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*Report covering
Oct '36 - Apr '37
will be available
May or June '37*

STATION AUDIENCES

For the period

October 1935 - April 1936

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Cooperative Analysis of Broadcasting

METHOD

The basis information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1935 through April 1936. That method is as follows:

1. The investigation is carried on in 33 cities reached regularly by programs from the networks of the Columbia Broadcasting System and the National Broadcasting Company, Red and Blue.
2. The information is obtained by telephone from radio set owners by asking if their sets were in use and if so at what time, to what stations and to what programs the set owner listened.
3. The interviews are made four times a day, calls being made: (in each case time given is local time)

At 12:15 P.M. covering up to 12:00 noon of the same day
At 5:15 P.M. covering from 12:00 noon to 5:00 P.M. of same day
At 8:15 P.M. covering from 5:00 P.M. to 8:00 P.M. of same day
At 9:00 A.M. covering from 8:00 P.M. to 12:00 P.M. of previous day.
4. When an informant gives any description of a program which makes identification possible, the program is entered on C.A.B. records as having been heard.
5. All ratings must be considered subject to a variation of one and one-half points, plus or minus.

SCOPE

This report is based upon 226,272 completed interviews with radio set owners made during the months October 1935 through April 1936. These calls were distributed as follows:

| | | | |
|-------------------|--------|----------------------|--------|
| Atlanta, Ga. | 4,704 | Minneapolis, Minn. | 4,704 |
| Baltimore, Md. | 9,408 | New Orleans, La. | 4,704 |
| Boston, Mass. | 9,408 | New York, N. Y. | 18,816 |
| Chicago, Ill. | 14,112 | Oklahoma City, Okla. | 4,704 |
| Cincinnati, O. | 4,704 | Omaha, Neb. | 4,704 |
| Cleveland, O. | 9,360 | Philadelphia, Pa. | 14,016 |
| Dallas, Texas | 4,272 | Pittsburgh, Pa. | 9,168 |
| Detroit, Mich. | 9,408 | Portland, Ore. | 2,352 |
| Harrisburg, Pa. | 4,656 | Providence, R.I. | 4,704 |
| Hartford, Conn. | 4,560 | Rochester, N.Y. | 4,608 |
| Houston, Texas | 4,608 | St. Louis, Mo. | 9,408 |
| Kansas City, Mo. | 9,408 | St. Paul, Minn. | 4,704 |
| Los Angeles, Cal. | 9,408 | San Francisco, Cal. | 9,408 |
| Louisville, Ky. | 4,704 | Seattle, Wash. | 2,352 |
| Memphis, Tenn. | 4,704 | Spokane, Wash. | 2,208 |
| Milwaukee, Wis. | 9,216 | Syracuse, N. Y. | 4,704 |
| | | Washington, D.C. | 4,668 |

INTRODUCTION

In this report the ratings for all stations are presented in two forms. The table which appears on the upper half of each page indicates the percentage of set users who heard the station. For this table 100% for each day part equals the total number of persons whose sets were in use during that day part. The rating for each station is the percentage of these set users who reported hearing one or more programs broadcast by that station. Since one set user can tune more than one station during a day part, the percentages in these tables will equal more than 100%. This method is comparable to that used in compiling former C.A.B. station reports.

The first table gives an indication of the aggregate audience to each station. It is possible that a station may achieve a high rating in this table because of one or two programs. Listeners may tune these programs regularly and would constitute an habitual audience to this station for certain periods.

The table which appears on the lower half of each page is computed on the basis of the total number of all programs heard over all stations during the day part. 100% equals all program mentions, and the rating for each station indicates the number of programs heard over that station. The ratings for all stations during each day part plus a small number of mentions for short wave stations and unidentified stations will equal 100%. The second table augments the findings of the first by giving an indication of the amount of time each station is tuned. Ratings in this table are at a lower level because these figures add to 100%.

To summarize: - If station X has a rating of forty percent in the table at the top of the page, and thirty percent in the table at the bottom of the page, these ratings are to be interpreted as follows: Forty percent of the set users during the given day part listened to one or more programs over station X; and thirty percent of all the programs heard by set users during this day part were broadcast over station X.

HOW TO READ THE TABLES

In X city 1000 people reported their sets in operation during sometime between 5 P.M. and 8 P.M. Of these:

500 heard one or more programs over Station A
400 heard one or more programs over Station B
60 heard one or more programs over Station C
130 heard one or more programs over Stations D, E, F, G, H, etc.

TABLE I

| Stations Heard by More Than 10% of Set Users | |
|----------------------------------------------|-------------|
| Station | 5P.M.-8P.M. |
| Station A | 50.0% |
| Station B | 40.0% |

| Stations Heard by 5.0% - 9.9% of Set Users | |
|--------------------------------------------|-----------|
| 5P.M.-8 P.M. | Station C |
| | |

| Other Stations Heard by Less Than 5.0% of Set Users | |
|-----------------------------------------------------|------------------------------|
| 5P.M.-8P.M. | Stations D, E, F, G, H, etc. |
| | |

These same 1000 set users reported hearing 3000 programs over all stations. Of these:

1200 were heard over Station A
900 were heard over Station B
90 were heard over Station C
810 were heard over Stations D, E, F, G, H, etc.

TABLE II

| Stations With Over 10% Of All Programs Heard | |
|----------------------------------------------|-------------|
| Station | 5P.M.-8P.M. |
| Station A | 40.0% |
| Station B | 30.0% |

| Stations With 5.0% to 9.9% of All Programs Heard | |
|--------------------------------------------------|------|
| 5P.M.-8P.M. | None |
| | |

| Other Stations With Less Than 5.0% of All Programs Heard | |
|----------------------------------------------------------|------------------|
| 5P.M.-8P.M. | C,D,E,F,G,H,etc. |
| | |

BALTIMORE, MARYLAND

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WBAL | 45.8 | 37.1 | 44.9 | 32.8 |
| WCAO | 39.2 | 37.6 | 51.2 | 44.5 |
| WCBH | 10.5 | * | * | * |
| WFER | 17.5 | 30.9 | 40.8 | 45.0 |

Stations Heard By 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | WCBM |
| 5PM-8PM | None |
| 8PM-12M | WCBM |

Other Stations Heard By Less Than 5.0% of Set Users

| | |
|---------|----------------------|
| 6AM-12N | WABC, WJZ, WLAL, WOR |
| 12N-5PM | WCAU, WJZ, WRC |
| 5PM-8PM | WCBM, WFAF, WJZ, WOR |
| 8PM-12M | WLW, WOR |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------------|----------------|----------------|----------------|----------------|
| WBAL <i>NBC Blue</i> | 40.5 | 28.0 | 29.7 | 22.8 |
| WCAO <i>CBS</i> | 32.9 | 30.3 | 36.6 | 34.1 |
| WFER <i>NBC Red</i> | 14.0 | 30.1 | 27.5 | 32.4 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | WCBM |
| 12N-5PM | WCBM |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|----------------------|
| 6AM-12N | WABC, WJZ, WLAL, WOR |
| 12N-5PM | WCAU, WJZ, WRC |
| 5PM-8PM | WCBM, WFAF, WJZ, WOR |
| 8PM-12M | WCBM, WLW, WOR |

* Under 10% - See Other Classifications.

BOSTON, MASSACHUSETTS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WAAB | 13.2 | 12.3 | 17.0 | * |
| WBZ | 44.6 | 23.2 | 47.5 | 35.5 |
| WEEI | 26.5 | 25.5 | 33.0 | 52.1 |
| WUAC | 34.0 | 43.3 | 52.7 | 43.2 |

Stations Heard By 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | WHDH |
| 12N-5PM | WHDH |
| 5PM-8PM | None |
| 8PM-12M | WAAB |

Other Stations Heard By Less Than 5.0% of Set Users

| | |
|---------|----------------------------------|
| 6AM-12N | WCOP, WEAH, WHEX, WORL |
| 12N-5PM | WBSO, WCOP, WHEX, WORL |
| 5PM-8PM | WCOP, WFAF, WHDH, WJZ, WLN, WHEX |
| 8PM-12M | WABC, WFAF, WEAH, WJZ, WHEX, WOR |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|---------------------|----------------|----------------|----------------|----------------|
| WBZ <i>NBC Blue</i> | 39.4 | 17.0 | 32.7 | 23.7 |
| WEEI <i>NBC Red</i> | 18.3 | 22.6 | 20.7 | 40.1 |
| WUAC <i>CBS</i> | 26.7 | 40.1 | 35.1 | 30.5 |

Stations Between 5.0% and 9.9%

| | |
|---------|------------|
| 6AM-12N | WAAB |
| 12N-5PM | WAAB, WHDH |
| 5PM-8PM | WAAB |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|----------------------------------|
| 6AM-12N | WCOP, WEAH, WHDH, WHEX, WORL |
| 12N-5PM | WBSO, WCOP, WHEX, WORL |
| 5PM-8PM | WCOP, WFAF, WHDH, WJZ, WLN, WHEX |
| 8PM-12M | WABC, WFAF, WEAH, WJZ, WHEX, WOR |

* Under 10% - See Other Classifications.

CHICAGO, ILLINOIS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WBBM | 42.5 | 37.0 | 53.6 | 49.6 |
| WENR-LS | 32.3 | 35.0 | 39.9 | 42.7 |
| WGN | 35.8 | 28.0 | 30.1 | 23.9 |
| WMAQ | 29.7 | 36.8 | 43.9 | 52.1 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------------|
| 6AM-12N | WCFL |
| 12N-5PM | WCFL, WJJD |
| 5PM-8PM | None |
| 8PM-12M | WCFL |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|------------------------------------------------------------|
| 6AM-12N | WAAF, WCBD, WEDC, WGES, WIND, WJJD, WMBI, WSBC, WTMJ, WVAE |
| 12N-5PM | WAAF, WEDC, WGES, WIND, WLW, WMBI |
| 5PM-8PM | WAAF, WCFL, WEDC, WGES, WHFC, WIND, WJJD, WLW |
| 8PM-12M | WGES, WIND, WSBC |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| WBBM | <i>CBS</i> | 27.5 | 24.7 | 31.9 | 29.8 |
| WENR-LS | <i>NBC Blue</i> | 22.0 | 24.5 | 22.2 | 23.6 |
| WGN | <i>National</i> | 24.3 | 16.0 | 19.2 | 12.7 |
| WMAQ | <i>NBC Red</i> | 17.0 | 23.9 | 22.4 | 30.5 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|------------------------------------------------------------------|
| 6AM-12N | WAAF, WCBD, WCFL, WEDC, WGES, WIND, WJJD, WMBI, WSBC, WTMJ, WVAE |
| 12N-5PM | WAAF, WCFL, WEDC, WGES, WIND, WJJD, WLW, WMBI |
| 5PM-8PM | WAAF, WCFL, WEDC, WGES, WHFC, WIND, WJJD, WLW |
| 8PM-12M | WCFL, WGES, WIND, WSBC |

* Under 10% - See Other Classifications

CINCINNATI, OHIO

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WCKY | 15.6 | 18.2 | 20.4 | 34.3 |
| WERC | 44.3 | 40.0 | 48.3 | 54.4 |
| WLW | 70.5 | 70.5 | 75.3 | 72.1 |
| WSAI | 13.1 | 10.5 | 12.8 | 18.6 |

Stations Heard By 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard By Less Than 5.0% of Set Users

| | |
|---------|------|
| 6AM-12N | WCPO |
| 12N-5PM | WCPO |
| 5PM-8PM | WCPO |
| 8PM-12M | WCPO |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|-----------------|----------------|----------------|----------------|----------------|
| WCKY <i>NBC</i> | * | * | * | 15.4 |
| WERC <i>CBS</i> | 28.1 | 24.4 | 23.3 | 29.0 |
| WLW <i>NBC</i> | 56.8 | 62.8 | 63.0 | 49.2 |

Stations Between 5.0% and 9.9%

| | |
|---------|------------|
| 6AM-12N | WCKY, WSAI |
| 12N-5PM | WCKY |
| 5PM-8PM | WCKY |
| 8PM-12M | WSAI |

Other Stations With Less Than 5.0%

| | |
|---------|------------|
| 6AM-12N | WCPO |
| 12N-5PM | WCPO, WSAI |
| 5PM-8PM | WCPO, WSAI |
| 8PM-12M | WCPO |

* Under 10% - See Other Classifications.

CLEVELAND, OHIO

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WGAR | 41.4 | 34.1 | 30.7 | 23.1 |
| WHK | 25.2 | 33.2 | 43.5 | 38.2 |
| WTAM | 34.0 | 39.2 | 51.2 | 61.5 |

Stations Heard By 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | WJAY |
| 12N-5PM | WJAY |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard By Less Than 5.0% of Set Users

| | |
|---------|--------------------------------------------|
| 6AM-12N | CKLN, WJAR, WJR, WLW |
| 12N-5PM | KDKA, WADC, WJR |
| 5PM-8PM | CKLN, WADC, WGN, WIOD, WJAY, WJR, WJZ, WLW |
| 8PM-12M | WABC, WENR-LS, WGN, WHO, WJR, WLW, WSM |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| WGAR | <i>NBC Blue</i> | 36.4 | 27.8 | 20.0 | 15.1 |
| WHK | <i>CBS</i> | 25.8 | 23.4 | 30.8 | 28.2 |
| WTAM | <i>NBC Red</i> | 25.8 | 40.0 | 45.7 | 52.0 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | WJAY |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|--------------------------------------------|
| 6AM-12N | CKLN, WJAR, WJR, WLW |
| 12N-5PM | KDKA, WADC, WJAY, WJR |
| 5PM-8PM | CKLN, WADC, WGN, WIOD, WJAY, WJR, WJZ, WLW |
| 8PM-12M | WABC, WENR-LS, WGN, WHO, WJR, WLW, WSM |

DALLAS, TEXAS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-9PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KRLD | 26.8 | 37.8 | 35.1 | 40.6 |
| WFAA-BAP | 71.2 | 68.4 | 73.9 | 66.0 |
| WRR | 19.5 | 15.0 | 10.6 | 15.2 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|----------------------------------------------------------------------------|
| 6AM-12N | KMOX, KPRC, KTAT, KTHS, WACO, WOAI |
| 12N-5PM | KDKA, KMOX, KOA, KPRC, KTAT, WOAI |
| 5PM-8PM | KDKA, KMOX, KOA, KPRC, WENR-LS, WLW, WOAI, WSM, WSMB |
| 8PM-12M | KDKA, KFJZ, KMOX, KOA, KOMA, KPRC, KTAT, WENR-LS, WGN, WHO, WLW, WOAI, WSM |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|------------|----------------|----------------|----------------|----------------|
| KRLD | <i>CBS</i> | 21.4 | 25.0 | 28.4 | 32.3 |
| WFAA-BAP | <i>NBC</i> | 64.4 | 60.0 | 61.9 | 52.3 |
| WRR | — | 11.1 | 11.4 | * | * |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | WRR |
| 8PM-12M | WRR |

Other Stations With Less Than 5.0%

| | |
|---------|----------------------------------------------------------------------------|
| 6AM-12N | KMOX, KPRC, KTAT, KTHS, WACO, WOAI |
| 12N-5PM | KDKA, KMOX, KOA, KPRC, KTAT, WOAI |
| 5PM-8PM | KDKA, KMOX, KOA, KPRC, WENR-LS, WLW, WOAI, WSM, WSMB |
| 8PM-12M | KDKA, KFJZ, KMOX, KOA, KOMA, KPRC, KTAT, WENR-LS, WGN, WHO, WLW, WOAI, WSM |

* Under 10% - See Other Classifications

DETROIT, MICHIGAN

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| CKLW | * | * | 10.1 | * |
| WJR | 36.0 | 52.9 | 55.3 | 44.2 |
| WWJ | 35.8 | 53.8 | 53.7 | 66.5 |
| WXYZ | 42.3 | 16.7 | 39.9 | 24.3 |

Stations Heard By 5.0% to 9.9% of Set Users

| | |
|---------|------------|
| 6AM-12N | CKLW, WJBK |
| 12N-5PM | CKLW |
| 5PM-8PM | None |
| 8PM-12M | CKLW |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|-----------------------------------------------|
| 6AM-12N | WEXL, WJAY, WLW, WBBC, WTAM |
| 12N-5PM | WEXL, WJAY, WJBK, WBBC, WTAM |
| 5PM-8PM | CRCW, WENR, WEXL, WJBK, WLW, WIAQ, WBBC, WTAM |
| 8PM-12M | CRCW, KMOX, WEXL, WHO, WJBK, WBBC, WTAM |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------------|----------------|----------------|----------------|----------------|
| WJR <i>CBS</i> | 30.2 | 45.3 | 36.7 | 28.3 |
| WWJ <i>NBC Red</i> | 28.5 | 37.1 | 37.4 | 48.8 |
| WXYZ <i>NBC Blue</i> | 27.6 | * | 19.0 | 14.8 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | CKLW |
| 12N-5PM | WXYZ |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|-----------------------------------------------------|
| 6AM-12N | WEXL, WJAY, WJBK, WLW, WBBC, WTAM |
| 12N-5PM | CKLW, WEXL, WJAY, WJBK, WBBC, WTAM |
| 5PM-8PM | CKLW, CRCW, WENR, WEXL, WJBK, WLW, WIAQ, WBBC, WTAM |
| 8PM-12M | CKLW, CRCW, KMOX, WEXL, WHO, WJBK, WBBC, WTAM |

* Under 10% - See Other Classifications

HARRISBURG, PENNSYLVANIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WABC | * | * | 14.8 | 10.5 |
| WEAF | * | * | 19.2 | 25.7 |
| WHP | 41.3 | 45.2 | 36.8 | 47.0 |
| WKBO | 17.3 | 23.1 | * | * |
| WJZ | 39.7 | 28.6 | 40.7 | 25.7 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|----------------|
| 6AM-12N | WCAU |
| 12N-5PM | None |
| 5PM-8PM | WLW, WOR |
| 8PM-12M | KYW, WKBO, WLW |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|-------------------------------------------------------------|
| 6AM-12N | KYW, WABC, WEAF, WEEU, WFBR, WOR, WORK |
| 12N-5PM | KYW, WABC, WBAL, WCAU, WEAF, WEEU, WOR, WORK |
| 5PM-8PM | KYW, WBT, WBZ, WCAU, WKBO, WSM, WTAM, WWL |
| 8PM-12M | WCAU, WGN, WGY, WJAX, WMAQ, WOR, WORK, WSB, WSM, WTAM, WTIC |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|---------------------|----------------|----------------|----------------|----------------|
| WEAF <i>NBC Red</i> | * | * | * | 16.0 |
| WHP <i>CBS</i> | 41.6 | 41.9 | 39.1 | 37.8 |
| WKBO | 13.9 | 20.6 | * | * |
| WJZ <i>NBC Blue</i> | 30.8 | 24.4 | 25.9 | 15.6 |

Stations Between 5.0% and 9.9%

| | |
|---------|-----------------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | WABC, WEAF |
| 8PM-12M | WABC, WKBO, WLW |

Other Stations With Less Than 5.0%

| | |
|---------|------------------------------------------------------------------|
| 6AM-12N | KYW, WABC, WCAU, WEAF, WEEU, WFBR, WOR, WORK |
| 12N-5PM | KYW, WABC, WCAU, WEAF, WEEU, WOR, WORK, WBAL |
| 5PM-8PM | KYW, WBT, WBZ, WCAU, WKBO, WLW, WOR, WSM, WTAM, WWL |
| 8PM-12M | KYW, WCAU, WGN, WGY, WJAX, WMAQ, WOR, WORK, WSB, WSM, WTAM, WTIC |

* Under 10% - See Other Classifications

HARTFORD, CONNECTICUT

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WDRG | 26.6 | 48.7 | 63.2 | 46.1 |
| WJZ | 21.4 | * | 16.0 | * |
| WTIC | 68.8 | 68.5 | 53.9 | 62.4 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | WJZ |
| 5PM-8PM | None |
| 8PM-12M | WJZ |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|----------------------|
| 6AM-12N | WABC, WEA, WNBC, WOR |
| 12N-5PM | WEA, WNBC, WOR |
| 5PM-8PM | WEA, WOR |
| 8PM-12M | WEA, WOR |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| WDRG | <i>CBS</i> | 16.7 | 35.9 | 48.8 | 39.5 |
| WJZ | <i>NBC Blue</i> | 14.6 | * | * | * |
| WTIC | <i>NBC Red</i> | 62.9 | 55.2 | 38.9 | 51.9 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | WJZ |
| 8PM-12M | WJZ |

Other Stations With Less Than 5.0%

| | |
|---------|----------------------|
| 6AM-12N | WABC, WEA, WNBC, WOR |
| 12N-5PM | WEA, WJZ, WNBC, WOR |
| 5PM-8PM | WEA, WOR |
| 8PM-12M | WEA, WOR |

*Under 10% - See Other Classifications

HOUSTON, TEXAS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KPRC | 63.0 | 62.0 | 58.3 | 57.6 |
| KTRH | 20.4 | 19.4 | 31.3 | 34.1 |
| KXYZ | 18.3 | 13.9 | 10.4 | * |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | WLW |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|----------------------------|
| 6AM-12N | WFAA-BAP, WOAI, WOC |
| 12N-5PM | KMOX, KTSA, WWL |
| 5PM-8PM | KMOX, WHO, WSM, WWL, W9XBY |
| 8PM-12M | KMOX, KXYZ, WENR-LS, WLW |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----|----------------|----------------|----------------|----------------|
| KPRC | NBC | 64.9 | 66.7 | 56.4 | 59.1 |
| KTRH | CBS | 16.1 | 15.1 | 28.4 | 31.9 |
| KXYZ | — | 16.3 | 12.8 | * | * |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | KXYZ |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|---------------------------------|
| 6AM-12N | WFAA-BAP, WOAI, WOC |
| 12N-5PM | KMOX, KTSA, WWL |
| 5PM-8PM | KMOX, WHO, WLW, WSM, WWL, W9XBY |
| 8PM-12M | KMOX, KXYZ, WENR-LS, WLW |

* Under 10% - See Other Classifications

LOS ANGELES, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KFI | 26.0 | 41.2 | 52.0 | 60.4 |
| KFWB | 11.4 | * | * | * |
| KHJ | 42.5 | 37.8 | 48.4 | 57.0 |
| KNX | 14.8 | 16.4 | 20.7 | 12.3 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------------|
| 6AM-12N | KECA, KFAC |
| 12N-5PM | KECA, KFWB |
| 5PM-8PM | KECA, KFWB |
| 8PM-12M | KECA, KFWB |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|------------------------------------------------------------------------|
| 6AM-12N | KFOX, KFSG, KFVD, KFXM, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD |
| 12N-5PM | KEHE, KFAC, KFOX, KFSD, KFVD, KFXM, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD |
| 5PM-8PM | KFAC, KFOX, KFSD, KFSG, KFXM, KGER, KGFJ, KMPC, KMTR, KRKD |
| 8PM-12M | KEHE, KFAC, KFOX, KFSG, KFXM, KGER, KGFJ, KMPC, KMTR, WJAS |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KFI | 18.1 | 40.4 | 33.8 | 42.6 |
| KHJ | 50.4 | 29.2 | 33.8 | 40.7 |
| KNX | 10.1 | 10.8 | 18.9 | * |

Stations Between 5.0% and 9.9%

| | |
|---------|------------|
| 6AM-12N | KECA, KFWB |
| 12N-5PM | KFWB |
| 5PM-8PM | None |
| 8PM-12M | KNX |

Other Stations With Less Than 5.0%

| | |
|---------|------------------------------------------------------------------------------|
| 6AM-12N | KFAC, KFOX, KFSG, KFVD, KFXM, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD |
| 12N-5PM | KECA, KEHE, KFAC, KFOX, KFSD, KFVD, KFXM, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD |
| 5PM-8PM | KECA, KFAC, KFOX, KFSD, KFSG, KFWB, KFXM, KGER, KGFJ, KMPC, KMTR, KRKD |
| 8PM-12M | KECA, KEHE, KFAC, KFOX, KFSG, KFWB, KFXM, KGER, KGFJ, KMPC, KMTR, WJAS |

* Under 10% - See Other Classifications

LOUISVILLE, KENTUCKY

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WAVE | 56.2 | 32.7 | 41.4 | 49.4 |
| WHAS | 56.2 | 27.5 | 51.6 | 55.6 |
| WLW | * | 51.8 | 24.9 | * |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | WLW |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | WLW |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|----------------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | KMOX, WGN, WJZ |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|-----------------|----------------|----------------|----------------|----------------|
| WAVE <i>NBC</i> | 46.5 | 25.4 | 32.0 | 41.1 |
| WHAS <i>CBS</i> | 46.9 | 22.6 | 46.7 | 53.3 |
| WLW <i>NBC</i> | * | 51.8 | 21.2 | * |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | WLW |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|---------------------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | KMOX, WGN, WJZ, WLW |

* Under 10% - See Other Classifications

MEMPHIS, TENNESSEE

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WHBQ | 11.2 | * | 14.6 | * |
| WLW | Not Heard | Not Heard | 22.2 | * |
| WMC | 71.4 | 60.8 | 56.9 | 70.2 |
| WNER | 24.5 | 26.5 | 12.0 | * |
| WREC | 10.4 | 32.1 | 30.3 | 30.8 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|-----------------|
| 6AM-12N | None |
| 12N-5PM | WHBQ |
| 5PM-8PM | None |
| 8PM-12M | WHBQ, WLW, WNER |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|-------------------------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | KNOX, WSM |
| 8PM-12M | KNOX, WENR-LS, WSM, WWL |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|-----------------|----------------|----------------|----------------|----------------|
| WLW <i>NBC</i> | Not Heard | Not Heard | 18.7 | * |
| WMC <i>NBC</i> | 67.9 | 57.2 | 45.0 | 63.8 |
| WNER <i>—</i> | 16.4 | 18.8 | * | * |
| WREC <i>CBS</i> | * | 20.9 | 16.5 | 22.6 |

Stations Between 5.0% and 9.9%

| | |
|---------|------------|
| 6AM-12N | WHBQ, WREC |
| 12N-5PM | None |
| 5PM-8PM | WHBQ, WNER |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|------------------------------------------|
| 6AM-12N | None |
| 12N-5PM | WHBQ |
| 5PM-8PM | KNOX, WSM |
| 8PM-12M | KNOX, WENR-LS, WHBQ, WLW, WNER, WSM, WWL |

* Under 10% - See Other Classifications

MILWAUKEE, WISCONSIN

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WBBM | 24.1 | 24.1 | 30.2 | 26.6 |
| WEMR-LS | 15.8 | 17.9 | 23.6 | 22.5 |
| WGN | 31.2 | 26.6 | 29.1 | 24.0 |
| WISN | 33.9 | 30.8 | 21.5 | 25.4 |
| WMAQ | 14.4 | 18.9 | 15.4 | 18.9 |
| WTMJ | 60.5 | 59.2 | 62.7 | 58.7 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | WEMP |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|---------------------------------------------|
| 6AM-12N | WCCO, WCFL, WEMP, WHA, WBY, WIND, WLW, WOMT |
| 12N-5PM | WCBD, WCCO, WCFL, WIBC, WBY, WBI |
| 5PM-8PM | KSTP, WCFL, WEMP, WHAS, WBY, WIND, WLW, WSM |
| 8PM-12M | WCAL, WCFL, WBY, WJR, WLW, WRJN |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| WBBM | <i>CBS</i> | 13.1 | 10.5 | 15.4 | 14.4 |
| WEMR-LS | <i>NBC</i> | * | * | 10.7 | 11.5 |
| WGN | <i>National</i> | 16.1 | 13.1 | 14.4 | 12.5 |
| WISN | <i>CBS</i> | 15.5 | 14.5 | * | 12.2 |
| WTMJ | <i>NBC</i> | 38.0 | 40.0 | 41.9 | 39.5 |

Stations Between 5.0% and 9.9%

| | |
|---------|---------------|
| 6AM-12N | WEMR-LS, WMAQ |
| 12N-5PM | WEMR-LS, WMAQ |
| 5PM-8PM | WISN, WMAQ |
| 8PM-12M | WMAQ |

Other Stations With Less Than 5.0%

| | |
|---------|---------------------------------------------|
| 6AM-12N | WCCO, WCFL, WEMP, WHA, WBY, WIND, WLW, WOMT |
| 12N-5PM | WCBD, WCCO, WCFL, WIBC, WEMP, WBY, WBI |
| 5PM-8PM | KSTP, WCFL, WEMP, WHAS, WBY, WIND, WLW, WSM |
| 8PM-12M | WCAL, WCFL, WBY, WJR, WLW, WRJN |

* Under 10% - See Other Classifications

MINNEAPOLIS, MINNESOTA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KSTP | 46.9 | 52.3 | 51.9 | 52.3 |
| WCCO | 48.3 | 42.1 | 55.3 | 64.3 |
| WTCN | 14.2 | 15.2 | * | * |

Stations Hoard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | WDGY |
| 12N-5PM | WDGY |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|-------------------------------------|
| 6AM-12N | WCAL, WLB, WNAX |
| 12N-5PM | WCAL, WLB |
| 5PM-8PM | WCAL, WDGY, WENR-LS, WLB, WLW, WTCN |
| 8PM-12M | WLB, WLW, WTCN |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|------------|----------------|----------------|----------------|----------------|
| KSTP | <i>NBC</i> | 37.5 | 46.9 | 39.3 | 36.8 |
| WCCO | <i>CBS</i> | 43.2 | 34.8 | 54.9 | 58.0 |
| WTCN | | * | 10.6 | * | * |

Stations Between 5.0% and 9.9%

| | |
|---------|------------|
| 6AM-12N | WDGY, WTCN |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|-------------------------------------|
| 6AM-12N | WCAL, WLB, WNAX |
| 12N-5PM | WCAL, WDGY, WLB |
| 5PM-8PM | WCAL, WDGY, WENR-LS, WLB, WLW, WTCN |
| 8PM-12M | WLB, WLW, WTCN |

* Under 10% - See Other Classifications

NEW ORLEANS, LOUISIANA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WDSU | 20.4 | 23.8 | 18.3 | 20.3 |
| WSMB | 41.2 | 30.4 | 42.4 | 50.3 |
| WWL * | 32.5 | 40.2 | 37.9 | 41.3 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | WLW |
| 8PM-12M | WLW |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|--------------------------------------|
| 6AM-12N | WJBO, WJBW |
| 12N-5PM | WBNO, WJBO, WJBW, WLW, WMAQ, WSM |
| 5PM-8PM | KDKA, KMOX, WBNO, WBT, WENR-LS, WHO, |
| | WJBO, WJBW |
| 8PM-12M | KDKA, WENR-LS, WGN, WJBO |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WDSU | 20.1 | 20.5 | 14.8 | 17.9 |
| WSMB | 34.6 | 24.4 | 35.1 | 37.7 |
| WWL * | 38.8 | 48.9 | 38.0 | 33.7 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|--------------------------------------------|
| 6AM-12N | WJBO, WJBW |
| 12N-5PM | WBNO, WJBO, WJBW, WLW, WMAQ, WSM |
| 5PM-8PM | KDKA, KMOX, WBNO, WBT, WENR-LS, WHO, WJBO, |
| | WJBW, WLW |
| 8PM-12M | KDKA, WENR-LS, WGN, WJBO, WLW |

* Became CBS outlet on November 1, 1955,-- replacing WDSU

NEW YORK, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WABC | 37.1 | 42.8✓ | 56.0✓ | 51.8 |
| WEAF | 22.7 | 29.9 | 31.2 | 53.9✓ |
| WJZ | 37.2✓ | 28.0 | 43.2 | 26.7 |
| WMCA | * | 11.2 | * | 10.8 |
| WOR | 31.7 | 31.7 | 25.5 | 18.4 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|-----------|
| 6AM-12N | WHN, WMCA |
| 12N-5PM | None |
| 5PM-8PM | WHN, WMCA |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|----------------------------------------------------------------------|
| 6AM-12N | WAAT, WBNX, WEVD, WHOM, WINS, WIP, WNEW, WNYC, WOV, WRVA |
| 12N-5PM | WAAT, WARD, WBNX, WEVD, WFAB, WHN, WHOM, WINS, WLWL, WNEW, WNYC, WOV |
| 5PM-8PM | W2XR, WARD, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WLWL, WNEW, WNYC, WOV |
| 8PM-12M | WARD, WBNX, WEVD, WHBI, WHN, WHOM, WINS, WLTH, WLWL, WNEW, WOV |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------------|----------------|----------------|----------------|
| WABC | <i>CBS</i> 23.7 | 29.3 | 33.8 | 32.9 |
| WEAF | <i>NBC Red</i> 14.3 | 19.5 | 16.6 | 34.0 |
| WJZ | <i>NBC Blue</i> 25.3✓ | 16.6 | 22.9 | 14.1 |
| WOR | <i>Mutual</i> 19.8 | 19.3 | 13.6 | * |

Stations Between 5.0% and 9.9%

| | |
|---------|-----------|
| 6AM-12N | WMCA |
| 12N-5PM | WMCA |
| 5PM-8PM | None |
| 8PM-12M | WMCA, WOR |

Other Stations With Less Than 5.0%

| | |
|---------|----------------------------------------------------------------------------|
| 6AM-12N | WAAT, WBNX, WEVD, WHN, WHOM, WINS, WIP, WNEW, WNYC, WOV, WRVA |
| 12N-5PM | WAAT, WARD, WBNX, WEVD, WFAB, WHN, WHOM, WINS, WLWL, WNEW, WNYC, WOV |
| 5PM-8PM | W2XR, WARD, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WLWL, WMCA, WNEW, WNYC, WOV |
| 8PM-12M | WARD, WBNX, WEVD, WHBI, WHN, WHOM, WINS, WLTH, WLWL, WNEW, WOV |

* Under 10% - See Other Classifications

OKLAHOMA CITY, OKLAHOMA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KFXR | 15.5 | 18.7 | 10.6 | * |
| KGFG | * | 16.1 | * | * |
| KOMA | 23.1 | 22.5 | 39.7 | 36.2 |
| WKY | 77.9 | 64.5 | 77.9 | 77.8 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------------|
| 6AM-12N | KGFG |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | KFXR, KGFG |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|-----------------------------------|
| 6AM-12N | KMOX, KVOO, WFAA-BAP, WHO, WIBW |
| 12N-5PM | KVOO, WFAA-BAP |
| 5PM-8PM | KGFG, WEHR-LS, WFAA-BAP, WGN, WLW |
| 8PM-12M | WEHR-LS, WFAA-BAP, WLW |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KFXR | * | 13.7 | * | * |
| KOMA | 16.1 | 14.2 | 25.7 | 21.8 |
| WKY | 69.0 | 58.3 | 64.1 | 67.8 |

*CBS
NBC*

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | KFXR |
| 12N-5PM | KGFG |
| 5PM-8PM | KFXR |
| 8PM-12M | KGFG |

Other Stations With Less Than 5.0%

| | |
|---------|---------------------------------------|
| 6AM-12N | KGFG, KMOX, KVOO, WFAA-BAP, WHO, WIBW |
| 12N-5PM | KVOO, WFAA-BAP |
| 5PM-8PM | KGFG, WEHR-LS, WFAA-BAP, WGN, WLW |
| 8PM-12M | KFXR, WEHR-LS, WFAA-BAP, WLW |

* Under 10% - See Other Classifications

OMAHA, NEBRASKA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KFAB | 16.4 | 13.7 | 13.8 | 15.9 |
| KOIL | 66.8 | 45.8 | 41.2 | 40.5 |
| WOW | 43.2 | 57.8 | 70.9 | 71.4 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | WAAW |
| 12N-5PM | WAAW |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|--------------------------------------------------------------|
| 6AM-12N | KFOR, KFNF, KGBZ, KGNF, KMA, WGN, WHO, WJAG, WLW, WMAX, WOAI |
| 12N-5PM | KFEQ, KFNF, KGBZ, KMA, KMNJ, WHO, WJAG, WLW, WMAX, WOAI |
| 5PM-8PM | KFEQ, KFNF, KMA, KVOO, WAAW, WBBM, WGN, WHO, WLW, WWL |
| 8PM-12M | KFNF, KMA, WBBM, WGN, WHO, WLW |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KOIL | 61.1 | 29.6 | 33.9 | 30.0 |
| WOW | 24.8 | 55.0 | 56.0 | 57.3 |

Stations Between 5.0% and 9.9%

KFAB - CBS

| | |
|---------|------------|
| 6AM-12N | KFAB |
| 12N-5PM | KFAB, WAAW |
| 5PM-8PM | KFAB |
| 8PM-12M | KFAB |

Other Stations With Less Than 5.0%

| | |
|---------|--------------------------------------------------------------------|
| 6AM-12N | KFNF, KFOR, KGNF, KGBZ, KMA, WAAW, WGN, WHO, WJAG, WLW, WMAX, WOAI |
| 12N-5PM | KFEQ, KFNF, KGBZ, KMA, KMNJ, WHO, WJAG, WLW, WMAX, WOAI |
| 5PM-8PM | KFEQ, KFNF, KMA, KVOO, WAAW, WBBM, WGN, WHO, WLW, WWL |
| 8PM-12M | KFNF, KMA, WBBM, WGN, WHO, WLW |

* Under 10% - See Other Classifications

PHILADELPHIA, PENNSYLVANIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KYW | 17.3 | 25.3 | 34.5 | 48.2 |
| WCAU | 32.5 | 35.8 | 45.3 | 42.0 |
| WFIL | * | * | 10.5 | 13.4 |
| WJZ | 29.9 | 18.0 | 31.4 | 13.9 |

Stations Hoard by 5.0% to 9.9% of Set Users

| | |
|---------|-----------------------|
| 6AM-12N | WDAS, WFIL, WIP, WOR |
| 12N-5PM | WDAS, WFIL, WIP, WRAX |
| 5PM-8PM | WIP, WOR |
| 8PM-12M | WIP |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|--------------------------------------------------------------------------------------------------------|
| 6AM-12N | WABC, WCAM, WEAJ, WHAT, WIBG, WLWL, WPEN, WPG, WRAX, WTEL, WTNJ |
| 12N-5PM | WABC, WCAM, WEAJ, WBEU, WHAT, WIBG, WLWL, WOR, WPEN, WPG, WTEL |
| 5PM-8PM | KDKA, KFI, WABC, WADC, WBZA, WDAS, WEAJ, WHAT, WIO, WIBG, WIP, WLWL, WPEN, WPG, WRAX, WTEL, WTIC, WTNJ |
| 8PM-12M | KDKA, WABC, WCAM, WDAS, WEAJ, WHAT, WLWL, WOR, WPEN, WPG, WRAX, WTEL |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| KYW | <i>NBC Red</i> | 13.9 | 21.2 | 23.4 | 35.8 |
| WCAU | <i>CBS</i> | 27.7 | 31.7 | 30.9 | 32.8 |
| WJZ | <i>NBC Blue</i> | 26.0 | 13.2 | 20.6 | * |

Stations Between 5.0% and 9.9%

| | |
|---------|----------------|
| 6AM-12N | WFIL, WIP |
| 12N-5PM | WDAS, WIP |
| 5PM-8PM | WFIL |
| 8PM-12M | WFIL, WIP, WJZ |

Other Stations With Less Than 5.0%

| | |
|---------|-------------------------------------------------------------------------------------------------------------|
| 6AM-12N | WABC, WCAM, WDAS, WEAJ, WHAT, WIBG, WLWL, WOR, WPEN, WPG, WRAX, WTEL, WTNJ |
| 12N-5PM | WABC, WCAM, WEAJ, WBEU, WFIL, WHAT, WIBG, WLWL, WOR, WPEN, WPG, WRAX, WTEL |
| 5PM-8PM | KDKA, KFI, WABC, WADC, WBZA, WDAS, WEAJ, WHAT, WIO, WIBG, WIP, WOR, WLWL, WPEN, WPG, WRAX, WTEL, WTIC, WTNJ |
| 8PM-12M | KDKA, WABC, WCAM, WDAS, WEAJ, WHAT, WLWL, WOR, WPEN, WPG, WRAX, WTEL |

* Under 10% - See Other Classifications

PITTSBURGH, PENNSYLVANIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KDKA | 65.1 | 46.6 | 66.1 | 47.8 |
| KQV | 14.9 | 15.2 | * | * |
| WCAE | 27.8 | 48.7 | 63.2 | 73.3 |
| WJAS | 19.0 | 31.4 | 45.3 | 35.6 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|----------------|------|
| <u>6AM-12N</u> | None |
| <u>12N-5PM</u> | None |
| <u>5PM-8PM</u> | None |
| <u>8PM-12M</u> | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|----------------|----------------------------------------|
| <u>6AM-12N</u> | WBEN, WWSW, WWVA |
| <u>12N-5PM</u> | WBEN, WLW, WBFO, WWSW, WWVA |
| <u>5PM-8PM</u> | KQV, WLW, WTAM, WWSW, WWVA |
| <u>8PM-12M</u> | KMOX, KQV, WHAM, WLW, WHAQ, WWSW, WWVA |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| KDKA | <i>NBC Blue</i> | 58.5 | 29.3 | 37.4 | 30.5 |
| WCAE | <i>NBC Red</i> | 19.4 | 39.5 | 37.1 | 47.3 |
| WJAS | <i>CBS</i> | 11.5 | 20.5 | 23.4 | 20.8 |

Stations Between 5.0% and 9.9%

| | |
|----------------|------|
| <u>6AM-12N</u> | KQV |
| <u>12N-5PM</u> | KQV |
| <u>5PM-8PM</u> | None |
| <u>8PM-12M</u> | None |

Other Stations With Less Than 5.0%

| | |
|----------------|----------------------------------------|
| <u>6AM-12N</u> | WBEN, WWSW, WWVA |
| <u>12N-5PM</u> | WBEN, WLW, WBFO, WWSW, WWVA |
| <u>5PM-8PM</u> | KQV, WLW, WTAM, WWSW, WWVA |
| <u>8PM-12M</u> | KMOX, KQV, WHAM, WLW, WHAQ, WWSW, WWVA |

* Under 10% - See Other Classifications

PORTLAND, OREGON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KEX | 13.1 | 10.0 | * | 20.4 |
| KGW | 58.5 | 60.2 | 65.2 | 76.6 |
| KOIN | 41.5 | 38.8 | 51.9 | 38.6 |
| KWJJ | 10.0 | * | Not Heard | * |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|----------------|------|
| <u>6AM-12N</u> | KALE |
| <u>12N-5PM</u> | None |
| <u>5PM-8PM</u> | KFJR |
| <u>8PM-12M</u> | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|----------------|--------------------------------------------|
| <u>6AM-12N</u> | KFJR, KNX, KOAC, KXL |
| <u>12N-5PM</u> | KALE, KFJR, KWJJ, KXL |
| <u>5PM-8PM</u> | KALE, KEX, KSL, KXL |
| <u>8PM-12M</u> | KALE, KFJR, KGO, KOA, KPO, KWJJ, KWSC, KXL |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|-----------------|----------------|----------------|----------------|----------------|
| KGW <i>NBC</i> | 41.3 | 66.2 | 51.2 | 67.1 |
| KOIN <i>CBS</i> | 43.8 | 25.1 | 40.8 | 22.7 |

Stations Between 5.0% and 9.9%

| | |
|----------------|------|
| <u>6AM-12N</u> | KEX |
| <u>12N-5PM</u> | KEX |
| <u>5PM-8PM</u> | None |
| <u>8PM-12M</u> | KEX |

Other Stations With Less Than 5.0%

| | |
|----------------|--------------------------------------------|
| <u>6AM-12N</u> | KALE, KFJR, KNX, KOAC, KWJJ, KXL |
| <u>12N-5PM</u> | KALE, KFJR, KWJJ, KXL, KBPS |
| <u>5PM-8PM</u> | KALE, KEX, KFJR, KSL, KXL |
| <u>8PM-12M</u> | KALE, KFJR, KGO, KOA, KPO, KWJJ, KWSC, KXL |

* Under 10% -See Other Classifications

PROVIDENCE, RHODE ISLAND

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WBZ | 26.1 | * | 24.6 | 15.2 |
| WEAN | 42.4 | 57.1 | 75.4 | 58.3 |
| WJAR | 58.1 | 53.0 | 53.3 | 68.2 |
| WPRO | * | 11.4 | * | 13.8 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | WPRO |
| 12N-5PM | WBZ |
| 5PM-8PM | WPRO |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|---------------------|----------------|----------------|----------------|----------------|
| WBZ <i>NBC Blue</i> | 20.9 | * | 12.7 | * |
| WEAN <i>CBS</i> | 28.5 | 39.3 | 53.0 | 38.6 |
| WJAR <i>NBC Red</i> | 45.1 | 49.9 | 31.4 | 44.4 |

Stations Between 5.0% and 9.9%

| | |
|---------|-----------|
| 6AM-12N | None |
| 12N-5PM | WPRO |
| 5PM-8PM | None |
| 8PM-12M | WBZ, WPRO |

Other Stations With Less Than 5.0%

| | |
|---------|------|
| 6AM-12N | WPRO |
| 12N-5PM | WBZ |
| 5PM-8PM | WPRO |
| 8PM-12M | None |

* Under 10% - See Other Classifications

ROCHESTER, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| CRCT | 18.3 | * | 16.4 | * |
| WABC | * | * | 13.6 | 12.0 |
| WBEN | * | * | * | 17.7 |
| WEAF | * | * | * | 20.7 |
| WHAM | 59.9 | 61.1 | 59.0 | 57.5 |
| WHEC | 39.2 | 54.0 | 42.3 | 53.6 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|---------------------------|
| 6AM-12N | None |
| 12N-5PM | CRCT |
| 5PM-8PM | WBEN, WEAF, WGR, WJZ, WLW |
| 8PM-12M | CRCT, WLW |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|---------------------------------------|
| 6AM-12N | CFRB, WABC, WBEN, WEAF, WGR, WJZ, WLW |
| 12N-5PM | WABC, WBEN, WEAF, WGR, WJZ, WLW |
| 5PM-8PM | WGY |
| 8PM-12M | WGR, WJZ, WOR, WTIC |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|-----------------|----------------|----------------|----------------|----------------|
| CRCT <i>NBC</i> | 12.9 | * | * | * |
| WHAM <i>NBC</i> | 48.5 | 45.4 | 40.3 | 35.2 |
| WHEC <i>CBS</i> | 27.7 | 38.5 | 25.1 | 33.3 |

Stations Between 5.0% and 9.9%

| | |
|---------|------------------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | CRCT, WABC |
| 8PM-12M | WABC, WBEN, WEAF |

Other Stations With Less Than 5.0%

| | |
|---------|---------------------------------------|
| 6AM-12N | CFRB, WABC, WBEN, WEAF, WGR, WJZ, WLW |
| 12N-5PM | CRCT, WABC, WBEN, WEAF, WGR, WLW, WJZ |
| 5PM-8PM | WBEN, WEAF, WGR, WGY, WJZ, WLW |
| 8PM-12M | CRCT, WGR, WJZ, WLW, WOR, WTIC |

* Under 10% - See Other Classifications

ST. LOUIS, MISSOURI

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KMOX | 49.5 | 50.7 | 49.4 | 51.8 |
| KSD | * | 14.3 | 47.3 | 42.2 |
| KWK | 37.3 | 33.9 | 25.0 | 31.3 |
| WIL | 13.2 | * | * | * |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | KSD |
| 12N-5PM | WIL |
| 5PM-8PM | WIL |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|----------------------------------------|
| 6AM-12N | KFUD, WBBM, WEW, WJZ, WMAQ, WMPC, WTMV |
| 12N-5PM | KDKA, KFUD, WBBM, WEW, WLW, WSUI, WTMV |
| 5PM-8PM | KFUD, WBBM, WGN, WHAS, WLW, WTMV |
| 8PM-12M | KFUD, KMPC, WIL, WMAQ, WTMV |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| KMOX | <i>CBS</i> | 49.0 | 45.6 | 42.3 | 43.6 |
| KSD | <i>NBC Rd</i> | * | 10.7 | 29.5 | 27.7 |
| KWK | <i>NBC Blue</i> | 34.2 | 28.1 | 18.3 | 20.0 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | WIL |
| 12N-5PM | WIL |
| 5PM-8PM | WIL |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|---------------------------------------------|
| 6AM-12N | KFUD, KSD, WBBM, WEW, WJZ, WMAQ, WMPC, WTMV |
| 12N-5PM | KDKA, KFUD, WBBM, WEW, WLW, WSUI, WTMV |
| 5PM-8PM | KFUD, WBBM, WGN, WHAS, WLW, WTMV |
| 8PM-12M | KFUD, KMPC, WIL, WMAQ, WTMV |

* Under 10% - See Other Classifications

ST. PAUL, MINNESOTA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KSTP | 50.2 | 64.5 | 56.8 | 59.4 |
| WCCO | 34.8 | 27.7 | 43.6 | 48.0 |
| WTCN | 13.4 | 13.6 | * | * |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|-------------------------|
| 6AM-12N | WCAL, WDGY, WLB |
| 12N-5PM | WDGY, WGN, WLB, WLW |
| 5PM-8PM | WENR-LS, WGN, WLB, WTCN |
| 8PM-12M | WTCN |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|-----------------|----------------|----------------|----------------|----------------|
| KSTP <i>NBC</i> | 52.9 | 64.9 | 49.3 | 52.5 |
| WCCO <i>CBS</i> | 35.3 | 20.8 | 45.1 | 43.7 |
| WTCN | * | 10.3 | * | * |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | WTCN |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|-------------------------|
| 6AM-12N | WCAL, WDGY, WLB |
| 12N-5PM | WDGY, WGN, WLB, WLW |
| 5PM-8PM | WENR-LS, WGN, WLB, WTCN |
| 8PM-12M | WTCN |

* Under 10% - See Other Classifications

SAN FRANCISCO, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KFRC | 25.9 | 31.6 | 41.7 | 41.6 |
| KGO | 26.2 | 13.5 | * | * |
| KJBS | 16.3 | * | Not Heard | * |
| KPO | 40.0 | 56.3 | 63.2 | 67.5 |

Stations Hoard by 5.0% to 9.9% of Set Users

| | |
|---------|----------|
| 6AM-12N | KYA |
| 12N-5PM | KYA |
| 5PM-8PM | KGO |
| 8PM-12M | KGO, KYA |

Other Stations Heard by Less Than 5.0% of Sot Users

| | |
|---------|--------------------------------------|
| 6AM-12N | KGW, KLX, KRE, KROW, KSFO |
| 12N-5PM | KJBS, KLX, KQW, KRE, KROW, KSFO |
| 5PM-8PM | KGGC, KLX, KQW, KRE, KROW, KSFO, KYA |
| 3PM-12M | KJBS, KLX, KQW, KSFO, KSL |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| KFRC | <i>CBS</i> | 27.3 | 21.3 | 37.3 | 30.7 |
| KGO | <i>NBC Blue</i> | 22.4 | * | * | * |
| KPO | <i>NBC Red</i> | 32.8 | 60.3 | 52.0 | 60.4 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | KJBS |
| 12N-5PM | KGO |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|-------------------------------------------|
| 6AM-12N | KGW, KLX, KRE, KROW, KSFO, KYA |
| 12N-5PM | KJBS, KLX, KQW, KRE, KROW, KSFO, KYA |
| 5PM-8PM | KGGC, KGO, KLX, KQW, KRE, KROW, KSFO, KYA |
| 8PM-12M | KGO, KJBS, KLX, KQW, KSFO, KSL, KYA |

* Under 10% - See Other Classifications

SEATTLE, WASHINGTON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KIRO | * | 10.0 | * | * |
| KJR | 25.3 | 11.8 | 26.6 | 17.3 |
| KOL | 46.1 | 28.6 | 38.8 | 42.7 |
| KOMO | 40.6 | 69.1 | 66.7 | 72.6 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------------|
| 6AM-12N | KIRO, KRSC |
| 12N-5PM | KRSC |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|---------------------|
| 6AM-12N | KXA |
| 12N-5PM | KVI, KXA |
| 5PM-8PM | KIRO, KNX, KVI, KXA |
| 8PM-12M | KIRO, KNX, KTW, KXA |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----------------|----------------|----------------|----------------|----------------|
| KJR | <i>NBC Blue</i> | 12.5 | * | 18.3 | * |
| KOL | <i>CBS</i> | 49.4 | 15.0 | 25.6 | 22.1 |
| KOMO | <i>NBC Red</i> | 28.7 | 70.1 | 52.1 | 64.8 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | KJR |
| 5PM-8PM | None |
| 8PM-12M | KJR |

Other Stations With Less Than 5.0%

| | |
|---------|----------------------|
| 6AM-12N | KIRO, KRSC, KXA |
| 12N-5PM | KIRO, KRSC, KVI, KXA |
| 5PM-8PM | KIRO, KNX, KVI, KXA |
| 8PM-12M | KIRO, KNX, KTW, KXA |

* Under 10% - See Other Classifications

SPOKANE, WASHINGTON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| KFPY | 60.7 | 37.7 | 51.1 | 44.3 |
| KGA | 12.9 | 14.2 | 12.0 | * |
| KHQ | 36.0 | 63.4 | 54.2 | 74.7 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | KFIO |
| 12N-5PM | KFIO |
| 5PM-8PM | None |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|-----------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | KFOX |
| 8PM-12M | CFCN, KGA |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|-----|----------------|----------------|----------------|----------------|
| KFPY | CBS | 61.0 | 28.1 | 44.3 | 30.2 |
| KHQ | NBC | 26.0 | 59.8 | 45.0 | 66.2 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | KGA |
| 12N-5PM | KGA |
| 5PM-8PM | KGA |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|-----------|
| 6AM-12N | KFIO |
| 12N-5PM | KFIO |
| 5PM-8PM | KFOX |
| 8PM-12M | CFCN, KGA |

* Under 10% - See Other Classifications

SYRACUSE, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WFBL | 50.9 | 66.6 | 82.5 | 72.1 |
| WGY | * | * | * | 14.5 |
| WSYR | 58.0 | 44.7 | 54.9 | 41.1 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | WGY |
| 8PM-12M | WEAF |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|---------------------------------------------------|
| 6AM-12N | KDKA, WABC, WCAU, WEAF, WESG, WGY, WHAM, WJZ, WLW |
| 12N-5PM | CRCT, WABC, WEAF, WEEI, WESG, WGY, WHAM, WMBO |
| 5PM-8PM | WABC, WEAF, WESG, WHAM, WJZ, WLW, WHAQ, WMBO, WOR |
| 8PM-12M | WABC, WENR-LS, WHAM, WJJD, WJZ, WLW, WOR, WSM |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|-----------------|----------------|----------------|----------------|----------------|
| WFBL <i>CBS</i> | 48.8 | 68.1 | 67.2 | 59.9 |
| WSYR <i>NBC</i> | 46.4 | 28.6 | 29.1 | 26.3 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | WGY |

Other Stations With Less Than 5.0%

| | |
|---------|--------------------------------------------------------|
| 6AM-12N | KDKA, WABC, WCAU, WEAF, WESG, WGY, WHAM, WJZ, WLW |
| 12N-5PM | CRCT, WABC, WEAF, WEEI, WESG, WGY, WHAM, WMBO |
| 5PM-8PM | WABC, WEAF, WESG, WGY, WHAM, WJZ, WLW, WHAQ, WMBO, WOR |
| 8PM-12M | WABC, WEAF, WENR-LS, WHAM, WJJD, WJZ, WLW, WOR, WSM |

* Under 10% - See Other Classifications

WASHINGTON, DISTRICT OF COLUMBIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------|----------------|----------------|----------------|----------------|
| WJSV | 39.4 | 21.6 | 34.5 | 31.2 |
| WMAL | 40.8 | 23.3 | 28.2 | 21.4 |
| WOL | * | 17.9 | * | 13.0 |
| WRC | 21.0 | 43.2 | 40.5 | 38.9 |

Stations Heard by 5.0% to 9.9% of Set Users

| | |
|---------|------|
| 6AM-12N | WOL |
| 12N-5PM | None |
| 5PM-8PM | WOL |
| 8PM-12M | None |

Other Stations Heard by Less Than 5.0% of Set Users

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | WSM |

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

| <u>Station</u> | <u>6AM-12N</u> | <u>12N-5PM</u> | <u>5PM-8PM</u> | <u>8PM-12M</u> |
|----------------------|----------------|----------------|----------------|----------------|
| WJSV <i>CBS</i> | 32.3 | 17.6 | 28.8 | 29.0 |
| WMAL <i>NBC Blue</i> | 39.4 | 18.5 | 21.0 | 18.0 |
| WOL | * | 15.2 | * | 11.2 |
| WRC <i>NBC Red</i> | 16.2 | 40.6 | 39.8 | 34.2 |

Stations Between 5.0% and 9.9%

| | |
|---------|------|
| 6AM-12N | WOL |
| 12N-5PM | None |
| 5PM-8PM | WOL |
| 8PM-12M | None |

Other Stations With Less Than 5.0%

| | |
|---------|------|
| 6AM-12N | None |
| 12N-5PM | None |
| 5PM-8PM | None |
| 8PM-12M | WSM |

* Under 10% - See Other Classifications