

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

1995 EDITION

(Based on 1994 Revenue and Ratings)

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

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INTRODUCTION

I am proud and pleased to present my seventh 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 1994. 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 1,190 stations are covered in this report. To put it another way, this report includes data for over 13% of all commercial stations in the United States. Almost 42% of all reported stations in the Arbitron standard markets are included.
- C. The rating periods used for this study were Fall 1993, Winter 1994, Spring 1994, and Summer 1994. 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/Variety
	Oldies	Black/Urban
	Soft AC	News & News/Talk
	CHR/Top 40	Talk & Talk/News
	Country	Nostalgia
	AOR	Hispanic
	Classic Rock	Jazz
	Classical	

SECTION B:
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.

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.

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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 (94 REV)

Revenue estimates cover calendar year 1994. They are gross and they do not include trade dollars. Generally, they are the same estimates you found in the 1995 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, 1994, 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 (94 AUD SHARE)

This shows each station's audience share (12+ Metro, Mon-Sun, 6AM-Midnight). The rating periods used were Fall 1993, Winter 1994, Spring 1994 and Summer 1994. 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 1994 and Spring 1993 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.

EXPLANATION OF METHODOLOGY
(Continued)

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.

1994 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 1994 or Summer 1994).

REVENUE RANK

This figures shows how each station ranked in total revenue in its market. It covers the year 1994. 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 94 or Summer 94 or Fall 94. 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 1994 CONVERSION RATIOS

<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>					139.6 Mean (37 stations)
<u>Adult Contemp</u>	133.7 Mean 131.1 Median (51 stations)	133.8 Mean 130.8 Median (38 stations)	133.8 Mean 135.7 Median (26 stations)	124.4 Mean 116.3 Median (21 stations)	132.3 Mean (136 stations)
<u>Classic Rock</u>	132.6 Mean 126.3 Median (30 stations)	125.4 Mean 119.9 Median (16 stations)			130.1 Mean (46 stations)
<u>Full Service</u>	132.5 Mean 130.7 Median (18 stations)	116.8 Mean 108.3 Median (20 stations)		119.9 Mean 123.9 Median (21 stations)	122.7 Mean (59 stations)
<u>AOR</u>	117.6 Mean 119.0 Median (78 stations)	127.5 Mean 131.5 Median (44 stations)		119.4 Mean 122.9 Median (47 stations)	120.7 Mean (169 stations)
<u>Oldies(50's & 60's)</u>	121.4 Mean 119.6 Median (39 stations)	116.0 Mean 111.3 Median (29 stations)		117.1 Mean 112.7 Median (29 stations)	118.5 Mean (97 stations)
<u>Country</u>	113.6 Mean 109.4 Median (55 stations)	121.7 Mean 120.0 Median (48 stations)	120.8 Mean 117.7 Median (30 stations)	117.7 Mean 115.8 Median (27 stations)	118.1 Mean (160 stations)
<u>Sports</u>					108.0 Mean (12 stations)
<u>Soft AC</u>	105.3 Mean 105.5 Median (35 stations)	99.7 Mean 100.0 Median (25 stations)		113.8 Mean 106.5 Median (22 stations)	105.9 Mean (82 stations)
<u>Hispanic</u>					103.2 Mean (34 stations)
<u>Talk & Talk/News</u>					101.9 Mean (83 stations)
<u>CHR/Top 40</u>	90.7 Mean 89.2 Median (44 stations)	105.0 Mean 103.3 Median (35 stations)	103.9 Mean 102.3 Median (24 stations)	105.0 Mean 105.0 Median (15 stations)	99.5 Mean (118 stations)
<u>Jazz</u>					97.2 Mean (21 stations)
<u>Black/Urban</u>					73.8 Mean (76 stations)
<u>Classical</u>					72.0 Mean (21 stations)
<u>Standards/Nostalgia</u>					46.5 Mean (39 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: 1,190

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>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1988</u>	<u>1987</u>	<u>1986</u>
<u>Adult Contemp (All)</u>	132.3	133.3	126.9	133.6	136.3	135.9	134.3	137.0
Major Markets	133.7	133.9	124.1	133.6	134.1	133.1	132.9	147.0
Medium Markets	133.8	133.4	129.2	136.1	145.1	149.3	145.6	137.1
Small Markets	133.8	126.2	130.2	136.4	138.1	133.9	125.0	120.9
Very Small Markets	124.4	139.2	131.6	127.8	125.8	122.5	122.8	117.6

NOTE: In years 1986-1988 the AC figures included Soft AC and Oldies stations.
As of 1990 the formats were split into three separate categories.

<u>News & News/Talk (All)</u>	139.6	173.3	140.7	135.4	(Earlier years not available)			
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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>	120.7	117.7	114.6	121.8	119.0	118.9	111.5	108.9
Major Markets	117.6	115.9	114.2	127.2	122.5	123.0	120.7	111.3
Medium Markets	127.5	122.0	118.8	124.4	127.4	115.4	105.4	112.6
Small & Very Small Mkts	119.4	116.4	111.7	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(50's & 60's)(All)</u>	118.5	124.6	122.6	121.1	120.9			
Major Markets	121.4	126.2	124.5	128.1	129.7	(Conversion ratios for earlier years are not available)		
Medium Markets	116.0	120.8	121.0	111.1	112.6			
Small & Very Small Mkts	117.1	126.6	121.6	120.7	114.2			

<u>Full Service (All)</u>	122.7	120.5	121.8	120.2	122.2	134.2	132.4	138.8
Major Markets	132.5	139.4	141.1	138.5	143.0	154.7	148.5	151.5
Medium Markets	116.8	107.2	110.8	117.1	117.8	128.0	128.5	138.0
Small & Very Small Mkts	119.9	118.7	117.5	111.1	109.5	120.8	122.1	125.3

<u>Classic Rock (All)</u>	130.1	121.5	121.3	117.9	113.7			
Major Markets	132.6	126.0	128.5	119.7	122.5	(Conversion ratios for earlier years are not available)		
Medium Markets	125.4	108.5	108.1	120.7	NA			
Small & Very Small Mkts	NA	125.9	117.6	108.8	NA			

<u>Talk and Talk/News (All)</u>	101.9	103.7	103.9	110.6	(Conversion ratios for earlier years are not available)			
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<u>Country (All)</u>	118.1	113.1	106.6	109.6	112.9	115.6	116.6	114.7
Major Markets	113.6	108.8	103.2	105.1	106.8	108.3	114.4	112.4
Medium Markets	121.7	118.5	109.7	113.2	118.6	119.8	120.3	120.1
Small Markets	120.8	117.9	110.7	111.8	119.5	119.4	115.5	117.2
Very Small Markets	117.7	107.2	103.8	108.7	107.3	116.8	116.4	110.3

<u>Jazz/NAC (All)</u>	97.2	103.3	98.6	103.7	104.1	112.7	(Earlier years not available)	
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<u>CHR/Top 40 (All)</u>	99.5	100.9	103.7	101.6	99.5	102.6	102.9	107.6
Major Markets	90.7	89.1	91.4	97.5	97.8	101.8	112.9	108.7
Medium Markets	105.0	109.4	108.5	106.3	101.1	103.4	103.1	105.0
Small Markets	103.9	111.0	112.4	108.1	105.1	107.6	100.0	107.8
Very Small Markets	105.0	100.4	101.2	95.7	94.2	97.6	95.3	100.3

<u>Hispanic (All)</u>	103.2	97.7	94.5	100.6	103.3	107.4	110.1	103.0
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<u>Soft AC (All)</u>	105.9	102.0	94.5	89.6	85.6	74.6	75.3	78.8
Major Markets	105.3	105.0	99.4	92.8	88.3	72.3	74.2	78.8
Medium Markets	99.7	99.9	90.2	87.2	84.4	73.5	75.3	76.1
Small & Very Small Mkts	113.8	99.8	91.1	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 1992 about 90% of the sample could be classified as Soft AC's.

<u>Classical (All)</u>	72.0	81.5	84.2	83.7	84.6	107.4	110.1	103.0
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<u>Black/Urban (All)</u>	73.8	73.2	70.2	70.6	68.5	76.7	77.3	77.7
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<u>Standards/Nostalgia (All)</u>	46.5	49.8	52.4	53.8	60.2	57.0	63.8	72.4
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<u>Sports (All)</u>	108.0	(Conversion ratios from earlier years not available.)						
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SECTION A
CONVERSION RATIOS

AC

MAJOR MARKETS

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ	REV RANK	12+ RANK	25-54 RANK	REV SHARE
					AUD SHARE				AS % OF AUD SHARE
WSB -F	Atlanta	12.0	8.0	6.4	7.4	5	4	3	108.1
WWMX-F	Baltimore	9.2	13.1	5.8	8.2	3	4	3	160.0
WMJX-AF	Boston	11.4	7.4	5.3	6.3	5	5	6	117.5
WBMX-F	Boston	10.8	7.0	4.4	5.2	7	9	4	134.6
WMJQ-F	Buffalo (CHR)	2.6	7.3	5.0	5.7	8	11	6	128.1
WBT -F	Charlotte	4.4	9.2	6.3	7.7	6	6	5	119.5
WTMX-F	Chicago	8.3	2.8	2.4	2.7	15	20	11T	103.7
WPNT-F	Chicago (CHR)	8.0	2.7	2.4	2.7	16	16	13	100.0
WWNK-F	Cincinnati	4.1	5.9	3.6	4.3	7	12	8	137.2
WLTF-F	Cleveland	6.8	9.9	6.1	7.0	3	8	3	141.4
WQAL-F	Cleveland	4.4	6.4	5.5	6.3	8	6	7	101.6
WSNY-F	Columbus, OH	9.9	17.8	8.3	10.0	1	3	1	178.0
KVIL-AF	Dallas	23.0	12.7	5.6	6.1	1	6	2	208.2
KDMX-F	Dallas (CHR)	7.4	4.1	3.1	3.4	13	16	10	120.5
KALC-F	Denver	3.0	3.3	3.9	4.4	10	10	12	75.0
KWMX-AF	Denver	3.0	3.3	4.8	5.4	10	6	7	61.1
WKQI-F	Detroit	13.5	8.8	4.6	5.1	2	9	7	172.5
WNIC-F	Detroit	9.7	6.3	4.1	4.6	5	7	1	137.0
KHMX-F	Houston (CHR)	10.8	6.7	4.3	5.0	5	9	5	134.0
WENS-F	Indianapolis	6.0	10.7	7.1	7.9	4	4	3	135.4
KUDL-F	Kansas City	3.3	6.8	4.9	5.4	7	5	4	125.9
KOST-F	Los Angeles	28.2	6.2	4.3	4.9	2	7	6	126.5
KBIG-F	Los Angeles	23.8	5.2	3.3	3.8	8	9	5	136.8
KYSR-F	Los Angeles	15.0	3.3	2.6	3.0	16	13	11	110.0
WFLC-F	Miami	7.8	6.0	4.1	4.5	3	9	5	133.3
WHYI-F	Miami (CHR)	7.7	5.9	4.4	4.9	4	7	4	120.4
WKTI-F	Milwaukee	6.6	12.8	6.5	7.3	2	3	3	175.3
WMYX-AF	Milwaukee	3.8	7.4	4.7	5.3	5	7 (E)	5 (E)	139.6
KSTP-F	Minneapolis	10.2	10.7	6.7	8.2	3	6	4	130.5
WLTS-F	New Orleans	2.4	6.2	5.2	5.8	7	7	6	106.9
WMXV-F	New York	19.4	4.8	3.3	3.8	9	12	8	126.3
WWDE-F	Norfolk	3.8	9.8	5.0	5.8	4	8	6	168.9
WYXR-F	Philadelphia (CHR)	8.2	4.8	3.6	4.3	8	14	9	111.6
WBEB-F	Philadelphia	8.0	4.8	4.5	5.4	10	6	6	88.9
KESZ-F	Phoenix	6.2	7.5	4.2 (E)	5.0	5	10 (E)	6	150.0
KVRY-F	Phoenix	4.6	5.6	4.5	5.3	10	6	5	105.7
WVTY-F	Pittsburgh	6.2	9.6	6.3	7.2	4	5	4	133.3
KKCW-F	Portland, OR	7.5	11.6	5.9	6.7	1	8	4	173.1
WSNE-F	Providence	3.8	12.0	5.3	7.2	3	4	3	166.7
KGBY-F	Sacramento	5.4	8.5	5.5	6.1	3	5	4	139.3
KYKY-F	St. Louis	8.5	10.3	5.5	6.0	3	7	6	171.7
KISN-F	Salt Lake	2.2	5.7	4.2	4.7	6	11	5	121.3
KVRI-F	Salt Lake	1.9	4.9	3.4	3.8	8	9	5	128.9
KYXY-F	San Diego	6.6	7.0	4.5	5.5	5	4	5	127.3
KFMB-F	San Diego	3.0	3.2	1.9	2.3	14	21	16	139.1

AC

MAJOR MARKETS
(Continued)

<u>STATION</u>	<u>MARKET</u>	<u>'94</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'94</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</u> <u>SHARE</u> <u>AS % OF</u> <u>AUD</u>
KIOI-F	San Francisco	12.6	6.7	3.5	4.9	4	5	3	136.7
KEZR-F	San Jose	4.8	13.4	3.2	8.0	3	8	7	167.5
KLSY-F	Seattle	6.5	5.9	4.1	4.5	5	14	11	131.1
WMTX-F	Tampa	7.6	10.4	5.7	6.9	2	8	3	150.7
WUSA-AF	Tampa	6.5	8.9	5.0	6.1	4	9	8	145.9
WASH-F	Washington	11.9	6.5	3.5	4.2	5	6	7	154.8

51 Stations	1994 Mean:	133.7	1993 Mean:	133.9
	1994 Median:	131.1	1992 Mean:	124.1
			1991 Mean:	133.6
			1990 Mean:	134.1
			1988 Mean:	150.9

Mean for Market's highest billing AC: 140.2 (140.2 in 93, 136.5 in 92,
143.4 in 91, 139.9 in 90)

Mean for other AC's: 118.0 (123.3 in 93, 107.3 in 92,
110.1 in 91, 121.1 in 90)

Mean 12+ Rank of Mkt's highest billing AC: 7.7 (7.4 in 93, 7.1 in 92, 7.7 in 91, 6.7 in 90)

Mean 25-54 Rank of Mkt's highest billing AC: 5.4 (4.9 in 93, 5.0 in 92, 5.3 in 91, 4.0 in 90)

Mean Revenue Rank of Mkt's highest billing AC: 4.7 (4.9 in 93, 4.9 in 92, 5.0 in 91, 4.6 in 90)

AC

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WKLI-F	Albany	2.7	11.0	6.5	7.8	6	4	4	141.0
KKOB-F	Albuquerque	2.8	11.7	6.9	8.1	3	3	2	144.4
WLEV-F	Allen-Beth	4.3	23.0	10.6	15.2	1	4	2	151.3
KEYI-F	Austin	1.5	4.6	3.6	4.4	9	9	9	104.5
KLLY-F	Bakersfield	0.8	5.7	4.4	5.6	7	8	8	101.8
KRVE-F	Baton Rouge	1.4	8.3	6.3	8.5	6	4	4	97.6
WMJJ-F	Birmingham	3.7	12.4	8.5	10.2	2	3	3	121.6
WLMX-F	Chattanooga	1.5	9.6	5.2	6.2	5	5	3	154.8
WMMX-F	Dayton	4.1	15.1	7.9	10.1	1	2	1	149.5
WLHT-F	Grand Rapids	4.7	17.0	7.0	9.2	1	5	3	184.8
WKZL-F	Greens-WS (CHR)	2.7	9.8	5.9	7.3	4	3	3	134.2
WMYI-F	Green-Spart	4.4	17.6	8.8	10.7	2	5	2	164.4
WRVV-F	Harrisburg (AOR)	2.7	16.2	8.2	10.8	3	4	2	150.0
KSSK-F	Honolulu	3.4	16.0	11.8	12.6	1	1	1	127.0
WIVY-F	Jacksonville	2.0	6.4	4.6	5.7	7	9	7	112.3
WMYU-F	Knoxville	2.4	13.3	7.5	8.4	4	5	3	158.3
KMZQ-F	Las Vegas	3.4	10.6	6.4	7.3	2	6	5	145.2
KURB-F	Little Rock	1.9	11.7	7.3	8.3	3	4	3	141.0
WLRS-F	Louisville	1.7	5.0	3.8	4.4	7	9	10	113.6
WRVR-F	Memphis	4.9	13.3	6.6	7.3	3	5	3	182.2
WLAC-F	Nashville	3.2	7.5	5.2	5.9	4	10	7	127.1
KMGL-F	Oklahoma Cty	2.9	9.7	6.0	6.9	4	8	5	140.6
KEFM-F	Omaha	2.2	8.2	7.2	8.3	6	6	4	98.8
WOMX-F	Orlando (CHR)	6.1	10.7	7.5	8.4	2	4	1	127.4
WMMO-F	Orlando (AOR)	3.5	6.1	3.9	4.4	10	11	7	138.6
WRAL-F	Raleigh	5.1	15.2	7.4	9.9	1	1	1	153.5
WMXB-F	Richmond	4.2	12.4	6.2	6.8	3	6	3	182.3
WVOR-F	Rochester	1.9	6.7	5.5	6.9	6	8	6	97.1
KWAV-F	Sal-Mont-SC	2.0	15.4	6.6	12.1	2	3	2	127.3
WHYN-F	Springfield, MA	2.2	16.9	8.0	13.5	3	4	4	125.2
WMAS-F	Springfield, MA	2.0	15.4	7.8	13.2	4	3	3	116.7
WYYY-F	Syracuse	4.7	24.3	10.4	13.1	1	1	1	185.5
WWWM-F	Toledo	2.1	11.8	7.3	9.6	4	6	4	122.9
KKLD-F	Tucson	3.5	14.3	10.2	12.7	2	2	2	112.6
KRAV-F	Tulsa	1.5	5.5	4.8	5.4	7	11	6	101.9
WRMF-F	West Palm	8.3	25.9	8.5	15.3	1	1	1	169.3
WMGS-F	WB/Scranton	2.0	10.2	8.2	10.2	4	3	3	100.0
WJBR-AF	Wilmington, DE	3.4	29.3	10.8	36.6	2	2	1	80.1

38 Stations

1994 Mean: 133.8
1994 Median: 130.8

1993 Mean: 133.4
1992 Mean: 129.2
1991 Mean: 136.1
1990 Mean: 145.1
1988 Mean: 149.3
1987 Mean: 145.6
1986 Mean: 137.1

Mean 12+ Rank: 4.9 (5.2 in 93, 5.4 in 92, 5.4 in 91, 4.9 in 90)
Mean 25-54 Rank: 3.7 (3.8 in 93, 3.7 in 92, 4.6 in 91, 3.2 in 90)
Mean Revenue Rank: 3.8 (4.1 in 93, 4.2 in 92, 3.8 in 91, 3.3 in 90)

AC

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WAVY-F	Atlantic Cty	1.35	10.6	5.1	7.0	3	5	5	151.9
WBBQ-AF	Augusta, GA	2.5	24.3	13.2	15.6	1	3	3	155.8
WZNY-F	Augusta, GA	1.1	10.7	5.0	6.0	4	5	4	178.3
WXTC-F	Charleston, SC	1.0	7.4	4.7	5.4	7	8	7	137.0
KVUU-F	Colorado Spgs	1.0	7.5	7.0	9.1	6	6	4	82.4
WTCB-F	Columbia, SC	2.2	13.0	6.8	7.9	3	7	4	164.5
KMXG-F	Davenport-RI	0.6	5.4	6.4	7.7	8	8	6	70.3
KLYF-F	Des Moines	1.8	9.5	8.0	8.9	5	5	3	106.7
WQSM-F	Fayette, NC	1.7	17.0	8.0	10.4	3	3	3	163.5
WCRZ-F	Flint	4.2	38.2	14.4	26.5	1	1	1	144.2
WAJI-F	Ft. Wayne	2.6	17.9	10.8	13.3	1	1	1	134.6
WAHR-F	Huntsville	1.2	10.3	7.8	10.6	3	4	2	92.7
WJDX-F	Jackson	1.4	10.6	9.4	11.9	3	3	4	89.1
WTFM-F	JC-Kingsport	2.1	18.9	12.2	15.2	2	2	2	124.3
WFMK-F	Lansing	2.4	17.1	7.6	10.1	2	3	3	169.3
WMXL-F	Lexington	2.8	17.6	8.3	9.8	3	3	3	179.5
WMGN-F	Madison	2.2	12.9	6.9	8.6	3	5	5	150.0
KOSO-F	Modesto	2.0	13.2	6.2	9.4	2	2	2	140.4
WGLO-F	Peoria	0.9	8.8	5.7	7.3	6	6	5	120.5
WSLQ-F	Roanoke	1.4	9.9	7.0	8.7	5	7	3	113.8
WIOG-F	Saginaw	1.9	14.8	8.0	9.7	4	4	3	152.6
KVKI-F	Shreveport	1.0	9.5	8.1	9.0	4	3	3	105.6
KISC-F	Spokane	1.7	13.3	7.7	8.6	3	3	3	154.7
KRBB-F	Wichita	1.7	9.3	6.2	6.8	3	4	2	136.8
WXLO-F	Worcester	3.1	27.4	9.3	20.7	2	2	1	132.4
WARM-F	York	4.4	32.8	11.4	25.5	1	2	1	128.6

26 Stations

1994 Mean: 133.8
1994 Median: 135.7

1993 Mean: 126.2
1992 Mean: 130.2
1991 Mean: 136.4
1990 Mean: 138.1
1988 Mean: 122.5
1987 Mean: 122.8
1986 Mean: 117.6

Mean 12+ Rank: 4.0 (4.6 in 93, 4.8 in 92, 4.8 in 91, 4.8 in 90)
Mean 25-54 Rank: 3.2 (3.4 in 93, 3.6 in 92, 3.4 in 91, 3.1 in 90)
Mean Revenue Rank: 3.4 (3.7 in 93, 3.8 in 92, 3.6 in 91, 3.4 in 90)

AC

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WHPA-F	Altoona	0.58	12.3	10.9	13.4	3	3	2	91.8
KYMG-F	Anchorage	1.1	8.5	7.2	8.1	4	7	3	104.9
WMRV-AF	Binghamton	0.73	9.5	7.9	10.1	5	5	5	94.1
KCIX-F	Boise	2.4	20.0	8.5	10.0	1	3	2	200.0
WMT -F	Cedar Rapids	1.5	16.1	10.9	14.0	3	2	2	115.0
WVAF-F	Charleston, WV	1.3	14.6	9.5	11.2	2	2	2	130.3
WGSY-F	Columbus, GA	1.3	16.0	11.9	13.6	1	2	1	117.6
KDAL-F	Duluth	0.86	16.9	13.4	17.0	2	3	2	99.4
KLTA-F	Fargo	1.5	17.9	8.4	9.6	2	6	2	186.5
WKTK-F	Gainesville	2.3	23.4	8.4	13.1	1	1	1	178.6
WQLH-F	Green Bay	1.6	17.2	12.6	21.2	2	2	1	83.0
WQLR-F	Kalamazoo	1.9	21.1	10.6	15.5	1	2	1	136.1
WPEZ-F	Macon	1.1	12.1	9.0	10.4	2	2	2	116.3
WMXS-F	Montgomery	0.9	8.6	6.6	8.0	5	4	3	107.5
WCSO-F	Portland, ME	1.3	10.4	6.4	7.5	5	5	4	138.6
WRWC-F	Rockford	0.9	11.4	8.7	13.8	5	3	2	82.6
WAEV-F	Savannah	1.1	10.6	6.0	7.2	5	7	6	147.2
WBZE-F	Tallahassee	0.74	8.9	5.3	6.9	4	5	5	129.0
KMAJ-F	Topeka	1.5	24.1	17.1	26.7	1	1	1	90.3
WKWK-AF	Wheeling	1.0	17.2	14.0	16.7	2	2	2	103.0
WGNI-F	Wilmington, NC	1.4	25.4	11.2	15.8	2	3	1	160.8

21 Stations

1994 Mean: 124.4
1994 Median: 116.3

1993 Mean: 139.2
1992 Mean: 131.6
1991 Mean: 127.8
1990 Mean: 125.8
1988 Mean: 133.4
1987 Mean: 125.0
1986 Mean: 120.9

Mean 12+ Rank: 3.3 (3.6 in 93, 4.1 in 92, 3.5 in 91, 3.8 in 90)
Mean 25-54 Rank: 2.4 (2.6 in 93, 3.0 in 92, 2.4 in 91, 2.3 in 90)
Mean Revenue Rank: 2.8 (2.4 in 93, 2.7 in 92, 2.9 in 91, 2.8 in 90)

OLDIES (50's & 60's)

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WFOX-F	Atlanta	8.9	5.9	3.9	4.5	9	11	8	131.1
WQSR-F	Baltimore	9.7	13.8	4.8	8.2	2	5	2	168.3
WODS-F	Boston	9.6	6.2	4.5	5.3	8	4	1	117.0
WHTT-F	Buffalo	4.1	11.6	7.1	8.1	3	5	2	143.2
WWMG-F	Charlotte	3.5	7.3	4.8	5.9	7	8	6	123.7
WJMK-F	Chicago	13.0	4.4	2.9	3.3	8	15	10	133.3
WGRR-F	Cincinnati	6.2	9.0	6.5	7.7	4	6	4	116.9
WMJI-F	Cleveland	9.0	13.1	7.8	9.0	1	1	1	145.6
WBNS-F	Columbus, OH	2.5	4.6	3.6	4.4	9	8	6	104.5
KLUV-F	Dallas-FW	8.2	4.6	3.8	4.2	9	11	7	109.5
KXKL-F	Denver	7.0	7.7	5.4	6.1	6	7	6	126.2
WOMC-F	Detroit	9.5	6.2	3.6	4.1	6	10	8	151.2
WDRC-F	Hartford	3.8	9.0	5.2	8.4	5	5	2	107.1
KLDE-F	Houston	9.0	5.6	4.0	4.6	9	6	3	121.7
KCMO-F	Kansas City	2.7	5.6	4.9	5.4	9	7	2	103.7
KRTH-F	Los Angeles	27.9	6.0	3.5	4.0	3	5	2	150.0
WMXJ-F	Miami	5.7	4.4	2.9	3.2	15	13	5	137.5
WZTR-F	Milwaukee	2.4	4.7	4.1	4.6	9	13	9	102.2
KQQL-F	Minneapolis	6.2	6.5	5.3	6.4	7	7	3	101.6
WTKL-F	New Orleans	1.9	4.9	4.1	4.6	10	8	4	106.5
WCBS-F	New York	24.5	6.1	4.5	5.1	5	5	3	119.6
WLTY-F	Norfolk	2.0	5.2	3.1	3.6	9	13	7	144.4
WOGL-F	Philadelphia	13.6	8.1	5.0	6.0	4	8	5	135.0
KOOL-AF	Phoenix	5.0	6.0	3.8	4.5	7	11	13	133.3
WWSW-AF	Pittsburgh	6.8	10.5	6.6	7.5	3	4	2	140.0
KKSN-F	Portland, OR	4.4	6.8	5.5	6.2	8	6	2	109.7
WWBB-F	Providence	3.3	10.4	5.5	7.5	5	7	5	138.7
KOLA-F	Riverside-SB	2.4	11.3	4.2	11.9	5	10	2	95.0
KHYL-F	Sacramento	4.1	6.5	4.6	5.2	7	10	6	125.0
KLOU-F	St. Louis	3.4	4.1	3.3	3.6	8	11	8	113.9
KRSP-F	Salt Lake	2.0	5.2	3.9	4.3	7	5	3	120.9
KSMG-F	San Antonio	2.8	5.4	4.3	4.7	10	10	7	114.9
KBZS-F	San Diego	4.2	4.4	3.7	4.5	10	10	5	97.8
KCBQ-AF	San Diego	3.5	3.7	3.4	4.2	11	12 (E)	8 (E)	88.1
KFRC-AF	San Francisco	8.7	4.7	3.5	4.9	9	7 (E)	5 (E)	95.9
KARA-F	San Jose	2.7	7.5	3.0	7.5	9	6	4	100.0
KBSG-AF	Seattle	10.0	9.1	6.2	6.8	3	7	2	133.8
WYUU-F	Tampa	3.8	5.2	3.7	4.5	11	14	6	115.6
WBIG-F	Washington	8.6	4.7	3.5	4.2	10	13	9	111.9

39 Stations

1994 Mean: 121.4
1994 Median: 119.6

1993 Mean: 126.2
1992 Mean: 124.5
1991 Mean: 128.1
1990 Mean: 129.7
1988 Mean: 126.6

Mean 12+ Rank: 8.3 (9.2 in 93, 9.2 in 92, 8.1 in 91, 8.7 in 90)
Mean 25-54 Rank: 4.9 (5.8 in 93, 5.5 in 92, 4.3 in 91, 4.5 in 90)
Mean Revenue Rank: 7.2 (7.5 in 93, 7.8 in 92, 6.9 in 91, 7.0 in 90)

OLDIES (50's & 60's)

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WTRY-AF	Albany	0.7	2.9	2.7	3.2	10	10	10	90.6
KZKL-F	Albuquerque	1.3	5.4	4.8	5.6	6	6	5	96.4
WODE-F	Allen-Beth	3.2	17.1	7.9	11.3	3	5	3	151.3
KERN-F	Bakersfield	0.8	5.6	4.7	6.0	8	6	3	93.3
WGGZ-F	Baton Rouge	1.1	6.2	3.7	5.0	8	12	8	124.0
WODL-F	Birmingham	1.8	6.0	4.6	5.5	7	6	5	109.1
KOFX-F	El Paso	0.75	5.0	4.4	5.1	8	8	5	98.0
KFSO-F	Fresno	2.4	10.0	4.2	5.1	3	6	5	196.1
WODJ-F	Grand Rapids	1.8	6.5	4.7	6.2	8	10	6	104.8
WMQX-F	Greensboro-WS	1.4	5.1	3.5	4.4	7	8	5	115.9
WFBC-F	Green-Spart	1.7	6.8	4.9	6.0	5	7	5	113.3
WWKL-F	Harrisburg	2.0	12.0	6.3	8.3	6	6	5	144.6
WKQL-F	Jacksonville	2.1	6.8	5.3	6.6	6	7	4	103.0
KOLL-F	Little Rock	1.0	6.1	5.0	5.7	7	8	8	107.0
WRKA-F	Louisville	2.8	8.2	5.2	6.0	4	6	4	136.7
KVLY-F	McAllen-Brown	1.6	10.9	7.7	9.1	5	5	2	119.8
WYKL-F	Memphis	1.3	3.5	3.9	4.3	9	9	6	81.4
WRMX-F	Nashville	1.7	4.0	3.6	4.1	11	8	4	97.6
KOMA-AF	Oklahoma City	2.2	7.4	6.6	7.6	8	7 (E)	5 (E)	97.4
KGOR-F	Omaha	2.8	10.4	6.9	7.9	5	6	5	131.6
WOCL-F	Orlando	5.9	10.4	5.5	6.3	3	8	5	165.1
WTRG-F	Raleigh	3.6	10.7	6.1	8.2	5	7	5	130.5
WDCK-F	Richmond	1.5	4.4	3.5	3.9	10	10	10	112.8
WKLX-F	Rochester	1.9	6.7	5.6	7.0	6	6	3	95.7
WSEN-F	Syracuse	1.5	7.8	5.3	6.7	5	5	3	116.4
WRQN-F	Toledo	1.1	6.2	4.8	6.4	8	8	7	96.9
KWFM-F	Tucson	2.5	10.2	6.0	7.5	5	7	4	136.0
KQLL-F	Tulsa	1.2	4.4	4.5	5.0	8	6	5	88.0
WOLL-F	West Palm	2.2	6.9	3.4	6.2	7	7	5	111.3

29 Stations

1994 Mean: 116.0
1994 Median: 111.3

1993 Mean: 120.8
1992 Mean: 121.0
1991 Mean: 111.1
1990 Mean: 112.6

Mean 12+ Rank: 7.2 (7.7 in 93, 7.8 in 92, 7.4 in 91, 6.7 in 90)
Mean 25-54 Rank: 5.2 (5.5 in 93, 4.9 in 92, 4.7 in 91, 4.2 in 90)
Mean Revenue Rank: 6.6 (6.3 in 93, 6.1 in 92, 5.7 in 91, 5.9 in 90)

OLDIES (50's & 60's)

SMALL AND VERY SMALL MARKETS

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
KEAG-F	Anchorage	0.95	7.3	6.3	7.1	7	8	4	102.8
WVBO-F	Appleton	1.0	9.4	6.1	9.4	5	5	5	100.0
WKTU-F	Atlantic City	0.73	5.7	4.4	6.0	6	5	3	95.0
KLTB-F	Boise	1.1	9.2	6.5	7.6	5	8	3	121.1
WZKL-F	Canton	1.6	18.1	6.9	13.9	3	4	3	130.2
WXYL-F	Charleston, SC	0.95	7.1	5.1	5.8	8	7	6	122.4
KSPZ-F	Colorado Springs	1.5	11.3	7.0	9.2	3	10	6	122.8
WOMG-F	Columbia, SC	1.2	7.1	5.2	6.0	7	9	5	118.3
KLTG-F	Corpus Christi	0.9	9.8	8.1	9.8	5	4	3	100.0
KUUL-F	Davenport-RI	1.1	9.8	8.1	9.8	4	5	3	100.0
KIOA-AF	Des Moines	1.0	5.3	7.4	8.3	6	5 (E)	4 (E)	63.9
WJPS-AF	Evansville	0.7	5.6	5.9	7.0	7	5	4	80.0
WAZZ-F	Fayette, NC	0.8	8.0	5.5	7.1	6	5	4	112.7
WLDE-F	Fort Wayne	0.54	3.7	4.3	5.3	8	8	4	70.0
WTYX-F	Jackson, MS	1.0	7.5	3.4	4.4	6	8	6	170.4
WFAT-F	Kalamazoo	0.75	8.3	6.4	9.3	6	5	3	89.2
WIBM-F	Lansing	1.0	7.1	5.4	7.1	5	4	2	100.0
WTKT-F	Lexington	1.0	6.3	5.1	6.0	5	8	4	105.0
KKCL-F	Lubbock	0.8	11.0	10.9	13.0	3	3	3	84.6
WAYS-F	Macon	1.0	11.0	7.1	8.2	3	6	3	134.1
WOLX-F	Madison	2.1	12.4	6.6	8.3	4	4	2	149.4
KODS-F	Reno	1.1	9.6	4.6	5.4	5	10	9	177.8
WKMQ-F	Rockford	1.2	15.2	5.7	9.1	4	5	4	167.0
WHNN-F	Saginaw	2.7	21.1	9.4	11.5	2	3	2	183.5
KEYF-AF	Spokane	1.8	14.2	7.3	8.4	2	5	4	169.0
KOSP-F	Springfield, MO	1.4	11.7	10.5	12.1	3	4	3	96.7
WSNI-F	Tallahassee	1.2	14.5	9.3	12.0	2	3	2	120.8
KEYN-F	Wichita	0.8	4.4	5.8	6.3	7	8	4	69.8
WBBG-F	Youngstown	1.9	14.0	8.0	10.0	4	5	2	140.0

29 Stations

1994 Mean: 117.1
1994 Median: 112.7

1993 Mean: 126.6
1992 Mean: 121.6
1991 Mean: 120.7
1990 Mean: 114.2

Mean 12+ Rank: 5.8 (7.7 in 93, 6.4 in 92, 5.8 in 91, 5.8 in 90)
Mean 25-54 Rank: 3.9 (5.5 in 93, 4.1 in 92, 3.6 in 91, 3.6 in 90)
Mean Revenue Rank: 5.0 (6.3 in 93, 5.0 in 92, 5.3 in 91, 4.8 in 90)

SOFT AC

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WPCH-F	Atlanta	11.8	10.6	6.8	7.9	6	3	4	134.2
WLIF-F	Baltimore	7.0	10.0	5.2	7.3	5	8	8	137.0
WSSH-F	Boston	6.4	4.2	3.6	4.2	12	10	11	100.0
WJYE-F	Buffalo	3.8	10.8	8.1	9.3	5	4	3	116.1
WEZC-F	Charlotte	2.8	5.8	4.9	6.0	9	10	10	96.7
WLIT-F	Chicago	13.8	4.7	4.0	4.5	7	6	4	104.4
WRRM-F	Cincinnati	4.1	5.9	4.3	5.2	7	11	5	113.5
WDOK-F	Cleveland	6.4	9.3	7.2	8.3	5	9	7	112.0
KOSI-F	Denver	7.2	8.0	6.6	7.4	5	4	5	108.1
WLTI-F	Detroit	7.0	4.6	3.7	4.1	10	13	8	112.2
WRCH-F	Hartford	5.0	11.8	8.5	13.7	2	2	1	86.1
KODA-F	Houston	10.6	6.6	5.5	6.4	6	2	2	103.1
WTPI-F	Indianapolis	4.4	7.9	6.4	7.1	5	6	5	111.3
KLTH-F	Kansas City	2.7	5.6	6.3	6.9	9	8	7	81.2
KXEZ-F	Los Angeles	10.0	2.2	2.0	2.3	21	21	16	95.7
WLYF-F	Miami	7.5	5.7	6.3	7.0	5	1	7	81.4
WEZW-F	Milwaukee	2.2	4.3	4.1	4.6	11	9	12	93.5
WLTE-F	Minneapolis	8.2	8.6	6.6	8.0	5	5	5	107.5
WLMG-F	New Orleans	3.3	8.5	5.9	6.6	5	6	7	128.8
WLTW-F	New York	28.0	7.0	4.9	5.6	4	1	1	125.0
WPAT-AF	New York	10.0	2.5	3.1	3.5	18	18	19	71.4
WFOG-F	Norfolk	2.7	7.0	5.7	6.7	6	5	5	104.5
KKLT-F	Phoenix	5.0	6.0	4.1	4.9	7	11	6	122.4
WSHH-F	Pittsburgh	4.0	6.2	5.3	6.1	8	6	7	101.6
WWLI-F	Providence	4.2	13.3	7.8	10.6	2	3	4	125.5
KYMX-F	Sacramento	3.2	5.1	4.8	5.3	10	6	7	96.2
KEZK-F	St. Louis	6.7	8.1	6.8	7.4	5	5	5	109.5
KSFI-F	Salt Lake	5.5	14.3	10.3	11.4	1	1	1	125.4
KQXT-F	San Antonio	4.9	9.4	7.0	7.7	4	4	2	122.1
KJQY-F	San Diego	5.4	5.7	4.5	5.4	9	12	7	105.6
KOIT-AF	San Francisco	10.8	5.8	3.9	5.5	6	4	4	105.5
KBAY-F	San Jose	4.0	11.1	6.3	15.7	4	1	2	70.7
KRWM-F	Seattle	3.0	2.7	2.4	2.6	15	18	17	103.8
WWRM-F	Tampa	5.2	7.1	5.8	7.0	7	5	6	101.4
WGAY-F	Washington	6.8	3.7	4.3	5.1	14	12	9	72.5

35 Stations

1994 Mean: 105.3
1994 Median: 105.5

1993 Mean: 105.0
1992 Mean: 99.4 (1986-1988
1991 Mean: 92.8 means are
1990 Mean: 88.3 for EZ
1988 Mean: 72.3 stations
1987 Mean: 74.2 only)
1986 Mean: 78.8

Mean 12+ Rank of Mkt's highest billing SAC/EZ: 7.1 (6.8 in 93, 6.2 in 92, 6.6 in 91, 7.2 in 90)
Mean 25-54 Rank of Mkt's highest billing SAC/EZ: 6.5 (6.3 in 93, 6.6 in 92, 6.8 in 91, 7.7 in 90)
Mean Rev. Rank of Mkt's highest billing SAC/EZ: 7.4 (7.2 in 93, 7.0 in 92, 7.9 in 91, 7.9 in 90)

SOFT AC

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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>
WYJB-F	Albany	1.8	7.3	6.4	7.7	7	7	4	94.8
KMGA-F	Albuquerque	1.5	6.3	4.7	5.5	6	6	6	114.5
WFMZ-F	Allen-Beth	1.9	10.2	9.3	13.3	5	2	5	76.7
KKMJ-F	Austin	4.2	13.0	6.4	7.9	2	3	2	164.6
KGFM-F	Bakersfield	0.84	5.9	5.4	6.8	6	7	6	86.8
WDEF-F	Chattanooga	2.2	14.1	8.9	10.6	4	2	4	133.0
WLQT-F	Dayton	2.6	9.5	6.4	8.2	5	5	3	115.9
KTSM-F	El Paso	1.1	7.3	9.0	10.4	5	5	2	70.2
KJOI-F	Fresno	1.0	4.2	3.5	4.2	8	8	6	100.0
WOOD-F	Grand Rapids	2.6	9.4	7.7	10.1	6	6	5	93.1
WFXF-F	Greensboro-WS	1.4	5.0	3.6	4.5	7	11	10	111.1
WSPA-F	Green-Spart	1.7	6.8	6.7	8.1	5	6	6	84.0
KUMU-AF	Honolulu	1.4	6.6	8.2	8.7	6	4	4	75.9
WEJZ-F	Jacksonville	3.6	11.6	7.8	9.7	4	2	3	119.6
WJXB-F	Knoxville	2.6	14.4	9.9	11.1	2	2	2	129.7
KSNE-F	Las Vegas	2.4	7.5	6.0	6.8	6	2	2	110.3
WVEZ-F	Louisville	2.4	7.1	5.4	6.2	6	8	3	114.5
WJXA-F	Nashville	2.5	5.9	5.6	6.4	5	4	3	92.2
KESY-AF	Omaha	1.4	5.2	6.6	7.6	7	6	8	68.4
WMGF-F	Orlando	4.9	8.6	7.7	8.6	4	2	4	100.0
WTVR-AF	Richmond	2.3	6.8	8.2	9.1	8	5 (E)	8 (E)	74.7
WRMM-F	Rochester	2.7	9.6	7.2	9.0	5	5	4	106.7
WLQR-F	Toledo	1.5	8.4	6.7	9.0	6	5	4	93.3
KBEZ-F	Tulsa	2.5	9.3	7.3	8.2	5	4	3	113.4
WRLX-F	West Palm	2.1	6.5	7.3	13.1	8	4	10	49.6

25 Stations

1994 Mean: 99.7
1994 Median: 100.0

1993 Mean: 99.9
1992 Mean: 90.2 (1986-1988 means are for EZ)
1991 Mean: 87.2
1990 Mean: 84.4
1988 Mean: 73.5
1987 Mean: 75.3
1986 Mean: 76.1

Mean 12+ Rank: 4.9 (6.0 in 93, 5.9 in 92, 5.4 in 91, 4.7 in 90)
Mean 25-54 Rank: 4.7 (6.3 in 93, 6.0 in 92, 5.9 in 91, 5.8 in 90)
Mean Revenue Rank: 5.5 (6.1 in 93, 6.0 in 92, 6.0 in 91, 5.7 in 90)

SOFT AC

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WROE-F	Appleton	1.3	12.3	7.3	11.3	3	4	4	108.8
WFG-F	Atlantic City	2.4	18.9	7.8	10.9	1	8	2	173.4
WMXW-F	Birmingham	1.3	16.9	7.9	10.4	3	5	2	162.5
WHBC-F	Canton	1.9	21.6	10.9	21.9	2	3	2	98.6
WSUY-F	Charleston, SC	0.66	7.1	3.6	4.7	9	8	7 (E)	151.1
KKLI-F	Colorado Springs	1.2	9.0	5.6	7.3	4	7	3	123.3
KRVR-F	Davenport-RI	0.9	8.0	8.4	10.2	5	7	4	78.4
WRS-A-F	Huntsville	0.9	7.7	8.1	11.0	4	3	4	70.0
WROZ-F	Lancaster	2.6	32.5	9.6	26.2	2	1	2	124.0
WJIM-F	Lansing	1.0	7.1	5.1	6.8	5	10	5	104.4
KEZG-F	Lincoln	0.7	7.1	6.9	9.7	6	3	2	73.2
WZID-F	Manchester	3.1	43.1	20.1	46.6	1	1	1	92.5
WSWT-F	Peoria	1.8	17.6	10.4	13.2	3	3	3	133.3
KNEV-F	Reno	1.1	9.6	4.7	5.4	5	8	5	177.8
WPVR-F	Roanoke	1.6	11.3	7.4	9.2	4	4	4	122.8
WGER-F	Saginaw	1.0	7.9	6.6	8.0	6	6	6	97.5
KELO-F	Sioux Falls	1.0	13.9	10.1	13.9	2	2	2	100.0
KXLY-F	Spokane	0.6	4.7	5.1	5.9	9	10	5	80.0
KTXR-F	Springfield, MO	1.1	9.2	7.4	8.6	4	3	5	107.0
WLZW-F	Utica	1.4	17.7	15.2	18.9	1	2	1	93.7
WSRS-F	Worcester	3.2	28.3	12.0	26.7	1	1	2	106.0
WKBN-F	Youngstown	1.7	12.5	8.0	10.0	5	4	3	125.0

22 Stations

1994 Mean: 113.8
1994 Median: 106.5

1993 Mean: 99.8
1992 Mean: 91.1
1991 Mean: 87.4
1990 Mean: 83.1
1988 Mean: 79.2
1987 Mean: 76.8
1986 Mean: 81.4

(1986-1988 means are for EZ stations only)

Mean 12+ Rank: 4.7 (4.7 in 93, 5.0 in 92, 4.5 in 91, 4.0 in 90)
Mean 25-54 Rank: 3.4 (4.4 in 93, 5.4 in 92, 4.6 in 91, 4.0 in 90)
Mean Revenue Rank: 3.9 (5.0 in 93, 4.9 in 92, 4.4 in 91, 4.4 in 90)

CHR/TOP 40

MAJOR MARKETS

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WSTR-F	Atlanta	11.4	7.6	5.9	6.8	8	7	9	111.8
WXKS-F	Boston	15.7	10.2	6.8	8.0	3	2	3	127.5
WJMN-F	Boston (U)	6.7	4.4	5.4	6.3	11	3	8	70.0
WKSE-F	Buffalo	2.8	7.9	7.1	8.1	7	3	10	97.5
WEDJ-F	Charlotte	2.0	4.2	4.4	5.4	10	7	11	77.8
WBBM-F	Chicago	12.2	4.1	4.8	5.4	10	4	16	75.9
WKRQ-F	Cincinnati	6.2	9.0	6.6	7.8	4	4	6	115.4
WNCI-F	Columbus, OH	7.7	13.8	7.3	8.8	3	4	3	156.8
KHKS-F	Dallas-FW	8.8	4.9	5.7	6.2	7	1	9	79.0
KQKS-F	Denver	2.6	2.9	4.5	5.1	12	9	16	56.9
WHYT-F	Detroit	5.3	3.5	4.4	4.9	13	17	18	71.4
WKSS-F	Hartford	4.2	9.9	6.8	11.0	4	3	3	90.0
WTIC-F	Hartford	3.5	8.3	6.2	10.0	7	4	7	83.0
KRBE-F	Houston	8.3	5.1	4.8	5.6	10	3	10	91.1
WZPL-F	Indianapolis	2.7	4.8	6.1	6.8	8	5	10	70.6
KPWR-F	Los Angeles (U)	23.0	5.0	4.9	5.6	10	2	14	89.3
KIIS-F	Los Angeles	27.5	6.0	3.9	4.4	4	6	10	136.4
WPOW-F	Miami	6.9	5.3	5.2	5.8	7	6	13	91.4
WLUM-F	Milwaukee	2.1	4.1	5.0	5.6	12	12	11	73.2
KDWB-F	Minneapolis	5.4	5.7	6.8	8.2	8	4	10	69.5
WEZB-F	New Orleans	3.9	10.1	6.3	7.0	3	5	10	144.3
WPLJ-F	New York (NR)	19.5	4.9	4.0	4.6	8	3	5	106.5
WHTZ-F	New York	15.9	4.0	4.3	4.9	13	2	15	81.6
WQHT-F	New York (U)	14.0	3.5	4.2	4.8	16	4	12	72.9
WNVZ-F	Norfolk	2.0	5.2	4.9	5.7	9	7	11	91.2
WIOQ-F	Philadelphia	6.8	4.0	4.6	5.5	12	9	12	72.7
WPLY-F	Philadelphia	4.4	2.6	3.2	3.8	17	13	15	68.4
KKFR-F	Phoenix	3.1	3.7	5.6	6.6	13	7	11	56.1
WBZZ-F	Pittsburgh	5.3	8.2	6.8	7.8	5	3	5	105.1
KKRZ-F	Portland, OR	4.4	6.8	7.4	8.3	8	3	12	81.9
WPRO-F	Providence	3.6	11.4	8.5	11.6	4	2	2	98.3
KGGI-F	Riverside-SB	4.2	19.8	6.7	18.9	2	1	2	104.8
KSFM-F	Sacramento	5.4	8.5	7.7	8.6	3	2	7	98.8
WKBQ-F	St. Louis	3.0	3.6	4.2	4.6	9	10	14	78.3
KUTQ-F	Salt Lake	1.4	3.6	3.9	4.3	11	14	22	83.7
KTFM-F	San Antonio	4.2	8.1	8.3	9.1	5	2	8	89.0
KKLQ-F	San Diego	7.6	8.1	5.9	7.2	3	6	4	112.5
KMEL-F	San Francisco	11.6	6.2	4.3	6.0	5	6	12	103.3
KYLD-F	San Francisco (U)	7.1	3.8	4.1	5.7	13	11	19	66.7
KHQT-F	San Jose	3.0	8.4	4.7	11.7	8	5	7	71.8
KUBE-F	Seattle	6.0	5.4	5.7	6.3	7	5	18	85.7
KPLZ-F	Seattle (AC)	5.0	4.5	3.8	4.2	11	11	8	107.1
WFLZ-F	Tampa	4.5	6.2	6.0	7.2	9	7	11	86.1
WPGC-F	Washington (U)	19.0	10.4	9.5	11.4	1	1	2	91.2

44 Stations

1994 Mean: 90.7
1994 Median: 89.2

1993 Mean: 89.1
1992 Mean: 91.4
1991 Mean: 97.5
1990 Mean: 97.8
1988 Mean: 101.8
1987 Mean: 112.9
1986 Mean: 108.7

Mean for Mkt's highest billing CHR: 93.2 (93.5 in 93, 95.7 in 92, 102.8 in 91, 110.2 in 90)
Mean for other CHR's: 79.9 (75.5 in 93, 80.5 in 92, 84.9 in 91, 80.9 in 90)

Mean 12+ Rank of Mkt's highest billing CHR: 5.4 (4.8 in 93, 5.9 in 92, 5.2 in 91, 3.9 in 90)
Mean 25-54 Rank of Mkt's highest billing CHR: 9.5 (8.4 in 93, 9.5 in 92, 9.4 in 91, 6.7 in 90)
Mean Revenue Rank of Mkt's highest billing CHR: 7.1 (7.2 in 93, 6.8 in 92, 6.0 in 91, 4.5 in 90)

CHR/TOP 40

MEDIUM MARKETS

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WKDD-F	Akron	3.3	23.6	5.8	18.5	1	5	3	127.6
WFLY-F	Albany	3.1	12.7	10.3	12.3	3	2	3	103.3
KKSS-F	Albuquerque	1.3	5.4	7.4	8.6	8	4	14	62.8
WAEB-F	Allen-Beth	2.4	12.8	12.3	17.6	4	2	4	72.7
KHFI-F	Austin	3.2	9.9	9.9	12.0	5	2	7	82.5
KKXX-F	Bakersfield	1.8	12.7	8.6	10.9	3	3	4	116.5
WFMF-F	Baton Rouge	1.6	9.1	5.5	7.4	5	5	7	123.0
WMXQ-F	Birmingham (AC)	2.4	8.0	5.0	6.1	6	7	9	131.1
WGTZ-F	Dayton	2.5	9.2	6.7	8.6	6	7	6	107.0
KPRR-F	El Paso	1.3	8.7	12.4	14.4	4	2	6	60.4
KBOS-F	Fresno	1.9	7.9	10.2	12.2	5	2	3	64.8
WGRD-F	Grand Rapids	1.6	5.8	5.3	7.0	9	7	8	82.9
WNNK-F	Harrisburg	5.6	33.5	13.6	18.0	1	1	1	186.1
KIKI-AF	Honolulu	1.9	9.0	8.5	9.0	5	5	4	100.0
KQMQ-AF	Honolulu	1.6	7.5	7.3	7.8	6	7	6	96.2
WAPE-F	Jacksonville	3.9	12.5	7.5	9.4	3	4	5	133.0
KLUC-F	Las Vegas	3.2	10.0	8.8	10.0	3	1	5	100.0
WDJX-AF	Louisville	2.7	8.0	7.5	8.6	5	3	7	93.0
KBFM-F	McAllen-Browns.	1.7	11.6	13.4	15.9	4	1	3	73.0
WMC -F	Memphis (AC)	3.6	9.8	6.5	7.2	5	7	8	136.1
WYHY-F	Nashville	2.0	4.7	6.1	7.0	9	6	11	67.1
KJYO-F	Oklahoma City	2.3	7.7	8.6	9.8	6	2	8	78.6
KQKQ-F	Omaha	3.5	13.0	11.3	13.0	3	1	2	100.0
WXXL-F	Orlando	4.5	7.9	6.8	7.6	5	7	10	103.9
WDCG-F	Raleigh	3.3	9.8	7.2	9.7	6	5	8	101.0
WRVQ-F	Richmond	3.5	10.3	7.4	8.2	6	4	4	125.6
WPXY-F	Rochester	3.2	11.3	8.8	11.0	4	4	5	102.7
KDON-F	Sal-Mont	1.4	10.8	6.0	11.0	3	4	13	98.2
WNTQ-F	Syracuse	3.2	16.6	10.3	13.0	4	3	4	127.7
WVKS-F	Toledo	2.8	15.7	10.8	14.5	2	2	3	108.3
KRQQ-F	Tucson	2.3	9.4	7.2	8.9	6	4	6	105.6
KMYZ-F	Tulsa	1.9	7.0	5.7	6.4	6	8	13	109.4
WOVV-F	West Palm	3.0	9.3	4.0	7.2	6	7	6	129.2
WKRZ-F	WB-Scranton	5.5	28.1	12.7	16.1	1	1	1	174.5
WSTW-F	Wilmington, DE (AC)	4.0	34.5	11.1	37.6	1	1	1	91.8

35 Stations

1994 Mean: 105.0
1994 Median: 103.3

1993 Mean: 109.4
1992 Mean: 108.5
1991 Mean: 106.3
1990 Mean: 101.1
1988 Mean: 103.4
1987 Mean: 103.1
1986 Mean: 105.0

Mean 12+ Rank: 3.8 (4.4 in 93, 4.1 in 92, 3.7 in 91, 2.8 in 90)
Mean 25-54 Rank: 5.9 (6.2 in 93, 5.9 in 92, 5.6 in 91, 4.8 in 90)
Mean Revenue Rank: 4.5 (3.9 in 93, 4.5 in 92, 4.1 in 91, 3.3 in 90)

CHR/TOP 40

SMALL MARKETS

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WBSS-F	Atlantic Cty (U)	0.77	6.1	6.2	8.4	5	2	7	72.6
WSSX-F	Charleston, SC	1.3	9.7	6.0	6.9	6	5	5	140.6
KKMG-F	Colorado Spgs	1.1	8.3	9.4	12.3	5	1	4	67.5
WNOK-F	Columbia, SC	1.7	10.1	7.3	8.5	4	5	5	118.8
KZFM-F	Corpus Christi	1.1	12.0	11.5	13.9	3	2	5	86.3
WPXR-F	Davenport-RI	0.9	8.0	8.4	10.2	5	4	5	78.4
KSTZ-F	Des Moines	1.9	10.0	9.0	10.1	4	4	4	99.0
WWCK-F	Flint	2.7	24.5	9.1	16.8	2	3	2	145.8
WMEE-F	Fort Wayne	1.8	12.4	8.2	10.1	5	4	7	122.8
WKEE-F	Huntington	2.0	29.0	14.7	19.3	2	2	2	150.3
WZYP-F	Huntsville	2.0	17.1	11.9	16.2	2	2	3	105.5
WLAN-F	Lancaster	1.8	22.5	6.1	16.7	4	3	3	134.7
WVIC-F	Lansing	1.6	11.4	7.9	10.5	4	5	8	108.6
WZEE-F	Madison	1.9	11.2	10.4	13.0	5	1	3	86.2
KHTN-F	Modesto	0.73	5.6	5.5	8.3	9	5	4	67.5
WKCI-F	New Haven	4.6	33.0	7.9	25.2	2	2	3	130.9
WMXP-F	Peoria	0.95	9.3	8.2	10.4	5	4	4	89.4
WERZ-F	Portsmouth, NH	1.9	21.3	6.3	13.9	3	3	3	153.2
WXLK-FF	Roanoke	2.1	14.9	10.4	12.9	3	2	5	115.5
KZZU-F	Spokane	1.0	7.9	9.3	10.8	6	4	7	73.2
WRCK-F	Utica	0.6	7.6	7.4	9.2	5	4	4	82.6
KKRD-F	Wichita	1.6	8.8	10.8	11.9	4	2	6	73.9
WYCR-F	York	1.1	8.2	6.4	14.3	4	3	9	57.3
WHOT-F	Youngstown	2.4	17.6	10.6	13.2	3	3	5	133.3

24 Stations

1994 Mean: 103.9
1994 Median: 102.3

1993 Mean: 111.0
1992 Mean: 112.4
1991 Mean: 108.1
1990 Mean: 105.1
1988 Mean: 107.6
1987 Mean: 100.0
1986 Mean: 107.8

Mean 12+ Rank: 3.1 (3.7 in 93, 3.7 in 92, 2.8 in 91, 2.2 in 90)
Mean 25-54 Rank: 4.7 (5.1 in 93, 4.9 in 92, 4.3 in 91, 3.2 in 90)
Mean Revenue Rank: 4.2 (3.6 in 93, 3.2 in 92, 2.8 in 91, 2.4 in 90)

CHR/TOP 40

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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>
WPRR-F	Altoona	0.7	14.9	11.8	14.6	2	2	4	102.1
KGOT-F	Anchorage	0.9	6.9	8.0	9.0	6	2	6	76.7
WAAL-F	Binghamton	1.5	19.5	11.4	14.6	2	3	4	133.6
WBNQ-F	Bloomington	1.4	25.0	13.7	23.8	2	3	3	105.0
KZMG-F	Boise	0.7	5.8	8.7	10.1	8	2	9	57.4
KZIO-F	Duluth	0.74	14.5	7.7	9.8	4	5	5	148.0
WSTO-F	Evansville	1.5	12.1	11.4	13.7	5	4	5	88.3
WIXX-F	Green Bay	3.2	34.4	17.4	29.3	1	1	2	117.4
WKFR-F	Kalamazoo	1.2	13.3	10.2	14.9	5	3	4	89.3
KFRX-F	Lincoln	1.0	10.2	9.6	13.5	4	1	5	75.6
KZII-F	Lubbock	0.65	8.9	11.7	13.9	4	4	5	64.0
KWNZ-F	Reno	1.5	13.2	7.1	8.2	3	3	6	161.0
WZOK-F	Rockford	1.7	21.5	9.6	15.3	2	2	3	140.5
KGMV-F	Springfield, MO	1.5	12.5	9.9	11.5	2	2	2	108.7
KOKZ-F	Waterloo	0.8	16.3	10.3	15.2	3	4	4	107.2

15 Stations

1994 Mean: 105.0
1994 Median: 105.0

1993 Mean: 100.4
1992 Mean: 101.2
1991 Mean: 95.7
1990 Mean: 94.2
1988 Mean: 97.6
1987 Mean: 95.3
1986 Mean: 100.3

Mean 12+ Rank: 2.7 (3.6 in 93, 2.9 in 92, 2.5 in 91, 1.9 in 90)
Mean 25-54 Rank: 4.5 (5.1 in 93, 4.5 in 92, 4.1 in 91, 3.6 in 90)
Mean Revenue Rank: 3.5 (3.8 in 93, 2.9 in 92, 2.8 in 91, 2.1 in 90)

OLDIES (70's)

ALL MARKETS

IMPORTANT:

It is still too early to draw any conclusions from Oldies - 70's data. Many of these stations changed to the format during 1994. Few of the stations are mature.

<u>STATION</u>	<u>MARKET</u>		<u>'94</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'94</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>
WSSS-F	Charlotte	(Sep)	3.1	6.5	3.0	3.7	8	12	4	175.6
WYSY-F	Chicago		3.2	1.1	1.9	2.1	24	19	8	52.4
WPPT-F	Cincinnati		1.8	2.6	3.5	4.1	12	10	6	63.4
WAKS-F	Columbus		0.55	1.0	2.2	2.6	13	14	11	38.5
KRRW-F	Dallas-FW		3.6	2.0	2.2	2.4	18	21	11	83.3
KMJI-F	Denver		3.8	4.2	3.8	4.3	7	12	11	97.7
WYST-F	Detroit	(Sep)	4.7	3.1	3.4	3.8	15	14	15	81.6
WZMX-F	Hartford	(Sep)	3.3	7.8	4.4	7.1	9	10	6	109.9
KKRW-F	Houston		5.2	3.2	2.9	3.4	13	15	8	94.1
WNAP-F	Indianapolis		3.5	6.3	5.2	5.8	6	7	4	108.6
KCBS-F	Los Angeles		17.0	3.7	3.0	3.4	15	11	4	108.8
WBGW-F	Miami		1.7	1.3	1.6	1.8	23	24	13	72.2
WGFX-F	Nashville		2.3	5.4	4.9	5.6	8	7	4	96.4
WMGK-F	Philadelphia		7.3	4.3	3.7	4.4	11	10	4	97.7
KXL -F	Portland, OR	(Oct)	2.3	3.5	2.5	2.8	11	14	11	125.0
KXOA-F	Sacramento		4.0	6.3	4.0	4.6	8	8	3	137.0
KIHT-F	St. Louis		2.1	2.5	3.2	3.4	11	6	4	73.5
KCLX-F	San Diego		2.2	2.3	2.3	2.8	17	20	12	82.1
KJR -F	Seattle		3.0	2.7	2.9	3.2	15	10	4	84.4
WCOF-F	Tampa		3.0	4.1	5.1	6.2	12	11	4	66.1
WARW-F	Washington		5.0	2.7	2.2	2.6	19	16	14	103.8

COUNTRY

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	<u>MAJOR MARKETS</u>		ADJ <u>AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>	
			<u>REV SHARE</u>	'94 <u>AUD SHARE</u>						
WKHX-F	Atlanta	14.8	9.9	9.5	11.0	3	2	2	90.0	
WYAY-F	Atlanta	4.4	2.9	4.6	5.3	13	13	10	54.7	
WPOC-F	Baltimore	9.0	12.8	8.4	11.8	4	1	1	108.5	
WCLB-F	Boston	4.3	2.8	2.3	2.7	13	16	16	103.7	
WBCS-F	Boston	3.4	2.2	1.9	2.2	15	18	18	100.0	
WYRK-F	Buffalo	4.5	12.7	10.4	11.9	2	1	1	106.7	
WSOC-F	Charlotte	7.9	16.4	10.8	13.2	1	2	3	124.2	
WTDR-F	Charlotte	4.5	9.4	7.1	8.7	5	4	4	108.0	
WUSN-F	Chicago	22.5	7.6	4.6	5.2	2	5	2	146.1	
WUBE-F	Cincinnati	7.7	11.2	9.5	11.2	2	2	2	100.0	
WGAR-F	Cleveland	7.0	10.2	8.8	10.1	2	2	2	101.0	
WHOK-F	Columbus, OH	4.1	7.4	5.6	6.8	6	7	10	108.8	
WCOL-F	Columbus, OH	3.0	5.4	5.9	7.0	8	2	2	77.2	
KSCS-F	Dallas-FW	14.5	8.1	6.4	7.0	3	2	1	115.7	
KPLX-F	Dallas-FW	11.4	6.3	4.6	5.0	4	9	6	126.0	
KYNG-F	Dallas-FW	10.0	5.6	5.2	5.7	6	2	2	98.2	
KYGO-AF	Denver	13.0	14.4	12.0	13.5	2	1	1	106.7	
WWWW-F	Detroit	9.1	5.9	4.6	5.1	7	8	6	115.7	
WYCD-F	Detroit	7.4	4.8	4.8	5.3	9	4	1	90.6	
WWYZ-F	Hartford	3.7	8.7	6.5	10.5	5	6	5	82.9	
KILT-AF	Houston	16.0	9.9	7.3	8.5	1	1	1	116.5	
KKBQ-AF	Houston	14.3	8.9	5.2	6.0	2	4	4	148.3	
KIKK-AF	Houston	9.1	5.6	5.3	6.1	8	5 (E)	5 (E)	91.8	
WFMS-F	Indianapolis	10.7	19.1	14.3	15.9	2	1	2	120.1	
KPKF-F	Kansas City	7.2	14.9	8.4	9.3	1	2	1	160.2	
KZLA-F	Los Angeles	14.0	3.1	2.6	3.0	17	18	15	103.3	
WKIS-F	Miami	6.7	5.1	4.2	4.7	9	10	3	108.5	
WMIL-F	Milwaukee	6.0	11.6	9.4	10.6	4	1	1	109.4	
KEEY-F	Minneapolis	8.4	8.8	5.8	7.0	4	8	7	125.7	
WBOB-F	Minneapolis	4.0	4.2	4.6	5.6	9	9	9	75.0	
WNOE-AF	New Orleans	5.4	14.0	9.0	10.1	2	3	2	138.6	
WYNY-F	New York	11.5	2.9	2.1	2.4	17	22	17	120.8	
WGH -F	Norfolk	4.7	12.2	7.9	9.2	1	2	1	132.6	
WCMS-AF	Norfolk	3.0	7.8	7.7	9.0	5	3	5	86.7	
WXTU-F	Philadelphia	10.0	5.9	4.5	5.4	5	7	7	109.3	
KNIX-AF	Phoenix	9.9	12.0	9.2	10.9	1	1	1	110.1	
KMLE-F	Phoenix	9.0	10.9	7.4	8.8	2	2	2	123.9	
WDSY-AF	Pittsburgh	4.3	6.7	5.5	6.3	7	6 (E)	6 (E)	106.3	
KUPL-F	Portland, OR	6.7	10.4	7.4	8.4	2	2	3	123.8	
KWJJ-AF	Portland, OR	4.6	7.1	8.1	9.2	7	1	5	77.2	
KFRG-F	Riverside-SB	6.5	30.6	7.3	20.6	1	2	1	148.6	
KNCI-F	Sacramento	5.4	8.5	6.8	7.6	3	3	2	111.8	
KRAK-F	Sacramento	4.8	7.6	4.1	4.6	6	11	9	165.2	
WIL -F	St. Louis	7.3	8.8	9.4	10.2	4	2	3	86.3	
KKAT-F	Salt Lake	5.3	13.7	8.5	9.5	2	2	2	144.2	
KSOP-AF	Salt Lake	2.9	7.5	9.2	10.2	4	3	4	73.5	
KCYY-F	San Antonio	7.1	13.7	7.3	8.1	1	5	4	169.1	
KAJA-F	San Antonio	4.0	7.7	5.9	6.5	6	6	6	118.5	
KSON-AF	San Diego	10.3	10.9	7.2	8.8	1	1	1	123.9	
KSAN-F	San Francisco	10.2	5.4	2.8	4.0	7	14	9	135.0	

COUNTRY

MAJOR MARKETS
(Continued)

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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>
KRTY-F	San Jose	3.7	10.3	3.6	9.0	5	6	3	114.4
KMPS-AF	Seattle	12.8	11.6	8.2	9.0	2	1	1	128.9
KRPM-F	Seattle	5.2	4.7	4.3	4.7	10	12	14	100.0
WQYK-AF	Tampa	13.2	18.0	10.3	12.5	1	1	1	144.0
WMZQ-AF	Washington	16.5	9.1	5.8	7.0	2	2	3	130.0

55 Stations

1994 Mean: 113.6
1994 Median: 109.4

1993 Mean: 108.8
1992 Mean: 103.2
1991 Mean: 105.1
1990 Mean: 106.8
1988 Mean: 108.3
1987 Mean: 114.4
1986 Mean: 112.4

Mean for Market's highest billing Country stations: 119.2 (114.6 in 93, 105.8 in 92, 107.5 in 91)
Mean for other Country stations: 100.9 (92.3 in 93, 97.7 in 92, 93.5 in 91)

Mean 12+ Rank of Mkt's highest billing Cntry stations: 4.7 (3.6 in 93, 3.2 in 92, 3.6 in 91, 5.2 in 90)
Mean 25-54 Rank of Mkt's highest billing Cntry stations: 4.0 (3.1 in 93, 2.9 in 92, 3.1 in 91, 4.8 in 90)
Mean Rev. Rank of Mkt's highest billing Cntry stations: 4.1 (3.9 in 93, 4.0 in 92, 4.5 in 91, 5.4 in 90)

COUNTRY

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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	2.1	15.0	6.3	20.0	4	1	1	75.0
WGNA-AF	Albany	4.8	19.6	12.3	14.7	1	1	1	133.3
KRST-F	Albuquerque	4.5	18.8	12.4	14.5	1	1	1	129.7
KASE-F	Austin	7.5	23.1	14.7	17.9	1	1	1	129.0
KVET-AF	Austin	2.5	7.7	8.3	10.1	7	3 (E)	3 (E)	76.2
KUZZ-F	Bakersfield	3.0	21.1	15.5	19.6	1	1	1	107.7
WYNK-AF	Baton Rouge	3.6	20.6	15.9	21.4	1	1	1	96.3
WKJN-F	Baton Rouge	2.2	12.6	5.1	6.9	3	8	6 (E)	182.6
WZZK-AF	Birmingham	7.5	25.1	18.6	22.3	1	1	1	112.6
WUSY-F	Chattanooga	5.0	32.1	24.3	28.7	1	1	1	111.8
WHKO-F	Dayton	3.9	14.3	12.9	16.5	3	1	2	86.7
KHEY-AF	El Paso	2.7	18.0	10.6	12.3	1	2	3	146.3
KFRE/KNAX	Fresno	3.0	12.5	8.0	9.6	2	3 (E)	4 (E)	130.2
KSKS-F	Fresno	2.4	10.0	6.9	8.3	3	4	2	120.5
WBCT-F	Grand Rapids	4.3	15.6	9.9	13.0	2	1	1	120.0
WTQR-F	Greensboro-WS	7.1	25.7	15.0	18.7	1	1	1	137.4
WRNS-F	Green-NB, NC	3.0	27.8	20.1	26.8	1	2	2	103.7
WSSL-AF	Greenville, SC	5.4	21.6	17.7	21.5	1	1	1	100.5
WESC-F	Greenville, SC	3.7	14.8	10.5	12.8	4	2	4	115.6
WQIK-F	Jacksonville	5.5	17.7	11.7	14.6	1	1	1	121.2
WROO-F	Jacksonville	3.4	10.9	7.3	9.1	5	6	5	119.8
WIVK-F	Knoxville	6.6	36.6	25.9	28.9	1	1	1	126.6
KWNR-F	Las Vegas	3.6	11.3	7.2	8.2	1	4	1	137.8
KFMS-AF	Las Vegas	3.0	9.4	5.9	6.7	4	5	6	140.2
KSSN-F	Little Rock	4.2	25.8	15.6	17.6	1	2	1	146.6
KDDK-F	Little Rock	2.0	12.3	7.6	8.6	2	5	3	143.0
WAMZ-F	Louisville	7.8	23.0	18.0	20.7	1	1	1	111.1
KTEX-F	McAllen-Brown	2.3	15.6	9.4	11.2	1	4	4	139.3
WGKX-F	Memphis	7.2	19.5	8.7	9.7	1	2	4	201.0
WSIX-F	Nashville	10.0	23.6	16.6	19.0	1	1	1	124.2
WSM -F	Nashville	6.5	15.3	12.1	13.8	2	2	2	110.9
KXXY-AF	Oklahoma City	7.1	23.8	14.3	16.4	1	1	1	145.1
KEBC-F	Oklahoma City	2.5	8.4	8.0	9.2	5	4	4	91.3
WOW -AF	Omaha	5.0	18.6	12.4	14.3	1	1 (E)	2 (E)	130.1
WWKA-F	Orlando	6.5	11.2	7.8	8.8	1	5	6	127.3
WQDR-F	Raleigh	5.0	14.9	8.6	11.6	2	6	3	128.4
WKIX-F	Raleigh	2.1	6.3	4.5	6.0	8	3	2	105.0
WKHK-F	Richmond	5.0	14.7	10.5	11.6	1	3	1	126.7
WBEE-F	Rochester	4.4	15.6	12.9	16.1	2	1	1	96.9
KTOM-AF	Sal-Mont	2.3	17.7	7.5	13.8	1	2	1	128.3
WPKX-F	Spring, MA	2.7	20.8	11.2	19.0	2	1	1	109.5
WBBS-F	Syracuse	1.5	7.8	6.4	8.1	5	6	5	96.3
WKKO-AF	Toledo	3.8	21.3	12.0	16.1	1	1	1	132.2
KIIM/KCUB	Tucson	6.0	24.5	19.2	23.9	1	1	1	102.5
KWEN-F	Tulsa	5.2	19.3	13.1	14.8	1	1	1	130.4
KVOO-AF	Tulsa	3.8	14.1	9.8	11.0	2	2 (E)	4 (E)	128.2
WIRK-F	West Palm	6.0	18.6	8.4	15.1	2	2	2	123.2
WGGY-F	WB-Scranton	2.2	11.2	8.6	10.9	3	2	2	102.8

48 Stations

1994 Mean: 121.7
1994 Median: 120.0

1993 Mean: 118.5
1992 Mean: 109.7
1991 Mean: 113.2
1990 Mean: 118.6
1988 Mean: 119.8
1987 Mean: 120.3
1986 Mean: 120.1

Mean 12+ Rank: 2.3 (2.4 in 93, 1.9 in 92, 1.9 in 91, 2.3 in 90)
Mean 25-54 Rank: 2.2 (2.4 in 93, 1.9 in 92, 1.7 in 91, 2.2 in 90)
Mean Revenue Rank: 2.1 (2.2 in 93, 2.2 in 92, 2.1 in 91, 2.2 in 90)

COUNTRY

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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>
WUSW-F	Appleton	1.5	14.2	9.9	15.3	2	3	2	92.8
WKXC-F	Augusta, GA	2.1	20.4	14.8	17.5	2	1	1	116.6
KYKR-F	Beaumont	2.0	25.0	11.8	20.7	1	2	3	120.8
WEZL-F	Charleston, SC	2.9	21.6	9.3	10.7	1	4	1	201.9
KKCS-F	Colorado Springs	3.2	24.1	10.9	14.4	1	3	2	167.4
WCOS-AF	Columbia, SC	3.4	20.1	12.1	14.1	2	2	3	142.5
KRYS-AF	Corpus Christi	2.1	22.8	12.0	14.5	1	1	1	157.2
WLLR-AF	Davenport-RI	3.1	27.7	19.5	23.7	1	1	1	116.9
KJJY-AF	Des Moines	3.9	20.5	15.1	16.9	2	3	2	121.3
WKML-F	Fayetteville	3.0	30.0	21.7	28.0	1	2	2	107.1
WBTU-F	Fort Wayne	2.0	13.8	8.5	10.5	4	3	3	131.4
WTCR-AF	Huntington	3.0	43.4	29.2	38.1	1	1	1	113.9
WDRM-F	Huntsville	5.0	42.7	25.9	35.2	1	1	1	121.3
WMSI-F	Jackson, MS	4.0	30.3	17.3	22.0	1	1	1	137.7
WXBQ-AF	JC-Kingsport	3.4	30.6	31.6	38.8	1	1	1	78.9
WITL-AF	Lansing	3.7	26.4	16.7	22.1	1	1	1	119.5
WVLK-F	Lexington	3.9	24.5	22.9	26.9	1	1	1	91.1
WWQM-AF	Madison	2.3	13.5	9.1	11.4	2	2	1	118.4
KATM-F	Modesto	4.4	33.6	16.6	25.1	1	1	1	133.9
WXCL-F	Peoria	2.0	19.6	16.5	20.8	1	1	1	94.2
WOKQ-F	Portsmouth, NH	3.0	33.7	13.4	29.5	1	2	2	114.2
WYYD-F	Roanoke	3.4	24.1	18.4	22.9	1	1	1	105.2
WKCQ-F	Saginaw	2.8	21.9	12.2	14.8	1	2	1	148.0
KRPQ-F	Santa Rosa	1.3	17.6	7.9	20.7	3	1	1	85.0
KRMD-AF	Shreveport	3.0	28.6	20.4	22.6	1	1	1	126.5
KDRK-F	Spokane	2.3	18.1	10.4	12.0	1	1	2	150.8
WFRG-F	Utica	1.1	14.0	15.2	18.8	3	1	2	74.5
KFDI-AF	Wichita	4.9	26.9	16.7	18.4	1	1 (E)	2 (E)	146.2
KZSN-AF	Wichita	2.8	15.4	12.0	13.2	2	2 (E)	1 (E)	116.7
WGTY-F	York	2.2	16.4	10.2	22.8	3	1	2	71.9
30 Stations		1994 Mean: 120.8		1993 Mean: 117.9		1992 Mean: 110.7		1991 Mean: 111.8	
		1994 Median: 117.7				1990 Mean: 119.5		1988 Mean: 119.4	
						1987 Mean: 115.5		1986 Mean: 117.2	

Mean 12+ Rank: 1.6 (1.6 in 93, 1.9 in 92, 2.3 in 91, 2.3 in 90)
Mean 25-54 Rank: 1.5 (1.8 in 93, 1.8 in 92, 2.3 in 91, 2.2 in 90)
Mean Revenue Rank: 1.5 (1.5 in 93, 1.8 in 92, 2.2 in 91, 2.2 in 90)

COUNTRY

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WFGY-F	Altoona	2.5	53.2	24.8	30.6	1	1	1	173.8
KASH-F	Anchorage	1.7	13.1	8.9	10.0	2	5	4	131.0
KCTR-AF	Billings	2.0	39.2	26.0	30.8	1	1	1	127.3
WHWK-F	Binghamton	2.0	26.0	21.7	27.9	1	1	1	93.2
WBWN-F	Bloomington, IL	1.1	19.6	18.0	31.3	3	2	1	62.6
KQFC-F	Boise	1.7	14.2	11.3	13.1	2	4	4	108.1
KHAK-AF	Cedar Rapids	2.5	26.9	21.3	27.4	1	1	1	98.2
WQBE-AF	Charleston, WV	3.1	34.8	26.0	30.6	1	1	1	113.7
WAVC-F	Duluth	1.2	23.5	19.2	24.4	1	1	1	96.3
WYNG-F	Evansville	1.8	14.6	15.4	18.4	2	3	3	80.0
KFGO-F	Fargo	1.5	17.9	16.0	18.0	2	2	1	99.4
KZKX-F	Lincoln	2.2	22.4	11.4	16.1	1	2	1	139.1
KLLL-AF	Lubbock	2.4	32.9	25.3	30.2	1	1	1	108.9
WDEN-AF	Macon	3.0	33.0	19.1	22.1	1	1	1	149.3
WLWI-F	Montgomery	3.8	36.2	21.1	25.3	1	1	1	143.1
WPOR-AF	Portland, ME	3.0	24.0	16.1	19.0	1	1	1	126.3
KBUL-F	Reno	2.5	21.9	11.8	13.6	1	1	1	161.0
WCHY-AF	Savannah	2.1	20.2	10.1	12.2	1	2	2	165.6
WJCL-F	Savannah	1.5	14.4	9.8	11.8	3	3	3	122.0
KTWB-F	Sioux Falls	1.3	18.1	17.0	23.4	1	1	1	77.4
KTTS-AF	Springfield, MO	4.1	34.2	22.2	25.7	1	1	1	133.1
WTNT-F	Tallahassee	2.2	26.5	13.4	17.4	1	1	1	152.3
KTPK-F	Topeka	1.2	19.4	13.2	20.6	2	3	3	94.2
WIBW-F	Topeka	0.95	15.3	12.3	19.2	4	2	2	80.0
KOEL-F	Waterloo-CF	1.4	28.6	18.9	27.9	1	2	1	102.5
WOVK-F	Wheeling	1.7	29.3	21.2	25.3	1	1	1	115.8
WWQQ-F	Wilmington, NC	1.5	27.3	15.8	22.2	1	2	2	123.0

27 Stations

1994 Mean: 117.7
1994 Median: 115.8

1993 Mean: 107.2
1992 Mean: 103.8
1991 Mean: 108.7
1990 Mean: 107.3
1988 Mean: 116.8
1987 Mean: 116.4
1986 Mean: 110.3

Mean 12+ Rank: 1.7 (1.8 in 93, 1.8 in 92, 1.9 in 91, 2.1 in 90)
Mean 25-54 Rank: 1.6 (2.0 in 93, 1.7 in 92, 1.9 in 91, 2.0 in 90)
Mean Revenue Rank: 1.4 (1.8 in 93, 1.9 in 92, 1.8 in 91, 2.0 in 90)

AOR/MODERN ROCK/PROGRESSIVE

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>		'94 <u>REV</u>	REV <u>SHARE</u>	'94 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 AUD <u>SHARE</u>
WKLS-F	Atlanta		11.5	7.7	5.1	5.9	7	9	7	130.5
WNNX-F	Atlanta	(MR)	7.3	4.9	4.9	5.6	11	6	13	87.5
WIYY-F	Baltimore		6.3	9.0	5.3	7.5	6	3	4	120.0
WBCN-F	Boston		18.0	11.7	4.9	5.8	1	6	5	201.7
WBOS-F	Boston	(P)	7.1	4.6	3.6	4.2	10	11	9	109.5
WUFX-F	Buffalo		2.0	5.7	5.7	6.5	9	8	7	87.8
WRFX-F	Charlotte		7.0	14.6	8.3	10.2	2	3	1	143.1
WLUP-F	Chicago	(T)	19.4	6.5	3.6	4.0	3	11	5	162.5
WKQX-F	Chicago	(MR)	12.0	4.1	3.8	4.3	12	3	9	95.3
WXRT-F	Chicago	(P)	9.9	3.3	2.5	2.8	14	14	7	117.9
WRCX-F	Chicago		7.1	2.4	2.7	3.0	17	13	9	80.0
WEBN-F	Cincinnati		7.4	10.7	7.3	8.6	3	3	2	124.4
WMMS-F	Cleveland		6.3	9.2	6.9	8.0	7	3	5	115.0
WLVQ-F	Columbus, OH		7.5	13.5	6.6	8.0	4	6	5	168.7
WBZX-F	Columbus, OH		4.2	7.6	6.6	8.0	5	5	7	95.0
WWCD-F	Columbus, OH	(MR)	1.5	2.7	2.6	3.1	10	12	13	87.1
KTXQ-F	Dallas-FW		7.9	4.4	2.9	3.3	12	20	16	133.3
KEGL-F	Dallas-FW		4.6	2.6	3.6	3.9	15	8	8	66.7
KDGE-F	Dallas-FW	(MR)	3.1	1.7	3.3	3.6	20	12	22	47.2
KBCO-AF	Denver	(P)	7.9	8.8	5.1	5.7	4	8	4	154.4
KBPI-F	Denver		3.8	4.2	3.5	3.9	7	5	8	107.7
WRIF-F	Detroit		6.0	3.9	3.3	3.7	12	15	9	105.4
WLLZ-F	Detroit		4.0	2.6	2.2	2.5	17	18	16	104.0
WDZR-F	Detroit	(MR)	2.3	1.5	2.1	2.3	19	19	20	65.2
WHCN-F	Hartford		4.3	10.2	5.1	8.2	3	8	6	124.4
WCCC-F	Hartford		3.4	8.0	5.0	8.1	8	7	8	98.8
KLOL-F	Houston		10.5	6.5	3.8	4.4	7	8	7	147.7
KKZR-F	Houston		2.9	1.8	2.0	2.3	19	19	20	78.3
WFBQ-F	Indianapolis	(T/CL)	12.5	22.4	12.4	13.8	1	1	1	162.3
WRZX-F	Indianapolis		2.5	4.5	4.4	4.9	9	9	11	91.8
KYYS-F	Kansas Cty		4.4	9.1	4.6	5.1	4	11	5	178.4
KQRC-F	Kansas Cty		2.6	5.4	4.7	5.2	12	6	10	103.8
KLOS-F	Los Angeles		26.3	5.7	2.7	3.1	5	16	8	183.9
KROQ-F	Los Angeles	(MR)	24.0	5.2	4.3	4.9	7	4	10	106.1
KSCA-F	Los Angeles	(P)	4.2	0.9	1.0	1.1	23	26	25	81.8
WSHE-F	Miami		6.8	5.2	3.2	3.5	8	14	10	148.6
WLZR-F	Milwaukee		3.6	7.0	6.4	7.2	6	5	4	97.2
WQFM-F	Milwaukee		1.8	3.5	3.6	4.0	13	11	13	87.5
KTCZ-F	Minneapolis	(P)	6.4	6.7	4.0	4.9	6	11	6	136.7
KEGE-F	Minneapolis	(MR)	4.0	4.2	4.9	5.9	9	3	7	71.2
WRNO-F	New Orleans		2.0	5.2	3.8	4.3	9	10	3	120.9
WNEW-F	New York		18.0	4.5	2.5	2.9	12	18	9	155.2
WAXQ-F	New York	(P)	6.3	1.6	1.8	2.1	21	23	20	76.2
WNOR-AF	Norfolk		4.6	11.9	7.0	8.2	2	4	3	145.1
WKOC-F	Norfolk	(P)	2.3	6.0	3.7	4.3	8	12	11	139.5
WROX-F	Norfolk	(MR)	1.6	4.1	2.8	3.3	12	9	15	124.2
WMMR-F	Philadelphia		15.5	9.2	6.0	7.2	3	3	1	127.8
WIBF-F	Philadelphia	(MR)	4.1	2.4	2.5	3.0	18	18	12	80.0
KUPD-F	Phoenix		6.8	8.2	5.4	6.4	4	9	4	128.1
KDKB-F	Phoenix		5.7	6.9	4.6	5.5	6	8	3	125.4

AOR/MODERN ROCK/PROGRESSIVE

MAJOR MARKETS
(Continued)

STATION	MARKET		'94	REV	'94	AUD	ADJ	REV	12+	25-54	REV SHARE
			REV	SHARE	SHARE	SHARE	RANK	RANK	RANK	AS % OF	
KZON-F	Phoenix	(P)	3.0	3.6	2.7	3.2	14	16	11	112.5	
WDVE-F	Pittsburgh		10.0	15.5	10.1	11.5	2	2	1	134.8	
KINK-AF	Portland	(P)	6.5	10.1	5.4	6.1	3	10	6	165.6	
KUFO-AF	Portland		6.0	9.3	6.3	7.2	5	7	8	129.2	
WHJY-F	Providence		5.2	16.4	9.0	12.2	1	1	1	134.4	
KCAL-F	Riverside-SB		4.0	18.9	4.0	11.3	3	4	6	167.3	
KRXQ-F	Sacramento		3.7	5.9	4.5	5.0	9	4	8	118.0	
KQPT-F	Sacramento		2.7	3.0	2.7	3.0	11	13	14	100.0	
KSHE-F	St. Louis		8.7	10.5	7.2	7.9	2	3	2	132.9	
KPNT-F	St. Louis	(MR)	1.8	2.2	2.5	2.7	12	13	15	81.5	
KXRK-F	Salt Lake	(MR)	1.7	4.4	4.8	5.3	9	4	12	83.0	
KBER-F	Salt Lake		1.5	3.9	5.1	5.7	10	7	13	68.4	
KISS-F	San Antonio		3.9	7.5	6.7	7.4	7	3	3	101.4	
XTRA-F	San Diego	(MR)	7.9	8.4	4.0	4.9	2	5	14	171.4	
KIOZ-F	San Diego		3.3	3.5	3.4	4.2	13	7	14	83.3	
XHRM-F	San Diego	(P)	2.1	2.2	3.0	3.7	18	13	13	59.5	
KITS-F	San Francisco	(MR)	8.8	4.7	2.8	3.9	8	8	14	120.5	
KFOG-F	San Francisco	(P)	8.4	4.5	2.2	3.1	10	16	10	145.2	
KSJO-F	San Jose		6.7	18.7	5.5	13.7	1	3	1	136.5	
KOME-F	San Jose		3.7	10.3	3.2	8.0	5	2	5	128.8	
KZOK-F	Seattle		6.6	6.0	3.9	4.3	4	8	3	139.5	
KNDD-F	Seattle	(MR)	5.7	5.2	4.1	4.5	8	6	10	115.6	
KISW-F	Seattle		5.4	4.9	4.5	4.9	9	4	5	100.0	
KMTT-F	Seattle	(P)	4.0	3.6	3.0	3.3	13	16	8	109.0	
WXTB-F	Tampa		6.7	9.2	7.4	9.0	3	3	7	102.2	
WHPT-F	Tampa	(P)	6.3	8.6	4.3	5.2	5	12	4	165.3	
WHFS-F	Washington	(P)	9.3	5.1	3.7	4.5	8	9	8	113.3	
WWDC-F	Washington		9.1	5.0	3.3	4.0	9	11	15	125.0	

78 Stations

1994 Mean: 117.6
1994 Median: 119.0

1993 Mean: 115.9
1992 Mean: 114.2
1991 Mean: 127.2
1990 Mean: 122.5
1988 Mean: 123.0
1987 Mean: 120.7
1986 Mean: 111.3

Mean for Mkt's highest billing AOR's: 136.5 (134.7 in 93, 134.8 in 92, 139.7 in 91, 132.3 in 90)
Mean for other AOR's: 101.3 (94.4 in 93, 88.3 in 92, 102.1 in 91, 94.4 in 90)

Mean 12+ Rank for Mkt's Highest billing AOR: 7.3 (6.5 in 93, 5.9 in 92, 5.0 in 91, 5.3 in 90)
Mean 25-54 Rank for Mkt's Highest billing AOR: 5.8 (5.7 in 93, 5.2 in 92, 4.7 in 91, 4.3 in 90)
Mean Revenue Rank for Mkt's Highest billing AOR: 5.2 (5.2 in 93, 4.2 in 92, 4.1 in 91, 4.3 in 90)

AOR/MODERN ROCK/PROGRESSIVE

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WONE-F	Akron	3.0	21.4	6.4	20.4	2	6	6	104.9
WPYX-F	Albany	3.2	13.1	6.9	8.3	2	5	4	157.8
KZRR-F	Albuquerque	2.6	10.8	5.5	6.5	4	5	4	166.2
KZRQ-F	Albuquerque	0.58	2.4	3.2	3.7	13	13	12	64.9
WZZO-F	Allen-Beth	3.6	19.3	11.4	16.3	2	1	1	118.4
KLBJ-F	Austin	3.6	11.1	6.0	7.3	4	4	3	152.1
KGSR-F	Austin (P)	2.5	7.7	3.7	4.5	7	8	5	171.1
KRAB-F	Bakersfield	1.2	8.4	6.8	8.6	4	2	2	97.7
WTGE-F	Baton Rouge	1.2	6.9	5.1	6.9	7	6	5	100.0
WZRR-F	Birmingham	3.2	10.7	6.1	7.3	4	5	4	146.6
WTUE-F	Dayton	4.0	14.7	8.2	10.5	2	3	3	140.0
KLAQ-F	El Paso	2.1	14.0	10.7	12.4	3	4	4	112.9
KRZR-F	Fresno	1.2	5.0	5.7	6.8	7	5	5	73.5
WKLQ-F	Grand Rapids	3.5	12.7	7.9	10.4	3	3	4	122.1
WKRR-F	Greensboro-WS	3.9	14.1	7.9	9.8	2	2	2	143.9
WSFL-F	Green-NB, NC	1.4	13.0	6.9	9.2	3	3	5	141.3
WROQ-F	Green-Spart	3.9	15.6	9.7	11.8	3	3	3	132.2
WTPA-F	Harrisburg	2.7	16.2	8.1	10.7	3	3	3	151.4
KPOI-F	Honolulu (MR)	0.7	3.3	3.7	3.9	10	10	10	84.6
WFYV-F	Jacksonville	4.1	13.2	8.1	10.1	2	3	2	130.7
WIMZ-F	Knoxville	2.5	13.9	8.9	9.9	3	4	4	140.4
KOMP-F	Las Vegas	3.0	9.4	5.5	6.3	4	6	3	149.2
KFBI-F	Las Vegas	2.2	6.9	4.1	4.7	7	11	7	146.8
KEDG-F	Las Vegas	2.0	6.3	5.2	5.9	9	9	9	106.8
KMJX-F	Little Rock	1.9	11.7	6.3	7.2	3	6	2	162.5
WTFX-F	Louisville	1.5	4.4	5.4	6.2	8	6	6	71.0
WEGR-F	Memphis	4.9	13.3	7.7	8.5	3	4	3	156.5
WKDF-F	Nashville	3.9	9.2	5.9	6.7	3	5	7	137.3
WRLT-F	Nashville	1.0	2.4	2.5	2.8	12	13	12	85.7
KATT-F	Oklahoma City	2.3	7.7	7.1	8.1	6	3	3	95.1
KEZO-AF	Omaha	3.4	12.6	8.0	9.2	4	2	2	137.0
WJRR-F	Orlando	4.2	7.4	5.4	6.1	6	9	11	121.3
WDIZ-F	Orlando	3.6	6.3	4.4	4.9	9	10	12	128.6
WRDU-F	Raleigh	4.2	12.5	5.4	7.3	3	9	1	171.2
WRXL-F	Richmond	3.6	10.5	6.3	7.0	5	7	6	150.0
WVGO-F	Richmond (P)	2.5	7.4	4.8	5.3	7	8	6	139.6
WCMF-F	Rochester	5.3	18.8	11.2	14.0	1	2	2	134.3
WMAX-F	Rochester (P)	1.3	4.6	3.0	3.8	8	10	9	121.0
KPIG-F	Sal-Mont-SC	0.75	5.6	2.4	4.4	7	17	4	127.3
WAQX-F	Syracuse	3.6	18.6	10.9	13.8	2	4	2	134.8
WIOT-F	Toledo	2.5	14.0	8.7	11.7	3	3	2	119.7
KLPX-F	Tucson	2.6	10.6	9.6	11.9	4	3	3	89.1
KMOD-F	Tulsa	3.1	11.5	7.9	8.9	4	3	2	129.2
WEZX-F	WB/Scranton	2.4	12.2	6.7	8.5	2	4	4	143.5

44 Stations

1994 Mean: 127.5
1994 Median: 131.5

1993 Mean: 122.0
1992 Mean: 118.8
1991 Mean: 124.4
1990 Mean: 127.4
1988 Mean: 115.4
1987 Mean: 105.4
1986 Mean: 112.6

Mean 12+ Rank: 5.7 (5.8 in 93, 4.1 in 92, 4.6 in 91, 4.0 in 90)
Mean 25-54 Rank: 4.8 (5.3 in 93, 4.3 in 92, 4.4 in 91, 3.8 in 90)
Mean Revenue Rank: 4.8 (5.0 in 93, 3.8 in 92, 3.5 in 91, 3.2 in 90)

AOR/MODERN ROCK/PROGRESSIVE

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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 AUD <u>SHARE</u>
KWHL-F	Anchorage	1.3	10.0	7.3	8.2	3	4	2	122.0
WAPL-F	Appleton	2.4	22.6	9.4	14.5	1	2	1	155.9
WZXL-F	Atlantic City	1.9	15.0	9.2	12.5	2	1	1	120.0
WRXR-F	Augusta, GA	0.72	7.0	4.3	5.2	6	7	5	134.6
WKGB-F	Binghamton	0.69	8.9	7.9	10.1	6	6	3	88.1
KJOT-F	Boise	1.7	14.2	8.4	9.8	2	1	1	144.9
WRQK-F	Canton	1.3	14.7	5.8	10.4	4	7	11	141.3
KRNA-F	Cedar Rapids	1.3	14.0	10.8	13.9	4	4	3	100.7
WAVF-F	Charleston, SC	1.8	13.4	8.6	9.8	2	2	3	136.7
KILO-F	Colorado Springs	0.98	7.4	7.1	9.3	7	4	7	80.0
WVRK-F	Columbus, GA	1.1	13.6	9.5	10.8	2	4	5	125.9
KNCN-F	Corpus Christi	1.0	10.9	7.0	8.5	4	7	5	128.2
WXLP-F	Davenport-RI	2.1	18.8	12.6	15.3	2	2	2	122.9
KGGO-F	Des Moines	3.2	16.8	13.6	15.2	3	2	1	110.5
WGBF-F	Evansville	1.1	8.9	6.1	7.4	6	6	5	120.3
WXKE-F	Ft. Wayne	1.1	7.6	5.9	7.2	6	7	4	105.6
WSFL-F	Greenville, NC	1.4	13.0	6.9	9.2	3	3	5	141.3
WTAK-F	Huntsville	0.8	6.8	5.0	6.8	5	5	4	100.0
WSTZ-F	Jackson, MS	1.5	11.4	8.3	10.6	2	3	2	107.5
WQUT-F	JC-Kingsport	2.0	18.0	10.3	12.8	3	3	3	140.6
WRKR-F	Kalamazoo	1.7	18.9	9.0	13.1	2	3	1	144.2
WJXQ-F	Lansing	2.1	15.0	8.5	11.3	3	2	4	132.7
WKQQ-F	Lexington	3.6	22.6	12.9	15.2	2	2	2	148.7
KIBZ-F	Lincoln	0.5	5.1	7.8	10.9	7	6	9	46.8
KFMX-F	Lubbock	1.3	18.4	11.9	14.2	2	2	2	129.6
WQBZ-F	Macon	0.77	8.5	6.3	7.3	4	3	5	116.4
WIBA-F	Madison	3.0	17.6	9.4	11.8	1	3	4	149.2
WGIR-F	Manchester	2.4	33.3	10.3	24.0	2	2	2	138.8
KHOP-F	Modesto	1.7	13.0	6.7	10.1	3	3	4	128.7
WXFX-F	Montgomery	1.0	9.5	8.1	9.7	3	3	4	97.9
WPLR-F	New Haven	5.5	39.6	10.0	31.8	1	1	1	124.5
WWCT-F	Peoria	1.9	18.6	13.5	17.0	2	2	2	109.4
WBLM-F	Portland, ME	2.5	20.0	12.6	14.8	2	2	2	135.1
WHEB-F	Portsmouth, NH	2.0	22.5	10.4	22.9	1	1	1	98.3
WROV-AF	Roanoke	2.2	15.6	9.0	11.2	2	3	2	139.3
WXRX-F	Rockford	1.8	22.8	15.2	24.1	1	1	1	94.6
WKQZ-F	Saginaw	1.0	7.8	6.8	8.3	5	5	4	94.0
WIXV-F	Savannah	1.6	15.4	7.5	9.1	2	5	4	169.2
KRRO-F	Sioux Falls	0.75	10.4	11.7	16.1	4	2	3	64.6
KEZE-F	Spokane	1.6	12.6	6.8	7.9	4	6	5	159.5
WGLF-F	Tallahasee	0.95	11.4	8.0	10.3	3	3	4	110.6
KDVV-F	Topeka	0.8	12.9	6.0	9.5	5	5	4	135.8
WOUR-F	Utica	1.2	15.2	11.4	14.1	2	3	3	107.8
KFMW-F	Waterloo	1.25	25.5	11.9	17.7	2	3	1	144.1
KICT-F	Wichita	0.9	4.9	7.2	7.9	7	5	8	62.0
WSFM-F	Wilmington, NC	0.7	12.7	7.9	11.1	4	4	4	114.4
WNCD-F	Youngstown	1.1	8.1	7.3	9.1	7	5	7	89.0

47 Stations

1994 Mean: 119.4
1994 Median: 122.9

1993 Mean: 116.4
1992 Mean: 111.7
1991 Mean: 113.4
1990 Mean: 108.1
1988 Mean: 108.7
1987 Mean: 101.3
1986 Mean: 104.3

Mean 12+ Rank: 3.5 (3.9 in 93, 3.4 in 92, 3.4 in 91, 3.6 in 90)
Mean 25-54 Rank: 3.5 (3.7 in 93, 3.1 in 92, 3.3 in 91, 3.8 in 90)
Mean Revenue Rank: 3.3 (3.6 in 93, 3.3 in 92, 3.2 in 91, 3.3 in 90)

CLASSIC ROCK

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WZGC-F	Atlanta	8.3	5.5	3.7	4.3	10	10	6	127.9
WZLX-F	Boston	11.2	7.3	4.5	5.3	6	7	2	137.7
WGRF-F	Buffalo	3.0	8.5	6.1	7.0	6	7	4	121.4
WCKG-F	Chicago	12.1	4.0	2.7	3.1	11	17	11T	129.0
WOFX-F	Cincinnati	3.6	5.2	4.2	5.0	9	13	6	104.0
WNCX-F	Cleveland	6.3	9.2	6.2	7.1	6	7	3	129.6
WLVQ-F	Columbus	7.5	9.1	6.6	8.0	4	6	5	113.8
KZPS-F	Dallas-FW	6.8	3.8	2.9	3.2	14	18	11	118.8
KRFX-F	Denver	9.0	10.0	7.3	8.2	3	3	2	122.0
WCSX-F	Detroit	6.7	4.4	3.8	4.2	11	11	14	104.8
KCFX-F	Kansas City	6.8	13.3	5.4	6.0	2	9	5	221.7
KLSX-F	Los Angeles	23.1	5.0	3.0	3.4	9	12	7	147.1
WZTA-F	Miami	6.6	5.0	2.6	2.9	10	18	15	172.4
WKLH-F	Milwaukee	6.6	12.8	7.0	7.9	2	4	2	162.0
KQRS-AF	Minn-SP	15.5	16.2	11.4	13.8	2	1	1	117.4
WXRK-F	New York	30.0	7.4	3.7	4.2	3	9	4	176.2
WAFX-F	Norfolk	1.8	4.7	3.7	4.3	11	6	4	109.3
WYSP-F	Philadelphia	19.4	11.5	5.4	6.5	2	4	2	176.9
KSLX-F	Phoenix	4.0	4.8	3.1	3.7	11	10	4	129.7
WRRK-F	Pittsburgh	2.1	3.3	3.3	3.8	11	11	6	86.8
KGON-F	Portland, OR	4.4	6.8	5.7	6.5	8	5	1	104.6
WWRX-F	Providence	2.0	6.3	4.3	5.9	7	10	6	106.8
KSEG-F	Sacramento	6.0	9.4	5.0	5.6	2	7	5	167.9
KSD -F	St. Louis	6.4	7.7	4.2	4.6	6	8	9	167.4
KLSX-F	Salt Lake	2.8	7.2	4.3	4.8	5	10	7	150.0
KZEP-AF	San Antonio	2.9	5.6	4.5	5.0	9	9	4	112.0
KGB -F	San Diego	5.7	6.0	4.0	4.9	7	8	3	122.4
KRQR-F	San Francisco	5.4	2.9	2.4	3.3	14	15	9	87.9
KUFX-F	San Jose	3.2	8.9	2.8	7.0	7	9	4	127.1
WJFK-AF	Washington	12.5	6.9	4.6	5.5	4	7	5	125.4

30 Stations

1994 Mean: 132.6
1994 Median: 126.3

1993 Mean: 126.0
1992 Mean: 128.5
1991 Mean: 119.7
1990 Mean: 122.5

Mean 12+ Rank: 9.0 (9.9 in 93, 9.5 in 92, 9.8 in 91, 9.2 in 90)
Mean 25-54 Rank: 5.7 (6.5 in 93, 6.1 in 92, 7.1 in 91, 6.1 in 90)
Mean Revenue Rank: 7.1 (7.7 in 93, 8.1 in 92, 8.0 in 91, 7.6 in 90)

CLASSIC ROCK

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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	1.7	6.9	3.9	4.7	8	8	8	146.8
KLSK-F	Albuquerque	1.3	5.4	4.0	4.7	6	9	9	114.9
KPEZ-F	Austin	2.8	8.6	4.5	5.5	6	7	5	156.4
WSKZ-F	Chattanooga	2.1	13.4	6.3	7.5	3	4	2	178.7
KJFX-F	Fresno	1.8	7.5	4.2	5.1	6	6	9	147.1
WLAV-F	Grand Rapids	2.4	8.7	6.9	9.1	7	2	2	95.6
WAIA-F	Jacksonville	1.2	3.9	3.2	4.0	11	10	10	97.5
KKLZ-F	Las Vegas	2.0	6.3	4.2	4.9	8	8	4	128.6
WQMF-F	Louisville	3.2	9.4	5.5	6.3	3	4	3	149.2
KRXO-F	Oklahoma City	3.0	10.0	7.0	8.0	3	6	2	125.0
KKCD-F	Omaha	1.0	3.7	3.6	4.1	10	14	6	90.2
WHTQ-F	Orlando	1.9	3.3	3.3	3.7	13	12	13	89.2
WZZU-F	Raleigh	1.9	5.7	4.0	5.4	9	10	9	105.6
WAQY-F	Springfield, MA	3.2	24.6	9.4	15.9	1	2	2	154.7
WXKR-F	Toledo	1.2	6.7	5.2	7.0	7	7	6	95.7
WKGR-F	West Palm	3.7	11.5	4.9	8.8	5	6	4	130.7

16 Stations

1994 Mean: 125.4
1994 Median: 119.9

1993 Mean: 108.5
1992 Mean: 108.1
1991 Mean: 120.7
1990 Mean: 98.6

NOTE: With so few stations in this category the results are unstable. So use with caution.

Mean 12+ Rank: 6.8 (8.3 in 93, 7.9 in 92, 5.5 in 91, 7.0 in 90)
Mean 25-54 Rank: 5.6 (6.1 in 93, 5.7 in 92, 4.5 in 91, 5.5 in 90)
Mean Revenue Rank: 6.6 (7.4 in 93, 6.5 in 92, 6.3 in 91, 6.6 in 90)

ADDITIONAL CLASSIC ROCK STATIONS IN SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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	1.75	13.5	10.9	12.2	1	1	1	110.7
WOZZ-F	Appleton	0.8	7.5	5.8	8.9	6	8	6	84.3
KKFM-F	Colorado Spgs	2.1	15.8	8.7	11.4	2	2	1	138.6
WMFX-F	Columbia, SC	1.4	8.3	5.9	6.9	5	3	2	120.3
WBYR-F	Fort Wayne	2.5	17.2	8.8	10.9	2	2	2	157.8
WMGX-F	Portland, ME	1.8	14.4	8.4	9.9	4	4	2	145.4
KOZZ-F	Reno	1.8	15.8	7.4	8.6	2	3	2	183.7
KKZX-F	Spokane	1.2	9.4	9.3	10.8	5	2	1	87.0
KRZZ-F	Wichita	1.2	6.6	6.0	6.6	5	6	3	100.0

FULL SERVICE

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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	13.5	9.0	5.9	6.8	4	5	6	132.4
WBEN	Buffalo	5.0	14.2	9.0	10.3	1	2	6	137.9
WBT	Charlotte	4.6	9.6	8.0	9.8	4	5	9	98.0
WGN	Chicago	37.1	12.5	6.8	7.6	1	2	5	164.5
WLW	Cincinnati	16.0	23.2	11.6	13.7	1	1	1	169.3
WTVN	Columbus, OH	7.9	14.2	8.8	10.6	2	1	4	134.0
WBAP	Dallas-FW	16.9	9.4	5.6	6.2	2	4	6	151.6
WJR	Detroit	18.4	12.0	8.4	9.4	1	1	12	127.7
WTIC	Hartford	7.2	17.0	12.2	19.7	1	1	3	86.3
WDAF	Kansas City	4.7	9.7	9.7	10.6	3	1	6	91.5
WTMJ	Milwaukee	6.3	12.2	8.7	9.8	2	2	8	124.5
WCCO	Minneapolis	19.2	20.1	12.9	15.6	1	2	2	128.8
KEX	Portland	6.3	9.8	6.3	7.2	4	9	10	136.1
KSL	Salt Lake	4.0	10.3	6.0	6.7	3	6	6	153.7
KFMB	San Diego	6.5	6.8	3.5	4.3	6	11	15	158.1
KNBR	San Francisco	23.0	12.3	4.8	6.7	2	2	2	183.6
KOMO	Seattle	4.5	4.1	3.9	4.3	12	15	10	95.3
WMAL	Washington	11.1	6.1	4.6	5.5	6	8	13	110.9

18 Stations

1994 Mean: 132.5
1994 Median: 130.7

1993 Mean: 139.4
1992 Mean: 141.1
1991 Mean: 138.5
1990 Mean: 143.0
1988 Mean: 154.7
1987 Mean: 148.5
1986 Mean: 151.5

Mean 12+ Rank: 4.3 (3.7 in 93, 3.5 in 92, 3.6 in 91, 4.6 in 90)
Mean 25-54 Rank: 6.9 (6.6 in 93, 6.6 in 92, 6.6 in 91, 6.6 in 90)
Mean Revenue Rank: 3.1 (2.8 in 93, 2.6 in 92, 2.0 in 91, 2.7 in 90)

FULL SERVICE

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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>
WAKR	Akron	1.7	12.1	4.6	14.7	5	9	16	82.3
WGY	Albany	2.4	9.8	9.0	10.8	5	3	7	90.7
KKOB	Albuquerque	3.5	14.6	10.7	12.5	2	2	3	116.8
WOOD	Grand Rapids	2.8	10.1	7.5	9.9	4	4	6	102.0
WSJS	Greens-WS	2.8	10.1	5.5	6.8	3	7	11	148.5
WHP-AA	Harrisburg	2.1	12.6	9.5	12.6	5	3 (E)	6	100.0
KSSK	Honolulu	3.2	15.1	8.7	9.3	2	2	3	162.4
WHAS	Louisville	7.5	22.1	14.0	16.1	2	2	2	137.3
WSM	Nashville	2.0	4.7	2.8	3.2	9	12	14	146.9
KFAB	Omaha	4.5	16.7	9.6	11.0	2	3	5	151.8
WDBO	Orlando	4.1	7.2	7.5	8.4	7	3	7	85.7
WPTF	Raleigh	3.7	11.0	7.7	10.3	4	2	9	106.8
WRVA	Richmond	4.6	13.5	11.3	12.5	2	2	8	108.0
WHAM	Rochester	4.3	15.2	11.2	14.0	3	3	7	108.6
WHYN	Springfield, MA	1.7	13.1	7.8	13.2	5	5	5	99.2
WSYR	Syracuse	3.5	18.1	12.3	15.5	3	2	6	116.8
WSPD	Toledo	1.8	10.1	7.7	10.3	5	4	8	98.1
KRMG	Tulsa	3.6	13.3	10.3	11.6	3	2	4	114.7
WARM	WB/Scranton	1.4	7.1	4.5	5.7	5	6	15	124.6
WDEL	Wilmington, DE	2.1	18.1	3.9	13.4	3	11	18	135.1

20 Stations

1994 Mean: 116.8
1994 Median: 108.3

1993 Mean: 107.2
1992 Mean: 110.8
1991 Mean: 117.1
1990 Mean: 117.8
1988 Mean: 128.0
1987 Mean: 128.5
1986 Mean: 138.0

Mean 12+ Rank: 4.3 (3.6 in 93, 3.4 in 92, 4.4 in 91, 4.6 in 90)
Mean 25-54 Rank: 8.0 (6.6 in 93, 6.6 in 92, 7.1 in 91, 7.2 in 90)
Mean Revenue Rank: 3.9 (3.3 in 93, 3.1 in 92, 3.2 in 91, 3.3 in 90)

FULL SERVICE

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WHBY	Apple-OshKosh	1.2	11.3	6.4	9.9	4	7	6	114.1
WJBC	Bloomington, IL	2.6	46.4	24.4	42.4	1	1	2	109.4
KBOI	Boise	1.3	10.8	7.4	8.6	4	9	5	125.6
WHBC	Canton	2.0	22.7	11.8	23.6	1	2	6	96.2
WMT	Cedar Rapids	2.2	23.7	14.0	18.0	2	3	4	131.7
WHO	Des Moines	4.6	24.2	14.9	16.7	1	1	5	144.9
KDAL	Duluth	0.75	14.7	13.1	16.7	3	2	4	88.0
WIKY-F	El Paso	3.0	24.2	17.2	20.6	1	1	1	117.5
KFGO	Fargo	1.9	22.6	14.7	16.6	1	1	2	136.1
WOWO-AF	Ft. Wayne	2.1	14.5	8.1	10.0	3	3 (E)	6	145.0
WVLK	Lexington	1.5	9.4	7.2	8.5	4	5	7	110.6
KFOR	Lincoln	1.9	19.4	9.4	13.3	2	3	4	145.9
WIBA	Madison	1.5	8.8	5.7	7.1	6	7	6	123.9
WELI	New Haven	2.0	14.4	7.9	25.1	3	4	8	57.4
WMBD	Peoria	1.1	10.7	6.5	8.2	4	5	6	130.5
WGAN	Portland, ME	1.2	9.6	9.0	10.6	6	3	5	90.6
WROK	Rockford	1.4	17.7	7.9	12.5	3	4	6	141.6
KELO	Sioux Falls	0.95	13.2	9.1	12.6	3	4	4	104.8
WIBW	Topeka	1.1	17.7	7.3	11.5	3	4	6	153.9
WTAG	Worcester	2.2	19.5	9.3	20.7	3	4	4	94.2
WSBA	York	2.6	19.4	5.6	12.5	2	6	8	155.2

21 Stations

1994 Mean: 119.9
1994 Median: 123.9

1993 Mean: 118.7
1992 Mean: 117.5
1991 Mean: 111.1
1990 Mean: 109.5
1988 Mean: 120.8
1987 Mean: 122.1
1986 Mean: 125.3

Mean 12+ Rank: 3.8 (3.6 in 93, 3.6 in 92, 3.7 in 91, 3.8 in 90)
Mean 25-54 Rank: 5.0 (5.4 in 93, 6.0 in 92, 5.4 in 91, 5.4 in 90)
Mean Revenue Rank: 2.9 (3.0 in 93, 3.1 in 92, 3.3 in 91, 3.3 in 90)

BLACK/URBAN

ALL MARKET SIZES

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WVEE-F	Atlanta	18.5	12.4	12.4	14.3	1	1	1	86.7
WALR-F	Atlanta (B/AC)	6.0	4.0	4.8	5.5	12	8	5	72.7
WTTH-F	Atlantic City	0.65	5.1	5.5	7.5	7	3	3	68.0
WFXA-F	Augusta, GA	1.4	13.6	14.7	17.4	3	2	2	78.2
WXYV-F	Baltimore	6.1	8.7	5.9	8.4	7	6	5	103.6
WWIN-F	Baltimore (B/AC)	2.8	4.0	3.4	4.8	9	11	5	83.3
KQXL-F	Baton Rouge	2.5	14.3	11.7	15.8	2	2	2	90.5
WXOK	Baton Rouge	1.1	6.3	9.6	12.9	8	3	3	48.8
WENN-F	Birmingham	3.7	12.4	10.8	13.0	2	2	2	95.4
WILD	Boston	1.4	0.9	1.7	2.0	18	19	9	45.0
WBLK-F	Buffalo	1.7	4.8	6.5	7.4	10	6	5	64.9
WWWZ-F	Charleston, SC	1.5	11.2	12.4	14.1	3	1	2	79.4
WPEG-F	Charlotte	5.9	12.3	10.6	13.0	3	1	2	94.6
WBAV-F	Charlotte (B/AC)	1.3	2.7	3.9	4.7	11	9	7	57.4
WJTT-F	Chattanooga	1.6	10.3	9.0	10.7	4	3	6	96.3
WGCI-AF	Chicago	18.9	6.4	8.5	9.5	5	1	1	67.4
WVAZ-F	Chicago	12.6	4.3	3.4	3.8	9	9	5	113.2
WIZF-F	Cincinnati	2.6	3.8	6.0	7.1	11	5	5	53.5
WZAK-F	Cleveland	6.5	9.5	7.1	8.2	4	4	6	115.9
WWDM-F	Columbia, SC	3.5	20.7	17.0	19.7	1	1	1	105.1
WFXE-F	Columbus, GA	0.95	11.7	13.4	15.2	5	1	2	77.0
WVKO	Columbus, OH	1.2	2.2	3.4	4.1	11	10	9	53.7
KKDA-AF	Dallas-FW	8.5	4.7	6.1	6.7	8	2 (E)	4 (E)	70.1
KJMZ-F	Dallas-FW	4.5	2.5	3.8	4.1	16	10	15	61.0
WROU-F	Dayton	1.7	6.3	6.9	8.9	7	6	5	70.8
WJLB-F	Detroit	10.7	7.0	6.7	7.5	4	2	4	93.3
WMXD-F	Detroit (B/AC)	5.3	3.5	4.8	5.4	13	6	3	64.8
WZFX-F	Fayette, NC	2.3	23.0	21.7	28.0	2	1	1	82.1
WDZZ-F	Flint	2.2	20.0	11.8	21.7	3	2	3	92.2
WJMH-F	Greensboro-WS	1.9	6.9	6.9	8.6	6	5	9	80.2
WQMG-F	Greensboro-WS	1.2	4.4	5.6	7.0	9	4	4	62.9
WIKS-F	Green-NB, NC	1.7	15.7	16.4	21.9	2	1	1	71.7
WJMZ-F	Green-Spart	1.5	6.0	6.8	8.3	7	4	6	72.3
KHYS, KMJQ	Houston	13.5	8.4	8.4	9.7	3	1 (E)	4 (E)	86.6
WTLC-AF	Indianapolis	3.1	5.5	7.7	8.6	7	4 (E)	5 (E)	64.0
WJMI-F	Jackson, MS	1.3	9.8	11.3	14.4	4	2	3	68.1
WKXI-F	Jackson, MS	1.1	8.3	7.3	9.3	5	5	5	89.2
WHJX-F	Jacksonville	1.4	4.5	6.1	7.6	9	8	11	59.2
KPRS-AF	Kansas City	2.8	5.9	9.5	10.5	9	2 (E)	2 (E)	56.2
KXTZ-F	Las Vegas (U/AC)	1.0	3.2	4.7	5.3	11	10	9	60.4
KIPR-F	Little Rock	1.6	9.8	10.7	12.1	5	1	3	81.0
KKBT-F	Los Angeles	19.0	4.2	3.4	4.0	13	10	11	105.0
WGZB-F	Louisville	1.4	4.1	6.1	7.0	9	5	4	58.6
WPGA-F	Macon	0.49	5.4	8.4	9.7	6	5	4	55.7
WHRK-F	Memphis	5.1	13.8	12.6	14.0	2	1	1	98.6
WDIA	Memphis	2.0	5.4	8.0	8.9	7	3	2	60.7
KJMS-F	Memphis	1.2	3.4	7.1	7.8	10	8	7	43.6
WEDR-F	Miami	7.0	5.4	6.8	7.5	6	3	3	72.0
WKKV-F	Milwaukee	1.5	2.9	4.1	4.6	14	7	5	63.0
WQQK-F	Nashville	2.4	5.7	7.9	9.0	7	3	6	63.3
WNHC	New Haven	0.79	5.7	2.5	8.0	4	13	10	71.3
WQUE-AF	New Orleans	3.6	9.3	12.5	14.0	4	1 (E)	8	66.4
WYLD-AF	New Orleans (B/AC)	2.9	7.5	12.1	13.5	6	2 (E)	1	55.6
WRKS-F	New York	19.3	4.8	4.6	5.3	10	6	9	90.6
WBLS-F	New York	14.4	3.6	4.0	4.6	14	7	6	78.3

BLACK/URBAN

ALL MARKET SIZES
(Continued)

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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>
WOWI-F	Norfolk	4.5	11.7	10.3	12.0	3	1	2		97.5
KVSP	Oklahoma City	0.8	2.7	5.6	6.4	11	7	7		42.2
WJHM-F	Orlando	4.0	7.0	9.1	10.2	8	1	3		68.6
WUSL-F	Philadelphia	8.4	5.0	5.0	6.0	7	4	9		83.3
WDAS-AF	Philadelphia	4.7	2.8	5.1	6.0	15	6	3 (E)		46.7
WAMO-F	Pittsburgh	2.9	4.5	4.6	5.3	9	7	8		84.9
WQOK-F	Raleigh	3.0	8.9	7.9	10.6	7	4	6		84.0
WFXC-FF	Raleigh (B/AC)	1.2	3.6	4.1	5.5	10	8	4		65.5
WCDX-F	Richmond	4.0	11.8	11.8	13.0	4	1	2		90.8
WPLZ-F	Richmond	1.8	5.3	7.9	8.7	9	5	5		60.9
WDKX-F	Rochester	1.0	3.5	5.0	6.2	10	7	8		56.6
WTLZ-F	Saginaw	0.75	5.9	4.8	5.9	7	9	9		100.0
KMJM-F	St. Louis	6.1	7.4	7.4	8.1	7	4	7		91.4
WSOK/WLVH	Savannah	1.2	11.5	20.4	24.5	4	1	1		46.9
WEAS-F	Savannah	1.0	9.6	10.6	12.8	6	3	5		75.0
KMJJ-F	Shreveport	1.1	10.5	17.1	18.9	3	2	2		55.6
WHBX-F	Tallahassee	0.71	8.6	13.4	17.3	5	2	3		49.7
WMMJ-F	Washington	7.7	4.2	4.3	5.2	11	5	3		80.8
WKYS-F	Washington	7.3	4.0	4.1	4.9	12	10	11		81.6
WHUR-F	Washington	6.6	3.6	4.6	5.5	15	4	5		65.5
WMNX-F	Wilmington, NC	0.75	13.6	15.0	21.1	3	1	3		64.5

76 Stations

1994 Mean: 73.8
1994 Median: 71.5

1993 Mean: 73.2
1992 Mean: 70.2
1991 Mean: 70.6
1990 Mean: 68.5
1988 Mean: 76.7
1987 Mean: 76.0
1986 Mean: 77.4

Mean for Mkt's highest billing B/U station: 75.6 (75.3 in 93, 73.2 in 92,
73.3 in 91, 69.6 in 90)

Mean for other Black/Urban stations: 68.0 (68.1 in 93, 68.7 in 92,
62.8 in 91, 65.6 in 90)

Mean 12+ Rank for Mkt's highest billing B/U Station: 4.0 (3.7 in 93, 3.8 in 92,
3.9 in 91, 3.7 in 90)

Mean 25-54 Rank for Mkt's highest billing B/U Station: 4.8 (5.7 in 93, 5.0 in 92,
4.7 in 91, 4.4 in 90)

Mean Revenue Rank for Mkt's highest billing B/U Station: 6.3 (6.1 in 93, 6.6 in 92,
5.9 in 91, 6.3 in 90)

NEWS AND NEWS/TALK

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	'94 <u>REV</u>	REV <u>SHARE</u>	'94 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>
WGST-AF	Atlanta	15.4	10.3	5.5	6.4	2	8 (E)	6 (E)	160.9
KLBJ	Austin	3.9	12.0	6.9	8.4	3	6	5	142.9
WBAL	Baltimore	12.1	16.6	8.5	12.0	1	2	5	138.3
WERC	Birmingham	2.5	8.4	7.5	9.0	5	4	6	93.3
WBZ	Boston	16.2	10.5	8.0	9.4	2	1	7	111.7
WGR	Buffalo	3.9	11.0	6.7	7.7	4	10	5	142.9
WMAQ	Chicago (Sports)	19.0	6.4	2.4	2.7	4	21	21	237.0
WBBM	Chicago	16.6	5.6	4.1	4.6	6	7	17	121.7
WWWE	Cleveland	3.2	4.7	4.6	5.3	9	10	11	88.7
WVOC	Columbia, SC	1.3	7.7	6.7	7.8	6	4	6	98.7
KRLD	Dallas-FW	10.2	5.7	3.4	3.7	5	13	18	154.1
WHIO	Dayton	3.4	12.5	6.8	8.7	4	4	8	143.7
KOA	Denver	17.7	19.6	8.6	9.7	1	2	3	202.1
WWJ	Detroit	11.7	7.6	5.1	5.7	3	5	11	133.3
KMJ	Fresno	5.6	23.3	13.1	15.7	1	1	1	148.4
WPOP	Hartford	0.9	2.1	2.4	3.9	12	14	14	53.8
KTRH	Houston	12.7	7.8	4.5	5.3	4	10	10	147.2
KFWB	Los Angeles	24.9	5.4	2.7	3.1	6	19	19	174.2
KNX	Los Angeles	22.4	4.9	2.6	3.0	11	14	22	163.3
WINZ	Miami	4.2	3.2	2.1	2.4	18	17	22	133.3
WVL	New Orleans	8.0	20.7	8.8	9.9	1	4	4	209.1
WINS	New York	31.4	7.8	4.0	4.6	2	10	14	169.6
WCBS	New York	22.8	5.7	3.2	3.7	6	14	15	154.1
WNIS	Norfolk	2.4	6.2	4.1	4.8	7	10	15	129.2
KYW	Philadelphia	22.2	13.2	7.9	9.5	1	1	7	138.9
KTAR	Phoenix	7.6	9.2	6.9	8.2	3	4	5	112.2
KDKA	Pittsburgh	11.0	17.1	14.1	16.1	1	1	3	106.2
KXL	Portland, OR	5.4	8.4	7.6	8.5	6	4	7	98.8
WHJJ	Providence	1.9	6.0	4.8	6.5	8	8	12	92.3
KFBK	Sacramento	12.1	19.1	12.3	13.7	1	1	1	139.4
WOAI	San Antonio	5.1	9.8	4.0	4.4	3	12	11	222.7
KSDO	San Diego	7.5	7.9	5.7	7.0	4	2	28	112.9
KCBS	San Francisco	17.0	9.1	5.3	7.4	3	3	8	123.0
KIRO-AF	Seattle	15.0	13.6	7.2	7.9	1	1	7	172.2
KNST	Tucson	2.7	11.0	7.1	8.8	3	5	4	125.0
WTOP	Washington	10.5	5.7	3.1	3.7	7	15	17	154.1
WJNO	West Palm	3.8	11.8	5.6	10.1	4	5	5	116.8

37 Stations

1994 Mean: 139.6
1994 Median: 138.9

1993 Mean: 143.3
1992 Mean: 140.7
1991 Mean: 135.4

Mean 12+ Rank: 7.4 (6.8 in 93, 7.1 in 92, 6.4 in 91)
Mean 25-54 Rank: 10.3 (9.6 in 93, 10.1 in 92, 9.5 in 91)
Mean Revenue Rank: 4.5 (4.2 in 93, 4.8 in 92, 4.2 in 91)

TALK AND TALK/NEWS

ALL MARKET SIZES

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WQBK	Albany	0.51	2.1	2.6	3.1	12	12	14	67.7
WNIR-F	Akron	2.5	17.9	6.3	20.1	3	3	7	89.1
WAEB	Allen-Beth	1.5	8.0	5.8	8.3	6	6	6	96.4
WRTA	Altoona	0.5	10.6	10.1	12.4	4	4	5	85.5
KENI	Anchorage	0.9	6.9	7.5	8.4	5	6	4	82.1
WOSH	Apple-OshKosh	0.55	5.2	3.3	5.1	8	10	9	102.0
WGAC	Augusta, GA	0.85	8.3	6.3	7.5	5	4	6	110.7
KERN	Bakersfield	1.9	13.4	7.5	9.5	2	4	4	141.0
WCBM	Baltimore	2.1	3.0	3.4	4.7	11	12	14	63.8
WJBO	Baton Rouge	1.8	10.3	5.7	7.7	4	6	5	133.8
WNBF	Binghamton	0.75	14.7	11.1	13.2	4	2	6	111.4
KIDO	Boise	0.9	7.5	6.6	7.7	7	6	6	97.4
WRKO	Boston	14.4	9.3	5.2	6.2	4	8	8	150.0
WTMA	Charleston, SC	1.5	11.2	5.9	6.7	3	3	4	167.2
WGOW	Chattanooga	0.63	4.1	4.5	5.3	6	8	9	77.4
WLS-AF	Chicago	6.9	2.3	4.6	5.2	18	4 (E)	18	44.2
WCKY	Cincinnati	4.3	6.2	3.8	4.6	6	7	9	134.7
KVOR	Colorado Springs	0.8	6.0	6.7	8.8	8	5	9	68.2
KEYS	Corpus Christi	0.5	5.4	4.1	5.0	9	10	9	108.0
KLIF	Dallas-FW	8.0	4.4	2.5	2.7	11	15	21	163.0
WOC	Davenport	1.2	10.7	8.2	10.0	3	3	5	107.0
KTLK	Denver	1.3	1.4	1.6	1.8	17	19	22	77.8
WXYT	Detroit	8.4	5.5	5.0	5.6	8	3	6	98.2
KTSM	El Paso	0.8	5.3	3.8	4.4	7	8	9	120.5
WDAY	Fargo	1.0	11.9	8.8	9.9	4	5	6	120.2
WFNC	Fayette, NC	1.1	11.0	6.1	7.9	5	4	5	139.2
WSJS	Greensboro-WS	2.8	10.1	5.5	6.8	3	7	11	148.5
WFBC	Green-Spart	0.6	2.5	2.8	3.4	9	11	10	73.5
KHVH	Honolulu	0.6	2.8	3.0	3.2	11	10	11	87.5
KPRC	Houston	6.6	4.1	4.1	4.8	11	12	15	85.4
KSEV	Houston	1.3	0.8	1.4	1.6	22	21	22	50.0
WIBC	Indianapolis	6.3	11.3	9.4	10.5	3	3	6	107.6
WOKV	Jacksonville	1.8	5.8	5.3	6.6	8	10	9	87.9
WJCW	JC-Kingsport	0.55	5.0	5.1	6.3	4	4	6	79.4
WKZO	Kalamazoo	0.8	8.9	6.4	9.3	4	6	8	95.7
KMBZ/KCMO	Kansas City	5.4	11.2	8.4	9.4	5/13	10/14	5 (E)	119.1
WIVK	Knoxville	1.5	8.3	5.3	6.0	5	6	6	138.3
WJIM	Lansing	0.7	5.0	3.9	5.2	7	8	9	96.2
KDWN	Las Vegas	0.8	2.5	4.1	4.6	15	12	16	54.3
KLIN	Lincoln	0.6	6.1	5.0	7.0	6	9	3	87.1
KARN	Little Rock	1.6	9.8	8.4	9.5	5	3	6	103.2
KABC	Los Angeles	28.5	6.2	3.5	4.0	1	8	20	155.0
KFI	Los Angeles	21.0	4.6	4.3	4.9	12	3	3	93.9
WMAZ	Macon	0.6	6.6	4.5	5.3	5	8	9	124.5
WTDY	Madison	0.75	4.4	5.1	6.4	9	8	10	68.8
KURV	McAllen-Brown	0.55	3.7	3.1	3.7	10	11	13	100.0
WMC	Memphis	2.5	6.8	5.9	6.5	6	6	6	104.6
WIOD	Miami	8.0	6.1	3.5	3.9	2	11	11	156.4
WISN	Milwaukee	3.2	6.2	5.5	6.2	7	6	6	100.0
KSTP	Minneapolis	3.4	3.6	5.0	6.0	11	10	15	60.0

TALK AND TALK/NEWS

ALL MARKET SIZES
(Continued)

STATION	MARKET	'94 REV	REV SHARE	'94 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WACV	Montgomery	0.55	5.2	4.3	5.2	6	6	7	100.0
WLAC	Nashville	2.5	5.9	4.0	4.6	5	9	8	128.3
WOR	New York	19.7	4.9	3.3	3.8	7	15	25	128.9
WABC	New York	18.7	4.7	4.1	4.7	11	8	12	100.0
WTAR	Norfolk	0.8	2.1	2.4	2.8	14	18	18	75.0
KTOK	Oklahoma City	3.2	10.7	7.8	8.9	2	5	10	120.2
KKAR	Omaha	1.2	4.5	5.3	6.1	8	9	10	73.8
WTKS-F	Orlando	2.2	3.9	4.0	4.4	11	6	2	88.6
WTAZ-F	Peoria	0.63	6.2	5.5	7.0	7	6	8	88.6
WWDB-F	Philadelphia	8.1	4.8	5.7	6.8	9	2	12	70.6
KFYI	Phoenix	4.8	5.8	5.5	6.5	9	5	8	89.2
WTAE	Pittsburgh	4.8	7.5	4.4	5.0	6	8	12	150.0
WPRO	Providence	2.4	7.6	4.7	6.4	6	6	9	118.9
KKOH	Reno	1.4	12.3	8.8	10.1	4	2	5	121.8
WSGW	Saginaw	2.1	16.4	11.6	14.1	3	1	5	116.3
KMOX	St. Louis	19.5	23.5	14.8	16.3	1	1	1	144.2
KALL	Salt Lake	1.4	3.6	3.6	4.0	11	8	6	90.0
KTSA	San Antonio	3.2	6.1	4.8	5.3	8	8	10	115.1
KGO	San Francisco	27.4	14.7	7.6	10.6	1	1	1	138.7
KVI	Seattle	6.2	5.6	5.8	6.4	6	2	6	87.5
KEEL	Shreveport	0.63	6.0	6.6	7.3	6	5	5	82.2
KXLY	Spokane	0.7	5.5	4.7	5.4	7	6	9	101.9
WNNZ	Springfield, MA	0.6	4.6	3.2	5.4	8	9	8	85.2
WFLA	Tampa	5.3	7.3	6.4	7.8	6	2	10	93.6
WSUN	Tampa	1.8	2.5	2.4	2.9	13	13	12	86.2
WIBX	Utica	0.8	10.1	8.0	10.0	4	5	8	101.0
WWRC	Washington	2.4	1.3	1.4	1.7	20	17	23	76.5
WOL	Washington	1.9	1.0	1.6	1.9	21	23	23	52.6
WBZT	West Palm	0.8	2.5	2.3	4.1	9	11	18	61.0
KNSS	Wichita	1.2	6.6	5.0	5.6	5	12	8	117.9
WILK-AA	WB/Scranton	0.9	4.6	4.3	5.4	6	7	9	85.2
WILM	Wilmington, DE	2.1	18.1	4.6	15.7	3	3	7	115.3
WKBN	Youngstown	2.5	18.4	12.4	15.5	2	2	6	118.7

83 Stations

1994 Mean: 101.9
1994 Median: 100.0

1993 Mean: 103.7
1992 Mean: 103.9
1991 Mean: 110.6
1990 Mean: 101.1

Mean 12+ Rank for leaders in format: 7.1 (8.2 in 93, 9.6 in 92, 7.6 in 91)
Mean 25-54 Rank for leaders in format: 9.5 (9.9 in 93, 9.5 in 92, 9.8 in 91)
Mean Revenue Rank for leaders in format: 6.8 (8.0 in 93, 8.6 in 92, 7.0 in 91)

STANDARDS/NOSTALGIA

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WABY	Albany	0.35	1.4	3.1	3.7	12	9	15	37.8
KIVA	Albuquerque	0.4	1.7	3.1	3.6	16	8	18	47.2
WNAM	Apple-OshKosh	0.44	4.2	5.9	9.1	9	4	11	46.2
WAPI	Birmingham	0.8	2.7	2.5	3.0	9	11	15	90.0
WXKS	Boston	0.8	0.5	1.8	2.1	19	17	23	23.8
WJJD	Chicago	4.3	1.5	2.6	2.9	22	18	29	51.7
WSAI	Cincinnati	0.9	1.3	4.8	5.6	13	9	12	23.2
WRMR	Cleveland	1.8	2.6	6.4	7.3	12	5	17	35.6
KEZW	Denver	0.9	1.0	2.8	3.1	18	14	23	32.3
KRNT	Des Moines	0.47	2.5	5.2	5.8	9	9	10	43.1
WFDF	Flint	0.5	4.5	7.8	14.4	5	4	13	31.3
WHYL	Harrisburg	0.3	1.9	3.9	5.1	10	7	16	37.3
WDRC	Hartford	0.9	2.1	4.2	6.7	11	9	18	31.3
KQUE-F	Houston	4.3	2.7	5.1	5.9	15	7	17	45.8
KFEZ	Kansas City	0.6	1.2	1.8	2.0	17	16	24	60.0
WQBB-AF	Knoxville	0.5	2.8	4.9	5.5	7	7	9	50.9
KJUL-F	Las Vegas	1.4	4.4	8.2	9.3	10	3	11	47.3
KLAC	Los Angeles	3.3	0.7	1.3	1.5	25	23	30	46.7
WAVG	Louisville	0.48	1.4	4.0	4.6	11	13	17	30.4
WOKY	Milwaukee	2.3	4.5	4.6	5.2	10	7	17	86.5
KLBB	Minneapolis	1.0	1.1	2.0	2.4	14	13	18	45.8
KBEE	Modesto	0.4	3.1	4.7	7.1	11	5	8	43.7
WBYU	New Orleans	0.95	2.5	3.3	3.7	12	13	17	67.6
WQEW	New York	3.5	0.9	1.8	2.1	23	21	38	42.9
WPEN	Philadelphia	5.4	3.2	5.3	6.3	14	12	18	50.8
KOY	Phoenix	1.8	2.2	5.9	7.0	15	3	18	31.4
WJAS	Pittsburgh	0.93	1.4	4.2	4.8	14	9	16	29.2
KKSN	Portland, OR	1.1	1.7	3.4	3.9	14	12	18	43.6
WBBF	Rochester	0.35	1.3	3.7	4.6	12	9	12	28.3
KCTC	Sacramento	0.7	1.1	3.4	3.7	16	12	22	29.7
WRTH	St. Louis	1.2	1.5	2.8	3.1	13	11	22	48.4
KPOP	San Diego	1.6	1.7	3.1	3.8	19	14	23	44.7
KABL	San Francisco	2.1	1.1	2.7	3.8	18	10	34	28.9
KIXI	Seattle	1.9	1.7	3.9	4.3	19	13	22	39.5
WMAS	Springfield, MA	0.7	5.4	4.9	8.3	7	7	14	65.1
WGUL-AF	Tampa	1.6	2.2	5.9	7.1	14	6	17	31.0
WWDC	Washington	1.7	0.9	1.1	1.3	22	24	31	69.2
WNAK	WB/Scranton	0.64	3.3	3.7	4.7	8	8	23	70.2
WHOT	Youngstown	0.51	3.8	2.9	3.6	8	9	9	105.5

39 Stations

1994 Mean: 46.5
1994 Median: 43.6

1993 Mean: 49.8
1992 Mean: 52.4
1991 Mean: 53.8
1990 Mean: 60.2
1988 Mean: 57.0
1987 Mean: 63.8
1986 Mean: 72.4

Mean 12+ Rank: 10.5 (10.3 in 93, 10.5 in 92, 10.3 in 91, 10.9 in 90)
Mean 25-54 Rank: 18.6 (18.3 in 93, 19.0 in 92, 18.4 in 91, 17.7 in 90)
Mean Revenue Rank: 13.7 (13.1 in 93, 13.1 in 92, 12.0 in 91, 12.7 in 90)

IMPORTANT NOTE: My confidence level for the Hispanic, Jazz/New AC and Classical formats is quite low. Due to the rather small sample I would urge you to use these figures with caution.

HISPANIC

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
KIWI-F	Bakersfield	1.0	7.0	5.8	7.4	5	5	5	94.6
KWAC	Bakersfield	0.77	5.4	2.0	2.7	9	13	10	200.0
WIND/WOJO	Chicago	12.0	4.0	3.4	3.8	13 (E)	10 (E)	23/10	105.3
KBSO-F	Corpus Christi	0.7	7.6	6.1	7.4	6	5	4	102.7
KUNO-AF	Corpus Christi	0.68	7.4	5.6	6.9	7	7	9	107.2
KESS, KICI	Dallas-FW	4.5	2.5	2.4	2.6	16	19 (E)	23/25	96.2
KBNA-AF	El Paso	2.5	16.7	12.7	14.7	2	1	1	113.6
KAMA	El Paso	0.7	4.7	3.2	3.7	10	11	10	127.0
KINT-AF	El Paso	1.0	6.7	5.4	6.3	6	6	8	106.3
KOQO-AF	Fresno	1.0	4.2	4.6	5.5	8	3	4	76.4
KLAT	Houston	3.5	2.2	1.2	1.4	16	20	17	157.1
KQK-F	Houston	3.3	2.0	1.6	1.9	17	22	16	105.3
KXTJ-F	Houston	2.5	1.5	1.4	1.6	21	17	19	93.8
CLTN-F	Houston	2.6	1.6	2.1	2.4	20	16	20	66.7
KDOL	Las Vegas	0.51	1.6	2.1	2.4	17	13	14	66.7
KLAX-F	Los Angeles	19.0	4.2	6.0	6.8	13	1	1	61.8
KTNQ/KLVE	Los Angeles	24.5	5.4	5.5	6.3	7 (E)	2 (E)	17/17	85.7
KXED	Los Angeles	5.1	1.1	1.3	1.5	22	27	16	73.3
KXTQ-F	Lubbock	0.46	6.3	4.7	5.6	7	5	6	112.5
KIWW-F	McAllen-Brown	2.2	15.0	11.7	13.9	2	2	1	107.9
KGBT	McAllen-Brown	1.9	12.9	9.9	11.8	3	3	4	109.3
KTJN-FF	McAllen-Brown	1.1	7.5	5.5	6.5	6	7	6	115.3
WRTO-F	Miami	10.4	8.0	7.7	8.5	1	4	1	94.1
WXDJ-F	Miami	6.1	4.7	4.5	5.0	13	8	6	94.0
WAQI	Miami	6.0	4.6	5.1	5.6	14	2	16	82.1
WQBA-AF	Miami	11.0	8.4	3.5	3.9	2 (E)	13 (E)	18	215.4
WCMQ-AF	Miami	3.9	3.0	3.7	4.1	20	10 (E)	19	73.2
WSKQ-AF	New York	9.2	2.3	4.1	4.6	19	9 (E)	2	50.0
WADO	New York	8.8	2.2	1.8	2.1	20	20	21	104.8
KCAL	Riverside-SB	1.5	7.0	1.8	5.1	6	17	19	137.3
KTGE/KLFA	Salinas-Mont	1.2	9.2	5.4	9.9	4	5 (E)	8/16	92.9
KXTN-F	San Antonio	7.0	13.5	8.7	9.6	2	1	1	140.6
KRIO-F	San Antonio	1.2	2.3	2.5	2.8	12	16	16	82.1
KOFY	San Francisco	1.7	0.9	1.2	1.6	23	27	27	56.3

34 Stations

1994 Mean: 103.2
1994 Median: 99.5

1993 Mean: 97.7
1992 Mean: 94.5
1991 Mean: 100.6
1990 Mean: 103.3
1988 Mean: 107.4
1987 Mean: 110.1
1986 Mean: 103.0

Mean 12+ Rank: 10.2 (11.9 in 93, 11.4 in 92, 12.6 in 91, 10.5 in 90)
Mean 25-54 Rank: 11.2 (12.3 in 93, 11.8 in 92, 12.8 in 91, 11.6 in 90)
Mean Revenue Rank: 10.9 (12.2 in 93, 12.1 in 92, 12.1 in 91, 8.9 in 90)

JAZZ

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WJZF-F	Atlanta	2.5	1.7	2.4	2.7	14	14	11	63.0
WNUA-F	Chicago	11.3	3.8	3.1	3.5	13	8	2	108.6
WNWV-F	Cleveland	1.9	2.8	3.2	3.6	11	12	9	77.8
KOAI-F	Dallas-FW	8.1	4.5	4.5	4.9	10	7	4	91.8
KHIH-F	Denver	3.2	3.5	3.3	3.7	9	13	10	94.6
WJZZ-F	Detroit	4.5	2.9	3.3	3.7	16	16	9	78.4
KEZL-F	Fresno	0.95	4.0	2.7	3.3	11	12	4	121.2
KTWV-F	Los Angeles	13.0	2.8	2.1	2.4	19	15	9	116.7
WLVE-F	Miami	6.4	4.9	2.9	3.2	12	12	8	153.1
WQCD-F	New York	14.3	3.6	3.6	4.1	15	11	5	87.8
KTNT-F	Oklahoma City	0.77	2.6	1.9	2.3	12	13	9	113.0
WLOQ-F	Orlando	2.0	3.5	3.6	4.0	12	13	7	87.5
WJZZ-F	Philadelphia	6.0	3.6	2.9	3.5	13	14	9	102.9
KYOT-F	Phoenix	1.6	1.9	1.6	1.9	16	14	15	100.0
KKJZ-F	Portland, OR	1.0	1.6	2.5	2.8	15	11	5	57.1
WNND-F	Raleigh	0.9	2.7	2.4	3.2	11	11	11	84.4
KNJZ-F	St. Louis	0.8	1.0	1.1	1.2	17	17	12	83.3
KIFM-F	San Diego	5.6	5.9	3.5	4.3	8	9	2	137.2
KBLX-F	San Francisco	8.0	4.3	3.1	4.3	11	13	7	100.0
KKSF-F	San Francisco	7.6	4.1	3.0	4.2	12	12	5	97.6
KEZX-F	Seattle	2.5	2.3	2.5	2.7	17	17	11	85.2

21 Stations

1994 Mean: 97.2
1994 Median: 94.6

1993 Mean: 103.3
1992 Mean: 98.6
1991 Mean: 103.7
1990 Mean: 104.1
1988 Mean: 112.7

Mean 12+ Rank: 12.6 (13.4 in 93, 14.8 in 92, 14.9 in 91, 13.1 in 90)
Mean 25-54 Rank: 7.8 (8.6 in 93, 9.5 in 92, 10.4 in 91, 9.4 in 90)
Mean Revenue Rank: 13.0 (12.2 in 93, 14.1 in 92, 13.3 in 91, 12.1 in 90)

CLASSICAL

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'94</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'94</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>
KHFM-F	Albuquerque	0.85	3.6	3.7	4.3	9	10	13	83.7
WCRB-F	Boston	3.6	2.4	3.2	3.8	14	13	15	63.2
WFMT-F	Chicago	3.1	1.1	1.1	1.2	25	24	27	91.7
WNIB-F	Chicago	3.0	1.0	1.5	1.7	26	26	21	58.8
WCLV-F	Cleveland	1.9	2.8	2.2	2.6	11	16	14	107.7
WRR -F	Dallas-FW	1.8	1.0	2.3	2.5	22	14	20	40.0
KVOD-F	Denver	2.1	2.3	2.7	3.0	13	15	17	76.7
WQRS-F	Detroit	3.0	2.0	2.1	2.3	18	21	19	87.0
KRTS-FF	Houston	1.1	0.7	0.9	1.0	23	23	23	70.0
KXTR-F	Kansas City	0.8	1.7	3.2	3.5	16	15	13	48.6
KKGO-F	Los Angeles	7.0	1.5	1.9	2.2	22	22	27	68.2
WTMI-F	Miami	4.0	3.1	2.8	3.1	19	15	22	100.0
WFMR-F	Milwaukee	0.9	1.7	2.6	2.9	15	16	15	58.6
WQXR-F	New York	6.0	1.5	2.2	2.5	22	17	18	60.0
WFLN-F	Philadelphia	4.5	2.7	2.6	3.1	16	17	16	87.1
KFUO-F	St. Louis	1.2	1.5	2.3	2.5	13	15	13	60.0
KBOQ-F	Salinas-Mont	0.57	4.4	4.0	7.3	9	5	9	60.3
KFSD-F	San Diego	3.0	3.2	3.3	4.0	14	18	19	80.0
KDFC-AF	San Francisco	3.2	1.7	2.6	3.6	15	7	10	47.2
KING-F	Seattle	3.7	3.4	4.2	4.6	14	9	23	73.9
WGMS-F	Washington	6.5	3.6	3.4	4.1	16	13	16	87.8

21 Stations

1994 Mean: 72.0
1994 Median: 70.0

1993 Mean: 81.5
1992 Mean: 84.2
1991 Mean: 83.7
1990 Mean: 84.6

Mean 12+ Rank: 16.8 (16.6 in 93, 17.2 in 92, 16.4 in 91, 15.2 in 90)
Mean 25-54 Rank: 17.6 (18.5 in 93, 18.5 in 92, 17.4 in 91, 18.1 in 90)
Mean Revenue Rank: 15.8 (16.8 in 93, 16.2 in 92, 15.9 in 91, 14.8 in 90)

SPORTS

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'94 REV</u>	<u>REV SHARE</u>	<u>'94 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>
WCNN	Atlanta	1.5	1.0	1.1	1.3	16	17	16	78.7
WJOX	Birmingham	0.6	2.0	1.5	1.8	10	16	13	111.1
WEEI	Boston	7.8	5.0	2.9	3.4	9	12	10	147.1
WSCR	Chicago	3.3	1.1	1.7	1.9	23	23	19	58.0
WKNR	Cleveland	1.7	2.5	3.1	3.5	13	11	12	71.4
KYBG	Denver	1.3	1.4	1.6	1.8	14	21	20	77.8
WQAM	Miami	1.8	1.4	1.8	2.0	22	21	17	70.0
KFAN	Minneapolis	1.9	2.0	1.8	2.2	13	14	12	90.9
WFAN	New York	33.5	8.3	2.9	3.4	1	16	11	244.1
WIP	Philadelphia	9.5	5.6	3.8	4.5	6	14	7	124.4
KFXX	Portland, OR	1.2	1.9	1.2	1.4	13	18	13	135.7
KJR	Seattle	2.2	2.0	2.1	2.3	18	18	16	87.0

12 Stations

1994 Mean: 108.0
1994 Median: 89.0

Mean 12+ Rank: 16.8
Mean 25-54 Rank: 13.8
Mean Revenue Rank: 13.1

NOTE: I have a low confidence level for the aggregate figures for this format because of the low number of stations in the sample. Use with caution.

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</u>		<u>'94</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'94</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>
WAOK	Atlanta	(Gospel)	1.9	1.3	2.3	2.7	15	16	16	48.1
WCAO	Baltimore	(Gospel)	1.1	1.6	2.6	3.6	13	13	12	44.4
WDJC-F	Birmingham	(Rel)	1.2	4.0	2.8	3.4	8	12	8	117.6
KLTY-F	Dallas-FW	(Rel-CC)	2.4	1.4	2.7	2.9	21	16	14	48.3
KCCN-AF	Honolulu	(Ethnic)	3.0	14.2	11.2	11.9	3	2 (E)	4 (E)	119.3
WEMM-F	Huntington	(Rel)	0.6	8.7	4.5	6.0	5	5	10	145.0
WOAD	Jackson	(Gospel)	0.4	3.0	5.9	7.5	9	7	7	40.0
WDAC-F	Lancaster	(Rel)	2.1	26.3	7.9	21.6	3	5	5	121.8
WJMM-F	Lexington	(Rel)	0.3	1.9	2.2	2.6	9	12	11	73.1
WLOK	Memphis	(Gospel)	1.1	3.0	4.5	5.0	11	11	8	60.0

SECTION B
RADIO STATION AUDIENCE BREAKDOWNS

SECTION B

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 stations 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 Fall 1994 Arbitrons. There are 1,257 stations in the sample. This equals about 11% 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. NOTE: Because of a production problem these figures are not available for this edition.

% 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 1994:

FORMAT MEANS - 1994

	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME
AC	7.5	16.7	7.3	18.0	73.3	8.7	36.8	63.2	29.9
OLDIES (50's & 60's)	7.1	17.7	8.2	10.8	77.5	11.7	49.8	50.2	28.4
SOFT AC	8.7	14.5	9.3	9.6	62.4	28.0	36.0	64.0	35.1
CHR/TOP 40	7.0	18.0	9.4	51.9	45.7	2.4	41.1	58.9	41.7
OLDIES (70's)	6.4	19.8	4.2	14.5	80.9	4.6	52.8	47.2	20.7
COUNTRY	9.5	13.3	15.7	18.3	59.4	22.3	47.0	53.0	36.0
AOR	7.7	16.3	7.9	34.2	64.4	1.4	67.5	32.5	25.3
CLASSIC ROCK	6.6	19.0	5.2	19.2	79.3	1.5	68.9	31.1	22.6
FULL SERVICE	8.5	14.7	10.4	2.5	42.7	54.8	49.8	50.2	62.6
BLACK/URBAN	10.3	12.2	15.8	37.1	55.7	7.2	43.4	56.6	47.9
NEWS-NEWS/TALK	6.6	19.2	7.3	2.6	43.4	54.0	53.2	46.8	55.8
TALK-TALK/NEWS	8.3	15.1	7.6	2.7	48.3	48.0	56.8	43.2	53.2
STANDARDS	11.1	11.4	15.0	0.9	15.5	83.6	39.6	60.4	66.3
HISPANIC	10.3	12.2	13.3	20.1	55.4	24.5	44.4	55.6	57.9
RELIGION/GOSPEL	7.7	16.3	12.6	9.4	60.8	29.8	36.5	73.5	51.5
JAZZ	8.1	15.5	5.4	5.9	80.4	13.7	52.4	47.6	32.5
CLASSICAL	7.5	16.8	7.8	3.4	46.5	50.1	47.4	52.6	49.1
SPORTS	6.3	20.0	2.8	10.6	65.1	24.3	86.5	14.5	30.0

TOTAL STATIONS IN SAMPLE

AC	126	BLACK/URBAN	78
OLDIES	82	NEWS-N/T	24
SOFT AC	80	TALK-T/N	73
CHR/TOP 40	118	STANDARDS	51
COUNTRY	186	HISPANIC	39
AOR	160	RELIG/GOSPEL	33
CLASSIC AOR	50	JAZZ/NAC	26
FULL SERVICE	59	CLASSICAL	23
OLDIES-70's	32	SPORTS	17
TOTAL STATIONS:		1,257	

HISTORICAL FORMAT MEANS

		<u>STATIONS</u>	<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>AC</u>	1994	126	7.5	16.7	7.3	18.0	73.3	8.7	36.8	63.2	29.9
	1993	165	7.8	16.2	7.1	18.8	73.1	8.1	NA	NA	30.6
	1992	167	7.9	16.0	8.8	18.1	74.0	7.9	35.9	64.1	31.5
	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 (50s/60s)</u>	1994	82	7.1	17.7	8.2	10.8	77.5	11.7	49.8	50.2	28.4
	1993	102	7.1	17.7	7.8	11.2	80.1	8.7	NA	NA	31.8
	1992	94	7.9	16.0	8.8	10.3	81.5	8.2	50.0	50.0	32.6
	1991	83	7.8	16.2	8.3	10.4	82.1	7.5	51.0	49.0	31.1
<u>SOFT AC</u>	1994	80	8.7	14.5	9.3	9.6	62.4	28.0	36.0	64.0	35.1
	1993	118	8.7	14.5	9.7	8.6	58.0	33.4	NA	NA	40.8
	1992	110	9.1	13.8	10.2	8.8	57.2	34.0	36.9	63.1	39.9
	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</u>	1994	118	7.0	18.0	9.4	51.9	45.7	2.4	41.1	58.9	41.7
	1993	147	7.7	16.3	9.5	52.6	44.4	3.0	NA	NA	44.2
	1992	158	7.6	16.5	10.4	54.0	43.5	2.5	41.7	58.3	45.3
	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>OLDIES (70's)</u>	1994	32	6.4	19.8	4.2	14.5	80.9	4.6	52.8	47.2	20.7
<u>COUNTRY</u>	1994	186	9.5	13.3	15.7	18.3	59.4	22.3	47.0	53.0	36.0
	1993	205	9.9	12.7	15.0	17.2	60.4	22.4	NA	NA	40.6
	1992	184	10.5	11.9	16.7	15.5	60.5	24.0	48.4	51.6	42.4
	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>	1994	160	7.7	16.3	7.9	34.2	64.4	1.4	67.5	32.5	25.3
	1993	183	8.2	15.4	7.9	35.5	63.3	1.2	NA	NA	30.0
	1992	169	8.5	14.9	8.3	38.7	59.9	1.4	68.6	31.4	30.8
	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 ROCK</u>	1994	50	6.6	19.0	5.2	19.2	79.3	1.5	68.9	31.1	22.6
	1993	54	7.3	17.4	5.1	24.3	73.2	2.5	NA	NA	27.6
	1992	51	7.5	16.8	6.1	23.6	75.1	1.3	64.8	35.2	29.1
	1991	55	7.5	16.8	5.8	28.4	69.9	1.7	66.6	33.4	27.9
<u>FULL SERVICE</u>	1994	59	8.5	14.7	10.4	2.5	42.7	54.8	49.8	50.2	62.6
	1993	65	9.0	14.0	11.5	2.7	39.9	57.4	NA	NA	63.2
	1992	65	9.0	14.0	12.2	2.5	40.0	57.5	46.2	53.8	65.7
	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>	1994	78	10.3	12.2	15.8	37.1	55.7	7.2	43.4	56.6	47.9
	1993	103	10.0	12.6	13.1	37.3	54.0	8.7	NA	NA	56.2
	1992	86	10.5	11.9	15.4	37.6	54.0	8.4	39.1	60.9	56.6
	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	----

HISTORICAL FORMAT MEANS
(Continued)

		STATIONS	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME
<u>NEWS</u>	1994	24	6.6	19.2	7.3	2.6	43.4	54.0	53.2	46.8	55.8
<u>NEWS/TALK</u>	1993	34	7.2	17.5	8.0	3.0	43.5	53.5	NA	NA	58.5
	1992	35	7.1	17.9	8.2	3.0	44.8	52.2	54.8	45.2	60.1
	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	----
NOTE: 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>TALK</u>	1994	73	8.3	15.1	7.6	2.7	48.3	48.0	56.8	43.2	53.2
<u>TALK/NEWS</u>	1993	90	8.6	14.4	8.7	3.5	45.5	51.0	NA	NA	57.4
	1992	75	8.7	14.5	6.8	3.5	47.2	49.3	56.9	43.1	57.2
	1991	58	8.7	14.6	7.3	3.1	46.7	50.2	52.5	47.5	62.0
<u>STANDARDS</u>	1994	51	11.1	11.4	15.0	0.9	15.5	83.6	39.6	60.4	66.3
	1993	61	10.4	12.1	13.7	0.4	16.4	83.2	NA	NA	67.1
	1992	68	10.1	12.4	14.8	0.6	17.4	82.0	41.6	58.4	68.0
	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>	1994	39	10.3	12.2	13.3	20.1	55.4	24.5	44.4	55.6	57.9
	1993	49	10.3	12.2	12.1	19.9	59.1	21.0	NA	NA	61.2
	1992	56	10.7	11.7	14.1	21.9	57.2	20.9	46.6	53.4	65.3
	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/ GOSPEL</u>	1994	33	7.7	16.3	12.6	9.4	60.8	29.8	36.5	73.5	51.5
	1993	63	8.0	15.6	12.2	9.7	58.0	32.3	NA	NA	59.9
	1992	51	8.2	15.3	12.1	8.1	56.0	35.9	31.0	69.0	65.1
	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>	1994	26	8.1	15.5	5.4	5.9	80.4	13.7	52.4	47.6	32.5
	1993	28	7.6	16.6	5.1	8.2	78.2	13.6	NA	NA	42.2
	1992	23	8.1	15.5	6.3	7.0	81.6	11.4	52.0	48.0	41.9
	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>	1994	23	7.5	16.8	7.8	3.4	46.5	50.1	47.4	52.6	49.1
	1993	26	7.1	17.5	6.5	2.7	48.3	49.0	NA	NA	56.8
	1992	27	7.6	16.5	7.5	3.3	48.7	48.0	46.4	53.6	55.1
	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	----
<u>SPORTS</u>	1994	17	6.3	20.0	2.8	10.6	65.1	24.3	86.5	14.5	30.0
	1993	14	6.2	20.4	2.8	9.7	66.0	24.3	NA	NA	38.2

ADULT CONTEMPORARY

NATIONAL MEAN:		7.5	16.7	7.3	18.0	73.3	8.7	36.8	63.2	29.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WKL1-F	Albany	7.9	16.0	10	20	63	17	30	70	38	WFLY-F	(32)
KKOB-F	Albuquerque	7.6	16.5	10	15	81	4	52	48	54	KRST-F	(23)
WLEV-F	Allen-Beth	9.1	13.9	5	15	77	8	35	65	34	WEAB-F	(45)
KYMG-F	Anchorage	8.6	14.7	6	13	87	0	43	57	23	KGOT-F	(37)
WSB -F	Atlanta	7.4	17.0	7	8	79	13	31	69	30	WSTR-F	(33)
WBBQ-AF	Augusta, GA	10.0	12.7	11	15	61	24	37	63	49	WZNY-F	(31)
WMMX-F	Baltimore	8.6	14.7	6	21	69	10	33	67	20	WQSR-F	(28)
KRVE-F	Baton Rouge	8.1	15.6	7	19	77	4	29	71	19	WFMF-F	(40)
WMRV-F	Binghamton	6.4	19.6	6	28	72	0	32	68	47	WAAL-F	(53)
WMJJ-F	Birmingham	9.3	13.5	10	9	72	19	32	68	34	WZZK-F	(34)
KCIX-F	Boise	7.1	17.6	9	22	75	3	32	68	28	KZMG-F	(32)
WBMX-F	Boston	7.5	16.0	6	15	74	1	32	68	23	WXKS-F	(38)
WMJX-F	Boston	6.5	19.2	4	32	60	8	33	67	31	WXKS-F	(41)
WEBE-F	Bridgeport	8.6	14.6	4	13	82	5	38	62	27	WEZN-F	(42)
WMJQ-F	Buffalo	5.4	23.3	3	20	71	9	35	65	26	WKSE-F	(41)
WBT -F	Charlotte	6.8	18.5	7	16	76	8	30	70	31	WEDJ-F	(32)
WLMX-F	Chattanooga	8.7	14.5	3	19	67	14	27	73	20	WSKZ-F	(46)
WTMX-F	Chicago	6.2	20.3	3	23	73	4	35	65	32	WPNT-F	(37)
WPNT-F	Chicago	5.5	23.0	2	22	70	8	31	69	23	WTMX-F	(35)
WWNK-F	Cincinnati	5.6	22.7	3	18	73	9	37	63	25	WKRQ-F	(41)
WLTF-F	Cleveland	8.7	14.4	8	13	71	16	26	74	31	WQAL-F	(36)
WQAL-F	Cleveland	6.4	19.7	5	22	70	8	39	61	30	WDOK-F	(35)
WTCB-F	Columbia, SC	9.0	14.0	9	15	75	10	26	74	43	WNOK-F	(44)
WGSY-F	Columbus, GA	9.7	13.0	11	14	71	15	30	70	35	WCGQ-F	(30)
WSNY-F	Columbus, OH	6.4	19.6	7	17	78	5	37	63	27	WNCI-F	(37)
KVIL-F	Dallas-FW	6.5	19.3	7	7	76	17	38	62	39	KLUV-F	(21)
KDMX-F	Dallas-FW	6.3	20.1	3	22	73	5	46	54	28	KHKS-F	(39)
WMMX-F	Dayton	10.0	12.6	7	18	75	7	35	65	26	WTUE-F	(28)
KALC-F	Denver	6.5	19.3	2	42	58	0	41	59	28	KQKS-F	(46)
KWMX-F	Denver	4.9	25.7	4	13	85	2	52	48	29	KALC-F	(49)
KLYF-F	Des Moines	7.5	16.9	10	22	65	13	31	69	26	KSTZ-F	(45)
WNIC-F	Detroit	7.5	16.9	4	13	77	10	22	78	30	WXQI-F	(32)
WKQI-F	Detroit	6.0	21.1	5	22	69	9	34	66	35	WNIC-F	(28)
WXKC-F	Erie	9.2	13.7	11	8	77	15	41	59	28	WFGO-F	(35)
WQSM-F	Fayetteville	9.7	12.9	8	22	73	5	37	63	29	WKML-F	(29)
WCRZ-F	Flint	9.9	12.8	8	11	81	8	37	63	23	WWCK-F	(32)
WAJI-F	Fort Wayne	10.8	11.7	13	16	72	12	36	64	28	WMEE-F	(40)
WTKF-F	Gainesville	7.9	15.9	10	12	75	13	40	60	38	WRUF-F	(27)
WLHT-F	Grand Rapids	10.0	12.6	8	5	89	6	35	65	27	WOOD-F	(37)
WQLH-F	Green Bay	11.5	11.0	6	17	77	6	41	59	22	WIXX-F	(57)
WMAG-F	Greensboro-WS	10.9	11.6	11	14	71	15	35	65	36	WTQR-F	(27)
WMIY-F	Greenville, SC	7.3	17.3	8	15	77	8	36	64	35	WSSL-F	(32)
KSSK-F	Honolulu	8.3	15.2	12	10	79	11	38	62	25	KQMQ-F	(31)
KHMX-F	Houston	6.3	20.0	4	18	79	3	43	57	25	KRBE-F	(45)
WAHR-F	Huntsville	8.0	14.1	11	12	84	4	49	51	21	WZYP-F	(41)
WENS-F	Indianapolis	7.4	17.0	8	26	70	4	35	65	30	WFBQ-F	(33)
WIVY-F	Jacksonville	7.0	18.0	8	10	87	3	46	54	27	WEJZ-F	(30)
WTFM-F	JC-Kingsport	9.9	12.7	8	21	70	9	38	62	33	WXBQ-F	(55)
WKYE-F	Johnstown	8.1	15.6	11	14	77	9	34	66	33	WGLU-F	(43)
WQLR-F	Kalamazoo	5.6	22.6	8	20	75	5	20	80	30	WKFR-F	(46)
KUDL-F	Kansas City	9.7	13.0	5	15	70	15	19	81	25	KLTH-F	(33)
WMYU-F	Knoxville	7.0	17.9	5	12	83	5	43	57	22	WIVK-F	(30)
WFMK-F	Lansing	7.4	17.1	6	22	72	6	22	78	23	WVIC-F	(55)
KMZQ-F	Las Vegas	8.1	15.5	6	15	79	6	48	52	21	KSNE-F	(31)
WMXL-F	Lexington	5.8	21.7	6	41	56	3	41	59	21	WGKS-F	(45)
KURB-F	Little Rock	7.0	17.9	10	24	72	4	35	65	36	KSSN-F	(29)
KOST-F	Los Angeles	6.2	20.2	6	22	64	14	38	62	33	KIIS-F	(36)
KBIG-F	Los Angeles	7.0	18.0	3	23	67	10	49	51	23	KOST-F	(43)
KYSR-F	Los Angeles	6.5	19.5	2	19	74	7	50	50	20	KIIS-F	(35)
WMGN-F	Madison	6.4	19.7	4	8	88	4	43	57	34	WZEE-F	(42)
WZID-F	Manchester	11.4	11.0	15	15	65	20	33	67	41	WGIR-F	(22)

ADULT CONTEMPORARY
(Continued)

NATIONAL MEAN:		7.5	16.7	7.3	18.0	73.3	8.7	36.8	63.2	29.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME SHARER	
WRVR-F	Memphis	10.2	12.3	9	8	75	17	38	62	19	WMC -F	(34)
WHYI-F	Miami	6.8	18.6	5	34	61	5	34	66	31	WPOW-F	(42)
WFCL-F	Miami	6.2	20.2	3	25	70	5	48	52	26	WHYI-F	(35)
WKT1-F	Milwaukee	6.0	21.1	9	22	74	4	34	66	37	WLUM-F	(34)
WMYX-F	Milwaukee	7.3	17.3	4	18	75	7	31	69	16	WKT1-F	(41)
KSTP-F	Minneapolis	6.5	19.3	4	17	79	2	40	60	20	KQRS-F	(43)
WJLK-F	Monmouth	8.9	14.1	8	11	73X16		39	61	40	WPLJ-F	(25)
WLAC-F	Nashville	5.5	23.0	6	31	63	6	26	74	37	WYHY-F	(38)
WALK-F	Nassau-Suffolk	9.8	12.8	12	9	70	21	39	61	43	WHTZ-F	(19)
WKJY-F	Nassau-Suffolk	11.0	11.5	4	13	74	13	35	65	24	WPLJ-F	(25)
WLTS-F	New Orleans	8.0	15.7	5	24	69	7	33	67	26	WEZB-F	(37)
WMXV-F	New York	7.0	17.9	5	26	70	4	34	66	34	WPLJ-F	(36)
WWDE-F	Norfolk	7.0	18.1	8	13	80	7	34	66	35	WMXN-F	(27)
WJQI-F	Norfolk	7.2	17.5	7	8	76	16	26	74	35	WWDE-F	(36)
KMGL-F	Oklahoma City	8.5	14.8	5	17	76	7	43	57	28	KJYO-F	(40)
KEFM-F	Omaha	8.5	14.8	8	21	76	3	32	68	30	KQKQ-F	(47)
WOMX-F	Orlando	7.9	16.0	6	22	70	8	35	65	27	WXXL-F	(45)
KBBY-F	Oxnard-Vent.	8.5	14.8	8	18	81	1	47	53	26	KLOS-F	(27)
WMXP-F	Peoria	5.0	25.3	7	29	70	1	36	64	38	WGLO-F	(29)
WBEB-F	Philadelphia	7.7	16.3	4	14	66	20	31	69	27	KYW	(30)
WYXR-F	Philadelphia	6.3	19.9	4	24	71	5	30	70	28	WBEB-F	(29)
KVRY-F	Phoenix	7.7	16.4	7	30	70	5	32	68	26	KKFR-F	(40)
KESZ-F	Phoenix	5.4	23.2	3	8	78	14	34	66	32	KKLT-F	(31)
WVTY-F	Pittsburgh	6.1	20.6	5	25	69	6	29	71	27	WBZZ-F	(41)
KKCW-F	Portland, OR	6.3	20.0	7	8	83	9	35	65	28	KKSN-F	(25)
WSNE-F	Providence	6.5	19.3	5	14	80	6	26	74	32	WPRO-F	(44)
WRAL-F	Raleigh	7.4	17.1	7	14	75	11	36	64	28	WDCG-F	(33)
KRNO-F	Reno	10.8	11.7	11	10	79	11	41	59	32	KOZZ-F	(27)
WMXB-F	Richmond	7.0	18.0	6	5	86	9	32	68	20	WRVQ-F	(40)
WSLQ-F	Roanoke	9.3	13.5	7	16	76	8	50	50	30	WXLK-F	(46)
WVOR-F	Rochester	6.2	20.4	4	11	76	13	37	63	26	WRMM-F	(40)
KGBY-F	Sacramento	8.1	15.5	7	22	72	6	40	60	34	KXOA-F	(26)
WIOG-F	Saginaw	6.5	19.3	7	13	73	14	36	64	33	WGER-F	(32)
KYKY-F	St. Louis	6.9	18.2	7	18	78	4	29	71	26	KEZK-F	(30)
KWAV-F	Salinas-Mont.	9.3	13.6	13	11	82	7	47	53	30	KDON-F	(26)
KVRI-F	Salt Lake	5.5	23.0	6	30	65	5	38	62	31	KSFI-F	(44)
KYXY-F	San Diego	5.7	22.3	6	21	69	10	33	67	32	KKLQ-F	(29)
KFMB-F	San Diego	5.0	25.4	5	38	55	7	44	56	35	KYXY-F	(38)
KIOI-F	San Francisco	6.7	18.9	7	21	76	3	40	60	30	KIOT-F	(24)
KEZR-F	San Jose	5.2	24.1	3	38	60	2	52	48	33	KIOI-F	(34)
WAEV-F	Savannah	7.6	16.5	12	52	44	4	35	65	30	WJCL-F	(34)
KLSY-F	Seattle	6.4	19.7	5	27	65	8	36	64	34	KPLZ-F	(36)
KVKI-F	Shreveport	9.5	13.3	14	18	70	12	36	64	23	KRMD-F	(35)
WNSN-F	South Bend	8.4	14.9	9	9	81	10	58	42	28	WNDU-F	(38)
KISC-F	Spokane	9.3	13.6	13	22	75	3	33	67	27	KKZX-F	(26)
WHYN-F	Springfield, MA	8.8	14.4	7	7	75	18	46	54	30	WAQY-F	(32)
WMAS-F	Springfield, MA	8.1	15.6	10	16	75	9	45	55	32	WHYN-F	(33)
WYYY-F	Syracuse	9.0	13.9	10	15	78	7	30	70	32	WNTQ-F	(44)
WMTX-AF	Tampa-SP	8.7	14.4	9	29	67	4	38	62	25	WFLZ-F	(35)
WUSA-F	Tampa-SP	8.2	15.3	9	12	72	16	42	58	31	WMTX-F	(29)
WWWM-F	Toledo	7.1	17.7	11	8	72	20	34	66	34	WLQR-F	(33)
KMAJ-F	Topeka	10.7	11.8	14	24	70	6	43	57	37	WIBW-F	(24)
KKLD-F	Tucson	10.2	12.4	10	14	71	15	35	65	23	KRQQ-F	(32)
KRAV-F	Tulsa	6.7	18.9	5	23	77	0	49	51	24	KHTT-F	(39)
WRQX-F	Washington	7.6	16.7	10	18	77	5	42	58	26	WASH-F	(30)
WASH-F	Washington	6.7	18.8	5	27	69	4	38	62	26	WRQX-F	(29)
WRMF-F	West Palm	10.0	10.1	9	12	73	5	38	62	34	WKGR-F	(26)
WKWK-F	Wheeling	12.0	10.5	10	20	69	11	25	75	46	WOMP-F	(37)
KRBB-F	Wichita	8.9	14.1	14	11	79	10	36	64	32	KKRD-F	(28)
WMG5-F	WB/Scranton	10.7	11.8	5	10	80	10	35	65	28	WKRZ-F	(46)
WJBR-F	Wilmington, DE	10.5	12.0	9	19	66	15	31	69	36	WSTW-F	(34)

ADULT CONTEMPORARY
(Continued)

NATIONAL MEAN:		7.5	16.7	7.3	18.0	73.3	8.7	36.8	63.2	29.9	LEADING	
		<u>TSL</u>	<u>I/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 SHARER</u>	
WGNI-F	Wilmington, NC	9.6	13.1	17	15	85	0	37	63	30	WMNX-F	(30)
WXLO-F	Worcester	8.4	15.0	6	15	76	9	45	55	33	WSRS-F	(41)
WARM-F	York	10.9	11.5	5	7	78	15	37	63	23	WROZ-F	(34)
WYFM-F	Youngstown	6.9	18.2	6	14	76	10	52	48	37	WHOT-F	(39)

OLDIES (50's-60's)

NATIONAL MEAN:		7.1	17.7	8.2	10.8	77.5	11.7	49.8	50.2	28.4	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
KZKL-F	Albuquerque	10.5	12.0	9	8	87	5	49	51	6	KKOB-F	(25)
WODE-F	Allen-Beth	7.5	16.7	10	7	71	22	46	54	30	WAEB-F	(36)
KEAG-F	Anchorage	8.3	15.1	15	10	90	0	41	59	38	KGOT-F	(27)
WVBO-F	Apple-OshKosh	7.1	17.9	8	10	73	17	46	54	38	WIXX-F	(37)
WFOX-F	Atlanta	6.1	20.7	9	9	88	3	44	56	22	WPCH-F	(29)
WQSR-F	Baltimore	8.9	14.1	11	12	74	14	47	53	28	WMMX-F	(27)
WODL-F	Birmingham	9.5	13.3	15	6	74	20	47	55	26	WZZK-F	(32)
CLTB-F	Boise	7.0	18.0	8	14	77	9	70	30	26	KZMG-F	(33)
WODS-F	Boston	7.1	17.8	8	10	77	13	51	49	24	WXKS-F	(23)
WHTT-F	Buffalo	6.8	18.5	6	8	81	11	51	49	28	WBEN	(31)
WWMG-F	Charlotte	6.9	18.1	10	4	76	20	60	40	33	WSOC-F	(28)
WJMK-F	Chicago	6.3	20.0	7	13	76	11	53	47	25	WLIT-F	(20)
WGRR-F	Cincinnati	7.3	17.3	7	6	80	14	44	56	18	WLW	(32)
WMJI-F	Cleveland	8.1	15.6	8	6	79	15	55	45	35	WDOK-F	(32)
KSPZ-F	Colorado Spgs	7.4	17.0	15	14	76	10	53	47	31	KKCS-F	(25)
WOMG-AF	Columbia, SC	7.0	14.0	13	0	92	8	53	47	44	WTCB-F	(23)
WBNS-F	Columbus, OH	6.0	21.1	9	6	75	19	46	54	22	WSNY-F	(24)
KLTV-F	Corpus Christi	9.1	13.9	10	18	78	4	52	48	42	KZFM-F	(31)
KLUV-F	Dallas-FW	6.3	19.9	8	21	72	7	43	57	32	KVIL-F	(28)
KUUL-F	Davenport-RI	7.2	17.4	9	8	77	15	54	46	35	WXLP-F	(38)
KXKL-AF	Denver	7.1	17.7	8	15	80	5	46	54	30	KOSI-F	(25)
KIOA-AF	Des Moines	6.9	18.1	7	6	83	11	61	39	26	WHO	(55)
WOMC-F	Detroit	6.7	18.9	8	10	76	14	54	46	29	WKQI-F	(27)
KOFX-F	El Paso	8.4	14.9	6	11	85	4	55	65	25	KLAQ-F	(48)
KFSO-F	Fresno	5.3	23.6	9	7	86	7	41	59	24	KBOS-F	(28)
WODJ-F	Grand Rapids	8.0	15.8	10	14	77	9	34	46	19	WOOD-F	(33)
WMQX-F	Greensboro-WS	6.9	18.3	8	1	82	17	50	50	24	WTQR-F	(30)
WFBC-F	Greenville, SC	5.8	21.9	7	12	66	22	54	46	20	WMI-F	(34)
WWKL-F	Harrisburg	7.8	16.2	8	8	76	16	40	60	30	WNNK-F	(39)
WDRC-F	Hartford	7.7	16.4	9	13	78	9	55	45	30	WVYZ-F	(22)
KLDE-F	Houston	6.7	18.7	7	7	88	5	49	51	20	KKRW-F	(23)
WKQL-F	Jacksonville	8.7	14.5	9	9	76	15	46	54	28	WEJZ-F	(31)
WFAT-F	Kalamazoo	6.7	18.8	7	18	72	10	47	53	33	WQLR-F	(36)
KCMO-F	Kansas City	7.2	17.4	5	10	81	9	54	46	30	KCFX-F	(39)
WIBM-F	Lansing	7.5	16.9	8	6	92	2	56	44	25	WITL-F	(31)
KOLL-F	Little Rock	5.7	22.1	9	8	74	18	52	48	24	KSSN-F	(39)
KRTH-F	Los Angeles	6.6	19.2	5	18	70	12	53	47	32	KPWR-F	(26)
KRLA	Los Angeles	8.1	15.6	8	33	58	9	42	58	45	KPWR-F	(47)
WRKA-F	Louisville	6.9	18.2	6	8	80	12	47	53	30	WHAS	(35)
WOLX-F	Madison	5.9	21.4	6	11	84	5	51	49	29	WZEE-F	(31)
KVLY-F	McAllen-Browns	7.5	16.8	5	25	69	6	48	52	29	KBFM-F	(59)
WMXJ-F	Miami	7.4	17.0	11	8	75	17	45	55	32	WBGG-F	(22)
WZTR-F	Milwaukee	6.0	20.9	6	13	82	5	53	47	23	WTKI-F	(25)
KQQL-F	Minneapolis	6.9	18.3	5	9	86	5	53	47	22	WCCO	(33)
WBAM-F	Montgomery	7.2	17.6	5	18	66	16	56	44	23	WLWI-F	(32)
WRMX-F	Nashville	6.8	18.5	13	15	83	2	37	63	22	WSIX-F	(34)
WTKL-F	New Orleans	8.3	15.2	9	3	78	19	45	55	32	WLMG-F	(26)
WCBS-F	New York	8.3	15.1	8	5	73	22	50	50	40	WLTW-F	(22)
WLTY-F	Norfolk	8.1	15.5	8	7	85	8	54	46	36	WWDE-F	(29)
KOMA-F	Oklahoma City	8.1	15.5	14	4	80	16	50	50	24	KMGL-F	(25)
KGOR-F	Omaha	7.2	17.5	5	16	82	2	55	45	20	KEFM-F	(33)
WOCL-F	Orlando	7.0	18.1	10	7	84	9	49	51	25	WOMX-F	(31)
WOGL-F	Philadelphia	8.4	15.0	7	10	70	20	54	46	29	KYW	(33)
KOOL-F	Phoenix	5.9	21.2	8	14	79	7	51	49	29	KNIX-F	(24)
WWSW-AF	Pittsburgh	7.2	17.6	6	5	76	19	51	49	26	WBZZ-F	(30)
KKSN-F	Portland, OR	6.9	18.2	8	10	74	16	50	50	23	KWJJ-F	(24)
WWBB-F	Providence	8.2	15.3	9	7	69	24	46	54	28	WPKO-F	(26)
WTRG-F	Raleigh	6.6	19.2	5	11	78	11	47	53	19	WRAL-F	(30)
KODS-F	Reno	5.8	21.8	9	17	61	22	41	59	24	KBUL-F	(27)
WDCK-F	Richmond	6.0	21.1	10	5	74	21	43	57	33	WMBX-F	(33)
KOLA-F	Riverside-SB	7.3	17.2	10	15	74	11	55	45	37	KGGI-F	(34)

OLDIES (50's-60's)
(Continued)

NATIONAL MEAN:		7.1	17.7	8.2	10.8	77.5	11.7	49.8	50.2	28.4	LEADING	
		<u>ISL</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 SHARER</u>	
WKLX-F	Rochester	6.7	18.8	4	6	78	16	51	49	29	WPXY-F	(35)
KHYL-F	Sacramento	6.5	19.5	7	12	74	14	41	59	29	KXQA-F	(23)
WHNN-F	Saginaw	8.3	15.3	10	10	80	10	47	53	36	WIOG-F	(29)
KLOU-F	St. Louis	5.9	21.3	8	10	80	10	53	47	21	KEZK-F	(26)
KRSP-F	Salt Lake	6.4	19.8	6	19	78	3	69	31	9	KLZX-F	(35)
KSMG-F	San Antonio	6.6	19.1	6	8	87	5	42	58	33	KZEP-F	(35)
KBZS-F	San Diego	6.8	18.5	7	14	74	12	45	55	24	KYXY-F	(20)
KCBQ-F	San Diego	7.1	17.7	4	34	65	1	57	43	28	KGB -F	(35)
KFRC-AF	San Francisco	6.7	18.8	6	15	69	16	52	48	28	KIOI-F	(18)
KARA-F	San Jose	6.0	21.1	8	17	72	11	44	56	32	KEZR-F	(34)
KBSG-AF	Seattle	6.7	18.9	10	13	75	12	49	51	26	KIRO	(21)
KEYF-AF	Spokane	8.5	14.8	7	15	72	13	47	53	30	KKZK-F	(24)
WSEN-F	Syracuse	6.9	18.3	8	6	76	18	50	50	26	WNTQ-F	(32)
WYUU-F	Tampa-SP	7.6	16.6	9	7	80	13	46	54	28	WMTX-F	(26)
WRQN-F	Toledo	6.1	20.8	8	9	72	19	53	47	33	WWWM-F	(31)
KWFM-F	Tucson	6.0	20.9	8	8	76	16	58	42	24	KKLD-F	(34)
KQLL-F	Tulsa	7.7	16.4	14	10	86	4	55	45	19	KRMG	(25)
WBIG-F	Washington	6.5	19.3	6	11	75	14	47	53	29	WXTR-F	(27)
WXTR-F	Washington	4.2	29.7	4	8	85	7	40	60	30	WBIG-F	(40)
KEYN-F	Wichita	10.0	12.6	9	8	82	10	51	49	20	KZSN-F	(26)
WBBG-F	Youngstown	9.4	13.5	9	6	81	13	45	55	22	WHOT-F	(34)

SOFT AC

NATIONAL MEAN:		8.7	14.5	9.3	9.6	62.4	28.0	36.0	64.0	35.1	LEADING	
		TSL	I/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME	CUME	SHARER
WYJB-F	Albany	10.1	12.5	9	13	55	32	37	63	43	WFLY-F	(27)
KMGA-F	Albuquerque	9.6	13.1	5	16	77	7	37	63	36	KKOB-F	(37)
WFMZ-F	Allen-Beth	13.5	9.3	18	5	31	64	39	61	53	WLEV-F	(19)
WPCF-F	Atlanta	8.7	14.5	9	5	71	24	40	60	26	WSB -F	(32)
WFGF-F	Atlantic City	10.0	12.6	3	8	68	24	35	65	78	WAVY-F	(37)
KKMJ-F	Austin	8.5	14.8	14	11	79	10	34	66	26	KEYI-F	(26)
WLIF-F	Baltimore	9.1	13.9	10	7	51	42	36	64	67	WBAL	(29)
WMXW-F	Binghamton	9.3	13.6	17	9	78	13	41	59	39	WMRV-F	(35)
WSSH-F	Boston	7.3	17.2	8	10	52	38	37	63	30	WBMX-F	(30)
WEZN-F	Bridgeport	8.6	14.6	7	13	56	31	30	70	48	WEBE-F	(32)
WJYE-F	Buffalo	9.2	13.7	6	12	55	33	36	64	35	WBEN	(28)
WHBC-F	Canton	9.2	13.7	9	11	75	14	23	77	31	WHBC	(26)
WEZC-F	Charlotte	8.1	15.6	10	13	53	34	28	82	29	WBT -F	(27)
WDEF-F	Chattanooga	8.7	14.4	8	6	63	31	37	63	44	WUSY-F	(32)
WLIT-F	Chicago	8.2	15.4	7	13	69	18	37	63	30	WPNT-F	(22)
WRRM-F	Cincinnati	7.5	16.9	9	5	73	12	34	66	32	WWNK-F	(32)
WDOK-F	Cleveland	7.5	16.8	7	8	58	34	41	59	30	WMJI-F	(33)
KKLI-F	Colorado Spgs	9.1	13.9	11	19	59	22	29	71	33	KKCS-F	(29)
WLQT-F	Dayton	9.9	12.8	8	13	72	15	27	73	19	WMMX-F	(30)
KOSI-F	Denver	7.6	16.5	7	7	74	19	34	66	30	KOA	(26)
WLTJ-F	Detroit	8.2	15.3	4	6	67	27	33	67	22	WNIC-F	(33)
KTSM-F	El Paso	8.9	14.2	7	20	65	15	37	63	32	KPRR-F	(36)
WGYL-F	Fort Pierce	14.6	8.6	22	0	24	76	39	61	60	WZZR-F	(16)
KJOI-F	Fresno	6.4	19.6	8	18	63	19	23	77	34	KTHT-F	(27)
WOOD-F	Grand Rapids	8.8	14.4	9	13	60	27	39	61	40	WLHT-F	(24)
WSPA-F	Greenville, SC	8.3	15.2	5	13	59	28	31	69	29	WMYI-F	(42)
WRCH-F	Hartford	9.9	12.7	10	8	67	25	38	62	36	WTIC-F	(26)
KUMU-AF	Honolulu	9.4	13.5	13	3	44	57	56	44	39	KSSK-F	(32)
KODA-F	Houston	8.9	14.1	6	16	78	6	30	70	26	KRBE-F	(30)
WTPI-F	Indianapolis	7.8	16.1	11	3	62	35	38	62	43	WHHH-F	(56)
WEJZ-F	Jacksonville	8.3	15.3	10	10	68	22	41	59	23	WAPE-F	(29)
KLTH-F	Kansas City	10.8	11.7	8	8	77	15	54	46	25	KCFX-F	(27)
WJXB-F	Knoxville	9.2	13.7	8	21	67	12	31	69	31	WIVK-F	(50)
WEZY-F	Lakeland	11.8	10.6	27	2	32	66	41	59	58	WPCV-F	(22)
WROZ-F	Lancaster	10.7	11.8	8	21	63	16	39	61	24	WLAN-F	(27)
WJIM-F	Lansing	7.6	16.5	4	12	72	16	42	58	27	WITL-F	(28)
KSNE-F	Las Vegas	9.1	13.8	14	10	79	11	32	68	29	KMZQ-F	(23)
KXEZ-F	Los Angeles	7.3	17.2	6	4	69	27	47	53	29	KOST-F	(33)
WVEZ-F	Louisville	8.0	15.8	9	13	68	19	36	64	23	WHAS	(28)
WLYF-F	Miami	10.6	11.9	16	5	48	47	36	64	45	WXMJ-F	(21)
WEZW-F	Milwaukee	7.8	16.1	5	3	64	33	35	65	36	WTMJ	(28)
WLTE-F	Minneapolis	7.2	17.5	4	7	76	17	36	64	29	KSTP-F	(36)
WJXA-F	Nashville	8.7	14.4	6	2	71	27	32	68	29	WSIX-F	(29)
WLMG-F	New Orleans	7.8	16.2	8	11	65	24	26	74	24	WLTS-F	(34)
WLTW-F	New York	7.5	16.7	4	11	69	20	42	58	34	WMXV-F	(27)
WPAT-F	New York	7.7	16.4	5	8	42	50	41	59	47	WLTW-F	(29)
WFOG-F	Norfolk	9.0	13.9	12	7	52	41	44	56	34	WJQI-F	(21)
KESY-AF	Omaha	8.3	15.2	5	3	72	25	40	60	23	KFAB	(37)
WMGF-F	Orlando	8.9	14.1	9	8	63	29	28	72	41	WGMX-F	(28)
WMEZ-F	Pensacola	8.9	14.2	10	8	59	33	38	62	34	WMXC-F	(25)
WSTW-F	Peoria	10.5	12.0	13	4	69	27	33	67	34	WMPX-F	(31)
KKLT-F	Phoenix	8.5	14.9	6	7	65	28	38	62	36	KESZ-F	(33)
WSSH-F	Pittsburgh	6.9	18.4	5	9	51	40	29	71	40	KDKA	(34)
WLTJ-F	Pittsburgh	6.5	19.3	7	8	69	23	22	78	31	WBZZ-F	(31)
WHOM-F	Portland, ME	8.9	14.1	8	0	63	37	29	71	42	WGAN	(24)
WWLI-F	Providence	10.0	12.6	7	10	65	25	33	67	36	WPRO-F	(31)
KNEV-F	Reno	9.3	13.5	12	11	85	4	26	74	17	KWNZ-F	(36)
WTVR-F	Richmond	10.5	12.0	8	7	62	31	37	63	31	WRVA	(31)
WPVR-F	Roanoke	10.7	11.8	11	4	61	35	42	58	41	WXLK-F	(24)
WRMM-F	Rochester	8.5	14.8	7	11	73	16	35	65	33	WVOR-F	(36)
KYMX-F	Sacramento	6.9	18.2	6	18	66	16	30	70	34	KGBY-F	(34)

SOFT AC
(Continued)

NATIONAL MEAN:		8.7	14.5	9.3	9.6	62.4	28.0	36.0	64.0	35.1	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WGER-F	Saginaw	8.8	14.3	6	8	79	13	32	68	31	WIOG-F	(45)
KEZK-F	St. Louis	8.1	15.6	6	10	63	27	40	60	22	KMOX	(34)
KSFI-F	Salt Lake	7.3	17.3	9	15	68	17	31	69	33	KVRI-F	(24)
KQXT-F	San Antonio	8.6	14.7	8	12	71	17	35	65	26	KTFM-F	(30)
KJQY-F	San Diego	7.5	17.0	9	12	71	17	40	60	32	KYXY-F	(33)
KOIT-AF	San Francisco	7.1	17.6	8	11	70	19	36	64	30	KIOI-F	(24)
KBAY-F	San Jose	8.9	14.2	11	7	50	43	44	56	48	KGO	(23)
WDUV-F	Sarasota	11.1	11.4	31	0	8	92	40	60	76	WWRM-F	(13)
KRWM-F	Seattle	8.1	15.5	5	24	64	12	34	66	20	KPLZ-F	(30)
KELO-F	Sioux Falls	10.5	12.0	10	8	79	13	33	67	21	KELO	(23)
WWRM-F	Tampa-SP	8.5	14.8	12	5	56	39	36	64	34	WQYK-F	(23)
WLQR-F	Toledo	7.9	15.9	5	13	63	24	38	62	35	WWWM-F	(36)
KBEZ-F	Tulsa	10.3	12.2	10	11	66	23	37	63	27	KRMG-F	(27)
WLZW-F	Utica	10.8	11.7	12	22	69	9	40	60	29	WKDY-F	(28)
WGAY-F	Washington	7.8	16.1	10	8	63	29	32	68	35	WASH-F	(31)
WEAT-F	West Palm	8.7	14.6	9	8	54	38	41	59	41	WRMF-F	(25)
WRLX-F	West Palm	10.0	12.6	19	0	15	85	42	58	65	WEAT-F	(24)
WSRS-F	Worcester	10.0	12.7	12	13	58	29	34	66	37	WXLO-F	(33)
WKBN-F	Youngstown	8.3	15.2	5	13	64	23	41	59	24	WHOT-F	(28)

CHR/TOP 40

NATIONAL MEAN:		7.0	18.0	9.4	51.9	45.7	2.4	41.1	58.9	41.7	LEADING	
		TSL	I/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME SHARER	
WKDD-F	Akron	7.0	17.9	6	14	82	4	33	67	25	WONE-F	(29)
WFLY-F	Albany	8.4	15.0	11	59	40	1	39	61	46	WPYX-F	(25)
KKSS-F	Albuquerque	8.1	15.5	18	78	22	0	33	67	25	KRST-F	(28)
WAEB-F	Allen-Beth	8.1	15.6	12	41	55	4	29	71	38	WZZO-F	(34)
WPRR-F	Altoona	7.7	16.4	10	45	51	4	38	62	40	WFGY-F	(45)
KGOT-F	Anchorage	8.4	15.0	19	57	42	1	39	61	42	KYMG-F	(25)
WSTR-F	Atlanta	6.0	21.2	5	37	61	2	34	66	31	WNNX-F	(36)
KHFI-F	Austin	6.9	18.3	9	58	40	2	42	58	44	KASE-F	(29)
KKXX-F	Bakersfield	8.3	15.2	13	57	43	0	53	47	52	KUZZ-F	(35)
WFMF-F	Baton Rouge	5.6	22.5	5	55	45	0	39	61	39	WYNK-F	(41)
WAAL-F	Binghamton	6.6	19.1	12	51	48	1	56	44	39	WMRV-F	(42)
WBNQ-F	Bloomington, IL	6.7	18.9	13	45	46	9	43	57	32	WMXP-F	(38)
KZMG-F	Boise	7.5	16.9	11	60	36	4	42	58	49	KCIX-F	(28)
WXKS-F	Boston	6.4	20.0	4	45	54	1	34	66	41	WJMN-F	(41)
WJMN-F	Boston	7.9	16.0	9	67	33	0	43	57	57	WXKS-F	(55)
WKSE-F	Buffalo	6.1	20.8	8	61	39	0	38	62	45	WMJQ-F	(31)
KQCR-F	Cedar Rapids	7.8	16.1	15	69	29	2	31	69	47	KHAK-F	(33)
WSSX-F	Charleston, SC	7.2	17.4	5	33	63	1	42	58	29	WAVF-F	(38)
WEDJ-F	Charlotte	5.7	21.9	7	59	39	2	45	55	36	WRFX-F	(39)
WBBM-F	Chicago	6.4	19.7	7	61	33	6	51	49	49	WKQX-F	(25)
WKRQ-F	Cincinnati	5.3	23.8	5	43	52	5	28	72	33	WVWK-F	(31)
KKMG-F	Colorado Spgs	8.7	14.4	15	59	39	2	48	52	45	KVUU-F	(32)
WNOK-F	Columbia, SC	9.0	14.0	11	42	55	3	31	69	41	WTCE-F	(33)
WNCI-F	Columbus, OH	7.1	17.8	8	32	66	2	38	62	29	WSNY-F	(35)
KZFM-F	Corpus Christi	9.6	13.1	18	53	46	1	42	58	49	KXMR-F	(31)
KHKS-F	Dallas-FW	7.4	17.1	8	44	55	1	42	58	41	KDGE-F	(28)
WPXR-F	Davenport-RI	6.2	20.2	10	57	43	0	42	58	46	WXLP-F	(44)
WGTZ-F	Dayton	5.6	22.4	9	63	36	1	39	61	43	WHKO-F	(31)
KQKS-F	Denver	5.9	21.5	10	59	41	0	41	59	46	KALC-F	(44)
KSTZ-F	Des Moines	6.9	18.3	10	28	72	0	36	64	26	KGGO-F	(38)
WHYT-F	Detroit	5.2	24.3	6	66	32	2	48	52	44	CIMX-F	(35)
KPRR-F	El Paso	9.2	13.7	14	63	30	7	45	55	59	KLAQ-F	(33)
WJET-F	Erie	6.7	18.7	8	57	39	4	38	62	45	WRTS-F	(42)
WSTO-F	Evansville	8.2	15.3	8	39	61	0	30	70	46	WKDQ-F	(34)
WWCK-F	Flint	7.1	17.8	9	52	43	5	28	72	39	WCRZ-F	(36)
WMEE-F	Fort Wayne	5.3	23.9	6	36	63	1	41	59	30	WDJB-F	(40)
KBOS-F	Fresno	9.1	13.8	21	52	44	4	44	56	57	KTHT-F	(27)
WGRD-AF	Grand Rapids	6.5	19.4	5	52	47	1	57	43	27	WSNX-F	(45)
WIXX-F	Green Bay	9.5	13.3	13	44	56	0	36	64	32	WAPL-F	(40)
WBBO-F	Greenville, SC	7.0	18.1	8	54	46	0	55	45	30	WRDQ-F	(48)
WNNK-F	Harrisburg	9.3	13.5	12	36	58	6	35	65	43	WTPA-F	(21)
WTIC-F	Hartford	6.8	18.4	7	37	55	8	39	61	32	WKSS-F	(54)
WKSS-F	Hartford	6.1	20.8	9	42	57	1	43	57	47	WTIC-F	(56)
KIKI-F	Honolulu	8.6	14.6	12	54	45	1	41	59	33	KQMQ-F	(43)
KRBE-F	Houston	6.6	19.0	7	55	45	0	48	52	39	KHMX-F	(31)
KBXX-F	Houston	7.6	16.5	5	53	38	9	43	57	47	KMJQ-F	(67)
WKEE-F	Huntington	8.2	15.4	10	35	61	4	32	68	36	WTCR-F	(48)
WZYP-F	Huntsville	7.8	16.2	11	33	65	2	36	64	39	WDRM-F	(43)
WZPL-F	Indianapolis	6.1	20.6	5	58	35	7	31	69	49	WFFF-F	(35)
WAPE-F	Jacksonville	7.1	17.7	6	38	59	3	41	59	33	WFYV-F	(33)
WKFR-F	Kalamazoo	6.2	20.3	10	57	43	0	43	57	36	WQLR-F	(37)
WLAN-F	Lancaster	8.2	15.3	8	41	58	1	44	56	60	WYCR-F	(27)
WVIC-F	Lansing	5.5	22.8	7	58	42	0	42	58	43	WJXQ-F	(32)
KLUC-F	Las Vegas	8.8	14.4	16	58	40	2	45	55	50	KXTZ-F	(26)
KFRX-F	Lincoln	5.9	21.5	6	53	47	0	31	69	36	KQKQ-F	(32)
KIIS-AF	Los Angeles	5.7	22.2	5	41	56	3	37	63	39	KPWR-F	(43)
KPWR-F	Los Angeles	7.1	17.7	6	69	30	1	53	47	56	KIIS-F	(40)
WDJX-F	Louisville	5.5	22.8	8	52	48	0	34	66	38	WAMZ-F	(36)
KZII-F	Lubbock	8.6	14.6	13	67	33	0	38	62	47	KLLL-F	(33)
WZEE-F	Madison	6.6	19.1	11	58	42	0	36	64	33	WIBA-F	(29)
KBFM-F	McAllen-Browns.	7.7	16.4	11	69	30	1	40	60	56	KIWW-F	(39)

CHR/TOP 40
(Continued)

NATIONAL MEAN:		7.0	18.0	9.4	51.9	45.7	2.4	41.1	58.9	41.7	LEADING	
		TSL	T/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME	CUME	SHARER
WMC -F	Memphis	5.5	23.1	5	33	66	1	25	75	36	WEGR-F	(32)
WPOW-F	Miami	6.6	19.1	6	55	45	0	55	45	38	WHYI-F	(38)
WLUM-F	Milwaukee	6.6	19.2	7	57	43	0	56	44	43	WLZR-F	(33)
KDWB-F	Minneapolis	6.5	19.4	7	58	40	2	29	71	45	KQRS-F	(36)
WABB-F	Mobile	8.2	15.3	13	62	36	2	34	66	37	WWRO-F	(26)
KHTN-F	Modesto	10.5	12.0	14	64	36	0	58	42	62	KHOP-F	(24)
WYHY-F	Nashville	5.6	22.7	8	69	31	0	30	70	49	WLAC-F	(32)
WBLI-F	Nassau-Suffolk	8.1	15.7	6	21	67	12	35	65	33	WALK-F	(38)
WKCI-F	New Haven	5.4	23.1	8	41	51	8	39	61	44	WKSS-F	(30)
WEZB-F	New Orleans	6.0	20.9	6	41	53	6	55	45	31	WLTS-F	(27)
WQHT-F	New York	8.2	15.3	7	65	34	1	46	54	61	WRKS-F	(54)
WHTZ-F	New York	6.0	21.1	6	63	35	2	42	50	55	WPLJ-F	(34)
WPLJ-F	New York	6.5	19.4	5	25	72	3	49	51	29	WHTZ-F	(42)
WNVZ-F	Norfolk	6.6	19.0	9	62	38	0	54	46	43	WNOR-F	(30)
KJYO-F	Oklahoma City	6.8	18.6	7	69	31	0	46	54	44	KATT-F	(35)
KQKQ-F	Omaha	8.9	14.2	18	49	49	2	49	51	38	KEFM-F	(35)
WXXL-F	Orlando	7.4	17.0	4	53	47	0	46	54	31	WOMX-F	(47)
KCAQ-F	Oxnard-Vent.	7.4	17.0	10	66	30	4	57	43	51	KPWR-F	(43)
WIOQ-F	Philadelphia	6.5	19.3	4	56	41	3	46	54	58	WUSL-F	(47)
WPLY-F	Philadelphia	5.6	22.4	5	65	35	0	41	59	36	WYSP-F	(35)
KKFR-F	Phoenix	6.8	18.5	11	62	38	0	36	64	52	KVRY-F	(23)
WBZZ-F	Pittsburgh	7.1	17.8	10	50	48	2	30	70	42	WDVE-F	(34)
KKRZ-F	Portland, OR	6.4	19.6	11	61	38	1	32	68	49	KUFO-F	(34)
WERZ-F	Portsmouth, NH	5.7	22.3	4	50	45	5	41	59	27	WHEB-F	(46)
WPRO-F	Providence	7.6	16.5	8	35	57	8	43	57	38	WHJY-F	(32)
WDCG-F	Raleigh	6.2	20.2	7	48	51	1	38	62	32	WRDU-F	(34)
KWNZ-F	Reno	8.0	15.7	16	55	44	1	42	58	39	KRZQ-F	(30)
WRVQ-F	Richmond	6.7	18.8	10	35	58	7	46	54	34	WMXB-F	(31)
KGGI-F	Riverside-SB	7.1	17.8	7	59	39	2	36	64	54	KIIS-F	(29)
WXLK-F	Roanoke	7.3	17.2	15	39	55	6	35	65	34	WROV-F	(29)
WPXY-F	Rochester	6.7	18.8	9	56	44	0	24	76	48	WCMF-F	(37)
WZOK-F	Rockford	7.3	17.2	13	38	58	4	40	60	37	WXRX-F	(34)
KSFM-F	Sacramento	7.2	17.5	19	68	31	1	43	57	54	KGBY-F	(24)
WKBQ-F	St. Louis	5.4	23.2	7	58	42	0	39	61	39	KSHE-F	(33)
KDON-F	Salinas-Mont	6.2	20.4	9	72	28	0	52	48	40	KMXZ-F	(41)
KUTQ-F	Salt Lake	6.1	20.7	7	82	17	1	53	47	59	KXRX-F	(36)
KTFM-F	San Antonio	7.5	16.7	8	55	42	3	34	66	49	KXTN-F	(28)
XHTZ-F	San Diego	8.1	15.5	12	65	35	0	63	37	52	KKLQ-F	(37)
KKLQ-F	San Diego	6.2	20.4	9	37	62	1	48	52	40	XHTZ-F	(33)
KMEL-F	San Francisco	6.6	19.1	6	57	42	1	50	50	52	KYLD-F	(56)
KYLD-F	San Francisco	5.6	22.7	5	64	33	3	51	49	51	KMEL-F	(62)
KHQT-F	San Jose	6.3	20.0	7	60	33	7	49	51	54	KYLD-F	(43)
KUBE-F	Seattle	6.8	18.7	15	68	30	2	37	63	45	KPLZ-F	(28)
KPLZ-F	Seattle	5.8	21.9	5	26	69	5	29	71	34	KUBE-F	(34)
WNDU-F	South Bend	7.9	15.9	12	52	48	0	39	61	29	WNSN-F	(31)
KZZU-F	Spokane	7.2	17.4	12	51	47	2	32	68	41	KKCU-F	(28)
KGMV-F	Springfield, MO	10.6	11.9	19	47	50	3	40	60	29	KTTS-F	(32)
KWIN-F	Stockton	7.7	16.5	10	63	36	1	47	53	54	KMEL-F	(28)
WNTQ-F	Syracuse	7.4	17.1	10	50	46	4	38	62	51	WYYY-F	(40)
WFLZ-F	Tampa-SP	8.0	15.8	10	61	34	5	46	54	42	WMTX-F	(33)
WVKS-F	Toledo	6.9	18.3	11	49	44	7	43	57	39	WIOT-F	(27)
KRQQ-F	Tucson	6.2	20.2	9	54	43	3	49	51	30	KKLD-F	(34)
KHTT-F	Tulsa	6.8	18.4	9	65	35	0	36	64	45	KWEN-F	(33)
KKRD-F	Wichita	8.6	14.6	12	44	53	3	40	60	41	KZSN-F	(25)
WKRZ-F	WB/Scranton	8.3	15.2	8	32	58	10	38	62	32	WMGS-F	(27)
WSTW-F	Wilmington, DE	8.9	14.1	6	22	77	1	45	55	19	WYSP-F	(32)
WHOT-F	Youngstown	7.8	16.2	12	45	52	3	31	69	52	WNCD-F	(29)

OLDIES (70's)

NATIONAL MEAN:		6.4	19.8	4.2	14.5	80.9	4.6	52.8	47.2	20.7	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
KHTZ-F	Albuquerque	5.9	21.4	8	9	83	8	61	39	22	KKOB-F	(29)
KKRO-F	Anchorage	8.2	15.3	5	29	71	0	61	39	31	KWHL-F	(42)
KHHT-F	Austin	4.4	29.0	1	16	84	0	44	56	18	KPEZ-F	(37)
WOCT-F	Baltimore	7.7	16.4	6	11	68	21	58	42	24	WQSR-F	(30)
WEGQ-F	Boston	5.7	22.1	2	18	81	1	47	53	17	WZLX-F	(41)
WSSS-F	Charlotte	7.0	17.9	4	17	80	3	54	46	24	WRFX-F	(45)
WYSY-F	Chicago	5.9	21.3	2	13	85	2	49	51	14	WCKG-F	(36)
WPPT-F	Cincinnati	5.5	22.7	2	15	84	1	60	40	22	WOFX-F	(42)
WAKS-F	Columbus, OH	5.9	21.2	2	8	92	0	70	30	17	WLWQ-F	(45)
KRRW-F	Dallas-FW	5.7	22.1	3	6	92	2	52	48	19	KZPS-F	(44)
KMJI-F	Denver	5.9	21.3	5	14	84	2	39	61	28	KKFX-F	(35)
WYST-F	Detroit	5.7	22.1	4	13	75	12	43	57	20	WNIC-F	(33)
WFXF-F	Greensboro-WS	6.3	20.1	4	10	85	5	55	45	27	WKRR-F	(49)
WZMX-F	Hartford	8.1	15.7	4	24	73	3	52	48	19	WKSS-F	(38)
KKRW-F	Houston	6.6	19.2	4	8	91	1	58	42	16	KLOL-F	(34)
WNAP-F	Indianapolis	7.9	15.9	6	11	85	4	56	44	23	WFBQ-F	(52)
KKPT-F	Little Rock	6.2	20.2	6	13	77	10	52	48	13	KSSN-F	(32)
KCBS-F	Los Angeles	5.9	21.4	2	15	83	2	66	34	21	KLSK-F	(34)
WQLL-F	Louisville	7.5	16.8	3	18	82	0	41	59	16	WQMF-F	(32)
WBGQ-F	Miami	6.2	20.3	4	12	83	5	59	41	25	WSHE-F	(29)
WGFY-F	Nashville	8.0	15.8	8	17	80	3	58	42	19	WKDF-F	(37)
WMGK-F	Philadelphia	7.3	17.4	5	13	82	5	46	54	23	WYSP-F	(38)
KCHT-F	Phoenix	6.3	20.1	8	10	83	7	42	58	35	KOOL-F	(35)
WZPT-F	Pittsburgh	6.1	20.7	2	19	78	3	58	42	21	WDVE-F	(43)
KXL -F	Portland, OR	6.0	21.2	5	21	73	6	40	60	18	KGON-F	(33)
KXOA-F	Sacramento	6.2	20.5	4	11	86	3	55	45	21	KSEG-F	(43)
KIHT-F	St. Louis	6.8	18.4	4	24	74	2	55	45	15	KSHE-F	(43)
KCLX-F	San Diego	5.2	24.2	6	10	81	9	54	46	27	KGB -F	(35)
KABL-F	San Francisco	6.3	14.4	5	15	70	15	34	66	19	KGO	(28)
KJR -F	Seattle	7.0	18.1	6	15	82	3	48	52	13	KZOK-F	(30)
WCOF-F	Tampa-SP	7.1	17.8	2	14	78	8	58	42	19	WHPT-F	(35)
WARW-F	Washington	5.7	22.1	3	15	85	0	66	34	17	WWDC-F	(32)

COUNTRY

NATIONAL MEAN:		9.5	13.3	15.7	18.3	59.4	22.3	47.0	53.0	36.0	LEADING	
		TSL	T/O RATIO	EXCL	% 12-24	% 25-54	% 55+	% M	% F	AT HOME	CUME	SHARER
WQMX-F	Akron	10.9	11.6	17	27	60	3	54	46	36	WGAR-F	(37)
WGNA-AF	Albany	12.2	10.3	11	15	60	25	46	54	74	WGY	(21)
KRST-F	Albuquerque	8.8	14.4	11	9	75	16	50	50	18	KASY-F	(28)
WFGY-F	Altoona	12.5	10.1	29	16	50	34	53	47	44	WPRR-F	(33)
KASH-F	Anchorage	11.4	11.1	18	18	78	4	42	58	30	KBJR-F	(34)
WUSW-F	Appleton-OshKosh	10.3	12.3	16	16	79	5	54	46	27	WIXX-F	(32)
WKSF-F	Asheville	10.2	12.4	14	29	61	10	52	48	26	WESC-F	(38)
WKHX-F	Atlanta	9.8	12.9	14	18	65	17	39	61	39	WYAY-F	(32)
WYAY-F	Atlanta	8.1	15.5	10	28	62	10	50	50	28	WKHX-F	(57)
WKXC-F	Augusta, GA	11.3	11.2	24	24	49	27	48	52	36	WBBQ-F	(27)
KASE-F	Austin	10.4	12.1	13	27	62	11	40	60	31	KVET-F	(31)
KVET-F	Austin	7.0	15.8	8	15	64	21	52	48	39	KASE-F	(47)
KUZZ-F	Bakersfield	11.5	10.9	19	18	62	20	48	52	41	KRAB-F	(26)
WPOC-F	Baltimore	12.7	9.9	18	12	61	27	48	52	42	WMMX-F	(20)
WYNK-F	Baton Rouge	9.1	13.9	18	13	67	20	47	53	29	WKJN-F	(39)
WKJN-F	Baton Rouge	6.0	21.2	8	33	60	7	47	53	23	WYNK-F	(64)
WHWK-F	Binghamton	13.0	9.7	27	8	58	34	66	34	48	WAAL-F	(25)
WZZK-AF	Birmingham	9.3	13.5	20	22	53	25	45	55	39	WOWC-F	(25)
WBWN-F	Bloomington, IL	11.5	11.0	10	24	66	10	50	50	38	WBNQ-F	(37)
KQFC-F	Boise	10.4	12.1	18	14	70	16	50	50	38	KIZN-F	(35)
KIZN-F	Boise	9.1	13.8	13	26	52	22	53	47	36	KQFC-F	(37)
WBCS-F	Boston	6.8	18.6	10	11	61	28	41	59	18	WCLB-F	(30)
WCLB-F	Boston	6.4	19.8	6	2	75	23	52	48	38	WBCS-F	(31)
WYRK-F	Buffalo	11.6	10.8	14	10	61	29	47	53	48	WHTT-F	(24)
KHAK-AF	Cedar Rapids	12.3	10.2	23	19	66	15	43	57	40	WMT -F	(23)
WEZL-F	Charleston, SC	10.9	11.6	18	17	56	27	49	51	43	WBUB-F	(43)
WBUB-F	Charleston, SC	9.1	13.8	15	30	56	14	52	48	37	WEZL-F	(52)
WQBE-F	Charleston, WV	12.4	10.2	31	14	59	27	49	51	35	WKWS-F	(31)
WSOC-F	Charlotte	9.1	13.8	18	10	59	31	47	53	36	WTDR-F	(36)
WTDR-F	Charlotte	6.4	19.8	10	30	68	7	49	51	29	WSOC-F	(49)
WUSY-F	Chattanooga	11.2	11.2	26	15	60	25	48	52	36	WDOD-F	(25)
WUSN-F	Chicago	8.1	15.6	12	14	61	25	46	54	32	WJMK-F	(18)
WUBE-F	Cincinnati	9.7	13.0	20	15	69	16	41	59	34	WEBN-F	(23)
WGAR-F	Cleveland	12.0	10.5	18	12	59	29	47	53	39	WDOK-F	(26)
KKCS-F	Colorado Spgs	9.1	13.8	10	23	67	9	52	48	32	KIKX-F	(24)
WCOS-F	Columbia, SC	11.6	10.9	19	26	47	27	44	56	42	WHKZ-F	(30)
WKCN-F	Columbus, GA	12.0	10.5	19	40	50	10	53	47	35	WSTH-F	(37)
WCOL-F	Columbus, OH	8.1	15.6	8	23	63	14	44	56	36	WLOO-F	(29)
KRYS-F	Corpus Christi	10.9	11.6	12	25	61	14	46	54	33	KOUL-F	(44)
KOUL-F	Corpus Christi	7.8	16.2	11	21	54	25	45	55	45	KRYS-F	(52)
KSCS-F	Dallas-FW	8.3	15.1	9	16	69	15	44	56	33	KPLX-F	(32)
KPLX-F	Dallas-FW	7.3	17.2	8	18	67	15	52	48	34	KSCS-F	(41)
KYNG-F	Dallas-FW	8.1	15.5	8	41	53	6	38	62	33	KSCS-F	(41)
KSNN-F	Dallas-FW	8.3	15.1	8	14	49	37	42	58	31	KSCS-F	(41)
WLLR-F	Davenport-RI	11.5	11.0	3	14	59	27	39	61	45	WOC	(54)
WHKO-F	Dayton	8.9	14.2	16	27	58	15	47	53	34	WTVE-F	(23)
WGNE-F	Daytona Beach	9.7	13.0	17	12	38	50	45	55	49	WCFB-F	(26)
KYGO-F	Denver	8.8	14.3	11	17	63	20	44	56	29	KZDG-F	(28)
KZDG-F	Denver	6.9	18.2	9	24	70	6	47	53	14	KYGO-F	(61)
KJJY-F	Des Moines	9.0	14.0	14	18	58	24	35	65	37	KSTZ-F	(23)
WWW-F	Detroit	8.4	15.0	17	14	58	28	47	53	36	WYCD-F	(32)
WYCD-F	Detroit	8.1	15.5	12	23	70	7	37	63	26	WWW-F	(33)
WAVC-F	Duluth	11.5	11.0	15	27	52	21	49	51	38	KZIO-F	(32)
KHEY-F	El Paso	10.4	12.1	12	19	64	17	40	60	41	KTSM-F	(35)
WXTA-F	Erie	11.2	11.3	19	16	58	26	47	53	44	WJET-F	(29)
KUGN-F	Eugene	12.1	10.4	24	7	60	33	51	49	45	KKNU-F	(36)
WKDQ-F	Evansville	11.9	10.6	13	25	61	14	50	50	29	WYNG-F	(38)
WYNG-F	Evansville	11.0	11.5	18	22	54	24	43	57	32	WKDQ-F	(47)
WKML-F	Fayetteville	12.1	10.4	21	18	58	26	47	53	39	WQSM-F	(24)
KFGO-F	Fargo	11.7	10.8	11	31	58	11	50	50	33	KVOX-F	(49)
WBTU-F	Fort Wayne	10.5	12.0	17	19	61	20	51	49	29	WQHK-F	(41)

COUNTRY
(Continued)

NATIONAL MEAN:		9.5	13.3	15.7	18.3	59.4	22.3	47.0	53.0	36.0	LEADING	
		TSL	T/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME	CUME	SHARER
KSKS-F	Fresno	8.4	15.1	8	34	62	4	47	53	27	KNAX-F	(34)
KNAX-F	Fresno	7.0	18.0	9	11	68	21	42	58	45	KSKS-F	(42)
WOGK-F	Gainesville	10.6	11.9	13	18	60	22	49	51	40	WTRS-F	(29)
WBCT-F	Grand Rapids	10.5	12.0	18	25	70	5	50	50	29	WKLQ-F	(27)
WCUZ-F	Grand Rapids	8.4	15.0	13	2	53	45	52	48	53	WBCT-F	(36)
WTQR-F	Greensboro-WS	10.6	11.9	21	13	58	29	51	49	35	WFMX-F	(17)
WRNS-AF	Green-New Bern	11.6	10.9	23	28	50	22	57	43	30	WRHT-F	(20)
WSSL-AF	Greenville, SC	11.4	11.0	20	20	59	21	50	50	34	WESC-F	(34)
WESC-F	Greenville, SC	7.0	17.9	13	12	52	36	47	53	54	WSSL-F	(50)
WRKZ-F	Harrisburg	10.9	11.6	20	15	42	43	58	42	41	WNNK-F	(25)
WWYZ-F	Hartford	9.9	12.7	13	9	70	21	57	43	34	WTIC	(22)
KILT-F	Houston	8.2	12.3	11	16	69	15	50	50	43	KIKK-F	(40)
KKBQ-AF	Houston	9.5	13.2	8	30	62	8	42	58	31	KILT-F	(42)
KIKK-F	Houston	6.8	18.6	6	16	64	20	65	35	32	KILT-F	(50)
WTCR-F	Huntington	10.7	11.8	20	20	54	26	49	51	39	WKEE-F	(29)
WDRM-AF	Huntsville	11.8	10.7	30	17	57	26	48	52	37	WZYP-F	(27)
WFMS-F	Indianapolis	10.2	12.3	25	12	62	26	46	54	38	WFBO-F	(24)
WMSI-F	Jackson	11.5	11.0	26	16	58	26	42	58	32	WJDX-F	(31)
WQIK-F	Jacksonville	9.3	13.6	17	16	63	21	49	51	35	WROO-F	(34)
WROO-F	Jacksonville	8.4	14.9	13	29	57	14	46	54	35	WQIK-F	(48)
WXBQ-F	JC-Kingsport	13.5	9.4	25	22	60	18	46	54	39	WTFM-F	(29)
WMTZ-F	Johnstown	12.6	10.0	16	12	60	28	44	56	46	WKYE-F	(29)
KFKF-F	Kansas City	6.9	18.2	11	11	68	21	29	71	34	KBEQ-F	(34)
KBEQ-F	Kansas City	13.1	9.7	12	38	54	8	36	64	29	KFKF-F	(37)
WIVK-F	Knoxville	12.1	10.4	20	15	64	21	54	46	37	WOKI-F	(28)
KXKC-F	Lafayette, LA	12.6	10.0	11	20	65	15	46	54	35	KMDL-F	(37)
WPCV-F	Lakeland	12.2	10.3	26	21	44	35	50	50	42	WQYK-F	(16)
WIOV-F	Lancaster	13.1	9.6	19	19	46	35	46	54	33	WRKZ-F	(33)
WITL-AF	Lansing	10.5	12.0	21	17	54	29	49	51	41	WVIC-F	(21)
KWNR-F	Las Vegas	9.5	13.3	18	12	56	32	43	57	38	KFMS-F	(30)
KFMS-F	Las Vegas	9.6	13.2	11	11	61	28	52	48	36	KWNR-F	(43)
WVLK-F	Lexington	9.6	13.1	23	3	51	46	53	47	37	WWYC-F	(30)
KZKX-F	Lincoln	7.8	16.2	11	21	68	11	39	61	31	KYNN-F	(32)
KSSN-F	Little Rock	9.6	13.1	20	7	56	36	52	48	37	KDDK-F	(35)
KZLA-F	Los Angeles	8.6	14.7	14	11	63	26	42	58	40	KFWB	(16)
WAMZ-F	Louisville	10.1	12.5	21	15	63	22	49	51	35	WHKW-F	(26)
KLLL-F	Lubbock	10.5	12.0	19	21	58	21	46	54	43	KKCL-F	(29)
WDEN-F	Macon	12.9	9.7	24	17	53	30	45	55	36	WQBZ-F	(20)
WWOM-F	Madison	9.1	13.9	9	19	62	19	45	55	41	WOLX-F	(32)
KTEX-F	McAllen-Browns.	8.0	15.8	15	22	58	20	39	61	37	KFRQ-F	(39)
WGKX-F	Memphis	7.9	15.9	19	29	54	17	52	48	36	WOGY-F	(41)
WKIS-F	Miami	10.9	11.6	16	7	64	29	48	52	32	WMXJ-F	(23)
WMIL-F	Milwaukee	10.5	12.0	15	18	66	16	49	51	31	WKTI-F	(22)
KEEY-F	Minneapolis	6.9	18.4	7	13	30	57	40	60	31	WBOB-F	(36)
WBOB-F	Minneapolis	7.2	17.5	7	29	60	11	51	49	24	KEEY-F	(44)
WKSJ-AF	Mobile	8.0	15.7	16	12	56	32	53	47	27	WDWG-F	(31)
KATM-F	Modesto	10.2	12.4	17	24	61	15	43	57	41	KMIX-F	(32)
WLWI-F	Montgomery	11.3	11.2	23	16	51	33	43	57	46	WBAM-F	(38)
WSIX-F	Nashville	11.0	11.4	13	20	64	16	48	52	29	WSM -F	(37)
WSM -F	Nashville	8.8	14.3	17	18	58	24	42	58	28	WSIX-F	(47)
WNOE-AF	New Orleans	11.2	11.3	19	17	55	28	49	51	32	WEZB-F	(25)
WYNY-F	New York	7.9	15.9	10	9	61	30	44	56	35	WCBS-F	(22)
WGH -F	Norfolk	8.4	15.1	15	25	66	9	44	56	39	WCMS-F	(37)
WCMS-AF	Norfolk	9.5	13.3	17	14	51	35	53	47	36	WGH -F	(43)
KXXY-AF	Oklahoma City	10.8	11.7	17	16	53	31	39	61	36	KEBC-F	(35)
KEBC-F	Oklahoma City	7.3	17.2	11	15	59	26	50	50	33	KXXY-F	(53)
WOW -F	Omaha	9.1	13.9	13	12	61	27	44	56	39	KFAB-F	(33)
WWKA-F	Orlando	11.1	11.4	24	5	53	42	47	53	33	WCFB-F	(25)
KHAY-F	Oxnard-Ventura	9.7	13.0	17	15	65	20	44	56	41	KRTH-F	(24)
WXBM-F	Pensacola	13.1	9.6	19	17	49	34	37	63	38	WDWG-F	(34)
WXCL-F	Peoria	12.9	9.8	20	19	54	27	52	48	41	WFYR-F	(21)

COUNTRY
(Continued)

NATIONAL MEAN:		9.5	13.3	15.7	18.3	59.4	22.3	47.0	53.0	36.0	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME SHARER	
WXTU-F	Philadelphia	9.4	13.4	18	8	57	35	40	60	38	KYW	(29)
KNIX-F	Phoenix	9.2	13.7	15	11	66	23	45	55	37	KMLE-F	(40)
KMLE-F	Phoenix	8.7	14.5	11	32	60	8	40	60	28	KNIX-F	(46)
WDSY-F	Pittsburgh	10.0	12.6	11	10	58	32	41	59	43	WXRBF	(25)
WPOR-AF	Portland, ME	12.2	10.3	18	8	52	40	55	45	46	WTHF	(26)
KWJJ-AF	Portland, OR	8.1	15.6	13	27	58	15	48	52	37	KUPL-F	(40)
KUPL-AF	Portland, OR	7.3	17.3	10	18	60	22	42	58	36	KWJJ-F	(47)
WOKQ-F	Portsmouth, NH	10.6	11.9	18	20	50	30	45	55	47	WHEB-F	(19)
KCCY-F	Pueblo	14.3	8.8	22	17	61	22	50	50	41	KKMG-F	(22)
WKIX-F	Raleigh	8.0	15.8	9	38	51	11	49	51	35	WQDR-F	(45)
WQDR-F	Raleigh	8.0	15.8	11	16	67	17	53	47	20	WKIX-F	(43)
KBUL-F	Reno	8.0	15.8	17	22	56	22	33	67	44	KHIT-F	(24)
WKHK-F	Richmond	11.3	11.2	22	15	64	21	45	55	34	WKIK-F	(25)
KFRG-F	Riverside-SB	10.0	12.6	13	6	65	29	46	54	47	KHTX-F	(26)
KHTX-AF	Riverside-SB	7.9	15.9	10	15	55	30	49	51	40	KFRG-F	(44)
WYYD-F	Roanoke	11.3	11.1	24	16	60	24	51	49	37	WXLK-F	(26)
WBEE-F	Rochester	11.0	11.4	14	12	67	21	46	54	35	WPXY-F	(28)
WXXQ-F	Rockford	10.5	12.0	14	9	68	23	40	60	34	WZOK-F	(32)
KNCI-F	Sacramento	7.5	16.7	13	17	65	18	42	58	33	KRAK-F	(37)
KRAK-F	Sacramento	5.7	22.2	9	10	58	32	36	64	41	KNCI-F	(49)
WKCQ-F	Saginaw	10.0	12.6	12	19	61	20	47	53	37	WJXC-F	(33)
WIL -F	St. Louis	8.4	15.0	12	13	56	31	54	46	34	KMOX	(27)
WKXX-F	St. Louis	6.8	18.5	9	23	67	10	40	60	25	WIL -F	(47)
KTOM-AF	Salinas-Mont.	8.4	15.1	14	14	62	24	54	46	35	KWAV-F	(18)
KSOP-AF	Salt Lake	7.6	16.6	8	30	55	15	53	47	38	KKAT-F	(45)
KKAT-F	Salt Lake	7.0	18.1	10	31	58	11	50	50	33	KSOP-F	(44)
KCYY-F	San Antonio	7.6	16.6	11	28	55	17	46	54	40	KAJA-F	(36)
KAJA-F	San Antonio	7.9	16.0	11	18	56	26	49	51	41	KCYY-F	(43)
KSON-AF	San Diego	8.3	15.2	18	16	63	21	46	54	36	KGB -F	(17)
KSAN-F	San Francisco	7.3	17.2	9	14	72	14	50	50	32	KYCY-F	(22)
KYCY-F	San Francisco	7.7	16.3	7	13	78	9	39	61	27	KSAN-F	(36)
KRTY-F	San Jose	6.8	18.4	7	20	68	12	51	49	27	KSAN-F	(36)
WJCL-F	Savannah	12.4	10.2	35	22	63	15	50	50	20	WCHY-F	(54)
WCHY-F	Savannah	8.1	15.6	31	15	48	37	45	55	10	WJCL-F	(55)
KMPS-AF	Seattle	8.0	15.7	13	18	65	17	46	54	35	KRPM-F	(30)
KRPM-F	Seattle	7.2	17.4	12	19	60	21	45	55	37	KMPS-F	(44)
KYCW-F	Seattle	8.9	14.1	10	30	65	5	45	55	31	KMPS-F	(51)
KRMD-F	Shreveport	11.8	10.6	27	27	51	22	46	54	38	KITT-F	(28)
WBYT-F	South Bend	9.4	13.4	10	21	60	19	39	61	29	WNDU-F	(30)
KTWB-F	Sioux Falls	11.9	10.6	17	25	72	3	51	49	27	KPAT-F	(29)
KDRK-F	Spokane	10.3	12.2	18	27	54	19	41	59	40	KNFR-F	(33)
WPKX-F	Springfield, MA	10.8	11.6	15	13	65	22	45	55	37	WAQY-F	(27)
KTTS-F	Springfield, MO	11.4	11.0	23	10	51	39	41	59	55	KTXR-F	(21)
WBBS-F	Syracuse	7.3	17.2	14	14	76	10	54	46	37	WNTQ-F	(32)
WTNT-F	Tallahassee	10.9	11.5	13	17	58	25	54	46	33	WHKX-F	(33)
WQYK-F	Tampa-SP	10.1	12.4	16	9	51	40	51	49	41	WRBQ-F	(37)
WRBQ-F	Tampa-SP	7.7	16.3	9	26	53	21	39	61	37	WQYK-F	(50)
WTHI-F	Terre Haute	12.0	10.5	21	26	44	30	47	53	39	WMGI-F	(31)
WKKO-F	Toledo	11.5	11.0	17	12	62	26	50	50	39	WVKS-F	(24)
WIBW-F	Topeka	11.0	11.5	18	19	59	22	46	54	40	KTPK-F	(34)
KIIM-F	Tucson	11.1	11.3	20	27	61	12	48	52	28	KKLD-F	(25)
KWEN-F	Tulsa	9.6	13.2	16	27	65	8	35	65	30	KCKI-F	(22)
KVOO	Tulsa	10.3	12.2	28	2	34	64	52	48	52	KRMG-F	(42)
WFRG-F	Utica	13.1	9.6	28	16	62	22	51	49	42	WLZW-F	(25)
WMZQ-F	Washington	9.3	13.5	13	19	68	13	47	53	33	WBIG-F	(19)
KOEL-F	Waterloo-CF	10.2	12.4	21	15	56	29	46	54	29	KKCV-F	(45)
WIRK-F	West Palm	9.9	12.8	15	20	54	26	43	57	35	WRMF-F	(26)
WQVK-F	Wheeling	12.1	10.4	22	16	62	22	47	53	43	WOMR-F	(25)
KFDI-F	Wichita	10.0	12.6	18	10	52	38	53	47	36	KZSN-F	(36)
KZSN-F	Wichita	8.8	14.3	11	26	67	7	42	58	29	KFDI-F	(35)
WGGY-F	WB/Scranton	9.1	13.9	14	28	54	18	52	48	33	WKRZ-F	(39)

COUNTRY
(Continued)

NATIONAL MEAN:		9.5	13.3	15.7	18.3	59.4	22.3	47.0	53.0	36.0		
		<u>ISL</u>	<u>I/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>LEADING CUME SHARER</u>	
WWQQ-F	Wilmington, NC	10.0	12.6	16	13	54	33	52	48	37	WKXB-F	(37)
WGTY-F	York	10.7	11.8	20	17	57	26	51	49	40	WRKZ-F	(27)
WQXK-F	Youngstown	11.8	10.7	19	12	62	26	54	46	43	WHOT-F	(23)

AOR/MODERN ROCK/PROGRESSIVE

NATIONAL MEAN:		7.7	16.3	7.9	34.2	64.4	1.4	67.5	32.5	25.3	LEADING		
		ISL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME SHARER		
WONE-F	Akron	8.9	14.2	5	30	70	0	79	21	15	WNCX-F	(40)	
WPYX-F	Albany	9.4	13.4	6	27	71	2	59	41	29	WFLY-F	(35)	
WRVE-F	Albany	(AC/AOR)	8.9	14.2	5	15	78	7	59	41	15	WPYX-F	(28)
KZRR-F	Albuquerque	5.9	21.4	3	41	59	0	65	35	22	KLSK-F	(38)	
KIOT-F	Albuquerque	(PROG.)	6.7	18.7	4	9	91	0	65	35	25	KZRR-F	(36)
WZZO-F	Allen-Beth	10.8	11.7	9	26	74	0	77	23	15	WAEB-F	(41)	
KWHL-F	Anchorage	11.8	10.7	7	35	65	0	76	24	24	KBFX-F	(37)	
WIQB-F	Ann Arbor	3.7	34.5	4	36	63	1	50	50	20	WHYT-F	(33)	
WAPL-F	Apple-Osh	9.6	13.1	7	31	68	1	76	24	13	WIXX-F	(51)	
WNNX-F	Atlanta	(MR/NR)	7.0	18.0	8	49	50	1	56	44	30	WSTR-F	(42)
WKLS-F	Atlanta	6.4	19.7	5	37	63	0	74	26	19	WZGC-F	(52)	
WZXL-F	Atlantic Cty	6.0	20.9	9	24	76	0	65	35	24	WBSS-F	(30)	
WRXR-F	Augusta, GA	9.2	13.8	11	39	60	1	79	21	26	WEKL-F	(34)	
KLBJ-F	Austin	6.1	20.8	9	34	65	1	70	30	21	KPEZ-F	(36)	
KGSR-F	Austin	(PROG)	7.0	18.0	5	16	84	0	52	48	30	KLBJ-F	(34)
KRAB-F	Bakersfield	9.0	13.9	14	42	58	0	73	27	43	KUZZ-F	(44)	
WLYY-F	Baltimore	6.4	19.8	8	35	62	3	62	38	26	WHFS-F	(38)	
WZRR-F	Birmingham	8.3	12.6	9	38	62	0	65	35	21	WZZK-F	(33)	
KJOT-F	Boise	9.0	14.0	16	22	77	1	80	20	22	KLCI-F	(43)	
WBCN-F	Boston	7.5	16.9	4	28	69	3	77	23	19	WZLX-F	(40)	
WBOS-F	Boston	(PROG)	6.6	19.2	6	13	83	4	45	55	20	WZLX-F	(36)
WFNX-F	Boston	(MR/NR)	7.1	17.8	4	34	64	2	61	39	27	WBCN-F	(43)
WAAF-F	Boston	7.5	16.8	6	60	40	0	76	24	34	WBCN-F	(45)	
WUFX-F	Buffalo	7.2	17.5	5	41	58	1	70	30	19	WGRF-F	(47)	
WAVF-F	Charleston, SC	9.7	13.1	17	50	50	0	61	39	23	WYBB-F	(43)	
WRFX-F	Charlotte	8.1	15.5	8	30	68	2	69	31	26	WBT	(50)	
WKQX-F	Chicago	(MR/NR)	6.0	20.9	4	57	41	2	58	42	35	WRCX-F	(35)
WLUP-F	Chicago	(w/Talk)	8.8	14.3	6	16	78	6	67	33	29	WKQX-F	(29)
WRCX-F	Chicago	6.3	20.1	7	37	60	3	71	29	28	WKQX-F	(42)	
WXRT-F	Chicago	(PROG)	8.2	15.3	5	15	85	0	64	36	23	WKQX-F	(42)
WEBN-F	Cincinnati	6.9	18.1	6	40	59	1	72	28	23	WOFX-F	(38)	
WMMS-F	Cleveland	7.0	18.0	6	45	52	3	53	47	29	WNCK-F	(44)	
KILO-F	Colorado Spgs	9.9	12.7	13	49	51	0	77	23	34	KKFM-F	(48)	
WVRK-F	Columbus, GA	10.5	12.0	16	41	55	4	74	26	23	WGSY-F	(40)	
WBZX-F	Columbus, OH	7.6	16.5	34	42	58	0	79	21	26	WLWQ-F	(40)	
KNCN-F	Corpus Christi	7.4	17.0	8	30	69	1	80	20	19	KRAD-F	(36)	
KDGE-F	Dallas-FW	(MR/NR)	6.5	19.2	7	70	30	0	58	42	30	KHKS-F	(40)
KEGL-F	Dallas-FW	6.3	19.9	2	37	63	0	75	25	34	KTXQ-F	(32)	
KTXQ-F	Dallas-FW	5.8	21.8	2	18	81	1	77	23	15	KZPS-F	(48)	
WXLP-F	Davenport-RI	10.0	12.6	10	26	74	0	70	30	21	WPXR-F	(40)	
WTUE-F	Dayton	10.2	12.3	7	33	67	0	72	38	13	WHKO-F	(33)	
KBPI-F	Denver	9.0	14.1	10	42	58	0	70	30	25	KRFX-F	(38)	
KBCO-AF	Denver	(PROG)	8.3	15.1	8	13	86	1	65	35	28	KXPX-F	(41)
KXPX-F	Denver	(PROG)	9.5	13.3	7	25	74	1	47	53	19	KBCO-F	(33)
KGGO-F	Des Moines	10.5	12.0	18	42	58	0	69	31	21	KSTZ-F	(36)	
WRIF-F	Detroit	6.4	19.6	2	28	72	0	75	25	14	WLLZ-F	(47)	
WLLZ-F	Detroit	5.0	25.4	3	33	62	5	66	34	27	WRIF-F	(56)	
WDZR-F	Detroit	(NR/MR)	6.1	20.6	2	45	55	0	74	26	27	WRIF-F	(69)
KLAQ-F	El Paso	8.8	14.3	11	45	54	1	64	36	25	KPRR-F	(40)	
WRKT-F	Erie	8.0	15.7	10	32	68	0	67	33	22	WJET-F	(46)	
KPFX-F	Fargo	10.5	12.0	9	50	50	0	68	32	19	KQWB-F	(41)	
WZZR-F	Fort Pierce	8.3	15.1	9	24	70	0	82	18	13	WKGR-F	(35)	
WXKE-F	Fort Wayne	6.7	18.7	3	24	76	0	75	25	17	WBYR-F	(56)	
KRZR-F	Fresno	9.2	13.7	18	51	49	0	77	23	30	KJFX-F	(29)	
WKLQ-F	Grand Rapids	8.9	14.1	10	42	58	0	67	33	24	WLAV-F	(41)	
WXRA-F	Greensboro-WS	10.6	11.9	23	40	60	0	78	22	21	WKRR-F	(44)	
WKRR-F	Greensboro-WS	7.8	16.2	5	34	65	1	63	37	23	WXRA-F	(42)	
WROQ-F	Greenville, SC	9.1	13.8	11	31	67	2	67	33	25	WSSL-F	(38)	
WRVV-F	Harrisburg	8.2	15.4	7	12	85	3	53	47	17	WNNK-F	(34)	
WTPA-F	Harrisburg	8.4	15.1	5	24	75	1	64	36	23	WNNK-F	(42)	
WHCN-F	Hartford	7.5	16.8	6	28	72	0	71	29	34	WCCC-F	(44)	

AOR/MODERN ROCK/PROGRESSIVE
(Continued)

NATIONAL MEAN:		7.7	16.3	7.9	34.2	64.4	1.4	67.5	32.5	25.3	LEADING		
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER	
WCCC-AF	Hartford	6.7	18.7	2	36	61	3	71	29	25	WHCN-F	(45)	
KPOI-F	Honolulu	(MR-NR)	7.2	17.5	10	40	60	0	73	27	KKLV-F	(36)	
KLLOL-F	Houston	6.6	19.2	5	28	71	1	79	21	22	KRBE-F	(42)	
KRQT-F	Houston	5.8	21.9	1	34	66	0	72	28	20	KLLOL-F	(54)	
WFBQ-F	Indianapolis	(Talk)	8.7	14.5	7	20	78	2	66	34	26	WNAP-F	(39)
WRZX-F	Indianapolis	6.5	19.4	7	63	36	1	69	31	32	WFBQ-F	(59)	
WFYV-F	Jacksonville	10.5	12.0	12	28	72	0	81	19	19	WAPE-F	(33)	
WQUT-F	JC-Kingsport	8.2	15.3	7	29	69	2	53	47	37	WXBQ-F	(55)	
WRKR-F	Kalamazoo	6.9	18.2	7	23	77	0	64	36	24	WKFR-F	(46)	
KQRC-F	Kansas City	14.7	8.6	9	47	51	2	66	34	27	KCFX-F	(50)	
KYYS-F	Kansas City	10.8	11.7	5	21	79	0	66	34	22	KCFX-F	(65)	
WIMZ-F	Knoxville	8.8	14.3	11	27	73	0	61	39	27	WIVK-F	(46)	
WJXQ-F	Lansing	9.2	13.6	8	37	48	15	76	24	25	WVIC-F	(37)	
WDX-F	Lansing	(MR-NR)	6.1	20.6	6	69	30	1	47	53	40	WVIC-F	(39)
KEDG-F	Las Vegas	(MR-NR)	9.6	13.1	11	52	47	1	61	39	33	KLUC-F	(29)
KOMP-F	Las Vegas	8.2	15.3	11	27	73	0	76	24	23	KKLZ-F	(41)	
KFBI-F	Las Vegas	7.0	18.1	4	10	85	5	63	37	40	KKLZ-F	(34)	
WKQQ-F	Lexington	7.4	17.0	7	36	63	1	56	44	26	WLRO-F	(39)	
KKNB-F	Lincoln	(MR-NR)	7.8	16.2	8	47	53	0	57	43	27	KIBZ-F	(32)
KMJX-F	Little Rock	9.5	13.3	7	40	60	0	69	31	21	KKYK-F	(43)	
KROQ-F	Los Angeles	(MR-NR)	7.7	16.4	8	56	44	0	68	32	40	KIIS-F	(30)
KLOS-F	Los Angeles	6.7	18.8	4	22	77	1	76	24	18	KLSS-F	(38)	
KSCA-F	Los Angeles	(PROG)	6.1	20.7	2	8	89	3	49	51	23	KROQ-F	(34)
WTFX-F	Louisville	6.5	19.3	7	52	48	0	66	34	32	WQMF-F	(41)	
WIBA-F	Madison	6.0	21.1	6	35	62	3	53	47	15	WZEE-F	(34)	
WMAD-F	Madison	7.6	16.7	6	53	46	1	65	35	21	WZEE-F	(44)	
WEGR-F	Memphis	7.9	15.9	10	23	77	0	65	35	28	WMC -F	(34)	
WSHE-F	Miami	7.7	16.3	4	26	74	0	72	28	18	WZTA-F	(52)	
WLZR-F	Milwaukee	7.5	16.8	9	40	60	0	79	21	33	WQFM-F	(43)	
KEGE-F	Minneapolis	(MR/NR)	6.4	20.0	6	60	40	0	66	34	34	KQRS-F	(54)
KTCZ-AF	Minneapolis	(PROG)	8.2	15.3	5	10	87	3	67	33	23	KQRS-F	(52)
KHOP-F	Modesto	8.3	15.2	10	48	49	3	64	36	33	KATM-F	(41)	
WKDF-F	Nashville	7.9	16.0	10	47	53	0	71	29	24	WGFX-F	(39)	
WBAB-F	Nassau-Suffolk	7.7	16.4	4	18	81	1	78	22	17	WXRK-F	(31)	
WDRE-F	Nassau-Suffolk	(NR/MR)	6.4	19.7	3	39	60	1	56	44	29	WHTZ-F	(46)
WRCN-F	Nassau-Suffolk	7.8	16.1	7	23	75	2	78	22	18	WBAB-F	(51)	
WPLR-F	New Haven	9.2	13.8	11	22	77	1	83	17	30	WKCI-F	(34)	
WNEW-F	New York	6.5	19.3	4	14	84	2	64	36	25	WXRK-F	(46)	
WAXQ-F	New York	6.9	18.2	4	46	52	2	72	28	29	WHTZ-F	(44)	
WNOR-F	Norfolk	8.8	14.3	8	44	55	1	74	26	21	WNVZ-F	(34)	
WROX-F	Norfolk	(NR/MR)	7.4	17.1	7	49	50	1	71	29	35	WNOR-F	(44)
KATT-F	Oklahoma City	10.7	11.7	13	35	65	0	67	33	26	KJYO-F	(43)	
KEZO-F	Omaha	8.2	15.4	4	28	71	1	57	43	18	KQKQ-F	(38)	
WJRR-F	Orlando	5.7	22.0	3	37	61	2	79	21	27	WDIZ-F	(45)	
WMMO-F	Orlando	8.9	10.9	5	4	91	5	46	54	19	WHTQ-F	(37)	
WJCT-F	Peoria	8.5	14.8	21	36	60	4	76	24	26	WMPX-F	(32)	
WMMR-F	Philadelphia	7.3	17.3	5	22	78	0	70	30	21	WYSP-F	(58)	
WIBF-F	Philadelphia	(MR/NR)	7.2	17.4	6	41	59	0	64	36	26	WPLY-F	(47)
KUPD-F	Phoenix	9.7	12.9	11	36	64	0	77	23	23	KDKB-F	(41)	
KDKB-F	Phoenix	6.7	18.7	6	18	82	0	59	41	27	KUPD-F	(42)	
KZON-F	Phoenix	(PROG)	9.0	14.0	5	5	93	2	53	47	24	KDKB-F	(29)
KEDJ-F	Phoenix	(MR/NR)	6.1	20.8	5	52	44	4	65	35	38	KUPD-F	(38)
WDVE-F	Pittsburgh	11.1	11.3	11	32	67	1	75	25	19	WRRK-F	(33)	
WBLM-F	Portland, ME	9.0	14.0	10	40	58	2	66	34	25	WBGX-F	(37)	
KUFO-F	Portland, OR	7.5	16.9	9	47	53	0	80	20	30	KGON-F	(42)	
KINK-AF	Portland, OR	(PROG)	8.1	15.5	6	3	83	14	48	52	37	KGON-F	(34)
WHEB-F	Portsmouth, NH	9.7	13.1	5	39	61	0	62	38	21	WERZ-F	(28)	
WHJY-F	Providence	10.5	11.9	8	38	59	3	72	28	25	WPRO-F	(34)	
WBRU-F	Providence	(MR/NR)	7.4	17.0	6	58	41	1	64	36	37	WHJY-F	(48)
WRDU-F	Raleigh	8.1	15.6	8	32	68	0	63	37	28	WZZU-F	(48)	
KTHX-F	Reno	(PROG)	14.8	8.5	17	4	92	4	63	37	25	KOZZ-F	(25)

AOR/MODERN ROCK/PROGRESSIVE

(Continued)

NATIONAL MEAN:		7.7	16.3	7.9	34.2	64.4	1.4	67.5	32.5	25.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WRXL-F	Richmond	6.9	18.1	10	40	60	0	67	33	24	WVGO-F	(35)
WVGO-F	Richmond	8.7	14.6	10	21	78	1	56	44	22	WRXL-F	(52)
KCAL-F	Riverside-SB	9.0	14.1	7	29	70	1	60	40	31	KLOS-F	(36)
WROV-F	Roanoke	8.3	15.2	17	22	71	7	76	24	25	WXLK-F	(41)
WCMF-F	Rochester	8.5	14.9	10	30	65	5	74	26	22	WPXY-F	(37)
WMAX-F	Rochester	7.5	16.7	3	15	85	0	56	44	20	WCMF-F	(46)
WXRX-F	Rockford	13.0	9.7	14	26	73	1	66	34	19	WZOK-F	(37)
KWOD-F	Sacramento	6.7	18.9	10	59	41	0	74	26	43	KGBY-F	(31)
KRXQ-F	Sacramento	7.1	17.8	8	36	60	4	78	22	30	KXOA-F	(31)
WKQZ-F	Saginaw	10.0	12.6	10	17	83	0	79	21	19	WHNN-F	(35)
KSHE-F	St. Louis	9.7	12.9	9	38	61	1	69	31	26	KSD -F	(39)
KPNT-F	St. Louis	6.8	18.4	7	51	49	0	62	38	29	KSHE-F	(46)
KPIG-F	Salinas-Mont	10.3	12.2	5	4	93	3	75	25	32	KUFY-F	(27)
KXRK-F	Salt Lake	6.8	18.4	7	64	36	0	63	37	32	KUTQ-F	(43)
KBER-F	Salt Lake	6.5	19.4	9	65	35	0	76	24	25	KUTQ-F	(32)
KISS-F	San Antonio	7.9	16.0	13	45	54	1	68	32	35	KZEP-F	(34)
XTRA-F	San Diego	6.2	20.2	4	22	65	13	64	36	32	XHRM-F	(51)
KIOZ-F	San Diego	6.6	19.0	6	44	56	0	76	24	25	KGB -F	(36)
XHRM-F	San Diego	5.1	24.8	3	38	62	0	56	44	29	XTRA-F	(59)
KITS-F	San Francisco	6.4	19.6	7	44	56	0	62	38	35	KOME-F	(26)
KFOG-F	San Francisco	6.3	20.1	3	12	88	0	57	43	31	KITS-F	(29)
KSJO-F	San Jose	7.6	16.5	8	37	62	1	73	27	24	KOME-F	(49)
KOME-F	San Jose	5.5	23.0	5	62	36	2	68	32	36	KSJO-F	(39)
KXFX-F	Santa Rosa	7.3	17.2	11	47	53	0	63	37	34	KRQK-F	(28)
KNDD-F	Seattle	7.1	17.6	8	51	48	1	67	33	30	KUBE-F	(32)
KISW-F	Seattle	8.3	15.1	7	31	66	3	77	23	19	KNDD-F	(42)
KMTT-F	Seattle	8.3	15.1	5	7	92	1	55	45	31	KZOK-F	(31)
KRRO-F	Sioux Falls	10.5	12.0	17	38	62	0	74	26	18	KTWB-F	(30)
WAQX-F	Syracuse	7.7	16.4	8	32	64	4	72	28	21	WNTQ-F	(43)
WXTB-F	Tampa-SP	11.3	11.2	12	46	53	1	73	27	30	WFLZ-F	(36)
WHPT-F	Tampa-SP	7.9	15.9	6	10	85	5	61	39	18	WCOF-F	(38)
WIOT-F	Toledo	7.7	16.3	7	37	63	0	74	26	18	WXKR-F	(38)
KLPX-F	Tucson	9.9	12.7	12	38	59	3	70	30	16	KKHG-F	(40)
KMOD-F	Tulsa	10.5	12.0	10	17	83	0	80	20	19	KMYZ-F	(36)
WHFS-F	Washington	6.7	18.7	8	40	60	0	55	45	29	WWDC-F	(45)
WWDC-F	Washington	5.0	25.3	4	39	60	1	64	36	20	WHFS-F	(42)
WPBZ-F	West Palm	10.0	12.6	8	61	39	0	76	24	29	WKGR-F	(40)
KICT-F	Wichita	6.6	19.1	11	40	60	0	71	29	24	KRZZ-F	(55)

CLASSIC ROCK

NATIONAL MEAN:		6.6	19.0	5.2	19.2	79.3	1.5	68.9	31.1	22.6	LEADING	
		TSL	T/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME	CUME SHARER	
WQBK-F	Albany	5.9	21.2	2	24	73	3	72	28	31	WPYX-F (43)	
KLSK-F	Albuquerque	4.6	27.3	4	15	85	0	62	38	12	KZRR-F (53)	
KBFX-F	Anchorage	6.6	19.1	7	18	82	0	82	18	19	KWHL-F (43)	
WZGC-F	Atlanta	6.5	19.5	4	25	73	2	68	32	21	WKLS-F (51)	
KPEZ-F	Austin	6.3	19.8	6	10	87	3	70	30	19	KLBJ-F (43)	
WZLX-F	Boston	6.7	18.7	5	17	82	1	71	29	25	WBCN-F (46)	
WGRF-F	Buffalo	6.3	20.1	3	17	83	0	69	31	29	WJFX-F (40)	
WSKZ-F	Chattanooga	7.9	16.0	12	27	72	1	50	50	20	WUSY-F (40)	
WCKG-F	Chicago	5.2	24.3	4	21	75	4	65	35	17	WRCX-F (36)	
WOFX-F	Cincinnati	5.7	22.0	2	24	76	0	74	26	15	WEBN-F (57)	
WNCX-F	Cleveland	7.7	16.3	4	18	80	2	69	31	32	WMMS-F (49)	
KKFM-F	Colorado Spgs	7.2	17.6	5	25	75	0	69	31	24	KKCS-F (29)	
WLVA-F	Columbus, OH	6.4	19.7	4	13	84	3	70	30	25	WBZX-F (40)	
KZPS-F	Dallas-FW	5.0	25.3	4	15	84	1	61	39	20	KTXQ-F (39)	
KRFK-F	Denver	7.1	17.7	5	27	73	0	73	27	18	KBPI-F (31)	
WCSX-F	Detroit	5.2	24.1	2	20	79	1	65	35	23	WRIF-F (38)	
WBYR-F	Fort Wayne	7.9	16.0	6	25	74	0	69	31	18	WJKE-F (37)	
KJFX-F	Fresno	6.0	21.2	7	23	77	0	59	41	31	KRZR-F (33)	
WLAV-F	Grand Rapids	8.8	14.4	4	16	84	0	67	33	13	WKLQ-F (50)	
KCFX-F	Kansas City	9.9	12.7	5	10	85	5	64	36	22	KYYS-F (41)	
KKLZ-F	Las Vegas	6.3	20.0	6	7	93	0	67	33	19	KOMP-F (40)	
KLSX-F	Los Angeles	6.0	21.0	3	22	75	3	73	27	34	KLOS-F (38)	
WQMF-F	Louisville	5.5	23.1	3	29	71	0	68	32	22	WTFX-F (43)	
WZTA-F	Miami	5.0	25.2	3	22	77	1	70	30	22	WSHE-F (57)	
WKLH-F	Milwaukee	8.4	15.0	7	14	85	1	60	40	19	WLUM-F (29)	
KQRS-AF	Minneapolis	9.1	13.9	5	24	74	2	69	31	23	KEGE-F (37)	
WXRK-F	New York	7.1	17.8	3	21	77	2	73	27	37	WNEW-F (34)	
KRXO-F	Oklahoma City	8.1	15.6	11	17	81	2	73	27	24	KJYO-F (29)	
KKCD-F	Omaha	8.5	14.9	8	13	86	1	72	28	18	KEZO-F (55)	
WHTQ-F	Orlando	5.7	22.0	3	20	79	1	66	34	21	WDIZ-F (42)	
WYSP-F	Philadelphia	5.8	21.7	2	21	76	3	72	28	33	WMMR-F (44)	
WSLX-F	Phoenix	8.3	15.2	7	13	86	1	69	31	20	KDKB-F (37)	
WRRK-F	Pittsburgh	7.4	16.9	4	14	81	5	71	29	25	WDVE-F (58)	
KGON-F	Portland, OR	7.3	17.2	5	19	81	0	75	25	31	KUFO-F (44)	
WWRX-F	Providence	5.5	22.9	3	17	80	3	68	32	24	WHJY-F (44)	
KOZZ-F	Reno	10.0	12.5	10	11	89	0	72	28	17	KRZQ-F (28)	
KSEG-F	Sacramento	6.3	20.1	4	11	87	2	63	37	20	KXOA-F (46)	
KSD -F	St. Louis	4.7	26.8	2	19	79	2	74	26	15	KSHE-F (54)	
KLZX-F	Salt Lake	6.4	19.8	8	31	66	3	79	21	15	KRSP-F (43)	
KZEP-F	San Antonio	7.1	17.7	5	10	87	3	69	31	18	KISS-F (40)	
KGB -F	San Diego	5.8	21.9	4	20	72	1	73	27	26	XTRA-F (30)	
KRQR-F	San Francisco	5.7	22.2	5	23	73	4	64	36	30	KITS-F (24)	
KUFX-F	San Jose	5.0	25.3	6	8	91	1	61	39	19	KOME-F (33)	
KZOK-F	Seattle	6.2	20.3	6	17	83	0	78	22	17	KISW-F (30)	
KKZX-F	Spokane	8.7	14.4	9	23	76	1	70	30	29	KEZE-F (31)	
WAQY-F	Springfield, MA	8.2	15.3	8	39	61	0	66	34	20	WTIC-F (32)	
WJFK-F	Washington	9.0	14.0	5	31	63	6	78	22	32	WWDG-F (28)	
WKGR-F	West Palm	8.8	14.4	6	9	90	1	71	29	23	WRFM-F (38)	
KRZZ-F	Wichita	8.2	15.3	6	21	79	0	61	39	21	KICT-F (48)	
WEZX-F	WB/Scranton	7.5	16.7	7	22	74	4	68	32	22	WKRZ-F (49)	

FULL SERVICE/VARIETY

NATIONAL MEAN:		8.5	14.7	10.4	2.5	42.7	54.8	49.8	50.2	62.6	LEADING CUME SHARER	
		TSL	T/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME		
WAKR	Akron	7.5	16.9	16	2	21	77	37	63	83	WMJI-F	(15)
WGY	Albany	8.0	15.7	11	1	37	62	44	56	74	WGNA-F	(20)
KKOB	Albuquerque	7.6	16.5	10	4	47	49	52	48	54	KRST-F	(23)
WHBY	Apple-OshKosh	8.5	14.9	8	3	47	50	50	50	79	WIXX-F	(22)
WWNC	Asheville (Country)	10.3	12.2	20	0	47	53	37	63	76	WKSF-F	(36)
WSB	Atlanta	7.1	17.7	9	3	52	45	56	44	46	WGST	(28)
WNBF	Binghamton	12.7	9.9	13	4	23	33	41	59	79	WINR	(30)
WJBC	Bloomington, IL	11.9	10.6	18	3	34	63	33	67	77	WBWN-F	(24)
KBOI	Boise	7.2	17.6	4	3	57	40	58	42	65	KIDO	(30)
WICC	Bridgeport	10.0	12.6	15	1	34	65	34	66	80	WEZN-F	(34)
WBEN	Buffalo	7.0	18.0	7	2	37	61	52	48	76	WGR	(36)
WHBC	Canton	10.4	12.1	11	0	26	74	37	63	84	WHBC-F	(22)
WCHS	Charleston, WV	8.7	14.4	13	0	50	50	69	31	48	WQBE-F	(24)
WBT	Charlotte	9.0	13.9	8	2	42	56	56	44	52	WRFX-F	(19)
WGN	Chicago	9.2	13.7	7	1	40	59	42	58	65	WBBM	(31)
WLW	Cincinnati	7.2	17.6	8	6	58	36	61	39	50	WCKY	(27)
WTVN	Columbus, OH	8.9	14.1	8	3	51	46	57	43	54	WBNS	(23)
WBAP	Dallas-FW	8.9	14.2	9	4	48	48	63	37	49	KRLD	(24)
KOA	Denver	7.3	17.2	7	2	51	47	57	43	49	KTLK	(20)
WHO	Des Moines	9.7	12.9	15	5	45	50	59	41	56	KRNT	(19)
WJR	Detroit	9.3	13.5	10	1	32	67	45	55	68	WWJ	(43)
KDAL	Duluth	11.1	11.4	9	0	33	67	43	57	70	WEBC	(30)
WIKY-F	Evansville	10.4	12.1	17	8	60	32	31	69	37	WSTO-F	(26)
KFGO	Fargo	15.7	8.0	15	2	38	60	50	50	65	WDAY	(43)
WOWO-AF	Fort Wayne	7.3	17.2	3	0	53	47	54	46	78	WMRI-F	(21)
WOOD	Grand Rapids	9.9	12.8	10	5	43	52	60	40	56	WOOD-F	(21)
WSJS	Greensboro-WS	8.5	14.8	11	2	40	58	58	42	69	WTQK-F	(27)
WHP	Harrisburg	10.6	11.9	12	3	43	54	53	47	56	WHYL-F	(17)
WTIC	Hartford	10.7	11.8	16	3	35	62	48	52	77	WRCH-F	(19)
KSSK	Honolulu	8.7	14.5	17	7	50	43	40	60	39	KSSK-F	(27)
WIBC	Indianapolis	8.6	14.6	16	1	39	60	54	45	63	WNDE	(24)
WDAF	Kansas City	13.1	9.6	24	4	48	46	57	43	57	KFKF-F	(23)
WVLC	Lexington	6.7	18.8	7	3	51	46	45	55	46	WVLC-F	(32)
KFOR	Lincoln	8.5	14.9	6	4	44	52	36	64	69	KLIN	(36)
WHAS	Louisville	8.8	14.4	13	3	48	49	46	54	57	WAMZ-F	(23)
WIBA	Madison	7.1	17.9	8	3	49	48	53	47	42	WTSO	(34)
WTMJ	Milwaukee	6.9	18.2	8	3	37	60	50	50	68	WISN	(30)
WCCO	Minneapolis	7.8	16.2	9	2	39	59	45	55	66	KSTP	(22)
WELI	New Haven	9.0	14.0	14	0	37	63	38	62	72	WEZN-F	(23)
KFAB	Omaha	6.7	18.8	7	4	34	62	52	48	75	KKAR	(26)
WDBO	Orlando	10.8	11.7	16	2	42	56	54	46	50	WMGF-F	(20)
WMBD	Peoria	9.3	13.6	11	0	34	66	38	62	77	WIRL	(23)
KEX	Portland, OR	7.5	16.9	7	2	49	49	51	49	54	KXL	(33)
WPTF	Raleigh	9.0	14.0	2	3	39	58	53	47	41	WDNC	(18)
WRVA	Richmond	8.7	14.5	12	4	35	61	50	50	64	WTVR-F	(25)
WHAM	Rochester	10.0	6.4	10	1	44	55	54	56	62	WRMM-F	(19)
WROK	Rockford	7.5	16.8	3	0	39	61	52	48	74	WGN	(22)
KMOX	St. Louis	10.0	12.6	10	3	37	60	50	50	67	KEZK-F	(18)
KSL	Salt Lake	6.3	20.0	5	6	47	47	52	48	57	KSFI-F	(28)
KFMB	San Diego	6.1	20.7	5	1	56	43	50	50	62	XTRA	(33)
KNBR	San Francisco	7.6	16.6	6	5	63	32	74	26	47	KGO	(42)
KOMO	Seattle	6.5	19.5	8	2	45	53	47	53	52	KIRO	(45)
WHYN	Springfield, MA	6.8	18.4	6	4	55	41	56	44	60	WNNZ	(33)
WSYR	Syracuse	10.8	11.6	15	3	35	62	50	50	64	WHEN	(28)
WSPD	Toledo	8.6	14.7	9	2	39	59	48	52	69	WJR	(29)
KRMG	Tulsa	9.7	13.0	14	4	49	47	52	48	52	KBEZ	(20)
WMAL	Washington	8.3	15.3	6	0	45	55	55	45	59	WTOP	(28)
WTAG	Worcester	8.8	14.3	11	0	29	71	40	60	80	WBZ	(29)
WSBA	York	7.1	17.8	10	0	45	55	61	39	77	WARM-F	(24)

BLACK/URBAN

NATIONAL MEAN:			10.3	12.2	15.8	37.1	55.7	7.2	43.4	56.6	47.9	LEADING	
			TSL	T/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME	CUME	SHARER
WVEE-F	Atlanta	(92%)	12.3	10.2	19	42	56	2	45	55	46	WALR-F	(49)
WALR-F	Atlanta	(93%)	7.2	17.5	5	20	72	8	38	62	46	WVEE-F	(70)
WTHH-F	Atlantic Cty	(85%)	14.3	8.8	26	22	69	9	45	55	49	WBSS-F	(31)
WFXA-F	Augusta, GA	(89%)	8.0	15.7	10	39	54	7	41	59	62	WAEJ-F	(38)
WXYV-F	Baltimore	(92%)	9.5	13.3	7	11	74	15	47	53	52	WERQ-F	(65)
WWIN-F	Baltimore	(97%)	9.4	13.4	10	14	74	12	44	56	50	WERQ-F	(44)
KQXL-F	Baton Rouge	(91%)	13.2	9.5	12	32	62	6	48	52	45	WXOK	(56)
WXOK	Baton Rouge	(90%)	12.3	10.2	15	20	55	25	43	57	50	KQXL-F	(73)
WENN-F	Birmingham	(93%)	11.4	11.1	15	37	54	9	40	60	49	WTUG-F	(39)
WILD	Boston	(84%)	13.4	9.4	6	12	65	23	22	78	40	WJMN-F	(62)
WBLK-F	Buffalo	(90%)	13.9	9.1	36	34	55	11	30	70	61	WKSE-F	(32)
WWWZ-F	Charleston, SC	(90%)	13.4	9.4	23	58	19	23	46	54	64	WMGL-F	(34)
WPEG-F	Charlotte	(90%)	11.6	10.8	26	42	52	6	48	52	49	WBAV-F	(38)
WBAV-F	Charlotte	(96%)	9.7	13.0	8	21	76	3	51	49	29	WPEG-F	(72)
WJTT-F	Chattanooga	(85%)	15.5	8.1	32	34	60	6	48	52	55	WNOO	(30)
WGCI-F	Chicago	(88%)	10.9	11.6	11	42	54	4	47	53	50	WVAZ-F	(43)
WVAZ-F	Chicago	(93%)	10.1	12.5	10	9	85	6	43	57	47	WGCI-F	(59)
WIZF-F	Cincinnati	(87%)	11.9	10.6	25	48	50	2	53	47	39	WKRQ-F	(25)
WZAK-F	Cleveland	(87%)	12.1	10.4	25	40	35	25	28	72	52	WZJM-F	(29)
WDM-F	Columbia, SC	(96%)	14.7	8.5	35	41	56	3	49	51	52	WFMV-F	(25)
WFXE-F	Columbus, GA	(88%)	11.1	11.4	19	42	50	8	49	51	51	WAGH-F	(52)
WCKX-F	Columbus, OH	(83%)	10.6	11.8	27	43	54	3	55	45	46	WVCO	(38)
KKDA-F	Dallas-FW	(81%)	8.7	14.5	7	45	52	3	48	52	43	KJMZ-F	(72)
KJMZ-F	Dallas-FW	(72%)	7.9	16.0	6	52	46	2	49	51	51	KKDA-F	(71)
WROU-F	Dayton	(87%)	12.7	9.9	30	31	57	12	44	56	46	WGTZ-F	(23)
WJLB-F	Detroit	(87%)	12.2	10.3	16	48	46	6	37	63	53	WMXD-F	(45)
WMXD-F	Detroit	(89%)	10.1	12.5	7	18	52	30	26	74	37	WJLB-F	(63)
WZFX-F	Fayetteville	(77%)	12.6	10.0	23	40	54	6	47	53	45	WLRD-F	(21)
WDZZ-F	Flint	(80%)	9.2	13.7	14	33	58	9	47	53	61	WOWE-F	(33)
WJMH-F	Greensboro-WS	(71%)	10.0	12.6	11	60	39	1	46	54	46	WQMG-F	(54)
WQMG-F	Greensboro-WS	(93%)	8.9	14.1	9	37	57	6	45	55	42	WJMH-F	(67)
WIKS-F	Green-New Bern	(90%)	11.7	10.8	29	53	44	3	58	42	49	WFXX-F	(19)
WJMZ-F	Greenville, SC	(83%)	12.4	10.2	33	46	51	3	51	49	46	WLWZ-F	(20)
KMJQ-F	Houston	(79%)	8.5	14.9	5	49	49	2	53	47	44	KBXX-F	(73)
KHYS-F	Houston	(88%)	8.7	14.5	4	10	83	7	42	58	27	KMJQ-F	(54)
WTLC-F	Indianapolis	(82%)	11.2	11.3	15	34	52	14	42	58	49	WHHH-F	(56)
WJMI-F	Jackson	(94%)	12.1	10.4	9	50	47	3	49	51	49	WIIN-F	(48)
WJBT-F	Jacksonville	(88%)	12.8	9.9	27	60	34	6	55	45	48	WHJX-F	(44)
KPRS-F	Kansas City	(89%)	19.2	6.6	29	34	59	7	51	49	48	KISF-F	(21)
KIPR-F	Little Rock	(88%)	14.1	9.0	22	50	47	3	47	53	54	KYFX-F	(30)
KKBT-F	Los Angeles	(69%)	9.0	14.0	10	50	50	0	53	47	50	KPWR-F	(62)
WGZB-F	Louisville	(74%)	11.8	10.7	22	46	52	2	35	65	50	WLSY-F	(30)
WHRK-F	Memphis	(91%)	10.2	12.4	11	58	39	3	40	60	51	KMJS-F	(64)
WDIA	Memphis	(99%)	9.0	14.1	10	11	65	24	41	59	56	WHRK-F	(52)
WEDR-F	Miami	(85%)	9.3	13.6	12	34	64	2	44	56	49	WHQT-F	(51)
WHQT-F	Miami	(74%)	7.6	16.6	5	27	64	9	36	64	37	WEDR-F	(61)
WKKV-F	Milwaukee	(77%)	11.4	11.0	25	49	49	2	35	65	54	WLUM-F	(30)
WBLX-F	Mobile	(97%)	14.2	8.9	17	40	52	8	40	60	55	WDLT-F	(38)
WZHT-F	Montgomery	(71%)	12.4	10.2	24	45	49	6	45	55	47	WMCZ-F	(45)
WQK-F	Nashville	(84%)	9.2	13.8	8	47	42	11	43	57	58	WJCE-F	(43)
WQUE-F	New Orleans	(85%)	12.4	10.1	13	57	40	3	45	55	52	WYLD-F	(53)
WYLD-F	New Orleans	(92%)	8.5	14.8	5	23	65	12	38	62	34	WQUE-F	(61)
WBSL-F	New York	(84%)	7.9	15.9	4	29	65	6	44	56	58	WRKS-F	(61)
WRKS-F	New York	(73%)	6.9	18.1	4	45	52	3	38	62	60	WQHT-F	(58)
WOWI-F	Norfolk	(88%)	10.6	11.9	16	49	46	5	59	41	48	WMYK-F	(38)
KVSP	Oklahoma City	(92%)	10.7	11.8	31	38	53	9	33	67	37	KJYO-F	(33)
WJHM-F	Orlando	(56%)	9.1	13.8	17	55	41	4	50	50	46	WXXL-F	(42)
WUSL-F	Philadelphia	(82%)	9.5	13.2	10	55	42	3	50	50	58	WIOQ-F	(50)
WDAS-F	Philadelphia	(86%)	10.8	11.6	7	10	79	11	39	61	46	WUSL-F	(52)
WAMO-F	Pittsburgh	(70%)	12.4	10.1	24	39	55	6	44	56	55	WBZZ-F	(37)
WQOK-F	Raleigh	(93%)	11.1	11.3	17	39	55	6	41	59	47	WFXC-F	(33)

BLACK/URBAN
(Continued)

NATIONAL MEAN:			10.3	12.2	15.8	37.1	55.7	7.2	43.4	56.6	47.9	LEADING	
			TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WFXC-FF	Raleigh	(88%)	10.1	12.5	9	14	81	5	42	58	40	WQOK-F	(62)
WCDX-F	Richmond	(93%)	12.2	10.3	19	37	54	9	46	54	48	WPLZ-F	(53)
WPLZ-F	Richmond	(94%)	8.0	15.7	7	30	49	21	45	55	52	WCDX-F	(64)
WJJX-FF	Roanoke	(71%)	9.0	14.0	31	48	45	7	35	65	43	WXLK-F	(29)
WDX-F	Rochester	(---)	9.6	13.1	26	35	58	7	37	63	58	WPXY-F	(44)
KMJM-F	St. Louis	(89%)	13.4	9.4	23	46	51	3	37	63	52	KXOK-F	(31)
KSOL-F	San Francisco (B/AC)	(53%)	5.9	21.5	4	17	73	10	34	66	33	KMEL-F	(48)
WEAS-F	Savannah	(98%)	14.2	8.9	11	43	53	4	63	37	48	WLVH-F	(65)
WLVH-F	Savannah	(93%)	12.2	10.3	11	14	82	4	46	54	47	WEAS-F	(58)
KMJJ-F	Shreveport	(92%)	9.8	12.9	16	44	49	7	45	55	53	KDKS-F	(60)
KDKS-F	Shreveport	(85%)	12.0	10.5	12	37	62	1	40	60	54	KMJJ-F	(79)
WHBX-F	Tallahassee	(97%)	12.4	10.2	19	39	50	11	37	63	41	WXSR-F	(17)
WPGC-F	Washington	(78%)	10.0	12.6	12	55	43	2	47	53	49	WKYS-F	(41)
WMMJ-F	Washington (B/AC)	(96%)	10.6	11.9	6	13	78	9	36	64	27	WHUR-F	(51)
WKYS-F	Washington	(88%)	6.2	20.2	4	23	71	6	42	58	38	WPGC-F	(70)
WHUR-F	Washington	(90%)	6.4	19.8	3	12	76	12	35	65	32	WPGC-F	(57)
WMNX-F	Wilmington, NC	(69%)	14.2	8.9	28	55	39	6	36	64	48	WZFX-F	(35)

NEWS AND NEWS/TALK

NATIONAL MEAN:		6.6	19.2	7.3	2.6	43.4	54.0	53.2	46.8	55.8	
		<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>LEADING CUME SHARER</u>
KLBJ	Austin	7.4	13.9	7	3	56	41	64	36	44	KASE-F (22)
WBAL	Baltimore	9.1	13.8	10	4	41	55	52	48	67	WCBM (21)
WBZ	Boston	7.4	17.1	8	2	36	62	46	54	62	WPLM-F (29)
WBBM	Chicago	5.8	21.8	5	3	34	63	47	53	63	WGN (34)
WMAQ	Chicago	4.7	26.7	4	3	45	52	53	47	48	WGN (40)
KRLD	Dallas-FW	5.6	22.7	9	3	49	48	50	50	42	WBAP (33)
WWJ	Detroit	6.6	19.2	6	3	42	55	54	46	58	WJR (38)
KMJ	Fresno	12.5	10.1	1	3	48	49	64	36	44	KSKS-F (13)
KTRH	Houston	5.5	22.9	7	4	55	41	59	41	42	KPRC (31)
KNX	Los Angeles	5.1	24.9	6	3	44	53	57	43	47	KFWB (28)
KFWB	Los Angeles	4.9	25.9	8	1	43	56	43	47	45	KNX (24)
WCBS	New York	6.0	20.8	7	3	37	60	45	55	73	WABC (24)
WINS	New York	5.2	24.4	9	5	44	51	47	53	77	WCBS (19)
KYW	Philadelphia	5.3	23.7	6	3	47	50	46	54	70	WPEN (17)
KTAR	Phoenix	6.3	20.0	7	4	43	53	56	44	50	KFYI (26)
KDKA	Pittsburgh	10.1	12.5	10	1	26	73	41	59	73	WTAE (30)
KXL	Portland, OR	8.6	14.6	10	1	44	55	58	42	57	KGON-F (33)
WHJJ	Providence	9.3	13.5	8	2	24	74	44	56	74	WPRO (41)
KFBK	Sacramento	11.4	11.0	13	3	50	47	56	44	46	KSTE (16)
WOAI	San Antonio	6.8	18.6	7	1	45	54	57	43	53	KTSA (30)
KSDO	San Diego	8.8	14.4	7	2	47	51	61	39	54	KFMB (23)
KCBS	San Francisco	5.5	22.9	7	1	41	58	55	45	53	KGO (38)
KIRO	Seattle	6.8	18.6	8	2	47	51	58	42	51	KOMO (35)
WTOP	Washington	4.7	26.7	5	3	53	46	54	46	52	WMAL (24)

TALK AND TALK/NEWS

NATIONAL MEAN:		8.3	15.1	7.6	2.7	48.3	48.0	56.8	43.2	53.2	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
WNIR-F	Akron	10.5	12.0	9	4	42	54	50	50	52	WGAR-F	(17)
WQBK	Albany	7.4	17.1	3	3	34	63	55	45	75	WGY	(51)
WAEB	Allen-Beth	7.3	17.3	9	2	52	46	59	41	61	WLEV-F	(25)
KENI	Anchorage	10.3	12.2	13	4	56	40	76	24	40	KBYR	(30)
WGST	Atlanta	7.6	16.6	5	2	66	32	69	31	36	WSB	(57)
WOND	Atlantic City	10.2	12.4	6	0	37	63	41	59	78	WMID	(37)
WGAC	Augusta, GA	10.0	12.6	16	3	53	44	54	46	54	WSLT-F	(20)
KERN	Bakersfield	11.3	11.2	15	4	52	44	65	35	43	KUZZ-F	(32)
WCBM	Baltimore	9.9	12.7	11	4	43	53	65	45	63	WBAL	(57)
WJBO	Baton Rouge	7.0	18.0	7	3	56	41	50	50	44	WYNK-F	(25)
WERC	Birmingham	11.4	11.1	8	1	46	53	56	44	49	WJOX	(25)
KIDO	Boise	8.8	14.3	4	3	34	63	55	45	65	KBOI	(39)
WRKO	Boston	11.2	11.3	10	3	33	64	41	59	62	WBZ	(46)
WGR	Buffalo	7.3	17.1	4	6	53	41	66	34	56	WBEN	(52)
WTMA	Charleston, SC	8.4	15.0	3	6	62	32	69	31	45	WXTC-F	(17)
WLS	Chicago	10.2	12.3	10	1	34	65	44	56	60	WGN	(39)
WCKY	Cincinnati	8.8	14.4	7	5	40	55	45	55	69	WLW	(51)
WWWE	Cleveland	5.9	21.5	4	5	42	53	54	46	49	WKNR	(28)
KVOR	Colorado Spgs	8.5	14.9	8	0	45	55	54	46	56	KOA	(38)
WVOC	Columbia, SC	8.8	14.2	7	0	66	34	68	32	45	WSCQ-F	(25)
KLIF	Dallas-FW	6.6	19.0	3	2	74	24	70	30	44	WBAP	(44)
WOC	Davenport-RI	9.8	12.8	14	2	36	62	59	41	70	WLLR-F	(20)
WHIO	Dayton	8.9	14.1	12	2	33	65	41	59	76	WLW	(26)
KTLK	Denver	7.2	17.6	3	0	52	48	50	50	50	KOA	(87)
WXYT	Detroit	11.5	11.0	8	3	43	54	58	42	52	WJR	(38)
KTSM	El Paso	10.3	12.2	7	0	48	52	65	35	58	KROD	(40)
WLKK	Erie	8.9	14.2	10	4	26	70	52	48	62	WFLP	(40)
WFBC	Greenville, SC	10.6	11.9	13	2	69	29	66	34	53	WMYI-F	(26)
KHVH	Honolulu	8.7	14.5	4	0	62	38	58	42	36	KHNR	(23)
KPRC	Houston	8.4	15.1	7	1	43	57	56	44	45	KTHR	(55)
WOKV	Jacksonville	7.2	17.5	4	2	64	36	63	37	28	WEJZ-F	(22)
WKZO	Kalamazoo	6.1	20.7	5	0	40	60	56	44	59	WKMI	(33)
KMBZ	Kansas City	7.3	17.4	5	5	53	47	63	37	47	KCMO	(28)
WIVK	Knoxville	8.6	14.6	4	2	51	47	67	33	51	WIVK-F	(51)
KLIN	Lincoln	6.2	20.5	4	5	65	30	60	40	55	KFOR	(37)
KARN	Little Rock	7.4	16.9	17	5	51	44	57	43	39	KSSN-F	(23)
KFI	Los Angeles	9.0	14.0	5	3	51	46	52	48	45	KABC	(26)
KABC	Los Angeles	9.7	13.1	9	0	34	66	44	56	62	KFI	(40)
KMPC	Los Angeles	5.0	25.3	4	2	62	36	55	45	42	KFI	(47)
WMC	Memphis	8.1	15.6	6	2	55	43	56	44	42	WREC-F	(34)
WIOD	Miami	9.0	14.0	5	6	58	36	77	23	42	WQAM	(29)
WISN	Milwaukee	9.6	13.1	5	4	55	41	63	37	46	WTMJ	(53)
KSTP	Minneapolis	9.0	14.0	5	4	64	36	66	34	46	WCCO	(52)
WLAC	Nashville	7.5	16.9	6	3	61	36	63	37	37	WWTN-F	(28)
WWL	New Orleans	8.7	14.4	7	5	55	40	70	30	43	WNOE-F	(19)
WABC	New York	11.0	11.5	5	2	36	62	52	48	67	WOR	(36)
WOR	New York	9.2	13.7	6	0	19	81	24	76	86	WABC	(43)
WNIS	Norfolk	8.0	15.7	8	4	62	34	62	38	38	WTAR	(35)
KTOK	Oklahoma Cty	7.5	16.9	10	5	35	60	52	48	55	WKY	(25)
KKAR	Omaha	7.0	18.1	3	3	60	37	70	30	55	KFAB	(71)
WTKS-F	Orlando	7.1	17.8	7	12	81	7	68	32	27	WJRR-F	(30)
WTAZ-F	Peoria	9.2	13.7	8	5	48	47	42	58	61	WSWT-F	(25)
WVDB-F	Philadelphia	9.4	13.4	7	2	36	62	46	54	65	KYW	(42)
KFYI	Phoenix	11.9	10.6	7	7	38	55	58	42	49	KTAR	(43)
WTAE	Pittsburgh	7.2	17.4	4	1	37	62	48	52	67	KDKA	(63)
WPRO	Providence	6.9	18.3	6	5	38	47	42	58	73	WHJJ	(37)
KKOH	Reno	13.2	9.5	19	2	57	41	71	29	46	KBUL-F	(17)
KSTE	Sacramento	8.5	14.9	1	0	59	41	47	53	46	KFBK	(60)
WSGW	Saginaw	10.6	11.8	12	2	27	71	40	60	73	WHNN-F	(25)
KALL	Salt Lake	7.0	18.0	2	5	63	32	66	34	45	KSL	(37)
KTSA	San Antonio	9.8	12.8	7	4	50	46	57	43	53	WOAI	(38)

TALK AND TALK/NEWS
(Continued)

NATIONAL MEAN:		8.3	15.1	7.6	2.7	48.3	48.0	56.8	43.2	53.2	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>
KGO	San Francisco	8.3	15.1	8	1	48	51	52	48	51	KCBS	(35)
KSFO	San Francisco	3.8	33.3	1	6	63	31	65	35	33	KGO	(54)
WBMQ	Savannah	11.0	11.4	18	0	61	39	72	28	39	WCHY-F	(24)
KVI	Seattle	10.2	12.4	9	2	57	41	63	37	44	KIRO	(33)
KXLY	Spokane	6.4	19.5	8	0	45	55	55	45	52	KGA	(18)
WFLA	Tampa-SP	12.0	10.5	10	1	38	61	57	43	57	WWRM-F	(18)
KNST	Tucson	8.7	14.5	11	0	46	54	54	46	52	KIIM-F	(18)
WIBX	Utica	8.3	15.3	11	3	24	73	56	44	83	WLZW-F	(22)
WWRC	Washington	7.0	18.0	2	2	38	60	58	42	50	WMAL	(42)
WJNO	West Palm	9.2	13.7	11	2	36	62	56	44	50	WBZT	(29)
KNSS	Wichita	9.0	14.1	10	0	48	52	50	50	54	KFH	(29)
WKBN	Youngstown	13.4	9.4	10	0	28	72	41	59	79	WKBN-F	(25)

STANDARDS/NOSTALGIA/TRADITIONAL MOR

NATIONAL MEAN:		11.1	11.4	15.0	0.9	15.5	83.6	39.6	60.4	66.3	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WABY	Albany	14.3	8.8	17	0	18	82	42	58	66	WGY	(30)
KIVA	Albuquerque	10.7	11.8	12	9	15	76	38	62	32	KKOB	(55)
WEST	Allen-Beth	11.5	10.9	16	0	17	83	39	61	86	WFMZ-F	(34)
KHAR	Anchorage	14.0	9.0	21	7	28	65	50	50	63	KENI	(27)
WNAM	Apple-OshKosh	10.3	12.3	16	0	22	78	43	57	71	WJBY	(34)
WXKS	Boston	10.9	11.5	10	1	12	87	29	71	65	WBZ	(46)
WECK	Buffalo	11.3	11.1	14	0	9	91	48	52	73	WBEN	(45)
WAIT	Chicago	8.9	14.2	4	0	12	88	35	65	70	WJJD	(47)
WSAI	Cincinnati	12.8	9.8	15	1	22	77	42	58	62	WLW	(40)
WRMR	Cleveland	14.4	8.8	19	0	7	93	37	63	73	WWWE	(25)
WROD	Daytona Beach	10.4	12.1	22	0	0	100	32	68	81	WSBB	(42)
KEZW	Denver	10.5	12.0	16	0	14	86	35	65	71	KOA	(51)
KRNT	Des Moines	10.0	12.6	13	0	24	76	40	60	66	WHO	(51)
CKWW	Detroit	12.7	9.9	18	0	7	93	42	58	72	WJR	(46)
WRIE	Erie	11.8	10.7	17	0	16	84	39	61	79	WFLP	(33)
WFDF	Flint	10.0	12.6	23	0	12	88	42	58	76	WJR	(32)
KJWL-F	Fresno	16.5	7.7	19	5	34	41	29	71	39	KMJ	(45)
WHYL	Harrisburg	10.2	12.4	16	0	14	86	43	57	79	WHP	(42)
WDRC	Hartford	9.5	13.2	16	0	12	88	44	56	80	WTIC	(52)
KQUE-F	Houston	11.1	11.4	20	0	31	69	43	57	46	KTRH	(30)
KFEZ	Kansas City	11.8	10.7	9	0	11	89	29	71	56	KMBZ	(47)
KJUL-F	Las Vegas	12.2	10.3	22	1	26	73	47	53	54	KRBO-F	(16)
KMEM	Lincoln	9.8	12.8	9	0	27	73	33	67	56	KFOR	(39)
KLAC	Los Angeles	9.2	13.7	5	0	21	79	50	50	58	KNX	(31)
WFEA	Manchester	17.0	7.4	24	0	12	88	29	71	74	WGIR	(35)
WOKY	Milwaukee	10.7	11.8	14	1	13	86	30	70	78	WTMJ	(46)
KLBB	Minneapolis	7.9	15.9	8	0	11	89	46	54	67	WCCO	(60)
KBEE	Modesto	12.0	10.5	21	0	29	71	39	61	66	KNBR	(24)
WHLI	Nassau-Suff	19.6	6.4	9	0	10	90	39	61	77	WCBS	(33)
WBYU	New Orleans	11.9	10.6	22	0	19	81	32	68	55	WWL	(31)
WQEW	New York	8.0	15.7	5	0	20	80	48	52	64	WCBS	(33)
WPEN	Philadelphia	12.9	9.7	14	0	8	92	37	63	78	KYW	(50)
KOY	Phoenix	10.5	12.0	17	2	13	85	42	58	67	KTAR	(40)
WJAS	Pittsburgh	10.2	12.3	11	0	11	89	43	57	60	KDKA	(58)
KKSN	Portland, OR	10.2	12.4	14	0	14	86	51	49	59	KXL	(35)
WLKW	Providence	12.1	10.4	17	1	13	86	49	51	67	WHJJ	(35)
WBBF	Rochester	8.6	14.7	15	0	21	79	34	66	54	WHAM	(54)
KCTC	Sacramento	10.3	12.2	13	0	12	88	39	61	46	KFBK	(52)
WRTH	St. Louis	9.0	14.0	7	6	16	78	35	65	65	KMOX	(64)
KDYL	Salt Lake	9.2	13.7	15	0	26	84	48	52	60	KSL	(46)
KLUP	San Antonio	10.9	11.6	15	0	23	77	44	56	59	WOAI	(33)
KPOP	San Diego	9.8	12.9	14	4	9	87	44	56	61	KSDO	(37)
KABL	San Francisco	8.8	14.4	12	0	12	88	34	66	60	KCBS	(38)
KIXI	Seattle	11.5	10.9	20	0	14	86	43	57	71	KIRO	(35)
WMAS	Springfield, MA	12.3	10.2	20	0	13	87	40	60	74	WHYN	(33)
WFBL	Syracuse	11.8	10.7	12	0	12	88	38	62	70	WSYR	(49)
WGUL-AF	Tampa-SP	15.4	8.2	28	0	5	95	39	61	79	WLVU-F	(19)
KCEE	Tucson	10.4	12.2	14	0	23	77	33	67	64	KNST	(28)
WUTQ	Utica	23.4	5.4	20	0	0	100	38	62	71	WIBX	(51)
WWDC	Washington	8.1	15.6	7	0	11	89	46	54	80	WTOP	(43)
WNAK	WB/Scranton	15.8	8.0	10	0	8	92	31	69	83	WILK	(39)

HISPANIC

NATIONAL MEAN:		10.3	12.2	13.3	20.1	55.4	24.5	44.4	55.6	57.9	LEADING	
		TSL	I/O RATIO	EXCL	%	%	%	%M	%F	AT HOME	CUME	SHARER
					12-24	25-54	55+					
KIWI-F	Bakersfield	12.6	10.0	21	31	59	10	32	68	80	KKXX-F	(29)
WOJO-F	Chicago	13.4	9.4	19	29	65	6	50	50	46	WIND	(41)
KUNO	Corpus Christi	12.4	10.2	28	0	30	70	34	66	89	KCCCT	(23)
KESS	Dallas-FW	9.8	12.8	17	30	62	8	64	36	46	KRVA	(40)
KBNA-AF	El Paso	11.7	10.8	18	18	67	15	46	54	50	KPRR-F	(37)
KINT-F	El Paso	7.4	17.1	6	11	60	29	46	54	40	KBNA-F	(49)
KAMA	El Paso	8.6	14.7	11	15	65	20	35	65	78	KBNA-F	(38)
KOQO-AF	Fresno	11.6	10.8	28	26	48	26	50	50	78	KZFO-F	(27)
KGST	Fresno	12.7	9.9	14	4	52	44	31	69	90	KXEX	(54)
KQQK-F	Houston	7.4	17.1	4	25	70	5	61	39	39	KXTJ-F	(45)
KXTJ-F	Houston	8.4	15.0	4	36	57	7	48	52	43	KQQK-F	(56)
KLAT	Houston	9.3	13.5	8	7	73	20	57	43	59	KLTN-F	(39)
KDOL	Las Vegas	13.5	9.3	42	45	54	1	50	50	62	KLUC-F	(25)
KLAX-F	Los Angeles	11.6	10.9	14	34	63	3	52	48	59	KPWR-F	(30)
KLVE-F	Los Angeles	9.2	13.7	10	22	73	5	49	51	56	KLAX-F	(39)
KXED	Los Angeles	16.4	7.7	17	6	62	32	47	53	57	KLVE-F	(38)
KKHJ	Los Angeles	9.0	14.0	7	25	70	5	54	46	63	KLAX-F	(56)
KWKW	Los Angeles	8.9	14.2	10	13	66	21	50	50	62	KLAX-F	(52)
KIWW-F	McAllen-Browns.	7.5	16.9	9	30	59	11	46	54	44	KKPS-F	(42)
KGBT	McAllen-Browns.	12.3	10.3	28	8	46	46	38	62	87	KIWW-F	(34)
KTJN-FF	McAllen-Browns.	6.7	18.9	7	46	46	8	44	56	66	KIWW-F	(61)
WRMA-F	Miami	12.4	10.2	11	8	73	19	40	60	39	WRTO-F	(31)
WAQI	Miami	15.3	8.3	13	0	23	77	57	43	73	WQBA	(36)
WXDJ-F	Miami	9.7	13.0	7	19	63	18	44	56	43	WPOW-F	(34)
WRTO-F	Miami	11.3	11.1	9	7	54	39	34	66	51	WRMA-F	(42)
WCMQ	Miami	16.5	7.6	12	3	24	73	39	61	81	WCMQ	(41)
WQBA	Miami	9.1	13.9	7	1	29	70	42	58	76	WQBA	(54)
WSKQ-F	New York	12.9	9.8	15	15	75	10	52	48	56	WSKQ-F	(60)
WADO	New York	12.7	9.9	21	4	48	48	40	60	78	WSKQ-F	(53)
KXLM-F	Oxnard-Vent	12.0	10.5	20	41	54	5	55	45	48	KELF-F	(33)
KCAL	Riverside-SB	9.3	13.5	10	24	53	23	31	69	78	KDIF	(62)
KTGE	Salinas-Mont	12.2	10.3	12	31	65	4	50	50	55	KKLF-F	(43)
KRAY-F	Salinas-Mont	9.7	13.0	10	28	68	4	52	48	45	KKLF-F	(39)
KROM-F	San Antonio	10.6	11.8	8	12	61	27	24	76	72	KXTN-F	(32)
KRIO-F	San Antonio	5.8	21.9	3	27	53	20	40	60	50	KXTN-F	(58)
KLOK	San Fran/SJ	14.4	8.7	18	39	58	3	58	42	43	KBRG-F	(27)
KOFY	San Francisco	8.8	14.4	11	39	49	12	56	44	46	KLOK	(36)
KOHT-F	Tucson	7.0	18.0	9	23	65	12	35	65	42	KOHT-F	(34)

RELIGION/GOSPEL

NATIONAL MEAN:			7.7	16.3	12.6	9.4	60.8	29.8	36.5	73.5	51.5	LEADING	
			<u>ISL</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 SHARER</u>	
WAOK	Atlanta	(G)	9.6	13.1	14	5	71	24	27	73	66	WVEE-F	(53)
WCAO	Baltimore	(G)	14.6	8.6	14	2	67	31	37	63	67	WWIN	(36)
WQCK-F	Baton Rouge		7.4	17.1	26	20	70	10	47	53	36	WYNK-F	(22)
WDJC-F	Birmingham		7.5	16.9	8	14	54	32	30	70	37	WZZK-F	(35)
WDCX-F	Buffalo		7.2	17.6	14	0	62	38	33	67	66	WBEN	(30)
WYCA-F	Chicago		8.4	15.0	11	10	51	39	30	70	52	WGCI-F	(29)
WFMV-F	Columbia, SC	(G)	8.8	14.3	21	15	62	23	33	67	51	WWDM-F	(49)
KLTY-F	Dallas-FW	(CC)	7.9	16.0	16	19	79	3	35	65	29	KVIL-F	(20)
KHVN	Dallas-FW	(G)	8.2	15.4	11	6	51	43	33	67	55	KKDA-F	(43)
WFCJ-F	Dayton		7.2	17.6	16	31	51	18	31	69	76	WHOI	(16)
WMUZ-F	Detroit		7.1	17.9	13	5	71	24	35	65	40	WWJ	(20)
WHPE-F	Greensboro-WS		8.8	14.3	17	3	35	62	37	63	61	WWGL-F	(16)
KAIM-F	Honolulu		9.1	13.9	15	14	55	31	24	76	40	KSSK-F	(29)
WJBZ-F	Knoxville		7.5	16.9	20	0	45	55	40	60	50	WIVK-F	(47)
WDAC-F	Lancaster		11.5	10.9	14	4	37	59	35	65	66	WIOV-F	(18)
KKLA-F	Los Angeles		5.5	23.0	3	2	70	28	48	52	42	KFI	(20)
WLOK	Memphis	(G)	8.5	14.8	13	11	54	35	25	75	64	WDIA	(55)
WBOK	New Orleans	(G)	6.9	18.2	4	9	51	40	30	70	75	WYLD-F	(52)
WWRL	New York		8.9	14.1	5	4	46	50	32	68	81	WINS	(36)
WFME-F	New York		9.3	13.6	7	3	60	37	29	71	53	WINS	(27)
WPCE	Norfolk	(G)	13.2	9.5	24	15	39	46	29	71	80	WOWI-F	(36)
KNTL-F	Oklahoma City		7.1	17.8	11	12	77	11	38	62	19	KYIS-F	(19)
WTLN-F	Orlando		5.6	22.6	11	0	58	42	29	71	39	WMGF	(26)
WORD-F	Pittsburgh		7.6	16.5	15	0	63	37	43	57	53	KDKA	(30)
KPDQ-F	Portland, OR		5.8	21.8	13	0	51	49	35	65	79	KXL	(38)
KSSJ-F	Sacramento		7.9	15.9	4	10	72	18	47	53	39	KFBK	(26)
WCBW-F	St. Louis		6.5	19.4	12	17	75	8	50	50	23	KMOX	(45)
KSLR	San Antonio		8.4	15.0	9	13	81	6	43	57	42	KTSA	(28)
KFAX	San Francisco		6.9	18.3	12	15	55	30	51	49	45	KCBS	(29)
KCMS-F	Seattle		6.4	19.7	16	10	84	6	38	62	42	KVI	(23)
KXOJ-F	Tulsa		7.2	17.6	15	28	68	4	61	39	46	KBEZ-F	(23)
WAVA-F	Washington		6.1	20.6	5	9	76	15	45	55	37	WTOP	(26)
WYCB	Washington	(G)	9.0	14.1	8	5	65	30	25	75	48	WHUR-F	(37)

JAZZ

NATIONAL MEAN:		8.1	15.5	5.4	5.9	80.4	13.7	52.4	47.6	32.5	LEADING	
		<u>ISL</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>
KNIK-F	Anchorage	7.4	17.0	4	0	90	10	64	36	32	KWHL-F	(27)
WJZF-F	Atlanta	6.7	18.9	4	6	91	3	57	43	31	WVEE-F	(44)
WNUA-F	Chicago	8.0	15.8	4	4	78	18	50	50	27	WGN	(20)
WNWV-F	Cleveland	8.6	14.7	5	6	56	38	48	52	52	WZAK-F	(32)
KOAI-F	Dallas-FW	8.9	14.1	6	4	80	16	52	48	29	KKDA-F	(19)
KHIH-F	Denver	8.4	14.9	5	4	88	8	51	49	33	KOA	(30)
WJZZ-F	Detroit	8.4	15.0	4	9	77	14	59	41	35	WMXD-F	(41)
KEZL-F	Fresno	10.5	12.0	6	6	85	9	51	49	23	KMJ	(29)
KTWV-F	Los Angeles	7.0	18.0	6	6	81	13	51	49	32	KOST-F	(20)
WLVE-F	Miami	8.4	15.0	8	5	77	18	48	52	31	WHYI-F	(20)
KLJZ-F	New Orleans	9.1	13.8	6	8	74	18	54	46	26	WYLD-F	(36)
WQCD-F	New York	9.3	13.5	7	5	78	17	49	51	43	WBLS-F	(26)
KTNT-F	Oklahoma City	8.7	14.5	11	12	77	11	60	40	19	WJYO-F	(25)
WLOQ-F	Orlando	8.9	14.2	7	9	74	17	53	47	31	WJHM-F	(21)
WJJZ-F	Philadelphia	7.1	17.6	5	2	81	17	45	55	27	KYW	(34)
KYOT-F	Phoenix	7.1	17.7	4	4	80	16	59	41	28	KKLT-F	(22)
KKJZ-F	Portland, OR	9.8	12.8	7	8	82	10	47	53	31	KINK-F	(28)
WNND-F	Raleigh	8.1	15.5	8	3	86	11	35	65	30	WFXC-F	(23)
WJZR-F	Rochester	6.1	20.7	0	10	63	27	67	33	36	WMAX-F	(34)
KQBR-F	Sacramento	8.5	14.8	3	12	88	0	38	62	39	KSFM-F	(38)
KNJZ-F	St. Louis	9.1	13.9	5	8	83	9	51	49	35	KMJM-F	(37)
KIFM-F	San Diego	6.7	18.8	6	3	81	16	59	41	38	KYXY-F	(21)
KKSF-F	San Francisco	9.0	14.1	6	3	83	14	52	48	46	KCBS	(25)
KBLX-F	San Francisco	7.0	18.1	5	8	81	11	51	49	37	KMEL-F	(37)
KEZX-F	Seattle	10.2	12.4	4	5	87	8	59	41	28	KIRO	(24)
WJZW-F	Washington	8.9	14.1	5	3	90	7	52	48	27	WJFK-F	(21)

CLASSICAL/FINE ARTS

NATIONAL MEAN:		7.5	16.8	7.8	3.4	46.5	50.1	47.4	52.6	49.1	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>		
KHFM-F	Albuquerque	8.1	15.6	13	0	39	61	56	44	62	KKOB	(35)
KLEF-F	Anchorage	7.2	17.4	8	7	63	30	50	50	30	KENI	(21)
WCRB-F	Boston	7.2	17.5	6	3	45	52	44	56	55	WBZ	(28)
WNIB-F	Chicago	7.3	17.3	7	0	52	48	49	51	44	WFMT-F	(39)
WFMT-F	Chicago	5.9	21.4	3	4	52	44	47	53	48	WNIB-F	(57)
WCLV-F	Cleveland	7.4	17.1	11	3	45	52	55	45	56	WDOK-F	(27)
WRR -F	Dallas-FW	7.5	16.8	9	7	47	46	54	46	34	WBAP	(22)
KVOD-F	Denver	7.7	16.3	4	1	53	46	34	66	53	KOA	(40)
WQRS-F	Detroit	7.4	17.1	6	5	44	51	48	52	55	WJR	(30)
WFGR-F	Grand Rapids	6.9	18.1	8	0	44	56	48	52	39	WOOD	(21)
KRTS-FF	Houston	7.3	17.3	6	0	57	43	59	41	52	KTRH	(32)
KXTR-F	Kansas City	9.5	13.2	10	2	49	49	39	61	39	KMBZ	(27)
KKGO-F	Los Angeles	5.2	24.0	6	7	55	38	41	59	46	KFWB	(23)
WTMI-F	Miami	10.4	12.2	18	2	18	80	44	56	59	WLYF-F	(18)
WFMR-F	Milwaukee	7.2	17.6	3	9	39	52	56	44	42	WTMJ	(41)
WQXR-F	New York	10.2	12.3	9	1	39	60	54	46	51	WCBS	(27)
WFLN-F	Philadelphia	7.2	17.5	6	3	39	58	49	51	58	KYW	(46)
KFUO-F	St. Louis	8.4	15.0	7	1	53	46	50	50	43	KMOX	(47)
KFSD-F	San Diego	7.9	15.9	10	2	35	63	46	54	61	KSDO	(22)
KDFC-AF	San Francisco	7.9	15.9	6	3	51	46	46	54	51	KCBS	(29)
KING-F	Seattle	6.8	18.4	7	5	45	50	45	55	56	KIRO	(31)
KCMA-F	Tulsa	7.3	17.4	7	8	54	38	39	61	50	KRMG	(33)
WGMS-F	Washington	7.9	15.9	10	5	51	44	38	62	46	WTOP	(24)

SPORTS

NATIONAL MEAN:		6.3	20.0	2.8	10.6	65.1	24.3	86.5	14.5	30.0	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>
WCNN	Atlanta	7.3	17.2	3	2	84	14	93	7	28	WSB	(66)
WJOX	Birmingham	4.3	29.5	3	11	63	26	89	11	22	WERC	(52)
WEEI	Boston	6.7	18.9	4	8	64	28	84	16	38	WBZ	(47)
WSCR	Chicago	11.2	11.2	3	8	56	36	86	14	26	WGN	(45)
WKNR	Cleveland	5.5	23.1	3	13	47	40	82	18	38	WWWE	(31)
WBNS	Columbus, OH	4.0	31.2	3	12	54	34	76	24	31	WTVN	(41)
KTCK	Dallas-FW	11.2	11.3	4	8	49	43	93	7	22	KLIF-F	(37)
WDFN	Detroit	4.8	26.2	0	16	75	9	97	3	17	WWJ	(53)
WQAM	Miami	7.5	16.9	2	9	58	33	83	17	30	WIOD	(56)
KFAN	Minneapolis	5.9	21.3	1	16	78	6	91	9	24	WCCO	(56)
WFAN	New York	6.6	19.0	3	10	67	23	84	16	44	WCBS	(25)
WWLS	Oklahoma Cty	7.9	16.0	1	10	68	22	90	10	30	KTOK	(32)
WIP	Philadelphia	8.7	14.5	7	12	61	27	83	17	44	KYW	(38)
KFXX	Portland, OR	9.3	13.6	2	10	72	18	87	13	29	KXL	(44)
XTRA	San Diego	6.2	20.2	2	22	65	13	89	11	32	KFMB	(27)
KJR	Seattle	6.2	20.2	5	8	78	14	82	18	24	KIRO	(53)
WTEM	Washington	4.3	29.3	1	5	67	28	82	18	29	WMAL	(40)

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