

SPRING '92 ARBITRONS

12-plus overall average quarter hour shares. (#) indicates Arbitron market rank. Copyright 1992, Arbitron Ratings Co. May not be quoted or reproduced without the prior written permission of Arbitron.

ORANGE COUNTY, CALIF.—(16)

Call	Format	Sp '91	Su '91	Fa '91	W '92	Sp '92
KBIG	AC	5.8	5.4	5.5	5.4	5.7
KOST	AC	7.9	5.8	6.7	4.2	5.4
KLOS	album	6.2	6.6	5.6	5.4	5.2
KRTH	oldies	4.2	5.2	5.0	4.3	4.8
KFI	N/T	3.3	2.8	3.2	4.3	4.6
KROQ	modern	4.7	3.3	3.0	3.3	4.5
KIIS-AM-FM	top 40	5.2	4.6	4.7	5.7	4.4
KABC	N/T	5.4	4.2	4.5	3.7	3.9
KLSX	cls rock	4.1	4.3	3.5	3.0	3.7
KXEZ	AC	3.1	3.1	2.6	3.1	3.5
KQLZ	album	2.5	4.7	3.2	2.3	3.0
KNX	N/T	2.5	2.9	3.6	2.3	2.8
KPWR	top 40/dance	3.2	2.2	2.5	3.9	2.7
KCBS-FM	oldies	3.2	2.2	1.3	2.1	2.6
KFWB	N/T	2.4	2.3	1.7	2.3	2.5
KTNQ	Spanish	2.1	1.6	3.3	2.5	2.5
KIKF	country	.7	1.3	1.1	2.0	2.3
KMPC	adult std	3.4	4.3	2.4	2.7	2.3
KTWV	adult alt	3.9	3.7	2.8	3.8	2.3
KLVE	Spanish	1.7	2.8	2.5	1.9	2.2
KKHJ	Spanish	.7	.8	1.1	1.3	2.1
KEZY	top 40	2.0	1.6	1.7	1.5	1.8
KKGO	classical	1.8	1.8	2.1	1.8	1.8
KZLA	country	1.3	1.0	2.0	2.1	1.8
→ KOCM/KSRF	modern	.8	.5	.8	.7	1.4
KKBT	urban	1.2	.8	1.4	1.9	1.2
KSKQ-FM	Spanish	1.2	.9	.8	.3	1.1
KNAC	album	1.7	1.4	1.5	1.0	1.0
KWVE	religious	.5	—	.8	.9	1.0

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