

THE RELATIONSHIP BETWEEN
RADIO AUDIENCE SHARES AND REVENUE SHARES

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

1991 EDITION

(Based on 1990 Revenue and Ratings)

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

March 1991

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INTRODUCTION

I am proud and pleased to present my fourth 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 1990. 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 1,147 stations are covered in this report. That is a 33.7% increase since our last report. To put it another way, this report includes data for over 12% of all commercial stations in the United States. Almost 40% of all reported stations in the Arbitron standard markets are included.
- C. The rating periods used for this study were Fall 1989, Winter 1990, Spring 1990, and Summer 1990. 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 six 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
RESULTS/OBSERVATIONS

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

MARKET REVENUE/VIAABLE STATION ANALYSIS
MARKET AUDIENCE/VIAABLE STATION ANALYSIS

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

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

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

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

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

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

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EXPLANATION OF METHODOLOGY

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

Station Selection

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

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

IMPORTANT NOTE: WE 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 (90 REV)

Revenue estimates cover calendar year 1990. They are gross and they do not include trade dollars. Generally, they are the same estimates you found in the 1990 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, 1990, 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 (90 AUD SHARE)

This shows each station's audience share (12+ Metro, Mon-Sun, 6AM-Midnight). The rating periods used were Fall 1989, Winter 1990, Spring 1990 and Summer 1990. 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 1990 and Spring 1989 Arbitrons.

ADJUSTED AUDIENCE SHARE

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

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

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

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

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

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

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

AKRON

Revenue: \$12,700,000

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

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

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

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

Revenue Share as a % of Audience Share

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

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

1990 12+ RANK

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

REVENUE RANK

This figures shows how each station ranked in total revenue in its market. It covers the year 1990. Use this figure to compare and contrast with the 12+ rank and the revenue rank.

25-54 RANK

This shows the station's audience ranking for the 25-54 demo. The Arbitron book used is the Spring 90 or Summer 90. Use this figure as a comparison with the 12+ rank and the revenue rank.

REVENUE SHARE AS A % OF AUDIENCE SHARE

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

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

SUMMARY OF RESULTS

<u>FORMAT</u>	<u>MAJOR MARKETS</u>	<u>MEDIUM MARKETS</u>	<u>SMALL MARKETS</u>	<u>VERY SMALL MARKETS</u>	<u>ALL MARKETS</u>
<u>Adult Contemp</u>	134.1 - Mean 129.8 - Median (53 stations)	145.1 - Mean 147.4 - Median (41 stations)	138.1 - Mean 133.1 - Median (24 stations)	125.8 - Mean 123.9 - Median (27 stations)	136.3 - Mean (145 stations)
<u>News and Talk</u>					126.1 - Mean 123.1 - Median (75 stations)
	<u>Note:</u> The mean for News and News/Talk stations is 149.3 The mean for Talk and Talk/News stations is 101.1				
<u>Full Service/NOR</u>	143.0 - Mean 147.0 - Median (21 stations)	117.8 - Mean 116.9 - Median (18 stations)		109.5 - Mean 106.3 - Median (28 stations)	122.2 - Mean (67 stations)
<u>Oldies/Gold</u>	129.7 - Mean 132.0 - Median (32 stations)	114.2 - Mean 111.7 - Median (22 stations)		112.6 - Mean 112.6 - Median (16 stations)	120.9 - Mean (70 stations)
<u>AOR</u>	122.5 - Mean 123.6 - Median (50 stations)	127.4 - Mean 120.7 - Median (35 stations)		108.1 - Mean 107.5 - Median (43 stations)	119.0 - Mean (128 stations)
<u>Classic AOR</u>	122.5 - Mean 124.4 - Median (24 stations)	98.6 - Mean 94.7 - Median (14 stations)			113.7 - Mean (38 stations)
<u>Country</u>	106.8 - Mean 104.8 - Median (45 stations)	118.6 - Mean 118.6 - Median (39 stations)	119.5 - Mean 118.4 - Median (34 stations)	107.3 - Mean 96.2 - Median (30 stations)	112.9 - Mean (148 stations)
<u>Jazz/New AC</u>					104.1 - Mean 108.1 - Median (20 stations)
<u>Hispanic</u>					103.3 - Mean 105.9 - Median (30 stations)
<u>CHR/Top 40/ Contemporary</u>	97.8 - Mean 93.2 - Median (66 stations)	101.1 - Mean 97.0 - Median (44 stations)	105.1 - Mean 103.0 - Median (32 stations)	94.2 - Mean 91.2 - Median (33 stations)	99.5 - Mean (175 stations)
<u>Soft AC/EZ</u>	88.3 - Mean 82.5 - Median (46 stations)	84.4 - Mean 80.0 - Median (30 stations)		83.1 - Mean 83.0 - Median (34 stations)	85.6 - Mean (110 stations)
<u>Classical</u>					84.6 - Mean 81.9 - Median (24 stations)
<u>Black/Urban</u>					68.5 - Mean 66.7 - Median (78 stations)
<u>Nostalgia/ Big Band</u>					60.2 - Mean 52.0 - Median (29 stations)

NOTES: Major Markets - Arbitron markets 1-40
Medium Markets - Arbitron markets 41-80
Small Markets - Arbitron markets 82-120
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: 1,147

Figures show revenue share as a percentage of audience share

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

HISTORICAL TRENDS

Note: All figures are means

<u>FORMAT</u>	<u>1990</u>	<u>1988</u>	<u>1987</u>	<u>1986</u>
<u>Adult Contemp (All)</u>	136.3	135.9	134.3	137.0
Major Markets	134.1	133.1	132.9	147.0
Medium Markets	145.1	149.3	145.6	137.1
Small Markets	138.1	133.4	125.0	120.9
Very Small Markets	125.8	122.5	122.8	117.6

NOTE: In years 1986-1988 the figures included Soft AC and Oldies stations. This year we split these stations into separate categories. Since the Soft AC and Oldies stations have lower conversion ratios, it is safe to assume that the pure AC's actually declined in 1990. In fact the 1988 conversion ratios for the same AC's used in 1990 was 150.9

<u>News/Talk (All)</u>	126.1	126.3	130.2	132.3
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NOTE: The conversion ratio for All-News and News/Talk stations was 149.3 The conversion ratio for All-Talk and Talk/News stations was 101.1

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

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

<u>AOR (All)</u>	119.0	118.8	111.5	108.9
Major Markets	122.5	123.0	120.7	111.3
Medium Markets	127.4	115.4	105.4	112.6
Small & Very Small Markets	108.1	108.7	101.3	104.3

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

<u>Classic AOR (All)</u>	113.7			
Major Markets	122.5	(Conversion ratios for earlier years are not available)		
Medium Markets	98.6			

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

<u>Jazz/New AC (All)</u>	104.1	112.7	(Earlier years not available)	
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<u>Hispanic (All)</u>	103.3	107.4	110.1	103.0
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<u>CHR/Top 40 (All)</u>	99.5	102.6	102.9	107.6
Major Markets	97.8	101.8	112.9	108.7
Medium Markets	101.1	103.4	103.1	105.0
Small Markets	105.1	107.6	100.0	107.8
Very Small Markets	94.2	97.6	95.3	100.3

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

NOTE: Data from 1986-1988 is for EZ listening stations only. Soft AC's were added in 1990

<u>Classical (All)</u>	84.6	107.4	110.1	103.0
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<u>Black/Urban (All)</u>	68.5	76.7	77.3	77.7
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<u>Nostalgia/ Big Band (All)</u>	60.2	57.0	63.8	72.4
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CHR/TOP 40/CONTEMPORARY

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WAPW	Atlanta	10.0	8.8	9.2	10.2	5	3	10	85.4
WBSB	Baltimore	5.3	8.5	6.2	8.3	7	5	6	102.4
WXKS-F	Boston	15.1	12.5	6.6	7.8	1	1	3	160.3
WZOU	Boston	7.3	6.1	6.7	7.9	8	3	9	77.2
WKSE	Buffalo	3.7	12.2	8.9	10.3	2	3	5	118.4
WMJQ	Buffalo	2.1	6.9	6.2	7.2	9	6	9	95.8
WCKZ-F	Charlotte	2.3	6.9	8.4	10.4	6	3	8	66.3
WBBM	Chicago	8.2	3.5	4.5	5.0	11	3	10	70.0
WYTZ-F	Chicago	5.6	2.4	2.9	3.2	18	15	21	75.0
WKRQ	Cincinnati	6.6	12.0	9.8	11.0	3	3	7	109.1
WPHR	Cleveland	1.8	3.2	5.1	5.7	10	8	10	56.1
WNCI	Columbus	9.0	21.4	14.1	16.6	1	1	1	128.9
WXGT	Columbus	1.8	4.3	6.7	7.8	8	5	9	55.1
KEGL	Dallas-FW	5.5	4.1	3.7	4.0	10	10	18	102.5
KHYI	Dallas-FW	5.3	3.9	4.4	4.7	11	7	14	83.0
KRXY A/F	Denver	4.1	5.9	6.7	7.5	6	7	10	78.7
KQKS	Denver	2.8	4.0	5.6	6.3	10	8	11	63.5
WKQI	Detroit	8.2	6.9	4.4	4.9	5	7	4	140.8
WHYT	Detroit	5.5	4.6	5.3	5.8	11	3	15	79.3
WDFX	Detroit	3.4	2.9	3.8	4.2	14	8	19	69.0
WTIC-F	Hartford	7.4	18.6	10.1	14.7	2	2	3	126.5
WKSS	Hartford	2.7	6.8	6.2	9.0	6	6	9	75.6
KKBQ A/F	Houston	11.9	9.6	5.0	5.7	4	6	9	168.4
KRBE-F	Houston	5.2	4.2	3.9	4.4	12	10	13	95.5
WZPL	Indianapolis	4.7	9.3	10.9	11.9	5	2	6	78.2
KBEQ	Kansas City	4.2	9.8	8.3	8.9	4	4	10	110.1
KIIS A/F	Los Angeles	30.0	7.2	5.6	6.3	3	2	3	114.3
KPWR	Los Angeles	26.0	6.2	5.3	6.0	4	4	8	103.3
KQLZ	Los Angeles	14.7	3.5	3.5	3.9	15	8	9	89.7
WPOW	Miami	5.7	5.4	5.0	5.5	9	6	17	98.2
WHYI	Miami	6.2	5.8	3.9	4.3	5	10	10	134.9
WKTI	Milwaukee	5.6	12.6	9.1	10.2	2	3	1	123.5
WLUM	Milwaukee	3.0	6.8	7.7	8.6	6	2	6	79.1
KDWB-F	Minneapolis	4.7	6.1	7.5	8.8	6	5	10	69.3
WLOL	Minneapolis	3.4	4.4	6.1	7.2	9	6	9	61.1
WEZB	New Orleans	5.4	17.4	10.3	11.4	2	3	3	152.6
WHTZ	New York	20.2	6.0	4.6	5.2	6	4	6	115.4
WQHT	New York	14.3	4.3	4.1	4.6	12	7	15	93.5
WPLI	New York	9.2	2.7	2.7	3.0	18	16	16	90.0
WNVZ	Norfolk	3.0	9.5	6.5	7.1	5	8	10	133.8
WEGX	Philadelphia	8.0	5.6	5.1	5.9	6	9	12	94.9
WIOQ	Philadelphia	5.6	3.9	5.4	6.2	12	5	13	62.9

CHR/TOP 40/CONTEMPORARY

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WKDD	Akron	3.7	27.0	8.1	24.3	1	1	8	111.1
WFLY	Albany	2.0	9.1	7.5	8.9	5	6	6	102.2
KKSS	Albuquerque	1.2	6.7	7.6	8.3	5	3	7	80.7
WAEB-F	Allentown	2.0	12.1	8.5	11.7	4	4	3	103.4
WHXT	Allentown	1.6	9.7	7.2	9.9	5	6	6	98.0
KBTS	Austin	2.4	10.0	8.4	10.0	4	2	5	100.0
KHFI	Austin	1.6	6.7	7.3	8.7	6	4	7	77.0
KKXX	Bakersfield	1.3	8.8	13.5	16.4	2	2	2	53.7
WFMF	Baton Rouge	2.6	21.3	12.1	16.6	2	2	5	128.3
WAPI	Birmingham	2.1	10.1	8.7	9.9	4	3	5	102.0
WKXX	Birmingham	1.1	4.5	5.8	6.6	7	7	7	68.2
WSKZ	Chattanooga	2.3	19.0	13.9	16.6	2	2	3	114.5
WGTZ	Dayton	3.2	14.3	10.4	13.7	1	1	3	104.4
KPRR	El Paso	1.2	9.6	13.6	15.1	4	2	6	63.6
WWCK	Flint	2.1	20.0	11.0	19.0	2	2	4	105.3
KBOS	Fresno	1.9	9.5	9.1	10.9	5	1	7	87.2
WGRD	Grand Rapids	2.0	8.2	9.9	11.6	6	1	7	70.7
WKZL	Greensboro	1.1	4.7	5.1	6.1	8	8	8	77.0
WANS	Greenville SC	2.4	11.3	8.6	10.6	5	4	6	106.6
KQMA A/F	Honolulu	3.4	16.2	12.4	13.1	2	1	1	123.7
KIKI-F	Honolulu	1.6	7.6	9.3	9.9	4	4	8	76.8
WAPE	Jacksonville	4.6	18.8	12.3	15.0	1	1	3	125.3
WOKI	Knoxville	1.1	7.6	11.1	12.2	5	2	5	62.3
KLUC	Las Vegas	3.1	13.7	10.8	12.9	2	2	3	106.2
KYRK	Las Vegas	1.2	5.3	5.3	6.3	8	6	10	84.1
KKYK	Little Rock	1.8	12.2	8.0	9.1	2	6	5	134.1
WDJX A/F	Louisville	3.1	11.5	11.2	12.7	3	4	6	90.6
KBFM	McAllen-Brown	1.8	14.1	17.5	19.7	3	1	2	71.6
WMC-F	Memphis	4.6	15.9	8.1	8.8	3	5	6	180.7
WYHY	Nashville	4.0	12.1	12.4	14.1	5	1	2	85.8
WKCI	New Haven	7.4	46.8	13.4	33.8	1	1	1	138.4
KJYO	Oklahoma City	1.7	7.3	8.9	9.7	5	3	7	75.3
KQKQ	Omaha	3.1	15.4	13.2	15.0	4	3	6	102.7
WOMX	Orlando	3.7	8.0	7.3	8.7	6	6	7	92.0
WDCG	Raleigh	2.3	8.6	7.1	9.2	5	7	9	93.5
WRVQ	Richmond	5.0	17.7	11.6	13.3	2	3	7	133.1
WPXY	Rochester	3.4	13.0	12.1	14.2	3	2	4	91.5
WDON-F	Salinas-Mont	1.9	15.1	10.4	17.4	1	1	1	86.7
WNTQ	Syracuse	2.8	14.5	10.8	15.1	3	2	3	96.0
WVKS	Toledo	1.9	13.6	8.7	11.8	4	6	5	115.3
KRQQ	Tucson	3.3	19.4	17.9	21.3	1	1	4	91.1
KMYZ	Tulsa	1.6	8.0	8.4	9.6	5	4	4	83.3
WKRZ	WB-Scranton	4.0	25.4	16.0	21.1	1	1	1	120.4
WSTW	Wilmington DE	3.4	33.0	10.5	34.5	2	1	1	95.7
WHOT-F	Youngstown	2.5	22.7	12.8	16.3	1	1	2	139.3

44 Stations	1990 Mean:	101.1	1988 Mean:	103.4
	1990 Median:	97.0	1987 Mean:	103.1
			1986 Mean:	105.0

Mean 12+ Rank of Market's highest billing CHR: 2.8
 Mean 25-54 Rank of Market's highest billing CHR: 4.8
 Mean Revenue Rank of Market's highest billing CHR: 3.3

CHR/TOP 40/CONTEMPORARY

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WMGV	Appleton	1.1	14.2	9.1	13.2	2	3	4	107.6
WBBQ A/F	Augusta GA	3.5	36.5	24.2	27.2	1	1	1	134.2
WDJQ	Canton	1.8	22.0	9.1	20.4	2	5	3	107.8
WSSX	Charleston SC	1.1	10.4	8.3	10.0	4	2	2	104.0
KIKK	Colorado Spgs	0.7	6.7	7.0	8.4	6	2	7	79.8
WNOK	Columbia SC	1.8	12.8	8.0	9.3	5	3	6	137.6
KZFM	Crps Christi	1.1	13.3	15.3	17.2	2	1	2	77.3
WPXR	Davenport-RI	1.5	15.6	15.6	18.8	3	2	3	83.0
KRNQ	Des Moines	1.9	14.4	13.3	14.8	3	2	3	97.3
KMEE	Ft. Wayne	2.9	24.4	19.9	23.9	1	1	1	102.1
WNNK	Harrisburg	5.7	39.0	16.4	25.7	1	1	1	151.8
WKEE	Huntington	1.8	26.5	21.6	27.7	2	2	2	95.7
WZYP	Huntsville	2.2	22.2	17.1	20.5	2	2	2	108.3
WTYX	Jackson MS	1.5	13.2	6.1	7.2	3	5	3	183.3
WQUT	JC-Kingsport	2.0	19.8	21.3	25.9	1	1	1	76.4
WLAN-F	Lancaster	2.3	33.3	10.1	24.0	1	3	3	138.7
WVIC A/F	Lansing	3.1	23.8	16.4	22.6	2	2	2	105.3
WLAP-F	Lexington	2.4	18.5	14.9	17.5	3	2	2	105.7
WZEE	Madison	2.3	15.0	10.3	12.6	2	4	5	119.3
WABB-F	Mobile	1.8	16.4	10.4	12.6	3	3	5	130.2
KHOP	Modesto	2.2	20.4	13.4	18.4	1	1	2	110.9
KCAQ	Oxnard	1.7	16.8	10.6	23.0	2	1	3	73.0
WJLQ	Pensacola	0.8	10.0	6.3	12.9	5	5	5	77.5
WKZW	Peoria	1.5	18.3	16.3	19.6	1	1	3	93.4
WERZ	Portsmouth NH	1.6	18.2	7.2	18.7	3	3	4	97.3
WXLK	Roanoke	3.3	24.6	16.3	19.2	1	1	2	128.1
WIOT	Saginaw	2.6	24.3	19.9	25.0	1	1	1	97.2
KTUX	Shreveport	0.8	9.1	7.9	9.7	4	4	6	93.8
KZZU	Spokane	1.8	16.5	14.7	16.8	2	1	3	98.2
WRCK	Utica	1.1	13.8	10.6	13.5	3	2	5	102.2
KKRD	Wichita	2.3	13.2	14.1	15.8	2	1	5	83.5
WYCR	York	1.8	14.1	10.3	22.5	3	2	4	62.7

32 Stations	1990 Mean:	105.1	1988 Mean:	107.6
	1990 Median:	103.0	1987 Mean:	100.0
			1986 Mean:	107.8

Mean 12+ Rank: 2.2
 Mean 25-54 Rank: 3.2
 Mean Revenue Rank: 2.4

CHR/TOP 40/CONTEMPORARYVERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KQIZ	Amarillo	0.7	13.0	11.2	13.4	3	2	7	97.0
KPXR	Anchorage	1.3	13.5	12.8	14.4	2	1	6	93.8
WAAL	Binghamton	1.65	22.6	21.1	24.8	1	1	1	91.1
KFXD	Boise	0.85	10.2	9.7	10.9	4	2	11	93.6
WVSR	Charleston WV	1.2	13.5	14.3	16.2	2	2	2	83.3
WJET	Erie	1.4	23.0	19.6	23.3	2	1	3	98.7
KSND A/F	Eugene	1.1	14.7	10.0	12.4	3	2	6	118.6
WSTO	Evansville	2.1	19.3	20.3	23.7	2	1	1	81.4
WKFR	Kalamazoo	2.2	25.9	19.1	30.3	1	1	2	85.5
KFRX	Lincoln	1.4	16.5	12.8	16.4	2	1	3	100.6
WAYS	Madison	2.4	27.3	15.0	17.9	2	2	2	152.5
WHHY A/F	Montgomery	1.8	19.1	12.3	14.0	2	3	4	136.4
WZOK	Rockford	2.4	29.3	19.9	29.2	1	1	1	100.3
WZAT	Savannah	1.1	11.8	9.9	11.4	5	5	6	103.5
WZZP	South Bend	1.3	17.1	10.6	14.7	3	4	4	116.3
WNDU-F	South Bend	1.6	21.1	14.0	19.5	1	1	2	108.2
KKHT	Springfield MO	2.0	19.6	21.4	24.4	2	2	5	80.3
WTHZ	Tallahassee	0.9	12.0	9.8	12.6	4	5	6	95.2
WIBW-F	Topeka	0.7	12.1	8.8	14.0	5	4	6	86.4
KWTX-F	Waco	1.0	15.9	18.0	31.0	1	1	1	51.3
WPRR	Altoona	0.75	17.9	14.5	19.9	1	1	5	90.0
WKSF	Ahseville	1.7	31.5	18.8	34.9	2	2	2	90.3
KYYA	Billings	0.7	16.7	12.1	14.0	3	3	3	119.3
WBNQ	Bloomington	1.4	29.8	19.0	34.2	2	2	3	87.1
KTRS	Casper	0.73	33.0	39.1	48.0	1	1	2	68.8
WCGQ	Columbus	1.2	16.2	11.5	13.8	2	4	7	117.4
KZIO	Duluth	0.9	13.4	12.2	14.7	1	1	3	91.2
WDAY-F	Fargo	1.1	15.9	15.6	18.2	2	2	4	87.4
WIXX	Green Bay	2.6	31.3	24.7	44.6	1	1	1	70.2
KSMB	Lafayette LA	1.7	25.0	19.6	28.2	1	1	1	88.7
WRKY	Steubenville	0.7	38.9	10.3	47.5	1	1	1	81.9
KFMW	Waterloo	1.1	28.2	18.2	27.5	1	2	2	102.5
WVBS	Wilmington NC	0.48	11.2	12.3	17.9	4	3	5	62.6

33 Stations	1990 Mean:	94.2	1988 Mean:	97.6
	1990 Median:	91.2	1987 Mean:	95.3
			1986 Mean:	100.3

Mean 12+ Rank: 1.9
Mean 25-54 Rank: 3.6
Mean Revenue Rank: 2.1

ADULT CONTEMPORARY

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WSB-F	Atlanta	12.6	11.1	9.4	10.5	2	2	2	105.7
WSTR A/F	Atlanta	5.8	5.1	4.1	4.6	12	10	6	110.9
WWMX	Baltimore	9.6	15.4	6.4	8.6	2	7	2	179.1
WMJX A/F	Boston	7.5	6.2	4.5	5.3	7	5	4	117.0
WROR	Boston	5.2	4.3	2.9	3.5	12	13	6	122.9
WBVF	Buffalo	3.2	10.6	7.1	8.2	3	5	3	129.3
WMXC	Charlotte	3.9	11.7	6.0	7.4	3	5	5	158.1
WKQX	Chicago	9.2	4.0	3.2	3.6	8	10	8	111.1
WTMX	Chicago	8.8	3.8	3.1	3.5	9	14	10	108.6
WWNK A/F	Cincinnati	4.3	7.8	6.9	7.7	5	5	5	101.3
WRRM	Cincinnati	3.4	6.2	4.8	5.4	7	9	6	114.8
WLTF	Cleveland	8.2	14.8	8.7	9.8	1	3	3	151.0
WMJI	Cleveland	6.7	12.1	7.1	8.0	3	4	2	151.2
WSNY	Columbus	7.7	18.3	9.6	11.3	2	4	3	161.9
KVIL A/F	Dallas	21.5	15.9	7.7	8.3	1	3	1	191.6
KMGC	Dallas	3.6	2.7	2.3	2.5	14	15	11	108.0
KXLT A/F	Denver	4.7	6.7	5.4	6.1	5	5	5	109.8
WNIC	Detroit	9.0	7.6	3.9	4.3	4	13	5	176.7
WIOF	Hartford	3.5	8.8	6.2	9.0	4	5	7	97.8
KLTR	Houston	8.2	6.6	4.8	5.4	7	12	6	122.2
KFMK	Houston	5.3	4.3	2.9	3.3	11	15	10	130.3
WENS	Indianapolis	4.0	8.0	6.7	7.3	6	6	3	110.0
WHB/KUDL	Kansas City	4.3	10.0	6.6	7.1	3	5	5	140.8
KLSI	Kansas City	2.7	6.3	4.0	4.3	8	13	8	146.5
KOST	Los Angeles	33.0	7.9	6.2	7.0	2	1	1	112.9
KBIG	Los Angeles	21.0	5.0	3.5	3.9	7	7	5	128.2
WAXY	Miami	5.3	5.0	3.0	3.3	11	19	11	151.5
WMYX/WEMP	Milwaukee	3.1	7.0	5.7	6.4	5	7	3	109.4

ADULT CONTEMPORARY

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KSTP-F	Minneapolis	7.2	9.4	6.9	8.1	4	7	4	116.0
WLTS	New Orleans	2.6	8.4	5.3	5.9	5	9	6	142.4
WLTW	New York	25.0	7.4	4.7	5.3	3	2	2	139.6
WNSR	New York	19.5	5.8	3.5	3.9	9	11	4	148.7
WWDE	Norfolk	4.0	12.6	5.5	6.0	3	7	3	210.0
WMGK	Phildlphia	7.2	5.1	3.7	4.3	9	13	7	118.6
WSNI	Phildlphia	5.3	3.7	3.0	3.5	14	15	10	105.7
KKLT	Phoenix	5.9	8.2	5.7	6.1	4	4	3	134.4
KKCW	Portland	7.0	14.5	7.8	8.8	1	3	1	164.8
WSNE	Providence	3.6	13.2	5.3	7.0	4	6	5	188.6
KXOA-F	Sacramento	7.3	13.0	7.1	9.2	3	4	2	141.3
KAER	Sacramento	2.8	5.0	4.3	5.6	9	10	10	89.3
KYKY	St. Louis	7.0	9.7	5.9	6.3	3	6	3	154.0
KALL/KLCY	Salt Lake	2.8	8.8	5.1	5.6	6	8	7	157.1
KMMX	San Antonio	2.2	5.5	4.3	4.7	7	12	6	117.0
KFMB-F	San Diego	7.4	8.0	5.0	5.8	5	2	1	137.9
KYXY	San Diego	6.0	6.5	4.0	4.6	8	13	11	141.3
KKYY	San Diego	3.6	3.9	3.2	3.7	12	16	13	105.4
KIOI	San Fran	12.7	6.9	3.3	3.7	4	6	3	186.5
KOIT A/F	San Fran	12.4	6.8	4.7	5.3	5	6	4	128.3
KLSY A/F	Seattle	4.1	4.6	3.7	4.1	9	8	4	112.2
WUSA	Tampa	7.0	12.0	6.8	7.9	3	4	2	151.8
WNLT-F	Tampa	3.9	6.7	4.2	5.0	7	10	4	134.0
WLTT	Washington	8.8	5.8	3.4	4.0	9	12	5	145.0
WASH	Washington	7.6	5.0	4.3	5.1	11	5	3	98.0

53 Stations	1990 Mean:	134.1	1988 Mean:	150.9
	1990 Median:	129.8		

Mean for Market's highest billing AC:	139.9
Mean for #2 AC's:	121.1
Mean 12+ Rank of Market's highest billing AC:	6.7
Mean 25-54 Rank of Market's highest billing AC:	4.0
Mean Revenue Rank of Market's highest billing AC:	4.6

ADULT CONTEMPORARY

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WQMX	Akron	1.9	13.9	4.5	13.5	5	9	3	103.0
WKLI	Albany	2.6	11.9	7.0	8.3	4	4	3	143.4
KKOB-F	Albuquerque	3.0	16.7	8.9	9.7	3	4	1	172.2
WLEV	Allentown	4.2	25.4	12.4	17.0	1	1	1	149.4
KKMJ	Austin	2.9	12.1	7.8	9.3	3	5	2	130.1
KEYI	Austin	1.6	6.7	4.1	4.9	6	8	5	136.7
KLLY	Bakersfield	0.9	6.1	4.7	5.7	6	7	5	107.0
WTGE	Baton Rouge	1.1	9.0	5.3	7.3	4	6	6	123.3
WMJJ	Birmingham	5.2	21.1	8.4	9.5	2	4	2	222.1
WEBE	Brdge/Fairfld	4.7	22.1	6.8	15.8	1	3	2	139.9
WLMX	Chattanooga	1.9	15.7	7.8	9.3	3	4	2	168.8
WWSN	Dayton	3.1	13.9	6.6	8.7	2	4	1	159.8
WCRZ	Flint	3.2	30.5	17.1	29.6	1	1	1	103.0
KFYE	Fresno	1.4	7.0	3.3	4.0	6	13	8	175.0
WLHT	Grand Rpds	3.8	15.6	7.3	9.7	2	4	1	160.8
WMAG	Greensboro	3.4	14.6	5.8	7.0	2	10	6	208.6
WBWB	Greensboro	1.7	7.3	5.3	6.4	5	5	5	114.1
WMYI	Greenville,SC	4.0	18.8	12.8	15.8	2	2	1	119.0
WFBC-F	Greenville,SC	2.7	12.7	5.7	7.0	4	6	3	181.4
KSSK-F	Honolulu	1.3	6.2	7.7	8.1	7	5	4	76.5
WIVY	Jacksonville	2.4	9.8	5.1	6.3	6	8	6	155.5
WMYU	Knoxville	3.5	24.0	12.2	13.5	2	3	2	177.8
KMZQ	Las Vegas	1.6	7.0	4.6	5.5	6	5	4	127.3
VVEZ	Louisville	3.0	11.1	8.1	9.2	4	3	3	120.7
WELT	McAllen	1.2	9.4	5.9	6.6	5	4	5	142.4
WRVR	Memphis	4.6	15.9	8.5	9.2	2	6	1	172.8
WLAC-F	Nashville	4.6	13.9	7.4	8.4	3	6	5	165.5
KMGL	Okl. City	1.8	7.7	6.3	6.8	4	4	5	113.2
KEFM	Omaha	2.1	10.4	7.8	8.9	5	6	3	116.9
WSTF	Orlando	6.0	12.9	8.8	10.5	2	3	3	122.9
WRAL	Raleigh	3.8	14.1	7.0	9.1	2	5	4	154.9
WMXB	Richmond	3.5	12.4	5.6	6.4	4	7	3	193.8
WVOR	Rochester	4.8	18.4	8.9	10.5	2	5	3	175.2
KWAV	Salinas-SC	1.6	12.7	5.0	8.4	2	6	4	151.2
WYYY	Syracuse	5.1	26.4	12.6	17.6	1	1	1	150.0
WWWM	Toledo	1.7	12.1	7.9	10.7	4	4	2	113.1
KRAV A/F	Tulsa	1.3	6.5	5.3	6.1	8	9	6	106.6
WRMF	West Palm	6.5	26.0	8.6	14.6	1	2	1	178.1
WMGS	WB-Scranton	1.6	10.2	4.8	6.3	4	5	2	161.9
WJBR A/F	Wilmington DE	3.5	34.0	9.3	30.6	1	2	2	111.1
WYFM	Youngstown	1.2	10.9	5.9	7.5	5	7	6	145.3
	41 Stations		1990 Mean:		145.1		1988 Mean:		149.3
			1990 Median:		147.4		1987 Mean:		145.6
							1986 Mean:		137.1
	Mean 12+ Rank:		4.9						
	Mean 25-54 Rank:		3.2						
	Mean Revenue Rank:		3.3						

ADULT CONTEMPORARY

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WZNY	Augusta GA	2.0	20.8	10.5	11.8	2	3	2	176.2
KKMY	Beaumont	0.8	11.1	8.8	12.2	4	5	2	91.0
WXTC	Charlesth SC	1.3	12.3	5.5	6.6	3	8	5	186.4
KVUU	Colo Sprngs	1.4	13.5	6.9	8.3	2	4	2	162.7
WTCB	Columbia	2.1	14.9	7.5	8.6	3	5	3	173.3
KMXR	Corpus Chrsti	0.7	8.4	6.4	7.2	6	5	4	116.7
KMJC	Davenport	0.8	8.3	4.8	5.8	6	7	6	143.1
WAJI	Ft. Wayne	2.3	19.3	12.5	15.0	2	2	2	128.7
WRVC A/F	Huntington	1.3	19.1	13.3	17.1	3	3	3	111.7
WAHR	Huntsville	1.0	10.1	4.0	4.8	3	8	5	210.4
WTFM	JC-Kingsport	1.8	17.8	13.7	16.7	2	3	3	106.6
WFMK	Lansing	2.2	16.9	7.7	10.6	3	5	3	159.4
WMGN	Madison	2.0	13.1	8.4	10.2	3	6	3	128.4
KOSO	Modesto	1.3	12.0	4.3	6.0	5	8	6	200.0
KBBY	Oxnard	1.6	15.8	5.3	11.5	3	4	2	137.4
WGLO	Peoria	0.7	8.5	8.4	10.1	6	4	1	84.2
WSLQ	Roanoke	1.3	9.7	6.5	7.7	4	5	4	126.0
WHNN	Saginaw	1.7	15.9	8.5	10.7	3	6	3	148.6
KITT	Shreveport	1.4	15.9	7.8	9.6	3	5	3	165.6
KISC	Spokane	1.8	16.5	9.6	10.9	2	2	1	151.4
WKGW	Utica	0.76	9.5	8.3	10.5	5	4	4	90.5
KFH/KXLK	Wichita	1.2	6.9	7.3	8.2	5	5	5	84.1
WXLO	Worcester	1.9	17.3	6.8	15.4	3	5	2	112.3
WARM-F	York	3.5	27.3	10.5	22.9	1	2	1	119.2

24 Stations	1990 Mean:	138.1	1988 Mean:	122.5
	1990 Median:	133.1	1987 Mean:	122.8
			1986 Mean:	117.6

Mean 12+ Rank:	4.8
Mean 25-54 Rank:	3.1
Mean Revenue Rank:	3.4

ADULT CONTEMPORARY

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KLSF	Amarillo	0.62	11.5	7.3	8.3	5	8	5	138.3
WMRV	Binghamton	1.4	19.2	10.0	11.8	3	4	3	162.7
KCIX	Boise	2.1	25.3	15.9	17.9	1	1	1	141.3
WVAF	Charlestown WV	1.2	13.5	9.2	10.4	2	4	3	129.8
WRIE/WXKC	Erie	1.5	24.6	17.4	20.7	1	2	1	118.8
KMGE	Eugene	0.9	12.0	8.8	10.9	4	5	3	110.0
WKDQ	Evansville	1.9	17.4	12.3	14.4	3	4	2	120.8
WSYA	Montgomery	1.2	12.8	7.6	8.6	3	4	3	148.8
WVGX	Portland ME	1.7	16.7	10.0	12.2	3	3	3	136.9
WRWC	Rockford	0.6	7.3	5.7	8.4	4	5	3	86.9
WAEV	Savannah	1.15	12.4	7.8	9.0	3	6	4	137.8
WNSN	South Bend	1.4	18.4	11.7	16.3	2	3	1	112.9
KGBX	Springfield MO	0.75	7.4	9.7	6.0	4	3	2	123.3
WBGM	Tallahassee	1.2	16.0	9.2	11.8	3	6	4	135.6
KMAJ	Topeka	1.3	21.7	15.4	24.4	1	2	1	88.9
WHPA	Altoona	0.59	14.0	8.2	11.3	3	3	1	123.9
WAYV	Atlantic City	2.5	35.7	9.4	17.8	1	2	1	200.6
KIDX	Billings	0.45	10.7	11.2	12.8	5	5	1	83.6
WIHN	Blmngton, IL	0.65	13.8	8.8	15.8	3	3	2	87.3
WMT -F	Cedar Rapids	1.2	15.4	9.7	12.2	3	5	3	126.2
WGSY	Columbus GA	1.1	14.9	13.4	16.1	4	3	2	92.5
KLTA	Fargo	0.9	13.0	10.3	12.0	4	4	1	108.3
WQSM	Fayetteville	1.8	25.4	13.3	16.5	2	3	2	153.9
WNFL-AM	Green Bay	0.87	10.4	5.9	10.6	3	6	5	98.1
KTDY	Lafayette LA	1.1	16.2	6.5	9.4	2	5	2	172.3
WMI	Terre Haute	0.8	19.0	13.7	15.7	2	2	2	121.0
WGNI	Wilmington NC	1.0	23.3	11.7	17.0	1	2	1	137.1
27 Stations			1990 Mean:		125.8		1988 Mean:		133.4
			1990 Median:		123.9		1987 Mean:		125.0
							1986 Mean:		120.9
Mean 12+ Rank:			3.8						
Mean 25-54 Rank:			2.3						
Mean Revenue Rank:			2.8						

SOFT AC/EZ

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WPCH	Atlanta	8.0	7.0	8.3	9.3	7	4	4	75.3
WLIF	Baltimore	7.4	11.9	7.4	9.9	3	4	6	120.2
WSSH	Boston	8.1	6.7	3.9	4.7	5	9	7	142.0
WJYE	Buffalo	2.7	8.9	8.7	10.1	6	1	1	88.1
WEZC	Charlotte	1.9	5.7	5.7	7.0	8	8	6	81.4
WLIT-F	Chicago	6.9	3.0	2.8	3.1	15	15	14	96.8
WPNT A/F	Chicago	5.5	2.4	3.4	3.8	19	17	17	63.2
WWEZ	Cincinnati	2.5	4.5	7.2	8.1	8	5	9	55.5
WDOK	Cleveland	5.0	9.0	7.1	8.0	4	7	6	112.5
WBNS-F	Columbus OH	2.3	5.5	5.8	6.8	7	7	8	80.9
KMEZ	Dallas	3.5	2.6	3.4	3.7	15	16	13	70.3
KOSI	Denver	3.6	5.1	6.6	7.4	7	4	3	68.9
WJOI	Detroit	3.6	3.0	4.7	5.2	13	5	13	57.7
WLTI	Detroit	7.3	6.1	4.7	5.2	6	11	7	117.3
WRCH	Hartford	2.0	5.0	7.8	11.3	8	3	2	44.2
KODA	Houston	6.0	4.8	4.7	5.3	9	9	10	90.6
WTPI	Indianapolis	2.3	4.6	5.1	5.5	8	8	8	83.6
KMBR	Kansas City	1.7	4.0	5.3	5.7	12	11	13	70.2
KXEZ	Los Angeles	9.5	2.3	3.0	3.3	17	11	17	69.7
WLYF	Miami	5.9	5.6	7.4	8.2	8	1	13	68.3
WJQY	Miami	7.2	6.8	4.2	4.6	4	9	6	147.8
WEZW	Milwaukee	1.9	4.3	4.5	5.0	11	10	8	86.0
WLTQ	Milwaukee	2.8	6.3	4.1	4.6	8	9	7	137.0
WLTE	Minneapolis	7.5	9.7	7.8	9.2	3	3	3	105.4
WPAT A/F	New York	12.0	3.6	5.5	6.2	15	6	14	58.1
WFOG	Norfolk	2.8	8.8	8.5	9.3	6	5	8	94.6
WJQI A/F	Norfolk	2.2	6.9	5.8	6.4	9	6	5	107.8
WEAZ	Philadelphia	9.5	6.7	6.3	7.3	5	5	5	91.8
WKSZ	Philadelphia	7.4	5.2	4.1	4.7	7	14	11	110.6
KMEO	Phoenix	3.2	4.4	5.6	6.0	10	11	13	73.3
WSHH	Pittsburgh	3.3	6.1	6.8	7.5	7	6	9	81.3
WLTJ	Pittsburgh	3.0	5.5	4.4	4.8	8	8	5	114.6

SOFT AC/EZ

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KXL -F	Portland OR	2.3	4.8	5.7	6.4	10	12	10	75.0
WWLI	Providence	3.9	14.3	7.9	10.4	3	2	1	137.5
KDUO	Riverside-SB	3.1	16.1	7.6	19.9	2	2	5	80.9
KYMX	Sacramento	2.4	4.3	5.3	6.9	10	7	8	62.3
KEZK	St. Louis	4.4	6.1	7.3	7.8	7	3	8	78.2
KSFI	Salt Lake	3.0	9.4	8.9	9.7	5	3	4	96.9
KQXT	San Antonio	1.4	3.5	4.5	4.9	12	8	8	71.4
KJQY	San Diego	4.0	4.3	5.3	6.1	11	6	4	70.5
KABL A/F	San Francisco	5.5	3.0	3.1	3.5	14	18	17	85.7
KOIT A/F	San Francisco	12.4	6.8	4.7	5.3	5	7	4	128.3
KBRD	Seattle	2.2	2.5	4.2	4.6	15	12	16	54.4
KLTX	Seattle	2.3	2.6	2.8	3.1	14	18	16	83.9
WWRM	Tampa	6.0	10.3	8.4	10.6	4	3	6	97.2
WGAY	Washington	9.1	5.9	6.7	7.9	7	4	9	74.7

46 Stations

1990 Mean: 88.3
1990 Median: 82.5

The below means are
for EZ/Beautiful
Music stations only:

Mean 12+ Rank of Market's highest billing SAC/EZ: 7.2
Mean 25-54 Rank of Market's highest billing SAC/EZ: 7.7
Mean Revenue Rank of Market's highest billing SAC/EZ: 7.9

1988 Mean: 72.3
1987 Mean: 74.2
1986 Mean: 78.8

SOFT AC/EZ

MEDIUM MARKETS

STATION	MARKET	90 REV	REV SHARE	90 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WROW A/F	Albany-Schnt	1.9	8.7	11.8	14.0	6	1	6	62.1
KKJY	Albuquerque	0.6	3.3	5.2	5.7	8	7	9	57.9
WFMZ	Allentown	2.1	12.7	13.5	18.5	3	3	4	68.6
KGFM	Bakersfield	0.9	6.1	6.4	7.8	5	3	5	78.2
WEZN	Bridgeport	4.6	21.6	10.1	18.7	2	1	1	115.5
WDEF-F	Chattanooga	1.2	9.9	10.6	12.6	4	3	4	78.6
WVUD	Dayton	1.6	7.2	5.3	7.0	6	9	6	102.9
KJOI	Fresno	1.3	6.5	5.1	6.1	7	6	14	106.5
WOOD-F	Grand Rapids	2.8	11.5	9.5	12.6	4	3	4	91.3
WSPA-F	Greenville SC	1.3	6.1	7.6	9.4	7	7	8	64.9
KUMU A/F	Honolulu	2.0	9.5	10.1	10.7	3	2	3	88.8
WEJZ	Jacksonville	2.8	11.4	8.2	10.0	4	3	2	114.0
WEZK	Knoxville	1.5	10.3	9.6	10.6	4	5	4	97.2
KXTZ	Las Vegas	1.8	7.9	8.1	9.7	5	3	7	81.4
KEZQ	Little Rock	1.4	9.5	8.5	9.6	4	4	7	99.0
WEZI-F	Memphis	1.2	4.1	3.9	4.2	6	10	8	97.6
WZEZ	Nashville	2.0	6.1	7.7	8.8	6	5	4	69.3
KKNG	Okl City	1.6	6.8	8.4	9.1	6	6	6	74.7
KESY A/F	Omaha	1.4	6.7	11.3	12.8	7	1	2	52.3
WSSP	Orlando	2.3	5.0	6.0	7.2	9	7	8	69.4
WMGF	Orlando	2.9	6.3	3.9	4.7	8	10	8	134.0
WYLT A/F	Raleigh	1.7	6.3	5.0	6.5	8	8	5	96.9
WTVR A/F	Richmond	1.5	5.3	7.9	9.1	8	6	5	58.2
WRMM A/F	Rochester	2.0	7.7	7.0	8.2	7	6	6	93.9
WRHP	Syracuse	0.7	3.6	5.9	8.2	7	7	15	43.9
WLQR	Toledo	1.2	8.6	9.0	12.1	6	2	3	71.1
KKLD A/F	Tucson	1.8	10.6	7.1	8.5	5	5	5	124.7
KBEZ	Tulsa	1.2	6.0	7.8	8.9	9	5	7	67.4
WEAT A/F	West Palm	3.3	13.2	16.7	28.3	2	1	5	46.6
WKBN-F	Youngstown	1.1	14.0	8.8	11.2	6	3	5	125.0

30 Stations 1990 Mean: 84.4
 1990 Median: 80.0

Mean 12+ Rank: 4.7
 Mean 25-54 Rank: 5.8
 Mean Revenue Rank: 5.7

The means below are
 for EZ/Beautiful
 Music stations only:

1988 Mean: 73.5
 1987 Mean: 75.3
 1986 Mean: 76.1

SOFT AC/EZ

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KMLT	Amarillo	0.7	13.0	8.3	10.0	3	6	2	130.0
WROE	Appleton	0.75	9.3	5.9	8.5	4	5	4	109.4
KHEZ	Boise	0.38	4.6	5.9	6.6	7	6	6	69.7
WHBC-F	Canton	1.5	18.3	14.0	31.3	3	1	2	58.5
KRDO-F	Colo Sprgs	0.6	5.8	6.7	8.0	7	8	5	72.5
KRVR	Davenport-RI	0.7	7.3	7.1	8.5	7	6	5	85.9
KLYF	Des Moines	1.6	11.9	9.1	10.1	5	5	1	117.8
WRSA	Huntsville	0.9	9.1	10.8	12.9	4	3	3	70.5
WQLR	Kalamazoo	1.3	15.3	7.7	12.2	3	4	4	125.4
WNCE	Lancaster	1.7	24.6	11.9	28.3	2	1	2	86.9
WJIM-F	Lansing	0.7	5.4	7.8	10.7	5	4	5	50.5
WCOZ	Lexington	0.6	4.6	4.1	4.8	6	6	5	95.8
KEZG	Lincoln	0.65	7.6	5.4	6.9	6	6	6	110.1
WPEZ	Macon	1.0	11.4	9.0	10.8	3	3	3	105.6
WZID	Manchester	1.7	23.6	16.6	42.1	2	1	1	56.1
KBEE	Modesto	1.4	13.4	10.5	14.4	4	2	6	93.1
WMEZ	Pensacola	1.1	13.8	8.3	16.9	3	6	7	81.7
WSWT	Peoria	1.05	12.8	13.8	16.6	4	2	4	77.1
WPVR-F	Roanoke	1.2	9.0	12.0	14.1	5	2	3	63.8
WGER	Saginaw	0.7	6.5	7.2	9.0	6	7	5	72.2
WYEZ	South Bend	0.9	11.8	10.1	14.0	5	5	6	84.3
KXLY-F	Spokane	0.8	7.3	9.0	10.3	5	3	7	70.9
KTXR	Springfld MO	0.7	6.9	9.8	11.2	5	5	6	61.6
WLZW	Utica	0.5	6.3	5.4	6.9	7	7	4	91.3
KOEZ	Wichita	0.65	3.8	7.2	7.7	8	4	6	49.5
WSRS	Worcester	3.0	27.3	12.5	28.2	2	1	1	96.8
WFBG-F	Altoona	0.6	14.3	11.9	16.4	2	2	5	87.2
WFPG	Atlantic Cty	2.0	28.6	10.3	19.5	2	1	2	146.7
KOHZ	Billings	0.4	9.5	9.5	10.9	6	6	4	87.2
KDAL-F	Duluth	0.41	6.1	8.1	9.8	5	4	1	62.2
WQLH	Green Bay	0.72	8.7	8.5	15.3	5	4	3	56.9
KDEA	Lafayette LA	0.6	8.8	6.7	9.6	4	4	5	91.7
WEZY	Lakeland	1.6	23.5	11.8	38.4	2	3	4	61.2
KJOY	Stockton	0.75	9.3	5.0	21.0	4	4	3	44.3

34 Stations

1990 Mean: 83.1
1990 Median: 83.0

The means below are
for EZ/Beautiful
Music stations only:

Mean 12+ Rank: 4.0
Mean 25-54 Rank: 4.0
Mean Revenue Rank: 4.4

1988 Mean: 79.2
1987 Mean: 76.8
1986 Mean: 81.4

OLDIES

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WFOX	Atlanta	9.4	8.2	5.7	6.4	6	7	3	128.1
WQSR	Baltimore	6.6	10.6	5.0	6.7	6	8	3	158.2
WODS	Boston	8.0	6.6	4.5	5.3	6	8	2	124.5
WHTT	Buffalo	3.0	9.9	5.9	6.8	5	8	2	145.6
WWMG	Charlotte	2.1	6.3	4.7	5.8	7	6	4	108.6
WJMK	Chicago	11.0	4.7	3.2	3.6	7	8	6	130.6
WGRR	Cincinnati	2.4	4.4	5.7	6.3	9	6	3	70.0
KLUV	Dallas	6.5	4.8	3.3	3.6	8	10	7	133.3
KXKL A/F	Denver	7.0	10.0	6.4	7.2	3	3	1	138.9
WOMC	Detroit	6.7	5.6	3.1	3.5	9	12	2	160.0
WDRC A/F	Hartford	5.4	13.6	6.8	9.9	3	5	2	137.4
KLDE	Houston	5.5	4.4	3.5	4.0	10	13	6	110.0
WKLR	Indianapolis	5.0	9.9	6.4	7.0	4	7	5	141.4
KRTH	Los Angeles	18.0	4.3	2.5	2.8	10	17	7	153.6
KODJ	Los Angeles	9.0	2.2	2.0	2.2	18	19	10	100.0
WMXJ	Miami	9.2	8.6	4.0	4.4	2	15	5	195.4
WZTR	Milwaukee	2.0	4.5	4.0	4.5	10	8	3	100.0
KQQL	Minneapolis	3.9	5.1	4.4	5.1	7	9	6	100.0
KLXK	Minneapolis	3.5	4.5	3.9	4.6	8	8	7	98.0
WCBS-F	New York	25.5	7.6	4.7	5.3	2	3	1	143.4
WOGL-F	Philadelphia	7.2	5.1	4.5	5.2	8	7	2	98.1
COOL A/F	Phoenix	6.7	9.3	5.5	5.9	3	6	10	157.6
WWSW A/F	Pittsburgh	7.0	12.9	7.0	7.7	3	4	2	167.5
KKSN-F	Portland	2.8	5.8	4.8	5.0	8	8	6	116.0
WWBB	Providence	3.1	11.4	6.2	8.1	5	5	4	140.7
KHYL	Sacramento	3.6	6.4	5.0	6.5	7	8	5	98.5
KLOU	St. Louis	3.7	5.2	3.8	4.1	9	9	5	126.8
KSMG	San Antonio	3.3	8.3	5.2	5.7	4	4	2	145.6
KCBQ A/F	San Diego	4.8	5.2	4.4	5.1	10	9	6	102.0
KYA/KSFO	San Francisco	10.0	5.4	3.7	4.2	8	8	6	128.6
KBSG A/F	Seattle	5.0	5.6	3.3	3.7	7	14	8	151.4
WXTR	Washington	7.4	4.8	2.9	3.4	12	17	9	141.2
32 Stations		1990 Mean:		129.7		1988 Mean:		126.6	
		1990 Median:		132.0					
Median 12+ Rank:		8.7							
Median 25-54 Rank:		4.5							
Median Revenue Rank:		7.0							

OLDIES

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KZKL	Albuquerque	0.9	5.0	6.4	7.0	6	5	3	71.4
KERN-F	Bakersfield	0.7	4.8	3.7	4.5	7	8	8	106.7
WYMJ	Dayton	1.4	6.3	4.6	6.1	7	10	7	103.3
KOFX	El Paso	0.73	5.6	6.4	7.2	6	6	4	77.8
KFSO	Fresno	2.2	11.0	5.1	6.1	4	9	5	180.3
WODJ	Grand Rapids	1.8	7.4	6.1	8.1	7	5	2	81.1
WMQX	Greensboro	1.5	6.4	4.1	4.9	6	6	3	130.6
WKQL	Jacksonville	2.5	10.2	6.4	7.8	5	4	1	130.8
KUDA	Las Vegas	1.4	6.2	5.1	6.1	7	8	5	101.6
KOLL	Little Rock	1.3	8.8	7.7	8.7	5	5	2	101.1
WRKA	Louisville	1.9	7.0	5.6	6.3	6	8	5	111.1
KLTE	Okla City	1.4	6.0	4.8	5.2	8	10	4	115.4
KGOR	Omaha	1.9	9.5	6.8	7.7	6	7	4	123.4
WOCL	Orlando	5.6	12.1	7.3	8.7	3	4	1	139.1
WTRG	Raleigh	2.2	8.2	5.1	6.6	6	9	6	124.2
WVGO	Richmond	1.3	4.6	3.6	4.1	9	9	9	112.2
WKLX	Rochester	2.3	8.8	6.5	7.6	6	8	5	115.8
WSEN A/F	Syracuse	1.3	6.7	4.8	6.7	6	6	5	100.0
KWFM A/F	Tucson	2.6	15.3	8.8	10.5	3	3	2	145.7
KQLL	Tulsa	1.4	7.0	5.3	6.1	6	7	5	114.8
WOLL	West Palm	1.5	6.0	2.7	4.6	7	9	5	130.4
WBBG	Youngstown	1.3	11.8	9.7	12.4	4	2	1	95.2

22 Stations

1990 Mean: 114.2
1990 Median: 111.7

Data from previous years is not available.

Mean 12+ Rank: 6.7
Mean 25-54 Rank: 4.2
Mean Revenue Rank: 5.9

OLDIES

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KLTB	Boise	0.78	9.4	5.2	5.9	5	7	3	159.3
KKRQ	Cedar Rpds	1.0	12.8	12.2	15.3	4	3	1	83.7
WXLY	CharlestonSC	0.7	6.6	4.0	4.8	7	9	3	137.6
WLZT	CharlestonWV	0.6	6.7	6.5	7.3	5	5	4	91.8
WOMG	Columbia SC	1.0	7.1	4.6	5.3	6	9	5	134.0
KUUL	Davenport	1.3	13.5	9.85	11.8	4	4	2	114.4
KDMG	Des Moines	0.9	6.7	5.0	5.6	6	8	6	119.6
WBYS	Fort Wayne	1.25	10.5	9.1	10.9	5	4	3	96.3
WWKL	Harrisburg	1.5	10.6	5.7	8.9	4	4	2	115.7
WIBM	Lansing	0.9	6.9	4.5	6.2	4	7	6	111.3
WTKT	Lexington	0.8	6.2	5.1	6.0	5	7	6	103.3
KLDZ	Lincoln	0.6	7.1	6.7	8.6	7	10	7	82.6
WOLX	Madison	1.8	11.8	9.3	11.3	4	2	1	104.4
WBAM	Montgomery	0.72	7.7	5.2	5.9	5	6	6	130.5
WKMQ	Rockford	2.0	24.4	12.8	18.8	2	3	2	129.8
WUUU	Utica	0.8	10.0	9.0	11.4	4	4	1	87.7

16 Stations

1990 Mean: 112.6
1990 Median: 112.6

Data from previous years is not available

Mean 12+ Rank: 5.8
Mean 25-54 Rank: 3.6
Mean Revenue Rank: 4.8

AOR

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WKLS	Atlanta	10.5	9.2	6.4	7.1	4	6	6	129.6
WIYY	Baltimore	7.2	11.6	6.7	9.0	4	3	4	128.9
WBCN	Boston	14.9	12.4	5.7	6.7	2	4	1	185.1
WGR-F	Buffalo	3.1	10.2	7.7	8.9	4	7	6	114.6
WRFX	Charlotte	4.6	13.9	7.6	9.4	2	4	3	147.9
WLUP-F	Chicago	19.5	8.4	4.3	4.8	2	4	4	175.0
WXRT	Chicago	7.3	3.1	3.0	3.4	13	13	9	91.2
WEBN	Cincinnati	7.7	14.0	10.1	11.3	2	2	2	123.9
WMMS	Cleveland	8.0	14.4	8.4	9.5	2	1	1	151.6
WLVQ	Columbus	6.0	14.3	7.2	8.5	4	3	2	168.2
KTXQ	Dallas	6.8	5.0	4.3	4.6	7	7	4	108.7
KBCO A/R	Denver	8.0	11.4	6.2	7.0	2	9	4	162.9
KBPI	Denver	3.0	4.3	5.3	6.0	8	5	7	71.7
KLZ/KAZY	Denver	2.8	4.0	5.1	5.7	10	10	10	70.2
WLLZ	Detroit	7.1	6.0	3.8	4.2	7	14	11	142.9
WRIF	Detroit	5.2	4.4	3.5	3.9	12	10	10	112.8
WHCN	Hartford	3.5	8.8	5.8	8.4	4	7	6	104.7
KLOL	Houston	9.6	7.7	6.8	7.7	6	4	3	100.0
WFBQ	Indianapolis	10.2	20.3	14.9	16.3	1	1	1	124.5
KYYS	Kansas City	4.0	9.3	6.0	6.5	5	2	2	143.1
KLOS	Los Angeles	25.8	6.2	4.0	4.5	5	5	2	137.8
KROQ	Los Angeles	12.7	3.0	3.0	3.4	16	9	13	88.2
WSHE	Miami	3.9	3.7	2.7	3.0	14	14	15	123.3
WLZR A/F	Milwaukee	2.9	6.5	5.1	5.7	7	7	13	114.0
KQRS A/F	Minneapolis	9.6	12.5	9.6	11.3	2	2	2	110.6
KTCZ	Minneapolis	2.5	3.2	4.0	4.7	10	10	8	68.1
WRNO	New Orleans	1.7	5.5	3.6	4.0	7	12	12	137.5
WNEW-F	New York	19.6	5.8	3.8	4.3	8	8	3	134.9
WNOR A/F	Norfolk	4.6	14.5	8.2	9.0	1	3	2	161.1
WMMR	Philadelphia	16.6	11.7	7.6	8.8	2	2	1	133.0

AOR

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KUPD	Phoenix	4.4	6.1	6.8	7.3	5	3	4	83.6
KDKB	Phoenix	3.4	4.7	3.9	4.2	8	14	6	111.9
WDVE	Pittsburgh	6.0	11.0	9.1	10.0	4	2	1	110.0
KINK	Portland OR	5.3	11.0	6.3	7.1	4	4	2	154.9
KGON	Portland OR	3.7	7.6	5.2	5.9	6	10	9	128.8
WHJY	Providence	4.0	14.7	8.0	10.5	2	3	3	140.0
KCAL	Riverside-SB	2.7	14.0	3.1	8.2	4	7	10	170.7
KZAP	Sacramento	4.8	8.6	6.2	8.0	4	5	2	107.5
KRXQ	Sacramento	3.9	7.0	8.2	10.6	6	2	7	66.0
KSHE	St. Louis	7.4	10.3	8.5	9.1	2	2	2	113.2
KZEP	San Antonio	2.2	5.5	4.4	4.8	8	6	3	114.6
KGB	San Diego	10.0	10.7	6.3	7.2	3	8	5	148.6
XTRA-F	San Diego	7.1	7.6	4.8	5.6	6	7	12	135.7
KRQR	San Francisco	6.7	3.6	2.9	3.3	10	9	7	109.1
KFOG	San Francisco	6.0	3.3	2.5	2.8	12	10	5	117.9
KISW	Seattle	4.6	5.2	4.7	5.2	8	7	6	100.0
KZOK A/F	Seattle	3.8	4.3	4.5	4.9	10	6	3	87.8
WYNF	Tampa	5.5	9.4	6.3	7.5	5	5	3	125.3
WWDC	Washington	9.0	5.9	3.2	3.8	8	7	7	155.3
WHFS	Washington	3.7	2.4	2.6	3.1	16	15	14	77.4

50 Stations	1990 Mean:	122.5	1988 Mean:	123.0
	1990 Median:	123.6	1987 Mean:	120.7
			1986 Mean:	111.3

Mean for Markets highest billings AOR's:	132.3
Mean for #2 and #3 AOR's:	94.4
Mean 12+ Rank of Market's highest billing AOR's:	5.3
Mean 25-54 Rank of Market's highest billing AOR's:	4.3
Mean Revenue of Market's highest billing AOR's:	4.6

AOR

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WONE	Akron	2.6	19.0	5.9	17.7	2	3	4	107.3
WPYX	Albany	4.4	20.1	8.5	10.1	1	1	2	199.0
KZRR A/F	Albuquerque	2.1	11.7	7.3	8.0	4	6	4	146.3
WZZO	Allentown	3.0	18.2	11.6	16.0	2	2	2	113.8
KLBJ-F	Austin	3.2	13.3	9.1	10.9	2	2	3	122.0
KKBB	Bakersfield	1.2	8.1	4.8	5.8	3	6	6	139.6
WZRR	Birmingham	3.0	12.1	8.2	9.3	3	5	4	130.1
WTUE	Dayton	2.9	13.0	8.2	10.8	4	4	5	120.4
KLAQ	El Paso	1.5	11.5	11.0	12.3	2	3	2	93.5
KKDJ	Fresno	2.3	11.5	4.8	5.8	2	7	6	198.3
WLAV-F	Grand Rapids	3.0	12.3	6.7	8.9	3	7	5	138.2
WKRR	Greensboro	3.0	12.9	10.6	12.7	3	2	2	101.6
KPOI	Honolulu	1.5	7.1	6.2	6.6	5	6	10	107.6
WFYV A/F	Jacksonville	3.3	13.5	8.1	9.9	3	5	5	136.4
WIMZ A/F	Knoxville	1.9	13.0	10.1	11.2	3	4	3	116.1
KOMP	Las Vegas	2.3	10.1	5.3	6.3	3	7	6	160.3
KMJX	Little Rock	1.6	10.8	8.7	9.9	3	3	4	109.1
WQMF	Louisville	2.8	10.3	6.8	7.7	5	5	4	133.8
KRIX	McAllen	0.65	5.1	2.7	3.1	8	10	11	164.5
WEGR	Memphis	3.3	11.4	8.6	9.3	5	3	5	122.6
WKDF	Nashville	4.4	13.3	8.4	9.6	4	4	6	138.5
WPLR	New Haven	3.9	24.7	8.1	20.5	2	4	2	120.5
KATT	Okl City	2.6	11.1	8.5	9.2	2	2	2	120.7
KEZO A/F	Omaha	3.4	16.9	12.6	14.3	2	1	1	118.2
WHTQ	Orlando	4.1	8.9	6.6	7.9	4	5	6	112.7
WDIZ	Orlando	3.2	6.9	5.3	6.3	7	8	5	109.5
WRDU	Raleigh	5.1	19.0	10.0	13.0	1	1	1	146.2
WRXL	Richmond	4.6	16.3	10.1	11.6	3	5	4	140.5
WCMF	Rochester	5.5	21.1	15.9	18.7	1	1	1	112.8
KMBY	Salinas-Mont	1.3	10.3	5.1	8.5	4	3	2	121.2
WAQX	Syracuse	1.8	9.3	7.1	9.9	5	5	4	93.9
WIOT	Toledo	2.9	20.7	13.6	18.4	2	1	1	112.5
KLPX	Tucson	2.0	11.8	9.1	10.8	4	4	3	109.3
KMOD	Tulsa	3.3	16.4	10.8	12.4	1	3	2	132.3
WEZX	WB-Scranton	1.7	10.8	7.4	9.7	3	3	3	111.3
35 Stations		1990 Mean:		127.4		1988 Mean:		115.4	
		1990 Median:		120.7		1987 Mean:		105.4	
						1986 Mean:		112.6	
Mean 12+ Rank:		4.0							
Mean 25-54 Rank:		3.8							
Mean Revenue Rank:		3.2							

AOR

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KWHL	Anchorage	1.4	14.6	10.0	11.3	1	2	3	129.2
WAPL	Appleton	2.4	29.6	15.4	22.3	1	1	1	129.8
WRXR	Augusta GA	0.73	7.6	7.7	8.6	5	6	6	88.4
KJOT	Boise	0.9	10.8	8.6	9.7	3	4	5	111.3
WRQK	Canton	1.2	14.6	8.1	18.1	4	4	6	80.7
WAVF	CharlestonSC	1.8	17.0	6.8	8.2	2	6	4	207.3
WKLC	CharlestonWV	1.1	12.3	10.2	11.5	4	3	4	107.0
KILO	Colo Springs	0.9	8.7	7.5	9.0	4	4	6	96.7
WMFX	Columbia SC	1.9	13.5	7.3	8.4	4	4	4	160.7
KNCN	Crps Christi	0.95	11.4	7.9	8.9	5	6	5	128.1
WXLN	Davenport	1.6	16.7	12.4	14.9	2	3	4	112.1
KGGO A/F	Des Moines	2.3	17.0	14.5	16.1	2	1	2	105.6
WRKT	Erie	0.87	14.3	14.5	17.3	3	3	2	82.7
WXKE	Fort Wayne	0.9	7.6	8.1	9.7	6	5	3	78.4
WTPA	Harrisburg	1.5	10.3	7.3	11.4	3	4	3	90.4
WTAK-AM	Huntsville	0.55	5.6	5.5	6.5	6	5	4	86.2
WSTZ	Jackson MS	1.0	8.7	5.9	7.0	4	3	4	124.3
WKQQ	Lexington	2.5	19.2	12.8	15.0	2	3	4	128.0
KFMQ	Lincoln	1.2	14.1	9.8	12.6	3	4	4	111.9
WIBA-F	Madison	2.6	17.0	11.6	14.1	1	1	2	120.6
WGIR-F	Manchester	2.6	36.1	11.9	30.2	1	2	2	119.5
KDJK	Modesto	1.5	13.9	7.8	10.7	2	4	3	129.9
WXFX	Montgomery	0.6	6.4	6.2	7.1	6	5	7	90.1
WTKX	Pensacola	0.7	8.8	5.7	11.6	6	9	6	75.9
WTCT	Peoria	1.5	18.3	13.1	15.7	1	3	2	116.6
WBLM	PortlandME	2.0	19.6	13.9	16.9	2	2	2	116.0
WHEB	Portsmouth	2.5	28.5	9.4	24.4	2	2	2	116.4
WROV-F	Roanoke	1.7	12.7	7.8	9.2	3	4	5	138.0
WXRX	Rockford	0.55	6.7	8.4	12.3	5	4	5	54.5
WKQZ	Saginaw	0.9	8.4	9.3	11.7	5	4	4	71.8
WIXV	Savannah	1.5	16.1	10.6	12.3	2	4	3	130.9
WAOR	South Bend	0.75	9.9	8.6	12.0	6	6	3	82.5
KEZE	Spokane	1.2	11.0	8.2	9.4	4	5	4	117.0
KXUS	SpringfldMO	1.6	15.7	10.8	12.3	3	3	4	127.6
WGLF	Tallahassee	1.25	16.7	14.3	18.3	2	2	2	91.3
KDVV	Topeka	0.85	14.2	8.5	13.5	4	3	3	105.2
WOUR	Utica	1.4	17.5	11.2	14.2	1	1	1	123.2
KICT	Wichita	1.5	8.6	7.1	8.0	4	5	8	107.5
KRNA	Cedar Rapdids	0.9	11.5	9.5	11.9	5	6	5	96.6
WVRK	Columbus GA	0.8	10.8	8.9	10.7	5	2	3	100.9
KQDS	Duluth	0.6	9.0	7.8	9.4	3	5	6	95.7
KQWB-F	Fargo	1.0	14.5	17.0	19.8	3	1	3	73.2
WZZQ	Terre Haute	0.6	14.3	14.1	16.2	3	3	3	88.3
43 Stations		1990 Mean:		108.1		1988 Mean:		108.7	
		1990 Median:		107.5		1987 Mean:		101.3	
						1986 Mean:		104.3	
Mean 12+ Rank:		3.6							
Mean 25-54 Rank:		3.8							
Mean Revenue Rank:		3.3							

CLASSIC AOR/ROCK

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WZGC	Atlanta	6.9	6.1	4.1	4.6	8	12	8	132.6
WGRX	Baltimore	1.6	2.6	2.2	2.9	11	13	11	89.7
WZLX	Boston	6.7	5.5	3.7	4.4	10	7	5	125.0
WUFX	Buffalo	1.4	4.6	5.6	6.4	10	9	7	71.9
WCKG	Chicago	11.1	4.8	4.1	4.6	6	5	5	104.3
WNCX	Cleveland	5.0	9.0	5.8	6.5	4	5	3	138.5
WMGG	Columbus	3.0	7.1	4.9	5.8	5	6	5	122.4
KZPS	Dallas	5.9	4.4	3.0	3.2	9	14	8	137.5
KRFX	Denver	2.6	3.7	3.7	4.2	13	11	8	88.1
WCSX	Detroit	6.4	5.4	3.3	3.7	10	16	9	145.9
KZFX	Houston	6.4	5.2	3.7	4.2	8	7	5	123.8
KCFX	Kansas City	1.8	4.2	3.9	4.2	10	10	6	100.0
KLSX	Los Angeles	16.2	3.9	2.3	2.6	13	18	10	150.0
WKLH	Milwaukee	5.2	11.7	7.1	8.0	3	4	2	146.3
WXRK	New York	20.0	5.9	3.3	3.7	7	13	7	159.4
WAFX	Norfolk	3.6	11.4	8.0	8.8	4	4	4	129.5
WYSP	Philadelphia	11.8	8.3	6.2	7.2	3	4	2	115.3
KSLX A/F	Phoenix	3.9	5.4	4.1	4.4	6	5	2	122.7
WMYG	Pittsburgh	2.5	4.6	4.1	4.5	9	10	6	102.2
KSD	St. Louis	5.8	8.1	5.4	5.8	4	8	7	139.7
KLZX A/F	Salt Lake	3.1	9.7	6.6	7.2	4	6	2	134.7
KGMG	San Diego	2.2	2.4	1.8	2.1	14	17	16	114.3
KXRX	Seattle	5.2	5.9	4.5	5.0	6	9	5	118.0
WCXR	Washington	9.5	6.2	4.1	4.8	6	8	4	129.2

24 Stations

1990 Mean: 122.5
1990 Median: 124.4

Data from earlier years is not available

Mean 12+ Rank: 9.2
Mean 25-54 Rank: 6.1
Mean Revenue Rank: 7.6

COUNTRY

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WKHX A/F	Atlanta	6.8	6.0	5.0	5.6	9	9	9	107.1
WYAY/WYAI	Atlanta	6.0	5.3	5.6	6.2	10	5	5	85.5
WPOC	Baltimore	5.0	8.1	6.1	8.2	8	6	7	98.8
WYRK	Buffalo	2.4	7.9	8.6	10.0	7	2	4	79.0
WSOC A/F	Charlotte	6.1	18.4	14.6	18.0	1	1	1	102.2
WTDR	Charlotte	1.2	3.6	4.6	5.7	9	8	9	63.2
WUSN	Chicago	7.0	3.0	3.3	3.7	14	12	12	81.1
WUBE A/F	Cincinnati	3.5	6.4	4.9	5.5	6	11	10	116.4
WGAR	Cleveland	3.1	5.6	5.9	6.6	9	6	7	84.8
WHOK	Columbus	2.6	6.2	5.4	6.4	6	9	6	96.9
WBAP-AM	Dallas-FW	13.7	10.1	5.2	5.6	2	4	5	180.4
KSCS	Dallas-FW	11.8	8.7	8.3	8.9	4	1	2	97.8
KPLX	Dallas-FW	11.0	8.1	6.6	7.1	5	2	3	114.1
KYGO A/F	Denver	6.0	8.6	8.9	10.0	4	1	1	86.0
WCXI/WWWW	Detroit	6.8	5.7	5.7	6.3	8	3	5	90.5
WWYZ	Hartford	2.5	6.3	7.6	11.0	7	4	4	57.3
KIKK A/F	Houston	13.5	10.9	8.0	9.1	1	2	2	119.8
KILT A/F	Houston	13.5	10.9	8.5	9.6	1	1	1	113.5
WFMS	Indianapolis	5.8	11.5	12.1	13.2	3	3	2	87.1
WDAF-AM	Kansas City	5.2	12.1	11.2	12.0	1	1	1	100.8
KFKF	Kansas City	5.0	11.6	8.0	8.7	2	3	3	133.3
KLAC/KZLA	Los Angeles	17.0	4.1	3.0	3.4	11	14	18	120.6
WKIS	Miami	5.6	5.3	4.0	4.4	10	12	13	120.5
WMIL	Milwaukee	4.0	9.0	6.5	7.3	4	6	4	123.3
KEEY	Minneapolis	7.0	9.1	8.2	9.6	5	4	5	94.8
WNOE A/F	New Orleans	1.6	5.1	5.5	6.1	8	6	8	83.6
WYNY	New York	10.1	3.0	2.5	2.8	16	17	12	107.1
WCMS A/F	Norfolk	4.3	13.6	8.4	9.2	2	2	1	147.8
WXTU	Philadelphia	6.6	4.6	4.3	5.0	10	10	9	92.0

COUNTRY

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KNIX A/F	Phoenix	11.0	15.2	11.0	11.8	1	1	1	128.8
KMLE	Phoenix	3.6	5.0	4.5	4.8	7	6	6	104.2
WDSY	Pittsburgh	2.4	4.4	4.8	5.3	10	9	7	83.0
KUPL A/F	Portland OR	5.0	10.3	8.9	10.1	5	2	3	102.0
KFRG	Riverside-SB	3.0	15.5	4.9	12.8	3	4	2	121.1
KRAK A/F	Sacramento	9.8	17.5	11.3	14.6	1	1	1	119.9
WIL A/F	St. Louis	4.7	6.5	5.8	6.2	6	7	4	104.8
KKAT	Salt Lake	4.2	13.2	9.8	10.6	1	1	1	124.5
KKYX, KCYX	San Antonio	7.0	17.5	14.9	16.2	1	1	1	108.0
KAJA	San Antonio	2.5	6.3	5.7	6.2	6	3	5	101.6
KSON A/F	San Diego	8.0	8.6	6.6	7.6	4	3	2	113.2
KNEW, KSAN	San Francisco	12.3	6.7	4.0	4.5	6	6	7	148.9
KMPS A/F	Seattle	8.0	9.0	6.4	7.0	2	3	2	128.6
KRPM A/F	Seattle	2.5	2.8	3.2	3.5	12	13	10	80.0
WQYK A/F	Tampa	7.4	12.6	8.8	10.4	2	1	1	121.2
WMZQ A/F	Washington	15.0	9.8	6.3	7.4	1	3	2	132.4

45 Stations	1990 Mean:	106.8	1988 Mean:	108.3
	1990 Median:	104.8	1987 Mean:	114.4
			1986 Mean:	112.4

Mean for Market's highest billing Country stations: 108.7
 Mean for #2 and #3 Country stations: 99.2

Mean 12+ Rank of Market's highest billing Country stations: 5.2
 Mean 25-54 Rank of Market's highest billing Country stations: 4.8
 Mean Revenue Rank of Market's highest billing Country station: 5.4

COUNTRY

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WGNA A/F	Albany	3.0	13.7	10.4	12.3	3	2	1	111.4
KRST A/F	Albuquerque	3.3	18.3	12.9	14.1	2	1	2	129.8
WKKW AM	Allentown	0.9	5.4	4.7	6.4	6	5	4	84.4
KASE-F	Austin	4.7	19.6	16.7	19.9	1	1	1	98.5
KUZZ A/F	Bakersfield	3.0	20.4	18.9	23.0	1	1	1	88.7
WYNK A/F	Baton Rouge	2.7	22.1	12.4	17.0	1	1	1	130.0
WZZK A/F	Birmingham	6.0	24.3	16.0	18.1	1	1	1	134.3
WUSY	Chattanooga	2.8	23.1	14.5	17.3	1	1	1	133.5
WHKO	Dayton	2.7	12.1	8.9	11.7	5	3	2	103.4
KHEY A/F	El Paso	3.2	24.6	15.4	17.2	1	1	1	143.0
KNAX-F	Fresno	2.3	11.5	8.4	10.1	2	3	1	113.9
WCUZ A/F	Grand Rapids	4.0	16.4	10.1	13.4	1	2	3	122.4
WTQR	Greensboro	4.9	21.0	16.5	19.8	1	1	1	106.1
WESC A/F	Greenville SC	4.6	21.6	12.5	15.5	1	1	2	139.4
WSSL-F	Greenville SC	3.0	14.1	9.8	12.1	3	3	3	116.5
KDEO A/F	Honolulu	0.7	3.3	3.0	3.2	11	11	13	103.1
WQIK A/F	Jacksonville	4.3	17.6	10.3	12.6	2	2	3	139.7
WCRJ-F	Jacksonville	1.7	7.0	4.8	5.9	7	7	7	118.6
WIVK A/F	Knoxville	6.2	42.5	34.8	38.5	1	1	1	110.4
KFMS A/F	Las Vegas	3.5	15.4	11.0	13.2	1	1	1	116.7
KSSN	Little Rock	4.3	29.1	18.9	21.4	1	1	1	136.0
WAMZ	Louisville	5.0	18.5	15.6	17.7	2	1	1	104.5
KTEX	McAllen	2.0	15.6	15.3	17.1	2	2	1	91.2
WGKX	Memphis	5.9	20.3	11.0	12.0	1	2	2	169.1
WSIX-F	Nashville	5.7	17.3	11.8	13.4	1	3	1	129.1
WSM A/F	Nashville	5.3	16.1	12.0	13.7	2	2	2	117.5
KXXY A/F	Okl City	5.3	22.6	15.0	16.3	1	1	1	138.7
WOW A/F	Omaha	3.6	17.9	11.9	13.5	1	4	7	132.6
WWKA	Orlando	6.6	14.3	9.9	11.8	1	2	4	121.2
WQDR	Raleigh	3.2	11.9	7.3	9.5	3	3	2	125.3
WKHK-F	Richmond	2.5	8.8	9.2	10.6	5	3	2	83.0
WBEE-F	Rochester	2.6	10.0	10.4	12.2	5	3	2	82.0
KTOM A/F	Salinas-Mont	1.65	13.1	5.5	9.2	2	4	4	142.4
WTOD/WKKO	Toledo	3.0	21.4	12.5	16.9	1	2	1	126.6
KCUB/KIIM	Tucson	2.9	17.1	14.1	16.8	2	2	1	101.8
KWEN	Tulsa	3.0	14.9	11.1	12.7	1	1	1	117.3
KVOO A/F	Tulsa	2.0	10.0	10.3	11.8	4	3	6	84.7
WIRK	West Palm	3.2	12.8	5.6	9.5	3	4	2	134.7
WQXX	Youngstown	2.0	18.0	9.7	12.4	2	4	3	145.2
39 Stations			1990 Mean:		118.6		1988 Mean:		119.8
			1990 Median:		118.6		1987 Mean:		120.3
							1986 Mean:		120.1
Mean 12+ Rank:			2.3						
Mean 25-54 Rank:			2.2						
Mean Revenue Rank:			2.2						

COUNTRY

SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WYNE-AM	Appleton	0.55	6.8	4.9	7.1	6	7	6	95.8
WKXC	Augusta GA	0.85	8.9	8.6	9.7	4	4	4	91.8
KLVI/KYKR	Beaumont	2.2	30.6	14.0	17.1	1	1	1	178.9
KAYD A/F	Beaumont	1.3	18.1	12.1	14.8	3	2	1	122.3
WEZL	Charleston SC	2.5	23.6	12.4	14.8	1	1	1	159.4
KKCS A/F	Colo Sprngs	1.6	15.4	10.0	12.0	1	1	1	128.3
WCOS A/F	Columbia SC	3.1	22.0	15.2	17.5	1	2	2	125.7
KOUL	Crpus Chrsti	1.4	16.9	13.0	14.6	1	2	1	115.8
KRYS A/F	Crpus Chrsti	1.1	13.3	9.1	10.2	3	3	3	130.4
WLLR	Davenport	2.3	24.0	17.5	21.1	1	1	1	113.7
KJJY	Des Moines	1.8	13.3	11.0	12.2	4	4	4	109.0
WBTU	Fort Wayne	1.3	10.9	7.5	9.0	4	6	6	121.1
WTCR A/F	Huntington	2.3	33.8	30.4	39.0	1	1	1	86.7
WDRM	Huntsville	3.0	30.3	22.6	27.0	1	1	1	112.2
WMSI	Jackson MS	3.3	28.9	15.3	18.0	1	1	1	160.6
WXBQ	JC-Kngsport	1.7	16.8	18.7	22.8	3	2	2	73.7
WIOV	Lancaster	1.7	24.6	9.4	22.3	3	3	3	110.3
WITL A/F	Lansing	3.4	26.2	15.7	21.6	1	1	1	121.3
WVLK-F	Lexington	2.8	21.5	17.5	20.6	1	1	1	104.4
WTSO-AM	Madison	1.6	10.5	6.3	7.7	6	7	6	136.4
WKSJ A/F	Mobile	3.2	29.1	16.5	19.9	1	2	1	146.2
KMIX A/F	Modesto	1.5	13.9	8.7	12.0	2	3	1	115.8
KHAY	Oxnard	1.9	18.8	7.8	16.9	1	2	1	111.2
WOWW	Pensacola	1.6	20.0	10.7	21.8	1	2	1	91.7
WXCL A/F	Peoria	0.8	9.8	11.1	13.3	5	4	5	73.7
WOKQ	Portsmth NH	2.9	33.0	9.6	24.9	1	1	1	132.5
WYYD	Roanoke	1.9	14.2	11.4	13.4	2	3	1	106.0
WKCQ	Saginaw	2.0	18.7	12.1	15.3	2	2	2	122.2
KRMD A/F	Shreveport	2.1	23.9	16.1	19.8	1	2	1	120.7
KWKH A/F	Shreveport	1.6	18.2	9.9	12.1	2	3	5	150.4
KGA, KDRK	Spokane	2.2	20.2	13.3	15.2	1	2	1	132.9
WFRG A/F	Utica	1.1	13.8	9.4	11.9	2	3	3	116.0
KFDI A/F	Wichita	5.1	29.3	17.8	20.0	1	1	1	146.5
KZSN	Wichita	1.8	10.3	9.2	10.3	3	3	2	100.0
34 Stations			1990 Mean:		119.5	1988 Mean:	119.4		
			1990 Median:		118.4	1987 Mean:	115.5		
						1986 Mean:	117.2		
Mean 12+ Rank:		2.5							
Mean 25-54 Rank:		2.1							
Mean Revenue Rank:		2.1							

COUNTRY

VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KIXZ/KMML	Amarillo	1.0	18.5	17.6	21.1	1	1	1	87.7
KASH	Anchorage	0.95	9.9	7.1	8.0	5	5	2	123.8
WHWK	Binghamton	1.5	20.5	14.9	17.5	2	3	2	117.1
KQFC	Boise	0.58	7.0	7.8	8.8	6	3	2	80.0
WQBE A/F	Charleston WV	1.9	21.3	23.2	26.2	1	1	1	81.3
WYNG	Evansville	1.8	16.5	14.9	17.4	4	3	2	94.8
WNWN	Kalamazoo	1.5	17.6	11.4	18.1	2	5	3	97.5
KZKX	Lincoln	0.9	10.6	9.1	11.7	4	4	1	90.6
WDEN A/F	Macon	3.0	34.1	21.7	25.9	1	1	1	131.7
WLWI	Montgomery	2.8	29.8	16.6	18.9	1	2	2	157.7
WPOR A/F	Portland ME	2.4	23.5	14.8	18.0	1	1	1	130.6
WCHY A/F	Savannah	2.05	22.0	15.5	17.9	1	2	2	122.9
KTTS A/F	Springfld MO	3.9	38.2	23.0	26.2	1	1	1	145.8
WTNT	Tallahassee	1.4	18.7	18.7	24.0	1	1	1	77.9
KTPK	Topeka	1.3	21.7	15.7	24.9	2	1	2	87.1
WACO A/F	Waco	1.0	15.9	12.2	21.0	2	2	2	75.7
WVAM-AM	Altoona	0.5	11.9	10.0	13.8	5	3	4	86.2
WWNC	Asheville	2.5	46.3	22.2	41.2	1	1	1	112.4
KGHL	Billings	0.9	21.4	12.1	13.9	1	3	4	154.0
KCTR A/F	Billings	0.85	20.2	16.3	18.7	2	1	2	108.0
KHAK A/F	Cedar Rapids	1.6	20.5	16.5	20.7	2	2	2	99.0
WSTH A/F	Columbus GA	1.4	18.9	14.4	17.3	1	1	1	109.2
WAVC	Duluth	0.6	9.0	8.2	9.9	4	2	1	90.9
KFGO	Fargo	1.6	23.2	10.4	12.1	1	6	5	191.7
WKML	Fayttvllle NC	2.0	28.2	16.2	21.2	1	2	3	133.0
WGEE	Green Bay	1.0	12.0	8.6	15.5	2	3	5	77.4
WPCV	Lakeland	2.9	42.6	14.6	47.6	1	1	1	89.5
WTHI	Terre Haute	1.2	28.6	26.3	30.2	1	1	1	94.7
KOEL	Waterloo	0.8	20.5	17.0	25.7	2	1	1	79.8
WWQQ	Wilmngton NC	0.7	16.3	12.5	18.2	2	1	2	89.6

30 Stations	1990 Mean:	107.3	1988 Mean:	116.8
	1990 Median:	96.2	1987 Mean:	116.4
			1986 Mean:	110.3
Mean 12+ Rank:	2.1			
Mean 25-54 Rank:	2.0			
Mean Revenue Rank:	2.0			

NEWS/TALK AND TALK/NEWS

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
WNIR-F(T)	Akron	2.0	14.6	6.9	20.7	4	2	10	70.5
WQBK (T)	Albany	0.6	2.7	4.0	4.7	10	10	10	57.4
KGNC (T/N)	Amarillo	0.8	14.8	8.7	10.4	2	4	8	142.3
WGST (N/T)	Atlanta	6.0	5.3	3.6	4.1	10	11	12	129.3
KLBJ (N/T)	Austin	1.7	7.1	4.4	5.4	5	7	9	131.5
WBAL (N/T)	Bltmore	10.1	16.2	8.3	11.1	1	2	5	145.9
WJBO (T/N)	Btn Rge	1.1	9.0	4.5	6.3	4	9	10	142.9
WERC (T/N)	Brmnghm	1.2	4.9	5.6	5.7	6	6	8	86.0
WRKO (T)	Boston	12.9	10.7	7.1	8.4	3	2	8	127.4
WHDH (T)	Boston	5.5	4.6	4.2	4.9	11	12	15	93.9
WEEI (N)	Boston	7.0	5.8	4.0	4.7	9	10	14	123.4
WGN (T)	Chicago	38.0	16.8	8.8	9.9	1	1	3	164.6
WBBM (N)	Chicago	17.6	7.6	4.5	5.0	3	7	13	152.0
WLUP (T)	Chicago	7.9	3.4	3.0	3.4	12	20	14	100.0
WMAQ (N)	Chicago	8.7	3.7	2.2	2.5	10	18	20	148.0
WLS (T)	Chicago	4.4	1.9	1.9	2.1	20	19	21	90.5
WCKY (T/N)	Cincnti	2.3	4.2	4.3	4.8	10	12	14	87.5
WWWE (N/T)	Clevlnd	4.2	7.6	4.6	5.2	7	11	9	146.2
WERE (T/N)	Clevlnd	1.6	2.9	2.6	2.9	11	12	12	100.0
KRLD (N)	Dallas	12.0	8.9	5.1	5.5	3	6	10	161.8
KLIF (T)	Dallas	3.2	2.4	2.5	2.7	16	19	21	88.9
WOC (T/N)	Davnprt	1.0	10.4	9.1	11.0	5	5	8	94.5
KOA (N/T)	Denver	11.6	16.6	7.5	8.4	1	2	6	197.6
WWJ (N)	Detroit	10.0	8.4	5.3	5.8	3	4	14	144.8
WXYT (T)	Detroit	2.8	2.4	3.5	3.9	15	15	12	61.5
KMJ (N/T)	Fresno	3.2	16.0	10.2	12.2	1	2	3	131.1
WPOP (N/T)	Hartford	1.1	2.8	2.3	3.3	10	11	10	84.8
KHVH (N)	Honolulu	0.95	4.5	3.0	3.2	9	13	15	140.6
KTRH (N)	Houston	10.5	8.5	5.2	5.9	5	5	8	144.1
KPRC (T)	Houston	3.3	2.7	2.6	3.0	13	16	16	90.0
WOKV (T/N)	Jcksnvll	0.65	2.7	3.6	4.4	9	9	9	61.4
KCMO (N/T)	Kns City	3.6	8.4	6.3	6.8	6	6	12	123.5
KARN (N/T)	Ltl Rck	1.3	8.8	6.3	7.1	5	9	9	123.9
KABC (T)	Los Angls	39.5	9.2	4.6	5.2	1	3	15	176.9
KNX (N)	Los Angls	24.5	5.9	3.0	3.4	6	15	18	173.5
KFWB (N)	Los Angls	19.3	4.6	3.1	3.5	8	10	19	131.4
KFI (T)	Los Angls	6.5	1.6	1.6	1.8	21	21	20	88.9
WGIR (N/T)	Mnchster	1.6	22.2	5.0	13.0	3	4	4	170.8
WIOD (N/T)	Miami	6.0	5.7	5.7	6.3	7	4	8	90.5
WISN (T)	Milwkee	1.9	4.3	3.2	3.6	11	13	15	119.4
KSTP (T/N)	Minnpls	1.5	1.9	2.6	3.4	11	12	11	55.9
WLAC (T)	Nashville	1.2	3.6	3.3	3.8	9	11	13	94.7
WWL (N/T)	New Orlns	5.7	18.3	6.1	6.8	1	4	7	269.1
WINS (N)	New York	26.7	8.0	4.6	5.2	1	5	11	153.8
WFAN (T)	New York	23.0	6.8	2.9	3.3	4	14	7	206.1
WCBS (N)	New York	22.0	6.6	3.5	3.9	5	12	18	169.2
WOR (T)	New York	18.0	5.4	4.1	4.6	10	9	22	117.4
WABC (T)	New York	15.8	4.7	2.7	3.1	11	15	21	151.6

NEWS/TALK AND TALK/NEWS

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KTOK (N/T)	Okla Cty	2.5	10.7	6.1	6.6	3	11	12	162.1
WWNZ (T/N)	Orlando	1.4	3.0	4.0	4.8	12	12	12	62.5
KYW (N)	Philly	17.0	12.0	6.9	8.0	1	1	6	150.0
WWDB-F (T)	Philly	4.4	3.1	3.5	4.1	15	12	15	75.6
WIP (T)	Philly	4.0	2.8	2.1	2.4	16	18	14	116.7
KTAR (N/T)	Phoenix	10.1	10.9	8.1	8.7	2	2	8	125.3
KFYI (T)	Phoenix	1.8	2.5	3.1	3.3	15	13	11	75.8
WTAE (T/N)	Pittsbrg	3.6	6.6	5.7	6.3	6	7	11	104.8
KXL (N/T)	Portland	3.7	7.6	5.3	6.0	6	10	12	127.4
WPRO (N/T)	Provdnce	3.0	11.0	5.9	7.7	6	4	6	142.9
WHJJ (N/T)	Provdnce	2.6	9.6	5.1	6.7	7	7	11	143.3
KFBK (N/T)	Sacrmnto	8.5	15.2	9.8	12.7	2	1	4	119.7
KMOX (T/N)	St Louis	22.0	23.6	17.8	19.1	1	1	1	123.6
WOAI (N/T)	San Anton	5.5	13.8	5.3	5.8	2	7	7	237.9
KSDO (N/T)	San Diego	6.8	7.3	5.5	6.3	7	5	13	115.9
KGO (N/T)	San Fran	25.0	13.6	7.2	8.1	1	1	1	167.9
KCBS (N)	San Fran	15.7	8.6	5.0	5.6	2	5	9	153.6
KIRO (N/T)	Seattle	17.5	19.8	9.4	10.3	1	1	1	192.2
KING (T)	Seattle	2.1	2.4	2.8	3.1	17	15	13	77.4
KXLY (T/N)	Spokane	0.7	6.4	5.4	6.2	6	7	10	103.2
WFLA (T/N)	Tampa	2.9	5.0	4.2	5.0	9	7	10	100.0
KNST (N/T)	Tucson	1.4	8.2	3.8	4.5	6	7	6	182.2
WTOP (N)	Wshngton	12.0	7.8	3.8	4.5	3	9	13	173.3
WWRC (T)	Wshngton	2.5	1.6	2.1	2.5	18	18	19	64.0
WJNO (N/T)	West Palm	2.8	11.2	7.1	12.0	4	3	4	93.3
WILM (N/T)	Wlmngtn DE	1.3	12.6	3.7	12.2	4	10	16	103.3
WKBM (N/T)	Yngstown	1.5	13.6	10.3	13.1	3	5	7	103.8

75 Stations	1990 Mean:	126.1	1988 Mean:	126.3
	1990 Median:	123.9	1987 Mean:	130.2
			1986 Mean:	132.3

Mean for News and News/Talk Stations: 149.3
 Mean for Talk and Talk/News Stations: 101.1

Mean 12+ Rank for market leaders in format: 6.2
 Mean 25-54 Rank for market leaders in format: 8.9
 Mean Revenue Rank for market leaders in format: 4.9

FULL SERVICE/MOR/VARIETY

MAJOR MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WSB	Atlanta	13.4	11.7	6.8	7.6	1	8	10	153.9
WBZ	Boston	10.2	8.5	6.1	7.2	4	6	11	118.1
WBEN	Buffalo	4.4	14.5	8.1	9.4	1	10	10	154.3
WBT	Charlotte	3.9	11.7	6.8	8.4	3	7	10	139.3
WLW	Cincinnati	13.7	24.9	11.3	12.7	1	1	1	196.1
WKRC	Cincinnati	5.0	9.1	5.3	6.0	4	8	11	151.7
WTVN	Columbus	7.0	16.6	9.7	11.4	3	2	4	145.6
KHOW	Denver	2.7	3.8	2.9	3.3	12	15	13	115.2
WJR	Detroit	19.0	16.0	8.4	9.3	1	1	8	172.0
WTIC	Hartford	8.8	22.1	16.9	24.6	1	1	1	89.8
WIBC	Indianapolis	8.5	16.9	13.9	15.2	2	4	7	111.2
KMBZ	Kansas City	2.8	6.5	4.5	4.8	7	5	10	135.4
WTMJ	Miami	8.3	18.7	10.8	12.1	1	1	3	154.5
WCCO	Minneapolis	22.0	28.6	17.1	20.1	1	1	1	142.3
KDKA	Pittsburgh	9.0	16.5	13.3	14.6	1	1	3	113.0
KEX	Portland OR	5.6	11.6	7.8	8.8	2	6	7	131.8
KSL	Salt Lake	4.0	12.5	7.4	8.0	2	5	5	156.3
KFMB	San Diego	10.3	11.1	5.3	6.1	1	4	9	182.0
KNBR	San Francisco	13.0	7.1	4.0	4.5	3	3	2	157.8
KOMO	Seattle	6.2	7.0	5.0	5.5	5	4	8	127.3
WMAL	Washington	14.2	9.2	5.2	6.1	2	6	9	150.8
21 Stations		1990 Mean:		143.0		1988 Mean:		154.7	
		1990 Median:		147.0		1987 Mean:		148.5	
						1986 Mean:		151.5	
Mean 12+ Rank:		4.6							
Mean 25-54 Rank:		6.6							
Mean Revenue Rank:		2.7							

FULL SERVICE/MOR/VARIETY

MEDIUM MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WAKR	Akron	2.3	16.8	5.3	15.9	3	10	10	105.7
WGY	Albany	3.8	17.4	9.4	11.2	2	3	4	155.4
KKOB	Albuquerque	3.4	18.8	11.0	12.0	1	2	5	156.7
WHIO	Dayton	3.0	13.4	7.8	10.3	3	2	9	130.1
WOOD	Grand Rpds	2.1	8.6	5.3	7.1	5	11	10	121.1
WSJS	Greensboro	1.9	8.2	4.9	5.9	4	7	9	139.0
WHAS	Louisville	6.9	25.5	15.2	17.2	1	2	2	148.3
WELI	New Haven	2.3	14.6	9.6	24.2	3	2	8	60.3
KFAB	Omaha	3.4	16.9	13.2	15.0	2	3	5	112.7
WDBO	Orlando	2.0	4.3	5.7	6.8	10	9	11	63.2
WPTF	Raleigh	2.6	9.7	6.9	8.9	4	5	7	109.0
WRVA	Richmond	5.2	18.4	11.3	13.0	1	1	5	141.5
WHAM	Rochester	3.0	11.5	8.9	10.5	4	4	8	109.5
WSYR	Syracuse	3.5	18.1	9.4	13.1	2	3	6	138.2
WSPD	Toledo	1.1	7.9	6.1	8.2	7	7	10	96.3
KRMG	Tulsa	2.6	12.9	10.0	11.5	3	2	3	112.2
WARM	WB-Scrnton	1.8	11.5	6.5	8.6	2	2	6	133.7
WDEL	Wilmngtn DE	1.6	15.5	5.4	17.8	3	7	15	87.1

18 Stations	1990 Mean:	117.8	1988 Mean:	128.0
	1990 Median:	116.9	1987 Mean:	128.5
			1986 Mean:	138.0

Mean 12+ Rank: 4.6
 Mean 25-54 Rank: 7.2
 Mean Revenue Rank: 3.3

FULL SERVICE/MOR VARIETY

SMALL AND VERY SMALL MARKETS

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHAR</u> <u>AS % OF</u> <u>AUD SHARE</u>
WHBY	Appleton	1.05	13.0	6.5	9.4	3	4	4	138.3
WNBF	Binghamton	1.13	15.5	15.4	18.1	4	2	5	85.6
KBOI	Boise	1.2	14.5	7.9	8.9	2	4	3	162.9
WHBC	Canton	2.2	26.8	9.5	21.3	1	3	4	125.8
WHO	Des Moines	3.2	23.7	13.6	15.1	1	3	5	157.0
WIKY A/F	Evansville	2.4	22.0	21.2	24.8	1	2	4	88.7
WFDF	Flint	0.7	6.7	6.3	10.9	4	5	8	61.5
WOWO A/F	Fort Wayne	1.7	14.3	9.5	11.4	3	3	5	125.4
WHP	Harrisburg	1.4	9.6	6.2	9.7	5	6	8	99.0
WKZO	Kalamazoo	1.1	12.9	8.0	12.7	5	3	5	101.6
WVLK	Lexington	1.6	12.3	7.4	8.7	4	5	7	141.4
KFOR	Lincoln	2.0	23.5	12.0	15.4	1	2	5	152.6
WIBA	Madison	1.7	11.1	6.7	8.2	5	8	7	135.4
WCOA	Pensacola	0.7	8.8	6.2	12.7	6	7	8	69.3
WMBD	Peoria	1.2	14.6	9.3	11.2	3	5	7	130.4
WGAN	Portland ME	0.7	6.9	5.6	6.8	5	5	7	101.5
WROK	Rockford	1.9	23.2	11.9	17.5	3	2	3	132.6
WSGW	Saginaw	1.5	14.0	11.2	14.1	4	3	6	99.3
WSBT	South Bend	1.0	13.2	15.3	21.3	4	2	8	62.0
WTAG	Worcester	1.7	15.5	8.2	18.6	4	3	4	83.3
WSBA	York	2.4	18.9	7.6	16.6	2	6	10	113.9
WFBG	Altoona	0.51	12.1	7.9	10.9	4	5	3	111.0
WJBC	Bloomington	2.2	46.8	26.1	46.9	1	1	1	99.8
WMT	Cedar Rpd	2.1	26.9	16.2	20.3	1	1	5	132.5
KDAL	Duluth	0.65	9.7	10.4	12.6	2	2	5	77.0
WDAY	Fargo	0.75	10.9	9.7	11.3	6	5	5	96.5
WFNC	Fayetteville	0.5	7.0	4.8	6.3	5	5	7	111.1
WDUZ	Green Bay	0.83	10.0	7.8	14.1	4	5	6	70.9

28 Stations	1990 Mean:	109.5	1988 Mean:	120.8
	1990 Median:	106.3	1987 Mean:	122.1
			1986 Mean:	125.3

Mean 12+ Rank: 3.8
 Mean 25-54 Rank: 5.4
 Mean Revenue Rank: 3.3

BLACK/URBAN

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WVEE	Atlanta	10.9	9.6	14.3	16.0	3	1	1	60.0
WFXA	Augusta GA	1.1	11.5	14.2	15.9	3	2	3	72.3
WXYV	Baltimore	6.9	11.1	8.8	11.8	5	1	1	94.1
WWIN A/F	Baltimore	1.7	2.7	3.5	4.7	10	9	9	57.4
KQXL	Baton Rouge	0.9	7.4	11.1	15.2	6	3	2	48.7
WXOK AM	Baton Rouge	0.5	4.1	8.3	11.4	8	4	4	36.0
WENN	Birmingham	2.3	9.3	12.0	13.6	5	2	3	68.4
WBLK	Buffalo	0.8	2.6	5.9	6.8	11	4	8	38.2
WWWZ	Charlestrn SC	1.0	9.4	7.4	8.9	5	3	8	105.6
WGIV/WPEG	Charlotte	3.1	9.3	11.5	14.2	5	2	2	65.5
WJTT	Chattanooga	0.6	5.0	7.8	9.3	7	5	5	53.8
WGCI A/F	Chicago	16.0	6.9	8.0	9.0	4	2	1	76.7
WVAZ	Chicago	11.9	5.1	5.0	5.6	5	6	2	91.1
WIZF	Cincinnati	1.5	2.7	6.3	7.0	12	4	4	38.6
WZAK	Cleveland	4.8	8.6	7.4	8.3	6	2	5	103.6
WWDM	Columbia SC	2.4	17.0	16.7	19.2	2	1	1	88.5
WVCO-AM	Columbus OH	0.9	2.1	4.4	5.2	9	8	7	40.4
KKDA	Dallas	9.4	7.0	5.8	6.3	6	4	6	111.1
KJMZ	Dallas	2.4	1.8	4.5	4.8	17	9	17	37.5
WDAO-AM	Dayton	0.5	2.2	4.0	5.3	10	8	8	41.5
WJLB-F	Detroit	11.0	9.3	7.3	8.1	2	2	1	114.8
WDZZ	Flint	1.9	18.1	11.7	20.2	3	3	2	89.6
WJMH	Greensboro	1.3	5.6	7.6	9.1	7	3	4	61.5
WQMG	Greensboro	1.1	4.7	5.4	6.5	8	4	7	72.3
WLWZ	Greenville SC	0.9	4.2	6.3	7.8	8	5	5	53.8
KYOK/KMJQ	Houston	12.3	9.9	8.9	10.1	3	1	4	98.0
WTLC	Indianapolis	3.2	6.4	8.6	9.4	7	5	4	68.1
WJMI	Jackson MS	2.2	19.3	15.9	18.7	2	2	2	103.2
WHJX	Jacksonville	1.0	4.1	5.8	7.1	8	6	7	57.7
KPRS	Kansas City	2.1	4.9	6.8	7.3	9	7	8	67.1
WCKU	Lexington	0.5	3.8	10.3	12.1	7	4	3	31.4
KIPR	Little Rock	1.0	6.8	9.4	10.7	7	2	6	63.6
KKBT	Los Angeles	7.7	1.8	1.9	2.1	20	13	13	85.7
KJLH	Los Angeles	5.8	1.4	1.8	2.0	22	29	25	70.0
KACE	Los Angeles	4.1	1.0	1.3	1.5	23	27	22	66.7
WLOU	Louisville	0.8	3.0	5.1	5.8	8	9	9	51.7
WPGA	Macon	0.65	7.4	8.5	10.2	4	5	4	72.5
WIBB/WFXM	Macon	0.6	6.8	9.5	11.4	5	4	5	59.6
WDIA/WHRK	Memphis	4.3	14.8	23.6	25.6	4	1	1	57.8
KHUL	Memphis	0.63	2.2	4.9	5.3	10	8	7	41.5
WEDR	Miami	2.5	2.4	4.0	4.4	18	2	2	54.5
WBLX-F	Mobile	2.0	18.8	17.6	21.3	2	1	2	88.3
WZHT	Montgomery	0.8	8.5	21.8	24.8	4	1	1	34.3
WVOL/WQQK	Nashville	1.5	4.5	9.1	10.4	8	4	6	43.3
WNHC-AM	New Haven	0.5	3.2	3.4	8.6	5	9	12	37.2

BLACK/URBAN

ALL MARKET SIZES

STATION	MARKET	90 REV	REV SHARE	90 AUD SHARE	ADJ AUD SHARE	REV RANK	12+ RANK	25-54 RANK	REV SHARE AS % OF AUD SHARE
WQUE A/F	New Orleans	3.1	10.0	9.7	10.8	3	2	2	92.6
WYLD-F	New Orleans	3.0	9.6	13.7	15.2	4	1	1	63.2
WRKS	New York	13.3	4.0	4.8	5.4	13	1	7	74.1
WBLS	New York	12.9	3.8	3.8	4.3	14	10	5	88.4
WBSK/WOWI	Norfolk	2.7	8.5	10.5	11.5	7	1	6	73.9
WMYK	Norfolk	1.6	5.0	5.2	5.7	10	9	7	87.7
WJHM	Orlando	4.0	8.7	9.5	11.4	5	1	2	76.3
WUSL	Philadelphia	10.6	7.5	6.6	7.6	4	3	4	98.7
WDAS A/F	Philadelphia	5.4	6.3	5.2	6.0	13	9	7	105.0
WAMO A/F	Pittsburgh	2.0	3.7	5.9	6.5	11	4	7	56.9
WQOK	Raleigh	2.0	7.4	8.1	10.5	7	2	3	70.5
WFXC	Raleigh	0.8	3.0	5.9	7.7	11	4	8	39.0
WCDX	Richmond	2.2	7.8	10.9	12.5	6	2	1	62.4
WPLZ	Richmond	2.0	7.1	6.8	7.8	7	8	8	91.0
WDKX	Rochester	0.9	3.5	4.9	5.8	9	7	7	60.3
WTLZ	Saginaw	0.65	6.1	7.8	9.8	7	5	6	62.2
KMJM	St. Louis	5.2	7.2	7.2	7.7	5	5	6	93.5
KATZ A/F	St. Louis	1.6	2.2	3.8	4.1	11	9	11	53.7
KSOL	San Francisco	6.5	3.5	3.0	3.4	11	11	14	102.9
WEAS	Savannah	1.15	12.4	18.3	21.2	4	1	1	58.8
KDKS	Shreveport	0.77	8.8	13.4	16.4	5	1	2	53.7
KMJJ	Shreveport	0.5	5.7	10.6	13.0	7	3	4	43.8
WANM AM	Tallahassee	0.7	9.3	12.4	15.9	5	3	5	58.5
WFHT	Tallahassee	0.5	6.7	7.9	10.1	7	4	3	66.3
WKYS	Washington	9.8	6.4	5.9	7.0	5	2	1	91.4
WHUR	Washington	5.3	3.5	3.8	4.5	14	11	8	77.8
WMMJ	Washington	2.4	1.6	2.8	3.3	19	16	12	48.5
WOL AM	Washington	2.2	1.4	1.6	1.9	20	22	21	73.7
WDJY	Washington	1.6	1.1	1.3	1.5	21	23	21	73.3
WOKS/WFXE	Columbus GA	1.15	15.5	20.0	24.0	3	1	1	64.6
WZFX	Fayetteville NC	1.4	19.7	20.6	27.0	3	1	1	73.0
KFXZ	Lafayette LA	0.66	9.7	12.7	18.3	3	2	4	53.0
WZFX	Wilmington NC	0.43	10.0	8.6	12.5	5	5	5	80.0

78 Stations

1990 Mean: 68.5

1990 Median: 66.7

1988 Mean: 76.7

1987 Mean: 76.0

1986 Mean: 77.4

Mean for Market's highest billing Black/Urban station: 69.6

Mean for other Black/Urban stations: 65.6

Mean 12+ Rank for market's highest billing Black/Urban station: 3.7

Mean 25-54 Rank for market's highest billing Black/Urban station: 4.4

Mean Revenue Rank for market's highest billing Black/Urban station: 6.3

IMPORTANT NOTE: My confidence level for the Classical, Hispanic, Nostalgia and Jazz/New AC formats is quite low. This is caused by the relatively low number of stations in the sample. I urge you to use this data with caution.

CLASSICAL

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
KHFM	Albuquerque	0.38	2.1	2.9	3.2	12	12	13	65.6
KLEF	Anchorage	0.45	4.7	6.8	7.6	9	6	4	61.8
KIWI	Bakersfield	0.27	1.9	2.0	2.4	10	13	18	79.2
WCRB	Boston	2.9	2.4	1.9	2.2	15	16	20	109.1
WNIB	Chicago	3.3	1.4	1.5	1.7	23	21	22	82.4
WFMT	Chicago	3.0	1.3	1.4	1.6	24	24	22	81.3
WCLV	Cleveland	1.4	2.5	2.2	2.5	12	14	18	100.0
KVOD	Denver	1.8	2.6	2.8	3.2	15	14	18	81.3
WQRS	Detroit	2.4	2.0	1.9	2.1	17	21	23	95.2
KXTR	Kansas City	0.6	1.4	2.3	2.4	15	15	15	58.3
KKGO	Los Angeles	3.5	0.8	1.4	1.6	25	24	27	50.0
WTMI	Miami	3.7	4.1	2.6	2.9	15	17	19	141.4
WFMR	Milwaukee	0.7	1.6	2.3	2.6	14	14	15	61.5
WNCN	New York	5.7	1.7	1.5	1.7	20	25	23	100.0
WQXR	New York	5.4	1.6	1.5	1.7	21	24	28	94.1
WFLN	Philadelphia	3.9	2.8	2.7	3.1	17	17	17	90.3
KONC	Phoenix	1.1	1.5	1.4	1.5	16	19	25	100.0
KFUO	St. Louis	1.0	1.4	1.7	1.8	14	15	15	77.8
KBOQ	Salinas-SC	0.75	6.0	3.7	6.2	7	5	7	96.8
KFSD	San Diego	3.3	3.6	3.7	4.2	13	10	9	85.7
KDFC A/F	San Francisco	3.0	1.6	2.5	2.8	18	16	14	57.1
KKHI A/F	San Francisco	2.9	1.6	2.0	2.2	19	21	28	72.7
KING-F	Seattle	2.6	2.9	3.5	3.8	11	11	18	76.3
WGMS A/F	Washington	5.8	3.8	2.9	3.4	13	14	17	111.8
24 Stations		1990 Mean:		84.6		1988 Mean:		109.0	
		1990 Median:		81.9		1987 Mean:		113.0	
						1986 Mean:		124.6	
Mean 12+ Rank:		15.2							
Mean 25-54 Rank:		18.1							
Mean Revenue Rank:		14.8							

HISPANIC

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KWAC	Bakrsfield	1.2	8.2	6.5	7.9	4	5	4	103.8
KAFY	Bakrsfield	0.6	4.1	5.1	6.2	8	4	3	67.2
WIND/WOJO	Chicago	7.4	3.2	2.8	3.1	15	13	13	103.2
KUNO	Crps Chrsti	1.0	12.0	7.4	8.3	4	4	6	144.6
KBNA A/F	El Paso	1.4	10.8	6.5	7.3	3	5	5	147.9
KAMA	El Paso	1.1	8.5	5.2	5.8	5	11	12	146.6
KGST	Fresno	1.0	5.0	2.9	3.5	10	11	9	142.9
KLAT	Houston	2.5	2.0	1.6	1.8	16	19	21	111.1
KXYZ	Houston	1.6	1.8	1.4	1.6	17	17	19	112.5
KTNQ/KLVE	Los Angeles	19.0	4.5	5.6	6.3	9	2	2	71.4
KWKW	Los Angeles	8.0	1.9	3.4	3.8	19	6	6	50.0
KALI	Los Angeles	3.0	0.7	1.1	1.2	27	31	30	58.3
KGBT	McAllen	1.7	13.3	14.1	15.8	2	3	3	84.2
KIWW	McAllen	1.2	9.4	7.7	8.7	4	4	4	108.0
KQXX	McAllen	0.88	6.9	5.3	6.0	6	7	7	115.0
KBOR A/F	McAllen	0.5	3.9	3.2	3.6	9	9	8	108.3
WQBA	Miami	8.0	7.5	3.9	4.3	3	11	18	174.4
WCMQ A/F	Miami	4.5	4.2	4.6	5.1	12	7	5	82.4
WAQI	Miami	4.4	4.2	5.0	5.5	13	5	16	76.4
WQBA-F	Miami	2.5	2.4	2.2	2.4	18	22	20	100.0
KLOC	Modesto	0.5	4.6	6.5	8.9	8	5	5	51.7
WADO	New York	5.5	1.6	1.8	2.0	22	20	17	80.0
KTRO	Oxnard	1.3	12.9	4.9	10.6	4	5	4	121.7
KOXR	Oxnard	1.1	10.9	4.0	8.7	6	6	6	125.3
KRCX	Sacramento	1.1	1.9	1.0	1.3	13	22	27	146.2
KCTY/KRAY	Salinas-SC	0.9	7.1	5.3	8.9	6	4	5	79.8
KCOR	San Antonio	2.8	7.0	5.5	6.0	3	9	9	116.7
KXTN/KZVE	San Antonio	2.0	5.0	3.9	4.3	10	14	8	116.3
KIQI	San Frncisco	2.2	1.2	1.1	1.2	20	30	24	100.0
KBRG	San Frncisco	1.3	0.7	1.2	1.3	24	25	31	53.8

30 Stations	1990 Mean:	103.3	1988 Mean:	107.4
	1990 Median:	105.9	1987 Mean:	110.1
			1986 Mean:	103.0

Mean 12+ Rank: 10.5
 Mean 25-54 Rank: 11.6
 Mean Revenue Rank: 8.9

NOSTALGIA/BIG BAND

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>90</u> <u>REV</u>	<u>REV</u> <u>SHARE</u>	<u>90 AUD</u> <u>SHARE</u>	<u>ADJ AUD</u> <u>SHARE</u>	<u>REV</u> <u>RANK</u>	<u>12+</u> <u>RANK</u>	<u>25-54</u> <u>RANK</u>	<u>REV SHARE</u> <u>AS % OF</u> <u>AUD SHARE</u>
WEST	Allentown	0.4	2.4	4.2	5.8	8	7	15	41.8
WNAM	Appleton	0.38	4.7	5.5	8.0	7	5	9	58.8
WAPI	Birmingham	0.6	2.4	4.4	5.0	8	11	12	48.0
WXKS	Boston	1.7	1.4	1.6	1.9	18	17	21	73.6
WECK	Buffalo	0.5	1.7	4.0	4.6	12	11	22	56.3
WJJD	Chicago	4.2	1.8	2.9	3.2	12	11	18	37.0
WRMR	Cleveland	0.9	1.6	5.1	5.7	15	9	15	28.0
KEZW	Denver	1.0	1.4	3.0	3.3	17	12	20	42.4
CKLW	Detroit	1.6	1.4	2.5	2.8	19	17	26	50.0
WEYZ	Erie	0.37	6.1	8.6	10.2	6	5	8	59.8
KQUE	Houston	3.0	2.4	3.8	4.3	14	8	17	55.8
WTUX	Indianapolis	0.7	1.4	3.0	3.3	11	9	14	42.4
KMPC	Los Angeles	16.0	3.8	2.7	3.1	14	16	29	122.6
WMAZ	Macon	0.4	4.5	5.7	6.8	6	7	10	66.2
WREC	Memphis	0.8	2.8	2.2	2.4	7	14	17	116.7
WOKY	Milwaukee	2.4	5.4	7.6	8.5	9	5	12	63.5
WAVZ	New Haven	1.0	6.3	4.5	11.4	4	5	14	55.3
WBYU	New Orleans	0.8	2.6	4.5	5.0	11	8	15	52.0
WNEW	New York	9.6	2.9	2.1	2.4	17	21	25	120.8
WPEN	Philadelphia	6.5	4.6	5.4	6.3	11	8	18	73.0
KOY	Phoenix	1.0	1.4	3.1	3.3	17	15	18	42.4
WJAS	Pittsburgh	0.9	1.7	3.6	4.0	14	11	17	42.5
KPOP	San Diego	1.4	1.5	4.1	4.7	16	9	18	31.9
KFRC	San Francisco	3.9	2.1	4.3	4.8	17	4	20	43.8
KIXI	Seattle	2.2	2.5	3.5	3.9	15	10	23	64.1
KEEL	Shreveport	0.4	4.5	5.9	7.2	8	9	11	62.5
WGUL A/F	Tampa	1.5	2.6	4.8	5.6	9	14	18	46.4
WDAE	Tampa	0.7	1.2	2.2	2.5	15	16	21	48.0
WWDC	Washington	1.3	0.9	0.7	0.9	22	24	31	100.0
29 Stations		1990 Mean:		60.2		1988 Mean:		57.0	
		1990 Median:		52.0		1987 Mean:		63.8	
						1986 Mean:		72.4	
Mean 12+ Rank:		10.9							
Mean 25-54 Rank:		17.7							
Mean Revenue Rank:		12.7							

JAZZ/"NEW AC"

ALL MARKET SIZES

<u>STATION</u>	<u>MARKET</u>	<u>90 REV</u>	<u>REV SHARE</u>	<u>90 AUD SHARE</u>	<u>ADJ AUD SHARE</u>	<u>REV RANK</u>	<u>12+ RANK</u>	<u>25-54 RANK</u>	<u>REV SHARE AS % OF AUD SHARE</u>
KLSK	Albuquerque	0.48	2.7	2.9	3.2	10	9	8	84.4
KNIK	Anchorage	0.37	3.9	3.7	4.2	11	9	8	92.9
KGSR	Austin	0.6	2.5	2.3	2.7	12	12	12	92.6
WNUA	Chicago	6.6	2.8	2.7	3.0	17	9	7	93.3
WNWV	Cleveland	1.4	2.5	1.7	1.9	13	17	12	131.6
KOAI	Dallas	5.0	3.7	3.1	3.3	12	13	9	112.1
KHIH	Denver	1.9	2.7	2.2	2.5	14	17	14	108.0
WJZZ	Detroit	2.6	2.2	3.9	4.3	16	6	3	51.2
KHHH	Honolulu	0.5	2.4	2.8	2.9	14	15	13	82.8
KEYV	Las Vegas	1.1	4.8	3.4	4.1	9	12	10	117.1
KTWV	Los Angeles	16.8	4.0	3.0	3.4	12	12	4	117.6
WBZN	Milwaukee	0.65	1.5	2.1	2.3	15	15	10	65.2
WQCD	New York	8.8	2.6	2.1	2.4	19	19	13	108.3
WLOQ	Orlando	1.8	3.9	3.7	4.4	11	13	8	88.6
WNND	Raleigh	0.9	3.3	2.6	3.4	10	14	12	97.1
KQPT	Sacramento	3.4	6.1	4.3	5.6	8	9	6	108.9
KIFM	San Diego	5.5	5.9	3.8	4.4	9	12	7	134.1
KKSF	San Francisco	7.5	4.1	2.5	2.8	9	17	9	146.4
KKNW	Seattle	2.5	2.8	2.1	2.3	12	19	15	121.7
WHVE	Tampa	2.6	4.4	2.8	3.4	10	13	9	129.4

20 Stations 1990 Mean: 104.1 1988 Mean: 112.7
 1990 Median: 108.1

Mean 12+ Rank: 13.1
 Mean 25-54 Rank: 9.4
 Mean Revenue Rank: 12.1

MARKET REVENUE SHARE AND AUDIENCE SHARE ANALYSIS

We have all wondered and speculated about how much revenue and audience the top stations in each market command. Do the top 25% of radio stations command 50% of revenue? 40% of audience? How about the top 50% of the stations? What is their share of audience and revenue?

Now we are providing data which will allow insight into these questions. This information can be found at the end of this report, immediately following the format analysis.

We provide the revenue share for the top 25% of the highest billing stations and the top 50%. We also set up an index system so that markets can be compared. Finally, we show the number of stations it takes to reach 50% of the radio revenue in each market.

For audience share we used roughly the same methodology.

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

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

MARKET AVERAGES - REVENUE

	TOP 25% OF VIABLE STATIONS			TOP 50% OF VIABLE STATIONS		
	Viable Stations	% of Market Revenue	Index	% of Market Revenue	Index	% of Stations Needed to Reach 50% of Market Revenue
Markets 1-10	20.8	47.0	188	74.9	150	27.6
Markets 11-20	16.0	49.4	198	77.5	155	26.0
Markets 21-50	13.7	47.7	191	75.4	151	27.1
Markets 51-100	10.3	47.4	190	73.0	146	27.7
Markets 101 +	8.1	42.9	172	69.7	139	31.9
Markets 1-20	18.5	48.2	193	76.2	152	26.8
Markets 1-50	15.6	47.9	192	75.7	151	27.0
Markets 1-100	13.0	47.7	191	74.5	149	27.3
All Markets	10.7	45.7	183	72.5	145	29.3

DEFINITIONS

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

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

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

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

INDIVIDUAL MARKET CALCULATIONS - REVENUE

MARKET/RANK/1990 REV	Viable Stations	Top 25% of Viable Stations			Top 50% of Viable Stations			Stations to Reach 50% of Market Rev
		Total Rev	% of Market Rev	Index	Total Rev	% of Market Rev	Index	
New York (1) 335.6	25	147.7	43.9	176	256.2	76.3	153	7.5/30.0%
Los Angeles (2) 417.0	28	199.8	47.9	192	322.1	77.2	154	7.5/26.8%
Chicago (3) 232.9	24	114.1	49.0	196	167.9	72.1	144	6.2/25.8%
San Francisco (4) 183.6	24	91.1	49.6	198	139.4	75.9	152	6.1/25.4%
Philadelphia (5) 142.0	18	60.8	42.8	171	95.3	67.1	134	5.7/31.7%
Detroit (6) 118.4	21	59.0	49.8	199	94.3	79.6	159	5.3/25.2%
Washington (7) 153.0	21	63.4	41.4	166	109.8	71.8	144	6.7/31.9%
Dallas-FW (8) 135.0	21	72.4	53.6	215	106.7	79.0	158	4.8/22.9%
Boston (9) 120.5	19	59.2	49.1	197	94.3	78.3	157	4.9/25.8%
Houston (10) 124.0	17	53.8	43.3	174	88.9	71.7	143	5.2/30.6%
Miami-Ft. L (11) 106.0	23	45.2	42.6	171	77.4	73.0	146	7.1/30.9%
Atlanta (12) 114.0	13	39.5	34.6	139	70.8	62.1	124	5.0/38.4%
Nassau-Suff (13) 34.0	9	18.0	52.9	212	27.2	80.0	160	2.3/25.6%
Seattle (14) 88.6	22	49.1	55.4	222	71.8	81.0	162	4.6/20.9%
San Diego (15) 93.0	18	42.2	45.4	182	71.3	76.7	153	5.1/28.3%
St. Louis (16) 71.8	17	43.5	60.6	242	62.3	86.8	174	2.9/17.1%
Baltimore (17) 62.3	13	28.9	46.4	186	50.4	80.9	162	3.6/27.7%
Minn/St. P (18) 77.0	14	42.7	55.5	222	61.9	80.4	161	2.8/20.0%
Pittsburgh (20) 54.4	15	27.8	51.1	204	41.7	76.7	153	3.7/24.7%
Tampa-SP (21) 58.5	16.5	29.9	51.1	204	47.8	81.7	163	4.0/24.2%
Phoenix (22) 72.3	19	37.0	51.2	205	53.9	74.6	149	4.6/24.2%
Cleveland (23) 55.5	15	26.7	48.1	192	43.5	78.4	157	4.0/26.7%
Denver (24) 70.0	18	34.9	49.8	199	50.9	72.7	145	4.5/25.0%
Portland OR (25) 48.4	15.5	22.9	47.3	189	37.9	78.3	157	4.2/27.1%
Kansas City (26) 42.9	16.5	19.1	44.5	178	32.3	75.3	151	4.7/28.5%
Milwaukee (27) 44.4	16	20.8	46.8	187	32.6	73.4	147	4.4/27.5%
Providence (28) 27.2	13	13.5	49.6	199	23.6	86.8	174	3.3/25.4%
Sacramento (29) 56.0	14	28.0	50.0	200	42.4	75.7	151	3.5/25.0%
San Jose (30) 30.6	12	14.1	46.1	184	23.4	76.5	153	3.3/27.5%
Cincinnati (31) 55.0	13	29.2	53.0	212	42.5	77.3	155	3.1/23.8%
Riverside-SB (32) 19.3	9	7.9	40.9	164	13.5	69.9	140	2.8/31.1%
Norfolk (33) 31.7	16	16.5	52.1	208	26.0	82.0	164	3.8/23.8%
Columbus OH (34) 42.0	13	25.2	60.0	240	36.5	86.9	174	2.8/21.5%
San Antonio (35) 40.0	16.5	16.5	41.3	165	27.1	67.8	136	5.3/33.1%
New Orleans (36) 31.1	15	16.6	53.4	214	24.8	79.7	159	3.4/22.7%
Indianapolis (37) 50.3	11.5	23.9	47.5	190	37.2	74.0	148	3.1/27.0%
Salt Lake (38) 31.9	19.5	17.4	54.5	218	-----	NOT AVAILABLE	-----	4.4/22.6%
Buffalo (39) 30.3	13	12.1	39.9	160	21.3	70.3	141	4.3/33.1%
Hartford (40) 39.8	11	20.2	50.8	203	29.9	75.1	150	2.7/24.5%
Charlotte (41) 33.2	11	13.6	41.0	164	22.8	68.7	137	3.5/31.8%
Orlando (42) 46.2	13	19.2	41.6	166	31.6	68.4	137	4.2/32.3%
Memphis (43) 29.0	12	15.1	52.1	208	24.0	82.8	166	2.9/24.2%
Rochester (45) 26.1	10	12.0	46.0	184	19.3	73.9	148	2.9/29.0%
Nashville (46) 33.0	12.5	16.1	48.8	195	26.4	80.0	160	3.2/25.6%
Dayton (47) 22.3	11	8.5	38.1	152	15.7	70.4	141	3.7/33.6%
Oklahoma City (48) 23.4	12	10.4	44.4	178	15.5	66.2	132	3.7/30.8%
Jacksonville (49) 24.5	10.5	10.9	44.5	178	18.1	73.9	148	3.0/28.6%
Greensboro-WS (50) 23.3	12	11.3	48.5	194	16.4	70.4	141	3.2/26.7%

MARKET/RANK/1990 REV	Viabile Stations	Top 25% of Viabile Stataions			Top 50% of Viabile Stations			Stations to Reac 50% of Market Rev
		Rev Total	% of Market Rev	Index	Rev Total	% of Market Rev	Index	
Louisville (51) 27.0	12.5	15.3	56.7	227	23.0	85.2	170	2.5/20.0%
West Palm (52) 25.0	9	10.6	42.4	170	16.7	66.8	134	2.8/31.1%
Birmingham (53) 24.7	10	12.7	51.4	206	19.0	76.9	154	2.4/24.0%
Albany-Schen (54) 21.9	12	11.2	51.1	205	17.7	80.8	162	2.9/24.2%
Richmond (55) 28.3	10	12.5	44.2	177	20.8	73.5	147	2.9/29.0%
Honolulu (56) 21.0	14	10.4	49.5	198	15.4	73.3	147	3.1/22.1%
Greenville SC (58) 21.3	12	11.6	54.5	218	18.0	84.5	169	2.7/22.5%
Las Vegas (59) 22.7	16	10.8	47.6	190	16.8	74.0	148	4.3/26.9%
Tulsa (60) 20.1	13	9.4	46.8	187	13.8	68.7	137	3.8/29.2%
Austin (61) 24.0	12	10.8	45.0	180	16.5	68.8	138	3.5/29.2%
WB-Scranton (62) 15.7	15.5	8.9	56.7	227	-----	NOT AVAILABLE	-----	3.2/20.6%
Raleigh (63) 26.9	12	12.1	45.0	180	19.2	71.4	143	3.5/29.2%
Allen-Beth (64) 16.5	8	7.2	43.6	175	11.3	68.5	137	2.5/31.3%
Tucson (65) 17.0	13	9.3	54.7	219	14.5	85.3	171	2.9/22.3%
Grand Rapids (66) 24.4	11.5	10.6	43.4	174	17.4	71.3	143	3.4/29.6%
Syracuse (67) 19.3	10.5	10.3	53.4	213	15.4	79.8	160	2.4/22.9%
Akron (68) 13.7	5.5	4.7	34.3	138	8.0	58.4	117	2.2/40.0%
Fresno (69) 20.0	17	10.5	52.5	210	16.3	81.5	163	4.0/23.5%
Knoxville (70) 14.6	5.5	7.6	52.1	208	11.1	76.0	152	1.3/23.6%
Toledo (71) 14.0	9.5	5.7	40.7	163	9.8	70.0	140	3.1/32.6%
Springfield MA (72) 11.4	8	-----	-----	-----	DATA NOT AVAILABLE	-----	-----	-----
Omaha (73) 20.1	10.5	8.6	42.8	171	14.6	72.6	145	3.1/29.5%
Harrisburg (74) 14.6	10	8.4	57.5	230	12.5	85.6	171	1.7/17.0%
Salinas-SC (75) 12.6	11	5.2	41.3	165	8.0	63.5	127	3.8/34.5%
McAllen-Brown (76) 12.8	11	5.1	39.8	159	8.3	64.8	130	3.7/28.9%
Wilmington DE (77) 10.3	4.5	3.8	36.9	148	7.3	70.9	142	1.5/33.3%
Albuquerque (78) 18.0	14	10.7	59.4	238	14.6	81.1	162	2.8/20.0%
El Paso (79) 13.0	12	6.0	46.2	185	9.2	70.8	142	3.4/28.3%
Baton Rouge (80) 12.2	8.5	5.5	45.1	180	9.1	74.6	149	2.3/27.1%
Little Rock (81) 14.8	10	6.9	46.6	186	10.4	70.3	141	2.8/28.0%
Charleston SC (82) 10.6	13.5	6.0	56.6	226	9.1	85.8	172	2.8/20.7%
Sarasota-Brad (84) 7.6	7	-----	-----	-----	DATA NOT AVAILABLE	-----	-----	-----
Youngstown (85) 11.0	9.5	4.6	41.8	167	7.8	70.9	142	3.0/31.6%
Stockton (87) 8.1	7	2.0	25.0	100	3.7	45.7	91	4.0/57.1%
Wichita (88) 17.4	14	8.3	47.7	191	12.9	74.1	148	3.7/26.4%
Mobile (89) 11.0	11	6.6	60.0	240	-----	DATA NOT AVAILABLE	-----	2.1/19.1%
New Haven (90) 15.8	5	8.4	53.0	212	12.4	78.5	157	1.2/24.0%
Columbia (91) 14.1	10.5	6.7	47.5	190	11.5	81.6	163	2.8/26.7%
JC-Kingsport (92) 10.1	9	4.5	44.5	178	6.5	64.4	129	2.8/31.1%
Roanoke (93) 13.4	12	6.9	51.5	206	-----	DATA NOT AVAILABLE	-----	2.9/24.2%
Bridgeport (94) 21.3	-----	-----	-----	-----	DATA NOT AVAILABLE	-----	-----	-----
Bakersfield (95) 14.7	10	4.9	33.3	133	7.6	51.7	103	4.7/47.0%
Chattanooga (97) 12.1	9.5	5.9	48.8	195	8.9	73.6	147	2.5/26.3%
Worcester (98) 11.0	6.5	4.8	43.6	175	8.3	75.5	151	1.8/27.6%
Lansing (100) 13.0	9	7.4	56.9	228	9.9	76.2	152	2.0/22.2%
Spokane (101) 10.9	13	5.4	49.5	198	8.1	74.3	149	3.3/25.4%
Lakeland (102) 6.8	2.5	-----	-----	-----	TOO FEW STATIONS TO MAKE DATA MEANINGFUL	-----	-----	-----
York (103) 12.8	7	5.3	41.4	166	8.3	64.8	130	2.3/32.9%
Lancaster (104) 6.9	4.5	2.5	36.2	145	4.4	63.8	128	1.7/37.8%
Flint (105) 10.5	6	4.3	41.0	164	7.2	68.6	137	2.3/38.3%
Huntsville (106) 9.9	9	5.4	54.5	218	7.5	75.8	152	1.9/21.1%
Canton (107) 8.2	6	3.1	37.8	151	5.5	67.0	134	2.1/35.0%
CoLo Sprngs (108) 10.4	12.5	4.1	39.4	158	6.6	63.5	127	5.0/48.1%
Augusta GA (109) 9.6	9	5.8	60.4	242	7.8	81.4	163	1.6/17.8%
Prtsmouth NH (110) 8.8	6	4.1	46.6	186	7.0	79.5	159	1.6/26.7%
Des Moines (111) 13.5	10	6.5	48.1	193	10.8	80.0	160	2.7/27.0%
Saginaw (112) 10.7	7.5	4.3	40.2	161	7.4	69.2	138	2.4/32.0%
Shreveport (113) 8.8	10	4.4	50.0	250	6.7	76.1	152	2.5/25.0%
Jackson MS (115) 11.4	9.5	6.2	54.4	218	8.8	77.2	154	2.1/22.1%
Oxnard (117) 10.1	8.5	3.8	37.6	150	6.8	67.3	135	2.9/34.1%
Madison (118) 15.3	11	6.4	41.8	167	11.2	73.2	146	3.4/30.9%
Pensacola (119) 8.0	7	2.5	31.2	125	4.4	55.0	110	3.2/45.7%
Davenport (120) 9.6	9.5	4.5	46.9	188	7.4	77.1	154	2.6/27.4%
Ft. Wayne (121) 11.9	9.5	5.9	49.6	198	9.1	76.5	153	2.4/25.3%
Beaumont (122) 7.2	10	-----	-----	-----	DATA NOT AVAILABLE	-----	-----	-----
Modesto (123) 10.8	9.5	4.3	39.8	159	7.6	70.4	141	4.1/43.2%
Fayetteville NC (124) 7.1	6.5	3.1	43.7	175	5.4	76.1	152	1.9/29.2%
Lexington (125) 13.0	9	5.9	45.4	182	9.7	74.6	149	2.5/27.8%
Ft. Myers (126) 10.0	11	-----	-----	-----	DATA NOT AVAILABLE	-----	-----	-----
Crpus Christi (130) 8.3	12	3.6	43.4	173	6.2	74.7	149	3.7/30.8%
Peoria (131) 8.2	10	3.6	43.9	176	6.0	73.1	146	2.9/29.0%
Huntington (132) 6.8	5	2.7	39.7	159	4.9	72.1	144	1.5/30.0%
Utica (133) 8.0	10	3.0	37.5	150	5.0	62.5	125	3.5/35.0%
Appleton-Osh (134) 8.1	10	4.1	50.6	202	5.9	73.1	146	2.7/27.0%
Montgomery (135) 9.4	7.5	4.4	46.8	187	6.4	68.1	136	2.1/28.0%
Reno (136) 9.5	15	-----	-----	-----	DATA NOT AVAILABLE	-----	-----	-----
Macon (138) 8.8	8	5.4	61.4	245	7.0	79.5	159	1.6/20.0%
Boise (139) 8.3	13	4.4	53.0	212	6.6	79.5	159	3.0/23.1%
Evansville (140) 10.9	7	4.0	36.7	147	7.3	67.0	134	2.6/37.1%
Rockford (142) 8.2	7	3.9	47.6	190	6.6	80.5	161	1.8/25.7%

MARKET/RANK/1990 REV	Viabile Stations	Top 25% of Viable Stations			Top 50% of Viable Stations			Stations to Reach 50% of Market Rev	
		Rev Total	% of Market Rev	Index	Rev Total	% of Market Rev	Index		
Erie (143)	6.1	8.5	2.8	45.9	184	4.3	70.5	141	2.4/28.2%
Eugene OR (145)	7.5	9.5	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Binghamton (146)	7.3	7	2.8	38.4	153	5.1	69.9	140	2.3/32.9%
Savannah (147)	9.3	9	3.9	41.9	168	6.4	68.8	138	3.0/33.0%
Charleston WV (148)	8.9	8.5	3.2	35.9	144	5.5	61.8	124	3.2/37.6%
Columbus GA (152)	7.4	7.5	2.5	33.8	135	4.3	58.1	116	3.0/40.0%
Johnstown (153)	5.0	7.5	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
South Bend (155)	7.6	8	3.0	39.5	158	5.3	69.7	139	2.6/32.5%
Portland ME (156)	10.2	12	6.1	59.8	239	8.8	86.3	173	2.4/20.0%
Springfield MO (158)	10.2	9	5.7	55.9	224	8.0	78.4	157	2.1/23.3%
Odessa-Mid (160)	5.4	11	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Atlantic City (162)	7.0	8	4.5	64.3	257	--- DATA NOT AVAILABLE ---		---	1.5/18.8%
Kalamazoo (163)	8.5	6.5	3.1	36.5	146	5.4	63.5	127	2.4/36.9%
Lubbock (164)	6.8	8.5	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Topeka (165)	6.0	8	2.5	42.5	170	4.4	74.2	148	2.4/30.0%
Lincoln (167)	8.5	10	4.0	47.1	188	6.4	75.3	151	2.7/27.0%
Anchorage (168)	9.6	13.5	4.3	44.8	179	7.2	74.5	149	3.8/28.1%
Terre Haute (170)	4.2	7	1.8	42.9	171	--- DATA NOT AVAILABLE ---		---	2.2/31.4%
Tallahassee (171)	7.5	9	2.9	38.7	155	5.1	68.0	136	3.0/33.3%
Lafayette LA (172)	6.8	7.5	2.7	39.7	159	3.9	57.5	115	3.6/48.0%
Palm Springs (173)	7.9	11	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Biloxi-Gulf (174)	5.6	5.6	2.3	41.1	164	4.0	71.4	143	2.2/31.4%
Asheville (175)	5.4	5.4	----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----			----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----			-----
Manchester NH (176)	7.2	7.2	3.0	41.7	167	5.1	70.8	142	1.6/32.0%
Springfld IL (177)	8.0	8	2.9	36.3	145	4.9	61.3	123	3.0/37.5%
Amarillo (179)	5.4	5.4	2.0	36.6	146	3.8	70.4	141	3.3/33.0%
Waco (180)	6.3	6.3	1.6	25.4	102	3.1	49.2	99	3.3/50.8%
Snta Barbra (181)	8.4	8.4	3.7	44.0	176	5.6	66.1	132	3.0/33.3%
Cape Cod (183)	8.9	8.9	3.8	42.7	171	--- DATA NOT AVAILABLE ---		---	3.0/30.0%
Green Bay (184)	8.3	8.3	3.4	40.4	161	4.8	57.8	116	2.7/38.6%
Wilmington NC (191)	4.3	8	1.7	39.5	158	2.8	64.5	129	2.8/35.0%
Wheeling (192)	7.4	7.5	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Cedar Rapids (193)	7.8	6.5	3.1	39.2	157	5.2	66.0	132	2.2/33.8%
Duluth (200)	6.7	9	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Sioux Falls (203)	6.5	7	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Fargo (204)	6.9	8	2.7	39.1	157	4.6	66.7	133	2.8/35.0%
Abilene (205)	4.4	7	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Steubenville (209)	1.8	3.5	----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----			----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----			-----
Waterloo-CF (213)	3.9	6	1.5	38.5	154	2.5	65.4	131	2.2/36.7%
Burlington (217)	8.0	6.5	3.0	37.5	150	--- DATA NOT AVAILABLE ---		---	2.4/30.0%
Panama City (220)	5.9	7	2.2	37.3	149	3.9	66.5	133	2.4/34.3%
Charlottesville (222)	4.6	6	1.6	34.8	139	2.8	60.9	122	2.3/38.3%
Altoona (223)	4.2	8.5	1.4	33.3	133	2.6	61.3	123	3.3/38.8%
Blimington IL (226)	4.7	4	----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----			----- TOO FEW STATIONS TO MAKE DATA MEANINGFUL -----			-----
Lafayette IN (227)	4.0	5	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Pueblo (228)	3.4	7	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Billings (236)	4.2	7	1.5	36.6	146	2.7	64.3	129	2.5/35.7%
Bismarck (254)	3.2	6	----- DATA NOT AVAILABLE -----			----- DATA NOT AVAILABLE -----			-----
Casper (260)	2.2	5	0.8	39.8	159	1.5	70.2	140	1.6/32.0%

MARKET AVERAGES - AUDIENCE SHARE

	<u>TOP 25% OF VIABLE STATIONS</u>			<u>TOP 50% OF VIABLE STATIONS</u>		
	<u>Viable Stations</u>	<u>% of Available Shares</u>	<u>Index</u>	<u>% of Available Shares</u>	<u>Index</u>	<u>% of Stations Needed to Reach 50% of Shares</u>
Markets 1-10	20.8	36.4%	146	60.0%	120	38.5%
Markets 11-20	16.0	40.8	163	66.3	133	33.2
Markets 21-50	13.7	38.2	153	63.8	128	35.9
Markets 51-100	10.3	41.4	166	66.8	134	32.5
Markets 101 +	8.1	40.3	161	66.8	134	34.0
Markets 1-20	18.5	38.3	153	62.8	126	36.1
Markets 1-50	15.6	38.2	153	63.4	127	36.0
Markets 1-100	13.0	39.8	159	65.1	130	34.3
All Markets	10.7	40.0	160	65.8	132	34.1

DEFINITIONS

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

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

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

% of Stations Needed to Reach 50% of Shares: This shows the percentage of the viable stations which are needed to achieve 50% of the market's total available audience shares. For this calculation (and the others) you take the market's number one station (12+ Metro Share, Broadcast Week), number two, number three, etc and add their shares until you reach the 50% level. We used the Spring 1990 Arbitron for all markets.

INDIVIDUAL MARKET CALCULATIONS - AUDIENCE SHARE

<u>MARKET</u>	<u>Rank</u>	<u>Viable Stations</u>	<u>Top 25% of Viable Stations</u>			<u>Top 50% of Viable Stations</u>			<u>Stations needed to Reach 50% of Available Shares</u>
			<u>Agg. Shares</u>	<u>% of Avail Shares</u>	<u>Index</u>	<u>Agg. Shares</u>	<u>% of Avail Shares</u>	<u>Index</u>	
New York	1	25	28.9	32.4	129	52.5	58.8	118	10.3/41.2%
Los Angeles	2	28	32.2	36.0	144	54.1	60.4	121	11.0/39.3%
Chicago	3	24	34.4	38.1	153	55.6	61.6	123	8.8/36.7%
San Francisco	4	24	30.1	34.2	137	47.5	54.0	108	10.7/44.6%
Philadelphia	5	18	30.4	34.2	137	53.3	60.0	120	7.2/40.0%
Detroit	6	21	31.9	35.5	142	53.4	59.4	119	8.3/39.5%
Washington	7	21	31.6	37.4	150	52.8	62.6	125	7.7/36.7%
Dallas-FW	8	21	35.3	38.2	153	57.7	62.4	125	7.6/36.2%
Boston	9	19	33.0	39.9	159	53.1	64.1	128	6.6/29.5%
Houston	10	17	34.1	38.3	153	50.8	57.1	114	7.0/41.2%
Miami-Ft. L	11	23	34.0	37.9	152	55.3	61.8	124	8.5/37.0%
Atlanta	12	13	35.9	39.9	160	58.8	65.3	131	4.4/33.8%
Nassau-Suff	13	9				DATA NOT AVAILABLE			
Seattle	14	22	36.1	40.1	161	59.0	65.6	131	7.3/33.2%
San Diego	15	18	33.4	38.4	154	54.3	62.5	125	6.5/36.1%
St. Louis	16	17	43.5	47.1	188	66.6	72.1	144	4.6/27.1%
Baltimore	17	13	25.5	33.6	135	46.0	60.7	121	5.1/39.2%
Minn-St. Paul	18	14	42.0	48.5	194	65.9	76.1	152	3.9/26.0%
Pittsburgh	20	15	36.6	40.7	163	59.4	66.0	132	5.0/33.3%
Tampa-St. Pete	21	16.5	33.1	36.8	147	58.6	65.1	130	5.8/35.2%
Phoenix	22	19	33.6	36.0	144	55.3	59.2	118	7.6/40.0%
Cleveland	23	15	30.3	34.8	139	54.0	62.1	124	5.7/38.0%
Denver	24	18	30.7	34.1	136	56.2	62.4	125	6.8/37.8%
Portland OR	25	15.5	33.0	37.7	151	54.8	62.6	125	5.7/36.8%
Kansas City	26	16.5	35.0	37.5	150	58.6	62.7	125	6.1/37.0%
Milwaukee	27	16	35.3	39.6	158	59.1	66.3	133	5.3/33.1%
Providence	28	13	26.5	36.1	144	44.8	61.0	122	4.9/37.7%
Sacramento	29	14	30.2	37.3	149	51.4	63.5	127	4.9/35.0%
San Jose	30	12				DATA NOT AVAILABLE			
Cincinnati	31	13	34.5	38.1	152	55.1	60.9	122	4.7/36.2%
Riverside-SB	32	9	17.6	46.0	184	27.8	72.6	145	2.5/27.8%
Norfolk	33	16	34.6	38.2	153	59.9	66.2	132	5.5/34.4%
Columbus OH	34	13	38.0	43.8	175	57.7	66.6	133	4.0/30.8%
San Antonio	35	16.5	31.0	33.3	133	51.3	55.2	110	7.2/43.6%
New Orleans	36	15	38.5	41.9	168	58.4	63.6	127	5.1/34.0%
Indianapolis	37	11.5	42.3	45.8	183	66.5	72.0	144	3.2/27.8%
Salt Lake	38	19.5	36.9	40.5	162	59.8	65.6	131	6.5/33.3%
Buffalo	39	13	29.7	33.8	135	53.0	60.2	120	5.2/40.0%
Hartford	40	11	32.6	45.4	182	51.9	72.3	145	3.2/29.1%

MARKET	Rank	Top 25% of Viable Stations				Top 50% of Viable Stations			Stations needed to Reach 50% of Available Shares
		Viable Stations	Agg. Shares	% of Avail Shares	Index	Agg. Shares	% of Avail Shares	Index	
Charlotte	41	11	31.5	38.1	153	51.4	62.2	124	4.0/36.4%
Orlando	42	13	29.8	34.6	138	54.1	62.8	126	4.9/37.7%
Memphis	43	12	32.5	36.0	144	57.4	63.6	127	4.5/37.5%
Rochester	45	10	33.2	39.8	159	57.1	68.4	137	3.8/38.0%
Nashville	46	12.5	35.2	40.6	162	60.3	69.6	139	4.0/32.0%
Dayton	47	11	24.5	32.6	130	42.3	56.3	113	4.7/42.7%
Oklahoma City	48	12	32.8	36.4	145	55.2	61.2	122	4.6/38.3%
Jacksonville	49	10.5	26.9	32.9	132	47.1	57.6	115	4.3/41.0%
Greensboro-WS	50	12	34.5	41.2	165	52.9	63.2	126	4.1/34.2%
Louisville	51	12.5	32.0	35.2	141	67.2	73.8	148	3.2/25.6%
West Palm	52	9	27.9	45.3	181	42.1	68.3	137	2.7/30.0%
Birmingham	53	10	31.8	36.0	144	51.7	58.6	117	4.0/40.0%
Albany-Schen	54	12	28.0	33.3	133	53.0	63.1	126	4.6/38.3%
Richmond	55	10	30.6	36.0	144	56.0	65.9	132	3.6/36.0%
Honolulu	56	14	38.2	40.2	161	63.4	66.7	133	4.6/32.9%
Greenville SC	58	12	36.6	43.8	175	60.3	72.2	144	3.6/30.0%
Las Vegas	59	16	37.8	46.1	184	56.7	69.1	138	4.6/28.8%
Tulsa	60	13	35.0	39.5	158	58.8	66.4	133	4.4/33.8%
Austin	61	12	32.5	41.1	165	52.5	66.4	133	3.9/32.5%
WB-Scranton	62	15.5	36.2	45.8	183	50.5	63.9	128	4.7/30.3%
Raleigh	63	12	26.9	30.7	123	47.8	54.6	109	5.4/45.0%
Allen-Beth	64	8	27.3	37.1	149	49.5	67.3	135	2.8/21.5%
Tucson	65	13	45.1	54.3	217	64.4	77.6	155	2.8/21.5%
Grand Rapids	66	11.5	27.5	36.9	147	46.3	62.1	124	4.3/37.4%
Syracuse	67	10.5	28.1	37.6	150	49.1	65.6	131	3.7/35.2%
Akron	68	5.5	10.1	30.3	121	18.6	55.9	112	2.6/47.3%
Fresno	69	17	35.8	41.1	165	55.7	64.0	128	5.6/32.9%
Knoxville	70	5.5	38.2	42.4	170	56.7	63.0	126	1.9/34.5%
Toledo	71	9.5	28.6	37.1	149	51.1	66.4	133	3.4/35.8%
Springfield MA	72	8	18.4	34.1	136	33.6	62.2	124	3.1/38.8%
Omaha	73	10.5	36.1	41.3	165	62.5	71.5	143	3.2/30.5%
Harrisburg	74	10	29.1	43.4	174	45.6	68.1	136	3.1/31.0%
Salinas-SC	75	11	22.4	40.1	161	33.9	60.8	122	4.0/36.4%
McAllen-Brown	76	11	43.3	48.9	196	65.2	73.7	147	2.8/25.5%
Wilmington DE	77	4.5	10.9	36.3	145	20.1	67.0	134	1.5/34.4%
Albuquerque	78	14	37.1	40.6	162	61.2	67.0	134	4.4/31.4%
El Paso	79	12	35.8	41.6	167	54.8	63.7	127	4.1/34.2%
Baton Rouge	80	8.5	26.1	34.1	136	47.7	62.4	125	3.2/37.6%
Little Rock	81	10	32.4	36.8	147	52.4	59.5	119	3.9/39.0%
Charleston SC	82	13.5	31.4	37.8	151	52.0	62.7	125	4.9/36.3%
Sarasota-Brad	84	7	22.8	60.0	240	29.5	77.6	155	1.0/14.3%
Youngstown	85	9.5	28.5	35.8	143	50.6	63.6	127	3.5/36.8%
Stockton	87	7	12.2	50.8	203	20.3	84.6	169	1.7/24.3%
Wichita	88	14	36.9	41.5	166	61.7	69.3	139	4.5/32.1%
Mobile	89	11	39.7	47.8	191	56.4	68.0	136	3.0/27.3%
New Haven	90	5	14.4	36.0	144	24.9	62.3	125	1.9/38.0%
Columbia	91	10.5	38.8	44.6	178	57.5	66.1	132	3.1/29.5%
JC-Kingsport	92	9	44.8	54.6	219	60.4	73.7	147	2.0/22.2%
Roanoke	93	12	41.9	49.3	197	62.1	73.1	146	3.0/25.0%
Bridgeport	94	---	---	---	---	DATA NOT AVAILABLE			---
Bakersfield	95	10	37.2	45.2	181	53.0	64.4	129	3.0/30.0%
Chattanooga	97	9.5	35.4	41.2	165	55.0	64.0	128	3.2/33.7%
Worcester	98	6.5	18.4	41.8	167	32.5	73.9	148	1.9/29.2%
Lansing	100	9	34.0	47.2	189	49.8	69.2	138	2.5/27.8%
Spokane	101	13	34.5	39.2	157	57.4	65.2	130	4.4/33.8%
Lakeland	102	2.5	---	---	---	TOO FEW STATIONS TO BE MEANINGFUL			---
York	103	7	20.0	36.4	145	37.0	67.3	135	2.5/35.7%
Lancaster	104	4.5	15.1	36.0	144	26.4	62.9	126	1.7/37.8%
Flint	105	6	21.4	36.9	148	37.4	64.5	129	2.2/36.7%
Huntsville	106	9	41.9	50.1	200	58.9	70.5	141	2.2/24.4%
Canton	107	6	20.9	46.4	186	35.4	78.7	157	1.6/26.7%
Colorado Sprngs	108	12.5	28.5	34.2	137	51.6	61.9	124	4.9/39.2%
Augusta GA	109	9	40.3	45.3	181	60.5	68.0	136	2.7/30.0%
Portsmouth NH	110	6	16.3	41.8	167	28.1	72.1	144	1.9/31.7%
Des Moines	111	10	34.4	38.2	153	60.8	67.6	135	3.5/35.0%
Saginaw	112	7.5	32.7	41.2	165	50.0	63.1	126	2.6/34.7%
Shreveport	113	10	34.2	42.0	168	54.7	67.1	134	3.2/32.0%
Jackson MS	115	9.5	35.8	42.1	168	50.8	59.7	119	3.4/35.8%
Oxnard	117	8.5	18.7	40.7	163	30.1	65.4	131	2.9/34.1%
Madison	118	11	30.1	36.7	147	51.3	62.6	125	4.1/37.3%
Pensacola	119	7	17.7	36.1	144	30.6	62.4	125	2.7/38.6%
Davenport	120	9.5	34.4	41.4	166	57.6	69.4	139	3.1/32.6%
Ft. Wayne	121	9.5	35.1	42.1	168	56.9	68.2	136	3.0/31.6%
Beaumont	122	10	30.2	36.8	147	53.5	65.2	130	4.7/47.0%
Modesto	123	9.5	28.7	34.6	138	46.4	55.9	112	4.1/42.1%
Fayttvll NC	124	6.5	32.3	42.3	169	52.8	69.1	138	2.0/30.8%
Lexington	125	9	36.5	42.9	172	61.6	72.5	145	2.7/30.0%
Ft. Myers	126	11	34.9	43.1	172	55.3	68.3	137	3.3/30.0%
Crps Christi	130	12	39.0	43.8	175	61.3	68.9	138	3.1/25.8%

MARKET	Rank	Viable Stations	Top 25% of Viable Stations			Top 50% of Viable Stations			Stations needed to Reach 50% of Available Shares
			Agg. Shares	% of Avail Shares	Index	Agg. Shares	% of Avail Shares	Index	
Peoria	131	10	35.8	43.1	173	61.6	74.2	148	3.0/30.0%
Huntington	132	5	36.0	46.2	185	57.2	73.3	147	1.4/28.0%
Utica	133	10	27.8	35.3	141	47.4	60.2	120	3.9/39.0%
Appleton-Osh	134	10	31.3	37.3	149	49.3	58.7	117	3.8/38.0%
Montgomery	135	7.5	40.2	45.7	183	60.4	68.6	137	2.2/29.3%
Reno	136	15	37.8	41.1	164	67.7	73.6	147	4.7/31.3%
Macon	138	8	37.9	45.3	181	55.7	66.5	133	2.4/30.0%
Boise	139	13	33.2	37.3	149	55.1	61.9	124	4.9/37.7%
Evansville	140	7	31.3	36.6	146	55.4	64.8	130	2.5/35.7%
Rockford	142	7	30.0	45.5	182	47.9	72.6	145	2.0/28.6%
Erie	143	8.5	36.8	43.8	175	62.0	73.8	148	2.5/29.4%
Eugene OR	145	9.5	28.2	35.3	141	49.1	61.4	123	3.7/38.9%
Binghamton	146	7	33.8	39.8	159	56.8	66.8	134	2.3/32.9%
Savannah	147	9	35.9	41.5	166	60.9	70.4	141	2.9/32.2%
Christon WV	148	8.5	39.3	44.5	178	62.2	70.4	141	2.6/30.6%
Columbus GA	152	7.5	25.4	30.6	122	46.3	55.8	112	3.3/44.0%
Johnstown	153	7.5	26.5	39.6	158	45.0	67.2	134	2.9/38.7%
South Bend	155	8	26.1	31.9	127	48.1	58.7	117	3.3/41.3%
Portland ME	156	12	39.9	48.5	194	57.0	69.3	139	3.2/26.7%
SprngFld MO	158	9	35.7	40.7	163	57.2	65.2	130	3.1/34.4%
Odessa-Mid	160	11	31.7	35.2	141	54.5	60.6	121	4.1/37.3%
Atlantic Cty	162	8	19.2	36.2	145	32.8	61.9	124	3.1/38.8%
Kalamazoo	163	6.5	27.2	43.2	173	44.0	69.8	140	1.9/29.2%
Lubbock	164	8.5	40.2	45.0	180	60.0	67.2	134	2.6/30.6%
Topeka	165	8	30.1	47.8	191	47.1	74.8	150	2.2/27.5%
Lincoln	167	10	30.6	39.2	157	53.4	68.5	137	3.4/34.0%
Anchorage	168	13.5	35.9	40.3	161	58.5	65.7	131	4.5/33.3%
Terre Haute	170	7	39.2	45.1	180	62.3	71.6	143	2.0/28.6%
Tallahassee	171	9	29.7	38.1	152	53.2	68.2	136	3.1/34.4%
Lafayette LA	172	7.5	30.4	43.7	175	46.3	66.6	133	2.4/32.0%
Palm Springs	173	11	31.8	38.0	152	52.0	62.1	124	4.1/37.3%
Biloxi-Gulf	174	7	21.5	35.8	143	39.2	65.3	131	2.6/37.1%
Asheville	175	2.5				TOO FEW STATIONS TO BE MEANINGFUL			
Manchester NH	176	5	20.2	50.5	202	31.0	77.5	155	1.2/24.0%
Sprngfld IL	177	8	28.0	36.1	145	50.9	65.7	131	2.8/35.0%
Amarillo	179	10	31.2	37.5	159	65.6	78.8	158	3.5/35.0%
Waco	180	6.5	22.3	38.4	154	36.8	63.4	127	2.3/35.4%
Snta Barbra	181	9	21.1	33.5	134	39.4	62.5	125	3.5/38.9%
Cape Cod	183	10	35.9	58.9	235	50.8	83.3	167	1.9/19.0%
Green Bay	184	7	37.6	50.8	203	55.7	75.3	151	1.7/24.3%
Wilmington NC	191	8	26.0	37.7	151	46.0	66.7	133	2.8/35.0%
Wheeling	192	7.5	29.9	36.0	144	50.8	61.2	122	2.9/38.7%
Cedar Rapids	193	6.5	30.0	37.7	151	48.9	61.4	123	2.6/40.0%
Duluth	200	9	29.8	36.0	144	52.9	63.9	128	3.3/36.7%
Sioux Falls	203	7	24.1	32.1	129	43.0	57.3	115	3.0/42.9%
Fargo	204	8	28.6	33.4	133	51.4	60.0	120	3.2/40.0%
Abilene	205	7	30.5	43.2	173	45.4	64.3	129	2.2/31.4%
Steubenville	209	3.5				TOO FEW STATIONS TO BE MEANINGFUL			
Waterloo-CF	213	6	32.9	49.8	199	52.4	79.4	159	1.8/30.0%
Burlington	217	6.5	24.9	38.7	155	45.9	71.3	143	2.1/32.3%
Panama City	220	7	34.3	42.9	172	58.4	73.0	146	2.1/30.0%
Charlottesville	222	6	26.2	43.7	175	42.5	70.8	142	1.7/28.3%
Altoona	223	8.5	26.0	35.8	143	46.0	63.3	127	3.2/37.6%
Bloomington IL	226	4				TOO FEW STATIONS TO BE MEANINGFUL			
Lafayette IN	227	5	21.5	32.1	128	40.8	60.9	122	2.0/40.0%
Pueblo	228	7				DATA NOT AVAILABLE			
Billings	236	7	22.9	26.3	105	42.8	49.2	99	3.6/51.4%
Bismarck	254	6	35.8	40.8	163	58.5	66.6	133	2.0/33.3%
Casper	260	5	33.7	41.3	165	53.7	65.9	132	1.7/34.0%

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