

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY
6.00AM-7.00PM

LAUDERDALE-WOLLYWOOD
APRIL MAY 1973

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA														
MEN						WOMEN						STATION CALL LETTERS	TOTAL PERS. 12+	MEN						WOMEN						TOTAL PERS. 12+	MEN						WOMEN					
18-24	25-34	35-45	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-45	50-64	TOTAL 18+	TEENS 12-17			18-24	25-34	35-45	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-45	50-64	TOTAL 18+	TEENS 12-17		18-24	25-34	35-45	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-45	50-64	TOTAL 18+	TEENS 12-17
70	1	6	9	2	21	6	2	19	17	49		WAIA	70	1	6	9	2	21	6	2	19	17	49		WAIA	2.0	.5	3.0	2.5	.6	1.6	2.4	.7	4.0	3.7	2.6		
33	6	14			20	3	4			7	6	WBUS	33	6	14			20	3	4			7	6	WBUS	1.0	3.3	7.1			1.5	1.2	1.4			.4	2.1	
26		4	2	8	14	7	1	2	1	11	1	*WCMQ	26		4	2	8	14	7	1	2	1	11	1	*WCMQ	.7		2.0	.6	2.6	1.0	2.7	.4	.4	.2	.6	.4	
27	4		1		5	8	4	3			15	7	WEDR	27	4		1		5	8	4	3		15	7	WEDR	.8	2.2		.3		.4	3.1	1.4	.6		.8	2.5
171	1	11	16	25	60	3	16	19	28	106	4	WFAB	170	1	11	16	25	60	3	16	19	28	106	4	WFAB	4.9	.5	5.6	4.5	8.1	4.5	1.2	5.6	4.0	6.2	5.7	1.4	
85	6	8	2	2	19	10	9	6	5	39	27	WFUN	85	6	8	2	2	19	18	9	6	5	39	27	WFUN	2.4	3.3	4.1	.6	.6	1.4	7.1	3.2	1.2	1.1	2.1	9.6	
188	3	6	27	45	108	1	6	28	28	91	1	WGBS	186	3	6	27	45	104	1	3	27	27	81	1	WGBS	5.4	1.6	3.0	7.5	14.6	7.8	.4	1.1	5.6	5.9	4.4	.4	
98	6	15	3	3	30	23	16	4	5	62	6	WINZ	93	6	15	3	2	29	22	14	3	5	58	6	WINZ	2.7	3.3	7.6	.8	.6	2.2	8.6	4.9	.6	1.1	3.1	2.1	
293		13	56	40	158	5	13	40	47	133	2	WIDD	264		12	47	38	141	5	12	39	42	121	2	WIDD	7.6		6.1	13.1	12.3	10.6	2.0	4.2	8.1	9.3	6.5	.7	
118	3		5	18	53		1	11	18	65		WKAT	118	3		5	10	53		1	11	18	65		WKAT	3.4	1.6		1.4	3.2	4.0		.4	2.3	4.0	3.5		
319	1	4	36	29	94	18	16	71	54	222	3	WLYF	309	1	3	35	29	92	18	16	70	47	214	3	WLYF	8.9	.5	1.5	9.7	9.4	6.9	7.1	5.6	14.6	10.4	11.5	1.1	
61	3		12	1	16	3	5	12	5	25	20	WMBM	61	3		12	1	16	3	5	12	5	25	20	WMBM	1.8	1.6		3.3	.3	1.2	1.2	1.8	2.5	1.1	1.3	7.1	
192	22	29	15	3	70	27	16	16	6	65	57	WMYQ	161	20	16	15	3	55	21	12	15	5	53	53	WMYQ	4.6	10.9	8.1	4.2	1.0	4.1	8.2	4.2	3.1	1.1	2.9	18.9	
26		3	2	1	7	7	4	3	19			WDCM	26		3	2	1	7	7	4	3	19			WDCM	.7		1.5	.6	.3	.5		2.5	.8	.7	1.8		
57	1	3	9		25	4	6	2	5	31	1	WDCM FM	57	1	3	9		25	4	6	2	5	31	1	WDCM FM	1.6	.5	1.5	2.5		1.9	1.6	2.1	.4	1.1	1.7	.4	
83	1	6	11	1	32	4	13	6	8	50	1	WDCM TOTAL	83	1	6	11	1	32	4	13	6	8	50	1	WDCM TOTAL	2.3	.5	3.0	3.1	.3	2.4	1.6	4.6	1.2	1.8	2.7	.4	
323	31	36	21	6	96	48	39	28	17	136	91	WQAM	244	22	11	9	6	50	41	34	22	17	117	77	WQAM	7.0	12.0	5.6	2.5	1.9	3.7	16.1	12.0	4.6	3.7	6.3	27.5	
341	1	4	23	31	113	27	29	63	50	218	10	WQBA	340	1	4	23	30	112	27	29	63	50	218	10	WQBA	9.8	.5	2.0	6.4	9.7	8.4	10.6	10.2	13.1	11.0	11.7	3.6	
47		1	18	3	23		5	14	23		1	WTMI	47		1	10	3	23		5	14	23		1	WTMI	1.4		.5	2.8	1.0	1.7			1.0	3.1	1.2	.4	
163	1	7	27	14	63	1	20	19	42	99	1	WVCC	160	1	7	27	14	63	1	19	19	40	96	1	WVCC	4.6	.5	3.6	7.5	4.5	4.7	.4	6.7	4.0	8.8	5.2	.4	
157	9	14	26	21	74	5	11	29	15	77	6	WVOK	156	9	14	26	21	74	5	11	29	15	76	6	WVOK	4.5	4.9	7.1	7.2	6.8	5.5	2.0	3.9	6.0	3.3	4.1	2.1	
54		4	5	6	15	3	5	21	8	39		WYDR	52		4	5	6	15	3	5	21	8	37		WYDR	1.5		2.8	1.4	1.9	1.1	1.2	1.8	4.4	1.3	2.8		
32			15	1	21		3	2	3	10	1	*WAVS	39			15		20		3	2	2	9	1	*WAVS	.9			4.2		1.5		1.1	.4	.4	.5	.4	
51		27	1	1	32	7	11		1	19		WAXY	40		18	1	1	23	7	9		1	17		WAXY	1.2		9.1	.3	.3	1.7	2.7	3.2		.2	.9		
25		1			1	3	9	1		14	10	WCKO	23						3	8	1		13	10	WCKO	.7						1.2	2.8	.2		.7	3.6	
87	8		23	6	47	1		12	16	39	1	HFTL	87	8		23	6	47	1		12	16	39	1	HFTL	2.5	4.3		6.4	1.9	3.5	.4		2.5	3.5	2.1	.4	
23		2		2	6		3	4	8	17		HFTL FM	22		2		2	5		3	4	8	17		HFTL FM	.6			1.8		.6	.4		1.1	.8	1.8	.9	
65			15	5	24		4	24	8	40	1	WGHA	64			15	5	23		4	24	8	40	1	WGHA	1.8			4.2	1.6	1.7		1.4	5.0	1.8	2.2	.4	
28		2	9	13			6	15				*WLOD	26			2	9	13			6	15				*WLOD	.7			.6	2.9	1.8			1.1	.7		
64		4	1	13	22		4	22	18	42		WMJR	59		4		11	19		4	21	9	40		WMJR	1.7		2.0		3.6	1.4		1.4	4.4	2.0	2.2		
26		1	1	2	4	3	1	2	10	14	14	*WRBD	19			1	1	4		3		2	9	9	*WRBD	.5				.3	.1	1.6	1.1		.4	.5	3.2	
162	67	21	2		98	36	13			49	23	WSME	140	53	21	2		76	32	13			45	19	WSME	4.0	28.8	10.7	.6		5.7	12.5	4.6			2.4	6.8	
58	24	4	1	3	32	9	2	1	1	13	5	WSRF	46	22	3	1	3	29	9	2	1	1	13	4	WSRF	1.3	12.0	1.5	.3	1.0	2.2	3.5	.7	.2	.2	.7	1.4	
24				1	7					7	17	WWDG	15				4									WWDG	.4					.3				1.1	.6	

TOTAL LISTENING IN METRO SURVEY AREA 3472 184 197 359 308 1335 255 284 481 454 1857 288

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AMERICAN RESEARCH BUREAU

World Radio History

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY
6.00AM-10.00AM

PT. LAUDERDALE-HOLLYWOOD
MAY 1973

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS										SHARES—METRO SURVEY AREA																														
MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	TEENS 12-17 %															
18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			18-24	25-34	35-49	50-64	TOTAL 18+										
TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %			TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %			TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %	TEENS 12-17 %																	
61		6	6	2	18	3	3	15	14	42	1	WAIA	61		6	6	2	18	3	3	15	14	42	1	WAIA	1.5		2.2	1.4	.5	1.1	1.2	.9	2.6	2.8	2.0	.4													
30	5	14		1	20	3	3			6	4	WBUS	30	5	14		1	20	3	3			6	4	WBUS	.8	3.0	5.2		.3	1.3	1.2	.9			.3	1.6													
26	1	4	1	3	9	13	1			2	16	1	WCMQ	26	1	4	1	3	9	13	1		2	16	1	WCMQ	.7	.6	1.5	.2	.8	.6	5.1	.3		.4	.8	.4												
22	3		1		4	7	4	2		13	5	WEDR	22	3		1		4	7	4	2		13	5	WEDR	.6	1.8		.2		.3	2.8	1.2	.3		.6	2.8													
242	4	18	27	35	94	6	27	37	28	145	3	WFAB	242	4	18	27	35	94	6	27	37	28	145	3	WFAB	6.1	2.4	6.7	6.2	9.5	6.0	2.4	8.0	6.4	5.7	6.8	1.2													
90	6	14	3	2	25	16	13	8	4	41	24	WFUN	90	6	14	3	2	25	16	13	8	4	41	24	WFUN	2.3	3.7	5.2	.7	.5	1.6	6.3	3.9	1.4	.8	1.9	9.6													
276	2	18	45	46	135	3	11	42	45	137	4	WGBS	276	2	18	45	46	135	3	11	42	45	137	4	WGBS	6.5	1.2	3.7	10.3	12.5	8.1	1.2	2.1	7.2	8.7	5.8	1.6													
128	12	24	3	6	50	29	28	6	6	70	8	WINZ	128	12	24	3	6	50	29	28	6	6	70	8	WINZ	3.0	7.3	8.9	.7	1.4	3.1	11.0	5.0	.7	1.2	3.0	3.2													
411		29	54	51	198	6	23	69	67	217	4	WIOD	411		29	54	51	198	6	23	69	67	217	4	WIOD	9.7		10.0	11.9	13.4	11.1	2.4	6.2	11.7	12.8	9.6	1.6													
163	6		6	15	74			10	26	89		WKAT	163	6		6	15	74			10	26	89		WKAT	4.1	3.7		1.4	4.1	4.7		1.7	5.1	4.1															
224	1	2	35	24	73	7	18	69	34	150	1	WLYF	224	1	2	35	24	73	7	18	69	34	150	1	WLYF	5.6	.6	.7	7.8	6.5	4.6	2.8	3.0	11.6	6.5	6.9	.4													
59	1		8	1	18	1	9	12	9	31	18	WMBM	59	1		8	1	18	1	9	12	9	31	18	WMBM	1.5	.6		1.8	.3	.6	.4	2.7	2.1	1.8	1.5	7.2													
188	26	29	15		70	33	19	11	5	68	50	WYDQ	188	26	29	15		70	33	19	11	5	68	50	WYDQ	3.6	11.0	5.2	3.4		3.0	8.7	4.2	1.9	.8	2.4	17.5													
28			5	1	8		5		8	28		WOCN	28			5	1	8		5		8		28		WOCN	.7			1.1	.3	.5		1.5	1.4		.9													
53	1	2	8	1	20	2	3	4	3	31	2	WOCN FM	53	1	2	8	1	20	2	3	4	3	31	2	WOCN FM	1.3	.6	.7	1.8	.3	1.3	.8	.9	.7	.6	1.5	.8													
81	1	2	13	2	28	2	8	12	3	51	2	WOCN FM TOTAL	81	1	2	13	2	28	2	8	12	3	51	2	WOCN FM TOTAL	2.0	.6	.7	2.9	.6	1.8	.8	2.4	2.1	.6	2.4	.8													
364	28	36	17	14	97	58	55	32	28	178	69	WQAM	364	28	36	17	14	97	58	55	32	28	178	69	WQAM	29.8	23	15	12	14	65	47	51	30	27	160	73	WQAM	7.6	14.0	5.6	2.7	3.8	4.1	18.5	15.1	5.2	5.5	7.5	29.1
486		8	32	47	166	33	30	73	30	226	14	WQBA	486		8	32	47	166	33	30	73	30	226	14	WQBA	40.5		8	32	46	165	33	30	73	30	226	14	WQBA	10.3		3.0	7.3	12.5	10.5	13.0	8.9	12.6	6.1	10.6	5.6
44			11	5	26			3	12	18		WTMI	44			11	5	26			3	12	18		WTMI	4.4			11	5	26			3	12	18														
214	2	14	37	16	96	2	26	29	43	117	1	WVCG	214	2	14	37	16	96	2	26	29	43	117	1	WVCG	21.3	2	14	37	15	95	2	26	29	43	117	1	WVCG	5.4	1.2	5.2	8.4	4.1	6.1	.8	7.7	5.0	8.7	5.5	.4
223	7	24	43	24	102	2	15	40	20	114	7	WVOK	223	7	24	43	24	102	2	15	40	20	114	7	WVOK	22.3	7	24	43	24	102	2	15	40	20	114	7	WVOK	5.7	4.3	8.9	9.8	6.5	6.5	.8	4.5	6.9	4.1	5.4	2.8
31		3	2	2	7	3	3	15	3	24		WYDR	31		3	2	2	7	3	3	15	3	24		WYDR	3.1		3	2	2	7	3	3	15	3	24		WYDR	.8		1.1	.5	.5	.4	1.2	.9	2.6	.6	1.1	
39			12	2	16		8	5	4	21	2	WAVS	39			12	2	16		8	5	4	21	2	WAVS	3.5			12	2	16		8	5	4	21	2	WAVS	.9			2.7		.9		2.4	.9	.4	.9	.8
55	2	34	2	3	42	3	6		3	12	1	WAXY	55	2	34	2	3	42	3	6		3	12	1	WAXY	4.5	2	27	2	3	35	3	4		3	18				3.3		.5	2.8							
18						1	11			12	6	WCKO	18							1	11			12	6	WCKO	1.6																							
125	9	1	24	9	61	2	1	13	29	62	2	WFTL	125	9	1	24	9	61	2	1	13	29	62	2	WFTL	12.5	9	1	24	9	61	2	1	13	29	62	2	WFTL	3.2	5.5	.4	5.5	2.5	3.9	.8	.3	2.2	5.9	2.9	.8
32			1	5	7		1	9	9	25		WFTL FM	32			1	5	7		1	9	9	25		WFTL FM	3.8			1	5	6		1	9	8	24				.8	1.6	1.6	1.1							
78			22	8	38		2	22	11	39	1	WGMA	78			22	8	38		2	22	11	39	1	WGMA	7.8			22	8	38		2	22	11	39	1	WGMA	2.0			5.0	2.2	2.4		.6	3.8	2.2	1.8	.4
26			1	7	9			1	2	17		WLOD	26			1	7	9			1	2	17		WLOD	2.1			1	7	8			1	13						.2	.6								
74	7		1	19	27		4	24	16	47		WVJR	74	7		1	19	27		4	24	16	47		WVJR	6.5	7		1	19	24		4	20	15	41							.8	.2	1.6					
24			1	2	3			3	4	7	14	WRBD	24			1	2	3			3	4	7	14	WRBD	1.8					2	2		4	6	6					.8	.2	1.6							
125	44	22	3		69	31	17	1		49	17	WSHE	125	44	22	3		69	31	17	1		49	17	WSHE	11.6	35	22	3		60	26	17	1		44	12	WSHE	2.9	21.3	8.2	.7		3.8	10.2	5.0	.2		2.1	4.8
57	19	9	1	2	31	17	2	1	1	21	5	WSRF	57	19	9	1	2	31	17	2	1	1	21	5	WSRF	5.4	18	8	1	2	29	17	2	1	1	21	4	WSRF	1.4	11.0	3.0	.2	.5	1.8	6.7	.6	.2	.2	1.8	1.6
24		1		1	6				3	18		WMOG	24		1		1	6				3	18		WMOG	1.3		1		1	2			2	11							.4	.5							

TOTAL LISTENING IN METRO SURVEY AREA 3944 164 269 438 367 1568 254 337 580 493 2125 251

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR LISTENING ESTIMATES

7. BALDERSDALE-HOLLYWOOD
MAY 1978

MONDAY-FRIDAY
10.00AM-3.00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	WOMEN				TEENS 12-17 %			
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64		18-24	25-34	35-49
73		7	10	2	20	7	1	22	10	53	73		7	10	2	20	7	1	22	10	53	HAIA	2.2		4.0	2.9	.7	1.6	2.0	.4	4.9	3.0	2.9				
33	9	16			25	5				5	33	9	16			25	5				5	3	MOUS	1.0	4.5	11.0		2.0	2.0			.3	1.2				
27		4	2	12	18	2		3	2	7	27		4	2	12	18	2		3	2	7	2	MCMQ	.8		2.8	.6	4.0	1.4	.8		.4	.8				
20	7		1		8	9	3	2		14	6	7		1		8	9	3	2		14	6	WEDR	.8	3.5		.3	.6	3.6	1.2	.4		.8	2.5			
125	9	9	20	42		13	9	14	80	3	125	9	9	20	42		13	9	14	80	3	WVAB	3.7		6.2	2.6	6.7	3.3		5.0	2.0	3.0	4.4	1.2			
76	5	4		2	15	14	9	3	7	34	27	76	5	4		2	15	14	9	3	7	27	WFUN	2.3	2.5	2.8		.7	1.2	5.5	3.5	.7	1.5	1.0	11.1		
162	4	2	16	50	95		6	11	24	66	1	162	4	2	16	50	95		6	11	24	66	1	HGBS	4.4	2.0	1.4	4.6	16.7	7.3		.8	2.2	4.7	2.9	.4	
87	2	9	5	1	28	23	16	2	3	62	5	87	2	9	5	1	28	23	16	2	3	62	5	WINZ	2.5	1.0	6.2	1.4	.3	1.6	9.1	5.0	.4	.6	3.2	2.1	
259	2	50	39	149		6	6	27	47	109	1	259	2	50	39	149		6	6	27	47	109	1	WIOD	6.0		1.4	13.0	12.3	10.2	2.4	2.3	6.0	9.0	5.3		
114		7	5	52		1	13	16	62		114		7	5	52		1	13	16	62		114		WKAT	3.4			2.0	1.7	4.1		.4	2.9	3.4	3.4		
401		41	33	109		22	23	73	77	290	2	401		41	33	109		22	23	73	77	290	2	WLYF	11.5			11.6	10.7	8.4	8.7	8.0	15.7	14.1	15.1	.8	
52	2		10		12	3		14	3	20	20	52	2		10		12	3		14	3	20	20	WHBM	1.5	1.0			2.9		.9	1.2		3.1	.6	1.1	8.2
109	25	20	20	7	78	17	11	19	11	58	53	109	25	20	20	7	78	17	11	19	11	58	53	WHYQ	4.9	12.1	9.7	5.0	2.3	5.1	6.3	3.1	3.0	2.1	2.0	20.6	
25		5		2	7		11	1	4	18		25		5		2	7		11	1	4	18		WOCM	.7			3.4		.7	.5		4.2	.2	.9	1.0	
63		3	13		32	6	5	1	2	30	1	63		3	13		32	6	5	1	2	30	1	WOCM FM	1.8			2.1	3.0		2.5	2.4	1.9	.2	.4	1.6	.4
80		8	13	2	39	6	16	2	6	48	1	80		8	13	2	39	6	16	2	6	48	1	WOCM FM TOTAL	2.5			5.5	3.0	.7	3.0	2.4	6.1	.4	1.3	2.6	.4
200	33	39	23	1	98	41	24	28	15	110	72	200	33	39	23	1	98	41	24	28	15	110	72	WQAM	5.8	11.6	4.0	1.7	.3	3.1	14.2	7.7	4.2	3.2	5.0	26.3	
360	3	5	22	31	101	30	41	72	56	250	9	360	3	5	22	31	101	30	41	72	56	250	9	WQBA	10.7	1.5	3.4	6.4	10.3	7.9	11.9	15.0	16.0	11.9	13.6	3.7	
47		1	11		22			6	11	23	2	47		1	11		22			6	11	23	2	WTHI	1.4			.7	3.2		1.7			1.3	2.3	1.3	.8
146			23	12	40	1	10	17	47	105	1	146			23	12	40	1	10	17	47	105	1	WVCC	4.2				6.7	3.7	3.1	.4	6.9	3.0	9.4	5.5	.4
110	6	4	15	21	50	10	10	25	10	62	6	110	6	4	15	21	50	10	10	25	10	62	6	WVOK	3.5	3.0	2.0	4.3	7.0	3.9	4.0	3.0	5.5	2.1	3.3	2.5	
70		5	9	10	24	4	6	31	10	54		70		5	9	10	24	4	6	31	10	54		WVOR	2.2			3.4	2.6	3.3	1.9	1.6	2.3	6.9	1.5	2.0	
31			19		24		1		3	7		31			19		24		1		3	7		WAVS	.9				5.5		1.9		.4		.4	.3	
45		21			25	11	9			20		45		21			25	11	9			20		WAXY	1.0			8.3		1.3	4.3	3.1			1.0		
20		2			2	4	10			15	11	20		2			2	4	10			15	11	11	WCKO	.7						1.2	3.5			.7	4.5
79	9		27	3	47			10	15	32		79	9		27	3	47			10	15	32		WFTL	2.4	4.5			7.0	1.0	3.7			2.2	3.2	1.7	
20		2		1	4		4	3	9	16		20		2		1	4		4	3	9	16		WFTL FM	.6			1.4		.3	.3		1.5	.7	1.9	.9	
62			15	3	21		4	20	10	39	2	62			15	3	21		4	20	10	39	2	WGHA	1.0				4.3	1.0	1.6		1.5	4.4	2.1	2.1	.8
34		4	11	19		1		7	15			34		4	11	19		1		7	15			WLOD	1.0				1.2	3.7	1.5		.4		1.5	.8	
64		3	1	9	15		4	30	7	49		64		3	1	9	15		4	30	7	49		WVJR	1.0			2.1	.3	2.7	1.1		1.5	6.7	1.1	2.6	
13		2		2	4	2			6	3		13		2		2	4	2			6	3			WRBO	.2							1.6	.8		.3	.4
161	76	21	3		100	39	8			47	14	161	76	21	3		100	39	8			47	14	WSHE	4.2	30.0	14.5	.9		6.7	13.4	3.1			2.3	5.3	
91	30	1		5	36	5	2	1	1	9	6	91	30	1		5	36	5	2	1	1	9	6	WSRF	1.4	14.6			1.7	2.7	2.0	.8	.2	.2	.5	2.1	
34				1	12					10	22	34				1	12					10	22		WNOG	.7				.3	.8				1.7	.8	

TOTAL LISTENING IN METRO SURVEY AREA 3350 190 145 345 300 1277 253 260 451 469 1030 243

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY
3:00PM-7:00PM

STANT/PT. LAGERSDALE-HOLLYWOOD
APRIL/MAY 1973

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA																
TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL 18+	TEENS 12-17										
	18-24	25-34	35-49	50-64	18-24					25-34	35-49	50-64	18-24	25-34					35-49	50-64	18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64						
79	3	4	12	4	28	8	2	19	17	51			WAIA	79	3	4	12	4	28	8	2	19	17	51			WAIA	2.5	1.6	2.1	4.0	1.5	2.4	3.1	.8	4.6	4.4	3.2		
31	5	13			18	2	8			10	10		WBUS	38	5	13			18	2	8			10	10		WBUS	1.2	2.6	6.9			1.5	.8	3.1			.6	2.7	
20		2	1	8	11	6	2			8	1		*WCMQ	20		2	1	8	11	6	2			8	1		*WCMQ	.6		1.1	.3	3.1	.9	2.3	.8			.5	.3	
29	2		1		3	8	4	4		16	10		WEOR	29	2		1		3	8	4	4		16	10		WEOR	.9	1.0		.3		.3	3.1	1.5	1.0			1.0	2.7
159		6	16	21	53	4	8	13	44	99	7		WFAB	159		6	16	21	53	4	8	13	44	99	7		WFAB	5.1		3.2	5.3	8.1	4.5	1.5	3.1	3.1	11.5	6.2	1.9	
87	6	7	4	1	18	25	4	7	2	38	31		WFUN	85	6	7	4	1	17	24	4	7	2	37	31		WFUN	2.7	3.1	3.2	1.3	.4	1.4	9.3	1.5	1.7	.5	2.3	8.5	
174	2	7	22	38	96	1	1	34	17	78			WGBS	164	2	7	22	38	94	1	1	33	16	70			WGBS	5.2	1.0	3.7	7.3	14.6	8.0	.4		7.9	4.2	4.4		
79	4	14		1	21	16	13	4	5	52	6		WINZ	77	4	14		1	21	16	11	4	5	50	6		WINZ	2.5	2.1	7.4		.4	1.8	6.2	4.2	1.0	1.3	3.1	1.6	
219	2	11	55	29	138	2	11	28	27	78	3		WIOD	195	2	11	44	27	124	2	11	27	22	69	2		WIOD	6.2	1.0	5.9	14.6	10.4	10.5	.8	4.2	6.5	5.7	4.3	.5	
75	3		3	11	33			1	8	12	42		WKAT	75	3		3	11	33			1	8	12	42		WKAT	2.4	1.6		1.0	4.2	2.8		.4	1.9	3.1	2.6		
313	2	11	29	31	96	23	15	72	45	211	6		WLYF	297	2	11	28	29	88	23	15	72	37	203	6		WLYF	9.5	1.0	3.2	9.3	11.2	7.5	8.9	5.7	17.3	9.7	12.7	1.6	
72	5		19	1	25	4	7	10	3	24	23		WMBM	72	5		19	1	25	4	7	10	3	24	23		WMBM	2.3	2.6		6.3	.4	2.1	1.5	2.7	2.4	.8	1.5	6.3	
280	16	33	7	1	59	33	21	17	1	72	69		WHYQ	171	16	33	7	1	47	27	16	16		59	65		WHYQ	5.4	8.4	11.2	2.3	.4	4.0	10.4	6.1	3.8			3.7	17.0
21		2	1		3	6	3	4	18				WOCN	21		2	1		3	6	3	4	18				WOCN	.7		1.1	.3		.3		2.3	.7	1.0	1.1		
54	1	4	6		23	3	9	2	10	31			WOCN FM	54	1	4	6		23	3	9	2	10	31			WOCN FM	1.7	.5	2.1	2.0		1.9	1.2	3.4	.5	2.6	1.9		
75	1	6	7		26	3	15	5	14	49			WOCN FM TOTAL	75	1	6	7		26	3	15	5	14	49			WOCN FM TOTAL	2.4	.5	3.2	2.3		2.2	1.2	5.7	1.2	3.6	3.0		
342	32	32	24	5	96	48	44	23	10	129	117		WQAM	255	19	11	11	5	49	40	36	18	10	108	98		WQAM	8.1	9.9	5.9	3.6	1.9	4.1	15.4	13.7	4.3	2.6	6.8	26.0	
255			16	15	76	19	11	41	63	170	9		WQBA	255			16	15	76	19	11	41	63	170	9		WQBA	8.1			5.3	5.8	6.4	7.3	4.2	9.8	16.4	10.7	2.5	
46		2	7	4	21		1	4	18	25			WTMI	45		2	7	4	20		1	4	18	25			WTMI	1.4		1.1	2.0	1.5	1.7		.4	1.0	4.7	1.6		
133	1	8	24	16	60	1	15	13	33	72	1		WVCG	130	1	8	24	15	59	1	15	13	31	70	1		WVCG	4.1	.5	4.3	7.9	5.8	5.0	.4	5.7	3.1	8.1	4.4	.3	
143	15	15	24	18	75	3	10	25	16	62	6		WVOK	143	15	15	24	18	75	3	10	25	16	62	6		WVOK	4.6	7.9	8.0	7.9	6.9	6.4	1.2	3.8	6.0	4.2	3.9	1.6	
49		4	3	6	13	2	6	14	10	36			WYOR	47		4	3	6	13	2	6	14	10	34			WYOR	1.5		2.1	1.0	2.3	1.1	.8	2.3	3.4	2.1	2.1		
25			12	1	22		2	1	3				*WAVS	22			12		28			1	1	2			*WAVS	.7			4.0		1.7			.2	.3	.1		
57		29			32	6	18	1		25			WAXY	41		15		18	6	16	1		23				WAXY	1.3		8.0			1.5	2.3	6.1	.2		1.4		
28			1		1	4	5	3		13	14		WCKO	27			1	1	4	5	3		13	13			WCKO	.9			.3		.1	1.5	1.9	.7		.8	3.6	
59	6		19	5	33			12	5	24	2		WFTL	59	6		19	5	33			12	5	24	2		WFTL	1.9	3.1		6.3	1.9	2.8			2.9	1.3	1.5	.5	
16		4			6		4		6	10			WFTL FM	16		4		6		4		6	10				WFTL FM	.5		2.1			.5			1.5	1.6	.6		
54		7	5	12		5	33	2	42				WGMA	54		7	5	12		5	33	2	42				WGMA	1.7			2.3	1.9	1.0			1.9	7.9	.5	2.6	
24			9	9		8	14	1		14	1		*WL0D	24			9	9		9		8	14	1			*WL0D	.8				3.5	.8				2.1	.9	.3	
49	1	2		11	23	1	2	18	7	26			WHJR	48	1	2		10	22	1	2	18	7	26			WHJR	1.5	.5	1.1			3.8	1.9	.4	.8	2.4	1.8	1.6	
46			1		1	7	8	1	1	17	28		*WRBD	40						7	8		1	16	24		*WRBD	1.3						2.7	3.1		.3	1.8	6.6	
193	78	21			99	39	15		54	40			WSHE	168	62	21			83	36	15		51	34			WSHE	5.4	32.5	11.2			7.0	13.9	5.7			3.2	9.3	
39	21	3	1	2	27	5	2	1		8	4		WSRF	37	19	3	1	2	25	5	2	1		8	4		WSRF	1.2	9.9	1.6	.3	.8	2.1	1.9	.8	.2		.5	1.1	
12					2				6	18			WMOG	5				1						4	4			WMOG	.2									1.8	.3	
TOTAL LISTENING IN METRO SURVEY AREA									3140	191	128	302	260	1181	259	262	417	383	1594	365																				

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR LISTENING ESTIMATES

MONDAY-FRIDAY
6.00AM-10.00AM + 3.00PM-7.00PM

ST. LOUIS-CALEDONIA-HOLLYWOOD
MAY 1973

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS												SHARES - METRO SURVEY AREA														
MEN						WOMEN						STATION CALL LETTERS	TOTAL PERS. 12+	MEN						WOMEN						TOTAL PERS. 12+	TEENS 12-17 %											
18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17			18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17													
00	1	5	9	3	22	6	2	17	15	46	7			WAIA	66	1	5	9	3	22	6	2	17	15	46			7	WAIA	1.9	.6	2.2	2.5	1.0	1.6	2.3	.7	3.4
35	5	14		1	20	2	6			8	7	WBUS	35	5	14		1	20	2	6		8	7	WBUS	1.0	2.8	6.1		3	1.5	.8	2.0			.4	2.3		
21		3	1	5	9	9	1			11	1	*WCMQ	21		3	1	5	9	9	1		11	1	*WCMQ	.6		1.3	.3	1.6	.7	3.5	.3			.2	.6	.3	
25	2		1		3	8	4	3		15	7	WEOR	25	2		1		3	8	4	3	15	7	WEOR	.7	1.1			.3	.2	3.1	1.3	.6		.8	2.3		
200											5	WFAB	200	2	12	21	28	73	5	18	25	36	122	5	WFAB	5.7	1.1	5.2	5.8	8.9	5.3	1.9	6.0	5.0	8.2	6.6	1.6	
86	6	11	4	1	22	21	9	7	3	40	27	WFUN	86	6	10	3	1	20	20	9	7	3	39	27	WFUN	2.4	3.4	4.4	.8	.3	1.5	7.8	3.0	1.4	.7	2.1	8.8	
212	2	9	33	42	115	2	6	38	31	107	2	WGBS	212	2	9	33	42	111	2	4	38	30	99	2	WGBS	6.0	1.1	3.9	9.1	13.4	8.1	.8	1.3	7.6	6.9	5.3	.7	
98	8	19	1	3	34	23	16	5	6	61	7	WINZ	98	8	19	1	3	34	22	14	4	6	57	7	WINZ	2.8	4.5	8.3	.3	1.0	2.5	8.6	4.7	.8	1.4	3.1	2.3	
289	1	19	48	38	149	4	16	48	42	137	3	WIDQ	289	1	19	48	38	149	4	16	48	42	137	3	WIDQ	8.2	.6	8.3	13.2	12.1	10.9	1.6	5.4	9.7	9.6	7.4	1.0	
119	5		4	13	54			9	19	65		WKAT	119	5		4	13	54			9	19	65		WKAT	3.4	2.8		1.1	4.1	3.9			1.8	4.3	8.5		
258	2	4	31	27	81	15	12	69	34	173	4	WLYF	258	2	4	31	27	81	15	12	69	34	173	4	WLYF	7.3	1.1	1.7	8.5	8.6	5.9	5.8	4.0	13.9	7.8	9.3	1.3	
65	3		13	1	17	3	8	11	6	28	20	WMBM	65	3		13	1	17	3	8	11	6	28	20	WMBM	1.8	1.7		3.6	.3	1.2	1.2	2.7	2.2	1.4	1.5	6.5	
157	17	17	11	1	47	25	15	13	2	55	55	WNYQ	157	17	17	11	1	47	25	15	13	2	55	55	WNYQ	4.4	9.6	7.4	3.0	.3	3.4	9.7	5.0	2.6	.5	3.0	18.0	
24		1	3	1	6	5	5	2	18		1	WOCN	24		1	3	1	6	5	5	2	18		1	WOCN	.7		.4	.8	.3	.4	1.7	1.0	.5	1.0			
53	1	3	7	21	31	3	6	3	6	31	1	WOCN FM	53	1	3	7	21	31	3	6	3	6	31	1	WOCN FM	1.5	.6	1.3	1.9	1.5	1.2	2.0	.6	1.4	1.7	.3		
77	1	4	18	1	27	3	11	8	8	49	1	TOTAL	77	1	4	10	1	27	3	11	8	8	49	1	TOTAL	2.2	.6	1.7	2.7	.3	1.9	1.2	3.7	1.6	1.9	2.7	.3	
275	21	13	11	10	57	43	43	24	19	133	85	WQAM	275	21	13	11	10	57	43	43	24	19	133	85	WQAM	7.8	11.9	5.7	3.0	3.2	4.2	16.7	14.4	4.8	4.3	7.2	27.8	
329		4	24	30	120	26	21	57	46	198	11	WQBA	329		4	24	30	120	26	21	57	46	198	11	WQBA	9.3		1.7	6.6	9.6	8.8	10.1	7.0	11.5	10.5	10.7	3.6	
47		1	9	5	24			1	4	15	23	WTHI	47		1	9	5	24			1	4	15	23	WTHI	1.3		.4	2.5	1.6	1.8		.3	.8	3.4	1.2		
169	1	11	30	15	76	1	20	21	37	92	1	WVCG	169	1	11	30	15	76	1	20	21	37	92	1	WVCG	4.8	.6	4.8	8.2	4.8	5.5	.4	6.7	4.2	8.5	5.0	.3	
183	11	20	34	21	89	3	12	32	18	88	6	WVOK	183	11	20	34	21	89	3	12	32	18	88	6	WVOK	5.2	6.2	8.7	9.3	6.7	6.5	1.2	4.0	6.4	4.1	4.7	2.8	
41		4	3	4	11	3	4	15	6	30		WYOR	41		4	3	4	11	3	4	15	6	30		WYOR	1.2		1.7	.8	1.3	.8	1.2	1.3	3.0	1.4	1.6		
28								12		17		*WAVS	28									12		10	1	*WAVS	.8			3.3		1.2		1.3	.6	.2	.5	.8
44	1	21	1	2	27	5	10		2	17		WAXY	44	1	21	1	2	27	5	10		2	17		WAXY	1.2	.6	9.2	.3	.6	2.0	1.9	3.3		.5	.9		
20											10	WCKD	20												10	WCKD	.6					.8	2.7	.2		.6	2.9	
93	8	1	21	7	48	1		13	17	43	2	WFTL	93	8	1	21	7	48	1		13	17	43	2	WFTL	2.6	4.5	.4	5.8	2.2	3.5	.4		2.6	3.9	2.3	.7	
23											2	WFTL FM	23												2	WFTL FM	.7		.9		1.0	.4		1.0	.8	1.6	.9	
66											1	WGHA	66												1	WGHA	1.9			3.8	2.2	1.8		1.3	5.4	1.4	2.2	.3
21											1	*WL00	21												1	*WL00	.6				2.2	.6				.9	.7	
55											13	WMJR	55												13	WMJR	1.6		1.7		4.1	1.6		1.0	3.0	2.5	1.8	
25											1	*WRBD	25												1	*WRBD	.7				.3	.1	1.2	1.3		.7	.5	4.6
142	49	21	1		71	31	16	1		48	23	WSHE	142	49	21	1		71	31	16	1		48	23	WSHE	4.0	27.7	9.2	.3		5.2	12.1	5.4	.2		2.6	7.5	
45	19	5	1	2	27	11	2	1		14	4	WSRF	45	19	5	1	2	27	11	2	1		14	4	WSRF	1.3	10.7	2.2	.3	.6	2.0	4.3	.7	.2		.8	1.3	
9												WNOG	9													WNOG	.3					.1			.7	.4		

TOTAL LISTENING IN METRO SURVEY-AREA 3533 177 229 364 314 1370 257 299 497 437 1857 306

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS											SHARES - METRO SURVEY AREA										
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %	
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %	50+ %	TOTAL 18+ %		
110	6	9	26	41	3	16	50	69		110	6	9	26	41	3	16	50	69		110	3.0	1.5	3.1	4.3	3.2	.6	3.4	5.2	3.6			
41	28			28	1			1	12	41	28			28	1			1	12	12	1.1	7.1			2.2	.2			.1	3.1		
76	17	7	11	35	24	6	9	39	2	76	17	7	11	35	24	6	9	39	2	2	2.1	4.3	2.4	1.8	2.7	4.7	1.3	.9	2.0	.5		
48	6			6	9	5		14	20	48	6			6	9	5		14	20	20	1.1	1.5			.5	1.8	1.1		.7	5.2		
111	10	1	19	30	11	10	60	81		111	10	1	19	30	11	10	60	81		111	3.1	2.5	.3	3.1	2.3	2.2	2.1	6.2	4.2			
118	10			10	38	2		40	68	118	10			10	38	2		40	68	68	3.3	2.5			.8	7.4	.4		2.1	17.6		
137	8	16	68	84	6	17	30	53		112	8	16	53	77	1	17	17	35		112	3.1	2.0	5.5	3.7	6.0	.2	3.6	1.8	1.8			
83	39	1	4	44	18		15	33	6	73	33	1	4	38	15		14	29	6	6	2.0	8.3	.3	.7	2.9	2.9		1.5	1.5	1.6		
224	3	19	57	79	14	44	87	145		213	3	10	57	70	14	43	86	143		213	5.9	.8	3.5	9.4	5.4	2.7	9.2	8.9	7.4			
155	3	28	56	79	3	3	69	75	1	155	3	20	56	79	3	3	69	75	1	1	4.3	.8	6.9	9.2	6.1	.6	.6	7.2	3.9	.3		
445	3	47	105	155	41	45	204	290		412	3	47	103	153	37	45	177	259		412	11.4	.8	16.3	16.9	11.8	7.2	9.6	18.4	13.3			
48	7			7	18	15		25	8	48	7			7	10	15		25	8	8	1.1		2.4		.5	2.0	3.2		1.3	2.1		
238	24	16	11	51	65	26	10	101	86	196	7	16	11	34	47	26	10	83	79	79	5.4	1.8	5.5	1.8	2.6	9.2	5.6	1.0	4.3	20.5		
44			11	11		17	16	33		44			11	11		17	16	33		44	1.2			1.8	.9		3.6	1.7	1.7			
33		8	5	13	2		18	20		33		8	5	13	2		18	20		33	.9		2.8	.8	1.0	.4		1.9	1.8			
321	54	21	8	83	80	38	23	141	97	202	19	4	8	31	58	23	22	103	68	68	5.6	4.8	1.4	1.3	2.4	11.4	4.9	2.3	5.3	17.6		
223	28	6	64	98	9	39	80	128	5	223	20	6	64	90	9	39	80	128	5	5	6.2	5.1	2.1	10.5	7.0	1.8	8.3	8.3	6.6	1.3		
34			19	19			15	15		34			19	19			15	15		34	.9			3.1	1.5			1.6	.8			
168	9	18	38	65	18	17	68	183		151	9	18	31	58	14	17	62	93		151	4.2	2.3	6.2	5.1	4.5	2.7	3.6	6.4	4.8			
205	52	24	18	94	22	54	34	110	1	205	52	24	18	94	22	54	34	110	1	1	5.7	13.1	8.3	3.0	7.3	4.3	11.5	3.5	5.7	.3		
57	4	16	10	30	3	22		25	2	57	4	16	10	30	3	22		25	2	2	1.6	1.0	5.5	1.6	2.3	.6	4.7		1.3	.5		
39		16	12	28	1	2	8	11		29		16	6	22	1	2	4	7		29	.8		5.5	1.0	1.7	.2	.4	.4	.4			
98	28			45	36	9		45		90	28			45	36	9		45		90	2.5	7.1			2.8	3.5	7.0	1.9		2.3		
31	11	4		15	4	3	4	11	5	23	18			10	4		4	8	5	5	.6	2.5			.8	.8		.4	.4	1.3		
46		16	2	18		14	8	22	6	46		16	2	18		14	8	22	6	6	1.3		5.5	.3	1.4		3.8	.8	1.1	1.6		
38			14	14			24	24		36			14	14			22	22		36	1.8			2.3	1.1			2.3	1.1			
97		37	13	50	2	17	28	47		96		37	12	49	2	17	28	47		96	2.7		12.8	2.0	3.8	.4	3.6	2.9	2.4			
28		3	4	7		1	12	13		17		2	3	5			12	12		17	.5		.7	.5	.4			1.2	.6			
63			11	11		25	17	52		48			5	5	10	24	9	43		48	1.3			.8	.4	2.0	5.1	.9	2.2			
64				24			24	24	40	64				24				24	40	40	1.8					4.7			1.2	10.4		
285	82			82	79			79	44	186	65			65	79			79	42	42	5.1	16.4			5.0	15.5		4.1	10.9			
60	36			36	15	4		19	5	59	35			35	15	4		19	5	5	1.6	8.8			2.7	2.9	.9	1.8	1.3			
38			18	18			20	20		27				13	13			14		27	.7			2.1	1.0			1.5	.7			

TOTAL LISTENING IN METRO SURVEY AREA 3622 396 289 608 1293 511 468 964 1943 386

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR LISTENING ESTIMATES

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS											SHARES — METRO SURVEY AREA										
TOTAL PERS. 12 -	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN				WOMEN				TEENS 12-17 %	
	18-34	35-49	50 +	TOTAL 18 +	18-34	35-49	50 +	TOTAL 18 +				18-34	35-49	50 +	TOTAL 18 +	18-34	35-49	50 +	TOTAL 18 +				18-34 %	35-49 %	50 + %	TOTAL 18 + %	18-34 %	35-49 %	50 + %	TOTAL 18 + %		
19	0		6	14	2	1	2	5		WAIA	19	0		6	14	2	1	2	5		WAIA	1.3	4.6		2.1	2.6	.9	.9	.7	.8		
37	14			14	17	4		21	2	WBUS	37	14			14	17	4		21	2	WBUS	2.6	8.0			2.6	8.0	3.4		3.3	.8	
24		4		4	20			20		WEDR	24		4		4	20			20		WEDR	1.7		4.9		.7	9.4			3.1		
49		6	11	17	1	5	26	32		WFAB	49		6	11	17	1	5	26	32		WFAB	3.4		7.3	3.9	3.1	.5	4.3	8.5	5.0		
34	6			6	2			2	26	WFUN	34	6			6	2			2	26	WFUN	2.4	3.4			1.1	.9			.3	10.4	
60	3	13	36	52	2		14	16		WGBS	60	3	13	36	52	2		14	16		WGBS	4.8	1.7	15.9	12.7	9.6	.9		4.6	2.5		
34					9		12	21	13	WINZ	34					9		12	21	13	WINZ	2.4					4.2		3.9	3.3	9.2	
288	4	2	74	88	3	7	118	120		WIOD	185	3	2	71	76	2	6	101	109		WIOD	13.0	1.7	2.4	25.1	14.1	.9	5.1	32.9	17.1		
41		1	17	18		3	20	23		WKAT	41		1	17	18		3	20	23		WKAT	2.9		1.2	6.8	3.3		2.6	6.5	3.6		
106		20	67	87	18	31	47	96	3	WLYF	186		20	67	87	18	31	47	96	3	WLYF	13.8		24.4	23.7	16.1	8.5	26.5	15.3	15.1	1.2	
24	18	6	3	19		4		4	1	WMBH	24	18	6	3	19		4		4	1	WMBH	1.7	5.7	7.3	1.1	3.5		3.4		.6	.4	
105	17	7		24	38	1		31	50	WMYQ	88	18	7		17	21	1		22	49	WMYQ	6.2	5.7	8.5		3.1	9.9	.9		3.5	19.5	
7					1		6	7		WOCN	7					1		6	7		WOCN	.5					.5		2.8	1.1		
5			2	2		1	2	3		WOCN FM	5			2	2		1	2	3		WOCN FM	.4			.7	.4		.9	.7	.9		
195	37		3	48	35	7	2	44	111	WQAM	168	20		3	31	32	6	2	40	97	WQAM	11.8	16.8		1.1	5.7	15.8	5.1	.7	6.3	30.6	
64		2	27	29		0	21	29	6	WQBA	63		2	26	28		8	21	29	6	WQBA	4.4		2.4	9.2	5.2		6.8	6.8	4.6	2.4	
26			3	3	3	8	12	23		WTMI	26			3	3	3	8	12	23		WTMI	1.8				1.1	.6	1.4	6.8	3.9	3.6	
38		1	18	11	5	3	18	18	1	WVCG	29		1	18	11	4	3	10	17	1	WVCG	2.0		1.2	3.5	2.0	1.9	2.6	3.3	2.7	.4	
33		18	2	16		12	1	13	4	WVOK	33		18	2	16		12	1	13	4	WVOK	2.3	2.3	12.2	.7	3.0		18.3	.3	2.8	1.6	
24			18	18	2	3	9	14		WYOR	21			9	9		3	9	12		WYOR	1.5			3.2	1.7		2.6	2.9	1.9		
24	14			1	15			9		WAXY	22	14		1	15	7			7		WAXY	1.5	8.8		.4	2.8	3.3			1.1		
23					3		2	5	18	WCKO	16					3		2	5	11	WCKO	1.1					1.4		.7	.8	4.4	
18		2	3	5			5	5		WFTL	18		2	3	5			5	5		WFTL	.7		2.4	1.1	.9			1.6	.8		
11			3	3		6	2	8		WFTL FM	6					6			6		WFTL FM	.4						5.1		.9		
28			4	4	0	6	2	16		WGNA	28			4	4	8	6	2	16		WGNA	1.4			1.4	.7	3.8	5.1	.7	2.5		
18			8	8			2	2		WNJR	18			8	8			2	2		WNJR	.7			2.8	1.5		.7	.3			
144	71	6		77	37			37	32	WSHE	121	69	6		75	19			19	27	WSHE	6.5	39.4	7.3		13.9	8.9		3.8	18.8		
23					13			13	10	WSRF	23					13			13	10	WSRF	1.6					6.1		2.8	4.8		
5				3			2	2		WVOC	-1										WVOC											
TOTAL LISTENING IN METRO SURVEY AREA											1428	175	82	283	548	213	117	387	637	251												

TOTAL LISTENING IN METRO SURVEY AREA 1428 175 82 283 548 213 117 387 637 251

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM combination was not simulcast for complete time period.

AVENUE QUARTER-HOUR LISTENING ESTIMATES

LAUDERDALE-HOLLYWOOD
APRIL/MAY 1978

SUNDAY
10:00AM-3:00PM

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS											SHARES - METRO SURVEY AREA										
TOTAL PERS. 12 -	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN				WOMEN				TEENS 12-17 %	
	18-34	35-49	50 +	TOTAL 18 +	18-34	35-49	50 +	TOTAL 18 +				18-34	35-49	50 +	TOTAL 18 +	18-34	35-49	50 +	TOTAL 18 +				18-34 %	35-49 %	50 + %	TOTAL 18 + %	18-34 %	35-49 %	50 + %	TOTAL 18 + %		
81	9	14	8	31	12	11	21	44	6	WAIA	81	9	14	8	31	12	11	21	44	6	WAIA	2.6	2.8	5.3	1.7	2.9	2.6	2.7	2.5	2.6	1.8	
23	11			11	7		4	11	1	WBUS	23	11			11	7		4	11	1	WBUS	.7	3.4			1.0	1.5		.5	.6	.3	
18	10	1		11	3			3	4	WCMQ	18	10	1		11	3			3	4	WCMQ	.6	3.1	.4		1.0	.7			.2	1.2	
15					15			15		WEOR	15					15			15		WEOR	.5					3.3			.9		
211	25	23	25	73	22	25	91	138		WFAB	211	25	23	25	73	22	25	91	138		WFAB	6.8	7.7	8.7	5.2	6.8	4.8	6.2	10.8	8.1		
98	3	1	2	6	24	9	10	43	49	WFUN	98	3	1	2	6	24	9	10	43	49	WFUN	3.0	.3	.4	.4	.4	5.2	1.5	1.2	2.3	14.4	
66		20	15	35	2	14	14	30	1	WGBS	66		20	15	31	2	14	14	23	1	WGBS	1.8		7.6	2.3	2.9	.4	3.5	.8	1.3	.3	
52	19			19	14	1	16	31	2	WINZ	52	19			19	13	1	16	30	1	WINZ	1.6	5.9			1.8	2.8	.2	1.9	1.8	.3	
266	13	38	61	112	17	19	51	87	7	WIOO	266	13	38	58	97	9	19	37	65	5	WIOO	5.4	2.8	11.4	12.0	9.1	2.8	4.7	4.4	3.8	1.5	
118			38	38			68	68	4	WKAT	118			38	38			68	68	4	WKAT	3.5			7.9	3.6			8.1	4.8	1.2	
372	28	43	84	147	19	55	149	223	2	WLYF	372	28	41	84	145	19	53	133	205	2	WLYF	11.3	6.2	15.5	17.4	13.6	4.1	13.1	15.8	12.8	.6	
93	18	16	3	29	17	18	14	41	23	WMBM	93	18	16	3	29	17	18	14	41	23	WMBM	3.8	3.1	6.1	.6	2.7	3.7	2.5	1.7	2.4	6.7	
189	16	2	9	27	37	28	15	72	90	WNYQ	189	16	2	9	26	31	20	15	66	79	WNYQ	5.5	4.6	.8	1.9	2.4	6.8	4.9	1.8	3.9	23.2	
9		2		2		1	6	7		WOCN	9		2		2		1	6	7		WOCN	.3		.8		.2		.2	.7	.4		
39		4	5	9	3	8	19	30		WOCN FM	39		4	5	9	3	8	19	30		WOCN FM	1.3		1.5	1.8	.8	.7	2.8	2.3	1.8		
287	17	7	1	25	71	8	31	110	72	WQAM	287	17	6	1	14	65	6	31	102	63	WQAM	5.7	2.2	2.3	.2	1.3	14.2	1.5	3.7	6.8	18.5	
209		14	75	89	21	38	56	115	5	WQBA	209		14	75	89	21	38	56	115	5	WQBA	6.7		5.3	15.5	8.3	4.6	9.4	6.7	6.7	1.5	
62		2	12	14	8	13	27	48		WTMI	62		2	12	12	8	13	27	48		WTMI	1.9			2.5	1.1	1.7	3.2	3.2	2.8		
156	6	28	28	46	14	28	68	110		WVCC	156	6	28	28	46	14	28	62	104		WVCC	4.8	1.9	7.6	4.1	4.3	3.1	6.9	7.4	6.1		
213	39	6	25	78	14	45	45	184	39	WVOK	213	39	6	25	78	14	45	45	184	39	WVOK	6.8	12.1	2.3	5.2	6.5	3.1	11.1	5.4	6.1	11.4	
75	28	13	12	45	8	22		38		WYOR	75	28	13	12	45	8	22		38		WYOR	2.4	6.2	4.9	2.5	4.2	1.7	5.4		1.8		
25		6		6		11	8	19		WAVS	25		6		6		11	8	19		WAVS	.8		2.3		.6		2.7	1.8	1.1		
138	88		14	94	48			48	4	WAXY	138	88		14	61	34			34	4	WAXY	3.2	14.6		2.9	5.7	7.4		2.8	1.2		
28					8			8	12	WCKO	28					8			8	5	WCKO	.4					1.7			.5	1.5	
35		2	7	9		9	17	26		WFTL	35		2	7	9		9	17	26		WFTL	1.1		.8	1.4	.8		2.2	2.8	1.5		
24			2	2		6	16	22		WFTL FM	24			2	2		6	15	21		WFTL FM	.7			.4	.2		1.5	1.8	1.2		
73		20	5	25	18	13	25	48		WGMA	73		20	4	24	18	13	25	48		WGMA	2.3		7.6	.8	2.2	2.2	3.2	3.8	2.8		
23		6	6	6			11	17		WLOO	23		6	6	6			11	17		WLOO	.7			1.2	.6	1.3		1.3	1.8		
56		8	7	15		5	36	41		WNJR	56		8	6	14		5	31	36		WNJR	1.6		3.8	1.2	1.3		1.2	3.7	2.1		
56	6		6	12	18	7	8	25	19	WRBO	56	6		6		18	7	8	18	1	WRBO	.6					2.2		1.8	1.1	.3	
131	26			26	53	12	4	69	36	WSHE	131	26			23	53	12	4	69	32	WSHE	4.8	7.1			2.1	11.6	3.8	.5	4.8	9.4	
57	27			27	27		2	29	1	WSRF	57	27			27	27		2	29	1	WSRF	1.8	8.4			2.5	5.9		.2	1.7	.3	
17	2	5		7			18	10		WNOG	17	2	5		2			4	4		WNOG	.2	.6			.2		.5	.2			
TOTAL LISTENING IN METRO SURVEY AREA											3115	323	264	483	1078	458	405	841	1704	341												

TOTAL LISTENING IN METRO SURVEY AREA 3115 323 264 483 1078 458 405 841 1704 341

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

1401 FT. LAUDERDALE-HOLLYWOOD
APRIL/MAY 1978

SUNDAY
3.00PM-7.00PM

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS										SHARES - METRO SURVEY AREA												
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+		
83	14	15	3	32	14	24	13	51		WAIA	83	14	15	3	32	14	24	13	51		WAIA	3.6	4.0	9.9	.7	3.5	3.8	9.3	2.8	4.6		
37	22			22	15			15		WBUS	37	22			22	15			15		WBUS	1.6	6.3			2.4	4.8			1.4		
13		1	1	2	8	1	1	10	2	*MCHQ	13			1	1	8	1	1	10	2	*MCHQ	.6			.2	.1	2.1	.4	.2	.9	.7	
7					7			7		WEOR	7				7				7		WEOR	.3					1.9			.6		
78	18	18	10	46	2			27		WFAB	73	18	18	10	46	2			27		WFAB	3.2	5.1	6.6	4.4	5.0	.5		5.3	2.5		
50		2	5	7	15	2	5	22	29	WFUN	58			2	5	7	15	2	5	22	29	WFUN	2.5		1.3	1.2	.8	4.8	.8	1.1	2.8	10.8
95	2	18	35	47	14	17	17	48		WGBS	91	2	18	34	46	14	17	14	45		WGBS	4.8	.6	6.6	8.3	5.0	3.8	6.6	3.8	4.1		
62	23		3	26	19	3	12	34	2	WINZ	59	23		3	26	19		12	31	2	WINZ	2.6	6.6		.7	2.9	5.1		2.6	2.8	.7	
132	1	15	55	71	9	9	29	47	14	WIOD	112	1	7	54	62	2	9	25	36	14	WIOD	4.9	.3	4.6	13.2	6.8	.5	3.5	5.3	3.3	4.8	
39			19	19				20	20	WKAT	39			19	19				20	20	WKAT	1.7				4.6	2.1		4.3	1.8		
341	16	30	106	152	18	34	131	183	6	WLYF	313	16	27	105	148	16	34	109	159	6	WLYF	13.6	4.6	17.8	25.7	16.2	4.3	13.1	23.3	14.5	2.1	
51		1		1	18	4	7	21	29	WMBM	51			1	1	18	4	7	21	29	WMBM	2.2		.7		.1	2.7	1.5	1.5	1.9	10.8	
162	38		3	33	29	11		40	89	WMYQ	141	38		3	33	17	11		28	80	WMYQ	6.1	8.5		.7	3.6	4.6	4.2		2.5	27.7	
13		3		3				18	10	WOCN	13			3	3				18	10	WOCN	.6		2.8		.3			2.1	.9		
55	3		11	14	7	6	28	41		WOCN FM	55	3		11	14	7	6	28	41		WOCN FM	2.4	.9		2.7	1.5	1.9	2.3	6.8	3.7		
256	39	18	14	63	75	13	12	100	93	WQAM	189	23	1	14	38	66	4	12	82	69	WQAM	8.2	6.6	.7	3.4	4.2	17.7	1.5	2.6	7.5	23.9	
124		4	65	69	7	16	32	55		WQBA	124		4	65	69	7	16	32	55		WQBA	5.4		2.6	15.9	7.6	1.9	6.2	6.8	5.8		
44		5	18	15	1	2	26	29		WTMI	39			18	18	1	2	26	29		WTMI	1.7			2.4	1.1	.3	.8	5.6	2.6		
98		25	12	37	2	21	36	59	2	WVCG	93		25	12	37	2	21	31	54	2	WVCG	4.8		16.4	2.9	4.1	.5	8.1	6.6	4.9	.7	
120	35	4	14	53	7	44	6	57	10	WVOK	128	35	4	14	53	7	44	6	57	10	WVOK	5.2	10.8	2.6	3.4	5.8	1.9	17.8	1.3	5.2	3.8	
56	31		18	41	14	1		15		WYOR	56	31		18	41	14	1		15		WYOR	2.4	8.8		2.4	4.5	3.8	.4		1.4		
3						3		3		*MAVS	3								3		*MAVS	.1							1.2	.3		
120	66		7	73	42	5		47		WAXY	88	41		7	48	35	5		48		WAXY	3.8	11.7		1.7	5.3	9.4	1.9		3.6		
46					38	3		33	13	WCKO	41				38	3			33	8	WCKO	1.8					8.8	1.2		3.8	2.8	
23		1	3	4	6	3	18	19		WFTL	23		1	3	4	6	3	18	19		WFTL	1.8		.7	.7	.4	1.6	1.2	2.1	1.7		
19			2	2		14	3	17		WFTL FM	18				2	2		14	2	16		WFTL FM	.8			.5	.2		5.4	.4	1.5	
35		12		12	4	18	9	23		WGHA	35		12		12	4	18	9	23		WGHA	1.5		7.9		1.3	1.1	3.9	1.9	2.1		
28			1	1			17	17		*WL0D	13								13	13		*WL0D	.6							2.8	1.2	
47		8	7	15		14	18	32		WNJR	45		8	6	14		14	17	31		WNJR	2.8		5.3	1.5	1.5		5.4	3.6	2.8		
19			5	5	5	2		7	7	*WRBD	5								5	5		*WRBD	.2						1.3		.5	
117	58			58	32	5		37	30	WSHE	96	37			37	26	5		31	28	WSHE	4.2	10.5			4.1	7.0	1.9		2.8	9.7	
38	28			28	6			6	4	WSRF	38	28			28	6			6	4	WSRF	1.3	5.7			2.2	1.6			.5	1.4	
16	2	3	2	7			9	9		WV0G	5	2			2				3	3		WV0G	.2	.6			.2		.6	.3		

TOTAL LISTENING IN METRO SURVEY AREA 2301 351 152 469 912 373 259 468 1188 289

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AMERICAN RESEARCH BUREAU

World Radio History

AVERAGE QUARTER-HOUR LISTENING ESTIMATES

SUNDAY
7.00PM-MIDNIGHT

STATION: LAUDERDALE-MOLLYWOOD
APRIL/MAY 1973

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				WOMEN				STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %					
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+			18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %	50+ %	TOTAL 18+ %						
20		7	2	9	4	6	1	11	5	WAIA	20		7	2	9	4	6	1	11		WAIA	1.6		7.6	.9	1.9	2.3	6.2	.3	1.9		2.6			
24	6			6	13			13		WBUS	24	6			6	13			13	5	WBUS	1.9	3.9			1.3	7.4			.9					
5					5			5		WEDR	5				5				5		WEDR	.4					2.8								
46	10	10	6	26	2	2	16	20		WFAB	46	10	10	6	26	2	2	16	20		WFAB	3.7	6.5	10.9	2.7	5.6	1.1	2.1	5.1	3.4		5.6			
14	2	1		3					11	WFUN	14	2	1		3					11	WFUN	1.1	1.3	1.1		.6					1.8				
30	5	7	11	23	1	5	1	7		WGBS	29	5	7	11	23	1	5		6		WGBS	2.3	3.2	7.6	5.0	4.9	.6	5.2			4.1				
25			1	1	9			15	24	WINZ	25			1	1	9			15	24	WINZ	2.0			.5	.2	5.1		4.8	4.1					
102	1		49	50	9	10	111	130	2	WIOD	199			46	46			10	101	111	2	WIOD	12.7			20.7	9.8		18.3	32.2	18.9	1.0			
29		1	9	10		3	16	19		WKAT	29		1	9	10		3	16	19		WKAT	2.3		1.1	4.1	2.1		3.1	5.1	3.2					
142		36	44	80	17	12	32	61	1	WLYF	139		36	43	79	17	12	30	59	1	WLYF	11.1		39.1	19.4	16.9	9.7	12.4	9.6	10.1	.5				
11					2		9	11		WMBM	11				2			9	11		WMBM	.9					1.1		2.9	1.9					
124	25	7		32	15	4		19	73	WNYQ	114	23	7		30	12	4		16	60	WNYQ	9.1	14.9	7.6		6.4	6.0	4.1		2.7	34.9				
4		1	3	4						WOCN	4		1	3	4						WOCN	.3		1.1	1.4	.9									
36		1	10	11	8	3	14	25		WOCN FM	36		1	10	11	8	3	14	25		WOCN FM	2.9		1.1	4.5	2.4	4.5	3.1	4.5	4.3					
101	14	2	1	17	24	2	16	42	42	WQAM	90	11	2	1	14	22	2	16	40	36	WQAM	7.2	7.1	2.2	.5	3.0	12.5	2.1	5.1	6.0	10.5				
106		2	50	52		16	28	44	10	WQBA	105		2	49	51		16	28	44	10	WQBA	8.4		2.2	22.1	10.9		16.5	8.9	7.5	5.1				
48			10	10	3		27	30		WTMI	48			10	10	3		27	30		WTMI	3.8			8.1	3.8	1.7		8.6	5.1					
12			2	2	4	3	3	10		WVCG	12			2	2	4	3	3	10		WVCG	1.0			.9	.4	2.3	3.1	1.0	1.7					
55		5		5	13	14	5	32	18	WNOK	55		5		5	13	14	5	32	18	WNOK	4.4		5.4		1.1	7.4	14.4	1.6	5.5	9.2				
32	17			17	13		2	15		WYOR	30	17			17	11		2	13		WYOR	2.4	11.0			3.6	6.3		.6	2.2					
4						4		4		WAXY	4								4		WAXY	.3						4.1		.7					
21		4		4	14	1		15	2	WCKO	16				14	1			15	1	WCKO	1.3				.6	3.4	6.2	2.9	3.6	.5				
24			3	3	6	6	9	21		WFTL	24			3	3	6	6	9	21		WFTL	1.9			1.4	.6									
6						4	2	6		WFTL FM	4						4		6		WFTL FM	.3						4.1		.7					
1			1	1						WGMA	1			1	1						WGMA	.1			.5	.2									
11			5	5			6	6		WMJR	11			5	5			6	6		WMJR	.9			2.3	1.1		1.9	1.8						
102	20			20	25			25	49	WSHE	83	24			24	18			18	41	WSHE	6.6	15.6			5.1	10.2		3.1	21.0					
14	14			14						WSRF	14	14			14						WSRF	1.1	9.1			3.8									
26	5	6		11		2	13	15		WNOG	5	5			5						WNOG	.4	3.2			1.1									
TOTAL LISTENING IN METRO SURVEY AREA									1250	154	92	222	468	176	97	314	587	195																	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AMERICAN RESEARCH BUREAU