



## March PPM – CHR & Rhythmic CHR

A 1.0 share (6+) in an applicable PPM-measured March 2009 survey was required to appear in these CHR and Rhythmic CHR summaries. In both cases, Boston stations (CHR “Kiss” WXKS-FM and rhythmic CHR “Jam’n” WJMN) are appearing for the first time.

### CHR

#### Basic Overview

By descending market size, each CHR’s Holiday, January, February and March 6+ shares are noted.

Mk	Calls/City	Hol	Jan	Feb	Mar
1	WHTZ/New York	5.7	5.4	5.7	4.8
1	WXRK/New York	1.5	1.5	1.5	1.4
1	WBLI/New York**	1.0	1.0	1.0	1.1
2	KIIS/Los Angeles	6.2	6.0	5.7	5.2
2	KLSX/Los Angeles	1.5	1.8	2.1	3.2
3	WKSC/Chicago	3.3	3.1	3.3	3.1
5	KHKS/Dallas	5.1	5.2	5.2	5.8
6	KRBE/Houston	3.4	4.3	4.2	4.5
6	KKHH/Houston	3.8	2.9	3.4	4.4
7	WWWQ/Atlanta	4.3	4.7	4.1	4.3
7	WSTR/Atlanta	3.1	2.9	2.8	3.3
8	WIOQ/Philadelphia	2.8	3.6	3.7	3.6
9	WIHT/Washington	5.9	5.8	6.1	5.1
10	WXKS-FM/Boston	NA	8.0	8.8	8.4
11	WKQI/Detroit	5.8	5.7	5.9	5.8
19	WBLI/Long Island	4.5	5.2	5.5	5.8
19	WHTZ/Long Island**	4.5	5.4	6.0	5.0
19	WXRK/Long Island**	1.5	1.8	1.5	1.2
26	KIIS/Riverside**	5.4	7.1	6.3	5.9
26	KLSX/Riverside**	0.8	0.9	1.3	1.3
39	WHTZ/Middlesex**	6.2	5.6	5.8	5.1
39	WXRK/Middlesex**	2.8	2.7	2.8	2.2

### Gains/Losses

Two CHRs register February-March improvements of at least one share while two others are off by one full share.

Mk	Calls/City	Feb	Mar	Fluctuation
2	KLSX/Los Angeles	2.1	3.2	+1.1
6	KKHH/Houston	3.4	4.4	+1.0
5	KHKS/Dallas	5.2	5.8	+.6
7	WSTR/Atlanta	2.8	3.3	+.5
6	KRBE/Houston	4.2	4.5	+.3

19 WBLI/Long Island	5.5	5.8	<b>+.3</b>
7 WWWQ/Atlanta	4.1	4.3	<b>+.2</b>
1 WBLI/New York**	1.0	1.1	<b>+.1</b>
26 KLSX/Riverside**	1.3	1.3	Flat
1 WXRK/New York	1.5	1.4	<b>-.1</b>
8 WIOQ/Philadelphia	3.7	3.6	<b>-.1</b>
11 WKQI/Detroit	5.9	5.8	<b>-.1</b>
3 WKSC/Chicago	3.3	3.1	<b>-.2</b>
19 WXRK/Long Island**	1.5	1.2	<b>-.3</b>
10 WXKS-FM/Boston	8.8	8.4	<b>-.4</b>
26 KIIS/Riverside**	6.3	5.9	<b>-.4</b>
2 KIIS/Los Angeles	5.7	5.2	<b>-.5</b>
39 WXRK/Middlesex**	2.8	2.2	<b>-.6</b>
39 WHTZ/Middlesex**	5.8	5.1	<b>-.7</b>
1 WHTZ/New York	5.7	4.8	<b>-.9</b>
9 WIHT/Washington	6.1	5.1	<b>-1.0</b>
19 WHTZ/Long Island**	6.0	5.0	<b>-1.0</b>

- Nearly six of ten Top 40 outlets shown here were down February-March (**59%**); **36%** were up; and **5%** remained flat.
- Typical gains were **+.51** and representative losses were **-.48**.

## AQH Share

It doesn't take long for **Boston's "Kiss"** to make its PPM impression as it scores the strongest 6+ numbers among its peers for January, February and March.

Mk Calls/City	Hol	Jan	Feb	March
10 WXKS-FM/Boston	NA	8.0	8.8	8.4
26 KIIS/Riverside**	5.4	7.1	6.3	5.9
5 KHKS/Dallas	5.1	5.2	5.2	5.8
11 WKQI/Detroit	5.8	5.7	5.9	5.8
19 WBLI/Long Island	4.5	5.2	5.5	5.8
2 KIIS/Los Angeles	6.2	6.0	5.7	5.2
9 WIHT/Washington	5.9	5.8	6.1	5.1
39 WHTZ/Middlesex**	6.2	5.6	5.8	5.1
19 WHTZ/Long Island**	4.5	5.4	6.0	5.0
1 WHTZ/New York	5.7	5.4	5.7	4.8
6 KRBE/Houston	3.4	4.3	4.2	4.5
6 KKHH/Houston	3.8	2.9	3.4	4.4
7 WWWQ/Atlanta	4.3	4.7	4.1	4.3
8 WIOQ/Philadelphia	2.8	3.6	3.7	3.6
7 WSTR/Atlanta	3.1	2.9	2.8	3.3
2 KLSX/Los Angeles	1.5	1.8	2.1	3.2
3 WKSC/Chicago	3.3	3.1	3.3	3.1
39 WXRK/Middlesex**	2.8	2.7	2.8	2.2
1 WXRK/New York	1.5	1.5	1.5	1.4
26 KLSX/Riverside**	0.8	0.9	1.3	1.3
19 WXRK/Long Island**	1.5	1.8	1.5	1.2
1 WBLI/New York**	1.0	1.0	1.0	1.1

- Stations in our CHR sample post identical **4.11** 6+ averages in January and March. February (**4.21**) has been the high point in the last four months with Holiday's **3.76** at the other end.

## Market Rankers

Approximately **60%** of our CHR sample ranks in the top ten.

Mk Calls/City	Feb	Mar	March 6+ Rank
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2 KIIS/Los Angeles	5.7	5.2	#1
5 KHKS/Dallas	5.2	5.8	#1
10 WXKS-FM/Boston	8.8	8.4	#1
11 WKQI/Detroit	5.9	5.8	#1
26 KIIS/Riverside**	6.3	5.9	#1
1 WHTZ/New York	5.7	4.8	#2
19 WBLI/Long Island	5.5	5.8	#3
9 WIHT/Washington	6.1	5.1	#5
19 WHTZ/Long Island**	6.0	5.0	#5
39 WHTZ/Middlesex**	5.8	5.1	#5
6 KRBE/Houston	4.2	4.5	#6
6 KKHH/Houston	3.4	4.4	#7
7 WWWQ/Atlanta	4.1	4.3	#9
2 KLSX/Los Angeles	2.1	3.2	#11
8 WIOQ/Philadelphia	3.7	3.6	#11
3 WKSC/Chicago	3.3	3.1	#12
7 WSTR/Atlanta	2.8	3.3	#12
39 WXRK/Middlesex**	2.8	2.2	#20
1 WXRK/New York	1.5	1.4	#22
1 WBLI/New York**	1.0	1.1	#25
19 WXRK/Long Island**	1.5	1.2	#25
26 KLSX/Riverside**	1.3	1.3	#28

- Based on data from the 15 PPM metros, CHR facilities usually finished **ninth/tenth (#9.68)** in their respective markets in March (6+).

## By Group Owner

The five owners retain their positions from February and while it enjoys a better than a four-to-one advantage over #2 **CBS Radio (+1.1)**, **Clear Channel (-4.7)** is the only one that has a negative month-month showing.

<b>Clear Channel</b>	<b>62.5</b>	<b>57.8</b>	<b>-4.7</b>	
1 WHTZ/New York	5.7	4.8	-.9	#2
2 KIIS/Los Angeles	5.7	5.2	-.5	#1
3 WKSC/Chicago	3.3	3.1	-.2	#12
5 KHKS/Dallas	5.2	5.8	+.6	#1
8 WIOQ/Philadelphia	3.7	3.6	-.1	#11
9 WIHT/Washington	6.1	5.1	-1.0	#5
10 WXKS-FM/Boston	8.8	8.4	-.4	#1
11 WKQI/Detroit	5.9	5.8	-.1	#1
19 WHTZ/Long Island**	6.0	5.0	-1.0	#5
26 KIIS/Riverside**	6.3	5.9	-.4	#1
39 WHTZ/Middlesex**	5.8	5.1	-.7	#5

<b>CBS Radio</b>	<b>12.6</b>	<b>13.7</b>	<b>+1.1</b>	
1 WXRK/New York	1.5	1.4	-.1	#22
2 KLSX/Los Angeles	2.1	3.2	+1.1	#11
6 KKHH/Houston	3.4	4.4	+1.0	#7
19 WXRK/Long Island**	1.5	1.2	-.3	#25
26 KLSX/Riverside**	1.3	1.3	Flat	#28
39 WXRK/Middlesex**	2.8	2.2	-.6	#20

<b>Cumulus</b>	<b>8.3</b>	<b>8.8</b>	<b>+.5</b>	
6 KRBE/Houston	4.2	4.5	+.3	#6
7 WWWQ/Atlanta	4.1	4.3	+.2	#9

<b>Cox Radio</b>	<b>6.5</b>	<b>6.9</b>	<b>+.4</b>	
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1 WBLI/New York**	1.0	1.1	+.1	#25
19 WBLI/Long Island	5.5	5.8	+.3	#3
<b>Lincoln Financial</b>	<b>2.8</b>	<b>3.3</b>	<b>+.5</b>	
7 WSTR/Atlanta	2.8	3.3	+.5	#12

## Rhythmic CHR

### Basic Overview

Mk	Calls/City	Hol	Jan	Feb	March
1	WQHT/New York	3.1	2.7	3.0	3.1
2	KPWR/Los Angeles	3.5	3.5	3.6	3.4
2	KXOL/Los Angeles	2.7	2.3	2.0	1.8
3	WBBM-FM/Chicago	3.0	2.5	2.6	2.7
4	KYLD/San Francisco	3.6	3.4	3.7	3.6
5	KBFB/Dallas	3.7	3.4	4.2	4.2
6	KBXX/Houston	5.7	5.3	5.6	7.0
7	WBTS/Atlanta	4.4	4.0	4.3	4.4
8	WRDW/Philadelphia	3.8	3.3	3.5	3.8
8	WPHI/Philadelphia	2.6	2.6	3.4	3.2
9	WPGC-FM/Washington	3.7	3.5	4.2	4.1
10	WJMN/Boston	NA	4.7	4.6	4.7
19	WQHT/Long Island**	1.8	1.5	1.8	1.6
19	WDRE/Long Island	1.2	1.1	1.2	1.0
26	KGGI/Riverside	5.4	4.9	5.1	5.8
26	KPWR/Riverside**	2.1	2.4	2.4	2.4
35	KYLD/San Jose**	3.5	4.1	4.1	4.0
38	WQHT/Middlesex**	3.8	3.0	2.9	2.7

### Gains/Losses

"The Box" makes the biggest format news with its impressive 5.6-7.0 (6+, February-March) gain.

Mk	Calls/City	Feb	Mar	Fluctuation
6	KBXX/Houston	5.6	7.0	<b>+1.4</b>
26	KGGI/Riverside	5.1	5.8	<b>+.7</b>
8	WRDW/Philadelphia	3.5	3.8	<b>+.3</b>
1	WQHT/New York	3.0	3.1	<b>+.1</b>
3	WBBM-FM/Chicago	2.6	2.7	<b>+.1</b>
7	WBTS/Atlanta	4.3	4.4	<b>+.1</b>
10	WJMN/Boston	4.6	4.7	<b>+.1</b>
5	KBFB/Dallas	4.2	4.2	Flat
26	KPWR/Riverside**	2.4	2.4	Flat
4	KYLD/San Francisco	3.7	3.6	<b>-.1</b>
9	WPGC-FM/Washington	4.2	4.1	<b>-.1</b>
35	KYLD/San Jose**	4.1	4.0	<b>-.1</b>
2	KPWR/Los Angeles	3.6	3.4	<b>-.2</b>
2	KXOL/Los Angeles	2.0	1.8	<b>-.2</b>
8	WPHI/Philadelphia	3.4	3.2	<b>-.2</b>
19	WQHT/Long Island**	1.8	1.6	<b>-.2</b>
19	WDRE/Long Island	1.2	1.0	<b>-.2</b>
38	WQHT/Middlesex**	2.9	2.7	<b>-.2</b>

- Exactly half the rhythmic CHR stations listed went down February-March (**50%**); **39%** improved; and **11%** remained flat.
- Typical gains were **+.4** and representative declines were just **-.16**.



4 KYLD/San Francisco	3.7	3.6	-.1	#8
10 WJMN/Boston	4.6	4.7	+.1	#8
26 KGGI/Riverside	5.1	5.8	+.7	#2
35 KYLD/San Jose**	4.1	4.0	-.1	#10
<b>Radio One</b>	<b>13.2</b>	<b>14.4</b>	<b>+1.2</b>	
5 KBFB/Dallas	4.2	4.2	Flat	#4
6 KBXX/Houston	5.6	7.0	+1.4	#2
8 WPHI/Philadelphia	3.4	3.2	-.2	#13
<b>Emmis</b>	<b>13.7</b>	<b>13.2</b>	<b>-.5</b>	
1 WOHT/New York	3.0	3.1	+.1	#14
2 KPWR/Los Angeles	3.6	3.4	-.2	#8
19 WOHT/Long Island**	1.8	1.6	-.2	#20
26 KPWR/Riverside**	2.4	2.4	Flat	#14
38 WOHT/Middlesex**	2.9	2.7	-.2	#15
<b>CBS Radio</b>	<b>6.8</b>	<b>6.8</b>	<b>Flat</b>	
3 WBBM-FM/Chicago	2.6	2.7	+.1	#13
9 WPGC-FM/Washington	4.2	4.1	-.1	#10
<b>Cox Radio</b>	<b>4.3</b>	<b>4.4</b>	<b>+.1</b>	
7 WBTS/Atlanta	4.3	4.4	+.1	#7
<b>Beasley</b>	<b>3.5</b>	<b>3.8</b>	<b>+.3</b>	
8 WRDW/Philadelphia	3.5	3.8	+.3	#10
<b>SBS</b>	<b>2.0</b>	<b>1.8</b>	<b>-.2</b>	
2 KXOL/Los Angeles	2.0	1.8	-.2	#23
<b>Jarad</b>	<b>1.2</b>	<b>1.0</b>	<b>-.2</b>	
19 WDRE/Long Island	1.2	1.0	-.2	#29

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

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Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (5-7-2009), which featured a March PPM recap of Classic Hits and Classic Rock.

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