



SEATTLE - TACOMA, WASH. (186 of 221)

Reports: Last Next # Per Year
F-M '73 July '73 5

WTP

NIELSEN STATION INDEX

a service of A. C. NIELSEN COMPANY

CHICAGO 60645 • 2101 HOWARD STREET • 465-4400

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE
NEW YORK 10019 • 1290 AVENUE OF THE AMERICAS • 956-2500

NSI SALES/SERVICE OFFICES
CHICAGO 60601 • 360 N. MICHIGAN AVE. • 372-3810
HOLLYWOOD 90028 • 6922 HOLLYWOOD BLVD. • 466-4391
SAN FRANCISCO 94104 • 68 POST ST. • 986-6437

PROGRAM AUDIENCE AVERAGES — A USER'S GUIDE

The following descriptions, examples and reminders are designed to facilitate the use and interpretation of the audience estimates shown in the Program Audience Averages Section of this report. Please refer to the NSI Reference Supplement for additional detail.

INDIVIDUAL-DAY PROGRAMS*

- A. To qualify for averaging a program or program time-period must be telecast during 2 or more weeks of the current measurement.
 - B. Start times must overlap or be contiguous to the regular telecast time of the program to be included in the program average.
 - C. Audience estimates are shown on a "pure" program basis, i.e., excluding pre-emptions, if any. Multi-day averages of such programs also exclude pre-emptions, if any.
- * Monday-Friday: 4:30PM to 1:15AM
Saturday & Sunday: 7:00AM to 1:15AM

LEFT PAGE

TIME	STATION	DAY	PROGRAM	METRO	DOM	TOTAL
				%	%	
				HOURLY	HOURLY	HOURLY
				WEEK	WEEK	WEEK
				1	2	3
6:30PM	WAAA	MON	STAR TREK	7	7	188
		TUE	STAR TREK	8	8	207
		WED	LOST IN SPACE	6	6	173
		THU	STAR TREK	7	7	197
		FRI	LOST IN SPACE	4	4	117
		AV3	STAR TREK	7	7	197
		AV2	LOST IN SPACE	5	5	145
		SAT	LOST IN SPACE	6	6	159
		AV3	LOST IN SPACE	5	5	150

Illustration:

In the example above, Star Trek is telecast starting at 6:30PM for 4 quarter-hours on Mon., Tues. & Thurs. On Thursday of the second week Star Trek was not aired. Hence, week 2 audiences are excluded from the Thurs. average shown on line 4, and from the 3-day average shown on line 6. Program audiences for Lost in Space are similarly reported. In addition to the Wed. & Fri. 2-day average of Lost in Space, a separate 3-day average is shown including the weekend (Sat.) telecast.

Note: Weeks in which the listed program was not aired can be identified from the Start Time and No. of Quarter-Hours Averaged columns on the right hand page. The absence of information for a particular week indicates that the program was not aired or was pre-empted. Also shown are the total quarter-hours that comprise the various reported averages.

RIGHT PAGE

DAY	PROGRAM NAME	START TIME & NO. OF QUARTER HOURS AVERAGED							
		WEEK 1		WEEK 2		WEEK 3		WEEK 4	
		START TIME	NO. QTR. HRS.	START TIME	NO. QTR. HRS.	START TIME	NO. QTR. HRS.	START TIME	NO. QTR. HRS.
MON	STAR TREK	6.30	4	6.30	4	6.30	4	6.30	4
TUE	STAR TREK	6.30	4	6.30	4	6.30	4	6.30	4
WED	LOST IN SPACE	6.30	4	6.30	4	6.30	4	6.30	4
THU	STAR TREK	6.30	4	6.30	4	6.30	4	6.30	4
FRI	LOST IN SPACE	6.30	4	6.30	4	6.30	4	6.30	4
AV3	STAR TREK		12		8		12		12
AV2	LOST IN SPACE		8		8		8		8
SAT	LOST IN SPACE	6.30	4	6.30	4	6.30	4	6.30	4
AV3	LOST IN SPACE		12		12		12		12

MONDAY-FRIDAY PROGRAMS

- A. Program time-periods must overlap or be contiguous to the regular telecast time of the program.
- B. Pre 4:30PM* programs are reported as a 20-day time-period average including pre-emptions, if any.
- C. Programs which cross-over the 4:30PM* time period are reported (1) as a Monday-Friday 20-day average including pre-emptions for pre 4:30PM* segments, (2) on an individual-day basis excluding pre-emptions for post 4:30PM* segments, (3) as an average of the individual-days reported, and (4) as a weighted total telecast average comprised of (1) and (2) above.

TIME	STATION	DAY	PROGRAM	1	2	3
				4	5	6
3:30PM	WAAA	M-F	EARLY SHOW	4	4	105
		MON	EARLY SHOW	5	5	125
		TUE	EARLY SHOW	4	4	97
		WED	EARLY SHOW	3	3	86
		THU	EARLY SHOW	3	3	75
		FRI	EARLY SHOW	4	4	101
		AV5	EARLY SHOW	4	4	97
		AV5	EARLY SHOW	4	4	101

DAY	PROGRAM NAME	1	2	3	4
		START TIME	NO. QTR. HRS.	START TIME	NO. QTR. HRS.
M-F	EARLY SHOW	3.30	20	3.30	20
MON	EARLY SHOW	4.30	4	4.30	4
TUE	EARLY SHOW	4.30	4	4.30	4
WED	EARLY SHOW	4.30	4	4.30	4
THU	EARLY SHOW	4.30	4	4.30	4
FRI	EARLY SHOW	4.30	4	4.30	4
AV5	EARLY SHOW		20		16
AV5	EARLY SHOW		40		36

Illustration:

The Early Show is aired from 3:30-5:30PM Eastern Time. Audience estimates for the first hour (pre 4:30PM) are shown as a Monday-Friday average (line 1) including pre-emptions, if any. The second hour (post 4:30PM) is reported by individual-days (lines 2-6) excluding a pre-emption on Friday of week 2, and as a 5-day average of these individual-day telecasts (excluding pre-emptions) on line 7. Finally, a total telecast average is shown on line 8. Note: This total telecast average comprises a mixture of "pure" program (post 4:30PM) and time period audiences (pre 4:30PM).

INDIVIDUAL-DAY PROGRAMS WITH VARYING START AND END TIMES

The schedule below shows a movie overrun on Monday (weeks 1 & 3) pre-empting the 10:00PM Night Report and causing a schedule shift for the remainder of the evening.

Note: The illustration shown does not purport to show data in the same sequence as would be reported in the VIP Report, i.e., Night Report-Mon. would be followed by Night Report-Tue., Night Report-Wed. . . . Night Report-AVS.

TIME	STATION	DAY	PROGRAM	1	2	3
				4	5	6
10:00PM	WAAA	MON	NIGHT REPORT	26	26	663
		*MON	NIGHT REPORT	28	27	697
10:30PM	WAAA	MON	TONIGHT SHOW	10	9	260
		*MON	TONIGHT SHOW	9	9	204
12:00MD	WAAA	MON	MIDNIGHT NEWS	1	1	38
		*MON	MIDNIGHT NEWS	1	1	38

DAY	PROGRAM NAME	1	2	3	4
		START TIME	NO. QTR. HRS.	START TIME	NO. QTR. HRS.
MON	NIGHT REPORT	10.15	2	10.00	2
*MON	NIGHT REPORT	10.15	1	10.00	2
MON	TONIGHT SHOW	11.00	5	10.30	6
*MON	TONIGHT SHOW	11.00	4	10.30	6
MON	MIDNIGHT NEWS	12.30	1	12.00	2
*MON	MIDNIGHT NEWS		1	12.00	2

Illustration:

Audience data for the Monday schedule are reported on 2 bases—"as telecast" including time periods, falling outside the normal program schedule (line 1), and as a "normal" program average including only those time periods falling within the normal program telecast time; designated by an "*" (line 2). The time periods comprising each of these averages are shown below at right.

Note: "Normal" time is defined as the earliest start time of the program. For programs with Monday-Friday and Weekend telecasts, normal time is the earliest start time which occurs Monday-Friday.

* 3:30PM Central & Mountain Time Zone Markets.

MONDAY SCHEDULE

START TIME	STATION (WEEKS)	PROGRAM
10:00	WAAA	REG/MON NITE MOV
	24	NIGHT REPORT
	13	MON NITE MOV
10:15	WAAA	NIGHT REPORT
10:30	WAAA	REG/NIGHT REPORT
	24	TONIGHT SHOW
	13	NIGHT REPORT
10:45	WAAA	REG/NEWS SPECIAL
	234	TONIGHT SHOW
11:00	WAAA	TONIGHT SHOW
11:15	WAAA	TONIGHT SHOW
11:30	WAAA	TONIGHT SHOW
11:45	WAAA	TONIGHT SHOW
12:00	WAAA	REG/TONIGHT SHOW
	24	MIDNIGHT NEWS
	13	TONIGHT SHOW
12:15	WAAA	REG/TONIGHT SHOW
	234	MIDNIGHT NEWS
12:30	WAAA	MIDNIGHT NEWS
	13	MIDNIGHT NEWS

THE CHART BELOW SHOWS THE NUMBER OF TELECASTS INCLUDED IN THE "AS TELECAST" AVERAGE (X), AND IN THE "NORMAL" PROGRAM AVERAGE (Y)

	MONDAY	NIGHT REPORT	TONIGHT SHOW	MIDNIGHT NEWS	NEWS SPECIAL
10:00PM		X-2	Y-2		
10:15		X-4	Y-4		
10:30		X-2	Y-2		
10:45			X-3	Y-3	(1) †
11:00			X-4	Y-4	
11:15			X-4	Y-4	
11:30			X-4	Y-4	
11:45			X-4	Y-4	
12:00MD		X-2		X-2	Y-2
12:15AM		(1) †		X-3	*Y-3
12:30				X-2	
12:45				(1) †	
TOTAL NO. OF Q/H WEEKS IN REPORTED AVG.	X-8	Y-6	X-23	Y-21	X-7

† Telecast only one week. Excluded from Program Average Section.

REMINDERS

The Program Average estimates shown herein are compiled entirely from data reported in the Time Period Section. Since it is impractical to illustrate all program schedule deviations that may occur, the user may find it helpful to refer to Individual Quarter-Hour/Half-Hour information in order to determine the time-periods and/or weeks that comprise a Program Average of interest.

Programming information is necessarily based upon data supplied by the stations (in each market) regarding their week to week program names and times of telecasts, including pre-emptions. Such information for week 4 (of 4 week measurements) is necessarily supplied in advance of week 4 telecasts. Stations are encouraged to wire Nielsen of changes. Program Audience Averages (and Time Period Section Averages where pre-emptions occur) are based on no less than two weeks of survey data. In no instance is only one week of data reported or included in a program average. NSI samples are designed to report on the average week of four weeks. These samples are generally adequate in a majority of markets to report on two or three weeks of telecasting, but with larger sampling error than on a four-week basis.

TIME PERIOD DELETIONS AND ADJUSTMENTS

NSI endeavors to exclude from "Average Week" computations, all audience estimates for time periods where large numbers of markets may have been affected by telecasts of unusual public interest. This Report has the following deletions:

SENATE WATERGATE HEARINGS

NSI has excluded from all averages herein all data during the following time periods which relate to the Senate Watergate Hearings, which occurred on May 17, 18, 22, 23, 24, 1973. These Hearings were carried by all three television networks.

DAY	DATE	E.D.T.	E.S.T. / C.D.T.
Thursday	5/17	10:00 AM - 4:30 PM	9:00 AM - 3:30 PM
Friday	5/18	10:00 AM - 4:30 PM	9:00 AM - 3:30 PM
Tuesday	5/22	10:00 AM - 4:30 PM	9:00 AM - 3:30 PM
Wednesday	5/23	10:00 AM - 4:00 PM	9:00 AM - 3:00 PM
Thursday	5/24	10:00 AM - 4:30 PM	9:00 AM - 3:30 PM

DAY	DATE	M.D.T.	M.S.T. / P.D.T.
Thursday	5/17	8:00 AM - 3:30 PM	7:00 AM - 2:30 PM
Friday	5/18	8:00 AM - 2:30 PM	7:00 AM - 1:30 PM
Tuesday	5/22	8:00 AM - 2:30 PM	7:00 AM - 1:30 PM
Wednesday	5/23	8:00 AM - 2:00 PM	7:00 AM - 1:00 PM
Thursday	5/24	8:00 AM - 3:30 PM	7:00 AM - 2:30 PM

The following Senate Watergate Hearings telecasts are reported herein as part of the average week estimates for the stations and time periods involved. However, audience estimates to these telecasts have also been deleted from the regular program averages (excluding pre-emptions) for the stations involved. HUT will continue to be reported as a four-week average.

DAY	DATE	E.D.T.	E.S.T. / C.D.T.
Thursday	5/17	4:30 PM - 5:15 PM	3:30 PM - 4:30 PM
Thursday	5/24	4:30 PM - 5:15 PM	3:30 PM - 4:30 PM

ADJUSTMENTS OF STATISTICAL TOLERANCES

Users of this Report for periods of partial sample exclusion should note that statistical tolerances must be increased to compensate for the reduced net-in-tab samples during the aforementioned time periods. In-tab samples (after exclusions) are subject to the NSI sample size minima for each time period and market area. Data are deleted when this minima may not have been met.

AVERAGE QUARTER-HOUR AUDIENCES														DAY	PROGRAM	START TIME & NUMBER OF QUARTER-HOURS AVERAGED							
STATION TOTALS (000)							DESIGNATED MARKET AREA %									WEEK 1		WEEK 2		WEEK 3		WEEK 4	
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)			START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS
TOTAL	UNDER 50	EM-PLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49												
22	23	54	24	25	26	27	28	29	30	31	32	33	34										
13	7	2					2	2	1	2	1			MON	WRLD-ENTERTAINMT	11.30	6	11.30	6	11.30	6	11.30	6
15	10	4					2	1	2	2	2			TUE	WRLD-ENTERTAINMT	11.30	6	11.30	6	11.30	6	11.30	6
9	5	2					1	2	2	2	1			WED	WRLD-ENTERTAINMT	11.30	6	11.30	6	11.30	6	11.30	6
8	2	3					1	1	1	1	1			THU	WRLD-ENTERTAINMT	12.00	8	12.00	8	11.30	6	11.30	10
10	8	3					2	3	2	2	2			FRI	WRLD-ENTERTAINMT	11.30	6	11.30	6	11.30	6	11.30	6
11	6	3					2	2	1	2	1			AV5	WRLD-ENTERTAINMT		32		32		30		34
28	10	6					4	3	3	3	2			SAT	ABC-NEWS: SAT-MOV	11.30	1	11.30	1	11.30	1	11.30	1
15	7	3					2	1	2	2	2			SUN	SUN FRMST MV	11.30	8	11.30	8	11.45	9	11.45	5
16	8	3					2	2	2	2	2			*SUN	SUN FRMST MV	11.30	8	11.30	8	11.45	7	11.45	7
2	2	1												MON	MARC-SCTLND YRD	11.30	2	11.30	2	11.30	2	11.30	2
4	4	1					1	1	1	1	1			TUE	DETECTIVES	11.30	2	11.30	2	11.30	2	11.30	2
4	4	2					1	1	1	1	1			THU	BOSTON BLACKIE	11.30	2	11.30	2	11.30	2	11.30	2
							1	1	1	1	1			SAT	SCI FICTN HORROR	11.30	10	11.30	10	11.30	10	11.30	10
34	20	5					5	3	4	6	5			SAT	11.00 SAT NEWS			11.45	1			11.45	1
11	8	4					2	2	2	2	3			SAT	SAT FOURMOST MOV	11.45	9	11.45	9	11.45	9	11.45	9
														SUN	FINAL FINAL:OFF	12.00	1	12.00	1			12.00	1
														MON	NWS, SPTS, WEA	12.00	1	12.00	1	12.00	1	12.00	1
														TUE	NWS, SPTS, WEA	12.00	1	12.00	1	12.00	1	12.00	1
														WED	NWS, SPTS, WEA	12.00	1	12.00	1				
														THU	NWS, SPTS, WEA	12.00	1	12.00	1	12.00	1		
														AV4	NWS, SPTS, WEA		4		4		3		2
														SAT	NWS, SPTS, WEA	12.15	1	12.15	1	12.15	1	12.15	1
														AV5	NWS, SPTS, WEA		5		5		4		3
														*AV5	NWS, SPTS, WEA		4		4		3		2
1	1													MON	LATE MOVIE	12.00	8	12.00	8	12.00	8	12.00	8
4	3	1					1	1	1	1	1			TUE	LATE MOVIE	12.00	8	12.00	8	12.00	8	12.00	8
														WED	LATE MOVIE	12.00	8	12.00	8	12.00	8	12.00	8
														THU	LATE MOVIE	12.00	8	12.00	8	12.00	8	12.00	8
3	2	1									1	1		FRI	LATE MOVIE	12.00	8	12.00	8	12.00	8	12.00	8
2	2	1									1	1		AV5	LATE MOVIE		40		40		39		38
														SUN	SUNDAY CINEMA II	12.00	7	12.00	8	12.00	8	12.00	8
														WED	NWS, SPTS, WEA					12.45	1	12.45	1
3														MON	FINAL	1.00	1	1.00	1	1.00	1	1.00	1
														TUE	FINAL	1.00	1	1.00	1	1.00	1	1.00	1
														WED	FINAL	1.00	1	1.00	1	1.00	1	1.00	1
8	8	2					1	1	1	2	2			THU	FINAL	1.00	1	1.00	1	1.00	1	1.00	1
														FRI	MIDNIGHT SPECIAL	1.00	4	1.00	4	1.00	4	1.00	4
														AV4	FINAL		4		4		4		4
														SAT	CLOSING:OFF	1.00	1	1.00	1				
														MON	NEWS:THOUGHT	1.00	1	1.00	1	1.00	1	1.00	1
2	1	1												TUE	NEWS:THOUGHT	1.00	1	1.00	1	1.00	1	1.00	1
														WED	NEWS:THOUGHT	1.00	1	1.00	1	1.00	1	1.00	1
7	5	2					1	1	1	1	2			FRI	FRI FOURMOST MOV	1.00	4	1.00	4	1.00	4	1.00	4
														AV3	NEWS:THOUGHT		3		3		3		3
4	4	2					3	3	1	1	1			FRI	NIGHTMARE TH II	1.15	3	1.15	3	1.15	3	1.15	3
														MON	FAITH			1.15	1	1.15	1	1.15	1
														TUE	FAITH	1.15	1	1.15	1	1.15	1	1.15	1
														WED	FAITH	1.15	1	1.15	1	1.15	1	1.15	1
														AV3	FAITH		2		3		3		3
4	3	1					1	1	1	1	1			MON	NEWS REPEAT	1.30	1	1.30	2			1.30	2
4	3	1					1	1	1	1	1			TUE	NEWS REPEAT		2	1.30	1			1.30	1
2	1	1												WED	NEWS REPEAT	1.30	2	1.30	2	1.30	1	1.30	2
3	2	1												AV3	NEWS REPEAT		3		5		1		5
7	2	4					1	1						SUN	NWS:RR:T	1.30	1	1.30	1				

PROGRAM AUDIENCE AVERAGES †

N.B. All data should be used recognizing sampling errors described in Section IV. A table of relative error thresholds is provided to aid the user in assessing the sampling error of reported household and persons audience levels. In general, audiences equal to or below the thresholds shown in Table B have a relative error in the range of 25-49% or 50+%. The user is reminded that 2 or 3-week program audience estimates have larger sampling errors than audiences based on the full 4-week measurement cycle.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES †

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																		
				METRO AREA %		DMA %		STATION TOTALS (000)														
				HOURS-HOLD RATING	SHARE	HOURS-HOLD RATING	SHARE	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN						MEN				
												TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64
1	2	3	4	8	9	10	53	11	12	13	14	15	16	17	18	19	20	21				
11.30PM	KOMO	MON	WRLD-ENTERTAINMT	3	26	3	28	22	32	32	22	15	6	9	7	11	6	17	4	8	6	10
		TUE	WRLD-ENTERTAINMT	3	31	3	29	22	30	30	20	16	4	11	9	11	5	14	6	7	4	7
		WED	WRLD-ENTERTAINMT	2	21	2	21	17	26	26	15	14	7	9	6	9	5	12	4	6	4	7
		THU	WRLD-ENTERTAINMT	2	23	2	22	15	18	17	11	9	2	3	1	4	6	8	4	5	4	7
		FRI	WRLD-ENTERTAINMT	3	17	3	17	21	34	26	10	15	9	12	5	7	3	11	7	9	3	5
		AV5	WRLD-ENTERTAINMT	2	23	2	22	19	27	25	15	13	5	8	5	8	5	12	5	7	4	7
		SAT	ABC-NEWS: SAT-MOV	5	23	5	21	41	54	52	38	31	9	13	8	20	18	21	5	10	7	13
		SUN	SUN FRMST MV	3	46	3	42	21	31	30	19	17	5	9	7	14	8	13	6	9	6	9
		*SUN	SUN FRMST MV	3	45	3	41	22	34	33	21	19	6	10	7	14	9	14	6	9	6	9
		11.45PM	KTVW	MON	MARC-SCYLD YRD	1	4	-	3	5	6	6	1	2	2	2	2	2	4	3	4	3
TUE	DETECTIVES			1	6	1	5	6	10	10	3	5	3	5	4	4	5	4	5	4	4	
THU	BOSTON BLACKIE			-	3	-	3	6	13	10	2	4	3	4	4	4	6	5	6	4	4	
SAT	SCI FICTN HORROR			1	7	1	6	6	13	10	2	4	3	4	4	4	6	5	6	4	4	
11.45PM	KING	SAT	11.00 SAT NEWS	6	37	7	37	56	109	87	55	47	16	30	19	34	17	40	16	26	21	31
	KOMO	SAT	SAT FOURMOST MOV	2	21	2	23	19	32	28	11	13	7	10	5	7	3	15	10	13	7	8
12.00AM	KING	SUN	FINAL FINAL:OFF	-	3	-	3															
		MON	NWS, SPTS, WEA	-	3	-	3															
		TUE	NWS, SPTS, WEA	-	3	-	3															
		WED	NWS, SPTS, WEA	-	3	-	3															
		THU	NWS, SPTS, WEA	-	3	-	3															
		AV4	NWS, SPTS, WEA	-	3	-	3															
		SAT	NWS, SPTS, WEA	-	3	-	3															
		AV5	NWS, SPTS, WEA	-	3	-	3															
		*AV5	NWS, SPTS, WEA	-	3	-	3															
		12.00AM	KTVW	MON	LATE MOVIE	1	9	-	3	4	6	6	2	2	2	2	1	1	4	2	3	2
TUE	LATE MOVIE			1	18	1	15	6	10	10	4	4	2	3	3	1	6	4	5	3	3	
WED	LATE MOVIE			-	3	-	3															
THU	LATE MOVIE			-	3	-	3															
FRI	LATE MOVIE			1	7	1	7	6	8	8	4	3	1	2	2	3	1	5	3	5	3	3
AV5	LATE MOVIE			1	9	1	8	5	8	8	4	3	1	2	2	2	1	5	3	4	2	3
SUN	SUNDAY CINEMA II			-	3	-	3															
12.45AM	KTNT	WED	NWS, SPTS, WEA	-	3	-	3															
1.00AM	KING	MON	FINAL	-	3	-	3															
		TUE	FINAL	-	3	-	3															
		WED	FINAL	-	3	-	3															
		THU	FINAL	1	10	-	3	4	5	5	3	3	6	9	7	3	3	2	2	2	5	6
		FRI	MIDNIGHT SPECIAL	3	34	2	34	19	23	20	5	9	6	9	7	7	11	9	10	5	6	
		AV4	FINAL	-	3	-	3															
		KIRO	SAT	CLOSING:OFF	-	3	-	3														
1.00AM	KONO	MON	NEWS:THOUGHT	-	3	-	3															
		TUE	NEWS:THOUGHT	1	18	-	3	3	7	7	4	4	2	3	1	2	1	3	1	1	2	
		WED	NEWS:THOUGHT	-	3	-	3															
		FRI	FRI FOURMOST MOV	2	26	2	25	14	19	17	6	8	4	6	3	5	2	9	7	8	5	6
AV3	NEWS:THOUGHT	-	3	-	3																	
1.15AM	KIRO	FRI	NIGHTMARE TH II	2	24	1	22	12	17	11	6	5	3	5	4	4	6	2	5	5	6	
		MON	FAITH	-	3	-	3															
		TUE	FAITH	-	3	-	3															
1.30AM	KIRO	MON	NEWS REPEAT	1		1		5	6	6	5	4	1	3	3	4	1	2	2	2	2	
		TUE	NEWS REPEAT	1		1		6	10	8	1	4	3	3	1	2	1	4	4	4	3	
		WED	NEWS REPEAT	1		1		8	9	9	5	2	1	1	1	2	1	7	3	4	3	
		AV3	NEWS REPEAT	1		1		7	8	8	5	3	1	2	2	3	1	5	2	3	2	
1.30AM	KONO	SUN	NWS:RR:T	1		1		7	9	9	7	7	2	2	2	7	5	2				

† INCLUDES PROGRAMS TELECAST BY LOCAL COMMERCIAL STATIONS IN AT LEAST 2 OUT OF THE 4 MEASURED WEEKS. Individual-day audience estimates exclude pre-emptions, if any. Monday-Friday averages for time periods prior to 4:30PM (3:30PM CTZ/MTZ) include pre-emptions, if any. For additional detail, see User's Guide on inside back cover and NSI Reference Supplement.
 * "Normal" program average. See User's Guide. † Other Programming or Off-the-Air. Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III.
 - Below Minimum Audience Standards. See Table 4. BMS Below Minimum Sample Standards. See Section III.

AVERAGE QUARTER-HOUR AUDIENCES														DAY	PROGRAM	START TIME & NUMBER OF QUARTER-HOURS AVERAGED								
STATION TOTALS (000)							DESIGNATED MARKET AREA %									WEEK 1		WEEK 2		WEEK 3		WEEK 4		
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)			START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	
TOTAL	UNDER 50	EM-PLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)											
71	42	16	10	5	1	1	9	8	8	12	11	4		THU	KUNG FU	10.30	4	10.30	4					
8	1						1			1	1			MON	WHATS MY LINE			10.30	2	10.30	2	10.30	2	
7	1						1			1	1			TUE	WHATS MY LINE	10.30	2	10.30	2	10.30	2	10.30	2	
4	1	1	1	1			1			1	1			WED	WHATS MY LINE	10.30	2	10.30	2	10.30	2	10.30	2	
6	1						1			1	1			THU	WHATS MY LINE	10.30	2	10.30	2	10.30	2	10.30	2	
7	1	3	1	1			1			1	1			FRI	WHATS MY LINE	10.30	2	10.30	2	10.30	2	10.30	2	
6	1	1	1	1			1			1	1			AV5	WHATS MY LINE		8		10		10		10	
4	2	1	1	1			1			1	1			SAT	PROTECTORS	10.30	2	10.30	2	10.30	2	10.30	2	
														SUN	GARNER ARMSTRONG	10.30	2	10.30	2	10.30	2	10.30	2	
7	6	3	1	1			1	2	1	1	1			WED	INVISIBLE MAN	10.30	2	10.30	2	10.30	2	10.30	2	
4	3	1	1	1			1	1	1	1	1			THU	PHIL SILVERS SHW	10.30	2	10.30	2	10.30	2	10.30	2	
2	2	2	1	1			1			1	1			SAT	PRISONER	10.30	4	10.30	4	10.30	4	10.30	4	
2	2	1	1	1			1			1	1			SUN	ROLL IN ON RIVER	10.30	2	10.30	2	10.30	2	10.30	2	
42	26	12	6	2			5	4	5	4	4	2		MON	11.00 NEWSERVICE	11.00	2	11.00	2	11.15	1	11.15	1	
38	21	10	2	1			5	4	4	5	5	1		TUE	11.00 NEWSERVICE	11.00	2	11.00	2	11.00	2	11.00	2	
49	32	17	6	3			6	6	6	5	5	2		WED	11.00 NEWSERVICE	11.00	2	11.00	2	11.00	2	11.00	2	
43	18	11	3	1		1	6	3	4	4	3	1		THU	11.00 NEWSERVICE	11.00	2	11.00	2	11.00	2	11.00	2	
61	39	13	6	2			9	9	9	6	5	2		FRI	11.00 NEWSERVICE	11.00	2	11.00	2	11.00	2	11.00	2	
47	27	12	4	2			6	5	6	5	5	2		AV5	11.00 NEWSERVICE	11.00	10		10		9		9	
14	12	7	2				2	2	2	1	2	1		SUN	THRILLER	11.00	4	11.00	4	11.00	4			
49	32	10	5	2			6	6	6	5	5	2		MON	EYEWITNESS NEWS	11.00	2	11.00	2	11.00	2	11.00	2	
38	30	5					5	6	6	4	4			TUE	EYEWITNESS NEWS	11.00	2	11.00	2			11.00	2	
40	26	6	3				5	4	5	6	5	1		WED	EYEWITNESS NEWS	11.00	2	11.00	2	11.00	2	11.00	2	
36	24	7	3	1			4	3	5	4	4	1		THU	EYEWITNESS NEWS	11.00	2	11.00	2	11.00	2	11.00	2	
36	25	9	7	2			4	5	5	5	5	2		FRI	EYEWITNESS NEWS	11.00	2	11.00	2	11.00	2	11.00	2	
41	28	8	4	1			5	5	5	5	5	1		AV4	EYEWITNESS NEWS		8		8		6		6	
17	15	5	5	2			2	3	3	2	2	2		SAT	SATURDAY MOVIE	11.00	8	11.00	8	12.00	8	11.00	12	
41	24	7	2	1			5	4	5	5	4	1		SUN	CBS SUNDAY NEWS	11.00	1	11.00	1	11.00	1	11.00	1	
38	24	7	2	1			5	4	5	5	4	1		EYEWITNESS NEWS	11.15	1	11.15	1	11.15	1	11.15	1		
40	27	8	4	1			5	5	5	5	5	1		AV5	EYEWITNESS NEWS		9		9		7		7	
32	18	6	1	1			4	2	3	5	4			MON	NEWS FINAL	11.00	2	11.00	2	11.00	2	11.00	2	
46	28	9	5	2			6	3	5	4	4	2		TUE	NEWS FINAL	11.00	2	11.00	2	11.00	2	11.00	2	
38	19	7	3	1			2	4	3	4	4	1		WED	NEWS FINAL	11.00	2	11.00	2	11.00	2	11.00	2	
36	20	7	5	4			1	4	3	4	5	4		THU	NEWS FINAL	11.30	2	11.30	2	11.00	2	11.00	2	
51	32	11	9	7			1	6	6	6	6	3		*THU	NEWS FINAL					11.00	2	11.00	2	
40	23	11	11	7			9	7	5	5	6	5	4	FRI	NEWS FINAL	11.00	2	11.00	2	11.00	2	11.00	2	
38	21	8	5	3			2	5	3	4	5	4	2	AV5	NEWS FINAL		10		10		10		10	
40	23	8	5	3			2	5	3	5	5	2	1	*AV5	NEWS FINAL		8		8		10		10	
39	15	8	3	2			2	6	3	4	5	4	1	SAT	SAT NEWS FINAL	11.00	2	11.00	2	11.00	2	11.00	2	
52	30	7	3	2			2	6	4	6	9	9	1	SUN	SUN NEWS FINAL	11.00	1	11.00	1	11.15	1	11.00	2	
4	1	2	1	1			1	1	1	1	1			MON	UNTOUCHABLES	11.00	4	11.00	4	11.00	4	11.00	4	
6	5	2	1	1			1	1	1	1	1			TUE	UNTOUCHABLES	11.00	4	11.00	4	11.00	4	11.00	4	
6	5	3					1	1	1	1	1			WED	SPCL MOVIE					11.00	7	11.00	7	
4	4	2								1	2			THU	UNTOUCHABLES	11.00	4	11.00	4	11.00	4	11.00	4	
4	2		1	1						1	1			FRI	FRI NIGHT MOVIE	11.00	6	11.00	7	11.00	8	11.00	8	
5	3	2	1	1				1	1	1	1			AV4	UNTOUCHABLES		16		16		12		12	
6	4	4	3	1			1	1	1	1	1			SAT	ROLLER DERBY	11.00	5	11.00	5	11.00	5	11.00	5	
														SUN	NWS, SPTS, WEA	11.00	1	11.00	1	11.00	1	11.00	1	
3	3	1	1					1	1	1	1			MON	CISCO KID	11.00	2	11.00	2	11.00	2	11.00	2	
3	3	1					1	1	1	1	1			TUE	MR AND MRS NORTH	11.00	2	11.00	2	11.00	2	11.00	2	
5	5	1					1	1	1	1	1			WED	BURKES LAW	11.00	4	11.00	4	11.00	4	11.00	4	
														THU	MR DISTRICT ATTY	11.00	2	11.00	2	11.00	2	11.00	2	
3	3	2	2	2				1	1	1	1			SUN	SOUL TRAIN	11.00	4	11.00	4	11.00	4	11.00	4	
36	15	6					4	2	3	5	4			SUN	ABC WKND NWS	11.15	1	11.15	1	11.30	1	11.30	1	
48	24	10					6	2	5	7	5			*SUN	ABC WKND NWS	11.15	1	11.15	1					
16	11	3	1				2	2	2	2	3			MON	TONIGHT SHDW	11.30	6	11.30	6	11.45	5	11.45	5	
15	10	5	1				2	2	2	2	2			TUE	TONIGHT SHDW	11.30	6	11.30	6	11.30	6	11.30	6	
18	11	7	2	1			2	3	2	2	2	1		WED	TONIGHT SHDW	11.30	6	11.30	6	11.30	6	11.30	6	
17	9	6	1				2	1	2	2	2			THU	TONIGHT SHDW	11.30	6	11.30	6	11.30	6	11.30	6	
30	22	8	3	1			4	4	4	4	4	1		FRI	TONIGHT SHOW	11.30	6	11.30	6	11.30	6	11.30	6	
19	12	6	1				2	2	2	2	3			AV5	TONIGHT SHOW		30		30		29		29	
19	14	4	2	1			2	2	3	3	3	1		SAT	5 STAR MOVIE	11.30	8	12.00	8	11.30	9	12.00	8	
20	14	4	2	1			2	2	3	3	3	1		*SAT	5 STAR MOVIE	11.30	8	12.00	7	11.30	9	12.00	7	
12	9	2	2	1			1	1	2	1	1	1		MON	CBS LATE MOV	11.30	7	11.30	8	11.30	8	11.30	8	
6	4	2					1	1	1	1	1			TUE	CBS LATE MOV	11.30	10	11.30	7	11.45	9	11.30	8	
13	8	3					2	2	2	2	2			WED	CBS LATE MOV	11.30	8	11.30	8	11.30	7	11.30	8	
12	10	1					2	2	2	1	1			THU	CBS LATE MOV	11.30	9	11.30	10	12.00	8	11.30	7	
17	14	8	11	5			2	3	3	2	3	4		FRI	NIGHTMARE THEATR	11.30	7	11.30	7	11.30	7	11.30	7	
11	7	2	1				1	1	1	1	1			AV4	CBS LATE MOV		34		33		32		31	
8	5	3	2	2			2	3	2	2	2	1		SUN	CBS LATE MOV	11.30	9	11.30	10	11.30	10	11.30	8	
10	7	2	1	1			1	2	2	1	1			AV5	CBS LATE MOV		43		43		42		39	

PROGRAM AUDIENCE AVERAGES †

N.B. All data should be used recognizing sampling errors described in Section IV. A table of relative error thresholds is provided to aid the user in assessing the sampling error of reported household and persons audience levels. In general, audiences equal to or below the thresholds shown in Table B have a relative error in the range of 25-49% or 50+%. The user is reminded that 2 or 3-week program audience estimates have larger sampling errors than audiences based on the full 4-week measurement cycle.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES †

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																		
				METRO AREA %		DMA %		STATION TOTALS (000)														
				HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN					MEN					
												1	2	3	4	8	9	10	53	TOTAL	18-34	18-49
10.30PM	KONO	THU	KUNG FU	14	40	14	40	112	167	156	95	72	26	43	35	55	29	84	35	51	41	64
	KTNT	MON	WHATS MY LINE	1	3	1	3	11	15	15	12	8	1	1	1	4	7	7	2	3	3	6
		TUE	WHATS MY LINE	1	4	1	3	11	14	14	14	7		1	1	4	6	7		2	2	4
		WED	WHATS MY LINE	1	2	1	3	9	11	10	8	5		1	1	2	4	5	2	3	2	4
		THU	WHATS MY LINE	1	3	1	3	11	16	16	15	9	1	2	1	3	7	7		1	1	4
		FRI	WHATS MY LINE	1	2	1	2	6	11	10	10	6		1	1	3	5	4		1	1	3
		AV5	WHATS MY LINE	1	3	1	3	9	13	13	12	7		1	1	3	6	6		1	2	4
		SAT	PROTECTORS	1	2	1	3	10	12	11	10	4	1	2	2	4	2	7		5	2	6
		SUN	GARNER ARMSTRONG	-.3		-.3																
	KTVH	WED	INVISIBLE MAN	1	3	1	3	11	15	14	7	8	5	7	5	6	1	6		6	5	5
		THU	PHIL SILVERS SHW	1	2	1	1	5	10	9	3	6	4	5	4	5	1	3	2	3	2	2
		SAT	PRISONER	1	2	1	2	6	14	8	4	3	1	2	2	2	1	5	3	4	2	3
		SUN	ROLL IN ON RIVER	1	1	-.3		3	7	6	1	2	1	2	2	2		4	4	4	2	2
11.00PM	KING	MON	11.00 NEWSERVICE	8	33	7	31	57	76	70	53	42	12	26	22	31	16	28	5	16	15	24
		TUE	11.00 NEWSERVICE	6	27	7	28	52	73	71	42	38	13	21	21	33	17	33	16	24	17	24
		WED	11.00 NEWSERVICE	8	30	8	30	62	94	87	53	50	21	32	27	43	18	37	13	24	19	28
		THU	11.00 NEWSERVICE	7	25	7	26	60	79	76	56	43	9	18	18	33	25	33	11	17	13	22
		FRI	11.00 NEWSERVICE	10	33	10	34	79	119	113	67	70	29	46	32	47	24	43	17	27	24	35
		AV5	11.00 NEWSERVICE	8	29	8	30	62	87	83	53	48	17	28	24	38	20	35	13	22	18	27
		SUN	THRILLER	3	19	2	17	20	27	25	12	14	7	12	10	12	2	11	6	9	4	6
	KIRD	MON	EYEWITNESS NEWS	9	35	8	32	60	89	84	51	50	19	32	28	40	18	34	14	24	19	25
		TUE	EYEWITNESS NEWS	7	30	6	26	50	71	71	40	39	18	30	25	30	9	32	13	19	18	26
		WED	EYEWITNESS NEWS	9	35	8	32	64	87	84	59	40	13	26	25	33	14	44	12	23	20	31
		THU	EYEWITNESS NEWS	7	25	6	22	50	71	66	48	37	11	24	21	29	13	29	7	17	17	22
		FRI	EYEWITNESS NEWS	7	25	7	23	55	87	72	46	37	15	25	20	28	12	35	11	22	19	25
		AV4	EYEWITNESS NEWS	8	31	7	28	57	83	77	49	41	16	28	24	32	13	36	12	22	19	27
		SAT	SATURDAY MOVIE	4	26	4	24	29	40	34	14	20	12	18	12	14	2	14	8	12	11	13
		SUN	CBS SUNDAY NEWS	7	35	7	33	55	79	77	55	41	12	24	21	33	17	36	10	20	18	27
		AV5	EYEWITNESS NEWS	7	37	7	35	52	73	71	49	38	12	24	21	32	14	33	10	19	17	25
		AV5	EYEWITNESS NEWS	8	32	7	29	57	82	76	49	40	15	27	24	32	13	36	12	22	19	26
	KONO	MON	NEWS FINAL	7	27	7	29	55	71	70	53	32	7	18	17	24	14	38	10	21	19	27
		TUE	NEWS FINAL	8	33	8	32	60	85	78	57	46	11	28	22	31	18	32	10	20	14	20
		WED	NEWS FINAL	6	25	7	26	52	74	69	50	38	9	19	17	29	19	31	10	17	13	21
		THU	NEWS FINAL	7	31	7	33	57	77	71	45	37	12	21	16	26	16	34	14	19	14	22
		*THU	NEWS FINAL	10	40	10	39	82	110	100	56	53	20	34	27	37	19	47	24	32	21	29
		FRI	NEWS FINAL	9	30	9	30	68	103	83	51	41	16	25	21	32	16	42	16	25	17	27
		AV5	NEWS FINAL	7	29	7	30	58	82	74	51	39	11	22	19	28	17	35	12	20	15	23
		*AV5	NEWS FINAL	8	30	8	30	61	86	78	53	41	12	24	20	30	17	37	13	22	16	24
		SAT	SAT NEWS FINAL	8	25	8	25	63	87	82	62	47	12	20	12	30	27	35	8	17	12	24
		SUN	SUN NEWS FINAL	10	48	10	46	76	119	114	75	52	14	30	27	41	22	62	25	39	25	41
	KTNT	MON	UNTOUCHABLES	1	4	1	5	8	13	12	7	4	1	1	1	3	3	8	4	5	5	7
		TUE	UNTOUCHABLES	1	6	1	6	11	17	16	9	6	3	5	5	6	1	10	4	7	5	7
		WED	SPL MOVIE	-.3		-.3																
		THU	UNTOUCHABLES	1	4	1	4	8	11	11	9	6	2	5	5	6	1	5	4	4	4	5
		THU	UNTOUCHABLES	1	4	1	4	9	14	14	8	4	1	4	4	4		10	5	8	4	5
		FRI	FRI NIGHT MOVIE	1	4	1	5	9	12	11	8	4	1	2	1	3	2	7	2	3	2	4
		AV4	UNTOUCHABLES	1	5	1	5	9	14	13	7	5	2	3	3	4	2	8	4	6	5	6
		SAT	ROLLER DERBY	1	6	2	6	13	17	14	8	6	3	4	3	5	2	8	3	7	5	6
		SUN	NWS, SPTS, WEA	-.3		-.3																
	KTVH	MON	CISCO KID	1	2	1	2	5	11	10	2	4	3	4	3	3		6	5	6	3	3
		TUE	MR AND MRS NORTH	1	3	1	2	5	9	9	2	4	3	4	3	3		5	4	5	4	4
		WED	BURKES LAW	1	4	1	4	7	9	9	2	5	4	5	4	4		4	3	4	2	2
		THU	MR DISTRICT ATTY	-.3		-.3																
		SUN	SOUL TRAIN	1	4	1	3	5	10	8	2	3	2	3	2	2		5	4	5	3	3
11.15PM	KONO	SUN	ABC WKND NWS	6	43	6	43	51	72	72	59	36	5	15	15	30	21	36	8	18	16	26
	*SUN	ABC WKND NWS	8	43	9	47	69	96	96	78	48	7	24	24	40	24	48	11	25	23	36	
11.30PM	KING	MON	TONIGHT SHOW	4	40	3	36	27	35	34	18	17	7	11	9	13	6	17	9	14	11	12
		TUE	TONIGHT SHOW	3	34	3	35	25	32	31	18	16	6	10	10	15	6	15	7	11	8	10
		WED	TONIGHT SHOW	3	35	3	33	26	35	33	20	20	9	12	9	14	8	13	4	8	6	10
		THU	TONIGHT SHOW	4	31	4	32	32	35	34	24	17	3	9	9	14	8	17	7	10	6	8
		FRI	TONIGHT SHOW	6	38	6	36	45	62	59	30	31	15	23	19	25	8	28	14	20	16	20
		AV5	TONIGHT SHOW	4	36	4	34	31	39	38	22	20	8	13	11	16	7	18	8	13	9	12
		SAT	5 STAR MOVIE	4	32	3	31	28	42	40	25	20	8	15	11	16	5	20	7	14	11	15
		*SAT	5 STAR MOVIE	4	32	4	31	29	44	42	27	21	8	16	11	16	5	21	7	15	12	15
	KIRD	MON	CBS LATE MOV	2	26	2	25	17	21	19	12	12	4	9	8	11	3	7	3	5	4	5
		TUE	CBS LATE MOV	1	16	1	18	10	13	12	8	6	3	4	3	4	2	6	1	3	3	4
		WED	CBS LATE MOV	3	35	3	34	23	29	29	18	13	5	8	8	12	5	16	6	9	8	11

AVERAGE QUARTER-HOUR AUDIENCES														START TIME & NUMBER OF QUARTER-HOURS AVERAGED															
STATION TOTALS (000)														DESIGNATED MARKET AREA %															
LADY OF HOUSE				TEENS			CHILDREN			WOMEN			MEN			TOTAL TEENS (12-17)		TOTAL CHILDREN (2-11)		DAY	PROGRAM	WEEK 1		WEEK 2		WEEK 3		WEEK 4	
TOTAL	UNDER 50	EM-EMPLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS			START TIME	NO. QTR. HRS						
22	23	54	24	25	26	27	28	29	30	31	32	33	34																
47	29	7	22	8	11	10	6	6	6	12	9	8	3	MON	MON NIGHT BASEBL					8.15	11	8.15	11						
81	53	24	30	13	14	12	10	10	11	8	8	11	3	WED	WED MYSTERY MOV	8.30	6	8.30	6	8.30	6	8.30	6						
87	44	20	27	13	33	19	13	10	11	10	8	10	8	FRI	LITTLE PEOPLE			8.30	2	8.30	2	8.30	2						
122	87	41	38	17	27	19	17	21	20	16	18	14	6	SUN	SUN MYSTERY MOV	8.30	6	8.30	6	8.30	6	8.30	6						
98	57	26	23	11	20	15	13	13	13	10	10	9	5	TUE	HAWAII FIVE-O	8.30	4	8.30	4	8.30	4	8.30	4						
65	39	16	22	14	28	21	9	11	9	7	8	8	7	SAT	BRIOGET-BERNIE	8.30	2	8.30	2	8.30	2	8.30	2						
69	45	20	23	10	16	15	10	9	10	9	9	9	4	SUN	MANNIX	8.30	4	8.30	4	8.30	4	8.30	4						
85	59	24	52	31	16	15	11	15	13	10	11	20	4	TUE	TUES MOVIE-WEEK			8.30	6	8.30	6	8.30	6						
65	48	13	49	32	140	100	9	11	10	6	8	18	33	FRI	PARTRIDGE FAMILY	8.30	2	8.30	2	8.30	2	8.30	2						
71	26	17	13	7	9	2	11	5	6	7	5	5	2	SAT	TOUCH OF GRACE			8.30	2	8.30	2	8.30	2						
6	5	3	2	1	4	4	1	1	1	1	1	1	1	SAT	DRAGNET	8.30	2	8.30	2	8.30	2	8.30	2						
10	1	1	1	1	1	1	1	1	1	1	1	1	1	SUN	PASSPORT-TRAVEL	8.30	2	8.30	2	8.30	2	8.30	2						
70	50	21	22	11	7	6	9	9	10	8	9	8	2	MON	MON AT MOVIE	9.00	8	9.00	8	9.00	4	9.00	4						
120	71	25	20	13	13	17	15	16	9	7	7	3	3	THU	IRONSIDE	9.00	4			9.00	4	9.00	4						
47	33	12	22	11	23	20	7	9	8	5	5	8	6	FRI	CIRCLE OF FEAR	9.00	4	9.00	4	9.00	4	9.00	4						
76	47	18	24	6	17	15	10	11	10	11	12	9	4	SAT	SAT NIGHT-MOVIES	9.00	8	9.00	11	9.00	9	9.00	11						
55	34	14	27	16	25	18	7	6	8	5	4	10	6	MON	HERES LUCY	9.00	2	9.00	2	9.00	2	9.00	2						
83	62	22	10	7	10	10	10	12	5	6	4	2	2	WED	MEDICL CENTR			9.00	2	10.00	4	10.00	4						
68	47	17	11	6	4	4	10	12	12	7	8	4	1	WED	DAN AUGUST			9.00	4	9.00	4	9.00	4						
68	50	12	20	12	18	11	9	12	10	7	9	7	4	THU	THUR NIGHT MOVIE	9.00	4	9.00	4	9.00	8	9.00	8						
56	41	10	12	5	5	4	7	9	9	6	7	4	1	FRI	KIRD FRIDAY-MOV	9.00	8	9.00	8	9.00	8	9.00	8						
78	52	23	14	6	13	10	10	11	11	6	8	5	3	AV2	MEDICL CENTR			9.00	4	9.00	4	9.00	4						
75	56	17	15	9	14	11	10	11	11	6	8	5	3	*AV2	MEDICL CENTR			9.00	4	9.00	4	9.00	4						
68	50	12	20	12	18	11	9	12	10	7	9	7	4	SAT	MARY TYLER MOORE	9.00	2	9.00	2	9.00	2	9.00	2						
90	56	20	45	26	37	32	14	15	15	11	11	17	9	SAT	MARY TYLER MOORE	9.00	2	9.00	2	9.00	2	9.00	2						
101	75	20	27	9	7	5	13	16	15	12	14	10	1	MON	MON NIGHT MOVIE	9.00	8	9.00	6	9.00	8	9.00	8						
36	64	30	73	30	18	18	15	22	19	19	20	27	4	THU	KUNG FU	9.00	4	9.00	4	9.00	4	9.00	4						
75	52	18	48	28	106	78	11	13	12	9	10	18	26	FRI	ROOM 222	9.00	2	9.00	2	9.00	2	9.00	2						
70	33	16	11	9	12	9	10	8	8	7	5	4	3	SAT	STRAUSS FAMILY	9.00	4	9.00	4	9.00	4	9.00	4						
76	49	15	50	18	20	18	11	12	12	13	14	18	5	SUN	SUN NIGHT MOVIE			9.00	8	9.00	8	9.00	8						
10	5	3	2	1	6	6	1	1	1	1	1	1	1	SAT	IT TAKES A THIEF	9.00	4	9.00	4	9.00	4	9.00	4						
5	2	2	2	1	1	1	1	1	1	1	1	1	1	SUN	DAY OF DISCOVERY	9.00	2	9.00	2	9.00	2	9.00	2						
2	1	1	1	1	1	1	1	1	1	1	1	1	1	SUN	8 BALL CHAMPIONS	9.00	2	9.00	2	9.00	2	9.00	2						
50	30	14	20	13	10	8	7	5	7	4	3	7	2	MON	DORIS DAY	9.30	2	9.30	2	9.30	2	9.30	2						
55	44	17	5	3	2	1	7	10	9	6	8	2	2	TUE	TUES NIGHT MOVIE	9.30	6	9.30	6	9.30	6	9.30	6						
88	55	16	42	27	30	25	13	13	14	10	10	16	7	SAT	BOB NEUHART	9.30	2	9.30	2	9.30	2	9.30	2						
73	49	16	20	8	7	6	9	8	10	8	9	7	2	SUN	BARNABY JONES	9.30	4	9.30	4	9.30	4	9.30	4						
85	60	19	49	27	69	52	12	14	14	9	10	18	16	FRI	ODD COUPLE	9.30	2	9.30	2	9.30	2	9.30	2						
														SUN	SCENARIO OF 70S	9.30	2	9.30	2	9.30	2	9.30	2						
2	2	1	2	2	2	2	1	1	1	1	1	1	1	SUN	JONATHAN WINTERS	9.30	2	9.30	2	9.30	2	9.30	2						
55	31	11	13	8	6	6	7	5	7	8	8	5	2	TUE	NBC REPORTS			10.00	4	10.00	4	10.00	4						
45	38	12	16	7	7	5	6	9	8	7	8	6	2	WED	SEARCH	10.00	4	10.00	4	10.00	4	10.00	4						
67	39	16	7	3	9	8	9	8	9	8	5	3	2	THU	DEAN MARTIN	10.00	4	10.00	4	10.00	4	10.00	4						
66	42	14	17	9	7	7	10	11	10	5	4	6	2	FRI	BOLD ONES	10.00	4	10.00	4	10.00	4	10.00	4						
62	46	22	19	12	4	4	9	10	10	9	10	7	1	SUN	NIGHT GALLERY			10.00	2	10.00	2	10.00	2						
76	44	18	12	4	3	2	10	11	10	10	10	5	1	WED	CANNON	10.00	4	10.00	4	10.00	4	10.00	4						
88	56	23	33	21	30	25	12	13	12	11	10	12	7	SAT	CAROL BURNETT	10.00	4	10.00	4	10.00	4	10.00	4						
135	96	27	73	14	3	4	17	21	20	11	13	8	1	TUE	MARCUS WELBY MD			10.00	4	10.00	4	10.00	4						
79	55	17	8	4	4	4	10	9	11	7	8	3	1	WED	OWEN MARSHALL	10.00	4	10.00	4	10.00	4	10.00	4						
67	40	15	7	4	8	7	8	7	7	11	11	3	1	THU	ISSUES 73	10.00	2	10.00	2	10.00	2	10.00	2						
108	66	22	18	7	6	4	15	16	15	15	15	7	1	THU	STREETS-SAN FRAN			10.00	4	10.00	4	10.00	4						
60	48	17	39	21	43	39	8	11	11	6	8	15	10	FRI	LOVE AMER STYLE	10.00	4	10.00	4	10.00	4	10.00	4						
34	18	8	12	8	8	6	6	6	5	5	6	4	2	SAT	MEN	10.00	4	10.00	4	10.00	4	10.00	4						
10	3	1	1	1	1	1	1	1	1	1	1	1	1	MON	ACTION NEWS	10.00	2	10.00	2	10.00	2	10.00	2						
9	2	1	2	1	1	1	2	2	2	2	1	1	1	TUE	ACTION NEWS	10.00	2	10.00	2	10.00	2	10.00	2						
10	1	1	1	1	1	1	1	1	1	1	1	1	1	WED	ACTION NEWS	10.00	2	10.00	2	10.00	2	10.00	2						
8	1	1	1	1	1	1	1	1	1	1	1	1	1	THU	ACTION NEWS	10.00	2	10.00	2	10.00	2	10.00	2						
8	2	3	2	2	1	1	1	1	1	1	1	1	1	FRI	ACTION NEWS	10.00	2	10.00	2	10.00	2	10.00	2						
9	2	2	1	1	1	1	1	1	1	2	2	1	1	AV5	ACTION NEWS			10	10	10	10	10	10						
6	3																												

NSI Average Week Estimates - 4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																		
				METRO AREA %		DMA %		STATION TOTALS (000)														
				HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN					MEN					
												11	12	13	14	15	16	17	18	18-49	25-49	25-64
1	2	3	4	8	9	10	53	11	12	13	14	15	16	17	18	18-49	25-49	25-64				
8.15PM	KING	MON	MON NIGHT BASE8L	15	31	14	30	110	172	139	104	51	18	32	25	34	19	88	17	40	38	66
8.30PM	KING	WED	WEO MYSTERY MDV	15	29	15	28	116	188	144	88	85	34	56	43	65	29	59	22	39	28	41
		FRI	LITTLE PEOPLE	18	38	17	35	135	235	175	125	103	31	55	39	66	48	72	19	35	29	50
		SUN	SUN MYSTERY MDV	20	38	19	38	153	322	257	136	141	68	102	69	95	39	116	53	83	68	89
	KIRD	TUE	HAWAII FIVE-O	18	34	16	32	129	224	181	109	107	41	65	43	68	42	74	31	47	32	43
		SAT	BRIDGET-BERNIE	13	28	12	25	96	177	127	68	74	34	47	33	55	27	53	25	37	26	37
		SUN	MANNTX	15	28	13	25	102	181	142	91	77	29	52	40	58	25	65	22	43	36	51
	KOMO	TUE	TUES MOVIE-WEEK	17	35	16	32	124	230	162	83	92	46	66	43	60	26	70	33	49	38	52
		FRI	PARTRIDGE FAMILY	16	34	17	34	134	308	119	61	74	36	53	40	49	21	45	22	35	24	30
		SAT	TOUCH OF GRACE	11	24	11	23	89	156	134	106	85	16	33	29	54	52	49	12	24	18	30
	KTNT	SAT	DRAGNET	1	2	1	3	11	20	14	10	9	3	7	6	2	5	1	3	2	2	5
		SUN	PASSPORT-TRAVEL	2	3	2	3	17	19	18	15	11		1	1	6	10	7	3	3	2	2
9.00PM	KING	MON	MON AT MOVIE	13	26	12	26	97	158	129	79	72	28	52	39	56	20	57	22	44	34	44
		THU	IRONSIDE	20	34	20	33	159	237	204	137	137	49	81	58	87	56	67	18	34	29	49
		FRI	CIRCLE OF FEAR	9	19	9	18	73	140	95	50	58	28	41	29	38	17	37	17	25	20	26
		SAT	SAT NIGHT-MOVIES	14	32	14	32	108	206	165	93	84	36	54	41	62	30	81	36	56	46	66
	KIRO	MON	HERES LUCY	12	22	11	21	84	145	93	61	61	21	38	25	38	23	32	11	18	12	21
			MEDICL CENTR	11	28	12	30	94	138	118	74	84	31	63	52	61	21	34	13	29	24	30
		WED	DAN AUGUST	14	29	12	26	98	145	130	67	80	39	59	38	56	21	50	24	37	29	37
			MEDICL CENTR	13	23	13	23	101	165	127	63	76	38	53	36	45	23	51	26	41	30	37
		THU	THUR NIGHT MOVIE	11	20	10	18	76	121	104	60	60	28	44	35	44	16	44	16	31	26	35
		FRI	KIRO FRIDAY-MOV	15	33	14	31	111	175	148	94	82	33	54	41	61	28	66	21	41	36	52
		AV2	MEDICL CENTR	12	25	12	26	98	152	123	70	80	34	58	44	53	22	43	19	35	27	33
		*AV2	MEDICL CENTR	13	23	13	23	101	165	127	63	76	38	53	36	45	23	51	26	41	30	37
		SAT	MARY TYLER MOORE	19	39	18	36	141	269	187	108	109	47	74	46	72	35	78	32	52	36	50
	KOMO	MON	MON NIGHT MOVIE	17	37	17	37	136	226	192	98	104	52	79	60	80	25	88	42	65	57	72
		THU	KUNG FU	22	38	22	36	173	348	257	115	123	72	100	51	68	23	134	70	96	56	84
		FRI	ROOM 222	19	39	19	38	148	304	150	82	89	41	63	47	62	26	61	27	45	35	46
		SAT	STRAUSS FAMILY	12	25	12	24	94	154	131	95	83	24	39	30	53	44	48	12	23	20	35
		SUN	SUN NIGHT MOVIE	17	37	17	37	135	254	184	103	90	39	62	39	60	28	94	42	67	49	72
	KTNT	SAT	IT TAKES A THIEF	2	4	2	4	17	29	21	16	11	3	5	4	8	6	10	2	6	5	7
		SUN	DAY OF DISCOVERY	-3		1	1	7	7	7	6	5					2	2	1	1	1	2
	KTVW	SUN	8 BALL CHAMPIONS	1	1	1	1	7	11	9	6	2		1	1	2	1	7	3	5	3	4
9.30PM	KIRO	MON	ORTIS DAY	10	20	9	19	72	113	83	58	56	17	34	22	34	22	27	8	14	9	18
		TUE	TUES NIGHT MOVIE	9	22	9	23	71	113	106	52	59	31	48	34	42	11	47	23	35	26	32
		SAT	808 NEWHART	18	36	17	34	130	243	171	103	101	43	69	45	71	32	70	25	44	33	47
		SUN	BARNABY JONES	15	32	13	28	102	162	135	92	74	24	49	39	57	25	61	19	41	35	50
	KOMO	FRI	ODD COUPLE	18	38	18	37	144	292	174	95	105	49	78	52	71	27	69	30	49	34	45
	KTNT	SUN	SCENARIO OF 70S	-3		-3												5	4	5	2	2
	KTVW	SUN	JONATHAN WINTERS	1	1	1	1	5	9	7	2	2	1	2	2	2		5	4	5	2	2
10.00PM	KING	TUE	NBC REPORTS	9	24	9	24	75	136	117	80	59	18	33	25	41	26	58	19	40	32	44
		WED	SEARCH	11	24	10	22	76	121	98	44	50	28	42	27	34	8	48	26	37	24	31
		THU	DEAN MARTIN	13	27	12	26	97	138	131	97	74	26	46	29	47	28	57	8	25	19	40
		FRI	BOLD ONES	11	26	11	26	84	138	114	66	79	36	51	33	48	28	35	12	21	17	27
		SUN	NIGHT GALLERY	11	26	11	27	89	158	135	72	69	31	52	37	47	17	66	32	47	41	52
	KIRO	WED	CANNON	15	34	14	32	107	166	151	91	83	34	51	38	61	32	68	26	44	34	50
		SAT	CAROL BURNETT	19	43	18	40	140	234	171	102	94	41	62	44	66	32	77	28	46	32	53
	KOMO	TUE	MARCUS WELBY MO	20	51	19	49	152	246	220	116	142	67	103	74	96	39	78	37	58	46	60
		WED	OWEN MARSHALL	12	31	12	31	99	148	136	90	84	31	59	46	61	25	52	15	35	31	43
		THU	ISSUES 73	14	29	14	30	110	157	150	88	70	26	40	33	49	30	80	36	54	45	63
			STREETS-SAN FRAN	21	43	21	44	164	249	225	126	119	52	78	54	74	41	106	47	69	46	65
		FRI	LOVE AMER STYLE	13	31	13	31	104	205	123	60	73	41	61	43	52	12	50	22	40	28	36
		SAT	MEN	8	20	8	18	60	105	85	49	46	20	27	15	27	19	39	16	28	21	29
	KTNT	MON	ACTION NEWS	1	3	2	4	14	20	20	17	10	2	3	3	7	7	10	1	2	2	4
		TUE	ACTION NEWS	2	6	3	6	21	26	24	22	9		2	2	6	7	15	2	3	3	8
		WED	ACTION NEWS	2	4	2	5	19	23	22	21	12		2	2	7	10	10	1	2	2	5
		THU	ACTION NEWS	1	3	2	4	14	20	19	18	9		1	1	5	8	10	1	1	1	5
		FRI	ACTION NEWS	1	3	1	3	12	21	19	15	9	2	3	3	6	6	10	2	3	3	7
		AV5	ACTION NEWS	2	4	2	4	16	21	20	18	9	1	2	2	6	7	11	1	2	2	6
		SAT	ADVENTURER	1	2	1	2	9	13	12	10	6	2	3	3	5	3	6		4	4	4
		SUN	KROEZE-CRUSADE	-3		-3																
	KTVW	MON	OUTER LIMITS	2	4	2	4	15	24	21	6	8	5	8	7	7		13	10	12	6	7
		TUE	EST SIDE WST SDE	1	3	1	3	10	16	12	4	7	4	7	6	6		5	4	4	4	5
		WED	PETER GUNN	1	2	1	2	9	12	12	7	6	3									

AVERAGE QUARTER-HOUR AUDIENCES														DAY	PROGRAM	START TIME & NUMBER OF QUARTER-HOURS AVERAGED							
STATION TOTALS (000)							DESIGNATED MARKET AREA %									WEEK 1		WEEK 2		WEEK 3		WEEK 4	
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)			START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS
TOTAL	UNDER 50	EM-EMPLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49												
22	23	54	24	25	26	27	28	29	30	31	32	33	34										
77	30	20	8	4	14	7	11	6	7	7	3	3	3	MON	TO TELL TRUTH	7.00	2	7.00	2	7.00	2	7.00	2
92	33	24	16	11	11	8	12	6	7	9	5	6	3	TUE	TO TELL TRUTH	7.00	2	7.00	2	7.00	2	7.00	2
85	31	19	10	5	6	4	11	5	7	8	5	4	1	WED	TO TELL TRUTH	7.00	2	7.00	2	7.00	2	7.00	2
101	36	24	11	8	15	9	14	6	7	9	6	4	4	THU	TO TELL TRUTH	7.00	2	7.00	2	7.00	2	7.00	2
83	27	16	6	4	10	8	11	5	6	8	4	2	2	FRI	TO TELL TRUTH	7.00	2	7.00	2	7.00	2	7.00	2
87	31	20	10	6	11	7	12	6	7	8	5	4	3	AV5	TO TELL TRUTH	7.00	10	7.00	10	7.00	10	7.00	10
116	25	23	5	4	13	9	17	5	6	14	5	2	3	SAT	LAWRENCE WELK	7.00	4	7.00	4	7.00	4	7.00	4
32	12	6	5	3	8	6	4	2	2	4	3	2	2	SUN	VANISHING PLANET	7.00	4	7.00	4	7.00	4	7.00	4
23	19	7	15	13	21	12	3	3	4	2	2	5	5	MON	EDDIES FATHER	7.00	2	7.00	2	7.00	2	7.00	2
16	16	6	9	5	26	19	3	5	4	1	2	3	6	TUE	EDDIES FATHER	7.00	2	7.00	2	7.00	2	7.00	2
15	14	5	16	10	25	18	3	5	4	1	1	6	6	WED	EDDIES FATHER	7.00	2	7.00	2	7.00	2	7.00	2
22	17	7	14	8	19	14	3	6	4	1	2	5	5	THU	EDDIES FATHER	7.00	2	7.00	2	7.00	2	7.00	2
16	12	6	8	4	24	17	3	4	3	2	2	3	6	FRI	EDDIES FATHER	7.00	2	7.00	2	7.00	2	7.00	2
18	15	6	12	8	7	16	3	5	4	1	2	5	6	AV5	EDDIES FATHER	7.00	8	7.00	10	7.00	10	7.00	10
13	11	4	6	2	7	4	2	2	2	2	3	2	2	MON	VOYAGE-BOTTM-SEA	7.00	4	7.00	4	7.00	4	7.00	4
12	10	2	6	1	9	9	2	2	2	1	2	2	2	TUE	VOYAGE-BOTTM-SEA	7.00	4	7.00	4	7.00	4	7.00	4
11	9	2	8	2	10	10	1	2	2	2	3	2	2	WED	VOYAGE-BOTTM-SEA	7.00	4	7.00	4	7.00	4	7.00	4
6	6	1	4	1	9	9	1	2	1	1	2	1	2	THU	VOYAGE-BOTTM-SEA	7.00	4	7.00	4	7.00	4	7.00	4
8	7	3	3	3	11	9	1	2	2	1	1	1	3	FRI	VOYAGE-BOTTM-SEA	7.00	4	7.00	4	7.00	4	7.00	4
10	8	2	5	1	9	8	1	2	2	2	2	2	2	AV5	VOYAGE-BOTTM-SEA	7.00	20	7.00	20	7.00	20	7.00	20
4	3	1	1	1	2	2	1	1	1	2	2	2	2	SAT	BOXING	7.00	4	7.00	4	7.00	4	7.00	4
47	22	14	8	1	13	10	6	5	5	5	4	3	3	MON	BOBBY GOLDSBORO	7.30	2	7.30	2	7.30	2	7.30	2
56	27	13	10	6	9	7	7	3	5	4	3	4	2	TUE	STAND UP & CHEER	7.30	2	7.30	2	7.30	2	7.30	2
68	34	17	25	14	42	34	9	7	7	7	6	9	10	WED	POLICE SURGEON	7.30	2	7.30	2	7.30	2	7.30	2
53	27	19	18	15	7	4	7	5	6	6	4	6	2	THU	DOCTOR IN HOUSE	7.30	2	7.30	2	7.30	2	7.30	2
124	61	32	26	18	42	34	17	11	13	11	8	10	10	FRI	HOLLYND SQUARES	7.30	2	7.30	2	7.30	2	7.30	2
78	46	16	26	15	38	30	10	8	9	8	8	10	9	SAT	LETS MAKE A DEAL	7.30	2	7.30	2	7.30	2	7.30	2
89	52	23	41	15	122	76	12	10	10	13	11	15	29	SUN	WORLD OF DISNEY	7.30	4	7.30	4	7.30	4	7.30	4
39	29	11	35	13	105	56	5	7	6	5	6	13	25	TUE	HOUSE FACTORY I	7.30	2	7.30	2	7.30	2	7.30	2
40	14	11	8	2	17	12	5	3	3	6	4	3	4	WED	SURVIVAL	7.30	2	7.30	2	7.30	2	7.30	2
47	33	8	36	21	142	74	7	8	7	4	4	14	34	THU	HOUSE FACTORY 11	7.30	2	7.30	2	7.30	2	7.30	2
25	20	7	19	6	16	16	3	4	4	4	5	7	4	SAT	YOU ASKED FOR IT	7.30	2	7.30	2	7.30	2	7.30	2
50	32	16	24	11	15	11	6	5	7	7	7	9	4	SUN	DICK VAN DYKE	7.30	2	7.30	2	7.30	2	7.30	2
57	39	21	31	17	53	31	8	8	8	6	6	12	12	MON	FATHER GETS HOME	7.30	2	7.30	2	7.30	2	7.30	2
79	22	17	4	3	7	4	10	4	6	11	5	2	2	TUE	EXPLOR NORTHWEST	7.30	2	7.30	2	7.30	2	7.30	2
77	45	17	22	12	30	20	10	7	8	8	7	8	7	WED	PRICE IS RIGHT	7.30	2	7.30	2	7.30	2	7.30	2
40	8	8	2	2	2	2	2	2	2	5	1	1	4	THU	ISSUES 73	7.30	10	7.30	10	7.30	10	7.30	10
96	52	26	35	13	20	14	13	11	11	24	22	13	4	FRI	NBA PLAYOFF	7.30	2	7.30	2	7.30	2	7.30	2
31	10	4	1	1	5	4	4	1	2	3	1	1	1	FRI	VIEW POINT	7.30	2	7.30	2	7.30	2	7.30	2
23	18	6	11	10	18	14	3	3	4	2	2	4	4	MON	THAT GIRL	7.30	2	7.30	2	7.30	2	7.30	2
16	12	7	7	6	7	5	2	3	3	1	1	3	2	TUE	THAT GIRL	7.30	2	7.30	2	7.30	2	7.30	2
13	10	3	11	8	18	12	2	3	2	1	2	4	4	WED	THAT GIRL	7.30	2	7.30	2	7.30	2	7.30	2
21	13	4	13	8	7	6	3	4	4	1	2	5	2	THU	THAT GIRL	7.30	2	7.30	2	7.30	2	7.30	2
14	9	4	8	7	17	11	2	2	2	1	1	3	4	FRI	THAT GIRL	7.30	2	7.30	2	7.30	2	7.30	2
17	12	5	10	8	13	9	3	3	3	1	1	4	3	AV5	THAT GIRL	7.30	8	7.30	10	7.30	10	7.30	10
10	4	2					1	1	1	1	1	1	1	SUN	VIRGINIAN	7.30	6	7.30	6	7.30	6	7.30	6
50	31	15	19	10	26	21	6	4	6	5	5	7	6	MON	ROMANEMARTIN	8.00	4	8.00	4	8.00	4	8.00	4
58	40	15	9	5	7	2	8	8	8	5	5	3	2	TUE	TUESDAY-MOVIES	8.00	8	8.00	8	8.00	8	8.00	8
99	59	30	48	28	61	50	14	14	13	11	11	18	15	WED	ADAM 12	8.00	2	8.00	2	8.00	2	8.00	2
84	52	23	24	14	28	23	12	12	12	9	7	9	7	THU	FLIP WILSON	8.00	4	8.00	4	8.00	4	8.00	4
131	60	36	23	15	18	10	19	13	14	16	12	9	4	FRI	SANFORD AND SON	8.00	2	8.00	2	8.00	2	8.00	2
114	69	26	61	30	97	76	16	14	15	13	13	23	23	SAT	EMERGENCY	8.00	4	8.00	4	8.00	4	8.00	4
72	40	15	12	8	27	17	10	9	9	7	5	4	7	MON	GUNSMOKE	8.00	4	8.00	4	8.00	4	8.00	4
87	53	21	14	8	40	29	12	12	11	9	9	5	10	TUE	HAUDE	8.00	2	8.00	2	8.00	2	8.00	2
59	39	12	26	16	40	30	7	8	8	7	8	10	9	WED	SONNY AND CHER	8.00	4	8.00	4	8.00	4	8.00	4
114	76	23	49	33	110	79	15	17	16	10	9	18	27	THU	WALTONS	8.00	4	8.00	4	8.00	4	8.00	4
29	20	9	4	2	6	3	4	3	4	4	4	1	1	FRI	SEARCH FOR NILE	8.00	4	8.00	4	8.00	4	8.00	4
136	76	35	30	14	40	28	20	17	18	19	19	11	10	SAT	ALL IN FAMILY	8.00	2	8.00	2	8.00	2	8.00	2
71	55	24	36	22	21	16	11	14	14	10	12	13	5	SUN	M*A*S*H	8.00</							

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																		
				METRO AREA %		OMA %		STATION TOTALS (000)														
				HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN					MEN					
												11	12	13	14	15	16	TOTAL	18-34	18-49	25-49	25-64
1	2	3	4	8	9	10	53	11	12	13	14	15	16	17	18	19	20	21				
7.00PM	KOMD	MON	TO TELL TRUTH	13	27	13	29	106	158	136	110	86	19	34	24	51	52	50	7	15	14	31
		TUE	TO TELL TRUTH	17	35	16	34	130	194	167	137	99	18	37	26	63	62	68	12	24	21	45
		WED	TO TELL TRUTH	14	30	14	31	113	165	149	118	92	18	34	24	54	58	57	13	25	21	37
		THU	TO TELL TRUTH	17	35	17	34	135	206	180	145	111	19	38	30	68	73	69	16	28	24	45
		FRI	TO TELL TRUTH	13	32	14	33	110	164	148	120	90	17	30	19	53	60	58	11	21	19	41
		AV5	TO TELL TRUTH	15	32	15	32	119	176	155	129	95	18	34	25	58	61	60	12	22	20	40
		SAT	LAWRENCE WELK	19	44	19	44	153	251	233	205	135	16	31	21	74	104	98	12	24	20	60
	SUN	VANISHING PLANET	6	15	6	15	50	83	70	57	36	7	12	10	25	24	34	6	16	16	28	
	KTNT	MON	EDDIES FATHER	5	12	5	11	37	76	40	23	26	11	21	12	15	5	14	6	12	7	9
		TUE	EDDIES FATHER	5	10	4	9	35	68	33	9	23	16	21	9	9	2	10	8	9	7	8
		WED	EDDIES FATHER	5	12	5	11	39	71	30	8	23	17	21	9	9	2	7	5	6	2	3
		THU	EDDIES FATHER	5	11	6	11	44	70	37	13	27	18	22	9	13	5	10	6	8	4	5
		FRI	EDDIES FATHER	5	12	5	11	40	67	35	17	22	12	16	8	11	6	13	6	9	4	7
		AV5	EDDIES FATHER	5	11	5	10	39	70	35	14	24	15	20	9	11	4	11	6	8	4	6
	KTVW	MON	VOYAGE-BDITM-SEA	4	8	3	7	25	44	31	15	14	6	11	8	10	3	17	10	14	12	15
		TUE	VOYAGE-BDITM-SEA	3	6	3	6	22	40	25	12	14	8	12	8	10	2	11	5	9	6	8
		WED	VOYAGE-BDITM-SEA	3	8	3	7	24	43	25	9	11	6	9	7	9	2	14	10	13	10	11
		THU	VOYAGE-BDITM-SEA	3	6	2	5	19	32	19	7	8	5	8	4	4		11	7	10	7	8
		FRI	VOYAGE-BDITM-SEA	2	6	2	5	19	31	17	6	10	6	9	3	4	1	7	5	6	5	6
		AV5	VOYAGE-BDITM-SEA	3	7	3	6	21	37	23	10	11	6	10	6	7	1	12	7	10	8	9
		SAT	BOXING	2	4	2	3	13	22	19	13	7	2	4	4	5	3	12	4	7	6	10
7.30PM	KING	MON	BOBBY GOLDSBORD	9	21	9	20	69	108	87	57	51	16	24	17	31	27	36	14	19	14	24
		TUE	STAND UP & CHEER	9	22	10	22	80	106	87	72	56	10	27	23	42	29	31	5	13	8	18
		WED	POLICE SURGEON	14	32	14	30	111	195	128	86	76	24	38	25	46	38	52	18	28	19	32
		THU	DOCTOR IN HOUSE	11	23	11	22	86	125	100	71	57	16	30	20	35	27	43	13	20	13	25
		FRI	HOLLYWD SQUARES	22	51	21	50	172	289	221	164	139	37	67	51	88	72	82	20	37	29	53
		SAT	LETS MAKE A DEAL	15	34	14	30	111	210	146	100	86	25	47	38	56	39	60	21	38	29	42
		SUN	WORLD OF DISNEY	18	37	19	38	148	349	186	123	96	32	53	43	69	43	90	31	53	45	67
	KIRO	TUE	MOUSE FACTORY I	12	27	12	26	97	219	79	35	43	24	32	25	32	11	36	20	28	24	28
		WED	SURVIVAL	9	20	9	19	68	107	82	65	42	8	14	11	29	28	40	9	17	15	30
		THU	MOUSE FACTORY II	16	32	15	30	122	262	84	41	55	27	38	27	38	17	29	16	22	17	23
		SAT	YOU ASKED FOR IT	5	12	6	13	46	90	55	28	27	13	23	14	18	4	28	14	22	16	19
	SUN	DICK VAN DYKE	11	24	10	22	78	138	99	63	52	17	34	24	39	18	47	19	33	23	35	
	KOMD	MON	FATHER GETS HOME	11	26	12	27	96	187	103	60	63	27	43	31	44	20	40	16	27	23	33
		TUE	EXPLOR NORTHWEST	14	33	15	32	117	176	165	134	86	14	29	17	52	57	79	17	24	18	52
		WED	PRICE IS RIGHT	13	29	14	30	112	200	148	104	86	26	48	37	58	38	62	18	32	26	43
		THU	ISSUES 73	8	18	7	16	58	86	84	75	49	6	11	8	24	38	35	3	3	3	17
		FRI	NBA PLAYOFF	27	43	27	42	213	340	285	185	107	37	58	45	79	49	178	63	110	84	131
	SAT	VIEW POINT	6	13	6	13	44	61	55	49	33	3	10	9	19	23	22	3	6	6	15	
	KTNT	MON	THAT GIRL	5	13	5	12	38	69	40	24	27	11	21	11	13	6	13	5	9	5	9
		TUE	THAT GIRL	4	8	3	7	27	44	30	15	20	10	15	6	9	5	10	5	7	3	6
		WED	THAT GIRL	4	9	4	9	32	54	25	10	16	9	12	6	8	4	9	6	7	2	4
THU		THAT GIRL	5	9	5	9	38	57	37	19	27	13	18	7	13	9	10	5	7	6	9	
FRI		THAT GIRL	4	10	4	9	32	52	27	17	18	8	12	7	11	6	9	2	4	4	8	
AV5		THAT GIRL	4	10	4	9	33	54	31	17	21	10	15	7	11	6	10	4	7	4	7	
KTVW	SUN	VIRGINIAN	2	4	2	3	14	19	19	15	10	2	4	4	7	6	9	2	4	3	5	
8.00PM	KING	MON	ROWANMARTIN	10	20	10	18	77	133	88	62	50	13	31	24	36	19	38	13	25	19	32
		TUE	TUESDAY-MOVIES	9	19	10	20	76	118	102	66	62	25	43	34	47	19	40	11	24	23	35
		WED	ADAM 12	20	38	20	38	158	300	191	116	111	43	67	45	68	44	80	32	51	35	51
		THU	FLIP WILSON	15	26	15	25	120	208	156	100	95	38	61	44	62	34	61	18	32	23	43
		FRI	SANFORD AND SON	24	48	24	46	188	307	266	193	151	40	71	55	101	80	115	33	55	44	78
		SAT	EMERGENCY	21	42	21	41	165	380	222	141	127	45	78	55	85	49	95	36	60	49	71
		SUN	EMERGENCY	21	42	21	41	165	380	222	141	127	45	78	55	85	49	95	36	60	49	71
	KIRO	MON	GUNSMOKE	13	25	12	23	97	172	133	91	80	28	44	35	56	36	53	14	24	23	38
		TUE	MAUDE	16	31	15	29	115	215	161	91	95	38	58	44	64	37	66	32	43	34	44
		WED	SONNY AND CHER	12	23	12	23	95	174	108	62	60	24	39	33	46	21	48	22	35	29	37
		THU	WALTONS	23	39	21	35	166	350	191	111	122	53	81	60	82	41	69	27	43	36	49
		FRI	SEARCH FOR NILE	7	13	6	11	44	68	58	38	32	11	22	19	25	10	26	9	16	14	22
		SAT	ALL IN FAMILY	24	47	23	44	178	365	295	185	161	54	92	69	114	69	134	56	86	58	86
		SUN	M*A*S*H	16	30	13	26	106	216	159	80	88	46	72	43	58	16	71	33	55	40	55
	KOMD	MON	ROOKIES	20	38	20	37	160	301	206	104	123	66	99	64	80	24	83	36	57	42	60
		TUE	TEMPERATURE RISNG	17	35	17	36	137	274	164	94	89	40	57	36	57	32	75	30	46	37	57
		THU	400 SQUAD	14	26	14	26	113	200	155	86	97	48	65	29	48	32	58	21	30	16	32
		FRI	BRADY BUNCH	15	29	15	29	119	283	100	49	62	33	49	37	42	13	38	18	29	21	27
		SAT	HERE WE GO AGAIN	5	10	5	9	39	62	48	30	30	14	17	11	15	13	18	4	7	5	12
		SAT	F.B.I.	14	26	15	28	116	195	169	142	88	18	44	36	61	44	81				

AVERAGE QUARTER-HOUR AUDIENCES														START TIME & NUMBER OF QUARTER-HOURS AVERAGED									
STATION TOTALS (000)							DESIGNATED MARKET AREA %							DAY	PROGRAM	WEEK 1		WEEK 2		WEEK 3		WEEK 4	
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)			START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS
TOTAL	UNDER 50	EM. PLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL (12-17)	TOTAL CHILDREN (2-11)										
22	23	54	24	25	26	27	28	29	30	31	32	33	34										
15	14	2	22	9	37	30	2	3	3	1	2	8	9	MON	I DREAM-JEANNIE	5.30	2	5.30	2	5.30	2	5.30	2
16	14	5	16	7	27	16	3	5	4	2	3	6	6	TUE	I DREAM-JEANNIE	5.30	2	5.30	2	5.30	2	5.30	2
12	10	2	24	11	43	32	2	3	3	1	2	9	10	WED	I DREAM-JEANNIE	5.30	2	5.30	2	5.30	2	5.30	2
19	15	5	21	9	36	25	2	4	3	1	2	8	9	THU	I DREAM-JEANNIE	5.30	2	5.30	2	5.30	2	5.30	2
15	13	5	23	10	34	23	2	3	3	2	2	9	7	FRI	I DREAM-JEANNIE	5.30	2	5.30	2	5.30	2	5.30	2
15	13	4	21	9	35	25	2	4	3	1	2	8	8	AV5	I DREAM-JEANNIE	5.30	2	5.30	2	5.30	2	5.30	2
5	2	2					1			1				SAT	WATER WORLD	5.30	2	5.30	2	5.30	2	5.30	2
8	5	3	3	1			1	1	1	1	1	1	1	MON	MIKE DOUGLAS SHW	5.30	6	5.30	6	5.30	6	5.30	6
7	5	3	3	3	1	1	1	1	1	1	1	1	1	TUE	MIKE DOUGLAS SHW	5.30	6	5.30	6	5.30	6	5.30	6
9	5	3	3	2	1	1	2	2	2	1	1	1	1	WED	MIKE DOUGLAS SHW	5.30	6	5.30	6	5.30	6	5.30	6
10	5	4			2	2	2	2	2	1				THU	MIKE DOUGLAS SHW	5.30	6	5.30	6	5.30	6	5.30	6
9	6	4	1	1	2	2	1	1	1	1	1			FRI	MIKE DOUGLAS SHW	5.30	6	5.30	6	5.30	6	5.30	6
8	5	3	2	1	1	1	1	2	1	1	1	1		AV5	MIKE DOUGLAS SHW	5.30	30	5.30	30	5.30	30	5.30	30
41	25	5	4	2	5	3	6	7	6	5	4	2	1	WED	BIG MONEY MOVIE	5.45	1	5.45	1	5.45	1	5.45	1
57	20	5	6	1	2	2	8	2	4	7	3	2		SAT	6.00 SAT NEWS	6.00	2	6.00	2	6.00	2	6.00	2
65	13	9	4	2	5	5	9	1	2	9	3	1	1	SUN	6.00 SUN NEWS	6.00	2	6.00	2	6.00	2	6.00	2
58	32	14	8	4	8	4	8	6	6	8	6	3	2	MON	WALTER CRONKITE	6.00	2	6.00	2	6.00	2	6.00	2
65	30	12	12	8	9	5	8	7	6	10	7	4	2	TUE	WALTER CRONKITE	6.00	2	6.00	2	6.00	2	6.00	2
61	31	16	4	1	6	4	8	8	7	9	6	1	1	WED	WALTER CRONKITE	6.00	2	6.00	2	6.00	2	6.00	2
68	36	13	6	3	5	2	9	6	7	10	9	2	1	THU	WALTER CRONKITE	6.00	2	6.00	2	6.00	2	6.00	2
47	23	9	3	1	5	3	6	5	5	8	6	1	1	FRI	WALTER CRONKITE	6.00	2	6.00	2	6.00	2	6.00	2
59	30	13	6	3	7	3	8	6	6	9	7	2	2	AV5	WALTER CRONKITE	6.00	10	6.00	10	6.00	10	6.00	10
35	14	8	7	1	8	5	4	1	3	6	5	3	2	SAT	CBS NEWS-R MUDD	6.00	2	6.00	2	6.00	2	6.00	2
59	39	15	13	3	12	7	8	8	9	9	11	5	3	SUN	60 MINUTES	6.00	4	6.00	4	6.00	4	6.00	4
86	37	16	3	3	8	5	11	5	7	11	7	1	.2	MON	ABC EVENING NEWS	6.00	2	6.00	2	6.00	2	6.00	2
95	39	22	13	6	2	2	12	6	8	11	9	5		TUE	ABC EVENING NEWS	6.00	2	6.00	2	6.00	2	6.00	2
86	31	15	10	4	2	1	11	3	6	11	7	4		WED	ABC EVENING NEWS	6.00	2	6.00	2	6.00	2	6.00	2
104	36	20	5	1	5	4	13	5	7	12	7	2	1	THU	ABC EVENING NEWS	6.00	2	6.00	2	6.00	2	6.00	2
92	35	16	6	1	3	3	12	5	7	11	8	2	1	FRI	ABC EVENING NEWS	6.00	2	6.00	2	6.00	2	6.00	2
92	35	17	7	3	4	3	12	5	7	11	7	3	1	AV5	ABC EVENING NEWS	6.00	10	6.00	10	6.00	10	6.00	10
16	8	7	4	2	3	3	2	1	2	2	1	1	1	SUN	CHALLENGE	6.00	2			6.00	2	6.00	2
29	27	7	33	13	33	24	5	8	7	4	6	12	8	MON	STAR TREK			6.00	4	6.00	4	6.00	4
33	30	6	26	11	34	24	6	10	8	5	7	10	8	TUE	STAR TREK	6.00	4	6.00	4	6.00	4	6.00	4
29	27	8	29	14	42	34	5	9	7	4	6	11	10	WED	STAR TREK	6.00	4	6.00	4	6.00	4	6.00	4
33	29	8	30	13	41	27	5	8	7	4	6	11	10	THU	STAR TREK	6.00	4	6.00	4	6.00	4	6.00	4
19	17	5	21	10	28	22	3	5	4	4	5	8	6	FRI	STAR TREK	6.00	4	6.00	4	6.00	4	6.00	4
28	26	7	28	12	36	26	5	8	7	4	6	10	8	AV5	STAR TREK	16	20	20					20
11	9	6	6	4	4	3	2	2	2	1	1	2	1	SAT	STARBUCK NITE MV	6.00	10	6.00	10	6.00	10	6.00	10
16	12	3	11	8	4	4	2	3	3	1	1	4	2	SUN	SUN NIGHT MOVIE	6.00	8	6.00	10	6.00	10	6.00	10
13	8	5	4	1	2	2	2	3	2	2	2	1		SAT	PREVUE	6.00	4	6.00	4	6.00	4	6.00	4
														SUN	NAME OF THE GAME	6.00	6	6.00	6	6.00	6	6.00	6
73	27	20	6	5	3	2	9	4	5	10	7	2	1	MON	NBC NIGHTLY NEWS	6.30	2	6.30	2	6.30	2	6.30	2
80	31	17	10	5	1		10	4	6	10	6	4		TUE	NBC NIGHTLY NEWS	6.30	2	6.30	2	6.30	2	6.30	2
74	26	19	7	7	7	5	9	3	5	10	6	3	2	WED	NBC NIGHTLY NEWS	6.30	2	6.30	2	6.30	2	6.30	2
87	26	24	6	3	3	3	11	2	5	10	7	2	1	THU	NBC NIGHTLY NEWS	6.30	2	6.30	2	6.30	2	6.30	2
78	29	16	5	3	7	5	10	3	5	10	7	2	2	FRI	NBC NIGHTLY NEWS	6.30	2	6.30	2	6.30	2	6.30	2
78	27	19	6	3	4	3	10	3	5	10	7	2	1	AV5	NBC NIGHTLY NEWS	8	8	10					10
65	25	10	5	1	2	2	9	4	5	9	6	2		SAT	NBC SAT NEWS	6.30	2	6.30	2	6.30	2	6.30	2
70	17	10	6	4	3	3	9	2	3	10	4	2	1	SUN	NBC SUN NEWS	6.30	2	6.30	2	6.30	2	6.30	2
56	29	17	7	3	8	3	7	5	6	7	5	2	2	MON	EYEWITNESS NEWS	6.30	2	6.30	2	6.30	2	6.30	2
58	29	13	11	8	10	5	7	5	6	7	6	3	2	TUE	EYEWITNESS NEWS	6.30	2	6.30	2	6.30	2	6.30	2
54	32	15	5	2	7	4	7	7	6	8	6	2	2	WED	EYEWITNESS NEWS	6.30	2	6.30	2	6.30	2	6.30	2
61	32	13	7	3	6	2	8	6	7	8	7	2	1	THU	EYEWITNESS NEWS	6.30	2	6.30	2	6.30	2	6.30	2
43	22	12	5	2	6	3	6	5	5	6	5	2	1	FRI	EYEWITNESS NEWS	6.30	2	6.30	2	6.30	2	6.30	2
54	29	14	7	3	7	3	7	6	6	7	5	2	2	AV5	EYEWITNESS NEWS	10	10	10					10
46	27	10	16	5	20	14	7	7	7	7	6	6	5	SAT	HEE HAW	6.30	4	6.30	4	6.30	4	6.30	4
77	35	16	4	4	6	4	10	5	7	9	5	2	1	MON	NEWS HOUR	6.30	2	6.30	2	6.30	2	6.30	2
82	37	22	9	5	3	2	10	5	7	8	6	3	1	TUE	NEWS HOUR	6.30	2	6.30	2	6.30	2	6.30	2
84	29	17	10	4	4	4	10	3	6	8	5	4	1	WED	NEWS HOUR	6.30	2	6.30	2	6.30	2	6.30	2
79	26	15	6	2	5	4	11	3	5	10	5	2	1	THU	NEWS HOUR	6.30	2	6.30	2	6.30	2	6.30	2
65	23	11	4	1	2	2	9	3	4	8	6	2		FRI	NEWS HOUR	6.30	2	6.30	2	6.30	2	6.30	2
77	30	16	6	3	4	3	10	4	6	9	5	2	1	AV5	NEWS HOUR	10	10	10					10
51	19	13	10	5	2	1	6	2	3	8	6	3		SAT	SATURDAY NEWS	6.30	2	6.30	2	6.30	2	6.30	2
24	11	6	4	1	4	4	3	1	2	4	2	2	1	SUN	SUNDAY NEWS	6.30	2	6.30	2	6.30	2	6.30	2
57	24	18	14	7	25	18	8	4	5	6	4	5	6	MON	TRUTH OR CONSEQ	7.00	2	7.00	2	7.00	2	7.00	2
75	34	16	29	17	34	19	9	3	7	7	4	11	8	TUE	TRUTH OR CONSEQ	7.00	2	7.00	2	7.00	2	7.00	2
65	28	22	21	12	34	23	8	3	5	7	4	8	8	WED	TRUTH OR CONSEQ	7.00	2	7.00	2	7.00	2	7.00	2
78	36	21	24	20	39	25	10	5	7	8	4	9	9	THU	TRUTH OR CONSEQ	7.00	2	7.00	2	7.00	2	7.00	2
70	34	17</																					

NSI Average Week Estimates - 4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																			
				METRO AREA %		DMA %		STATION TOTALS (000)															
				HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN					MEN						
												11	12	13	14	15	16	17	18-34	18-49	25-49	25-64	
1	2	3	4	8	9	10	53	11	12	13	14	15	16	17	18	19	20	21					
5.30PM	KTNT	MON	I DREAM-JEANNIE	6	16	6	15	45	88	29	12	19	12	18	13	14	1	10	5	9	9	10	
		TUE	I DREAM-JEANNIE	5	13	5	13	43	81	38	12	25	18	23	13	14	2	13	8	13	11	11	
		WED	I DREAM-JEANNIE	6	14	6	14	47	92	25	9	16	10	14	8	9	2	9	6	9	6	6	
		THU	I DREAM-JEANNIE	7	15	7	15	53	86	29	12	20	12	16	14	17	4	9	5	7	5	7	
		FRI	I DREAM-JEANNIE	6	17	6	15	49	88	31	13	19	12	17	12	14	2	12	6	10	5	7	
		AV5	I DREAM-JEANNIE	6	15	6	14	47	85	29	11	19	12	17	12	13	2	10	6	9	7	8	
	SAT	WATER WORLD	1	3	1	4	9	11	11	10	6	6	2	2	2	4	5	1	3	3	3	5	
	KTVW	MON	MIKE DOUGLAS SHW	1	2	1	2	9	17	14	6	8	4	6	5	7	2	6	4	5	2	4	
		TUE	MIKE DOUGLAS SHW	2	4	2	3	12	21	17	9	9	5	7	4	6	2	8	3	4	2	3	
		WED	MIKE DOUGLAS SHW	2	4	2	4	14	27	23	12	13	7	9	4	7	4	10	4	5	2	5	
		THU	MIKE DOUGLAS SHW	1	3	1	3	11	19	17	10	13	6	9	5	9	4	4	1	2	2	4	
		FRI	MIKE DOUGLAS SHW	1	3	1	3	9	18	15	9	10	4	7	4	6	3	5	2	3	3	5	
		AV5	MIKE DOUGLAS SHW	2	3	1	3	11	20	17	9	11	5	8	4	7	3	6	3	4	2	4	
	5.45PM	KIRO	WED	BIG MONEY MOVIE	9	22	8	19	61	93	84	47	48	23	30	18	31	18	36	14	17	12	24
	6.00PM	KING	SAT	6.00 SAT NEWS	10	29	11	29	84	119	111	99	62	6	20	17	38	42	49	6	13	12	36
			SUN	6.00 SUN NEWS	12	34	13	36	101	145	136	128	70	4	13	12	41	57	66	4	14	12	39
		KIRO	MON	WALTER CRONKITE	12	26	11	24	89	140	124	86	61	18	32	23	42	29	63	20	31	27	48
			TUE	WALTER CRONKITE	14	27	12	24	97	161	140	96	70	22	34	24	47	36	70	22	36	29	48
WED			WALTER CRONKITE	12	24	11	21	84	139	129	84	67	25	35	22	45	32	62	20	28	22	43	
THU			WALTER CRONKITE	14	26	13	23	101	157	146	100	71	19	37	30	53	34	75	27	41	34	54	
FRI			WALTER CRONKITE	10	22	9	19	71	114	106	74	52	16	25	18	37	27	54	16	28	26	40	
AV5			WALTER CRONKITE	13	25	11	22	88	143	130	89	65	20	33	23	45	32	65	21	33	27	47	
SAT		CBS NEWS-R HUDD	8	23	8	21	62	96	81	65	36	5	14	13	25	22	45	11	21	20	31		
SUN		60 MINUTES	13	34	11	29	88	160	135	77	69	26	44	32	46	25	66	32	50	38	51		
KOMO	MON	ABC EVENING NEWS	14	29	15	32	120	179	168	136	90	16	38	29	56	52	78	16	33	27	52		
	TUE	ABC EVENING NEWS	16	31	17	33	137	190	175	136	95	18	39	33	66	56	80	21	39	34	60		
	WED	ABC EVENING NEWS	15	30	16	32	125	174	162	138	86	10	31	29	58	55	76	14	31	25	52		
	THU	ABC EVENING NEWS	17	31	18	33	146	205	195	163	109	16	36	30	68	73	86	16	33	29	59		
	FRI	ABC EVENING NEWS	15	32	16	34	128	184	175	144	96	15	35	27	57	61	79	16	38	34	59		
	AV5	ABC EVENING NEWS	15	31	16	33	131	185	174	142	95	15	36	29	61	59	79	17	35	30	56		
SUN	CHALLENGE	3	9	3	8	25	38	31	24	19	4	10	8	15	9	12	3	5	3	7			
KTNT	MON	STAR TREK	8	18	8	18	63	135	69	26	37	24	34	21	22	3	32	19	28	24	28		
	TUE	STAR TREK	9	17	9	17	70	141	81	23	46	33	42	20	22	4	35	25	33	22	24		
	WED	STAR TREK	10	19	9	18	70	143	72	19	39	28	37	19	20	2	33	25	31	15	17		
	THU	STAR TREK	10	19	10	18	78	144	73	25	41	27	36	21	24	5	32	21	28	17	20		
	FRI	STAR TREK	9	20	8	17	64	100	51	19	25	16	22	12	13	3	26	16	22	11	14		
	AV5	STAR TREK	9	19	9	17	69	132	68	21	37	26	34	18	20	3	31	21	28	17	20		
	SAT	SATURDAY NITE MV	2	6	2	6	20	30	20	13	14	5	11	6	7	3	6	2	5	4	5		
	SUN	SUN NIGHT MOVIE	4	9	3	8	27	48	29	15	19	9	14	9	13	5	10	5	6	6	9		
KTVW	SAT	PREVUE	-3		-3																		
	SUN	NAME OF THE GAME	3	7	2	6	18	38	32	15	18	9	13	6	10	5	14	8	10	7	10		
6.30PM	KING	MON	NBC NIGHTLY NEWS	15	30	14	28	110	161	152	120	76	13	27	23	52	49	76	19	36	30	53	
		TUE	NBC NIGHTLY NEWS	16	32	15	29	120	168	157	129	81	13	31	31	58	50	76	15	31	28	56	
		WED	NBC NIGHTLY NEWS	14	29	14	28	110	160	146	124	76	9	26	26	56	50	70	13	30	27	51	
		THU	NBC NIGHTLY NEWS	16	31	17	31	131	172	163	142	88	7	26	25	62	62	75	14	31	29	59	
		FRI	NBC NIGHTLY NEWS	13	30	14	30	111	168	156	130	81	10	29	26	55	52	75	16	32	25	50	
		AV5	NBC NIGHTLY NEWS	15	30	14	29	115	163	153	128	79	10	27	26	56	52	74	15	32	27	53	
	SAT	NBC SAT NEWS	13	37	12	33	99	142	135	103	71	13	25	19	43	46	64	19	29	22	45		
	SUN	NBC SUN NEWS	13	35	13	36	105	153	144	129	76	6	17	16	44	59	68	9	18	15	41		
	KIRO	MON	EYEWITNESS NEWS	11	23	10	21	81	126	111	77	57	17	29	20	39	28	54	17	24	20	39	
		TUE	EYEWITNESS NEWS	12	24	11	21	87	134	113	81	58	16	29	21	40	29	55	16	28	23	38	
		WED	EYEWITNESS NEWS	11	22	10	20	77	126	114	75	57	21	33	24	40	24	57	18	26	21	39	
		THU	EYEWITNESS NEWS	13	24	12	22	93	139	126	86	66	20	35	26	46	31	60	20	31	25	42	
		FRI	EYEWITNESS NEWS	9	21	8	18	64	101	90	59	46	17	24	16	31	22	44	14	22	18	29	
		AV5	EYEWITNESS NEWS	11	23	10	20	80	124	110	75	56	18	30	21	39	26	54	17	26	21	37	
	SAT	HEE HAW	8	20	9	23	72	140	104	67	53	21	34	24	37	19	51	16	30	23	38		
	KOMO	MON	NEWS HOUR	11	24	13	27	102	155	145	116	80	15	35	24	49	45	65	14	25	19	41	
		TUE	NEWS HOUR	13	26	14	28	115	157	145	111	84	17	37	30	60	47	61	17	28	22	45	
		WED	NEWS HOUR	13	26	14	28	108	158	144	124	85	9	29	25	57	56	59	11	25	19	41	
THU		NEWS HOUR	14	27	15	27	118	168	157	132	86	11	26	22	53	60	71	14	26	24	49		
FRI		NEWS HOUR	11	25	12	27	99	138	132	108	72	10	23	17	40	49	60	14	27	24	44		
AV5		NEWS HOUR	13	26	14	27	108	154	144	118	81	12	30	23	52	51	63	14	26	21	44		
SAT	SATURDAY NEWS	10	27	9	25	76	119	107	85	52	7	19	16	35	33	55	15	27	21	38			
SUN	SUNDAY NEWS	5	13	5	13	38	63	55	46	27	5	12	9	21	15	28	4	11	10	19			
7.00PM	KING	MON	TRUTH OR CONSEQ	12	27	12	25	91	144	105	79	61	13	24	20	39	37	44	13	19	14	27	
		TUE	TRUTH OR CONSEQ	14	32	14	29	106	188	125	103	76	11	34	28	51	42	49	11	19	13	3	

AVERAGE QUARTER-HOUR AUDIENCES														DAY	PROGRAM	START TIME & NUMBER OF QUARTER-HOURS AVERAGED							
STATION TOTALS (000)							DESIGNATED MARKET AREA %									WEEK 1		WEEK 2		WEEK 3		WEEK 4	
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)			START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS
TOTAL	UNDER 50	EM-PLOYED	TOTAL (12-17)	GRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49												
22	23	54	24	25	26	27	28	29	30	31	32	33	34										
7	5	3	3	1	4	3	1	1	1	1	1	1	1	SAT	QUIZATHON	4.00	2	4.00	2	4.15	1	4.00	2
14	8	6	14	10	7	7	2	2	2	2	1	5	2	SUN	SUN AFT MOVIE	4.00	6	4.00	6			4.15	5
30	18	9	13	4	1	1	4	3	4	3	3	5	4	SAT	WAGON TRAIN			4.00	4	4.00	4	4.00	4
22	15	6	14	6	17	11	3	2	3	3	3	5	4	SUN	ADVENTURE THEA	4.00	6	4.00	6	4.00	6	4.00	6
22	13	4	18	14	8	7	3	3	3	1	1	7	2	M-F	#LOVE AMER STYLE	4.00	10	4.00	10	4.00	10	4.00	10
11	5	2	4		2	2	1	1	1	2	2	1	2	SAT	CAR AND TRACK	4.00	2	4.00	2			4.00	2
25	16	10	3		7	5	3	2	3	5	5	1	2	SUN	AMERCN SPORTSMAN	4.00	4	4.00	4			4.00	4
5	4	1	3	2	7	5	1	1	1			1	2	M-F	#10,000 PYRAMID	4.00	10	4.00	10	4.00	10	4.00	10
3	1		3	1	7	7						1	2	SAT	LASSIE	4.00	2	4.00	2	4.00	2	4.00	2
15	10	6	5	3	3	2	3	3	3	3	4	2	1	SUN	BOGART THEATER	4.00	8	4.00	8	4.00	8	4.00	8
21	11	5	11	5	7	5	2	1	2	2	1	4	2	SAT	SAT AFT MOVIE	4.30	6	4.30	6	4.30	6	4.30	6
36	16	5	15	12	5	4	5	4	4	3	2	6	1	MON	BONANZA	4.30	4	4.30	4	4.30	4	4.30	4
46	26	9	20	12	7	4	6	6	6	4	3	7	2	TUE	BONANZA	4.30	4	4.30	4	4.30	4	4.30	4
40	20	8	18	14	11	6	6	5	5	3	2	7	3	WED	BONANZA	4.30	4	4.30	4	4.30	4	4.30	4
39	18	6	14	12	6	4	5	4	4	3	2	5	1	THU	BONANZA	4.30	4	4.30	4	4.30	4	4.30	4
32	17	5	20	14	6	5	5	4	4	3	2	8	2	FRI	BONANZA	4.30	4	4.30	4	4.30	4	4.30	4
38	19	7	17	13	7	4	5	5	4	3	2	7	2	AV5	BONANZA	20	20	20	20	20	20	20	20
8		1	6		2		1			2	3	2	2	SAT	WORLD WD SPTSMAN	4.30	2	4.30	2			4.30	2
2	2		1	1	10	7						2	2	MON	TENNESSEE TUXEDO	4.30	2	4.30	2	4.30	2	4.30	2
2	1	1	5	2	11	5		1				2	3	TUE	UNDERDOG	4.30	2	4.30	2	4.30	2	4.30	2
2	1	1	3	2	15	10						1	4	WED	TENNESSEE TUXEDO	4.30	2	4.30	2	4.30	2	4.30	2
2	1	1	1	1	11	6						1	2	THU	UNDERDOG	4.30	2	4.30	2	4.30	2	4.30	2
2	1	1	2	2	10	5						1	2	FRI	TENNESSEE TUXEDO	4.30	2	4.30	2	4.30	2	4.30	2
2	1	1	2	2	12	7						1	3	AV3	TENNESSEE TUXEDO	4.30	2	4.30	2	4.30	2	4.30	2
1	1	1	3	1	11	6						1	2	AV2	UNDERDOG	4.30	4	4.30	4	4.30	4	4.30	4
5	2		2	1	6	6	1			1	2	1	1	SAT	THIS IS YR LIFE	4.30	2	4.30	2	4.30	2	4.30	2
9	8	3	10	4	20	17	1	1	2	1	2	4	5	SUN	NEW SCI-FI THEA	4.30	6	4.30	6	4.30	6	4.30	6
2	2	1	10	6	20	16	1	1	1	1	1	4	5	MON	SUPERMAN	4.30	2	4.30	2	4.30	2	4.30	2
3	3		8	3	12	11	1	1	1	1	1	3	3	TUE	SUPERMAN	4.30	2	4.30	2	4.30	2	4.30	2
5	4	1	17	6	16	15	1	1	1	1	2	6	4	WED	SUPERMAN	4.30	2	4.30	2	4.30	2	4.30	2
3	3	1	8	4	19	17	1	2	1	1	1	3	5	THU	SUPERMAN	4.30	2	4.30	2	4.30	2	4.30	2
2	2		7	4	20	18	1	1	1	1	1	2	5	FRI	SUPERMAN	4.30	2	4.30	2	4.30	2	4.30	2
3	3	1	10	4	17	15	1	1	1	1	1	4	4	AV5	SUPERMAN	10	10	10	10	10	10		
4	1		4	2	1	1						1		SAT	FLIPSIDE			5.00	2	5.00	2	5.00	2
45	23	11	27	10	11	9	6	4	4	12	12	9	2	SAT	WORLD OF SPORTS	5.00	6	5.00	6	5.00	6	5.00	6
64	21	15	12	5	11	6	10	6	6	9	6	4	3	SUN	NATL GEOGRAPHIC	5.00	4	5.00	4	5.00	4	5.00	4
7	6	1	7	5	15	13	1	1	1	1	1	2	4	MON	BEV HILLBILLIES	5.00	2	5.00	2	5.00	2	5.00	2
9	7	2	10	4	15	10	1	1	1	1	1	4	4	TUE	BEV HILLBILLIES	5.00	2	5.00	2	5.00	2	5.00	2
7	5	3	15	8	19	14	1	1	1	1	1	6	4	WED	BEV HILLBILLIES	5.00	2	5.00	2	5.00	2	5.00	2
5	4	3	12	7	15	11	1	1	1	1	1	4	3	THU	BEV HILLBILLIES	5.00	2	5.00	2	5.00	2	5.00	2
8	6	5	11	6	17	11	1	1	1	1	1	4	4	FRI	BEV HILLBILLIES	5.00	2	5.00	2	5.00	2	5.00	2
7	5	3	11	6	16	12	1	1	1	1	1	4	4	AV5	BEV HILLBILLIES	10	10	10	10	10	10		
6	3	3			1		1			1		1		SAT	SAFARI-ADVENTURE	5.00	2	5.00	2	5.00	2	5.00	2
3	2	1	10	6	12	10	1	1	1	1	1	4	3	MON	LONE RANGER	5.00	2	5.00	2	5.00	2	5.00	2
4	3		5	2	9	8	1	1	1	1	1	2	2	TUE	LONE RANGER	5.00	2	5.00	2	5.00	2	5.00	2
4	3	2	7	3	14	12	1	1	1	1	1	3	3	WED	LONE RANGER	5.00	2	5.00	2	5.00	2	5.00	2
2	1		4	3	15	15	1	1	1	1	1	1	4	THU	LONE RANGER	5.00	2	5.00	2	5.00	2	5.00	2
2	2		3	3	12	12	1	1	1	1	1	1	3	FRI	LONE RANGER	5.00	2	5.00	2	5.00	2	5.00	2
3	2	1	6	3	12	11	1	1	1	1	1	2	3	AV5	LONE RANGER	10	10	10	10	10	10		
63	23	15	4	3	4	3	8	2	4	7	5	2	1	MON	5.30 NEWSERVICE	5.30	4	5.30	4	5.30	4	5.30	4
66	26	16	9	3	1	1	8	3	5	8	4	3	1	TUE	5.30 NEWSERVICE	5.30	4	5.30	4	5.30	4	5.30	4
61	21	15	9	1	5	4	8	2	4	6	4	3	1	WED	5.30 NEWSERVICE	5.30	4	5.30	4	5.30	4	5.30	4
71	22	20	8	3	5	5	9	3	4	8	4	3	1	THU	5.30 NEWSERVICE	5.30	4	5.30	4	5.30	4	5.30	4
61	23	13	6	3	4	3	8	2	4	7	5	2	1	FRI	5.30 NEWSERVICE	5.30	4	5.30	4	5.30	4	5.30	4
64	23	16	7	2	4	3	8	3	4	7	4	3	1	AV5	5.30 NEWSERVICE	16	16	20	20	20	20		
14	8	4	4	4	4	3	2	2	2	1	1	2	1	SUN	SECOND MILE	5.30	2	5.30	2				
32	17	5	6	3	6	3	5	4	4	4	3	2	1	MON	EYEWIT NWS EARLY	5.30	2	5.30	2	5.30	2	5.30	2
48	25	5	7	4	11	6	6	6	5	6	5	2	3	TUE	EYEWIT NWS EARLY	5.30	2	5.30	2	5.30	2	5.30	2
39	23	4	4	2	5	3	6	6	5	5	4	2	1	WED	EYEWIT NWS EARLY	5.30	1	5.30	1	5.30	1	5.30	1
58	33	9	12	6	8	4	7	5	6	7	6	4	2	THU	EYEWIT NWS EARLY	5.30	2	5.30	2	5.30	2	5.30	2
30	18	5	8	2	6	4	4	4	4	5	4	3	1	FRI	EYEWIT NWS EARLY	5.30	2	5.30	2	5.30	2	5.30	2
41	23	6	7	3	7	4	6	5	5	5	4	3	2	AV5	EYEWIT NWS EARLY	9	9	9	9	9	9		
23	6	4	3	2	1	3	1	1	1	3	1	1	1	SAT	EYEWITNESS NEWS	5.30	2	5.30	2	5.30	2	5.30	2
12	7	3	7	3	4	2	1	1	1	2	2	2	1	SUN	SPTS ILLUSTRATED	5.30	2	5.30	2	5.30	2	5.30	2
67	29	9	8	7	3	2	9	5	6	7	4	3	1	MON	NEWS HOUR	5.30	2	5.30	2	5.30	2	5.30	2
70	31	14	6	5	1	1	9	5	6	7	4	2	2	TUE	NEWS HOUR	5.30	2	5.30	2	5.30	2	5.30	2
71																							

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES †

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																		
				METRO AREA %		DMA %		STATION TOTALS (000)														
				HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN						MEN				
												1	2	3	4	8	9	10	53	TOTAL	18-34	18-49
4.00PM	KING	SAT	QUIZATHON	2	13	2	11	15	22	15	10	10	5	7	5	6	3	5	1	1	3	
		SUN	SUN AFT MOVIE	4	17	4	17	32	49	28	18	17	7	11	5	9	6	11	3	6	5	
	KIRO	SAT	WAGON TRAIN	5	34	6	38	45	68	54	38	33	10	20	11	17	13	21	6	12	8	
		SUN	ADVENTURE THEA	5	22	5	21	38	73	42	30	23	6	15	12	17	8	19	6	12	14	
	KOMO	M-F	#LOVE AMER STYLE	6	27	6	28	48	61	35	21	27	12	17	9	15	10	8	2	4	3	
		SAT	CAR AND TRACK	4	24	3	20	25	34	28	16	14	5	8	5	8	6	14	7	11	5	
		SUN	AMERCN SPORTSMAN	5	24	6	27	48	82	72	54	29	8	16	13	21	13	43	10	26	24	
	KTNT	M-F	#\$10,000 PYRAMID	1	7	1	6	12	18	8	5	5	2	4	3	5	1	3	1	1	2	
		SAT	LASSIE	1	7	1	8	10	15	5	5	3		1	1	3	2	2	1	1	2	
	KTVW	SUN	BOGART THEATER	4	16	3	14	25	54	46	21	22	11	16	10	14	6	24	14	18	13	
4.30PM	KING	SAT	SAT AFT MOVIE	4	20	4	17	32	52	34	28	21	3	11	11	17	10	13	3	7	5	
	KOMO	MON	BONANZA	6	28	8	31	61	81	61	46	39	13	19	9	18	20	22	2	8	7	
		TUE	BONANZA	9	35	10	38	80	111	84	58	53	19	31	15	26	22	31	7	13	14	
		WED	BONANZA	8	29	9	30	69	99	70	47	46	17	26	12	21	20	24	6	9	5	
		THU	BONANZA	7	26	8	27	61	88	68	51	45	13	20	11	21	25	23	4	8	12	
		FRI	BONANZA	7	33	8	34	65	84	58	42	37	12	20	11	18	17	21	4	8	6	
		AV5	BONANZA	8	30	8	32	67	92	68	50	44	14	23	12	21	21	24	4	9	13	
		SAT	WORLD WD SPTSMAN	4	21	3	19	25	36	28	20	10	1	1	1	6	9	18	7	12	10	
	KTNT	MON	TENNESSEE TUXEDO	1	6	1	4	8	13	2	1	2	1	2	2	2	1	1	1	1	1	
		TUE	UNDERDOG	1	5	2	6	14	20	4	1	3	2	2	2	3	1	1	1	1	1	
		WED	TENNESSEE TUXEDO	1	5	1	4	10	21	3	2	3	1	2	2	2	1	1	1	1	1	
		THU	UNDERDOG	1	3	1	4	10	14	2	1	1	1	1	1	1	1	1	1	1	1	
		FRI	TENNESSEE TUXEDO	1	4	1	3	7	14	2	1	2	1	1	1	2	1	1	1	1	1	
		AV2	TENNESSEE TUXEDO	1	5	1	4	8	16	2	1	2	1	1	1	2	1	1	1	1	1	
		SAT	THIS IS YR LIFE	1	5	1	7	10	15	7	6	5	1	1	1	2	3	2	1	1	1	
		SUN	NEW SCI-FI THEA	3	11	3	11	22	51	21	10	11	5	10	9	10	1	10	6	9	8	
	KTVW	MON	SUPERMAN	3	12	2	10	19	40	10	1	5	4	5	3	3	5	5	5	5	2	
		TUE	SUPERMAN	2	10	2	8	17	31	11	1	5	4	5	3	3	6	6	6	8	1	
		WED	SUPERMAN	4	16	4	13	28	48	15	5	6	2	5	4	5	1	9	8	8	2	
		THU	SUPERMAN	3	13	3	9	21	38	11	1	6	5	6	2	2	5	5	5	3	3	
		FRI	SUPERMAN	3	13	2	10	20	33	6	3	3	3	3	3	3	3	3	3	3	1	
		AV5	SUPERMAN	3	13	3	10	21	37	10	2	5	3	5	3	3	5	5	5	5	1	
5.00PM	KIRO	SAT	FLIPSIOE	1	4	1	4	9	10	5	5	4		1	1	2	3	1				
	KOMO	SAT	WORLD OF SPORTS	13	45	13	46	109	174	136	86	50	15	26	18	32	24	86	35	59	47	
		SUN	NATL GEOGRAPHIC	11	43	11	43	91	169	146	110	79	20	31	22	50	48	67	16	28	23	
	KTNT	MON	REV HILLBILLIES	3	13	3	10	21	32	10	4	8	5	7	6	6	1	2	1	1	2	
		TUE	REV HILLBILLIES	3	11	3	10	22	41	16	8	10	4	8	6	7	2	6	4	6	4	
		WED	REV HILLBILLIES	3	9	3	9	20	44	10	5	7	3	5	4	5	2	3	2	3	2	
		THU	REV HILLBILLIES	3	11	3	10	23	37	10	5	2	4	3	4	1	5	3	3	3	1	
		FRI	REV HILLBILLIES	3	14	3	12	24	42	14	10	8	2	6	6	7	2	6	2	4	3	
		AV5	REV HILLBILLIES	3	11	3	10	22	39	12	7	8	3	6	5	6	2	4	2	3	2	
		SAT	SAFARI-ADVENTURE	1	5	1	5	10	11	11	10	6	1	3	3	5	3	5	5	2	5	
	KTVW	MON	LONE RANGER	2	9	2	7	15	28	6	2	4	2	3	3	4	1	2	2	2	2	
		TUE	LONE RANGER	2	8	2	7	15	24	10	3	5	3	4	3	3	1	5	4	4	2	
		WED	LONE RANGER	3	10	3	9	20	30	9	3	4	2	3	3	4	1	5	4	4	1	
		THU	LONE RANGER	2	7	2	6	13	26	7	1	4	3	3	1	2	1	3	3	3	2	
		FRI	LONE RANGER	2	7	2	6	13	20	5	1	3	2	3	2	2	2	2	2	2	1	
		AV5	LONE RANGER	2	8	2	7	15	25	7	2	4	2	3	2	3	1	3	3	3	1	
5.30PM	KING	MON	5.30 NEWSERVICE	11	26	10	24	85	125	117	99	64	8	23	20	44	41	53	10	23	17	
		TUE	5.30 NEWSERVICE	13	29	12	27	97	135	125	105	66	10	26	23	48	40	59	10	21	17	
		WED	5.30 NEWSERVICE	11	24	11	24	87	124	110	96	63	8	21	21	47	42	47	6	18	16	
		THU	5.30 NEWSERVICE	12	25	12	25	98	146	133	113	75	9	22	20	50	53	58	11	19	16	
		FRI	5.30 NEWSERVICE	10	25	10	25	85	129	119	97	65	8	23	20	41	42	54	14	25	18	
		AV5	5.30 NEWSERVICE	11	25	11	25	89	130	119	100	66	9	23	21	45	43	53	10	21	17	
		SUN	SECOND MILE	3	11	4	14	29	27	23	18	15	5	8	5	7	7	8	2	2	3	
	KIRO	MON	EYEWIT NWS EARLY	8	20	7	17	53	81	69	46	37	12	19	12	22	18	32	11	15	12	
		TUE	EYEWIT NWS EARLY	10	24	8	21	67	113	95	60	52	19	27	17	35	25	43	16	23	18	
		WED	EYEWIT NWS EARLY	9	21	7	18	58	86	77	44	45	20	27	18	31	18	32	13	16	12	
		THU	EYEWIT NWS EARLY	11	25	10	21	77	125	105	73	58	17	33	27	45	25	47	15	26	20	
		FRI	EYEWIT NWS EARLY	8	20	7	17	52	81	67	44	32	13	19	13	23	13	35	10	19	15	
		AV5	EYEWIT NWS EARLY	9	23	8	19	61	96	82	54	44	15	24	17	31	20	38	13	20	15	
		SAT	EYEWITNESS NEWS	5	19	4	16	34	54	49	45	25	2	6	6	14	19	24	2	6	5	
		SUN	SPTS ILLUSTRATED	4	14	3	13	27	39	28	19	12	3	7	6	9	5	16	6	9	6	
	KOMO	MON	NEWS HOUR	10	28	12	31	94	134	123	98	70	16	31	20	40	39	53	9	21	19	
		TUE	NEWS HOUR	11	26	12	29	96	131	124	96	73	17	32	22	44	41	51	11	21	15	
		WED	NEWS HOUR	12	29	12	30	98	142	130	102	71	14	31	23	43	40	59	14	25	16	
		THU	NEWS HOUR	13	30	14	31	112	158	146	124	88	14	31	21	49	57	58	8	19	16	
		FRI	NEWS HOUR	11	29	11	30	91	132	118	98	67	9	23	17	40	44	51	11	21	18	
		AV5	NEWS HOUR	12	28	12	30	98	138	127	102	73	14	29	20	43						

AVERAGE QUARTER-HOUR AUDIENCES														DAY	PROGRAM	START TIME & NUMBER OF QUARTER-HOURS AVERAGED							
STATION TOTALS (000)							DESIGNATED MARKET AREA %									WEEK 1		WEEK 2		WEEK 3		WEEK 4	
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)			START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS
TOTAL	UNDER 50	EM-PLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL (12-17)	TOTAL (2-11)										
22	23	54	24	25	26	27	28	29	30	31	32	33	34										
23	15		1	5	1	10	3	3	3			1	2	4	M-F GUIDING LIGHT	1.00 10	1.00 10	1.00 4	1.00 8				
2	1		6	5	15							2	4		SAT CHILDS FILM FEST		1.00 4	1.00 4	1.00 4				
53	35	2	5	4	3	1	8	9	8	2	2	2	1		M-F ALL MY CHILDREN	1.00 10	1.00 10	1.00 4	1.00 8				
17	12	4	6	4	6	4	2	3	3	1	1	2	1		SAT SAT MATINEE I	1.00 6			1.00 6				
2															SUN DIRECTIONS			1.00 2	1.00 2				
4	1						1								M-F GALLOPNG GOURMET	1.00 10	1.00 10	1.00 4	1.00 8				
29	22	4			1		4	4	4	1					M-F #ANOTHER WORLO	1.30 10	1.30 10	1.30 8	1.30 8				
20	13	1	1		1		3	3	2						M-F #EDGE OF NIGHT	1.30 10	1.30 10	1.30 8	1.30 8				
12	5	2	5				2	2	1	3	2	2			SUN TENNIS CLASSIC			1.30 2	1.30 2				
36	16	2	5	3	5	2	5	3	4	2	1	2	1		M-F #LETS MAKE A DEAL	1.30 10	1.30 10	1.30 8	1.30 8				
14	2	2					2	1		2					SUN ISSUES & ANSWERS			1.30 2	1.30 2				
3	1						1	1	1						M-F PERRY MASON	1.30 20	1.30 20	1.30 17	1.30 17				
4							1	1	1						SUN KATHRYN KUHLMAN	1.30 2	1.30 2	1.30 2	1.30 2				
16	11	2	1	1			2	2	2						M-F #PEYTON PLACE	2.00 10	2.00 10	2.00 9	2.00 9				
12	4	1	7		4	3	2	1	1	1	1	2	1		SAT SPORTS ACTION	2.00 2	2.00 2	2.00 9	2.00 2				
22	15		1		1		3	3	3	1					M-F #SECRET STORM	2.00 10	2.00 10	2.00 9	2.00 9				
52	27	11	19	7	7	7	7	5	6	10	10	7	2		SAT ORBY&PREAKNS	2.00 4		2.00 4	2.00 4				
11	6	1	8	4	12	9	1	1	1	1	1	3	3		SUN GREAT MOVIE		2.00 8		2.00 8				
10	4	2	4	1	1	1	1	1	1	1	1	1	1		SUN AVENGERS		2.00 4	2.00 4	2.00 4				
34	16	2	6	4	4	2	5	3	3	2	1	2	1		M-F #NEWLYWED GAME	2.00 10	2.00 10	2.00 9	2.00 9				
5	4	1			2	1	1	1	1	1	1				SUN VOICE OF CALVARY	2.00 2	2.00 2	2.00 2	2.00 2				
5	3	2	2	1	1	1	1	1	1	1	1	1	1		M-F FUGITIVE	2.00 20	2.00 20	2.00 19	2.00 19				
17	9	2	3	1	6	5	2	2	2	2	2	1	1		SAT ACTION OBL FEATR	2.00 16	2.00 16	2.00 16	2.00 16				
															SUN SUNDAY CINEMA I	2.00 8	2.00 8	2.00 8	2.00 8				
22	15	2	3	2	2	1	3	3	3			1	1		M-F #SOMERSET	2.30 10	2.30 10	2.30 10	2.30 10				
10	2	2	5		4	3	1	1	1	2	1	2	1		SAT GOLF 4 SWINGERS	2.30 2	2.30 2		2.30 2				
18	7						2	1	1	3	2				SUN MEET THE PRESS		2.30 2		2.30 2				
19	13	1	5	2	2	1	3	3	3	1	1	2			M-F #HOLLYWDS TALKING	2.30 10	2.30 10	2.30 10	2.30 10				
25	13	2	8	7	4	2	4	3	3	1	2	3	1		M-F #DATING GAME	2.30 10	2.30 10	2.30 10	2.30 10				
19	13	3	6	3	12	9	2	2	2	1	2	2	3		SAT SAT MATINEE II	2.30 5			2.30 5				
															M-F OON ST THOMAS	2.30 10	2.30 10	2.30 10	2.30 10				
4		1	4	3	3	3	1					1	1		SAT PHYS MUT:RACERS		2.30 2		2.30 2				
															SUN DANIEL BOONE	2.30 4	2.30 4	2.30 4	2.30 4				
21	15	1	2	2	1	1	3	3	3			1	1		M-F #DAYS-OUR LIVES	3.00 10	3.00 10	3.00 10	3.00 10				
4	1	1	2		2	1	1	1	1	1		1	1		SAT COMMUNITY WRKSH	3.00 2	3.00 2	3.00 2	3.00 2				
17	10	2	11	5	6	3	2	2	2	1	1	4	1		M-F #PRICE IS RIGHT	3.00 10	3.00 10	3.00 10	3.00 10				
18	13	4	7	2	3	1	2	2	3	2	2	3	1		SUN SUSPENSE THEATER	3.00 10	3.00 4	3.00 4	3.00 4				
71	38	6	12	11	8	4	10	9	8	1	1	4	2		M-F #GENERAL HOSPITAL	3.00 10	3.00 10	3.00 10	3.00 10				
			1		5	3									M-F BRAKEMAN BILL SH	3.00 10	3.00 10	3.00 10	3.00 10				
3	3	1	9	4	14	12	1	1	1	1	1	3	3		SAT NHL ACTION	3.00 2	3.00 2	3.00 2	3.00 2				
															M-F F TROOP	3.00 10	3.00 10	3.00 10	3.00 10				
19	11	3	7	4	6	4	3	3	2	2	2	3	1		M-F BETTER MOVIE	3.30 20	3.30 20	3.30 20	3.30 20				
23	14	5	9	4	3	2	3	3	3	2	2	3	1		MON BETTER MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
19	14	3	9	3	6	4	2	2	3	2	2	3	1		TUE BETTER MOVIE	4.30 2	4.30 4	4.30 4	4.30 4				
25	14	2	6	2	5	5	3	3	3	2	2	2	1		WED BETTER MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
26	16	5	15	8	15	9	4	4	4	3	2	6	4		THU BETTER MOVIE	4.30 4	4.30 2	4.30 4	4.30 4				
22	12	5	11	5	5	4	3	2	3	2	2	4	1		FRI BETTER MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
23	14	4	10	4	6	5	3	3	3	2	2	4	2		AV5 BETTER MOVIE		18	18	20	20			
21	12	3	9	4	6	5	3	3	3	2	2	3	1		AV5 BETTER MOVIE		38	38	40	40			
3	3		4	1	4	3	1	1	1	1	1	2	1		SAT PARENT GAME	3.30 2	3.30 2		3.30 2				
13	8	3	3	2	9		2	2	2	1	1	1	2		SUN DAKTARI		3.30 2		3.30 2				
25	17	3	11	5	11	7	3	3	3	2	2	4	3		M-F BIG MONEY MOVIE	3.30 20	3.30 20	3.30 20	3.30 20				
27	16	5	11	4	13	9	3	3	3	2	1	4	3		MON BIG MONEY MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
27	16	5	8	4	11	6	4	4	4	2	2	3	3		TUE BIG MONEY MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
35	24	3	13	5	13	10	5	5	5	3	2	5	3		WED BIG MONEY MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
38	27	5	17	8	14	8	5	4	5	3	3	6	3		THU BIG MONEY MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
17	12	1	11	5	8	4	2	2	2	3	3	4	2		FRI BIG MONEY MOVIE	4.30 4	4.30 4	4.30 4	4.30 4				
29	19	4	12	5	11	7	4	3	4	3	2	4	3		AV5 BIG MONEY MOVIE	20	20	20	20				
27	18	3	11	5	11	7	4	3	4	2	2	4	3		AV5 BIG MONEY MOVIE	40	40	40	40				
49	25	6	13	12	5	3	7	7	6	1	1	5	1		M-F #ONE LIFE TO LIVE	3.30 10	3.30 10	3.30 10	3.30 10				
4	2		3	2	6	4	1					1	1		M-F #JOKERS WILD	3.30 10	3.30 10	3.30 10	3.30 10				
3	2		6	4	4	4						2	1		SAT FISHIN HOLE	3.30 2	3.30 2		3.30 2				
															SUN WILD WILD WEST	3.30 4	3.30 4	3.30 4	3.30 4				

PROGRAM AUDIENCE AVERAGES

N.B. All data should be used recognizing sampling errors described in Section IV. A table of relative error thresholds is provided to aid the user in assessing the sampling error of reported household and persons audience levels. In general, audiences equal to or below the thresholds shown in Table 8 have a relative error in the range of 25-49% or 50+%. The user is reminded that 2 or 3-week program audience estimates have larger sampling errors than audiences based on the full 4-week measurement cycle.

NSI Average week Estimates—4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																			
				METRO AREA %		DMA %		STATION TOTALS (000)															
				HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN					MEN						
												TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64	
1	2	3	4	8	9	10	53	11	12	13	14	15	16	17	18	19	20	21					
1.00PM	KIRO	M-F	GUIDING LIGHT	4	21	3	18	27	29	27	17	26	9	15	13	19	11	1	1	1	1	1	
		SAT	CHILDOS FILM FEST	2	13	1	9	11	26	5	4	2	2	1	1	2	1	3	1	3	2	2	
	KOMJ	M-F	ALL MY CHILDREN	9	49	8	46	68	84	76	39	62	30	42	27	38	20	14	7	8	4	6	
		SAT	SAT MATINEE I	3	19	3	17	23	37	25	12	19	9	14	10	15	5	6	4	1	2		
		SUN	DIRECTIONS	.3		1	4	4	2	2	2	2	2	2	2	2	2					1	
	KTNT	M-F	GALLOPNG GOURMET	1	4	1	4	6	6	6	5	4	1	1		2	3	2					
1.30PM	KING	M-F	#ANOTHER WORLD	4	22	5	26	36	36	35	22	30	13	22	19	23	8	5		1	1	3	
	KIRO	M-F	#EDGE OF NIGHT	3	19	3	16	23	25	23	15	21	8	13	11	17	8	2					
		SUN	TENNIS CLASSIC	4	37	4	30	29	39	34	23	14	5	6	3	4	8	20	6	10	10	16	
	KOMO	M-F	#LETS MAKE A DEAL	8	46	7	42	58	69	59	44	42	11	18	13	25	24	17	4	5	3	7	
		SUN	ISSUES & ANSWERS	3	22	3	22	21	28	28	26	16	2	2	2	10	14	12				3	
	KTNT	M-F	PERRY MASON	1	3	1	3	5	5	5	2	5	3	3		1	2					1	
		SUN	KATHRYN KUHLMAN	1	3	1	4	5	5	5	4	4				4	4	1					
2.00PM	KING	M-F	#PEYTON PLACE	2	12	3	17	21	21	20	14	17	6	11	8	11	6	3				2	
		SAT	SPORTS ACTION	3	15	3	18	24	37	26	20	16	6	9	5	8	7	10			3	6	
	KIRO	M-F	#SECRET STORM	4	26	3	22	28	31	29	17	25	11	16	14	20	9	4	1	2	2	2	
		SAT	DRBY&BREAKNS	13	60	10	51	83	157	129	77	58	17	30	20	36	28	71	35	46	24	38	
			SUN	GREAT MOVIE	3	27	3	31	24	39	19	12	3	6	3	9	6	7	4	7	4	4	5
			SUN	AVENGERS	2	14	2	13	17	25	20	13	12	4	6	4	7	6	8	3	4	4	7
	KOMO	M-F	#NEWLYWEO GAME	7	47	7	45	54	65	55	41	39	11	18	13	24	21	16	3	4	2	7	
	KTNT	SUN	VOICE OF CALVARY	.3		.3																	
	KTVW	M-F	FUGITIVE	1	7	1	7	8	11	9	3	5	3	4	3	4	1	4	3	3	2	3	
		SAT	ACTION OBL FEATR	1	7	1	6	9	16	13	8	6	2	3	3	4	3	7	3	4	2	4	
		SUN	SUNDAY CINEMA I	3	21	3	19	24	40	31	20	19	6	10	6	11	9	12	5	7	5	9	
2.30PM	KING	M-F	#SOMERSET	3	19	3	24	27	31	26	16	23	10	16	11	16	7	3				1	
		SAT	GOLF 4 SWINGERS	3	21	4	23	28	36	27	23	10	1	2	2	8	8	17	3	6	6	11	
		SUN	MEET THE PRESS	4	24	4	26	31	40	40	32	18	3	7	7	11	11	22	5	11	6	9	
	KIRO	M-F	#HOLLYWDS TALKING	4	28	4	25	29	37	30	17	23	10	15	11	16	8	7	3	4	3	4	
KOMO	M-F	#DATING GAME	6	41	5	38	42	52	40	29	30	9	14	11	18	16	10	2	3	2	5		
		SAT	SAT MATINEE II	4	24	3	22	27	47	29	14	20	8	13	11	16	7	9	7	7	4	6	
	KTNT	M-F	DDN ST THOMAS	.3		.3																	
		SAT	PHYS MUT:RACERS	.3		.3																	
		SUN	DANIEL BOONE	1	4	1	8	11	13	6	5	5	1	1		1	4	1					
3.00PM	KING	M-F	#DAYS-OUR LIVES	3	14	3	15	26	29	26	17	22	9	16	12	15	6	4				1	
		SAT	COMMUNITY WRKSH	2	12	1	11	12	15	11	11	4		1	1	4	3	7				4	
	KIRO	M-F	#PRICE IS RIGHT	3	16	3	15	27	41	24	16	17	6	10	8	13	7	7	2	3	2	4	
		SUN	SUSPENSE THEATER	4	26	3	21	26	43	33	22	18	7	13	9	14	5	15	4	10	8	11	
	KOMO	M-F	#GENERAL HOSPITAL	11	52	11	53	93	115	95	60	83	31	44	29	47	39	12	4	6	4	7	
	KTNT	M-F	BRAKEMAN BILL SH	1	2	.3		4	6														
		SAT	NHL ACTION	.3		.3																	
	KTVW	M-F	F TROOP	3	14	3	12	20	34	11	5	6	3	5	3	3	1	5	3	4	2	2	
3.30PM	KING	M-F	BETTER MOVIE	4	18	4	18	34	49	36	21	22	9	13	9	14	9	14	6	8	5	8	
		MON	BETTER MOVIE	5	24	5	21	41	58	46	27	29	11	18	11	16	11	17	8	12	8	12	
		TUE	BETTER MOVIE	5	18	4	16	35	52	37	23	20	7	14	11	14	6	17	7	11	8	12	
		WED	BETTER MOVIE	5	16	5	17	39	56	45	32	28	9	16	13	20	12	17	4	9	6	11	
		THU	BETTER MOVIE	5	20	6	22	47	80	50	29	30	13	19	11	16	11	20	8	10	7	12	
		FRI	BETTER MOVIE	4	19	5	20	39	55	39	25	25	8	14	11	17	11	14	6	8	6	10	
		AVS	BETTER MOVIE	5	19	5	19	40	59	43	28	26	9	16	11	17	10	17	6	10	7	11	
		AVS	BETTER MOVIE	4	19	4	19	37	55	40	25	25	9	15	10	15	10	15	6	9	6	10	
		SAT	PARENT GAME	2	13	2	12	14	19	11	5	8	6	8	3	3	3	3				2	
		SUN	OAKTARI	3	21	3	21	23	35	23	13	13	5	8	5	7	5	10	5	6	2	4	
	KIRO	M-F	BIG MONEY MOVIE	6	26	5	22	40	64	42	25	28	11	18	13	20	10	14	6	8	5	5	
		MON	BIG MONEY MOVIE	5	23	5	21	41	67	43	28	27	9	16	13	21	11	16	6	7	5	12	
		TUF	BIG MONEY MOVIE	6	23	5	20	42	69	50	29	33	14	20	13	21	13	17	7	10	8	12	
		WED	BIG MONEY MOVIE	7	25	6	22	50	81	55	31	36	15	24	18	26	12	19	9	11	8	13	
		THU	BIG MONEY MOVIE	8	30	7	26	57	91	60	38	39	12	27	23	34	12	21	10	14	10	15	
		FRI	BIG MONEY MOVIE	5	24	5	21	40	58	39	23	20	6	13	8	12	7	19	10	13	5	8	
		AVS	BIG MONEY MOVIE	6	25	6	22	46	72	49	30	31	11	20	15	23	11	18	8	11	7	12	
		AVS	BIG MONEY MOVIE	6	25	5	22	43	67	45	27	29	11	19	14	21	10	16	7	9	6	10	
	KOMJ	M-F	#ONE LIFE TO LIVE	9	39	9	40	70	84	66	41	58	23	31	19	33	27	8	2	3	2	3	
		KTNT	M-F	#JOKERS WILD	1	6	1	5	11	16	7	6	4	1	2	2	4	2	3		1	1	1
		SAT	FISHIN MOLE	1	7	2	9	12	10	8	8						8		6	6	8		
		SUN	WILD WILD WEST	1	7	1	7	12	18	8	5	4	2	3	2	3	1	4	1	3	2	2	

† INCLUDES PROGRAMS TELECAST BY LOCAL COMMERCIAL STATIONS IN AT LEAST 2 OUT OF THE 4 MEASURED WEEKS. Individual-day audience estimates exclude pre-emptions, if any. Monday-Friday averages for time periods prior to 4:30PM (3:30PM CTZ/MTZ) include pre-emptions, if any. For additional detail, see User's Guide on inside back cover and NSI Reference Supplement.
 * "Normal" program average. See User's Guide. * Other Programming or Off-the-Air. Note: "Blanks" should not be interpreted as annotating zero audience levels. See Section III.
 - Below Minimum Audience Standards. See Table 4. BMS Below Minimum Sample Standards. See Section III.

AVERAGE QUARTER-HOUR AUDIENCES														DAY	PROGRAM	START TIME & NUMBER OF QUARTER-HOURS AVERAGED							
STATION TOTALS (000)							DESIGNATED MARKET AREA %									WEEK 1		WEEK 2		WEEK 3		WEEK 4	
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHIL. (2-11)			START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS	START TIME	NO. QTR-HRS
TOTAL	UNDER 50	EM-EMPLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL (12-17)	TOTAL CHIL. (2-11)										
22	23	54	24	25	26	27	28	29	30	31	32	33	34										
24	9	3	2	1	3	1	3	1	2	2		1	1	M-F SALE OF CENTURY	10.00	10	10.00	10	10.00	2	10.00	8	
3	2	1	3	1	17	12	1	1	1			1	4	SAT SEALAB 2020	10.00	2	10.00	2	10.00	2	10.00	2	
3	3	1	1	1										SUN ANSWER	10.00	2			10.00	2	10.00	2	
30	21	2			7	2	4	5	4	1			2	M-F GAMBIT	10.00	10	10.00	10	10.00	2	10.00	8	
3					4								1	SUN CAMERA THREE			10.00	2	10.00	2	10.00	2	
6	5	2	14	11	41	29	1	2	1			5	10	SAT BEWITCHED	10.00	2	10.00	2	10.00	2	10.00	2	
			8	3	26	15				1	2	3	6	SUN BULLWINKLE	10.00	2	10.00	2			10.00	2	
														SUN ACCESS	10.00	2	10.00	2	10.00	2	10.00	2	
3	3	1	1	1	1	1				1	1	1	1	M-F VIP J CARSON	10.00	10	10.00	10	10.00	2	10.00	8	
5	4	2	5	2	7	4	1	1	1	1	1	2	2	SAT WKND DBL FEATURE	10.00	16	10.00	16	10.00	16	10.00	16	
														SUN WKND DBL FEATURE	10.00	16	10.00	16	10.00	16	10.00	16	
53	24	4	3	1	5	1	7	4	4	3	2	1	1	M-F #HOLLYWD SQUARES	10.30	10	10.30	10	10.30	2	10.30	8	
11	9	2	6	4	19	14	1	2	2	1	1	2	5	SAT RUNAROUND	10.30	2	10.30	2	10.30	2	10.30	2	
														SUN EIGHT LIVLY ARTS	10.30	2			10.30	2	10.30	2	
19	15	2			1		3	3	3					M-F LOVE OF LIFE:NEWS	10.30	10	10.30	10	10.30	2	10.30	8	
5	5	2	13	7	42	24	1	2	1	1	1	5	10	SAT JOSIE:IN NEWS	10.30	2	10.30	2	10.30	2	10.30	2	
11	2				2		2	1						SUN FACE THE NATION			10.30	2	10.30	2	10.30	2	
2	2		12	8	33	24	1	1	1			4	8	SAT KID POWER:ROCK	10.30	2	10.30	2	10.30	2	10.30	2	
5	5	3	7	2	24	13	1	1	1	1	1	3	6	SUN MAKE WISH:ROCK	10.30	2	10.30	2			10.30	2	
														SAT OFF:NEWS,SPTS,WEA	10.30	2	10.30	2	10.30	4	10.30	2	
														SUN HOUR OF POWER	10.30	4	10.30	4	10.30	4	10.30	4	
4	4	1					1	1	1	1				M-F MDRN NWS&DBL FTR	10.30	70	10.30	70	10.30	22	10.30	56	
45	17	5	4	2	2	1	6	3	3	3	2	2	2	M-F JEOPARDY	11.00	10	11.00	10	11.00	2	11.00	8	
11	9	2			1		2	2	2			1	4	M-F YOUNG & RESTLESS	11.00	10	11.00	10	11.00	2	11.00	8	
3	3		3	3	18	8								SAT FLINTSTONES-HOUR			11.00	4	11.00	4	11.00	4	
11	2	1	2	1	1		1			1				SUN EYEWIT NWS CONF			11.00	2	11.00	2	11.00	2	
5	4	1	16	12	42	31	1	1	1			6	10	SAT FUNKY PHNTM:ROCK	11.00	2	11.00	2	11.00	2	11.00	2	
2	2	2	10	10	28	13						4	6	SUN BULLWINKLE			11.00	2	11.00	2	11.00	2	
														SAT ACROSS THE FENCE	11.00	2	11.00	2	11.00	2	11.00	2	
21	11	5	14	2	9	6	3	2	2	7	5	5	2	SAT NBC MAJ LEAG 858	11.15	11	11.15	11	11.15	11	11.15	9	
37	12	4	3	2	1		5	2	2	3	1	1		M-F WHO WHAT-WHERE:W	11.30	10	11.30	10	11.30	2	11.30	8	
19	11	2			1		2	2	2					M-F SEARCH-TOMORROW	11.30	10	11.30	10	11.30	2	11.30	8	
17	11	1	4	3	10	4	3	3	3	1	1	2	2	M-F BEWITCHED	11.30	10	11.30	10	11.30	2	11.30	8	
3	7		13	7	34	23	1	1	1			5	8	SAT LINDSVILLE	11.30	2	11.30	2	11.30	2	11.30	2	
2	2	1	2	2	8	2						1	2	SUN MAKE A WISH:ROCK			11.30	2	11.30	2	11.30	2	
														SAT ACCESS	11.30	2	11.30	2	11.30	2	11.30	2	
														SUN FARM CTY FRM	11.30	2	11.30	2	11.30	2	11.30	2	
														SUN ASK YOUR DOCTOR	11.30	2	11.30	2	11.30	2	11.30	2	
6	2						1							M-F TAKE TIME	12.00	20	12.00	20	12.00	4	12.00	16	
32	16	3	2	1	1		4	2	3	2	1	1		M-F NOON NEWS	12.00	10	12.00	10	12.00	2	12.00	8	
2	2				7	4	1	1	1				2	SAT ARCHIES:IN NEWS			12.00	2	12.00	2	12.00	2	
16	6	7	6	1	2		3	2	2	5	4	2		SUN SPTS SPCTCLR	12.30	6	12.30	6	12.00	6	12.00	6	
16	6	6	7	2	2		3	2	2	5	4	3		*SUN SPTS SPCTCLR	12.30	4	12.30	4	12.00	6	12.00	6	
59	29	5	5	3	10	3	8	7	7	4	3	2	2	M-F PASSWORD	12.00	10	12.00	10	12.00	2	12.00	8	
4	4		13	10	15	14	1	1	1			5	4	SAT MONKEES:ROCK	12.00	2			12.00	2	12.00	2	
														SUN SCHOOLHOUSE					12.00	2	12.00	2	
6	1	1			1		1					2	1	M-F #THREE ON A MATCH	12.00	10	12.00	10	12.00	2	12.00	8	
3	3	2	5	4	4	3				1	1			SAT I LOVE LUCY	12.00	2	12.00	2	12.00	2	12.00	2	
														SUN IT IS WRITTEN	12.00	2	12.00	2	12.00	2	12.00	2	
36	19	3	2	1	1		4	3	4			1	1	M-F AS WORLD TURNS	12.30	10	12.30	10	12.30	2	12.30	8	
3	3		2	2	5	2			1					SAT FAT ALBRT:IN NWS			12.30	2	12.30	2	12.30	2	
58	32	5	5	3	11	2	8	8	8	4	3	2	3	M-F SPLIT SEGNO	12.30	10	12.30	10	12.30	2	12.30	8	
10	6	2	12	10	14	13	2	3	2	1	1	4	3	SAT AMERICAN BANDSTND	12.30	2			12.30	2	12.30	2	
														SUN ACTION INNR CITY			12.30	2	12.30	2	12.30	2	
														M-F NEW ZOO REVUE	12.30	10	12.30	10	12.30	2	12.30	8	
														SAT ADVENTURE THEATR	12.30	6	12.30	8	1.00	6	12.30	4	
														SUN REX HUMBARO	12.30	4	12.30	4	12.30	4	12.30	4	
25	17	4	8	3	1	1	3	3	3	3	3	3		M-F DOCTORS	1.00	10	1.00	10	1.00	4	1.00	8	
19	11	7					3	2	2					SUN SUN AFT MOVIF			1.00	6			1.00	6	

PROGRAM AUDIENCE AVERAGES †

N.B. All data should be used recognizing sampling errors described in Section IV. A table of relative error thresholds is provided to aid the user in assessing the sampling error of reported household and persons audience levels. In general, audiences equal to or below the thresholds shown in Table 8 have a relative error in the range of 25-49% or 50+%. The user is reminded that 2 or 3-week program audience estimates have larger sampling errors than audiences based on the full 4-week measurement cycle.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

PROGRAM AUDIENCE AVERAGES

TIME	STATION	DAY	PROGRAM	AVERAGE QUARTER-HOUR AUDIENCES																			
				METRO AREA %		DMA %		STATION TOTALS (000)															
				HOUSEHOLD RATING	SHARE	HOUSEHOLD RATING	SHARE	TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL PERSONS 35+	WOMEN					MEN						
												TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64	
1	2	3	4	8	9	10	85	11	12	13	14	15	16	17	18	19	20	21					
10.00AM	KING	M-F	SALE OF CENTURY	5	32	5	31	38	43	38	32	26	5	9	7	16	17	12	1	2	2	6	
		SAT	SEALAB 2020	2	16	2	15	17	27	7	2	5	4	4	4	1	2	1	2	2	2	2	
		SUN	ANSWER	-3		1	8	5	6	5	4	3	1	3	3	3	2	2	2	2	2	2	
	KIRO	M-F	GAMBIT	5	32	5	32	38	48	41	25	33	15	22	15	20	11	8	1	2	2	3	
		SUN	CAMERA THREE	1	15	1	12	6	9	5	5	3				3	2				2	2	
KOMO	SAT	BEWITCHED	5	36	5	37	41	66	11	4	9	6	7	3	3	2	2	1	2	1	1		
	SUN	BULLWINKLE	2	24	3	29	21	42	8	1					8	7	8	8	8	8	8		
KTNT	SUN	ACCESS	-3		-3																		
KTVM	M-F	VIP J CARSON	-3		-3																		
	SAT	WKND DBL FEATURE	1	5	1	4	6	10	8	5	3	1	3	3	3	1	5	2	4	3	3		
SUN	WKND DBL FEATURE	2	13	2	11	13	24	12	7	5	2	4	3	4	1	7	3	5	4	4	6		
10.30AM	KING	M-F	#HOLLYWD SQUARES	9	55	9	52	71	87	79	60	56	15	25	18	33	31	23	4	7	6	10	
		SAT	RUNAROUND	3	25	3	21	22	40	15	5	11	7	9	5	6	2	4	3	4	3	3	
		SUN	EIGHT LIVLY ARTS	-3		-3																	
	KIRO	M-F	LOVE OF LIFE:NWS	3	19	3	17	24	24	23	12	23	11	16	10	13	7	3	2	3	3	3	
		SAT	JOSIE:IN NWS	5	36	4	33	34	65	10	3	7	5	6	3	4	1	3	2	3	3	3	
SUN		FACE THE NATION	3	33	2	28	19	28	26	24	14	2	2	2	6	12	12			3	6		
KOMO	SAT	KID POWER:ROCK	4	32	4	33	34	52	7	4	5	2	3	3	3	2	2	1	2	1	1		
	SUN	MAKE A WISH:ROCK	2	22	3	29	24	42	11	3	5	3	5	5	5	6	5	6	6	6	6		
KTNT	SAT	OFF:NWS,SPTS,WEA	-3		-3																		
	SUN	HOOR OF POWER	-3		-3																		
KTVM	M-F	MORN NWS:DBL FTR	1	4	1	4	6	9	9	4	4	2	4	4	4	4	5	3	4	2	3		
11.00AM	KING	M-F	JEPARDY	9	58	8	55	68	78	72	56	50	11	18	14	31	32	22	9	8	6	10	
		KIRO	M-F	YOUNG & RESTLESS	2	12	2	13	17	16	15	8	15	7	10	6	8	5	2	2	2	2	
		SAT	FLINTSTONES-HOUR	1	9	1	10	11	26	5	2	3	1	3	3	3	2	2	2	2	2		
	SUN	EYEWIT NWS CONF	2	22	2	21	16	23	20	19	11	1	2	2	5	9	9			2	4		
	KOMO	SAT	FUNKY PHNTM:ROCK	5	31	5	30	39	67	9	4	7	4	5	3	4	2	2	1	2	1	1	
SUN		BULLWINKLE	3	41	3	44	26	44	6	2	2	1	2	2	2	4	3	3	4	4	4		
KTNT	SAT	ACROSS THE FENCE	-3		-3																		
11.15AM	KING	SAT	NBC MAJ LEAG BSB	9	51	9	51	72	98	75	57	24	7	13	10	14	11	51	11	22	17	27	
11.30AM	KING	M-F	WHO WHAT-WHERE:IN	7	43	7	42	57	63	59	49	41	7	12	10	25	29	18	3	5	4	7	
		KIRO	M-F	SEARCH-TOMORROW	3	16	3	16	22	21	20	12	19	7	11	8	13	8	1	1	1	1	
		KOMO	M-F	BEWITCHED	4	22	4	22	30	44	30	16	22	10	14	8	12	8	8	4	6	3	4
	SAT	LIOVILLE	4	26	4	24	31	53	6	3	5	2	3	2	3	2	1	1	1	1	1		
	SUN	MAKE A WISH:ROCK	1	18	1	18	14	25	15	1	12	12	12	2	2	2	3	3	2	2	2	3	
KTNT	SAT	ACCESS FARM CTY FRM	-3		-3																		
SUN	ASK YOUR DOCTOR	-3		-3		5	8	4	4	4	2			1	1	1	2		1	1	2		
12.00PM	KING	M-F	TAKE TIME	1	7	1	5	10	11	11	10	8	1	2	2	3	6	3				1	
		KIRO	M-F	NOON NEWS	6	28	5	25	43	50	47	37	36	6	16	13	23	20	11	4	6	4	7
		SAT	ARCHIES:IN NWS	1	9	1	7	8	12	5	2	5	3	5	2	2	8						
	SUN	SPTS SPTCLR	6	33	5	29	40	65	57	35	22	7	12	5	11	10	35	15	22	13	22		
	*SUN	SPTS SPTCLR	6	34	5	30	41	68	59	36	23	8	12	5	11	11	36	15	22	13	23		
KOMO	M-F	PASSWORD	10	47	10	48	83	111	96	64	68	23	34	23	42	34	28	9	13	8	12		
	SAT	MONKEES:ROCK	3	18	3	18	25	36	8	2	6	4	6	3	3	2	2	2	2	2	2		
SUN	SCHOOLHOUSE	-3		-3																			
KTNT	M-F	#THREE ON A MATCH	1	3	1	4	7	9	8	7	6	1	1	1	4	5	2				1		
	SAT	I LOVE LUCY	1	6	1	5	8	13	4	1	3	2	3	2	2	1	1	1	1	1	1		
SUN	IT IS WRITTEN	-3		-3																			
12.30PM	KIRO	M-F	AS WORLD TURNS	6	29	5	27	42	44	41	33	38	8	19	17	27	19	3		1	1	2	
		SAT	FAT ALBRT:IN NWS	1	8	1	7	8	10	3	3	3	3	3	3	3							
		KOMO	M-F	SPLIT SECOND	10	52	10	53	81	112	96	62	67	25	39	25	42	28	29	9	14	9	13
	SAT	AMERICAN BANDSTND	4	21	4	20	28	48	22	7	15	9	11	3	5	4	7	6	6	6	1	1	
	SUN	ACTION INNR CITY	-3		-3																		
KTNT	M-F	NEW ZOO REVUE	-3		-3																		
	SAT	ADVENTURE THEATR	-3		-3																		
SUN	REX HUMBARD	-3		-3		5	5	5	5	5	4		1	1	2	3	1						
1.00PM	KING	M-F	DOCTORS	3	16	4	20	30	30	30	20	27	10	17	15	21	10	3		1	1	2	
		SUN	SUN AFT MOVIE	4	28	4	27	31	51	42	29	21	6	12	9	16	9	21	7	15	10	14	

† INCLUDES PROGRAMS TELECAST BY LOCAL COMMERCIAL STATIONS IN AT LEAST 2 OUT OF THE 4 MEASURED WEEKS. Individual-day audience estimates exclude pre-emptions, if any. Monday-Friday averages for time periods prior to 4:30PM (3:30PM CTZ/MTZ) include pre-emptions, if any. For additional detail, see User's Guide on inside back cover and NSI Reference Supplement.
 * "Normal" program average. See User's Guide. * Other Programming or Off-the-Air. Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III.
 - Below Minimum Audience Standards. See Table 4. BMS Below Minimum Sample Standards. See Section III.

AVERAGE QUARTER-HOUR AUDIENCES														DAY	PROGRAM	START TIME & NUMBER OF QUARTER-HOURS AVERAGED									
STATION TOTALS (000)							DESIGNATED MARKET AREA %									WEEK 1		WEEK 2		WEEK 3		WEEK 4			
LADY OF HOUSE			TEENS		CHILDREN		WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)			START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS	START TIME	NO. QTR. HRS		
TOTAL	UNDER 50	EM-PLOYED	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49														
22	23	54	24	25	26	27	28	29	30	31	32	33	34												
														M-F	TELCRSE: B DONOVN	6.30	10	6.30	10	6.30	10	6.30	10		
														M-F	SUNRISE SEMESTER	6.30	10	6.30	10	6.30	10	6.30	10		
														SAT	SUNRISE SEMESTER	7.00	2	7.00	2	7.00	2	7.00	2		
														AV6	SUNRISE SEMESTER		12		12		4		10		
43	19	6	1	1	1	1	5	3	4	3	2	1	3	M-F	TODAY SHOW	7.00	40	7.00	40	7.00	8	7.00	32		
1			2	2	12	9								SAT	HOUNDCATS	7.00	2	7.00	2	7.00	2	7.00	2	7.00	2
7	5	2	1	1	3	3	1	1	1					M-F	MORNING NEWS	7.00	10	7.00	10	7.00	2	7.00	8		
														SUN	LOOK UP AND LIVE					7.00	2	7.00	2		
1	1	1	3	3	11	9						1	3	SAT	HR PUFNSTUF:ROCK	7.00	2	7.00	2	7.00	2	7.00	2		
														SUN	CLEO ROBINSN	7.00	2	7.00	2	7.30	2	7.30	2		
														SUN	CLEO ROBINSN	7.00	2	7.00	2						
														SUN	SOC SEC: SCRO HRT			7.00	2			7.00	2		
1			6	4	28	21						2	7	SAT	ROMAN HOLIDAYS	7.30	2	7.30	2	7.30	2	7.30	2		
														SUN	INSIGHT	7.30	2	7.30	2	7.30	2	7.30	2		
4	4	1	8	4	89	40	1	1	1			3	22	M-F	J P PATCHES	7.30	20	7.30	20	7.30	4	7.30	16		
1			3	1	14	9						1	3	SAT	ARCHIES: IN NEWS	7.30	2	7.30	2	7.30	2	7.30	2		
9	3	1	4	3	4	4	1		1			2	1	SUN	MORMON TAB CHOIR	7.30	2	7.30	2	7.30	2	7.30	2		
1	1	1	5	5	11	8						1	3	SAT	JACKSON 5	7.30	2	7.30	2	7.30	2	7.30	2		
														SUN	ACROSS FENCE	7.30	2	7.30	2						
2	2	1	1		12	7					1		3	M-F	BLAIBOON-PAL CRTN	7.30	30	7.30	30	7.30	6	7.30	24		
1	1	1	4	1	33	27						1	8	SAT	JETSONS	8.00	2	8.00	2	8.00	2	8.00	2		
														SUN	WTH-RING:LIFE	8.00	2	8.00	2	8.00	2	8.00	2		
2	2	2	9	5	50	19	1				1	1	3	SAT	B BUNNY: IN NEWS	8.00	2	8.00	2	8.00	2	8.00	2		
8	3	2	2		3	2						1	1	SUN	DAY OF DISCOVERY	8.00	2	8.00	2	8.00	2	8.00	2		
7	4	1	4	2	3	2	1		1			2	1	M-F	PETTICOAT JUNCTN	8.00	10	8.00	10	8.00	2	8.00	8		
1	1	1	12	10	36	28						4	9	SAT	OSMONDS: ROCK	8.00	2	8.00	2	8.00	2	8.00	2		
2	2	2	2		4	4					1	1	1	SUN	THIS IS THE LIFE	8.00	2	8.00	2	8.00	2	8.00	2		
1	1	1	5	3	38	22			1	1		2	9	SAT	PINK PANTHER	8.30	2	8.30	2	8.30	2	8.30	2		
														SUN	EUCCHARIST-SHUTIN	8.30	2	8.30	2	8.30	2	8.30	2		
3	3		3	2	57	13	1		1			1	14	M-F	CAPTAIN KANGAROO	8.30	10	8.30	10	8.30	2	8.30	8		
2	2	1	5		43	22			1	1		2	10	SAT	SABRINA: IN NEWS	8.30	2	8.30	2	8.30	2	8.30	2		
12	4	2	2		4	3	2	1	1	1		1	1	SUN	DRAL ROBERTS	8.30	2	8.30	2	8.30	2	8.30	2		
11	7		2	2	1	1	1		1	1	1	1	1	M-F	NOT 4 WOMEN ONLY	8.30	10	8.30	10	8.30	2	8.30	8		
1	1	1	18	11	52	38						7	13	SAT	ABC SAT MOVIE	8.30	4	8.30	4	8.30	4	8.30	4		
1	1	1			5	3						1	1	SUN	ACROSS THE FENCE	8.30	2	8.30	2	8.30	2	8.30	2		
7	4		2	1	5	3	1	1	1			1	1	SUN	YOUTH-AGRI	8.30	2	8.30	2	8.30	2	8.30	2		
														SUN	BILLY J HARGIS	8.30	2	8.30	2	8.30	2	8.30	2		
36	17	2	2	2	1	26	5	4	4	1		1	12	M-F	DINAH'S PLACE	9.00	10	9.00	10	9.00	2	9.00	8		
1	1		3	1	52				1			1	12	SAT	UNDERDOG	9.00	2	9.00	2	9.00	2	9.00	2		
														SUN	DIALOGUE: DAVEY	9.00	2	9.00	2	9.00	2	9.00	2		
27	16	2			3		3	2	3	1	1		1	M-F	EYEWITNESS NEWS	9.00	20	9.00	20	9.00	4	9.00	16		
4	3	4	10	5	26	18	1	1	1			4	6	SAT	CHAN CLAN: IN NWS	9.00	2	9.00	2	9.00	2	9.00	2		
7	2	2			1					1				SUN	OUR OF POWER	9.00	4	9.00	4	9.00	4	9.00	4		
12	6	1	1	1			1	1	1	1	1		4	M-F	MORNING NEWS	9.00	10	9.00	10	9.00	2	9.00	8		
												1	4	SUN	BRAINSVILLE					9.00	2	9.00	2		
2	2		3	3	16	10					1	1	3	SUN	CURIOSITY SH	9.00	4	9.00	4	10.00	4	10.00	4		
3	3		9	8	28	18					1	1	3	*SUN	CURIOSITY SH	9.00	4	9.00	4						
			9	6	29	15			1	1	1	1	3	SUN	OLD TIME GOSPEL	9.00	4	9.00	4	9.00	4	9.00	4		
														M-F	PROJECT 13	9.00	10	9.00	10	9.00	2	9.00	8		
														SAT	CONTACT	9.00	4	9.00	4	9.00	4	9.00	4		
														SUN	GOOD NEWS	9.00	2	9.00	2	9.00	2	9.00	2		
29	17	1	2	1	4	1	4	4	4	2	1	1	1	M-F	BAFFLE	9.30	10	9.30	10	9.30	2	9.30	8		
3	3		2	1	20	7			1	1	1	1	5	SAT	BARKLEYS	9.30	2	9.30	2	9.30	2	9.30	2		
16	5	4	1	1	4	3	2	1	1	1	1		1	SUN	GARDENING-HUME	9.30	2	9.30	2	9.30	2	9.30	2		
6	5	2	16	8	58	33	1	1	1	1	1	6	14	SAT	SCOOBY DOO-MOVIE	9.30	4	9.30	4	9.30	4	9.30	4		
20	12	2	3	3	2	1	3	3	3	1	1	1	1	M-F	MORNING MOVIE	9.30	40	9.30	40	9.30	8	9.30	32		
4	4	2	17	12	56	40	1	2	1			6	14	SAT	BRADY KIDS	9.30	2	9.30	2	9.30	2	9.30	2		
4	2		5	5	9	9	1	1				2	2	SUN	YOUTH-AGRICULTUR					9.30	2	9.30	2		
														M-F	STUMP THE STARS	9.30	10	9.30	10	9.30	2	9.30	2		
														SUN	CHLDREN GOSPL HR	9.30	2	9.30	2	9.30	2	9.30	2		

PROGRAM AUDIENCE AVERAGES †

N.B. All data should be used recognizing sampling errors described in Section IV. A table of relative error thresholds is provided to aid the user in assessing the sampling error of reported household and persons audience levels. In general, audiences equal to or below the thresholds shown in Table B have a relative error in the range of 25-49% or 50+%. The user is reminded that 2 or 3-week program audience estimates have larger sampling errors than audiences based on the full 4-week measurement cycle.

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)									
LADY OF HOUSE		TEENS		CHILDREN		WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL- DREN (2-11)		METRO HOUSE- HOLD RATING	DMA HOUSE- HOLD RATING	TOTAL HOUSE- HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL- DREN (2-11)	
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-34	18-49							TOTAL	18-34	18-49	TOTAL	18-34	18-49			
22	23	24	25	26	27	28	29	30	31	32	33	34	35		36	37	38	39	40	41	42	43	44	45		
3	3	3	3	3	3	LT	1	1	LT	1	1	1	1.30	KIRO	LT	LT	3	3	3	3	3	3	3	3		
1													1.30	KIRO	1	1	10	7	5	6	8	5	5	1		
8	2	1	1				1		1				KOMO	2	2	13	10	2	4	6	2	3	1			
11	3	2	2					1					KTVW	**	**											
7	2						1	1					HUT-TOTALS*	3	3	26	19	8	12	17	9	11	2			
11	4	1	1				1	1	1	1	1		1.45	KIRO	1	1	5	1			2					
1													1.45	KIRO	1	1	9	8	1	2	6	2	3	1		
2	1	1	1				1		1	1	1		KOMO	1	1	9	8	1	2	6	2	3	1			
6	2	3	3				1	1	1	1	1		KTVW	**	**											
6													HUT-TOTALS*	2	2	16	11	2	4	10	3	5	1			
9	3	1	1				1	1	1	1																

TIME PERIOD AUDIENCES

M.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

SUNDAY
1.30AM- 2.00AM

AVERAGE QUARTER-HOUR AUDIENCES

TIME PERIOD AUDIENCES

START TIME STATION (WEEKS) PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %					STATION TOTALS (000)													
			CURRENT		PRE-POST GUIDE			TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN						MEN				
	HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	SHARE & HUT F M 72	SHARE & HUT JULY 72	SHARE & HUT NOV 72				TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 8, Page 3)	LT		LT					3	3	3	3	3	3	3	3	3	3	3	3	3	3
1.30 KIRO REG/OFF AIR	1		1	24	48			5	3	3	1				1	1	2				1
123 CBS LATE MOV	1		1					4	3	3	1				1	1	2				1
KOMU REG/NWS:RR:T	1		1	52	28			11	14	13	8	1	2	2	7	6	5	1	2	2	4
34 SUN FRMST MV	2		2	58				14	23	21	12	1	4	4	10	8	9	3	6	6	9
12 NWS:RR:IT	1		1					7	9	9	7	2	2	2	7	5	2				
KTVW SUNDAY CINEMA II	-3		-3			NR															
HUT & TOTALS *	2		3		3	2		18	21	20	11	2	4	4	10	7	9	2	4	3	6
1.45 KIRO REG/OFF AIR	1		1					4	3	3	1				1	1	2				1
23 CBS LATE MOV	1		1					5	4	4	2				2	2	2				
KOMO REG/NWS:RR:T/OFF	1		1					7	14	13			2	2	7	5	6	2	3	3	5
34 SUN FRMST MV	1		1					8	20	17	8		4	4	8	4	9	4	6	6	9
KTVW REG/OFF AIR	-3		-3			NR															
234 SUNDAY CINEMA II	-3		-3																		
HUT & TOTALS *	2		2		2	1	1	13	21	20	10	1	4	4	10	6	10	3	5	4	7

* Totals include only stations reportable in this market (including satellites/affiliates, if any). HUT includes all viewing to reportable and non-reportable stations (columns 1, 3, 5-7 & 35-36).
 - Below Minimum Audience Standards. See Table 4. BMS Below Minimum Sample Standards. See Section III. NR Station Not Reportable. -- Special Event deleted.
 * Other Programming or Off-the-Air. X Previous programming same as current report. Estimates based on 2 or 3 out of 4 measured weeks have larger sampling errors. See Table 7.
 Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III. LT Less Than 1.

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES																
STATION TOTALS (000)														DESIGNATED MARKET AREA %																
LADY OF HOUSE		TEENS			CHILDREN			WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHILD-DREN (2-11)	TIME BREAK STATION	%		STATION TOTALS (000)											
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHILD-DREN (2-11)	METRO HOUR-HOLD RATING		DMA HOUR-HOLD RATING	TOTAL HOUR-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHILD-DREN (2-11)				
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37		38	39	40	41	42	43	44	45						
3	3	3	3	3	3	LT	1	1	LT	1	1	1	LT	LT	3	3	3	3	3	3	3	3	3	3						
9	3														10.00	KCTS	2	2	17	17	6	8	7	4	5	1	1			
68	52	18		6	2	1	11	11	9	11	7	1	1		KING	16	16	123	107	50	79	90	42	66	29	14				
62	46	19	12	4	4	9	10	10	9	10	7	1	1		KIRO	15	13	100	74	24	49	60	18	40	19	6				
73	52	20	8	7	5	9	9	10	9	10	8	2	2		KOMO	14	15	118	83	31	50	76	29	52	29	13				
75	46	27	10	11	10	10	9	10	11	12	9	3	3		KTNT	**	**													
82	52	47	16	20	18	12	12	12	15	16	17	5	5		KTVW	**	**													
230	154	65	26	24	17	30	29	31	30	32	24	5	5		MUT-TOTALS*	46	46	365	286	112	188	236	95	166	79	34				
6	1					1	6	6	7	7	4				10.30	KCTS	1	1	9	7	2	4	2	2	15	4				
49	33	10		2	1	6	6	7	7	7	4				KING	11	11	87	63	29	47	60	26	43	15	4				
50	34	11	5	4	2	6	6	7	6	6	4	1	1		KIRO	12	11	88	63	24	43	56	18	36	16	6				
71	44	31	11	10	9	10	9	10	11	12	11	2	2		KOMO	14	14	113	81	29	51	78	33	55	29	10				
81	53	51	16	20	18	11	12	12	15	16	19	5	5		KTNT	**	**													
2	2	1													KTVW	**	**													
178	114	53	20	16	12	23	22	23	25	26	18	4	4		MUT-TOTALS*	38	38	303	217	83	144	201	79	138	61	20				
17	14	4	2			2	2	2	1	2	1				11.00	KING	6	6	48	33	12	23	32	11	21	5	1			
15	13	3				2	2	3	2	2	1				KIRO	8	8	63	46	16	29	40	12	24	7	2				
41	24	2	1			5	4	5	5	4	1				KOMO	12	12	95	68	23	41	69	28	47	17	6				
56	31	4	2	2	1	7	5	6	8	8	2				KTNT	**	**													
61	35	4	2	2	1	8	5	7	10	9	2				KTVW	**	**													
2	2	2	1						1	1	1				MUT-TOTALS*	27	28	212	150	52	95	146	55	97	30	9				
118	71	12	6	2	1	14	11	13	16	15	4																			
12	10	2				2	2	2	1	2	1				11.15	KING	3	3	22	15	6	12	11	5	9	3				
14	12	3				2	2	2	2	2	1				KIRO	7	7	54	40	12	24	35	10	20	2					
38	24	2	1	1	1	5	4	5	5	4	1				KOMO	9	9	71	50	12	27	55	19	33	3	2				
44	23	1	1	2	2	5	3	4	7	6	1				KTNT	**	**													
39	22	2	2	2	1	5	3	4	8	8	1				KTVW	1	**	4	2	1	2	5	4	5	1					
48	24	2	1			6	2	5	7	5					MUT-TOTALS*	20	20	152	108	32	66	106	38	67	10	2				
3	3	2	1	1	1	1	1	1	1	1	1																			
97	60	7	3	1	1	12	8	12	13	13	2																			
10	8	1				1	2	2	1	1					11.30	KING	2	2	17	12	6	10	9	5	8	2				
13	11	1				2	2	2	1	2	2				KIRO	5	5	43	30	13	21	30	12	19	3					
17	12	4	3			3	4	3	4	4	2				KOMO	6	6	50	34	5	16	35	11	20	1	1				
24	8					3	1	2	3	2					KTNT	**	**													
23	6					3	1	1	3	2					KTVW	1	1	5	4	3	4	5	4	5	2					
22	9	2	2			1	1	1	1	1	1				MUT-TOTALS*	15	15	115	80	27	51	79	32	52	8	1				
4	4	2	2			7	7	7	8	8	3																			
55	32	7	5			7	7	7	8	8	3																			
9	8	1				1	2	2	1	1					11.45	KING	2	2	13	12	6	10	8	5	7	1				
12	11	1				2	2	2	1	2					KIRO	3	4	30	20	13	16	24	12	16	4					
12	9	3	2			2	3	3	3	3	1				KOMO	4	4	29	21	2	7	17	5	9	1					
17	6	1	1			2	1	1	2	2					KTNT	**	**													
3	3	2	2			1	1	1	1	1	1				KTVW	1	1	5	4	3	4	3	4	3	2					
41	26	7	5			6	6	6	6	6	2				MUT-TOTALS*	10	10	77	57	24	37	53	25	36	8					
9	6	3	2			2	3	2	2	2	1				12.00	KING	**	**												
17	9	1	1			3	3	2	2	3					KIRO	3	3	23	16	11	14	19	11	13	3					
31	19	4	3			5	6	5	5	6	1				KOMO	3	3	24	19	5	9	15	6	10	1					
8	5	2	2			2	3	2	2	2	1				KTVW	**	**													
17	9	1	1			3	3	2	2	2					MUT-TOTALS*	8	8	59	45	22	32	42	23	31	6					
27	16	3	3			5	6	5	5	5	1																			
8	5	2	2			2	3	2	2	2	1				12.15	KIRO	2	2	19	15	10	12	16	10	10	3				
17	9	1	1			3	3	2	2	2					KOMO	3	3	23	20	8	12	16	8	12	1					
27	16	3	3			5	6	5	5	5	1				KTNT	**	**													
8	5	2	2			2	3	2	2	2	1				KTVW	**	**													
17	9	1	1			3	3	2	2	2					MUT-TOTALS*	6	6	44	37	19	26	33	19	23	3					
27	16	3	3			5	6	5	5	5	1																			
7	5	2	2			2	3	2	2	2	1				12.45	KIRO	2	2	17	15	10	12	15	9	9	2				
17	9	1	1			3	3	2	2	2					KOMO	3	3	23	20	8	12	15	8	11	1					
26	16	3	3			4	6	5	4	5	1				KTNT	**	**													
6	4	2	2			2	3	2	2	2	1				KTVW	**	**													
15	7	1	1			2	1	1	2	2					MUT-TOTALS*	5	5	39	34	18	24	30	17	21	3					
23	13	3	3			4	4	4	4	4	1																			
6	4	2	2			2	3	2	2	2	1				1.15	KIRO	2	2	15	13	9	11	14	9	9	2				
11	4	1	1			2	1	1	1	1					KOMO	2	2	17	14	4	7	9	3	6	1					
19	10	3	3			3	4	3	3	3	1				KTNT	**	**													
19	10	3	3			3	4	3	3	3	1				KTVW	**	**													
19	10	3	3			3	4	3	3	3	1				MUT-TOTALS*	4	5	35	29	14	20	26	14	18	3					

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES											
STATION TOTALS (000)														STATION TOTALS (000)											
LADY OF HOUSE		TEENS					CHILDREN					DESIGNATED MARKET AREA %		TIME BREAK STATION	%		STATION TOTALS (000)								
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	METRO HOUSE-HOLD RATING		DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	
22	23	24	25	26	27	28	29	30	31	32	33	34	35		36	37	38	39	40	41	42	43	44	45	
3	3	3	3	3	3	LT	1	1	LT	1	1	1	4.00	LT	LT	3	3	3	3	3	3	3	3	3	
3	2			16	2	1						3	KING	**	**										
12	7	11	7	6	5	2	2	2	1	1	4	1	KIRO	5	4	29	15	5	9	14	3	7	8	6	
14	9	16	10	6	6	2	2	2	2	1	6	1	KOMO	4	4	35	20	6	14	18	5	11	10	13	
22	15	13	5	20	12	3	2	3	3	3	5	5	KTNT	2	2	15	5	2	2	7	1	3	5	4	
24	14	6		4	3	4	3	3	5	4	2	1	KTVW	3	3	24	20	9	13	18	10	13	3	3	
25	16	3		7	5	3	2	3	5	4	1	2	HUT-TOTALS*	18	18	141	84	30	51	81	25	48	30	37	
6	3	5	3	3	3	1	1	1	1	1	1	1	4.15	LT	LT	6	5	1	2	3	3	3	3	3	
4	3	5	3	4	4	1	1	1	1	1	2	1	KING	1	1	6	5	1	2	3	3	3	3	3	
15	10	3	2	2	2	2	2	2	1	1	5	2	KIRO	5	5	39	23	6	15	19	6	12	14	16	
82	51	38	17	51	27	12	10	11	13	12	14	11	KOMO	5	6	48	29	9	16	36	8	20	14	21	
2	1			16	2	1						3	KTNT	2	2	15	6	2	3	8	1	4	5	3	
12	7	10	7	6	5	2	2	2	1	1	4	1	KTVW	4	3	25	22	11	16	24	14	18	3	2	
15	9	12	8	7	7	2	2	2	2	1	5	2	HUT-TOTALS*	20	20	157	97	34	60	96	31	59	39	52	
23	15	15	5	21	14	3	3	3	3	2	6	5	4.30	LT	LT	6	4	1	2	10	2	5	11	16	
22	12	6		4	3	3	3	3	5	4	2	1	KING	3	3	24	12	5	8	9	2	5	11	6	
23	14	3		7	5	3	2	3	5	4	1	2	KIRO	5	5	40	24	6	15	19	5	12	15	21	
6	3	5	3	3	3	1	1	1	1	1	2	1	KOMO	6	6	50	28	9	15	39	9	22	6	4	
4	3	5	3	4	4	1	1	1	1	1	2	1	KTNT	2	2	19	9	4	6	9	4	6	7	11	
16	11	3	2	2	2	3	3	3	3	4	1	1	KTVW	4	3	26	23	11	17	23	13	17	4	3	
81	49	39	17	52	29	12	10	11	13	12	14	11	HUT-TOTALS*	21	21	166	101	35	62	100	33	62	43	61	
2	1			16	2	1						3	4.45	LT	LT	6	4	1	2	10	2	5	11	16	
12	6	11	8	5	5	2	2	2	1	1	4	1	KING	3	3	26	14	5	8	10	1	4	12	5	
15	8	14	10	7	7	2	2	2	2	1	5	2	KIRO	5	5	41	23	6	15	20	5	12	16	20	
24	15	15	5	20	13	3	3	3	3	6	5	5	KOMO	6	6	51	28	8	14	42	10	23	6	4	
24	13	6		4	3	3	3	3	6	5	2	1	KTNT	3	3	22	12	6	10	9	6	8	8	19	
25	16	3		7	5	4	2	3	6	5	1	2	KTVW	4	3	26	22	11	16	23	13	17	5	3	
9	7	8	4	19	16	2	2	2	1	2	3	5	HUT-TOTALS*	21	21	172	103	36	64	104	35	64	47	67	
17	12	5	3	3	2	3	3	3	3	4	2	1	5.00	LT	LT	6	3	1	2	11	2	5	12	13	
88	54	45	20	67	41	13	11	12	14	13	17	15	KING	1	1	6	4	1	2	10	1	4	12	5	
2	1			9	3	1						2	KIRO	5	5	38	22	5	14	19	6	12	15	17	
11	7	11	8	7	6	2	2	2	2	1	4	2	KOMO	8	8	66	46	12	20	52	12	24	8	6	
14	8	13	10	7	7	2	2	2	2	2	5	2	KTNT	3	3	22	12	6	10	9	6	8	9	19	
21	14	13	6	13	8	3	2	3	3	3	5	3	KTVW	4	3	25	21	11	15	24	14	18	4	3	
52	18	9	3	8	4	8	5	5	8	5	4	2	HUT-TOTALS*	23	23	184	118	39	68	116	40	67	48	64	
61	21	10	3	10	5	9	6	6	9	5	4	2	5.15	LT	LT	5	2	1	2	11	3	6	11	9	
10	9	10	4	19	16	1	2	2	1	2	4	5	KING	1	1	5	2	1	2	11	3	6	11	9	
13	9	4	3	3	2	3	3	3	3	4	2	1	KIRO	4	4	35	22	5	14	18	6	12	13	12	
108	57	47	24	59	39	16	13	14	17	15	18	14	KOMO	10	10	83	64	15	25	62	14	25	9	8	
1	7	11	8	9	3	2	2	2	1	4	2	2	KTNT	3	3	21	11	5	10	10	6	9	10	21	
14	8	13	10	7	7	2	2	2	2	2	5	2	KTVW	4	3	24	21	11	15	24	14	18	4	3	
22	14	12	8	10	5	3	2	3	3	5	2	2	HUT-TOTALS*	25	25	196	134	42	73	127	43	70	47	60	
53	17	9	4	8	4	8	5	5	9	5	3	2	5.30	LT	LT	6	1	1	2	11	3	5	9	12	
63	20	10	4	10	5	10	6	6	9	6	4	2	KING	3	3	27	15	5	9	11	3	5	9	12	
9	8	10	4	22	18	1	1	2	1	2	4	5	KIRO	4	4	31	18	4	11	18	6	11	10	7	
14	9	4	3	3	2	3	3	3	3	4	2	1	KOMO	10	11	86	66	16	25	64	15	26	10	9	
110	55	46	27	59	38	16	13	14	17	15	17	14	KTNT	3	3	22	11	5	10	10	6	9	11	22	
1	7	11	8	9	3	2	2	2	1	4	2	2	KTVW	4	3	24	22	12	16	24	14	18	6	4	
14	8	13	10	7	7	2	2	2	2	2	5	2	HUT-TOTALS*	25	25	196	133	42	71	127	44	69	46	59	
56	18	11	6	9	5	8	5	5	9	5	4	2	5.45	LT	LT	7	1	1	2	11	3	5	6	14	
65	21	12	6	11	6	10	6	6	9	6	5	3	KING	3	3	28	16	4	8	11	3	5	6	14	
9	8	11	5	21	17	1	1	2	1	2	4	5	KIRO	4	3	27	12	3	7	16	6	9	7	4	
15	9	7	4	4	3	3	4	3	3	4	3	1	KOMO	11	11	88	68	17	26	64	15	26	13	9	
105	49	43	27	55	37	16	13	13	17	14	16	13	KTNT	3	3	23	11	5	10	10	6	9	11	21	
1	7	11	8	9	3	2	2	2	1	4	2	2	KTVW	4	3	25	23	12	16	24	14	18	7	4	
13	8	4	4	3	2	2	2	2	1	2	2	1	HUT-TOTALS*	25	26	198	131	41	67	125	44	67	44	55	
11	6	6	3	4	3	1	1	1	2	2	2	1	6.00	LT	LT	6	1	1	2	11	3	5	6	14	
56	19	14	6	9	5	8	6	5	9	5	2	2	KING	1	1	6	1	1	2	11	3	5	6	14	
65	22	15	6	11	6	10	7	6	9	6	6	3	KIRO	4	3	27	12	3	7	16	6	9	7	4	
9	8	11	5	21	17	1	1	2	1	2	4	5	KOMO	11	11	88	68	17	26	64	15	26	13	9	
15	9	7	4	4	3	3	4	3	3	4	3	1	KTNT	3	3	23	11	5	10	10	6	9	11	21	
18	14	15	12	11	6	2	3	3	1	1	6	3	KTVW	4	3	25	23	12	16	24	14	18	7	4	
13	8	3	1	7	2	3	3	3	2	3	1	1	HUT-TOTALS*	30	30	229	161	46	77	146	48	72	39	46	
164	73	33	19	36	23	23	15	17	23	17	12	8	KING	8	8	65	43	4	10	39	4	10	4	12	
													KIRO	8	7	53	35	13	22	38	18	25	8	6	
													KCOM	7	7	57	45	10	17	38	8	14	8	5	
													KTNT	3	3	26	15	7	12	10	6	8	13	16	
													KTVW	3	3	22	22	12	16	21	12	15	5	3	
													HUT-TOTALS*	30	30	229	161	46	77	146	48	72	39	46	

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

TIME PERIOD AUDIENCES

SUNDAY

12.00NN- 4.00PM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME	STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)										
			CURRENT		PRE-POST GUIDE			TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN						
			HOUSEHOLD RATING	SHARE	HOUSEHOLD RATING	SHARE	SHARE 4 MUT F M 73				SHARE 4 MUT JULY 72	SHARE 4 MUT NOV 72	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 8, Page 3)			LT	LT					3	3	3	3	3	3	3	3	3	3	3	3	3	
12.00	KING	VARIOUS	4 24	4 23	13	12	46	30	39	32	12	2	6	6	9	6	20	6	12	10	15	
	KIRO	REG/WHA/WAGON II	4 23	3 19	22	49	36	28	39	34	12	5	6	2	4	6	22	8	13	9	16	
	34	SPTS SPTCLR	6 54	5 46			44	59	52	16	8	9	1	3	7	36	14	22	13	25		
	KOMO	REG/NBA/DIRECTNS	6 37	6 39	37	27	4	52	80	67	18	9	13	8	12	5	49	22	35	26	37	
	34	SCHOOUMOUSE	-3	-3																		
	KTNT	IT IS WRITTEN	-3	-3	3X																	
	KTVW	WKNO DBL FEATURE	2 14	2 13	19	NR	6	17	33	15	6	3	5	4	5	1	9	3	7	5	7	
		HUT & TOTALS *	17	17	21	8	27	130	193	150	48	19	30	20	30	18	102	39	67	50	77	
12.30	KING	VARIOUS	3 17	3 16	14	8	47	24	36	30	12	4	9	9	12	3	18	6	11	9	13	
	KIRO	SPTS SPTCLR	6 32	5 28	23	47	34	43	77	67	28	10	16	7	14	12	39	15	24	16	26	
	KOMO	REG/NBA/ISSGANSW	7 36	7 36	35	22	4	53	83	71	21	11	15	11	15	6	50	23	36	26	37	
	34	ACTION INNR CITY	-3	-3																		
	KTNT	REX HUMBARD	-3	1 3	3X	20	3	5	6	6	4		1	1	2	3	2	3	6	4	1	
	KTVW	WKNO DBL FEATURE	2 12	2 11	20	NR	5	16	30	14	6	3	5	4	5	1	8	3	6	4	6	
		HUT & TOTALS *	18	18	23	9	27	141	232	188	71	28	46	32	48	25	117	47	77	55	83	
1.00	KING	REG/HOCKY/TENNIS	4 21	3 19	10	15	51	27	42	37	18	6	11	10	15	7	19	8	13	10	15	
	24	SUN AFT MOVIE	4 25	4 23			29	29	48	43	23	8	14	11	18	9	20	7	15	10	13	
	KIRO	SPTS SPTCLR	5 31	5 26	32	34	29	38	65	57	23	6	11	6	13	12	34	15	20	12	20	
	KOMO	REG/NBA/COL-GOLF	6 34	6 33	29	34	9	46	71	60	20	9	15	13	17	5	40	13	26	20	32	
	34	DIRECTIONS	-3	1 4			4	2	2	2	2											
	KTNT	REX HUMBARD	-3	1 3	3X	13	2	5	5	5	4		1	1	2	3	1					
	KTVW	WKNO DBL FEATURE	2 14	2 12	22	NR	4	17	33	19	10	4	8	7	8	2	9	3	6	4	7	
		HUT & TOTALS *	17	17	22	11	32	133	216	178	75	25	46	37	55	29	103	39	65	46	74	
1.30	KING	REG/HCKY/PARENT	3 20	3 21	11	31	51	26	45	35	15	4	9	8	13	6	20	10	16	12	15	
	24	SUN AFT MOVIE	4 29	4 26			32	56	45	22	6	13	10	17	9	23	9	18	11	14	14	
	KIRO	REG/SPTS SPTCLR	5 30	4 26	34	21	27	33	51	45	18	4	8	5	9	10	27	12	16	9	14	
	34	TENNIS CLASSIC	4 37	4 30			29	39	34	14	5	6	3	4	8	20	6	10	10	16	13	
	12	SPTS SPTCLR	5 25	4 24			36	57	51	18	2	8	6	12	10	33	18	22	9	13		
	KOMO	REG/DIRECTNS/GLF	5 30	4 28	26	31	13	34	47	41	17	4	7	6	13	10	24	5	11	8	16	
	34	ISSUES & ANSWERS	3 22	3 22			21	28	28	16	2	2	2	10	14	12	12	3				
	KTNT	KATHRYN KUHLMAN	1 3	1 4	4X	7	2	5	5	5	4				4	1						
	KTVW	WKNO DBL FEATURE	2 16	2 15	20	NR	3	18	33	20	10	3	7	6	8	3	10	3	6	4	7	
		HUT & TOTALS *	15	15	23	13	33	116	181	146	64	15	31	25	43	33	82	30	49	33	53	
2.00	KING	REG/HOCKY/GOLF	4 27	4 30	20	35	50	34	50	41	16	5	9	8	14	7	25	8	16	14	20	
	24	SUN AFT MOVIE	4 1	4 32			33	49	40	19	5	9	6	14	10	21	5	13	10	16		
	KIRO	REG/FACE NATION	3 17	2 15	29	11	35	19	28	25	15	4	7	5	8	10	3	5	4	7		
	234	AVENGERS	2 15	2 14			16	22	19	11	3	5	3	5	6	8	4	5	3	6		
	KOMO	VARIOUS	4 29	4 25	26	35	5	31	36	34	13	3	9	8	12	4	21	5	11	10	18	
	KTNT	VOICE OF CALVARY	-3	-3			8	2	8	2												
	KTVW	SUNDAY CINEMA I	3 22	3 20	19	NR	3	24	39	28	17	4	8	6	11	9	11	3	6	4	8	
		HUT & TOTALS *	15	15	25	13	33	112	158	133	65	16	33	27	45	32	68	19	38	32	53	
2.30	KING	REG/HOCKY/GOLF	4 26	4 26	24	30	50	33	47	42	14	4	7	7	10	7	28	8	15	12	17	
	24	MEET THE PRESS	4 24	4 26			31	40	40	18	3	7	7	7	11	11	22	5	11	6	9	
	KIRO	REG/GOT AWAY	2 13	2 13	25	22	36	17	30	23	13	4	8	6	9	5	10	1	6	6	9	
	234	AVENGERS	2 13	2 13			17	27	21	13	5	7	5	9	6	8	2	4	4	8	8	
	KOMO	VARIOUS	5 30	4 25	25	33	2	33	45	42	20	7	14	11	17	6	22	7	14	11	18	
	KTNT	REG/VICTORY-SEA	1 6	1 8	2	9	3	11	17	9	6	2	2	1	4	3	1	1				
	123	DANIEL BOONE	1 3	1 7			11	13	6	5	1	1	1	1	4	1						
	KTVW	SUNDAY CINEMA I	3 22	3 19	18	NR	5	24	40	31	19	6	10	7	12	9	12	4	7	5	9	
		HUT & TOTALS *	15	16	26	15	32	118	179	147	72	23	41	31	49	31	75	21	43	34	53	
3.00	KING	VARIOUS	4 25	4 25	25	21	46	33	48	43	20	8	12	6	10	8	23	6	12	9	14	
	KIRO	REG/GOT AWAY	4 23	3 21	22	26	36	27	48	37	19	6	14	11	15	5	18	3	12	11	14	
	234	SUSPENSE THEATER	4 25	3 20			25	44	34	18	7	13	9	14	5	16	4	10	8	11		
	KOMO	VARIOUS	3 19	3 17	27	32	7	23	28	25	14	5	9	7	11	5	11	3	8	7	10	
	KTNT	REG/INDY-PARADE	1 8	2 10	2	17	3	14	18	12	7	2	2	1	3	5	5	1	1	1	3	
	123	DANIEL BOONE	1 4	1 8			11	13	7	6	2	2	1	2	4	1						
	KTVW	SUNDAY CINEMA I	3 22	3 19	18	NR	4	24	43	33	20	7	11	7	12	9	13	6	9	7	10	
		HUT & TOTALS *	15	16	26	13	33	121	185	150	80	28	48	32	51	32	70	18	42	35	51	
3.30	KING	REG/MT PRESS/GLF	4 26	4 26	24	29	41	33	49	39	18	5	9	6	11	9	21	5	9	6	13	
	24	DAKTARI	3 20	3 21			23	35	23	13	5	8	5	7	5	10	5	6	2	4		
	KIRO	REG/WILDLIFE-II	4 26	4 24	21	26	34	30	46	34	18	5	12	9	14	6	16	4	10	9	13	
	234	SUSPENSE THEATER	4 26	3 21			26	42	32	18	7	13	9	14	5	14	4	10	8	11		
	KOMO	VARIOUS	3 18	3 16	26X	23	9	22	28	24	12	4	8	6	10	4	12	4	9	8	11	
	KTNT	REG/INDY-PARADE	2 13	2 11	7	14	6	15	17	9	4	1	1	1	3	3	5	2	2	4		
	123	WILD WILD WEST	1 7	1 8			11	16	3	2	1	1	1	2	1	1	1	1	1	1	1	
	KTVW	SUNCAV CINEMA I	3 19	3 18	16	NR	5	22	35	28	17	5	9	5	10	8	11					

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

TIME PERIOD AUDIENCES

START TIME STATION (WEEKS) PROGRAM		AVERAGE QUARTER-HOUR AUDIENCES																			
		METRO AREA %		DESIGNATED MARKET AREA %					STATION TOTALS (000)												
		CURRENT		PRE-POST GUIDE			TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN						
		HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	SHARE 4 MUT JULY 72				SHARE 4 MUT NOV 72	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 8, Page 3)		LT	LT					3	3	3	3	3	3	3	3	3	3	3	3	3	
7.00	KIRO	REG/CAMRA 3/DIMN	-0.3	-0.3																	
	34	LOOK UP AND LIVE	-0.3	-0.3																	
	KOMO	REG/CLED ROBINSN	-0.3	-0.3																	
	34	SOC SEC:SCRD HRT	-0.3	-0.3																	
	12	CLEO ROBINSN	-0.3	-0.3																	
		HUT & TOTALS *	-0.3	-0.3			2	1	1												
7.30	KING	INSTIGHT	-0.3	-0.3		X															
	KIRO	MORON TAB CHOIR	1	1	69		74	10	18	10	9	1	3	3	6	1		1	1	1	
	KOMO	REG/ACROSS FENCE	-0.3	-0.3																	
	34	CLED ROBINSN	-0.3	-0.3																	
	12	ACROSS FENCE	-0.3	-0.3																	
		HUT & TOTALS *	2	2			3	2	3	14	23	13	11	2	5	5	5	6	2	2	
8.00	KING	WITH-RING: LIFE	-0.3	-0.3		X		15													
	KIRO	DAY OF DISCOVERY	1	1	51		19	43	10	14	11	8	1	3	3	5	5	3		2	
	KOMO	REG/RAINSVILLE	1	1	37		63	30	7	9	6	3	2	3	3	3	3	1	3	3	
	34	THIS IS THE LIFE	-0.3	-0.3																	
	12	BRAINSVILLE	1	1	39				10	14	8	2	2	2	2	2	6	2	6	6	
		HUT & TOTALS *	2	2			4	3	5	18	24	18	12	3	6	6	6	1	3	3	
8.30	KING	EUCARIST-SMUTIN	-0.3	-0.3			12	46													
	KIRO	ORAL ROBERTS	2	61	2	56	56	53	37	17	26	20	14	2	4	4	8	10	6	1	
	KOMO	REG/YOUTH-AGRI	1	29	1	31	25	33	9	15	8	5	2	3	3	9	2	3	1	2	
	34	ACROSS THE FENCE	1	1	33				7	9	4	1	1	1	1	1	3	1	3	3	
	12	YOUTH-AGRI	1	24	1	30			11	18	11	7	3	4	4	7	3	4	1	1	
	KTNT	BILLY J HARCIS	-0.3	-0.3		X															
		HUT & TOTALS *	3	4			7	5	7	28	44	31	21	4	7	7	14	14	10	2	
9.00	KING	DIALOGUE: DAVEY	-0.3	-0.3			16	45													
	KIRO	HOOR OF POWER	2	36	2	37	41	38	32	13	16	15	9		2	5	7	6	1	2	
	KOMO	REG/CURIOSITY SH	2	52	2	42	32	24	13	14	32	5	3		2	2	1	2	1	1	
	34	BRAINSVILLE	1	1	24				6	19											
	12	CURIOSITY SH	3	55	3	49			23	43	8	4		3	3	3	1	4	2	2	
	KTNT	OLD TIME GOSPEL	-0.3	-0.3			7	27													
	KTVW	GOOD NEWS	-0.3	-0.3		NR															
		HUT & TOTALS *	4	4			11	5	12	30	53	21	13		5	5	8	8	8	2	
9.30	KING	GARDENING-HUME	2	17	2	39	37X	50	20	29	24	17	3	5	5	9	12	7		3	
	KIRO	HOOR OF POWER	1	19	1	18	25	21	27	9	10	9	6	1	1	3	5	3		1	
	KOMO	REG/CURIOSITY:RK	2	39	2	34	29	41	13	17	38	9	4	1	3	3	1	5	2	3	
	34	YOUTH-AGRICULTUR	1	26	1	22			9	20	6	4	2	2	2	2	2	2	2	2	
	12	CURIOSITY:RK	3	45	3	41			24	54	12	4		4	4	4		8	5	6	
	KTNT	OLD TIME GOSPEL	-0.3	-0.3			26	4													
	KTVW	CHLDNRS GOSPL MR	-0.3	-0.3		NR															
		HUT & TOTALS *	6	6			12	4	13	46	77	42	27	4	9	9	15	18	15	2	
10.00	KING	REG/WORLD-TENNIS	1	18	2	21	27	22	59	13	20	14	5	1	3	3	4	2	9	4	
	134	ANSWER	-0.3	1	8				5	6	5	3	1	3	3	3		2	2	2	
	KIRO	REG/WHA PLAYOFF	1	20	1	15	24	18	25	10	10	8	2	1	1	1	1	6	2	3	
	234	CAMERA THREE	1	15	1	12			6	9	5	3					3	2		2	
	KOMO	REG/BULLWINKLE	3	37	3	38	41	49	10	23	44	6	1				1	5	3	4	
	34	CURIOSITY SH	3	60	3	58			23	44	4	1					1	3	1	1	
	12	BULLWINKLE	2	24	3	29			21	42	8						8	7	8	8	
	KTNT	ACCESS	-0.3	-0.3			NR		3	7	14	7	2	1	1	2	1	5	2	4	
	KTVW	WKND DBL FEATURE	1	17	1	12		NR	5	23	55	92	36	10	1	5	5	7	5	26	
		HUT & TOTALS *	7	7			14	5	23	55	92	36	10	1	5	5	7	5	26	11	
10.30	KING	REG/WORLD-TENNIS	2	19	2	18	18	25	53	12	16	12	2			1	2	10	4	6	
	134	EIGHT LIVLY ARTS	-0.3	-0.3																	
	KIRO	REG/WHA PLAYOFF	3	30	2	26	29	20	27	19	26	24	10	1	2	2	9	8	14	2	
	234	FACE THE NATION	3	33	2	28			19	28	26	14	2	2	2	6	12	12	3	3	
	KOMO	REG/MAKE WISH:RK	3	33	3	35	30	41	10	24	44	10	5	2	4	4	1	5	2	4	
	34	CURIOSITY:ROCK	3	51	3	46			23	39	6	2	1	1	1	1	4	4	3	3	
	12	MAKE WISH:RK	2	22	3	29			24	42	11	5	3	5	5	5	6	5	6	6	
	KTNT	HOOR OF POWER	-0.3	-0.3		5X	6	4													
	KTVW	WKND DBL FEATURE	1	13	1	10	15	NR	4	7	13	6	2	1	1	2	1	4	2	3	
		HUT & TOTALS *	8	8			16	8	25	64	108	52	19	3	7	7	12	12	33	10	
11.00	KING	VARIOUS	2	15	2	15	14	19	47	17	24	14	4	1	1	2	3	10	3	5	
	KIRO	REG/WHA PLAYOFF	2	15	2	12	24	12	32	14	23	20	10	1	3	3	5	7	10	1	
	234	EYEWIT NWS CONF	2	22	2	21			16	23	20	11	1	2	2	5	9	9	9	2	
	KOMO	REG/NBA/HOOK DWN	7	55	8	59	38	57	10	60	86	55	13	5	9	8	12	4	42	19	
	34	BULLWINKLE	3	41	3	44			26	44	6	2	1	2	2	2	4	4	3	4	
	KTNT	HOOR OF POWER	-0.3	-0.3		3X	3														
	KTVW	WKND DBL FEATURE	2	12	1	9	18	NR	4	10	19	10	3	1	2	2	3	1	7	4	
		HUT & TOTALS *	13	13			18	7	27	104	161	99	30	7	15	14	22	15	69	27	
11.30	KING	VARIOUS	3	22	3	21	14	15	46	23	28	23	8	2	2	6	6	15	3	7	
	KIRO	VARIOUS	2	11	1	10	25	31	35	13	19	13	6	1	1	2	5	7	2	5	
	KOMO	REG/NRA/HOOK DWN	7	49	7	53	40	34	8	58	83	64	17	9	13	8	12	4	47	22	
	34	MAKE A WISH:ROCK	1	18	1	18			14	25	15	12	12	2	2	2	3	2	2	2	
	KTNT	ASK YOUR DOCTOR	1	4	1	4			18	5	8	4	2	1	1	1	1	2	1	1	
	KTVW	WKND DBL FEATURE	7	13	1	10	17	NR	5	11	19	10	4	2	3	2	3	1	6	3	
		HUT & TOTALS *	14	14			18	6	27	110	157	114	37	11	20	14	24	17	77	30	

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)									
LADY OF HOUSE		TEENS		CHILDREN			WOMEN		MEN			TOTAL TEENS (12-17)	TOTAL CHIL. DREN (2-11)		METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL. DREN (2-11)	
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	12-17	2-11	35		36	37	TOTAL	18-34	18-49	TOTAL	18-34	18-49	12-17	2-11		
22	23	24	25	26	27	28	29	30	31	32	33	34				38	39	40	41	42	43	44	45			
3	3	3	3	3	3	LT	1	1	LT	1	1	1			3	3	3	3	3	3	3	3	3			
3		1																								
51	31	20	10	13	12	6	5	6	7	7	8	3			92	62	15	28	56	18	29	13	8			
41	26	16	5	21	14	6	6	6	6	6	6	5			13	12	9	71	53	22	34	16	21			
118	26	6	4	15	9	17	6	6	13	5	2	4			15	14	114	94	13	25	73	14	7			
11	8	6	4	2	2	2	2	2	1	1	2				3	3	22	15	6	12	8	3	2			
3	2			2	2	1	1	1	2	2					**	**										
227	93	49	23	53	39	32	19	21	29	20	18	12			39	230	58	103	198	55	95	43	42			
3		1																								
49	29	21	10	12	11	6	5	6	7	6	8	3			6	3			2			1				
40	25	16	5	20	13	6	6	6	6	6	6	5			12	10	84	51	16	31	49	17	13			
115	24	6	4	15	9	17	6	6	13	5	2	4			7	8	62	46	19	31	45	16	21			
12	9	8	5	3	3	2	2	2	1	2	3	1			19	19	153	137	18	32	94	13	15			
4	3	1		2	2	1	1	1	2	2					3	3	22	16	7	12	8	3	3			
223	90	53	24	52	38	32	19	21	29	21	20	12			4	4	338	259	62	110	209	53	54			
3		1																								
78	46	26	15	38	30	10	8	9	8	8	10	9			6	3			2			1				
20	15	14	4	15	10	3	3	4	3	3	5	4			13	12	96	68	20	38	54	19	25			
25	20	19	6	16	16	3	4	4	4	5	7	4			6	6	52	34	15	24	35	14	17			
115	24	5	4	12	9	16	5	6	14	5	2	3			19	19	153	134	16	30	97	12	14			
13	10	9	6	7	6	2	2	2	1	1	3	2			3	3	23	17	7	13	8	3	5			
5	3	2	1	2	2	1	1	1	2	2					2	2	13	7	2	4	13	4	2			
234	98	57	30	74	57	33	18	22	29	20	21	18			4	4	343	263	60	109	209	52	63			
2		1																								
116	68	61	30	93	73	16	13	15	13	13	23	22			1	**	6	3			2		1			
136	76	30	14	40	28	20	17	18	19	19	11	10			18	17	139	108	33	61	78	27	43			
24	13	4	4	10	6	4	4	3	2	2	2	2			14	14	108	90	32	54	78	34	51			
6	5	2	2	3	3	1	1	1	1	1	1	1			12	12	97	83	15	24	60	8	16			
3	2	2	1	1	1	1	1	1	1	1	1	1			2	2	16	12	5	9	5	2	6			
287	164	100	51	147	111	41	35	37	35	34	37	35			1	1	10	5	2	3	9	3	5			
4		1																								
112	70	62	30	101	80	15	15	16	14	14	23	24			1	**	5	4			2	1	1			
65	39	22	14	28	21	9	11	9	7	8	8	7			21	21	165	127	46	78	95	36	62			
71	29	12	7	13	5	10	6	7	7	6	5	3			19	18	138	119	45	71	93	40	61			
71	26	13	7	9	2	11	5	6	7	5	5	2			8	9	67	56	16	25	35	9	17			
6	5	2	1	4	4	1	1	1	1	1	1	1			1	1	10	8	3	6	4	1	3			
6	4	2	1	4	4	1	1	1	1	1	1	1			1	1	7	5	2	3	6	2	4			
264	147	100	53	146	110	37	33	33	30	29	37	35			50	51	392	319	112	183	235	89	146			
5		1																								
79	52	24	7	26	20	1	1	1	1	1	9	6			2	1	8	6	2	3	4	3	4			
90	56	45	26	37	32	10	12	11	11	11	17	9			17	17	137	104	43	69	90	37	59			
69	32	11	9	15	10	10	7	8	7	5	4	4			16	15	118	89	39	59	64	28	43			
10	4	2	1	6	6	1	1	1	1	1	1	1			12	12	93	83	21	37	51	14	26			
5	3	2	1	1	1	1	1	1	1	1	1	1			1	2	14	11	3	6	7	2	4			
258	150	95	44	86	70	37	36	36	32	31	31	20			1	1	9	6	2	4	7	2	5			
6		1																								
80	52	27	7	24	20	1	2	1	1	2	10	6			2	1	11	8	5	6	6	5	6			
88	55	42	27	30	25	13	12	11	12	13	10	6			14	14	111	84	38	56	85	37	59			
70	33	11	9	9	7	10	8	8	6	5	4	2			19	17	137	107	47	73	75	30	49			
10	5	2	1	6	6	1	1	1	2	2	1	1			12	12	94	83	24	39	47	12	23			
4	2	2	1	1	1	1	1	1	1	1	1	1			2	2	18	11	3	5	11	2	7			
258	151	85	45	71	60	36	36	35	31	31	31	17			1	1	8	5	1	3	6	2	4			
8		1																								
72	44	24	6	16	16	10	10	10	12	12	9	4			2	1	12	9	5	6	8	5	7			
88	56	37	25	24	21	12	14	14	10	10	14	6			14	14	110	82	36	53	85	37	59			
95	60	35	24	34	29	13	13	13	11	10	13	8			17	16	128	100	44	69	71	27	46			
34	17	13	8	9	6	6	6	5	5	6	5	2			10	10	78	65	23	33	43	14	26			
6	3	1		1	1	1	1	1	1	1	1	1			1	2	13	8	3	4	9	1	6			
4	2	1	1	1	1	1	1	1	1	1	1	1			1	1	8	4	1	2	5	2	3			
212	126	78	40	52	46	30	32	30	29	31	28	12			45	45	349	268	112	167	221	86	147			
5		1																								
74	44	23	6	15	15	1	1	1	1	1	9	4			2	1	11	8	3	4	8	4	7			
80	52	34	23	19	16	12	11	13	10	10	12	4			14	14	108	81	35	50	81	36	57			
81	52	30	19	26	21	11	13	12	11	10	11	6			16	15	121	95	43	65	70	27	46			
33	18	12	8	7	6	6	6	5	5	6	4	2			8	7	60	46	20	27	39	17	27			
4	2	1	1	1	1	1	1	1	1	1	1	1			1	1	9	5	2	3	6	5	1			
2	1	1	1	1	1	1	1	1	1	1	1	1			1	1	7	3	1	2	5	3	4			
198	119	72	37	45	41	28	31	29	28	31	26	11			41	41	316	238	104	151	205	87	146			
67	39	15	2	4	4	9	9	9	10	10	6	1			**	**										
76	43	19	2	4	4	10	9	10	10	10	7	1			13	13	103	79	34	50	76	33	52			
43	30	20	12	4	3	6	8	7	4	5	8	1			13	12	92	72	35	51	50	21	36			
18	14	8	3	2	1	3	4	4	2	3	3				8	8	62	46	16	25	38	12	23			
40	16	3	2	2	2	6	3	4	5	4	1				1	2	14	7	3	4	9	2	8			
9	6	4	1	1	1	1	1	1	2	2	2				1	1	5	2	1	2	5	3	4			
2	2	1	1	6	6	1	1	1	1	1	1	1			1	1	5	2	1	2	5	3	4			
162	93	44	18	16	15	22	21	21	21	21</																

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

TIME PERIOD—AUDIENCES

SATURDAY 4:30PM - 7:00PM START TIME STATION (WEEKS) PROGRAM		AVERAGE QUARTER-HOUR AUDIENCES																			
		METRO AREA %		DESIGNATED MARKET AREA %					STATION TOTALS (000)												
		CURRENT		PRE-POST GUIDE			TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN						
		HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	SHARE & HUT 1 M '73				SHARE & HUT JULY '72	SHARE & HUT NOV '72	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 8, Page 3)		LT	LT					3	3	3	3	3	3	3	3	3	3	3	3	3	3
4.30	KCTS	EDUCATION SCHED	1	7	1	6	7X	3	9	15	5	4	3	3	2	1	1	1	1	1	
	KING	SAT AFT MOVIE	4	23	4	20	17	22	12	28	46	31	18	4	11	10	15	7	13	3	
	KIRO	REG/ABA PLAYOFF	6	33	6	35	20	32	24	49	66	53	27	8	16	10	16	11	26	7	
	234	WAGON TRAIN	5	31	6	35	17	22	12	45	66	51	32	10	20	11	17	12	19	5	
	KOMO	REG/A KING-TENNS	4	23	4	23	43	33	46	32	40	32	11	2	3	3	8	8	21	6	
	124	WORLD WD SPYMAN	4	22	3	19				25	35	28	10	1	1	6	9	18	7	12	
	KTNT	THIS IS YR LIFE	1	6	1	7	4X	6	6	11	17	7	5	2	2	3	3	2	1	1	
	KTVW	ACTION DBL FEATR HUT & TOTALS *	1	7	1	5	5	NR	2	7	13	12	4	2	3	3	1	8	5	6	
			17		18		35	13	26	136	197	140	69	19	38	29	47	31	71	23	
4.45	KCTS	EDUCATION SCHED	1	7	1	6	7X	3	9	16	5	4	3	3	2	2	1	1	1	1	
	KING	SAT AFT MOVIE	4	25	4	21	17	24	12	30	47	32	19	4	12	11	15	7	13	3	
	KIRO	REG/ABA PLAYOFF	6	33	6	35	19	33	24	48	64	51	28	8	16	10	16	12	23	6	
	234	WAGON TRAIN	5	30	6	35	17	22	12	45	64	50	33	10	20	11	17	13	17	5	
	KOMO	REG/A KING-TENNS	4	22	4	22	44	32	46	31	40	31	10	2	2	7	8	21	6		
	124	WORLD WD SPYMAN	3	21	3	18				24	34	26	9	1	1	5	8	17	7	11	
	KTNT	THIS IS YR LIFE	1	4	1	6	4X	5	6	9	12	7	5	2	2	3	3	2	1	1	
	KTVW	ACTION DBL FEATR HUT & TOTALS *	1	7	1	5	5	NR	2	7	13	12	4	2	3	3	1	8	5	6	
			17		18		35	13	27	134	192	138	70	19	38	29	46	32	68	22	
5.00	KCTS	EDUCATION SCHED	1	6	1	5	6X	2	9	14	2	2	2	2	2	2	1	1	4	8	
	KING	SAT AFT MOVIE	5	20	4	17	16	10	2	32	50	35	20	2	11	17	9	15	4	8	
	KIRO	REG/WAGON TRAIN	1	5	1	5	16	24	22	11	15	9	6	6	1	1	5	3	3	1	
	234	FLIPSIDE	1	4	1	5				9	11	6	5	5	1	2	4	1	4	1	
	KOMO	WORLD OF SPORTS	12	55	13	55	51	48	55	107	158	124	41	13	22	16	27	19	83	34	
	KTNT	SAFARI-ADVENTURE	1	5	1	5	4X	8	4	10	11	11	6	1	3	5	3	5	2	2	
	KTVW	ACTION DBL FEATR HUT & TOTALS *	1	6	1	4	4	NR	8	14	13	5	3	4	2	3	1	8	5	6	
			23		24		38	17	33	177	262	194	80	21	43	33	55	37	114	43	
5.15	KCTS	EDUCATION SCHED	1	5	1	4	6X	1	8	13	2	2	2	2	2	2	1	1	4	8	
	KING	SAT AFT MOVIE	5	19	4	17	16	17	11	32	52	36	21	2	11	11	17	10	15	4	
	KIRO	REG/WAGON TRAIN	1	4	1	5	15	24	22	10	10	5	3	3	2	3	2	3	2	6	
	234	FLIPSIDE	1	4	1	4				8	6	2	2	2	1	2	2	2	3	1	
	KOMO	WORLD OF SPORTS	13	56	14	56	51	45	55	111	172	134	47	15	25	17	30	22	87	38	
	KTNT	SAFARI-ADVENTURE	1	5	1	5	3X	8	4	10	11	11	6	1	3	5	3	5	2	2	
	KTVW	ACTION DBL FEATR HUT & TOTALS *	1	6	1	4	4	NR	8	14	13	5	3	4	2	3	1	8	5	6	
			23		24		38	18	34	179	272	201	84	23	45	33	57	39	117	47	
5.30	KCTS	EDUCATION SCHED	1	3	1	2	3X	2	5	8	3	3	2	2	2	2	1	1	2	5	
	KING	SAT AFT MOVIE	5	18	4	15	14	22	11	33	52	33	22	2	11	11	17	11	11	2	
	KIRO	EYEWITNESS NEWS	5	18	4	15	18X	28	24	33	51	46	23	2	5	5	13	18	23	2	
	KOMO	WORLD OF SPORTS	13	51	14	51	53X	37	49	113	180	141	52	16	28	19	33	24	89	37	
	KTNT	WATER WORLD	1	3	1	4	3X	7	4	9	10	10	5	2	2	2	3	5	1	3	
	KTVW	ACTION DBL FEATR HUT & TOTALS *	1	5	1	3	4	NR	3	7	14	12	4	2	3	3	1	8	5	6	
			26		27		42	22	38	200	315	245	109	24	51	39	68	58	136	47	
5.45	KCTS	EDUCATION SCHED	1	3	1	2	3X	2	5	8	3	3	2	2	2	2	1	1	4	8	
	KING	SAT AFT MOVIE	5	18	4	15	13	20	12	34	58	36	23	2	12	12	18	11	13	2	
	KIRO	EYEWITNESS NEWS	5	19	4	16	18X	28	24	35	54	49	25	2	6	6	15	19	24	2	
	KOMO	WORLD OF SPORTS	13	49	14	51	53X	39	49	113	179	140	51	15	27	18	31	24	89	37	
	KTNT	WATER WORLD	1	3	1	4	4X	7	3	9	9	9	5	1	1	1	4	4	1	2	
	KTVW	ACTION DBL FEATR HUT & TOTALS *	1	4	1	3	4	NR	3	7	14	12	4	2	3	2	3	1	8	5	
			27		27		43	22	38	203	322	249	111	23	51	39	68	60	138	47	
6.00	KCTS	EDUCATION SCHED	1	3	1	2	4X	2	7	13	4	4	3	3	3	3	1	1	4	8	
	KING	6.00 SAT NEWS	11	30	11	30	21X	34	27	85	123	114	63	6	20	17	39	43	51	7	
	KIRO	CBS NEWS-R MUDD	8	23	8	21	14X	24	20	60	92	77	35	5	14	13	25	21	42	9	
	KOMO	WORLD OF SPORTS	13	36	13	36	43X	25	37	105	180	142	56	17	28	18	35	28	86	34	
	KTNT	SATURDAY NITE MV	3	7	2	6	9	13	6	20	26	18	12	4	10	6	7	2	6	2	
	KTVW	PREVUE	-3		-3		3	NR	3												
		HUT & TOTALS *	35		36		49	34	49	279	439	360	172	36	77	56	108	95	188	54	
6.15	KCTS	EDUCATION SCHED	1	3	1	2	4X	2	7	15	6	5	3	4	4	4	1	1	4	8	
	KING	6.00 SAT NEWS	10	29	11	29	21X	34	26	83	113	106	60	6	19	16	36	41	46	4	
	KIRO	CBS NEWS-R MUDD	9	24	8	22	14X	24	20	63	97	82	35	4	13	12	25	22	47	12	
	KOMO	WORLD OF SPORTS	12	35	13	35	42X	23	37	102	170	134	50	13	24	18	34	26	84	32	
	KTNT	SATURDAY NITE MV	3	8	3	8	9	13	6	23	33	23	15	5	13	8	9	2	8	2	
	KTVW	PREVUE	-3		-3		3	NR	4												
		HUT & TOTALS *	36		37		49	35	49	280	433	356	167	32	75	57	107	92	189	53	
6.30	KCTS	EDUCATION SCHED	-3		-3		2X	2	9	14	135	70	13	25	19	42	45	65	20	30	
	KING	NBC SAT NEWS	13	36	12	33	26X	35	29	98	141	135	61	23	37	25	40	24	58	17	
	KIRO	HEE HAW	10	26	11	28	22X	16	19	84	155	119	61	23	37	25	40	24	58	17	
	KOMO	SATURDAY NEWS	10	28	10	26	33	27	38	78	125	111	53	7	20	16	36	33	58	16	
	KTNT	SATURDAY NITE MV	3	8	3	7	10	14	5	23	30	22	14	5	12	7	8	2	8	2	
	KTVW	PREVUE	-3		-3		3	NR	4												
		HUT & TOTALS *	37		37		52	35	51	287	460	396	201	49	96	69	129	105	195	58	
6.45	KCTS	EDUCATION SCHED	-3		-3		1X	2	9	14	134</										

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)									
LADY OF HOUSE		TEENS		CHILDREN		WOMEN		MEN		TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)	TOTAL WOMEN (18-34)	TOTAL MEN (18-49)		METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)	
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL									18-34	18-49	TOTAL	18-34	18-49	TOTAL			18-34
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45			
3	3	3	3	3	3	LT	1	1	LT	1	1	1	1	LT	LT	3	3	3	3	3	3	3	3			
26	19	3	1	1	6	3	4	4	3	3	1	1	12.15	KING	5	5	42	27	13	20	23	12	17	3	1	
18	15	13	6	7	6	2	3	3	2	3	5	2	KIRO	4	4	31	18	9	15	18	13	16	13	8		
7	6	5	1	1	6	2	3	2	1	2	2	2	KOMO	2	2	19	14	9	12	11	7	9	6	1		
3	1	1	1	1	6	1	1	1	1	1	1	1	KTNT	1	1	9	3	1	1	7	2	3	1	1		
4	3	1	1	1	6	1	1	1	1	1	1	1	KTVW	1	1	7	5	2	4	6	4	6	6	1		
58	44	22	9	8	6	8	9	9	8	10	8	2	MUT-TOTALS*	14	14	108	67	33	52	65	38	51	23	10		
23	17	3	1	6	5	2	3	3	3	3	1	1	12.30	KING	5	5	39	25	12	18	22	12	16	3	1	
18	15	10	4	6	5	2	3	3	3	3	4	4	KIRO	4	4	31	19	10	16	19	13	16	12	7		
8	7	3	1	6	5	2	3	2	2	2	1	1	KOMO	2	2	16	14	10	12	11	8	9	4	1		
2	2	1	1	6	5	1	1	1	1	1	1	1	KTNT	1	1	7	3	1	1	6	2	3	1	1		
3	1	1	1	6	5	1	1	1	1	1	1	1	KTVW	1	1	7	4	1	3	6	4	6	6	1		
3	2	1	1	6	5	1	1	1	1	1	1	1	MUT-TOTALS*	13	13	100	65	33	50	64	39	50	20	8		
54	41	16	6	6	5	7	10	9	8	10	6	1	12.45	KING	4	4	34	22	11	17	20	11	15	3	1	
21	15	3	1	6	5	3	3	3	2	3	4	4	KIRO	4	4	31	18	9	15	21	15	18	10	6		
17	14	10	4	6	5	2	3	3	3	3	4	4	KOMO	2	2	16	14	10	12	11	8	9	4	1		
8	7	4	2	6	5	2	3	2	2	2	2	2	KTNT	1	1	5	2	1	1	4	1	2	1	1		
2	2	1	1	6	5	1	1	1	1	1	1	1	KTVW	1	1	5	3	1	2	6	4	6	6	1		
3	1	1	1	6	5	1	1	1	1	1	1	1	MUT-TOTALS*	12	12	92	59	31	46	62	39	50	17	6		
3	2	1	1	6	5	1	1	1	1	1	1	1	1.00	KING	3	3	25	16	9	13	14	9	12	3	1	
3	3	1	1	6	5	1	2	2	2	2	2	2	KIRO	3	3	26	13	7	12	17	11	14	8	5		
51	38	17	7	6	5	7	9	8	8	10	6	1	KOMO	2	2	14	11	7	9	9	7	8	2	1		
8	8	3	1	6	5	4	5	5	5	6	3	1	KTVW	1	1	6	3	1	2	6	4	6	6	1		
9	9	5	1	6	5	4	5	5	5	6	3	1	MUT-TOTALS*	10	10	71	43	24	36	46	31	40	13	6		
6	4	1	1	6	5	4	5	5	5	6	3	1	1.15	KING	3	2	19	10	7	10	10	8	9	3	1	
3	2	1	1	6	5	4	5	5	5	6	3	1	KIRO	2	2	16	7	4	7	9	5	8	4	1		
21	18	6	1	6	5	4	5	5	5	6	3	1	KOMO	2	2	13	8	4	6	8	6	7	4	1		
7	7	3	1	6	5	4	5	5	5	6	3	1	KTVW	1	1	6	3	1	2	5	3	5	5	1		
4	4	3	1	6	5	4	5	5	5	6	3	1	MUT-TOTALS*	8	7	54	28	16	25	32	22	29	7	5		
7	5	3	1	6	5	4	5	5	5	6	3	1	1.30	KING	3	2	19	9	6	9	11	9	10	2	1	
3	2	1	1	6	5	4	5	5	5	6	3	1	KIRO	2	1	12	5	3	5	6	2	5	3	1		
22	19	5	1	6	5	4	5	5	5	6	3	1	KOMO	2	2	15	9	5	7	10	8	9	1	1		
8	8	1	1	6	5	4	5	5	5	6	3	1	KTVW	1	1	6	3	1	2	5	3	5	5	1		
4	4	3	1	6	5	4	5	5	5	6	3	1	MUT-TOTALS*	7	7	52	26	15	23	32	22	29	6	6		
7	5	1	1	6	5	4	5	5	5	6	3	1	1.45	KING	3	2	19	9	6	9	13	11	12	1	1	
20	18	5	1	6	5	4	5	5	5	6	3	1	KIRO	2	1	12	5	3	5	6	2	5	3	1		
													KOMO	2	2	15	9	5	7	10	8	9	1	1		
													KTVW	**	**	15	9	5	7	10	8	9	1	1		
													MUT-TOTALS*	7	6	51	25	15	23	33	23	30	5	5		

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

FRIDAY

12.15AM- 2.00AM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)												
		CURRENT		PRE-POST GUIDE							WOMEN					MEN							
		HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	SHARE 1 HUT F M 73	SHARE 2 HUT JULY 72	SHARE 3 HUT NOV 72	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
RELATIVE ERROR THRESHOLDS. 50% & OVER: (See Table 8, Page 3)																							
12.15	KING	TONIGHT SHOW	5	40	5	36	37X	28	36	41	52	48	26	13	19	16	22	7	22	12	16	12	15
	KIRO	NIGHTMARE THEATR	4	30	4	28	30X	31	29	31	56	36	18	9	15	14	16	3	18	12	15	12	14
	KOMO	WRLD-ENTERTAINMT	2	14	2	16	17X	32	18	17	28	23	13	9	11	4	5	2	10	7	8	2	4
	KTNT	FRI NIGHT MOVIE	1	4	1	6	7X	9	9	9	11	10	3	1	1	3	2	7	2	3	2	5	
	KTVW	LATE MOVIE	1	7	1	6	4	NR	4	7	10	10	4	1	3	3	4	1	6	4	6	4	4
		HUT & TOTALS *	14		14		16	14	16	105	157	127	64	32	49	38	50	15	63	37	48	32	42
12.30	KING	TONIGHT SHOW	5	37	4	36	38X	26	33	36	47	44	23	11	17	14	19	6	21	11	16	13	15
	KIRO	NIGHTMARE THEATR	4	33	4	31	36X	37	34	31	55	39	19	10	16	13	15	3	20	14	17	13	15
	KOMO	WRLD-ENTERTAINMT	2	16	2	15	16X	30	19	15	28	25	14	10	12	4	5	2	11	8	9	2	3
	KTNT	REG/NWS,SPTS,WEA	1	4	1	5		5	6	5	6	6	2	2	2	2	2	4	1	2	2	2	3
	234	FRI NIGHT MOVIE	1	6	1	6		7	8	8	8	8	3	1	1	1	3	2	5	1	2	2	4
	KTVW	LATE MOVIE	1	6	1	6	4	NR	6	6	9	9	3	1	2	2	3	1	6	4	6	4	4
		HUT & TOTALS *	12		12		14	12	13	93	145	123	61	32	47	33	44	14	62	38	50	34	40
12.45	KING	TONIGHT SHOW	4	32	4	32	38X	26	35	31	42	39	21	11	16	13	17	5	18	10	14	11	13
	KIRO	NIGHTMARE THEATR	4	35	4	33	36X	37	33	31	54	38	17	8	14	13	15	3	21	15	18	14	16
	KOMO	WRLD-ENTERTAINMT	2	17	2	17	16X	30	18	16	28	24	13	10	12	4	5	1	11	8	9	2	3
	KTNT	REG/NWS:OFF/NWS	1	4	1	5		5	6	5	6	6	2	2	2	2	2	4	1	2	2	3	3
	34	FRI NIGHT MOVIE	1	10	1	8		8	9	9	9	9	3	1	1	1	3	2	6	2	3	3	4
	KTVW	LATE MOVIE	1	7	1	7	4	NR	6	6	9	9	3	1	2	2	3	1	6	4	6	4	4
		HUT & TOTALS *	12		12		14	12	12	89	139	116	56	30	44	32	42	12	60	38	49	33	39
1.00	KING	MIDNIGHT SPECIAL	3	32	2	31	37X	15	18	19	24	20	10	7	10	8	8		10	8	9	5	6
	KIRO	NIGHTMARE THEATR	3	33	2	31	39X	51	58	20	30	21	9	5	9	8	8		12	7	10	9	11
	KOMO	FRI FOURMOST MOV	2	22	2	21	10X	31		12	15	15	8	4	6	3	5	2	7	5	6	4	5
	KTVW	LATE MOVIE	1	10	1	9	7	NR	6	6	8	8	3	1	2	2	3	1	5	3	5	3	3
		HUT & TOTALS *	8		8		7	5	5	57	77	64	30	17	27	21	24	3	34	23	30	21	25
1.15	KING	MIDNIGHT SPECIAL	3	35	2	35	35X			19	23	19	9	6	9	7	7		10	8	9	5	6
	KIRO	NIGHTMARE TH II	2	26	2	22	38X	63	60	12	18	11	5	3	5	4	4		6	2	5	5	6
	KOMO	FRI FOURMOST MOV	2	26	2	25	12X	33		14	17	17	8	4	6	3	5	2	9	7	8	5	6
	KTVW	LATE MOVIE	1	11	1	10	8	NR	13	6	8	8	3	1	2	2	3	1	5	3	5	3	3
		HUT & TOTALS *	7		7		8	5	4	51	66	55	25	14	22	16	19	3	30	20	27	18	21
1.30	KING	MIDNIGHT SPECIAL	3	36	2	36	35X			19	23	21	9	6	9	7	7		12	10	11	5	6
	KIRO	NIGHTMARE TH II	2	23	1	21	36X	63	62	12	17	11	5	3	5	4	4		6	2	5	5	6
	KOMO	FRI FOURMOST MOV	2	29	2	27	14X	33		15	21	19	9	5	7	3	5	2	10	8	9	4	5
	KTVW	LATE MOVIE	1	11	1	10	9	NR	6	6	8	8	3	1	2	2	3	1	5	3	5	3	3
		HUT & TOTALS *	7		7		7	5	3	52	69	59	26	15	23	16	19	3	33	23	30	17	20
1.45	KING	MIDNIGHT SPECIAL	2	36	2	38	35X			18	23	22	9	6	9	7	7		13	11	12	6	7
	KIRO	NIGHTMARE TH II	2	24	1	21	35X	56		11	16	10	5	3	5	4	4		5	1	4	4	5
	KOMO	FRI FOURMOST MOV	2	29	2	28	13X	40		14	19	17	8	4	6	3	5	2	9	7	8	5	6
	KTVW	LATE MOVIE	-3		-3		8	NR															
		HUT & TOTALS *	7		6		6	5	2	46	62	53	23	13	21	15	17	2	30	20	27	17	20

TIME PERIOD AUDIENCES

* Totals include only stations reportable in this market (including satellites/affiliates, if any). MUT includes all viewing to reportable and non-reportable stations (columns 1, 3, 5-7 & 35-36).
 - Below Minimum Audience Standards. See Table 4. BMS Below Minimum Sample Standards. See Section III. NR Station Not Reportable. -- Special Event deleted.
 # Other Programming or Off-the-Air. X Previous programming same as current report. Estimates based on 2 or 3 out of 4 measured weeks have larger sampling errors. See Table 7.
 Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III. LT Less Than 1.

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES																						
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK	STATION	%	STATION TOTALS (000)																			
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN							TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)							
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-34	18-49	TOTAL	18-34									18-49	TOTAL	18-34	18-49	TOTAL	18-34			18-49						
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45													
3	3	3	3	3	3	LT	1	1	LT	1	1	1	LT	1	1	3	3	3	3	3	3	3	3	7.30	KCTS	2	2	13	10	2	3	8	3	4	20	33
124	61	26	18	42	34	17	11	13	11	8	10	10	17	17	140	107	26	50	65	15	28	20	33	KING	17	17	39	19	6	12	24	9	17	13	19	
19	13	15	5	23	15	2	2	2	3	3	5	5	5	5	39	61	10	20	40	7	14	4	7	KIRO	5	5	77	61	10	20	40	7	14	4	7	
31	10	1	1	5	4	4	1	2	3	1	1	1	4	4	36	20	10	14	11	4	7	7	21	KOMO	10	10	19	10	7	9	7	5	6	3	11	
14	9	8	7	17	11	2	2	2	1	1	3	4	5	5	20	10	14	11	4	7	7	21	KTNT	5	4	36	20	10	14	11	4	7	7	21		
9	8	3	3	13	10	1	2	2	1	1	1	3	4	4	19	10	7	9	7	5	6	3	11	KTVW	2	2	19	10	7	9	7	5	6	3	11	
209	104	53	30	100	74	27	19	22	21	16	19	23	42	43	324	227	61	108	155	43	76	47	91	HUT-TOTALS*	42	43	324	227	61	108	155	43	76	47	91	
16	3	23	15	18	10	2	1	1	2	1	9	4	23	23	20	14	2	3	11	3	4	25	30	8.00	KCTS	2	2	20	14	2	3	11	3	4	25	30
131	60	7	4	8	4	19	13	14	16	12	9	4	23	23	181	147	40	70	99	27	14	11	16	KING	23	23	42	25	10	17	21	7	14	11	16	
27	18	4	2	7	3	4	3	4	3	3	2	2	4	4	42	25	10	17	21	7	14	11	16	KIRO	6	5	81	47	18	29	30	11	18	18	75	
26	18	4	2	7	3	4	3	4	3	3	2	2	4	4	81	47	18	29	30	11	18	18	75	KOMO	10	10	127	68	34	51	42	21	33	43	146	
57	45	36	24	147	103	8	10	9	5	6	13	35	103	103	127	68	34	51	42	21	33	43	146	KTNT	3	3	21	12	4	7	7	2	3	5	8	
7	2	1	1	4	2	1	1	1	1	1	1	1	4	4	19	13	6	9	9	4	6	2	9	KTVW	2	2	19	13	6	9	9	4	6	2	9	
12	7	1	1	4	2	1	1	1	1	1	1	1	4	4	19	13	6	9	9	4	6	2	9	HUT-TOTALS*	47	48	364	258	80	135	177	54	91	61	138	
250	135	68	43	177	119	34	28	29	28	23	25	42	119	119	364	258	80	135	177	54	91	61	138													
14	4	27	13	37	20	2	1	1	1	1	10	9	27	27	21	17	2	3	11	3	4	25	27	8.30	KCTS	3	3	21	17	2	3	11	3	4	25	27
80	43	27	13	33	19	12	10	11	9	7	10	9	27	27	159	122	35	62	90	25	44	25	27	KING	21	20	159	122	35	62	90	25	44	25	27	
87	44	27	13	33	19	13	10	11	10	8	10	8	27	27	45	33	14	22	23	7	14	6	7	KIRO	7	6	45	33	14	22	23	7	14	6	7	
30	20	4	3	5	3	5	5	5	3	3	2	1	5	5	127	68	34	51	42	21	33	43	146	KOMO	16	16	127	68	34	51	42	21	33	43	146	
32	22	3	2	5	2	4	4	5	4	4	1	1	5	5	127	68	34	51	42	21	33	43	146	KTNT	1	2	12	9	1	4	6	2	3	2	1	
65	48	49	32	140	100	9	11	10	6	8	18	33	48	48	18	15	4	8	10	4	7	2	5	KTVW	2	2	18	15	4	8	10	4	7	2	5	
10	5	2	1	1	1	1	1	1	1	1	1	1	5	5	18	15	4	8	10	4	7	2	5	HUT-TOTALS*	49	50	382	264	90	150	182	62	105	76	186	
16	9	1	1	6	3	2	1	2	1	2	1	1	5	5	18	15	4	8	10	4	7	2	5													
215	129	83	50	189	126	30	27	29	22	21	31	45	129	129	382	264	90	150	182	62	105	76	186													
11	5	23	11	23	20	2	2	2	1	1	9	5	23	23	19	16	4	6	10	4	6	25	30	9.00	KCTS	3	2	19	16	4	6	10	4	6	25	30
46	33	15	6	13	9	10	10	10	10	5	5	3	33	33	101	75	29	47	51	17	30	9	9	KING	13	13	101	75	29	47	51	17	30	9	9	
76	49	48	28	106	78	11	13	12	9	10	18	26	49	49	78	59	24	38	46	17	29	9	9	KIRO	11	10	78	59	24	38	46	17	29	9	9	
75	52	48	28	106	78	11	13	12	9	10	18	26	49	49	142	82	38	59	53	24	40	49	122	KOMO	18	18	142	82	38	59	53	24	40	49	122	
11	4	1	1	6	6	2	1	2	1	1	1	1	6	6	15	11	2	5	8	2	3	2	1	KTNT	2	2	15	11	2	5	8	2	3	2	1	
15	9	1	1	6	6	2	1	2	1	1	1	1	6	6	19	16	4	9	11	4	7	2	7	KTVW	2	2	19	16	4	9	11	4	7	2	7	
234	152	88	46	149	113	32	34	34	27	28	33	36	152	152	49	49	374	259	101	164	179	68	169	HUT-TOTALS*	49	49	374	259	101	164	179	68	115	87	169	
10	5	22	11	23	21	1	1	1	1	1	8	6	22	22	17	13	5	7	10	6	7	23	23	9.30	KCTS	2	2	17	13	5	7	10	6	7	23	23
47	33	16	7	13	10	11	11	11	10	10	6	3	33	33	73	59	28	42	37	17	25	17	12	KING	9	9	73	59	28	42	37	17	25	17	12	
84	57	16	7	13	10	11	11	11	10	10	6	3	57	57	113	83	32	53	71	26	44	17	12	KIRO	15	14	113	83	32	53	71	26	44	17	12	
85	60	49	27	69	52	12	14	14	9	10	18	16	49	49	146	97	45	70	65	29	47	49	89	KOMO	19	18	146	97	45	70	65	29	47	49	89	
9	3	1	1	6	6	1	1	1	1	1	1	1	6	6	13	10	1	3	7	1	2	1	1	KTNT	2	2	13	10	1	3	7	1	2	1	1	
14	8	1	1	6	6	2	1	2	2	2	1	1	8	8	18	14	4	8	12	4	8	8	5	KTVW	2	2	18	14	4	8	12	4	8	8	5	
249	166	88	45	111	88	34	36	37	28	28	32	26	166	166	49	49	380	276	115	183	202	83	130	HUT-TOTALS*	48	49	380	276	115	183	202	83	133	90	130	
3	2	17	8	7	7	10	11	10	5	5	6	2	17	17	13	7	2	4	9	5	6	19	15	10.00	KCTS	2	2	13	7	2	4	9	5	6	19	15
67	42	14	6	13	10	10	10	11	9	8	5	3	42	42	78	69	32	46	37	15	24	19	13	KING	10	10	78	69	32	46	37	15	24	19	13	
77	52	43	22	50	45	9	12	11	7	8	16	12	52	52	114	85	34	56	68	21	41	15	13	KIRO	16	14	114	85	34	56	68	21	41	15	13	
62	49	43	22	50	45	9	12	11	7	8	16	12	49	49	126	90	45	70	59	26	44	46	58	KOMO	16	16	126	90	45	70	59	26	44	46	58	
8	2	2	2	1	1	1	1	1	1	1	1	1	2	2	13	9	2	3	9	2	3	2	1	KTNT	1	2	13	9	2	3	9	2	3	2	1	
11	6	2	1	3	3	1	1	1	1	1	2	1	6	6	18	13	4	8	11	5	8	1	5	KTVW	2	2	18	13	4	8	11	5	8	1	5	
228	153	78	37	73	65	31	34	34	24	24	29	17	153	153	46	46	362	273	119	187	193	74	92	HUT-TOTALS*	46	46	362	273	119	187	193	74	126	83	92	
66	42	18	10	7	7	10	11	10	5	4	7	2	42	42	84	78</																				

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

FRIDAY

7.30PM-12.15AM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)														
		HOUSE-HOLD RATING	SHARE	CURRENT		PRE-POST GUIDE					TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN						
				3	4	5	6	7	8	9				10	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64
				1	2	3	4	5	6	7				8	9	10	11	12	13	14	15	16	17	18	19
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table B, Page 3)		LT	LT							3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
7.30	KCTS EDUCATION SCHEO	2	4	2	5	3X	3	3	17	22	22	12	2	3	3	8	9	10	3	4	4	7	53		
	KING HOLLYWD SQUARES	22	51	21	50	52X	51	53	172	289	221	139	37	67	51	88	72	82	20	37	29	14	14		
	KIRO LAUREL AND HARDY	6	13	5	11	14	12	21	39	79	41	20	7	13	12	17	7	21	8	15	10	15	15		
	KOMO VIEW POINT	6	13	6	13	9X	21	7	44	61	55	33	3	10	9	19	23	22	3	6	6	15	15		
	KTNT THAT GIRL	4	10	4	9	12	11	7	32	52	27	18	8	12	7	11	6	9	2	4	4	8	8		
	KTVW VOYAGE-BOTTM-SEA HUT & TOTALS *	3	6	3	6	3	NR	2	21	35	19	11	7	10	4	5	1	8	5	7	5	6	6		
		42		43		54		39	55	325	538	385	233	64	115	86	148	118	152	41	73	58	103		
8.00	KCTS EDUCATION SCHEO	3	5	3	5	1X	3	3	22	29	29	17	2	3	3	9	14	12	3	4	4	6	6		
	KING SANFORD AND SON	24	48	24	46	41	36	42	188	307	266	151	40	71	55	101	80	115	33	55	44	78	78		
	KIRO REG/AMER JR MISS	7	13	6	11	12	14	19	44	66	51	30	12	20	16	21	10	21	6	13	11	17	17		
	134 SEARCH FOR NILE	7	13	5	10				42	64	53	29	9	19	16	22	10	24	8	15	12	19	19		
	KOMO BRADY BUNCH	15	29	15	29	36	33	29	119	283	100	62	33	49	37	42	13	38	18	29	21	27	27		
	KTNT TV 11 MOVIE-WEEK	1	2	1	3	5	10	3	10	13	12	7		2	2	6	5	1	2	2	4	4	4		
	KTVW 13 GRAND THEATER HUT & TOTALS *	2	4	2	4	2X	NR	2	17	29	24	14	5	8	5	9	6	10	4	6	5	8	8		
		51		52		65		49	63	400	727	482	281	92	153	118	188	128	201	65	109	87	140		
8.30	KCTS EDUCATION SCHEO	3	6	3	5	1X	4	1	20	27	27	17	2	4	4	9	13	10	3	5	5	6	6		
	KING REG/MEIRD HAROLD	17	36	16	34	32	24	29	129	225	161	95	31	54	36	60	41	66	17	34	29	48	48		
	234 LITTLE PEOPLE	18	38	17	35				135	235	175	103	31	55	39	66	48	72	19	35	29	50	50		
	KIRO REG/AMER JR MISS	7	14	6	12	14	16	26	45	69	60	36	15	24	20	26	12	24	8	15	14	22	22		
	134 SEARCH FOR NILE	7	14	6	12				45	70	62	34	13	24	21	27	10	28	9	18	16	25	25		
	KOMO PARTRIDGE FAMILY	16	34	17	34	39	42	32	134	308	119	74	36	53	40	49	21	45	22	35	24	30	30		
	KTNT TV 11 MOVIE-WEEK	2	3	2	4	6	12	6	15	21	18	10	2	5	4	8	5	8	2	4	4	6	6		
	KTVW 13 GRAND THEATER HUT & TOTALS *	2	5	2	5	2X	NR	2	20	33	26	16	4	9	7	12	7	10	4	7	5	8	8		
		48		49		62		46	60	363	683	411	248	90	149	111	166	99	163	56	100	81	120		
9.00	KCTS EDUCATION SCHEO	2	5	2	4	3X	4	2	16	24	24	15	6	8	5	8	7	9	5	6	5	6	6		
	KING CIRCLE OF FEAR	10	19	9	18	24	20	33	73	140	94	57	28	41	29	37	16	37	17	26	21	27	27		
	KIRO KIRO FRIDAY-MOV	15	30	14	28	23X	22	28	111	179	151	81	32	51	40	61	30	70	26	44	37	54	54		
	KOMO ROOM 222	19	39	19	38	38X	37	23	148	304	150	89	41	63	47	62	26	61	27	45	35	46	46		
	KTNT TV 11 MOVIE-WEEK	2	3	2	3	8	13	9	14	20	18	11	2	4	4	9	7	7	1	2	2	4	4		
	KTVW 13 GRAND THEATER HUT & TOTALS *	2	4	2	4	2	NR	2	18	33	26	15	4	9	8	12	6	11	4	7	5	8	8		
		49		50		58		58	380	700	463	268	113	176	133	189	92	195	80	130	105	145	145		
9.30	KCTS EDUCATION SCHEO	2	5	2	4	3X	4	1	17	22	22	11	3	5	6	6	11	6	7	7	7	8	8		
	KING CIRCLE OF FEAR	9	19	9	18	23	22	32	72	141	96	59	28	41	29	39	18	37	17	25	19	26	26		
	KIRO KIRO FRIDAY-MOV	15	32	14	30	25X	22	28	114	187	158	87	34	57	45	67	30	71	25	44	39	56	56		
	KOMO ODD COUPLE	18	38	18	37	37X	35	25	144	292	174	105	49	78	52	71	27	69	30	49	34	49	49		
	KTNT TV 11 MOVIE-WEEK	1	3	2	3	8	12	9	13	18	16	9	1	3	3	7	6	7	1	2	2	4	4		
	KTVW 13 GRAND THEATER HUT & TOTALS *	2	5	2	5	1	NR	18	32	27	15	5	9	7	11	6	12	4	8	6	7	9	9		
		48		48		56		47	378	692	493	286	120	193	141	201	93	207	83	135	107	152	152		
10.00	KCTS EDUCATION SCHEO	1	3	1	2	1X			8	11	11	3	1	2	2	3	1	8	4	5	5	5	5		
	KING BOLD ONES	11	25	11	25	20	26	26	83	139	115	79	35	50	33	49	29	36	12	22	18	26	26		
	KIRO KIRO FRIDAY-MOV	15	35	14	33	30X	23	29	112	172	145	82	33	54	41	61	28	63	18	37	34	50	50		
	KOMO LOVE AMER STYLE	14	32	13	31	39X	37	35	109	220	127	76	42	63	44	54	13	51	23	40	28	37	37		
	KTNT ACTION NEWS	1	3	1	3	5X	13	6	12	21	19	9	2	3	3	6	6	10	2	3	3	7	7		
	KTVW CLASSIC THEATER HUT & TOTALS *	2	5	2	5		NR	16	27	22	11	3	6	6	9	5	11	5	8	6	8	8	8		
		43		43		48		49	340	590	439	260	116	178	129	182	82	179	64	115	94	135	135		
10.30	KING BOLD ONES	11	27	11	27	21	24	27	84	136	111	77	36	51	33	48	26	34	12	20	16	26	26		
	KIRO KIRO FRIDAY-MOV	14	36	13	33	30X	22	30	106	164	137	77	32	53	40	58	24	60	17	38	35	48	48		
	KOMO LOVE AMER STYLE	12	30	12	30	40X	38	36	99	192	120	71	39	60	43	51	11	49	22	39	27	35	35		
	KTNT WHATS MY LINE	1	2	1	2	3	9	4	6	11	10	6	1	3	5	4	5	4	1	1	1	3	3		
	KTVW CLASSIC THEATER HUT & TOTALS *	2	5	1	3		NR	12	21	19	10	2	5	5	7	5	9	5	7	5	6	6	6		
		40		40		45		46	307	524	397	241	109	170	122	167	71	156	56	105	84	118	118		
11.00	KING 11.00 NEWSERVICE	10	33	10	34	25X	25	25	80	123	117	73	31	48	33	49	25	44	17	27	24	35	35		
	KIRO EYEWITNESS NEWS	7	25	7	23	28X	32	30	55	88	74	38	16	26	20	28	12	36	11	23	20	27	27		
	KOMO NEWS FINAL	9	31	9	31	37X	33	31	72	108	86	43	16	25	21	33	18	43	16	25	16	27	27		
	KTNT FRI NIGHT MOVIE	1	3	1	3	6X	3	6	9	11	9	4	1	2	2	3	2	5	3	3	1	2	2		
	KTVW CLASSIC THEATER HUT & TOTALS *	2	7	2	5	2	NR	3	13	19	16	8	2	5	4	6	3	8	5	7	5	6	6		
		29		30		32		30	229	349	302	166	66	106	80	119	60	136	52	85	66	97	97		
11.15	KING 11.00 NEWSERVICE	10	34	10	35	27X	26	24	78	114	108	66	27	43	31	45	23	42	16	26	24	34	34		
	KIRO EYEWITNESS NEWS	7	26	7	24	27X	32	29	54	82	68	34	13	23	2										

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	STATION TOTALS (000)											
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					METRO HOUSEHOLD RATING	DMA HOUSEHOLD RATING	TOTAL HOUSEHOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	TOTAL					18-34	18-49	TOTAL	18-34	18-49				
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45			
3	3	3	3	3	3	LT	1	1	LT	1	1	1	4.30 KCTS	1	1	9	3	3	3	3	3	3	3	3		
1	1	10	5	18	4	3	3	3	2	2	4	4	KING	4	5	36	25	10	16	13	6	8	11	19		
19	11	12	6	10	5	3	2	3	3	3	5	2	KIRO	5	5	40	20	7	13	18	9	12	12	10		
34	17	24	16	7	6	5	4	4	3	2	9	2	KOMO	6	7	55	32	12	20	15	4	6	22	7		
2	1	2	2	10	5	1	1	1	1	1	2	2	KYNT	1	1	8	3	1	2	1	1	1	2	9		
2	2	7	4	20	18	1	1	1	1	1	2	5	KTVW	**	**	20	22	166	84	32	54	51	23	31		
75	43	55	33	70	42	11	9	10	8	7	20	17	HUT-TOTALS*	**	**	20	22	166	84	32	54	51	23	31		
1	1	5	5	15	4	4	3	3	2	2	4	3	5.00 KCTS	1	1	9	1	1	1	1	1	1	1	17		
25	12	10	5	5	4	3	2	3	2	2	4	1	KING	4	5	38	25	8	14	14	6	8	10	5		
17	12	10	5	6	3	2	2	3	2	2	3	4	KIRO	5	5	40	19	6	13	19	9	12	11	8		
30	17	17	12	6	5	4	3	4	3	2	6	1	KOMO	8	8	66	38	12	21	21	4	8	21	7		
8	6	11	6	17	11	1	1	1	1	1	4	4	KYNT	2	2	16	5	2	4	3	1	2	7	14		
2	2	3	3	12	12	1	1	1	1	1	3	3	KTVW	2	2	16	4	3	4	3	3	3	5	16		
83	50	51	31	61	39	11	8	10	8	7	19	14	HUT-TOTALS*	23	24	185	92	31	57	60	23	33	54	67		
1	1	13	6	17	4	4	3	3	2	2	5	4	5.15 KCTS	1	1	9	1	1	1	1	1	1	1	16		
26	12	9	4	6	3	2	2	3	3	3	1	1	KING	5	5	42	27	8	14	15	6	8	12	6		
17	12	9	4	6	3	2	2	3	3	3	1	1	KIRO	6	5	40	18	5	12	20	10	13	10	6		
29	16	16	12	5	4	4	3	4	3	2	6	1	KOMO	7	8	61	35	11	19	20	2	8	17	6		
7	5	11	6	17	11	1	1	1	1	1	4	4	KYNT	3	3	24	8	2	6	6	2	4	11	17		
2	2	3	3	11	11	1	1	1	1	1	3	3	KTVW	2	2	13	3	2	3	2	2	2	3	12		
82	48	52	31	62	38	11	8	10	9	7	20	14	HUT-TOTALS*	24	25	189	92	28	55	63	22	35	53	63		
58	21	6	3	17	4	8	3	4	7	5	2	1	5.30 KCTS	1	1	9	1	1	1	1	1	1	1	17		
30	18	8	2	6	4	4	4	4	5	4	3	1	KING	7	8	63	46	8	18	34	10	16	10	5		
63	22	11	7	3	3	8	3	4	7	4	4	1	KIRO	7	6	46	25	9	15	28	10	16	9	6		
14	12	23	10	32	21	2	3	2	2	2	9	7	KOMO	9	10	75	50	9	20	35	7	14	14	4		
6	4	1	1	2	2	1	1	1	1	1	1	1	KYNT	5	4	36	13	6	11	9	4	7	17	25		
171	77	50	24	63	36	23	13	16	21	16	19	14	KTVW	1	1	11	6	3	5	3	2	2	2	7		
1	1	1	1	20	4	4	3	4	7	5	2	1	5.45 KCTS	1	1	10	1	1	1	1	1	1	1	19		
61	22	6	3	3	2	8	2	4	8	5	2	1	KING	10	10	85	65	8	22	55	14	26	6	3		
30	18	7	2	6	4	4	4	4	5	4	3	1	KIRO	8	7	52	32	13	19	35	10	19	8	6		
65	23	11	7	6	2	8	3	5	7	5	4	8	KOMO	11	11	91	66	9	23	51	11	21	11	3		
15	13	23	10	36	24	2	3	3	2	2	8	8	KYNT	6	6	49	19	12	17	12	6	10	23	34		
6	4	1	1	2	2	1	1	1	1	1	1	1	KTVW	1	1	8	8	4	6	4	1	2	1	2		
178	81	49	24	69	38	23	14	17	22	16	18	15	HUT-TOTALS*	38	38	295	191	47	88	157	42	78	50	67		
64	26	6	3	5	4	8	3	5	7	5	2	1	6.00 KCTS	**	**	86	66	9	24	56	15	27	6	4		
45	22	2	1	4	2	6	5	5	8	6	1	1	KING	11	11	61	42	15	22	44	12	22	5	5		
90	34	7	1	3	3	12	4	7	11	8	3	1	KIRO	9	8	61	42	15	22	44	12	22	5	5		
17	16	24	10	29	22	3	5	4	3	4	9	7	KOMO	13	14	110	81	12	29	65	13	29	9	3		
11	7	1	1	2	2	2	2	2	1	1	1	1	KYNT	8	7	57	22	14	20	18	10	15	24	33		
228	106	40	15	50	33	31	18	22	30	24	15	12	KTVW	1	1	9	11	5	8	5	2	3	1	2		
61	22	5	3	5	4	8	2	4	7	4	2	1	6.15 KCTS	**	**	86	66	9	24	56	15	27	6	4		
48	24	4	1	5	3	7	5	5	8	6	2	1	KING	11	11	85	66	9	24	53	14	25	6	5		
93	35	5	1	3	3	12	5	7	11	8	2	1	KIRO	10	9	71	52	16	25	54	16	28	3	5		
16	15	21	10	26	22	3	4	4	4	5	8	6	KOMO	15	16	128	96	15	35	79	16	38	6	3		
11	7	1	1	2	2	2	2	2	1	1	1	1	KYNT	9	8	64	25	16	22	25	15	21	23	28		
229	103	36	16	48	34	31	18	22	30	24	13	11	KTVW	2	1	11	13	5	9	6	2	3	1	2		
78	29	5	3	7	5	10	3	6	10	7	2	2	6.30 KCTS	**	**	86	66	9	24	56	15	27	6	4		
44	23	4	2	6	3	6	6	5	7	5	2	1	KING	12	12	99	73	9	26	65	15	28	5	6		
67	23	4	1	2	2	9	3	5	9	6	2	1	KIRO	10	9	69	50	17	26	51	16	27	4	6		
20	18	18	8	29	22	3	4	4	4	5	6	7	KOMO	13	14	114	86	13	29	71	16	33	5	3		
9	6	1	1	2	2	1	1	1	1	1	1	1	KYNT	9	8	63	24	15	22	26	16	22	20	28		
219	100	32	15	46	34	29	17	20	30	23	12	11	KTVW	1	1	10	12	4	8	6	2	3	1	2		
77	28	4	2	6	4	10	3	5	10	7	2	1	6.45 KCTS	**	**	111	80	10	29	75	16	32	5	7		
41	21	5	2	6	3	6	5	5	6	4	2	1	KING	13	14	111	80	10	29	75	16	32	5	7		
62	23	4	1	2	2	8	3	4	8	6	2	1	KIRO	9	8	64	46	17	24	44	14	22	5	6		
21	19	21	10	27	22	3	5	4	4	5	8	6	KOMO	11	12	99	72	10	23	60	14	27	4	2		
8	5	1	1	2	2	1	1	1	1	1	1	1	KYNT	9	8	64	25	16	23	27	17	23	20	28		
210	97	34	15	43	33	28	16	19	28	22	12	10	KTVW	1	1	9	10	3	6	5	2	3	1	2		
6	2	14	12	22	18	10	4	7	7	4	5	5	7.00 KCTS	**	**	107	79	12	32	62	14	26	9	14		
71	34	4	4	17	12	3	2	2	4	4	4	4	KING	13	13	107	79	12	32	62	14	26	9	14		
20	11	6	4	10	8	11	5	6	8	4	2	2	KIRO	7	6	52	32	11	17	36	12	20	8	12		
83	27	6	4	10	8	11	5	6	8	4	2	2	KOMO	12	13	105	79	13	26	59	13	24	5	6		
16	12	9	4	24	17	3	4	3	2	2	3	6	KYNT	7	6	53	24	14	20	20	12	16	15	26		
7	6	3	3	7	7	1	2	1	1	1	1	2	KTVW	2	2	12	9	4	7	6	3	5	2	5		
203	92	42	24	80	62	28	16	19	23	17	15	19	HUT-TOTALS*	42	43	334	227	55	104	186	56	93	39	63		
6	2	14	12	25	20	1	5	7	7	4	5	6	7.15 KCTS	1	1	9	7	1	2	6	3	3	14	24		
69	34	10	4	16	11	3	2	2	4	4	4	4	KING	13	13	108	78	15	35	50	11	19	10	17		
20	11	6	4	17	12	3	2	2	4	4	4	4	KIRO	6	5	40	20	5	11	28	11	19	10	17		

May 1973

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)										
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					METRO HOUSE- HOLD RATING	DMA HOUSE- HOLD RATING	TOTAL HOUSE- HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHILD- REN (2-11)		
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHILD- REN (2-11)	35					36	37	38	39	40	41			42	43
22	23	24	25	26	27	28	29	30	31	32	33	34															
3	3	3	3	3	3	LT	1	1	LT	1	1	1	1.45 KIRO	2	1	10	6	4	5	5	2	4	1				
5	4			1		1	1	1	1	1			KOMO	**	**												
4	3			2		1	1	1	1	1			KTVW	**	**												
3	1												HUT-TOTALS*	3	3	18	12	6	8	11	4	7	1				
8	5			1		1	1	1	1	1																	

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table 8.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

THURSDAY

1.45AM- 2.00AM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME STATION (WEEKS) PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %					STATION TOTALS (000)													
	HOUSE- HOLD RATING	SHARE	CURRENT		PRE-POST GUIDE			TOTAL HOUSE- HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN					
			HOUSE- HOLD RATING	SHARE	SHARE & HUT F M 73	SHARE & HUT JULY 72	SHARE & HUT NOV 72				TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
RELATIVE ERROR THRESHOLDS, 50% & OVER. (See Table 6, Page 3)	LT		LT					3	3	3	3	3	3	3	3	3	3	3	3	3	
1.45 KIRD REG/NWS/N:CL:OFF	1		1				8	10	9	5	3	4	3	4	1	4	2	3	2	3	
23 CBS LATE MOV	1		1				5	10	8	4	3	3	1	2	1	4	4	4	2	2	
KOMO REG/OFF AIR	-0.3		-0.3				28														
124 WRLD-ENTERTAINMT	1		-0.3				3	5	5	4	2	2		1	2	1	1	1	1	1	
KTVW LATE MOVIE	-0.3		-0.3				NR														
HUT & TOTALS *	2		2		2	3	1	14	18	17	9	4	5	3	6	4	8	3	5	4	6

TIME PERIOD AUDIENCES

* Totals include only stations reportable in this market (including satellites/affiliates, if any). HUT includes all viewing to reportable and non-reportable stations (columns 1, 3, 5-7 & 35-36).
 - Below Minimum Audience Standards. See Table 4. BMS Below Minimum Sample Standards. See Section III. NR Station Not Reportable. -- Special Event deleted.
 # Other Programming or Off-the-Air. X Previous programming same as current report. Estimates based on 2 or 3 out of 4 measured weeks have larger sampling errors. See Table 7.
 Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III. LT Less Than 1.

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (001)							DESIGNATED MARKET AREA %							TIME BREAK	%		STATION TOTALS (000)									
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					MTR	DMA	TOTAL	WOMEN			MEN			TOTAL	TOTAL	
TOTAL	UNDER 50	TOTAL (18-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-34	18-49	TOTAL	18-34					18-49	TOTAL	18-34	18-49	TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)			
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45			
3	3	3	3	3	3	LT	1	1	LT	1	1	1	1	LT	LT	3	3	3	3	3	3	3	3			
45	19	3	1			6	3	4	5	4	1		11.00	KING	10	10	76	55	17	30	41	10	21	5		
37	24	4	1	3		5	3	5	4	4	2	1		KIRO	9	8	61	45	18	32	36	12	24	7		
56	34	8	5	1		7	5	7	8	7	3			KOMO	15	15	118	79	31	50	81	35	51	11		
54	34	9	7	2		7	6	7	7	7	3			KTNT	1	1	11	7	1	3	9	3	6			
58	33	7	3			7	5	7	10	8	3			KTVW	**	**										
5	4					1	1	1	1	2	2			MUT-TOTALS*	36	36	270	190	69	118	170	62	105	23		
5	5					1	1	1	2	2														7		
145	83	15	7	4	3	18	12	16	19	18	6	1		11.15	KING	7	7	60	43	9	18	33	11	17	3	
41	17	2	1			5	3	3	4	3	1			KIRO	7	6	50	36	11	24	29	7	17	3		
35	23	2	1			4	3	5	4	4	1			KOMO	12	11	90	52	16	32	60	24	35	8		
48	29	8	5			6	5	6	8	7	3			KTNT	1	1	12	5	2	4	12	5	10			
47	29	9	7			6	6	6	6	7	3			KTVW	**	**										
50	27	7	3			6	4	5	10	7	3			MUT-TOTALS*	28	28	216	138	39	80	137	49	82	14		
4	3					1	1	1	2	2														3		
4	4					1	1	1	1	2	1															
2	2					1	1	1	2	2																
130	74	12	7			16	11	14	18	16	4													3		
27	15	2	1			3	2	3	3	3	1			11.30	KING	6	6	50	34	7	16	28	10	16	2	
21	16	1	1	1		3	3	3	3	3				KIRO	6	5	40	28	11	20	24	6	15	2		
21	14	1	1	1		3	3	3	3	3				KOMO	8	7	59	33	9	18	40	15	22	5		
17	6	2	1			2	1	1	3	2	1			KTNT	1	1	11	4	1	3	10	4	8			
14	2	2	2			2	1	1	3	3	1			KTVW	**	**										
23	9	1				3	1	2	4	2				MUT-TOTALS*	22	22	164	101	29	59	106	37	64	9		
4	3					1	1	1	1	2														1		
4	4					1	1	1	1	2																
71	41	5	3	1		9	7	8	11	10	2													1		
22	14	1				3	2	3	3	3				11.45	KING	5	5	42	25	6	15	24	11	16	2	
17	14			1		2	3	3	2	2				KIRO	5	4	31	20	11	16	18	6	13	1		
17	13			1		2	3	3	2	2				KOMO	4	4	29	17	3	6	20	7	10	2		
16	5	1	1			2	1	1	2	2				KTNT	1	1	11	4	1	3	9	3	7			
14	2	2	2			2	1	1	2	3	1			KTVW	**	**										
18	7					2	1	1	3	1	1			MUT-TOTALS*	16	16	117	68	22	41	75	29	49	5		
4	3					1	1	1	1	2														1		
4	4					1	1	1	1	2																
61	37	2	1	1		7	6	7	9	9	1													1		
15	7					2	1	1	2	2				12.00	KING	4	4	35	19	4	11	20	9	13	1	
15	13			1		2	3	3	2	2				KIRO	4	3	26	17	10	14	14	4	10	1		
9	3	1	1			1	1	1	2	2				KOMO	3	3	23	13	2	4	16	7	9	1		
														KTNT	**	**										
2	1								1					KTVW	**	**										
42	24	1	1	1		5	5	4	6	6				MUT-TOTALS*	13	13	95	54	18	32	60	24	39	2		
14	7					2	1	1	2	1				12.15	KING	4	4	30	15	2	7	15	6	9		
13	11			1		2	3	2	2	2				KIRO	3	3	22	14	9	12	12	3	8	1		
9	3	1	1			1	1	1	2	2				KOMO	3	2	19	10	2	3	12	6	8			
2	1					1	1	1	1	1				KTVW	1	1	4	2	1	1	4	2	2			
38	22	1	1	1		5	4	4	5	5				MUT-TOTALS*	11	11	75	41	14	23	43	17	27	1		
12	6					1	1	1	2	1				12.30	KING	3	3	27	13	2	7	13	5	7		
12	10			1		2	2	2	2	2				KIRO	3	3	21	13	8	11	12	2	8	1		
8	2	1	1			1			1	1				KOMO	2	2	18	9	2	3	10	5	6			
2	1					1			1					KTVW	1	1	4	2	1	1	4	2	2			
34	19	1	1	1		4	3	3	5	4				MUT-TOTALS*	11	10	70	37	13	22	39	14	23	1		
10	4					1		1	1	1				12.45	KING	3	3	24	11	2	5	12	5	7		
11	9			1		1	2	2	2	2				KIRO	3	2	20	12	7	10	11	2	7	1		
8	2	1	1			1			1	1				KOMO	2	2	16	8	1	2	9	4	5			
2	1					1			1					KTVW	1	1	4	2	1	1	4	2	2			
31	16	1	1	1		3	3	3	4	4				MUT-TOTALS*	10	9	64	33	11	18	36	13	21	1		
3	8					1	2	2	1	1				1.00	KING	2	**	13	7	1	2	7	3	4		
10	2			1		1			1	1				KIRO	3	2	18	11	6	9	10	2	6	1		
5	3					1	1	1	1					KOMO	2	1	12	7	1	2	6	3	3			
7	3					1			1	1				KTNT	**	**										
2	1					2	2	2	1	1				KTVW	**	**										
20	11			1		2	2	2	2	2				MUT-TOTALS*	7	7	47	27	9	14	28	10	16	1		
7	6					1			1	1				1.15	KIRO	2	2	15	9	6	7	8	2	5		
4	2			1		1	2	2	1	1				KOMO	1	1	8	5	1	2	3	1	1			
6	3					1			1					KTVW	**	**										
2	1					2	2	2	1	1				MUT-TOTALS*	5	4	27	16	8	10	16	5	9			
13	9			1		2	2	2	2	2																
6	5			1		1	1	1	1	1				1.30	KIRO	2	2	13	7	5	6	6	2	4		
7	5			1		1	2	1	1	1				KOMO	1	1	6	4	1	2	3	1	1			
3	2					1			1					KTNT	**	**										
4	2					1	1	1	1					KTVW	**	**										
2	1					1	2	1	1	2				MUT-TOTALS*	4	3	23	13	7	9	14	5	8			
11	8			1		1	2	1	2	2														1		

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

TIME PERIOD AUDIENCES

START TIME STATION (WEEKS) PROGRAM		METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)												
		CURRENT		PRE-POST GUIDE		TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN									
		HOUSEHOLD RATING	SHARE	HOUSEHOLD RATING	SHARE				SHARE & HUT J.M. 73	SHARE & HUT JULY 73	SHARE & HUT NOV. 73	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
RELATIVE ERROR THRESHOLDS, 50% & OVER (See Table 8, Page 3)		LT	LT					3	3	3	3	3	3	3	3	3	3	3	3	3	3		
7.15	KCTS	EDUCATION SCHED	1	1	1	1	X	1	6	8	8	2			1	2	6	3	4	4	5		
	KING	REG/STANLEY-HCKY	16	32	15	30	36	41	33	122	190	136	77	15	36	29	52	41	59	12	24	20	40
	134	TRUTH OR CONSEQ	15	33	15	31				122	201	138	81	17	36	29	53	45	57	12	20	17	39
	KIRO	CIRCUS	7	15	7	14	17X	10	18	56	104	62	37	11	19	13	21	18	25	7	14	11	18
	KOMO	TO TELL TRUTH	18	36	17	34	26	26	25	137	205	180	111	20	39	31	69	72	69	17	29	25	45
	KTNT	EDDIES FATHER	5	11	6	11	15	18	16	45	69	38	28	18	23	9	13	5	10	6	8	4	5
	KTVW	VOYAGE-BOTTM-SEA	3	6	2	5	3	NR	4	19	30	18	7	5	7	3	3	11	7	10	7	8	
		HUT & TOTALS *	49		51		61	43	59	385	606	442	262	69	124	85	159	138	180	52	89	71	121
7.30	KCTS	EDUCATION SCHED	1	2	1	2	X	2	1	9	13	13	6	2	2		3	4	7	2	2	2	4
	KING	REG/STANLEY-HCKY	10	20	10	20	32	31	32	82	121	99	55	15	30	21	35	25	44	12	21	15	27
	134	DOCTOR IN HOUSE	11	23	11	22				86	125	100	57	16	30	20	35	27	43	13	20	13	25
	KIRO	HOUSE FACTORY II	16	32	15	30	31X	30	28	122	262	84	55	27	38	27	38	17	29	16	22	17	23
	KOMO	REG/NBA PLAYOFF	16	32	15	29	15	10	17	120	174	155	67	13	22	17	42	45	88	24	41	32	59
	34	ISSUES 73	8	18	7	16				58	86	84	49	6	11	8	24	38	35	3	3	3	17
	12	NBA PLAYOFF	23	41	22	38				175	257	226	85	19	33	27	58	52	141	42	81	64	102
	KTNT	THAT GIRL	5	9	5	9	16	21	13	38	57	37	27	13	18	7	13	9	10	5	7	6	9
	KTVW	VOYAGE-BOTTM-SEA	3	6	2	4	2	NR	3	19	33	19	8	5	8	4	4	11	7	10	7	8	
		HUT & TOTALS *	50		51		62	38	58	390	660	407	218	75	118	76	135	100	189	66	103	79	130
8.00	KCTS	EDUCATION SCHED	4	6	3	5	1X	2	2	26	36	35	22	6	11	7	12	11	13	4	5	4	8
	KING	REG/HOCKY:5 STAR	14	24	14	23	31	26	42	112	185	143	85	34	52	37	55	33	58	17	31	24	42
	134	FLIP WILSON	15	27	15	24				120	204	154	93	36	57	41	60	36	61	17	30	22	42
	KIRO	REG/LOT OF LOVE	21	35	19	32	33	11	21	154	327	176	115	48	73	52	75	42	61	26	39	32	42
	234	WALTONS	22	39	21	35				166	350	188	121	50	80	59	81	41	67	26	42	35	48
	KOMO	REG/NBA PLAYOFF	20	33	20	32	23	36	26	156	250	202	93	37	53	30	57	40	109	35	59	42	75
	34	HOD SQUAD	14	26	14	26				112	192	156	99	49	66	29	48	33	57	20	29	15	31
	12	NBA PLAYOFF	25	39	24	36				195	313	255	91	28	45	32	66	46	164	49	92	72	122
	KTNT	TV 11 MOVIE-WEEK	2	4	2	4	8	20	3	19	30	21	14	2	7	5	9	7	7	2	3	3	5
	KTVW	13 GRAND THEATER	1	2	1	2	1X	NR	2	10	12	10	5	2	3	5	2	5	2	4	3	4	
		HUT & TOTALS *	60		62		71	46	68	477	840	587	334	127	199	134	213	135	253	86	141	108	176
8.30	KCTS	EDUCATION SCHED	4	6	3	5	1X	2	2	27	38	36	22	7	11	7	13	11	14	5	6	5	9
	KING	REG/5 STAR MOVIE	14	23	14	23	31	25	41	112	191	140	88	37	59	42	58	29	60	18	36	28	43
	134	FLIP WILSON	15	26	15	25				120	212	159	97	40	66	47	64	31	62	18	34	25	43
	KIRO	REG/LOT OF LOVE	22	36	20	32	32	16	22	158	330	186	121	52	77	55	78	44	65	27	42	34	45
	234	WALTONS	23	39	21	35				166	351	195	124	55	83	62	83	41	71	27	44	37	50
	KOMO	REG/NBA PLAYOFF	20	33	20	32	24	35	25	159	246	204	92	36	52	29	57	40	112	38	63	47	79
	34	HOD SQUAD	14	26	14	26				113	189	154	96	46	64	29	48	32	58	21	30	16	32
	12	NBA PLAYOFF	25	38	25	36				198	307	258	89	28	43	30	64	46	169	54	99	79	128
	KTNT	TV 11 MOVIE-WEEK	2	4	2	4	8	18	4	18	26	18	12	1	6	5	8	6	6	1	2	2	4
	KTVW	13 GRAND THEATER	2	3	2	3	1X	NR	2	13	17	14	8	1	4	3	7	4	6	2	4	3	5
		HUT & TOTALS *	61		62		71	48	67	487	848	606	343	134	209	141	221	134	263	91	153	119	185
9.00	KCTS	EDUCATION SCHED	3	6	3	5	4X	4	1	27	36	36	21	7	11	7	11	10	15	4	7	6	10
	KING	REG/5 STAR MOVIE	18	29	18	29	26	34	39	142	212	177	118	41	70	50	77	48	59	17	32	27	44
	134	IRONSIDE	20	32	20	32				156	230	196	132	47	78	55	83	54	64	17	32	27	46
	KIRO	THUR NIGHT MOVIE	11	18	10	16	26X	26	31	79	129	105	63	27	44	36	46	19	42	15	28	26	36
	KOMO	REG/NBA PLAYOFF	28	45	27	43	35	18	17	217	381	302	128	62	90	60	87	38	174	78	119	81	119
	34	KUNG FU	22	38	22	36				173	352	258	124	73	99	50	68	25	134	70	95	55	83
	12	NBA PLAYOFF	33	51	33	50				261	430	361	139	56	86	71	107	53	222	89	150	112	162
	KTNT	TV 11 MOVIE-WEEK	3	4	3	4	6	12	8	20	30	20	13	5	8	6	10	5	7	2	1	3	
	KTVW	13 GRAND THEATER	2	2	2	2	1	NR	2	12	18	13	8	2	4	3	7	4	5	2	3	2	
		HUT & TOTALS *	62		63		70	53	61	497	806	653	351	144	227	162	238	124	302	118	191	143	216
9.30	KCTS	EDUCATION SCHED	3	6	3	5	4X	3	1	27	34	33	19	5	10	6	10	9	14	4	7	6	9
	KING	REG/5 STAR MOVIE	18	31	19	31	27	35	40	148	224	190	126	44	75	56	84	51	64	19	35	30	49
	134	IRONSIDE	20	35	21	35				163	244	212	143	51	85	61	91	58	69	19	35	30	51
	KIRO	THUR NIGHT MOVIE	11	18	9	15	27X	27	30	75	119	102	59	27	43	35	44	16	43	15	30	26	35
	KOMO	REG/NBA PLAYOFF	26	43	26	42	36	19	17	204	363	287	125	61	90	58	83	35	162	75	112	76	110
	34	KUNG FU	22	39	22	37				173	347	258	123	72	101	51	67	22	135	70	97	58	86
	12	NBA PLAYOFF	30	48	30	47				237	395	328	133	55	84	66	100	49	195	81	132	96	139
	KTNT	TV 11 MOVIE-WEEK	2	4	2	4	5	13	8	18	28	20	13	5	8	6	9	5	7	3	3	1	3
	KTVW	13 GRAND THEATER	2	3	1	2	1	NR	1	12	15	11	7	3	4	2	5	3	4	2	3	2	
		HUT & TOTALS *	60		61		69	53	60	484	783	643	349										

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK	STATION TOTALS (000)											
LADY OF HOUSE		TEENS		CHILDREN			WOMEN		MEN			TOTAL TEENS (12-17)	TOTAL CHIL. DRGN (2-11)		%	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL. DRGN (2-11)
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (12-17)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL								18-34	18-49	TOTAL	18-34	18-49	TOTAL		
22	23	24	25	26	27	28	29	30	31	32	33	34	STATION	35	36	37	38	39	40	41	42	43	44	45		
3	3	3	3	3	3	LT	1	1	LT	1	1	1		LT	LT	3	3	3	3	3	3	3	3	3		
1	1	1		26	5								4.30 KCTS	2	2	18	2	1	1				1	27		
25	16	13	6	13	8	3	3	3	2	2	5	3	KING	4	5	42	26	11	16	15	5	8	13	14		
40	28	17	8	13	7	5	4	5	3	3	6	3	KIRO	8	7	55	40	12	27	21	12	14	17	13		
39	18	16	14	6	4	5	4	4	3	2	6	1	KOMO	7	7	57	39	13	19	17	3	6	19	8		
1	1	1		11	6								KTNT	1	1	12	4	1	3	2	1	1	3	8		
3	3	3	4	19	17	1	2	1	1	1	3	5	KTVW	**	**											
109	67	56	32	88	47	15	13	14	9	7	21	21	HUT-TOTALS*	25	26	202	115	41	70	59	25	33	59	86		
2	1	1		19	3								5.00 KCTS	2	2	14	2	1	1				1	22		
25	14	15	8	14	9	4	4	3	3	2	6	3	KING	5	6	46	28	12	18	18	7	10	14	14		
27	16	19	11	17	11	4	5	4	3	3	7	4														
35	24	17	8	13	8	4	3	5	3	3	6	3	KIRO	8	7	58	38	12	26	21	10	14	17	13		
38	17	12	10	6	4	5	4	4	3	2	5	1	KOMO	7	8	61	45	13	20	24	4	8	13	6		
5	4	11	6	14	10	1	1	1	1	1	4	3	KTNT	2	2	16	3	2	3	3	2	2	6	13		
2	1	5	4	16	16	1	1	1	1	1	2	4	KTVW	3	2	18	5	4	5	4	4	4	7	18		
107	61	61	36	82	50	14	13	13	10	9	23	20	HUT-TOTALS*	26	28	213	121	44	73	71	27	38	58	86		
2	1	1		21	3								5.15 KCTS	2	1	12	2	1	1				1	20		
27	14	14	8	14	9	4	4	3	4	3	5	3	KING	6	6	51	30	13	18	24	9	12	15	14		
30	16	18	10	17	11	4	5	4	4	3	7	4														
38	27	18	8	15	9	5	3	5	3	3	6	4	KIRO	8	7	58	37	11	26	23	10	16	18	14		
38	17	12	10	6	4	5	4	4	3	2	5	1	KOMO	7	7	60	45	13	20	24	4	10	12	6		
4	3	12	7	15	12	1	1	1	1	1	5	3	KTNT	3	3	23	5	2	4	5	3	3	12	15		
2	1	2	1	14	14	1	1	1	1	1	1	3	KTVW	2	2	13	4	3	3	3	3	3	4	15		
111	63	59	34	85	51	15	13	13	11	9	22	20	HUT-TOTALS*	27	28	217	123	43	72	80	29	44	62	84		
4	3	1	1	21	3	1	1	1					5.30 KCTS	1	1	12	3	2	2				1	21		
60	17	8	4	5	4	8	3	3	8	4	3	1	KING	9	9	72	48	11	18	40	11	15	11	10		
67	19	9	4	5	4	9	3	4	8	3	3	1														
59	34	12	6	8	4	7	5	7	7	6	5	2	KIRO	10	9	68	49	14	31	36	13	21	15	12		
81	30	6	3	4	4	11	4	6	8	4	2	1	KOMO	10	11	85	66	14	26	41	6	15	9	5		
18	14	22	9	37	26	2	3	3	1	2	8	9	KTNT	5	5	38	12	7	9	7	4	5	17	26		
9	5			4	4	2	2	2	2	1	1	1	KTVW	2	1	11	8	4	6	3	2	3	1	9		
231	103	49	23	79	45	30	19	21	24	15	18	18	HUT-TOTALS*	36	37	286	186	52	92	128	36	59	54	83		
3	3	1	1	21	3	1	1	1					5.45 KCTS	1	1	11	4	3	3				1	21		
59	18	6	3	5	4	8	3	4	7	4	2	1	KING	11	11	89	64	9	18	53	11	17	7	5		
67	20	5	2	5	4	9	3	4	8	4	2	1														
56	31	11	5	7	3	7	5	6	7	5	4	2	KIRO	11	10	77	58	17	33	47	15	26	12	8		
83	28	7	2	6	5	11	4	6	8	4	3	1	KOMO	13	14	112	88	14	31	58	8	19	7	5		
19	15	20	8	35	24	3	4	3	1	2	7	8	KTNT	7	7	53	20	12	16	9	5	7	21	36		
9	5			2	2	2	2	2	2	1	1	1	KTVW	1	1	10	13	6	9	3	1	2	3	3		
229	100	45	19	76	41	30	18	21	23	15	16	17	HUT-TOTALS*	45	45	352	247	61	110	171	40	71	48	78		
66	22	1	1	7	4								6.00 KCTS	1	1	8	2	2	2				1	14		
75	24	8	3	5	5	10	3	5	8	5	3	1	KING	11	11	91	67	9	20	54	13	20	7	5		
68	36	5	3	4	1	9	6	7	10	9	2	1														
104	36	6	1	5	4	13	5	7	12	7	2	1	KIRO	13	11	89	64	18	34	60	21	33	8	6		
33	29	31	13	44	26	5	8	7	4	5	12	10	KOMO	16	16	131	99	15	33	73	12	26	7	6		
12	6			2	2	2	3	2	1	2	1	1	KTNT	9	8	65	30	19	26	19	12	16	26	40		
283	129	50	21	67	42	38	24	28	35	26	18	16	KTVW	1	1	12	16	8	11	4	1	2	2	7		
64	20	7	3	5	5	8	2	4	8	5	3	2	6.15 KCTS	**	1	6							1	7		
75	23	9	3	5	5	10	2	4	9	5	3	1	KING	12	12	95	69	8	21	58	15	23	7	5		
67	36	6	3	6	2	9	6	7	11	9	2	1														
103	35	4		5	4	13	5	7	12	7	2	1	KIRO	14	13	101	71	19	37	75	27	41	6	5		
35	31	31	14	38	23	5	9	8	4	6	12	9	KOMO	17	18	146	109	16	36	86	16	33	5	5		
11	5			2	2	2	3	2	1	2	1	1	KTNT	10	10	77	42	27	37	29	19	26	31	41		
280	127	48	20	63	40	38	24	27	36	27	18	15	KTVW	2	2	14	18	9	12	5	1	2	2	2		
64	20	7	3	5	5	8	2	4	8	5	3	2	6.30 KCTS	**	**											
90	29	6	3	4	3	11	3	6	11	7	2	1	KING	14	14	111	75	9	24	67	16	28	6	5		
62	32	7	3	6	2	8	6	7	9	7	3	1														
80	26	5	2	5	4	11	3	5	10	6	2	1	KIRO	14	12	98	69	19	37	70	24	37	7	6		
33	29	29	13	40	29	5	9	7	5	7	11	10	KOMO	16	17	132	98	14	31	78	15	30	5	5		
9	5			2	2	1	1	1	1	1	1	1	KTNT	10	10	78	42	28	37	32	22	29	30	39		
265	120	46	21	57	40	35	22	25	35	27	17	13	KTVW	1	1	12	13	6	9	4	1	2	2	2		
64	20	7	3	5	5	8	2	4	8	5	3															

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)										
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL	18-34	18-49							TOTAL	18-34	18-49	TOTAL	18-34	18-49		
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45				
3	3	3	3	3	3	LT	1	1	LT	1	1	1	1	LT	LT	3	3	3	3	3	3	3	3	3			
24	15	3	1			3	3	3	3	2	1			11.45 KING	5	5	36	25	12	16	21	6	13	4			
15	10					2	2	2	2	2	2			KIRO	3	3	28	17	7	11	19	7	11	1			
11	6					2	2	2	2	2	2			KOMO	3	2	20	15	7	9	13	4	7				
4	4	1				1	1	1	1	1	1			KTNT	1	1	7	4	1	4	5	1	4	1			
6	6					1	1	1	1	1	1			KTVW	1	1	6	4	3	4	4	3	4				
3	3	2				1	1	1	1	1	1			HUT-TOTALS*	13	13	97	65	30	44	62	21	39	6			
4	4					1	1	1	1	1	1																
58	39	4	1			7	8	8	8	8	8	1		12.00 KING	4	4	30	22	10	13	16	5	9	3			
18	10	2	1			2	3	2	2	2	2	1		KIRO	3	3	25	15	6	10	17	7	10				
15	10					1	2	2	2	2	2			KOMO	2	2	17	14	7	9	13	4	7				
8	5													KTNT	**	**											
43	27	2	1			6	6	6	6	6	6	1		KTVW	**	**											
														HUT-TOTALS*	11	11	81	56	26	37	53	20	33	4			
16	9	1				2	2	2	2	2	1			12.15 KING	3	3	25	18	8	10	12	4	6	2			
14	9					2	2	2	2	2	2			KIRO	3	3	24	15	6	10	17	7	10				
8	5					1	2	2	2	2	1			KOMO	2	2	16	13	7	9	12	4	6				
														KTNT	**	**											
40	25	1				5	6	5	6	5				KTVW	**	**											
														HUT-TOTALS*	9	9	69	48	22	31	46	18	27	2			
13	8	1				2	2	2	2	1	1			12.30 KING	3	3	21	16	7	9	10	3	5	1			
13	8					2	2	2	2	2	2			KIRO	3	3	23	14	5	9	17	7	10				
7	4					1	2	1	1	1	1			KOMO	2	2	15	12	6	8	11	4	6				
														KTNT	**	**											
35	22	1				5	5	5	5	5				KTVW	**	**											
														HUT-TOTALS*	8	8	63	44	19	28	43	17	26	1			
13	8	1				2	2	2	2	1	1			12.45 KING	2	2	18	15	7	9	7	3	4	1			
12	7					2	2	1	2	2	2			KIRO	3	3	23	13	5	8	16	6	9				
7	4					2	2	2	2	1	1			KOMO	2	2	14	12	6	8	10	3	5				
														KTNT	**	**											
34	21	1				5	5	5	5	4				KTVW	**	**											
														HUT-TOTALS*	8	7	58	42	19	27	37	15	22	1			
8	5					1	1	1	2	2				1.00 KING	**	**	21	11	5	7	15	6	8				
3	3													KIRO	**	**											
14	10					2	3	2	2	3				KOMO	**	**											
														KTVW	**	**											
														HUT-TOTALS*	6	5	43	30	16	21	28	13	17	1			
6	4					1	1	1	2	1				1.15 KIRO	2	2	17	7	4	5	12	5	7				
7	4					1	1	1	1	1				KOMO	**	**											
3	3													KTVW	1	**	4	4	3	4	4	3	4				
9	7					1	2	1	2	2				HUT-TOTALS*	3	3	22	12	8	10	16	8	11				
2	1													1.30 KIRO	1	1	12	4	2	3	10	5	6				
4	3													KTVW	**	**											
														HUT-TOTALS*	2	2	15	7	4	6	14	8	10				
2	1													1.45 KIRO	1	1	8	2	1	1	6	3	4				
3	1													KTVW	**	**											
2	1													HUT-TOTALS*	1	1	9	3	2	2	8	4	6				

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)									
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL (12-17)	TOTAL CHIL-DREN (2-11)	
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL	18-34	18-49					TOTAL	18-34	18-49	TOTAL	18-34	18-49			
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	46			
3	3	3	3	3	3	LT	1	1	LT	1	1	1	7.30 KCTS	LT	LT	3	3	3	3	3	3	3	3			
4	1	1	14	42	34	1	7	7	1	1	1	10	KING	13	13	106	71	17	33	54	15	25	38			
68	34	25	14	42	34	9	7	7	7	6	9	10	KIRO	9	8	66	42	8	14	39	8	15	11			
40	14	8	2	17	12	5	3	3	6	4	3	4	KOMO	13	14	112	88	22	41	60	16	29	18			
77	45	22	12	30	20	10	7	8	8	7	8	7	KTNT	5	5	36	19	13	17	8	6	7	14			
13	10	11	8	18	12	2	3	2	1	2	4	4	KTVW	3	3	24	11	6	9	15	10	14	22			
10	8	8	2	9	9	1	2	2	2	3	3	2	MUT-TOTALS*	45	46	351	234	66	115	181	58	94	69			
212	112	75	38	116	87	28	21	22	25	21	28	28	8.00 KCTS	1	1	11	6	7	7	3	4	1	3			
8	2	48	28	61	50	14	14	13	11	11	18	15	KING	17	17	134	93	34	53	66	26	40	52			
99	59	24	15	39	30	7	7	6	6	7	9	9	KIRO	10	9	75	47	15	23	42	16	25	28			
52	32	30	17	19	15	11	8	10	11	10	10	4	KOMO	15	15	120	94	28	53	70	24	41	25			
89	52	30	17	19	15	11	8	10	11	10	10	4	KTNT	3	3	24	12	5	8	8	4	6	7			
8	3	3	1	2	2	1	1	1	1	1	1	1	KTVW	3	2	20	12	6	9	14	8	11	10			
10	5	2	1	2	2	2	2	2	2	2	1	1	MUT-TOTALS*	49	49	384	264	88	148	207	81	127	92			
266	153	107	62	123	99	35	31	32	32	32	39	29	8.30 KCTS	2	1	12	8	3	9	3	5	1	1			
8	3	31	14	23	20	11	11	11	9	9	12	5	KING	18	18	139	101	40	63	70	28	45	42			
84	54	28	17	40	31	8	8	9	8	9	10	9	KIRO	12	12	95	59	24	38	47	22	35	26			
67	46	28	15	40	31	8	8	9	8	9	10	9	KOMO	17	16	131	102	35	62	79	30	51	29			
92	55	28	15	40	31	8	8	9	8	9	10	9	KTNT	2	2	17	9	1	3	7	1	4	3			
9	3	3	1	2	2	1	1	1	1	1	1	1	KTVW	3	2	19	15	7	9	16	8	11	2			
12	6	2	1	2	2	2	2	2	3	2	1	1	MUT-TOTALS*	53	52	413	294	107	178	228	92	151	99			
272	167	92	48	82	69	35	32	34	31	31	33	19	9.00 KCTS	1	1	11	7	3	8	3	5	1	1			
7	2	31	12	11	9	10	9	10	8	8	12	3	KING	16	15	119	87	35	57	59	22	39	17			
80	51	17	10	13	8	9	12	11	7	8	6	3	KIRO	14	13	104	71	32	51	52	25	40	27			
67	49	11	6	4	4	10	13	12	7	8	4	1	KOMO	18	17	138	110	39	67	79	27	47	16			
67	48	11	6	4	4	10	13	12	7	8	4	1	KTNT	2	2	19	11	2	5	9	2	5	4			
65	47	21	12	19	11	9	11	10	7	8	8	4	KTVW	3	3	21	16	7	10	19	9	12	2			
101	62	27	15	14	13	13	11	12	11	9	9	3	MUT-TOTALS*	53	52	412	302	115	193	226	88	148	89			
12	6	4	2	2	2	2	2	2	3	3	1	1	9.30 KCTS	2	1	12	8	2	9	4	6	1	1			
12	6	2	1	2	2	2	2	2	3	3	1	1	KING	15	14	113	83	32	55	59	21	38	10			
279	176	81	40	43	35	36	35	36	30	31	30	10	KIRO	13	13	103	78	40	57	52	26	41	13			
7	2	1	1	1	1	1	1	1	1	1	1	2	KOMO	18	17	141	109	39	67	77	25	46	13			
81	53	30	12	9	7	10	9	11	8	9	11	2	KTNT	3	3	21	12	2	6	11	3	7	4			
72	51	15	9	13	9	10	13	12	8	9	6	3	KTVW	3	3	21	15	7	10	19	9	12	2			
70	46	10	5	4	4	10	12	12	7	8	4	1	MUT-TOTALS*	52	52	411	305	120	197	227	88	150	79			
72	53	19	12	18	12	11	11	12	10	9	9	2	10.00 KCTS	2	1	12	7	1	3	10	4	6	1			
101	62	26	13	12	11	13	11	12	10	9	9	2	KING	13	12	95	66	30	50	54	24	37	9			
11	6	3	2	2	2	1	1	1	1	1	1	1	KIRO	14	14	108	85	38	56	62	27	43	8			
12	7	2	1	2	2	2	2	2	3	3	1	1	KOMO	16	16	130	108	39	68	69	21	42	8			
284	181	77	37	39	32	36	35	37	31	33	28	8	KTNT	2	2	20	12	1	4	10	2	5	1			
7	3	1	7	8	5	6	9	8	1	1	8	2	KTVW	2	2	14	11	5	8	12	6	9	1			
46	39	16	7	8	5	1	6	9	1	1	8	2	MUT-TOTALS*	49	48	379	289	114	189	217	84	142	60			
77	44	13	4	3	2	10	11	10	10	10	5	1	10.30 KCTS	1	1	11	7	1	3	11	5	7	7			
95	60	12	8	4	4	13	12	13	8	8	4	1	KING	10	9	75	49	28	41	48	26	38	16			
82	57	8	4	4	4	11	10	12	8	8	3	1	KIRO	15	14	106	81	34	50	68	27	45	12			
10	1	1	1	1	1	2	1	1	1	1	1	1	KOMO	14	14	113	102	39	66	58	16	35	12			
6	5	1	1	1	1	1	1	1	1	1	1	1	KTNT	1	2	14	9	2	8	2	3	1				
4	4	2	1	1	1	1	2	1	1	1	1	1	KTVW	1	1	10	7	4	6	6	2	6	1			
7	7	1	1	1	1	1	2	1	1	1	1	1	MUT-TOTALS*	43	42	329	255	106	168	199	78	134	42			
226	148	39	19	13	10	31	33	32	26	27	14	3	11.00 KING	9	9	69	50	25	37	44	20	32	11			
50	32	6	3	1	1	6	6	6	5	5	2	2	KIRO	12	11	87	62	24	39	57	19	34	8			
42	27	3	1	3	3	5	4	5	7	5	1	1	KOMO	10	10	82	68	23	40	42	12	24	6			
39	19	3	1	3	3	5	3	4	4	4	1	1	KTNT	1	1	9	6	1	3	5	2	4	1			
6	5	1	1	1	1	1	1	1	1	1	1	1	KTVW	1	1	10	8	5	7	5	3	5	1			
6	5	1	1	1	1	1	1	1	1	1	1	1	MUT-TOTALS*	34	34	257	194	78	126	153	56	99	27			
4	4	2	1	1	1	1	1	1	1	1	1	1	11.15 KING	8	8	62	49	21	32	37	13	24	6			
7	7	1	1	1	1	1	2	1	1	1	1	1	KIRO	9	8	64	40	13	26	44	12	23	3			
144	90	14	5	4	4	17	15	17	17	16	5	1	KOMO	6	7	52	38	9	19	31	10	17	3			
48	31	5	2	1	1	6	6	6	5	5	2	2	KTNT	1	1	9	6	2	5	5	1	4	1			
38	25	3	3	1	1	4	3	4	4	4	1	1	KTVW	1	1	15	8	6	6	4	3	4	1			
37	19	2	1	1	1	1	1	1	1	1	1	1	MUT-TOTALS*	26	25	195	139	50	88	121	39	72	14			
5	4	1	1	1	1	1	1	1	1	1	1	1	11.30 KING	6	6	49	37	16	24	29	10	19	5			
6	5	2	2	2	2	2	2	2	2	2	2	2	KIRO	6	6	46	28	10	19	32	10	17	2			
3	3	2	2	2	2	2	2	2	2	2	2	2	KOMO	4	4	36	26	8	14	22	7	12	1			
5	5	1	1	1	1	1	1	1	1	1	1	1	KTNT	1	1	8	5	1	4	5	1	4	1			
133	84	11	2	1	1	16	14	15	16	15	4	4	KTVW	1	1	7	5	4	5	4	3	4	1			
26	17	4	2	1	1	3	4	3	3	3	2	2	MUT-TOTALS*	19	19	146	101	39	66	92	31	56	9			
18	12	1	1	1	1	2	2	2	3	2	2	2	11.30 KIRO	6	6	46	28	10	19	32	10	17	2			
13	6	1	1	1	1	2	2	2	2	1	1	1	KOMO	4	4	36	26	8	14	22	7	12	1			
4	4	1	1	1	1	1	1	1	1	1	1	1	KTNT	1	1	8	5	1	4	5						

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

WEDNESDAY
7:30PM-11:45PM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME	STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)												
			HOUSEHOLD RATING	SHARE	CURRENT		PRE-POST GUIDE					TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN				
					HOUSEHOLD RATING	SHARE	SHARE & HUT F M 73	SHARE & HUT JULY 72	SHARE & HUT NOV 72	TOTAL	18-34				18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64	
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 8, Page 3)																								
7.30	KCTS	EDUCATION SCHED	1	2	1	2	X	2		9	10	9	4		1	1	2	3	5	2	3	2	2	
	KING	POLICE SURGEON	14	32	14	30	31X	18	34	111	195	128	76	24	38	25	46	38	52	18	28	19	32	
	KIRO	SURVIVAL	9	20	9	19	23X	32	25	68	107	82	42	8	14	11	29	28	40	9	17	15	30	
	KOMO	PRICE IS RIGHT	13	29	14	30	29	31	26	112	200	148	86	26	48	37	58	38	62	10	32	26	43	
	KTNT	THAT GIRL	4	9	4	9	9	11	8	32	54	25	16	9	12	6	8	4	9	6	7	2	4	
	KTVW	VOYAGE-BOTTOM-SEA HUT & TOTALS *	3	7	3	6	3	NR	3	22	40	23	10	5	8	6	8	2	13	9	12	8	9	
			45		46		55	33	52	354	606	415	234	72	121	86	151	113	181	62	99	72	120	
8.00	KCTS	EDUCATION SCHED	2	3	1	2	1X	4	1	12	17	17	8		2	2	6	6	9	3	5	5	6	
	KING	ADAM 12	20	38	20	38	35X	38	40	158	300	191	111	43	67	45	68	44	80	32	51	35	51	
	KIRO	SONNY AND CHER	11	20	11	20	23X	26	22	83	158	95	53	22	32	27	41	21	42	21	31	24	32	
	KOMO	VARIOUS	17	31	16	30	30	21	29	129	229	180	101	31	59	42	65	42	79	31	51	42	58	
	KTNT	TV 11 MOVIE-WEEK	2	4	2	4	6	9	3	16	20	15	8	1	3	2	4	5	7	1	4	4	5	
	KTVW	13 GRAND THEATER HUT & TOTALS *	3	5	2	4	3X	NR	2	17	32	28	14	7	9	5	9	5	14	7	10	8	11	
			53		52		61	37	60	415	756	526	295	104	172	123	193	123	231	95	152	118	163	
8.30	KCTS	EDUCATION SCHED	2	3	1	3	1X	4		12	17	17	8		3	3	6	5	9	3	5	5	7	
	KING	WED MYSTERY MOV	16	30	15	30	31	46	38	121	205	151	90	37	59	42	64	31	61	25	41	28	40	
	KIRO	SONNY AND CHER	14	26	14	26	24X	21	21	107	189	121	67	27	46	39	52	21	54	24	40	34	42	
	KOMO	VARIOUS	17	32	16	31	36	21	34	133	228	185	106	38	64	47	68	42	79	28	49	43	63	
	KTNT	TV 11 MOVIE-WEEK	2	4	2	4	5	7	3	17	21	16	9	1	3	2	5	6	7	1	4	4	5	
	KTVW	13 GRAND THEATER HUT & TOTALS *	3	6	3	5	2X	NR	2	20	38	34	16	7	10	6	11	6	18	8	11	9	15	
			53		52		61	41	61	410	698	524	296	110	185	139	206	111	228	89	150	123	172	
9.00	KCTS	EDUCATION SCHED	1	2	1	2	1X	3		11	17	16	8		2	2	4	6	8	3	5	5	6	
	KING	WED MYSTERY MOV	15	29	15	28	32	47	40	115	183	141	84	33	55	44	67	29	57	19	36	28	41	
	KIRO	REG/MEDICAL CENTR	13	25	13	25	19	22	18	101	155	125	75	38	55	36	48	20	50	25	39	29	35	
	34	DAN AUGUST	14	29	12	26				98	141	126	77	40	59	37	53	18	49	25	37	27	34	
	12	MEDICAL CENTR	12	22	12	23				98	161	121	73	35	50	34	42	23	48	23	38	28	35	
	KOMO	VARIOUS	18	34	17	34	38	14	33	142	231	190	112	39	68	52	76	44	78	25	46	40	62	
	KTNT	TV 11 MOVIE-WEEK	3	5	3	5	6	13	6	21	29	23	12	2	6	5	8	6	11	3	7	5	7	
	KTVW	13 GRAND THEATER HUT & TOTALS *	3	6	3	5	3	NR	2	21	39	35	16	7	10	6	11	6	19	9	12	10	16	
			52		52		60	44	58	411	654	530	307	119	196	145	214	111	223	84	145	117	167	
9.30	KCTS	EDUCATION SCHED	2	3	1	2	1X	3		13	19	17	8		2	2	4	6	9	4	6	6	7	
	KING	WED MYSTERY MOV	15	28	14	27	28	42	38	112	182	143	83	32	56	45	66	27	60	23	39	29	42	
	KIRO	REG/MEDICAL CENTR	14	26	13	26	20	22	20	105	165	137	82	40	59	39	53	23	55	27	43	33	41	
	34	DAN AUGUST	14	28	13	26				98	147	133	82	37	58	38	58	24	51	24	38	31	40	
	12	MEDICAL CENTR	13	24	13	24				105	172	135	81	41	57	38	47	24	54	28	44	31	38	
	KOMO	VARIOUS	18	34	17	33	38	19	32	141	225	187	110	39	68	52	77	42	77	26	47	40	62	
	KTNT	TV 11 MOVIE-WEEK	3	5	3	5	8	13	7	20	26	21	11	2	6	5	7	5	10	3	7	5	6	
	KTVW	13 GRAND THEATER HUT & TOTALS *	3	5	2	5	4	NR	4	20	37	33	15	7	10	7	11	5	18	9	12	10	15	
			53		52		61	46	57	411	654	538	309	120	201	150	218	108	229	92	154	123	173	
10.00	KCTS	EDUCATION SCHED	2	3	1	3	X			11	18	17	7	1	3	3	5	4	10	4	6	5	7	
	KING	SEARCH	11	24	10	22	26	42	29	76	120	96	49	28	42	28	34	7	47	25	36	23	31	
	KIRO	CANNON	15	33	14	32	27X	24	21	109	169	153	84	35	51	37	61	33	69	27	44	34	51	
	KOMO	REG/SOUTH PACIFIC	15	33	15	34	38	19	41	117	182	166	106	39	68	52	73	38	60	17	36	33	49	
	134	OWEN MARSHALL	13	30	13	31				102	155	143	88	33	62	48	63	26	55	16	37	33	46	
	KTNT	ACTION NEWS	2	4	2	5	6X	14	4	19	23	22	12	3	2	2	7	10	10	1	2	2	5	
	KTVW	PETER GUNN HUT & TOTALS *	1	2	1	2	1	NR	9	12	12	6	3	5	4	5	1	6	2	5	4	5		
			44		44		47	42	47	341	524	466	264	106	171	126	185	93	202	76	129	101	148	
10.30	KCTS	EDUCATION SCHED	1	3	1	2	X			10	16	16	6	1	3	3	4	3	10	4	6	5	7	
	KING	SEARCH	11	25	9	23	26	41	27	75	121	99	50	29	42	27	34	8	49	27	39	24	32	
	KIRO	CANNON	14	34	13	33	29X	26	23	105	164	149	82	34	51	38	61	31	67	26	44	34	49	
	KOMO	REG/SOUTH PACIFIC	14	34	14	34	38	19	43	111	166	153	98	37	62	47	68	36	55	14	33	31	45	
	134	OWEN MARSHALL	12	31	12	32				96	141	130	81	30	56	44	59	25	49	14	33	30	41	
	KTNT	WHATS MY LINE	1	2	1	3	4	13	3	9	11	10	5	1	1	2	4	5	2	3	2	4		
	KTVW	INVISIBLE MAN HUT & TOTALS *	1	3	1	3	1	NR	11	15	14	8	5	7	5	6	1	6	2	6	5	5		
			42		41		45	36	43	321	493	441	249	106	166	121	175	83	192	75	131	101	142	
11.00	KING	11.00 NEWSERVICE	8	29	8	30	30X	33	29	63	95	88	50	21	32	27	44	18	38	13	24	19	28	
	KIRO	EYEWITNESS NEWS	10	36	9	32	25X	27	22	68	91	88	42	13	27	26	34	15	46	12	24	21	33	
	KOMO	NEWS FINAL	7	25	7	25	36X	28	37	54	76	70	39	9	19	17	30	20	31	10	17	13	21	
	KTNT	REG/SPCL MOVIE	1	4	1	3	5	10	6	9	12	11	6	2	5	5	6	1	5	1	4	4	5	
	12	UNTOUCHABLES	1	5	1	4				8	11	11	6	2	5	5	6	1	5	4	4	4	5	
	34	SPCL MOVIE	1</																					

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES												
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK	%		STATION TOTALS (000)									
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)	
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL (12-17)	TOTAL (2-11)	TOTAL					18-34	18-49	TOTAL	18-34	18-49	TOTAL (12-17)			TOTAL CHILDREN (2-11)
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45			
3	3	3	3	3	3	LT	1	1	LT	1	1	1	LT	LT	3	3	3	3	3	3	3	3	3			
24	14	1	5	34	9								4.30	KCTS	3	2	19	1	1	1	1	1	34			
34	24	13	5	11	9	3	3	3	2	2	2	1	KING	4	4	36	26	9	15	18	5	9	5			
42	21	18	13	12	6	6	5	5	3	2	7	3	KIRO	7	6	48	33	14	22	14	7	8	13			
2	1	3	2	15	10								KOMO	7	8	61	37	14	21	14	3	5	17			
5	4	17	6	16	15	1	1	1	1	2	6	4	KTNT	2	1	11	5	3	3	2	1	1	3			
107	64	57	28	93	54	14	13	13	9	7	21	22	KTVW	**	**								12			
													HUT-TOTALS*	25	25	197	107	42	66	54	21	28	89			
2	1			31	7								5.00	KCTS	3	2	19	1	1	1	1	1	33			
26	15	7	2	5	5	3	3	3	2	2	3	1	KING	4	5	38	27	9	16	17	4	9	6			
35	25	13	5	15	11	5	5	5	3	3	5	4	KIRO	7	6	50	37	15	25	19	9	11	13			
38	20	19	14	12	6	5	5	5	3	2	7	3	KOMO	8	9	68	46	17	26	24	6	9	19			
6	4	13	7	17	13	1	1	1	1	5	4		KTNT	2	2	15	4	2	3	1	1	1	8			
4	3	7	3	13	11	1	1	1	1	1	3	3	KTVW	4	3	24	5	2	4	7	6	6	12			
111	68	59	31	93	53	14	14	14	10	7	22	22	HUT-TOTALS*	28	28	214	120	46	75	69	26	36	59			
2	1	1		32	7								5.15	KCTS	2	2	19	2	1	1	1	1	32			
26	14	7	2	6	6	3	3	3	2	2	3	1	KING	5	5	41	29	9	16	17	4	8	7			
36	25	13	6	13	9	5	4	5	3	3	5	3	KIRO	7	7	51	38	15	25	22	12	14	13			
38	19	16	14	8	4	5	5	4	2	6	2	2	KOMO	8	8	66	45	17	26	26	8	10	18			
7	5	17	8	20	14	1	1	1	1	6	5		KTNT	3	3	20	7	3	5	3	2	3	15			
4	3	7	3	14	12	1	1	1	1	1	3	3	KTVW	3	3	20	4	2	3	5	4	4	7			
113	67	61	33	93	52	15	14	14	11	8	23	22	HUT-TOTALS*	28	29	217	125	47	76	74	30	39	95			
1	1	2	1	24	6								5.30	KCTS	2	2	17	2	1	1	1	2	28			
63	21	10	1	5	4	8	3	4	6	4	4	1	KING	8	8	65	47	9	19	31	6	13	9			
39	23	4	2	5	3	6	6	5	5	4	2	1	KIRO	8	7	55	42	17	26	28	13	15	9			
70	30	8	5	4	1	9	4	6	8	5	3	1	KOMO	10	10	83	58	15	28	44	11	18	12			
11	9	24	11	42	31	2	3	2	1	2	9	10	KTNT	4	4	34	11	6	9	6	4	6	21			
8	4	5	3	1	1	1	1	1	1	1	2	2	KTVW	2	2	17	7	3	5	8	4	5	6			
192	88	53	23	81	46	25	17	19	22	15	20	19	HUT-TOTALS*	35	35	271	167	51	88	118	38	57	59			
1	1	2	1	22	6								5.45	KCTS	2	2	14	1	1	1	1	2	23			
61	20	10	1	5	4	8	3	4	6	3	4	1	KING	11	11	88	64	9	21	45	7	17	10			
41	25	4	2	5	3	6	7	6	5	4	2	1	KIRO	9	8	60	47	22	29	34	14	17	4			
71	31	8	5	3	1	9	4	6	8	5	3	1	KOMO	12	12	98	71	14	31	59	14	25	8			
13	11	24	11	44	33	2	3	3	1	2	9	10	KTNT	6	6	47	16	10	14	9	6	9	24			
8	4	5	3	1	1	1	1	1	1	1	2	2	KTVW	2	2	14	10	4	6	10	4	5	5			
195	92	53	23	80	48	26	19	19	22	15	20	19	HUT-TOTALS*	42	41	321	209	60	102	157	45	73	81			
1	1	2	1	16	5								6.00	KCTS	1	1	12	1	1	1	1	2	19			
62	21	7	4	4	3	8	2	4	7	4	3	1	KING	11	11	87	63	8	21	46	6	17	9			
59	30	3	1	6	4	8	8	7	8	6	1	1	KIRO	11	9	72	57	24	32	49	17	23	4			
86	30	10	4	1	11	3	6	10	7	4			KOMO	14	14	111	79	12	31	67	14	28	9			
28	26	29	14	39	32	5	9	7	4	6	11	9	KTNT	8	7	58	28	20	26	20	16	19	27			
10	6	2	1	1	2	3	2	1	1	1	1	1	KTVW	2	2	14	12	6	8	10	4	5	4			
246	114	53	21	67	46	33	24	26	31	23	19	16	HUT-TOTALS*	46	45	354	240	71	119	192	57	92	55			
1	1	1	1	15	4								6.15	KCTS	1	1	11	1	1	1	1	2	16			
58	20	7	4	4	3	8	2	4	7	4	3	4	KING	11	11	86	62	7	21	49	5	19	7			
62	32	4	1	6	4	9	8	7	9	6	2	1	KIRO	12	11	84	67	25	35	62	20	28	4			
85	31	10	4	2	1	11	3	6	11	7	4		KOMO	15	16	125	86	10	31	76	14	31	10			
29	27	28	13	40	33	5	9	7	4	6	10	10	KTNT	9	8	68	39	29	37	33	25	31	29			
10	6	2	1	1	1	2	3	2	1	1	1	1	KTVW	2	2	14	14	8	10	9	4	5	2			
245	117	52	20	68	46	33	24	26	31	24	19	16	HUT-TOTALS*	50	49	388	269	80	135	229	68	114	54			
72	25	7		7	5	9	3	5	10	6	3	2	6.30	KCTS	**	**								6		
55	34	4	1	6	4	7	7	7	8	5	2	1	KING	12	12	98	68	8	23	60	9	25	7			
84	29	9	4	4	11	3	6	9	5	3	1		KIRO	12	10	80	63	24	35	59	19	27	4			
30	28	29	13	45	35	5	9	7	4	6	11	11	KOMO	14	15	117	85	10	30	69	13	29	10			
9	5	2	1	1	2	3	2	1	1	1	1	1	KTNT	9	9	70	39	29	37	33	25	31	29			
250	121	52	20	63	49	33	24	27	32	24	19	15	KTVW	2	2	14	15	9	11	10	5	6	2			
													HUT-TOTALS*	50	49	385	271	81	137	231	71	118	53			
75	26	7		6	4	9	3	5	9	6	3	1	6.45	KCTS	**	**								7		
53	30	6	2	7	4	7	6	6	8	6	2	2	KING	14	14	110	75	9	26	70	13	30	7			
83	28	10	4	4	10	3	6	8	5	4	1		KIRO	11	10	77	56	21	33	57	18	26	5			
30	28	30	14	44	35	5	8	7	4	6	11	11	KOMO	13	14	108	84	9	29	59	11	25	10			
9	5	2	1	1	2	3	2	1	1	1	1	1	KTNT	10	9	73	40	28	38	33	24	31	30			
250	117	55	21	62	48	33	23	26	31	24	20	15	KTVW	2	2	14	15	9	11	10	5	6	2			
													HUT-TOTALS*	49	49	384	270	76	137	229	71	118	55			
1	1	1	1	33	22								7.00	KCTS	**	**								20		
65	28	20	11	5	4	8	3	5	7	4	8	8	KING	13	13	105	71	10	27	61	11	24	14			
42	15	6	1	5	4	5	2	3	6	3	2	1	KIRO	10	9	73	50	14	23	49	13	20	6			
87	30	10	5	6	4	12	6	7	8	5	4	1	KOMO	13	14	111	89	13	31	56	12	24	10			
15	14	16	10	25	18	3	5	4	1	1	6	6	KTNT	8	7	56	31	22	29	20	15	19	23			
11	9	8	2	12	10	1	2	2	2	3	3	3	KTVW	3	2	20	13	8	10	13	8	10	5			
221	96	61	29	81	58	29	18	21	24	17	23	19	HUT-TOTALS*	47	48	369	255	67	120	202	61	99	59			
1	1	1	1	34	23								7.15	KCTS	1	1	6	2	5	3	4	1	34			
64	28																									

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

WEDNESDAY

4:30PM - 7:30PM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME	STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)												
			HOUSE-HOLD RATING	SHARE	CURRENT		PRE-POST GUIDE					TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN				
					HOUSE-HOLD RATING	SHARE	SHARE & HUT F.M. 73	SHARE & HUT JULY 72	SHARE & HUT NOV. 72	TOTAL	18-34				18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21				
RELATIVE ERROR THRESHOLDS, 80% & OVER. (See Table 8, Page 3)																								
4:30	KCTS	EDUCATION SCHED	3	10	2	9	9X		9	19	35	44	26	9	15	12	19	11	18	5	9	6	11	
	KING	BETTER MOVIE	4	15	5	16	17		30	20	36	54	36	15	24	17	25	12	16	7	9	7	12	
	KIRO	BIG MONEY MOVIE	7	24	6	23	21		32	16	49	76	47	17	26	13	22	21	22	5	7	4	10	
	KOMO	BONANZA	9	31	9	33	31		29	36	71	99	69	3	2	2	1							
	KTNT	TENNESSEE TUXEDO	1	5	1	4	9X		3	15	10	21	3	1	2	2	1							
	KTVW	SUPERMAN	4	16	4	13	11X		NR	NR	28	48	15	6	2	5	4	5	1	6	8	1	2	
		HUT & TOTALS *	27		28		28		22	31	213	333	183	118	44	72	48	73	46	65	25	33	18	35
5:00	KCTS	EDUCATION SCHED	2	9	2	8	8X		2	6	19	34	3	2	1	1	2	1	1	3	8	6	12	
	KING	BETTER MOVIE	5	17	5	17	16X		34	19	40	57	45	28	9	16	13	20	12	17	11	13	8	14
	KIRO	BIG MONEY MOVIE	7	26	7	23	19		29	17	51	86	58	37	15	25	18	26	12	21	11	9	5	12
	KOMO	BONANZA	8	27	8	29	29		27	31	65	100	69	45	17	26	12	20	19	24	7	9	5	12
	KTNT	REV HILLBILLIES	3	9	2	8	16		6	21	19	38	8	6	3	4	3	4	2	2	2	1	1	
	KTVW	LONE RANGER	3	11	3	9	8X		NR	NR	20	29	9	4	2	3	4	1	5	4	4	1	2	
		HUT & TOTALS *	28		29		32		26	34	214	344	192	122	47	75	50	76	47	70	27	36	21	42
5:15	KCTS	EDUCATION SCHED	2	8	2	8	8X		2	6	19	36	3	2	1	1	2	1	1	4	8	5	10	
	KING	BETTER MOVIE	5	18	5	18	16X		34	19	42	59	46	29	9	16	13	20	13	17	12	14	9	16
	KIRO	BIG MONEY MOVIE	7	26	7	22	18		30	16	51	87	61	38	14	25	19	28	13	23	12	14	8	15
	KOMO	BONANZA	8	28	8	29	29		26	31	67	96	72	45	17	25	11	20	20	27	8	11	6	15
	KTNT	REV HILLBILLIES	3	9	3	9	16		6	21	21	47	10	7	3	5	4	5	2	3	2	3	2	2
	KTVW	LONE RANGER	3	10	2	8	8X		NR	NR	19	30	9	4	2	3	3	4	1	5	4	4	1	2
		HUT & TOTALS *	29		29		33		26	34	219	355	201	125	46	75	51	79	50	76	30	40	23	46
5:30	KCTS	EDUCATION SCHED	2	4	2	4	4X		5	14	27	1	1	1	1	1	1	1	1	8	18	15	30	
	KING	5:30 NEWSERVICE	11	27	11	26	25X		40	27	87	124	109	64	9	21	21	47	43	45	13	16	12	23
	KIRO	EYEWITNESS NEWS	9	21	7	18	14X		23	13	58	86	77	45	20	27	18	31	18	32	13	16	12	35
	KOMO	NEWS HOUR	12	29	12	30	29X		27	31	98	142	130	70	13	30	22	42	40	60	13	25	16	33
	KTNT	I DREAM-JEANNIE	6	14	6	14	19		6	20	47	90	24	15	9	13	7	8	2	9	6	9	6	6
	KTVW	MIKE DOUGLAS SHW	2	5	2	4	4X		NR	NR	14	26	20	10	4	6	4	7	4	10	4	5	2	5
		HUT & TOTALS *	42		41		45		32	44	318	495	361	205	56	98	73	136	107	156	44	73	51	99
5:45	KCTS	EDUCATION SCHED	2	4	2	4	5X		4	13	25	1	1	1	1	1	1	1	1	6	16	14	30	
	KING	5:30 NEWSERVICE	11	27	11	27	25X		40	27	88	122	107	63	9	20	20	46	43	44	13	16	12	24
	KIRO	BIG MONEY MOVIE	9	22	8	19	14X		23	13	61	93	84	48	23	30	18	31	18	36	14	17	12	24
	KOMO	NEWS HOUR	12	28	12	30	30X		26	30	97	140	129	71	14	31	23	43	40	98	14	25	16	34
	KTNT	I DREAM-JEANNIE	6	14	6	14	19		7	20	47	93	25	17	10	15	9	10	2	8	6	8	5	5
	KTVW	MIKE DOUGLAS SHW	2	5	2	4	3X		NR	NR	14	26	20	10	4	6	4	7	4	10	4	5	2	5
		HUT & TOTALS *	42		41		46		32	44	320	499	366	210	61	103	75	138	107	156	44	71	49	98
6:00	KCTS	EDUCATION SCHED	1	3	1	3	3X		2	11	19	1	1	1	1	1	1	1	48	5	18	16	33	
	KING	5:30 NEWSERVICE	11	21	11	22	22X		30	23	86	122	111	63	7	21	21	47	42	61	20	28	21	42
	KIRO	WALTER CRONKITE	12	24	11	21	22X		23	17	83	135	126	65	24	34	21	44	31	61	14	30	24	51
	KOMO	ABC EVENING NEWS	15	30	16	32	33X		27	36	125	172	161	86	10	30	28	57	56	75	14	30	24	51
	KTNT	STAR TREK	9	18	8	17	15		14	17	68	139	71	39	29	37	18	19	2	32	25	30	13	15
	KTVW	MIKE DOUGLAS SHW	2	4	2	4	2X		NR	NR	14	26	23	14	8	10	5	8	4	9	4	5	2	4
		HUT & TOTALS *	51		49		54		43	53	387	613	493	268	79	133	94	176	135	225	68	111	76	145
6:15	KCTS	EDUCATION SCHED	1	2	1	2	3X		2	10	17	1	1	1	1	1	1	1	49	5	19	17	34	
	KING	5:30 NEWSERVICE	11	21	11	22	22X		30	23	85	121	110	61	6	20	20	46	41	69	20	28	22	44
	KIRO	WALTER CRONKITE	12	25	11	22	21X		24	17	84	141	131	69	25	36	23	46	33	62	14	32	26	53
	KOMO	ABC EVENING NEWS	15	30	16	32	33X		25	36	125	173	161	85	10	31	29	58	54	76	14	32	26	53
	KTNT	STAR TREK	9	18	9	17	16		14	17	68	139	71	38	28	36	18	19	2	33	25	31	14	16
	KTVW	MIKE DOUGLAS SHW	2	4	2	4	3X		NR	NR	14	26	23	14	8	10	5	8	4	9	4	5	2	4
		HUT & TOTALS *	50		49		55		42	53	386	617	497	268	78	134	96	178	134	229	68	115	81	151
6:30	KCTS	EDUCATION SCHED	-3		-3		X																	
	KING	NBC NIGHTLY NEWS	14	29	14	28	25X		36	28	110	159	145	74	9	25	25	55	49	71	13	30	27	51
	KIRO	EYEWITNESS NEWS	11	22	10	20	19X		20	18	76	123	113	57	22	34	25	41	23	56	17	25	20	38
	KOMO	NEWS HOUR	13	26	14	28	31X		24	31	109	160	147	85	9	29	25	58	56	62	11	25	19	42
	KTNT	STAR TREK	10	20	9	18	17		15	16	72	146	72	40	29	38	19	20	2	32	24	30	15	17
	KTVW	MIKE DOUGLAS SHW	2	4	2	3	3X		NR	NR	14	28	25	15	9	11	4	7	4	10	5	6	2	5
		HUT & TOTALS *	49		49		56		43	53	383	617	502	271	78	137	98	181	134	231	70	116	83	153
6:45	KCTS	EDUCATION SCHED	-3		-3		X																	
	KING	NBC NIGHTLY NEWS	14	29	14	28	26X		36	28	110	158	145	76	9	26	26	56	50	69	12	29	27	50
	KIRO	EYEWITNESS NEWS	11	22	10	20	20X		19	17	77	125	112	55	20	31	23	39	24	57	18	26	21	39
	KOMO	NEWS HOUR	13	26	14	28	30X		24	31														

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES											
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK	STATION TOTALS (000)										
LADY OF HOUSE		TEENS			CHILDREN		WOMEN			MEN					METRO HOURS (12-17)	DMA HOURS (2-11)	TOTAL HOURS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)
TOTAL	UNDER 30	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL (12-17)	TOTAL CHILDREN (2-11)	TOTAL					18-34	18-49	TOTAL	18-34	18-49			
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45		
3	3	3	3	3	3	LT	1	1	LT	1	1	1	1	LT	LT	3	3	3	3	3	3	3	3		
68	29	24	14	26	14	8	4	6	8	6	9	6	7.15	**	**	105	67	12	28	57	18	27	24	26	
75	35	30	18	34	19	9	3	7	7	4	11	8	KING	14	13	105	67	12	28	57	18	27	24	26	
45	20	9	1	21	11	6	4	5	6	5	3	5	KIRO	8	9	71	47	14	23	47	16	25	8	21	
40	18	7	23	11	5	4	4	6	5	3	6	6	KOMO	17	16	130	99	18	37	68	12	24	16	11	
92	34	16	11	11	8	12	6	7	9	5	6	3	KTNT	5	4	35	22	16	21	10	8	9	9	26	
15	15	9	5	25	19	3	5	4	1	2	3	6	KTVW	3	3	21	15	9	14	10	5	9	6	8	
12	11	6	1	8	8	2	3	3	1	2	2	2	HUT-TOTALS*	47	48	363	250	69	123	192	59	94	63	92	
232	109	63	32	91	60	31	21	24	26	20	24	22													
7	2												7.30	**	**										
49	23	11	7	11	8	6	3	5	5	3	4	3	KING	12	12	92	59	11	26	47	14	22	18	19	
56	27	10	6	9	7	7	3	5	4	3	4	2	KIRO	10	11	85	45	19	28	42	18	27	22	63	
39	29	35	13	105	56	5	7	6	5	6	13	25	KOMO	16	16	130	88	16	32	60	18	31	12	9	
74	24	7	2	8	4	10	4	5	13	8	3	2	KTNT	4	4	31	21	13	18	10	7	8	8	16	
79	22	4	3	7	4	10	4	6	11	5	2	2	KTVW	3	3	22	14	8	12	11	5	9	6	9	
16	12	7	6	7	5	2	3	3	1	1	3	2	HUT-TOTALS*	47	48	365	231	68	117	191	63	98	66	116	
11	9	6	1	10	10	2	2	2	2	2	2	2													
196	99	66	29	141	83	26	20	21	25	21	25	33													
9	2												8.00												
48	32	11	7	12	8	6	6	7	5	4	4	3	KING	1	1	9	9	1	2	4	2	2	11	13	
57	37	13	9	12	7	7	7	8	5	5	5	3	KIRO	14	13	105	68	31	44	51	26	35	24	72	
87	53	14	8	40	29	12	12	11	9	9	5	10	KOMO	18	18	142	80	23	38	96	32	50	27	26	
75	43	45	22	42	30	10	10	10	14	13	17	10	KTNT	3	3	25	17	6	11	9	3	5	5	8	
80	48	54	30	56	42	11	12	11	10	10	20	13	KTVW	3	3	21	12	6	10	11	4	9	4	8	
14	7	3	2	8	7	2	1	1	1	1	1	2	HUT-TOTALS*	48	48	371	235	82	134	205	75	118	71	127	
10	9	1	1	5	4	1	1	2	1	2	1	1													
243	146	74	40	107	78	32	31	31	31	28	27	25													
8	2												8.30												
52	37	9	4	9	4	7	7	8	5	4	3	2	KING	2	1	11	9	1	2	6	2	2	9	9	
59	42	10	4	7	3	7	8	9	5	5	4	2	KIRO	9	8	66	52	21	36	35	10	20	9	31	
98	55	23	11	23	17	13	13	12	10	9	9	6	KOMO	17	16	123	100	38	59	68	30	43	19	27	
74	48	39	21	14	12	10	11	10	12	13	15	3	KTNT	3	3	24	15	4	8	10	2	3	3	8	
83	58	50	32	18	18	11	13	12	9	9	19	4	KTVW	3	3	20	11	4	9	13	4	10	2	6	
16	8	3	2	8	8	2	1	2	1	1	1	2	HUT-TOTALS*	51	51	385	267	103	166	224	88	138	75	81	
11	9	2	2	8	6	1	1	2	2	2	1	2													
259	159	76	40	62	46	33	33	33	31	29	28	15													
8	2												9.00												
51	37	6	3	4	1	6	7	7	5	5	2	1	KING	2	1	12	8	1	2	6	1	2	7	6	
58	41	7	5	4	7	7	8	8	6	5	2	1	KIRO	18	16	129	107	42	65	73	31	47	23	20	
97	60	23	11	17	14	13	13	14	11	11	9	4	KOMO	18	17	136	79	39	55	94	46	65	38	13	
76	51	39	20	13	9	10	13	11	14	15	15	3	KTNT	3	3	25	16	5	9	10	3	4	4	5	
82	56	51	30	14	12	11	14	12	10	11	19	3	KTVW	3	3	22	11	4	9	14	5	11	3	9	
16	10	5	4	2	2	2	1	2	1	1	2	1	HUT-TOTALS*	53	52	392	274	113	179	233	98	150	75	54	
12	10	4	4	9	6	1	2	2	2	2	1	2													
260	170	77	42	46	32	34	34	33	30	31	25	11													
4	37	7	3	3	1	7	7	8	6	5	2	1	9.30												
53	37	7	3	3	1	7	7	8	6	5	2	1	KING	1	1	9	6	1	1	5	1	2	1	4	
60	42	7	4	4	8	8	9	9	6	6	4	1	KIRO	9	9	69	52	23	38	38	13	23	7	10	
57	39	10	4	3	2	8	9	9	7	8	4	2	KOMO	14	13	106	86	35	57	65	30	44	17	10	
60	45	6	4	4	10	10	10	10	7	8	2	4	KTNT	19	18	140	89	45	63	99	47	69	42	16	
88	60	44	22	16	13	12	15	13	14	15	16	4	KTVW	3	3	24	17	6	10	10	3	4	4	2	
92	64	55	31	17	15	12	16	14	10	11	21	4	HUT-TOTALS*	49	49	372	263	116	180	232	100	154	75	42	
15	10	4	3	2	2	2	1	2	1	1	2	1													
12	10	4	3	8	6	2	1	2	2	3	1	2													
229	156	69	35	32	24	30	34	33	30	31	25	7													
1	22	10	4	2	2	5	4	4	6	6	3	4	10.00												
42	32	16	9	6	6	7	6	7	7	8	6	6	KING	1	**	5	3	19	32	43	15	27	8	2	
57	32	16	9	6	6	7	6	7	7	8	6	6	KIRO	9	9	69	50	19	28	43	25	37	8	2	
55	41	7	2	1	7	7	8	8	6	8	3	2	KOMO	9	9	74	59	28	43	49	25	37	8	2	
57	48	4	2	2	7	10	10	7	8	2	2	1	KTNT	19	18	143	111	53	78	87	42	63	32	9	
120	82	20	12	3	16	18	17	10	12	7	7	1	KTVW	3	3	23	13	3	7	12	2	3	3	1	
138	99	24	15	3	18	22	21	11	13	9	9	1	HUT-TOTALS*	42	43	330	246	107	169	204	90	139	54	19	
9	2	2	1	3	2	1	1	1	1	1	1	1													
7	7	2	2	3	2	1	1	1	1	1	1	1													
234	154	41	21	9	4	30	31	31	26	27	14	2													
41	21	10	4	2	2	5	4	4	6	6	3	4	10.30												
54	29	11	6	6	6	7	5	6	8	7	2	2	KING	8	8	61	42	12	22	45	15	29	10	2	
50	37	6	2	1	6	6	8	7	6	7	2	2	KIRO	9	9	69	55	27	42	46	23	35	7	1	
47	40	5	3	2	6	9	9	6	7	7	2	7	KOMO	18	17	138	122	54	85	70	33	51	20	3	
114	79	20	12	4	2	15	16	16	9	10	7	1	KTNT	2	2	15	7	4	1	11	1	3	1	4	
132	94	23	14	3	17	20	19	10	12	8	8	1	KTVW	2	2	10	7	4	7	5	4	4	2	3	
7	1	1	1	2	1	1	1	1	1	1	1	1	HUT-TOTALS*												

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

TUESDAY

4:30PM- 7:15PM

AVERAGE QUARTER-HOUR AUDIENCES

TIME PERIOD-AUDIENCE

START TIME	STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)																
			CURRENT		PRE-POST		GUIDE			TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN										
			HOUSEHOLD RATING	SHARE	HOUSEHOLD RATING	SHARE	SHARE 4 HUT F.M. 73	SHARE 4 HUT JULY 72	SHARE 4 HUT NOV 72				TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64					
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21					
RELATIVE ERROR THRESHOLDS, 80% & OVER: (See Table 8, Page 3)			LT	LT					3	3	3	3	3	3	3	3	3	3	3	3	3							
4.30	KCTS	EDUCATION SCHED	3	11	2	9	8X	2	9	19	33	2	2	1	1	1	2	1										
	KING	BETTER MOVIE	4	15	4	14	17X	29	16	30	45	31	17	6	11	9	11	6	6	6	10							
	KIRO	BIG MONEY MOVIE	6	25	5	21	21X	26	19	43	69	50	34	15	21	13	21	13	14	7	9							
	KOMO	BONANZA	9	36	10	40	30X	33	38	81	112	82	52	19	31	16	27	21	30	8	13							
	KTNT	REG/UNCLE WALDO	1	4	1	5	8	6	17	11	15	3	2	1	1	1	2	1	1	1	1							
	123	UNDERDOG	1	5	2	6				14	20	4	3	2	2	2	3	1	1	1	1							
	KTVW	SUPERMAN	2	10	2	8	12X	NR	34	17	31	11	5	4	5	3	3	6	6	6	2							
		HUT & TOTALS *	25		26		28	NR	34	201	305	179	112	46	70	43	66	42	67	28	39							
5.00	KCTS	EDUCATION SCHED	2	6	2	6	6X	7	7	13	26	2	2	1	1	1	2	1										
	KING	REG/STANLEY-MCKY	5	18	5	17	16	40	16	37	54	39	19	6	12	10	13	7	20	9	13							
	234	BETTER MOVIE	5	21	5	19				40	58	42	22	8	16	13	16	6	20	7	12							
	KIRO	BIG MONEY MOVIE	6	23	5	20	21X	23	19	42	68	50	33	14	20	12	20	13	17	7	10							
	KOMO	BONANZA	9	34	10	37	26X	27	34	79	110	84	52	19	31	15	25	21	32	6	12							
	KTNT	REV HILLBILLIES	3	11	3	10	20	9	21	22	39	15	10	4	8	6	7	2	5	4	5							
	123	LOME RANGER	2	8	2	7	8X	NR	9	15	24	10	5	3	4	3	3	1	5	4	4							
	KTVW	HUT & TOTALS *	26		27		30	26	35	208	321	200	121	47	76	47	70	45	79	30	44							
5.15	KCTS	EDUCATION SCHED	2	7	2	6	7X	7	7	14	26	2	2	1	1	1	2	1										
	KING	REG/STANLEY-MCKY	5	20	5	18	16	41	16	40	61	45	22	7	14	11	15	8	23	11	15							
	234	BETTER MOVIE	6	24	5	20				44	68	49	26	9	18	14	19	8	23	8	13							
	KIRO	BIG MONEY MOVIE	6	22	5	19	20X	21	18	41	69	50	32	13	19	12	20	13	18	8	11							
	KOMO	BONANZA	9	34	10	36	27X	27	35	81	107	86	53	18	30	14	25	23	33	7	13							
	KTNT	REV HILLBILLIES	3	10	3	10	20	9	21	22	39	15	10	4	8	6	7	2	5	4	5							
	123	LOME RANGER	2	8	2	7	8X	NR	9	15	24	10	5	3	4	3	3	1	5	4	4							
	KTVW	HUT & TOTALS *	27		28		32	27	36	213	327	209	124	46	76	47	72	48	85	34	49							
5.30	KCTS	EDUCATION SCHED	2	4	1	3	4X	1	5	11	18	1	1	1	1	1	1	1										
	KING	REG/STANLEY-MCKY	12	28	10	26	27	41	27	84	125	112	56	12	23	19	39	33	56	14	24							
	234	5.30 NEWSERVICE	13	34	12	31				97	138	126	67	13	27	23	49	40	59	11	21							
	KIRO	EYEWIT NWS EARLY	10	24	8	21	15X	15	16	65	110	92	51	18	26	16	34	25	41	15	22							
	KOMO	NEWS HOUR	11	26	12	29	29X	31	30	93	130	123	71	16	30	20	42	41	52	11	20							
	KTNT	1 DREAM-JEANNIE	5	12	5	13	19	9	19	41	77	36	24	17	22	12	13	2	12	7	12							
	KTVW	MIKE DOUGLAS SHW	2	4	2	4	3X	NR	3	12	23	18	9	5	7	4	5	2	9	4	5							
		HUT & TOTALS *	41		40		48	34	47	303	463	382	212	68	108	71	134	104	170	51	83							
5.45	KCTS	EDUCATION SCHED	1	3	1	3	4X	1	5	10	16	1	1	1	1	1	1	1										
	KING	REG/STANLEY-MCKY	12	28	10	25	28	43	27	84	124	113	57	12	24	20	40	33	56	14	23							
	234	5.30 NEWSERVICE	13	31	12	29				95	137	127	67	12	26	22	49	41	60	11	20							
	KIRO	EYEWIT NWS EARLY	10	24	9	21	14X	14	16	68	113	97	52	19	27	17	35	25	45	16	23							
	KOMO	NEWS HOUR	11	27	12	30	29X	30	28	98	131	124	75	18	34	24	46	41	49	11	21							
	KTNT	1 DREAM-JEANNIE	6	13	6	14	18	8	19	45	85	40	26	19	24	13	14	2	14	8	13							
	KTVW	MIKE DOUGLAS SHW	2	4	2	4	3X	NR	3	12	23	18	9	5	7	4	5	2	9	4	5							
		HUT & TOTALS *	42		41		49	36	47	317	492	393	220	73	116	78	141	104	173	53	85							
6.00	KCTS	EDUCATION SCHED	-3		-3		1X			86	121	115	98	11	25	21	40	33	57	14	24							
	KING	REG/STANLEY-MCKY	11	22	11	21	26	38	25	98	135	126	66	9	27	23	46	39	60	10	22							
	234	5.30 NEWSERVICE	13	26	12	25				98	135	126	66	9	27	23	46	39	60	10	22							
	KIRO	WALTER CRONKITE	14	27	12	24	20X	15	19	97	162	141	71	22	35	24	48	36	70	21	35							
	KOMO	ABC EVENING NEWS	16	31	17	33	33X	30	35	137	189	175	96	18	40	34	66	56	79	21	39							
	KTNT	STAR TREK	9	17	9	17	18	14	18	67	140	80	44	32	40	19	21	4	36	27	34							
	KTVW	MIKE DOUGLAS SHW	2	4	2	3	3X	NR	1	13	18	13	7	3	5	4	2	6	2	3								
		HUT & TOTALS *	52		51		56	45	56	402	635	524	276	86	145	102	180	131	248	85	135							
6.15	KCTS	EDUCATION SCHED	-3		-3		X			86	118	111	96	8	22	20	41	34	55	12	22							
	KING	REG/STANLEY-MCKY	11	22	11	21	25	38	25	98	132	122	65	7	25	23	47	40	57	7	20							
	234	5.30 NEWSERVICE	13	26	12	24				98	132	122	65	7	25	23	47	40	57	7	20							
	KIRO	WALTER CRONKITE	14	27	12	23	19X	15	18	97	160	139	69	21	33	23	46	36	70	22	36							
	KOMO	ABC EVENING NEWS	16	31	17	33	33X	30	35	137	189	174	94	18	38	32	65	56	80	21	39							
	KTNT	STAR TREK	9	17	9	17	18	14	18	69	145	84	47	34	43	20	22	4	37	27	35							
	KTVW	MIKE DOUGLAS SHW	2	3	2	3	3X	NR	1	12	18	14	7	3	5	4	5	2	7	2								
		HUT & TOTALS *	52		52		57	45	56	404	635	522	273	84	141	99	179	132	249	84	135							
6.30	KCTS	EDUCATION SCHED	-3		-3		X			110	154	145	69	12	26	25	48	43	76	19	34							
	KING	REG/STANLEY-MCKY	14	28	14	26	30	38	28	119	165	154	79	12	30	30	57	49	75	14	30							
	234	NBC NIGHTLY NEWS	16	31	15	29				87	137	116	59	16	30	22	41	29	57	16	29							
	KIRO	EYEWITNESS NEWS	13	24	11	21	16X	16	20	87	137	116	59	16	30	22	41	29	57	16	29							
	KOMO	NEWS HOUR	14	26	15	28	30X	27	28	116	157	145	84	16	36	30	60	48	61	17	28							
	KTNT	STAR TREK	9	17	9	17	18	15	18	71	141	81	47	33	43	21	23	4	34	24	32							
	KTVW	MIKE DOUGLAS SHW	2	4	2	3	2X	NR	2	13	24	20	12	7	9	5	7	3	8	4	5							
		HUT & TOTALS *	52		52		57	44	57	398	613	507	271	84	144	103	179	127	236	80	128							
6.45	KCTS	EDUCATION SCHED	-3		-																							

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)										
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					TOTAL TEENS (12-17)	TOTAL CHIL. DREN (2-11)	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL. DREN (2-11)
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-34	18-49	TOTAL	18-34							18-49	TOTAL	18-34	18-49	TOTAL	18-34		
22	23	24	25	26	27	28	29	30	31	32	33	34	35		36	37	38	39	40	41	42	43	44	45			
3	3	3	3	3	3	LT	1	1	LT	1	1	1	11.15	LT	LT	3	3	3	3	3	3	3	3	3			
39	25	5	2				5	4	5	4	4	2	KING	8	7	59	41	15	27	33	8	19	6	2			
48	31	4	2				6	6	6	5	5	2	KIRO	9	8	60	49	19	32	34	14	24	5				
30	17						4	2	3	5	4		KOMO	7	7	55	32	7	18	38	10	21	1				
4	1	1	1				1		1	1	1		KTNT	1	1	9	4	1	1	8	4	5	1				
3	3						1	1	1	1	1		KTVW	1	1	5	4	3	4	6	5	6	1				
124	77	10	5				15	12	15	15	14	4	HUT-TOTALS*	25	24	188	130	45	82	119	41	75	14	2			
24	15	1	1				3	3	3	4	5		11.30	KING	7	6	48	32	11	20	29	10	20	3			
33	21	1	1				4	3	4	4	5		KIRO	6	5	44	35	14	24	22	9	16	4				
22	16	3	1				3	3	3	2	2	1	KOMO	5	5	39	24	8	14	29	7	14					
16	8						2	2	2	3	2		KTNT	1	1	9	4	1	1	8	4	5	1				
3	1	1	1				1	1	1	1	1		KTVW	1	1	5	3	2	3	5	4	5					
3	3						1	1	1	1	1		HUT-TOTALS*	19	18	145	98	36	62	93	34	60		8			
68	43	5	3				8	8	8	10	10	2															
22	14						3	3	3	3	4		11.45	KING	6	5	40	23	9	15	27	13	22	1			
16	12	2	1				2	2	2	1	2	1	KIRO	3	3	25	19	8	14	10	5	8	3				
15	8						2	2	2	3	2		KOMO	3	3	27	18	8	11	21	4	9					
3	1	1	1						1	1			KTNT	1	1	8	3	1	1	8	4	5	1				
1	1												KTVW	1	**	5	2	2	2	4	3	4					
57	36	3	2				7	7	7	8	9	1	HUT-TOTALS*	14	13	105	65	28	43	70	29	48	5				
16	10	1	1				2	2	2	3	4		12.00	KING	5	4	33	19	8	12	22	11	19	1			
11	8	2	1				1	1	2	1	1	1	KIRO	3	2	20	14	5	10	8	3	6	2				
14	8						2	2	2	2	2		KOMO	3	3	25	17	7	10	19	4	9					
1	1						1	1	1	1	1		KTNT	**	**												
4	1	3	1				5	6	5	7	7	1	KTVW	1	**	4	2	2	2	4	2	3					
14	10	1	1				2	2	2	2	3		HUT-TOTALS*	12	11	87	55	23	35	58	23	40	4				
11	8	2	1				1	1	2	1	1	1	12.15	KING	4	3	26	15	7	10	18	11	16	1			
13	7						2	2	2	2	2		KIRO	2	2	17	11	3	8	7	2	4	2				
1	1						1	1	1	1	1		KOMO	3	3	23	15	6	9	18	4	9					
39	26	3	1				5	5	5	6	6	1	KTVW	1	1	4	2	2	2	4	2	3					
													HUT-TOTALS*	10	9	70	43	18	29	47	19	32	3				
11	7	1	1				1	2	1	2	2		12.30	KING	3	3	22	13	7	9	14	9	12	1			
11	8	1	1				1	1	2	1	1		KIRO	2	2	16	11	3	8	6	2	4	2				
10	5						1	1	1	2	1		KOMO	3	3	21	14	5	8	15	4	7					
1	1						1	1	1	1	1		KTNT	1	1	4	2	2	2	4	2	3					
33	21	2					4	5	4	5	4	1	KTVW	1	1	4	2	2	2	4	2	3					
													HUT-TOTALS*	9	8	63	40	17	27	39	17	26	3				
10	7	1	1				1	2	1	1	2		12.45	KING	3	2	19	11	6	7	11	7	9	1			
10	7	1	1				1	1	1	1	1		KIRO	2	2	15	11	3	8	6	1	4	1				
10	5						1	1	1	2	1		KOMO	2	2	17	12	4	7	13	3	5					
1	1						1	1	1	1	1		KTNT	1	1	4	2	2	2	4	2	3					
31	20	2					4	5	4	4	4	1	KTVW	1	1	4	2	2	2	4	2	3					
													HUT-TOTALS*	8	7	55	36	15	24	34	13	21	2				
7	5	1					1	1	1	1	1		1.00	KING	**	**	13	9	3	6	5	2	4	1			
1	1												KIRO	2	2												
11	7	1					1	2	1	2	2		KOMO	**	**												
													KTVW	1	1	5	2	2	2	4	2	3					
													HUT-TOTALS*	5	5	37	24	11	16	23	10	15	2				
7	5	1					1	1	1	1	1		1.15	KIRO	2	1	11	7	3	5	4	2	3	1			
6	4	1					1	1	1	1	1		KOMO	**	**												
1	1												KTVW	1	1	5	2	2	2	4	2	3					
9	6	1					1	2	1	1	1		HUT-TOTALS*	3	2	18	11	5	7	10	5	7	1				
4	3												1.30	KIRO	1	1	8	6	2	4	3	1	2	1			
4	3						1		1				KTVW	1	**	5	2	2	2	4	2	3					
1	1						1	1	1	1	1		HUT-TOTALS*	2	2	13	8	4	6	7	3	5	1				
5	4																										
4	3						1		1				1.45	KIRO	1	1	5	4	1	3	1		1				
5	4												KTVW	**	**												
4	3							1					HUT-TOTALS*	1	1	8	6	3	5	4	1	3					

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates - 4 Week Period Ending May 30, 1973

TIME PERIOD AUDIENCES

START TIME STATION (WEEKS) PROGRAM		AVERAGE QUARTER-HOUR AUDIENCES																									
		METRO AREA %		DESIGNATED MARKET AREA %					STATION TOTALS (000)																		
		CURRENT		PRE-POST GUIDE			TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN									MEN								
		HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	SHARE & RPT F M 72				SHARE & RPT JULY 72	SHARE & RPT NOV 72	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64					
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21							
RELATIVE ERROR THRESHOLDS. 50% & OVER: (See Table B, Page 3)		LT	LT				3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3			
11.15	KING	11.00	NEWSERVICE	7	32	7	30	39X	22	43	54	72	67	39	13	25	20	28	14	28	6	16	15	24			
	KIRO		EYEWITNESS NEWS	8	36	7	33	17X	27	24	59	85	81	48	18	31	28	39	17	33	12	23	19	25			
	KOMO		NEWS FINAL	6	26	6	28	31X	33	24	50	66	66	30	7	17	16	22	13	36	9	19	17	24			
	KTNT		UNTOUCHABLES	1	4	1	5	6X	8	7	9	13	12	4	1	1	3	3	8	4	5	5	7				
	KTVW		CISCO KID	1	3	1	2	2	NR	NR	4	8	8	3	2	3	3	3	5	4	5	3	3				
			HUT & TOTALS *	23		23		24	28	20	176	244	234	124	41	77	68	95	47	110	35	68	59	83			
11.30	KING	REG/NEWS/NWS:TNT	6	40	5	38	39	22	45	42	54	53	24	8	15	13	20	9	29	14	24	19	22				
	12	TONIGHT SHOW	7	42	6	40		47	59	47	59	58	33	11	21	19	27	12	25	10	22	16	19				
	KIRO	CBS LATE MOV	4	26	4	25	21X	27	13	28	36	33	22	9	16	15	21	6	11	6	9	7	7				
	KOMO	WRLD-ENTERTAINMT	4	23	4	25	30X	40	30	28	39	39	18	8	10	7	10	8	21	4	9	7	11				
	KTNT	UNTOUCHABLES	1	5	1	7	6X	6	11	8	12	11	3	1	1	3	2	8	4	5	5	7					
	KTVW	MARC-SCTLND YRD	1	4	1	4	3	NR	NR	5	7	7	7	3	2	3	3	3	4	3	4	3	3				
		HUT & TOTALS *	15		14		16	20	15	111	148	143	70	28	45	39	57	25	73	31	51	41	50				
11.45	KING	TONIGHT SHOW	6	44	5	39	40X	22	44	38	46	46	22	9	14	12	17	8	24	11	19	15	17				
	KIRO	CBS LATE MOV	3	22	3	22	21X	26	13	22	27	25	16	6	12	11	15	4	9	4	7	6	6				
	KOMO	WRLD-ENTERTAINMT	3	24	3	26	28X	39	28	26	38	38	18	8	11	8	11	7	20	4	9	7	11				
	KTNT	UNTOUCHABLES	1	5	1	7	7X	7	13	7	11	10	3	1	1	3	2	7	4	4	4	4	6				
	KTVW	MARC-SCTLND YRD	1	4	-3	4	NR	4	NR	4	4	4	1	1	1	1	1	3	3	2	3	2	2				
		HUT & TOTALS *	13		13		14	18	13	97	126	123	60	25	39	33	47	21	63	25	42	34	42				
12.00	KING	TONIGHT SHOW	4	41	4	38	44X	19	44	28	37	36	16	7	10	9	13	6	20	11	18	13	13				
	KIRO	CBS LATE MOV	3	24	2	23	19X	28	15	18	20	18	11	3	8	8	11	3	7	2	4	3	4				
	KOMO	WRLD-ENTERTAINMT	3	27	3	28	27X	40	31	23	33	33	15	6	9	7	11	6	18	4	9	7	11				
	KTNT	NWS,SPTS,WEA	-3		-3		X	4	5																		
	KTVW	LATE MOVIE	1	6	1	5	6	NR	4	NR	4	4	1	1	1	1	1	1	4	2	3	2	3				
		HUT & TOTALS *	10		10		10	16	10	75	100	97	46	19	30	26	38	16	51	20	35	26	32				
12.15	KING	TONIGHT SHOW	4	39	3	36	41X	20	45	24	31	30	14	7	10	9	12	4	16	10	14	10	10				
	KIRO	CBS LATE MOV	2	23	2	23	21X	32	15	16	19	17	11	3	8	8	11	3	6	2	4	3	4				
	KOMO	WRLD-ENTERTAINMT	3	30	3	32	28X	36	32	23	32	32	15	6	9	7	11	6	17	4	9	7	10				
	KTNT	LATE MOVIE	1	6	1	6	6	NR	4	4	6	6	2	2	2	2	1	1	4	2	3	2	3				
	KTVW	HUT & TOTALS *	10		9		10	15	10	67	88	85	42	18	29	25	35	13	43	18	30	22	27				
12.30	KING	TONIGHT SHOW	3	36	2	33	42X	20	44	19	23	22	11	6	7	6	9	4	11	7	9	7	7				
	KIRO	CBS LATE MOV	2	25	2	26	22X	33	19	15	18	17	11	3	8	8	11	3	6	1	4	4	5				
	KOMO	WRLD-ENTERTAINMT	2	30	2	31	29X	33	26	18	25	25	12	4	7	6	10	5	13	3	5	4	8				
	KTNT	LATE MOVIE	1	7	1	7	NR	NR	4	4	6	6	2	2	2	2	1	1	4	2	3	2	3				
	KTVW	HUT & TOTALS *	8		7		9	13	8	56	72	70	36	15	24	21	31	12	34	13	21	17	23				
12.45	KING	TONIGHT SHOW	3	35	2	33	43X	19	44	18	21	20	10	6	7	6	9	3	10	6	8	7	7				
	KIRO	CBS LATE MOV	2	24	2	26	22X	36	18	14	17	16	10	3	7	7	10	3	6	1	4	4	5				
	KOMO	WRLD-ENTERTAINMT	2	30	2	30	30X	31	27	16	25	25	12	4	7	6	10	5	13	3	5	4	8				
	KTVW	LATE MOVIE	1	8	1	8	NR	NR	4	4	6	6	2	2	2	2	1	1	4	2	3	2	3				
		HUT & TOTALS *	7		7		8	12	8	52	69	67	34	15	23	20	30	11	33	12	20	17	23				
1.00	KING	FINAL	-3		-3		66X	66	29	11	12	11	7	3	5	4	6	2	4	2	3	2	2				
	KIRO	CBS LATE MOV	2	55	1		X	22	22																		
	KOMO	NEWS:THOUGHT	-3		-3					5	6	6	2	2	2	1	1	4	4	2	3	2	3				
	KTVW	LATE MOVIE	1	21	1		NR	NR	5	4	19	25	24	12	6	8	6	10	4	12	6	8	5				
		HUT & TOTALS *	3		2		3	5	4	19	25	24	12	6	8	6	10	4	12	6	8	5	7				
1.15	KIRO	REG/NEWS REPEAT	2		1		77	80	39	10	12	11	7	3	5	4	6	2	4	2	3	2	3				
	234	CBS LATE MOV	2		1				10	10	12	11	6	2	4	2	4	2	5	3	4	3	3				
	KOMO	REG/FAITH:OFF	-3		-3			23																			
	234	FAITH	-3		-3																						
	KTVW	LATE MOVIE	1		1		NR	NR	5	6	6	6	2	2	2	1	1	4	4	2	3	2	3				
		HUT & TOTALS *	2		2		3	4	3	16	20	19	10	5	7	5	8	3	9	4	6	4	5				
1.30	KIRO	REG/CBS LATE MOV	1		1				5	5	5	5	4	1	3	3	4	1	1		1	1	1				
	124	NEWS REPEAT	1		1				5	6	6	6	4	1	3	3	4	1	2		2	2	2				
	KTVW	LATE MOVIE	1		-3		NR	NR	4	6	6	6	2	2	2	1	1	4	4	2	3	2	3				
		HUT & TOTALS *	1		1		1	1	2	9	11	11	6	3	5	4	5	1	5	2	4	3	4				
1.45	KIRO	REG/OFF/CBS-MOV	1		1				5	5	5	5	4	1	3	3	4	1	1		1	1	1				
	24	NEWS REPEAT	1		1				6	7	7	7	5	4	4	4	5	1	2		2	2	2				
	KTVW	REG/OFF AIR	-3		-3		NR	NR																			
	123	LATE MOVIE	-3		-3																						
		HUT & TOTALS *	1		1		1	1	1	7	7	7	5	2	4	3	4	1	2		1	1	2				

* Totals include only stations reportable in this market (including satellites/affiliates, if any). HUT includes all viewing to reportable and non-reportable stations (columns 1, 3, 5-7 & 35-36).
 - Below Minimum Audience Standards. See Table 4. BMS Below Minimum Sample Standards. See Section III. NR Station Not Reportable. - - Special Event deleted.
 # Other Programming or Off-the-Air. X Previous programming same as current report. Estimates based on 2 or 3 out of 4 measured weeks have larger sampling errors. See Table 7.
 Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III. LT Less Than 1.

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)										
LADY OF HOUSE		TEENS		CHILDREN			18-34		18-49		TOTAL				METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)		
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-34	18-49	TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)					TOTAL	18-34	18-49	TOTAL	18-34	18-49			TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45				
3	3	3	3	3	3	LT	1	1	LT	1	1	1	7.15 KCTS	LT	LT	3	3	3	3	3	3	3	3	3			
2													KING	1	1	6	2							1			
57	24	15	7	24	17	8	4	5	6	4	6	6	KIRO	12	12	91	61	13	24	44	13	19	14	25			
59	37	14	5	26	14	7	6	7	8	6	5	6	KOMO	11	10	82	62	22	40	57	17	29	15	26			
75	28	9	4	14	7	10	6	6	7	3	3	3	KTNT	13	13	106	86	19	34	50	7	15	8	14			
21	16	13	10	18	10	3	3	4	3	3	5	4	KTVW	6	5	44	24	9	18	22	9	17	14	19			
23	19	15	13	20	11	3	3	4	2	2	6	5	HUT-TOTALS*	4	3	23	13	5	10	16	9	13	7	6			
12	10	6	2	6	3	2	2	2	2	3	2	1		46	46	352	248	68	126	192	57	95	59	91			
226	115	58	29	89	51	30	21	23	25	19	22	22	7.30 KCTS	1	1	7	4	1	1	4	2	2	1	1			
5	1	1	1	1	1	1	1	1	1	1	1	1	KING	11	10	82	57	15	24	41	13	19	12	19			
47	22	8	1	13	10	6	5	5	5	4	3	3	KIRO	11	10	83	61	20	37	56	14	27	13	26			
59	34	11	5	27	14	7	6	7	7	5	4	6	KOMO	12	12	100	74	23	38	44	12	21	20	34			
57	39	31	17	53	31	8	8	8	6	6	12	12	KTNT	6	5	44	25	9	18	20	7	14	13	18			
24	15	13	9	17	12	3	3	3	3	2	5	4	KTVW	4	3	25	13	6	11	17	10	14	6	7			
23	18	11	10	18	14	3	3	4	2	2	4	4	HUT-TOTALS*	44	45	341	234	74	129	182	58	97	65	105			
13	11	5	1	8	5	2	2	2	2	3	2	2		4	3	25	13	6	11	17	10	14	6	7			
205	122	69	34	118	72	27	24	25	24	21	25	28		44	45	341	234	74	129	182	58	97	65	105			
6	2			1	1	1	1	1	1	1	1	1	8.00 KCTS	1	1	8	7	1	2	6	3	3	1	1			
47	29	21	8	19	16	6	5	6	9	7	8	5	KING	10	10	77	48	15	26	48	15	25	14	17			
43	27	29	11	14	11	6	4	5	12	9	11	3	KIRO	12	11	91	70	24	40	56	14	26	12	27			
49	29	13	6	22	19	6	4	5	5	5	5	5	KOMO	15	15	123	89	44	68	61	26	42	39	54			
73	41	12	8	27	17	10	9	9	8	5	5	7	KTNT	6	5	42	24	6	14	19	4	11	11	11			
102	80	47	25	54	40	14	19	18	11	11	17	13	KTVW	3	3	22	14	8	12	17	11	13	4	6			
101	79	52	29	43	34	14	20	18	11	11	19	10	HUT-TOTALS*	47	47	363	252	98	162	207	73	120	81	116			
22	11	9	3	8	6	3	1	2	2	2	3	2		4	3	25	13	6	11	17	10	14	6	7			
16	9	4	1	3	2	2	2	2	2	2	1	1		5	5	40	24	8	12	17	11	13	4	6			
11	8	2	1	5	4	2	2	2	2	2	2	1		3	3	22	14	8	12	17	11	13	4	6			
261	171	91	45	114	84	34	36	36	32	29	33	27		47	47	363	252	98	162	207	73	120	81	116			
5	1	27	12	23	19	6	5	6	10	8	10	5	8.30 KCTS	1	1	7	7	1	2	7	3	3	23	15			
47	30	31	11	11	11	6	5	6	13	10	12	3	KING	13	12	96	49	15	31	66	16	35	23	15			
50	32	25	13	29	24	6	4	6	5	5	9	7	KIRO	13	12	97	80	28	44	54	14	24	11	27			
71	39	11	8	27	17	10	9	9	7	5	4	7	KOMO	19	19	156	119	64	95	85	38	58	48	51			
106	81	50	27	46	34	15	20	18	12	12	18	11	KTNT	4	4	32	19	4	10	14	3	8	7	9			
108	83	56	32	39	31	15	21	19	12	12	19	9	KTVW	2	2	17	12	7	9	14	10	11	2	5			
17	9	5	2	6	4	2	1	2	2	2	1	1	HUT-TOTALS*	51	52	405	286	119	191	240	84	139	91	111			
11	8	2	1	4	4	1	2	2	2	2	1	1		2	2	15	12	6	9	12	8	9	2	3			
260	170	95	50	106	78	34	36	36	33	29	34	25		52	52	405	286	119	191	240	84	139	91	111			
6	1			14	12	8	8	9	11	9	9	3	9.00 KCTS	1	1	8	8	1	2	7	2	3	26	20			
63	43	24	8	17	15	7	6	7	13	9	9	4	KING	14	14	107	60	20	39	72	18	39	26	20			
53	32	23	6	17	12	7	6	7	13	9	9	4	KIRO	12	11	90	68	23	39	41	11	19	20	26			
70	50	22	9	10	8	9	9	10	8	9	8	2	KOMO	19	20	156	120	62	94	95	44	68	43	28			
55	34	27	16	25	18	7	6	8	5	4	10	6	KTNT	4	3	27	18	3	9	12	3	8	5	5			
112	85	35	13	12	8	14	18	17	14	16	13	3	KTVW	2	2	15	12	6	9	12	8	9	2	3			
18	9	6	2	6	5	2	1	2	2	2	2	1	HUT-TOTALS*	52	52	403	286	115	192	239	86	146	96	82			
10	7	1	1	2	2	1	2	2	2	2	2	2		2	2	15	12	6	9	12	8	9	2	3			
264	179	93	40	59	45	34	35	37	33	33	34	14		52	52	403	286	115	192	239	86	146	96	82			
5	1	23	9	8	8	1	8	9	11	10	9	2	9.30 KCTS	1	1	9	7	1	1	6	1	3	23	10			
59	41	23	8	8	8	7	6	7	13	10	9	2	KING	14	14	109	64	25	44	76	20	44	23	10			
50	31	23	8	8	8	8	8	10	8	8	9	2	KIRO	11	10	79	59	19	37	30	10	16	23	18			
66	48	23	11	8	8	8	8	10	8	8	9	2	KOMO	19	19	150	114	58	88	99	47	72	34	10			
50	30	20	13	10	8	7	5	7	4	3	7	2	KTNT	4	4	30	19	3	9	13	3	8	7	7			
112	85	32	11	8	5	14	17	17	14	16	12	2	KTVW	2	2	14	10	5	7	11	7	8	1	2			
19	9	7	2	7	6	2	1	2	2	2	3	2	HUT-TOTALS*	51	50	391	273	111	186	235	88	151	88	47			
9	6	1	1	2	2	1	2	2	2	2	2	2		2	2	15	12	6	9	12	8	9	2	3			
254	172	83	35	35	29	32	32	35	32	32	30	8		47	47	371	263	105	179	227	86	148	72	28			
5	2			8	7	8	7	8	10	9	8	2	10.00 KCTS	1	1	7	5	1	1	5	1	3	22	8			
59	41	21	8	8	7	8	7	8	10	9	8	2	KING	14	13	104	63	24	44	74	20	43	22	8			
45	30	18	6	10	10	6	6	6	11	8	7	2	KIRO	11	10	80	66	21	41	33	11	20	15	7			
70	51	24	11	6	5	9	8	10	8	10	9	1	KOMO	18	18	141	104	51	79	91	44	68	27	6			
72	48	10	6	4	3	9	8	9	5	6	4	1	KTNT	3	3	24	16	3	6	13	2	5	5	6			
85	64	10	7	10	10	11	10	13	5	7	4	2	KTVW	2	2	15	9	5	8	11	8	9	3	1			
95	69	24	9	5	4	12	15	14	12	14	9	1	HUT-TOTALS*	47	47	371	263	105	179	227	86	148	72	28			
12	3	2	1	5	4	1	1	1	1	1	1	1		2	2	15	9	5	8	11	8	9	3	1			
10	3													4	4	30	19	3	9	13	3	8	7	7			
8	8	4	1	1	1	1	1	1	1	1	1	1		2	2	15	9	5	8	11	8	9	3	1			
250	171	61	25	22	18	31	32	33	30	32	22	5		47	47	371	263	105	179	227	86	148	72	28			
58	40	18	9	6	5	8	8	9	9	9	7	1	10.30 KCTS	13	13	98	62	24	43	68							

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

TIME PERIOD AUDIENCES

START TIME		AVERAGE QUARTER-HOUR AUDIENCES																				
		METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)											
		HOUSEHOLD RATING	SHARE	CURRENT		PRE-POST GUIDE			TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN					
HOUSEHOLD RATING	SHARE			SHARE & HUT F M '73	SHARE & HUT JULY '72	SHARE & HUT NOV '72	TOTAL	18-34				18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64		
STATION (WEEKS)	PROGRAM	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 8, Page 3)		LT	LT						3	3	3	3	3	3	3	3	3	3	3	3	3	
7.15	KCTS EDUCATION SCHED	1	2	1	2	X			6	7	5	2				1	2	3	2	2	2	2
	KING TRUTH DR CONSEQ	13	27	12	25	38X			91	142	103	60	13	24	20	39	36	43	12	18	14	27
	KIRO HEE HAW I	11	23	10	22	13			82	156	116	60	21	38	29	44	22	56	16	28	26	47
	KOMO TO TELL TRUTH	12	27	13	28	31			19	47	104	84	19	33	23	50	51	48	7	15	14	30
	KTNT REG/USA-USSR 8KB	6	13	5	11	13			14	10	43	24	9	18	11	14	6	20	8	15	9	14
	234 EDDIE'S FATHER	5	12	5	11				37	73	38	26	11	21	11	14	5	12	5	10	6	8
	KTVW VOYAGE-BOTTM-SEA	3	7	3	6	2	NR	2	23	40	28	12	5	10	8	9	2	16	9	13	11	14
	HUT & TOTALS *	46		46		59		38	66	349	575	474	747	67	123	91	157	119	186	54	91	134
7.30	KCTS EDUCATION SCHED	1	2	1	2	2X			7	11	10	6	1	1	4	5	4	2	2	2	2	2
	KING BOBBY GOLDSBORO	9	21	9	20	28X			22	20	69	51	16	24	17	31	27	36	14	19	14	24
	KIRO HEE HAW I	11	25	11	24	20			23	17	84	155	117	61	19	35	27	44	26	56	13	44
	KOMO FATHER GEYS HOME	11	26	12	27	29X			31	50	96	187	103	63	27	43	31	44	20	40	16	27
	KTNT REG/USA-USSR 8KB	6	15	6	13	14			16	8	45	76	46	26	8	17	10	15	9	20	6	12
	234 THAT GIRL	5	13	5	12				38	69	40	27	11	21	11	13	6	13	5	9	5	9
	KTVW VOYAGE-BOTTM-SEA	4	9	3	7	2	NR	3	26	47	34	15	7	12	8	10	3	19	11	15	13	16
	HUT & TOTALS *	43		44		56		36	65	327	584	397	222	78	132	94	148	90	175	62	101	83
8.00	KCTS EDUCATION SCHED	1	2	1	2	3X			4	1	6	16	15	7	1	3	5	8	3	4	2	5
	KING REG/ROMANMARTIN	12	23	11	22	27			29	25	90	151	111	48	15	29	24	33	19	63	16	33
	34 J GARAGIOLA:BSBL	14	28	14	27				107	174	131	45	14	28	25	32	17	86	17	41	38	66
	12 ROMANMARTIN	9	18	9	17				72	123	88	51	14	30	23	34	21	37	14	25	10	30
	KIRO GUNSMOKE	13	26	12	23	25X			26	23	97	175	136	80	28	44	35	56	36	56	15	23
	KOMO REG/J COUSTEAU	18	36	19	36	33			26	45	152	299	198	116	42	93	62	77	23	82	37	57
	134 ROOKIES	19	37	19	36				155	294	199	119	65	97	63	77	22	80	35	55	41	57
	KTNT REG/USA-USSR 8KB	5	10	5	9	6			10	4	37	57	40	23	5	11	8	17	12	7	9	14
	234 TV 11 MOVIE-WEEK	4	7	3	7	2X			26	32	25	16	4	9	7	13	7	9	2	7	5	7
	KTVW 13 GRAND THEATER	3	5	2	4	1X			NR	2	18	34	27	13	8	10	6	7	3	14	10	11
	HUT & TOTALS *	51		51		65		45	70	402	732	527	287	119	189	136	193	98	240	83	139	115
8.30	KCTS EDUCATION SCHED	1	2	1	2	4X			3	1	7	14	14	7	1	2	1	3	5	7	3	4
	KING REG/ROMANMARTIN	13	26	13	25	28			31	26	102	169	119	51	15	32	27	37	19	68	17	36
	34 MON NIGHT BASEBL	15	29	15	29				117	188	146	50	16	31	27	36	19	96	21	46	43	75
	12 ROMANMARTIN	11	21	10	20				83	143	89	50	12	32	26	37	18	39	12	26	21	34
	KIRO GUNSMOKE	13	25	12	23	24X			26	23	98	168	130	79	28	43	34	55	36	51	13	22
	KOMO REG/J COUSTEAU	19	37	20	37	33			25	44	159	303	207	120	65	95	61	78	25	87	39	60
	134 ROOKIES	20	39	20	38				166	309	214	128	68	102	65	82	26	86	37	59	44	62
	KTNT TV 11 MOVIE-WEEK	3	7	3	6	6			10	4	26	40	29	17	3	9	8	15	8	12	3	8
	234 13 GRAND THEATER	2	4	2	4	1X			NR	2	17	31	25	12	6	9	7	8	3	13	9	10
	KTVW HUT & TOTALS *	52		53		65		47	70	409	725	524	286	118	190	138	196	96	238	84	139	118
9.00	KCTS EDUCATION SCHED	1	3	1	2	3X			3	1	9	14	14	8	1	1	2	7	6	1	2	2
	KING REG/MON AT MOVIE	15	28	14	27	36			30	30	110	181	143	67	25	45	34	48	22	76	19	43
	34 MON NIGHT BASEBL	16	32	16	31				123	192	152	57	20	35	28	39	22	95	17	42	39	71
	12 MON AT MOVIE	13	24	12	23				95	162	130	73	29	53	40	56	20	57	21	44	36	47
	KIRO HERES LUCY	12	22	11	21	19X			19	16	84	145	93	61	21	38	25	38	23	32	11	18
	KOMO MON NIGHT MOVIE	19	37	19	36	30X			28	46	150	265	218	117	59	90	69	90	27	101	47	73
	KTNT TV 11 MOVIE-WEEK	4	8	4	7	9			15	7	29	42	30	18	3	9	8	15	9	12	3	8
	234 13 GRAND THEATER	2	3	2	3	1	NR	2	14	25	22	11	6	8	7	8	3	11	7	8	6	8
	KTVW HUT & TOTALS *	52		52		63		48	67	396	672	520	282	115	191	144	201	91	238	88	152	127
9.30	KCTS EDUCATION SCHED	1	3	1	2	X			1	1	8	11	11	5	1	1	1	3	4	6	1	3
	KING REG/MON AT MOVIE	14	29	14	28	39			30	35	108	171	140	64	25	44	33	46	20	76	21	44
	34 MON NIGHT BASEBL	16	32	15	32				118	180	149	53	19	33	26	35	20	96	22	46	41	70
	12 MON AT MOVIE	12	25	12	24				95	155	124	68	26	50	38	53	18	56	19	42	34	46
	KIRO DORIS DAY	10	20	9	19	16X			28	13	72	113	83	56	17	34	22	34	22	27	8	14
	KOMO MON NIGHT MOVIE	19	39	19	39	33X			26	43	151	252	212	114	56	88	68	89	26	98	46	72
	KTNT TV 11 MOVIE-WEEK	4	8	4	8	10			13	7	30	46	32	19	3	9	8	15	10	13	3	8
	234 13 GRAND THEATER	2	4	2	4	NR			NR	2	15	24	21	10	5	7	6	7	3	11	7	8
	KTVW HUT & TOTALS *	49		49		58		61	384	617	499	268	107	183	138	194	85	231	86	149	125	178
10.00	KCTS EDUCATION SCHED	1	2	1	1	X			6	9	9	5	1	2	2	4	3	4	4	2	2	3
	KING REG/MON AT MOVIE	13	30	13	28	42			25	48	100	162	133	62	24	43	32	45	19	71	18	41
	34 MON NIGHT BASEBL	14	32	13	30				101	158	130	49	19	32	25	33	17	81	13	35	34	60
	12 MON AT MOVIE	13	27	12	26				98	161	131	70	25	51	39	56	19	61	22	46	33	44
	KIRO REG/COSBY/WMN-YR	12	26	11	24	12			88	128	114	76	25	48	42	57	28	38	14	27	20	29
	34 MEDICL CENTR	12	27	12	29				96	145	125	86	31	65	54	64	21	39	15	31	24	32
	KOMO MON NIGHT MOVIE	16	37	17	36	36X			29	24	132	212	183	98	49	72	54	74	26	85	43	65
	KTNT REG/TV																					

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)										
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)
TOTAL	UNDER 30	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL	18-34	18-49							TOTAL	18-34	18-49	TOTAL	18-34	18-49		
22	23	34	35	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45				
3	3	3	3	3	3	LT	1	1	LT	1	1	1	LT	LT	3	3	3	3	3	3	3	3	3				
3	2			23	4										11	3	2	2					22				
23	14	9	4	3	2	3	3	3	2	2	3	1			37	29	12	18	17	9	12	7	3				
28	17	11	4	15	11	3	3	3	2	1	4	4			40	28	10	17	15	6	7	11	16				
36	16	17	13	5	4	5	4	4	3	2	6	1			53	32	14	19	14	1	5	18	6				
2	2	1	1	10	7										8	3	1	3	1		1	2	0				
2	2	10	6	20	16	1	1	1	1	1	4	5			**	**	**	**	**	**	**	**	**				
94	53	48	28	76	44	13	13	12	8	6	18	17			20	21	163	99	43	63	50	19	28	45	72		
1	1			20	6										10	2	1	1	1		1		22				
23	14	8	4	2	1	4	3	3	2	2	3				41	29	11	18	18	8	12	9	3				
26	15	11	4	9	6	3	3	3	2	2	4	7			41	28	10	17	16	6	8	11	12				
36	17	13	11	4	3	5	4	4	3	2	5	1			60	40	13	20	22	2	8	15	5				
7	6	8	5	15	13	1	1	1	1	1	3	4			15	5	3	5	1	1	1	5	13				
3	2	10	6	12	10	1	1	1	1	1	4	3			17	4	3	4	4	4	4	11	15				
96	55	50	30	62	39	13	12	12	8	6	19	14			22	24	184	108	41	65	62	21	34	51	70		
1	1			19	6										9	1	1	1	1		1		20				
24	14	10	5	2	1	4	3	3	2	2	4	4			43	30	11	18	18	7	12	9	2				
25	14	11	3	12	8	3	3	3	2	2	4	3			41	26	9	15	17	6	8	11	11				
36	16	14	12	4	3	5	4	4	4	2	5	1			61	39	12	19	24	3	9	14	4				
7	6	6	4	15	13	1	1	1	1	1	2	4			21	8	5	7	2	1	1	7	15				
3	2	9	5	11	9	1	1	1	1	1	3	3			15	4	2	3	2	2	2	10	12				
96	53	50	29	63	40	13	12	11	8	6	18	14			23	25	190	108	40	63	64	19	33	51	64		
1	1	1	1	19	9										11	1	1	1	1		1		19				
61	21	3	2	3	2	8	2	4	7	5	1	1			47	10	20	35	9	17	7	3	3				
32	17	5	2	7	4	5	4	4	4	3	2	2			47	31	10	17	25	9	12	8	10				
67	29	9	8	3	2	9	5	6	7	4	3	1			79	55	14	25	39	6	15	12	4				
15	14	22	9	38	31	2	3	3	1	2	8	9			33	13	8	12	4	3	5	14	27				
6	4	3	1	1	1	1	1	1	1	1	1	1			12	6	3	4	4	3	3	6	6				
182	86	43	23	70	48	24	16	18	21	15	16	17			31	32	246	153	46	79	110	30	53	48	69		
2	2	2	2	16	6										12	2	2	2					18				
64	24	2	2	4	3	8	2	5	8	5	1	1			86	65	8	73	56	12	24	2	3				
32	17	6	3	5	2	5	3	4	4	3	2	1			53	37	12	19	32	11	15	6	6				
67	28	7	6	3	2	9	5	6	8	4	3	1			94	70	16	31	53	9	21	8	3				
15	14	22	9	35	28	2	3	3	1	2	8	9			45	19	12	18	10	5	9	22	37				
6	4	3	1	1	1	1	1	1	1	1	1	1			9	7	3	5	6	4	5	3	3				
186	89	42	23	63	41	24	15	18	22	15	15	15			38	38	299	200	53	98	157	41	74	44	68		
62	23	6	4	4	3	8	3	5	7	4	2	1			85	64	8	24	54	10	23	4	4				
58	32	8	4	7	3	8	6	8	6	3	2	2			71	49	15	25	48	16	24	7	6				
86	37	3	3	8	5	11	5	7	11	7	1	2			107	79	15	34	65	12	26	5	6				
29	24	29	12	34	26	4	6	6	4	5	11	8			56	27	16	23	21	10	17	26	35				
27	25	32	13	33	26	4	7	6	4	6	12	8			9	8	4	6	6	4	5	3	1				
8	5	3	2	1	1	1	1	1	1	1	1	1			1	1	1	1	1	1	1	1	1				
244	122	49	25	57	38	31	21	24	31	23	18	14			42	43	336	229	60	114	194	52	95	46	62		
63	23	6	4	3	2	8	3	5	7	4	2	1			83	63	8	23	50	8	21	6	4				
58	32	8	4	9	5	8	6	6	8	6	3	2			110	83	13	12	97	69	10	25	63	14	29	7	3
86	37	3	3	8	5	11	5	8	11	7	1	2			89	61	18	32	63	20	31	8	8				
29	24	29	11	34	25	4	6	4	5	11	8	8			120	90	16	39	78	16	33	3	8				
28	26	34	13	35	26	5	8	7	4	6	13	9			67	35	21	29	31	14	24	29	34				
9	5	2	1	1	1	1	1	1	1	1	1	1			10	9	4	6	5	3	4	3	1				
246	122	48	23	58	38	32	22	25	33	25	18	14			47	47	372	259	68	129	227	61	113	49	58		
73	26	7	5	3	2	9	3	5	10	7	3	1			13	12	97	69	10	25	63	14	29	7	3		
57	30	7	3	8	3	7	5	6	8	5	3	2			12	11	85	60	18	31	59	19	28	8	9		
78	35	4	4	6	4	10	5	7	9	5	2	1			14	14	111	87	16	37	72	15	29	4	7		
31	26	27	10	34	24	5	7	6	5	6	10	8			9	9	68	36	22	30	34	16	27	28	34		
29	27	33	13	32	23	5	8	7	5	7	13	8			1	1	10	10	5	7	6	4	5	2	1		
8	5	2	1	1	1	1	1	1	1	1	1	1			1	1	10	10	5	7	6	4	5	2	1		
248	123	47	23	51	33	32	22	25	33	25	18	12			4	4	374	263	72	131	234	68	118	49	56		
73	27	5	4	3	2	9	4	5	10	7	2	1			15	14	110	76	13	27	76	19	36	6	3		
54	27	6	3	8	3	7	5	5	7	5	2	2			11	10	81	56	17	29	54	17	24	7	8		
75	34	4	4	6	4	10	5	7	9	5	2	1			13	13	102	80	15	35	65	14	25	4	6		
31	26	25	10	34	23	5	7	6	5	6	9	8			9	9	69	36	22	30	37	17	29	26	34		
30	28	32	13	31	21	5	8	7	5	7	12	8			1	1	9	10	6	8	6	4	5	2	1		
8	5	2	1	1	1	1	1	1	1	1	1	1			4	4	374	259	74	130	238	71	119	45	51		
242	120	42	22	51	32	31	23	25	32	24	16	12			4	4	374	259	74	130	238	71	119	45	51		
2	1	1	1	26	19	8	4	5	6	4	5	6			**	**	100	69	14	26	60	16	27	9	15		
57	24	13	6	26	14	8	7	8	8	6	5	6			14	13	100	69	14	26	60	16	27	9	15		
61	38	15	7	26	14	8	7	8	8	6	5	6			11	10	80	59	20	34	55	17	26	11	17		
79	31	7	4	13	7	11	6	7	7	3	3	3			12	13	105	83	17	35	58	11	20	6	10		
21	16	14	10	20	12	3	3	3	3	4	5	5			8	7	56	30	15	24	31	13	24	20	27		
23	19	14	13	21	12	3	3	4	2	3	5	5			2	2	16	12	6	9	11	7	9	5	3		
13	10	7	3	6	3	2	2	2	2	3	3	1			2	2	16	12	6	9	11						

AVERAGE QUARTER-HOUR AUDIENCES													TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)						DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)										
LADY OF HOUSE		TEENS		CHILDREN		WOMEN			MEN					TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL	18-34							18-49	TOTAL	18-34	18-49	TOTAL	18-34		
22	23	24	25	26	27	28	29	30	31	32	33	34		35	36	37	38	39	40	41	42	43	44	45		
1	1	1	1	1	1	LT	LT	LT	LT	LT	LT	LT	10.30	KING	11	10	83	61	26	41	49	16	31	15	5	
54	35	14	6	5	4	7	8	8	7	6	5	1	KIRO	12	11	89	70	30	48	51	19	35	10	5		
63	44	10	4	5	4	8	9	9	7	7	4	1	KOMO	15	15	122	96	44	68	70	31	49	20	12		
87	60	18	10	10	9	11	12	12	9	10	7	2	KTNT	1	2	13	9	1	2	9	1	2	1	1		
7	1					1	1	1	1	1			KTVW	1	1	11	7	4	6	7	5	7	2	1		
7	6	2	1	1	1	1	1	1	1	1			HUT-TOTALS*	42	42	318	243	105	165	186	72	124	48	24		
218	146	44	21	21	17	29	30	30	24	25	16	4	11.00	KING	9	9	73	55	22	35	43	15	27	9	3	
47	27	5	2	1	1	6	6	6	5	5	2		KIRO	10	9	72	54	22	37	42	15	28	7	4		
41	28	4	1	2	2	5	5	5	5	5	2		KOMO	12	12	93	68	27	45	54	21	36	12	6		
44	25	6	3	3	3	5	4	5	6	5	2	1	KTNT	1	1	10	6	1	2	7	2	4	1	1		
5	3	1	1			1	1	1	1	1			KTVW	1	1	9	6	3	5	6	5	6	1	1		
5	4	1				1	1	1	1	1			HUT-TOTALS*	33	33	257	189	75	124	152	58	101	30	13		
142	87	17	7	6	6	18	15	17	17	16	6	1	11.15	KING	8	8	63	48	17	29	36	13	22	5	1	
45	27	4	2			6	5	5	5	4	1		KIRO	8	7	56	41	15	27	35	11	21	4	2		
38	26	3	1	2	1	5	4	5	5	5	2		KOMO	8	8	65	42	12	24	40	14	24	6	3		
39	23	5	2	2	1	5	3	4	5	5	2		KTNT	1	1	10	5	2	3	8	3	6	1	1		
4	3	1	1			1	1	1	1	1			KTVW	1	1	7	5	3	4	5	4	5	1	1		
4	4	1	1			1	1	1	1	1			HUT-TOTALS*	26	26	201	141	49	87	124	45	78	17	6		
130	83	14	6	4	2	16	14	16	16	15	5	1	11.30	KING	7	7	53	38	14	23	31	13	21	4	1	
29	19	3	1			4	3	4	4	4	1		KIRO	6	5	42	29	11	20	25	9	16	3	2		
19	14	3	2	1	1	2	2	3	2	2	1		KOMO	6	6	45	29	9	17	28	10	16	4	2		
16	8	3	1	1		2	2	2	2	2	1		KTNT	1	1	10	5	1	3	8	3	6	1	1		
4	3	1	1			1	1	1	1	1			KTVW	1	1	7	5	2	4	5	4	5	1	1		
4	3	1	1			1	1	1	1	1			HUT-TOTALS*	21	20	157	106	37	67	97	39	64	13	4		
72	47	11	5	3	2	9	8	9	10	10	4	1	11.45	KING	6	5	44	28	11	19	27	13	19	3	1	
26	18	2				3	3	3	3	4	1		KIRO	4	3	27	17	8	13	15	6	11	3	2		
15	11	3	2	2	1	2	2	2	2	2	1		KOMO	3	3	26	17	6	10	16	5	8	3	1		
14	7	3	1	1	1	2	1	2	2	2	1		KTNT	1	1	10	4	1	3	8	3	5	1	1		
4	3	1	1			1	1	1	1	1			KTVW	1	1	7	5	2	4	5	3	5	1	1		
4	3	1	1			1	1	1	1	1			HUT-TOTALS*	15	15	114	71	28	49	71	30	48	11	3		
63	42	9	4	3	2	8	8	8	8	9	3	1	12.00	KING	5	4	36	23	9	15	22	10	16	2	1	
18	11	1				2	2	2	2	3			KIRO	3	3	23	14	7	11	13	5	9	3	2		
13	10	3	1	2	1	2	2	2	2	2	1		KOMO	3	3	22	15	6	9	15	6	8	3	1		
11	7	2	1			2	2	2	2	2	1		KTNT	**	**											
3	2					1	6	6	6	6	7	2	KTVW	1	1	6	4	2	3	5	3	4	4	3		
46	30	6	2	2	1	6	6	6	6	7	2		HUT-TOTALS*	12	12	93	59	25	40	60	26	40	9	3		
16	10	1				2	2	2	2	2			12.15	KING	4	4	29	17	7	11	17	8	12	1	1	
12	9	3	1	2	1	1	2	2	2	2	1		KIRO	3	3	21	13	6	10	12	5	8	3	2		
10	7	1				2	2	2	2	2			KOMO	2	2	20	14	6	9	14	6	8	2	2		
3	2					1	5	6	6	6	2		KTNT	1	1	5	4	2	3	5	3	4	4	2		
41	28	5	1	2	1	5	6	6	6	6	2		KTVW	1	1	5	4	2	3	5	3	4	4	2		
14	9	1				2	2	2	2	2			HUT-TOTALS*	11	10	75	48	21	33	48	22	32	6	2		
14	9	1				2	2	2	2	2			12.30	KING	3	3	26	15	7	10	14	7	10	1	1	
12	9	2	1	2	1	1	2	2	2	2	1		KIRO	3	2	20	12	6	9	12	5	8	3	2		
9	6	1				1	2	1	2	1			KOMO	2	2	18	13	6	9	13	6	8	1	1		
2	2					1	1	1	1	1			KTVW	1	1	5	3	1	2	5	3	4	4	2		
37	26	4	1	2	1	5	5	5	5	6	1		HUT-TOTALS*	10	9	69	43	20	30	44	21	30	5	2		
13	8	1				2	2	1	1	1			12.45	KING	3	3	22	14	6	9	11	6	8	1	1	
11	8	2	1	2	1	1	2	2	2	2	1		KIRO	3	2	20	12	6	9	12	5	8	2	2		
9	6	1	1			1	2	2	1	1			KOMO	2	2	17	12	5	8	12	5	7	1	1		
2	2					1	5	5	5	5	1		KTVW	1	1	5	3	1	2	5	3	4	4	2		
35	24	4	2	2	1	4	5	5	5	5	1		HUT-TOTALS*	9	8	64	41	18	28	40	19	27	4	2		
3	2	1				1	1	1	1	1			1.00	KING	2	2	13	9	4	6	7	4	5	1	1	
8	6	1		1	1	1	1	1	1	1			KIRO	2	2	17	10	5	7	11	5	7	2	2		
3	1					1							KOMO	1	1	11	8	4	5	7	4	4	1	1		
3	2								1	1			KTVW	1	1	5	3	2	2	5	3	4	4	2		
17	11	2		1	1	2	3	2	2	3	1		HUT-TOTALS*	7	6	46	30	15	20	30	16	20	4	2		
6	4	1		1	1	1	1	1	1	1			1.15	KIRO	2	2	13	7	4	6	8	4	5	1	1	
3	2					1	1	1	1	1			KOMO	1	1	5	4	2	2	3	2	2	2	1		
3	2					1	1	1	1	1			KTVW	1	1	5	3	2	2	5	3	4	4	1		
12	8	1		1	1	1	2	1	2	2			HUT-TOTALS*	4	4	23	14	8	10	16	9	11	1	1		
4	3	1		1	1	1			1	1			1.30	KIRO	1	1	10	5	3	4	6	3	4	1	1	
2	2					1	1	1	1	1			KTVW	1	1	5	3	2	2	5	3	4	4	1		
6	5	1		1	1	1	1	1	1	1			HUT-TOTALS*	3	3	15	8	5	6	11	6	8	1	1		
3	2	1		1	1				1	1			1.45	KIRO	1	1	7	4	2	3	4	2	3	1	1	
4	3	1		1	1				1	1			KTVW	**	**											
													HUT-TOTALS*	3	3	11	6	3	5	8	4	6	1	1		

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table B.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates - 4 Week Period Ending May 30, 1973

MONDAY-FRIDAY
10.30PM- 2.00AM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)														
		CURRENT		PRE-POST GUIDE							TOTAL					WOMEN					MEN				
		HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	SHARE & HUT F-M '73	SHARE & HUT JULY '72	SHARE & HUT NOV '72	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21			
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 6, Page 3)		LT		LT					1	1	1	1	1	1	1	1	1	1	1	1	1	1			
10.30	KING VARIOUS	11	26	10	25	26	27	31	81	127	108	60	25	40	27	40	20	48	16	30	23	35			
	KIRO VARIOUS	12	29	11	27	26	25	26	87	132	117	68	29	47	37	51	21	49	18	34	27	38			
	KOMO VARIOUS	15	37	15	37	40	35	37	118	189	161	93	42	65	49	66	28	68	29	47	38	51			
	KYNT #WHATS MY LINE	1	3	1	3	4	3	3	10	13	13	7	1	1	1	3	6	6	1	2	2	4			
	KTVW VARIOUS	1	3	1	3				11	17	14	7	4	6	5	6	1	7	5	7	5	5			
	HUT & TOTALS *	40		40		47	40	44	307	478	413	235	100	159	119	166	76	178	69	120	95	133			
11.00	KING #11.00 NEWSERVICE	8	29	8	30	29	28	30	65	94	88	50	18	30	25	39	20	38	13	23	19	29			
	KIRO #EYEWITNESS NEWS	8	30	7	27	27	28	27	58	84	78	42	15	28	24	33	14	36	12	22	19	27			
	KOMO #NEWS FINAL	9	32	9	32	35	33	31	68	94	85	44	12	25	22	33	19	41	14	24	18	28			
	KYNT #UNTOUCHABLES	1	4	1	4	6	6	7	10	14	13	5	2	3	3	2	8	3	6	6	4	6			
	KTVW VARIOUS	1	3	1	3	2			7	11	10	5	3	4	4	1	5	4	5	3	3	3			
	HUT & TOTALS *	27		27		30	28	27	208	297	274	146	50	90	74	114	56	128	46	80	63	93			
11.15	KING 11.00 NEWSERVICE	8	30	7	30	29X	28	30	60	84	80	46	16	27	23	35	19	34	12	21	17	26			
	KIRO #EYEWITNESS NEWS	8	30	7	27	26	28	26	54	77	72	39	14	26	23	31	13	33	10	19	17	24			
	KOMO #NEWS FINAL	8	31	8	31	34	33	32	62	85	78	39	11	23	20	29	16	39	14	23	17	26			
	KYNT #UNTOUCHABLES	1	4	1	4	6	6	7	10	14	13	5	1	3	3	4	2	8	3	6	5	6			
	KTVW VARIOUS	1	4	1	3	2			7	11	10	5	2	4	3	4	1	5	4	5	3	3			
	HUT & TOTALS *	25		25		27	26	24	193	271	253	134	44	83	72	103	51	119	43	74	59	85			
11.30	KING #TONIGHT SHOW	6	37	6	36	37	28	40	46	60	57	29	11	19	17	24	10	28	13	20	15	20			
	KIRO #CBS LATE MOV	4	25	4	23	21	23	20	30	41	36	19	8	14	12	16	5	17	7	12	10	12			
	KOMO #WRLD-ENTERTAINMT	4	22	3	21	30	36	23	28	39	35	18	6	10	7	11	8	17	5	8	6	10			
	KYNT #UNTOUCHABLES	1	6	1	6	7	6	10	10	13	12	4	1	3	3	4	1	8	3	5	4	6			
	KTVW VARIOUS	1	6	1	5	3			7	11	10	5	2	4	3	4	1	5	3	5	3	4			
	HUT & TOTALS *	16		16		18	19	17	121	164	150	75	28	50	42	59	25	75	31	50	38	52			
11.45	KING TONIGHT SHOW	5	39	5	37	39X	27	43	41	54	52	27	11	18	15	22	9	25	12	18	13	17			
	KIRO #CBS LATE MOV	3	23	3	22	22	24	17	24	33	28	15	7	12	10	13	3	13	5	9	8	9			
	KOMO #WRLD-ENTERTAINMT	3	21	3	22	26	36	20	24	35	31	16	5	9	6	10	7	15	5	8	6	9			
	KYNT #UNTOUCHABLES	1	6	1	7	8	8	11	9	13	12	4	1	3	3	4	1	8	3	5	4	6			
	KTVW VARIOUS	1	6	1	5	3			6	9	9	4	2	3	3	3	1	5	3	4	3	3			
	HUT & TOTALS *	14		14		15	17	15	104	144	132	66	26	45	37	52	21	66	28	44	34	44			
12.00	KING TONIGHT SHOW	4	37	4	35	41X	28	44	30	37	36	18	7	11	10	15	7	18	8	13	9	11			
	KIRO #CBS LATE MOV	3	26	3	25	23	25	20	21	30	25	13	6	10	9	11	3	12	5	8	7	8			
	KOMO #WRLD-ENTERTAINMT	3	23	2	23	25X	34	21	20	30	28	14	6	9	6	9	5	14	6	8	5	8			
	KYNT #NEWS, SPTS, WEA	-3		-3		6	6	4																	
	KTVW LATE MOVIE	1	6	1	5	4			5	9	9	4	2	3	2	3	1	5	3	4	3	3			
	HUT & TOTALS *	11		11		13	14	11	79	109	101	50	21	33	27	39	17	51	23	34	25	32			
12.15	KING TONIGHT SHOW	4	36	3	34	40X	27	45	28	32	31	16	7	10	9	14	6	15	7	10	8	10			
	KIRO #CBS LATE MOV	3	26	3	25	23	27	21	20	29	24	12	6	9	9	11	3	12	5	8	7	8			
	KOMO #WRLD-ENTERTAINMT	2	24	2	23	25X	33	21	19	27	26	13	6	9	6	8	4	12	6	8	5	8			
	KYNT LATE MOVIE	1	6	1	5	4			5	8	8	3	1	2	2	2	1	5	3	4	3	3			
	HUT & TOTALS *	10		10		12	14	11	72	96	89	44	20	30	26	35	14	45	21	30	23	29			
12.30	KING TONIGHT SHOW	3	32	3	31	39X	26	44	23	27	26	14	6	9	8	12	5	12	6	9	7	8			
	KIRO #CBS LATE MOV	3	29	2	28	26X	31	24	20	28	24	12	6	9	8	10	3	12	5	8	7	9			
	KOMO #WRLD-ENTERTAINMT	2	24	2	24	25X	33	18	17	25	24	12	5	8	5	7	4	12	5	7	4	7			
	KTVW LATE MOVIE	1	7	1	6	6			5	8	8	3	1	2	2	2	1	5	3	4	3	3			
	HUT & TOTALS *	9		9		11	11	9	65	88	82	41	18	28	23	31	13	41	19	28	21	27			
12.45	KING TONIGHT SHOW	3	31	3	31	39X	26	44	20	24	23	13	6	8	7	11	5	10	5	7	6	7			
	KIRO #CBS LATE MOV	3	29	2	28	26X	31	24	19	27	23	11	5	8	8	10	3	12	5	8	7	9			
	KOMO #WRLD-ENTERTAINMT	2	25	2	23	25X	33	18	16	24	23	12	5	8	5	7	4	11	5	6	3	6			
	KTVW LATE MOVIE	1	7	1	6	6			5	8	8	3	1	2	2	2	1	5	3	4	3	3			
	HUT & TOTALS *	9		8		10	11	8	60	83	77	39	17	26	22	30	13	38	18	25	19	25			
1.00	KING #FINAL	1	16	1	15	20	14	23	6	8	7	4	2	3	2	3	1	3	2	3	1	2			
	KIRO #CBS LATE MOV	2	44	2	44	48X	59	46	15	19	17	8	4	6	5	7	2	9	4	6	4	6			
	KOMO #NEWS:THOUGHT	1	18	1	15	13	14	5	7	7	4	2	2	1	2	2	3	2	2	1	2	2			
	KTVW LATE MOVIE	1	13	1	12	13			5	8	8	3	2	2	2	3	1	5	3	4	3	3			
	HUT & TOTALS *	5		4		5	5	4	31	42	39	19	10	13	10	15	6	20	11	15	9	13			
1.15	KIRO #CBS LATE MOV	2	42	1	38	55	67	56	11	15	13	6	3	5	4	5	1	7	3	4	3	4			
	KOMO VARIOUS	1	16	1	15	14			5	6	6	3	1	2	1	2	1	3	2	2	1	2			
	KTVW LATE MOVIE	1	16	1	15	14			5	6	6	3	2	2	2	3	1	5	3	4	3	3			
	HUT & TOTALS *	4		3		4	4	3	21	29	27	12	6	9	7	10	3	15	8	10	7	9			
1.30	KIRO VARIOUS	1	35	1	32	46	62		8	11	9	4	2	3	2	3	1	5	2	3	3	4			
	KTVW LATE MOVIE	1	16	1	18				4	8	8	3	1	2	2	2	1	5	3	4	2	3			
	HUT & TOTALS *	3		3		3	3	2	12	19	17	7	3	5	4	5	2	10	5	7	5	7			
1.45	KIRO VARIOUS	1	</																						

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK STATION	%		STATION TOTALS (000)										
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN					TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	NETRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-34	18-49	TOTAL	18-34							18-49	TOTAL	18-34	18-49	TOTAL	18-34		
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45				
1	1	1	1	1	1	LT	LT	LT	LT	LT	LT	LT	5.15	KCTS	1	1	1	1	1	1	1	1	1	1			
1	1	1	1	22	5	3	3	3	3	2	4	2	5.15	KING	2	1	13	2	1	1	1	1	1	22			
25	14	11	5	7	5	3	3	3	3	4	4	2	5.15	KIRO	5	5	44	27	10	16	19	7	11	11			
19	12	5	12	7	7	4	3	4	3	3	4	3	5.15	KOMO	6	6	46	30	11	19	20	9	12	12			
37	19	15	12	5	3	5	4	4	4	2	6	1	5.15	KTNT	7	8	66	43	14	23	25	5	10	16			
7	5	11	6	16	12	1	1	1	1	1	1	4	5.15	KTVW	3	3	22	8	3	6	4	2	3	11			
3	2	5	3	12	11	1	1	1	1	1	2	3	HUT-TOTALS*	2	2	15	4	2	3	3	3	3	6				
101	60	55	31	74	43	13	12	12	10	8	20	17	HUT-TOTALS*	26	27	206	114	41	68	72	26	39	57				
1	1	1	1	19	5	8	3	4	7	4	3	1	5.30	KCTS	1	1	12	2	1	1	1	9	16	1			
59	21	7	2	4	3	6	5	5	5	4	3	1	5.30	KING	8	8	65	45	10	19	36	11	16	9			
41	23	7	3	7	4	6	5	5	5	4	3	2	5.30	KIRO	8	7	54	38	13	22	29	11	16	10			
70	28	8	5	3	2	9	4	6	7	4	3	1	5.30	KOMO	9	10	82	58	14	26	40	8	16	12			
15	12	21	9	35	25	2	3	3	1	2	8	8	5.30	KTNT	4	4	35	14	8	12	7	4	6	16			
7	4	3	2	2	2	1	1	1	1	1	1	1	5.30	KTVW	2	2	13	7	3	5	5	3	4	4			
193	89	47	22	70	41	25	17	19	22	15	17	16	HUT-TOTALS*	33	34	261	164	49	85	118	35	58	52				
1	1	1	1	19	4	8	3	4	7	4	2	1	5.45	KCTS	1	1	11	1	1	1	1	12	22	1			
60	22	6	2	4	3	8	3	4	7	4	2	1	5.45	KING	11	11	86	63	9	22	53	12	22	7			
41	23	7	3	7	3	6	5	5	5	4	3	2	5.45	KIRO	9	8	62	45	17	25	39	13	20	7			
72	29	8	5	3	2	9	4	6	7	4	3	1	5.45	KOMO	12	12	98	74	14	30	54	11	21	8			
16	13	21	9	36	25	2	4	3	1	2	8	8	5.45	KTNT	6	6	48	20	13	18	11	6	9	21			
7	4	3	2	1	1	1	1	1	1	1	1	1	5.45	KTVW	1	1	11	10	4	7	7	3	4	3			
197	92	46	22	70	38	26	17	19	22	16	17	15	HUT-TOTALS*	41	41	316	213	58	103	164	45	76	47				
1	1	1	1	8	2	8	3	5	7	4	2	2	6.00	KCTS	1	1	8	1	1	1	1	12	22	1			
62	23	6	2	4	3	8	6	6	9	7	2	1	6.00	KING	11	11	87	64	9	23	53	12	22	6			
59	30	6	3	6	3	8	6	6	9	7	2	1	6.00	KIRO	11	9	75	54	19	29	52	17	26	7			
92	35	8	3	4	3	12	5	7	11	7	3	1	6.00	KOMO	13	14	115	85	14	33	67	14	28	8			
27	24	28	12	36	26	4	7	6	4	6	10	8	6.00	KTNT	8	7	59	28	19	25	21	13	18	25			
10	6	2	1	1	1	1	2	2	1	1	1	1	6.00	KTVW	1	1	11	11	5	8	7	3	4	3			
251	119	51	21	59	38	33	22	25	32	25	18	13	HUT-TOTALS*	46	45	355	243	67	119	200	59	98	50				
60	21	6	2	7	2	8	2	4	7	4	2	2	6.15	KCTS	**	1	5	1	1	1	53	11	22	1			
60	31	7	4	7	4	8	6	6	9	7	2	2	6.15	KING	11	11	87	63	8	22	53	11	22	6			
92	35	7	3	4	3	12	5	7	11	7	3	1	6.15	KIRO	13	11	88	64	20	33	65	21	33	7			
28	25	27	12	35	26	5	8	6	4	6	10	8	6.15	KOMO	15	16	131	95	15	36	80	17	35	8			
10	6	2	1	1	1	1	2	2	1	1	1	1	6.15	KTNT	9	9	69	37	25	33	31	20	28	28			
250	118	49	22	58	39	33	22	25	32	25	18	13	HUT-TOTALS*	50	50	392	272	75	133	235	71	121	52				
75	27	6	3	4	3	9	3	5	10	7	2	1	6.30	KCTS	**	**	101	70	9	24	64	14	28	6			
55	30	7	4	7	3	7	6	6	8	6	2	2	6.30	KING	13	12	85	62	20	32	60	19	30	7			
78	30	6	3	4	3	10	4	6	9	6	2	1	6.30	KIRO	12	11	89	62	14	33	73	16	31	7			
30	27	26	11	36	27	5	8	7	5	6	10	9	6.30	KOMO	14	15	120	90	14	33	73	16	31	7			
9	5	2	1	1	1	1	2	2	1	1	1	1	6.30	KTNT	9	9	70	38	25	34	32	21	29	27			
247	119	47	22	52	37	32	22	25	32	25	17	12	HUT-TOTALS*	50	50	392	272	74	131	235	73	122	49				
74	26	6	2	4	2	9	3	5	10	7	2	1	6.45	KCTS	**	**	113	77	11	27	74	17	33	6			
53	27	7	3	8	4	7	5	6	7	5	2	2	6.45	KING	14	14	109	82	12	30	64	17	26	7			
76	29	7	3	4	3	10	4	6	9	5	2	1	6.45	KIRO	11	10	80	57	18	30	54	17	26	7			
29	26	26	12	36	27	5	8	6	4	6	10	9	6.45	KOMO	13	14	109	82	12	30	64	17	26	7			
8	5	1	1	1	1	1	2	1	1	1	1	1	6.45	KTNT	9	9	71	38	25	34	33	21	29	26			
240	113	47	21	53	37	32	21	24	31	24	17	12	HUT-TOTALS*	49	50	386	265	72	129	231	72	118	48				
2	30	18	12	28	19	9	4	6	7	5	7	7	7.00	KCTS	**	**	109	73	11	28	64	15	27	12			
67	19	11	4	19	10	5	3	4	5	4	4	5	7.00	KING	14	14	109	73	11	28	64	15	27	12			
39	31	10	6	11	7	12	5	7	8	5	4	3	7.00	KIRO	10	9	71	49	14	25	46	14	23	9			
88	31	10	6	11	7	12	5	7	8	5	4	3	7.00	KOMO	14	14	114	88	15	32	61	13	24	9			
18	15	12	7	23	16	3	4	4	2	2	5	6	7.00	KTNT	7	7	56	30	20	26	23	14	20	19			
10	9	5	1	8	7	1	2	2	2	2	2	2	7.00	KTVW	2	2	16	11	6	9	9	5	7	3			
224	104	56	30	89	59	30	18	22	25	18	21	21	HUT-TOTALS*	47	48	369	252	66	120	205	62	103	52				
6	30	19	12	29	19	8	4	6	7	5	7	7	7.15	KCTS	1	1	6	2	1	4	2	2	3	3			
39	19	10	3	19	10	5	4	4	5	4	4	5	7.15	KING	14	13	106	70	13	30	53	13	22	19			
87	31	10	6	11	7	12	6	7	8	5	4	3	7.15	KIRO	8	8	63	42	12	21	39	12	20	11			
18	15	12	7	22	16	3	4	4	2	2	4	5	7.15	KOMO	15	15	119	95	18	34	60	12	23	10			
10	8	5	1	9	7	1	2	2	2	2	2	2	7.15	KTNT	5	5	40	23	14	19	13	7	10	12			
222	103	56	29	90	59	29	19	22	24	18	21	21	HUT-TOTALS*	46	47	355	243	63	114	181	53	89	57				
7	33	17	10	23	18	1	6	7	1	1	6	5	7.30	KCTS	1	1	8	5	1	5	2	2	3	3			
41	24	21	9	62	34	5	5	5	5	4	8	15	7.30	KING	13	13	105	72	17	33	52	14	23	18			
60	28	14	7	21	13	8	5	6	8	6	5	5	7.30	KIRO	9	9	72	42	15	24	38	12	21	15			
17	12	10	8	13	9	3	3	3	2	2	4	3	7.30	KOMO	14	14	109	80	17	32	60	15	26	12			
10	8	5	1	10	9	1	2	2	2	2	2	2	7.30	KTNT	5	5	38	23	12	17	12	6	8	11			
202	107	67	35	129	83	27	21	22	24	19	25	30	HUT-TOTALS*	45	46	354	233	68	116	179	56	92	61				
													8.00	KCTS	2	2	13	10	2								

NSI Average Week Estimates - 4 Week Period Ending May 30, 1973

MONDAY-FRIDAY
5.15PM- 8.00PM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME	STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)																
			HOUSE-HOLD RATING	SHARE	CURRENT		PRE-POST GUIDE					TOTAL HOUSE HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN								
					1	2	3	4	5	6	7				8	9	10	TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64
RELATIVE ERROR THRESHOLDS, 50% & OVER. (See Table 8, Page 3)																												
5.15	KCTS	EDUCATION SCHED	2	6	2	6	TX				13	26	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	KING	#BETTER MOVIE	6	21	6	20	16	35	18	45	66	48	28	10	16	11	18	12	20	7	11	8	13	14	15	16	17	18
	KIRO	BIG MONEY MOVIE	6	24	6	21	18	24	17	46	74	50	30	10	19	15	23	11	20	9	12	8	14	15	16	17	18	19
	KOMO	80MANZA	8	29	8	31	29	32	66	89	69	43	14	22	11	20	21	26	5	10	7	15	16	17	18	19	20	21
	KTNT	BEV HILLBILLIES	3	11	3	10	20	8	22	22	39	12	8	3	6	5	5	2	4	2	3	2	3	3	3	3	3	3
	KTVW	LONE RANGER	2	8	2	7	7X			15	24	7	4	2	3	2	3	1	3	3	3	1	1	1	1	1	1	1
		HUT & TOTALS *	26		27		35	28	36	207	318	189	115	40	67	45	70	48	74	26	39	26	47	47	47	47	47	47
5.30	KCTS	EDUCATION SCHED	1	3	1	3	4X			11	21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	KING	#5.30 NEWSERVICE	11	27	11	26	25	40	27	85	125	114	62	9	21	19	43	41	52	11	21	16	33	33	33	33	33	33
	KIRO	#EYEWIT NWS EARLY	9	23	8	19	14X			19	14	61	97	83	16	25	17	31	20	38	13	20	15	26	26	26	26	26
	KOMO	NEWS HOUR	11	28	12	30	28X			27	31	97	138	127	13	29	20	42	44	54	10	21	16	35	35	35	35	35
	KTNT	I DREAM-JEANNIE	6	15	6	14	21	8	19	47	85	29	19	12	17	11	13	2	10	6	9	7	8	8	8	8	8	8
	KTVW	MIKE DOUGLAS SHW	1	3	1	3	3	4	11	21	16	10	4	7	4	6	3	6	3	6	3	4	2	4	4	4	4	4
		HUT & TOTALS *	40		40		48	34	47	312	487	370	210	55	100	72	136	110	160	43	75	56	106	106	106	106	106	106
5.45	KCTS	EDUCATION SCHED	1	3	1	3	4X			11	21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	KING	#5.30 NEWSERVICE	11	27	11	26	26	40	27	87	126	116	63	9	22	20	44	41	53	12	22	17	34	34	34	34	34	34
	KIRO	#EYEWIT NWS EARLY	9	22	8	19	14X			19	14	61	97	84	17	25	17	31	20	39	13	20	15	27	27	27	27	27
	KOMO	NEWS HOUR	12	28	12	30	28X			28	30	99	140	129	14	30	21	44	45	54	11	21	17	35	35	35	35	35
	KTNT	I DREAM-JEANNIE	6	15	6	14	21	8	19	48	88	31	20	13	18	12	14	2	11	6	9	7	8	8	8	8	8	8
	KTVW	MIKE DOUGLAS SHW	1	3	1	3	3	4	10	21	17	10	4	7	4	6	3	7	3	7	3	4	2	4	4	4	4	4
		HUT & TOTALS *	41		41		49	35	48	317	494	378	214	58	103	75	140	111	164	45	76	58	108	108	108	108	108	108
6.00	KCTS	EDUCATION SCHED	1	1	1	1	1X			5	10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	KING	#5.30 NEWSERVICE	11	22	11	22	24	31	24	87	127	117	64	9	23	21	44	41	53	11	22	17	35	35	35	35	35	35
	KIRO	WALTER CRONKITE	13	25	11	22	19X			21	18	88	139	127	63	32	23	45	31	64	20	32	27	46	46	46	46	46
	KOMO	ABC EVENING NEWS	15	30	16	33	32X			30	35	131	185	173	94	14	35	29	60	59	79	16	34	30	56	56	56	56
	KTNT	#STAR TREK	9	19	9	17	19	13	18	69	130	66	36	24	32	18	20	4	30	20	27	16	19	19	19	19	19	19
	KTVW	MIKE DOUGLAS SHW	2	3	2	3	3	2	12	21	18	12	6	8	5	8	4	6	2	3	2	2	2	2	2	2	2	2
		HUT & TOTALS *	50		50		57	45	56	392	612	502	270	74	131	97	178	139	232	69	118	92	160	160	160	160	160	160
6.15	KCTS	EDUCATION SCHED	-3		1	1	1X			5	7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	KING	#5.30 NEWSERVICE	11	22	11	22	24	31	24	87	125	115	62	7	21	19	43	41	53	11	22	17	35	35	35	35	35	35
	KIRO	WALTER CRONKITE	13	25	11	22	19X			21	19	88	144	130	65	20	33	23	45	32	65	21	33	28	47	47	47	47
	KOMO	ABC EVENING NEWS	15	31	16	33	32X			30	35	131	187	176	96	15	36	29	61	60	80	17	35	30	56	56	56	56
	KTNT	#STAR TREK	9	18	9	17	19	14	18	69	130	68	37	25	33	18	20	4	31	20	28	17	20	20	20	20	20	20
	KTVW	MIKE DOUGLAS SHW	2	3	2	3	3	2	12	21	18	12	6	8	5	8	4	6	2	3	2	2	2	2	2	2	2	2
		HUT & TOTALS *	50		50		58	44	57	392	614	507	272	73	131	94	177	141	235	71	121	94	162	162	162	162	162	162
6.30	KCTS	EDUCATION SCHED	-3		-3		X			34	27	114	162	152	77	11	27	25	54	50	75	17	33	28	53	53	53	53
	KING	#NBC NIGHTLY NEWS	15	29	14	28	27	34	27	114	162	152	77	11	27	25	54	50	75	17	33	28	53	53	53	53	53	53
	KIRO	EYEWITNESS NEWS	12	23	10	20	17X			20	19	81	127	113	58	19	31	22	40	27	55	17	27	22	38	38	38	38
	KOMO	NEWS HOUR	13	26	14	27	30X			28	31	109	158	148	83	12	30	24	52	53	65	14	26	22	45	45	45	45
	KTNT	#STAR TREK	9	19	9	18	19	14	17	71	133	71	38	25	34	19	21	4	33	21	29	18	21	21	21	21	21	21
	KTVW	MIKE DOUGLAS SHW	2	3	1	3	2	2	11	20	17	11	6	8	5	7	3	6	3	6	3	4	2	4	4	4	4	4
		HUT & TOTALS *	50		50		59	44	57	388	600	501	267	73	130	95	174	137	234	72	119	92	161	161	161	161	161	161
6.45	KCTS	EDUCATION SCHED	-3		-3		X			34	28	112	159	149	76	10	26	24	53	50	73	16	32	27	52	52	52	52
	KING	#NBC NIGHTLY NEWS	14	29	14	28	27	34	28	112	159	149	76	10	26	24	53	50	73	16	32	27	52	52	52	52	52	52
	KIRO	EYEWITNESS NEWS	11	23	10	20	17X			19	19	79	122	107	55	17	29	20	38	26	52	16	25	20	36	36	36	36
	KOMO	NEWS HOUR	13	26	14	27	30X			28	30	108	153	142	80	12	30	23	51	50	62	14	26	21	43	43	43	43
	KTNT	#STAR TREK	10	19	9	18	19	14	16	71	132	70	37	25	33	18	20	4	33	21	29	18	21	21	21	21	21	21
	KTVW	MIKE DOUGLAS SHW	1	3	1	2	2	3	10	19	17	11	5	8	4	7	3	6	3	6	3	4	2	4	4	4	4	4
		HUT & TOTALS *	49		49		58	44	57	381	585	485	259	69	126	89	169	133	226	70	116	88	156	156	156	156	156	156
7.00	KCTS	EDUCATION SCHED	1	1	1	1	X			5	6	6	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
	KING	#TRUTH OR CONSEQ	14	30	13	28	36	40	32	105	170	124	70	12	30	26	48	40	54	13	22	18	35					

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)							DESIGNATED MARKET AREA %							TIME BREAK		%		STATION TOTALS (000)									
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL. DRGN (2-11)	STATION	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING	TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL. DRGN (2-11)	
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	12-17	2-11	35	36	37	38	39	40	41	42	43	44	45				
1	1	1	1	1	1	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	1	1	1	1	1	1	1	1				
6	2			4																							
36	19	2	1	11	2	5	3	4																			
57	32	5	3	11	4	8	8	8	4	3	1	2	3														
6	6			4	1																						
105	59	7	4	20	3	14	12	13	5	4	3	4															
12.30	KCTS	2	**	12																			18				
	KING	1	1	10																			1				
	KIRO	6	5	43																			1				
	KOMO	10	10	82																			11				
	KTNT	1	**	5																			3				
	KTVW	1	1	8																			5				
	HUT-TOTALS*	21	20	160																			33				
12.45	KCTS	**	**	10																							
	KING	1	1	10																							
	KIRO	6	5	42																							
	KOMO	10	10	81																							
	KTNT	**	**	5																							
	KTVW	1	1	8																							
	HUT-TOTALS*	20	19	148																			20				
1.00	KCTS	**	**	20																							
	KING	2	2	20																							
	KIRO	5	4	34																							
	KOMO	10	9	75																							
	KTNT	**	**	5																							
	KTVW	1	1	8																							
	HUT-TOTALS*	19	19	145																			13				
1.30	KCTS	**	**	33																							
	KING	3	4	33																							
	KIRO	4	3	25																							
	KOMO	9	8	63																							
	KTNT	1	1	5																							
	KTVW	1	1	9																							
	HUT-TOTALS*	18	18	137																			8				
2.00	KCTS	**	**	28																							
	KING	3	4	28																							
	KIRO	4	3	25																							
	KOMO	8	7	56																							
	KTNT	1	1	5																							
	KTVW	1	1	9																							
	HUT-TOTALS*	16	16	125																			9				
2.30	KCTS	**	**	24																							
	KING	2	3	24																							
	KIRO	4	3	28																							
	KOMO	6	6	47																							
	KTNT	**	**	5																							
	KTVW	1	1	8																							
	HUT-TOTALS*	14	14	111																			9				
3.00	KCTS	**	**	26																							
	KING	3	3	26																							
	KIRO	4	3	28																							
	KOMO	8	8	67																							
	KTNT	**	**	7																							
	KTVW	2	2	14																							
	HUT-TOTALS*	17	18	139																			8				
3.30	KCTS	**	**	29																							
	KING	3	4	29																							
	KIRO	4	4	32																							
	KOMO	10	10	83																							
	KTNT	1	**	7																							
	KTVW	3	3	20																							
	HUT-TOTALS*	22	22	172																			23				
4.00	KCTS	**	**	34																							
	KING	4	4	34																							
	KIRO	5	5	40																							
	KOMO	7	7	59																							
	KTNT	1	1	12																							
	KTVW	2	2	16																							
	HUT-TOTALS*	21	22	169																			7				
4.30	KCTS	2	2	15																							
	KING	4	4	36																							
	KIRO	6	6	45																							
	KOMO	7	7	58																							
	KTNT	1	1	10																							
	KTVW	3	2	17																							
	HUT-TOTALS*	23	23	181																			26				
5.00	KCTS	2	2	14																							
	KING	5	5	40																							
	KIRO	6	6	46																							
	KOMO	8	8	67																							
	KTNT	2	2	16																							
	KTVW	3	2	18																							
	HUT-TOTALS*	25	26	201																			24				

TIME PERIOD AUDIENCES

N.B. All data should be used recognizing the sampling error described in Section IV. In addition, 4-week average audience estimates equal to or less than the level shown on the threshold line have a relative error of 50% or more. For additional relative error thresholds, including R. E. for audiences based on less than 4-weeks, see Table 8.
 ** See Quarter-Hour/Half-Hour detail.

NSI Average Week Estimates - 4 Week Period Ending May 30, 1973

MONDAY-FRIDAY
12.30PM- 5.15PM

AVERAGE QUARTER-HOUR AUDIENCES

START TIME	STATION (WEEKS)	PROGRAM	METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)												
			HOUSEHOLD RATING	SHARE	CURRENT		PRE-POST GUIDE					TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN				
					HOUSEHOLD RATING	SHARE	SHARE & HUT F M 73	SHARE & HUT JULY 72	SHARE & HUT NOV 72	11	12				13	14	15	16	17	18	19	20	21	
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table B, Page 3)																								
12.30	KCTS	EDUCATION SCHED	1	3	-0.3		X					1	1	1	1	1	1	1	1	1	1	1		
	KING	TAKE TIME	1	7		1	6	8X	23	8	10	10	10	7	1	2	2	3	5	3				
	KIRO	AS WORLD TURNS	6	29		5	27	20X	26	26	43	44	41	38	8	19	17	28	19	3	3			
	KOMO	SPLIT SECOND	10	52		10	53	53X	43	41	81	112	96	66	25	39	25	42	27	30	10	10		
	KTNT	NEW ZOO REVUE	1	3	-0.3			5	5	17	3	4												
	KTVW	MORN NWS&DBL FTR HUT & TOTALS *	1	5		1	5	5	NR	8	11	11	6	4	4	6	5	5	5	5	4	3		
			20--			19		22	22	20	149	185	158	117	38	66	49	78	51	41	14	20		
12.45	KCTS	EDUCATION SCHED	-0.3		-0.3		X																	
	KING	TAKE TIME	1	7		1	6	8X	23	8	10	10	10	7	1	2	2	3	5	3				
	KIRO	AS WORLD TURNS	6	29		5	27	20X	26	26	41	40	38	36	8	18	16	26	18	2	2			
	KOMO	SPLIT SECOND	10	53		10	54	54X	42	41	81	108	93	66	25	38	24	41	28	27	8	11		
	KTNT	NEW ZOO REVUE	-0.3		-0.3			5	5	17														
	KTVW	MORN NWS&DBL FTR HUT & TOTALS *	1	6		1	5	5	NR	8	11	11	6	4	6	5	5	5	5	5	4	3		
			20--			19		22	21	20	146	175	152	115	38	64	47	75	51	37	12	17		
1.00	KCTS	EDUCATION SCHED	-0.3		-0.3		X																	
	KING	DOCTORS	3	16		4	20	17X	19	25	30	30	30	27	10	17	15	21	10	3				
	KIRO	GUIDING LIGHT	4	21		3	18	14X	24	19	27	29	27	26	9	15	13	19	11	1	1			
	KOMO	ALL MY CHILDREN	9	49		8	46	49X	46	43	68	84	76	62	30	42	27	38	20	14	7	6		
	KTNT	GALLOPING GOURMET	1	4		1	4	7X	5	7	6	6	6	4	1	1	2	3	2	2				
	KTVW	MORN NWS&DBL FTR HUT & TOTALS *	1	5		1	5	5	NR	8	11	11	5	2	4	4	5	1	6	4	2			
			19--			18		20	17	17	141	162	150	124	52	79	59	85	45	26	12	13		
1.30	KCTS	EDUCATION SCHED	-0.3		-0.3		X																	
	KING	#ANOTHER WORLD	4	22		5	26	23X	17	23	36	36	35	30	13	22	19	23	8	5				
	KIRO	#EDGE OF NIGHT	3	19		3	16	12X	21	15	23	25	23	21	8	13	11	17	8	2	1			
	KOMO	#LETS MAKE A DEAL	8	46		7	42	49X	50	53	58	69	59	42	11	18	13	25	24	17	4	7		
	KTNT	PERRY MASON	1	3		1	3	4	6	4	4	6	6	5	3	3	3	1	2	1				
	KTVW	MORN NWS&DBL FTR HUT & TOTALS *	1	7		1	6	4	NR	9	12	12	6	3	5	5	6	1	6	4	3			
			17--			17		20	16	18	131	150	136	105	38	61	48	72	44	31	8	14		
2.00	KCTS	EDUCATION SCHED	-0.3		-0.3		X																	
	KING	#PEYTON PLACE	2	12		3	17	15X	9	16	21	21	20	17	6	11	8	11	6	3				
	KIRO	#SECRET STORM	4	26		3	22	14	20	19	28	31	29	25	11	16	14	20	9	4	1			
	KOMO	#NEWLYWED GAME	7	47		7	45	53X	58	53	54	65	55	39	11	18	13	24	21	16	3	2		
	KTNT	PERRY MASON	1	4		1	3	4	8	4	5	6	6	4	4	4	1	2	2					
	KTVW	FUGITIVE	1	6		1	6	7X	NR	4	8	12	10	5	3	4	4	5	1	5	3			
			15--			15		20	15	18	116	135	120	92	35	53	40	62	39	28	7	14		
2.30	KCTS	EDUCATION SCHED	-0.3		-0.3		X																	
	KING	#SOMERSET	3	19		3	24	14X	18	17	27	31	26	23	10	16	11	16	7	3				
	KIRO	#HOLLYWOS TALKING	4	28		4	25	17	19	15	29	37	30	23	10	15	11	16	8	7	3			
	KOMO	#DATING GAME	6	41		5	38	51X	51	52	42	52	40	30	9	14	11	18	16	10	2			
	KTNT	DDN ST THOMAS	-0.3		-0.3			3X	4	4														
	KTVW	FUGITIVE	1	7		1	7	8X	NR	6	9	12	9	5	3	4	3	4	1	4	3			
			14			14		17	13	16	109	134	107	82	32	49	36	55	33	25	8	14		
3.00	KCTS	EDUCATION SCHED	-0.3		-0.3		X																	
	KING	#DAYS-OUR LIVES	3	14		3	15	13X	13	19	26	29	26	22	9	16	12	15	6	4				
	KIRO	#PRICE IS RIGHT	3	16		3	15	7	20	13	27	41	24	17	6	10	8	13	7	7	2			
	KOMO	#GENERAL HOSPITAL	11	52		11	53	58X	60	55	93	115	95	83	31	44	29	47	39	12	4			
	KTNT	BRAKEMAN BILL SH	1	2		-0.3		7	3	6	4	6	6											
	KTVW	F TR/DP	3	14		3	12	12X	NR	4	20	34	11	6	3	5	3	3	1	5	3			
			21			22		25	20	27	171	226	157	129	50	76	53	79	53	28	9	14		
3.30	KCTS	EDUCATION SCHED	-0.3		-0.3		X																	
	KING	BETTER MOVIE	4	17		4	17	16X	16	24	32	46	33	21	8	12	8	13	9	12	5			
	KIRO	BIG MONEY MOVIE	5	24		5	21	18X	26	14	37	58	38	26	10	17	12	18	9	12	4			
	KOMO	#ONE LIFE TO LIVE	9	39		9	40	42X	42	38	70	84	66	58	23	31	19	33	27	8	2			
	KTNT	#JCKERS WILD	1	6		1	5	9	8	11	11	16	7	4	1	2	2	4	2	3	1			
	KTVW	VARIOUS	3	12		2	11	12X	NR	8	19	35	9	3	2	3	2	2	2	6	4			
			22			22		25	18	27	170	241	154	113	44	66	43	70	47	41	15	20		
4.00	KCTS	EDUCATION SCHED	2	9		2	8	8X	3	8	15	27	2	2	1	1	1	1	1	15	6			
	KING	BETTER MOVIE	4	19		4	20	19X	37	20	36	54	39	24	9	15	10	15	9	15	6			
	KIRO	BIG MONEY MOVIE	6	28		5	25	22X	28	19	43	70	46	30	11	19	14	21	11	16	8			
	KOMO	#LOVE AMER STYLE	6	27		6	28	23X	23	29	48	61	35	27	12	17	9	15	10	8	2			
	KTNT	#10,000 PYRAMID	1	7		1	6	13	5	17	12	18	8	5	2	4	3	5	1	3	1			
	KTVW	VARIOUS	2	9		2	7	11X	NR	8	13	23	5	2	2	2	2	2	2	3	3			
			21			21		26	22	28	167	253	135	90	37	58	39	59	32	45	20	28		
4.30	KCTS	EDUCATION SCHED	2	8		2	7	9X	3	9	15	29	2	2	1	1	1	1	1	15	6			
	KING	BETTER MOVIE	4	17		5	18	16	31	18	37	54	39	24	9	15	11	15	9	15	6			
	KIRO	BIG MONEY MOVIE	6	25		6	23	18	26	17	46	73	49	32	12	21	15	23	11	17	8			
	KOMO	BONANZA	8	32		9	34	31	27	35	69	97	69	45	15	24	12	21	21	24	5			
	KTNT	#TENNESSEE TUXEDO	1	5		1	4	10	6	16	9	15	2	2	1	1	1	2	1					
	KTVW	SUPERMAN	3	13		3	10	12X			21	38	10	5	4	5	3	3	3	5	5			
			24			25																		

AVERAGE QUARTER-HOUR AUDIENCES														TIME BREAK-ADJACENT QUARTER-HOUR AUDIENCES													
STATION TOTALS (000)														DESIGNATED MARKET AREA %													
LADY OF HOUSE		TEENS			CHILDREN		WOMEN			MEN			TOTAL		TIME BREAK STATION	%		STATION TOTALS (000)									
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	METRO HOUSE-HOLD RATING	DMA HOUSE-HOLD RATING		TOTAL HOUSE-HOLDS	WOMEN			MEN			TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)			
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		37	38	39	40	41	42	43	44	45			
1	1	1	1	1	1	LT	LT	LT	LT	LT	LT	LT				1	1	1	1	1	1	1	1				
2	1																										
32	15	3	1	1	3	3	1	2	3	2	1	1															
7	5	1	1	1	3	1	1	1	1	2	1	1															
39	20	4	2	4	3	5	3	4	3	2	1	1															
42	19	3	1	2	2	5	2	4	4	2	1	1															
5	5	8	4	86	42	1	1	1	1	2	1	3															
2	2	2	2	13	10	6	4	5	4	1	1	3															
50	26	13	5	101	54	6	4	5	4	3	5	24															
49	23	8	4	93	39	6	3	4	3	2	3	22															
4	4	4	2	3	2	1	1	1	1	2	2	1															
7	4	4	2	3	2	1	1	1	1	1	1	3															
2	2	1	1	13	8	1	1	1	1	1	1	3															
62	33	13	6	109	49	8	5	6	4	3	5	26															
49	21	1	1			6	3	4	3	2																	
3	3	3	2	57	13	1	1	1	1	1	1	14															
11	7	2	2	1	1	1	1	1	1	1	1	1															
2	2	2	2	10	4	1	1	1	1	1	1	2															
65	33	6	5	69	18	8	4	6	4	3	2	17															
36	17	2	2	1		5	4	4	1	1	1	1															
30	19	1	1	4	1	1	1	1	1	1	1	1															
12	6	1	1	1	1	1	1	1	1	1	1	1															
78	42	3	3	8	1	10	7	8	3	1	1	2															
28	17	2	1	4	1	4	4	4	2	1	1	1															
24	14	2	1	1	1	3	2	3	1	1	1	1															
21	12	2	2	1	1	3	3	3	1	1	1	1															
75	45	4	3	8	2	10	9	9	4	3	1	2															
1	1	2	1	4		3	1	2	2		1	1															
24	9	2	1	3	1	3	1	2	2		1	1															
30	21	3	3	7	2	4	5	4	1	1	1	2															
21	13	3	3	1	1	3	3	3	1	1	1	1															
78	46	5	4	15	4	10	10	9	4	2	1	4															
53	24	3	1	5	1	7	4	4	3	2	1	1															
19	15	3	3	1	1	3	3	3	1	1	1	1															
20	12	3	3	2	1	3	3	3	1	1	1	1															
2	2	3	3	1	1	3	3	3	1	1	1	1															
94	53	6	4	10	2	12	10	10	5	3	2	2															
45	17	4	2	2	1	6	3	3	3	2	2																
11	9	3	3	2	1	2	2	2	1	1	1	1															
19	11	3	3	2	1	3	2	2	1	1	1	1															
3	3	3	3	1	1	3	3	3	1	1	1	1															
78	40	7	5	9	2	10	8	8	4	3	2	2															
1	1	3	2	30	4	5	2	2	3	1	1	7															
37	12	3	2	1		2	2	2	1	1	1	1															
18	11	4	3	1		2	2	2	1	1	1	1															
17	11	4	3	10	4	3	3	3	1	1	2	2															
4	3	7	5	42	8	10	7	7	4	3	3	10															
77	38	7	5	42	8	10	7	7	4	3	3	10															
1	1			32	4	1						8															
7	2	2	1	1		4	2	3	1	1	1	1															
31	16	2	1	1		4	2	3	1	1	1	1															
59	29	5	3	10	3	8	7	7	4	3	2	2															
6	1	1	1	1		1	1	1	1	1	1	1															
5	5	7	4	44	7	15	10	11	6	5	3	10															
109	54	7	4	44	7	15	10	11	6	5	3	10															
2	1			31	3	1						7															
6	2	2	1	1		4	2	3	2	1	1	1															
32	16	2	1	1		8	7	7	4	3	2	2															
59	29	5	3	10	3	8	7	7	4	3	2	2															
5	1	1	1	1		1	1	1	1	1	1	1															
5	5	7	4	43	6	14	10	11	7	5	3	10															
109	54	7	4	43	6	14	10	11	7	5	3	10															
6.30 KING																											
KIRO																											
KOMO																											
HUT-TOTALS*																											
7.00 KING	**	**																									
KIRO	**	**																									
KOMU	**	**																									
HUT-TOTALS*	4	4																									
7.30 KING	7	6																									
KIRO	4	4																									
KOMO	**	**																									
KTVW	**	**																									
HUT-TOTALS*	12	12																									
8.00 KING	8	8																									
KIRO	8	7																									
KOMO	**	**																									
KTVW	2	1																									
HUT-TOTALS*	19	18																									
8.30 KCTS	**	**																									
KING	8	9																									
KIRO	7	6																									
KOMO	2	2																									
KTVW	1	1																									
HUT-TOTALS*	19	18																									
9.00 KCTS	**	**																									
KING	7	7																									
KIRO	6	5																									
KOMO	2	2																									
KTVW	**	**																									
HUT-TOTALS*	17	17																									
9.30 KCTS	**	**																									
KING	5	6																									

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

TIME PERIOD AUDIENCES

MONDAY-FRIDAY		AVERAGE QUARTER-HOUR AUDIENCES																					
6.30AM-12.30PM		METRO AREA %		DESIGNATED MARKET AREA %							STATION TOTALS (000)												
START TIME	STATION (WEEKS)	PROGRAM	CURRENT		PRE-POST GUIDE					TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN					
			HOUSEHOLD RATING	SHARE	SHARE & HUT F.M. '73	SHARE & HUT JULY '72	SHARE & HUT NOV '72	TOTAL	18-34				18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64		
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
RELATIVE ERROR THRESHOLDS, 50% & OVER: (See Table 8, Page 3)																							
6.30	KING	TELCRSE: B DONOVN	--3																				
	KIRO	SUNRISE SEMESTER	--3				X																
	KOMO	VARIOUS	--3				X																
		HUT & TOTALS *	1	1	1	1	1	1	1	5	2	2	2		1	1	2	1					
7.00	KING	TODAY SHOW	6	75	5	71	76X	69	67	43	54	50	33	6	15	12	21	18	17	2	6	4	10
	KIRO	MORNING NEWS	2	20	1	18	14X	27	25	12	16	12	9	5	6	4	5	3	3	1	1		
	KOMO	VARIOUS	--3				X																
		HUT & TOTALS *	8--	8	8	8	8	5	7	56	71	63	42	11	21	16	26	21	21	3	7	4	10
7.30	KING	TODAY SHOW	7	43	7	44	42X	51	38	58	73	68	42	8	19	16	28	23	26	4	11	8	15
	KIRO	J P PATCHES	8	44	7	42	43X	28	43	55	101	7	6	4	5	4	5	1	1				
	KOMO	VARIOUS	--3				12	18	14														
	KTVW	BLAIDON-PAL CRTN	2	9	1	7	NR	NR		11	20	5	2	1	2	2	2	2	3	2	3	2	2
		HUT & TOTALS *	17--	17	17	18	18	8	16	127	195	81	51	13	26	22	36	25	30	6	15	11	18
8.00	KING	TODAY SHOW	8	44	8	44	38X	50	39	66	75	75	52	11	23	18	32	29	23	2	10	9	15
	KIRO	J P PATCHES	7	39	7	38	47X	25	47	56	107	6	5	3	4	4	5	1	1				
	KOMO	PETTICAT JUNCTN	2	9	2	8	11	16	9	12	16	9	7	2	4	4	6	3	2				
	KTVW	BLAIDON-PAL CRTN	2	8	1	6	NR	NR		10	20	6	2	1	2	2	2	4	4	3	4	3	3
		HUT & TOTALS *	19--	19	19	20	11	16	144	218	96	66	17	33	28	45	33	30	30	5	15	13	20
8.30	KCTS	EDUCATION SCHED	--3																				
	KING	TODAY SHOW	8	47	9	48	40X	49	42	69	73	72	51	10	21	17	32	30	21	1	7	6	13
	KIRO	CAPTAIN KANGAROO	6	31	5	30	37X	28	39	42	66	6	6	2	4	3	4	2					
	KOMO	NOT 4 WOMEN ONLY	2	12	2	11	17	16	13	15	19	16	11	2	7	7	10	4	5	2	3	2	3
	KTVW	BLAIDON-PAL CRTN	1	7	1	6	NR	NR		9	15	5	2	1	2	2	2	2	3	2	3	2	2
		HUT & TOTALS *	18--	18	20	12	15	136	174	99	70	15	34	29	48	36	29	30	29	5	13	10	18
9.00	KCTS	EDUCATION SCHED	--3																				
	KING	EDUCATION SCHED	6	38	6	38	39X	34	36	48	50	47	41	12	19	12	22	22	6		1	1	3
	KIRO	DYNAMS PLACE	6	39	6	36	33X	39	38	45	45	41	30	10	19	17	23	11	11	1	3	3	6
	KOMO	MORNING NEWS	2	14	2	14	14	18	14	18	19	18	12	3	6	6	8	6	6	2	3	2	3
	KTVW	PROJECT 13	--3				5	NR															
		HUT & TOTALS *	15--	16	19	14	14	114	117	106	83	25	44	35	53	39	23	23	3	7	6	12	12
9.30	KCTS	EDUCATION SCHED	--3																				
	KING	EDUCATION SCHED	5	33	5	33	36	26	39	40	49	43	31	14	19	11	18	12	12	2	4	2	5
	KIRO	BEWITNESS NEWS	5	34	5	31	28X	32	31	37	37	36	25	7	14	13	18	11	11	1	3	3	6
	KOMO	MORNING MOVIE	4	26	4	27	20X	27	19	32	36	33	24	10	14	10	16	10	9	4	6	5	7
	KTVW	STUMP THE STARS	--3				NR	NR															
		HUT & TOTALS *	14--	15	18	16	14	113	129	117	82	32	49	36	54	33	35	35	35	9	16	12	20
10.00	KCTS	EDUCATION SCHED	1	3	1	3	6X	6	6	4	6	2	2	2	2	1	1						
	KING	SALE OF CENTURY	5	32	5	31	38X	44	50	38	43	38	26	5	9	7	16	17	12	1	2	2	6
	KIRO	GAMBIT	5	32	5	32	27X	24	16	38	48	41	33	15	22	15	20	11	8	1	2	2	3
	KOMO	MORNING MOVIE	4	26	4	26	20X	24	20	31	34	30	10	15	10	15	8	7	4	5	4	4	6
	KTVW	VIP J CARSON	--3				NR	NR															
		HUT & TOTALS *	15--	15	18	18	14	114	135	115	86	33	50	35	54	36	29	29	8	11	9	16	16
10.30	KCTS	EDUCATION SCHED	--3																				
	KING	HOLLYWOOD SQUARES	9	55	9	52	53X	57	54	71	87	79	56	15	25	18	33	31	23	4	7	6	10
	KIRO	LOVE OF LIFE:NEWS	3	19	3	17	11	14	15	24	24	23	23	11	16	10	13	7	8				
	KOMO	MORNING MOVIE	4	22	4	22	18X	21	15	30	35	30	22	9	14	10	15	8	8	5	6	4	6
	KTVW	MORN NWS&DBL FTR	1	3	--3		NR	NR		3	5	5	2	1	2	2	2	3	2	3	2	2	2
		HUT & TOTALS *	17--	17	20	20	16	130	153	137	103	36	57	40	63	46	34	34	11	16	12	18	18
11.00	KCTS	EDUCATION SCHED	--3																				
	KING	JEOPARDY	9	58	8	55	51X	55	54	68	78	72	50	11	18	14	31	32	22	5	8	6	10
	KIRO	YOUNG & RESTLESS	2	12	2	13	12	13	14	17	16	15	7	10	6	8	5						
	KOMO	MORNING MOVIE	4	23	4	23	15	20	11	28	34	29	22	8	13	9	14	9	7	4	5	3	5
	KTVW	MORN NWS&DBL FTR	1	3	--3		NR	NR		4	7	7	3	2	3	2	2	4	4	3	4	2	2
		HUT & TOTALS *	15--	15	20	17	17	120	139	123	90	28	44	31	55	46	33	33	12	17	11	17	17
11.30	KCTS	EDUCATION SCHED	2	14	2	13	19X	12	17	32	2	2	2	1	1	1	1						
	KING	WHO WHAT-WHERE:NEWS	7	43	7	42	36X	33	39	57	63	59	41	7	12	10	25	29	18	3	5	4	7
	KIRO	SEARCH-TOMORROW	3	16	3	16	11X	16	15	22	21	20	19	7	11	8	13	8	1	1	1	1	1
	KOMO	BEWITCHED	4	22	4	22	22X	43	20	30	44	30	22	10	14	8	12	8	8	4	6	3	4
	KTVW	MORN NWS&DBL FTR	1	4	--3		NR	NR		4	8	8	4	2	4	3	3	4	4	3	4	2	2
		HUT & TOTALS *	17--	17	21	16	18	130	168	119	88	27	42	29	54	46	31	31	11	16	10	14	14
12.00	KCTS	EDUCATION SCHED	3	12	2	11	17X	14	13	19	34	2	2	1	1	2	1						
	KING	TAKE TIME	2	7	1	6	8X	10	10	11	11	8	8	1	2	2	3	6	3				
	KIRO	NOON NEWS	6	27	5	25	16X	28	24	42	48	45	35	6	16	13	23	19	10	3	5	4	6
	KOMO	PASSWORD	10	47	10	49	46X	55	43	82	111	96	68	23	34	23	42	34	28	9	13	8	12
	KTNT	#THREE ON A MATCH	1	3	1	4	3X	6	6	7	9	8	6	1	1	1	4	5	2				

AVERAGE QUARTER-HOUR AUDIENCES														WEEKLY CUME AUDIENCE		AVERAGE QUARTER-HOUR AUDIENCES					DAY	
STATION TOTALS (000)							DESIGNATED MARKET AREA %							CUM. RPT. PER HOUSEHOLD %	MAY 73 STATION TOTAL HOUSEHOLDS '000	TREND †					TIME	STATION
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHILDREN (2-11)			MAY '72	JULY '72	NOV. '72	F-M '73	MAY '73		
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	33	34	46	47	48	49	50	51	52			
SUN.-SAT.																						
8.00-11.00PM																						
8	3					1	1	1	1	1			17	117	1	2	1	2	3			
74	47	23	10	21	16	10	10	10	9	9	9	5	78	607	34	30	34	30	28			
71	46	19	11	20	15	10	10	10	8	8	7	5	77	576	24	24	24	24	26			
82	53	29	15	25	19	11	12	12	11	11	11	6	80	633	31	31	34	34	33			
10	4	2	1	2	2	1	1	1	1	1	1		24	198	5	10	4	5	4			
8	5	2	1	2	2	1	1	1	1	1	1		18	132	NR	NR	1	1	3			
253	158	75	38	70	54	35	34	35	31	31	28	17			48	44	57	58	49			
HUT & TOTALS *																						
11-11.30 PM																						
44	26	6	2	1	1	6	5	6	5	5	2		32	252	31	29	31	28	29			
40	27	6	3	2	2	5	5	5	5	5	2		32	228	29	27	23	26	28			
42	23	5	3	2	2	5	3	5	6	5	2		33	261	32	34	37	37	32			
5	3	1	1	1	1	1	1	1	1	1	1		6	52	4	5	6	5	4			
4	3	1	1	1	1	1	1	1	1	1	1		4	28	NR	NR	2	2	3			
137	83	19	10	6	6	18	15	17	18	17	7	1			25	27	27	30	26			
HUT & TOTALS *																						
MON.-FRI.																						
11-11.30PM																						
3	1					1			1	1			3	19					2			
46	27	4	2			6	5	6	5	5	2		23	184	33	28	30	29	30			
40	27	4	1	2	2	5	4	5	5	5	2		24	170	27	28	26	27	27			
41	24	5	3	3	2	5	3	5	6	5	2	1	26	201	32	33	32	35	31			
5	3	1	1			1	1	1	1	1			4	35	5	6	7	6	4			
4	4	1	1	1	1	1	1	1	1	1	1		3	24	NR	NR	2	2	3			
139	86	15	7	5	4	18	15	17	18	17	6	1			25	27	26	28	26			
HUT & TOTALS *																						
11.30PM-1 AM																						
19	12	1				2	3	2	3	3			19	135	36	27	43	39	35			
14	10	3	1	2	1	2	2	2	2	2	1		15	107	26	27	20	23	25			
12	7	2	1			2	2	2	2	2			14	107	31	35	20	26	23			
3	2					1	1	1	1	1			4	28	NR	NR	4	4	5			
52	33	6	2	2	1	7	7	7	8	8	2				13	14	12	13	11			
HUT & TOTALS *																						
SUN.-SAT.																						
9 AM-MID.																						
2	1			5	1								28	202			2	2	2			
40	22	9	4	9	7	5	4	5	4	4	3	2	87	684	30	31	30	27	27			
35	22	9	4	10	7	5	4	5	4	3	2		86	647	24	22	21	21	24			
47	25	12	7	11	8	6	5	6	5	4	5	3	89	705	31	32	33	33	32			
7	4	4	2	6	4	1	1	1	1	1	2	1	53	413	8	9	8	8	6			
6	4	2	1	3	3	1	1	1	1	1	1	1	35	252	NR	NR	2	4	5			
137	78	36	18	44	30	19	16	17	15	13	14	11			29	26	34	35	28			
HUT & TOTALS *																						
7 AM-1 AM																						
2	1			4	1								28	202			2	2	2			
38	20	8	4	8	6	5	4	4	4	3	3	2	88	686	31	31	31	28	28			
31	19	8	4	14	8	4	4	4	3	3	3	3	86	649	25	23	22	22	24			
40	22	10	6	10	7	6	5	5	4	4	4	2	89	705	30	32	32	32	31			
5	4	3	2	5	3	1	1	1	1	1	1	1	53	414	8	8	8	8	5			
6	4	2	1	4	3	1	1	1	1	1	1	1	37	260	NR	NR	2	4	5			
122	70	31	17	45	24	16	15	15	13	12	12	11			26	23	30	31	26			
HUT & TOTALS *																						
SATURDAY																						
9 AM-1 PM																						
13	8	9	2	17	10	2	2	2	4	3	3	4	17	130	39	53	11	16	38			
6	4	9	4	28	16	1	1	1	1	1	3	7	14	94	26	18	31	32	22			
4	3	15	10	35	25	1	1	1			6	9	15	110	26	24	48	38	30			
2	2	1		1									2	13	NR	NR	3	3	3			
27	18	35	16	82	52	4	4	4	5	5	13	20			14	15	21	18	15			
HUT & TOTALS *																						
1 PM-6 PM																						
15	8	9	2	6	5	2	1	2	3	2	3	1	18	140	31	29	9	21	24			
19	10	8	4	6	5	3	2	2	3	3	3	1	19	139	24	20	17	24	28			
19	10	11	4	6	5	3	2	2	4	4	4	1	20	162	33	38	62	39	30			
3	1			2	1								4	34	4	6	6	5	4			
5	3	1	1	1	1	1	1	1	1	1	1	1	4	23	NR	NR	2	4	6			
62	33	29	10	25	17	8	6	7	11	10	11	6			17	13	28	27	18			
HUT & TOTALS *																						
SUNDAY																						
1 PM-6 PM																						
14	8	7	3	3	3	2	2	2	2	2	3	1	13	102	21	22	2	2				
16	10	8	3	7	5	2	2	2	3	2	3	2	16	121	27	24	27	22	20			
24	12	5	2	4	3	4	3	3	5	4	2	1	22	172	35	31	19	32	30			
6	3	5	3	7	6	1	1	1	1	1	2	2	6	49	9	11	7	8	9			
15	9	4	2	5	4	2	2	2	2	2	2	1	8	52	NR	NR	3	14	15			
76	42	29	13	32	22	11	9	10	13	11	11	8			19	14	34	29	19			
HUT & TOTALS *																						

DAY PART AUDIENCE SUMMARY

N.S. All data should be used recognizing sampling errors described in Section IV. Differences and relationships between low audience levels should not be interpreted as meaningful. Such low audience figures may be combined with audiences for other time periods to achieve more significant levels.
 † For interpretation and statistical tolerances applicable to these columns, see NSI Reference Supplement. NR Station Not Reportable.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

DAY PART AUDIENCE SUMMARY

DAY TIME STATION CHANNEL NETWORK	AVERAGE QUARTER-HOUR AUDIENCES																			
	METRO AREA %		DMA %		STATION TOTALS (000)															
	HOUSE-HOLD RATING	SHARE	HOUSE-HOLD RATING	SHARE	TOTAL HOUSE-HOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN							
								TOTAL	18-34	18-49	25-49	25-64	50+	TOTAL	18-34	18-49	25-49	25-64		
1	2	3	4	8	9	10	11	12	13	14	15	16	17	18	19	20	21			
SUN.-SAT. CONT'D																				
8.00-11.00PM																				
KCTS	9	P	2	4	1	3	12	18	18	10	2	4	3	5	6	8	3	4	4	5
KING	5	N	14	29	14	28	108	190	146	81	33	53	38	56	28	65	23	41	33	49
KIRO	7	C	14	28	13	26	101	173	134	78	32	51	38	55	27	56	22	37	29	41
KOMO	4	A	16	33	16	33	128	223	169	92	39	61	44	63	31	77	31	51	40	57
KTNT	11	-	2	4	2	4	16	22	18	10	2	4	4	7	6	8	1	3	3	5
KTVW	13	-	2	4	2	3	13	22	18	9	2	4	5	7	3	9	4	7	5	7
HUT & TOTALS *			49		49		378	648	503	280	111	179	132	193	101	223	84	143	114	164
11-11.30 PM																				
KCTS	9	P	-.3		-.3		61	91	84	47	17	29	24	36	18	37	14	23	19	28
KING	5	N	8	29	8	29	56	83	75	41	15	28	23	32	13	34	11	21	19	26
KIRO	7	C	8	30	7	28	56	83	75	41	15	28	23	32	13	34	11	21	19	26
KOMO	4	A	8	32	8	32	65	93	86	44	12	24	20	32	20	42	14	24	18	28
KTNT	11	-	1	4	1	4	10	14	13	5	2	3	4	2	8	3	6	4	6	
KTVW	13	-	1	3	1	3	6	11	9	4	2	4	3	3	5	4	5	3	3	
HUT & TOTALS *			26		26		202	299	274	144	48	89	74	109	55	130	48	81	64	93
MON.-FRI.																				
11-11.30PM																				
KCTS	9	P	1	2	1	2	5	9	9	4	1	2	1	2	2	5	2	3	1	2
KING	5	N	8	30	8	30	62	89	85	49	17	29	24	37	20	36	13	22	18	27
KIRO	7	C	8	30	7	27	56	80	74	40	14	27	24	32	13	34	11	21	18	26
KOMO	4	A	8	32	8	31	65	90	82	42	12	24	21	31	18	40	14	23	17	27
KTNT	11	-	1	4	1	4	10	14	13	5	2	3	4	2	8	3	6	4	6	
KTVW	13	-	1	3	1	3	7	11	10	5	3	4	3	4	1	5	4	5	3	
HUT & TOTALS *			26		26		205	293	273	145	49	89	76	110	56	128	47	80	61	91
11.30PM-1 AM																				
KCTS	9	P	-.3		-.3		31	39	38	20	8	13	11	16	7	18	8	13	10	12
KING	5	N	4	36	4	35	23	31	26	13	6	10	9	12	3	13	5	9	7	9
KIRO	7	C	3	26	3	25	21	30	28	14	6	9	6	9	5	14	5	7	5	8
KOMO	4	A	3	23	3	23	21	30	28	14	6	9	6	9	5	14	5	7	5	
KTNT	11	-	-.3		-.3		5	9	9	4	2	3	2	3	1	5	3	4	3	
KTVW	13	-	1	6	1	5	5	9	9	4	2	3	2	3	1	5	3	4	3	
HUT & TOTALS *			12		11		88	119	111	55	23	37	30	44	18	56	23	36	28	36
SUN.-SAT.																				
9 AM-MID.																				
KCTS	9	P	1	3	1	2	6	10	5	3	1	1	1	2	2	2	1	1	1	1
KING	5	N	8	27	8	27	61	94	76	44	14	24	18	29	20	32	9	17	13	22
KIRO	7	C	7	26	7	24	53	84	65	39	14	24	18	27	15	26	9	16	12	18
KOMO	4	A	9	32	9	32	74	112	89	52	18	29	20	33	23	37	12	20	16	25
KTNT	11	-	2	6	2	6	14	23	13	8	3	5	3	5	3	5	2	4	3	
KTVW	13	-	2	5	1	5	11	18	13	7	3	5	4	5	2	6	4	5	3	
HUT & TOTALS *			28		28		219	341	261	153	53	88	64	101	65	108	37	63	48	74
7 AM-1 AM																				
KCTS	9	P	1	2	1	2	5	8	4	2	1	1	1	1	1	2	1	1	1	1
KING	5	N	7	28	7	28	57	86	70	41	13	22	17	27	19	29	8	15	12	20
KIRO	7	C	7	26	6	24	49	79	57	34	13	21	16	24	13	23	8	14	11	16
KOMO	4	A	8	31	8	31	64	96	76	45	15	25	17	29	20	31	10	17	13	22
KTNT	11	-	1	6	1	5	12	19	11	6	3	4	3	4	2	5	2	3	2	
KTVW	13	-	1	5	1	5	10	17	11	5	3	4	3	4	1	6	3	5	3	
HUT & TOTALS *			25		26		197	305	229	133	48	77	57	89	56	96	32	55	42	66
SATURDAY																				
9 AM-1 PM																				
KCTS	9	P	-.3		-.3		47	67	41	14	5	8	6	8	6	27	7	13	10	15
KING	5	N	6	39	6	38	27	49	12	7	3	5	3	4	2	5	3	4	3	
KIRO	7	C	4	25	3	22	36	60	10	7	4	5	3	3	2	3	2	2	1	
KOMO	4	A	4	29	5	30	6	7	5	3	4	3	3	2	3	2	2	1	2	
KTNT	11	-	-.3		-.3		4	7	5	2	1	2	2	2	3	2	3	2	2	
KTVW	13	-	1	4	1	3	4	7	5	2	1	2	2	2	3	2	3	2	2	
HUT & TOTALS *			15		15		116	187	70	31	14	21	15	18	10	39	15	23	17	23
1 PM-6 PM																				
KCTS	9	P	-.3		-.3		35	52	37	17	5	10	8	11	7	20	3	8	7	12
KING	5	N	4	25	4	24	39	58	44	21	6	11	7	13	10	23	9	14	9	
KIRO	7	C	5	30	5	28	43	65	48	21	7	12	8	14	9	27	11	18	13	
KOMO	4	A	5	30	5	30	6	7	5	3	1	1	2	2	2	2	1	1	2	
KTNT	11	-	1	3	1	4	8	13	11	5	2	3	3	4	2	6	3	4	2	
KTVW	13	-	1	7	1	6	8	13	11	5	2	3	3	4	2	6	3	4	2	
HUT & TOTALS *			18		18		134	200	146	68	21	38	27	44	30	78	26	45	32	53
SUNDAY																				
1 PM-6 PM																				
KCTS	9	P	-.3		-.3		29	43	33	16	5	9	6	10	7	17	5	10	8	12
KING	5	N	4	20	4	19	30	52	37	18	5	11	8	13	7	19	6	11	8	
KIRO	7	C	4	22	4	20	46	70	61	28	8	14	11	20	14	33	8	17	14	
KOMO	4	A	6	30	6	30	13	24	12	7	2	4	3	4	3	5	2	3	3	
KTNT	11	-	2	8	2	9	23	43	34	18	7	12	8	12	6	16	8	11	8	
KTVW	13	-	3	17	3	15	23	43	34	18	7	12	8	12	6	16	8	11	8	
HUT & TOTALS *			18		19		144	239	178	88	27	50	36	60	38	90	29	52	41	65

* Totals include only stations reportable in this market (including satellites/affiliates, if any). HUT includes all viewing to reportable and non-reportable stations (columns 1, 3 & 48-52).
 - Below Minimum Audience Standards (See Table 4), or Not Regularly Scheduled.
 BMS Below Minimum Sample. In-tab sample size in area measured below minimum standard for publication. See Section III.
 Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III.

AVERAGE QUARTER-HOUR AUDIENCES														WEEKLY CUME AUDIENCE		AVERAGE QUARTER-HOUR AUDIENCES					DAY	
STATION TOTALS (000)							DESIGNATED MARKET AREA %							WEEKLY CUME AUDIENCE		TREND †					TIME	STATION
LADY OF HOUSE		TEENS		CHILDREN			WOMEN			MEN		TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)			DMA HOUSEHOLD SHARE %						
TOTAL	UNDER 50	TOTAL (12-17)	GIRLS	TOTAL (2-11)	6-11	TOTAL	18-34	18-49	TOTAL	18-49	TOTAL TEENS (12-17)	TOTAL CHIL-DREN (2-11)	CUM-RENT DMA HOUSEHOLDS %	MAY 73 STATION TOTAL HOUSEHOLDS (000)	MAY 72	JULY 72	NOV. 72	F-M 73	MAY 73			
22	23	24	25	26	27	28	29	30	31	32	33	34	46	47	48	49	50	51	52			
																				MON.-FRI.		
																				7 AM-9 AM		
43	19	1	1	1	1	5	3	4	3	2			15	121	45	53	43	44	49			
5	4	5	2	59	24	1	1	1	1		2	14	14	103	32	26	40	38	34			
5	3	1	1	1	1	1		1					6	49	14	14	10	12	6			
2	2	1		9	6						2	2	4	25	NR	NR			6			
55	28	8	4	71	32	7	4	6	4	3	3	17			14	9	14	17	15			
																				HUT & TOTALS *		
																				9 AM-NOON		
37	16	2	1	7	1	5	3	3	2	1	1	2	6	39	38	43	45	42	42			
22	15			3	1	3	3	3	1	1	1	1	24	190	23	22	21	20	24			
18	11	3	2	3	1	3	3	2	1	1	1	1	16	125	21	25	16	18	22			
															NR	NR	4	4	6			
															NR	NR	6	6				
79	44	5	3	15	3	11	9	9	4	3	2	4			16	17	15	19	16			
																				HUT & TOTALS *		
																				NOON-4:30 PM		
18	12	2	1	7	1	2	2	2	1		1	2	9	61	20	19	3	4	3			
24	15	5	2	4	2	3	3	3	1	1	2	1	27	214	24	23	18	15	22			
45	24	8	7	6	3	7	6	6	2	1	3	1	42	337	41	46	44	46	43			
3	1	1		2	1	1							12	87	8	5	8	6	3			
4	4	3	1	5	4	1	1	1	1	1	1	1	13	91	NR	NR	3	8	7			
94	56	19	11	26	12	13	12	12	5	3	7	6			20	18	21	22	19			
																				HUT & TOTALS *		
																				4:30-6 PM		
1	1	1		22	5	5	3	3	4	3	3	1	7	49	3	2	6	6	5			
35	16	9	4	6	4	5	3	3	4	3	3	1	30	238	27	36	22	20	22			
33	20	10	4	10	6	7	4	4	4	3	4	2	28	198	27	23	16	16	21			
49	22	14	10	6	4	7	4	5	5	3	5	1	32	268	22	28	32	29	31			
8	6	11	5	21	14	1	2	1	1	1	4	5	17	134	17	8	19	17	10			
4	3	6	3	10	9	1	1	1	1	1	2	2	11	75	NR	NR	2	7	6			
130	68	51	26	75	42	18	14	15	14	11	19	18			36	29	39	38	31			
																				HUT & TOTALS *		
																				6-7:30 PM		
68	26	10	6	12	8	9	3	5	8	5	4	3	43	334	30	35	28	29	26			
51	26	8	3	11	6	7	5	5	7	5	3	3	39	296	22	19	19	17	20			
86	32	8	4	6	4	11	5	7	9	6	3	1	44	360	31	28	31	30	31			
25	22	22	10	31	23	4	7	6	4	5	8	8	26	200	14	14	16	17	15			
9	6	3	1	4	3	2	2	2	1	1	1	1	10	73	NR	NR	3	3	4			
240	112	51	24	67	45	32	21	24	30	23	19	16			47	43	57	58	49			
																				HUT & TOTALS *		
																				4:30-7:30 PM		
1	1	1		12	3	7	3	4	6	4	3	2	9	72	1	35	3	3	2			
51	21	9	5	9	6	6	5	5	5	4	3	2	49	383	29	20	18	17	20			
42	23	9	4	11	6	6	5	5	7	7	8	10	46	346	24	20	18	17	20			
67	27	11	7	6	4	9	5	6	7	4	4	1	52	420	27	28	32	29	31			
16	14	17	8	26	19	3	4	4	2	3	6	6	30	230	15	11	17	17	13			
7	5	4	2	7	6	1	2	1	1	1	2	2	15	110	NR	NR	2	4	5			
184	91	51	26	71	44	25	18	20	22	16	19	17			42	36	48	48	40			
																				HUT & TOTALS *		
																				7:30-8 PM		
6	2					1	6	7	7	1	1	1	5	36	2	2	1	1	2			
67	33	17	10	23	18	9	5	5	5	4	6	6	40	316	28	32	32	33	28			
41	24	21	9	62	34	5	5	5	5	4	8	15	36	280	24	22	23	24	22			
59	27	14	7	21	13	8	5	6	8	6	5	5	41	328	29	26	27	22	27			
17	12	10	8	13	9	3	3	3	2	2	4	3	17	127	14	14	9	12	9			
10	8	5	1	10	9	2	2	2	2	2	2	2	8	58	NR	NR	3	2	6			
200	106	67	35	129	83	27	21	23	24	20	25	31			44	38	57	57	46			
																				HUT & TOTALS *		
																				SUN.-SAT.		
																				7:30-9:00 PM		
8	2					1	9	10	10	9	11	10	11	82	1	3	1	2	3			
80	46	28	14	41	30	11	9	10	10	9	11	10	73	568	34	29	34	33	30			
63	39	22	12	41	27	9	9	9	7	7	8	10	71	530	21	21	24	25	24			
75	42	25	14	34	24	10	9	9	10	8	9	8	75	593	32	31	31	29	30			
13	7	6	4	7	5	2	1	2	1	1	2	1	29	227	7	12	5	7	6			
9	6	2	1	4	3	1	1	1	2	2	1	1	19	133	NR	NR	2	2	4			
248	142	83	45	127	89	34	30	31	30	27	31	30			50	41	62	62	51			
																				HUT & TOTALS *		
																				9:00-11:00 PM		
8	3			1		1	1	1	1	1	1	1	14	95	2	2	1	2	3			
69	45	20	8	11	9	9	10	10	8	9	8	3	67	521	34	31	33	30	27			
69	46	18	9	11	9	9	10	10	8	8	7	3	67	497	26	24	23	23	27			
84	55	28	14	18	14	11	12	12	11	11	10	4	73	577	31	30	35	36	34			
9	3	2	1	2	1	1	1	1	1	1	1	1	19	155	5	10	5	5	4			
7	5	2	1	2	2	1	1	1	1	1	1	1	15	111	NR	NR	1	1	3			
246	157	70	33	45	35	34	34	35	30	31	26	11			47	44	53	55	46			
																				HUT & TOTALS *		
																				7:30-11:00 PM		
8	3					1	1	1	1	1	1	1	18	126	1	2	1	2	3			
73	46	23	11	24	18	10	10	10	9	9	9	6	81	628	34	30	34	31	28			
67	43	20	10	24	17	9	9	10	8	8	7	6	80	598	24	23	23	24	26			
80	50	27	14	24	18	11	11	11	10	10	10	6	83	660	31	30	33	33	32			
11	5	4	2	4	3	2	1	1	1	1	2	1	35	275	6	11	5	6	5			
8	5	2	1	3	2	1	1	1	1	2	1	1	23	162	NR	NR	1	1	4			
247	152	76	38	79	58	34	33	33	30	30	28	19			48	43	57	58	48			
																				HUT & TOTALS *		

DAY PART AUDIENCE SUMMARY

N.B. All data should be used recognizing sampling errors described in Section IV. Differences and relationships between low audience levels should not be interpreted as meaningful. Such low audience figures may be combined with audiences for other time periods to achieve more significant levels.
 † For interpretation and statistical tolerances applicable to these columns, see NSI Reference Supplement. NR Station Not Reportable.

NSI Average Week Estimates—4 Week Period Ending May 30, 1973

DAY PART AUDIENCE SUMMARY

DAY	TIME (PDT)	STATION	CHANNEL	NETWORK	AVERAGE QUARTER-HOUR AUDIENCES																
					METRO AREA %		DMA %		STATION TOTALS (000)												
					HOUSEHOLD RATING	SHARE	HOUSEHOLD RATING	SHARE	TOTAL HOUSEHOLDS	TOTAL PERSONS	TOTAL ADULTS	WOMEN					MEN				
												1	2	3	4	8	9	10	TOTAL	18-34	18-49
MON.-FRI.																					
7 AM-9 AM																					
KCTS	9	P																			
KING	5	N	-3																		
KIRO	7	C	7	48	7	49	59	68	66	44	8	19	16	28	25	22	2	8	7	13	
KOMO	4	A	6	35	5	34	41	71	7	6	3	4	4	5	2	1		1	1	1	
KTNT	11	-	1	7	1	6	8	9	7	5	1	3	3	4	2	2				1	
KTVM	13	-																			
HUT & TOTALS *			16	6	15		116	143	84	57	13	28	25	39	29	27	5	12	11	17	
9 AM-NOON																					
KCTS	9	P	1	3	1	3	5	7													
KING	5	N	7	43	7	42	53	61	56	41	10	17	12	24	24	15	2	4	3	7	
KIRO	7	C	4	25	4	24	30	31	29	24	9	15	11	16	9	5	1	2	2	3	
KOMO	4	A	3	22	4	22	28	33	27	20	8	12	8	13	8	7	4	5	3	5	
KTNT	11	-																			
KTVM	13	-																			
HUT & TOTALS *			16		16		119	137	117	87	28	46	33	55	41	30	9	14	10	17	
NOON-4:30PM																					
KCTS	9	P	1	3	1	3	5	7													
KING	5	N	3	14	3	16	25	29	25	19	7	12	10	13	7	6	1	2	1	3	
KIRO	7	C	5	24	4	22	33	42	33	26	9	15	12	19	11	7	3	4	3	4	
KOMO	4	A	8	44	8	43	66	82	68	52	19	28	18	31	24	16	5	6	4	7	
KTNT	11	-	1	4	1	3	6	8	5	4	1	2	1	2	2	1				1	
KTVM	13	-	2	8	1	7	11	18	10	5	3	4	4	4	1	5	3	4	2	3	
HUT & TOTALS *			19		19		146	186	141	106	39	61	45	69	45	35	12	16	10	18	
4:30-6 PM																					
KCTS	9	P	2	5	2	5	13	25	2	2	1	1	1	1	1	29	8	14	10	19	
KING	5	N	7	23	7	22	55	82	67	38	9	17	14	25	21	10	14	10	17	19	
KIRO	7	C	7	24	6	21	51	81	61	36	13	22	16	25	14	25	10	14	10	21	
KOMO	4	A	9	29	10	31	77	108	88	54	14	25	15	28	29	34	6	13	10	17	
KTNT	11	-	3	11	3	10	26	46	14	9	5	6	6	7	1	5	3	4	3	4	
KTVM	13	-	2	7	2	6	15	27	11	6	3	5	3	4	1	5	4	4	2	2	
HUT & TOTALS *			30		31		237	369	243	145	45	78	55	90	67	98	31	49	35	63	
6-7:30PM																					
KCTS	9	P	-3		-3																
KING	5	N	13	27	13	26	102	151	129	69	11	26	24	48	43	60	13	26	21	41	
KIRO	7	C	11	22	10	20	77	126	107	54	16	28	20	38	26	53	16	26	21	38	
KOMO	4	A	14	29	15	31	119	172	158	90	15	33	26	57	57	68	14	28	24	46	
KTNT	11	-	8	16	8	15	60	111	58	33	21	29	15	17	4	25	16	22	13	16	
KTVM	13	-	2	4	2	4	15	27	20	12	6	9	5	7	3	8	4	6	4	6	
HUT & TOTALS *			48		49		377	592	474	259	69	125	90	168	134	215	64	109	84	148	
4:30-7:30PM																					
KCTS	9	P	1	3	1	2	8	16	3	2	1	1	1	1	1	11	20	15	30		
KING	5	N	10	25	10	24	78	116	98	54	10	22	19	37	32	44	13	20	16	27	
KIRO	7	C	9	23	8	20	64	104	84	45	15	25	18	32	20	39	13	20	16	27	
KOMO	4	A	12	29	12	31	98	140	123	72	15	29	20	42	43	51	10	20	17	33	
KTNT	11	-	6	14	5	13	43	79	36	21	13	18	10	12	3	15	9	13	8	10	
KTVM	13	-	2	5	2	5	15	27	16	9	5	7	4	6	2	7	4	5	3	4	
HUT & TOTALS *			39		40		306	482	360	203	59	102	72	130	101	157	47	78	59	105	
7:30-8 PM																					
KCTS	9	P	1	3	1	2	10	13	13	7	1	2	1	4	5	6	2	3	2	3	
KING	5	N	13	29	13	28	102	163	123	73	20	36	27	47	37	50	14	24	18	32	
KIRO	7	C	11	24	10	22	82	162	79	43	17	26	20	32	17	36	13	21	18	28	
KOMO	4	A	12	27	12	27	100	160	125	65	16	30	22	42	35	60	17	29	23	43	
KTNT	11	-	5	10	4	9	35	57	34	22	9	15	7	11	7	12	5	7	4	8	
KTVM	13	-	3	7	3	6	22	39	24	12	6	10	6	7	2	12	7	10	8	9	
HUT & TOTALS *			45		46		351	594	398	222	69	119	83	143	103	176	58	94	73	123	
SUN.-SAT.																					
7:30-9:00 PM																					
KCTS	9	P	1	3	1	3	11	15	15	9	1	3	2	5	6	6	2	3	2	4	
KING	5	N	15	31	15	30	121	226	157	89	31	52	38	59	37	68	23	39	31	49	
KIRO	7	C	13	26	12	24	97	184	121	70	28	44	32	49	26	51	20	33	26	37	
KOMO	4	A	15	30	15	30	122	215	156	84	29	48	34	55	36	72	23	39	31	52	
KTNT	11	-	3	6	3	6	23	36	23	14	4	7	5	9	6	9	3	5	4	6	
KTVM	13	-	2	5	2	4	17	27	21	10	4	7	3	3	11	5	8	6	8		
HUT & TOTALS *			50		51		391	703	493	276	97	162	116	184	114	217	76	127	100	156	
9:00-11:00PM																					
KCTS	9	P	2	4	1	3	12	18	17	9	2	4	3	6	5	8	3	5	4	5	
KING	5	N	13	27	12	27	99	168	137	76	32	51	37	53	25	61	23	40	32	47	
KIRO	7	C	13	29	12	27	98	159	130	75	31	51	37	54	24	55	21	37	29	40	
KOMO	4	A	16	35	16	34	127	218	172	94	41	63	46	65	31	78	33	53	42	59	
KTNT	11	-	2	4	2	4	15	22	18	10	2	4	3	6	6	8	1	3	3	5	
KTVM	13	-	2	3	1	3	12	20	16	8	3	6	4	6	2	8	4	6	5	6	
HUT & TOTALS *			47		46		363	605	490	272	111	179	130	190	93	218	85	144	115	162	
7:30-11:00PM																					
KCTS	9	P	2	3	1	3	12	16	16	9	2	3	3	5	6	7	3	4	3	5	
KING	5	N	14	29	14	28	108	192	145	81	31	51	37	56	30	64	23	39	32	48	
KIRO	7	C	13	28	12	26	97	171	127	73	30	48	35	52	25	54	21	35	28	39	
KOMO	4	A	16	33	16	32	125	216	165	90	36	57	41	61	33	75	28	47	37	56	
KTNT	11	-	2	5	2	5	18	28	20	12	3	6	4	7	6	8	2	4	3	5	
KTVM	13	-	2	4	2	4	14	23	18	9	4	6	5	7	3	9	5	7	5	7	
HUT & TOTALS *			48		48		374	646	491	274	106	171	125	188	103	217	82	136	108	160	

* Totals include only stations reportable in this market (including satellites/affiliates, if any). HUT includes all viewing to reportable and non-reportable stations (columns 1, 3 & 48-52).
 - Below Minimum Audience Standards (See Table 4), or Not Regularly Scheduled.
 BMS Below Minimum Sample. In-tab sample size in area measured below minimum standard for publication. See Section III.
 Note: "Blanks" should not be interpreted as connotating zero audience levels. See Section III.

MARKET DATA (CONT'D)

TABLE 8
RELATIVE ERROR*
(1 STANDARD ERROR)

Relative Error Tables are provided to aid the user in assessing the sampling error of reported audience levels. Household and persons audiences equal to or less than the audience levels listed in the tables below are estimated to have a relative error in the range of 25-49% or 50% or more, depending on the audience level. Audiences below these levels are of marginal statistical significance and are reported as a convenience to report users who may wish to combine them with audience estimates of other persons categories, time periods or measurement cycles to yield composite estimates whose relative error will be less than that of its parts.

Measurement Based On:	4 Weeks		3 Weeks		2 Weeks		4 Weeks		3 Weeks		2 Weeks	
	One A Week	Five A Week	One A Week	Five A Week	One A Week	Five A Week	One A Week	Five A Week	One A Week	Five A Week	One A Week	Five A Week
AUDIENCE LEVELS EQUAL TO OR LESS THAN VALUE BELOW HAVE ESTIMATED RELATIVE SAMPLING ERROR OF:												
25-49%						50% OR MORE						
HOUSEHOLDS & PERSONS STATION TOTALS (000)												
Total Households	13	6	17	8	26	13	3	1	4	2	6	3
Total Persons	14	7	19	9	28	14	3	1	4	2	6	3
Total Adults (18+)	14	7	19	9	28	14	3	1	4	2	6	3
Total Persons 35+	13	6	17	8	26	13	3	1	4	2	6	3
Women: Total	13	6	17	8	26	13	3	1	4	2	6	3
18-34	13	6	17	8	26	13	3	1	4	2	6	3
18-49	13	6	17	8	26	13	3	1	4	2	6	3
25-49	13	6	17	8	26	13	3	1	4	2	6	3
25-64	13	6	17	8	26	13	3	1	4	2	6	3
50+	13	6	17	8	26	13	3	1	4	2	6	3
Men: Total	13	6	17	8	26	13	3	1	4	2	6	3
18-34	13	6	17	8	26	13	3	1	4	2	6	3
18-49	13	6	17	8	26	13	3	1	4	2	6	3
25-49	13	6	17	8	26	13	3	1	4	2	6	3
25-64	13	6	17	8	26	13	3	1	4	2	6	3
Teens: Total (12-17)	13	6	17	8	26	13	3	1	4	2	6	3
Girls	12	6	16	8	24	12	3	1	4	2	6	3
Children: Total (2-11)	13	6	17	8	26	13	3	1	4	2	6	3
6-11	13	6	17	8	26	13	3	1	4	2	6	3
Lady of House: Total	13	6	17	8	26	13	3	1	4	2	6	3
Under 50	13	6	17	8	26	13	3	1	4	2	6	3
Employed #	13	6	17	8	26	13	3	1	4	2	6	3
25-49%						50% OR MORE						
DESIGNATED MARKET AREA (%)												
Households	2	1	3	1	4	2	LT	LT	LT	LT	LT	LT
Women: Total	2	1	3	1	4	2	LT	LT	LT	LT	LT	LT
18-34	4	2	5	3	8	4	1	LT	1	1	2	1
18-49	3	1	4	2	6	3	1	LT	1	1	2	1
Men: Total	2	1	3	1	4	2	LT	LT	LT	LT	LT	LT
18-49	3	1	4	2	6	3	1	LT	1	1	2	1
Teens: Total (12-17)	5	2	7	3	10	5	1	LT	1	1	2	1
Children: Total (2-11)	3	1	4	2	6	3	1	LT	1	1	2	1
METRO AREA (%)												
Households	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT

LT Less Than 1. # 30 or more hours per week.

*Relative Error: the ratio of the sampling error of the reported audience at one standard error level to the reported audience.

REPORTABLE STATIONS

City of Origin	Station	Channel	Network
SEATTLE	KCTS	9	P
SEATTLE	* KING	5	N
SEATTLE	* KIRO	7	C
SEATTLE	* KOMO	4	A
TACOMA	* KTNT	11	-
TACOMA	KTVW	13	-

IN ADDITION TO THE REPORTABLE STATIONS SHOWN ABOVE, THE FOLLOWING STATIONS ORIGINATE IN OR ARE ASSIGNED FOR REPORTING PURPOSES TO THIS MARKET BUT DID NOT MEET THE MINIMUM REPORTING STANDARDS (SHOWN IN NSI REFERENCE SUPPLEMENT)

KPEC 56
KTPS 62

* NSI Subscriber.

P-Indicates Educational and Public Broadcast System Station.

NETWORK PRE-EMPTIONS AFFECTING MONDAY-FRIDAY AUDIENCE ESTIMATES

The following list includes network pre-emptions during Monday-Friday time periods (6:30 A.M. - 4:30 P.M. Eastern & Pacific Markets; 6:30 A.M. - 3:30 P.M. Central & Mountain Markets). The listing is based on information supplied by the networks for the reporting of National Nielsen Television Ratings. For non-network pre-emptions during these time periods, please consult the individual stations for details regarding "Other Programming".

DAY	TIME	STATION	DATE	PRE-EMPTING PROGRAM
MON.	10.20-10.45 A	KING	5/14	SKYLAB
FRI.	1.30- 2.15 P	KING	5/25	SKYLAB
	1.30- 2.15 P	KIRO	5/25	SKYLAB
	1.30- 2.15 P	KOMO	5/25	SKYLAB

NOTE:
For Schedule Of
SENATE WATERGATE HEARINGS'
Exclusions, See Back Section

MARKET DATA (CONT'D)

TABLE 5
TV HOUSEHOLDS AND IN-TAB DIARY HOUSEHOLDS
BY SAMPLING AREA

County & State	R.I. Territory†	Estimated TV Households Sept. 1972	County Size‡	In-Tab Diary Households for this Report
D CLALLAM	WASH P	11,830	D	16 *
D GRAYS HARBOR	WASH P	20,160	C	19 *
D ISLAND	WASH P	8,100	D	8
D JEFFERSON	WASH P	3,960	D	6
MD KING-1	WASH P	62,860	A	84 *
MD KING-2	WASH P	325,150	A	378
D KITSAP	WASH P	33,900	C	39
KITTITAS	WASH P	7,260	D	46 *
D LEWIS	WASH P	15,230	C	15 *
D MASON	WASH P	7,290	D	7
D PACIFIC	WASH P	5,500	D	9
MD PIERCE	WASH P	125,600	A	134
D SAN JUAN	WASH P	1,720	D	3
D SKAGIT	WASH P	18,310	C	43 *
MD SNOHOMISH	WASH P	85,040	A	102 *
D THURSTON	WASH P	26,400	C	26 *
D WHATCOM	WASH P	28,440	C	54 *
METRO TOTAL		598,650		698
DMA TOTAL		779,490		943
NSI TOTAL		786,750		989
COUNTY SIZE TOTAL:				
A		598,650		
B		0		
C		142,440		
D		45,660		

TABLE 6
SAMPLE SIZES: PERSONS
IN-TAB SAMPLE CHARACTERISTICS BY REPORTED BREAKS

	(1)	(2)	(3)	(4)
	In-Tab Sample Size	Approximate Equivalent Simple Random Sample Size	Factor for Estimating Standard Error	Universe Estimates (000)
NSI AREA				
Total TV Households	989	923	1.00	787
Total Persons	2903	2575	1.67	2196
Total Adults (18 & Over)	2019	1779	1.38	1517
Total Persons 35 & Over	1389	1071	1.07	913
Women: Total (18 & Over)	1051	944	1.01	805
18-34	341	376	.63	321
18-49	631	597	.80	509
25-49	496	409	.66	349
25-64	778	623	.82	531
50+	420	347	.61	296
Men: Total (18 & Over)	968	835	.95	712
18-34	289	332	.59	283
18-49	581	538	.76	459
25-49	465	396	.65	338
25-64	739	588	.79	501
Teens: Total (12-17)	385	311	.58	265
Girls	187	161	.41	137
Children: Total (2-11)	499	486	.72	414
6-11	329	300	.57	256
Lady of House: Total	931	847	.95	722
Under 50	533	516	.74	440
Employed #	257	217	.48	185
DESIGNATED MARKET AREA				
Total TV Households	943	908	1.00	779
Women: Total (18 & Over)	1003	929	1.01	797
18-34	325	369	.63	317
18-49	606	586	.80	503
Men: Total (18 & Over)	924	823	.95	706
18-49	560	530	.76	455
Teens: Total (12-17)	374	308	.58	264
Children: Total (2-11)	471	477	.72	409

* 30 or more hours per week.

TABLE 7
STATISTICAL TOLERANCES: HOUSEHOLDS*

Estimated "Standard Errors" or statistical tolerances attributable to sampling alone, for perfect probability samples of the size stated for the Metro Area, the DMA and the NSI Area equivalent simple random sample sizes are as follows, subject to the reminder in Section IV B.

Since approximately one-fourth of the full sample is measured in each week, audience estimates comprising 2 or 3 weeks out of 4 measured weeks have sample sizes about 1/2 or 3/4 of the size shown in the preceding tables. Accordingly, the sampling errors shown below should be increased by a factor of 1.41 for a 2-week average estimate and 1.15 for a 3-week average.

Metro Area and DMA Household Ratings	Statistical Tolerances (1 Standard Error)			
	5-Day Averages (± Pts)†		Individual Days (± Pts)	
	Metro	DMA	Metro	DMA
1%	0.2	0.2	0.4	0.3
5%	0.5	0.5	0.8	0.7
10%	0.8	0.7	1.1	1.0
15%	1.0	0.9	1.4	1.2
20%	1.1	1.0	1.5	1.3
35%	1.4	1.2	1.8	1.6
50%	1.5	1.3	1.9	1.7

Station Total Estimates (Households)	Percent NSI Area TV Households**	5-Day Averages (± Households)†	Individual Days (± Households)
7,900	1%	1,600	2,600
23,600	3%	2,800	4,400
39,300	5%	3,700	5,700
55,100	7%	4,500	6,600
78,700	10%	5,400	7,800
196,700	25%	8,600	11,200
275,400	35%	9,500	12,200

* Statistical Tolerances: Persons — See Section IV and NSI Reference Supplement.

** Not meant to imply Station Total audiences are limited to viewing NSI Area households.

† May also be used to estimate day-part statistical tolerances. See NSI Reference Supplement.

The chances are about 68 out of 100 that an estimate from a perfect probability sample would differ from a complete census by less than the standard error. The chances are about 95 out of 100 that the difference would be less than twice the standard error and about 99 out of 100 that it would be less than 2 1/2 times as large.

The above statistical tolerances should be kept in mind as the subscriber interprets this report. For example, a Metro rating of 20% with a corresponding statistical tolerance of ±2.5 percentage points should be interpreted as ranging between 17.5 and 22.5 i.e., 20 ± 2.5 by chance at one standard error.

The above in-tab sample sizes are for the full measurement period. Audience estimates based on 2 or 3 out of 4 measured weeks have sample sizes approximately 1/2 or 3/4 of the sizes shown above.

M = Metro County; D = Designated Market Area County (For definition, see Section III).
1 = Socio-Economic; 2 = Non Socio-Economic

* CATV Households in this SA projected separately (See NSI Reference Supplement).

† See NSI Reference Supplement for explanation of Retail Index Territory and County Size.

SEATTLE - TACOMA, WASH.

Average Week TV Audience Estimates May 3 - May 30, 1973



Report Schedule

Report	Dates	No. of Reports
*October	9/21/72-10/18/72	23
*November	10/26/72-11/22/72	215+
December	11/23/72-12/20/72	5
Jan-Feb.	1/11/73- 2/ 7/73	18
*Feb.-Mar.	2/ 8/73- 3/ 7/73	215+
March-April	3/15/73- 4/11/73	19
*May	5/ 3/73- 5/30/73	215+
*July (Opt. PDR)	7/ 5/73- 8/ 1/73	69

* Indicates Reports for this market.

Report Type:

Metro TV Ratings Estimates

Map Legend

● City Location

----- State Line



METRO AREA
Seattle-Tacoma



LOCAL DMA
Seattle, Tacoma, Bellingham



Adjacent DMA
Portland, Spokane, Yakima

See Table 5 for NSI Area County Lists

MARKET DATA

TABLE 1—UNIVERSE ESTIMATES-SEPT. 1972

Area	Total Households	TV Households
Metro	625,500	598,650
DMA	815,400	779,490
NSI	823,700	786,750

Total household universe data in this report are derived by applying Sales Management estimates of the share of total U. S. households by county to Nielsen's estimate of total U. S. households. Total U. S. household universe estimates are based on Bureau of the Census data. TV household data are derived by applying Nielsen's estimate of TV penetration to household estimates at the county level. TV penetration estimates are based on 1960 and 1970 Census TV ownership levels and trends. These data are subject to the limitations resulting from the methods of Sales Management, Bureau of the Census and from Nielsen's method of combining information from these sources.

TABLE 3—SAMPLE SIZES: HOUSEHOLDS

Area	Initially Designated Attempts Excluding Telephone Disconnects (Est'd TV Households)	In-Tab Diary Households for this Report
Metro	1248	698
DMA (Incl. Metro)	1665	943
NSI (Incl. Metro)	1743	989 (1)
Contacted & Agreed	1319	877
(1) Yields an approximate equivalent simple random sample size* for this report of:		923

* Equivalent simple random sample size is a term sometimes used for the statistical equivalent of the sample size for computing sampling errors or statistical tolerances.

† The number of additional occupied TV sample households that were either "away all week" or had inoperative TV sets are estimated, based upon telephone calls for this NSI Area for this report. The number of such estimated inactive households used in compiling this report is available upon request. For additional sample detail, see Tables 5 and 6.

TABLE 2—OWNERSHIP ESTIMATES

Estimate	Area	Base	%
Color-TV	Metro	1,011	64
	DMA	1,351	65
Multi-Set	Metro	1,033	39
	DMA	1,376	38
UHF	Metro		
	DMA		
CATV	Metro		13
	DMA		17

See NSI Reference Supplement for detail regarding the derivation of these estimates and for information regarding response and sampling error.

TABLE 4—REPORTING STANDARDS & RELATED

	5-7 Day Averages	Individual Days	Statistical Tolerances
Metro Household Ratings %	.5	.5	See Table 7 Market Data Section
DMA Household Ratings %	.5	.5	
Persons Audiences	*	*	**

* Persons audiences are reported when the Metro and/or DMA Household audience estimate meets the minimum reporting standard shown above.

** Persons audience estimates: For relative error, see Table 8.

† Relative Error: ratio of the sampling error of the reported audience at the one standard error level to the reported audience.

N.B. See Sections III and IV for additional comment.

INTRODUCTION

NSI techniques and procedures used in compiling the audience estimates in this Viewers in Profile® (VIP®) Report are described in the NSI Reference Supplement 1972-73. In addition, the descriptive text formerly shown on the cover of this report is reproduced in its entirety in the Reference Supplement. The user should refer to the Supplement for information regarding the sample plan, data reported, examples of standard error calculations, as well as for additional detail on topics treated briefly below.

The use of mathematical terms to express the audience estimates herein should not be regarded as a representation by Nielsen that they are exact to the precise mathematical values stated.

I THIS NSI REPORT PROVIDES THE FOLLOWING AUDIENCE ESTIMATES:

WEEKLY CUMULATIVE AUDIENCES—By Day-Part

- **Households Reached:** the total number of different TV households reached one or more quarter-hours during the average measured week.

Metro Area estimates are shown for the current report period. Station Total estimates are for the latest all-market measurement cycle (Nov., Feb.-Mar., or May).

AVERAGE QUARTER-HOUR AUDIENCES—By Day-Part and/or By Quarter-Hour or Half-Hour

- **Households-Using-Television (HUT):** television households in the Metro/DMA Area with a TV set turned on as a percentage of Metro/DMA Area TV households.
- **Metro/DMA Area Rating:** television households in the Metro/DMA Area tuned to a specific station as a percent of the Metro/DMA Area TV households. DMA ratings are also shown for selected persons categories.
- **Metro/DMA Area Share:** television households in the Metro/DMA Area tuned to a specific station as a percent of Metro/DMA Area TV households with a set turned on.
- **Pre and Post Guide*:** DMA HUT and Shares recomputed from previous measurement(s) in this market as shown in the column headings.
- **Station Total Audience:** total U.S. TV households reached.
- **Audience Composition:** in numbers of persons viewing and their distribution by the demographic categories shown—reported in terms of DMA Ratings and/or Projected Total Persons reached.
- **Adjacent Quarter-Hour (½ hour) Averages:** time period averages for each half-hour and hour time-break—including household audience estimates for Metro, DMA and Station Totals, and selected demographic persons categories.
- **DMA Rating Trend (by Day-part)*:** DMA HUT and Shares for the report cycles shown in the column headings.
- **Time Period Section:** Audience estimates are shown (a) as 4-week averages for the weeks shown on the cover (exclusions due to special events or other unusual circumstances, if any, are listed on page 3), and (b) as Program time-period estimates excluding pre-emptions, if any. Such "pure" program audience estimates are reported for individual-day time periods for local commercial stations only. To qualify, a program must be telecast at least two weeks during the measurement.
- **Program Audience Average Section:** A retabulation of the program audiences (excluding pre-emptions where applicable) shown in the Time Period Section. For a description of the rules and procedures for averaging audience data for this section, see the "User's Guide" on the inside back cover of this report.

To avoid the implication that the reported averages represent normal operating conditions at all times, a section on "Operating Notes" is included in each report showing dates and times of unusual operating conditions as reported by the stations.

* Users are reminded that Pre and Post and Trend data are subject to variations due to several factors, such as sampling error and seasonal variations in television viewing. These factors, as well as other considerations outlined in Section IV of this report should be recognized in using and comparing data from several measurement periods.

II AREAS MEASURED

Metro Area: the Metro Area is the Standard Metropolitan Statistical Area as defined by the Office of Statistical Standards, Bureau of Budget brought to county line basis to include counties having over 50% of their population in the Metro Area. In the absence of an established Metro Area, or where in Nielsen's judgment a Metro Area may not represent the TV market(s) served by a group of TV stations, a group of counties may be substituted to serve this purpose. Such areas are titled Central Area and so delineated on the market map. For text purposes, the terms Metro and Central are interchangeable.

Designated Market Area (DMA): In general, includes (a) counties in the Metro Area of this market—provided at least one station in the Metro Area is estimated to have the largest average quarter-hour audience share 9:00 AM-12 MID., plus (b) remainder counties in which this market's station are estimated to have the largest quarter-hour audience share. The definitions and allocations are reviewed each spring, based on the information accumulated to that date. DMA's do not overlap. See Table 5 for county list and NSI Reference Supplement for additional detail regarding DMA County Assignments.

NSI Area: Includes Metro Area plus additional areas targeted typically to approximate 95% of the average quarter-hour U.S. audiences to stations located in this Metro Area, per Nielsen estimates. In general, NSI Area assessments are made each spring, based on information accumulated to that date. Based on these assessments, NSI Areas are either verified or modified for subsequent measurements. In this manner, NSI is able to reflect audience changes which may have resulted from changes in antenna, channel, power, programming and the like.

III REPORTING STANDARDS

Households: The minimum standards for Metro and DMA household ratings (before rounding) for this report are shown in Table 4 of the Market Data Section.

Designations of one-half of the minimum standards preceded by the symbol — are used to indicate levels below minimum standards and to avoid the connotation of zero audiences. Station Total household estimates are reported for those periods in which the Metro Area and/or DMA rating for the station meets minimum reporting standards. Station Totals for outside stations are limited to reporting in their assigned market.

Persons: Persons audiences are reported when the household audience estimate meets the minimum standard described above. In addition to the above minimum audience standards, a minimum in-tab household standard (AERS5 for Station Total Audience) is also applied:

	Minimum In-Tab Households for Reporting Audience Data
Individual Day:	1 or 2 Q/H's 145
	3 or 4 Q/H's 130
Monday-Friday:	5 or Over Q/H's 120
	80

**PROGRAM AUDIENCE AVERAGES—A USER'S GUIDE
SEE INSIDE BACK COVER**

III REPORTING STANDARDS (Continued)

When the in-tab sample for the weeks and/or areas reported falls below the foregoing in-tab standard, the symbol BMS (Below Minimum Sample) is inserted and no audience data is shown.

All data should be used in recognition of the related sampling error. Section IV provides additional comment on the sampling and non-sampling errors. It is also recommended that the interests of a user seeking more precise audience estimates for time periods or audience segments with relatively low audience levels would best be served through special studies using specially structured samples disproportionately allocated to measure the segment of interest.

Tabulations from the viewing records yield "zero audiences" for some audience composition categories. Such "blanks" should not be interpreted as connotating zero audience levels in the universe.

IV STATISTICAL INTERPRETATIONS AND RELATED

A. STATISTICAL TOLERANCES:

Standard error is a measure of sampling variability for a probability sample; that is, a measure of variations that may occur by chance because a sample of TV households is surveyed. The statistical tolerances herein apply only to a perfect probability sample. The achieved sample is not a perfect probability sample. For additional detail, including formulas and examples of standard error calculations, see the NSI Reference Supplement.

1. **Households:** Table 7 of the NSI Area Market Data Section provides estimated standard errors for Metro/DMA ratings and Station Total household audiences.
2. **Persons:** Standard error estimates for Persons Audiences—both projected and ratings—cannot be readily shown in the form of a table (as for household sampling errors). Therefore, as an aid in assessing the sampling error associated with Persons Audience levels, a Relative Error threshold (the ratio of the sampling error of the reported audience estimate to the reported audience) is provided on data pages and in Table 8 of the Market Data section. Audience estimates below the levels shown are of marginal statistical significance and are reported as a convenience to report users who may wish to combine them with audience estimates of other persons categories, time periods or measurement cycles to yield composite estimates whose relative error will be less than that of its parts. Also see footnote on the data pages for example of interpretation of audience estimates of such large relative error. An estimate of the standard error for a Persons Audience estimate may be obtained by performing the calculations described in the NSI Reference Supplement.

B. REMINDERS:

Data in this report are also subject to other qualifications than the statistical tolerances arising from the use of sampling. For example, the accuracy of this data may be affected by: (1) the quality of sampling materials and sampling techniques that yield the sample design; (2) the inability to secure cooperation from all households in the predesignated sample or the failure of the cooperating household to provide usable data, sometimes referred to as non-response error; (3) matters of definition such as listening and/or viewing vs. tuning; (4) accuracy in the reporting of a) viewing and/or b) the characteristics of the household or individual, sometimes referred to as response error; (5) techniques that permit inspection and rejection of faulty information from the sample, quality of data-processing, inspection of final tabulations, and similar production techniques illustrative of and sometimes categorized as administrative accuracy safeguards. Therefore, non-sampling errors cannot be warranted to be absent.

Recognizing the use of a telephone universe and problems of response and non-response errors, Nielsen does not intend to imply that all TV households in the areas sampled are distributed in the proportions shown for the in-tab sample in Table 6. Comparable U.S. Census data are not available for comparison with the predesignated sample. The subscriber is reminded also that in-tab sample counts give disproportionate weights to the various Sampling Areas, to the extent that sampling rates and/or cooperation rates vary by Sampling Area.

Audience projections can be expressed as percentages of the NSI Area universe estimates shown in column 4 of Table 6. Such percentages do not take into account audiences from outside the NSI Area in the base. Therefore, this procedure typically results in a slight overstatement of the percentage as it would be computed for the NSI Area alone.

Subscribers are also advised that diary records tend to understate TV audiences during daytime time-periods, toward the close of the 7-day diary week, and during late-evening time periods. The foregoing statement is based upon the results of Nielsen research, comparing the results of National Audimeter® and National Auditlog® samples, and is not necessarily applicable to any one market or station.

To the extent that the ratio of telephone households to total households among certain socio-economic or ethnic groups is lower than that for the population at large in this market, the audience of such groups will tend to be understated by the sample employed for this report. The effect on the audience estimates herein reported may or may not be significant depending upon considerations such as: (1) the percentage of all households that such groups comprise; (2) their comparative television ownership; (3) the extent to which viewing patterns for such groups differ from the market as a whole; (4) the extent to which they are understated in the sample design; and (5) their comparative cooperation in returning usable diaries.

V PERMISSIBLE USES OF THIS REPORT

EACH NSI CLIENT IS LEGALLY OBLIGATED—BY CONTRACT—NOT TO LEND THIS REPORT OR COPY ANY SUBSTANTIAL PORTION THEREOF OR OTHERWISE DIVULGE THE CONTENTS, EXCEPT AS SUMMARIZED BELOW. This report is furnished pursuant to Client's employment of Nielsen to secure these data for the Client's confidential use and is furnished on the basis of Client's representation that it has a continuing legitimate business interest in the subject matter of this report and on Client's agreement that the divulgence of the contents will be limited as follows:

Advertiser Clients:

- (a) To Client's own organization—including sales representatives.
- (b) To Client's own Advertising Agencies, active or prospective.
- (c) To Stations subscribing to this report.
- (d) To Program Producers and Artists serving or negotiating with Client's organization.

Advertising Agency Clients:

- (a) To Client's own organization.
- (b) To Client's clients and prospective clients.
- (c) To Stations subscribing to this report.
- (d) To Program Producers and Artists serving or negotiating with Client's organization.

Station Clients, Station Representatives, Producers and Other Clients:

- (a) To Client's own executives—including sales representatives.
- (b) To Agencies, Advertisers and others having a legitimate business interest in the subject of this report, provided that no divulgence will be made to non-subscribing stations or their representatives under any circumstances and that this report will not be lent to non-subscribers, whether Advertisers, Agencies, Stations or others.

Nielsen's prior written approval is required for quotation of report data in advertising, promotion or press releases. Such approval may be withheld unless the quotation is in accordance with Nielsen's policies as may be indicated to Client in writing from time to time. No officer or employee of Nielsen is authorized to give oral approval of any form of publication.

SEATTLE - TACOMA, WASH.

MAY 1973

VIEWERS IN PROFILE

AVERAGE WEEKLY TELEVISION AUDIENCE ESTIMATES



nsi NIELSEN STATION INDEX