFBK	(19) N/T

COUNTRY
(continued)

NATIONAL MEAN:		11.4	11.0	17.1	11.2	56.4	32.4	45.7	54.3	41.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WKCQ-F	Saginaw	10.1	12.4	14	17	57	26	54	46	37	WIOG-F	{53} CHR
WIL -F	St. Louis	9.0	14.0	14	12	64	24	44	56	43	KMXO	(27) T
KTOM AF	Salinas-Monterey-SC	12.7	10.0	14	7	60	33	47	53	44	KDON-F	(27) CHR
KKAT-F	Salt Lake City	11.6	10.9	15	30	62	8	54	46	34	KSOP-F	(33) C
KSOP AF	Salt Lake City	9.6	13.1	12	17	63	20	51	49	37	KKAT-F	(55) C
KCYY-F	San Antonio	10.1	12.5	14	23	61	16	42	58	41	KAJA-F	(34) C
KAJA-F	San Antonio	8.3	15.3	10	18	63	19	32	68	41	KCYY-F	(55) C
KKYX	San Antonio	9.3	13.6	18	3	34	63	45	55	50	WOAI	(29) N/T
KSON AF	San Diego	11.1	11.4	17	14	60	26	46	54	52	KGB -F	(20) AOR
KSAN-F	San Francisco	8.5	14.9	9	13	79	8	56	44	39	KFRC-F	(17) O
KNEW	San Francisco	7.1	17.7	10	9	42	49	50	50	42	KGO	(31) T
WCHY AF	Savannah	13.4	9.4	28	19	61	20	53	47	36	WAEV-F	(25) AC
KMPS AF	Seattle	8.2	15.3	8	21	55	24	45	55	40	KRPM-F	(28) C
KRPM-F	Seattle	8.9	14.2	16	16	54	30	48	52	45	KMPS-F	(36) C
KRMD-F	Shreveport	11.2	11.2	19	28	53	19	48	52	45	KWKH-F	(25) C
WGTC-F	South Bend	13.0	9.7	11	8	59	33	41	59	50	WNSN-F	(34) AC
KDRK-F	Spokane	10.3	12.2	21	10	67	23	57	43	47	KZZU-F	(29) CHR
KTTS-F	Springfield MO	8.8	14.3	21	4	66	30	43	57	48	KTXR-F	(23) EZ
WTNT-F	Tallahassee	11.7	10.8	16	13	67	20	49	51	34	WBGM-F	(51) AC
WQYK-F	Tampa-St.Pete	12.9	10.3	23	10	52	38	52	48	48	WUSA-F	(20) AC
WSUN	Tampa-St.Pete	9.1	13.9	12	0	18	82	37	63	74	WFLA	(35) N/T
WTHI AF	Terre Haute	15.0	8.4	29	17	47	36	51	49	48	WMGI-F	(27) AC
WKKO-F	Toledo	12.6	10.0	16	8	67	25	43	57	38	WWWM-F	(26) AC
KTPK-F	Topkeka	12.5	10.1	16	8	69	23	45	55	42	WIBW-F	(39) C
KIIM-F	Tucson	10.9	11.6	20	11	63	26	43	57	48	KRQQ-F	(35) CHR
KWEN-F	Tulsa	12.3	10.3	19	24	58	18	40	60	40	KMYZ-F	(22) CHR
KVOO	Tulsa	12.0	10.5	25	1	32	67	60	40	57	KWEN-F	(35) C
WFRG AF	Utica	14.3	8.8	26	7	52	41	55	45	47	WUUU-F	(21) O
WACO-F	Waco	11.3	11.1	13	8	68	24	52	48	59	KNFO-F	(44) C
WMZQ AF	Washington	9.4	13.4	13	7	74	19	43	57	48	WXTR-F	(20) O
KOEL-F	Waterloo-Cedar Falls	10.8	11.6	20	9	65	26	53	47	36	KOKZ-F	(26) CHR
WIRK-F	West Palm Beach	10.0	12.6	30	3	60	37	48	52	70	WEAT-F	(28) EZ
WQVK-F	Wheeling	11.6	10.9	22	9	72	19	48	52	47	WOMP-F	(36) CHR
WWVA	Wheeling	8.1	15.6	23	0	39	61	43	57	69	WQVK-F	(25) C
KFDI-F	Wichita	11.0	11.5	17	6	63	31	51	49	49	KZSN-F	(32) C
KFDI	Wichita	11.4	11.0	24	0	30	70	46	54	68	KFDI-F	(33) C
KZSN-F	Wichita	7.6	16.5	7	24	62	14	44	56	37	KFDI-F	(47) C
WWQQ-F	Wilmington NC	11.7	10.8	27	11	61	28	46	54	49	WGNI-F	(23) AC
WGTY-F	York	16.1	7.8	22	8	55	37	49	51	51	WRKZ-F	(23) C
WQXK-F	Youngstown	13.2	9.5	24	10	52	38	52	48	50	WHOT-F	(21) CHR

AOR

NATIONAL MEAN:		8.9	14.2	9.0	38.0	60.8	1.2	68.0	32.0	30.8	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WONE-F	Akron	7.1	17.7	4	33	66	1	59	41	30	WMMS-F	(45) AOR
WQBK-F	Albany	8.0	15.7	7	23	73	4	64	36	30	WFLY-F	(27) CHR
KZRR-F	Albuquerque	7.5	16.9	6	28	70	2	70	30	26	KLSK-F	(59) CL AOR
KATP-F	Amarillo	11.2	11.3	11	38	62	0	67	33	34	KQIZ-F	(35) CHR
KWHL-F	Anchorage	8.0	15.8	9	30	70	0	75	25	30	KBFX-F	(51) CL AOR
WIQB-F	Ann Arbor	8.1	15.5	1	58	42	0	57	43	26	WRIF-F	(33) AOR
WAPL-F	Appleton	11.2	11.2	16	40	58	2	72	28	30	WIXX-F	(36) CHR
WKLS-F	Atlanta	8.9	14.2	7	47	53	0	71	29	34	WZGC-F	(46) CL AOR
WRXR-F	Augusta GA	9.4	13.5	14	36	63	1	83	17	31	WBBQ-F	(51) CHR
KLBJ-F	Austin	8.1	15.5	7	31	68	1	70	30	29	KPEZ-F	(52) CL AOR
WIYY-F	Baltimore	10.0	12.5	9	55	43	2	66	34	41	WGRX-F	(28) CL AOR
WTGE-F	Baton Rouge	6.6	19.1	5	32	68	0	56	44	33	WCKW-F	(49) CL AOR
KJOT-F	Boise	11.1	11.4	12	36	64	0	83	17	30	KLCI-F	(32) AOR
WBCN-F	Boston	8.5	14.8	5	32	67	1	71	29	26	WZLX-F	(42) CL AOR
WFNX-F	Boston	7.2	17.5	2	31	66	3	63	37	36	WBCN-F	(52) AOR
WGR -F	Buffalo	8.6	14.6	7	52	48	0	70	30	37	WUFX-F	(53) CL AOR
KRNA-F	Cedar Rapids	11.4	11.0	12	36	64	0	64	36	25	KQCR-F	(44) CHR
WAVF-F	Charleston SC	8.3	15.1	7	35	59	6	73	27	35	WSSX-F	(45) CHR
WKLC-F	Charleston WV	9.0	14.0	19	47	52	1	63	37	40	WQBE-F	(45) CHR
WRFX-F	Charlotte	8.5	14.9	12	23	74	3	65	35	33	WXRC-F	(25) AOR
WWBZ-F	Chicago	8.5	14.9	6	53	45	2	68	32	36	WLUP-F	(39) AOR
WLUP-F	Chicago	6.5	19.5	2	29	70	1	68	32	30	WCKG-F	(45) CL AOR
WXRT-F	Chicago	9.7	13.0	6	21	77	2	68	32	27	WLUP-F	(50) AOR
WEBN-F	Cincinnati	8.6	14.7	6	29	69	2	64	36	26	WOFX-F	(42) CL AOR
WZRZ-F	Cincinnati	8.7	14.5	14	70	30	0	68	32	41	WEBN-F	(53) AOR
WMMS-F	Cleveland	7.6	16.5	6	35	61	4	65	35	31	WNCX-F	(42) CL AOR
WLVQ-F	Columbus OH	8.8	14.3	10	37	63	0	63	37	29	WMGG-F	(45) CL AOR
KNCN-F	Corpus Christi	10.8	11.6	11	43	55	2	71	29	40	KZFM-F	(36) CHR
KTXQ-F	Dallas-Ft.Worth	9.6	13.1	8	32	68	0	78	22	27	KZPS-F	(37) CL AOR
KDGE-F	Dallas-Ft.Worth	8.2	15.4	6	43	57	0	73	27	37	KTXQ-F	(43) AOR
WXLP-F	Davenport	11.3	11.2	21	39	61	0	63	37	32	WPXR-F	(47) CHR
WTUE-F	Dayton	9.6	13.2	6	35	65	0	69	31	28	WAZU-F	(49) AOR
WAZU-F	Dayton	8.1	15.6	5	56	43	1	62	38	35	WTUE-F	(61) AOR
KBCO-F	Denver	11.1	11.4	8	11	88	1	54	46	36	KRFX-F	(25) CL AOR
KBPI-F	Denver	9.0	14.0	7	49	50	1	68	32	34	KAZY-F	(47) AOR
KAZY-F	Denver	8.0	15.8	4	33	67	0	78	22	14	KBPI-F	(58) AOR
KGGO AF	Des Moines	12.7	9.9	22	44	56	0	64	36	30	KRNG-F	(44) CHR
WRIF-F	Detroit	8.0	15.8	4	45	54	1	74	26	26	WLLZ-F	(56) AOR
WLLZ-F	Detroit	6.2	20.4	4	32	67	1	68	32	28	WRIF-F	(55) AOR
KQDS AF	Duluth	9.5	13.3	9	50	50	1	68	32	38	KZIO-F	(50) CHR
KLAQ-F	El Paso	9.2	13.6	7	50	50	0	74	26	30	KHFY-F	(41) C
WRKT-F	Erie	12.6	10.0	13	22	77	1	72	28	30	WJET-F	(56) CHR
KZEL-F	Eugene	8.9	14.1	10	23	76	1	69	31	32	KSND-F	(34) CHR
KQWB-F	Fargo	10.4	12.1	12	53	44	3	72	28	28	WDAY-F	(48) CHR
WXKE-F	Fort Wayne	8.1	15.7	6	13	86	1	83	17	24	WBVR-F	(57) CL AOR
KKDJ-F	Fresno	7.7	16.3	8	19	75	6	84	16	23	KRZR-F	(47) AOR
WKLQ-F	Grand Rapids	7.8	16.2	5	37	62	1	71	29	21	WGRD-F	(45) CHR
WROQ-F	Greenville SC	10.0	12.5	14	48	52	0	71	29	30	WMYI-F	(41) AC
WTPA-F	Harrisburg	14.0	9.0	15	37	61	2	73	27	27	WNNK-F	(35) CHR
WHCN-F	Hartford	7.1	17.8	5	24	76	0	63	37	25	WCCC-F	(59) AOR
KPOI-F	Honolulu	8.5	14.8	6	43	54	3	72	28	26	KHFX-F	(39) CL AOR
KLLOL-F	Houston	8.1	15.6	7	31	68	1	76	24	33	KZFX-F	(40) CL AOR
WTAK	Huntsville	15.8	8.0	10	47	53	0	81	19	26	WZYP-F	(46) CHR
WFBQ-F	Indianapolis	11.1	11.3	12	27	71	2	68	32	30	WZPL-F	(34) CHR
WFVU-F	Jacksonville	9.3	13.6	11	39	58	3	76	24	29	WAPE-F	(44) CHR
KYYS-F	Kansas City	10.4	12.1	7	36	64	0	61	39	26	KCFX-F	(44) CL AOR
WIMZ AF	Knoxville	8.9	14.2	12	41	58	1	66	34	38	WMYU-F	(38) AC
WJXQ-F	Lansing	12.8	9.8	10	37	63	0	64	36	32	WVIC-F	(37) CHR
KOMP-F	Las Vegas	9.9	12.7	9	36	62	2	66	34	37	KKLZ-F	(49) AOR
WKQQ-F	Lexington	12.7	9.9	20	43	57	0	64	36	26	WLAP-F	(39) CHR

AOR
(continued)

NATIONAL MEAN:		8.9	14.2	9.0	38.0	60.8	1.2	68.0	32.0	30.8	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME SHARER	
KFMQ AF	Lincoln	9.7	13.0	9	48	51	1	76	24	21	KTGL-F	(43) CL AOR
KMJX-F	Little Rock	11.3	11.2	15	34	65	1	63	37	35	KSSN-F	(37) C
KLOS-F	Los Angeles	7.5	16.7	4	22	76	2	65	35	30	KLSX-F	(42) CL AOR
KROQ-F	Los Angeles	7.5	16.7	5	61	39	0	61	39	44	KIIS-F	(35) CHR
KQLZ-F	Los Angeles	6.6	19.1	5	47	53	0	65	35	41	KLOS-F	(42) AOR
WQMF-F	Louisville	8.9	14.1	14	36	64	0	72	28	33	WDJX-F	(32) CHR
KFMX-F	Lubbock	9.3	13.5	10	46	52	2	69	31	35	KZII-F	(47) CHR
WQBZ-F	Macon	14.8	8.5	23	40	60	0	82	18	34	WAYS-F	(45) CHR
WIBA-F	Madison	9.6	13.1	8	41	57	2	67	33	24	WZEE-F	(37) CHR
WGIR-F	Manchester	7.3	17.2	6	20	72	8	54	46	31	WZID-F	(28) SAC
WEGR-F	Memphis	10.4	12.1	15	42	57	1	60	40	29	WMC -F	(42) CHR
WSHE-F	Miami	8.0	15.7	7	47	53	0	69	31	36	WZTA-F	(46) CL AOR
WLZR-F	Milwaukee	7.8	16.1	7	55	44	1	73	27	34	WQFM-F	(53) AOR
WQFM-F	Milwaukee	5.6	22.3	5	41	59	0	67	33	29	WLZR-F	(57) AOR
KQRS AF	Minneapolis	8.9	14.2	5	38	62	0	75	25	23	KLXK-F	(43) CL AOR
KTCZ-F	Minneapolis	7.9	16.0	4	7	93	0	58	42	33	KQRS-F	(39) AOR
WKDF-F	Nashville	7.8	16.1	6	37	62	1	70	30	27	WGFX-F	(49) CL AOR
WBAB-F	Nassau-Suffolk	8.0	15.7	4	25	73	2	69	31	27	WNEW-F	(35) AOR
WPLR-F	New Haven	10.7	11.8	6	48	52	0	65	35	32	WKCI-F	(42) CHR
WNEW-F	New York	7.3	17.2	4	19	76	5	66	34	28	WXRK-F	(50) CL AOR
WNOR-F	Norfolk	10.2	12.3	10	39	61	0	70	30	25	WAFX-F	(52) CL AOR
KATT-F	Oklahoma City	10.0	12.5	9	52	46	2	69	31	30	KJYO-F	(38) CHR
KEZO AF	Omaha	11.2	11.2	7	26	71	3	65	35	17	KQKQ-F	(39) CHR
WDIZ-F	Orlando	7.3	17.2	6	31	66	3	76	24	24	WHTQ-F	(53) AOR
WHTQ-F	Orlando	8.0	15.7	5	51	47	2	77	23	25	WDIZ-F	(63) AOR
WWCT-F	Peoria	12.0	10.5	16	37	63	0	52	48	35	WKZW-F	(43) CHR
WMMR-F	Philadelphia	7.9	15.9	5	35	65	0	66	34	30	WYSP-F	(59) CL AOR
KUPD-F	Phoenix	9.4	13.5	8	49	47	4	67	33	32	KDKB-F	(34) AOR
KDKB-F	Phoenix	5.6	22.6	2	21	79	0	77	23	25	KSIX-F	(51) CL AOR
WDVE-F	Pittsburgh	10.9	11.6	8	33	66	1	68	32	29	WBZZ-F	(38) CHR
WBLM-F	Portland ME	10.4	12.1	11	43	57	0	75	25	29	WMGX-F	(36) CL AOR
KINK-F	Portland OR	10.4	12.1	7	5	92	3	54	46	41	KEX	(42) FS
KUFO-F	Portland OR	9.6	13.2	5	35	65	0	66	34	25	KKRZ-F	(46) CHR
KGON-F	Portland OR	6.6	19.0	6	15	85	0	68	32	26	KUFO-F	(46) AOR
WHEB-F	Portsmouth NH	9.6	13.2	11	44	54	2	56	44	32	WERZ-F	(42) CHR
WHJY-F	Providence	10.2	12.3	8	41	57	2	72	28	24	WPRO-F	(40) CHR
KOZZ-F	Reno	9.9	12.7	10	17	82	1	74	26	30	KWNZ-F	(35) CHR
WRXL-F	Richmond	11.3	11.1	12	26	72	2	74	26	24	WRVQ-F	(41) CHR
WROV-F	Roanoke	11.7	10.7	12	19	77	4	68	32	35	WXLK-F	(36) CHR
WCMF-F	Rochester	11.3	11.2	12	40	60	0	65	35	32	WPXY-F	(40) CHR
WXRX-F	Rockford	11.2	11.2	11	36	64	0	69	31	27	WZOK-F	(49) CHR
KRXQ-F	Sacramento	10.6	11.8	14	35	63	2	63	37	40	KZAP-F	(36) AOR
WKQZ-F	Saginaw	11.4	11.1	22	26	74	0	75	25	27	WIOG-F	(53) CHR
KSHE-F	St. Louis	9.7	13.1	7	33	66	1	75	25	31	KSD -F	(50) CL AOR
KMBY-F	Salinas-Monterey-SC	6.4	19.8	11	34	66	0	73	27	33	KUFX-F	(42) CL AOR
KBER-F	Salt Lake City	9.1	13.8	5	56	44	0	70	30	34	KRSP-F	(51) AOR
KSAQ-F	San Antonio	8.2	15.4	4	62	30	8	67	33	38	KSRF-F	(38) AC
KGB -F	San Diego	7.7	16.3	9	37	60	3	77	23	37	KSDO-F	(31) CL AOR
XTRA-F	San Diego	8.2	15.4	7	55	42	3	71	29	44	KGB -F	(40) AOR
KGMG-F	San Diego	12.4	10.1	12	57	41	2	73	27	39	KGB -F	(50) AOR
KITS-F	San Francisco	7.2	17.5	7	42	56	2	67	33	46	KFOG-F	(33) CL AOR
KRQR-F	San Francisco	6.1	20.8	4	29	69	2	67	33	30	KFOG-F	(33) CL AOR
KSJO-F	San Jose	7.8	16.1	5	47	53	0	71	29	38	KOME-F	(53) AOR
KOME-F	San Jose	6.7	18.8	1	43	57	0	63	37	32	KSJO-F	(54) AOR
WIXV-F	Savannah	10.3	12.2	16	39	60	1	65	35	39	WZAT-F	(39) CHR
KISW-F	Seattle	8.5	14.8	4	37	61	2	73	27	28	KXRX-F	(44) CL AOR
KZOK-F	Seattle	4.9	25.6	3	33	67	0	66	34	30	KISW-F	(43) AOR
WAOR-F	South Bend	13.0	9.7	14	51	47	2	78	22	28	WNDU-F	(46) CHR
KEZE-F	Spokane	8.9	14.2	12	38	62	0	73	27	30	KZZU-F	(51) CHR
WAQY-F	Springfield MA	7.5	16.8	7	52	48	0	71	29	30	WAFF-F	(35) AOR

AOR
(continued)

NATIONAL MEAN:		8.9	14.2	9.0	38.0	60.8	1.2	68.0	32.0	30.8	LEADING CUME SHARER	
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>	<u>% AT HOME</u>		
KXUS-F	Springfield MO	11.7	10.8	17	47	53	0	56	44	28	KKHT-F	(38) CHR
WAQX-F	Syracuse	7.7	16.3	5	49	51	0	65	35	28	WNTQ-F	(53) CHR
WGLF-F	Tallahassee	9.6	13.1	38	39	60	1	63	37	27	WUMX-F	(36) AC
WYNF-F	Tampa-St.Pete	10.5	12.0	8	23	77	0	79	21	33	WXTB-F	(44) CL AOR
WXTB-F	Tampa-St.Pete	10.6	11.9	9	57	42	1	65	35	36	WYNF-F	(45) AOR
WZZQ-F	Terre Haute	9.6	13.1	15	50	49	1	63	37	37	WPFR-F	(45) CHR
WIOT-F	Toledo	10.4	12.2	9	47	53	0	79	21	21	WRQN-F	(42) CHR
KDVV-F	Topeka	8.0	15.7	8	43	57	0	52	48	29	KMAJ-F	(32) AC
KLPX-F	Tucson	10.7	11.8	11	37	61	2	69	31	21	KRQQ-F	(40) CHR
KMOD-F	Tulsa	10.5	12.0	8	19	80	1	75	25	25	KTHK-F	(42) CL AOR
WOUR-F	Utica	10.8	11.7	10	38	61	1	67	33	28	WRCK-F	(36) CHR
WWDC-F	Washington	6.9	18.3	4	38	60	2	76	24	28	WCXR-F	(33) CL AOR
WHFS-F	Washington	6.7	18.7	5	32	65	3	68	32	34	WWDC-F	(40) AOR
KICT-F	Wichita	9.7	12.9	10	56	44	0	72	28	29	KRZZ-F	(52) CL AOR
WEZX-F	Wilkes Barre-Scranton	11.0	11.4	14	34	60	6	75	25	29	WKRZ-F	(58) CHR
WAAF-F	Worcester	10.1	12.4	16	64	35	1	39	61	45	WZOU-F	(42) CHR

CLASSIC AOR

NATIONAL MEAN:		7.5	16.3	5.8	28.4	69.9	1.7	66.6	33.4	27.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
WPYX-F	Albany	5.5	22.8	5	30	67	3	71	29	31	WQBK-F	(52) AOR
KLSK-F	Albuquerque	7.9	16.0	5	18	77	5	75	25	30	KZRR-F	(47) AOR
KBFX-F	Anchorage	10.7	11.8	9	17	83	0	67	33	27	KWHL-F	(37) AOR
WZGC-F	Atlanta	7.0	18.1	1	18	80	2	64	36	23	WKLS-F	(51) AOR
KPEZ-F	Austin	8.3	15.1	7	39	60	1	81	19	21	KLBJ-F	(61) AOR
KKBB-F	Bakersfield	10.1	12.5	11	60	39	1	56	44	39	KKXX-F	(32) CHR
WGRX-F	Baltimore	6.2	20.4	7	45	55	0	64	36	23	WIYY-F	(54) AOR
WZRR-F	Birmingham	11.7	10.7	12	36	60	4	62	38	33	WMJJ-F	(42) AC
WZLX-F	Boston	7.1	17.8	3	23	77	0	64	36	32	WBCN-F	(53) AOR
WUFX-F	Buffalo	7.7	16.4	4	39	59	2	67	33	30	WGR -F	(61) AOR
WCKG-F	Chicago	6.2	20.2	4	24	74	2	64	36	24	WLUP-F	(45) AOR
WOFX-F	Cincinnati	6.7	18.9	2	23	75	2	56	44	27	WEBN-F	(53) AOR
WNCX-F	Cleveland	9.4	13.5	7	35	64	1	68	32	26	WMMS-F	(61) AOR
KKFM-F	Colorado Springs	8.3	15.1	9	20	80	0	69	31	25	KATM-F	(37) AOR
WMFX-F	Columbia SC	9.0	14.0	2	18	77	5	70	30	25	WNOK-F	(37) CHR
WMGG-F	Columbus OH	7.3	17.3	4	45	55	0	73	27	26	WLWQ-F	(62) AOR
KZPS-F	Dallas-Ft. Worth	6.8	18.6	4	32	68	0	65	35	26	KTXX-F	(59) AOR
KRFX-F	Denver	7.2	17.6	4	19	81	0	61	39	26	KAZY-F	(41) AOR
WCSX-F	Detroit	6.6	19.2	3	19	81	0	71	29	29	WRIF-F	(45) AOR
KJFX-F	Fresno	8.4	7.2	11	20	80	0	76	24	32	KKDJ-F	(30) AOR
WJFM-F	Grand Rapids	6.1	20.6	4	30	70	0	65	35	21	WKLQ-F	(46) AOR
WKRR-F	Greensboro	9.0	14.0	9	36	64	0	62	38	26	WTQR-F	(33) C
KZFX-F	Houston	7.4	17.0	5	22	78	0	70	30	35	KLOL-F	(52) AOR
WFXF-F	Indianapolis	7.9	15.9	3	30	67	3	68	32	28	WFBQ-F	(62) AOR
WRKR-F	Kalamazoo	10.3	12.2	12	27	73	0	65	35	28	WKFR-F	(37) CHR
KCFX-F	Kansas City	6.4	19.7	3	25	73	2	70	30	26	KYYS-F	(64) AOR
WMMQ-F	Lansing	5.9	21.3	1	47	48	5	72	28	39	WJXQ-F	(52) AOR
KKLZ-F	Las Vegas	10.6	11.9	11	24	74	2	73	37	27	KOMP-F	(51) AOR
KTGL-F	Lincoln	8.7	14.5	11	38	59	3	59	41	36	KFMQ-F	(46) AOR
KLSX-F	Los Angeles	6.0	21.2	3	28	70	2	73	27	35	KLOS-F	(53) AOR
WZTA-F	Miami	9.4	13.4	5	11	88	1	69	31	25	WSHE-F	(49) AOR
WKLH-F	Milwaukee	7.4	16.9	3	27	72	1	53	47	18	WKTJ-F	(37) AC
KLXK-F	Minneapolis	5.2	24.5	1	42	58	0	55	45	28	KQRS-F	(66) AOR
WGFX-F	Nashville	6.2	20.2	5	27	73	0	71	29	34	WKDF-F	(65) AOR
WXRK-F	New York	7.1	17.8	3	24	72	4	69	31	40	WNEW-F	(46) AOR
WAFX-F	Norfolk	9.0	14.0	8	36	64	0	70	30	27	WNOR-F	(54) AOR
KRXO-F	Oklahoma City	11.9	10.6	10	22	77	1	78	22	20	KATT-F	(41) AOR
WYSP-F	Philadelphia	8.1	15.5	3	34	64	2	64	36	36	WMMR-F	(56) AOR
KSLX-F	Phoenix	7.4	16.9	5	21	78	1	61	39	26	KDKB-F	(42) AOR
WMGX-F	Portland ME	7.8	16.1	7	14	86	0	46	54	26	WBLM-F	(46) AOR
WVRX-F	Providence	8.3	15.1	4	25	72	3	63	37	28	WHJY-F	(51) AOR
WRDU-F	Raleigh	9.9	12.7	9	38	60	2	65	35	42	WZZO-F	(35) AOR
KCAL-F	Riverside-SB	9.9	12.7	8	23	77	0	63	37	41	KLOS-F	(47) AOR
KSEG-F	Sacramento	8.2	15.3	4	25	74	1	70	30	31	KZAP-F	(44) AOR
KSD -F	St. Louis	7.9	16.0	4	28	69	3	62	38	26	KSHE-F	(58) AOR
KLZX-F	Salt Lake City	10.3	12.3	13	20	80	0	72	28	31	KBER-F	(21) AOR
KZEP-F	San Antonio	9.4	13.4	7	12	85	3	67	33	29	KSAQ-F	(39) AOR
KSDO-F	San Diego	8.0	15.7	6	19	75	6	70	30	31	KGB -F	(46) AOR
KFOG-F	San Francisco	5.3	23.6	4	25	72	3	70	30	36	KRQR-F	(37) AOR
KUFX-F	San Jose	5.8	21.6	2	36	63	1	59	41	35	KSJO-F	(44) AOR
KRRX-F	Seattle	8.7	14.5	6	37	63	0	73	27	22	KISW-F	(50) AOR
WKFM-F	Syracuse	9.5	13.2	8	32	64	4	69	31	23	WAQX-F	(55) AOR
WCXR-F	Washington	6.0	20.8	5	25	70	5	65	35	35	HWDC-F	(42) AOR
WKGR-F	West Palm Beach	11.5	11.0	7	37	62	1	73	27	23	WRMF-F	(37) AC
KRZZ-F	Wichita	6.2	20.2	6	34	59	7	64	36	26	KICT-F	(66) AOR

FULL SERVICE/VARIETY

NATIONAL MEAN:		9.1	13.8	12.9	2.5	43.5	54.0	46.3	53.7	64.8	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
WAKR	Akron	7.3	17.2	9	2	37	61	37	63	75	WNIR-F	(16) T
WGY	Albany-Schenectady-Troy	8.7	14.5	11	2	39	59	34	66	78	WQBK	(23) T
KKOB	Albuquerque	9.7	13.0	13	1	56	43	54	46	52	KRST-F	(21) C
KFQD	Anchorage	8.0	16.7	9	0	92	8	54	46	27	KBFX-F	(26) CL AOR
WHBY	Appleton	9.7	12.9	8	0	52	48	59	41	61	WNAM	(27) BB
WSB	Atlanta	8.2	15.4	8	2	47	51	48	52	62	WSB -F	(26) AC
WNBF	Binghamton	12.4	10.2	19	2	25	73	37	63	77	WINR	(27) BB
WJBC	Bloomington IL	12.7	9.9	19	2	41	57	38	62	75	WBNO-F	(29) CHR
KBOI	Boise	7.7	16.4	19	0	76	24	56	44	38	KCIX-F	(29) AC
WICC	Bridgeport	10.2	12.4	16	2	48	50	39	61	73	WEZN-F	(33) SAC
WHBC	Canton	11.3	11.2	14	0	31	69	40	60	72	WHBC-F	(23) EZ
WMT	Cedar Rapids	11.2	11.3	14	3	30	67	37	63	73	KHAK-F	(21) C
WCHS	Charleston WV	9.7	13.0	9	0	52	48	68	52	54	WQBE-F	(25) C
WBT	Charlotte	9.3	13.6	20	2	53	45	53	47	56	WSOC-F	(30) C
WLW	Cincinnati	8.2	15.4	11	6	50	44	60	40	60	WKRC	(19) T/FS
WTVN	Columbus OH	11.7	10.8	17	6	57	37	51	49	59	WSNY-F	(24) AC
WBAP	Dallas-Ft. Worth	8.9	14.2	14	6	51	43	63	37	57	KSCS-F	(29) C
WHO	Des Moines	9.5	13.2	25	2	41	57	47	53	58	KRNT	(25) BB
WJR	Detroit	9.0	14.1	7	2	37	61	50	50	65	WWJ	(34) NEWS
KDAL	Duluth	11.3	11.1	12	3	38	59	46	54	78	WDSP	(28) C
KUGN	Eugene	8.2	15.2	11	0	41	59	44	56	69	KPNW	(22) FS
WIKY-F	Evansville	12.0	10.5	17	4	57	39	32	68	52	WSTO-F	(29) CHR
WOWO	Fort Wayne	5.4	23.4	8	6	51	43	47	53	52	WAJI-F	(25) AC
WOOD	Grand Rapids	9.6	13.1	15	2	29	69	35	65	69	WOOD-F	(35) EZ
WNFL	Green Bay	9.1	13.8	4	0	45	55	55	45	66	WDUZ	(41) FS
WSJS	Greensboro	10.1	12.5	13	1	35	64	41	59	73	WTQR-F	(28) C
WHP	Harrisburg	9.9	12.8	15	0	31	69	38	62	65	WHYL	(20) BB
WTIC	Hartford	11.1	11.3	19	1	31	68	41	59	77	WRCH-F	(17) EZ
KSSK	Honolulu	10.6	11.9	11	5	66	29	45	55	30	KSSK-F	(31) AC
WIBC	Indianapolis	13.4	9.4	21	2	40	58	38	62	70	WFMS-F	(19) C
WKZO	Kalamazoo	8.1	15.6	11	0	35	65	48	52	73	WNWN-F	(21) C
WVLK	Lexington	9.1	13.9	14	0	51	49	47	53	67	WVLK-F	(26) C
KFOR	Lincoln	10.1	12.5	13	0	37	63	34	66	68	KLIN	(26) FS
WHAS	Louisville	9.7	13.0	19	3	55	42	52	48	57	WAMZ-F	(25) C
WIBA	Madison	8.6	14.6	9	3	44	53	53	47	69	WIBA-F	(28) AOR
WTMJ	Milwaukee	10.0	12.6	7	3	34	63	45	55	78	WOKY	(27) BB
WCCO	Minneapolis	9.7	12.9	12	1	43	56	49	51	66	KSTP	(22) T/N
WELI	New Haven	9.1	13.9	11	4	36	60	38	62	63	WAVZ	(17) BB
KFAB	Omaha	8.4	15.1	17	4	32	64	44	56	71	KESY-F	(21) EZ
WDBO	Orlando	9.7	12.9	12	1	44	55	53	47	57	WWNZ	(21) N/T
WCOA	Pensacola	12.3	10.3	27	11	19	70	59	41	71	WMEZ-F	(23) EZ
WMBD	Peoria	8.6	14.6	14	3	39	58	46	54	73	WSWT-F	(25) SAC
KDKA	Pittsburgh	9.7	13.0	11	2	31	67	43	57	78	WTAE	(26) T/N
WGAN	Portland ME	9.7	13.0	11	6	40	54	47	53	62	WHOM-F	(23) EZ
KEX	Portland OR	6.5	19.3	9	7	56	37	50	50	57	KINK-F	(21) AOR
WPTF	Raleigh	11.5	11.0	14	1	33	66	46	54	72	WDNC	(20) BB
WRVA	Richmond	10.5	12.0	15	2	38	60	43	57	69	WTVR-F	(20) EZ
WHAM	Rochester	9.3	13.5	13	5	44	51	58	42	58	WRMM-F	(18) SAC
WROK	Rockford	9.8	12.9	9	2	41	57	47	53	71	WZOK-F	(25) CHR
WSGW	Saginaw	10.0	12.6	11	0	52	48	62	38	64	WKCQ-F	(29) C
KSL	Salt Lake City	6.0	21.0	10	5	49	46	45	55	58	KSFI-F	(28) C
KFMB	San Diego	8.2	15.3	6	4	54	42	55	45	54	KSDO	(18) N/T
KOMO	Seattle	6.5	19.5	10	3	46	51	45	55	54	KIRO	(32) NEWS
KELO	Sioux Falls	11.8	10.7	18	0	82	18	39	61	42	KPAT-F	(28) CHR
WSBT	South Bend	10.0	12.6	12	0	21	79	39	61	71	WYEZ-F	(30) SAC
WHYN	Springfield MA	8.8	14.2	14	6	51	43	44	56	73	WHYN-F	(24) AC
WSYR	Syracuse	9.8	12.9	11	4	33	63	42	58	70	WHEN	(23) FS
WSPD	Toledo	10.9	11.6	12	4	28	68	40	60	76	WLQR-F	(26) SAC
WIBW	Topeka	8.0	15.8	7	5	20	75	47	53	88	WIBW-F	(23) C
KRMG	Tulsa	9.6	13.2	16	2	61	37	55	45	45	KBEZ-F	(18) SAC
WMAL	Washington	8.5	14.8	10	0	35	65	51	49	71	WGAY-F	(26) EZ
KWLO	Waterloo-Cedar Falls	9.2	13.6	14	0	72	28	41	59	45	KFMW-F	(28) CHR
WARM	Wilkes Barre-Scranton	9.1	13.8	12	1	40	59	37	63	80	WKRZ-F	(23) CHR
WDEL	Wilmington DE	10.3	12.2	12	7	24	69	42	58	77	WJBR-F	(23) AC
WTAG	Worcester	9.1	13.8	8	2	32	66	45	55	76	WSRS-F	(36) SAC
WSBA	York	9.4	13.4	11	0	38	62	38	62	78	WARM-F	(28) SAC

BLACK/URBAN

NATIONAL MEAN:		10.6	11.9	14.5	36.9	54.9	8.2	44.1	55.9	58.1	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WVEE-F	Atlanta	13.9	9.0	18	36	60	4	47	53	48	WALR-F	(36) B/U
WALR-F	Atlanta	7.4	17.1	0	41	58	1	46	54	53	WVEE-F	(85) B/U
WFXA-F	Augusta GA	13.7	9.2	18	43	50	7	48	52	62	WBBQ-F	(50) CHR
WXVY-F	Baltimore	11.1	11.3	17	40	54	6	43	57	57	WWIN-F	(40) B/U
WWIN-F	Baltimore	9.3	13.5	7	20	75	5	32	68	55	WXVY-F	(70) B/U
KQXL-F	Baton Rouge	13.8	9.2	19	38	58	4	52	48	57	WXOK-F	(60) B
WXOK	Baton Rouge	9.1	13.9	7	20	58	22	33	67	69	KQXL-F	(76) B
WENN-F	Birmingham	12.8	9.8	12	32	51	17	49	51	65	WKXX-F	(37) CHR
WATV	Birmingham	11.1	11.3	10	13	52	35	35	65	74	WENN-F	(54) B/U
WILD	Boston	11.9	10.8	9	41	53	6	30	70	55	WXKS-F	(48) CHR
WBLK-F	Buffalo	11.5	11.0	24	37	50	13	40	60	65	WKSE-F	(39) CHR
WWWZ-F	Charleston SC	7.7	16.3	8	43	50	7	53	47	57	WUJM-F	(50) B
WDXZ-F	Charleston SC	11.5	11.0	4	54	40	6	48	52	61	WUJM-F	(49) B
WPEG-F	Charlotte	13.9	9.0	26	42	50	8	45	55	61	WCKZ-F	(39) CHR
WJTT-F	Chattanooga	14.2	8.9	38	37	57	6	45	55	56	WNOC	(32) B
WGCI-F	Chicago	11.7	10.8	14	45	49	6	43	57	58	WVAZ-F	(45) B/AC
WVAZ-F	Chicago	9.6	13.2	9	14	81	5	45	55	43	WGCI-F	(63) B/U
WIZF-F	Cincinnati	9.7	13.1	17	43	49	8	39	61	57	WKRO-F	(31) CHR
WZAK-F	Cleveland	11.3	11.1	18	39	56	5	46	54	57	WJMO-F	(43) U/CHR
WWDN-F	Columbia SC	14.7	8.6	27	40	55	5	44	56	52	WNOK-F	(19) CHR
WAGH-F	Columbus GA	9.9	12.8	9	53	47	0	53	47	56	WFXE-F	(77) B
WFXE-F	Columbus GA	8.0	15.7	6	42	51	7	47	53	46	WAGH-F	(73) B
WVVO	Columbus OH	7.9	15.9	12	30	40	30	21	79	67	WCKX-F	(39) B/U
KKDA-F	Dallas-Ft.Worth	10.8	11.6	7	41	55	4	55	45	53	KJMZ-F	(56) B/U
KJMZ-F	Dallas-Ft.Worth	9.7	13.0	4	58	41	1	48	52	53	KKDA-F	(54) B/U
KKDA	Dallas-Ft.Worth	9.8	12.8	7	12	76	12	43	57	52	KKDA-F	(63) B/U
WDAO	Dayton	11.9	10.6	23	18	52	30	43	57	55	WHIO	(19) N/T
WJLB-F	Detroit	10.3	12.2	7	51	43	6	36	64	60	WMXD-F	(40) B/U
WMXD-F	Detroit	8.4	15.0	2	26	71	3	42	58	41	WJLB-F	(77) B/U
WZFX-F	Fayetteville NC	14.0	9.0	28	53	47	0	46	54	54	WMXF-F	(23) CHR
WDZZ-F	Flint	14.5	8.7	17	38	55	7	49	51	61	WWCK-F	(26) CHR
WJMH-F	Greensboro	8.7	14.4	5	46	50	4	55	45	55	WQMG-F	(51) B
WQMG-F	Greensboro	9.8	12.9	10	39	57	4	44	56	50	WJMH-F	(61) B
WIKS-F	Greenville NC	14.1	8.9	32	47	42	11	53	47	59	WQDW-F	(18) B
WLWZ-F	Greenville SC	12.2	10.3	29	48	37	15	61	39	53	WMYI-F	(21) AC
KMJQ-F	Houston	11.3	11.1	4	37	61	2	49	51	53	KHYS-F	(44) B
KHYS-F	Houston	6.7	18.7	4	52	44	4	50	50	53	KMJQ-F	(76) B
WEUP	Huntsville	12.9	9.8	22	41	53	6	47	53	61	WZYP-F	(38) CHR
WTLC-F	Indianapolis	12.4	10.2	33	27	59	14	50	50	50	WZPL-F	(24) CHR
WJMI-F	Jackson MS	11.2	11.2	9	62	36	2	59	41	55	WKXI-F	(37) B
WHJX-F	Jacksonville	10.4	12.2	19	39	55	6	45	55	47	WAPE-F	(32) CHR
KPRS-F	Kansas City	12.4	10.2	29	39	55	6	45	55	54	KXXR-F	(22) CHR
WCKU-F	Lexington	14.1	9.0	23	36	61	5	42	58	60	WLAP-F	(39) CHR
KIPR-F	Little Rock	14.0	9.0	23	54	43	3	43	57	57	KMZX-F	(30) B
KKBT-F	Los Angeles	10.5	12.0	15	41	57	2	42	58	45	KPWR-F	(45) CHR
KJLH-F	Los Angeles	6.4	19.7	7	37	48	15	57	43	56	KKBT-F	(60) B/U
WGZB-F	Louisville	13.7	9.2	15	44	56	0	52	48	57	WLOU	(38) B
WLOU	Louisville	8.2	15.3	20	29	60	11	25	75	76	WGZB-F	(57) B
WPGA-F	Macon	13.6	9.3	18	52	48	0	58	42	66	WFXM-F	(59) B
WHRK-F	Memphis	10.6	11.9	8	60	35	5	49	51	65	KJMS-F	(60) B/U
WDIA	Memphis	10.1	12.4	6	16	48	36	35	65	67	WHRK-F	(50) B/U
KJMS-F	Memphis	9.6	13.1	2	52	45	3	46	54	61	WHRK-F	(83) B/U
WEDR-F	Miami	13.2	9.5	13	32	67	1	46	54	56	WHQT-F	(61) B/U
WHQT-F	Miami	10.2	12.3	11	42	53	5	46	54	63	WEDR-F	(50) B/U
WBLX-F	Mobile	13.8	9.1	28	48	49	3	55	45	55	WGOK	(33) B
WGOK	Mobile	11.6	10.9	16	8	56	36	41	59	78	WBLX-F	(65) B
WZHT-F	Montgomery	15.4	8.2	35	49	43	8	40	60	62	WHHY-F	(32) CHR
WQQK-F	Nashville	9.5	13.2	7	35	59	6	47	53	60	WHHY-F	(46) CHR
WYLD-F	New Orleans	10.8	11.7	9	36	58	6	46	54	63	WQUE-F	(65) B/U
WQUE AF	New Orleans	11.0	11.5	9	47	48	5	41	59	51	WYLD-F	(67) B/U

BLACK/URBAN
(continued)

NATIONAL MEAN:		10.6	11.9	14.5	36.9	54.9	8.2	44.1	55.9	58.1	LEADING	
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>	<u>% AT HOME</u>	<u>CUME</u>	<u>SHARER</u>
WRKS-F	New York	10.2	13.3	9	50	45	5	38	62	64	WBLS-F	(51) B
WBLS-F	New York	9.1	13.9	6	29	64	7	39	61	60	WRKS-F	(59) B
WLIB	New York	15.7	8.0	6	14	72	14	47	53	63	WBLS-F	(42) B
WOWI-F	Norfolk	9.3	13.6	10	55	43	2	48	52	58	WNVZ-F	(46) CHR
WJHM-F	Orlando	11.3	11.1	25	55	45	0	37	63	57	WXXL-F	(32) CHR
WUSL-F	Philadelphia	12.4	10.2	15	49	47	4	45	55	63	WDAS-F	(46) B/U
WDAS-F	Philadelphia	8.3	15.1	3	20	75	5	40	60	62	WUSL-F	(62) B/U
WAMO-F	Pittsburgh	8.8	14.3	21	35	59	6	33	67	56	WMXP-F	(36) CHR
WQOK-F	Raleigh	9.2	13.7	14	49	51	0	44	56	56	WFXC-F	(40) B
WFXC-F	Raleigh	8.4	15.0	10	17	83	0	36	64	39	WQOK-F	(59) B
WCDX-F	Richmond	12.2	10.3	24	44	52	4	45	55	59	WPLZ-F	(51) B/U
WPLZ-F	Richmond	8.7	14.5	14	38	60	2	45	55	56	WCDX-F	(59) B/U
WDKX-F	Rochester	10.9	11.5	19	39	53	8	31	69	65	WPXY-F	(51) CHR
WTLZ-F	Saginaw	13.1	9.6	19	36	57	7	50	50	66	WIOG-F	(35) CHR
KMJM-F	St. Louis	12.8	9.9	17	45	51	4	44	56	62	KATZ	(24) B
XHRM-F	San Diego	6.0	21.1	5	38	60	2	52	48	59	XHTZ-F	(54) CHR
KSOL-F	San Francisco	6.8	18.5	4	49	47	4	39	61	53	KMEL-F	(71) CHR
KDIA	San Francisco	8.8	14.2	9	15	57	28	35	65	78	KSOL-F	(57) B/U
WEAS-F	Savannah	15.3	8.3	28	47	52	1	44	56	52	WSOK	(32) B
WSOK	Savannah	15.0	8.4	29	3	42	55	36	64	77	WEAS-F	(48) B
KMJJ-F	Shreveport	18.1	10.0	36	28	64	8	45	55	61	KOKA	(31) G
WHBX-F	Tallahassee	13.7	9.2	46	36	63	1	48	52	43	WFHT-F	(57) B
WTMP	Tampa	8.2	15.4	2	22	65	13	28	72	81	WRBQ-F	(41) CHR
WKYS-F	Washington	9.1	13.8	3	27	68	5	40	60	51	WPGC-F	(64) CHR
WMMJ-F	Washington	13.3	9.5	7	5	90	5	33	67	44	WPGC-F	(44) CHR
WHUR-F	Washington	5.7	21.9	3	18	69	13	48	52	64	WKYS-F	(54) B/U
WOL	Washington	13.6	9.2	9	9	77	14	56	44	57	WHUR-F	(43) B/U

NEWS AND NEWS/TALK

NATIONAL MEAN:		7.3	17.4	8.4	3.0	43.9	53.5	53.5	46.5	60.0	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME SHARER	
WGST	Atlanta	7.5	16.8	4	1	69	30	64	36	44	WSB	(44) FS
KLBJ	Austin	7.8	16.2	11	13	52	35	64	36	52	KKMJ-F	(19) SAC
WBAL	Baltimore	10.5	12.0	8	2	38	60	54	46	67	WLIF-F	(20) EZ
WERC	Birmingham	8.7	14.5	10	1	49	50	55	45	60	WAPI	(28) BB
WEEI	Boston	5.8	21.6	6	10	38	52	55	45	65	WRKO	(38) T
WBBM	Chicago	5.6	22.4	3	1	37	62	50	50	65	WGN	(37) T
WMAQ	Chicago	4.5	27.9	5	4	43	53	48	52	67	WBBM	(43) NEWS
WCKY	Cincinnati	8.6	14.6	9	4	34	62	35	65	71	WLW	(48) FS
WWVE	Cleveland	6.4	19.6	7	7	36	57	68	32	60	WMJI-F	(24) O
WVOC	Columbia SC	10.7	11.8	10	6	49	45	54	46	50	WCOS-F	(22) C
KRLD	Dallas-Ft.Worth	6.5	19.4	8	0	51	49	54	46	55	WBAP	(27) FS/C
WHIO	Dayton	9.4	13.4	16	1	25	74	47	53	70	WLW	(30) FS
KOA	Denver	8.2	15.3	8	4	45	51	55	45	57	KYGO-F	(22) C
WWJ	Detroit	7.6	16.6	6	1	34	65	50	50	70	WJR	(40) FS
KMJ	Fresno	11.2	11.2	16	2	55	43	59	41	47	KJOI-F	(16) EZ
WPOP	Hartford	6.7	18.8	5	4	44	52	61	39	53	WTIC	(54) FS
KTRH	Houston	6.3	20.0	11	2	51	47	58	42	57	KPRC	(29) T
KFWB	Los Angeles	4.3	29.0	8	4	51	45	55	45	52	KNX	(32) NEWS
KNX	Los Angeles	5.0	25.4	4	2	53	45	58	42	52	KFWB	(33) NEWS
WINZ	Miami	8.3	15.2	7	0	30	70	58	42	63	WIOD	(31) N/T
WWL	New Orleans	9.1	13.8	8	3	50	47	66	34	41	WLMG-F	(22) AC
WCBS	New York	5.6	22.3	5	3	38	59	50	50	76	WINS	(25) NEWS
WINS	New York	5.7	22.0	7	3	43	54	46	54	79	WCBS	(20) NEWS
KYW	Philadelphia	6.2	20.4	8	3	45	52	45	55	75	WEAZ-F	(19) SAC
KTAR	Phoenix	6.8	18.5	8	2	42	56	61	39	65	KOY	(21) BB
KXL	Portland OR	7.4	17.1	8	1	38	61	43	57	67	KEX	(52) FS
WHJJ	Providence	10.8	11.7	14	2	29	69	39	61	74	WPRO	(42) T
KFBK	Sacramento	10.0	12.7	12	3	52	45	56	44	51	KRAK-F	(16) C
WOAI	San Antonio	8.1	15.5	10	3	51	46	54	46	54	KCYY-F	(24) C
KSDO	San Diego	9.8	12.9	5	2	44	54	52	48	56	KFMB	(26) N/T
KCBS	San Francisco	9.4	13.4	5	0	46	54	42	58	58	KGO	(35) T
KIRO	Seattle	7.4	17.0	9	4	51	45	61	39	55	KOMO	(19) FS
KNST	Tucson	8.3	15.1	15	2	45	53	51	49	49	KWFM-F	(23) O
WTOP	Washington	5.2	24.1	5	4	47	49	63	37	58	WMAL	(19) FS
WJNO	West Palm Beach	11.6	10.9	14	2	32	66	41	59	64	WEAT-F	(29) EZ

TALK AND TALK/NEWS

NATIONAL MEAN:		8.7	14.6	7.3	3.1	46.7	50.2	52.5	47.5	62.0	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WNIR-F	Akron	11.9	10.6	13	2	50	48	48	52	72	WAKR	(16) FS
WQBK	Albany	8.4	15.1	6	0	14	86	32	68	86	WGY	(60) FS
WAEB	Allentown	10.1	12.5	11	0	50	50	42	58	69	WFMZ-F	(27) EZ
KGNC	Amarillo	10.3	12.2	14	4	59	37	63	37	51	KMML-F	(40) C
KENI	Anchorage	9.7	13.0	7	8	76	16	67	33	28	KKSD	(20) T
KERN	Bakersfield	8.8	14.4	7	0	78	22	65	35	50	KNZR	(30) N/T
WCBM	Baltimore	10.7	11.8	6	1	41	58	52	48	67	WBAL	(59) N/T
WJBO	Baton Rouge	8.1	15.6	10	6	60	34	62	38	51	WGGZ-F	(25) O
KIDO	Boise	7.1	17.8	12	5	50	45	50	50	58	KBOI	(25) FS
WRKO	Boston	9.4	13.4	5	5	39	56	54	46	66	WHDH	(35) T
WHDH	Boston	8.0	15.8	6	4	29	67	42	58	78	WRKO	(47) T
WBEN	Buffalo	7.7	16.4	9	3	37	60	48	52	77	WGR	(37) T/N
WGR	Buffalo	6.8	18.6	3	4	55	41	52	48	65	WBEN	(48) T/N
WTMA	Charleston SC	9.5	13.3	7	3	58	39	65	35	44	WEZL-F	(29) C
WGN	Chicago	10.7	11.8	11	0	33	67	43	57	70	WBBM	(34) NEWS
WLUP	Chicago	8.6	14.7	2	19	77	4	70	30	37	WLUP-F	(38) AOR
WLS	Chicago	8.3	15.2	5	3	32	65	44	56	71	WBBM	(43) NEWS
WKRC	Cincinnati	5.3	23.6	7	2	49	49	51	49	64	WLW	(53) FS
WERE	Cleveland	6.7	18.9	5	2	26	72	50	50	66	WWWE	(52) N/T
KVOR	Colorado Springs	10.4	12.2	8	0	33	67	47	53	68	KOA	(25) T/N
KLIF	Dallas-Ft.Worth	9.3	13.6	7	3	66	31	63	37	44	WBAP	(38) FS/C
WOC	Davenport	11.0	11.5	13	0	37	63	59	41	55	KUUL-F	(24) O
WXYT	Detroit	11.2	11.2	5	3	48	49	51	49	65	WJR	(40) FS
WGL	Fort Wayne	9.7	13.0	3	0	48	52	52	48	48	WOWO	(38) FS
KGU	Honolulu	7.8	16.2	7	2	50	48	60	40	60	KSSK-F	(41) AC
KPRC	Houston	7.0	18.1	10	2	49	49	53	47	62	KTRH	(46) N/T
WOKV	Jacksonville	8.6	14.7	4	4	71	25	67	33	42	WQIK-F	(25) C
KCMO	Kansas City	7.7	16.3	6	0	45	55	42	58	61	KMBZ	(46) T/N
KMBZ	Kansas City	7.7	16.3	5	3	40	57	54	46	68	KCMO	(33) T/N
KARN	Little Rock	10.8	11.7	13	2	33	65	35	65	66	KSSN-F	(27) C
KABC	Los Angeles	9.1	13.8	7	1	32	67	39	61	71	KFI	(31) NEWS
KFI	Los Angeles	7.0	18.1	6	2	65	33	50	50	52	KABC	(38) T
WGIR	Manchester	11.1	11.4	7	0	42	58	50	50	73	WZID-F	(35) SAC
WMC	Memphis	7.7	16.4	6	0	56	44	60	40	47	WREC	(30) BB
WIOD	Miami	10.0	12.6	8	3	45	52	44	56	62	WINZ	(28) N/T
WISN	Milwaukee	8.4	14.9	7	7	54	39	62	38	53	WTMJ	(58) FS
KSTP	Minneapolis	5.9	21.2	3	7	69	24	63	37	49	WCCO	(54) FS
WLAC	Nashville	8.7	14.4	6	6	40	54	54	46	55	WSM	(33) C
WABC	New York	7.2	17.6	2	3	33	64	48	52	71	WOR	(43) T
WFAN	New York	6.9	18.4	3	10	63	27	82	18	52	WCBS	(26) NEWS
WOR	New York	11.4	11.0	7	1	21	78	23	77	88	WABC	(40) T
WNIS	Norfolk	9.1	13.8	13	2	58	40	65	35	43	WTAR	(29) BB
KTOK	Oklahoma City	8.7	14.5	11	1	42	57	56	44	57	WKY	(27) EZ
WIP	Philadelphia	6.2	20.2	1	8	63	29	82	18	44	KYW	(51) NEWS
WWDB-F	Philadelphia	11.0	11.5	6	1	39	60	41	59	74	KYW	(43) NEWS
KFYI	Phoenix	9.9	12.8	10	8	37	55	54	46	61	KTAR	(45) N/T
WTAE	Pittsburgh	7.9	15.9	3	1	44	55	57	43	60	KDKA	(71) FS
WPRO	Providence	8.4	15.0	7	4	44	52	37	63	71	WHJJ-F	(35) AOR
KOH	Reno	12.8	9.8	12	2	48	50	60	40	54	KROW	(18) C
KMOX	St. Louis	11.5	10.9	14	1	40	59	47	53	76	KEZK-F	(18) EZ
KGO	San Francisco	9.4	13.4	8	2	48	50	41	59	59	KCBS	(33) N/T
KNBR	San Francisco	6.3	20.1	3	4	61	35	65	35	53	KCBS	(37) N/T
KING	Seattle	5.9	21.2	5	1	61	38	49	51	52	KIRO	(54) NEWS
KXLY	Spokane	8.6	14.7	8	7	40	53	59	41	66	KXLY-F	(26) EZ
WSTV	Steubenville	18.1	7.0	14	0	20	80	38	62	89	KDKA	(30) FS
WFLA	Tampa	9.3	13.6	6	5	43	52	59	41	51	WSUN	(21) C
WWRC	Washington	10.0	12.6	5	0	44	56	42	58	60	WTOP	(37) NEWS
WKBN	Youngstown	14.7	8.6	9	1	24	75	37	63	82	WBBW	(25) T

NOSTALGIA/BIG BAND/TRADITIONAL MOR

NATIONAL MEAN:		10.6	11.9	14.4	1.0	19.5	79.5	42.2	57.8	66.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WABY	Albany	11.5	11.0	10	0	19	81	45	55	76	WROW-F	(40) EZ
KDEF	Albuquerque	12.1	10.4	13	0	24	76	43	57	51	KKOB	(44) FS
WEST	Allentown	17.5	7.2	22	3	16	84	42	58	89	WFMZ-F	(31) EZ
KIXZ	Amarillo	10.9	11.6	17	0	39	61	48	52	57	KMML-F	(38) C
WRDR-F	Atlantic City	14.5	8.7	30	0	13	87	43	57	87	WFPG-F	(27) EZ
WITH	Baltimore	12.4	10.2	20	0	14	86	44	56	65	WBAL	(51) N/T
WINR	Binghamton	9.0	14.1	12	0	10	90	37	63	66	WHWK-F	(29) C
WAPI	Birmingham	8.2	15.3	16	6	38	56	35	65	59	WERC	(39) N/T
WXKS	Boston	11.5	10.9	9	1	16	83	36	64	75	WRKO	(34) T
WPLM AF	Boston	9.2	13.7	7	1	21	78	50	50	48	WRKO	(41) T
WECK	Buffalo	9.5	13.2	13	0	10	90	52	48	74	WBEN	(39) T/N
WJJD	Chicago	10.7	11.8	7	1	15	84	43	57	66	WGN	(47) T
WMLX	Cincinnati	13.1	9.6	11	0	6	94	32	68	79	WLW	(50) FS
WRMR	Cleveland	11.3	11.1	13	0	11	89	37	63	69	WWWE	(39) N/T
WBNS	Columbus OH	6.9	18.3	5	0	28	72	50	50	55	WTVN	(38) FS
KAAM	Dallas-Ft.Worth	8.7	14.5	9	0	30	70	47	53	55	KRLD	(39) NEWS
KEZW	Denver	10.7	11.8	23	1	25	74	28	72	63	KOA	(28) N/T
KRNT	Des Moines	8.6	14.0	15	0	34	66	37	63	68	WHO	(43) FS
CKLW	Detroit	8.9	14.1	7	1	7	92	46	54	65	WJR	(55) FS
KROD	El Paso	7.0	18.1	5	16	62	22	52	48	41	KHEY-F	(28) C
WEYZ	Erie	8.9	14.1	13	0	20	80	38	62	75	WXKC-F	(22) AC
WWOK	Evansville	13.9	9.1	29	0	29	71	42	58	65	WIKY-F	(48) FS
WFDF	Flint	10.9	11.6	17	7	16	77	52	48	60	WJR	(47) FS
KEYQ	Fresno	10.6	11.9	17	0	36	64	52	48	53	KMJ	(45) N/T
WHYL	Harrisburg	10.6	11.8	7	0	18	82	42	58	65	WHP -F	(21) EZ
KQUE-F	Houston	10.5	12.0	14	0	42	58	37	63	56	KODA-F	(26) SAC
WTUX	Indianapolis	13.0	9.7	18	0	13	87	43	57	66	WIBC	(47) FS
WYSN-F	Johnstown	9.8	12.9	17	0	24	76	41	59	64	WJAC	(30) FS
WQBB	Knoxville	14.7	8.5	11	0	9	91	39	61	72	WIVK-F	(48) C
KORK	Las Vegas	9.4	13.4	28	0	15	85	52	48	69	KDWN	(28) T
KJUL-F	Las Vegas	11.1	11.3	8	9	62	29	35	65	39	KXTZ-F	(32) EZ
KMPC	Los Angeles	8.6	14.7	7	1	19	80	45	55	66	KNX	(35) NEWS
WXVW	Louisville	9.2	13.7	9	0	10	90	40	60	76	WHAS	(41) FS
WMMB	Melbourne	15.2	8.3	46	0	11	89	37	63	64	WHKR-F	(19) C
WREC	Memphis	7.7	16.3	14	0	26	74	41	59	78	WMC	(29) T
WMRZ	Miami	12.2	10.3	22	0	8	92	50	50	63	WLYF-F	(32) EZ
WOKY	Milwaukee	11.3	11.1	19	1	15	84	54	46	76	WTMJ	(48) FS
KLBB	Minneapolis	12.2	10.4	3	1	13	86	35	65	66	WCCO	(71) FS
WHLI	Nassau-Suffolk	15.8	8.0	14	0	8	92	32	68	83	WCBS	(28) NEWS
WGSM	Nassau-Suffolk	13.7	9.2	12	0	20	80	31	69	81	WCBS	(35) NEWS
WBYU	New Orleans	10.6	11.8	28	0	5	95	40	60	69	WWL	(39) N/T
WNEW	New York	9.3	13.6	6	0	18	82	42	58	58	WCBS	(29) NEWS
WTAR	Norfolk	8.3	15.1	10	2	23	75	43	57	60	WFOG-F	(33) EZ
WPEN	Philadelphia	14.1	8.9	11	0	15	85	41	59	79	KYW	(49) NEWS
KOY	Phoenix	9.8	12.9	10	0	29	71	44	56	59	KTAR	(49) N/T
KLFF	Phoenix	7.3	17.3	21	0	2	98	59	41	71	KTAR	(35) N/T
WJAS	Pittsburgh	9.4	13.3	8	1	15	84	45	55	70	KDKA	(60) FS
KKSN	Portland OR	10.1	12.4	17	1	23	76	37	63	68	KEX	(35) FS
WBBF	Rochester	10.3	12.3	15	0	34	66	41	59	69	WHAM	(42) FS
KCTC	Sacramento	8.6	14.6	7	0	30	70	41	59	58	KFBK	(39) N/T
WEW	St. Louis	12.3	10.2	8	0	5	95	34	66	75	KMOX	(64) T
WRTH	St. Louis	9.3	13.6	6	0	12	88	38	62	63	KMOX	(65) T
KDYL	Salt Lake City	10.9	11.6	20	6	25	69	53	47	52	KSL	(31) FS
KPOP	San Diego	11.8	10.6	19	0	15	85	44	56	59	KSDO	(27) N/T
KFRC	San Francisco	9.2	13.7	9	0	23	77	39	61	57	KCBS	(37) N/T
KIXI	Seattle	9.6	13.2	19	1	18	81	43	57	66	KIRO	(45) NEWS
KEEL	Shreveport	9.4	13.4	12	0	42	58	50	50	55	KRMD-F	(25) C
KAQQ	Spokane	11.1	11.4	9	0	14	86	23	77	74	KXLY-F	(30) EZ
WMAS	Springfield MA	11.5	11.0	16	0	26	74	45	55	72	WHYN	(33) FS
WFBL	Syracuse	10.1	12.5	16	0	8	92	39	61	66	WSYR	(47) FS

NOSTALGIA/BIG BAND/TRADITIONAL MOR
(continued)

NATIONAL MEAN:		10.6	11.9	14.4	1.0	19.5	79.5	42.2	57.8	66.3	LEADING	
		TSL	T/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME	CUME	SHARER
WGUL AF	Tampa-St.Pete	13.2	9.5	19	0	6	94	47	53	81	WLWU-F	(24) BB
WLWU-F	Tampa-St.Pete	15.1	8.3	13	0	5	95	44	56	83	WFLA	(33) T
KGVY	Tucson	16.0	7.9	25	0	0	100	52	48	86	KNST	(23) N/T
WWDC	Washington	10.0	12.5	5	0	44	56	42	58	75	WMAL	(43) FS
WNAK	Wilkes Barre-Scranton	15.2	8.3	11	0	4	96	48	52	84	WBAX	(34) BB
WEJL	Wilkes Barre-Scranton	11.9	10.6	18	2	8	90	30	70	66	WARM	(39) FS
WNEB	Worcester	12.2	10.3	10	0	15	85	47	53	76	WTAG	(45) FS
WHOT	Youngstown	13.3	9.5	21	4	19	77	33	67	77	WKBN	(42) N/T

HISPANIC

NATIONAL MEAN:		10.3	12.2	13.3	17.3	60.2	22.5	42.5	57.5	66.4	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
KXKS	Albuquerque	22.3	5.6	28	0	30	70	25	75	86	KABQ	(46) SP
KWAC	Bakersfield	13.0	9.7	22	3	61	36	40	60	81	KAFY	(37) SP
KAFY	Bakersfield	12.5	10.1	21	18	72	10	48	52	70	KWAC	(40) SP
WOJO-F	Chicago	10.4	12.1	17	13	74	13	50	50	71	WBBM-F	(31) CHR
WIND	Chicago	7.9	15.9	10	17	71	12	47	53	50	WOJO-F	(45) SP
KUNO	Corpus Christi	15.6	8.1	15	2	4	57	21	79	87	KCCT	(41) SP
KCCT	Corpus Christi	7.6	16.6	8	12	53	35	56	44	77	KUNO	(51) SP
KESS	Dallas-Ft. Worth	11.7	10.8	26	24	58	18	38	62	66	KFJZ	(41) SP
KAMA AF	El Paso	8.9	14.2	9	11	62	27	41	59	46	KAMA	(36) SP
KBNA AF	El Paso	7.4	9.9	7	12	72	16	38	62	60	KPRR-F	(37) CHR
KGST	Fresno	10.6	11.9	3	14	67	19	52	48	52	KXEX	(36) SP
KXMX-F	Fresno	10.1	12.4	16	33	51	16	44	56	64	KGST	(92) SP
KLAT	Houston	11.5	11.0	22	12	65	23	45	55	68	KXYZ	(43) SP
KQQK-F	Houston	7.5	16.7	7	27	69	4	50	50	56	KIKK-F	(36) C
KWKW	Los Angeles	12.4	10.2	19	26	65	9	55	45	66	KTNQ	(40) SP
KLVE-F	Los Angeles	11.1	11.4	16	23	70	7	46	54	58	KTNQ	(30) SP
KTNQ	Los Angeles	9.6	13.1	8	22	69	9	52	48	62	KWKW	(37) SP
KALI	Los Angeles	6.8	18.4	5	32	58	10	41	59	67	KWKW	(65) SP
KKHJ	Los Angeles	7.5	16.9	6	19	68	13	40	60	66	KLVE-F	(40) SP
KSKQ-F	Los Angeles	6.9	18.2	6	21	78	1	58	42	49	KLVE-F	(51) SP
KGBT	McAllen-Brownsville	13.4	9.4	22	6	40	54	44	56	79	KIWW-F	(36) SP
KIWW-F	McAllen-Brownsville	7.7	16.5	7	27	65	8	44	56	59	KGBT	(41) SP
KQXX-F	McAllen-Brownsville	11.2	11.2	15	12	67	21	49	51	65	KGBT	(43) SP
KBOR-F	McAllen-Brownsville	6.2	20.5	5	29	44	27	61	39	63	KIWW-F	(53) SP
KBOR	McAllen-Brownsville	8.5	14.8	5	11	79	20	38	62	59	KGBT	(52) SP
WAQI	Miami	14.7	8.6	22	0	32	68	48	52	77	WQBA	(30) SP
WXDJ-F	Miami	12.6	10.0	11	10	60	30	29	71	47	WCMQ-F	(39) SP
WQBA	Miami	12.8	9.9	12	0	38	62	39	61	74	WAQI	(41) SP
WCMQ-F	Miami	9.5	13.3	11	6	69	25	44	56	51	WXDJ-F	(40) SP
WQBA-F	Miami	7.9	16.1	5	17	66	17	37	63	54	WXDJ-F	(41) SP
KLOC	Modesto	10.2	12.3	16	40	50	10	33	67	52	KHOP-F	(39) CHR
WADO	New York	11.1	11.3	11	7	55	38	37	63	87	WSKQ	(42) SP
WKDM	New York	10.8	11.7	8	14	76	12	39	61	83	WADO	(55) SP
WSKQ	New York	12.0	10.5	6	6	56	38	40	60	70	WADO	(62) SP
WSKQ-F	New York	11.7	10.8	16	17	71	12	45	55	72	WADO	(32) SP
KTRO	Oxnard	11.9	10.6	15	40	54	6	40	60	60	KOXR	(41) SP
KOXR	Oxnard	7.4	16.9	13	15	84	1	31	69	79	KTRO	(70) SP
KVVA	Phoenix	7.1	17.9	18	27	65	8	33	67	59	KPHX	(44) SP
KRCX	Sacramento	26.8	4.7	35	17	34	49	15	85	90	KSFM-F	(16) CHR
KCTY	Salinas-Monterey-SC	15.8	8.0	15	21	72	7	40	60	54	KRAY-F	(35) SP
KXTN-F	San Antonio	12.8	9.8	12	17	73	10	38	62	54	KTFM-F	(36) CHR
KCOR	San Antonio	13.6	9.2	19	9	44	47	30	70	79	KSAH	(29) SP
KBRG-F	San Francisco	11.5	11.0	20	53	38	9	57	43	61	KIQI	(31) SP
KIQI	San Francisco	9.3	13.6	10	18	69	13	50	50	74	KBRG-F	(31) SP
KAZA	San Jose	11.5	11.0	0	8	71	21	63	37	75	KLOK	(56) SP
KSTN-F	Stockton	10.2	12.4	20	36	48	16	50	50	61	KCUR	(35) SP
KXEW	Tucson	11.0	11.5	11	22	67	11	42	58	71	KQTL	(39) SP
WMDO	Washington	16.6	7.6	6	3	85	12	38	62	74	WRQX-F	(49) AC

RELIGION/GOSPEL

NATIONAL MEAN:		8.0	15.7	12.6	10.8	54.2	35.0	34.3	65.7	63.6	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
WHLO	Akron	5.3	23.7	10	57	28	15	29	71	63	WAKR	(25) FS
WMIT AF	Asheville	7.5	16.7	22	0	63	37	36	64	78	WFGW	(35) REL
WAOK	Atlanta	11.4	11.0	10	7	64	29	35	65	61	WVEE-F	(46) B/U
WKZK	Augusta GA	16.5	7.7	19	3	45	52	41	59	80	WFXA-F	(55) B
WRBS-F	Baltimore	8.8	14.3	18	4	69	27	40	60	60	WLIF-F	(22) EZ
WBGR	Baltimore	11.1	11.3	13	0	36	64	48	52	71	WBAL	(41) N/T
WDJC-F	Birmingham	5.7	22.3	12	10	58	32	39	61	39	WZZK-F	(34) C
WAGG	Birmingham	10.7	11.8	5	9	53	38	30	70	75	WATV	(45) B
WROL	Boston	7.6	16.6	2	2	36	62	37	63	85	WRKO	(41) T
WDCX-F	Buffalo	5.3	24.0	8	0	50	50	42	58	74	WJYE-F	(30) SAC
WJRX-F	Chattanooga	10.2	12.3	10	20	73	7	54	46	38	WSKZ-F	(28) CHR
WYCA-F	Chicago	7.7	16.3	12	7	55	38	24	76	69	WGCI-F	(35) B/U
WTLT-F	Columbus OH	7.6	16.6	8	34	66	0	46	54	41	WNCI-F	(41) CHR
KLTY-F	Dallas-Ft.Worth	6.5	19.4	9	18	78	4	32	68	34	WBAP	(19) FS/C
WFCJ-F	Dayton	5.8	21.6	14	12	75	13	19	81	54	WLW	(21) FS
WMUZ-F	Detroit	10.2	12.4	9	12	74	14	26	74	65	WWJ	(21) NEWS
WSTS-F	Fayetteville NC	16.9	7.5	27	5	45	50	43	57	60	WMXF-F	(25) CHR
WFLT	Flint	8.8	14.3	12	14	60	26	21	79	73	WDZZ-F	(74) B
WFUR-F	Grand Rapids	5.4	23.2	7	0	42	58	47	53	61	WOOD-F	(34) EZ
WHPE-F	Greensboro	8.3	15.1	9	0	34	66	11	89	60	WMFR	(19) BB
KHCB-F	Houston	9.7	13.0	12	12	55	33	32	68	59	KTRH	(31) N/T
WEMM-F	Huntington	5.7	21.9	15	8	25	67	33	67	71	WTCR-F	(39) C
WOAD	Jackson MS	14.7	8.6	12	8	53	39	44	56	66	WJMI-F	(37) B
WCGL	Jacksonville	11.7	10.8	17	4	15	81	22	78	42	WQIK-F	(49) C
KCCV	Kansas City	8.6	14.7	8	4	36	60	44	56	68	WDAF	(46) C
WDAC-F	Lancaster	8.3	15.3	25	16	31	53	28	72	72	WNCE-F	(21) EZ
WJMM-F	Lexington	5.0	25.0	13	14	86	0	43	57	31	WVLK	(23) FS
WDDO	Macon	14.4	8.7	17	3	40	57	19	81	77	WFXM-F	(42) B
WLOK	Memphis	9.3	13.6	7	6	47	47	34	66	77	WDIA	(63) B
WYLD	New Orleans	8.9	14.2	7	18	57	25	29	71	60	WBOK	(53) G
WWDJ	New York	6.6	19.1	8	18	66	16	21	79	93	WINS	(47) NEWS
WFME-F	New York	8.4	15.0	3	10	50	40	36	64	72	WCBS	(24) NEWS
WWRL	New York	10.8	11.6	11	1	71	28	27	73	79	WBLS-F	(41) B/U
WKSV-F	Norfolk	7.6	16.7	3	46	54	0	54	46	44	WOWI-F	(67) B/U
KQCV	Oklahoma City	14.7	8.6	11	0	56	44	56	44	47	KTOK	(39) T/N
WZZD	Philadelphia	5.4	23.2	4	8	48	44	41	59	67	KYW	(52) NEWS
WPIT-F	Pittsburgh	4.6	27.5	9	4	50	46	23	77	77	KDKA	(45) FS
KPDQ-F	Portland OR	9.1	13.9	25	0	49	51	26	74	79	KEX	(25) FS
KFIA	Sacramento	7.4	17.0	25	7	68	25	40	60	54	KFBK	(30) N/T
KSLR	San Antonio	8.4	15.0	16	46	51	3	47	53	58	KQXT-F	(20) SAC
KFAX	San Francisco	6.3	20.1	6	4	57	39	23	77	67	KGO	(41) T
KCIS	Seattle	8.8	14.3	13	0	50	50	28	72	77	KIRO	(39) NEWS
KCMS-F	Seattle	8.0	15.8	18	33	58	9	35	65	62	KUBE-F	(18) CHR
KOKA	Shreveport	13.0	9.7	13	6	40	54	30	70	85	KMJJ-F	(58) B
WFRN-F	South Bend	6.3	19.9	20	0	76	24	25	75	46	WYEZ-F	(43) SAC
KADI-F	Springfield MO	7.6	17.6	17	30	70	0	50	50	38	KGBX-F	(29) AC
WMHR-F	Syracuse	12.2	10.3	25	4	66	30	30	70	60	WSYR	(22) FS
KCFO	Tulsa	8.9	14.1	16	0	60	40	40	60	75	KVOO	(21) C
WYCB	Washington	7.7	16.3	5	3	67	30	19	81	74	WHUR-F	(38) B/U

JAZZ/NEW AC

NATIONAL MEAN:		7.7	16.3	5.1	5.9	83.0	11.1	50.8	49.2	41.0	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
KNIK-F	Anchorage	9.3	13.6	1	0	100	0	40	60	32	KBFX-F	(43) CL AOR
WCDJ-F	Boston	8.2	15.4	4	11	69	20	48	52	36	WXKS-F	(24) CHR
WMGL-F	Charleston SC	5.4	23.5	7	8	92	0	69	31	33	WUJM-F	(25) B
WNUA-F	Chicago	8.2	15.3	5	5	80	15	51	49	44	WGCI-F	(20) B/U
WNWV-F	Cleveland	8.9	14.2	4	5	74	21	56	44	36	WLTF-F	(26) AC
KOAI-F	Dallas-Ft.Worth	8.2	15.4	4	6	86	8	58	42	28	KVIL-F	(25) AC
KHIH-F	Denver	6.9	18.3	4	22	75	3	54	46	31	KBCO-F	(29) AOR
WJZZ-F	Detroit	8.4	15.1	4	10	72	18	56	44	50	WJLB-F	(49) B/U
KEZL-F	Fresno	10.0	12.5	2	0	92	8	13	87	30	KMJ	(44) N/T
KJZS-F	Houston	8.3	15.2	5	4	94	2	60	40	33	KLTR-F	(26) AC
KEYV-F	Las Vegas	8.1	15.5	7	7	65	28	54	46	52	KOMP-F	(26) AOR
KTWV-F	Los Angeles	6.3	20.0	2	10	86	4	57	43	43	KOST-F	(26) AC
WLVE-F	Miami	8.1	15.5	7	6	86	8	49	51	36	WZTA-F	(27) CL AOR
WQCD-F	New York	8.6	14.7	5	10	81	9	55	45	45	WBLS-F	(31) B/U
KTNT-F	Oklahoma City	7.5	16.8	3	4	93	3	58	42	27	KMGL-F	(34) AC
KKVU-F	Omaha	12.9	9.8	19	6	92	2	38	62	36	KQKQ-F	(28) CHR
WLOQ-F	Orlando	7.4	17.1	10	4	82	14	53	47	50	WMMO-F	(23) AC
WCLZ-F	Portland ME	9.0	14.0	9	0	70	30	30	70	48	WMGX-F	(32) CL AOR
WNND-F	Raleigh	8.3	15.3	2	4	95	1	57	43	35	WRAL-F	(40) AC
KQPT-F	Sacramento	9.4	13.4	3	3	76	21	51	49	43	KSFM-F	(29) CHR
KXDC-F	Salinas-Monterey-SC	11.1	11.3	8	0	100	0	47	53	58	KDON-F	(25) CHR
KIFM-F	San Diego	6.8	18.7	5	6	82	12	56	44	35	KFMB	(22) FS
KKSF-F	San Francisco	7.9	16.0	4	6	78	16	59	41	38	KBLX-F	(22) J/NAC
KBLX AF	San Francisco	6.7	18.9	2	10	85	5	42	58	53	KMEL-F	(40) CHR
KJAZ-F	San Francisco	6.9	18.3	4	1	57	42	64	36	64	KCBS	(31) N/T
KKNW-F	Seattle	7.4	17.1	4	8	85	7	43	57	47	KIRO	(29) NEWS
WHVE-F	Tampa-St.Pete	6.3	20.1	5	3	85	12	51	49	45	WYNF-F	(25) AOR
WJZE-F	Washington	5.3	24.0	3	5	92	3	54	46	39	WKYS-F	(33) B/U

CLASSICAL/FINE ARTS

NATIONAL MEAN:		7.5	16.7	6.6	2.6	48.9	48.5	51.1	48.9	54.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
KHFM-F	Albuquerque	10.4	12.1	19	3	48	49	48	52	67	KKOB	(26) FS
KLEF-F	Anchorage	11.3	11.1	3	0	91	9	47	53	29	KYMG-F	(23) AC
KIWF	Bakersfield	7.8	16.1	0	0	61	39	46	54	45	KGFM-F	(38) EZ
WCRB-F	Boston	7.0	18.0	5	1	41	58	51	49	55	WEEI	(31) NEWS
WFMT-F	Chicago	4.9	25.8	0	2	45	53	48	52	61	WNIB-F	(51) CL
WNIB-F	Chicago	7.9	16.0	6	2	38	60	40	60	63	WFMT-F	(48) CL
WCLV-F	Cleveland	6.5	19.4	12	2	40	58	48	52	51	WDOK-F	(30) SAC
WRR -F	Dallas-Ft.Worth	6.2	20.4	8	4	68	28	59	41	34	KRLD	(25) NEWS
KVOD-F	Denver	9.1	13.8	9	2	58	40	55	45	59	KYGO-F	(23) C
WQRS-F	Detroit	6.8	18.6	4	2	62	36	60	40	37	WJR	(33) FS
KXTR-F	Kansas City	8.4	15.1	10	0	53	47	52	48	53	KMBR-F	(31) SAC
KKGO-F	Los Angeles	5.0	25.3	5	10	55	35	59	41	54	KNX	(25) NEWS
WTMI-F	Miami	7.9	16.0	5	0	42	58	54	46	60	WLYF-F	(29) EZ
WFMR-F	Milwaukee	10.2	12.4	8	1	31	68	59	41	59	WTMJ	(42) FS
WQXR AF	New York	7.5	16.7	6	0	29	71	42	58	72	WQXR-F	(41) CL
WNCN-F	New York	5.9	21.4	4	3	63	34	50	50	49	WNCN-F	(49) CL
WFLN-F	Philadelphia	8.8	14.2	5	5	53	42	58	42	58	KYW	(48) NEWS
KONC-F	Phoenix	9.4	13.3	13	6	36	58	51	49	57	KTAR	(38) N/T
KFUO-F	St. Louis	6.7	18.8	8	1	40	59	46	54	46	KMOX	(44) T
KBOQ-F	Salinas-Monterey-SC	7.7	16.4	3	8	52	40	56	44	51	KGO	(30) T
KFSD-F	San Diego	8.6	14.6	9	3	38	59	51	49	68	KSDO	(24) N/T
KDFC AF	San Francisco	7.2	17.5	5	4	38	58	50	50	69	KKHI-F	(34) CL
KKHI AF	San Francisco	7.9	15.9	3	2	40	58	52	48	64	KCBS	(51) N/T
KING-F	Seattle	7.8	16.2	9	2	50	48	47	53	59	KIRO	(27) NEWS
WGMS-F	Washington	9.3	13.5	6	3	51	46	48	52	52	WTOP	(21) NEWS

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

ISSUE	RELEASE DATE	NUMBER OF MARKETS	PRICE
Winter Supplement	May	97	\$49.00
Spring Edition	August	170	\$84.00
Small Market Edition	September	90	\$49.00
Summer Supplement	November	97	\$49.00
Fall Edition	February	168	\$84.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1986 and 1996); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY Price: \$265.00

RADIO IN THE UNITED STATES: 1976 to 1991

This new issue offers a statistical history covering the last 16 years. For each market (180 or so) there is a complete year-by-year analysis of station shares and cume ratings, format shares, financial information, highest billing stations, station sales (back to 1970 for most markets), major call letter and format changes and much, much more. This book is literally a history radio for the last 16 years.

PUBLISHED IN MARCH 1992 Price: \$110.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading. Effective in 1992, this book is doubled in size because we will be adding audience breakdowns for over 1000 stations. For each station the following is provided: Time-Spent-Listening, Turnover ratios, % Exclusive Cume, % 12-24, 25-54 and 55+, % Male, % Female, % At-Home-Listening, and the station with the highest level of shared audience.

PUBLISHED EVERY APRIL Price: \$85.00

DUNCAN'S RADIO GROUP DIRECTORY

This is a brand new publication which first published in May, 1989 and will now be issued annually. This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY Price: \$120.00

ORDER FORM

Complete form and mail to:	<u>AMERICAN RADIO</u>	<u>PRICE</u>	<u># OF COPIES</u>	<u>AMOUNT</u>
JAMES H. DUNCAN, JR. DUNCAN'S AMERICAN RADIO, INC. P.O. BOX 90284 INDIANAPOLIS, IN 46290	Winter Supplement	\$ 49.00	_____	_____
NAME _____	Spring Edition	\$ 84.00	_____	_____
TITLE _____	Small Market Edition	\$ 49.00	_____	_____
COMPANY _____	Summer Supplement	\$ 49.00	_____	_____
ADDRESS _____	Fall Edition	\$ 84.00	_____	_____
CITY _____	Duncan's Radio Market Guide	\$265.00	_____	_____
STATE _____ ZTP _____	Radio in the United States 1976-1991	\$110.00	_____	_____
PHONE # _____	The Relationship Between Radio Audience Shares and Revenue Shares	\$ 85.00	_____	_____
_____ Payment Enclosed	Duncan's Radio Group Directory	\$120.00	_____	_____
_____ Charge my credit card				
_____ Visa _____ Mastercard				
Card # _____ Exp. _____	TOTAL:		\$	_____

