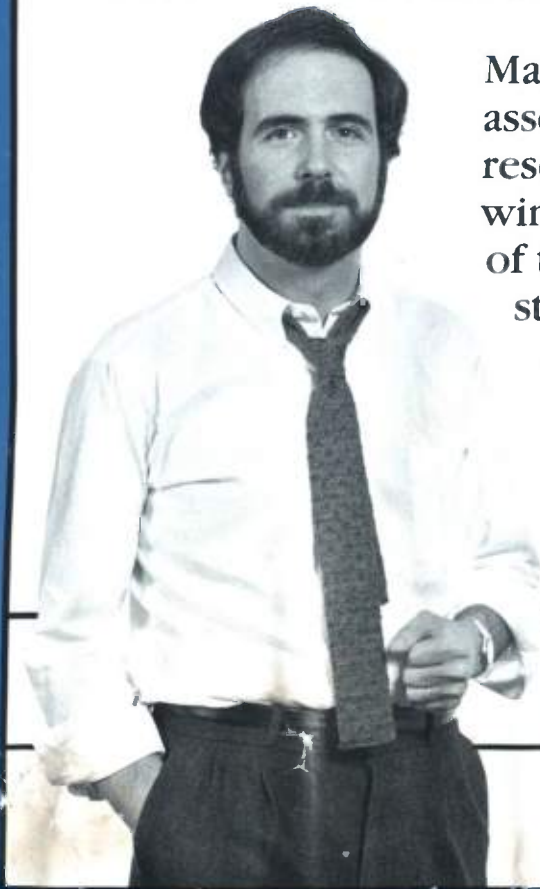


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Comparative Ratings Guide Fall '89 Edition

Based On Spring '89 Arbitron and Birch Shares

The following pages contain **The Pulse of Radio Comparative Ratings Guide, Fall '89 Edition**, an extensive effort by *The Pulse* and Strata Marketing, with the cooperation of Arbitron Ratings Co. and Birch Radio.

The Pulse Comparative Ratings Guide is a station-by-station comparison of the Spring '89 Arbitron and Birch 12-plus shares in the top 110 Arbitron Radio markets. Each graph represents the 10 top Arbitron-ranked stations together with their Birch shares.

The Pulse produced the guide with data provided by Strata Marketing, a Chicago-based firm serving the broadcast industry that writes and markets computer software for ratings and qualitative sales presentations.

The methodology used to produce the ratings by Arbitron and Birch is different. Simplified, Arbitron uses a diary-keeping system from consumers, while Birch samples households by telephone interviews. Both processes involve hours of research, compilation and computation of data.

Each graph is shown with the top 10-ranked Arbitron stations in each market, based on 12-plus shares, for Spring '89. There will be instances where the Birch shares of another station might be higher than the top-ranked Arbitron station.

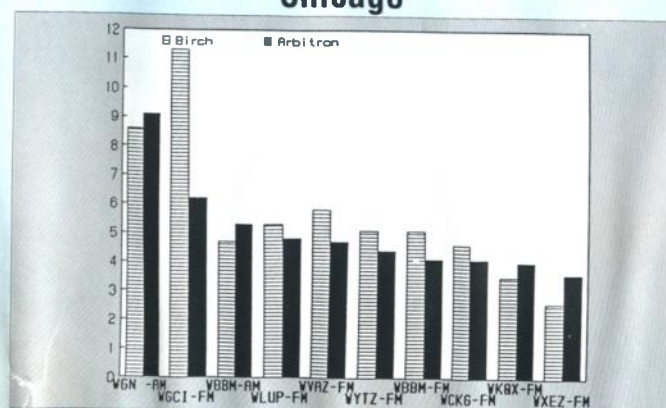
The following graph from Chicago is an example of the graphs contained in **The Pulse Comparative Ratings Guide**. Each graph also contains a chart showing the stations' shares and a percentage of difference between Arbitron and Birch.

The graph reads from left to right. The first bar is the Birch share for Spring '89, while the second bar is the Arbitron share for Spring '89. Look at the table to determine the share per station, per ratings service and then the percent-share difference.

The graph is designed for several purposes. It allows station executives to compare numbers side-by-side. Secondly, it allows them to compare ratings in other markets that run similar formats. For reasons of space consideration, we have not included formats. **The Pulse Comparative Ratings Guide** will be published quarterly and measure markets according to the availability of ratings for that particular period of time.

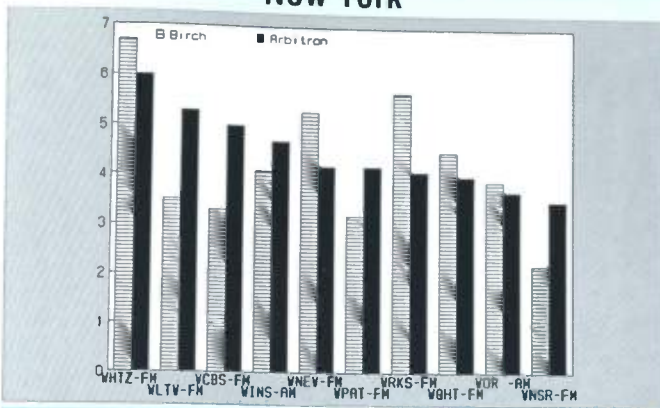
The Pulse wishes to acknowledge the cooperation of Arbitron Ratings Co. and Birch Radio, and the efforts of Bruce Johnson and Roger Skolnik of Strata Marketing for their cooperation.—*The Editor*

Chicago



Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff
1	WGN-AM	8.6	9.1	6	WYVZ-FM	5.1	4.4
2	WGCI-FM	11.3	5.2	7T	WBBM-FM	5.1	4.1
3	WBBM-AM	7	5	7T	WCKG-FM	4.6	4.1
4	WLUP-FM	5.3	4.6	9	WKQX-FM	3.5	4.0
5	WVAZ-FM	5.8	4.7	10	WXEZ-FM	3.6	3.6
			-19.0				14.3
							38.5

New York



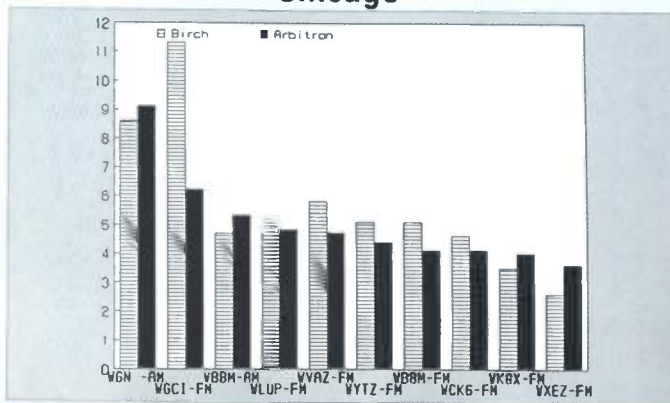
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WHTZ-FM	6.7	6.0	-10.4	5T	WPAT-FM	3.2	4.2	31.2
2	WLTW-FM	3.5	5.3	51.4	7	WRKS-FM	5.7	4.1	-28.1
3	WCBS-FM	3.3	5.0	51.5	8	WQHT-FM	4.5	4.0	-11.1
4	WINS-AM	4.1	4.7	14.6	9	WOR-AM	3.9	3.7	-5.1
5T	WNEV-FM	5.3	4.2	-20.8	10	WNSR-FM	2.2	3.5	59.1

Los Angeles



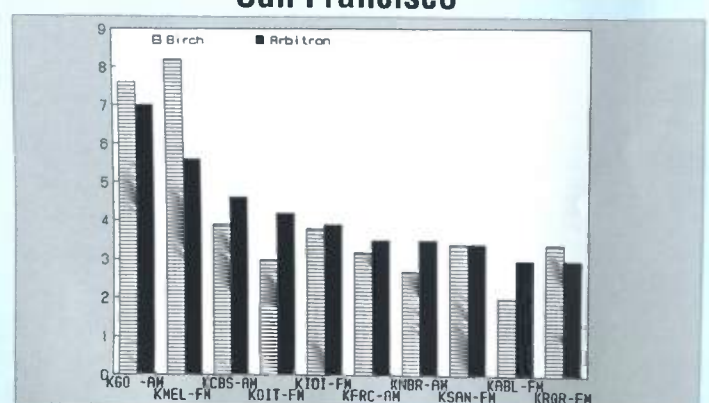
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KPWR-FM	8.4	7.1	-15.5	5T	KQLZ-FM	4.4	4.3	-2.3
2	KOST-FM	4.8	6.1	27.1	7	KJOL-FM	3.4	3.4	0.0
3	KABC-AM	4.6	5.2	13.0	8	KLOS-FM	5.4	5.4	0.0
4	KIIS-FM	6.7	4.9	-26.9	9	KNX-AM	2.5	3.3	32.0
5T	KBIG-FM	2.8	4.3	53.6	10	KRTH-FM	3.5	3.1	-11.4

Chicago



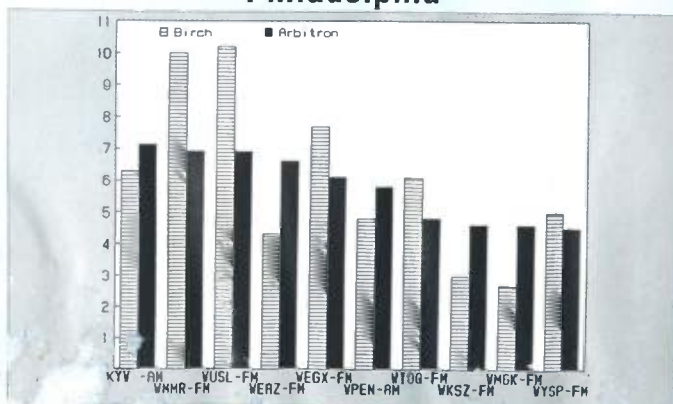
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WGN-AM	8.6	9.1	5.8	6	WYZZ-FM	5.1	4.4	-13.7
2	WGCI-FM	11.3	6.2	-45.1	7T	WBBM-FM	5.1	4.1	-19.6
3	WBBM-AM	4.7	5.3	12.8	7T	WCKG-FM	4.6	4.1	-10.9
4	WLUP-FM	5.3	4.8	-9.4	9	WKQX-FM	3.5	4.0	14.3
5	WVAZ-FM	5.8	4.7	-19.0	10	WXEZ-FM	2.6	3.6	38.5

San Francisco



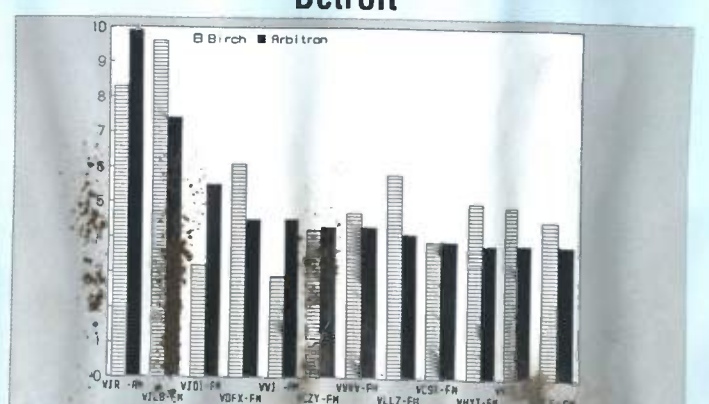
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KGO-AM	7.6	7.0	-7.9	6T	KFRC-AM	3.2	3.5	9.4
2	KMEL-FM	8.2	5.6	-31.7	6T	KNBR-AM	2.7	3.5	29.6
3	KCBS-AM	3.9	4.6	17.9	8	KSAN-FM	3.4	3.4	0.0
4	KOIT-FM	3.0	4.2	40.0	9	KABL-FM	2.0	3.0	50.0
5	KIOL-FM	3.8	3.9	2.6	9T	KRQR-FM	3.4	3.0	-11.8

Philadelphia



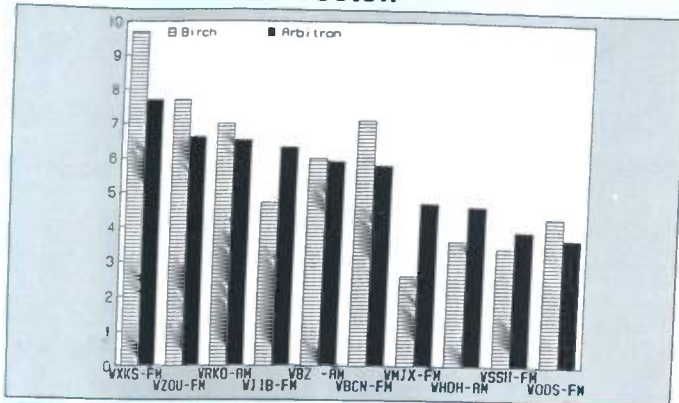
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KYV-AM	6.3	7.1	12.7	6	WVMB-FM	2.7	4.6	70.4
2	WVHR-FM	10.0	6.4	-36.0	7	WYSP-FM	5.0	4.5	-10.0
3	WUSL-FM	10.2	6.4	-37.3	8	WKSZ-FM	2.7	4.6	70.4
4	WEZL-FM	4.8	6.6	36.0	9	WVMB-FM	2.7	4.6	70.4
5	VEGX-FM	7.7	6.6	-14.3	10	WYSP-FM	5.0	4.5	-10.0

Detroit



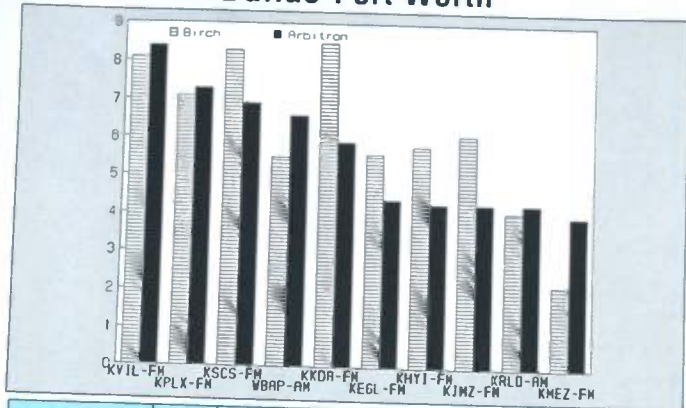
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WJR-AM	8.3	9.9	19.3	6T	WVBB-FM	4.5	5.2	15.6
2	WJLB-FM	9.5	7.4	-22.9	8	WVST-FM	4.5	5.2	15.6
3	WJOL-FM	7.5	7.9	5.3	9	WVZZ-FM	4.5	5.2	15.6
4T	WDFX-FM	4.1	5.5	26.2	10T	WVBT-FM	4.5	5.2	15.6
4T	WWJ-AM	4.5	5.2	15.6	10T	WVZZ-FM	4.5	5.2	15.6
5	WZZM-FM	4.5	5.2	15.6	10T	WVBT-FM	4.5	5.2	15.6
6	WVZZ-FM	4.5	5.2	15.6	10T	WVBT-FM	4.5	5.2	15.6

Boston



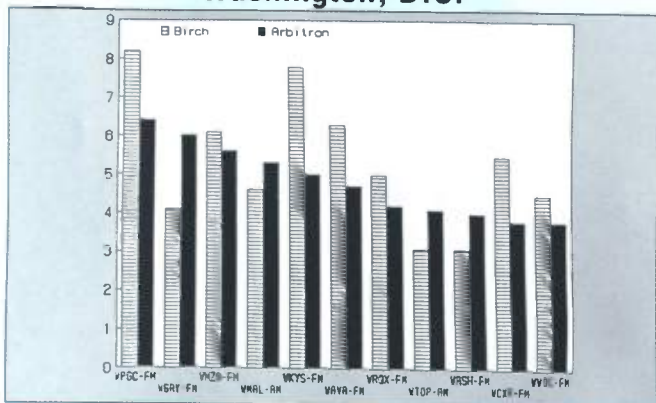
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WXKS-FM	9.7	7.7	-20.6	6	WBCN-FM	7.1	5.8	-18.3
2	WZOU-FM	7.7	6.6	-14.3	7	WMJX-FM	2.6	4.7	80.8
3	VRKO-FM	7.0	6.5	-7.1	8	WHDH-AM	3.6	4.6	27.8
4	WJIB-FM	4.7	6.3	34.0	9	WSSH-FM	3.4	3.9	14.7
5	WBZ-AM	6.0	5.9	-1.7	10	WODS-FM	4.3	3.7	-14.0

Dallas-Fort Worth



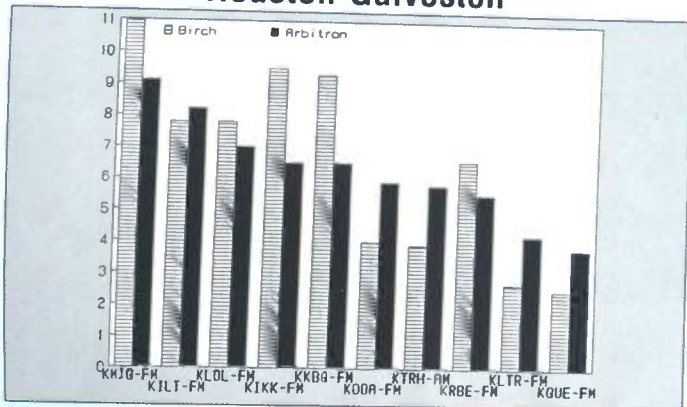
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KVIL-FM	8.1	8.4	3.7	6	KEGL-FM	5.6	4.4	-21.4
2	KPLX-FM	7.1	7.3	2.8	7T	KHYI-FM	5.8	4.3	-25.9
3	KSCS-FM	8.3	6.9	-16.9	7T	KJMZ-FM	6.1	4.3	-29.5
4	KBAP-FM	5.5	6.6	20.0	7T	KRLD-FM	4.1	4.3	4.9
5	KKDA-FM	8.5	5.9	-30.6	10	KMEZ-FM	2.2	4.0	81.8

Washington, D.C.



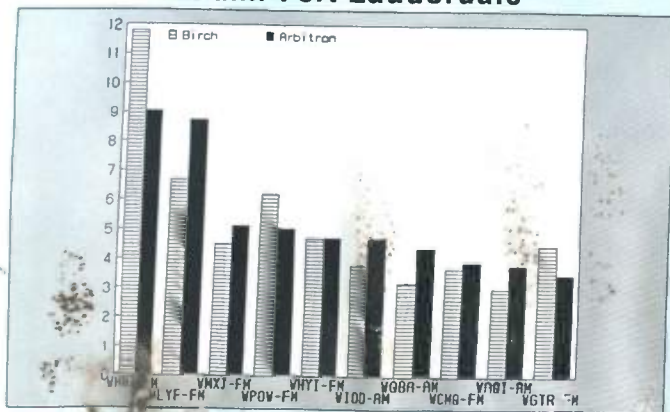
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WPGC-FM	8.2	6.4	-22.0	7	WROX-FM	5.0	4.2	-16.0
2	WGAY-FM	4.1	6.0	46.3	8	WTOP-AM	3.1	4.1	32.3
3	WMZO-FM	6.1	5.6	-8.2	9	WASH-FM	3.1	4.0	29.0
4	WMAL-AM	4.6	5.3	15.2	10T	WCXR-FM	5.5	3.8	-30.9
5	WKYS-FM	7.8	5.0	-35.9	10T	WWDC-FM	4.5	3.8	-15.6
6	WAVA-FM	6.3	4.7	-25.4					

Houston-Galveston



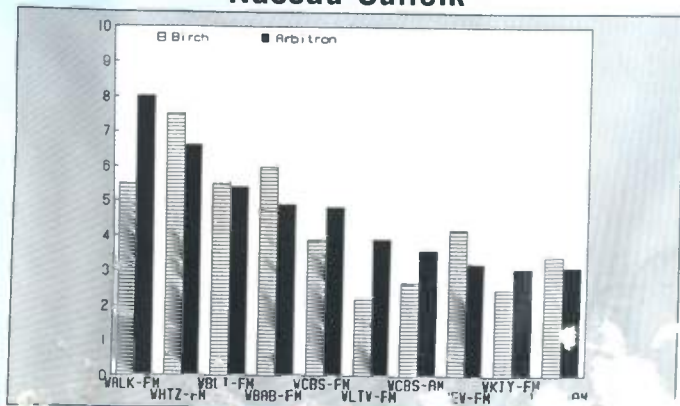
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KMJO-FM	11.0	9.1	-17.3	6	KODA-FM	4.0	5.9	47.5
2	KILT-FM	7.8	8.2	5.1	7	KTRH-AM	3.9	5.8	48.7
3	KLOL-FM	7.8	7.0	-10.3	8	KRBE-FM	6.6	5.5	-16.7
4T	KIKK-FM	9.5	6.5	-31.6	9	KLTR-FM	2.7	4.2	55.6
4T	KKQB-FM	9.3	6.5	-30.1	10	KOUE-FM	2.5	3.8	52.0

Miami-Fort Lauderdale



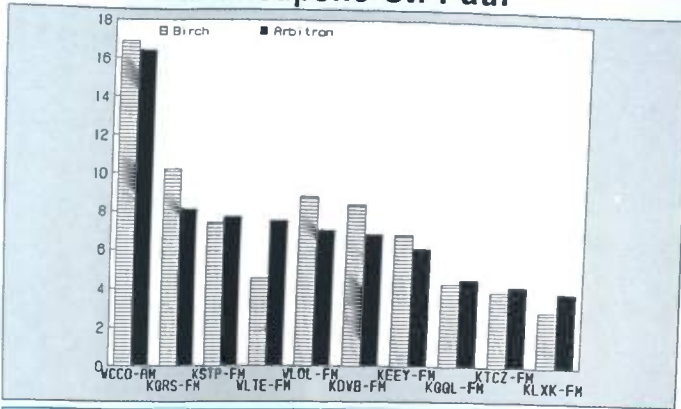
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WFTL-FM	11.8	9.0	-23.7	5T	WTOI-AM	3.0	3.8	26.7
2	WLYF-FM	6.7	8.7	29.9	7	WQBA-AM	3.2	4.4	37.5
3	WMXJ-FM	4.5	5.1	13.3	8	WCMQ-FM	3.7	3.9	5.4
4	WPOW-FM	5.0	5.0	0.0	9	WGTR-FM	4.5	3.5	-22.2
5T	WHYI-FM	4.7	4.7	0.0	10				

Nassau-Suffolk



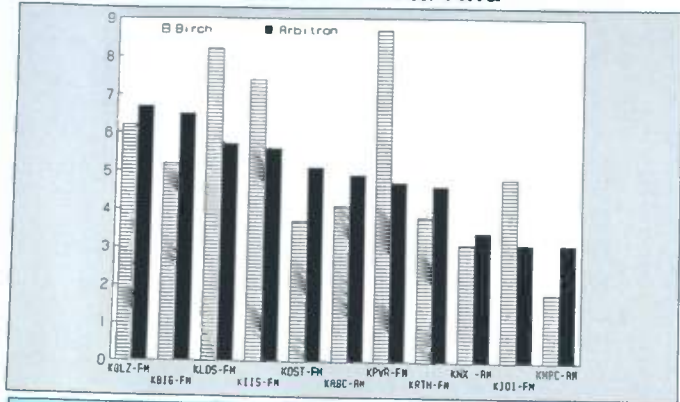
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WALK-FM	5.5	3.0	-45.5	6	WLTN-AM	2.2	3.4	54.5
2	WHTZ-FM	7.5	6.0	-12.0	7	WVBC-AM	3.4	4.2	23.5
3	WBLI-FM	5.5	5.4	-1.8	8	WVFM	2.2	3.4	35.5
4	WBAB-FM	5.0	4.9	-1.3	9				
5	WCBS-FM	3.9	4.8	23.1	10				

Minneapolis-St. Paul



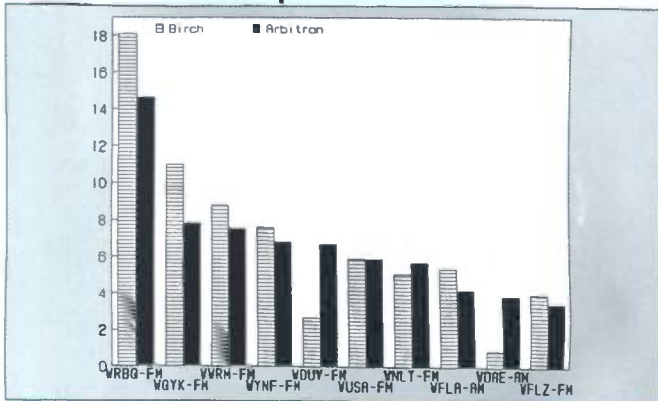
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WCCO-FM	16.9	16.4	-3.0	6	KDWB-FM	8.4	6.8	-19.0
2	KORS-FM	10.2	8.1	-20.6	7	KEEY-FM	6.8	6.1	-10.3
3	KSTP-FM	7.4	7.7	4.1	8	KQQL-FM	4.3	4.5	4.7
4	WLTE-FM	4.5	7.5	66.7	9	KTCZ-FM	3.9	4.2	7.7
5	WLOL-FM	8.8	7.0	-20.5	10	KLXK-FM	2.9	3.9	34.5

Anaheim-Santa Ana



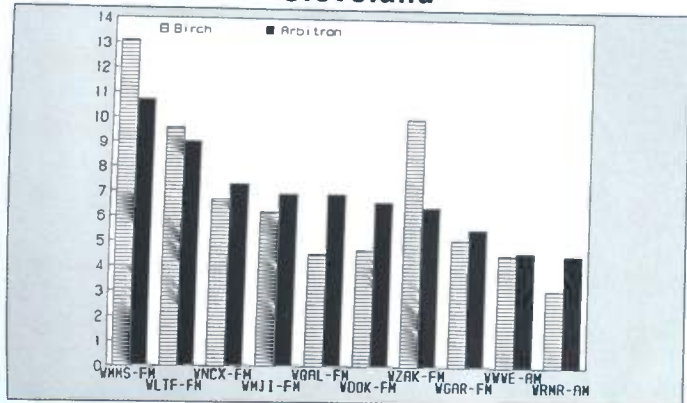
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KQLZ-FM	6.2	6.7	8.1	6	KABC-AM	4.1	4.9	19.5
2	KBIG-FM	5.2	6.5	25.0	7	KPWR-FM	8.7	4.7	-46.0
3	KLOS-FM	8.2	5.7	-30.5	8	KRTH-FM	3.8	4.6	21.1
4	KIIS-FM	7.4	5.6	-24.3	9	KNX-AM	3.1	3.4	9.7
5	KOST-FM	3.7	5.1	37.8	10T	KJOI-FM	4.8	3.1	-35.4
				10T	KMPC-AM	1.8	3.1	72.2	

Tampa-St. Pete



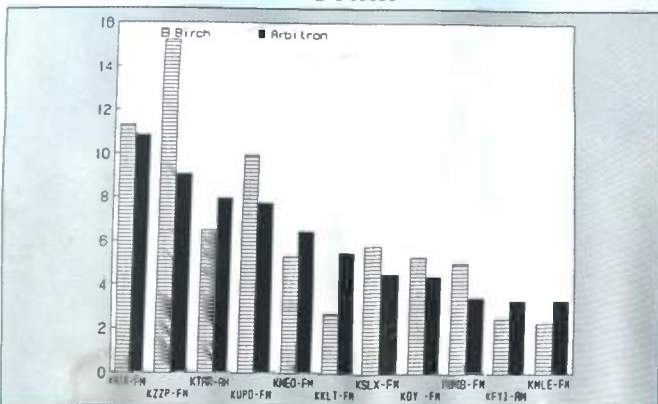
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WRBQ-FM	18.1	14.6	-19.3	6	WUSA-FM	5.9	5.9	0.0
2	WQYK-FM	11.0	7.8	-29.1	7	WNLT-FM	5.1	5.7	11.8
3	WWRM-FM	8.8	7.5	-14.8	8	WFLA-AM	5.4	4.2	-22.2
4	WYNF-FM	7.6	6.8	-10.5	9	WDAE-AM	0.9	3.9	333.3
5	WDUV-FM	2.7	6.7	148.1	10	WFLZ-FM	4.0	3.5	-12.5

Cleveland



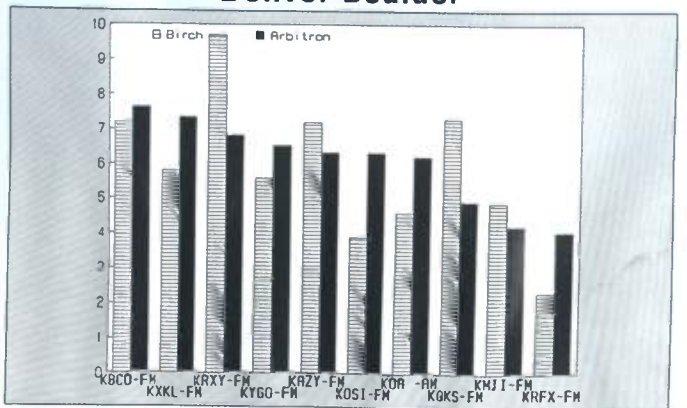
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WMMS-FM	13.1	10.7	-18.3	6	WQOK-FM	4.7	6.6	40.4
2	WLTF-FM	9.6	9.0	-6.3	7	WZAK-FM	10.0	6.4	-36.0
3	WNXC-FM	6.7	7.3	9.0	8	WGAR-FM	5.1	5.5	7.8
4T	WUJI-FM	6.2	6.9	11.3	9	WVVE-AM	4.5	4.6	2.2
4T	WQAL-FM	4.5	6.9	53.3	10	WRMR-AM	3.1	4.5	45.2

Phoenix



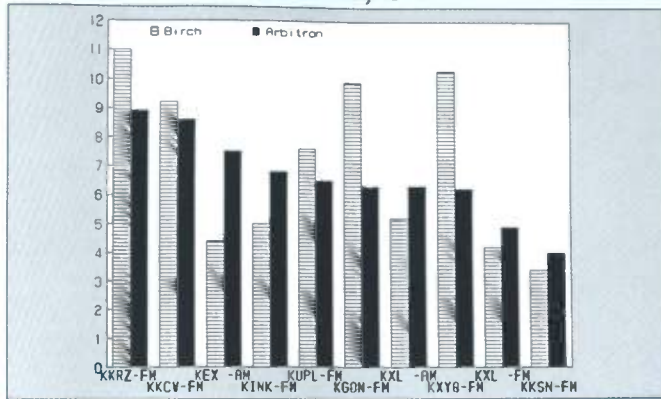
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KPHX-FM	11.0	10.8	-1.4	6	KKLT-FM	2.7	5.5	50.0
2	KZZP-FM	9.0	9.0	-0.0	7	KSLX-FM	5.8	4.5	-22.0
3	KTAR-FM	7.9	7.9	0.0	8	KQY-FM	5.3	4.4	-17.0
4	KUPD-FM	7.7	7.7	-0.0	9	KDKB-FM	5.0	3.4	-32.0
5	KNEO-FM	5.3	6.4	20.5	10	KFYI-FM	2.5	3.3	32.0
				10	KMLE-FM	2.3	3.3	43.5	

Denver-Boulder



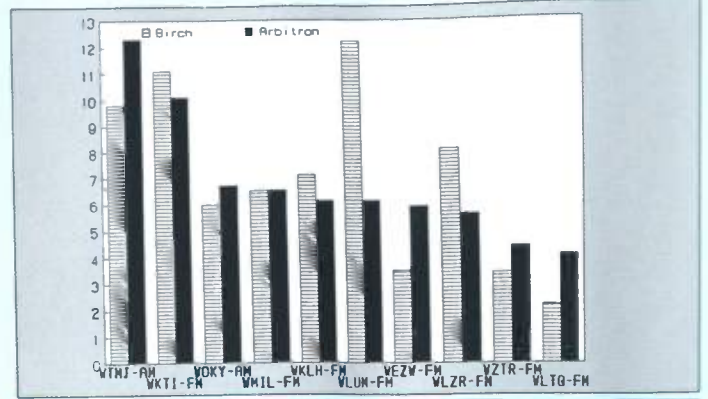
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KBCO-FM	7.2	7.6	5.6	5T	KOST-FM	3.9	6.3	61.5
2	KXXL-FM	5.9	7.3	25.9	7	KOA-AM	4.6	6.2	34.8
3	KRXY-FM	9.7	6.8	-29.9	8	KOKS-FM	7.3	4.9	-32.9
4	KYGO-FM	5.6	6.5	16.1	9	KMJJ-FM	9.0	4.2	-14.3
5T	KRZY-FM	6.3	6.3	-12.5	10	KRFX-FM	2.3	4.0	73.9

Portland, OR



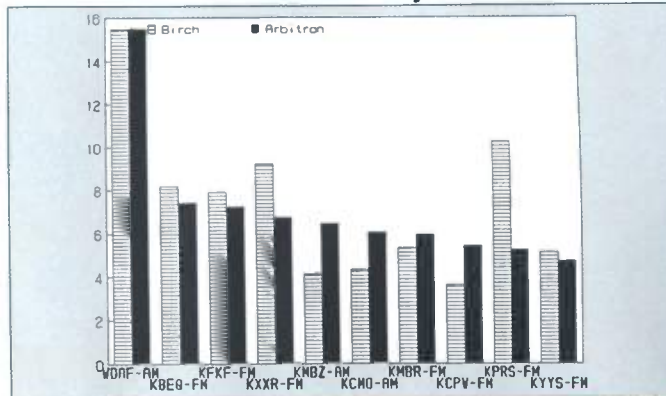
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KKRZ-FM	11.0	8.9	-19.1	6T	KGON-FM	9.9	6.3	-36.4
2	KKCW-FM	9.2	8.6	-6.5	6T	KXL-AM	5.2	6.3	21.2
3	KEX-AM	4.4	7.5	70.5	8	KXYQ-FM	10.3	6.2	-39.8
4	KINK-FM	5.0	6.8	36.0	9	KXL-FM	4.2	4.9	16.7
5	KUPL-FM	7.6	6.5	-14.5	10	KKSN-FM	3.4	4.0	17.6

Milwaukee-Racine



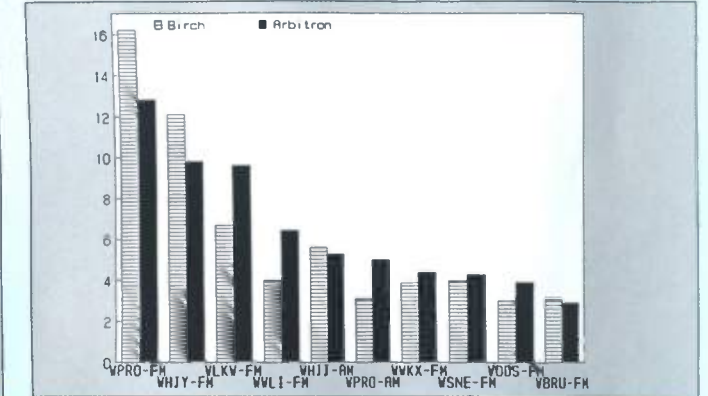
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WTMJ-AM	9.8	12.3	25.5	5T	WLUM-FM	12.2	6.1	-50.0
2	WTKI-FM	11.1	10.1	-9.0	7	WEZW-FM	3.5	5.9	68.6
3	WOKY-AM	6.0	6.7	11.7	8	WLZR-FM	8.1	5.6	-30.9
4	WMIL-FM	6.5	6.5	0.0	9	WZTR-FM	3.4	4.4	29.4
5T	WKLH-FM	7.1	6.1	-14.1	10	WLTO-FM	2.2	4.1	86.4

Kansas City



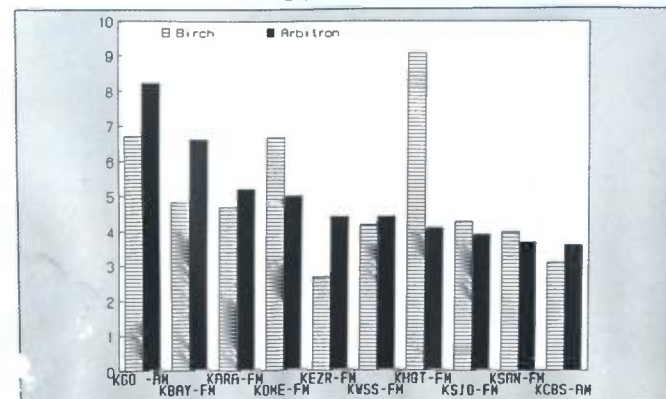
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WDAF-AM	15.5	15.5	0.0	6	KCMO-AM	4.3	6.0	39.5
2	KBEQ-FM	8.2	7.4	-9.8	7	KMBR-FM	5.3	5.9	11.3
3	KFKF-FM	7.9	7.2	-8.9	8	KCPW-FM	3.6	5.4	50.0
4	KXXR-FM	9.2	6.7	-27.2	9	KPRS-FM	10.2	5.2	-49.0
5	KMBZ-AM	4.1	6.4	56.1	10	KYYS-FM	5.1	4.7	-7.8

Providence-Warwick



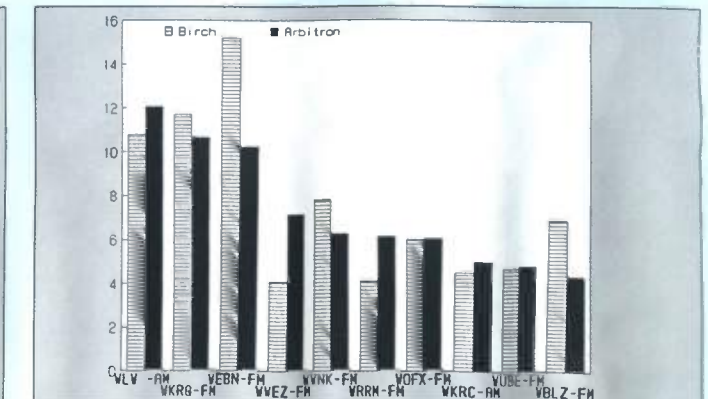
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WPRO-FM	16.2	12.8	-21.0	6	WPRO-AM	3.1	5.0	61.3
2	WHJY-FM	12.1	9.8	-19.0	7	WWKX-FM	3.9	4.4	12.8
3	WLKW-FM	6.7	9.6	43.3	8	WSNE-FM	4.0	4.3	7.5
4	WWLI-FM	4.0	6.4	60.0	9	WDS-FM	3.0	3.9	30.0
5	WHJJ-AM	5.6	5.3	-5.4	10	WBRU-FM	3.1	2.9	-6.5

San Jose



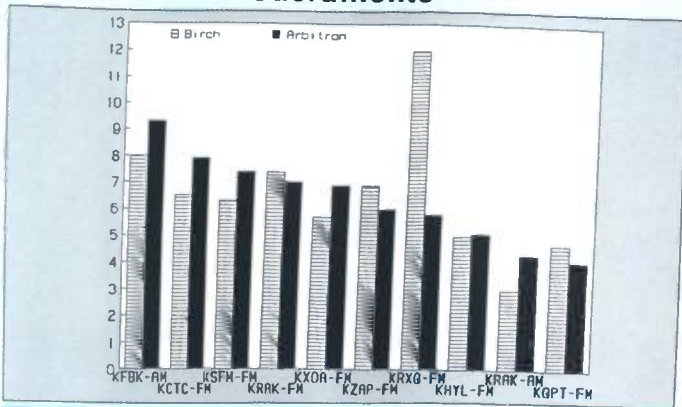
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KGO-AM	6.7	8.2	22.4	5T	KVJS-FM	4.2	4.4	4.8
2	KBAY-FM	4.8	6.6	37.5	7	KHOT-FM	4.1	4.1	-54.9
3	KARA-FM	4.7	5.2	10.6	8	KSJO-FM	4.3	3.9	-9.3
4	KOME-FM	6.7	5.0	-25.4	9	KSAN-FM	4.0	3.7	-7.5
5	KEZR-FM	2.7	4.4	63.0	10	KCBS-AM	3.1	3.6	16.1

Cincinnati



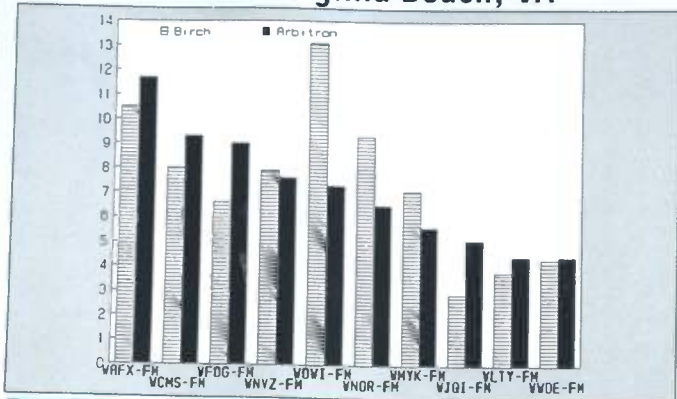
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WLW-AM	10.8	12.0	11.1	6	WRRM-FM	4.1	6.1	48.8
2	WKRC-FM	11.7	10.6	-9.4	7	WOFX-FM	5.0	3.1	-38.0
3	WF -FM	15.2	10.2	-32.9	8	WKRC-AM	4.3	5.0	11.1
4	WVEZ-FM	4.1	7.1	73.2	9	WJBE-FM	4.7	4.8	2.1
5	WVNC-FM	7.8	6.2	-20.5	10	WBLZ-FM	4.3	4.3	-37.7

Sacramento



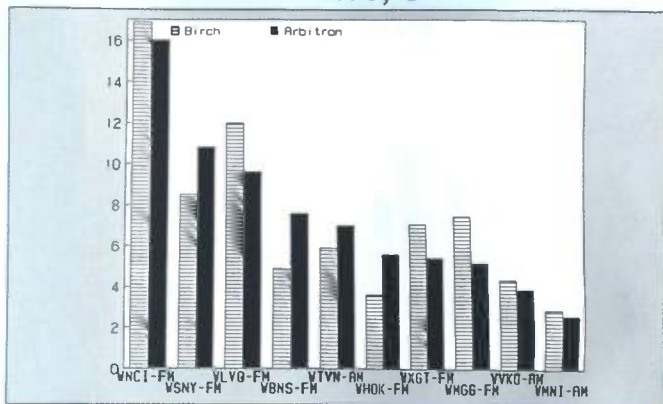
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KFBK-FM	8.0	9.3	16.3	6	KZAP-FM	6.9	6.0	-13.0
2	KCTC-FM	6.5	7.9	21.5	7	KRXQ-FM	12.0	5.8	-51.7
3	KSFM-FM	6.3	7.4	17.5	8	KHYL-FM	5.0	5.1	2.0
4	KRAK-FM	7.4	7.0	-5.4	9	KRAK-AM	3.0	4.3	43.3
5	KXQO-FM	5.7	6.9	21.1	10	KOPT-FM	4.7	4.1	-12.8

Norfolk-Virginia Beach, VA



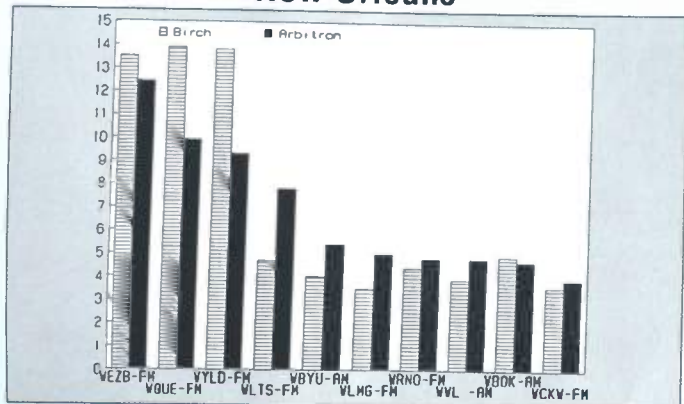
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WFAX-FM	10.5	11.7	11.4	6	WNOR-FM	9.3	6.5	-30.1
2	WCMS-FM	8.0	9.3	16.3	7	WVTK-FM	7.1	5.6	-21.1
3	WFVG-FM	6.6	9.0	36.4	8	WJGI-FM	2.9	5.1	75.9
4	WNVZ-FM	7.9	7.6	-3.8	9T	WLTY-FM	3.8	4.4	15.8
5	WOWI-FM	13.1	7.3	-44.3	9T	WWDE-FM	4.3	4.4	2.3

Columbus, OH



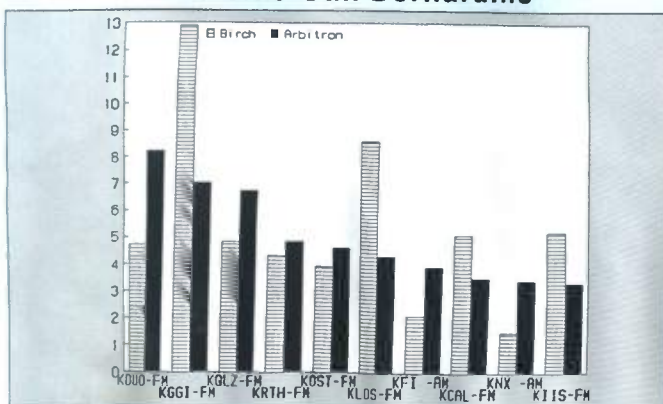
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WNCI-FM	16.9	16.0	-5.3	6	WHOK-FM	3.6	5.6	55.6
2	WSNY-FM	8.5	10.8	27.1	7	WXGT-FM	7.1	5.4	-23.9
3	WLVO-FM	12.0	9.6	-20.0	8	WMGG-FM	7.5	5.2	-30.7
4	WBNS-FM	4.9	7.6	55.1	9	WVKK-AM	4.4	3.9	-11.4
5	WTVN-AM	5.9	7.0	18.6	10	WMNI-AM	2.9	2.6	-10.3

New Orleans



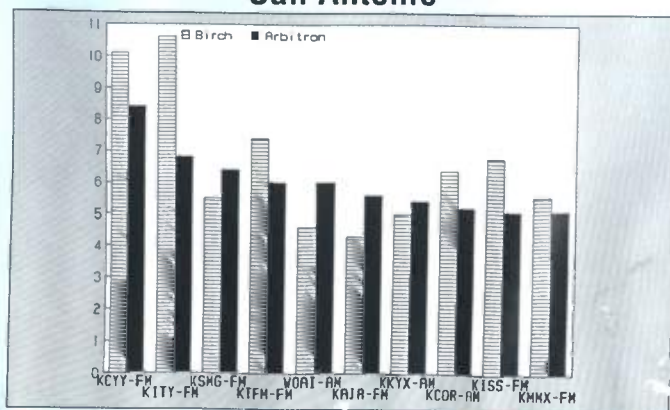
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WEBZ-FM	13.5	12.4	-8.1	6	WLMG-FM	3.5	5.0	42.9
2	WQUE-FM	13.9	9.9	-28.8	7T	WRNO-FM	4.4	4.8	9.1
3	WYLD-FM	13.8	9.3	-32.6	7T	WWL-AM	3.9	4.8	23.1
4	WLTS-FM	4.7	7.8	66.0	9	WBOK-AM	4.9	4.7	-4.1
5	WBYU-AM	4.0	5.4	35.0	10	WCKV-FM	3.6	3.9	8.3

Riverside-San Bernardino



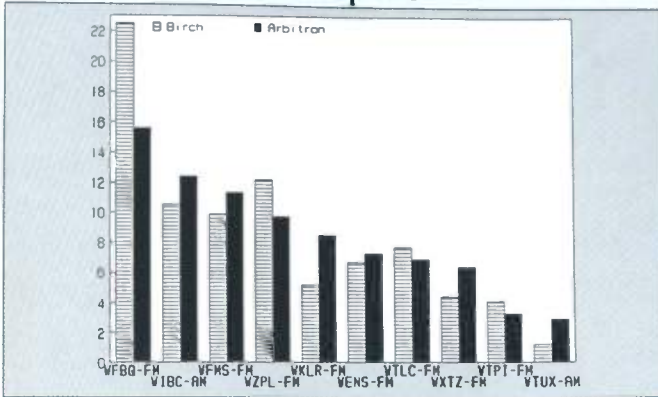
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KOUO-FM	4.7	8.2	74.5	6	KLDS-FM	8.3	4.3	-47.0
2	KGGI-FM	7.0	7.0	-45.7	7	KFI-AM	2.1	2.7	28.6
3	KOLZ-FM	4.8	6.7	39.6	8	KCAL-FM	5.1	3.3	-31.4
4	KRTH-FM	4.3	4.8	11.6	9	KMX-AM	1.5	3.4	124.7
5	KOST-FM	3.9	4.6	17.9	10	KJIS-FM	5.2	2.3	-36.5

San Antonio



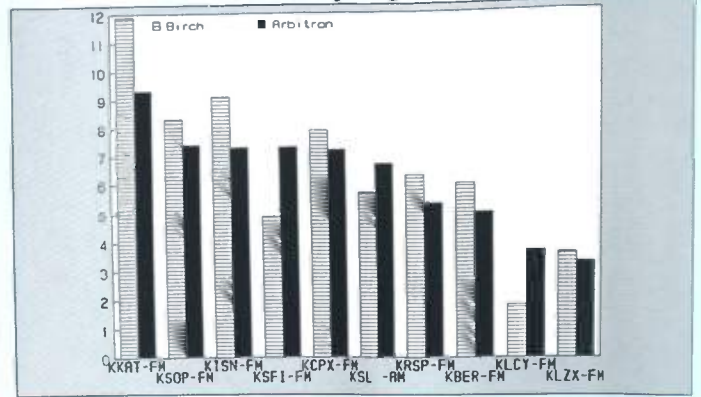
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KCYY-FM	10.1	8.4	-16.8	6	KAJA-FM	4.3	5.6	30.2
2	KITY-FM	6.8	6.8	-35.8	7	KKYX-AM	5.0	5.4	8.0
3	KSMG-FM	6.4	6.4	16.4	8	KCOR-AM	6.4	5.2	-18.8
4T	KTFH-FM	5.0	5.0	-18.9	9T	KISS-FM	6.8	5.1	25.0
4T	WOAI-AM	6.0	6.0	30.4	9T	KMMX-FM	5.6	5.1	-9.3

Indianapolis



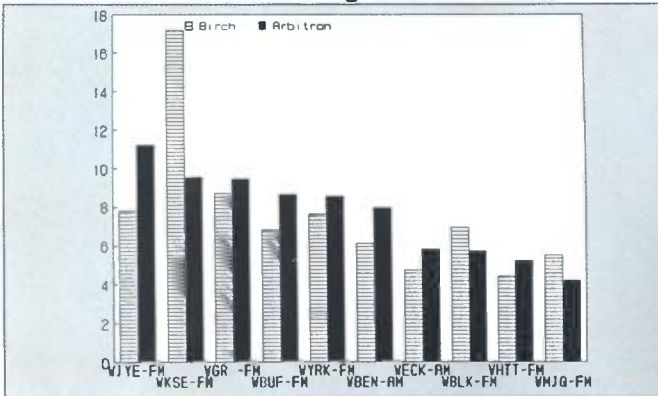
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WFBO-FM	22.5	15.6	-30.7	6	WENS-FM	6.7	7.3	9.0
2	WIBC-AM	10.5	12.4	18.1	7	WTLC-FM	7.7	6.9	-10.4
3	WFMS-FM	9.9	11.3	14.1	8	WXTZ-FM	4.4	6.4	45.5
4	WZPL-FM	12.2	9.7	-20.5	9	WTPI-FM	4.1	3.4	-19.5
5	WKLR-FM	5.2	8.5	63.5	10	WTUX-AM	1.2	2.9	141.7

Salt Lake City-Ogden-Provo



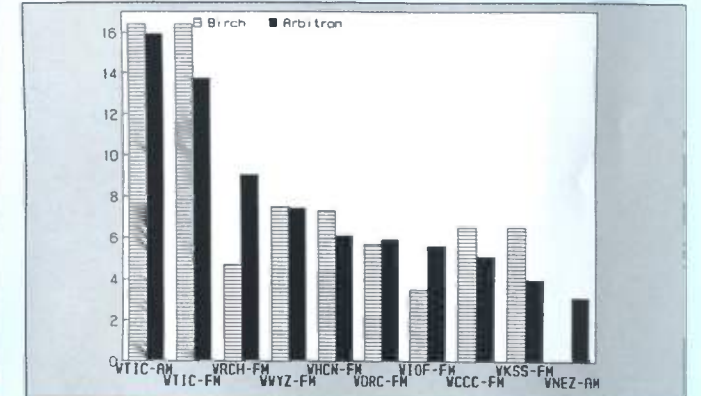
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	KKAT-FM	11.9	9.3	-21.8	6	KSL-AM	5.7	6.7	17.5
2	KSOP-FM	8.3	7.4	-10.8	7	KRSP-FM	6.3	5.3	-15.9
3T	KISN-FM	9.1	7.3	-19.8	8	KBER-FM	6.0	5.0	-16.7
3T	KSFI-FM	4.9	7.3	49.0	9	KLCY-FM	1.8	3.7	105.6
5	KCPX-FM	7.9	7.2	-8.9	10	KLZX-FM	3.6	3.3	-8.3

Buffalo-Niagara Falls



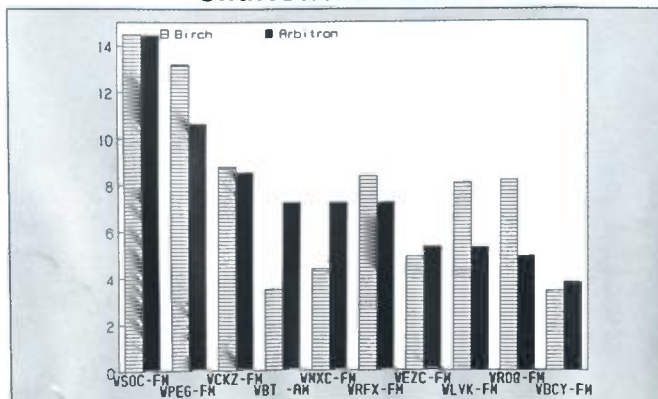
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WJYE-FM	7.8	11.2	43.6	6	WBEN-AM	6.1	7.9	29.5
2	WKSE-FM	17.2	9.5	-44.8	7	WECK-AM	4.7	5.8	23.4
3	WGR-FM	8.7	9.4	8.0	8	WBLK-FM	6.9	5.7	-17.4
4	WBUF-FM	6.8	8.6	26.5	9	WHTT-FM	4.4	5.2	18.2
5	WYRK-FM	7.6	8.5	11.8	10	WMJQ-FM	5.5	4.2	-23.6

Hartford-New Britain-Mdln



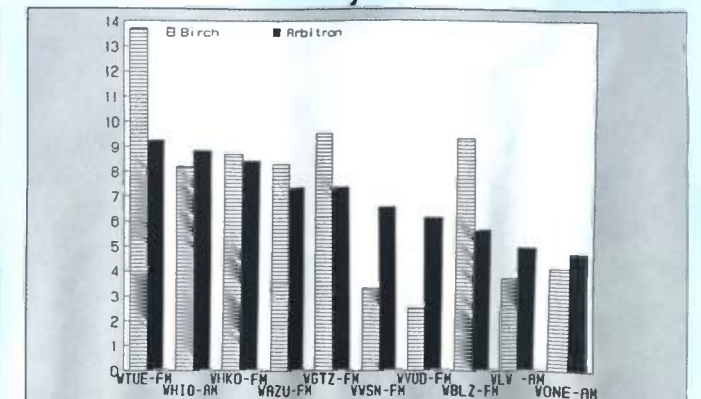
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WTIC-AM	16.4	15.9	-3.0	6	WDRG-FM	5.7	5.9	3.5
2	WTIC-FM	16.4	13.7	-16.5	7	WIOF-FM	3.5	5.6	60.0
3	WRCH-FM	4.7	9.0	91.5	8	WCCC-FM	6.5	5.1	-21.5
4	WNYZ-FM	7.5	7.4	-1.3	9	WKSS-FM	6.5	4.0	-38.5
5	WHCN-FM	7.3	6.1	-16.4	10	WNEZ-AM	0.0	3.1	100.0

Charlotte-Gastonia



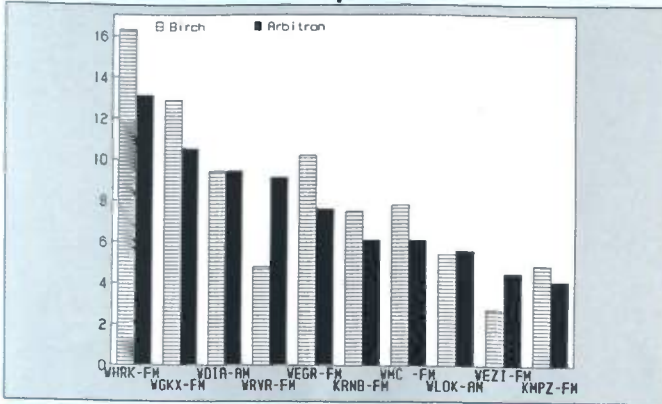
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WSOC-FM	14.5	14.4	-0.7	4T	WRFX-FM	8.4	7.2	-14.3
2	WPEG-FM	13.2	10.6	-19.7	7T	WEZC-FM	4.9	5.3	8.2
3	WCKZ-FM	8.8	8.5	-3.4	7T	WLVK-FM	8.1	5.3	-34.6
4T	WBT-AM	3.5	7.2	105.7	9	WROQ-FM	8.2	4.9	-40.2
4T	WMXC-FM	4.4	7.2	63.6	10	WBCY-FM	3.4	3.8	11.8

Dayton



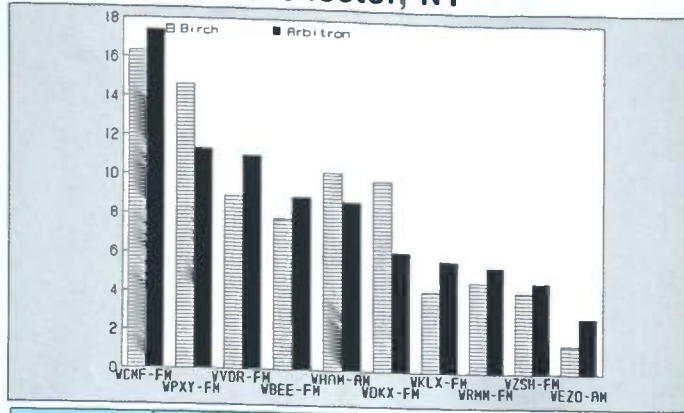
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr		
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WTUE-FM	13.7	9.2	-32.8	6	WWSN-FM	3.3	6.5	97.0
2	WHIO-AM	8.2	8.8	7.3	7	WVUD-FM	2.5	6.1	144.0
3	WHKO-FM	8.7	8.4	-3.4	8	WBLZ-FM	3.3	5.6	39.8
4T	WAZU-FM	8.3	7.3	-12.0	9	WLW-AM	3.7	4.9	32.4
4T	WGTZ-FM	9.5	7.3	-23.2	10	WJNE-AM	4.1	4.7	14.6

Memphis



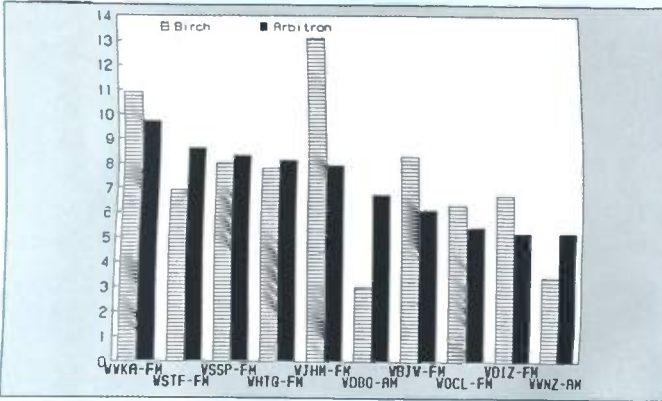
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WHRK-FM	16.3	13.1	-19.6	6T	KRNB-FM	7.5	6.1	-18.7
2	WGXX-FM	12.9	10.5	-18.6	6T	WMC-FM	7.8	6.1	-21.8
3	WDIA-AM	9.4	9.4	0.0	8	WLOK-AM	5.4	5.6	3.7
4	WRVR-FM	4.8	9.1	89.6	9	WEZI-FM	2.7	4.5	66.7
5	WEGR-FM	10.2	7.6	-25.5	10	KMPZ-FM	4.9	4.1	-16.3

Rochester, NY



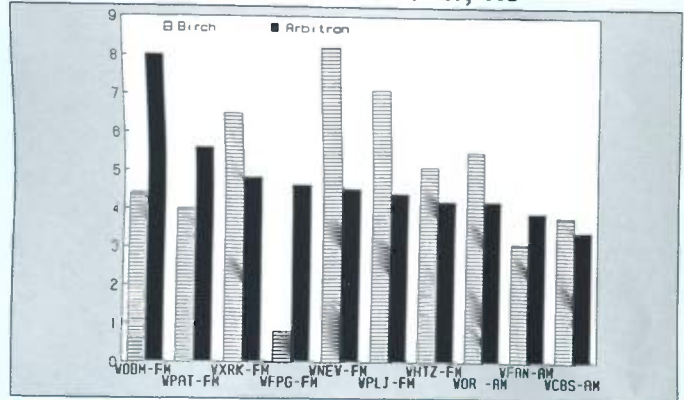
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WCMF-FM	16.3	17.4	6.7	6	WDKX-FM	9.8	6.2	-36.7
2	WPXY-FM	14.6	11.3	-22.6	7	WKLX-FM	4.2	5.8	38.1
3	WVOR-FM	8.9	11.0	23.6	8	WRMM-FM	4.7	5.5	17.0
4	WBEE-FM	7.8	8.9	14.1	9	WZSH-FM	4.2	4.7	11.9
5	WHAM-AM	10.2	8.7	-14.7	10	WEZO-AM	1.5	2.9	93.3

Orlando



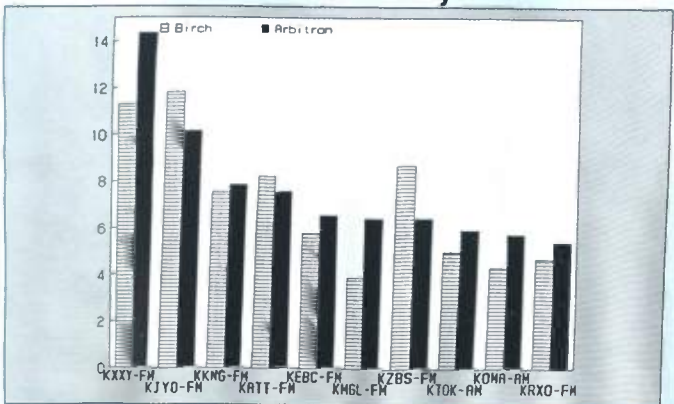
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WWKA-FM	10.9	9.7	-11.0	6	WDBO-AM	3.0	6.7	123.3
2	WSTF-FM	6.9	8.6	24.6	7	WBJW-FM	8.3	6.1	-26.5
3	WSSP-FM	8.0	8.3	3.8	8	WOCL-FM	6.3	5.4	-14.3
4	WHTQ-FM	7.8	8.1	3.8	9T	WDIZ-FM	6.7	5.2	-22.4
5	WJHM-FM	13.1	7.9	-39.7	9T	WVWZ-AM	3.4	5.2	52.9

Monmouth-Ocean, NJ



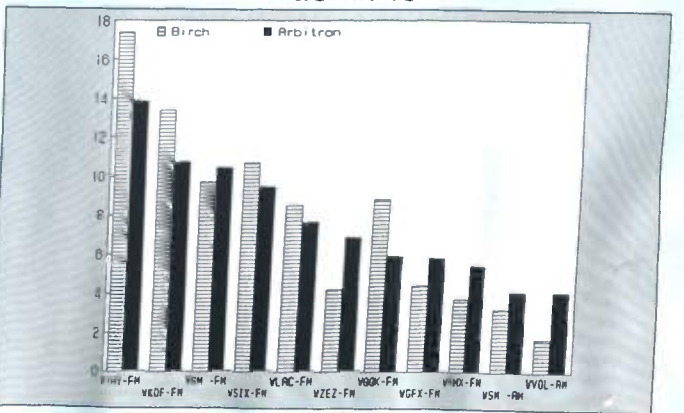
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WOBM-FM	4.4	8.0	81.8	6	WPLJ-FM	7.1	4.4	-38.0
2	WPAT-FM	4.0	5.6	40.0	7T	WHTZ-FM	5.1	4.2	-17.6
3	WXRK-FM	6.5	4.8	-26.2	7T	WDR-AM	5.5	4.2	-23.6
4	WFPG-FM	0.8	4.6	475.0	9	WFAN-AM	3.1	3.9	25.8
5	WNEW-FM	8.2	4.5	-45.1	10	WCBS-AM	3.8	3.4	-10.5

Oklahoma City



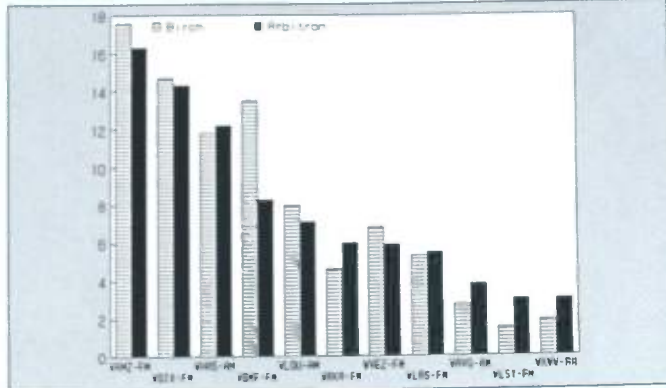
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KXXY-FM	11.3	14.3	26.5	6T	KMGL-FM	3.9	6.4	64.1
2	KJYO-FM	11.8	10.1	-14.4	9T	KZBS-FM	8.7	6.4	-26.4
3	KKMG-FM	7.5	7.8	4.0	C	KTOK-AM	5.0	5.9	18.0
4	KATT-FM	8.2	7.5	-8.5	9	KOMA-AM	4.3	5.7	32.6
5	KEBC-FM	5.8	6.5	12.1	10	KRXO-FM	4.7	5.4	14.9

Nashville



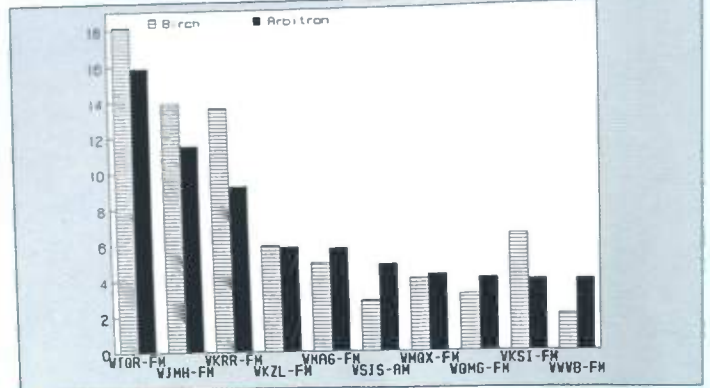
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WYHY-FM	17.4	13.8	-20.7	6	WZEZ-FM	4.2	6.8	61.9
2	WKDF-FM	13.4	10.7	-20.1	7	WQOK-FM	8.8	5.9	-33.0
3	WSM-FM	9.7	10.4	7.2	8	WGFX-FM	4.4	5.8	31.8
4	WSIX-FM	10.7	9.4	-12.1	9	WRMX-FM	3.7	5.4	45.9
5	WLAC-FM	8.5	7.6	-10.6	10T	WSM-AM	3.2	4.1	28.1
				10T	WVOL-AM	1.7	4.1	141.2	

Louisville



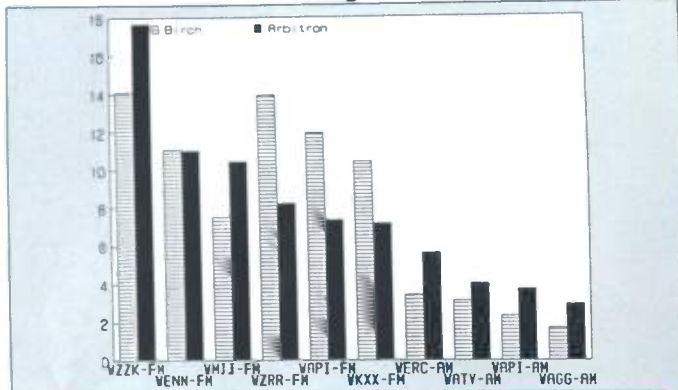
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WAMZ-FM	17.6	16.3	-7.4	6	WRKA-FM	4.6	6.0	30.4
2	WDJK-FM	14.7	14.3	-2.7	7	WVEZ-FM	6.8	5.9	-13.2
3	WHAS-FM	11.8	12.2	3.4	8	WLRS-FM	5.3	5.5	3.8
4	WOMF-FM	13.5	8.3	-38.5	9	WAVG-FM	2.7	3.8	40.7
5	WLOU-AM	6.0	7.1	11.3	10T	WLSY-FM	1.5	3.0	100.0
					10T	WXVW-AM	1.9	3.0	57.9

Greensboro-W.S.-High Point



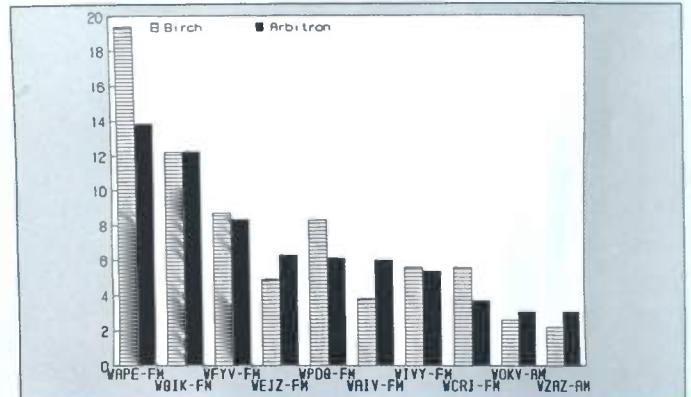
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WTOR-FM	18.2	15.9	-12.6	6	WSJS-AM	2.8	4.6	71.4
2	WJMH-FM	13.9	11.5	-17.3	7	WMOX-FM	4.0	4.2	5.0
3	WKRR-FM	13.6	9.2	-32.4	8	WOMG-FM	3.1	4.0	29.0
4	WKZL-FM	5.9	5.8	-1.7	9T	WKSI-FM	6.4	3.9	-38.1
5	WMAG-FM	4.9	5.7	16.3	9T	WWVB-FM	2.0	3.9	95.0

Birmingham



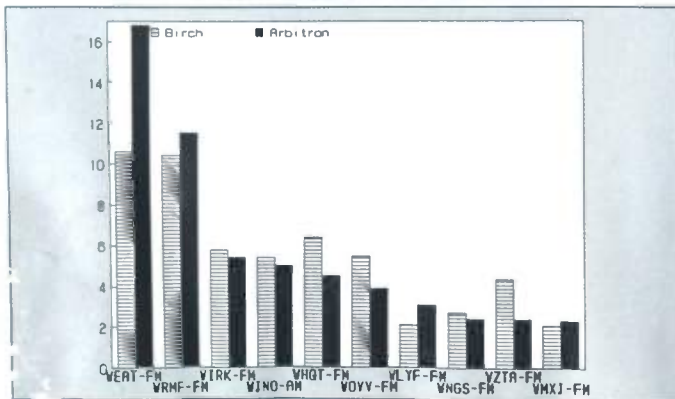
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WZZK-FM	14.1	17.7	25.5	6	WKXX-FM	10.4	7.1	-31.7
2	WENN-FM	11.1	11.0	-0.9	7	WERC-AM	3.4	5.6	64.7
3	WMJJ-FM	7.5	10.4	38.7	8	WATV-AM	3.1	4.0	29.0
4	WZRR-FM	13.9	8.2	-41.0	9	WAPI-AM	2.3	3.7	60.9
5	WAPI-FM	11.9	7.3	-38.7	10	WAGG-AM	1.7	2.9	70.6

Jacksonville



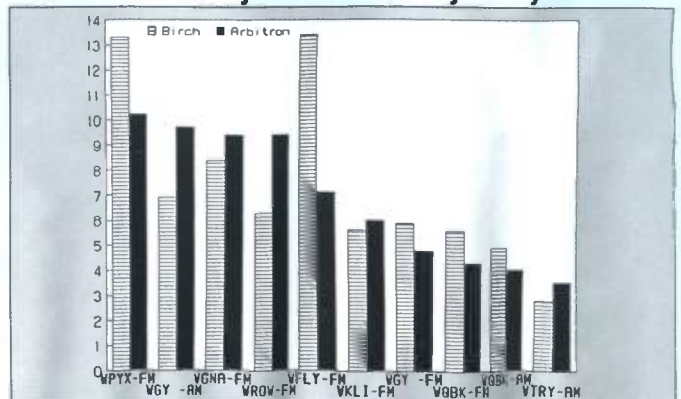
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WAPE-FM	19.4	13.8	-28.9	6	WAVF-FM	3.8	6.0	57.9
2	WQIK-FM	12.2	12.2	0.0	7	WIVY-FM	5.6	5.4	-3.6
3	WFYV-FM	8.7	8.3	-4.6	8	WCRJ-FM	5.6	3.7	-33.9
4	WEJZ-FM	4.9	6.3	28.6	9T	WOKV-AM	2.6	3.1	19.2
5	WPDO-FM	8.3	6.1	-26.5	9T	WZAZ-AM	2.2	3.1	40.9

West Palm Beach-Boca Raton



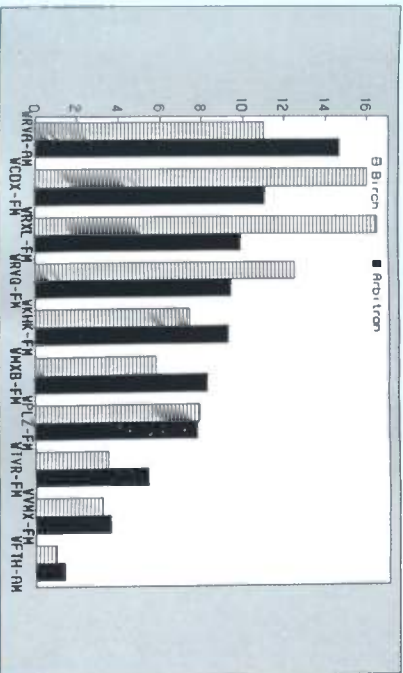
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WEAT-FM	10.6	16.8	58.5	6	WQVW-FM	5.5	9.1	63.7
2	WRFM-FM	10.4	11.5	10.6	7	LYF-FM	2.1	2.1	0.0
3	WIRK-FM	5.8	5.4	-6.9	8T	WNGS-FM	2.7	2.7	0.0
4	WJNO-AM	5.4	5.0	-7.4	8T	WZTA-FM	4.4	4.4	0.0
5	WHOT-FM	8.4	4.5	-46.3	10	WXXJ-FM	2.1	2.1	0.0

Albany-Schenectady-Troy



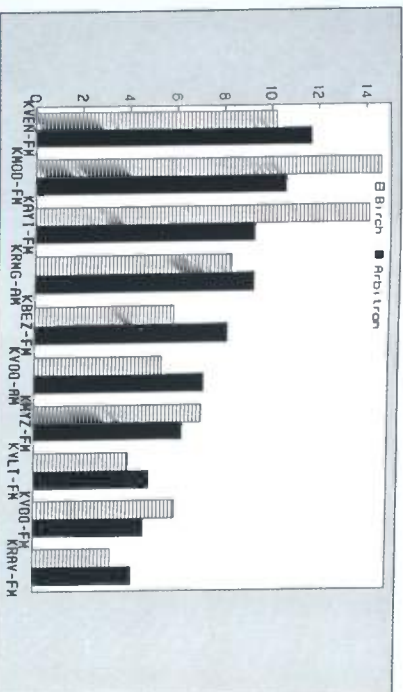
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WPYX-FM	13.3	10.2	-22.3	5	WKLI-FM	7.1	6.0	-14.1
2	WGY-AM	6.9	9.7	40.6	7	WFS-FM	5.0	4.8	-4.0
3T	WNGA-FM	8.4	9.4	11.9	8	WOBK-FM	4.3	4.3	0.0
3T	WROW-FM	6.3	9.4	31.2	9	WDSK-AM	4.0	4.0	0.0
	WFLY-FM	13.4	7.1	-47.0	10	WTRY-AM	3.5	3.5	0.0

Richmond



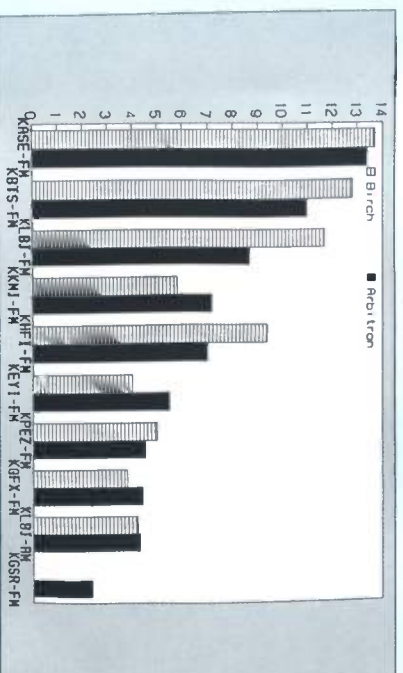
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	DIF%	AqShr Sp89	Bir Sp89	ARB Sp89	% DIF
1 WRVA-AM	110	147	33.6	6 WMB8-FM	5.8	8.3	43.1
2 WCDX-FM	16.0	11.1	-30.6	7 WPLZ-FM	7.9	7.8	-1.3
3 WRXL-FM	16.5	9.9	-40.0	8 WTVR-FM	3.5	5.4	54.3
4 WRVD-FM	12.5	9.4	-24.8	9 WMAX-FM	3.2	3.6	12.5
5 WKRC-FM	7.4	9.3	25.7	10 WFTL-AM	1.0	1.4	40.0

Tulsa



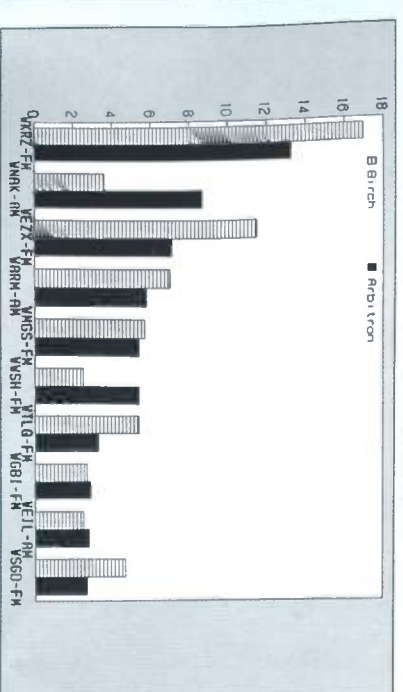
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	DIF%	AqShr Sp89	Bir Sp89	ARB Sp89	% DIF
1 KWEN-FM	102	117	14.7	6 KVOD-AM	5.4	7.2	33.3
2 KMUD-FM	14.6	10.6	-27.4	7 KMYZ-FM	7.1	6.3	-11.3
3T KAYI-FM	14.1	9.3	-34.0	8 KULT-FM	4.0	4.9	22.5
3T KRNG-AM	8.3	9.3	12.0	9 KVOD-FM	6.0	6.0	0.0
5 KBEZ-FM	5.9	8.2	39.0	10 KQAV-FM	3.3	4.7	27.3

Austin



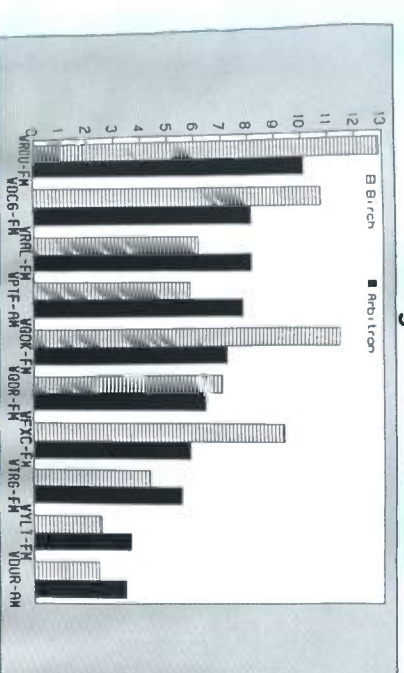
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	DIF%	AqShr Sp89	Bir Sp89	ARB Sp89	% DIF
1 KASE-FM	137	134	-2.2	6 KEYI-FM	4.0	5.5	37.5
2 KBT5-FM	12.8	11.0	-14.1	7 KPZZ-FM	5.0	4.5	-10.0
3 KLBI-FM	11.7	8.7	-25.6	8 KOPX-FM	3.8	4.4	15.8
4 KKKL-FM	5.8	7.2	24.1	9 KLBI-AM	4.2	4.3	2.4
5 KHFI-FM	9.4	7.0	-25.5	10 KQSR-FM	0.0	2.4	100.0

Wilkes Barre-Scranton



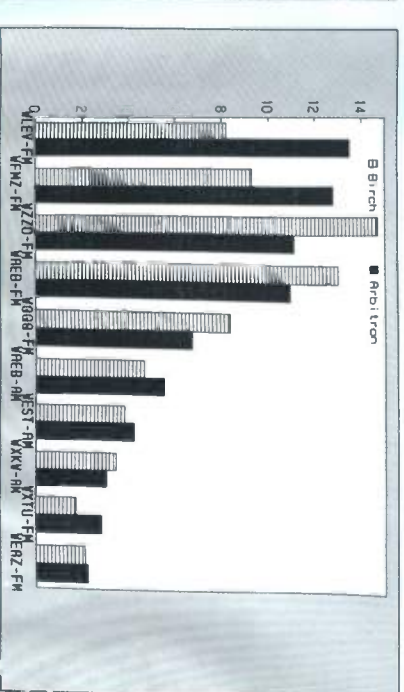
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	DIF%	AqShr Sp89	Bir Sp89	ARB Sp89	% DIF
1 WKRZ-FM	17.0	13.3	-21.8	5T WWSH-FM	2.5	5.4	116.0
2 WMAK-AM	3.6	8.7	141.7	7 WTDJ-FM	3.4	3.3	-38.9
3 WEXZ-FM	11.5	7.1	-38.3	8 WELI-FM	2.7	2.9	7.4
4 WJAH-AM	7.0	5.8	-17.1	9 WESD-FM	2.5	2.8	12.0
5T WWSG-FM	5.7	5.4	-5.3	10 WSDJ-FM	4.7	2.7	-42.6

Raleigh-Durham



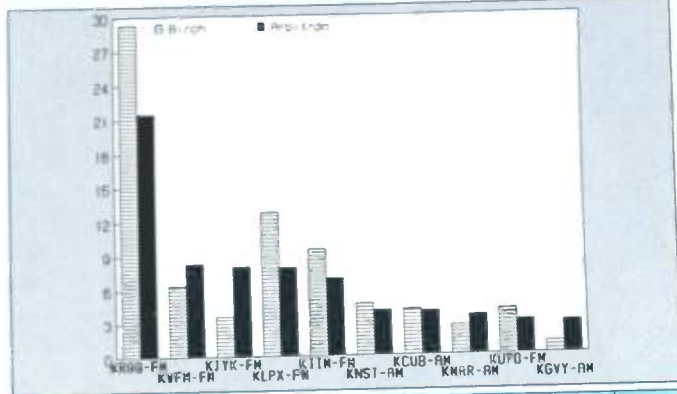
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	DIF%	AqShr Sp89	Bir Sp89	ARB Sp89	% DIF
1 WRDQ-FM	12.9	10.1	-21.7	5 WDDH-FM	7.0	6.4	-8.6
2T WOCX-FM	10.7	8.7	-24.3	7 WFCG-FM	9.3	5.8	-37.6
3T WRH-FM	6.1	32.8	540.0	8 WTRG-FM	4.3	5.5	27.9
4 WPTF-AM	7.3	34.5	372.0	9 WXTV-FM	2.5	3.6	44.0
5 WOCX-FM	7.2	-38.7	-534.0	10 WDLR-AM	2.4	3.4	41.7

Allentown-Bethlehem



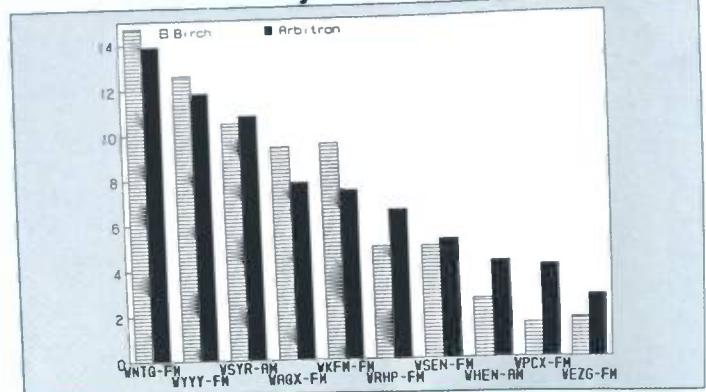
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	DIF%	AqShr Sp89	Bir Sp89	ARB Sp89	% DIF
1 QLEI-FM	8.2	13.5	64.6	6 WAEF-AM	4.6	5.5	19.5
2 QLEI-FM	9.3	12.8	37.6	7 WEST-AM	3.8	4.2	10.5
3 QLEI-FM	14.7	11.1	-24.5	8 WYXX-AM	3.4	3.0	-11.8
4 QLEI-FM	4.6	5.5	19.6	9 WXTV-FM	1.7	2.8	64.7
5 QLEI-FM	6.3	6.7	19.3	10 WEAZ-FM	2.1	2.2	4.8

Tucson



Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KRQQ-FM	29.3	21.5	-26.6	6	KNST-AM	4.6	4.0	-13.0
2	KWFM-FM	6.4	8.3	29.7	7	KCUB-AM	4.1	3.9	-4.9
3	KJVK-FM	3.6	8.0	122.2	8	KMRR-AM	2.6	3.5	34.6
4	KLPX-FM	12.8	7.9	-38.3	9	KUPD-FM	4.0	3.0	-25.0
5	KIIM-FM	9.5	6.9	-27.4	10	KGYY-AM	1.0	2.9	190.0

Syracuse



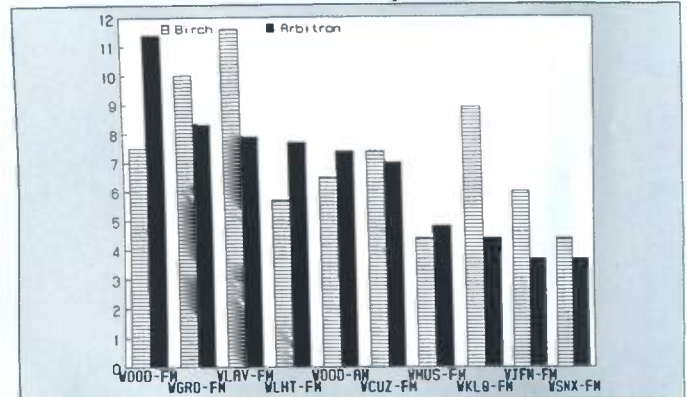
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WNTO-FM	14.7	13.9	-5.4	6	WRHP-FM	4.9	6.5	32.7
2	WYYY-FM	12.6	11.8	-6.3	7	WSEN-FM	4.9	5.2	6.1
3	WYRR-AM	10.5	10.8	2.9	8	WHEN-AM	2.6	4.2	61.5
4	WAOX-FM	9.4	7.8	-17.0	9	WPCX-FM	1.5	4.0	166.7
5	WKFM-FM	9.5	7.4	-22.1	10	WEZG-FM	1.7	2.7	58.8

Akron



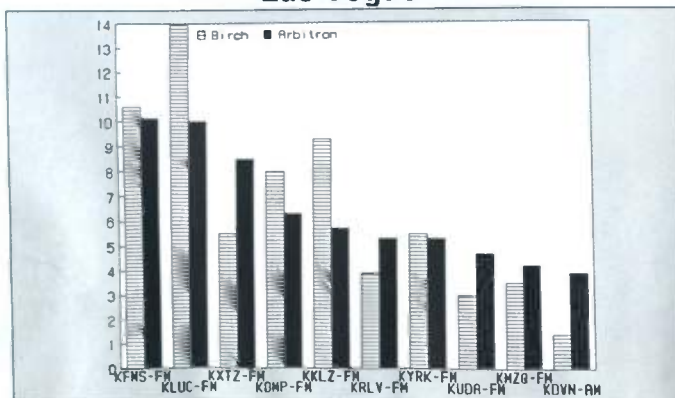
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WKDD-FM	9.9	9.1	-8.1	5T	WPHR-FM	6.2	5.6	-9.7
2	WONE-FM	6.7	7.3	9.0	7	WNIR-FM	6.1	5.3	-13.1
3	WLTF-FM	5.3	6.1	15.1	8	WMJI-FM	4.7	4.6	-2.1
4	WMMS-FM	8.5	5.8	-31.8	9	WDOK-FM	2.8	4.5	60.7
5T	WAKR-AM	6.0	5.6	-6.7	10	WHBC-FM	2.2	4.1	86.4

Grand Rapids



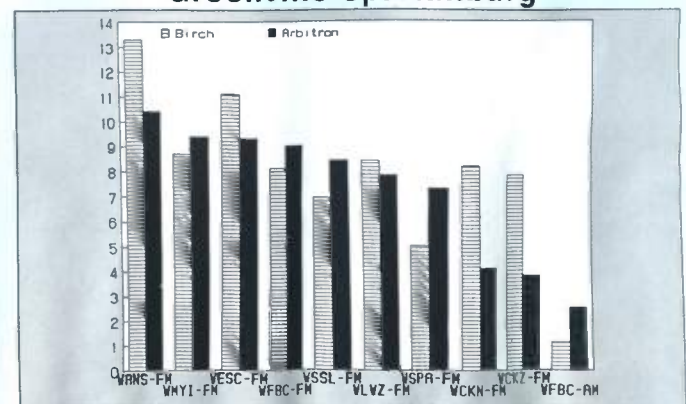
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WOOD-FM	7.5	11.4	52.0	6	WCUZ-FM	7.4	7.0	-5.4
2	WGRD-FM	10.0	8.3	-17.0	7	WMUS-FM	4.4	4.8	9.1
3	WLAV-FM	11.6	7.9	-31.9	8	WKLO-FM	8.9	4.4	-50.6
4	WLHT-FM	5.7	7.7	35.1	9T	WJFM-FM	6.0	3.7	-38.3
5	WOOD-AM	6.5	7.4	13.8	9T	WSNX-FM	4.4	3.7	-15.9

Las Vegas



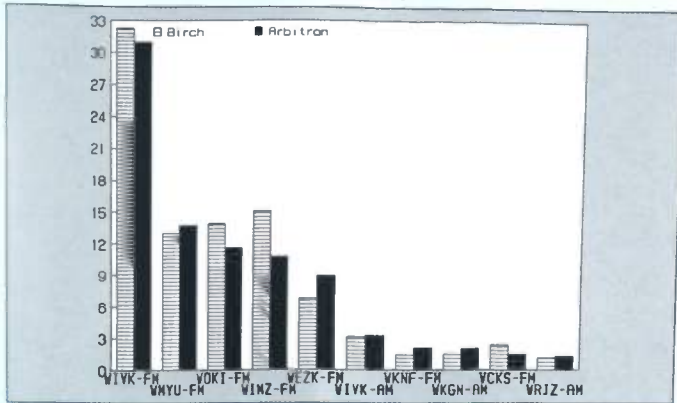
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KFMS-FM	10.6	10.1	-4.7	6T	KRLV-FM	3.9	5.3	35.9
2	KLUC-FM	14.0	10.0	-28.6	6T	KYRK-FM	5.5	5.3	-3.6
3	KXTZ-FM	5.5	8.5	54.5	8	KUDA-FM	3.0	4.7	56.7
4	KBMP-FM	8.0	6.3	-21.2	9	KMZQ-FM	3.5	4.2	20.0
5	KKLZ-FM	9.3	5.7	-38.7	10	KDWN-AM	1.1	3.9	178.6

Greenville-Spartanburg



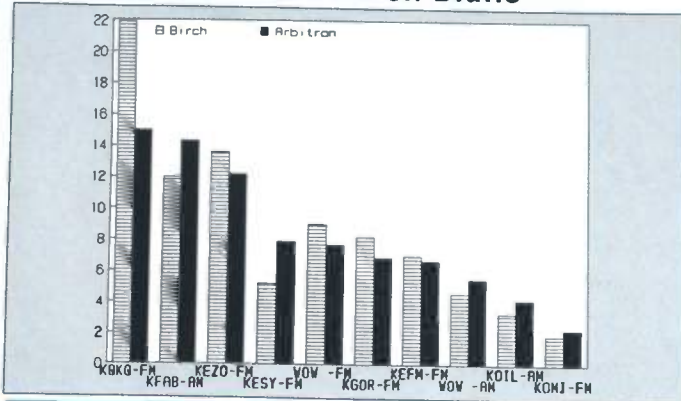
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WANS-FM	13.3	10.4	-21.8	6	WLWZ-FM	1.4	7.8	7.1
2	WMYH-FM	8.7	9.4	8.0	7	WSPA-FM	5.0	7.3	46.0
3	WESC-FM	11.1	9.3	-16.2	8	WCKN-FM	2.1	4.1	50.0
4	WFBC-FM	8.1	9.0	11.1	9	WCKZ-FM	7.1	3.8	-51.3
5	WSSL-FM	6.9	8.4	21.7	10	WFBC-AM	1.1	2.5	127.3

Knoxville



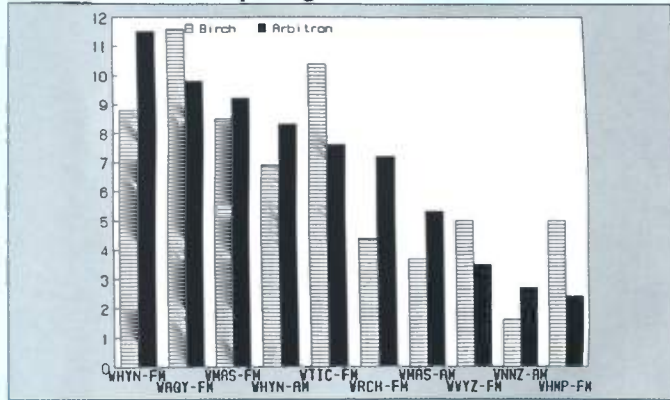
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WIVK-FM	32.3	31.0	-4.0	6	WIVK-AM	3.1	3.2	3.2
2	WMYU-FM	13.0	13.7	5.4	7	WKNF-FM	1.4	2.1	50.0
3	WOKI-FM	13.9	11.6	-16.5	8	WKGN-AM	1.5	2.0	33.3
4	WIMZ-FM	15.0	10.7	-28.7	9	WCKS-FM	2.4	1.5	-37.5
5	WEZK-FM	6.7	8.9	32.8	10	WRJZ-AM	1.2	1.3	8.3

Omaha-Council Bluffs



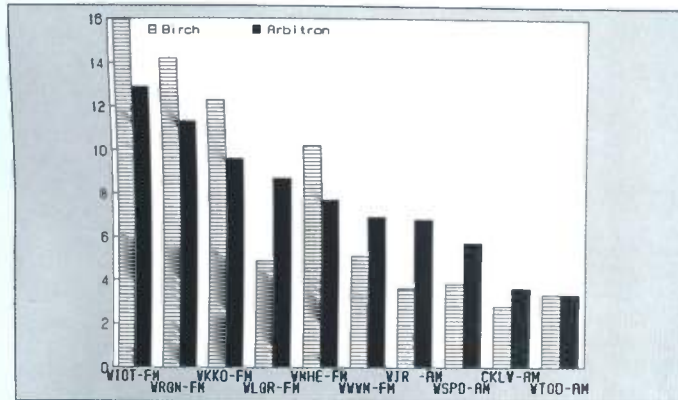
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KOKO-FM	21.9	15.0	-31.5	6	KGOR-FM	8.2	6.9	-15.9
2	KFAB-AM	12.0	14.3	19.2	7	KEFM-FM	7.0	6.7	-4.3
3	KEZO-FM	13.6	12.2	-10.3	8	WOW-AM	4.6	5.5	19.6
4	KESY-FM	5.2	7.9	51.9	9	KOIL-AM	3.3	4.2	27.3
5	WOW-FM	9.0	7.7	-14.4	10	KOMJ-FM	1.9	2.3	21.1

Springfield, MA



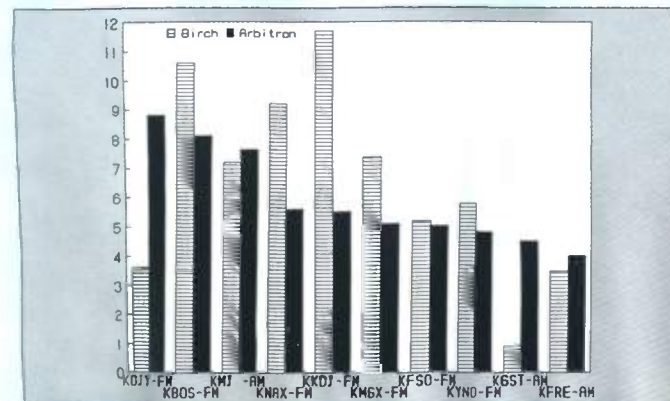
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WHYN-FM	8.8	11.5	30.7	6	WRCH-FM	4.4	7.3	63.6
2	WAQY-FM	11.6	9.8	-15.5	7	WMAS-AM	3.7	5.2	43.2
3	WMAS-FM	8.5	9.2	8.2	8	WVMZ-FM	5.0	3.5	-30.0
4	WHYN-AM	6.9	8.3	20.3	9	WNNZ-AM	1.6	2.7	68.8
5	WTIC-FM	10.4	7.6	-26.9	10	WHMP-FM	5.0	2.4	-52.0

Toledo



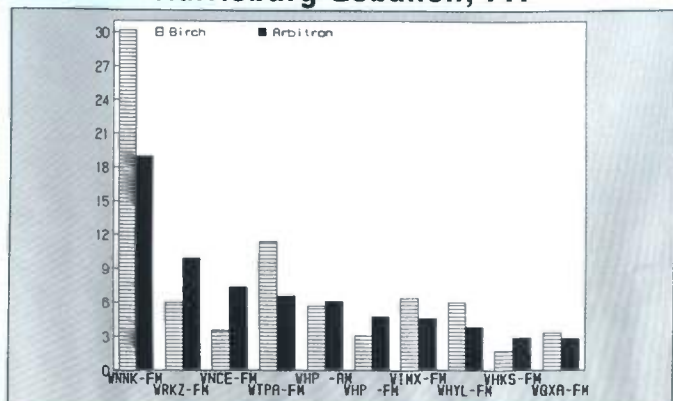
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WIOT-FM	16.0	12.9	-19.4	6	WWW-FM	5.1	6.9	35.3
2	WRON-FM	14.2	11.3	-20.4	7	WJRH-AM	3.6	6.8	88.9
3	WKKO-FM	12.3	9.6	-22.0	8	WSPD-AM	3.8	5.7	50.0
4	WLOR-FM	4.9	8.7	77.6	9	CKLW-AM	2.8	3.6	28.6
5	WMHE-FM	10.2	7.7	-24.5	10	WTOD-AM	3.3	3.3	0.0

Fresno



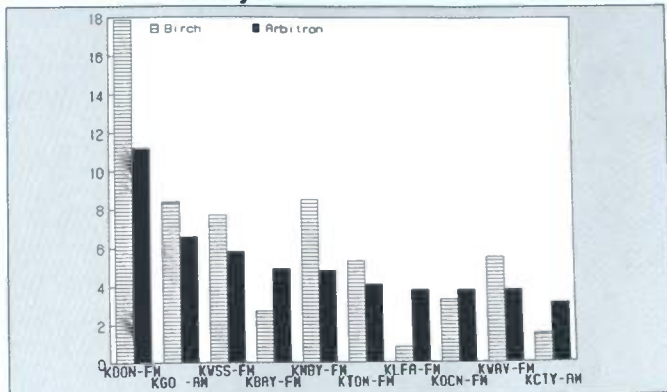
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KOJY-FM	3.6	8.8	144.4	6	KMGX-FM	7.4	5.1	-31.1
2	KBOS-FM	10.6	8.1	-23.6	7	KFSO-FM	5.2	5.0	-3.8
3	KMJ-AM	7.2	7.6	5.6	8	KYNO-FM	5.8	4.8	-16.7
4	KNRX-FM	9.2	5.6	-39.1	9	KGST-AM	0.9	4.5	400.0
5	KDJY-FM	11.7	5.5	-53.0	10	KFRE-AM	3.5	4.0	14.3

Harrisburg-Lebanon, PA



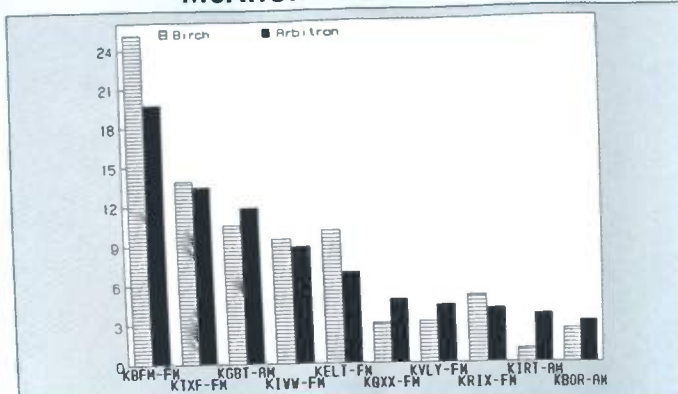
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WNNK-FM	30.2	19.0	-37.1	6	WHP-FM	3.1	4.8	54.8
2	WRKZ-FM	6.0	9.9	65.0	7	WIMX-FM	6.4	4.6	-28.1
3	WNCE-FM	3.6	7.4	105.6	8	WHYL-FM	6.0	3.9	-35.0
4	WTPA-FM	11.4	6.6	-42.1	9	WHKS-FM	1.8	2.9	61.1
5	WHP-AM	5.7	6.1	7.0	10	WQXA-FM	3.3	2.8	-15.2

Monterey-Salinas-Santa Cruz



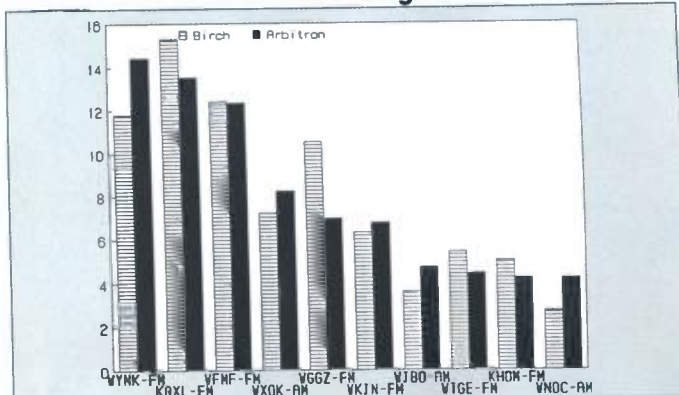
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff
1	KDON-FM	17.9	11.2	-37.4	6	KTOM-FM	5.3
2	KGO-AM	8.4	6.6	-21.4	7	KLFA-FM	0.8
3	KWSS-FM	7.7	5.8	-24.7	7	KOCN-FM	3.3
4	KBAY-FM	2.7	4.9	81.5	7	KWAV-FM	5.5
5	KMBY-FM	8.5	4.8	-43.5	10	KCTY-AM	1.5

McAllen-Brownsville



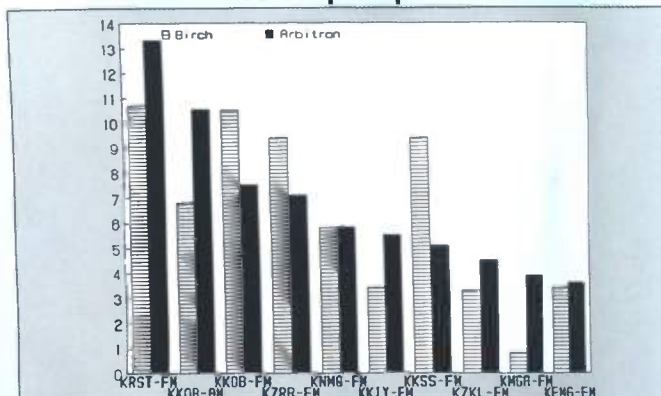
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff
1	KBFM-FM	25.1	19.7	-21.5	6	KQXX-FM	3.0
2	KTXF-FM	13.9	13.4	-3.6	7	KVLV-FM	3.1
3	KGBT-AM	10.5	11.8	12.4	8	KRIX-FM	5.0
4	KIVW-FM	9.4	8.8	-6.4	9	KIRT-AM	1.0
5	KELT-FM	10.0	6.8	-32.0	10	KBOR-AM	2.5

Baton Rouge



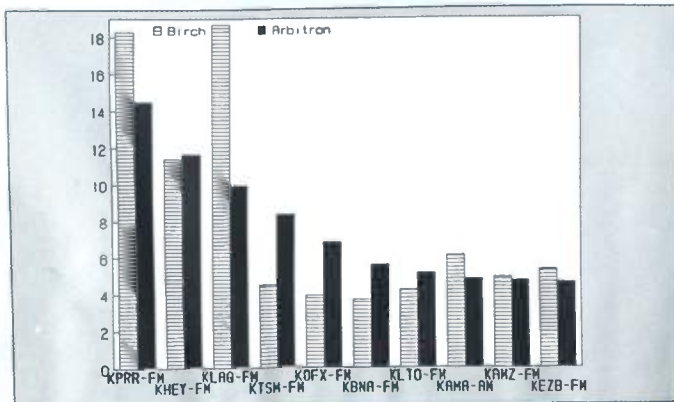
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff
1	WYNK-FM	11.8	14.4	22.0	6	WKJN-FM	6.3
2	KQXL-FM	15.3	13.5	-11.8	7	WJBO-AM	3.6
3	WFME-FM	12.4	12.3	-0.8	8	WTGE-FM	5.4
4	WXOK-AM	7.2	8.2	13.9	9	KHOM-FM	5.0
5	WGGZ-FM	10.5	6.9	-34.3	9	WNDC-AM	2.7

Albuquerque



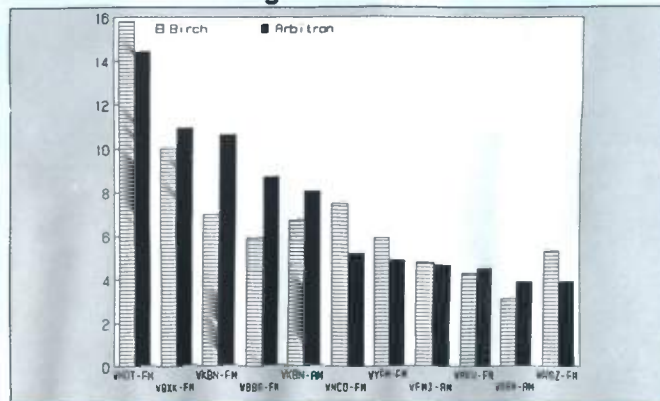
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff
1	KRST-FM	10.7	13.3	24.3	6	KKJY-FM	3.4
2	KKOB-AM	6.8	10.5	54.4	7	KKSS-FM	9.4
3	KKOB-FM	10.5	7.5	-28.6	8	KZKL-FM	3.3
4	KZRR-FM	9.4	7.1	-24.5	9	KMGA-FM	0.8
5	KNMG-FM	5.8	5.8	0.0	10	KFMG-FM	3.4

El Paso



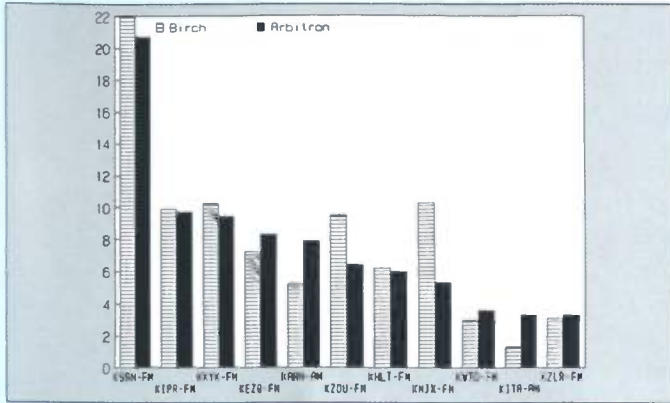
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff
1	KPRR-FM	18.3	14.4	-21.3	6	KBNA-FM	3.7
2	KHEY-FM	11.4	11.6	1.8	7	KLTO-FM	4.2
3	KLAG-FM	18.1	9.9	-47.1	8	KAMA-AM	6.1
4	KTSM-FM	4.5	3.3	-28.4	9	KAMZ-FM	4.9
5	KOFX-FM	6.8	6.8	0.0	10	KEZB-FM	5.3

Youngstown-Warren



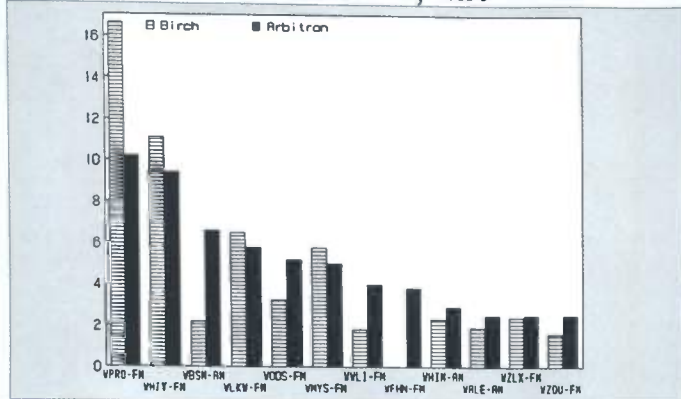
Ranked on:	AqShr	AqShr	AqShr	Ranked on:	AqShr	AqShr	AqShr
AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	AqShr Sp89	Bir Sp89	ARB Sp89	% Diff
1	WHOT-FM	14.4	14.4	0.0	6	WYXK-FM	7.5
2	WYXK-FM	10.9	10.9	0.0	7	WYXK-FM	5.3
3	WBBC-FM	10.6	10.6	0.0	8	WYXK-FM	4.8
4	WYXK-FM	4.7	4.7	0.0	9	WYXK-FM	4.5
5	WYXK-FM	4.0	4.0	0.0	10	WYXK-FM	3.8

Little Rock



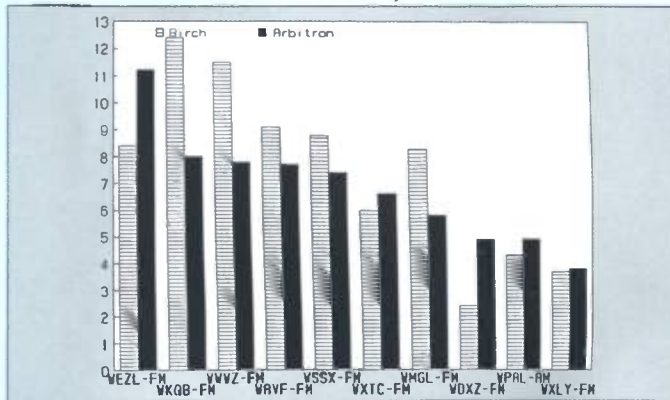
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KSSN-FM	22.0	20.7	-5.9	6	KZOU-FM	9.5	6.4	-32.6
2	KIPR-FM	9.9	9.7	-2.0	7	KHLT-FM	6.2	6.0	-3.2
3	KKYK-FM	10.2	9.4	-7.8	8	KMJX-FM	10.3	5.3	-48.5
4	KEZO-FM	7.2	8.3	15.3	9	KWTD-FM	3.0	3.6	20.0
5	KARN-AM	5.2	7.9	51.9	10T	KITA-AM	1.3	3.3	153.8
				10T	KZLR-FM	3.1	3.3	6.5	

New Bedford, MA



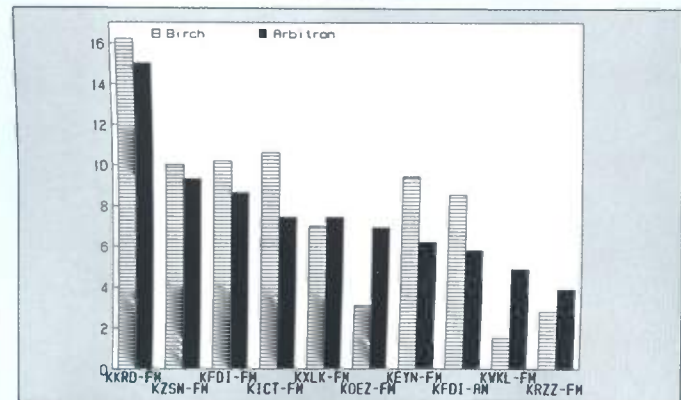
Ranked on: AqShr Sp89	Bir Sp89	ARB Sp89	% Diff	Ranked on: AqShr Sp89	Bir Sp89	ARB Sp89	% Diff		
1	WPRO-FM	16.6	10.2	-38.6	7	WWLI-FM	1.8	4.0	122.2
2	WHJY-FM	11.1	9.4	-15.3	8	WFHN-FM	0.0	3.8	100.0
3	WBSM-AM	2.2	6.6	200.0	9	WHIM-AM	2.3	2.9	26.1
4	WLKW-FM	6.5	5.8	-10.8	10T	WALE-AM	1.9	2.5	31.6
5	WODS-FM	3.2	5.2	62.5	10T	WZLX-FM	2.4	2.5	4.2
6	WMYS-FM	5.8	5.0	-13.8	10T	WZOU-FM	1.6	2.5	56.3

Charleston, SC



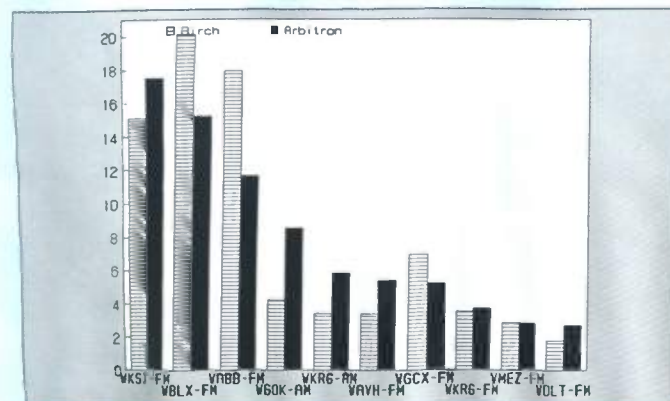
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WEZL-FM	8.4	11.2	33.3	6	WXTC-FM	6.0	6.6	10.0
2	WOKB-FM	12.4	8.0	-35.5	7	WMGL-FM	8.3	5.8	-30.1
3	WWVZ-FM	11.5	7.8	-32.2	8T	WDXZ-FM	2.4	4.9	104.2
4	WAVF-FM	9.1	7.7	-15.4	8T	WPAL-AM	4.3	4.9	14.0
5	WSSX-FM	8.8	7.4	-15.9	10	WXYL-FM	3.7	3.8	2.7

Wichita



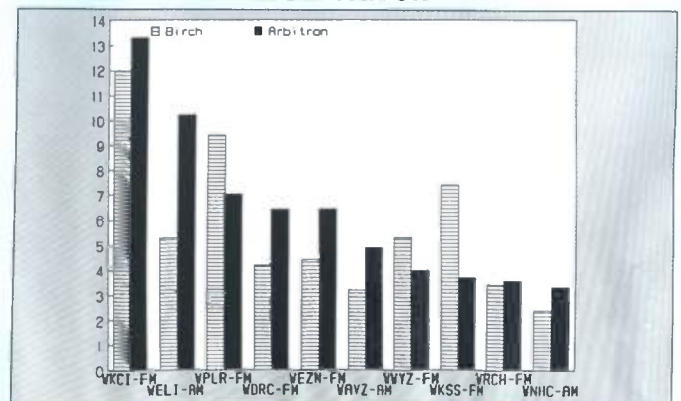
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KKRD-FM	16.2	15.0	-7.4	6	KOEZ-FM	3.1	6.9	122.6
2	KZSN-FM	10.0	9.3	-7.0	7	KEYN-FM	9.4	6.2	-34.0
3	KFDI-FM	10.2	8.6	-15.7	8	KFDI-AM	8.5	5.8	-31.8
4T	KICT-FM	10.6	7.4	-30.2	9	KWKL-FM	1.5	4.9	226.7
4T	KXLK-FM	7.0	7.4	5.7	10	KRZZ-FM	2.8	3.9	39.3

Mobile



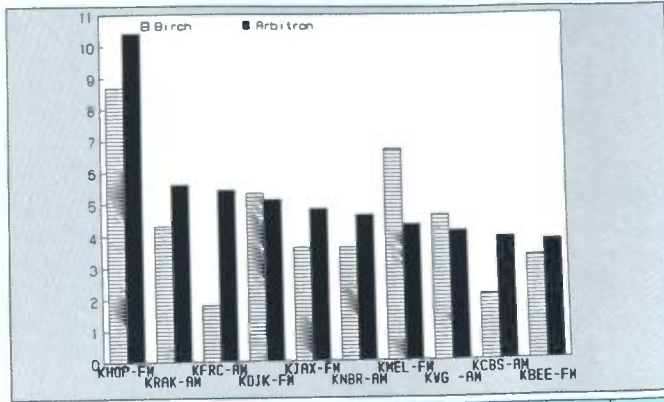
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	
1	WKSJ-FM	15.1	17.5	15.9	6	WAVH-FM	5.4	5.8
2	WBLV-FM	20.1	15.2	-24.4	7	WGCK-FM	5.2	24.8
3	WARG-FM	17.9	11.6	-35.2	8	WKRG-FM	3.7	5.7
4	WGCK-AM	1.2	8.5	102.4	9	WMEZ-FM	2.8	0.0
5	WKRG-AM	1.8	7.6	70.6	10	WDLT-FM	2.7	50.0

New Haven



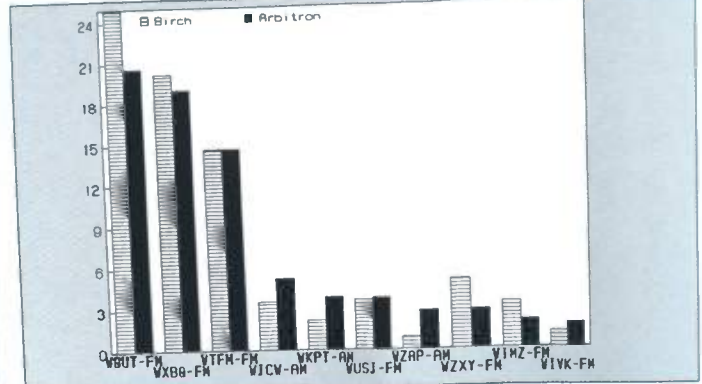
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WKCI-FM	12.0	13.3	10.8	6	WAVZ-AM	3.2	4.9	33.1
2	WELI-AM	5.3	10.2	92.5	7	WVYZ-FM	5.3	4.0	-24.5
3	WPLR-FM	9.4	7.0	-25.5	8	WKSS-FM	7.4	3.7	-50.0
4T	WDRG-FM	4.2	6.4	52.4	9	WRCH-FM	3.4	3.6	5.9
4T	WEZN-FM	4.4	6.4	45.5	10	WNHC-AM	2.4	3.3	37.5

Stockton



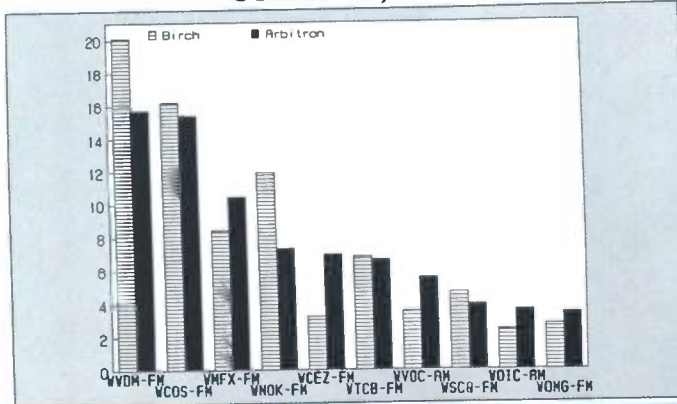
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KHOP-FM	8.7	10.4	19.5	6	KNBR-AM	3.6	4.6	27.8
2	KRAK-AM	4.3	5.6	30.2	7	KMEL-FM	6.7	4.3	-35.8
3	KFRC-AM	1.8	5.4	200.0	8	KWG-AM	4.6	4.1	-10.9
4	KDJK-FM	5.3	5.1	-3.8	9	KCBS-AM	2.1	3.9	85.7
5	KJAX-FM	3.6	4.8	33.3	10	KBEE-FM	3.3	3.8	15.2

Johnson City-Kingsport, TN



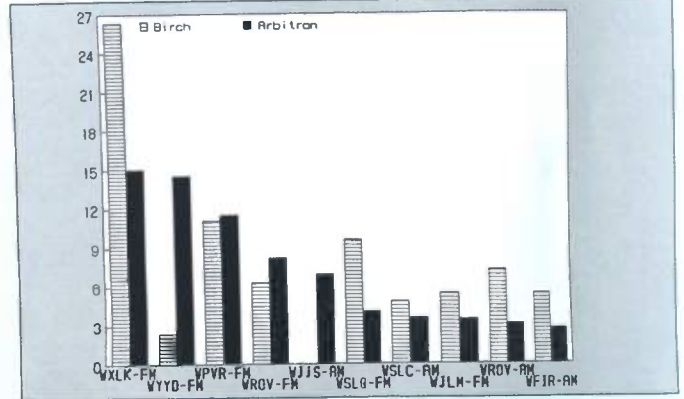
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WQUT-FM	25.0	20.6	-17.6	6	WUSJ-FM	3.6	3.7	2.8
2	WXBQ-FM	20.2	19.0	-5.9	7	WZAP-AM	0.9	2.8	211.1
3	WTFM-FM	14.6	14.6	0.0	7	WZXY-FM	5.0	2.8	-44.0
4	WJCV-AM	3.5	5.2	48.6	9	WIMZ-FM	3.3	2.0	-39.4
5	WKPT-AM	2.1	3.8	81.0	10	WIVK-FM	1.1	1.7	54.5

Columbia, SC



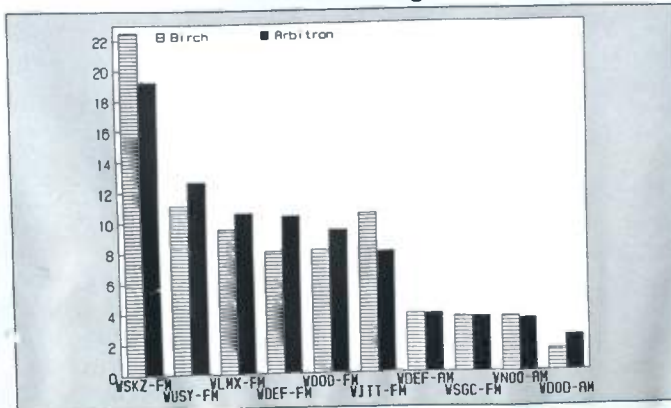
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WVDM-FM	20.1	15.7	-21.9	6	WTCB-FM	6.8	6.6	-2.9
2	WCOS-FM	16.2	15.4	-4.9	7	WVOC-AM	3.5	5.5	57.1
3	WVFX-FM	8.4	10.4	23.8	8	WSCO-FM	4.6	3.9	-15.2
4	WNOK-FM	11.9	7.3	-38.7	9	WOIC-AM	2.4	3.6	50.0
5	WCEZ-FM	3.2	6.9	115.6	10	WOMG-FM	2.7	3.4	25.9

Roanoke-Lynchburg, VA



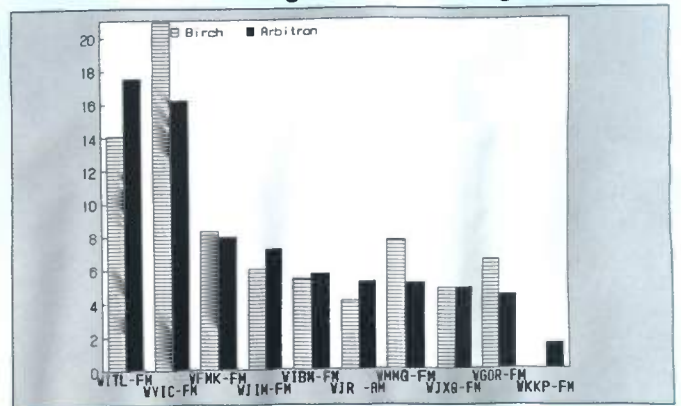
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WXLK-FM	26.4	15.0	-43.2	6	WSLQ-FM	9.6	4.0	-58.3
2	WYYD-FM	2.4	14.5	504.2	7	WSLC-AM	4.8	3.5	-27.1
3	WPVR-FM	11.1	11.5	3.6	8	WJLM-FM	5.4	3.4	-37.0
4	WRQV-FM	6.3	8.2	30.2	9	WRQV-AM	7.2	3.1	-56.9
5	WJJS-AM	0.0	6.9	100.0	10	WFIR-AM	5.4	2.7	-50.0

Chattanooga



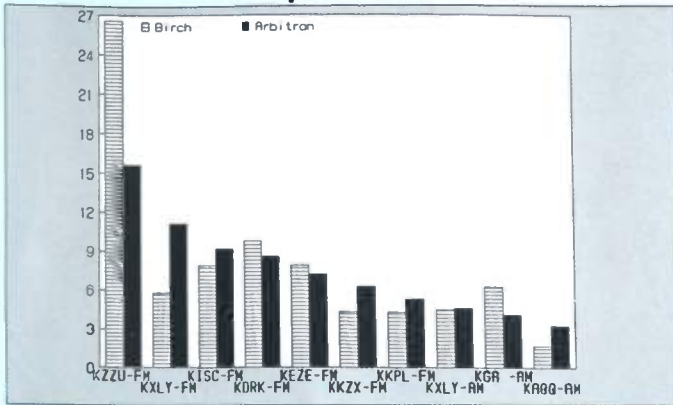
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WSKZ-FM	22.5	19.2	-14.7	6	WJTT-FM	10.5	7.9	-24.8
2	WVUS-FM	11.1	12.6	13.5	7	WDEF-AM	3.6	3.6	0.0
3	WLMX-FM	9.5	10.5	10.5	8	WSGC-FM	3.6	3.6	0.0
4	WDEF-FM	8.0	10.3	29.8	9	WNOD-AM	2.3	3.1	35.0
5	WDOD-AM	8.1	9.4	16.0	10	WDOD-AM	1.4	2.3	64.3

Lansing-East Lansing



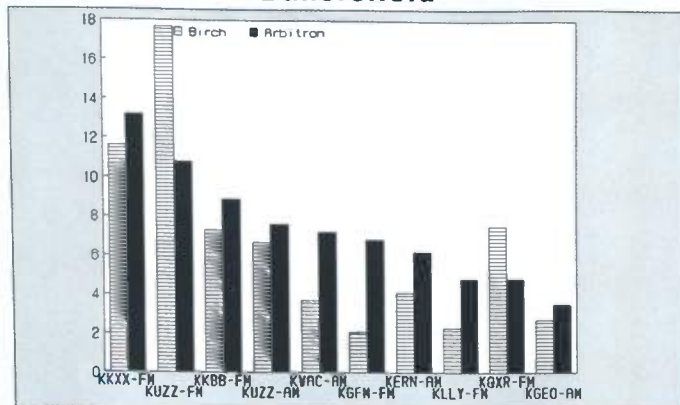
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WJRM-AM	14.1	17.5	24.1	6	WJRM-AM	5.2	26.8	415.4
2	WVIC-FM	20.9	16.2	-22.5	7	WMMQ-FM	5.1	5.1	-33.8
3	WFMK-FM	8.3	7.9	-4.8	8	WJXQ-FM	4.8	4.8	0.0
4	WJIM-FM	6.0	7.2	20.0	9	WJQR-FM	6.5	4.4	-32.3
5	WBM-FM	5.4	5.7	5.6	10	WPKP-FM	1.5	1.5	100.0

Spokane



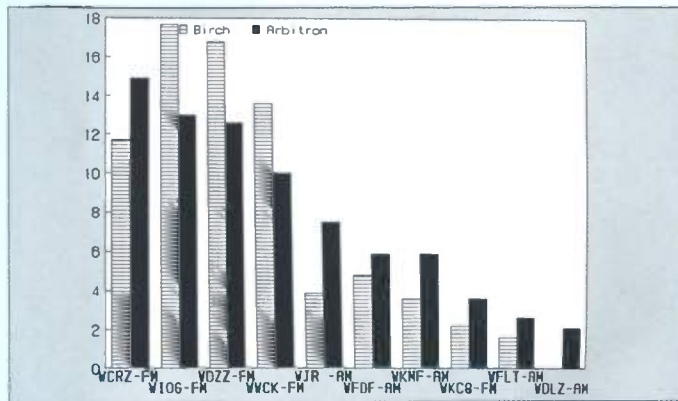
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1	KZUU-FM	26.6	15.6	-41.4	6	KKZL-FM	4.3	6.3	46.5
2	KXLY-FM	5.8	11.1	91.4	7	KKPL-FM	4.3	5.3	23.3
3	KISC-FM	7.9	9.2	16.5	8	KXLY-AM	4.5	4.6	2.2
4	KDRK-FM	9.8	8.6	-12.2	9	KGA-AM	6.3	4.1	-34.9
5	KEZE-FM	7.9	7.2	-8.9	10	KAQQ-AM	1.7	3.3	94.1

Bakersfield



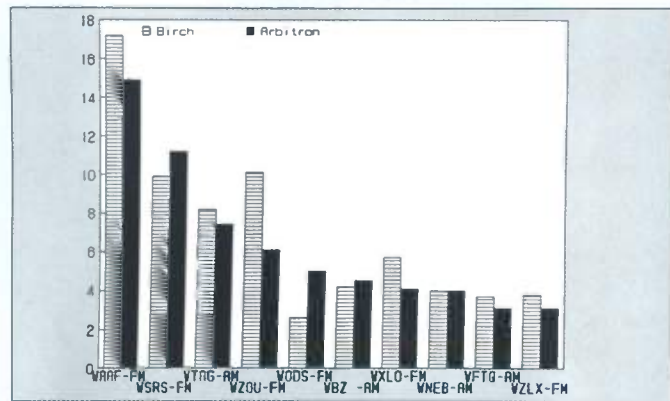
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1	KKXX-FM	11.6	13.2	13.8	6	KGFM-FM	2.1	6.8	223.8
2	KZUU-FM	17.7	10.8	-39.0	7	KERN-AM	4.1	6.2	51.2
3	KKBB-FM	7.3	8.9	21.9	8T	KLLY-FM	2.3	4.8	108.7
4	KZUU-AM	6.7	7.6	13.4	8T	KQXR-FM	7.5	4.8	-36.0
5	KWAC-AM	3.7	7.2	94.6	10	KGEO-AM	2.7	3.5	29.6

Flint



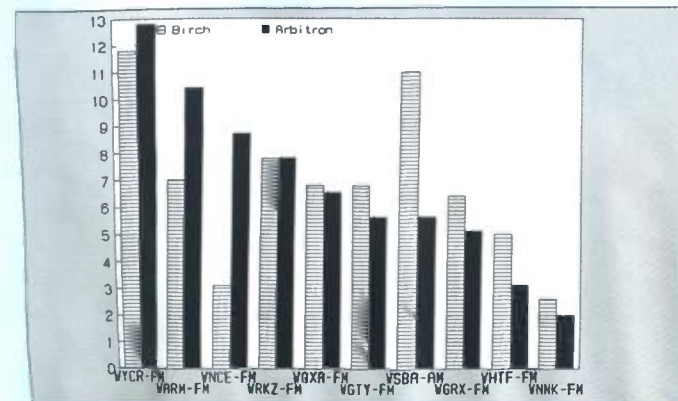
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1	WCRZ-FM	11.7	14.9	27.4	6T	WFDF-AM	4.8	5.9	22.9
2	WIOG-FM	17.7	13.0	-26.6	6T	WKMF-FM	3.6	5.9	63.9
3	WZZZ-FM	16.8	12.6	-25.0	8	WRCO-FM	2.2	3.6	63.6
4	WWCK-FM	13.6	10.0	-26.5	9	WFLT-AM	1.6	2.6	62.5
5	WJRW-AM	3.9	7.5	92.3	10	WDLZ-AM	0.0	2.1	100.0

Worcester



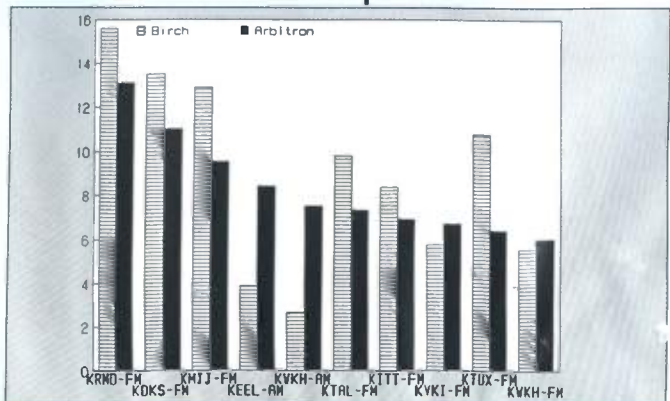
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1	WAAF-FM	17.2	14.9	-13.4	6	WBZ-AM	4.2	4.5	7.1
2	WSRS-FM	9.9	11.2	13.1	7	WXLO-FM	5.7	4.1	-28.1
3	WTAG-AM	8.2	7.4	-9.8	8	WNES-AM	4.0	4.0	0.0
4	WZOU-FM	10.1	6.1	-39.6	9T	WFTO-AM	3.7	3.1	-16.2
5	WDDS-FM	2.6	5.0	92.3	9T	WZLX-FM	3.8	3.1	-18.4

York



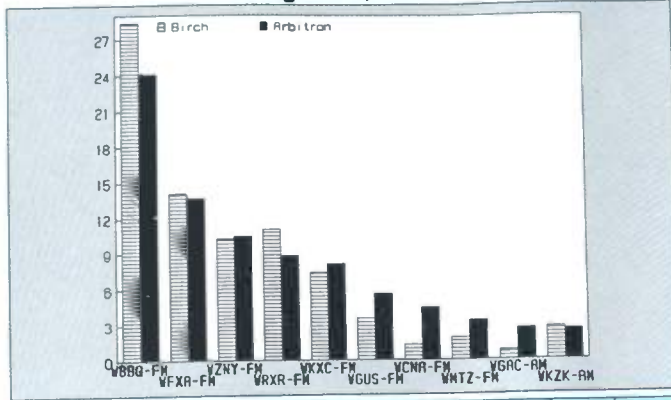
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1	WYCR-FM	11.8	12.8	8.5	6T	WGTI-FM	6.8	5.6	-17.6
2	WARM-FM	7.0	10.4	48.6	6T	WBA-AM	11.0	5.6	-49.1
3	WYCE-FM	5.1	8.7	180.6	8	WGRX-FM	6.4	5.1	-20.3
4	WRKZ-FM	7.8	7.8	0.0	9	WHTF-FM	5.0	3.1	-38.0
5	WQXR-FM	6.8	6.5	-4.4	10	WNNK-FM	2.6	2.0	-31.1

Shreveport



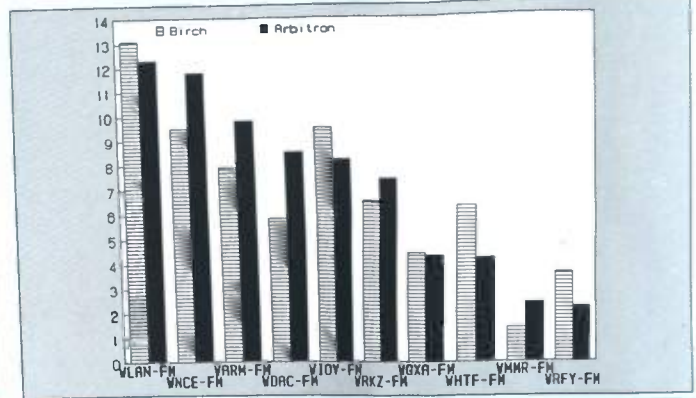
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KRMD-FM	15.6	13.1	-16.0	6	KTPA-FM	9.8	7.3	-25.5
2	KOKS-FM	13.5	11.0	-18.5	7	KITN-FM	8.4	6.9	-17.9
3	KMLN-FM	12.9	9.5	-26.4	8	KVKI-FM	5.8	6.7	15.5
4	WVLA-AM	3.9	8.4	115.4	9	KTUX-FM	10.8	6.4	-40.1
5	KVKH-AM	2.7	7.5	177.8	10	KVKH-FM	5.6	6.0	7.1

Augusta, GA



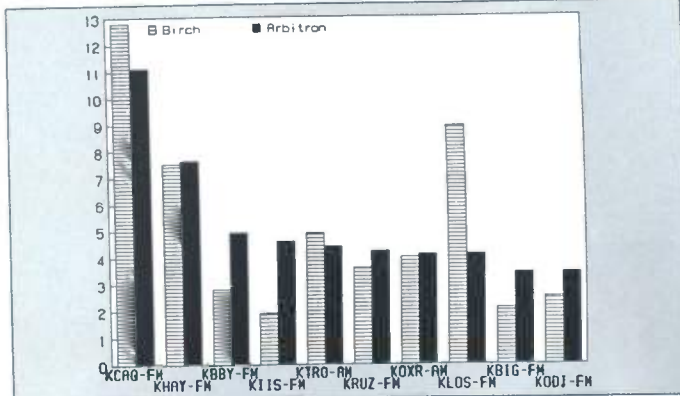
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1	WBBO-FM	28.4	24.1	-15.1	6	WGUS-FM	3.5
2	WFXA-FM	14.1	13.7	-2.8	7	WCNA-FM	1.3
3	WZNY-FM	10.3	10.5	1.9	8	WMTZ-FM	1.9
4	WRXR-FM	11.1	8.8	-20.7	9	WGAC-AM	0.8
5	WKXC-FM	7.4	8.1	9.5	10	WKZK-AM	2.7

Lancaster



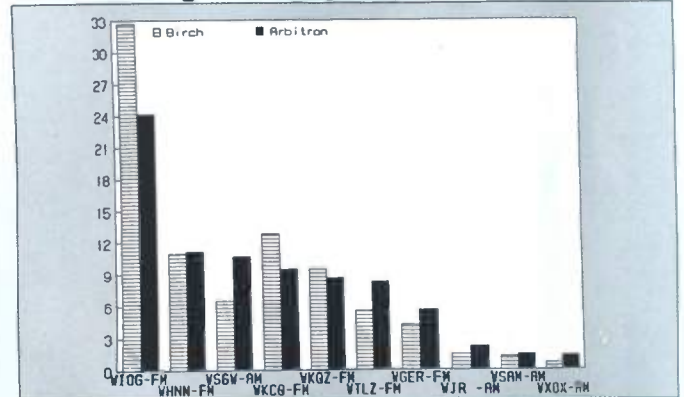
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1	WLAN-FM	13.1	12.3	-6.1	6	WRZK-FM	6.5
2	WNCE-FM	9.5	11.8	24.2	7	WOXA-FM	4.4
3	WARM-FM	7.9	9.8	24.1	8	WHTF-FM	6.3
4	WDAC-FM	5.8	8.5	46.6	9	WMMR-FM	1.4
5	WIOV-FM	9.5	8.2	-13.7	10	WRFY-FM	3.6

Oxnard-Ventura



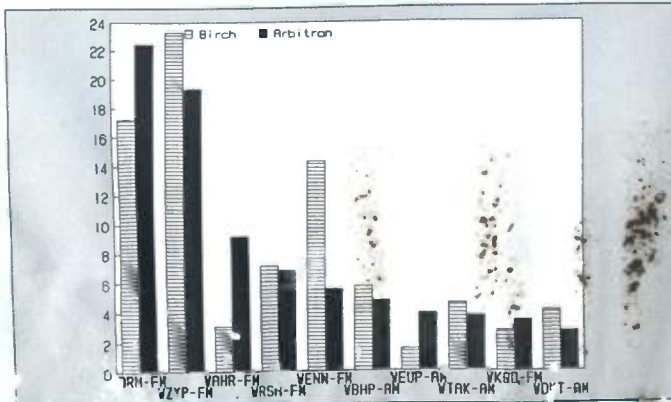
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1	KCAQ-FM	12.8	11.1	-13.3	6	KRUZ-FM	3.6
2	KHAY-FM	7.5	7.6	1.3	7	KOXR-AM	4.0
3	KBBY-FM	2.8	4.9	75.0	7	KLOS-FM	8.9
4	KIIS-FM	1.9	4.6	142.1	9	KBIG-FM	2.1
5	KTRO-AM	4.9	4.4	-10.2	9	KODJ-FM	2.5

Saginaw-Bay City-Midland



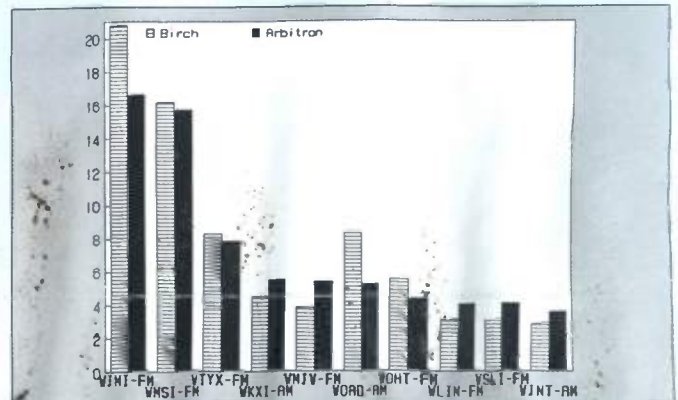
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1	WIOG-FM	32.7	24.1	-26.3	6	WTLZ-FM	5.5
2	WHNN-FM	10.9	11.1	1.8	7	WGER-FM	4.2
3	WSGW-FM	6.5	10.6	63.1	8	WJR-AM	1.5
4	WKCO-FM	12.8	9.4	-26.6	9	WSAM-AM	1.3
5	WKOZ-FM	9.4	8.6	-8.5	10	WXOX-AM	0.7

Huntsville



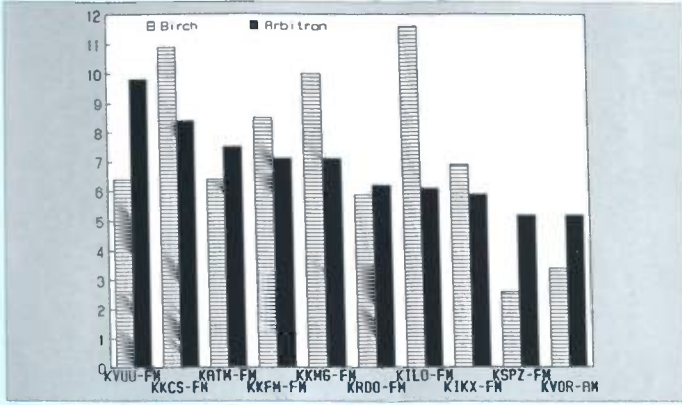
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1	WBHP-AM	5.8	4.8	-17.2	6	WBHP-AM	5.8
2	WEUP-AM	1.5	2.9	160.0	7	WEUP-AM	1.5
3	WTAK-AM	4.6	3.7	-19.6	8	WTAK-AM	4.6
4	WKOD-FM	2.8	3.5	25.0	9	WKOD-FM	2.8
5	WDKT-AM	4.1	2.7	-34.1	10	WDKT-AM	4.1

Jackson



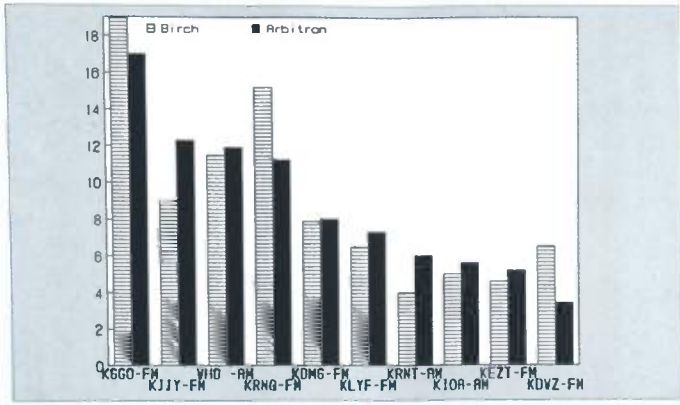
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1	WJMI-FM	20.0	16.6	-20.2	6	WOAD-AM	8.3
2	WMSI-FM	16.2	15.7	-3.1	7	WOHT-FM	5.5
3	WTVX-FM	8.3	7.8	-6.0	8	WLM-FM	3.1
4	WKXI-AM	4.5	5.5	22.2	8	WSH-FM	3.0
5	WLJN-FM	3.8	5.4	42.1	10	WJNT-AM	2.8

Colorado Springs



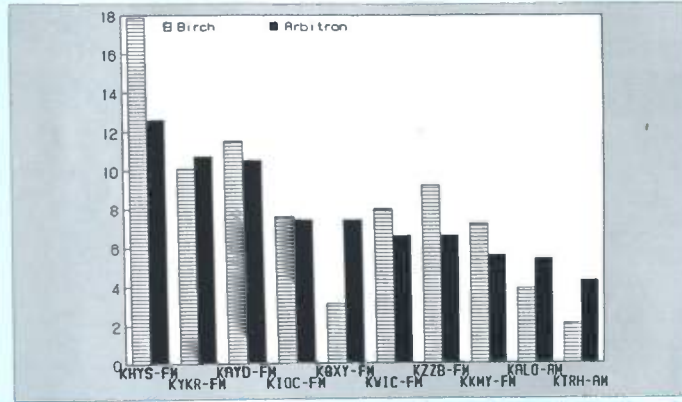
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KVUU-FM	6.4	9.8	53.1	6	KRDO-FM	5.9	6.2	5.1
2	KKCS-FM	10.9	8.4	-22.9	7	KILO-FM	11.6	6.1	-47.4
3	KATM-FM	6.4	7.5	17.2	8	KIKX-FM	6.9	5.9	-14.5
4T	KKFM-FM	8.5	7.1	-16.5	9T	KSPZ-FM	2.6	5.2	100.0
4T	KKMG-FM	10.0	7.1	-29.0	9T	KVOR-AM	3.4	5.2	52.9

Des Moines



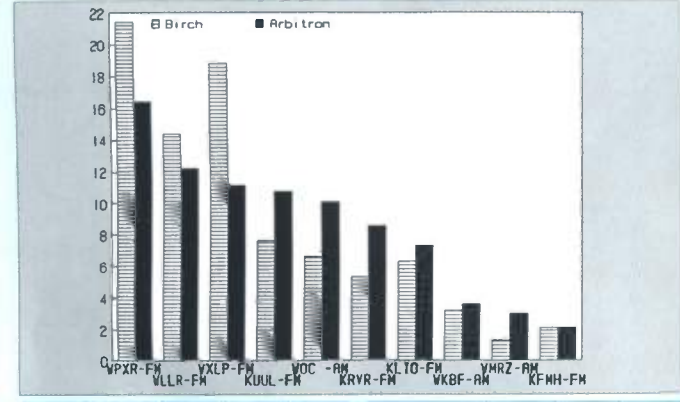
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KGGO-FM	19.0	17.0	-10.5	6	KLYF-FM	6.5	7.3	12.3
2	KJJK-FM	9.0	12.3	36.7	7	KRNT-AM	4.0	6.0	50.0
3	WHO-AM	11.5	11.9	3.5	8	KIOA-AM	5.0	5.6	12.0
4	KRNO-FM	15.2	11.2	-26.3	9	KEZI-FM	4.6	5.2	13.0
5	KDMG-FM	7.9	8.0	1.3	10	KDYZ-FM	6.5	3.4	-47.7

Beaumont-Port Arthur



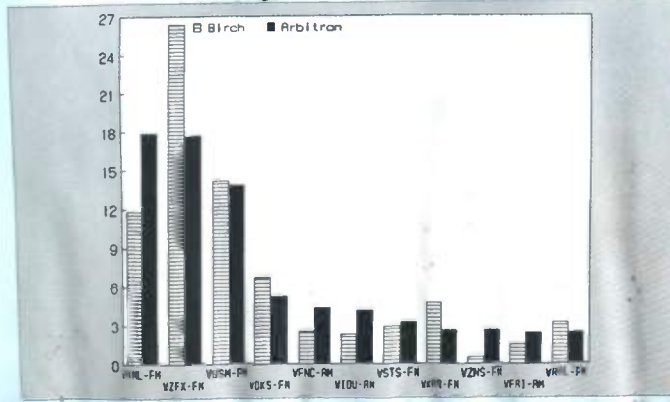
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1	KHYS-FM	17.9	12.6	-29.6	6T	KWIC-FM	8.0	6.6	-17.5
2	KYKR-FM	10.1	10.7	5.9	6T	KZBZ-FM	9.2	6.6	-28.3
3	KAYD-FM	11.5	10.5	-8.7	8	KKMY-FM	7.2	5.6	-22.2
4T	KIQC-FM	7.6	7.4	-2.6	9	KALO-AM	3.9	5.4	38.5
4T	KQXY-FM	3.1	7.4	138.7	10	KTRH-AM	2.1	4.3	104.8

Quad Cities



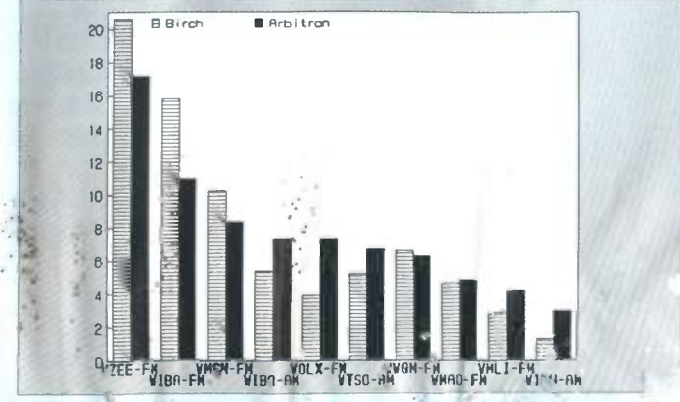
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WPXR-FM	21.4	16.4	-23.4	6	KRVR-FM	5.3	8.5	60.4
2	WLLR-FM	14.4	12.2	-15.3	7	KLIO-FM	6.3	7.3	15.9
3	VXLP-FM	18.8	11.1	-41.0	8	WKBF-AM	3.2	3.6	12.5
4	KUUL-FM	7.6	10.7	40.8	9	WMRZ-AM	1.3	3.0	130.8
5	WOC-AM	6.6	10.0	51.5	10	KFMH-FM	2.1	2.1	0.0

Fayetteville, NC



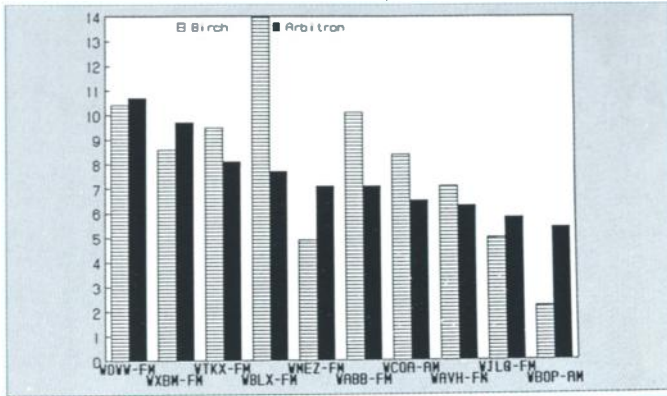
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WMLI-FM	11.8	17.8	50.8	6	WIDU-AM	2.2	4.1	78.2
2	WTFM-FM	26.4	17.6	-33.3	7	WSTS-FM	2.1	3.2	76.2
3	WZM-FM	14.1	13.7	-2.8	8T	WKRB-FM	4.7	2.6	-44.7
4	WOC-AM	6.7	5.2	-22.4	8T	WZNS-FM	0.5	2.6	420.0
5	WTCM-AM	2.5	4.3	71.0	10T	WFAI-AM	1.5	2.4	60.0
					10T	WRAL-FM	3.2	2.4	-25.0

Madison



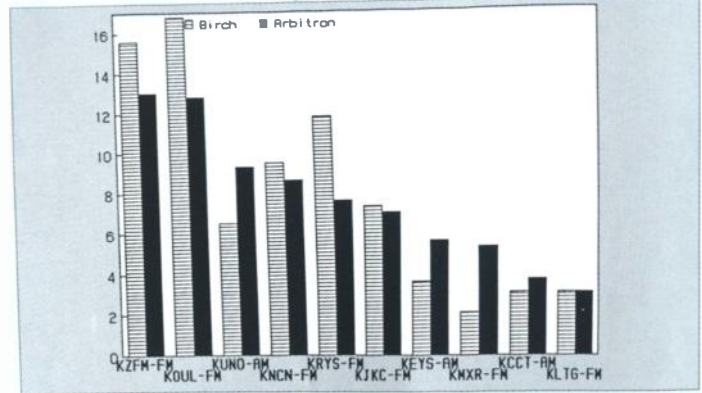
Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WZEE-FM	20.6	17.1	-17.0	6	WTSO-AM	6.7	7.3	8.9
2	WIBA-FM	15.8	10.3	-31.0	7	WMAD-FM	4.6	5.2	12.5
3	WMGN-FM	10.2	8.3	-18.6	8	WMLI-FM	3.2	4.5	41.9
4T	WIBA-AM	5.4	7.3	35.2	9	WMLI-FM	3.2	4.5	41.9
4T	WOLX-FM	3.9	7.3	87.2	10	WIBU-AM	2.1	2.1	0.0

Pensacola, FL



Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	WQVV-FM	10.4	10.7	2.9	5T	WBBB-FM	10.1	7.1	-29.7
2	WXBM-FM	8.6	9.7	12.8	7	WCOA-FM	8.4	6.5	-22.6
3	WTKX-FM	9.5	8.1	-14.7	8	WAVH-FM	7.1	6.3	-11.3
4	WBLX-FM	14.0	7.7	-45.0	9	WJLQ-FM	5.0	5.8	16.0
5T	WMEZ-FM	4.9	7.1	44.9	10	WBOP-FM	2.2	5.4	145.5

Corpus Christi



Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff	Ranked on: AqShr Sp89	AqShr Bir Sp89	AqShr ARB Sp89	AqShr % Diff		
1	KZFM-FM	15.6	13.0	-16.7	6	KJJC-FM	7.3	7.0	-4.1
2	KOUL-FM	16.8	12.8	-23.8	7	KEYS-FM	3.6	5.6	55.6
3	KUNO-FM	6.5	9.3	43.1	8	KMXR-FM	2.1	5.3	152.4
4	KNCN-FM	9.5	8.6	-9.5	9	KCCT-FM	3.1	3.7	19.4
5	KRYS-FM	11.8	7.6	-35.6	10	KLTG-FM	3.1	3.1	0.0

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Arbitron says these people are the same.



Age and sex is certainly valuable information. But if that's where your rating source stops measuring, you'd better hold it. Like the pictures here, the ages and sexes may be the same but vive la différence! Differences in income, education, lifestyle, purchasing habits, likes and dislikes, pros and cons, the list goes on and they're *all* important.

Only Birch/Scarborough provides you with the differences that your sales staff can use to show the quality and quantity of the audience you have invested your programming dollars to gain.

Because Birch gets its information right from the horse's mouth. One on one. Person to person. At Birch/Scarborough, we talk directly to the people your clients' clients want to talk to. Because that's the only way to get reliable, in-depth information. Information that sells beyond cost per point.

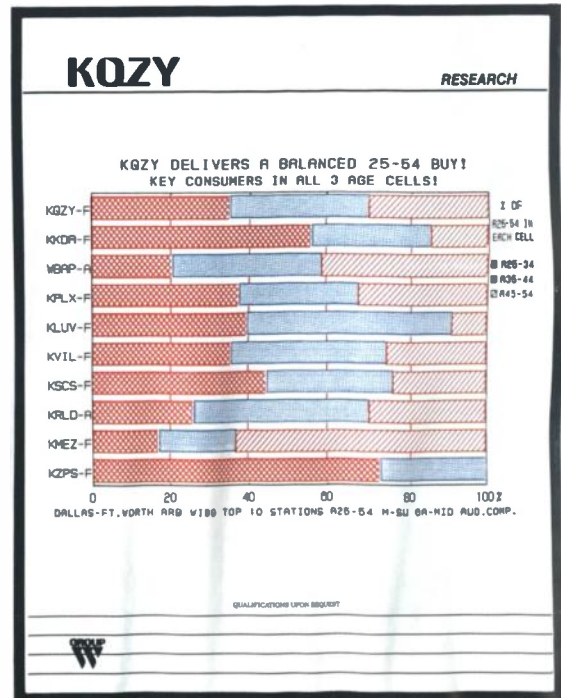
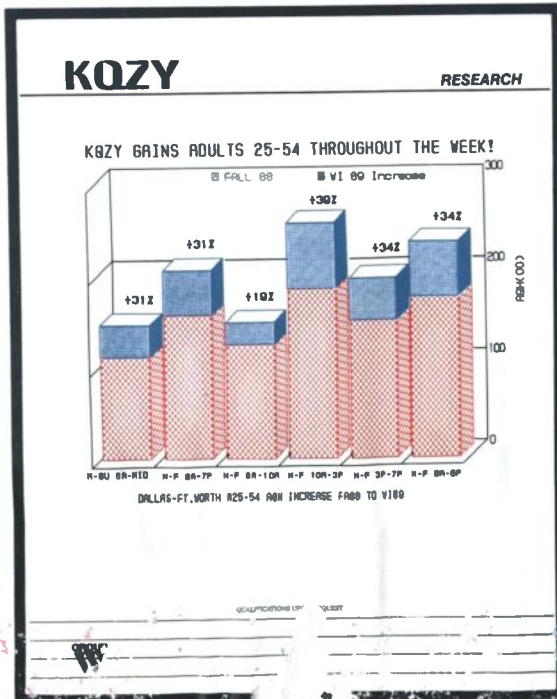
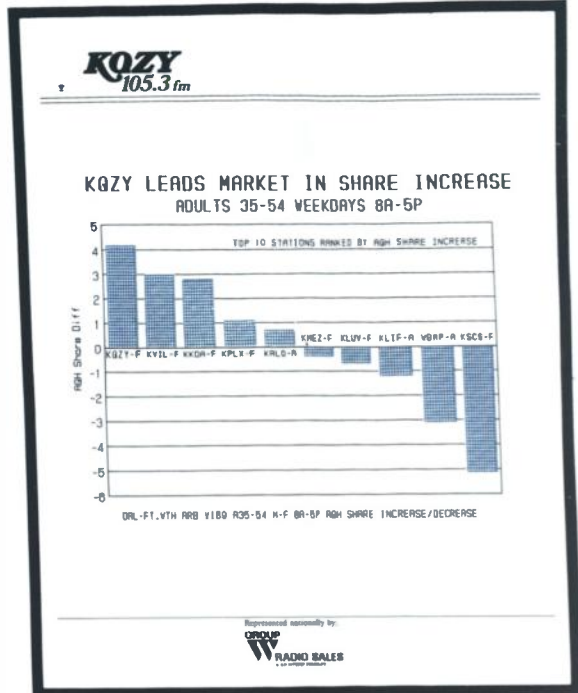
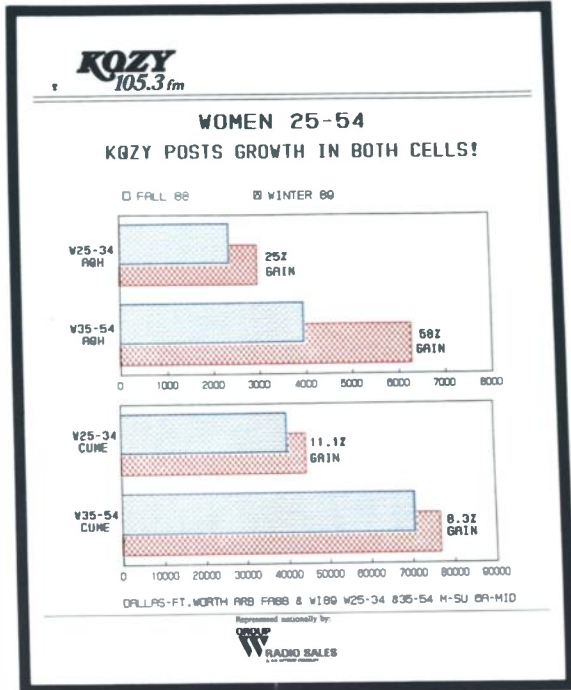
No two people are alike. The same is true of radio ratings services. **They** say people are the same. **We** say the difference is like *prime* and *drive* time.

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No other Radio Ratings Software can give you Graphics like this...



STEP 7A