



Ranker

SPRINGFIELD, MO (Metro Survey Area)

SP25 SD

Station Rankings Based on: Home to Metro

Men 25-54				
M-F 6a-7p				
	Station	Average Rating *	Average Persons	Weekly Cume Persons
1	KTXR-FM	0.9	800	9,900
2	KSGF-FM	0.8	700	5,200
3t	KTTS-FM	0.7	600	8,700
3t	KXUS-FM	0.7	600	9,300
5t	KQRA-FM	0.6	500	12,200
5t	KTOZ-FM	0.6	500	7,000
5t	KWTO-FM	0.6	500	6,300
8t	KKLH-FM	0.5	400	10,400
8t	KOSP-FM	0.5	400	4,800
8t	KSMU-FM	0.5	400	6,400
11t	KRVI-FM	0.4	300	4,100
11t	KSPW-FM	0.4	300	10,400
11t	KWND-FM	0.4	300	7,200
14t	KOMG-FM	0.2	200	5,000
14t	KSWF-FM	0.2	200	4,800
16t	KADI-FM	0.1	100	1,400
16t	KBFL-AM	0.1	100	1,900
16t	KGBX-FM	0.1	100	3,300
16t	KSCV-FM	0.1	100	1,000
16t	KWTO-AM	0.1	100	3,400
21t	KGMY-AM	0.0	0	0
21t	KSMU-FM HD2 Stream	0.0	0	600
21t	KSMU-FM Stream	0.0	0	0
21t	KWFC-FM	0.0	0	600
21t	KWND-FM HD2	0.0	0	300

This report was created using the following information: SPRINGFIELD, MO; SP25 SD; Metro; M-F 6a-7p; M 25-54; 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
Men 25-54	84,800	192

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

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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