



May PPM – CHR & Rhythmic CHR

We're continuing to track newly-formed CHR competitions in New York (**Clear Channel's "Z100"** versus **CBS Radio's "Now"**) and Los Angeles (**CBS Radio's "Amp"** against **Clear Channel's "Kiss-FM"**), as well as ongoing Los Angeles and Philadelphia Rhythmic CHR battles. A 1.0 share (6+) in an applicable PPM-measured May 2009 survey was required to appear in these CHR and Rhythmic CHR summaries. Dual asterisks (**) designate non-metro stations.

CHR

Basic Overview

By descending market size, each CHR's February, March, April and May 6+ shares are noted.

Mk	Calls/City	Feb	Mar	Apr	May
1	WHTZ/New York	5.7	4.8	4.9	5.1
1	WXRK/New York	1.5	1.4	1.5	1.8
1	WBLI/New York**	1.0	1.1	1.3	1.2
2	KIIS/Los Angeles	5.7	5.2	4.9	5.3
2	KLSX/Los Angeles	2.1	3.2	3.7	3.9
3	WKSC/Chicago	3.3	3.1	3.6	3.8
5	KHKS/Dallas	5.2	5.8	5.6	5.4
6	KRBE/Houston	4.2	4.5	5.0	4.8
6	KKHH/Houston	3.4	4.4	3.8	4.3
7	WWWQ/Atlanta	4.1	4.3	4.6	4.4
7	WSTR/Atlanta	2.8	3.3	3.5	4.0
8	WIOQ/Philadelphia	3.7	3.6	3.7	4.1
9	WIHT/Washington	6.1	5.1	5.4	5.4
10	WXKS-FM/Boston	8.8	8.4	8.0	7.9
11	WKQI/Detroit	5.9	5.8	5.7	5.4
19	WBLI/Long Island	5.5	5.8	6.7	6.5
19	WHTZ/Long Island**	6.0	5.0	5.0	4.3
19	WXRK/Long Island**	1.5	1.2	1.1	1.0
26	KIIS/Riverside**	6.3	5.9	6.4	5.2
26	KLSX/Riverside**	1.3	1.3	1.5	1.7
39	WHTZ/Middlesex**	5.8	5.1	5.3	4.6
39	WXRK/Middlesex**	2.8	2.2	3.0	3.6

Gains/Losses

CBS Radio-owned **"Now"** (**WXRK**) gains six tenths in Middlesex and three-tenths in its home (New York) market, but is down one-tenth in Nassau-Suffolk (Long Island). Los Angeles' **"Kiss-FM"** (**KIIS**) posts a four-tenths gain in its metro although the **Clear Channel** facility is off a hefty -1.2 in the Inland Empire.

Mk	Calls/City	Apr	May	Flux	Mk	Calls/City	Apr	May	Flux
39	WXRK/Middlesex**	3.0	3.6	+.6	7	WSTR/Atlanta	3.5	4.0	+.5
6	KKHH/Houston	3.8	4.3	+.5	2	KIIS/Los Angeles	4.9	5.3	+.4

8 WIOQ/Philadelphia	3.7	4.1	+.4	19 WXRK/Long Island**	1.1	1.0	-.1
1 WXRK/New York	1.5	1.8	+.3	5 KHKS/Dallas	5.6	5.4	-.2
1 WHTZ/New York	4.9	5.1	+.2	6 KRBE/Houston	5.0	4.8	-.2
2 KLSX/Los Angeles	3.7	3.9	+.2	7 WWWQ/Atlanta	4.6	4.4	-.2
3 WKSC/Chicago	3.6	3.8	+.2	19 WBLI/Long Island	6.7	6.5	-.2
26 KLSX/Riverside**	1.5	1.7	+.2	11 WKQI/Detroit	5.7	5.4	-.3
9 WIHT/Washington	5.4	5.4	Flat	19 WHTZ/Long Island**	5.0	4.3	-.7
1 WBLI/New York**	1.3	1.2	-.1	39 WHTZ/Middlesex**	5.3	4.6	-.7
				26 KIIS/Riverside**	6.4	5.2	-1.2
10 WXKS-FM/Boston	8.0	7.9	-.1				

- CHR ups (**45%**) and downs (**50%**) are nearly equally divided with the remaining **5%** flat from April.
- Moreover typical gains, **+.35**, are virtually identical to representative losses, **-.36**.

AQH Share

For the fifth consecutive month, **WXKS-FM/Boston ("Kiss")** scores the strongest 6+ numbers among its peers, although the **Clear Channel** station is down for the third straight time.

Mk	Calls/City	Feb	Mar	Apr	May
10	WXKS-FM/Boston	8.8	8.4	8.0	7.9
19	WBLI/Long Island	5.5	5.8	6.7	6.5
5	KHKS/Dallas	5.2	5.8	5.6	5.4
9	WIHT/Washington	6.1	5.1	5.4	5.4
11	WKQI/Detroit	5.9	5.8	5.7	5.4
2	KIIS/Los Angeles	5.7	5.2	4.9	5.3
26	KIIS/Riverside**	6.3	5.9	6.4	5.2
1	WHTZ/New York	5.7	4.8	4.9	5.1
6	KRBE/Houston	4.2	4.5	5.0	4.8
39	WHTZ/Middlesex**	5.8	5.1	5.3	4.6
7	WWWQ/Atlanta	4.1	4.3	4.6	4.4
6	KKHH/Houston	3.4	4.4	3.8	4.3
19	WHTZ/Long Island**	6.0	5.0	5.0	4.3
8	WIOQ/Philadelphia	3.7	3.6	3.7	4.1
7	WSTR/Atlanta	2.8	3.3	3.5	4.0
2	KLSX/Los Angeles	2.1	3.2	3.7	3.9
3	WKSC/Chicago	3.3	3.1	3.6	3.8
39	WXRK/Middlesex**	2.8	2.2	3.0	3.6
1	WXRK/New York	1.5	1.4	1.5	1.8
26	KLSX/Riverside**	1.3	1.3	1.5	1.7
1	WBLI/New York**	1.0	1.1	1.3	1.2
19	WXRK/Long Island**	1.5	1.2	1.1	1.0

- Beginning with the Holiday survey period, stations in our CHR sample posted a **3.76**; **4.11** in January; and another increase to **4.20** in February. The average dipped back to **4.11** in March, improved to **4.28** in April and is basically the same (**4.25**) in May.

Market Rankers

More than eight of ten CHRs in this PPM group (**82%**) finish in the top ten within their particular markets.

Mk	Calls/City	Apr	May	May 6+	Mk	Calls/City	Apr	May	6+
2	KIIS/Los Angeles	4.9	5.3	#1	2	KLSX/Los Angeles	3.7	3.9	#4
10	WXKS-FM/Boston	8.0	7.9	#1	26	KIIS/Riverside**	6.4	5.2	#4
19	WBLI/Long Island	6.7	6.5	#1	6	KRBE/Houston	5.0	4.8	#5
1	WHTZ/New York	4.9	5.1	#2	9	WIHT/Washington	5.4	5.4	#5
5	KHKS/Dallas	5.6	5.4	#2	11	WKQI/Detroit	5.7	5.4	#5

39 WHTZ/Middlesex**	5.3	4.6	#5	7 WSTR/Atlanta	3.5	4.0	#10
6 KKHH/Houston	3.8	4.3	#6	26 KLSX/Riverside**	1.5	1.7	#18
7 WWVQ/Atlanta	4.6	4.4	#6	1 WXRK/New York	1.5	1.8	#20
19 WHTZ/Long Island**	5.0	4.3	#6	1 WBLI/New York**	1.3	1.2	#25
3 WKSC/Chicago	3.6	3.8	#8	19 WXRK/Long Island**	1.1	1.0	#27
8 WIOQ/Philadelphia	3.7	4.1	#8				
39 WXRK/Middlesex**	3.0	3.6	#8				

- Among persons 6+ in May, CHR facilities usually finished eighth (**#8.04**), compared to **#8.63** in April and **#9.68** in March.

By Strongest Market

Los Angeles leaps over Houston for runner-up honors.

Long Island	12.8	11.8	-1.0		WBLI**	1.3	1.2	-.1	#25
WBLI	6.7	6.5	-.2	#1	Boston	8.0	7.9	-.1	
WHTZ**	5.0	4.3	-.7	#6	WXKS-FM	8.0	7.9	-.1	#1
WXRK**	1.1	1.0	-.1	#27	Riverside	7.9	6.9	-1.0	
Los Angeles	8.6	9.2	+.6		KIIS**	6.4	5.2	-1.2	#4
KIIS	4.9	5.3	+.4	#1	KLSX**	1.5	1.7	+.2	#18
KLSX	3.7	3.9	+.2	#4	Dallas	5.6	5.4	-.2	
Houston	8.8	9.1	+.3		KHKS	5.6	5.4	-.2	#2
KRBE	5.0	4.8	-.2	#5	Washington	5.4	5.4	Flat	
KKHH	3.8	4.3	+.5	#6	WIHT	5.4	5.4	Flat	#5
Atlanta	8.1	8.4	+.3		Detroit	5.7	5.4	-.3	
WWVQ	4.6	4.4	-.2	#6	WKQI	5.7	5.4	-.3	#5
WSTR	3.5	4.0	+.5	#10	Philadelphia	3.7	4.1	+.4	
Middlesex	8.3	8.2	-.1		WIOQ	3.7	4.1	+.4	#8
WHTZ**	5.3	4.6	-.7	#5	Chicago	3.6	3.8	+.2	
WXRK**	3.0	3.6	+.6	#8	WKSC	3.6	3.8	+.2	#8
New York	7.7	8.1	+.4						
WHTZ	4.9	5.1	+.2	#2					
WXRK	1.5	1.8	+.3	#20					

By Group Owner

Five of the six **CBS Radio** entries register April-May improvements (6+).

Clear Channel	58.5	56.5	-2.0		2 KLSX/Los Angeles	3.7	3.9	+.2
1 WHTZ/New York	4.9	5.1	+.2		6 KKHH/Houston	3.8	4.3	+.5
2 KIIS/Los Angeles	4.9	5.3	+.4		19 WXRK/Long Island**	1.1	1.0	-.1
3 WKSC/Chicago	3.6	3.8	+.2		26 KLSX/Riverside**	1.5	1.7	+.2
5 KHKS/Dallas	5.6	5.4	-.2		39 WXRK/Middlesex**	3.0	3.6	+.6
8 WIOQ/Philadelphia	3.7	4.1	+.4		Cumulus	9.6	9.2	-.4
9 WIHT/Washington	5.4	5.4	Flat		6 KRBE/Houston	5.0	4.8	-.2
10 WXKS-FM/Boston	8.0	7.9	-.1		7 WWVQ/Atlanta	4.6	4.4	-.2
11 WKQI/Detroit	5.7	5.4	-.3		Cox Radio	8.0	7.7	-.3
19 WHTZ/Long Island**	5.0	4.3	-.7		1 WBLI/New York**	1.3	1.2	-.1
26 KIIS/Riverside**	6.4	5.2	-1.2		19 WBLI/Long Island	6.7	6.5	-.2
39 WHTZ/Middlesex**	5.3	4.6	-.7		Lincoln Financial	3.5	4.0	+.5
CBS Radio	14.6	16.3	+1.7		7 WSTR/Atlanta	3.5	4.0	+.5
1 WXRK/New York	1.5	1.8	+.3					

Rhythmic CHR

Basic Overview

By descending market size, each Rhythmic CHR's Feb, Mar, Apr and May 6+ shares are noted.

Mk Calls/City	Feb	Mar	Apr	May
1 WQHT/New York	3.0	3.1	3.2	3.4
2 KPWR/Los Angeles	3.6	3.4	3.2	3.2
2 KXOL/Los Angeles	2.0	1.8	1.9	1.8
3 WBBM-FM/Chicago	2.6	2.7	2.6	2.8
4 KYLD/San Francisco	3.7	3.6	3.6	3.4
5 KBFB/Dallas	4.2	4.2	3.3	3.5
6 KBXX/Houston	5.6	7.0	6.7	6.8
7 WBTS/Atlanta	4.3	4.4	3.8	3.6
8 WRDW/Philadelphia	3.5	3.8	3.8	3.8
8 WPHI/Philadelphia	3.4	3.2	3.0	2.6
9 WPGC-FM/Washington	4.2	4.1	3.2	3.5
10 WJMN/Boston	4.6	4.7	5.6	5.8
19 WQHT/Long Island**	1.8	1.6	1.8	2.1
19 WDRE/Long Island	1.2	1.0	1.1	1.0
26 KGGI/Riverside	5.1	5.8	6.4	6.8
26 KPWR/Riverside**	2.4	2.4	2.7	2.5
35 KYLD/San Jose**	4.1	4.0	4.3	4.0
38 WQHT/Middlesex**	2.9	2.7	2.5	2.8

Gains/Losses

No Rhythmic CHR has a 6+ April-May increase or decrease of one-half share or greater.

Mk Calls/City	Apr	May	Flux				
26 KGGI/Riverside	6.4	6.8	+.4	2 KPWR/Los Angeles	3.2	3.2	Flat
9 WPGC-FM/Washington	3.2	3.5	+.3	8 WRDW/Philadelphia	3.8	3.8	Flat
19 WQHT/Long Island**	1.8	2.1	+.3	2 KXOL/Los Angeles	1.9	1.8	-.1
38 WQHT/Middlesex**	2.5	2.8	+.3	19 WDRE/Long Island	1.1	1.0	-.1
1 WQHT/New York	3.2	3.4	+.2	4 KYLD/San Francisco	3.6	3.4	-.2
3 WBBM-FM/Chicago	2.6	2.8	+.2	7 WBTS/Atlanta	3.8	3.6	-.2
5 KBFB/Dallas	3.3	3.5	+.2	26 KPWR/Riverside**	2.7	2.5	-.2
10 WJMN/Boston	5.6	5.8	+.2	35 KYLD/San Jose**	4.3	4.0	-.3
6 KBXX/Houston	6.7	6.8	+.1	8 WPHI/Philadelphia	3.0	2.6	-.4

- Gains **(50%)** outnumbered losses **(39%)** with the other **11%** staying even.
- There's little difference between typical gains **(+.24)** and representative declines **(-.21)**.

AQH Share

KGGI/Riverside (+.4) finally catches Houston's **"Box" (+.1)**; both 1-2 the past 5 survey periods.

Mk Calls/City	Feb	Mar	Apr	May
6 KBXX/Houston	5.6	7.0	6.7	6.8
26 KGGI/Riverside	5.1	5.8	6.4	6.8
10 WJMN/Boston	4.6	4.7	5.6	5.8
35 KYLD/San Jose**	4.1	4.0	4.3	4.0
8 WRDW/Philadelphia	3.5	3.8	3.8	3.8
7 WBTS/Atlanta	4.3	4.4	3.8	3.6
5 KBFB/Dallas	4.2	4.2	3.3	3.5
9 WPGC-FM/Washington	4.2	4.1	3.2	3.5
1 WQHT/New York	3.0	3.1	3.2	3.4

4 KYLD/San Francisco	3.7	3.6	3.6	3.4
2 KPWR/Los Angeles	3.6	3.4	3.2	3.2
3 WBBM-FM/Chicago	2.6	2.7	2.6	2.8
38 WQHT/Middlesex**	2.9	2.7	2.5	2.8
8 WPHI/Philadelphia	3.4	3.2	3.0	2.6
26 KPWR/Riverside**	2.4	2.4	2.7	2.5
19 WQHT/Long Island**	1.8	1.6	1.8	2.1
2 KXOL/Los Angeles	2.0	1.8	1.9	1.8
19 WDRE/Long Island	1.2	1.0	1.1	1.0

- After taking a **3.38** to **3.23** Holiday-to-January fall, Rhythmic CHRs in our sample bounced back to post a 6+ average of **3.45** in February and **3.52** in March. The yo-yo effect continues with a **3.48** in April and back to **3.52** in May.

Market Rankers

Less than one of every three stations in our panel (**28%**) finishes in the top ten in May (6+).

Mk	Calls/City	Apr	May	May 6+	Mk	Calls/City	Apr	May	6+
26	KGGI/Riverside	6.4	6.8	#1	3	WBBM-FM/Chicago	2.6	2.8	#13
6	KBXX/Houston	6.7	6.8	#2	7	WBTS/Atlanta	3.8	3.6	#13
10	WJMN/Boston	5.6	5.8	#4	26	KPWR/Riverside**	2.7	2.5	#13
4	KYLD/San Francisco	3.6	3.4	#9	9	WPGC-FM/Washington	3.2	3.5	#14
2	KPWR/Los Angeles	3.2	3.2	#10	19	WQHT/Long Island**	1.8	2.1	#17
5	KBFB/Dallas	3.3	3.5	#11	38	WQHT/Middlesex**	2.5	2.8	#17
8	WRDW/Philadelphia	3.8	3.8	#11	8	WPHI/Philadelphia	3.0	2.6	#19
35	KYLD/San Jose**	4.3	4.0	#11	2	KXOL/Los Angeles	1.9	1.8	#23
1	WQHT/New York	3.2	3.4	#12	19	WDRE/Long Island	1.1	1.0	#27

- Rhythmic CHRs generally rank **12th or 13th** (**#12.61**) in their respective markets in May (6+) – which is absolutely identical to April’s average; it was **#11.66** in March.

By Strongest Market

Riverside continues to be the format’s clear-cut frontrunner.

Riverside	9.1	9.3	+.2		Dallas	3.3	3.5	+.2	
KGGI	6.4	6.8	+.4	#1	KBFB	3.3	3.5	+.2	#11
KPWR**	2.7	2.5	-.2	#13					
					Washington	3.2	3.5	+.3	
Houston	6.7	6.8	+.1		WPGC-FM	3.2	3.5	+.3	#14
KBXX	6.7	6.8	+.1	#2					
					New York	3.2	3.4	+.2	
Philadelphia	6.8	6.4	-.4		WQHT	3.2	3.4	+.2	#12
WRDW	3.8	3.8	Flat	#11					
WPHI	3.0	2.6	-.4	#19	San Francisco	3.6	3.4	-.2	
					KYLD	3.6	3.4	-.2	#9
Boston	5.6	5.8	+.2		Long Island	2.9	3.1	+.2	
WJMN	5.6	5.8	+.2	#4	WQHT**	1.8	2.1	+.3	#17
WJMN	5.6	5.8	+.2	#4	WDRE	1.1	1.0	-.1	#27
Los Angeles	5.1	5.0	-.1		Chicago	2.6	2.8	+.2	
KPWR	3.2	3.2	Flat	#10	WBBM-FM	2.6	2.8	+.2	#13
KXOL	1.9	1.8	-.1	#23	Middlesex	2.5	2.8	+.3	
					WQHT**	2.5	2.8	+.3	#17
San Jose	4.3	4.0	-.3						
KYLD**	4.3	4.0	-.3	#11					
Atlanta	3.8	3.6	-.2						
WBTS	3.8	3.6	-.2	#13					

By Group Owner

The two **Emmis**-owned Rhythmic CHRs are now six shares behind **Clear Channel**'s three similarly-programmed facilities.

Clear Channel	19.9	20.0	+.1	CBS Radio	5.8	6.3	+.5
4 KYLD/San Francisco	3.6	3.4	-.2	3 WBBM-FM/Chicago	2.6	2.8	+.2
10 WJMN/Boston	5.6	5.8	+.2	9 WPGC-FM/Washington	3.2	3.5	+.3
26 KGGI/Riverside	6.4	6.8	+.4	Beasley	3.8	3.8	Flat
35 KYLD/San Jose**	4.3	4.0	-.3	8 WRDW/Philadelphia	3.8	3.8	Flat
Emmis	13.4	14.0	+.6	Cox Radio	3.8	3.6	-.2
1 WQHT/New York	3.2	3.4	+.2	7 WBTS/Atlanta	3.8	3.6	-.2
2 KPWR/Los Angeles	3.2	3.2	Flat	SBS	1.9	1.8	-.1
19 WQHT/Long Island**	1.8	2.1	+.3	2 KXOL/Los Angeles	1.9	1.8	-.1
26 KPWR/Riverside**	2.7	2.5	-.2	Jarad	1.1	1.0	-.1
38 WQHT/Middlesex**	2.5	2.8	+.3	19 WDRE/Long Island	1.1	1.0	-.1
Radio One	13.0	12.9	-.1				
5 KBFB/Dallas	3.3	3.5	+.2				
6 KBXX/Houston	6.7	6.8	+.1				
8 WPHI/Philadelphia	3.0	2.6	-.4				

Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (7-9-2009, which featured a May PPM recap of Urban AC and Urban Contemporary stations.

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