

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

1996 EDITION

(Based on 1995 Revenue and Ratings)

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

April 1996

Mediatrix, Inc.

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

1996 EDITION

(Based on 1995 Revenue and Ratings)

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

April 1996

INTRODUCTION

I am proud and pleased to present my eighth 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 1995. 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 1,139 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 1994, Winter 1995, Spring 1995, and Summer 1995. 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 (50's & 60's)	Black/Urban
Oldies (70's)	News & News/Talk
Soft AC	Talk & Talk/News
CHR/Top 40	Nostalgia
Country	Hispanic
AOR	Jazz
Classic Rock	
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.

JIM DUNCAN
DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, INDIANA 46290
(317) 844-0988

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 (95 REV)

Revenue estimates cover calendar year 1995. They are gross and they do not include trade dollars. Generally, they are the same estimates you found in the 1996 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, 1995, 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 (95 AUD SHARE)

This shows each station's audience share (12+ Metro, Mon-Sun, 6AM-Midnight). The rating periods used were Fall 1994, Winter 1995, Spring 1995 and Summer 1995. 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 1995 and Spring 1994 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.

1995 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 1995 or Summer 1995).

REVENUE RANK

This figures shows how each station ranked in total revenue in its market. It covers the year 1995. Use this figure to compare and contrast 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 1995 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>					1.34 Mean (30 stations)
<u>Adult Contemp</u>	1.31 Mean 1.27 Median (47 stations)	1.39 Mean 1.38 Median (33 stations)	1.33 Mean 1.39 Median (20 stations)	1.22 Mean 1.29 Median (19 stations)	1.32 Mean (119 stations)
<u>Classic Rock</u>	1.37 Mean 1.35 Median (25 stations)	1.26 Mean 1.33 Median (19 stations)			1.32 Mean (44 stations)
<u>Sports</u>					1.27 Mean (16 stations)
<u>Full Service</u>	1.37 Mean 1.34 Median (20 stations)	1.18 Mean 1.16 Median (20 stations)		1.19 Mean 1.18 Median (18 stations)	1.25 Mean (58 stations)
<u>Country</u>	1.11 Mean 1.07 Median (55 stations)	1.23 Mean 1.22 Median (43 stations)	1.32 Mean 1.35 Median (29 stations)	1.23 Mean 1.22 Median (23 stations)	1.20 Mean (150 stations)
<u>AOR</u>	1.14 Mean 1.15 Median (75 stations)	1.24 Mean 1.31 Median (42 stations)		1.22 Mean 1.26 Median (42 stations)	1.19 Mean (159 stations)
<u>Oldies (50's & 60's)</u>	1.15 Mean 1.14 Median (38 stations)	1.20 Mean 1.11 Median (25 stations)		1.20 Mean 1.10 Median (21 stations)	1.17 Mean (84 stations)
<u>Talk & Talk/News</u>					1.06 Mean (72 stations)
<u>Soft AC</u>	1.05 Mean 1.06 Median (31 stations)	1.04 Mean 1.11 Median (21 stations)		1.04 Mean 0.97 Median (11 stations)	1.04 Mean (63 stations)
<u>CHR/Top 40</u>	0.97 Mean 0.98 Median (44 stations)	1.07 Mean 1.03 Median (33 stations)	1.13 Mean 1.06 Median (19 stations)	1.10 Mean 1.14 Median (13 stations)	1.03 Mean (109 stations)
<u>Oldies (70's)</u>					0.98 Mean (38 stations)
<u>Hispanic</u>					0.95 Mean (28 stations)
<u>Jazz</u>					0.83 Mean (29 stations)
<u>Black/Urban</u>					0.76 Mean (74 stations)
<u>Classical</u>					0.69 Mean (22 stations)
<u>Standards/Nostalgia</u>					0.40 Mean (44 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: 1,139

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

FORMAT	1995	1994	1993	1992	1991	1990	1988	1987	1986
Adult Contemp (All)	1.32	1.32	1.33	1.27	1.34	1.36	1.36	1.34	1.37
Major Markets	1.31	1.34	1.34	1.24	1.34	1.34	1.33	1.33	1.47
Medium Markets	1.39	1.34	1.33	1.29	1.36	1.45	1.49	1.46	1.37
Small Markets	1.33	1.34	1.26	1.30	1.36	1.38	1.34	1.25	1.21
Very Small Markets	1.22	1.24	1.39	1.32	1.28	1.26	1.23	1.23	1.18

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.

News & News/Talk (All)	1.34	1.40	1.73	1.41	1.35	(Earlier years not available)			
------------------------	------	------	------	------	------	-------------------------------	--	--	--

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

AOR (All)	1.19	1.21	1.18	1.15	1.22	1.19	1.19	1.12	1.09
Major Markets	1.14	1.17	1.16	1.14	1.27	1.23	1.23	1.21	1.11
Medium Markets	1.24	1.28	1.22	1.19	1.24	1.27	1.15	1.05	1.13
Small & Very Small Mkts	1.22	1.19	1.16	1.12	1.13	1.08	1.09	1.01	1.04

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

Oldies(50's & 60's)(All)	1.17	1.19	1.25	1.23	1.21	1.21			
Major Markets	1.15	1.21	1.26	1.25	1.28	1.30	(Conversion ratios for earlier years are not available)		
Medium Markets	1.20	1.16	1.21	1.21	1.11	1.13			
Small & Very Small Mkts	1.20	1.17	1.27	1.22	1.21	1.14			

Full Service (All)	1.25	1.23	1.21	1.22	1.20	1.22	1.34	1.32	1.40
Major Markets	1.37	1.33	1.39	1.41	1.39	1.43	1.55	1.49	1.52
Medium Markets	1.18	1.17	1.07	1.11	1.17	1.18	1.28	1.29	1.38
Small & Very Small Mkts	1.19	1.20	1.19	1.18	1.11	1.10	1.21	1.22	1.25

Classic Rock (All)	1.32	1.30	1.22	1.21	1.18	1.14			
Major Markets	1.37	1.33	1.26	1.29	1.20	1.23	(Conversion ratios for earlier years are not available)		
Medium Markets	1.26	1.25	1.09	1.08	1.21	NA			
Small & Very Small Mkts	NA	NA	1.26	1.18	1.09	NA			

Talk and Talk/News (All)	1.06	1.02	1.04	1.04	1.11	(Conversion ratios for earlier years are not available)			
--------------------------	------	------	------	------	------	---	--	--	--

Country (All)	1.20	1.18	1.13	1.07	1.10	1.13	1.16	1.17	1.15
Major Markets	1.11	1.14	1.09	1.03	1.05	1.07	1.08	1.14	1.12
Medium Markets	1.23	1.22	1.19	1.10	1.13	1.19	1.20	1.20	1.20
Small Markets	1.32	1.21	1.18	1.11	1.12	1.20	1.19	1.16	1.17
Very Small Markets	1.23	1.18	1.07	1.04	1.09	1.07	1.17	1.16	1.10

Jazz (All)	0.83	0.97	1.03	0.99	1.04	1.04	1.13	(Earlier years not available)	
------------	------	------	------	------	------	------	------	-------------------------------	--

CHR/Top 40 (All)	1.03	1.00	1.01	1.04	1.02	1.00	1.03	1.03	1.08
Major Markets	0.97	0.91	0.89	0.91	0.98	0.98	1.02	1.13	1.09
Medium Markets	1.07	1.05	1.09	1.09	1.06	1.01	1.03	1.03	1.05
Small Markets	1.13	1.04	1.11	1.12	1.08	1.05	1.08	1.00	1.08
Very Small Markets	1.10	1.05	1.00	1.01	0.96	0.94	0.98	0.95	1.00

Hispanic (All)	0.95	1.03	0.98	0.95	1.01	1.03	1.07	1.10	1.03
----------------	------	------	------	------	------	------	------	------	------

Soft AC (All)	1.04	1.06	1.02	0.95	0.90	0.86	0.75	0.75	0.79
Major Markets	1.05	1.05	1.05	0.99	0.93	0.88	0.72	0.74	0.79
Medium Markets	1.04	1.00	1.00	0.90	0.87	0.84	0.74	0.75	0.76
Small & Very Small Mkts	1.04	1.14	1.00	0.91	0.87	0.83	0.79	0.77	0.81

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.

Classical (All)	0.69	0.72	0.82	0.84	0.84	0.85	1.07	1.10	1.03
-----------------	------	------	------	------	------	------	------	------	------

Black/Urban (All)	0.76	0.74	0.73	0.70	0.71	0.69	0.77	0.77	0.78
-------------------	------	------	------	------	------	------	------	------	------

Standards/Nostalgia (All)	0.40	0.47	0.50	0.52	0.54	0.60	0.57	0.64	0.72
---------------------------	------	------	------	------	------	------	------	------	------

Sports (All)	1.27	(Conversion ratios from earlier years not available.)							
--------------	------	---	--	--	--	--	--	--	--

Oldies (70's) (All)	0.98	(Conversion ratios from earlier years not available.)							
---------------------	------	---	--	--	--	--	--	--	--

SECTION A
CONVERSION RATIOS

AC

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WSB -F	Atlanta	12.5	7.4	5.4	6.2	5	8	1.19
WWMX-F	Baltimore	9.9	12.5	5.6	8.0	3	5	1.56
WBMX-F	Boston	13.1	7.4	4.5	5.5	6	11	1.35
WMJX-AF	Boston	8.8	5.0	4.4	5.4	9	7	0.81
WMJQ-F	Buffalo	3.2	8.4	5.5	6.5	6	8	1.29
WWSN-F	Charlotte	4.5	8.0	5.2	6.4	5	7	1.25
WTMX-F	Chicago	10.0	3.1	2.3	2.6	16	18	1.19
WPNT-F	Chicago (AC/CHR)	8.8	2.7	2.1	2.3	18	20	1.17
WWNK-F	Cincinnati	3.8	4.8	3.9	4.7	8	10	1.02
WLTF-F	Cleveland	7.2	9.5	5.1	5.9	6	10	1.61
WQAL-F	Cleveland	4.4	5.8	5.6	6.4	8	8	0.91
WSNY-F	Columbus, OH	9.4	15.6	6.8	8.1	1	6	1.92
KVIL-F	Dallas-FW	26.0	13.0	5.3	5.9	1	3	2.20
KDMX-F	Dallas-FW	7.2	3.6	3.2	3.7	12	14	0.97
KALC-F	Denver (AC/CHR)	3.6	3.4	4.0	4.5	9	8	0.76
WKQI-F	Detroit	13.6	8.2	4.2	4.9	4	9	1.67
WNIC-F	Detroit	12.0	7.2	4.8	5.6	5	4	1.29
KHMX-F	Houston	10.5	5.8	4.3	5.0	6	5	1.16
WENS-F	Indianapolis	6.1	9.8	5.9	6.5	4	5	1.51
KUDL-F	Kansas City	3.9	7.3	4.5	5.0	6	10	1.46
KBIG-F	Los Angeles	23.8	4.7	3.3	3.7	8	9	1.27
KYSR-F	Los Angeles (AC/CHR)	16.8	3.3	2.6	2.9	17	20	1.13
WFLC-F	Miami	8.0	5.7	3.7	4.2	5	10	1.36
WKTI-F	Milwaukee (AC/CHR)	7.0	11.8	6.4	7.5	2	5	1.57
KSTP-F	Minneapolis	8.6	8.2	6.0	7.1	3	3	1.15
WALK-AF	Nassau-Suffolk	11.4	31.2	6.0	22.7	1	1	1.37
WKJY-F	Nassau-Suffolk	4.6	11.0	3.3	12.5	4	4	0.88
WLTS-F	New Orleans	2.6	6.4	4.9	5.5	8	8	1.16
WMXV-F	New York	18.6	4.3	2.9	3.6	11	14	1.19
WWDE-F	Norfolk	4.2	9.5	5.1	5.8	3	7	1.64
WBEB-F	Philadelphia	11.1	5.9	4.7	5.7	7	10	1.03
WYXR-F	Philadelphia (AC/CHR)	8.9	4.8	3.9	4.8	11	13	1.00
KESZ-F	Phoenix	5.1	5.3	3.4	4.0	10	11	1.32
WVTY-F	Pittsburgh	6.1	8.8	4.4	5.1	5	7	1.73
KKCW-F	Portland, OR	7.3	10.0	5.5	6.4	1	4	1.56
WSNE-F	Providence	2.9	8.0	4.3	6.4	6	7	1.25
KGBY-F	Sacramento	6.5	9.6	6.0	7.4	3	4	1.30
KYKY-F	St. Louis	9.0	10.0	5.6	6.1	2	6	1.63
KBEE-F	Salt Lake	2.6	5.4	4.3	4.7	7	6	1.15
KFMB-F	San Diego	3.6	3.4	2.9	3.4	14	10	1.00
KIOI-F	San Francisco	13.9	7.0	3.6	5.1	4	8	1.37
KEZR-F	San Jose (AC/CHR)	3.8	10.2	2.9	6.7	6	8	1.52
KLSY-F	Seattle	6.5	5.3	4.0	4.5	6	9	1.18
WMTX-F	Tampa-SP (AC/CHR)	8.0	10.2	6.2	7.6	2	4	1.34
WUSA-F	Tampa-SP	6.6	8.4	4.7	5.7	11	4	1.47
WRQX-F	Washington	14.0	7.2	4.6	5.5	4	5	1.31
WASH-F	Washington	12.2	6.3	4.3	5.1	5	4	1.24

47 Stations

1995 Mean: 1.31
1995 Median: 1.27

1994 Mean: 1.34
1993 Mean: 1.34
1992 Mean: 1.24
1991 Mean: 1.34
1990 Mean: 1.34
1988 Mean: 1.50

AC

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KKOB-F	Albuquerque	3.1	11.4	6.0	6.9	3	5	1.65
WLEV-F	Allen-Beth	4.2	21.1	10.4	16.3	1	2	1.29
KRVE-F	Baton Rouge	1.8	9.6	6.3	8.8	5	6	1.09
WMJJ-F	Birmingham	3.8	12.1	7.8	10.0	4	4	1.21
WLMX-F	Chattanooga	1.2	7.5	4.0	4.9	5	11	1.53
WMMX-F	Dayton	4.7	16.3	8.3	11.0	2	3	1.48
WLHT-F	Grand Rapids	4.8	16.0	6.3	8.6	1	5	1.86
WMAG-F	Greensboro	3.0	9.5	6.1	8.7	3	4	1.09
WDLX-F	Green, NC	1.6	12.3	4.1	5.9	4	6	2.08
WMYI-F	Green-Spart	4.4	16.4	8.0	10.4	3	4	1.58
KSSK	Honolulu	3.4	15.8	10.5	11.3	1	2	1.39
WIVY-F	Jacksonville	2.3	6.5	4.3	5.2	7	11	1.25
WMYU-F	Knoxville	2.0	9.3	5.5	6.4	4	6	1.45
KMZQ-F	Las Vegas	3.9	10.3	5.3	6.2	2	7	1.66
WLRS-F	Louisville	1.6	4.5	3.3	3.8	9	8	1.18
WRVR-F	Memphis	4.6	11.7	6.6	7.5	4	7	1.56
WLAC-F	Nashville	2.9	6.2	4.5	5.7	6	8	1.09
KMGL-F	Oklahoma Cty	3.0	9.7	6.5	7.6	6	6	1.28
KEFM-F	Omaha	2.2	7.7	7.4	8.6	6	7	0.90
WOMX-F	Orlando	7.0	11.2	7.4	8.5	2	2	1.32
WRAL-F	Raleigh	6.2	15.7	6.7	9.5	1	4	1.65
WMXB-F	Richmond	4.1	11.8	5.6	6.3	4	7	1.87
WVOR-F	Rochester	1.6	5.4	4.9	6.1	7	9	0.89
KWAV-F	Salinas-Mont.	2.0	14.7	6.0	9.4	1	3	1.56
WHYN-F	Springfield, MA	2.3	14.6	8.2	14.6	3	4	1.00
WYYY-F	Syracuse	4.9	24.9	9.7	13.1	1	5	1.90
WWWM-F	Toledo	2.6	13.8	7.4	10.0	3	4	1.38
KMXZ-F	Tucson	3.8	16.0	9.4	11.9	2	2	1.34
WRMF-F	West Palm	7.0	20.8	7.9	13.4	1	1	1.55
WMGS-F	WB/Scranton	2.3	11.1	9.3	11.9	2	2	0.93
WJBR-F	Wilmington, DE	5.2	38.2	9.6	32.5	1	2	1.18
WXLO-F	Worcester	3.7	30.8	9.5	27.4	2	2	1.12
WARM-F	York	4.6	32.4	10.4	22.1	1	2	1.47
33 Stations		1995 Mean:		1.39	1994 Mean:		1.34	
		1995 Median:		1.38	1993 Mean:		1.33	
					1992 Mean:		1.29	
					1991 Mean:		1.36	
					1990 Mean:		1.45	
					1988 Mean:		1.49	
					1987 Mean:		1.46	
					1986 Mean:		1.37	

AC

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WAYV-F	Atlantic Cty	1.3	9.7	4.5	6.5	3	11	1.49
WBBQ-AF	Augusta, GA	2.3	20.5	11.0	13.1	2	2	1.56
KLLY-F	Bakersfield	0.88	5.8	3.5	4.6	8	9	1.26
WHBC-F	Canton	2.0	21.3	10.1	24.6	2	3	0.87
KVUU-F	Colorado Spgs	1.2	8.3	5.3	8.0	4	10	1.04
WTCB-F	Columbia, SC	2.8	16.2	7.1	8.4	3	5	1.93
KMXR-F	Corpus Christi	0.8	8.5	5.7	6.8	5	6	1.25
KLYF-F	Des Moines	2.0	10.0	6.3	7.2	4	6	1.39
WQSM-F	Fayette, NC	1.9	17.6	10.2	13.8	3	3	1.28
WCRZ-F	Flint	4.5	37.8	13.0	24.5	1	1	1.54
WAJI-F	Ft. Wayne	2.7	17.1	10.7	13.5	1	1	1.27
WAHR-F	Huntsville	1.6	13.0	9.3	12.6	3	3	1.03
WTFM-F	JC-Kingsport	2.0	16.8	12.0	16.2	3	3	1.04
WMXL-F	Lexington	3.0	17.6	8.8	10.5	3	3	1.67
WMGN-F	Madison	2.5	13.4	7.0	9.5	2	2	1.41
WSLQ-F	Roanoke	1.5	10.0	6.7	8.8	4	5	1.14
WIOG-F	Saginaw	1.8	13.1	7.4	9.3	4	4	1.41
KVKI-F	Shreveport	1.0	8.8	10.9	12.4	4	3	0.71
KISC-F	Spokane	1.7	12.4	6.7	7.4	2	8	1.68
KRBB-F	Wichita	1.9	10.0	5.5	6.2	4	5	1.61

20 Stations

1995 Mean: 1.33

1995 Median: 1.39

1994 Mean: 1.34

1993 Mean: 1.26

1992 Mean: 1.30

1991 Mean: 1.36

1990 Mean: 1.38

1988 Mean: 1.23

1987 Mean: 1.23

1986 Mean: 1.18

AC

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WHPA-F	Altoona	0.6	12.2	9.5	12.3	3	3	0.99
KYMG-F	Anchorage	1.1	8.8	5.7	6.7	4	9	1.31
WMRV-F	Binghamton	0.75	9.4	7.3	9.2	4	5	1.02
KCIX-F	Boise	1.9	14.6	7.3	8.6	2	5	1.69
WMT -F	Cedar Rapids	1.4	14.0	11.1	14.2	3	3	0.99
WXXC-F	Erie	1.1	15.1	10.9	13.5	3	4	1.12
KLTA-F	Fargo	1.3	14.4	8.5	10.1	3	5	1.43
WKTK-F	Gainesville	2.5	23.8	9.8	15.0	1	1	1.59
WQLH-F	Green Bay	1.7	17.0	10.9	18.5	3	4	0.92
WQLR-F	Kalamazoo	1.9	22.1	8.5	16.3	1	3	1.35
WPEZ-F	Macon	1.3	13.1	8.9	10.6	2	3	1.24
WMXS-F	Montgomery	1.0	8.9	6.6	8.0	4	3	1.11
KRNO-F	Reno	0.9	12.0	8.0	9.3	6	4	1.29
WRWC-F	Rockford	0.95	11.3	6.4	10.0	5	4	1.13
WAEV-F	Savannah	1.2	10.4	6.2	7.3	5	6	1.42
KGBX-F	Springfield, MO	1.3	9.7	8.4	9.6	3	3	1.01
WBZE-F	Tallahassee	1.0	10.9	7.1	9.6	2	3	1.14
KMAJ-F	Topeka	1.7	25.4	14.0	22.2	1	2	1.14
WGNI-F	Wilmington, NC	1.5	25.0	11.8	18.4	1	3	1.36

19 Stations

1995 Mean: 1.22
1995 Median: 1.29

1994 Mean: 1.24
1993 Mean: 1.39
1992 Mean: 1.32
1991 Mean: 1.28
1990 Mean: 1.26
1988 Mean: 1.33
1987 Mean: 1.25
1986 Mean: 1.21

OLDIES (50's & 60's)

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WFOX-F	Atlanta	10.0	5.9	4.2	4.8	10	12	1.23
WQSR-F	Baltimore	10.0	12.7	5.9	8.4	2	3	1.51
WODS-F	Boston	9.8	5.6	4.5	5.5	7	6	1.02
WHTT-F	Buffalo	4.1	10.7	7.0	8.2	3	5	1.30
WWMG-F	Charlotte	4.0	7.1	5.0	6.2	7	5	1.15
WJMK-F	Chicago	13.9	4.4	3.4	3.8	9	11	1.16
WGRR-F	Cincinnati	6.9	8.8	5.4	6.6	4	7	1.33
WMJI-F	Cleveland	10.0	13.1	7.8	9.0	1	1	1.45
WBNS-F	Columbus, OH	3.3	5.5	4.8	5.7	7	7	0.96
KLUV-F	Dallas-FW	10.3	5.1	4.0	4.5	7	7	1.13
KXKL-AF	Denver	6.8	6.4	5.4	6.1	5	3	1.05
WOMC-F	Detroit	10.5	6.3	4.0	4.7	7	10	1.34
WDRC-F	Hartford	4.4	9.4	5.5	7.6	6	7	1.24
KLDE-F	Houston	10.2	5.7	4.1	4.8	7	10	1.19
KCMO-F	Kansas City	3.5	6.6	5.2	5.8	9	7	1.14
KRTH-F	Los Angeles	28.5	5.7	3.7	4.2	2	7	1.36
WMXJ-F	Miami	6.4	4.5	3.6	4.1	12	7	1.10
WZTR-F	Milwaukee	2.6	4.4	4.1	4.8	9	10	0.92
KQQL-F	Minn-SP	7.4	7.0	4.9	5.8	5	9	1.21
WTKL-F	New Orleans	2.5	6.2	4.8	5.3	9	5	1.17
WCBS-F	New York	27.3	6.4	4.7	5.9	4	3	1.08
WLTY-F	New Orleans	2.1	4.9	3.7	4.2	10	1	1.17
WOGL-F	Philadelphia	14.0	7.5	5.1	6.2	4	4	1.21
KOOL-AF	Phoenix	5.6	5.9	4.2	4.9	9	10	1.20
WWSW-AF	Pittsburgh	6.2	9.0	6.2	7.2	4	3	1.25
KKSN-F	Portland, OR	5.2	7.2	5.6	6.5	9	7	1.11
WWBB-F	Providence	3.5	10.5	5.6	8.4	4	6	1.25
KOLA-F	Riverside-SB	2.8	12.0	4.2	13.1	4	6	0.92
KHYL-F	Sacramento	4.8	7.1	5.6	6.9	6	6	1.03
KLOU-F	St. Louis	3.7	4.1	3.7	4.0	9	11	1.03
KODJ-F	Salt Lake	1.7	3.5	4.1	4.5	11	9	0.78
KSMG-F	San Antonio	3.2	5.6	4.1	4.5	9	11	1.24
KBZT-F	San Diego	4.8	4.6	3.9	4.6	10	5	1.00
KCBQ-AF	San Diego	3.1	3.0	2.9	3.4	15	14	0.88
KFRC-AF	San Francisco	11.3	5.7	3.6	5.1	7	6	1.12
KBSG-AF	Seattle	11.0	8.9	5.3	6.0	3	3	1.48
WYUU-F	Tampa	3.9	5.0	4.3	5.2	10	7	0.96
WBIG-F	Washington	8.7	4.5	3.6	4.3	10	9	1.05

38 Stations

1995 Mean: 1.15
1995 Median: 1.14

1994 Mean: 1.21
1993 Mean: 1.26
1992 Mean: 1.25
1991 Mean: 1.28
1990 Mean: 1.30
1988 Mean: 1.27

OLDIES (50's & 60's)

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KZKL-F	Albuquerque	1.6	5.9	4.7	5.4	7	6	1.09
WODE-F	Allen-Beth	3.4	17.1	7.2	11.3	4	4	1.51
KEYI-F	Austin	2.3	5.3	4.1	5.2	9	7	1.02
WODL-F	Birmingham	2.0	6.4	5.4	6.9	7	6	0.93
KOFX-F	El Paso	1.0	6.2	5.4	6.8	8	7	0.91
KFSO-F	Fresno	2.2	8.6	4.2	5.1	4	5	1.68
WODJ-F	Grand Rapids	1.7	5.7	4.6	6.3	9	9	0.90
WMQX-F	Greens-WS	1.9	6.0	4.8	6.9	7	6	0.87
WKOO-F	Green-NB	1.0	7.7	3.9	5.1	6	5	1.51
WWKL-F	Harrisburg	2.1	11.1	5.8	8.5	6	6	1.31
WKQL-F	Jacksonville	2.8	7.9	5.8	7.1	6	8	1.11
KQOL-F	Las Vegas	1.4	3.7	3.0	3.5	2	8	1.06
WRKA-F	Louisville	3.1	8.7	4.7	5.5	4	10	1.58
KVLY-F	McAllen-Browns.	1.4	9.5	5.4	6.6	5	7	1.44
WRMX-F	Nashville	2.4	5.1	4.3	5.4	8	9	0.94
KOMA-AF	Oklahoma Cty	3.1	10.1	7.9	9.2	5	4	1.10
KGOR-F	Omaha	3.0	10.5	6.4	7.4	5	1	1.42
WOCL-F	Orlando	6.0	9.6	5.1	5.8	3	7	1.65
WTRG-F	Raleigh	3.3	8.4	5.0	7.1	7	7	1.18
WKLX-F	Rochester	2.2	7.4	5.7	7.1	6	8	1.04
KOCN-F	Sal-Mont-SC	1.1	8.1	2.8	4.4	4	9	1.84
WSEN-F	Syracuse	1.1	5.6	6.2	8.3	6	6	0.67
WRQN-F	Toledo	1.15	6.1	4.9	6.6	7	7	0.92
KWFM-F	Tucson	2.0	8.4	5.5	7.0	6	5	1.20
KQLL-AF	Tulsa	1.5	5.2	4.2	4.7	8	13	1.11

25 Stations

1995 Mean: 1.20
1995 Median: 1.11

1994 Mean: 1.16
1993 Mean: 1.21
1992 Mean: 1.21
1991 Mean: 1.11
1990 Mean: 1.13

OLDIES (50's & 60's)

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KEAG-F	Anchorage	0.9	7.2	6.1	7.2	6	5	1.00
WVBO-F	Appleton	1.1	9.7	6.3	9.8	6	8	0.99
KERN-F	Bakersfield	0.93	6.1	4.5	5.8	6	6	1.05
KLTB-F	Boise	1.05	8.1	5.5	6.5	6	7	1.25
WZKL-F	Canton	1.7	18.1	5.8	14.1	3	6	1.28
WXLY-F	Charleston, SC	0.84	5.8	4.6	5.3	8	7	1.09
KSPZ-F	Colorado Spgs	1.5	10.4	6.3	9.5	3	6	1.09
WOMG-F	Columbia, SC	1.1	6.4	4.9	5.8	7	9	1.10
KUJL-F	Daven-RI	1.3	11.1	7.0	8.9	3	8	1.25
KIOA-AF	Des Moines	1.2	6.0	6.9	7.8	6	5	0.77
WLDE-F	Fort Wayne	0.8	5.1	5.6	7.1	9	6	0.72
WTYX-F	Jackson, MS	1.0	7.0	4.6	5.8	5	6	0.83
KLDZ-F	Lincoln	0.8	7.8	4.5	6.3	5	7	1.24
KKCL-F	Lubbock	0.8	10.1	9.6	11.0	3	4	0.92
WOLX-F	Madison	2.1	11.2	6.4	8.6	4	4	1.30
KODS-F	Reno	1.2	10.0	4.2	5.0	5	8	2.00
WKMQ-F	Rockford	1.0	11.9	5.5	8.6	4	4	1.38
WHNN-F	Saginaw	2.8	20.4	8.2	10.3	2	3	1.98
KEYF-F	Spokane	1.6	11.7	7.4	8.2	4	1	1.43
KOSP-F	Springfield, MO	1.1	8.2	6.7	7.7	5	6	1.06
WBBG-F	Youngstown	2.0	14.3	8.3	10.3	4	4	1.39
21 Stations		1995 Mean:		1.20	1994 Mean:		1.17	
		1995 Median:		1.10	1993 Mean:		1.27	
					1992 Mean:		1.22	
					1991 Mean:		1.21	
					1990 Mean:		1.14	

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>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KHTZ-F	Albuquerque	1.0	3.7	4.4	5.1	9	4	0.73
KKRO-F	Anchorage	0.76	6.1	4.7	5.5	8	12	1.11
WOCT-F	Baltimore	4.7	6.0	3.7	5.3	8	11	1.13
KARO-F	Boise	0.73	5.6	5.0	5.9	9	4	0.95
WEGQ-F	Boston	4.4	2.5	2.7	3.3	16	13	0.76
WSSS-F	Charlotte	4.0	7.1	4.5	5.6	7	11	1.27
WYSY-F	Chicago	4.4	1.4	1.9	2.1	23	22	0.67
WAKS-F	Columbus, OH	1.4	2.3	2.8	3.3	12	10	0.70
KRRW-F	Dallas-FW	5.4	2.7	3.0	3.4	19	20	0.79
KCQQ-F	Davenport-RI	1.1	9.4	8.6	10.9	5	2	0.86
WING-F	Dayton	1.3	4.5	3.7	4.9	8	9	0.92
KIMN-F	Denver	4.7	4.4	3.4	3.8	8	8	1.16
WYST-F	Detroit	6.2	3.7	2.8	3.3	13	13	1.12
WFWI-F	Ft. Wayne	1.0	6.3	4.6	5.8	7	3	1.09
WZMX-F	Hartford	5.0	10.7	6.1	8.5	4	5	1.26
KKRW-F	Houston	7.8	4.3	3.3	3.9	12	13	1.10
WNAP-F	Indianapolis	5.0	8.0	5.7	6.3	5	11	1.27
WFAT-F	Kalamazoo	1.0	11.6	6.4	12.3	4	7	0.94
WLRO-F	Lexington	0.5	2.9	3.6	4.3	8	10	0.67
KKPT-F	Little Rock	0.75	4.4	4.3	4.9	8	9	0.90
KCBS-F	Los Angeles	19.6	3.9	2.5	2.8	15	16	1.39
WQLL-F	Louisville	0.75	2.1	3.3	3.8	11	12	0.55
WSRR-F	Memphis	2.0	5.1	3.1	3.5	8	11	1.46
WBGG-F	Miami	2.6	1.8	2.3	2.6	20	20	0.69
WGFX-F	Nashville	3.0	6.4	5.5	7.0	5	3	0.91
WRNO-F	New Orleans	3.3	8.1	5.6	6.2	5	7	1.31
WMGK-F	Philadelphia	7.4	4.0	3.7	4.5	12	14	0.89
KHTC-F	Phoenix	3.8	4.0	2.6	3.0	13	15	1.33
WZPT-F	Pittsburgh	2.2	3.2	3.4	3.9	11	11	0.82
WLEE-F	Richmond	1.5	4.3	3.6	4.1	10	9	1.05
KXOA-AF	Sacramento	4.4	6.5	4.5	5.5	8	8 (E)	1.18
KRSP-F	Salt Lake	3.3	6.9	6.2	6.8	5	2	1.01
KKBH-F	San Diego	2.7	2.6	2.5	3.0	17	18	0.87
KBGG-F	San Francisco	3.0	1.5	1.7	2.4	18	18	0.63
KJR -F	Seattle	5.7	4.6	3.7	4.2	10	12	1.10
WCOF-F	Tampa	3.0	3.8	3.6	4.4	12	14	0.86
KJSR-F	Tulsa	0.95	3.3	5.0	5.5	10	8	0.60
WARW-F	Washington	5.9	3.0	2.5	3.0	17	17	1.00
38 Stations		1995 Mean:		0.98				
		1995 Median:		0.93				

SOFT AC

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WPCH-F	Atlanta	13.8	8.1	6.4	7.4	4	5	1.09
WLIF-F	Baltimore	8.4	10.6	6.1	8.7	5	4	1.22
WJYE-F	Buffalo	3.6	9.4	7.3	8.6	5	7	1.09
WLYT-F	Charlotte	3.1	5.5	5.4	6.7	9	8	0.82
WLIT-F	Chicago	16.0	5.0	4.0	4.5	7	9	1.11
WRRM-F	Cincinnati	5.2	6.6	5.1	6.2	7	6	1.06
WDOK-F	Cleveland	7.4	9.7	7.3	8.4	4	4	1.15
KOSI-F	Denver	7.9	7.5	6.0	6.8	4	5	1.10
WLTI-F	Detroit	7.7	4.6	4.3	5.0	9	12	0.92
WRCH-F	Hartford	6.5	13.8	9.2	12.8	2	2	1.08
KODA-F	Houston	16.8	9.3	6.4	7.5	2	2	1.24
WTPI-F	Indianapolis	4.2	6.8	5.7	6.3	6	6	1.08
KLTH-F	Kansas City	3.3	6.2	5.2	5.8	10	11	1.07
KOST-F	Los Angeles	22.5	4.5	3.9	4.4	10	9	1.02
KXEZ-F	Los Angeles	11.2	2.3	1.9	2.1	20	24	1.09
WLYF-F	Miami	7.7	5.5	5.5	6.2	6	5	0.89
WLTE-F	Minn-SP	8.5	8.1	6.5	7.7	4	6	1.05
WLTW-F	New York	26.4	6.2	4.3	5.4	5	4	1.15
WFOG-F	Norfolk	2.8	6.5	5.9	6.7	6	10	0.97
KKLT-F	Phoenix	5.7	6.0	4.2	4.9	7	9	1.22
WSHH-F	Pittsburgh	3.5	5.1	4.3	5.0	8	8	1.02
WWLI-F	Providence	4.4	13.2	7.9	11.8	2	2	1.12
KYMX-F	Sacramento	3.1	4.6	4.6	5.7	10	10	0.81
KEZK-F	St. Louis	8.0	8.9	7.5	8.2	4	4	1.09
KSFI-F	Salt Lake	6.4	13.3	10.1	11.1	1	1	1.20
KQXT-F	San Antonio	5.2	9.0	6.5	7.1	4	4	1.27
KYXY-F	San Diego	7.5	7.1	6.2	7.4	4	1	0.96
KOIT-AF	San Francisco	11.8	6.0	4.0	5.7	6	4	1.05
KRWM-F	Seattle	3.0	2.4	2.7	3.0	17	16	0.80
WWRM-F	Tampa	5.3	6.8	6.1	7.4	9	5	0.92
WEBR-F	Washington	7.3	3.8	3.7	4.4	14	14	0.86

31 Stations

1995 Mean: 1.05
1995 Median: 1.06

1994 Mean: 1.05
1993 Mean: 0.99 (1986-1988 means are for EZ stations only)
1992 Mean: 0.93
1991 Mean: 0.88
1990 Mean: 0.72
1988 Mean: 0.74
1987 Mean: 0.79
1986 Mean: 0.79

SOFT AC

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WYJB-F	Albany	2.2	8.4	7.7	9.3	6	5	0.90
KMGA-F	Albuquerque	2.1	7.8	5.8	6.7	5	7	1.16
WFMZ-F	Allen-Beth	2.0	10.1	9.7	15.1	5	4	0.67
KKMJ-F	Austin	5.2	12.1	7.3	9.3	2	4	1.30
KGFM-F	Bakersfield	0.9	5.9	4.6	6.0	7	7	0.98
WDEF-F	Chattanooga	2.5	15.6	9.7	12.0	2	2	1.30
WLQT-F	Dayton	2.8	9.7	5.7	7.5	5	8	1.29
KTSM-F	El Paso	1.3	8.0	9.7	12.2	5	4	0.66
KJOI-F	Fresno	1.0	3.9	3.4	4.1	11	12	0.95
WOOD-F	Grand Rapids	3.0	10.0	8.4	11.5	4	2	0.87
WSPA-F	Green-Spart	1.6	6.0	6.5	8.3	6	6	0.72
WEJZ-F	Jacksonville	4.0	11.3	7.7	9.4	3	3	1.20
WJXB-F	Knoxville	3.5	16.3	9.6	11.2	2	3	1.45
KSNE-F	Las Vegas	3.9	10.3	7.9	9.2	2	2	1.12
WVEZ-F	Louisville	2.7	7.5	5.7	6.6	5	6	1.14
WJXA-F	Nashville	3.6	7.7	5.0	6.4	5	7	1.20
KESY-F	Omaha	1.8	6.3	6.9	8.0	7	8	0.79
WMGF-F	Orlando	5.2	8.3	7.5	8.6	5	1	0.97
WRMM-F	Rochester	3.5	11.7	7.6	9.5	4	5	1.23
KBEZ-F	Tulsa	2.9	10.1	8.2	9.1	5	3	1.11
WEAT-F	West Palm	4.2	12.5	8.0	13.5	3	2	0.93

21 Stations

1995 Mean: 1.04

1995 Median: 1.11

1994 Mean: 1.00

1993 Mean: 1.00 (1986-1988

1992 Mean: 0.90 means are

1991 Mean: 0.87 for EZ

1990 Mean: 0.84

1988 Mean: 0.74

1987 Mean: 0.75

1986 Mean: 0.76

SOFT AC

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WROE-F	Appleton	1.3	11.5	6.4	10.0	5	7	1.15
WMXW-F	Binghamton	1.3	16.3	10.9	13.8	3	3	1.18
KKLI-F	Colorado Spgs	1.1	7.6	5.2	7.9	6	7	0.96
WAVV-F	Ft. Myers	1.5	8.0	10.6	12.9	5	1	0.62
WZID-F	Manchester	3.9	50.6	18.6	44.2	1	1	1.14
WSWT-F	Peoria	1.8	14.9	9.2	11.7	3	4	1.27
KNEV-F	Reno	0.65	5.4	4.9	5.7	8	13	0.95
WGER-F	Saginaw	0.9	6.6	5.7	7.1	7	9	0.93
KTXR-F	Springfield, MO	1.0	7.5	6.7	7.7	6	7	0.97
WSRS-F	Worcester	3.8	31.7	13.3	38.4	1	1	0.83
WKBN-F	Youngstown	1.8	12.9	7.3	9.0	5	5	1.43
11 Stations		1995 Mean: 1.04		1995 Median: 0.97		1994 Mean: 1.14		(1986-1988 means are for EZ stations only)
						1993 Mean: 1.00		
						1992 Mean: 0.91		
						1991 Mean: 0.87		
						1990 Mean: 0.83		
						1988 Mean: 0.79		
						1987 Mean: 0.77		
						1986 Mean: 0.81		

CHR/TOP 40

MAJOR MARKETS

STATION	MARKET	'95 REV	REV SHARE	'95 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	REV SHARE AS % OF AUD SHARE
WSTR-F	Atlanta	11.7	6.9	5.3	6.1	8	7	1.13
WXKS-F	Boston	16.8	9.5	5.9	7.2	4	3	1.32
WJMN-F	Boston	8.1	4.6	5.6	6.8	10	4	0.68
WKSE-F	Buffalo	3.1	8.1	7.1	8.4	7	3	0.96
WEDJ-F	Charlotte	2.1	3.8	5.0	6.1	10	9	0.62
WBBM-F	Chicago	11.7	3.7	4.2	4.7	13	3	0.79
WKRQ-F	Cincinnati	6.4	8.1	5.3	6.4	5	5	1.27
WZJM-F	Cleveland	2.3	3.0	3.4	3.9	10	13	0.77
WNCI-F	Columbus, OH	8.3	13.8	8.6	10.2	3	1	1.35
KHKS-F	Dallas-FW	11.7	5.8	5.2	5.8	4	4	1.00
KQKS-F	Denver	2.7	2.6	4.2	4.7	14	10	0.55
WHYT-F	Detroit	5.5	3.3	3.3	3.9	15	16	0.85
WKSS-F	Hartford	4.9	10.4	6.8	9.4	5	3	1.11
WTIC-F	Hartford	4.0	8.5	6.4	8.9	7	6	0.96
KRBE-F	Houston	9.9	5.5	4.7	5.5	8	9	1.00
WZPL-F	Indianapolis	2.7	4.4	4.7	5.2	9	8	0.85
KMXV-F	Kansas City	3.0	5.7	4.2	4.7	12	12	1.21
KIIS-F	Los Angeles	29.0	5.8	4.2	4.8	1	5	1.21
KPWR-F	Los Angeles	25.6	5.1	5.3	6.0	6	1	0.85
WPOW-F	Miami	9.0	6.4	4.8	5.4	2	3	1.19
WHYI-F	Miami	7.7	5.5	4.1	4.6	6	8	1.20
KDWB-F	Minn-SP	7.1	6.8	6.8	8.1	6	4	0.84
WPLJ-F	New York	23.7	5.5	3.7	4.6	7	7	1.19
WQHT-F	New York	20.1	4.7	5.7	7.1	10	1	0.66
WHTZ-F	New York	17.5	4.1	4.4	5.5	13	6	0.75
WNVZ-F	Norfolk	2.0	4.7	5.8	5.3	11	6	0.89
WIOQ-F	Philadelphia	6.4	3.5	3.8	4.6	13	11	0.76
KKFR-F	Phoenix	4.4	4.6	5.7	6.6	11	4	0.70
WBZZ-F	Pittsburgh	6.5	9.4	6.6	7.6	3	5	1.24
KKRZ-F	Portland, OR	5.2	7.2	6.2	7.2	9	2	1.00
WPRO-F	Providence	3.8	11.4	7.2	10.7	3	3	1.07
KGGI-F	Riverside-SB	4.8	20.5	6.5	20.3	2	3	1.01
KSFM-F	Sacramento	6.6	9.8	7.3	9.0	2	2	1.09
WKBQ-F	St. Louis	3.1	3.4	4.1	4.5	12	8	0.76
KISN-F	Salt Lake	2.9	6.0	5.2	5.7	6	5	1.05
KTFM-F	San Antonio	4.6	8.0	9.1	10.0	6	2	0.80
KKLQ-F	San Diego	8.9	8.5	4.8	5.7	2	4	1.49
KMEL-F	San Francisco	12.6	6.4	4.5	6.4	5	3	1.00
KYLD-F	San Francisco	7.7	3.9	3.5	5.0	12	7	0.78
KUBE-F	Seattle	6.5	5.3	5.9	6.7	6	2	0.79
KPLZ-F	Seattle	5.7	4.6	3.7	4.2	10	10	1.10
WFLZ-F	Tampa	5.6	7.1	6.6	8.0	8	1	0.89

42 Stations

1995 Mean: 0.97
1995 Median: 0.98

1994 Mean: 0.91
1993 Mean: 0.89
1992 Mean: 0.91
1991 Mean: 0.98
1990 Mean: 0.98
1988 Mean: 1.02
1987 Mean: 1.13
1986 Mean: 1.09

CHR/TOP 40

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WKDD-F	Akron	3.8	25.5	5.2	15.5	1	4	1.64
WFLY-F	Albany	3.5	13.4	8.9	10.7	2	3	1.25
KKSS-F	Albuquerque	1.7	6.3	6.6	7.6	6	2	0.83
WAEB-F	Allen-Beth	3.8	19.1	11.9	18.6	3	1	1.03
KHFI-F	Austin	4.1	9.5	9.0	11.5	4	2	0.83
WFMF-F	Baton Rouge	1.7	9.1	6.9	9.6	6	4	0.95
WMXQ-F	Birmingham	2.2	7.0	4.4	5.7	6	7	1.22
WGTZ-F	Dayton	2.3	8.0	6.4	8.5	6	5	0.94
KPRR-F	El Paso	1.5	9.3	13.4	16.9	4	2	0.55
KBOS-F	Fresno	2.3	9.0	10.1	12.2	2	2	0.74
WKZL-F	Greens-WS	3.5	11.1	6.4	9.1	2	3	1.22
WNNK-F	Harrisburg	6.5	34.2	12.2	17.9	1	1	1.91
KIKI-AF	Honolulu	2.0	9.3	10.3	11.1	4	1	0.84
WAPE-F	Jacksonville	3.6	10.1	6.9	8.4	4	5	1.20
KLUC-F	Las Vegas	3.4	8.9	7.2	8.4	4	5	1.06
KURB-F	Little Rock	2.5	14.7	8.8	10.0	2	2	1.47
WDJX-F	Louisville	2.4	6.7	6.4	7.4	6	3	0.91
KBFM-F	McAllen-Browns.	1.7	11.5	12.5	15.2	3	1	0.76
WMC -F	Memphis	3.8	9.7	5.8	6.6	5	6	1.46
WYHY-F	Nashville	2.3	4.9	6.1	7.7	9	3	0.64
KJYO-F	Oklahoma Cty	2.5	8.1	9.3	10.8	7	2	0.75
KQKQ-F	Omaha	3.5	12.3	10.2	11.9	3	2	1.03
WXXL-F	Orlando	4.9	7.8	6.2	7.1	6	6	1.10
WDCG-F	Raleigh	4.4	11.2	7.7	10.9	3	1	1.03
WRVQ-F	Richmond	3.6	10.4	7.1	8.0	6	5	1.30
WPXY-F	Rochester	3.0	10.1	8.3	10.4	5	4	0.97
KDON-F	Sal-Mont-SC	1.3	9.6	5.8	9.1	3	3	1.05
WNTQ-F	Syracuse	3.1	15.7	9.8	13.2	4	1	1.19
WVKS-F	Toledo	2.6	13.8	8.8	11.9	3	2	1.16
KRQQ-F	Tucson	2.2	9.3	6.8	8.6	4	4	1.08
KHTT-F	Tulsa	1.6	5.6	6.1	6.8	7	4	0.82
WKRZ-F	WB/Scranton	4.4	21.1	11.4	14.6	1	1	1.45
WSTW-F	Wilmington, DE	4.3	31.6	10.3	34.3	2	1	0.92

33 Stations

1995 Mean: 1.07
1995 Median: 1.03

1994 Mean: 1.05
1993 Mean: 1.09
1992 Mean: 1.09
1991 Mean: 1.06
1990 Mean: 1.01
1988 Mean: 1.03
1987 Mean: 1.03
1986 Mean: 1.05

CHR/TOP 40

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	'95 <u>REV</u>	REV <u>SHARE</u>	'95 AUD <u>SHARE</u>	ADJ AUD <u>SHARE</u>	REV <u>RANK</u>	12+ <u>RANK</u>	REV SHARE AS % OF <u>AUD SHARE</u>
WZNY-F	Augusta, GA	1.1	9.8	5.2	6.2	4	5	1.58
KKXX-F	Bakersfield	1.6	10.5	9.9	12.9	3	2	0.81
WSSX-F	Charleston, SC	1.2	8.3	5.2	6.0	6	8	1.38
KKMG-F	Colorado Spgs	1.2	8.3	9.1	13.7	4	3	0.61
WNOK-F	Columbia, SC	1.7	9.8	8.7	10.3	4	3	0.95
KZFM-F	Corpus Christi	1.3	13.8	11.6	13.8	2	2	1.00
KSTZ-F	Des Moines	1.9	9.4	8.0	9.1	5	4	1.03
WSTO-F	Evansville	1.6	11.9	10.3	12.7	3	3	0.94
WWCK-F	Flint	2.8	23.5	9.2	17.9	2	4	1.31
WKEE-F	Huntington	2.0	26.6	13.0	17.7	2	2	1.50
WZYP-F	Huntsville	2.0	16.3	9.8	13.2	2	2	1.23
WVIC-F	Lansing	1.0	6.8	6.2	8.4	6	4	0.81
WZEE-F	Madison	2.1	11.2	9.8	13.2	4	1	0.85
WKCI-F	New Haven	4.5	31.6	6.4	21.3	2	2	1.48
KCAQ-F	Oxnard	1.7	19.1	6.2	13.5	2	3	1.41
WXLK-F	Roanoke	2.4	16.0	9.4	12.7	3	3	1.26
KZZU-F	Spokane	1.3	9.5	8.6	9.5	5	3	1.00
KKRD-F	Wichita	2.0	10.5	8.7	9.9	3	3	1.06
WHOT-F	Youngstown	2.2	15.7	10.0	12.3	3	3	1.28

19 Stations

1995 Mean: 1.13

1995 Median: 1.06

1994 Mean: 1.04

1993 Mean: 1.11

1992 Mean: 1.12

1991 Mean: 1.08

1990 Mean: 1.05

1988 Mean: 1.08

1987 Mean: 1.00

1986 Mean: 1.08

CHR/TOP 40

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WPRR-F	Altoona	0.75	15.3	11.7	15.2	2	2	1.01
WAAL-F	Binghamton	1.4	17.5	12.1	15.3	2	2	1.14
WBNQ-F	Bloomington, IL	1.3	21.7	13.4	23.9	3	3	0.91
KZMG-F	Boise	0.8	6.2	8.6	10.1	8	3	0.61
WJET-F	Erie	1.3	17.8	11.4	14.1	1	2	1.26
KPFX-F	Fargo	0.95	10.6	8.5	10.1	5	7	1.05
WIXX-F	Green Bay	3.6	36.0	18.5	31.3	1	1	1.15
WKFR-F	Kalamazoo	1.2	14.0	10.8	20.7	3	1	0.68
KSMB-F	Lafayette, LA	1.7	16.7	9.3	10.7	3	2	1.56
KFRX-F	Lincoln	1.0	9.7	7.2	10.0	4	4	0.97
WHHY-F	Montgomery	1.2	10.7	6.0	7.3	3	5	1.46
KWNZ-F	Reno	1.3	10.8	7.4	8.6	4	5	1.25
WZOK-F	Rockford	1.8	21.4	10.4	16.3	2	2	1.31
13 Stations		1995 Mean: 1.10		1993 Mean: 1.05		1992 Mean: 1.00		1991 Mean: 1.01
		1995 Median: 1.14				1990 Mean: 0.96		1988 Mean: 0.94
						1987 Mean: 0.97		1986 Mean: 0.95
						1986 Mean: 1.00		

COUNTRY

STATION	MARKET	MAJOR MARKETS						REV SHARE AS % OF AUD SHARE
		'95 REV	REV SHARE	'95 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	
WKHX-F	Atlanta	18.4	10.8	9.8	11.3	2	2	0.96
WPOC-F	Baltimore	9.7	12.3	8.9	12.7	4	2	0.97
WKLB-F	Boston	4.5	2.6	2.1	2.6	15	16	1.00
WBCS-F	Boston	3.9	2.2	2.0	2.4	17	18	0.92
WYRK-F	Buffalo	4.8	12.6	10.2	12.0	2	1	1.05
WSOC-F	Charlotte	9.0	16.1	10.4	12.8	1	1	1.26
WTDR-F	Charlotte	4.5	8.0	6.0	7.4	5	5	1.08
WUSN-F	Chicago	23.5	7.4	4.3	4.8	2	4	1.54
WUBE-F	Cincinnati	9.2	11.7	9.7	11.7	2	2	1.00
WGAR-F	Cleveland	8.1	10.7	8.9	10.2	2	3	1.05
WCOL-F	Columbus	6.0	10.0	7.9	9.4	5	4	1.06
WHOK-F	Columbus	2.7	4.5	4.4	5.2	8	8	0.87
KSCS-F	Dallas-FW	15.0	7.5	6.0	6.7	3	2	1.12
KPLX-F	Dallas-FW	11.2	5.6	4.1	4.6	5	10	1.21
KYNG-F	Dallas-FW	10.1	5.0	4.6	5.2	9	5	0.96
KYGO-F	Denver	14.4	13.6	10.7	12.1	2	1	1.12
WWWW-F	Detroit	7.0	4.2	4.8	5.6	12	5	0.75
WYCD-F	Detroit	11.3	6.8	4.7	5.5	6	7	1.24
WWYZ-F	Hartford	5.3	11.3	7.7	10.7	3	4	1.06
KILT-AF	Houston	17.0	9.4	6.4	7.5	1	3	1.25
KKBQ-AF	Houston	16.6	9.1	5.1	6.0	3	7	1.52
KIKK-AF	Houston	9.0	5.0	4.5	5.3	9	12	0.94
WFMS-F	Indianapolis	10.9	17.6	12.7	14.0	2	2	1.25
KPKF-F	Kansas City	7.2	13.6	7.9	8.8	2	1	1.54
KBEQ-F	Kansas City	4.0	7.5	5.8	6.4	5	6	1.17
KZLA-F	Los Angeles	14.7	2.9	2.4	2.7	19	19	1.07
WKIS-F	Miami	7.0	4.9	3.9	4.4	10	13	1.11
WMIL-F	Milwaukee	6.6	11.8	8.2	9.6	3	2	1.23
WBOB-F	Minneapolis-SP	5.9	5.6	5.8	6.6	9	5	0.85
KEEY-F	Minneapolis-SP	6.6	6.3	5.0	5.9	8	7	1.07
WNOE-F	New Orleans	4.9	12.1	9.0	10.0	3	3	1.21
WYNY-F	New York	12.3	2.8	2.3	2.9	17	17	0.97
WGH -F	Norfolk	4.1	9.5	6.1	6.9	4	5	1.38
WCMS-F	Norfolk	3.3	7.7	6.9	7.8	5	2	0.99
WXTU-F	Philadelphia	9.7	5.2	4.6	5.6	9	8	0.93
KNIX-F	Phoenix	11.0	11.5	7.2	8.4	1	2	1.37
KMLE-F	Phoenix	10.0	10.5	7.0	8.1	3	5	1.29
WDSY-F	Pittsburgh	5.0	7.2	6.8	7.8	7	4	0.92
KUPL-F	Portland, OR	6.2	8.6	6.4	7.4	5	3	1.16
KWJJ-AF	Portland, OR	6.1	7.1	8.7	10.1	1	4	0.70
KFRG-F	River-SB	5.3	22.6	8.6	26.8	1	1	0.84
KNCI-F	Sacramento	4.9	7.3	6.4	7.8	5	3	0.94
WIL -F	St. Louis	7.1	7.9	8.3	9.0	5	2	0.88
KKAT-F	Salt Lake	4.4	9.2	6.4	7.0	3	3	1.31
KSOP-AF	Salt Lake	3.9	8.1	7.0	7.7	4	4	1.05
KCYF-F	San Antonio	6.6	11.4	6.9	7.6	2	5	1.50
KAJA-F	San Antonio	4.3	7.5	5.9	6.5	7	6	1.15
KSON-AF	San Diego	10.5	10.0	6.6	7.9	1	3	1.27
KSAN-AF	San Francisco	7.0	3.5	2.6	3.7	13	13	0.94
KYCY-F	San Francisco	3.2	1.6	1.5	2.1	17	23	0.76

COUNTRY
(Continued)

<u>STATION</u>	<u>MARKET</u>	<u>MAJOR MARKETS</u>				<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
		<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>			
KMPS-AF	Seattle	11.4	9.3	5.8	6.6	2	5	1.41
KYCW-F	Seattle	4.2	3.4	3.1	3.5	15	15	0.97
WQYK-AF	Tampa	12.0	15.3	8.9	10.8	1	1	1.42
WRBQ-F	Tampa	5.8	7.4	5.8	7.1	6	6	1.04
WMZQ-AF	Washington	17.3	8.9	6.0	7.1	2	3	1.25
55 Stations		1995 Mean:		1.11			1994 Mean:	1.14
		1995 Median:		1.07			1993 Mean:	1.09
							1992 Mean:	1.03
							1991 Mean:	1.05
							1990 Mean:	1.06
							1988 Mean:	1.08
							1987 Mean:	1.14
							1986 Mean:	1.12

COUNTRY

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WQMX-F	Akron	2.7	18.1	7.4	22.1	3	1	0.82
WGNA-F	Albany	5.0	19.1	11.6	14.0	1	1	1.36
KRST-F	Albuquerque	4.8	17.8	10.6	12.2	1	1	1.45
KASE-F	Austin	9.0	20.9	13.8	17.6	1	1	1.19
WYNK-AF	Baton Rouge	3.8	20.3	13.7	19.0	1	1	1.07
WKJN-F	Baton Rouge	2.4	12.8	4.4	6.1	3	11	2.09
WZZK-AF	Birmingham	7.4	23.6	13.7	17.6	1	2	1.34
WUSY-F	Chattanooga	5.2	32.5	20.8	25.7	1	1	1.26
WHKO-F	Dayton	4.4	15.3	12.5	16.5	3	1	0.93
KHEY-AF	El Paso	2.6	16.0	8.7	11.0	2	5	1.45
KSKS-F	Fresno	2.2	8.6	5.3	6.4	3	4	1.34
WBCT-F	Grand Rapids	4.7	15.7	9.7	13.3	2	1	1.18
WTQR-F	Greensboro-WS	7.5	23.7	13.3	19.0	1	1	1.25
WRNS-AF	Greenville, NC	3.4	26.2	18.0	23.6	1	2	1.11
WSSL-AF	Green-Spart	5.9	22.1	16.5	21.1	1	1	1.05
WESC-AF	Green-Spart	3.8	14.2	9.3	11.9	4	4	1.19
WQIK-F	Jacksonville	5.8	16.3	10.3	12.6	1	1	1.29
WROO-F	Jacksonville	3.5	9.9	6.7	8.2	5	4	1.21
WIVK-F	Knoxville	8.0	37.2	26.0	30.2	1	1	1.23
KWNR-F	Las Vegas	4.3	11.3	7.6	8.8	1	3	1.28
KFMS-F	Las Vegas	2.6	6.8	5.1	5.9	7	9	1.15
KSSN-F	Little Rock	3.9	22.9	14.2	16.1	1	1	1.42
WAMZ-F	Louisville	7.3	20.4	15.3	17.8	2	1	1.15
KTEX-F	McAllen	1.8	12.2	9.6	11.7	2	3	1.04
WGKX-F	Memphis	6.3	16.1	7.4	8.5	1	3	1.89
WSIX-F	Nashville	11.1	23.7	15.7	19.9	1	1	1.19
WSM -F	Nashville	7.4	15.8	10.9	13.8	2	2	1.14
KXXY-AF	Oklahoma Cty	5.5	17.9	12.0	14.0	1	1	1.28
WOW -AF	Omaha	5.0	17.5	10.9	12.7	1	1	1.38
WWKA-F	Orlando	7.1	11.3	8.4	9.6	1	3	1.18
WQDR-F	Raleigh	4.1	10.4	6.7	9.5	4	5	1.09
WKHK-F	Richmond	5.2	15.0	10.8	12.1	1	1	1.24
WBEE-F	Rochester	4.7	15.8	11.9	14.8	2	2	1.07
KTOM-AF	Sal-Mont-SC	2.0	14.7	5.9	9.2	2	2	1.59
WPKX-F	Springfield, MA	2.9	18.4	9.5	17.0	2	2	1.08
WBBS-F	Syracuse	1.5	7.6	7.6	10.3	5	4	0.74
WKKO-AF	Toledo	4.2	22.3	12.5	16.9	1	1	1.32
KIIM-F	Tucson	4.9	20.7	12.9	16.3	1	1	1.27
KWEN-F	Tulsa	5.0	17.4	12.2	13.6	1	1	1.28
KVOO-AF	Tulsa	3.6	12.5	10.4	11.6	3	2	1.08
WIRK-F	West Palm	6.0	17.8	7.9	12.4	2	2	1.33
WGGY-F	WB/Scranton	2.1	10.1	8.1	10.3	3	3	0.98
WGTY-F	York	2.5	17.6	10.7	22.7	2	1	0.78

43 Stations

1995 Mean: 1.23
1995 Median: 1.22

1994 Mean: 1.22
1993 Mean: 1.19
1992 Mean: 1.10
1991 Mean: 1.13
1990 Mean: 1.19
1988 Mean: 1.20
1987 Mean: 1.20
1986 Mean: 1.20

COUNTRY

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	'95 <u>REV</u>	REV <u>SHARE</u>	'95 AUD <u>SHARE</u>	ADJ AUD <u>SHARE</u>	REV <u>RANK</u>	12+ <u>RANK</u>	REV SHARE AS % OF <u>AUD SHARE</u>
WUSW-F	Appleton	1.6	14.2	9.0	14.1	2	3	1.01
WKXC-F	Augusta, GA	2.4	21.4	12.8	15.2	1	1	1.41
KUZZ-F	Bakersfield	3.4	22.4	14.3	18.6	1	1	1.20
WEZL-F	Charleston, SC	2.7	18.8	10.0	11.5	1	2	1.63
KKCS-AF	Colorado Springs	3.4	23.6	10.1	15.3	1	1	1.54
WCOS-AF	Columbia, SC	3.1	17.9	12.0	14.3	2	2	1.25
KRYS-AF	Corpus Christi	2.0	21.3	13.4	16.0	1	1	1.33
WLLR-AF	Davenport-RI	3.7	31.6	16.3	20.6	1	1	1.53
KJJY-AF	Des Moines	3.6	17.9	11.8	13.5	2	3	1.33
WKDQ-F	Evansville	2.3	17.0	17.6	21.7	2	2	0.78
WKML-F	Fayette, NC	3.0	27.8	15.9	21.5	1	1	1.29
WCKT-F	Ft. Myers	3.0	16.0	10.3	12.6	1	2	1.27
WBTU-F	Ft. Wayne	2.1	13.3	8.2	10.4	3	5	1.28
WTCR-AF	Huntington	3.1	41.3	27.2	36.8	1	1	1.12
WDRM-F	Huntsville	5.3	43.1	24.1	32.6	1	1	1.32
WMSI-F	Jackson, MS	4.5	31.7	13.8	17.3	1	2	1.83
WXBQ-F	JC-Kingsport	3.7	31.1	32.1	38.7	1	1	0.80
WITL-AF	Lansing	4.0	27.0	14.8	20.0	1	1	1.35
WVLK-F	Lexington	4.2	24.7	21.4	25.5	1	1	0.97
WWQM-F	Madison	2.4	12.8	7.0	9.5	3	2	1.35
KATM-F	Modesto	4.6	34.1	16.9	27.7	1	1	1.23
KHAY-F	Oxnard	2.0	22.5	7.2	15.7	1	2	1.43
WXCL-F	Peoria	2.3	19.0	17.4	22.0	1	1	0.86
WOKQ-F	Portsmouth, NH	3.3	35.8	13.3	29.6	1	1	1.21
WYYD-F	Roanoke	4.0	26.7	13.9	18.3	1	1	1.46
WKCQ-F	Saginaw	3.0	21.9	11.1	13.9	1	2	1.58
KRMD-AF	Shreveport	3.5	30.7	15.6	17.7	1	2	1.73
KDRK-F	Spokane	2.5	18.2	9.5	10.6	1	2	1.72
KFDI-AF	Wichita	5.1	26.8	17.0	19.1	1	1	1.40

29 Stations

1995 Mean: 1.32
1995 Median: 1.35

1994 Mean: 1.21
1993 Mean: 1.18
1992 Mean: 1.11
1991 Mean: 1.11
1990 Mean: 1.20
1988 Mean: 1.19
1987 Mean: 1.16
1986 Mean: 1.17

COUNTRY

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	'95 <u>REV</u>	REV <u>SHARE</u>	'95 AUD <u>SHARE</u>	ADJ AUD <u>SHARE</u>	REV <u>RANK</u>	12+ <u>RANK</u>	REV SHARE AS % OF <u>AUD SHARE</u>
WFGY-F	Altoona	2.6	53.1	25.8	33.5	1	1	1.59
KASH-AF	Anchorage	1.7	13.6	8.0	9.4	1	6	1.45
WHWK-F	Binghamton	2.2	27.5	19.6	24.8	1	1	1.11
WBWN-F	Bloomington, IL	1.5	25.0	14.2	25.3	2	2	0.99
KQFC-F	Boise	2.1	16.2	11.0	12.9	1	1	1.26
KHAK-AF	Cedar Rapids	2.6	26.0	22.9	29.4	2	1	0.88
WQBE-F	Charleston, WV	3.3	34.7	26.2	31.5	1	1	1.10
WKCN-F	Columbus, GA	1.2	14.1	11.5	13.4	3	3	1.05
WXTA-F	Erie	1.0	13.7	13.1	16.1	4	3	0.85
KXKC-F	Lafayette, LA	1.9	18.6	13.7	15.7	2	1	1.18
KZKX-F	Lincoln	2.2	21.3	9.9	13.8	1	1	1.54
KLLL-AF	Lubbock	2.3	29.1	21.4	24.5	1	1	1.19
WDEN-AF	Macon	3.1	21.3	19.3	23.0	1	1	1.36
WLWI-AF	Montgomery	3.6	32.1	20.6	24.8	1	1	1.29
WPOR-AF	Portland, ME	3.1	23.8	15.3	19.4	1	1	1.23
KBUL-F	Reno	2.3	19.2	10.0	11.6	1	1	1.65
KTWB-F	Sioux Falls	1.4	18.9	12.3	15.8	1	4	1.20
KTTS-F	Springfield, MO	4.3	32.1	19.7	22.6	1	1	1.42
WTNT-F	Tallahassee	2.3	25.3	12.3	16.6	1	2	1.52
WTHI-F	Terre Haute	1.7	34.7	28.6	34.7	1	1	1.00
KOEL-F	Waterloo	1.5	28.8	16.9	23.8	1	1	1.21
WOVK-F	Wheeling	1.9	31.1	25.4	31.3	1	1	0.99
WWQQ-F	Wilmington, NC	1.5	25.0	12.4	19.4	1	2	1.29

23 Stations

1995 Mean: 1.23
1995 Median: 1.22

1994 Mean: 1.18
1993 Mean: 1.07
1992 Mean: 1.04
1991 Mean: 1.09
1990 Mean: 1.07
1988 Mean: 1.17
1987 Mean: 1.16
1986 Mean: 1.10

AOR/MODERN ROCK/PROGRESSIVE

MAJOR MARKETS

STATION	MARKET		'95	REV	'95	AUD	ADJ	REV	12+	REV SHARE
			REV	SHARE	SHARE	SHARE	RANK	RANK	AS % OF AUD SHARE	
WKLS-F	Atlanta		12.4	7.3	4.7	5.4	7	10		1.35
WNNX-F	Atlanta	(NR)	10.5	6.2	5.6	6.5	9	4		0.95
WIYY-F	Baltimore		5.5	7.0	4.1	5.9	7	6		1.19
WBOS-F	Boston	(P)	7.7	4.4	2.8	3.4	11	15		1.29
WBCN-F	Boston		19.5	11.0	5.2	6.4	1	5		1.71
WFNX-F	Boston	(NR)	2.6	1.5	2.0	2.4	19	19		0.63
WEDG-F	Buffalo	(NR)	2.5	6.5	5.7	6.7	8	6		0.97
WRFX-F	Charlotte		8.2	14.6	8.5	10.6	2	3		1.38
WKQX-F	Chicago	(NR)	13.8	4.3	3.6	4.0	10	10		1.08
WXRT-F	Chicago	(P)	13.0	4.1	2.9	3.2	11	14		1.28
WRCX-F	Chicago		10.2	3.2	3.3	3.7	15	7		0.86
WEBN-F	Cincinnati		8.5	10.8	8.1	9.8	3	3		1.10
WAQZ-F	Cincinnati	(NR)	1.3	1.7	1.8	2.2	14	14		0.77
WMMS-F	Cleveland		6.0	7.9	6.1	7.0	7	7		1.13
WBZX-F	Columbus, OH		4.8	8.0	7.6	9.0	6	3		0.89
WLVQ-F	Columbus, OH	(AOR/CL)	8.1	13.5	6.3	7.5	4	5		1.80
KEGL-F	Dallas-FW		7.0	3.5	4.0	4.5	13	8		0.78
KDGE-F	Dallas-FW	(NR)	7.0	3.5	3.7	4.1	13	13		0.85
KTXQ-F	Dallas-FW		5.6	2.7	2.6	2.9	18	15		0.93
KXPK-F	Denver	(P)	3.1	2.9	5.4	6.1	12	6		0.48
KBPI-F	Denver	(NR)	6.0	5.7	5.2	5.9	6	7		0.97
KBCO-F	Denver	(P)	5.5	5.2	3.7	4.2	7	13		1.24
WRIF-F	Detroit		9.2	5.5	3.8	4.4	8	6		1.25
WHCN-F	Hartford		3.0	6.4	3.8	5.3	8	10		1.21
WMRQ-F	Hartford	(NR)	1.9	4.1	4.1	5.7	10	8		0.72
KLOL-F	Houston		12.8	7.1	4.1	4.8	5	14		1.47
KTBB-F	Houston	(NR)	4.4	2.4	2.8	3.3	15	16		0.73
WFBQ-F	Indianapolis	(T)	14.0	22.5	12.6	13.9	1	1		1.62
WRZX-F	Indianapolis	(NR)	3.4	5.5	4.6	5.1	8	9		1.07
KYYS-F	Kansas City		4.2	7.9	4.5	5.0	4	13		1.58
KQRC-F	Kansas City		3.2	6.0	5.1	5.7	11	8		1.05
KROQ-F	Los Angeles	(NR)	26.7	5.3	4.5	5.1	3	3		1.04
KLOS-F	Los Angeles		25.8	5.2	2.8	3.2	5	13		1.63
KSCA-F	Los Angeles	(P)	4.2	0.9	1.2	1.3	23	25		0.69
WZTA-F	Miami		5.6	4.0	2.6	2.9	14	12		1.37
WSHE-F	Miami		5.6	3.8	2.4	2.7	16	21		1.41
WLZR-AF	Milwaukee		3.8	6.4	5.6	6.5	5	4		0.98
WLUM-F	Milwaukee	(NR)	2.5	4.2	5.3	6.2	10	9		0.68
KTCZ-F	Minn-SP	(P)	5.8	5.5	3.7	4.4	10	11		1.25
KEGE-F	Minn-SP	(NR)	7.0	6.6	5.3	6.3	7	8		1.05
WNEW-F	New York		15.5	3.6	2.2	2.8	15	22		1.29
WAXQ-F	New York		7.0	1.6	2.0	2.5	22	21		0.64
WNOR-F	Norfolk		4.8	11.1	6.9	7.8	2	4		1.42
WKOC-F	Norfolk	(P)	2.5	5.8	3.4	3.9	8	12		1.48
WROX-F	Norfolk	(NR)	1.8	4.2	3.7	4.2	12	11		1.00
WMMR-F	Philadelphia		15.0	8.1	4.8	5.6	3	9		1.45
WPLY-F	Philadelphia	(NR)	6.0	3.2	3.9	4.7	14	12		0.68
KUPD-F	Phoenix		7.8	8.2	5.5	6.4	4	3		1.28
KDKB-F	Phoenix		6.1	6.4	3.5	4.1	6	12		1.56
KZON-F	Phoenix	(P)	3.2	3.3	2.5	2.9	14	13		1.14
WDVE-F	Pittsburgh		12.3	17.8	10.8	12.5	1	2		1.42
KUFO-AF	Portland, OR		6.3	8.7	5.9	6.8	2	6		1.28
KINK-F	Portland, OR	(P)	5.5	7.6	5.0	5.8	8	11		1.31
WHJY-F	Providence		5.5	16.5	9.2	13.7	1	1		1.20
KCAL-F	River-SB	(NR)	4.3	18.4	3.4	10.6	3	7		1.74

AOR/MODERN ROCK/PROGRESSIVE

MAJOR MARKETS
(Continued)

<u>STATION</u>	<u>MARKET</u>	<u>'95</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>'95</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>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KRXQ-F	Sacramento	3.8	5.6	4.3	5.3	9	7	1.06
KWOD-F	Sacramento (NR)	3.0	4.5	4.7	5.8	11	5	0.78
KQPT-F	Sacramento (P)	2.8	4.1	2.2	2.7	12	15	1.52
KSHE-F	St. Louis	8.9	9.9	6.6	7.2	3	5	1.38
KPNT-F	St. Louis (NR)	3.4	3.8	4.0	4.3	10	7	0.88
KBER-F	Salt Lake	2.1	4.4	4.2	4.6	9	10	0.96
KXRK-F	Salt Lake (NR)	2.0	4.2	4.0	4.4	10	11	0.95
KISS-F	San Antonio	5.3	9.2	6.8	7.5	3	3	1.23
XTRA-F	San Diego (NR)	5.9	5.6	3.7	4.4	9	8	1.27
KIOZ-F	San Diego	4.6	4.4	3.2	3.8	12	14	1.16
XHRM-F	San Diego (P)	2.2	2.1	2.8	3.3	18	11	0.64
KITS-F	San Francisco (NR)	9.8	4.9	3.1	4.4	9	11	1.11
KFOG-F	San Francisco (P)	9.7	4.9	2.7	3.8	10	10	1.29
KNDD-F	Seattle (NR)	6.4	5.2	5.2	5.9	8	7	0.88
KISW-F	Seattle	6.2	5.0	4.0	4.5	9	11	1.11
KMTT-F	Seattle (P)	5.0	4.1	3.2	3.6	12	14	1.14
WXTB-F	Tampa-SP	7.5	9.6	6.7	8.2	3	3	1.17
WHPT-F	Tampa-SP (P)	6.0	7.6	3.8	4.6	5	12	1.65
WHFS-F	Washington (NR)	9.7	5.0	3.9	4.6	8	10	1.09
WWDC-F	Washington	9.2	4.7	3.5	4.2	9	11	1.12

75 Stations

1995 Mean: 1.14
1995 Median: 1.15

1994 Mean: 1.18
1993 Mean: 1.16
1992 Mean: 1.14
1991 Mean: 1.27
1990 Mean: 1.23
1988 Mean: 1.23
1987 Mean: 1.21
1986 Mean: 1.11

AOR/MODERN ROCK/PROGRESSIVE

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	'95 <u>REV</u>	<u>MEDIUM MARKETS</u>		ADJ <u>AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
			<u>REV</u> <u>SHARE</u>	'95 <u>AUD</u> <u>SHARE</u>				
WONE-F	Akron	3.2	21.5	7.1	21.2	2	2	1.01
WPYX-F	Albany-Schen.	3.4	13.0	7.1	8.6	3	4	1.51
KZRR-F	Albuquerque	2.2	8.1	4.0	4.9	4	13	1.65
KTEG-F	Albuquerque (NR)	1.1	4.1	4.5	5.2	8	7	0.79
WZZO-F	Allen-Beth	4.0	20.1	10.3	16.1	2	3	1.25
KLBJ-F	Austin	3.8	8.8	6.8	8.7	5	5	1.01
KGSR-F	Austin (P)	2.7	6.6	3.5	4.5	6	9	1.47
WTGE-F	Baton Rouge	1.4	7.5	6.1	8.5	7	5	0.88
WZRR-F	Birmingham	4.3	13.7	7.1	9.1	2	3	1.50
WTUE-F	Dayton	4.9	17.0	9.0	11.9	1	2	1.43
KLAQ-F	El Paso	2.2	13.6	9.9	12.5	3	3	1.09
KRZR-F	Fresno	1.5	5.9	5.3	6.4	6	5	0.92
WKLQ-F	Grand Rapids	4.0	13.3	9.0	12.3	3	3	1.08
WGRD-AF	Grand Rapids (NR)	2.0	6.7	5.6	7.7	8	8	0.87
WSFL-F	Green-New Bern	1.7	13.1	8.8	11.6	3	3	1.13
WROQ-F	Green-Spart	4.6	17.2	9.1	11.7	2	2	1.47
WTPA-F	Harrisburg	2.9	15.3	6.9	10.1	4	5	1.51
WFYV-F	Jacksonville	4.4	12.4	10.8	13.2	2	2	0.94
WIMZ-F	Knoxville	2.8	13.0	9.4	10.9	3	2	1.19
KOMP-F	Las Vegas	2.9	7.6	5.0	5.8	5	6	1.31
KEDG-F	Las Vegas (NR)	2.9	7.6	6.2	7.2	5	4	1.06
KMJX-F	Little Rock	2.0	11.8	7.0	8.0	3	5	1.48
WTFX-F	Louisville	1.9	5.3	5.1	5.9	7	5	0.90
KFRQ-F	McAllen-Browns.	1.1	7.4	6.4	7.8	7	5	0.95
WEGR-F	Memphis	4.9	12.5	6.6	7.5	3	4	1.66
WKDF-F	Nashville	4.3	9.2	5.7	7.2	3	5	1.28
KATT-F	Oklahoma City	3.2	10.4	9.1	10.6	4	3	0.98
KE XO-F	Omaha	3.5	12.3	8.2	9.5	3	3	1.29
WJRR-F	Orlando	3.8	6.1	5.1	5.8	9	10	1.05
WDIZ-F	Orlando	3.4	5.4	4.0	4.6	11	11	1.17
WRDU-F	Raleigh	4.5	11.4	5.9	8.3	2	9	1.37
WRXL-F	Richmond	3.8	10.9	6.2	7.0	5	6	1.56
WVGO-F	Richmond (P)	2.6	7.5	4.4	5.0	8	10	1.50
WCMF-F	Rochester	6.0	20.1	11.1	13.9	1	3	1.45
WNVE-F	Rochester (NR)	1.4	4.7	3.9	4.9	8	6	0.96
KPIG-F	Sal-Mont-SC (P)	1.0	7.4	3.3	5.2	5	8	1.42
WAQX-F	Syracuse	3.2	16.2	8.4	11.4	3	3	1.42
WIOT-F	Toledo	2.7	14.4	6.8	9.2	2	3	1.57
KLPX-F	Tucson	2.9	12.2	8.6	10.9	3	3	1.12
KMOD-F	Tulsa	3.2	11.1	7.2	8.0	4	5	1.39
KMYZ-AF	Tulsa (NR)	1.7	5.9	5.2	5.8	6	6	1.02
WEZX-F	WB/Scranton	1.9	9.1	5.4	6.9	4	4	1.32

42 Stations

1995 Mean: 1.24
1995 Median: 1.31

1994 Mean: 1.28
1993 Mean: 1.22
1992 Mean: 1.19
1991 Mean: 1.24
1990 Mean: 1.27
1988 Mean: 1.15
1987 Mean: 1.05
1986 Mean: 1.13

AOR/MODERN ROCK/PROGRESSIVE

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KWHL-F	Anchorage	1.3	10.4	11.1	13.0	2	1	0.80
WAPL-F	Appleton	2.7	23.9	11.5	18.0	1	2	1.33
WZXL-F	Atlantic City	2.4	17.9	5.9	8.4	1	2	2.13
WRXR-F	Augusta, GA	1.1	9.8	5.5	6.5	4	6	1.51
KRAB-F	Bakersfield	1.2	7.9	7.5	9.7	4	3	0.81
WRQK-F	Canton	1.2	12.8	5.4	13.2	4	4	0.97
KRNA-F	Cedar Rapids	1.2	12.0	9.2	11.8	4	4	1.02
WAVF-F	Charleston, SC	2.0	13.9	8.4	9.7	2	3	1.43
KILO-F	Colorado Spgs	1.0	6.9	6.9	10.4	7	3	0.66
WVRK-F	Columbus, GA	1.3	15.9	10.6	12.3	1	2	1.29
KNCN-F	Corpus Christi	1.0	10.6	5.8	6.9	4	9	1.54
WXLP-F	Davenport-RI	1.9	16.2	11.0	13.9	2	4	1.17
KGGO-F	Des Moines	3.2	15.9	15.0	17.1	3	1	0.93
WRKT-F	Erie	1.2	16.4	12.0	13.7	2	1	1.20
WGBF-F	Evansville	1.5	11.1	7.7	9.5	5	3	1.17
WRCQ-F	Fayette, NC	1.1	10.2	6.3	8.5	4	4	1.20
WRXK-F	Ft. Myers	1.9	10.2	6.0	7.3	3	6	1.40
WXKE-F	Fort Wayne	1.0	6.3	4.9	6.2	8	8	1.02
WTAK-F	Huntsville	1.0	8.1	6.5	8.8	4	4	0.92
WSTZ-F	Jackson, MS	1.6	11.3	6.9	8.6	3	3	1.31
WQUT-F	JC-Kingsport	2.1	17.6	11.3	13.6	2	2	1.29
WRKR-F	Kalamazoo	1.7	19.8	8.6	16.5	2	4	1.20
WJXQ-F	Lansing	2.5	16.9	8.9	12.0	3	3	1.41
WKQQ-F	Lexington	3.8	22.4	11.1	13.2	2	2	1.69
KTGL-F	Lincoln	1.7	16.5	8.2	11.4	2	2	1.45
KFMX-F	Lubbock	1.4	17.7	10.7	12.3	2	3	1.44
WIBA-F	Madison	3.0	16.0	7.2	9.7	1	5	1.64
WMAD-F	Madison (NR)	0.7	3.7	5.3	7.2	10	7	0.51
WPLR-F	New Haven	6.5	45.7	8.1	27.0	1	1	1.69
WWCT-F	Peoria	1.9	15.7	11.5	14.6	2	2	1.08
WBLM-F	Portland, ME	2.8	21.5	11.7	14.8	2	2	1.45
WHEB-F	Portsmouth, NH	2.2	23.9	10.5	23.3	2	2	1.03
KOZZ-F	Reno	1.9	15.8	8.4	9.8	2	3	1.61
WROV-F	Roanoke	2.5	16.7	8.5	11.2	2	2	1.49
WXRX-F	Rockford	2.4	28.6	17.6	27.5	1	1	1.04
WKQZ-F	Saginaw	1.1	8.0	8.1	10.1	5	6	0.79
KAEP-F	Spokane	1.0	7.3	5.0	5.6	6	11	1.30
KXUS-F	Springfield, MO	1.3	9.7	6.7	7.7	3	4	1.26
KFMW-F	Waterloo	1.2	23.1	11.6	16.6	2	3	1.39
KICT-F	Wichita	1.0	5.3	5.6	6.3	6	6	0.84
WSFM-F	Wilmington, NC	0.9	15.0	9.4	14.7	4	4	1.02
WNCD-F	Youngstown	1.0	7.1	6.1	7.5	7	6	0.95

42 Stations

1995 Mean: 1.22
1995 Median: 1.26

1994 Mean: 1.19
1993 Mean: 1.16
1992 Mean: 1.12
1991 Mean: 1.13
1990 Mean: 1.08
1988 Mean: 1.09
1987 Mean: 1.01
1986 Mean: 1.04

CLASSIC ROCK

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WZGC-F	Atlanta	10.0	5.9	3.8	4.4	10	13	1.34
WZLX-F	Boston	13.7	7.8	4.5	5.5	5	9	1.42
WGRF-F	Buffalo	3.7	9.7	5.8	6.8	4	4	1.43
WCKG-F	Chicago	11.0	3.4	2.3	2.6	14	16	1.31
WOFX-F	Cincinnati	2.7	3.4	3.3	4.0	11	13	0.85
WNCX-F	Cleveland	7.3	9.6	6.0	6.9	5	5	1.39
KZPS-F	Dallas-FW	6.2	3.1	2.7	3.0	15	19	1.03
KRFX-F	Denver	10.0	9.5	6.2	7.0	3	4	1.36
WCSX-F	Detroit	6.2	3.7	2.8	3.3	13	14	1.12
KCFX-F	Kansas City	7.8	14.7	6.4	7.1	1	4	2.07
WKLH-F	Milwaukee	5.8	9.8	6.3	7.4	4	6	1.32
KQRS-F	Minneapolis	18.2	17.3	12.3	14.6	1	1	1.18
WXRK-F	New York	29.0	6.7	3.2	4.0	3	13	1.67
WAFX-F	Norfolk	2.7	6.3	4.2	4.8	7	9	1.31
WYSP-F	Philadelphia	20.0	10.7	4.8	5.9	2	5	1.81
KSLX-F	Phoenix	6.2	6.5	4.1	4.8	5	8	1.35
WRRK-F	Pittsburgh	1.8	2.6	3.1	3.6	12	13	0.72
KGON-F	Portland, OR	6.0	8.3	5.8	6.7	7	8	1.24
WWRX-F	Providence	3.0	9.0	4.2	6.3	5	11	1.43
KSEG-F	Sacramento	5.6	8.3	4.3	5.3	4	8	1.56
KSD -F	St. Louis	5.5	6.1	2.7	2.9	7	13	2.10
KZEP-F	San Antonio	3.3	5.7	4.1	4.5	8	9	1.27
KGB -F	San Diego	6.0	5.7	3.6	4.3	8	9	1.33
KRQR-F	San Francisco	6.7	3.4	1.9	2.7	14	22	1.26
KZOK-F	Seattle	7.6	6.2	4.1	4.6	4	4	1.35

25 Stations

1995 Mean: 1.37
1995 Median: 1.35

1994 Mean: 1.33
1993 Mean: 1.26
1992 Mean: 1.29
1991 Mean: 1.20
1990 Mean: 1.23

CLASSIC ROCK

MEDIUM AND SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KLSK-F	Albuquerque	0.7	2.6	2.1	2.4	13	16	1.08
KPEZ-F	Austin	2.7	6.6	3.7	4.7	6	8	1.40
WSKZ-F	Chattanooga	2.3	14.4	8.5	10.5	3	3	1.37
KJFX-F	Fresno	1.2	4.7	3.1	3.8	7	13	1.24
WLAV-F	Grand Rapids	2.3	7.7	6.6	9.0	5	4	0.86
WKRR-F	Greens-WS	2.9	9.2	4.8	6.9	4	9	1.33
KKLZ-F	Las Vegas	2.5	6.6	3.7	4.3	8	12	1.53
WQMF-F	Louisville	3.3	9.2	4.6	5.4	3	7	1.70
WJJO-F	Madison	1.0	5.3	3.9	5.3	7	9	1.00
KRXO-F	Oklahoma Cty	3.8	12.3	7.0	8.1	2	7	1.52
KKCD-F	Omaha	1.2	4.2	4.8	5.5	10	9	0.76
WHTQ-F	Orlando	2.2	3.5	3.2	3.7	13	13	0.96
WMGK-F	Portland, ME	1.7	13.1	7.6	9.6	4	3	1.36
WZZU-F	Raleigh	2.8	7.1	4.0	5.7	8	10	1.25
KKZX-F	Spokane	1.7	12.4	8.1	9.0	2	4	1.38
WAQY-F	Springfield, MA	3.4	21.5	8.6	15.4	1	1	1.39
WXKR-F	Toledo	1.1	5.9	4.8	6.5	8	9	0.91
WKGR-F	West Palm	4.2	12.5	4.3	7.3	3	6	1.71
KRZZ-F	Wichita	1.7	8.9	6.2	7.0	5	3	1.27

19 Stations

1995 Mean: 1.26
1995 Median: 1.33

1994 Mean: 1.25
1993 Mean: 1.09
1992 Mean: 1.08
1991 Mean: 1.21
1990 Mean: 0.99

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

FULL SERVICE

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WSB	Atlanta	15.5	9.1	6.9	8.0	3	3	1.14
WBEN	Buffalo	5.5	14.4	8.6	10.1	1	2	1.43
WBT-AF	Charlotte	6.0	10.7	7.2	8.9	4	4	1.20
WGN	Chicago	35.8	11.2	6.5	7.3	1	2	1.53
WLW	Cincinnati	18.0	22.9	11.3	13.7	1	1	1.67
WTVN	Columbus, OH	9.0	15.0	8.7	10.3	2	2	1.45
WBAP	Dallas-FW	15.1	7.5	5.4	6.1	2	6	1.23
KOA	Denver	19.0	18.0	8.5	9.6	1	2	1.87
WJR	Detroit	18.2	10.9	7.9	9.2	1	2	1.18
WTIC	Hartford	7.7	16.4	12.0	16.7	1	1	0.98
WIBC	Indianapolis	7.4	11.9	7.9	8.7	3	3	1.37
WDAF	Kansas City	4.8	9.1	8.3	9.2	3	3	0.99
WTMJ	Milwaukee	9.9	16.7	8.0	9.4	1	1	1.78
WCCO	Minn-SP	18.0	17.1	11.9	14.1	2	2	1.21
KEX	Portland, OR	5.8	8.0	5.3	6.1	5	10	1.31
KSL	Salt Lake	5.6	11.7	6.0	6.6	2	7	1.77
KFMB	San Diego	6.1	5.8	3.5	4.2	7	7	1.38
KNBR	San Francisco	21.6	10.9	4.2	6.0	2	5	1.82
KOMO	Seattle	4.7	3.8	3.7	4.2	13	19	0.90
WMAL	Washington	11.5	5.9	4.3	5.1	7	7	1.16

20 Stations

1995 Mean: 1.37
1995 Median: 1.34

1994 Mean: 1.33
1993 Mean: 1.39
1992 Mean: 1.41
1991 Mean: 1.39
1990 Mean: 1.43
1988 Mean: 1.55
1987 Mean: 1.49
1986 Mean: 1.52

FULL SERVICE

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WAKR	Akron	1.6	10.7	5.2	15.5	5	3	0.69
WGY	Albany	2.8	10.7	8.8	10.6	4	2	1.01
KKOB	Albuquerque	4.1	15.2	8.8	10.1	2	3	1.50
WHO	Des Moines	4.7	23.4	13.9	15.9	1	1	1.47
WHP	Harrisburg	2.3	12.1	8.2	12.1	5	2	1.00
KSSK	Honolulu	3.1	14.4	8.4	9.0	2	3	1.60
WHAS	Louisville	7.5	20.9	12.8	14.9	1	2	1.40
WSM	Nashville	2.0	4.3	2.9	3.7	11	12	1.16
KFAB	Omaha	4.0	14.0	10.6	12.3	2	5	1.14
WDBO	Orlando	4.8	7.7	7.1	8.1	7	5	0.95
WPTF	Raleigh	4.0	10.2	7.2	10.2	5	3	1.00
WRVA	Richmond	4.2	12.1	8.9	10.0	2	4	1.21
WHAM	Rochester	4.2	14.1	11.2	14.0	3	1	1.01
WHYN	Springfield, MA	1.8	11.4	6.2	11.1	5	5	1.03
WSYR	Syracuse	3.4	17.3	10.8	14.6	2	2	1.18
WSPD	Toledo	1.3	6.9	6.8	9.2	6	6	0.75
KRMG	Tulsa	3.9	13.6	9.3	10.3	2	2	1.32
WARM	WB/Scranton	1.5	7.2	4.1	5.3	5	9	1.36
WDEL	Wilmington, DE	2.1	15.4	3.4	11.3	3	9	1.36
WSBA	York	2.4	16.9	5.1	10.9	3	7	1.55

20 Stations

1995 Mean: 1.18
1995 Median: 1.16

1994 Mean: 1.17
1993 Mean: 1.07
1992 Mean: 1.11
1991 Mean: 1.17
1990 Mean: 1.18
1988 Mean: 1.28
1987 Mean: 1.29
1986 Mean: 1.38

FULL SERVICE

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WHBY	Apple-OshKosh	1.4	12.4	8.3	13.0	3	4	0.95
WJBC	Bloomington, IL	2.5	41.7	22.4	40.0	1	1	1.04
KBOI	Boise	1.4	10.8	5.9	6.9	3	9	1.56
WHBC	Canton	2.2	23.4	14.7	35.8	1	1	0.65
WMT	Cedar Rapids	2.7	27.0	12.2	15.6	1	2	1.73
WIKY-F	Evansville	3.3	24.4	17.2	21.2	1	1	1.15
KFGO	Fargo	2.0	22.2	13.8	16.4	1	4	1.35
WOWO	Fort Wayne	1.9	12.0	6.0	7.6	4	6	1.58
WKZO	Kalamazoo	0.65	7.6	5.9	11.3	5	8	0.67
WVLK	Lexington	1.6	9.4	6.4	7.6	4	5	1.24
KFOR	Lincoln	1.5	14.6	9.3	12.9	3	3	1.13
WIBA	Madison	1.6	8.6	6.1	8.2	6	8	1.05
WMBD	Peoria	1.5	12.4	6.8	8.6	3	6	1.44
WGAN	Portland, ME	1.0	7.7	7.4	9.4	6	4	0.82
WROK	Rockford	1.2	14.3	6.7	10.5	3	5	1.36
WSGW	Saginaw	2.0	14.6	9.6	12.0	3	1	1.22
WIBW	Topeka	1.1	16.4	6.4	10.2	3	4	1.61
WTAG	Worcester	2.4	20.0	8.3	24.0	3	4	0.83

18 Stations

1995 Mean: 1.19
1995 Median: 1.18

1994 Mean: 1.20
1993 Mean: 1.19
1992 Mean: 1.18
1991 Mean: 1.11
1990 Mean: 1.10
1988 Mean: 1.21
1987 Mean: 1.22
1986 Mean: 1.25

BLACK/URBAN

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	'95 <u>REV</u>	REV <u>SHARE</u>	'95 AUD <u>SHARE</u>	ADJ AUD <u>SHARE</u>	REV <u>RANK</u>	12+ <u>RANK</u>	REV SHARE AS % OF <u>AUD SHARE</u>
WVEE-F	Atlanta	20.0	11.8	11.4	13.1	1	1	0.90
WALR-F	Atlanta (B/AC)	8.5	5.0	5.3	6.1	12	6	0.82
WFXA-F	Augusta, GA	1.2	10.7	8.4	10.0	3	3	1.07
WXYV-F	Baltimore	6.6	8.4	5.4	7.7	6	8	1.09
WWIN-F	Baltimore (B/AC)	3.4	4.3	3.9	5.6	10	10	0.77
KQXL-F	Baton Rouge	2.7	14.4	11.9	16.5	2	1	0.87
WENN-F	Birmingham	4.1	13.1	10.8	13.9	3	1	0.94
WILD	Boston	1.5	0.9	1.3	1.6	20	20	0.56
WBLK-F	Buffalo	2.1	5.5	5.6	6.6	10	9	0.83
WWWZ-F	Charleston, SC	1.6	11.1	12.8	14.7	3	1	0.76
WPEG-F	Charlotte	6.7	12.0	9.8	12.1	3	2	0.99
WBAV-AF	Charlotte (B/AC)	1.7	3.0	4.6	5.7	11	10	0.53
WJTT-F	Chattanooga	1.2	7.5	7.2	8.9	5	4	0.84
WGCI-AF	Chicago	19.3	6.1	7.7	8.6	4	1	0.71
WVAZ-F	Chicago	14.2	4.5	4.1	4.6	8	5	0.98
WZAK-F	Cleveland	8.0	10.5	8.0	9.2	3	2	1.14
WWDM-F	Columbia, SC	3.3	19.1	17.9	21.3	1	1	0.90
WFXE-F	Columbus, GA	1.25	14.7	17.2	20.0	2	1	0.74
WCKX-F	Columbus, OH	1.5	2.5	4.9	5.8	11	9	0.43
KKDA-AF	Dallas-FW	10.6	5.3	6.5	7.3	6	1	0.73
KRBV-AF	Dallas-FW	5.7	2.8	4.0	4.5	17	12	0.62
WROU-F	Dayton	1.8	6.3	7.2	9.5	7	4	0.66
WJLB-F	Detroit	14.6	8.8	9.3	10.9	2	1	0.81
WMXD-F	Detroit	7.4	4.4	4.5	5.3	11	8	0.83
WZFX-F	Fayette, NC	2.6	24.1	17.0	23.0	2		1.05
WDZZ-F	Flint	2.3	19.3	11.6	21.9	3	2	0.88
WJMH-F	Greens-WS	2.3	7.3	6.5	9.3	6	4	0.78
WQMG-F	Greens-WS	1.3	4.1	5.4	7.7	10	7	0.53
WIKS-F	Green, NC	2.0	15.4	14.6	19.2	2	2	0.80
WJMZ-F	Green-Spart	2.5	9.4	9.7	12.4	5	3	0.76
KBXX-F	Houston	8.8	4.9	6.2	7.2	10	1	0.68
KMJQ-F	Houston (B/AC)	8.4	4.7	5.0	5.8	11	4	0.81
WTLC-AF	Indianapolis	3.5	5.6	6.0	6.6	7	4	0.85
WJMI-F	Jackson, MS	1.7	12.0	14.7	18.4	2	1	0.65
WSOL-F	Jacksonville (B/AC)	1.4	3.9	5.2	6.3	10	6	0.62
KPRS-AF	Kansas City	3.7	7.0	9.8	10.9	7	2	0.64
KIPR-F	Little Rock	1.9	11.2	9.7	10.9	4	3	1.03
KKBT-F	Los Angeles	20.9	4.2	4.1	4.7	13	4	0.89
WGZB-F	Louisville	1.7	4.7	5.7	6.6	8	4	0.71
WIBB-AF	Macon	0.7	7.1	10.0	11.9	5	2	0.60
WHRK-F	Memphis	5.5	14.0	12.4	14.1	2	1	0.99
WDIA	Memphis	2.3	5.9	8.6	9.8	7	2	0.60
WLOK	Memphis (G)	1.2	3.1	5.1	5.8	11	9	0.53
WEDR-F	Miami	7.4	5.2	6.0	6.8	8	1	0.76
WHQT-F	Miami	7.1	5.0	4.8	5.4	9	4	0.93
WKKV-F	Milwaukee	2.1	3.5	7.0	8.2	12	3	0.43
WZHT-F	Montgomery	1.9	17.0	17.7	21.3	2	2	0.80
WQQK-F	Nashville	2.6	5.6	6.1	7.7	7	5	0.73
WQUE-F	New Orleans	5.2	12.8	13.8	15.3	2	1	0.84
WYLD-AF	New Orleans (B/AC)	3.4	8.4	10.6	11.8	4	2	0.71
WRKS-F	New York (B/AC)	21.5	5.0	6.0	7.5	8	2	0.67
WBLs-F	New York	13.0	3.1	3.2	4.0	16	12	0.78
WOWI-F, WSVY	Norfolk	5.0	11.6	14.9	16.9	1	1	0.69
WJHM-F	Orlando	6.0	9.6	8.1	9.3	3	4	1.03
WDAS-F	Philadelphia	11.6	6.2	5.5	6.7	6	3	0.93

BLACK/URBAN
(Continued)

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WUSL-F	Philadelphia	10.1	5.4	6.1	7.5	8	2	0.72
WAMO-AF	Pittsburgh	3.0	4.3	5.4	6.2	9	6	0.69
WQOK-F	Raleigh	3.4	8.6	8.1	11.5	6	2	0.75
WCDX-F	Richmond	4.2	12.1	10.7	12.0	2	2	1.01
WPLZ-F	Richmond (B/AC)	1.9	5.5	6.0	6.7	9	8	0.82
WJJS-FF	Roanoke	0.8	5.3	7.5	9.9	6	4	0.54
WDKX-F	Rochester	1.1	3.7	5.6	7.0	10	7	0.53
WTLZ-F	Saginaw	0.7	5.1	5.4	6.8	9	5	0.75
KMJM-F	St. Louis	6.7	7.4	7.5	8.2	6	3	0.90
KSJL-F	San Antonio	1.3	2.3	4.3	4.7	12	8	0.49
WSOK/WLVH	Savannah	1.4	12.2	20.2	26.1	3	1	0.47
KMJJ-F	Shreveport	1.3	11.4	14.8	16.8	3	1	0.68
WHBX-F	Tallahassee	0.8	8.8	14.0	18.9	4	1	0.47
WPGC-F	Washington	20.5	10.6	8.4	10.0	1	1	1.06
WMMJ-F	Washington	8.0	4.1	3.7	4.4	11	13	0.93
WHUR-F	Washington	7.1	3.7	4.3	5.1	15	2	0.73
WKYS-F	Washington	6.5	3.4	3.7	4.4	16	7	0.77
WMNX-F	Wilmington, NC	1.0	16.7	14.0	21.9	3	1	0.76

74 Stations

1995 Mean: 0.76
1995 Median: 0.77

1994 Mean: 0.74
1993 Mean: 0.73
1992 Mean: 0.70
1991 Mean: 0.71
1990 Mean: 0.69
1988 Mean: 0.77
1987 Mean: 0.76
1986 Mean: 0.77

NEWS AND NEWS/TALK

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WBAL	Baltimore	13.0	15.8	8.0	11.4	1	1	1.38
WBZ	Boston	19.0	10.8	8.1	9.9	2	1	1.09
WBBM	Chicago	17.3	5.4	3.7	4.1	6	8	1.32
WMAQ	Chicago	18.6	5.8	3.2	3.6	5	13	1.61
KRLD	Dallas-FW	8.0	4.0	3.4	3.8	10	11	1.05
WHIO	Dayton	3.6	12.5	6.4	8.5	4	6	1.47
WWJ	Detroit	13.8	8.3	5.4	6.3	3	3	1.32
KMJ	Fresno	5.6	22.0	11.8	14.2	1	1	1.55
WPOP	Hartford	0.8	1.7	1.8	2.5	12	14	0.68
KTRH	Houston	14.6	8.1	4.7	5.5	4	8	1.47
KFWB	Los Angeles	23.0	4.6	2.5	2.8	9	17	1.64
KNX	Los Angeles	22.1	4.4	3.1	3.5	11	12	1.26
WINZ	Miami	4.4	3.1	2.0	2.3	17	19	1.35
WWL/WSMB	New Orleans	8.6	21.1	8.2	9.1	1	4	2.32
WINS	New York	29.3	6.8	3.7	4.6	2	10	1.47
WCBS	New York	25.0	5.8	3.4	4.3	6	11	1.35
WNIS	Norfolk	2.5	5.8	3.4	3.9	8	13	1.48
KYW	Philadelphia	26.0	14.0	7.4	9.1	1	1	1.54
KTAR	Phoenix	10.4	10.9	8.1	9.4	2	1	1.16
KDKA	Pittsburgh	11.5	16.7	13.2	15.3	2	1	1.09
KXL	Portland, OR	5.8	8.0	7.3	8.5	5	3	0.94
WHJJ	Providence	1.8	5.4	4.2	6.3	8	10	0.86
KFBK	Sacramento	10.5	15.6	11.2	13.8	1	1	1.13
WOAI	San Antonio	5.1	8.9	4.4	4.8	5	7	1.85
KSDO	San Diego	6.3	6.0	5.0	6.0	6	6	1.00
KCBS	San Francisco	18.0	9.1	5.0	7.1	3	2	1.28
KIRO-AF	Seattle	18.0	14.6	7.7	8.7	1	1	1.68
KNST	Tucson	2.2	9.3	6.4	8.1	4	6	1.15
WTOP	Washington	12.0	6.2	3.2	3.8	6	16	1.63
WJNO	West Palm	3.8	11.3	6.1	10.3	5	5	1.10

30 Stations

1995 Mean: 1.34
1995 Median: 1.35

1994 Mean: 1.40
1993 Mean: 1.43
1992 Mean: 1.41
1991 Mean: 1.35

TALK AND TALK/NEWS

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WNIR-F	Akron	2.4	16.1	6.2	18.5	4	6	0.87
WRTA	Altoona	0.48	9.8	7.9	10.3	4	4	0.95
KENI	Anchorage	1.1	8.8	6.2	7.3	5	9	1.21
WGST-AF	Atlanta	12.5	7.3	5.4	6.2	5	6 (E)	1.18
WGAC	Augusta, GA	0.9	8.0	5.1	6.1	6	9	1.31
KLBJ	Austin	3.8	8.8	6.2	7.9	5	6	1.11
KERN	Bakersfield	1.9	12.5	7.1	9.3	2	4	1.34
WCBM	Baltimore	2.4	3.0	3.1	4.4	11	12	0.68
WJBO	Baton Rouge	2.1	11.2	5.2	7.2	4	9	1.54
WNBF	Binghamton	0.6	7.5	10.8	13.7	6	4	0.55
WERC	Birmingham	2.5	8.0	7.1	9.1	5	5	0.88
KIDD	Boise	1.0	7.7	7.5	8.8	7	5	0.88
WRKO	Boston	9.0	5.1	7.1	8.6	8	2	0.59
WGR	Buffalo	2.2	5.8	6.1	7.2	9	11	0.81
WTMA	Charleston, SC	1.6	11.1	5.7	6.6	3	4	1.68
WLS	Chicago	7.0	2.2	4.0	4.5	19	15	0.49
WLUP-F	Chicago	19.6	6.1	2.8	3.1	3	21	1.96
WJJD	Chicago	3.0	0.9	1.4	1.6	27	29	0.56
WCKY	Cincinnati	5.7	7.2	5.6	6.8	6	9	1.06
WWWE	Cleveland	3.3	4.3	4.0	4.6	9	12	0.93
KVOR	Colorado Spgs	0.9	6.2	6.6	10.0	8	5	0.62
WVOC	Columbia, SC	1.4	8.1	5.4	6.4	5	9	1.26
KLIF	Dallas-FW	7.7	3.8	2.0	2.3	11	21	1.65
WOC	Davenport-RI	1.2	10.3	9.6	12.2	4	3	0.84
KHOW	Denver	3.0	2.8	2.3	2.6	13	18	1.08
WXYT	Detroit	7.6	4.6	4.3	5.0	10	11	0.92
KTSM	El Paso	0.8	4.9	3.3	4.3	9	9	1.14
WFNC	Fayette, NC	1.05	9.7	6.4	8.6	5	6	1.13
WINK	Ft. Myers	1.4	7.5	4.4	5.4	6	9	1.39
WOOD	Grand Rapids	2.2	7.3	7.5	10.3	6	5	0.71
WNFL	Green Bay	0.8	8.0	4.2	7.1	4	8	1.13
WSJS	Greens-WS	2.9	9.2	4.8	6.9	4	8	1.33
KHVH	Honolulu	0.8	3.7	3.6	3.9	9	10	0.95
KPRC	Houston	6.4	3.5	3.8	4.4	13	11	0.80
WOKV	Jacksonville	1.8	5.1	4.0	4.9	8	9	1.04
KMBZ	Kansas City	3.6	6.8	5.3	5.9	8	9	1.15
WIVK	Knoxville	1.6	7.4	5.3	6.2	6	8	1.19
KARN	Little Rock	1.7	10.0	7.0	8.0	6	4	1.25
KABC	Los Angeles	26.6	5.3	3.0	3.4	4	11	1.56
KFI	Los Angeles	25.3	5.1	4.0	4.5	7	6	1.13
KMPC	Los Angeles	7.0	1.4	1.0	1.1	22	29	1.27
WTDY	Madison	0.8	4.3	4.5	6.1	9	10	0.70
WMC	Memphis	2.8	7.1	4.9	5.6	6	8	1.27
WIOD	Miami	8.4	6.0	3.7	4.2	3	11	1.43
WISN	Milwaukee	3.5	5.9	5.8	6.8	7	8	0.87
KSTP	Minneapolis	3.7	3.5	4.6	5.5	11	10	0.64
WLAC	Nashville	2.1	4.5	3.7	4.7	10	11	0.96
WABC	New York	20.2	4.7	4.1	5.1	9	8	0.92
WOR	New York	18.0	4.2	3.0	3.8	2	15	1.11
KTOK	Oklahoma City	3.3	10.7	6.9	8.0	3	5	1.34
KKAR	Omaha	1.3	4.6	4.5	5.2	9	11	0.88
WTKS-F	Orlando	3.5	5.6	5.3	6.1	10	8	0.92
WWDB-F	Philadelphia	9.0	4.8	5.2	6.4	10	6	0.75
KFYI	Phoenix	5.7	6.0	5.7	6.6	7	6	0.91
WTAE	Pittsburgh	5.1	7.4	4.3	5.0	6	9	1.48

TALK AND TALK/NEWS
(Continued)

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WPRO	Providence	2.6	7.8	4.7	7.0	7	5	1.11
KKOH	Reno	1.5	12.5	10.4	12.1	3	2	1.03
KSTE	Sacramento	1.9	2.8	3.9	4.8	13	9	0.58
KMOX	St. Louis	19.0	21.1	14.0	15.2	1	1	1.39
KALL	Salt Lake	2.4	5.0	3.8	4.2	8	15	1.19
KSTA	San Antonio	3.1	5.4	4.2	4.6	10	12	1.17
KOGO	San Diego	1.6	1.5	2.1	2.5	20	19	0.60
KGO	San Francisco	27.8	14.0	7.4	10.5	1	1	1.33
KVI	Seattle	6.6	5.4	5.5	6.2	5	6	0.87
KXLY	Spokane	0.74	5.4	4.8	5.3	8	9	1.02
WFLA	Tampa	5.7	7.3	6.3	7.7	7	8	0.95
WJFK-F	Washington	16.0	8.2	3.8	4.5	3	6	1.82
WWRC	Washington	2.5	1.3	1.8	2.1	20	18	0.62
KNSS	Wichita	1.0	5.3	4.4	4.9	6	11	1.08
WILK	WB/Scranton	0.9	4.3	4.0	5.1	6	8	0.84
WILM	Wilmington, DE	2.1	15.4	4.2	14.0	3	7	1.10
WKBN	Youngstown	2.4	17.1	12.8	15.8	2	1	1.08
72 Stations		1995 Mean:		1.06	1994 Mean:		1.02	
		1995 Median:		1.07	1993 Mean:		1.04	
					1992 Mean:		1.04	
					1991 Mean:		1.11	
					1990 Mean:		1.01	

STANDARDS/NOSTALGIA

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WABY	Albany	0.34	1.3	3.5	4.2	11	10	0.31
KIVA	Albuquerque	0.45	1.7	3.9	4.5	15	11	0.38
WAPI	Birmingham	0.57	1.8	3.3	4.1	11	13	0.43
WXKS	Boston	0.9	0.5	2.1	2.6	21	17	0.19
WECK	Buffalo	0.3	0.8	5.5	6.5	14	9	0.12
WSAI	Cincinnati	2.4	3.0	5.1	6.2	12	8	0.48
WRMR	Cleveland	1.9	2.5	6.3	7.2	14	6	0.35
WONE	Dayton	0.62	2.2	2.4	3.2	9	10	0.68
KEZW	Denver	1.0	0.9	2.9	3.3	20	17	0.27
KRNT	Des Moines	0.48	2.4	5.1	5.8	9	7	0.41
WFDF	Flint	0.4	3.4	6.5	12.3	5	5	0.28
WDRC	Hartford	1.0	2.1	4.6	6.4	11	9	0.33
KQUE-F	Houston	4.6	2.5	4.8	5.6	14	5	0.45
WMYS	Indianapolis	0.35	0.6	2.9	3.2	13	12	0.19
KFEZ	Kansas City	0.7	1.3	2.4	2.7	17	16	0.48
WQBB-AF	Knoxville	0.6	2.8	5.5	6.4	8	7	0.44
KJUL-F	Las Vegas	2.2	5.8	9.2	10.7	9	1	0.54
KLAC	Los Angeles	3.9	0.8	1.9	2.1	23	21	0.38
WAVG	Louisville	0.6	1.7	3.6	4.2	12	8	0.40
WFEA	Manchester	0.4	5.2	7.3	17.4	4	4	0.30
WOKY	Milwaukee	2.0	3.6	6.2	7.3	13	6	0.49
KLBB	Minn-SP	1.1	1.1	1.7	2.0	15	14	0.55
WBYU	New Orleans	0.7	1.7	3.0	3.3	12	12	0.52
WQEW	New York	3.0	0.7	1.8	2.3	26	20	0.30
WHOO	Orlando	0.6	1.0	2.3	2.6	16	15	0.38
WPEN	Philadelphia	5.6	3.0	5.2	6.4	16	7	0.47
KOY	Phoenix	2.5	2.6	5.6	6.5	15	7	0.40
WJAS	Pittsburgh	1.1	1.6	4.3	5.0	14	10	0.32
KKSN	Portland, OR	1.2	1.7	3.6	4.2	16	13	0.40
WLKW	Providence	1.4	4.2	5.3	7.9	12	4	0.53
WBBF	Rochester	0.35	1.2	3.3	4.1	11	10	0.29
KCTC	Sacramento	0.7	1.0	3.7	4.6	17	13	0.22
WSAM	Saginaw	0.21	1.5	2.7	3.4	12	11	0.44
WRTH	St. Louis	1.0	1.1	2.2	2.4	19	15	0.46
KDYL-AA	Salt Lake	0.8	1.7	3.6	4.0	18	13	0.43
KPOP	San Diego	1.8	1.7	2.9	3.5	19	15	0.49
KABL	San Francisco	2.4	1.2	2.4	3.4	21	14	0.35
KIXI	Seattle	2.0	1.6	4.8	5.4	20	8	0.30
WMAS	Springfield, MA	0.7	4.4	5.5	9.8	8	6	0.45
WFBL	Syracuse	0.3	1.5	4.1	5.5	11	7	0.27
WGUL-AF	Tampa	1.3	1.7	5.8	7.0	14	9	0.24
WWDC	Washington	2.1	1.1	1.0	1.2	22	21	0.91
WJBW-F	West Palm	0.5	1.5	2.5	4.2	11	7	0.36
WNAK	WB-Scranton	0.68	3.3	4.9	6.3	9	6	0.52

44 Stations

1995 Mean: 0.40
1995 Median: 0.40

1994 Mean: 0.47
1993 Mean: 0.50
1992 Mean: 0.52
1991 Mean: 0.54
1990 Mean: 0.60
1988 Mean: 0.57
1987 Mean: 0.64
1986 Mean: 0.72

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>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KIWI-F	Bakersfield	1.0	6.6	5.0	6.5	5	5	1.02
WIND	Chicago	6.1	1.9	1.2	1.4	20	26	1.36
WOJO-F	Chicago	9.5	3.0	3.0	3.3	17	11	0.91
KUNO	Corpus Christi	0.55	5.9	5.8	6.9	7	5	0.86
KBNA-AF	El Paso	2.7	16.7	13.0	16.4	1	1	1.02
KINT-AF	El Paso	1.2	7.4	5.4	6.8	6	6	1.09
KOQO-AF	Fresno	1.1	4.3	4.2	5.1	8	9	0.84
KQQK-F	Houston	4.0	2.2	1.9	2.2	17	18	1.00
KLTN-F	Houston	3.1	1.7	2.5	2.9	18	15	0.59
KXTJ-F	Houston	2.8	1.6	1.5	1.8	20	19	0.89
KDOL	Las Vegas	0.5	1.3	2.2	2.5	16	18	0.52
KLAX-F	Los Angeles	21.0	4.2	4.2	4.7	12	8	0.89
KLVE-F	Los Angeles	20.2	4.0	4.4	5.0	14	2	0.80
KTNQ	Los Angeles	7.5	1.5	1.4	1.6	21	27	0.94
KXTQ-F	Lubbock	0.55	6.9	6.2	7.1	6	5	0.97
KIWW-F	McAllen-Browns.	1.9	12.8	12.6	15.4	1	2	0.83
KGBT	McAllen-Browns.	1.6	10.8	10.4	12.7	4	4	0.85
KTJN-FF	McAllen-Browns.	1.3	8.8	5.1	6.2	6	9	1.42
WCMQ-AF	Miami	8.1	5.7	4.1	4.6	4	8 (E)	1.24
Heftel Stns	Miami	23.4	16.6	11.6	14.4	1	1 (E)	1.15
WXDJ-F	Miami	6.0	4.3	3.5	4.0	13	9	1.08
WSKQ-F	New York	12.0	2.8	4.6	5.7	18	5	0.50
WADO	New York	8.2	1.9	1.7	2.1	20	23	0.90
KTGE, KLFA-F	Sal-Mont-SC	0.9	6.6	4.9	7.7	6	6 (E)	0.86
KCTY, KRAY-F	Sal-Mont-SC	0.7	5.1	3.4	5.3	7	9 (E)	0.96
KXTN-AF	San Antonio	7.6	13.2	9.4	10.3	1	1	1.28
KRIO-F	San Antonio	1.2	2.1	2.3	2.5	13	15	0.84
KXEW, KOHT-F	Tucson	1.2	5.1	4.5	5.6	8	8 (E)	0.91
28 Stations			1995 Mean:	0.95		1994 Mean:	1.03	
			1995 Median:	0.91		1993 Mean:	0.98	
						1992 Mean:	0.95	
						1991 Mean:	1.00	
						1990 Mean:	1.03	
						1988 Mean:	1.07	
						1987 Mean:	1.10	
						1986 Mean:	1.03	

JAZZ

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KNIK-F	Anchorage	0.45	3.6	3.5	4.1	13	11	0.88
WJZF-F	Atlanta	4.3	2.5	2.6	3.0	14	14	0.83
WSJZ-F	Buffalo	1.3	3.4	3.8	4.5	11	11	0.76
WNUA-F	Chicago	12.8	4.0	3.5	3.9	2	6	1.03
WNWV-F	Cleveland	2.2	2.9	3.6	4.1	12	11	0.71
KOAI-F	Dallas-FW	10.2	5.1	4.5	5.1	8	9	1.00
KHIH-F	Denver	3.5	3.3	3.6	4.1	10	14	0.80
WJZZ-F	Detroit	4.5	2.7	3.0	3.5	16	15	0.77
KEZL-F	Fresno	1.05	4.1	3.7	4.5	10	13	0.91
KHYS-F	Houston	4.3	2.4	2.7	3.2	16	17	0.75
KTWV-F	Los Angeles	15.1	3.0	2.8	3.2	18	13	0.94
WLVE-F	Miami	6.5	4.6	3.1	3.5	11	15	1.31
KMJZ-F	Minneapolis	2.2	2.1	2.4	2.9	13	12	0.72
KLJZ-F	New Orleans	0.8	2.0	4.6	5.1	11	9	0.40
WQCD-F	New York	16.7	3.9	3.4	4.3	14	9	0.91
WJCD-F	Norfolk	1.7	4.0	4.4	5.0	13	2	0.80
KTNT-F	Oklahoma Cty	0.9	2.9	3.5	4.1	11	11	0.71
WLOQ-F	Orlando	2.4	3.8	4.3	4.9	12	14	0.78
WJJZ-F	Philadelphia	5.9	3.2	3.3	4.0	15	15	0.80
KYOT-F	Phoenix	2.3	2.4	2.4	2.8	16	14	0.86
KKJZ-F	Portland, OR	2.7	3.7	3.9	4.5	11	12	0.82
WNND-F	Raleigh	1.0	2.5	2.2	3.1	11	13	0.81
KBZN-F	Salt Lake	1.5	3.1	2.7	3.0	13	15	1.03
KCJZ-F	San Antonio	1.1	1.9	3.4	3.7	14	13	0.51
KIFM-F	San Diego	6.4	6.1	3.5	4.2	5	11	1.45
KKSF-F	San Francisco	10.0	5.1	3.3	4.7	8	9	1.09
KBLX-AF	San Francisco	8.4	4.2	2.7	3.8	11	12	1.10
KWJZ-F	Seattle	2.6	2.1	2.5	2.8	18	18	0.75
WJZW-F	Washington	7.8	4.0	3.6	4.3	12	15	0.93
29 Stations			1995 Mean:	0.83			1994 Mean:	0.97
			1995 Median:	0.82			1993 Mean:	1.03
							1992 Mean:	0.99
							1991 Mean:	1.04
							1990 Mean:	1.04
							1988 Mean:	1.13

CLASSICAL

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KHFM-F	Albuquerque	0.95	3.5	4.4	5.0	10	9	0.70
KLEF-F	Anchorage	0.57	4.6	5.5	6.5	11	4	0.71
WCRB-F	Boston	4.6	2.6	3.8	4.6	14	10	0.57
WFMT-F	Chicago	3.5	1.1	1.3	1.4	24	25	0.79
WNIB-F	Chicago	3.4	1.1	1.8	2.0	25	23	0.55
WCLV-F	Cleveland	2.1	2.8	2.9	3.3	13	15	0.85
WRR -F	Dallas-FW	2.2	1.1	2.5	2.8	23	17	0.39
KVOD-F	Denver	2.3	2.2	2.7	3.0	15	15	0.73
WQRS-F	Detroit	3.2	1.9	2.3	2.7	18	17	0.70
WFGF-F	Grand Rapids	0.44	1.5	2.0	2.7	11	17	0.56
KXTR-F	Kansas City	1.2	2.3	3.3	3.7	14	15	0.62
KKGO-F	Los Angeles	7.7	1.5	1.6	1.8	21	22	0.83
WTMI-F	Miami	4.0	2.8	2.9	3.3	18	18	0.85
WFMR-F	Milwaukee	1.3	2.3	2.6	3.1	15	17	0.74
WQXR-F	New York	7.5	1.8	2.6	3.3	21	16	0.55
WFLN-F	Philadelphia	4.3	2.3	2.4	2.9	17	17	0.79
KFUO-F	St. Louis	1.6	1.8	2.7	2.9	14	14	0.62
KBOQ-F	Sal-Mont-SC	0.7	5.1	4.1	6.4	7	11	0.80
KFSD-F	San Diego	3.8	3.6	3.4	4.0	13	11	0.90
KDFC-AF	San Francisco	3.5	1.8	3.0	4.2	16	13	0.43
KING-F	Seattle	3.1	2.5	4.1	4.6	16	13	0.54
WGMS-F	Washington	7.6	3.9	3.5	4.2	13	12	0.93
22 Stations			1995 Mean:	0.69			1994 Mean:	0.72
			1995 Median:	0.71			1993 Mean:	0.82
							1992 Mean:	0.84
							1991 Mean:	0.84
							1990 Mean:	0.85

SPORTS

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>'95 REV</u>	<u>REV SHARE</u>	<u>'95 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WCNN	Atlanta	1.9	1.1	1.1	1.3	16	18	0.85
WJOX	Birmingham	0.8	2.5	1.8	2.3	9	16	1.09
WEEI	Boston	17.6	10.0	3.8	4.6	3	8	2.17
WMVP	Chicago	6.0	1.9	1.2	1.4	21	30	1.36
WSCR	Chicago	5.4	1.7	1.6	1.8	22	27	0.94
WKNR	Cleveland	2.3	3.0	3.4	3.9	10	9	0.77
WBNS	Columbus, OH	0.7	1.2	1.7	2.0	14	18	0.60
KTCK	Dallas-FW	4.7	2.3	1.9	2.1	20	26	1.10
KVEG	Las Vegas	0.42	1.1	1.3	1.5	18	16	0.73
WQAM	Miami	2.8	2.0	1.7	1.9	19	22	1.05
KFAN	Minneapolis	3.5	3.3	1.7	2.0	12	15	1.65
WFAN	New York	35.1	8.2	2.5	3.1	1	19	2.65
WIP	Philadelphia	11.7	6.3	3.9	4.8	5	16	1.31
KFXN	Portland, OR	1.6	2.2	1.9	2.2	13	17	1.00
XTRA	San Diego	8.0	7.6	2.9	3.5	3	16	2.17
KJR	Seattle	2.5	2.0	2.0	2.3	19	23	0.87
16 Stations		1995 Mean:		1.27	1994 Mean:		1.08	
		1995 Median:		1.03				

SECTION B
RADIO STATION AUDIENCE BREAKDOWNS

SECTION B

RADIO STATION AUDIENCE BREAKDOWNS

All of the data presented in this section is from the Fall 1995 Arbitrons. There are 1,318 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. Put another way this study includes around 70% of all viable stations in Arbitron markets which are surveyed two or more times per year.

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 1995:

FORMAT MEANS - 1995

	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME
AC	7.5	16.8	7.4	17.4	73.8	8.8	35.5	64.5	28.5
SOFT AC	8.4	15.1	9.5	10.4	61.9	27.7	35.5	64.5	35.1
OLDIES (50's/60's)	6.9	18.2	8.6	8.9	77.2	13.9	49.2	50.8	30.7
OLDIES (70's)	6.3	19.8	5.0	15.1	80.6	4.4	56.8	43.2	23.9
AOR	7.7	16.4	7.9	31.2	67.3	1.5	70.9	29.1	25.5
MODERN/NEW ROCK	6.2	20.0	5.9	51.7	47.4	0.9	62.7	37.3	34.9
PROGRESSIVE AOR	6.8	18.5	5.0	15.7	82.3	2.0	57.0	43.0	28.2
CLASSIC AOR	6.7	18.9	5.8	17.6	80.1	2.3	69.4	30.6	22.9
NEWS/NEWS-TALK	6.6	19.1	8.1	2.3	45.4	52.3	52.9	47.1	55.5
TALK/TALK-NEWS	8.0	15.7	7.0	3.1	48.0	48.9	57.0	43.0	53.4
FULL SERVICE	8.4	15.1	11.1	1.9	41.7	56.4	50.4	49.6	61.1
SPORTS	6.2	20.3	3.5	8.1	71.3	20.6	83.5	16.5	33.6
CHR	6.9	18.2	9.4	48.4	48.8	2.8	40.1	59.9	39.9
COUNTRY	9.3	13.6	14.8	18.3	60.4	21.3	46.3	53.7	36.2
BLACK/URBAN	10.0	12.6	13.6	37.3	54.7	8.0	44.4	55.6	51.9
STANDARDS	10.9	11.6	15.6	0.5	15.0	84.5	40.9	59.1	66.8
HISPANIC	9.9	12.7	12.2	21.8	58.7	19.5	49.2	50.8	58.4
JAZZ	8.4	15.0	6.8	5.6	79.3	15.1	50.6	49.4	38.2
CLASSICAL	7.7	16.5	7.4	2.9	47.1	50.0	46.4	53.7	52.7
RELIGION/GOSPEL	7.8	16.2	12.3	8.4	60.0	31.6	33.9	66.1	55.9

TOTAL STATIONS IN SAMPLE

AC	121	AOR	112	NEWS/NEWS-TALK	23
SOFT AC	83	MODERN/NEW ROCK	55	TALK/TALK-NEWS	84
OLDIES (50's/60's)	88	PROG. AOR	23	FULL SERVICE	54
OLDIES (70's)	42	CLASSIC AOR	50	SPORTS	21
CHR	111	STANDARDS	53	CLASSICAL	21
COUNTRY	176	HISPANIC	42	RELIGION/GOSPEL	41
BLACK/URBAN	82	JAZZ	36		

TOTAL STATIONS: 1,318

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>	1995	121	7.5	16.8	7.4	17.4	73.8	8.8	35.5	64.5	28.5
	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	----

NOTE: Prior to 1991 Soft AC and Oldies were included along with the regular AC stations.

<u>SOFT AC</u>	1995	83	8.4	15.1	9.5	10.4	61.9	27.7	35.5	64.5	35.1
	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	----

NOTE: EZ and Soft AC were combined into 1 category in 1991. 1987-1989 data is for EZ/BTFL stations only.

<u>OLDIES (50s/60s)</u>	1995	88	6.9	18.2	8.6	8.9	77.2	13.9	49.2	50.8	30.7
	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>OLDIES (70's)</u>	1995	42	6.3	19.8	5.0	15.1	80.6	4.4	56.8	43.2	23.9
	1994	32	6.4	19.8	4.2	14.5	80.9	4.6	52.8	47.2	20.7

<u>AOR</u>	1995	112	7.7	16.4	7.9	31.2	67.3	1.5	70.9	29.1	25.5
	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	----

NOTE: Prior to 1991 Classic AOR stations were included along with the regular AOR stations. Beginning in 1995 Modern/New Rock and Progressive stations have their own category.

<u>MODERN/NEW ROCK</u>	1995	55	6.2	20.0	5.9	51.7	47.4	0.9	62.7	39.3	34.9
------------------------	------	----	-----	------	-----	------	------	-----	------	------	------

<u>PROG. AOR</u>	1995	23	6.8	18.5	5.0	15.7	82.3	2.0	57.0	43.0	28.2
------------------	------	----	-----	------	-----	------	------	-----	------	------	------

<u>CLASSIC AOR</u>	1995	50	6.7	18.9	5.8	17.6	80.1	2.3	69.4	30.6	22.9
	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>NEWS NEWS/TALK</u>	1995	23	6.6	19.1	8.1	2.3	45.4	52.3	52.9	47.1	55.5
	1994	24	6.6	19.2	7.3	2.6	43.4	54.0	53.2	46.8	55.8
	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 TALK/NEWS</u>	1995	84	8.0	15.7	7.0	3.1	48.0	48.9	57.0	43.0	53.4
	1994	73	8.3	15.1	7.6	2.7	48.3	48.0	56.8	43.2	53.2
	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

HISTORICAL FORMAT MEANS

(Continued)

		STATIONS	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME
<u>FULL SERVICE</u>	1995	54	8.4	15.1	11.1	1.9	41.7	56.4	50.4	49.6	61.1
	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>SPORTS</u>	1995	21	6.2	20.3	3.5	8.1	71.3	20.6	83.5	16.5	33.6
	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
<u>CHR</u>	1995	111	6.9	18.2	9.4	48.4	48.8	2.8	40.1	59.9	39.9
	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>COUNTRY</u>	1995	176	9.3	13.6	14.8	18.3	60.4	21.3	46.3	53.7	36.2
	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>BLACK/ URBAN</u>	1995	82	10.0	12.6	13.6	37.3	54.7	8.0	44.4	55.6	51.9
	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	----	
<u>STANDARDS</u>	1995	53	10.9	11.6	15.6	0.5	15.0	84.5	40.9	59.1	66.8
	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>	1995	42	9.9	12.7	12.2	21.8	58.7	19.5	49.2	50.8	58.4
	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>JAZZ</u>	1995	36	8.4	15.0	6.8	5.6	79.3	15.1	50.6	49.4	38.2
	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>	1995	21	7.7	16.5	7.4	2.9	47.1	50.0	46.4	53.7	52.7
	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	----	

HISTORICAL FORMAT MEANS
(Continued)

	<u>STATIONS</u>	<u>TSL</u>	<u>T/O</u> <u>RATIO</u>	<u>%</u> <u>EXCL</u>	<u>%</u> <u>12-24</u>	<u>%</u> <u>25-54</u>	<u>%</u> <u>55+</u>	<u>%M</u>	<u>%F</u>	<u>%</u> <u>AT HOME</u>
<u>RELIGION/</u> 1995	41	7.8	16.2	12.3	8.4	60.0	31.6	33.9	66.1	55.9
<u>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	----

ADULT CONTEMPORARY

NATIONAL MEAN:		7.5	16.8	7.4	17.4	73.8	8.8	35.5	64.5	28.5	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WKLI-F	Albany	6.8	18.4	6	14	74	12	33	67	31	WFLY-F	(39)
KKOB-F	Albuquerque	7.6	16.6	6	17	73	10	39	61	30	KRST-F	(27)
WLEV-F	Allen-Beth	8.7	14.5	12	40	54	6	38	62	32	WEAB-F	(47)
KYMG-F	Anchorage	5.6	22.7	7	20	50	30	11	89	31	KMXS-F	(42)
WSB -F	Atlanta	6.7	18.7	5	13	70	17	38	62	25	WSTR-F	(37)
WBBQ-AF	Augusta, GA	8.4	15.0	10	8	68	24	44	56	37	WKXC-F	(24)
KAMX-F	Austin	6.1	20.8	3	23	77	0	44	56	18	KHFI-F	(47)
KLLY-F	Bakersfield	6.8	18.4	4	12	79	9	45	55	30	KGFM-F	(35)
WWMX-F	Baltimore	7.0	18.1	5	24	71	5	25	75	24	WHFS-F	(26)
KRVE-F	Baton Rouge	8.0	15.8	7	11	78	11	35	65	21	WGGZ-F	(32)
WAAL-F	Binghamton	(AC/CHR) 6.4	19.8	13	25	75	0	64	36	26	WMRV-F	(34)
WMJJ-F	Birmingham	8.9	14.1	10	13	76	11	31	69	25	WZZK-F	(36)
KCIX-F	Boise	8.3	15.2	14	21	79	0	43	57	42	KZMG-F	(34)
WBMX-F	Boston	7.1	17.6	7	16	64	20	33	67	32	WXKS-F	(35)
WEBE-F	Bridgeport	9.1	13.9	7	8	74	18	38	62	29	WEZN-F	(45)
WMJQ-F	Buffalo	(AC/CHR) 7.8	16.2	5	20	73	7	29	71	27	WKSE-F	(46)
WVAF-F	Charleston, WV	6.8	18.6	5	13	73	14	29	71	39	WVSR-F	(51)
WWSN-F	Charlotte	7.0	18.1	7	15	79	6	30	70	29	WLYT-F	(33)
WLMX-F	Chattanooga	6.4	19.6	8	10	90	0	30	70	23	WSKZ-F	(42)
WTMX-F	Chicago	6.1	20.5	4	22	73	5	28	72	24	WPNT-F	(34)
WPNT-F	Chicago	(AC/CHR) 4.7	26.8	6	19	76	5	35	65	33	WTMX-F	(36)
WNNK-F	Cincinnati	7.1	17.7	4	17	73	10	30	70	21	WKRQ-F	(38)
WQAL-F	Cleveland	6.8	18.5	5	23	67	10	32	68	25	WDOK-F	(32)
KVUU-F	Colorado Spgs	6.6	19.0	10	29	71	0	28	72	27	KKMG-F	(44)
WTCB-F	Columbia, SC	9.6	13.1	11	8	78	14	38	62	33	WNOK-F	(38)
WSNY-F	Columbus, OH	7.2	17.5	5	13	77	10	26	74	29	WNCI-F	(45)
KVIL-F	Dallas-FW	6.9	18.2	6	7	81	12	32	68	32	KDMX-F	(22)
KDMX-F	Dallas-FW	(AC/CHR) 5.9	21.4	5	19	79	2	36	64	25	KHKS-F	(41)
WMMX-F	Dayton	7.3	17.4	6	12	84	4	28	72	24	WGTZ-F	(36)
KALC-F	Denver	(AC/CHR) 5.9	21.4	5	39	61	0	39	61	33	KWMX-F	(30)
KWMX-F	Denver	(AC/CHR) 5.3	23.6	5	18	78	4	33	67	32	KALC-F	(36)
KLYF-F	Des Moines	7.7	16.4	6	9	84	7	29	71	20	KSTZ-F	(46)
WNIC-F	Detroit	8.7	14.5	8	16	70	14	29	71	29	WKQI-F	(34)
WKQI-F	Detroit	5.7	22.2	3	18	75	7	41	59	26	WNIC-F	(32)
WXXC-F	Erie	8.7	14.5	8	14	67	19	32	68	35	WJET-F	(37)
KMGE-F	Eugene	9.0	14.1	11	18	72	10	25	75	30	KDUK-F	(28)
WQSM-F	Fayetteville, NC	8.4	14.9	8	18	71	11	42	58	26	WKML-F	(33)
WCRZ-F	Flint	8.3	15.2	7	13	73	4	38	62	26	WWCK-F	(33)
WINK-F	Fort Myers	9.7	13.0	11	8	71	21	36	64	33	WXKB-F	(29)
WAJI-F	Fort Wayne	7.7	16.4	6	15	77	8	37	63	26	WBYS-F	(29)
WKTK-F	Gainesville	8.9	14.1	13	16	69	15	45	55	32	WRUF-F	(34)
WLHT-F	Grand Rapids	8.2	15.4	7	14	83	3	35	65	23	WSNX-F	(32)
WMAG-F	Greensboro-WS	10.3	12.3	11	5	81	14	34	66	31	WKZL-F	(30)
WMI-F	Green-Spart	7.7	16.4	9	13	78	9	42	58	27	WSPA-F	(30)
WRVV-F	Harrisburg	(AC/CHR) 10.3	12.2	8	3	88	9	59	41	41	WTPA-F	(29)
KSSK-F	Honolulu	9.5	13.3	11	10	78	12	46	54	23	KMQM-F	(33)
KHMX-F	Houston	(AC/AOR) 6.9	18.4	7	15	85	0	32	68	23	KRBE-F	(42)
WAHR-F	Huntsville	9.7	13.1	10	8	73	19	31	69	27	WDRM-F	(41)
WENS-F	Indianapolis	7.3	17.3	6	19	75	6	25	75	23	WFBQ-F	(40)
WIVY-F	Jacksonville	6.1	20.7	4	10	85	5	30	70	24	WAPE-F	(54)
WKYE-F	Johnstown	9.5	13.2	17	8	80	12	44	56	23	WGLU-F	(43)
WQLR-F	Kalamazoo	6.2	20.2	6	12	82	6	44	56	22	WKFR-F	(45)
KUDL-F	Kansas City	6.2	20.2	6	19	70	11	32	68	29	KLTH-F	(37)
KTDY-F	Lafayette, LA	9.2	13.8	5	12	75	13	33	67	27	KSMB-F	(44)
WFMK-F	Lansing	9.0	14.0	9	13	82	5	32	68	28	WJIM-F	(38)
KMZQ-F	Las Vegas	8.0	15.8	9	25	68	7	38	62	31	KLUC-F	(38)
WML-F	Lexington	6.3	19.9	4	33	66	1	32	68	27	WVLK-F	(44)
KBIG-F	Los Angeles	5.8	21.8	4	21	69	10	36	64	27	KBIG-F	(38)
KOST-F	Los Angeles	6.5	19.4	4	21	60	19	36	64	32	KIIS-F	(30)
KYSR-F	Los Angeles	(AC/CHR) 6.6	19.2	4	23	73	4	48	52	25	KIIS-F	(30)
WPEZ-F	Macon	10.5	12.0	12	14	69	17	33	67	24	WDEN-F	(34)

ADULT CONTEMPORARY
(Continued)

NATIONAL MEAN:		7.5	16.8	7.4	17.4	73.8	8.8	35.5	64.5	28.5	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>
WMGN-F	Madison	7.9	16.0	3	12	80	8	29	71	32	WZEE-F	(48)
WZID-F	Manchester, NH (AC/SAC)	12.8	9.9	14	14	72	14	30	70	29	WGIR-F	(25)
WRVR-F	Memphis	9.1	13.8	9	8	82	10	36	64	20	WMC -F	(35)
WFLC-F	Miami	7.0	18.1	4	17	76	7	41	59	23	WHYI-F	(37)
WKTI-F	Milwaukee (AC/CHR)	6.9	18.4	7	22	73	5	33	67	28	WMYX-F	(29)
WMYX-F	Milwaukee	7.1	17.7	6	27	68	5	28	72	26	WKTI-F	(47)
KSTP-F	Minneapolis	6.4	19.8	5	18	80	2	37	63	25	KQRS-F	(45)
WLAC-F	Nashville	6.9	18.4	4	18	80	2	30	70	33	WYHY-F	(42)
WALK-AF	Nassau-Suffolk	14.0	12.5	11	5	67	28	37	63	43	WBLI-F	(31)
WKJY-F	Nassau-Suffolk	8.7	14.5	4	19	69	12	38	62	26	WPLJ-F	(38)
WLTS-F	New Orleans	7.4	17.0	6	21	70	9	30	70	21	WLMG-F	(36)
WMXV-F	New York	6.9	18.2	5	24	71	5	37	63	33	WPLJ-F	(32)
WPLJ-F	New York (AC/CHR)	7.5	16.9	6	22	77	1	42	58	32	WHTZ-F	(38)
WWDE-F	Norfolk	8.0	15.8	11	14	72	14	39	61	26	WNVZ-F	(28)
KMGL-F	Oklahoma City	7.5	16.9	8	14	80	6	37	63	31	KJYO-F	(45)
KEFM-F	Omaha	6.9	18.4	10	21	77	2	24	76	21	KQKQ-F	(39)
WOMX-F	Orlando	8.1	15.5	6	23	76	1	35	65	29	WXXL-F	(39)
WMMO-F	Orlando (AC/AOR)	7.9	15.9	6	9	91	0	52	48	23	WHTQ-F	(33)
WMXP-F	Peoria	6.0	21.1	9	31	61	8	42	58	31	WWCT-F	(34)
WYXR-F	Philadelphia (AC/CHR)	6.3	20.2	3	26	68	6	32	68	30	WIOQ-F	(38)
KESZ-F	Phoenix	5.3	23.6	6	14	73	13	47	53	29	KTAR	(26)
WVTY-F	Pittsburgh	6.0	20.9	4	16	76	8	33	67	30	WBZZ-F	(46)
KKCW-F	Portland, OR	7.8	16.1	8	13	75	12	36	64	32	KKRZ-F	(31)
WSNE-F	Providence	7.7	16.4	6	13	77	10	30	70	31	WPRO-F	(48)
WRAL-F	Raleigh	6.5	19.4	6	20	69	11	31	69	27	WDCG-F	(38)
KRNO-F	Reno	10.3	12.2	12	3	79	18	34	66	30	KNEV-F	(33)
WMXB-F	Richmond	7.7	16.4	9	7	90	3	38	62	20	WTVR-F	(39)
WSLQ-F	Roanoke	8.6	14.7	5	7	76	17	41	59	45	WXLK-F	(34)
WVOR-F	Rochester	7.2	17.6	4	14	75	11	34	66	28	WRMM-F	(46)
KGBY-F	Sacramento	7.9	15.9	9	19	76	5	34	66	28	KSFM-F	(32)
WIOG-F	Saginaw (AC/CHR)	7.1	17.8	8	20	71	9	37	63	27	WTCF-F	(36)
KYKY-F	St. Louis	7.0	18.0	6	19	72	9	28	72	23	KEZK-F	(33)
KWAV-F	Salinas-Mont.	5.9	21.4	11	16	80	4	33	67	35	KDON-F	(34)
KBEE-F	Salt Lake	4.9	25.8	5	41	57	2	41	59	32	KSFI-F	(41)
KMKX-F	San Diego (AC/AOR)	5.1	24.5	5	29	65	6	58	42	23	KGB -F	(31)
KFMB-F	San Diego	6.0	21.1	3	32	65	3	38	62	31	KKLQ-F	(34)
KIOI-F	San Francisco (AC/CHR)	6.7	18.8	9	25	70	5	33	67	37	KOIT-F	(27)
KEZR-F	San Jose (AC/CHR)	6.2	20.3	4	25	73	2	42	58	26	KIOI-F	(31)
KZST-F	Santa Rosa	9.6	13.2	8	8	82	10	23	77	33	KPRQ-F	(24)
WAEV-F	Savannah	7.7	16.4	10	37	60	3	48	52	29	WJCL-F	(34)
KLSY-F	Seattle	7.2	17.4	7	30	63	7	28	72	47	KPLZ-F	(34)
KPLZ-F	Seattle (AC/CHR)	6.5	19.5	7	19	79	2	27	73	23	KUBE-F	(29)
KVKI-F	Shreveport	9.1	13.9	13	23	69	8	42	58	29	KRMD-F	(32)
WNSN-F	South Bend	9.7	13.0	7	11	68	21	45	55	19	WNDU-F	(39)
KISC-F	Spokane	8.9	14.2	9	14	76	10	43	57	35	KZZU-F	(29)
WHYN-F	Springfield, MA	8.3	15.2	7	8	79	13	34	66	27	WMAS-F	(34)
WMAS-F	Springfield, MA	7.5	16.9	8	19	63	18	31	69	36	WHYN-F	(36)
WYYY-F	Syracuse	8.1	15.5	9	15	77	8	32	68	26	WNTQ-F	(50)
WMTX-F	Tampa-SP	8.7	14.4	6	17	77	6	36	64	22	WFLZ-F	(43)
WUSA-F	Tampa-SP	9.0	14.0	8	11	67	22	44	56	34	WMTX-F	(28)
WRVF-F	Toledo	8.4	15.0	7	9	68	23	35	65	30	WVKS-F	(37)
KMXZ-F	Tucson	10.6	11.9	13	17	66	17	35	65	35	KRQQ-F	(37)
WASH-F	Washington	7.4	17.0	8	21	72	7	30	70	41	WRQX-F	(27)
WRQX-F	Washington (AC/CHR)	6.7	18.8	7	21	77	2	37	63	26	WASH-F	(26)
WRMF-F	West Palm	8.9	14.1	8	10	82	8	33	67	20	WEAT-F	(37)
KRBB-F	Wichita	10.5	11.9	12	16	77	7	21	79	27	KKRD-F	(30)
WMGS-F	WB/Scranton	9.6	13.1	11	10	77	13	40	60	31	WKRZ-F	(48)
WJBR-F	Wilmington, DE (AC/SAC)	10.1	12.4	11	10	65	25	26	74	25	WSTW-F	(26)
WXLO-F	Worcester	9.6	13.1	10	14	77	9	36	64	25	WSRS-F	(31)
WARM-F	York	10.8	11.7	8	10	76	14	39	61	20	WROZ-F	(32)

OLDIES (50's-60's)

NATIONAL MEAN:		6.9	18.2	8.6	8.9	77.2	13.9	49.2	50.8	30.7	LEADING CUME SHARER	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME		
WYSR-F	Albany-Schen	3.9	32.0	2	7	79	14	53	47	35	WRVE-F	(36)
KZKL-F	Albuquerque	7.4	17.0	11	12	78	10	53	47	29	KIOT-F	(22)
WODE-F	Allen-Beth	7.5	16.8	8	10	72	18	56	44	30	WAEB-F	(33)
KEAG-F	Anchorage	7.3	17.3	10	0	94	6	56	44	34	KBFX-F	(23)
WFOX-F	Atlanta	6.4	20.0	7	7	80	13	52	48	27	WPCH-F	(26)
KEYI-F	Austin	8.1	15.5	10	13	78	9	46	54	32	KHFI-F	(23)
KERN-F	Bakersfield	7.5	16.8	10	14	68	18	63	37	40	KKXX-F	(35)
WQSR-F	Baltimore	8.3	15.2	13	9	74	17	41	59	34	WLIF-F	(24)
WODL-F	Birmingham	6.6	19.0	11	7	83	10	43	57	36	WZZK-F	(37)
KLTB-F	Boise	5.4	23.3	5	28	62	10	43	57	38	KARO-F	(28)
WODS-F	Boston	6.8	18.5	7	6	70	24	51	49	41	WBZ	(23)
WHTT-F	Buffalo	7.5	16.9	7	8	75	17	46	54	36	WJYE-F	(31)
WZKL-F	Canton	7.8	16.1	7	0	86	14	57	43	31	WHBC-F	(35)
WXLY-F	Charleston, SC	8.2	15.4	11	3	86	11	51	49	27	WEZL-F	(26)
WWMG-F	Charlotte	6.2	20.4	9	4	84	12	52	48	29	WSOC-F	(26)
WOGT-F	Chattanooga	6.9	18.2	6	15	75	10	44	56	22	WSKZ-F	(34)
WJMK-F	Chicago	5.7	22.1	5	12	72	16	45	55	30	WUSN-F	(19)
WGRR-F	Cincinnati	7.7	16.4	11	7	70	23	47	53	37	WLW	(31)
WMJI-F	Cleveland	8.0	15.7	8	10	77	13	60	40	29	WDOK-F	(28)
KSPZ-F	Colorado Spgs	7.3	17.2	13	19	78	3	41	59	26	KKMG-F	(30)
WOMG-F	Columbia, SC	6.0	21.1	6	8	69	23	57	43	31	WTCB-F	(30)
WBNS-F	Columbus, OH	4.9	25.7	8	9	73	18	49	51	30	WTVN	(28)
KLTG-F	Corpus Christi	9.6	13.2	9	4	92	4	33	67	20	KRYS-F	(28)
KLUV-F	Dallas-FW	6.6	19.2	6	11	76	13	48	52	32	KVIL-F	(26)
KUUL-F	Davenport-RI	9.4	13.3	14	5	74	21	54	46	31	WLLR-F	(34)
KXKL-AF	Denver	6.6	19.2	10	6	77	17	48	52	36	KOSI-F	(24)
KIOA-AF	Des Moines	6.4	19.6	10	6	86	8	44	56	24	WHO	(32)
WOMC-F	Detroit	6.9	18.2	5	7	77	16	44	56	28	WYST-F	(23)
KOFX-F	El Paso	8.4	15.1	11	10	80	10	60	40	48	KPRR-F	(39)
WFGO-F	Erie	7.3	17.3	11	9	72	19	54	46	33	WXKC-F	(36)
WJPS-F	Evansville	7.8	16.2	8	0	85	15	58	42	40	WIKY-F	(40)
WLDE-F	Ft. Wayne	6.5	19.4	9	3	81	16	52	48	24	WQHK-F	(31)
KFSO-F	Fresno	6.1	20.7	8	15	78	7	54	46	36	KBOS-F	(36)
WODJ-F	Grand Rapids	6.6	19.1	7	9	83	8	54	46	21	WOOD-F	(32)
WMQX-F	Greensboro-WS	8.5	14.8	8	5	77	18	49	51	29	WTQR-F	(24)
WWKL-F	Harrisburg	8.1	15.5	13	8	83	9	47	53	20	WNNK-F	(33)
WDRC-F	Hartford	7.1	17.7	7	5	77	18	49	51	23	WRCH-F	(29)
KLDE-F	Houston	6.7	18.8	8	7	85	8	49	51	30	KODA-F	(25)
WTYX-F	Jackson, MS	6.3	20.1	7	8	92	0	54	46	19	WSTZ-F	(50)
WKQL-F	Jacksonville	6.3	20.1	10	7	81	12	43	57	26	WAPE-F	(32)
KCMO-F	Kansas City	6.4	20.0	7	17	69	14	40	60	27	KCFX-F	(35)
WJIM-F	Lansing	6.5	19.3	12	8	79	13	42	58	29	WFMK-F	(36)
KQOL-F	Las Vegas	8.0	15.7	12	8	80	12	55	65	38	KSNE-F	(25)
KOLL-F	Little Rock	6.0	20.9	5	6	76	18	55	45	24	KSSN-F	(34)
KRTH-F	Los Angeles	5.6	22.6	6	19	69	12	52	48	31	KIIS-F	(22)
WRKA-F	Louisville	5.6	22.6	8	10	74	16	49	51	24	WHAS	(31)
WAYS-F	Macon	7.5	16.8	13	0	76	24	60	40	40	WDEN-F	(29)
WOLX-F	Madison	6.1	20.5	10	9	75	16	50	50	34	WZEE-F	(36)
KVLY-F	McAllen-Browns	7.5	16.7	8	14	81	5	39	61	26	KBFM-F	(44)
WMXJ-F	Miami	6.7	18.7	10	5	69	26	50	50	32	WLYF-F	(25)
WZTR-F	Milwaukee	6.2	20.2	4	14	77	9	47	53	30	WKT1-F	(33)
KQQL-F	Minneapolis	5.4	23.5	5	9	84	7	52	48	27	WCCO	(31)
WRMX-F	Nashville	5.4	23.5	10	8	78	14	49	51	28	WSIX-F	(33)
WBZO-F	Nassau-Suffolk	7.7	16.4	6	7	78	15	47	53	27	WALK-F	(37)
WTKL-F	New Orleans	9.0	14.0	15	2	74	24	41	59	35	WWL	(31)
WCBS-F	New York	8.7	14.5	8	6	76	20	53	47	35	WLTW-F	(21)
WLTJ-F	Norfolk	7.8	16.2	9	3	87	10	56	44	26	WCMS-F	(26)
KOMA-F	Oklahoma City	9.5	13.2	13	7	75	18	48	52	28	KTOK	(31)
KGOR-F	Omaha	8.2	15.3	10	15	77	8	44	56	24	KFAB	(33)
WOCL-F	Orlando	7.0	18.1	9	4	77	19	45	55	28	WOMX-F	(27)
WGLO-F	Peoria	8.1	15.5	6	29	71	0	58	42	20	WWCT-F	(49)

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

NATIONAL MEAN:		6.9	18.2	8.6	8.9	77.2	13.9	49.2	50.8	30.7	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>
WOGL-F	Philadelphia	7.4	17.0	5	7	71	22	45	55	34	KYW	(34)
KOOL-F	Phoenix	6.9	18.2	8	8	81	11	54	46	32	KNIX-F	(23)
WWSW-AF	Pittsburgh	7.8	16.2	7	6	77	17	51	49	66	WBZZ-F	(31)
KKSN-F	Portland, OR	5.8	21.6	9	15	68	17	44	56	32	KKCW-F	(21)
WBBB-F	Providence	8.1	15.5	7	10	68	22	50	50	30	WPRO-F	(28)
WTRG-F	Raleigh	7.7	16.4	5	4	79	17	48	52	29	WRTP	(63)
KODS-F	Reno	7.2	17.5	11	16	67	17	45	55	25	KWNZ-F	(26)
KOLA-F	Riverside-SB	6.7	18.8	10	11	74	15	40	60	41	KRTH-F	(24)
WKLX-F	Rochester	7.0	18.1	8	11	67	22	45	55	31	WRMM-F	(30)
WKMQ-F	Rockford	7.8	16.1	9	9	78	13	52	48	31	WZOK-F	(34)
KHYL-F	Sacramento	6.1	20.8	8	11	76	13	47	53	30	KSFM-F	(23)
WHNN-F	Saginaw	8.1	15.5	10	8	81	11	58	42	29	WKCQ-F	(31)
KLOU-F	St. Louis	6.3	20.1	7	8	75	17	47	53	21	KMOX	(35)
KODJ-F	Salt Lake	5.3	23.6	7	13	79	8	56	44	25	KFSI-F	(31)
KONO-AF	San Antonio	7.2	17.6	5	7	82	11	56	44	25	KTFM-F	(32)
KBZT-F	San Diego	6.2	20.5	6	17	63	20	42	58	34	KYXY-F	(28)
KFRC-AF	San Francisco	7.6	16.6	8	12	67	21	41	59	31	KIOI-F	(21)
KARA-F	San Jose	7.7	16.4	9	4	89	7	43	57	24	KEZR-F	(31)
KBSG-AF	Seattle	6.8	18.4	10	11	78	11	48	52	30	KIRO	(30)
KEYF-AF	Spokane	7.2	17.5	13	11	74	15	53	47	43	KXLY-F	(27)
WSEN-F	Syracuse	7.2	17.5	8	4	85	11	57	43	30	WYYY-F	(36)
WYUU-F	Tampa-St. Pete	5.8	21.6	10	8	79	13	46	54	32	WMTX-F	(23)
WRQN-F	Toledo	7.9	15.9	12	13	66	21	58	42	37	WVKS-F	(29)
KWFM-F	Tucson	8.3	15.2	8	8	81	11	40	60	29	KMXZ-F	(31)
WBIG-F	Washington	6.9	18.2	8	10	75	15	43	57	41	WMZQ-F	(19)
KEYN-F	Wichita	6.2	20.2	8	4	94	2	41	59	25	KKRD-F	(29)
WBBG-F	Youngstown	9.5	13.2	10	6	76	18	52	48	28	WHOT-F	(37)

OLDIES (70's)

NATIONAL MEAN:		6.3	19.8	5.0	15.1	80.6	4.4	56.8	43.2	23.9	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	LEADING CUME SHARER
KHTZ-F	Albuquerque	7.0	17.9	6	9	83	8	61	39	25	KIOT-F (36)
WOCT-F	Baltimore	6.8	18.5	7	14	84	2	56	44	23	WMMX-F (31)
WGGZ-F	Baton Rouge	9.0	14.0	14	8	92	0	55	45	17	KRVE-F (24)
KARO-F	Boise	9.9	12.7	8	30	63	7	55	45	17	KZMG-F (32)
WEGQ-F	Boston	6.6	19.0	4	9	86	5	52	48	21	WZLX-F (42)
WSSS-F	Charlotte	7.6	16.6	3	15	81	4	54	46	20	WRFX-F (44)
WYSY-F	Chicago	5.6	22.7	2	13	85	2	54	46	21	WJMK-F (28)
WAKS-F	Columbus, OH	4.6	27.4	5	13	57	0	62	38	23	WLWQ-F (41)
KRRW-F	Dallas-FW	6.1	20.7	4	6	92	2	58	42	22	KZPS-F (42)
KCQQ-F	Davenport, RI	8.8	14.4	7	14	85	1	63	37	18	WXLN-F (37)
WING-F	Dayton	4.8	26.0	4	12	87	1	74	26	19	WTUE-F (41)
KIMN-F	Denver	6.9	18.4	4	5	90	5	48	52	27	KRFX-F (34)
WYST-F	Detroit	5.5	22.9	4	8	84	8	48	52	29	WCSX-F (35)
WFWI-F	Fort Wayne	6.3	19.8	4	12	86	2	77	23	20	WBYS-F (33)
WZMX-F	Hartford	7.9	15.9	5	14	86	0	58	42	20	WHCN-F (28)
KKRW-F	Houston	5.1	24.7	3	10	90	0	61	39	25	KHMX-F (38)
WNAP-F	Indianapolis	5.1	24.5	6	18	82	0	61	39	20	WFBO-F (58)
WFSJ-F	Jacksonville	6.9	18.3	5	6	85	9	46	54	41	WAPE-F (28)
WFAT-F	Kalamazoo	7.7	16.4	4	12	88	0	39	61	29	WRKR-F (43)
WLRO-F	Lexington	7.9	15.9	7	47	52	1	61	39	32	WKQQ-F (55)
KKPT-F	Little Rock	6.4	19.8	8	22	73	5	64	36	19	KSSN-F (34)
KCBS-F	Los Angeles	6.3	19.9	5	12	84	4	62	38	25	KLOS-F (30)
WQLL-F	Louisville	6.3	20.1	4	18	74	8	63	37	29	WQMF-F (35)
WBGJ-F	Miami	7.5	16.8	3	10	84	6	61	39	29	WZTA-F (29)
WWRO-F	Mobile	7.9	16.0	8	16	69	15	59	41	26	WABB-F (34)
WGFX-F	Nashville	6.2	20.3	4	22	77	1	67	33	22	WSIX-F (38)
WRNO-F	New Orleans	7.7	16.3	7	12	82	6	67	33	17	WEZB-F (37)
WMGK-F	Philadelphia	6.2	20.2	4	16	80	4	47	53	23	WYSP-F (38)
KHTC-F	Phoenix	6.5	19.3	5	3	95	2	53	47	26	KSLX-F (29)
WZPT-F	Pittsburgh	5.8	21.6	3	17	78	5	51	49	20	WDVE-F (42)
KXL -F	Portland, OR	4.2	29.8	4	11	82	7	50	50	29	KKSN-F (35)
WLEE-F	Richmond	6.6	19.0	6	4	95	1	60	40	20	WRXL-F (36)
KXOA-F	Sacramento	7.0	17.9	6	12	87	1	53	47	15	KSEG-F (36)
KIHT-F	St. Louis	5.2	24.3	3	18	80	2	52	48	18	KSHE-F (42)
KRQC-F	Salinas-Mont	7.4	16.9	5	40	60	0	64	36	40	KUFY-F (36)
KRSP-F	Salt Lake	6.1	20.7	6	33	66	1	72	28	23	KBER-F (25)
KKBH-F	San Diego	4.9	25.8	3	15	81	4	41	59	31	KMKX-F (29)
KBBG-F	San Francisco	5.9	21.5	4	10	84	6	54	46	21	KOIT-F (20)
KJR -F	Seattle	6.2	20.4	4	17	81	2	52	48	27	KIRO (28)
WCOF-F	Tampa-St. Pete	6.0	21.1	4	10	81	9	42	58	22	WMTX-F (29)
KJSR-F	Tulsa	9.3	13.5	6	19	81	0	64	36	17	KMOD-F (32)
WXTR-F	Washington	5.3	23.7	3	21	71	8	45	55	37	WBIG-F (34)

SOFT AC

NATIONAL MEAN:		8.4	15.1	9.5	10.4	61.9	27.7	35.5	64.5	35.1	LEADING CUME SHARER	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME		
WYJB-F	Albany-Schen	8.6	14.6	12	6	68	26	36	64	37	WFLY-F	(31)
KMGA-F	Albuquerque	7.5	16.8	9	8	73	19	39	61	35	KKOB-F	(35)
WFMZ-F	Allen-Beth	11.6	10.9	15	1	36	63	32	68	32	WODE-F	(27)
WROE-F	Appleton	9.2	13.8	4	18	71	11	32	68	13	WIXX-F	(44)
WPCH-F	Atlanta	8.9	14.2	8	4	70	26	34	66	32	WSB -F	(34)
KKMJ-F	Austin	7.2	17.6	14	7	70	23	34	66	33	KHFI-F	(30)
KGFM-F	Bakersfield	8.5	14.8	5	22	63	15	41	59	21	KKXX-F	(39)
WLIF-F	Baltimore	9.0	14.0	6	7	57	36	38	62	40	WBAL	(27)
WMXW-F	Binghamton	8.5	14.9	12	6	77	17	30	70	35	WMRV-F	(39)
KXLT-F	Boise	6.8	18.4	14	14	86	0	29	71	23	KCIX-F	(26)
WMJX-F	Boston	7.0	18.0	6	23	72	5	31	69	39	WXKS-F	(39)
WEZN-F	Bridgeport	10.3	12.3	8	19	56	25	37	63	37	WEBE-F	(36)
WJYE-F	Buffalo	9.7	13.0	10	12	60	28	30	70	32	WMJQ-F	(31)
WHBC-F	Canton	7.3	17.2	9	17	74	9	48	52	30	WZKL-F	(24)
WSUY-F	Charleston, SC	10.8	11.7	6	13	80	7	28	72	28	WSSX-F	(30)
WLYT-F	Charlotte	8.8	14.3	8	12	69	19	32	68	28	WWSN-F	(29)
WDEF-F	Chattanooga	9.8	12.8	14	5	51	44	41	59	48	WUSY-F	(28)
WLIT-F	Chicago	8.6	14.7	8	12	59	29	37	63	23	WPNT-F	(22)
WRRM-F	Cincinnati	7.5	16.8	3	9	70	21	34	66	23	WLW	(32)
WDOK-F	Cleveland	8.0	15.8	6	9	57	34	42	58	27	WMJI-F	(29)
KKLI-F	Colorado Spgs	9.0	14.1	8	9	78	13	26	74	33	KKMG-F	(30)
WSCQ-F	Columbia (EZ)	10.5	12.0	18	0	23	77	48	52	65	WVOC	(30)
WLQT-F	Dayton	8.8	14.3	7	6	75	19	30	70	25	WMMX-F	(39)
KOSI-F	Denver	8.9	14.2	10	10	70	20	37	63	27	KXKL-F	(26)
WLTJ-F	Detroit	7.6	16.6	7	11	63	26	29	71	30	WKQI-F	(33)
KTSM-F	El Paso	7.9	15.9	9	19	69	12	40	60	31	KPRR-F	(40)
WAVV-F	Ft. Myers	13.2	9.6	25	0	10	90	41	59	64	WJNK-F	(16)
KJOI-F	Fresno	6.5	19.3	4	27	54	19	35	65	42	KTHT-F	(36)
WOOD-F	Grand Rapids	7.5	16.7	6	14	56	30	33	67	26	WSNX-F	(28)
WSPA-F	Green-Spart	7.8	16.1	9	10	80	10	42	58	27	WMI-F	(39)
WRCH-F	Hartford	10.2	12.4	10	7	72	21	32	68	32	WKSS-F	(23)
KODA-F	Houston	8.3	15.2	8	11	74	15	32	68	26	KHMX-F	(26)
WTPI-F	Indianapolis	9.1	13.8	8	2	74	26	38	62	35	WFBQ-F	(29)
WEJZ-F	Jacksonville	8.6	14.7	9	6	69	25	33	67	28	WAPE-F	(33)
KLTH-F	Kansas City	6.1	20.5	4	13	60	27	30	70	41	KUDL-F	(34)
WJXB-F	Knoxville	9.6	13.2	9	11	77	12	40	60	26	WIVK-F	(47)
WROZ-F	Lancaster	7.9	16.0	14	20	48	32	23	77	39	WARM-F	(32)
KSNE-F	Las Vegas	9.4	13.5	14	11	75	14	33	67	37	KMZQ-F	(30)
KEZG-F	Lincoln	11.6	10.8	5	24	73	3	38	62	12	KFRX-F	(39)
KXEZ-F	Los Angeles	6.4	19.7	5	10	63	27	33	67	35	KOST-F	(38)
WVEZ-F	Louisville	7.5	16.8	7	12	65	23	40	60	25	WAMZ-F	(30)
WLYF-F	Miami	10.2	12.4	12	7	48	45	36	64	41	WFLC-F	(26)
WLTQ-F	Milwaukee	6.9	18.3	8	10	69	21	36	64	33	WMIY-F	(34)
WAMG-F	Milwaukee	6.7	18.7	8	11	69	20	25	75	31	WMTI-F	(30)
WLTE-F	Minneapolis	7.9	16.0	5	10	76	14	28	72	29	WCCO	(36)
KJSN-F	Modesto	11.4	11.0	16	4	52	44	22	78	41	KATM-F	(38)
WJXA-F	Nashville	6.8	18.5	5	6	66	28	39	61	25	WLAC-F	(29)
WLMG-F	New Orleans	8.2	15.4	9	9	70	21	28	72	28	WLTS-F	(29)
WLTW-F	New York	8.5	14.8	7	7	66	27	39	61	39	WMXV-F	(23)
WFOG-F	Norfolk	7.3	17.4	9	11	50	39	34	66	39	WUDE-F	(20)
KESY-F	Omaha	7.9	16.0	6	6	69	25	34	66	29	KEFM-F	(35)
WGMF-F	Orlando	9.0	14.0	12	10	65	25	32	68	36	WOMX-F	(26)
WMEZ-F	Pensacola	9.3	21.0	18	3	79	18	38	62	38	WCOA	(23)
WSWT-F	Peoria	10.2	12.3	12	4	68	28	38	62	34	WMXP-F	(33)
WBEB-F	Philadelphia (SAC/AC)	8.4	15.1	5	12	66	22	30	70	19	WYXR-F	(30)
KKLT-F	Phoenix	7.2	17.4	6	13	60	27	34	66	43	KESZ-F	(29)
WSHH-F	Pittsburgh	8.2	15.3	6	7	43	50	28	72	45	KDKA	(35)
WLTJ-F	Pittsburgh	8.1	15.6	5	7	73	20	40	60	26	WBZZ-F	(35)
WVLI-F	Providence	9.0	14.0	9	16	57	27	35	65	36	WPRO-F	(33)
WTVR-F	Richmond	10.6	11.9	10	5	72	23	29	71	72	WMXB-F	(31)
WPVR-F	Roanoke	8.3	15.3	7	2	76	22	63	37	30	WROV-F	(34)

SOFT AC
(Continued)

NATIONAL MEAN:		8.4	15.1	9.5	10.4	61.9	27.7	35.5	64.5	35.1		
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	LEADING CUME SHARER	
WRMM-F	Rochester	8.3	15.3	8	14	63	23	31	69	29	WPXY-F	(32)
KYMX-F	Sacramento	7.6	16.6	7	26	52	22	34	66	37	KGBY-F	(37)
WGER-F	Saginaw	8.5	14.9	6	19	59	22	19	81	39	WIOG-F	(43)
KEZK-F	St. Louis	7.9	16.0	8	12	61	27	32	68	30	KMOX	(34)
KOCN-F	Salinas-Mont	10.7	11.8	12	25	62	13	49	51	36	KDON-F	(30)
KSFI-F	Salt Lake	7.0	18.1	10	21	66	13	37	63	26	KBEE-F	(30)
KQXT-F	San Antonio	9.4	13.4	7	13	68	19	32	68	33	KTFM-F	(34)
KYXY-F	San Diego	7.9	16.0	10	19	65	16	40	60	41	KFMB-F	(21)
KOIT-AF	San Francisco	7.0	18.0	12	8	69	23	41	59	32	KIOI-F	(24)
KBAY-F	San Jose	8.2	15.4	10	4	54	42	42	58	41	KCBS	(24)
WDOV-F	Sarasota	12.9	9.8	29	0	13	87	42	58	64	WFLA	(12)
KRWM-F	Seattle	7.9	15.9	5	17	72	11	34	66	41	KPLZ-F	(32)
WWRM-F	Tampa-St. Pete	7.9	16.0	11	9	49	42	41	59	39	WTLZ-F	(28)
WDOV-F	Tampa-St. Pete	10.6	11.9	23	0	18	82	42	58	56	WFLA-F	(16)
KBEZ-F	Tulsa	8.4	14.9	6	4	68	28	42	58	30	KWEN-F	(30)
WLZW-F	Utica	10.4	12.1	15	11	71	18	25	75	30	WSKS-F	(31)
WEBR-F	Washington	5.6	22.6	5	17	64	19	31	69	35	WASH-F	(34)
WEAT-F	West Palm	9.6	13.1	7	5	61	34	35	65	42	WRMF-F	(33)
WRLX-F	West Palm	8.9	14.1	21	1	11	88	45	55	68	WEAT-F	(28)
KOEZ-F	Wichita	8.6	14.7	14	4	33	63	52	48	56	KFDI-F	(25)
WSRS-F	Worcester	9.7	12.9	8	14	52	34	37	63	32	WXLO-F	(28)
WKBN-F	Youngstown	9.1	13.8	7	8	63	29	36	64	37	WHOT-F	(40)

NATIONAL MEAN:			6.9	18.2	9.4	48.4	48.8	2.8	40.1	59.9	39.9	LEADING	
			TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME	SHARER
WKDD-F	Akron	(CHR/AC)	8.2	15.3	10	22	74	4	28	72	19	WQAL-F	(28)
WFLY-F	Albany-Schen		7.8	16.1	9	40	56	4	38	62	43	WPYX-F	(26)
KKSS-F	Albuquerque		9.1	13.9	19	68	32	0	44	56	52	KKOB-F	(26)
WAEB-F	Allen-Beth		8.7	14.5	12	40	54	6	38	62	32	WLEV-F	(35)
KGOT-F	Anchorage		8.4	15.0	13	46	52	2	48	52	40	KMXS-F	(37)
WSTR-F	Atlanta		7.2	17.5	4	37	63	0	34	66	31	WSB -F	(36)
KHFI-F	Austin		7.7	16.3	11	48	52	0	44	56	39	KASE-F	(27)
KKXX-F	Bakersfield		9.2	13.6	15	53	47	0	51	49	56	KRAB-F	(28)
WFMF-F	Baton Rouge		6.3	20.0	7	59	41	0	62	38	39	WYNK-F	(41)
WMXQ-F	Birmingham		6.6	19.0	6	53	45	2	38	62	34	WZRR-F	(39)
KZMG-F	Boise		8.3	15.2	14	55	45	0	43	57	42	KCIX-F	(27)
WXKS-F	Boston	(CHR/U)	6.1	20.5	5	42	52	6	35	65	40	WJMN-F	(44)
WJMN-F	Boston		8.8	14.2	11	58	42	0	40	60	53	WXKS-F	(49)
WKSE-F	Buffalo		6.6	19.2	9	54	42	4	38	62	44	WMJQ-F	(35)
WSSX-F	Charleston, SC		8.7	14.5	8	47	53	0	41	59	30	WAVF-F	(35)
WVSR-F	Charleston, WV		7.5	16.8	8	42	51	7	38	62	39	WQBE-F	(40)
WEDJ-F	Charlotte		5.7	22.0	6	62	37	1	43	57	31	WRFX-F	(46)
WZST-F	Chattanooga		7.0	18.0	5	70	29	1	56	44	44	WKXJ-F	(37)
WBBM-F	Chicago		6.3	20.0	8	60	35	5	43	57	51	WKQX-F	(30)
WKRQ-F	Cincinnati		6.3	20.0	6	44	53	3	39	61	38	WEBN-F	(39)
WZJM-F	Cleveland		4.9	25.6	4	69	28	3	28	72	48	WMMS-F	(36)
KKMG-F	Colorado Spgs		6.6	19.0	11	68	30	2	46	54	40	KVUU-F	(31)
WNOK-F	Columbia, SC		6.8	18.6	10	40	60	0	37	63	28	WTCB-F	(28)
WNCI-F	Columbus, OH		7.1	17.8	10	40	55	5	43	57	35	WSNY-F	(32)
KZFM-F	Corpus Christi		8.0	15.8	15	74	26	0	38	62	58	KSAB-F	(30)
KHKS-F	Dallas-FW		7.0	18.0	9	47	52	1	34	66	41	KDGE-F	(28)
WHTS-F	Davenport-RI		6.3	20.0	10	54	44	2	38	62	37	KCQQ-F	(37)
WGTZ-F	Dayton		5.4	23.4	10	54	46	0	37	63	35	WMMX-F	(33)
KQKS-F	Denver		7.4	17.0	16	59	39	2	38	62	40	KALC-F	(35)
KSTZ-F	Des Moines	(CHR/AC)	6.6	19.0	9	33	66	1	33	67	27	KKDM-F	(35)
WHYT-F	Detroit		4.3	29.1	2	53	42	5	49	51	36	CIMX-F	(39)
KPRR-F	El Paso		8.7	14.5	11	63	37	0	42	58	50	KLAQ-F	(32)
WJET-F	Erie		7.4	17.1	11	45	51	4	47	53	41	WRTS-F	(41)
KDUK-F	Eugene		7.6	16.6	14	65	30	5	53	47	50	KNRQ-F	(28)
WSTO-F	Evansville		6.1	20.5	13	57	43	0	33	67	38	WGBF-F	(42)
WWCK-AM	Flint		8.3	15.3	12	40	55	5	33	67	38	WCRZ-F	(35)
KBOS-F	Fresno		8.4	14.9	15	61	39	0	46	54	57	KTHT-F	(28)
WSNX-F	Grand Rapids		6.0	20.9	14	63	37	0	39	61	40	WGRD-F	(32)
WKZL-F	Greensboro-WS	(CHR/AC)	8.8	14.3	12	15	75	10	39	61	29	WMAG-F	(27)
WFBC-F	Green-Spart		6.1	20.6	5	59	36	5	31	69	44	WROQ-F	(35)
WNNK-F	Harrisburg		8.6	14.6	13	36	57	7	32	68	37	WQXA-F	(20)
WKSS-F	Hartford		6.5	19.4	9	49	48	3	30	70	42	WTIC-F	(48)
WTIC-F	Hartford		6.1	20.6	7	32	60	8	32	68	35	WKSS-F	(52)
KIKI-F	Honolulu		9.7	13.1	14	51	49	0	54	46	37	KQMQ-F	(47)
KRBE-F	Houston		5.8	21.9	4	51	48	1	48	52	36	KTBZ-F	(36)
WKEE-F	Huntington		8.5	14.8	17	31	62	7	45	55	29	WTCR-F	(33)
WZYP-F	Huntsville		6.5	19.3	8	46	54	0	32	68	34	WDRM-F	(44)
WZPL-F	Indianapolis		5.1	24.9	5	49	49	2	40	60	34	WFBQ-F	(41)
WAPE-F	Jacksonville		6.2	20.4	8	32	68	0	42	58	33	WIVY-F	(30)
WTFM-F	JC-Kingsport	(CHR/AC)	7.2	17.5	8	29	57	14	40	60	48	WXBQ-F	(32)
WKFR-F	Kalamazoo		6.7	18.8	15	54	46	0	32	68	33	WRKR-F	(27)
KMXV-F	Kansas City		5.7	22.2	6	60	40	0	40	60	37	KISF-F	(27)
KSMB-F	Lafayette, LA		8.0	15.7	8	53	42	5	42	58	35	KXKC-F	(34)
WLAN-F	Lancaster		6.4	20.0	11	35	61	4	34	66	33	WROZ-F	(31)
KLUC-F	Las Vegas		7.0	18.0	6	59	39	2	41	59	50	KJMZ-F	(52)
KJMZ-F	Las Vegas	(CHR/U)	6.0	20.9	5	44	51	5	42	58	41	KLUC-F	(70)
KFRX-F	Lincoln		7.4	17.1	7	42	58	0	27	73	33	KQKQ-F	(27)
KURB-F	Little Rock		8.2	15.5	10	30	70	0	28	72	27	KSSN-F	(32)
KIIS-F	Los Angeles		5.4	23.3	4	48	47	5	43	57	44	KPWR-F	(48)
KPWR-F	Los Angeles	(U/CHR)	7.1	17.7	6	69	26	5	51	49	55	KIIS-F	(40)
WDJX-F	Louisville		6.2	20.3	9	49	49	2	38	62	39	WAMZ-F	(34)

CHR/TOP 40
(Continued)

NATIONAL MEAN:		6.9	18.2	9.4	48.4	48.8	2.8	40.1	59.9	39.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME	SHARER
KZII-F	Lubbock	9.0	14.0	17	51	48	1	41	59	37	KLLL-F	(37)
WZEE-F	Madison	6.0	21.1	14	48	51	1	33	67	39	WMGN-F	(28)
KBFM-F	McAllen-Browns.	8.2	15.4	10	70	27	3	37	63	66	KIWW-F	(41)
WMC-F	Memphis (CHR/AC)	7.4	17.0	7	22	76	2	36	64	24	WRVR-F	(35)
WPOW-F	Miami	6.5	19.5	6	60	36	4	45	55	48	WHYI-F	(35)
WHYI-F	Miami (CHR/AC)	6.5	19.4	5	28	63	9	38	62	27	WPOW-F	(43)
KDWB-F	Minneapolis	6.7	18.7	10	53	45	2	37	63	45	KSTP-F	(33)
WABB-F	Mobile	6.7	18.7	7	44	50	6	43	57	41	WWRO-F	(28)
WYHY-F	Nashville	5.6	22.5	7	57	42	1	37	63	33	WKDF-F	(31)
WBLI-F	Nassau-Suffolk (CHR/AC)	7.7	16.3	4	18	74	8	47	53	23	WALK-F	(41)
WKCI-F	New Haven	5.6	22.5	5	34	63	3	41	59	30	WKSS-F	(42)
WHTZ-F	New York	5.8	21.8	6	54	43	3	49	51	47	WPLJ-F	(32)
WQHT-F	New York (CHR/U)	10.4	12.1	14	70	28	2	54	46	61	WRKS-F	(35)
WNVZ-F	Norfolk	5.3	23.6	4	57	42	1	39	61	40	WOWI-F	(33)
KJYO-F	Oklahoma City	7.1	17.8	9	60	39	1	48	52	38	KATT-F	(38)
KQKQ-F	Omaha	5.5	23.0	11	55	42	3	32	68	41	KEFM-F	(30)
WXXL-F	Orlando	6.8	18.5	5	45	53	2	34	66	36	WOMX-F	(37)
KCAQ-F	Oxnard-Vent.	6.9	18.4	3	52	48	0	43	57	45	KPWR-F	(50)
WIOQ-F	Philadelphia	6.2	20.3	5	58	41	1	42	58	44	WPLY-F	(36)
KKFR-F	Phoenix	7.7	16.3	16	61	39	0	36	64	49	KVRY-F	(21)
WBZZ-F	Pittsburgh	6.5	19.5	8	39	57	4	32	68	36	WVTY-F	(31)
KKRZ-F	Portland, OR	6.1	20.8	8	55	44	1	40	60	48	KUFO-F	(26)
WPRO-F	Providence	6.9	18.3	9	35	59	6	38	62	30	WHJY-F	(31)
WDCG-F	Raleigh	6.3	20.1	10	47	49	4	41	59	34	WRDU-F	(34)
KWNZ-F	Reno	7.8	16.1	10	63	37	0	22	78	50	KNEV-F	(33)
WRVQ-F	Richmond	5.8	21.9	8	38	56	6	32	68	36	WKHK-F	(30)
KGGI-F	Riverside-SB	6.7	18.8	7	46	51	3	44	56	51	KPWR-F	(30)
WXLK-F	Roanoke	7.1	17.9	7	38	60	2	47	53	37	WYYD-F	(32)
WPXY-F	Rochester	7.2	17.5	10	45	51	4	32	68	34	WRMM-F	(30)
WZOK-F	Rockford	8.1	15.6	13	40	56	4	35	65	37	WXRX-F	(32)
KSFM-F	Sacramento	8.4	15.1	14	54	44	2	46	54	53	KGBY-F	(24)
WKBQ-F	St. Louis	5.6	22.6	6	50	48	2	46	54	42	KPNT-F	(36)
KDON-F	Salinas-Mont	6.4	19.8	8	43	57	0	44	56	37	KYLZ-F	(30)
KISN-F	Salt Lake (CHR/AC)	5.3	23.9	3	33	58	9	34	66	32	KBEE-F	(38)
KTFM-F	San Antonio	8.7	14.5	9	62	38	0	41	59	49	KXTN-F	(31)
XHTZ-F	San Diego	8.9	14.2	12	60	38	2	53	47	52	KKLQ-F	(29)
KKLQ-F	San Diego (CHR/AC)	5.6	22.7	6	27	69	4	40	60	32	XHTZ-F	(30)
KMEL-F	San Francisco (CHR/U)	6.4	19.6	7	60	38	2	50	50	52	KYLD-F	(56)
KUBE-F	Seattle	7.4	17.1	18	59	40	1	41	59	52	KNDD-F	(25)
WNDU-F	South Bend	7.9	15.9	10	46	54	0	41	59	37	WAOR-F	(33)
KZZU-F	Spokane	8.3	15.1	17	48	49	3	50	50	51	KDRK-F	(25)
WNTQ-F	Syracuse	8.3	15.1	8	42	52	6	36	64	39	WYYY-F	(38)
WFLZ-F	Tampa-SP	8.4	15.0	11	53	46	1	47	53	40	WMTX-F	(31)
WVKS-F	Toledo	8.8	14.4	15	42	52	6	41	59	35	WRVF-F	(28)
KRQQ-F	Tucson	7.6	16.6	12	45	53	2	38	62	43	KMXZ-F	(35)
KHTT-F	Tulsa	6.6	19.1	8	59	40	1	33	67	49	KWEN-F	(38)
KKRD-F	Wichita	7.2	17.5	8	44	52	4	41	59	34	KICT-F	(28)
WKRZ-F	WB/Scranton	8.6	14.7	10	26	66	8	40	60	31	WBHT-F	(30)
WSTW-F	Wilmington, DE (CHR/AC)	8.2	15.4	6	21	71	8	40	60	23	WPLY-F	(35)
WHOT-F	Youngstown	8.1	15.5	16	42	54	4	33	67	36	WNCD-F	(25)

COUNTRY

NATIONAL MEAN:		9.3	13.6	14.8	18.3	60.4	21.3	46.3	53.7	36.2	LEADING	
		TSL	I/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WQMX-F	Akron	9.7	13.0	14	22	62	16	47	53	35	WGAR-F	(33)
WGNA-F	Albany-Schen.	10.5	12.0	18	19	57	24	46	54	35	WFLY-F	(20)
KRST-F	Albuquerque	10.5	12.0	12	21	65	14	47	53	32	KASY-F	(25)
KASH-F	Anchorage	9.2	13.8	15	24	69	7	53	47	21	KBRJ-F	(35)
WUSW-F	Appleton	12.4	10.2	16	12	54	34	50	50	39	WNCY-F	(33)
WKHX-F	Atlanta	10.1	12.5	11	18	60	22	42	58	39	WYAY-F	(29)
WYAY-F	Atlanta	7.2	17.6	11	18	63	19	51	49	33	WKHX-F	(54)
WKOE	Atlantic City	11.8	10.7	11	4	71	25	54	46	40	WXTU-F	(32)
WKXC-F	Augusta, GA	11.1	11.4	23	27	52	21	37	63	41	WBBO-F	(21)
KASE-F	Austin	10.5	12.0	19	29	57	14	44	56	30	KVET-F	(32)
KVET-F	Austin	7.4	17.0	8	16	63	21	62	38	30	KASE-F	(52)
KUZZ-F	Bakersfield	10.4	12.1	22	21	65	14	49	51	41	KRAB-F	(26)
WPOC-F	Baltimore	10.8	11.6	18	13	64	23	43	57	32	WWMX-F	(17)
WYNK-F	Baton Rouge	9.3	13.6	20	15	60	25	48	52	33	WKJN-F	(33)
WHWK-F	Binghamton	12.1	10.4	27	14	58	28	47	53	46	WMXW-F	(21)
WZZK-AF	Birmingham	9.3	13.6	15	15	62	23	46	54	36	WOWC-F	(28)
KQFC-F	Boise	10.0	12.7	19	15	67	18	41	59	36	KIZN-F	(35)
KIZN-F	Boise	10.5	12.0	15	22	54	24	45	55	36	KQFC-F	(32)
WKLB-F	Boston	9.4	13.4	10	10	66	24	47	51	36	WBCS-F	(31)
WBCS-F	Boston	8.4	15.0	5	9	56	35	47	53	37	WKLB-F	(41)
WYRK-F	Buffalo	11.9	10.6	18	9	55	36	43	57	48	WHTT-F	(25)
WEZL-F	Charleston, SC	10.7	11.8	14	15	58	27	51	49	36	WBUB-F	(46)
WBUB-F	Charleston, SC	7.7	16.3	12	27	63	10	42	58	30	WEZL-F	(51)
WQBE-F	Charleston, WV	10.5	12.0	18	15	63	22	42	58	37	WKWS-F	(33)
WKWS-F	Charleston, WV	6.2	20.4	4	44	38	18	33	67	46	WQBE-F	(61)
WSOC-F	Charlotte	9.8	12.8	15	17	49	34	47	53	39	WTDR-F	(37)
WTDR-F	Charlotte	6.9	18.1	11	22	63	15	42	58	28	WSOC-F	(48)
WUSY-F	Chattanooga	12.5	10.1	28	15	59	26	52	48	34	WDOD-F	(23)
WUSN-F	Chicago	9.3	13.5	12	11	67	22	45	55	35	WJMK-F	(23)
WUBE-F	Cincinnati	9.4	13.5	12	22	61	17	43	57	35	WYGY-F	(34)
WYGY-F	Cincinnati	5.7	22.0	5	42	52	6	43	57	25	WUBE-F	(49)
WGAR-F	Cleveland	10.0	12.6	13	12	59	29	46	54	44	WMJI-F	(25)
KKCS-AF	Colorado Spgs	11.4	11.0	16	18	72	10	49	51	36	KCCY-F	(27)
WCOS-F	Columbia, SC	9.1	13.8	18	21	49	30	46	54	42	WHKL-F	(31)
WCOL-F	Columbus, OH	9.2	13.6	12	25	69	6	42	58	33	WHOK-F	(33)
WHOK-F	Columbus, OH	7.0	18.1	14	17	53	30	56	44	45	WCOL-F	(48)
KRYS-F	Corpus Christi	9.9	12.7	17	18	66	16	54	46	31	KOUL-F	(42)
KOUL-F	Corpus Christi	8.6	14.6	16	27	65	8	53	47	34	KRYS-F	(45)
KSCS-F	Dallas-FW	8.0	15.7	10	12	80	8	37	63	33	KPLX-F	(36)
KYNG-F	Dallas-FW	8.7	14.5	11	32	59	9	41	59	31	KSCS-F	(39)
KPLX-F	Dallas-FW	7.2	17.5	8	22	61	17	44	56	29	KSCS-F	(46)
KSNN-F	Dallas-FW	7.4	17.0	10	5	42	53	54	46	37	KSCS-F	(35)
WLLR-F	Davenport-RI	10.8	11.7	18	10	64	26	46	54	43	KBOB-F	(33)
KBOB-F	Davenport-RI	5.9	21.4	8	28	70	2	47	53	39	WLLR-F	(60)
WHKO-F	Dayton	10.8	11.7	20	17	58	25	45	55	38	WGTZ-F	(21)
KYGO-F	Denver	9.8	12.9	15	17	66	17	41	59	38	KOA	(21)
KJJY-F	Des Moines	10.4	12.1	20	21	57	22	49	51	40	WHO	(25)
WVWW-F	Detroit	10.0	12.6	13	13	64	23	42	58	41	WYCD-F	(38)
WYCD-F	Detroit	7.9	15.9	10	23	66	11	45	55	35	WVWW-F	(38)
KHEY-F	El Paso	9.9	12.7	14	16	62	22	43	57	40	KSET-F	(33)
KSET-F	El Paso	6.8	18.6	8	17	66	17	41	59	33	KHEY-F	(69)
WXTA-F	Erie	9.2	13.7	18	21	54	25	42	58	43	WJET-F	(28)
KUGN-F	Eugene	8.7	14.5	19	9	64	27	45	55	47	KKNU-F	(35)
KKNU-F	Eugene	9.6	13.1	14	38	59	3	48	52	36	KUGN-F	(37)
WKDQ-F	Evansville	10.2	12.4	17	22	62	16	45	55	34	WYNG-F	(30)
WYNG-F	Evansville	10.9	11.6	17	15	58	27	46	54	44	WKDQ-F	(49)
WKML-F	Fayetteville, NC	12.2	10.4	19	29	56	15	47	53	37	WQSM-F	(27)
WCKT-F	Ft. Myers	11.2	11.2	18	15	63	22	53	47	34	WMGR-F	(31)
WQHK-F	Fort Wayne	10.8	11.6	14	21	67	12	42	58	36	WBTU-F	(28)
KSKS-F	Fresno	8.5	14.8	11	14	76	10	40	60	31	KBOS-F	(25)
WOGK-F	Gainesville	12.0	10.5	19	19	55	26	55	45	44	WTRS-F	(30)

COUNTRY
(Continued)

NATIONAL MEAN:		9.3	13.6	14.8	18.3	60.4	21.3	46.3	53.7	36.2	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
WBCT-F	Grand Rapids	9.5	13.3	16	30	63	7	52	48	27	WCUZ-F	(25)
WTQR-F	Greensboro-WS	10.5	12.0	18	16	54	30	57	43	35	WKSI-F	(22)
WKSI-F	Greensboro-WS	7.2	17.4	4	33	57	10	42	58	29	WTQR-F	(43)
WRNS-F	Greenville, NC	12.7	9.9	25	28	54	18	60	40	32	WSFL-F	(22)
WSSL-F	Green-Spart	8.6	14.6	14	22	59	19	50	50	37	WESC-F	(39)
WESC-F	Green-Spart	9.8	12.9	18	12	54	34	51	49	47	WSSC-F	(45)
WRKZ-F	Harrisburg	11.5	11.0	20	11	61	28	49	51	35	WNNK-F	(22)
WWYZ-F	Hartford	10.3	12.3	16	12	65	23	57	43	34	WTIC	(24)
KILT-F	Houston	8.8	14.3	10	16	68	16	48	52	37	KIKK-F	(42)
KKBQ-AF	Houston	8.9	14.2	10	25	66	9	42	58	29	KILT-F	(43)
KIKK-F	Houston	5.4	23.5	7	23	59	18	52	48	30	KILT-F	(51)
WTCR-F	Huntington	10.1	12.5	18	15	58	27	49	51	47	WKEE-F	(27)
WDRM-F	Huntsville	10.3	12.2	20	18	61	21	46	54	37	WZYP-F	(32)
WFMS-F	Indianapolis	8.8	14.4	16	12	59	29	40	60	36	WFBQ-F	(33)
WGRL-F	Indianapolis	8.3	15.1	8	26	67	7	37	63	31	WFMS-F	(55)
WMSI-F	Jackson, MS	10.0	12.6	19	14	62	24	39	61	42	WKTF-F	(28)
WQIK-F	Jacksonville	9.3	13.5	19	16	60	24	56	44	40	WROO-F	(35)
WROO-F	Jacksonville	7.6	16.7	11	29	58	13	48	52	36	WQIK-F	(49)
WXBQ-F	JC-Kingsport	12.8	9.8	26	26	57	17	45	55	33	WTFM-F	(28)
WMTZ-F	Johnstown	13.6	9.3	25	16	56	28	48	52	54	WKYE-F	(25)
KFKF-F	Kansas City	8.7	14.6	15	17	70	13	38	62	30	KBEQ-F	(34)
KBEQ-F	Kansas City	8.8	14.3	12	30	64	6	42	58	30	KFKF-F	(36)
WIVK-F	Knoxville	11.1	11.4	20	14	53	33	46	54	40	WOKI-F	(23)
KXKC-F	Lafayette, LA	9.8	12.8	11	28	55	17	50	50	34	KSMB-F	(39)
WPCV-F	Lakeland	14.0	9.0	30	15	51	34	52	48	40	WFLZ-F	(16)
WIOV-F	Lancaster	7.9	15.9	17	23	58	19	46	54	38	WRKZ-F	(30)
WITL-F	Lansing	9.8	12.8	15	7	65	28	50	50	37	WBHR-F	(24)
KWNR-F	Las Vegas	7.7	16.3	16	19	60	21	38	62	34	KFMS-F	(30)
KFMS-F	Las Vegas	9.6	13.2	19	11	56	33	46	54	51	KWNR-F	(41)
WVLK-F	Lexington	9.9	12.8	16	0	35	65	43	57	26	WWYC-F	(36)
WWYC-F	Lexington	7.0	18.0	9	36	58	6	50	50	23	WVLK-F	(62)
KZKX-F	Lincoln	9.8	12.9	12	21	60	19	34	66	26	KFGE-F	(31)
KSSN-F	Little Rock	8.4	15.0	15	18	54	28	39	61	35	KDDK-F	(37)
KZLA-F	Los Angeles	7.0	17.9	6	10	72	18	41	59	40	KRTH-F	(21)
WAMZ-F	Louisville	9.3	13.6	17	19	64	17	42	58	33	WHKW-F	(26)
KLLL-F	Lubbock	12.0	10.5	23	25	52	23	44	56	40	KZII-F	(33)
WDEN-F	Macon	10.2	12.4	24	20	56	24	52	48	38	WMKS-F	(28)
WWQM-F	Madison	8.2	15.3	10	12	63	25	49	51	32	WYZM-F	(35)
KTEX-F	McAllen-Browns.	9.2	13.7	19	17	54	29	57	43	35	KBFM-F	(40)
WGKX-F	Memphis	7.7	16.3	12	16	63	21	50	50	31	WOGY-F	(37)
WKIS-F	Miami	8.9	14.1	15	8	65	27	51	49	33	WMXJ-F	(21)
WMIL-F	Milwaukee	9.9	12.7	14	13	58	29	56	44	42	WTMJ	(24)
KEEY-F	Minneapolis	7.8	16.1	9	18	64	18	41	59	34	WBOB-F	(42)
WBOB-F	Minneapolis	8.5	14.9	7	31	61	8	44	56	29	KEEY-F	(48)
WKSJ-F	Mobile	9.1	13.8	19	14	61	25	46	54	33	WDWG-F	(25)
KATM-F	Modesto	11.2	11.3	18	21	67	12	39	61	39	KJSN-F	(21)
WLWI-F	Montgomery	10.4	12.1	22	15	50	35	45	55	43	WBAM-F	(32)
WSIX-F	Nashville	10.4	12.1	17	19	66	15	47	53	28	WSM -F	(35)
WSM -F	Nashville	8.2	15.4	15	16	66	18	44	56	34	WSIX-F	(45)
WNOE-F	New Orleans	8.9	14.2	20	22	55	23	41	59	35	WWL	(26)
WYNY-F	New York	7.8	16.2	8	7	61	32	49	51	41	WCBS-F	(26)
WCMS-AF	Norfolk	9.7	13.0	11	13	63	24	61	39	32	WGH -F	(41)
WGH -F	Norfolk	7.7	16.4	11	17	74	9	49	51	34	WCMS-F	(43)
KXXY-F	Oklahoma City	10.4	12.1	15	15	61	24	53	47	30	KEBC-F	(36)
KTST-F	Oklahoma City	8.7	14.6	7	30	63	7	49	51	29	KXXY-F	(45)
WOW -F	Omaha	12.8	9.8	14	11	56	33	48	52	37	KXKT-F	(32)
KXKT-F	Omaha	9.9	12.8	10	32	64	4	38	62	25	WOW -F	(29)
WWKA-F	Orlando	10.2	12.4	19	16	62	22	48	52	33	WOCL-F	(18)
KHAY-F	Oxnard	11.2	11.3	16	16	66	18	45	55	35	KRTH-F	(20)
WXBM-F	Pensacola	9.2	13.8	19	22	54	24	34	66	36	WDWG-F	(25)

COUNTRY
(Continued)

NATIONAL MEAN:		9.3	13.6	14.8	18.3	60.4	21.3	46.3	53.7	36.2	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 SHARER</u>	
WXCL-F	Peoria	10.8	11.7	25	13	70	17	54	46	40	WWCT-F	(23)
WXTU-F	Philadelphia	11.2	11.2	16	10	59	31	53	47	43	KYW	(27)
KMLE-F	Phoenix	8.1	15.5	11	27	65	8	42	58	28	KNIX-F	(46)
KNIX-F	Phoenix	7.5	16.8	14	12	61	27	33	67	42	KMLE-F	(43)
WDSY-F	Pittsburgh	10.5	12.0	18	15	58	27	51	49	38	WBZZ-F	(21)
WPOR-F	Portland, ME	9.6	13.1	22	9	57	34	47	53	38	WBLM-F	(22)
KWJJ-AF	Portland, OR	8.0	15.8	11	28	57	15	44	56	39	KUPL-F	(37)
KUPL-F	Portland, OR	8.5	14.8	13	13	67	20	46	54	37	KWJJ-F	(46)
WOKQ-F	Portsmouth, NH	11.8	10.6	18	9	58	33	47	53	40	WHEB-F	(20)
WCTK-F	Providence	10.1	12.4	12	10	63	27	52	48	43	WBBB-F	(24)
WQDR-F	Raleigh	8.4	15.0	10	15	67	18	52	48	25	WKIX-F	(47)
KBUL-F	Reno	10.5	12.0	19	18	74	8	45	55	38	KWNZ-F	(26)
WKHK-F	Richmond	11.2	11.2	23	17	61	22	45	54	33	WRVQ-F	(23)
KFRG-F	Riverside-SB	10.4	12.2	16	15	60	25	43	57	43	KOOJ-F	(19)
WYYD-F	Roanoke	11.7	10.7	21	17	50	33	40	60	39	WXLK-F	(26)
WBEE-F	Rochester	10.8	11.7	19	8	60	32	46	54	39	WCMF-F	(21)
WXXQ-F	Rockford	9.2	13.7	16	9	77	14	50	50	33	WZOK-F	(35)
KNCI-F	Sacramento	9.0	14.0	11	23	57	20	40	60	42	KRAK-F	(40)
KRAK-F	Sacramento	6.1	20.6	11	13	64	23	51	49	37	KNCI-F	(56)
WKCO-F	Saginaw	10.4	12.1	12	21	56	23	48	52	31	WIXC-F	(27)
WIL -F	St. Louis	9.6	13.1	15	12	58	30	48	52	41	WKKK-F	(29)
WKXX-F	St. Louis	8.0	15.8	9	23	63	14	42	58	30	WIL -F	(53)
KTOM-AF	Salinas-Mont.	9.4	13.5	11	18	62	20	57	43	38	KOCN-F	(24)
KKAT-F	Salt Lake	7.1	17.7	6	27	64	9	51	49	33	KSOP-F	(36)
KUBL-F	Salt Lake	7.9	16.0	9	39	51	10	57	43	39	KKAT-F	(43)
KSOP-AF	Salt Lake	6.7	18.9	8	23	67	10	50	50	33	KKAT-F	(43)
KCYY-F	San Antonio	8.8	14.3	11	20	62	18	43	57	40	KAJA-F	(46)
KAJA-F	San Antonio	8.4	14.9	10	32	58	10	48	52	34	KCYY-F	(50)
KSON-AF	San Diego	10.6	11.9	19	25	58	17	43	57	38	KYXY-F	(17)
KSAN-F	San Francisco	6.6	19.0	7	13	71	16	55	45	43	KYCY-F	(29)
KRTY-F	San Jose	7.2	17.5	9	13	69	18	47	53	35	KSAN-F	(26)
WJCL-F	Savannah	9.4	13.5	16	27	63	10	45	55	33	WCHY-F	(41)
WCHY-F	Savannah	8.2	15.3	15	16	47	37	46	54	37	WJCL-F	(47)
KMPS-F	Seattle	7.4	17.0	12	17	61	22	46	54	33	KIRO	(24)
KCIN-F	Seattle	8.0	15.7	11	14	60	26	23	77	66	KMPS-F	(39)
KYCW-F	Seattle	8.5	14.8	13	22	70	8	42	58	25	KMPS-F	(36)
KRMD-F	Shreveport	8.5	14.9	25	16	57	27	43	57	29	KVKI-F	(33)
WBYT-F	South Bend	8.0	15.7	9	27	55	18	44	56	28	WNDU-F	(38)
KDRK-F	Spokane	10.6	11.9	17	23	63	14	49	51	45	KNFR-F	(28)
WPXK-F	Springfield, MA	10.9	11.5	13	15	57	28	43	57	42	WAQX-F	(22)
WBBS-F	Syracuse	9.9	12.7	15	25	61	14	40	60	43	WNTQ-F	(36)
WQYK-F	Tampa-St. Pete	9.2	13.7	16	9	59	32	52	48	41	WRBQ-F	(38)
WRBQ-F	Tampa-St. Pete	8.7	14.4	11	20	53	27	50	50	41	WQYK-F	(45)
WKKO-F	Toledo	9.6	13.1	17	8	63	29	51	49	39	WRUF-F	(24)
KIIM-F	Tucson	12.6	10.0	23	15	69	16	45	55	39	KRQQ-F	(24)
KWEN-F	Tulsa	10.2	12.4	19	20	67	13	44	56	34	KCKI-F	(21)
KVOO-F	Tulsa	8.7	14.5	5	19	64	17	61	39	30	KWEN-F	(47)
WFRG-F	Utica	13.6	9.2	20	21	64	15	47	53	35	WLZW-F	(25)
WMZQ-F	Washington	8.7	14.6	14	11	62	27	40	60	37	WBIG-F	(19)
WIRK-F	West Palm	10.2	12.4	16	20	59	21	48	52	37	WEAT-F	(26)
KZSN-F	Wichita	9.0	14.0	14	20	72	8	48	52	28	KFDI-F	(30)
KFDI-F	Wichita	8.7	14.5	19	4	49	47	43	57	57	KZSN-F	(31)
WGGY-F	WB/Scranton	9.9	12.7	16	20	61	19	51	49	38	WKRZ-F	(38)
WGTY-F	York	12.2	10.3	14	10	61	29	49	51	48	WRKZ-F	(30)

AOR

NATIONAL MEAN:		7.7	16.4	7.9	31.2	67.3	1.5	70.9	29.1	25.5	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% XM	% YF	% AT HOME	CUME	SHARER
WONE-F	Akron	7.2	17.6	4	26	72	2	67	33	21	WNCX-F	(46)
WPYX-F	Albany-Schen.	7.8	16.1	9	25	75	0	77	23	21	WFLY-F	(37)
WRVE-F	Albany-Schen.	7.3	17.2	8	15	77	8	56	44	26	WFLY-F	(31)
KZRR-F	Albuquerque	7.0	17.9	4	24	76	0	64	36	23	KTEG-F	(49)
WZZO-F	Allen-Beth	10.1	12.5	8	29	69	2	73	27	22	WAEB-F	(38)
KWHL-F	Anchorage	12.1	10.4	14	48	52	0	80	20	29	KBFX-F	(31)
WAPL-F	Apple-Osh	9.5	13.2	9	26	74	0	72	28	18	WIXX-F	(45)
WKLS-F	Atlanta	7.2	17.5	4	17	82	1	72	28	17	WZGC-F	(48)
WZXL-F	Atlantic Cty	7.7	16.4	6	35	65	0	70	30	19	WMID-F	(37)
WRXR-F	Augusta, GA	8.7	14.5	11	32	60	8	73	27	27	WEKL-F	(40)
KLBJ-F	Austin	6.9	18.1	5	20	76	4	67	33	24	KPEZ-F	(33)
KRAB-F	Bakersfield	7.2	17.4	11	56	44	0	67	33	51	KKXX-F	(41)
WIYY-F	Baltimore	6.2	20.5	7	31	69	0	70	30	24	WHFS-F	(44)
WTGE-F	Baton Rouge	7.5	16.8	7	56	44	0	72	28	26	WCKW-F	(51)
WZRR-F	Birmingham	8.6	14.6	9	25	74	1	72	28	23	WZZK-F	(43)
WBCN-F	Boston	6.1	20.7	3	41	57	2	76	24	29	WZLX-F	(35)
WGRF-F	Buffalo	9.2	13.7	5	15	82	3	70	30	26	WEDG-F	(33)
WRQK-F	Canton	7.7	16.5	12	51	49	0	53	47	35	WONE-F	(29)
WAVF-F	Charleston, SC	12.6	10.0	9	34	66	0	53	47	27	WSSX-F	(41)
WKLC-F	Charleston, WV	5.8	21.8	8	19	73	8	76	24	24	WVSR-F	(46)
WRFX-F	Charlotte	7.2	17.5	6	27	71	2	74	26	23	WEDJ-F	(34)
WRCX-F	Chicago	7.1	17.7	8	44	53	3	77	23	27	WKQX-F	(46)
WEBN-F	Cincinnati	7.2	17.6	7	40	58	2	72	28	24	WKRQ-F	(36)
WMMS-F	Cleveland	6.8	18.5	6	46	51	3	60	40	33	WNCX-F	(41)
KILO-F	Colorado Spgs	8.0	16.0	10	56	44	0	84	16	30	KKMG-F	(45)
WARQ-F	Columbia, SC	8.6	14.6	14	56	44	0	63	27	28	WNOK-F	(38)
WBZX-F	Columbus, OH	7.7	16.3	12	50	50	0	69	31	33	WLWQ-F	(43)
WLWQ-F	Columbus, OH	6.1	20.6	5	23	77	0	66	34	24	WBZX-F	(47)
KNCN-F	Corpus Christi	6.0	21.0	6	38	62	0	80	20	30	KRAD-F	(42)
KEGL-F	Dallas-FW	6.8	18.5	6	31	66	3	73	27	31	KDGE-F	(45)
KTXQ-F	Dallas-FW	6.8	18.6	6	42	57	1	79	21	31	KDGE-F	(56)
WXLP-F	Davenport-RI	7.1	17.8	7	44	56	0	84	16	19	KCQQ-F	(54)
WTUE-F	Dayton	7.8	16.2	7	33	67	0	76	24	18	WXEG-F	(44)
KGGD-F	Des Moines	10.2	12.3	13	27	72	1	74	26	24	KKDM-F	(38)
WRIF-F	Detroit	6.8	18.4	4	30	68	2	79	21	21	WLLZ-F	(45)
KLAQ-F	El Paso	9.4	13.3	11	44	54	2	73	27	30	KPRR-F	(45)
WRKT-F	Erie	10.4	12.1	17	25	75	0	71	29	23	WJET-F	(41)
KZEL-F	Eugene	9.1	13.9	18	29	71	0	80	20	33	KMGE-F	(27)
WGBF-F	Evansville	7.2	17.6	8	21	72	7	69	31	29	WSTO-F	(44)
WRXK-F	Fort Myers	7.5	16.9	5	18	81	1	76	24	33	WARO-F	(35)
WRZR-F	Fresno	7.3	17.3	11	37	63	0	78	22	29	KFRR-F	(33)
WRUF-F	Gainesville	6.9	18.1	9	32	67	1	65	35	23	WYKS-F	(29)
WKLO-F	Grand Rapids	7.1	17.7	7	52	48	0	69	31	28	WGRD-F	(52)
WSFL-F	Greenville, NC	10.8	11.7	11	36	63	1	78	22	21	WRNS-F	(37)
WROQ-F	Green-Spart	8.6	14.7	9	31	65	4	67	33	29	WSSL-F	(35)
WTPA-F	Harrisburg	11.7	10.9	12	17	81	2	69	31	19	WHTF-F	(37)
WHCN-F	Hartford	8.5	14.8	6	15	85	0	71	29	26	WCCC-F	(40)
KLOL-F	Houston	6.5	19.5	5	28	70	0	84	16	24	KTBZ-F	(40)
WTAK-F	Huntsville	7.3	17.3	9	15	79	6	67	33	23	WZYP-F	(43)
WFBQ-F	Indianapolis	8.9	14.1	10	23	75	2	70	30	22	WNAP-F	(29)
WSTZ-F	Jackson, MS	7.2	17.4	10	23	77	0	52	48	32	WTYX-F	(53)
WFYV-F	Jacksonville	9.5	13.3	9	23	76	1	77	23	20	WAPE-F	(35)
WQUT-F	JC-Kingsport	7.0	17.9	10	19	78	3	72	28	22	WXBQ-F	(59)
WRKR-F	Kalamazoo	7.8	16.1	7	25	75	0	73	27	23	WKFR-F	(42)
KYYS-F	Kansas City	7.3	17.2	5	17	82	1	65	35	18	KCFX-F	(61)
WJXQ-F	Lansing	7.0	18.0	6	22	75	3	67	33	21	WVIC-F	(49)
KOMP-F	Las Vegas	7.2	17.5	10	26	74	0	64	36	30	KKLZ-F	(48)
WKQQ-F	Lexington	9.5	13.3	11	32	68	0	71	29	25	WVLK-F	(38)
KMJX-F	Little Rock	8.1	15.6	9	39	61	0	69	31	20	KKPT-F	(34)
KLOS-F	Los Angeles	5.9	21.2	3	27	69	4	75	25	33	KROQ-F	(41)
WTFX-F	Louisville	8.6	14.6	7	34	66	0	76	24	36	WQMF-F	(52)

AOR
(Continued)

NATIONAL MEAN:		7.7	16.4	7.9	31.2	67.3	1.5	70.9	29.1	25.5	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME SHARER	
KFMX-F	Lubbock	11.2	11.3	18	41	59	0	72	28	17	KZII-F	(38)
WIBA-F	Madison	6.7	18.8	18	28	72	0	67	33	20	WJJO-F	(36)
WGIR-F	Manchester	7.1	17.9	5	24	76	0	67	33	19	WZID-F	(25)
WEGR-F	Memphis	9.0	14.1	7	26	71	3	69	31	22	WMC -F	(32)
WZTA-F	Miami	7.7	16.4	7	37	63	0	72	28	28	WSHE-F	(48)
WLZR-F	Milwaukee	7.3	17.2	6	35	63	2	78	22	23	WLUM-F	(44)
KQRS-AF	Minneapolis	8.5	14.8	5	19	79	2	68	32	20	KEGE-F	(34)
WDKF-F	Nashville	7.5	16.9	7	52	47	1	68	32	33	WYHY-F	(43)
WBAB-FF	Nassau-Suffolk	5.7	22.2	5	18	80	2	63	37	25	WXRK-F	(31)
WRCN-FF	Nassau-Suffolk	6.7	18.8	4	24	75	1	73	27	19	WBAB-F	(39)
WPLR-F	New Haven	7.8	16.2	6	29	70	1	62	38	23	WKCI-F	(37)
WNEW-F	New York	5.7	22.1	4	12	84	4	59	41	31	WXRK-F	(40)
WNOR-F	Norfolk	8.8	14.7	8	18	72	10	76	24	21	WROX-F	(33)
KATT-F	Oklahoma City	8.6	14.6	6	57	43	0	75	25	25	KJYO-F	(54)
KEZO-F	Omaha	8.9	14.1	6	28	72	0	81	19	17	KKCD-F	(36)
WJRR-F	Orlando	6.4	19.8	3	45	54	1	74	26	34	WDIZ-F	(52)
WWCT-F	Peoria	8.1	15.6	14	34	66	0	71	29	23	WGLO-F	(34)
WMMR-F	Philadelphia	6.9	18.2	4	16	82	2	66	34	23	WYSP-F	(53)
KUPD-F	Phoenix	8.6	14.6	8	40	60	0	76	24	32	KDKB-F	(36)
KDKB-F	Phoenix	5.9	21.2	5	15	84	1	74	26	19	KUPD-F	(39)
WDVE-F	Pittsburgh	10.0	12.5	7	26	71	3	71	29	19	WNRQ-F	(31)
WBLM-F	Portland, ME	9.2	13.7	8	23	77	0	73	27	20	WCYY-F	(34)
KUFO-F	Portland, OR	6.2	20.4	6	40	60	0	73	27	30	KNRK-F	(38)
WHEB-F	Portsmouth, NH	9.9	12.7	5	31	67	2	62	38	22	WERZ-F	(24)
WHJY-F	Providence	8.6	14.7	7	20	78	2	74	26	14	WPRO-F	(38)
WRDU-F	Raleigh	7.0	18.1	8	21	79	0	64	36	22	WDCG-F	(42)
KOZZ-F	Reno	12.4	10.2	13	9	90	1	60	40	26	KQNV-F	(25)
WRXL-F	Richmond	8.5	14.8	6	36	63	1	64	36	19	WBZU-F	(41)
KCAL-F	Riverside-SB	6.3	19.9	6	32	68	0	63	37	35	KLOS-F	(46)
WROV-F	Roanoke	8.0	15.8	10	31	67	2	73	27	28	WPVR-F	(39)
WCMF-F	Rochester	9.3	13.6	6	30	70	0	73	27	20	WNVE-F	(38)
WXRX-F	Rockford	11.1	11.4	13	15	85	0	67	33	18	WZOK-F	(44)
KRXQ-F	Sacramento	5.8	21.8	7	50	49	1	82	18	36	KWOD-F	(47)
WKQZ-F	Saginaw	10.2	12.4	12	36	64	0	80	20	24	WTCF-F	(34)
KSHE-F	St. Louis	8.0	15.8	8	29	68	3	74	26	24	KSD -F	(43)
KBER-F	Salt Lake	6.3	20.1	5	46	54	0	64	36	25	KUTQ-F	(39)
KISS-F	San Antonio	8.9	14.1	14	44	56	0	74	26	34	KTFM-F	(43)
KIOZ-F	San Diego	6.6	19.0	9	44	55	1	74	26	43	XTKA-F	(38)
KSJO-F	San Jose	7.2	17.6	6	31	69	0	79	21	31	KOME-F	(56)
KXFX-F	Santa Rosa	6.6	19.2	3	34	53	13	50	50	28	KZST-F	(28)
KISW-F	Seattle	7.9	18.9	5	30	69	1	83	17	32	KNDD-F	(50)
WAOR-F	South Bend	9.7	13.0	10	26	74	0	69	31	23	WNDU-F	(49)
WAQX-F	Syracuse	6.0	21.1	9	28	71	1	63	37	21	WNTQ-F	(52)
WXTB-F	Tampa-SP	9.9	12.8	11	42	57	1	72	28	29	WFLZ-F	(39)
WIOT-F	Toledo	8.0	15.8	5	31	68	1	72	28	22	WVKS-F	(38)
KLPX-F	Tucson	7.2	17.5	6	30	67	3	75	25	17	KRQQ-F	(37)
KMOD-F	Tulsa	9.5	13.3	7	12	86	2	71	29	32	KMYZ-F	(37)
WWDG-F	Washington	5.7	22.2	4	40	60	0	71	29	29	WHFS-F	(50)
KICT-F	Wichita	10.0	12.6	8	51	49	0	83	17	39	KRZZ-F	(44)
WEZX-F	Wilkes Barre-Scranton	7.9	16.0	5	26	73	1	63	37	24	WXRZ-F	(56)
WNCD-F	Youngstown	9.0	14.0	9	27	72	1	71	29	21	WHOT-F	(49)

MODERN/NEW AOR

NATIONAL MEAN:		6.2	20.0	5.9	51.7	47.4	0.9	62.7	37.3	34.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
WZRQ-F	Albany-Schen.	5.8	21.8	6	69	30	1	67	33	44	WPYX-F	(48)
KTEG-F	Albuquerque	6.1	20.8	5	56	43	1	50	50	41	KZRR-F	(35)
WNNX-F	Atlanta	8.4	14.9	9	54	46	0	63	37	33	WSTR-F	(40)
KROX-F	Austin	5.1	24.6	2	57	43	0	67	33	40	KLBJ-F	(47)
WAAF-F	Boston	6.2	20.3	6	59	41	0	76	24	35	WBCN-F	(55)
WFX-F	Boston	5.3	24.0	3	30	69	1	64	36	37	WBCN-F	(59)
WEDG-F	Buffalo	7.0	17.9	4	39	58	3	63	37	29	WKSE-F	(47)
WEND-F	Charlotte	5.7	22.2	5	59	41	0	68	32	43	WRFX-F	(55)
WKQX-F	Chicago	5.3	23.8	4	56	43	1	54	46	42	WRCX-F	(36)
WAQZ-F	Cincinnati	5.0	25.0	4	70	30	0	55	45	38	WEBN-F	(60)
WENZ-F	Cleveland	4.8	26.4	2	46	54	0	54	46	29	WMMS-F	(66)
WWCD-F	Columbus, OH	6.1	20.8	6	29	70	1	47	53	31	WLVQ-F	(44)
KDGE-F	Dallas-FW	6.0	20.9	4	53	46	1	55	45	40	KTXQ-F	(46)
KORB-F	Davenport, RI	6.2	20.1	3	53	47	0	56	44	35	WHTS-F	(46)
WXEG-F	Dayton	8.1	15.5	7	53	45	2	69	31	22	WTUE-F	(49)
KBPI-F	Denver	6.0	21.0	9	49	47	4	73	27	32	KRFX-F	(39)
KKDM-F	Des Moines	7.1	17.7	13	69	30	1	50	50	36	KGGO-F	(40)
WDZR-F	Detroit	5.0	25.3	4	49	51	0	81	19	34	WLLZ-F	(59)
KFRR-F	Fresno	6.1	20.5	7	51	49	0	59	41	42	KRZR-F	(49)
WXRA-F	Greensboro-WS	6.7	18.9	5	52	48	0	70	30	35	WEND-F	(40)
WMRQ-F	Hartford	8.2	15.3	8	48	51	1	68	32	30	WHCN-F	(37)
KTBZ-F	Houston	6.5	19.3	5	46	53	1	68	32	35	KRBE-F	(60)
WRZX-F	Indianapolis	6.4	19.6	7	58	41	1	68	32	28	WFBQ-F	(56)
WPLA-F	Jacksonville	9.5	13.2	15	58	42	0	74	26	29	WFYV-F	(52)
KQRC-F	Kansas City	8.2	15.4	9	53	47	0	70	30	28	KCFX-F	(45)
WVIC-F	Lansing	6.7	18.8	7	54	46	0	74	26	31	WWDX-F	(41)
KEDG-F	Las Vegas	8.1	15.6	8	45	49	6	60	40	33	KLUC-F	(32)
WXZZ-F	Lexington	6.7	18.9	4	45	54	1	52	48	27	WKQQ-F	(51)
KROQ-F	Los Angeles	7.1	17.7	5	55	44	1	64	36	42	KLOS-F	(32)
WMAD-F	Madison	5.9	21.5	7	60	40	0	68	32	31	WZEE-F	(40)
WRXQ-F	Memphis	5.5	23.0	3	64	36	0	59	41	38	WEGR-F	(44)
WSHE-F	Miami	5.9	21.4	4	30	70	0	63	27	25	WZTA-F	(59)
WLUM-F	Milwaukee	6.0	21.0	4	45	55	0	56	44	36	WLZR-F	(53)
KEGE-F	Minneapolis	6.7	18.8	5	53	45	2	65	35	29	KQRS-F	(53)
WAXQ-F	New York	7.2	17.6	5	45	53	2	67	33	34	WHTZ-F	(51)
WROX-F	Norfolk	6.3	20.1	5	53	44	3	74	26	36	WKOC-F	(44)
KGDE-F	Omaha	5.9	21.5	4	49	51	0	76	24	32	KQKQ-F	(43)
WDIZ-F	Orlando	5.3	24.0	3	45	54	1	70	30	25	WJRR-F	(67)
WPLY-F	Philadelphia	5.6	22.5	3	50	49	1	52	48	36	WIOQ-F	(38)
KEDJ-FF	Phoenix	5.2	24.4	5	39	59	2	68	32	35	KUPD-F	(41)
WNRQ-F	Pittsburgh	6.5	19.5	5	55	45	0	51	49	36	WDVE-F	(50)
WCYY-F	Portland, ME	7.2	17.4	11	70	30	0	60	40	38	WBLM-F	(49)
KNRK-F	Portland, OR	7.2	17.6	7	50	50	0	71	29	38	KUFO-F	(45)
WBZU-F	Richmond	7.2	17.5	10	48	52	0	68	32	36	WRXL-F	(49)
WNVE-F	Rochester	6.9	18.4	3	52	47	1	77	23	31	WCMF-F	(46)
KWOD-F	Sacramento	7.1	17.8	7	70	29	1	51	49	48	KRXQ-F	(39)
KPNT-F	St. Louis	6.8	18.4	6	51	47	2	62	38	36	KSHE-F	(39)
KXRK-F	Salt Lake	6.4	19.6	6	59	40	1	75	25	28	KUTQ-F	(52)
XTRA-F	San Diego	6.1	20.6	8	50	49	1	74	26	49	XHRM-F	(44)
KITS-F	San Francisco	5.8	21.7	4	30	69	1	66	34	34	KOME-F	(26)
KOME-F	San Jose	5.9	21.3	5	46	53	1	67	33	34	KSJO-F	(41)
KNDD-F	Seattle	6.4	19.7	8	59	40	1	61	39	42	KISW-F	(33)
KMYZ-F	Tulsa	7.9	15.9	12	64	36	0	59	41	46	KHTT-F	(30)
WHFS-F	Washington	5.4	23.2	6	41	59	0	61	39	30	WWDG-F	(53)
WPBZ-F	West Palm	7.0	18.0	5	48	49	3	59	41	33	WKGR-F	(35)

PROGRESSIVE (AAA) AOR

NATIONAL MEAN:		6.8	18.5	5.0	15.7	82.3	2.0	57.0	43.0	28.2	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	AT HOME	CUME	SHARER
KIOT-F	Albuquerque	7.4	17.0	7	10	88	2	66	34	25	KHTZ-F	(29)
KGSR-F	Austin	8.1	15.5	7	11	88	1	44	56	38	KLBJ-F	(28)
WBOS-F	Boston	5.5	23.0	1	10	89	1	37	63	23	WZLX-F	(39)
WXRT-F	Chicago	8.6	14.7	4	13	84	3	67	33	26	WKQX-F	(39)
KBCO-F	Denver	6.8	18.6	4	13	86	1	56	44	30	KXPK-F	(53)
KXPK-F	Denver	6.8	18.5	3	19	78	3	54	46	30	KBCO-F	(53)
KFMG-F	Des Moines	6.9	18.1	8	14	86	0	62	38	29	KGGO-F	(39)
KXPT-F	Las Vegas	7.7	16.3	10	9	83	8	60	40	21	KKLZ-F	(41)
KSCA-F	Los Angeles	5.9	21.2	3	7	90	3	56	44	30	KROQ-F	(39)
KTCZ-F	Minneapolis	6.4	19.8	3	11	89	0	50	50	22	KQRS-F	(54)
WKOC-F	Norfolk	6.9	18.3	3	23	74	3	68	32	21	WROX-F	(49)
KZON-F	Phoenix	8.7	14.5	2	8	91	1	60	40	14	KEDJ-F	(38)
KINK-F	Portland, OR	8.2	15.3	5	4	92	4	53	47	35	KKCW-F	(26)
WVGO-F	Richmond	6.3	19.9	3	26	74	0	60	40	21	WBZU-F	(48)
KCXX-F	Riverside-SB	5.4	23.2	4	51	49	0	47	53	47	KROQ-F	(38)
KQPT-F	Sacramento	7.4	17.0	5	19	81	0	66	34	40	KWOD-F	(42)
WVRV-F	St. Louis	4.7	26.8	4	8	86	6	46	54	21	KPNT-F	(39)
KPIG-F	Salinas-Mont.	10.8	11.7	11	23	74	3	82	18	33	KMBY-F	(18)
KUMT-F	Salt Lake	7.3	17.3	10	11	89	0	61	39	30	KRSP-F	(33)
XHRM-F	San Diego	5.0	25.0	4	33	67	0	49	51	32	XTRA-F	(62)
KFOG-F	San Francisco	6.1	20.7	4	7	91	2	55	45	29	KITS-F	(33)
KMTT-F	Seattle	7.7	16.5	7	11	86	3	55	45	27	KIRO	(33)
WHPT-F	Tampa-St. Pete	7.8	16.2	3	19	78	3	57	43	25	WXTB-F	(32)

CLASSIC ROCK

NATIONAL MEAN:		6.7	18.9	5.8	17.6	80.1	2.3	69.4	30.6	22.9	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME SHARER	
WQBK-F	Albany-Schen.	8.1	15.5	9	48	50	2	67	33	21	WPYX-F	(35)
KLSK-F	Albuquerque	6.1	20.8	6	21	78	1	73	27	20	KTEG-F	(36)
KBFX-F	Anchorage	7.2	17.6	5	15	84	1	67	33	16	KKRO-F	(47)
WOZZ-F	Appleton	5.6	22.5	9	9	91	0	79	21	18	WAPL-F	(55)
WZGC-F	Atlanta	5.2	24.2	4	18	80	2	76	24	25	WKLS-F	(47)
KPEZ-F	Austin	5.3	23.7	5	9	91	0	72	28	15	KLBJ-F	(43)
WZLX-F	Boston	6.8	18.5	4	25	74	1	67	33	22	WBCN-F	(45)
WYBB-F	Charleston, SC	7.5	16.8	4	22	77	1	81	19	20	WAVF-F	(48)
WSKZ-F	Chattanooga	8.5	14.7	6	15	85	0	58	42	22	WUSY-F	(40)
WCKG-F	Chicago	4.9	25.9	2	24	73	3	74	26	31	WRCX-F	(34)
WOFX-F	Cincinnati	5.5	22.8	5	23	74	3	56	44	18	WEBN-F	(48)
WNCX-F	Cleveland	7.4	17.0	3	19	76	5	69	31	26	WMMS-F	(44)
KKFM-F	Colorado Spgs	9.4	13.4	8	20	77	3	82	18	20	KILO-F	(35)
WMFX-F	Columbia, SC	6.3	20.0	6	19	81	0	69	31	24	WARQ-F	(33)
KZPS-F	Dallas-FW	6.1	20.6	4	13	87	0	75	25	18	KRRW-F	(39)
KRFX-F	Denver	7.0	18.1	4	16	83	1	74	26	18	KBPI-F	(28)
WCSX-F	Detroit	6.5	19.4	4	13	87	0	73	27	16	WRIF-F	(37)
WLAV-F	Grand Rapids	9.4	13.4	9	16	81	3	68	32	26	WGRD-F	(37)
WKRR-F	Greensboro-WS	8.3	15.2	3	20	77	3	65	35	29	WXRA-F	(41)
KCFX-F	Kansas City	6.2	20.5	5	12	83	5	64	36	26	KYYS-F	(31)
WIMZ-F	Knoxville	9.7	13.0	13	26	72	2	66	34	16	WIVK-F	(41)
KFBI-F	Las Vegas	7.6	16.6	5	17	81	2	75	25	25	KKLZ-F	(35)
KKLZ-F	Las Vegas	5.9	21.2	7	10	88	2	76	24	23	KOMP-F	(45)
KTGL-F	Lincoln	8.5	14.9	10	22	78	0	76	24	14	KFRX-F	(27)
WQMF-F	Louisville	6.0	21.0	3	22	78	0	62	38	16	WTFX-F	(48)
WKLH-F	Milwaukee	8.7	14.4	8	10	86	4	64	36	16	WKTI-F	(34)
WXRK-F	New York	7.5	16.8	4	15	81	4	71	29	34	WHTZ-F	(30)
WAFX-F	Norfolk	7.7	16.5	7	11	89	0	73	27	20	WNOR-F	(44)
KRXO-F	Oklahoma City	7.0	17.9	7	17	79	4	71	29	23	KATT-F	(55)
WHTQ-F	Orlando	7.7	16.4	5	14	86	0	76	24	11	WDIZ-F	(42)
WYSP-F	Philadelphia	6.5	19.3	2	17	78	5	73	27	32	WMMR-F	(44)
KSLX-F	Phoenix	6.4	19.6	6	16	84	0	65	35	22	KDKB-F	(37)
WRRK-F	Pittsburgh	6.4	19.8	4	18	75	7	67	33	29	WDVE-F	(58)
WMGX-F	Portland, ME	7.5	16.9	8	16	84	0	46	54	13	WBLM-F	(37)
KGON-F	Portland, OR	5.2	24.4	4	14	84	2	70	30	31	KUFO-F	(35)
WWRX-F	Providence	4.8	26.2	4	10	84	6	63	37	29	WHJY-F	(39)
WZZU-F	Raliegh	6.4	19.8	4	16	84	0	61	39	17	WRDU-F	(46)
KSEG-F	Sacramento	7.6	16.7	7	17	82	1	57	43	26	KXOA-F	(41)
KSD -F	St. Louis	5.0	25.1	2	16	82	2	69	31	19	KSHE-F	(51)
KZEP-F	San Antonio	7.4	17.1	6	14	86	0	69	31	30	KISS-F	(45)
KGB -F	San Diego	7.6	16.6	7	25	75	0	76	24	33	KMKX-F	(27)
KRQR-F	San Francisco	4.4	28.8	3	16	84	0	77	23	29	KFOG-F	(29)
KUFX-F	San Jose	3.9	32.6	1	9	86	5	61	39	27	KSJO-F	(34)
WYNF-F	Sarasota	10.7	11.8	11	28	67	5	72	28	14	WHPT-F	(41)
KZOK-F	Seattle	7.5	16.8	8	19	79	2	64	36	31	KJR -F	(32)
KKZX-F	Spokane	7.9	16.0	10	19	80	1	70	30	23	KEYF-F	(25)
WAQY-F	Springfield, MA	7.5	16.8	7	24	75	1	69	31	28	WHYN-F	(27)
WTBT-F	Tampa-St. Pete	8.9	14.2	7	12	85	3	77	23	32	WXTB-F	(40)
WKGR-F	West Palm	8.0	15.8	8	16	81	3	70	30	19	WRMF-F	(35)
KRZZ-F	Wichita	8.0	15.7	8	16	61	23	73	27	31	KICT-F	(40)

FULL SERVICE/TALK

NATIONAL MEAN:		8.4	15.1	11.1	1.9	41.7	56.4	50.4	49.6	61.1	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
WAKR	Akron	7.9	16.0	14	0	29	71	45	55	73	WRMR-F	(18)
WGY	Albany-Schen.	9.0	14.0	10	2	45	53	48	52	66	WYJB-F	(21)
KKOB	Albuquerque	8.5	14.8	11	1	46	53	61	39	52	KRST-F	(19)
WHBY	Appleton	10.9	11.6	10	0	40	60	47	53	65	WIXX-F	(29)
WSB	Atlanta	7.6	16.6	8	3	54	43	52	48	46	WGST-F	(22)
KBOI	Boise	7.3	17.2	11	0	58	42	58	42	54	KIDO	(29)
WICC	Bridgeport	11.1	11.3	14	2	31	67	40	60	76	WEZN-F	(32)
WBEN	Buffalo	7.5	16.7	8	2	35	63	51	49	74	WGR	(32)
WHBC	Canton	10.4	12.1	16	0	20	80	38	62	85	WZKL-F	(18)
WBT	Charlotte	8.2	15.4	9	1	46	53	59	41	54	WLYT-F	(20)
WGN	Chicago	8.4	15.1	7	2	36	62	46	54	69	WBBM	(32)
WLW	Cincinnati	8.2	15.3	7	5	54	41	66	34	51	WCKY	(28)
WTVN	Columbus, OH	8.0	15.7	9	4	36	60	57	43	58	WBNS-F	(24)
WHO	Des Moines	8.2	15.3	14	5	52	43	61	39	51	KRNT	(21)
WJR	Detroit	9.4	13.4	9	0	32	68	47	53	63	WWJ	(40)
KRNW	Eugene	8.9	14.1	11	0	48	52	57	43	63	KUGN	(35)
WIKY-F	Evansville	12.3	10.3	16	8	56	36	37	63	36	WKDQ-F	(25)
WOWO	Fort Wayne	8.0	15.8	13	7	45	48	57	43	60	WGL	(24)
WSJS	Greensboro-WS	7.8	16.2	15	0	42	58	57	43	60	WTQR-F	(19)
WHP	Harrisburg	10.4	12.1	7	1	49	50	55	45	55	WRVV-F	(18)
WTIC	Hartford	10.2	12.4	17	2	33	65	43	57	73	WDRC	(19)
KSSK	Honolulu	9.9	12.7	16	5	61	34	40	60	39	KSSK-F	(27)
WIBC	Indianapolis	7.7	16.4	13	2	38	60	52	48	61	WFBQ-F	(31)
WDAF	Kansas City	12.2	10.3	22	2	30	68	49	51	63	KFKF-F	(21)
WVLC	Lexington	6.8	18.5	12	0	35	65	52	48	65	WVLC-F	(24)
KFOR	Lincoln	8.9	14.2	10	0	44	56	45	55	60	KLIN	(35)
WHAS	Louisville	9.0	14.1	15	3	47	50	48	52	57	WAMZ-F	(21)
WIBA	Madison	6.3	19.9	8	0	43	57	53	47	71	WTSO	(34)
WTMJ	Milwaukee	7.9	16.0	8	2	33	65	51	49	63	WISN	(24)
WCCO	Minneapolis	9.6	13.1	9	1	36	63	44	56	68	WLTE-F	(21)
WELI	New Haven	6.8	18.5	13	0	24	76	42	58	76	WCBS	(24)
WDBO	Orlando	9.2	13.8	12	3	56	41	56	44	51	WWNZ	(21)
WCOA	Pensacola	11.8	10.7	15	2	34	64	64	36	55	WMEZ-F	(23)
WGAN	Portland, ME	9.3	13.5	12	0	56	44	67	33	42	WZAN	(23)
KEX	Portland, OR	7.6	16.5	8	5	47	48	48	52	56	KXL	(30)
WPTE	Raleigh	10.5	12.0	13	1	48	51	54	46	53	WTRG-F	(23)
WRVA	Richmond	9.3	13.5	14	1	37	62	49	51	64	WKHK-F	(24)
WHAM	Rochester	8.4	14.9	12	2	45	53	46	54	63	WRMM-F	(22)
WROK	Rockford	8.0	15.8	7	0	43	57	38	62	75	WGN	(23)
WSGW	Saginaw	10.5	12.0	10	0	27	73	44	56	66	WSAM	(23)
KSL	Salt Lake	6.2	20.4	7	7	52	41	50	50	54	KSFI-F	(29)
KFMB	San Diego	7.1	17.6	6	1	49	50	50	50	54	XTRA	(24)
KNBR	San Francisco (FS/SPORTS)	7.2	17.6	6	7	58	35	70	30	44	KGO	(40)
KOMO	Seattle	4.6	27.4	5	1	46	53	42	58	60	KIRO	(53)
WHYN	Springfield, MA	7.8	16.1	5	0	44	56	48	52	64	WNNZ	(29)
WSYR	Syracuse	9.0	14.0	12	2	36	62	49	51	67	WHEN	(23)
WSPD	Toledo	7.4	17.0	12	6	34	60	59	41	70	WJR	(27)
KRMG	Tulsa	7.6	16.7	13	2	44	54	43	57	63	KVOO	(20)
WMAL	Washington	8.7	14.5	8	1	44	55	53	47	59	WTOP	(24)
KFDI	Wichita	12.3	10.2	24	0	21	79	51	49	50	KFDI-F	(28)
WARM	WB/Scranton	8.8	14.3	12	2	28	70	39	61	79	WILK	(25)
WDEL	Wilmington, DE	5.9	21.4	9	0	38	62	48	52	75	WILM	(27)
WTAG	Worcester	8.5	14.8	9	0	42	58	42	58	68	WSRS-F	(28)
WSBA	York	8.7	14.5	8	0	47	53	56	44	61	WARM-F	(26)

BLACK/URBAN

NATIONAL MEAN:			10.0	12.6	13.6	37.3	54.7	8.0	44.4	55.6	51.9	LEADING CUME SHARER	
			TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME		
WVEE-F	Atlanta	(92%)	10.5	12.0	7	39	59	2	45	55	47	WALR-F	(45)
WALR-F	Atlanta	(B/AC) (92%)	8.5	14.7	9	14	82	4	42	58	45	WVEE-F	(68)
WHTA-F	Atlanta	(82%)	8.3	15.2	4	68	32	0	68	32	55	WVEE-F	(80)
WTHH-F	Atlantic City	(82%)	11.8	10.7	31	29	51	20	38	62	48	WFPG-F	(20)
WFXA-F	Augusta, GA	(88%)	9.5	13.3	15	35	55	10	50	50	53	WAEJ-F	(37)
WXYV-F	Baltimore	(90%)	8.6	14.7	5	39	58	3	43	57	48	WFRQ-F	(62)
WWIN-F	Baltimore	(B/AC) (97%)	10.1	12.4	9	6	83	11	47	53	58	WXYV-F	(45)
KQXL-F	Baton Rouge	(97%)	10.0	12.6	10	32	59	9	39	61	47	WXOK	(46)
WXOK	Baton Rouge	(100%)	10.4	12.1	8	24	50	26	31	69	75	KQXL-F	(66)
WENN-F	Birmingham	(92%)	11.0	11.5	17	35	54	11	38	62	51	WTUG-F	(36)
WILD	Boston	(78%)	15.8	8.0	6	18	70	12	43	57	50	WJMN-F	(66)
WBLK-F	Buffalo	(88%)	12.7	9.9	24	28	56	16	40	60	65	WKSE-F	(28)
WWVZ-F	Charleston, SC	(88%)	12.1	10.4	21	52	47	1	39	61	63	WMGL-F	(31)
WPEG-F	Charlotte	(84%)	10.5	12.0	20	54	43	3	44	56	50	WBAV-F	(42)
WBAV-F	Charlotte	(B/AC) (93%)	8.4	15.0	7	15	80	5	48	52	40	WPEG-F	(70)
WJTT-F	Chattanooga	(81%)	12.8	9.8	28	33	59	8	46	54	52	WNOO	(26)
WGC1-F	Chicago	(94%)	10.9	11.5	10	41	53	6	39	61	55	WVAZ-F	(44)
WVAZ-F	Chicago	(B/AC) (94%)	10.3	12.3	7	17	72	11	37	63	49	WGC1-F	(65)
WEJM-F	Chicago	(82%)	7.8	16.1	6	67	31	2	50	50	65	WGC1-F	(72)
WIZF-F	Cincinnati	(81%)	12.1	10.4	23	41	54	5	50	50	49	WVAE-F	(26)
WZAK-F	Cleveland	(87%)	12.3	10.3	20	40	50	10	37	63	54	WZJM-F	(31)
WDM-F	Columbia, SC	(85%)	14.6	8.6	31	41	55	4	41	59	43	WFMV-F	(28)
WCKX-F	Columbus, OH	(77%)	8.6	14.6	16	46	48	6	52	48	45	WVKO	(42)
KKDA-F	Dallas-FW	(86%)	9.7	13.0	10	49	46	5	50	50	54	KRBV-F	(61)
KRBV-F	Dallas-FW	(B/AC) (82%)	10.4	12.1	6	20	77	3	46	54	46	KKDA-F	(60)
WROU-F	Dayton	(87%)	12.3	10.3	22	40	55	5	38	62	55	WGTZ-F	(33)
WJLB-F	Detroit	(83%)	13.1	9.6	20	52	44	4	47	53	49	WMXD-F	(41)
WMXD-F	Detroit	(B/AC) (92%)	10.8	11.7	9	13	73	14	37	63	38	WJLB-F	(62)
WZFX-F	Fayetteville, NC	(80%)	12.0	10.5	15	33	57	10	51	49	45	WLRD-F	(45)
WDZZ-F	Flint	(86%)	10.8	11.7	23	41	48	11	31	69	64	WQWE-F	(32)
WJMH-F	Greensboro-WS	(70%)	7.9	15.9	5	55	40	5	44	56	44	WQMG-F	(56)
WQMG-F	Greensboro-WS	(92%)	7.4	16.9	8	32	62	6	44	56	38	WJMH-F	(67)
WIKS-F	Greenville, NC	(81%)	14.7	8.6	31	46	48	6	57	43	48	WFXX-F	(16)
WJMZ-F	Green-Spart	(86%)	12.8	9.8	34	31	58	11	45	55	55	WPEG-F	(16)
KBXX-F	Houston	(71%)	9.2	13.7	8	65	32	3	50	50	57	KMJQ-F	(46)
KMJQ-F	Houston	(B/AC) (91%)	10.1	12.5	3	24	73	3	46	54	42	KBXX-F	(59)
WTLC-F	Indianapolis	(83%)	8.5	14.8	11	34	54	12	44	56	48	WHHH-F	(55)
WJMI-F	Jackson, MS	(91%)	11.7	10.8	17	53	41	6	56	44	56	WKXI-F	(47)
WJBT-F	Jacksonville	(85%)	8.5	14.7	13	63	36	1	47	53	56	WSOL-F	(59)
WSOL-F	Jacksonville	(B/AC) (87%)	10.6	11.9	11	25	64	11	49	51	49	WJBT-F	(51)
KPRS-F	Kansas City	(86%)	11.7	10.7	24	31	61	8	51	49	45	KCIY-F	(29)
KIPR-F	Little Rock	(83%)	11.3	11.1	22	55	42	3	46	54	52	KYFX-F	(35)
KKBT-F	Los Angeles	(68%)	9.1	13.9	10	49	50	1	45	55	51	KPWR-F	(58)
KACE-F	Los Angeles	(B/AC) (70%)	8.1	15.6	3	6	82	12	47	53	39	KKBT-F	(42)
WGZB-F	Louisville	(74%)	9.6	13.1	19	37	56	7	52	48	46	WDJX-F	(31)
WIBB-F	Macon	(90%)	12.0	10.5	17	44	50	6	44	56	43	WPGA-F	(36)
WHRK-F	Memphis	(94%)	10.7	11.8	11	47	49	4	40	60	57	KJMS-F	(62)
WDIA	Memphis	(100%)	8.7	14.5	10	7	64	29	40	60	63	WHRK-F	(51)
KJMS-F	Memphis	(96%)	6.5	19.3	3	48	48	4	45	55	57	WHRK-F	(82)
WEDR-F	Miami	(85%)	10.5	12.0	12	36	57	7	45	55	56	WHQT-F	(57)
WHQT-F	Miami	(82%)	9.9	12.7	9	24	70	6	42	58	46	WEDR-F	(62)
WKKV-F	Milwaukee	(77%)	11.6	10.9	21	62	38	0	34	66	63	WMCS	(24)
WBLX-F	Mobile	(89%)	13.2	9.6	11	41	52	7	41	95	60	WYOK-F	(45)
WZHT-F	Montgomery	(93%)	12.8	9.8	19	43	51	6	50	50	57	WMCZ-F	(50)
WQK-F	Nashville	(74%)	11.9	10.6	15	52	45	3	44	56	52	WJCE-F	(41)
WQUE-F	New Orleans	(84%)	11.8	10.7	17	59	39	2	49	51	59	WYLD-F	(50)
WYLD-F	New Orleans	(B/AC) (92%)	8.4	15.0	6	25	67	8	36	64	47	WQUE-F	(68)
WBLS-F	New York	(82%)	7.6	16.5	4	22	66	12	43	57	57	WRKS-F	(62)
WRKS-F	New York	(B/AC) (77%)	8.9	14.1	7	21	71	8	42	58	52	WBLS-F	(43)
WOWI-F	Norfolk	(84%)	10.8	11.7	19	58	40	2	40	60	54	WMYK-F	(30)
KVSP	Oklahoma City	(86%)	12.2	10.4	21	54	43	3	44	56	48	KJYO-F	(45)

BLACK/URBAN
(Continued)

NATIONAL MEAN:			10.0	12.6	13.6	37.3	54.7	8.0	44.4	55.6	51.9	LEADING	
			TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME	SHARER
WJHM-F	Orlando	(58%)	8.8	14.3	16	58	31	11	48	52	55	WXXL-F	(39)
WUSL-F	Philadelphia	(77%)	10.6	11.9	14	57	39	4	43	57	59	WDAS-F	(42)
WDAS-F	Philadelphia	(B/AC) (98%)	12.2	10.3	7	12	77	11	39	61	46	WJSL-F	(56)
WAMO-F	Pittsburgh	(69%)	11.3	11.2	23	42	51	7	44	56	55	WBZZ-F	(38)
WQOK-F	Raleigh	(93%)	9.6	13.2	10	46	49	5	51	49	44	WFXC-F	(40)
WFXC-FF	Raleigh	(B/AC) (94%)	10.1	12.5	7	12	83	5	48	52	35	WQOK-F	(64)
WCDX-F	Richmond	(94%)	11.2	11.2	20	39	58	3	54	46	51	WPLZ-F	(53)
WPLZ-F	Richmond	(B/AC) (96%)	7.6	16.5	5	36	61	13	50	50	57	WCDX-F	(68)
WJJS-FF	Roanoke	(54%)	10.3	12.2	17	48	44	8	29	71	46	WXLK-F	(38)
WDKX-F	Rochester	(NA)	12.1	10.4	36	27	56	17	51	49	60	WPXY-F	(35)
KMJM-F	St. Louis	(90%)	12.2	10.3	24	50	47	3	45	55	52	KXOK-F	(44)
KYLD-FF	San Fran	(U/CHR) (16%)	6.5	19.4	5	68	32	0	52	48	54	KMEL-F	(62)
KSOL-F	San Fran	(B/AC) (60%)	5.2	24.2	3	20	65	15	56	44	46	KMEL-F	(46)
WEAS-F	Savannah	(96%)	11.8	10.7	7	44	42	14	36	64	63	WLVH-F	(68)
WSOK	Savannah	(100%)	16.8	7.5	18	11	35	54	18	82	79	WEAS-F	(57)
WLVH-F	Savannah	(B/AC) (92%)	10.6	11.9	8	21	66	13	44	56	50	WEAS-F	(72)
KMJJ-F	Shreveport	(88%)	13.7	9.2	17	44	50	6	41	59	56	KDKS-F	(56)
WPGC-F	Washington	(U/CHR) (79%)	8.7	14.4	7	51	45	4	51	49	47	WKYS-F	(53)
WHUR-F	Washington	(89%)	8.3	15.1	3	13	79	8	39	61	45	WPGC-F	(55)
WMMJ-F	Washington	(B/AC) (95%)	9.4	13.4	8	9	76	15	42	58	48	WHUR-F	(57)
WKYS-F	Washington	(81%)	6.3	20.1	2	48	48	4	54	46	51	WPGC-F	(76)

NEWS AND NEWS/TALK

NATIONAL MEAN:		6.6	19.1	8.1	2.3	45.4	52.3	52.9	47.1	55.5	LEADING CUME SHARER	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME		
KLBJ	Austin	8.8	14.3	7	2	61	37	62	38	34	KVET	(28)
WBAL	Baltimore	9.0	14.0	9	4	27	69	51	49	64	WCBM	(20)
WBZ	Boston	7.8	16.1	7	2	37	61	45	55	68	WRKO	(29)
WBBM	Chicago	6.2	20.5	6	1	41	58	48	52	65	WGN	(35)
WMAQ	Chicago	5.1	24.8	4	4	52	46	56	44	52	WGN	(36)
KRLD	Dallas-FW	6.8	18.5	6	4	49	47	54	46	47	WBAP	(27)
WWJ	Detroit	6.8	18.5	9	2	39	59	55	45	59	WJR	(34)
KMJ	Fresno	10.9	11.5	19	2	47	51	63	37	49	KJWL-F	(14)
KTRH	Houston	6.0	20.8	8	2	54	44	61	39	46	KPRC	(25)
KFWB	Los Angeles	4.9	25.8	8	3	48	49	55	45	46	KNX	(32)
KNX	Los Angeles	5.1	24.8	7	0	53	47	60	40	45	KFWB	(30)
WWL	New Orleans	8.1	15.6	12	2	55	43	63	37	46	WNOE-F	(21)
WCBS	New York	6.2	20.4	8	2	40	58	51	49	66	WABC	(23)
WINS	New York	5.3	23.9	9	4	38	58	46	54	74	WCBS	(18)
KYW	Philadelphia	6.0	20.8	6	2	36	62	48	52	71	WPEN	(17)
KTAR	Phoenix	7.7	19.3	7	2	47	51	51	49	60	KFYI	(26)
KDKA	Pittsburgh	10.7	11.7	13	0	27	73	40	60	72	WTAE	(27)
WHJJ	Providence	10.4	12.2	6	0	24	76	39	61	73	WPRO	(54)
KFBK	Sacramento	9.1	13.8	13	1	48	51	55	45	54	KSTE	(20)
KCBS	San Francisco	6.2	20.3	10	1	43	56	56	44	55	KGO	(35)
KPIX-F	San Francisco	5.8	21.8	3	5	69	26	44	56	32	KGO	(32)
KIRO	Seattle	6.3	20.1	5	6	53	41	58	42	55	KOMO	(30)
WTOP	Washington	4.3	29.4	4	3	57	40	56	44	44	WMAL	(22)

TALK AND TALK/NEWS

NATIONAL MEAN:		8.0	15.7	7.0	3.1	48.0	48.9	57.0	43.0	53.4	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	LEADING CUME SHARER
WNIR-F	Akron	11.1	11.3	10	4	48	48	58	42	58	WDOK-F (24)
WROW	Albany-Schen.	5.1	24.5	3	0	40	60	55	45	64	WGY (54)
WAEB	Allen-Beth	7.9	16.0	7	2	47	51	65	35	51	WODE-F (27)
KENI	Anchorage	9.3	13.5	4	0	64	36	68	32	31	KBYR (24)
WGST	Atlanta	6.2	20.2	4	2	55	43	59	41	42	WSB (61)
WOND	Atlantic City	9.9	12.8	9	0	25	75	43	57	79	WFPG (32)
WGAC	Augusta, GA	9.6	13.2	8	3	40	57	49	51	60	WKXC-F (28)
KERN	Bakersfield	11.0	11.4	6	2	58	40	63	37	41	KNZR (24)
WCBM	Baltimore	10.1	12.5	6	4	45	51	50	50	67	WBAL (59)
WJBO	Baton Rouge	7.1	17.7	12	6	57	37	67	33	38	WGGZ-F (19)
WNBF	Binghamton	8.6	14.7	8	0	28	72	35	65	78	WINR (28)
WERC	Birmingham	10.7	11.8	10	3	43	54	60	40	53	WJOX (31)
KIDO	Boise	10.7	11.7	9	3	49	48	69	31	61	KBOI (31)
WRKO	Boston	10.4	12.1	7	2	30	68	45	55	67	WBZ (50)
WGR	Buffalo	5.7	22.1	3	3	55	42	61	39	57	WBEN (51)
WTMA	Charleston, SC	12.4	10.1	13	0	53	47	63	37	49	WXLY-F (18)
WLS	Chicago	8.7	14.5	4	3	39	58	49	51	66	WGN (41)
WLUP-F	Chicago	8.6	14.7	3	9	86	5	70	30	22	WCKG-F (27)
WJJD	Chicago	8.6	14.7	3	5	49	46	58	42	54	WGN (37)
WCKY	Cincinnati	8.0	15.8	5	1	42	57	50	50	24	WLW (60)
WWWE	Cleveland	6.5	19.3	5	2	48	50	59	41	49	WKNR (41)
KVOR	Colo. Spgs	7.9	16.0	7	0	50	50	54	46	53	KOA (38)
WVOC	Columbia, SC	7.4	16.9	4	8	62	30	67	33	39	WSCQ-F (24)
WBAP	Dallas-FW	8.7	14.5	10	1	53	46	65	35	47	KRLD (28)
KLIF	Dallas-FW	6.7	18.7	1	2	69	29	80	20	35	WBAP (36)
WOC	Davenport-RI	10.0	12.6	11	0	33	67	51	49	66	WLLR-F (21)
WHIO	Dayton	7.7	16.4	7	0	26	74	48	52	69	WLW (30)
KOA	Denver	7.4	17.1	5	2	54	46	63	37	49	KTLK (22)
KTLK	Denver	7.5	16.8	2	1	51	48	46	54	52	KOA (71)
KHOW	Denver	6.9	18.2	6	2	47	51	35	65	57	KOA (59)
WXYT	Detroit	9.9	12.7	8	1	40	59	53	47	60	WWJ (41)
WLKK	Erie	7.3	17.3	9	0	47	53	67	33	50	WFLP (31)
WOOD	Grand Rapids	8.3	15.1	11	4	49	47	54	46	57	WLAV-F (17)
KHVH	Honolulu	9.4	13.5	11	0	53	47	59	41	56	KGU (41)
KPRC	Houston	8.4	15.1	6	2	49	49	69	31	45	KTRH (50)
WOKV	Jacksonville	8.3	15.1	5	4	59	37	66	34	40	WEJZ-F (20)
WKZO	Kalamazoo	5.6	22.4	12	0	21	79	50	50	65	WKMI (24)
KMBZ	Kansas City	8.2	15.4	8	4	54	42	64	36	48	KCMO (33)
KCMO	Kansas City	6.4	19.7	4	1	54	45	45	55	49	KMBZ (43)
WIVK	Knoxville	8.4	15.1	11	2	58	40	70	30	46	WIVK-F (33)
WJIM	Lansing	6.7	18.8	6	0	59	41	59	41	51	WJR (25)
KARN-AF	Little Rock	8.3	15.2	10	2	48	50	61	39	55	KSYG-F (23)
KABC	Los Angeles	8.3	15.2	3	0	36	64	46	54	67	KFI (46)
KFI	Los Angeles	9.1	13.8	8	2	58	40	52	48	43	KABC (31)
KLSX-F	Los Angeles	6.6	19.1	4	18	82	0	72	28	35	KLOS-F (32)
KMPC	Los Angeles	4.2	30.0	2	1	71	28	45	55	36	KABC (43)
WMC	Memphis	9.6	13.2	9	3	49	48	60	40	52	WREC (26)
WIOD	Miami	8.7	14.4	5	9	61	30	74	26	34	WQAM (26)
WINZ	Miami	6.1	20.6	7	3	38	59	49	51	51	WIOD (25)
WISN	Milwaukee	8.8	14.4	5	2	48	50	66	34	46	WTMJ (55)
KSTP	Minneapolis	9.2	13.6	4	4	58	38	64	36	50	WCCO (49)
WLAC	Nashville	6.6	19.1	4	2	64	34	72	28	35	WNTN-F (39)
WEZB-F	New Orleans	5.8	21.8	4	29	65	6	63	37	35	WRNO-F (29)
WABC	New York	10.9	11.6	5	1	34	65	55	45	70	WOR (37)
WOR	New York	8.0	15.7	4	2	25	73	30	70	76	WABC (43)
WNIS	Norfolk	7.3	17.3	10	5	53	42	57	43	46	WTAR (31)
KTOK	Oklahoma City	8.0	15.7	7	2	35	63	54	46	51	WKY (31)
KKAR	Omaha	7.8	16.1	0	3	57	40	71	29	41	KFAB (62)
WTKS-F	Orlando	8.0	15.7	6	15	77	8	69	31	31	WJRR-F (34)
WWDB-F	Philadelphia	9.3	13.6	6	2	30	68	44	56	70	KYW (46)
KFYI	Phoenix	11.3	11.1	12	1	48	51	60	40	56	KTAR (50)

TALK AND TALK/NEWS

(Continued)

NATIONAL MEAN:

		8.0	15.7	7.0	3.1	48.0	48.9	57.0	43.0	53.4		
		TSL	I/O RATIO	EXCL	12-24	25-54	55+	%M	%F	AT HOME	LEADING	CUME SHARER
WTAE	Pittsburgh	6.1	20.8	4	3	39	58	51	49	58	KDKA	(61)
KXL	Portland, OR	8.4	15.0	11	2	41	57	54	46	56	KEX	(29)
WPRO	Providence	8.3	15.2	5	0	36	64	52	48	66	WHJJ	(39)
KKOH	Reno	9.6	13.1	13	0	41	59	54	46	64	KCBN	(18)
KSTE	Sacramento	8.2	15.4	10	0	68	32	49	51	40	KFBK	(47)
KMOX	St. Louis	9.6	13.2	11	4	38	58	49	51	63	KEZK-F	(20)
KALL	Salt Lake	8.4	15.0	6	3	61	36	63	37	51	KSL	(45)
WOAI	San Antonio	6.5	19.3	9	2	49	49	61	39	50	KTSA	(32)
KTSA	San Antonio	10.6	11.9	12	8	40	52	55	45	61	WOAI	(45)
KSDO	San Diego	8.7	14.6	7	0	41	59	54	46	54	KFMB	(25)
KOGO	San Diego	8.0	15.8	2	11	44	45	65	35	52	KSDO	(34)
KGO	San Francisco	8.4	15.0	11	1	47	52	49	51	53	KCBS	(31)
KSFO	San Francisco	7.8	16.2	0	1	48	51	56	44	59	KGO	(55)
KVI	Seattle	11.0	11.4	12	1	52	47	60	40	60	KIRO	(41)
KXLY	Spokane	6.9	18.2	12	0	39	61	54	46	57	KKZX-F	(25)
WFLA	Tampa-St. Pete	9.0	14.0	12	3	42	55	61	39	57	WUV-F	(17)
KNST	Tucson	8.0	15.8	6	4	36	60	61	39	52	KTUC	(28)
WJFK-F	Washington	7.2	17.5	3	13	79	8	73	27	30	WWDC-F	(30)
WWRC	Washington	7.3	17.3	2	1	51	48	49	51	50	WMAL	(42)
WJNO	West Palm	9.1	13.9	9	3	29	68	45	55	59	WBZT	(22)
WILK-AA	WB/Scranton	9.2	13.6	10	8	34	58	58	42	63	WARM-F	(33)
WILM	Wilmington, DE	8.0	15.7	10	0	27	73	48	52	70	WDEL	(33)
WKBN	Youngstown	12.1	10.4	9	0	22	78	44	56	78	WSOM	(27)

STANDARDS/NOSTALGIA/TRADITIONAL MOR

NATIONAL MEAN:		10.9	11.6	15.6	0.5	15.0	84.5	40.9	59.1	66.8	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME SHARER	
WABY	Albany	11.4	11.1	4	0	17	83	39	61	65	WEMX-F	(56)
KIVA	Albuquerque	13.6	9.2	21	0	19	81	48	52	65	KKOB	(46)
WKAP	Allen-Beth	7.9	16.0	7	2	47	51	65	35	51	WAEB	(34)
WNAM	Appleton	12.2	10.3	19	0	12	88	38	62	68	WHBY	(30)
WRDR-F	Atlantic City	13.6	9.3	23	0	13	87	65	35	70	WKOE-F	(20)
WAPI	Birmingham	8.2	15.3	13	0	22	78	45	55	61	WERC	(42)
KGEM	Boise	10.7	11.8	19	0	24	76	44	56	49	KBOI-F	(29)
WXKS	Boston	11.5	10.9	12	1	12	87	40	60	59	WBZ	(48)
WECK	Buffalo	12.2	10.3	13	0	11	89	48	52	70	WBEN	(50)
WIST-F	Charlotte	10.5	12.0	24	0	0	100	36	64	68	WBT	(35)
WAIT	Chicago	21.3	5.9	9	1	11	88	38	62	72	WGN	(45)
WSAI	Cincinnati	10.2	12.3	19	0	12	88	36	64	69	WLW	(50)
WRMR	Cleveland	13.1	9.6	20	1	3	96	36	64	74	WWWE	(26)
WONE	Dayton	9.2	13.8	15	0	16	84	38	62	71	WHOI	(24)
KEZW	Denver	10.2	12.4	13	3	21	76	42	58	63	KOA	(44)
KRNT	Des Moines	7.7	16.3	8	0	26	74	48	52	50	WHO	(61)
CKWW	Detroit	9.0	14.0	13	1	7	92	35	65	62	WJR	(45)
WRIE	Erie	10.2	12.4	16	0	5	95	35	65	79	WFLP	(26)
WFDF	Flint	11.0	11.4	22	0	6	94	44	56	65	WJR	(36)
KJWL-F	Fresno	12.5	10.1	17	2	32	64	37	63	44	KMJ	(32)
WHYL	Harrisburg	9.8	12.9	18	0	19	81	39	61	66	WHP	(39)
WDRC	Hartford	10.7	11.8	12	0	14	86	46	54	77	WTIC	(55)
KQUE-F	Houston	13.8	9.1	24	1	23	76	41	59	56	KRTH	(26)
WMYS	Indianapolis	14.1	8.9	23	0	10	90	35	65	73	WIBC	(46)
WQBB-AF	Knoxville	11.6	10.8	16	0	23	77	36	64	67	WIVK-F	(34)
KJUL-F	Las Vegas	13.1	9.6	29	0	30	70	49	51	59	KQOL-F	(18)
KLAC	Los Angeles	7.9	16.0	12	1	23	76	27	73	63	KNX	(26)
WAVG	Louisville	8.4	15.0	14	0	16	84	50	50	54	WHAS	(59)
WFEA	Manchester	14.4	8.8	19	0	12	88	44	56	78	WGIR	(23)
WMMB	Melbourne, FL	15.3	8.2	29	2	7	91	42	58	71	WMEL	(16)
WOKY	Milwaukee	11.7	10.8	12	0	13	87	42	58	68	WTMJ	(49)
KLBB	Minneapolis	8.9	14.2	10	0	14	86	39	61	74	WCCO	(63)
WBYU	New Orleans	11.2	11.3	17	0	17	83	43	57	63	WWL	(53)
WQEW	New York	11.3	11.1	7	0	12	88	47	53	73	WCBJ	(30)
KOIL	Omaha	11.3	11.2	12	0	30	70	37	63	69	KFAB	(54)
WPEN	Philadelphia	13.0	9.7	9	1	10	89	35	65	75	KYW	(53)
KOY	Phoenix	12.1	10.4	25	0	18	82	43	57	70	KTAR	(36)
WJAS	Pittsburgh	11.2	11.2	13	1	7	92	40	60	75	KDKA	(54)
KKSN	Portland, OR	10.0	12.6	18	0	21	79	47	53	68	KXL	(33)
WLKW	Providence	10.7	11.7	10	0	16	84	40	60	59	WPRO	(35)
WBBF	Rochester	10.6	11.9	14	0	8	92	26	74	69	WHAM	(44)
KCTC	Sacramento	11.4	11.1	16	0	9	91	41	59	72	KFBK	(47)
WRTH	St. Louis	7.9	16.0	11	0	4	96	40	60	71	KMOX	(56)
KDYL-AA	Salt Lake City	8.2	15.4	11	0	16	84	38	62	57	KSL	(40)
KLUP	San Antonio	11.0	11.5	9	4	23	73	37	63	63	WOAI	(40)
KPOP	San Diego	8.3	15.1	21	0	11	89	40	60	62	KFMB	(19)
KABL	San Francisco	9.4	13.4	8	0	19	81	45	55	60	KCBS	(35)
KKSJ	San Jose	12.5	10.1	4	0	12	88	38	62	73	KGO	(52)
KIXI	Seattle	10.1	12.5	14	3	18	79	36	64	66	KIRO	(46)
WGUL-AF	Tampa-St. Pete	15.0	8.4	28	0	3	97	41	59	80	WQYK-F	(18)
WLUV-F	Tampa-St. Pete	13.5	9.3	29	0	4	96	27	73	83	WFLA	(26)
KCEE	Tucson	10.7	11.8	17	0	16	84	49	51	64	KGVS	(23)
WNAK	WB/Scranton	17.9	7.0	11	0	0	100	29	71	85	WARM	(25)

HISPANIC

NATIONAL MEAN:		9.9	12.7	12.2	21.8	58.7	19.5	49.2	50.8	58.4	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	LEADING CUME SHARER
KLVO-F	Albuquerque	10.0	12.5	9	4	55	41	54	46	59	KKSS-F (22)
KIWI-F	Bakersfield	11.1	11.3	10	32	64	4	56	50	57	KKXX-F (33)
WOJO-F	Chicago	12.5	10.1	20	28	62	10	51	49	54	WBBM-F (28)
WIND	Chicago	8.8	14.3	7	23	54	23	61	39	63	WOJO-F (61)
KSAB-F	Corpus Christi	8.1	15.5	6	29	60	11	43	57	45	KZFM-F (39)
KUNO	Corpus Christi	12.9	9.8	26	4	24	72	48	52	84	KSAB-F (36)
KESS	Dallas-FW	9.0	14.0	13	20	69	11	51	49	50	KRVA (35)
KICI-F	Dallas-FW	8.8	14.3	9	35	42	23	47	53	40	KHKS-F (41)
KBNA-AF	El Paso	10.7	11.8	13	19	63	18	42	58	75	KPRR-F (43)
KINT-F	El Paso	7.3	17.2	7	28	46	26	38	62	63	KPRR-F (50)
KOQO-AF	Fresno	9.5	13.2	10	29	68	3	58	42	62	KLBN-F (49)
KLTN-F	Houston	11.9	19.5	13	33	67	0	84	16	49	KLAT (34)
KQQK-F	Houston	8.3	15.2	9	23	66	11	55	45	54	KXTJ-F (45)
KXTJ-F	Houston	6.9	18.3	8	45	51	4	51	49	56	KQQK-F (53)
KLSQ	Las Vegas	14.2	8.9	27	33	57	10	52	48	57	KDOL (49)
KLVE-F	Los Angeles	12.2	10.3	14	25	70	5	44	56	50	KPWR-F (26)
KLAX-F	Los Angeles	8.7	14.4	11	37	59	4	50	50	56	KLVE-F (39)
KKHJ	Los Angeles	13.1	9.6	9	19	75	6	62	38	43	KKHJ (50)
KBUE-F	Los Angeles	7.8	16.1	6	34	64	2	58	42	46	KLAX-F (53)
KTNQ	Los Angeles	8.2	15.3	5	15	73	12	64	36	60	KLVE-F (48)
KWKW	Los Angeles	10.8	11.7	8	5	67	28	48	52	61	KLVE-F (40)
KGBT	McAllen-Browns.	10.2	12.4	20	4	54	42	45	55	74	KIWW-F (32)
KKPS-F	McAllen-Browns.	7.4	17.0	4	27	65	8	50	50	49	KIWW-F (62)
KTJN-AF	McAllen-Browns.	5.9	21.3	2	43	50	7	41	59	58	KIWW-F (55)
WRMA-F	Miami	12.5	10.1	10	7	59	34	42	58	56	WAMR-F (38)
WAMR-F	Miami	11.0	11.4	8	9	61	30	35	65	51	WRMA-F (45)
WXDJ-F	Miami	9.6	13.1	6	23	64	13	52	48	43	WAMR-F (38)
WAQI	Miami	14.4	8.8	12	0	23	77	54	46	85	WQBA (35)
WCMQ	Miami	15.5	8.1	13	0	26	74	35	65	78	WQBA (44)
WQBA	Miami	12.9	9.8	7	1	26	73	41	59	85	WAQI (49)
WSKQ-F	New York	15.6	8.1	23	24	69	7	44	56	63	WQHT-F (24)
WADO	New York	14.0	9.0	21	5	45	50	37	63	81	WSKQ-F (49)
WXLX	New York	10.4	12.1	12	15	81	4	44	56	77	WADO (53)
KVAR-F	Riverside-SB	11.0	11.4	19	23	69	8	40	60	64	KGGI-F (22)
KSXX-F	Sacramento	11.9	10.6	15	41	59	0	48	52	53	KSFM-F (39)
KLOK-F	Salinas-Mont.	13.7	9.2	14	30	70	0	72	28	49	KLFA-F (36)
KTGE	Salinas-Mont.	11.4	11.0	4	35	65	0	62	38	46	KLOK-F (41)
KXTN-AF	San Antonio	11.3	11.1	18	18	60	22	48	52	47	KTFM-F (38)
KROM-F	San Antonio	10.0	12.6	17	16	64	20	31	69	60	KXTN-F (32)
KRIO-F	San Antonio	5.8	21.9	6	19	69	12	48	52	45	KXTN-F (62)
KZSF-AF	San Francisco	10.7	11.7	20	29	67	4	39	61	51	KOFY (26)
KLOK	San Jose	14.8	8.5	22	26	62	12	47	53	56	KBRG-F (28)

RELIGION/GOSPEL

NATIONAL MEAN:			7.8	16.2	12.3	8.4	60.0	31.6	33.9	66.1	55.9	LEADING	
			TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	% AT HOME	CUME	SHARER
WAOK	Atlanta	(G)	10.1	12.4	7	9	55	36	24	76	63	WVEE-F	(56)
WKZK	Augusta, GA	(G)	14.0	9.0	18	0	43	57	29	71	75	WFXA-F	(34)
WCAO	Baltimore	(G)	10.3	12.2	13	6	55	39	23	77	63	WXYV-F	(30)
WRBS-F	Baltimore		8.2	15.3	12	0	77	23	31	69	57	WBAL	(24)
WDJC-F	Birmingham		7.3	17.3	14	3	66	31	37	63	51	WENN-F	(58)
WAGG	Birmingham	(G)	7.9	15.9	5	6	51	43	27	73	67	WENN-F	(46)
WDCX-F	Buffalo		5.6	22.3	15	0	70	30	50	50	55	WBEN	(42)
WYCA-F	Chicago		9.7	13.0	8	15	48	37	29	71	71	WGCI-F	(43)
WAKW-F	Cincinnati		7.3	17.3	11	6	57	37	21	79	65	WLW	(31)
KBIQ-F	Colo. Spgs		6.3	20.1	11	18	81	1	40	60	43	KGFT-F	(20)
WFMV-F	Columbia, SC	(G)	9.6	13.1	12	9	63	28	36	64	49	WDM-F	(64)
KHVN	Dallas-FW	(G)	11.9	10.6	11	8	56	36	36	64	60	KRBV-F	(54)
KLTY-F	Dallas-FW	(CC)	8.7	14.5	12	20	78	3	47	53	33	KVIL-F	(19)
WFCJ-F	Dayton		4.2	29.7	12	0	49	51	25	75	74	WHKO-F	(20)
WMUZ-F	Detroit		5.7	22.2	5	2	71	27	32	68	68	WWJ	(28)
WQBH	Detroit	(G)	9.3	13.5	11	10	40	50	33	67	68	WJLB-F	(45)
WJQK-F	Grand Rapids		6.8	18.5	15	33	67	0	46	54	32	WLHT-F	(19)
WWGL-F	Greensboro-WS		6.0	21.2	15	5	60	35	45	55	40	WTQR-F	(34)
WEMM-F	Huntington		6.5	19.4	12	14	24	62	38	62	77	WTCR-F	(38)
WJBZ-F	Knoxville		9.4	13.4	16	4	63	33	37	63	45	WIVK-F	(54)
WDAC-F	Lancaster		11.5	11.0	21	4	39	57	39	61	70	WROZ-F	(20)
WJMM-F	Lexington		5.3	24.0	12	0	70	30	20	80	54	WMXL-F	(24)
KYTN-F	Little Rock		5.9	21.3	14	26	66	8	54	46	22	KURB-F	(31)
KFSG-F	Los Angeles		6.6	19.2	4	7	60	33	22	78	47	KKLA-F	(34)
WDDO	Macon	(G)	17.3	7.3	27	16	48	36	25	75	71	WIBB-F	(36)
WLOK	Memphis	(G)	10.4	12.1	16	10	62	28	29	71	60	WDIA	(42)
WMBM	Miami	(G)	14.8	8.5	13	12	69	19	29	71	65	WEDR-F	(73)
WBOK	New Orleans	(G)	13.0	9.7	10	2	28	70	37	63	80	WYLD	(47)
WFME-F	New York		9.2	13.7	8	10	62	28	23	77	73	WINS	(22)
WWRL	New York	(G)	9.8	12.8	13	2	47	51	32	68	81	WRKS-F	(46)
WPCE	Norfolk	(G)	10.0	12.6	16	0	51	49	33	67	74	WTJZ	(35)
KNTL-F	Oklahoma Cty		7.0	18.0	10	6	80	14	44	56	20	KMGL-F	(22)
WTLN-F	Orlando		6.1	20.8	12	0	65	35	15	85	56	WDBO	(19)
WDAS	Philadelphia	(G)	10.8	11.6	12	7	37	56	33	67	46	KYW	(43)
WORD-F	Pittsburgh		8.3	15.2	4	0	71	29	39	61	51	WSHH-F	(31)
KPDQ-F	Portland, OR		5.3	23.7	13	3	54	43	35	65	70	KXL	(33)
WCBW-F	St. Louis		7.1	17.7	11	9	82	9	38	62	23	KMOX	(36)
KCMS-F	Seattle		6.9	18.2	15	10	83	7	29	71	50	KIRO	(29)
KXOJ-F	Tulsa		6.5	19.3	10	31	64	5	37	63	36	KRMG	(20)
WAVA-F	Washington		5.4	23.2	4	8	63	29	46	54	42	WMAL	(22)
KTLL-F	Wichita		8.8	14.3	28	15	85	0	45	55	44	KXLK-F	(17)

JAZZ

NATIONAL MEAN:		8.4	15.0	6.8	5.6	79.3	15.1	50.6	49.4	38.2	LEADING	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F	% AT HOME	CUME	SHARER
KRZN-F	Albuquerque	10.1	12.5	5	0	89	11	50	50	43	KMGA-F	(32)
KNIK-F	Anchorage	13.1	9.6	12	0	91	9	45	55	34	KBFX-F	(28)
WJZF-F	Atlanta	7.6	16.6	5	8	78	14	48	52	38	WVEE-F	(41)
WSJZ-F	Buffalo	8.7	14.5	6	7	70	23	50	50	35	WJYE-F	(32)
WNUA-F	Chicago	8.7	14.5	7	4	66	30	50	50	41	WLIT-F	(21)
WVAE-F	Cincinnati	9.7	13.0	8	5	81	14	46	54	36	WLW	(28)
WNWV-F	Cleveland	7.4	17.0	3	4	76	20	69	31	26	WZAK-F	(35)
KOAI-F	Dallas-FW	8.9	14.1	6	4	81	15	49	51	34	KVIL-F	(27)
KHIH-F	Denver	8.4	15.0	7	6	82	12	54	46	37	KOA	(24)
WJZZ-F	Detroit	7.6	16.6	4	10	70	20	58	42	44	WJLB-F	(50)
KEZL-F	Fresno	8.1	15.6	9	6	87	7	43	57	40	KBOS-F	(28)
KHYS-F	Houston	7.2	17.4	4	12	74	14	59	41	37	KMJQ-F	(45)
KCIY-F	Kansas City	8.8	14.3	4	5	83	12	43	57	32	KPRS-F	(32)
KYFX-F	Little Rock	10.4	12.1	9	17	83	0	36	64	42	KIPR-F	(69)
KTWV-F	Los Angeles	8.4	15.0	7	5	79	16	52	48	35	KOST-F	(19)
WLVE-F	Miami	7.5	16.8	7	3	83	14	56	44	37	WFLC-F	(22)
WFMI-F	Milwaukee	7.6	16.5	4	0	90	10	55	45	42	WTMJ	(40)
KMJZ-F	Minneapolis	6.2	20.4	3	3	82	15	49	51	32	WLTE-F	(36)
KLJZ-F	New Orleans	8.5	14.9	7	4	85	11	51	49	36	WQUE-F	(34)
WQCD-F	New York	7.7	16.3	5	5	76	19	49	51	46	WRKS-F	(33)
WJCD-F	Norfolk	11.1	11.3	7	2	84	14	58	42	38	WOWI-F	(31)
KTNT-F	Oklahoma City	9.0	14.0	13	6	80	14	50	50	22	KVSP	(25)
WLOQ-F	Orlando	7.4	17.1	7	8	67	25	49	51	37	WTKS-F	(22)
WJZJ-F	Philadelphia	8.2	15.3	5	6	75	19	48	52	42	KYW	(39)
KYOT-F	Phoenix	9.5	13.3	7	6	71	23	43	57	39	KTAR	(27)
KKJZ-F	Portland, OR	9.9	12.7	5	3	77	20	47	53	32	KKCW-F	(26)
KSSJ-F	Sacramento	8.3	15.2	8	7	78	15	56	44	37	KSFM-F	(22)
KXDC-F	Salinas-Mont.	15.3	9.5	9	10	83	7	64	36	55	KBAY-F	(23)
KBZN-F	Salt Lake	6.5	19.4	8	14	66	20	45	55	47	KSFI-F	(33)
KIFM-F	San Diego	7.1	17.8	7	6	82	12	51	49	35	KYXY-F	(24)
KKSF-F	San Francisco	8.0	15.8	6	4	83	13	48	52	46	KCBS	(23)
KBLX-F	San Francisco (J/U)	7.4	17.0	6	4	87	9	46	54	46	KMEL-F	(34)
KWJZ-F	Seattle	7.4	17.0	4	7	81	12	47	53	42	KIRO	(27)
WSJT-F	Tampa-St. Pete	8.5	14.8	10	4	74	22	54	46	38	WWRM-F	(25)
KOAS-F	Tulsa	10.0	12.6	12	0	76	24	56	44	39	KRMG	(31)
WJZW-F	Washington	8.1	15.5	7	6	85	9	47	53	32	WHUR-F	(33)

CLASSICAL/FINE ARTS

NATIONAL MEAN:		7.7	16.5	7.4	2.9	47.1	50.0	46.4	53.7	52.7	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>
KHFM-F	Albuquerque	10.4	12.1	14	0	42	58	48	52	58	KKOB	(32)
KLEF-F	Anchorage	7.9	15.9	6	0	85	15	46	54	35	KASH-F	(24)
WCRB-F	Boston	7.9	15.9	8	6	44	50	42	58	61	WBZ	(27)
WNIB-F	Chicago	7.2	17.6	4	2	28	70	46	54	66	WFMT-F	(46)
WFMT-F	Chicago	5.9	21.3	3	4	38	58	45	55	65	WNIB-F	(53)
WCLV-F	Cleveland	8.2	15.3	6	2	38	60	48	52	27	WDOK-F	(28)
WRR -F	Dallas-FW	5.9	21.3	8	4	55	41	49	51	40	KVIL-F	(28)
KVOD-F	Denver	7.5	16.9	5	1	52	47	43	57	54	KOA	(37)
WQRS-F	Detroit	7.9	15.9	3	7	44	49	50	50	47	WWJ	(36)
KXTR-F	Kansas City	7.0	18.0	11	4	50	46	49	51	44	KCFX-F	(25)
KKGO-F	Los Angeles	6.5	19.4	3	4	55	41	54	46	47	KNX	(26)
WTMI-F	Miami	8.8	14.3	12	1	33	66	51	49	58	WLYF-F	(23)
WFMR-F	Milwaukee	8.5	14.8	8	7	48	45	37	63	51	WTMJ	(32)
WQXR-F	New York	9.2	13.7	8	2	33	65	49	51	63	WCBS	(28)
WFLN-F	Philadelphia	7.5	16.7	5	3	41	46	48	52	64	KYW	(51)
KFUD-F	St. Louis	6.6	19.1	6	4	59	37	49	51	38	KMOX	(45)
KBOQ-F	Salinas-Mont.	8.4	15.0	14	0	48	52	44	56	62	KGO	(19)
KFSD-F	San Diego	8.3	15.2	9	1	40	59	49	51	59	KSDO	(19)
KDFC-F	San Francisco	7.6	16.6	5	4	55	41	41	59	52	KCBS	(28)
KING-F	Seattle	8.0	15.8	11	3	44	53	47	53	65	KIRO	(30)
WGMS-F	Washington	7.8	16.2	7	1	58	41	39	61	50	WTOP	(19)

SPORTS

NATIONAL MEAN:		6.2	20.3	3.5	8.1	71.3	20.6	83.5	16.5	33.6	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 SHARER</u>	
WCNN	Atlanta	5.3	23.9	3	9	74	17	95	5	39	WSB	(59)
WJOX	Birmingham	6.0	20.9	2	6	67	27	94	6	28	WERC	(50)
WEEI	Boston	6.9	18.3	4	7	67	26	84	16	36	WBZ	(44)
WSCR	Chicago	14.7	8.6	3	11	75	14	97	3	27	WGN	(44)
WMVP	Chicago	5.7	22.2	1	9	80	11	83	17	34	WMAQ	(37)
WKNR	Cleveland	5.9	21.3	4	4	62	34	73	27	33	WWWE	(30)
WBNS	Columbus, OH	5.0	25.0	5	2	71	27	83	17	43	WTVN	(42)
KTCK	Dallas-FW	7.7	16.5	2	10	78	12	88	12	19	KLIF	(43)
WDFN	Detroit	8.3	12.3	5	5	83	12	94	6	17	WWJ	(47)
WNZS	Jacksonville	7.6	16.7	6	10	71	19	93	7	35	WOKV	(33)
KENO	Las Vegas	5.4	23.4	2	0	75	25	94	6	49	KFBI	(22)
WQAM	Miami	6.4	19.6	6	4	56	40	85	15	41	WIOD	(46)
WFAN	New York	7.2	17.6	4	10	65	25	87	13	46	WCBS	(28)
WIP	Philadelphia	6.9	18.4	4	9	66	25	89	12	40	KYW	(43)
KFXN	Portland, OR	4.6	27.5	2	10	72	18	86	14	27	KEX	(36)
KFNS	St. Louis	7.0	18.0	3	7	81	12	90	10	18	KMOX	(71)
KISN	Salt Lake	6.0	20.9	3	8	67	25	82	18	29	KSL	(45)
XTRA	San Diego	5.2	24.3	4	22	66	12	90	10	37	KFMB	(27)
KJR	Seattle	5.0	25.4	5	8	70	22	82	18	35	KIRO	(60)
WSUN	Tampa-St. Pete	6.3	20.1	3	10	81	9	79	21	29	WFLA	(30)
WTEM	Washington	5.0	25.0	2	10	71	19	89	11	43	WJFK-F	(38)

MORE PUBLICATIONS FROM JIM DUNCAN...

REVENUE SHARE/AUDIENCE SHARE AND STATION AUDIENCE BREAKDOWNS

This annual report serves two purposes. First it examines the relationship between a station's audience share and its revenue share. Over 1200 stations are individually listed and the following information is provided for each station:

- Call letters, market and format
- Revenue rank, 12+ rank and 25-54 rank
- Revenue and revenue share
- Conversion ratio or "power" ratio
- Audience share

Additionally, national means are provided for formats and by market size.

The second part of this book breaks down the audiences of over 1500 stations. For each station the following is provided:

- Time-spent-listening
- % Male, % Female
- Turnover ratio
- % Exclusive Cume
- % 12-24, % 25-54, % 55+
- % of listening at home
- Station with the highest shared listening (cume)

Finally, this report offers a comprehensive analysis of the concentration levels of both audience shares and revenue shares for all Arbitron markets (275+)

PUBLISHED EVERY APRIL

PRICE: \$95.00

ORDER FORM

Complete form and mail to:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO
P.O. BOX 90284
INDIANAPOLIS, IN 46290
PHONE: (708) 577-4660
FAX: (708) 577-4699

NAME _____
TITLE _____
STATION/COMPANY _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
PHONE # _____
 Check Enclosed
 Charge my credit card
 Visa Mastercard
Card # _____ Exp. _____

<u>PUBLICATIONS</u>	<u>PRICE</u>	<u># OF COPIES</u>	<u>AMOUNT</u>
Duncan's Radio Market Guide	\$325.00	_____	_____
<u>AMERICAN RADIO</u>			
Spring Edition	\$ 95.00	_____	_____
Summer Supplement	\$ 54.00	_____	_____
Fall Edition	\$ 94.00	_____	_____
Winter Supplement	\$ 54.00	_____	_____
Small Market Edition	\$ 54.00	_____	_____
Duncan's Radio Comments (6 issues)	\$100.00	_____	_____
Revenue Share/Audience Share and Station Audience Breakdowns	\$ 95.00	_____	_____
Duncan's Radio Group Directory	\$125.00	_____	_____
TOTAL AMOUNT:			\$ _____

1996 RADIO PUBLICATIONS FROM JIM DUNCAN

DUNCAN'S RADIO MARKET GUIDE

This is our flagship publication. Since 1984 this book has been the standard reference book for radio station buyers, sellers and lenders. The Radio Market Guide examines the economic conditions of approximately 190 radio markets. A partial list of the data included:

- Market radio revenue histories and projections covering a ten-year period (five years back and five years forward).
- Radio revenue projections are calculated in 3 different ways: historical (past performance), population growth (revenue per capita), and retail sales growth.
- Revenue estimates for over 1,600 individual radio stations.
- Salary estimates for most of the top 100 markets. This includes GM's, SM's, PD's, sales people and talent.
- Revenue estimates for competitive media - television, newspaper, outdoor.
- Each market's radio station sales over the last five years.
- Duncan's opinions about each market; also a 10 point mathematical grading of each market.
- Population and retail sales histories and projections.
- Revenue-per-share-point and revenue per AQH figures for each market.
- And Much, Much More. . .

PUBLISHED EVERY JANUARY

400 Pages

PRICE: \$325.00

AMERICAN RADIO

Since 1976 American Radio has been the radio industry's most complete and timely source book for radio ratings and programming information. A quarterly (plus an annual "Small Market" edition) American Radio is published within about 3 to 4 weeks of the issuance of the Arbitron books. There are over 30 ratings tables for each market plus - in the Spring edition - over 40 pages of national ratings information. American Radio is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

<u>ISSUE</u>	<u>RELEASE DATE</u>	<u>NUMBER OF MARKETS</u>	<u>PRICE</u>
Spring Edition	August	180	\$95.00
Summer Supplement	November	96	54.00
Fall Edition	February	168	94.00
Winter Supplement	May	96	54.00
Small Market Edition	September	90	54.00

DUNCAN'S RADIO COMMENTS

Introducing our brand new publication that reads more like a radio journal rather than a newsletter. In this publication I offer my opinion about events and trends in the radio industry as well as in depth analysis of issues. It is opinionated and well researched. Duncan's Radio Comments gives me the chance to offer you some interpretations and elaborations on the data I use in my other publications. I guarantee you will find it informative and interesting.

6 or more ISSUES PER YEAR

PRICE: \$100.00 per year

(NOTE: Duncan's Radio Market Guide subscribers receive this at no charge)

DUNCAN'S RADIO GROUP DIRECTORY

This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 will be included. Over 220 radio groups are covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY OR JUNE

PRICE: \$125.00

SEE OTHER SIDE FOR MORE PUBLICATIONS AND FOR ORDER FORM

