

# Metro Audience Trends\*

PERSONS 12+

	MONDAY-SUNDAY			6AM-MID		MONDAY-FRIDAY			6AM-10AM	
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 85	SPRING 87
<b>KDVV</b>										
SHARE	11.1	**	6.7	**	9.9	9.7	**	6.6	**	10.1
AQH(00)	22	**	18	**	29	28	**	26	**	45
CUME RTG	27.5	**	16.3	**	20.7	16.0	**	10.3	**	14.1
<b>+KEWI</b>										
<b>KSKX</b>										
SHARE	6.0	**	5.9	**	2.1	8.3	**	7.1	**	2.9
AQH(00)	12	**	16	**	6	24	**	28	**	13
CUME RTG	13.4	**	11.0	**	7.0	8.8	**	7.1	**	4.0
<b>KMAJ</b>										
SHARE	7.0	**	7.4	**	12.3	7.3	**	8.1	**	10.8
AQH(00)	14	**	20	**	36	21	**	32	**	48
CUME RTG	14.1	**	13.6	**	21.3	7.9	**	9.0	**	12.5
<b>KTOP</b>										
SHARE	9.5	**	7.8	**	6.5	11.1	**	7.3	**	8.7
AQH(00)	19	**	21	**	19	32	**	29	**	39
CUME RTG	16.0	**	11.5	**	11.9	10.8	**	8.1	**	7.3
<b>KTPK</b>										
SHARE	12.6	**	13.3	**	17.1	13.1	**	13.4	**	16.6
AQH(00)	25	**	36	**	50	38	**	53	**	74
CUME RTG	23.9	**	20.7	**	24.0	14.2	**	12.2	**	17.4
<b>KZOC</b>										
SHARE	**	**	**	**	.3	**	**	**	**	.4
AQH(00)	**	**	**	**	1	**	**	**	**	2
CUME RTG	**	**	**	**	1.5	**	**	**	**	.9
<b>WIBW</b>										
SHARE	7.5	**	10.4	**	8.6	9.3	**	10.1	**	7.8
AQH(00)	15	**	28	**	25	27	**	40	**	35
CUME RTG	20.5	**	20.1	**	17.7	11.9	**	9.5	**	8.8
<b>WIBW-FM</b>										
SHARE	10.1	**	12.6	**	12.7	9.0	**	13.2	**	11.7
AQH(00)	20	**	34	**	37	26	**	52	**	52
CUME RTG	29.6	**	26.1	**	30.5	17.2	**	16.9	**	18.2
<b>WREN</b>										
SHARE	7.5	**	5.2	**	3.4	9.7	**	5.6	**	2.7
AQH(00)	15	**	14	**	10	28	**	22	**	12
CUME RTG	22.1	**	12.7	**	12.3	12.7	**	7.8	**	5.0
<b>KCFX</b>										
SHARE	**	**	**	**	.3	**	**	**	**	.2
AQH(00)	**	**	**	**	1	**	**	**	**	1
CUME RTG	**	**	**	**	1.5	**	**	**	**	.6
<b>KCMO</b>										
SHARE	2.0	**	1.1	**	1.0	1.0	**	1.0	**	1.1
AQH(00)	4	**	3	**	3	3	**	4	**	5
CUME RTG	7.6	**	3.5	**	5.8	4.1	**	2.3	**	2.3
<b>+KCPW</b>										
<b>KBKC</b>										
SHARE	**	**	.4	**	.3	**	**	.5	**	.7
AQH(00)	**	**	1	**	1	**	**	2	**	3
CUME RTG	**	**	2.0	**	3.8	**	**	1.0	**	1.9
<b>KHUM</b>										
SHARE	**	**	**	**	1.7	**	**	**	**	1.6
AQH(00)	**	**	**	**	5	**	**	**	**	7
CUME RTG	**	**	**	**	5.5	**	**	**	**	3.3
<b>KLZR</b>										
SHARE	**	**	.4	**	1.0	**	**	**	**	.9
AQH(00)	**	**	1	**	3	**	**	**	**	4
CUME RTG	**	**	3.9	**	4.1	**	**	.7	**	2.8
<b>KMBR</b>										
SHARE	2.5	**	1.5	**	1.0	2.4	**	1.0	**	1.3
AQH(00)	5	**	4	**	3	7	**	4	**	6
CUME RTG	4.6	**	4.9	**	3.2	2.3	**	2.0	**	2.0
<b>KPRS</b>										
SHARE	1.0	**	**	**	1.4	.3	**	**	**	.4
AQH(00)	2	**	**	**	4	1	**	**	**	2
CUME RTG	2.2	**	**	**	1.5	1.0	**	**	**	.8
<b>KUDL</b>										
SHARE	**	**	.7	**	.3	**	**	.8	**	.2
AQH(00)	**	**	2	**	1	**	**	3	**	1
CUME RTG	**	**	3.4	**	2.0	**	**	1.9	**	1.0
<b>KYYS</b>										
SHARE	9.5	**	5.6	**	5.8	6.9	**	4.8	**	5.6
AQH(00)	19	**	15	**	17	20	**	19	**	25
CUME RTG	16.3	**	13.3	**	10.7	9.5	**	7.9	**	6.7
<b>KZZC</b>										
SHARE	3.0	**	2.2	**	1.4	3.5	**	1.8	**	1.3
AQH(00)	6	**	6	**	4	10	**	7	**	6
CUME RTG	13.5	**	9.1	**	3.6	7.9	**	4.5	**	1.9
<b>WDAF</b>										
SHARE	1.5	**	4.1	**	4.8	1.0	**	4.3	**	6.5
AQH(00)	3	**	11	**	14	3	**	17	**	29
CUME RTG	5.3	**	8.2	**	13.8	3.0	**	5.2	**	8.3

Footnote Symbols: \*\* Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 5B.

## ARBITRON RATINGS

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TOPEKA

SPRING 1987

\* See page iv Restrictions On Use Of Report for restrictions on the use of Trends Data.