



# Ranker

SPRINGFIELD, MO (Metro Survey Area)

SP25 SD

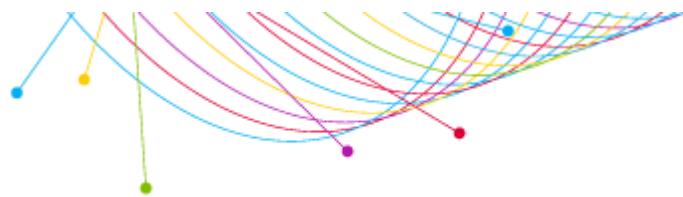
Station Rankings Based on: Home to Metro

Adults 35-54				
M-F 6a-7p				
	Station	Average Rating *	Average Persons	Weekly Cume Persons
1	KTXR-FM	1.4	1,500	13,500
2	KTTS-FM	1.1	1,200	15,000
3	KTOZ-FM	0.9	1,000	10,200
4t	KKLH-FM	0.6	700	13,100
4t	KSPW-FM	0.6	600	16,400
4t	KWND-FM	0.6	600	9,500
4t	KWTO-FM	0.6	600	10,300
4t	KXUS-FM	0.6	700	10,400
9t	KQRA-FM	0.5	500	10,800
9t	KRVI-FM	0.5	500	5,200
9t	KSWF-FM	0.5	500	9,200
12t	KADI-FM	0.4	400	3,000
12t	KSMU-FM	0.4	400	6,900
14	KOSP-FM	0.3	300	6,900
15t	KGBX-FM	0.2	200	6,300
15t	KSGF-FM	0.2	200	3,400
15t	KWTO-AM	0.2	200	2,300
18t	KOMG-FM	0.1	100	3,600
18t	KSCV-FM	0.1	100	1,700
18t	KSMU-FM Stream	0.1	100	400
18t	KWFC-FM	0.1	100	1,000
22t	KBFL-AM	0.0	0	800
22t	KGMY-AM	0.0	0	0
22t	KSMU-FM HD2 Stream	0.0	0	0
22t	KWND-FM HD2	0.0	0	700

This report was created using the following information: SPRINGFIELD, MO; SP25 SD; Metro; M-F 6a-7p; P 35-54; See Detailed Sourcing Page for Complete Details.

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## Ranker Detailed Sourcing Summary

**Market:** SPRINGFIELD, MO  
**Survey:** Nielsen Radio Summary Data Spring 2025  
**Geography:** Metro  
**Daypart:** Monday-Friday 6a-7p

### **Demo/Intab/Population:**

Age/Gender	Population	Intab
Adults 35-54	107,900	288

**Stations:** Home to Metro

### **Additional Notices:**

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

[http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

Ascription Website: <http://ascription.nielsen.com>

Rating Reliability Estimator <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey.

Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2025SPR/0203/pdfs/SpecialNotices.pdf>

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