



April PPM – CHR & Rhythmic CHR

Let's see how FM Talk-turned-CHR **KLSX** is affecting “**Kiss-FM**” in Los Angeles and how **WXRK/New York's** evolution to “**Now**” is working.

A 1.0 share (6+) in an applicable PPM-measured April 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 January, February, March and April 6+ shares are noted.

Mk Calls/City	Jan	Feb	Mar	Apr
1 WHTZ/New York	5.4	5.7	4.8	4.9
1 WXRK/New York	1.5	1.5	1.4	1.5
1 WBLI/New York**	1.0	1.0	1.1	1.4
2 KIIS/Los Angeles	6.0	5.7	5.2	4.9
2 KLSX/Los Angeles	1.8	2.1	3.2	3.7
3 WKSC/Chicago	3.1	3.3	3.1	3.6
5 KHKS/Dallas	5.2	5.2	5.8	5.6
6 KRBE/Houston	4.3	4.2	4.5	5.0
6 KKHH/Houston	2.9	3.4	4.4	3.8
7 WWVQ/Atlanta	4.7	4.1	4.3	4.6
7 WSTR/Atlanta	2.9	2.8	3.3	3.5
8 WIOQ/Philadelphia	3.6	3.7	3.6	3.7
9 WIHT/Washington	5.8	6.1	5.1	5.4
10 WXKS-FM/Boston	8.0	8.8	8.4	8.0
11 WKQI/Detroit	5.7	5.9	5.8	5.7
19 WBLI/Long Island	5.2	5.5	5.8	6.7
19 WHTZ/Long Island**	5.4	6.0	5.0	5.0
19 WXRK/Long Island**	1.8	1.5	1.2	1.1
26 KIIS/Riverside**	7.1	6.3	5.9	6.4
26 KLSX/Riverside**	0.9	1.3	1.3	1.5
39 WHTZ/Middlesex**	5.6	5.8	5.1	5.3
39 WXRK/Middlesex**	2.7	2.8	2.2	3.0

Gains/Losses

WBLI's nine-tenths increase knocks perennial leader – **Clear Channel** Adult Contemporary **WALK-FM** – from the top spot.

While only up one-tenth in its home market (New York) and down one-tenth in Nassau-Suffolk (Long Island), **CBS Radio's WXRK ("Now-FM")** posts an eight-tenths gain in Middlesex.

Following its +1.1 (February-March), **"Amp Radio"** (Los Angeles' **KLSX**) tacks on another half-share.

Mk Calls/City	Mar	Apr	Flux
19 WBLI/Long Island	5.8	6.7	+.9
39 WXRK/Middlesex**	2.2	3.0	+.8
2 KLSX/Los Angeles	3.2	3.7	+.5
3 WKSC/Chicago	3.1	3.6	+.5
6 KRBE/Houston	4.5	5.0	+.5
26 KIIS/Riverside**	5.9	6.4	+.5
1 WBLI/New York**	1.1	1.4	+3
7 WWVQ/Atlanta	4.3	4.6	+3
9 WIHT/Washington	5.1	5.4	+3
7 WSTR/Atlanta	3.3	3.5	+2
26 KLSX/Riverside**	1.3	1.5	+2
39 WHTZ/Middlesex**	5.1	5.3	+2
1 WHTZ/New York	4.8	4.9	+1
1 WXRK/New York	1.4	1.5	+1
8 WIOQ/Philadelphia	3.6	3.7	+1
19 WHTZ/Long Island**	5.0	5.0	Flat
11 WKQI/Detroit	5.8	5.7	-.1
19 WXRK/Long Island**	1.2	1.1	-.1
5 KHKS/Dallas	5.8	5.6	-.2
2 KIIS/Los Angeles	5.2	4.9	-.3
10 WXKS-FM/Boston	8.4	8.0	-.4
6 KKHH/Houston	4.4	3.8	-.6

- More than two of three Top 40 outlets shown here were up March-April (**68%**); **27%** were down; and **5%** remained flat.
- Typical gains were **+.36** and representative losses were **-.28**.

AQH Share

April marks the fourth consecutive month in which Boston's **"Kiss"** scores the strongest 6+ numbers among its peers, although the **Clear Channel** station is down for the second consecutive month.

Mk Calls/City	Jan	Feb	Mar	Apr
10 WXKS-FM/Boston	8.0	8.8	8.4	8.0
19 WBLI/Long Island	5.2	5.5	5.8	6.7
26 KIIS/Riverside**	7.1	6.3	5.9	6.4
11 WKQI/Detroit	5.7	5.9	5.8	5.7
5 KHKS/Dallas	5.2	5.2	5.8	5.6
9 WIHT/Washington	5.8	6.1	5.1	5.4
39 WHTZ/Middlesex**	5.6	5.8	5.1	5.3
6 KRBE/Houston	4.3	4.2	4.5	5.0
19 WHTZ/Long Island**	5.4	6.0	5.0	5.0

1 WHTZ/New York	5.4	5.7	4.8	4.9
2 KIIS/Los Angeles	6.0	5.7	5.2	4.9
7 WWWQ/Atlanta	4.7	4.1	4.3	4.6
6 KKHH/Houston	2.9	3.4	4.4	3.8
2 KLSX/Los Angeles	1.8	2.1	3.2	3.7
8 WIOQ/Philadelphia	3.6	3.7	3.6	3.7
3 WKSC/Chicago	3.1	3.3	3.1	3.6
7 WSTR/Atlanta	2.9	2.8	3.3	3.5
39 WXRK/Middlesex**	2.7	2.8	2.2	3.0
1 WXRK/New York	1.5	1.5	1.4	1.5
26 KLSX/Riverside**	0.9	1.3	1.3	1.5
1 WBLI/New York**	1.0	1.0	1.1	1.4
19 WXRK/Long Island**	1.8	1.5	1.2	1.1

- Stations in our CHR sample post a five-month 6+ high **(4.28)**, nudging out January's **4.21**. There were identical **4.11** 6+ averages in January and March. At the other end of the spectrum was Holiday's **3.76**.

Market Rankers

CHRs rank first in five of PPM's 15 markets and, in general, an impressive **73%** of our CHR sample finishes in the top ten.

Mk Calls/City	Mar	Apr	April 6+ Rank
2 KIIS/Los Angeles	5.2	4.9	#1
5 KHKS/Dallas	5.8	5.6	#1
10 WXKS-FM/Boston	8.4	8.0	#1
19 WBLI/Long Island	5.8	6.7	#1
26 KIIS/Riverside**	5.9	6.4	#1
1 WHTZ/New York	4.8	4.9	#2
11 WKQI/Detroit	5.8	5.7	#2
39 WHTZ/Middlesex**	5.1	5.3	#4
6 KRBE/Houston	4.5	5.0	#5
9 WIHT/Washington	5.1	5.4	#5
19 WHTZ/Long Island**	5.0	5.0	#5
7 WWWQ/Atlanta	4.3	4.6	#6
2 KLSX/Los Angeles	3.2	3.7	#7
3 WKSC/Chicago	3.1	3.6	#10
6 KKHH/Houston	4.4	3.8	#10
8 WIOQ/Philadelphia	3.6	3.7	#10
7 WSTR/Atlanta	3.3	3.5	#12
39 WXRK/Middlesex**	2.2	3.0	#15
1 WXRK/New York	1.4	1.5	#21
26 KLSX/Riverside**	1.3	1.5	#21
1 WBLI/New York**	1.1	1.4	#24
19 WXRK/Long Island**	1.2	1.1	#26

- Among persons 6+ in April, CHR facilities usually finished **eighth or ninth (#8.63)**, making a one-notch leap versus March's **#9.68**.

By Group Owner

Clear Channel possesses a four-to-one lead over **CBS Radio** however everyone's a winner as all five group owners post March-April improvements.

Clear Channel	57.8	58.5	+ .7	
1 WHTZ/New York	4.8	4.9	+ .1	#2
2 KIIS/Los Angeles	5.2	4.9	- .3	#1
3 WKSC/Chicago	3.1	3.6	+ .5	#10
5 KHKS/Dallas	5.8	5.6	- .2	#1
8 WIOQ/Philadelphia	3.6	3.7	+ .1	#10
9 WIHT/Washington	5.1	5.4	+ .3	#5
10 WXKS-FM/Boston	8.4	8.0	- .4	#1
11 WKQI/Detroit	5.8	5.7	- .1	#2
19 WHTZ/Long Island**	5.0	5.0	Flat	#5
26 KIIS/Riverside**	5.9	6.4	+ .5	#1
39 WHTZ/Middlesex**	5.1	5.3	+ .2	#4

CBS Radio	13.7	14.6	+ .9	
1 WXRK/New York	1.4	1.5	+ .1	#21
2 KLSX/Los Angeles	3.2	3.7	+ .5	#7
6 KKHH/Houston	4.4	3.8	- .6	#10
19 WXRK/Long Island**	1.2	1.1	- .1	#26
26 KLSX/Riverside**	1.3	1.5	+ .2	#21
39 WXRK/Middlesex**	2.2	3.0	+ .8	#15

Cumulus	8.8	9.6	+ .8	
6 KRBE/Houston	4.5	5.0	+ .5	#5
7 WWVQ/Atlanta	4.3	4.6	+ .3	#6

Cox Radio	6.9	8.1	+1.2	
1 WBLI/New York**	1.1	1.4	+ .3	#24
19 WBLI/Long Island	5.8	6.7	+ .9	#1

Lincoln Financial	3.3	3.5	+ .2	
7 WSTR/Atlanta	3.3	3.5	+ .2	#12

Rhythmic CHR

Basic Overview

Mk Calls/City	Jan	Feb	Mar	Apr
1 WQHT/New York	2.7	3.0	3.1	3.2
2 KPWR/Los Angeles	3.5	3.6	3.4	3.2
2 KXOL/Los Angeles	2.3	2.0	1.8	1.9
3 WBBM-FM/Chicago	2.5	2.6	2.7	2.6
4 KYLD/San Francisco	3.4	3.7	3.6	3.6
5 KBFB/Dallas	3.4	4.2	4.2	3.3
6 KBXX/Houston	5.3	5.6	7.0	6.7
7 WBTS/Atlanta	4.0	4.3	4.4	3.8
8 WRDW/Philadelphia	3.3	3.5	3.8	3.8
8 WPHI/Philadelphia	2.6	3.4	3.2	3.0
9 WPGC-FM/Washington	3.5	4.2	4.1	3.2
10 WJMN/Boston	4.7	4.6	4.7	5.6
19 WQHT/Long Island**	1.5	1.8	1.6	1.8
19 WDRE/Long Island	1.1	1.2	1.0	1.1
26 KGGI/Riverside	4.9	5.1	5.8	6.4
26 KPWR/Riverside**	2.4	2.4	2.4	2.7
35 KYLD/San Jose**	4.1	4.1	4.0	4.3

38 WQHT/Middlesex** 3.0 2.9 2.7 2.5

Gains/Losses

“Jam’n” (WJMN) registers a nine-tenths 4.7-5.6 (6+, March-April) gain.

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

- March-April ups and down for Rhythmic CHRs noted here are the same at **44%** with the remainder staying even.
- Typical gains are **+ .32** and representative declines **- .42**.

AQH Share

Houston’s **“Box”** and **KGGI/Riverside** have been 1-2 the past five survey periods.

Mk Calls/City	Jan	Feb	Mar	Apr
6 KBXX/Houston	5.3	5.6	7.0	6.7
26 KGGI/Riverside	4.9	5.1	5.8	6.4
10 WJMN/Boston	4.7	4.6	4.7	5.6
35 KYLD/San Jose**	4.1	4.1	4.0	4.3
7 WBTS/Atlanta	4.0	4.3	4.4	3.8
8 WRDW/Philadelphia	3.3	3.5	3.8	3.8
4 KYLD/San Francisco	3.4	3.7	3.6	3.6
5 KBFB/Dallas	3.4	4.2	4.2	3.3
1 WQHT/New York	2.7	3.0	3.1	3.2
2 KPWR/Los Angeles	3.5	3.6	3.4	3.2
9 WPGC-FM/Washington	3.5	4.2	4.1	3.2
8 WPHI/Philadelphia	2.6	3.4	3.2	3.0
26 KPWR/Riverside**	2.4	2.4	2.4	2.7
3 WBBM-FM/Chicago	2.5	2.6	2.7	2.6
38 WQHT/Middlesex**	3.0	2.9	2.7	2.5
2 KXOL/Los Angeles	2.3	2.0	1.8	1.9
19 WQHT/Long Island**	1.5	1.8	1.6	1.8
19 WDRE/Long Island	1.1	1.2	1.0	1.1

- 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. April's **3.48** is right in between those last two months.

Market Rankers

Approximately four in ten of our panel (**39%**) finishes in the top ten in April (6+).

Mk Calls/City	Mar	Apr	April 6+ Rank
26 KGGI/Riverside	5.8	6.4	#1
6 KBXX/Houston	7.0	6.7	#2
10 WJMN/Boston	4.7	5.6	#5
4 KYLD/San Francisco	3.6	3.6	#7
35 KYLD/San Jose**	4.0	4.3	#8
8 WRDW/Philadelphia	3.8	3.8	#9
7 WBTS/Atlanta	4.4	3.8	#10
5 KBFB/Dallas	4.2	3.3	#11
2 KPWR/Los Angeles	3.4	3.2	#13
26 KPWR/Riverside**	2.4	2.7	#13
1 WQHT/New York	3.1	3.2	#14
3 WBBM-FM/Chicago	2.7	2.6	#15
9 WPGC-FM/Washington	4.1	3.2	#15
8 WPHI/Philadelphia	3.2	3.0	#17
19 WQHT/Long Island**	1.6	1.8	#20
38 WQHT/Middlesex**	2.7	2.5	#20
2 KXOL/Los Angeles	1.8	1.9	#21
19 WDRE/Long Island	1.0	1.1	#26

- Based on data from the 15 PPM markets, Rhythmic CHRs generally rank **12th** or **13th** (**#12.61**) in their respective markets in April (6+), a full notch lower than March's **#11.66**.

By Group Owner

All **Clear Channel** entries are either up or flat. **Emmis** overtakes **Radio One** for runner-up honors.

Clear Channel	18.1	19.9	+1.8	
4 KYLD/San Francisco	3.6	3.6	Flat	#7
10 WJMN/Boston	4.7	5.6	+ .9	#5
26 KGGI/Riverside	5.8	6.4	+ .6	#1
35 KYLD/San Jose**	4.0	4.3	+ .3	#8
Emmis	13.2	13.4	+ .2	
1 WQHT/New York	3.1	3.2	+ .1	#14
2 KPWR/Los Angeles	3.4	3.2	- .2	#13
19 WQHT/Long Island**	1.6	1.8	+ .2	#20
26 KPWR/Riverside**	2.4	2.7	+ .3	#13
38 WQHT/Middlesex**	2.7	2.5	- .2	#20
Radio One	14.4	13.0	-1.4	
5 KBFB/Dallas	4.2	3.3	- .9	#11
6 KBXX/Houston	7.0	6.7	- .3	#2
8 WPHI/Philadelphia	3.2	3.0	- .2	#17

CBS Radio	6.8	5.8	-1.0	
3 WBBM-FM/Chicago	2.7	2.6	-.1	#15
9 WPGC-FM/Washington	4.1	3.2	-.9	#15
Beasley	3.8	3.8	Flat	
8 WRDW/Philadelphia	3.8	3.8	Flat	#9
Cox Radio	4.4	3.8	-.6	
7 WBTS/Atlanta	4.4	3.8	-.6	#10
SBS	1.8	1.9	+.1	
2 KXOL/Los Angeles	1.8	1.9	+.1	#21
Jarad	1.0	1.1	+.1	
19 WDRE/Long Island	1.0	1.1	+.1	#26

Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (6-12-2009, which featured an April PPM recap of Classic Hits and Classic Rock.

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