

MSS 140 AF Box 11 Folder 3

STATION AUDIENCES

OCTOBER 1938—APRIL 1939

THE COOPERATIVE ANALYSIS OF BROADCASTING

330 WEST 42nd STREET, NEW YORK, N. Y.

METHOD

The basic information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1938 through April 1939. 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 12:05 P.M. covering up to 12:00 noon of the same day
At 5:05 P.M. covering from 12:00 noon to 5:00 P.M. of same day
At 8:05 P.M. covering from 5:00 P.M. to 8:00 P.M. of same day
At 9:05 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 295,604 completed interviews with radio set owners made during the months October 1938 through April 1939. These calls were distributed as follows:

Atlanta, Ga.	5,880	Minneapolis, Minn.	5,880
Baltimore, Md.	11,760	New Orleans, La.	5,880
Boston, Mass.	11,760	New York, N. Y.	23,520
Buffalo, N. Y.	11,760	Oklahoma City, Okla.	5,880
Chicago, Ill.	23,520	Omaha, Neb.	5,880
Cincinnati, O.	5,700	Philadelphia, Pa.	17,640
Cleveland, O.	11,760	Pittsburgh, Pa.	11,760
Dallas, Texas	5,880	Portland, Ore.	3,104
Des Moines, Iowa	11,760	Providence, R. I.	5,880
Detroit, Mich.	11,640	Rochester, N. Y.	5,880
Hartford, Conn.	5,880	St. Louis, Mo.	11,760
Houston, Texas	4,560	St. Paul, Minn.	5,880
Kansas City, Mo.	11,700	San Francisco, Cal.	11,580
Los Angeles, Cal.	11,760	Seattle, Wash.	3,136
Louisville, Ky.	5,880	Spokane, Wash.	3,104
Memphis, Tenn.	5,880	Syracuse, N. Y.	5,880
		Washington, D. C.	5,880

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 5% of Set Users

Station	5P.M.-8P.M.
Station A	50.0%
Station B	40.0%
Station C	6.0%

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 5% of All Programs Heard

Station	5P.M.-8P.M.
Station A	40.0%
Station B	30.0%

Other Stations With Less Than 5.0% of All Programs Heard

5P.M.-8P.M. C,D,E,F,G,H,etc.

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%.

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.

BALTIMORE, MARYLAND

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBAL	32.1	31.9	37.7	27.2
WCAO	47.5	35.8	50.2	62.7
WCBM	10.2	12.8	6.1	*
WFBR	36.5	35.1	49.8	48.6

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WJZ, WRC
12N-5PM	WABC, WEA, WJZ, WOR
5PM-8PM	WEA, WJZ
8PM-12M	WCBM, WJSV, WOR, WRC

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBAL	18.0	22.5	25.3	15.5
WCAO	39.9	33.9	33.1	49.3
WCBM	*	5.7	*	*
WFBR	37.3	37.3	38.3	32.5

Other Stations With Less Than 5.0%

6AM-12N	WABC, WCBM, WJZ, WRC
12N-5PM	WABC, WEA, WJZ, WOR
5PM-8PM	WCBM, WEA, WJZ
8PM-12M	WCBM, WJSV, WOR, WRC

* Under 5.0% - See Other Classification.

BOSTON, MASSACHUSETTS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAAB	8.4	9.4	15.5	6.9
WBZ	22.1	19.9	34.3	24.9
WEEI	41.0	25.0	34.2	51.1
WHDH	7.9	*	*	Not on Air
WNAC	46.2	53.8	51.0	56.1

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCOP, WJAR, WLAW, WMEX, WORL
12N-5PM	WCOP, WEAN, WHDH, WLAW, WMEX, WORL
5PM-8PM	WCOP, WHDH, WMEX, WORL
8PM-12M	WMEX

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAAB	*	*	8.6	*
WBZ	11.2	14.7	24.5	14.9
WEEI	34.6	22.4	21.9	40.9
WNAC	43.8	51.2	40.6	39.4

Other Stations With Less Than 5.0%

6AM-12N	WAAB, WCOP, WHDH, WJAR, WLAW, WMEX, WORL
12N-5PM	WAAB, WCOP, WEAN, WHDH, WLAW, WMEX, WORL
5PM-8PM	WCOP, WHDH, WMEX, WORL
8PM-12M	WAAB, WMEX

* Under 5.0% - See Other Classification.

BUFFALO, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBEN	43.4	56.1	52.2	66.7
WEBR	13.4	13.1	18.1	8.7
WGR	31.3	18.4	27.0	24.9
WKBW	12.4	14.3	11.3	20.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	CBL, WBNY, WHAM
12N-5PM	CBL, WBNY, WHAM
5PM-8PM	CBL, WBNY, WHAM
8PM-12M	CBL, WBNY, WHAM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBEN	58.7	71.1	59.5	69.3
WEBR	6.3	8.2	16.1	*
WGR	23.3	11.7	17.3	14.7
WKBW	8.0	6.8	5.8	10.0

Other Stations With Less Than 5.0%

6AM-12N	CBL, WBNY, WHAM
12N-5PM	CBL, WBNY, WHAM
5PM-8PM	CBL, WBNY, WHAM
8PM-12M	CBL, WBNY, WEBR, WHAM

* Under 5.0% - See Other Classification.

CHICAGO, ILLINOIS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBBM	38.2	40.3	47.3	51.1
WCFL	*	11.8	*	6.0
WENR-WLS	28.1	17.1	28.8	25.4
WGN	34.2	20.1	30.2	27.4
WJJD	11.2	*	*	Not on air
WMAQ	38.1	40.7	57.0	53.3

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WAAF, WCBD, WCFL, WCRW, WEDC, WGES, WHFC, WHIP, WIND, WMBI, WSBC, WTMJ, WWAE
12N-5PM	WAAF, WCBD, WCRW, WEDC, WGES, WHFC, WHIP, WIBO, WIND, WJJD, WMBI, WSBC, WTMJ, WWAE
5PM-8PM	WAAF, WCFL, WCRW, WEDC, WGES, WHFC, WHIP, WIND, WJJD, WMBI, WWAE
8PM-12M	WEDC, WHIP, WIND, WSBC, WWAE

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBBM	33.7	30.4	27.7	30.4
WCFL	*	*	*	*
WENR-WLS	15.1	6.6	15.4	14.2
WGN	19.0	9.8	16.9	15.4
WJJD	*	*	*	Not on air
WMAQ	23.9	43.5	36.3	36.1

Other Stations With Less Than 5.0%

6AM-12N	WAAF, WCBD, WCFL, WCRW, WEDC, WGES, WHFC, WHIP, WIND, WJJD, WMBI, WSBC, WTMJ, WWAE
12N-5PM	WAAF, WCBD, WCFL, WCRW, WEDC, WGES, WHFC, WHIP, WIBO, WIND, WJJD, WMBI, WSBC, WTMJ, WWAE
5PM-8PM	WAAF, WCFL, WCRW, WEDC, WGES, WHFC, WHIP, WIND, WJJD, WMBI, WWAE
8PM-12M	WCFL, WEDC, WHIP, WIND, WSBC, WWAE

* Under 5.0% - See Other Classification.

CINCINNATI, OHIO

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCKY	21.7	13.6	20.9	14.5
WCPO	10.8	*	*	*
WKRC	48.1	28.2	54.2	55.6
WLW	62.7	70.7	71.9	73.5
WSAI	16.0	19.2	12.3	9.8

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCKY	15.5	5.2	8.2	6.8
WKRC	23.5	14.8	23.1	27.6
WLW	51.3	73.1	63.0	61.2
WSAI	5.0	5.7	5.2	*

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

CLEVELAND, OHIOPERCENT OF SETS IN USE TUNING TO EACH STATION*Stations Heard By More Than 5.0% of Set Users*

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCLE	15.8	14.3	*	Not on air
WGAR	39.6	38.0	39.6	58.3
WHK	31.5	22.6	34.6	29.5
WTAM	47.5	55.3	72.5	67.1

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	CKLW, KDKA, WADC, WJR, WKBN, WLS-WENR, WLW
12N-5PM	CKLW, KDKA, WADC, WGN, WJR, WKBN, WLW, WWJ
5PM-8PM	CKLW, KMOX, WABC, WADC, WCLE, WGN, WJR, WKBN, WLW, WWJ, WXYZ
8PM-12M	CKLW, WADC, WGN, WJR, WLW, WWJ

PERCENT OF PROGRAMS HEARD OVER EACH STATION*Stations Having Over 5.0% of All Mentions*

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCLE	8.0	6.1	*	Not on air
WGAR	26.3	24.8	21.3	38.0
WHK	15.8	8.5	14.8	14.9
WTAM	47.6	59.6	61.4	46.4

Other Stations With Less Than 5.0%

6AM-12N	CKLW, KDKA, WADC, WJR, WKBN, WLS-WENR, WLW
12N-5PM	CKLW, KDKA, WADC, WGN, WJR, WKBN, WLW, WWJ
5PM-8PM	CKLW, KMOX, WABC, WADC, WCLE, WGN, WJR, WKBN, WLW, WWJ, WXYZ
8PM-12M	CKLW, WADC, WGN, WJR, WLW, WWJ

* Under 5.0% - See Other Classification.

DALLAS, TEXAS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KGKO	29.9	29.6	24.1	21.0
KRLD	63.7	46.9	63.7	52.2
WFAA-BAP	60.4	60.4	59.9	59.1
WRR	25.9	25.3	13.7	25.2

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFJZ, KTAT, WACO
12N-5PM	KFJZ, KTAT, WLW
5PM-8PM	KDKA, KFI, KFJZ, KMOX, KOA, KTAT, WENR, WLW, WMAQ, WSM
8PM-12M	KDKA, KFI, KOA, KTAT, WENR, WHB, WLW, WMAQ, WOAI, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KGKO	11.7	14.3	12.4	9.0
KRLD	37.0	26.6	41.0	30.3
WFAA-BAP	39.1	46.8	36.9	45.1
WRR	11.9	11.9	8.1	12.4

Other Stations With Less Than 5.0%

6AM-12N	KFJZ, KTAT, WACO
12N-5PM	KFJZ, KTAT, WLW
5PM-8PM	KDKA, KFI, KFJZ, KMOX, KOA, KTAT, WENR, WLW, WMAQ, WSM
8PM-12M	KDKA, KFI, KOA, KTAT, WENR, WHB, WLW, WMAQ, WOAI, WSM

* Under 5.0% - See Other Classification.

DETROIT, MICHIGAN

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CKLW	11.6	11.7	8.5	6.7
WJR	44.0	35.9	36.8	57.1
WWJ	42.7	65.3	69.0	66.5
WXYZ	33.6	13.3	34.4	19.0

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WEXL, WJBK, WMBC, WTAM
12N-5PM	CFCO, WEXL, WJBK, WLW, WMBC, WTAM
5PM-8PM	WEXL, WJBK, WLW, WMBC, WTAM
8PM-12M	WEXL, WJBK, WLW, WMAQ, WMBC, WSM, WTAM, WWL

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CKLW	7.4	*	*	*
WJR	47.4	27.5	18.1	39.6
WWJ	41.5	58.3	54.3	45.6
WXYZ	21.5	5.6	21.0	9.3

Other Stations With Less Than 5.0%

6AM-12N	WEXL, WJBK, WMBC, WTAM
12N-5PM	CFCO, CKLW, WEXL, WJBK, WLW, WMBC, WTAM
5PM-8PM	CKLW, WEXL, WJBK, WLW, WMBC, WTAM
8PM-12M	CKLW, WEXL, WJBK, WLW, WMAQ, WMBC, WSM, WTAM, WWL

* Under 5.0% - See Other Classification.

DES MOINES, IOWA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSO	23.9	23.5	26.1	18.3
WHO	53.7	69.8	57.4	58.1
KRNT	43.6	18.1	45.9	47.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WMT, WOC, WOI, WOW
12N-5PM	WGN, WMT, WOI, WOW
5PM-8PM	WMT, WSM
8PM-12M	WGN, WMT

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSO	13.4	9.2	16.3	13.6
WHO	57.6	83.3	52.8	52.2
KRNT	27.7	6.9	30.7	33.9

Other Stations With Less Than 5.0%

Other Stations With Less Than 5.0%

6AM-12N	WMT, WOC, WOI, WOW
12N-5PM	WGN, WMT, WOI, WOW
5PM-8PM	WMT, WSM
8PM-12M	WGN, WMT

HARTFORD, CONNECTICUT

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDRC	34.5	29.0	29.0	41.0
WTHT	7.5	12.4	12.9	5.1
WTIC	61.6	60.7	66.1	59.2

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDRC	28.1	24.9	17.6	36.5
WTHT	5.1	9.1	8.8	*
WTIC	59.7	60.4	69.7	57.5

Other Stations With Less Than 5.0%

6AM-12N	WABC, WEAF, WJZ, WNBC, WOR
12N-5PM	WABC, WEAF, WJZ, WNBC, WOR
5PM-8PM	WEAF, WJZ, WNBC, WOR
8PM-12M	WEAF, WJZ, WNBC, WOR, WTHT

* Under 5.0% - See Other Classification.

HOUSTON, TEXAS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KPRC	56.9	77.7	50.9	49.0
KTRH	59.6	24.8	59.7	58.5
KXYZ	36.5	21.9	19.9	11.1

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KPRC	41.0	67.7	40.9	44.6
KTRH	41.7	17.4	47.0	47.8
KXYZ	17.3	14.5	12.0	7.4

Other Stations With Less Than 5.0%

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

* Under 5.0% See Other Classification.

LOS ANGELES, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KECA	8.5	7.3	*	5.1
KFAC	5.9	*	*	*
KFI	44.0	47.6	52.8	65.3
KFWB	5.8	*	*	8.0
KHJ	14.6	15.0	24.9	18.8
KNX	44.9	44.9	50.8	56.6

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFI	38.8	45.4	37.8	45.7
KHJ	8.2	6.7	18.4	7.8
KNX	39.0	33.5	32.9	37.2

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

LOUISVILLE, KENTUCKY

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAVE	25.0	34.5	39.5	48.8
WHAS	74.8	56.2	75.7	58.0
WLW	24.5	39.2	12.7	10.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WGRC
12N-5PM	WGRC, WSM
5PM-8PM	None
8PM-12M	WENR, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAVE	12.4	15.5	30.8	39.8
WHAS	72.7	34.4	59.2	49.4
WLW	13.8	49.5	10.0	10.7

Other Stations With Less Than 5.0%

6AM-12N	WGRC
12N-5PM	WGRC, WSM
5PM-8PM	None
8PM-12M	WENR, WSM

* Under 5.0% - See Other Classification.

MEMPHIS, TENNESSEE

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WHBQ	7.0	*	*	*
WMC	43.2	35.4	55.0	69.0
WMPS	14.0	30.9	*	*
WREC	54.9	39.3	53.9	54.3

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	None
12N-5PM	WHBQ
5PM-8PM	WHBQ, WMPS
8PM-12M	WHBQ, WMPS

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WHBQ	6.0	*	*	*
WMC	39.6	57.7	50.7	59.1
WMPS	9.6	16.8	*	*
WREC	44.7	22.4	46.9	39.3

Other Stations With Less Than 5.0%

6AM-12N	None
12N-5PM	WHBQ
5PM-8PM	WHBQ, WMPS
8PM-12M	WHBQ, WMPS

* Under 5.0% - See Other Classification.

MINNEAPOLIS, MINNESOTA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	25.2	43.4	53.0	38.7
WCCO	70.9	39.1	56.9	66.8
WDGY	10.3	8.5	*	Not on air
WMIN	5.1	*	*	*
WTCN	17.3	34.0	21.0	23.5

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCAL, WLB, WLW
12N-5PM	WCAL, WLB, WMIN
5PM-8PM	WDGY, WLB, WLS, WMIN
8PM-12M	WLS, WLW, WMIN

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	15.2	51.4	40.6	32.6
WCCO	71.0	27.0	42.0	52.5
WDGY	*	*	*	Not on air
WTCN	6.6	13.8	15.2	13.5

Other Stations With Less Than 5.0%

6AM-12N	WCAL, WDGY, WLB, WLW, WMIN
12N-5PM	WCAL, WDGY, WLB, WMIN
5PM-8PM	WDGY, WLB, WLS, WMIN
8PM-12M	WLS, WLW, WMIN

* Under 5.0% - See Other Classification.

NEW ORLEANS, LOUISIANA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDSU	21.1	24.5	9.9	11.3
WSMB	31.4	56.9	46.2	43.8
WWL	73.3	38.2	62.3	58.4

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WBNO, WJBO, WJBW
12N-5PM	WBNO, WJBO, WJBW
5PM-8PM	KMOX, WBNO, WJBW, WLW
8PM-12M	WBNO, WGN, WJBW, WLW

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDSU	10.2	10.3	7.7	7.1
WSMB	16.5	59.5	34.7	37.9
WWL	71.0	27.3	55.2	50.8

Other Stations With Less Than 5.0%

6AM-12N	WBNO, WJBO, WJBW
12N-5PM	WBNO, WJBO, WJBW
5PM-8PM	KMOX, WBNO, WJBW, WLW
8PM-12M	WBNO, WGN, WJBW, WLW

NEW YORK, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WABC	37.0	35.9	36.4	51.8
WEAF	23.0	31.1	35.4	50.7
WJZ	17.4	15.6	38.0	23.4
WMCA	*	5.2	6.7	*
WNEW	6.5	*	6.4	*
WOR	34.2	28.0	33.2	23.2

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WAAT, WBNX, WEVD, WFAS, WHN, WHOM, WINS, WMCA, WNYC, WOV, WQXR, WWRL
12N-5PM	WAAT, WBIL, WBNX, WCNW, WEVD, WHBI, WHN, WHOM, WINS, WLTH, WLW, WNEW, WNYC, WOV, WQXR, WWRL
5PM-8PM	WAAT, WARD, WBBR, WBIL, WBNX, WCNW, WEVD, WHN, WHOM, WINS, WLW, WNYC, WOV, WQXR, WWRL
8PM-12M	WBIL, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WMCA, WMEX, WNEW, WNYC, WQXR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WABC	32.2	27.0	20.5	36.0
WEAF	24.2	36.3	23.3	33.4
WJZ	11.1	7.3	23.7	12.8
WOR	19.7	15.2	19.3	12.4

Other Stations With Less Than 5.0%

6AM-12N	WAAT, WBNX, WEVD, WFAS, WHN, WHOM, WINS, WMCA, WNEW, WNYC, WOV, WQXR, WWRL
12N-5PM	WAAT, WBIL, WBNX, WCNW, WEVD, WHBI, WHN, WHOM, WINS, WLTH, WLW, WMCA, WNEW, WNYC, WOV, WQXR, WWRL
5PM-8PM	WAAT, WARD, WBBR, WBIL, WBNX, WCNW, WEVD, WHN, WHOM, WINS, WLW, WMCA, WNEW, WNYC, WOV, WQXR, WWRL
8PM-12M	WBIL, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WMCA, WMEX, WNEW, WNYC, WQXR

* Under 5.0% - See Other Classification.

OKLAHOMA CITY, OKLAHOMA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KOCY	*	5.4	*	*
KOMA	47.0	15.3	48.8	54.7
KTOK	9.9	10.1	7.5	5.0
WKY	74.2	82.0	67.4	71.5

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KMBC, KOCY, KVOO, WFAA-BAP
12N-5PM	KRLD, KVOO, WFAA-BAP
5PM-8PM	KOCY, KTHS, WLW
8PM-12M	KOCY, WFAA-BAP, WLW, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KOMA	35.8	5.0	31.4	33.0
WKY	56.8	86.2	61.9	61.7

Other Stations With Less Than 5.0%

6AM-12N	KMBC, KOCY, KTOK, KVOO, WFAA-BAP
12N-5PM	KOCY, KRLD, KTOK, KVOO, WFAA-BAP
5PM-8PM	KOCY, KTHS, KTOK, WLW
8PM-12M	KOCY, KTOK, WFAA-BAP, WLW, WSM

* Under 5.0% - See Other Classification.

OMAHA, NEBRASKA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFAB	13.2	14.4	35.1	37.2
KOIL	25.5	18.9	25.6	30.3
WAAW (KOWH)	10.9	12.2	*	Not on air
WOW	68.9	82.3	75.2	73.1

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFNF, KMA, WHO, WLW, WOI, WREN
12N-5PM	KFNF, KMA, KMMJ, WHO, WNAX
5PM-8PM	KFNF, KMA, WAAW, WGN, WLW
8PM-12M	KGO, KMA, KOA, KSM, WCCO, WHO, WLW

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFAB	6.9	*	21.3	19.3
KOIL	11.1	5.7	16.9	17.2
WOW	76.0	85.9	60.6	62.0

Other Stations With Less Than 5.0%

6AM-12N	KFNF, KMA, WAAW, WHO, WLW, WOI, WREN
12N-5PM	KFAB, KFNF, KMA, KMMJ, KOIL, WAAW, WHO, WNAX
5PM-8PM	KFNF, KMA, WAAW, WGN, WLW
8PM-12M	KGO, KMA, KOA, KSM, WCCO, WHO, WLW

* Under 5.0% - See Other Classification.

PHILADELPHIA, PENNSYLVANIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KYW	33.4	35.7	45.4	48.7
WCAU	40.1	36.6	41.0	55.3
WDAS	17.4	15.5	*	*
WFIL	8.6	9.4	16.9	12.3
WIP	10.9	8.9	17.6	10.5
WJZ	21.2	14.3	28.8	11.9
WOR	6.8	5.5	7.4	*
WPEN	*	10.2	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WCAM, WEA, WHAT, WIBG, WPEN, WPG, WTEL
12N-5PM	WABC, WCAM, WEA, WHAT, WIBG, WPG, WTEL
5PM-8PM	WABC, WDAS, WEA, WHAT, WIBG, WPEN, WTEL
8PM-12M	WABC, WCAM, WDAS, WEA, WHAT, WOR, WPEN, WPG, WTEL

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KYW	31.2	39.2	32.5	35.2
WCAU	30.8	29.2	24.4	40.3
WDAS	8.5	7.7	*	*
WFIL	*	*	10.6	7.2
WIP	5.1	*	9.7	5.8
WJZ	16.1	7.4	16.1	6.6

Other Stations With Less Than 5.0%

6AM-12N	WABC, WCAM, WEA, WFIL, WHAT, WIBG, WOR, WPEN, WPG, WTEL
12N-5PM	WABC, WCAM, WEA, WFIL, WHAT, WIBG, WIP, WOR, WPEN, WPG, WTEL
5PM-8PM	WABC, WDAS, WEA, WHAT, WIBG, WOR, WPEN, WTEL
8PM-12M	WABC, WCAM, WDAS, WEA, WHAT, WOR, WPEN, WPG, WTEL

* Under 5.0% - See Other Classification

PITTSBURGH, PENNSYLVANIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KDKA	37.0	29.4	49.5	26.5
KQV	11.5	13.6	7.5	*
WCAE	47.5	54.6	64.5	63.8
WJAS	37.7	41.5	50.5	56.5
WWSW	8.4	5.3	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WHJB, WKBN, WLW, WWVA
12N-5PM	WHJB, WTAM, WWVA
5PM-8PM	WHJB, WKBN, WWSW, WWVA
8PM-12M	KQV, WLW, WWSW, WWVA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KDKA	24.4	13.2	27.7	13.9
KQV	5.2	6.2	*	*
WCAE	40.9	52.4	42.5	45.8
WJAS	25.8	25.5	23.5	37.8

Other Stations With Less Than 5.0%

6AM-12N	WHJB, WKBN, WLW, WWSW, WWVA
12N-5PM	WHJB, WTAM, WWSW, WWVA
5PM-8PM	KQV, WHJB, WKBN, WWSW, WWVA
8PM-12M	KQV, WLW, WWSW, WWVA

* Under 5.0% - See Other Classification.

PORTLAND, OREGON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KALE	19.6	9.4	24.5	5.2
KEX	35.5	40.3	30.3	46.2
KGW	61.1	63.5	57.9	68.8
KOIN	65.1	54.2	58.2	58.0
KWJJ	12.0	*	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KXL
12N-5PM	KWJJ, KXL
5PM-8PM	KWJJ, KXL
8PM-12M	KWJJ, KXL

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KALE	7.0	*	19.2	*
KEX	12.9	14.9	14.0	22.4
KGW	35.8	52.8	32.8	42.7
KOIN	39.7	28.7	33.9	32.7

Other Stations With Less Than 5.0%

6AM-12N	KWJJ, KXL
12N-5PM	KALE, KWJJ, KXL
5PM-8PM	KWJJ, KXL
8PM-12M	KALE, KWJJ, KXL

* Under 5.0% - See Other Classification.

PROVIDENCE, RHODE ISLAND

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBZ	6.8	*	*	*
WEAN	25.7	30.0	44.7	38.8
WJAR	47.4	63.8	67.8	61.0
WPRO	50.8	34.1	49.9	57.5

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	None
12N-5PM	WBZ
5PM-8PM	WSAR
8PM-12M	None

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WEAN	13.6	13.4	25.4	20.3
WJAR	47.7	63.3	51.2	40.8
WPRO	36.7	23.2	23.4	38.9

Other Stations With Less Than 5.0%

6AM-12N	WBZ
12N-5PM	WBZ
5PM-8PM	WSAR
8PM-12M	None

* Under 5.0% - See Other Classification.

ROCHESTER, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CBL	5.3	*	*	*
WBEN	26.6	17.0	21.6	27.1
WEAF	*	*	*	5.4
WHAM	58.2	57.9	68.4	67.1
WHEC	57.7	63.1	64.5	73.7
WSAY	19.2	19.2	19.0	7.5

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WEAFF, WJZ
12N-5PM	CBL, WABC, WEAFF, WJZ
5PM-8PM	CBL, WABC, WEAFF, WJZ
8PM-12M	CBL, WABC, WJZ

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBEN	13.0	9.2	7.8	12.3
WHAM	34.7	34.7	41.2	35.3
WHEC	36.1	44.9	36.2	45.1
WSAY	12.1	9.1	9.8	*

Other Stations With Less Than 5.0%

6AM-12N	CBL, WABC, WEAFF, WJZ
12N-5PM	CBL, WABC, WEAFF, WJZ
5PM-8PM	CBL, WABC, WEAFF, WJZ
8PM-12M	CBL, WABC, WEAFF, WJZ, WSAY

* Under 5.0% - See Other Classification.

ST. LOUIS, MISSOURI

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KMOX	58.8	57.6	62.4	60.5
KXOK	*	6.5	5.5	*
KSD	22.9	29.1	50.3	47.7
KWK	13.8	19.7	18.9	16.4
WEW	*	7.2	*	Not on air
WIL	15.3	9.7	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFUO, KXOK, WEW, WLW, WMAQ, WTMV
12N-5PM	KFUO, WGN, WLW, WTMV
5PM-8PM	KSO, WEW, WIL, WTMV
8PM-12M	KFUO, KXOK, WIL, WTMV

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KMOX	62.8	45.4	45.2	45.4
KSD	14.0	26.7	35.2	37.3
KWK	7.2	11.6	12.1	11.5
WIL	11.2	7.8	*	*

Other Stations With Less Than 5.0%

6AM-12N	KFUO, KXOK, WEW, WLW, WMAQ, WTMV
12N-5PM	KFUO, KXOK, WEW, WGN, WLW, WTMV
5PM-8PM	KSO, KXOK, WEW, WIL, WTMV
8PM-12M	KFUO, KXOK, WIL, WTMV

* Under 5.0% - See Other Classification.

ST. PAUL, MINNESOTA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	35.0	42.8	56.0	48.3
WCCO	45.3	31.9	51.3	51.4
WMIN	7.7	6.0	*	*
WTCN	27.7	33.2	28.4	27.1

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCAL, WDGY, WLB
12N-5PM	WDGY, WLB
5PM-8PM	WMIN
8PM-12M	WMIN

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	31.0	56.7	41.1	40.6
WCCO	46.7	19.6	38.5	36.3
WTCN	16.9	18.3	18.8	22.2

Other Stations With Less Than 5.0%

6AM-12N	WCAL, WDGY, WLB, WMIN
12N-5PM	WDGY, WLB, WMIN
5PM-8PM	WMIN
8PM-12M	WMIN

* Under 5.0% - See Other Classification.

SAN FRANCISCO, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFRC	17.9	13.8	19.2	28.4
KGO	13.1	7.1	13.3	15.1
KLX	*	*	*	5.2
KPO	51.1	57.3	56.1	70.7
KROW	*	6.2	*	*
KSFO	42.3	28.7	41.3	53.9
KYA	8.4	5.1	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KJBS, KLS, KLX, KRE, KROW, KSAN
12N-5PM	KJBS, KLS, KLX, KRE, KSAN
5PM-8PM	KJBS, KLX, KQW, KRE, KROW, KSAN, KYA, XELO
8PM-12M	KJBS, KLS, KRE, KROW, KSAN, KYA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFRC	9.4	6.9	14.6	13.1
KGO	5.1	*	6.7	5.9
KPO	43.6	60.2	46.5	45.8
KSFO	33.0	19.8	25.4	30.5

Other Stations With Less Than 5.0%

6AM-12N	KJBS, KLS, KLX, KRE, KROW, KSAN, KYA
12N-5PM	KGO, KJBS, KLS, KLX, KRE, KROW, KSAN, KYA
5PM-8PM	KJBS, KLX, KQW, KRE, KROW, KSAN, KYA, XELO
8PM-12M	KJBS, KLS, KLX, KRE, KROW, KSAN, KYA

* Under 5.0% - See Other Classification.

SEATTLE, WASHINGTON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KIRO	38.1	39.1	46.9	43.2
KJR	21.6	18.7	14.1	19.4
KOL	17.1	19.1	21.8	16.6
KOMO	48.9	49.8	58.0	67.7
KRSC	12.4	9.7	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KMO, KTW, KVI, KXA
12N-5PM	KEEN, KTW, KVI, KXA
5PM-8PM	KEEN, KRSC, KVI, KXA
8PM-12M	KEEN, KPO, KRSC, KVI, KXA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KIRO	29.8	28.9	27.6	28.4
KJR	9.3	5.9	7.2	7.8
KOL	7.5	7.5	17.1	6.3
KOMO	48.3	53.1	46.4	55.4

Other Stations With Less Than 5.0%

6AM-12N	KMO, KRSC, KTW, KVI, KXA
12N-5PM	KEEN, KRSC, KTW, KVI, KXA
5PM-8PM	KEEN, KRSC, KVI, KXA
8PM-12M	KEEN, KPO, KRSC, KVI, KXA

* Under 5.0% - See Other Classification.

SPOKANE, WASHINGTON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFPY	52.6	53.0	51.8	55.62
KGA	9.3	8.9	10.8	6.8
KHQ	61.1	61.1	57.9	61.5

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFPY	43.3	38.9	39.2	44.3
KGA	*	*	7.6	*
KHQ	52.3	55.8	51.6	52.0

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

SYRACUSE, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WFBL	73.6	69.9	59.9	76.0
WGY	*	9.3	5.5	6.7
WSYR	45.7	39.4	68.1	47.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	CBL, WEA, WESG, WGY, WHAM, WIBX, WJZ, WMBO, WOR
12N-5PM	CBL, WABC, WBEN, WEA, WESG, WHAM, WIBX, WJZ, WMBO
5PM-8PM	WABC, WBAL, WEA, WESG, WGN, WHAM, WJR, WJZ, WLW, WMAQ, WMBO, WQXR, WTIC
8PM-12M	CFRB, KWK, WEA, WHAM, WHN, WJZ, WLS, WOR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WFBL	70.1	67.9	42.4	66.7
WGY	*	11.2	*	*
WSYR	25.8	17.5	52.1	28.7

Other Stations With Less Than 5.0%

6AM-12N	CBL, WEA, WESG, WGY, WHAM, WIBX, WJZ, WMBO, WOR
12N-5PM	CBL, WABC, WBEN, WEA, WESG, WHAM, WIBX, WJZ, WMBO
5PM-8PM	WABC, WBAL, WEA, WESG, WGN, WGY, WHAM, WJR, WJZ, WLW, WMAQ, WMBO, WQXR, WTIC
8PM-12M	CFRB, KWK, WEA, WGY, WHAM, WHN, WJZ, WLS, WOR

* Under 5.0% - See Other Classification.

WASHINGTON, DISTRICT OF COLUMBIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WJSV	44.8	36.7	38.1	53.4
WMAL	32.4	19.1	33.2	29.9
WOL	16.2	24.6	24.5	11.3
WRC	45.1	52.4	57.6	61.1

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCAO
12N-5PM	WCAO
5PM-8PM	WCAO, WOR
8PM-12M	WOR, WRVA, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WJSV	35.9	22.8	22.7	38.2
WMAL	17.2	8.7	18.7	15.6
WOL	*	10.8	13.4	5.3
WRC	42.0	57.4	44.5	40.4

Other Stations With Less Than 5.0%

6AM-12N	WCAO, WOL
12N-5PM	WCAO
5PM-8PM	WCAO, WOR
8PM-12M	WOR, WRVA, WSM