

America's Top Stations

A Format Profile

Contents

America's Top Stations	1
Contents	2
Quick Tour	3
Introduction	3
Focus	3
Data	4
Executive Summary	5
The Data	6
What Percent of a Station's P1 Diarykeepers Listen to Only One Station? ... and 2 Stations? 3 Stations? 4 Stations? 5+ Stations?	6
How Much P1 TSL is at Home, the Car, and atWork?	7
What is the Gender of the P1 Diarykeeper?	8
What 10-Year Age Range Accounts for the Highest Percent of Formats P1 Quarter-hours?	9
What is the Race/Ethnicity of P1 Diarykeepers?	10
What Are the Second Preference Formats Among My Format's P1 Listeners?	11
What Percent of a Station's Diarykeepers are P1 to the Station? ... and P2? P3? P4? P5+?	12
What Percent of TSL do P1 Diarykeepers Spend With the P1 Station and Others?	13
What Percent of a Station's Quarter-hours come from P1 Diarykeepers and others?	14
What is the Average Number of Listening Occasions to the Station per P1 Diarykeeper? ... and P2? P3? P4? P5+?	15
What is the Average Time Spent per Listening Occasions per P1 Diarykeeper? ... and P2? P3? P4? P5+?	16
What is the Average Time Spent per Diary to the Station per P1 Diarykeeper? ... P2? P3? P4? P5+?	17
What Is the Average Number of Stations Listened to by a Station's P1 Diarykeepers? ... and P2? P3? P4? P5+ All?	18
How Do Diarykeepers Identify Stations?	19
How Do Diarykeepers Respond to How Stations Identify Themselves?	20
Background	21
History	21
The Eight "Core" Consultants	21
Format Selection Methodology	21
Station Selection Methodology	22
Sample Selection Methodology	22
Data Collection Methodology	22
Acknowledgments	22
Appendices	23
Appendix A - Stations in Format Order	23
Appendix B - Stations in Market Order	28
Appendix C - Number of Diaries and Diary Entries per Format	33

Quick Tour

Introduction

America's Top Stations: A Format Profile actually provides you with a profile of diarykeepers who reported listening to successful stations in the major formats.

For each format, the study provides a description of diarykeepers reporting listening to successful stations selected from the top 100 markets. Twenty-three formats were identified in addition to Spanish Language stations. The formats cover successful stations from the four formats in each of the AC and Talk groups; from two formats in each of the Alternative, Rock, Pop and Urban groups; plus stations from the Country, Classical, MOR and NAC/Smooth Jazz formats. Spanish-language stations from four Spanish-language formats (Contemporary, Regional, Tropical and Tejano) were also selected.

Up to 10 successful stations from each format were identified by a panel of experts, and up to 100 diaries from each successful station were randomly drawn from the Fall 1996 survey.

Focus

Here's a list of the questions asked for stations in each format:

- What percent of a format's listeners are P1s? [Table 7]
- How many quarter-hours do listeners give to their P1 format? [Table 9]
- How many stations do diarykeepers listen to? [Tables 1 and 13]
- How many times do diarykeepers listen to their P1 station? [Table 10]
- How much time do they spend each time they listen? [Table 11]
- How much total time do they spend listening to their P1 station? [Tables 12 and 8]
- How much time do diarykeepers listen by location (home, car, work)? [Table 2]
- How do stations and diarykeepers identify stations? [Tables 14 and 15]
- What percent of diarykeepers are male versus female? [Table 3]
- What percent are Black? Hispanic? [Table 5]
- What is the primary age range of diarykeepers [Table 4]
- What are the P2 formats for the P1 listeners of your format? [Table 6]

The results of this survey are arranged in tables comparing groups of successful stations.

You'll see that variation among formats was small for some measures and large for others. For example, the percent of TSL spent with the P1 station varies only from 66 percent for Hot AC, Adult Alternative and NAC/Smooth Jazz to 76 percent for Country and MOR. A wider variation is the percent of P1 listening at work, which ranges from seven percent for News to 56 percent for '70s/Classic Rock.

Readers can construct a detailed picture of a single format by drawing data from different tables. For example, a comparison of P1 versus other diarykeepers from the "average" (successful) station is shown below.

Quick Tour

Data

Profile of an Average Station by P1 and Other Diarykeepers

	Station's P1 Diaries	Station's P2 Diaries	Station's P3 Diaries	Station's P4 Diaries	Station's P5+ Diaries
Percent of Station's Diaries (Table 7)	31%	26%	17%	10%	11%
Avg. Number of Occasions to Station per Diary (Table 10)	10.6	5.3	3.3	2.6	1.8
Avg. Time (HH:MM) to Station per Occasion (Table 11)	1:35	1:04	0:53	0:45	0:39
Avg. Time (HH:MM) to Station per Diary (Table 12)	16:47	5:41	2:56	1:58	1:12
Percent of All Listening to Station (Table 9)	73%	18%	6%	2%	2%

Comparisons for specific formats can be made from data in the tables listed above.

For example, you can draw a profile for any format. Let's take AC as an example. Consider the importance of P1 diarykeepers to the AC format. Among all diarykeepers mentioning an AC station, 34 percent of AC diarykeepers are P1 to the AC station. However, those P1 diarykeepers

account for 77 percent of the AC stations' quarter-hours. (P1 diarykeepers on average have more listening occasions and longer listening occasions to their P1 stations).

Diarykeepers identify the AC stations most often with exact frequency (56 percent of the entries) followed by call letters (39 percent). The demographics of AC

diarykeepers are 66 percent female, six percent Black, seven percent Hispanic. Among all 10-year age ranges, 32-42 years captures the highest percent of quarter-hours to AC stations (37 percent).

This is just one example. There's a wealth of information from which you can pull a variety of different profiles of successful stations to compare your own station to.

Quick Tour

Executive Summary

America's Top Stations: A Format Profile, takes an in-depth look at the most successful stations by format in the top 100 markets with specific focus on listening patterns by station format and type of diarykeeper. Special attention is given to listening preferences among stations. A listener's most preferred, or P1, station captures more of the listener's time than any other station. Therefore, the results clearly quantify the importance of P1 listening.

The groundbreaking report, which provides the most comprehensive listening behavior data available to date, looks at variations among formats, including how diarykeepers record their listening to stations and how frequently they listen to their most preferred P1 stations. With this information, station managers and program directors will be better able to assess the effectiveness of their programming and branding strategies by comparing the behavior of their P1 through P5 listeners to national benchmarks for their formats. If they wish, they can compare their stations to the successful examples.

The crux of the study underscores the importance of P1 listeners by comparing the relatively small percentage of a station's P1 listeners with the large percentage of quarter-hours attributed to them. For a typical station, P1 listeners represent only about 36% of diarykeepers, however these listeners account for approximately 72% of all AQH listening. In addition, the study reveals wide differences in P1 listening patterns by format. For instance, Urban, Soft AC and Country stations have a higher-than-average percentage of P1 listeners, while Active Rock and News have considerably lower percentages of P1s than the norm. For

some formats, the percentage of quarter-hours from P1 diaries can be well over 75%, as in the case of MOR, Country, and Soft AC, while it

falls below 65% for Active Rock and News. These variations show how the ratings results for a station depend heavily on format.

The study also provides brand new information about how TSL really works.

In addition, the report highlights P2 listeners as a potential area of growth for most stations. For a typical station, P2 listeners represent about one-fourth of all diarykeepers, yet they account for only 16% to 24% of a station's quarter-hours depending on format.

Other results include:

- Diarykeepers listen to an average of 4.1 stations during an average week. The average number of stations listened to by a station's P1 diarykeepers varies from a low of 2.5 for MOR stations to a high of 3.8 for Sports stations.
- The average time a diarykeeper spends with his or her P1 station is 16 hours and 47 minutes, representing about 68% of his or her TSL. Urban AC P1 listeners spend over 20 hours with their preferred stations, while News P1 listeners spend under 13 hours with theirs.
- On average, a diarykeeper will listen to his or her P1 station 10.6 times during an average week for an average of 1 hour and 35 minutes per occasion. Diarykeepers to Spanish stations and MOR tend to spend more time per listening occasion than do all others.
- The station's format is strongly linked to the percent of P1 listening by location. Among all formats, '70s Classic Rock has the highest percentage of P1 listening at work, MOR has the highest percentage at home, and Sports has the highest percentage in cars.

The study also investigated issues relating to how diarykeepers identify stations and how well they respond to specific types of station identifiers. Among the findings in this area was the general effectiveness of using call letters and frequencies as station identifiers. According to the report, diarykeepers most often use call letters or frequencies when recording a station in the diary, even if the station doesn't use them as part of its primary on-air identifier. When a station included a nickname in its primary identifier (i.e., Star, the River), only 23% of the station's entries contained the name. In general, diarykeepers identify stations by exact frequency slightly more often than they do by exact call letters. Formats appealing to older listeners use call letters more frequently, while formats with younger diarykeepers report the opposite.

The Data

What Percent of a Station's P1 Diarykeepers Listen to Only One Station? ... and 2 Stations? 3 Stations? 4 Stations? 5+ Stations?

Highlights:

P1 diarykeepers that listen to only one station are the station's exclusive audience. The percent of P1 diarykeepers that listen to only one station varies from a high of 36 percent for MOR and 35 percent for Country to a low of 13 percent for Classical and Sports and 11 percent for Modern AC.

This table is a companion to Table 13, which shows the average number of stations mentioned rather than the percent listening to a number of stations. For example, Table 13 shows for the average successful station that the P1 diary mentions 3.1 stations while this table shows that there is wide variation around the average number of stations.

How to read:

This table includes only the P1 diarykeepers. Those P1 diarykeepers on average make up about one-third of a station's diarykeepers (see Table 7). For each format, the table displays in the first column of numbers, what percent of the P1 diarykeepers listen to just one station. That is the exclusive listeners. Then shown across the table is the percent of P1 diarykeepers that listen to two stations including the P1 station, then three stations, and so on to five or more stations.

Table 1

Format	1 Station	2 Stations	3 Stations	4 Stations	5+ Stations
AC	19%	22%	23%	15%	22%
Hot AC	16%	27%	20%	16%	20%
Modern AC	11%	17%	24%	20%	28%
Soft AC	25%	20%	22%	14%	18%
Adult Alternative	18%	14%	20%	19%	29%
Alternative	16%	22%	23%	17%	22%
Country	35%	24%	18%	11%	12%
Classical	13%	24%	17%	19%	26%
MOR	36%	24%	18%	10%	12%
NAC/Smooth Jazz	19%	21%	21%	17%	22%
'70s/Classic Rock	16%	25%	20%	16%	22%
'Oldies	25%	27%	19%	15%	15%
CHR/Pop	19%	21%	19%	19%	23%
CHR/Rhythmic	19%	23%	22%	17%	19%
Active Rock	20%	21%	22%	14%	23%
Rock	19%	26%	22%	15%	19%
Spanish Contemporary	23%	25%	22%	13%	18%
Spanish Regional	30%	12%	23%	19%	16%
Spanish Tejano	28%	21%	17%	19%	14%
Spanish Tropical	28%	13%	27%	15%	17%
All Spanish Formats combined	26%	20%	22%	16%	16%
News	17%	25%	25%	16%	17%
News/Talk	15%	28%	25%	13%	20%
Talk	19%	23%	19%	16%	23%
Sports	13%	13%	22%	23%	29%
Urban	25%	26%	22%	14%	12%
Urban AC	27%	24%	23%	11%	15%
Average	21%	23%	21%	16%	20%

The Data

How Much P1 TSL is at Home, the Car, and atWork?

Highlights:

The station's format is strongly linked to the percent of P1 listening by location. For example, only 19 percent of '70s/Classic Rock P1 listening is at home versus 63 percent for News stations. Among all the formats, '70s/Classic Rock has the highest percent of P1 listening at work, while Sports has the highest percent of P1 listening in a car.

How to read:

This table covers just P1 listening. For each format the table shows, in the first column of numbers, the average time listening per diary to the P1 station. Then shown across the table is the percent of the time average listening at home, the percent in a car, at work, and all other locations.

Table 2

Format of Diarykeepers P1 Station	Average P1 TSL (HH:MM) per Diarykeeper	Percent of P1 Time Spent listening...			
		Home	Car	Work	Other
AC	19:31	26%	23%	51%	1%
Hot AC	15:08	25%	27%	47%	1%
Modern AC	15:11	26%	25%	48%	2%
Soft AC	18:10	29%	21%	50%	0%
Adult Alternative	14:58	28%	29%	42%	1%
Alternative	13:35	38%	30%	27%	4%
Country	17:26	40%	29%	29%	1%
Classical	17:13	61%	18%	21%	0%
MOR	19:47	75%	14%	10%	0%
NAC/Smooth Jazz	18:13	42%	19%	38%	1%
'70s/Classic Rock	18:31	19%	24%	56%	1%
'Oldies	15:52	34%	29%	36%	1%
CHR/Pop	14:30	44%	27%	26%	3%
CHR/Rhythmic	15:33	52%	21%	21%	6%
Active Rock	16:14	29%	26%	42%	3%
Rock	16:32	25%	29%	43%	4%
Spanish Contemporary	16:50	53%	14%	30%	2%
Spanish Regional	17:10	73%	6%	20%	2%
Spanish Tejano	16:12	39%	34%	26%	1%
Spanish Tropical	20:51	59%	21%	17%	3%
All Spanish Formats combined	17:34	48%	26%	25%	2%
News	12:32	63%	30%	7%	1%
News/Talk	15:34	61%	27%	12%	1%
Talk	17:19	60%	25%	15%	0%
Sports	14:56	35%	37%	27%	1%
Urban	18:58	55%	20%	20%	5%
Urban AC	20:15	46%	23%	29%	2%
Average	16:47	47%	24%	26%	2%

The Data

What is the Gender of the P1 Diarykeeper?

Highlights:

The mix of men versus women varies widely across formats. Sports format has 84 percent male diarykeepers while Soft AC has only 29 percent male.

How to read:

The table shows the percent of P1 diarykeepers from each format that are male versus female.

Table 3

Format	Male	Female
AC	34%	66%
Hot AC	30%	70%
Modern AC	38%	62%
Soft AC	29%	71%
Adult Alternative	51%	49%
Alternative	61%	39%
Country	39%	61%
Classical	50%	50%
MOR	41%	59%
NAC/Smooth Jazz	43%	57%
'70s/Classic Rock	59%	41%
'Oldies	50%	50%
CHR/Pop	35%	65%
CHR/Rhythmic	43%	57%
Active Rock	70%	30%
Rock	72%	28%
Spanish Contemporary	42%	58%
Spanish Regional	51%	49%
Spanish Tejano	41%	59%
Spanish Tropical	40%	60%
All Spanish Formats combined	42%	58%
News	50%	50%
News/Talk	54%	46%
Talk	53%	47%
Sports	84%	16%
Urban	42%	58%
Urban AC	39%	61%

The Data

What 10-Year Age Range Accounts for the Highest Percent of Formats P1 Quarter-hours?

Highlights:

Radio formats appeal to demographic age ranges that have little to do with the standard demos that are used for buying and selling advertising.

There is a significant amount of demographic overlap from one format to the other, and there is little “open ground” between formats.

A high percentage of P1 quarter-hours are found within each format's 10-year age range (from a low of 28 percent for Country to a high of 58 percent for CHR/Rhythmic).

CHR/Rhythmic and CHR/POP are the two formats with the youngest 10-year age ranges. 12- to 22-year-olds represent the 10 year age range with the highest percentage of P1 quarter-hours for both formats. MOR is the format with the oldest (64- to 74-year-olds) 10-year age range.

How to read:

The table shows the age range for the 10-year age span that accounts for the highest percentage of the format's quarter-hours.

As an example, for diarykeeper who are P1 to an AC station, 32- to 42-year-olds represent the 10-year age range with the highest percentage of quarter-hours. Forty percent of the quarter-hours for the AC format are between 32 and 42 years old.

Table 4

Format	Age Range	% of Qhrs
AC	32 - 42	40%
Hot AC	25 - 35	43%
Modern AC	28 - 38	51%
Soft AC	40 - 50	33%
Adult Alternative	36 - 46	51%
Alternative	12 - 22	56%
Country	43 - 53	28%
Classical	55 - 65	32%
MOR	64 - 74	47%
NAC/Smooth Jazz	42 - 52	40%
70's/Classic Rock	33 - 43	46%
Oldies	40 - 50	57%
CHR/Pop	12 - 22	47%
CHR/Rhythmic	12 - 22	58%
Active Rock	14 - 24	51%
Rock	28 - 38	46%
Spanish Contemporary	23 - 33	37%
Spanish Regional	15 - 25	39%
Spanish Tejano	19 - 29	28%
Spanish Tropical	38 - 48	32%
All Spanish Formats Combined	22 - 32	31%
News	44 - 54	32%
News/Talk	45 - 55	29%
Talk	56 - 66	32%
Sports	35 - 45	37%
Urban	15 - 25	40%
Urban AC	36 - 46	38%

The Data

What is the Race/Ethnicity of P1 Diarykeepers?

Highlights:

As would be expected, almost all diarykeepers that are P1 to Spanish stations report that they are Hispanic.

The most diverse format may be CHR/Rhythmic with a sizable number of Black, Hispanic and Other diarykeepers.

How to read:

The table shows the percent of P1 diarykeepers to each format that are Black, Hispanic or Other. The data include only stations in Black or Hispanic controlled markets.

Table 5

Format	Race/Ethnicity ^[1]		
	% Black	% Hispanic	% Other
AC	6%	7%	87%
Hot AC	7%	10%	84%
Modern AC	2%	11%	87%
Soft AC	6%	9%	85%
Adult Alternative	1%	3%	96%
Alternative	2%	10%	89%
Country	1%	6%	93%
Classical	5%	3%	92%
MOR	4%	0%	96%
NAC/Smooth Jazz	27%	11%	62%
'70s/Classic Rock	2%	6%	91%
'Oldies	6%	7%	88%
CHR/Pop	2%	11%	87%
CHR/Rhythmic	38%	25%	37%
Active Rock	2%	5%	94%
Rock	1%	12%	87%
Spanish Contemporary	0%	98%	2%
Spanish Regional	0%	100%	0%
Spanish Tejano	0%	98%	2%
Spanish Tropical	0%	100%	0%
All Spanish Formats combined	0%	99%	1%
News	16%	4%	80%
News/Talk	3%	3%	94%
Talk	8%	3%	90%
Sports	9%	2%	89%
Urban	80%	2%	18%
Urban AC	87%	1%	12%

[1] Includes only stations in Black or Hispanic controlled markets.

The Data

What Are the Second Preference Formats Among My Format's P1 Listeners?

Highlights:

News and News/Talk is the most frequent P2 station for six formats, namely Classical, MOR, News, News/Talk, Talk, and Sports.

As an example consider all diarykeepers that are P1 to an AC station and also listen to a P2 station. The most frequent format for the P2 station is CHR/Pop with 13 percent of the diarykeepers. Also, 13 percent of P1 AC diarykeepers had a Country P2 station.

How to read:

The table shows, for each P1 station format, the most frequent format of the P2 station and the next most frequent P2 format.

Table 6

Format of Diarykeeper's P1 Station	Most Frequent P2 Format		Next Most Frequent P2 Format	
	Percent of Diarykeepers	Format	Percent of Diarykeepers	Format
AC	13%	CHR/Pop	13%	Country
Hot AC	16%	CHR/Pop	12%	AC
Modern AC	15%	Alternative	12%	CHR/Pop
Soft AC	13%	'Oldies	12%	Country
Adult Alternative	17%	'70s/Classic Rock	11%	Alternative
Alternative	16%	CHR/Pop	15%	Rock
Country	27%	Country	12%	News/Talk
Classical	16%	News	15%	News/Talk
MOR	22%	News/Talk	13%	News
NAC/Smooth Jazz	16%	Urban & Urban AC	11%	News
'70s/Classic Rock	13%	Country	12%	Active Rock
'Oldies	15%	Country	9%	Soft AC
CHR/Pop	10%	Hot AC	10%	Country
CHR/Rhythmic	25%	Urban & Urban AC	21%	CHR/Rhythmic
Active Rock	22%	'70s/Classic Rock	15%	Alternative
Rock	16%	'70s/Classic Rock	14%	Alternative
Spanish Formats combined	55%	Spanish Formats	16%	CHR/Rhythmic
News	13%	News/Talk	12%	'Oldies
News/Talk	14%	News/Talk	13%	'Oldies
Talk	15%	News/Talk	13%	'Oldies
Sports	17%	News/Talk	10%	News
Urban	47%	Urban & Urban AC	15%	CHR/Rhythmic
Urban AC	46%	Urban & Urban AC	16%	CHR/Rhythmic

The Data

What Percent of a Station's Diarykeepers are P1 to the Station?

... and P2? P3? P4? P5+?

Highlights:

The importance of P1 diarykeepers is illustrated by comparing the relatively small percent of P1 diarykeepers as shown on this table by the large percent of a station's quarter-hours from P1 diarykeepers as shown in Table 1-H.

Typically about one-third of a station's diarykeepers are P1 and account for more than two-thirds of the station's total listening. This is illustrated by comparing the data from this table with Table 9 which shows the percent of quarter-hours from P1 diarykeepers. On the other extreme, typically about one-in-ten of a station's diarykeepers are P5+ to the station and account for only one percent or two percent of the station's quarter-hours as shown by comparing this table with Table 9.

Some formats have a proportion of P1 diaries above 40 percent, for example Urban and Country, while others have less than 30 percent P1 listeners, for example Active Rock and Hot AC.

The proportion of P2 diaries varies in a range between 20 percent and 30 percent for all formats as shown on this table, while the percent of a station's quarter-hours from P2 diaries is within a range of 16 percent to 24 percent depending on format as shown in Table 9.

How to read:

This table includes all diarykeepers that mention a successful station. For each format the table shows, reading across, what percent of a station's diarykeepers are P1 to the station, P2, and so on to P5+.

Table 7

Format	% P1	% P2	% P3	% P4	% P5+
AC	34%	25%	16%	13%	11%
Hot AC	28%	26%	20%	11%	15%
Modern AC	27%	24%	20%	14%	14%
Soft AC	41%	23%	15%	11%	10%
Adult Alternative	33%	23%	16%	14%	15%
Alternative	39%	25%	15%	10%	11%
Country	43%	25%	14%	10%	9%
Classical	34%	24%	20%	10%	12%
MOR	46%	25%	13%	7%	9%
NAC/Smooth 10%	Jazz	36%	27%	17%	10%
'70s/Classic Rock	30%	28%	17%	12%	13%
Oldies	32%	26%	16%	13%	13%
CHR/Pop	36%	26%	16%	9%	12%
CHR/Rhythmic	41%	25%	14%	9%	12%
Active Rock	29%	29%	20%	10%	12%
Rock	33%	23%	19%	11%	14%
Spanish Contemporary	41%	29%	13%	10%	8%
Spanish Regional	43%	21%	15%	13%	8%
Spanish Tejano	35%	24%	19%	10%	11%
Spanish Tropical	38%	27%	16%	6%	12%
All Spanish Formats combined	39%	26%	16%	9%	10%
News	30%	25%	18%	12%	15%
News/Talk	40%	27%	16%	9%	8%
Talk	42%	25%	17%	8%	9%
Sports	33%	28%	18%	8%	12%
Urban	47%	25%	14%	7%	7%
Urban 8%	AC	37%	30%	17%	8%
Average	36%	26%	17%	10%	11%

The Data

What Percent of TSL do P1 Diarykeepers Spend With the P1 Station and Others?

Highlights:

Across formats, the percent of a diarykeepers TSL time spent listening with the P1 station stays within a band from 61 percent to 76 percent.

How to read:

This table covers all of a diarykeepers TSL (time spent listening) sorted by the format of the diarykeeper's P1 station. For each format the table shows, in the first column of numbers, the percent of TSL from all diarykeepers P1 to the format spent with the P1 station. Then shown across the table is the percent of TSL with the P2 station, then the P3 station and finally the remaining percent of TSL with the P4+ stations.

Table 8

Format of Diarykeeper's P1 Station	Percent of TSL with P1	Percent of TSL with P2	Percent of TSL with P3	Percent of TSL with P4+
AC	68%	19%	7%	5%
Hot AC	66%	20%	8%	6%
Modern AC	63%	21%	9%	7%
Soft AC	70%	18%	7%	5%
Adult Alternative	66%	19%	8%	7%
Alternative	68%	19%	8%	6%
Country	76%	15%	5%	4%
Classical	68%	19%	7%	5%
MOR	76%	16%	5%	3%
NAC/Smooth Jazz	66%	19%	8%	6%
'70s/Classic Rock	68%	19%	7%	5%
'Oldies	68%	19%	7%	5%
CHR/Pop	69%	18%	7%	5%
CHR/Rhythmic	69%	19%	7%	5%
Active Rock	70%	18%	7%	5%
Rock	68%	19%	7%	6%
Spanish Contemporary	71%	18%	7%	4%
Spanish Regional	70%	18%	7%	6%
Spanish Tejano	67%	20%	8%	5%
Spanish Tropical	69%	19%	7%	5%
All Spanish Formats combined	70%	19%	7%	5%
News	65%	21%	8%	6%
News/Talk	68%	20%	7%	5%
Talk	67%	20%	8%	6%
Sports	61%	22%	9%	7%
Urban	74%	17%	6%	3%
Urban AC	69%	20%	7%	4%
Average	68%	19%	7%	5%

The Data

What Percent of a Station's Quarter-hours come from P1 Diarykeepers and others?

Highlights:

The importance of P1 diarykeepers is shown by the large percent of the quarter-hours coming from the P1 diaries versus the relative small percent of all diarykeepers that are P1 as shown in Table 7.

For some formats the percent of quarter-hours from P1 diaries is above 75 percent, for example Urban and Soft AC, and reaches a low of 63 percent for Active Rock and News.

The percent of quarter-hours contributed by all diaries beyond the P3s is typically less than 10 percent. For example, only two percent of Urban quarter-hours come from the P4+ diaries.

How to read:

This table includes all diarykeepers that mention a successful station. For each format the table shows, reading across, what percent of a station's quarter-hours come from the station's P1 diaries, and from the P2s, and so on... to P5+.

Table 9

Format	% P1	% P2	% P3	% P4	% P5+
AC	77%	15%	5%	3%	1%
Hot AC	67%	20%	8%	3%	3%
Modern AC	66%	19%	8%	5%	3%
Soft AC	79%	13%	4%	2%	1%
Adult Alternative	72%	16%	6%	4%	2%
Alternative	73%	17%	5%	3%	2%
Country	79%	14%	4%	2%	1%
Classical	72%	17%	7%	3%	2%
MOR	80%	14%	4%	1%	1%
NAC/Smooth Jazz	72%	19%	6%	2%	1%
'70s/Classic Rock	68%	21%	6%	3%	2%
'Oldies	71%	18%	6%	3%	2%
CHR/Pop	72%	18%	6%	2%	2%
CHR/Rhythmic	74%	18%	5%	2%	1%
Active Rock	63%	24%	8%	2%	2%
Rock	71%	16%	8%	3%	2%
Spanish Contemporary	70%	22%	4%	2%	1%
Spanish Regional	72%	16%	7%	3%	1%
Spanish Tejano	68%	19%	8%	4%	2%
Spanish Tropical	76%	16%	5%	1%	2%
All Spanish Formats combined	71%	19%	6%	2%	2%
News	63%	21%	8%	4%	3%
News/Talk	71%	20%	6%	2%	1%
Talk	75%	16%	6%	2%	1%
Sports	66%	22%	8%	2%	2%
Urban	79%	15%	4%	1%	1%
Urban AC	73%	18%	6%	2%	1%
Average	72%	18%	6%	2%	2%

The Data

What is the Average Number of Listening Occasions to the Station per P1 Diarykeeper? ... and P2? P3? P4? P5+?

Highlights:

Across formats, the average number of P1 occasions per diary stays within a band from 9.9 to 11.8.

The number of listening occasions drops off rapidly going from the P1 station to the P5+ station.

How to read:

This table covers all listening occasions. For each format the table shows, in the first column of numbers, the average number of listening occasions per diary that is P1 to the format. Then shown across the table is average number of occasions for diaries that are P2 to the format, then P3, P4 and finally diaries that are P5+ to the format.

Table 10

Format of Station	P1	P2	P3	P4	P5+	All Diarykeepers
AC	10.8	5.3	2.7	2.4	1.8	6.0
Hot AC	10.1	5.3	3.3	2.7	2.0	5.5
Modern AC	9.7	5.3	3.5	2.8	2.1	5.3
Soft AC	9.7	5.0	3.3	2.7	1.9	6.1
Adult Alternative	10.3	4.8	2.9	2.7	1.8	5.6
Alternative	10.8	5.0	3.5	2.6	1.8	6.4
Country	11.7	5.5	3.2	3.0	2.1	7.2
Classical	10.1	5.0	3.1	2.4	1.7	5.7
MOR	10.1	4.9	3.4	2.2	1.6	6.6
NAC/Smooth Jazz	9.7	5.2	2.8	2.4	1.6	5.8
'70s/Classic Rock	10.0	5.3	3.1	2.7	2.3	5.6
'Oldies	9.7	4.8	3.0	2.0	1.7	5.3
CHR/Pop	10.4	5.4	3.4	2.5	1.9	6.2
CHR/Rhythmic	11.2	5.6	3.1	2.9	1.7	6.8
Active Rock	10.6	5.9	3.5	2.9	2.0	6.0
Rock	10.9	5.4	3.7	2.8	2.3	6.1
Spanish Contemporary	9.7	4.7	2.8	2.2	1.6	6.0
Spanish Regional	9.3	4.1	2.7	1.8	2.1	5.7
Spanish Tejano	9.5	5.1	2.9	2.8	1.8	5.7
Spanish Tropical	11.2	4.7	3.1	2.7	2.3	6.5
All Spanish Formats combined	9.9	4.8	2.9	2.4	1.9	6.0
News	10.6	6.0	4.0	2.8	1.8	6.0
News/Talk	10.6	5.5	3.3	2.6	1.6	6.6
Talk	11.6	5.5	3.2	2.4	1.6	7.1
Sports	10.5	5.7	3.7	2.3	1.7	6.2
Urban	11.8	5.8	3.3	2.8	1.7	7.7
Urban AC	11.8	4.8	3.1	2.3	1.5	6.6
Average	10.6	5.3	3.3	2.6	1.8	6.2

The Data

What is the Average Time Spent per Listening Occasions per P1 Diarykeeper? ... and P2? P3? P4? P5+?

Highlights:

Diarykeepers to Spanish stations and MOR tend to spend more time per listening occasion than do all other diarykeepers.

How to read:

This table covers all listening occasions. For each format the table shows, in the first column of numbers, the average time spent per listening occasions for diaries that are P1 to the format. Then shown across the table is average time for diaries that are P2 to the format, then P3, P4 and finally diaries that are P5+ to the format.

Table 11

Format of Station	P1 HH:MM	P2 HH:MM	P3 HH:MM	P4 HH:MM	P5+ HH:MM	All Diarykeepers HH:MM
AC	1:48	0:57	0:57	0:46	0:35	1:11
Hot AC	1:30	0:55	0:46	0:35	0:35	0:58
Modern AC	1:33	0:56	0:43	0:42	0:32	0:58
Soft AC	1:52	1:04	0:50	0:45	0:38	1:17
Adult Alternative	1:26	0:58	0:57	0:46	0:34	1:02
Alternative	1:15	0:56	0:44	0:43	0:37	0:58
Country	1:29	0:57	0:49	0:40	0:37	1:06
Classical	1:42	1:08	0:57	0:57	0:41	1:13
MOR	1:57	1:20	0:59	1:00	0:48	1:30
NAC/Smooth Jazz	1:52	1:12	1:04	0:54	0:49	1:21
'70s/Classic Rock	1:51	1:10	0:51	0:39	0:38	1:11
'Oldies	1:37	1:01	0:54	0:53	0:40	1:08
CHR/Pop	1:23	0:55	0:47	0:39	0:37	1:00
CHR/Rhythmic	1:23	1:04	0:56	0:41	0:36	1:05
Active Rock	1:32	1:03	0:53	0:37	0:31	1:03
Rock	1:31	0:59	0:50	0:39	0:35	1:02
Spanish Contemporary	1:44	1:36	1:05	0:53	1:01	1:28
Spanish Regional	1:50	1:52	1:49	1:22	0:51	1:42
Spanish Tejano	1:42	1:15	1:08	1:02	0:45	1:19
Spanish Tropical	1:51	1:22	0:59	0:45	0:43	1:22
All Spanish Formats combined	1:46	1:27	1:09	0:59	0:49	1:25
News	1:11	0:48	0:42	0:42	0:38	0:51
News/Talk	1:27	1:10	0:56	0:49	0:44	1:11
Talk	1:29	1:10	1:00	0:48	0:49	1:13
Sports	1:25	1:01	0:53	0:48	0:42	1:04
Urban	1:36	1:07	1:02	0:48	0:49	1:17
Urban AC	1:43	1:18	1:09	1:00	0:46	1:21

The Data

What is the Average Time Spent per Diary to the Station per P1 Diarykeeper? ... P2? P3? P4? P5+?

Highlights:

The average time a diarykeeper spends with the P1 station is over 20 hours for Urban AC stations and under 13 hours for News stations.

The high number of P1 hours per diary for Urban AC stations can be explained by the high number of P1 listening occasions per diary (11.8 from Table 10) combined with the longer time per listening occasion (1 hour and 43 minutes from Table 11).

How to read:

This table covers all listening. For each format the table shows, in the first column of numbers, the average time spent per diary to the P1 station. Then shown across the table is average time per diaries to the P2 station, then P3, P4 and finally diaries that are P5+ to the station.

Table 12

Format of Station	P1 HH:MM	P2 HH:MM	P3 HH:MM	P4 HH:MM	P5+ HH:MM	Total HH:MM
AC	19:31	5:04	2:33	1:52	1:02	8:45
Hot AC	15:08	4:51	2:33	1:36	1:12	6:25
Modern AC	15:11	5:02	2:30	1:58	1:07	6:15
Soft AC	18:10	5:18	2:49	2:00	1:15	9:27
Adult Alternative	14:58	4:45	2:46	2:05	0:59	6:54
Alternative	13:35	4:45	2:37	1:52	1:06	7:08
Country	17:26	5:14	2:39	2:01	1:17	9:24
Classical	17:13	5:40	2:55	2:18	1:08	8:12
MOR	19:47	6:33	3:21	2:16	1:16	11:25
NAC/Smooth Jazz	18:13	6:18	3:02	2:08	1:19	9:06
'70s/Classic Rock	18:31	6:11	2:37	1:49	1:27	8:08
'Oldies	15:52	4:57	2:40	1:46	1:06	7:08
CHR/Pop	14:30	4:55	2:42	1:39	1:11	7:16
CHR/Rhythmic	15:33	6:00	2:55	1:58	1:03	8:30
Active Rock	16:14	6:15	3:07	1:47	1:03	7:31
Rock	16:32	5:19	3:06	1:49	1:20	7:38
Spanish Contemporary	16:50	7:34	3:04	1:57	1:38	14:15
Spanish Regional	17:10	7:40	4:53	2:25	1:48	16:47
Spanish Tejano	16:12	6:30	3:19	2:55	1:22	14:07
Spanish Tropical	20:51	6:23	3:01	2:01	1:40	13:06
All Spanish Formats combined	17:34	6:58	3:21	2:23	1:34	14:17
News	12:32	4:51	2:49	1:58	1:10	10:49
News/Talk	15:34	6:24	3:04	2:06	1:11	12:47
Talk	17:19	6:28	3:13	1:54	1:17	12:54
Sports	14:56	5:54	3:17	1:52	1:11	12:16
Urban	18:58	6:31	3:24	2:16	1:23	13:36
Urban AC	20:15	6:16	3:34	2:20	1:11	13:22
Average	16:47	5:41	2:56	1:58	1:12	11:48

The Data

What Is the Average Number of Stations Listened to by a Station's P1 Diarykeepers? ... and P2? P3? P4? P5+ All?

Highlights:

Diaries mentioning Adult Alternative successful stations have the highest average total of 4.6 stations compared to the low of 3.5 stations for MOR and Urban stations.

The average number of stations listened to by a station's P1 diarykeeper varies from a low of 2.5 for MOR stations to a high of 3.8 for Sports stations.

How to read:

This table covers all diarykeepers to a successful station. For each format the table shows, in the first column of numbers, the average number of stations mentioned per diary for P1 diarykeepers. Then shown across the table are the average number of stations mentioned by P2 diarykeepers, then P3s and on to the P5+ diarykeepers. In the last column is the average number of stations mentioned for all diarykeepers combined.

Table 13

Format of Station	P1	P2	P3	P4	P5+	All
AC	3.2	3.6	4.4	5.1	7.2	4.2
Hot AC	3.2	3.9	4.4	5.4	7.1	4.4
Modern AC	3.7	3.9	4.3	5.2	7.4	4.6
Soft AC	3.0	3.4	4.2	5.2	6.8	3.9
Adult Alternative	3.5	3.8	4.7	5.4	7.1	4.6
Alternative	3.3	3.8	4.4	5.1	7.2	4.2
Country	2.6	3.4	4.5	5.3	7.0	3.7
Classical	3.6	3.8	4.5	5.2	7.4	4.4
MOR	2.5	3.4	4.1	5.3	6.9	3.5
NAC/Smooth Jazz	3.3	3.8	4.3	5.2	6.8	4.1
'70s/Classic Rock	3.3	3.8	4.4	5.2	6.9	4.3
'Oldies	2.8	3.5	4.3	5.0	7.2	4.1
CHR/Pop	3.3	3.7	4.4	5.1	7.1	4.2
CHR/Rhythmic	3.1	3.7	4.2	5.1	6.9	4.0
Active Rock	3.2	3.7	4.4	5.3	6.8	4.2
Rock	3.1	3.7	4.4	5.2	7.4	4.3
Spanish Contemporary	3.0	3.5	4.4	5.0	7.8	3.9
Spanish Regional	2.9	3.5	4.1	4.9	8.9	3.9
Spanish Tejano	2.9	3.5	4.4	5.6	7.0	4.1
Spanish Tropical	3.0	2.9	3.8	5.3	6.8	3.7
All Spanish Formats combined	3.0	3.4	4.2	5.3	6.8	3.8
News	3.2	3.8	4.1	5.0	7.4	4.4
News/Talk	3.2	3.6	4.1	5.0	7.0	3.9
Talk	3.3	3.7	4.4	5.0	7.3	4.0
Sports	3.8	3.8	4.6	5.4	6.9	4.4
Urban	2.7	3.3	3.9	5.0	7.2	3.5
Urban AC	2.8	3.2	4.3	5.3	7.3	3.8
Average	3.1	3.6	4.3	5.2	7.1	4.1

The Data

How Do Diarykeepers Identify Stations?

Highlights:

The trend is for frequency to edge out call letters. Call letters edge out frequency for formats appealing to older listeners, while the opposite tends to hold for formats with younger diarykeepers.

How to read:

The table covers all entries credited to successful stations by format. The table shows the percent of entries containing call letters or frequencies. A single entry may contain one or more identifiers for the credited station.

Table 14

Format	Percent of Entries that contain...	
	Exact Call Letters	Exact Frequency
AC	39%	56%
Hot AC	27%	60%
Modern AC	7%	86%
Soft AC	33%	64%
Adult Alternative	61%	46%
Alternative	32%	65%
Country	57%	43%
Classical	74%	39%
MOR	82%	39%
NAC/Smooth Jazz	31%	74%
'70s/Classic Rock	42%	57%
'Oldies	34%	58%
CHR/Pop	17%	59%
CHR/Rhythmic	24%	53%
Active Rock	50%	48%
Rock	69%	42%
Spanish Formats combined	37%	53%
News	80%	34%
News/Talk	87%	39%
Talk	86%	38%
Sports	75%	48%
Urban	43%	49%
Urban AC	28%	49%
Average	49%	51%

The Data

How Do Diarykeepers Respond to How Stations Identify Themselves?

Table 15

-
- 73% of a station's entries have the call letters if a station's primary identifier includes the call letters
 - 44% of a station's entries have the call letters if a station's primary identifier does NOT include the call letters
-
- 60% of a station's entries have the exact frequency if a station's primary identifier includes the exact frequency
 - 47% of a station's entries have the exact frequency if a station's primary identifier does NOT include the exact frequency
-
- 19% of an FM station's entries have the whole number frequency if a station's primary identifier includes the whole number
 - 12% of an FM station's entries have the whole number frequency if a station's primary identifier does NOT include the whole number
-
- 4% of an FM station's entries have the format if a station's primary identifier includes the format
 - 3% of an FM station's entries have the format if a station's primary identifier does NOT include the format
-
- If a station includes in the primary identifier a word that sounds like the call letters (for example, "peach" for WPCH, or "Alice" for KALC), then 35% of the station's entries will contain the word
-
- If a station includes in the primary identifier a combination of call letter and whole number (for example, B101, KQ92 or 93Q), then 34% of the station's entries will contain the combination
-
- If a station includes in the primary identifier a nickname (for example, Star, or River), then 23% of the station's entries will contain the name
-

Background

History

Each year Arbitron hosts a Programming Consultant Fly-In at our headquarters in Columbia, Maryland. At the 1996 Fly-In, while presenting the results of the Spring 1996 Diary Content Analysis, we solicited ideas and concepts for studies to provide the industry with value-added information useful to radio programmers.

The unanimous result among the programmers was to conduct a format study of stations nationwide, given the fact that the Diary Content Analysis is broad and does not have a focus on format.

With the increase of niche format programming and marketing, the need to understand more about diarykeeper listening patterns within the various formats and with their most preferred (P1) station is of the essence.

To do this effectively, Arbitron enlisted eight of the industry's leading programming consultants for their help in designing the study. After two brainstorming sessions with the eight consultants and representatives from Arbitron Sales, Research and Diary Processing, it was determined that the study would focus on the most solid-performing and successful stations within each format. What the study strives to accomplish is to provide programmers with benchmark results observed among the successful stations. These may in turn provide other stations important needed insight.

The three key areas of the study include:

- About P1s
- Format Audiences by Preference Level, P1-P5+
- About Station IDs

Based on these key topics, Arbitron created a prototype report of the different tables that would ultimately become America's

Top Stations: A Format Profile. In addition to the eight core consultants, this prototype was sent to 55 top programming consultants for a ranking of usefulness. The vast majority of the reports scored extremely high, offering a good model for the design of the format study.

The sample, data and subsequent analyses serve several purposes. Most importantly, the results have become the benchmark for future studies, providing not only

stations but also programming consultants with valuable trending information regarding format.

Format Selection Methodology

With the help of the core consultants, Arbitron's format list was condensed to include 23 different formats. They are 13 Radio & Records Reporter formats, plus 10 additional formats determined by the core consultants and selected Arbitron representatives:

R&R Reporter Formats

AC
Active Rock
Adult Alternative
Alternative
CHR Pop
CHR Rhythmic
Country
Hot AC
NAC/Smooth Jazz
Rock
Urban
Urban AC

Core Consultants/Arbitron:

70s/Classic Rock
Classical
Modern AC
MOR
News
News/Talk
Oldies
Soft AC
Sports
Spanish Contemporary, Regional, Tejano and Tropical
Talk

The Eight "Core" Consultants

Jim Duncan
Duncan's American Radio
Carmel, IL

Rick Cummings
Emmis Broadcasting
Burbank, CA

Fred Jacobs
Jacobs Media
Southfield, MI

Mike McVay
McVay Media
Cleveland, OH

Michael Packer
Packer TalkRadio Consulting
Rochester Hills, MI

Steve Goldstein
Saga Communications
Westport, CT

Greg Strassell
American Radio System
Boston, MA

Guy Zapolean
Zapolean Media Strategies
Stafford, TX

Background

Station Selection Methodology

According to the core consultants who participated in developing the study, the 226 selected stations included in this study were the most successful and solid-performing stations in their format during the Fall 1996 survey. The consultants' in-depth knowledge of the formats and stations was the basis of the selection process.

We provided the consultants with a list of the stations (including their share) from the top 100 markets in each format. Each core consultant was asked to select 10 stations from each format. To ensure a solid representation of the consultant's selected stations across the top 100 markets, Arbitron then made the final selection. See listing of stations by format and by market in the Appendix Section (Appendix A: Stations by Format and Appendix B: Stations by Market).

Sample Selection Methodology

The sampling frame for this study was all metro diaries containing listening credit to the 226 selected stations, that represented 71 of the top 100 markets in the Fall 1996 survey.

In the database, there are up to 100 diaries containing credit from each of the 226 stations (if a selected station was mentioned in fewer than 100 diaries, all the diaries containing mentions to that station were used). All entries credited to the respective stations were tallied, totaling 138,655 unique entries that form the basis of this study.

See Appendix Section for number of diaries and entries included as sample base (Appendix C)

Data Collection Methodology

Diary listening data and the primary on-air station identifiers are the two forms of data collection included in this study. A data collection sheet was created to capture the characteristics (age, sex and race) of each diary and those listening entries credited to the selected station within that diary.

Simultaneous to this collection process, Arbitron interviewed program directors from the 226 selected stations in an effort to learn exactly how station talent identified their stations on-air. Each listening entry was compared to the station's primary on-air ID in an effort to determine if the diarykeeper recorded exactly what was said over-air.

Acknowledgments

America's Top Stations: A Format Profile was a team effort involving Arbitron's Diary Processing and Research departments, with additional help from Client Services and Information Technology. This study was performed from January 1997 to July 1997.

While there were many individuals who helped with this project — and to each we say “thank you” — those key to the success of the study were:

Margret Adams
 Randy Brooks
 Pat Duggan
 Lester Jones
 Eric Kestler
 Claudine Knisley
 Tammy Libbon
 Margaret McCann
 Liz Olenski
 Mardula Patel
 Viola Penn
 Mukta Rathod
 Sheila Sampson
 John Wells
 Tom White
 Clarice Yirenkyi

Appendices

Appendix A - Stations in Format Order

Format	Market Rank	Market Name	Station	Station Name
'70s/CLASSIC ROCK	5	PHILADELPHIA	WMGKF	70SMAGICCLASSICHITS 102.9
'70s/CLASSIC ROCK	7	DALLAS-FT. WORTH	KZPSF	THE CLASSIC ROCK STATION
'70s/CLASSIC ROCK	10	BOSTON	WZLXF	BOSTONS CLASSIC ROCK
'70s/CLASSIC ROCK	23	DENVER-BOULDER	KRFXF	103 THE FOX K-FOX
'70s/CLASSIC ROCK	24	PORTLAND OR	KGONF	CLASSIC ROCK 92.3
'70s/CLASSIC ROCK	28	MILWAUKEE-RACINE	WKLHF	CLASSIC HITS 96
'70s/CLASSIC ROCK	36	INDIANAPOLIS	WNAPF	CLASSIC HITS THE BUZZARD
'70s/CLASSIC ROCK	44	NASHVILLE	WGFXF	ARROW ROCK ROLL HITS
'70s/CLASSIC ROCK	62	TUCSON	KHYTF	K-HIT GREATEST HITS 70S
'70s/CLASSIC ROCK	100	CHATTANOOGA	WSKZF	KZ106 CLASSIC ROCK
AC	2	LOS ANGELES	KOSTF	COAST 103
AC	3	CHICAGO	WPNTF	CHICAGOS 100.3
AC	5	PHILADELPHIA	WBEBF	B101 THE B BEE SOFT ROCK
AC	7	DALLAS-FT. WORTH	KVILF	103 THE BEST VARIETY
AC	8	WASHINGTON DC	WASHF	SOFT ROCK 97
AC	36	INDIANAPOLIS	WENSF	BEST MIX OF THE 80S & 90S
AC	43	MEMPHIS	WMC F	FM 100
AC	47	WEST PALM BEACH-BOCA RATON	WRMFF	SOUTH FLORIDAS VARIETY FM
AC	55	BIRMINGHAM	WMJFF	MAGIC 96 BIGGEST VARIETY
AC	75	TOLEDO	WRVFF	THE RIVER SOFT HIT MUSIC
ACT ROCK	6	DETROIT	WRIFF	101 RIFF ROCKS
ACT ROCK	7	DALLAS-FT. WORTH	KEGLF	PURE ROCK 97.1 THE EAGLE
ACT ROCK	13	SEATTLE-TACOMA	KISWF	99.9FM SEATTLES BEST ROCK
ACT ROCK	21	TAMPA-ST. PETERSBURG-CLEARWATER	WXTBF	98 ROCK PURE ROCK N ROLL
ACT ROCK	23	DENVER-BOULDER	KBPIF	THE NEW MUSIC REVOLUTION
ACT ROCK	28	MILWAUKEE-RACINE	WLZRF	LAZER 103 PURE ROCK
ACT ROCK	44	NASHVILLE	WKDF	103 CUTTING EDGE OF ROCK
ACT ROCK	52	DAYTON	WTUEF	DAYTONS BEST ROCK 105
ACT ROCK	54	AUSTIN	KLBJF	93.7 AUSTINS ROCK
ACT ROCK	66	GRAND RAPIDS	WKLQF	REAL ROCK
ADULT ALT	4	SAN FRANCISCO	KFOGF	K-FOG QUALITY ROCK 104.5
ADULT ALT	13	SEATTLE-TACOMA	KMTTF	103.7 THE MOUNTAIN
ADULT ALT	16	MINNEAPOLIS-ST. PAUL	KTCZF	CITIES97QUALITYMUSICTRUEV
ADULT ALT	21	TAMPA-ST. PETERSBURG-CLEARWATER	WHPTF	102.5 THE POINT
ADULT ALT	23	DENVER-BOULDER	KXPKF	96.5 THE PEAK
ADULT ALT	23	DENVER-BOULDER	KBCOF	WORLD CLASS ROCK
ADULT ALT	24	PORTLAND OR	KINKF	FM102 TRUE TO THE MUSIC
ADULT ALT	39	ORLANDO	WMMOF	SOFT ROCK & ROLL LOST 70S
ADULT ALT	54	AUSTIN	KGSRF	STAR 107
ADULT ALT	78	MONTEREY-SALINAS-SANTA CRUZ	KPIGF	K-PIG PIG RADIO
ALTERNATIVE	2	LOS ANGELES	KROQF	K-ROCK
ALTERNATIVE	7	DALLAS-FT. WORTH	KDGEF	94EDGENEWROCKALTERNATIVE
ALTERNATIVE	12	ATLANTA	WNNXF	NEW ROCK 99X
ALTERNATIVE	13	SEATTLE-TACOMA	KNDDF	107.7 THE END NEW MUSIC
ALTERNATIVE	15	SAN DIEGO	XTRAF	91X CUTTING EDGE OF ROCK
ALTERNATIVE	16	MINNEAPOLIS-ST. PAUL	KEGEF	93.7 THE EDGE ALTERNATIVE

Appendices

Appendix A - Stations in Format Order

Format	Market Rank	Market Name	Station	Station Name
ALTERNATIVE	17	ST. LOUIS	KPNTF	105 POINT MODERN NEW ROCK
ALTERNATIVE	22	CLEVELAND	WMMSF	BUZZARD NEW ROCK
ALTERNATIVE	47	WEST PALM BEACH-BOCA RATON	WPBZF	THE BUZZ
CHR/POP	1	NEW YORK	WHTZF	Z100 TODAYS BEST MUSIC
CHR/POP	2	LOS ANGELES	KISF	KISS FM 102
CHR/POP	7	DALLAS-FT. WORTH	KHKSF	HIT MUSIC106.1 KISS FM106
CHR/POP	12	ATLANTA	WSTRF	STAR 94 FM
CHR/POP	19	PITTSBURGH	WBZZF	B94 TODAYS HIT MUSIC
CHR/POP	20	PHOENIX	KKFRF	POWER92TODAYS HOTTEST MUS
CHR/POP	21	TAMPA-ST. PETERSBURG-CLEARWATER	WFLZF	93 93.3 NEW MUSIC REVOLUT
CHR/POP	31	PROVIDENCE-WARWICK-PAWTUCKET	WPROF	92 PRO TODAYS HIT MUSIC
CHR/POP	53	JACKSONVILLE	WAPEF	BIG APE TODAYS BEST MUSIC
CHR/POP	68	SYRACUSE	WNTQF	93Q #1 HIT MUSIC STATION
CLASSICAL	1	NEW YORK	WQXRF	CLASSICAL NEW YORK TIMES
CLASSICAL	2	LOS ANGELES	KKGOF	CLASSICAL 105.1 KAY-GO
CLASSICAL	3	CHICAGO	WNIBF	CLASSICAL 97
CLASSICAL	4	SAN FRANCISCO	KDFCF	CLASSICAL 102.1
CLASSICAL	5	PHILADELPHIA	WFLNF	CLASSICAL 95.7
CLASSICAL	8	WASHINGTON DC	WGMSF	CLASSICAL STATION
CLASSICAL	10	BOSTON	WCRBF	CLASSICAL RADIO BOSTON
CLASSICAL	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WTMIF	CLASSICAL 93 VOICE ARTS
CLASSICAL	13	SEATTLE-TACOMA	KINGF	CLASSIC CLASSICAL(KING)FM
CLASSICAL	22	CLEVELAND	WCLVF	CLASSICAL AROUND THECLOCK
COUNTRY	3	CHICAGO	WUSNF	US99 HOT NEW COUNTRY
COUNTRY	6	DETROIT	WWWWF	W4 COUNTRY 12 IN A ROW
COUNTRY	7	DALLAS-FT. WORTH	KSCSF	THE COUNTRY LEADER
COUNTRY	7	DALLAS-FT. WORTH	KPLXF	K-PLEX FLEX YOUR PLEX
COUNTRY	9	HOUSTON-GALVESTON	KKBQF	93Q COUNTRY
COUNTRY	12	ATLANTA	WKHXF	KICKS 101 ATLANTA COUNTRY
COUNTRY	36	INDIANAPOLIS	WFMSF	THE COUNTRY STATION
COUNTRY	49	LOUISVILLE	WAMZF	97 HOT NEW COUNTRY
COUNTRY	62	TUCSON	KIIMF	HOT NEW COUNTRY FAVORITES
COUNTRY	82	LITTLE ROCK	KSSNF	KISSIN 96FM NEW COUNTRY
HOT AC	1	NEW YORK	WPLJF	BEST SONGS ON THE RADIO
HOT AC	2	LOS ANGELES	KBIGF	K-BIG104 TODAYSUPBEAT MIX
HOT AC	4	SAN FRANCISCO	KIOIF	K101 BAY AREAS BESTVARIET
HOT AC	5	PHILADELPHIA	WYXRF	12 HITS IN A ROW STAR 104
HOT AC	9	HOUSTON-GALVESTON	KHMXF	MIX 96.5 70S 80S 90S
HOT AC	21	TAMPA-ST. PETERSBURG-CLEARWATER	WMTXF	MIX 96 BEST VARIETY
HOT AC	21	TAMPA-ST. PETERSBURG-CLEARWATER	WUSAF	100.7 THE NEW KISS FM
HOT AC	23	DENVER-BOULDER	KALCF	ALICE AT 106
HOT AC	28	MILWAUKEE-RACINE	WKTIF	94BEST HITS OFTHE 80S+90S
HOT AC	41	HARTFORD-NEW BRITAIN-MIDDLETOWN	WTICF	BEST MIX 96 VARIETY 80S
MODERN AC	2	LOS ANGELES	KYSRF	STAR 98.7
MODERN AC	4	SAN FRANCISCO	KLLCF	106.7 ZROCK
MODERN AC	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WPLL	(SHE) 100.3

Appendices

Appendix A - Stations in Format Order

Format	Market Rank	Market Name	Station	Station Name
MODERN AC	15	SAN DIEGO	KFMBF	STAR 100.7 STAR
MODERN AC	17	ST. LOUIS	WVRVF	FM 101 THE RIVER 80S+90S
MODERN AC	24	PORTLAND OR	KBBTF	107.5 The Beat
MODERN AC	29	SACRAMENTO	KQPTF	TODAYS MUSIC ALTERNATIVE
MODERN AC	33	NORFOLK-VIRGINIA BEACH-NWPT NEWS	WPTF	THE POINT 94.9 Q 94
MODERN AC	51	OKLAHOMA CITY	KYISF	MODERN ADULT KISS 99
MOR	1	NEW YORK	WQEWA	AMERICAN POPULAR STANDARD
MOR	3	CHICAGO	WAITA	GREATEST MUSICO FALL TIME
MOR	5	PHILADELPHIA	WPENA	STATION OF THE STARS
MOR	22	CLEVELAND	WRMRA	MUSIC OF YOUR LIFE WARM850
MOR	25	CINCINNATI	WSAIA	THE ORIGINAL HITS STATION
MOR	28	MILWAUKEE-RACINE	WOKYA	THE MEMORY STATION
MOR	40	BUFFALO-NIAGARA FALLS	WECKA	MUSIC OF YOUR LIFE
MOR	48	LAS VEGAS	KJULF	THE JEWEL MEMORIES
MOR	61	WILKES BARRE-SCRANTON	WNAKA	THE MUSIC MAKERS
MOR	76	SPRINGFIELD MA	WMASA	UNFORGETTABLE FAVORITES
NAC/SMOOTH JAZZ	1	NEW YORK	WQCDF	CD 101.9 SMOOTH JAZZ
NAC/SMOOTH JAZZ	2	LOS ANGELES	KTWVF	THE WAVE SMOOTH JAZZ
NAC/SMOOTH JAZZ	4	SAN FRANCISCO	KKSFF	SMOOTH JAZZ
NAC/SMOOTH JAZZ	5	PHILADELPHIA	WJJZF	106 SMOOTH JAZZ
NAC/SMOOTH JAZZ	8	WASHINGTON DC	WJZWF	SMOOTH JAZZ 105.9
NAC/SMOOTH JAZZ	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WLVEF	SMOOTH JAZZ 93.9 LOVE 94
NAC/SMOOTH JAZZ	15	SAN DIEGO	KIFMF	JAZZ FM 98
NAC/SMOOTH JAZZ	39	ORLANDO	WLOQF	SMOOTH JAZZ 103
NAC/SMOOTH JAZZ	60	TULSA	KOASF	SMOOTH JAZZ 92.1 THE OASIS
NAC/SMOOTH JAZZ	65	FRESNO	KEZLF	SMOOTH JAZZ 96.7
NEWS	1	NEW YORK	WCBSA	NEWSRADIO 88 NONSTOP NEWS
NEWS	1	NEW YORK	WINSA	ALL NEWS ALL THE TIME
NEWS	2	LOS ANGELES	KNXA	NEWS RADIO
NEWS	2	LOS ANGELES	KFWBA	HEADLINE NEWS
NEWS	3	CHICAGO	WMAQA	NO SLOGAN ON FILE FOR THI
NEWS	3	CHICAGO	WBBMA	NEWSRADIO 78
NEWS	4	SAN FRANCISCO	KCBSA	ALL NEWS ALL THE TIME
NEWS	5	PHILADELPHIA	KYW A	NEWSRADIO
NEWS	6	DETROIT	WWJ A	NEWSRADIO 950 ALL NEWS
NEWS	8	WASHINGTON DC	WTOPA	WASHINGTONS NEWS STATION
NEWS	19	PITTSBURGH	KQV A	ALL NEWS ALL THE TIME
NEWS/TALK	1	NEW YORK	WABCA	NEWSTALK RADIO 77
NEWS/TALK	4	SAN FRANCISCO	KGO A	NEWSTALK
NEWS/TALK	6	DETROIT	WJR A	NEWS TALK 760
NEWS/TALK	7	DALLAS-FT. WORTH	WBAPA	NEWSTALK 820 DEPEND ON IT
NEWS/TALK	10	BOSTON	WBZ A	NEWSRADIO
NEWS/TALK	12	ATLANTA	WSB A	NEWSTALK DEPEND ON IT
NEWS/TALK	17	ST. LOUIS	KMOXA	NEWS TALK VOICE ST LOUIS
NEWS/TALK	23	DENVER-BOULDER	KOA A	NEWSRADIO 85
NEWS/TALK	37	CHARLOTTE-GASTONIA-ROCK HILL	WBT A	NEWS-TALK

Appendices

Appendix A - Stations in Format Order

Format	Market Rank	Market Name	Station	Station Name
NEWS/TALK	72	OMAHA-COUNCIL BLUFFS	KFABA	NEWS TALK 1110
OLDIES	1	NEW YORK	WCBSF	101 NEWYORKSOLDIESSTATION
OLDIES	2	LOS ANGELES	KRTHF	K-EARTH 101 OLDIES RADIO
OLDIES	8	WASHINGTON DC	WBIGF	OLDIES 100 W-BIG
OLDIES	9	HOUSTON-GALVESTON	KLDEF	FUN OLDIES
OLDIES	12	ATLANTA	WFOXF	FOX 97 GOOD TIME OLDIES
OLDIES	13	SEATTLE-TACOMA	KBSGF	KBEST OLDIES STATION 97FM
OLDIES	19	PITTSBURGH	WWSWF	3WS ALL OLDIES 95
OLDIES	40	BUFFALO-NIAGARA FALLS	WHITF	OLDIES 104
OLDIES	50	RALEIGH-DURHAM	WTRGF	OLDIES100.7
OLDIES	66	GRAND RAPIDS	WODJF	OLDIES 107.3
RHYTHMIC	1	NEW YORK	WQHTF	HOT97 WHERE HIP HOP LIVES
RHYTHMIC	1	NEW YORK	WKTUF	THE BEAT OF NEW YORK
RHYTHMIC	2	LOS ANGELES	KPWR	WHERE HIP HOP LIVES
RHYTHMIC	4	SAN FRANCISCO	KMELF	THE PEOPLES STATION
RHYTHMIC	4	SAN FRANCISCO	KYLD	WILD107BAY AREAS PARTY ST
RHYTHMIC	8	WASHINGTON DC	WPGCF	95 JAMS COMMERCIAL FREE
RHYTHMIC	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WPOWF	POWER 96FM
RHYTHMIC	18	BALTIMORE	WERQF	92Q 20 JAMS IN A ROW
RHYTHMIC	58	HONOLULU	KIKIF	194 HAWAII'S HOTTEST MUSIC
RHYTHMIC	92	SPOKANE	KZZUF	93ZOO FM THE ZOO
ROCK	1	NEW YORK	WNEW	WHERE ROCK LIVES
ROCK	5	PHILADELPHIA	WMMR	HOME OF ROCK AND ROLL
ROCK	9	HOUSTON-GALVESTON	KLOLF	ROCK 101
ROCK	12	ATLANTA	WKLS	1996 ROCK 96
ROCK	16	MINNEAPOLIS-ST. PAUL	KQRS	KQ92BEST NEW CLASSIC ROCK
ROCK	17	ST. LOUIS	KSHE	BEST CLASSIC BEST NEW 95
ROCK	19	PITTSBURGH	WDVE	NEW AND CLASSIC ROCK
ROCK	45	ROCHESTER NY	WCMF	96 HOME OF ROCK AND ROLL
ROCK	51	OKLAHOMA CITY	KATF	ROCK 100 THE CAT
ROCK	70	EL PASO	KLAQ	THE Q EL PASOS BEST ROCK
SOFT AC	1	NEW YORK	WLTW	LITE FM
SOFT AC	4	SAN FRANCISCO	KOIT	(COIT) 96.5 FM LITE ROCK
SOFT AC	12	ATLANTA	WPCH	PEACH 94.9 LITE ROCK
SOFT AC	15	SAN DIEGO	KYXY	KICKSY 96 SOFT FAVORITES
SOFT AC	17	ST. LOUIS	KEZK	SOFT ROCK 102.5 FM
SOFT AC	18	BALTIMORE	WLIFF	PLACE TO RELAX LITE 102
SOFT AC	35	SALT LAKE CITY-OGDEN-PROVO	KSFIF	FM100 CONTINUOUS SOFTHITS
SOFT AC	39	ORLANDO	WMGF	MAGIC 107 SOFT EASY FAVOR
SOFT AC	56	RICHMOND	WTVR	LITE 98 SOFT EASY LITE
SOFT AC	66	GRAND RAPIDS	WOOD	EZ105.7 SOFT ROCK FAVORIT
SPANISH-tropical	1	NEW YORK	WSKQ	LA MEGA 97.9
SPANISH-contemp	2	LOS ANGELES	KLVE	K-LOVE RADIO AMOR FM 107
SPANISH-regional	2	LOS ANGELES	KLAX	LA X 97.9 LA EQUIS
SPANISH-contemp	4	SAN JOSE	KLOK	TRI COLOR LA MEXICANISIMA
SPANISH-Tejano	9	HOUSTON-GALVESTON	KQQK	106.5 106 #1 TEJANO HITS

Appendices

Appendix A - Stations in Format Order

Format	Rank	Market Name	Station	Station Name
SPANISH-tropical	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WXDJF	EL NUEVO ZOL 95
SPANISH-Tejano	34	SAN ANTONIO	KXTNF	TEJANO 107FM NUMERO UNO
SPANISH-Tejano	63	MCALLEN-BROWNSVILLE-HARLINGEN	KIWWF	PURO TEJANO 96
SPANISH-contemp	70	EL PASO	KBNAF	97 QUE BUENA LATREMENDA
SPORTS	1	NEW YORK	WFANA	SPORTSRADIO 20-20 SPORTS
SPORTS	3	CHICAGO	WSCRA	THE SCORE SPORTS RADIO
SPORTS	4	SAN FRANCISCO	KNBRA	68 THE SPORTS LEADER
SPORTS	5	PHILADELPHIA	WIP A	ALL SPORTSRADIO
SPORTS	10	BOSTON	WEEIA	SPORTSRADIO 850
SPORTS	13	SEATTLE-TACOMA	KJR A	SPORTS RADIO 950
SPORTS	22	CLEVELAND	WKNRA	ALL SPORTS ALL THE TIME
SPORTS	35	SALT LAKE CITY-OGDEN-PROVO	KISNA	SPORTS RADIO 570 STATION
SPORTS	55	BIRMINGHAM	WJOXA	SPORTS RADIO 690
SPORTS	88	COLUMBIA SC	WCOSA	SPORTS RADIO 1400
TALK	2	LOS ANGELES	KFI A	MORE STIMULATING TALK RAD
TALK	3	CHICAGO	WLS A	TALKRADIO 890
TALK	5	PHILADELPHIA	WWDBF	TALK RADIO TALK STATION
TALK	6	DETROIT	WXYTA	DETROITS TALK STATION
TALK	10	BOSTON	WRKOA	THE TALK STATION
TALK	13	SEATTLE-TACOMA	KVI A	HOT TALK 570
TALK	16	MINNEAPOLIS-ST. PAUL	KSTPA	THE TALK STATION
TALK	73	HARRISBURG-LEBANON-CARLISLE	WHP A	TALK RADIO
TALK	87	CHARLESTON SC	WTMAA	TALK RADIO TALK STATION
URBAN	2	LOS ANGELES	KKBTF	92.3 THE BEAT JAMS
URBAN	5	PHILADELPHIA	WUSLF	POWER99 THEPEOPLESSTATION
URBAN	6	DETROIT	WJLBF	STRONG SONGS FM 98
URBAN	8	WASHINGTON DC	WKYSF	KISS THE PEOPLES STATION
URBAN	12	ATLANTA	WVEEF	V103 THE PEOPLES STATION
URBAN	19	PITTSBURGH	WAMOF	106 JAMZ
URBAN	22	CLEVELAND	WZAKF	93FM
URBAN	43	MEMPHIS	WHRKF	K97 MUSIC MONEY & FUN
URBAN	55	BIRMINGHAM	WENNF	ONE NATION ONE STATION
URBAN	81	BATON ROUGE	KQXLF	Q106 BATON ROUGE BEST MUS
URBAN AC	1	NEW YORK	WRKSF	KISS R&B & CLASSIC SOUL
URBAN AC	5	PHILADELPHIA	WDASF	HEAR THE DIFFERENCE
URBAN AC	7	DALLAS-FT. WORTH	KRBVF	V-100 R&B HITS AND OLDIES
URBAN AC	8	WASHINGTON DC	WHURF	THE ADULT MIX
URBAN AC	8	WASHINGTON DC	WMMJF	MAJIC 102.3
URBAN AC	9	HOUSTON-GALVESTON	KMJQF	MAJIC 102
URBAN AC	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WHQTF	HOT 105 FM
URBAN AC	38	NEW ORLEANS	WYLDF	THE ADULT CHOICE FM 98
URBAN AC	80	GREENVILLE-NEW BERN-JACKSONVILLE	WIKSF	KISS 102FM MUSIC POWER

Appendices

Appendix B - Stations in Market Order Market

Rank	Market Name	Station	Format	Station Name
1	NEW YORK	WQXRF	CLASSICAL	CLASSICAL NEW YORK TIMES
1	NEW YORK	WCBSA	NEWS	NEWSRADIO 88 NONSTOP NEWS
1	NEW YORK	WINSA	NEWS	ALL NEWS ALL THE TIME
1	NEW YORK	WNEWF	ROCK	WHERE ROCK LIVES
1	NEW YORK	WABCA	NEWS/TALK	NEWSTALK RADIO 77
1	NEW YORK	WFANA	SPORTS	SPORTSRADIO 20-20 SPORTS
1	NEW YORK	WQCDF	NAC/SMOOTH JAZZ	CD 101.9 SMOOTH JAZZ
1	NEW YORK	WHTZF	CHR/POP	Z100 TODAYS BEST MUSIC
1	NEW YORK	WSKQF	SPANISH-tropical	LA MEGA 97.9
1	NEW YORK	WQEWA	MOR	AMERICAN POPULAR STANDARD
1	NEW YORK	WPLJF	HOT AC	BEST SONGS ON THE RADIO
1	NEW YORK	WLTWF	SOFT AC	LITE FM
1	NEW YORK	WKTUF	RHYTHMIC	THE BEAT OF NEW YORK
1	NEW YORK	WQHTF	RHYTHMIC	HOT97 WHERE HIP HOP LIVES
1	NEW YORK	WRKSF	URBAN AC	KISS R&B & CLASSIC SOUL
1	NEW YORK	WCBSF	OLDIES	101 NEWYORKSOLDIESSTATION
2	LOS ANGELES	KROQF	ALTERNATIVE	K-ROCK
2	LOS ANGELES	KYSRF	MODERN AC	STAR 98.7
2	LOS ANGELES	KRTHF	OLDIES	K-EARTH 101 OLDIES RADIO
2	LOS ANGELES	KLAXF	SPANISH-regional	LA X 97.9 LA EQUIS
2	LOS ANGELES	KLVEF	SPANISH-contemp	K-LOVE RADIO AMOR FM 107
2	LOS ANGELES	KFI A	TALK	MORE STIMULATING TALK RAD
2	LOS ANGELES	KOSTF	AC	COAST 103
2	LOS ANGELES	KBIGF	HOT AC	K-BIG104 TODAYSUPBEAT MIX
2	LOS ANGELES	KFWBA	NEWS	HEADLINE NEWS
2	LOS ANGELES	KIISF	CHR/POP	KISS FM 102
2	LOS ANGELES	KNXA	NEWS	NEWS RADIO
2	LOS ANGELES	KKGOF	CLASSICAL	CLASSICAL 105.1 KAY-GO
2	LOS ANGELES	KTWWF	NAC/SMOOTH JAZZ	THE WAVE SMOOTH JAZZ
2	LOS ANGELES	KKBTF	URBAN	92.3 THE BEAT JAMS
2	LOS ANGELES	KPWRF	RHYTHMIC	WHERE HIP HOP LIVES
3	CHICAGO	WNIBF	CLASSICAL	CLASSICAL 97
3	CHICAGO	WMAQA	NEWS	NO SLOGAN ON FILE FOR THI
3	CHICAGO	WBBMA	NEWS	NEWSRADIO 78
3	CHICAGO	WSCRA	SPORTS	THE SCORE SPORTS RADIO
3	CHICAGO	WAITA	MOR	GREATEST MUSICOFALL TIME
3	CHICAGO	WPNTF	AC	CHICAGOS 100.3
3	CHICAGO	WUSNF	COUNTRY	US99 HOT NEW COUNTRY
3	CHICAGO	WLS A	TALK	TALKRADIO 890
4	SAN FRANCISCO	KGO A	NEWS/TALK	NEWSTALK
4	SAN FRANCISCO	KKSFF	NAC/SMOOTH JAZZ	SMOOTH JAZZ
4	SAN FRANCISCO	KYLDF	RHYTHMIC	WILD107BAY AREAS PARTY ST
4	SAN FRANCISCO	KDFCF	CLASSICAL	CLASSICAL 102.1
4	SAN FRANCISCO	KNBRA	SPORTS	68 THE SPORTS LEADER
4	SAN JOSE	KLOKA	SPANISH-contemp	TRI COLOR LA MEXICANISIMA

Appendices

Appendix B - Stations in Market Order

Market

Rank	Market Name	Station	Format	Station Name
4	SAN FRANCISCO	KCBSA	NEWS	ALL NEWS ALL THE TIME
4	SAN FRANCISCO	KOITF	SOFT AC	(COIT) 96.5 FM LITE ROCK
4	SAN FRANCISCO	KFOGF	ADULT ALT	K-FOG QUALITY ROCK 104.5
4	SAN FRANCISCO	KIOIF	HOT AC	K101 BAY AREAS BESTVARIET
4	SAN FRANCISCO	KMELF	RHYTHMIC	THE PEOPLES STATION
4	SAN FRANCISCO	KLLCF	MODERN AC	106.7 ZROCK
5	PHILADELPHIA	WJJZF	NAC/SMOOTH JAZZ	106 SMOOTH JAZZ
5	PHILADELPHIA	WPENA	MOR	STATION OF THE STARS
5	PHILADELPHIA	WFLNF	CLASSICAL	CLASSICAL 95.7
5	PHILADELPHIA	WMGKF	'70s/CLASSIC ROCK	70SMAGICCLASSICHITS 102.9
5	PHILADELPHIA	WYXRF	HOT AC	12 HITS IN A ROW STAR 104
5	PHILADELPHIA	KYW A	NEWS	NEWSRADIO
5	PHILADELPHIA	WMMRF	ROCK	HOME OF ROCK AND ROLL
5	PHILADELPHIA	WDASF	URBAN AC	HEAR THE DIFFERENCE
5	PHILADELPHIA	WUSLF	URBAN	POWER99 THEPEOPLESSTATION
5	PHILADELPHIA	WBEBF	AC	B101 THE B BEE SOFT ROCK
5	PHILADELPHIA	WIP A	SPORTS	ALL SPORTSRADIO
5	PHILADELPHIA	WWDBF	TALK	TALK RADIO TALK STATION
6	DETROIT	WJR A	NEWS/TALK	NEWS TALK 760
6	DETROIT	WWJ A	NEWS	NEWSRADIO 950 ALL NEWS
6	DETROIT	WWWWF	COUNTRY	W4 COUNTRY 12 IN A ROW
6	DETROIT	WRIFF	ACT ROCK	101 RIFF ROCKS
6	DETROIT	WXYTA	TALK	DETROITS TALK STATION
6	DETROIT	WJLBF	URBAN	STRONG SONGS FM 98
7	DALLAS-FT. WORTH	KHKSF	CHR/POP	HIT MUSIC106.1 KISS FM106
7	DALLAS-FT. WORTH	KVILF	AC	103 THE BEST VARIETY
7	DALLAS-FT. WORTH	KRBVF	URBAN AC	V-100 R&B HITS AND OLDIES
7	DALLAS-FT. WORTH	KPLXF	COUNTRY	K-PLEX FLEX YOUR PLEX
7	DALLAS-FT. WORTH	KDGEF	ALTERNATIVE	94EDGENEWROCKALTERNATIVE
7	DALLAS-FT. WORTH	KEGLF	ACT ROCK	PURE ROCK 97.1 THE EAGLE
7	DALLAS-FT. WORTH	WBAPA	NEWS/TALK	NEWSTALK 820 DEPEND ON IT
7	DALLAS-FT. WORTH	KSCSF	COUNTRY	THE COUNTRY LEADER
7	DALLAS-FT. WORTH	KZPSF	'70s/CLASSIC ROCK	THE CLASSIC ROCK STATION
8	WASHINGTON DC	WBIGF	OLDIES	OLDIES 100 W-BIG
8	WASHINGTON DC	WMMJF	URBAN AC	MAJIC 102.3
8	WASHINGTON DC	WKYSF	URBAN	KISS THE PEOPLES STATION
8	WASHINGTON DC	WHURF	URBAN AC	THE ADULT MIX
8	WASHINGTON DC	WTOPA	NEWS	WASHINGTONS NEWS STATION
8	WASHINGTON DC	WPGCF	RHYTHMIC	95 JAMS COMMERCIAL FREE
8	WASHINGTON DC	WJZWF	NAC/SMOOTH JAZZ	SMOOTH JAZZ 105.9
8	WASHINGTON DC	WGMSF	CLASSICAL	CLASSICAL STATION
8	WASHINGTON DC	WASHF	AC	SOFT ROCK 97
9	HOUSTON-GALVESTON	KQQKF	SPANISH-Tejano	106.5 106 #1 TEJANO HITS
9	HOUSTON-GALVESTON	KLDEF	OLDIES	FUN OLDIES
9	HOUSTON-GALVESTON	KLOLF	ROCK	ROCK 101

Appendices

Appendix B - Stations in Market Order

Rank	Market Name	Station	Format	Station Name
9	HOUSTON-GALVESTON	KHMXF	HOT AC	MIX 96.5 70S 80S 90S
9	HOUSTON-GALVESTON	KMJQF	URBAN AC	MAJIC 102
9	HOUSTON-GALVESTON	KKBQF	COUNTRY	93Q COUNTRY
10	BOSTON	WZLXF	'70s/CLASSIC ROCK	BOSTONS CLASSIC ROCK
10	BOSTON	WEEIA	SPORTS	SPORTSRADIO 850
10	BOSTON	WCRBF	CLASSICAL	CLASSICAL RADIO BOSTON
10	BOSTON	WRKOA	TALK	THE TALK STATION
10	BOSTON	WBZ A	NEWS/TALK	NEWSRADIO
11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WPOWF	RHYTHMIC	POWER 96FM
11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WLVEF	NAC/SMOOTH JAZZ	SMOOTH JAZZ 93.9 LOVE 94
11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WXDJF	SPANISH-tropical	EL NUEVO ZOL 95
11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WTMIF	CLASSICAL	CLASSICAL 93 VOICE ARTS
11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WHQTF	URBAN AC	HOT 105 FM
11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	WPLL	MODERN AC	(SHE) 100.3
12	ATLANTA	WKLSF	ROCK	1996 ROCK 96
12	ATLANTA	WPCHF	SOFT AC	PEACH 94.9 LITE ROCK
12	ATLANTA	WFOXF	OLDIES	FOX 97 GOOD TIME OLDIES
12	ATLANTA	WSB A	NEWS/TALK	NEWTALK DEPEND ON IT
12	ATLANTA	WSTRF	CHR/POP	STAR 94 FM
12	ATLANTA	WVEEF	URBAN	V103 THE PEOPLES STATION
12	ATLANTA	WNNXF	ALTERNATIVE	NEW ROCK 99X
12	ATLANTA	WKHXF	COUNTRY	KICKS 101 ATLANTA COUNTRY
13	SEATTLE-TACOMA	KISWF	ACT ROCK	99.9FM SEATTLES BEST ROCK
13	SEATTLE-TACOMA	KBSGF	OLDIES	KBEST OLDIES STATION 97FM
13	SEATTLE-TACOMA	KNDDF	ALTERNATIVE	107.7 THE END NEW MUSIC
13	SEATTLE-TACOMA	KVI A	TALK	HOT TALK 570
13	SEATTLE-TACOMA	KMTTF	ADULT ALT	103.7 THE MOUNTAIN
13	SEATTLE-TACOMA	KINGF	CLASSICAL	CLASSIC CLASSICAL(KING)FM
13	SEATTLE-TACOMA	KJR A	SPORTS	SPORTS RADIO 950
15	SAN DIEGO	XTRAF	ALTERNATIVE	91X CUTTING EDGE OF ROCK
15	SAN DIEGO	KYXYF	SOFT AC	KICKSY 96 SOFT FAVORITES
15	SAN DIEGO	KFMBF	MODERN AC	STAR 100.7 STAR
15	SAN DIEGO	KIFMF	NAC/SMOOTH JAZZ	JAZZ FM 98
16	MINNEAPOLIS-ST. PAUL	KEGEF	ALTERNATIVE	93.7 THE EDGE ALTERNATIVE
16	MINNEAPOLIS-ST. PAUL	KSTPA	TALK	THE TALK STATION
16	MINNEAPOLIS-ST. PAUL	KQRSF	ROCK	KQ92BEST NEW CLASSIC ROCK
16	MINNEAPOLIS-ST. PAUL	KTCZF	ADULT ALT	CITIES97QUALITYMUSICTRUEV
17	ST. LOUIS	KEZKF	SOFT AC	SOFT ROCK 102.5 FM
17	ST. LOUIS	WVRVF	MODERN AC	FM 101 THE RIVER 80S+90S
17	ST. LOUIS	KMOXA	NEWS/TALK	NEWS TALK VOICE ST LOUIS
17	ST. LOUIS	KSHEF	ROCK	BEST CLASSIC BEST NEW 95
17	ST. LOUIS	KPNTF	ALTERNATIVE	105 POINT MODERN NEW ROCK
18	BALTIMORE	WLIFF	SOFT AC	PLACE TO RELAX LITE 102
18	BALTIMORE	WERQF	RHYTHMIC	92Q 20 JAMS IN A ROW
19	PITTSBURGH	WDVEF	ROCK	NEW AND CLASSIC ROCK
19	PITTSBURGH	WAMOF	URBAN	106 JAMZ

Appendices

Appendix B - Stations in Market Order

Market	Rank	Market Name	Station	Format	Station Name
	19	PITTSBURGH	WBZZF	CHR/POP	B94 TODAYS HIT MUSIC
	19	PITTSBURGH	WWSWF	OLDIES	3WS ALL OLDIES 95
	19	PITTSBURGH	KQV A	NEWS	ALL NEWS ALL THE TIME
	20	PHOENIX	KKFRF	CHR/POP	POWER92TODAYS HOTTEST MUS
	21	TAMPA-ST. PETERSBURG-CLEARWATER	WXTBF	ACT ROCK	98 ROCK PURE ROCK N ROLL
	21	TAMPA-ST. PETERSBURG-CLEARWATER	WUSAF	HOT AC	100.7 THE NEW KISS FM
	21	TAMPA-ST. PETERSBURG-CLEARWATER	WHPTF	ADULT ALT	102.5 THE POINT
	21	TAMPA-ST. PETERSBURG-CLEARWATER	WMTXF	HOT AC	MIX 96 BEST VARIETY
	21	TAMPA-ST. PETERSBURG-CLEARWATER	WFLZF	CHR/POP	93 93.3 NEW MUSIC REVOLUT
	22	CLEVELAND	WKNRA	SPORTS	ALL SPORTS ALL THE TIME
	22	CLEVELAND	WZAKF	URBAN	93FM
	22	CLEVELAND	WRMRA	MOR	MUSIC OF YOUR LIFEWARM850
	22	CLEVELAND	WMMSF	ALTERNATIVE	BUZZARD NEW ROCK
	22	CLEVELAND	WCLVF	CLASSICAL	CLASSICAL AROUND THECLOCK
	23	DENVER-BOULDER	KXPKF	ADULT ALT	96.5 THE PEAK
	23	DENVER-BOULDER	KRFXF	'70s/CLASSIC ROCK	103 THE FOX K-FOX
	23	DENVER-BOULDER	KALCF	HOT AC	ALICE AT 106
	23	DENVER-BOULDER	KBCOF	ADULT ALT	WORLD CLASS ROCK
	23	DENVER-BOULDER	KOA A	NEWS/TALK	NEWSRADIO 85
	23	DENVER-BOULDER	KBPIF	ACT ROCK	THE NEW MUSIC REVOLUTION
	24	PORTLAND OR	KGONF	'70s/CLASSIC ROCK	CLASSIC ROCK 92.3
	24	PORTLAND OR	KBBTF	MODERN AC	107.5 The Beat
	24	PORTLAND OR	KINKF	ADULT ALT	FM102 TRUE TO THE MUSIC
	25	CINCINNATI	WSAIA	MOR	THE ORIGINAL HITS STATION
	28	MILWAUKEE-RACINE	WLZRF	ACT ROCK	LAZER 103 PURE ROCK
	28	MILWAUKEE-RACINE	WOKYA	MOR	THE MEMORY STATION
	28	MILWAUKEE-RACINE	WKTIF	HOT AC	94BEST HITS OFTHE 80S+90S
	28	MILWAUKEE-RACINE	WKLHF	'70s/CLASSIC ROCK	CLASSIC HITS 96
	29	SACRAMENTO	KQPTF	MODERN AC	TODAYS MUSIC ALTERNATIVE
	31	PROVIDENCE-WARWICK-PAWTUCKET	WPROF	CHR/POP	92 PRO TODAYS HIT MUSIC
	33	NORFOLK-VIRGINIA BEACH-NWPT NEWS	WPTF	MODERN AC	THE POINT 94.9 Q 94
	34	SAN ANTONIO	KXTNF	SPANISH-Tejano	TEJANO 107FM NUMERO UNO
	35	SALT LAKE CITY-OGDEN-PROVO	KSFIF	SOFT AC	FM100 CONTINUOUS SOFTHITS
	35	SALT LAKE CITY-OGDEN-PROVO	KISNA	SPORTS	SPORTS RADIO 570 STATION
	36	INDIANAPOLIS	WENSF	AC	BEST MIX OF THE 80S & 90S
	36	INDIANAPOLIS	WNAPF	'70s/CLASSIC ROCK	CLASSIC HITS THE BUZZARD
	36	INDIANAPOLIS	WFMSF	COUNTRY	THE COUNTRY STATION
	37	CHARLOTTE-GASTONIA-ROCK HILL	WBT A	NEWS/TALK	NEWS-TALK
	38	NEW ORLEANS	WYLDF	URBAN AC	THE ADULT CHOICE FM 98
	39	ORLANDO	WLOQF	NAC/SMOOTH JAZZ	SMOOTH JAZZ 103
	39	ORLANDO	WMMOF	ADULT ALT	SOFT ROCK & ROLL LOST 70S
	39	ORLANDO	WMGFF	SOFT AC	MAGIC 107 SOFT EASY FAVOR
	40	BUFFALO-NIAGARA FALLS	WECKA	MOR	MUSIC OF YOUR LIFE
	40	BUFFALO-NIAGARA FALLS	WHTF	OLDIES	OLDIES 104
	41	HARTFORD-NEW BRITAIN-MIDDLETOWN	WTICF	HOT AC	BEST MIX 96 VARIETY 80S
	43	MEMPHIS	WMC F	AC	FM 100

Appendices

Appendix B - Stations in Market Order

Market Rank	Market Name	Station	Format	Station Name
43	MEMPHIS	WHRKF	URBAN	K97 MUSIC MONEY & FUN
44	NASHVILLE	WKDF	ACT ROCK	103 CUTTING EDGE OF ROCK
44	NASHVILLE	WGFX	'70s/CLASSIC ROCK	ARROW ROCK ROLL HITS
45	ROCHESTER NY	WCMFF	ROCK	96 HOME OF ROCK AND ROLL
47	WEST PALM BEACH-BOCA RATON	WPBZF	ALTERNATIVE	THE BUZZ
47	WEST PALM BEACH-BOCA RATON	WRMFF	AC	SOUTH FLORIDAS VARIETY FM
48	LAS VEGAS	KJULF	MOR	THE JEWEL MEMORIES
49	LOUISVILLE	WAMZF	COUNTRY	97 HOT NEW COUNTRY
50	RALEIGH-DURHAM	WTRGF	OLDIES	OLDIES100.7
51	OKLAHOMA CITY	KATTF	ROCK	ROCK 100 THE CAT
51	OKLAHOMA CITY	KYISF	MODERN AC	MODERN ADULT KISS 99
52	DAYTON	WTUEF	ACT ROCK	DAYTONS BEST ROCK 105
53	JACKSONVILLE	WAPEF	CHR/POP	BIG APE TODAYS BEST MUSIC
54	AUSTIN	KLBJF	ACT ROCK	93.7 AUSTINS ROCK
54	AUSTIN	KGSRF	ADULT ALT	STAR 107
55	BIRMINGHAM	WMJFF	AC	MAGIC 96 BIGGEST VARIETY
55	BIRMINGHAM	WENNF	URBAN	ONE NATION ONE STATION
55	BIRMINGHAM	WJOXA	SPORTS	SPORTS RADIO 690
56	RICHMOND	WTVRF	SOFT AC	LITE 98 SOFT EASY LITE
58	HONOLULU	KIKIF	RHYTHMIC	I94 HAWAII HOTTEST MUSIC
60	TULSA	KOASF	NAC/SMOOTH JAZZ	SMOOTH JAZZ92.1 THE OASIS
61	WILKES BARRE-SCRANTON	WNAKA	MOR	THE MUSIC MAKERS
62	TUCSON	KIIMF	COUNTRY	HOT NEW COUNTRY FAVORITES
62	TUCSON	KHYTF	'70s/CLASSIC ROCK	K-HIT GREATEST HITS 70S
63	MCALLEN-BROWNSVILLE-HARLINGEN	KIWWF	SPANISH-Tejano	PURO TEJANO 96
65	FRESNO	KEZLF	NAC/SMOOTH JAZZ	SMOOTH JAZZ 96.7
66	GRAND RAPIDS	WODJF	OLDIES	OLDIES 107.3
66	GRAND RAPIDS	WKLQF	ACT ROCK	REAL ROCK
66	GRAND RAPIDS	WOODF	SOFT AC	EZ105.7 SOFT ROCK FAVORIT
68	SYRACUSE	WNTQF	CHR/POP	93Q #1 HIT MUSIC STATION
70	EL PASO	KBNAF	SPANISH-contemp	97 QUE BUENA LATREMENDA
70	EL PASO	KLAQF	ROCK	THE Q EL PASOS BEST ROCK
72	OMAHA-COUNCIL BLUFFS	KFABA	NEWS/TALK	NEWS TALK 1110
73	HARRISBURG-LEBANON-CARLISLE	WHP A	TALK	TALK RADIO
75	TOLEDO	WRVFF	AC	THE RIVER SOFT HIT MUSIC
76	SPRINGFIELD MA	WMASA	MOR	UNFORGETTABLE FAVORITES
78	MONTEREY-SALINAS-SANTA CRUZ	KPIGF	ADULT ALT	K-PIG PIG RADIO
80	GREENVILLE-NEW BERN-JACKSONVILLE	WIKSF	URBAN AC	KISS 102FM MUSIC POWER
81	BATON ROUGE	KQXLF	URBAN	Q106 BATON ROUGE BEST MUS
82	LITTLE ROCK	KSSNF	COUNTRY	KISSIN 96FM NEW COUNTRY
87	CHARLESTON SC	WTMAA	TALK	TALK RADIO TALK STATION
88	COLUMBIA SC	WCOSA	SPORTS	SPORTS RADIO 1400
92	SPOKANE	KZZUF	RHYTHMIC	93ZOOFM THE ZOO
100	CHATTANOOGA	WSKZF	'70s/CLASSIC ROCK	KZ106 CLASSIC ROCK

Appendices

Appendix C - Number of Diaries and Diary Entries per Format

Format	Number of Diaries	Number of Entries
AC	791	5927
Hot AC	658	5442
Modern AC	731	4764
Soft AC	817	6113
Adult Alternative	760	5584
Alternative	674	5794
Country	809	7231
Classical	764	5691
MOR	855	6253
NAC/Smooth Jazz	759	5727
70's/Classic Rock	784	5578
Oldies	769	5287
CHR/Pop	763	6204
CHR/Rhythmic	671	6644
Active Rock	781	6050
Rock	747	6135
Spanish Contemporary	257	1800
Spanish Regional	67	567
Spanish Tejano	284	1691
Spanish Tropical	171	1284
All Spanish Formats combined	779	5342
News	686	6539
News/Talk	776	6562
Talk	753	6381
Sports	710	5808
Urban	820	7727