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Oldies Insights

Winter 2002:

The Relationship Between Music Era and Arbitron Performance

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ARE MUSIC CHANGES HAVING ANY IMPACT?

In this report, Coleman will examine the ratings performance of 39 Oldies stations in the Top 50 Arbitron markets¹. This analysis was undertaken because many Oldies stations have recently begun to contemporize their music blend by eliminating '50s titles, cutting back on '60s titles and adding more '70s titles. This move to contemporize Oldies stations began a few years ago and was the result of the erosion of the 25-54 ratings position of Oldies stations. The goal of the following report is to determine the success or failure of such moves. To determine the impact of the music blend on the ratings performance of Oldies stations, we examine several key issues, including:

1. Have Oldies stations become more contemporary in the last couple of years?
2. Have the share, rank and “relative position” of Oldies stations really eroded as is believed by many people?
3. How are Oldies stations with older and newer music blends faring? Are the more contemporary stations getting younger? Are they improving their position among 25- to 54-year-olds?
4. How are stations that have contemporized their sound the most performing compared to those that have contemporized the least?
5. How are the stations with the oldest music blend faring today vs. the stations with the oldest blend two years ago? Did stations with older music blends two years ago do better than stations with older music blends today?
6. Have contemporary Oldies stations improved their position among 25- to 54-year-olds, but hurt their position among 35- to 64-year-olds?
7. Are stations that are more contemporary attracting a younger demo? Are there any new 35- to 44-year-olds coming into the fold?

¹ A complete list of the stations covered by this report is contained in Appendix A.

8. What impact is '70s music having on the ratings of Oldies stations? Does Classic Rock hurt the performance of stations?

KEY FINDINGS OF COLEMAN'S *OLDIES INSIGHTS* ANALYSIS

Appendix B contains details on the methodology used in the preparation of this report. Subsequent sections of this report will document our conclusions in detail. Below, we have listed the summary of findings.

- **All Oldies stations are playing a more contemporary music mix today than in 2000.** Two years ago, the Average Era of an Oldies station was 1965.7, whereas today it is one year more contemporary at 1966.7.
- **Overall, Oldies stations are weaker in terms of Adults 25-54 share, rank and Coleman Performance Index than two years ago.** The average Adults 25-54 share of the stations analyzed here declined from a 5.3 in Winter 2000 to a 4.9 in Winter 2002, while their average rank has slipped from 7th to 8th. Their Performance Index has declined from a 92 to 89 over the same period.¹
- **There is little difference in the performance of Oldies stations that play an older blend of music and stations that play a newer blend of music.** Stations in these two groups have similar Adults 25-54 shares, ranks and Performance Indices.
- **There is not a significant difference in the ratings between stations that contemporized their sound the most and those that contemporized their sound the least over the last two years.** Stations that moved their sound more contemporary by one year or more perform no better or worse in the ratings than stations that did not contemporize their sound. Thus, there is no evidence that moving a station more

¹ The following "Notes on Indices" section contains a complete definition of the Coleman Performance Index.

- contemporary results in improved ratings among 25- to 54-year-old listeners, though it also has not undermined the performance of stations.
- **While there is little difference between the ratings performance of stations with a more contemporary sound or an older sound among 25- to 54-year-olds, there is a difference among 35- to 64-year-olds.** Stations that play an older mix of music have a higher share and a slightly higher average Performance Index among the 35- to 64-year-old audience than do stations that play a more contemporary blend.
 - **Among 25- to 54-year-olds, there is no difference in the performance of “Classic Rock-leaning” Oldies stations and those that do not lean Classic Rock.** However, among 35- to 64-year-olds, there is a more dramatic difference, with the Coleman Performance Index being considerably higher for stations with little Classic Rock compared to stations that have a lot of Classic Rock. Thus, it appears as if Classic Rock has little effect on the 25- to 54-year-old performance of Oldies stations, but it does undermine some of the 35- to 64-year-old performance.
 - **The audience composition of Oldies stations airing a more contemporary music mix is slightly younger than for older-leaning Oldies stations.** While there is not a substantial difference in the ratings performance of older and newer Oldies stations, there is a slight difference in the age skews of their audiences. Specifically, stations airing more contemporary music attract slightly more listeners in the 35-44 age cell.
 - **The 25-54 performance gap between older and newer Oldies stations has narrowed since 2000.** Two years ago, the newer-leaning Oldies stations outperformed the older-leaning stations. The differences in their performances are no longer significant.

NOTES ON INDICES

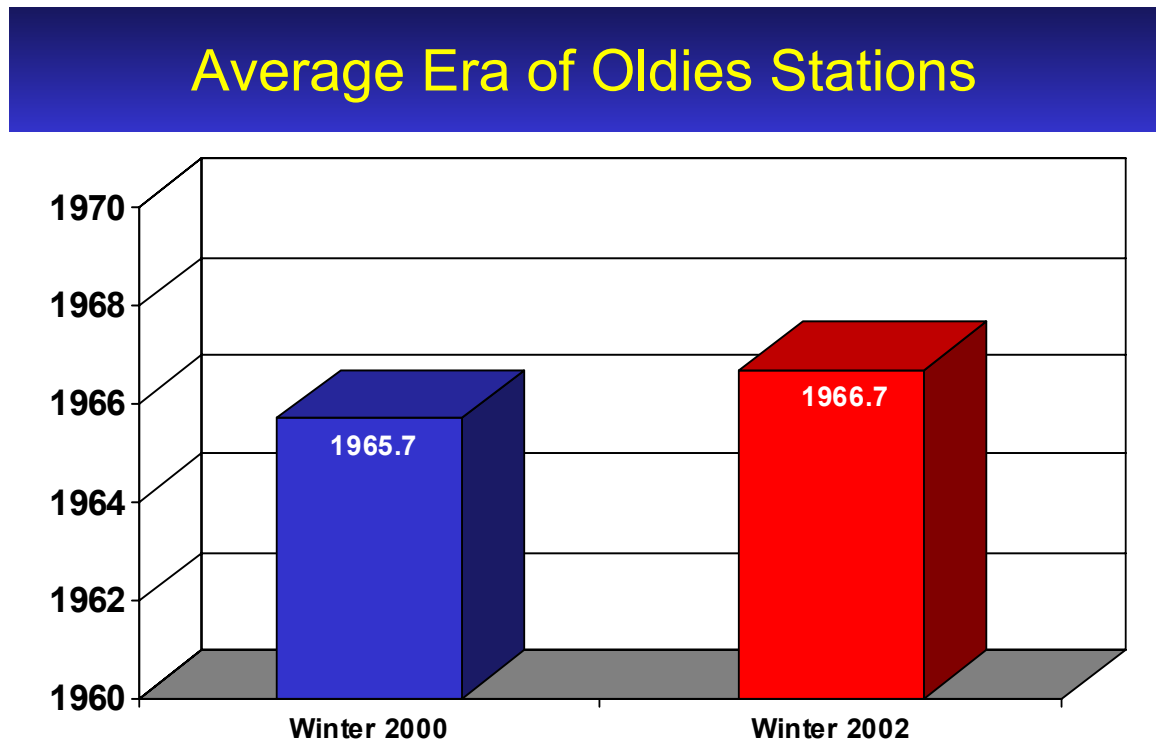
Throughout the detailed descriptions of our conclusions in this report, we will refer to two sets of indices that require some explanation. The first is called the **Coleman Performance Index**, which Coleman developed because reviewing stations' trends over time can create a misleading picture. This is because average audience shares have been declining steadily in recent years as competition for listeners has intensified. This phenomenon, often referred to as "share compression," has been well documented.

The Coleman Performance Index compensates for this because it compares a station's audience share to the average share of the Top 10 stations in its market. This not only allows us to account for share compression, it also allows for objective comparisons between stations in larger and smaller markets. For example, WJMK/Chicago has a higher 25-54 Coleman Performance Index than KLDE/Houston even though the former has a smaller audience share. This is because WJMK's 4.1 share in the Winter 2002 survey is larger than KLDE's 4.7 share when we consider that the Top 10 stations in Chicago have a 4.3 share on average, as compared to the 5.2 average share of Houston's Top 10 stations.

A second index we will frequently cite is the **Composition Index**. This calculation compares the percentage of listening a given station receives from across all markets that comes from that segment. For example, if 40% of a station's Average Quarter-Hour (AQH) audience were in the 35-44 demographic cell, yet only 20% of all AQH listening in its market comes from 35- to 44-year-olds, we would report the station's 35-44 Composition Index at 200.

OLDIES STATIONS HAVE CONTEMPORIZED OVER LAST TWO YEARS

Over the last two years, Oldies stations have contemporized their music blend. In Winter 2000, the Average Era of music on 39 measured Oldies stations was 1965.7. Two years later, the Average Era is 1966.7. Thus, Oldies stations are clearly making their music blends more contemporary.

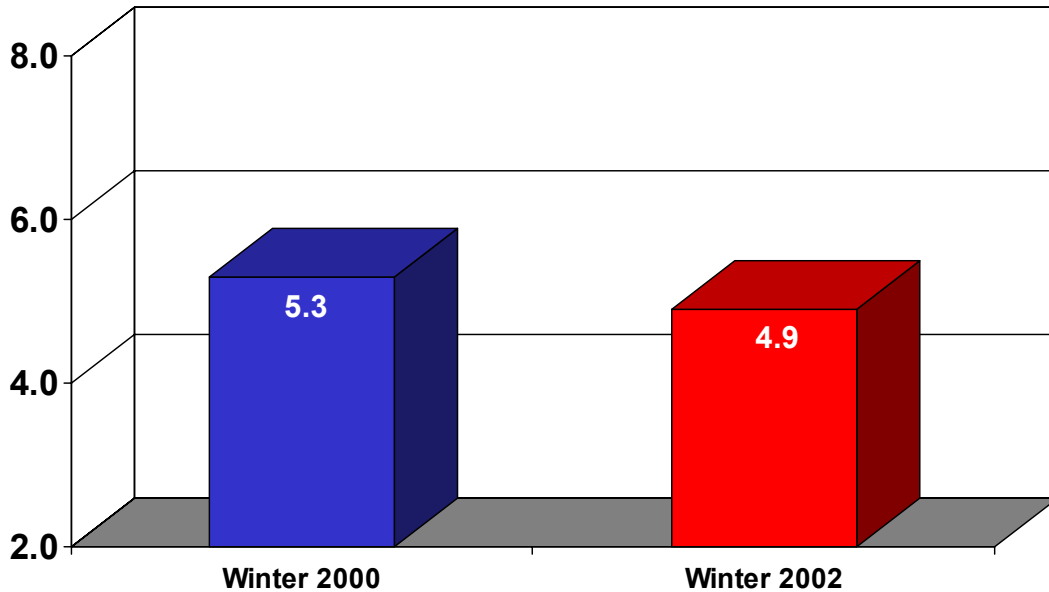


OLDIES STATIONS' RATINGS HAVE SLIPPED SINCE WINTER 2000

In comparing the ratings performance of Oldies stations in the Winter 2002 Arbitron survey to the performance in Winter 2000, we see slight erosion in the share performance of all 39 measured Oldies stations. In Winter 2000, the Average Share of all Oldies stations among 25- to 54-year-old listeners was a 5.3. Today, the Average Share is a 4.9.

Adults 25-54 AQH Share Trend

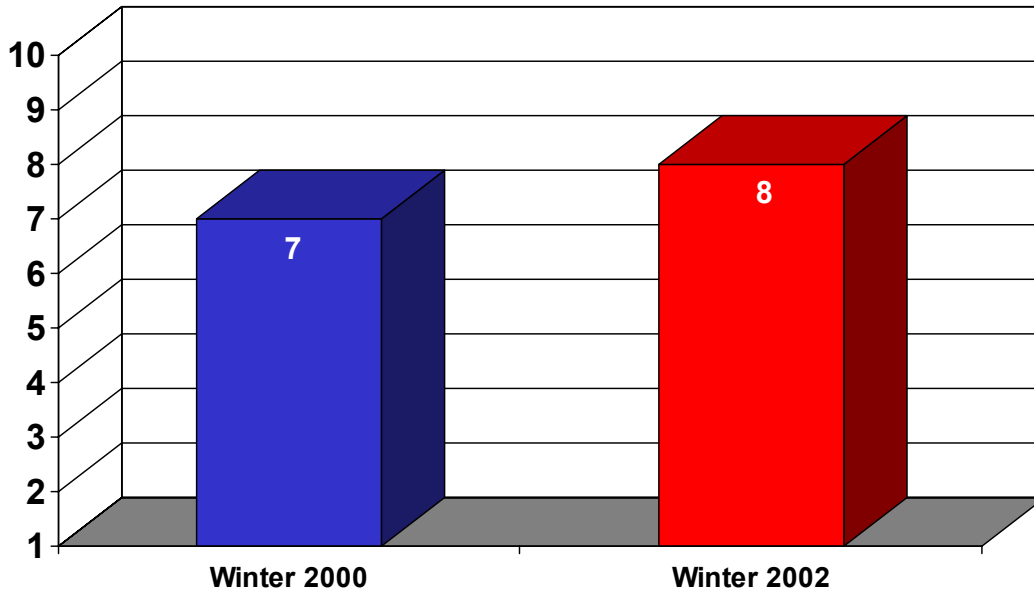
Monday – Sunday 6AM – Midnight



In addition to a share decline, we also see a rank decline among 25- to 54-year-olds. Thus, the Average Rank of all Oldies stations was seventh in 2000 whereas at the conclusion of the Winter Book of 2002, it has dropped to eight among 25- to 54-year-olds.

Adults 25-54 Rank Trend

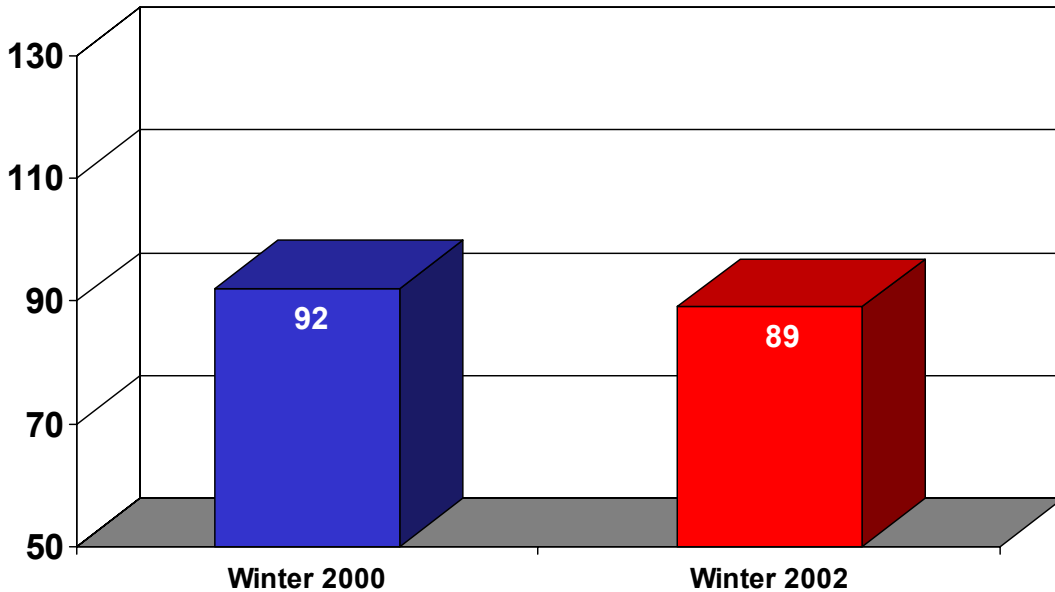
Monday – Sunday 6AM – Midnight



The performance of Oldies stations among 25- to 54-year-olds has also declined relative to the Top 10 stations in each market. Utilizing the Coleman Performance Index, we see a decline among 25- to 54-year-olds from 92 to 89 between Winter 2000 and Winter 2002.¹ Thus, in Winter 2002, the average Oldies station achieved 89% of the average AQH share of the Top 10 stations in its respective market. This represents a slight decline relative to the Top 10 stations among 25- to 54-year-olds.

Coleman Performance Index Trend

Adults 25-54



¹ For a complete list of station-by-station Performance Indices, see Appendix A.

LITTLE DIFFERENCE IN RATINGS PERFORMANCE BETWEEN OLDER-LEARNING AND NEWER-LEARNING OLDIES STATIONS

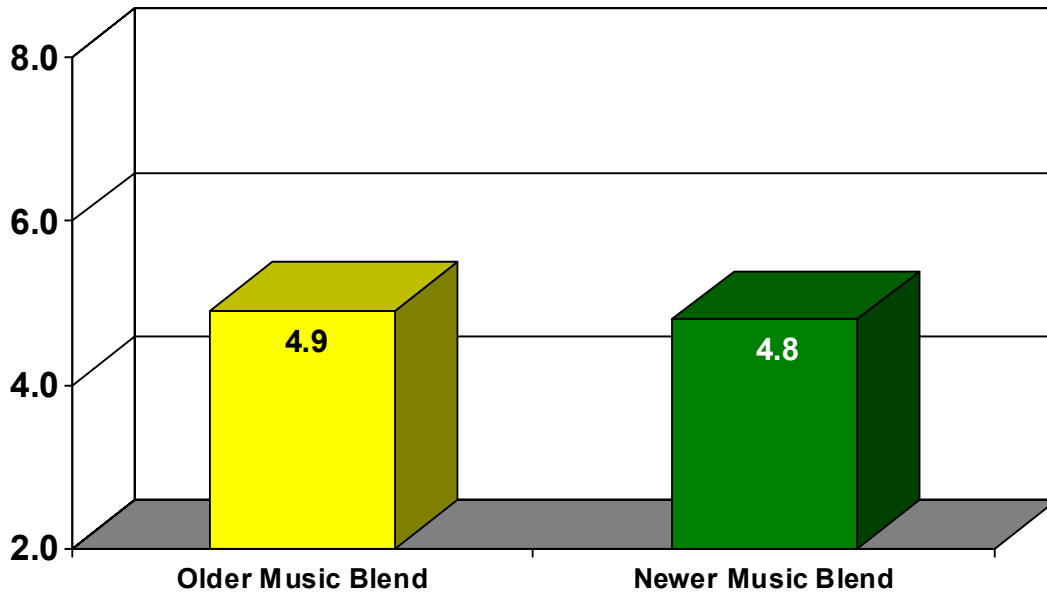
There is little difference in the overall ratings performance between stations that have a decidedly newer music lean and stations that have an older music lean. In order to examine this phenomenon, Coleman broke Oldies stations into two groups. The first group included stations that have the “oldest” lean in their music, and the second group, with an equal number of stations, has the “newest” lean.¹ Then, we examined the ratings performance of these two groups of stations.

¹ For a list of stations and their “older music blend”/“newer music blend” designations, see Appendix C.

Overall, stations that have the oldest Average Era (1965.9) have a 4.9 share compared to stations with the newest Era (1967.5), which have a 4.8 share. Furthermore, the rank difference between the two is nil as well. Stations that have an older blend of music have a 25-54 rank of eighth in their market, compared to stations with a newer blend of music having an Average Rank of seventh.

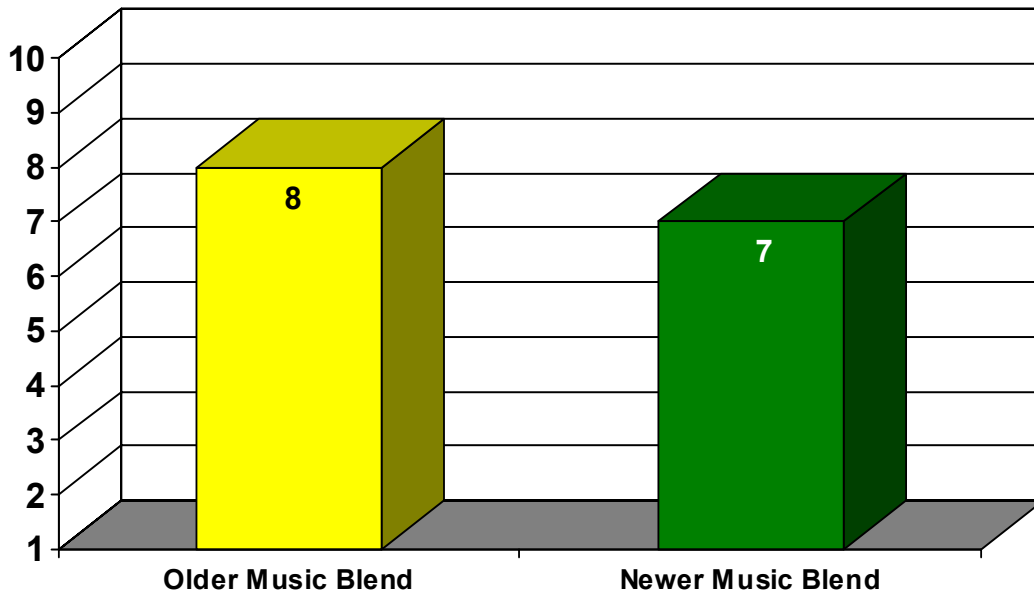
AQH Share Comparison

Adults 25-54, Winter 2002



AQH Rank Comparison

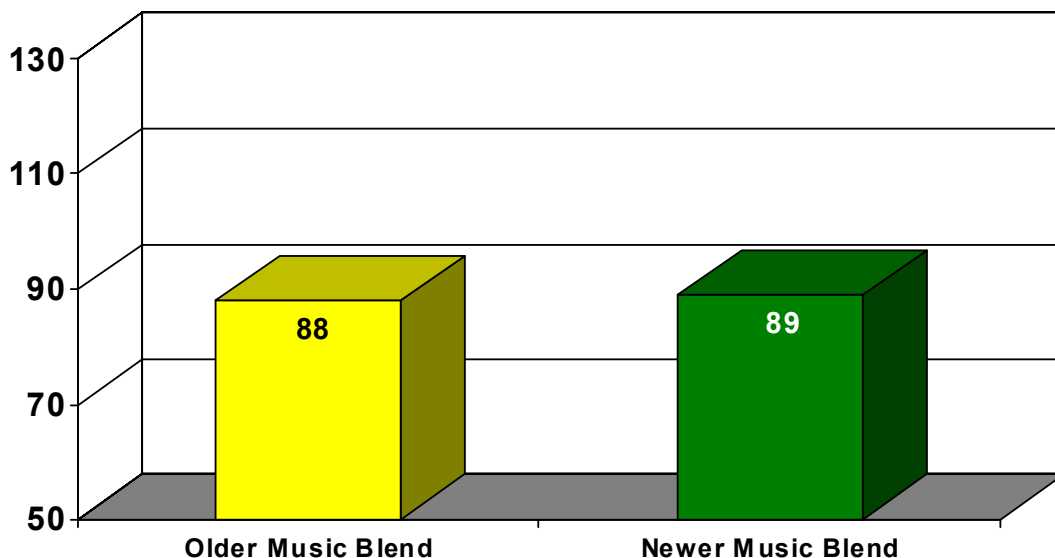
Adults 25-54, Winter 2002



Even more revealing than the similarity in overall share and rank is the similarity in the Coleman Performance Index. Compared to other stations, newer blend and older blend Oldies stations have almost identical Coleman Performance Indices. In the Winter 2002 survey, stations with the oldest Era have a Performance Index of 88 compared to the Performance Index of 89 for stations with the newest Era. In other words, relative to the Top 10 stations in each market, Oldies stations with an older or newer blend of music end up with almost exactly the same 25-54 performances relative to the other Top 10 stations.

Coleman Performance Index Comparison

Adults 25-54, Winter 2002



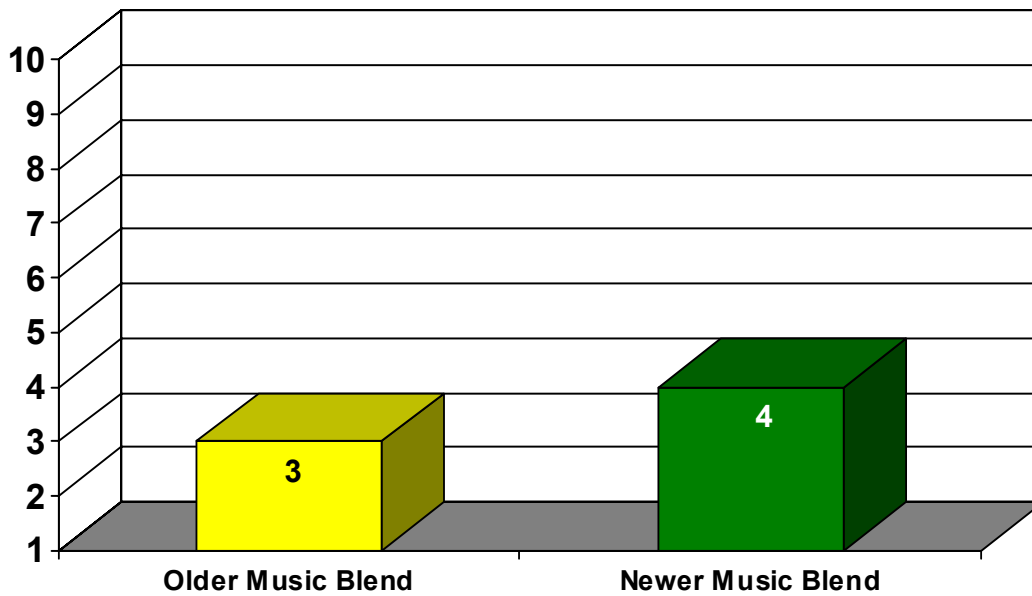
This initial analysis suggests that stations that have embarked on significant contemporization of their sound have not really fared any better than their counterparts that have an older blend of music have. While the Average Rank of the more contemporary Oldies stations is slightly better than the older Oldies stations, the share performance and the Coleman Performance Index are so close as to suggest that the rank difference is simply statistical and does not represent a real performance advantage for more contemporary stations.

CONTEMPORARY OLDIES STATIONS PERFORM AS WELL AS OLDER OLDIES STATIONS AMONG 35- TO 64-YEAR-OLD LISTENERS

Our analysis of older-leaning and newer-leaning Oldies stations also indicates that there is virtually no difference in the performance of the two groups when analyzing share and rank performance among 35- to 64-year-olds.

While newer Oldies stations have a one rank advantage over older Oldies stations among 25- to 54-year-old listeners, the exact opposite is true among 35- to 64-year-olds. Among 35- to 64-year-olds, the Average Rank of the older-leaning Oldies stations is three, compared to four for the newer-leaning stations.

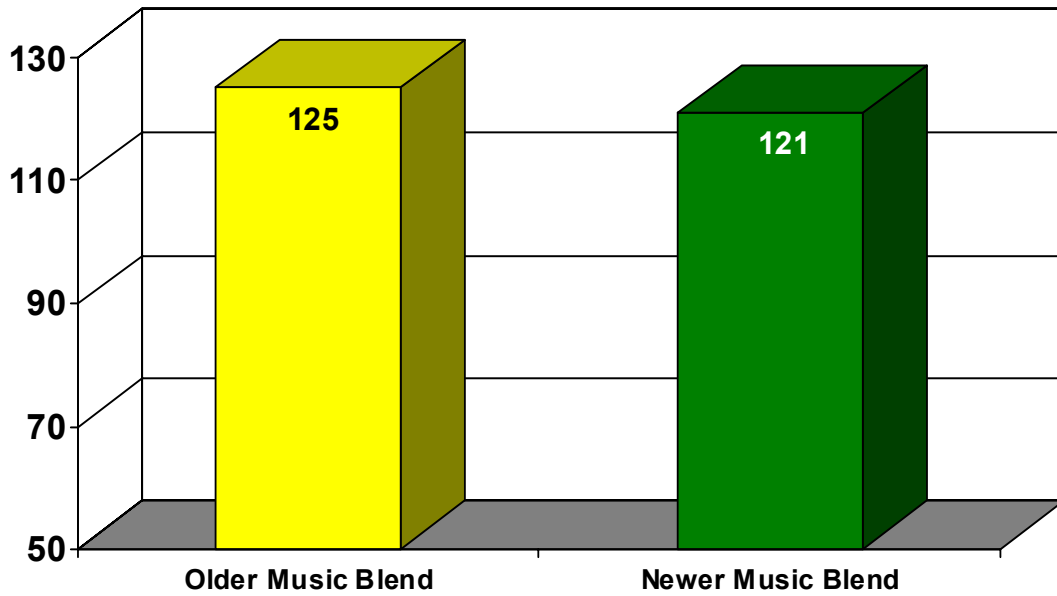
AQH Rank Comparison Adults 35-64, Winter 2002



In addition, the 125 Coleman Performance Index is slightly higher for older-leaning stations than the 121 achieved by the newer-leaning stations. However, again, the differences are so slight as to be not statistically significant.

Coleman Performance Index Comparison

Adults 35-64, Winter 2002



NO DIFFERENCE IN RATINGS PERFORMANCES OF STATIONS THAT EVOLVED THE MOST AND THOSE THAT SHOWED LITTLE ERA CHANGE

Another way of looking at the performance of Oldies stations is to compare the performance of those stations whose music contemporized the most and those whose music contemporized the least. In other words, how do stations perform that evolved their music blend more contemporary versus those that evolved the least?

In order to complete this analysis, Coleman broke out stations into two groups. One group included stations whose Average Era moved forward by a year or more, whereas the other group included stations that evolved less than a year more contemporary from Winter 2000 to Winter 2002. Overall, 15 out of the 39 stations examined evolved their sound more contemporary by more than one year over the last two years. The remaining stations did not evolve more contemporary at all, or they evolved less than one year between Winter 2000 and Winter 2002.¹

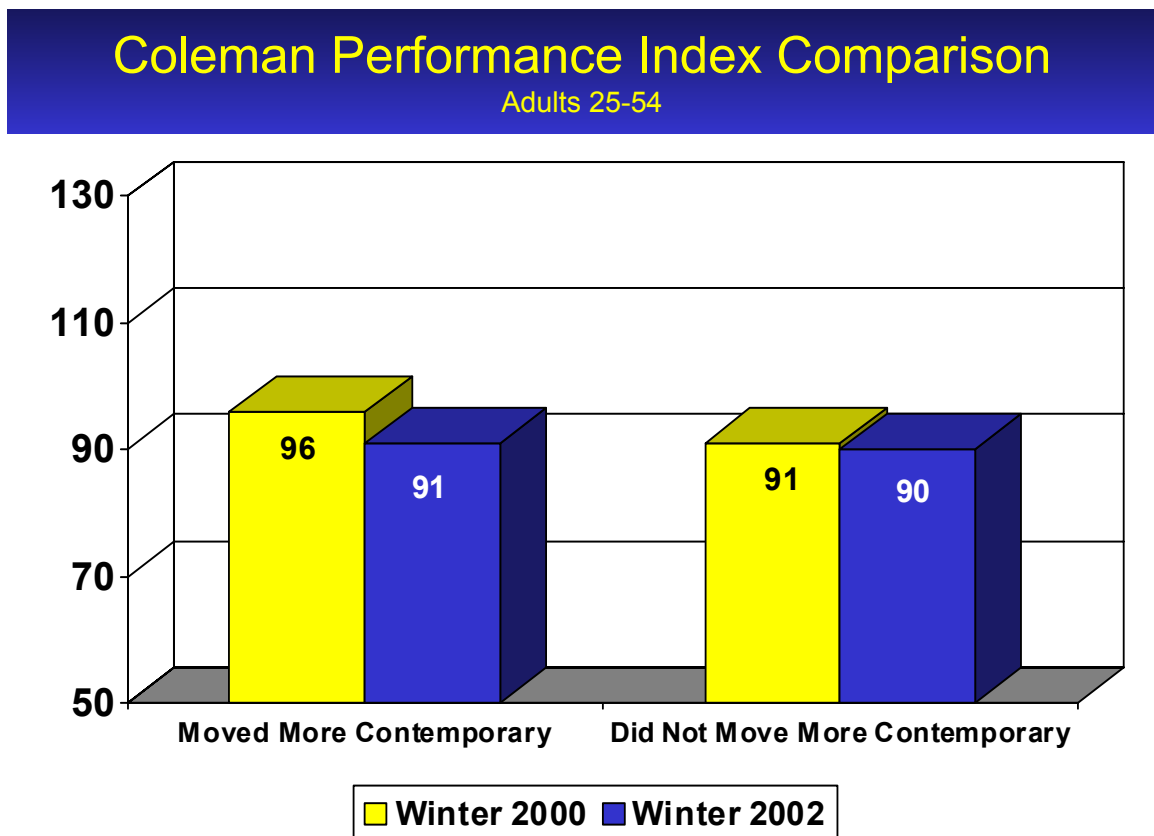
The Average Era of stations that evolved more contemporary at a faster rate (one year or more over the last two years) is 1966.8. The Average Era of stations that did not move more contemporary is 1966.2. Thus, the two groups, even though there was a substantial difference in the degree to which they changed, do not show a substantial difference in the “outcome” Era.

Stations that moved substantially more contemporary currently have an Average Share of 5.2 among 25-54 compared to stations that did not move more contemporary, which have an Average Share of 4.7. Stations that moved more contemporary currently have an Average Rank of seventh among 25-54 compared to eighth for those that did not move more contemporary.

¹ For a list of stations and their “moved more contemporary”/“did not more contemporary” designations, see Appendix D.

However, more important than their current performance is their “relative performance,” compared to two years ago. Those stations that moved more contemporary dropped in share from a 5.6 to a 5.2 and dropped in rank from 6th to 7th. Furthermore, their Coleman Performance Index score dropped from 96 to 91.

Stations that did not move dramatically more contemporary also dropped in rank, share and Performance Index but not as much as those that dramatically moved more contemporary. Thus, the stations that moved more contemporary dropped in Performance Index from 96 to 91 compared to a 91 to 90 drop for stations that did not move more contemporary.



Thus, in analyzing the overall patterns in this regard, we do not see a substantial difference between those stations that move more contemporary and those that do not. The share decline and rank decline is comparable between the two groups. The Coleman Performance Index does suggest that stations that moved newer in their music blend at a faster rate dropped in Performance Index at a slightly faster rate.

This may suggest that moving more contemporary is not a problem, but moving quickly does slightly undermine a station's performance. Thus, perhaps moving more contemporary may demand evolution over revolution.

CLASSIC ROCK LEAN DOES NOT UNDERMINE 25-54 PERFORMANCE

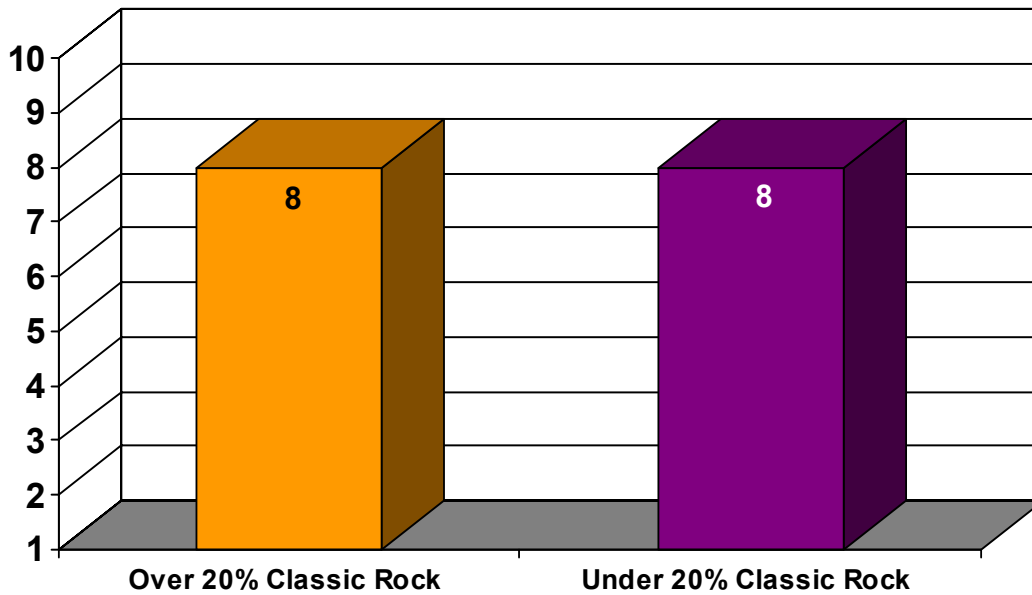
Lastly, we also examined how exposure of Classic Rock material impacts the performance of Oldies stations. To accomplish this, Coleman divided the stations in our analysis into two categories. One consisted of stations that play 20% or more Classic Rock, and the other group consisted of stations that play less than 20% Classic Rock.¹

In examining the performance of these two groups of stations, we again see virtually no difference in the 25-54 performance of the two types of Oldies stations. Oldies stations that play more than 20% Classic Rock have a 4.7 share, whereas those that play under 20% Classic Rock have a 5.0 share. However, again, the share difference is not as meaningful as rank and Coleman Performance Index. In overall rank, both the under 20% Classic Rock and over 20% Classic Rock groups are tied at 8th among 25- to 54-year-olds. Also, both groups of stations are virtually tied in their Coleman Performance Index at a 93 and 91 for over 20% Classic Rock and under 20% Classic Rock, respectively. In other words, the amount of Classic Rock played on an Oldies station does not appear to affect performance among 25- to 54-year-olds.

¹ For a list of stations and their Classic Rock content levels, see Appendix E.

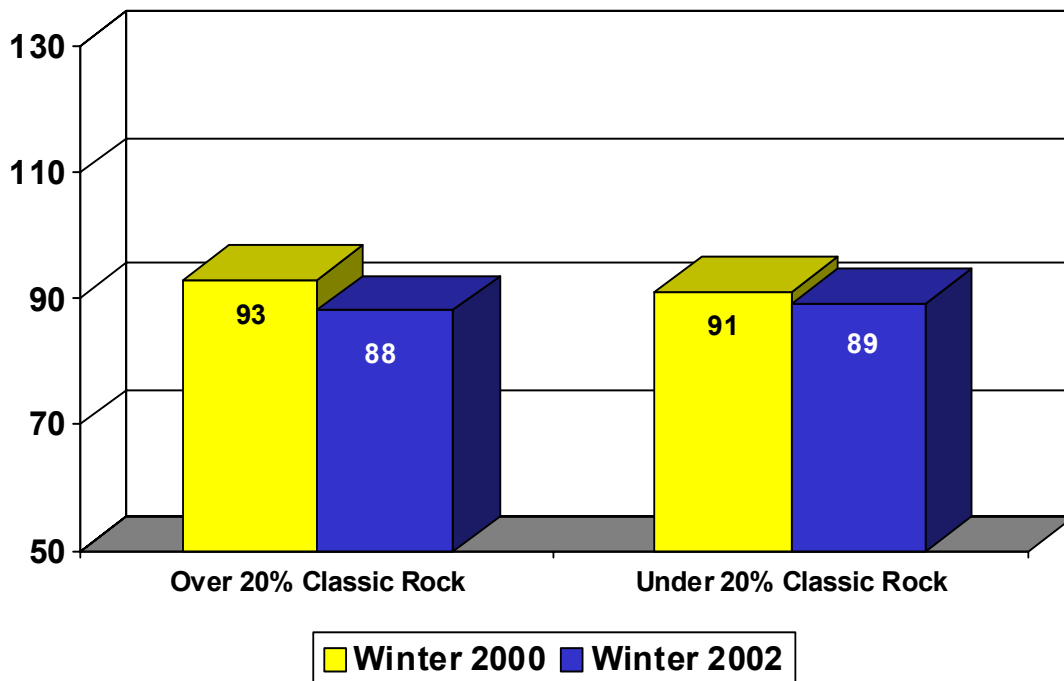
AQH Rank Comparison

Adults 25-54, Winter 2002



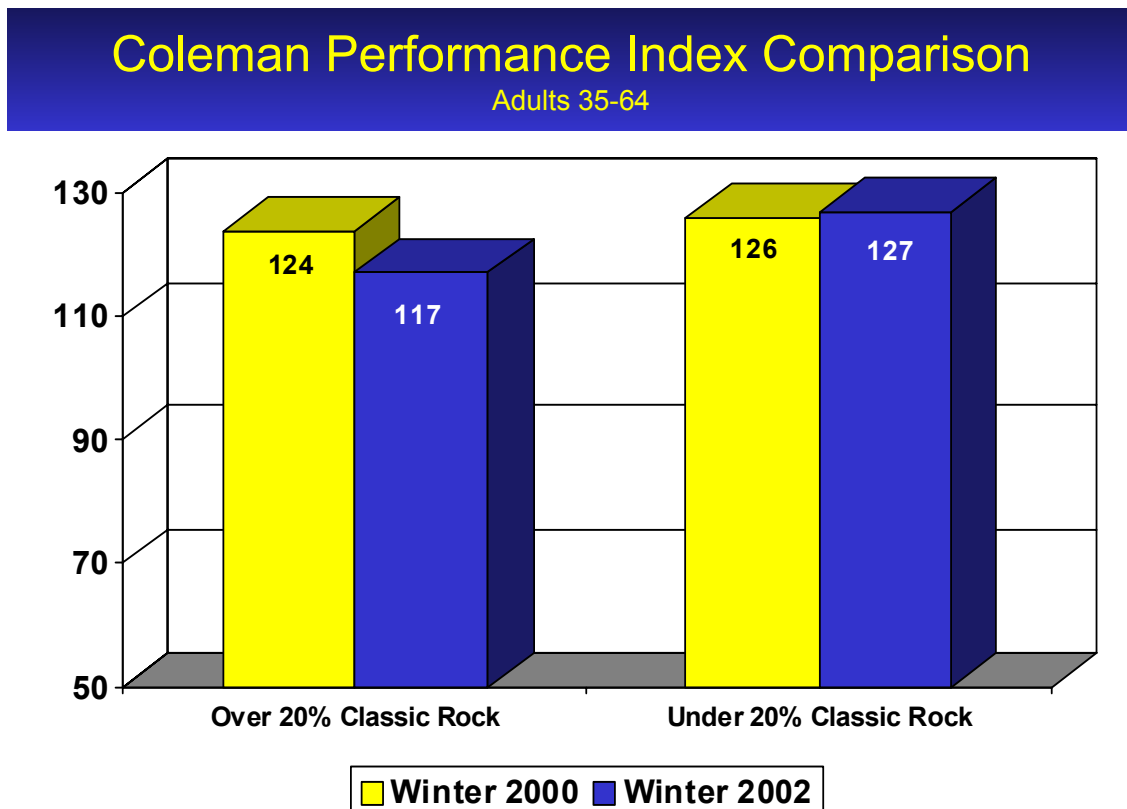
Coleman Performance Index Comparison

Adults 25-54



PERFORMANCE WITH 35- TO 64-YEAR-OLDS UNDERMINED BY SUBSTANTIAL CLASSIC ROCK EXPOSURE ON OLDIES STATIONS

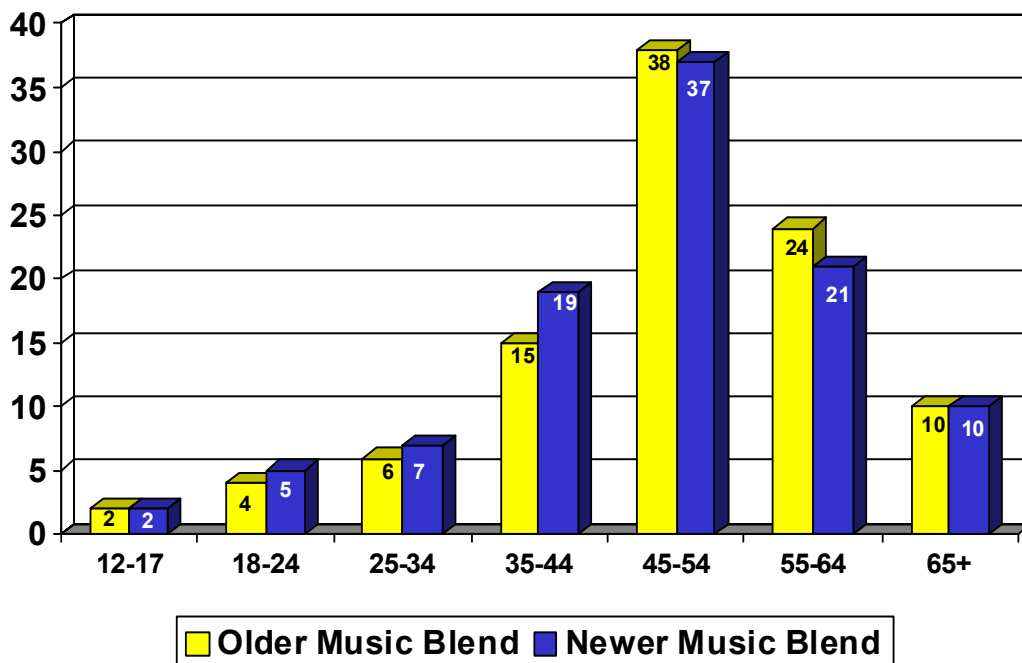
While we have seen little difference in the performance of different types of Oldies stations based on Era among 25- to 54- and 35- to 64-year-old listeners, we do see a real difference in the performance among 35- to 64-year-olds based on their Classic Rock content. The Average Rank of stations that play over 20% Classic Rock is 4th in the 35- to 64-year-old demographic, whereas stations that play under 20% Classic Rock rank 3rd. Furthermore, stations that have more Classic Rock tend to under-perform relative to other stations among 35- to 64-year-olds. As a result, the stations that play less Classic Rock have a Coleman Performance Index of 127 within the 35- to 64-year-old demographic, whereas stations that play over 20% Classic Rock have a Coleman Performance Index of only 117. This represents the most substantial Coleman Performance Index difference between any groups of Oldies stations.



NEWER-LEANING OLDIES STATIONS SKEW SLIGHTLY YOUNGER

While there is not a dramatic difference in the overall share performance among 25- to 54-year-olds of older-leaning and newer-leaning Oldies stations, we do see a very slight demographic difference between the two groups of Oldies stations. Oldies stations that have a newer blend of music have slightly younger-skewing audiences. For example, among stations that skew newer in their music blend, 31% of their audience is under 44. In contrast, among stations with an older-skewing music blend, only 27% of their audience is under 44. Furthermore, older-skewing Oldies stations have 34% of their audience over 55, compared to only 31% for the newer-skewing stations.

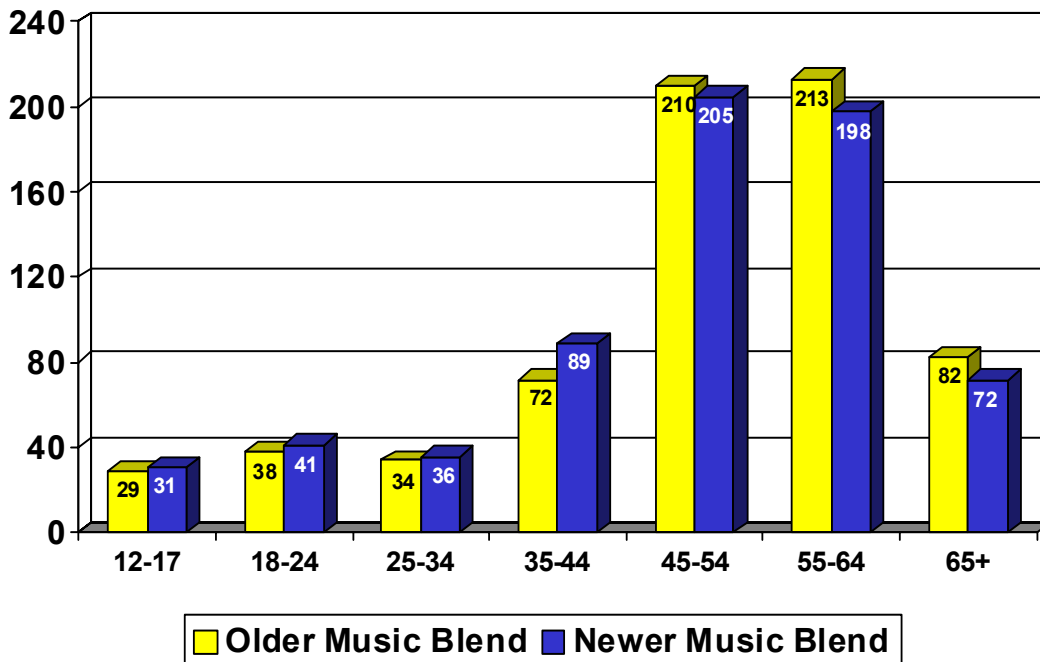
AQH Composition Monday – Sunday 6AM – Midnight, Winter 2002



We also observe this age skew difference when we compare the Composition Indices of older and newer music blend stations, with the most dramatic differences in the 35-44 and 55-64 cells. Among 35- to 44-year-olds, stations airing a newer blend perform stronger, with an 89 Composition Index that is considerably higher than the 72 index achieved by the stations playing older music. The reverse is true for the 55-64 cell, where the older music blend stations have a 213 Composition Index, versus 198 for the newer blend stations.

Composition Index

Monday – Sunday 6AM – Midnight, Winter 2002

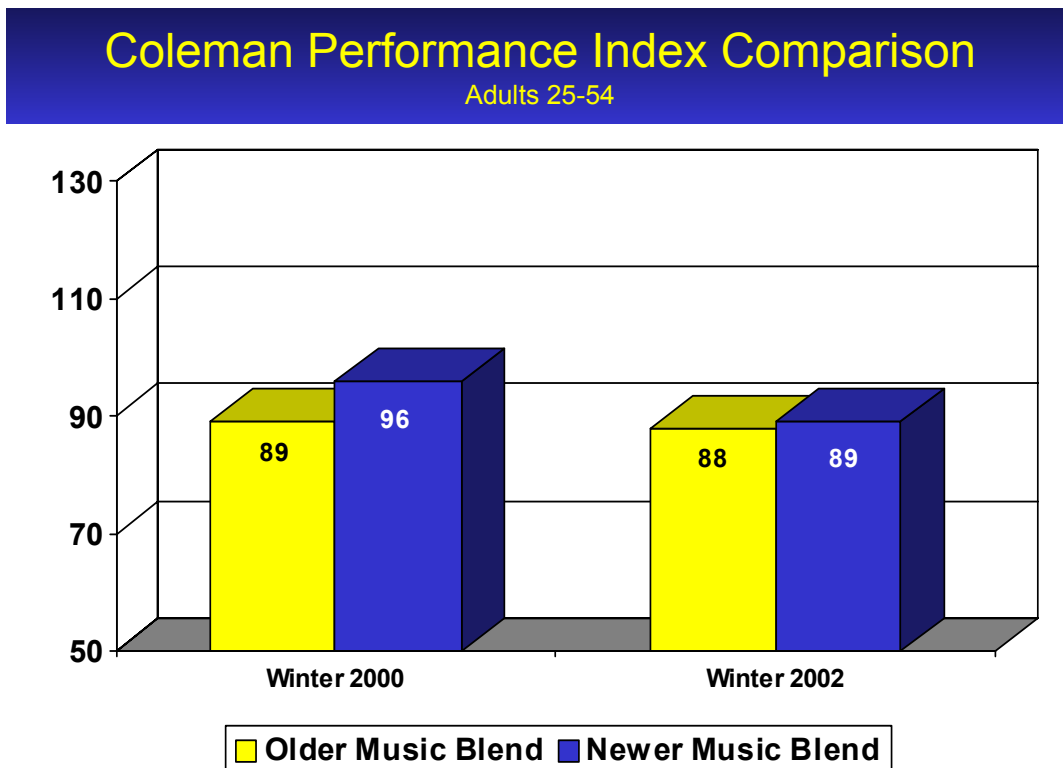


Clearly, this is not a dramatic difference in the overall age skew of older-leaning and newer-leaning stations, but there is a subtle difference in the audience composition of the two groups.

RATINGS GAP CLOSING BETWEEN OLDER AND NEWER OLDIES STATIONS

Two years ago, the newer-leaning Oldies stations outperformed the older-leaning stations. The newer-leaning stations in Winter 2000 had an Average Era of 1966.5. The older stations had an Average Era of 1964.9. In the Winter 2000 book, the stations with a newer music lean had a higher share, rank and Coleman Performance Index than the older-leaning stations. For example, the Coleman Performance Index of the older stations was an 89, compared to the newer-leaning stations, which had a Coleman Performance Index of 96. Thus, relative to the competition in the 25-54 demo two years ago, the stations that had a newer blend of music performed better.

Yet, as noted above, the gap between the older and newer stations today is virtually nonexistent. The Coleman Performance Index of the older stations today is an 88, whereas the newer stations' Coleman Performance Index is 89.



What this suggests is that the more contemporary stations did well two years ago, but as more and more stations have moved out of the early '60s to the mid-'60s, the gap has closed. The most contemporary stations today are one year more contemporary than they were two years ago. With an Average Era of 1967.5, these stations may now have “reached too far.” When they were 1966.5 two years ago, they outperformed older stations, but now the oldest are nearly as contemporary as the newest were two years ago. This may suggest that contemporary is better, but too contemporary is not.

CONCLUSIONS

In reviewing all of the ratings data and music Era data, it is clear that we see very little difference between the ratings performance of newer- and older-leaning Oldies stations. The reason we conducted this analysis is that many Oldies stations are beginning to attempt to contemporize their music, and, as a result, improve their ratings performance among 25- to 54-year-olds.

While we are unable to identify any significant difference in the ratings performance of the older-leaning versus newer-leaning Oldies stations, we also note that the differences that do exist tend to “favor,” albeit very slightly, the newer-leaning Oldies stations. Stations airing a newer music blend perform slightly better in terms of demographics, rank and Coleman Performance Index than those with an older music approach. As we have noted throughout the text, the differences are minimal and are not “statistically significant.” However, if more contemporary Oldies stations perform as well or slightly better among 25-54 as older-leaning Oldies stations, and if the demographic composition of their audiences is slightly younger, it certainly does not suggest that the contemporization of an Oldies station is an automatic turnoff to already existing Oldies audiences. Contemporization may not be a panacea, but it also is not automatically problematic with Core listeners or older fans of the Oldies format.

The fact that there has not been a dramatic change in the ranking of older Oldies and newer Oldies stations also speaks to the strength and power of the Oldies brand. The erosion of the Oldies stations’ ratings has been slow and apparently unaffected by the Era of these stations. This may be because after 20 years, the stations in the format cannot easily alter the images of the format and, as a result, cannot quickly or dramatically slow the erosion or change the audience composition of an Oldies station.

The one finding that is clearest is the one that involves Classic Rock music. As stations evolve into the '70s, our research would suggest that those stations that move into the '70s by incorporating larger percentages of "Rock" material do run the risk of driving off some older audiences unnecessarily. Classic Rock composition does not help or hinder the performance of an Oldies station among 25-54, but it does alienate some older listeners according to this data.

As Oldies stations continue to modify their positions in their respective markets over the next several years, the analysis completed by Coleman will enable us to track the performance of more contemporary and less contemporary Oldies stations. While the current analysis does not find any significant differences in the performance of older-leaning and newer-leaning Oldies stations, in time these differences may become more apparent. Thus, in another year or two, we may see a widening gap in the overall rank, share and Performance Index scores of older-leaning and newer-leaning Oldies stations.

Perhaps, as time passes, the more contemporary blend of music will attract a younger and younger audience, thereby keeping Oldies stations competitive. It is possible that the analysis performed over the last two years does not provide enough "time" to truly influence the ratings performance of these two groups of stations. The mere fact that there is little change in the performance of older-leaning and newer-leaning stations over the last couple of years suggests that the Oldies brand probably brings with it a certain "intractable" audience that is not easily affected positively or negatively. In other words, it may take three, four or five years for the true impact of shifts in Oldies music to be able to measure differences in older- and newer-leaning Oldies stations. Perhaps with more time, we will know whether contemporization will positively or negatively affect the ratings performance of Oldies stations.

APPENDIX A: Station/Market List

The following table lists each station covered in this report along with details on their Coleman Performance Indices. We have provided Index data for both the Adults 25-54 and Adults 35-64 demographics from the Winter 2000 and Winter 2002 surveys.

Station/Market	Adults 25-54		Adults 35-64	
	WI00	WI02	WI00	WI02
WCBS/New York	111	96	152	148
KRTH/Los Angeles	88	79	111	118
WJMK/Chicago	93	85	104	102
KFRC/San Francisco	95	92	113	92
KLUV/Dallas	46	98	60	140
WOGL/Philadelphia	66	93	93	117
KLDE/Houston	75	72	117	92
WBIG/Washington	88	86	119	112
WODS/Boston	82	104	113	134
WOMC/Detroit	102	94	142	121
WFOX/Atlanta	58	39	76	62
WMXJ/Miami	62	67	85	93
KBSG/Seattle	96	104	121	126
KOOL/Phoenix	133	128	156	182
KQQL/Minneapolis	73	84	100	107
KLOU/St. Louis	86	82	105	92
WQSR/Baltimore	109	104	142	139
KXKL/Denver	104	100	123	122
WWSW/Pittsburgh	97	82	130	110
KKSN/Portland	129	104	155	136
WMJI/Cleveland	135	126	180	186
WGRR/Cincinnati	93	86	143	125
KOLA/Riverside	135	114	178	155

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Station/Market	Adults 25-54		Adults 35-64	
	WI00	WI02	WI00	WI02
KCMO/Kansas City	83	78	110	116
KONO/San Antonio	105	111	143	162
KODJ/Salt Lake City	106	78	131	105
WRIT/Milwaukee	75	68	103	100
WWBB/Providence	90	102	154	153
WWMG/Charlotte	116	87	161	123
WSHE/Orlando	80	55	118	83
WGLD/Indianapolis	87	85	125	133
KQOL/Las Vegas	71	88	115	131
KEYI/Austin	72	52	121	105
WMQX/Greensboro	100	105	139	160
WTKL/New Orleans	87	93	141	132
WMAK/Nashville	97	81	135	113
WTRG/Raleigh	103	84	127	91
WDRC/Hartford	69	84	91	131
WHTT/Buffalo	105	92	140	144

APPENDIX B: Methodology Details

Coleman based its analysis on Arbitron data for 39 Top 50 market Oldies stations that aired an Oldies format in the Winter 2000 and Winter 2002 survey periods. Except where noted, we used data based on the Adults 25-54 and/or Adults 35-64 demographic. In addition, all of our analyses are based on the Monday-Sunday 6 a.m.-Midnight daypart.

Music monitor data is based on 24-hour music logs from February 2000 and June 2002. Songs reported on these music logs were matched with Coleman's music database. This database includes virtually every song played on American radio and is organized along format lines. For each format, we code every relevant song for three factors: (1) the title's year of release, (2) our subjective assessment of the title's tempo on a one-to-five scale, and (3) our assessment of the texture or musical style to which the title "belongs," known as a "Sound Code." While this latter coding is a subjective assessment in the end, we also base it on the objective Cluster Analyses we conduct when completing hundreds of FACTSM music studies each year.

APPENDIX C: Older vs. Newer Music Blends

Stations in this report were divided into two groups—those airing an “older music blend” versus those airing a “newer music blend” —based on the Average Era of all titles they expose in a 24-hour period.

Station/Market	Older	Newer
WCBS/New York		•
KRTH/Los Angeles		•
WJMK/Chicago	•	
KFRC/San Francisco		•
KLUV/Dallas		•
WOGL/Philadelphia		•
KLDE/Houston		•
WBIG/Washington		•
WODS/Boston		•
WOMC/Detroit	•	
WFOX/Atlanta	•	
WMXJ/Miami	•	
KBSG/Seattle	•	
KOOL/Phoenix		•
KQQL/Minneapolis		•
KLOU/St. Louis		•
WQSR/Baltimore		•
KXKL/Denver	•	
WWSW/Pittsburgh		•
KKSN/Portland	•	
WMJI/Cleveland		•
WGRR/Cincinnati		•
KOLA/Riverside	•	
KCMO/Kansas City	•	
KONO/San Antonio	•	

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Station/Market	Older	Newer
KODJ/Salt Lake City		•
WRIT/Milwaukee		•
WWBB/Providence	•	
WWMG/Charlotte	•	
WSHE/Orlando		•
WGLD/Indianapolis	•	
KQOL/Las Vegas	•	
KEYI/Austin	•	
WMQX/Greensboro	•	
WTKL/New Orleans		•
WMAK/Nashville		•
WTRG/Raleigh	•	
WDRC/Hartford	•	
WHTT/Buffalo	•	

APPEXDIX D: Music Contemporization

Stations in this report were divided into two groups—those whose Average Era moved forward by one year or more between 2000 and 2002 and those whose Average Era did not move as significantly.

Station/Market	Moved More Contemporary	Did Not Move More Contemporary
WCBS/New York	•	
KRTH/Los Angeles		•
WJMK/Chicago		•
KFRC/San Francisco		•
KLUV/Dallas		•
WOGL/Philadelphia	•	
KLDE/Houston	•	
WBIG/Washington	•	
WODS/Boston	•	
WOMC/Detroit		•
WFOX/Atlanta		•
WMXJ/Miami		•
KBSG/Seattle		•
KOOL/Phoenix	•	
KQQL/Minneapolis		•
KLOU/St. Louis		•
WQSR/Baltimore		•
KXKL/Denver	•	
WWSW/Pittsburgh	•	
KKSN/Portland		•
WMJI/Cleveland	•	
WGRR/Cincinnati		•
KOLA/Riverside		•

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Station/Market	Moved More Contemporary	Did Not Move More Contemporary
KCMO/Kansas City		•
KONO/San Antonio		•
KODJ/Salt Lake City		•
WRIT/Milwaukee	•	
WWBB/Providence	•	
WWMG/Charlotte	•	
WSHE/Orlando	N/A	N/A
WGLD/Indianapolis	•	
KQOL/Las Vegas		•
KEYI/Austin	•	
WMQX/Greensboro		•
WTKL/New Orleans		•
WMAK/Nashville	N/A	N/A
WTRG/Raleigh		•
WDRC/Hartford		•
WHTT/Buffalo	•	

APPENDIX E: Classic Rock Content

Listed below is each station in the analysis along with the percentage of Classic Rock-coded titles it exposed in a 24-hour period.

Station/Market	Classic Rock Content
WCBS/New York	12.2%
KRTH/Los Angeles	20.3%
WJMK/Chicago	21.1%
KFRC/San Francisco	21.7%
KLUV/Dallas	19.2%
WOGL/Philadelphia	6.8%
KLDE/Houston	20.4%
WBIG/Washington	25.0%
WODS/Boston	20.3%
WOMC/Detroit	17.1%
WFOX/Atlanta	17.2%
WMXJ/Miami	12.7%
KBSG/Seattle	17.3%
KOOL/Phoenix	22.9%
KQQL/Minneapolis	29.6%
KLOU/St. Louis	25.7%
WQSR/Baltimore	17.5%
KXKL/Denver	23.0%
WWSW/Pittsburgh	17.4%
KKSN/Portland	9.0%
WMJI/Cleveland	23.6%
WGRR/Cincinnati	21.4%
KOLA/Riverside	14.3%
KCMO/Kansas City	8.8%
KONO/San Antonio	12.5%

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Station/Market	Classic Rock Content
KODJ/Salt Lake City	29.6%
WRIT/Milwaukee	22.4%
WWBB/Providence	17.2%
WWMG/Charlotte	14.8%
WSHE/Orlando	26.6%
WGLD/Indianapolis	12.3%
KQOL/Las Vegas	10.1%
KEYI/Austin	13.4%
WMQX/Greensboro	15.9%
WTKL/New Orleans	20.4%
WMAK/Nashville	25.4%
WTRG/Raleigh	18.5%
WDRC/Hartford	15.2%
WHTT/Buffalo	12.7%