

FALL '94 ARBITRONS

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Call	Format	'93	'94	'94	'94	'94	Call	Format	'93	'94	'94	'94	'94	'94	
DALLAS/FT. WORTH—(7)															
KSCS	country	6.9	6.4	6.5	5.9	6.9	WFOX	oldies	3.8	3.8	4.1	3.9	4.0		
KHKS	top 40	5.9	4.7	6.1	6.0	5.6	WGST-AM	N/T	3.8	3.6	3.8	3.8	3.3		
WBAP	N/T	5.5	5.1	5.9	5.7	5.3	WJZF	adult alt	1.0	2.5	2.7	3.3	2.8		
KVIL	AC	5.3	5.8	5.3	5.4	5.1	WAOK	religious	2.4	2.7	2.3	1.9	2.5		
KKDA-FM	R&B	3.4	3.5	4.2	5.7	4.9	WGST-FM	N/T	9	1.8	1.8	2.3	2.5		
KJMK	R&B	3.3	4.4	3.4	4.1	4.5	WCNN	sports	9	1.1	1.0	1.2	1.4		
KOAJ	adult alt	3.5	4.9	5.1	4.5	4.3	MINNEAPOLIS/ST. PAUL—(16)								
KPLX	country	4.6	4.7	5.1	4.1	4.1	KQRS-AM-FM	album	9.7	12.2	10.5	13.1	12.2		
KLUV	oldies	3.3	3.8	3.9	4.0	3.7	WCCO	N/T	13.4	12.7	12.9	12.6	11.1		
KYNG	country	5.1	4.8	5.1	5.9	3.7	KDWB	top 40	6.9	7.2	6.8	6.2	6.4		
KDGE	modern	2.9	3.1	3.7	3.3	3.6	WLTE	AC	7.2	7.1	6.4	5.7	6.4		
KEGL	album	3.3	3.5	3.2	4.3	3.5	KSTP-FM	AC	6.8	6.9	7.7	5.5	6.1		
KTKC	sports	2.3	1.1	1.2	1.3	3.2	KEGE-AM-FM	modern	3.6	4.2	5.3	6.5	5.9		
KDMX	AC	3.4	3.2	3.1	2.5	3.1	KQQL	oldies	6.2	4.5	5.2	5.4	5.7		
KRLD	N/T	3.0	4.0	3.4	3.2	3.0	KEEY	country	6.7	5.8	5.5	5.0	5.6		
KLTY	religious	2.4	2.9	2.8	2.5	2.8	KSTP-AM	N/T	5.4	4.7	5.1	4.6	5.4		
KSNN	country	2.3	2.1	2.2	2.4	2.7	WBOB	country	4.3	5.4	4.1	4.6	4.8		
WRRR	classical	2.5	1.9	1.9	2.7	2.6	KTCJ/KTCZ	album	4.3	4.2	4.1	3.9	4.0		
KZPS	cls rock	3.3	2.9	2.9	2.5	2.6	KJJO-FM	country	1.8	1.7	3.3	3.5	2.5		
KTXQ	album	2.9	3.2	3.0	2.3	2.5	KFAN	sports	2.3	1.6	1.5	1.7	2.4		
KRRW	oldies	1.4	2.1	3.2	2.2	2.4	KLBB/WLOL	adult std	1.9	1.9	1.9	2.3	1.7		
KLIF	N/T	3.0	2.5	1.8	2.6	2.3	KREV/WREY-FM	modern	—	—	—	6	1.2	1.0	
KHVN	religious	1.5	2.4	1.4	1.5	1.3	ST. LOUIS—(17)								
KKDA	R&B	2.4	1.8	1.4	2.0	1.3	KMOX	N/T	13.0	16.5	14.7	14.9	14.9		
KDZR	album	1.3	1.4	1.2	1.0	1.2	KSHE	album	7.8	6.5	6.7	7.9	7.9		
KESS	Spanish	2.6	1.7	1.8	1.4	1.2	KMJM	R&B	6.9	7.4	7.6	7.8	7.7		
KODA	AC	5.4	5.4	5.5	6.3		WIL	country	11.0	8.7	8.8	9.1	7.2		
KILT-FM	country	6.3	7.2	6.2	7.0	6.2	KEZK	AC	6.8	7.0	6.9	6.5	6.5		
KKBO-AM-FM	country	5.7	4.8	5.3	5.3	5.5	KYKY	AC	5.1	6.4	5.3	5.2	4.9		
KRBE	top 40	4.9	4.3	4.4	5.7	5.5	KIHT	oldies	2.3	1.1	3.7	5.6	4.5		
KMJQ	R&B	4.6	5.3	4.4	5.1	5.3	WKBO-FM	top 40	4.5	4.4	4.6	3.4	3.7		
KBJX	top 40/rhythm	4.7	5.2	4.8	3.8	5.2	KLOU	oldies	3.5	2.9	3.6	3.2	3.4		
KTRH	N/T	4.6	4.8	4.2	4.2	4.6	KFUO-FM	classical	2.4	2.8	2.2	1.9	3.1		
KIKK-FM	country	4.7	5.5	4.7	4.2	4.1	KPMT	modern	2.3	2.1	2.9	2.5	2.9		
KLOL	album	3.2	3.8	3.7	4.3	4.0	WKXX	country	3.0	3.3	4.3	3.6	2.9		
KPRC	N/T	4.3	4.4	3.8	3.8	3.9	KSD-FM	cls rock	4.7	4.3	4.3	3.6	2.8		
KQUE	AC	5.3	4.9	5.6	4.4	3.8	WRTH	adult std	2.7	2.5	2.7	3.2	2.6		
KLDE	oldies	4.2	3.1	4.0	4.7	3.7	WEW	N/T	1.4	1.9	1.0	1.0	2.2		
KHMX	AC	4.5	4.4	4.1	4.3	3.6	KNJZ	adult alt	7	9	1.2	1.4	2.1		
KHYS	R&B adult	3.9	3.8	3.1	3.3	3.1	KXOK	R&B adult	2.1	1.8	2.0	2.1	2.0		
KKRW	oldies	1.9	2.8	3.9	3.1	3.1	WVRV	album	1.4	1.8	1.9	1.3	1.9		
KROT	modern	3.2	2.6	2.3	2.6	2.6	WIBV	N/T	1.7	1.7	1.5	1.3	1.6		
KQOK	Spanish	2.0	1.3	1.8	1.4	1.9	KATZ-AM	R&B adult	2.2	1.4	1.2	1.5	1.4		
KKTJ	Spanish	1.0	1.1	1.5	1.9	1.8	WCBW	religious	1.2	1.0	1.2	1.3	1.0		
KKZR	album	1.8	2.0	2.0	1.8	1.7	KFNS	N/T	6	5	5	1.1	1.0		
KLTN	Spanish	1.4	2.2	3.0	1.9	1.7	BALTIMORE—(18)								
KLAT	Spanish	1.0	0.9	1.2	1.5	1.6	WPOC	country	9.9	7.7	7.5	8.3	10.9		
KSEV	N/T	1.5	1.3	1.4	1.4	1.2	WBAL	N/T	8.6	8.5	8.8	8.0	7.4		
KCOH	R&B	1.5	8	1.1	6	1.0	WWMX	AC	4.8	6.7	5.3	6.2	6.7		
KRTK/KRTS	classical	9	8	6	1.1	1.0	WQSR	oldies	5.7	6.4	5.9	5.3	6.3		
BOSTON—(10)															
WBZ	N/T	7.9	8.3	8.0	7.7	8.0	WERQ	top 40/rhythm	4.5	5.4	6.0	4.8	6.0		
WRKO	N/T	5.7	4.7	5.8	4.5	7.5	WXYV	R&B	5.8	6.1	6.7	4.8	5.6		
WXKS-FM	top 40	6.5	6.8	6.5	7.2	6.0	WLIF	AC	4.2	6.9	5.2	4.4	5.4		
WJMN	top 40/rhythm	5.3	4.7	5.8	5.9	5.5	WHFS	modern	3.2	3.3	3.9	4.3	3.8		
WBGN	album	4.7	5.3	6.0	4.7	5.4	WYIY	album	5.5	5.2	4.4	6.2	3.7		
WODS	oldies	4.1	3.9	4.6	5.3	4.7	WOCY	oldies	3.0	3.5	3.5	3.8	3.7		
WBUX	AC	4.3	4.1	4.7	4.4	4.6	WWIN-FM	R&B adult	3.7	3.6	2.9	3.5	3.3		
WMJX	AC	6.6	4.5	5.3	4.9	4.2	WCBM	N/T	4.4	3.0	3.1	2.9	3.0		
WZLX	cls rock	4.4	4.7	4.3	4.6	4.2	WCAO	religious	2.5	2.2	2.0	2.7	2.7		
WCRB	classical	3.2	3.9	3.0	2.5	3.5	WJFK-AM	N/T	1.0	1.5	2.0	1.9	2.1		
WSSH-FM	AC	4.1	3.7	3.5	2.9	3.4	WPGC-FM	R&B	1.7	1.8	2.2	2.0	1.8		
WEEI	sports	3.6	4.1	4.1	—	3.3	WHUR	R&B	8	10	9	1.1	1.6		
WAAF	album	1.3	2.1	2.6	2.4	2.9	WGRJ	cls rock	2.6	2.7	1.9	2.0	1.4		
WBOS	AC	3.7	3.9	3.8	2.8	2.8	WRBS	religious	1.5	1.3	1.5	2.1	1.3		
WFNX	modern	2.1	2.2	2.3	2.4	2.5	WRQX	AC	1.3	1.4	1.0	1.4	1.3		
WXKS-AM	adult std	1.7	1.5	1.8	2.3	2.5	WWIN-AM	religious	1.1	6	1.1	1.0	1.2		
WEGQ	oldies	1.1	1.6	1.1	1.2	2.2	WWDC-FM	album	1.1	1.3	1.3	1.4	1.0		
WBCS	country	2.6	1.7	1.5	1.9	1.8	PITTSBURGH—(19)								
WCLB	country	2.1	2.2	2.5	2.3	1.6	KDKA	N/T	12.9	14.4	15.4	13.8	13.1		
WILD	R&B	1.7	2.1	1.4	1.5	1.2	WDVE	album	9.2	8.9	10.7	11.7	11.0		
ATLANTA—(12)															
WVEE	R&B	13.5	12.9	11.1	12.1	11.2	WBZZ	top 40	5.9	7.7	6.8	6.9	6.6		
WKHX-FM	country	8.9	9.2	10.5	9.2	9.9	WDSY	country	5.3	4.7	5.7	4.1	6.5		
WPCH	AC	7.1	6.9	6.1	6.9	7.2	WWSW-AM-FM	oldies	8.0	5.7	6.6	6.2	5.8		
WSB-FM	AC	6.2	6.4	6.3	6.7	6.5	WAMO	R&B	4.1	5.0	4.4	4.8	5.2		
WSB-AM	N/T	5.6	6.2	5.9	5.8	6.4	WTAE	N/T	5.4	4.6	3.3	4.4	4.5		
WNHX	modern	4.0	4.3	5.6	5.7	4.9	WJAS	adult std	4.2	4.5	3.7	4.2	4.4		
WSTR	top 40	7.2	5.7	5.2	5.6	4.9	WVTV	AC	4.4	4.9	4.6	5.6	4.3		
WALR	R&B adult	5.0	4.8	4.6	4.7	4.6	WRRK	cls rock	2.7	3.1	3.5	3.9	4.2		
WYAY	country	4.9	5.1	4.8	3.7	4.5	WSHH	AC	5.6	5.5	4.9	5.2	4.0		
WZGC	cls rock	3.5	3.5	3.3	4.5	4.2	WLTJ	AC	5.7	3.9	3.7	3.8	3.3		
WKLS	album	4.8	5.3	5.5	4.7	4.1	WZPT	oldies	2.5	1.9	1.8	2.4	2.9		
							WXRJ	country	2.8	2.4	2.8	2.3	2.5		

Call	Format	'93	'94	'94	'94	'94
WWKS	album	1.0	1.5	1.7	2.2	1.5
KQV	N/T	1.6	1.5	1.3	1.2	1.3
WORD-FM	religious	8	1.4	1.1	1.4	1.1

TAMPA, FLA.—(21)						
WQYK-FM	country	10.5	9.7	9.3	9.0	9.8
WXTB	album	7.4	7.6	7.5	6.9	7.8
WGUL-AM-FM	adult std	6.2	5.8	5.7	6.0	7.2
WFLA	N/T	6.5	5.5	6.4	7.2	7.1
WMTX-AM-FM	AC	5.8	6.0	6.0	5.4	6.6
WWRM	AC	5.3	5.8	5.9	6.2	6.6
WFLZ	top 40/rhythm	6.1	6.0	6.3	5.5	6.2
WRBQ-FM	country	6.8	7.1	6.1	6.4	5.5
WDUV	easy	4.5	4.7	4.7	4.8	5.0
WUSA	AC	5.7	5.3	4.2	4.8	4.4
WYUW	oldies	3.0	4			