



# Ranker

SPRINGFIELD, MO (Metro Survey Area)

SP25 SD

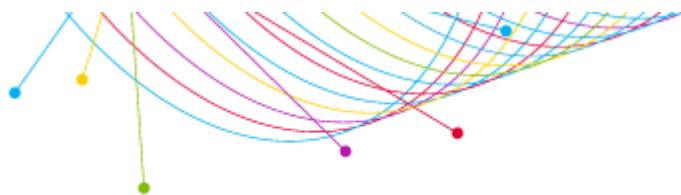
Station Rankings Based on: Home to Metro

Women 25-54				
M-F 6a-7p				
	Station	Average Rating *	Average Persons	Weekly Cume Persons
1	KTXR-FM	1.3	1,100	9,700
2	KTTS-FM	1.0	800	11,700
3t	KSWF-FM	0.8	700	11,200
3t	KTOZ-FM	0.8	700	10,500
5t	KRVI-FM	0.7	600	6,000
5t	KWND-FM	0.7	600	9,600
7	KSPW-FM	0.6	500	16,400
8t	KADI-FM	0.4	300	2,600
8t	KKLH-FM	0.4	300	7,200
8t	KOSP-FM	0.4	300	8,000
8t	KWTO-FM	0.4	300	7,400
12t	KGBX-FM	0.2	200	5,600
12t	KQRA-FM	0.2	200	5,300
12t	KSMU-FM	0.2	200	5,200
12t	KXUS-FM	0.2	200	7,200
16t	KOMG-FM	0.1	100	3,200
16t	KSCV-FM	0.1	100	700
16t	KSGF-FM	0.1	100	2,900
16t	KSMU-FM Stream	0.1	100	400
20t	KBFL-AM	0.0	0	0
20t	KGMY-AM	0.0	0	0
20t	KSMU-FM HD2 Stream	0.0	0	0
20t	KWFC-FM	0.0	0	400
20t	KWND-FM HD2	0.0	0	400
20t	KWTO-AM	0.0	0	700

This report was created using the following information: SPRINGFIELD, MO; SP25 SD; Metro; M-F 6a-7p; W 25-54; See Detailed Sourcing Page for Complete Details.

Copyright © 2025 The Nielsen Company. All rights reserved.

Page 1 of 2



## 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
Women 25-54	83,200	217

**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>

Report: Copyright 2008 Nielsen. Software: Copyright 2008-2025 Nielsen. Nielsen Radio Data: Copyright 2025 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C.