

# Ranker

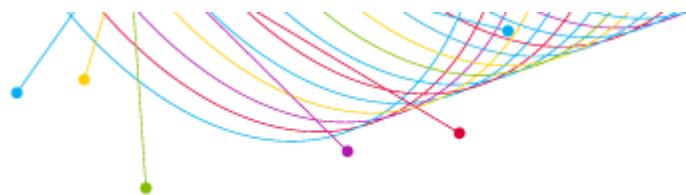
SPRINGFIELD, MO (Metro Survey Area)

SP25 SD

Station Rankings Based on: Home to Metro

Adults 25-54				
M-F 6a-7p				
	Station	Average Rating *	Average Persons	Weekly Cume Persons
1	KTXR-FM	1.1	1,900	19,600
2	KTTS-FM	0.8	1,400	20,300
3	KTOZ-FM	0.7	1,200	17,600
4t	KKLH-FM	0.5	800	17,600
4t	KQRA-FM	0.5	800	17,500
4t	KRVI-FM	0.5	900	10,100
4t	KSGF-FM	0.5	800	8,100
4t	KSPW-FM	0.5	900	26,800
4t	KSWF-FM	0.5	900	16,000
4t	KWND-FM	0.5	900	16,700
4t	KWTO-FM	0.5	800	13,700
4t	KXUS-FM	0.5	900	16,500
13t	KOSP-FM	0.4	700	12,700
13t	KSMU-FM	0.4	600	11,700
15t	KADI-FM	0.2	400	4,000
15t	KGBX-FM	0.2	400	8,900
17t	KBFL-AM	0.1	100	1,900
17t	KOMG-FM	0.1	200	8,200
17t	KSCV-FM	0.1	100	1,700
17t	KSMU-FM Stream	0.1	100	400
17t	KWFC-FM	0.1	100	1,000
17t	KWTO-AM	0.1	200	4,100
23t	KGMY-AM	0.0	0	0
23t	KSMU-FM HD2 Stream	0.0	0	600
23t	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 25-54; See Detailed Sourcing Page for Complete Details.



## 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 25-54	168,000	409

**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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