

AMERICAN RADIO

SPRING 1998
NATIONAL RANKINGS SUPPLEMENT



DUNCAN'S AMERICAN RADIO

INTRODUCTION

The following pages include the national ratings and national format data from the Spring 1998 AMERICAN RADIO. Your support of this work is sincerely appreciated by all of us at DUNCAN'S AMERICAN RADIO. Please make any comments or suggestions at any time to me or Thom Moon at:

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Every effort has been made to make these national numbers as accurate as possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Comments herein are the thoughts/insights of Duncan's Operations Director, Thom Moon.

Work on this summary was completed on 29 September 1998. Mailing will begin on or about 9 October 1998. If your copy is defective in any way, call us at 513.731-1800 and we will promptly mail you another copy. If you have ordered, but not received your AMERICAN RADIO Spring 1998 edition mailed in September, please let us know so we can mail one to you. Thank you for your continued support of AMERICAN RADIO.

DUNCAN'S AMERICAN RADIO

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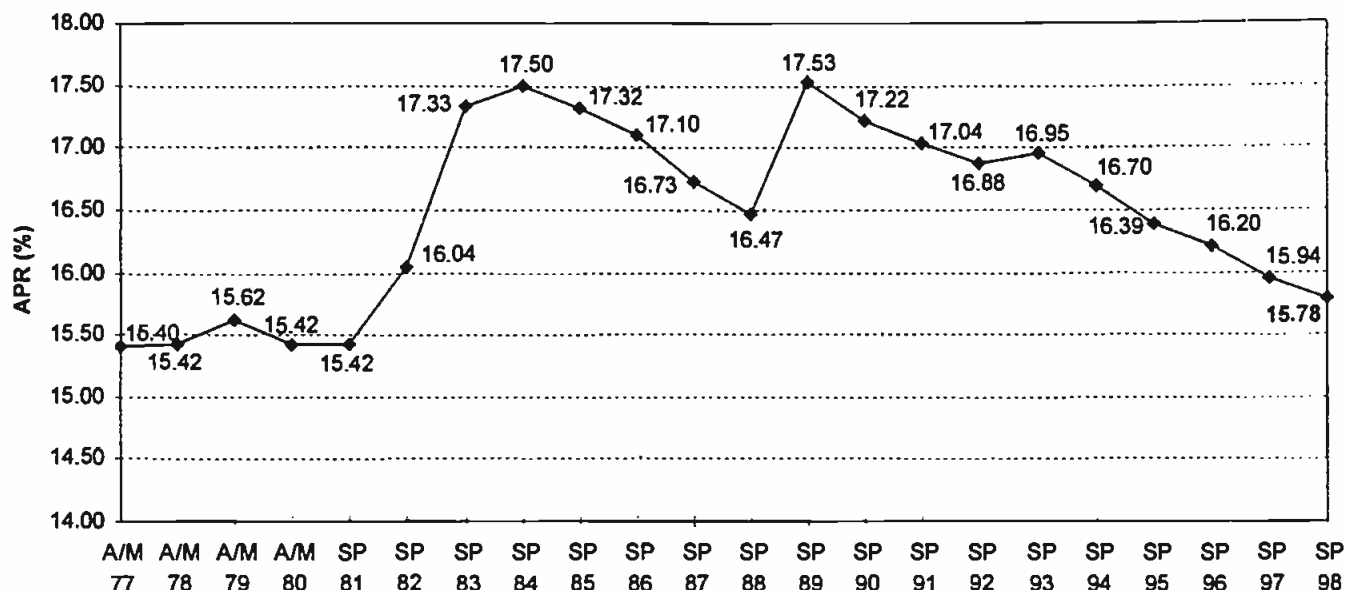
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Mean APRs for all Rated Markets, 1976-98



Markets with the Highest and Lowest APRs

Highest		Lowest	
1. Miami-Ft. Lauderdale	18.3	1. Lafayette, IN	13.0
2. Wilkes Barre-Scranton	18.2	2. Ann Arbor	13.3
Bridgeport	18.2	3. Peoria	13.5
3. New York	18.1	Asheville	13.5
4. Philadelphia	17.7	5. Johnson City-Kingsport	13.7
5. Allentown-Bethlehem	17.5	6. Lexington, KY	13.9
Lafayette, LA	17.5	7. Huntington-Ashland	14.0
Manchester	17.5	8. Columbus, OH	14.1
8. Houston-Galveston	17.3	Salt Lake City	14.1
Tampa-St. Petersburg	17.3	Gainesville-Ocala	14.1
Providence	17.3	Wilmington, NC	14.1

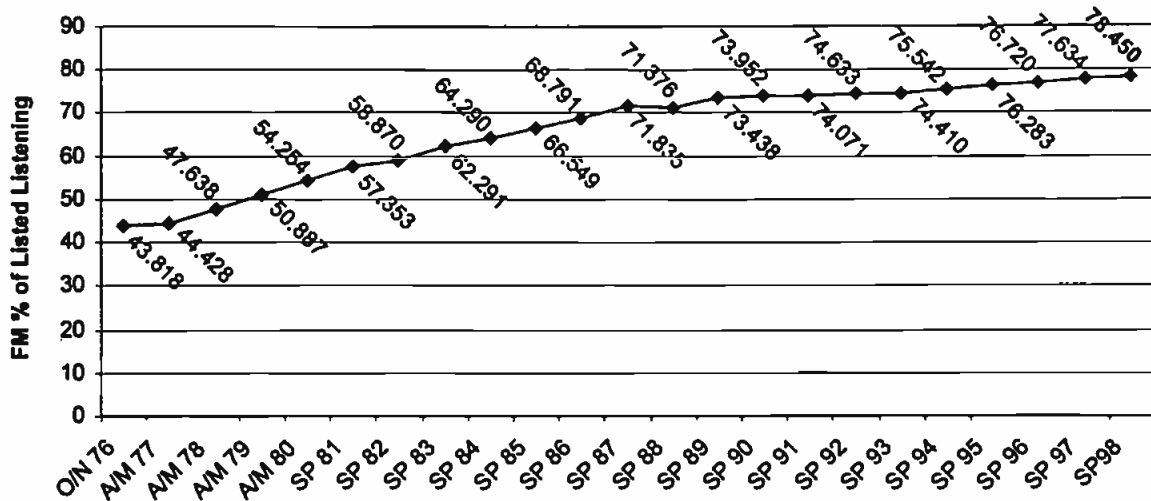
The APR shows the average percentage of the 12+ population which is using any and all radio in any quarter-hour, Mon-Sun, 6 AM-12 Midnight. The figure is comparable to television's PVT (Persons Viewing Television).

Markets with the Highest and Lowest Time Spent Listening (to all radio)

Highest		Lowest	
1. Wilkes Barre-Scranton	24.50	1. Ann Arbor	17.50
2. Miami-Ft. Lauderdale	24.25	2. Lafayette, IN	17.75
3. New York	23.75	Asheville	17.75
Bridgeport	23.75	4. Peoria	18.25
5. Tampa-St. Petersburg	23.25	5. Johnson City-Kingsport	18.75
Philadelphia	23.25	Lexington, KY	18.75
7. El Paso	23.00	Bloomington	18.75
Reno	23.00	8. Columbus, OH	19.00
Allentown-Bethlehem	23.00	Salt Lake City	19.00
Lafayette, LA	23.00	Wilmington, NC	19.00
Manchester	23.00		

Based on Metro avg. ¼-hr. persons 12+, Mon-Sun, 6 AM-12 Midnight, listening to any and all radio.

National FM Share, 1976-98



National FM Share and FM Growth Rate

Survey	FM Share	% Chg.	Survey	FM Share	% Chg.	Survey	FM Share	% Chg.
Spring 98	78.450	+1.051	Spring 89	73.438	+2.133	Fall 82	60.571	+2.889
Spring 97	77.634	+1.191	Fall 88	71.904	+0.740	Spring 82	58.870	+0.373
Spring 96	76.720	+0.573	Spring 88	71.376	+1.092	Fall 81	58.651	+2.263
Spring 95	76.283	+0.981	Fall 87	70.605	-1.712	Spring 81	57.353	+2.205
Spring 94	75.542	+1.521	Spring 87	71.835	+3.123	Oct/Nov 80	56.116	+3.432
Spring 93	74.410	+0.700	Fall 86	69.655	+1.256	Apr/May 80	54.254	+1.169
Fall 92	73.893	-0.992	Spring 86	68.791	+2.506	Oct/Nov 79	53.627	+5.384
Spring 92	74.633	+1.580	Fall 85	67.109	+0.841	Apr/May 79	50.887	+0.373
Fall 91	73.472	-0.809	Spring 85	66.549	+2.333	Oct/Nov 78	50.698	+6.423
Spring 91	74.071	+0.339	Fall 84	65.032	+1.154	Apr/May 78	47.638	+2.445
Fall 90	73.821	-0.177	Spring 84	64.290	+0.954	Oct/Nov 77	46.501	+4.666
Spring 90	73.952	+1.916	Fall 83	63.058	+1.231	Apr/May 77	44.428	+1.392
Fall 89	72.562	-1.193	Spring 83	62.291	+2.840	Oct/Nov 76	43.818	

Based on Metro avg ¼-hr. persons 12+, Mon-Sun 6 AM-12 Midnight. All stations reported in Arbitron are included.

Markets with the Highest and Lowest Percentages of FM Listening

Highest		Lowest	
1. Greenville-New Bern	95.98	1. Santa Rosa	63.39
2. Terre Haute	94.29	2. Memphis	67.37
3. Tallahassee	94.02	3. San Francisco	67.92
4. Lubbock	93.33	4. Bridgeport	68.52
5. Lafayette, IN	92.54	5. Fargo-Moorhead	70.00
6. Salisbury-Ocean City	91.75	6. Milwaukee	70.73
7. Charlotte	90.92	7. Asheville	70.88
8. Knoxville	90.78	8. New Haven	71.99
9. Wilmington, NC	90.70	9. Seattle-Tacoma	72.31
10. Huntsville	90.53	10. San Diego	72.41
11. Greenville-Spartanburg	90.37	11. Monmouth-Ocean	72.46
12. Johnstown	90.03	12. Sioux Falls	72.50

Listed FM stations' share of total listed listening, Metro average ¼-hr. persons 12+, Mon-Sun, 6 AM-12 Midnight.

Markets with the Highest Percentages of Below-the-Line Listening*

Average Market = 13.17%

1. Monmouth-Ocean	68.2
2. Sarasota-Bradenton	66.7
3. Ann Arbor	66.2
4. Bridgeport	62.6
5. Visalia-Tulare-Hanford	58.0
6. Daytona Beach	57.6
7. Akron	57.5
8. Stockton	56.6
9. Lakeland	56.4
10. Melbourne-Titusville	54.9

Markets with the Highest Percentages of Listening to Unlisted Stations^

Average Market = 13.11%

1. Asheville	26.6
2. Eugene-Springfield	23.6
3. Fort Pierce	21.9
4. Ann Arbor	21.5
5. Tallahassee	21.3
6. Lansing	20.6
7. Kalamazoo	19.9
8. Raleigh-Durham	19.8
9. Visalia-Tulare-Hanford	19.3
10. Austin	18.6
11. Lancaster	18.5

*Based on Metro average ¼-hr. persons 12+, Mon-Sun, 6 AM-12 Midnight. Calculated by dividing total listening to stations listed below the line (stations not home to the metro area) by total listening to all radio.

^Based on 12+ Metro average ¼-hr. persons, Mon-Sun, 6 AM-12 Midnight. Calculated by dividing listening to non-listed stations by total listening to all radio. Most non-listed listening is to public and non-commercial stations; the category also includes listening to distant stations and local stations that don't qualify for listing in the market report.

The importance of these two tables is that listening to unlisted and out-of-market stations is listening lost to local commercial outlets, which affects both the CPM's and impact of local radio.

Comment: APR (Average Persons Rating -- total usage of radio as a percentage of 12+ population) is down again for the fifth straight year, from 15.94% to 15.78%. While this 1% loss is less significant than last year's 1.6% decline, these consecutive decreases in overall usage continue to disturb us. As was the case last year, the decreases are widespread. For instance, last year's best markets for APR, Miami (18.9%) and Lafayette, LA (18.8%) are both down (by 3% and 7%, respectively). And, while last year's weakest APR market, Lafayette, IN (at 12.5%) improved (to 13.0%), most other low-APR markets reported lower Average Persons Ratings this year.

Time Spent Listening (TSL) results generally mirror those of Average Persons Ratings (APR is a function of how many different people listen to radio and for how long; the latter is TSL). The highest TSL (this year, 24.50 hours in Wilkes Barre-Scranton) is below the highest last year (25.00 hours in Lafayette, LA and Miami), but the lowest (17.50 hours in Ann Arbor) is better than the 17.25 hours posted in Lafayette, IN in Spring 1997. The average market's TSL to radio is 21 hours per week.

FM's share of listed-station listening continued to grow, this time up 1.05% to 78.450% -- a new high. FM's share generally is creeping up across all markets, from those with the highest rate (95.00% last year; 95.98% this) to those with the lowest (last year's lowest was 61.01%, compared to 63.39% in Spring 1998).

As in the past, the markets with the highest levels of "below-the-line" listening (listening to stations not home to the market) are not surprising: all are proximate to significantly larger markets. Changes are mixed. Ann Arbor's percentage of listening to outside stations decreased from 69.3 to 66.2, while that of Melbourne-Titusville rose from 51.2 last year to 54.9. An average of 13.17% of all listening in a market is to outside stations.

The average amount of listening to unlisted stations (usually non-commercial operations and facilities that don't meet Arbitron's Minimum Reporting Standards) is up, from 12.88% a year ago to 13.11% this Spring. Among the eight markets that repeat on the list from last year, all but Visalia-Tulare-Hanford and Austin registered higher overall unlisted station listening rates. The biggest increases occurred in Asheville (20.5% to 26.6%), Fort Pierce (18.9% to 21.9%) and Lansing (18.4% to 20.6%).

America's Most Listened-to Radio Stations

Rank	Station	Market	TSA AQH	Format	Owner	97 Rev. (\$)
1	WSKQ-F	New York	1566	Hisp. Contemp.	SBS	21,500,000
2	WLTW-F	New York	1563	Soft AC	Chancellor	37,900,000
3	WQHT-F	New York	1519	Urban/CHR	Emmis	27,600,000
4	WHTZ-F	New York	1352	CHR	Chancellor	14,800,000
5	WCBS-F	New York	1220	Oldies	CBS	34,800,000
6	KLVE-F	Los Angeles	1174	Hispanic	Heftel	26,500,000
7	WRKS-F	New York	1145	Black AC	Emmis	27,500,000
8	WKTU-F	New York	1134	CHR/Urban	Chancellor	35,000,000
9	KSCA-F	Los Angeles	1108	Hispanic-Reg'l.	Heftel	17,600,000
10	WXRK-F	New York	1081	Talk/New Rock	CBS	37,300,000
11	KFI	Los Angeles	991	Talk	Cox	31,400,000
12	WABC	New York	970	Talk	ABC/Disney	14,700,000
13	WGCI-F	Chicago	942	Black	Chancellor	20,100,000
14	WOR	New York	915	Talk	Buckley	23,100,000
15	WCBS	New York	868	News	CBS	30,300,000
16	WFAN	New York	839	Sports	CBS	50,300,000
17	WINS	New York	837	News	CBS	35,500,000
18	WGN	Chicago	832	Full Svc/Talk	Tribune	32,500,000
19	WPAT-F	New York	831	Hisp. Contemp.	SBS	10,000,000
20	WQXR-F	New York	815	Classical	NY Times	10,200,000
21	KKBT-F	Los Angeles	794	Black	Chancellor	34,200,000
22	KPWR-F	Los Angeles	778	Urban/CHR	Emmis	26,700,000
23	WPLJ-F	New York	768	CHR/AC	ABC/Disney	27,700,000
24	WQCD-F	New York	758	Jazz	Emmis	22,000,000
25	WBLS-F	New York	717	Black AC	Inner City	14,000,000
26	KOST-F	Los Angeles	691	AC	Cox	28,800,000
27	KIIS-F	Los Angeles	687	CHR	Jacor	34,300,000
28	KRTH-F	Los Angeles	662	Oldies	CBS	34,300,000
29	KTWV-F	Los Angeles	659	Jazz	CBS	30,400,000
30	KLAX-F	Los Angeles	645	Hispanic-Reg'l.	SBS	17,000,000
31	KGO	San Francisco	632	Talk	ABC/Disney	30,700,000
32	WADO	New York	629	Hisp. News/Talk	Heftel	7,400,000
33	KROQ-F	Los Angeles	627	AOR-New Rock	CBS	27,500,000
34	KCMG-F	Los Angeles	609	Black Oldies	Chancellor	12,500,000
35	WLS	Chicago	605	Talk	ABC/Disney	9,900,000
36	WBBM-F	Chicago	591	CHR	CBS	16,400,000
37	WVAZ-F	Chicago	568	Black AC	Chancellor	18,500,000
38	KLOS-F	Los Angeles	563	AOR	ABC/Disney	22,900,000
39	WLIT-F	Chicago	556	Soft AC	Chancellor	23,000,000
	KYW	Philadelphia	556	News	CBS	32,900,000
41	KYSR-F	Los Angeles	552	AC/CHR	Chancellor	21,000,000
42	WBEB-F	Philadelphia	550	AC		17,200,000
43	WBZ	Boston	543	News/Talk	CBS	26,000,000
44	WJR	Detroit	541	Full Svc/Talk	ABC/Disney	17,300,000
	KABC	Los Angeles	541	Talk	ABC/Disney	27,200,000
46	WCCO	Minneapolis-St. Paul	535	Full Service	CBS	22,700,000
47	KMOX	Saint Louis	531	Talk/Full Svc.	CBS	24,400,000
48	KBIG-F	Los Angeles	528	AC	Chancellor	22,400,000
49	WSB	Atlanta	526	Full Svc/Talk	Cox	25,400,000
	WJMN-F	Boston	526	CHR	Chancellor	12,500,000
51	KHKS-F	Dallas-Fort Worth	523	CHR	Chancellor	16,600,000
52	WDAS-F	Philadelphia	522	Black AC	Chancellor	14,800,000
53	KNX	Los Angeles	521	News	CBS	24,900,000
54	WYSP-F	Philadelphia	512	Talk/Cl. AOR	CBS	27,400,000
55	WJLB-F	Detroit	510	Black	Chancellor	17,200,000
56	WNUA-F	Chicago	500	Jazz	Chancellor	17,000,000
57	WUSL-F	Philadelphia	494	Black	Chancellor	10,400,000
58	WJMK-F	Chicago	493	Oldies	CBS	22,700,000
59	KCBS-F	Los Angeles	492	Classic AOR	CBS	25,400,000

America's Most Listened-to Radio Stations

Rank	Station	Market	TSA AQH	Format	Owner	97 Rev. (\$)			
60	KKDA-F	Dallas-Fort Worth	491	Black		13,500,000			
61	WNIC-F	Detroit	486	AC	Chancellor	19,500,000			
62	WNEW-F	New York	485	Classic AOR	CBS	13,200,000			
63	WVEE-F	Atlanta	483	Black	CBS	24,500,000			
	WQEW	New York	483	Standards	NY Times	3,700,000			
65	WUSN-F	Chicago	475	Country	CBS	19,800,000			
66	KLSX-F	Los Angeles	470	Talk	CBS	23,400,000			
67	KNBR	San Francisco	469	Sports/Full Svc.	Susquehanna	28,000,000			
68	WSTR-F	Atlanta	463	CHR	Jefferson-Pilot	15,400,000			
69	KDKA	Pittsburgh	462	News/Talk	CBS	13,700,000			
70	KODA-F	Houston	459	Soft AC	Chancellor	20,200,000			
71	WBBM	Chicago	458	News	CBS	19,700,000			
72	KZLA-F	Los Angeles	456	Country	Bonneville	17,500,000			
73	WOGL-F	Philadelphia	450	Oldies	CBS	16,500,000			
74	KBXX-F	Houston	446	Black/CHR	Clear Channel	14,300,000			
75	WAXQ-F	New York	433	Classic AOR	Chancellor	12,500,000			
76	KRBE-F	Houston	423	CHR	Susquehanna	14,800,000			
	KQRS-F	Minneapolis-St. Paul	423	Classic AOR	ABC/Disney	21,300,000			
78	KLAC	Los Angeles	421	Standards	Chancellor	3,900,000			
79	WFLZ-F	Tampa-St. Pete	419	CHR	Jacor	11,200,000			
80	WTMX-F	Chicago	410	AC	Bonneville	14,500,000			
	KTNQ	Los Angeles	410	Hisp. Nws/Tlk	HefTel	7,900,000			
82	KCBS	San Francisco	409	News/Talk	CBS	25,000,000			
83	WRCX-F	Chicago	408	AOR	Chancellor	15,200,000			
84	WBCN-F	Boston	406	AOR	CBS	25,700,000			
85	KYLD-F	San Francisco	404	Urban/CHR	Chancellor	10,400,000			
86	WDUV-F	Tampa-St. Pete	400	EZ/Std.	Jacor	2,890,000			
87	WEDR-F	Miami-Ft. Lauderdale	397	Black	Chancellor	11,100,000			
	WXTU-F	Philadelphia	397	Country	Beasley	8,300,000			
89	WJJZ-F	Philadelphia	394	Jazz	Chancellor	8,000,000			
90	KOIT-AF	San Francisco	392	Soft AC	Bonneville	15,500,000			
	WPGC-F	Washington, DC	392	Black/CHR	CBS	22,900,000			
92	WXKS-F	Boston	388	CHR/AC	Chancellor	20,700,000			
93	WBIX-F	New York	383	AC	Chancellor	9,100,000			
94	WHUR-F	Washington, DC	378	Black AC		7,000,000			
95	WRKO	Boston	376	Talk	Entercom, pend.	8,900,000			
96	WMGK-F	Philadelphia	374	Classic Hits	Greater Media	12,500,000			
97	WKHX-F	Atlanta	368	Country	ABC/Disney	18,400,000			
98	WMZQ-F	Washington, DC	365	Country	Chancellor	16,200,000			
99	WCRB-F	Boston	362	Classical		3,900,000			
100	WOMC-F	Detroit	362	Oldies	CBS	19,300,000			
	WDVE-F	Pittsburgh	362	AOR	Chancellor	13,600,000			
102	WMJX-F	Boston	358	119 WWJ	Detroit	325	136 WODS-F	Boston	303
103	KMJQ-F	Houston	355	120 WIVK-F	Knoxville	324	137 KEGL-F	Dallas-Ft. Worth	301
	KDWB-F	Mpls.-St. Paul	355	KFRG-FF	Riverside-SB	324	KSSE-F	Los Angeles	301
105	KKGO-F	Los Angeles	353	122 WERQ-F	Baltimore	322	139 KMEL-F	San Francisco	300
106	KFWB	Los Angeles	351	123 KOA	Denver	321	140 WGAR-F	Cleveland	298
107	WWDB-F	Philadelphia	347	124 WAAF-F	Boston	320	141 KKRZ-F	Portland, OR	297
108	KIRO	Seattle-Tacoma	344	KEEY-F	Mpls.-St. Paul	320	142 WFMS-F	Indianapolis	295
109	WBMX-F	Boston	343	126 WFBQ-F	Indianapolis	317	143 KBUE-FF	Los Angeles	294
	WKQX-F	Chicago	343	127 KDMX-F	Dallas-Ft. Worth	316	144 WQUE-F	New Orleans	293
	WBAP	Dallas-Ft. Worth	343	128 WPOW-F	Miami-Ft. Laud.	315	KUBE-F	Seattle-Tacoma	293
	WIOQ-F	Philadelphia	343	129 WTAM	Cleveland	314	146 WALR-F	Atlanta	290
113	WMJI-F	Cleveland	342	130 WPEN	Philadelphia	312	147 WSB-F	Atlanta	289
	WIL-F	Saint Louis	342	131 WNND-F	Chicago	308	WLYF-F	Miami-Ft. Laud.	289
115	WKYS-F	Washington, DC	340	WXRT-F	Chicago	308	149 WHQT-F	Miami-Ft. Laud.	286
116	WXCD-F	Chicago	334	KILT-F	Houston	308	150 WKLS-F	Atlanta	285
	KVIL-F	Dallas-Ft. Worth	334	134 KFRC-AF	San Francisco	306	KTRH	Houston	285
118	KSCS-F	Dallas-Ft. Worth	331	135 WZAK-F	Cleveland	305			

(Continued)

America's Most Listened-to Radio Stations

152	WMMR-F	Philadelphia	284	211	WBZZ-F	Pittsburgh	239	272	WLUP-F	Chicago	212
	WFLA	Tampa-St. Pete	284		WDSY-F	Pittsburgh	239		KTAR	Phoenix	212
154	WKQI-F	Detroit	283		KYXY-F	San Diego	239		KLSY-F	Seattle-Tacoma	212
	WWMV-F	Detroit	283		KKSF-F	San Francisco	239	275	KQKS-F	Denver	211
	WOWI-F	Norfolk	283	215	KLUV-F	Dallas-Ft. Worth	238		WARW-F	Washington, DC	211
157	WPCH-F	Atlanta	282	216	KZPS-F	Dallas-Ft. Worth	237		WJZW-F	Washington, DC	211
	KLDE-F	Houston	282	217	WOJO-F	Chicago	236	278	CKWW	Detroit	210
	KLOL-F	Houston	282		WUBE-F	Cincinnati	236		WALK-F	Nassau-Suffolk	210
	KBSG-AF	Seattle-Tacoma	282	219	WNNX-F	Atlanta	235	280	WKLB-F	Boston	209
161	WLW	Cincinnati	278	220	WMAQ	Chicago	234		WNCI-F	Columbus, OH	209
	WRQX-F	Washington, DC	278		WRCH-F	Hartford	234		KYNG-F	Dallas-Ft. Worth	209
163	WPOC-F	Baltimore	277		WKIS-F	Miami-Ft. Laud.	234		WLVE-F	Miami-Ft. Laud.	209
	WYXR-F	Philadelphia	277		KABL	San Francisco	234		WXTB-F	Tampa-St. Pete	209
	WQYK-F	Tampa-St. Pete	277		WMAL	Washington, DC	234	285	KSFM-F	Sacramento	208
166	KYGO-F	Denver	273	225	WZTA-F	Miami-Ft. Laud.	233	286	WWIN-F	Baltimore	207
167	KSFO	San Francisco	272		KDFC-F	San Francisco	233		WJMH-F	Greensboro	207
168	KHMX-F	Houston	271	227	WVYZ-F	Hartford	232	288	KSTP	Mpls.-St. Paul	206
169	WASH-F	Washington, DC	269		KEZK-F	Saint Louis	232	289	WEBN-F	Cincinnati	204
170	WCKG-F	Chicago	268		KMJM-F	Saint Louis	232	290	KPLX-F	Dallas-Ft. Worth	203
171	KIOI-F	San Francisco	266		KFOG-FF	San Francisco	232		KKFR-F	Phoenix	203
	WWZZ-F	Washington, DC	266	231	WQSR-F	Baltimore	231		WTBT-F	Tampa-St. Pete	203
173	WBAL	Baltimore	265		WCHB-F	Detroit	231	293	WYCD-F	Detroit	202
	WPHI-F	Philadelphia	265		KKRW-F	Houston	231	294	WMXJ-F	Miami-Ft. Laud.	201
175	KJLH-F	Los Angeles	264		KMLE-F	Phoenix	231		KPLZ-F	Seattle-Tacoma	201
	KNIX-F	Phoenix	264		WWSW-AF	Pittsburgh	231	296	WRMR	Cleveland	200
177	WYAY-F	Atlanta	263	236	WDAF	Kansas City	230	297	WROR-F	Boston	199
	WRIF-F	Detroit	263		WAQI	Miami-Ft. Laud.	230		KKPN-F	Houston	199
	KFBK	Sacramento	263		KQQL-F	Mpls.-St. Paul	230	299	WHAS	Louisville	198
180	WLEY-F	Chicago	262	239	WLIB	New York	230		WKRZ-FF	Wilkes Barre-Scrntn	198
181	WWDC-F	Washington, DC	261		KTFM-F	San Antonio	230	301	WWRM-F	Tampa-St. Pete	197
182	WAIT	Chicago	260	241	WHTA-F	Atlanta	229	302	KOAI-F	Dallas-Ft. Worth	196
183	KRLD	Dallas-Ft. Worth	257		WMVX-F	Cleveland	229		KOSI-F	Denver	196
184	WEEI	Boston	255		WDRQ-F	Detroit	229		KPRS-F	Kansas City	196
	WCSX-F	Detroit	255		WAMZ-F	Louisville	229		KLYY-F	Los Angeles	196
	WTMJ	Milwaukee	255	245	WNRQ-F	Nashville	228	306	WQAM	Miami-Ft. Laud.	195
	WLTE-F	Mpls.-St. Paul	255	246	KRFX-F	Denver	227		WQOK-F	Raleigh-Durham	195
188	WTOP-AF	Washington, DC	254	247	WBGG-F	Miami-Ft. Laud.	224	308	KJYO-F	Oklahoma City	194
189	WWKA-F	Orlando	252		WCAA-F	New York	224		WSJT-F	Tampa-St. Pete	194
190	WTQR-F	Greensboro	251	249	WMVP	Chicago	223	310	WTMI-F	Miami-Ft. Laud.	193
	WBIG-F	Washington, DC	251		WTIC	Hartford	223		KATM-F	Modesto	193
	WGMS-F	Washington, DC	251		WIP	Philadelphia	223	312	KBFB-F	Dallas-Ft. Worth	192
193	WFLC-F	Miami-Ft. Laud.	250	252	KKBQ-F	Houston	222		WSIX-F	Nashville	192
194	WUSY-F	Chattanooga	249		KFMB-F	San Diego	222		KFYI	Phoenix	192
	KZQZ-F	San Francisco	249	254	WMIL-F	Milwaukee	221		WHJY-F	Providence	192
196	WPEG-F	Charlotte	248	255	KTBZ-F	Houston	220	316	KPRC	Houston	191
	WDOK-F	Cleveland	248		KVI	Seattle-Tacoma	220		WXDX-F	Pittsburgh	191
198	WZLX-F	Boston	247	257	WSCR	Chicago	219		KGGI-F	Riverside-SB	191
199	WMXD-F	Detroit	246		KSTP-F	Mpls.-St. Paul	219		KSHE-F	Saint Louis	191
	WAMR-F	Miami-Ft. Laud.	246		KZZP-F	Phoenix	219	320	WZZK-F	Birmingham	189
	WJFK-F	Washington, DC	246	260	WHKO-F	Dayton	218		WDRM-F	Huntsville	189
202	KISQ-F	San Francisco	245		KLLC-F	San Francisco	218	322	WRBQ-F	Tampa-St. Pete	188
203	WFOX-F	Atlanta	244	262	WWWW-F	Detroit	217	323	WLIF-F	Baltimore	187
	KMPS-F	Seattle-Tacoma	244		KMXV-F	Kansas City	217		WLYT-F	Charlotte	187
205	WNCX-F	Cleveland	242		WTKS-F	Orlando	217		KDGE-F	Dallas-Ft. Worth	187
	WKSS-F	Hartford	242	265	WMGF-F	Orlando	216		WDRC-F	Hartford	187
	WHYI-F	Miami-Ft. Laud.	242	266	WKKT-F	Charlotte	215		KXXR-F	Mpls.-St. Paul	187
208	WGNA-F	Alb.-Sch.-Troy	241		WSOC-F	Charlotte	215		WKKX-F	Saint Louis	187
209	WGAY-F	Washington, DC	240		WJHM-F	Orlando	215		KBKS-AF	Seattle-Tacoma	187
	WMMJ-F	Washington, DC	240		KBLX-F	San Francisco	215	330	WXXM-F	Philadelphia	186
					WHFS-F	Washington, DC	215		WEAT-F	West Palm Beach	186
				271	WPLY-F	Philadelphia	213				

(Continued)

America's Most Listened-to Radio Stations

332	WMMS-F	Cleveland	185	373	KOOL-F	Phoenix	170	416	WAPE-F	Jacksonville	160
	KQRC-F	Kansas City	185		WSHH-F	Pittsburgh	170		KFKF-F	Kansas City	160
	WXDJ-F	Miami-Ft. Laud.	185	375	WGY	Alb.-Sch.-Troy	169		KACE-F	Los Angeles	160
	KYKY-F	Saint Louis	185		WYRK-F	Buffalo	169		WLTJ-F	Pittsburgh	160
	KSON-F	San Diego	185		WQAL-F	Cleveland	169		KOGO	San Diego	160
337	WGST-AF	Atlanta	182		WZJM-F	Cleveland	169	421	WWMG-F	Charlotte	159
	WBCT-F	Grand Rapids	182		KXKL-F	Denver	169		WCOL-F	Columbus, OH	159
	WIBC	Indianapolis	182		KZEP-F	San Antonio	169		KJUL-F	Las Vegas	159
	WFME-F	New York	182		KWJZ-F	Seattle-Tacoma	169		WCMS-AF	Norfolk	159
	WXXL-F	Orlando	182	382	KWKW	Los Angeles	168		KLOU-F	Saint Louis	159
	KKCW-F	Portland, OR	182		KZZO-F	Sacramento	168	426	WSNY-F	Columbus, OH	158
	KING-F	Seattle-Tacoma	182	384	WBEE-F	Rochester, NY	167	427	WAEB-F	Allentown	157
	WGUL-AF	Tampa-St. Pete	182	385	WLZR-F	Milwaukee	166		WRAX-F	Birmingham	157
345	WSSL-F	Gmvl.-Spart.	181		KESZ-F	Phoenix	166		WRRM-F	Cincinnati	157
	WHRK-F	Memphis	181		WAMO-F	Pittsburgh	166		XHTZ-F	San Diego	157
347	WWMX-F	Baltimore	180		WZPT-F	Pittsburgh	166	431	WTVN	Boston	156
	WXYT	Detroit	180	389	WFBC-F	Gmvl.-Spart.	165		WTVN	Columbus, OH	156
	WDBO	Orlando	180		KUPD-F	Phoenix	165		KUDL-F	Kansas City	156
	KIXI	Seattle-Tacoma	180		WQDR-F	Raleigh-Durham	165	434	KTXQ-F	Dallas-Ft. Worth	155
351	WSJZ-F	Boston	178		WTRG-F	Raleigh-Durham	165		WYLD-F	New Orleans	155
	WNIB-F	Chicago	178		WSSR-F	Tampa-St. Pete	165		KKSN-F	Portland, OR	155
	KAAM	Dallas-Ft. Worth	178		WRMF-F	West Palm Beach	165		KUPL-F	Portland, OR	155
354	WCMQ-F	Miami-Ft. Laud.	177	395	WIXX-F	Green Bay	164		KNCI-F	Sacramento	155
	WSM-F	Nashville	177	396	WHO	Des Moines	163		KOMO	Seattle-Tacoma	155
356	WRFX-F	Charlotte	176		WBLI-F	Nassau-Suffolk	163	440	WBHJ-F	Birmingham	154
	KIKK-F	Houston	176		WPRO-F	Providence	163		WVDM-F	Columbia, SC	154
358	KLTY-F	Dallas-Ft. Worth	174		KSLZ-F	Saint Louis	163		KBCO-F	Denver	154
	KRBV-F	Dallas-Ft. Worth	174	400	KASE-F	Austin	162		WGGY-F	Wilkes Barre-Scrtn.	154
	WRMA-F	Miami-Ft. Laud.	174		WNKS-F	Charlotte	162	444	WNVV-F	Cleveland	153
361	WYYF-F	Baltimore	173		WTIC-F	Hartford	162		WWLI-F	Providence	153
	WKRQ-F	Cincinnati	173		KPNT-F	Saint Louis	162		WHAM	Rochester, NY	153
	KBPI-F	Denver	173		KSMG-F	San Antonio	162	447	WRR-F	Dallas-Ft. Worth	152
	WPLT-F	Detroit	173		KITS-F	San Francisco	162		KGB-F	San Diego	152
	WJAS	Pittsburgh	173		KZOK-F	Seattle-Tacoma	162	449	WXYV-F	Baltimore	151
	KISW-F	Seattle-Tacoma	173		WQXK-F	Youngstown	162		WVLK-F	Lexington	151
367	WJMZ-F	Gmvl.-Spart.	172	408	WGRR-F	Cincinnati	161		KBFM-F	McAllen-Brnsvl	151
	WKKV-F	Milwaukee	172		WRNS-AF	Gmvl.-New Bern	161	452	WQKQ-F	Nashville	150
369	WZGC-F	Atlanta	171		WJMI-F	Jackson, MS	161		KNDD-F	Seattle-Tacoma	150
	WEGQ-F	Boston	171		WXBQ-F	Jhnsn. City-Kngspt.	161				
	WOMX-F	Orlando	171		WWL	New Orleans	161				
	KOY	Phoenix	171		KATT-F	Oklahoma City	161				
					KXXY-F	Oklahoma City	161				
					KFMB	San Diego	161				

Based on TSA avg. ¼-hr. persons 12+, Mon-Sun, 6 AM-12 Midnight. TSA AQH estimates are shown in hundreds (00).

America's Leading Stations – 12+ TSA Cume (00)

1	WHTZ-F	New York	26887	63	WBEB-F	Philadelphia	7891	125	WEDR-F	Miami-Ft. Laud.	5591
2	WLTW-F	New York	23031	64	WSTR-F	Atlanta	7786	126	KHMX-F	Houston	5574
3	WQHT-F	New York	21767	65	WNUA-F	Chicago	7706	127	KSTP-F	Mpls.-St. Paul	5574
4	WINS	New York	21076	66	WCCO	Mpls.-St. Paul	7641	128	WCRB-F	Boston	5569
5	WKTU-F	New York	20983	67	WSB	Atlanta	7611	129	KSCS-F	Dallas-Ft. Worth	5556
6	WCBS-F	New York	20156	68	KABC	Los Angeles	7515	130	KRLD	Dallas-Ft. Worth	5533
7	WXRK-F	New York	18109	69	WLS	Chicago	7471	131	KTRH	Houston	5520
8	WCBS-F	New York	17655	70	KNBR	San Francisco	7450	132	WDAS-F	Philadelphia	5472
9	KIIS-F	Los Angeles	17565	71	WRCX-F	Chicago	7442	133	WHFS-F	Washington, DC	5464
10	KPWR-F	Los Angeles	16774	72	WUSN-F	Chicago	7347	134	WSB-F	Atlanta	5448
11	WRKS-F	New York	16228	73	WBCN-F	Boston	7287	135	WHYI-F	Miami-Ft. Laud.	5436
12	WPLJ-F	New York	15928	74	KMOX	Saint Louis	7203	136	WXTU-F	Philadelphia	5356
13	WABC	New York	15252	75	KYLD-F	San Francisco	7142	137	WRIF-F	Detroit	5323
14	WFAN	New York	15190	76	WBMX-F	Boston	7067	138	WKHX-F	Atlanta	5306
15	KRTH-F	Los Angeles	14651	77	WXCD-F	Chicago	7008	139	WDRQ-F	Detroit	5296
16	KFI	Los Angeles	14220	78	KQRS-F	Mpls.-St. Paul	6995	140	WHUR-F	Washington, DC	5291
17	WBLS-F	New York	14148	79	KOIT-AF	San Francisco	6993	141	WMJI-F	Cleveland	5274
18	KKBT-F	Los Angeles	14060	80	WMAQ	Chicago	6959	142	KOA	Denver	5260
19	KOST-F	Los Angeles	14052	81	KZLA-F	Los Angeles	6918	143	WMZQ-F	Washington, DC	5259
20	WSKQ-F	New York	13874	82	KLYY-F	Los Angeles	6916	144	KLUV-F	Dallas-Ft. Worth	5244
21	KYSR-F	Los Angeles	13405	83	WFLZ-F	Tampa-St. Pete	6797	145	KISQ-F	San Francisco	5231
22	KYW	Philadelphia	13211	84	WVEE-F	Atlanta	6756	146	WXXM-F	Philadelphia	5230
23	KLVE-F	Los Angeles	13200	85	WNND-F	Chicago	6743	147	WCKG-F	Chicago	5212
24	KROQ-F	Los Angeles	13187	86	WKQI-F	Detroit	6742	148	WLUP-F	Chicago	5211
25	WBBM-F	Chicago	13009	87	KDWB-F	Mpls.-St. Paul	6732	149	KUBE-F	Seattle-Tacoma	5183
26	KNX	Los Angeles	12590	88	WPGC-F	Washington, DC	6694	150	KVIL-F	Dallas-Ft. Worth	5176
27	WQCD-F	New York	12163	89	WMGK-F	Philadelphia	6620	151	WBZZ-F	Pittsburgh	5171
28	WOR	New York	11740	90	KZQZ-F	San Francisco	6601	152	WASH-F	Washington, DC	5158
29	KCMG-F	Los Angeles	11652	91	WWJ	Detroit	6577	153	WKLS-F	Atlanta	5153
30	WGN	Chicago	11615	92	WVAZ-F	Chicago	6566	154	WWDB-F	Philadelphia	5114
31	KSCA-F	Los Angeles	11327	93	WJLB-F	Detroit	6554	155	KSSE-F	Los Angeles	5099
32	KCBS-F	Los Angeles	11271	94	KBUE-FF	Los Angeles	6494	156	WPLT-F	Detroit	5084
33	KBIG-F	Los Angeles	11045		KKGO-F	Los Angeles	6494	157	KDGE-F	Dallas-Ft. Worth	5033
34	WBBM	Chicago	10672		WPOW-F	Miami-Ft. Laud.	6494	158	WXRT-F	Chicago	5000
35	WBIX-F	New York	10658	97	KODA-F	Houston	6456	159	WDVE-F	Pittsburgh	4988
36	WAXQ-F	New York	10647	98	KBXX-F	Houston	6413	160	WKSS-F	Hartford	4970
37	WNEW-F	New York	10475	99	WPLY-F	Philadelphia	6409	161	WEEI	Boston	4949
38	KLOS-F	Los Angeles	10330	100	WYXR-F	Philadelphia	6373	162	KFOG-FF	San Francisco	4947
39	WGCI-F	Chicago	10300	101	WMMR-F	Philadelphia	6329	163	WFOX-F	Atlanta	4942
40	WQXR-F	New York	10213	102	KIRO	Seattle-Tacoma	6313	164	WNNX-F	Atlanta	4931
41	KTWV-F	Los Angeles	9930	103	WNIC-F	Detroit	6292	165	KLDE-F	Houston	4901
42	KGO	San Francisco	9830	104	WQEW	New York	6252	166	WRKO	Boston	4900
43	WJR	Detroit	9673	105	WMJX-F	Boston	6217	167	WAAF-F	Boston	4875
44	WJMK-F	Chicago	9598	106	WWDC-F	Washington, DC	6170	168	WFBQ-F	Indianapolis	4873
45	KFWB	Los Angeles	9563	107	WWZZ-F	Washington, DC	6137	169	WZLX-F	Boston	4863
46	WBZ	Boston	9522	108	KDMX-F	Dallas-Ft. Worth	6075	170	KBSG-AF	Seattle-Tacoma	4814
47	WKQX-F	Chicago	9458	109	WMVP	Chicago	6043	171	KLOL-F	Houston	4797
48	WYSP	Philadelphia	9420	110	WODS-F	Boston	5960	172	WCSX-F	Detroit	4777
49	KCBS	San Francisco	9268	111	WTOP-AF	Washington, DC	5959	173	KKRZ-F	Portland, OR	4763
50	WPAT-F	New York	9111	112	WRQX-F	Washington, DC	5872	174	KEEY-F	Mpls.-St. Paul	4713
51	WJMN-F	Boston	9099	113	KMEL-F	San Francisco	5854	175	KEGL-F	Dallas-Ft. Worth	4694
52	KHKS-F	Dallas-Ft. Worth	8947	114	WBIG-F	Washington, DC	5851	176	WADO	New York	4671
53	KRBE-F	Houston	8828	115	WKYS-F	Washington, DC	5849	177	KITS-F	San Francisco	4639
54	WTMX-F	Chicago	8430	116	WJJZ-F	Philadelphia	5843	178	KBKS-AF	Seattle-Tacoma	4619
55	KLAX-F	Los Angeles	8245	117	KDKA	Pittsburgh	5834	179	WPCH-F	Atlanta	4606
56	WLIT-F	Chicago	8239	118	KKDA-F	Dallas-Ft. Worth	5775	180	WPHI-F	Philadelphia	4588
57	WXKS-F	Boston	8228	119	WTAM	Cleveland	5771	181	KQQL-F	Mpls.-St. Paul	4577
58	WIOQ-F	Philadelphia	8068	120	KLLC-F	San Francisco	5757	182	KZPS-F	Dallas-Ft. Worth	4557
59	KLSX-F	Los Angeles	8052	121	WOMC-F	Detroit	5742	183	KTNQ	Los Angeles	4518
60	KLAC	Los Angeles	7939	122	WBAP	Dallas-Ft. Worth	5739	184	WNCI-F	Columbus, OH	4509
61	WOGL-F	Philadelphia	7900	123	KFRC-AF	San Francisco	5722	185	WARW-F	Washington, DC	4476
62	WUSL-F	Philadelphia	7894	124	KIOI-F	San Francisco	5682	186	WBOS-F	Boston	4469

America's Leading Stations – 12+ TSA Cume (00)

187	WIL-F	Saint Louis	4439	238	KYNG-F	Dallas-Ft. Worth	3823	289	WTIC	Hartford	3309
188	WQAL-F	Cleveland	4416	239	WDOK-F	Cleveland	3808	290	WZPL-F	Indianapolis	3305
189	WDUV-F	Tampa-St. Pete	4370	240	WZJM-F	Cleveland	3743		WWRM-F	Tampa-St. Pete	3305
190	WPST-F	Philadelphia	4325	241	WPOC-F	Baltimore	3738	292	WMMJ-F	Washington, DC	3304
191	WIP	Philadelphia	4323	242	KMPS-F	Seattle-Tacoma	3712	293	KBLX-F	San Francisco	3303
192	KILT-F	Houston	4309	243	WHTA-F	Atlanta	3709	294	WRCH-F	Hartford	3292
193	WTMJ	Milwaukee	4308	244	WTQR-F	Greensboro-WS	3699	295	KTCZ-F	Mpls.-St. Paul	3289
194	WGAY-F	Washington, DC	4281	245	WFMS-F	Indianapolis	3681	296	WLVE-F	Miami-Ft. Laud.	3274
195	WLW	Cincinnati	4269	246	KFRG-FF	Riverside-SB	3660	297	WOJO-F	Chicago	3268
196	KMJQ-F	Houston	4268	247	WGMS-F	Washington, DC	3657	298	WSIX-F	Nashville	3261
197	KTXQ-F	Dallas-Ft. Worth	4266	248	WJZW-F	Washington, DC	3650		WOMX-F	Orlando	3261
198	WNCX-F	Cleveland	4258	249	KMLE-F	Phoenix	3648	300	KSHE-F	Saint Louis	3251
199	KZZP-F	Phoenix	4254	250	KALC-F	Denver	3634	301	WSHH-F	Pittsburgh	3246
200	WALR-F	Atlanta	4249	251	WNKS-F	Charlotte	3627	302	WRAL-F	Raleigh-Durham	3243
201	KDFC-F	San Francisco	4240	252	WNIB-F	Chicago	3615	303	WMMS-F	Cleveland	3241
202	KGGI-F	Riverside-SB	4235	253	KHTS-F	San Diego	3597	304	KOOL-F	Phoenix	3240
203	WHQT-F	Miami-Ft. Laud.	4220	254	WDSY-F	Pittsburgh	3594		WFLA	Tampa-St. Pete	3240
204	KPLZ-F	Seattle-Tacoma	4200	255	WMXD-F	Detroit	3592	306	WGST-AF	Atlanta	3229
205	KKSF-F	San Francisco	4145	256	KNIX-F	Phoenix	3591	307	WWKA-F	Orlando	3221
206	WCHB-F	Detroit	4135	257	CIMX-F	Detroit	3590	308	WDRG-F	Hartford	3218
207	KFMB-F	San Diego	4130	258	WJFK-F	Washington, DC	3582	309	WQUE-F	New Orleans	3202
208	WMXJ-F	Miami-Ft. Laud.	4119	259	WYCD-F	Detroit	3575	310	WSCR	Chicago	3185
209	KSFM-F	Sacramento	4107	260	KYXY-F	San Diego	3564	311	WQYK-F	Tampa-St. Pete	3183
210	WFLC-F	Miami-Ft. Laud.	4106	261	WZAK-F	Cleveland	3555	312	KRLA	Los Angeles	3172
211	WLYF-F	Miami-Ft. Laud.	4096	262	WZGC-F	Atlanta	3549	313	WPRO-F	Providence	3170
212	WLTE-F	Mpls.-St. Paul	4064	263	WPLL-F	Miami-Ft. Laud.	3537	314	WPEG-F	Charlotte	3169
213	WGAR-F	Cleveland	4051	264	KSLZ-F	Saint Louis	3534	315	WUBE-F	Cincinnati	3151
214	WMVX-F	Cleveland	4045	265	WXXL-F	Orlando	3525	316	KLOU-F	Saint Louis	3139
215	WBAL	Baltimore	4042	266	WQSR-F	Baltimore	3518	317	WKIS-F	Miami-Ft. Laud.	3137
216	KKPN-F	Houston	4038	267	WROR-F	Boston	3517		XHTZ-F	San Diego	3137
217	KTBS-F	Houston	4008	268	WMMX-F	Baltimore	3512	319	KOAI-F	Dallas-Ft. Worth	3131
218	KKBQ-F	Houston	3994	269	KRFK-F	Denver	3505	320	WNRQ-F	Nashville	3125
	WCAA-F	New York	3994	270	WBBR	New York	3489	321	WEBN-F	Cincinnati	3119
220	WTIC-F	Hartford	3992	271	KLSY-F	Seattle-Tacoma	3487	322	KACE-FF	Los Angeles	3115
221	WKRQ-F	Cincinnati	3988	272	KNDD-F	Seattle-Tacoma	3479	323	KHYS-FF	Houston	3109
222	KKRW-F	Houston	3983	273	KTFM-F	San Antonio	3475	324	WMRQ-F	Hartford	3105
	KEZK-F	Saint Louis	3983	274	WZTA-F	Miami-Ft. Laud.	3448	325	WKIX-F	Saint Louis	3090
224	KTAR	Phoenix	3977	275	KZZO-F	Sacramento	3442	326	WAMR-F	Miami-Ft. Laud.	3072
225	KMXV-F	Kansas City	3976	276	KOSI-F	Denver	3418	327	WKKT-F	Charlotte	3066
226	KPLX-F	Dallas-Ft. Worth	3959	277	KXKL-F	Denver	3414	328	WKTI-F	Milwaukee	3049
227	WERQ-F	Baltimore	3957	278	WSOC-F	Charlotte	3386	329	KBPI-F	Denver	3046
228	WEGQ-F	Boston	3943	279	KOME-F	San Jose	3375	330	KXTA	Los Angeles	3043
229	WBGJ-F	Miami-Ft. Laud.	3941	280	KFBK	Sacramento	3373	331	WIBC	Indianapolis	3041
230	KYGO-F	Denver	3936	281	KSFO	San Francisco	3366	332	KOMO	Seattle-Tacoma	3040
	WWSW-AF	Pittsburgh	3936	282	WXVY-F	Baltimore	3360	333	WOWI-F	Norfolk	3038
232	WYAY-F	Atlanta	3919	283	KIKK-F	Houston	3354	334	WOCL-F	Orlando	3033
233	KJLH-F	Los Angeles	3918	284	KSAN-F	San Francisco	3338	335	KPNT-F	Saint Louis	3030
234	WMAL	Washington, DC	3906	285	WHKO-F	Dayton	3334	336	WXDJ-F	Miami-Ft. Laud.	3017
235	WWWW-F	Detroit	3876		KKFR-F	Phoenix	3334	337	WTKS-F	Orlando	3013
236	WVMV-F	Detroit	3866	287	WKRK-F	Detroit	3319		KABL	San Francisco	3013
237	WIVK-F	Knoxville	3838	288	KYKY-F	Saint Louis	3313	339	KQKS-F	Denver	3009

Based on 12+ TSA Cume, Mon-Sun, 6 AM-12 Midnight. Estimates are shown in hundreds (00).

America's Leading Stations – 12+ Metro Share

Rank	Station	Market	Share	Format	97 Rev. (\$)	Group Owner
1	WFGY-F	Altoona	24.6	Country	4,500,000	Forever
2	WXBQ-F	Johnson City-Kingsport-Bristol	22.3	Country	4,700,000	Bristol
	WZID-F	Manchester	22.3	AC/Soft AC	5,000,000	Saga
4	WIVK-F	Knoxville	21.6	Country	9,300,000	Dick
5	WTHI-F	Terre Haute	21.1	Country	1,700,000	Emmis
6	WOVK-F	Wheeling	20.6	Country	1,500,000	Capstar
7	WDRM-F	Huntsville	20.5	Country	4,600,000	Capstar
8	WIKY-F	Evansville	20.3	AC	3,500,000	So. Central
9	WKEE-F	Huntington-Ashland	18.8	CHR/AC	2,620,000	Capstar
	WIBW-F	Topeka	18.8	Country	1,600,000	Morris
11	WUSY-F	Chattanooga	18.6	Country	5,300,000	Cumulus
12	WMRV-F	Binghamton	18.4	CHR	800,000	Majac
13	WKOAF	Lafayette, IN	18.2	Country	NA	Schurz
14	KLLL-AF	Lubbock	18.1	Country	2,200,000	Pinnacle
15	KZII-F	Lubbock	17.5	CHR	1,400,000	Capstar
16	WQBE-F	Charleston, WV	17.4	Country	3,800,000	Bristol
17	WRNS-AF	Greenville-New Bern-Jacksonville	17.3	Country	4,000,000	Pinnacle
18	WBWN-F	Bloomington	17.0	Country	1,900,000	Bloomington
19	WTCR-F	Huntington-Ashland	16.9	Country	3,100,000	Capstar
20	WMTZ-F	Johnstown	16.5	Country	1,500,000	Clear Channel
21	WFXE-F	Columbus, GA	16.4	Black	1,570,000	Davis
22	WWDM-F	Columbia, SC	16.3	Black	4,500,000	Clear Channel
23	WFRG-F	Utica-Rome	16.2	Country	1,720,000	Forever
24	WWSR-F	Charleston, WV	16.1	CHR	NA	Bristol
25	WZHT-F	Montgomery	16.0	Black	2,950,000	Capstar
	WXBM-F	Pensacola	16.0	Country	4,300,000	Capstar
27	WJBC	Bloomington	15.8	Full Svc.	2,800,000	Bloomington
	WZFX-F	Fayetteville, NC	15.8	Black	3,100,000	Beasley
29	KKCV-F	Waterloo-Cedar Falls	15.7	Country	1,400,000	Connoisseur
30	KFGO	Fargo	15.6	Full Svc.	2,900,000	Otter Tail
31	WPCV-F	Lakeland-Winter Haven	15.6	Country	NA	Hall
32	WBNQ-F	Bloomington	15.3	CHR	1,700,000	Bloomington
33	WJMI-F	Jackson, MS	15.0	Black	2,200,000	Clear Channel
34	KTTS-F	Springfield, MO	14.9	Country	3,300,000	Journal Bcst
35	WLLR-F	Davenport-Rock Island-Moline	14.7	Country	3,100,000	Sconnix
	WKYE-F	Johnstown	14.7	AC	1,200,000	Forever
	KATM-F	Modesto	14.7	Country	5,200,000	Citadel
	KCCY-F	Pueblo	14.7	Country	NA	McCoy
39	KBNA-A/F	El Paso	14.3	SP-Contemp.	3,600,000	Heftel
40	WAEB-F	Allentown-Bethlehem	14.1	CHR	5,400,000	Capstar
	KBFM-F	McAllen-Brownsville	14.1	CHR	2,000,000	Calendar
42	WIKS-F	Greenville-New Bern-Jacksonville	14.0	Black	2,900,000	Beasley
	WZYP-F	Huntsville	14.0	CHR	3,500,000	Athens
	WSRS-F	Worcester	14.0	Soft AC	4,700,000	Capstar
45	WXRX-F	Rockford	13.9	AOR	2,800,000	Airplay
	KMOX	Saint Louis	13.9	Talk/Full Svc.	24,400,000	CBS
	WQXK-F	Youngstown	13.9	Country	2,400,000	Connoisseur
48	WQUE-F	New Orleans	13.8	Black	6,600,000	Clear Channel
	WHBX-F	Tallahassee	13.8	Black AC	1,300,000	Cumulus
50	WWNC	Asheville	13.7	Country/FS	1,600,000	Capstar
	KPRR-F	El Paso	13.7	CHR/Urban	2,400,000	Clear Channel

Based on Metro average ¼-hr. share, Mon-Sun, 6 AM-12 Midnight.

America's Leading Stations – 12+ Metro Cume Rating

1	WIVK-F	Knoxville	39.2	Country	52	WMT-F	Cedar Rapids	28.0	AC
2	WTHI-F	Terre Haute	38.3	Country		WZFX-F	Fayetteville, NC	28.0	Black
3	WFGY-FF	Altoona	37.5	Country		WFMK-F	Lansing	28.0	AC
4	WXBQ-F	Johnson City-Kingsport	37.4	Country	55	WFLY-F	Albany-Sch.-Troy	27.5	CHR
5	WDRM-F	Huntsville	36.6	Country		KZFM-F	Corpus Christi	27.5	CHR/Urban
6	WKEE-F	Huntington-Ashland	35.8	CHR/AC		WVLC-F	Lexington	27.5	Country
	KLLL-AF	Lubbock	35.8	Country	58	WKML-F	Fayetteville, NC	27.2	Country
	KBFM-F	McAllen-Bmsvl	35.8	CHR	59	KHFI-F	Austin	27.1	CHR
9	WMRV-F	Binghamton	35.6	CHR		WLLR-F	Davenport-Rock Island	27.1	Country
10	KPRR-F	El Paso	34.9	CHR	61	KVOX-F	Fargo	27.0	Country
11	WIXX-F	Green Bay	34.7	CHR		WDAY-F	Fargo	27.0	CHR
12	WUSY-F	Chattanooga	34.6	Country		WHZZ-F	Lansing	27.0	CHR
13	WZID-F	Manchester	34.4	AC/Soft AC		WXRX-F	Rockford	27.0	AOR
14	WKRZ-FF	Wilkes Barre-Scrtn	33.8	CHR	65	WEZN-F	Bridgeport	26.7	Soft AC
15	KZII-F	Lubbock	33.6	CHR	66	WSTO-F	Evansville	26.6	CHR
16	WZOK-F	Rockford	33.4	CHR		KQRS-F	Mpls.-St. Paul	26.6	Classic AOR
17	WBNQ-F	Bloomington	33.3	CHR		WQXK-F	Youngstown	26.6	Country
	WIKY-F	Evansville	33.3	AC	69	WRNS-AF	Greenville-New Bern	26.5	Country
19	WOVK-F	Wheeling	32.9	Country		WSRS-F	Worcester	26.5	Soft AC
20	WAEB-F	Allentown-Bethlehem	32.8	CHR	71	KJYO-F	Oklahoma City	26.4	CHR
21	WQBE-F	Charleston, WV	32.6	Country		WXBM-F	Pensacola	26.4	Country
22	WJBC	Bloomington	32.4	Full Svc.		WIBW-F	Topeka	26.4	Country
	WTCR-F	Huntington-Ashland	32.4	Country	74	WNCI-F	Columbus, OH	26.3	CHR
24	KKCV-F	Waterloo-Cedar Falls	31.6	Country		WAPE-F	Jacksonville	26.3	CHR
25	KFRX-F	Lincoln	31.1	CHR		WNTQ-F	Syracuse	26.3	CHR
26	WKFR-F	Kalamazoo	31.0	CHR	77	WMTZ-F	Johnstown	26.2	Country
27	WZEE-F	Madison	30.9	CHR		WAZY-F	Lafayette, IN	26.2	CHR
	WOMP-F	Wheeling	30.9	CHR	79	WHAS	Louisville	26.1	Full Svc.
29	KMOX	Saint Louis	30.8	Talk/Full Svc.	80	KRQQ-F	Tucson	26.0	CHR
30	WRTS-F	Erie	30.6	CHR	81	WTMJ	Milwaukee	25.9	Full Svc.
31	WFXE-F	Columbus, GA	30.2	Black		KDKA	Pittsburgh	25.9	News/Talk
32	WBWN-F	Bloomington	29.4	Country		KKRD-F	Wichita	25.9	CHR
33	KBNA-AF	El Paso	29.3	SP-Contemp.	84	WXKC-F	Erie	25.8	Country
	KKPS-F	McAllen-Bmsvl	29.3	SP-Tejano		WKYE-F	Johnstown	25.8	AC
35	WHTS-F	Davenport-Rock Island	29.2	CHR		WLKT-F	Lexington	25.8	CHR
36	KFGO	Fargo	29.1	Full Svc.	87	KLAQ-F	El Paso	25.6	AOR
	WZYP-F	Huntsville	29.1	CHR		KATM-F	Modesto	25.6	Country
	WNDU-F	South Bend	29.1	CHR		WMGI-F	Terre Haute	25.6	CHR
39	KYW	Philadelphia	29.0	News		WVKS-F	Toledo	25.6	CHR
40	WZHT-F	Montgomery	28.8	Black	91	WHWK-F	Binghamton	25.5	Country
41	WGBD-F	Lafayette, IN	28.7	New Rock		WHO	Des Moines	25.5	Full Svc.
	KCCY-F	Pueblo	28.7	Country		KDWB-F	Mpls.-St. Paul	25.5	CHR
43	WPRR-F	Altoona	28.6	CHR	94	WICC	Bridgeport	25.4	Full Svc.
	KKMG-F	Colorado Springs	28.6	CHR		KKRZ-F	Portland, OR	25.4	CHR
	KTTS-F	Springfield, MO	28.6	Country		KTFM-F	San Antonio	25.4	CHR/Urban
46	WJET-F	Erie	28.5	CHR	97	KDAT-F	Cedar Rapids	25.2	AC
	WHOT-F	Youngstown	28.5	CHR		KCQQ-F	Davenport-Rock Island	25.2	Classic Hits
48	KKLS-F	Sioux Falls	28.4	CHR		WHKO-F	Dayton	25.2	Country
49	KGOT-F	Anchorage	28.3	CHR		WFGO-F	Erie	25.2	Oldies
50	WVSR-F	Charleston, WV	28.2	CHR		KMJJ-F	Shreveport	25.2	Black
51	WFRG-F	Utica-Rome	28.1	Country	102	WKHY-F	Lafayette, IN	25.0	AOR

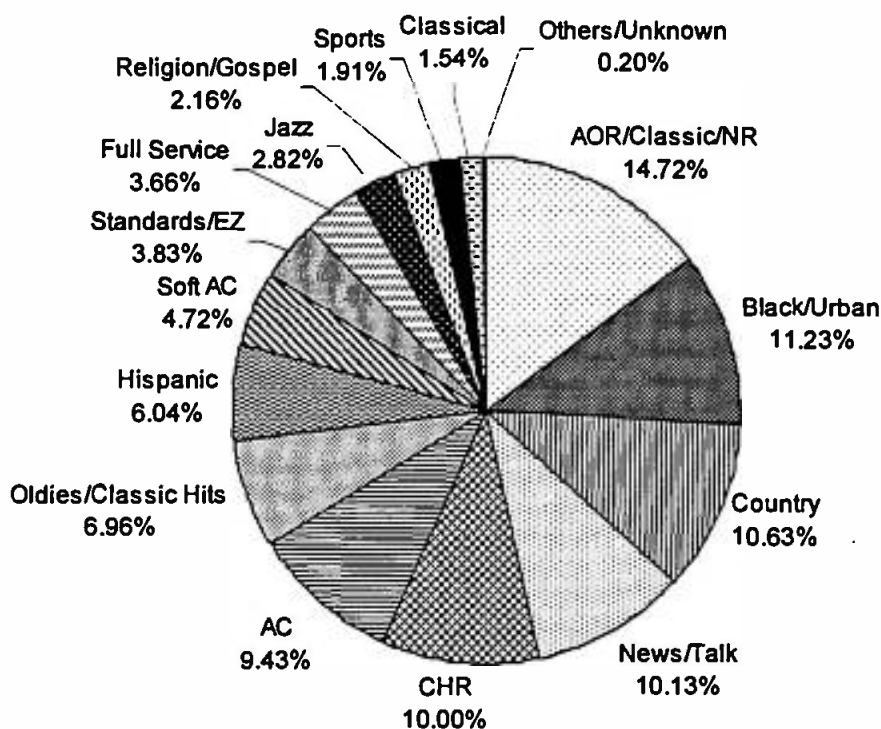
Based on Metro persons 12+ cume rating, Mon-Sun, 6 AM-12 Midnight.

Format Listenership

	AM AQH	Stns	FM AQH	Stns	Total AQH	Stns	%
AOR/Classic/NR	800	5	3,375,200	706	3,376,000	711	14.72
Black/Urban	198,600	67	2,376,100	265	2,574,700	332	11.23
Country	60,500	68	2,377,400	518	2,437,900	586	10.63
News/Talk	2,080,600	415	243,200	57	2,323,800	472	10.13
CHR	800	2	2,293,000	352	2,293,800	354	10.00
Adult Contemporary	2,900	7	2,158,700	413	2,161,600	417	9.43
Oldies/Classic Hits	34,900	30	1,560,500	340	1,595,400	370	6.96
Hispanic	379,100	116	1,007,000	129	1,386,100	245	6.04
Soft AC	1,500	2	1,081,500	161	1,083,000	163	4.72
Standards/EZ List.	691,800	212	186,800	70	878,600	282	3.83
Full Service	806,900	138	33,200	2	840,100	140	3.66
Jazz	800	1	645,000	98	645,800	99	2.82
Religion/Gospel	275,500	187	219,800	122	495,300	338	2.16
Sports	435,900	144	3,000	6	438,900	150	1.91
Classical	4,500	5	349,000	46	353,500	51	1.54
Others/Unknown	21,500	15	24,000	7	45,500	22	0.20
Totals	4,996,600	1,414	17,933,400	3,292	22,930,000	4,706	

Based on Metro ¼-hr. average persons 12+, Mon-Sun, 6 AM-12 Midnight. Every station listed in the market report is included. Simulcast facilities count as two stations.

1998 Format Listenership



Format Percentages – AM & FM Bands – Format Share Trends

	AM	FM	Total	Spg 97	Spg 96	Spg 95	Spg 94	Spg 93	Spg 92	Spg 91	Spg 90	Spg 89	Spg 88
AOR/Classic/NR	0.02	12.04	14.72	14.61	14.74	14.62	15.50	14.58	14.83	14.44	13.45	12.88	12.80
Black/Urban	3.97	13.25	11.23	11.02	10.77	10.19	8.35	9.24	8.49	8.60	8.97	8.35	10.33
Country	1.21	13.26	10.63	11.51	12.17	13.30	13.80	13.82	13.32	11.95	11.04	10.82	10.73
News/Talk	41.64	1.36	10.13	10.34	11.45	11.52	12.55	13.41	11.31	11.30	9.91	10.01	9.75
CHR	0.02	12.79	10.00	9.07	8.36	8.95	9.98	10.45	11.16	12.15	15.02	16.00	14.63
Adult Contemp.	0.06	12.04	9.43	9.21	8.27	8.22	8.83	9.17	NA	NA	NA	NA	NA
Oldies/Clas. Hits	0.70	8.70	6.96	7.26	7.61	7.72	7.04	7.04	NA	NA	NA	NA	NA
Hispanic	7.59	5.62	6.04	5.89	5.41	4.89	4.33	4.12	4.13	3.45	3.41	2.88	3.12
Soft AC	0.03	6.03	4.72	4.90	5.02	5.82	6.79	7.86	8.24	8.31	6.19	7.22	7.67
Standards/EZ	13.85	1.04	3.83	3.77	3.88	3.54	3.47	1.89	3.34	3.48	3.25	3.04	2.88
Full Service	16.15	0.19	3.66	3.57	3.64	3.45	3.59	3.93	3.70	3.90	4.42	4.59	5.27
Jazz	0.02	3.60	2.82	2.87	2.86	2.35	1.93	1.69	1.65	1.77	1.62	1.71	1.28
Religion/Gospel	5.51	1.23	2.16	2.25	2.16	2.10	1.83	2.08	1.89	1.96	2.09	1.84	1.65
Classical	0.09	1.95	1.54	1.72	1.67	1.56	1.53	1.54	1.59	1.68	1.63	1.48	1.32
Sports	8.72	0.02	1.91	1.71	1.75	1.42	NA	NA	NA	NA	NA	NA	NA
Others/Unknown	0.43	0.13	0.20	0.28	0.23	0.34	0.49	0.45	0.37	0.24	0.42	0.60	0.55

Notes: EZ Listening was split from Soft AC and combined with Standards based on the similarity of demographic appeal of the latter two. Sports was split off from News/Talk in Spring 1995; AC and Oldies were split in Spring 1993.

Changes in Format Percentages

	Chgs. in Format Share			97-98 % Chg. in ¼-hr. Totals	97-98 Chg. in # of Stations
	vs. 97	vs. 93	vs. 88		
AOR/ClassicAOR/New Rock	+0.8	+1.0	+15.0	+0.5	+3.2
Black/Urban	+1.9	+21.5	+8.7	+1.6	+0.9
Country	-7.6	-23.1	+0.9	-7.9	-6.1
News/Talk	-2.0	-24.5	+3.9	-2.3	-5.2
CHR	+10.3	-4.3	-31.6	+9.9	+11.3
Adult Contemporary	+2.4	+2.8	NA	+2.0	-3.0
Oldies/Classic Hits	-4.1	-1.1	NA	-4.4	+8.5
Hispanic	+2.5	+46.6	+93.6	+2.4	-3.9
Soft AC*	-3.7	-39.9	-38.5	-4.0	-11.9
Standards/EZ Listening*	+1.6	+102.6	+33.0	+1.3	+8.9
Full Service	+2.5	-6.9	-30.6	+2.3	+2.9
Jazz	-1.7	+66.9	+120.3	-2.0	+1.0
Religion/Gospel	-4.0	+3.8	+30.9	-4.4	+9.4
Classical	-10.5	NC	+16.7	-10.4	-7.3
Sports	+11.7	NA	NA	+11.4	+11.1
Other/Unknown	-28.6	-55.6	-63.7	-29.3	-4.3

* EZ Listening was split from Soft AC and combined with Standards based on the similarity of demographic appeal of the latter two. This has skewed both categories' performance against 1993 and 1988 results.

Comment: CHR obviously has reinvented itself yet again, posting a 10% gain in format share. Sports continues to grow, up nearly 12% over last year. Country, Oldies and Classical recorded the sharpest real declines; some of Classical's share decrease is due to the abandonment of the format in Philadelphia and Detroit since last year. The shift in pairing of Easy Listening stations from Soft AC to Standards caused some decrease for Soft AC and a gain for Standards, but did not significantly affect the formats' results. Country, News/Talk and Religion are down versus last year and five years ago, but ahead of their shares of 10 years ago.

Best Markets for Various Formats

Adult Contemporary

(Nat'l. Avg. = 9.43%)	
1 Manchester	28.7
2 Evansville	28.4
3 Springfield, MA	27.0
4 Cedar Rapids	25.1
5 Topeka	21.3
6 Honolulu	20.0
7 Columbus, GA	19.1
8 Atlantic City-Cape May	19.0
9 Greensboro-WS	18.7
Reno	18.7
11 Fort Pierce	18.6
12 Toledo	18.1

AOR

(Nat'l. Avg. = 14.72%)	
1 Lafayette, IN	32.1
2 Minneapolis-St. Paul	29.3
3 Portsmouth-Dover	28.5
4 Denver-Boulder	28.2
5 Madison	27.4
6 Lincoln	26.9
7 Springfield, MA	25.3
8 Grand Rapids	25.2
9 Spokane	24.2
10 Lansing	23.8
11 Utica-Rome	23.6
Peoria	23.6
13 Knoxville	23.5
14 Manchester	23.4

Black/Urban

(Nat'l. Avg. = 11.23%)	
1 Montgomery	37.9
2 Columbus, GA	36.4
Memphis	36.4
4 New Orleans	30.6
5 Macon	29.6
6 Jackson, MS	29.4
7 Baton Rouge	29.1
8 Savannah	28.1
9 Mobile	27.6
10 Birmingham	26.7
Washington, DC	26.7
12 Shreveport	26.0
13 Richmond	25.3
14 Atlanta	24.9
Fayetteville, NC	24.9

CHR

(Nat'l. Avg. = 10.00%)	
1 Green Bay	25.9
2 Erie	25.5
3 Wilkes Barre-Scranton	24.2
4 Huntington-Ashland	23.2
5 Appleton-Oshkosh	21.9
6 Allentown-Bethlehem	21.7
7 Binghamton	21.6
8 Sioux Falls	21.5
9 Honolulu	19.9
10 Lubbock	19.3
11 Providence	18.6
12 Wilmington, DE	18.3
13 Pueblo	18.1
14 Harrisburg-Lebanon	18.0
Charleston, WV	18.0

Classical

(Nat'l. Avg. = 1.54%)	
1 Boston	6.0
2 Monterey-Salinas-Sta. Cruz	5.4
3 Anchorage	5.1
4 Worcester	4.6
Washington, DC	4.6
6 Seattle-Tacoma	4.4
7 Albuquerque	4.0
8 San Francisco	3.8
9 New York	3.5
10 Grand Rapids	3.2

Country

(Nat'l. Avg. = 10.63%)	
1 Johnson City-Kingsport	39.4
2 Huntington-Ashland	38.4
3 Terre Haute	35.7
4 Johnstown	35.4
5 Knoxville	32.6
6 Springfield, MO	31.7
7 Huntsville	29.2
Waterloo-Cedar Falls	29.2
9 Topeka	28.0
10 Charleston, WV	27.7
Wheeling	27.7
12 Altoona	27.3
13 Lubbock	25.6
14 Greensboro-Winston Salem	25.3
15 Greenville-New Bern	25.1

Full Service

(Nat'l. Avg. = 3.66%)	
1 Bloomington	20.4
2 Asheville	18.7
3 Fargo	17.6
4 Lincoln	16.2
5 Cedar Rapids	15.8
6 Saint Louis	15.5
7 Louisville	14.3
8 Des Moines	14.1
9 Duluth-Superior	13.8
Wilkes Barre-Scranton	13.8
11 Bridgeport	13.7
12 Hartford	13.4

Hispanic

(Nat'l. Avg. = 6.04%)	
1 McAllen-Brownsville	51.2
2 El Paso	34.0
3 Miami-Ft. Lauderdale	29.2
4 Los Angeles	25.8
5 Corpus Christi	25.7
6 Monterey-Salinas-Sta. Cruz	21.5
7 Fresno	19.6
8 San Antonio	16.8
9 Bakersfield	16.5
10 Oxnard-Ventura	14.3
11 New York	14.1
12 Riverside-San Bernardino	12.4

Jazz

(Nat'l. Avg. = 2.82%)	
1 Tallahassee	10.0
2 San Francisco	6.5
3 Atlantic City-Cape May	6.4
4 Kansas City	5.6
5 Cincinnati	5.4
6 Norfolk	5.3
7 Philadelphia	5.2
8 Fresno	4.8
Denver	4.8
Cleveland	4.8
11 Lakeland	4.7

News/Talk

(Nat'l. Avg. = 10.13%)	
1 Monmouth-Ocean	21.4
2 Seattle-Tacoma	21.0
3 Santa Rosa	18.3
4 San Francisco	16.9
Pittsburgh	16.9
6 Boston	16.1
7 New York	15.5
8 Philadelphia	15.4
Los Angeles	15.4
10 Sacramento	15.1
Chicago	15.1
12 Oxnard-Ventura	15.0
13 Monterey-Salinas-Sta. Cruz	14.5
14 Providence	14.4
15 Springfield, MA	14.1

Oldies/Classic Hits

(Nat'l. Avg. = 6.96%)	
1 Davenport-Rock Island	19.7
2 Eugene-Springfield	17.0
3 Louisville	14.4
4 Lafayette, IN	14.2
5 Saginaw-Bay City	14.1
6 Reno	13.1
Allentown-Bethlehem	13.1
8 Cedar Rapids	13.0
9 Pittsburgh	12.8
10 Greenville-New Bern	12.7
11 Lafayette, LA	11.9
12 Erie	11.8
Peoria	11.8

Best Markets for Various Formats

Religion/Gospel (Nat'l. Avg. = 2.16%)

1 Fayetteville, NC	15.1
2 Jackson, MS	13.2
3 Macon	13.0
4 Memphis	12.5
5 Savannah	11.6
6 Asheville	11.5
7 Charleston, SC	10.2
8 Columbia, SC	8.7
9 Augusta, GA	8.6
10 Lancaster	8.1
11 Mobile	8.0

Soft AC

(Nat'l. Avg. = 4.72%)

1 Worcester	16.3
2 West Palm Beach	15.8
3 Bridgeport	14.6
4 Hartford	13.9
5 Sioux Falls	12.0
6 Grand Rapids	11.8
7 Richmond	11.6
8 Pensacola	11.2
9 Rochester, NY	10.9
10 Peoria	10.6
11 Pittsburgh	10.5
12 Daytona Beach	10.4

Standards/EZ Listening

(Nat'l. Avg. = 3.83%)

1 Sarasota-Bradenton	23.1
2 Fort Myers-Naples	21.1
3 Ft. Pierce	16.2
4 Tampa-St. Petersburg	14.4
5 Lakeland	11.9
6 Las Vegas	11.7
7 Fort Wayne	11.5
8 Atlantic City-Cape May	11.3
9 Monmouth-Ocean	11.2
10 Daytona Beach	10.8
11 West Palm Beach	10.3

Sports

(Nat'l. Avg. = 1.91%)

1 Stockton	8.0
2 San Francisco	5.9
3 Salt Lake City	5.8
4 Santa Rosa	5.6
5 Bridgeport	5.0
6 Reno	4.8
7 New Haven	4.7
Boston	4.7
9 Sacramento	4.4
10 Shreveport	4.1
11 Monmouth-Ocean	4.0

Based on 1998 Station Format and Format Listenership.

America's Leading Stations by Format – Average ¼-hour

Adult Contemp. & AC/CHR

1 KOST-F	Los Angeles	691
2 KYSR-F	Los Angeles	552
3 WBEB-F	Philadelphia	550
4 KBIG-F	Los Angeles	528
5 WNIC-F	Detroit	486
6 WTMX-F	Chicago	410
4 WBIX-F	New York	383
8 WMJX-F	Boston	358
9 WBMX-F	Boston	343
10 KVIL-F	Dallas-Ft. Worth	334
11 KDMX-F	Dallas-Ft. Worth	316
12 WNND-F	Chicago	308
13 WSB-F	Atlanta	289
14 WKQI-F	Detroit	283
15 WRQX-F	Washington, DC	278
16 WYXR-F	Philadelphia	277
17 KHMV-F	Houston	271
18 WASH-F	Washington, DC	269
19 KIOI-F	San Francisco	266
20 WFLC-F	Miami-Ft. Laud.	250
21 KYXY-F	San Diego	239
22 WMVX-F	Cleveland	229
23 KFMB-F	San Diego	222
24 KSTP-F	Mpls.-St. Paul	219
25 KLLC-F	San Francisco	218
26 KLSY-F	Seattle-Tacoma	212
27 WALK-F	Nassau-Suffolk	210

AOR/Clas. AOR/New Rock/Prog.

1 WXRK-F	New York	1081
2 KROQ-F	Los Angeles	627
3 KLOS-F	Los Angeles	563
4 WYSP-F	Philadelphia	512
5 KCBS-F	Los Angeles	492
6 WNEW-F	New York	485
7 WAXQ-F	New York	433
8 KQRS-F	Mpls.-St. Paul	423
9 WRCX-F	Chicago	408
10 WBCN-F	Boston	406
11 WDVE-F	Pittsburgh	362
12 WKQX-F	Chicago	343
13 WXCD-F	Chicago	334
14 WAAF-F	Boston	320
15 WFBO-F	Indianapolis	317
16 WXRT-F	Chicago	308
17 KEGL-F	Dallas-Ft. Worth	301
18 WKLS-F	Atlanta	285
19 WMMR-F	Philadelphia	284
20 KLOL-F	Houston	282
21 WRIF-F	Detroit	263
22 WWDC-F	Washington, DC	261
23 WCSX-F	Detroit	255
24 WZLX-F	Boston	247
25 WNCX-F	Cleveland	242
26 KZPS-F	Dallas-Ft. Worth	237
27 WNNX-F	Atlanta	235
28 WZTA-F	Miami-Ft. Laud.	233
29 KFOG-F	San Francisco	232
30 KKRW-F	Houston	231

Black/Urban

1 WQHT-F	New York	1519
2 WRKS-F	New York	1145
3 WGCI-F	Chicago	942
4 KKBT-F	Los Angeles	794
5 KPWR-F	Los Angeles	778
6 WBLS-F	New York	717
7 KCMG-F	Los Angeles	609
8 WVAZ-F	Chicago	568
9 WDAS-F	Philadelphia	522
10 WJLB-F	Detroit	510
11 WUSL-F	Philadelphia	494
12 KKDA-F	Dallas-Ft. Worth	491
13 WVVE-F	Atlanta	483
14 KBXX-F	Houston	446
15 KYLD-F	San Francisco	404
16 WEDR-F	Miami-Ft. Laud.	397
17 WPGC-F	Washington, DC	392
18 WHUR-F	Washington, DC	378
19 KMJQ-F	Houston	355
20 WKYS-F	Washington, DC	340
21 WERQ-F	Baltimore	322
22 WZAK-F	Cleveland	305
23 WQUE-F	New Orleans	293
24 WALR-F	Atlanta	290
25 WHQT-F	Miami-Ft. Laud.	286
26 WOWI-F	Norfolk	283
27 WPHI-F	Philadelphia	265
28 KJLH-F	Los Angeles	264
29 WPEG-F	Charlotte	248
30 WMXD-F	Detroit	246

CHR & CHR/AC

1 WHTZ-F	New York	1352
2 WKTU-F	New York	1134
3 WPLJ-F	New York	768
4 KIIS-F	Los Angeles	687
5 WBBM-F	Chicago	591
6 WJMN-F	Boston	526
7 KHKS-F	Dallas-Ft. Worth	523
8 WSTR-F	Atlanta	463
9 KRBE-F	Houston	423
10 WFLZ-F	Tampa-St. Pete	419
11 WXKS-F	Boston	388
12 KDWB-F	Mpls.-St. Paul	355
13 WIOQ-F	Philadelphia	343
14 WPOW-F	Miami-Ft. Laud.	315
15 KMEL-F	San Francisco	300
16 KKRZ-F	Portland, OR	297
17 KUBE-F	Seattle-Tacoma	293
18 WWZZ-F	Washington, DC	266
19 KZQZ-F	San Francisco	249
20 WHYI-F	Miami-Ft. Laud.	242
WKSS-F	Hartford	242
22 WBZZ-F	Pittsburgh	239
23 KTFM-F	San Antonio	230
24 WDRQ-F	Detroit	229
25 KZZP-F	Phoenix	219
26 KMXP-F	Kansas City	217
27 WPLY-F	Philadelphia	213
28 KQKS-F	Denver	211

Classical

1 WQXR-F	New York	815
2 WCRB-F	Boston	362
3 KKGO-F	Los Angeles	353
4 WGMS-F	Washington, DC	251
5 KDFC-F	San Francisco	233
6 WTML-F	Miami-Ft. Laud.	193
7 KING-F	Seattle-Tacoma	182
8 WNIB-F	Chicago	178
9 WRRR-F	Dallas-Ft. Worth	152

Country

1 WUSN-F	Chicago	475
2 KZLA-F	Los Angeles	456
3 WXTU-F	Philadelphia	397
4 WKHX-F	Atlanta	368
5 WMZQ-F	Washington, DC	365
6 WIL-F	Saint Louis	342
7 KSCS-F	Dallas-Ft. Worth	331
8 WIVK-F	Knoxville	324
KFRG-F	Riverside-San Bernardino	324
10 KEEY-F	Mpls.-St. Paul	320
11 KILT-F	Houston	308
12 WGAR-F	Cleveland	298
13 WFMS-F	Indianapolis	295
14 WPOC-F	Baltimore	277
WQYK-F	Tampa-St. Pete	277
16 KYGO-F	Denver	273
17 KNIX-F	Phoenix	264
18 WYAY-F	Atlanta	263
19 WWKA-F	Orlando	252
20 WTQR-F	Greensboro	251
21 WUSY-F	Chattanooga	249
22 KMPS-F	Seattle-Tacoma	244
23 WGNA-F	Albny.-Sch.-Troy	241
24 WDSY-F	Pittsburgh	239
25 WUBE-F	Cincinnati	236
26 WKIS-F	Miami-Ft. Laud.	234
27 WWYZ-F	Hartford	232
28 KMLE-F	Phoenix	231
29 WAMZ-F	Louisville	229
30 KKBQ-F	Houston	222
31 WMIL-F	Milwaukee	221
32 WHKO-F	Dayton	218
33 WWWW-F	Detroit	217
34 WKKT-F	Charlotte	215
35 WSOC-F	Charlotte	215

Full Service

1 WGN	Chicago	832
2 WJR	Detroit	541
3 WCCO	Mpls.-St. Paul	535
4 WSB	Atlanta	526
5 WBAP	Dallas-Ft. Worth	343
6 WLW	Cincinnati	278
7 WTMJ	Milwaukee	255
8 WMAL	Washington, DC	234
9 WDAF	Kansas City	230
10 WTIC	Hartford	223
11 WHAS	Louisville	198
12 WIBC	Indianapolis	182

America's Leading Stations by Format – Average ¼-hour

Hispanic			News/Talk			Oldies					
1	WSKQ-F	New York	1566	1	KFI	Los Angeles	991	1	WCBS-F	New York	1220
2	KLVE-F	Los Angeles	1174	2	WABC	New York	970	2	KRTH-F	Los Angeles	662
3	KSCA-F	Los Angeles	1108	3	WOR	New York	915	3	WJMK-F	Chicago	493
4	WPAT-F	New York	831	4	WCBS	New York	868	4	WOGL-F	Philadelphia	450
5	KLAX-F	Los Angeles	645	5	WINS	New York	837	5	WMGK-F	Philadelphia	374
6	WADO	New York	629	6	KGO	San Francisco	632	6	WOMC-F	Detroit	362
7	KTNQ	Los Angeles	410	7	WLS	Chicago	605	7	WMJI-F	Cleveland	342
8	KSSE-F	Los Angeles	301	8	KYW	Philadelphia	556	8	KFRC-AF	San Francisco	306
9	KBUE-FF	Los Angeles	294	9	WBZ	Boston	543	9	WODS-F	Boston	303
10	WLEY-F	Chicago	262	10	KABC	Los Angeles	541	10	KLDE-F	Houston	282
11	WAMR-F	Miami-Ft. Laud.	246	11	KMOX	Saint Louis	531		KBSG-AF	Seattle-Tacoma	282
12	WOJO-F	Chicago	236	12	KNX	Los Angeles	521	12	WBIG-F	Washington, DC	251
13	WAQI	Miami-Ft. Laud.	230	13	KLSX-F	Los Angeles	470	13	WFOX-F	Atlanta	244
14	WCAA-F	New York	224	14	KDKA	Pittsburgh	462	14	KLUV-F	Dallas-Ft. Worth	238
				15	WBBM	Chicago	458	15	WQSR-F	Baltimore	231
				16	KCBS	San Francisco	409		WWSW-AF	Pittsburgh	231
Jazz				17	WRKO	Boston	376	17	KQQL-F	Mpls.-St. Paul	230
1	WQCD-F	New York	758	18	KFWB	Los Angeles	351				
2	KTWV-F	Los Angeles	659	19	WWDB-F	Philadelphia	347	Soft AC			
3	WNUA-F	Chicago	500	20	KIRO	Seattle-Tacoma	344	1	WLTW-F	New York	1563
4	WJZ-F	Philadelphia	394	21	WWJ	Detroit	325	2	WLIT-F	Chicago	556
5	WVMV-F	Detroit	283	22	KOA	Denver	321	3	KODA-F	Houston	459
6	KKSF-F	San Francisco	239	23	WTAM	Cleveland	314	4	KOIT-AF	San Francisco	392
7	KBLX-F	San Francisco	215	24	KTRH	Houston	285	5	WLYF-F	Miami-Ft. Laud.	289
8	WJZW-F	Washington, DC	211	25	WFLA	Tampa-St. Pete	284	6	WPCH-F	Atlanta	282
9	WLVE-F	Miami-Ft. Laud.	209	26	KSFO	San Francisco	272	7	WLTE-F	Mpls.-St. Paul	255
10	KOAI-F	Dallas-Ft. Worth	196	27	WCKG-F	Chicago	268	8	WDOK-F	Cleveland	248
				28	WBAL	Baltimore	265	9	WGAY-F	Washington, DC	240
Standards/EZ Listening				29	KFBK	Sacramento	263	10	WRCH-F	Hartford	234
1	WQEW	New York	483	30	KRLD	Dallas-Ft. Worth	257	11	KEZK-F	Saint Louis	232
2	KLAC	Los Angeles	421	31	WTOP-AF	Washington, DC	254	12	WMGF-F	Oriando	216
3	WDUV-F	Tampa-St. Pete	400	32	WJFK-F	Washington, DC	246				
4	WPEN	Philadelphia	312	33	WMAQ	Chicago	234	Sports			
5	WAIT	Chicago	260	34	WMVP	Chicago	223	1	WFAN	New York	839
6	KABL	San Francisco	234	35	KVI	Seattle-Tacoma	220	2	KNBR	San Francisco	469
7	CKWW	Detroit	210					3	WEEI	Boston	255
8	WRMR	Cleveland	200					4	WIP	Philadelphia	223
9	WGUL-AF	Tampa-St. Pete	182					5	WSCR	Chicago	219
10	KIXI	Seattle-Tacoma	180								

Based on TSA ¼-hr. average persons 12+, Mon-Sun, 6 AM-12 Midnight. Estimates are shown in hundreds (00).

America's Leading Stations by Format – 12+ Metro Share

Adult Contemporary

1	WZID-F	Manchester	22.3
2	WIKY-F	Evansville	20.3
3	WKYE-F	Johnstown	14.7
4	KGBX-F	Springfield, MO	12.1
5	WLZW-F	Utica-Rome	11.8
6	KMAJ-F	Topeka	11.7
7	WKWK-F	Wheeling	11.6
8	WFMK-F	Lansing	11.5
9	WGNI-F	Wilmington, NC	11.3
10	KDAT-F	Cedar Rapids	11.2
	WMT-F	Cedar Rapids	11.2
	WJBR-F	Wilmington, DE	11.2
13	WXKC-F	Erie	10.7
14	WRWC-F	Rockford	10.5
	WNSN-F	South Bend	10.5
16	WEBE-F	Bridgeport	10.4
	WARM-F	York	10.4
18	WHBC-F	Canton	10.3
19	WMXV-F	Altoona	10.0
	WMAS-F	Springfield, MA	10.0

AOR/Classic AOR/New Rock

1	WXR-F	Rockford	13.9
2	WZZQ-F	Terre Haute	12.7
3	WQUT-F	JC-Kngspt.	12.3
4	WRKT-F	Erie	11.8
5	WKHY-F	Lafayette, IN	11.7
6	KKZX-F	Spokane	11.3
7	WEGW-F	Wheeling	11.1
8	WGBD-F	Lafayette, IN	11.0
9	WKLC-F	Charleston, WV	10.9
10	KLAQ-F	El Paso	10.8
11	WFBQ-F	Indianapolis	10.7
12	WKQZ-F	Saginaw-BC	10.4
13	WVRK-F	Columbus, GA	10.3
	WRKR-F	Kalamazoo	10.3
15	KMJX-F	Little Rock	10.3
16	KFMX-F	Lubbock	10.2
17	WAPL-F	Appleton-Oshkosh	10.1
	KQRS-F	Mpls.-St. Paul	10.1
	KEZO-F	Omaha	10.1
20	WAAL-F	Binghamton	9.9
21	WMMQ-F	Lansing	9.8
	WBLM-F	Portland, ME	9.8
	KFMW-F	Waterloo-CF	9.8
24	WGIR-F	Manchester	9.6
25	WNRQ-F	Nashville	9.5
	WRBR-F	South Bend	9.3

Black/Urban

1	WFXE-F	Columbus, GA	16.4
2	WVDM-F	Columbia, SC	16.3
3	WZHT-F	Montgomery	16.0
4	WZFX-F	Fayetteville, NC	15.8
5	WJMI-F	Jackson, MS	15.0
6	WIKS-F	Gmvl.-New Bern	14.0
7	WQUE-F	New Orleans	13.8
	WHBX-F	Tallahassee	13.8
9	WIBB-F	Macon	13.4
10	WOWI-F	Norfolk	13.3
	KMJJ-F	Shreveport	13.3
12	WOCQ-F	Salisbury-OC	12.2
13	WFXA-F	Augusta, GA	12.1
	WEAS-F	Savannah	12.1
15	WDZZ-F	Flint	10.8
16	WJMZ-F	Gmvl.-Sprtnbg.	10.6
17	WCDX-F	Richmond	10.3
18	KDKS-F	Shreveport	10.1
19	WQOK-F	Raleigh-Durham	10.0
20	WPEG-F	Charlotte	9.8

CHR

1	WKEE-F	Huntington-Ashland	18.8
2	WMRV-F	Binghamton	18.4
3	KZII-F	Lubbock	17.5
4	WVSR-F	Charleston, WV	16.1
5	WBNQ-F	Bloomington	15.3
6	WAEB-F	Allenton-Beth.	14.1
	KBFM-F	McAllen-Bmsvl.	14.1
8	WZYP-F	Huntsville	14.0
9	KPRR-F	El Paso	13.7
10	WIXX-F	Green Bay	13.3
	WKRZ-F	Wilkes Barre-Scr.	13.3
12	WMGI-F	Terre Haute	12.3
13	KKLS-F	Sioux Falls	12.0
14	WRTS-F	Erie	11.8
	KJYO-F	Oklahoma City	11.8
16	WPRR-F	Altoona	11.7
17	WZOK-F	Rockford	11.3
18	WWCK-F	Flint	11.2
	WLKT-F	Lexington	11.2
20	KFRX-F	Lincoln	11.1
	KKRZ-F	Portland, OR	11.1
	WNDU-F	South Bend	11.1
	WOMP-F	Wheeling	11.1
24	WHTS-F	Davenport-RI	10.9
25	KGOT-F	Anchorage	10.8
	KKMG-F	Colorado Springs	10.8

Classical

1	KBOQ-F	Mont.-Sal.-SC	4.7
2	WCRB-F	Boston	4.6
3	KLEF-AF	Anchorage	4.4
4	WGMS-F	Washington, DC	3.9
5	KING-F	Seattle-Tacoma	3.8
6	KHFM-F	Albuquerque	3.6
7	WQXR-F	New York	3.1
8	WFGR-F	Grand Rapids	2.8
	WFMR-F	Milwaukee	2.8
	KFUO-F	St. Louis	2.8
11	WTMI-F	Miami-Ft. Laud.	2.7
12	KDFC-F	San Francisco	2.7
13	KXTR-F	Kansas City	2.6
14	KCFM-F	Tulsa	2.5

Country

1	WFGY-F	Altoona	24.6
2	WXBQ-F	JC-Kngspt.	22.3
3	WIVK-F	Knoxville	21.6
4	WTHI-F	Terre Haute	21.1
5	WOVK-F	Wheeling	20.6
6	WDRM-F	Huntsville	20.5
7	WIBW-F	Topeka	18.8
8	WUSY-F	Chattanooga	18.6
9	WKOAF	Lafayette, IN	18.2
10	KLLL-AF	Lubbock	18.1
11	WQBE-F	Charleston, WV	17.4
12	WRNS-AF	Gmvl.-New Bern	17.3
13	WBWN-F	Bloomington	17.0
14	WTCR-F	Huntington-Ashland	16.9
15	WMTZ-F	Johnstown	16.5
16	WFRG-F	Utica-Rome	16.2
17	WXBW-F	Pensacola	16.0
18	KKCV-F	Waterloo-CF	15.7
19	WPCV-F	Lakeland	15.6
20	KTTS-F	Springfield, MO	14.9
21	WLLR-F	Davenport-RI	14.7
	KATM-F	Modesto	14.7
	KCCY-F	Pueblo	14.7
24	WQXK-F	Youngstown	13.9
25	KUZZ-AF	Bakersfield	13.5

Religion/Gospel

1	WSOK	Savannah	10.4
2	WXTC	Charleston, SC	6.3
3	WLOK	Memphis	5.8
4	WFMV-F	Columbia, SC	5.7
	WDAC-F	Lancaster	5.7
6	WMIT-F	Asheville	5.6
7	WTHB	Augusta, GA	5.1
	WNNL-AF	Raleigh-Durham	5.1
9	KTLI-F	Wichita	4.8
10	WGOK	Mobile	4.7
11	KXOJ-F	Tulsa	4.1
12	WJBZ-F	Knoxville	4.0
	KJCB	Lafayette, LA	4.0
	WOLC-F	Salisbury-OC	4.0
15	WLCG-F	Macon	3.9

America's Leading Stations by Format – 12+ Metro Share

Full Service			News/Talk			Soft AC					
1	WJBC	Bloomington	15.8	1	KDKA	Pittsburgh	12.9	1	WSRS-F	Worcester	14.0
2	KFGO	Fargo	15.6	2	KFBK	Sacramento	9.3	2	WEZN-F	Bridgeport	12.2
3	KMOX	St. Louis	13.9	3	KMJ	Fresno	8.8	3	WRCH-F	Hartford	11.2
4	WWNC	Asheville	13.7		WKBN	Youngstown	8.8	4	KELO-F	Sioux Falls	10.7
5	WMT	Cedar Rapids	13.3	5	WNBF	Binghamton	8.6	5	WTVR-F	Richmond	10.3
6	WHO	Des Moines	12.5	6	WTAM	Cleveland	8.3	6	WSWT-F	Peoria	9.0
7	WHAS	Louisville	12.4	7	KKOH	Reno	7.9	7	WMEZ-F	Pensacola	8.7
8	KDAL	Duluth-Superior	12.0	8	WBZ	Boston	7.8	8	WEAT-F	W. Palm Beach	8.6
9	WICC	Bridgeport	11.6	9	WWL	New Orleans	7.5	9	WJYE-F	Buffalo	8.5
10	WTIC	Hartford	11.1		KIRO	Seattle-Tacoma	7.5	10	KTSM-F	El Paso	8.4
	KFOR	Lincoln	11.1	11	KYW	Philadelphia	7.2	11	WEJZ-F	Jacksonville	7.8
12	WHBC	Canton	10.3	12	WRTA	Altoona	7.0		WROZ-F	Lancaster	7.8
	WCCO	Mpls.-St. Paul	10.3		WOC	Davenport-RI	7.0	13	WSPA-F	Gmvl.-Sprtnbg.	7.6
14	WSB	Atlanta	10.2	14	KARN-AM	Little Rock	6.9	14	WYJB-F	Alb.-Sche.-Troy	7.5
15	WHAM	Rochester	10.0	15	WBAL	Baltimore	6.8		WDEF-F	Chattanooga	7.5
16	WLW	Cincinnati	9.6		WDAY	Fargo	6.8		WRMM-F	Rochester	7.5
17	WGY	Alb.-Sche.-Troy	9.4	17	KTOK	Oklahoma City	6.7	17	KODA-F	Houston	7.4
	WFBG	Altoona	9.4	18	KIDO	Boise	6.6	18	WLYT-F	Charlotte	7.3
19	KRMG	Tulsa	9.3		KGO	San Francisco	6.6	19	WKBN-F	Youngstown	7.2
20	WTMJ	Milwaukee	9.2		WFLA	Tampa-St. Pete	6.6	20	WLQT-F	Dayton	7.1
					WIBX	Utica-Rome	6.6		WVEZ-F	Louisville	7.1
				22	KERN	Bakersfield	6.2				
					WKZO	Kalamazoo	6.2	Sports			
					WTKS-F	Orlando	6.2	1	KFNZ	Salt Lake City	5.2
					WHYN	Springfield, MA	6.2	2	KNBR	San Francisco	4.4
Hispanic				Oldies/Classic Hits				3	WEEI	Boston	3.9
1	KBNA-AM	El Paso	14.3	1	KCQQ-F	Davenport-RI	11.6	4	KPLY	Reno	3.5
2	KGBT-AM	McAllen-Bmsvl.	11.9	2	WFGO-F	Erie	10.1	5	WDUZ	Green Bay	3.1
	KKPS-F	McAllen-Bmsvl.	11.9	3	WPBG-F	Peoria	10.0		WQAM	Miami-Ft. Laud.	3.1
4	KLHB-F	Corpus Christi	8.6	4	KOKZ-F	Waterloo-CF	9.8	7	KILT	Houston	3.0
5	KIWW-F	McAllen-Bmsvl.	8.5	5	WODE-F	Allentown-Beth.	9.4	8	WFAN	New York	2.6
6	KLVE-F	Los Angeles	6.3	6	WASK-AM	Lafayette, IN	9.1		WIP	Philadelphia	2.6
7	WSKQ-F	New York	5.9		WJIM-F	Lansing	9.1	10	KJR	Seattle-Tacoma	2.3
8	KSCA-F	Los Angeles	5.8	8	WHNN-F	Saginaw-BC	8.8	11	WHIT	Madison	2.1
9	KSAB-F	Corpus Christi	5.6	9	KLTB-F	Boise	8.6		KWKH	Shreveport	2.1
10	KUNO-F	Corpus Christi	5.2	10	WMJI-F	Cleveland	8.5		WHEN	Syracuse	2.1
	KXTN-F	San Antonio	5.2		KDZA-F	Pueblo	8.5	Standards			
12	KXTQ-F	Lubbock	5.1	12	KLDJ-F	Duluth-Superior	8.3	1	KJUL-F	Las Vegas	8.8
13	KOQO-F	Fresno	4.8		KKCL-F	Lubbock	8.3	2	WOSN-F	Ft. Pierce, FL	8.4
14	KIWI-F	Bakersfield	4.4	14	WALY-F	Altoona	8.2	3	WGYL-F	Ft. Pierce, FL	7.6
15	KRNC-F	Fresno	3.6	15	WOLX-F	Madison	8.0	4	WDUV-F	Tampa	6.7
	KLBN-F	Fresno	3.6	16	WJPS-F	Evansville	7.9	5	WROD	Daytona Beach	6.5
				17	WLDE-F	Ft. Wayne	7.8		WHLY	South Bend	6.5
				18	WHTT-F	Buffalo	7.7	7	WRDR-F	Atlantic City	6.3
				19	WFLB-F	Fayetteville, NC	7.6		WOAM	Peoria	6.3
Jazz/Smooth Jazz				20	KKRQ-F	Cedar Rapids	7.5	9	WKBF	Davenport	6.0
1	WJZT-F	Tallahassee	7.8		KIOA-F	Des Moines	7.5	10	WECK	Buffalo	5.9
2	WSAX-AM	Atlantic City	5.7	21	WKAZ-F	Charleston, WV	7.4	11	WFEA	Manchester	5.8
3	KCIY-F	Kansas City	5.1	22	KGOR-F	Omaha	7.2	12	WJST-F	Ft. Myers, FL	5.7
4	WJCD-F	Norfolk	4.6	23	WQLD-F	Montgomery	6.9		WBBD	Wheeling	5.7
5	WJJZ-F	Philadelphia	4.5		WBBG-F	Youngstown	6.9	14	WOKY	Milwaukee	5.6
6	WVAE-F	Cincinnati	4.4	25	WZOC-F	South Bend	6.8	15	WRMR	Cleveland	5.5
7	WNWV-F	Cleveland	4.3		KQOD-F	Springfield, MO	6.8	16	KAQQ	Spokane	5.4
8	KHIH-F	Denver	4.2					17	WNAM	Appleton	5.3
	KEZL-F	Fresno	4.2						WISE	Asheville	5.3
10	WMMV-F	Detroit	4.1					19	WKAP	Allentown	5.2
11	KIFM-F	San Diego	4.0					20	KOY	Phoenix	5.1
	WSJT-F	Tampa-St. Pete	4.0						KWLO	Waterloo-CF	5.1
13	WJJJ-F	Pittsburgh	3.9					22	WSCQ-F	Columbia, SC	5.0
14	WLOQ-F	Orlando	3.8						WDRC-AA	Hartford	5.0

Based on 12+ Metro Share, Mon-Sun, 6 AM-12 Midnight.

Market Diary Return Rates

Average Return Rates		Markets with the Highest Return Rates		Markets with the Lowest Return Rates	
Spring 1998	54.5	1 Johnstown	69.8	1 McAllen-Brownsville	43.6
Spring 1997	55.0	2 Appleton-Oshkosh	64.5	2 Lubbock	45.1
		3 Green Bay	63.8	3 New Orleans	45.9
		York	63.8	4 Corpus Christi	46.0
		5 Fargo	63.6	5 Jacksonville	46.5
		6 Madison	63.3	6 Fayetteville, NC	46.8
		7 Altoona	62.1	San Antonio	46.8
		8 Duluth-Superior	61.5	8 Bridgeport	46.9
		9 Cedar Rapids	61.2	9 Chattanooga	47.0
		Waterloo-Cedar Falls	61.2	Oxnard-Ventura	47.0
		11 Bloomington, IL	61.0	11 Lafayette, LA	47.2
		Wheeling	61.0	12 Orlando	47.5
		13 Portsmouth-Dover	60.6	13 Atlanta	47.6
		14 Sioux Falls	60.4	14 Miami-Ft. Lauderdale	47.7
		15 Erie	60.3	15 El Paso	47.9

Source: Average of return rates from 170 Continuous Measurement and Standard report Arbitron markets; Individual market return rates are as calculated by (# In-tab diaries)/(# Persons Sent Diaries) – See p. 4 of any Arbitron Market report for these raw figures.

Comment: This is a subject we've long wanted to track, and this year, we had the opportunity to add it. Arbitron has initiated a number of new procedures in recent years to enhance diary return. High diary return is important because it results in more representative and reliable audience information. The 54.5% average for Spring 1998 strikes us as adequate, although it is down marginally from Spring 1997. Five of the fifteen markets with lowest return rates are in Texas. It appears Arbitron is having some difficulty achieving good returns in several Lone Star State markets.

Market Audience and Revenue Concentrations

Average, all markets	Average % of 12+ Audience	Average % of 25-54 Audience	Average % of Revenue	Avg. #, Entities	Avg. # Consolidated Stations	Avg. # Total Stations	Consol. Stns. % of Total
Spring 1997	55.49	57.23	69.20	3	12	NA	NA
Spring 1998	60.56	62.16	83.25	3	14	20	70.0
% Change, 97-98	+9.14	+8.61	+20.30	NC	+16.67	NA	NA

This is a new chart, offered as a means of tracking the progress of station/owner concentration. Its data are based on the "Consolidation Report" found within each market (except Bridgeport and Worcester) in AMERICAN RADIO. Audience and numbers of stations data are based on 166 markets (excluding the embedded Nassau-Suffolk and San Jose markets and Bridgeport and Worcester, which have no meaningful consolidated entities); revenue, on the 150 of those 166 markets for which revenue data are available.

The "Avg. #, Entities" is the average number of multipoly operations (minimum: two stations in a single band; single AM/single FM combinations do not count). "Avg. #, Consolidated Stations" is the average number of stations contained within the multipolies. "Avg. # Total Stations" is the average number of listed stations home to the typical market. Adjustments have been made for stations within consolidated entities that do not qualify for listing in the Arbitron. "Consol. Stns. % of Total" is the consolidated stations' percentage of that average number of total market stations.

This table is meant only to provide a snapshot of consolidation's effect on the typical market. Audience percentages are not adjusted to remove the impact of "below-the-line" or "non-listed station" listening, while by its very nature, the percentage of revenue is predominantly a "home-to-the-market" figure. However, we found the data interesting and important enough to include in this study.

In the average market, consolidated entities attracted 60.56% of 12+ AQH (average quarter-hour) audience and 62.16% of adults 25-54 AQH. Both figures are up moderately from a year ago. However these entities controlled 83.25% of the market's revenue (up by 1/5 from 1996). The typical market has three consolidated entities, which control a total of 14 (of 20) market stations.