



# March PPM – Adult Contemporary

Arbitron’s addition of Boston as a Portable People Meter market means perennial Adult Contemporary force WMJX (“Magic”) makes its initial appearance in our sample.

A 1.0 share (6+) in an applicable PPM-measured March 2009 survey was required to appear in this Adult Contemporary summary. Dual asterisks (\*\*) designate non-metro stations.

## Basic Overview

By descending market size, each Adult Contemporary station’s Holiday, January 2009, February 2009 and March 2009 6+ shares are noted.

Mk	Calls/City	Hol	Jan	Feb	Mar	Mk	Calls/City	Hol	Jan	Feb	Mar
1	WLTW/New York	8.3	5.5	5.7	6.2	9	WASH/Washington	11.6	7.4	7.3	7.6
1	WWFS/New York	2.7	3.0	2.9	3.2	10	WMJX/Boston	NA	7.0	7.3	6.9
1	WALK-FM/New York**	1.7	1.2	1.1	1.1	10	WPLM-FM/Boston	NA	1.7	2.2	1.9
1	WKJY/New York**	0.9	1.1	1.1	1.1	11	WNIC/Detroit	13.2	5.7	5.5	5.8
2	KOST/Los Angeles	7.2	3.9	3.7	3.9	11	WMGC/Detroit	3.1	3.6	3.8	4.7
3	WLIT/Chicago	10.3	3.7	4.0	3.7	19	WALK-FM/Long Island	10.5	7.0	7.1	6.9
3	WILV/Chicago	1.9	2.6	2.6	2.5	19	WKJY/Long Island	5.0	6.0	6.4	6.3
3	WCFS/Chicago	2.4	1.8	1.8	1.9	19	WLTW/Long Island**	5.5	3.1	3.5	3.9
4	KOIT-FM/San Francisco	8.3	4.8	4.4	4.7	19	WWFS/Long Island**	1.8	2.4	2.6	2.2
4	KBAY/San Francisco**	2.4	2.2	2.2	2.2	26	KOST/Riverside**	4.9	1.9	1.6	2.0
4	KUIC/San Francisco**	1.1	1.3	1.2	1.3	26	KATY/Riverside	2.8	2.1	1.8	1.9
5	KVIL/Dallas	6.1	3.8	3.9	3.8	35	KBAY/San Jose	8.4	6.5	7.5	7.9
6	KODA/Houston	9.2	5.9	5.9	5.3	35	KOIT-FM/San Jose**	5.2	3.9	3.2	3.4
7	WSB-FM/Atlanta	9.1	5.2	4.8	4.8	38	WLTW/Middlesex**	9.2	6.1	5.7	5.8
8	WBEB/Philadelphia	11.9	6.6	7.0	7.3	38	WMGQ/Middlesex	4.8	4.9	5.0	5.0
8	WNUW/Philadelphia	5.1	2.8	2.6	2.2	38	WWFS/Middlesex**	3.2	3.2	2.9	2.9
8	WJBR-FM/Philadelphia**	0.9	1.3	1.2	1.3						

## By Strongest Market

While the greater New York City area has a 1-2-3 finish, Detroit notches the greatest February-March increase of the 15 electronically-measured metros.

	Feb	Mar				Feb	Mar		
<b>Long Island</b>	<b>19.6</b>	<b>19.3</b>	<b>-.3</b>			<b>New York</b>	<b>10.8</b>	<b>11.6</b>	<b>+.8</b>
WALK-FM	7.1	6.9	-.2	#1	WLTW	5.7	6.2	+.5	#1
WKJY	6.4	6.3	-.1	#2	WWFS	2.9	3.2	+.3	#13
WLTW**	3.5	3.9	+.4	#8	WALK-FM**	1.1	1.1	Flat	#25
					WKJY**	1.1	1.1	Flat	#25
<b>Middlesex</b>	<b>13.6</b>	<b>13.7</b>	<b>+.1</b>			<b>Philadelphia</b>	<b>10.8</b>	<b>10.8</b>	<b>Flat</b>
WLTW**	5.7	5.8	+.1	#4	WBEB	7.0	7.3	+.3	#1
WMGQ	5.0	5.0	Flat	#6	WNUW	2.6	2.2	-.4	#20
					WJBR-FM**	1.2	1.3	+.1	#25

<b>Detroit</b>	<b>Feb</b>	<b>Mar</b>	<b>+1.2</b>	
WNIC	5.5	5.8	+ .3	#1
WMGC	3.8	4.7	+ .9	#10
<b>San Jose</b>	<b>Feb</b>	<b>Mar</b>	<b>+ .6</b>	
KBAY	7.5	7.9	+ .4	#1
KOIT-FM**	3.2	3.4	+ .2	#11
<b>Boston</b>	<b>Feb</b>	<b>Mar</b>	<b>- .7</b>	
WMJX	7.3	6.9	- .4	#2
WPLM-FM	2.2	1.9	- .3	#19
<b>San Francisco</b>	<b>Feb</b>	<b>Mar</b>	<b>+ .4</b>	
KOIT-FM	4.4	4.7	+ .3	#4
KBAY**	2.2	2.2	Flat	#21
KUIC**	1.2	1.3	+ .1	#27
<b>Chicago</b>	<b>Feb</b>	<b>Mar</b>	<b>- .3</b>	
WLIT	4.0	3.7	- .3	#9
WILV	2.6	2.5	- .1	#15
WCFS	1.8	1.9	+ .1	#23

<b>Washington</b>	<b>Feb</b>	<b>Mar</b>	<b>+ .3</b>	
WASH	7.3	7.6	+ .3	#2
<b>Houston</b>	<b>Feb</b>	<b>Mar</b>	<b>- .6</b>	
KODA	5.9	5.3	- .6	#4
<b>Atlanta</b>	<b>Feb</b>	<b>Mar</b>	<b>Flat</b>	
WSB-FM	4.8	4.8	Flat	#5
<b>Los Angeles</b>	<b>Feb</b>	<b>Mar</b>	<b>+ .2</b>	
KOST	3.7	3.9	+ .2	#4
<b>Riverside</b>	<b>Feb</b>	<b>Mar</b>	<b>+ .5</b>	
KOST**	1.6	2.0	+ .4	#16
KATY	1.8	1.9	+ .1	#20
<b>Dallas</b>	<b>Feb</b>	<b>Mar</b>	<b>- .1</b>	
KVIL	3.9	3.8	- .1	#7

## Gains/Losses

Not only do both Detroit ACs post month-month improvement, Greater Media's "Magic" boasts the highest (6+) gain (+.9) in the 15 PPM markets.

Mk	Calls/City	Feb	Mar	Flux	Mk	Calls/City	Feb	Mar	Flux
11	WMGC/Detroit	3.8	4.7	<b>+ .9</b>	1	WALK-FM/New York**	1.1	1.1	Flat
1	WLTW/New York	5.7	6.2	<b>+ .5</b>	1	WKJY/New York**	1.1	1.1	Flat
19	WLTW/Long Island**	3.5	3.9	<b>+ .4</b>	4	KBAY/San Francisco**	2.2	2.2	Flat
26	KOST/Riverside**	1.6	2.0	<b>+ .4</b>	7	WSB-FM/Atlanta	4.8	4.8	Flat
35	KBAY/San Jose	7.5	7.9	<b>+ .4</b>	38	WMGQ/Middlesex	5.0	5.0	Flat
1	WWFS/New York	2.9	3.2	<b>+ .3</b>	38	WWFS/Middlesex**	2.9	2.9	Flat
4	KOIT-FM/San Francisco	4.4	4.7	<b>+ .3</b>	3	WILV/Chicago	2.6	2.5	<b>- .1</b>
8	WBEB/Philadelphia	7.0	7.3	<b>+ .3</b>	5	KVIL/Dallas	3.9	3.8	<b>- .1</b>
9	WASH/Washington	7.3	7.6	<b>+ .3</b>	19	WKJY/Long Island	6.4	6.3	<b>- .1</b>
11	WNIC/Detroit	5.5	5.8	<b>+ .3</b>	19	WALK-FM/Long Island	7.1	6.9	<b>- .2</b>
2	KOST/Los Angeles	3.7	3.9	<b>+ .2</b>	3	WLIT/Chicago	4.0	3.7	<b>- .3</b>
35	KOIT-FM/San Jose**	3.2	3.4	<b>+ .2</b>	10	WPLM-FM/Boston	2.2	1.9	<b>- .3</b>
3	WCFS/Chicago	1.8	1.9	<b>+ .1</b>	8	WNUW/Philadelphia	2.6	2.2	<b>- .4</b>
4	KUIC/San Francisco**	1.2	1.3	<b>+ .1</b>	10	WMJX/Boston	7.3	6.9	<b>- .4</b>
8	WJBR-FM/Philadelphia**	1.2	1.3	<b>+ .1</b>	19	WWFS/Long Island**	2.6	2.2	<b>- .4</b>
26	KATY/Riverside	1.8	1.9	<b>+ .1</b>	6	KODA/Houston	5.9	5.3	<b>- .6</b>
38	WLTW/Middlesex**	5.7	5.8	<b>+ .1</b>					

- More than half the Adult Contemporary stations listed were up February-March (**52%**); **30%** went down; and **18%** remained flat.
- Typical gains and losses were identical **+ .29** and **- .29**.

## AQH Share

For the second successive month, **NextMedia's KBAY/San Jose** claims top (6+) Average Quarter Hour honors.

Mk	Calls/City	Feb	March	Mk	Calls/City	Feb	March
35	KBAY/San Jose	7.5	7.9	3	WLIT/Chicago	4.0	3.7
9	WASH/Washington	7.3	7.6	35	KOIT-FM/San Jose**	3.2	3.4
8	WBEB/Philadelphia	7.0	7.3	1	WWFS/New York	2.9	3.2
10	WMJX/Boston	7.3	6.9	38	WWFS/Middlesex**	2.9	2.9
19	WALK-FM/Long Island	7.1	6.9	3	WILV/Chicago	2.6	2.5
19	WKJY/Long Island	6.4	6.3	4	KBAY/San Francisco**	2.2	2.2
1	WLTW/New York	5.7	6.2	8	WNUW/Philadelphia	2.6	2.2
11	WNIC/Detroit	5.5	5.8	19	WWFS/Long Island**	2.6	2.2
38	WLTW/Middlesex**	5.7	5.8	26	KOST/Riverside**	1.6	2.0
6	KODA/Houston	5.9	5.3	3	WCFS/Chicago	1.8	1.9
38	WMGQ/Middlesex	5.0	5.0	10	WPLM-FM/Boston	2.2	1.9
7	WSB-FM/Atlanta	4.8	4.8	26	KATY/Riverside	1.8	1.9
4	KOIT-FM/San Francisco	4.4	4.7	4	KUIC/San Francisco**	1.2	1.3
11	WMGC/Detroit	3.8	4.7	8	WJBR-FM/Philadelphia**	1.2	1.3
2	KOST/Los Angeles	3.7	3.9	1	WALK-FM/New York**	1.1	1.1
19	WLTW/Long Island**	3.5	3.9	1	WKJY/New York**	1.1	1.1
5	KVIL/Dallas	3.9	3.8				

- After Holiday's lofty **5.76** 6+ average, shares for Adult Contemporary stations in the PPM metros noted above have stabilized to **3.91** (January); **3.92** (February) and **3.98** (March).

## Market Rankers

**Clear Channel/Detroit's WNIC** returns to #1.

Mk	Calls/City	Feb	Mar	Rank	Mk	Calls/City	Feb	Mar	Rank
1	WLTW/New York	5.7	6.2	#1	11	WMGC/Detroit	3.8	4.7	#10
8	WBEB/Philadelphia	7.0	7.3	#1	35	KOIT-FM/San Jose**	3.2	3.4	#11
11	WNIC/Detroit	5.5	5.8	#1	1	WWFS/New York	2.9	3.2	#13
19	WALK-FM/Long Island	7.1	6.9	#1	38	WWFS/Middlesex**	2.9	2.9	#14
35	KBAY/San Jose	7.5	7.9	#1	3	WILV/Chicago	2.6	2.5	#15
9	WASH/Washington	7.3	7.6	#2	19	WWFS/Long Island**	2.6	2.2	#16
10	WMJX/Boston	7.3	6.9	#2	26	KOST/Riverside**	1.6	2.0	#16
19	WKJY/Long Island	6.4	6.3	#2	10	WPLM-FM/Boston	2.2	1.9	#19
2	KOST/Los Angeles	3.7	3.9	#4	8	WNUW/Philadelphia	2.6	2.2	#20
4	KOIT-FM/San Francisco	4.4	4.7	#4	26	KATY/Riverside	1.8	1.9	#20
6	KODA/Houston	5.9	5.3	#4	4	KBAY/San Francisco**	2.2	2.2	#21
38	WLTW/Middlesex**	5.7	5.8	#4	3	WCFS/Chicago	1.8	1.9	#23
7	WSB-FM/Atlanta	4.8	4.8	#5	1	WALK-FM/New York**	1.1	1.1	#25
38	WMGQ/Middlesex	5.0	5.0	#6	1	WKJY/New York**	1.1	1.1	#25
5	KVIL/Dallas	3.9	3.8	#7	8	WJBR-FM/Philadelphia**	1.2	1.3	#25
19	WLTW/Long Island**	3.5	3.9	#8	4	KUIC/San Francisco**	1.2	1.3	#27
3	WLIT/Chicago	4.0	3.7	#9					

- Based on data from the 15 PPM markets, Adult Contemporary facilities usually finished **11<sup>th</sup>** (**#10.96**) in their respective markets in March (6+), virtually identical to last month's **10.90**.

## By Group Owner

With a 1.1-share February-March gain, **Clear Channel** is on its way to a nearly four-to-one advantage over #2 **CBS Radio**.

<b>Clear Channel</b>	<b>51.1</b>	<b>52.2</b>	<b>+1.1</b>	
1 WLTW/New York	5.7	6.2	+.5	#1
1 WALK-FM/New York**	1.1	1.1	Flat	#25
2 KOST/Los Angeles	3.7	3.9	+.2	#4
3 WLIT/Chicago	4.0	3.7	-.3	#9
6 KODA/Houston	5.9	5.3	-.6	#4
9 WASH/Washington	7.3	7.6	+.3	#2
11 WNIC/Detroit	5.5	5.8	+.3	#1
19 WALK-FM/Long Island	7.1	6.9	-.2	#1
19 WLTW/Long Island**	3.5	3.9	+.4	#8
26 KOST/Riverside**	1.6	2.0	+.4	#16
38 WLTW/Middlesex**	5.7	5.8	+.1	#4
<b>CBS Radio</b>	<b>14.1</b>	<b>14.0</b>	<b>-.1</b>	
1 WWFS/New York	2.9	3.2	+.3	#13
3 WCFS/Chicago	1.8	1.9	+.1	#23
5 KVIL/Dallas	3.9	3.8	-.1	#7
19 WWFS/Long Island**	2.6	2.2	-.4	#16
38 WWFS/Middlesex**	2.9	2.9	Flat	#14
<b>Greater Media</b>	<b>18.7</b>	<b>18.8</b>	<b>+.1</b>	
8 WNUW/Philadelphia	2.6	2.2	-.4	#20
10 WMJX/Boston	7.3	6.9	-.4	#2
11 WMGC/Detroit	3.8	4.7	+.9	#10
38 WMGQ/Middlesex	5.0	5.0	Flat	#6
<b>NextMedia</b>	<b>9.7</b>	<b>10.1</b>	<b>+.4</b>	
4 KBAY/San Francisco**	2.2	2.2	Flat	#21
35 KBAY/San Jose	7.5	7.9	+.4	#1
<b>Entercom</b>	<b>7.6</b>	<b>8.1</b>	<b>+.5</b>	
4 KOIT-FM/San Francisco	4.4	4.7	+.3	#4
35 KOIT-FM/San Jose**	3.2	3.4	+.2	#11
<b>Barnstable</b>	<b>7.5</b>	<b>7.4</b>	<b>-.1</b>	
1 WKJY/New York**	1.1	1.1	Flat	#25
19 WKJY/Long Island	6.4	6.3	-.1	#2
<b>Jerry Lee</b>	<b>7.0</b>	<b>7.3</b>	<b>+.3</b>	
8 WBEB/Philadelphia	7.0	7.3	+.3	#1
<b>Cox Radio</b>	<b>4.8</b>	<b>4.8</b>	<b>Flat</b>	
7 WSB-FM/Atlanta	4.8	4.8	Flat	#5
<b>Bonneville</b>	<b>2.6</b>	<b>2.5</b>	<b>-.1</b>	
3 WILV/Chicago	2.6	2.5	-.1	#15
<b>All Pro</b>	<b>1.8</b>	<b>1.9</b>	<b>+.1</b>	
26 KATY/Riverside	1.8	1.9	+.1	#20
<b>Plymouth Rock</b>	<b>2.2</b>	<b>1.9</b>	<b>-.3</b>	
10 WPLM-FM/Boston	2.2	1.9	-.3	#19
<b>Beasley</b>	<b>1.2</b>	<b>1.3</b>	<b>+.1</b>	
8 WJBR-FM/Philadelphia**	1.2	1.3	+.1	#25
<b>Coast Radio</b>	<b>1.2</b>	<b>1.3</b>	<b>+.1</b>	
4 KUIC/San Francisco**	1.2	1.3	+.1	#27

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Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (4-23-2009), which featured a March PPM Talk recap.

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