



April PPM - Classic Hits & Classic Rock

A 1.0 share (6+) in an applicable PPM-measured April 2009 survey was required to appear in these Classic Hits and Classic Rock summaries.

Dual asterisks (**) designate non-metro stations.

Classic Hits

Basic Overview

By descending market size, each Classic Hits station's January, February, March and April 6+ shares are noted.

Mk	Calls/City	Jan	Feb	Mar	Apr
1	WCBS-FM/New York	4.9	4.8	4.7	4.8
2	KRTH/Los Angeles	4.6	4.5	4.3	4.5
3	WDRV/Chicago	4.0	4.7	4.6	3.7
5	KLUV/Dallas	3.5	3.9	3.9	3.6
6	KGLK/Houston@@	3.1	3.0	3.2	3.0
7	WSRV/Atlanta	3.4	3.3	3.4	3.7
8	WOGL/Philadelphia	6.5	6.6	6.4	6.7
9	WBIG/Washington	3.2	3.8	3.6	4.8
10	WROR/Boston	5.2	5.8	5.9	5.5
19	WCBS-FM/Long Island**	2.8	3.1	3.1	2.9
26	KOLA/Riverside	6.6	5.7	5.2	5.9
26	KRTH/Riverside**	1.4	2.0	2.1	1.8
19	WCBS-FM/Middlesex**	4.5	3.9	4.6	3.7

@@Formerly KHTC

Gains/Losses

The "big" format news is in Washington, DC where - on the strength of a **+1.2** month-month increase - **Clear Channel's WBIG** records its best yet 6+ PPM numbers (4.8).

Mk	Calls/City	Mar	Apr	Fluctuation
9	WBIG/Washington	3.6	4.8	+1.2
26	KOLA/Riverside	5.2	5.9	+.7
7	WSRV/Atlanta	3.4	3.7	+.3
8	WOGL/Philadelphia	6.4	6.7	+.3
2	KRTH/Los Angeles	4.3	4.5	+.2
1	WCBS-FM/New York	4.7	4.8	+.1
6	KGLK/Houston	3.2	3.0	-.2
19	WCBS-FM/Long Island**	3.1	2.9	-.2
5	KLUV/Dallas	3.9	3.6	-.3
26	KRTH/Riverside**	2.1	1.8	-.3
10	WROR/Boston	5.9	5.5	-.4
3	WDRV/Chicago	4.6	3.7	-.9
19	WCBS-FM/Middlesex**	4.6	3.7	-.9

- Ups **(46%)** and downs **(54%)** were virtually identical as were typical gains **(+.46)** and losses **(-.45)**.

- In a bit of an oddity, Chicago's "Drive" and WCBS-FM (in the Middlesex monthly) had identical 4.6-3.7 March-April (6+) trends with each station finishing eighth as a result.

AQH Share

WOGL/Philadelphia sets the (6+) Average Quarter Hour pace for the third successive month.

Mk	Calls/City	Jan	Feb	Mar	Apr
8	WOGL/Philadelphia	6.5	6.6	6.4	6.7
26	KOLA/Riverside	6.6	5.7	5.2	5.9
10	WROR/Boston	5.2	5.8	5.9	5.5
1	WCBS-FM/New York	4.9	4.8	4.7	4.8
9	WBIG/Washington	3.2	3.8	3.6	4.8
2	KRTH/Los Angeles	4.6	4.5	4.3	4.5
3	WDRV/Chicago	4.0	4.7	4.6	3.7
7	WSRV/Atlanta	3.4	3.3	3.4	3.7
19	WCBS-FM/Middlesex**	4.5	3.9	4.6	3.7
5	KLUV/Dallas	3.5	3.9	3.9	3.6
6	KGLK/Houston	3.1	3.0	3.2	3.0
19	WCBS-FM/Long Island**	2.8	3.1	3.1	2.9
26	KRTH/Riverside**	1.4	2.0	2.1	1.8

- January's 6+ average for Classic Hits outlets noted above was 4.13. That was followed by consecutive 4.23s for February and March. April's average is 4.20 with 23% of the sample registering a 3.7.

Market Rankers

Approximately 70% of our Classic Hits sample ranks in the top ten.

Mk	Calls/City	Mar	Apr	April 6+ Rank
2	KRTH/Los Angeles	4.3	4.5	#2
8	WOGL/Philadelphia	6.4	6.7	#2
1	WCBS-FM/New York	4.7	4.8	#3
26	KOLA/Riverside	5.2	5.9	#3
10	WROR/Boston	5.9	5.5	#6
5	KLUV/Dallas	3.9	3.6	#7
9	WBIG/Washington	3.6	4.8	#7
3	WDRV/Chicago	4.6	3.7	#8
19	WCBS-FM/Middlesex**	4.6	3.7	#8
7	WSRV/Atlanta	3.4	3.7	#11
6	KGLK/Houston	3.2	3.0	#14
19	WCBS-FM/Long Island**	3.1	2.9	#14
26	KRTH/Riverside**	2.1	1.8	#18

- Based on data from the 15 PPM metros, Classic Hits facilities generally finished seventh/eighth (#7.92) in their respective markets in April (6+), compared to #7.38 in March.

By Group Owner

There's also an even split in terms of ups/downs among group owners – three of them notch month-month increases and three decline.

Even though it's down 1.1 shares month-month, CBS Radio has more 6+ shares than the other five group owners listed combined.

CBS Radio	29.1	28.0	-1.1	
1 WCBS-FM/New York	4.7	4.8	+1	#3
2 KRTH/Los Angeles	4.3	4.5	+2	#2
5 KLUV/Dallas	3.9	3.6	-.3	#7
8 WOGL/Philadelphia	6.4	6.7	+.3	#2

19 WCBS-FM/Long Island**	3.1	2.9	-.2	#14
26 KRTH/Riverside**	2.1	1.8	-.3	#18
19 WCBS-FM/Middlesex**	4.6	3.7	-.9	#8

Cox Radio	6.6	6.7	+.1	
6 KGLK/Houston	3.2	3.0	-.2	#14
7 WSRV/Atlanta	3.4	3.7	+.3	#11

Anaheim Broadcasting	5.2	5.9	+.7	
26 KOLA/Riverside	5.2	5.9	+.7	#3

Greater Media	5.9	5.5	-.4	
10 WROR/Boston	5.9	5.5	-.4	#6

Clear Channel	3.6	4.8	+1.2	
9 WBIG/Washington	3.6	4.8	+1.2	#7

Bonneville	4.6	3.7	-.9	
3 WDRV/Chicago	4.6	3.7	-.9	#8

Classic Rock

Basic Overview

Mk	Calls/City	Jan	Feb	Mar	Apr
1	WAXQ-FM/New York	4.0	4.1	4.1	4.3
2	KLOS/Los Angeles	2.5	2.4	2.3	2.3
3	WLUP/Chicago	2.3	2.2	2.4	2.1
4	KSAN/San Francisco	2.4	2.4	2.5	2.7
4	KUFX/San Francisco**	1.5	1.8	1.7	1.8
5	KZPS/Dallas	3.0	3.3	3.3	3.6
5	KDBN/Dallas	1.2	1.2	1.4	1.5
6	KKRW/Houston	3.5	3.2	3.6	3.7
8	WMGK/Philadelphia	4.3	4.3	4.5	4.4
9	WTGB/Washington	1.9	2.3	2.2	2.3
10	WZLX/Boston	5.2	4.7	4.9	4.9
11	WCSX/Detroit	4.0	3.8	4.2	4.5
19	WBAB/Long Island	3.6	4.0	4.6	4.1
19	WAXQ/Long Island**	3.4	3.4	3.6	3.3
26	KLOS/Riverside**	2.0	1.5	2.0	1.9
35	KUFX/San Jose	4.2	4.7	4.7	5.3
35	KSAN/San Jose**	2.9	2.8	2.6	2.7
38	WAXQ/Middlesex**	5.2	6.0	6.4	6.6

Gains/Losses

In its home (San Jose) market **"The Fox' (KUFX)** registers a six-tenths March-April improvement.

Mk	Calls/City	Mar	Apr	Fluctuation
35	KUFX/San Jose	4.7	5.3	+.6
5	KZPS/Dallas	3.3	3.6	+.3
11	WCSX/Detroit	4.2	4.5	+.3
1	WAXQ-FM/New York	4.1	4.3	+.2
4	KSAN/San Francisco	2.5	2.7	+.2
38	WAXQ/Middlesex**	6.4	6.6	+.2
4	KUFX/San Francisco**	1.7	1.8	+.1
5	KDBN/Dallas	1.4	1.5	+.1
6	KKRW/Houston	3.6	3.7	+.1
9	WTGB/Washington	2.2	2.3	+.1
35	KSAN/San Jose**	2.6	2.7	+.1
2	KLOS/Los Angeles	2.3	2.3	Flat

10 WZLX/Boston	4.9	4.9	Flat
8 WMGK/Philadelphia	4.5	4.4	-.1
26 KLOS/Riverside**	2.0	1.9	-.1
3 WLUP/Chicago	2.4	2.1	-.3
19 WAXQ/Long Island**	3.6	3.3	-.3
19 WBAB/Long Island	4.6	4.1	-.5

- More than six of ten Classic Rock stations noted above were up March-April (61%); 28% went down; and 11% remained flat.
- Typical gains were +.20 and representative declines were -.26.

AQH Share

This is at least the fourth straight month in which **Clear Channel's "Q104.3"** (Middlesex monthly) possesses the highest 6+-share of any Classic Rock outlet in a PPM-based market.

Mk	Calls/City	Jan	Feb	Mar	Apr
38	WAXQ/Middlesex**	5.2	6.0	6.4	6.6
35	KUFX/San Jose	4.2	4.7	4.7	5.3
10	WZLX/Boston	5.2	4.7	4.9	4.9
11	WCSX/Detroit	4.0	3.8	4.2	4.5
8	WMGK/Philadelphia	4.3	4.3	4.5	4.4
1	WAXQ-FM/New York	4.0	4.1	4.1	4.3
19	WBAB/Long Island	3.6	4.0	4.6	4.1
6	KKRW/Houston	3.5	3.2	3.6	3.7
5	KZPS/Dallas	3.0	3.3	3.3	3.6
19	WAXQ/Long Island**	3.4	3.4	3.6	3.3
4	KSAN/San Francisco	2.4	2.4	2.5	2.7
35	KSAN/San Jose**	2.9	2.8	2.6	2.7
2	KLOS/Los Angeles	2.5	2.4	2.3	2.3
9	WTGB/Washington	1.9	2.3	2.2	2.3
3	WLUP/Chicago	2.3	2.2	2.4	2.1
26	KLOS/Riverside**	2.0	1.5	2.0	1.9
4	KUFX/San Francisco**	1.5	1.8	1.7	1.8
5	KDBN/Dallas	1.2	1.2	1.4	1.5

- Classic Rock continues to improve. The format's January 3.17 increased to 3.22 in February; jumped to 3.38 in March; and advances to 3.44 in April.

Market Rankers

WAXQ finishes second in Middlesex-Somerset-Union (NJ) and fourth in its home market (NYC).

Mk	Calls/City	Mar	Apr	April 6+ Rank
38	WAXQ/Middlesex**	6.4	6.6	#2
1	WAXQ-FM/New York	4.1	4.3	#4
35	KUFX/San Jose	4.7	5.3	#4
8	WMGK/Philadelphia	4.5	4.4	#5
5	KZPS/Dallas	3.3	3.6	#7
19	WBAB/Long Island	4.6	4.1	#7
10	WZLX/Boston	4.9	4.9	#9
19	WAXQ/Long Island**	3.6	3.3	#9
6	KKRW/Houston	3.6	3.7	#11
11	WCSX/Detroit	4.2	4.5	#11
35	KSAN/San Jose**	2.6	2.7	#15
4	KSAN/San Francisco	2.5	2.7	#17
26	KLOS/Riverside**	2.0	1.9	#17
9	WTGB/Washington	2.2	2.3	#18
2	KLOS/Los Angeles	2.3	2.3	#20
3	WLUP/Chicago	2.4	2.1	#21

4 KUFX/San Francisco**	1.7	1.8	#23
5 KDBN/Dallas	1.4	1.5	#27

- Classic Rock stations from PPM's 15 metros usually ranked **12th** or **13th** (**#12.61**) in their respective markets in April (6+), basically mirroring March's **#12.88**.

By Group Owner

With the exception of WAXQ's three-tenths slip in Long Island, all **Clear Channel** Classic Rock entries have March-April gains.

Clear Channel	27.4	28.6	+1.2	
1 WAXQ-FM/New York	4.1	4.3	+2	#4
4 KUFX/San Francisco**	1.7	1.8	+1	#23
5 KZPS/Dallas	3.3	3.6	+3	#7
6 KKRW/Houston	3.6	3.7	+1	#11
19 WAXQ/Long Island**	3.6	3.3	-.3	#9
35 KUFX/San Jose	4.7	5.3	+6	#4
38 WAXQ/Middlesex**	6.4	6.6	+2	#2

Greater Media	8.7	8.9	+2	
8 WMGK/Philadelphia	4.5	4.4	-.1	#5
11 WCSX/Detroit	4.2	4.5	+3	#11

CBS Radio	7.1	7.2	+1	
9 WTGB/Washington	2.2	2.3	+1	#18
10 WZLX/Boston	4.9	4.9	Flat	#9

Cumulus	6.5	6.9	+4	
4 KSAN/San Francisco	2.5	2.7	+2	#17
5 KDBN/Dallas	1.4	1.5	+1	#27
35 KSAN/San Jose**	2.6	2.7	+1	#15

Citadel	4.3	4.2	-.1	
2 KLOS/Los Angeles	2.3	2.3	Flat	#20
26 KLOS/Riverside**	2.0	1.9	-.1	#17

Cox Radio	4.6	4.1	-.5	
19 WBAB/Long Island	4.6	4.1	-.5	#7

Emmis	2.4	2.1	-.3	
3 WLUP/Chicago	2.4	2.1	-.3	#21

Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (6-2-2009), which featured an April PPM Talk recap.

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