



# Holiday Music Station Study

Fall 2001 Survey



# Holiday Music Station Study

This report includes only selected stations that played all holiday music. The monthly numbers are actual numbers available through MaximiSer® and PD Advantage®. No extrapolations are included in this report.

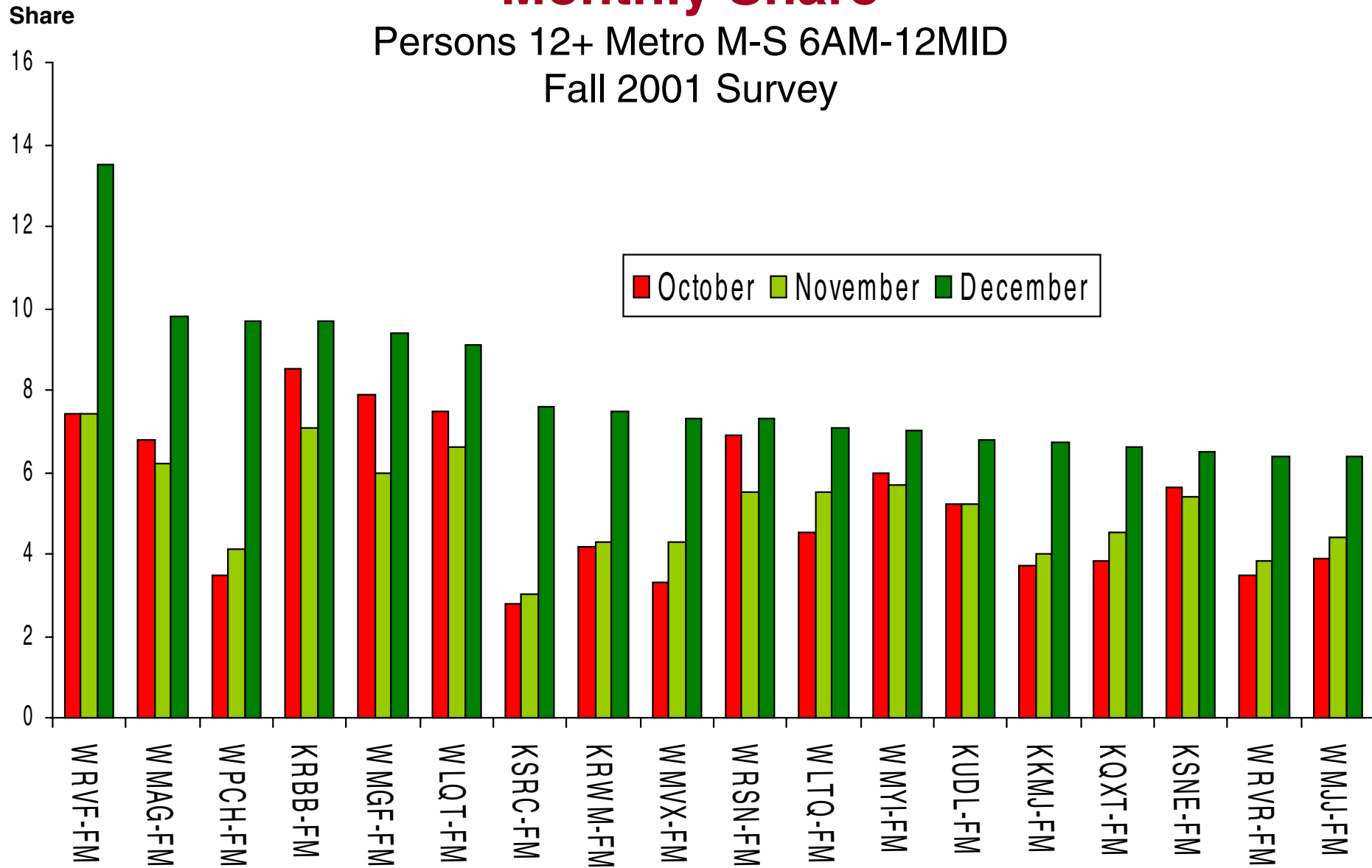
# Holiday Music Station List

Stations Going All Holiday Music in December

<i>Station Name</i>	<i>Format</i>	<i>Market</i>
WRVF-FM	Adult Contemporary	TOLEDO
WMAG-FM	Adult Contemporary	GREENSBORO-WINSTON SALEM-HIGH POINT
WPCH-FM	Soft Adult Contemporary	ATLANTA
KRBB-FM	Adult Contemporary	WICHITA
WMGF-FM	Soft Adult Contemporary	ORLANDO
WLQT-FM	Soft Adult Contemporary	DAYTON
KSRC-FM	Adult Contemporary	KANSAS CITY
KRWM-FM	Soft Adult Contemporary	SEATTLE-TACOMA
WMVX-FM	Hot Adult Contemporary	CLEVELAND
WRSN-FM	Adult Contemporary	RALEIGH-DURHAM
WLTQ-FM	Soft Adult Contemporary	MILWAUKEE-RACINE
WMYI-FM	Adult Contemporary	GREENVILLE-SPARTANBURG
KUDL-FM	Adult Contemporary	KANSAS CITY
KKMJ-FM	Adult Contemporary	AUSTIN
KQXT-FM	Adult Contemporary	SAN ANTONIO
KSNE-FM	Soft Adult Contemporary	LAS VEGAS
WRVR-FM	Adult Contemporary	MEMPHIS
WMJJ-FM	Hot Adult Contemporary	BIRMINGHAM
KMZQ-FM	Adult Contemporary	LAS VEGAS
WJJJ-FM	Rhythmic Oldies	PITTSBURGH
WMXC-FM	Adult Contemporary	MOBILE
KISC-FM	Adult Contemporary	SPOKANE
WLIT-FM	Adult Contemporary	CHICAGO
WASH-FM	Adult Contemporary	WASHINGTON
KOST-FM	Adult Contemporary	LOS ANGELES
WVMX-FM	Hot Adult Contemporary	CINCINNATI
KVIL-FM	Adult Contemporary	DALLAS-FT. WORTH
WLVE-FM	New AC (NAC)/Smooth Jazz	MIAMI-FT. LAUDERDALE-HOLLYWOOD
WRBQ-FM	Country	TAMPA-ST. PETERSBURG-CLEARWATER
KWSJ-FM	New AC (NAC)/Smooth Jazz	WICHITA
WGRL-FM	New Country	INDIANAPOLIS
KDMX-FM	Hot Adult Contemporary	DALLAS-FT. WORTH
WRSN-FM	Adult Contemporary	GREENSBORO-WINSTON SALEM-HIGH POINT
WMAG-FM	Adult Contemporary	RALEIGH-DURHAM

*Holiday Music Stations*  
**Monthly Share**

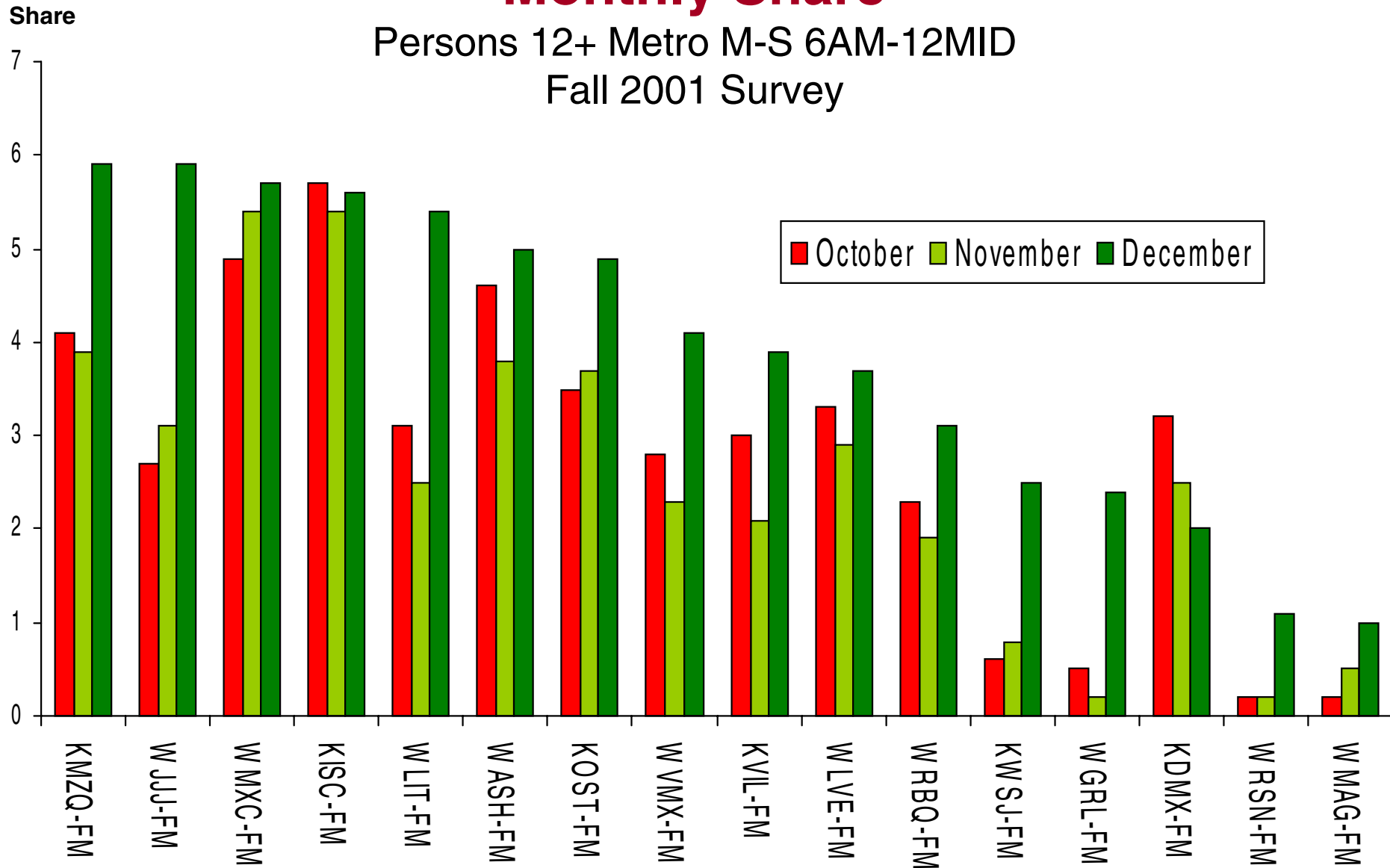
Persons 12+ Metro M-S 6AM-12MID  
 Fall 2001 Survey



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# Monthly Share

Persons 12+ Metro M-S 6AM-12MID  
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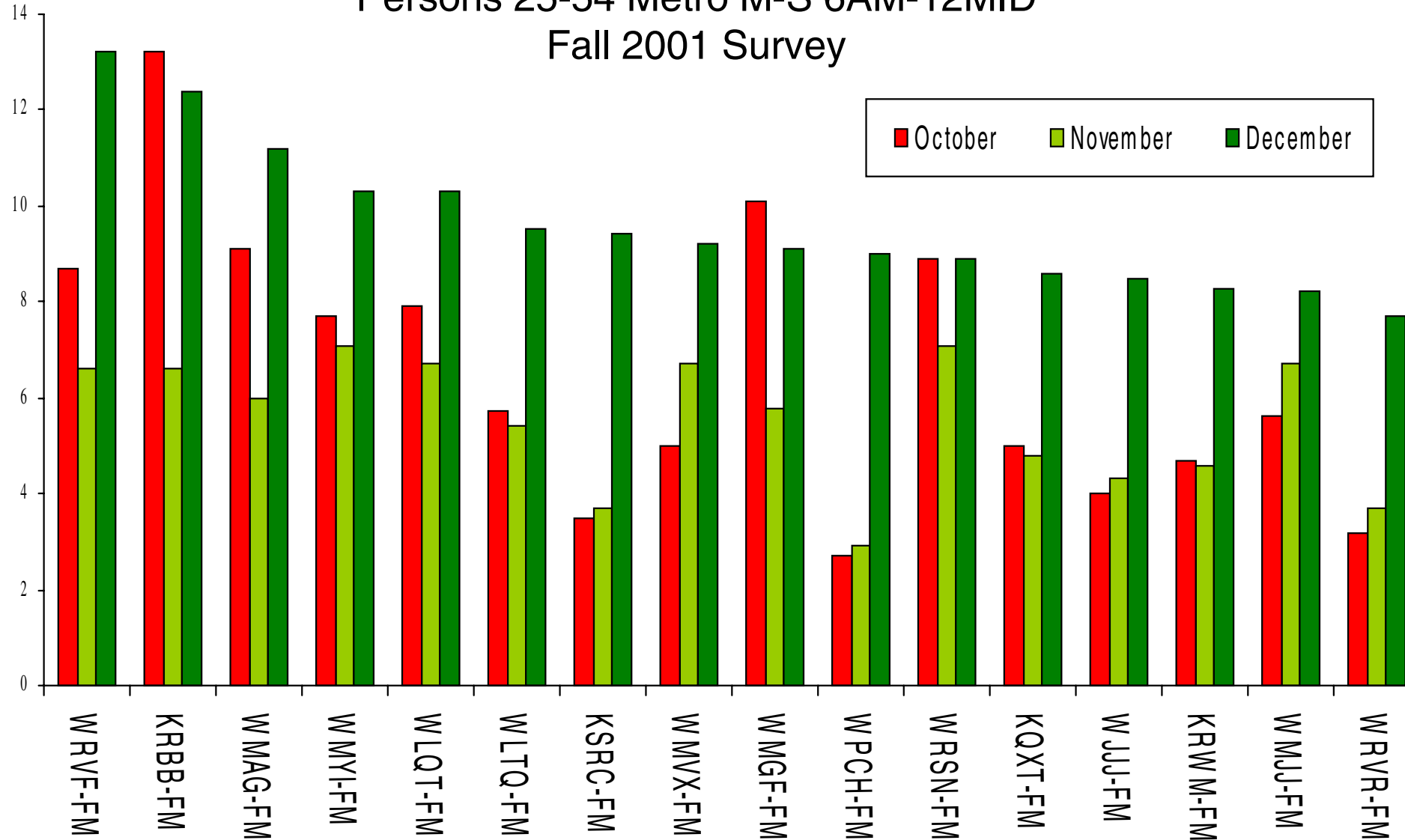


*Holiday Music Stations*

# Monthly Share

Persons 25-54 Metro M-S 6AM-12MID  
Fall 2001 Survey

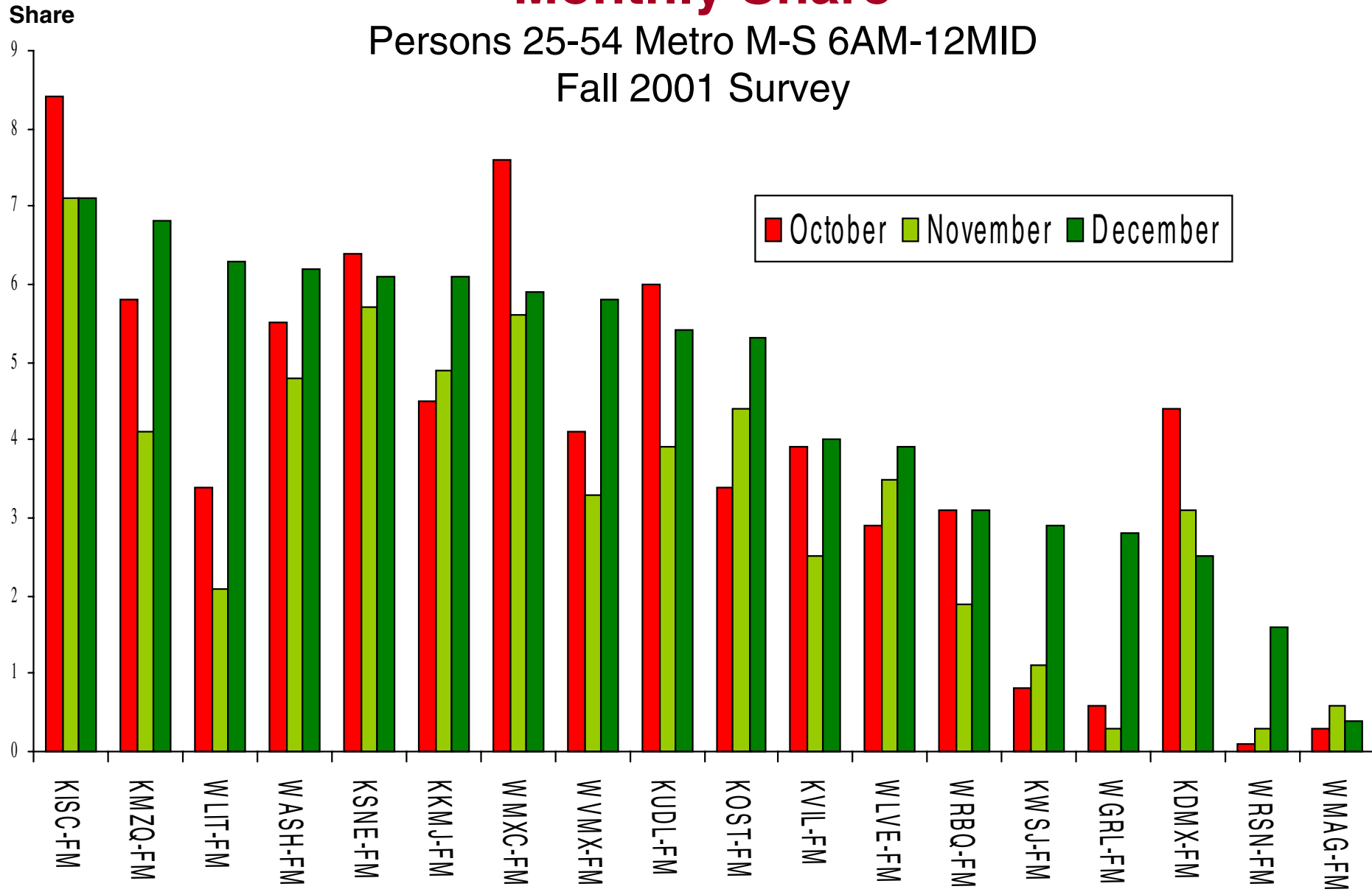
Share



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# Monthly Share

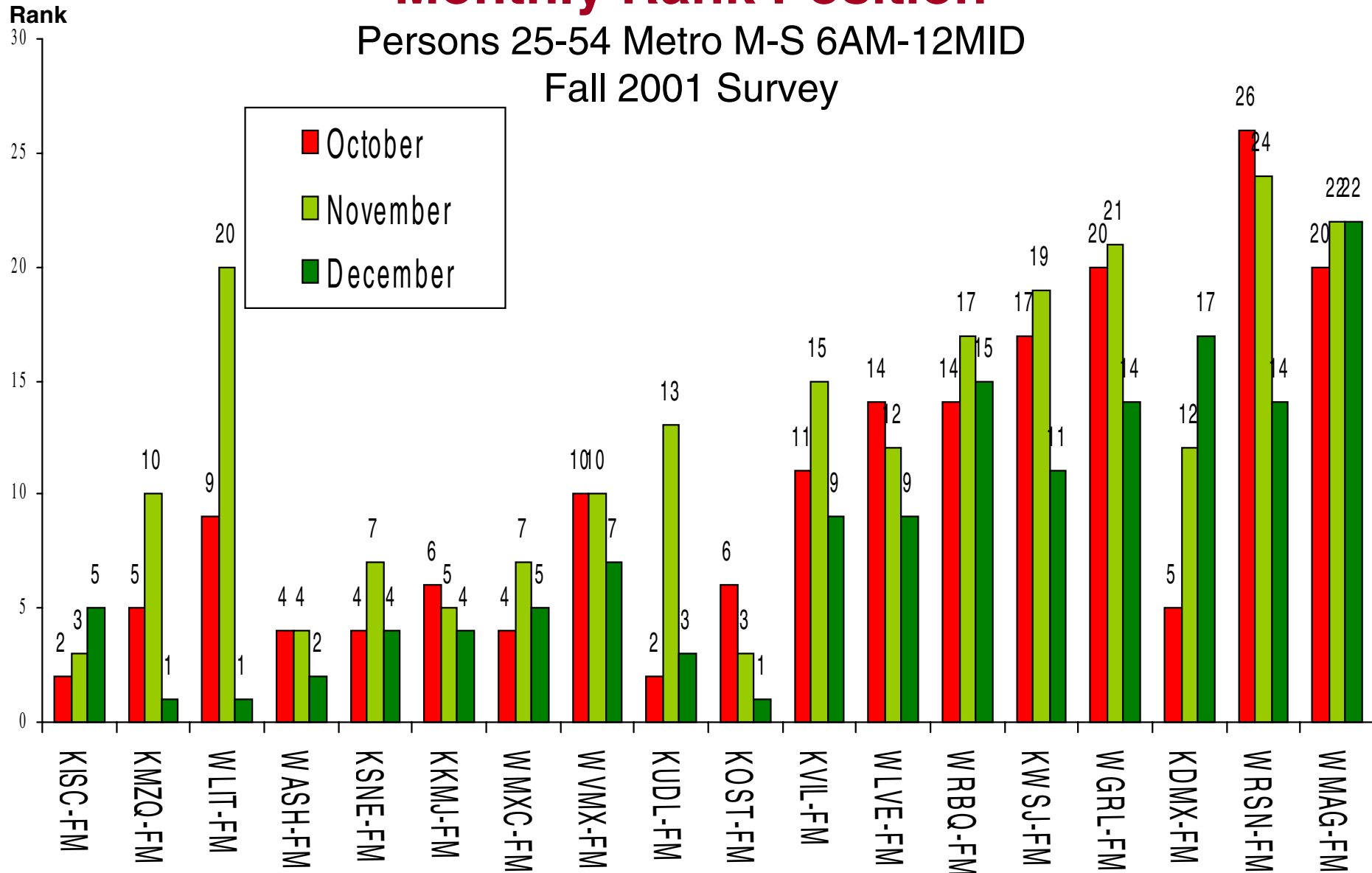
Persons 25-54 Metro M-S 6AM-12MID  
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# Monthly Rank Position

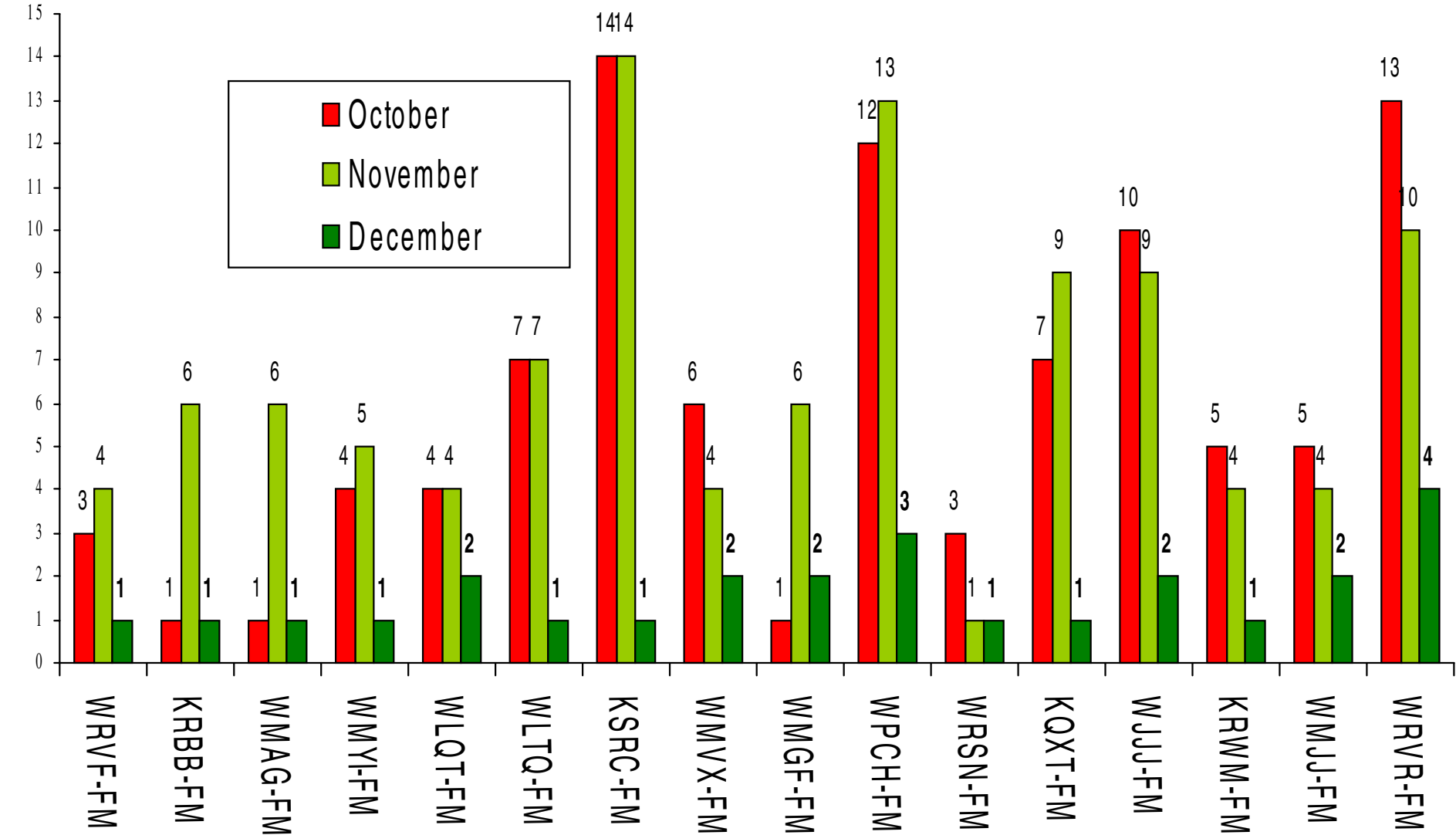
Persons 25-54 Metro M-S 6AM-12MID  
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# Monthly Rank Position

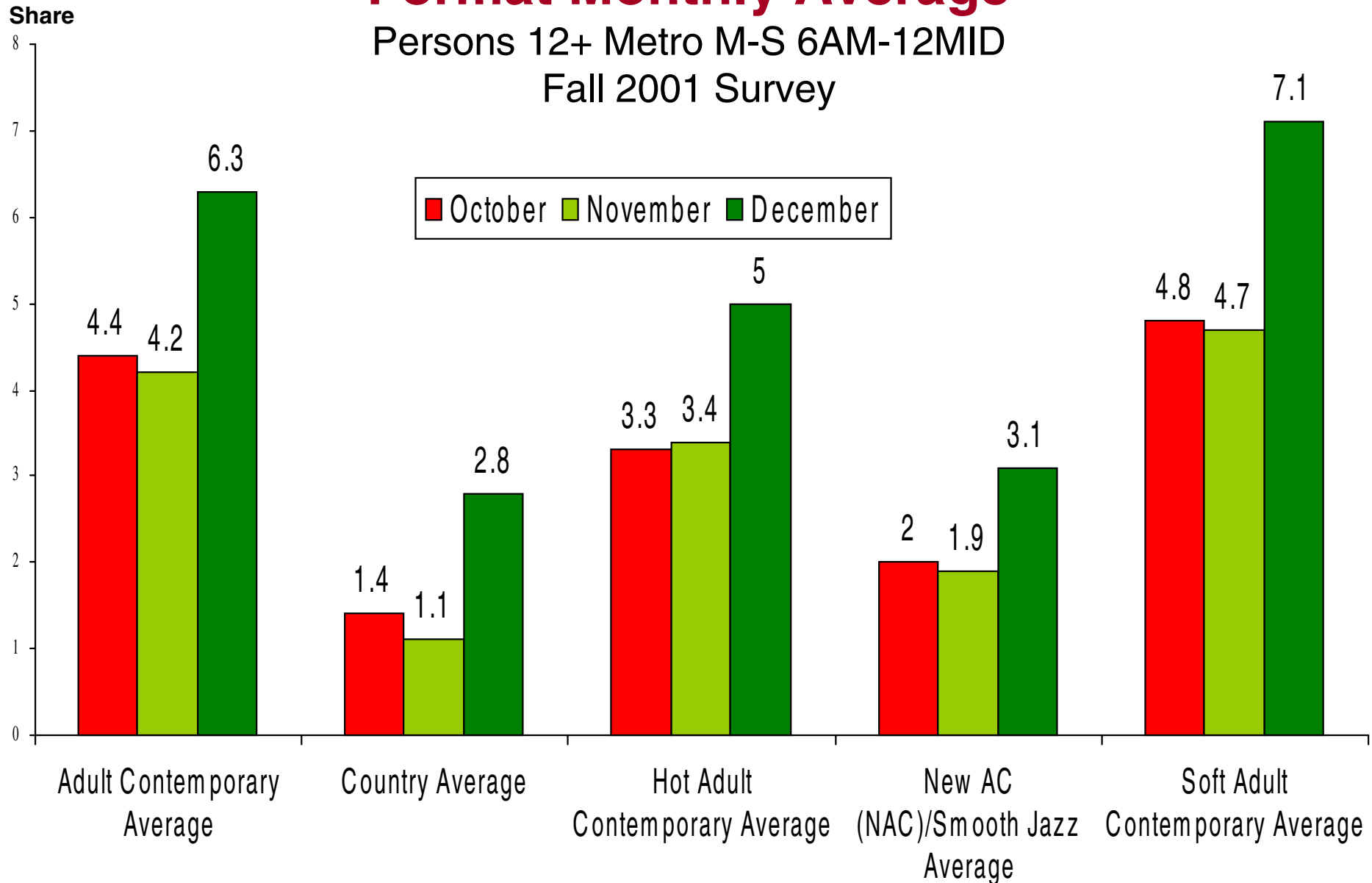
Persons 25-54 Metro M-S 6AM-12MID Fall 2001 Survey



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# Format Monthly Average

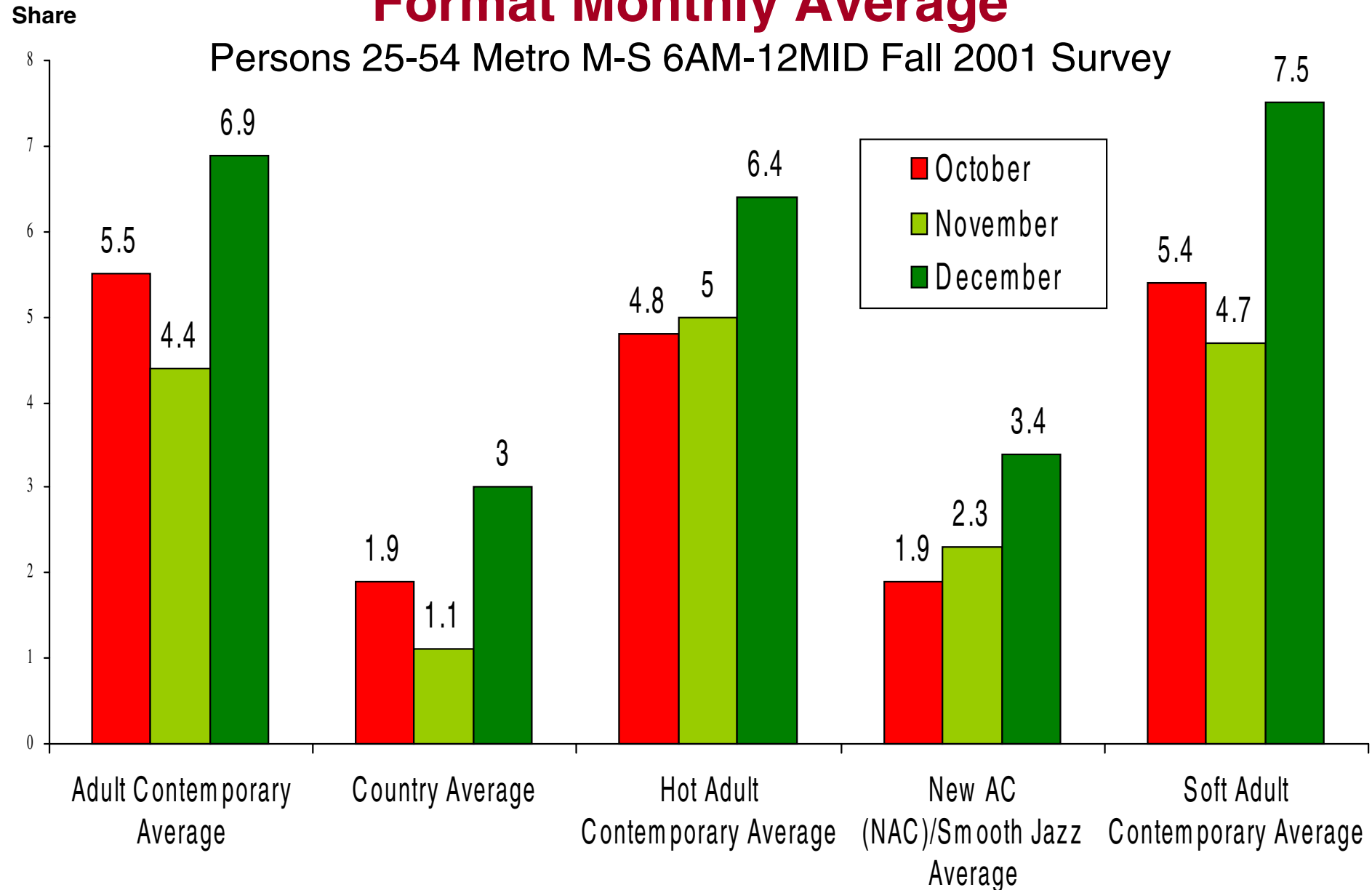
Persons 12+ Metro M-S 6AM-12MID  
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# Format Monthly Average

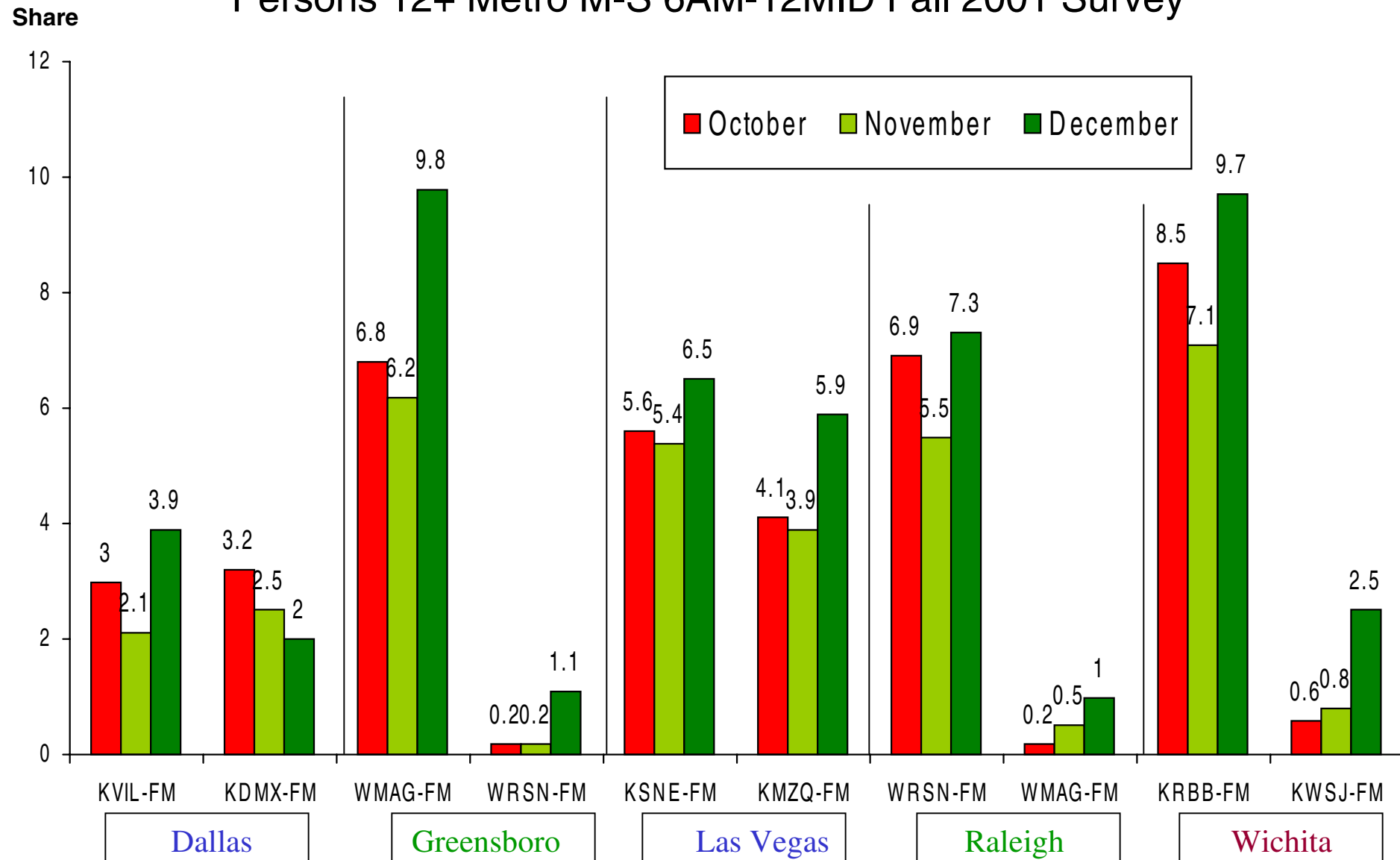
Persons 25-54 Metro M-S 6AM-12MID Fall 2001 Survey



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# Markets with Multiple Holiday Music Stations in December

Persons 12+ Metro M-S 6AM-12MID Fall 2001 Survey



# Holiday Music Station Study

The multimarket capability of XTrends software was used as an aid in the preparation of this report. To get XTrends for your group, call (888) 882-4480.



**Questions:**

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