



March PPM - Classic Hits & Classic Rock

A 1.0 share (6+) in an applicable PPM-measured March 2009 survey was required to appear in these Classic Hits and Classic Rock summaries. In both cases, Boston stations are appearing for the first time. Dual asterisks (**) designate non-metro stations.

Classic Hits

Basic Overview

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

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

Gains/Losses

WCBS-FM does it all by notching a (format best seven-tenths) gain in Middlesex; staying even in Long Island; and dipping one-tenth in its home (New York City) market.

Mk	Calls/City	Feb	Mar	Fluctuation
38	WCBS-FM/Middlesex**	3.9	4.6	+.7
6	KHTC/Houston	3.0	3.2	+.2
7	WSRV/Atlanta	3.3	3.4	+.1
10	WROR/Boston	5.8	5.9	+.1
26	KRTH/Riverside**	2.0	2.1	+.1
5	KLUV/Dallas	3.9	3.9	Flat
19	WCBS-FM/Long Island**	3.1	3.1	Flat
1	WCBS-FM/New York	4.8	4.7	-.1
3	WDRV/Chicago	4.7	4.6	-.1
2	KRTH/Los Angeles	4.5	4.3	-.2
8	WOGL/Philadelphia	6.6	6.4	-.2
9	WBIG/Washington	3.8	3.6	-.2
26	KOLA/Riverside	5.7	5.2	-.5

- Just under half the Classic Hits stations listed were down February-March (**46%**); **39%** improved; and **15%** remained flat.

- Typical gains and losses were virtually the same **+.24** and **-.21**.

AQH Share

It's the same top five as in February with **CBS Radio's WOGL/Philadelphia** setting the (6+) Average Quarter Hour pace.

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

- Following January's **4.13** 6+ average, Classic Hits outlets noted here post consecutive **4.23s** for February and March.

Market Rankers

More than six of ten of our sample (**61%**) ranks in the top ten.

Mk	Calls/City	Feb	Mar	March 6+ Rank
8	WOGL/Philadelphia	6.6	6.4	#2
1	WCBS-FM/New York	4.8	4.7	#3
2	KRTH/Los Angeles	4.5	4.3	#3
3	WDRV/Chicago	4.7	4.6	#3
5	KLUV/Dallas	3.9	3.9	#5
10	WROR/Boston	5.8	5.9	#5
26	KOLA/Riverside	5.7	5.2	#5
38	WCBS-FM/Middlesex**	3.9	4.6	#7
7	WSRV/Atlanta	3.3	3.4	#11
19	WCBS-FM/Long Island**	3.1	3.1	#11
6	KHTC/Houston	3.0	3.2	#13
9	WBIG/Washington	3.8	3.6	#13
26	KRTH/Riverside**	2.0	2.1	#15

- Based on data from the 15 PPM metros, Classic Hits facilities usually finished **seventh (#7.38)** in their respective markets in March (6+).

By Group Owner

CBS Radio holds a four-to-one advantage over #2 **Cox Radio**. Both post three-tenths month-month gains.

CBS Radio	28.8	29.1	+.3
1 WCBS-FM/New York	4.8	4.7	-.1
2 KRTH/Los Angeles	4.5	4.3	-.2
5 KLUV/Dallas	3.9	3.9	Flat
8 WOGL/Philadelphia	6.6	6.4	-.2
19 WCBS-FM/Long Island**	3.1	3.1	Flat

26 KRTH/Riverside**	2.0	2.1	+ .1
38 WCBS-FM/Middlesex**	3.9	4.6	+ .7

Cox Radio	6.3	6.6	+ .3
6 KHTC/Houston	3.0	3.2	+ .2
7 WSRV/Atlanta	3.3	3.4	+ .1

Greater Media	5.8	5.9	+ .1
10 WROR/Boston	5.8	5.9	+ .1

Anaheim Broadcasting	5.7	5.2	- .5
26 KOLA/Riverside	5.7	5.2	- .5

Bonneville	4.7	4.6	- .1
3 WDRV/Chicago	4.7	4.6	- .1

Clear Channel	3.8	3.6	- .2
9 WBIG/Washington	3.8	3.6	- .2

Classic Rock Basic Overview

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

Gains/Losses

Long Island's **WBAB** enjoys a six-tenths month-month spike.

Mk	Calls/City	Feb	Mar	Fluctuation
19	WBAB/Long Island	4.0	4.6	+ .6
26	KLOS/Riverside**	1.5	2.0	+ .5
6	KKRW/Houston	3.2	3.6	+ .4
11	WCSX/Detroit	3.8	4.2	+ .4
38	WAXQ/Middlesex**	6.0	6.4	+ .4
3	WLUP/Chicago	2.2	2.4	+ .2
5	KDBN/Dallas	1.2	1.4	+ .2
8	WMGK/Philadelphia	4.3	4.5	+ .2
10	WZLX/Boston	4.7	4.9	+ .2
19	WAXQ/Long Island**	3.4	3.6	+ .2
4	KSAN/San Francisco	2.4	2.5	+ .1

1 WAXQ-FM/New York	4.1	4.1	Flat
5 KZPS/Dallas	3.3	3.3	Flat
35 KUFY/San Jose	4.7	4.7	Flat
2 KLOS/Los Angeles	2.4	2.3	-.1
4 KUFY/San Francisco**	1.8	1.7	-.1
9 WTGB/Washington	2.3	2.2	-.1
35 KSAN/San Jose**	2.8	2.6	-.2

- More than six of ten the Classic Rock stations listed were up February-March (**61%**); just **22%** went down; and **17%** remained flat.
- Typical gains were **+.3** and representative declines were **-.125**.

AQH Share

It's a repeat victory for **Clear Channel's "Q104.3"** in the Middlesex report.

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

- Classic Rock is on a roll as the format's January **3.17** increased to **3.22** in February and jumps to **3.38** in March.

Market Rankers

More than four of every ten classic rockers in our sample (44%) finished in the top ten in March (6+).

Mk Calls/City	Feb	Mar	March 6+ Rank
38 WAXQ/Middlesex**	6.0	6.4	#2
8 WMGK/Philadelphia	4.3	4.5	#5
35 KUFY/San Jose	4.7	4.7	#5
19 WBAB/Long Island	4.0	4.6	#6
1 WAXQ-FM/New York	4.1	4.1	#7
10 WZLX/Boston	4.7	4.9	#7
5 KZPS/Dallas	3.3	3.3	#10
19 WAXQ/Long Island**	3.4	3.6	#10
6 KKRW/Houston	3.2	3.6	#11
11 WCSX/Detroit	3.8	4.2	#13
35 KSAN/San Jose	2.8	2.6	#15
26 KLOS/Riverside**	1.5	2.0	#16
3 WLUP/Chicago	2.2	2.4	#17
4 KSAN/San Francisco	2.4	2.5	#18
9 WTGB/Washington	2.3	2.2	#18

2 KLOS/Los Angeles	2.4	2.3	#20
4 KUFX/San Francisco**	1.8	1.7	#24
5 KDBN/Dallas	1.2	1.4	#28

- Based on data from the 15 PPM markets, Classic Rock stations usually ranked **12th** or **13th** (**#12.88**) in their respective markets in March (6+).

By Group Owner

In an oddity where everyone wins, all seven group owners post overall month-month improvements.

Clear Channel	26.5	27.4	+ .9	
1 WAXQ-FM/New York	4.1	4.1	Flat	#7
4 KUFX/San Francisco**	1.8	1.7	-.1	#24
5 KZPS/Dallas	3.3	3.3	Flat	#10
6 KKRW/Houston	3.2	3.6	+.4	#11
19 WAXQ/Long Island**	3.4	3.6	+.2	#10
35 KUFX/San Jose	4.7	4.7	Flat	#5
38 WAXQ/Middlesex**	6.0	6.4	+.4	#2
Greater Media	8.1	8.7	+ .6	
8 WMGK/Philadelphia	4.3	4.5	+.2	#5
11 WCSX/Detroit	3.8	4.2	+.4	#13
CBS Radio	7.0	7.1	+ .1	
9 WTGB/Washington	2.3	2.2	-.1	#18
10 WZLX/Boston	4.7	4.9	+.2	#7
Cumulus	6.4	6.5	+ .1	
4 KSAN/San Francisco	2.4	2.5	+.1	#18
5 KDBN/Dallas	1.2	1.4	+.2	#28
35 KSAN/San Jose**	2.8	2.6	-.2	#15
Citadel	3.9	4.3	+ .4	
2 KLOS/Los Angeles	2.4	2.3	-.1	#20
26 KLOS/Riverside**	1.5	2.0	+.5	#16
Emmis	2.2	2.4	+ .2	
3 WLUP/Chicago	2.2	2.4	+.2	#17
Cox Radio	4.0	4.6	+ .6	
19 WBAB/Long Island	4.0	4.6	+.6	#6

Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (4-30-2009), which featured a March PPM Adult Contemporary recap.

--By Mike Kinosian, Mike@insideradio.com
 "Inside the Numbers" Archive [HERE](#)