

FINE TUNING

Dave Rhein

Summer ratings good to KRNQ

KRNQ-FM recaptured the No. 1 overall ratings spot in a summer Arbitron survey of Des Moines-area radio stations that left several station executives puzzled over major shifts in listenership.

The survey, taken between June 20 and Sept. 11, was the first measurement of a summer ratings period since Arbitron began conducting four surveys a year in the Des Moines area instead of just two (fall and spring).

While KRNQ won this round in its continuing ratings battle with KGGO for rock music listeners, the struggle to be No. 1 was overshadowed by large swings in the listenership of several stations. The most noticeable shifts were major dips in the audience levels at KJJY and KLYF, and a big boost for WHO.

The charts on this page show the percent share of the listening audience for each station during an average quarter-hour in three key categories — total weekly listenership, total morning listenership, and morning listenership of persons age 25 to 54. The charts show a trend in the ratings dating back to the fall of 1989, also.

J. Michael McKoy, general manager of KJJY, saw his overall weekly share of the audience sliced from 14.2 percent last spring to 9.5 percent during the summer. Overall, listenership of KJJY's morning show fell from a 15 share to a 9.3.

While the figures surprised McKoy at first glance, a closer look at the survey provided a key reason

for the dip.

"The sampling (of listeners) was way below recommended levels among adults 45 to 54, and that's a big part of my loyal audience," said McKoy. "Only 27 percent of the recommended number of listeners in that age group who were supposed to be sampled actually got sampled.

"That's why KLYF and KJJY died. It's just part of the ratings game," reasoned McKoy.

At KLYF, overall weekly listening shares fell nearly four points. In the morning, overall shares fell from 12.3 last spring to 7.8 in the summer. In the key 25-54 age group, morning listenership was nearly cut in half, from a 17 share last spring to a 9 share in the summer.

"We talked with our Arbitron representative and he concurred that the survey was one of those inexplicable things," said KLYF sales man-

ager Pat Crouse.

WHO, on the other hand, got a big boost. Its overall weekly listenership was up nearly four share points. The news was even better in the morning, when overall listenership rose more than five share points to 19.3.

Mon-Fri 6 a.m.-10 a.m.

Average quarter-hour percent share of audience								
Persons	Sum	Spr	Wnt	Fall	Spq	Fall	Spq	Fall
12+	91	91	91	90	90	89		
WHO	19.3	14.0	17.9	16.3	16.2	19.2		
KRNQ	14.9	12.8	15.8	15.8	11.8	11.3		
KGGO-FM	13.0	18.0	10.8	12.3	12.8	11.5		
KJJY	9.3	15.0	13.2	10.2	10.7	11.2		
KRNT	8.0	7.2	7.2	7.5	8.0	9.5		
KLYF	7.8	12.3	9.4	9.2	10.1	9.1		
KIOA-FM	6.7	4.8	6.2	4.2	6.0	3.7		
KIOA-AM	3.3	0.7	2.7	2.8	3.6	3.5		
KDMG	2.8	3.5	2.5	4.0	4.4	3.9		
KEZT	2.5	2.3	4.5	5.4	3.3	3.2		
KDMI	1.1	***	***	***	***	***		
KWKY	0.9	***	0.7	0.3	1.0	1.8		
KMXD	0.6	—	—	—	—	—		
KGGO-AM	0.2	0.4	0.6	0.8	0.9	0.9		
KKSO	***	0.2	0.7	1.7	2.1	1.4		

Mon-Fri 6 a.m.-10 a.m.

Average quarter-hour percent share of audience								
Persons	Sum	Spr	Wnt	Fall	Spq	Fall	Spq	Fall
25-54	91	91	91	90	90	89		
KRNQ	18.2	11.4	14.3	13.0	10.2	9.7		
WHO	15.7	9.4	14.1	10.1	12.0	11.6		
KGGO-FM	13.3	18.8	10.0	14.0	15.5	13.3		
KJJY	10.2	16.2	13.7	12.6	10.2	13.7		
KLYF	9.0	17.0	13.5	14.3	16.3	14.3		
KIOA-FM	9.0	6.0	9.3	5.8	4.9	3.2		
KDMG	4.1	5.4	4.1	6.0	5.5	5.3		
KIOA-AM	3.9	1.2	3.7	4.7	6.1	5.9		
KRNT	3.5	4.2	4.3	3.3	3.5	5.1		
KEZT	2.9	2.2	6.3	6.6	4.3	5.1		
KWKY	1.2	***	0.4	0.4	1.4	1.9		
KMXD	0.6	—	—	—	—	—		
KDMI	0.4	***	***	***	***	***		
KGGO-AM	0.2	0.2	***	0.8	0.4	0.6		
KKSO	***	0.2	0.4	1.0	1.6	1.3		

*** — Did not meet Arbitron's minimum listenership criteria.

— Station not on the air.

Arbitron radio ratings

Mon-Sun 6 a.m.-midnight

Average quarter-hour percent share of audience								
Persons	Sum	Spr	Wnt	Fall	Spq	Fall	Spq	Fall
12+	91	91	91	90	90	89		
KRNQ	16.9	14.2	16.3	15.3	13.8	12.7		
KGGO-FM	15.2	19.0	13.1	11.6	14.9	12.9		
WHO	15.0	11.1	12.9	15.0	11.3	15.8		
KJJY	9.5	14.2	12.1	10.9	11.0	10.9		
KIOA-FM	6.8	5.6	5.8	4.8	5.9	4.9		
KLYF	6.6	10.1	9.1	9.2	9.8	8.4		
KRNT	6.3	5.8	6.4	5.9	5.7	7.6		
KEZT	4.2	3.1	6.0	5.7	4.3	4.7		
KDMG	4.0	4.5	3.6	3.5	5.3	4.7		
KIOA-AM	2.5	1.0	2.0	3.0	3.6	3.9		
KWKY	0.9	***	1.0	0.4	0.8	2.7		
KDMI	0.8	***	***	***	***	***		
KMXD	0.8	—	—	—	—	—		
KGGO-AM	0.2	0.6	0.6	0.6	0.8	0.4		
KKSO	***	***	0.6	1.3	1.3	1.0		