



AUDIENCE COMPOSITION REPORT

MIAMI, FLA. - 4-TH WEEK

SEPTEMBER - OCTOBER 1973

SHARE OF RADIO LISTENING ACCORDING TO AGE
MONDAY THRU FRIDAY 7.00 A.M. - 10.00 P.M.

MALE AND FEMALE LISTENERS

STATION	MALE AND FEMALE LISTENERS					
	-12	12-17	18-24	25-34	35-49	50 +
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	100.0	100.0	100.0	100.0	100.0	100.0
WAXY	5.5	0.5	2.0	5.3	0.4	0.4
WBUS	0.0	2.9	3.9	5.3	2.4	0.8
WEDR	2.7	9.6	10.1	2.1	1.5	0.0
WFUN	5.9	6.6	1.9	1.7	4.1	1.8
WGBS	0.0	1.9	1.6	9.0	5.6	10.5
WHYI	17.1	24.8	16.0	10.3	7.2	9.9
WINZ	0.6	0.0	1.0	0.6	1.4	3.3
WIOD	7.8	4.2	2.6	4.1	10.8	13.5
WKAT	0.0	0.0	3.1	2.6	9.1	14.4
WLYF	2.0	1.3	1.1	3.5	4.4	7.2
WMBM	16.5	14.1	6.0	3.7	7.4	2.5
WMYQ	7.3	7.2	8.1	10.3	0.5	0.0
WOCN	0.0	0.0	0.5	0.7	2.9	0.2
WQAM	11.5	7.3	9.5	8.1	5.0	1.5
WQBA	5.5	0.7	3.2	4.4	4.9	0.9
WSHE	2.1	7.6	18.1	3.3	2.7	0.0
WTMI	2.9	4.0	0.0	1.3	2.7	3.4
WVCG	0.6	0.0	0.5	1.6	5.6	9.0
WWOK	9.0	3.2	3.2	14.9	9.7	10.5
WYOR	1.9	0.6	1.0	2.0	2.4	4.2
OTHER AM+FM	1.3	3.2	6.5	5.2	9.4	6.0

HOOPER *RADIO* TREND REPORT

MIAMI, FLA.

4-TH WEEK OF INTERVIEWING

SEPTEMBER - OCTOBER, 1973

MONDAY THRU FRIDAY 7.00 AM TO 10.00 AM	MONDAY THRU FRIDAY 10.00 AM TO 3.00 PM	MONDAY THRU FRIDAY 3.00 PM TO 7.00 PM	MONDAY THRU FRIDAY 7.00 PM TO 10.00 PM	TOTAL RATED TIME PERIODS
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HOMES USING RADIO

24.1	14.2	19.7	14.8	17.7
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SHARE OF RADIO AUDIENCE

	MONDAY THRU FRIDAY 7.00 AM TO 10.00 AM	MONDAY THRU FRIDAY 10.00 AM TO 3.00 PM	MONDAY THRU FRIDAY 3.00 PM TO 7.00 PM	MONDAY THRU FRIDAY 7.00 PM TO 10.00 PM	TOTAL
WAXY	3.2	0.6	1.7	1.0	1.7
WBUS	1.1	3.5	1.5	2.5	2.1
WEDR	3.9	2.6	2.4	1.7	2.6
WFUN	3.1	2.1	3.8	5.4	3.5
WGHS	7.4	8.5	4.0	7.5	6.6
WHYI	9.6	10.9	15.6	13.9	12.5
WINZ	2.2	2.1	1.8	2.2	2.1
WIOD	6.3	11.6	10.4	7.7	9.2
WKAT	11.4	5.8	4.7	5.9	6.9
WLYF	3.0	4.4	6.0	2.4	4.2
WMBM	10.4	5.1	6.1	7.0	6.9
WMYQ	4.2	4.6	3.9	9.0	5.1
WOCN	1.3	2.9	1.3	2.9	2.0
WQAM	6.7	7.6	7.7	6.1	7.2
WQBA	1.8	3.3	1.9	0.4	2.0
WSHE	2.2	5.8	7.4	2.8	4.8
WTMI	0.6	1.4	3.2	1.7	1.8
WVCG	4.1	6.4	3.4	2.4	4.2
WWOK	7.9	6.0	7.4	<u>10.9</u>	7.8
WYDR	2.3	2.0	1.6	1.7	1.9
OTHER	7.9	3.6	6.8	5.9	6.2

SAMPLE SIZE

3,252	5,596	4,262	3,255	16,365
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