

**ARBITRON  
RADIO  
U.S.A.**

Fall 1980

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- Programming Preference Report
- Client Tapes
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**Arbitron Offices**

**New York**

1350 Avenue of the Americas / 10019

**Radio Station Services:**

*Client Service Rep:* Linda Daileader  
*Hot Line:* (212) 887-1312

Susan Dingethal (212) 887-1310  
Andy Golding (212) 887-1306  
Scott Herman (212) 887-1304  
Maddy Schreiber (212) 887-1324

**Advertiser/Agency Services:**

*Client Service Rep:* Alan Strumwasser  
*Hot Line:* (212) 887-1326

Rick Greenhut (212) 887-1332  
Barbara Graff (212) 887-1360  
Henry Laura (212) 887-1330

**Dallas**

3131 Turtle Creek Boulevard / 75219

**Radio Station Services:**

*Client Service Rep:* Al Maxwell  
*Hot Line:* (214) 522-2651

Gary Donohue (214) 522-2470  
Steve Streiker (214) 522-2470

**Advertiser/Agency Services:**

Paula Dingwall (214) 522-2470

**San Francisco**

220 Sansome Street / 94104

**Radio Station Services:**

*Hot Line:* (415) 982-5371

Marvin Korach (415) 393-6925  
Dave Burrill (415) 393-6925

**Advertiser/Agency Services:**

Randy Washburn (213) 937-6420

**Chicago**

1807 Tribune Tower / 60611

**Radio Station Services:**

*Client Service Rep:* Jill Snyder  
*Hot Line:* (312) 454-3430

Bruce Johnson (312) 454-3426  
Dean Mutter (312) 454-3425

**Advertiser/Agency Services:**

Joan Schwartz (312) 454-3423  
Howard Fischground (312) 454-3420  
Elaine Yusa (312) 454-3421

**Atlanta**

5775 Peachtree-Dunwoody Road  
N E / 30342

**Radio Station Services:**

*Client Service Rep:* Dan Griffin  
*Hot Line:* (404) 252-2914

Cliff Fletcher (404) 252-7755  
Katy Hodges (404) 252-7755

**Advertiser/Agency Services:**

Randy Briggs (404) 252-7755

**Los Angeles**

5670 Wilshire Boulevard / 90036

**Radio Station Services:**

*Client Service Rep:* Barbara Barnowitz  
*Hot Line:* (213) 937-1682

Bill McDowell (213) 937-6420  
Jim Francis (213) 937-6420

**Advertiser/Agency Services:**

Randy Washburn (213) 937-6420

# Arbitron Radio U.S.A.

## A Quick Reference Guide to What's Happening in Radio

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*Arbitron Radio U.S.A.* tells you what's happening in radio for each market surveyed in the 1980 Fall Sweep. Each market surveyed displays two key pages of useful listening information based on the following kinds of audience estimates:

**Average Persons  
(Total Survey Area)**

**Average Persons  
(Metro Survey Area)**

**Metro Shares**

**Cume Persons  
(Total Survey Area)**

**Cume Persons  
(Metro Survey Area)**

**Metro Cume Ratings**

Average audience estimates appear on the lefthand page with cume estimates appearing on the right. For Los Angeles, Nassau-Suffolk (Long Island, NY), New York, Providence-Warwick-Pawtucket, San Francisco and San Jose with more than 40 listed stations, Average estimates will appear on the first two pages followed by Cume estimates on two additional pages.

Estimates are reported for the broadcast week, Monday-Sunday, 6AM-Midnight. Complete demographics are shown for each market surveyed. Metro population bases also are included.

These population estimates are based upon 1970 U.S. Bureau of the Census estimates updated and projected to January 1, 1981 Census estimates updated and projected to January 1, 1981 by Market Statistics Inc., based on data from Sales Management's 1980 "Survey of Buying Power".

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This report is a compilation of summary listening estimates and data as it appeared in each Radio Market Report. The data presented are Average Quarter Hour and Cume listening estimates, Monday through Sunday, 6AM to Midnight. Individual market sample size and Special Notices are not presented herein. The user is referred to the appropriate Radio Market Report for such information. The audience estimates presented in this Book are subject to the Limitations discussed in the local Radio Market Report from which these estimates are re-printed. The survey methodology used to produce these estimates and a discussion of the methodology's limitations are presented at the back of this book.

### Restrictions on Use of Report

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Here are some of the ways *Arbitron Radio U.S.A.* can be used by **Broadcasters:**

- As a useful station tool for comparing programming performance to stations with similar formats in other markets.
- To give group broadcasters a quick overview to identify attractive station property opportunities in other markets.
- To help station representatives identify potential prospects for solicitation.

Here are some of the ways *Arbitron Radio U.S.A.* can be used by **Advertisers and Advertising Agencies:**

- As a general planning guide to radio listening levels across the country.

For assessing radio spending by radio listening areas.

- To cross-reference with their own station format knowledge, differences in audience delivery across markets.
- In analyzing the importance of station spill-in from nearby markets.

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authorized representatives and may be disclosed only to advertisers and/or their agencies who have a bona fide business interest in the data contained herein. For an Arbitron client to divulge the contents of this report to a non-subscribing station, or to lend and/or give a copy to any non-subscriber, including advertisers and/or their agencies constitutes a breach of the license agreement between Arbitron and each of its clients. Quotation by clients of the estimates contained in this report as allowed by the preceding sentence for purposes of advertising or promotion, must identify Arbitron as the source.

Arbitron recommends that the appropriate market, survey period, survey area, time period, and kind of audience estimate (e.g. Boston, October-November 1980 Total Survey Area, Monday-Friday, 8PM-9PM, Average quarter-hour estimates, Men 18-34) be stated and that it be mentioned that the audience estimates are subject to the qualifications given in the Arbitron report.

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# Markets Surveyed in the 1980 Fall Surveys (Survey Dates: October 23 - November 19, 1980)

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- |  |   |  |
|--|---|--|
| 1. Akron   | 41. Grand Rapids                                      | + 80. Peoria   |
| 2. Albany-Schenectady-Troy                                     | 42. Greensboro-Winston Salem<br>High Point            | + 81. Philadelphia                                   |
| 3. Albuquerque   | 43. Greenville-Spartanburg, SC                        | 82. Phoenix  |
| + 4. Allentown-Bethlehem-Easton                                | 44. Harrisburg  | 83. Pittsburgh                                       |
| + 5. Anaheim-Santa Ana-<br>Garden Grove<br>(Orange County, CA) | 45. Hartford, New Britain                             | 84. Portland, OR                                     |
| 6. Anchorage   | 46. Honolulu  | 85. Providence-Warwick-<br>Pawtucket                 |
| 7. Atlanta   | 47. Houston-Galveston                                 | + 86. Quad Cities (Davenport-<br>Rock Island-Moline) |
| 8. Austin, TX  | 48. Huntington-Ashland                                | 87. Raleigh-Durham                                   |
| + 9. Bakersfield   | + 49. Indianapolis                                    | 88. Richmond   |
| 10. Baltimore  | 50. Jacksonville                                      | + 89. Riverside-San Bernardino-<br>Ontario           |
| 11. Baton Rouge  | 51. Johnson City-Kingsport-<br>Bristol                | 90. Rochester, NY                                    |
| 12. Beaumont-Port Arthur-<br>Orange                            | 52. Kalamazoo-Portage                                 | + 91. Sacramento                                     |
| 13. Birmingham   | 53. Kansas City                                       | 92. St. Louis  |
| + 14. Bloomington, IL  | 54. Knoxville   | + 93. Salinas-Seaside-Monterey                       |
| 15. Boston   | + 55. Lafayette, IN                                   | 94. Salt Lake City-Ogden                             |
| + 16. Bridgeport   | 56. Lancaster   | 95. San Antonio                                      |
| 17. Buffalo  | 57. Lansing-East Lansing                              | + 96. San Diego                                      |
| 18. Canton   | 58. Las Vegas   | + 97. San Francisco                                  |
| 19. Charleston-<br>North Charleston, SC                        | 59. Lexington-Fayette                                 | + 98. San Jose                                       |
| 20. Charlotte-Gastonia   | 60. Little Rock-North Little Rock                     | + + 99. Santa Barbara, CA                            |
| 21. Chattanooga  | + 61. Los Angeles                                     | + + 100. Santa Rosa, CA                              |
| + 22. Chicago  | 62. Louisville  | + 101. Seattle-Everett-Tacoma                        |
| 23. Cincinnati   | 63. McAllen-Brownsville                               | 102. Shreveport                                      |
| 24. Cleveland  | 64. Memphis   | 103. Spokane   |
| 25. Colorado Springs   | 65. Miami   | 104. Springfield-Chicopee-<br>Holyoke                |
| 26. Columbia, SC   | 66. Milwaukee-Racine                                  | + 105. Stockton                                      |
| 27. Columbus, OH   | 67. Minneapolis-St. Paul                              | 106. Syracuse  |
| 28. Dallas-Ft. Worth   | 68. Mobile  | 107. Tampa-St. Petersburg                            |
| + 29. Danbury, CT  | 69. Nashville-Davidson                                | 108. Toledo  |
| 30. Dayton   | + 70. Nassau-Suffolk<br>(Long Island, NY)             | 109. Tucson  |
| 31. Daytona Beach  | 71. New Haven-West Haven                              | 110. Tulsa   |
| 32. Denver-Boulder   | + 72. New Orleans                                     | 111. Washington, DC                                  |
| 33. Des Moines   | + 73. New York  | + 112. Wenatchee, WA                                 |
| 34. Detroit  | 74. Norfolk-Portsmouth-<br>Newport News-Hampton       | 113. West Palm Beach-<br>Boca Raton                  |
| 35. El Paso  | 75. Northeast Pennsylvania<br>(Wilkes Barre-Scranton) | 114. Wichita, KS                                     |
| 36. Eugene-Springfield   | 76. Oklahoma City                                     | + 115. Wilmington, DE                                |
| 37. Flint  | 77. Omaha-Council Bluffs                              | 116. Worcester                                       |
| 38. Ft. Lauderdale-Hollywood                                   | 78. Orlando   | 117. York  |
| 39. Ft. Wayne  | + + 79. Palm Springs, CA                              | 118. Youngstown-Warren                               |
| 40. Fresno   |   |  |

\* Condensed Radio Market Reports

+ Quarterly Measurement (Survey Dates: September 25 - December 17, 1980)

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Akron	Albany-Schenectady-Troy	Albuquerque	Allentown-Bethlehem-Easton	Anaheim-Santa Ana-Garden Grove (Orange County, CA)	Anchorage	Atlanta
MEN	18-24	48,000	51,300	30,300	37,800	129,800	16,900	127,700
MEN	25-34	53,000	57,200	36,400	46,800	184,400	20,800	195,300
MEN	35-44	38,200	41,300	24,300	37,200	133,200	13,600	118,100
MEN	45-49	17,100	19,500	10,700	17,200	55,700	4,900	43,900
MEN	50-54	16,900	21,400	10,600	19,200	47,600	4,100	42,200
MEN	55-64	27,900	39,300	16,400	33,300	62,800	4,400	67,200
MEN	65+	26,700	39,400	14,500	33,000	59,200	1,400	55,600
WOMEN	18-24	49,200	52,600	32,000	36,400	127,500	15,400	138,400
WOMEN	25-34	53,500	58,500	38,100	47,500	187,200	20,200	195,500
WOMEN	35-44	39,800	44,200	26,200	39,600	133,500	11,800	120,600
WOMEN	45-49	18,100	21,000	11,500	18,600	54,600	4,400	45,300
WOMEN	50-54	18,000	23,900	10,800	20,700	46,500	3,500	44,700
WOMEN	55-64	31,200	45,100	18,500	37,100	70,800	3,800	78,200
WOMEN	65+	39,400	63,200	19,800	50,300	98,800	1,400	96,400
TEENS	12-17	68,900	79,800	47,000	59,700	210,300	21,100	191,700
TOTAL PERSONS	12+	545,900	657,700	347,100	534,400	1,601,900	147,700	1,560,800
MEN	18+	227,800	269,400	143,200	224,500	672,700	66,100	650,000
WOMEN	18+	249,200	308,500	156,900	250,200	718,900	60,500	719,100
ADULTS	18+	477,000	577,900	300,100	474,700	1,391,600	126,600	1,369,100

METRO SURVEY AREA		Austin, TX	Bakersfield	Baltimore	Baton Rouge	Beaumont-Port Arthur-Orange	Birmingham	Bloomington, IL
MEN	18-24	58,300	23,600	144,200	36,700	22,800	48,900	11,800
MEN	25-34	45,200	30,800	182,700	40,600	28,300	64,100	9,500
MEN	35-44	25,200	21,800	130,600	25,200	22,700	46,700	5,900
MEN	45-49	10,100	9,400	58,200	10,200	9,700	19,900	2,400
MEN	50-54	10,200	9,900	59,100	10,000	9,600	20,400	2,500
MEN	55-64	18,500	18,300	96,200	16,400	17,500	38,400	4,700
MEN	65+	18,000	15,700	82,400	13,400	14,600	38,600	5,000
WOMEN	18-24	51,400	23,000	143,800	37,900	23,000	53,500	14,400
WOMEN	25-34	42,200	32,000	186,900	41,900	30,200	69,600	9,300
WOMEN	35-44	26,300	22,600	135,200	27,100	24,100	53,500	6,200
WOMEN	45-49	10,700	9,900	61,800	10,700	9,900	22,000	2,600
WOMEN	50-54	10,900	10,300	61,500	10,400	9,900	23,200	2,900
WOMEN	55-64	21,600	18,400	103,600	17,900	18,700	45,600	5,500
WOMEN	65+	28,200	19,400	130,500	20,400	20,600	60,200	8,600
TEENS	12-17	44,900	42,300	225,700	50,000	40,900	87,000	11,200
TOTAL PERSONS	12+	421,700	307,400	1,802,400	368,800	302,500	691,600	102,500
MEN	18+	185,500	129,500	753,400	152,500	125,200	277,000	41,800
WOMEN	18+	191,300	135,600	823,300	166,300	136,400	327,600	49,500
ADULTS	18+	376,800	265,100	1,576,700	318,800	261,600	604,600	91,300

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Boston	Bridgeport	Buffalo	Canton	Charleston- North Charleston, SC	Charlotte-Gastonia	Chattanooga
MEN	18-24	236,100	26,300	74,800	24,400	39,500	38,500	24,200
MEN	25-34	285,300	32,000	90,900	32,400	36,800	57,700	34,700
MEN	35-44	198,800	24,800	71,500	23,400	22,600	38,700	24,000
MEN	45-49	80,600	11,700	33,500	10,900	8,800	15,800	9,600
MEN	50-54	85,700	12,800	36,800	11,200	8,600	15,100	9,700
MEN	55-64	150,800	20,800	62,300	18,600	12,800	24,500	18,300
MEN	65+	151,100	18,300	57,600	19,100	10,200	20,600	16,800
WOMEN	18-24	253,000	25,600	81,800	26,100	26,400	42,500	26,300
WOMEN	25-34	289,300	33,700	96,000	33,400	35,300	59,900	36,300
WOMEN	35-44	208,000	26,100	76,700	24,800	23,300	41,500	26,400
WOMEN	45-49	87,300	12,500	36,400	11,700	9,000	16,900	10,300
WOMEN	50-54	95,700	13,800	39,300	11,700	8,700	16,300	11,000
WOMEN	55-64	184,600	22,500	69,900	20,400	14,900	29,300	21,500
WOMEN	65+	266,900	30,000	89,000	27,900	16,200	34,800	27,000
TEENS	12-17	348,900	42,700	140,900	42,800	42,900	62,100	41,300
TOTAL PERSONS	12+	2,922,100	353,600	1,057,400	338,800	316,000	514,200	337,400
MEN	18+	1,188,400	146,700	427,400	140,000	139,300	210,900	137,300
WOMEN	18+	1,384,800	164,200	489,100	156,000	133,800	241,200	158,800
ADULTS	18+	2,573,200	310,900	916,500	296,000	273,100	452,100	296,100

METRO SURVEY AREA		Chicago	Cincinnati	Cleveland	Colorado Springs	Columbia, SC	Columbus, OH	Dallas-Ft. Worth
MEN	18-24	470,900	87,400	114,000	36,600	44,100	86,600	189,600
MEN	25-34	654,000	112,900	152,900	25,600	35,300	100,400	279,700
MEN	35-44	453,700	80,100	113,500	18,000	21,800	65,300	172,400
MEN	45-49	189,900	32,600	52,200	6,000	8,600	25,500	67,000
MEN	50-54	197,800	32,700	54,700	6,000	8,900	25,000	65,200
MEN	55-64	341,000	60,200	92,100	8,300	13,100	41,500	108,900
MEN	65+	290,600	57,300	78,800	7,300	11,000	38,700	93,700
WOMEN	18-24	483,700	89,900	122,900	22,000	30,400	89,300	204,600
WOMEN	25-34	671,200	118,100	161,700	26,900	34,300	102,500	276,200
WOMEN	35-44	468,000	85,500	121,000	18,000	22,900	66,800	176,800
WOMEN	45-49	196,700	35,400	55,800	6,400	9,400	27,000	70,000
WOMEN	50-54	212,400	36,600	59,300	5,800	8,900	26,900	67,700
WOMEN	55-64	378,700	70,300	102,900	9,400	15,400	48,700	124,700
WOMEN	65+	446,300	94,300	123,400	12,000	18,600	62,500	154,100
TEENS	12-17	791,200	144,900	198,100	27,700	38,300	107,200	275,200
TOTAL PERSONS	12+	6,246,100	1,138,200	1,603,300	236,000	321,000	913,900	2,325,800
MEN	18+	2,597,900	463,200	658,200	107,800	142,800	383,000	976,500
WOMEN	18+	2,857,000	530,100	747,000	100,500	139,900	423,700	1,074,100
ADULTS	18+	5,454,900	993,300	1,405,200	208,300	282,700	806,700	2,050,600

M E T R O P O P U L A T I O N E S T I M A T E S

METRO SURVEY AREA		Danbury, CT	Davenport-Rock Island-Moline (Quad Cities)	Dayton	Daytona Beach	Denver-Boulder	Des Moines	Detroit
MEN	18-24	5,300	22,500	58,000	12,700	110,800	22,200	267,600
MEN	25-34	10,400	32,500	74,600	12,400	158,700	29,600	368,900
MEN	35-44	7,300	21,200	51,300	9,700	106,100	19,700	263,700
MEN	45-49	2,400	8,900	21,700	4,700	41,200	7,700	115,300
MEN	50-54	2,700	9,500	21,500	5,200	39,400	8,100	116,200
MEN	55-64	4,800	17,600	33,700	11,700	59,200	14,100	186,500
MEN	65+	4,700	16,700	28,700	25,900	48,600	13,100	167,400
WOMEN	18-24	6,000	24,300	60,900	12,100	115,100	25,000	283,200
WOMEN	25-34	10,900	32,200	75,500	13,300	163,700	30,800	375,500
WOMEN	35-44	6,800	21,800	53,800	11,200	108,500	20,500	280,200
WOMEN	45-49	2,500	9,200	22,600	5,400	42,300	8,400	120,000
WOMEN	50-54	2,800	10,000	21,800	6,400	39,600	8,600	123,300
WOMEN	55-64	5,500	18,800	36,800	16,800	65,100	16,500	200,000
WOMEN	65+	7,100	25,600	45,200	34,300	77,200	21,900	231,300
TEENS	12-17	11,200	39,000	86,500	18,400	166,000	33,500	476,800
TOTAL PERSONS	12+	90,400	309,800	692,600	200,200	1,341,500	279,700	3,575,900
MEN	18+	37,600	128,900	289,500	82,300	564,000	114,500	1,485,600
WOMEN	18+	41,600	141,900	316,600	99,500	611,500	131,700	1,613,500
ADULTS	18+	79,200	270,800	606,100	181,800	1,175,500	246,200	3,099,100

METRO SURVEY AREA		El Paso	Eugene-Springfield	Flint	Fresno	Ft. Lauderdale-Hollywood	Ft. Wayne	Grand Rapids
MEN	18-24	36,500	22,700	33,400	34,600	43,700	24,200	39,400
MEN	25-34	35,100	26,400	47,200	38,600	64,200	31,500	49,200
MEN	35-44	26,000	15,600	33,700	26,200	47,700	21,000	33,400
MEN	45-49	9,600	6,000	12,300	12,200	21,300	8,900	13,200
MEN	50-54	9,100	6,400	11,700	12,600	23,200	8,800	13,600
MEN	55-64	13,300	11,600	19,200	22,100	51,000	15,000	23,800
MEN	65+	12,000	10,800	16,700	21,800	94,700	15,000	23,800
WOMEN	18-24	32,700	21,700	35,200	35,200	46,000	25,000	42,800
WOMEN	25-34	38,600	25,200	48,000	39,500	67,300	31,700	50,300
WOMEN	35-44	29,400	16,000	33,700	29,200	52,000	21,700	35,000
WOMEN	45-49	10,500	6,300	12,500	13,000	24,000	9,300	14,100
WOMEN	50-54	9,300	6,800	12,100	13,100	27,700	9,400	14,500
WOMEN	55-64	15,500	11,500	20,600	23,200	70,800	17,100	26,400
WOMEN	65+	17,900	14,700	24,500	29,600	110,200	24,100	37,200
TEENS	12-17	51,800	26,500	59,300	53,500	76,100	40,300	65,600
TOTAL PERSONS	12+	347,300	228,200	420,100	404,400	819,900	303,000	482,300
MEN	18+	141,600	99,500	174,200	168,100	345,800	124,400	196,400
WOMEN	18+	153,900	102,200	186,600	182,800	398,000	138,300	220,300
ADULTS	18+	295,500	201,700	360,800	350,900	743,800	262,700	416,700

M E T R O P O P U L A T I O N E S T I M A T E S

METRO SURVEY AREA		Greensboro-Winston Salem- High Point	Greenville- Spartanburg, SC	Harrisburg	Hartford-New Britain	Honolulu	Houston-Galveston	Huntington- Ashland
MEN	18-24	49,200	39,800	27,100	49,400	76,000	195,300	18,100
MEN	25-34	70,200	49,200	33,500	68,100	68,300	296,700	24,300
MEN	35-44	49,400	32,500	25,800	47,600	43,500	193,100	17,900
MEN	45-49	20,300	13,600	11,500	22,000	20,200	75,600	7,500
MEN	50-54	19,900	13,600	11,800	23,200	18,900	70,200	7,700
MEN	55-64	33,500	23,400	20,700	38,000	29,800	118,000	14,000
MEN	65+	30,900	20,200	20,400	35,300	22,800	88,100	14,600
WOMEN	18-24	58,000	37,200	28,600	53,900	53,600	206,600	19,100
WOMEN	25-34	72,500	49,600	35,000	67,800	64,500	294,300	25,700
WOMEN	35-44	52,600	35,000	27,800	50,100	44,400	196,300	19,600
WOMEN	45-49	21,200	14,600	12,300	22,800	19,700	76,000	8,100
WOMEN	50-54	21,900	15,100	12,800	24,400	17,900	71,700	8,200
WOMEN	55-64	40,000	27,700	23,800	41,600	23,500	125,600	16,400
WOMEN	65+	48,900	33,500	32,300	57,500	26,500	129,400	21,000
TEENS	12-17	76,600	52,800	43,000	82,900	71,800	315,600	29,800
TOTAL PERSONS	12+	665,100	457,800	366,400	684,600	601,400	2,452,500	252,000
MEN	18+	273,400	192,300	150,800	283,600	279,500	1,037,000	104,100
WOMEN	18+	315,100	212,700	172,600	318,100	250,100	1,099,900	118,100
ADULTS	18+	588,500	405,000	323,400	601,700	529,600	2,136,900	222,200

METRO SURVEY AREA		Indianapolis	Jacksonville	Johnson City-Kingsport- Bristol	Kalamazoo-Portage	Kansas City	Knoxville	Lafayette, IN
MEN	18-24	70,800	55,800	27,100	23,100	79,400	33,600	18,700
MEN	25-34	101,900	59,200	37,100	23,800	123,400	38,400	10,600
MEN	35-44	68,900	40,800	24,100	15,300	82,600	25,500	5,200
MEN	45-49	28,500	17,500	10,500	5,900	33,500	11,600	2,200
MEN	50-54	28,300	17,500	11,100	6,200	32,000	12,200	2,100
MEN	55-64	48,100	29,100	20,000	10,700	55,000	21,800	3,800
MEN	65+	42,900	28,200	18,900	10,900	52,700	20,000	3,500
WOMEN	18-24	75,400	47,900	27,700	24,500	90,100	33,200	13,700
WOMEN	25-34	103,800	61,900	37,200	23,700	126,500	39,400	9,500
WOMEN	35-44	72,300	44,700	26,600	15,800	87,000	29,000	5,200
WOMEN	45-49	29,900	18,700	11,300	6,300	34,700	13,000	2,300
WOMEN	50-54	30,100	18,900	11,700	6,600	34,600	13,700	2,300
WOMEN	55-64	53,800	34,000	22,600	12,000	62,700	25,300	4,100
WOMEN	65+	71,200	44,200	27,300	16,400	86,000	30,800	5,700
TEENS	12-17	125,400	75,500	40,100	28,000	137,400	45,400	8,900
TOTAL PERSONS	12+	951,300	593,900	353,300	229,200	1,117,600	392,900	97,800
MEN	18+	389,400	248,100	148,800	95,900	458,600	163,100	46,100
WOMEN	18+	436,500	270,300	164,400	105,300	521,600	184,400	42,800
ADULTS	18+	825,900	518,400	313,200	201,200	980,200	347,500	88,900



METRO POPULATION ESTIMATES

METRO SURVEY AREA		Lancaster	Lansing-East Lansing	Las Vegas	Lexington-Fayette	Little Rock-North Little Rock	Los Angeles	Louisville
MEN	18-24	22,700	49,100	26,600	26,000	24,800	591,300	55,700
MEN	25-34	28,600	43,000	40,000	29,300	34,900	839,300	76,900
MEN	35-44	20,500	25,100	26,300	17,400	22,500	560,900	52,700
MEN	45-49	8,400	9,500	11,300	6,800	8,500	248,600	22,000
MEN	50-54	8,700	9,500	11,800	6,700	8,800	243,900	21,700
MEN	55-64	15,700	16,400	18,600	11,600	15,300	393,300	36,800
MEN	65+	16,900	14,900	14,200	11,300	15,100	340,200	32,600
WOMEN	18-24	22,700	45,300	26,500	27,400	25,800	608,600	58,100
WOMEN	25-34	29,100	40,900	39,000	29,100	36,200	824,100	78,600
WOMEN	35-44	21,300	25,200	24,600	18,300	24,300	568,600	56,600
WOMEN	45-49	9,000	9,500	10,900	7,000	9,000	259,400	23,000
WOMEN	50-54	9,500	10,300	11,000	7,200	9,500	257,700	23,100
WOMEN	55-64	17,900	17,600	17,100	13,500	17,900	443,800	43,000
WOMEN	65+	26,000	23,200	15,300	17,400	23,900	580,700	54,400
TEENS	12-17	35,600	45,600	42,600	28,000	38,500	866,400	94,800
TOTAL PERSONS	12+	292,600	385,100	335,200	257,000	315,000	7,626,800	730,000
MEN	18+	121,500	167,500	148,800	109,100	129,900	3,217,500	298,400
WOMEN	18+	135,500	172,000	144,400	119,900	146,600	3,542,900	336,800
ADULTS	18+	257,000	339,500	293,200	229,000	276,500	6,760,400	635,200

METRO SURVEY AREA		McAllen-Brownsville	Memphis	Miami	Milwaukee-Racine	Minneapolis-St. Paul	Mobile	Nashville-Davidson
MEN	18-24	25,600	63,600	84,500	98,900	144,000	27,400	54,100
MEN	25-34	26,100	74,700	108,600	135,300	208,100	35,400	71,400
MEN	35-44	19,800	48,200	87,500	99,400	124,500	24,500	46,700
MEN	45-49	8,400	19,800	38,400	38,200	44,300	10,200	19,200
MEN	50-54	7,600	20,000	40,200	38,900	44,000	10,500	19,100
MEN	55-64	15,500	35,500	74,000	69,800	73,800	19,800	35,200
MEN	65+	17,600	33,400	105,300	66,000	76,200	17,700	33,300
WOMEN	18-24	28,700	62,200	87,600	104,400	162,800	28,500	56,400
WOMEN	25-34	31,300	80,300	119,900	139,400	204,800	38,000	72,300
WOMEN	35-44	24,900	55,400	97,200	101,500	123,100	27,400	50,300
WOMEN	45-49	9,300	22,200	42,500	39,600	44,700	11,400	19,900
WOMEN	50-54	8,500	22,100	45,000	41,100	46,700	11,600	20,800
WOMEN	55-64	17,900	42,000	92,700	76,900	83,600	22,500	40,900
WOMEN	65+	21,800	52,400	145,400	99,500	122,300	26,800	52,300
TEENS	12-17	53,500	100,600	128,600	170,900	214,200	50,500	80,200
TOTAL PERSONS	12+	316,500	732,400	1,297,400	1,319,800	1,717,100	362,200	672,100
MEN	18+	120,600	295,200	538,500	546,500	714,900	145,500	279,000
WOMEN	18+	142,400	336,600	630,300	602,400	788,000	166,200	312,900
ADULTS	18+	263,000	631,800	1,168,800	1,148,900	1,502,900	311,700	591,900

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Nassau-Suffolk (Long Island, NY)	New Haven- West Haven	New Orleans	New York	Norfolk-Portsmouth- Newport News-Hampton	Northeast Pennsylvania (Wilkes Barre-Scranton)	Oklahoma City
MEN	18-24	146,400	32,100	73,600	922,900	136,000	35,700	56,900
MEN	25-34	196,000	35,700	98,700	1,281,400	107,700	42,700	72,100
MEN	35-44	182,700	23,400	65,500	955,100	70,500	34,100	46,900
MEN	45-49	83,300	11,000	28,600	427,200	29,700	16,500	19,200
MEN	50-54	79,900	12,100	26,500	442,800	27,900	19,500	18,200
MEN	55-64	118,300	20,000	46,800	812,600	40,700	37,300	31,200
MEN	65+	95,800	20,800	40,000	747,900	32,300	37,100	29,700
WOMEN	18-24	148,800	30,600	79,700	986,200	83,400	37,100	58,300
WOMEN	25-34	223,800	36,400	103,300	1,384,200	102,300	42,500	72,800
WOMEN	35-44	197,600	25,200	71,900	1,040,100	71,700	38,800	50,000
WOMEN	45-49	84,300	12,000	30,300	467,500	30,500	18,800	19,600
WOMEN	50-54	78,800	13,400	29,000	498,100	28,000	22,800	19,100
WOMEN	55-64	122,400	23,300	55,500	937,500	45,400	45,400	37,000
WOMEN	65+	151,500	32,800	65,200	1,167,300	51,600	60,600	48,800
TEENS	12-17	334,500	40,600	124,000	1,578,000	119,200	56,400	82,800
TOTAL PERSONS	12+	2,244,100	369,400	938,600	13,648,800	976,900	545,300	662,600
MEN	18+	902,400	155,100	379,700	5,589,900	444,800	222,900	274,200
WOMEN	18+	1,007,200	173,700	434,900	6,480,900	412,900	266,000	305,600
ADULTS	18+	1,909,600	328,800	814,600	12,070,800	857,700	488,900	579,800

METRO SURVEY AREA		Omaha- Council Bluffs	Orlando	Palm Springs, CA	Peoria	Philadelphia	Phoenix	Pittsburgh
MEN	18-24	39,200	42,200	5,800	23,100	295,400	91,700	124,400
MEN	25-34	53,300	48,400	8,400	29,900	368,200	116,600	157,200
MEN	35-44	36,900	37,400	6,300	21,500	279,600	78,300	128,700
MEN	45-49	13,400	16,300	3,000	8,900	126,500	33,000	62,500
MEN	50-54	12,600	15,900	3,200	8,800	131,600	33,300	68,600
MEN	55-64	22,000	25,700	8,200	17,200	221,900	58,300	119,900
MEN	65+	21,500	33,600	10,000	15,800	209,900	76,100	116,300
WOMEN	18-24	42,500	37,000	6,600	23,900	295,700	91,900	135,000
WOMEN	25-34	54,400	52,000	8,800	30,300	388,600	118,800	168,900
WOMEN	35-44	36,700	40,100	6,600	22,100	299,600	82,500	141,800
WOMEN	45-49	13,500	17,200	3,700	8,800	135,200	36,000	68,500
WOMEN	50-54	13,400	16,700	3,800	9,800	142,700	35,900	76,400
WOMEN	55-64	25,100	30,500	9,600	18,400	252,600	68,700	134,800
WOMEN	65+	34,400	47,600	11,000	24,400	335,000	98,000	169,700
TEENS	12-17	62,900	66,300	12,000	38,800	481,900	141,800	228,800
TOTAL PERSONS	12+	481,800	526,900	107,000	301,700	3,964,400	1,160,900	1,901,500
MEN	18+	198,900	219,500	44,900	125,200	1,633,100	487,300	777,600
WOMEN	18+	220,000	241,100	50,100	137,700	1,849,400	531,800	895,100
ADULTS	18+	418,900	460,600	95,000	262,900	3,482,500	1,019,100	1,672,700

M E T R O P O P U L A T I O N E S T I M A T E S

METRO SURVEY AREA		Portland, OR	Providence-Warwick-Pawtucket	Raleigh-Durham	Richmond	Riverside-San Bernardino-Ontario, CA	Rochester, NY	Sacramento
MEN	18-24	72,700	92,800	52,300	41,300	76,100	62,000	69,600
MEN	25-34	109,400	102,300	49,100	55,800	99,200	80,000	83,800
MEN	35-44	69,000	76,900	28,400	37,500	66,000	53,000	60,800
MEN	45-49	28,500	35,700	11,600	17,400	27,800	22,900	28,000
MEN	50-54	30,500	37,900	11,200	16,600	29,100	24,800	27,800
MEN	55-64	55,100	67,500	18,700	27,400	48,800	43,000	43,600
MEN	65+	56,300	69,500	16,900	22,700	63,100	42,300	36,600
WOMEN	18-24	82,200	91,200	45,900	45,400	75,300	66,100	71,200
WOMEN	25-34	108,100	107,300	48,000	57,500	99,400	80,400	87,700
WOMEN	35-44	71,800	82,500	30,500	40,500	68,800	54,400	64,000
WOMEN	45-49	30,200	38,500	12,400	17,800	29,900	24,700	29,000
WOMEN	50-54	32,000	42,300	12,500	17,900	30,600	26,800	27,100
WOMEN	55-64	60,400	79,700	22,700	31,300	57,600	47,800	45,700
WOMEN	65+	84,400	115,000	28,500	39,200	88,400	67,200	50,300
TEENS	12-17	116,300	140,300	45,400	62,800	123,300	100,000	108,600
TOTAL PERSONS	12+	1,006,900	1,179,400	434,100	531,100	983,400	795,400	833,800
MEN	18+	421,500	482,600	188,200	218,700	410,100	328,000	350,200
WOMEN	18+	469,100	556,500	200,500	249,600	450,000	367,400	375,000
ADULTS	18+	890,600	1,039,100	388,700	468,300	860,100	695,400	725,200

METRO SURVEY AREA		Salinas-Seaside-Monterey	Salt Lake City-Ogden	San Antonio	San Diego	San Francisco	San Jose	Santa Barbara, CA
MEN	18-24	31,700	61,100	81,000	201,600	357,100	91,400	14,600
MEN	25-34	24,700	76,000	81,900	159,000	489,000	134,200	13,100
MEN	35-44	14,800	47,700	56,900	105,000	308,400	82,900	8,200
MEN	45-49	6,300	18,600	24,100	45,800	139,300	33,900	4,000
MEN	50-54	6,500	19,100	23,700	45,300	137,600	30,700	3,800
MEN	55-64	11,700	30,500	39,700	73,100	227,400	43,400	7,000
MEN	65+	10,300	27,900	37,100	76,300	201,200	34,300	8,900
WOMEN	18-24	18,500	62,600	72,400	129,200	354,900	91,700	15,300
WOMEN	25-34	22,500	76,500	87,200	154,000	479,200	131,600	12,600
WOMEN	35-44	15,800	48,800	63,600	107,100	313,200	82,900	8,700
WOMEN	45-49	6,900	19,100	26,900	49,000	144,800	34,300	4,300
WOMEN	50-54	6,600	19,200	25,000	48,000	142,600	30,800	4,200
WOMEN	55-64	12,000	32,400	46,000	85,600	247,300	46,900	9,000
WOMEN	65+	14,700	41,100	59,500	114,100	308,000	55,500	14,900
TEENS	12-17	27,700	95,600	115,100	177,500	485,300	132,800	13,500
TOTAL PERSONS	12+	230,700	676,200	840,100	1,570,600	4,335,300	1,057,300	142,100
MEN	18+	106,000	280,900	344,400	706,100	1,860,000	450,800	59,600
WOMEN	18+	97,000	299,700	380,600	687,000	1,990,000	473,700	69,000
ADULTS	18+	203,000	580,600	725,000	1,393,100	3,850,000	924,500	128,600

M E T R O P O P U L A T I O N E S T I M A T E S

METRO SURVEY AREA		Santa Rosa , CA	Seattle-Everett-Tacoma	Shreveport	Spokane	Springfield-Chicopee-Holyoke	St. Louis	Stockton
MEN	18-24	17,100	156,800	21,700	24,500	45,100	138,900	21,100
MEN	25-34	22,500	194,300	27,900	26,200	44,700	199,400	25,200
MEN	35-44	14,800	123,700	19,900	18,300	31,700	143,600	17,700
MEN	45-49	7,100	48,400	7,700	7,500	14,500	57,100	8,600
MEN	50-54	7,400	50,000	8,300	8,300	15,800	56,200	9,100
MEN	55-64	14,400	81,300	14,700	15,100	26,100	104,600	17,800
MEN	65+	18,400	78,500	15,500	17,400	25,800	97,700	17,300
WOMEN	18-24	17,600	146,600	22,800	24,500	49,400	155,100	21,000
WOMEN	25-34	23,300	189,700	30,500	26,700	44,300	208,900	25,400
WOMEN	35-44	15,800	122,700	22,700	19,300	33,700	152,000	18,900
WOMEN	45-49	7,500	49,500	8,900	8,200	15,400	60,200	9,200
WOMEN	50-54	8,100	49,500	9,300	8,700	17,000	61,200	9,300
WOMEN	55-64	16,700	86,000	18,000	16,400	30,000	119,200	16,400
WOMEN	65+	24,400	121,400	24,300	25,400	44,400	158,100	20,700
TEENS	12-17	28,200	199,700	39,700	34,700	59,800	259,500	34,100
TOTAL PERSONS	12+	243,300	1,698,100	291,900	281,200	497,700	1,971,700	271,800
MEN	18+	101,700	733,000	115,700	117,300	203,700	797,500	116,800
WOMEN	18+	113,400	765,400	136,500	129,200	234,200	914,700	120,900
ADULTS	18+	215,100	1,498,400	252,200	246,500	437,900	1,712,200	237,700

METRO SURVEY AREA		Syracuse	Tampa-St. Petersburg	Toledo	Tucson	Tulsa	Washington, DC	Wenatchee , WA
MEN	18-24	47,100	74,700	53,200	36,300	36,400	204,800	3,500
MEN	25-34	49,700	91,200	61,500	38,100	58,200	304,000	5,000
MEN	35-44	34,600	67,100	43,300	25,500	39,700	197,900	3,800
MEN	45-49	15,800	30,700	18,900	10,900	16,200	79,500	1,600
MEN	50-54	16,200	33,900	19,400	11,400	15,600	77,300	1,800
MEN	55-64	28,000	76,200	35,000	21,100	28,400	108,300	3,700
MEN	65+	27,300	169,700	34,900	28,000	27,600	76,800	3,900
WOMEN	18-24	47,000	75,300	55,300	33,300	40,700	229,600	3,700
WOMEN	25-34	50,400	95,500	61,900	38,300	59,500	309,900	5,200
WOMEN	35-44	36,500	73,900	45,300	27,100	42,700	197,700	4,000
WOMEN	45-49	16,600	35,600	19,900	12,200	16,400	86,300	1,600
WOMEN	50-54	17,300	39,900	20,900	13,000	16,900	79,300	1,900
WOMEN	55-64	31,100	105,800	38,800	25,300	32,700	122,200	3,600
WOMEN	65+	42,500	217,200	52,400	37,000	42,600	134,900	4,900
TEENS	12-17	68,900	117,300	81,000	47,300	65,400	315,100	7,300
TOTAL PERSONS	12+	529,000	1,304,000	641,700	404,800	539,000	2,523,600	55,500
MEN	18+	218,700	543,500	266,200	171,300	222,100	1,048,600	23,300
WOMEN	18+	241,400	643,200	294,500	186,200	251,500	1,159,900	24,900
ADULTS	18+	460,100	1,186,700	560,700	357,500	473,600	2,208,500	48,200

M E T R O P O P U L A T I O N E S T I M A T E S

METRO SURVEY AREA		West Palm Beach- Boca Raton	Wichita, KS	Wilmington, DE	Worcester	York	Youngstown- Warren
MEN	18-24	26,400	28,400	33,300	25,800	21,400	33,200
MEN	25-34	37,100	34,800	44,500	28,100	29,600	40,800
MEN	35-44	26,500	24,500	31,500	21,100	21,500	32,200
MEN	45-49	11,600	10,000	13,900	9,500	9,200	15,300
MEN	50-54	12,600	10,000	14,300	11,000	9,600	16,300
MEN	55-64	27,300	16,800	22,600	19,200	17,100	26,000
MEN	65+	49,600	14,200	19,800	19,300	18,400	24,700
WOMEN	18-24	27,300	28,600	36,000	23,200	21,400	34,400
WOMEN	25-34	37,300	34,700	45,300	28,500	29,700	42,600
WOMEN	35-44	28,300	25,400	32,400	22,500	22,100	35,000
WOMEN	45-49	12,800	10,500	14,700	10,500	9,700	16,200
WOMEN	50-54	15,100	10,600	14,800	12,000	10,200	17,400
WOMEN	55-64	36,800	19,000	24,400	21,500	18,900	28,000
WOMEN	65+	62,000	23,200	29,700	31,800	26,800	34,900
TEENS	12-17	44,900	41,500	55,100	40,600	36,100	58,900
TOTAL PERSONS	12+	455,600	332,200	432,300	324,600	301,700	455,900
MEN	18+	191,100	138,700	179,900	134,000	126,800	188,500
WOMEN	18+	219,600	152,000	197,300	150,000	133,800	208,500
ADULTS	18+	410,700	290,700	377,200	284,000	265,600	397,000

# Average Quarter-Hour Listening Estimates

AKRON  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
77		5	7	5	11	3	6	8	5	10		WAEZ	61		4	5	5	10	3	4	5	3	7		WAEZ	7.4		4.8	8.6	9.4	22.2	3.2	4.7	9.8	5.9	13.7	
123	6	4	6	10	10	3	6	7	13	21	2	WAKR	113	5	4	5	10	9	2	6	6	13	18	2	WAKR	13.7	5.6	4.8	8.6	18.9	20.0	2.1	7.0	11.8	25.5	35.3	3.2
8		1		3		2		2				WCUE	5			3		2							WCUE	.6				5.7		2.1					
37	2	2	6	4	3	2	2	2	2	5		WHLO	22	1	1	5	4	1	1	1	1	1	1		WHLO	2.7	1.1	1.2	8.6	7.5	2.2	1.1	1.2	2.0	2.0	2.0	
48	6	15				10	8	2				WKDD	44	5	14			9	7	2					WKDD	5.3	5.6	16.7				9.5	8.1	3.9			
29	2	2	1		2	2	5	4	2	2	2	WNTR	28	1	2	1		2	2	5	4	2	2	2	WNTR	3.4	1.1	2.4	1.7		4.4	2.1	5.8	7.8	3.9	3.9	3.2
67	2	3	12	11	6	1	6	6	5	4	3	WSLR	47	2	1	8	9	5	1	3	4	3	3	1	WSLR	5.7	2.2	1.2	13.8	17.0	11.1	1.1	3.5	7.8	5.9	5.9	1.6
10			3	1	2				3			WCLV	8			3		2					2		WCLV	1.0			5.2		4.4				3.9		
66		1	3	5	11	3	4	5	9	12	1	WDBN	28			1	3	5	3	1	1	2	8	1	WDBN	3.4			1.7	5.7	11.1	3.2	1.2	2.0	3.9	15.7	1.6
38	5	2	1			13	1	4	1	1	10	WDMT	30	4	1	1		12	1	3	1	1	6	6	WDMT	3.6	4.4	1.2	1.7			12.6	1.2	5.9	2.0	2.0	9.5
30		1	5	5	2	1	2	1	6	2		WDOK	29		1	5	5	2		2	1	6	2		WDOK	3.5		1.2	8.6	9.4	4.4		2.3	2.0	11.8	3.9	
69	11	14	7	2	1	6	15	8	3		2	WGAR	33	7	5	3	1	1	3	8	3	1		1	WGAR	4.0	7.8	6.0	5.2	1.9	2.2	3.2	9.3	5.9	2.0		1.6
95	10	6	5	1		20	5	5	2		41	WGCL	52	4	4	2	1		12	4	2	1		22	WGCL	6.3	4.4	4.8	3.4	1.9		12.6	4.7	3.9	2.0		34.9
122	2	3	7	9	6	1	8	10	13	11	4	WHBC	3												WHBC	.4											
21	1	1	3	1	3		1	2	6			WHK	7	1		2		1			1	2			WHK	.8	1.1		3.4		2.2			2.0	3.9		
24	2			6	1			2	3	2		WJW	9		2		2	1				2	1		WJW	1.1		2.4		3.8	2.2			3.9	2.0		
19		5	1	5	1	2	3	2				WKSX	10		4		1	2	2	1					WKSX	1.2		4.8			2.2	2.1	2.3	2.0			
173	56	34	7	1		24	18	2	2		29	WMMS	103	32	19	5	1	14	15	2	2		13	13	WMMS	12.5	35.6	22.6	8.6	1.9		14.7	17.4	3.9	3.9		20.6
58	4	8	3			17	10	3	1	1	11	WOOS	7		3			3	1						WOOS	.8		3.6				3.2	1.2				
24	1			4	1	1	2	6	3	3	1	WQAL	18			3	1	1	2	5	1	3	1	1	WQAL	2.2				5.7	2.2	1.1	2.3	9.8	2.0	5.9	1.6
28		3	1		1	4	3	6	3	1	1	WQXX	4			1			1	1			1		WQXX	.5			1.7				1.2	2.0		2.0	
37	1	8	5	3		2	8	4	3		2	WWWE	19		3	4	2		1	3	2	1		2	WWWE	2.3		3.6	6.9	3.8		1.1	3.5	3.9	2.0		3.2
48	13	6	1			12	6		1		9	WWWM	39	12	5	1		9	4			1		7	WWWM	4.7	13.3	6.0	1.7			9.5	4.7		2.0		11.1
63	15	10	1	1	1	11	21	2			1	WZZP	43	14	3	1	1	1	9	11	2			1	WZZP	5.2	15.6	3.6	1.7	1.9	2.2	9.5	12.8	3.9			1.6
TOTAL LISTENING IN METRO SURVEY AREA												827	90	84	58	53	45	95	86	51	51	51	63														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Average Quarter-Hour Listening Estimates

ALBANY-SCHENECTADY-TROY  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA																													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
5			1		2					1	WABY	4			1		2				1	WABY	4			1	9		2	9					1	0													
7		1	1		2			1	1		WASM	5		1		2			1	1		WASM	5		1	3		2	9			1	6	1	0														
29		1		1			1	1	3	5	*WCSS	24		1		1			1	2	5	*WCSS	2	3		1	3		1	8			1	6	2	0	5	2											
117	22	4	3		1	31	7	3		1	45	WFLY	75	16	4	2		1	20	6	2	1	23	WFLY	7	1	18	2	3	8		1	5	22	5	7	5	3	1	1	0	23	0						
90	20	4	5	1		19	22	5	1		13	WGFM	40	10	2	1	1		9	8	2	7	WGFM	3	8	11	4	2	6	1	9	1	8	10	1	10	0	3	1		7	0							
106	4	4	10	14	6	4	16	8	14	11	1	WGNA	46	4	1	6	5	2	1	2	5	5	8	1	WGNA	4	3	4	5	1	3	11	3	9	1	2	9	1	1	2	5	7	8	5	1	8	3	1	0
279	4	24	33	17	21	9	22	26	24	29	11	WGY	177	4	12	17	10	11	9	14	17	17	18	5	WGY	16	7	4	5	15	6	32	1	18	2	16	2	10	1	17	5	26	6	17	2	18	8	5	0
5							1		1	2	1	*WHAZ	5							1	1	2	1	*WHAZ	5									1	3		1	0	2	1	1	0							
33		3	1	2	2	6	3	3	4	4		WHRL	28		3		1	2	6	3	2	4	4	WHRL	2	6		3	9		1	8	2	9	6	7	3	8	3	1	4	0	4	2					
8					1					1		*WKAJ	8									1		*WKAJ	8																			1	0				
17			2		1			3	3	2		WOKO	16			1		1			3	3	2	WOKO	1	5			1	9		1	5					4	7	3	0	2	1						
44	4	6	3	1		5	6	5	4	2	3	WPTR	33	2	4	2	1		3	5	5	4	1	1	WPTR	3	1	2	3	5	2	3	8	1	8		3	4	6	3	7	8	4	0	1	0	1	0	
87	24	9	2	2		10	6		5	1	27	WPYX	66	23	8				7	3		2	1	21	WPYX	6	2	26	1	10	4				7	9	3	8			2	0	1	0	21	0			
71		1	1	3	8			1	9	10		*WOBK	66		1	1	3	8			1	9	7	*WOBK	6	2		1	3	1	9	5	5	11	8			1	6	9	1	7	3						
32	14	8				3	3				4	WOBK FM	26	12	8				3	2			1	WOBK FM	2	4	13	6	10	4				3	4	2	5									1	0		
138		5	9	9	16	2	2	11	18	15	2	WROW	108		5	8	9	11		2	10	17	12	1	WROW	10	2		6	5	15	1	16	4	16	2		2	5	15	6	17	2	12	5	1	0		
146	1	3	4	17	29	1	6	14	24	18	2	WROW FM	106	1	2	3	16	15	1	6	3	22	14	1	WROW FM	10	0	1	1	2	6	5	7	29	1	22	1	1	1	7	5	4	7	22	2	14	6	1	0
109	21	13	3	1	3	12	13	7	4	1	27	WTRY	89	10	9	3	1	3	12	10	7	3	1	26	WTRY	8	4	11	4	11	7	5	7	1	8	4	4	13	5	12	5	10	9	3	0	1	0	26	0
41	1	5	1	1	2	11	9	3	3	1	4	WWOM	41	1	5	1	1	2	11	9	3	3	1	4	WWOM	3	9	1	1	6	5	1	9	1	8	2	9	12	4	11	3	4	7	3	0	1	0	4	0
5		1	1		1	1	1					WWWD	4		1	1			1	1				WWWD	4		1	3	1	9				1	1	1	3												
6	1					1					2	WYLR	5	1					1				1	WYLR	5	1	1							1	1											1	0		
8		4					2	1		1		WJIV	8		4					2	1		1	WJIV	8		5	2						2	5	1	6								1	0			

TOTAL LISTENING IN METRO SURVEY AREA    1063   88   77   53   55   68   89   80   64   99   96   100

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON



# Cume Listening Estimates

ALBANY-SCHENECTADY-TROY  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
97			19		7		6		11	18	WABY	86			19		7		6		11	18	WABY	1.3			4.6		1.8		1.0		2.4	4.0			
190		14	36		55		13	7	32	9	WASM	119		14	13		40		13	7	32	18	WASM	1.8		2.4	3.1		10.2		2.2	1.6	7.1				
363	7	39		20	11		12	10	40	40	*WCSS	244	7	14		14	11		4	10	27	40	*WCSS	3.7	1.4	2.4		3.4	2.8		7	2.3	6.0	8.9	2.4		
2001	379	122	42		8	385	129	115	31	26	WFLY	1235	220	107	37		8	214	113	73	17	19	427	WFLY	18.8	42.9	18.7	9.0		2.0	40.7	19.3	16.5	3.8	4.2	53.5	
1496	259	131	57	16		317	209	105	26		WGFM	940	145	78	45	16		206	137	83	19	200	WGFM	14.3	28.3	13.6	10.9	3.9		39.2	23.4	18.8	4.2		25.1		
965	10	68	97	94	71	62	106	84	117	98	WGNA	520	10	40	68	50	48	27	31	54	59	67	28	WGNA	7.9	1.9	7.0	16.5	12.2	12.2	5.1	5.3	12.2	13.1	14.9	3.5	
3928	133	374	328	269	351	85	292	266	323	317	WGY	2411	110	191	205	167	181	85	201	203	229	175	172	WGY	36.7	21.4	33.4	49.6	40.8	46.1	16.2	34.4	45.9	51.0	38.8	21.6	
95		6		16		8	6	6	13	9	*WHAZ	80		6		16		8	6	6	13	9	16	*WHAZ	1.2		1.0		3.9		1.5	1.0	1.4	2.9	2.0	2.0	
450		33	30	33	69	17	18	35	47	55	WHRL	384		33	13	23	69	17	18	21	47	55	WHRL	5.8		5.8	3.1	5.6	17.6	3.2	3.1	4.8	10.5	12.2			
80					16				14	14	*WKAJ	80				16				14	14	10	12	*WKAJ	1.2					4.1			3.2	3.1	2.2	1.5	
350	10	27	50	24	15	10	5	26	46	64	WOKO	324	10	27	31	24	15	10	5	26	46	57	WOKO	4.9	1.9	4.7	7.5	5.9	3.8	1.9	9	5.9	10.2	12.6			
1234	89	388	80	42	8	258	201	100	18	44	WPTR	915	65	136	64	42	8	141	158	83	18	35	104	WPTR	13.9	12.7	23.8	15.5	10.3	2.0	26.8	27.0	18.8	4.0	7.8	13.0	
1227	263	156	25	18	7	166	98	19	54	43	WPYX	854	204	133	7		7	138	48	19	26	28	219	WPYX	13.0	39.8	23.3	1.7		1.8	26.2	8.2	4.3	5.8	6.2	27.4	
440	10	21	13	29	69			7	39	56	*WQBK	353	10	21	13	29	47			7	32	35	*WQBK	5.4	1.9	3.7	3.1	7.1	12.0			1.6	7.1	7.8			
558	205	93				83	51		12		WQBK FM	458	149	93				83	37		12		62	WQBK FM	7.0	29.0	16.3				15.8	6.3		2.7		7.8	
1755		82	139	145	275	36	77	153	232	133	WROW	1262		82	129	130	161	10	62	130	167	103	26	WROW	19.2		14.3	31.2	31.8	41.0	1.9	10.6	29.4	37.2	22.8	3.3	
1673	10	80	98	121	240	53	92	138	213	247	WROW FM	1170	10	65	78	103	144	27	77	67	131	188	28	WROW FM	17.8	1.9	11.4	18.9	25.2	36.6	5.1	13.2	15.2	29.2	41.7	3.5	
2134	243	240	112	50	66	246	298	156	88	41	WTRY	1702	161	172	112	50	51	211	229	133	68	27	384	WTRY	25.9	31.4	30.1	27.1	12.2	13.0	40.1	39.1	30.1	15.1	6.0	48.1	
731	38	85	26	17	30	178	134	55	45	19	WWOM	687	38	72	26	17	30	178	134	40	45	19	88	WWOM	10.4	7.4	12.6	6.3	4.2	7.6	33.8	22.9	9.0	10.0	4.2	11.0	
219		42	31	8	29	19	25	14	13		WWWD	149		30	31	8	5	19	17	14	6		19	WWWD	2.3		5.2	7.5	2.0	1.3	3.6	2.9	3.2	1.3		2.4	
160	10	7			12	10		7	8	7	WYLR	116	10	7				10		7	8		47	WYLR	1.8	1.9	1.2				1.9		1.6	1.8		5.9	
89		14				14	13	13	5	9	WJIV	66		14						13	13	5	9	12	WJIV	1.0		2.4					2.2	2.9	1.1	2.0	1.5

TOTAL LISTENING IN METRO SURVEY AREA      6248   485   567   375   377   377   517   572   436   435   451   767      95.0   94.5   99.1   90.8   92.2   95.9   98.3   97.8   98.6   96.9   99.9   96.1

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
34	4	1	4	1	1	2	7	2	3	3		KABQ	34	4	1	4	1	1	2	7	2	3	3		KABQ	6.1	6.7	1.8	11.4	2.6	3.3	3.5	12.3	4.8	10.7	8.3			
23	3	2		1		2	6	1	3		5	*KAMX	19	2	2		1		2	6	1			5	*KAMX	3.4	3.3	3.6		2.6		3.5	10.5	2.4		7.1			
3			2						1			KDQQ	3			2							1		KDQQ	.5			5.7						3.6				
67	7	6	1	9		13	4	6			18	KFMG	54	7	3	1	9		9	2	5		15	KFMG	9.7	11.7	5.4	2.9	23.7		15.8	3.5	11.9			21.4			
29	2	3	1	8	3	1	4	3	2			*KHFM	24	2	3	1	4	2	1	4	3	2		*KHFM	4.3	3.3	5.4	2.9	10.5	6.7	1.8	7.0	7.1	7.1					
9		2	3				1					*KKIM	9		2	3					1			*KKIM	1.6		3.6	8.6			1.8								
121		8	7	14	13	6	3	8	10	21		KKJY	85		6	7	7	12	6	2	8	8	19	KKJY	15.2		10.7	20.0	18.4	40.0	10.5	3.5	19.0	28.6	52.8				
93	2	10	8	12	4	5	15	5	9	5	9	KOB	49	1	5	5	2	4	3	8	3	5	5	1	KOB	8.8	1.7	8.9	14.3	5.3	13.3	5.3	14.0	7.1	17.9	13.9	1.4		
36	3	4	2		2	5	7	4	3	1	3	KOB FM	16		2		2	2	4	2	3		1	KOB FM	2.9		3.6		6.7	3.5	7.0	4.8	10	7	1.4				
36	6	8	1			4	7	2	1		7	KQEO	36	6	8	1		4	7	2	1		7	KQEO	6.5	10.0	14.3	2.9		7.0	12.3	4.8	3.6		10.0				
32	4	2	8		2	7	2	2		2	2	KRKE	13	1	1	3		4	1	1		1	1	KRKE	2.3	1.7	1.8	8.6		7.0	1.8	2.4		2.8	1.4				
55	4	9	8	2	1	11	5	7	2	3	2	KRST	30	3	5	3	2	1	6	2	4	2	1	KRST	5.4	5.0	8.9	8.6	5.3	3.3	10.5	3.5	9.5	7.1	2.8	1.4			
32	1	3	2	6	1	1	2	5	1	2	4	KRZY	27	1	3	2	5	1	1	2	5	1	1	2	KRZY	4.8	1.7	5.4	5.7	13.2	3.3	1.8	3.5	11.9	3.6	2.8	2.9		
42	16	5				7	2	2			9	KWXL	32	16	4			4		1			7	KWXL	5.7	26.7	7.1			7.0		2.4			10.0				
24	3			1	4		2	2	2	2		*KZIA	23	3			1	4		2	2	2	2	*KZIA	4.1	5.0			2.6	13.3		3.5	4.8	7.1	5.6				
42	4	5	3	4		6	5	1			14	KZZX	31	4	3	1	4		5	3	1		10	KZZX	5.6	6.7	5.4	2.9	10.5		8.8	5.3	2.4		14.3				
TOTAL LISTENING IN METRO SURVEY AREA											558	60	56	35	38	30	57	57	42	28	36	70																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
270	28	15	24	6	15	17	56	32	18	22	10	KABQ	264	28	15	24	6	15	17	50	32	18	22	10	KABQ	7.6	9.2	4.1	9.9	2.8	9.1	5.3	13.1	12.2	8.1	11.9	2.1
345	40	22	19	5	43	59	36	21		100	*KAMX	318	28	22		19	5	43	53	36	12		100	*KAMX	9.2	9.2	6.0		8.9	3.0	13.4	13.9	13.7	5.4		21.3	
128	8	22	35			7	12	10	6	5	KDQQ	110	8	22	24					12	10	6	5	KDQQ	3.2	2.6	6.0	9.9					4.6	4.5	3.2	1.1	
903	142	99	33	19		132	86	48	31	5	299	KFMG	693	132	63	24	19		100	60	39	14	5	228	KFMG	20.0	43.6	17.3	9.9	8.9		31.3	15.7	14.9	6.3	2.7	48.5
285	19	22	50	23	27	22	40	34	20		5	*KHFM	231	19	22	34	9	14	22	29	34	20		5	*KHFM	6.7	6.3	6.0	14.0	4.2	8.5	6.9	7.6	13.0	9.0		1.1
144		7	24			8	25	6		5	5	*KKIM	134		7	24			8	15	6		5	5	*KKIM	3.9		1.9	9.9			2.5	3.9	2.3		2.7	1.1
1064		78	87	152	86	65	50	73	137	109	26	KKJY	711		43	68	72	71	49	36	67	96	87	15	KKJY	20.5		11.8	28.0	33.8	43.3	15.3	9.4	25.6	43.0	47.0	3.2
1858	98	236	150	164	91	134	220	151	146	82	214	KOB	912	19	150	59	67	71	51	107	72	69	65	57	KOB	26.3	6.3	41.2	24.3	31.5	43.3	15.9	28.1	27.5	30.9	35.1	12.1
652	36	115	32	17	17	48	125	48	56	31	65	KOB FM	343	22	64	25	5	10	24	51	39	39	10	27	KOB FM	9.9	7.3	17.6	10.3	2.3	6.1	7.5	13.4	14.9	17.5	5.4	5.7
675	97	106	42	4	15	104	117	31	23	10	112	KQEO	649	97	106	42	4	15	91	117	31	19	10	103	KQEO	18.7	32.0	29.1	17.3	1.9	9.1	28.4	30.7	11.8	8.5	5.4	21.9
716	52	108	38	11	37	114	88	41	4	38	142	KRKE	362	16	80	17	11	15	50	47	21	4	25	45	KRKE	10.4	5.3	22.0	7.0	5.2	9.1	15.6	12.3	8.0	1.8	13.5	9.6
772	87	126	86	45	20	93	96	68	40	16	87	KRST	496	76	55	43	45	13	69	53	38	27	7	70	KRST	14.3	25.1	15.1	17.7	21.1	7.9	21.6	13.9	14.5	12.1	3.8	14.9
554	19	50	43	70	12	41	48	58	32	39	69	KRZY	459	19	50	34	57	12	41	48	58	28	31	25	KRZY	13.2	6.3	13.7	14.0	26.8	7.3	12.8	12.6	22.1	12.6	16.8	5.3
498	91	61	8		13	92	22	35	2		166	KWXL	350	80	47	8			61	5	28	2		119	KWXL	10.1	26.4	12.9	3.3			19.1	1.3	10.7	9		25.3
268	10	14		38	38		16	17	24	21	4	*KZIA	260	10	14		38	38		16	17	24	21	4	*KZIA	7.5	3.3	3.8		17.8	23.2		4.2	6.5	10.8	11.4	.9
677	50	144	32	23	5	98	121	20	6	5	158	KZZX	488	50	107	16	23	5	57	77	16	6	5	119	KZZX	14.1	16.5	29.4	6.6	10.8	3.0	17.8	20.2	6.1	2.7	2.7	25.3
TOTAL LISTENING IN METRO SURVEY AREA												3099	283	325	216	177	151	297	361	229	188	157	431		89.3	93.4	89.3	88.9	83.1	92.1	92.8	94.8	87.4	84.3	84.9	91.7	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
87	3	6	8	5	3	11	13	19	1	5	11	WAEB	81	3	6	8	5	3	11	13	13	1	5	11	WAEB	9.1	3.7	8.5	13.3	8.1	5.4	18.6	17.6	16.7	1.4	7.5	14.9
42		3		5	1	1	5	2	10	1	7	WEEX	42		3		5	1	1	5	2	10	1	7	WEEX	4.7		4.2		8.1	1.8	1.7	6.8	2.6	14.1	1.5	9.5
49			1	3	5			3	6	7	1	WEST	48			1	3	4			3	6	7	1	WEST	5.4			1.7	4.8	7.1			3.8	8.5	10.4	1.4
104	3	6	3	9	10	1	4	11	16	14	1	*WFMZ	96	3	6	3	7	8	1	4	11	15	11	1	*WFMZ	10.8	3.7	8.5	5.0	11.3	14.3	1.7	5.4	14.1	21.1	16.4	1.4
4		1			1				1	1		*WGPA	4		1			1				1	1		*WGPA	4		1.4			1.8			1.4	1.5		
32	7	3	6	1		8	4			1	1	WKAP	32	7	3	6	1		8	4			1	1	WKAP	3.6	8.5	4.2	10.0	1.6		13.6	5.4			1.5	1.4
78	14	9	4	1		18	8	7	3	2	12	WLEV	69	14	9	1			18	7	7	2	1	10	WLEV	7.7	17.1	12.7	1.7			30.5	9.5	9.0	2.8	1.5	13.5
136	2	3	1	15	21		8	8	17	30	1	WQQQ	94	2	2	1	10	19		2	4	15	17		WQQQ	10.5	2.4	2.8	1.7	16.1	33.9		2.7	5.1	21.1	25.4	
21	5	1	1	3	2		1	3	1	1		WSAN	21	5	1	1	3	2		1	3	1	1		WSAN	2.4	6.1	1.4	1.7	4.8	3.6		1.4	3.8	1.4	1.5	
119	1	13	15	18	8	2	16	15	12	10	3	WXKW	96	1	8	14	14	7	2	15	13	11	7	2	WXKW	10.8	1.2	11.3	23.3	22.6	12.5	3.4	20.3	16.7	15.5	10.4	2.7
7		1					2			2		*WYNS	7		1					2			2		*WYNS	.8		1.4					2.7			3.0	
86	31	12	1			13	4	1			24	WZZO	76	28	10	1			11	4	1		21	WZZO	8.5	34.1	14.1	1.7			18.6	5.4	1.3			28.4	
40		3	4	5	3		1	2	4	5		KYW	32		3	3	3	2		1	1	4	3		KYW	3.6		4.2	5.0	4.8	3.6		1.4	1.3	5.6	4.5	
12		3	2					3			3	WABC	8		3	2								3	WABC	9		4.2	3.3							4.1	
9		1		1	1		2	2				WBVO	6				1	1				2			WBVO	.7				1.6	1.8			2.6			
25	1	1	5			12		6				WFIL	3	1					2						WFIL	.3	1.2				3.4						
12	4						2				6	WIFI	6	4										2	WIFI	.7	4.9									2.7	
6		2	1				3					WIOQ	3		1						2				WIOQ	.3		1.4					2.7				
16	11	1					4					WMGK	3	1							2				WMGK	.3	1.2						2.7				
7	2	1					1				1	WMMR	5	2							1			2	WMMR	.6	2.4						1.4			2.7	
22			1		2			2	3	2		WOR	12			1		1				1		1	WOR	1.3			1.7		1.8			1.3		1.5	
12			6		3					2		WVCD	4			2		1					1		WVCD	.4			3.3		1.8				1.5		
26			5	1	2		1	2	6			WWSH	19			5		2		1	2				WWSH	2.1			8.3		3.6		1.4	2.6			
28	11	6				2	4				5	WYSP	18	4	6					4				4	WYSP	2.0	4.9	8.5				5.4				5.4	
TOTAL LISTENING IN METRO SURVEY AREA												893	82	71	60	62	56	59	74	78	71	67	74														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ALLENTOWN-BETHLEHEM-EASTON  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1388	97	139	86	36	67	177	206	190	27	60	230	WAEB	1373	97	139	86	36	67	177	206	175	27	60	230	WAEB	25.7	25.7	29.7	23.1	9.9	20.1	48.6	43.4	44.2	6.9	16.2	38.5
493		83		37	25	28	47	18	67	32	104	WEEX	477		67		37	25	28	47	18	67	32	104	WEEX	8.9		14.3		10.2	7.5	7.7	9.9	4.5	17.0	8.6	17.4
526	21		33	54	71		9	26	57	81	36	WEST	500	21		33	54	61		9	26	57	65	36	WEST	9.4	5.6		8.9	14.8	18.3		1.9	6.6	14.5	17.5	6.0
1063	20	86	33	89	114	13	81	84	158	122	45	*WFMZ	962	20	65	33	73	103	13	63	84	139	106	45	*WFMZ	18.0	5.3	13.9	8.9	20.1	30.9	3.6	13.3	21.2	35.4	28.6	7.5
113		22	22		12			9	41	7		*WGPA	113		22	22		12			9	41	7		*WGPA	2.1		4.7	5.9		3.6			2.3	10.4	1.9	
709	76	94	42	64		163	96	25	14	30	54	WKAP	709	76	94	42	64		163	96	25	14	30	54	WKAP	13.3	20.1	20.1	11.3	17.6		44.8	20.2	6.3	3.6	8.1	9.0
1353	163	87	67	50	12	171	166	84	66	95	238	WLEV	1162	136	162	56	41	12	171	148	84	56	42	200	WLEV	21.7	36.0	34.6	15.1	11.3	3.6	47.0	31.2	21.2	14.2	11.3	33.5
1485	20	06	34	122	164		107	90	168	244	49	WQQQ	1013	20	70	34	77	119		64	61	123	165	21	WQQQ	19.0	5.3	15.0	9.1	21.2	35.7		13.5	15.4	31.3	44.5	3.5
435	19	49	45	51	22		19	44	31	38	13	WSAN	405	19	34	45	51	22		19	44	31	38	13	WSAN	7.6	5.0	7.3	12.1	14.0	6.6		4.0	11.1	7.9	10.2	2.2
1458	20	53	137	191	104	14	152	202	102	131	80	WXKW	1014	20	113	104	133	83	14	121	131	64	78	57	WXKW	19.0	5.3	24.1	28.0	36.5	24.9	3.8	25.5	33.1	16.3	21.0	9.5
145		15	15			14	25	12		22		*WYNS	145		15	15			14	25	12		22		*WYNS	2.7		3.2	4.0			3.8	5.3	3.0		5.9	
1234	382	173	22		28	175	79	16		7	352	WZZO	954	293	109	22		28	150	54	16		7	275	WZZO	17.9	77.5	23.3	5.9		8.4	41.2	11.4	4.0		1.9	46.1
1048	39	53	132	85	109		48	64	59	167		KYW	780	39	53	102	67	68		48	34	59	68		KYW	14.6	10.3	11.3	27.4	19.4	20.4		10.1	8.6	15.0	18.3	
371	12	20	36	8	11	14	18	65	10	8	104	WABC	170		20	23			14	18	18		8	46	WABC	3.2		4.3	6.2			3.8	3.8	4.5		2.2	7.7
139		32		11	11		17	29		7		WBVO	101		11		11	11			29		7		WBVO	1.9		2.4		3.0	3.3			7.3		1.9	
327	45	42	15	29		69	37	39	21	7		WFIL	139	19	21		11		13	37	8		7		WFIL	2.6	5.0	4.5		3.0		3.6	7.8	2.0		1.9	
322	117	45	11			27	26				96	WIFI	220	79	36				27	13				65	WIFI	4.1	20.9	7.7				7.4	2.7			10.9	
174	12	29	27		35		42		9	7	13	WIOQ	97		20	11		11		26		9	7	13	WIOQ	1.8		4.3	3.0		3.3		5.5		2.3	1.9	2.2
218	56	31	11	13	11		60	8	21	7		WMGK	124	29	10	11	13	11		35	8		7		WMGK	2.3	7.7	2.1	3.0	3.6	3.3		7.4	2.0		1.9	
265	93	40	11			13	26			24	58	WMMR	191	55	21	11			13	26			7	58	WMMR	3.6	14.6	4.5	3.0			3.6	5.5			1.9	9.7
430	12	19	18	26	56			23	58	31	6	WOR	129			11		11			9	10	15		WOR	2.4			3.0		3.3		2.3	2.5	4.0		
304		21	45	11	58		26	20	13	51		WVCO	103			15	11	11		8	20	13	15		WVCO	1.9			4.0	3.0	3.3		1.7	5.1	3.3	4.0	
376		21	34	22	22		18	26	83	23	21	WWSH	281		21	34	12	22		18	26	24	23	21	WWSH	5.3		4.5	9.1	3.3	6.6		3.8	6.6	6.1	6.2	3.5
450	160	62	10			51	35		31		101	WYSP	288	83	53	10			25	35				82	WYSP	5.4	22.0	11.3	2.7			6.9	7.4			13.7	
TOTAL LISTENING IN METRO SURVEY AREA													5034	359	445	349	353	321	364	466	372	363	338	566	94.2	95.0	95.1	93.8	97.0	96.4	99.9	98.1	93.9	92.4	91.1	94.8	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON





# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
15	1	2	3	1	1		3	2			1	KANC	14	1	2	3	1	1		3	2			1	KANC	6	1	3	8	5	7	17	6	6	7	14	3		8	8	10	5					4	5	
17	2	2	2	1	1	1	2	1	1	1	2	KBYR	16	2	2	2	1	1	1	2	1	1	1	2	KBYR	7	0	7	7	5	7	11	8	6	7	14	3	3	4	5	9	5	3	7	1	14	3	9	1
29	5	4				9	3		1		7	KENI	25	5	4				9	3		1	3	KENI	11	0	19	2	11	4					31	0	8	8			7	1					13	6	
58	5	11	2	7	1	6	14	4	2	1	4	KFQD	45	5	10	1	1		6	12	4	2	1	2	KFQD	19	7	19	2	28	6	5	9	6	7			20	7	35	3	21	1	14	3	14	3	9	1
18	4	4				4	3	1			2	KGOT	16	3	4				3	3	1		2	KGOT	7	0	11	5	11	4					10	3	8	8	5	3							9	1	
24		1	2	4	2	1	4	3	4	2		KHAR	24		1	2	4	2	1	4	3	4	2	KHAR	10	5			2	9	11	8	26	7	28	6	3	4	11	8	15	8	28	6	28	6			
5		1	1		1		1	1				KHVN	4		1	1				1	1			KHVN	1	8			2	9	5	9					2	9	5	3									
32	5	5	1		1	5	5	2	1		7	KKLV	28	2	5	1		1	5	4	2	1	7	KKLV	12	3	7	7	14	3	5	9			14	3	17	2	11	8	10	5	7	1			31	8	
21	1	1	4	5	1	1	1	4	2	1		*KNIK	20	1	1	4	5	1	1	1	3	2	1	*KNIK	8	8	3	8	2	9	23	5	33	3	14	3	3	4	2	9	15	8	14	3	14	3			
9	1	1				3					4	KRKN	8	1	1				3					KRKN	3	5	3	8	2	9					10	3											13	6	
22	2	2	3	3	2			3	2	1	1	KYAK	17	2	2	2	3	1			2	2	1	1	KYAK	7	5	7	7	5	7	11	8	20	0	14	3			10	5	14	3	14	3	4	5		
TOTAL LISTENING IN METRO SURVEY AREA												228	26	35	17	15	7	29	34	19	14	7	22																										

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS--METRO SURVEY AREA																								
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %									
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64										
168	11	22	18	12	5	6	20	30	13		20	KANC	162	11	22	18	12	5	6	20	30	13		20	KANC	11.0	6.5	10.6	13.2	13.3	11.4	3.9	9.9	25.4	16.5		9.5									
304	21	35	40	9	9	30	47	36	13	11	46	KBYR	292	21	34	40	9	9	30	47	36	11	11	39	KBYR	19.8	12.4	16.3	29.4	10.0	20.5	19.5	23.3	30.5	13.9	28.9	18.5									
507	63	61	4	3	5	102	66	12	13	8	168	KENI	433	63	56	4	3	5	95	60	12	10	8	115	KENI	29.3	37.3	26.9	2.9	3.3	11.4	61.7	29.7	10.2	12.7	21.1	54.5									
620	21	122	60	36	19	57	120	55	37	7	80	KFQD	493	21	110	29	20	9	53	107	46	25	7	60	KFQD	33.4	12.4	52.9	21.3	22.2	20.5	34.4	53.0	39.0	31.6	18.4	28.4									
282	70	45	11	6	2	43	40	12	3	1	49	KGOT	245	42	45	11	6	2	41	40	12	3	1	42	KGOT	16.6	24.9	21.6	8.1	6.7	4.5	26.6	19.8	10.2	3.8	2.6	19.9									
345		23	61	43	26	20	45	38	32	22	21	KHAR	307		20	48	43	25	18	42	34	28	20	17	KHAR	20.8		9.6	35.3	47.8	56.8	11.7	20.8	28.8	35.4	52.6	8.1									
101		13	28	12	5	6	17	10	5	2	3	KHVN	75		11	11	12	4	6	12	10	5	1	3	KHVN	5.1		5.3	8.1	13.3	9.1	3.9	5.9	8.5	6.3	2.6	1.4									
407	60	65	18		2	49	60	20	10		117	KKLV	342	32	62	18		2	47	55	20	10		96	KKLV	23.2	18.9	29.8	13.2		4.5	30.5	27.2	16.9	12.7		45.5									
234	11	10	40	30	9	20	16	40	26	11	15	*KNIK	210	11	8	40	30	7	18	15	36	19	9	11	*KNIK	14.2	6.5	3.8	29.4	33.3	15.9	11.7	7.4	30.5	24.1	23.7	5.2									
199	32	35	7	3		38	12	2	2		68	KRKN	160	32	28	7	3		30	12	2	2		44	KRKN	10.8	18.9	13.5	5.1	3.3		19.5	5.9	1.7	2.5		20.9									
303	32	24	43	29	24	20	16	40	29	14	17	KYAK	264	32	22	40	29	14	18	15	36	26	8	17	KYAK	17.9	18.9	10.6	29.4	32.2	31.8	11.7	7.4	30.5	32.9	21.1	8.1									
TOTAL LISTENING IN METRO SURVEY AREA												1380	127	205	125	81	44	148	199	114	72	36	208												93.4	75.1	98.6	91.9	90.0	99.9	96.1	98.5	96.6	91.1	94.7	88.6

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.





# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
97	1	9	7	8	14	1	14	9	8		KASE	78	1	8	7	8	8	1	14	8	6		KASE	13.5	1.2	12.1	17.5	26.7	29.6	1.8	31.1	25.0	21.4				
33	4	8	2			9	6	1	2	1	KCSW	30	4	7	2		9	5	1	2		KCSW	5.2	4.9	10.6	5.0		13.4	8.8	2.2	6.3						
1										1	*KGTN	1									1	*KGTN	.2									3.6					
2										1	*KGTN FM	2									1	*KGTN FM	.3									3.6					
3										2	TOTAL	3								2	TOTAL	.5									7.2						
74	22	13	2			17	6	1		13	KHFI	73	22	13	2		17	6	1		12	KHFI	12.7	26.8	19.7	5.0		25.4	10.5	2.2		28.6					
12		4					4		2		*KIXL	11		4				4				*KIXL	1.9		6.1				7.0		3.1						
40	2	3	2	1	4	9	2	3	1	2	1	KLBJ	38	2	3	2	1	4	8	2	2	1	2	1	KLBJ	6.6	2.4	4.5	5.0	3.3	14.8	11.9	3.5	4.4	3.1	7.1	2.4
40	18	4	1			6	2	1		8	KLBJ FM	39	18	4	1			6	2	1		7	KLBJ FM	6.8	22.0	6.1	2.5		9.0	3.5	2.2		16.7				
10	1			1		4		1	2	1	KMXX	10	1			1		4		1	2	1	KMXX	1.7	1.2			3.3	6.0		2.2	6.3	2.4				
17	2	1	1	1		4	5	1			KNOW	17	2	1	1	1		4	5	1			KNOW	2.9	2.4	1.5	2.5	3.3	6.0	8.8	2.2						
21	1	6	5	1	1	1	1	2		2	*KOKE	18	1	4	5	1	1		1	1	2	1	*KOKE	3.1	1.2	6.1	12.5	3.3	3.7	1.8	2.2	6.3	2.4				
54	10	8	5	4		3	7	8	3	1	4	KOKE FM	53	10	8	5	4		3	7	7	3	1	4	KOKE FM	9.2	12.2	12.1	12.5	13.3		4.5	12.3	15.6	9.4	3.6	9.5
10					2	1	2	1			*KTAE	9				2	1	2			1		*KTAE	1.6				7.4	1.5	3.5		3.1					
85	1	4	19	11	7	1	6	7	6	7	5	KVET	68	1	3	7	10	7	1	6	7	6	6	5	KVET	11.8	1.2	4.5	17.5	33.3	25.9	1.5	10.5	15.6	18.8	21.4	11.9
10	1				1		3	2	3		KKYX	3					1				1	1	KKYX	5				3.7			3.1	3.6					
43	5	2	2			4	10	4	1	15	KTSA	27	3	1	2		2	8	1		10	KTSA	4.7	3.7	1.5	5.0		3.0	14.0	2.2		23.8					
11				1	2		1		2		WOAI	11				1	2				2	WOAI	1.9			3.3	7.4		2.2		7.1						
TOTAL LISTENING IN METRO SURVEY AREA												577	82	66	40	30	27	67	57	45	32	28	42														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
992	46	58	79	72	83	3	32	110	83	104	16	KASE	728	46	47	79	72	57		20	101	72	87	16	KASE	17.3	7.9	10.4	31.3	35.5	30.8		4.7	38.4	33.3	40.3	3.6												
539	53	117	58	17		143	126	42	35	4	31	KCSW	574	53	94	58	17		141	103	42	35	31	KCSW	13.6	9.1	20.8	23.0	8.4		27.4	24.4	16.0	16.2	6.9														
49			12			12				13		*KGTN	49			12			12				13	*KGTN	1.2			4.8			2.3			6.0															
69			6							51		*KGTN FM	69			6							51	*KGTN FM	1.6			2.4						23.6															
112			12			12				64		TOTAL	112			12			12				64	TOTAL	2.7			4.8			2.3			29.6															
1040	240	26	52	4	3	251	89	24	4		247	KHFI	1013	240	126	52	4		251	89	24	4	223	KHFI	24.0	41.2	27.9	20.6	2.0		48.8	21.1	9.1	1.9	49.7														
168	9	44	6	4	10	5	33	9	19	12		*KIXL	144		44	6	4	4	5	33	9	14	8	*KIXL	3.4		9.7	2.4	2.0	2.2	1.0	7.8	3.4	6.5	3.7														
1049	66	29	73	30	96	180	64	52	42	64	108	KLBJ	919	52	118	73	30	73	177	58	42	34	60	67	KLBJ	21.8	8.9	26.1	29.0	14.8	39.5	34.4	13.7	16.0	15.7	27.8	14.9												
736	223	89	28	13	12	111	47	47	6	15	91	KLBJ FM	659	213	89	28	13	12	111	47	38	6	11	62	KLBJ FM	15.6	36.5	19.7	11.1	6.4	6.5	21.6	11.1	14.4	2.8	5.1	13.8												
183	52	4	6	10		63	8	11	14		15	KMXX	183	52	4	6	10		63	8	11	14	15	KMXX	4.3	8.9	.9	2.4	4.9		12.3	1.9	4.2	6.5	3.3														
658	116	62	37	13	7	99	129	22	33	26	39	KNOW	627	116	50	37	13	7	99	129	22	33	19	27	KNOW	14.9	19.9	11.1	14.7	6.4	3.8	19.3	30.6	8.4	15.3	8.8	6.0												
316	15	39	27	17	35	24	38	29	9	5	61	*KOKE	257	15	28	27	17	32	24	26	29	9	5	28	*KOKE	6.1	2.6	6.2	10.7	8.4	17.3	4.7	6.2	11.0	4.2	2.3	6.2												
796	91	111	103	46	16	94	75	90	32	45	62	KOKE FM	767	91	99	103	46	16	94	75	80	32	38	62	KOKE FM	18.2	15.6	21.9	40.9	22.7	8.6	18.3	17.8	30.4	14.8	17.6	13.8												
209			6	9	35	32	38	11	15	17	4	*KTAE	177			6	9	32	29	38	9	12	13	*KTAE	4.2			2.4	4.4	17.3	5.6	9.0	3.4	5.6	6.0														
1290	53	59	150	95	113	76	113	103	101	87	126	KVET	1133	53	41	114	85	109	71	113	103	94	70	110	KVET	26.9	9.1	9.1	45.2	41.9	58.9	13.8	26.8	39.2	43.5	32.4	24.5												
176	9	9	6	13	33		6	14	16	40	8	KKYX	84		9	6	13	20				4	11	13	8	KKYX	2.0		2.0	2.4	6.4	10.8			1.5	5.1	6.0	1.8											
830	110	68	43	6	14	146	150	44	22	12	193	KTSA	549	63	48	43	6	4	116	110	29	7	8	106	KTSA	13.0	10.8	10.6	17.1	3.0	2.2	22.6	26.1	11.0	3.2	3.7	23.6												
196			6	19	49	3	6	9	16	43		WOAI	165			6	19	40			6	9	16	24	WOAI	3.9			2.4	9.4	21.6		1.4	3.4	7.4	11.1													
TOTAL LISTENING IN METRO SURVEY AREA													3881	502	452	230	176	161	508	404	247	201	216	386														92.0	86.1	99.9	91.3	85.7	87.0	98.8	95.7	93.9	93.1	99.9	86.0

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

BAKERSFIELD  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
21	6	3				1	3	1	2		5	KAFY	21	6	3						1	3	1	2		5	KAFY	5.1	18.8	8.1				2.8	5.9	3.7	8.7		9.8
2									1		1	*KCHJ	2											1	1	*KCHJ	.5									4.3		2.0	
38	1	1				8	5	1			21	KERN	38	1	1						8	5	1		1	21	KERN	9.2	3.1	2.7				22.2	9.8	3.7		3.4	41.2
11		3		2		1	4		1			KGAM	11		3		2				1	4		1		KGAM	2.7						2.8	7.8		4.3			
37			2	3	2		5	4	4	9		KGFM	37			2	3	2				5	4	4	9	KGFM	9.0			6.7	11.5	10.5		9.8	14.8	17.4	31.0		
1							1					*KHIS	1									1			1	*KHIS	.2												
1												KHIS FM	1												1	KHIS FM	.2												
2							1					TOTAL	2									1			1	TOTAL	.4									3.4	3.4		
47	8	6	5			9	5	1			13	KKXX	47	8	6	5					9	5	1		13	KKXX	11.4	25.0	16.2	16.7			25.0	9.8	3.7			25.5	
7			2			1	1	2			1	*KLOA	7				2				1	1	2		1	*KLOA	1.7				6.7		2.8	2.0	7.4		2.0		
1								1				KFIO	1										1		1	KFIO	.2								3.7				
8			2			1	1	3			1	TOTAL	8				2				1	1	3		1	TOTAL	1.9				6.7		2.8	2.0	11.1		2.0		
24	1	1	3	1			8	4			1	KLYD	24	1	1	3	1						8	4	1	KLYD	5.8	3.1	2.7	10.0	3.8		15.7	14.8				2.0	
2		1		1								*KNTB	2			1		1								*KNTB	.5		2.7		3.8								
8						2				2	2	KPMC	8					2							2	KPMC	1.9				10.5				8.7	6.9			
7					1		2					*KTKR	7					1				2			2	*KTKR	1.7				5.3		3.9						
70	3	7	5	7	7	1	4	6	4	10	2	KUZZ	70	3	7	5	7	7		1	4	6	4	10	2	KUZZ	16.9	9.4	18.9	16.7	26.9	36.8	2.8	7.8	22.2	17.4	34.5	3.9	
21	2	1		1		4	4	3	4	1		KWAC	21	2	1		1			4	4	3	4	1		KWAC	5.1	6.3	2.7		3.8		11.1	7.8	11.1	17.4	3.4		
7			3							2		*KZIQ	7			3									2	*KZIQ	1.7			10.0							6.9		
7	3			1	1					1		KFI	7	3			1	1							1	KFI	1.7	9.4			3.8	5.3					2.0		
6				1								KGO	6				1									KGO	1.5				3.8				4.3				
10	2	3	1			2	1	1				KLOS	10	2	3	1				2	1	1				KLOS	2.4	6.3	8.1	3.3			5.6	2.0	3.7				
5		2				1	2					KMET	5		2					1	2					KMET	1.2		5.4				2.8	3.9					
6					3					1		KNX	6					3						1		KNX	1.5				15.8				4.3				
5			2	1					1			KOST	5			2	1							1		KOST	1.2			6.7	3.8				3.7				
2		1	1									KRTH	2		1	1										KRTH	.5		2.7	3.3									
STATION(S) DETERMINED TO HAVE RUN ON-AIR SURVEY ANNOUNCEMENTS																																							
9	2	1	2			2					2	KMGN	9	2	1	2					2				2	KMGN	2.2	6.3	2.7	6.7			5.6				3.9		
TOTAL LISTENING IN METRO SURVEY AREA											413	32	37	30	26	19	36	51	27	23	29	51																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.









# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
53	14	11	2			11	6	1			8	WAFB	37	13	10					6	5				3	WAFB	6.3	15.5	16.9				7.2	7.6			3.8			
138	31	18	3			23	11	5	2	1	41	WFMF	106	27	12	2				18	7	5			32	WFMF	18.1	32.1	20.3	6.9			21.7	10.6	11.6			40.0		
36		2	5	1		3	3	4	4	1	8	WIBR	34		2	4	1			3	2	4	4	1	8	WIBR	5.8		3.4	13.8	3.3		3.6	3.0	9.3	12.5	5.9	10.0		
46	2	9	4	3	1	1	6	6	2	2	4	WJBO	45	2	9	4	3	1	1	6	6	2	2	2	4	WJBO	7.7	2.4	15.3	13.8	10.0	4.5	1.2	9.1	14.0	6.3	11.8	5.0		
61	7	8		3	1	8	7	6	2	1	14	WLCS	58	7	6		3	1	8	7	6	2	1	14	WLCS	9.9	8.3	10.2		10.0	4.5	9.6	10.6	14.0	6.3	5.9	17.5			
8	2							2	3			*WLUX	7	2											*WLUX	1.2	2.4							4.7	9.4					
85	4	3	4	8	4	16	11	4	10	8	1	WQXY	65	4	3	3	8	3	16	9	2	3	7	1	WQXY	11.1	4.8	5.1	10.3	26.7	13.6	19.3	13.6	4.7	9.4	41.2	1.3			
14	1		2	3		4		1	2		1	*WSLG	14	1		2	3		4		1	2		1	*WSLG	2.4	1.2		6.9	10.0		4.8		2.3	6.3		1.3			
32	6	1		1	4	8	8				2	*WTKL	32	6	1		1	4	8	8				2	*WTKL	5.5	7.1	1.7		3.3	18.2	9.6	12.1				2.5			
81	10	3	7	3	2	12	8	6	5	6	10	WXOK	69	9	2	7	3	2	8	7	6	5	2	10	WXOK	11.8	10.7	3.4	24.1	10.0	9.1	9.6	10.6	14.0	15.6	11.8	12.5			
15		2	2	1	1	2	2	2	2			*WYNK	13			2	1	1	2	2	2	2			*WYNK	2.2			6.9	3.3	4.5	2.4	3.0	4.7	6.3					
120	6	19	8	16	8	9	17	8	10	4	7	WYNK FM	65	6	7	4	5	5	7	10	7	5	1	3	WYNK FM	11.1	7.1	11.9	13.8	16.7	22.7	8.4	15.2	16.3	15.6	5.9	3.8			
14			2	1	1	2	1	1	1		4	WTIX	3							1				1	WTIX	.5						1.2			3.1		1.3			
TOTAL LISTENING IN METRO SURVEY AREA												586	84	59	29	30	22	83	66	43	32	17	80																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
1039	132	186	47	8		168	115	56		8	319	WAFB	480	113	109	16	8		59	86	15		8	66	WAFB	13.0	30.8	26.8	6.3	4.0		15.6	20.5	5.5		4.5	13.2										
1528	253	237	47			208	173	75	46	25	437	WFMF	1029	182	149	24			123	134	52	22	12	304	WFMF	27.9	49.6	36.7	9.5			32.5	32.0	19.2	10.4	6.7	60.8										
427	32	27	56	13	8	31	65	35	24	12	71	WIBR	385	32	27	41	13	8	31	38	35	24	12	71	WIBR	10.4	8.7	6.7	16.3	6.4	4.9	8.2	9.1	12.9	11.4	6.7	14.2										
831	68	104	86	41	25	53	102	63	40	45	60	WJBO	747	68	93	64	41	25	53	89	63	28	45	60	WJBO	20.3	18.5	22.9	25.4	20.3	15.2	14.0	21.2	23.2	13.3	25.1	12.0										
868	90	121	33	22	21	87	96	48	32	22	221	WLCS	789	90	101	33	22	21	87	83	35	32	22	204	WLCS	21.4	24.5	24.9	13.1	10.9	12.8	23.0	19.8	12.9	15.2	12.3	40.8										
121	29	9		13		10		10	13	12		*WLUX	105	29	9		13		10		10	13	12		*WLUX	2.8	7.9	2.2		6.4		2.6		3.7	6.2	6.7											
993	12	22	47	69	73	67	137	93	84	105	39	WQXY	661	12	71	25	55	58	61	85	64	48	67	32	WQXY	17.9	3.3	17.5	9.9	27.2	35.4	16.1	20.3	23.6	22.7	37.4	6.4										
163	30	9	21	22		20	7	16	11	5	22	*WSLG	163	30	9	21	22		20	7	16	11	5	22	*WSLG	4.4	8.2	2.2	8.3	10.9		5.3	1.7	5.9	5.2	2.8	4.4										
235	28	29		6	10	83	45		4		19	*WTKL	235	28	29		6	10	83	45		4	19	*WTKL	6.4	7.6	7.1		3.0	6.1	21.9	10.7		1.9		3.8											
916	132	97	44	25	27	130	98	54	41	55	122	WXOK	683	60	69	44	25	27	85	80	54	41	36	87	WXOK	18.5	16.3	17.0	17.5	12.4	16.5	22.4	19.1	19.9	19.4	20.1	17.4										
390		24	62	33	24	24	36	41	33	19	32	*WYNK	325		9	62	33	8	24	36	41	33	13	32	*WYNK	8.8		2.2	24.6	16.3	4.9	6.3	8.6	15.1	15.6	7.3	6.4										
1633	95	224	204	135	95	141	203	137	79	65	144	WYNK FM	814	69	95	107	54	35	83	119	76	30	23	68	WYNK FM	22.1	18.8	23.4	42.5	26.7	21.3	21.9	28.4	28.0	14.2	12.8	13.6										
546	41	52	30	21	25	87	27	47	29	6	145	WTIX	114	15	10		6		22		7	12		34	WTIX	3.1	4.1	2.5		2.0		5.8		2.6	5.7		6.8										
TOTAL LISTENING IN METRO SURVEY AREA												3479	345	396	252	191	139	359	403	261	179	158	485													84.3	94.0	97.5	99.9	94.6	84.8	84.7	96.2	96.3	84.8	88.3	97.0

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

BEAUMONT-PORT ARTHUR-ORANGE  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
11	1		2	1		1	2	1	1		2	KALO	11	1		2	1		1	2	1	1		2	KALO	2.5	2.7		5.9	3.6		2.5	5.1	2.7	2.6		3.3
39	3	2	3			7	4			1	18	KALO FM	30	3	2	2			7	2				14	KALO FM	6.7	8.1	7.7	5.9		17.5	5.1				23.3	
7		2				2	1	2				KAYC	7		2				2	1	2				KAYC	1.6		7.7			5.0	2.6	5.4				
53	4	2	1	2	1	7	6	5	6	5	10	KAYD	48	3	1	1	2	1	7	6	5	4	5	10	KAYD	10.8	8.1	3.8	2.9	7.1	4.8	17.5	15.4	13.5	10.5	14.7	16.7
4							1	1	1			*KEAM	4							1	1	1			*KEAM	.9						2.6	2.7	2.6			
31	4	1	3			2	3	1		1	12	KHYS	18	3		2			1	2	1			9	KHYS	4.0	8.1		5.9		2.5	5.1	2.7			15.0	
24	1	3		2		4	7	2			5	KIOC	20	1	2		2		2	6	2			5	KIOC	4.5	2.7	7.7		7.1	5.0	15.4	5.4			8.3	
14			4			1	2		3	2		*KJET	11		3				1	2		2	2	*KJET	2.5			8.8		2.5	5.1		5.3	5.9			
74	11	5	7	9	4	3	4	6	8	9	1	KLVI	60	6	4	5	7	4	2	3	6	8	8	1	KLVI	13.5	16.2	15.4	14.7	25.0	19.0	5.0	7.7	16.2	21.1	23.5	1.7
14	1		2	2	2			2	1	2	1	KOGT	14	1		2	2	2			2	1	2	1	KOGT	3.1	2.7		5.9	7.1	9.5			5.4	2.6	5.9	1.7
14		2	2			1	3	1	1	2		KOLE	13		2	2				3	1	1	2		KOLE	2.9		7.7	5.9		7.7	2.7	2.6	5.9			
9		1			1		1			2		KPAC	7		1		1						1		KPAC	1.6		3.8		4.8						2.9	
42	4	1	5	3	4		2	6	6	6		KQXY	39	4	1	4	3	4		2	6	5	5		KQXY	8.7	10.8	3.8	11.8	10.7	19.0		5.1	16.2	13.2	14.7	
12	1	1	1			2	2		1		4	KWIC	8	1	1				1	1		1	3	KWIC	1.8	2.7	3.8			2.5	2.6		2.6		5.0		
68	6	6	6	4	2	8	6	7	9	3	5	KYKR	55	4	5	6	4	2	2	3	7	9	3	5	KYKR	12.3	10.8	19.2	17.6	14.3	9.5	5.0	7.7	18.9	23.7	8.8	8.3
31	10	3	1			10	2				5	KZOM	28	8	3	1			9	2			5	KZOM	6.3	21.6	11.5	2.9		22.5	5.1				8.3		
4	1		1			1	1					KODA	4	1		1			1	1				KODA	.9	2.7		2.9		2.5	2.6						
36			2	2	3				1	2		KTRH	27			1	2	3				1	1		KTRH	6.1			2.9	7.1	14.3				2.6	2.9	
TOTAL LISTENING IN METRO SURVEY AREA											446	37	26	34	28	21	40	39	37	38	34	60															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

BEAUMONT-PORT ARTHUR-ORANGE  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
258	61	8	21	15	5	23	16	12	9	18	52	KALO	237	45	8	16	15	5	23	16	12	9	18	52	KALO	7.8	19.7	2.8	7.0	7.8	2.9	10.0	5.3	5.0	4.5	9.6	12.7
377	32	28	41	5		44	45	12	15	13	122	KALO FM	323	32	28	36	5		44	30	12	9	13	105	KALO FM	10.7	14.0	9.9	15.9	2.6		19.1	9.9	5.0	4.5	7.0	25.7
145	13	8	6	11		26	35	18	4	5	11	KAYC	142	13	8	6	11		23	35	18	4	5	11	KAYC	4.7	5.7	2.8	2.6	5.7		10.0	11.6	7.5	2.0	2.7	2.7
713	127	56	34	37	6	107	69	42	51	33	120	KAYO	619	95	53	34	37	6	81	67	42	37	33	120	KAYD	20.5	41.7	18.7	15.0	19.2	3.4	35.2	22.2	17.4	18.7	17.6	29.3
62	21	6	4			12	6	5				*KEAM	62	21	6	4			12	6	5				*KEAM	2.0		7.4	2.6	2.1			4.0	2.5	2.5		
506	66	27	57	4		38	44	43	6	10	180	KHYS	312	46	21	41	4		18	34	23	6		99	KHYS	10.3	20.2	7.4	18.1	2.1		7.8	11.3	9.5	3.0		24.2
596	52	84	10	18		105	94	56	14		153	KIOC	407	21	53	6	18		53	75	31	14		126	KIOC	13.5	9.2	18.7	2.6	9.3		23.0	24.8	12.9	7.1		30.8
250	13	27	31	5	5	5	31	17	29	26	19	*KJET	203	13	27	26	5	5	5	24	17	23	26	19	*KJET	6.7	5.7	9.5	11.5	2.6	2.9	2.2	7.9	7.1	11.6	13.9	4.6
1343	148	147	112	123	108	72	111	128	120	82	58	KLVI	963	68	106	61	99	84	35	76	107	98	73	38	KLVI	31.8	29.8	37.5	26.9	51.3	48.0	15.2	25.2	44.4	49.5	39.0	9.3
216	7	16	17	18	17	6	9	32	21	11	44	KOGT	198	7	16	17	18	17	6	9	32	21	10	27	KOGT	6.5	3.1	5.7	7.5	9.3	9.7	2.6	3.0	13.3	10.6	5.3	6.6
285		53	17	16	5	14	39	25	30	19	33	KOLE	270		53	17	16	5	12	36	25	27	19	26	KOLE	8.9		18.7	7.5	8.3	2.9	5.2	11.9	10.4	13.6	10.2	6.4
306	7	23	11	19	27	12	32	6	21	43	3	KPAC	266	7	23	11	16	27	12	22	6	17	23		KPAC	8.8	3.1	8.1	4.8	8.3	15.4	5.2	7.3	2.5	8.6	12.3	
548	13	39	58	36	49	27	51	51	33	54	31	KQXY	470	13	36	44	36	37	23	47	51	32	31	31	KQXY	15.5	5.7	12.7	19.4	18.7	21.1	10.0	15.6	21.2	16.2	16.6	7.6
248	28	11	14	8		39	23	13	7		105	KWIC	196	28	8	11	8		18	21	13	7		82	KWIC	6.5	12.3	2.8	4.8	4.1		7.8	7.0	5.4	3.5		20.0
944	95	68	54	67	30	133	97	84	89	34	125	KYKR	666	42	61	51	49	22	70	67	56	67	19	110	KYKR	22.0	18.4	21.6	22.5	25.4	12.6	30.4	22.2	23.2	33.8	10.2	26.9
385	97	53	12			67	53		3		95	KZOM	327	76	53	12			52	44		3		82	KZOM	10.8	33.3	18.7	5.3			22.6	14.6		1.5		20.0
120	25		25	10		16	8	6	5	10	15	KODA	108	25		25	8		16	8	6	5	15	KODA	3.6	11.0		11.0	4.1		7.0	2.6	2.5	2.5		3.7	
404	5		57	27	39			5	22	67		KTRH	302			22	27	26				22	45		KTRH	10.0			9.7	14.0	14.9				11.1	24.1	
TOTAL LISTENING IN METRO SURVEY AREA												2916	222	283	210	188	159	230	289	241	195	178	403	96.4	97.4	99.9	92.5	97.4	90.9	99.9	95.7	99.9	98.5	95.2	98.5		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

BIRMINGHAM  
OCT/NOV 1980

MONDAY-SUNDAY  
6. 00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
32	1	1	2	2	6		1	1	1	8		WAPI	32	1	1	2	2	6		1	1	8		WAPI	3	4	1.4	1.3	3.1	4.8	11.5		.9	2.2	10.5		
72		2	6	2	17		6	3	11	10		WAPI FM	58		2	4	1	16		6	2	8	10	WAPI FM	6.1		2.6	6.3	2.4	30.8		5.4	2.9	17.8	13.2		
56	1	1	1	1	8	10	11	3	3	7	3	*WATV	54	1	1	1	1	8	10	11	3	3	7	3	*WATV	5.7	1.4	1.3	1.6	2.4	15.4	11.0	9.9	4.3	6.7	9.2	2.8
14	2	1	1			3	2	5				*WBUL	14	2	1	1			3	2	5			*WBUL	1.5	2.7	1.3	1.6			3.3	1.8	7.1				
12			1		2			1		2		*WCRT	11			1		2					2	*WCRT	1.2			1.6		3.8					2.6		
55	5	6	3	3		2	4	3	4	4		WDJC	43	4	3	3	2		2	4	3	2	3	WDJC	4.5	5.5	3.9	4.7	4.8		2.2	3.6	4.3	4.4	3.9		
23	1	2		1	1	3	3	3	2	1	5	*WENN	23	1	2		1	1	3	3	3	2	1	5	*WENN	2.4	1.4	2.6		2.4	1.9	3.3	2.7	4.3	4.4	1.3	4.6
122	9	9	4	3	1	14	13	8	6	4	38	WENN FM	106	9	7	4	3	1	14	11	7	6	4	29	WENN FM	11.1	12.3	9.1	6.3	7.1	1.9	15.4	9.9	10.0	13.3	5.3	26.9
52	1	11	4	1		8	11	3	2	2	8	WERC	49	1	10	4	1		6	11	3	2	2	8	WERC	5.1	1.4	13.0	6.3	2.4		6.6	9.9	4.3	4.4	2.6	7.4
11			1		3		2					*WFHK	8			1				2				*WFHK	.8			1.6				1.8					
25	1	1	1		3	3	4	4		2	3	WJLD	23	1	1	1		3	3	2	4		2	3	WJLD	2.4	1.4	1.3	1.6		5.8	3.3	1.8	5.7		2.6	2.8
152	20	8	4	1		21	17	10	1	1	67	WKXX	106	14	6	3	1		20	13	8	1	1	38	WKXX	11.1	19.2	7.8	4.7	2.4		22.0	11.7	11.4	2.2	1.3	35.2
8										2		*WLPH	8											2	*WLPH	.8										2.6	
78		5	8	4	1		10	7	6	11		WQEZ	58		5	6	4	1		4	3	3	8	WQEZ	6.1		6.5	9.4	9.5	1.9		3.6	4.3	6.7	10.5		
88	37	18	1			10	7	1			12	WRKK	63	25	11	1			7	6	1		10	WRKK	6.6	34.2	14.3	1.6			7.7	5.4	1.4			9.3	
88	5	11	10	6	2	7	17	11	3	6	6	WSGN	79	5	7	10	6	2	6	16	11	1	6	6	WSGN	8.3	6.8	9.1	15.6	14.3	3.8	6.6	14.4	15.7	2.2	7.9	5.6
4									1			WSMQ	4									1			WSMQ	.4										2.2	
109	6	13	8	6	3	3	9	6	8	11	3	*WVOK	53	1	4	4	3	1	2	3	5	4	4	1	*WVOK	5.6	1.4	5.2	6.3	7.1	1.9	2.2	2.7	7.1	8.9	5.3	.9
11				2				1	1	2		*WWWB	11				2				1	1	2		*WWWB	1.2					3.8			1.4	2.2	2.6	
5												*WWWB FM	5												*WWWB FM	.5											
31	1	4	5	7	5	1	1	1	1	3		WYDE	28	1	3	5	7	5		1		1	3	WYDE	2.9	1.4	3.9	7.8	16.7	9.6		.9		2.2	3.9		
146	15	13	23	19	3	12	18	16	11	7	7	WZZK	73	4	8	10	8	2	7	12	9	8	3	2	WZZK	7.7	5.5	10.4	15.6	19.0	3.8	7.7	10.8	12.9	17.8	3.9	1.9
106	16	7	1			18	25	9	2		26	WQEN	4	1	1				1					1	WQEN	4	1.4	1.3				1.1					.9
TOTAL LISTENING IN METRO SURVEY AREA											954	73	77	64	42	52	91	111	70	45	76	108															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

BIRMINGHAM  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TCT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
805	13	73	37	70	131	31	38	9	49	102	8	WAPI	725	13	73	37	70	113	31	38	9	32	84	8	WAPI	10 5	2 7	11 4	7 9	17 4	29 4	5 8	5 5	1 7	7 1	18 4	9
994	10	60	62	42	176	25	83	101	110	102	25	WAPI FM	772	10	60	45	32	105	25	83	70	86	87	25	WAPI FM	11 2	2 0	9 4	9 6	7 9	27 3	4 7	11 9	13 1	19 0	19 1	2 9
577	26	47	32	28	61	53	84	45	38	46	63	*WATV	566	26	47	32	28	61	53	84	45	38	46	63	*WATV	8 2	5 3	7 3	6 9	6 9	15 9	9 9	12 1	8 4	8 4	10 1	7 2
221	26	21	9			38	28	46			25	*WBUL	221	26	21	9			38	28	46			25	*WBUL	3 2	5 3	3 3	1 9			7 1	4 0	8 6			2 9
264	17	2	18	9	24		8	13	10	52	8	*WCRT	251	17	12	18	9	24		8		10	52	8	*WCRT	3 6	3 5	1 9	3 9	2 2	6 3		1 1		2 2	11 4	9
754	49	111	30	43	25	13	89	77	57	47	60	WDJC	538	31	77	30	28	25	13	74	77	30	33	25	WDJC	7 8	6 3	12 0	6 4	6 9	6 5	2 4	10 6	14 4	6 6	7 2	2 9
449	26	9	18	37	50	38	51	45	49	19	46	*WENN	441	26	59	18	37	50	38	51	37	49	19	46	*WENN	6 4	5 3	9 2	3 9	9 2	13 0	7 1	7 3	6 9	10 8	4 2	5 3
1297	89	5	57	42	55	116	156	109	76	41	323	WENN FM	1093	89	59	57	42	38	116	126	81	59	41	256	WENN FM	15 8	18 2	9 2	12 2	10 4	9 9	21 7	18 1	15 1	13 1	9 0	29 4
1400	71	2 6	101	68	36	210	198	102	61	56	203	WERC	1222	71	182	101	68	36	126	198	102	61	26	188	WERC	17 7	14 5	28 4	21 6	16 9	9 4	23 6	28 4	19 1	13 5	5 7	21 6
128		0	17		17		32				8	*WFHK	111		10	17						32		8	*WFHK	1 6		1 6	3 6				4 6				9
495	26	5	26	12	13	82	77	19	21	38	91	WJLD	479	26	35	26	12	13	82	61	19	21	38	91	WJLD	6 9	5 3	5 5	5 6	3 0	3 4	15 3	8 8	3 6	4 6	8 3	10 5
2432	413	2 6	104	34	24	302	284	183	55	22	748	WKXX	1787	287	156	87	34	24	282	185	149	55	22	480	WKXX	25 8	58 7	24 3	18 6	8 4	6 3	52 7	26 6	27 9	12 2	4 8	55 2
117		7	9		12		13			19		*WLPH	104		7	9		12					19		*WLPH	1 5		1 1	1 9		3 1						4 2
1103		115	104	50	50	34	143	135	103	106	40	WQEZ	801		76	52	43	50	34	82	80	89	92	8	WQEZ	11 6		11 9	11 1	10 7	13 0	6 4	11 8	15 0	19 7	20 2	9
1234	385	206	9	10		218	80	33	10	16	216	WRKK	741	174	129	9	10		112	62	33	10	168	WRKK	10 7	35 6	20 1	1 9	2 5		20 9	8 9	6 2	2 2		19 3	
2029	94	282	210	138	53	206	322	171	85	146	157	WSGN	1837	94	229	192	138	53	172	309	157	71	130	157	WSGN	26 6	19 2	35 7	41 1	34 2	13 8	32 1	44 4	29 3	15 7	28 5	18 0
158		12	19	19	12		8		25	5		WSMQ	137		12	19	19	12		8		25	5		WSMQ	2 0		1 9	4 1	4 7	3 1		1 1		5 5	1 1	
1712	105	204	143	124	88	99	242	114	146	100	119	*WVOK	1053	24	101	107	89	50	65	121	75	102	52	73	*WVOK	15 2	4 9	15 8	22 9	22 1	13 0	12 1	17 4	14 0	22 6	11 4	8 4
140		6		17	9	11	20	16	20			*WWWB	140		6		17	9	11	20	16	20			*WWWB	2 0			1 3	4 4	1 7	1 6	3 7	3 5	4 4		
108		12		8		7	14	13				*WWWB FM	96		12		8			7	14	13			*WWWB FM	1 4			2 6	2 1			1 3	3 1	2 9		
912	38	135	107	142	115	34	41	55	48	85	8	WYDE	734	38	75	107	142	74		41	31	48	66	8	WYDE	10 6	7 8	11 7	22 9	35 2	19 3		5 9	5 8	10 6	14 5	9
1893	170	90	231	154	71	243	203	181	135	60	163	WZZK	1040	83	95	128	97	32	126	144	102	86	9	96	WZZK	15 0	17 0	14 8	27 4	24 1	8 3	23 6	20 7	19 1	19 0	2 0	11 0
1247	168	88	64	14		178	148	154	40	31	332	WQEN	163	38	10	9			13	24	29		40	WQEN	2 4	7 8	1 6	1 9			2 4	3 4	5 4			4 6	

TOTAL LISTENING IN METRO SURVEY AREA	6502	462	592	449	380	356	529	695	515	370	414	863	34 0	94 5	92 4	96 1	94 3	92 7	98 9	99 9	96 3	81 9	90 8	99 2
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Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
40	6	6	1		1	11	5	1	1		8	WBNO	32	6	3	1		1	11	4		1		5	WBNO	18.9	33.3	18.8	9.1		11.1	47.8	23.5		11.1		33.3	
11		1	1	1	1	2	1		1	1		WIHN	11		1	1	1	1	2	1		1	1		WIHN	6.5		6.3	9.1	14.3	11.1	8.7	5.9		11.1	10.0		
79	1	5	7	4	5	1	8	7	9	9	2	WJBC	63	1	4	5	3	4	1	5	7	6	7	2	WJBC	37.3	5.6	25.0	45.5	42.9	44.4	4.3	29.4	63.6	66.7	70.0	13.3	
13	1	1	1	2	1	1	1	2	1		1	WMLA	12	1	1	1	2	1	1	1	2	1		1	WMLA	7.1	5.6	6.3	9.1	28.6	11.1	4.3	5.9	18.2	11.1		6.7	
1							1					*WRBA	1							1					*WRBA	6						5.9						
8		1	1	2	1						1	WBBM	3		1			1						1	WBBM	1.8		6.3			11.1							6.7
17		5	1		1		3	1		2		WGN	2		1										WGN	1.2			9.1									
1						1						WIRL	1					1							WIRL	6						4.3						
6	1	1				1	2			1		WKZW	3	1				1					1	WKZW	1.8	5.6					4.3						6.7	
17	4	2	1			3	1	1		5		WLS	9	3	1			2	1				2	WLS	5.3	16.7	6.3				8.7	5.9					13.3	
26	3	1	2	2	1	2	3	4	1	1	3	WMAQ	7	1	1	1			1	1		1	1	1	WMAQ	4.1	5.6	6.3	9.1				5.9	9.1		10.0	6.7	
6				1			2	1		1		WSWT	2						1	1					WSWT	1.2							5.9	9.1				
12	3	3				3	1			2		WWCT	11	3	3			3					2	WWCT	6.5	16.7	18.8				13.0						13.3	
TOTAL LISTENING IN METRO SURVEY AREA												169	18	16	11	7	9	23	17	11	9	10	15															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																								
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %									
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %				
501	88	62	16	9	3	111	61	21	8	4	118	WBNO	378	73	43	16	9	3	96	42	15	8	4	69	WBNO	36.9	61.9	45.3	27.1	18.4	6.4	66.7	45.2	24.2	14.5	7.3	61.6									
144	6	16	16	9	4	19	12	11	11	8	9	WIHN	144	6	16	16	9	4	19	12	11	11	8	9	WIHN	14.0	5.1	16.8	27.1	18.4	8.5	13.2	12.9	17.7	20.0	14.5	8.0									
773	34	62	50	48	55	43	77	59	58	60	90	WJBC	635	34	52	41	42	37	43	66	54	42	46	64	WJBC	62.0	28.8	54.7	69.5	85.7	78.7	29.9	71.0	87.1	76.4	83.6	57.1									
235	29	22	17	29	13	19	14	22	13	14	19	WMLA	191	22	16	14	29	9	19	8	20	13	10	19	WMLA	18.6	18.6	16.8	23.7	59.2	19.1	13.2	8.6	32.3	23.6	18.2	17.0									
44	10	5	4	2	1		10	3		5	4	WRBA	34	6	5	4	2	1		10	3		1	2	WRBA	3.3	5.1	5.3	6.8	4.1	2.1		10.8	4.8		1.8	1.8									
230	24	33	13	29	10		14	11	9	8	41	WBBM	81	11	11	10	6	10		2	3	2	4	19	WBBM	7.9	9.3	11.6	16.9	12.2	21.3		2.2	4.8	3.6	7.3	17.0									
232	11	29	14	9	25		21	21	12	22	4	WGN	96	11	9	10	2	11		6	7	2	8	4	WGN	9.4	9.3	9.5	16.9	4.1	23.4		6.5	11.3	3.6	14.5	3.6									
111	14	9	8		6	34	17			5	7	WIRL	54	6		2		1	34	2			1	5	WIRL	5.3	5.1		3.4		2.1	23.6	2.2			1.8	4.5									
150	40	24	5			19	21	3	2		36	WKZW	84	22	11	2			19	6	3	2		19	WKZW	8.2	18.6	11.6	3.4			13.2	6.5	4.8	3.6		17.0									
456	79	46	19	5	5	102	41	27	11	1	106	WLS	288	62	23	4	5	3	72	41	13	4	1	54	WLS	28.1	52.5	24.2	6.8	10.2	6.4	50.0	44.1	21.0	7.3	1.8	48.2									
468	64	33	27	42	23	30	42	42	32	26	47	WMAQ	202	34	18	8	20	7	14	17	13	17	13	18	WMAQ	19.7	28.8	18.9	13.6	40.8	14.9	9.7	18.3	21.0	30.9	23.6	16.1									
109	4	7	9	5	17		15	9	12	15	2	WSWT	50		2	6	5	3		10	7	6	3	2	WSWT	4.9		2.1	10.2	10.2	6.4		10.8	11.3	10.9	5.5	1.8									
157	49	18		2	1	48	9		4		26	WWCT	133	45	18		1	43	4		4		18	WWCT	13.0	38.1	18.9			2.1	29.9	4.3		7.3		16.1										
TOTAL LISTENING IN METRO SURVEY AREA												994	118	88	59	49	44	134	93	60	53	53	112												97.0	99.9	92.6	99.9	99.9	93.6	93.1	99.9	96.8	96.4	96.4	99.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.





# Average Quarter-Hour Listening Estimates

BRIDGEPORT  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
25				1	5		4	1	5	5		*WDJZ	25				1	5		4	1	5	5		*WDJZ	4.2				3.0	13.5		6.2	2.5	9.1	12.2	
136	5	3	9	4	15	8	9	8	27	21		WEZN	89	5	2	8	4	9	4	8	6	12	12		WEZN	14.8	8.6	3.8	23.5	12.1	24.3	8.7	12.3	15.0	21.8	29.3	
97	3	6	6	7	5	2	22	8	14	7	5	WICC	89	2	4	5	7	5	2	20	7	14	7	4	WICC	14.8	3.4	7.5	14.7	21.2	13.5	4.3	30.8	17.5	25.5	17.1	6.9
44	2	1	2	2	4	1	2	3	6	4	5	WNAB	43	2		2	2	4	1	2	3	6	4	5	WNAB	7.2	3.4		5.9	6.1	10.8	2.2	3.1	7.5	10.9	9.8	8.6
11		1		1		1	3		1		3	WABC	4		1			1	1					1	WABC	7		1.9				2.2	1.5				1.7
8	2										3	*WAOS	8	2										3	*WADS	1.3	3.4									7.3	
9				5	1		2				1	WAVZ	9			5	1		2					1	WAVZ	1.5			15.2	2.7		3.1				2.4	
9	3	1	1			1	1				2	WBLL	8	3	1	1		1	1					1	WBLL	1.3	5.2	1.9	2.9		2.2	1.5				1.7	
24	1	1	2			7	2	1			10	WBLS	13	1	1	2		2	2	1				4	WBLS	2.2	1.7	1.9	5.9		4.3	3.1	2.5			6.9	
81		6	11	10	8	4	6	7	4	13		WCBS	34	3	4	4	2	4		3	3	2		WCBS	5.7		5.7	11.8	12.1	5.4	8.7		7.5	5.5	4.9		
14	1	2	2			1	4				4	WDJF	9	2	1			1	3					2	WDJF	1.5		3.8	2.9		2.2	4.6				3.4	
5	1				1						2	WELI	5	1			1						2	WELI	8	1.7				2.7					3.6		
13	1	1	1	2	2	3	1	1	1			WHN	6	1		1	1	2				1			WHN	1.0	1.7		3.0	2.7	4.3				1.8		
25			2	6	1		1	2	5			WINS	8		1		1		1						WINS	1.3		2.9		2.7		1.5					
47	2	11	1	3	1	9	5	3	2	2	7	WKCI	44	2	10	1	3		9	5	3	2	1	7	WKCI	7.3	3.4	18.9	2.9	9.1		19.6	7.7	7.5	3.6	2.4	12.1
24		2	1			6	2				13	WKTU	9		2	1		2	2					2	WKTU	1.5		3.8	2.9		4.3	3.1				3.4	
16		2	1			7		1			5	WLYQ	3		2									1	WLYQ	5		3.8								1.7	
24			1	2	1		1	2	3	1		WMCA	12			1	1	1		1	2	3	1		WMCA	2.0			2.9	3.0	2.7		1.5	5.0	5.5	2.4	
2				1						1		*WMMM	2			1								1	*WMMM	3			3.0							2.4	
82	3	14	8	2	1	4	8	9	2	1	29	WNBC	44	2	10	5	1	3	3	7	1	1	11	WNBC	7.3	3.4	18.9	14.7		2.7	6.5	4.6	17.5	1.8	2.4	19.0	
36		1		1	5			1	2	8		WOR	10		1		1						2	1	WOR	1.7		1.9		2.7				3.6	2.4		
27	2	7				1					17	WPLJ	6	2	2			1						1	WPLJ	1.0	3.4	3.8			2.2					1.7	
46	20	5				9	4				8	WPLR	42	19	5			6	4					8	WPLR	7.0	32.8	9.4			13.0	6.2				13.8	
21			1		7			2	4	6		WRFM	3			1						1			WRFM	5			2.7				1.8				
40	13	4				7	2	1			13	WRKI	11	4	1									6	WRKI	1.8	6.9	1.9								10.3	
13	2	3				1	6		1			WWYZ	8	2	2			1	3						WWYZ	1.3	3.4	3.8			2.2	4.6					
14						12					2	WXLO	4					4							WXLO	7					8.7						
TOTAL LISTENING IN METRO SURVEY AREA												600	58	53	34	33	37	46	65	40	55	41	58														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.







# Average Quarter-Hour Listening Estimates

CANTON  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																			
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %				
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64					
41	7	6	1			7	5	1			14	WDJQ	31	6	5	1						9	WDJQ	5.6	10.9	10.2	2.7						12.0	6.3	1.9						17.0
9												*WFAH	9									1	2	*WFAH	1.6													2.6	5.9		
118	2	3	7	8	7	1	7	10	14	10	4	WHBC	116	2	3	7	8	7	1	7	10	13	10	4	WHBC	20.9	3.6	6.1	18.9	29.6	25.9	2.0	14.6	18.9	34.2	29.4	7.5				
57		2	6	5	7	3	3	7	8	6		WHBC FM	56		2	6	4	7	3	3	7	8	6		WHBC FM	10.1		4.1	16.2	14.8	25.9	6.0	6.3	13.2	21.1	17.6					
5		3									1	*WINW	5		3								1		*WINW	.9		6.1										2.9			
31	1	2	10	3	2		3	6	1	1	1	*WNYN	22	1	1	3	2	2		3	6	1	1	1	*WNYN	4.0	1.8	2.0	8.1	7.4	7.4		6.3	11.3	2.6	2.9	1.9				
55	5	5	3	1		15	9	3	1	1	12	WOOS	50	5	5	3	1		13	8	3	1	1	10	WOOS	9.0	9.1	10.2	8.1	3.7		26.0	16.7	5.7	2.6	2.9	18.9				
27	5	1				9	1	2			9	*WQIO	13	1					4					6	*WQIO	2.3	1.8					8.0		3.8				11.3			
10		1	2				1	1				*WTIG	10		1	2						1	1		*WTIG	1.8		2.0	5.4				2.1	1.9							
4							1				1	WTOF	3												WTOF	.5							2.1								
8			2				1	2	1	1		WAEZ	6			1				1	1	1	1		WAEZ	1.1			2.7				2.1	1.9	2.6	2.9					
7			2		1	1		1		2		WAKR	3			1						1		1	WAKR	.5		2.7					1.9			2.9					
19					2	3		1	3	2	3		WDBN	6				2			1		1	2	WDBN	1.1				7.4			2.1		2.6	5.9					
7	2					1		1			3	WDMT	7	2					1		1		3	WDMT	1.3	3.6				2.0		1.9					5.7				
5			1				1	2			1	*WELA	5			1					1	2		1	*WELA	.9		2.7				2.1	3.8				1.9				
38	5	9	3	1	1	3	9	3	2		2	WGAR	36	5	9	3	1	1	2	8	3	2		2	WGAR	6.5	9.1	18.4	8.1	3.7	3.7	4.0	16.7	5.7	5.3			3.8			
19	3	1	1			2		1			11	WGCL	11	2	1	1			1		1		5	WGCL	2.0	3.6	2.0	2.7			2.0		1.9				9.4				
15		1	2		1	1	1	1	1	3		WHLO	10		1	1		1	1	1	1		2		WHLO	1.8		2.0	2.7		3.7	2.0	2.1	1.9				5.9			
62	27	11				8	2	2			12	WMMS	53	25	9				7	2			10	WMMS	9.5	45.5	18.4			14.0	4.2						18.9				
3	1							2				WQAL	3	1								2			WQAL	.5	1.8						3.8								
26		2		2	1	4	2	6	3	1		WQXK	26		2		2	1	4	2	6	3	1		WQXK	4.7		4.1		7.4	3.7	8.0	4.2	11.3	7.9	2.9					
23		2	6	2	2	4	4	4	1	1		WSLR	16		1	5	2	2		2	2	1	1		WSLR	2.9		2.0	13.5	7.4	7.4		4.2	3.8	2.6	2.9					
12	4		1	1	1	2			1	1		WWVA	5			1		1	2				1		WWVA	9		2.7		3.7	4.0						2.9				
13		3	2	1			5	1	1			WWWE	3		2		1								WWWE	.5		4.1		3.7											
6	1	1				3	1					WWWM	4	1	1				1	1					WWWM	7	1.8	2.0			2.0	2.1									
3	1					1	1					WZZP	2	1						1					WZZP	4	1.8					2.1									
TOTAL LISTENING IN METRO SURVEY AREA												555	55	49	37	27	27	50	48	53	38	34	53																		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON





# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
5		1	2						1			*WBER	5		1	2			1					*WBER	1.1		2.3		8.0				3.4				
42		4	6	2	2	4	6	7	2	3	5	WCSC	41		4	6	2	2	4	6	7	2	3	4	WCSC	8.9		9.1	18.8	8.0	11.8	8.2	11.1	18.4	6.9	12.5	7.3
109	13	12	1	2	1	11	18	8	3	1	37	WDWQ	35	2	3	1	1	1	9	3	1	2	1	11	WDWQ	7.6	3.9	6.8	3.1	4.0	5.9	18.4	5.6	2.6	6.9	4.2	20.0
50	4	2	5	9	4	1	5	8	3	3	1	WEZL	49	4	2	5	8	4	1	5	8	3	3	1	WEZL	10.7	7.8	4.5	15.6	32.0	23.5	2.0	9.3	21.1	10.3	12.5	1.8
31	5	7				4	6				9	WKTM	30	5	7				4	5				9	WKTM	6.5	9.8	15.9			8.2	9.3				16.4	
22		3	4			2	1	4	1			*WNCG	22		3	4			2	1	4	1			*WNCG	4.8		6.8	12.5			4.1	1.9	10.5	3.4		
8			1		1					2		WOKE	8			1		1					2		WOKE	1.7			3.1		5.9					8.3	
47	10	6	1		1	4	2	4		1	13	*WPAL	45	10	6	1		1	4	2	4		1	12	*WPAL	9.8	19.6	13.6	3.1		5.9	8.2	3.7	10.5		4.2	21.8
71	21	6	3	1		9	3	7	4	2	11	WPXI	51	13	6	2	1		7	3	6		2	9	WPXI	11.1	25.5	13.6	6.3	4.0		14.3	5.6	15.8		8.3	16.4
35				1	1	4	11	2	5	5	3	*WQIZ	26				1	1	4	8		4	4	2	*WQIZ	5.7				4.0	5.9	8.2	14.8		13.8	16.7	3.6
10			1	3	1					3		WQSN	10			1	3	1				1	3		WQSN	2.2			3.1	12.0	5.9				3.4	12.5	
27	4	2	1	1		7	7	1			4	WTMA	27	4	2	1	1		7	7	1		4	4	WTMA	5.9	7.8	4.5	3.1	4.0		14.3	13.0	2.6			7.3
6	1	3					1					WWWZ	5	1	3										WWWZ	1.1	2.0	6.8							3.4		
88	1	6	10	6	9	7	13	3	14	6	1	WXTC	71	1	5	10	5	5	4	12	3	12	4		WXTC	15.4	2.0	11.4	31.3	20.0	29.4	8.2	22.2	7.9	41.4	16.7	
63	15	2	1			12	5	2	1	3	18	*WWDW	7	3					1		1		2		*WWDW	1.5	5.9					2.0		2.6		3.6	
TOTAL LISTENING IN METRO SURVEY AREA											460	51	44	32	25	17	49	54	38	29	24	55															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %																	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %												
98		17		14		20	11	4	18	3	4	*WBER	98		17		14		20	11	4	18	3	4	*WBER	3	1		4	6		8	0		7	6	3	1	1	7	10	2	2	0		9								
876	21	20	91	64	38	126	109	85	15	53	116	WCSC	819	21	120	91	52	38	105	100	79	15	53	107	WCSC	25	9	5	3	32	6	40	3	29	9	29	7	39	8	28	3	33	9	8	5	35	6	24	9					
1099	134	11	49	43	10	125	156	64	44	23	307	WDWQ	542	55	53	24	26	10	86	66	17	29	23	143	WDWQ	17	2	13	9	14	4	10	6	14	9	7	8	32	6	18	7	7	3	16	4	15	4	33	3					
596	40	64	88	68	44	35	51	66	42	31	50	WEZL	572	40	64	88	44	44	35	51	66	42	31	50	WEZL	18	1	10	1	17	4	38	9	25	3	34	4	13	3	14	4	28	3	23	7	20	8	11	7					
681	138	61	23	21		56	105	24	21		132	WKTM	672	138	161	23	21		56	96	24	21		132	WKTM	21	3	34	9	43	8	10	2	1	1		21	2	27	2	10	3	11	9		30	8							
194		32	22	13	3	26	22	28	12	3	11	*WNCG	194		32	22	13	3	26	22	28	12	3	11	*WNCG	6	1			8	7	9	7	7	5	2	3	9	8	6	2	12	0	6	8	2	0	2	6					
274		24	56	15	18		16	11	15	31	12	WOKE	274		24	56	15	18		16	11	15	31	12	WOKE	8	7			6	5	24	8	8	6	14	1		4	5	4	7	8	5	20	8	2	8						
550	94	48	13	6	10	49	32	41	10	24	154	*WPAL	508	94	48	13	6	10	49	32	41	10	24	125	*WPAL	16	1	23	8	13	0	5	8	3	4	7	8	18	6	9	1	17	6	5	6	16	1	29	1					
970	202	85	49	11	10	159	76	50	38	17	215	WPXI	720	154	61	39	11	10	110	61	44	20	17	158	WPXI	22	8	39	0	16	6	17	3	6	3	7	8	41	7	17	3	18	9	11	3	11	4	36	8					
282		7		12	11	32	52	39	10	27	47	*WQIZ	160		7		12	11	32	24	9	5	16	11	*WQIZ	5	1			1	9		6	9	8	6	12	1	6	8	3	9	2	8	10	7	2	6						
197		12	17	29	39		13	11	33	12	13	WQSN	197		12	17	29	39		13	11	33	12	WQSN	6	2			3	3	7	5	16	7	30	5					5	6	6	2	22	1	2	8						
683	115	80	40	26	15	94	85	46	26	10	124	WTMA	674	115	80	40	26	15	94	76	46	26	10	124	WTMA	21	3	29	1	21	7	17	7	14	9	11	7	35	6	21	5	19	7	14	7	6	7	28	9					
186	41	81					28	6	11		13	WWWZ	178	41	81					20	6	11		13	WWWZ	5	6	10	4	22	0									5	7	2	6	6	2		3	0						
903	20	96	102	44	78	61	122	60	116	47	25	WXTC	695	20	72	102	36	57	28	107	60	90	38	6	WXTC	22	0	5	1	19	6	45	1	20	7	44	5	10	6	30	3	25	8	50	8	25	5	1	4					
495	85	15	15			96	34	17	28	40	116	*WWDM	114	43		5			19	7	4	4		32	*WWDM	3	6	10	9			2	2				7	2	2	0	1	7	2	3		7	5							
TOTAL LISTENING IN METRO SURVEY AREA												3028	395	359	226	157	128	254	329	213	166	149	406		95	8	99	9	97	6	99	9	90	2	99	9	96	2	93	2	91	4	93	8	99	9	94	6						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

CHARLOTTE-GASTONIA  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
7	2	1				1	1				2	*WAAK	5		1						2	*WAAK	7	1.0						1.0	1.7				2.5				
17		1				1	3	1	1	5	1	WAME	17		1						1	3	1	1	5	1	WAME	2.2		1.0				1.5	3.1	1.7	2.0	11.1	1.3
92	14	17	4	7	3	11	12	4	3	5	11	WAYS	65	5	13	2	7	1	8	11	3	3	2	9	WAYS	8.5	7.7	13.0	3.7	13.5	2.9	12.1	11.3	5.0	6.0	4.4	11.4		
190	47	25	5	3	2	36	15	5	3		49	WROQ	81	25	7	2	2	2	12	7	3	2	19	WROQ	10.5	38.5	7.0	3.7	3.8	5.7	18.2	7.2	5.0	4.0		24.1			
148	28	28	8	1		31	19	2	2		29	WBCY	67	6	15	2			10	17	1	1	15	WBCY	8.7	9.2	15.0	3.7			15.2	17.5	1.7	2.0		19.0			
259	9	49	19	19	12	27	37	26	16	12	12	WBT	122	4	26	10	7	2	13	20	13	7	6	6	WBT	15.9	6.2	26.0	18.5	13.5	5.7	19.7	20.6	21.7	14.0	13.3	7.6		
172	1	10	32	19	24	8	11	10	24	17	1	WEZC	76	1	4	16	11	11		4	5	13	4	WEZC	9.9	1.5	4.0	29.6	21.2	31.4		4.1	8.3	26.0	8.9				
12		1	1	3				2		2	1	*WGAS	12		1	1	3				2		2	1	*WGAS	1.6		1.0	1.9	5.8			3.3		4.4	1.3			
34	4	3	2	1	3	6	3		3	2	5	WGIV	34	4	3	2	1	3	6	3		3	2	5	WGIV	4.4	6.2	3.0	3.7	1.9	8.6	9.1	3.1		6.0	4.4	6.3		
9			2								2	WGNC	9			2							2	WGNC	1.2			3.7							4.4				
4							1		2	1		*WHVN	3									2	1	*WHVN	.4								4.0	2.2					
5		1		2			1		1			WIST	5		1		2			1		1		WIST	.7		1.0		3.8		1.0		2.0						
15					3					1		*WIXE	15					3					1	*WIXE	2.0				8.6					2.2					
7			1	1			1			2		*WLTC	7			1	1			1			2	*WLTC	9			1.9	1.9			1.0		4.4					
6					1	1	1		1	1		*WMAP	4						1	1			1	*WMAP	.5						1.5	1.0		2.2					
37		5	3	2	4		2	3	2	4		WSOC	29		3	2	2	3		2	1	2	3	WSOC	3.8		3.0	3.7	3.8	8.6		2.1	1.7	4.0	6.7				
319	17	44	29	35	17	27	35	34	31	17	17	WSOC FM	97	6	10	7	12	9	5	6	19	9	10	2	WSOC FM	12.6	9.2	10.0	13.0	23.1	25.7	7.6	6.2	31.7	18.0	22.2	2.5		
47	1	5	9			6	15	2	2	3	3	*WZXI	23	1	3	3			1	11	2		1	1	*WZXI	3.0	1.5	3.0	5.6			1.5	11.3	3.3		2.2	1.3		
101	21	13	2			14	10	8	2		31	WPEG	56	9	11	1			8	7	5	1	14	WPEG	7.3	13.8	11.0	1.9			12.1	7.2	8.3	2.0		17.7			
25	4	2	1	2		3	6	2		1	4	WXIK	5	3						1			1	WXIK	.7	4.6						1.0				1.3			
TOTAL LISTENING IN METRO SURVEY AREA											769	65	100	54	52	35	66	97	60	50	45	79																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

CHARLOTTE-GASTONIA  
OCT/NOV 1960

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
144	14	16	8			8	20	18			46	*WAAK	122	16	8			8	12	18			46	*WAAK	2.4		2.8	2.1			1.9	2.0	4.3					7.4
223		28	12	6	9	13	29	15	19	55	13	WAME	223		28	12	6	9	13	29	15	19	55	13	WAME	4.3		4.9	3.1	1.9	3.7	3.1	4.8	3.6	5.7	18.8	2.1	
2064	225	335	135	49	80	249	263	155	92	73	352	WAYS	1198	133	197	69	25	21	135	198	103	62	22	187	WAYS	23.3	34.5	34.1	17.8	8.1	8.6	31.8	33.1	24.8	18.7	7.5	30.1	
2930	588	378	130	50	23	570	241	136	110	17	680	WROQ	968	175	125	57	14	12	156	105	51	26		240	WROQ	18.8	45.5	21.7	14.7	4.5	4.9	36.7	17.5	12.3	7.8		38.6	
2262	456	281	108	17	14	416	211	76	73	18	540	WBCY	997	163	160	59			133	171	46	27		230	WBCY	19.4	42.3	27.7	15.2			31.3	28.5	11.1	8.1		37.0	
3940	208	307	277	271	133	389	499	330	206	190	359	WBT	1733	78	181	155	116	61	189	240	176	83	91	169	WBT	33.7	20.3	31.4	40.1	37.5	24.9	44.5	40.1	42.4	25.0	31.1	27.2	
1872	20	118	199	108	227	81	199	118	278	188	56	WEZC	795	20	39	113	50	85	34	63	65	113	56	24	WEZC	15.5	5.2	6.8	29.2	16.2	34.7	8.0	10.5	15.7	34.0	19.1	3.9	
168		23	8	15		6	17	24	12	31	23	*WGAS	162		23	8	15		6	17	24	6	31	23	*WGAS	3.2		4.0	2.1	4.9		1.4	2.8	5.8	1.8	10.6	3.7	
683	72	59	33	24	40	75	74	32	55	37	126	WGIV	670	72	59	33	24	40	75	74	32	42	37	126	WGIV	13.0	18.7	10.2	8.5	7.8	16.3	17.6	12.4	7.7	12.7	12.6	20.3	
138	12		16				8	6			39	6	WGNC	138	12		16				8	6		39	6	WGNC	2.7	3.1		4.1				1.3	1.4		13.3	1.0
92		7	6	14			18		26	10		*WHVN	64		7	6	6					6		18	10	*WHVN	1.2		1.2	1.6	1.9			1.0		5.4	3.4	
135	29	8	20	16			19	15	28			WIST	123	29	8	20	16			19	15	16			WIST	2.4	7.5	1.4	5.2	5.2			3.2	3.6	4.8			
112	6			11	17			3	11	18		*WIXE	112	6			11	17			3	11	18		*WIXE	2.2	1.6			3.6	6.9			7.7	3.3	6.1		
140			16	9	7		24	6	13	29		*WLTC	140			16	9	7		24	6	13	29		*WLTC	2.7			4.1	2.9	2.9		4.0	1.4	3.9	9.9		
119				5	22	4	4	6	23	15	15	*WMAP	94			5	9	4	4	6	11	15	15	15	*WMAP	1.8			1.6	3.7	.9	7	1.4	3.3	5.1	2.4		
1074	20	124	114	88	105	4	111	72	80	106	23	WSOC	693	6	73	78	73	84	4	55	35	41	50	11	WSOC	13.5	1.6	12.7	20.2	23.6	34.3	9	9.2	8.4	12.3	17.1	1.8	
3599	148	374	339	316	219	290	350	304	388	209	390	WSOC FM	960	32	140	83	97	81	38	88	113	123	65	55	WSOC FM	18.7	8.3	24.3	21.4	31.4	33.1	8.9	14.7	27.2	37.0	22.2	8.9	
845	22	160	83	6	6	81	153	39	53	39	138	*WZXI	302	6	61	23	6	6	21	67	6	6	18	52	*WZXI	5.9	1.6	10.6	5.9	1.9	2.4	4.9	11.2	1.4	1.8	6.1	8.4	
1159	116	169	31	20	18	191	164	61	45	7	311	WPEG	720	74	121	20	5	18	140	93	47	22	7	147	WPEG	14.0	19.2	21.0	5.2	1.6	7.3	32.9	15.5	11.3	6.6	2.4	23.7	
636	57	58	44	6	22	118	89	37	10	42	132	WXIK	109	22	7				24	14		10	10	22	WXIK	2.1	5.7	1.2				5.6	2.3		3.0	3.4	3.5	
TOTAL LISTENING IN METRO SURVEY AREA												4841	385	563	347	279	233	401	560	388	312	283	593	94.1	99.9	97.6	89.7	90.3	95.1	94.4	93.5	93.5	94.0	96.6	95.5			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
93		3	4	7	8	1	1	8	16	9	2	*WDEF	91		3	4	7	7	1	1	7	16	9	2	*WDEF	16.8		5.3	10.8	29.2	24.1	2.3	2.0	14.0	37.2	25.7	3.6	
77	1	7	5	9	4	6	4	13	11	5	3	*WDEF FM	62	1	6	5	8	4	3	1	12	8	4	3	*WDEF FM	11.4	2.4	10.5	13.5	33.3	13.8	6.8	2.0	24.0	18.6	11.4	5.4	
54	2	3	7	4	8	6	4	4	4	4	1	WOOD	50	2	3	5	4	8	6	4	3	4	4	1	WOOD	9.2	4.9	5.3	13.5	16.7	27.6	13.6	7.8	6.0	9.3	11.4		
12	1	1			1	4	1	2			2	WOOD FM	3											2	WOOD FM	.6					3.4						3.6	
8		2				1		2				WDXB	8		2			1		2					WDXB	1.5		5.4			2.3		4.0					
4		1			1			1	1			*WEPG	4		1		1			1	1				*WEPG	7		2.7		3.4			2.0	2.3				
75	5	14	7	3	5	4	13	9	10	2	2	WFLI	67	4	14	6	3	5	3	9	9	9	2	2	WFLI	12.4	9.8	24.6	16.2	12.5	17.2	6.8	17.6	18.0	20.9	5.7	3.6	
35	1	8	2			5	13	1		1	3	WGOW	23	1	5	2			3	6	1		1	3	WGOW	4.2	2.4	8.8	5.4			6.8	11.8	2.0		2.9	5.4	
52	6	5	2			12	11	2	1	4	8	WJTT	52	6	5	2			12	11	2	1	4	8	WJTT	9.6	14.6	8.8	5.4			27.3	21.6	4.0	2.3	11.4	14.3	
9	5	1	1			1					1	WKXC	9	5	1	1			1					1	WKXC	1.7	12.2	1.8	2.7			2.3					1.8	
4											1	*WLFA	4											1	*WLFA	.7											2.9	
13		4	2	1			1		1	1		WMOC	13		4	2	1			1		1	1		WMOC	2.4		7.0	5.4	4.2		2.0			2.3	2.9		
15	1	1			1	1	2	2	1	3	1	*WNOO	15	1	1		1	1	2	2	1	3	1	1	*WNOO	2.8	2.4	1.8		3.4	2.3	3.9	4.0	2.3	8.6	1.8		
4	1		1					1		1		WOWE	3	1		1					1				WOWE	.6	2.4		2.7				2.0					
6			1							1	1	*WRIP	6			1							1	1	*WRIP	1.1			2.7								2.9	1.8
145	22	7	4			25	20	15	1	2	49	WSKZ	80	16	4	1			12	9	7		1	30	WSKZ	14.8	39.0	7.0	2.7			27.3	17.6	14.0		2.9	53.6	
TOTAL LISTENING IN METRO SURVEY AREA												542	41	57	37	24	29	44	51	50	43	35	56															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %													
927	6	72	76	79	104	20	36	86	91	114	38	*WDEF	867	6	72	62	79	76	20	36	73	91	109	38	*WDEF	25.7	2.5	20.7	25.8	40.9	41.5	7.6	9.9	27.7	42.7	50.7	9.2												
1196	82	125	48	116	63	111	88	106	110	127	53	*WDEF FM	810	11	64	34	89	63	55	75	86	60	94	48	*WDEF FM	24.0	4.5	18.4	14.2	46.1	34.4	20.9	20.7	32.6	28.2	43.7	11.6												
903	43	97	92	70	82	65	63	46	83	56	48	WOOD	834	43	97	73	65	82	65	54	33	70	56	38	WOOD	24.7	17.8	28.0	30.4	33.7	44.8	24.7	14.9	12.5	32.9	26.0	9.2												
455	11	47	26	16	36	48	66	21	14	16	104	WOOD FM	235	11	24	6	27	18	22	7	3	4	72	WOOD FM	7.0	4.5	6.9	2.5	14.8	6.8	6.1	2.7	1.4	1.9	17.4														
230	11		41	6	27	10		34	29	14	14	WDXB	223	11		41	6	27	10		34	22	14	14	WDXB	6.6	4.5		17.1	3.1	14.8	3.8		12.9	10.3	6.5	3.4												
95	12		17		9	11	9	15	22			*WEPG	95	12		17	9	11	9	15	22			*WEPG	2.8	5.0		7.1	4.9	4.2	2.5	5.7	10.3																
1173	136	122	115	56	37	87	213	62	110	59	102	WFLI	869	69	102	93	56	28	49	132	62	89	40	75	WFLI	25.8	28.5	29.4	38.8	29.0	15.3	18.6	36.4	23.5	41.8	18.6	18.2												
732	40	103	25	9	24	104	152	26	26	37	147	WGOW	581	40	80	25	9	15	48	115	26	21	37	126	WGOW	17.2	16.5	23.1	10.4	4.7	8.2	18.3	31.7	9.8	9.9	17.2	30.5												
465	47	30	20	6	10	56	73	46	5	33	127	WJTT	416	47	30	20	6	10	56	54	32	5	33	111	WJTT	12.3	19.4	8.6	8.3	3.1	5.5	21.3	14.9	12.1	2.3	15.3	26.9												
216	56	12	8			33	17	7	3		67	WKXC	216	56	12	8			33	17	7	3		67	WKXC	6.4	23.1	3.5	3.3		12.5	4.7	2.7	1.4		16.2													
57		7			5		5	4		4	11	WLFA	57		7		5		5	4		4	11	*WLFA	1.7		2.0		2.7		1.4	1.5		1.9	2.7														
227	11	22	29	29			14	7	22	28		WMOC	227	11	22	29	29			14	7	22	28		WMOC	6.7	4.5	6.3	12.1	15.0		3.9	2.7	10.3	13.0														
256	27	15			10	21	21	17	18	45	40	*WNOO	256	27	15			10	21	21	17	18	45	40	*WNOO	7.6	11.2	4.3		5.5	8.0	5.8	6.4	8.5	20.9	9.7													
93	11		8				17	14		10	10	WOWE	87	11		8				17	14		4	10	WOWE	2.6	4.5		3.3			4.7	5.3		1.9	2.4													
146		7	21	7	10		9	7	22	24	8	*WRIP	146		7	21	7	10		9	7	22	24	8	*WRIP	4.3		2.0	8.8	3.6	5.5	2.5	2.7	10.3	11.2	1.9													
1673	283	177	86	13	5	273	198	102	19	18	499	WSKZ	879	142	99	46	13	5	117	107	63	3	12	272	WSKZ	26.1	58.7	28.5	19.2	6.7	2.7	44.5	29.5	23.9	1.4	5.6	65.9												
TOTAL LISTENING IN METRO SURVEY AREA													3255	236	335	232	182	169	263	363	251	204	207	413														96.5	97.5	96.5	96.7	94.3	92.3	99.9	99.9	95.1	95.8	96.3	99.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.







# Average Quarter-Hour Listening Estimates

CINCINNATI  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
79	13	5	5	1		12	6	6	8	6	12	WCIN	77	11	5	5	1		12	6	6	8	6	12	WCIN	4.6	7.5	2.6	4.2	1.4		8.6	3.2	4.5	7.1	5.3	7.3
125	1	4	8	14	19		2	6	13	23	1	WCKY	107	1	4	7	10	17		2	6	9	21	WCKY	6.4	7	2.1	5.9	14.1	19.8		1.1	4.5	8.0	18.4		
194	66	32	2	1	1	25	20	3		1	43	WEBN	144	43	29	1	1		17	19	2			32	WEBN	8.6	29.5	15.1	.8	1.4		12.2	10.3	1.5			19.4
7	3					2		1				WHKK	7	3					2		1				WHKK	4	2.1					1.4		.7			
206	9	26	16	9	10	13	36	16	15	19	5	WKRC	174	8	22	12	7	9	11	30	13	12	19	5	WKRC	10.4	5.5	11.5	10.2	9.9	10.5	7.9	16.2	9.7	10.7	16.7	3.0
245	34	15	5	2	1	50	34	12	4	3	84	WKRC	176	23	12	4	1	1	32	29	10	2	3	59	WKRC	10.5	15.8	6.3	3.4	1.4	1.2	23.0	15.7	7.5	1.8	2.6	35.8
69	2	11	4	2	3	2	14	12	6	5		WLQA	57	2	11	1	2	3	2	9	12	2	5		WLQA	3.4	1.4	5.7	.8	2.8	3.5	1.4	4.9	9.0	1.8	4.4	
250	6	33	21	29	28	8	17	19	25	22	4	WLW	142	2	13	12	16	17	5	9	11	17	16	2	WLW	8.5	1.4	6.8	10.2	22.5	19.8	3.6	4.9	8.2	15.2	14.0	1.2
15		2	2	1	2			2	4	1		WLYK	15		2	2	1	2			2	4	1		WLYK	9		1.0	1.7	1.4	2.3			1.5	3.6	.9	
40		4	12	7	3	2	1	1	2	1	1	*WNOP	38		4	12	7	3	1	1	1	2	1	1	*WNOP	2.3		2.1	10.2	9.9	3.5	.7	.5	.7	1.8	.9	6
71	3	11	8	3	2	7	11	5	7	4	3	WSAI	44	3	5	5	2	2	3	7	3	6	3	1	WSAI	2.6	2.1	2.6	4.2	2.8	2.3	2.2	3.8	2.2	5.4	2.6	.6
77	22	13	1	2	1	10	5	1	1	1	20	WSAI FM	57	17	12	1	1	1	8	3	1		12	WSAI FM	3.4	11.6	6.3	.8	1.4	1.2	5.8	1.6	.7		.9	7.3	
36		1	4	4	2	1	10	3	3	2		WUBE	28		1	4	2	1	1	8	1	2	2		WUBE	1.7		.5	3.4	2.8	1.2	.7	4.3	.7	1.8	1.8	
167	11	8	21	10	2	23	23	34	13	11	2	WUBE FM	95	8	4	15	5	1	10	11	19	7	7	1	WUBE FM	5.7	5.5	2.1	12.7	7.0	1.2	7.2	5.9	14.2	6.3	6.1	.6
234	2	25	17	12	19	3	14	26	26	27	2	WWEZ	162	2	20	14	6	12	1	9	20	19	19	1	WWEZ	9.7	1.4	10.4	11.9	8.5	14.0	.7	4.9	14.9	17.0	16.7	.6
10				2			1		1	1		*WZIP	10							1		1	1		*WZIP	.6					2.3		.5		.9	.9	
84	10	13	2	2		16	19	4	1	2	11	WSKS	50	6	8	1			12	13	2	1	1	5	WSKS	3.0	4.1	4.2	.8			8.6	7.0	1.5	.9	.9	3.0
99	8	13	3		1	21	11	5	4		33	WYYS	68	7	8	3		1	11	8	3	4		23	WYYS	4.1	4.8	4.2	2.5		1.2	7.9	4.3	2.2	3.6		13.9
123	18	18	8	2		12	21	7	8	2	23	WDAO	11	2	6				1	1	1				WDAO	.7	1.4	3.1				7	5	.7			
263	14	17	22	24	24	8	29	32	30	20	2	WHIO FM	17		2		2	2		3		4	1		WHIO FM	1.0		1.0		2.8	2.3		1.6		3.6	.9	
TOTAL LISTENING IN METRO SURVEY AREA												1671	146	192	118	71	86	139	185	134	112	114	165														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Cume Listening Estimates

CINCINNATI  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
949	142	86	58	28		130	93	69	84	46	172	WCIN	916	109	86	58	28		130	93	69	84	46	172	WCIN	8.0	12.5	7.6	7.2	4.3		14.5	7.9	8.1	11.7	6.5	11.9
1987	32	84	141	267	248	19	92	146	198	276	23	WCKY	1645	32	76	134	209	195	19	88	121	161	246	9	WCKY	14.5	3.7	6.7	16.7	32.0	32.4	2.1	7.5	14.2	22.4	35.0	.6
2824	686	487	44	20	20	448	314	57	16	25	707	WEBN	2076	478	370	27	20	9	312	280	47	8	14	511	WEBN	18.2	54.7	32.8	3.4	3.1	1.5	34.7	23.7	5.5	1.1	2.0	35.3
161	13	9	23		9	30	13	11	10	15	7	WHKK	161	13	9	23		9	30	13	11	10	15	7	WHKK	1.4	1.5	.8	2.9		1.5	3.3	1.1	1.3	1.4	2.1	.5
3517	209	512	272	209	194	215	461	271	281	206	134	WKRC	2680	149	342	199	155	155	133	377	197	214	181	127	WKRC	23.5	17.0	30.3	24.8	23.7	25.7	14.8	31.9	23.0	29.7	25.7	8.8
4225	588	472	112	47	22	685	529	285	77	74	1310	WKRQ	3037	440	364	80	21	22	429	411	224	54	68	908	WKRQ	26.7	50.3	32.2	10.0	3.2	3.7	47.7	34.8	26.2	7.5	9.7	62.7
1069	10	32	92	100	58	31	127	169	66	66	45	WLQA	864	10	126	42	60	58	22	110	144	56	66	38	WLQA	7.6	1.1	11.2	5.2	9.2	9.6	2.4	9.3	16.8	7.8	9.4	2.6
5597	230	30	457	543	570	247	435	361	425	395	244	WLW	2801	105	310	254	241	304	98	200	141	232	241	81	WLW	24.6	12.0	27.5	31.7	36.9	50.5	10.9	16.9	16.5	32.2	34.3	5.6
398	9	58	60	27	44		10	41	36	43	10	WLYK	398	9	58	60	27	44		10	41	36	43	10	WLYK	3.5	1.0	5.1	7.5	4.1	7.3		8	4.8	5.0	6.1	.7
476	9	80	57	45	59	36	16	9	37	28	10	*WNOP	453	9	80	57	45	59	27	16	9	37	28	10	*WNOP	4.0	1.0	7.1	7.1	6.9	9.8	3.0	1.4	1.1	5.1	4.0	.7
1490	96	73	161	104	36	117	188	92	128	83	95	WSAI	982	70	85	101	74	24	79	141	60	97	61	42	WSAI	8.6	8.0	7.5	12.6	11.3	4.0	8.8	11.9	7.0	13.5	8.7	2.9
1652	415	37	15	48	17	228	182	47	33	47	383	WSAI FM	1305	319	178	15	31	17	180	132	47		47	339	WSAI FM	11.5	36.5	15.8	1.9	4.7	2.8	20.0	11.2	5.5		6.7	23.4
637	19	41	48	33	70	57	110	55	22	52	36	WUBE	519	19	41	48	7	61	48	82	42	7	48	36	WUBE	4.6	2.2	3.6	6.0	1.1	10.1	5.3	6.9	4.9	1.0	6.8	2.5
2329	194	218	345	131	111	214	302	308	108	179	120	WUBE FM	1297	102	94	224	75	43	109	188	198	53	95	57	WUBE FM	11.4	11.7	8.3	28.0	11.5	7.1	12.1	15.9	23.2	7.4	13.5	3.9
3037	39	316	220	237	255	91	198	292	260	312	111	WWEZ	2075	39	229	157	165	167	38	114	188	211	232	52	WWEZ	18.2	4.5	20.3	19.6	25.3	27.7	4.2	9.7	22.0	29.3	33.0	3.6
221	9	19		12	30		38	6	22	24	7	*WZIP	209	9	19		30		38	6	22	24	7	*WZIP	1.8	1.0	1.7			5.0		3.2	7	3.1	3.4	.5	
2273	302	326	83	22	28	390	259	167	66	19	539	WSKS	1228	174	167	51	6		222	131	109	32	9	270	WSKS	10.8	19.9	14.8	6.4	.9		24.7	11.1	12.7	4.4	1.3	18.6
2119	214	301	60	26	9	361	282	134	57		659	WYYS	1404	184	151	45	20	9	229	185	110	38		417	WYYS	12.3	21.1	13.4	5.6	3.1	1.5	25.5	15.7	12.9	5.3		28.8
1201	144	179	92	46	30	159	161	68	95	20	163	WDAO	263	44	70	19			39	35	25	11		20	WDAO	2.3	5.0	6.2	2.4			4.3	3.0	2.9	1.5		1.4
3438	104	299	282	334	227	123	401	385	379	262	116	WHIO FM	329		59	7	57	12		47	18	67	12	12	WHIO FM	2.9		5.2	.9	8.7	2.0		4.0	2.1	9.3	1.7	.8
TOTAL LISTENING IN METRO SURVEY AREA													10854	851	1098	735	622	541	871	1164	818	673	667	1408		95.4	97.4	97.3	91.8	95.3	89.9	96.9	98.6	95.7	93.5	94.9	97.2

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

### Average Quarter-Hour Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS										SHARES—METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %	18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %	
37	3	5	1	1	5	5	3	5		5	2	*WABQ	36	3	5	1	5	5	3	5	5	2	*WABQ	1.5	1.9	2.2		.7	3.2	2.7	1.2	2.7		2.5	8		
47	1	15	3	1	2	2	7	15			1	WBBG	45	1	14	3	1	2	2	6	15	1	WBBG	1.8	.6	6.1	2.1	.7	1.3	1.1	2.3	8.2			.4		
62	2	5	3	7	6	1	11	4	10	1	1	WCLV	49	2	4		5	4	1	11	4	6	1	WCLV	2.0	1.3	1.7		3.3	2.6	.5	4.3	2.2	3.1	.5	.4	
95		3	4	9	13	3	7	6	12	16	1	WDBN	21			2		4		2	1	5	1	WDBN	.9			1.4		2.6		.8	5	2.6	5		
181	17	14	7	3			49	26	7	8	2	45	130	10	11	5	3		30	23	4	6	1	34	5.3	6.4	4.8	3.5	2.0		16.4	8.9	2.2	3.1	.5	13.7	
282	4	10	20	40	21	8	21	17	42	34	2	WDOK	222	4	1	14	29	18	7	19	16	27	32	1	WDOK	9.1	2.5	4	9.9	19.2	11.5	3.8	7.4	8.8	13.8	16.0	.4
12					3			2	1			*WELW	12					3				2	1		*WELW	.5					1.9		1.1		.5		
166	1	5	6	18	20		4	6	12	24	1	WERE	163	1	5	6	17	20		4	6	11	24	1	WERE	6.7	.6	2.2	4.2	11.3	12.8		1.6	3.3	5.6	12.0	.4
201	19	41	18	6	9	13	43	24	7	8	6	WGAR	117	6	22	11	4	7	6	24	17	3	8	3	WGAR	4.8	3.8	9.5	7.7	2.6	4.5	3.3	9.3	9.3	1.5	4.0	1.2
338	40	40	10	2	1	48	40	18	8	2	128	WGCL	161	15	18	6			22	26	9	6	2	56	6.6	9.6	7.8	4.2			12.0	10.1	4.9	3.1	1.0	22.6	
233	7	17	34	18	20	3	15	29	28	27	4	WHK	207	6	15	23	17	19	2	13	24	26	27	4	WHK	8.5	3.8	6.5	16.2	11.3	12.2	1.1	5.1	13.2	13.3	13.5	1.6
69	8	8	5	5	6	4	9	4	4	3	12	WJMO	67	8	8	5	5	6	3	9	4	4	3	11	WJMO	2.7	5.1	3.5	3.5	3.3	3.8	1.6	3.5	2.2	2.0	1.5	4.4
138	1	7	6	17	16		3	5	31	26		WJW	124	1	5	6	13	16		3	4	28	25		WJW	5.1	.6	2.2	4.2	8.6	10.3		1.2	2.2	14.3	12.5	
161	2	10	29	16	7	5	21	21	21	16	2	WKSW	92	1	3	19	6	5	3	12	7	11	15	1	WKSW	3.8	.6	1.3	13.4	4.0	3.2	1.6	4.7	3.8	5.6	7.5	.4
63	4	2	1				9				47	WLYT	59	3	2	1									45	WLYT	2.4	1.9	.9	.7			4.4				18.1
472	126	83	10	1		95	36	7	4	1	107	WMMS	208	47	38	3			39	14	3	1	1	62	WMMS	8.5	29.9	16.5	2.1			21.3	5.4	1.6	.5	.5	25.0
9				2	3			1	3			*WPVL	9				2	3				1	3		*WPVL	.4				1.3	1.9		.5	1.5			
279	2	11	23	25	16	1	11	35	38	25	4	WQAL	229	1	10	13	21	14	1	3	28	35	21	3	WQAL	9.4	.6	4.3	9.2	13.9	9.0	.5	1.2	15.4	17.9	10.5	1.2
140	7	25	12	12	4	7	30	14	7	5	6	WWWE	77	2	12	6	8	3	2	19	10	1	5	2	WWWE	3.2	1.3	5.2	4.2	5.3	1.9	1.1	7.4	5.5	.5	2.5	.8
141	47	21	1			31	12	2	1		26	WWWL	74	31	6				14	6	2			15	WWWL	3.0	19.7	2.6				7.7	2.3	1.1		6.0	
29		1		1	9			1	5	3		WZAK	25		1		1	9			1	4	3		WZAK	1.0		4		7	5.8		.5	2.0	1.5		
189	23	38	3	6	1	36	60	5	3	2	7	WZZP	127	7	29	2	6		25	43	3	2	2	4	WZZP	5.2	4.5	12.6	1.4	4.0		13.7	16.7	1.6	1.0	1.0	1.6
95		7	15	7	11	3	10	8	6	10	1	WAEZ	21		3	8	1			4	1	2	2		WAEZ	.9		1.3	5.6	.7			1.6	.5	1.0	1.0	
69	8	27		1		12	10	2	2			WKDD	22	2	12		1		2		3				WKDD	.9	1.3	5.2		.7		1.1	1.2		1.0		
92	2	5	16	12	8	1	8	12	7	6	4	WSLR	9		1		1	2			1				WSLR	.4		4		.7	1.3		.4		1.0	1.0	
38		4	3	3	4			6	1	5		WJR	10			3	1	2					1	3		WJR	.4			2.1	.7	1.3			.5	1.5	
TOTAL LISTENING IN METRO SURVEY AREA												2438	157	231	142	151	156	183	257	182	196	200	248														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CLEVELAND  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %																										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %																					
466	20	62	21	38	41	40	57	78	18	38	21	*WABQ	456	20	62	11	38	41	40	57	78	18	38	21	*WABQ	2.8	1.8	4.1	1.0	3.6	4.5	3.3	3.5	6.4	1.6	3.7	1.1																										
876	30	176	117	29	29	45	196	118	39	8	56	WBBG	772	17	145	100	21	29	39	173	112	39	8	56	WBBG	4.8	1.5	9.5	8.8	2.0	3.1	3.2	10.7	9.3	3.4	.8	2.8																										
1184	73	101	28	152	102	88	128	93	184	27	40	WCLV	987	59	78	9	137	80	74	123	71	144	22	40	WCLV	6.2	5.2	5.1	8	12.8	8.7	6.0	7.6	5.9	12.5	2.1	2.0																										
1378	10	44	85	127	148	29	92	106	137	197	24	WDBN	343	10	7	23		9	13	28	37	37	40	WDBN	2.1	.9	5	2.0		1.0	1.1	1.7	3.1	3.2	3.9																												
2296	255	232	175	121		412	241	200	89	43	462	WDMT	1628	189	199	104	114		247	191	130	76	19	311	WDMT	10.2	16.6	13.0	9.2	10.7		20.1	11.8	10.7	6.6	1.8	15.7																										
3598	43	24	249	381	317	139	200	345	552	324	80	WDOK	2800	43	62	177	288	266	111	152	304	420	279	56	WDOK	17.5	3.8	4.1	15	6	26.9	28.9	9.0	9.4	25.1	36.5	27.1	2.8																									
273		16		16	37			13	33	19	13	*WELW	273		16		16	37			13	33	19	13	*WELW	1.7		1.0		1.5	4.0			1.1	2.9	1.8	.7																										
2407	27	143	184	324	283	26	106	128	218	323	21	WERE	2295	27	136	177	281	261	26	101	128	207	319	21	WERE	14.3	2.4	8.9	15.6	26.3	28.3	2.1	6.2	10.6	18.0	31.0	1.1																										
4154	285	76	416	148	169	445	761	321	218	142	353	WGAR	2241	92	339	232	73	124	204	391	209	135	119	186	WGAR	14.0	8.1	22.2	20.4	6.8	13.5	16.6	24.2	17.3	11.7	11.6	9.4																										
5688	593	602	247	98	7	827	631	425	152	54	1996	WGCL	2999	261	335	147	56		406	342	246	80	34	1051	WGCL	18.7	22.9	21.9	13.0	5.2		33.0	21.2	20.3	7.0	3.3	53.1																										
4002	192	606	500	200	354	112	373	413	280	362	224	WHK	3327	134	423	352	170	309	104	319	327	215	344	173	WHK	20.8	11.8	27.7	31.0	15.9	33.6	8.5	19.7	27.0	18.7	33.4	8.7																										
1163	61	105	99	65	49	112	164	49	76	45	275	WJMO	1102	61	105	89	65	49	96	159	42	76	45	252	WJMO	6.9	5.4	6.9	7.8	6.1	5.3	7.8	9.8	3.5	6.6	4.4	12.7																										
1951	42	121	151	280	190	24	88	78	277	230	11	WJW	1678	42	95	136	224	162	16	88	55	237	209	11	WJW	10.5	3.7	6.2	12.0	21.0	17.6	1.3	5.4	4.5	20.6	20.3	6																										
2354	127	74	344	183	124	87	270	295	247	183	127	WKSW	1389	44	61	233	84	92	72	181	159	143	141	64	WKSW	8.7	3.9	4.0	20.5	7.9	10.0	5.9	11.2	13.1	12.4	13.7	3.2																										
1615	151	80	30			290	28	33	12	12	979	WLYT	1421	96	80	30			231	22	33	12	12	905	WLYT	8.9	8.4	5.2	2.6			18.8	1.4	2.7	1.0	1.2	45.7																										
6419	1301	997	165	49	12	1169	683	199	123	27	1623	WMMS	2938	555	535	68	5		465	292	109	33	12	844	WMMS	18.3	48.7	35.0	6.0	5		37.8	18.1	9.0	2.9	1.2	42.6																										
193		24		17	22		10	38	38	29	15	*WPVL	193		24		17	22		10	38	38	29	15	*WPVL	1.2		1.6		1.6	2.4		6	3.1	3.3	2.8	8																										
3170	73	105	267	460	222	69	221	344	465	299	74	WQAL	2334	59	80	190	352	155	49	98	284	351	209	66	WQAL	14.6	5.2	5.2	16.7	32.9	16.8	4.0	6.1	23.5	30.5	20.3	3.3																										
3453	231	586	298	307	119	301	615	178	179	97	247	WWWE	1705	93	277	133	194	72	97	308	95	74	93	68	WWWE	10.6	8.2	18.1	11.7	18.1	7.8	7.9	19.0	7.9	6.4	9.0	3.4																										
3037	742	346	53		21	662	289	54	36	26	751	WWWM	1762	439	206			9	365	150	43	5	19	493	WWWM	11.0	38.5	13.5			1.0	29.7	9.3	3.6		4.1	8	24.9																									
640		43	7	23	131	13	13	23	129	83	16	WZAK	492		35		13	109	13		16	96	71		WZAK	3.1		2.3		1.2	11.8	1.1		1.3	8.3	6.9																											
3645	424	694	151	109	35	651	776	148	172	71	320	WZZP	2222	165	441	126	65	29	407	501	88	110	59	183	WZZP	13.9	14.5	28.8	11.1	6.1	3.1	33.1	31.0	7.3	9.6	5.7	9.2																										
1106	17	95	103	111	127	40	79	83	131	126	22	WAEZ	279	17	33	37	30	14	26	32	10	43	20		WAEZ	1.7	1.5	2.2	3.3	2.8	1.5	2.1	2.0		8	3.7	1.9																										
1179	193	311	23	49	4	197	251	26	34		26	WKDD	481	78	145				57	115		23		10	WKDD	3.0	6.8	9.5		2.1		4.6	7.1		2.0		5																										
1743	77	163	212	176	183	40	150	158	149	115	95	WSLR	309		34	9	21	72		45	25	38	45		WSLR	1.9		2.2		8	2.0	7.8		2.8	2.1	3.3	4.4																										
705	26	59	46	47	89		20	22	63	107	11	WJR	313	26	11	37	22	37		20		47	44	11	WJR	2.0	2.3	7	3.3	2.1	4.0		1.2		4.1	4.3	.6																										
TOTAL LISTENING IN METRO SURVEY AREA												15121	1084	1450	1060	968	852	1174	1513	1166	1082	988	1957																																								

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

## Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %							
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
4	1	1				2					2	KITD	4	1	1					2		2				1	KITD	1.1	2.1	2.4					5.3									
17	1	6	1			3	3		1		2	KITD FM	9	1	2					2	2	2				1	KITD FM	2.5	2.1	4.8					5.3									
21	2	7	1			3	5		1		2	TOTAL	13	2	3					2	4			1	1	TOTAL	3.6	4.2	7.2					10.6						2.9				
55	23	12				11	5				4	KILO	39	21	4					8	3				3	KILO	11.0	43.8	9.5					16.0	7.9					8.8				
2		1					1					*KKCS	2		1						1				*KKCS	.6		2.4						2.6										
12	1	2	2				2	3	1		1	KKCS FM	12	1	2	2				2	3	1		1	KKCS FM	3.4	2.1	4.8	7.1					5.3	11.5	5.9				2.9				
12	1	4				5	2					KKFM	10	1	2					5	2				KKFM	2.8	2.1	4.8					10.0	5.3										
19		8			1	2	3	1		1		KRDO	16		7			1	2	3	1			1	KRDO	4.5		16.7			8.3	4.0	7.9	3.8										
47		2	5	3	3	2	1	6	11	2		KRDO FM	35		2	5	3	2	2	1	6	4	2		KRDO FM	9.9		4.8	17.9	20.0	16.7	4.0	2.6	23.1	23.5	16.7								
69	7	11	2	1		20	6	2	3		17	KSPZ	58	7	6	2	1		19	4	1	3		15	KSPZ	16.4	14.6	14.3	7.1	6.7		38.0	10.5	3.8	17.6						44.1			
27	1	5	2	1	2		8	3	1	2		KSSS	27	1	5	2	1	2		8	3	1	2		KSSS	7.6	2.1	11.9	7.1	6.7	16.7		21.1	11.5	5.9	16.7								
27	1	1	2	2	3		2	3	2	3		KVOR	26	1	1	2	2	3		2	3	2	3		KVOR	7.3	2.1	2.4	7.1	13.3	25.0		5.3	11.5	11.8	25.0								
32	1	3	1	2		8	5	1			11	KYSN	32	1	3	1	2		8	5	1			11	KYSN	9.0	2.1	7.1	3.6	13.3		16.0	13.2	3.8								32.4		
-----																																												
2	1				1							KIMN	2	1							1					KIMN	.6	2.1							2.0									
29	7	2	5	4	1	1	1	2		2	3	KLZ	18	6	1	4	2	1	1		1			1	KLZ	5.1	12.5	2.4	14.3	13.3	8.3	2.0		3.8							8.3			
46	1	6	5	4	9		2	2	4		1	KOA	22	1	3	4	2	1			1	1	1		KOA	6.2	2.1	7.1	14.3	13.3	8.3		3.8	5.9	8.3									
34	9		2	4	6	1	1	3	2	3		KYNR	16			2	1	1	1	1	1	3	2	3		KYNR	4.5		7.1	6.7	8.3	2.0	2.6	11.5	11.8	25.0								
TOTAL LISTENING IN METRO SURVEY AREA												354	48	42	28	15	12	50	38	26	17	12	34																					

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
238	41	37	21	5	4	29	41	9	10	4	38	KIIQ	234	41	37	21	5	4	29	41	9	10	4	38	KIIQ	9.9	11.2	14.5	11.7	4.8	13.2	15.2	5.0	8.2	13.7		
345	61	68	15	5	4	68	58	14	11	4	37	KIIQ FM	251	61	53	11	5	4	38	41	14	5	19	KIIQ FM	10.6	16.7	20.7	6.1	4.2	4.8	17.3	15.2	7.8	4.1	6.9		
507	81	99	31	5	7	77	94	18	21	4	66	TOTAL	413	81	84	26	5	7	48	77	18	15	48	TOTAL	17.5	22.1	32.8	14.4	4.2	8.4	21.8	28.6	10.0	12.3	17.3		
733	250	41	5	9		158	73	5	5		87	KILO	504	203	55	5	9		115	47	5	5	60	KILO	21.4	55.5	21.5	2.8	7.5		52.3	17.5	2.8	4.1	21.7		
52		5				10	18	5	5		5	KKCS	52		5				10	18	5	5	5	KKCS	2.2		2.0				4.5	6.7	2.8	4.1	1.8		
221	41	32	26	5	4	19	18	36	11		29	KKCS FM	221	41	32	26	5	4	19	18	36	11	29	KKCS FM	9.4	11.2	12.5	14.4	4.2	4.8	8.6	6.7	20.0	9.0	10.5		
302	62	93	5		7	57	40	5	15	3	15	KKFM	222	41	55			7	57	24	5	15	15	KKFM	9.4	11.2	21.5			8.4	25.9	8.9	2.8	12.3	3.2	5.4	
451	20	95	34	33	9	29	52	27	32	21	19	KRDO	378	20	79	34	27	9	29	47	27	25	17	19	KRDO	16.0	5.5	30.9	18.9	22.5	10.8	13.2	17.5	15.0	20.5	18.1	6.9
582	20	34	69	61	42	32	35	41	84	34	10	KRDO FM	418	20	34	58	39	32	19	35	41	41	34	10	KRDO FM	17.7	5.5	13.3	32.2	32.5	38.6	8.6	13.0	22.8	33.6	36.2	3.6
776	126	10	21	5		142	99	33	24	3	213	KSPZ	582	102	79	21	5		124	59	18	21	3	150	KSPZ	24.7	27.9	30.9	11.7	4.2		56.4	21.9	10.0	17.2	3.2	54.2
410	20	47	37	30	27	50	65	36	21	29	21	KSSS	369	20	47	37	30	20	38	65	36	21	22	20	KSSS	15.6	5.5	18.4	20.6	25.0	24.1	17.3	24.2	20.0	17.2	23.4	7.2
475	20	21	66	38	32	19	41	45	26	33	24	KVOR	458	20	21	66	38	32	19	41	45	26	33	24	KVOR	19.4	5.5	8.2	36.7	31.7	38.6	8.6	15.2	25.0	21.3	35.1	8.7
523	61	58	16	7	4	76	112	23	25	3	131	KYSN	516	61	58	16	7	4	76	112	23	25	3	131	KYSN	21.9	16.7	22.7	8.9	5.8	4.8	34.5	41.6	12.8	20.5	3.2	47.3
149	66	5		7	4	29	6	9	6	7	10	KIMN	125	61	5		7	4	29	6	5	5	3		KIMN	5.3	16.7	2.0		5.8	4.8	13.2	2.2	2.8	4.1	3.2	
331	66	23	33	20	16	19	29	41	11	9	35	KLZ	196	61	5	24	12	9	19	6	23	8	5	12	KLZ	8.3	16.7	2.0	13.3	10.0	10.8	8.6	2.2	12.8	6.6	5.3	4.3
725	63	68	87	68	85	12	8	64	35	62	22	KOA	367	61	34	45	39	29		6	36	14	19	7	KOA	15.6	16.7	13.3	25.0	32.5	34.9		2.2	20.0	11.5	20.2	2.5
350	22	11	32	26	32	19	19	36	59	22	19	KYNR	221		11	32	12	11	19	15	36	26	22	19	KYNR	9.4		4.3	17.8	10.0	13.3	8.6	5.6	20.0	21.3	23.4	6.9
TOTAL LISTENING IN METRO SURVEY AREA												2225	325	256	169	107	79	220	263	162	122	91	268		94.3	88.8	99.9	93.9	89.2	95.2	99.9	97.8	90.0	99.9	96.8	96.8	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
6				1						1		*WCAY	6				1				1					1	1.4				4.3						5.0
6	1	1	1			1	1			1		WCOS	6	1	1	1			1	1					1	1.4	1.8	1.8	2.7			2.6	2.1			2.4	
111	2	18	11	15	6	5	15	14	8	3	3	WCOS FM	68	2	14	8	7	2	3	10	8	5	3	2	16.1	3.5	25.0	21.6	30.4	12.5	7.9	21.3	25.8	25.0	15.0	4.8	
77	5	7	8	5	6	2	7	5	11	7	2	WIS	64	4	7	5	4	5	2	5	5	9	6	1	15.2	7.0	12.5	13.5	17.4	31.3	5.3	10.6	16.1	45.0	30.0	2.4	
3		1		1		1						WNOK	2		1		1								5		1.8		4.3								
98	29	10	4			17	10	3			24	WNOK FM	83	22	9	4			16	9	2		20	19.7	38.6	16.1	10.8			42.1	19.1	6.5				47.6	
45	8	5		2	1	6	6	3	5	1	3	WOIC	45	8	5		2	1	6	6	3	5	1	3	10.7	14.0	8.9		8.7	6.3	15.8	12.8	9.7	25.0	5.0	7.1	
5				3	1							*WQXL	4				2	1							9				8.7	6.3							
25	1	3	7		2		2	4		1		WSCQ	25	1	3	7		2		2	4		1	5.9	1.8	5.4	18.9		12.5		4.3	12.9			5.0		
35	1	3	5	4	6		4	4	1	5		WXRY	33	1	3	5	4	5		4	4	1	4	7.8	1.8	5.4	13.5	17.4	31.3		8.5	12.9		5.0	20.0		
29	13	4				4	3	1		4		WZLD	28	12	4				4	3	1		4	6.6	21.1	7.1				10.5	6.4	3.2				9.5	
14		2	2	3				1	3	2	1	WPJS	4		2								2	9		3.6									10.0		
135	19	5	3	1	2	28	8	10	5	6	42	*WWOM	28	5	3	1			5	4	1		8	6.6	8.8	5.4	2.7			13.2	8.5	3.2		5.0	19.0		
TOTAL LISTENING IN METRO SURVEY AREA												422	57	56	37	23	16	38	47	31	20	20	42														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %											
115		5	7	23		12	9	12	15		*WCAY	115		5	7	23		12	9	12	15		*WCAY	3.6		1.4	3.2	13.1		3.5	3.9	6.6	9.7														
297	47	37	24	10		42	55	18	13		28	WCOS	271	30	37	24	10	42	46	18	13		28	WCOS	8.4	6.8	10.5	11.0	5.7	13.8	13.4	7.9	7.1		7.3												
1304	105	184	130	85	50	81	162	147	81	53	120	WCOS FM	839	72	109	101	47	62	100	92	53	36	69	WCOS FM	26.1	16.3	30.9	46.3	26.9	13.0	20.4	29.2	40.2	29.0	23.4	18.0											
1520	145	169	132	109	106	54	121	112	131	126	85	WIS	1181	103	148	113	79	69	45	112	103	107	72	55	WIS	36.8	23.4	41.9	51.8	45.1	52.7	14.8	32.7	45.0	58.5	46.8	14.4										
178	39	22	5	7		31	17	9	3	4	37	WNOK	134	12	22	5	7	22	9	9	3	4	37	WNOK	4.2	2.7	6.2	2.3	4.0	7.2	2.6	3.9	1.6	2.6	9.7												
1443	416	155	61	7	4	146	178	59	21	9	362	WNOK FM	1104	323	122	41	7	4	128	130	50	15	9	250	WNOK FM	34.4	73.2	34.6	18.8	4.0	3.1	42.1	37.9	21.8	8.2	5.8	65.3										
641	135	31	5	31	18	129	66	30	53	24	65	WOIC	598	135	31	5	31	18	102	57	30	46	24	65	WOIC	18.6	30.6	8.8	2.3	17.7	13.7	33.6	16.6	13.1	25.1	15.6	17.0										
140		5		30	13	6	16	9	15	8	11	*WQXL	127		5		17	13	6	16	9	15	8	11	*WQXL	4.0		1.4		9.7	9.9	2.0	4.7	3.9	8.2	5.2	2.9										
389	34	53	65	13	31	9	49	50	11	9	10	WSCQ	384	34	53	65	13	26	9	49	50	11	9	10	WSCQ	12.0	7.7	15.0	29.8	7.4	19.8	3.0	14.3	21.8	6.0	5.8	2.6										
465	25	43	51	37	65	12	45	48	49	45	6	WXRY	432	25	43	51	37	49	12	45	48	42	35	6	WXRY	13.5	5.7	12.2	23.4	21.1	37.4	3.9	13.1	21.0	23.0	22.7	1.6										
541	241	66		10	13	53	42	18		4	94	WZLD	476	180	66		10	9	53	42	18		4	94	WZLD	14.8	40.8	18.7		5.7	6.9	17.4	12.2	7.9		2.6	24.5										
269	21	10	30	30	14	22	13	22	27	21	52	WPJS	128		10	10	5	13	22	4	12	9	19	19	WPJS	4.0		2.8	4.6	2.9	9.9	7.2	1.2	5.2	4.9	12.3	5.0										
1216	148	67	25	33	29	287	69	80	67	50	284	**WDM	482	95	30	6	10	9	121	49	19	18	12	99	**WDM	15.0	21.5	8.5	2.8	5.7	6.9	39.8	14.3	8.3	9.8	7.8	25.8										
TOTAL LISTENING IN METRO SURVEY AREA												3091	428	336	218	164	122	304	330	220	166	146	366													96.3	97.1	95.2	99.9	93.7	93.1	99.9	96.2	96.1	90.7	94.8	85.6

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
25	4	8	4			6	1				WBYY	25	4	8	4			6	1				WBYY	1.8	3.3	4.4	3.7			3.9				1.1	1.3		
80	4	13	5	3	5	5	12	8	5	5	WBNS	77	4	12	5	3	5	5	11	8	5	4	5	WBNS	5.5	3.3	6.6	4.7	4.0	10.6	3.3	7.2	7.8	5.4	5.3	3.8	
158	1	7	16	17	11	5	11	17	22	18	3	WBNS FM	127	1	7	13	15	8	5	11	11	13	18	1	WBNS FM	9.1	.8	3.8	12.1	20.0	17.0	3.3	7.2	10.8	14.0	23.7	.8
76	4	13	5	3	4	7	12	7	5	5	3	WCOL	72	3	13	5	3	4	7	11	7	5	4	3	WCOL	5.2	2.5	7.1	4.7	4.0	8.5	4.6	7.2	6.9	5.4	5.3	2.3
21		3	2	2			1	1	2	1		*WHOK	21		3	2	2			1	1	2	1		*WHOK	1.5		1.6	1.9	2.7			7	1.0	2.2	1.3	
94	5	8	16	4	4	4	11	14	9	8	4	WHOK FM	51	2	5	10	1	3	2	4	7	6	3	2	WHOK FM	3.7	1.6	2.7	9.3	1.3	6.4	1.3	2.6	6.9	6.5	3.9	1.5
263	88	47	4			64	13	5	1	1	40	WLVQ	196	49	40	1			57	11	4	1	33	WLVQ	14.0	40.2	21.9	9			37.5	7.2	3.9	1.1		25.4	
114	3	4	17	16	5	3	5	9	19	11	1	WMNI	85	1	3	11	13	3	3	4	6	16	5	1	WMNI	6.1	8	1.6	10.3	17.3	6.4	2.0	2.6	5.9	17.2	6.6	.8
259	32	34	17	5	2	42	47	18	8	5	46	WNCI	155	21	20	13	4	1	25	31	14	4	3	18	WNCI	11.1	17.2	10.9	12.1	5.3	2.1	16.4	20.4	13.7	4.3	3.9	13.8
10			2				1	2		2		*WNRE FM	10			2				1	2		2		*WNRE FM	7			1.9			.7	2.0			2.6	
17		2	2	4		1	1	1	1	2		*WRFD	14		2	2	4			1	1	1	1		*WRFD	1.0		1.1	1.9	5.3			7	1.0	1.1	1.3	
43		2	4	6	3	1	1	9	6	6		WRMZ	41		1	4	6	3	1	1	8	6	6		WRMZ	2.9		5	3.7	8.0	6.4	7	7	7.8	6.5	7.9	
254	22	36	23	17	11	10	36	25	22	10	5	WTVN	172	10	20	14	12	8	9	22	17	18	8	4	WTVN	12.3	8.2	10.9	13.1	16.0	17.0	5.9	14.5	16.7	19.4	10.5	3.1
53	4	8	4	2	1	8	9	4	1	2	8	*WVVKO	51	4	8	4	2	1	7	9	3	1	2	8	*WVVKO	3.7	3.3	4.4	3.7	2.7	2.1	4.6	5.9	2.9	1.1	2.6	6.2
31	2	7	2			3	6	1	2	1	5	WVVKO FM	31	2	7	2			3	6	1	2	1	5	WVVKO FM	2.2	1.6	3.8	1.9			2.0	3.9	1.0	2.2	1.3	3.8
149	20	16	7		1	17	19	9	1	1	58	WXGT	127	18	16	5		1	16	15	7	1	1	47	WXGT	9.1	14.8	8.7	4.7		2.1	10.5	9.9	6.9	1.1	1.3	36.2
45	3	9	3	3	3	2	3	3	2	2		WLW	11		1	1		1	1				1		WLW	8		.5	.9		2.1	.7					1.3
TOTAL LISTENING IN METRO SURVEY AREA												1397	122	183	107	75	47	152	152	102	93	76	130														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
400	52	91	44	17	19	76	26		27	8	20	WBBY	395	52	91	44	17	19	76	26		22	8	20	WBBY	4.3	6.0	9.1	6.7	3.4	4.6	8.5	2.5		4.1	1.6	1.9
1820	84	302	121	95	125	136	287	118	89	92	112	WBNS	1510	53	262	111	82	104	115	246	118	62	80	104	WBNS	16.5	6.1	26.1	17.0	16.2	25.1	12.9	24.0	17.7	11.5	16.4	9.7
2323	39	127	245	233	211	94	213	216	233	220	65	WBNS FM	1920	39	101	211	190	179	94	202	174	177	208	27	WBNS FM	21.0	4.5	10.1	32.3	37.6	43.1	10.5	19.7	26.0	32.8	42.7	2.5
1740	125	201	127	79	71	212	258	131	115	91	120	WCOL	1549	95	231	99	79	58	194	237	131	107	70	108	WCOL	16.9	11.0	23.0	15.2	15.6	14.0	21.7	23.1	19.6	19.9	14.4	10.1
261	10	28	14	27	28		28	20	24	14	10	*WHOK	250	10	28	14	27	28		17	20	24	14	10	*WHOK	2.7	1.2	2.8	2.1	5.3	6.7		1.7	3.0	4.5	2.9	.9
1082	98	87	99	51	94	76	117	94	79	53	96	WHOK FM	654	68	47	55	28	56	59	56	60	48	20	51	WHOK FM	7.2	7.9	4.7	8.4	5.5	13.5	6.6	5.5	9.0	8.9	4.1	4.8
2818	756	409	25			548	188	121	45	22	622	WLWQ	1915	424	331	17		405	121	98	36	16	448	WLWQ	21.0	49.0	33.0	2.6			45.4	11.8	14.7	6.7	3.3	41.8	
1718	70	84	243	199	110	86	127	212	144	110	61	WMNI	1233	28	54	158	145	78	70	81	160	121	71	52	WMNI	13.5	3.2	5.4	24.2	28.7	18.8	7.8	7.9	24.0	22.4	14.6	4.9
4161	531	509	223	100	56	673	665	214	121	85	849	WNCI	2659	348	370	147	79	40	409	429	164	64	59	497	WNCI	29.1	40.2	36.9	22.5	15.6	9.6	45.8	41.9	24.6	11.9	12.1	46.4
119		10	8	8	6	8	20	17	5	16	5	*WNRE FM	102			8	8	6	8	13	17	5	16	5	*WNRE FM	1.1			1.2	1.6	1.4	.9	1.3	2.5	.9	3.3	.5
429	14	43	27	29	21	38	45	7	15	48	20	WRFD	316	14	28	27	21	21	27	36	7	12	15	20	WRFD	3.5	1.6	2.8	4.1	4.2	5.1	3.0	3.5	1.0	2.2	3.1	1.9
793		75	70	69	61	18	53	129	79	117	15	WRMZ	707		45	52	69	53	18	53	111	73	111	15	WRMZ	7.7		4.5	8.0	13.7	12.8	2.0	5.2	16.6	13.5	22.8	1.4
4352	223	580	400	350	251	300	533	379	299	221	250	WTVN	2989	148	380	242	242	174	208	336	258	233	167	178	WTVN	32.7	17.1	37.8	37.1	47.9	41.9	23.3	32.8	38.6	43.2	34.3	16.6
608	32	58	43	44	12	74	55	40	29	34	153	*WVKO	579	32	58	43	36	12	59	55	34	29	34	153	*WVKO	6.3	3.7	5.8	6.6	7.1	2.9	6.6	5.4	5.1	5.4	7.0	14.3
670	67	79	44	6		81	87	33	25	34	134	WVKO FM	650	67	79	44	6		67	87	27	25	34	134	WVKO FM	7.1	7.7	7.9	6.7	1.2		7.5	8.5	4.0	4.6	7.0	12.5
2411	354	286	118		7	376	251	145	22	13	806	WXGT	1987	296	271	98		7	326	213	113	22	6	621	WXGT	21.7	34.2	27.0	15.0		1.7	36.5	20.8	16.9	4.1	1.2	57.9
1102	57	150	89	91	88	59	90	82	56	60	17	WLW	400	10	47	33	37	38	16	15	17	22	35	6	WLW	4.4	1.2	4.7	5.1	7.3	9.2	1.8	1.5	2.5	4.1	7.2	.6
TOTAL LISTENING IN METRO SURVEY AREA													8654	779	971	643	463	400	871	1003	655	522	439	1045	94.7	90.0	96.7	98.5	91.7	96.4	97.5	97.9	98.1	96.8	90.1	97.5	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.





# Average Quarter-Hour Listening Estimates

DAYTON  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
85		6	7	3	7	1	3	1	8	13		*WAVI	66	6	7	3	6	1	3	1	7	13		*WAVI	6.0	4.4	8.6	4.8	12.0	1.0	2.3	1.1	9.0	20.3			
13		2	1	3		2	2		1			WBZI	8	2	1	2		1	1		1			WBZI	7	1.5	1.2	3.2		1.0	.8		1.3				
106	13	10	8	2		14	17	7	7	2	22	WDAO	97	13	10	7	2	9	17	6	6	2	21	WDAO	8.8	11.4	7.3	8.6	3.2		8.7	13.3	6.8	7.7	3.1	22.3	
90	14	13	1			18	8	2			34	WDJX	80	10	13	1		17	8	2			29	WDJX	7.2	8.8	9.5	1.2		16.5	6.3	2.3		30.9			
13	1	2	1			1	1	5			1	WFCJ	12	1	2	1		1	1	5			1	WFCJ	1.1	.9	1.5	1.2		1.0	.8	5.7		1.1			
153	2	14	14	14	10	1	9	18	16	16	3	WHIO	132	2	14	10	13	8	1	9	11	14	16	2	WHIO	11.9	1.8	10.2	12.3	21.0	16.0	1.0	7.0	12.5	17.9	25.0	2.1
250	13	16	22	24	24	8	25	32	25	20	2	WHIO FM	167	13	13	16	14	17	7	20	19	13	13	1	WHIO FM	15.1	11.4	9.5	19.8	22.6	34.0	6.8	15.6	21.6	16.7	20.3	1.1
118	13	19	10	5	3	15	20	8	8	5	4	WING	106	10	17	10	4	3	14	17	8	6	5	4	WING	9.6	8.8	12.4	12.3	6.5	6.0	13.6	13.3	9.1	7.7	7.8	4.3
185	6	16	26	19	11	2	18	30	29	7	7	WONE	109	6	10	14	9	6	2	12	21	20	2	4	WONE	9.8	5.3	7.3	17.3	14.5	12.0	1.9	9.4	23.9	25.6	3.1	4.3
19				8	2		2			4		*WPTW FM	17			8	2		2			4		*WPTW FM	1.5			12.9	4.0		1.6			6.3			
186	54	39	1	1		37	24	2	2		26	WTUE	126	35	27	1	1		27	20		1	14	WTUE	11.4	30.7	19.7	1.2	1.6		26.2	15.6		1.3		14.9	
60	29	6	1			12	3				9	WVUD	36	13	5	1		9	2				6	WVUD	3.3	11.4	3.6	1.2		8.7	1.6				6.4		
26	1	2	4		1	2	6	3	2			WKRC	7		1	1		2	2	1				WKRC	.6	.7	1.2			1.9	1.6	1.1					
31	10	3				4	6				8	WKRQ	5		1			1	1				2	WKRQ	5	.7				1.0	.8				2.1		
78	4	16	7	11	7	1	6	6	4	4	1	WLW	14	1	2	1	2	1		2	1	1	1	1	WLW	1.3	.9	1.5	1.2	3.2	2.0	1.6	1.1	1.3	1.6		
10	1	2				4	1	1			1	WPBF	8		2			3	1	1			1	WPBF	.7	1.5				2.9	.8	1.1			1.1		
23		3	1		2		3	2		4	1	WPF8	8		1	1		1	1	1			1	WPF8	7	7	1.2		2.0		8	1.1					
40	5	5	1	2		6	6	2			9	WSKS	17	1	1			3	2	2			4	WSKS	1.5	.9	.7			2.9	1.6	2.3			4.3		
55		4	2	7	5	1	4	6	4	8		WWEZ	12			1	1	1			1	3	2	WWEZ	1.1			1.2	1.6	2.0		1.1	3.8	3.1			
29	1	4				8	4		1		11	WYYS	7		2				2		1		2	WYYS	6	1.5					1.6		1.3		2.1		
TOTAL LISTENING IN METRO SURVEY AREA													1107	114	137	81	62	50	103	128	88	78	64	94													

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

DAYTON  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
677	9	24	76	36	41	9	28	21	58	123	*WAVI	541	9	24	76	30	26	9	28	21	46	114	*WAVI	78	16	32	148	69	77	15	37	39	104	310													
363	21	56	31	52	15	29	25	7	39	13	33	WBZI	181	21	32	20	28		9	18	7	21		7	WBZI	26	36	43	39	65		15	24	13	47		8										
962	87	93	91	50	32	174	117	56	76	17	126	WDAO	756	87	93	57	34	21	91	101	42	61	17	114	WDAO	109	150	125	111	79	62	149	134	78	137	46	132										
1526	208	195	20	17		318	151	40	21	7	549	WDJX	1289	184	166	20	17		270	151	40	21	7	413	WDJX	186	317	223	39	39		443	200	74	47	19	477										
331	20	32	32		6	39	33	51	13	8	35	WFCJ	205	20	32	12		6	17	33	41	5	8	14	WFCJ	30	34	43	23		18	28	44	76	11	22	16										
2334	70	191	204	196	186	46	177	212	179	258	181	WHIO	1894	70	178	135	190	126	46	156	139	137	227	120	WHIO	273	121	239	263	440	374	76	207	258	309	617	139										
5273	103	265	280	311	227	127	370	376	314	284	124	WHIO FM	2098	82	168	187	183	149	98	233	241	186	194	70	WHIO FM	303	141	225	365	424	442	161	309	448	419	527	81										
2535	233	444	159	141	44	305	398	140	136	108	210	WING	2113	164	367	144	111	44	245	312	140	108	91	195	WING	305	283	492	281	257	131	402	413	260	243	247	225										
2534	95	203	309	230	182	84	257	323	209	173	210	WONE	1549	74	123	198	132	99	53	151	201	149	104	127	WONE	224	128	165	386	306	294	87	200	374	336	283	147										
263	11	8	17	46	24		23	11	30	36		*WPTW FM	231	11	8	12	46	24		23	7	30	36	*WPTW FM	33	19	11	23	106	71		30	13	68	98												
2348	566	385	25	53	25	380	291	31	33	28	522	WTUE	1724	387	305	21	53	25	289	242	20	22	28	323	WTUE	249	667	409	41	123	74	475	321	37	50	76	373										
1288	365	296	13	39	6	279	109	7	12		253	WVUD	908	272	127	13	39	6	180	98	7	12		145	WVUD	131	469	170	25	90	18	296	130	13	27		168										
-----																																															
695	61	13	62	26	45	84	81	60	54	35	6	WKRC	260	40	51	32	18	5	44	29	19	7		6	WKRC	38	69	68	62	42	15	72	38	35	16		7										
961	127	19	22	9		200	105	41			338	WKRQ	204	9	7	7			59	21	14			87	WKRQ	29	16	9	14			9	28	26			101										
2054	109	282	147	251	195	99	215	164	136	115	73	WLW	530	28	62	46	68	35		30	45	34	37	34	WLW	77	48	83	90	157	104		40	84	77	101	39										
328	52	24	12	6	6	93	39	33	14		49	WPBF	273	31	24	12	6	6	73	39	19	14		49	WPBF	39	53	32	23	14	18	120	52	35	32		57										
563	53	64	27	92	9	46	45	18	64	35	35	WPFB	186		16	24	9	24	9	14	18		20	20	WPFB	27		21	47	21	71	15	19	33		54	23										
1079	112	149	34	15	16	207	127	59	42		300	WSKS	514	50	54	19	6	6	113	62	31	16		139	WSKS	74	86	72	37	14	18	186	82	58	36		161										
856		73	63	102	72	44	87	98	33	83	54	WWEZ	195		16	18	15	19		19	19	5	31	13	WWEZ	28		21	35	35	56		25	35	11	84	15										
663	31	142	15	6		113	99	21	11		225	WYYS	207	11	47		6		25	36	7	11		64	WYYS	30	19	63		14		41	48	13	25		74										
TOTAL LISTENING IN TOTAL SURVEY AREA												TOTAL LISTENING IN METRO SURVEY AREA																																			
												6649	580	738	506	423	299	591	731	525	421	360	815													960	999	989	986	979	887	970	968	976	948	978	942

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %								
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %									
3		2											3		2												3	1.0																	
55	10	4	1	2	1	5	6	6	1	1	18	WDOQ	46	10	4		2			5	5	4	1		15	WDOQ	15.4	38.5	19.0		13.3		33.3	26.3	21.1	4.8		68.2							
13		2	2	1	1				1	2		*WELE	13		2	2	1	1					1	2		*WELE	4.3		9.5	11.1	6.7	6.7			4.8	9.1									
32	1	3	3	5	1	1	2	6	4	2	1	WELE FM	31	1	3	3	5		1	2	6	4	2	1	WELE FM	10.4	3.8	14.3	16.7	33.3		6.7	10.5	31.6	19.0	9.1	4.5								
2						2						WETO	2						2						WETO	7						13.3													
6			3	1								*WKKX	6			3	1								*WKKX	2.0			16.7	6.7															
5									1	1		WMFJ	5									1	1		WMFJ	1.7								5.3		4.5									
20		1	1	2	1		2	2	3	2		WNDB	20		1	1	2	1		2	2	3	2		WNDB	6.7		4.8	5.6	13.3	6.7		10.5	10.5	14.3	9.1									
12	1	2		2		1	1	1		1	1	WROD	12	1	2		2		1	1	1		1	1	WROD	4.0	3.8	9.5		13.3		6.7	5.3	5.3		4.5	4.5								
15			1		2							*WSBB	15				1	2					1	1		*WSBB	5.0			5.6		13.3				4.8	4.5								
48	1	1	1	2	7	1	2	2	6	8		WWLV	47	1	1	1	2	6		1	2	2	6	8		WWLV	15.7	3.8	4.8	5.6	13.3	40.0	6.7	10.5	10.5	28.6	36.4								
44	1		3		4		1	3	4	4		WDBO FM	44	1		3		4		1	3	4	4		WDBO FM	14.7	3.8		16.7		26.7		5.3	15.8	19.0	18.2									
24	8	4	1			4	2				5	WOIZ	23	8	3	1				4	2				WOIZ	7.7	30.8	14.3	5.6			26.7	10.5				22.7								
4	2					1	1					WHLY	4	2						1	1				WHLY	1.3	7.7				6.7	5.3													
3												WHOO	3												WHOO	1.0																			
5							1		1			WHOO FM	5								1		1		WHOO FM	1.7							5.3		4.8										
2		1					1					WORJ	2		1							1			WORJ	7		4.8				5.3													
TOTAL LISTENING IN METRO SURVEY AREA												299	26	21	18	15	15	15	19	19	21	22	22																						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
131	22	9	8	10	11	4	3	15	18	WDAT	131	22	9	8	10	11	4	3	15	18	WDAT	6.5	17.7	9.3	6.8	8.3	8.3	3.6	2.5	8.9	9.8						
591	99	60	17	8	14	101	65	34	16	13	156	91	58	14	8	13	101	63	28	15	12	138	27.4	71.7	46.8	14.4	8.1	11.1	83.5	47.4	25.0	12.7	7.1	75.0			
135	18	5	23	5	14	4	12	15	4	*WELE	135	18	5	23	5	14	4	12	15	4	*WELE	6.7	14.5	5.2	23.2	4.3	10.5	3.6	10.2	8.9	2.2						
406	24	34	36	42	11	30	39	36	37	29	29	24	29	32	42	8	30	39	36	35	27	29	19.5	18.9	23.4	33.0	42.4	6.8	24.8	29.3	32.1	29.7	16.1	15.8			
50	5	3	10	4	4	3	4	WETO	50	5	3	10	4	4	3	4	WETO	2.5	5.2	2.6	8.3	3.0	2.5	2.2													
66	4	5	8	3	4	6	6	*WKXX	66	4	5	8	3	4	6	6	*WKXX	3.3	3.2	5.2	8.1	2.6	3.0	5.1	3.6												
149	11	5	7	3	11	15	15	24	14	WMFJ	146	11	5	7	3	11	12	15	24	14	WMFJ	7.3	8.9	5.2	7.1	2.6	8.3	10.7	12.7	14.3	7.6						
288	6	15	14	19	33	18	20	18	37	WNDB	287	6	15	14	19	33	18	20	18	36	WNDB	14.3	4.7	12.1	14.4	19.2	28.2	13.5	17.9	15.3	21.4						
232	30	25	18	7	13	20	21	8	6	18	35	30	25	18	7	13	20	21	8	6	18	35	11.6	23.6	20.2	18.6	7.1	11.1	16.5	15.8	7.1	5.1	10.7	19.0			
157	5	25	6	21	*WSBB	157	5	25	6	21	*WSBB	7.8	5.2	21.4	5.1	12.5																					
588	12	20	27	34	66	10	25	34	58	89	7	12	18	23	34	61	10	25	28	56	87	7	28.3	9.4	14.5	23.7	34.3	52.1	8.3	18.8	25.0	47.5	51.8	3.8			
436	12	10	23	23	38	10	14	24	29	48	7	12	7	23	23	38	10	14	24	29	48	7	21.6	9.4	5.6	23.7	23.2	32.5	8.3	10.5	21.4	24.6	28.6	3.8			
348	89	48	14	3	60	32	3	87	WDIZ	335	85	44	14	3	60	32	3	82	WDIZ	16.7	66.9	35.5	14.4	2.6	49.6	24.1	2.5	44.6									
62	24	7	3	10	11	3	4	WHLY	62	24	7	3	10	11	3	4	WHLY	3.1	18.9	5.6	2.6	8.3	8.3	2.5	2.2												
71	4	5	4	4	3	12	WHOO	71	4	5	4	4	3	12	WHOO	3.5	4.0	4.3	3.0	3.6	2.5	7.1															
91	5	4	5	4	8	9	9	WHOO FM	91	5	4	5	4	8	9	9	WHOO FM	4.5	5.2	4.0	4.3	3.0	7.1	7.6	5.4												
116	24	20	5	10	25	24	WORJ	112	24	18	5	10	25	22	WORJ	5.6	18.9	14.5	5.2	8.3	18.8	12.0															
TOTAL LISTENING IN METRO SURVEY AREA											1838	127	116	92	87	107	121	130	108	115	147	173	91.8	99.9	93.5	94.8	87.9	91.5	99.9	97.7	96.4	97.5	87.5	94.0			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.





# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
4			1	1	1		1					4			1	1	1										1	0																			
3			1					1		1		2			1													5				3	3														
62	17	8	1				12	8			15	35	13	8				5	5					4	KGGO	8	8	38	2	19	5						14	3	10	2					9	8	
101	25	19	2	2	1	19	11	3	3	1	15	33	5	8	1		6	5	2			1	5	KIOA	8	3	14	7	19	5	3	3			17	1	10	2	8	0			4	0	12	2	
113	1	2	14	14	9	4	10	16	14	12	1	53		1	8	5	7	3	5	5	5	7			KLYF	13	3		2	4	26	7	22	7	31	8	8	6	10	2	20	0	23	8	28	0	
78	12	4	1			16	4	3	1		35	45	10	4	1		8	3	1	1	1		17	KMGK	11	3	29	4	9	8	3	3			22	9	6	1	4	0	4	8			41	5	
69	9	10	1			13	10	3	2		18	46	4	5	1		9	9	2	2			13	KRNQ	11	6	11	8	12	2	3	3			25	7	18	4	8	0	9	5			31	7	
69		5	6	7	5	2	8	6	9	8	2	52		5	6	6	4	1	7	5	4	6	1	KRNT	13	1		12	2	20	0	27	3	18	2	2	9	14	3	20	0	19	0	24	0	2	4
77	1	10	10	4	5	5	12	5	7	6	3	41		5	5	2	4	1	8	2	4	3	1	KSO	10	3		12	2	16	7	9	1	18	2	2	9	16	3	8	0	19	0	12	0	2	4
8			1			1	1	2				7			1		1	1	1						KWKY	1	8				3	3			2	9	2	0	4	0							
289	2	9	17	22	27	2	10	16	21	34	3	60	1	2	2	6	6		2	3	4	7			WHO	15	1	2	9	4	9	6	7	27	3	27	3			4	1	12	0	19	0	28	0
TOTAL LISTENING IN METRO SURVEY AREA										398	34	41	30	22	22	35	49	25	21	25	41																										

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
74		9	14	4	6	6	7	6	3	7		KANY	74		9	14	4	6	6	7	6	3	7		KANY	2.6		3.0	7.1	2.5	4.3	2.4	2.3	2.9	1.8	4.2											
166	8	15	15		3	13	36	7	7	32	8	KDMI	96	8	5	15		3	13	7	7	7	9	8	KDMI	3.4	3.6	1.7	7.6		2.1	5.2	2.3	3.4	4.1	5.5	2.4										
829	204	92	23	3	3	174	59	11			244	KGGO	496	129	81	10	3	3	96	45	11		118	KGGO	17.7	58.1	27.4	5.1	1.9	2.1	38.4	14.6	5.4			35.2											
2189	307	261	100	61	33	347	308	134	94	55	473	KIOA	690	77	107	40	13	3	118	123	49	12	19	122	KIOA	24.7	34.7	36.1	20.3	8.2	2.1	47.2	39.9	23.9	7.1	11.5	36.4										
1490	20	80	143	142	134	67	147	149	174	135	46	KLYF	665	8	40	71	57	67	38	64	59	70	84	4	KLYF	23.8	3.6	13.5	36.0	36.1	47.5	15.2	20.8	28.8	41.2	50.9	1.2										
1165	154	50	37	4		209	98	78	10	3	502	KMGK	649	100	40	29	4		141	68	34	6	3	220	KMGK	23.2	45.0	13.5	14.7	2.5		56.4	22.1	16.6	3.5	1.8	65.7										
1178	164	142	25	11	11	210	139	68	15	3	360	KRNQ	665	77	82	25	11		94	104	36	15	3	203	KRNQ	23.8	34.7	27.7	12.7	7.0		37.6	33.8	17.6	8.8	1.8	60.6										
1436	16	87	117	119	119	65	105	105	132	118	128	KRNT	854	16	76	91	77	67	36	75	81	73	69	51	KRNT	30.5	7.2	25.7	46.2	48.7	47.5	14.4	24.4	39.5	42.9	41.8	15.2										
1392	38	189	198	82	88	141	152	134	103	85	87	KSO	614	24	78	79	47	49	62	71	39	42	60	27	KSO	22.0	10.8	26.4	40.1	29.7	34.8	24.8	23.1	19.0	24.7	36.4	8.1										
220		8	40	10	6	13	24	25	3	16	27	KWKY	160		8	27	10	6	13	11	18	3	16		KWKY	5.7		2.7	13.7	6.3	4.3	5.2	3.6	8.8	1.8	9.7											
4011	93	267	359	377	363	73	217	252	279	356	154	WHO	936	32	68	99	85	78	26	47	72	61	88	24	WHO	33.5	14.4	23.0	50.3	53.8	55.3	10.4	15.3	35.1	35.9	53.3	7.2										
TOTAL LISTENING IN METRO SURVEY AREA												2639	222	291	193	155	132	224	299	191	150	155	309													94.4	99.9	98.3	98.0	98.1	93.6	89.6	97.1	93.2	88.2	93.9	92.2

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.





# Average Quarter-Hour Listening Estimates

EL PASO  
OCT/NOV 1980

MONDAY-SUNDAY  
6 COAM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
43	2	5	1	1	2	1	7	3	7	4	2	*KAMA	43	2	5	1	1	2	1	7	3	7	4	2	*KAMA	8.1	4.1	8.8	3.0	5.9	13.3	1.7	11.1	7.5	19.4	13.3	2.4
9	1	1		2			2		3			KAMA FM	9	1	1		2			2		3			KAMA FM	1.7	2.0	1.8		11.8			3.2		8.3		
29	3	3	3		1	4	5	3	1		6	KELP	26	3	3	1		1	4	5	3	1		5	KELP	4.9	6.1	5.3	3.0		6.7	6.7	7.9	7.5	2.8		6.1
44	1		2	6	4	2	1	3	3	6		KEZB	38	1		2	4	4	2	1	2	2	6		KEZB	7.2	2.0			6.1	23.5	26.7	3.3	1.6	5.0	5.6	20.0
31	7	5	1			10	4				4	KFIM	26	6	4				9	3				4	KFIM	4.9	12.2	7.0					15.0	4.8			4.9
53	2	7	8	3	6	2	7	3	2	5		KHEY	39	2	7	5	2	2	2	5	2	2	5		KHEY	7.3	4.1	12.3	15.2	11.8	13.3	3.3	7.9	5.0	5.6	16.7	
46	7	5	1	1		5	3	3	1	2	18	KINT	40	5	4	1	1		4	3	3	1	2	16	KINT	7.5	10.2	7.0	3.0	5.9		6.7	4.8	7.5	2.8	6.7	19.5
36	7	2				10	1				16	KLAQ	21	6	2				8					5	KLAQ	4.0	12.2	3.5					13.3				6.1
89	16	13	4	2	2	11	15	10	5		9	KLOZ	55	3	9	4	1	1	11	11	6	5		2	KLOZ	10.4	6.1	15.8	12.1	5.9	6.7	18.3	17.5	15.0	13.9		2.4
12	3					3					6	KPAS	12	3					3					6	KPAS	2.3	6.1						5.0				7.3
14	1	3	1	1	1		1	3	2	1		KROD	10	1	3	1					3	2			KROD	1.9	2.0	5.3	3.0					7.5	5.6		
31	2	7	2			3	2	3			11	KSET	29	2	7	1			3	1	3			11	KSET	5.5	4.1	12.3	3.0				5.0	1.6	7.5		13.4
46	6	2	1	1	1	15	3	4			12	KSET FM	34	3	2	1	1	1	7	2	4			12	KSET FM	6.4	6.1	3.5	3.0	5.9	6.7	11.7	3.2	10.0		14.6	
28	4	4	6	1	3		1		1	1		*KTSM	27	4	4	6	1	3		1		1	1		*KTSM	5.1	8.2	7.0	18.2	5.9	20.0		1.6		2.8	3.3	
22		1	3	1			6	3	1	4		*KTSM FM	14		1	1	1			4	1	1	3		*KTSM FM	2.6		1.8	3.0	5.9			6.3	2.5	2.8	10.0	
6			1				1	1	2	1		XEJ	6			1				1	1	2	1		XEJ	1.1			3.0				1.6	2.5	5.6	3.3	
42	2	2	4	3	1		9	7	1		6	XROK	40	2	2	4	3			9	7			6	XROK	7.5	4.1	3.5	12.1	17.6			14.3	17.5			7.3
11	2		1			1	4			1	2	XZOL	11	2		1			1	4			1	2	XZOL	2.1	4.1		3.0			1.7	6.3			3.3	2.4
TOTAL LISTENING IN METRO SURVEY AREA												531	49	57	33	17	15	60	63	40	36	30	82														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON



# Cume Listening Estimates

EL PASO  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
340	37	21	7	17	19	15	59	28	35	27	27	*KAMA	340	37	21	7	17	19	15	59	28	35	27	27	*KAMA	9.8	10.1	6.0	2.7	9.1	14.3	4.6	15.3	9.5	17.7	17.4	5.2
174	15	14	7	17		5	34	7	56		14	KAMA FM	170	15	14	7	17		5	34	7	52		14	KAMA FM	4.9	4.1	4.0	2.7	9.1		1.5	8.8	2.4	26.3		2.7
627	58	72	36	8	4	115	122	39	35	11	127	KELP	569	58	72	23	8	4	103	108	39	35	11	108	KELP	16.4	15.9	20.5	8.8	4.3	3.0	31.5	28.0	13.3	17.7	7.1	20.8
480	15	28	45	55	29	22	38	63	38	45	10	KEZB	422	15	23	45	41	29	22	38	53	29	45	10	KEZB	12.2	4.1	6.6	17.3	21.9	21.8	6.7	9.8	18.0	14.6	29.0	1.9
509	126	66	20	3		103	86	23	6		66	KFIM	344	79	47	7	3		79	43	12	6		58	KFIM	9.9	21.6	13.4	2.7	1.6		24.2	11.1	4.1	3.0		11.2
503	67	127	99	55	48	87	113	88	54	38	27	KHEY	697	44	109	57	49	33	75	79	67	50	38	27	KHEY	20.1	12.1	31.1	21.9	26.2	24.8	22.9	20.5	22.8	25.3	24.5	5.2
681	135	97	7	14	6	88	118	66	30	16	289	KINT	666	66	78	7	14	6	64	74	55	30	16	241	KINT	19.2	18.1	22.2	2.7	7.5	4.5	19.6	19.2	18.7	15.2	10.3	46.5
493	158	7		8		89	30	5		11	185	KLAQ	358	135	7		8		66	15	5			122	KLAQ	10.3	37.0	2.0		4.3		20.2	3.9	1.7			23.6
838	112	174	42	29	25	101	170	48	38		79	KLOZ	603	43	137	42	25	10	101	112	38	34		41	KLOZ	17.4	11.8	39.0	16.2	13.4	7.5	30.9	29.0	12.9	17.2		7.9
299	85	15		8		70		5			116	KPAS	281	85	15		8		70		5			98	KPAS	8.1	23.3	4.3		4.5		21.4		1.7			18.9
406	38	55	55	23	34		59	38	22	33	31	KROD	252	38	37	26	19	19		29	38	14	11	3	KROD	7.3	10.4	10.5	10.0	10.2	14.3		7.5	12.9	7.1	7.1	.6
575	43	62	55	11	4	68	84	44	9	7	149	KSET	504	43	62	36	11	4	56	54	44	9	7	149	KSET	14.5	11.8	17.7	13.8	5.9	3.0	17.1	14.0	15.0	4.5	4.5	28.8
781	135	65	36	27	9	141	78	59	15	7	191	KSET FM	630	66	65	36	27	9	93	48	59	11	7	191	KSET FM	18.1	18.1	18.5	13.8	14.4	6.8	28.4	12.4	20.1	5.6	4.5	36.9
438	42	66	29	25	29	13	44	23	12	42	23	*KTSM	383	42	66	29	25	29	13	44	23	12	31	23	*KTSM	11.0	11.5	18.8	11.2	13.4	21.8	4.0	11.4	7.8	6.1	20.0	4.4
408	37	28	72	24	14	8	65	28	46	25	19	*KTSM FM	236	14	28	29	20	14	8	36	17	29	15	19	*KTSM FM	6.8	3.8	8.0	11.2	10.7	10.5	2.4	9.3	5.8	14.6	9.7	3.7
75			7		6		15	7	22	11	7	XEJ	75			7		6		15	7	22	11	7	XEJ	2.2			2.7		4.5		3.9	2.4	11.1	7.1	1.4
440	30	32	33	62	20	10	91	48	31	5	49	XROK	358	30	14	33	37	12	10	72	48	19	5	49	XROK	10.3	8.2	4.0	12.7	19.8	9.0	3.1	18.7	16.3	9.6	3.2	9.5
102	14	7	7			10	39	7			5	XZOL	102	14	7	7			10	39	7			5	XZOL	2.9	3.8	2.0	2.7			3.1	10.1	2.4		3.2	2.5

TOTAL LISTENING IN METRO SURVEY AREA    3028   289   331   220   151   91   299   379   267   181   139   473    87.2   79.2   94.3   84.6   80.7   68.4   91.4   98.2   90.8   91.4   89.7   91.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
10	1	1				3	1				4	KASH	10	1	1						3	1				4	KASH	2.8	3.4	2.4				7.9	2.7					11.8
18	1	1	2	1		2	3	1	1		6	KBDF	18	1	1	2	1				2	3	1	1		6	KBDF	5.1	3.4	2.4	7.4	5.6		5.3	8.1	3.2	4.3		17.6	
6								1		1		KBMC	6										1		1		KBMC	1.7								3.2		4.8		
36		2	11	2	4	1	3	5	2	1		KEED	33		2	10	2	2		1	3	5	2	1		33	KEED	9.3		4.9	37.0	11.1	15.4	2.6	8.1	16.1	8.7	4.8		
9	1		1			1	1	2			1	*KORE	8	1		1				1	1	1			1	*KORE	2.3	3.4		3.7			2.6	2.7	3.2		2.9			
64	3	5	4	8	5	4	7	9	6	5	1	KPNW	34	3	3	1	3	1		3	2	4	3	4		34	KPNW	9.6	10.3	7.3	3.7	16.7	7.7	7.9	5.4	12.9	13.0	19.0		
57	1	3	4	5	2		7	11	10	5		KPNW FM	49	1	3	3	5	2			5	8	9	5		49	KPNW FM	13.9	3.4	7.3	11.1	27.8	15.4		13.5	25.8	39.1	23.8		
38	3	4				11	5	2		1	12	KSND	37	3	4					11	4	2		1	12	KSND	10.5	10.3	9.8				28.9	10.8	6.5		4.8	35.3		
53	3	6	5	3	4	2	5	7	4	4	3	KUGN	50	2	5	5	3	4		2	4	7	4	4	3	50	KUGN	14.2	6.9	12.2	18.5	16.7	30.8	5.3	10.8	22.6	17.4	19.0	8.8	
17	1	2	2		1	2	3	1	1	2	1	KUGN FM	13		1	1		1		2	3	1		2	1	KUGN FM	3.7		2.4	3.7		7.7	5.3	8.1	3.2		9.5	2.9		
40	9	13	3			6	5	1			3	KZEL	35	9	11	2				6	5				2	35	KZEL	9.9	31.0	26.8	7.4			15.8	13.5			5.9		
8					2					2		KGO	4					1						1		4	KGO	1.1					7.7					4.8		
11	3	1				2					5	KGON	6	2						1					3	KGON	1.7	6.9					2.6				8.8			
11		1	1					2	1	2		KWIL	3										1	1		3	KWIL	8									4.3	4.8		
TOTAL LISTENING IN METRO SURVEY AREA												353	29	41	27	18	13	38	37	31	23	21	34																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
298	51	19		5	9	48	35	3	7	3	111	KASH	298	51	19		5	9	48	35	3	7	3	111	KASH	13.1	22.5	7.2		4.0	7.8	22.1	13.9	1.9	5.3	2.6	41.9										
416	44	26	26	19		56	63	17	17	8	130	KBDF	403	44	22	26	14		56	59	17	17	8	130	KBDF	17.7	19.4	8.3	16.7	11.3		25.8	23.4	10.6	13.0	7.0	49.1										
114	7	3	4	3	3	4	10	10	6	10	7	KBMC	98	7	3	4	3	3	4	6	10	6	10	7	KBMC	4.3	3.1	1.1	2.6	2.4	2.6	1.8	2.4	6.3	4.6	8.7	2.6										
429	15	45	64	29	37	24	51	48	30	10	37	KEED	414	15	41	61	29	33	24	47	48	30	10	37	KEED	18.1	6.6	15.5	39.1	23.4	28.4	11.1	18.7	30.0	22.9	8.7	14.0										
149	22	6	9	3	6	16	21	17	6	8	11	*KORE	143	22	6	9	3	6	16	18	14	6	8	11	*KORE	6.3	9.7	2.3	5.8	2.4	5.2	7.4	7.1	8.8	4.6	7.0	4.2										
849	83	97	67	63	36	84	93	69	51	54	73	KPNW	544	59	60	39	41	27	56	44	37	33	33	43	KPNW	23.8	26.0	22.7	25.0	33.1	23.3	25.8	17.5	23.1	25.2	28.7	16.2										
654	53	47	49	51	41	18	64	78	72	41	13	KPNW FM	499	44	35	35	51	27	12	44	54	51	33	13	KPNW FM	21.9	19.4	13.3	22.4	41.1	23.3	5.5	17.5	33.8	38.9	28.7	4.9										
591	66	71	23	5		118	90	24	2	8	173	KSND	543	66	67	13	5		112	70	20	2	8	169	KSND	23.8	29.1	25.4	8.3	4.0		51.6	27.8	12.5	1.5	7.0	63.8										
933	97	114	103	47	56	36	113	82	73	55	53	KUGN	842	88	95	82	42	56	36	94	78	63	51	53	KUGN	36.9	38.8	36.0	52.6	33.9	48.3	16.6	37.3	48.8	48.1	44.3	20.0										
374	30	33	46	14	20	49	61	20	22	32	23	KUGN FM	305	22	29	39	14	15	44	50	14	15	23	16	KUGN FM	13.4	9.7	11.0	25.0	11.3	12.9	20.3	19.8	8.8	11.5	20.0	6.0										
496	88	119	27	3		76	80	13	2	5	69	KZEL	417	81	111	9	3		76	64	7	2		57	KZEL	18.3	35.7	42.0	5.8	2.4		35.0	25.4	4.4	1.5		21.5										
137		11	12		19		4	13	2	24		KGO	52		3	4		9			3	2	10		KGO	2.3		1.1	2.6		7.8			1.9	1.5	8.7											
144	38	17				33	13	7	3		33	KGON	60	15	6			12	9	3			15	KGON	2.6	6.6	2.3				5.5	3.6	1.9			5.7											
211		4	30	10	6	5	15	13	18	28	11	KWIL	56			13		6		3	3	7	10		KWIL	2.5			8.3	5.2		1.2	1.9	5.3	8.7												
TOTAL LISTENING IN METRO SURVEY AREA												2182	220	254	147	105	101	213	240	156	127	110	261													95.6	96.9	96.2	94.2	84.7	87.1	98.2	95.2	97.5	96.9	95.7	98.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

FLINT  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64						
21	1		6			5	5		1		2	*WAMM	19	1		4			5	5		1		2	*WAMM	3.3	1.9		8.7			7	5	7.2		3.1		2.9				
74	8	11	8	3		9	10	7	4		14	WDZZ	74	8	11	8	3		9	10	7	4		14	WDZZ	12.9	15.1	17.5	17.4	9.1		13.4	14.5	15.6	12.5		20.6					
39	3	2	2	2	1	4	7	7	2	6	1	WFDF	30	2	1	2	2	1	4	3	7	2	3	1	WFDF	5.2	3.8	1.6	4.3	6.1	4.3	6	0	4.3	15.6	6.3	10.7	1.5				
76		2	7	9	5	4	9	8	8	6	2	WGMZ	71		2	7	9	5	4	6	8	8	5	2	WGMZ	12.4		3.2	15.2	27.3	21.7	6	0	8	7	17.8	25.0	17.9	2.9			
35	3	5	3	3			6	3	5	2		WKMF	34		3	5	3	2		6	3	5	2		WKMF	5.9		4.8	10.9	9.1	8.7		8.7	6.7	15.6	7	1					
4							1		1	2		*WLQB	4							1		1	2		*WLQB	.7							1.4		3.1	7.1						
9		1			2			1	3	1		*WOAP	7				2				1	2	1		*WOAP	1.2				8.7			2.2	6.3	3.6							
5				2		1					1	*WOAP FM	4			2							1		*WOAP FM	.7				6.1						1.5						
42	9	3	1			6	1	2	1	1	17	WTAC	18	1	1	1			2	1	1		1	9	WTAC	3.1	1	9	1.6	2.2			3	0	1.4	2.2		3	6	13.2		
44	5	7	3	3	2	4	11	2	1	1	3	WTRX	38	5	7	3		1	4	10	2		1	3	WTRX	6.6	9.4	11.1	6	5		4	3	6	0	14	5	4.4		3	6	4.4
81	18	15	1			17	9	1			20	WWCK	79	17	15	1			16	9	1			20	WWCK	13.8	32.1	23.8	2.2					23	9	13	0	2.2			29	4
8		1	1	1	3					2		WCXI	3		1			2							WCXI	.5		1	6			8.7										
27	4	4	2			7	3	3			4	WFMK	26	4	4	2			6	3	3			4	WFMK	4.5	7.5	6.3	4.3			9	0	4.3	6.7					5.9		
50		2	2	5	2	12	3	5	8	6		WGER	12		1	1	2	1		1	1	1	3		WGER	2.1		1.6	2.2	6.1	4.3			1.4	2.2	3.1	10.7					
14		2	1				10	1				*WHND	3		1	1						1			*WHND	.5		1.6	2.2					2.2								
76	17	4	6			14	12	1	1		20	WHNN	11	4	1				4					2	WHNN	1.9	7.5	1.6				6	0							2.9		
67	7	8	9	1		10	11	1	2		18	WIOG	4	1	1				2						WIOG	.7	1.9	1.6				3	0									
6			1				5					WITL FM	6			1				5					WITL FM	1	0		2	2			7	2								
63	4	6	7	11	12		3	5	7	3	1	WJR	36		5	5	7	4		2	4	4	1	1	WJR	6.3		7.9	10.9	21.2	17.4		2	9	8.9	12.5	3.6	1.5				
4	3		1									WJZZ	4	3		1									WJZZ	.7	5.7		2.2													
65		10	6	6	1	4	7	6	8	4	2	WKCO	16		2	3	1		2	3	1	2			WKCO	2.8		3.2	6.5	3.0		3	0	4.3	2.2	6.3						
4	1	2									1	WLLZ	3	1	1									1	WLLZ	.5	1	9	1.6											1.5		
4	1					3						WMJC	3						3						WMJC	.5						4	5									
-1												*WVIC	-1												*WVIC																	
4	1										3	WVIC FM	4	1										3	WVIC FM	.7	1.9													4.4		
4	1										3	TOTAL	4	1										3	TOTAL	.7	1.9												4.4			
21		4	3	1	4					1		WWJ	12		1			3					1		WWJ	2	1		1	6			13	0				3	6			
37	1	2	6			2	3	6	2		9	WWWS	4	1					2					1	WWWS	7	1	9				3	0							1.5		
7	4					1	1				1	WWW	3	1					1	1					WWW	.5	1	9				1	5	1.4								
TOTAL LISTENING IN METRO SURVEY AREA													572	53	63	46	33	23	67	69	45	32	28	68																		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

FLINT  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
217	14	18	25	10		23	34	5	19	15	43	*WAMM	202	14	18	10	10		23	34	5	19	15	43	*WAMM	4.8	4.2	3.8	3.0	4.2		6.5	7.1	1.5	7.7	7.3	7.3
591	80	88	33	29		91	60	45	20	5	129	WDZZ	591	80	88	33	29		91	60	45	20	5	129	WDZZ	14.1	24.0	18.6	9.8	12.1		25.9	12.5	13.4	8.1	2.4	21.8
1006	91	123	72	53	33	97	118	89	112	54	66	WFDF	739	49	75	58	53	33	51	67	86	75	34	66	WFDF	17.6	14.7	15.9	17.2	22.1	17.2	14.5	14.0	25.5	30.5	16.5	11.1
329	16	4	65	89	80	21	85	87	99	61	66	WGMZ	697	16	14	51	89	62	21	42	75	89	48	66	WGMZ	16.6	4.8	3.0	15.1	37.1	32.3	6.0	8.8	22.3	36.2	23.3	11.1
506	5	71	96	35	60	5	71	71	61	34	9	WKMF	588	5	71	96	35	42	5	71	71	61	34	9	WKMF	14.0	1.5	15.0	28.5	14.6	21.9	1.4	14.8	21.1	24.8	16.5	1.5
83		7	5			3	18		13	22	10	*WLQB	83		7	5			3	18		13	22	10	*WLQB	2.0			2.1	2.1		9	3.8		5.3	10.7	1.7
205	6	7	10	36		6	23	36	17	13	*WOAP	169	6	8	10	36		6	23	19	17	13	*WOAP	4.0	1.8	1.7		4.2	18.8		1.3	6.8	7.7	8.3	2.2		
133	6	8	9	11	9	20	6	23	4	17	6	*WOAP FM	113	6	8	9	11	9	6	23	4	17	6	*WOAP FM	2.7	1.8	1.7	2.7	4.6	4.7		1.3	6.8	1.6	8.3	1.0	
1007	132	97	36	8	18	171	58	53	60	14	323	WTAC	619	52	62	36	8		84	55	32	32	14	207	WTAC	14.7	15.6	13.1	10.7	3.3		23.9	11.5	9.5	13.0	6.8	34.9
878	64	89	51	49	68	99	117	69	38	25	149	WTRX	758	64	89	51	16	23	99	106	69	28	25	128	WTRX	18.0	19.2	18.9	15.1	6.7	12.0	28.1	22.1	20.5	11.4	12.1	21.6
1096	220	157	44	4	15	221	118	30	18	14	229	WWCK	1036	189	157	44	4	15	192	118	30	18	14	229	WWCK	24.7	56.6	33.3	13.1	1.7	7.8	54.5	24.6	8.9	7.3	6.8	38.6
264		14	87	26	33		6	10	54	7	5	WCXI	127		14	31		15		6		27	7	5	WCXI	3.0		3.0	9.2		7.8		1.3		11.0	3.4	.8
659	81	118	45	14		124	73	45	17	7	124	WFMK	585	64	99	45	14		104	55	45	17	7	124	WFMK	13.9	19.2	21.0	13.4	5.8		29.5	11.5	13.4	6.9	3.4	20.9
1045	23	79	97	103	48	99	106	97	84	104	30	WGER	344	5	29	31	43	15	5	47	33	29	30	30	WGER	8.2	1.5	6.1	9.2	17.9	7.8	1.4	9.8	9.8	11.8	14.6	5.1
119		37	22				27	6	18		9	*WHND	56		14	22				5	6		9	*WHND	1.3		3.0	6.5				1.0	1.8			1.5	
1313	222	139	44	13		259	122	55	42		395	WHNN	360	80	27	7	4		96	17	30	14		85	WHNN	8.6	24.0	5.7	2.1	1.7		27.3	3.5	8.9	5.7		14.3
921	75	106	23	23	18	146	169	27	29		270	WIOG	75	16	7			9	23					20	WIOG	1.8	4.8	1.5			4.7	6.5					3.4
114		12	18	10	9		17		14	7	13	WITL FM	102			18	10	9		17		14	7	13	WITL FM	2.4			5.3	4.2	4.7		3.5		5.7	3.4	2.2
1268	37	62	186	191	131	21	71	106	122	63	33	WJR	773	22	92	99	105	81	21	28	85	64	50	29	WJR	18.4	6.6	19.5	29.4	43.8	42.2	6.0	5.8	25.2	26.0	24.3	4.9
64	16	11	10	4			2	6			15	WJZZ	64	16	11	10	4			2	6		15	WJZZ	1.5	4.8	2.3	3.0	1.7			.4	1.8			2.5	
1061	30	10	89	83	57	50	131	112	115	82	73	WKCC	344	5	48	55	17	15	21	37	33	40	7	36	WKCC	8.2	1.5	10.2	16.3	7.1	7.8	6.0	7.7	9.8	16.3	3.4	6.1
170	38	44				11	22	6			49	WLLZ	96	38	21				11		6			20	WLLZ	2.3	11.4	4.4				3.1		1.8			3.4
163	66	7				41	32	6			11	WMJC	80	5	7				41	10	6			11	WMJC	1.9	1.5	1.5				11.6	2.1	1.8			1.9
13						7					6	*WVIC	13						7					6	*WVIC	3						2.0					1.0
64	19					7					38	WVIC FM	64	19					7					38	WVIC FM	1.5	5.7					2.0					6.4
70	19					13					38	TOTAL	70	19					13					38	TOTAL	1.7	5.7					3.7					6.4
263	5	41	28	27	31	5	34		3	25		WWJ	159	5	18		10	22	5	13		3	25		WWJ	3.8	1.5	3.8		4.2	11.5	1.4	2.7		1.2	12.1	
354	39	38	69	2		22	30	44	10		75	WWWS	80	21		14	2		22		3			18	WWWS	1.9	6.3		4.2	.8		6.3		.9			3.0
182	93	27				11	5	12	11		23	WWW	66	17	27				11	5				6	WWW	1.6	5.1	5.7				3.1	1.0				1.0
TOTAL LISTENING IN METRO SURVEY AREA													3999	322	465	337	224	166	352	460	337	239	189	565	95.2	96.4	98.5	99.9	93.3	86.5	99.9	95.8	99.9	97.2	91.7	95.3	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

FT. LAUDERDALE-HOLLYWOOD  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
139	14	54	11			17	19	15	1		7	WAXY	77	3	33	9						6	14	7	1		4	WAXY	5.4	4.3	26.8	11.5			7.4	11.2	7.7	1.1		3.7
67	22	2				4	1	4			34	WCKO	28	4										3			21	WCKO	2.0	5.8							3.3		19.4	
41				6	2	2		1	4	12		WEWZ	20			3	2	1					1			10	WEWZ	1.4				3.7	2.2	1.2		1.1		9.1		
21	1						1	7	3		3	*WEXY	20	1									7	3		3	*WEXY	1.4	1.4							7.7	3.4	2.8		
39		2	1	2	3		1	6	8	7		WFTL	39		2	1	2	3			1	6	8	7		7	WFTL	2.7		1.6	1.3	2.5	3.3		.8	6.6	9.0	6.4		
278	17	18	19	7	7	34	38	13	11	6	94	WHYI	88	6	9	9		2	14		9	5	3	1	28	WHYI	6.2	8.7	7.3	11.5		2.2	17.3	7.2	5.5	3.4	.9	25.9		
92	1		1	1	19			2	5	14		WLQY	73	1		1	1	19				2	5	9		9	WLQY	5.1	1.4		1.3	1.2	20.9		2.2	5.6	8.2			
13			1	1	1	1		1				WPIP	12			1	1	1	1								WPIP	.8			1.3	1.2	1.1	1.2						
75	6	8	3	9		7	19	9	4		7	WRBD	57	5	4	3	9			1	15	8	4		6	WRBD	4.0	7.2	3.3	3.8	11.1		1.2	12.0	8.8	4.5		5.6		
133	56	12	1			16	10		1		37	WSHE	66	31	7					7	1		1		19	WSHE	4.6	44.9	5.7				8.6	.8		1.1		17.6		
18		4			1		3	7	1			WSRF	18		4							3	7	1			WSRF	1.3		3.3			1.1		2.4	7.7	1.1			
143	3	27	20	3	2	16	41	12	6	6	4	WAIA	73	1	11	11	1	2	10	18	7	5	4	2	2	WAIA	5.1	1.4	8.9	14.1	1.2	2.2	12.3	14.4	7.7	5.6	3.6	1.9		
102		1	7	6	11	1	2	3	8	13		WEAT FM	8				1	1						2			WEAT FM	.6				1.2	1.1				2.2			
62	8	9	2	3	2	3	9	4	4	2	2	WGBS	23	3	2	1	1	1	2	4	1	2	2		2	WGBS	1.6	4.3	1.6	1.3	1.2	1.1	2.5	3.2	1.1	2.2	1.8			
171	2	8	8	9	18		2	5	10	15	1	WINZ	73	2	7	4	5	6			1	3	3	7		7	WINZ	5.1	2.9	5.7	5.1	6.2	6.6		.8	3.3	3.4	6.4		
45	7	2	2		1	8	5	2	1		10	WINZ FM	24	5	1	1		1	5	1	1			3	3	WINZ FM	1.7	7.2	.8	1.3		1.1	6.2	.8	1.1			2.8		
142	4	6	13	13	14	1	2	11	10	4	2	WIOD	67	3	2	10	10	9	1	1	8	5	2	1	1	WIOD	4.7	4.3	1.6	12.8	12.3	9.9	1.2	.8	8.8	5.6	1.8	.9		
192		7	1	21	9	7	8	7	24	24	1	WKQS	138		3		16	6	1	6	6	16	20		20	WKQS	9.7		2.4		19.8	6.6	1.2	4.8	6.6	18.0	18.2			
172		2	4	9	20	6	7	8	9	27	3	WLYF	112		1	3	2	14			1	2	6	16	2	2	WLYF	7.8		.8	3.8	2.5	15.4		.8	2.2	6.7	14.5	1.9	
89	10	7	3	1		21	10	2	3	1	30	WMJX	24		3				8	4	1	1			7	WMJX	1.7		2.4				9.9	3.2	1.1	1.1		6.5		
221	1	3	14	13	12	8	2	7	9	29		WNWS	93		1	5	10	7								9	WNWS	6.5		.8	6.4	12.3	7.7			2.2	3.4	8.2		
155	1	19	11	19	7	11	13	26	7	8	14	WQAM	46	1	4	1	8	2	4	6	5	1	7	6	6	WQAM	3.2	1.4	3.3	1.3	9.9	2.2	4.9	4.8	5.5	1.1	6.4	5.6		
15					8				1	2		*WSBR	8					5									*WSBR	.6					5.5				1.1			
122	1	5	10	6	6	4	3	6	9	1	1	WTMI	49		5	9	1	1				2		1	1	1	WTMI	3.4		4.1	11.5	1.2	1.1		1	6		1.1	.9	
49			1	19	6			1	6	4	1	WVCG	9				4	1								1	1	WVCG	.6				4.9	1.1				1	1	.9
136	7	25	5	4		36	40	9	2		5	WWWL	54	3	5	3			18	20	2				1	1	WWWL	3.8	4.3	4.1	3.8			22.2	16.0	2.2			.9	
147		7	13	19	18	10	2	9	20	12		WYOR	40		6		6	5				3	8	5			WYOR	2.8		4.9		7.4	5.5			3.3	9.0	4.5		
TOTAL LISTENING IN METRO SURVEY AREA												1427	69	123	78	81	91	81	125	91	89	110	108																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

FT. LAUDERDALE-HOLLYWOOD  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																								
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
2219	274	418	141	15	22	383	403	165	37	31	257	WAXY	967	96	169	72		22	183	189	52	10	13	161	WAXY	11.8	22.0	26.3	15.1		4.3	39.8	28.1	10.0	1.9	1.8	21.2											
1428	363	84	8	9		156	47	96	28		576	WCKO	510	115	27				38	12	49	20		232	WCKO	6.2	26.3	4.2				8.3	1.8	9.4	3.9		30.5											
870		27	19	54	74	41	12	32	71	139		WEWZ	405		15	14	18	55	19	12	25	30	104	WEWZ	4.9		2.3	2.9	4.0	10.8	4.1	1.8	4.8	5.8	14.7													
206	37							40	48	20		*WEXY	201	37							35	48	20		31	*WEXY	2.5	8.5						5.2	9.2	3.9		4.1										
790	8	29	29	20	116	28	62	86	81	90	21	WFTL	749		29	29	20	116	19	62	86	81	78	21	WFTL	9.1		4.5	6.1	4.5	22.7	4.1	9.2	16.5	15.7	11.0	2.8											
4264	482	300	298	72	76	600	467	287	132	72	1304	WHYI	1404	173	59	128		33	207	195	113	51	13	371	WHYI	17.1	39.6	9.2	26.8		6.5	45.0	29.0	21.7	9.9	1.8	48.8											
892	19		14	18	95			49	64	195		WLQY	694	19		14	18	88			49	58	144	WLQY	8.5	4.3		2.9	4.0	17.3			9.4	11.2	20.3													
293			14	20	18	19		23	7	11		WPIP	252			14	20	11	19		12		11	WPIP	3.1			2.9	4.5	2.2	4.1		2.3		1.6													
750	82	63	40	54	11	82	108	86	40	7	107	WRBD	602	56	48	40	54	11	37	87	74	40		93	WRBD	7.3	12.8	7.5	8.4	12.1	2.2	8.0	12.9	14.2	7.7		12.2											
1751	495	209	38	19		244	154	37	25		515	WSHE	703	212	88				129	48	12	18		181	WSHE	8.6	48.5	13.7				28.0	7.1	2.3	3.5		23.8											
229		44			22	19	12	25	10	27		WSRF	221		44		22	19	12	25	10	27			WSRF	2.7		6.9			4.3	4.1	1.8	4.8	1.9	3.8												
1993	127	276	205	112	42	232	390	167	128	92	126	WAIA	979	38	101	124	20	42	126	190	99	81	27	66	WAIA	11.9	8.7	15.7	26.0	4.5	8.2	27.4	28.2	19.0	15.7	3.8	8.7											
1330		15	62	113	125	15	49	63	123	172		WEAT FM	196			20	11			12		30	13		WEAT FM	2.4				4.5	2.2		1.8		5.8	1.8												
1443	140	143	70	67	48	128	192	79	60	31	48	WGBS	572	35	44	28	39	22	73	75	25	40	27	11	WGBS	7.0	8.0	6.9	5.9	8.8	4.3	15.9	11.1	4.8	7.7	3.8	1.4											
2854	47	145	154	193	320		63	120	147	351	45	WINZ	1254	38	44	86	74	143			36	62	49	158	10	WINZ	15.3	8.7	6.9	18.0	16.6	28.0		5.3	11.9	9.5	22.3	1.3										
1530	313	136	42	18	33	219	115	74	38	18	365	WINZ FM	481	135	44	14		22	95	36	24			53	WINZ FM	5.9	30.9	6.9	2.9		4.3	20.7	5.3	4.6		7.0												
2833	121	265	218	214	289	46	75	133	157	232	160	WIOD	1143	58	103	115	95	122	19	48	74	61	118	32	WIOD	13.9	13.3	16.0	24.1	21.3	23.9	4.1	7.1	14.2	11.8	16.7	4.2											
2235		96	46	207	186	45	76	105	232	338	29	WKQS	1448		56	14	153	120	19	24	87	139	235	10	WKQS	17.7		8.7	2.9	34.4	23.5	4.1	3.6	16.7	26.9	33.2	1.3											
2331	30	88	89	119	228	51	86	240	190	417	69	WLYF	1264	19	56	43	39	122	16	24	99	90	233	22	WLYF	15.4	4.3	8.7	9.0	8.8	23.9	3.5	3.6	19.0	17.4	32.9	2.9											
2292	314	275	108	22	19	391	266	36	83	31	666	WMJX	738	58	103	41	18		148	111	12	21	13	164	WMJX	9.0	13.3	16.0	8.6	4.0		32.2	16.5	2.3	4.1	1.8	21.6											
2581	23	121	88	136	208	58	44	146	115	324	11	WNWS	1037		25	14	74	88	19		64	30	160		WNWS	12.6		3.9	2.9	16.6	17.3	4.1		12.3	5.8	22.6												
2478	52	277	257	144	133	141	311	212	163	146	314	WQAM	838	19	132	26	74	53	56	133	62	51	104	72	WQAM	10.2	4.3	20.6	5.5	16.6	10.4	12.2	19.8	11.9	9.9	14.7	9.5											
204					58					10	31	*WSBR	134													*WSBR	1.6					8.6			1.9													
1432	27	78	85	121	86	13	66	66	76	129	22	WTMI	396	19	61	43	20	11		12	12	20	13		WTMI	4.8	4.3	9.5	9.0	4.5	2.2		1.8	2.3	3.9	1.8												
1064		12	29	221	98			32	48	136	81	WVCG	243			14	97	22				12	20	13		WVCG	3.0			2.9	21.8	4.3		2.3	3.9	1.8												
1910	204	393	100	74		412	379	100	40	7	102	WWWL	648	96	74	43	18		171	145	25	10		21	WWWL	7.9	22.0	11.5	9.0	4.0		37.2	21.5	4.8	1.9		2.8											
1834	11	52	150	209	148	48	95	193	228	223	5	WYOR	592		15	29	93	77		26	87	70	67		WYOR	7.2		2.3	6.1	20.9	15.1		3.9	16.7	13.5	9.5												
TOTAL LISTENING IN METRO SURVEY AREA													7765	437	568	462	411	478	460	661	483	487	682	728													94.7	99.9	88.5	96.9	92.4	93.7	99.9	98.2	92.9	94.2	96.3	95.7

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
3 2 5											*WADM *WADM FM TOTAL	3 2 5											*WADM *WADM FM TOTAL	.7 .4 1.1															
71	1	1	5	10	3	3	5	7	10	3	2	WEZV	55	1	1	5	8	3	1	5	7	7	2	2	WEZV	12.0	2.0	2.0	16.1	29.6	14.3	2.4	9.6	17.5	22.6	9.1	4.5		
11	2		1	1		1	2	3	1			*WFCV	11	2		1	1		1	2	3	1			*WFCV	2.4	4.0		3.2	3.7		2.4	3.8	7.5	3.2				
7		1	1	1	1		2					*WGL	6		1	1		1		2					*WGL	1.3		2.0	3.2		4.8		3.8						
8					2				3	1		*WIFF	7				2					2	1		*WIFF	1.5				9.5				6.5	4.5				
21	7	6	1			1	5		1			WLYV	21	7	6	1			1	5		1			WLYV	4.6	14.0	12.0	3.2			2.4	9.6			3.2			
101	9	16	2			17	15	4	8	1	29	WMEE	66	6	12	1			15	10	3	1	1	17	WMEE	14.3	12.0	24.0	3.2			36.6	19.2	7.5	3.2	4.5	38.6		
207	8	22	11	12	21	6	27	15	18	18	15	WOWO	82	2	7	5	7	7	2	12	7	6	8	4	WOWO	17.8	4.0	14.0	16.1	25.9	33.3	4.9	23.1	17.5	19.4	36.4	9.1		
94	21	15	1			17	13	3	2	1	19	WPTH	44	4	10	1			7	6	3	1		10	WPTH	9.6	8.0	20.0	3.2			17.1	11.5	7.5	3.2		22.7		
78	3	2	15	10	3	4	5	12	10	6	3	WQHK	52	3	1	11	5	3	3	2	9	4	4	2	WQHK	11.3	6.0	2.0	35.5	18.5	14.3	7.3	3.8	22.5	12.9	18.2	4.5		
53	24	8	2			9	1	1			7	WXKE	52	23	8	2			9	1	1			7	WXKE	11.3	46.0	16.0	6.5			22.0	1.9	2.5			15.9		
2 11 13			1				1		1		3	*WAWK *WAWK FM TOTAL	-1 2 2									2 2		*WAWK *WAWK FM TOTAL	.4 .4									6.5 6.5					
18	2	1	2	1	1	1			6	1		WJR	3				1					2			WJR	.7				4.8				6.5					
7				2	1		1	1	1			WKSJ	7			2	1			1	1	1	1		WKSJ	1.5			7.4	4.8			2.5	3.2	4.5				
TOTAL LISTENING IN METRO SURVEY AREA												460	50	50	31	27	21	41	52	40	31	22	44																

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN															
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
47		3			7					6	*WADM	47		3			7				6	*WADM	1.6					4.7					3.5					1.2									
43	6				2					9	*WADM FM	43	6				2				9	*WADM FM	1.4	2.5	1.0			1.3					1.2				1.2										
85	6	3			9					9	TOTAL	85	6	3			9				9	TOTAL	2.8	2.5	1.0		6.0	3.6					3.5			1.2											
958	9	51	81	130	58	37	98	81	69	76	73	WEZV	751	9	51	62	63	58	25	80	81	61	49	50	WEZV	24.8	3.7	16.2	29.5	35.6	38.7	10.0	25.2	37.3	32.6	28.7	12.4										
101	9	5	8	7		9	4	19	7	7		*WFCV	101	9	5	8	7		9	4	19	7	7		*WFCV	3.3	3.7	1.6	3.8	4.0		3.6	1.3	8.8	3.7	4.1											
327	19	33	32	79	22	9	25	9	15	3	5	*WGL	263	19	33	32	15	22	9	25	9	15	3	5	*WGL	8.7	7.9	10.5	15.2	8.5	14.7	3.6	7.9	4.1	8.0	1.8	1.2										
156		18	13	17	16		9	7	24	15	9	*WIFF	84		8	4	3	6		9		7	10	9	*WIFF	2.8		2.5	1.9	1.7	4.0		2.8		3.7	5.8	2.2										
469	85	108	39	9	15	35	98	19	15		16	WLYV	469	85	108	39	9	15	35	98	19	15		16	WLYV	15.5	35.1	34.3	18.6	5.1	10.0	14.0	30.9	8.8	8.0		4.0										
1741	199	236	87	23	20	291	207	87	64	30	476	WMEE	1045	125	159	47	9	11	162	123	53	16	22	297	WMEE	34.5	51.7	50.5	22.4	5.1	7.3	64.8	38.8	24.4	8.6	12.9	73.7										
4107	274	433	285	279	260	257	467	266	341	268	440	WOWO	1584	89	151	123	98	98	92	185	110	123	96	176	WOWO	52.3	36.8	47.9	58.6	55.4	65.3	36.8	58.4	50.7	65.8	56.1	43.7										
1879	227	278	46	3	4	454	243	62	30	31	496	WPTH	907	106	148	46	3	4	149	126	46	24	25	225	WPTH	29.9	43.8	47.0	21.9	1.7	2.7	59.6	39.7	21.2	12.8	14.6	55.8										
876	28	56	120	128	38	57	73	100	78	53	90	WQHK	618	28	34	88	82	32	40	43	67	54	34	61	WQHK	20.4	11.6	10.8	41.9	46.3	21.3	16.0	13.6	30.9	28.9	19.9	15.1										
625	167	109	16		15	91	47	5	4	10	144	WXKE	560	138	109	16		4	91	36	5	4	10	130	WXKE	18.5	57.0	34.6	7.6		2.7	36.4	11.4	2.3	2.1	5.8	32.3										
84			17		9		18	9	4	8	5	*WAWK	23									4		5	*WAWK	8								2.1		1.2											
230		14	9	30	20	11	18	23	31	24		*WAWK FM	45		5	3	11					7	8	5	*WAWK FM	1.5		1.6		1.7	7.3			3.7	4.7												
296		14	17	30	29	11	28	9	27	38	29	TOTAL	67		5	3	11					10	8	5	TOTAL	2.2		1.6		1.7	7.3			5.3	4.7	1.2											
464	19	36	57	41	40	13	32	24	52	28		WJR	88			4	14	13					17	11	WJR	2.9			1.9	7.9	8.7			9.1	6.4												
139		14	4	13	11	17	15	9	15	10	9	WKSJ	97		5	4	13	11		15	9	8	10	WKSJ	3.2		1.6	1.9	7.3	7.3		4.7	4.1	4.3	5.8												
TOTAL LISTENING IN METRO SURVEY AREA												2877	217	298	203	155	142	245	303	212	179	163	393													95.0	89.7	94.6	96.7	87.6	94.7	98.0	95.6	97.7	95.7	95.3	97.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

FRESNO  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN				WOMEN				TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44		45-54	55-64
23	2	6	2	1		2	4	1		1	2	KARM	18	1	6	2	1		2	3	1		1	KARM	2.6	1.7	7.6	3.8	2.2	2.8	5.2	2.0	2.1				
8				2				1	2			*KBIF	3				2				1			*KBIF	.4				4.8		2.0						
8			1	2			2			3		*KEAP	8		1	2			2			3	*KEAP	1.2		1.9	4.3		3.4		6.4						
59	6	5	9	2	1	12	8	4	3	4	5	KFIG	53	5	5	9	2		11	8	2	3	3	5	KFIG	7.7	8.6	6.3	17.3	4.3	15.3	13.8	4.1	7.7	6.4	6.8	
65	10	8	11	3	2	7	6	6	2	3	4	KFRE	25	1	5	4	2		4	1	4	1	1	2	KFRE	3.6	1.7	6.3	7.7	4.3	5.6	1.7	8.2	2.6	2.1	2.7	
36	1	2	5	2	3	6	5	4	1		3	KFRY	25		2	2	2	3	4	3	1	1	3	KFRY	3.6		2.5	3.8	4.3	7.1	5.6	5.2	2.0	2.6	4.1		
185	28	31	6	1	1	32	28	14	4	2	38	KFYE	64	13	10	4	1		9	8	3	2	1	13	KFYE	9.3	22.4	12.7	7.7	2.2	12.5	13.8	6.1	5.1	2.1	17.8	
33		1	4	2	4	1	3	4	2	4	1	*KGST	23		1	4	2	3	1	2	1		4	*KGST	3.3		1.3	7.7	4.3	7.1	1.4	3.4	2.0		8.5		
33	10	8	2			6	1				6	KKDJ	26	9	5	2			5	1			4	KKDJ	3.8	15.5	6.3	3.8		6.9	1.7				5.5		
85		6	5	6	9	4	2	9	10	11		KKNU	66		6	2	5	8	3	2	4	6	9	KKNU	9.6		7.6	3.8	10.9	19.0	4.2	3.4	8.2	15.4	19.1		
9			1		1	2		2	1		2	*KLIP	7		1			2		2			2	*KLIP	1.0			1.9		2.8		4.1			2.7		
43	3	3	2	2	4	2	6	3	3	7	4	KMAK	40	3	3	2	2	4	2	6	3	3	4	4	KMAK	5.8	5.2	3.8	3.8	4.3	9.5	2.8	10.3	6.1	7.7	8.5	5.5
85		3	4	15	12	1	3	6	5	7		KMJ	59		2	3	11	8	1	2	4	4	5	KMJ	8.6		2.5	5.8	23.9	19.0	1.4	3.4	8.2	10.3	10.6		
12	1	1				2	1	2		2		KMJ FM	11	1	1			2	1	2		2		KMJ FM	1.6	1.7	1.3			2.8	1.7	4.1		4.3			
59	3	10	6	7	1	3	3	10	6	4	4	*KXEX	55	3	10	6	7		3	3	9	6	4	2	*KXEX	8.0	5.2	12.7	11.5	15.2	4.2	5.2	18.4	15.4	8.5	2.7	
23		1		3	8			2	1	4		*KXQR	18		1		3	6			2	1	3	*KXQR	2.6		1.3		6.5	14.3		4.1	2.6	6.4			
27	2	3	5			8	3	4			2	KYNO	25	1	2	5			8	3	4		2	KYNO	3.6	1.7	2.5	9.6		11.1	5.2	8.2			2.7		
49	8	7	1			7	5	2		1	17	KYNO FM	48	8	7	1			7	5	2		1	16	KYNO FM	7.0	13.8	8.9	1.9		9.7	8.6	4.1		2.1	21.9	
54	9	15				9	2	1			18	KBOS	18	5					2					11	KBOS	2.6	8.6				2.8					15.1	
10			1	2	2					1		KCBS	4				1						1	KCBS	.6				2.4				2.1				
36	6	1	1			4	4	3			17	KIOY	17	4	1				4	3	1		4	KIOY	2.5	6.9	1.3			5.6	5.2	2.0			5.5		
31	1	4	4	4	1	3	2	5	1	1	4	KJUG	4	1			1	1				1		4	KJUG	.6	1.7				2.4	1.4		2.6			
15		1	3	2	2			2	4			KLTA	13		1	3	2	2				2	2		KLTA	1.9		1.3	5.8	4.3	4.8			5.1	4.3		
22			2	2	1			1	2		1	KNGS	3			1						1		1	KNGS	.4			2.2				2.6		1.4		
12				1				1	4	1		KRDU	10				1				1	3	1		KRDU	1.4			2.4			2.0	7.7	2.1			
TOTAL LISTENING IN METRO SURVEY AREA												690	58	79	52	46	42	72	58	49	39	47	73														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

FRESNO  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64					
483	74	58	20	33	11	40	65	11	25	37	45	KARM	366	24	58	13	21	11	40	56	11	17	37	26	KARM	9.1	6.9	15.0	5.0	8.5	5.0	11.4	14.2	3.8	6.5	15.9	4.9										
154	4	21	7		13	4	9	9	20	26	8	*KBIF	80	4	11	7		5	4		9	14	19	4	*KBIF	2.0	1.2	2.8	2.7		2.3	1.1		3.1	5.4	8.2											
97			7	6			21	4		19	4	*KEAP	76			7	6			21	4		19	4	*KEAP	1.9			2.7	2.4				5.3	1.4		8.2	.7									
794	115	75	66	22	12	137	133	55	26	33	83	KFIG	687	98	75	56	22	120	126	30	26	24	73	KFIG	17.0	28.3	19.4	21.4	8.9		34.1	31.9	10.3	10.0	10.3	13.6											
1156	148	173	116	45	42	127	116	97	41	51	107	KFRE	454	30	84	40	22	11	78	51	52	18	14	41	KFRE	11.2	8.7	21.8	15.3	8.9	5.0	22.2	12.9	17.8	6.9	6.0	7.7										
475	46	28	66	30	11	53	47	73	14	10	68	KFRY	281	16	28	36	19	11	24	32	27	14	10	44	KFRY	6.9	4.6	7.3	13.7	7.7	5.0	6.8	8.1	9.2	5.4	4.3	8.2										
2285	290	266	65	43	26	324	338	134	63	54	673	KFYE	906	146	94	33	13	139	119	32	42	19	261	KFYE	22.4	42.2	24.4	12.6	5.2		39.5	30.1	11.0	16.1	8.2	48.8											
337	6	35	23	32	23	10	30	23	32	24	36	*KGST	235	6	22	23	32	13	10	21	13	19	24	4	*KGST	5.8	1.7	5.7	8.8	12.9	5.9	2.8	5.3	4.5	7.3	10.3	.7										
502	134	95	13	16		82	14	7	9		124	KKDJ	339	87	53	13	16		53	14	7	9		79	KKDJ	8.4	25.1	13.7	5.0	6.5		15.1	3.5	2.4	3.4		14.8										
1016	9	51	79	94	130	47	56	98	113	124	12	KKNU	705	9	48	46	66	79	34	37	54	81	88	4	KKNU	17.4	2.6	12.4	17.6	26.6	35.7	9.7	9.4	18.5	31.0	37.9	7										
126	6	11	7	9	15	24	8	11	12		23	*KLIP	106	6	11	7	9	4	24	8	11	3		23	*KLIP	2.6	1.7	2.8	2.7	3.6	1.8	6.8	2.0	3.8	1.1		4.3										
602	33	32	47	55	24	38	68	49	32	75	58	KMAK	541	33	32	37	55	24	38	68	49	23	56	58	KMAK	13.4	9.5	8.3	14.1	22.2	10.9	10.8	17.2	16.8	8.8	24.1	10.8										
1345	17	76	79	143	177	8	54	87	115	134	30	KMJ	832	17	61	20	93	108	8	32	54	83	86	30	KMJ	20.6	4.9	15.8	7.6	37.5	48.9	2.3	8.1	18.5	31.8	37.1	5.6										
383	35	47	7		12	55	37	43	24	34	21	KMJ FM	285	35	47	7			38	37	19	10	34	21	KMJ FM	7.0	10.1	12.2	2.7			10.8	9.4	6.5	3.8	14.7	3.9										
318	13	41	39	23	18	18	18	45	21	19	38	*KXEX	275	13	41	39	23	8	18	18	37	21	19	13	*KXEX	6.8	3.8	10.6	14.9	9.3	3.6	5.1	4.6	12.7	8.0	8.2	2.4										
350		17	7	42	64		5	25	33	46		*KXQR	236		17	7	30	32		5	15	33	27		*KXQR	5.8		4.4	2.7	12.1	14.5		1.3	5.1	12.6	11.6											
729	82	76	83	41	5	129	110	54	19	14	95	KYNO	668	65	61	73	29	5	129	103	54	19	14	95	KYNO	16.5	18.8	15.8	27.9	11.7	2.3	36.6	26.1	18.5	7.3	6.0	17.8										
802	97	69	30			144	86	44	27	24	273	KYNO FM	766	97	69	30			144	86	41	21	24	246	KYNO FM	18.9	28.0	17.9	11.5			40.9	21.8	14.0	8.0	10.3	46.0										
690	159	95	8			84	50	40	5	5	236	KBOS	293	92	6			35	5	17	5	5	120	KBOS	7.2	26.6	1.6				9.9	1.3	5.8	1.9	2.2	22.4											
293	4	10	35	34	45		2	12	16	31	8	KCBS	112	4		13	11	26			4	5	14		KCBS	2.8	1.2		5.0	4.4	11.8			1.4	1.9	6.0											
737	126	29	45			83	81	52	7		299	KIOY	413	58	17	30			83	49	24	7		130	KIOY	10.2	16.8	4.4	11.5			23.6	12.4	8.2	2.7		24.3										
459	7	69	43	15	15	41	32	79	19	8	95	KJUG	52	7	6	7		5	8	5	2	5			KJUG	1.3	2.0	1.6	2.7		2.3	2.3	1.3	7	1.9												
299	20	11	28	6	40		37	22	20	45	21	KLTA	123	6	11	13	6	18		5	11	14	19		KLTA	3.0	1.7	2.8	5.0	2.4	8.1		1.3	3.8	5.4	8.2											
287		13	27	30	24		7	17	30	8	44	KNGS	87				22	5					8	27	KNGS	2.2				8.9	2.3			7.3	3.4	5.0											
240	18			25	29			33	45	10		KROU	151	4			14	18				23	26	10		KROU	3.7	1.2		5.6	8.1			7.9	10.0	4.3											
TOTAL LISTENING IN METRO SURVEY AREA												3826	335	380	244	227	212	345	390	274	237	217	508													94.6	96.8	98.4	93.1	91.5	95.9	98.0	98.7	93.8	90.8	93.5	95.0

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

GRAND RAPIDS  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
28	3	4	4	3	2		1	2	3	1	1	WCUZ	26	3	4	3	2	2		1	2	3	1	1	WCUZ	3.7	5.1	5.3	8.3	7.1	6.7		1.3	3.5	6.1	2.4	1.4
60	5	6	6	8	1	4	14	4	4	2	1	WCUZ FM	35	4	3	4	4		2	5	3	3	2	1	WCUZ FM	5.0	6.8	3.9	11.1	14.3		2.7	6.3	5.3	6.1	4.8	1.4
6				1							1	*WFUR	6				1							1	*WFUR	.9					3.3				2.4		
28				1		1	3	3	3	2	2	WFUR FM	26			1	1	2	3	3	2	2	2	WFUR FM	3.7				3.3	1.3	2.5	5.3	6.1	4.8	2.9		
9				1				1	5			*WGHN	9				1			5				1	*WGHN	1.3			3.6			1.8	10.2				
18	4	1				4	4	1			4	*WGRD	13	2	1				3	4			3	*WGRD	1.9	3.4	1.3				4.0	5.1			4.3		
135	10	16	3	1	1	30	16	4	1	1	52	WGRD FM	50	3	4	2	1		6	5	1	1	1	26	WGRD FM	7.2	5.1	5.3	5.6	3.6		8.0	6.3	1.8	2.0	2.4	37.1
13			1	1			1	1	4	2		*WHTC	9			1			1	1	1	2		*WHTC	1.3			2.8			1.3	1.8	2.0	4.8			
4				2					1			*WHTC FM	4				2						1	*WHTC FM	.6				7.1				2.0				
12	1		1					2	2	1	3	WJBL FM	7	1									2	WJBL FM	1.0	1.7						1.8	2.0		2.9		
82	8	21	1	1	1	22	20	1	2	1	4	*WJFM	45	5	13		1	1	12	8	1		3	*WJFM	6.4	8.5	17.1		3.6	3.3	16.0	10.1	1.8		2.4	4.3	
33	2					3	17				11	*WKWM	14	2					3	8			1	*WKWM	2.0	3.4					4.0	10.1			1.4		
174	59	24	2			36	7	3			42	WLAV	93	25	16				16	7	1		27	WLAV	13.3	42.4	21.1				21.3	8.9	1.8		2.4	38.6	
8					2			3	1	1		*WMAX	8				2						1	*WMAX	1.1					6.7			5.3	2.0	2.4		
92	1	2	9	7	6	7	8	10	10	6	2	WOOD	85	1	2	9	4	5	5	8	10	9	6	2	WOOD	12.2	1.7	2.6	25.0	14.3	16.7	6.7	10.1	17.5	18.4	14.3	2.9
176	3	3	15	15	18	6	15	18	15	29	2	WOOD FM	90	2	2	8	3	8	2	11	9	10	16		WOOD FM	12.9	3.4	2.6	22.2	10.7	26.7	2.7	13.9	15.8	20.4	38.1	
21	1	3	6		1		2	5	1		1	WTWN	19	1	3	6		1		2	5				WTWN	2.7	1.7	3.9	16.7		3.3		2.5	8.8			
8	1	1		3				2	1			*WZND	6	1	1		1				2	1			*WZND	.9	1.7	1.3		3.6				3.5	2.0		
78	15	15	1			25	9	9	1		3	WZZR	58	6	15				18	8	8	1	2	WZZR	8.3	10.2	19.7				24.0	10.1	14.0	2.0	2.9		
47		2	15	2	3		3	8	3	4	1	WPLB FM	16		2	1	2	3		1	2	2	3		WPLB FM	2.3		2.6	2.8	7.1	10.0		1.3	3.5	4.1	7.1	
40		1		1	6	2	1	5	6	3		WQWQ	12				1	3	2			1	1		WQWQ	1.7				3.6	10.0	2.7		2.0	2.4		
49	12	3	8	7	2	1	5	2	3	2	1	WMAQ	7		3	1	1	1		1					WMAQ	1.0		3.9	2.8	3.6	3.3		1.3				

TOTAL LISTENING IN METRO SURVEY AREA 699 59 76 36 28 30 75 79 57 49 42 70

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBTRON

# Cume Listening Estimates

GRAND RAPIDS  
02/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
562	53	65	93	103	20	38	74	24	59	39	29	WCUZ	622	53	65	67	89	20	38	74	24	59	39	29	WCUZ	12.9	13.5	13.2	20.1	33.2	8.4	8.9	14.7	6.9	20.6	14.8	4.4	
1163	142	105	109	111	27	159	123	111	79	46	105	WCUZ FM	720	71	64	90	65	20	105	61	79	47	26	68	WCUZ FM	14.9	18.0	13.0	26.9	24.3	8.4	24.5	12.1	22.6	16.4	9.8	10.4	
211	9		7	30	20	19	14	8	14	25		*WFUR	211	9		7	30	20	19	14	8	14	25		*WFUR	4.4	2.3		2.1	11.2	8.4	4.4	2.8	2.3	4.9	9.5		
534	9	13	15	59	33	38	48	47	56	32	16	WFUR FM	483	9	37	15	46	33	38	40	47	52	32	10	WFUR FM	10.0	2.3	7.5	4.5	17.2	13.9	8.9	8.0	13.4	18.2	12.1	1.5	
144	8			12	6	9		7	23			*WGHN	120	8			12	6	9		7	23			*WGHN	2.5	2.0			4.5	2.5	2.1		2.0	8.0			
486	64	46	15			86	94	44	18		119	*WGRD	404	53	46	15			77	81	32	14		86	*WGRD	8.4	13.5	9.3	4.5			18.0	16.1	9.1	4.9		13.1	
2635	270	418	75	24	21	487	315	147	31	15	842	WGRD FM	1083	78	135	37	17	13	200	107	62	23	7	404	WGRD FM	22.5	19.8	27.4	11.1	6.3	5.5	46.7	21.3	17.7	8.0	2.7	61.6	
239		16	21	26	6		19	15	27	25		*WHTC	210		26	21	12	6		19	15	12	25		*WHTC	4.4		5.3	6.3	4.5	2.5		3.8	4.3	4.2	9.5		
110	8	9		12	7				11	4	29	*WHTC FM	96	8	9		12	7				7	4	19	*WHTC FM	2.0	2.0	1.8		4.5	2.9		2.0	1.4	7.2			
331	56	18	6		26	10	24	35	32	18	23	WJBL FM	242	44	18			26	10	14	23	17	6	10	WJBL FM	5.0	11.2	3.7			10.9	2.3	2.8	6.6	5.9	2.3	1.5	
1533	188	301	52	40	18	297	294	71	32	17	202	*WJFM	712	70	136	29	22	13	142	121	31	10	13	114	*WJFM	14.8	17.8	27.6	8.7	8.2	5.5	33.2	24.1	8.9	3.5	4.9	17.4	
139	9	9				10	60		6	7	38	*WKWM	92	9	9				10	34		6	7	17	*WKWM	1.9	2.3	1.8				2.3	6.8		2.1	2.7	2.6	
2175	509	341	37	18	7	374	183	43	28	13	622	WLAV	1064	235	171	7	13	7	161	107	32	8	13	310	WLAV	22.1	59.6	34.8	2.1	4.9	2.9	37.6	21.3	9.1	2.8	4.9	47.3	
163			7	29	27		20	8	10	20		*WMAX	163			7	29	27			20	8	10	20		*WMAX	3.4			2.1	10.8	11.3		4.0	2.3	3.5	7.6	
1438	53	74	147	140	137	87	142	141	86	99	87	WOOD	1242	53	74	134	116	100	47	134	133	70	64	87	WOOD	25.8	13.5	15.0	40.1	43.3	42.0	11.0	26.6	38.0	24.5	24.2	13.3	
2665	96	105	220	262	273	67	200	315	240	274	66	WOOD FM	1452	61	83	148	96	125	38	141	186	106	161	36	WOOD FM	30.1	15.5	16.9	44.3	35.8	52.5	8.9	28.0	53.1	37.1	61.0	5.5	
505	44	52	72	16	33	10	54	43	20	26	55	WTWN	452	44	46	52	16	33	10	54	39	13	26	39	WTWN	9.4	11.2	9.3	15.6	6.0	13.9	2.3	10.7	11.1	4.5	9.8	5.9	
155	8	42		25	6		30	22	16	6		*WZND	108	8	27		18	6		20	7	16	6		*WZND	2.2	2.0	5.5		6.7	2.5		4.0	2.0	5.6	2.3		
962	145	59	22	17		263	117	57	25	7	138	WZZR	735	106	146	15	17		190	93	47	21	7	81	WZZR	15.2	26.9	29.7	4.5	6.3		44.4	18.5	13.4	7.3	2.7	12.3	
-----																																						
738	57	50	96	59	41		53	95	69	70	84	WPLB FM	272	18	37	7	29	33		27	24	32	45	10	WPLB FM	5.6	4.6	7.5	2.1	10.8	13.9		5.4	6.9	11.2	17.0	1.5	
694	9	82	23	31	53	19	67	83	45	76	18	WQWQ	253	9	19		12	26	19	14	7	29	26	18	WQWQ	5.2	2.3	3.9		4.5	10.9	4.4	2.8	2.0	10.1	9.8	2.7	
-----																																						
768	99	66	84	84	38	37	77	46	56	34	72	WMAQ	189	26	27	7	28	13		40	7	14	7	20	WMAQ	3.9	6.6	5.5	2.1	10.4	5.5		8.0	2.0	4.9	2.7	3.0	
-----																																						
TOTAL LISTENING IN METRO SURVEY AREA												4649	385	482	319	262	231	390	489	350	277	245	629	96.4	97.7	98.0	95.5	97.8	97.1	91.1	97.2	99.9	96.9	92.8	95.9			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
51	9	5	2			6	1	3	2	3		*WAAA	51	9	5	2			6	1	3	2	3		*WAAA	5.2	8.4	4.7			3.3	7.1	.8	4.3	3.6	4.8	
22	4	4	3	1		2			1	3	4	WAIR	22	4	4	3	1		2			1	3	4	WAIR	2.3	3.7	3.7	4.3	1.7		2.4			1.8	4.8	4.8
39	2		2	3	10	1	3	2	3	5	4	WBIG	35	2		2	3	9	1	3	2	3	5	4	WBIG	3.6	1.9		2.9	5.0	17.6	1.2	2.4	2.9	5.4	7.9	4.8
13		2	1		2		1	2	1	2		*WBUY	13		2	1		2		1	2	1	2		*WBUY	1.3		1.9	1.4		3.9	.8	2.9	1.8	3.2		
29	2		6	5	1	2	6			2	1	WCOG	29	2		6	5	1	2	6		2	1	WCOG	3.0	1.9		8.7	8.3	2.0	2.4	4.8			3.2	1.2	
10		2			3				2	3		*WEAL	10		2			3				2	3		*WEAL	1.0		1.9			5.9			3.6	4.8		
114		3	7	13	4	4	39	15	10	7	2	WGLD	72		2	6	8	4	4	12	15	8	6	2	WGLD	7.4		1.9	8.7	13.3	7.8	4.7	9.7	21.4	14.3	9.5	2.4
15	1		1		1			1	3	2		*WGWR	12	1		1		1			1	3	2	*WGWR	1.2	.9		1.4		2.0			1.4	5.4	3.2		
39			2	5	2		6	5		5	3	*WHPE	29			2	5	1		3	4		3	3	*WHPE	3.0			2.9	8.3	2.0		2.4	5.7		4.8	3.6
131	37	14	3			27	15	7	3		25	WKZL	101	24	10	3			23	12	4	3		22	WKZL	10.4	22.4	9.3	4.3			27.1	9.7	5.7	5.4		26.5
18	1	1	5	1	1		2	3		1	2	*WMFR	18	1	1	5	1	1		2	3		1	2	*WMFR	1.9	.9	.9	7.2	1.7	2.0		1.6	4.3		1.6	2.4
5					1				3	1		*WMFR FM	5					1					3	1	*WMFR FM	.5					2.0			5.4	1.6		
9			1						2	1		*WPET	9			1						2	1		*WPET	.9			1.4					3.6	1.6		
71	16	10	4			1	16	9			15	WQMG	55	16	6	4			1	10	6		12	WQMG	5.7	15.0	5.6	5.8			1.2	8.1	8.6			14.5	
106	8	21	5		3	11	26	7		2	23	WRQK	79	7	21	3		1	10	23	3		2	9	WRQK	8.1	6.5	19.6	4.3		2.0	11.8	18.5	4.3		3.2	10.8
50	8	10	1	3		6	12	1	4		5	WSEZ	32	4	9		1		3	8	1	2		4	WSEZ	3.3	3.7	8.4		1.7		3.5	6.5	1.4	3.6		4.8
85	2	4	7	10	4	3	9	7	5	10	3	WSJS	78	1	4	7	10	4	2	9	7	5	8	3	WSJS	8.0	.9	3.7	10.1	16.7	7.8	2.4	7.3	10.0	8.9	12.7	3.6
9					4				1	4		*WTNC	9					4					1	4	*WTNC	.9					7.8			1.8	6.3		
3					2							*WTNC FM	3					2							*WTNC FM	.3					3.9						
20			5	2			4	1	2	1		WTOB	14			4	2				1	2	1		WTOB	1.4			5.8	3.3			1.4	3.6	1.6		
208	9	47	11	21	13	10	19	20	21	19	12	WTQR	109	3	25	8	15	10	1	11	9	7	8	6	WTQR	11.2	2.8	23.4	11.6	25.0	19.6	1.2	8.9	12.9	12.5	12.7	7.2
9							1		3			*WYDK	9								1		3		*WYDK	.9							.8	5.4			
8		1				3		1	1			WBT	5						3			1			WBT	.5					3.5			1.8			
7			2		3		1					WEZC	4				3								WEZC	.4				5.9							
8			3		1		2	1	1			WFMX	7		3				2	1	1				WFMX	.7			4.3				1.6	1.4	1.8		
56		7	2	2			10	2	10	2	2	WPCM	6			1				2			2		WPCM	.6				1.7			1.6			3.2	
29	18	2	1			7	1					WQDR	26	18		1			6	1					WQDR	2.7	16.8		1.4			7.1	.8				
28			3	1		2	11	1		1	9	WRAL	10				1		2	2				5	WRAL	1.0				1.7		2.4	1.6			6.0	
12	4	1				4	2				1	WROQ	5	2						2				1	WROQ	.5	1.9					1.6				1.2	
30	10	3		1		6					10	WSLQ	11	7					3					1	WSLQ	1.1	6.5				3.5					1.2	
15		1	1			3	1	2	1	1		WSOC FM	8		1				2	1	2	1	1		WSOC FM	.8		.9				2.4	.8	2.9	1.8	1.6	
TOTAL LISTENING IN METRO SURVEY AREA													972	107	107	69	60	51	85	124	70	56	63	83													

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

GREENSBORO-W6-HIGH POINT  
OCT/NOV. 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
444	66	62	10	11		52	40	44	29	20	26	*WAAA	437	66	62	10	11		52	40	37	29	20	26	*WAAA	6.6	13.4	8.8	2.0	2.7		9.0	5.5	7.0	6.7	5.0	3.4										
465	86	77	32	22		65	26	13	17	10	88	W AIR	450	86	77	32	22		50	26	13	17	10	88	W AIR	6.8	17.5	11.0	6.5	5.5		8.6	3.6	2.5	3.9	2.5	11.5										
751	60		34	65	119	45	38	29	71	85	111	W BIG	632	60		34	65	76	45	38	29	71	85	93	W BIG	9.5	12.2		6.9	16.2	22.7	7.8	5.2	5.5	16.5	21.3	12.1										
201		21	21	10	20		14	46	26	9	21	*WBUY	201		21	21	10	20		14	46	26	9	21	*WBUY	3.0		3.0	4.3	2.5	6.0		1.9	8.7	6.0	2.3	2.7										
599	20		61	78	22	107	93	34	23	27	85	W COG	599	20		61	78	22	107	93	34	23	27	85	W COG	9.0	4.1		12.3	19.4	6.6	18.4	12.8	6.5	5.3	6.8	11.1										
186		17	19		34	32	12		19	18	9	*WEAL	172		17	19		20	32	12		19	18	9	*WEAL	2.6		2.4	3.8		6.0	5.5	1.7		4.4	4.5	1.2										
1317		82	131	154	94	31	243	143	121	113	62	W GLO	975		52	102	101	94	31	132	121	107	97	62	W GLO	14.7		7.4	20.6	25.1	28.1	5.3	18.2	23.0	24.8	24.3	8.1										
245	23		27		39	19		14	14	34		*WGWR	203	23		27		39	19		14	14	34		*WGWR	3.1	4.7		5.5		11.6	3.3		2.7	3.2	8.5											
454		22	56	15	38		59	43	9	94	42	*WHPE	270		47	15	22		15	30	9	35	42	*WHPE	4.1			9.5	3.7	6.6		2.1	5.7	2.1	8.8	5.5											
1628	294	196	46	32		340	175	95	72	9	356	W KZL	1342	258	135	46	32		274	148	68	72	9	287	W KZL	20.2	52.4	19.2	9.3	8.0		47.2	20.4	12.9	16.7	2.3	37.5										
373	20	23	35	35	32		27	50	19	10	68	*WMFR	373	20	23	35	35	32		27	50	19	10	68	*WMFR	5.6	4.1	3.3	7.1	8.7	9.6		3.7	9.5	4.4	2.5	8.9										
192		19	11	11	46	16			20	31		*WMFR FM	181		19	11	11	46	16			20	31		*WMFR FM	2.7		2.7	2.2	2.7	13.7	2.8			4.6	7.8											
155		22	19	10			22	48	9			*WPET	143		22	19	10			22	36	9			*WPET	2.2			4.5	4.7	3.0			4.2	8.4	2.3											
804	108	100	69		14	36	155	62			237	W QMG	584	108	78	69			36	102	49		142	W QMG	8.8	22.0	11.1	14.0			6.2	14.1	9.3			18.5											
1400	191	193	106	19	22	246	177	72	25	40	309	W RQK	974	108	157	67	19	11	189	145	56	25	40	157	W RQK	14.6	22.0	22.4	13.6	4.7	3.3	32.6	20.0	10.6	5.8	10.0	20.5										
1091	175	141	24	61		171	138	40	90		237	W SEZ	654	86	129	17	32		106	75	40	38		117	W SEZ	9.8	17.5	18.4	3.4	8.0		18.3	10.3	7.6	8.8		15.3										
1310	39	88	89	148	77	118	115	87	100	93	74	W SJS	1088	19	88	89	111	69	73	115	79	100	70	74	W SJS	16.4	3.9	12.5	18.0	27.6	20.6	12.6	15.9	15.0	23.2	17.5	9.7										
152		18		10	44		15		27	38		*WTNC	140		18		10	44		15		15	38		*WTNC	2.1		2.6		2.5	13.1		2.1		3.5	9.5											
83			10	10	31					9		*WTNC FM	73			10	10	31					9		*WTNC FM	1.1			2.0	2.5	9.3					2.3											
352		17	32	35	11	8	63	11	49	10		W TOB	258		17	11	35	11	8	37	11	49	10		W TOB	3.9		2.4	2.2	8.7	3.3	1.4	5.1	2.1	11.4	2.5											
2431	203	355	214	193	147	131	241	234	211	144	268	W TOR	1186	30	157	117	94	88	50	169	108	94	73	127	W TOR	17.8	6.1	22.4	23.7	23.4	26.3	8.6	23.3	20.5	21.8	18.3	16.6										
81		10		6	6		7	6	12	5		*WYDK	81		10		6	6		7	6	12	5		*WYDK	1.2		1.4		1.5	1.8		1.0	1.1	2.8	1.3											
312	26	35	21	10	10	76	12	21	21	9	23	W BT	170		10	13	10		76		11	21	9		W BT	2.6		1.4	2.6	2.5		13.1		2.1	4.9	2.3											
172		18	38	21	23		12	6	20	20		W EZC	128		18	6	21	23			6	20	20		W EZC	1.9		2.6	1.2	5.2	6.9			1.1	4.6	5.0											
297			56	38	29		48	34	21	25	46	W FMX	247			44	38	22		48	21	21	18	35	W FMX	3.7			8.9	9.5	6.6		6.6	4.0	4.9	4.5	4.6										
525		36	41	56			87	26	52	40	77	W PCM	141				23			36			40		W PCM	2.1				5.7			5.0			10.0											
288	131	36	10			74	28	9				W QDR	207	105		10			55	28	9				W QDR	3.1	21.3		2.0			9.5	3.9	1.7													
568	26		57	47	11	99	95	46	14	10	163	W RAL	275			13	13	11	69	39	25	14		91	W RAL	4.1			2.6	3.2	3.3	11.9	5.4	4.8	3.2		11.9										
258	90	19				91	13				45	W ROQ	132	37					49	13				33	W ROQ	2.0	7.5					8.4	1.8			4.3											
367	113	23		33	12	72	20		8	12	74	W SLQ	146	77					49			8		12	W SLQ	2.2	15.7					8.4			1.9		1.6										
471	31	32	64	23	23	54	24	54	29	43	21	W SOC FM	219		18	22	23	11	15	24	21	29	32	11	W SOC FM	3.3		2.6	4.5	5.7	3.3	2.6	3.3	4.0	6.7	8.0	1.4										
TOTAL LISTENING IN METRO SURVEY AREA												6257	492	644	472	391	319	547	715	502	410	385	755													94.1	99.9	91.7	95.5	97.3	95.2	94.3	98.6	95.4	95.1	96.3	98.6

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON





# Cume Listening Estimates

GREENVILLE-SPARTANBURG, SC  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
70		16	7	10			7		18			*WCKI	70		16	7	10			7		18			*WCKI	1.5		3.3	2.2	3.7				1.4		6.1		
69		8	17					13				*WEAB	69		8	17						13			*WEAB	1.5		1.6	5.2						3.7			
535	33	41	64	74	28		70	35	63	34	15	*WESC	322	33	19	29	56	11		40	17	41	11	15	*WESC	7.0	8.3	3.9	8.9	20.6	4.7			8.1	4.9	13.8	4.0	2.8
2081	228	203	226	238	111	112	262	172	174	137	121	WESC FM	932	103	127	91	140	27	69	123	84	40	53	39	WESC FM	20.4	25.9	25.8	28.0	51.5	11.5	18.5	24.8	24.0	13.5	19.1	7.4	
981	31	120	71	42	47	36	140	40	93	70	135	WFBC	712	31	70	60	42	26	36	90	40	58	50	89	WFBC	15.6	7.8	14.2	18.5	15.4	11.1	9.7	18.1	11.4	19.5	18.1	16.9	
2541	351	358	132	104	68	243	401	134	146	71	328	WFBC FM	1253	144	225	77	78	38	129	231	59	59	34	114	WFBC FM	27.4	36.2	45.7	23.7	28.7	16.2	34.7	46.6	16.9	19.9	12.3	21.6	
764	42	58	52	7	12	148	65	59	51	32	169	*WHYZ	561	17	35	41		12	83	59	47	37	13	148	*WHYZ	12.3	4.3	7.1	12.6		5.1	22.3	11.9	13.4	12.5	4.7	28.0	
178	14	11	19			20	11		47	11	13	25	*WKDY	178	14	11	19		20	11		47	11	13	25	*WKDY	3.9	3.5	2.2	5.8		8.5	3.0		13.4	3.7	4.7	4.7
127	14	16		36	21			9	8	5		*WMRB	110	14	16		19	21			9	8	5		*WMRB	2.4	3.5	3.3		7.0	9.0			2.6	2.7	1.8		
192	20			7	23	8	20		26	17		WMUU FM	115	20			7	11	8			12	6		WMUU FM	2.5	5.0			2.6	4.7	2.2			4.0	2.2		
630	90	94	32		13	67	83	64	27	18	127	WORD	566	64	94	10		13	67	83	64	27	18	111	WORD	12.4	16.1	19.1	3.1		5.6	18.0	16.7	18.3	9.1	6.5	21.0	
706	55	107	21	7	9	72	147	54	20	5	160	WQOK	706	55	107	21	7	9	72	147	54	20	5	160	WQOK	15.4	13.8	21.7	6.5	2.6	3.8	19.4	29.6	15.4	6.7	1.8	30.3	
659	41	59	48	23	39	8	33	51	21	75	45	WSPA	539	41	59	48		26		18	51	21	54	45	WSPA	11.8	10.3	12.0	14.8		11.1		3.6	14.6	7.1	19.5	8.5	
1386	47	58	62	140	174	27	99	82	132	215	17	WSPA FM	729	47	26	59	60	75	19	64	57	55	92	17	WSPA FM	15.9	11.8	5.3	18.2	22.1	32.1	5.1	12.9	16.3	18.5	33.2	3.2	
-----																																						
305		11	10	29	25		27	42	36	13	25	*WAGI	74		11	10		7			15	4	7		*WAGI	1.6		2.2	3.1		3.0				4.3	1.3	2.5	
805	74	133	37	22	51	71	131	31	45	52	129	WAIM FM	330	41	69	15	7	12	46	64	11	4	12	44	WAIM FM	7.2	10.3	14.0	4.6	2.6	5.1	12.4	12.9	3.1	1.3	4.3	8.3	
1508	306	176	55	38	20	271	133	70	54	28	352	WANS FM	767	219	120	44			130	64	29	23	10	123	WANS FM	16.8	55.0	24.4	13.5			34.9	12.9	8.3	7.7	3.6	23.3	
1016	39	106	44	137	93	52	107	68	51	121	53	WGXL	500	14	53	44	62	38	30	43	43	30	40	25	WGXL	10.9	3.5	10.8	13.5	22.8	16.2	8.1	8.7	12.3	10.1	14.4	4.7	
376	40	11	20	10	25	22	56	57	46	11	28	WKIT	116	14	11	7	10	13		10	27	12		12	WKIT	2.5	3.5	2.2	2.2	3.7	5.6		2.0	7.7	4.0		2.3	

TOTAL LISTENING IN METRO SURVEY AREA	4309	398	492	308	272	188	364	471	339	257	251	510		94.1	99.9	99.9	94.8	99.9	80.3	97.8	95.0	96.9	86.5	90.6	96.6
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Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

HARRISBURG  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
24	1	3	1	2	6	1	2	1	1	3	1	WCMB	21	1	2		2	6	1	2		1	3	1	WCMB	3.2	1.6	3.3		5.1	13.3	1.6	3.2		2.0	6.0	1.9	
15		2	1	1		7				2	2	WFEC	15		2	1	1		7				2	2	WFEC	2.3		3.3	2.9	2.6		11.5			4.1		3.7	
135		7	9	8	15		7	10	8	25	2	WHP	116		6	7	8	12		4	8	8	22	2	WHP	17.6		9.8	20.6	20.5	26.7		6.5	16.0	16.3	44.0		3.7
106	1	7	5	5	12	5	12	9	12	15	2	WHP FM	80	1	6	4	4	11	3	8	7	5	10	2	WHP FM	12.1	1.6	9.8	11.8	10.3	24.4	4.9	12.9	14.0	10.2	20.0	3.7	
39	6	4	3	3	2	4	5	3	5	1	1	*WHYL	38	6	4	3	3	2	3	5	3	5	1	1	*WHYL	5.8	9.8	6.6	8.8	7.7	4.4	4.9	8.1	6.0	10.2	2.0	1.9	
10	1		1	1		2	1	4				*WIOO	10	1		1	1		2	1	4				*WIOO	1.5	1.6		2.9	2.6		3.3	1.6	8.0				
43	10	5	1	1	1	3	9	5	3	1	3	WKBO	39	10	5	1	1	1	1	8	4	3	1	3	WKBO	5.9	16.4	8.2	2.9	2.6	2.2	1.6	12.9	8.0	6.1	2.0	5.6	
18			1	1	1		7	3	1	2		*WQIN	18			1	1	1		7	3	1	2		*WQIN	2.7			2.9	2.6	2.2		11.3	6.0	2.0	4.0		
24	2	4		2		11					5	WQVE	23	2	4		2		10					5	WQVE	3.5	3.3	6.6		5.1		16.4					9.3	
41	7	6	4			4	6	1	2	1	10	WSFM	39	7	5	3			4	6	1	2	1	10	WSFM	5.9	11.5	8.2	8.8			6.6	9.7	2.0	4.1	2.0	18.5	
68	32	8	1			14	2		1		10	WTPA	48	23	6				13	2				4	WTPA	7.3	37.7	9.8				21.3	3.2				7.4	
6		1	1			3	1					WZUE	5		1	1			2	1					WZUE	.8		1.6	2.9			3.3	1.6					
57		1	1	7	9		5	2	12	5		WNCE	13				2	1				1	6		WNCE	2.0				5.1	2.2			2.0	12.2			
94	8	15	7	1	1	13	10	6	1		31	WQXA	33	1	8	3			2	3	2			14	WQXA	5.0	1.6	13.1	8.8			3.3	4.8	4.0			25.9	
13	7	5				1						WRHY	5		4				1						WRHY	8		6.6			1.6							
97	8	11	10	6	2	12	11	12	13	6	2	WRKZ	56	6	4	7	4	1	9	4	10	7	2	1	WRKZ	8.5	9.8	6.6	20.6	10.3	2.2	14.8	6.5	20.0	14.3	4.0	1.9	
58	2	3	1	9	10	3	6	6	9	8		WSBA FM	13			1	1		4	1	3	3			WSBA FM	2.0				2.6	2.2		6.5	2.0	6.1	6.0		
21	3	2				5	4	1		1	4	*WUFM	2											2	*WUFM	.3											3.7	
33	7	2				7	9		1	1	6	*WYCR	2							2						*WYCR	.3						3.2					
7		1					1				5	WIKZ	7		1					1				5	WIKZ	1.1		1.6					1.6					9.3
4						2		1				WQKX	3							2						WQKX	.5					3.3						
TOTAL LISTENING IN METRO SURVEY AREA													659	61	61	34	39	45	61	62	50	49	50	54														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

HARRISBURG  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
599	19	58	54	49	43	78	57	29	33	45	47	WCMB	493	19	46	22	49	43	54	50	23	33	40	35	WCMB	13.5	7.0	13.7	8.5	21.0	20.8	18.9	14.3	8.3	13.1	16.8	8.1
189		24	15	8		42	24	23	32	5	16	WFEC	182		24	15	8		42	24	23	25	5	16	WFEC	5.0		7.2	5.8	3.4		14.7	6.9	8.3	10.0	2.1	3.7
1647	19	94	168	161	171	31	115	119	119	208	68	WHP	1319	19	74	119	124	131	23	76	105	111	170	62	WHP	36.0	7.0	22.1	46.1	53.2	63.3	8.0	21.7	37.8	44.2	71.4	14.4
1284	19	90	72	81	146	23	96	89	158	162	53	WHP FM	939	19	56	53	64	97	15	71	67	101	112	47	WHP FM	25.6	7.0	16.7	20.5	27.5	46.9	5.2	20.3	24.1	40.2	47.1	10.9
378	37	21	65	31	14	44	44	28	40	9	22	*WHYL	350	37	21	59	31	14	36	37	28	33	9	22	*WHYL	9.6	13.7	6.3	22.9	13.3	6.8	12.6	10.6	10.1	13.1	3.8	5.1
190	18	12	18	20	5	29	22	22	15		15	*WIOO	190	18	12	18	20	5	29	22	22	15	15	15	*WIOO	5.2	6.6	3.6	7.0	8.6	2.4	10.1	6.3	7.9	6.0		3.5
798	39	130	59	26	39	46	138	69	47	33	118	WKBO	700	39	99	49	26	39	38	118	62	39	33	104	WKBO	19.1	14.4	29.6	19.0	11.2	18.8	13.3	33.7	22.3	15.5	13.9	24.2
160		6	22	10	5		29	32	5	10	32	*WQIN	160		6	22	10	5		29	32	5	10	32	*WQIN	4.4		1.8	8.5	4.3	2.4		8.3	11.5	2.0	4.2	7.4
381	56	59		15		93	11	8	18	4	117	WQVE	334	46	59		10		79	11	8	13	4	104	WQVE	9.1	17.0	17.6		4.3		27.6	3.1	2.9	5.2	1.7	24.2
713	58	116	53		16	111	125	37	28	14	155	WSFM	632	58	97	46		16	103	111	31	21	14	135	WSFM	17.2	21.4	29.0	17.8		7.7	36.0	31.7	11.2	8.4	5.9	31.4
723	199	97	18	26		157	21	12	20	5	154	WTPA	520	153	63	7	21		129	21	8	13	5	92	WTPA	14.2	56.5	18.8	2.7	9.0		45.1	6.0	2.9	5.2	2.1	21.4
134	9	16	12		4	58	10		11		7	WZUE	118	9	16	12		4	42	10		11	7	7	WZUE	3.2	3.3	4.8	4.7		1.9	14.7	2.9		4.4		1.6
652	20	29	21	91	81		52	46	93	100		WNCE	178		6	7	38	15		17	16	24	8		WNCE	4.9		1.8	2.7	16.3	7.2		4.9	5.8	9.6	3.4	
1427	125	168	111	35	4	225	135	103	49	10	447	WQXA	582	28	80	50	21		60	64	54	11	10	196	WQXA	15.9	10.3	23.9	19.4	9.0		21.0	18.3	19.4	4.4	4.2	45.6
258	55	76		10	4	43	13		16		41	WRHY	111	9	41		10		15	6		6		24	WRHY	3.0	3.3	12.2		4.3		5.2	1.7		2.4		5.6
1170	114	109	120	134	60	108	76	115	122	62	110	WRKZ	616	71	43	58	89	29	44	33	79	72	33	48	WRKZ	16.8	26.2	12.8	22.5	38.2	14.0	15.4	9.4	28.4	28.7	13.9	11.2
753	21	29	46	93	86	46	54	54	102	90	19	WSBA FM	205	11	6	6	34	20	7	33	7	20	22	7	WSBA FM	5.6	4.1	1.8	2.3	14.6	9.7	2.4	9.4	2.5	8.0	9.2	1.6
439	47	36	16	16	9	50	68	16	20	6	136	*WUFM	103	21		6	16				5			55	*WUFM	2.8	7.7		2.3	6.9			1.4				12.8
510	49	34	28			96	60	27	25	13	147	*WYCR	83	9	11	7			22	10				24	*WYCR	2.3	3.3	3.3	2.7			7.7	2.9				5.6
73		15				14	10		4		30	WIKZ	73		15				14	10		4	30	WIKZ	2.0		4.5				4.9	2.9		1.6		7.0	
100		12			5	22	5	4		5	29	WQXX	83		5			5	22	5			5	23	WQXX	2.3		1.5			2.4	7.7	1.4			2.1	5.3
TOTAL LISTENING IN METRO SURVEY AREA													3477	271	324	246	216	198	286	344	271	235	220	413	94.9	99.9	96.7	95.3	92.7	95.7	99.9	98.3	97.5	93.6	92.4	96.0	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON



# Cume Listening Estimates

HARTFORD-NEW BRITAIN  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %											
435	108	69	14	19	3	93	22		9	21	31	*WCCC	225	20	42	9	14		63	16		7	8	*WCCC	3.3	4.0	6.2	1.9	3.1		11.7	2.4		1.7	1.0												
2462	668	344	57	32	3	458	173	22	20	17	630	WCCC FM	889	190	120	45	11		172	99	8	14	222	WCCC FM	13.0	38.5	17.6	9.5	2.4		31.9	14.6	1.6	3.4	26.8												
1510	63	188	131	71	25	203	236	129	110	57	229	WDRC	1174	63	138	105	65	10	143	159	97	82	54	176	WDRC	17.1	12.8	20.3	22.1	14.4	2.6	26.5	23.5	19.4	17.4	13.0	21.2										
2669	349	386	111	57	20	348	338	161	77	123	541	WDRC FM	1065	114	138	70	23	10	141	154	68	35	63	145	WDRC FM	15.6	23.1	20.3	14.7	5.1	2.6	26.2	22.7	13.6	7.4	15.1	17.5										
2796	661	367	36	28	41	474	201	50	49	10	879	WHCN	1094	271	154	17	28	10	168	102	8	8	7	321	WHCN	16.0	54.9	22.6	3.6	6.2	2.6	31.2	15.0	1.6	1.7	1.7	38.7										
250		94	17	29	23			16	58	31		WINF	250		34	17	29	23			16	58	31		WINF	3.7		5.0	3.6	6.4	6.1		3.2	12.3	7.5												
360	25	3	28	32		29	42	61	9	7	93	*WKND	353	25	13	28	32		29	42	54	9	7	93	*WKND	5.2	5.1	1.9	5.9	7.1		5.4	6.2	10.8	1.9	1.7	11.2										
2152	44	136	196	152	125	58	203	208	250	232	28	WKSS	858	76	87	71	61	42	77	87	131	72		WKSS	12.5		11.2	18.3	15.7	16.1	7.8	11.4	17.4	27.8	17.3												
159		10		9		11	18		44	7		*WMLB	109		10		9		11	18		44	7		*WMLB	1.6		1.5		2.0		2.0	2.7		9.3	1.7											
1625	43	172	150	199	146	32	89	90	113	128	61	WPOP	1371	43	133	122	177	96	32	81	85	79	98	47	WPOP	20.0	8.7	19.5	25.6	39.2	25.3	5.9	11.9	17.0	16.7	23.6	5.7										
2606	18	157	189	186	257	124	140	209	355	313	37	WRCH	1279		76	122	103	197	19	37	103	183	172	11	WRCH	18.7		11.2	25.6	22.8	51.8	3.5	5.5	20.6	38.8	41.3	1.3										
993	136	156	108	20	18	85	216	68	41	28	92	WRCQ	697	81	91	77	20	10	74	143	68	39	7	70	WRCQ	10.2	16.4	13.4	16.2	4.4	2.6	13.7	21.1	13.6	8.3	1.7	8.4										
6392	148	403	527	590	616	198	392	485	517	593	365	WTIC	3330	96	193	250	347	258	147	242	268	295	266	215	WTIC	48.6	19.4	28.3	52.5	76.8	67.9	27.3	35.7	53.5	62.5	63.9	25.9										
2418	147	304	119	96	57	333	275	136	79	90	520	WTIC FM	1334	129	164	73	46	33	202	146	56	57	52	226	WTIC FM	19.5	26.1	24.1	15.3	10.2	8.7	37.5	21.5	11.2	12.1	12.5	27.3										
-----																																															
1433	71	250	103	57	13	305	267	100	49	20	153	WIOF	710	40	162	62	20	10	143	125	32	7	14	61	WIOF	10.4	8.1	23.8	13.0	4.4	2.6	26.5	18.4	6.4	1.5	3.4	7.4										
2237	285	422	113	60	35	292	403	109	54	59	384	WKCI	385	53	99	19		10	90	44	8	8	7	47	WKCI	5.6	10.7	14.5	4.0		2.6	16.7	6.5	1.6	1.7	1.7	5.7										
1854	472	225	24	44	8	316	189	43	40	11	436	WPLR	383	111	76	9	9		86	15	8	7		62	WPLR	5.6	22.5	11.2	1.9	2.0		16.0	2.2	1.6	1.5		7.5										
1749	119	353	141	41	14	311	465	90	73	12	99	WWYZ	673	51	149	53	41		118	170	24			50	WWYZ	9.8	10.3	21.9	11.1	9.1		21.9	25.1	4.8			6.0										
-----																																															
2066	175	264	50	25	24	354	204	101	48	22	799	WAQY	480	40	34	9		69	40	24			264	WAQY	7.0	8.1	5.0	1.9			12.8	5.9	4.8			31.8											
1413	44	309	131	239	120	6	52	58	153	121	49	WCBS	144		23	17	23	20		7		15	14		WCBS	2.1		3.4	3.6	5.1	5.3		1.0		3.2	3.4											
1567	18	305	160	200	92	93	123	157	126	122	104	WHYN FM	173		10	34	62		17	15	16	8		11	WHYN FM	2.5		1.5	7.1	13.7		3.2	2.2	3.2	1.7		1.3										
1026	18	29	78	113	109	21	49	36	112	128	37	WMAS	85		21	9	9		7		16			15	WMAS	1.2		3.1	1.9	2.0		1.0		3.4			1.8										
1480	130	248	98	47	36	251	185	119	74	43	121	WMAS FM	251	10	63	26		61	38	16	14		23	WMAS FM	3.7	2.0	9.3	5.5			11.3	5.6	3.2	3.0		2.8											
2097	236	295	189	83	13	319	313	139	78	18	389	WNBC	170	10	31	28		10	34	26	8	8		15	WNBC	2.5	2.0	4.6	5.9		2.6	6.3	3.8	1.6	1.7		1.8										
-----																																															
TOTAL LISTENING IN METRO SURVEY AREA												6594	443	660	467	443	370	539	670	461	472	392	782													96.3	89.7	96.9	98.1	98.0	97.4	99.9	98.8	92.0	99.9	94.2	94.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Average Quarter-Hour Listening Estimates

HONOLULU  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
14	3	1	1			3	3	2			1	*KAIM	14	3	1	1						1	*KAIM	14	3	2.2	.9	1.6						2.6	3.9	2.2		1.1
6					1		2	1	1			*KAIM FM	6					1					1	*KAIM FM	6	.6						2.2		2.6	1.1	2.3		
56	4	10	6	2	4	2	5	4	6	1	1	KCCN	56	4	10	6	2	4				1	KCCN	56	5.6	3.0	8.6	9.4	3.1	8.7	2.4	4.4	5.2	6.7	2.3	1.1		
6	2	1				2	1					KDEO	6	2	1								2	KDEO	6	.6	1.5	.9				2.4	.9					
64	30	12			2	12	2				6	KDUK	64	30	12			2	12	2		6	KDUK	64	6.4	22.4	10.3			4.3	14.3	1.8				6.5		
36	3	13	3	1	4	1	3	2		1	2	KGU	36	3	13	3	1	4	1	3	2		1	KGU	36	3.6	2.2	11.2	4.7	1.6	8.7	1.2	2.6	2.6		2.3	2.2	
44	2	6	5	3	6	1	1	1	5	5		KHVH	44	2	6	5	3	6	1	1	1	5	5	KHVH	44	4.4	1.5	5.2	7.8	4.7	13.0	1.2	.9	1.3	5.6	11.4		
142	25	4	7	5		19	14	15	2	2	49	KIKI	142	25	4	7	5		19	14	15	2	2	49	KIKI	14.2	18.7	3.4	10.9	7.8		22.6	12.3	19.5	2.2	4.5	53.3	
36	1	1		8	3	1		1	9	8		KIOE	36	1	1		8	3	1		1	9	8	KIOE	36	3.6	7	.9		12.5	6.5	1.2		1.3	10.1	18.2		
9	1		2	2	1		1		1			*KISA	9	1		2	2	1		1		1	*KISA	9	.9	7		3.1	3.1	2.2		.9		1.1				
18	2	2	3	1	2		2	2	2	2		KJYE	18	2	2	3	1	2		2	2	2	2	KJYE	18	1.8	1.5	1.7	4.7	1.6	4.3		1.8	2.6	2.2	4.5		
107	27	12	4	3		22	17	4	2		15	KKUA	107	27	12	4	3		22	17	4	2	15	KKUA	10.7	20.1	10.3	6.3	4.7		26.2	14.9	5.2	2.2		16.3		
12			1				6	4	1			KMAI	12			1				6	4	1		KMAI	12	1.2			1.6			5.3	5.2	1.1				
17			1		1			1	2	1		KOHO	17			1		1			1	2	1	KOHO	17	1.7			1.6		2.2		1.3	2.2	2.3			
48	2	1	4	7	2	1	1	10	11	4		KORL	48	2	1	4	7	2	1	1	10	11	4	KORL	4.8	1.5	9	6.3	10.9	4.3	1.2	.9	13.0	12.4	9.1			
53	9	12	4	1		3	13	6	3		2	KPOI	53	9	12	4	1		3	13	6	3	2	KPOI	5.3	6.7	10.3	6.3	1.6		3.6	11.4	7.8	3.4		2.2		
22	7	5				4	2				4	KQMQ	22	7	5				4	2			4	KQMQ	2.2	5.2	4.3				4.8	1.8				4.3		
157	6	22	13	19	11	7	20	13	25	7	4	KSSK	157	6	22	13	19	11	7	20	13	25	7	4	KSSK	15.7	4.5	19.0	20.3	29.7	23.9	8.3	17.5	16.9	28.1	15.9	4.3	
37	6	8	1			7	5	2		1	7	KULA	37	6	8	1			7	5	2		1	7	KULA	3.7	4.5	6.9	1.6			8.3	4.4	2.6		2.3	7.6	
23	2		2	2	2		4	2	3	3		KUMU	23	2		2	2	2		4	2	3	3	KUMU	2.3	1.5		3.1	3.1	4.3		3.5	2.6	3.4	6.8			
69	2	3	5	9	7	1	9	3	10	6		KUMU FM	69	2	3	5	9	7	1	9	3	10	6	KUMU FM	6.9	1.5	2.6	7.8	14.1	15.2	1.2	7.9	3.9	11.2	13.6			
6		1					2		1	1		*KZOO	6		1							1	1	*KZOO	6	.6			1.6			1.8		1.1	2.3			
TOTAL LISTENING IN METRO SURVEY AREA												1003	134	116	64	64	46	84	114	77	89	44	92															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

HONOLULU  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
263	24	25	26	27	17		40	25	27	14	38	*KAIM	263	24	25	26	27	17		40	25	27	14	38	*KAIM	4.4	3.2	3.7	6.0	6.9	5.7		6.2	5.6	7.2	6.0	5.3
125	9	8	10	21	9	18		15	12	5		*KAIM FM	125	9	8	10	21	9	18		15	12	5		*KAIM FM	2.1	1.2	1.2	2.3	5.4	3.0		3.4		3.4	3.2	2.1
673	48	101	52	43	38	53	100	67	51	39	20	KCCN	673	48	101	52	43	38	53	100	67	51	39	20	KCCN	11.2	6.3	14.8	12.0	11.0	12.8	9.9	15.5	15.1	13.6	16.6	2.8
147	14	25	10	5	6	34	30		6		17	KDEO	147	14	25	10	5	6	34	30		6		17	KDEO	2.4	1.8	3.7	2.3	1.3	2.0	6.3	4.7		1.6		2.4
700	204	114		8	9	142	33		7	9	167	KDUK	700	204	114		8	9	142	33		7	9	167	KDUK	11.6	26.8	16.7		2.0	3.0	26.5	5.1		1.9	3.8	23.3
878	117	148	56	72	54	43	117	38	39	31	54	KGU	878	117	148	66	72	54	43	117	38	39	31	54	KGU	14.6	15.4	21.7	15.2	18.4	18.1	8.0	18.1	8.6	10.4	13.2	7.5
862	67	109	99	99	94	9	52	44	89	48	31	KHVH	862	67	109	99	99	94	9	52	44	89	48	31	KHVH	14.3	8.8	16.0	22.8	25.3	31.5	1.7	8.1	9.9	23.7	20.4	4.3
1886	368	109	66	47	28	327	192	111	55	14	538	KIKI	1886	368	109	66	47	28	327	192	111	55	14	538	KIKI	31.4	48.4	16.0	15.2	12.0	9.4	61.0	29.8	25.0	14.6	6.0	74.9
424	14	39	29	46	66	7	17	15	74	53	17	KIOE	424	14	39	29	46	66	7	17	15	74	53	17	KIOE	7.1	1.8	5.7	6.7	11.9	22.1	1.3	2.6	3.4	19.7	22.6	2.4
157	14	8	20	18	9	9	21	9	7		28	*KISA	157	14	8	20	18	9	9	21	9	7		28	*KISA	2.6	1.8	1.2	4.6	4.6	3.0	1.7	3.3	2.0	1.9		3.9
322	14	25	23	43	38	16	21	40	50	21	23	KJYE	322	14	25	23	43	38	16	21	40	50	21	23	KJYE	5.4	1.8	3.7	5.3	11.0	12.8	3.0	3.3	9.0	13.3	8.9	3.2
1894	388	168	63	62	5	344	257	78	41	19	432	KKUA	1894	388	168	63	62	5	344	257	78	41	19	432	KKUA	31.5	51.1	24.6	14.5	15.9	1.7	64.2	39.8	17.6	10.9	8.1	60.2
207		25	20			37	61	28	7	5	17	KMAI	207		25	20			37	61	28	7	5	17	KMAI	3.4		3.7	4.6			6.9	9.5	6.3	1.9	2.1	2.4
202		5	10	6	23			19	26	19		KOHO	202		5	10	6	23			19	26	19		KOHO	3.4		.7	2.3	1.5	7.7			4.3	6.9	8.1	
591	34	33	45	81	34	28	17	93	77	35	61	KORL	591	34	33	45	81	34	28	17	93	77	35	61	KORL	9.8	4.5	4.8	10.3	20.7	11.4	5.2	2.6	20.9	20.5	14.9	8.5
366	72	240	52	44	9	86	175	74	28	19	59	KPOI	366	72	240	52	44	9	86	175	74	28	19	59	KPOI	14.4	9.5	35.1	12.0	11.3	3.0	16.0	27.1	16.7	7.4	8.1	8.2
501	136	89	10	7	9	108	42	6	12	9	73	KQMQ	501	136	89	10	7	9	108	42	6	12	9	73	KQMQ	8.3	17.9	13.0	2.3	1.8	3.0	20.1	6.5	1.4	3.2	3.8	10.2
2082	159	225	140	178	118	161	242	191	182	107	220	KSSK	2082	159	225	140	178	118	161	242	191	182	107	220	KSSK	34.6	20.9	32.9	32.2	45.5	39.6	30.0	37.5	43.0	48.4	45.5	30.6
787	148	103	29	18		160	87	34	7	14	187	KULA	787	148	103	29	18		160	87	34	7	14	187	KULA	13.1	19.5	15.1	6.7	4.6		29.9	13.5	7.7	1.9	6.0	26.0
475	29	4	36	99	26		56	81	69	46		KUMU	475	29	4	36	99	26		56	81	69	46		KUMU	7.9	3.8	2.0	8.3	25.3	8.7		8.7	18.2	18.4	19.6	
774	43	75	59	95	71	34	111	65	60	45	18	KUMU FM	774	43	75	59	95	71	34	111	65	60	45	18	KUMU FM	12.9	5.7	11.0	13.6	24.3	23.8	6.3	17.2	14.6	16.0	19.1	2.5
145	14	5	10	6	5		7		12	14		*KZOO	145	14	5	10	6	5		7		12	14		*KZOO	2.4	1.8	.7	2.3	1.5	1.7		1.1		3.2	6.0	
TOTAL LISTENING IN METRO SURVEY AREA												5733	741	641	389	369	263	530	630	419	369	219	718	95.3	97.5	93.9	89.4	94.4	88.3	98.9	97.7	94.4	98.1	93.2	99.9		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.





# Cume Listening Estimates

HOUSTON-GALVESTON  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %	
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %	18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %		
648	44	36	55	39	23	25	119	70	19	67	49	*KCOH	624	44	36	55	39	23	25	119	61	19	61	40	*KCOH	2 5	2 3	1 2	2 8	2 7	1 9	1 2	4 0	3 1	1 3	4 9	1 3	
2448	88	865	280	192	100	184	287	208	152	127	260	KENR	2402	88	343	280	192	100	184	276	206	141	127	260	KENR	9 8	4.5	11 6	14 5	13 2	8 5	8 9	9 4	10 5	9 5	10 1	8 2	
844	80	140	84	25	15	183	109	55	33	16	83	*KEYH	844	80	140	84	25	15	183	109	55	33	16	83	*KEYH	3 4	4 1	4 7	4 4	1 7	1 3	8 9	3.7	2 8	2 2	1 3	2 6	
2515	298	155	149	19	36	477	439	189	60	8	427	KFMK	2408	298	333	149	19	19	424	437	189	60	8	414	KFMK	9 8	15 3	11 2	7 7	1 3	1 6	20 5	14 8	9 6	4 1	6 13	1	
271	24	27	14		6	44	51	34	3	21	16	KGOL	247	24	19	14		44	46	34		19	16	KGOL	1 0	1 2	6	7			2 1	1 6	1 7		1 5	5		
421		38	39		37	38	48	57	58	44	27	KHCB	416		38	34		37	38	48	57	58	44	27	KHCB	1 7		1 3	1 8		3 1	1 8	1 6	2 9	3 9	3 5	9	
1370		149	222	87	39	109	293	115	75	71	97	*KIKK	1248		218	207	81	37	109	280	106	50	66	85	*KIKK	5 1		7 3	10 7	5 6	3 1	5 3	9 5	5 4	3 4	5 3	2 7	
5430	379	111	577	344	135	513	881	440	224	75	839	KIKK FM	4972	326	725	537	329	123	467	820	407	220	62	744	KIKK FM	20 3	16 7	24 4	27 8	22 6	10 4	22 6	27 9	20 7	14 9	4 9	23 6	
278		38	12	31			39	19	23		12	*KIKR	232		19		31			34	9	23		12	*KIKR	9		6			2 1		1 2	5	1 6		4	
3387	398	153	206	72	55	319	540	227	103	77	633	KILT	2967	334	485	200	72	43	293	495	207	81	68	510	KILT	12 1	17 1	16 3	10 4	4 9	3 6	14 2	16 8	10 5	5 5	5 4	16 2	
2147	468	389	55		63	418	210	51	13	26	445	KILT FM	1995	431	368	55		63	406	201	48	13	20	381	KILT FM	8 1	22 1	12 4	2 8		5 3	19 7	6 8	2 4	9	1 6	12 1	
708	110	55	84	35	23	99	128	50	33	16	32	*KLAT	708	110	55	84	35	23	99	128	50	33	16	32	*KLAT	2 9	5 6	1 9	4 4	2 4	1 9	4 8	4 3	2 5	2 2	1 3	1 0	
1016		98	123	66	57	54	73	127	94	75	17	KLEF	901		77	104	66	57	29	73	107	94	75	17	KLEF	3 7		2 6	5 4	4 5	4 8	1 4	2 5	5 5	6 4	6 0	5	
2239	543	199	102		11	428	114	70	20		643	KLOL	2034	443	268	102		11	398	109	70	20		604	KLOL	8 3	22 7	9 0	5 3		9	19 3	3 7	3 6	1 4		19 1	
489	40	81	65		15	63	87	45	13	20	34	*KLVL	489	40	81	65		15	63	87	45	13	20	34	*KLVL	2 0	2 0	2 7	3 4		1 3	3 0	3 0	2 3	9	1 6	1 1	
4145	632	553	262	124	77	552	560	333	105	39	846	KMJQ	3954	614	542	240	114	77	539	549	318	105	25	775	KMJQ	16 1	31 4	18 3	12 4	7 8	6 5	26 1	18 7	16 2	7 1	2 0	24 6	
1212		174	110	170	55	86	148	176	82	85	43	KNUZ	1210		174	110	170	55	86	148	174	82	85	43	KNUZ	4 9		5 9	5 7	11 7	4 7	4 2	5 0	8 9	5 6	6 8	1 4	
3011	59	184	258	297	266	113	392	321	328	282	67	KODA	2721	24	184	237	256	254	94	384	307	296	252	32	KODA	11 1	1 2	6 2	12 3	17 6	21 5	4 5	13 0	15 6	20 0	20 1	1 0	
3461	24	253	401	367	361	68	207	189	345	385	77	KPRC	3293	24	253	401	337	348	50	207	189	331	365	77	KPRC	13 4	1 2	8 5	20 8	23 1	29 5	2 4	7 0	9 6	22 4	29 1	2 4	
1612		58	247	201	151	22	212	212	176	145	32	KQUE	1577		58	237	186	151	22	212	212	173	138	32	KQUE	6 4		2 0	12 3	12 8	12 8	1 1	7 2	10 8	11 7	11 0	1 0	
4275	692	455	225	94	19	573	529	260	83	24	1312	KRBE	3918	567	448	214	93	19	508	513	247	68	21	1211	KRBE	16 0	29 0	15 1	11 1	6 4	1 6	24 6	17 4	12 6	4 6	1 7	38 4	
3207	406	311	113	70	59	513	346	289	73	63	868	KRLY	3117	406	311	113	68	59	465	340	283	73	63	840	KRLY	12 7	20 8	10 5	5 9	4 7	5 0	22 5	11 6	14 4	4 9	5 0	26 6	
2143	231	295	63	19	38	471	313	120	31	43	494	KSRR	2124	231	295	63	19	38	471	313	120	31	43	475	KSRR	8 7	11 8	9 9	3 3	1 3	3 2	22 8	10 6	6 1	2 1	3 4	15 1	
4513	93	368	367	549	394	133	246	208	457	458	120	KTRH	3686	83	353	333	458	312	133	224	185	373	352	108	KTRH	15 0	4 2	11 9	17 2	31 4	26 4	6 4	7 6	9 4	25 3	28 0	3 4	
2537	199	556	258	106	67	112	522	143	110	87	240	KULF	2348	146	519	258	106	67	112	517	133	99	81	194	KULF	9 6	7 5	17 5	13 4	7 3	5 7	5 4	17 6	6 8	6 7	6 4	6 1	
762	81	76	34		92	21	99	36	42	111	33	KXYZ	741	81	76	29		90	21	99	36	42	97	33	KXYZ	3 0	4 1	2 6	1 5		7 6	1 0	3 4	1 8	2 8	7 7	1 0	
3121	106	168	202	360	267	162	334	276	364	326	67	KYND	2947	106	168	197	340	256	150	330	249	351	310	55	KYND	12 0	5 4	5 7	10 2	23 3	21 7	7 3	11 2	12 7	23 8	24 7	1 7	
807	59	64	86	14	36	59	115	88	59	45	62	KYOK	798	59	64	86	14	36	59	115	79	59	45	62	KYOK	3 3	3 0	2 2	4 5	1 0	3 1	2 9	3 9	4 0	4 0	3 6	2 0	
TOTAL LISTENING IN METRO SURVEY AREA													23333	1905	2839	1866	1292	1136	2029	2838	1874	1432	1169	3007		95 1	97 5	95 7	96 6	88 6	96 3	98 2	96 4	95 5	97 0	93 1	95 3	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
76	23	9	3		1	8	9	5	1		17	WAMX	61	18	8	3		1	6	8	5		12	WAMX	16.7	51.4	17.4	13.0		8.3	20.7	21.1	19.2		32.4					
2											1	WCAK	2										1	WCAK	5										3.7					
8					1		1	1	1		1	WCMJ	5							1	1	1	1	WCMJ	1.4						2.6	3.8	3.6	3.7						
26	1	1	2		3	2	2	1	3	4		WEMM	14		1	2		1	1	1	1	1	1	WEMM	3.8		2.2	8.7		8.3	3.4	2.6	3.8	3.6	3.7					
44	1	4	6	3	1	1	7	3	3	2	2	WGNT	43	1	4	6	3	1	1	7	3	3	2	WGNT	11.8	2.9	8.7	26.1	17.6	8.3	3.4	18.4	11.5	10.7	7.4	2.7				
50	1	2	3	6	5		8	4	9	9		WHEZ	45		2	3	6	5		5	4	9	8	WHEZ	12.3		4.3	13.0	35.3	41.7		13.2	15.4	32.1	29.6					
37	1	16	4			3	3	1	1	5		*WHTN	23	1	8	1		1	2	1	1	5	*WHTN	6.3	2.9	17.4	4.3			3.4	5.3	3.8	3.6	18.5						
135	23	12	14	1		17	8	10	5	1	41	WKEE	69	9	7	2	1		11	6	3	5	22	WKEE	18.9	25.7	15.2	8.7	5.9		37.9	15.8	11.5	17.9	59.5					
172	24	28	18	1		20	11	11	6	6	41	TOTAL	92	10	15	3	1		12	8	4	6	22	TOTAL	25.2	28.6	32.6	13.0	5.9		41.3	21.1	15.3	21.5	18.5					
7		1				1	1		1	1		*WIRO	7		1			1	1		1	1	1	*WIRO	1.9		2.2			8.3	3.4	2.6		3.6	3.7					
6		1		1				1	1	1		*WITO	5		1		1				1	1	1	*WITO	1.4		2.2		5.9					3.6	3.7					
5				1				3		1		*WKSD	5			1					3		1	*WKSD	1.4			5.9				11.5		3.7						
-1			1			1			1	1		*WNST	-1										1	*WNST	1.9			4.3		16.7	3.4		3.8	3.7						
7		1				2	1		1	1		WNST FM	7			1		2	1		1	1	1	WNST FM	1.9			4.3		16.7	3.4		3.8	3.7						
7		1				2	1		1	1		TOTAL	7			1		2	1		1	1	1	TOTAL	1.9			4.3		16.7	3.4		3.8	3.7						
44		7	4	4	1	4	5	3	5	5		*WTCR	39		6	3	4		4	5	2	5	4	*WTCR	10.7		13.0	13.0	23.5		13.8	13.2	7.7	17.9	14.8					
11	1	4				1	1		1	3		WKLC FM	6	1	4				1					WKLC FM	1.6	2.9	8.7			3.4										
17	2	1	1	1		1	1		1	4		WPAY FM	2		1								1	WPAY FM	.5		2.2								2.7					
TOTAL LISTENING IN METRO SURVEY AREA												365	35	46	23	17	12	29	38	26	28	27	37																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA												
TOT. FERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1017	173	27	27	17	35	140	108	44	32	18	288	WAMX	726	99	94	27	17	35	99	92	37	22	9	187	WAMX	28.8	54.7	38.7	15.1	11.2	25.0	51.8	35.8	18.9	13.5	5.5	62.8	
126			11	13	15	23		11	20	9	9	WCAK	126			11	13	15	23		11	20	9	9	WCAK	5.0			6.1	8.6	10.7	12.0		5.6	12.3	5.5	3.0	
234	8	20	10		24	15	26	18	9	29	29	WCMI	221	8	20	10		21	15	26	18	9	29	29	WCMI	8.8	4.4	8.2	5.6		15.0	7.9	10.1	9.2	5.5	17.7	9.7	
419	22	16	32	17	63	26	30	35	32	41	9	WEMM	268	9	12	32	17	27	8	11	35	22	14	9	WEMM	10.6	5.0	4.9	17.9	11.2	19.3	4.2	4.3	17.9	13.5	8.5	3.0	
759	19	79	66	49	28	25	105	56	56	37	84	WGNT	737	19	75	66	49	24	25	105	56	56	37	70	WGNT	29.2	10.5	30.9	36.9	32.2	17.1	13.1	40.9	28.6	34.4	22.6	23.5	
528	8	47	41	49	35	15	84	42	60	62	21	WHEZ	453		42	41	45	31	15	64	42	56	36	21	WHEZ	18.0		17.3	22.9	29.6	22.1	7.9	24.9	21.4	34.4	22.0	7.0	
426	41	53	67	18		54	53	32	21	20	22	*WHTN	310	27	28	29	18		44	44	30	21	20	9	*WHTN	12.3	14.9	11.5	16.2	11.8		23.0	17.1	15.3	12.9	12.2	3.0	
1769	237	251	81	26	5	262	132	97	70	30	510	WKEE	918	81	108	32	26	5	146	89	63	48	9	249	WKEE	36.4	44.8	44.4	17.9	17.1	3.6	76.4	34.6	32.1	29.4	5.5	83.6	
1926	255	263	12C	31	5	269	150	117	77	46	510	TOTAL	1058	98	121	56	31	5	153	108	80	55	25	249	TOTAL	42.0	54.1	49.8	31.3	20.4	3.6	80.1	42.0	40.8	33.7	15.2	83.6	
280	15	38	16	29	24	7	34	25	24	31	11	*WIRO	270	15	38	16	29	14	7	34	25	24	31	11	*WIRO	10.7	8.3	15.6	8.9	19.1	10.0	3.7	13.2	12.8	14.7	18.9	3.7	
112		13	10	14	5		6	17	12	9	11	*WITO	90		13	10	6	5		6	11	12	9	3	*WITO	3.6		5.3	5.6	3.9	3.6		2.3	5.6	7.4	5.5	1.0	
89	17	8		7	6	8		4	10	4	10	*WKSD	89	17	8		7	6	8		4	10	4	10	*WKSD	3.5	9.4	3.3		4.6	4.3	4.2		2.0	6.1	2.4	3.4	
77	10		7	21	6		9	4	12			*WNST	77	10		7	21	6		9	4	12			*WNST	3.1	5.5		3.9	13.8	4.3			4.6	2.5	7.3		
134		10	21	27	7		9	14	10	12	12	WNST FM	108			10	21	11		9	4	10	12	12	WNST FM	4.3			5.6	13.8	7.9	3.7		4.6	2.5	6.1	4.0	
180	10		17	35	27	7		13	14	21	12	TOTAL	154	10		17	35	11	7		13	4	21	12	TOTAL	6.1	5.5		9.5	23.0	7.9	3.7		6.6	2.5	12.8	4.0	
527		80	61	41	14	33	63	54	47	31	6	*WTCR	450		63	43	41	10	22	61	45	45	19	4	*WTCR	17.9		25.9	24.0	27.0	7.1	11.5	23.7	23.0	27.6	11.6	1.3	
206	10	20	8	7		23	31	16	17	6	68	WKLC FM	87	10	8		7		23	8	3	6		22	WKLC FM	3.5	5.5	3.3		4.6		12.0	3.1	1.5	3.7		7.4	
334	35	27	23	27	5	31	19	18	19	45	15	WPAY FM	113		27	5	10	5	8	6	10	6	18	3	WPAY FM	4.5		11.1	2.8	6.6	3.6	4.2	2.3	5.1	3.7	11.0	1.0	
TOTAL LISTENING IN METRO SURVEY AREA													2363	174	236	173	130	124	191	242	180	156	150	290		93.8	96.1	97.1	96.6	85.5	88.6	99.9	94.2	91.8	95.7	91.5	97.3	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

INDIANAPOLIS  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
63			1	2	8		1	5	12	6		*WATI	52			1	1	8		1	5	8	5		*WATI	37			1	1	3	11	9		.7	4	3	8	6	5	7								
16							1		10	1		*WBRI	14							1		8	1		*WBRI	10								7			8	6	1	1									
4					1				2	2		*WCBK	4					1				1	2		*WCBK	3							1.5				1	1	2	3									
14			1		3				3	1	4	*WCBK FM TOTAL	9								3	2	2		*WCBK FM TOTAL	.6							3.0			2	6	2	3										
9				4								*WFBM	6				4								*WFBM	.4						5.3				2	6	1	1	4.6									
189	52	41	1	2		32	15	3		3	38	WFBQ	105	22	26	1	1		21	7	1		1	23	WFBQ	7.4	16	7	17	6	1.1	1.3			17	4	4	8	9		1.1	14	7						
146	9	15	20	8	9	8	21	25	12	9	3	WFMS	127	8	10	17	7	9	7	19	22	12	8	3	WFMS	9.0	6	1	6	8	17	9	9	2	13	4	5	8	13	0	19	1	12	9	9	2	1	9	
256	14	25	20	21	21	11	24	23	23	25	4	WIBC	220	13	17	17	18	16	9	20	22	20	22	3	WIBC	15.6	9	8	11	5	17	9	23	7	23	9	7	4	13	7	19	1	21	5	25	3	1	9	
27	3	5	2		1	2	5	2		1	3	WIFE	26	3	5	2		1	1	5	2		1	3	WIFE	1	8	2	3	4	2		1	5		8	3	4	1	7		1	1	1	9				
197	22	16	4			39	25	14	3	1	70	WIKS	114	14	11	3			18	11	9	2		46	WIKS	8	1	10	6	7	4	3	2			14	9	7	5	7	8	2	2		29	5			
143	5	16	12	20	12	2	10	17	9	12		WIRE	131	5	14	11	18	10	2	9	16	7	11		WIRE	9	3	3	8	9	5	11	6	23	7	14	9	1	7	6	2	13	9	7	5	12	6		
191	43	24	5	2		35	26	3	1	1	50	WNAP	139	30	17	5	2		18	22	3		1	41	WNAP	9	9	22	7	11	5	5	3	2	6		14	9	15	1	2	6		1	1	26	3		
90	11	16	9	4		13	15	9	5	1	6	WNDE	71	9	15	9	1		9	13	8	3		3	WNDE	5	0	6	8	10	1	9	5	1	3		7	4	8	9	7	0	3	2		1	9		
5		1					1		1	1		WNNTS	5		1					1		1	1		WNNTS	4						7						7			1	1	1	1					
5							1		1		1	*WSVL FM	5							1		1		1	*WSVL FM	4											7			1	1					.6			
134	18	14	8	4	3	24	17	5	7	3	26	WTLC	131	17	13	8	4	3	24	17	5	6	3	26	WTLC	9	3	12	9	8	8	4	5	3	4	5	19	8	11	6	4	3	6	5	3	4	16	7	
15		1	2	5			2		3			*WXIR	6		1	2				2		1			*WXIR	4						7	2	1				1	4			1	1						
8								1	1	2		*WXLW	7									1	1	2	*WXLW	5													9	1	1	2	3						
192	3	11	15	18	13	9	12	14	28	25	1	WXTZ	146	2	9	13	14	11	8	10	12	18	18	1	WXTZ	10	3	1	5	6	1	13	7	18	4	16	4	6	6	6	8	10	4	19	4	20	7		.6
81	9	5	6	5	6	8	5	8	5	4	5	*WGTC	25	2	3	1		2		4	2	1	1		*WGTC	1	8	1	5	2	0	1	1		3	0		2	7	1	7	1	1	1	1				
31		3	3	5	1	3	2	9	3	2		WLHN	7			1	3		2		1				WLHN	5											1	7			.9								

TOTAL LISTENING IN METRO SURVEY AREA    1411   132   148   95   76   67   121   146   115   93   87   156

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

 INDIANAPOLIS  
 FALL 1980

 MONDAY-SUNDAY  
 6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS-METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64							
634		13	40	47	109		20	62	67	61	5	*WATI	521		13	32	36	89		20	62	60	53	5	*WATI	5	5	1	3	4	6	6	3	18	5		1	9	8	6	10	0	9	9	4				
:99		7		26	9	6	20			43	20	*WBRI	171		7		13	9	6	20		39	20		*WBRI	1	8		7			2	3	1	9	8	1	9		6	5	3	7						
.45				5	15				9	16		*WCBK	45				5	15			9	16			*WCBK	5						9	3	1					1	5	3	0							
:68			20	17	10		17	5	19	10		*WCBK FM	126			12	8	10			12	5	19	10	*WCBK FM	1	3		1	7	1	4	2	1			1	7	8	3	5	8							
:96			20	22	25		17	9	23	10		TOTAL	154			12	13	25			12	9	23	10	TOTAL	1	6		1	7	2	3	5	2			1	7	1	5	4	3	8						
:04				16	10				5	4		*WFBM	88				16	10				5	4		*WFBM	9					2	8	2	1					8	7									
2870	649	460	52	57	11	540	319	78	42	22	621	WFBQ	1611	315	256	43	24	11	261	162	47	24	12	437	WFBQ	16	9	44	5	25	1	6	2	4	2	2	3	34	6	15	6	6	5	4	0	2	2	34	8
1909	111	263	206	158	52	152	236	265	130	72	119	WFMS	1443	90	188	171	118	52	89	211	198	98	51	93	WFMS	15	2	12	7	18	4	24	8	20	8	10	8	11	8	20	3	27	4	16	3	9	5	7	4
3807	190	507	267	298	290	272	395	283	312	270	202	WIBC	2978	150	384	208	251	221	211	297	233	251	209	173	WIBC	31	3	21	2	37	7	30	2	44	2	45	9	28	0	28	6	32	2	41	8	38	8	13	8
1127	68	173	101	39	36	120	155	82	38	45	137	WIFE	954	68	153	79	33	36	99	131	76	38	33	117	WIFE	10	0	9	6	15	0	11	5	5	8	7	5	13	1	12	6	10	5	6	3	6	1	9	3
3496	491	340	136	43	22	511	471	289	65	50	1001	WIKS	2157	227	233	100	35	22	272	259	176	47	39	720	WIKS	22	7	32	1	22	9	14	5	6	2	4	6	36	1	25	0	24	3	7	8	7	2	57	4
2293	92	272	256	248	180	75	158	242	183	160	82	WIRE	1985	73	239	227	231	143	64	150	206	159	132	72	WIRE	20	9	10	3	23	5	32	9	40	7	29	7	8	5	14	5	28	5	26	5	24	5	5	7
3073	540	442	98	24	6	591	375	102	60	19	743	WNAP	2148	309	360	85	19	6	329	304	61	21	15	610	WNAP	22	6	43	6	35	3	12	3	3	3	1	2	43	6	29	3	8	4	3	5	2	8	48	6
2139	187	312	149	83	29	319	381	210	87	25	312	WNDE	1580	119	244	144	51	20	211	300	152	58	17	219	WNDE	16	6	16	8	23	9	20	9	0	4	2	28	0	28	9	21	0	9	7	3	2	17	5	
242		13	7	18	11	11	21	18	38	15	12	WNTS	221		33	7	9	11	11	21	18	38	15	12	WNTS	2	3		3	2	1	0	1	6	2	3	1	5	2	0	2	5	6	3	2	8	1	0	
109		16		5			14		13	11	12	*WSVL FM	92		6		5			14		13	4	12	*WSVL FM	1	0		6			9					1	3		2	2		7	1	0				
1107	124	112	68	53	35	129	133	72	57	33	215	WTLC	1053	103	113	68	53	35	129	133	72	52	33	206	WTLC	11	1	14	5	11	1	9	9	9	3	7	3	17	1	12	8	10	0	8	7	6	1	16	4
302	31	11	7	52			30	15	67	21	7	*WXIR	120		12	7	14				15	5	32	7	7	*WXIR	1	3		1	2	1	0	2	5				1	4		7	5	3	1	3	6		
245		26		18	22	6	11	22	37	41		*WXLW	212		26		9	22	6	11	22	33	41	*WXLW	2	2		2	6		1	6	4	6		8	1	1	3	0	5	5	7	6					
2528	69	180	202	225	193	120	193	237	285	284	76	WXTZ	1812	41	123	157	172	159	73	136	177	201	215	60	WXTZ	19	0	5	8	12	1	22	8	30	3	33	1	9	7	13	1	24	5	33	5	40	0	4	8
1055	140	124	50	60	39	82	100	98	59	56	97	*WGTC	311	16	46	19	18	15	5	54	39	19	11	13	*WGTC	3	3	2	3	4	5	2	8	3	2	3	1		7	5	2	5	4	3	2	2	0	1	0
633		97	47	45	26	54	57	123	84	42	48	WLHN	128		12	6	10		34	10	19	17	4	6	WLHN	1	3		1	2		9	1	8			4	5	1	0	2	6	2	8		7	5		
TOTAL LISTENING IN METRO SURVEY AREA												9015	701	984	646	557	443	734	1016	694	572	480	1250	94	8	99	0	96	6	93	8	98	1	92	1	97	3	97	9	96	0	95	3	89	2	89	7		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

JACKSONVILLE  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
12	3	1				2	1	1			4	WAIV	12	3	1						2	1	1			4	WAIV	1.5	3.4	1.0						2.4	1.1	1.3			4.5								
33	5	3			1	4	4	4			12	WAIV FM	28	2	3				1		4	4	4			10	WAIV FM	3.5	2.2	3.0				3	6	4.7	4.6	5.2			11.2								
85	15	27	6		4	10	14	2	2		4	WAPE	71	6	25	6		2		10	14	2	1		4	WAPE	8.8	6.7	25.3	12	2		7	1	11	8	16.1	2.6	1.9			4.5							
11	2		2	1				1		1		*WBIX	10	2		1	1					1		1		*WBIX	1.2	2.2		2.0	3	1					1.3		2	7									
10	1							2	5		1	*WCGL	10	1								2	5		1	*WCGL	1.2	1.1								2	6	9	4		1.1								
6		1				2	1		1	1		*WCRJ	6		1					2	1		1	1		*WCRJ	7		1	0				2	4	1	1		1.9	2	7								
20	3	2			1	2	2	3		1	2	WERD	20	3	2			1	2	2	3		1	2	WERD	2.5	3.4	2.0				3	6	2.4	2.3	3.9			2	7	2	2.2							
10			2	1	1						3	*WEXI	10			2	1	1						3		*WEXI	1.2			4.1	3	1	3	6						8	1								
61	27	10			1	5	3	1			14	*WFYV	57	24	9			1	5	3	1			14	*WFYV	7.0	27.0	9	1			3	6	5.9	3.4	1.3					15	7							
144	18	15	6	3	4	23	30	12	6	2	24	WIVY	119	15	14	6		3	20	25	10	4	2	19	WIVY	14.7	16	9	14	1	12	2		10	7	23	5	28	7	13	0	7	5	5	4	21	3		
13	1	1	2	1	3						1	1	WJAX	12	1	1	2	1	2					1	1	WJAX	1.5	1	1	1	0	4	1	3	1	7	1					2	7	1	1				
18		1		2		11			2	1		WJAX FM	17		1		2		11						WJAX FM	2.1		1	0			6	3			12	9					3	8						
26	1		2	5			3	1	4	4		WJEE	26	1		2	5				3	1	4	4	WJEE	3.2	1	1		4	1	15	6			3	4	1	3	7	5	10	8						
7			1			2			1			*WKTZ	4				1					1		1		*WKTZ	5				3	1					1	1			1	9							
127		15	15	6	3	4	5	15	19	12	2	WKTZ FM	106		13	9	6	2	4	3	15	16	11	2	WKTZ FM	13	1		13	1	18	4	18	8	7	1	4	7	3	4	19	5	30	2	29	7	2	2	
5		1				1	1					WKUE	5		1					1	1				WKUE	6		1	0					1	2	1	1												
10	3		2			1	2	1				*WOZN	10	3		2			1	2	1				*WOZN	1.2	3	4		4	1				1	2	3	1	3										
47	8	7	1			8	5	3		2	12	WPDQ	46	8	6	1			8	5	3		2	12	WPDQ	5	7	9	0	6	1	2	0			9	4	5	7	3	9		5	4	13	5			
133	6	14	14	7	2	10	15	25	7	9	10	WQIK	104	4	14	6	5	2	8	14	18	7	4	8	WQIK	12	8	4	5	14	1	12	2	15	6	7	1	9	4	16	1	23	4	13	2	10	8	9	0
9		1				3	2	1	1			*WROS	9		1						3	2	1	1		*WROS	1	1		1	0						3	4	2	6	1	9	2	7					
56		1	6	3	9	7	1	9	8	2	1	WVOJ	56		1	6	3	9	7	1	9	8	2	1	WVOJ	6	9		1	0	12	2	9	4	32	1	8	2	1	1	11	7	15	1	5	4	1	1	
TOTAL LISTENING IN METRO SURVEY AREA													811	89	99	49	32	28	85	87	77	53	37	89																									

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

JACKSONVILLE  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %													
288	62	20	38			51	23	9	13		72	WAIV	283	62	20	38				51	23	9	13		67	WAIV	4	8	11	1	3	4	9	3		10	6	3.7	2	0	3	5	8	9					
735	79	137	16	10	8	106	102	27	11	16	223	WAIV FM	666	51	137	16	10	8	106	102	27	11	16	182	WAIV FM	11	2	9	1	23	1	3	9	2	9	2	7	22	1	16	5	6	0	2	9	4	7	24	1
1634	220	360	137	35	79	181	229	76	87	24	157	WAPE	1295	111	280	137	35	51	161	225	54	37	13	142	WAPE	21	8	19	9	47	3	33	6	10	0	17	5	33	6	36	3	12	1	9	8	3	8	18	8
208	40		31	36	7	18		27	6	21	11	*WBIX	202	40		25	36	7	18		27	6	21	11	*WBIX	3	4	7	2		6	1	10	3	2	4	3	8		6	0	1	6	6	2	1	5		
133	17	9			6		6	8	14		52	*WGCL	133	17	9			6		6	8	14		52	*WGCL	2	2	3	0	1	5			2	1				1	0	1	8	3	7		6	9		
202	20	11	9			74	32	18	9	21	8	*WCRJ	181	20	11	9			53	32	18	9	21	8	*WCRJ	3	0	3	6	1	9	2	2			11	1	5	2	4	0	2	4	6	2	1	1		
415	68	28	17		22	48	34	29	28	7	62	WERD	415	68	28	17		22	48	34	29	28	7	62	WERD	7	0	12	2	4	7	4	2		7	6	10	0	5	5	6	5	7	4	2	1	8	2	
214	20	11	23	28	24				15	31		*WEXI	214	20	11	23	28	24				15	31		*WEXI	3	6	3	6	1	9	5	6	8	0	8	2					4	0	9	1				
684	186	106	17		7	106	80	28	6	8	140	*WFYV	591	158	64	17		7	106	57	28	6	8	140	*WFYV	10	0	28	3	10	8	4	2		2	4	22	1	9	2	6	3	1	6	2	4	18	5	
2143	215	319	96	15	57	305	386	125	88	54	429	WIVY	1698	131	287	91	43	252	338	84	59	38	321	WIVY	28	6	23	5	48	5	22	3		14	8	52	6	54	6	18	8	15	7	11	2	42	5		
424	62	43	31	18	58	18	24	9	22	36	30	WJAX	410	62	43	31	18	44	18	24	9	22	36	30	WJAX	6	9	11	1	7	3	7	6	5	1	15	1	3	8	3	9	2	0	5	9	10	6	4	0
284	20	9		29		47	40	9	52	16	31	WJAX FM	266	20	9		29		47	40	9	52	16	31	WJAX FM	4	5	3	6	1	5		8	3		9	8	6	5	2	0	13	8	2	1	4	1		
333	20	11	16	16	30	18	32	35	45	60		WJEE	333	20	11	16	16	30	18	32	35	45	60		WJEE	5	6	3	6	1	9	3	9	4	6	10	3	3	8	5	2	7	8	12	0	17	6		
262	20	11		27	31		45		22		11	*WKTZ	192	20	11		27	20			24		11	*WKTZ	3	2	3	6	1	9		7	7	6	9				3	9			5	9			1	5	
1556	40	148	183	124	65	90	146	109	167	119	57	WKTZ FM	1260	40	125	144	102	53	69	100	93	156	97	57	WKTZ FM	21	2	7	2	21	1	35	3	29	1	18	2	14	4	16	2	20	8	41	5	28	5	7	5
111		18			8	15	23	9	7	8		WKUE	111		18			8	15	23	9	7	8		WKUE	1	9			3	0			2	7	3	1	3	7	2	0	1	9	2	4				
185	60		18	12		14	15	35	11	7		*WOZN	185	60		18	12		14	15	35	11	7		*WOZN	3	1	10	8			4	4	3	4		2	9	2	4	7	8	2	9	2	1			
662	68	70	24	38	14	79	70	38	35	20	159	WPOQ	641	68	65	24	38	14	79	61	38	28	20	159	WPOQ	10	8	12	2	11	0	5	9	10	9	4	8	16	5	9	9	8	5	7	4	5	9	21	1
1865	108	178	191	127	50	201	202	245	93	109	236	WQIK	1418	60	166	124	61	39	144	181	197	68	75	178	WQIK	23	9	10	8	28	0	30	4	17	4	13	4	30	1	29	2	44	1	18	1	22	1	23	6
264	20	44	14	22		32	36	20	39	11		*WROS	264	20	44	14	22			32	36	20	39	11	*WROS	4	4	3	6	7	4	3	4	6	3				5	2	8	1	5	3	11	5	1	5	
776	37	42	85	67	98	35	33	106	64	31	53	WVOJ	714	37	42	85	67	84	35	33	87	64	31	24	WVOJ	12	0	6	6	7	1	20	8	19	1	28	9	7	3	5	3	19	5	17	0	9	1	3	2

TOTAL LISTENING IN METRO SURVEY AREA 5344 474 536 384 318 252 464 604 411 342 282 733 90 0 84 9 90 5 94 1 90 9 186 6 96 9 97 6 91 9 91 0 82 9 97 1

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

JOHNSON CITY-KINGSPORT-BRISTOL  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																							
TOT PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %										
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %	18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %											
7	1				1	3					1	*WABN	7	1					1	3					1	*WABN	12	19					29	56							19						
10			1			2			2	1	1	*WBBI	10			1			2	2	1			1	*WBBI	18				36			59			43	59	27									
11			1					1	1	1	1	*WBEJ	11			1			1	1			1	1	*WBEJ	19				36					14	22			27	19							
8						3	2	1		1	1	*WEMB	8				3	2	1		1	1		1	*WEMB	14						88	37	14					29	27							
62	21	2	1	1		9	8	2		2	14	*WETB	40	5	1	1	1		6	7	2		2	13	*WETB	71	94	16	36	56		111	100	43			54	24	5								
36	4	4	2	1	2	3	4	4		1	7	WFHG	30	3	3	2		2	1	4	3		1	7	WFHG	53	57	48	71		59	19	57	65					27	13	2						
12			1			1	1	1	1	3		*WGAT	12			1			1	1	1	1	3		*WGAT	21				36		29			14	22		29	81								
15	1	1	1			4	2	2	2	1		*WGOC	15	1	1	1			4	2	2	2	1		*WGOC	27	19	16	36			74	29	43	59	27											
3											1	*WIOD	3											1	*WIOD	5															27						
12				1	1	2				3		WIDD FM	12			1	1	2				3			WIDD FM	21				56	29	37					88										
51	3	2	5	4	6	1	4	4	3	8		WJCW	51	3	2	5	4	6	1	4	4	3	8		WJCW	90	57	32	17	9	22	17	6	19	57	87	88	21	6								
41	6	9	2	1		6	11			1	4	*WJSO	41	6	9	2	1		6	11			1	4	*WJSO	72	113	14	5	7	1	56			11	15	7				27	7	5				
33	1	6	1			1	5	3	3	3	2	5	*WKIN	31	1	6	1		1	5	3	3	3	1	5	*WKIN	55	19	9	7	3	6		29	93	43	65	88	27	9	4						
12		1		1	1	1	3	1		1	2	WKPT	12		1		1	1	3	1		1	2	WKPT	21			16		56	29	19	43	22					27	3	8						
56	2	2	2	2	9	1	5	9	7	8	1	WKPT FM	43		2	1	2	4	1	3	9	7	5	1	WKPT FM	76		32	36	11	1	11	8	19	43	19	6	20	6	13	5	19					
2												*WKYE	2												*WKYE	4													43								
12			1			1	1	1	2	3		*WMCH	12			1			1	1	1	2	3		*WMCH	21				36			19	14	22		59	81									
8		1	1		1							*WOPI	7		1			1							*WOPI	12		16			29																
71	28	13	2			12	4	1			11	WQUT	59	27	11				11	2				8	WQUT	104	50	9	17	7			20	4	29							15	1				
6				1	1	1				1	2	*WRGS	6				1	1	1				1	2	*WRGS	11				56	29	19							29	5	4						
124	7	27	20	6	3	7	23	14	3	2	5	WXBQ	79	3	17	8	3	3	2	17	10	3	2	4	WXBQ	140	57	27	4	28	6	16	7	8	8	3	7	24	3	21	7	8	8	5	4	7	5
35	1	5	2	1	4	1	8	4	2	3	2	*WZAP	13			1		2		5	2	1	1	1	*WZAP	23				36		59			71	43	29	27	19								
9	3	1				1					4	WIMZ	2	1											1	WIMZ	4	19															19				
15		2		1	1	5	2			4		WIVK FM	13		2		1	1	4	1			4		WIVK FM	23		32		56	29	7	4	14				11	8								
2		1						1				*WLOS	2		1						1				*WLOS	4		16								22											
15	1	2				3	1	1	1		4	WOKI	3		1										2	WOKI	5		16															3	B		
TOTAL LISTENING IN METRO SURVEY AREA												566	53	62	28	18	34	54	70	46	34	37	53																								

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON







# Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
54			15	5	5			7	8	4		*WBUK	54			15	5	5			7	8	4		*WBUK	2.4			9.8	4.1	4.7			4.4	6.2	3.3											
114			15		8		6	6	3	8	6	*WJOR	78			15				6	6	3	8	6	*WJOR	3.4			9.8				2.5	3.8	2.3	6.7	2.1										
642	70	86	29	2	26	114	106	35	37	25	92	WKMI	573	70	86	15		26	76	106	27	37	25	85	WKMI	25.0	30.3	36.1	9.8		24.3	31.0	44.7	17.1	28.7	20.8	30.4										
113	12			5	5			7	14	13	17	*WKPR	113	12			5	5			7	14	13	17	*WKPR	4.9	5.2			4.1	4.7			4.4	10.9	10.8	6.1										
995	91	90	44	82	90	10	50	65	83	75	54	*WKZO	775	24	60	31	66	77	10	50	59	71	75	42	*WKZO	33.8	10.4	25.2	20.3	54.5	72.0	4.1	21.1	37.3	55.0	62.5	15.0										
570		35	50	36	33	38	64	53	54	39	49	WQLR	384		20	39	21	25	38	44	40	45	29	19	WQLR	16.8		8.4	25.5	17.4	23.4	15.5	18.6	25.3	34.9	24.2	6.8										
136	12	13		5		19	38	7	4		19	*WYYY	136	12	13		5		19	38	7	4		19	*WYYY	5.9	5.2	5.5		4.1		7.8	16.0	4.4	3.1		6.8										
678	58	77	30	7	8	114	70	22	8	8	276	WGRD FM	445	58	46	23			76	37	13	4		188	WGRD FM	19.4	25.1	19.3	15.0			31.0	15.6	8.2	3.1		67.1										
464	50	17	15	7	5	95	117	18	11	4	15	*WJFM	296	35	53	15		5	56	87	13	7	4	11	*WJFM	12.9	15.2	22.3	9.8		4.7	22.9	36.7	8.2	5.4	3.3	3.9										
606	61	14	31	5		115	116	41	7	8	108	WKFR	546	47	106	31	5		105	106	27	7	8	104	WKFR	23.8	20.3	44.5	20.3	4.1		42.9	44.7	17.1	5.4	6.7	37.1										
427	70	48	15	5		96	22	4	4		163	WLAV	265	70	33		5		48	12		4		93	WLAV	11.6	30.3	13.9		4.1		19.6	5.1		3.1		33.2										
351	35	44	66	20	24	10	29	42	37	18	5	WNWN	201	35	20	46	15	10	10	19	27	11	8		WNWN	8.8	15.2	8.4	30.1	12.4	9.3	4.1	8.0	17.1	8.5	6.7											
614	35	22	50	81	61	28	41	62	54	47	19	WOOD FM	398	35	7	31	36	46	28	31	33	34	37	6	WOOD FM	17.4	15.2	2.9	20.3	29.8	43.0	11.4	13.1	20.9	26.4	30.8	2.1										
99		22		15	5		6		9	18		WBBM	55		7		5	5		6			8		WBBM	2.4		2.9		3.1	4.7		2.5			6.7											
93		31	8		15	10	11			13		WJR	58		7	8		15	10				13		WJR	2.5		2.9	5.2		14.0	4.1				10.8											
251	34	22	28		5	47	22	12	3		73	WLS	165	34	13	15		5	37	12	6	3	35	WLS	7.2	14.7	5.5	9.8		4.7	15.1	5.1	3.8	2.3		12.5											
405	34	26	43	67	32	37	10	49	41	22	21	WMAQ	242	34	26	23	35	10	37		26	18	12	6	WMAQ	10.6	14.7	10.9	15.0	28.9	9.3	15.1		16.5	14.0	10.0	2.1										
TOTAL LISTENING IN METRO SURVEY AREA												2221	197	238	153	111	107	235	237	158	125	112	280													96.9	85.3	99.9	99.9	91.7	99.9	95.9	99.9	99.9	96.9	93.3	99.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

KANSAS CITY  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
17				2	2					1	2	1		KBEA	15				2	2				1	1			KBEA	.9				2.4	2.6				.8	1.0	
145	28	16	1	5	7	32	13	1	4	2	35		KBEQ	117	24	12		5	7	29	8	1	4	1	25	KBEQ	6.8	15.6	5.1		6.0	9.0	17.6	4.5	.8	3.8	1.0	13.4		
16			1		1			2	1	4			*KCCV	16			1		1			2	1	4		*KCCV	9			9	1.3			1.6	1.0	3.8				
181	2	13	12	7	9	13	5	19	18	26	4		KCEZ	135	2	12	12	5	7	11	5	11	15	17	4	KCEZ	7.8	1.3	5.1	10.7	6.0	9.0	6.7	2.8	8.9	14.4	16.2	2.1		
13	1		1		1	1	1	1		1			KCKN	10			1		1		1	1		1		KCKN	.6			9	1.3		.6	.8		1.0				
58	1	6	7	4	3	3	7	7	4	1	2		KCKN FM	46	1	5	7	4	3	3	3	7	2	1	2	KCKN FM	2.7	.6	2.1	6.3	4.8	3.8	1.8	1.7	5.6	1.9	1.0	1.1		
148	3	16	12	10	15	4	16	6	8	10	3		KCMO	104	1	13	8	7	8	2	10	5	7	8	1	KCMO	6.0	.6	5.5	7.1	8.3	10.3	1.2	5.6	4.0	6.7	7.6	.5		
8		3						4			1		*KFIX	7		2						4		1		*KFIX	.4		.9				2.2			1.0				
41	2	12				7	6		2		11		KJLA	36	2	10				5	6		1	11	KJLA	2.1	1.3	4.3				3.0	3.4		1.0		5.9			
159	1	18	10	11	14	12	17	19	18	19	1		KMBR	120	1	16	10	11	9	8	10	17	15	12		KMBR	6.9	.6	6.8	8.9	13.1	11.5	4.8	5.6	13.7	14.4	11.4			
165	2	19	16	4	15	6	16	18	10	26	2		KMBZ	152	1	19	16	4	15	6	10	18	10	24	2	KMBZ	8.8	6	8.1	14.3	4.8	19.2	3.6	5.6	14.5	9.6	22.9	1.1		
125	18	15	6	1	2	20	18	6	4	2	31		KPRS	107	17	14	5	1	2	14	16	4	2	2	28	KPRS	6.2	11.0	6.0	4.5	1.2	2.6	8.5	9.0	3.2	1.9	1.9	15.0		
26	3			4	1	1	3	4	5	3	1		*KPRT	26	3			4	1	1	3	4	5	3	1	*KPRT	1.5	1.9			4.8	1.3	.6	1.7	3.2	4.8	2.9	5		
51	20	11	1			4	5				10		KSAS	35	13	9	1			3	3			6	KSAS	2.0	8.4	3.8		9		1.8	1.7				3.2			
169	19	25	8	4	1	46	40	5	5	3	12		KUDL	141	19	15	5	4	1	39	34	4	5	3	11	KUDL	8.1	12.3	6.4	4.5	4.8	1.3	23.6	19.1	3.2	4.8	2.9	5.9		
8	1	1	4				1						KWKI	7		1	4					1				KWKI	.4		.4	3.6				.6						
38	1	9	5	4	3		2	2	1	4			KXTR	29	1	8	3	1	3		2	2	1	3		KXTR	1.7	.6	3.4	2.7	1.2	3.8		1.1	1.6	1.0	2.9			
263	74	32	3	2	1	34	17	4	3	1	92		KYYS	178	45	28	1	2		23	9	2	1		67	KYYS	10.3	29.2	11.9	.9	2.4		13.9	5.1	1.6	1.0		35.8		
506	44	70	57	40	29	13	42	47	47	26	33		WDAF	198	4	16	26	18	11	3	16	24	20	18	16	WDAF	11.4	2.6	6.8	23.2	21.4	14.1	1.8	9.0	19.4	19.2	17.1	8.6		
247	27	60	8	7	2	23	44	20	6	3	35		WHB	158	14	41	5	6	2	14	33	17	6	1	11	WHB	9.1	9.1	17.4	4.5	7.1	2.6	8.5	18.5	13.7	5.8	1.0	5.9		
6					1					3	1		*KCLO	6					1					3	1	*KCLO	3					1.3				2.9	1.0			
21	9	4	1			4	3						KLZR	10	4	4				2						KLZR	.6	2.6	1.7				1.2							
62		1	5	10	8		2	2	1	2			KFEQ	11			1	5	1							KFEQ	6			9	6.0	1.3								

TOTAL LISTENING IN METRO SURVEY AREA    1731   154   235   112   84   78   165   178   124   104   105   187

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON



# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
8				1		3			1			*WATO	3						1							*WATO	5					2.8				2.3		
8	1			2					1	1		*WEAG	7	1					2					1	1	*WEAG	12	1.7				5.6				2.3	2.0	
145	10	7	8	12	12	6	23	17	14	15		WEZK	97	2	7	4	10	9		16	8	14	7			WEZK	16.7	3.4	13.7	12.9	27.8	32.1		23.9	15.1	31.8	14.0	
10		1	1	1	1		1	1	1	2		*WGAP	10		1	1	1	1		1	1	1	2			*WGAP	1.7		2.0	3.2	2.8	3.6		1.5	1.9	2.3	4.0	
10				1	1		1	1	1	3		WHEL	8				1	1		1	1	1	2			WHEL	1.4				2.8	3.6		1.5	1.9	2.3	4.0	
50	17	3	3	1		6	5	2		13		WIMZ	41	15	2	2		4	4	2			12			WIMZ	7.0	25.9	3.9	6.5				8.9	6.0	3.8		21.4
68	2	9	4	7	4	2	4	9	4	6	1	*WIVK	51	2	9	2	6	4	2	3	7	3	5	1		*WIVK	8.8	3.4	17.6	6.5	16.7	14.3	4.4	4.5	13.2	6.8	10.0	1.8
284	13	28	19	32	8	24	52	32	32	24	6	WIVK FM	119	4	12	11	10	5	5	20	13	12	11	5		WIVK FM	20.4	6.9	23.5	35.5	27.8	17.9	11.1	29.9	24.5	27.3	22.0	8.9
5		1			1	1				2		WKGN	5		1		1	1					2			WKGN	.9		2.0			3.6	2.2				4.0	
11				1	1		1		3	2		*WKXV	10			1	1					3	2			*WKXV	1.7				2.8	3.6				6.8	4.0	
72	7	6	5	3	1	8	6	5	2	2	20	WNOX	49	4	3	4	2	1	6	5	5	2	2	13		WNOX	8.4	6.9	5.9	12.9	5.6	3.6	13.3	7.5	9.4	4.5	4.0	23.2
244	48	24	3	6	1	53	18	15	3	2	68	WOKI	67	20	4	1		14	6	2	1	1	18			WOKI	11.5	34.5	7.8	3.2			31.1	9.0	3.8	2.3	2.0	32.1
84	17	12	2	2	1	17	18	3	2	3	6	WRJZ	48	8	8	2	1	1	9	6	3	2	2	5		WRJZ	8.2	13.8	15.7	6.5	2.8	3.6	20.0	9.0	5.7	4.5	4.0	8.9
8									1	1		*WSKT	2									1	1			*WSKT	.3								2.3	2.0		
7			1					3		1		*WYSH	7			1				3		1				*WYSH	1.2			3.2					5.7		2.0	
9	1		1	1	1			1		3		WYSH FM	8	1		1		1		1		3				WYSH FM	1.4	1.7		3.2		3.6			1.9		6.0	
TOTAL LISTENING IN METRO SURVEY AREA												582	58	51	31	36	28	45	67	53	44	50	56															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
286		28	5	31	16	44	5	10	12	5	29	*WATO	153		28	5	7	16	12	5	10	12	5	5	*WATO	3.9		7.3	2.0	2.9	7.3	3.6	1.3	3.4	4.5	2.0	1.1										
138	15		4	31	4				12	13		*WEAG	105	15		4	31	4				12	13		*WEAG	2.7	4.5		1.6	13.0	1.8			4.5	5.1												
1675	75	152	116	127	149	141	176	173	145	209	17	WEZK	1071	15	118	61	90	105	24	140	96	141	96	17	WEZK	27.3	4.5	30.7	23.9	37.8	48.2	7.2	35.5	33.1	52.8	37.9	3.7										
254	8	21	32	32	16	8	19	25	25	23	10	*WGAP	254	8	21	32	32	16	8	19	25	25	23	10	*WGAP	6.5	2.4	5.5	12.5	13.4	7.3	2.4	4.8	8.6	9.4	9.1	2.2										
280		21	16	23	55	8	19	5	18	39	5	WHEL	208		21	14	23	27	8	19	5	18	34	5	WHEL	5.3		5.5	5.5	9.7	12.4	2.4	4.8	1.7	6.7	13.4	1.1										
985	232	68	37	39	23	108	134	24	24	5	291	WIMZ	574	178	36	31	8	5	72	61	18	6	5	154	WIMZ	14.6	53.0	9.4	12.2	3.4	2.3	21.7	15.5	6.2	2.2	2.0	33.9										
1189	48	132	94	131	44	32	117	93	90	79	74	*WIVK	751	42	91	57	72	44	29	66	68	56	56	59	*WIVK	19.1	12.5	23.7	22.4	30.3	20.2	8.7	16.8	23.4	21.0	22.1	13.0										
2774	153	409	208	226	111	252	384	220	230	139	216	WIVK FM	1335	82	125	130	117	69	98	172	122	102	83	118	WIVK FM	34.0	24.4	32.6	51.0	49.2	31.7	29.5	43.7	42.1	38.2	32.8	26.0										
158	11	15		5	11	60	14	4	6	10	16	WKGN	158	11	15		5	11	60	14	4	6	10	16	WKGN	4.0	3.3	3.9		2.1	5.0	18.1	3.6	1.4	2.2	4.0	3.5										
163		10	4	8	11		28	9	24	19		*WKXV	138		10	4	8	11		3	9	24	19		*WKXV	3.5		2.6	1.6	3.4	5.0		.8	3.1	9.0	7.5											
2005	186	201	103	58	42	286	178	128	86	111	453	WNOX	1202	93	104	62	28	42	198	151	96	44	55	266	WNOX	30.6	27.7	27.1	24.3	11.8	19.3	59.6	38.3	33.1	16.5	21.7	58.6										
3386	553	435	86	93	44	586	273	216	67	58	886	WOKI	1046	208	96	25	9	16	173	116	65	21	19	282	WOKI	26.6	61.9	25.0	9.8	3.8	7.3	52.1	29.4	22.4	7.9	7.5	62.1										
1745	291	204	92	52	38	307	224	66	58	84	263	WRJZ	1198	175	166	70	28	38	187	145	66	58	53	163	WRJZ	30.5	52.1	43.2	27.5	11.8	17.4	56.3	36.8	22.8	21.7	20.9	35.9										
146		8		6	5			4	16	23		*WSKT	68		8		6	5			4	16	23		*WSKT	1.7		2.1		2.5	2.3			1.4	6.0	9.1											
91			5		5			10		19	25	*WYSH	66			5		5			10		19	25	*WYSH	1.7			2.0		2.3			3.4		7.5											
174	4	15	10	24	21		7	16	6	28	25	WYSH FM	125	4	15	10		21		7	16	6	28	25	WYSH FM	3.2	1.2	3.9	3.9		9.6		1.8	5.5	2.2	11.1											
TOTAL LISTENING IN METRO SURVEY AREA												3712	325	363	221	238	205	320	387	284	263	248	433													94.5	96.7	94.5	86.7	99.9	94.0	96.4	98.2	97.9	98.5	98.0	95.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

LANCASTER  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
37	2	5	2	2	3	2	6	2	3	5		WDAC	29	2	2	1	2	3	2	5	2	3	5		WDAC	6.9	5.4	4.4	4.5	8.3	13.6	5.6	13.9	5.7	9.4	15.6	
18			2	4				1	3	1		*WGSA	18			2	4				1	3	1		*WGSA	4.3			9.1	16.7			2.9	9.4	3.1		
38		2	4	6	5			3	3	5	1	*WIOV	36		2	3	6	4			3	3	5	1	*WIOV	8.5		4.4	13.6	25.0	18.2			8.6	9.4	15.6	2.7
12	1	4		1		2	1	1		1	1	WLAN	11	1	4			2	1	1		1	1	1	1	WLAN	2.6	2.7	8.9			5.6	2.8	2.9		3.1	2.7
54	9	5	1			8	6	4	2	1	18	WLAN FM	53	8	5	1		8	6	4	2	1	18	WLAN FM	12.5	21.6	11.1	4.5		22.2	16.7	11.4	6.3	3.1	48.6		
8		1								4	1	WLPA	8		1								4	1	WLPA	1.9		2.2						12.5	3.1		
50			1	8	5		2	6	7	6		WNCE	42			1	6	3		2	4	5	6	WNCE	9.9			4.5	25.0	13.6		5.6	11.4	15.6	18.8		
43	2	4	1	2	3	8	2	4	7	3	3	WRKZ	30	2	3	1		3	7	2	3	2	1	3	WRKZ	7.1	5.4	6.7	4.5		13.6	19.4	5.6	8.6	6.3	3.1	8.1
5	2							2				WGCB FM	2	2											WGCB FM	5	5	4									
11		1	2	1	1		1	1	1	1		WHP	3			1						1			WHP	7			4.5					3.1			
47	7	8	3			10	3	2	1		12	WQXA	31	4	8	1		6	3	1	1		7	7	10	8	17	8	4.5		16.7	8.3	2.9	3.1		18.9	
15	9	1				2					3	WRHY	12	6	1			2					3	3	WRHY	2.8	16.2	2.2			5.6					8.1	
18		2	2	1	2		4	1	1	2	1	WSBA	18		2	2	1	2		4	1	1	2	1	WSBA	4.3		4.4	9.1	4.2	9.1		11.1	2.9	3.1	6.3	2.7
46	1	3	5	1		2	9	7	2	3		WSBA FM	45	1	3	5	1		2	9	7	2	3		WSBA FM	10.6	2.7	6.7	22.7	4.2		5.6	25.0	20.0	6.3	9.4	
19	4	2				5	4	1		1	2	*WUFM	2	1	1										*WUFM	5	2.7	2.2									
5	1					1		1	1		1	*WYCR	5	1				1		1	1		1		*WYCR	1.2	2.7				2.8		2.9	3.1		2.7	
7	1	2			1					1		KYW	5	1	1			1					1		KYW	1.2	2.7	2.2			4.5				3.1		
2											1	*WEEU	2									1			*WEEU	5								3.1			
6	1	2					2					WRFY	2	1											WRFY	5	2.7										
TOTAL LISTENING IN METRO SURVEY AREA												423	37	45	22	24	22	36	36	35	32	32	37														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON



# Cume Listening Estimates

LANCASTER  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																					
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17								
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64									
432	8	34	36	9	53	20	44	17	41	56		WDAC	341	8	23	26	9	44	20	31	17	34	50		WDAC	117	7	35	8.0	12.7	5.3	28.0	8.8	10.7	8.0	18.4	27.9								
233					6				23	31	21	*WGSA	233			20	24	6			23	31	32	21	*WGSA	80				9.8	14.0	3.8			10.8	16.8	17.9	5.9							
448	8	30	63	46	47	20	16	52	54	47	21	*WIOV	416	8	30	53	46	38	20	16	52	47	41	21	*WIOV	142	3.5	10.5	25.9	26.9	24.2	8.8	5.5	24.4	25.4	22.9	5.9								
446	16	68	26	31	13	49	47	35	12	23	63	WLAN	426	16	68	26	24	13	49	47	35	12	23	63	WLAN	146	7.0	23.8	12.7	14.0	8.3	21.6	16.2	16.4	6.5	12.8	17.7								
714	110	75	26	19	6	89	47	35	35	14	233	WLAN FM	684	97	75	26	19	6	89	47	35	28	14	223	WLAN FM	234	42	7	26	2	12.7	11.1	3.8	39.2	16.2	16.4	15.1	7.8	62.6						
221	8	30	13	18	6	30	16	6	18	23		WLPA	221	8	30	13	18	6	30	16	6	18	23		WLPA	76	3.5	10.5	6.3	10.5	3.8	13.2	5.5	2.8	9.7	12.8									
622	8	8	33	64	53				39	81	58	21	WNCE	526	8	8	33	51	44			39	58	39	21	WNCE	180	3.5	2.8	16.1	25.8	28.0			13.4	27.2	21.1	35.8	5.9						
576	54	42	36	49	34	94	16	44	60	30	77	WRKZ	379	41	30	26	9	25	69	16	29	20	18	63	WRKZ	130	18.1	10.5	12.7	5.3	15.9	30.4	5.5	13.6	10.8	10.1	17.7								
141	8	8	16	13	9		13	19	15	6	6	WGCB FM	58	8	8	7						12	9	6	WGCB FM	20	3.5	2.8	3.4						5.6	4.9	1.7								
232	8	19	43	35	9		25	25	16	16		WHP	91	8	8	13	9					17	16	5	WHP	31	3.5	2.8	6.3	5.3					8.0	6.6	2.8								
794	115	110	50			109	63	56	31	5	248	WQXA	574	89	98	40			59	63	40	18	5	162	WQXA	196	39.2	34	3	19	5	26.0	21.6	18.8	9.7	2.8	45.5								
153	67	27				22		6		9	22	WRHY	103	41	15				10		6		9	22	WRHY	3.5	18.1	5.2				4.4		2.8		5.0	6.2								
396	8	30	40	33	38	10	63	35	20	23	42	WSBA	388	8	30	40	33	38	10	63	35	20	23	42	WSBA	133	3.5	10.5	19.5	19.3	24.2	4.4	21.6	16.4	10.8	12.8	11.8								
562	24	45	46	29	19	20	79	83	30	39	21	WSBA FM	513	24	45	46	29	19	20	79	75	23	27	21	WSBA FM	175	10.6	15.7	22.4	17.0	12.1	8.8	27.1	35.2	12.4	15.1	5.9								
392	51	51	16		9	50	71	16	20	6	95	*WUFM	74	24	15	7					8			20	*WUFM	25	10.6	5.2	3.4				2.7				5.6								
224	65	23				32		19	12		66	*WYCR	177	65	23				20		12	5		52	*WYCR	60	28.6	8.0				8.8		5.6	2.7		14.6								
315	16	54	26	37	25	10	13	23	19	30	6	KYW	227	16	30	26	24	25	10			23	12	18	6	KYW	78	7.0	10.5	12.7	14.0	15.9	4.4		10.8	6.5	10.1	1.7							
85			7	14	6			6	15		5	*WEEU	78			7	14	6				6	15	5	*WEEU	27			3.4	8.2	3.8			2.8	8.1		1.4								
101	8	27		5		20	6			5	15	WRFY	77	8	15		5				8	6		5	15	WRFY	26	3.5	5.2		2.9			2.7	2.8		2.8	4.2							
TOTAL LISTENING IN METRO SURVEY AREA												2623	194	271	178	139	144	177	267	207	169	169	316	89	6	85	5	94	8	86	8	81.3	91	7	78	0	91	8	97	2	91.4	94	4	88	8

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
104	26	18	5		1	29	16	2	1		6	WFMK	91	24	17	5		23	16	2		4	WFMK	15.6	24.2	27.0	13.5		26.1	28.6	4.8		7.7				
2			1				1					*WGKY	2			1				1			*WGKY	.3			2.7			1.8							
12	2	1	1			4	2		1			WILS	12	2	1	1		4	2		1		WILS	2.1	2.0	1.6	2.7		4.5	3.6		2.9					
54	18	10	2			5	4	2	2		10	WILS FM	53	17	10	2		5	4	2	2	10	WILS FM	9.1	17.2	15.9	5.4		5.7	7.1	4.8	5.9	19.2				
21		2	1	1	2	4	1	2	2	1	1	*WITL	21		2	1	1	2	4	1	2	1	*WITL	3.6		3.2	2.7	3.6	10.0	4.5	1.8	4.8	5.9	4.2	1.9		
71	1	2	4	10	6	3	8	6	7	9	4	WITL FM	65	1	2	4	9	5	3	4	6	7	9	4	WITL FM	11.1	1.0	3.2	10.8	32.1	25.0	3.4	7.1	14.3	20.6	37.5	7.7
25	1	3	4			1	9	4	1	1		WJIM	25	1	3	4		1	9	4	1	1	WJIM	4.3	1.0	4.8	10.8		1.1	16.1	9.5	2.9	4.2				
64	3	7	2	5	5	22	2	5	6	4	1	WJIM FM	61	3	7	2	2	5	22	2	5	6	4	1	WJIM FM	10.4	3.0	11.1	5.4	7.1	25.0	25.0	3.6	11.9	17.6	16.7	1.9
3	1	2										WMMQ	3	1	2								WMMQ	5	1.0	3.2											
14	1	5				8						*WVIC	13	1	5			7					*WVIC	2.2	1.0	7.9			8.0								
73	29	3	3			12	3	2	1		19	WVIC FM	69	27	3	3		11	3	2	1		18	WVIC FM	11.8	27.3	4.8	8.1		12.5	5.4	4.8	2.9	34.6			
87	30	8	3			20	3	2	1		19	TOTAL	82	28	8	3		18	3	2	1		18	TOTAL	14.0	28.3	12.7	8.1		20.5	5.4	4.8	2.9	34.6			
8							2				6	WGRD FM	8							2			6	WGRD FM	1.4						3.6			11.5			
83	2	21	3	11	7		7	4	7	11	1	WJR	40	2	4	2	8	3		2	3	6	3	1	WJR	6.8	2.0	6.3	5.4	28.6	15.0	3.6	7.1	17.6	12.5	1.9	
19	13					2		1			3	WLAV	19	13				2			1		3	WLAV	3.3	13.1				2.3		2.4		5.8			
18	1		1	4	3			3	1	2		WOOD FM	18	1		1	4	3				3	1	2	WOOD FM	3.1	1.0		2.7	14.3	15.0		7.1	2.9	8.3		
7		4					1	1			1	WPLB FM	5		4								1		WPLB FM	9		10.8					2.4				
TOTAL LISTENING IN METRO SURVEY AREA												584	99	63	37	28	20	88	56	42	34	24	52														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
1712	394	252	64	23	14	384	241	65	25	6	215	WFMK	1437	335	248	61	16	321	205	65	16	6	145	WFMK	37.3	68.2	57.7	24.3	8.4	70.9	50.1	25.8	8.1	3.4	31.8		
99			7	8	4	25	18	5	8	5	12	*WGMY	99			7	8	4	25	18	5	8	5	12	*WGMY	2.6			2.8	4.2	2.4	5.5	4.4	2.0	4.0	2.8	2.6
408	23	75	30	4	14	88	77	11	24	5	40	WILS	408	23	75	30	4	14	88	77	11	24	5	40	WILS	10.6	4.7	17.4	12.0	2.1	8.5	19.4	18.8	4.4	12.1	2.8	8.8
835	236	148	23			158	70	17	20	6	141	WILS FM	783	221	148	23		126	70	17	20	6	136	WILS FM	20.3	45.0	34.4	9.2		27.8	17.1	6.7	10.1	3.4	29.8		
268		38	13	9	28	13	32	36	20	17	17	*WITL	265		38	13	9	28	13	32	36	20	17	14	*WITL	6.9		8.8	5.2	4.7	17.1	2.9	7.8	14.3	10.1	9.7	3.1
940	64	74	103	88	33	41	94	91	70	56	128	WITL FM	830	64	74	89	72	28	41	68	91	54	56	111	WITL FM	21.6	13.0	17.2	35.5	37.9	17.1	9.1	16.6	36.1	27.3	31.8	24.3
587	39	84	43	16	38	65	103	58	47	35	18	WJIM	554	39	77	43	16	38	65	93	58	47	35	18	WJIM	14.4	7.9	17.9	17.1	8.4	23.2	14.3	22.7	23.0	23.7	19.9	3.9
786	42	91	39	67	47	143	51	64	68	51	37	WJIM FM	743	42	91	39	61	47	143	46	64	68	51	37	WJIM FM	19.3	8.6	21.2	15.5	32.1	28.7	31.6	11.2	25.4	34.3	29.0	8.1
98	26	14	8		8		20	5		12	5	WMMQ	78	26	14		8		8	5		12	5	WMMQ	2.0	5.3	3.3			4.9		2.0	2.0		6.8	1.1	
278	49	54	8		5	58	9	5	13	5	53	*WVIC	225	49	36	8		5	26	9	5	13	5	50	*WVIC	5.8	10.0	8.4	3.2		3.0	5.7	2.2	2.0	6.6	2.8	11.0
1227	316	139	36	23	9	201	120	56	20	5	292	WVIC FM	1131	293	122	36	23	9	169	120	56	20	5	268	WVIC FM	29.4	59.7	28.4	14.3	12.1	5.5	37.3	29.3	22.2	10.1	2.8	58.8
1334	316	161	43	23	14	246	120	56	29	5	292	TOTAL	1206	293	144	43	23	14	182	120	56	29	5	268	TOTAL	31.3	59.7	33.5	17.1	12.1	8.5	40.2	29.3	22.2	14.6	2.8	58.8
102		15	7				25	6			49	WGRO FM	102		15	7				25	6		49	WGRO FM	2.6		3.5	2.8			6.1	2.4				10.7	
1123	96	151	87	107	91	13	71	83	82	119	56	WJR	704	88	75	58	87	47	13	32	49	59	51	41	WJR	18.3	17.9	17.4	23.1	45.8	28.7	2.9	7.8	19.4	29.8	29.0	9.0
221	86		15			25		6	4		85	WLAV	221	86		15		25		6	4		85	WLAV	5.7	17.5		6.0		5.5		2.4	2.0		18.6		
330	23	15	7	55	32	26		23	35	28	11	WOOD FM	326	23	15	7	55	32	26		23	31	28	11	WOOD FM	8.5	4.7	3.5	2.8	28.9	19.5	5.7		9.1	15.7	15.9	2.4
155		7	29		19		21	22	5	6	37	WPLB FM	107		7	21		4		8	22	5	6	25	WPLB FM	2.8		1.6	8.4		2.4		2.0	8.7	2.5	3.4	5.5
TOTAL LISTENING IN METRO SURVEY AREA												3681	468	423	237	181	149	453	400	247	186	158	442	95.6	95.3	98.4	94.4	95.3	90.9	99.9	97.8	98.0	93.9	89.8	96.9		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
42		3	7	7	8	1	1	5	4		KDWN	41	3	7	7	7	1	1	5	4		KDWN	8.2		4.2	16.7	22.6	31.8		2.2	2.4	13.2	12.9				
26	4	5	1			2	2	3	1	8	KENO	26	4	5	1		2	2	3	1	8	KENO	5.2	10.8	6.9	2.4		5.0	4.4	7.3	2.6	14.5					
18	2	4				2	2	1		7	KENO FM	18	2	4			2	2	1		7	KENO FM	3.6	5.4	5.6		5.0	4.4	2.4		12.7						
49	9	14	1	1		7	6			11	KFMS	49	9	14	1	1	7	6			11	KFMS	9.8	24.3	19.4	2.4	3.2	17.5	13.3			20.0					
25	2	4	1			6	3	1		7	KLAV	25	2	4	1		6	3	1		7	KLAV	5.0	5.4	5.6	2.4		15.0	6.7	2.4		12.7					
62	8	12	2			9	5	6	3	16	KLUC	62	8	12	2		9	5	6	3	16	KLUC	12.4	21.6	16.7	4.8		22.5	11.1	14.6	7.9	3.2	29.1				
25	2	4	5		1	2	6	2	1	1	KMJJ	24	2	4	4		1	2	6	2	1	1	KMJJ	4.8	5.4	5.6	9.5	4.5	5.0	13.3	4.9	2.6	3.2				
18		2		2	2					1	*KNUU	18		2		2	2				1	*KNUU	3.6		2.8		6.5	9.1				3.2					
17		3	2	3	1	1	2	1	1	1	KORK	17		3	2	3	1	1	2	1	1	1	KORK	3.4		4.2	4.8	9.7	4.5	2.5	4.4	2.4	2.6	3.2			
51		1	6	7	4	1	1	5	7	10	KORK FM	51		1	6	7	4	1	1	5	7	10	KORK FM	10.2		1.4	14.3	22.6	18.2	2.5	2.2	12.2	18.4	32.3			
22		5	2	3	1	1	1	1	2	4	KRAM	22		5	2	3	1	1	1	1	2	4	KRAM	4.4		6.9	4.8	9.7	4.5	2.5	2.2	2.4	5.3	12.9			
18	1	6				2	6	2	1		KUDO	18	1	6			2	6	2	1		KUDO	3.6	2.7	8.3			5.0	13.3	4.9	2.6						
59	8	4	8	5	3	3	4	8	6	5	KVEG	58	8	4	8	5	2	3	4	8	6	5	KVEG	11.6	21.6	5.6	19.0	16.1	9.1	7.5	8.9	19.5	15.8	16.1			
10						3	1	1	1	4	*KVOV	10					3	1	1	1	4	*KVOV	2.0					7.5	2.2	2.4	2.6		7.3				
34		1	7		3		2	6	7	2	KXTZ	34		1	7		3		2	6	7	2	KXTZ	6.8		1.4	16.7		13.6		4.4	14.6	18.4	6.5			
TOTAL LISTENING IN METRO SURVEY AREA												502	37	72	42	31	22	40	45	41	38	31	55														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
516	10	52	43	76	81	12	34	24	69	54	6	KDWN	455	10	44	38	66	72	12	30	22	60	46	6	KDWN	13.6	3.8	11.0	14.4	28.6	38.7	4.5	7.7	8.9	27.4	26.9	1.4
443	48	70	13	6		69	61	45	15		116	KENO	443	48	70	13	6		69	61	45	15		116	KENO	13.2	18.0	17.5	4.9	2.6		26.0	15.6	18.3	6.8		27.6
503	67	97	6			63	75	34	6	4	141	KENO FM	494	67	95	6			63	73	34	6	4	136	KENO FM	14.7	25.2	23.8	2.3			23.8	18.7	13.8	2.7	2.3	32.4
567	105	108	13	6		92	79		4	4	151	KFMS	567	105	108	13	6		92	79		4	4	151	KFMS	16.9	39.5	27.0	4.9	2.6		34.7	20.3		1.8	2.3	36.0
396	48	57	19			63	67	28	6	4	86	KLAV	396	48	57	19			63	67	28	6	4	86	KLAV	11.8	18.0	14.3	7.2			23.8	17.2	11.4	2.7	2.3	20.5
882	114	171	19	7		127	128	39	30	9	207	KLUC	877	114	171	19	7		127	128	39	30	8	207	KLUC	26.2	42.9	42.8	7.2	3.0		47.9	32.8	15.9	13.7	4.7	49.3
570	57	114	62	25	18	58	93	50	15	19	34	KMJJ	561	57	114	58	25	17	58	91	50	15	19	34	KMJJ	16.7	21.4	28.5	22.1	10.8	9.1	21.9	23.3	20.3	6.8	11.1	8.1
238		32	13	31	40		20	6	15	16		*KNUU	232		32	13	31	38		18	6	15	15		*KNUU	6.9		8.0	4.9	13.4	20.4		4.6	2.4	6.8	8.8	
356		44	38	39	40	12	51	34	24	23	10	KORK	344		44	38	39	38	12	49	34	24	23	6	KORK	10.3		11.0	14.4	16.9	20.4	4.5	12.6	13.8	11.0	13.5	1.4
510	10	32	45	54	48	12	30	50	69	62	11	KORK FM	507	10	32	45	54	46	12	30	50	69	61	11	KORK FM	15.1	3.8	8.0	17.1	23.4	24.7	4.5	7.7	20.3	31.5	35.7	2.6
321	19	38	26	37	34	23	24	11	47	34		KRAM	321	19	38	26	37	34	23	24	11	47	34		KRAM	9.6	7.1	9.5	9.9	16.0	18.3	8.7	6.2	4.5	21.5	19.9	
385	48	84	6		6	52	99	22	20	12	36	KUOO	378	48	82	6		4	52	97	22	20	11	36	KUOO	11.3	18.0	20.5	2.3		2.2	19.6	24.9	8.9	9.1	6.4	8.6
602	57	44	72	47	31	46	51	73	65	38	27	KVEG	597	57	44	71	47	30	46	49	73	65	38	27	KVEG	17.8	21.4	11.0	27.0	20.3	16.1	17.4	12.6	29.7	29.7	22.2	6.4
182	15	12	6	6	4	29	18	17	10		61	*KVOV	176	19	6	6	6	4	29	18	17	10		61	*KVOV	5.3	7.1	1.5	2.3	2.6	2.2	10.9	4.6	6.9	4.6		14.5
479	10	25	58	18	35	12	43	67	55	50	19	KXTZ	477	10	25	58	18	34	12	43	67	55	49	19	KXTZ	14.2	3.8	6.3	22.1	7.8	18.3	4.5	11.0	27.2	25.1	28.7	4.5
TOTAL LISTENING IN METRO SURVEY AREA												3119	247	368	256	194	169	248	371	235	206	156	412	93.0	92.9	92.0	97.3	84.0	90.9	93.6	95.1	95.5	94.1	91.2	98.1		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
16	6	1	3			3	2			1	*WAXU	7			2						1	*WAXU	1.7			5.4						6.3	2.9	2 6			
16	1	3	2			3	3	4			*WAXU FM	9	1	2	1						3	1	1	*WAXU FM	2.2	2.1	4.9	2.7			7.7	2.1	2.9				
32	7	4	5			3	6	6		1	TOTAL	16	1	2	3						3	4	2	TOTAL	3.9	2.1	4.9	8.1			7.7	8.4	5.8	2 6			
8			1							2	*WBGR	7			1								1	*WBGR	1.7		2.7			2.1		5.0	10 5				
3								1			*WBGR FM	3											1	*WBGR FM	.7							2.9					
7		1			2	1	1		1		WJMM	7		1		2	1	1		1			1	WJMM	1 7		2.4		12.5	7 7	2.6	2 1		5.0			
116	48	7	6			26	4	2	1	22	WKQQ	53	16	3	6					11	3	1	13	WKQQ	12.8	33.3	7 3	16.2			28 2	6.3	2.9	33.3			
40	2	1	3	1	3	3	9	7	3	2	WLAP	27	1	1	1	1	1		1	8	6	1	2	WLAP	6 5	2 1	2 4	2.7	6.3	7.7	2.6	16.7	17.6	5.0	10 5		
150	26	20	3	2	1	26	19	5	3	2	42	WLAP FM	85	16	11	2			14	13	3	2	1	22	WLAP FM	20 5	33.3	26.8	5.4			35.9	27.1	8.8	10 0	5.3	56.4
10			5							3	*WNVL	10			5								1	3	*WNVL	2.4			13.5					2.9	15 8		
46	1	4	7	5	3	3	11	5	4	1	WTKC	36	1	3	4	4	3	3	7	4	4	1	1	WTKC	8.7	2.1	7.3	10.8	25.0	23.1	7.7	14.6	11.8	20.0	5 3		
75	11	11	9	3	3	4	8	7	5	2	5	WVLK	61	11	8	8	3	1	3	6	6	5	2	3	WVLK	14 7	22.9	19.5	21.6	18.8	7.7	7.7	12 5	17.6	25.0	10.5	7 7
98	3	6	3	7	13	1	4	10	10	11	2	WVLK FM	64		6	3	6	5	1	3	8	5	2	2	WVLK FM	15.4		14.6	8.1	37.5	38.5	2 6	6.3	23.5	25.0	10.5	
2								1				*WVKY	2											1	*WVKY	5								2 9			
23		2	1	1	2	1	1	1	1	5	2	WHAS	7											2	WHAS	1.7									10 5		
4					2							WLW	2					1								WLW	.5				7.7						
TOTAL LISTENING IN METRO SURVEY AREA											415	48	41	37	16	13	39	48	34	20	19	39															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %								
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64									
291	26	16	70	8	7	7	25	59	13	21	24	*WAXU	180	16	4	52	8	7	7	25	29	9	14	10	*WAXU	7.0		1.4	29.9	5.9	6.0	2.6	8.6	15.8	6.3	10.4	3.6								
320	29	41	58	18	4	50	31	34	16	15	20	*WAXU FM	212	16	21	46	8	4	50	12	22	7	8	14	*WAXU FM	8.2	6.2	7.2	26.4	5.9	3.4	18.2	4.1	12.0	4.9	5.9	5.0								
513	42	45	90	18	11	56	53	78	26	36	39	TOTAL	327	16	25	60	8	11	56	33	42	16	22	19	TOTAL	12.7	6.2	8.5	34.5	5.9	9.5	20.4	11.3	23.0	11.3	16.3	6.8								
106	11	5	10				17	6	11	9	4	*WBGR	97	11	5	10				17	6	11	9	4	*WBGR	3.8	4.2	1.7	5.7				5.8	3.3	7.7	6.7	1.4								
69		10	4				9	14	4		13	*WBGR FM	69		10	4				9	14	4		13	*WBGR FM	2.7		3.4	2.3				3.1	7.7	2.8		4.6								
208	16	35	16	26	6	39	31	10	5	4		WJMM	177	16	35	7	16	6	39	19	10	5	4		WJMM	6.9	6.2	11.9	4.0	11.9	5.2	14.2	6.5	5.5	3.5	3.0									
1159	271	131	52	8		228	102	57	17	11	282	WKQQ	546	122	74	39	8		84	62	9	5		143	WKQQ	21.2	46.9	25.3	22.4	5.9		30.7	21.3	4.9	3.5		51.1								
914	94	59	99	35	37	106	118	78	63	46	90	WLAP	596	63	59	51	35	30	45	84	58	46	31	43	WLAP	23.2	24.2	20.1	29.3	25.9	25.9	16.4	28.9	31.7	32.4	23.0	15.4								
1732	228	210	84	38	14	355	194	96	65	32	398	WLAP FM	949	142	115	41	16	7	201	113	41	35	17	203	WLAP FM	36.9	54.6	39.2	23.6	11.9	6.0	73.4	38.8	22.4	24.6	12.6	72.5								
117		4	27		12	7	4	11	4	22		*WNVL	117		4	27		12	7	4	11	4	22	*WNVL	4.6		1.4	15.5		10.3	2.6	1.4	6.0	2.8	16.3										
598	39	92	78	43	14	28	114	44	51	29	29	WTKC	443	26	80	48	36	14	28	80	38	46	22	6	WTKC	17.2	10.0	27.3	27.6	26.7	12.1	10.2	27.5	20.8	32.4	16.3	2.1								
1463	118	210	159	57	50	155	196	96	62	35	165	WVLC	1018	95	159	114	48	28	99	116	68	51	35	100	WVLC	39.6	36.5	54.3	65.5	35.6	24.1	36.1	39.9	37.2	35.9	25.9	35.7								
991	55	85	43	66	77	39	111	82	104	88	53	WVLC FM	618	16	61	43	56	33	39	78	51	43	42	23	WVLC FM	24.0	6.2	20.8	24.7	41.5	28.4	14.2	26.8	27.9	30.3	31.1	8.2								
59	11	5			4	11	4	3	4	9	4	*WWKY	59	11	5			4	11	4	3	4	9	4	*WWKY	2.3	4.2	1.7			3.4	4.0	1.4	1.6	2.8	6.7	1.4								
588	12	73	44	41	51	56	35	38	51	64	8	WHAS	179		22	10	18	15	11	6	3	14	21		WHAS	7.0		7.5	5.7	13.3	12.9	4.0	2.1	1.6	9.9	15.6									
229		4	9	26	39		21	17	15	14	37	WLW	60		4		8	19				3	6	4	WLW	2.3		1.4		5.9	16.4			1.6	4.2		1.4								
TOTAL LISTENING IN METRO SURVEY AREA												2405	260	284	170	101	103	263	276	172	135	124	255											93.6	99.9	96.9	97.7	74.8	88.8	96.0	94.8	94.0	95.1	91.9	91.1

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
95	9	13	8	2	1	11	16	9	1	3	17	KAAY	34	2	2	3	1	1	4	9	2		1	6	KAAY	7.8	5.4	3.6	9.1	5.3	4.5	9.1	16.4	6.9		4.8	12.0
63	12	6	1			10	3	2			27	KLPQ	25	5	2	1			9	1	1			6	KLPQ	5.7	13.5	3.6	3.0			20.5	1.8	3.4			12.0
56	1	9	7	3	10		3	2	3	5	1	KARN	47	1	6	7	3	7	2	2	3	5	1	KARN	10.8	2.7	10.9	21.2	15.8	31.8		3.6	6.9	13.0	23.8		
80	1	3	5	7	11	4	12	4	8	13		KEZQ	48	1	3	3	4	7	4	7	2	5	5	KEZQ	11.0	2.7	5.5	9.1	21.1	31.8	9.1	12.7	6.9	21.7	23.8		
2										1		*KGKO	2											1	*KGKO	5										4.8	
3						1		1	1			*KITA	3					1		1	1			3	*KITA	.7					2.3		3.4	4.3			
90	9	16	1		1	21	18	2	2	1	19	KKYK	33	4	9			7	7	1			5	KKYK	7.6	10.8	16.4				15.9	12.7	3.4			10.0	
81	19	13	2	3		11	12	3	2		15	KLAZ	49	11	6	1	3		7	6	2	2		10	KLAZ	11.2	29.7	10.9	3.0	15.8		15.9	10.9	6.9	8.7		20.0
70	5	5	4	10	9		3	3	4	6		KLRA	44	5	5	2	5	3		2	2	3	4	4	KLRA	10.1	13.5	9.1	6.1	26.3	13.6		3.6	6.9	13.0	19.0	
44	3	3	1			5	4	5	2		18	KOKY	43	3	3	1			5	4	5	2		18	KOKY	9.9	8.1	5.5	3.0			11.4	7.3	17.2	8.7		36.0
7		2	1				2	1				*KSOH	7		2	1				2	1				*KSOH	1.6		3.6	3.0				3.6	3.4			
229	38	29	23	9	3	28	20	23	14	6	11	KSSN	64	3	11	12	2	1	3	10	8	5	3	2	KSSN	14.7	8.1	20.0	36.4	10.5	4.5	6.8	18.2	27.6	21.7	14.3	4.0
11		2	1		3		2	2				KXLR	8		2	1		2		1	1				KXLR	1.8		3.6	3.0		9.1		1.8	3.4			
24	5	2				12	2				3	KMJX	11	1	2				3	2				3	KMJX	2.5	2.7	3.6				6.8	3.6			6.0	
TOTAL LISTENING IN METRO SURVEY AREA												436	37	55	33	19	22	44	55	29	23	21	50														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
2007	168	248	142	94	59	244	288	126	59	83	358	KAAY	742	67	97	77	30	17	88	104	40	27	21	118	KAAY	23.6	27.0	27.8	34.2	17.3	11.1	34.1	28.7	16.5	14.6	11.7	30.6										
1003	241	85	47	5		160	65	45	7		333	KLPQ	433	88	44	30	5		107	37	15	7		100	KLPQ	13.7	35.5	12.6	13.3	2.9		41.5	10.2	6.2	3.8		26.0										
959	33	147	74	54	139	19	96	61	59	103	25	KARN	690	33	98	65	54	70	19	59	54	23	76	13	KARN	21.9	13.3	28.1	28.9	31.2	45.8	7.4	16.3	22.2	12.4	42.5	3.4										
785	18	70	34	45	89	30	105	52	73	126	21	KEZQ	488	18	56	24	26	54	30	63	43	46	48	21	KEZQ	15.5	7.3	16.0	10.7	15.0	35.3	11.6	17.4	17.7	24.9	26.8	5.5										
77	7			10	25					14		*KGKO	63	7			10	11						14	*KGKO	2.0	2.8			5.8	7.2					7.8											
109		18		4	4	7	16	12	18	10	9	*KITA	97		18		4	7	16	12	13	10	6	*KITA	3.1		5.2			2.6	2.7	4.4	4.9	7.0	5.6	1.6											
1732	226	229	46	19	28	360	232	80	38	40	410	KKYK	611	100	105	19	13	10	132	91	21	8	5	103	KKYK	19.4	40.3	30.1	8.4	7.5	6.5	51.2	25.1	8.6	4.3	2.8	26.8										
1431	275	165	45	28	21	262	202	70	29	6	316	KLAZ	721	110	86	14	18	10	133	118	51	29	6	134	KLAZ	22.9	44.4	24.6	6.2	10.4	6.5	51.6	32.6	21.0	15.7	3.4	34.8										
1264	66	94	93	157	120		76	86	109	77	46	KLRA	735	50	75	58	84	68		45	51	58	62	22	KLRA	23.3	20.2	21.5	25.8	48.6	44.4		12.4	21.0	31.4	34.6	5.7										
487	26	33	22	19	17	35	37	60	20	9	139	KOKY	465	26	33	22	15	17	35	37	60	17	9	139	KOKY	14.8	10.5	9.5	9.8	8.7	11.1	13.6	10.2	24.7	9.2	5.0	36.1										
86		13	6	4		4	11	4	3		9	*KSOH	71		13	6			4	11	4			6	*KSOH	2.3		3.7	2.7			1.6	3.0	1.6		1.6											
2282	262	318	223	141	56	191	244	269	168	79	188	KSSN	744	52	118	93	53	11	54	109	78	76	26	52	KSSN	23.6	21.0	33.8	41.3	30.6	7.2	20.9	30.1	32.1	41.1	14.5	13.5										
291	9	62	31	6	37	13	56	24	16	5	4	KXLR	225	9	51	12	6	23	13	41	21	16	5	4	KXLR	7.1	3.6	14.6	5.3	3.5	15.0	5.0	11.3	8.6	8.6	2.8	1.0										
517	122	52	17	5		202	15	14	17	10	63	KMJX	212	37	20	17	5		71	15	11			36	KMJX	6.7	14.9	5.7	7.6	2.9		27.5	4.1	4.5			9.4										
TOTAL LISTENING IN METRO SURVEY AREA												2948	248	337	206	168	141	258	335	233	166	149	385													93.6	99.9	96.6	91.6	97.1	92.2	99.9	92.5	95.9	89.7	83.2	99.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
931	29	61	66	66	79	11	34	52	111	111	6	KABC	843	29	56	62	66	76	8	27	47	105	100	5	KABC	6.9	2.6	4.1	6.9	9.0	11.9	8	2.1	5.2	11.5	13.6	4
153	32	38	6	7		16	32	2	1	1	12	KACE	153	32	38	6	7		16	32	2	1	1	12	KACE	1.3	2.8	2.8	7	1.0		1.5	2.5	2	1	1	1.0
287	8	49	16	9	5	41	26	52	9	21	32	KALI	287	8	49	16	9	5	41	26	52	9	21	32	KALI	2.4	7	3.6	1.8	1.2	8	3.9	2.0	5.8	1.0	2.8	2.6
722	20	42	78	65	59	25	32	78	86	124	8	KBIG	624	16	35	71	57	51	16	30	66	83	114	7	KBIG	5.1	1.4	2.6	7.9	7.8	8.0	1.5	2.3	7.3	9.1	15.4	6
88	26	7	5		2	7	23	6	2	4	2	*KBRT	51	24	2	4		4	14					1	*KBRT	4	2.1	1	4			4	1.1				1
233	22	22	19	6	2	44	21	17	5	1	73	KDAY	230	22	22	19	6	1	43	21	17	5	1	72	KDAY	1.9	1.9	1.6	2.1	8	2	4.1	1.6	1.9	5	1	6.0
81	25	8	2	2		8	2	2			31	KEZY	72	23	7	2	1		8	2	2			26	KEZY	6	2.0	5	2	1		8	2	2			2.2
52	6	9		1		12	5	2	6	1	6	KEZY FM	50	6	9		1		12	5	2	5	1	5	KEZY FM	4	5	7		1		1.1	4	2	5	1	4
42	2	1	2	6	1	1	2	6	4	2		KFAC	37	2	1	2	6	1	1	2	6	3	2		KFAC	3	2	1	2	8	2	1	2	7	3	3	
162	3	21	9	20	10	4	10	7	14	5	3	KFAC FM	143	3	16	7	17	9	4	9	6	12	4	2	KFAC FM	1.2	3	1.2	8	2.3	1.4	4	7	7	1.3	.5	.2
606	54	67	52	22	42	49	78	48	57	16	88	KFI	367	17	41	31	14	34	28	43	33	48	10	50	KFI	3.0	1.5	3.0	3.4	1.9	5.3	2.7	3.4	3.7	5.3	1.4	4.1
637	13	34	36	76	91	8	26	33	61	73	4	KFWB	609	13	33	34	74	87	8	25	33	60	71	4	KFWB	5.0	1.1	2.4	3.8	10.1	13.6	8	1.9	3.7	6.6	9.6	3
53	1		2	1	1			4	11	13		KGER	52	1		2	1	1			4	11	13		KGER	4	1		2	1	2		4	1.2	1.8		
99	5	2	9	3	2	9	27	10	8	1	22	KGFJ	98	5	2	9	3	2	9	27	9	8	1	22	KGFJ	8	.4	1	1.0	4	3	9	2.1	1.0	9	1	1.8
46	4	1	4	5	5		3	7	2	10	1	KGIL	44	4	1	4	5	5		3	7	2	9	1	KGIL	4	4	1	4	7	8		.2	8	2	1.2	1
33	9	1	1	2	2	2		1	1	2	2	KGIL FM	31	9	1	2	2	2	2		1	2	2	2	KGIL FM	3	.8	1	.3	3	2						1
79	13	1	5	7	7	2	3	7	3	10	2	TOTAL	75	13	1	5	7	7	2	3	7	2	9	2	TOTAL	7	1.2	1	5	1.0	1.1	2	2	8	2	1.2	2
45				5	17			10	11			*KGRB	45			5	17				10	11			*KGRB	4			7	2.7				1.1	1.5		
15	1			1	8			1	3			KBOB	13	1		1	8				1	1			KBOB	1	1		1	1.3				1	1		
60	1			6	25			11	14			TOTAL	58	1		6	25				11	12			TOTAL	5	1		8	4.0				1.2	1.6		
167	9	37	14	6	1	28	17	10	7	5	18	KHJ	164	9	37	14	6	1	28	16	10	7	5	18	KHJ	1.3	8	2.7	1.6	8	2	2.7	1.2	1.1	8	7	1.5
369	59	53	15	6	2	79	101	8	6	4	35	KHTZ	360	57	53	15	6	2	77	97	8	6	4	34	KHTZ	3.0	5.0	3.9	1.7	8	3	7.3	7.6	9	7	.5	2.8
75	4	1	8	6	2			7	12	5	1	*KIEV	64	4	1	7	6	1			4	12	4	1	*KIEV	5	4	1	8	8	2		4	1.3	5	1	
424	80	15	26	8	1	85	55	20	9	7	117	KIIS	397	75	13	25	5	1	79	52	19	9	7	111	KIIS	3.3	6.6	1.0	2.8	7	2	7.5	4.1	2.1	1.0	9	9.2
392	26	24	26	12	1	91	48	41	33		89	KIQQ	380	24	23	26	11	1	90	48	40	29		87	KIQQ	3.1	2.1	1.7	2.9	1.5	2	8.5	3.7	4.4	3.2		7.2

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
176	18	56	5	4	1	21	46	4	11	4	5	KJLH	175	18	56	5	4	1	21	46	4	11	4	4	KJLH	1.4	1.6	4.1	6	5	.2	2.0	3.6	.4	1.2	5	3
542	17	31	23	53	68	4	28	46	61	77	2	KJOI	526	17	30	23	53	63	4	27	44	60	73	2	KJOI	4.3	1.5	2.2	2.6	7.2	9.8	4	2.1	4.9	6.6	9.9	.2
160	20	45	37	10	1	5	15	11	2	6	2	KKGO	144	20	38	35	5	1	5	14	10	2	6	2	KKGO	1.2	1.8	2.8	3.9	.7	2	.5	1.1	1.1	.2	8	2
572	49	23	73	73	31	21	39	66	83	26	15	KLAC	449	49	20	61	38	30	13	32	65	54	23	13	KLAC	3.7	4.3	1.5	6.8	5.2	4.7	1.2	2.5	7.2	5.9	3.1	1.1
397	104	97	6	3	1	51	38	3			93	KLOS	327	73	83	3	3	1	41	35	2		85	KLOS	2.7	6.5	6.1	.3	4	2	3.9	2.7	2		7.0		
223	7	38	8	21	4	16	34	33	31	2	13	KLVE	212	6	37	8	20	4	15	28	32	31	2	13	KLVE	1.7	5	2.7	9	2.7	6	1.4	2.2	3.6	3.4	.3	1.1
655	254	77	18	2	2	78	46	3	5	1	169	KMET	439	115	61	16	2	2	56	40	2	5	1	139	KMET	3.6	10.2	4.5	1.8	.3	3	5.3	3.1	.2	.5	1	11.5
356	12	25	45	41	41	4	22	42	39	25	6	KMPC	314	11	25	39	33	37	4	21	37	36	20	6	KMPC	2.6	1.0	1.9	4.3	4.5	5.8	.4	1.6	4.1	4.0	2.7	5
111		3	8	7	13	1	3	9	20	12	1	KNOB	108		3	8	7	12	1	3	9	19	12		KNOB	9		.2	.9	1.0	1.9	.1	.2	1.0	2.1	1.6	
693	20	40	50	99	103	4	20	40	67	94	4	KNX	517	16	34	33	78	69	3	16	35	47	72	3	KNX	4.2	1.4	2.5	3.7	10.7	10.8	.3	1.2	3.9	5.2	9.8	.2
397	40	28	25	12	5	60	80	14	9	4	7	KNX FM	338	38	116	16	12	3	50	62	14	7	3	6	KNX FM	2.8	3.4	8.6	1.8	1.6	5	4.7	4.8	1.6	.8	4	.5
370	4	10	16	48	36	24	27	39	32	55	4	KOST	308	4	9	13	42	28	19	23	31	29	46	3	KOST	2.5	.4	.7	1.4	5.7	4.4	1.8	1.8	3.4	3.2	6.2	.2
517	47	79	51	3	5	71	87	51	12	7	93	KRLA	504	47	70	51	3	5	70	86	51	11	7	93	KRLA	4.1	4.2	5.2	5.7	4	8	6.6	6.7	5.7	1.2	9	7.7
236	46	18	7		1	30	5	1	9		118	KROQ FM	219	34	18	7		1	29	4	1	9		115	KROQ FM	1.8	3.0	1.3	.8		.2	2.8	.3	.1	1.0		9.5
496	74	107	65	6		93	85	32	8	5	20	KRTH	391	55	71	59	5		69	73	29	8	3	18	KRTH	3.2	4.9	5.3	6.6	7		6.6	5.7	3.2	.9	4	1.5
212	24	41	9	14		12	49	34	11	3	4	KTNQ	204	24	37	9	14		11	48	34	10	3	3	KTNQ	1.7	2.1	2.7	1.0	1.9		1.0	3.7	3.8	1.1	4	2
226	57	9	15	5		37	34	7	2	8	37	KUTE	211	50	9	15	5		35	33	3	2	8	36	KUTE	1.7	4.4	.7	1.7	.7		3.3	2.6	3	2	1.1	3.0
56	2		4		2	7	15	13	8	1	4	KWIZ	56	2		4		2	7	15	13	8	1	4	KWIZ	5	2		4		3	.7	1.2	1.4	.9	1	3
55	1	1	7	1	1	6	9	8	12	2	7	KWIZ FM	53	1	1	7	1	1	6	9	6	12	2	7	KWIZ FM	.4	1	.1	.8	1	.2	.6	7	.7	1.3	3	.6
127	3	5	9	7	1	5	12	22	12		11	KWKW	127	3	5	9	7	1	5	12	22	12		11	KWKW	1.0	.3	.4	1.0	1.0	2	.5	9	2.4	1.3		.9
223	74	50	2		1	16	12	2	1	2	63	KWST	210	70	50	2		1	16	12	2	1	2	54	KWST	1.7	6.2	3.7	2		.2	1.5	.9	2	1	3	4.5
221	20	32	51	19	5	30	28	21	6	2	4	KZLA FM	199	20	32	40	17	4	24	28	19	6	2	4	KZLA FM	1.6	1.8	2.4	4.4	2.3	.6	2.3	2.2	2.1	.7	3	.3
289	28	25	11	13	3	26	28	17	6	4	121	XTRA	127	3	12	6	12		12	15	8	2	3	52	XTRA	1.0	.3	.9	.7	1.6		1.1	1.2	.9	.2	.4	4.3
TOTAL LISTENING IN METRO SURVEY AREA													12181	1131	1351	900	732	640	1053	1283	899	910	738	1208													

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

LOS ANGELES  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
11930	502	1159	978	1178	986	214	663	712	1078	1346	259	KABC	10726	502	1030	861	1147	916	159	563	653	1004	1217	173	KABC	14.1	8.5	12.3	15.4	23.3	23.3	2.6	6.8	11.5	19.4	27.4	2.0		
2053	357	339	124	41		354	332	34	65	40	232	KACE	2010	357	339	124	41		354	321	34	65	40	215	KACE	2.6	6.0	4.0	2.2	.8		5.8	3.9	.6	1.3	.9	2.5		
3228	146	473	176	113	62	286	490	352	152	205	392	KALI	3228	146	473	176	113	62	286	490	352	152	205	392	KALI	4.2	2.5	5.6	3.1	2.3	1.6	4.7	5.9	6.2	2.9	4.6	4.5		
10899	270	694	826	1027	1010	292	721	1134	1071	1364	387	KBIG	9068	245	602	695	954	821	210	652	881	946	1106	326	KBIG	11.9	4.1	7.2	12.4	19.4	20.9	3.5	7.9	15.5	18.3	24.9	3.8		
1186	207	137	98	24	36	145	289	34	50	49	49	*KBRT	608	142	59	52	24		63	139		36	21	38	*KBRT	.8	2.4	.7	.9	.5		1.0	1.7		.7	.5	.4		
4039	591	316	331	76	60	666	515	262	142	26	1026	KOAY	3941	591	316	331	76	55	643	515	262	142	22	960	KOAY	5.2	10.0	3.8	5.9	1.5	1.4	10.6	6.2	4.6	2.7	5	11.1		
2891	538	297	100	70		343	119	131	42	48	1165	KEZY	2449	409	279	100	58		302	111	131	36	48	937	KEZY	3.2	6.9	3.3	1.8	1.2		5.0	1.3	2.3	.7	1.1	10.8		
1654	242	302	28	16		268	213	38	53	29	427	KEZY FM	1579	242	283	28	16		268	198	38	46	29	393	KEZY FM	2.1	4.1	3.4	.5	.3		4.4	2.4	.7	.9	.7	4.5		
1726	70	79	102	190	74	48	104	199	233	115		KFAC	1675	70	79	100	190	74	48	104	199	227	115		KFAC	2.2	1.2	.9	1.8	3.9	1.9	.8	1.3	3.5	4.4	2.6			
2999	88	403	245	365	192	72	217	224	256	185	115	KFAC FM	2718	88	360	209	333	180	72	185	199	249	162	88	KFAC FM	3.6	1.5	4.3	3.7	6.8	4.6	1.2	2.2	3.5	4.8	3.7	1.0		
11827	1028	1424	1005	592	371	973	1550	1124	515	416	1943	KFI	7258	528	819	723	438	245	613	959	697	400	304	1038	KFI	9.5	8.9	9.8	12.9	8.9	6.2	10.1	11.6	12.3	7.7	6.8	12.0		
12238	318	1353	1024	1396	1287	269	810	762	998	1145	322	KFWB	11384	318	1200	963	1357	1148	254	730	762	977	1089	322	KFWB	14.9	5.4	14.3	17.2	27.6	29.2	4.2	8.9	13.4	18.9	24.5	3.7		
1054	35		86	54	68	24	16	127	180	139	10	KGER	1012	35		86	54	43	24	16	127	180	139	10	KGER	1.3	.6		1.5	1.1	1.1	.4	2	2	3.5	3.1	.1		
2204	241	122	174	69	58	267	329	174	135	51	476	KGFJ	2187	241	122	174	69	58	267	329	157	135	51	476	KGFJ	2.9	4.1	1.5	3.1	1.4	1.5	4.4	4.0	2.8	2.6	1.1	5.5		
1267	100	28	72	178	126	44	42	130	205	133	51	KGIL	1136	100	28	72	178	126	44	42	125	173	112	51	KGIL	1.5	1.7	.3	1.3	3.6	3.2	.7	.5	2.2	3.3	2.5	.6		
542	93		25	84	63	24		48	51	26		KGIL FM	477	93		25	84	63	24		22	51	26		KGIL FM	.6	1.6		4	1.7	1.6	.4		.4	1.1	.3			
1530	123	28	72	212	169	68	42	130	227	184	51	TOTAL	1384	123	28	72	212	169	68	42	125	195	163	51	TOTAL	1.8	2.1	.3	1.3	4.3	4.3	1.1	.5	2.2	3.8	3.7	.6		
860		28	36	86	220			155	220	25		*KGRB	833		28	21	86	208				155	220	25	*KGRB	1.1		.3	.4	1.7	5.3				3.0	5.0	.3		
389	35		39	118		21	16	41	84			KBOB	364	35		39	106					41	71		KBOB	.5	.6		.8	2.7		.3	.3	.8	1.6				
1015	35	28	36	101	220	21	16	155	253	25		TOTAL	976	35	28	21	101	208				21	16	155	241	25	TOTAL	1.3	.6	.3	.4	2.1	5.3		.3	.3	3.0	5.4	.3
5146	390	754	404	264	65	602	579	346	291	254	852	KHJ	4888	390	690	374	264	65	587	548	337	274	241	811	KHJ	6.4	6.6	8.2	6.7	5.4	1.7	9.6	6.6	5.9	5.3	5.4	9.4		
6206	908	1045	271	135	54	1194	1129	244	227	111	812	KHTZ	5901	788	1045	271	135	54	1119	1078	244	220	101	770	KHTZ	7.7	13.3	12.5	4.8	2.7	1.4	18.4	13.1	4.3	4.3	2.3	8.9		
1459	35	66	119	125	60		27	117	151	138	13	*KIEV	1232	35	66	81	113	53		27	67	130	98	13	*KIEV	1.6	.6	.8	1.4	2.3	1.3		.3	1.2	2.5	2.2	2		
8280	1077	492	450	150	44	1403	1169	491	220	123	2528	KIIS	7457	979	415	411	128	42	1245	1081	451	173	101	2298	KIIS	9.8	16.6	4.9	7.3	2.6	1.1	20.5	13.1	7.9	3.3	2.3	26.5		
6874	1067	801	245	96	23	1328	803	464	224	40	1707	KIQQ	6408	906	755	213	82	23	1284	788	439	198	40	1608	KIQQ	8.4	15.3	9.0	3.8	1.7	.6	21.1	9.6	7.7	3.8	.9	18.6		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

LOS ANGELES  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
2469	388	567	102	74	55	366	468	47	97	51	167	KJLH	2453	388	567	102	74	55	366	468	47	97	51	151	KJLH	3.2	6.6	6.8	1.8	1.5	1.4	6.0	5.7	8	1.9	1.1	1.7
7835	299	493	506	747	957	107	364	586	840	1181	97	KJOI	7429	299	428	504	735	904	75	308	547	823	1119	97	KJOI	9.7	5.1	5.1	9.0	14.9	23.0	1.2	3.7	9.6	15.9	25.2	1.1
2836	371	713	306	163	58	234	337	283	72	72	72	KKGO	2673	371	667	274	133	58	220	314	269	72	72	72	KKGO	3.5	6.3	7.9	4.9	2.7	1.5	3.6	3.8	4.7	1.4	1.6	.8
6651	573	901	1158	886	620	413	691	780	647	584	534	KLAC	7167	573	684	896	702	560	391	581	705	517	482	356	KLAC	9.4	9.7	8.1	16.0	14.3	14.2	6.4	7.1	12.4	10.0	10.9	4.1
5020	2126	1661	251	59	23	1287	768	219	54	44	2495	KLOS	7487	1692	1438	191	58	23	1011	695	193	37	40	2081	KLOS	9.8	28.6	17.1	3.4	1.2	6	16.6	8.4	3.4	.7	.9	24.0
2673	125	445	175	186	64	234	454	188	282	59	178	KLVE	2434	65	393	175	167	64	218	404	164	282	50	169	KLVE	3.2	1.1	4.7	3.1	3.4	1.6	3.6	4.9	2.9	5.5	1.1	2.0
10532	2597	509	342	78	34	1606	791	186	129	41	3211	KMET	7955	1633	1226	290	76	23	1199	656	119	110	41	2574	KMET	10.4	27.6	14.6	5.2	1.5	6	19.7	8.0	2.1	2.1	9	29.7
7672	426	778	791	848	741	180	528	604	692	564	297	KMPC	6733	401	718	710	754	660	157	435	548	636	463	216	KMPC	8.8	6.8	8.6	12.7	15.3	16.8	2.6	5.3	9.6	12.3	10.4	2.5
2642	116	191	155	211	223	132	146	209	431	292	88	KNOB	2459	35	191	153	211	214	132	146	209	414	292	60	KNOB	3.2	6	2.3	2.7	4.3	5.4	2.2	1.8	3.7	8.0	6.6	.7
14713	662	1598	1413	1839	1390	179	497	772	1363	1453	208	KNX	10981	503	1204	1146	1377	991	120	377	586	1001	1082	135	KNX	14.4	8.5	14.3	20.4	28.0	25.2	2.0	4.6	10.3	19.4	24.4	1.6
7208	765	1402	496	263	122	1138	1380	311	327	163	260	KNX FM	5908	677	1413	396	237	43	903	1126	255	271	122	207	KNX FM	7.7	11.4	16.8	7.1	4.8	1.1	14.8	13.7	4.5	5.2	2.7	2.4
6549	274	292	576	566	592	248	543	528	621	839	203	KOST	5628	274	263	503	491	487	189	494	461	543	698	183	KOST	7.4	4.6	3.1	9.0	10.0	12.4	3.1	6.0	8.1	10.5	15.7	2.1
7447	703	1063	650	154	148	1020	1262	894	231	167	974	KRLA	7113	681	945	591	147	140	1012	1201	894	223	158	974	KRLA	9.3	11.5	11.3	10.5	3.0	3.6	16.6	14.6	15.7	4.3	3.6	11.2
3879	887	310	98	27	23	563	61	93	88	33	1612	KROQ FM	3757	828	310	98	27	23	539	56	93	88	21	1590	KROQ FM	4.9	14.0	3.7	1.7	.5	6	8.9	7	1.6	1.7	5	18.4
8608	1334	1687	609	176	12	1442	1616	540	269	106	799	KRTH	7002	856	1494	483	150	1193	1386	433	237	78	678	KRTH	9.2	14.5	17.8	8.6	3.0	19.6	16.8	7.6	4.6	1.8	7.8		
2266	155	365	79	141		255	377	279	157	49	171	KTNQ	2052	155	313	79	141	216	338	279	137	39	117	KTNQ	2.7	2.6	3.7	1.4	2.9	3.5	4.1	4.9	2.6	.9	1.4		
4619	780	474	312	81		873	686	203	139	30	959	KUTE	4472	739	469	312	81	850	671	170	139	30	929	KUTE	5.9	12.5	5.6	5.6	1.6	14.0	8.1	3.0	2.7	.7	10.7		
1351	55	75	136	30	32	169	293	180	142	29	129	KWIZ	1306	55	75	136	30	32	169	264	180	142	29	129	KWIZ	1.7	9	9	2.4	.6	8	2.8	3.2	3.2	2.7	.7	1.5
933	18	59	67	61	21	153	159	102	111	21	135	KWIZ FM	883	18	59	67	61	11	153	144	77	111	21	135	KWIZ FM	1.2	3	7	1.2	1.2	3	2.5	1.7	1.4	2.1	.5	1.6
1509	63	87	155	90	65	103	91	172	160	21	205	KWKW	1509	63	87	155	90	65	103	91	172	160	21	205	KWKW	2.0	1.1	1.0	2.8	1.8	1.7	1.7	1.1	3.0	3.1	.5	2.4
4598	1036	621	61	26	34	604	403	125	85	13	1567	KWST	4273	904	621	61	26	34	581	389	125	85	13	1426	KWST	5.6	15.3	7.4	1.1	5	9	9.5	4.7	2.2	1.6	.3	16.5
3209	247	425	521	223	139	385	409	311	182	71	217	KZLA FM	3001	247	425	467	189	117	331	397	296	182	71	217	KZLA FM	3.9	4.2	5.1	8.3	3.8	3.0	5.4	4.8	5.2	3.5	1.6	2.5
6289	669	460	283	158	89	722	685	456	140	127	2184	XTRA	3118	178	247	166	112	348	375	250	52	81	1116	XTRA	4.1	3.0	2.9	3.0	2.3	5.7	4.6	4.4	1.0	1.8	12.9		

TOTAL LISTENING IN METRO SURVEY AREA    71950 5610 7824 6288 4589 3676 5945 7899 5334 4887 4189 8419    94.3 94.9 93.2 94.3 93.2 93.5 97.7 95.9 93.8 94.5 94.4 97.2

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
122	5	17	11	4	5	16	24	15	3	7	8	WAKY	99	4	16	10	4	4	7	20	13	3	6	6	WAKY	9.5	4.5	15.7	13.2	6.8	7.4	7.7	17.5	12.4	4.8	9.5	5.0
207	34	19	23	10	8	16	29	27	15	9	8	WAMZ	122	13	15	13	3	7	7	22	17	12	7	3	WAMZ	11.7	14.6	14.7	17.1	5.1	13.0	7.7	19.3	16.2	19.0	11.1	2.5
81	1	3	6	10	8		2	7	7	7	2	WAVE	71	1	2	3	10	8		2	7	7	7	1	WAVE	6.8	1.1	2.0	3.9	16.9	14.8		1.8	6.7	11.1	11.1	.8
60	6	7	8	3	4	4	7	10	3	2	4	WCII	49	4	6	7	3	4	3	4	9	3	2	3	WCII	4.7	4.5	5.9	9.2	5.1	7.4	3.3	3.5	8.6	4.8	3.2	2.5
156	16	8	3			28	12	7	1		81	WKJJ	110	8	6	2			18	10	5		61	WKJJ	10.5	9.0	5.9	2.6			19.8	8.8	4.8		50.8		
12				1	2			2		2		*WFIA	11				2				2		2		*WFIA	1.1				3.7			1.9		3.2		
151	8	16	13	7	11	5	20	15	10	12	3	WHAS	81	3	9	8	3	7	1	10	10	3	8		WHAS	7.8	3.4	8.8	10.5	5.1	13.0	1.1	8.8	9.5	4.8	12.7	
53	2	4	8	5	4	1	5	3	6	9		WINN	52	2	3	8	5	4	1	5	3	6	9		WINN	5.0	2.2	2.9	10.5	8.5	7.4	1.1	4.4	2.9	9.5	14.3	
63	9	4	3	3	4	8	7	4	4	3	11	*WLOU	60	8	4	3	3	4	7	7	4	4	2	11	*WLOU	5.7	9.0	3.9	3.9	5.1	7.4	7.7	6.1	3.8	6.3	3.2	9.2
93	26	16	2			17	10		1		21	WLRS	89	24	14	2			17	10		1	21	WLRS	8.5	27.0	13.7	2.6			18.7	8.8		1.6	17.5		
84	12	6	6	2		14	12	8	3		21	WOHI	41	6	3	5	1		8	6	5	1	6	WOHI	3.9	6.7	2.9	6.6	1.7		8.8	5.3	4.8	1.6	5.0		
41	2	8	2	2		10	8	6	1		2	WRKA	38	2	8	2	2		9	8	4	1	2	WRKA	3.6	2.2	7.8	2.6	3.4		9.9	7.0	3.8	1.6	1.7		
39	1	2	1	9	3		2	4	6	2	2	*WTMT	30	1	2		7	2		1	4	5	1		*WTMT	2.9	1.1	2.0		11.9	3.7		.9	3.8	7.9	1.6	
117	4	2	8	14	10	1	3	17	17	17		WVEZ	103	4	2	8	12	9	1	3	17	12	14		WVEZ	9.9	4.5	2.0	10.5	20.3	16.7	1.1	2.6	16.2	19.0	22.2	
12	1	2				3	2	1	1			WXLN	12	1	2				3	2	1	1			WXLN	1.1	1.1	2.0			3.3	1.8	1.0	1.6			
9		3	1				1		1	1		WXVW	9		3	1					1		1	1		WXVW	.9		2.9	1.3				.9		1.6	1.6
28	11	3				4	2	1			7	WZZX	20	.6	3				3	2	1		5		WZZX	1.9	6.7	2.9			3.3	1.8	1.0			4.2	
TOTAL LISTENING IN METRO SURVEY AREA												1044	89	102	76	59	54	91	114	105	63	63	120														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																							
TCT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %													
2337	203	337	183	98	79	221	377	164	90	97	365	WAKY	1727	107	270	157	76	57	151	265	135	73	71	258	WAKY	23.7	19.2	35.1	29.8	17.4	15.5	26.0	33.7	23.9	15.8	16.5	27.2												
2405	307	253	293	152	82	218	291	256	169	123	190	WAMZ	1421	124	176	179	76	66	120	183	139	114	96	94	WAMZ	19.5	22.3	22.9	34.0	17.4	17.9	20.7	23.3	24.6	24.7	22.3	9.9												
1539	45	79	125	182	142	40	70	107	110	168	83	WAVE	1334	33	68	108	173	124	31	63	99	103	156	69	WAVE	18.3	5.9	8.8	20.5	39.6	33.7	5.3	8.0	17.5	22.3	36.3	7.3												
1150	95	147	113	26	24	120	169	134	78	26	171	WCII	819	42	120	86	26	24	68	105	95	78	21	121	WCII	11.2	7.5	15.6	16.3	5.9	6.5	11.7	13.4	16.8	16.9	4.9	12.8												
2434	296	215	95	13	13	386	220	165	47	5	942	WKJJ	1626	135	143	81		5	259	156	114	29		667	WKJJ	22.3	24.2	18.6	15.4		1.4	44.6	19.8	20.1	6.3		70.4												
220		13	14	28	24	5	12	17	10	21		WFIA	180		13	5	19	24	5	5	17	5	21		WFIA	2.5		1.7	9	4.3	6.5	9	.6	3.0	1.1	4.9													
3114	191	366	306	233	266	91	324	232	234	211	138	WHAS	1736	79	221	183	134	147	24	174	146	119	133	74	WHAS	23.8	14.2	28.7	34.7	30.7	39.9	4.1	22.1	25.8	25.8	30.9	7.8												
924	53	109	117	58	44	59	97	59	79	70	42	WINN	892	53	90	117	58	44	46	97	59	79	70	42	WINN	12.2	9.5	11.7	22.2	13.3	12.0	7.9	12.3	10.4	17.1	16.3	4.4												
760	111	53	47	32	30	91	64	54	52	41	142	WLOU	689	80	53	39	32	30	77	64	54	46	35	142	WLOU	9.4	14.4	6.9	7.4	7.3	8.2	13.3	8.1	9.5	10.0	8.1	15.0												
1553	345	227	52		8	261	154	18	16	12	437	WLRS	1342	277	201	43		8	223	137	18	16	2	394	WLRS	18.4	49.7	26.1	8.2		2.2	38.4	17.4	3.2	3.5	5	41.6												
1522	299	179	56	29		273	170	100	24	10	375	WQHI	852	147	116	39	15		150	135	49	6	10	178	WQHI	11.7	26.4	15.1	7.4	3.4		25.8	17.2	8.7	1.3	2.3	18.8												
760	88	173	31	15		136	145	49	26	18	73	WRKA	733	88	173	31	15		122	145	43	26	18	66	WRKA	10.0	15.8	22.5	5.9	3.4		21.0	18.4	7.6	5.6	4.2	7.0												
514	23	57	26	86	44		60	50	74	38	9	WTMT	343	23	57	8	62	36		21	18	60	15	3	WTMT	4.7	4.1	7.4	1.5	14.2	9.8		2.7	3.2	13.0	3.5	3												
1349	74	63	80	137	131	39	90	161	140	163	30	WVEZ	1160	55	63	80	116	115	24	90	151	111	133	30	WVEZ	15.9	9.9	8.2	15.2	26.5	31.3	4.1	11.5	26.7	24.1	30.9	3.2												
279	34	49	9	12	9	45	42	24	9	10	16	WXLN	259	34	49	9	12		45	42	18	4	10	16	WXLN	3.5	6.1	6.4	1.7	2.7		7.7	5.3	3.2	.9	2.3	1.7												
226		21	36	11	18	5	25	21	17	17	5	WXVW	226		21	36	11	18	5	25	21	17	17	5	WXVW	3.1		2.7	6.8	2.5	4.9	.9	3.2	3.7	3.7	4.0	.5												
679	151	46	9	7		133	53	10	5		209	WZZX	538	104	96	9			96	53	10	5		165	WZZX	7.4	18.7	12.5	1.7			16.5	6.7	1.8	1.1		17.4												
TOTAL LISTENING IN METRO SURVEY AREA													6890	546	736	516	413	340	569	762	546	427	389	927														94.4	98.0	95.7	97.9	94.5	92.4	97.9	96.9	96.5	92.6	90.5	97.8

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
91	16	3	1	3		13	4	6	4		40	KBFM	84	14	3	1	3		13	3	6	4		37	KBFM	14.6	26.4	9.4	4.8	12.0		18.8	5.0	13.3	12.9		41.6			
31	4	2	1	3		3	4	6			8	KBOR	31	4	2	1	3		3	4	6			8	KBOR	5.4	7.5	6.3	4.8	12.0		4.3	6.7	13.3		9.0				
17			3		4		4	3			2	KDUV	17			3		4	3					2	KDUV	2.9			14.3		9.5		6.7	6.7		2.2				
32	6	3			2	7	8	1	1	1	2	KELT	27	5	3		2	6	7		1	1	2	KELT	4.7	9.4	9.4			4.8	8.7	11.7		3.2	3.2	2.2				
211	7	13	11	7	25	12	21	14	20	23	3	*KGBT	199	6	12	11	6	24	11	19	13	18	22	3	*KGBT	34.5	11.3	37.5	52.4	24.0	57.1	15.9	31.7	28.9	58.1	71.0	3.4			
13		1		6			3	1	1			*KIAT	13		1		6			3	1	1			*KIAT	2.3		3.1		24.0		5.0	2.2	3.2						
12				4		1	1		2	3		KIWW	12			4			1	1		2	3		KIWW	2.1				16.0		1.4	1.7		6.5	9.7				
53	8	7		1	2	14	4	2		1	12	KRGV	50	7	6		1	2	14	4	2		1	11	KRGV	8.7	13.2	18.8		4.0	4.8	20.3	6.7	4.4		3.2	12.4			
62	9	2	2		2	15	6	6		1	14	KRIO	59	9	2	2		2	14	6	6		1	13	KRIO	10.2	17.0	6.3	9.5		4.8	20.3	10.0	13.3		3.2	14.6			
19	6	1				1	3				8	KRIX	19	6	1				1	3				8	KRIX	3.3	11.3	3.1			1.4	5.0				9.0				
10					1							*KURV	10				1								*KURV	1.7				2.4										
7		2	1		1		1					KVLY	5		1	1					1				KVLY	9		3.1	4.8			1.7								
14	1	1	2	2	1	1	1		1		1	*KSOX	14	1	1	2	2	1	1	1		1	1	1	*KSOX	2.4	1.9	3.1	9.5	8.0	2.4	1.4	1.7		3.2	1.1				
TOTAL LISTENING IN METRO SURVEY AREA												577	53	32	21	25	42	69	60	45	31	31	89																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
884	114	51	17	33		141	61	64	23	2	345	KBFM	795	100	46	13	29		128	57	57	22		312	KBFM	25.1	39.1	17.6	6.6	18.1		44.6	18.2	22.9	12.4		58.3										
249	32	24	15	15		18	40	26	11		68	KBOR	243	32	24	15	13		16	40	26	11		66	KBOR	7.7	12.5	9.2	7.6	8.1		5.6	12.8	10.4	6.2		12.3										
148	8	8	20		14		28	19	5	7	24	KDUV	141	8	8	20		12	28	19	5	7	23	KDUV	4.5	3.1	3.1	10.1		7.7		8.9	7.6	2.8	3.9	4.3											
445	69	44	6	4	18	96	67	28	13	18	52	KELT	381	58	38		4	16	88	59	23	10	15	43	KELT	12.0	22.7	14.6		2.5	10.3	30.7	18.8	9.2	5.6	8.4	8.0										
1470	50	149	137	59	119	78	185	121	122	131	68	*KGBT	1364	36	143	125	52	110	71	171	110	115	127	60	*KGBT	43.1	14.1	54.8	63.1	32.5	71.0	24.7	54.6	44.2	64.6	70.9	11.2										
130	8	8	2	9	9		36	23	11		7	*KIRT	118	8	8		9	9		32	19	11		6	*KIRT	3.7	3.1	3.1		5.6	5.8		10.2	7.6	6.2		1.1										
154	8			27		19	28	9	22	17	8	KIWW	149	8			27		18	28	9	21	17	5	KIWW	4.7	3.1			16.9		6.3	8.9	3.6	11.8	9.5	.9										
734	124	99	6	24	18	130	54	47	21	9	192	KRGV	647	110	87		22	18	121	50	46	20	7	160	KRGV	20.4	43.0	33.3		13.8	11.6	42.2	16.0	18.5	11.2	3.9	29.9										
793	121	45	50	18	7	125	79	48	13	22	210	KRIO	704	113	39	46	14	4	107	69	44	10	20	188	KRIO	22.2	44.1	14.9	23.2	8.8	2.6	37.3	22.0	17.7	5.6	11.2	35.1										
235	85	25		5		21	30	4	5		60	KRIX	215	75	23		5		20	30	4	5		53	KRIX	6.8	29.3	8.8		3.1		7.0	9.6	1.6	2.8		9.9										
114		8	7	2	4	2	6		2	7	8	*KURV	103		8	7		4		6		2	7	8	*KURV	3.3		3.1	3.5		2.6		1.9		1.1	3.9	1.5										
78		5	8	3	13		5	4	4	4	6	KVLY	51		3	6		8		5	4	2	4			KVLY	1.6		1.1	3.0		5.2		1.6	1.6	1.1	2.2										
225	20	18	20	18	9	26	21	12	7	2	31	*KSOX	191	17	14	16	18	9	20	15	9	7		31	*KSOX	6.0	6.6	5.4	8.1	11.3	5.8	7.0	4.8	3.6	3.9		5.8										
TOTAL LISTENING IN METRO SURVEY AREA												2877	256	219	167	104	146	283	296	228	167	156	514													90.9	99.9	83.9	84.3	65.0	94.2	98.6	94.6	91.6	93.8	87.2	96.1

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %
16				1		1	1	1	2		*KSUD	5				1		1	1	1		*KSUD	.5				1.9			.9	1.4	1.6							
27	1	1				1	4	5	7	3	*KWAM	16	1	1			1	4	2	4	1	*KWAM	1.6	.8	.9			1.2	3.6	2.9	6.3	1.6							
23	6	1		1		7	2	1	5		KWAM FM	10	2	1		1	2	1	2			KWAM FM	1.0	1.6	.9	1.9	1.2	1.8	1.4	3.1									
108	6	12	5	3	6	12	14	7	5	9	14	59	2	4	5		5	9	2	4	4	8	5.9	1.6	3.8	8.3		11.1	6.1	8.0	2.9	6.3	6.3	7.1					
179	2	5	14	12	22	6	11	19	8	31	2	122	2	4	11	10	16	6	7	11	4	2	12.1	1.6	3.8	18.3	19.2	35.6	7.3	6.3	15.9	6.3	32.8	1.8					
86	5	12	5	6	1	10	7	10	9	2	13	48	3	5		4		6	6	6	9	1	5	4.8	2.4	4.7		7.7	7.3	5.4	8.7	14.1	1.6	4.4					
213	65	16	2	8	1	41	19	10	5	1	45	112	32	12	2	4	1	16	11	9	5	1	19	11.1	25.8	11.3	3.3	7.7	2	2	19.5	9.8	13.0	7.8	1.6	16.8			
50	8	5	1	3	1	9	6	2	3	3	8	47	8	5	1	3	1	9	6	2	1	2	8	4.7	6.5	4.7	1.7	5.8	2.2	11.0	5.4	2.9	1.6	3.1	7.1				
50	9	11	3	4	3	9	3	2	3	3	3	50	9	11	3	4	3	9	3	2	3	3	5.0		8.5	18.3	5.8	8.9	3.7	8.0	4.3	3.1	4.7	2.7					
151	1	26	18	8	8	3	9	12	24	15	3	110	1	7	12	8	7	2	5	9	22	15	2	10.9	.8	6.6	20.0	15.4	15.6	2.4	4.5	13.0	34.4	23.4	1.8				
150	14	23	7	6	1	13	30	12			43	74	10	8	3	2	1	7	19	8		16	7.4	8.1	7.5	5.0	3.8	2.2	8.5	17.0	11.6				14.2				
116	9	22	6	4	17	8	12	5	7	3	4	42	1	7	2	1	4	3	6	1	3	2	4.2	.8	6.6	3.3	1.9	8.9	3.7	5.4	1.4	4.7	3.1						
66	7	13	4	1	1	11	13	7	1	1	7	54	7	12	1	1		9	12	7		4	5.4	5.6	11.3	1.7	1.9		11.0	10.7	10.1		1.6	3.5					
54	7	4	3	3		3	4	4	5	1		42	7	4	2	1		3	2	3	5	1	4.2		6.6	6.7	3.8	2.2		2.7	2.9	4.7	7.8	.9					
23	2	6	5	3				1	1			23	2	6	5	3				1	1		2.3		1.9	10.0	9.6	6.7				1.6	1.6						
207	92	19		3	1	16	11	2	1	1	61	135	53	16		1		10	8	2	1	44	13.4	42.7	15.1		1.9		12.2	7.1	2.9	1.6			38.9				
TOTAL LISTENING IN METRO SURVEY AREA											1005	124	106	60	52	45	82	112	69	64	64	113																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
370			19	17	9	34	18	30	37		*KSUD	161			19	17	9	20	18	30	7		*KSUD	2.2			3.9	4.3	2.5		2.5	3.2	6.8	1.7			
405	28	21		13	33	12	52	36	70	38	2	*KWAM	266	28	21		13	10	12	52	19	50	19	*KWAM	3.6	4.4	2.8		3.3	2.8	1.9	6.5	3.4	11.3	4.5		
290	71	21		9		95	24	14	41		2	KWAM FM	151	36	21		9	26	24	14	21		KWAM FM	2.1	5.7	2.8		2.3		4.2	3.0	2.5	4.7				
2378	170	136	59	96	140	279	219	171	157	184	425	WOIA	1319	82	66	59	39	62	130	138	75	108	83	277	WOIA	18.0	12.9	8.8	12.2	9.8	17.5	20.9	17.2	13.5	24.4	19.8	27.5
2152	20	100	163	145	215	66	216	208	281	106		WEZI	1383	20	54	118	120	110	66	157	142	137	152	91	WEZI	18.9	3.1	7.2	24.5	30.2	31.0	10.6	19.6	25.6	30.9	36.2	9.0
2272	202	310	100	127	47	198	190	194	104	78	544	WHBQ	1156	117	143	17	66	19	89	138	97	82	33	285	WHBQ	15.8	18.4	19.1	3.5	16.6	5.4	14.3	17.2	17.5	18.5	7.9	28.3
2214	364	243	69	67	40	483	243	110	56	18	508	WHRK	1329	184	173	69	52	20	212	177	81	49	4	308	WHRK	18.1	28.9	23.2	14.3	13.1	5.6	34.1	22.0	14.6	11.1	1.0	30.6
1021	62	104	73	54	34	76	143	53	69	32	258	WLOK	988	62	104	73	54	34	76	143	53	49	19	258	WLOK	13.5	9.7	13.9	15.1	13.6	9.6	12.2	17.8	9.6	11.1	4.5	25.6
711	28	105	71	78	39	70	111	58	61	33	33	WLVS	673	28	105	71	54	39	70	111	58	61	33	33	WLVS	9.2	4.4	14.1	14.7	13.6	11.0	11.3	13.8	10.5	13.8	7.9	3.3
1976	49	192	196	125	158	48	105	181	193	183	181	WMC	1319	49	80	109	114	108	27	89	113	138	161	111	WMC	18.0	7.7	10.7	22.6	28.6	30.4	4.3	11.1	20.4	31.2	38.3	11.0
2946	250	328	155	87	21	412	394	266	40	4	825	WMC FM	1411	134	158	81	31	4	207	227	150	40	4	337	WMC FM	19.3	21.1	21.2	16.8	7.8	1.1	33.3	28.3	27.1	9.0	1.0	33.5
2035	170	261	186	134	98	214	176	116	150	95	120	WMPS	844	45	91	81	64	43	57	82	62	80	49	49	WMPS	11.5	7.1	12.2	16.8	16.1	12.1	9.2	10.2	11.2	18.1	11.7	4.9
1494	153	184	61	24	33	263	223	96	53	70	326	WQUO	1156	153	168	45	24	9	188	193	83	45	41	199	WQUO	15.8	24.1	22.5	9.3	6.0	2.5	30.2	24.0	15.0	10.2	9.8	19.8
1652	16	177	102	119	113	60	109	85	105	146	77	WREC	1059	16	149	90	95	43	26	109	51	77	107	59	WREC	14.5	2.5	19.9	18.7	23.9	12.1	4.2	13.6	9.2	17.4	25.5	5.9
344	14	36	70	24	29		15		31	25	13	*WWEE	344	14	36	70	24	29		15		31	25	13	*WWEE	4.7	2.2	4.8	14.5	6.0	8.2		1.9		7.0	6.0	1.3
2185	564	252	19	54	35	295	154	55	64	30	647	WZXR	1274	325	192	19	24	9	154	103	44	22	7	367	WZXR	17.4	51.1	25.7	3.9	6.0	2.5	24.8	12.8	7.9	5.0	1.7	36.5
TOTAL LISTENING IN METRO SURVEY AREA											6999	636	747	459	384	318	618	787	525	443	389	993		95.6	99.9	99.9	95.2	96.5	89.6	99.4	98.0	94.8	99.9	92.6	98.7		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

MIAMI  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
143	3	27	20	3	2	16	41	12	6	6	4	WAIA	65	2	16	3	3	7	23	3	2	2	2	WAIA	3.1	2.0	9.0	2.9	2.0	4.7	12.6	1.8	1.3	1.2	1.2			
83		8	9	23	3		4	6	17	6		*WCMQ	82		8	9	23	3		4	6	17	6	*WCMQ	3.9		4.5	8.7	15.2	3.3		2.2	3.6	10.9	3.5			
83	2	19	3	5		6	13	18	5	4	6	WCMQ FM	83	2	19	3	5	6	13	18	5	4	6	WCMQ FM	3.9	2.0	10.7	2.9	3.3	4.0	7.1	10.8	3.2	2.3	3.6			
92	16	14	4			22	9	6	2		18	WEDR	92	16	14	4		22	9	6	2		18	WEDR	4.3	16.0	7.9	3.8		14.7	4.9	3.6	1.3	10.8				
69	8	10	2	3	2	4	12	4	4	2	4	WGBS	34	5	7	1	1	1	3	2	1		2	WGBS	1.6	5.0	4.0	1.0	.7	1.1	.7	1.6	1.2	.6	1.2			
49		10	4	2	1	3	9	4	6	5	4	WHTT	49		10	4	2	1	3	9	4	6	5	4	WHTT	2.3		5.6	3.8	1.3	1.1	2.0	4.9	2.4	3.8	2.9	2.4	
173	2	8	8	9	18		2	5	10	15	1	WINZ	94		1	4	4	11		1	2	7	8	1	WINZ	4.4		.6	3.8	2.6	12.0		.5	1.2	4.5	4.7	.6	
45	7	2	2		1	8	5	2	1		10	WINZ FM	23	2	1	1			4	4	1		9	WINZ FM	1.1	2.0	.6	1.0			2.7	2.2	.6		5.4			
144	4	7	13	13	14	1	2	11	10	5	2	WIOD	62	1	3	3	3	5		1	3	4	1	1	WIOD	2.9	1.0	1.7	2.9	2.0	5.4		.5	1.8	2.6	.6	.6	
43				1	1			1	1	8		WKAT	42				1	1			1	1	8	WKAT	2.0				.7	1.1		.6	.6	4.7				
172		2	4	9	20	6	7	8	10	27	3	WLYF	47		1	1	5	6	2	6	7	2	9	1	WLYF	2.2		.6	1.0	3.3	6.5	1.3	3.3	4.2	1.3	5.3	.6	
26		2	2	2		2	8	4	3	1		WMBM	26		2	2	2		2	8	4	3	1		WMBM	1.2		1.1	1.9	1.3		1.3	4.4	2.4	1.9	.6		
90	10	7	3	1		21	10	3	3	1	30	WMJX	60	8	5	3	1		9	6	2	2	1	22	WMJX	2.8	8.0	2.8	2.9	.7		6.0	3.3	1.2	1.3	.6	13.3	
222	1	3	14	13	13	8	2	7	9	30		WNWS	107		2	1	3	3	8	2	5	6	18		WNWS	5.0		1.1	1.0	2.0	3.3	5	3	1.1	3.0	3.8	10.5	
66		5	2	8	1		4	9	5	17	1	WOCN	65		5	2	8	1		3	9	5	17	1	WOCN	3.1		2.8	1.9	5.3	1.1		1.6	5.4	3.2	9.9	.6	
168	1	22	14	19	7	12	15	26	7	9	16	WQAM	102		14	9	11	5	6	5	21	6	1	8	WQAM	4.8		7.9	8.7	7.3	5.4	4.0	2.7	12.7	3.8	.6	4.8	
120		2	7	9	6	1	12	18	15	15	1	WQBA	116		2	6	8	6	1	11	17	15	15	1	WQBA	5.5		1.1	5.8	5.3	6.5	.7	6.0	10.2	9.6	8.8	.6	
71	11	9	4			10	18	6	3	1	9	WQBA FM	63	11	9	4			10	10	6	3	1	9	WQBA FM	3.0	11.0	5.1	3.8			6.7	5.5	3.6	1.9	.6	5.4	
230		5	22	15	18		4	13	26	33	1	*WRHC	225		5	17	15	18		4	13	26	33	1	*WRHC	10.6		2.8	16.3	9.9	19.6		2.2	7.8	16.7	19.3	.6	
124	1	5	10	6	6		4	3	6	9	1	WTMI	69	1		1	6	3		2	3	5	6	1	WTMI	3.2	1.0			1.0	4.0	3.3		1.1	1.8	3.2	3.5	.6
49			1	19	6			1	6	4	1	WVCG	39				15	5				1	4	4	1	WVCG	1.8				9.9	5.4		.6	2.6	2.3	.6	
144	7	33	5	4		36	40	9	2		5	WWWL	76	4	19	2	3		18	19	6	2		2	WWWL	3.6	4.0	10.7	1.9	2.0		12.0	10.4	3.6	1.3		1.2	
152		7	13	19	18	10	2	9	20	17		WYOR	103		1	12	13	13	10	2	6	12	7		WYOR	4.8		.6	11.5	8.6	14.1	6.7	1.1	3.6	7.7	4.1		
150	14	65	11			17	19	15	1		7	WAXY	46	8	12	2			10	3	7			3	WAXY	2.2	8.0	6.8	1.9			6.7	1.6	4.2		1.8		
67	22	2				4	1	4			34	WCKO	25	14	2				3	1				5	WCKO	1.2	14.0	1.1				2.0	.5			3.0		
42				6	2	2		1	4	13		WEWZ	17				3	1				4	2		WEWZ	.8				2.0	1.1			2.6	1.2			
277	17	18	19	7	7	34	37	12	11	6	95	WHYI	144	9	8	6	7	5	12	20	5	8	4	52	WHYI	6.8	9.0	4.5	5.8	4.6	5.4	8.0	10.9	3.0	5.1	2.3	31.3	
139	56	12	1	1		21	10		1		37	WSHE	50	17	5	1			6	8				13	WSHE	2.4	17.0	2.8	1.0			4.0	4.4			7.8		
191		7	1	21	9	7	8	7	25	24	1	WKQS	22		1		1	2	6			4	2		WKQS	1.0		.6		.7	2.2	4.0			2.6	1.2		

TOTAL LISTENING IN METRO SURVEY AREA 2126 100 177 104 151 92 150 183 166 156 171 166

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

 MIAMI  
 OCT/NOV 1980

 MONDAY-SUNDAY  
 6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %				
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64					
2010	127	276	205	112	42	232	390	167	128	92	126	WAIA	967	89	175	69	92	105	182	57	47	65	59	WAIA	7.5	10.5	16.1	7.9	11.7		12.0	15.2	5.9	5.4	7.0	4.6					
439	8	28	31	56	37	9	27	46	65	34	6	*WCMQ	424	8	28	31	56	37	9	27	46	34	6	*WCMQ	3.3	9	2.6	3.5	7.1	5.0	1.0	2.3	4.7	7.4	3.7	5					
844	40	128	60	66	22	64	112	140	50	35	85	WCMQ FM	823	40	128	60	66	22	64	112	140	50	35	64	WCMQ FM	6.3	4.7	11.8	6.9	8.4	3.0	7.3	9.3	14.4	5.7	3.8	5.0				
1100	135	162	55	15		165	161	87	30	7	256	WEDR	1040	135	145	55	15	146	147	87	30	7	246	WEDR	8.0	16.0	13.4	6.3	1.9		16.7	12.3	9.0	3.4	.8	19.1					
1590	140	162	71	67	48	150	211	97	66	31	88	WGBS	765	105	70	30	27	55	95	54	20	4	25	WGBS	5.9	12.4	6.4	3.4	3.4	3.4	6.3	7.9	5.6	2.3	.4	1.9					
502		89	28	50	11	39	66	73	53	37	37	WHTT	502		89	28	50	11	39	66	73	53	37	37	WHTT	3.9		8.2	3.2	6.4	1.5	4.5	5.5	7.5	6.1	4.0	2.9				
2937	47	146	154	193	321		63	120	155	351	45	WINZ	1475	8	86	68	119	156		26	58	88	187	34	WINZ	11.4	9	7.9	7.8	15.1	21.1		2.2	6.0	10.1	20.2	2.6				
1549	313	136	42	18	33	219	115	74	38	18	365	WINZ FM	1015	179	92	27	18	11	124	79	39	31	18	312	WINZ FM	7.8	21.2	8.5	3.1	2.3	1.5	14.2	6.6	4.0	3.5	1.9	24.3				
2870	121	170	218	211	290	46	75	133	159	243	160	WIOD	1457	64	118	92	93	147	27	26	59	82	87	128	WIOD	11.2	7.6	10.9	10.5	11.8	19.9	3.1	2.2	6.1	9.4	9.4	10.0				
739		29	8	30	33			27	34	64		WKAT	651		12	8	30	33			27	28	64		WKAT	5.0		1.1	9	3.8	4.5		2.8	3.2	6.9						
2345	30	88	89	122	228	51	86	240	193	420	69	WLYF	883	11	31	46	47	99	22	62	141	79	146	47	WLYF	6.8	1.3	2.9	5.3	6.0	13.4	2.5	5.2	14.5	9.0	15.7	3.7				
401		35	56	18	13	50	65	60	35	24	9	WMBM	401		35	56	18	13	50	65	60	35	24	9	WMBM	3.1		3.2	6.4	2.3	1.8	5.7	5.4	6.2	4.0	2.6	.7				
2318	312	175	108	22	19	390	265	49	83	32	682	WMJX	1382	211	172	67	4	19	204	127	9	61	12	464	WMJX	10.7	25.0	15.8	7.7	5	2.6	23.3	10.6	9	7.0	1.3	36.1				
2618	22	122	89	135	210	58	44	146	117	335	11	WNWS	1278		82	38	51	85	39	44	82	78	136	11	WNWS	9.9		7.6	4.3	6.5	11.5	4.5	3.7	8.4	8.9	14.7	.9				
752	6	71	48	84	22		75	67	102	119	12	WOCN	740	6	71	48	84	22		63	67	102	119	12	WOCN	5.7	7	6.5	5.5	10.7	3.0		5.3	6.9	11.7	12.8	.9				
2782	52	108	273	144	133	169	349	212	174	162	347	WQAM	1419	11	106	214	69	80	66	151	140	92	39	199	WQAM	10.9	1.3	9.8	24.5	8.8	10.8	7.5	12.6	14.4	10.5	4.2	15.5				
1326	14	86	108	118	70	48	154	176	131	172	44	WQBA	1218	14	86	96	107	59	48	118	166	131	159	44	WQBA	9.4	1.7	7.9	11.0	13.6	8.0	5.5	9.8	17.1	15.0	17.2	3.4				
1040	92	90	72	8	11	152	209	83	52	40	205	WQBA FM	997	92	90	72	8	11	133	185	83	52	40	205	WQBA FM	7.7	10.9	8.3	8.2	1.0	1.5	15.2	15.4	8.5	5.9	4.3	15.9				
1047		64	88	104	88		75	78	121	125	14	*WRHC	1011		64	67	104	88		60	78	121	125	14	*WRHC	7.8		5.9	7.7	13.2	11.9		5.0	8.0	13.8	13.5	1.1				
1442	27	78	85	121	87	13	66	66	75	131	22	WTMI	952	8	17	42	101	47	13	54	53	49	98	22	WTMI	7.3	9	1.6	4.8	12.8	6.4	1.5	4.5	5.5	5.6	10.6	1.7				
1075		12	29	221	98		32	48	136	82	30	WVCG	804		12	15	124	76		32	36	109	61	30	WVCG	6.2		1.1	1.7	15.8	10.3		2.7	3.7	12.5	6.6	2.3				
2005	204	187	101	74		412	379	100	40	7	102	WWWL	1201	108	290	45	56		241	225	65	30	7	80	WWWL	9.3	12.8	26.7	5.1	7.1		27.5	18.8	6.7	3.4	.8	6.2				
1861	11	52	150	210	148	48	95	192	229	244	5	WYOR	1126	11	37	121	94	71	48	68	85	144	150	5	WYOR	8.7	1.3	3.4	13.8	12.0	9.6	5.5	5.7	8.7	16.5	16.2	.4				
2241	273	445	141	15	22	382	402	164	36	31	257	WAXY	1038	155	183	57	15		160	187	82	20	18	96	WAXY	8.0	18.3	16.9	6.5	1.9		18.3	15.6	8.4	2.3	1.9	7.5				
1425	360	84	8	9		154	47	95	29		579	WCKO	559	157	57	8	9		63	26	14			189	WCKO	4.3	18.6	5.2	9	1.1		7.2	2.2	1.4		14.7					
868		27	19	54	74	41	12	32	71	141		WEWZ	389		12	5	36	19	22		8	41	16		WEWZ	3.0		1.1	6	4	2.6	2.5		.8	4	7	1.7				
4276	479	104	298	72	76	597	465	285	132	74	1323	WHYI	2302	241	197	145	72	43	310	226	122	81	46	739	WHYI	17.7	28.5	18	1	16.6	9	5.8	35.4	18.8	12.6	9.3	5	57.5			
1775	493	110	38	21		264	153	36	25		520	WSHE	800	216	106	38	9		75	88	14	7		247	WSHE	6.2	25.6	9.8	4.3	1.1		8.6	7.3	1.4	.8		19.2				
2231		97	46	207	187	45	75	105	233	341	30	WKQS	498		25	32	31	53	26	25	18	73	65		WKQS	3.8		2.3	3.7	3.9	7.2	3.0	2.1	1.9	8	3	7.0				
TOTAL LISTENING IN METRO SURVEY AREA													11868	684	1005	775	770	636	760	1104	893	791	885	1181																	
																									91.5	80.9	92.5	88.6	98.0	85.9	86.8	92.1	91.9	90.4	95.5	91.8					

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

MILWAUKEE-RACINE  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
25		6				3	4	4	4		4	*WAWA	25		6						3	4	4	4		4	*WAWA	1.2		2.8				1.8	1.9	2.2	2.3	2.2	
194	9	16	19	24	6	16	23	27	27	13	5	WBCS	176	9	10	15	23	6		14	20	26	26	13	5	WBCS	8.2	5.3	4.7	8.9	17.0	5.5	8.3	9.4	14.5	14.8	8.4	2.7	
21	1		3	1				1	2	7		*WBKV	20	1		3	1					1	2	6		*WBKV	.9	.6		2.2	.9			.6	1.1	3.9			
41	2		1	2	1		6	3	4	3	1	WBKV FM	21	2			1				3	3			1	WBKV FM	1.0	1.2			.9			1.4		1.7			
16	1	1	3	1		1	3	3	1			WEMP	15	1	1	3	1			1	2	3	1			WEMP	.7	.6	.5	1.8	.7		.6	.9	1.7	.6			
275	6	12	26	17	26	5	12	27	42	43	6	WEZW	253	5	12	25	12	25	5	11	25	37	42	5	5	WEZW	11.8	2.9	5.7	14.9	8.9	22.7	3.0	5.2	14.0	21.0	27.3	2.7	
112	5	14	15	7	2	2	16	11	11	7		WFMR	106	5	14	13	7	2	1	14	11	11	7	7		WFMR	5.0	2.9	6.6	7.7	5.2	1.8	.6	6.6	6.1	6.3	4.5		
11			3		1		1	4				*WFNY	8			3	1			1	3					*WFNY	.4		1.8		.9		.5	1.7					
9					1			2		6		*WGLB	9				1					2		6		*WGLB	.4				.9				1.1		3.9		
4		1	1					1	1			*WGLB FM	4			1	1				1	1				*WGLB FM	.2		.6	.7				.6		.6			
282	7	27	38	28	18	16	38	25	27	20	5	WISN	236	5	22	33	25	17	10	31	23	24	18	4	4	WISN	11.0	2.9	10.4	19.6	18.5	15.5	5.9	14.6	12.8	13.6	11.7	2.2	
64	7	18	1	1		11	10	1	1		14	WKTI	54	6	13	1	1			11	9		1		12	WKTI	2.5	3.5	6.1	.6	.7		6.5	4.2		.6		6.6	
174	53	19	1	2		25	10	2	1		58	WLPX	128	33	15	1	2		18	9	2			45	WLPX	6.0	19.4	7.1	.6	1.5		10.7	4.2	1.1			24.7		
68	18	7	3			14	10	2			14	WLUM	68	18	7	3			14	10	2			14	WLUM	3.2	10.6	3.3	1.8			8.3	4.7	1.1			7.7		
47	1	13	6	12	1	1	5	3	3			WMKE	47	1	13	6	12	1	1	5	3	3		5	WMKE	2.2	.6	6.1	3.6	8.9	.9	.6	2.4	1.7	1.7				
25	7	1		1		4	4	2	1		5	*WNOV	25	7	1		1		4	4	2	1		5	5	*WNOV	1.2	4.1	.5		.7		2.4	1.9	1.1	.6		2.7	
36	6	6				12	10	1			1	WNUW	32	4	5				11	10	1			1	1	WNUW	1.5	2.4	2.4				6.5	4.7	.6			.5	
72	7	6	5	5	1	11	13	5	5	3	10	WOKY	64	4	4	4	5	1	11	12	5	5	3	9	9	WOKY	3.0	2.4	1.9	2.4	3.7	.9	6.5	5.7	2.8	2.8	1.9	4.9	
105	30	19	5			17	10		1		23	WQFM	93	23	18	4			14	10		1		23	23	WQFM	4.3	13.5	8.5	2.4			8.3	4.7		.6		12.6	
33		1	1		5		3	1	5	6		*WRJN	30			1		4		3	1	5	5			*WRJN	1.4		.6		3.6		1.4	.6	2.8	3.2			
70	4	5	1			12	6	2	1	1	38	WRKR	50	4	2	1			9	2	2			29	29	WRKR	2.3	2.4	.9	.6			5.3	.9	1.1		.6	15.9	
4								1	1			*WTKM	4										1	1		*WTKM	.2								.6	.6			
19				1	3		1			6		WTKM FM	9			1	1				1		1			1	WTKM FM	.4				.7	.9		.6		.6		
23				1	3		1	1	7			TOTAL	13			1	1				1	1	2			TOTAL	.6				.7	.9		.6	.6	1.2			
332	10	27	36	21	33	5	16	33	22	36	6	WTMJ	264	6	20	30	16	27	4	12	30	20	29	5	5	WTMJ	12.3	3.5	9.4	17.9	11.9	24.5	2.4	5.7	16.8	11.4	18.8	2.7	
7	2			2	1					1		*WWEG	7	2		2	1						1			*WWEG	.3	1.2			1.5	.9					.6		
19			5	4			3	3	2			WXJY	18			5	4			3	3	2				WXJY	.8		3.0	3.0				1.4	1.7	1.1			
34		1			3			1	4	1		*WYLO	32		1		3					4	1			*WYLO	1.5		.5		2.7				2.3	.6			
13	2	1		1		3	2		2		2	*WZUU	13	2	1		1		3	2		2	2	2	2	2	*WZUU	.6	1.2	.5		.7		1.8	.9		1.1	1.1	
120	23	18	5	4	1	23	23	6	5	3	8	WZUU FM	102	16	16	5	4	1	22	18	6	4	2	7	7	WZUU FM	4.8	9.4	7.5	3.0	3.0	.9	13.0	8.5	3.4	2.3	1.3	3.8	
38		6	3	3	3		5	3	3	3		WBBM	26		6	1		3		5	2	1	3			WBBM	1.2		2.8	.6		2.7		2.4	1.1	.6	1.9		
48	1	3	3	11	5		4	8	4	2		WGN	20		2	1	4	2		1	2	3	1			WGN	.9		.9	.6	3.0	1.8		.5	1.1	1.7	.6		
29		1	1	1	3				2	7		WIND	22		1	1		3					1	5		WIND	1.0		.5	.6		2.7			.6	3.2			
22	3	2	1	2		5	1				8	WLS	9				2		4						3	3	WLS	.4				1.5		2.4				1.6	
110	11	9	13	5	7	13	6	13	8	8	6	WMAQ	46	8	4	4	3	2	5	2	6	1	4	3	3	3	WMAQ	2.1	4.7	1.9	2.4	2.2	1.8	3.0	.9	3.4	.6	2.6	1.6

TOTAL LISTENING IN METRO SURVEY AREA 2141 170 212 168 135 110 169 212 179 176 154 182

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

# Cume Listening Estimates

MILWAUKEE-RACINE  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %				
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %	18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %					
408			71	14	5	5	73	66	44	19	5	104	*WAWA	408			71	14	5	5	73	66	44	19	5	104	*WAWA	3.1			5.2	1.4	.6	.7	7.0	4.7	4.3	2.4	7	6	1
2667	136	289	289	284	63	283	316	238	228	166	201	WBCS	2356	109	216	233	274	63	248	259	221	220	166	183	WBCS	17.9	11.0	16.0	23.4	35.5	9.0	23.8	18.6	21.8	27.3	21	6	10.7			
249	20			23	21	8	12	15	44	32	19	*WBKV	215	20			23	21	8		9	34	26	19	*WBKV	1.6	2.0			3.0	3.0	.8		.9	4.2	3	4	1	1		
594	19	11	17	46	43	28	49	34	77	45	24	WBKV FM	287	10	11		26	37	10	16	9	45	19	WBKV FM	2.2	1.0	.8		3.4	5.3	1.0	1.1	.9	5.6	2	5					
742	64	95	63	46	17	60	74	88	47	43	33	WEMP	732	64	95	63	46	17	60	64	88	47	43	33	WEMP	5.5	6.5	7.0	6.3	6.0	2.4	5.7	4.6	8.7	5.8	5	6	1.9			
3338	96	198	217	239	340	87	206	318	383	406	134	WEZW	3026	85	190	210	215	313	77	189	306	336	371	116	WEZW	22.9	8.6	14.0	21.1	27.9	44.8	7.4	13.6	30.1	41.6	48	2	6	8		
1556	107	245	206	80	79	68	237	149	66	97	46	WFMR	1408	98	225	184	65	79	53	202	149	66	90	46	WFMR	10.7	9.9	16.6	18.5	8.4	11.3	5.1	14.5	14.7	8.2	11	7	2.7			
197		11	27		39		29	29	21	7	7	*WFSN	128		11	16		31		19	15	21	7		*WFSN	1.0		.8	1.6		4.4		1.4	1.5	2.6		9				
137			14		14		10	37	19	34		*WGLB	128			14		14		10	37	19	34		*WGLB	1.0			1.4		2.0		.7	3.6	2.4	4.4					
155	13	11	27	10	11			12	29	22	20	*WGLB FM	147	13	11	27	10	11			12	29	22	12	*WGLB FM	1.1	1.3	.8	2.7	1.3	1.6			1.2	3.6	2.9	.7				
4369	218	490	457	300	254	264	595	353	327	279	262	WISN	3544	187	333	386	224	236	201	449	291	285	253	191	WISN	26.9	18.9	24.6	38.8	29.1	33.8	19.3	32.2	28.7	35.3	32.9	11	2			
1891	247	265	71	20	13	291	274	43	35	51	568	WTKI	1744	211	245	63	20	13	281	250	34	35	51	528	WTKI	13.2	21.3	18.1	6.3	2.6	1.9	26.9	17.9	3.3	4.3	6.6	30.9				
2900	621	381	25	46	9	505	190	68	29	7	1011	WLPX	2350	494	326	25	46	9	378	161	62	19		822	WLPX	17.8	49.9	24.1	2.5	6.0	1.3	36.2	11.5	6.1	2.4		48.1				
893	157	105	47		3	174	136	42	14	10	205	WLUM	887	157	105	47		3	174	136	42	14	4	205	WLUM	6.7	15.9	7.8	4.7		.4	16.7	9.8	4.1	1.7		12.0				
871	37	145	63	126	29	59	85	79	58	43	58	WMKE	871	37	145	63	126	29	59	85	79	58	43	58	WMKE	6.6	3.7	10.7	6.3	16.3	4.2	5.7	6.1	7.8	7.2	5.6	3.4				
332	53	32		9	7	49	51	20	10	10	89	*WNOV	332	53	32		9	7	49	51	20	10	10	89	*WNOV	2.5	5.4	2.4		1.2	1.0	4.7	3.7	2.0	1.2	1.3	5	2			
730	74	145	31	9		193	165	30	10		73	WNUW	693	58	134	31	9		183	165	30	10		73	WNUW	5.3	5.9	9.9	3.1	1.2		17.5	11.8	3.0	1.2		4.3				
2305	246	380	163	57	26	288	303	173	90	76	444	WOKY	2000	187	260	133	57	26	273	262	162	78	66	404	WOKY	15.2	18.9	19.2	13.4	7.4	3.7	26.1	18.8	16.0	9.7	8.6	23.6				
1918	457	277	84	29		374	153	11	19	33	481	WQFM	1733	397	256	71	29		344	143	11	19	33	430	WQFM	13.1	40.1	18.9	7.1	3.8		33.0	10.3	1.1	2.4	4.3	25.2				
532	16	36	33	29	86		35	44	49	62	15	*WRJN	491	16	25	33	29	69		35	37	49	56	15	*WRJN	3.7	1.6	1.8	3.3	3.8	9.9		2.5	3.6	6.1	7.3	9				
1509	177	98	36		14	226	96	100	9	39	692	WRKR	1114	157	66	25		141	65	56			25	557	WRKR	8.4	15.9	4.9	2.5			13.5	4.7	5.5		3.3	32.6				
100				7				20	14	37		*WTKM	93				7				20	14	30		*WTKM	7				.9			2.0	1.7	3.9						
332	12	11	14	33	60	28	17	7	50	19		WTKM FM	228	11	14	33	34	10		9	7	29	19	WTKM FM	1.7		.8	1.4	4.3	4.9	1.0		.9	.9	3.8	1	1				
399	12	11	14	33	60	28	28	21	81	19		TOTAL	293	11	14	33	34	10		20	21	59	19	TOTAL	2.2		.8	1.4	4.3	4.9	1.0		2.0	2.6	7.7	1	1				
5358	242	482	568	426	458	98	418	472	305	459	291	WTMJ	4171	183	351	429	331	366	73	322	370	243	365	240	WTMJ	31.6	18.5	25.9	43.2	42.9	52.4	7.0	23.1	36.5	30.1	47.5	14.0				
123	25		8	23	13		10	20	9	7		*WWEG	123	25		8	23	13		10	20	9	7		*WWEG	9	2	5		.8	3	0	1.9		.7	2.0	1	1	9		
476	13	22	86	44	8	21	50	98	23	22		WXJY	450	13	22	86	44		21	50	90	23	22		WXJY	3.4	1.3	1.6	8.7	5.7		2.0	3.6	8.9	2.9	2.9					
401		11	24	32	35		10	16	35	36		*WYLO	336		11	14	7	35		10	9	25	32		*WYLO	2.5		.8	1.4	9	5.0		.7	9	3	1	4.2				
362	48	24	14	18	13	29	36	29	41	22	76	*WZUU	354	48	24	14	18	13	29	36	29	41	14	76	*WZUU	2.7	4.9	1.8	1.4	2.3	1.9	2.8	2.6	2.9	5.1	1.8	4.4				
2885	429	458	120	109	37	494	422	178	133	103	370	WZUU FM	2517	343	388	107	109	37	449	371	172	116	86	307	WZUU FM	19.1	34.7	28.7	10.8	14.1	5.3	43.0	26.6	16.9	14.4	11	2	18	0		
1035	8	80	106	87	109	7	52	117	70	68	27	WBBM	594		80	34	34	72	7	33	57	16	57	19	WBBM	4.5		5.9	3.4	4.4	10.3	.7	2.4	5.6	2.0	7.4	1	1			
949	33	57	90	140	104		69	89	85	67	5	WGN	521	13	39	63	72	44		6	52	75	25		WGN	3.9	1.3	2.9	6.3	9.3	6.3		.4	5.1	9.3	3.3					
459	13	22	26	28	13		17	23	28	79	13	WIND	324	13	11	8	7	13		7	23	18	60	13	WIND	2.5	1.3	.8	.8	.9	1.9		.5	2.3	2.2	7.8	8				
804	63	71	49	9	11	155	77	27	19		304	WLS	397	16	29	21	9	11	83	39	18	10		153	WLS	3.0	1.6	2.1	2.1	1.2	1.6	8.0	2.8	1.8	1.2		9	0			
1691	82	149	137	164	122	83	108	211	117	133	143	WMAQ	755	35	81	67	72	49	31	57	84	27	76	59	WMAQ	5.7	3.5	6.0	6.7	9.3	7.0	3.0	4.1	8.3	3.3	9.9	3	5			

TOTAL LISTENING IN METRO SURVEY AREA												12749	968	1319	976	733	663	1018	1370	992	766	759	1640														96.6	97.9	97.5	98.2	95.1	95.0	97.5	98	3	97.7	94.9	98.7	96.0
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Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

MINNEAPOLIS-ST. PAUL  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
100	22	15	2			20	13	2	2		24	KDWB	79	15	10	2			16	10	2	1		23	KDWB	3.0	6.3	3.1	1.1			6.4	3.0	1.1	6	10.5	
179	51	22	1	3		29	17	2	1		52	KDWB FM	151	43	22	1	3		25	15	2	1		38	KDWB FM	5.7	18.1	6.8	.5	2.3		10.0	4.5	1.1	6	17.3	
24						8	1	1	5	1		KEEY	23						8		1	5	1		KEEY	.9						3.2		.5	3.0	.6	
191	6	12	16	10	19	9	21	27	13	15	1	KEEY FM	161	6	11	16	7	12	9	15	27	13	13		KEEY FM	6.0	2.5	3.4	8.7	5.3	13.2	3.6	4.5	14.7	7.8	7.8	
27	16	2				4	3				2	KQRS	27	16	2				4	3				2	KQRS	1.0	6.8					1.6	.9			.9	
156	67	18	1			24	5	1	1		38	KQRS FM	121	46	15	1			18	5	1	1		33	KQRS FM	4.5	19.4	4.6	.5			7.2	1.5	.5	6	15.0	
183	83	20	1			28	8	1	1		40	KQRS TOTAL	148	62	17	1			22	8	1	1		35	KQRS TOTAL	5.5	26.2	5.2	.5			8.8	2.4	.5	6	15.9	
30			7	2	8		2	2	1	5		KRSI	26			7	1	5		2	2	1	5		KRSI	1.0			3.8	.8	5.5		.6	1.1	6	3.0	
35	1	1	2	2	3		7	4	4	9		KRSI FM	31		1	2	2	2		7	4	4	9		KRSI FM	1.2		.3	1.1	1.5	2.2		2.1	2.2	2.4	5.4	
105	8	18	8	7	9	7	13	3	4	4	9	KSTP	84	5	17	8	4	4	5	11	3	2	3	7	KSTP	3.2	2.1	5.2	4.4	3.0	4.4	2.0	3.3	1.6	1.2	1.8	3.2
367	26	57	14	2	2	86	60	17	15	12	72	KSTP FM	270	26	45	13	2		62	50	15	9	1	45	KSTP FM	10.1	11.0	13.8	7.1	1.5		24.7	15.2	8.2	5.4	.6	20.5
61	1	6	16			2	8	11	2	3	1	KTCR FM	42	1	6	6			2	8	10	2	1	1	KTCR FM	1.6	.4	1.8	3.3			.8	2.4	5.4	1.2	.6	.5
31		12	3		1		12	2	1			KTWN FM	29		11	3		1		11	2	1			KTWN FM	1.1		3.4	1.6		1.1		3.3	1.1	.6		
45		2	3	5	1		5	4	10	2		WAYL	43		2	3	5	1		5	4	9	2		WAYL	1.6		.6	1.6	3.8	1.1		1.5	2.2	5.4	1.2	
194	12	5	31	4	13	10	13	14	31	21	1	WAYL FM	120	9	1	9	2	7	7	11	8	18	20	1	WAYL FM	4.5	3.8	.3	4.9	1.5	7.7	2.8	3.3	4.3	10.8	12.0	.5
972	29	79	84	93	86	12	67	60	90	112	16	WCCO	654	14	50	54	68	44	10	54	40	63	69	12	WCCO	24.5	5.9	15.4	29.5	51.1	48.4	4.0	16.4	21.7	38.0	41.3	5.5
176	33	26	7	4	2	19	28	15	6	6	8	WCCO FM	115	11	23	6	3	1	10	21	12	4	2	5	WCCO FM	4.3	4.6	7.1	3.3	2.3	1.1	4.0	6.4	6.5	2.4	1.2	2.3
176	8	30	18	17	4	15	18	26	6	14	15	WDGY	142	7	18	14	16	2	13	16	23	6	10	14	WDGY	5.3	3.0	5.5	7.7	12.0	2.2	5.2	4.8	12.5	3.6	6.0	6.4
5			1	1					1			*WIXK	3			1									*WIXK	.1			.5								
6				1					2			WIXK FM	6			1						2			WIXK FM	.2			.8					1.2			
11			1	2					3			TOTAL	9			1	1					2			TOTAL	.3			.5					1.2			
172	14	23	7	3		36	26	4	5	7	47	WLWL	154	14	23	7	3		36	26	4	5	3	33	WLWL	5.8	5.9	7.1	3.8	2.3		14.3	7.9	2.2	3.0	1.8	15.0
20				1	1				1		10	*WMIN	20				1	1				1		10	*WMIN	.8			.8	1.1			.5		6.0		
105	12	31	18			11	26	2		3	1	WWTC	92	12	30	11			7	25	2		3	1	WWTC	3.5	5.1	9.2	6.0			2.8	7.6	1.1		1.8	.5

TOTAL LISTENING IN METRO SURVEY AREA 2664 237 325 183 133 91 251 330 184 166 167 220

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON



# Cume Listening Estimates

MINNEAPOLIS-ST. PAUL  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
3457	670	463	109	21	15	661	533	127	91	19	748	KDWB	2495	445	297	65	21		498	397	94	34	19	625	KDWB	14.5	30.9	14.3	5.2	2.4		30.6	19.4	7.6	3.7	2.3	29.2
2998	810	242	12	42	27	514	189	31	37	8	1068	KDWB FM	2289	561	242	12	42	10	411	147	12	26	8	800	KDWB FM	13.3	39.0	11.6	1.0	4.8	1.4	25.2	7.2	1.0	2.8	1.0	37.3
477	32	44	23	18	20	45	42	59	58	20	11	KEEY	461	32	44	23	18	20	45	26	59	58	20	11	KEEY	2.7	2.2	2.1	1.8	2.0	2.7	2.8	1.3	4.8	6.3	2.4	.5
2563	91	132	233	186	180	185	331	246	173	145	121	KEEY FM	2122	91	99	233	157	113	154	253	246	166	99	65	KEEY FM	12.4	6.3	4.8	18.7	17.8	15.3	9.5	12.4	20.0	18.2	11.8	3.0
877	283	148	14			180	82	10			144	KQRS	781	233	132			180	82	10			128	KQRS	4.5	16.2	6.3				11.1	4.0	.8			6.0	
3081	851	371	75	21		503	212	64	16		950	KQRS FM	2623	654	354	75	21	431	212	64	16		778	KQRS FM	15.3	45.4	17.0	6.0	2.4		26.5	10.4	5.2	1.8		36.3	
3507	936	456	89	21		632	234	74	16		1015	TOTAL	3020	739	424	75	21	560	234	74	16		843	TOTAL	17.6	51.3	20.4	6.0	2.4		34.4	11.4	6.0	1.8		39.4	
714	28	29	111	34	120		57	70	50	47	11	KRSI	661		29	111	26	103		57	70	50	47	11	KRSI	3.8		1.4	8.9	2.9	14.0		2.8	5.7	5.5	5.6	.5
666	58	57	77	75	65	14	84	77	47	39	9	KRSI FM	542	30	57	77	75	31	14	84	77	47	26	9	KRSI FM	3.2	2.1	2.7	6.2	8.5	4.2	.9	4.1	6.3	5.1	3.1	.4
3039	285	610	196	180	239	246	367	102	116	88	283	KSTP	2578	256	546	196	102	188	219	308	84	77	76	226	KSTP	15.0	17.8	26.2	15.7	11.6	25.5	13.5	15.0	6.8	8.4	9.1	10.6
5583	331	847	314	102	77	1062	895	275	196	118	1151	KSTP FM	4328	331	695	277	84	41	783	757	239	115	28	814	KSTP FM	25.2	23.0	33.4	22.2	9.5	5.6	48.1	37.0	19.4	12.6	3.3	38.0
760	43	84	124	17	10	43	124	123	30	54	55	KTCR FM	623	43	84	68	17	10	43	124	84	30	38	55	KTCR FM	3.6	3.0	4.0	5.5	1.9	1.4	2.6	6.1	6.8	3.3	4.5	2.6
421		10	35	18	10	17	119	32	18	19	12	KTWN FM	388		92	35	18	10	17	104	32	18	19	12	KTWN FM	2.3		4.4	2.8	2.0	1.4	1.0	5.1	2.6	2.0	2.3	.6
1197	15	55	137	84	60	29	96	131	129	65	65	WAYL	1098	15	55	118	84	43	29	96	131	103	65	65	WAYL	6.4	1.0	2.6	9.5	9.5	5.8	1.8	4.7	10.6	11.3	7.8	3.0
2527	183	108	229	131	166	116	213	231	321	189	42	WAYL FM	1811	69	96	143	88	136	90	157	195	205	133	42	WAYL FM	10.5	4.8	4.6	11.5	10.0	18.4	5.5	7.7	15.8	22.4	15.9	2.0
12692	664	1394	1177	1000	1032	399	1165	1019	933	982	678	WCCO	8375	400	957	768	655	566	352	788	718	583	579	516	WCCO	48.8	27.8	46.0	61.7	74.2	76.7	21.6	38.5	58.3	63.8	69.3	24.1
3416	515	404	153	110	112	397	504	168	101	156	352	WCCO FM	2263	225	402	117	78	59	262	385	137	56	51	224	WCCO FM	13.2	15.6	19.3	9.4	8.8	8.0	16.1	18.8	11.1	6.1	6.1	10.5
3618	256	468	372	193	130	364	453	369	123	232	361	WDGY	2675	231	312	273	157	84	255	345	305	82	143	309	WDGY	15.6	16.0	15.0	21.9	17.8	11.4	15.7	16.8	24.8	9.0	17.1	14.4
72		11	11	17			10		12			*WIXK	43		11	11				10					*WIXK	.3			5	9			.5				
80	12			7		12			7		8	WIXK FM	80	12			7		12				7	8	WIXK FM	.5	.8					.7			.8	1.0	
141	12	11	11	24		12	10		19	8		TOTAL	112	12	11	11	7		12	10			7	8	TOTAL	.7	.8	5	9	.8		.7	.5		.8	1.0	
2953	243	409	155	67		402	462	177	68	72	841	WLOL	2711	243	389	155	49		402	430	177	68	57	684	WLOL	15.8	16.9	18.7	12.4	5.5		24.7	21.0	14.4	7.4	6.8	31.9
255			12	31	27		10	19	7	28		*WMIN	255			12	31	27		10	19	7	28		*WMIN	1.5			1.0	3.5	3.7		.5	1.5	.8	3.3	
1562	105	460	184		9	214	410	70	24	18	55	WWTC	1450	105	440	146		9	191	379	70	24	18	55	WWTC	8.4	7.3	21.1	11.7		1.2	11.7	18.5	5.7	2.6	2.2	2.6

TOTAL LISTENING IN METRO SURVEY AREA    16597 1425 2021 1197 833 705 1599 2009 1178 856 807 2022    96.7 99.0 97.1 96.1 94.3 95.5 98.2 98.1 95.7 93.7 96.5 94.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
17	2	2	4		1	4	1	1			1	WABB	17	2	2	4		1	4	1	1		1	WABB	3.5	5.9	3.6	11.8		3.2	8.7	2.1	2.9					1.6		
90	25	15	3			10	5	6	3		21	WABB FM	56	6	13	2			9	4	4	2		14	WABB FM	11.5	17.6	23.6	5.9			19.6	8.3	11.4	5.6			22.2		
52	5	5	1	2		11	6	4	2	1	14	WBLX	44	5	5	1	1		10	5	4	2	1	9	WBLX	9.0	14.7	9.1	2.9	5.0		21.7	10.4	11.4	5.6	2.8	14.3			
53	3	1	2	2	2	3	6	6	6	5	12	*WGOK	53	3	1	2	2	2	3	6	6	6	5	12	*WGOK	10.9	8.8	1.8	5.9	10.0	6.5	6.5	12.5	17.1	16.7	13.9	19.0			
53	1	2	4	3	9	1	2	3	5	7	2	WKRG	51	1	2	4	3	9	1	1	2	5	7	2	WKRG	10.5	2.9	3.6	11.8	15.0	29.0	2.2	2.1	5.7	13.9	19.4	3.2			
123	16	10	2	1	6	21	15	9	5	2	33	WKRG FM	65	7	8	1	1	4	12	7	3	2	2	15	WKRG FM	13.3	20.6	14.5	2.9	5.0	12.9	26.1	14.6	8.6	5.6	5.6	23.8			
10	1	4				1	1	1		1		*WKSJ	10	1	4				1	1		1			*WKSJ	2.0		1.8	11.8				2.1	2.9		2.8				
125	8	17	13	13	8	9	20	8	7	7	7	WKSJ FM	98	7	14	12	6	8	6	17	5	4	6	6	WKSJ FM	20.1	20.6	25.5	35.3	30.0	25.8	13.0	35.4	14.3	11.1	16.7	9.5			
32			2	3	5		3	3	4	6		WLPR	30			2	2	5		3	3	4	6		WLPR	6.1			5.9	10.0	16.1		6.3	8.6	11.1	16.7				
18	1	3		1					2	5	2	*WMOB	16	1	2		1					2	5	2	*WMOB	3.3	2.9	3.6		5.0					5.6	13.9	3.2			
6		1					1	1	2	1		*WMOO	6		1					1	1	2	1		*WMOO	1.2		1.8				2.1	2.9	5.6	2.8					
4		2										*WPCY	4		2										*WPCY	.8		3.6												
6		1		1	1					2		WUNI	5				1	1					2		WUNI	1.0				5.0	3.2				5.6					
10			4		1		2	1		1		WWL	3							2			1		WWL	.6						4.2				2.8				
TOTAL LISTENING IN METRO SURVEY AREA												488	34	55	34	20	31	46	48	35	36	36	63																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
327	11	29	19	18	71	57	33	15	18	42	WABB	309	11	29	19	18	71	57	33	5	18	34	WABB	8.5	4.0	8.2	7.8	9.1	24.9	15.0	12.0	2.2	8.0	6.7													
1448	280	84	51	15	6	191	129	104	48	14	392	WABB FM	969	149	124	33	15	6	140	87	62	35	14	270	WABB FM	26.8	54.4	35.0	13.5	7.2	3.0	49.1	22.9	22.6	15.2	6.2	53.5										
777	113	73	14	38	5	152	93	58	29	12	174	WBLX	608	84	73	14	22	5	103	78	51	29	12	121	WBLX	16.8	30.7	20.6	5.7	10.6	2.5	36.1	20.5	18.6	12.6	5.3	24.0										
457	23	16	27	26	13	28	60	56	34	38	103	WGOK	440	23	16	18	26	13	28	60	56	34	30	103	WGOK	12.1	8.4	4.5	7.3	12.6	6.6	9.8	15.8	20.4	14.8	13.3	20.4										
1026	46	103	109	77	104	23	97	53	71	95	46	WKRG	941	46	88	100	77	104	23	69	38	71	87	46	WKRG	26.0	16.8	24.9	40.8	37.2	52.5	8.1	18.2	13.9	30.9	38.7	9.1										
2156	288	84	74	27	57	250	242	180	82	32	587	WKRG FM	1119	116	137	47	27	33	130	129	83	49	24	291	WKRG FM	30.9	42.3	38.7	19.2	13.0	16.7	45.6	33.9	30.3	21.3	10.7	57.6										
192	40	21	9		7	37	20	5	9	11	WKSJ	141	25	12	9		7	23	20	5	9	8	WKSJ	3.9		7.1	4.9	4.3	2.5	6.1	7.3	2.2	4.0	1.6													
1546	136	90	134	135	45	120	205	115	92	90	157	WKSJ FM	1138	94	117	113	71	45	99	157	87	44	66	138	WKSJ FM	31.4	34.3	33.1	46.1	34.3	22.7	34.7	41.3	31.8	19.1	29.3	27.3										
489	29	7	45	37	65		46	51	62	63	9	WLPR	404			45	29	65		46	36	57	63		WLPR	11.2			18.4	14.0	32.8		12.1	13.1	24.8	28.0											
247	9	28	19	9	4	7	14	20	21	41	18	WMOB	201	9	13	19	9	4	7		20	14	41	18	WMOB	5.5	3.3	3.7	7.8	4.3	2.0	2.5		7.3	6.1	18.2	3.6										
107		4		5			4	14	25	20	11	WMOO	107		4		5			4	14	25	20	11	WMOO	3.0		1.1		2.4			1.1	5.1	10.9	8.9	2.2										
72		25		6	7	4	6	9	6			WPCY	72		25		6	7	4	6	9	6		WPCY	2.0		7.1		3.0	2.5	1.1	2.2	3.9	2.7													
235	26	19	9	24	8	15	11	20	13	22	39	WUNI	195	26	4		24	8	15	11	20	13	14	31	WUNI	5.4	9.5	1.1		11.6	4.0	5.3	2.9	7.3	5.7	6.2	6.1										
234			36	8	30		11	15	16	25	8	WWL	60				8				11		16	9	8	WWL	1.7				3.9			2.9		7.0	4.0	1.6									
TOTAL LISTENING IN METRO SURVEY AREA												3354	263	329	231	188	176	268	338	274	215	199	472													92.6	96.0	92.9	94.3	90.8	88.9	94.0	88.9	99.9	93.5	88.4	93.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

NASHVILLE-DAVIDSON  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
27			10	6	4				2	4		*WAMB	26			10	6	4				1	4		*WAMB	2.8			15.9	13.3	9.5				1.9	6.3	
10							6			3		*WDBL	10										6	3		*WDBL	1.1							5.6		4.7	
-1												WDBL FM	-1												WDBL FM												
10							6			3		TOTAL	10										6	3		TOTAL	1.1							5.6		4.7	
5		1					1	1		1		WGNS	5		1						1	1		1	4		WGNS	.5	1.0			1.1	.9		1.9		
23			2	3	5	1	1	4		6		WJRB	23			2	3	5	1	1	4		6	6		WJRB	2.5		3.2	6.7	11.9	1.1	.9	5.1		9.4	
15	1	1	1	2	1	2		4	1			WKDA	15	1	1	1	2	1	2		4	1		WKDA	1.6	1.3	1.0	1.6	4.4	2.4	2.2		5.1	1.9			
100	26	14				16	6	4	1		31	WKDF	68	15	11				14	5	1		20	WKDF	7.3	19.5	11.0				15.4	4.6	1.3		17.7		
11							1	2			8	WKOS	11								1	2		8	WKOS	1.2						.9	2.6		7.1		
79	33	7				8	7	1			23	WKQB	47	14	6				6	7	1		13	WKQB	5.0	18.2	6.0				6.6	6.5	1.3		11.5		
56	5	4	4	2	3	10	6	3	6	3	7	WLAC	42	3	3	4	1	3	8	5	3	3	3	3	WLAC	4.5	3.9	3.0	6.3	2.2	7.1	8.8	4.6	3.8	5.7	4.7	2.7
26	2	11				4	5	1			2	WMAK	25	1	11				4	5	1		2	WMAK	2.7	1.3	11.0				4.4	4.6	1.3		1.8		
35	6	2	2	1		5	5	2	1		11	WBYQ	35	6	2	2	1		5	5	2	1	11	WBYQ	3.7	7.8	2.0	3.2	2.2		5.5	4.6	2.6	1.9	9.7		
12		1			4		1			3		*WNAH	12		1			4		1			3	*WNAH	1.3		1.0			9.5		.9		4.7			
33		7	6	3	1	2	2	2	4	2		WSIX	32		7	6	3	1	2	2	2	4	2	WSIX	3.4		7.0	9.5	6.7	2.4	2.2	1.9	2.6	7.5	3.1		
164	2	7	21	22	3	2	28	18	11	6	2	WSIX FM	103	2	4	16	8	2	1	17	10	5	5	2	WSIX FM	11.0	2.6	4.0	25.4	17.8	4.8	1.1	15.7	12.8	9.4	7.8	1.8
125	3	11	9	22	14	3	9	7	14	13	1	WSM	80	3	8	5	10	9	2	4	4	11	6	1	WSM	8.5	3.9	8.0	7.9	22.2	21.4	2.2	3.7	5.1	20.8	9.4	.9
89	7	17	4	1	1	14	27	11	3	1	2	WSM FM	61	6	13	4	1		10	13	9	2	1	2	WSM FM	6.5	7.8	13.0	6.3	2.2		11.0	12.0	11.5	3.8	1.6	1.8
84	9	6	7	2		17	8	10	3	3	18	WVOL	84	9	6	7	2		17	8	10	3	3	18	WVOL	9.0	11.7	6.0	11.1	4.4		18.7	7.4	12.8	5.7	4.7	15.9
11							6		1	2		*WWGM	11										6	2	*WWGM	1.2							5.6		1.9	3.1	
185	23	17	2	1		41	15	16	2	3	65	WWKX	78	10	7				15	8	8	1	29	WWKX	8.3	13.0	7.0				16.5	7.4	10.3	1.9		25.7	
140	4	17	3	7	12	1	15	12	14	16	1	WZEZ	108	4	16	3	4	9	1	9	11	13	14	WZEZ	11.5	5.2	16.0	4.8	8.9	21.4	1.1	8.3	14.1	24.5	21.9		
TOTAL LISTENING IN METRO SURVEY AREA												936	77	100	63	45	42	91	108	78	53	64	113														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

NASHVILLE-DAVIDSON  
CCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
311			42	36	52	12		19	47	56		*WAMB	240			42	19	52			19	22	39		*WAMB	3.6			9.0	5.0	14.8			3.8	5.4	9.5		
76		10		6		8	9			15		*WDBL	76			10		6			8	9		15		*WDBL	1.1			1.4		1.6			1.4	1.2		3.7
47	13	10								15		WDBL FM	47	13	10								15		WDBL FM	.7	2.4	1.4									3.7	
98	13	10				8	9			15		TOTAL	98	13	10			6			8	9		15		TOTAL	1.5	2.4	1.4		1.6			1.4	1.2		3.7	
163	25	22		5	9	32	8	7	7	8	32	WGNS	163	25	22		5	9	32	8	7	7	8	32	WGNS	2.4	4.6	3.1		1.3	2.6	5.7	1.1	1.4	1.7	2.0	4.0	
403	23	20	37	47	40	30	32	59	6	63	15	WJRB	386	23	20	37	47	40	30	32	59	6	46	15	WJRB	5.7	4.3	2.8	7.9	12.3	11.4	5.3	4.4	11.7	1.5	11.2	1.9	
388	44	25	46	44	16	53	24	49	26	11		WKDA	360	24	25	46	44	16	53	24	49	26	11		WKDA	5.4	4.4	3.5	9.9	11.5	4.5	9.4	3.3	9.7	6.4	2.7		
1707	412	220		5	8	232	111	48	34	10	579	WKDF	1093	238	187		5	8	172	86	35	7	10	297	WKDF	16.3	44.0	26.2		1.3	2.3	30.5	11.9	7.0	1.7	2.4	37.0	
167	13					18		18	24		79	WKOS	142	13				8		18	24		79	WKOS	2.1	2.4				2.3		2.5	4.8			9.9		
1318	349	149	28		7	157	104	65	12		439	WKQB	926	203	120	28		7	104	83	52	12	309	WKQB	13.8	37.5	16.8	6.0		2.0	18.4	11.5	10.3	2.9		38.5		
1732	145	230	52	68	62	298	136	119	85	93	292	WLAC	1213	87	164	52	39	40	186	111	94	59	93	165	WLAC	18.0	16.1	23.0	11.1	10.2	11.4	33.0	15.4	18.7	14.5	22.7	20.6	
673	94	146		10	18	136	87	42	23	16	75	WMAK	588	58	129		10	8	124	87	42	23	16	65	WMAK	8.7	10.7	18.1		2.6	2.3	22.0	12.0	8.3	5.7	3.9	8.1	
790	184	44	18	29	26	143	69	67	13		181	WBYQ	760	164	44	18	29	16	143	69	67	13	181	WBYQ	11.3	30.3	6.2	3.9	7.6	4.5	25.4	9.5	13.3	3.2		22.6		
163		5			33	25	20	4		39	10	*WNAH	117		5			15	8	20	4		28	10	*WNAH	1.7		.7			4.3	1.4	2.8	.8		6.8	1.2	
740	12	70	52	71	69	35	74	45	105	70	21	WSIX	636	12	70	52	71	59	23	74	42	81	53	10	WSIX	9.5	2.2	9.8	11.1	18.5	16.8	4.1	10.2	8.3	19.9	13.0	1.2	
1909	58	164	216	209	124	52	265	197	132	115	75	WSIX FM	1300	58	98	159	123	110	38	156	100	67	79	75	WSIX FM	19.3	10.7	13.7	34.0	32.1	31.3	6.7	21.6	19.9	16.5	19.3	9.4	
2904	97	355	269	279	280	100	225	193	297	255	86	WSM	1624	65	193	126	140	128	49	116	114	211	103	42	WSM	24.2	12.0	27.0	27.0	36.6	36.4	8.7	16.0	22.7	51.8	25.2	5.2	
1379	132	270	70	23	52	186	227	103	59	59	79	WSM FM	973	78	188	65	17	43	129	151	90	39	41	44	WSM FM	14.5	14.4	26.3	13.9	4.4	12.2	22.9	20.9	17.9	9.6	10.0	5.5	
977	135	84	49	42	40	155	63	87	53	34	175	WVOL	900	116	84	49	42	30	143	63	70	53	34	156	WVOL	13.4	21.4	11.8	10.5	11.0	8.5	25.4	8.7	13.9	13.0	8.3	19.5	
142		10	9	9		8	45	7	10	17	11	*WWGM	142		10	9	9		8	45	7	10	17	11	*WWGM	2.1		1.4	1.9	2.3		1.4	6.2	1.4	2.5	4.2	1.4	
2606	405	240	27	15		476	251	206	40	39	894	WWKX	1098	156	129	9		186	104	59	20	19	403	WWKX	16.3	28.8	18.1	1.9			33.0	14.4	11.7	4.9	4.6	50.2		
1670	12	210	95	130	157	47	153	142	171	120	80	WZEZ	1256	12	185	66	86	119	47	128	84	153	105	27	WZEZ	18.7	2.2	25.9	14.1	22.5	33.8	8.3	17.7	16.7	37.6	25.7	3.4	

TOTAL LISTENING IN METRO SURVEY AREA    6310   506   684   405   378   330   557   695   475   390   376   774    93.9   93.5   95.8   86.7   98.7   93.8   98.8   96.1   94.4   95.8   91.9   96.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

NASSAU-SUFFOLK  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
20					1	1	4		1	3		*WALK	20					1	1	4		1	3		*WALK	.5					.5	.4	1.1		.3	1.4		
76			10	5	7	2	8	5	11	6	1	WALK FM	76			10	5	7	2	8	5	11	6	1	WALK FM	2.0			3.3	2.1	3.3	.8	2.3	1.6	3.5	2.8		.3
96			10	5	8	3	12	5	12	9	1	TOTAL	96			10	5	8	3	12	5	12	9	1	TOTAL	2.5			3.3	2.1	3.8	1.2	3.4	1.6	3.8	4.2		
100	30	5	3	3		16	3				35	WBAB	100	30	5	3	3		16	3			35	WBAB	2.7	10.5	1.3	1.0	1.2		6.4	.9				8.8		
183	22	18	27	2		22	49	15	3	3	22	WBLI	183	22	18	27	2		22	49	15	3	3	22	WBLI	4.9	7.7	4.7	8.9	.8	8.8	14.0	4.9	1.0	1.4	5.5		
107		2	2	15	9		3	20	19	2	3	WCTO	107		2	2	15	9		3	20	19	2	3	WCTO	2.9		.5	.7	6.2	4.2		.9	6.6	6.1	.9	.8	
44	1	8	1	2		1	2	2	16	3	2	WGBB	44	1	8	1	2		1	2	2	16	3	2	WGBB	1.2	.3	2.1	.3	.8		.4	.6	.7	5.1	1.4	.5	
47		2	2	4	3		1	18	12			*WGSM	47		2	2	4	3		1	18	12			*WGSM	1.3		.5	.7	1.6	1.4		.3	5.9	3.9			
149		1	9	34	14		1	9	30	23	2	*WHLI	149		1	9	34	14		1	9	30	23	2	*WHLI	4.0		.3	3.0	14.0	6.5		.3	3.0	9.6	10.7	.5	
57		1	7	5	6		3		1	9	10	WKJY	57		1	7	5	6		3		1	9	10	WKJY	1.5		.3	2.3	2.1	2.8	1.2		.3	2.9	4.7		
59	16	16				9	3		1		14	WLIR	59	16	16				9	3		1	14	WLIR	1.6	5.6	4.2				3.6	.9		.3		3.5		
12		1					5				1	3	*WLIX	12		1				5			1	3	*WLIX	.3		.3				1.4				.5	.8	
31	11	3	3		4		2		6	2		*WLNG	31	11	3	3		4		2		6	2		*WLNG	.8	3.8	.8	1.0		1.9		.6		1.9	.9		
8		1		1			2		3	1		*WLNG FM	8		1		1		4		2		3	1		*WLNG FM	.2		.3				.6			1.0	.5	
39	11	4	3	1	4		4		9	3		TOTAL	39	11	4	3	1	4		4		9	3		TOTAL	1.0	3.8	1.1	1.0	.4	1.9		1.2		2.9	1.4		
5	3									2		*WRCN	5	3									2		*WRCN	.1	1.0									.9		
28	5	4				9	1	1			8	WRCN FM	28	5	4				9	1	1		8	WRCN FM	.8	1.7	1.1			3.6	.3	.3				2.0		
24		8	3						11			*WRIV	24		8	3							11		*WRIV	.6		2.1	1.0					3.5				
18		4				5	1			4	2	WSBH	18		4				5	1			4	2	WSBH	.5		1.1			2.0	.3			1.9	.5		
95	5	25	13		3	21	12	4	1	7	2	WTFM	95	5	25	13		3	21	12	4	1	7	2	WTFM	2.6	1.7	6.6	4.3		1.4	8.4	3.4	1.3	.3	3.3	.5	
112	11	9	4	2	5	7	18	22	4	3	14	WABC	112	11	9	4	2	5	7	18	22	4	3	14	WABC	3.0	3.8	2.4	1.3	.8	2.3	2.8	5.1	7.2	1.3	1.4	3.5	
152	27	23	6	4		25	17	13	1	3	32	WBLS	152	27	23	6	4		25	17	13	1	3	32	WBLS	4.1	9.4	6.1	2.0	1.6		10.0	4.8	4.3	.3	1.4	8.1	
180	1	15	22	26	30	1	4	9	19	19	4	WCBS	180	1	15	22	26	30	1	4	9	19	19	4	WCBS	4.9	.3	4.0	7.3	10.7	14.0	.4	1.1	3.0	6.1	8.9	1.0	
150	14	33	38	5	1	4	29	13	8	2	3	WCBS FM	150	14	33	38	5	1	4	29	13	8	2	3	WCBS FM	4.0	4.9	8.7	12.5	2.1	.5	1.6	8.3	4.3	2.6	.9	.8	
19	2					3	4	3			5	WDJF	19	2					3	4	3		5	WDJF	.5	.7					1.2	1.1	1.0			1.3		
37			4	4	3		6	5	5	3		WEZN	37			4	4	3		6	5	5	3		WEZN	1.0			1.3	1.6	1.4		1.7	1.6	1.6	1.4		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

NASSAU-SUFFOLK  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
100	10	5	22	12	3	5	2	18	10	1	8	WHN	100	10	5	22	12	3	5	2	18	10	1	8	WHN	2.7	3.5	1.3	7.3	4.9	1.4	2.0	.6	5.9	3.2	.5	2.0
139	2	12	12	16	19		7	9	6	15		WINS	139	2	12	12	16	19		7	9	6	15	WINS	3.7	.7	3.2	4.0	6.6	8.8		2.0	3.0	1.9	7.0		
38	4	19	1			1	4	6			3	WKCI	38	4	19	1			1	4	6		3	WKCI	1.0	1.4	5.0	.3			.4	1.1	2.0		.8		
27		8	2	4	2	6		1	1		3	WKHK	27		8	2	4	2	6		1	1	3	WKHK	.7		2.1	7	1.6	9	2.4		.3	.3		.8	
110	10	4	8	1	1	16	21	9	3		27	WKTU	110	10	4	8	1	1	16	21	9	3	27	WKTU	3.0	3.5	1.1	2.6	.4	5	6.4	6.0	3.0	1.0		6.8	
60	3	1	6	3	3	1		2	9	8	2	WMCA	60	3	1	6	3	3	1		2	9	8	2	WMCA	1.6	1.0	.3	2.0	1.2	1.4	.4		.7	2.9	3.7	.5
334	27	52	41	16	8	24	34	28	12	5	77	WNBC	334	27	52	41	16	8	24	34	28	12	5	77	WNBC	9.0	9.4	13.7	13.5	6.6	3.7	9.6	9.7	9.2	3.9	2.3	19.4
22	1		1	1	1			2	1	10		WNCN	22	1		1	1	1			2	1	10	WNCN	.6	.3		.3	.4	5		.7	.3	4.7			
77	1	2	3	6	24			5	9	13	1	WNEW	77	1	2	3	6	24			5	9	13	1	WNEW	2.1	.3	.5	1.0	2.5	11.2			1.6	2.9	6.1	.3
55	18	13		4		3	12		3		2	WNEW FM	55	18	13		4		3	12		3		2	WNEW FM	1.5	6.3	3.4		1.6		1.2	3.4		1.0		.5
177	1	1	15	5	10	5	7	14	13	20	1	WOR	177	1	1	15	5	10	5	7	14	13	20	1	WOR	4.8	.3	.3	5.0	2.1	4.7	2.0	2.0	4.6	4.2	9.3	.3
26	1	2			1				2	4		WPAT	26	1	2			1				2	4		WPAT	.7	.3	.5			5			.6	1.9		
70		2	7	14	4		4	10	17	3	1	WPAT FM	70		2	7	14	4		4	10	17	3	1	WPAT FM	1.9		.5	2.3	5.8	1.9		1.1	3.3	5.5	1.4	.3
50	5	3		1	1	8	10	3	2	1	16	WPIX	50	5	3		1	1	8	10	3	2	1	16	WPIX	1.3	1.7	.8		.4	5	3.2	2.8	1.0	.6	.5	4.0
127	20	17		1	16	7	1			2	63	WPLJ	127	20	17		1	16	7	1			2	63	WPLJ	3.4	7.0	4.5		5	6.4	2.0	.3		9	15.9	
30	13	9			3	1					4	WPLR	30	13	9			3	1					4	WPLR	.8	4.5	2.4			1.2	.3				1.0	
3	1				1					1		*WQXR	3	1				1							*WQXR	.1	.3				5					.5	
21	1	1		2	7		3		3			*WQXR FM	21	1	1		2	7		3		3			*WQXR FM	.6	.3	.3		8	3.3		9		1.0		
24	1	1		2	8		3		3	1		TOTAL	24	1	1		2	8		3		3	1		TOTAL	.7	.3	.3		8	3.8		9		1.0		.5
115	2		4	18	22	1	1	9	18	14		WRFM	115	2		4	18	22	1	1	9	18	14		WRFM	3.1	.7		1.3	7.4	10.2	.4	.3	3.0	5.8	6.5	
19	1	1	7				1				9	WRKI	19	1	1	7				1				9	WRKI	.5	.3	.3	2.3				.3				2.3
18				5	3	1				5		WVNJ FM	18				5	3	1				5		WVNJ FM	.5				2.1	1.4	.4					2.3
15		9	1		1	1	3					WWYZ	15		9	1		1	1	3					WWYZ	.4		2.4	.3		5	.4	.9				
28	4	3				2	4	6	1		8	WXLO	28	4	3				2	4	6	1		8	WXLO	.8	1.4	.8			.8	1.1	2.0	.3		2.0	
123	9	21	2	7	5	22	33	6	9	1	8	WYNY	123	9	21	2	7	5	22	33	6	9	1	8	WYNY	3.3	3.1	5.5	.7	2.9	2.3	8.8	9.4	2.0	2.9	.5	2.0

TOTAL LISTENING IN METRO SURVEY AREA    3711   287   379   303   243   215   249   351   305   311   214   397

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Cume Listening Estimates

NASSAU-SUFFOLK  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
227			22	16	30	16	34		51	30		*WALK	227			22	16	30	16	34		51	30		*WALK	1.0		1.2	1.0	2.5	1.1	1.5		3.1	2.5		
965		15	109	83	70	16	51	80	111	77	46	WALK FM	965		15	109	83	70	16	51	80	111	77	46	WALK FM	4.3		8.6	6.0	5.1	5.9	1.1	2.3	4.0	6.8	6.3	1.4
1080		15	109	99	86	16	51	80	151	92	46	TOTAL	1080		15	109	99	86	16	51	80	151	92	46	TOTAL	4.8		8.6	6.0	6.1	7.3	1.1	2.3	4.0	9.3	7.5	1.4
1954	449	168	109	39		319	119	32	10		681	WBAB	1954	449	168	109	39		319	119	32	10		681	WBAB	8.7	30.7	8.6	6.0	2.4		21.4	5.3	1.6		.6	20.4
2709	251	292	178	95	28	310	629	207	60	47	564	WBLI	2709	251	292	178	95	28	310	629	207	60	47	564	WBLI	12.1	17.1	14.9	9.7	5.8	2.4	20.8	28.1	10.5	3.7	3.8	16.9
1634		44	87	236	114	16	68	261	246	90	103	WCCTO	1634		44	87	236	114	16	68	261	246	90	103	WCCTO	7.3		2.2	4.8	14.5	9.6	1.1	3.0	13.2	15.1	7.4	3.1
923	25	66	71	58	32	37	113	54	159	66	70	WGGB	923	25	66	71	58	32	37	113	54	159	66	70	WGGB	4.1	1.7	3.4	3.9	3.6	2.7	2.5	5.0	2.7	9.7	5.4	2.1
717		29	68	83	58		70	130	111	15	70	*WGSM	717		29	68	83	58		70	130	111	15	70	*WGSM	3.2		1.5	3.7	5.1	4.9		3.1	6.6	6.8	1.2	2.1
1140		15	96	162	139	18	57	104	187	149	44	*WHLI	1140		15	96	162	139	18	57	104	187	149	44	*WHLI	5.1		8.5	5.3	9.9	11.7	1.2	2.5	5.3	11.5	12.2	1.3
765		33	68	147	79	37		16	91	85		WKJY	765		33	68	147	79	37		16	91	85		WKJY	3.4		1.7	3.7	9.0	6.7	2.5		.8	5.6	6.9	
1464	322	322		18	16	158	55	16	45	17	463	WLIR	1464	322	322		18	16	158	55	16	45	17	463	WLIR	6.5	22.0	16.4		1.1	1.4	10.6	2.5	.8	2.8	1.4	13.8
215	25	29					34	18		15	46	*WLIX	215	25	29					34	18		15	46	*WLIX	1.0	1.7	1.5					1.5	.9		1.2	1.4
198	23	44	22		28		17		21	30	13	*WLNK	198	23	44	22		28		17		21	30	13	*WLNK	.9	1.6	2.2	1.2		2.4		.8		1.3	2.5	.4
156	23	29		16	14		34		10	30		*WLNK FM	156	23	29		16	14		34		10	30		*WLNK FM	7	1.6	1.5		1.0	1.2		1.5		.6	2.5	
309	45	58	22	16	28		51		31	45	13	TOTAL	309	45	58	22	16	28		51		31	45	13	TOTAL	1.4	3.1	3.0	1.2	1.0	2.4		2.3		1.9	3.7	.4
99	25									15	27	*WRCN	99	25									15	27	*WRCN	.4	1.7									1.2	.8
663	93	73			14	131	51	48	20		233	WRCN FM	663	93	73			14	131	51	48	20		233	WRCN FM	3.0	6.4	3.7		1.2	8.8	2.3	2.4	1.2		7.0	
247	23	29	44		14		32	39	15			*WRIV	247	23	29	44		14		32	39	15			*WRIV	1.1	1.6	1.5	2.4		1.2		1.6	2.4	1.2		
271	45	29		16		49	17	16	10	15	46	WSBH	271	45	29		16		49	17	16	10	15	46	WSBH	1.2	3.1	1.5		1.0	3.3	.8	.8	.6	1.2	1.4	
1230	74	210	167	40	95	178	170	104	22	51	61	WTFM	1230	74	210	167	40	95	178	170	104	22	51	61	WTFM	5.5	5.1	10.7	9.1	2.5	8.0	12.0	7.6	5.3	1.3	4.2	1.8
3429	314	298	301	127	78	209	427	319	213	66	760	WABC	3429	314	298	301	127	78	209	427	319	213	66	760	WABC	15.3	21.4	15.2	16.5	7.8	6.6	14.0	19.1	16.1	13.1	5.4	22.7
1663	195	122	93	40	32	297	132	174	66	68	390	WBLS	1663	195	122	93	40	32	297	132	174	66	68	390	WBLS	7.4	13.3	6.2	5.1	2.5	2.7	20.0	5.9	8.8	4.0	5.6	11.7
4064	25	452	427	526	522	72	164	323	282	356	256	WCBS	4064	25	452	427	526	522	72	164	323	282	356	256	WCBS	18.1	1.7	23.1	23.4	32.2	44.1	4.8	7.3	16.3	17.3	29.1	7.7
2583	172	483	492	118	30	213	440	327	76	51	149	WCBS FM	2583	172	483	492	118	30	213	440	327	76	51	149	WCBS FM	11.5	11.7	24.6	26.9	7.2	2.5	14.3	19.7	16.5	4.7	4.2	4.5
390	23				14	65	51	16			193	WDJF	390	23				14	65	51	16			193	WDJF	1.7	1.6			1.2	4.4	2.3	.8			5.8	
794			44	124	118	16	51	98	115	64		WEZN	794			44	124	118	16	51	98	115	64		WEZN	3.5			2.4	7.6	10.0	1.1	2.3	5.0	7.1	5.2	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

NASSAU-SUFFOLK  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
1776	122	172	347	244	102	49	91	238	125	81	119	WHN	1776	122	172	347	244	102	49	91	238	125	81	119	WHN	7.9	8.3	8.8	19.0	15.0	8.6	3.3	4.1	12.0	7.7	6.6	3.6			
3845	96	386	465	339	397	49	291	294	263	356	135	WINS	3845	96	386	465	339	397	49	291	294	263	356	135	WINS	17.1	6.6	19.7	25.5	20.8	33.6	3.3	13.0	14.9	16.1	29.1	4.0			
567	23	104	22			49	155	64	20		130	WKCI	567	23	104	22			49	155	64	20		130	WKCI	2.5	1.6	5.3	1.2			3.3	6.9	3.2	1.2		3.9			
524	25	81	25	37	14	84	19	70	10	17	110	WKHK	524	25	81	25	37	14	84	19	70	10	17	110	WKHK	2.3	1.7	4.1	1.4	2.3	1.2	5.6	.8	3.5	.6	1.4	3.3			
1961	223	159	120	40	44	246	300	116	54	15	492	WKTU	1961	223	159	120	40	44	246	300	116	54	15	492	WKTU	8.7	15.2	8.1	6.6	2.5	3.7	16.5	13.4	5.9	3.3	1.2	14.7			
1179	48	48	145	95	109	53	19	66	133	117	21	WMCA	1179	48	48	145	95	109	53	19	66	133	117	21	WMCA	5.3	3.3	2.4	7.9	5.8	9.2	3.6	.8	3.3	8.2	9.6	.6			
5919	458	441	676	238	108	448	745	579	223	181	1463	WNBC	5919	458	641	676	238	108	448	745	579	223	181	1463	WNBC	26.4	31.3	32.7	37.0	14.6	9.1	30.1	33.3	29.3	13.7	14.8	43.7			
641	25	15	25	75	78	18	36	86	39	130		WNCN	641	25	15	25	75	78	18	36	86	39	130		WNCN	2.9	1.7	.8	1.4	4.6	6.6	1.2	1.6	4.4	2.4	10.6				
1412	25	108	142	174	219	18	38	150	145	119	56	WNEW	1412	25	108	142	174	219	18	38	150	145	119	56	WNEW	6.3	1.7	5.5	7.8	10.7	18.5	1.2	1.7	7.6	8.9	9.7	1.7			
1115	246	251		41	14	139	164	34	23		171	WNEW FM	1115	246	251		41	14	139	164	34	23		171	WNEW FM	5.0	16.8	12.8		2.5	1.2	9.3	7.3	1.7	1.4		5.1			
2593	96	15	279	222	213	37	149	184	237	341	38	WOR	2593	96	15	279	222	213	37	149	184	237	341	38	WOR	11.6	6.6	.8	15.3	13.6	18.0	2.5	6.7	9.3	14.5	27.9	1.1			
602	23	48	25	36	78			18	88	115		WPAT	602	23	48	25	36	78			18	88	115		WPAT	2.7	1.6	2.4	1.4	2.2	6.6			.9	5.4	9.4				
1415	25	62	96	268	136	18	89	136	156	113	15	WPAT FM	1415	25	62	96	268	136	18	89	136	156	113	15	WPAT FM	6.3	1.7	3.2	5.3	16.4	11.5	1.2	4.0	6.9	9.6	9.2	.4			
1532	167	203	46	44	28	209	238	50	76	17	422	WPIX	1532	167	203	46	44	28	209	238	50	76	17	422	WPIX	6.8	11.4	10.4	2.5	2.7	2.4	14.0	10.6	2.5	4.7	1.4	12.6			
2617	311	342	44		46	297	149	66		17	1287	WPLJ	2617	311	342	44		46	297	149	66		17	1287	WPLJ	11.7	21.2	17.4	2.4		3.9	20.0	6.7	3.3		1.4	38.5			
551	113	148				65	17	16			192	WPLR	551	113	148				65	17	16			192	WPLR	2.5	7.7	7.6				4.4	.8	.8		5.7				
237	23	16		62	64			10	49	13		*WQXR	237	23	16		62	64			10	49	13		*WQXR	1.1	1.6	.8		3.8	5.4			.6	4.0	.4				
515		15		109	93			53	34	44	17	19	*WQXR FM	515		15		109	93			53	34	44	17	19	*WQXR FM	2.3		.8		6.7	7.9			2.4	1.7	2.7	1.4	.6
696	23	31		131	141			53	34	54	66	32	TOTAL	696	23	31		131	141			53	34	54	66	32	TOTAL	3.1	1.6	1.6		8.0	11.9			2.4	1.7	3.3	5.4	1.0
1792	74	31	99	278	265	70	51	156	217	162	21	WRFM	1792	74	31	99	278	265	70	51	156	217	162	21	WRFM	8.0	5.1	1.6	5.4	17.0	22.4	4.7	2.3	7.9	13.3	13.2	.6			
314	45	31	22			16	34	16			150	WRKI	314	45	31	22			16	34	16			150	WRKI	1.4	3.1	1.6	1.2			1.1	1.5	.8			4.5			
365		16		22	46	35		34	23	49		WVNJ FM	365		16		22	46	35		34	23	49		WVNJ FM	1.6			8	1.3	3.9	2.4		1.7	1.4	4.0				
223		75	22		14	16	51	32			13	WWYZ	223		75	22		14	16	51	32			13	WWYZ	1.0		3.8	1.2		1.2	1.1	2.3	1.6			.4			
878	122	93		62	16	121	168	52	64	17	163	WXLO	878	122	93		62	16	121	168	52	64	17	163	WXLO	3.9	8.3	4.7		3.8	1.4	8.1	7.5	2.6	3.9	1.4	4.9			
1813	127	251	120	57	64	231	457	86	99	32	229	WYNY	1813	127	251	120	57	64	231	457	86	99	32	229	WYNY	8.1	8.7	12.8	6.6	3.5	5.4	15.5	20.4	4.4	6.1	2.6	6.8			
TOTAL LISTENING IN METRO SURVEY AREA													21730	1415	1945	1715	1572	1153	1488	2182	1906	1565	1192	3228		96.8	96.7	99.2	93.9	96.3	97.5	99.9	97.5	96.5	96.0	97.4	96.5			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Average Quarter-Hour Listening Estimates

NEW HAVEN-WEST HAVEN  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
47		1	1	4	8	1		3	8	10		WAVZ	46		1	1	4	8	1		3	8	10		WAVZ	8.2		1	7	3.0	16.0	23.5	2.0		8	1	16.0	26.3		
124	1	8	9	8	14	3	5	13	19	12	1	WELI	112	1	8	8	7	11	3	5	11	19	11	1	WELI	20.0	1.9	13.6	24.2	28.0	32.4	6.1	11.6	29.7	38.0	28.9	2.2			
95	6	16	3	5	4	17	21	5	4	1	12	WKCI	60	4	11	3	1	1	13	10	5	3	1	7	WKCI	10.7	7	5	18.6	9.1	4.0	2.9	26.5	23.3	13.5	6.0	2.6	15.6		
11		1	1		1	1	1		1		3	WNHC	10			1		1	1	1		1		3	WNHC	1.8			3.0			2.9	2.0	2.3		2.0		6	7	
88	29	9	6	2		14	5	1	4		18	WPLR	52	20	8				7	3		2		12	WPLR	9.3	37.7	13.6				14.3	7.0		4.0			26.7		
4	1	2									1	WYBC	3		2									1	WYBC	.5		3.4										2	2	
-----																																								
20	1					6	1			1	10	WDRC FM	13	1					5	1		1		5	WDRC FM	2.3	1.9					10.2	2	3		2	0		11.1	
47	18	4				5	1				19	WHCN	18	4	4				2					8	WHCN	3.2	7.5	6.8				4	1						17.8	
21		5		2		3	1	3	3		2	WIOF	9		3		2		2							WIOF	1.6		5.1		8.0		4.1							
46	1	3	2	3	7		1	7	7	8		WKSS	13	1	2		1			3	1	3			WKSS	2.3		1	7	6	1		2.9			8.1	2.0	7.9		
29		2			1		1	3	3	4		WRCH	10				1			1	1	1			WRCH	1.8						2.9			2.7	2.0	2.6			
58		2	3	7	7		2	5	7	7		WTIC	13		1		1			1	2	2			WTIC	2.3		1.7			2.9			2.7	4.0	5.3				
6			1		1	1		1			2	WTIC FM	2					1					1	WTIC FM	.4						2.0							2.2		
35	7	4	2			9	8	3	1		1	WWYZ	25	7	3	2			5	6	1	1			WWYZ	4.5	13.2	5.1	6.1			10.2	14.0	2.7	2.0					
-----																																								
5			1	2			1			1		WABC	2			1							1		WABC	.4			3.0										2	6
36	1	4	4	4	4		2	2	2	3		WCBS	23	1	3	3	2	3		1	1	2	1		WCBS	4.1	1.9	5.1	9.1	8.0	8.8		2.3	2.7	4.0	2.6				
73		2	2	12	5	5	5	3	10	13		WEZN	31		1	1	3	3	1	4	3	4	3		WEZN	5.5		1.7	3.0	12.0	8.8	2.0	9.3	8.1	8.0	7.9				
16		4	2		1		2	1	1	1	2	WHN	7		1		1		2		1	1	1	1	WHN	1.3			3.0		2.9		4.7		2.0	2.6	2.2			
30	1	5	2	3	2	1	5	2	4		3	WICC	3		1		1			1					WICC	.5		1.7			2.9		2.3							
47	2	13	2	2		3	7	4	3		8	WNBC	29	1	5	1	1		2	5	3	3		5	WNBC	5.2	1.9	8.5	3.0	4.0		4.1	11.6	8.1	6.0				11	1
6		1	1	2								WNEW	4			1	2								WNEW	.7			3.0	8.0										
19			1	3				1	1	2		WOR	13		1								2		WOR	2.3			3.0				2.7		5.3					
21	9					7					5	WRKI	2	2											WRKI	.4	3.8													
TOTAL LISTENING IN METRO SURVEY AREA													560	53	59	33	25	34	49	43	37	50	38	45																

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

NEW HAVEN-WEST HAVEN  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
663		30	41	52	93	17	26	57	99	93	23	WAVZ	610		16	41	52	76	17	26	57	95	84	23	WAVZ	16.5		4.5	17.5	22.5	38.0	5.6	7.1	22.6	37.4	36.1	5.7	
1509	40	127	93	120	161	56	97	130	186	143	61	WELI	1273	40	97	81	106	117	56	97	110	165	106	53	WELI	34.5	12.5	27.2	34.6	45.9	58.5	18.3	26.6	43.7	65.0	45.5	13.1	
1390	124	213	80	53	33	205	256	63	40	39	263	WKCI	849	80	130	56	29	16	139	133	53	30	16	157	WKCI	23.0	24.9	36.4	23.9	12.6	8.0	45.4	36.5	21.0	11.8	6.9	38.7	
234	13	40	15	9	10	29	24	11	18	8	34	WNHC	184	13	11	15	9	10	17	15	11	18	8	34	WNHC	5.0	4.0	3.1	6.4	3.9	5.0	5.6	4.1	4.4	7.1	3.4	8.4	
1250	288	164	26	29	8	200	99	35	33	11	336	WPLR	675	160	113	15	14		95	72	15	15	11	155	WPLR	18.3	49.8	31.7	6.4	6.1		31.0	19.8	6.0	5.9	4.7	38.2	
158	42	49	15	9	3	6	5	4	4	3	18	WYBC	143	27	49	15	9	3	6	5	4	4	3	18	WYBC	3.9	8.4	13.7	6.4	3.9	1.5	2.0	1.4	1.6	1.6	1.3	4.4	
632	56	38	5	14	9	154	55	39	15	14	222	WDRG FM	364	40	38	5	5		100	36	19	15	5	101	WDRG FM	9.9	12.5	10.6	2.1	2.2		32.7	9.9	7.5	5.9	2.1	24.9	
685	146	46	12			112	19	17	13	3	317	WHCN	249	53	32				33	10	8	4	3	106	WHCN	6.7	16.5	9.0				10.8	2.7	3.2	1.6	1.3	26.1	
375	13	59	17	23	3	61	48	37	27	5	71	WIOF	171	13	32	5	14	3	33	10	8	19	5	18	WIOF	4.6	4.0	9.0	2.1	6.1	1.5	10.8	2.7	3.2	7.5	2.1	4.4	
797	44	54	62	44	64	6	61	76	75	112	11	WKSS	308	13	22	25	4	22	6	20	38	30	48	11	WKSS	8.3	4.0	6.2	10.7	1.7	11.0	2.0	5.5	15.1	11.8	20.6	2.7	
343		27	5	24	6		15	39	34	59	4	WRCH	137		11	5	9	6		5	19	8	18	4	WRCH	3.7		3.1	2.1	3.9	3.0		1.4	7.5	3.1	7.7	1.0	
867		78	69	58	127	6	26	50	73	118	16	WTIC	274		32	20	24	32	6	15	11	16	26	8	WTIC	7.4		9.0	8.5	10.4	16.0	2.0	4.1	4.4	6.3	11.2	2.0	
301		22	24	4	19	45	5	27	6	20	102	WTIC FM	119		22		4		17	5	8		3	54	WTIC FM	3.2		6.2		1.7		5.6	1.4	3.2		1.3	13.3	
555	69	84	38		14	101	152	52	19	8	18	WWYZ	374	53	70	25		6	61	113	23	4	8	11	WWYZ	10.1	16.5	19.6	10.7		3.0	19.9	31.0	9.1	1.6	3.4	2.7	
122		5	20	11	3	11	39	16		8	4	WABC	88		5	20	4	3	11	20	8		8	4	WABC	2.4		1.4	8.5	1.7	1.5	3.6	5.5	3.2		3.4	1.0	
902	27	92	92	124	85	6	50	52	68	72	24	WCBS	581	27	65	81	77	51	6	41	34	49	32	24	WCBS	15.7	8.4	18.2	34.6	33.3	25.5	2.0	11.3	13.5	19.3	13.7	5.9	
816		31	50	115	59	37	63	54	79	93	18	WEZN	428		27	25	50	41	11	36	46	39	37	18	WEZN	11.6		7.6	10.7	21.6	20.5	3.6	9.9	18.3	15.4	15.9	4.4	
373	13	56	32	9	20	14	31	36	26	19	37	WHN	205	13	16	20	9	13		31	27	19	11	29	WHN	5.5	4.0	4.5	8.5	3.9	6.5		8.5	10.7	7.5	4.7	7.1	
467	39	34	28	31	19	51	56	36	27	10	47	WICC	139	27	16	5	4	3	39	20			3	11	WICC	3.8	8.4	4.5	2.1	1.7	1.5	12.7	5.5			1.3	2.7	
1142	82	211	80	48	3	118	171	75	62	18	249	WNBC	712	53	97	56	33	3	78	108	65	37	11	154	WNBC	19.3	16.5	27.2	23.9	14.3	1.5	25.5	29.7	25.8	14.6	4.7	37.9	
130		19	10	16	22				6	9	4	WNEW	57		5	10	9	13						4	WNEW	1.5		1.4	4.3	3.9	6.5						1.0	
263		11	22	15	6			4	25	33	14	WOR	184		11	10		6			4	16	18	4	WOR	5.0		3.1	4.3		3.0		1.6	6.3	7.7	1.0		
323	95	11	10			65	5	10	5	3	119	WRKI	67	27	11						5			3	21	WRKI	1.8	8.4	3.1					1.4			1.3	5.2
TOTAL LISTENING IN METRO SURVEY AREA													3495	294	346	229	217	187	289	353	251	246	222	389		94.6	91.6	96.9	97.9	93.9	93.5	94.4	97.0	99.6	96.9	95.3	95.8	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

NEW ORLEANS  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
8	1					1	2	4			*KGLA	8	1				1	2	4			*KGLA	.6		.6					.8	1.4	4.0					
91	19	8	3	3	2	13	12	3	2	1	24	68	14	6	3	3	2	10	7	2	2	18	5.2	12.6	3.6	3.2	4.9	3.2	8.4	4.8	2.0	2.4			10.8		
43	3	2	4	3	2	3	6	3	2	2	12	42	3	2	4	2	2	3	6	3	2	12	3.2	2.7	1.2	4.2	3.3	3.2	2.5	4.1	3.0	2.4	2.4		7.2		
136	3	9	12	9	11	4	12	14	14	17	3	104	3	9	12	8	10		8	11	10	13	3	8.0	2.7	5.4	12.6	13.1	15.9		5.5	10.9	12.0	15.3		1.8	
166	21	10	3	1		35	12	10	4		70	140	17	9	3	1	30	11	6	4		59	10.7	15.3	5.4	3.2	1.6		25.2	7.5	5.9	4.8			35.5		
74	1	12	8	7	5	2	3	7	9	5		73	1	12	8	6	5	2	3	7	9	5	73	5.6	.9	7.1	8.4	9.8	7.9	1.7	2.1	6.9	10.8	5.9			
24	1	3		2		1	6	3	3	2	2	23	1	2		2		1	6	3	3	2	2	1.8	.9	1.2		3.3		.8	4.1	3.0	3.6	2.4		1.2	
47	3	9	2	1	1	5	9	2	3	2	10	31	2	5	1	1	1	3	7	2	2	1	6	2.4	1.8	3.0	1.1	1.6	1.6	2.5	4.8	2.0	2.4	1.2		3.6	
170	8	26	16	17	8	20	29	17	12	10	5	129	6	20	14	10	6	13	22	14	10	8	5	9.9	5.4	11.9	14.7	16.4	9.5	10.9	15.1	13.9	12.0	9.4		3.0	
72	6	15	2	2		14	16	6	1	1	9	59	5	10	2	2		12	13	6	1	1	7	4.5	4.5	6.0	2.1	3.3		10.1	8.9	5.9	1.2	1.2		4.2	
111	38	24	2			12	9	3			23	85	24	18	2			9	8	3		21	6.5	21.6	10.7	2.1			7.6	5.5	3.0				12.7		
45	4	6	5	6	3	1	6	6	3	2		35		5	5	5	2	1	5	5	2	2	2	2.7		3.0	5.3	8.2	3.2	.8	3.4	5.0	2.4	2.4			
85		3	3	3	17	1	1	2	9	18		74		3	3	3	10	1	1	2	9	14	5.7		1.8	3.2	4.9	15.9	.8	.7	2.0	10.8	16.5				
176	13	37	17	5	2	21	31	11	3	6	27	90	5	21	11	3	1	7	14	8	3	4	12	6.9	4.5	12.5	11.6	4.9	1.6	5.9	9.6	7.9	3.6	4.7		7.2	
15	1		2		1		2	6		1	1	10	1		1		1		2	2		1	1	8	.9		1.1		1.6		1.4	2.0		1.2		.6	
34		1	2	5	6			1	7	6		32		1	2	5	5			1	7	5	32	2.5		.6	2.1	8.2	7.9			1.0	8.4	5.9			
108	3	13	12	7	17	3	6	11	7	10	4	63		7	8	4	12		2	8	5	7	1	4.8		4.2	8.4	6.6	19.0		1.4	7.9	6.0	8.2		.6	
46	1	3	4	3	3	2	3	2	4	11	1	40	1	3	3	2	3	2	3	1	4	10	3.1	.9	1.8	3.2	3.3	4.8	1.7	2.1	1.0	4.8	11.8				
55	4	7	5	2		5	7	4	5	1	13	39	4	6	1	1		4	6	4	3	1	7	3.0	3.6	3.6	1.1	1.6		3.4	4.1	4.0	3.6	1.2		4.2	
96	11	23	5	1	1	19	15	3	2	4	11	87	11	18	5		1	18	14	3	2	4	10	6.7	9.9	10.7	5.3		1.6	15.1	9.6	3.0	2.4	4.7		6.0	

TOTAL LISTENING IN METRO SURVEY AREA 1303 111 168 95 61 63 119 146 101 83 85 166

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

NEW ORLEANS  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
89		5	26	8		5	16	15		7	*KGLA	89		5	26	8		5	16	15		7	*KGLA	9		.5	4	0	1.5		.6	1.5	2.1		.6			
1278	156	132	58	24	9	189	180	58	33	17	383	WAIL	1018	119	94	58	24	9	156	141	51	33	13	295	WAIL	10.8	16	2	9.5	8.9	4.4	1.9	19.6	13.6	7.1	5.6	2.3	23.8
770	51	54	38	48	27	65	129	67	44	26	197	WBOK	724	51	48	38	40	27	65	124	59	34	26	188	WBOK	7.7	6	9	4.9	5.8	7.3	5.8	8.2	12.0	8.2	5.7	4.7	15.2
1547	29	108	130	98	152	47	179	131	185	190	24	WBYU	1242	29	98	120	81	117	30	156	105	141	147	24	WBYU	13.2	3.9	9.9	18.3	14.7	25.0	3.8	15.1	14.6	23.8	26.5	1.9	
2295	263	245	76	30	8	401	205	156	57	18	826	WEZB	1804	191	193	57	24	309	183	121	57	14	645	WEZB	19.2	26	0	19.6	8.7	4.4	38.8	17.7	16.8	9.6	2.5	52.0		
1386	37	203	145	146	111	25	83	130	123	136	25	WGSO	1336	37	187	136	134	111	25	83	130	120	126	25	WGSO	14.2	5	0	18.9	20.8	24.3	23.7	3.1	8.0	18.1	20.2	22.7	2.0
301	23	40	21	14	9	20	43	31	28	19	39	*WNNR	281	23	33	21	14	9	20	30	31	28	19	39	*WNNR	3.0	3.1	3.3	3.2	2.5	1.9	2.5	2.9	4.3	4.7	3.4	3.1	
1484	120	214	89	36	53	176	180	91	65	56	345	WNOE	860	73	143	41	23	32	89	119	63	37	25	191	WNOE	9.2	9.9	14.5	6.3	4.2	6.8	11.2	11.5	8.8	6.2	4.5	15.4	
2350	189	279	201	171	99	266	375	196	151	130	221	WNOE FM	1565	130	185	177	136	61	138	246	151	100	77	126	WNOE FM	16.7	17	7	18.7	27.0	24.7	13.0	17.3	23.8	21.0	16.9	13.9	10.2
1634	212	283	44	14	23	265	287	85	32	37	311	WQUE	1305	133	218	44	14	23	206	233	85	28	28	264	WQUE	13.9	18.1	22.1	6.7	2.5	4.9	25.8	22.6	11.8	4.7	5.0	21.3	
1517	298	273	35	26		252	170	62	26	9	366	WRNO	1244	244	218	27	26		193	152	56	19	9	300	WRNO	13.3	33.2	22.1	4.1	4.7		24.2	14.7	7.8	3.2	1.6	24.2	
725	43	78	76	88	60	22	93	70	71	42	35	*WSHO	517	6	41	60	74	40	22	71	53	50	26	27	*WSHO	5.5	.8	4	2	9.2	13.4	8.5	2.8	6.9	7.4	8.4	4.7	2.2
1094	21	49	39	74	196	23	33	65	116	197	35	WSMB	964	21	49	39	74	158	23	18	59	110	162	5	WSMB	10.3	2.9	5.0	6.0	13.4	33.8	2.9	1.7	8.2	18.5	29.2	.4	
3573	275	577	337	145	50	412	540	283	136	122	634	WTIX	1772	96	291	180	82	19	146	279	192	98	53	292	WTIX	18.9	13.0	29.5	27.5	14.9	4.1	18.3	27.0	26.7	16.5	9.5	23.5	
147	4	9	16	5	9	4	30	30	10	10	2	*WVOG	110	4	9	5	5	9	4	23	16	5	10	2	*WVOG	1.2	.5	.9	.8	.9	1.9	.5	2.2	2.2	.8	1.8	.2	
539	6	45	36	71	88	15	20	28	78	59	9	WWIW	520	6	45	36	71	79	15	20	28	74	53	9	WWIW	5.5	.8	4.6	5.5	12.9	16.9	1.9	1.9	3.9	12.5	9.5	.7	
2324	63	260	277	197	310	54	176	176	150	177	103	WWL	1252	12	143	157	114	180	19	71	107	92	111	48	WWL	13.3	1.6	14.5	24.0	20.7	38.5	2.4	6.9	14.9	15.5	20.0	3.9	
1012	25	63	65	51	95	27	77	55	89	193	75	WWL FM	690	9	56	54	42	72	19	61	39	69	117	12	WWL FM	7.4	1.2	5.7	8.2	7.6	15.4	2.4	5.9	5.4	11.6	21.1	1.0	
982	60	114	59	39	19	82	173	100	47	26	209	WYLD	696	60	69	38	30	19	54	123	65	41	22	134	WYLD	7.4	8.2	7.0	5.8	5.4	4.1	6.8	11.9	9.0	6.9	4.0	10.8	
1244	147	223	53	47	9	194	203	62	42	46	184	WYLD FM	1066	147	173	53	27	9	176	170	46	42	46	143	WYLD FM	11.4	20	0	17.5	8.1	4.9	1.9	22.1	16.5	6.4	7.1	8.3	11.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
979	51	79	76	43	24	100	128	98	59	58	167	WABC	862	50	72	68	42	20	76	122	89	47	45	142	WABC	3.6	2.9	3.2	4.1	3.0	1.4	4.0	5.1	4.9	2.4	2.4	6.4
409	2	7	36	15	23	23	59	52	67	61	8	WADO	409	2	7	36	15	23	23	59	52	67	61	8	WADO	1.7	.1	.3	2.2	1.1	1.6	1.2	2.5	2.9	3.5	3.3	.4
20					1	1	4		1	3		*WALK	20					1	1	4		1	3		*WALK	.1					1	.1	.2		1	.2	
81					5	7	8		5	16	6	WALK FM	76		10	5	7	2	8	5	11	6	1	WALK FM	.3			6	4	.5	1	.3	.3	.6	.3		
101					10	5	8		12	17	9	TOTAL	96		10	5	8	3	12	5	12	9	1	TOTAL	.4			.6	.4	.6	.2	.5	.3	.7	.5		
102	31	5	3	4		16	3				35	WBAB	102	31	5	3	4		16	3			35	WBAB	.4	1.8	.2	.2	.3		.8	.1			1.6		
205	26	24	28	2		23	54	15	6	3	24	WBLI	194	22	22	27	2		22	53	15	6	3	22	WBLI	.8	1.3	1.0	1.6	.1		1.2	2.2	.8	.3	.2	1.0
1717	231	257	110	32	26	293	264	138	41	34	284	WBLS	1696	230	256	105	31	26	292	262	135	41	33	278	WBLS	7.1	13.5	11.3	6.4	2.2	1.8	15.5	10.9	7.5	2.1	1.8	12.6
75	1	3	6	2	32	3	2	5	8	4	6	*WBNX	75	1	3	6	2	32	3	2	5	8	4	6	*WBNX	.3	.1	.1	.4	.1	2.2	.2	.1	.3	.4	.2	.3
1333	23	111	109	123	178	13	56	83	93	165	14	WCBS	1144	19	97	95	111	152	9	45	68	80	144	11	WCBS	4.8	1.1	4.3	5.8	8.0	10.4	.5	1.9	3.8	4.1	7.7	5
735	69	133	117	29	25	46	129	85	36	27	14	WCBS FM	697	67	117	117	29	25	38	122	85	36	22	14	WCBS FM	2.9	3.9	5.2	7.1	2.1	1.7	2.0	5.1	4.7	1.9	1.2	.6
104	1	2	5	21	18	4	4	7	24	10	1	WCTC	104	1	2	5	21	18	4	4	7	24	10	1	WCTC	.4	.1	.1	.3	1.5	1.2	2	.2	.4	1.2	.5	
110		2	2	15	9	1	3	20	19	2	4	WCTO	110		2	2	15	9	1	3	20	19	2	4	WCTO	.5		.1	.1	1.1	.6	1	.1	1.1	1.0	.1	.2
84	2	9	6	10	5		7	3	3	15		WEVD FM	81	2	9	6	7	5		7	3	3	15		WEVD FM	.3	.1	.4	.4	.5	.3		.3	.2	.2	.8	
243		1	10	35	22		10	10	52	55	2	*WHLI	201		1	10	35	19		10	10	52	27	2	*WHLI	.8			.6	2.5	1.3		.4	.6	2.7	1.5	.1
678	51	56	81	45	34	53	44	90	76	49	21	WHN	615	50	53	78	34	30	46	41	81	71	44	18	WHN	2.6	2.9	2.3	4.7	2.5	2.0	2.4	1.7	4.5	3.7	2.4	.8
213	3	2	20	24	25		11	26	31	30		WHUD	127			3	6	24			3	16	23	29		WHUD	.5			.2	.4	1.6		.1	.9	1.2	1.6
1218	16	74	104	83	162	27	96	58	103	136	21	WINS	1179	16	69	103	81	159	27	95	58	95	135	21	WINS	4.9	.9	3.0	6.2	5.8	10.9	1.4	4.0	3.2	4.9	7.3	1.0
461	20	22	43	32	13	19	71	91	30	50	14	WJIT	461	20	22	43	32	13	19	71	91	30	50	14	WJIT	1.9	1.2	1.0	2.6	2.3	.9	1.0	3.0	5.0	1.6	2.7	.6
142	13	31	13	14	10	7	9	9	26	3	5	WKHK	137	13	30	11	14	10	7	9	9	25	3	4	WKHK	.6	.8	1.3	.7	1.0	.7	.4	.4	.5	1.3	.2	.2
2028	306	193	61	25	13	387	292	117	35	10	557	WKTU	1996	301	191	59	25	13	386	290	107	35	10	548	WKTU	8.3	17.7	8.4	3.6	1.8	.9	20.5	12.1	5.9	1.8	.5	24.8
102	1	14	5	14	2	15	22	7	9	4	2	*WLIR	102	1	14	5	14	2	15	22	7	9	4	2	*WLIR	.4	.1	.6	.3	1.0	.1	.8	.9	.4	.5	.2	.1
89	23	30				11	3		1		21	WLIR	89	23	30				11	3		1		21	WLIR	.4	1.4	1.3				.6	.1		.1		1.0

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
557	10	27	36	63	44	5	6	30	91	80	5	WMCA	542	10	27	35	62	43	5	5	28	89	79	4	WMCA	2.3	.6	1.2	2.1	4.5	2.9	.3	.2	1.5	4.6	4.2	.2		
74	3	4	9			10	21	8	19			WMGQ	73	3	4	9			10	20	8	19			WMGQ	.3	.2	.2	.5			.5	.8	.4	1.0				
1396	92	199	136	87	34	114	181	114	46	26	315	WNBC	1129	80	136	111	78	28	91	154	89	43	22	253	WNBC	4.7	4.7	6.0	6.7	5.6	1.9	4.8	6.4	4.9	2.2	1.2	11.5		
214	2	25	37	17	19	3	20	18	7	13		WNCN	191	2	25	34	17	19	3	20	17	7	13		WNCN	.8	.1	1.1	2.1	1.2	1.3	.2	.8	.9	.4	.7			
682	2	53	65	115	96	4	18	28	107	96	10	WNEW	642	2	53	64	109	91	4	18	27	85	94	10	WNEW	2.7	.1	2.3	3.9	7.9	6.2	.2	.7	1.5	4.4	5.1	.5		
698	175	173	6	11	4	81	120	12	22	13	75	WNEW FM	672	163	170	6	10	4	77	118	10	22	13	74	WNEW FM	2.8	9.6	7.5	.4	.7	.3	4.1	4.9	.6	1.1	.7	3.4		
76	7	5	10	11	2	3	9	6	7	1	4	WNJR	76	7	5	10	11	2	3	9	6	7	1	4	WNJR	.3	.4	.2	.6	.8	.1	.2	.4	.3	.4	.1	.2		
1695	8	20	88	96	120	9	52	109	196	251	11	WOR	1490	7	16	86	81	114	9	46	98	177	213	10	WOR	6.2	4	.7	5.2	5.8	7.8	.5	1.9	5.4	9.2	11.5	.5		
590	1	10	20	26	67	9	5	50	62	109	1	WPAT	585	1	10	20	26	66	9	5	50	62	105	1	WPAT	2.4	.1	.4	1.2	1.9	4.5	.5	.2	2.8	3.2	5.6			
975	9	64	88	75	70	22	53	118	146	113	21	WPAT FM	942	9	61	82	72	67	22	48	113	146	112	21	WPAT FM	3.9	.5	2.7	5.0	5.2	4.6	1.2	2.0	6.2	7.6	6.0	1.0		
441	82	42	11	10	16	83	51	23	5	2	114	WPIX	431	82	39	11	10	16	83	47	21	5	2	113	WPIX	1.8	4.8	1.7	.7	.7	1.1	4.4	2.0	1.2	.3	.1	5.1		
983	234	136	7	2	3	181	61	9	11	2	335	WPLJ	898	222	125	7	2	3	142	51	9	11	2	322	WPLJ	3.7	13.0	5.5	.4	.1	.2	7.5	2.1	.5	.6	.1	14.6		
109	1	6	3	12	9	1	3	4	10	6	2	*WOXR	103	1	6	2	8	9	1	3	3	10	6	2	*WOXR	.4	.1	.3	.1	.6	.6	.1	.1	.2	.5	.3	.1		
351	1	21	22	26	44		16	20	40	19	1	*WOXR FM	324	1	21	19	17	42		15	19	40	19	1	*WOXR FM	1.3	.1	.9	1.2	1.2	2.9		.6	1.0	2.1	1.0			
460	2	27	25	38	53	1	19	24	50	25	3	TOTAL	427	2	27	21	25	51	1	18	22	50	25	3	TOTAL	1.7	.2	1.2	1.3	1.8	3.5	.1	.7	1.2	2.6	1.3	.1		
1045	8	25	71	109	116	14	33	75	155	199	9	WRFM	1030	8	25	66	109	114	14	33	68	154	199	9	WRFM	4.3	5	1.1	4.0	7.9	7.8	.7	1.4	3.8	8.0	10.7	.4		
431	18	106	36	10	16	73	117	16	5	22	4	WTFM	421	18	103	35	10	16	73	112	16	4	22	4	WTFM	1.8	1.1	4.5	2.1	.7	1.1	3.9	4.7	.9	.2	1.2	.2		
75			1	14	17			11	8	6	2	WVNJ	73			1	13	17			11	7	6	2	WVNJ	.3			.1	.9	1.2			.6	.4	.3	.1		
292	10	16	27	39	51	12	4	30	25	34	3	WVNJ FM	257	10	10	21	29	50	12	4	27	22	34	3	WVNJ FM	1.1	.6	.4	1.3	2.1	3.4	.6	.2	1.5	1.1	1.8	.1		
138	6	2	19	8	1	12	3	19	17	11	10	WWDJ	138	6	2	19	8	1	12	3	19	17	11	10	WWDJ	.6	.4	.1	1.2	.6	.1	.6	.1	1.0	.9	.6	.5		
144	17	20	9	10	15	19	19	12	2	1	11	WWRL	144	17	20	9	10	15	19	19	12	2	1	11	WWRL	.6	1.0	.9	.5	.7	1.0	1.0	.8	.7	.1	.1	.5		
281	27	44	8	8		41	41	10	41	12	31	WXLO	268	26	41	8	8		33	41	10	41	12	31	WXLO	1.1	1.5	1.8	.5	.6		1.8	1.7	.6	2.1	.6	1.4		
794	55	139	40	32	18	150	163	57	43	26	55	WYNY	778	55	135	38	32	18	149	161	56	39	26	53	WYNY	3.2	3.2	5.9	2.3	2.3	1.2	7.9	6.7	3.1	2.0	1.4	2.4		
251	9	4	13	19	30	8	18	16	32	52	1	WEZN	75			4	5	11	4	6	6	16	8		WEZN	.3			.2	4	.8	.2	.2	.3	.8	.4			
TOTAL LISTENING IN METRO SURVEY AREA												24046	1702	2269	1652	1386	1464	1883	2405	1810	1928	1859	2207																

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

NEW YORK  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
24841	1679	2547	1700	966	676	2521	3153	1994	1214	1170	4869	WABC	21529	1641	2128	1485	886	549	1869	2714	1735	1060	1021	4285	WABC	15.8	17.8	16.6	15.5	10.2	6.8	19.0	19.6	16.7	11.0	10.9	27.2	
4041	90	77	425	315	247	303	568	504	545	421	110	WAOO	4041	90	77	425	315	247	303	568	504	545	421	110	WADO	3.0	1.0	.6	4.4	3.6	3.0	3.1	4.1	4.8	5.6	4.5	.7	
267			22	16	30	16	34		51	30		*WALK	263			22	16	30	16	34		51	30	*WALK	.2			.2	.2	.4	2	2		.5	.3			
1155			15	109	86	70	16	58	86	249	77	46	WALK FM	1001		15	109	86	70	16	51	80	111	77	46	WALK FM	.7		.1	1.1	1.0	.9	2	.4	.8	1.1	.8	.3
1273			15	109	102	86	16	58	86	288	92	46	TOTAL	1116		15	109	99	86	16	51	80	151	92	46	TOTAL	.8		1	1.1	1.1	1.1	.2	.4	.8	1.6	1.0	.3
2094	496	196	109	63		319	142	32	10		699	WBAB	2094	496	196	109	63		319	142	32	10		699	WBAB	1.5	5.4	1.5	1.1	.7		3.2	1.0	.3	.1		4.4	
3199	327	387	209	97	28	358	698	207	110	67	663	WBLI	2939	298	322	203	95	28	310	679	207	105	63	581	WBLI	2.2	3.2	2.5	2.1	1.1	.3	3.1	4.9	2.0	1.1	.7	3.7	
19204	2597	2514	1009	537	243	3179	2769	1328	609	420	3821	WBLS	18696	2573	2483	945	474	243	3135	2733	1277	609	384	3662	WBLS	13.7	27.9	19.4	9.9	5.4	3.0	31.8	19.7	12.3	6.3	4.1	23.2	
974	22	37	79	58	166	92	119	62	87	86	59	*WBNX	974	22	37	79	58	166	92	119	62	87	86	59	*WBNX	.7	.2	.3	.8	.7	2.0	.9	.6	.9	.9	.4		
27361	930	2874	2568	2526	2779	394	1606	1907	1798	2771	935	WCBS	23628	666	2383	2211	2195	2462	384	1302	1689	1599	2369	825	WCBS	17.3	7.2	18.6	23.1	25.2	30.3	3.9	9.4	16.2	16.6	25.3	5.2	
12786	981	2558	1377	586	490	1215	2084	1342	610	421	636	WCBS FM	12042	896	2273	1358	586	483	1155	1951	1309	585	339	625	WCBS FM	8.8	9.7	17.7	14.2	6.7	5.9	11.7	14.1	12.6	6.1	3.6	4.0	
1491	59	58	148	206	223	66	76	87	298	121	41	WCTC	1479	59	58	148	206	223	66	76	87	298	121	41	WCTC	1.1	.6	.5	1.5	2.4	2.7	7	5	8	3.1	1.3	.3	
1719		44	87	236	114	35	74	261	246	90	127	WCTO	1713		44	87	236	114	35	68	261	246	90	127	WCTO	1.3		3	.9	2.7	1.4	.4	.5	2.5	2.5	1.0	.8	
2491	59	210	157	183	184	23	205	82	118	288	36	WEVD FM	2445	59	210	157	157	184	23	196	82	118	288	36	WEVD FM	1.8	.6	1.6	1.6	1.8	2.3	.2	1.4	.8	1.2	3.1	.2	
1734		15	126	203	221	18	88	126	290	244	44	*WHLI	1604		15	126	203	193	18	88	126	290	212	44	*WHLI	1.2		.1	1.3	2.3	2.4	.2	.6	1.2	3.0	2.3	.3	
11703	763	1031	1243	1206	560	753	827	1368	1148	933	545	WHN	10235	740	967	1136	965	453	617	775	1237	1017	768	498	WHN	7.5	8.0	7.5	11.9	11.1	5.6	6.3	5.6	11.9	10.5	8.2	3.2	
2691	107	74	163	365	218	69	201	237	361	196	67	WHUD	1629	25		34	201	166	69	52	168	202	177	36	WHUD	1.2	.3		.4	2.3	2.0	.7	.4	1.6	2.1	1.9	.2	
27434	1114	2438	2336	2270	3013	740	2096	1580	2007	2750	683	WINS	26478	1096	2380	2286	2163	2781	740	2079	1549	1936	2669	683	WINS	19.4	11.9	18.6	23.9	24.9	34.2	7.5	15.0	14.9	20.0	28.5	4.3	
4204	153	442	419	234	77	324	632	608	277	347	269	WJIT	4204	153	442	419	234	77	324	632	608	277	347	269	WJIT	3.1	1.7	3.4	4.4	2.7	.9	3.3	4.6	5.8	2.9	3.7	1.7	
2790	231	472	230	189	156	143	281	240	329	150	210	WKHK	2696	231	462	184	186	156	143	281	238	303	150	203	WKHK	2.0	2.5	3.6	1.9	2.1	1.9	1.5	2.0	2.3	3.1	1.6	1.3	
23244	3126	2721	947	476	236	3821	3082	1525	693	245	5910	WKTU	22827	3044	2683	911	476	236	3774	3069	1491	693	241	5776	WKTU	16.7	33.0	20.9	9.5	5.5	2.9	38.3	22.2	14.3	7.2	2.6	36.6	
1446	48	122	133	81	36	117	218	170	171	229	40	*WLIB	1379	48	122	133	81	36	117	218	170	171	162	40	*WLIB	1.0	5	1.0	1.4	.9	.4	1.2	1.6	1.6	1.8	1.7	.3	
2131	482	580		18	16	233	82	16	45	17	610	WLIR	2131	482	580		18	16	233	82	16	45	17	610	WLIR	1.6	5.2	4.5		.2	.2	2.4	.6	.2	.5	.2	3.9	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON



# Cume Listening Estimates

NEW YORK  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
8274	225	431	667	893	599	173	200	710	755	1052	164	WMCA	8054	206	419	658	870	569	173	160	701	742	1023	158	WMCA	5.9	2.2	3.3	6.9	10.0	7.0	1.8	1.2	6.7	7.7	10.9	1.0
1174	85	147	133		28	120	335	67	151	67	41	WMGQ	1115	85	147	125		28	120	307	67	151	67	18	WMGQ	.8	.9	1.1	1.3		3	1.2	2.2	.6	1.6	7	1
28338	2174	3396	2617	1446	465	2931	3602	2198	1022	785	6649	WNBC	22540	1566	2692	2169	1184	362	2012	2831	1740	924	687	5416	WNBC	16.5	17.0	21.0	22.7	13.6	4.5	20.4	20.5	16.7	9.6	7.3	34.3
4436	124	465	365	424	493	106	449	468	247	284		WNCN	4105	124	465	301	416	490	106	438	434	243	284		WNCN	3.0	1.3	3.6	3.2	4.8	6.0	1.1	3.2	4.2	2.5	3.0	
11083	210	989	1001	1449	1286	186	695	841	1219	1267	283	WNEW	10249	181	931	985	1354	1226	186	662	828	1015	1079	283	WNEW	7.5	2.0	7.3	10.3	15.6	15.1	1.9	4.8	8.0	10.5	11.5	1.8
10703	1942	2198	157	258	209	1543	1462	350	386	342	1509	WNEW FM	10169	1783	2122	151	205	209	1483	1365	328	376	339	1468	WNEW FM	7.5	19.3	16.6	1.6	2.4	2.6	15.0	9.9	3.2	3.9	3.6	9.3
1798	197	152	159	135	89	95	324	112	92	80	244	WNJR	1798	197	152	159	135	89	95	324	112	92	80	244	WNJR	1.3	2.1	1.2	1.7	1.6	1.1	1.0	2.3	1.1	1.0	.9	1.5
21783	280	601	1346	1565	1967	236	993	1505	2281	2818	480	WOR	19382	259	497	1255	1399	1844	232	935	1402	1987	2536	438	WOR	14.2	2.8	3.9	13.1	16.1	22.7	2.4	6.8	13.5	20.6	27.1	2.8
8781	64	270	600	606	1266	84	280	646	1068	1245	80	WPAT	8661	64	270	598	587	1236	84	270	646	1068	1197	80	WPAT	6.3	.7	2.1	6.3	6.7	15.2	.9	2.0	6.2	11.1	12.8	.5
14718	346	888	927	1646	1536	403	1181	1367	1688	1877	530	WPAT FM	14141	346	843	857	1488	1503	403	1122	1333	1686	1804	530	WPAT FM	10.4	3.7	6.6	9.0	17.1	18.5	4.1	8.1	12.8	17.5	19.2	3.4
10141	1362	1598	230	296	209	1695	1383	745	230	56	2228	WPIX	9642	1331	1436	227	286	209	1629	1237	704	225	56	2193	WPIX	7.1	14.4	11.2	2.4	3.3	2.6	16.5	8.9	6.8	2.3	.6	13.9
15853	3217	2377	232	145	212	2354	1205	352	361	56	5167	WPLJ	14466	2918	2101	232	145	212	2157	1066	352	354	56	4698	WPLJ	10.6	31.6	16.4	2.4	1.7	2.6	21.9	7.7	3.4	3.7	.6	29.8
2878	23	171	46	405	368	38	167	176	140	308	58	*WOXR	2734	23	171	40	338	366	38	161	140	138	308	58	*WOXR	2.0	.2	1.3	.4	3.9	4.5	.4	1.2	1.3	1.4	3.3	4
5587	40	513	290	567	681	61	324	433	433	524	82	*WOXR FM	5114	40	503	252	514	652	56	308	364	388	524	82	*WOXR FM	3.7	.4	3.9	2.6	5.9	8.0	.6	2.2	3.5	4.0	5.6	5
7308	63	638	290	757	897	99	450	515	548	683	140	TOTAL	6765	63	627	252	690	867	94	434	409	501	683	138	TOTAL	5.0	.7	4.9	2.6	7.9	10.7	1.0	3.1	3.9	5.2	7.3	.9
13155	223	662	971	1360	1518	245	736	814	1449	1802	190	WRFM	12879	223	662	938	1346	1477	245	733	774	1401	1798	141	WRFM	9.4	2.4	5.2	9.8	15.5	18.2	2.5	5.3	7.4	14.5	19.2	.9
7346	470	657	496	162	343	1066	1592	471	175	372	251	WTFM	7199	470	1626	493	162	343	1066	1524	471	170	372	243	WTFM	5.3	5.1	12.7	5.2	1.9	4.2	10.8	11.0	4.5	1.8	4.0	1.5
2031		95	227	240		25	169	264	270	85	WVNJ	2001		95	220	240		25	169	252	270	85		WVNJ	1.5			1.0	2.5	3.0	.2	1.6	2.6	2.9	.5		
4812	65	111	297	638	554	194	197	453	464	622	234	WVNJ FM	4528	65	70	273	575	517	194	197	436	428	622	234	WVNJ FM	3.3	.7	5	2.9	6.6	6.4	2.0	1.4	4.2	4.4	6.6	1.5
2009	39	31	181	196	66	137	70	275	263	128	226	WWDJ	2009	39	31	181	196	66	137	70	275	263	128	226	WWDJ	1.5	.4	2	1.9	2.3	.8	1.4	.5	2.6	2.7	1.4	1.4
2182	249	183	171	110	44	425	358	162	77	64	255	WWRL	2182	249	183	171	110	44	425	358	162	77	64	255	WWRL	1.6	2.7	1.4	1.8	1.3	5	4.3	2.6	1.6	8	.7	1.6
6229	902	900	189	260	16	1118	968	235	382	132	1030	WXLO	5848	827	815	189	260	16	1043	925	235	377	132	1000	WXLO	4.3	9.0	6.4	2.0	3.0	.2	10.6	6.7	2.3	3.9	1.4	6.3
12737	1086	937	654	401	282	2133	2549	958	625	296	1583	WYNY	12082	1055	1751	582	394	281	2067	2462	884	613	284	1488	WYNY	8.9	11.4	13.7	6.1	4.5	3.5	21.0	17.8	8.5	6.3	3.0	9.4
3718	195	81	161	292	510	88	187	259	470	519	48	WEZN	1591			67	174	252	57	51	118	277	182	15	WEZN	1.2			.7	2.0	3.1	.6	.4	1.1	2.9	1.9	.1

TOTAL LISTENING IN METRO SURVEY AREA	132150	89261	12520	9168	8384	7969	9759	13512	0072	9337	9009	15346		96.8	96.7	97.7	96.0	95.4	98.1	99.0	97.6	96.8	96.7	96.1	97.2
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Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

NORFOLK-PORTSMTH-NEWPT NWS-HMPTN  
OCT/NOV 1980

MONDAY-SUNDAY  
6. 00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+%	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
41	11	11	2			4	3	2	1		5	WBCI FM	32	10	11				2	2	2	1		4	WBCI FM	2.0	4.3	5.5						1.4	1.1	1.6	1.0		2.7
51	9	2	1	4	3	6	3		5	3	1	*WCMS	49	9	2	1	3	2	6	3		5	3	1	*WCMS	3.1	3.9	1.0	1.0	4.0	2.7	4.2	1.6		5.1	4.7	.7		
145	15	16	21	17	10	3	18	11	14	10	4	WCMS FM	126	13	13	14	15	10	3	14	11	14	9	4	WCMS FM	8.0	5.7	6.5	14.4	20.0	13.3	2.1	7.4	8.8	14.1	14.1	2.7		
28				1	12			3	4	5		*WCPK	28				1	12			3	4	5		*WCPK	1.8			1.3	16.0			2.4	4.0	7.8				
134	3	8	15	19	13	2	16	25	12	8	1	WFOG FM	119	3	8	12	19	9	2	15	23	11	7	1	WFOG FM	7.6	1.3	4.0	12.4	25.3	12.0	1.4	7.9	18.4	11.1	10.9	.7		
91	14	18	6	1		11	14	4	5	1	12	WGH	87	14	17	6	1		11	11	4	5	1	12	WGH	5.5	6.1	8.5	6.2	1.3		7.6	5.8	3.2	5.1	1.6	8.1		
57	13	11	1	3	5	1	5	2	7	1		WGH FM	49	13	11		3	5	1	4	2	7	1		WGH FM	3.1	5.7	5.5		4.0	6.7	.7	2.1	1.6	7.1	1.6			
81	3	1	2	8	14	1	4	9	13	9		WKEZ	62	3	1	2	3	12	1	3	7	10	6		WKEZ	3.9	1.3	.5	2.1	4.0	16.0	.7	1.6	5.6	10.1	9.4			
47	2	9	10	4	5	2	1	5	2	2		WNIS	46	2	9	10	4	5	2	1	5	2	2		WNIS	2.9	.9	4.5	10.3	5.3	6.7	1.4	.5	4.0	2.0	3.1			
21	5	1				2	7	1			5	WNOR	21	5	1			2	7	1			5	WNOR	1.3	2.2	.5				1.4	3.7	.8			3.4			
117	37	21	3	2	1	29	15			1	8	WNOR FM	107	36	19		2		29	13			1	7	WNOR FM	6.8	15.7	9.5		2.7		20.1	6.8			1.6	4.7		
204	50	19	10		3	26	22	19	4	5	43	WOWI	154	36	17	9		3	15	19	14	2	3	34	WOWI	9.8	15.7	8.5	9.3		4.0	10.4	10.0	11.2	2.0	4.7	22.8		
58	2	5	3	1	1	6	7	11	6	8	2	WPCE	51	2	5	3	1	1	1	7	11	6	7	2	WPCE	3.2	.9	2.5	3.1	1.3	1.3	.7	3.7	8.8	6.1	10.9	1.3		
75	16	10	1	1		13	13	2	2	2	15	WQRK	70	14	10	1	1		13	13	2	2	1	13	WQRK	4.5	6.1	5.0	1.0	1.3		9.0	6.8	1.6	2.0	1.6	8.7		
91	11	6	2	1		14	11	9	7	2	26	WRAP	78	11	5	2			12	10	7	7	2	21	WRAP	5.0	4.8	2.5	2.1			8.3	5.3	5.6	7.1	3.1	14.1		
108	2	7	7	11	13	1	14	4	6	12	5	WTAR	103	2	6	7	10	12	1	14	4	6	11	5	WTAR	6.6	.9	3.0	7.2	13.3	16.0	.7	7.4	3.2	6.1	17.2	3.4		
11	3	4	1	1	1		1					*WTJZ	11	3	4	1	1	1								*WTJZ	.7	1.3	2.0	1.0	1.3	1.3		.5					
12		1	1			2	1					WWDE	12		1	1				2	1					WWDE	.8		.5	1.0			1.1	.8					
93	9	17	10	4		12	24	8	4		3	WWDE FM	86	7	17	10	4		10	21	8	4		3	WWDE FM	5.5	3.0	8.5	10.3	5.3		6.9	11.1	6.4	4.0		2.0		
20	1	2	1		1	1	2	5		1		WXRI	20	1	2	1		1	1	2	5		1		WXRI	1.3	.4	1.0	1.0		1.3	.7	1.1	4.0		1.6			
41	1	9	5	4	2	1	7	6	4	1		WYVA	25	1	6	2	1	1		6	3	4	1		WYVA	1.6	.4	3.0	2.1	1.3	1.3		3.2	2.4	4.0	1.6			
25	6	4				5	5	1	1		3	*WZAM	22	6	4				3	4	1	1		3	*WZAM	1.4	2.6	2.0				2.1	2.1	.8	1.0		2.0		
157	35	24	1	2	1	27	15	2	1	1	48	WMYK	128	33	21	1	2		25	11	2	1	1	31	WMYK	8.1	14.3	10.6	1.0	2.7		17.4	5.8	1.6	1.0	1.6	20.8		
49	1	12	1	4		2	1	2	1	1	1	WRVA	16		4	1	1									WRVA	1.0		2.0	1.0	1.3			.8		1.6			
TOTAL LISTENING IN METRO SURVEY AREA													1571	230	199	97	75	75	144	190	125	99	64	149															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

NORFOLK-PORTSMOUTH-NEWPTN NWS-HMPTN  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
769	17E	129		40	9	57	86	69	28	12	124	WBCI FM	582	156	117		19	9	31	68	53	22		87	WBCI FM	6.0	11.5	10.9		3.3	2.2	3.7	6.6	7.4	3.8		7.3	
549	7C	32	37	63	52	38	84		41	33	20	*WCMS	468	70	30	24	54	41	38	82		41	26	20	*WCMS	4.8	5.1	2.8	3.4	9.4	10.1	4.6	8.0		7.0	5.7	1.7	
2122	337	219	309	189	116	74	180	183	122	133	83	WCMS FM	1770	310	185	254	149	106	56	133	150	122	107	67	WCMS FM	18.1	22.8	17.2	36.0	25.9	26.0	6.7	13.0	20.9	20.9	23.6	5.6	
263			10	33	83			19	25	40		*WCPK	263			10	33	83			19	25	40		*WCPK	2.7			1.4	5.7	20.4		2.6	4.3	8.8			
2060	7E	156	253	241	196	32	145	294	197	166	42	WFOG FM	1846	76	137	228	234	156	32	132	262	175	149	42	WFOG FM	18.9	5.6	12.7	32.3	40.6	38.3	3.8	12.9	36.5	29.9	32.8	3.5	
1991	36C	331	73	75	7	216	221	126	75	45	328	WGH	1869	316	300	73	55	7	216	207	126	73	45	317	WGH	19.1	23.2	27.9	10.4	9.5	1.7	25.9	20.2	17.6	12.5	9.9	26.6	
823	11E	144	30	40	38	39	85	51	56	49	48	WGH FM	781	116	144	23	40	38	39	71	49	56	49	48	WGH FM	8.0	8.5	13.4	3.3	6.9	9.3	4.7	6.9	6.8	9.6	10.8	4.0	
1407	99	81	49	201	175	31	98	185	112	107	75	WKEZ	1161	99	81	43	153	148	31	80	149	100	77	53	WKEZ	11.9	7.3	7.5	6.1	26.6	36.4	3.7	7.8	20.8	17.1	17.0	4.4	
863	7E	150	121	72	56	11	40	86	37	47	12	WNIS	836	78	144	121	72	56	11	40	80	37	39	12	WNIS	8.6	5.7	13.4	17.2	12.5	13.8	1.3	3.9	11.2	6.3	8.6	1.0	
570	11E	100	14			78	104	24	16	2	114	WNOR	560	118	100	14			78	104	24	16		106	WNOR	5.7	8.7	9.3	2.0			9.4	10.2	3.3	2.7		8.9	
1805	57E	266	15	15	11	339	184	17		32	315	WNOR FM	1708	560	256		15	5	339	175	17		28	296	WNOR FM	17.5	41.2	23.8		2.6	1.2	40.6	17.1	2.4		6.2	24.8	
2243	36E	211	123	27	28	307	248	187	111	82	484	WOWI	1753	321	171	115	12	21	229	179	148	57	51	389	WOWI	17.9	23.6	15.9	16.3	2.1	5.2	27.5	17.5	20.6	9.7	11.2	32.6	
746	4E	42	60	40	19	55	70	86	77	106	88	WPCE	674	48	42	60	33	19	19	70	86	67	94	88	WPCE	6.9	3.5	3.9	8.5	5.7	4.7	2.3	6.8	12.0	11.5	20.7	7.4	
1248	261	134	73	40	7	183	102	59	33	20	289	WQPK	1114	197	128	73	40		183	102	59	33	8	256	WQPK	11.4	14.5	11.9	10.4	6.9		21.9	10.0	8.2	5.6	1.8	21.5	
1410	18E	136	41	21	8	209	134	127	74	86	355	WRAP	1205	179	117	35		5	172	126	115	40	86	307	WRAP	12.3	13.2	10.9	5.0		1.2	20.6	12.3	16.0	6.8	18.9	25.8	
1905	12E	209	160	225	188	49	198	115	90	143	79	WTAR	1726	101	181	158	198	173	47	181	105	84	121	79	WTAR	17.7	7.4	16.8	22.4	34.4	42.5	5.6	17.7	14.6	14.4	26.7	6.6	
143	16	50	27	15	6		19	8				*WTJZ	137	18	50	21	15	6		19	8				*WTJZ	1.4	1.3	4.6	3.0	2.6	1.5		1.9	1.1				
293	1E	37	47	19	5		63	45		13	22	WWDE	286	18	37	47	19	5		56	45		13	22	WWDE	2.9	1.3	3.4	6.7	3.3	1.2		5.5	6.3		2.9	1.8	
1367	181	233	141	132	5	160	234	100	56		108	WWDE FM	1248	137	216	141	118	5	142	214	95	55		108	WWDE FM	12.8	10.1	20.1	20.0	20.5	1.2	17.0	20.9	13.2	9.4		9.1	
337	4E	52	51		23	25	25	41	15	19		WXRI	332	43	52	51		23	25	25	41	10	19		WXRI	3.4	3.2	4.8	7.2		5.7	3.0	2.4	5.7	1.7	4.2		
467	34	76	62	49	58	18	27	53	39	18	5	WYVA	297	24	61	51	27	31	14	15	31	36	7		WYVA	3.0	1.8	5.7	7.2	4.7	7.6	1.7	1.5	4.3	6.2	1.5		
801	205	20	23	23	7	140	81	34	16		152	*WZAM	741	205	117	23	20	7	130	72	22	16		129	*WZAM	7.6	15.1	10.9	3.3	3.5	1.7	15.6	7.0	3.1	2.7		10.8	
2069	381	248	50	20	12	393	222	67	48	22	589	WMYK	1764	368	189	35	20	5	372	180	67	34	22	455	WMYK	18.1	27.1	17.5	5.0	3.5	1.2	44.6	17.6	9.3	5.8	4.8	38.2	
575	39	53	93	38	28	23	66	52	37	31	10	WRVA	223	30	10	52	15	5		23	25	7	23		WRVA	2.3	2.2	.9	7.4	2.6	1.2		2.2	3.5	1.2	5.1		

TOTAL LISTENING IN METRO SURVEY AREA      9287 1317 1032 649 562 375 834 999 704 549 435 1152      95.1 96.8 95.8 92.1 97.6 92.1 99.9 97.7 98.2 93.8 95.8 96.6

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

NORTHEAST PENNSYLVANIA  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
14		1		1		2	2		1	1	2	*WARD	14		1		1		2	2		1	1	2	*WARD	1.3		1.1		1.8		2.6	2.8		1.1	.9	2.5
115	2	7	5	13	8	4	7	18	10	10	10	WARM	107	2	6	4	13	8	3	6	17	10	9	9	WARM	10.3	3.3	6.5	11.1	23.2	9.9	3.9	8.3	23.0	11.2	8.4	11.1
18	1	3		3	1		2	1	3	2		WAZL	14	1	1		3	1		2		3	2	WAZL	1.3	1.7	1.1		5.4	1.2		2.8		3.4	1.9		
15	1						3	1	3	2		WBAX	15	1			2			3	1	3	2	WBAX	1.4		1.1			2.5		4.2	1.4	3.4	1.9		
14	1						2	2			1	WBOW	6				2	1	1		1		1	1	WBOW	.6		1.1			2.5	1.3	1.4				1.2
30	2			8	3		3	1	6	2		*WC DL	28	2			8	2		3	1	6	2	*WC DL	2.7		2.2		14.3	2.5		4.2	1.4	6.7	1.9		
13			1	1		2	1	1	4	2		*WC DL FM	7			1	1	2					2	*WC DL FM	.7			2.8	1.8	2.5					1.9		
43	2	1		9	5	1	3	2	10	4		TOTAL	35	2	1	9	4		3	1	6	4		TOTAL	3.4	2.2	2.8	16.1	5.0		4.2	1.4	6.7	3.8			
50	6		1	2	5	1	2	3	10	3	1	*WEJL	45	6	1	2	5	1		2	10	2	2	*WEJL	4.3		6.5	2.8	3.6	6.2	1.3		2.7	11.2	1.9		
89	23	12	2			22	9	1			19	WEZX	78	23	11	1			20	5	1	1	16	16	WEZX	7.5	38.3	12.0	2.8			26.3	6.9	1.4	1.1		19.8
31	1	2	1	4	2			1	4	2		WGBI	29	1	2	1	3	2				1	4	2	WGBI	2.8	1.7	2.2	2.8	5.4	2.5		1.4	4.5	1.9		
113	10	18	5	2	1	18	18	15	7	2	14	WGBI FM	100	8	16	4	2	1	16	15	14	7	2	12	WGBI FM	9.6	13.3	17.4	11.1	3.6	1.2	21.1	20.8	18.9	7.9	1.9	14.8
18				1	1	1	1	1	6	4		WICK	17				1	1		1	1	6	4	WICK	1.6				1.8	1.2		1.4	1.4	6.7	3.7		
39	3	2	3	2	4	2	2	4	3	3	6	WILK	38	3	2	3	1	4	2	2	4	3	6	WILK	3.7	5.0	2.2	8.3	1.8	4.9	2.6	2.8	5.4	3.4	2.8	7.4	
25		4			5				1	7	1	WKRZ	25		4			5				1	7	1	WKRZ	2.4		4.3		6.2				1.1	6.5	1.2	
86	10	14	2	1	3	15	7	5	1	2	21	WKRZ FM	80	10	14	1	1	3	11	7	5	1	2	20	WKRZ FM	7.7	16.7	15.2	2.8	1.8	3.7	14.5	9.7	6.8	1.1	1.9	24.7
111	10	18	2	1	8	15	7	5	2	9	22	TOTAL	105	10	18	1	1	8	11	7	5	2	9	21	TOTAL	10.1	16.7	19.5	2.8	1.8	9.9	14.5	9.7	6.8	2.2	8.4	25.9
5							2	1			1	WMJW	5					2			1			1	WMJW	.5						2.6	1.4			.9	
104				7	7		1	4	10	25		*WNAK	102				7	7		1	4	9	25	*WNAK	9.8				12.5	8.6		1.4	5.4	10.1	23.4		
34	4	3	1	3	1	6	6	2	4	1	1	WOEQ	34	4	3	1	3	1	6	6	2	4	1	1	WOEQ	3.3	6.7	3.3	2.8	5.4	1.2	7.9	8.3	2.7	4.5	.9	1.2
52		2	4	2	4		4	6	4	9		WVCD	39		2	3		4		1	1	4	7	WVCD	3.8		2.2	8.3		4.9		1.4	1.4	4.5	6.5		
9					1					3		*WVPO FM	9					1					3	3	*WVPO FM	.9					1.2					2.8	
27		1	4	2			2	5	1	4	2	WDDL	26		1	4	2			2	5	1	3	2	WDDL	2.5		1.1	11.1	3.6		2.8	6.8	1.1	2.8	2.5	
35		1	3	1	9				7	7		WYZZ	35		1	3	1	9					7	7	WYZZ	3.4		1.1	8.3	1.8	11.1			7.9	6.5		
15	3	1	1					1	1	1	1	WHLM	2	2											WHLM	.2	3.3									1.2	
36	1	7	1	1	5		6	3	1	4	5	WHLM FM	14				5					3	1	1	WHLM FM	1.3					6.2		4.2			2.8	1.2
51	4	8	2	1	5		6	4	2	5	6	TOTAL	16	2			5	5				3	3	3	TOTAL	1.5	3.3				6.2		4.2			2.8	1.2
7		1	2									KYW	3		1	2									KYW	.3		1.1	5.6								
11		1	1	1	1	1	1	2			3	WABC	9		1	1	1		1	2				3	WABC	9		1.1	2.8	1.8		1.4	2.7			3.7	
15	1	2	1					5			4	WLEV	7		2						2			1	WLEV	.7		2.2					2.7			1.2	
23			1		4			4	2	3		WQQQ	20			1		4			2	1	3	WQQQ	1.9			2.8		4.9		2.7	1.1	2.8			
30		1	12	4	1			6	2	1	1	WKKW	15		1	3	1				4	2	1	1	WKKW	1.4		1.1	8.3	1.2		5.4	2.2	.9		1.2	
18	2	2					2	3			6	WZZO	10	1	2				2	3			2	2	WZZO	1.0	1.7	2.2				2.6	4.2			2.5	

TOTAL LISTENING IN METRO SURVEY AREA 1039 60 92 36 56 81 76 72 74 89 107 81

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

NORTHEAST PENNSYLVANIA  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
272	15	16	10	8	59	39	20	23	7	51	*WARD	272	15	16	10	8	59	39	20	23	7	51	*WARD	50	4.2	3.7	2.9	2.2	15.9	9.2	5.2	5.5	1.5	9.0				
2002	69	207	132	156	155	140	206	178	202	136	190	WARM	1790	69	181	107	149	140	123	151	166	197	134	159	WARM	32.8	19.3	42.4	31.4	41.4	37.5	33.2	35.5	42.8	47.4	29.5	28.2	
344	31	48	10	60	9	42	29	34	34	7	WAZL	286	31	33	10	60	9	42	20	34	30	7	WAZL	5.2	8.7	7.7	2.9	16.7	2.4		9.9	5.2	8.2	6.6	1.2			
323		24		20	35	49	10	44	44	7	WBAX	323		24		20	35	49	10	44	44	7	WBAX	5.9		5.6		5.6	9.4		11.5	2.6	10.6	9.7	1.2			
216	13	28	17	16	30	29	31	8	8	18	WBQW	200	13	28	17	16	30	21	23	8	8	18	WBQW	3.7	3.6	6.6	5.0	4.4	8.0	5.7	5.4	2.1	1.9	4.0	3.2			
257		14	8	43	35	10	17	16	16	38	*WC DL	209		14	8	34	24	10	17	16	16	24	6	*WC DL	3.8		3.3	2.3	9.4	6.4	2.7	4.0	4.1	3.8	5.3	1.1		
222		7	17	25	23	21	6	17	21	20	11	*WC DL FM	168		7	17	25	23	6	8	8	20	6	*WC DL FM	3.1		1.6	5.0	6.9	6.2		1.4	2.1	1.9	4.4			
402		14	17	51	43	31	17	33	37	45	17	TOTAL	301		14	17	42	32	10	17	24	24	32	6	TOTAL	5.5		3.3	5.0	11.7	8.6	2.7	4.0	6.2	5.8	7.0	1.1	
463		35	25	36	39	44	31	28	51	52	9	*WEJL	432		35	25	36	39	44	13	25	51	45	6	*WEJL	7.9		8.2	7.3	10.0	10.5	11.9	3.1	6.4	12.3	9.9	1.1	
902	163	100	46	16	188	107	33	24			225	WEZX	737	163	77	34	16	142	59	33	24		189	WEZX	13.5	45.7	18.0	10.0	4.4		38.3	13.9	8.5	5.8		33.5		
671	13	28	36	73	86	23	25	50	112	72	WG BI	595	13	28	19	69	74	23	25	41	99	65	WG BI	10.9	3.6	6.6	5.6	19.2	19.8	6.2	5.9	10.6	23.8	14.3				
1530	125	168	92	44	27	236	222	132	82	63	243	WG BI FM	1239	92	133	80	44	27	178	170	123	70	54	172	WG BI FM	22.7	25.8	31.1	23.5	12.2	7.2	48.0	40.0	31.7	16.8	11.9	30.5	
347			35	58	19	6	25	60	56	24	WICK	338			35	58	10	6	25	60	56	24	WICK	6.2				9.7	15.5	2.7	1.4	6.4	14.4	12.3	4.3			
1029	81	132	41	46	71	69	117	59	76	58	108	WILK	973	74	122	41	39	64	69	117	59	76	58	101	WILK	17.8	20.7	28.6	12.0	10.8	17.2	18.6	27.5	15.2	18.3	12.8	17.9	
487		39	10	20	79	14	10	65	95	29	WK RZ	456		39	10	20	64	14	10	65	89	29	WK RZ	8.4		9.1	2.9	5.6	17.2		3.3	2.6	15.6	19.6	5.1			
1236	117	165	38	45	83	169	105	36	64	66	278	WK RZ FM	1161	110	105	25	45	64	147	105	36	64	59	271	WK RZ FM	21.3	30.8	24.6	7.3	12.5	17.2	39.6	24.7	9.3	15.4	13.0	48.0	
1532	117	141	48	56	127	169	119	36	113	131	285	TOTAL	1434	110	121	35	56	100	147	119	36	113	118	278	TOTAL	26.3	30.8	28.3	10.3	15.6	26.8	39.6	28.0	9.3	27.2	26.0	49.3	
221	31	16			9	38	35	10		15	46	WMJW	221	31	16			9	38	35	10		15	46	WMJW	4.1	8.7	3.7			2.4	10.2	8.2	2.6		3.3	8.2	
698		8		75	116	14	18	123	113	7	*WNAK	662		8		69	116	14	18	108	108	7	*WNAK	12.1		1.9		19.2	31.1		3.3	4.6	26.0	23.8	1.2			
417	31	33	10	30	37	38	63	30	27	22	28	WQEQ	408	31	33	10	30	37	38	63	30	27	22	28	WQEQ	7.5	8.7	7.7	2.9	8.3	9.9	10.2	14.8	7.7	6.5	4.8	5.0	
564		8	39	23	85	10	54	48	63	83	20	WVCD	444		8	31	10	73	10	21	18	57	65	20	WVCO	8.1		1.9	9.1	2.8	19.6	2.7	4.9	4.6	13.7	14.3	3.5	
87		7	9		8	6	8		19			*WVPO FM	87		7	9		8		6	8		19		*WVPO FM	1.6		1.6	2.6		2.1		1.4	2.1		4.2		
394	13	31	52	19	12	19	56	25	32	48	37	WVDP	353	13	31	52	19	8	10	37	25	32	39	37	WVDP	6.5	3.6	7.3	15.2	5.3	2.1	2.7	8.7	6.4	7.7	8.6	6.6	
596		38	20	37	108	14	16	112	108	19	WYZZ	558		33	20	37	108	14	10	106	108	7	WYZZ	10.2		7.7	5.9	10.3	29.0		3.3	2.6	25.5	23.8	1.2			
325	45	26	17	26	22	14	26	6	17	13	37	WHLM	81	31	16		10		14					WHLM	1.5	8.7	3.7		2.8			3.3						
397	37	29	25	26	17	14	46	22	25	16	77	WHLM FM	136	15		10	9		21	10			7	WHLM FM	2.5	4.2			2.8	2.4		4.9	2.6		1.5	5.1		
557	60	55	34	41	32	14	53	27	25	25	82	TOTAL	175	31	16		10	9	28	10			7	TOTAL	3.2	8.7	3.7		2.8	2.4		6.6	2.6		1.5	5.1		
138		16	19	8	7			14	19	6	KYW	86		16	19	8							7	6	KYW	1.6		3.7	5.6	2.2						1.5	1.1	
284		24	27	26	19	52	26	33	12	29	32	WABC	209		14	27	26	8	11	26	33		18	32	WABC	3.8		3.3	7.9	7.2	2.1	3.0	6.1	8.5		4.0	5.7	
221	23	24	22			7	36	13	6	78	WLEV	85		14	9				7	8			6	19	WLEV	1.6		3.3	2.6				1.6	2.1		1.3	3.4	
303		7	30	27	34	6	34	48	33	7	WQQQ	237		7	17	17	34	6	25	21	33				WQQQ	4.3		1.6	5.0	4.7	9.1		1.4	6.4	5.0	7.3		
231		14	35	36	15	6	45	24	20	14	WXKW	145		14	9	10	15	6	26	16	20		7		WXKW	2.7		3.3	2.6	2.8	4.0		1.4	6.7	3.8	4.4	1.2	
224	38	34		9	23	25	9	6	59	WZZO	124	15	14		9		23	25				6	20	WZZO	2.3	4.2	3.3		2.5		6.2	5.9			1.3	3.5		

TOTAL LISTENING IN METRO SURVEY AREA 5172 332 411 303 360 365 360 406 372 385 448 564 94.8 93.0 96.3 88.9 99.9 97.9 97.0 95.5 95.9 92.5 98.7 99.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

OKLAHOMA CITY  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
29	5	4	2			10	2	1	3		2	KAEZ	29	5	4	2			10	2	1	3		2	KAEZ	3.0	4.8	3.6	2.7			9.9	1.7	1.6	4.9		2.0	
15	7	4					2				2	*KATT	12	7	2					2					1	*KATT	1.2	6.7	1.8					1.7			1.0	
82	28	20	2			9	7	1			14	KATT FM	52	17	12				9	4	1			9	KATT FM	5.3	16.3	10.9				8.9	3.4	1.6			9.0	
151	12	21	23	14	9	9	13	15	11	15	2	KEBC	119	7	14	18	12	8	8	8	11	11	14	1	KEBC	12.2	6.7	12.7	24.7	23.1	25.8	7.9	6.9	18.0	18.0	25.9		1.0
11		1	2				1	1	2	3	1	KJIL	11		1	2				1	1	2	3	1	KJIL	1.1			.9	2.7			.9	1.6	3.3	5.6	1.0	
30	2	4	3			8	5	1	2		4	KKLR	25	2	4	1			5	5	1	2		4	KKLR	2.6	1.9	3.6	1.4			5.0	4.3	1.6	3.3		4.0	
154	6	7	12	17	10	3	15	8	23	12	5	KKNG	126	5	7	10	14	7	3	15	7	16	11	3	KKNG	13.0	4.8	6.4	13.7	26.9	22.6	3.0	12.9	11.5	26.2	20.4	3.0	
39	6	5	5			6	5	3	2		7	KLNK	35	4	5	4			6	5	3	2		6	KLNK	3.6	3.8	4.5	5.5			5.9	4.3	4.9	3.3		6.0	
65	3	8	14	4	1	15	9	3	3		5	KLTE	58	2	8	11	4	1	15	9	3	3		2	KLTE	6.0	1.9	7.3	15.1	7.7	3.2	14.9	7.8	4.9	4.9		2.0	
9		1						2	1	1	1	KNOR	9		1									1	KNOR	.9		.9			3.2			3.3	1.6	1.9	1.0	
6				1	3							KOCY	4			1	1								KOCY	.4				1.9	3.2							
157	25	14	1	1		28	12	9	1	1	63	KOFM	96	10	9		1		16	9	9			42	KOFM	9.9	9.6	8.2		1.9		15.8	7.8	14.8			42.0	
161	17	25	12	8	4	17	25	14	10	4	7	KOMA	59	4	11	4	2		7	15	1	3	1	1	KOMA	6.1	3.8	10.0	5.5	3.8		6.9	12.9	1.6	4.9	1.9	1.0	
8		1					1		1	1		*KQCV	6			1				1			1	1	*KQCV	.6			1.4				.9		1.6	1.9		
166	9	6	10	14	14	5	8	8	10	17	5	KTOK	133	9	6	9	13	10	1	7	7	9	15	5	KTOK	13.7	8.7	5.5	12.3	25.0	32.3	1.0	6.0	11.5	14.8	27.8	5.0	
72	29	15				7	4	1			16	KXXY	60	28	6				7	3	1			15	KXXY	6.2	26.9	5.5				6.9	2.6	1.6			15.0	
37	4	9	2	1		6	9	1			5	KZUE	31	2	9		1		5	9	1			4	KZUE	3.2	1.9	8.2		1.9		5.0	7.8	1.6			4.0	
109	6	11	8	3	6	10	17	10	5	9	6	WKY	60	2	6	4	1	2	5	14	8	3	3	3	WKY	6.2	1.9	5.5	5.5	1.9	6.5	5.0	12.1	13.1	4.9	5.6	3.0	
32	1	2	3	10	6	2	1	1	5	1		*WNAO	4			1	2								*WNAO	.4			1.4	3.8					1.6			
36	1		2	1	3	2	1	3		3		*KRMG	4			1				1	2				*KRMG	.4			1.4				.9	3.3				
TOTAL LISTENING IN METRO SURVEY AREA												972	104	110	73	52	31	101	116	61	61	54	100															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

OKLAHOMA CITY  
OCT./NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %													
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64														
299	37	24	30	7	24	56	22	27	18	8	27	KAEZ	282	37	24	30	7	24	56	22	27	13	8	24	KAEZ	4.3	6.5	3.3	6.4	1.9	7.7	9.6	3.0	5.4	3.4	2.2	2.9													
219	65	60		7		17	22		7		41	*KATT	169	65	33		7		7	22		7		28	*KATT	2.6	11.4	4.6		1.9		1.2	3.0		1.8		3.4													
1222	287	229	29	10		157	158	28	14	8	268	KATT FM	851	204	171	10	10		137	102	28	14	8	167	KATT FM	12.8	35.9	23.7	2.1	2.7		23.5	14.0	5.6	3.6	2.2	20.2													
1917	172	269	200	150	126	201	189	170	128	147	91	KEBC	1429	121	207	129	116	101	156	150	113	121	103	59	KEBC	21.6	21.3	28.7	27.5	31.0	32.4	26.8	20.6	22.6	31.3	27.8	7.1													
256	12	32	30		8	21	29	27	42	15	40	KJIL	249	12	32	30		8	21	29	27	35	15	40	KJIL	3.8	2.1	4.4	6.4		2.6	3.6	4.0	5.4	9.0	4.1	4.8													
635	41	91	105	28	16	97	65	36	20	15	92	KKLR	530	41	79	40	28	16	78	60	36	20	15	88	KKLR	8.0	7.2	11.0	8.5	7.5	5.1	13.4	8.2	7.2	5.2	4.1	10.6													
1734	93	93	85	176	157	58	156	132	201	139	97	KKNG	1227	50	74	67	147	113	43	129	104	144	100	45	KKNG	18.5	8.8	10.3	14.3	39.3	36.2	7.4	17.7	20.8	37.2	27.0	5.4													
628	63	108	48	31	8	71	77	42	20		160	KLNK	548	40	90	30	31	8	71	77	36	20		145	KLNK	8.3	7.0	12.5	6.4	8.3	2.6	12.2	10.6	7.2	5.2		17.5													
1124	99	184	127	45	8	194	180	93	28	9	148	KLTE	938	75	174	72	38	8	179	180	73	28	5	97	KLTE	14.2	13.2	24.1	15.4	10.2	2.6	30.7	24.7	14.6	7.2	1.4	11.7													
260		33	13		24	7	9	19	27	8	63	KNOR	247		33			24	7	9	19	27	8	63	KNOR	3.7		4.6			7.7	1.2	1.2	3.8	7.0	2.2	7.6													
250	12	16	10	15	40	21	22	18	13	27		KOCY	212	12	16	10	15	24	21	22	18	13	5		KOCY	3.2	2.1	2.2	2.1	4.0	7.7	3.6	3.0	3.6	3.4	1.4														
2313	407	260	55	24		386	220	139	30	37	736	KOFM	1495	203	181	37	21		230	157	103	20	24	519	KOFM	22.6	35.7	25.1	7.9	5.6		39.5	21.6	20.6	5.2	6.5	62.7													
2926	358	460	192	158	92	354	398	153	137	120	266	KOMA	1166	95	242	77	56	8	140	186	54	54	58	77	KOMA	17.6	16.7	33.6	16.4	15.0	2.6	24.0	25.5	10.8	14.0	15.7	9.3													
212		8	40	36	8		15	9	14	23		*KQCV	170		8	40	36	8		15	9	14	23		*KQCV	2.6		1.1	8.5	9.6	2.6		2.1	1.8	3.6	6.2														
2494	111	181	195	228	224	72	251	119	154	213	118	KTOK	1949	89	181	152	192	177	50	216	97	109	142	109	KTOK	29.4	15.6	25.1	32.4	51.3	56.7	8.6	29.7	19.4	28.2	38.4	13.2													
931	270	111		11	8	129	79	20	21	8	274	KXXY	667	215	49				99	38	20	14	8	224	KXXY	10.1	37.8	6.8				17.0	5.2	4.0	3.6	2.2	27.1													
953	131	122	62	17		209	156	46	7	8	190	KZUE	750	63	122	30	17		164	145	36	7	8	158	KZUE	11.3	11.1	16.9	6.4	4.5		28.1	19.9	7.2	1.8	2.2	19.1													
2517	162	296	178	145	153	272	347	161	90	161	223	WKY	1366	78	149	104	44	80	130	243	133	50	56	139	WKY	20.6	13.7	20.7	22.2	11.8	25.6	22.3	33.4	26.6	12.9	15.1	16.8													
486	32	20	57	61	75	37	35	27	36	40	41	*WNAD	138			11	33	26	7			21	17	7	*WNAD	2.1			2.3	8.8	8.3	1.2			5.4	4.6	8													
588	23	18	40	51	73	10	31	47	18	78	12	*KRMG	161		8	20	16	33		7	18	6	24		*KRMG	2.4		1.1	4.3	4.3	10.6		1.0	3.6	1.6	6.5														
TOTAL LISTENING IN METRO SURVEY AREA												6194	553	669	448	334	303	576	697	471	352	331	807																											

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %
8	1			3		1	1	1			•KCRO	7	1			3		1	1	1			•KCRO	1.0	1.4			6.7		1.4	1.4	1.8								
9		1				5			1		2 KEFM	8		1				4			1		2 KEFM	1.1		1.2			5.6				2.6			2.4				
60	5	6	2	7	4	1	6	9	4	3	1 KESY	59	5	6	2	6	4	1	6	9	4	3	1 KESY	8.3	7.0	7.3	4.2	13.3	14.3	1.4	8.5	15.8	10.3	8.8	1.2					
118	35	16	5	1		22	4	1	1		33 KEZO	77	22	10	4	1		19	3	1	1		16 KEZO	10.8	31.0	12.2	8.3	2.2	26.4	4.2	1.8	2.6			19.0					
382	8	27	38	27	38	11	24	30	28	39	9 KFAB	199	4	14	16	19	17	4	10	20	18	24	5 KFAB	28.0	5.6	17.1	33.3	42.2	60.7	5.6	14.1	35.1	46.2	70.6	6.0					
77	6	14	4			20	13	2		1	17 KGOR	43	3	10	4			7	8	1			10 KGOR	6.1	4.2	12.2	8.3		9.7	11.3	1.8				11.9					
23	3	2		1		3	2	2	1	1	8 *KLNG	23	3	2		1		3	2	2	1	1	8 *KLNG	3.2	4.2	2.4		2.2	4.2	2.8	3.5	2.6	2.9	9.5						
43	5	7	2			7	9	1	2	1	9 KOIL	33	4	5	1			6	7	1	2		7 KOIL	4.6	5.6	6.1	2.1		8.3	9.9	1.8	5.1			8.3					
84	12	6	1			17	16	3	1	1	27 KQKQ	76	11	6	1			17	13	3	1		24 KQKQ	10.7	15.5	7.3	2.1		23.6	18.3	5.3	2.6			28.6					
34	1	4	3	6	3		3	4	2	1	2 KYNN	32	1	4	3	6	2		3	4	2		2 KYNN	4.5	1.4	4.9	6.3	13.3	7.1		4.2	7.0	5.1			2.4				
54	4	10	8	5	6	2	6	7	4		1 KYNN FM	29	4	5	5	2	1		3	5	3		KYNN FM	4.1	5.6	6.1	10.4	4.4	3.6		4.2	8.8	7.7							
205	33	45	10	7	2	22	25	9	7	5	28 WOW	63	7	14	4	2	1	8	11	4	2	2	4 WOW	8.9	9.9	17.1	8.3	4.4	3.6	11.1	15.5	7.0	5.1	5.9	4.8					
TOTAL LISTENING IN METRO SURVEY AREA												710	71	82	48	45	28	72	71	57	39	34	84																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %																					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64																						
88	7			10		8	5	12		6	20	KCRO	71	7			10		8	5	12		20	*KCRO	1.5	1.8			3.8		1.9	9	3	3			3	2																				
234	28	19		5		90			11	5	65	KEFM	218	28	19		5		78			11	5	65	KEFM	4.5	7.1	3.6		1.9		18.4			4.1	2.0	10	3																				
686	22	73	53	50	64	12	79	93	58	60	12	KESY	665	22	73	53	46	64	12	79	93	55	55	12	KESY	13.8	5	6	13.7	14.4	17.7	29.1	2.8	14.5	25.3	20	4	21.9	1.9																			
1539	294	176	84	11		261	115	54	26	26	492	KEZO	958	185	108	46	5		195	64	49	26	10	270	KEZO	19.9	47.2	20.3	12.5	1.9		45.9	11.8	13.4	9	7	4.0	42	9																			
5564	292	526	482	344	417	300	443	431	388	450	380	KFAB	2647	165	271	250	166	184	109	240	251	195	199	187	KFAB	54.9	42.1	50.8	67.8	63.8	83.6	25.6	44.1	68.4	72.5	79.3	29.7																					
1770	261	272	43	15	31	305	309	57	28	30	419	KGOR	1008	152	144	43	15	6	140	165	49	28	5	261	KGOR	20.9	38.8	27.0	11.7	5.8	2.7	32.9	30.3	13.4	10.4	2.0	41	5																				
222	45	25		15		24	31	16	11	5	43	*KLNG	222	45	25		15		24	31	16	11	5	43	*KLNG	4.6	11	5	4	7		5.6	5.7	4.4	4.1	2.0	6	8																				
1404	124	223	48	30	30	221	200	64	50	51	318	KOIL	1045	88	142	38	27	17	187	151	60	37	11	253	KOIL	21.7	22.4	26	6	10.3	10.4	7.7	44.0	27.8	16.3	13.8	4.4	40	2																			
1336	168	145	36	11		258	220	66	34	12	386	KQKQ	1120	153	137	36	11		207	174	66	34	5	297	KQKQ	23.2	39.0	25	7	9.8	4.2	48.7	32.0	18.0	12.6	2.0	47	2																				
626	36	50	95	70	44	6	67	72	44	28	60	KYNN	553	22	50	85	70	36	6	67	72	22	20	49	KYNN	11.5	5.6	9.4	23.0	26.9	16.4	1.4	12.3	19.6	8.2	8.0	7	8																				
616	43	62	118	55	28	24	83	82	50	5	43	KYNN FM	426	43	52	66	43	11	12	43	68	39	5	30	KYNN FM	8.8	11.0	9.8	17.9	16.5	5.0	2.8	7.9	18	5	14.5	2.0	4	8																			
4487	506	587	246	176	129	577	601	202	169	157	765	WOW	1523	151	254	114	47	40	196	266	72	72	55	166	WOW	31	6	38.5	47	7	30.9	18.1	18.2	46	1	48.9	19	6	26.8	21.9	26	4																
TOTAL LISTENING IN METRO SURVEY AREA												4631	377	520	352	245	208	419	528	361	269	246	619												96	1	96	2	97	6	95	4	94	2	94	5	98	6	97	1	98	4	99	9	98	0	98	4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

ORLANDO  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
16		1		1	1	1		3	4	4		WAJL	16		1		1	1		1	3	4	4		WAJL	1.9		1.3		2.0	2.4		1.4		3.7	8	3	8	5										
141	15	9	9	10		24	15	12	5		42	WBJW	122	15	8	7	10		23	13	10	4		32	WBJW	14.7	21.7	10.0	10	4	19	6		32.9	19	7	12	3	8	3	43	8							
95	6	7	5	6	8		4	5	6	13	2	WDBO	80	6	5	3	5	7		4	5	6	7	2	WDBO	9.7	8.7	6.3	4	5	9	8	16	7		6.1	6	2	12	5	14	9	2	7					
229	2	9	9	25	21	1	11	12	20	26	1	WOBQ FM	96	1	4	6	13	9		8	9	6	12		WOBQ FM	11	6	1	4	5	9	0	25	5	21	4		12	1	11	1	12	5	25	5				
163	54	23	2		1	31	14				38	WOIZ	54	19	11	1		1	7	3			12	WOIZ	6	5	27.5	13	8	1	5		2	4	10	0	4	5					16	4					
21		2	8		1	1	2	6				*WHHL	21		2	8		1	1	2	6			*WHHL	2.5		2	5	11	9		2	4	1	4	3	0	7	4										
75	2	14	11	3	3	5	1	11	4	9	1	WHOO	63	2	10	11	3	2	3	1	11	2	9	1	WHOO	7	6	2	9	12	5	16	4	5	9	4	8	4	3	1	5	13	6	4	2	19	1	1	4
104		2	9	8	13	6	4	15	7	9		WHOO FM	72		2	2	6	10	4	4	15	5	5		WHOO FM	8	7		2	5	3	0	11	8	23	8	5	7	6	1	18	5	10	4	10	6			
70	2	2	6	7	7	1	1	6	8	4		WKIS	62	2	2	5	5	6	1	1	5	8	4		WKIS	7	5	2	9	2	5	7	5	9	8	14	3	1	4	1	5	6	2	16	7	8	5		
28	3	4	1		1	5	5	1		1	5	WLOF	25	3	3	1		1	5	4	1		1	4	WLOF	3	0	4	3	3	8	1	5		2	4	7	1	6	1	1	2		2	1	5	5		
18	2	4	4			1	1	2		2		WLOQ	18	2	4	4			1	1	2		2		WLOQ	2	2	2	9	5	0	6	0			1	4	1	5	2	5		4	3					
22			5			1	1	4	2		4	WOKB	10						1	1	1	1		1	1	WOKB	1	2							1	4	1	5	1	2	2	1		1	4				
39	2	2	1			10	5	3	2		13	*WORL	39	2	2	1			10	5	3	2		13	*WORL	4	7	2	9	2	5	1	5			14	3	7	6	3	7	4	2		17	8			
7								1		1		*WTLN	7								1		1		*WTLN	.8												1	2		2	1							
6		1	1				1		2		1	WTLN FM	5		1	1						2		1	WTLN FM	.6		1	3	1	5								4	2			1	4					
49	5	4	5	5	1	5	4	6	6	4	1	WELE FM	5	4			1								WELE FM	.6	5	8			2	0																	
78	5	16	7	6		16	15	3	6		4	WHLY	49	3	10	4	5		8	11	1	5		2	WHLY	5	9	4	3	12	5	6	0	9	8		11	4	16	7	1	2	10	4		2	7		
87	15	24				24	9	2			13	WORJ	26	8	9				3	1				5	WORJ	3	1	11	6	11	3					4	3	1	5							6	8		
66		3	12	2	5	4	9	15	6	2	8	WPCV	17		2	8	2	2		2	1				WPCV	2	1		2	5	11	9	3	9	4	8			3	0	1	2							
TOTAL LISTENING IN METRO SURVEY AREA													828	69	80	67	51	42	70	66	81	48	47	73																									

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ORLANDO  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
188		13	10	8	15	28		43	29	17	10	WAJL	188		13	10	8	15	28		43	29	17	10	WAJL	3.6		2.7	2.7	2.5	5.8	7.6		10.7	8.6	5.6	1.5
1963	214	172	157	48	5	254	259	182	59	6	607	WBJW	1456	196	130	85	48	5	231	184	117	48	6	406	WBJW	27.6	46.4	26.9	22.7	14.9	1.9	62.4	35.4	29.2	14.2	2.0	61.2
1686	86	120	128	163	127	7	102	92	107	137	79	WDBO	1268	86	81	86	121	96	7	85	92	80	101	50	WDBO	24.1	20.4	16.7	23.0	37.6	37.4	1.9	16.3	22.9	23.6	33.1	7.5
2507	40	214	112	173	215	56	222	127	227	269	57	WDBO FM	1160	28	67	70	101	79	28	116	87	66	146	30	WDBO FM	22.0	6.6	13.8	18.7	31.4	30.7	7.6	22.3	21.7	19.5	47.9	4.5
1928	484	277	61	24	17	243	175	33	13	6	570	WDIZ	849	200	115	47	24	15	81	52	33	10	6	266	WDIZ	16.1	47.4	23.8	12.6	7.5	5.8	21.9	10.0	8.2	2.9	2.0	40.1
165		34	27		5	7	42	11	5	6		*WHHL	165		34	27		5	7	42	11	5	6		*WHHL	3.1		7.0	7.2		1.9	1.9	8.1	2.7	1.5	2.0	
1238	57	175	107	81	51	106	68	136	62	101	43	WHOO	1058	57	145	107	77	46	71	65	132	38	81	43	WHOO	20.1	13.5	30.0	28.6	23.9	17.9	19.2	12.5	32.9	11.2	26.6	6.5
1345	9	93	74	76	140	72	97	107	138	111	10	WHOO FM	867	9	81	46	60	98	14	93	99	96	71	10	WHOO FM	16.5	2.1	16.7	12.3	18.6	38.1	3.8	17.9	24.7	28.3	23.3	1.5
1075	43	49	91	122	79	42	54	61	71	108	6	WKIS	916	43	49	86	101	59	42	54	46	68	77	6	WKIS	17.4	10.2	10.1	23.0	31.4	23.0	11.4	10.4	11.5	20.1	25.2	.9
789	81	40	65		9	99	146	46	8	31	180	WLOF	721	81	22	65		9	99	119	46	8	23	173	WLOF	13.7	19.2	4.5	17.4		3.5	26.8	22.9	11.5	2.4	7.5	26.1
159	24	14	26			21	18	11		18	11	WLOQ	159	24	14	26			21	18	11		18	11	WLOQ	3.0	5.7	2.9	7.0			5.7	3.5	2.7		5.9	1.7
365		14	24	4		30	32	58	57	3	88	WOKB	253		14		4		30	32	38	27	3	50	WOKB	4.8		2.9		1.2		8.1	6.2	9.5	8.0	1.0	7.5
453	39	16	30		4	62	83	33	20	8	132	*WORL	453	39	16	30		4	62	83	33	20	8	132	*WORL	8.6	9.2	3.3	8.0		1.6	16.8	16.0	8.2	5.9	2.6	19.9
91							6	18	18	17		*WTLN	91							6	18	18	17		*WTLN	1.7							1.2	4.5	5.3	5.6	
173		40	29		10		32	13	10	9	9	WTLN FM	131		40	29		10		18	9	10	6	9	WTLN FM	2.5		8.3	7.8		3.9		3.5	2.2	2.9	2.0	1.4
692	67	59	65	77	11	63	92	52	50	43	54	WELE FM	162	43	13	10	34		14	18		13	6	11	WELE FM	3.1	10.2	2.7	2.7	10.6		3.8	3.5		3.8	2.0	1.7
1490	119	260	90	97	3	283	225	79	59	9	246	WHLY	876	95	130	66	58		173	120	40	34		140	WHLY	16.6	22.5	26.9	17.6	18.0		46.8	23.1	10.0	10.0		21.1
1356	308	344	15			201	120	27	29		304	WORJ	628	145	179	10			96	34	11	18		135	WORJ	11.9	34.4	37.0	2.7			25.9	6.5	2.7	5.3		20.4
901	56	85	119	45	38	86	89	110	93	20	135	WPCV	258	14	49	39	31	9	28	24	11	12	11	30	WPCV	4.9	3.3	10.1	10.4	9.6	3.5	7.6	4.6	2.7	3.5	3.6	4.5
TOTAL LISTENING IN METRO SURVEY AREA												5092	422	484	343	314	240	370	511	390	323	288	652	96.6	99.9	99.9	91.7	97.5	93.4	99.9	98.3	97.3	95.3	94.4	98.3		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

PEORIA  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
8	2	1				1	1	1	1		1	*WCLL	7	1	1						1	1	1	1		1	*WCLL	1.6	2.9	2.9				3.3	2.0	2.9	2.6		2.0
40	4	6	4	2	1	2	10	1	1		7	WIRL	28	1	5	4	1	1		1	5	1				7	WIRL	6.3	2.9	14.3	15.4	2.5	5.3	3.3	10.2	2.9			14.3
29	6	2	1			9	5	1			5	WKQA	25	5	2	1				7	4	1				5	WKQA	5.6	14.7	5.7	3.8			23.3	8.2	2.9			10.2
65	9	4	2			13	9	5			22	WKZW	56	6	4	2			10	9	5				19	WKZW	12.6	17.6	11.4	7.7			33.3	18.4	14.7			38.8	
76	1	2	5	8	5	2	3	3	14	7	1	WMBD	71	1	2	5	8	5	1	3	3	13	6	1	WMBD	16.0	2.9	5.7	19.2	20.0	26.3	3.3	6.1	8.8	34.2	20.7	2.0		
8		1					1	3				*WPEO	6								3					*WPEO	1.4								8.8				
95	1	5	17		9	3	10	7	13	14		WSWT	76		1	2	15	7	3	8	6	11	12		WSWT	17.1		2.9	7.7	37.5	36.8	10.0	16.3	17.6	28.9	41.4			
8	1	2					3	2				WTAZ	8	1		2				3	2					WTAZ	1.8	2.9		7.7			6.1	5.9					
8		1	1						1	2		*WVEL	6			1						1	1			*WVEL	1.4			3.8					2.6	3.4			
20		1		6					1	4	2	WGLO	20		1		6				1	4	2			WGLO	4.5	2.9		15.0			2.9	10.5	6.9				
28		1	1	6				1	5	4		TOTAL	26		1	1	6				1	5	3			TOTAL	5.9	2.9	3.8	15.0			2.9	13.1	10.3				
43	15	7				8	5				8	WWCT	28	9	4				5	5					5	WWCT	6.3	26.5	11.4				16.7	10.2				10.2	
39	2	4	5	5	2	1	4	7	2	5		WXCL	32	1	4	4	4	2		3	6	2	4			WXCL	7.2	2.9	11.4	15.4	10.0	10.5	6.1	17.6	5.3	13.8			
14		1	2		2			2	1	1	1	WBBM	6			1		1				1	1			WBBM	1.4			3.8		5.3			2.6	3.4			
50	17	4	1		1	11	6	1	1		8	WBNQ	11	7	1										3	WBNQ	2.5	20.6	2.9									6.1	
14		2	2		2		2	1	1	1		WGN	6		2						1			1		WGN	1.4		5.7				2.0				3.4		
72	1	7	7	3	5	1	7	7	7	7	2	WJBC	6		1	1		1		1	1	1			WJBC	1.4		2.9	3.8		5.3	2.0	2.9	2.6					
34	10	4	1			6	4				9	WLS	8	1	2						1				4	WLS	1.8	2.9	5.7				2.0					8.2	
53	5	13	4	2	2	4	5	4	2	4	4	WMAQ	9		1	2			2	1	2				1	WMAQ	2.0		2.9	7.7			6.7	2.0	5.9			2.0	
TOTAL LISTENING IN METRO SURVEY AREA												444	34	35	26	40	19	30	49	34	38	29	49																

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

PEORIA  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
155	24	33	11			13	36	6	3	5	24	*WCLL	150	19	33	11			13	36	6	3	5	24	*WCLL	5.0	8.2	11.0	5.1			5.4	11.9	2.7	1.6	2.7	6.2
1015	104	164	87	53	44	129	151	38	27	22	140	WIRL	729	56	130	68	19	27	53	131	38	11	10	136	WIRL	24.2	24.2	43.5	31.6	10.7	15.7	22.2	43.2	17.2	5.9	5.4	35.1
504	81	41	20		12	108	55	28		30	129	WKQA	410	62	41	20		12	76	37	28		16	118	WKQA	13.6	26.8	13.7	9.3		7.0	31.8	12.2	12.7		8.7	30.4
1048	188	96	40	11	25	183	98	57	2	11	319	WKZW	756	104	84	30	11	9	124	92	47		5	232	WKZW	25.1	45.0	28.1	14.0	6.2	5.2	51.9	30.4	21.3		2.7	59.8
993	16	71	81	90	73	27	90	72	120	104	28	WMBD	878	16	71	75	86	73	23	54	70	94	92	24	WMBD	29.1	6.9	23.7	34.9	48.5	42.4	9.6	17.8	31.7	50.5	50.0	6.2
223	6	32	9	2	6		44	41	25	16	14	*WPEO	136		5	9		6		17	41		16	14	*WPEO	4.5		1.7	4.2		3.5		5.6	18.6		8.7	3.6
1053	19	43	52	118	114	36	160	85	114	129	17	WSWT	819	19	41	28	101	80	36	89	73	102	102	15	WSWT	27.1	8.2	13.7	13.0	57.1	46.5	15.1	29.4	33.0	54.8	55.4	3.9
184	42	14	26	8	11		17	21	5	10	10	WTAZ	182	42	14	26	8	11		17	19	5	10	10	WTAZ	6.0	18.2	4.7	12.1	4.5	6.4		5.6	8.6	2.7	5.4	2.6
115		8	19		6		5		15	28		*WVEL	77		5	19		5		5		11	10		*WVEL	2.6		1.7	8.8		2.9		1.7		5.9	5.4	
203		6	9	35	4		29	12	33	20	6	WGLO	198		4	9	35	4		29	12	30	20	6	WGLO	6.6		1.3	4.2	19.9	2.3		9.6	5.4	16.1	10.9	1.5
303		12	23	35	10		34	12	45	44	6	TOTAL	264		9	23	35	8		34	12	41	27	6	TOTAL	8.8		3.0	10.7	19.3	4.7		11.2	5.4	22.0	14.7	1.5
678	194	86		17	6	147	68	10	4	7	131	WWCT	426	111	68		17	5	72	46	10		89	WWCT	14.1	48.1	22.7		9.5	2.9	30.1	15.2	4.5			22.9	
669	43	36	85	96	36	24	82	79	44	52	39	WXCL	510	19	36	63	49	36	20	58	69	44	41	31	WXCL	16.9	8.2	12.0	29.3	27.7	20.9	8.4	19.1	31.2	23.7	22.3	8.0
374	11	70	37	14	27	4	11	20	24	30	35	WBBM	178		25	14	8	13		9		20	24	16	WBBM	5.9		8.4	6.5	4.5	7.6		3.0		10.8	13.0	4.1
715	170	93	21	9	3	138	87	22	8	4	160	WBNO	220	78	26	6			10	27	7		66	WBNO	7.3	33.8	8.7	2.8			4.2	8.9	3.2			17.0	
336	11	55	36	5	31		44	8	36	19	8	WGN	138		34	20		5		30		6	11		WGN	4.6		11.4	9.3		2.9		9.9		3.2	6.0	
789	34	89	57	42	50	43	92	60	52	48	76	WJBC	89		12	8		13		8	6	10	2	12	WJBC	2.9		4.0	3.7		7.6		2.6	2.7	5.4	1.1	3.1
1021	244	114	32	5	5	218	128	25	20	10	197	WLS	338	88	75	12		2	23	53			78	WLS	11.2	38.1	25.1	5.6		1.2	9.6	17.5			20.1		
871	68	131	75	35	21	104	101	74	51	51	76	WMAQ	223	16	19	25	5	11	56	17	13	3	9	23	WMAQ	7.4	6.9	6.4	11.6	2.9	6.4	23.4	5.6	5.9	1.6	4.9	5.9
TOTAL LISTENING IN METRO SURVEY AREA												2874	218	280	204	177	160	239	298	211	160	177	382	95.3	94.4	93.6	94.9	99.9	93.0	99.9	98.3	95.5	86.0	96.2	98.5		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

PHILADELPHIA  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
879	16	57	74	71	109	16	35	36	71	100	9	KYW	747	15	52	47	63	97	16	33	28	65	89	8	KYW	11.6	2.9	9.0	9.7	16.8	22.9	2.9	6.3	5.3	12.1	20.7	1.5
25		1	1	1	2	2		2		3	1	WBCB	22		1	1	1	2	2		2		1	8	WBCB	.3		.2	.2	.3	.5	.4		.4		.2	
344	7	22	29	28	38	6	10	17	22	34	1	WCAU	284	7	17	25	16	36	2	8	16	18	30	1	WCAU	4.4	1.3	2.9	5.1	4.3	8.5	.4	1.5	3.0	3.3	7.0	.2
250	32	42	15	22	5	45	31	11	9	8	22	WCAU FM	232	32	38	13	22	5	44	23	9	9	7	22	WCAU FM	3.6	6.2	6.5	2.7	5.9	1.2	7.9	4.4	1.7	1.7	1.6	4.2
26		1	1	2	4		7	2	1	2	1	*WCOJ	26		1	1	2	4		7	2	1	2	1	*WCOJ	.4		.2	.2	.5	.9		1.3	.4	.2	.5	.2
90	2	6	6	1	9	6	12	11	11	13	4	WDAS	89	2	6	6	1	9	5	12	11	11	13	4	WDAS	1.4	.4	1.0	1.2	.3	2.1	.9	2.3	2.1	2.0	3.0	.8
382	50	52	21	5	9	72	40	28	12	2	90	WDAS FM	340	49	43	19	3	9	60	36	24	12	2	82	WDAS FM	5.3	9.4	7.4	3.9	.8	2.1	10.7	6.9	4.6	2.2	.5	15.5
444	2	37	25	37	64	1	31	45	50	71	3	WEAZ	383		14	24	36	59	1	25	39	48	68	2	WEAZ	5.9		2.4	4.9	9.6	13.9	.2	4.8	7.4	8.9	15.8	.4
277	8	38	32	8	1	59	34	37	20	10	17	WFIL	199	5	32	25	7	1	22	23	27	18	9	17	WFIL	3.1	1.0	5.5	5.1	1.9	.2	3.9	4.4	5.1	3.3	2.1	3.2
27	1	2	1	1	4		1		8	5		*WFLN	25	1	2	1	1	3		1		8	4		*WFLN	.4	.2	.3	.2	.3	.7		.2		1.5	.9	
133	2	16	9	18	8	9	7	14	12	15		WFLN FM	119	2	15	9	18	5	9	5	12	11	14		WFLN FM	1.8	.4	2.6	1.9	4.8	1.2	1.6	1.0	2.3	2.0	3.3	
160	3	18	10	19	12	9	8	14	20	20		WFLN FM TOTAL	144	3	17	10	19	8	9	6	12	19	18		WFLN FM TOTAL	2.2	.6	2.9	2.1	5.1	1.9	1.6	1.2	2.3	3.5	4.2	
73	3		11	4	5	4	7	5	7	7	2	WHAT	73	3		11	4	5	4	7	5	7	7	2	WHAT	1.1	.6		2.3	1.1	1.2	.7	1.3	.9	1.3	1.6	.4
222	17	11	9	5		29	20	9	9	2	111	WIFI	177	11	9	5	5		23	17	8	9	2	88	WIFI	2.7	2.1	1.5	1.0	1.3		4.1	3.2	1.5	1.7	.5	16.6
269	61	58	4		5	73	47	3	5	2	11	WIOQ	221	49	47	3		3	65	38	3	4	1	8	WIOQ	3.4	9.4	8.1	.6		.7	11.6	7.3	.6	.7	.2	1.5
469	6	32	38	32	15	7	18	93	61	32	23	WIP	426	5	30	35	31	13	6	14	81	59	25	19	WIP	6.6	1.0	5.2	7.2	8.2	3.1	1.1	2.7	15.4	10.9	5.8	3.6
679	80	86	72	8	10	150	102	82	26	6	42	WMGK	580	42	80	64	8	10	130	88	79	19	6	39	WMGK	9.0	8.1	13.8	13.2	2.1	2.4	23.2	16.8	15.0	3.5	1.4	7.4
452	142	73	14	4	1	69	29	5	4	1	106	WMMR	341	122	38	13	1	1	52	20	5	3		82	WMMR	5.3	23.5	6.5	2.7	.3	.2	9.3	3.8	.9	.6		15.5
43		4	1	3	8				22	2		*WNAR	42		4	1	3	8				22	1		*WNAR	.7		.7	.2	.8	1.9			4.1	.2		
259	4	5	28	48	31	8	21	21	48	14	1	WPEN	243	4	4	27	48	27	8	20	18	48	13	1	WPEN	3.8	.8	7	5.6	12.8	6.4	1.4	3.8	3.4	8.9	3.0	.2
205	9	14	23	8	22	14	24	41	18	16	1	WSNI	154	9	13	22	6	9	13	18	37	15	3	1	WSNI	2.4	1.7	2.2	4.5	1.6	2.1	2.3	3.4	7.0	2.8	.7	.2
222	11	44	27	17	5	11	60	12	18	6	6	WUSL	175	11	25	25	16	5	11	38	9	18	6	6	WUSL	2.7	2.1	4.3	5.1	4.3	1.2	2.0	7.3	1.7	3.3	1.4	1.1
292	6	19	21	16	22	2	13	30	32	29	4	WWDB	268	6	13	21	15	19	2	13	29	30	29	4	WWDB	4.2	1.2	2.2	4.3	4.0	4.5	.4	2.5	5.5	5.6	6.7	.8
536	3	3	52	40	71	10	16	36	62	104	4	WWSH	391	3	2	31	33	48	9	15	30	50	65	3	WWSH	6.1	.6	.3	6.4	8.8	11.3	1.6	2.9	5.7	9.3	15.1	.6
379	127	52	2			48	15	5	1		129	WYSP	265	93	28	2			43	5	5	1		88	WYSP	4.1	17.9	4.8	.4			7.7	1.0	.9	.2		16.6
171	13	7	16	11	17	1	16	19	17	11		WJBR FM	57		5	6	2	6	1	9	1	1	2		WJBR FM	.9		.9	1.2	.5	1.4	.2	1.7	.2	.2	.5	
141	10	11	11		1	26	11	9	6		56	WPST	64	7	4	4			13	5	4	5		22	WPST	1.0	1.3	.7	.8			2.3	1.0	.8	.9		4.2
130	20	18	4	4		21	21	2	7	1	32	WSTW	28	8	4				3	9		1		3	WSTW	.4	1.5	.7				.5	1.7		.2		.6

TOTAL LISTENING IN METRO SURVEY AREA 6447 519 581 486 376 424 560 524 527 539 430 529

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Cume Listening Estimates

PHILADELPHIA  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
16196	654	1387	1438	1462	1445	402	1238	917	1320	1628	501	KYW	13404	584	1224	1028	1292	1149	402	1062	703	1230	1244	442	KYW	33.8	19.8	33.2	36.8	50.1	51.8	13.6	27.3	23.5	44.3	49.2	9.2
543		20	23	20	59	52	24	38		67	77	WBCB	428		20	23	20	39	20	24	38		37	52	WBCB	1.1		5	.8	8	1.8	.7	6	1.3		1.5	1.1
6887	269	615	677	581	474	176	378	392	572	632	129	WCAU	5653	269	487	596	409	424	165	316	361	436	516	119	WCAU	14.3	9.1	13.2	21.3	15.8	19.1	5.6	8.1	12.0	15.7	20.4	2.5
4470	596	727	231	142	115	535	742	260	152	165	564	WCAU FM	3960	559	584	205	142	102	498	603	221	133	154	528	WCAU FM	10.0	18.9	15.9	7.3	5.5	4.6	16.8	15.5	7.4	4.8	6.1	11.0
677		78	65	28	55		144	53	41	51	52	*WCOJ	668		69	65	28	55		144	53	41	51	52	*WCOJ	1.7		1.9	2.3	1.1	2.5		3.7	1.8	1.5	2.0	1.1
2064	59	151	135	68	149	181	250	204	156	187	321	WOAS	2012	59	143	128	68	149	169	243	198	156	181	321	WOAS	5.1	2.0	3.9	4.6	2.6	6.7	5.7	6.3	6.6	5.6	7.2	6.7
4962	615	556	347	103	102	690	671	362	176	28	1194	WOAS FM	4511	603	477	319	60	102	575	595	344	167	28	1134	WOAS FM	11.4	20.4	13.0	11.4	2.3	4.6	19.4	15.3	11.5	6.0	1.1	23.5
6124	75	271	390	531	569	42	629	627	832	792	155	WEAZ	5185	31	168	318	502	514	42	453	524	746	694	139	WEAZ	13.1	1.0	4.6	11.4	19.4	23.2	1.4	11.7	17.5	26.8	27.5	2.9
6167	385	978	493	217	151	738	889	550	430	113	877	WFIL	4996	247	791	408	187	128	487	732	449	344	59	858	WFIL	12.6	8.4	21.5	14.6	7.2	5.8	16.5	18.8	15.0	12.4	2.3	17.8
455	55	57	37	22	27	14	31		57	60	16	*WFLN	433	55	57	37	22	20	14	31		57	45	16	*WFLN	1.1	1.9	1.5	1.3	.9	.9	.5	.8		2.1	1.8	.3
2208	90	194	250	263	169	77	167	262	204	164	33	WFLN FM	1842	90	148	230	242	112	77	106	215	180	129	33	WFLN FM	4.6	3.0	4.0	8.2	9.4	5.0	2.6	2.7	7.2	6.5	5.1	.7
2383	117	223	250	285	189	91	185	262	233	164	49	TOTAL	2018	117	177	230	264	132	91	125	215	209	129	49	TOTAL	5.1	4.0	4.8	8.2	10.2	5.9	3.1	3.2	7.2	7.5	5.1	1.0
1369	59	40	85	116	73	76	196	144	151	103	137	WHAT	1369	59	40	85	116	73	76	196	144	151	103	137	WHAT	3.5	2.0	1.1	3.0	4.5	3.3	2.6	5.0	4.8	5.4	4.1	2.8
4768	527	372	237	143	22	782	338	322	78	39	1908	WIFI	3551	366	260	130	143	22	560	270	220	78	39	1463	WIFI	9.0	12.4	7.1	4.6	5.5	1.0	18.9	6.9	7.3	2.8	1.5	30.4
4816	965	988	133	22	133	935	726	100	150	86	538	WIOQ	3735	731	785	100	22	61	801	543	93	131	34	434	WIOQ	9.4	24.7	21.3	3.6	.9	2.7	27.1	14.0	3.1	4.7	1.3	9.0
7980	358	762	721	733	332	459	736	911	694	413	837	WIP	6934	285	624	682	722	277	437	596	800	667	340	654	WIP	17.5	9.6	16.9	24.4	28.0	12.5	14.8	15.3	26.7	24.0	13.5	13.6
8661	838	1084	686	163	174	1594	1517	812	402	180	959	WMGK	7302	674	939	598	140	166	1301	1190	762	304	139	837	WMGK	18.4	22.8	25.5	21.4	5.4	7.5	44.0	30.6	25.4	10.9	5.5	17.4
7839	1747	958	213	101	76	1259	588	256	160	21	2392	WMMR	5673	1157	658	174	82	76	849	414	243	134		1818	WMMR	14.3	39.2	17.9	6.2	3.2	3.4	28.7	10.7	8.1	4.8		37.7
504		21	49	86	42		20	109	68	20		*WNAR	470		21	49	86	42		16		109	38	20	*WNAR	1.2		.6	1.8	3.3	1.9		.4		3.9	1.5	.4
3792	167	267	353	295	317	226	378	336	498	347	61	WPEN	3515	167	250	342	274	294	204	358	308	486	270	45	WPEN	8.9	5.7	6.8	12.2	10.6	13.2	6.9	9.2	10.3	17.5	10.7	.9
3298	150	254	443	158	213	206	500	496	382	152	147	WSNI	2458	150	183	341	95	115	173	395	409	292	36	142	WSNI	6.2	5.1	5.0	12.2	3.7	5.2	5.9	10.2	13.7	10.5	1.4	2.9
3391	150	546	397	176	43	280	666	281	299	100	343	WUSL	2852	138	391	290	166	43	280	555	223	290	100	266	WUSL	7.2	4.7	10.6	10.4	6.4	1.9	9.5	14.3	7.4	10.4	4.0	5.5
3666	249	374	301	285	220	82	312	259	405	338	21	WWDB	3244	249	293	294	247	190	82	284	234	364	290	21	WWDB	8.2	8.4	8.0	10.5	9.6	8.6	2.8	7.3	7.8	13.1	11.5	.4
6669	48	183	432	645	680	142	347	590	727	1043	214	WWSH	4829	36	139	240	501	516	76	312	436	534	720	170	WWSH	12.2	1.2	3.8	8.6	19.4	23.3	2.6	8.0	14.6	19.2	28.5	3.5
6786	1580	744	136	51	14	954	335	314	116	31	2482	WYSP	4680	1046	427	83	41	14	768	198	253	72	20	1758	WYSP	11.8	35.4	11.6	3.0	1.6	.6	26.0	5.1	8.4	2.6	.8	36.5
2122	90	45	259	176	219	32	168	234	238	155	45	WJBR FM	868	20	28	109	73	118	21	98	76	84	43	22	WJBR FM	2.2	.7	.8	3.9	2.8	5.3	.7	2.5	2.5	3.0	1.7	.5
2652	225	271	167	33	20	425	310	101	125	9	938	WPST	1385	131	107	79	33		263	146	46	66		514	WPST	3.5	4.4	2.9	2.8	1.3		8.9	3.8	1.5	2.4		10.7
2179	331	263	73	20	7	358	316	61	70	22	643	WSTW	731	173	81				168	149		21		139	WSTW	1.8	5.9	2.2				5.7	3.8		.8		2.9
TOTAL LISTENING IN METRO SURVEY AREA													38170	2844	3623	2665	2483	2125	2920	3755	2887	2740	2445	4670	96.3	96.3	98.4	95.3	96.2	95.8	98.7	96.6	96.4	98.6	96.8	96.9	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

PHOENIX  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA											
TOT. PERS. 12+	MEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					TNS. 12-17 %													
	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %														
40	1	1	2		5	2	KARZ	36	1	2		5	2	KARZ	1.8	6		1.4		4.4		.8	1.8	6.5	.9										
76	6	29	1	2		1	KBBC	68	6	24	1	2	10	18	3	1	1	1	KBBC	3.4	3.6	10.3	.7	1.7		5.1	9.1	2.4	9	.7	.5				
19			3			7	*KDJQ	19			3								*KDJQ	.9	5.5		2.2							3.2					
141	44	33	4	1		24	KDKB	126	38	31	4		22	8	1	1		21	KDKB	6.2	23.0	13.4	2.9			11.3	4.0	.8	9	9.6					
14							KFLR	14						1	4	2	7		KFLR	.7						.5	3.2	1.8	5.1						
46		4	2	14	1	1	KHEP FM	43		4	2	12	1	1	3	4	2	2	KHEP FM	2.1		1.7	1.4	10.4	9	.5	1.5	3.2	1.8	1.4					
25	3	1	4		5	1	*KIFN	16	3	1	4		1	1	2	1	1	1	*KIFN	8	1.8	.4	2.9		.9	.5	1.0	.8	9	.7	.5				
71	1	4	5	17	6	5	KJJJ	63	1	4	4	16	4	5	2	8	5	4	2	KJJJ	3.1	.6	1.7	2.9	13.9	3.5	2.6	1.0	6.3	4.5	2.9	.9			
43	2	8	4			8	KKKQ	43	2	8	4			8	16	2		3	KKKQ	2.1	1.2	3.4	2.9			4.1	8.1	1.6		1.4					
62			2	18	4	2	*KMEO	60			2	18	4	2	8	3	9		*KMEO	3.0			1.4	15.7	3.5	1.0	6.3	2.7	6.5						
196		3	9	7	20	9	KMEO FM	179		3	9	5	18	6	18	16	15	22	4	KMEO FM	8.8		1.3	6.5	4.3	15.8	3.1	9.1	12.7	13.4	15.9	1.8			
57	6	7	5	2	3	4	KNIX	48	5	6	5	2	3	4	3	5	6	3	2	KNIX	2.4	3.0	2.6	3.6	1.7	2.6	2.1	1.5	4.0	5.4	2.2	.9			
216	25	28	30	17	7	11	KNIX FM	184	25	27	25	13	7	11	20	19	16	6	9	KNIX FM	9.1	15.2	11.6	18.1	11.3	6.1	5.6	10.1	15.1	14.3	4.3	4.1			
107	10	27	11			22	KOOL	90	8	27	10			17	16	7		3	KOOL	4.4	4.8	11.6	7.2			8.7	8.1	5.6		1.4					
142	15	19	5		1	26	KOPA	117	13	6	5		1	22	14	5	3	2	43	KOPA	5.8	7.9	2.6	3.6		.9	11.3	7.1	4.0	2.7	1.4	19.6			
179	3	16	21	15	9	11	KOY	171	3	15	20	15	9	11	22	22	14	11	4	KOY	8.4	1.8	6.5	14.5	13.0	7.9	5.6	11.1	17.5	12.5	8.0	1.8			
52	1	1			4	5	*KPHX	49	1	1			4	5	5	1	15	9	1	*KPHX	2.4	.6	.4			3.5	2.6	2.5	.8	13.4	6.5	.5			
168		4	11	18	25	8	KQYT	152		4	6	18	24	8	6	7	9	26	1	KQYT	7.5		1.7	4.3	15.7	21.1	4.1	3.0	5.6	8.0	18.8	.5			
7		2	1		1	1	KROS	7		2	1		1	1	1		1		KROS	.3		.9	.7		.9	.5	.5		.9						
23	1	2	2			2	KRUX	22	1	2	2			2	3	1		11	KRUX	1.1	.6	.9	1.4			1.0	1.5	.8		5.0					
153	1	4	11	18	26	1	KTAR	130	1	4	11	11	25	1		2	6	15	2	KTAR	6.4	.6	1.7	8.0	9.6	21.9	.5	1.6	5.4	10.9	.9				
122	23	22	4			16	KUPD	106	23	22	4			14	5			38	KUPD	5.2	13.9	9.5	2.9			7.2	2.5			17.4					
11					1		KWAO	11					1				1	3		KWAO	.5					.9		.9	2.2						
97	11	10				19	*KXAM	93	8	10				18	5	3	1	48	*KXAM	4.6	4.8	4.3				9.2	2.5	2.4	9	21.9					
15	1		3	1	3		KXIV	15	1		3	1	3			3	3	1	KXIV	.7	.6		2.2	.9	2.6			2.7	2.2	.5					
23	2	6	5			6	KXTC	22	2	6	5			6	1	1		1	KXTC	1.1	1.2	2.6	3.6			3.1	.5	.8		.5					
25	5	3	1			3	KZZP	18	5	2	1			2	5		1	2	KZZP	9	3.0	.9	.7			1.0	2.5		.9	.9					
67	6	15	2			14	KZZP FM	60	6	15	2			14	12	1	1	9	KZZP FM	3.0	3.6	6.5	1.4			7.2	6.1	.8	.9	4.1					
92	11	18	3			17	TOTAL	78	11	17	3			16	17	1	2	11	TOTAL	3.9	6.6	7.4	2.1			8.2	8.6	.8	1.8	5.0					
TOTAL LISTENING IN METRO SURVEY AREA								2026	165	232	138	115	114	195	198	126	112	138	219																

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

PHOENIX  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
967	41	28	91	34	96	13	39	70	75	101	27	KARZ	905	41	26	79	31	96	13	28	61	75	94	27	KARZ	7.8	4.5	2.2	10.1	4.7	16.5	1.4	2.4	7.4	10.4	13.7	1.9
992	86	80	39	30		195	208	22	32	19	71	K8BC	868	86	242	39	18		171	195	22	16	11	58	K8BC	7.5	9.4	20.8	5.0	2.7		18.6	16.4	2.7	2.2	1.6	4.1
226	98	21	15	12		10		9			61	*KDJQ	213	98	8	15	12		10		9			61	*KDJQ	1.8	10.7	7	1.9	1.8		1.1		1.1			4.3
1768	504	303	64	45	8	316	142	28	16	2	330	KDKB	1597	462	267	64	33	8	291	122	28	9	313	KDKB	13.8	50.4	22.9	8.2	5.0	1.4	31.7	10.3	3.4	1.3		22.1	
317		37	20	12	8		34	88	36	72		KFLR	300		37	20	12	8		34	79	36	64		KFLR	2.6		3.2	2.6	1.8	1.4		2.9	9.6	5.0	9.3	
587		56	13	81	30	23	47	74	41	16	10	KHEP FM	525		56	13	59	30	23	41	74	34	16	10	KHEP FM	4.5		4.8	1.7	8.9	5.1	2.5	3.5	9.0	4.7	2.3	7
226	16	35	21	19	20	15	20	26	32	5	12	*KIFN	207	16	35	21	19	12	15	20	26	21	5	12	*KIFN	1.8	1.7	3.0	2.7	2.9	2.1	1.6	1.7	3.2	2.9	7	8
1405	32	25	159	173	92	149	57	159	89	98	84	KJJJ	1267	32	121	136	153	83	149	57	125	89	88	65	KJJJ	10.9	3.5	10.4	17.4	23.1	14.2	16.2	4.8	15.2	12.4	12.8	4.6
836	71	85	36	4		116	238	47			129	KKKQ	836	71	185	36	4		116	238	47			129	KKKQ	7.2	7.7	15.9	4.6	6		12.6	20.0	5.7			9.1
742		11	74	83	58		47	60	51	88	10	*KMEO	675		11	62	83	58		47	60	35	88	10	*KMEO	5.8		9	7.9	12.5	9.9		4.0	7.3	4.9	12.8	7
2256	14	82	109	147	202	64	155	174	202	302	78	KMEO FM	2021	14	82	95	128	178	52	151	156	172	254	63	KMEO FM	17.4	1.5	7.0	12.1	19.3	30.5	5.7	12.7	18.9	23.9	37.0	4.4
1098	81	87	96	73	89	82	98	101	94	79	106	KNIX	912	51	72	82	64	66	82	76	84	79	57	106	KNIX	7.9	5.6	6.2	10.5	9.7	11.3	8.9	6.4	10.2	11.0	8.3	7.5
2420	203	234	288	209	107	198	272	266	127	119	244	KNIX FM	2039	203	216	246	156	81	198	205	214	108	88	212	KNIX FM	17.6	22.1	18.5	31.4	23.5	13.9	21.5	17.3	25.9	15.0	12.8	15.0
1492	190	263	118	12	15	248	264	106	21	55	153	KOOL	1271	145	251	97	12	15	208	233	80	21	48	114	KOOL	10.9	15.8	21.5	12.4	1.8	2.6	22.6	19.6	9.7	2.9	7.0	8.0
2303	285	252	64	24	8	345	260	163	42	32	764	KOPA	1989	257	194	64	24	8	293	236	124	39	32	670	KOPA	17.1	28.0	16.6	8.2	3.6	1.4	31.9	19.9	15.0	5.4	4.7	47.2
2395	101	277	251	196	105	115	283	302	127	181	148	KOY	2166	101	261	207	196	97	115	260	232	119	153	133	KOY	18.7	11.0	22.4	26.4	29.6	16.6	12.5	21.9	28.1	16.6	22.3	9.4
254	21	7	11		13	26	42	22	32	19	10	*KPHX	246	21	7	11		13	26	42	22	32	19	10	*KPHX	2.1	2.3	6	1.4		2.2	2.8	3.5	2.7	4.5	2.8	7
1881	14	05	138	165	163	42	149	140	130	270	40	KQYT	1691	14	105	101	162	148	42	113	125	121	233	40	KQYT	14.6	1.5	9.0	12.9	24.4	25.4	4.6	9.5	15.2	16.8	33.9	2.8
227	8	30	20		31	19	32	19	9	27	32	KRDS	211	8	30	20		23	19	32	19	9	19	32	KRDS	1.8	9	2.6	2.6		3.9	2.1	2.7	2.3	1.3	2.8	2.3
726	69	70	43	4	8	68	105	45		19	270	KRUX	684	69	51	43	4	8	68	105	45		19	247	KRUX	5.9	7.5	4.4	5.5	6	1.4	7.4	8.8	5.5		2.8	17.4
2179	77	85	202	182	296	41	57	71	137	233	42	KTAR	1896	77	72	192	133	272	29	47	54	107	224	42	KTAR	16.3	8.4	6.2	24.5	20.1	46.7	3.2	4.0	6.5	14.9	32.6	3.0
1704	327	239	29	17	8	289	122	29	3	25	597	KUPO	1532	299	227	29	14	8	263	122	29	3	16	503	KUPD	13.2	32.6	19.5	3.7	2.1	1.4	28.6	10.3	3.5	4	2.3	35.5
117	8		18	8				9	24			KWAO	99	8			8						9	24		KWAO	9	9			1.4			1.3	3.5		
925	113	02	4	19	3	170	89	43	7		365	*KXAM	882	84	102	4	19	3	156	89	43	7		365	*KXAM	7.6	9.2	8.7	5	2.9	5	17.0	7.5	5.2	1.0		25.7
227	19		19	5	48	4	19	13	28	39	20	KXIV	212	19		19	5	40	4	19	13	28	32	20	KXIV	1.8	2.1		2.4	8	6.9	4	1.6	1.6	3.9	4.7	1.4
390	68	71	39	4		98	35	11	18	3	43	KXTC	344	51	71	39	4		98	26	4	18	3	30	KXTC	3.0	5.6	6.1	5.0	6		10.7	2.2	5	2.5	4	2.1
684	120	89	36	19		97	151	9	9		143	KZZP	591	120	65	36	19		85	140	9	9		108	KZZP	5.1	13.1	5.6	4.6	2.9		9.2	11.8	1.1	1.3		7.6
1327	146	113	39	33		167	244	98	17	8	342	KZZP FM	1170	146	211	39	19		155	218	89	9		265	KZZP FM	10.1	15.9	18.1	5.0	2.9		16.9	18.4	10.8	1.3		18.7
1712	220	275	66	33		219	315	98	26	8	421	TOTAL	1519	220	250	66	19		207	289	89	18		342	TOTAL	13.1	24.0	21.4	8.4	2.9		22.5	24.3	10.8	2.5		24.1

TOTAL LISTENING IN METRO SURVEY AREA 10913 885 1122 747 637 548 886 1112 793 646 645 1355 94.0 96.5 96.2 95.4 96.1 94.0 96.4 93.6 96.1 89.8 93.9 95.6

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

PITTSBURGH  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
948	16	58	47	89	73	14	47	85	104	121	15	KDKA	717	14	39	35	67	50	12	32	57	86	97	11	KDKA	22.2	7.7	13.5	18.7	25.9	22.2	5.9	12.8	24.3	26.5	31.4	4.2
136	1	3	10	8	28		3	7	19	24	1	KQV	132	1	3	10	8	28		2	7	19	24	1	KQV	4.1	.5	1.0	5.3	3.1	12.4		.8	3.0	5.9	7.8	.4
121	9	14	6	2		36	11	1	5	3	30	WAMO	119	9	14	6	2		34	11	1	5	3	30	WAMO	3.7	4.9	4.8	3.2	.8		16.8	4.4	.4	1.5	1.0	11.6
18				3	1	1	1	1	1	1		WBVP	18				3	1	1	1	1	1	1		WBVP	.6				1.2	.4	.5	.4	.4	.3	.3	
154	2	20	4	16	7	7	19	13	46	10	4	WDSY	110	2	10	4	13	5	6	9	10	39	5	1	WDSY	3.4	1.1	3.5	2.1	5.0	2.2	3.0	3.6	4.3	12.0	1.6	.4
304	89	59	3			56	17	3			77	WDVE	207	66	43	2			25	16	3			52	WDVE	6.4	36.3	14.9	1.1			12.4	6.4	1.3			20.1
11		3				1	1			3		*WEDO	11		3				1	1			3		*WEDO	.3		1.0			.5	.4			1.0		
292	7	51	32	34	29	6	26	26	32	33	3	*WEEP	197		10	29	34	24	4	1	22	30	29	2	*WEEP	6.1		3.5	15.5	13.1	10.7	2.0	.4	9.4	9.3	9.4	.8
9				1	1			1	1	3		*WESA	9				1	1			1	1	3		*WESA	.3				4	.4			.4	.3	1.0	
14		1				1	1	1	1	1	4	WESA FM	14		1		1	1		1	1	1	1	4	WESA FM	.4		.3		.4	.4	.5	.4	.4	.3	1.5	
23		1		1	2	1	1	2	1	4	4	TOTAL	23		1		1	2		1	1	2	1	4	TOTAL	.7		.3		.4	.8	.5	.4	.8	.3	1.3	1.5
-1												*WFFM	-1												*WFFM												
112	10	27	11	3		18	24	3	3	1	12	WFFM FM	89	9	21	10	3		12	18	3	3	1	9	WFFM FM	2.8	4.9	7.3	5.3	1.2		5.9	7.2	1.3	.9	.3	3.5
25		1	3		2		5	2	2	3	3	*WHJB	24		1	2		2		5	2	2	3	3	*WHJB	.7		.3	1.1		.9		2.0	.9	.6	1.0	1.2
36		2	8	1	3	1	1	7		1	2	WIXZ	35		2	8	1	2	1	1	7		1	2	WIXZ	1.1		.7	4.3	4	.9	.5	.4	3.0		.3	.8
103	1	8	5	9	16	2	2	7	15	10	5	WJOI	70	1	1	4	7	13	2	2	2	13	4	4	WJOI	2.2	.5	.3	2.1	2.7	5.8	1.0	.8	.9	4.0	1.3	1.5
31				1	3			3	2	11		*WKPA	28					3				2	2	10	*WKPA	.9					1.3			.9	.6	3.2	
63	2	10	5	1		6	15	8	1	4	9	WKQT	63	2	10	5	1		6	15	8	1	4	9	WKQT	2.0	1.1	3.5	2.7	.4		3.0	6.0	3.4	.3	1.3	3.5
23					5			2	2	6		*WMBA	23				5					2	2	6	*WMBA	.7					2.2			.9	.6	1.9	
55			1	2	16			1	9	6		*WNUF	33				1	6					4	3	*WNUF	1.0				.4	2.7				1.2	1.0	
12				8	1			1		1	1	*WOKU	12				8	1			1		1	1	*WOKU	.4				3.1	.4			.4	.3	.4	
41		1		3	2			1	9	18		*WPIT	23		1		3	2			1	9	5		*WPIT	.7		.3			1.2	9		.4	2.8	1.6	
38	3	5	1	6	5	1	1	5	4	4		*WPIT FM	23	3	2	1	2	3	1	1			4	3	*WPIT FM	.7	1.6	.7	.5	.8	1.3	.5	.4		1.2	1.0	
131	1	13	5	14	16	11	9	22	15	10	1	WPNT	86	1	1	1	14	13	3	4	16	14	9	1	WPNT	2.7	.5	.3	.5	5.4	5.8	1.5	1.6	6.8	4.3	2.9	.4
256	4	2	14	37	23	12	9	12	41	41	1	WSHH	231	4	2	11	35	22	12	8	12	38	36		WSHH	7.2	2.2	.7	5.9	13.5	9.8	5.9	3.2	5.1	11.7	11.7	
235	8	29	33	17	12	11	40	25	10	13	9	WTAE	212	8	29	33	15	10	11	32	24	10	13	9	WTAE	6.6	4.4	10.0	17.6	5.8	4.4	5.4	12.8	10.2	3.1	4.2	3.5
52	10	17				5	8	2	7		3	WKKS	35	7	9				2	7	2	7		1	WKKS	1.1	3.8	3.1				1.0	2.8	.9	2.2		.4
115	5	13	6	10	8	5	10	3	13	12		WWSW	114	5	13	6	10	8	5	10	3	13	12		WWSW	3.5	2.7	4.5	3.2	3.9	3.6	2.5	4.0	1.3	4.0	3.9	
140	17	20	2	2		20	33	14	3	1	26	WWSW FM	86	5	15	2	2		16	26	6		1	11	WWSW FM	2.7	2.7	5.2	1.1	.8		7.9	10.4	2.6		.3	4.2
297	36	34	15			60	29	19	6	1	96	WXKX	218	21	33	4			42	21	13	5	1	77	WXKX	6.8	11.5	11.4	2.1			20.8	8.4	5.5	1.5	.3	29.7
48	16	4				8	2				18	WYDD	33	11	3				2	2				15	WYDD	1.0	6.0	1.0				1.0	.8			5.8	
48	1		2		3	2	1	10	5			*WASP	16			2		2				1	1	4	*WASP	.5			1.1		.9			4	.3	1.3	
54	5	4	2	3		9	5	13	8		1	*WELA	18		2	1	1				1	11			*WELA	.6		.7	.5	.4		.4	4.7				
29		2	2	7	2		1	6	1	2	2	WKBN	10		2		5	1				1		1	WKBN	.3		.7		1.9	.4			.4		.3	
48	1	6	2	1		13	3	1			21	*WRKY	11	1	2						2			6	*WRKY	.3	.5	.7					8				2.3
131	5	9	15	3	21	3	12	16	13	21	4	WWVA	13		3	1		3			4			2	WWVA	.4		1.0	.5		1.3		1.6				.6
TOTAL LISTENING IN METRO SURVEY AREA												3225	182	289	187	259	225	202	250	235	324	309	259														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

PITTSBURGH  
06/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
12920	513	841	974	1149	1112	365	1108	1050	1149	1237	690	KDKA	9197	384	550	710	844	755	220	764	751	843	999	471	KDKA	48.4	30.9	35.0	55.2	64.4	63.0	16.3	45.2	53.0	58.2	74.1	20.6												
2560	73	134	286	215	423	15	135	130	230	275	42	KQV	2375	73	134	286	215	376	15	110	130	230	253	42	KQV	12.5	5.9	8.5	22.2	16.4	31.4	1.1	6.5	9.2	15.9	18.8	1.8												
1823	175	141	44	37	9	463	189	55	73	86	422	WAMO	1735	171	141	44	37	9	440	189	47	73	86	422	WAMO	9.1	13.7	9.0	3.4	2.8	8	32.6	11.2	3.3	5.0	6.4	18.4												
419			38	48	43	16	33	45	34	40	22	WBVP	410			38	48	43	16	33	45	34	40	13	WBVP	2.2			3.0	3.7	3.6	1.2	2.0	3.2	2.3	3.0	.6												
1763	67	171	156	141	100	110	172	245	272	145	107	WDSY	1113	45	65	121	76	54	88	106	152	204	86	55	WDSY	5.9	3.6	4.1	9.4	5.8	4.5	6.5	6.3	10.7	14.1	6.4	2.4												
4166	960	622	119			639	358	136	21	29	1241	WDVE	2773	642	374	107			333	283	113	21	29	830	WDVE	14.6	51.6	23.8	8.3			24.7	16.8	8.0	1.4	2.2	36.3												
334		36				26	15	29	12	15	80	*WEDO	334		56			26	15	29	12	15	80	*WEDO	1.8		3.6			2.2	1.1	1.7	.8	1.0	5.9														
2430	70	238	300	157	245	75	236	267	222	272	144	*WEEP	1559	14	86	241	157	168	26	62	207	168	187	87	*WEEP	8.2	1.1	5.5	18.7	12.0	14.0	1.9	3.7	14.6	11.6	13.9	3.8												
161							13	12	21	33		*WESA	161					26	24		13	12	21	33	*WESA	.8				2.0	2.0			.8	1.4	2.4													
514	29	30	34	26	24	40	29	12	11	66	148	WESA FM	435	30	34	13	35	59	13	29	12	11	66	148	WESA FM	2.3	1.9	2.6	1.0	2.9	1.0	1.7	.8	4.9	6.5	6.5													
500	29	30	34	26	24	40	42	12	21	77	148	WESA TOTAL	521	30	34	26			13	42	12	21	77	148	WESA TOTAL	2.7	1.9	2.6	2.0	4.9	1.0	2.5	.8	1.4	5.7	6.5													
31						15					16	*WFFM	15						15					16	*WFFM	.1					1.1																		
2482	236	423	147	29	24	390	500	142	98	43	432	WFFM FM	1970	208	316	118	29		302	406	142	62	22	347	WFFM FM	10.4	16.7	20.1	9.2	2.2		22.4	24.0	10.0	4.3	1.6	15.2												
654		51	78	13	46		76	48	44	44	143	*WHJB	521		61	46	13	46		40	48	44	44	102	*WHJB	2.7		3.9	3.6	1.0	3.8		2.4	3.4	3.0	3.3	4.5												
705	20	3	87	39	98	15	66	95	71	22	71	WIXZ	634	20	23	87	39	51	15	42	95	71	22	71	WIXZ	3.3	1.6	1.5	6.8	3.0	4.3	1.1	2.5	6.7	4.9	1.6	3.1												
2043	50	4	104	147	302	83	122	114	227	302	177	WJOI	1452	50	37	56	108	201	62	111	71	205	173	152	WJOI	7.6	4.0	2.4	4.4	8.2	16.8	4.6	6.6	5.0	14.1	12.8	6.6												
457												*WKPA	398												12	*WKPA	2.1							2.9	3.7	4.9	.5												
1720	152	211	144	60		214	311	189	38	53	289	WKQT	1613	123	198	144	60		214	285	168	38	53	271	WKQT	8.5	9.9	12.6	11.2	4.6		15.9	16.9	11.8	2.6	3.9	11.8												
197												*WMBA	197												15	*WMBA	1.0							2.1	1.8	2.0	.7												
920	25											*WNUF	617	25										15	*WNUF	3.2	2.0						1.5	1.1	3.5	4.4	.7												
298												*WOKU	252											12	*WOKU	1.3											.5												
648												*WPIT	513											90	*WPIT	2.7																							
995	103	97	38	57	121	44	46	53	85	202	12	*WPIT FM	876	103	74	38	32	103	44	46	30	85	172	12	*WPIT FM	4.6	8.3	4.7	3.0	2.4	8.6	3.3	2.7	2.1	5.9	12.8	.5												
2052	46	131	99	201	244	85	161	175	249	215	37	WPNT	1405	46	34	35	162	174	47	126	96	229	181	37	WPNT	7.4	3.7	2.2	2.7	12.4	14.5	3.5	7.5	6.8	15.8	13.4	1.6												
3620	49	82	255	308	339	90	257	283	379	557	91	WSHH	3070	49	71	194	295	326	57	215	259	338	481	81	WSHH	16.1	3.9	4.5	15.1	22.5	27.2	4.2	12.7	18.3	23.3	35.7	3.5												
5083	322	616	463	412	363	289	638	511	234	286	365	WTAE	4485	322	557	451	372	242	289	513	455	234	249	365	WTAE	23.6	25.9	35.4	35.0	28.4	20.2	21.4	30.4	32.1	16.1	18.5	16.0												
788	91	84	27	20	14	152	175	43	35	22	125	WWKS	520	50	37	15		14	97	145	35	21	13	93	WWKS	2.7	4.0	2.4	1.2		1.2	7.2	8.6	2.5	1.4	1.0	4.1												
2259	119	180	180	196	262	139	89	98	229	206	43	WWSW	2077	119	158	156	162	238	139	89	98	211	185	28	WWSW	10.9	9.6	10.1	12.1	12.4	19.8	10.3	5.3	6.9	14.6	13.7	1.2												
3048	439	397	129	29		453	480	163	70	64	716	WWSW FM	1935	213	242	86	29		284	327	132	24	64	438	WWSW FM	10.2	17.1	15.4	6.7	2.2		21.0	19.4	9.3	1.7	4.7	19.1												
5115	506	485	278	26	28	826	565	450	175	24	1678	WXXK	3874	333	386	189	26	28	626	408	374	151	24	1308	WXXK	20.4	26.8	24.6	14.7	2.0	2.3	46.4	24.2	26.4	10.4	1.8	57.2												
1525	483	146				255	97	27			459	WYDD	1104	331	111				150	97	27			347	WYDD	5.8	26.6	7.1				11.1	5.7	1.9			15.2												
631	58											*WASP	201											33	*WASP	1.1				2.5	3.2		.8	1.7	.8	2.4													
697	24	79	55	52	9	155	88	72	96	16	15	*WELA	206											21	*WELA	1.1		3.4	1.5	1.2			2.8	2.1	1.4														
698												WKBN	232											13	WKBN	1.2											.6												
860	52	139	25	16	3	169	97	12	3	22	322	*WRKY	280	21	34								13	155	*WRKY	1.5	1.7	2.2				1.0	2.6			1.0	6.8												
1761	136	92	161	69	170	105	153	128	182	247	142	WWVA	194											25	WWVA	1.0		1.0	1.2			2.9	2.1	1.6	1.1	2.2	1.9												
TOTAL LISTENING IN METRO SURVEY AREA													18362	1244	1553	1234	1268	1170	1288	1659	1337	1374	1325	2217														96.6	99.9	98.8	95.9	96.7	97.6	95.4	98.2	94.3	94.8	98.3	96.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

# Average Quarter-Hour Listening Estimates

PORTLAND, OR  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
22		1	1			7	3		1	1	7	KARO	21		1					7	3		1	1	7	KARO	1.3		7				6.1	1.9		.9	9	4.3
192	1	14	17	19	22	4	9	28	19	17	3	KEX	147	1	6	14	18	15	4	8	20	18	15	1	KEX	9.3	.8	3.9	14.6	20.7	19.2	3.5	5.2	14.8	16.8	13.0	.6	
9					4		1	1	1	1		KGAR	9							1	1	1	1		KGAR	.6					5.1		.6	.7	.9	.9		
215	66	14	1			37	9	2	2	1	80	KGON	162	50	8	1			26	5	2	2	1	64	KGON	10.2	37.6	5.2	1.0			22.8	3.2	1.5	1.9	.9	39.8	
199	18	26	14	1	4	25	38	22	4	3	35	KGW	145	10	22	12	1	1	13	30	20	2	2	25	KGW	9.1	7.5	14.4	12.5	1.1	1.3	11.4	19.4	14.8	1.9	1.7	15.5	
100	18	35	3	1	2	11	21	2	2	1	4	KINK	72	15	28	1			6	12	2	2	1	3	KINK	4.5	11.3	18.3	1.0		2.6	5.3	7.7	1.5	1.9	.9	1.9	
62				3	3				2	4	10	*KKEY	49				3	1				1	2	6	*KKEY	3.1				3.4	1.3			.7	1.9	5.2		
25	1	13	1			3	5	2				KKSN	25	1	13	1			3	5	2				KKSN	1.6	.8	8.5	1.0			2.6	3.2	1.5				
12					3				1		2	*KLIQ	12				3				1		2	5	*KLIQ	.8				3.4			.6		1.9	4.3		
75	12	16	3	1		13	19	1	1			KLLB	48	11	13	1	1		3	11	1			7	KLLB	3.0	8.3	8.5	1.0	1.1		2.6	7.1	7			4.3	
95	13	9	2	1		7	12	6	2		43	KMJK	72	6	8	2	1		4	10	6	2		33	KMJK	4.5	4.5	5.2	2.1	1.1		3.5	6.5	4.4	1.9		20.5	
3	1					2						*KPAM	3	1					2						*KPAM	.2	.8				1.8							
56	9	3	3			17	9	2	5		7	KCNR	39	8	2	3			7	7	2	3		7	KCNR	2.5	6.0	1.3	3.1			6.1	4.5	1.5	2.8		4.3	
8	1					1	1				2	*KPDQ	8		1					1	1			2	*KPDQ	.5		.7				.6	.7			1.7		
22	1	1	2	1		2	3	5	2	1	1	KPDQ FM	17	1	1	2	1			2	2	3	2	1	KPDQ FM	1.1	.8	.7	2.1	1.1			1.3	1.5	2.8	1.7	.6	
34	9	7		3		4	6	1			4	KQFM	28	8	7		3		2	4				4	KQFM	1.8	6.0	4.6		3.4		1.8	2.6				2.5	
56	1	1	5	5	12	9	2	5	4	4		KUPL	49		1	4	4	12	7	2	4	4	4		KUPL	3.1		.7	4.2	4.6	15.4	6.1	1.3	3.0	3.7	3.5		
172	2	2	8	14	10	18	7	17	18	24	2	KUPL FM	106	2	1	6	7	7	16	5	12	14	15	2	KUPL FM	6.7	1.5	.7	6.3	8.0	9.0	14.0	3.2	8.9	13.1	13.0	1.2	
98	1	6	13	15	14	1	11	12	5	7		KWJJ	81	1	4	12	11	12	1	9	11	4	6		KWJJ	5.1	.8	2.6	12.5	12.6	15.4	.9	5.8	8.1	3.7	5.2		
61	5	7	9	8	2	1	7	12	6	1		KJIB	44	5	6	6	6	2	1	6	7	4			KJIB	2.8	3.8	3.9	6.3	6.9	2.6	.9	3.9	5.2	3.7			
144		1	13	22	11		2	9	17	9		*KXL	87		1	6	8	5		1	6	13	6		*KXL	5.5		.7	6.3	9.2	6.4		.6	4.4	12.1	5.2		
154	1	10	8	4	16	3	5	14	11	35		KXL FM	107	1	7	4	2	7	1	4	10	8	22		KXL FM	6.7	.8	4.6	4.2	2.3	9.0	.9	2.6	7.4	7.5	19.1		
111	9	14	17	7	5	3	18	12	10	10	4	KYTE	78	9	6	11	5	2	1	10	11	9	10	3	KYTE	4.9	6.8	3.9	11.5	5.7	2.6	.9	6.5	8.1	8.4	8.7	1.9	
88		4	5	11	6	6	6	3	7	4		KYXI	78		4	3	9	6		6	6	3	7	4		KYXI	4.9		2.6	3.1	10.3	7.7	5.3	3.9	2.2	6.5	3.5	
23		2	1	4	2					4		KGO	7				1						3		KGO	.4				1.1						2.6		
TOTAL LISTENING IN METRO SURVEY AREA												1587	133	153	96	87	78	114	155	135	107	115	161															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

PORTLAND, OR  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
380		17	32	9		49	59	17	13	7	159	KARO	359		17	21	9		49	59	7	13	7	159	KARO	3.6		1.6	3.0	1.5		6.0	5.5	1.0	2.1	1.2	13.7	
2799	24	158	247	236	335	91	192	254	182	234	155	KEX	2076	15	123	192	177	241	83	169	166	164	180	90	KEX	20.6	2.1	11.2	27.8	30.0	43.7	10.1	15.6	23.1	26.4	29.8	7.7	
207		21	14	11	26	16	26	20	19	14	13	KGAR	202		16	14	11	26	16	26	20	19	14	13	KGAR	2.0		1.5	2.0	1.9	4.7	1.9	2.4	2.8	3.1	2.3	1.1	
2280	561	266	21		9	312	192	44	43	15	799	KGON	1529	349	148	21		9	213	117	40	26	15	573	KGON	15.2	48.0	13.5	3.0		1.6	25.9	10.8	5.6	4.2	2.5	49.3	
3996	358	453	272	65	117	523	670	282	135	92	848	KGW	2908	233	378	213	47	52	328	494	252	102	50	619	KGW	28.9	32.0	34.6	30.9	8.0	9.4	39.9	45.7	35.1	16.4	8.3	53.2	
1456	228	412	46	25	17	158	312	33	53	21	143	KINK	1050	190	297	21	9	17	99	189	33	53	15	119	KINK	10.4	26.1	27.1	3.0	1.5	3.1	12.0	17.5	4.6	8.5	2.5	10.2	
428			14	20	23		6	10	30	59		*KKEY	308			14	20	9		6	7	20	50		*KKEY	3.1			2.0	3.4	1.6		.6	1.0	3.2	8.3		
557	29	166	36	11	9	99	105	40	6		26	KKSN	528	29	166	36	11	9	99	105	40	6		7	KKSN	5.2	4.0	15.2	5.2	1.9	1.6	12.0	9.7	5.6	1.0		.6	
169		8	7	11			7	13	26	29		*KLIQ	169		8	7	11			7	13	26	29		*KLIQ	1.7		7	1.0	1.9			.6	1.8	4.2	4.8		
1356	217	258	40	18		205	226	48	26	14	296	KLLB	947	146	189	21	18		114	150	33	19	7	250	KLLB	9.4	20.1	17.3	3.0	3.1		13.9	13.9	4.6	3.1	1.2	21.5	
1573	242	127	54	18		218	191	60	43		609	KMJK	1192	189	107	43	18		114	156	60	28		469	KMJK	11.8	26.0	9.8	6.2	3.1		13.9	14.4	8.4	4.5		40.3	
142	15				9	33	26	13			46	*KPAM	142	15				9	33	26	13			46	*KPAM	1.4	2.1					1.6	4.0	2.4	1.8		4.0	
1164	186	97	43	38		265	197	40	43	6	212	KCNR	826	116	66	43	29		164	163	40	32		173	KCNR	8.2	16.0	6.0	6.2	4.9		20.0	15.1	5.6	5.1		14.9	
213		8	7	9	9		49	13	20	29	22	*KPDQ	179		8	7	9	9		39	13	13	21	13	*KPDQ	1.8			7	1.0	1.5	1.6		3.6	1.8	2.1	3.5	1.1
540	29	44	32	31		24	73	45	68	36	51	KPDQ FM	368	29	33	21	22			52	26	53	36	33	KPDQ FM	3.7	4.0	3.0	3.0	3.7			4.8	3.6	8.5	6.0	2.8	
730	158	94		9	22	82	101	37	28	7	145	KQFM	565	132	74		9	9	50	71	27	20		145	KQFM	5.6	18.2	6.8		1.5	1.6	6.1	6.6	3.8	3.2		12.5	
1065	48	25	85	141	126	58	52	85	119	116	6	KUPL	891	29	25	64	115	112	49	52	66	104	108	6	KUPL	8.8	4.0	2.3	9.3	19.5	20.3	6.0	4.8	9.2	16.7	17.9	.5	
1892	15	60	145	172	123	107	138	183	181	199	84	KUPL FM	1166	15	25	99	96	95	82	71	119	142	115	65	KUPL FM	11.6	2.1	2.3	14.3	16.3	17.2	10.0	6.6	16.6	22.8	19.0	5.6	
1887	40	194	168	213	207	33	144	148	160	172	43	KWJJ	1379	15	130	149	147	155	33	110	126	124	122	20	KWJJ	13.7	2.1	11.9	21.6	24.9	28.1	4.0	10.2	17.5	19.9	20.2	1.7	
873	48	111	113	98	43	35	80	124	88	16	19	KJIB	569	29	83	64	62	43	17	52	93	53	7	19	KJIB	5.7	4.0	7.6	9.3	10.5	7.8	2.1	4.8	13.0	8.5	1.2	1.6	
1529		27	165	189	190	17	36	90	180	131	6	*KXL	972		16	93	137	104	17	26	66	125	100	6	*KXL	9.7		1.5	13.5	23.2	18.9	2.1	2.4	9.2	20.1	16.6	5	
1752	15	131	114	126	123	24	128	149	153	230	26	KXL FM	1276	15	82	64	101	95	16	98	93	113	158	20	KXL FM	12.7	2.1	7.5	9.3	17.1	17.2	1.9	9.1	13.0	18.2	26.2	1.7	
1458	72	181	161	126	77	73	198	156	119	92	89	KYTE	989	72	115	128	69	34	49	104	120	87	86	52	KYTE	9.8	9.9	10.5	18.6	11.7	6.2	6.0	9.6	16.7	14.0	14.2	4.5	
1627	29	181	139	180	144	33	150	63	77	100	26	KYXI	1461	29	181	107	165	130	33	150	53	77	93	26	KYXI	14.5	4.0	16.5	15.5	28.0	23.6	4.0	13.9	7.4	12.4	15.4	2.2	
595	15	41	33	74	41		38	18	29	91	6	KGO	239	15	17	14	20	17		13	7	6	57	6	KGO	2.4	2.1	1.6	2.0	3.4	3.1		1.2	1.0	1.0	9.4	.5	
TOTAL LISTENING IN METRO SURVEY AREA													9347	654	1019	625	538	534	772	1041	677	573	568	1129		92.8	90.0	93.1	90.6	91.2	96.9	93.9	96.3	94.3	92.1	94.0	97.1	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
12							1			6		*WADK	12							1			6		*WADK	.5							5			3.4	
16		1	2	2				1	2	2	1	WALE	16		1	2	2			1	2	2	1	WALE	.7		.5	1.4	1.2				6	1.2	1.1	.5	
11		5			1			1	4			*WARA	11		5			1		1	4			*WARA	.5		2.6					6	2.3				
36	10	10	1		1	7	2	3			2	*WBRU	35	10	9	1		1	7	2	3		2	*WBRU	1.5	5.9	4.7	.7		.7	3.7	1.0	1.9		1.1		
81		2	5	1		4	3	3	4	7		WBSM	74		2	5	1		4	3	3	4	7	WBSM	3.2		1.0	3.4	.6		2.1	1.5	1.9	2.3	4.0		
129	1	10	8	9	21	2	3	3	8	21	2	WEAN	127	1	9	8	9	21	2	3	3	7	21	2	WEAN	5.5	.6	4.7	5.4	5.6	15.1	1.1	1.5	1.9	4.0	11.9	1.1
64	9	13	9			6	17	6	1			WGNG	63	9	12	9			6	17	6	1		WGNG	2.8	5.3	6.3	6.1			3.2	8.5	3.9	.6			
51			3	8	6		5	2	6	9		*WHIM	51			3	8	6		5	2	6	9	*WHIM	2.2			2.0	5.0	4.3		2.5	1.3	3.5	5.1		
60	2	5	4	5	8	2	5	7	3	4	1	WHJJ	60	2	5	4	5	8	2	5	7	3	4	1	WHJJ	2.6	1.2	2.6	2.7	3.1	5.8	1.1	2.5	4.5	1.7	2.3	.5
134		4	12	9	17	6	11	10	12	14		WHJY	129		4	12	9	15	6	11	9	11	14	WHJY	5.6		2.1	8.2	5.6	10.8	3.2	5.5	5.8	6.4	7.9		
10		3		2					4			*WICE	10		3		2					4		*WICE	.4		1.6		1.2				2.3				
108		2	7	27	11		1	3	10	9	6	*WLKW	108		2	7	27	11		1	3	10	9	6	*WLKW	4.7		1.0	4.8	16.8	7.9		5	1.9	5.8	5.1	3.2
296	4	6	13	29	33	6	5	25	43	46	2	WLKW FM	292	4	6	13	29	33	6	5	25	42	46	2	WLKW FM	12.8	2.4	3.1	8.8	18.0	23.7	3.2	2.5	16.1	24.3	26.0	1.1
65	8	16	4			14	12	3	3		3	WMYS	56	8	10	4			14	10	3	3		2	WMYS	2.4	4.7	5.2	2.7			7.5	5.0	1.9	1.7		1.1
19		2		1	1	1	3	1		3		WNBH	15		2			1	1	3	1		3	WNBH	.7		1.0			.7	.5	1.5	.6		1.7		
13			4		1				2	1		WOTB	13			4		1				2	1	WOTB	.6			2.7		.7		1.3		.6			
14			6			1		1	2	2		*WPEP	14			6			1		1	2	2	*WPEP	.6			4.1		.5		.6	1.2	1.1			
225	31	22	2	9		48	24	14	6	1	65	WPJB	177	21	20	2	8		31	19	10	6	1	56	WPJB	7.7	12.4	10.5	1.4	5.0		16.6	9.5	6.5	3.5	.6	30.1
192	10	15	16	11	6	16	25	23	25	13	6	WPRO	190	10	14	16	11	5	16	25	23	25	13	6	WPRO	8.3	5.9	7.3	10.9	6.8	3.6	8.6	12.4	14.8	14.5	7.3	3.2
209	36	28	4	3	3	34	28	10	8	6	46	WPRO FM	190	35	26	4	3	3	33	25	9	6	6	37	WPRO FM	8.3	20.6	13.6	2.7	1.9	2.2	17.6	12.4	5.8	3.5	3.4	19.9
21	1	2	1	3		1	5	2		1	4	WRLM	19	1	2	1	3			4	2		1	4	WRLM	.8	.6	1.0	.7	1.9			2.0	1.3		.6	2.2

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

PROVIDENCE-WARRICK-PAWTUCKET  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
51	1	5	4	2	2	2	3	1	9	8		WSAR	49	1	4	4	2	2	2	3	1	9	8		WSAR	2.1	6	2.1	2.7	1.2	1.4	1.1	1.5	.6	5.2	4.5	
21			1	4	1			1		3		WWON	21			1	4	1			1		3		WWON	.9			.7	2.5	.7			.6	1.7		
68	13	6	2			19	5				23	WAAF	45	12	1	2			9	4			17	WAAF	2.0	7.1	.5	1.4			4.8	2.0			9.1		
23	4	7		1		5	6					WBCN	16	4	1		1		5	5				WBCN	.7	2.4	.5		.6		2.7	2.5					
13	5	1	2		1	3	1					WBOS	6	1	1	2		1	1					WBOS	.3	6	.5	1.4		.7	.5						
106	7	14	7	13	6	1	7	5	18	11		WBZ	45	1	5	2	5	4	1	2	2	11	1	WBZ	2.0	6	2.6	1.4	3.1	2.9	.5	1.0	1.3	6.4	.6		
27			2	3	2	1		1	1	3		WCBS	8			1		1		1			2	WCBS	.3			.7		.7	.5		.6		1.1		
29	2	1	3	3			2	8	3	5	2	WCIB	8			1				2			4	1	WCIB	.3			.7				1.0			2.3	
142	43	18			3	34	1	2			40	WCOZ	86	29	10			3	16	1	1		25	WCOZ	3.8	17.1	5.2			2.2	8.6	.5	.6			13.4	
30	1	2	8		1		1	1	3	2		*WCRB	26	1	2	7		1				3	2	*WCRB	1.1	6	1.0	4.8		.7			1.7	1.1			
40	10	7	7			4	6		3		2	WEEI FM	14	1	4			2	6				1	WEEI FM	.6	.6	2.1				1.1	3.0			.5		
78	1	10	4	4	2	4	10	8	7	7	3	WHDH	26	1	3	2	2		1	3	5	3	1	2	WHDH	1.1	6	1.6	1.4	1.2		.5	1.5	3.2	1.7	.6	1.1
15	4	2		1				4	2			WHUE FM	9		1		1				3	2		WHUE FM	.4		.5					1.9	1.2				
48			1	6	9	1	2	8	4	7		WJIB	22				5	3	1	2	4	3	1	WJIB	1.0				3.1	2.2	.5	1.0	2.6	1.7	.6		
52	10	8	6		1	9	8	3	1		6	WNBC	8	1	1	3		1	1				1	WNBC	.3	.6	.5	2.0		.7	.5				.5		
5			1	2	1							WPLM	2				2							WPLM	.1				1.2								
30		1	1	6	3			4	1	3		WPLM FM	8			1	4						1	WPLM FM	.3			.7	2.5						.6		
35		1	2	8	4			4	1	3		TOTAL	10			1	6						1	TOTAL	.4			.7	3.7						.6		
34	1	12	4	4		2	6	2	2		1	WROR	24	1	7	4	4		2	4	1		1	WROR	1.0	.6	3.7	2.7	2.5		1.1	2.0	.6			.5	
12				1	2		3		3	3		WSRS	7				1	2		3			1	WSRS	.3				.6	1.4		1.5			.6		
20	3	1	2			5	1	2			6	WVBF	11	2	1				3	1	1		3	WVBF	.5	1.2	.5				1.6	.5	.6		1.6		
51	13	6	1	2		7	10	1			11	WXKS FM	42	7	5	1	2		6	9	1		11	WXKS FM	1.8	4.1	2.6	.7	1.2		3.2	4.5	.6		5.9		
TOTAL LISTENING IN METRO SURVEY AREA												2289	170	191	147	161	139	187	201	155	173	177	186														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

PROVIDENCE-WARWICK-PAWTUCKET  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
147		8	10			22				31	9	*WAOK	147		8	10				22				31	9	*WAOK	1.2		.8	1.3			2.1			3.9	.6
312	11	20	30	32	17	10	20	25	31	24	26	WALE	312	11	20	30	32	17	10	20	25	31	24	26	WALE	2.6	1.2	2.0	3.9	4.3	2.5	1.1	1.9	3.0	3.8	3.0	1.9
147		38						25	22		16	*WARA	147		38							25	22		16	*WARA	1.2		3.7					3.0	2.7		1.1
826	178	162	38	10	20	177	93	18		10	108	*WBRU	795	178	151	38		20	177	83	18		10	108	*WBRU	6.7	19.2	14.8	4.9		3.0	19.4	7.7	2.2		1.3	7.7
646	11	28	50	19		37	30	41	17	74	16	WBSM	570	11	28	48	19		37	30	41	15	72	16	WBSM	4.8	1.2	2.7	6.2	2.6		4.1	2.8	5.0	1.9	9.0	1.1
2210	59	201	202	173	227	63	99	74	161	277	65	WEAN	2172	59	186	202	173	227	63	99	74	149	277	65	WEAN	18.4	6.4	18.2	26.3	23.5	33.6	6.9	9.2	9.0	18.4	34.8	4.6
1117	136	222	141	37	7	110	201	96	25	11	66	WGNG	1102	136	207	141	37	7	110	201	96	25	11	66	WGNG	9.3	14.7	20.2	18.3	5.0	1.0	12.1	18.7	11.6	3.1	1.4	4.7
587	11	15	52	64	50	12	42	65	70	76	28	*WHIM	567	11	15	52	64	50	12	42	56	59	76	28	*WHIM	4.8	1.2	1.5	6.8	8.7	7.4	1.3	3.9	6.8	7.3	9.5	2.0
1437	77	123	158	120	109	84	130	116	52	89	54	WHJJ	1385	77	112	138	116	109	84	120	116	47	89	52	WHJJ	11.7	8.3	10.9	17.9	15.8	16.1	9.2	11.2	14.1	5.8	11.2	3.7
1472	20	67	96	124	142	44	83	159	181	112	32	WHJY	1390	20	67	96	124	118	44	83	143	169	110	32	WHJY	11.8	2.2	6.5	12.5	16.8	17.5	4.8	7.7	17.3	20.9	13.8	2.3
138	9	15	16	16			8			32		*WICE	138	9	15	16	16				8		32		*WICE	1.2	1.0	1.5	2.1	2.2			7		4.0		
950		49	63	162	86		30	58	92	95	25	*WLKW	942		49	63	162	84		30	58	88	95	23	*WLKW	8.0		4.8	8.2	22.0	12.4		2.8	7.0	10.9	11.9	1.6
2909	27	100	194	299	344	45	100	282	359	362	56	WLKW FM	2759	27	100	154	299	344	45	100	267	356	362	56	WLKW FM	23.4	2.9	9.8	20.0	40.6	51.0	4.9	9.3	32.4	44.1	45.4	4.0
941	103	198	67	18	16	153	120	66	40	26	93	WMYS	857	103	172	67	18	16	153	110	53	34	26	79	WMYS	7.3	11.1	16.8	8.7	2.4	2.4	16.8	10.3	6.4	4.2	3.3	5.6
413		47	19	34	8	19	40	37	23	24	8	WNBH	355		47	19	21	8	19	40	25	23	24	8	WNBH	3.0		4.6	2.5	2.9	1.2	2.1	3.7	3.0	2.8	3.0	.6
140			29		8			16			9	WOTB	140			29		8				16		9	WOTB	1.2			3.8		1.2			1.9		1.1	.6
115			10	9		9		25	16	16	16	*WPEP	115			10	9		9		25	16	16	16	*WPEP	1.0			1.3	1.2		1.0		3.0	2.0	2.0	1.1
3490	439	337	124	85	9	570	396	258	146	25	1045	WPJB	2850	334	322	100	70		396	346	204	139	25	858	WPJB	24.2	36.0	31.5	13.0	9.5		43.4	32.2	24.7	17.2	3.1	61.2
3481	352	371	238	194	167	317	433	321	284	162	315	WPRO	3342	308	350	236	186	165	314	403	321	271	162	299	WPRO	28.3	33.2	34.2	30.7	25.3	24.4	34.4	37.6	38.9	33.5	20.3	21.3
3650	493	408	107	57	55	594	422	251	149	77	911	WPRO FM	3161	424	360	107	45	55	534	364	214	133	53	760	WPRO FM	26.8	45.7	35.2	13.9	6.1	8.1	58.6	33.9	25.9	16.5	6.6	54.2
491	45	55	32	29	8	62	69	34	21	24	62	WRLM	429	45	44	32	29	8	51	58	34	21	10	62	WRLM	3.6	4.8	4.3	4.2	3.9	1.2	5.6	5.4	4.1	2.6	1.3	4.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

PROVIDENCE-WARWICK-PAWTUCKET  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
775	22	107	47	47	61	19	58	17	89	64		WSAR	702	22	77	47	47	61	19	48	17	89	64		WSAR	6.0	2.4	7.5	6.1	6.4	9.0	2.1	4.5	2.1	11.0	8.0	
359	9	8	31	52	21		8	47	19	32	34	WWON	359	9	8	31	52	21		8	47	19	32	34	WWON	3.0	1.0	.8	4.0	7.1	3.1		.7	5.7	2.4	4.0	2.4
1182	247	62	54			304	54	7	13	18	411	WAAF	784	205	30	10			148	34	7	13	18	307	WAAF	6.6	22.1	2.9	1.3			16.2	3.2	.8	1.6	2.3	21.9
479	92	25	10	18	7	104	60				51	WBCN	361	92	65	10	18	7	60	46				51	WBCN	3.1	9.9	6.4	1.3	2.4	1.0	6.6	4.3				3.6
388	78	44	24			83	33	16	13	21	36	WBOS	274	43	44	24		14	38	9	16	13	21	26	WBOS	2.3	4.6	4.3	3.1		2.1	4.2	.8	1.9	1.6	2.6	1.9
1745	65	65	216	158	116	17	164	139	188	108	74	WBZ	933	29	90	86	121	81	17	91	73	92	29	16	WBZ	7.9	3.1	8.8	11.2	16.4	12.0	1.9	8.5	8.8	11.4	3.6	1.1
527	17	19	78	78	56	9		20	30	55		WCBS	255		9	51	29	21	9		8	10	41		WCBS	2.2		.9	6.6	3.9	3.1	1.0		1.0	1.2	5.1	
469	58	51	61	34	2	25	23	71	39	26	67	WCIB	124		28	31				10	16		10	17	WCIB	1.1		2.7	4.0				.9	1.9		1.3	1.2
1605	365	87	3			7	412	29	20	6	531	WCOZ	1017	242	100		7	257	29	8	6		356	WCOZ	8.6	26.1	9.8			1.0	28.2	2.7	1.0	7		25.4	
352	16	27	64	37	16		22	21	44	10		*WCRB	263	16	27	43	22	16		8	8	44	10		*WCRB	2.2	1.7	2.6	5.6	3.0	2.4		.7	1.0	5.4	1.3	
693	74	40	73			141	122	13	30		37	WEEI FM	359	39	99	17			75	98		7	24	WEEI FM	3.0	4.2	9.7	2.2			8.2	9.1		9		1.7	
1113	34	73	100	60	48	85	120	106	87	87	60	WHDH	454	34	57	44	42	8	19	58	33	46	18	33	WHDH	3.8	3.7	5.6	5.7	5.7	1.2	2.1	5.4	4.0	5.7	2.3	2.4
259	35	28		24	17	30	8	50	21	8		WHUE FM	167		18		24	17	8	8	25	21	8		WHUE FM	1.4		1.8		3.3	2.5	.9	.7	3.0	2.6	1.0	
740			46	75	70	30	52	117	76	103	21	WJIB	364			6	62	38	8	38	50	56	30	8	WJIB	3.1			.8	8.4	5.6	.9	3.5	6.1	6.9	3.8	.6
1169	215	148	114	27	21	196	147	57	47	5	192	WNBC	251	41	37	37		21	57			22	5	31	WNBC	2.1	4.4	3.6	4.8		3.1	6.3			2.7	.6	2.2
146		15	20	21	23			13				WPLM	50				21								WPLM	.4				2.9							
482		42	8	71	40	22		63	25	44	20	WPLM FM	177		12	8	47	5			15	12	6	7	WPLM FM	1.5		1.2	1.0	6.4	.7			1.8	1.5	.8	.5
591		57	28	80	53	22		76	25	44	20	WPLM TOTAL	201		12	8	56	5			15	12	6	7	WPLM TOTAL	1.7		1.2	1.0	7.6	.7			1.8	1.5	.8	.5
745	52	180	60	29		125	159	68	12		48	WROR	479	52	139	40	29		58	82	29		38	WROR	4.1	5.6	13.6	5.2	3.9		6.4	7.6	3.5			2.7	
255		11	8	8	38		46	8	51	23	13	WSRS	146			8	8	21		36	8	17	13		WSRS	1.2			1.0	1.1	3.1		3.4	1.0	2.1	1.6	
552	98	65	46			93	32	47			171	WVBF	315	63	65	6			49	18	21		93	WVBF	2.7	6.8	6.4	.8			5.4	1.7	2.5			6.6	
775	128	105	18	12		153	127	55	14		163	WXKS FM	631	93	90	18	12		131	113	20	14	140	WXKS FM	5.4	10.0	8.8	2.3	1.6		14.4	10.5	2.4	1.7		10.0	

TOTAL LISTENING IN METRO SURVEY AREA    11428   911   995   703   720   657   896   1035   796   773   777   1381    96.9   98.2   97.3   91.4   97.8   97.3   98.2   96.5   96.5   95.7   97.5   98.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
84	22	15	1			9	8	4	1		24	40	9	5	1			6	6	1			12	KIHK	10.0	26.5	11.6	6.3			19.4	15.8	3.0			31.6	
53	1	3	4	5	5		3	3	8	5	3	42	1	3	2	5	5		3	3	7	5	12	KRVR	10.5	2.9	7.0	12.5	20.0	22.7		7.9	9.1	24.1	16.7		
57	12	9	1	1		5	11	4	1	1	12	49	7	9	1	1		4	10	4	1	1	11	KSTT	12.2	20.6	20.9	6.3	4.0		12.9	26.3	12.1	3.4	3.3	28.9	
7	1		2	1			2		1			3	1			1								*KWNT	.7	2.9			4.0					3.4			
79	1	3	7	7	4	3	4	5	7	9		56	1	3	4	6	4	2	4	4	6	8		WHBF	14.0	2.9	7.0	25.0	24.0	18.2	6.5	10.5	12.1	20.7	26.7		
39	2	9	5			7	5	2			3	25	2	7				4	5			1	2	WHBF FM	6.2	5.9	16.3				12.9	13.2			3.3	5.3	
9					1					3		5				1						1		*WKEI	1.2				4.5						3.3		
38		1	1	1	4		1	1	6	9		30		1	1	3			1	1	6	6		WOC	7.5		2.3		4.0	13.6		2.6	3.0	20.7	20.0		
35	2	8	1	2	1	5	3	6	4	1		34	2	7	1	2	1	5	3	6	4	1		WQUA	8.5	5.9	16.3	6.3	8.0	4.5	16.1	7.9	18.2	13.8	3.3		
46	13	12				9	2				10	24	6	2				7	2			7		WXLP	6.0	17.6	4.7				22.6	5.3				18.4	
30	1	3	3	2		4	2	9	2	1		23	1	2	3	2		2	2	6	2	1		*WZZC	5.7	2.9	4.7	18.8	8.0		6.5	5.3	18.2	6.9	3.3		
17		1	2	4			1	3	1	1		5			1	2						1		WBBM	1.2			6.3	8.0							3.3	
25		2	1	5	1	1	1	3	3	1	1	8		1	1		1				2	1		WGN	2.0		2.3	6.3		4.5			6.1			2.6	
31	3	5	1			5	5	1			11	8	2	1				1	1			3		WLS	2.0	5.9	2.3				3.2	2.6				7.9	
60	2	5	6	12	6	1	7	6	3	5	4	10	1	1	2		1			3		1		WMAQ	2.5	2.9	2.3	12.5		4.5			9.1			3.3	
18		3	2	4			1			2		5			4									WMT	1.2				16.0								
TOTAL LISTENING IN METRO SURVEY AREA												401	34	43	16	25	22	31	38	33	29	30	38														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS-METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
1224	212	190	32	16	4	188	131	52	31	5	410	KIHK	789	96	104	27	16	4	113	99	34	12	5	266	KIHK	25.5	42.7	32.0	12.7	8.7	2.3	46.5	30.7	15.6	6.3	2.7	68.2										
643	14	30	66	44	83	5	58	40	76	81	17	KRVR	498	14	30	45	44	64	5	53	40	65	61	5	KRVR	16.1	6.2	9.2	21.2	23.9	36.4	2.1	16.5	18.3	33.9	32.4	1.3										
1153	215	155	36	37	15	141	188	65	41	15	272	KSTT	977	131	142	36	37	15	122	138	56	41	15	231	KSTT	31.5	58.2	43.7	17.0	20.1	8.5	50.2	42.9	25.7	21.4	8.0	59.2										
122	14	6	27	6			17	12	13	3	8	*KWNT	76	14	6	6	6			4	12	13	3	8	*KWNT	2.5	6.2	1.8	2.8	3.3			1.2	5.5	6.8	1.6	2.1										
1178	50	98	95	88	102	45	78	89	95	105	41	WHBF	957	50	98	74	69	85	33	78	80	83	83	41	WHBF	30.9	22.2	30.2	34.9	37.5	48.3	13.6	24.2	36.7	43.2	44.1	10.5										
753	113	89	47	14	20	152	78	39	4	17	102	WHBF FM	506	71	67	26	14	20	79	73	14	4	17	74	WHBF FM	16.3	31.6	20.6	12.3	7.6	11.4	32.5	22.7	6.4	2.1	9.0	19.0										
154		4	4	3	8	5	6	5	27	38		*WKEI	75		4	4		8	5	6	4	4	12		*WKEI	2.4		1.2	1.9		4.5	2.1	1.9	1.8	2.1	6.4											
800	20	43	39	55	125		25	31	93	109	17	WOC	641		43	34	55	80		25	31	93	84	17	WOC	20.7		13.2	16.0	29.9	45.5		7.8	14.2	48.4	44.7	4.4										
771	62	142	42	46	29	69	82	78	65	25	43	WQUA	665	42	104	42	46	29	69	82	78	54	25	38	WQUA	21.5	18.7	32.0	19.8	25.0	16.5	28.4	25.5	35.8	28.1	13.3	9.7										
698	189	110	6			129	69	10			185	WXLP	374	117	21	6			67	29				134	WXLP	12.1	52.0	6.5	2.8			27.6	9.0				34.4										
457	35	51	32	31	11	45	71	53	33	17	14	*WZZC	311	15	38	32	31	11	34	44	30	33	17		*WZZC	10.0	6.7	11.7	15.1	16.8	6.3	14.0	13.7	13.8	17.2	9.0											
447	23	75	48	64	17		28	31	32	39	5	WBBM	137		17	16	20	17				11	11	5	WBBM	4.4		5.2	7.5	10.9	9.7				5.7	5.9	1.3										
504	23	49	49	55	41	21	23	28	47	22	33	WGN	173		19	18	11	22	7	7	18	13	16	5	WGN	5.6		5.8	8.5	6.0	12.5	2.9	2.2	8.3	6.8	8.5	1.3										
755	106	92	56		3	164	96	33		8	218	WLS	207	32	27	8		3	19	35	8		5	70	WLS	6.7	14.2	8.3	3.8		1.7	7.8	10.9	3.7		2.7	17.9										
1019	45	98	139	97	60	64	101	93	48	100	81	WMAQ	179	19	27	24	18	6	10	4	14	10	10	16	WMAQ	5.8	8.4	8.3	11.3	9.8	3.4	4.1	1.2	6.4	5.2	5.3	4.1										
274		50	22	14	10		31	7	11	21	5	WMT	68		6	12	14	4		4			11	2		WMT	2.2		1.8	5.7	7.6	2.3		1.2		5.7	1.1										
TOTAL LISTENING IN METRO SURVEY AREA												2899	218	300	184	178	168	221	306	201	187	177	390													93.6	96.9	92.3	86.8	96.7	95.5	90.9	95.0	92.2	97.4	94.1	99.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
14	1	1	1	1		3	1	2	1	1	1	13	1	1	1	1	3	1	2		1	1	1	1.9	1.0	1.3	2.5	2.6		3.9	1.4	4.8		2.5	1.6		
3	1	1				1						3	1	1			1							.4	1.0	1.3			1.3								
27	6	1	1			7	1	2	2		7	20		1	1		7	1	2	2		6	2.9		1.3	2.5		9.2	1.4	4.8	5.0		9.7				
35	5	4	4	2	2	1	3	1	3	2	1	28	1	3	4	1	2	1	3	1	2	2	4.0	1.0	3.8	10.0	2.6	5.4	1.3	4.3	2.4	5.0	5.0	1.6			
56	4	10	2	1		20	6	3			9	40	4	8	2	1	6	6	3		9	5.7	4.0	10.3	5.0	2.6		7.9	8.7	7.1			14.5				
5					1		1			1		3				1		1				1	4				2.7		1.4			2.5					
60	20	8	1		3	6	7	3	1	1	6	46	13	7	1		3	5	4	2	1	1	6	6	13.1	9.0	2.5		8.1	6.6	5.8	4.8	2.5	2.5	9.7		
59	13	2	1	2	7	8	3	1	4	6	6	58	13	2	1	1	7	8	3	1	4	6	8	3	13.1	2.6	2.5	2.6	18.9	10.5	4.3	2.4	10.0	15.0	9.7		
6				1		1	1	1		1		6			1		1	1	1			1	9				2.6		1.3	1.4	2.4		2.5				
181	3	5	10	18	9	2	5	8	35	14	2	101	2	2	7	13	4	1	3	6	11	10	14.4	2.0	2.6	17.5	34.2	10.8	1.3	4.3	14.3	27.5	25.0	1.6			
148	57	26	2	1		28	12	1			21	78	31	17	1	1	8	8				12	11	1	31.3	21.8	2.5	2.6		10.5	11.6			19.4			
318	37	51	16	18	5	49	56	16	9	4	54	93	18	12	4	3	2	21	17	3	1	11	13.3	18.2	15.4	10.0	7.9	5.4	27.6	24.6	7.1	2.5		17.7			
41	2	1	3	5	5	2	1	3	8	6	3	33	2	1	3	3	5	1	1	3	4	6	4.7	2.0	1.3	7.5	7.9	13.5	1.3	1.4	7.1	10.0	15.0	3.2			
36	2	5	4	1	5	2	3	5	2	4	1	35	1	5	4	1	5	2	3	5	2	4	5.0	1.0	6.4	10.0	2.6	13.5	2.6	4.3	11.9	5.0	10.0	1.6			
7			2	4								6			1	4							9				2.5	10.5									
122		9	8	13	14	4	13	13	19	21		49		2	4	5	6		4	6	11	5	7.0		2.6	10.0	13.2	16.2		5.8	14.3	27.5	12.5				
50		8	2	1			10	1	12		2	5		1	1	1			1	1			.7		1.3	2.5	2.6			1.4	2.4						
TOTAL LISTENING IN METRO SURVEY AREA											700	99	78	40	38	37	76	69	42	40	62																

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN						TNS. 12- 17	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %	
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54				55- 64	18- 24	25- 34	35- 44	45- 54	55- 64						
476	38	40	22	24	8	123	21	47	38	22	31	WCHL	370	38	40	22	11	8	88	21	29	6	14	31	WCHL	8.5	7.3	8.1	7.7	4.8	4.3	19.2	4.4	9.5	2.4	6.2	6.8
132	26	58	8		9	8	10	8			5	WDBS	106	26	32	8		9	8	10	8		5	WDBS	2.4	5.0	6.5	2.8		4.8	1.7	2.1	2.6			1.1	
487	90	25	14		5	121	36	22	9		154	WDCG	355	29	25	14		5	93	36	22	9		122	WDCG	8.2	5.5	5.1	4.9		2.7	20.3	7.5	7.2	3.6		26.9
795	106	94	53	62	58	33	89	29	65	49	21	WDNC	579	45	68	53	27	36	33	70	29	41	40	21	WDNC	13.3	8.6	13.8	18.7	11.8	19.3	7.2	14.6	9.5	16.5	17.6	4.6
550	47	106	24	14	5	150	51	35	11	25	70	WDUR	428	47	55	24	14	5	79	51	35	11	25	70	WDUR	9.9	9.0	11.2	8.5	6.1	2.7	17.2	10.6	11.5	4.4	11.0	15.4
143				12	47		11	7			18	*WETC	64			12	14			11	7		6	*WETC	1.5				5.3	7.5		2.3	2.3		2.6		
1261	232	195	51	37	23	178	172	95	24	52	154	WKIX	884	179	146	32	24	12	119	111	38	24	43	128	WKIX	20.4	34.2	29.7	11.3	10.5	6.4	25.9	23.1	12.5	9.6	18.9	28.2
464	62	38	18	31	21	62	32	11	46	20	79	*WLLE	427	62	38	18	14	21	62	32	11	26	20	79	*WLLE	9.8	11.9	7.7	6.3	6.1	11.2	13.5	6.7	3.6	10.4	8.8	17.4
148	15	8	4	9	3	21	19	26	14	3	15	WPJL	148	15	8	4	9	3	21	19	26	14	3	15	WPJL	3.4	2.9	1.6	1.4	3.9	1.6	4.6	4.0	8.5	5.6	1.3	3.3
2381	169	224	175	201	201	63	104	93	258	201	81	WPTF	1199	86	97	113	115	89	32	67	72	104	107	27	WPTF	27.6	16.4	19.8	39.8	50.4	47.6	7.0	14.0	23.6	41.8	47.1	5.9
1990	622	301	88	11		309	245	24	33	7	343	WQDR	919	263	192	21	11		125	127	4	23	7	139	WQDR	21.2	50.3	39.1	7.4	4.8		27.2	26.5	1.3	9.2	3.1	30.6
4221	586	559	248	184	58	594	533	273	134	76	910	WRAL	1311	205	178	101	47	10	249	205	64	36	16	180	WRAL	30.2	39.2	36.3	35.6	20.6	5.3	54.2	42.7	21.0	14.5	7.0	39.6
415	31	22	29	40	17	55	16	39	35	33	69	*WSRC	314	31	22	29	23	17	19	16	39	21	33	35	*WSRC	7.2	5.9	4.5	10.2	10.1	9.1	4.1	3.3	12.8	8.4	14.5	7.7
411	75	64	28	26	31	21	16	50	37	32	5	WTIK	324	14	38	28	26	31	21	16	50	37	32	5	WTIK	7.5	2.7	7.7	9.9	11.4	16.6	4.6	3.3	16.4	14.9	14.1	1.1
108		6	49	6	11		5	5	6	13		*WYNA	65		6	26	6			5	5	6	4		*WYNA	1.5		1.2	9.2	2.6			1.0	1.6	2.4	1.8	
1921	61	121	161	215	165	78	190	180	259	254	51	WYYO	697	14	47	69	84	58	21	62	65	126	65	23	WYYO	16.1	2.7	9.6	24.3	36.8	31.0	4.6	12.9	21.3	50.6	28.6	5.1
427		59	55	16		17	78	20	52		71	WPCM	112		15	18	16		17	17	20	9		WPCM	2.6		3.1	6.3	7.0		3.7	3.5	6.6	3.6			
TOTAL LISTENING IN METRO SURVEY AREA												4188	523	485	273	210	171	459	466	296	245	217	448	96.5	99.9	98.8	96.1	92.1	91.4	99.9	97.1	97.0	98.4	95.6	98.7		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
85	12	5	9	1	6	14	7	7	4	4	11	*WANT	69	5	5	9	1	5	14	5	5	2	3	11	*WANT	8.6	7.4	5.8	13.4	2.1	10.9	18.7	6.3	7.0	4.4	5.8	13.3
4			1					1		1	1	WDYL	4			1					1	1	1	1	WDYL	.5			1.5					1.4	1.9	1.2	
24	3	1	1		2	1	1	3	2	3	1	*WEET	22	3	1	1		1	1	3	2	3	1	*WEET	2.7	4.4	1.2	1.5			1.3	1.3	4.2	4.4	5.8	1.2	
27	3	3	2		1	3	6	1		2	5	WENZ	27	3	3	2		1	3	6	1	2	5	WENZ	3.4	4.4	3.5	3.0		2.2	4.0	7.6	1.4		3.8	6.0	
68	4	3	6	4	4	1	4	9	7	7	1	WEZS	58	2	1	6	4	3	1	4	8	6	6	1	WEZS	7.2	2.9	1.2	9.0	8.5	6.5	1.3	5.1	11.3	13.3	11.5	1.2
15		4	1			1	5			1	2	*WGOE	12		4	1		1	5			1	2	*WGOE	1.5		4.7	1.5			1.3	6.3			1.9		
26	5	6	4		1	2	3	3			1	*WKIE	26	5	6	4		1	2	3	3		1	*WKIE	3.2	7.4	7.0	6.0		2.2	2.7	3.8	4.2		1.2		
43	6	5	3	1		5	11	3	4	1	3	WLEE	41	6	5	3	1		5	11	3	3	3	WLEE	5.1	8.8	5.8	4.5	2.1		6.7	13.9	4.2	6.7		3.6	
29	1	6		2	6	3	3	1		1	3	WRNL	25	1	6		2	3	3	3	1		3	WRNL	3.1	1.5	7.0		4.3	6.5	4.0	3.8	1.4		3.6		
250	2	23	17	18	29	6	13	31	12	26	7	WRVA	162	2	11	12	16	21	3	10	14	10	23	5	WRVA	20.2	2.9	12.8	17.9	34.0	45.7	4.0	12.7	19.7	22.2	44.2	6.0
162	13	19	6	3	6	24	21	8	2	2	53	WRVQ	95	11	11	4	2	5	13	10	6		2	31	WRVQ	11.8	16.2	12.8	6.0	4.3	10.9	17.3	12.7	8.5		3.8	37.3
94	21	21	1	1		21	9	3			17	WRXL	88	20	20	1	1		19	9	2		16	WRXL	11.0	29.4	23.3	1.5	2.1		25.3	11.4	2.8			19.3	
12				2	3	1	1	1			2	WTVR	9				2	1	1	1	1		1	WTVR	1.1				4.3	2.2	1.3	1.3	1.4		1.9		
77	9	1	6	5	3	18	5	5	6	8	2	WTVR FM	46	1	1	6	5	2	1	5	5	4	6	2	WTVR FM	5.7	1.5	1.2	9.0	10.6	4.3	1.3	6.3	7.0	8.9	11.5	2.4
29	2	1	6	7	2				4	2		*WXGI	22	2	1	6	5						4	1	*WXGI	2.7	2.9	1.2	9.0	10.6				8.9	1.9		
21	5			2		8	1	3	1		1	WBCI FM	3						1		2				WBCI FM	.4					1.3		2.8				
27	1	1	1		1	8	4		3	1	7	WOWI	4	1	1					1				1	WOWI	.5	1.5	1.2				1.3					1.2
19		9		1			4	2			3	WPLZ	3		1					1	1				WPLZ	.4		1.2				1.3	1.4				
38	1	2	12	8			3	9	3			WPVA FM	20	1	2	6				1	7	3			WPVA FM	2.5	1.5	2.3	9.0			1.3	9.9	6.7			
7				1	1			1	2	2		*WSVS	1											1	*WSVS	.1										1.9	
21	2		1		3		1	4	4	2	2	*WSVS FM	5				2				2	1		2	*WSVS FM	.6				4.3				4.4	1.9		
TOTAL LISTENING IN METRO SURVEY AREA													802	68	86	67	47	46	75	79	71	45	52	83													

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

RICHMOND  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
949	185	54	31	48	35	93	131	68	50	32	151	*WANT	739	84	54	31	43	31	93	92	40	38	30	147	*WANT	13.9	20.3	9.7	8.3	12.6	11.3	20.5	16.0	9.9	10.6	9.6	23.4	
166	11	18	20	7		8	23	25	10	9	24	WDYL	153	11	18	20	7		8	18	25	10	9	16	WDYL	2.9	2.7	3.2	5.3	2.1		1.8	3.1	6.2	2.8	2.9	2.5	
316	42	31	21		76	24	11	39	21	18	16	*WEET	220	42	16	21			24	6	39	21	18	16	*WEET	4.1	10.2	2.9	5.6			5.3	1.0	9.6	5.9	5.8	2.5	
595	67	102	34	32	21	43	91	45	13	26	87	WENZ	588	60	102	34	32	21	43	91	45	13	26	87	WENZ	11.1	14.5	18.3	9.1	9.4	7.7	9.5	15.8	11.1	3.6	8.3	13.9	
1135	101	81	84	84	108	40	88	101	135	143	43	WEZS	841	37	56	84	78	63	40	68	76	101	93	41	WEZS	15.8	9.0	10.0	22.4	22.9	23.0	8.8	11.8	18.8	28.3	29.7	6.5	
319	13	86	20			43	75	13	10	11	24	*WGOE	271	13	86	20			43	75	13	10	11		*WGOE	5.1	3.1	15.4	5.3			9.5	13.0	3.2	2.8	3.5		
277	22	36	33	7	10	36	46	24	4	5	31	*WKIE	277	22	36	33	7	10	36	46	24	4	5	31	*WKIE	5.2	5.3	6.5	8.8	2.1	3.6	7.9	8.0	5.9	1.1	1.6	4.9	
1132	78	124	65	53	42	148	206	89	90	45	149	WLEE	1055	71	124	62	53	42	148	206	86	56	20	144	WLEE	19.9	17.2	22.2	16.5	15.6	15.3	32.6	35.8	21.2	15.7	6.4	22.9	
1004	79	150	20	80	92	149	96	44	45	35	143	WRNL	843	64	150	20	75	31	123	91	44	33	22	126	WRNL	15.9	15.5	26.9	5.3	22.1	11.3	27.1	15.8	10.9	9.2	7.0	20.1	
3021	100	270	274	265	279	113	271	236	219	227	194	WRVA	2199	86	196	189	216	176	74	171	173	167	192	144	WRVA	41.4	20.8	35.1	50.4	63.5	64.2	16.3	29.7	42.7	46.8	61.3	22.9	
2315	237	342	175	59	29	276	311	153	88	10	595	WRVQ	1407	172	226	85	21	14	203	176	73	45	5	374	WRVQ	26.5	41.6	40.5	22.7	6.2	5.1	44.7	30.6	18.0	12.6	1.6	59.6	
984	173	202	16	21		162	94	61	12	19	222	WRXL	848	116	188	16	21		157	94	39	12	19	186	WRXL	16.0	28.1	33.7	4.3	6.2		34.6	16.3	9.6	3.4	6.1	29.6	
405	13	31	21	24	74	27	32	41	4	63	11	WTVR	323	13	21	21	24	30	27	32	41	4	40	6	WTVR	6.1	3.1	3.8	5.6	7.1	10.9	5.9	5.6	10.1	1.1	12.8	1.0	
914	163	39	78	50	47	89	63	56	95	99	27	WTVR FM	550	20	24	53	36	41	40	59	56	70	71	22	WTVR FM	10.4	4.8	4.3	14.1	10.6	15.0	8.8	10.3	13.8	19.6	22.7	3.5	
434	37	31	38	91	34	9	6	18	60	24	8	*WXGI	320	31	16	28	50	21	9	6	18	52	19	8	*WXGI	6.0	7.5	2.9	7.5	14.7	7.7	2.0	1.0	4.4	14.6	6.1	1.3	
346	73	2		25	14	82	20	22	29	7	56	WBCI FM	68	8	2			14	8	3	12			21	WBCI FM	1.3	1.9	4			5.1	1.8	5	3.0			3.3	
570	34	25	28		18	123	97	32	57	19	137	WOWI	120	34	25	1			13	13	2	4		28	WOWI	2.3	8.2	4.5	.3			2.9	2.3	5	1.1		4.5	
467	11	126	25	36		16	55	32			142	WPLZ	111	11	15				8	15	7			55	WPLZ	2.1	2.7	2.7				1.8	2.6	1.7			8.8	
467	29	33	102	36	4	13	56	96	25	13	47	WPVA FM	230	23	33	52			13	13	46	25	8	16	WPVA FM	4.3	5.6	5.9	13.9			2.9	2.3	11.4	7.0	2.6	2.5	
118	13		10	23	6		3	11	18	22	10	*WSVS	17								6		11		*WSVS	.3								1.5		3.5		
334	25	16	36	28	19	18	28	18	48	20	45	*WSVS FM	91	13			7	16	9		6	11	11	18	*WSVS FM	1.7	3.1			2.1	5.8	2.0		1.5	3.1	3.5	2.9	
TOTAL LISTENING IN METRO SURVEY AREA													5048	391	540	367	313	249	429	542	383	330	294	623	95.0	94.7	96.8	97.9	92.1	90.9	94.5	94.3	94.6	92.4	93.9	99.2		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
36	4		3	1	6	1	1	4	1	6		KBON	35	3		3	1	6	1	1	4	1	6		KBON	2.2	1.6		3.1	1.0	8.5	.8	.8	3.3	1.0	6.4	
31	14	2				2	4				9	KCAL FM	31	14	2				2	4				9	KCAL FM	2.0	7.6	1.2				1.5	3.1			6.6	
70		10	8	12	2	1	4	7	11	2	1	KCKC	68		10	6	12	2	1	4	7	11	2	1	KCKC	4.3		6.1	6.2	12.0	2.8	.8	3.1	5.8	10.6	2.1	.7
29		4	14		1	1	1	4	1	2		KDIG	27		4	12		1	1	1	4	1	2		KDIG	1.7		2.4	12.4		1.4	.8	.8	3.3	1.0	2.1	
73		1	4	8	9		4	7	6	17		KDUO	72		1	4	8	9		4	7	6	17		KDUO	4.5		.6	4.1	8.0	12.7		3.1	5.8	5.8	18.1	
68	7	3	6	6	1	12	3	15	3		12	KFXM	68	7	3	6	6	1	12	3	15	3		12	KFXM	4.3	3.8	1.8	6.2	6.0	1.4	9.1	2.4	12.4	2.9		8.8
97	3	7	5	1		29	11	10			30	KGGI	90	3	7	5	1		27	11	10			25	KGGI	5.7	1.6	4.3	5.2	1.0		20.5	8.7	8.3			18.2
18		2	6		1	1	5				2	KHNY	18		2	6		1	1	5			2	KHNY	1.1		1.2	6.2		1.4	.8	3.9			1.5		
22					1					9		*KHSJ	22					1					9		*KHSJ	1.4					1.4					9.6	
30	1	6	2	1		1	11	3		1	1	KMEN	28	1	6	1	1		1	10	3		1	1	KMEN	1.8	.5	3.7	1.0	1.0		.8	7.9	2.5		1.1	.7
20	6		3			1	3	4		1	2	KNTF	20	6		3			1	3	4		1	2	KNTF	1.3	3.2		3.1		.8	2.4	3.3		1.1	1.5	
51	11	5	1			8	2	2			22	KOLA	50	10	5	1			8	2	2			22	KOLA	3.2	5.4	3.0	1.0			6.1	1.6	1.7			16.1
45			4	8	4	1		1	5	4		KPRO	44			3	8	4	1		1	5	4		KPRO	2.8			3.1	8.0	5.6	.8		.8	4.8	4.3	
9	1	1				1	3	2				KQLH	9	1	1				1	3	2				KQLH	.6	.5	.6			.8	2.4	1.7				
47		3	4			3		1	6	4		KABC	46		3	3			3		1	6	4		KABC	2.9		1.8	3.1			2.3		.8	5.8	4.3	
60	3	4	2	4	6	1	2	7	1	7		KBIG	56	3	4	2	4	4	1	1	7	1	6		KBIG	3.5	1.6	2.4	2.1	4.0	5.6	.8	.8	5.8	1.0	6.4	
13	1	2				1	2	4				*KBRT	13	1	2				1	2	4				*KBRT	.8	.5	1.2				.8	1.6	3.3			
8	2	1									5	KEZY	7	2	1									4	KEZY	.4	1.1	.6								2.9	
14		5	2	2	1		1		1			KFAC FM	14		5	2	2	1		1		1			KFAC FM	.9		3.0	2.1	2.0	1.4		.8		1.0		
132	6	16	16	6	8	9	23	9	6	5	16	KFI	102	6	14	14	5	6	9	17	5	5	5	6	KFI	6.4	3.2	8.5	14.4	5.0	8.5	6.8	13.4	4.1	4.8	5.3	4.4
20		1		2	3				1	1		KFWB	20		1		2	3					1	1	KFWB	1.3		.6		2.0	4.2			1.0	1.1		
8			1						1	1		*KIEV	7										1	1	*KIEV	.4								1.0	1.1		
22	4	1	1	3		4	3	1			5	KIIS	22	4	1	1	3		4	3	1			5	KIIS	1.4	2.2	.6	1.0	3.0		3.0	2.4	.8		3.6	
5		1			1			1	1	1		KJOI	5		1			1		1	1	1	1		KJOI	.3		.6			1.4		.8	1.0	1.1		
98		2	5	22	1	8	7	1	29	3	1	KLAC	98		2	5	22	1	8	7	1	29	3	1	KLAC	6.2		1.2	5.2	22.0	1.4	6.1	5.5	.8	27.9	3.2	.7
25	8	7	1			5	1				3	KLOS	23	8	6	1			5					3	KLOS	1.5	4.3	3.7	1.0			3.8				2.2	
127	81	12	1			11	5	1			16	KMET	121	81	7	1			11	4	1			16	KMET	7.6	43.8	4.3	1.0			8.3	3.1	.8		11.7	
12		2						1	1	1		KMPC	12			2						1	1	1		KMPC	.8			2.1				.8	1.0	1.1	
58	4	1	4	3	9	1	2		3	7	1	KNX	49	1	2	3	8	1	2		3	6	1	KNX	3.1		.6	2.1	3.0	11.3	8	1.6		2.9	6.4	.7	
37		8	6		1	5	15		1	1		KNX FM	34		8	6		1	5	13		1		KNX FM	2.1		4.9	6.2		1.4	3.8	10.2		1.0			
51				5	8	4	4	7	4	9		KOST	49		1		5	8	4	4	7	4	9		KOST	3.1			6		5.0	11.3	3.0	3.1	5.8	3.8	9.6
9		7					1					KRLA	9		7					1					KRLA	6		4	3			.8					
82	12	34	1	1		18	11	2	1		2	KRTH	65	8	34		1		8	10	2		2	KRTH	4.1	4	3	20.7		1.0	6.1	7.9	1.7		1.5		
11			3		2	1	1	1	2		1	XTRA	11			3		2	1	1	1	2		1	XTRA	7			3.1		2.8	.8	.8	.8	1.9		.7

TOTAL LISTENING IN METRO SURVEY AREA 1583 185 164 97 100 71 132 127 121 104 94 137

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON



# Cume Listening Estimates

RIVERSIDE-SAN BERNARDINO-ONTARIO  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
711	93	14	25	21	94	24	40	105	66	91	16	K8ON	537	12	14	25	10	87	24	20	50	66	91	16	K8ON	5.5	1.6	1.4	3.8	1.8	17.8	3.2	2.0	7.3	10.9	15.8	1.3
536	201	38	15		12	40	51		17	162	KCAL FM	536	201	38	15		12	40	51		17	162	KCAL FM	5.5	26.4	3.8	2.3		2.5	5.3	5.1			3.0	13.1		
723	12	80	78	67	39	8	98	76	82	18	68	KCKC	682	12	80	55	67	39	8	98	76	76	18	56	KCKC	6.9	1.6	8.1	8.3	11.8	8.0	1.1	9.9	11.0	12.6	3.1	4.5
431		53	135	10	27	8	8	61	48	39		KDIG	402		53	113	10	20	8	8	61	48	39		KDIG	4.1		5.3	17.1	1.8	4.1	1.1	8	8.9	7.9	6.8	
984		32	33	69	145		59	85	114	171		KDUO	960		32	33	69	138		59	85	114	171		KDUO	9.8		3.2	5.0	12.1	28.3		5.9	12.4	18.8	29.7	
1187	158	60	75	36	20	157	131	138	14	17	355	KFXM	1169	158	60	75	36	20	157	131	138	8	17	343	KFXM	11.9	20.8	6.0	11.4	6.3	4.1	20.8	13.2	20.1	1.3	3.0	27.8
1241	45	189	37	10		239	177	114	21	9	389	KGGI	1148	45	189	37	10		209	177	86	21	9	354	KGGI	11.7	5.9	19.1	5.6	1.8		27.8	17.8	12.5	3.5	1.6	28.7
359	35	62	25		10	85	84			37		KHNY	359	35	62	25		10	85	84			37		KHNY	3.7	4.6	6.3	3.8		2.0	11.3	8.5			1.6	3.0
233					12					34		*KHSJ	233					12						34		*KHSJ	2.4					2.5					5.9
802	63	102	57	10		54	255	35	6	25	56	KMEN	762	63	202	36	10		54	236	35	6	25	56	KMEN	7.7	8.3	20.4	5.5	1.8		7.2	23.7	5.1	1.0	4.3	4.5
290	22	51	48		10	16	47	57	8	11	20	KNTF	290	22	51	48		10	16	47	57	8	11	20	KNTF	2.9	2.9	5.1	7.3		2.0	2.1	4.7	8.3	1.3	1.9	1.6
1360	257	141	33			178	71	57	17	9	597	KOLA	1192	176	111	33			178	52	57	17	9	559	KOLA	12.1	23.1	11.2	5.0			23.6	5.2	8.3	2.8	1.6	45.3
609		18	109	106	63	12	15	13	93	74		KPRO	580		18	88	106	55	12	15	13	93	74		KPRO	5.9		1.8	13.3	18.6	11.3	1.6	1.5	1.9	15.4	12.8	
184	18	19		13		24	39	41		9		KQLH	184	18	19		13		24	39	41		9		KQLH	1.9	2.4	1.9		2.3		3.2	3.9	6.0		1.6	
596		56	99	13	13	55	19	34	33	56		KABC	529		56	56	13	13	55		34	28	56		KABC	5.4		5.6	8.5	2.3	2.7	7.3		4.9	4.6	9.7	
1057	24	32	76	58	137	24	51	105	73	166	12	KBIG	993	24	32	76	58	122	24	32	105	73	148		KBIG	10.1	3.2	3.2	11.5	10.2	25.0	3.2	3.2	15.3	12.1	25.7	
193	40	18			13	29	48	15				*KBRT	193	40	18			13	29	48	15				*KBRT	2.0	5.3	1.8			2.7	3.9	4.8	2.2			
346	104	18			12	8		6		198		KEZY	304	104	18			12	8		6		162		KEZY	3.1	13.7	1.8				1.6	.8			13.1	
199		37	33	13	12		23	15	8		27	KFAC FM	199		37	33	13	12		23	15	8		27	KFAC FM	2.0		3.7	5.0	2.3	2.5		2.3	2.2	1.3		2.2
2382	102	315	186	107	95	154	330	242	79	79	379	KFI	1953	102	254	165	85	80	154	290	159	55	52	281	KFI	19.9	13.4	25.6	25.0	14.9	16.4	20.5	29.2	23.1	9.1	9.0	22.8
495		75	15	12	109		30		22	25		KFWB	495		75	15	12	109		30		22	25		KFWB	5.0		7.6	2.3	2.1	22.3		3.0		3.6	4.3	
176			37	13	7				22	39		*KIEV	154			15	13	7				22	39		*KIEV	1.6			2.3	2.3	1.4			3.6	6.8		
665	70	45	39	22		110	88	31	21	22	217	KIIS	665	70	45	39	22		110	88	31	21	22	217	KIIS	6.8	9.2	4.5	5.9	3.9		14.6	8.9	4.5	3.5	3.8	17.6
143		18			22			25	17	23		KJOI	143		18			22				25	17	23		KJOI	1.5		1.8			4.5		3.6	2.8	4.0	
943		51	124	110	47	23	79	45	120	93	56	KLAC	943		51	124	110	47	23	79	45	120	93	56	KLAC	9.6		5.1	18.8	19.3	9.6	3.1	7.9	6.5	19.8	16.1	4.5
705	158	104	33			134	35	15	17		194	KLOS	655	158	74	33			134	15	15	17		194	KLOS	6.7	20.8	7.5	5.0			17.8	1.5	2.2	2.8		15.7
1290	411	189	33			166	107	28	17		339	KMET	1183	411	128	33			166	87	28	17		313	KMET	12.0	54.0	12.9	5.0			22.0	8.8	4.1	2.8		25.4
312		37	40	10	7	15	23	13	25	27		KMPC	290		37	18	10	7	15	23	13	25	27		KMPC	2.9		3.7	2.7	1.8	1.4	2.0	2.3	1.9	4.1	4.7	
1148	99	18	85	75	136	15	34	13	107	128	48	KNX	951	18	18	63	75	113	15	34	13	95	101	36	KNX	9.7	2.4	1.8	9.5	13.2	23.2	2.0	3.4	1.9	15.7	17.5	2.9
623	65	158	33		38	45	174	13	9	41	16	KNX FM	504	65	97	33		38	45	133	13	9	24	16	KNX FM	5.1	8.5	9.8	5.0		7.8	6.0	13.4	1.9	1.5	4.2	1.3
645		19	15	25	80	44	44	45	76	118	20	KOST	628		19	15	25	80	44	44	45	76	118	20	KOST	6.4		1.9	2.3	4.4	16.4	5.8	4.4	6.5	12.6	20.5	1.6
160		74					45		6			KRLA	160		74						45		6			KRLA	1.6		7.5				4.5		1.0		
942	208	122	46	26		153	204	45	31	11	96	KRTH	785	127	122	25	26		123	185	45	25	11	96	KRTH	8.0	16.7	12.3	3.8	4.6		16.3	18.6	6.5	4.1	1.9	7.8
397	12		47	7	32	69	15	63	28	18	106	XTRA	337	12		47	7	32	39	15	63	28		94	XTRA	3.4	1.6		7.1	1.2	6.6	5.2	1.5	9.2	4.6	7.6	
TOTAL LISTENING IN METRO SURVEY AREA												9060	739	850	607	484	459	717	955	655	545	534	1185		92.1	97.1	85.7	92.0	85.1	94.1	95.2	96.1	95.2	90.1	92.7	96.1	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

ROCHESTER, NY  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
108	7	18	6	1		14	15	8	5	9	16	WBBF	106	7	17	6	1		14	14	8	5	9	16	WBBF	8.1	6.4	12.1	8.5	1.5	10.3	10.7	9.5	5.0	9.4	11.6	
11	1				2	1		3				*WGR	11	1			2		1		3				*WGR	.8	.9				3.2	.7		3.6			
93	25	18				18	12	1			19	WCMF	86	19	18				18	12	1			18	WCMF	6.6	17.3	12.8			13.2	9.2	1.2			13.0	
45		4	2			3	4	3	7		21	WDKX	45		4	2			3	4	3	7	21	WDKX	3.5		2.8	2.8		2.2	3.1	3.6	7.0		15.2		
8		1					1	2	2			*WDNY	7								1	2	2		*WDNY	.5						.8	2.4	2.0			
19	5		3	2		1		1			7	WECQ	4	4										7	WECQ	.3	3.6										
241	4	11	14	20	24	9	14	22	32	42	1	WEZO	227	4	11	13	19	24	9	12	19	31	37	1	WEZO	17.4	3.6	7.8	18.3	29.2	38.7	6.6	9.2	22.6	31.0	38.5	.7
31	1	3	1	2		4	6	3	1	4	1	WFLC	28	1	3	1	2		3	6	2	1	4	1	WFLC	2.1	.9	2.1	1.4	3.1		2.2	4.6	2.4	1.0	4.2	
7			1		1		1		2		1	WGVA	7		1		1			1		2		1	WGVA	.5			1.4		1.6		.8		2.0	.7	
129	5	8	6	18	7	8	7	10	12	10	4	WHAM	116	5	8	5	16	7	8	7	8	12	10	2	WHAM	8.9	4.5	5.7	7.0	24.6	11.3	5.9	5.3	9.5	12.0	10.4	1.4
61	14	9	2			8	6	2	1		19	WHFM	59	14	7	2			8	6	2	1		19	WHFM	4.5	12.7	5.0	2.8			5.9	4.6	2.4	1.0		13.8
10			1				1		1			WMIV	9			1									WMIV	.7			1.4						1.0		
88	24	12				22	6				24	WMJQ	83	23	12				22	6				20	WMJQ	6.4	20.9	8.5			16.2	4.6				14.5	
70		14	10	5	6	1	8	5	9	3	2	WNYR	67		14	9	5	6	1	8	4	9	2	2	WNYR	5.1		9.9	12.7	7.7	9.7	.7	6.1	4.8	9.0	2.1	1.4
63		5	3	4	7	1	1	2	7	6		WPXN	60		5	3	4	6	1	1	2	7	6		WPXN	4.6		3.5	4.2	6.2	9.7	.7	.8	2.4	7.0	6.3	
73	9	3	2		2	24	5	3	4		18	WPXY	71	9	3	2		2	22	5	3	4		18	WPXY	5.4	8.2	2.1	2.8		3.2	16.2	3.8	3.6	4.0		13.0
37		1	1	4	5		1	5	6	8		*WSAY	36		1	1	3	5		1	5	6	8		*WSAY	2.8		.7	1.4	4.6	8.1		.8	6.0	6.0	8.3	
132	9	27	5	4	1	21	35	16	7	2	4	WVOR	119	8	26	5	2	1	21	33	13	4	1	4	WVOR	9.1	7.3	18.4	7.0	3.1	1.6	15.4	25.2	15.5	4.0	1.0	2.9
6			2							1	1	WWWG	6			2								1	1	WWWG	.5			2.8						1.0	.7
17	2	1	5	2					2	3		WBEN	9			5								3	WBEN	.7			7.0						3.1		
41	4	8	1			5	6	2			15	WBEN FM	19	2	3	1			1	3	1			8	WBEN FM	1.5	1.8	2.1	1.4			.7	2.3	1.2		5.8	
31	1	6	1	3	1	8	6	2			3	WKBW	7	1	1		1		2	2					WKBW	.5	.9	.7		1.5		1.5	1.5				
14	2	4				4					4	WSYR FM	6	1	4									1	WSYR FM	.5	.9	2.8								.7	
TOTAL LISTENING IN METRO SURVEY AREA												1304	110	141	71	65	62	136	131	84	100	96	138														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ROCHESTER, NY  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
1871	165	118	124	52	13	234	276	148	88	61	325	WBBF	1843	165	301	124	52	13	234	265	148	88	61	325	WBBF	23.2	26.6	37.6	23.4	10.9	3.0	35.4	33.0	27.2	17.1	12.8	32.5										
129	13				24	13	19	16		10	7	*WCGR	129	13				24	13	19	16		10	7	*WCGR	1.6	2.1				5.6	2.0	2.4	2.9		2.1	7										
1327	337	91	10	22		219	178	25	10		319	WCMF	1268	320	182	10	22		219	178	25	10		286	WCMF	15.9	51.6	22.8	1.9	4.6		33.1	22.1	4.6	1.9		28.6										
475		23	29	12		89	50	26	52		151	WOKX	475		23	29	12		89	50	26	52		151	WOKX	6.0		2.9	5.5	2.5		13.5	6.2	4.8	10.1		15.1										
119		27	6		8	13	13	11	7	7	8	*WDNY	94		15	6		8	13	11	7	7	8	*WDNY	1.2		1.9	1.1		1.9		1.6	2.0	1.4	1.5	8											
324	82	11	19	25		37		12	20		75	WECQ	110	13	11		9					20		14	WECQ	1.4	2.1	1.4		1.9					3.9		1.4										
2713	88	74	189	272	230	129	223	241	256	313	73	WEZO	2418	64	157	178	220	223	101	189	218	224	277	67	WEZO	30.4	10.3	19.6	33.6	46.1	51.9	15.3	23.5	40.1	43.5	57.9	6.7										
397	22	22	47	31	12	34	68	40	20	21	22	WFLC	319	22	22	28	31	12	13	68	16	20	21	8	WFLC	4.0	3.5	2.8	5.3	6.5	2.8	2.0	8.5	2.9	3.9	4.4	8										
187		11	9	21	12		22		20	32	18	WGVA	175		11	9	21	12		10		20	32	18	WGVA	2.2		1.4	1.7	4.4	2.8		1.2		3.9	6.7	1.8										
2660	114	47	161	287	200	162	181	247	225	139	187	WHAM	2189	114	230	142	241	171	141	155	191	189	114	92	WHAM	27.5	18.4	28.8	26.8	50.5	39.8	21.3	19.3	35.1	36.7	23.8	9.2										
1324	187	96	66	33		163	127	84	10	11	388	WHFM	1230	187	161	66	33		150	111	84	10	11	358	WHFM	15.5	30.2	20.1	12.5	6.9		22.7	13.8	15.4	1.9	2.3	35.8										
152	14		10		13		25		41	18		WMIV	139	14		10		13		19		41	11		WMIV	1.7	2.3		1.9		3.0		2.4		8.0	2.3											
1533	396	68	10	22	13	284	105	8	28		483	WMJQ	1448	379	168	10	22	13	284	105	8	28		415	WMJQ	18.2	61.1	21.0	1.9	4.6	3.0	43.0	13.1	1.5	5.4		41.5										
1067	36	49	160	74	59	40	134	95	84	40	38	WNYR	1005	18	149	143	68	59	40	134	82	84	32	38	WNYR	12.6	2.9	18.6	27.0	14.3	13.7	6.1	16.7	15.1	16.3	6.7	3.8										
811		57	85	96	59	13	29	49	71	65	34	WPXN	782		57	85	96	50	13	29	49	71	65	34	WPXN	9.8		7.1	16.0	20.1	11.6	2.0	3.6	9.0	13.8	13.6	3.4										
1515	183	58	47	28	13	359	159	113	36	11	365	WPXY	1414	183	158	47	28	13	316	159	99	36	11	321	WPXY	17.8	29.5	19.8	8.9	5.9	3.0	47.8	19.8	18.2	7.0	2.3	32.1										
769	32	51	38	103	55	27	47	74	85	54	16	*WSAY	730	32	34	38	98	46	27	39	74	85	54	16	*WSAY	9.2	5.2	4.3	7.2	20.5	10.7	4.1	4.9	13.6	16.5	11.3	1.6										
1381	130	45	76	99	13	140	255	173	49	40	102	WVOR	1271	100	237	76	87	13	140	236	156	38	33	96	WVOR	16.0	16.1	29.6	14.3	18.2	3.0	21.2	29.4	28.7	7.4	6.9	9.6										
278		29	10	13	13	10	25	31	43	49		WWWG	278		29	10	13	13	10	25	31	43	49		WWWG	3.5			5.5	2.1	3.0	2.0	1.2	4.6	6.0	9.0	4.9										
405	40	43	23	76	7	22	32	16	61	40		WBEN	198	16	31	11	39			12	8	28	33		WBEN	2.5	2.6	3.9	2.1	8.2			1.5	1.5	5.4	6.9											
668	83	93	39			91	94	51	6	20	191	WBEN FM	317	41	62	19			24	46	26		20	79	WBEN FM	4.0	6.6	7.8	3.6			3.6	5.7	4.8		4.2	7.9										
679	40	51	52	35	9	78	124	65	19	13	84	WKBW	239	16	67	10	24		24	45	23		13	17	WKBW	3.0	2.6	8.4	1.9	5.0		3.6	5.6	4.2		2.7	1.7										
241	69	11				48	9	12		13	79	WSYR FM	97	40	11				13					33	WSYR FM	1.2	6.5	1.4				2.0					3.3										
TOTAL LISTENING IN METRO SURVEY AREA												7630	620	776	501	464	392	647	777	535	505	467	993													95.9	99.9	97.0	94.5	97.3	91.2	97.9	96.6	98.3	98.1	97.7	99.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

SACRAMENTO  
FALL 1980

MONDAY-SUNDAY  
6 ODAM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %													
64	1	3	7	5	5		5	9	4	10		KAER	54	1	3	7	5	5		5	9	2	5		KAER	4	0	8	1	9	7	3	5	3	7	9		3	4	9	5	2	6	3					
18		2			1	1	2			3		*KAHI	18		2			1	1	2		3		*KAHI	1	3		1	3			1	6	7	1	3								3	8				
80	1	8	8	12	4	5	13	11	8	4		KCTC	63	1	8	8	6	4	4	10	10	5	3		KCTC	4	7	8	5	1	8	3	6	4	6	3	3	0	6	7	10	5	6	6	3	8			
20	2	2		2	1			3	1	6		KEBR	13	2	2		2	1			2		4		KEBR	1	0	1	6	1	3		2	1	1	6			2	1			5	1					
167		2	2	14	28	11	15	15	31	31		KEWT	98		1	2	10	14	11	5	9	14	19		KEWT	7	3		6	2	1	10	6	22	2	8	1	3	4	9	5	18	4	24	1				
102	3	5	14	13	12		1	4	6	10	2	KFBK	73	1	5	13	11	9		1	3	6	7	2	KFBK	5	5	8	3	2	13	5	11	7	14	3		7	3	2	7	9	8	9	1	7			
22	2	3	1	1		1	2	4	3	1	1	KFIA	14	2	3		1		1			3	1		KFIA	1	0	1	6	1	9		1	1			.7					3	9	1	3				
55		1	8	1	9	4	2	8	6	9		KGMS	50		1	8	1	8	4	2	8	6	5		KGMS	3	7		6	8	3	1	1	12	7	3	0	1	3	8	4	7	9	6	3				
96	3	5	11	10	7	1	5	5	7	12		KGNR	90	3	2	11	10	6	1	5	5	7	11		KGNR	6	7	2	3	1	3	11	5	10	6	9	5	7	3	4	5	3	9	2	13	9			
88	1	16	11	2		18	18	9	1	4	7	KHYL	68	1	14	7	2		16	12	8	1	3	3	KHYL	5	1	8	8	9	7	3	2	1		11	9	8	1	8	4	1	3	3	8	2	5		
10		2				2	1	1			1	KPIP	4						2		1			1	KPIP	3										1	5		1	1					8				
24	3	7	2			3	3	1			5	KPOP	23	2	7	2			3	3	1			5	KPOP	1	7	1	6	4	4	2	1			2	2	2	0	1	1					4	2		
213	7	17	32	27	19	5	18	17	20	16	8	KRAK	121	4	6	10	22	11	3	14	9	13	3	5	KRAK	9	0	3	1	3	8	10	4	23	4	17	5	2	2	9	4	9	5	17	1	3	8	4	2
28	4	4	2	1		2	5	2	1		7	KROY	26	3	3	2	1		2	5	2	1		7	KROY	1	9	2	3	1	9	2	1	1	1		1	5	3	4	2	1	1	3			5	9	
50	11	15	3			4	8	1			7	KROY FM	46	11	13	2			4	8	1		6	KROY FM	3	4	8	5	8	2	2	1			3	0	5	4	1	1							5	1	
110	12	8	5			23	17	10	2		33	KSFM	83	9	8	4			12	15	10	1		24	KSFM	6	2	7	0	5	1	4	2			8	9	10	1	10	5	1	3				20	3	
48	5	10	2	1		4	14	2	5	2	3	KWOD	43	5	8	2	1		3	14	2	5	2	1	KWOD	3	2	3	9	5	1	2	1	1	1		2	2	9	4	2	1	6	6	2	5	8		
13	1	1	1	2		6	2					KXOA	13	1	1	1	2		6	2					KXOA	1	0	8		6	1	0	2	1		4	4	1	3										
79	7	16	2	2	3	22	19	2	1	1	3	KXOA FM	73	7	16	2	2	1	22	19	2	1		1	KXOA FM	5	5	5	4	10	1	2	1	2	1	1	6	16	3	12	8	2	1	1	3			8	
35	6	4	6	4		6	5	2		2		KYLO	21	4	2	2	4		2	3	2		2		KYLO	1	6	3	1	1	3	2	1	4	3		1	5	2	0	2	1				2	5		
244	83	35	4			38	15	2			67	KZAP	164	54	20	3			26	8	2		51	KZAP	12	2	41	9	12	7	3	1			19	3	5	4	2	1							43	2	
39	3	6	2	1	2	6	5	2	1	2	9	KJOY	6		4		1			1					KJOY	4		2	5					1	6			7											
95	20	17	8	2	1	16	8	6			16	KFRC	38	8	9		1		5	4	2		9	KFRC	2	8	6	2	5	7		1	1		3	7	2	7	2	1						7	6		
86	2	2	4	11	7	1	3	4	15	4	1	KGO	30		2	2	4			2	1	4	2		KGO	2	2		1	3	2	1	4	3			1	3	1	1	5	3	2	5					
59	1	13	4	8	2	4	12	5	1	3	1	KNBR	14		3	4		1	2	1		1			KNBR	1	0		1	9		4	3			.7	1	3	1	1					1	3			
TOTAL LISTENING IN METRO SURVEY AREA													1339	129	158	96	94	63	135	149	95	76	79	118																									

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

SACRAMENTO  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
875	49	59	53	104	95	11	66	77	91	87	11	KAER	678	49	38	53	92	95	11	52	77	30	72	11	KAER	8.1	7.0	4.5	8.7	16.5	21.8	1.5	5.9	12.0	5.3	15.8	1.0
169		20			20	13	36			47		*KAHI	139		20		20	13	18			35		*KAHI	1.7		2.4		4.6	1.8	2.1			7.7			
1148	42	79	134	125	123	43	168	125	117	100	18	KCTC	886	32	79	116	89	91	36	133	105	81	69	KCTC	10.6	4.6	9.4	19.1	15.9	20.9	5.1	15.2	16.4	14.4	15.1		
311	16	29	5	24	10	5	3	47	34	53		KEBR	207	16	29		24	10			35	25	35	KEBR	2.5	2.3	3.5		4.3	2.3		5.5	4.5	7.7			
1653		59	51	218	287	49	106	127	267	231	11	KEWT	1153		49	42	144	222	38	72	79	141	169	11	KEWT	13.8		5.8	6.9	25.8	50.9	5.3	8.2	12.3	25.1	37.0	1.0
1995	109	199	182	246	239	11	65	114	116	183	84	KFBK	1438	61	175	165	182	152	11	54	77	106	118	84	KFBK	17.2	8.8	20.9	27.1	32.6	34.9	1.5	6.2	12.0	18.9	25.8	7.7
369	26	30	22	26	3	32	32	53	32	16	48	KFIA	260	16	30		21	27	18	26	28	14	36	KFIA	3.1	2.3	3.6		3.8		3.8	2.1	4.1	5.0	3.1	3.3	
735		39	93	31	104	25	36	112	113	69		KGMS	708		39	93	31	91	25	36	112	113	55	KGMS	8.5		4.7	15.3	5.6	20.9	3.5	4.1	17.5	20.1	12.0		
1458	46	155	137	154	122	36	81	105	147	172	11	KGNR	1231	46	97	137	154	101	27	81	105	120	118	11	KGNR	14.8	6.6	11.6	22.5	27.6	23.2	3.8	9.2	16.4	21.4	25.8	1.0
1411	90	200	154	35	3	213	361	91	34	46	173	KHYL	1062	43	134	114	35	169	255	87	30	42	142	KHYL	12.7	6.2	16.0	18.8	6.3		23.7	29.1	13.6	5.3	9.2	13.1	
136		13		7		27	12	9		7	22	KPIP	113		10		7	27	9	9		7	22	KPIP	1.4		1.2		1.3		3.8	1.0	1.4		1.5	2.0	
376	79	67	30			27	36	25	8		82	KPOP	329	32	67	30		27	36	25	8		82	KPOP	3.9	4.6	8.0	4.9			3.8	4.1	3.9	1.4		7.6	
2545	86	185	295	262	197	74	296	200	238	169	188	KRAK	1344	46	77	112	163	90	25	185	109	123	91	80	KRAK	16.1	6.6	9.2	18.4	29.2	20.6	3.5	21.1	17.0	21.9	19.9	7.4
1179	108	142	83	21	7	196	133	77	30	21	317	KROY	1086	94	107	74	21	196	133	77	30	21	289	KROY	13.0	13.5	12.8	12.2	3.8		27.5	15.2	12.0	5.3	4.6	26.6	
1187	228	218	64	14	3	144	169	43	4	21	268	KROY FM	1047	228	162	42	14	142	148	43		21	236	KROY FM	12.6	32.8	19.3	6.9	2.5		19.9	16.9	6.7		4.6	21.7	
1979	199	241	82	35	10	382	243	126	22	4	635	KSFM	1486	126	233	70	28	10	248	196	126	13		436	KSFM	17.8	18.1	27.8	11.5	5.0	2.3	34.8	22.3	19.7	2.3		40.1
742	49	201	21	14		68	151	53	13	16	156	KWOO	657	49	162	21	14	63	151	44	13	14	126	KWOO	7.9	7.0	19.3	3.5	2.5		8.8	17.2	6.9	2.3	3.1	11.6	
501	49	87	53	24	16	104	122	17		7	22	KXOA	485	49	87	53	24	104	122	17		7	22	KXOA	5.8	7.0	10.4	8.7	4.3		14.6	13.9	2.7		1.5	2.0	
1233	91	194	74	42	36	282	212	71	20	27	120	KXOA FM	1081	91	194	74	42	20	265	201	52	15	14	68	KXOA FM	13.0	13.1	23.2	12.2	7.5	4.6	37.2	22.9	8.1	2.7	3.1	6.3
365	66	50	45	24		101	52	7		7	13	KYLO	235	59	20	19	24	52	34	7		7	13	KYLO	2.8	8.5	2.4	3.1	4.3		7.3	3.9	1.1		1.5	1.2	
2579	600	349	96	14	3	348	232	102	15	21	773	KZAP	1854	397	239	74	14	285	154	86	15	21	558	KZAP	22.2	57.0	28.5	12.2	2.5		40.0	17.6	13.4	2.7	4.6	51.4	
781	56	86	41	16	36	108	132	43	29	35	174	KJOY	92		30		14		27			10	11	KJOY	1.1		3.6		3.2		3.1			2.2	1.0		
2109	290	408	81	75	23	335	273	177	71	14	340	KFRC	955	136	201	11	24	150	135	91	32	14	161	KFRC	11.5	19.5	24.0	1.8	4.3		21.1	15.4	14.2	5.7	3.1	14.8	
1033	46	78	68	100	68	47	47	62	157	78	44	KGO	386		29	42	50	25	18	18	34	21	24	KGO	4.6		3.5	6.9	9.0		3.5	2.1	2.8	6.1	4.6	2.2	
1248	76	190	60	128	45	143	178	85	56	96	34	KNBR	329	13	34	11	55	33	27	35	8	34	13	KNBR	3.9	1.9	4.1	1.8	9.9		4.6	3.1	5.5	1.4	7.4	1.2	
TOTAL LISTENING IN METRO SURVEY AREA													7917	673	823	557	537	418	712	855	591	523	429	1037	95.0	96.7	98.2	91.6	96.2	95.9	99.9	97.5	92.3	93.2	93.9	95.5	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON



# Cume Listening Estimates

ST. LOUIS  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
346	38	110			6	30	33	69	34	13	13	*KADI	346	38	110			6	30	33	69	34	13	13	*KADI	1.8	2.7	5.5			5	1.9	1.6	4.5	2.8	1.1	5										
1506	182	339	84			339	272	30		9	119	KADI FM	1425	140	339	84			339	272	30		9	80	KADI FM	7.2	10.1	17.0	5.8			21.9	13.0	2.0		8.3	1										
1138	149	115	67	101	25	140	121	79	63	53	200	KATZ	1188	149	115	67	101	25	140	121	79	63	53	200	KATZ	6.0	10.7	5.8	4.7	8.9	2.4	9.0	5.8	5.2	5.2	4.4	7.7										
3425	77	22	219	307	391	98	253	345	424	280	129	KEZK	3026	63	187	219	252	342	30	214	335	341	266	129	KEZK	15.3	4.5	9.4	15.3	22.2	32.7	1.9	10.2	22.0	28.1	22.3	5.0										
1636	248	19	100			261	167	117	25	26	478	KMJM	1623	248	191	100			248	167	117	25	26	478	KMJM	8.2	17.9	9.6	7.0			16.0	8.0	7.7	2.1	2.2	18.4										
10493	387	1159	1017	905	1015	253	734	784	765	930	521	KMOX	8422	280	978	872	739	750	171	645	698	624	740	490	KMOX	42.7	20.2	49.0	60.7	65.2	71.7	11.0	30.9	45.9	51.4	62.1	18.9										
2643	163	33	240	163	105	184	406	251	105	110	190	KMOX FM	2240	134	281	240	124	69	164	350	251	67	110	136	KMOX FM	11.4	9.6	14.1	16.7	10.9	6.6	10.6	16.8	16.5	5.5	9.2	5.2										
2632	73	272	325	247	252		252	124	119	254	45	KSD	2148	73	240	224	237	232		210	101	101	204	45	KSD	10.9	5.3	12.0	15.6	20.9	22.2		10.1	6.6	8.3	17.1	1.7										
2974	247	44	131	86	78	470	496	204	89	116	341	KSD FM	2403	201	406	116	53	78	378	389	204	42	94	248	KSD FM	12.2	14.5	20.4	8.1	4.7	7.5	24.4	18.6	13.4	3.5	7.9	9.6										
2793	535	492	90	15	38	476	275	126	81		622	KSHE	2247	481	406	57		38	439	236	82	47		443	KSHE	11.4	34.6	20.4	4.0		3.6	28.3	11.3	5.4	3.9		17.1										
3933	502	404	149	67	50	543	630	258	104	87	1121	KSLQ	3555	445	369	149	49	17	528	591	246	86	55	1002	KSLQ	18.0	32.0	18.5	10.4	4.3	1.6	34.0	28.3	16.2	7.1	4.6	38.6										
1738	264	194	27	44	18	276	100	90	65		635	KWK	1357	194	178	27	44	18	213	100	53	65		465	KWK	6.9	14.0	8.9	1.9	3.9	1.7	13.7	4.8	3.5	5.4		17.9										
2654	483	218	26	18		523	139	82	15	12	1105	WWWK	2523	483	202	26	18		475	139	82	15	12	1053	WWWK	12.8	34.8	10.1	1.8	1.6		30.6	6.7	5.4	1.2	1.0	40.6										
217		26				5	35	15	53			*KXEN	191		26				5	35	15	53			*KXEN	1.0						.3	1.7	1.0	4.4												
1093	105	142	75	26	25	130	149	49	35	35	294	WESL	1093	105	142	75	26	25	130	149	49	35	35	294	WESL	5.5	7.6	7.1	5.2	2.3	2.4	8.4	7.1	3.2	2.9	2.9	11.3										
326		43				17	27	16	18	11	14	75	*WEW	261		43			17	27	16	18	11	14	50	*WEW	1.3		2.2		1.5	2.6	1.0		9	7	1.2	4.2									
217		30	18	17	15		41	26				WGNU	217		16	30	18	17	15		15	41	26			WGNU	1.1		8	2.1	1.6	1.6	1.0		1.0	3.4	2.2										
558	13	21	28	12	72	15	24	31	90	9	21	*WIBV	520	13	21	28	12	72	15	24	31	90	9	21	*WIBV	2.6	.9	1.1	1.9	1.1	6.9	1.0	1.1	2.0	7.4	.8	.8										
2598	77	259	440	266	143	126	290	252	171	148	214	WIL	2528	77	228	440	247	143	126	290	241	171	140	214	WIL	12.8	5.5	11.4	30.6	21.8	13.7	8.1	13.9	15.9	14.1	11.7	8.2										
4333	322	505	452	257	125	366	649	487	306	124	552	WIL FM	3769	255	405	407	244	125	316	514	465	306	102	504	WIL FM	19.1	18.4	20.3	28.3	21.5	12.0	20.4	24.6	30.6	25.2	8.6	19.4										
371	20	149	17	32		21	36	10	53		17	WMRY	371	20	149	17	32		21	36	10	53		17	WMRY	1.9	1.4	7.5	1.2	2.8		1.4	1.7	.7	4.4		.7										
2458	75	38	80	287	307	31	97	244	223	464	92	WRTH	2311	75	38	80	264	276	31	97	244	223	389	92	WRTH	11.7	5.4	1.9	5.6	23.3	26.4	2.0	4.6	16.1	18.4	32.6	3.5										
937	149	86	33	44		138	105	31		30	373	WZEN	966	133	86	33	44		138	90	31		30	373	WZEN	4.9	9.6	4.3	2.3	3.9		8.9	4.3	2.0		2.5	14.4										
STATION(S) DETERMINED TO HAVE RUN ON-AIR SURVEY ANNOUNCEMENTS																																															
4534	372	862	397	150	74	588	1017	324	98	62	444	KXOK	3022	148	595	292	121	19	365	729	266	43	51	297	KXOK	15.3	10.7	29.8	20.3	10.7	1.8	23.5	34.9	17.5	3.5	4.3	11.4										
TOTAL LISTENING IN METRO SURVEY AREA												19108	1358	1979	1427	1133	1004	1534	2044	1454	1135	1135	2567													96.9	97.8	99.2	99.4	99.9	96.0	98.9	97.8	95.7	93.5	95.2	98.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

SALINAS-SEASIDE-MONTEREY  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
36	4		8	3	4	6	2	3	2	1	1	*KCTY	33	4		8	1	4	6	2	3	2	1	1	*KCTY	9	2	9	5		26	7	4	8	20	0	20	0	6	3	10	7	10	0	5	3	2	9
31		5		4	1	1	4	4	3		9	KDON	18		1		1	1	1	1	2	2		9	KDON	5	0		2	2		4	8	5	0	3	3	1	7	1	10	0		25	7			
66	10	6	2	2	1	15	10	1	2		17	KDON FM	30	1	5	1		1	6	7	1		8	KDON FM	8	4	2	4	11	1	3	3		5	0	20	0	21	9	3	6				22	9		
2			1	1								KESE	2			1	1							KESE	.6						4	8	5	0														
29	5	4	2			5	1	2	1	1	7	KIDD	28	5	3	2		5	1	2	1	1	7	KIDD	7	8	11	9	6	7	6	7			16	7	3	1	7	1	5	0	5	3	20	0		
28	5	18				1	2				2	KLRB	21	5	13			1	2				2	KLRB	5	8	11	9	28	9			3	3	6	3												
2				1							1	KOCN	2			1							1	KOCN	.6						4	8														2	9	
6	3					2					1	KOKQ	6	3					2				1	KOKQ	1	7	7	1					6	7												2	9	
6			2				2	1			1	*KRAY	6			2			2	1			1	*KRAY	1	7			6	7					6	3	3	6								2	9	
17	4	3		2	1		2	2	1	1		KTOM	15	4	3		2	1		2	1	1	1	KTOM	4	2	9	5	6	7		9	5	5	0		6	3	3	6	5	0	5	3				
30	1	9	3	2		3	5	2	3		1	KWAV	21	1	6	3	2		2	3	2	1	1	KWAV	5	8	2	4	13	3	10	0	9	5		6	7	9	4	7	1	5	0				2	9
36		1	8	5	2	2	2	4	3	2		KWYT	26		1	2	4	2	2	1	4	3	2	KWYT	7	2		2	2	6	7	19	0	10	0	6	7	3	1	14	3	15	0	10	5			
28		3	5		2	3		5	1	4		KBAY	13		2	1		2	1		3		3	KBAY	3	6		4	4	3	3		10	0	3	3		10	7						15	8		
31		4	3	1	3	1	2	1	2	3	1	KCBS	15		2	1		1		1	1	1	1	KCBS	4	2		4	4	3	3		5	0		3	1	3	6	5	0	5	3					
9		3		1		1	2		1	1		KFAT	3		1		1			1				KFAT	8		2	2		4	8				3	1												
100	1	4	9	7	9	2	2	6	10	11		KGO	43	1	2	3	5	3	1	1	2	5	8	KGO	12	0	2	4	4	4	10	0	23	8	15	0	3	3	1	7	1	25	0	42	1			
16		1	4	1	1		3	2	1	1		KNBR	13			4	1	1		2	2	1		KNBR	3	6			13	3	4	8	5	0		6	3	7	1	5	0							
14				1	1			1	2	3		*KSCO	1											*KSCO	3																							
8					2	2		1		1		*KSCO FM	3				1				1			*KSCO FM	8						5	0				3	6											
16	8	1				2					5	KSJO	12	8	1				2				1	KSJO	3	3	19	0	2	2			6	7													2	9
TOTAL LISTENING IN METRO SURVEY AREA													359	42	45	30	21	20	30	32	28	20	19	35																								

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

SALINAS-SEASIDE-MONTEREY  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
182	38	10	25	19	10	19	17	10	10	2	5	*KCTY	160	38	10	25	6	10	19	17	10	10	2	5	*KCTY	6.9	12.0	4.0	16.9	4.7	8.5	10.3	7.6	6.3	7.4	1.7	1.8
329		55	10	54	11	31	50	38	32	10	34	KDON	177		19	10	17	3	19	29	15	23	4	34	KDON	7.7		7.7	6.8	13.3	2.6	10.3	12.9	9.5	17.0	3.3	12.3
1030	143	16	53	31	6	186	112	38	28	4	292	KDON FM	590	74	92	25	11	6	89	71	31	7	4	159	KDON FM	25.6	23.3	37.2	16.9	8.6	5.1	48.1	31.6	19.6	5.2	3.3	57.4
74		14	5	6	9				19	9		KESE	68		14	5	6	9					9		KESE	2.9		5.7	3.4	4.7	7.7				9.6	7.5	
606	74	70	25	20	9	107	46	36	20	13	151	KIDD	558	74	58	25	20	9	83	46	36	20	13	139	KIDD	24.2	23.3	23.5	16.9	15.6	7.7	44.9	20.4	22.8	14.8	10.8	50.2
266	74	82	5	13		30	17		6		39	KLRB	182	74	58	5		6	17		6		16	16	KLRB	7.9	23.3	23.5	3.4			3.2	7.6		4.4		5.8
93		14	15	5	9			5	3	7	15	KOCN	93		14	15	5	9			5	3	7	15	KOCN	4.0		5.7	10.1	3.9	7.7			3.2	2.2	5.8	5.4
175	83	10				25	8	18		2	29	KOKQ	121	37	10			25	8	10		2	29	KOKQ	5.2	11.7	4.0				13.5	3.6	6.3		1.7	10.5	
68	19		5			6	17	5		2	14	*KRAY	68	19		5		6	17	5		2	14	*KRAY	2.9	6.0		3.4			3.2	7.6	3.2		1.7	5.1	
297	19	39	10	41	23	6	37	33	27	15	21	KTOM	260	19	39	10	34	16	6	37	25	27	9	21	KTOM	11.3	6.0	15.8	6.8	26.6	13.7	3.2	16.4	15.8	20.0	7.5	7.6
418	64	84	34	11	3	49	64	33	32	4	9	KWAV	230	19	48	34	11	3	13	33	25	17	4	9	KWAV	10.0	6.0	19.4	23.0	8.6	2.6	7.0	14.7	15.8	12.6	3.3	3.2
410		24	62	38	19	6	23	53	33	55	14	KWYT	306		24	34	31	19	6	12	46	33	37	5	KWYT	13.3		9.7	23.0	24.2	16.2	3.2	5.3	29.1	24.4	30.8	1.8
453		31	62	11	40	37	8	41	29	75		KBAY	188		19	20	11	25	13	8	25	13	33		KBAY	8.1		7.7	13.5	8.6	21.4	7.0	3.6	15.8	9.6	27.5	
626		72	71	46	56	31	33	36	51	54	17	KCBS	316		48	29	15	25	19	12	20	27	30	7	KCBS	13.7		19.4	19.6	11.7	21.4	10.3	5.3	12.7	20.0	25.0	2.5
250	19	60	19	15	11	25	39	5	9	14	18	KFAT	128	19	24	5	9	3	13	29	5	3	2		KFAT	5.5	6.0	9.7	3.4	7.0	2.6	7.0	12.9	3.2	2.2	1.7	
1071	41	51	57	82	101	18	69	48	80	113	22	KGO	485	19	39	29	38	47	6	37	25	30	59	12	KGO	21.0	6.0	15.8	19.6	29.7	40.2	3.2	16.4	15.8	22.2	49.2	4.3
335	19	39	54	15	17	13	19	46	19	17	17	KNBR	219	19	14	54	9	9	13	8	30	10	11	7	KNBR	9.5	6.0	5.7	36.5	7.0	7.7	7.0	3.6	19.0	7.4	9.2	2.5
344	19		10	13	20	13	4	30	43	45	7	*KSCO	122	19		10		13	13	4	15	3	15	7	*KSCO	5.3	6.0		6.8		11.1	7.0	1.8	9.5	2.2	12.5	2.5
150		5	5	11	22	12		10		32		*KSCO FM	60		5	5	11	6			10		2		*KSCO FM	2.6		2.0	3.4	8.6	5.1			6.3		1.7	
226	78	24				25	4		4	6	85	KSJO	133	56	24			13	4			4	32	32	KSJO	5.8	17.7	9.7				7.0	1.8		3.0		11.6
TOTAL LISTENING IN METRO SURVEY AREA												2135	243	232	143	128	114	185	212	153	128	111	257														
												92.5	76.7	93.9	96.6	99.9	97.4	99.9	94.2	96.8	94.8	92.5	92.8														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

# Average Quarter-Hour Listening Estimates

SALT LAKE CITY-OGDEN  
OCT/NOV 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																					
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %								
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64									
46	2	12	10	2	2	3	8	6				KALL	44	2	12	10	2	2	1	8	6				KALL	4	5	1.8	9	5	15	4	4.3	5.0	1.1	7	7	8.1							
64	19	7	1	2		11	11	3	3			6	KALL FM	42	8	6		2		8	10	3	2		3	KALL FM	4.3	7.1	4.8		4.3			8	6	9	6	4.1	3.8			2.8			
6						2	1	1		1			KCGL	6					2	1	1		1			KCGL	.6						2.2	1.0	1.4			1.8							
90	21	15	1	2		12	10	2	1			25	KCPX	80	18	14	1	2		9	9	2	1		23	KCPX	8	1	15	9	11	1	1.5	4.3			9	7	8.7	2.7	1.9			21.1	
92	28	7	1			18	5	1				32	KCPX FM	62	22	7		1		8	2	1		21	KCPX FM	6.3	19	5	6		2.1		8	6	1.9	1.4						19.3			
44	11	9			1	8	9	1				5	KDAB	36	7	7			1	7	8	1		5	KDAB	3.6	6	2	5	6		2.5	7.5	7.7	1.4						4.6				
45	1	3	1	2	2		10	3	10	6			KISN	35	1	3	1		2	6	1	8	6		KISN	3.5	9	2	4	1.5		5.0		5.8	1.4	15.1	10.9								
13	1	2		1		2	1					5	KJQN	11	1	2		1		2	1			3	KJQN	1.1	.9	1	6		2.1		2.2	1.0							2.8				
17	2	3	3			1	2	1				1	KLO	17	2	3	3			1	2	1		1	KLO	1.7	1.8	2	4	4.6			1.1	1.9	1.4					9					
100		2	6	9	12		2	9	17	13		2	KLUB	79		2	4	8	10		2	7	14	10	1	KLUB	8.0		1	6	6.2	17.0	25	0		1	9	9.5	26.4	18.2		.9			
12	1	2	1	1		1	4					2	KPRQ	12	1	2	1	1		1	4			2	KPRQ	1.2	.9	1.6	1	5	2	1	1.1	3.8							1.8				
39	7	8	9	1	1	2	4	3	1			1	KRGO	36	6	8	9	1	1	2	3	3	1		1	KRGO	3	6	5.3	6.3	13	8	2.1	2	5	2.2	2.9	4.1	1.9			9			
20	9	3				6						2	*KRSP	19	8	3			6						2	*KRSP	1	9	7.1	2	4			6.5						1.8					
58	13	3		1		9	4	1	1			26	KRSP FM	48	12	3		1		4	3	1	1		23	KRSP FM	4.9	10.6	2	4		2	1	4.3	2.9	1.4	1.9			21.1					
128	2	10	10	8	9	16	14	19	11	12		1	KSFI	88	2	8	4	7	8	13	10	15	6	8		KSFI	8.9	1.8	6	3	6	2	14	9	20.0	14.0	9	6	20.3	11.3	14.5				
176	10	27	13	14	10	9	18	15	7	16		7	KSL	110	6	18	6	10	4	6	11	11	4	9	6	KSL	11.1	5.3	14.3	9.2	21.3	10.0	6.5	10.6	14.9	7.5	16.4	5.5							
27	1	1	3	3	2	1	3	2	2	2		3	KSOP	19	1		2	2	1	1	2	1	1	2	2	KSOP	1.9	.9		3	1	4.3	2.5	1.1	1.9	1.4	1.9	3	6	1.8					
88	7	8	13	2	5	13	9	7	10	6		8	KSOP FM	58	2	3	11	2	2	10	7	5	7	4	5	KSOP FM	5.9	1.8	2.4	16	9	4.3	5.0	10.8	6.7	6.8	13.2	7	3	4	6				
10		5			2			1	1				*KSVN	9		4			2							*KSVN	.9		3.2			5.0			1.4	1.9									
45	1		1	2	3			3	2	7			KSXX	41	1		1	2	3			3	2	6		KSXX	4.1	.9		1	5	4.3	7.5		4.1	3.8	10.9								
7			1	1									*KWHO	7			1	1								*KWHO	.7			1.5	2.1														
12	1	1	1	1	3				1	2			KWHO FM	10	1		1	1	2				1	2		KWHO FM	1.0	.9		1.5	2.1	5	0			1.9	3.6								
15	2	3	1	1	1					2			KWMS	15	2	3	1	1	1					2		KWMS	1.5	1.8	2.4	1.5	2.1	2	5					3.6							
36	4	4	7	1		3	6	3	1	2		5	KZAN	33	4	3	7			3	6	3		2	5	KZAN	3.3	3.5	2.4	10.8				3.2	5.8	4	1		3.6	4.6					
13	2	2				2	2					5	KDOT	3		1					1				1	KDOT	.3		.8						1.0						.9				
31	6	9				10	2	1				3	KAYK	20	3	8				5	2			2	KAYK	2	0	2.7	6	3			5.4	1.9						1.8					
TOTAL LISTENING IN METRO SURVEY AREA												988	113	126	65	47	40	93	104	74	53	55	109																						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

SALT LAKE CITY-OGDEN  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1017	79	170	172	42	47	56	169	123	29	33	25	KALL	982	79	167	172	42	45	40	167	123	29	33	19	KALL	14.5	12.9	22.0	36.1	11.1	14.8	6.4	21.8	25.2	7.6	10.2	2.0
1042	209	185	39	23	10	181	157	41	33		118	KALL FM	808	132	150	31	22	10	145	128	41	21		89	KALL FM	11.9	21.6	19.7	6.5	5.8	3.3	23.2	16.7	8.4	5.5		9.3
140		8	15			19	22	21		18		KCGL	140		8	15			19	22	21		18	KCGL	2.1		1.1	3.1				3.0	2.9	4.3		5.6	
1805	281	236	17	25		308	196	80	36		587	KCPX	1591	234	205	17	25		260	172	80	36		523	KCPX	23.5	38.3	27.0	3.6	5.6		41.5	22.5	16.4	9.4		54.7
1587	408	181	17	39	10	285	107	22	21	14	483	KCPX FM	1149	302	145	17	39	10	169	74	22	15	7	349	KCPX FM	17.0	49.4	19.1	3.6	10.3	3.3	27.0	9.7	4.5	3.9	2.2	36.5
1111	271	200	38		18	163	182	28	7	6	198	KDAB	938	203	173	38		18	144	140	28	7	6	181	KDAB	13.9	33.2	22.8	8.0		5.9	23.0	18.3	5.7	1.8	1.9	18.9
598	14	30	31	80	37	22	79	47	91	109		KISN	464	14	30	31	48	37		53	31	67	95		KISN	6.9	2.3	3.9	6.5	12.7	12.1		6.9	6.4	17.5	29.3	
353	43	39	9	24		31	63	23	8	7	86	KJQN	312	43	39	9	24		31	46	23	8	7	62	KJQN	4.6	7.0	5.1	1.9	6.4		5.0	6.0	4.7	2.1	2.2	6.5
395	40	46	16	15	32	39	58	23	7	7	45	KLO	370	40	46	16	15	27	39	38	23	7	7	45	KLO	5.5	6.5	6.1	3.4	4.0	8.9	6.2	5.0	4.7	1.8	2.2	4.7
1590	14	56	165	157	167	29	60	164	175	173	94	KLUB	1264		46	114	147	120	29	59	138	152	121	78	KLUB	18.7		6.1	23.9	39.0	39.3	4.6	7.7	28.3	39.7	37.3	8.2
382	28	68	25	7		57	77	15		7	72	KPRQ	382	28	68	25	7		57	77	15		7	72	KPRQ	5.6	4.6	8.9	5.2	1.9		9.1	10.1	3.1		2.2	7.5
698	122	91	87	42	10	49	92	50	38	9	53	KRGO	569	96	72	75	38	10	49	65	50	29	7	39	KRGO	8.4	15.7	9.5	15.7	10.1	3.3	7.8	8.5	10.2	7.6	2.2	4.1
709	210	99	17	9		157	26	7	7		177	*KRSP	628	177	90	17	9		157	23	7	7		141	*KRSP	9.3	29.0	11.8	3.6	2.4		25.1	3.0	1.4	1.8		14.7
1108	254	96	20	9		158	79	30	23	14	406	KRSP FM	938	233	73	15	9		86	66	30	23	14	370	KRSP FM	13.9	38.1	9.6	3.1	2.4		13.7	8.6	6.1	6.0	4.3	38.7
1824	70	141	148	131	122	180	288	162	140	144	74	KSFI	1150	56	97	79	86	80	148	188	113	93	87	21	KSFI	17.0	9.2	12.8	16.6	22.8	26.2	23.6	24.6	23.2	24.3	26.9	2.2
3208	314	372	241	195	209	247	317	200	139	215	279	KSL	1947	168	223	161	139	102	135	177	154	93	124	192	KSL	28.8	27.5	29.3	33.8	36.9	33.4	21.6	23.1	31.6	24.3	38.3	20.1
692	74	42	44	67	50	41	72	43	41	37	94	KSOP	511	42	23	31	45	37	41	50	36	33	35	54	KSOP	7.6	6.9	3.0	6.5	11.9	12.1	6.5	6.5	7.4	8.6	10.8	5.6
1230	104	205	116	70	66	117	146	89	97	72	130	KSOP FM	766	53	73	92	49	29	82	94	72	64	40	100	KSOP FM	11.3	8.7	9.6	19.3	13.0	9.5	13.1	12.3	14.8	16.7	12.3	10.5
210	19	18	9	7	18	10	9	37	8	13	8	*KSVN	160		6	9	7	18	10		27	8	13	8	*KSVN	2.4		8	1.9	1.9	5.9	1.6		5.5	2.1	4.0	8
486	14	15	49	39	35	20	15	29	20	56	10	KSXX	431	14	15	40	36	35	20	15	29	20	49	10	KSXX	6.4	2.3	2.0	8.4	9.5	11.5	3.2	2.0	5.9	5.2	15.1	1.0
106		6	25	23		10	8	7		7		*KWHO	99		6	25	16		10	8	7		7		*KWHO	1.5		8	5.2	4.2		1.6	1.0	1.4		2.2	
236	28	21	17	13	42		14	15	38			KWHO FM	198	28	8	17	13	27		14	15	28			KWHO FM	2.9	4.6	1.1	3.6	3.4	8.9			2.9	3.9	8.6	
389	40	55	42	26	27	34	15	7	15	27		KWMS	365	40	46	42	26	27	19	15	7	15	27		KWMS	5.4	6.5	6.1	8.8	5.9	8.9	3.0	2.0	1.4	3.9	8.3	
663	111	95	85	25	10	49	114	53	21	13	87	KZAN	586	107	70	85	15	10	49	96	46	8	13	87	KZAN	8.7	17.5	9.2	17.8	4.0	3.3	7.8	12.5	9.4	2.1	4.0	9.1
406	83	48		1		48	53	15	12		143	KDOT	95	12	8					23	7	8		37	KDOT	1.4	2.0	1.1					3.0	1.4	2.1		3.9
638	87	161	8	6	19	108	103	19	8	7	99	KAYK	391	42	113		19	60	75	5	8	7	52	KAYK	5.8	6.9	14.9			6.2	9.6	9.8	1.0	2.1	2.2	5.4	
TOTAL LISTENING IN METRO SURVEY AREA												6358	569	745	470	340	268	615	712	475	362	277	938	94.0	93.1	98.0	98.5	90.2	87.9	98.2	93.1	97.3	94.5	85.5	98.1		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

SAN ANTONIO  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
24			1	1	5	4	3			4	*KAPE	24			1	1	5	4	3			4	*KAPE	1.6			1.0	1.6	3.5	2.3	2.8	2.5					
45	1	7	8	2	2	1	6	2	3	2	*KBUC	39	1	6	8	2	2	1	5	2	2	2	*KBUC	2.7	.6	4.2	8.0	3.2	3.2	.7	2.9	1.9	2.4	2.4			
103	11	12	12	6	10	7	13	10	10	5	3	KBUC FM	87	7	11	10	4	9	5	12	10	7	5	3	KBUC FM	6.0	4.0	7.6	10.0	6.5	14.3	3.5	6.9	9.4	8.3	6.0	1.9
84	16	10	8	3	3	8	8	5	3	3	14	KCCW	67	14	8	6	1	2	7	5	4	3	3	13	KCCW	4.6	8.0	5.6	6.0	1.6	3.2	4.9	2.9	3.8	3.6	3.6	8.0
111	3	1	4	11	8	4	4	11	14	24		KCOR	111	3	1	4	11	8	4	4	11	14	24	KCOR	7.6	1.7	.7	4.0	17.7	12.7	2.8	2.3	10.4	16.7	28.9		
37	1	2	8	2	5	1	6	5		6		*KEDA	36	1	2	8	2	5	1	6	5		5	*KEDA	2.5	.6	1.4	8.0	3.2	7.9	.7	3.4	4.7		6.0		
10					1		1	1	1	3		*KGNB	10				1		1	1	1	3		*KGNB	.7				1.6		.6	.9	1.2	3.6			
69	9	5	6			14	9	2	1		23	KITY	64	9	5	5		13	9	1	1		21	KITY	4.4	5.2	3.5	5.0			9.2	5.2	.9	1.2	13.0		
245	17	27	23	16	15	12	21	25	17	19	11	KKYX	86	3	8	4	8	6	3	10	9	3	4	2	KKYX	5.9	1.7	5.6	4.0	12.9	9.5	2.1	5.7	8.5	3.6	4.8	1.2
22	3	2		1	1	1	2	1			4	KMAC	17	3	2		1	1	2				3	KMAC	1.2	1.7	1.4		1.6		.7	1.1			1.9		
80	36	9	1	1		12	6	1			14	KISS	73	34	7	1	1		12	4	1		13	KISS	5.0	19.5	4.9	1.0	1.6		8.5	2.3	.9		8.0		
18	3	1	1			1	3	3		1	3	KMFM	15	3	1	1		1	2	3		1	3	KMFM	1.0	1.7	.7	1.0			.7	1.1	2.8		1.2	1.9	
140	28	34	15		1	15	28	5	2	1	9	KONO	116	24	29	11		14	21	4	2	1	9	KONO	8.0	13.8	20.1	11.0			9.9	12.1	3.8	2.4	1.2	5.6	
156	1	10	12	7	13	5	17	20	16	18	2	KQXT	114	1	8	8	5	8	5	16	12	14	12	2	KQXT	7.8	.6	5.6	8.0	8.1	12.7	3.5	9.2	11.3	16.7	14.5	1.2
144	23	16	3	1		32	19	2	4		43	KTFM	129	17	15	3	1		29	18	2	4		39	KTFM	8.9	9.8	10.4	3.0	1.6		20.4	10.3	1.9	4.8		24.1
300	37	22	12	4	5	35	54	22	9	10	75	KTSA	156	19	12	9	2	3	22	30	14	7	6	29	KTSA	10.7	10.9	8.3	9.0	3.2	4.8	15.5	17.2	13.2	8.3	7.2	17.9
10	1	2	2	1		1	3					KTUF	10	1	2	2	1		1	3					KTUF	.7	.6	1.4	2.0	1.6		.7	1.7				
41	3		2	2	5	3	1	6	3	4	2	*KUKA	39	3		2	2	5	3	1	5	3	3	2	*KUKA	2.7	1.7		2.0	3.2	7.9	2.1	.6	4.7	3.6	3.6	1.2
46	1	4	3	7	2	2	6	6	7	1		KVAR	46	1	4	3	7	2	2	6	6	7	1		KVAR	3.2	.6	2.8	3.0	11.3	3.2	1.4	3.4	5.7	8.3	1.2	
9							1	4		2	1	*KWED	9						1	4		2	1		*KWED	.6						.6	3.8		2.4	.6	
7	1	1		1			1	2				*KWED FM	7	1	1		1		1	2					*KWED FM	.5	.6	.7	1.6			.6	1.9				
44	12	6	1			6	3	2			14	KZZY	38	10	6	1		4	3	1				13	KZZY	2.6	5.7	4.2	1.0			2.8	1.7	.9		8.0	
113	2	9	13	7	13		3	5	8	15		WOAI	73	2	7	11	4	8		3	3	5	10		WOAI	5.0	1.1	4.9	11.0	6.5	12.7		1.7	2.8	6.0	12.0	
56	9	7	1	6	1	8	5	1	1	2	5	WOAI FM	48	9	7	1	5	1	8	5	1	1	4		WOAI FM	3.3	5.2	4.9	1.0	8.1	1.6	5.6	2.9	.9	1.2	2.5	
TOTAL LISTENING IN METRO SURVEY AREA												1456	174	144	100	62	63	142	174	106	84	83	162														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

SAN ANTONIO  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
227			7	21	15	34	28	23	14	36	*KAPE	227			7	21	15	34	28	23	14	36	*KAPE	2.7			9	3.7		3.8	4.7	3.2	3.6	2.7	3.1			
674	42	08	57	57	40	41	60	69	43	41	17	*KBUC	519	42	99	45	44	27	24	51	58	32	33	15	*KBUC	6.2	5.2	12.1	7.9	9.2	6.8	3.3	5.8	9.1	6.2	7.2	1.3	
1296	152	203	111	85	61	143	145	95	95	60	82	KBUC FM	1069	110	171	88	69	48	105	128	87	68	51	80	KBUC FM	12.7	13.6	20.9	15.5	14.4	12.1	14.5	14.7	13.7	13.1	11.1	7.0	
1252	186	152	90	77	37	152	112	82	45	47	197	KCCW	940	156	120	52	42	34	131	71	69	34	31	167	KCCW	11.2	19.3	14.7	9.1	8.8	8.6	18.1	8.1	10.8	6.6	6.7	14.5	
841	30	21	47	92	80	46	56	69	95	111	23	KCOR	841	30	21	47	92	80	46	56	69	95	111	23	KCOR	10.0	3.7	2.6	8.3	19.2	20.2	6.4	6.4	10.8	18.3	24.1	2.0	
386	15	29	43	25	37	24	39	57	21	52	16	*KEOA	376	15	29	43	25	34	24	39	57	21	45	16	*KEDA	4.5	1.9	3.5	7.6	5.2	8.6	3.3	4.5	9.0	4.0	9.8	1.4	
130	9		4	7	13	3	9	23	20	17	3	*KGNB	118	9		4	7	13	3	9	14	20	14	3	*KGNB	1.4	1.1		7	1.5	3.3	4	1.0	2.2	3.9	3.0	.3	
1405	202	135	53	8	17	272	120	65	46	26	452	KITY	1227	176	106	44	8	17	239	111	52	44	19	402	KITY	14.6	21.7	12.9	7.7	1.7	4.3	33.0	12.7	8.2	8.5	4.1	34.9	
2789	130	268	220	185	229	144	249	247	197	239	255	KKYX	1039	53	104	63	91	65	51	98	130	69	52	79	KKYX	12.4	6.5	12.7	11.1	19.0	16.4	7.0	11.2	20.4	13.3	11.3	6.9	
521	69	51	12	32	30	32	35	14	15	29	98	KMAC	399	69	40	12	29	17	32	33	5	10	15	71	KMAC	4.7	8.5	4.9	2.1	6.1	4.3	4.4	3.8	8	1.9	3.3	6.2	
868	296	22	19	5		151	45	14	5		211	KISS	790	263	114	19	5		143	36	14	5		191	KISS	9.4	32.5	13.9	3.3	1.0		19.8	4.1	2.2	1.0		16.6	
266	14	23	9	15	6	16	48	27	9	6	45	KMFM	197	14	7	9	15	6	16	28	27	9	6	35	KMFM	2.3	1.7		9	1.6	3.1	1.5	2.2	3.2	4.2	1.7	1.3	3.0
1826	296	330	92	14	32	296	305	98	55	24	230	KONO	1545	279	272	70	13	18	268	240	89	46	18	199	KONO	18.4	34.4	33.2	12.3	2.7	4.5	37.0	27.5	14.0	8.9	3.9	17.3	
1498	31	106	97	100	102	53	155	169	137	167	54	KQXT	1095	14	71	73	70	81	53	137	104	105	127	45	KQXT	13.0	1.7	8.7	12.8	14.6	20.4	7.3	15.7	16.4	20.2	27.6	3.9	
1879	265	200	54	24	22	324	215	66	83	12	583	KTFM	1681	242	192	54	24	22	270	185	66	78	10	507	KTFM	20.0	29.9	23.4	9.5	5.0	5.5	37.3	21.2	10.4	15.0	2.2	44.0	
4773	547	476	276	93	66	682	658	319	174	94	1156	KTSA	2407	249	261	174	50	33	351	336	180	120	63	491	KTSA	28.7	30.7	31.9	30.6	10.5	8.3	48.5	38.5	28.3	23.1	13.7	42.7	
262	36	53	39	18		28	50	9	7		6	KTUF	250	36	53	39	18		16	50	9	7		6	KTUF	3.0	4.4	6.5	6.9	3.8		2.2	5.7	1.4	1.3		.5	
457	37	22	22	43	51	34	41	56	34	53	25	*KUKA	436	37	22	22	37	51	34	41	47	34	47	25	*KUKA	5.2	4.6	2.7	3.9	7.7	12.8	4.7	4.7	7.4	6.6	10.2	2.2	
319	7	35	21	29	9	6	22	34	62	19	11	KVAR	319	7	35	21	29	9	6	22	34	62	19	11	KVAR	3.8	9	4.3	3.7	6.1	2.3	8	2.5	5.3	11.9	4.1	1.0	
138	12	4	5	2	5	10	6	22	3	19	32	*KWEO	129	12	4	5	2	5	10	6	13	3	19	32	*KWEO	1.5	1.5	.5	9	4	1.3	1.4	7	2.0	6	4.1	2.8	
103	13	7	3	12		22	14	2	9	15	15	*KWEO FM	84	13	7	3	12		12	14	2	9	6	15	*KWEO FM	1.0	1.6	9	5	2.5		1.4	2.2	4	2.0	.5		
908	165	84	26	15	22	146	63	52	28	7	294	KZZY	757	139	75	26	15	22	109	61	38	28	7	231	KZZY	9.0	17.2	9.2	4.6	3.1	5.5	15.1	7.0	6.0	5.4	1.5	20.1	
1847	64	37	211	143	200	20	85	113	125	224	30	WOAI	1112	59	98	155	82	99	14	60	89	84	95	20	WOAI	13.2	7.3	12.0	27.2	17.2	24.9	1.9	6.9	14.0	16.2	20.7	1.7	
766	86	16	41	38	35	91	65	20	34	40	60	WOAI FM	634	86	116	41	34	25	91	56	20	20	16	52	WOAI FM	7.5	10.6	14.2	7.2	7.1	6.3	12.6	6.4	3.1	3.9	3.5	4.5	
TOTAL LISTENING IN METRO SURVEY AREA												7564	755	758	516	415	346	699	817	591	460	402	1034	90.0	93.2	92.6	90.7	86.8	87.2	96.5	93.7	92.9	88.6	87.4	89.8			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

SAN DIEGO  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
53	7	14	7	2		3	17	1		1	1	KBZT	53	7	14	7	2		3	17	1		1	1	KBZT	2.2	2.5	5.0	4.3	1.7	1.2	7.0	.6		.7	4	
59	3	17	4	4	1	11	6	7	3	2		KCBO	59	3	17	4	4	1	11	6	7	3	2		KCBO	2.5	1.1	6.1	2.5	3.5	.9	4.4	2.5	4.0	2.0	1.4	
111	1	1	15	4	14		4	9	16	22		KEZL	111	1	1	15	4	14		4	9	16	22		KEZL	4.7	.4	.4	9.3	3.5	12.1		1.7	5.1	10.5	15.7	
94	5	9	9	12	7	3	19	14	4	4		KFMB	94	5	9	9	12	7	3	19	14	4	4		KFMB	4.0	1.8	3.2	5.6	10.4	6.0	1.2	7.9	8.0	2.6	2.9	
122	15	24	4	1	1	31	27	3	2	1	10	KFMB FM	122	15	24	4	1	1	31	27	3	2	1	10	KFMB FM	5.1	5.3	8.6	2.5	.9	.9	12.4	11.2	1.7	1.3	.7	4.3
72	1	17	5	6			10	12	7	5		KFSD	72	1	17	5	6			10	12	7	5		KFSD	3.0	.4	6.1	3.1	5.2		4.1	6.8	4.6	3.6		
103	3	15	2	1		16	14	11	1		40	KGB	103	3	15	2	1		16	14	11	1		40	KGB	4.3	1.1	5.4	1.2	.9		6.4	5.8	6.3	.7	17.0	
166	68	32	2			22	4	1		3	34	KGB FM	166	68	32	2			22	4	1		3	34	KGB FM	7.0	23.9	11.5	1.2			8.8	1.7	.6		2.1	14.5
94	7	23	5		5	18	29	4	1	1	1	KIFM	94	7	23	5		5	18	29	4	1	1	1	KIFM	4.0	2.5	8.3	3.1		4.3	7.2	12.0	2.3	.7	.7	.4
62	14	5	1			18	15			1	8	KITT	62	14	5	1			18	15			1	8	KITT	2.6	4.9	1.8	.6			7.2	6.2			.7	3.4
47		1	6	3	1		2	4	2	6		KJFM	47		1	6	3	1		2	4	2	6		KJFM	2.0		.4	3.7	2.6	9		.8	2.3	1.3	4.3	
221	1	3	22	19	14	13	7	25	31	34		KJQY	221	1	3	22	19	14	13	7	25	31	34		KJQY	9.3	4	1.1	13.7	16.5	12.1	5.2	2.9	14.2	20.3	24.3	
10	1	1	1		4		1		2			KKOS	10	1	1	1		4		1		2			KKOS	.4	.4	.4	.6		3.4		.4		1.3		
18		5				2	2	2			4	KMJC	18		5				2	2	2			4	KMJC	.8		1.8				.8	.8	1.1		1.7	
69	5	3	6	6	5	8	6	8	12	3		KOGO	69	5	3	6	6	5	8	6	8	12	3		KOGO	2.9	1.8	1.1	3.7	5.2	4.3	3.2	2.5	4.5	7.8	2.1	
10	5			2		1				1	1	KOWN FM	10	5			2		1				1	1	KOWN FM	.4	1.8			1.7		.4			.7	.4	
139	58	20	2			19	3	1		2	34	KPRI	139	58	20	2			19	3	1		2	34	KPRI	5.8	20.4	7.2	1.2			7.6	1.2	.6		1.4	14.5
125	3	6	7	15	22		2	8	7	16	1	KSDO	125	3	6	7	15	22		2	8	7	16	1	KSDO	5.3	1.1	2.2	4.3	13.0	19.0		.8	4.5	4.6	11.4	.4
77		9	10	7	7		9	7	10	3	1	KSON	77		9	10	7	7		9	7	10	3	1	KSON	3.2		3.2	6.2	6.1	6.0		3.7	4.0	6.5	2.1	.4
54	4	7	7	5	4	2	3	4	13	5		KSON FM	54	4	7	7	5	4	2	3	4	13	5		KSON FM	2.3	1.4	2.5	4.3	4.3	3.4	.8	1.2	2.3	8.5	3.6	
8	1			3		1		1	1			KUDE	8	1			3		1		1	1			KUDE	.3	.4			2.6		.4		.6	.7		
68	3	5	18	2		5	10	16	7	1	1	KYXY	68	3	5	18	2		5	10	16	7	1	1	KYXY	2.9	1.1	1.8	11.2	1.7		2.0	4.1	9.1	4.6	.7	.4
19		1			2		2			6		KABC	19		1			2		2			6		KABC	.8		.4		1.7		.8			4.3		
13		3		4				3	2			KBIG	13		3		4					3	2		KBIG	.5		1.1		3.5			1.7	1.3			
19	1	2			2	2	6	2		3	1	*KBRT	19	1	2			2	2	6	2		3	1	*KBRT	.8	.4	.7		1.7	.8	2.5	1.1		2.1	.4	
28	4	2	2	1		7	5	2	2	1	2	KFI	28	4	2	2	1		7	5	2	2	1	2	KFI	1.2	1.4	.7	1.2	.9		2.8	2.1	1.1	1.3	.7	.9
10	4	2	2				1				1	KLOS	10	4	2	2				1				1	KLOS	.4	1.4	.7	1.2				.4			.4	
15	10		1				3				1	KMET	15	10		1				3				1	KMET	.6	3.5		.6			1.2				.4	
49	1	2	2	5	14	1	1	2	7	6		KNX	49	1	2	2	5	14	1	1	2	7	6		KNX	2.1	.4	.7	1.2	4.3	12.1	.4	4	1.1	4.6	4.3	
10	2	1	1			6						KRTH	10	2	1	1				6					KRTH	.4	.7	.4	.6			2.4					
12				1	1				4	2		XHER	12				1	1							XHER	.5				.9	.9			2.6	1.4		
18	3	8	2			2	2	1				XHRM	18	3	8	2			2	2	1				XHRM	.8	1.1	2.9	1.2			.8	8	.6			
111	12	12	2	1	2	11	12	7	3		45	XTRA	111	12	12	2	1	2	11	12	7	3		45	XTRA	4.7	4.2	4.3	1.2	.9	1.7	4.4	5.0	4.0	2.0	19.1	
129	31	13	1			27	9	2	3		42	XTRA FM	129	31	13	1			27	9	2	3		42	XTRA FM	5.4	10.9	4.7	.6			10	8	3.7	1.1	2.0	17.9
TOTAL LISTENING IN METRO SURVEY AREA												2379	284	278	161	115	116	250	242	176	153	140	235														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

SAN DIEGO  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %													
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64														
869	75	101	82	26	11	88	275	55	10	19	18	KBZT	869	75	181	82	26	11	88	275	55	10	19	18	KBZT	5	5	3	7	11.4	7.8	2.9	1.5	6.8	17.9	5.1	1.0	2.2	1	0										
1486	149	207	117	75	46	132	224	128	122	58	73	KCBQ	1486	149	297	117	75	46	132	224	128	122	58	73	KCBQ	9.5	7	4	18.7	11.1	8.2	6.3	10.2	14.5	12	0	12	6	6	8	4	1								
1383	25	52	140	94	148	44	82	119	149	202	68	KEZL	1383	25	52	140	94	148	44	82	119	149	202	68	KEZL	8.8	1.2	3	3	13.3	10.3	20.2	3.4	5.3	11.1	15	4	23	6											
2254	174	271	268	216	126	147	367	220	129	86	68	KFMB	2254	174	271	268	216	126	147	367	220	129	86	68	KFMB	14.4	8	6	17	0	25.5	23.7	17	2	11.4	23	8	20	5	13	3	10	0	3	8					
2361	473	452	117	28	34	382	275	92	70	38	341	KFMB FM	2361	473	452	117	28	34	382	275	92	70	38	341	KFMB FM	15.0	23.5	28	4	11.1	3	1	4	7	29.6	17.9	8	6	7	2	4.4	19	2							
960	100	168	47	63	11	29	122	119	60	58	53	KFSD	960	100	168	47	63	11	29	122	119	60	58	53	KFSD	6.1	5	0	10.6	4.5	6.9	1.5	2.2	7.9	11	1	6.2	6.8	3	0										
2331	249	284	58	47		352	275	174	41	10	812	KGB	2331	249	284	58	47		352	275	174	41	10	812	KGB	14	8	12	4	17	9	5.5	5.2		27.2	17.9	16	2	4	2	1.2	45	7							
2210	672	336	82	12		338	92	18	20	38	589	KGB FM	2210	672	336	82	12		338	92	18	20	38	589	KGB FM	14	1	33.3	21	1	7.8	1.3		26.2	6	0	1.7	2	1	4	4	33	2							
1282	199	284	70		23	220	316	64	30	19	41	KIFM	1282	199	284	70		23	220	316	64	30	19	41	KIFM	8.2	9	9	17.9	6	7		3	1	17	0	20	5	6	0	3	1	2	2	3					
1072	249	155	35	12		206	143	18	20	10	191	KITT	1072	249	155	35	12		206	143	18	20	10	191	KITT	6	8	12	4	9	7	3	3	1	3		15	9	9	3	1	7	2	1	1	2	10	8		
613		13	47	26	57	15	31	73	51	77		KJFM	613		13	47	26	57	15	31	73	51	77		KJFM	3	9			8	4	5	2	9	7	8		1	2	2	0	6	8	5	3	9	0			
2296	25	65	233	238	171	88	82	220	239	317	30	KJQY	2296	25	65	233	238	171	88	82	220	239	317	30	KJQY	14	6	1	2	4	1	22	2	26	1	23	4	6	8	5	3	20	5	24	6	37	0	1	7	
208	25	39	12		11	15	31	9	20		30	KKOS	208	25	39	12		11	15	31	9	20		30	KKOS	1	3	1	2	2.5	1	1		1.5	1	2	2	0	8	2	1									
426		116	23			15	51	27	20		112	KMJC	426		116	23			15	51	27	20		112	KMJC	2	7			7	3	2	2		1	2	3	3	2	5	2	1								
1419	174	90	117	101	103	73	153	119	149	115	59	KOGO	1419	174	90	117	101	103	73	153	119	149	115	59	KOGO	9	0	8	6	5	7	11	1	11	1	14	1	5	7	9	9	11	1	15	4	13	4	3	3	
271	75	39	12	14	23	44				10	54	KOWN FM	271	75	39	12	14	23	44				10	54	KOWN FM	1	7	3	7	2	5	1	1	1	5	3	1	3	4											
2222	821	233	35			294	102	46	10	10	642	KPRI	2222	821	233	35			294	102	46	10	10	642	KPRI	14	1	40	7	14	7	3	3		22	8	6	6	4	3	1	0	1	2	36	2				
2502	174	245	163	323	263	15	122	146	178	231	90	KSDO	2502	174	245	163	323	263	15	122	146	178	231	90	KSDO	15	9	8	6	15	4	15	5	35	5	36	0	1	2	7	9	13	6	18	4	27	0	5	1	
1427		142	152	205	137	15	132	165	161	115	50	KSON	1427		142	152	205	137	15	132	165	161	115	50	KSON	9	1			8	9	14	5	22	5	18	7	1	2	8	6	15	4	16	6	13	4	2	8	
870	75	116	70	73	57	44	122	55	141	67	21	KSON FM	870	75	116	70	73	57	44	122	55	141	67	21	KSON FM	5	5	3	7	7	3	6	7	8	0	7	8		3	4	7	9	5	1	14	5	7	8	1	2
276	25	26	12	40		15	20	37	41	19	12	KUOE	276	25	26	12	40		15	20	37	41	19	12	KUOE	1	8	1	2	1	6	1	1	4	4		1	2	1	3	3	5	4	2	2					
1133	50	168	187	47		132	153	146	80	38	57	KYXY	1133	50	168	187	47		132	153	146	80	38	57	KYXY	7	2	2	5	10	6	17	8	5	2		10	2	9	9	13	6	8	2	4	4	3	2		
234		39	12	14	34		31		10	48		KABC	234		39	12	14	34		31		10	48		KABC	1	5			2	5	1	1	1	5	4	7		2	0			1	0	5	6				
267		26	12	14	11	29	10	37	51	10	12	KBIG	267		26	12	14	11	29	10	37	51	10	12	KBIG	1	7			1	6	1	1	1	5	1	5	2	2		6	3	5	5	3	1	2			
235	25	26	12		23	29	51	18	10	29	12	*KBRT	235	25	26	12		23	29	51	18	10	29	12	*KBRT	1	5	1	2	1	6	1	1		3	1	2	2	3	3	1	7	1	0	3	4				
727	124	103	58	26	11	59	102	46	20	29	107	KFI	727	124	103	58	26	11	59	102	46	20	29	107	KFI	4	6	6	2	6	5	5	5	2	9	1	5	4	6	6	6	4	3	2	1	3	4	6	0	
267	124	12	12			15	20				44	KLOS	267	124	12	12			15	20				44	KLOS	1	7	6	2	3	3	1	1			1	2	1	3											
326	174	26	12		11	73		9			21	KMET	326	174	26	12		11	73		9		21	KMET	2	1	8	6	1	6	1	1		1	5	5	7			8										
1266	50	90	58	181	126	15	61	64	140	106	18	KNX	1266	50	90	58	181	126	15	61	64	140	106	18	KNX	8	1	2	5	5	7	5	5	19	9	17	2	1	2	4	0	6	0	14	4	12	4	1	0	
269	100	39	23			88	10				9	KRTH	269	100	39	23			88	10				9	KRTH	1	7	5	0	2	5	2	2			6	8		6											
273				54	23			9	80	19		XHER	273				54	23			9	80	19		XHER	1	7					5	9	3	1					8	8	2	2							
320	75	78	23	12		29	51	27			9	XHRM	320	75	78	23	12		29	51	27		9	XHRM	2	0	3	7	4	9	2	2	1	3		2	2		3	3	2	5								
2164	323	207	70	40	57	206	285	137	61	29	645	XTRA	2164	323	207	70	40	57	206	285	137	61	29	645	XTRA	13	8	16	0	13	0	6	7	4	4	7	8	15	9	18	5	12	8	6	3	3	4	36	3	
2324	697	245	35	12	11	367	132	82	41	10	663	XTRA FM	2324	697	245	35	12	11	367	132	82	41	10	663	XTRA FM	14	8	34	6	15	4	3	3	1	3	1	5	28	4	8	6	7	7	4	2	1	2	37	4	
TOTAL LISTENING IN METRO SURVEY AREA												14847	1966	1550	1003	885	685	1292	1518	1016	888	807	1753	94.5	97.5	97	5	95	5	97	1	93	7	99	9	98	6	94	9	91	5	94	3	98	8					

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

SAN FRANCISCO  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
209	2	2	8	20	26		4	17	33	38	2	KABL	205	2	2	8	19	26		4	15	33	37	2	KABL	3 0	3	2	1 6	4 5	7 2		6	3 4	8 0	8 2	4
193	1	10	6	25	18	3	4	20	22	39	1	KABL FM	182	1	10	6	24	18	3	4	15	21	36	1	KABL FM	2 7	2	1 2	1 2	5 6	5 0	5	6	3 4	5 1	8 0	2
78	13	17	5	1		11	24	3	2	1	1	KARA	73	13	16	4	1		11	21	3	2	1	1	KARA	1 1	2 1	1 9	8	2		1 8	3 1	7	5	2	2
163	2	10	12	15	14	5	12	23	20	20		KBAY	126	2	7	7	14	11	2	11	15	19	15		KBAY	1 9	3	8	1 4	3 3	3 1	3	1 6	3 4	4 6	3 3	
179	43	37	13	1		38	29	6	1	2	8	KBLX	177	43	36	13	1		38	28	6	1	2	8	KBLX	2 6	7 0	4 3	2 6	2		6 1	4 2	1 3	2	4	1 4
65	5	10	1	3		22	2	4	2		16	KBRG	62	3	9	1	3		22	2	4	2		16	KBRG	9	5	1 1	2	7		3 5	3	9	5		2 8
576	6	48	61	68	64	4	15	19	37	43	4	KCBS	473	5	41	55	57	56	3	13	15	20	36	3	KCBS	7 0	8	4 9	11 1	13 4	15 6	5	1 9	3 4	4 8	8 0	5
84	13	9	7	2	5	19	7	3	1	1	7	KCBS FM	77	13	9	7	2	5	19	6	3		1	7	KCBS FM	1 1	2 1	1 1	1 4	5	1 4	3 0	9	7		2 1 2	
115	11	12	6	7	4	10	16	8	9	8	13	KOIA	114	11	12	6	7	4	10	16	8	8	8	13	KOIA	1 7	1 8	1 4	1 2	1 6	1 1	1 6	2 4	1 8	1 9	1 8	2 3
41	1	2	4			2	5	6	2	7		KEAR	30	1	2	4			1	4	5	2	7		KEAR	4	2	2	8			2	6	1 1	5	1 5	
113	3	16	35	9	2	4	7	7	6	10	2	KEEN	112	3	15	35	9	2	4	7	7	6	10	2	KEEN	1 7	5	1 8	7 1	2 1	6	6	1 0	1 6	1 4	2 2	4
97	12	24	5			34	10	5			7	KEZR	97	12	24	5			34	10	5			7	KEZR	1 4	2 0	2 9	1 0			5 4	1 5	1 1			1 2
61	3	24	4	6		1	15	4	1	1	2	KFAT	53	3	21	3	5		1	14	4			2	KFAT	8	5	2 5	6	1 2		2	2 1	9			4
32	1	1	1	2		2	2	2	2	3		KFAX	28	1	1	1	1		1	2	2	3			KFAX	4	2	1	2		3	1	.4	5	7		
244	2	16	16	36	14	6	8	20	31	38	2	KFOG	236	2	15	15	36	14	6	7	20	30	37	2	KFOG	3 5	3	1 8	3 0	8 5	3 9	1 0	1 0	4 5	7 2	8 2	.4
427	55	47	23	7	11	73	64	27	8	8	95	KFRC	344	44	33	21	5	9	59	49	24	5	7	80	KFRC	5 1	7 2	4 0	4 3	1 2	2 5	9.4	7 3	5 4	1 2	1 5	14 1
834	18	47	62	64	93	4	26	54	88	106	6	KGO	628	17	35	51	48	70	2	21	43	63	87	4	KGO	9 3	2 8	4.2	10 3	11 3	19 5	3	3 1	9 7	15 2	19 2	7
25	2	2	2	2		6	1	2	1	1		*KIBE	24	2	2	2	1		6	1	2	1	1		*KIBE	4	3	2	4	2		1 0	1	4	2	2	
74	4	16	5	7	5	7	10	5	5	3		KOFC	71	4	16	5	7	4	7	10	4	5	3		KOFC	1 0	7	1 9	1 0	1 6	1 1	1 1	1 5	9	1 2	7	
99	6	18	7	9	5	13	11	7	6	4		TOTAL	95	6	18	7	8	4	13	11	6	6	4		TOTAL	1 4	1 0	2 1	1 4	1 8	1 1	2 1	1 6	1 3	1 4	9	
183	9	23	24	14	1	23	51	17	3	3	11	KIOI	170	9	23	21	10	1	23	49	17	3	3	11	KIOI	2 5	1 5	2 8	4 3	2 3	3	3 7	7 3	3 8	7	7	1 9
56	4	7		8		6	15	8			5	*KIQI	56	4	7		8		6	15	8			5	*KIQI	8	7	8		1 9		1 0	2 2	1 8			9
27	2	4	5	6		2	3	1	2		2	KJAZ	27	2	4	5	6		2	3	1	2		2	KJAZ	4	3	5	1 0	1 4		3	4	2	5		4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Average Quarter-Hour Listening Estimates

SAN FRANCISCO  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
56	2	2	3	7	3	1	3	5	4		KKHI	52	2	2	3	5	3	1	2	5	4		KKHI	.8	3	2	6	1.2	8	1	4	1.2	9					
70	11	5	4	7	7	3	6	5	7	6	KKHI FM	63	10	4	4	6	3	5	5	5	5	3	KKHI FM	.9	1.2	8	9	1.7	5	7	1.1	1.2	1.1					
126	2	13	8	11	10	3	7	8	12	10	TOTAL	115	2	12	7	9	9	3	6	7	10	9	TOTAL	1.7	.3	1.4	1.4	2.1	2.5	5	8	1.5	2.4	2.0				
77	29	19	1			6	2	1			19	KLIV	77	29	19	1		6	2	1		19	KLIV	1.1	4.7	2.3	.2		1.0	.3	.2		3.3					
113	7	10	9	5	1	18	25	14	11	4	4	KLOK	101	7	10	9	5	1	17	24	14	6	1	4	KLOK	1.5	1.1	1.2	1.8	1.2	3	2.7	3.6	3.1	1.4	.2	.7	
224	75	50	4		2	35	24	3	3		28	KMEL	214	70	49	4		2	33	23	3	3	27	KMEL	3.2	11.4	5.9	8		6	5.3	3.4	7	.7	4.7			
83	2	11	6	5	16		5	5	5	15	1	KMPX	82	2	10	6	5	16		5	5	5	15	1	KMPX	1.2	.3	1.2	1.2	1.2	4	5		7	1.1	1.2	3	.2
330	8	57	34	27	22	8	52	27	40	25	10	KNBR	230	8	41	19	14	17	5	37	20	30	20	7	KNBR	3.4	1.3	4.9	3.8	3.3	4	7	8	5.5	4.5	7.2	4.4	1.2
205	17	24	20	13	21	8	12	24	16	16	7	KNEW	204	17	24	20	12	21	8	12	24	16	16	7	KNEW	3.0	2.8	2.9	4.0	2.8	5.8	1.3	1.8	5.4	3.9	3.5	1.2	
163	2	3	12	21	8		11	10	31	19	2	KOIT	158	2	3	12	19	7		11	10	30	19	2	KOIT	2.3	.3	.4	2.4	4.5	1.9		1.6	2.2	7.2	4.2	.4	
171	48	26	5	3		21	12	2	1		53	KOME	169	47	26	5	3		21	12	2	1	52	KOME	2.5	7.7	3.1	1.0	.7		3.4	1.8	.4	.2		9.1		
36	11	10	1	3		9	1	1				KPEN	36	11	10	1	3		9	1	1			KPEN	.5	1.8	1.2	.2	.7		1.4	.1	.2					
31	7	9				9	3				3	KREO	31	7	9				9	3			3	KREO	.5	1.1	1.1				1.4	.4			.5			
128	30	31	19	2	2	11	8	3	4	2	14	KSAN	126	29	30	19	2	2	11	8	3	4	2	14	KSAN	1.9	4.7	3.6	3.8	.5	6	1.8	1.2	7	1.0	.4	2.5	
238	3	19	21	36	12	3	13	21	37	21	7	KSFO	214	2	19	20	33	11	3	11	13	33	19	7	KSFO	3.2	.3	2.3	4.0	7.7	3.1	5	1.6	2.9	8.0	4.2	1.2	
215	37	37	8	1	2	50	25	5	2	1	46	KSFX	213	37	37	8	1	2	50	25	5	2	1	45	KSFX	3.1	6.0	4.5	1.6	.2	6	8.0	3.7	1.1	5	.2	7.9	
91	34	12	3			10	4		1		27	KSJO	79	30	11	3		9	4				22	KSJO	1.2	4.9	1.3	.6			1.4	.6			3.9			
351	51	33	12	4	3	80	29	14	6	5	112	KSOL	346	49	33	12	4	3	79	29	14	6	5	110	KSOL	5.1	8.0	4.0	2.4	9	8	12.6	4.3	3.1	1.4	1.1	19.3	
26	3	3		8	1		3	2		3		KSRO	26	3	3		8	1		3	2		3		KSRO	.4	.5	.4		1.9	.3		.4	.4		.7		
102	20	11	7	2		17	18	10	2	1	13	KYA	98	18	11	7	2		16	18	10	2	1	12	KYA	1.4	2.9	1.3	1.4	.5		2.6	2.7	2.2	.5	2	2.1	
92	8	10	4	7		18	19	7	2	1	16	KYA FM	90	7	10	4	7		18	19	6	2	1	16	KYA FM	1.3	1.1	1.2	.8	1.6		2.9	2.8	1.3	.5	.2	2.8	
210	18	28	11	2	4	40	50	28	6	4	15	KYUU	198	18	28	11	2	4	34	49	24	5	4	15	KYUU	2.9	2.9	3.4	2.2	.5	1.1	5.4	7.3	5.4	1.2	.9	2.6	
24		2	1	1	4	2	1	3	6	2		KZST	24		2	1	1	4	2	1	3	6	2		KZST	.4		.2	.2	.2	1.1	.3	.1	.7	1.4	.4		
269	8	17	37	29	27	6	20	20	21	17	15	KRAK	47		3	12	2	12	2	1	4	2	3	3	KRAK	.7		.4	2.4	.5	3.3	.3	.1	.9	.5	.7	.5	

TOTAL LISTENING IN METRO SURVEY AREA    6769   614   829   494   426   359   626   669   445   415   452   569

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

SAN FRANCISCO  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
4155	59	137	190	498	454	31	90	424	577	589	79	KABL	4049	59	137	178	489	450	31	90	361	577	586	74	KABL	9.3	1.7	2.8	5.8	17.7	19.8	.9	1.9	11.5	20.1	23.7	1.5
3364	28	191	158	428	290	95	133	332	486	458	100	KABL FM	3136	28	181	158	413	274	95	133	270	463	431	100	KABL FM	7.2	.8	3.7	5.1	14.9	12.0	2.7	2.8	8.6	16.1	17.4	2.1
1388	184	269	117	42		249	288	111	40	16	72	KARA	1299	156	258	105	42		249	258	103	40	16	72	KARA	3.0	4.4	5.3	3.4	1.5		7.0	5.4	3.3	1.4	6	1.5
2719	50	140	259	254	233	111	169	309	285	303	38	KBAY	2096	50	112	167	241	189	52	159	245	241	202	38	KBAY	4.8	1.4	2.3	5.4	8.7	8.3	1.5	3.3	7.8	8.4	8.2	.8
2331	382	507	208	50	7	466	425	98	23	13	134	KBLX	2278	382	497	197	50	7	458	410	93	23	13	134	KBLX	5.3	10.7	10.2	6.4	1.8	.3	12.9	8.6	3.0	.8	.5	2.8
714	60	78	52	66		134	55	92	36		123	KBRG	704	55	76	52	66		134	55	92	33		123	KBRG	1.6	1.5	1.6	1.7	2.4		3.8	1.1	2.9	1.1		2.5
10217	218	1191	1000	1311	1043	149	525	622	582	846	191	KCBS	8441	190	1012	828	1121	885	109	471	505	467	665	173	KCBS	19.5	5.3	20.7	26.8	40.5	38.9	3.1	9.8	16.1	16.2	26.9	3.6
2150	239	267	67	131	97	293	293	118	73	69	255	KCBS FM	2001	239	267	67	127	93	266	278	96	68	69	255	KCBS FM	4.6	6.7	5.5	2.2	4.6	4.1	7.5	5.8	3.1	2.4	2.8	5.3
2469	239	262	102	127	143	266	268	141	165	108	419	KDIA	2455	234	262	102	127	143	266	268	141	159	108	416	KDIA	5.7	6.6	5.4	3.3	4.6	6.3	7.5	5.6	4.5	5.5	4.4	8.6
770	24	117	53	9	14	59	101	88	68	50	9	KEAR	567	24	117	46	9	6	35	70	71	64	44	9	KEAR	1.3	.7	2.4	1.5	.3	.3	1.0	1.5	2.3	2.2	1.8	.2
1573	78	209	203	154	88	105	180	152	116	81	92	KEEN	1559	78	195	203	154	88	105	180	152	116	81	92	KEEN	3.6	2.2	4.0	6.6	5.6	3.9	3.0	3.8	4.9	4.0	3.3	1.9
1375	249	272	42	7	6	313	241	44	6	2	184	KEZR	1353	249	266	42	7	6	304	241	39	6		184	KEZR	3.1	7.0	5.4	1.4	.3	3	8.6	5.0	1.2	.2		3.8
1109	49	301	171	87	11	80	187	70	27	34	74	KFAT	835	39	247	153	66		57	145	65	13		50	KFAT	1.9	1.1	5.1	5.0	2.4		1.6	3.0	2.1	.5		1.0
924	24	22	90	36	46		76	71	103	112	33	KFAX	829	24	22	90	36	27		70	71	103	103	33	KFAX	1.9	.7	.4	2.9	1.3	1.2		1.5	2.3	3.6	4.2	.7
3763	117	253	297	392	293	116	222	335	469	389	53	KFOG	3616	117	248	269	386	285	116	203	330	465	374	53	KFOG	8.3	3.3	5.1	8.7	13.9	12.5	3.3	4.2	10.5	16.2	15.1	1.1
9797	1096	1224	407	217	154	1422	1506	691	303	136	2307	KFRC	7397	821	848	318	173	93	1067	1178	520	172	95	1819	KFRC	17.1	23.0	17.3	10.3	6.2	4.1	30.1	24.6	16.6	6.0	3.8	37.5
10874	376	1034	891	980	1202	151	550	717	897	1008	282	KGO	8188	331	888	730	768	896	93	415	600	618	747	183	KGO	18.9	9.3	18.2	23.7	27.7	39.4	2.6	8.7	19.2	21.5	30.2	3.8
481	34	69	51	53	23	25	70	36	47	27		*KIBE	472	34	69	51	44	23	25	70	36	47	27		*KIBE	1.1	1.0	1.4	1.7	1.6	1.0	.7	1.5	1.1	1.6	1.1	
1603	133	315	133	99	90	120	307	129	83	55	31	KDFC	1541	133	315	133	90	69	109	307	117	83	55	25	KDFC	3.6	3.7	6.4	4.3	3.3	3.0	3.1	6.4	3.7	2.9	2.2	.5
1887	143	358	176	108	113	144	332	159	118	71	31	TOTAL	1825	143	358	176	99	92	133	332	147	118	71	25	TOTAL	4.2	4.0	7.3	5.7	3.6	4.0	3.7	6.9	4.7	4.1	2.9	.5
3642	312	518	405	154	35	524	965	186	117	52	338	KIOI	3521	312	518	393	126	35	524	921	174	117	52	338	KIOI	8.1	8.7	10.6	12.7	4.6	1.5	14.8	19.2	5.6	4.1	2.1	7.0
390	36	31	9	25		107	70	46			30	*KIQI	390	36	31	9	25		107	70	46		30	*KIQI	.9	1.0	.6	.3	.9		3.0	1.5	1.5			.6	
992	110	193	87	155	24	77	123	67	54	13	68	KJAZ	982	110	183	87	155	24	77	123	67	54	13	68	KJAZ	2.3	3.1	3.7	2.8	5.6	1.1	2.2	2.6	2.1	1.9	.5	1.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

SAN FRANCISCO  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1128	53	127	82	157	73	17	47	93	129	97	16	KKHI	1023	34	127	76	134	73	17	47	84	129	97	16	KKHI	2.4	1.0	2.6	2.5	4.8	3.2	5	1.0	2.7	4.5	3.9	.3	
1648	10	294	154	155	156	48	191	148	143	87	4	KKHI FM	1563	10	280	148	155	144	48	182	148	118	78	4	KKHI FM	3.6	3	5.7	4.8	5.6	6.3	1.4	3.8	4.7	4.1	3.2	.1	
2474	63	363	217	292	212	56	209	237	253	151	20	TOTAL	2290	44	349	211	269	200	56	200	228	228	142	20	TOTAL	5.3	1.2	7.1	6.8	9.7	8.8	1.6	4.2	7.3	7.9	5.7	.4	
1609	395	297	66	26		216	123	47	7	5	427	KLIV	1566	395	287	66	26		205	123	47	7	5	405	KLIV	3.6	11.1	5.9	2.1	.9		5.8	2.6	1.5	.2	.2	8.3	
2521	96	264	245	111	18	427	497	269	153	71	202	KLOK	2248	96	254	240	98	15	364	465	242	116	41	185	KLOK	5.2	2.7	5.2	7.8	3.5	7	10.3	9.7	7.7	4.0	1.7	3.8	
3803	976	737	104		54	611	408	42	83	16	750	KMEL	3707	949	713	104		54	596	398	42	83	13	733	KMEL	8.6	26.6	14.6	3.4		2.4	16.8	8.3	1.3	2.9	.5	15.1	
1523	39	198	79	116	243		113	137	101	224	68	KMPX	1438	39	157	74	116	239		103	125	101	224	68	KMPX	3.3	1.1	3.2	2.4	4.2	10.5		2.1	4.0	3.5	9.1	1.4	
6392	328	744	583	599	467	301	754	531	445	421	482	KNBR	4502	269	523	421	405	326	210	548	371	324	288	333	KNBR	10.4	7.5	10.7	13.7	14.6	14.3	5.9	11.4	11.8	11.3	11.6	6.9	
3714	117	385	453	308	267	212	301	448	355	214	223	KNEW	3539	101	365	434	272	263	203	291	448	346	204	223	KNEW	8.2	2.8	7.5	14.1	9.8	11.6	5.7	6.1	14.3	12.0	8.2	4.6	
2590	131	110	217	325	156	35	212	204	345	286	97	KOIT	2486	131	110	199	310	148	35	212	195	334	282	77	KOIT	5.7	3.7	2.2	6.5	11.2	6.5	1.0	4.4	6.2	11.6	11.4	1.6	
2812	697	433	51	39	6	417	198	25	36		910	KOME	2718	669	418	51	39	6	390	198	25	36		886	KOME	6.3	18.7	8.5	1.7	1.4	.3	11.0	4.1	.8	1.3		18.3	
424	122	97	26	18	6	89	44	16	6			KPEN	424	122	97	26	18	6	89	44	16	6			KPEN	1.0	3.4	2.0	.8	.7	.3	2.5	.9	.5	.2			
410	108	66	9			80	58	18			71	KREO	394	92	66	9			80	58	18		71	KREO	9	2.6	1.3	.3			2.3	1.2	.6			1.5		
3012	519	660	194	26	82	396	259	96	109	72	529	KSAN	2874	491	639	181	26	82	388	233	87	109	69	499	KSAN	6.6	13.7	13.1	5.9	.9	3.6	10.9	4.9	2.8	3.8	2.8	10.3	
5414	190	553	563	770	404	161	288	434	498	320	308	KSFO	4804	144	531	512	702	371	146	244	342	456	272	247	KSFO	11.1	4.0	10.9	16.6	25.4	16.3	4.1	5.1	10.9	15.9	11.0	5.1	
4031	633	630	159	55	31	860	485	113	96	31	892	KSFX	3976	624	630	159	55	31	849	480	113	96	31	881	KSFX	9.2	17.5	12.9	5.2	2.0	1.4	23.9	10.0	3.6	3.3	1.3	18.2	
2109	587	327	42	15		205	151	21	17	11	692	KSJO	1915	542	303	42	15		186	147	21	13	5	600	KSJO	4.4	15.2	6.2	1.4	.5		5.2	3.1	.7	.5	.2	12.4	
4001	413	400	240	83	67	760	401	239	107	81	1149	KSOL	3914	393	400	233	83	67	740	398	233	104	81	1123	KSOL	9.0	11.0	8.2	7.6	3.0	2.9	20.9	8.3	7.4	3.6	3.3	23.1	
364	21	22	9	53	7		24	44	31	40	29	KSRO	364	21	22	9	53	7		24	44	31	40	29	KSRO	.8	.6	.4	.3	1.9	.3		5	1.4	1.1	1.6	.6	
3446	625	297	187	103	21	579	518	304	120	22	566	KYA	3324	578	288	187	94	21	551	508	304	120	19	559	KYA	7.7	16.2	5.9	6.1	3.4	.9	15.5	10.6	9.7	4.2	.8	11.5	
2710	349	333	163	48	32	447	451	221	38	45	547	KYA FM	2570	304	310	150	48	32	441	432	204	33	45	540	KYA FM	5.9	8.5	6.3	4.9	1.7	1.4	12.4	9.0	6.5	1.1	1.8	11.1	
4221	486	589	256	46	35	853	827	322	142	61	433	KYUU	4012	486	566	256	46	31	779	787	268	128	61	433	KYUU	9.3	13.6	11.6	8.3	1.7	1.4	21.9	16.4	8.6	4.5	2.5	8.9	
262		5	22	20	36	8	15	23	54	35		KZST	262		5	22	20	36	8	15	23	54	35		KZST	.6		.1	.7	.7	1.6	.2	.3	.7	1.9	1.4		
3188	94	203	406	336	250	99	350	271	276	183	240	KRAK	706		31	112	52	73	46	26	48	55	37	102	KRAK	1.6		.6	3.6	1.9	3.2	1.3	5	1.5	1.9	1.5	2.1	

TOTAL LISTENING IN METRO SURVEY AREA    41335 3313 4743 2992 2659 2163 3445 4613 3005 2640 2335 4659    95.3 92.8 97.0 97.0 96.0 95.1 97.1 96.3 95.9 91.9 94.4 96.0

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

SAN JOSE  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
75	14	16	5	1		10	22	3	2	1	1	KARA	60	9	11	4	1		9	19	3	2	1	1	KARA	3.7	5.5	4.8	3.4	1.1		5.6	9.5	2.4	2.2	1.1	.7
157	2	10	10	14	14	5	12	18	22	22		KBAY	96	2	3	5	10	9	1	11	12	11	14		KBAY	5.9	1.2	1.3	4.2	11.0	12.3	.6	5.5	9.5	12.1	16.1	
99	3	16	25	9	1	4	7	7	6	8	2	KEEN	72	3	15	15	7	1	3	6	5	4	8	2	KEEN	4.4	1.8	6.5	12.6	7.7	1.4	1.9	3.0	4.0	4.4	9.2	1.4
97	12	24	5			34	10	5			7	KEZR	82	11	23	5			21	10	5			7	KEZR	5.1	6.7	10.0	4.2			13.0	5.0	4.0			4.8
58	3	21	3	6	1	1	15	4	1	1	2	KFAT	26	3	12	1	1			6	2			1	KFAT	1.6	1.8	5.2	8	1.1			3.0	1.6			.7
17	2	3	1	2		5	1		1	1		*KIBE	6	2			1			1			1		*KIBE	.4	1.2			1.1			.5			1.1	
37	3	9	2	1	3	5	5	1	2	3		KDFC	15	1	3	2	1	2	2	1	2	1	1		KDFC	.9	.6	1.3	1.7	2.7		1.0	.8	2.2	1.1	1.1	
54	5	12	3	3	3	10	6	1	3	4		TOTAL	21	3	3	2	1	2	3	1	2	2		TOTAL	1.3	1.8	1.3	1.7	1.1	2.7	1.5	.8	2.2	2.2	2.2		
65	20	17	1			5	3	1			18	KLIV	32	5	10	1		4	2	1			9	KLIV	2.0	3.0	4.3	.8			2.5	1.0	.8			6.2	
101	7	10	9	4	1	15	21	12	11	2	4	KLOK	72	6	4	8	1	1	12	17	12	6	1	4	KLOK	4.4	3.6	1.7	6.7	1.1	1.4	7.5	8.5	9.5	6.6	1.1	2.8
11	2	1	3					3	2			KNTA	11	2	1	3					3	2			KNTA	.7	1.2	.4	2.5				2.4	2.2			
168	46	25	6	1		20	13	2	1		54	KOME	88	20	14	1		12	4				37	KOME	5.4	12.1	6.1	.8			7.5	2.0				25.5	
37	11	11	1	3		9	1	1			24	KPEN	26	9	6	1	3	5	1	1				12	KPEN	1.6	5.5	2.6	.8	3.3	3.1	.5	.8				
86	33	11	4			9	4		1		24	KSJO	43	13	8			6	4				12	KSJO	2.6	7.9	3.5			3.7	2.0				8.3		
13		1	1	1	2			2	1	3		KXRX	11		1	1	1	2			2	1	2		KXRX	.7		.4	8	1.1	2.7			1.6	1.1	2.3	
97	1	1	5	10	13		2	11	21	13		KABL	40			2	3	7		1	4	8	6		KABL	2.5			1.7	3.3	9.6		.5	3.2	8.8	6.9	
90	1	1	4	18	7		4	6	9	22		KABL FM	14	1	1		2	2		1		2	3		KABL FM	.9	.6	.4		2.2	2.7		.5		2.2	3.4	
141	30	33	7	1		26	24	6	1	2	10	KBLX	28	7	9	1		3	5	1	1		1	KBLX	1.7	4.2	3.9	.8			1.9	2.5	.8	1.1		.7	
308	3	24	25	41	37	2	11	11	15	26	1	KCBS	78	1	9	7	14	9	2	4	5	9		KCBS	4.8	.6	3.9	5.9	15.4	12.3		1.0	3.2	5.5	10.3		
42	13	3		2	4	11	4	1		1	1	KCBS FM	7	3				2		1	1				KCBS FM	.4	1.8			2.7		.5	.8				

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

SAN JOSE  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
1310	188	237	117	42		230	268	100	40	16	72	KARA	1054	131	159	90	42		215	211	78	40	16	72	KARA	10.0	14.3	11.8	10.9	6.5		23.4	16.0	9.4	6.1	3.4	5.4
2444	32	131	196	222	236	75	172	255	284	308	23	KBAY	1277	4	64	112	140	122	19	130	159	141	174	8	KBAY	12.1	.4	4.8	13.5	21.7	28.1	2.1	9.9	19.2	21.7	37.1	.6
1467	84	204	176	152	57	102	181	132	111	66	92	KEEN	1026	53	147	130	107	25	71	167	60	48	54	92	KEEN	9.7	5.8	11.0	15.7	16.6	5.8	7.7	12.7	7.2	7.4	11.5	6.9
1342	260	231	42	7	6	307	243	44	6	3	184	KEZR	1169	198	207	42	7	6	244	227	39	6		184	KEZR	11.1	21.7	15.4	5.1	1.1	1.4	26.6	17.2	4.7	.9		13.9
979	49	270	136	85	14	52	175	72	27	19	60	KFAT	455	39	140	57	24		16	89	39	13		38	KFAT	4.3	4.3	10.4	6.9	3.7		1.7	6.8	4.7	2.0		2.9
350	37	75	33	39	6	15	55	8	28	27		*KIBE	188	10	11	17	29	6		41	8	12	27	*KIBE	1.8	1.1	.8	2.1	4.5	1.4		3.1	1.0	1.8	5.8		
876	92	202	86	48	24	72	187	36	34	39	9	KDFC	456	38	120	51	20	18	27	71	23	34	27	9	KDFC	4.3	4.2	8.9	6.2	3.1	4.1	2.9	5.4	2.8	5.2	5.8	.7
1055	102	249	110	57	30	87	197	44	50	55	9	TOTAL	542	48	120	60	29	24	27	81	31	34	43	9	TOTAL	5.1	5.3	8.9	7.2	4.5	5.5	2.9	6.2	3.7	5.2	9.2	.7
1452	361	257	62	23		199	129	47	7	5	362	KLIV	811	105	139	47	7		145	67	47	7	5	242	KLIV	7.7	11.5	10.4	5.7	1.1		15.8	5.1	5.7	1.1	1.1	18.2
2192	100	250	250	87	19	330	411	202	154	51	191	KLOK	1392	72	122	168	16	15	217	270	170	116	27	169	KLOK	13.2	7.9	9.1	20.3	2.5	3.5	23.7	20.5	20.5	17.8	5.8	12.7
141	40	10	28			8		40	15			KNTA	141	40	10	28			8		40	15			KNTA	1.3	4.4	.7	3.4			.9		4.8	2.3		
2625	633	393	54	16	6	389	170	27	38		899	KOME	1496	308	224	21	6	248	91		23		575	KOME	14.1	33.7	16.7	2.5		1.4	27.0	6.9		3.5		43.3	
427	125	98	26	18	6	87	45	16	6			KPEN	335	98	80	26	18	6	55	30	16	6			KPEN	3.2	10.7	6.0	3.1	2.8	1.4	6.0	2.3	1.9	.9		
1930	549	276	45	15		188	149	23	17	13	619	KSJO	946	211	135	12	15		95	102	8	13	5	350	KSJO	8.9	23.1	10.1	1.4	2.3		10.4	7.8	1.0	2.0	1.1	26.4
507		51	26	51	43	8	30	63	19	68	42	KXRK	433		51	26	33	43	8	30	63	19	54	37	KXRK	4.1		3.8	3.1	5.1	9.9	.9	2.3	7.6	2.9	11.5	2.8
2136	54	65	144	294	260	9	54	211	370	296	21	KABL	672		33	55	104	86	9	10	63	107	81	8	KABL	6.4		2.5	6.6	16.1	19.8	1.0	.8	7.6	16.4	17.3	.6
1616	35	42	82	245	143	9	122	102	213	244	39	KABL FM	351	20	33	9	45	37	9	30	11	41	56	6	KABL FM	3.3	2.2	2.5	1.1	7.0	8.5	1.0	2.3	1.3	6.3	11.9	.5
1870	268	428	108	40		401	358	89	17	12	124	KBLX	451	96	94	26			66	111	19	17		22	KBLX	4.3	10.5	7.0	3.1			7.2	8.4	2.3	2.6		1.7
5468	111	677	576	699	590	70	346	313	353	443	56	KCBS	1593	68	193	208	241	181	9	91	111	125	143	41	KCBS	15.1	7.4	14.4	25.1	37.3	41.7	1.0	6.9	13.4	19.2	30.5	3.1
1155	171	129	18	81	69	167	139	63	62	66	100	KCBS FM	312	78	38		25	18	25	20	19	27	16	37	KCBS FM	3.0	8.5	2.8		3.9	4.1	2.7	1.5	2.3	4.1	3.4	2.8

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

SAN JOSE  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
1606	114	189	40	128	42	185	187	90	108	33	263	KDIA	159	33	26		3	6	38	34	8	2		KDIA	1.5	3.6	1.9		5	1.4	4.1	2.6	1.0	3				
559	27	11	76	13	31		20	37	85	65	15	KFAX	201		11	25	13	6		4	24	36	22	15	KFAX	1.9		.8	3.0	2.0	1.4		.3	2.9	5.5	4.7	1.1	
2159	109	117	189	194	163	90	111	205	298	195	28	KFOG	783		48	87	92	62	31	88	71	97	81	28	KFOG	7.4		3.6	10.5	14.2	14.3	3.4	6.7	8.6	14.9	17.3	2.1	
3612	358	404	138	22	55	610	603	247	78	40	955	KFRC	1224	106	158	44	17	24	216	154	87	34	16	353	KFRC	11.6	11.6	11.8	5.3	2.6	5.5	23.6	11.7	10.5	5.2	3.4	26.6	
6216	306	558	601	672	630	67	314	471	449	570	106	KGO	1820	72	191	222	214	175	9	54	174	206	133	54	KGO	17.2	7.9	14.2	26.8	33.1	40.3	1.0	4.1	21.0	31.6	28.4	4.1	
2463	314	300	271	82	25	379	641	119	87	38	207	KIOI	871	105	138	69	32	6	90	225	71	19	24	92	KIOI	8.2	11.5	10.3	8.3	5.0	1.4	9.8	17.1	8.6	2.9	5.1	6.9	
500	37	29	57	70	19	9	48	37	56	30		KKHI	95	10	11	9	16		9		8	7	16	4	KKHI	.9	1.1	.8	1.1	2.5		1.0		1.0	1.1	3.4		
926	187	112	100	89	33	157	44	82	36	4		KKHI FM	289		65	26	22	21	18	61		26	24	4	KKHI FM	2.7		4.8	3.1	3.4	4.8	2.0	4.6		4.0	5.1	.3	
1279	37	198	160	153	108	33	171	81	130	60	4	TOTAL	345	10	76	26	38	21	18	61	8	26	35	4	TOTAL	3.3	1.1	5.7	3.1	5.9	4.8	2.0	4.6	1.0	4.0	7.5	3	
2282	710	318	50		16	464	221		47	12	424	KMEL	462	119	87	17			122	61		6		50	KMEL	4.4	13.0	6.5	2.1			13.3	4.6		9	3.8		
775	35	28	48	69	119		64	76	40	139	40	KMPX	255	20		26	34	39		10	32	22	22	20	KMPX	2.4	2.2		3.1	5.3	9.0		8	3.9	3.4	4.7	1.5	
2617	170	303	282	221	219	97	310	165	198	183	186	KNBR	791	23	111	107	56	31	31	181	91	34	38	48	KNBR	7.5	2.5	8.3	12.9	8.7	7.1	3.4	13.8	11.0	5.2	8.1	3.6	
1457	10	169	137	125	143	50	149	177	167	80	61	KNEW	409	10	43	43	55	18	18	55	47	52	24	13	KNEW	3.9	1.1	3.2	5.2	8.5	4.1	2.0	4.2	5.7	8.0	5.1	1.0	
1737	95	80	150	236	107	26	134	128	212	177	63	KOIT	676	10	37	52	132	80	9	61	32	75	81		KOIT	6.4	1.1	2.8	6.3	20.4	18.4	1.0	4.6	3.9	11.5	17.3		
1729	420	362	131	23	19	228	66	27	61	32	328	KSAN	421	77	78	38	7		43	20	19	12	11	116	KSAN	4.0	8.4	5.8	4.6	1.1		4.7	1.5	2.3	1.8	2.3	8.7	
2682	47	342	328	373	171	103	108	225	240	162	181	KSFO	951	20	124	142	171	62	18	64	71	65	44	69	KSFO	9.0	2.2	9.2	17.1	26.5	14.3	2.0	4.9	8.6	10.0	9.4	5.2	
2396	388	329	77	31	16	585	302	32	62	30	522	KSFX	685	120	105	9	31		122	148	3	13	5	129	KSFX	6.5	13.1	7.8	1.1	4.8		13.3	11.2	.4	2.0	1.1	9.7	
3040	376	373	139	16	34	649	359	151	61	44	809	KSOL	833	126	102	9	7	8	179	136	18	9		231	KSOL	7.9	13.8	7.6	1.1	1.1	1.8	19.5	10.3	2.2	1.4	17.4		
2074	455	131	128	60	16	297	358	139	77	10	350	KYA	456	50	43	17	7		109	100	58	12		60	KYA	4.3	5.5	3.2	2.1	1.1		11.9	7.6	7.0	1.8	4.5		
1703	261	182	99	49	33	279	273	98	34	26	354	KYA FM	383	82	22	17	10		102	51	16	12		71	KYA FM	3.6	9.0	1.6	2.1	1.5		11.1	3.9	1.9	1.8	5.3		
2607	296	334	185	36	33	482	522	246	61	30	309	KYUU	878	94	123	60	24		180	192	62	26	16	92	KYUU	8.3	10.3	9.2	7.2	3.7		19.6	14.6	7.5	4.0	3.4	6.9	

TOTAL LISTENING IN METRO SURVEY AREA	9987	854	1272	804	614	401	889	1260	774	614	440	1277		94.5	93.4	94.8	97.0	95.0	92.4	96.9	95.7	93.4	94.3	93.8	96.2
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Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
50		1	1	5	8	4	1	5	6	4		KAYO	47		1	1	5	8	4	1	5	3		KAYO	1.9		4	.6	3.2	6.8	1.9	.4	2.5	3.2	1.9			
51	5	5	2	3		5	16	3	1	3	5	KBIQ	35	4	3	2	3		4	8	2	1	1	5	KBIQ	1.4	1.6	1.1	1.1	1.9		1.9	2.8	1.0	.6	.6	2.1	
83	1	6	4	6	7		7	10	12	14		KBRD	55	1	6	2	5	3		4	9	5	10		KBRD	2.2	.4	2.2	1.1	3.2	2.5		1.4	4.5	3.2	6.3		
109	3	2	8	11	8	1	5	11	21	20	1	KEZX	89	3	2	6	10	5	1	5	7	20	17	1	KEZX	3.5	1.2	7	3.3	6.4	4.2	.5	1.8	3.5	12.8	10.6	.4	
37		3	1		1	3	4	7	5	10	1	*KGDN	23			1		1		4	6	3	5	1	*KGDN	.9			.6		8		1.4	3.0	1.9	3.1	.4	
120	6	16	9	2	2	28	20	10	3	1	20	KING	88	5	9	6	2	2	19	14	5	3	1	19	KING	3.5	2.0	3.3	3.3	1.3	1.7	9.0	4.9	2.5	1.9	6	7.8	
69	3	11	4	9	1	3	7	7	2	3	3	KING FM	62	3	11	3	7	1	3	6	5	2	2	3	KING FM	2.5	1.2	4.1	1.7	4.5	8	1.4	2.1	2.5	1.3	1.3	1.2	
316	7	24	37	29	38	3	15	20	25	33	3	KIRO	266	7	22	34	19	33	2	14	17	19	28	3	KIRO	10.6	2.9	8.1	18.8	12.1	28.0	.9	4.9	8.6	12.2	17.5	1.2	
207	84	20	5			22	9	2			1	62	KISW	182	71	16	5			21	8	2		1	56	KISW	7.3	29.1	5.9	2.8			10.0	2.8	1.0		6	23.0
94		1	6	11	13	5	1	3	13	14		KIXI	86			6	9	12	5	1	3	13	14		KIXI	3.4			3.3	5.7	10.2	2.4	.4	1.5	8.3	8.8		
94	8	8	5	8	4	15	13	5	7	6	4	KIXI FM	74	7	8	5	8	1	10	9	2	7	6	4	KIXI FM	2.9	2.9	3.0	2.8	5.1	.8	4.7	3.2	1.0	4.5	3.8	1.6	
150	17	34	6	2	2	19	22	9	3	1	34	KJR	130	15	32	5	2	2	17	20	5	2	1	28	KJR	5.2	6.1	11.9	2.8	1.3	1.7	8.1	7.0	2.5	1.3	.6	11.5	
86	4	5	13	12	2	10	5	12	10	5		KMPS	73	3	2	12	12	2	9	4	11	8	5		KMPS	2.9	1.2	.7	6.6	7.6	1.7	4.3	1.4	5.6	5.1	3.1		
88		6	18	13	6	3	3	13	16	5	3	KMPS FM	64		4	10	13	3	2	3	9	12	5	3	KMPS FM	2.5		1.5	5.5	8.3	2.5	.9	1.1	4.5	7.7	3.1	1.2	
87	21	7	4		1	12	10	5			26	KNBQ	72	18	6	4		1	8	9	4			21	KNBQ	2.9	7.4	2.2	2.2		.8	3.8	3.2	2.0		8.6		
255	8	20	16	33	20	6	16	34	21	23	5	KOMO	208	7	18	14	27	16	6	15	26	19	16	5	KOMO	8.3	2.9	6.7	7.7	17.2	13.6	2.8	5.3	13.1	12.2	10.0	2.1	
115	10	28	9			26	27	5	2	1	7	KPLZ	99	8	23	9			22	24	5		1	7	KPLZ	3.9	3.3	8.5	5.0			10.4	8.5	2.5		.6	2.9	
14	1	1				2	3	3			1	KRKO	14	1	1				2	3	3			1	KRKO	.6	.4	.4				9	1.1	1.5		.4		
9			3					3			1	KRPM	9			3					3		1		KRPM	.4			1.9				1.5		.6			
32	2	1		1	10	2	3		3	8	2	KRPM FM	26	2	1		1	8	1	3		2	6	2	KRPM FM	1.0	.8	.4		.6	6.8	5	1.1		1.3	3.8	.8	
146	2	4	9	11	9	2	16	23	13	21	3	KSEA	120	1	3	8	10	8	1	16	22	10	14	3	KSEA	4.8	.4	1.1	4.4	6.4	6.8	.5	5.6	11.1	6.4	8.8	1.2	
61	6	8	2	4	1	5	19	9	3		4	KTAC	58	6	8	2	4		4	19	8	3		4	KTAC	2.3	2.5	3.0	1.1	2.5		1.9	6.7	4.0	1.9	1.6		
20		1		5	1			1	1	6		KTNT	20		1		5	1				1	1	6	KTNT	.8		4		3.2	.8			5	.6	3.8		
70	1	4	8	3	4	1	8	9	10	9	1	KVI	60	1	3	8	3	3	1	7	8	8	7	1	KVI	2.4	.4	1.1	4.4	1.9	2.5	.5	2.5	4.0	5.1	4.4	.4	
17			4		1	1	2	1	4	1		KWYZ	17			4		1	1	2	1	4	1		KWYZ	7			2.2		8	.5	.7	.5	2.6	.6		
57	1	15	7			5	23	2		1	2	KXA	45	1	14	5			5	16	1		1	1	KXA	1.8	4	5.2	2.8			2.4	5.6	5		6	.4	
22	4	1		1		5	5				6	KYAC	21	4	1		1		5	4				6	KYAC	.8	1.6	.4		6		2.4	1.4			2.5		
132	23	10	3	1		28	16	6	1	2	42	KYYX	108	15	7	3			25	16	4		2	36	KYYX	4.3	6.1	2.6	1.7			11.8	5.6	2.0		1.3	14.8	
99	8	32	4			11	35	6			3	KZAM FM	91	8	28	4			11	31	6			3	KZAM FM	3.6	3.3	10.4	2.2			5.2	10.9	3.0		1.2		
19	6	2		1		3		1			6	KZOK	17	6	2		1		3					5	KZOK	.7	2.5	.7		.6		1.4				2.1		
81	25	15	4			10	2	2			23	KZOK FM	72	25	14	2			9	2	1			19	KZOK FM	2.9	10.2	5.2	1.1			4.3	7	5		7.8		
14				2	2				1	1		KGO	10				1	2				1	1		KGO	4			6	1.7				.6	.6			

TOTAL LISTENING IN METRO SURVEY AREA 2510 244 270 181 157 118 211 284 198 156 160 243

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

SEATTLE-EVERETT-TACOMA  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17													
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64														
842	17	58	40	46	73	31	37	103	81	94	67	KAYD	786	17	58	40	46	73	31	37	85	73	87	67	KAYD	46	1.1	3.0	3.2	4.7	9.0	21	2.0	6.9	7.4	10.1														
775	54	108	59	29		86	128	52	43	44	67	KBIQ	519	33	81	41	16		64	101	28	25	25	67	KBIQ	3.1	2.1	4.2	3.3	1.6		4.4	5.3	2.3	2.5	2.9	3.4													
1196	17	47	122	118	109	31	149	142	124	116	13	KBRO	856	17	47	82	101	55	31	111	105	82	81		KBRO	50	1.1	2.4	6.6	10.3	6.8	2.1	5.9	8.6	8.3	9.4														
1440	51	34	81	148	101	61	82	182	234	187	31	KEZX	1170	51	34	51	138	72	48	82	142	219	135	31	KEZX	69	3.3	1.7	4.1	14.0	8.9	3.3	4.3	11.6	22.1	15.7	1.6													
536	37	75			18	21	112	85	59	67	23	*KGON	347			60		18		74	57	33	56	10	*KGON	20			4.9		2.2		3.9	4.6	3.3	6.5														
3302	275	330	197	59	54	760	510	150	100	80	550	KING	2477	240	302	121	46	54	556	368	85	90	56	439	KING	146	15	3	15	5	9.8	4.7	6.6	37.9	19.4	6.9	9.1	6.5	22.0											
1553	164	237	149	98	50	101	184	158	86	66	88	KING FM	1308	118	218	119	85	28	79	163	134	81	47	88	KING FM	7.7	7.5	11.2	9.6	8.6	3.4	5.4	8.6	10.9	8.2	5.5	4.4													
5651	241	518	587	486	547	201	374	457	334	422	269	KIRO	4692	221	571	491	364	451	158	322	360	302	333	185	KIRO	276	14	1	29	4	39.7	37.0	55.5	10.8	17.0	29.3	30.5	38.7	9.3											
2590	734	338	57	16		340	176	56	16	8	823	KISW	2258	664	281	40	16		319	139	37	16	8	712	KISW	13.3	42.3	14.5	3.2	1.6		21.8	7.3	3.0	1.6															
1292	17	22	104	118	171	16	36	84	182	140	42	KIXI	1176	17	11	89	108	142	16	36	75	177	134	42	KIXI	69	1.1	6	7	2	11.0	17.5	1.1	1.9	6.1	17.9	15.6	2.1												
1667	170	201	96	92	80	224	233	103	89	54	166	KIXI FM	1294	134	174	70	92	36	189	164	84	73	47	117	KIXI FM	76	8	5	9	0	5.7	9.3	4.4	12.9	8.6	6.8	7.4	5.5	5.9											
3584	380	518	201	54	18	542	450	170	101	40	950	KJR	3052	290	555	171	54	18	491	386	113	83	40	799	KJR	18.0	18.5	28.6	13.8	5.5	2.2	33.5	20.3	9.2	8.4	4.7	40.0													
1400	54	90	197	172	54	97	112	216	159	120	35	KMPS	1078	33	57	150	145	54	62	82	190	115	102	23	KMPS	6.3	2.1	2.9	12.1	14.7	6.6	4.2	4.3	15.5	11.6	11.9	1.2													
1327	20	114	165	171	78	92	83	224	190	66	72	KMPS FM	992		93	100	154	54	79	83	153	156	55	46	KMPS FM	58		4.8	8.1	15.7	6.6	5.4	4.4	12.5	15.8	6.4	2.3													
1404	228	134	53	15	9	265	133	67	16	8	463	KNBQ	1149	188	106	50	15	9	208	121	38	16	8	377	KNBQ	68	12	0	5.5	4.0	1.5	1.1	14.2	6.4	3.1	1.6														
4359	173	393	414	433	406	181	353	379	312	353	131	KOMO	3468	152	325	303	326	333	141	314	305	270	223	101	KOMO	204	9	7	16.7	24.5	33.1	41.0	9.6	16.6	24.9	27.3	25.9	5.1												
1720	222	336	61	16		376	324	57	25	68	198	KPLZ	1554	201	315	61	16		316	296	49	17	48	198	KPLZ	9.2	12.8	16.2	4.9	1.6		21.6	15.6	4.0	1.7	5.6	9.9													
295	18	25	11		10	84	19	10	26		57	KRKO	295	18	25	11		10	84	19	10	26		57	KRKO	1.7	1.1	1.3	9		1.2	5.7	1.0		8	2.6														
156		24		24	9		9	29		16	12	KRPM	156		24		24	9		9	29		16	12	KRPM	9		1.2		2.4	1.1		5	2.4																
417	33	57	10	24	47	44	55		55	43	21	KRPM FM	323	33	46	10	24	27	31	55		25	31	21	KRPM FM	1.9	2.1	2.4	8	2.4	3.3	2.1	2.9		2.5	3.6	1.1													
2009	59	115	157	208	141	60	194	225	204	216	98	KSEA	1609	35	81	142	186	126	47	166	191	173	142	87	KSEA	9.5	2.2	4.2	11.5	18.9	15.5	3.2	8.8	15.6	17.5	16.5	4.4													
1358	172	221	82	24	13	344	206	81	8	8	199	KTAC	1224	172	201	82	24		257	206	67	8	8	199	KTAC	7.2	11.0	10.3	6.6	2.4		17.5	10.9	5.5	8															
288		24		47	27		9	19	8	57		KTNT	288		24		47	27		9	19	8	57		KTNT	1.7		1.2		4.8	3.3		5	1.5	8	6.6														
1822	50	169	161	115	107	96	181	183	171	161	75	KVI	1610	50	151	161	86	82	96	174	161	145	144	75	KVI	9.5	3.2	7.8	13.0	8.7	10.1	6.5	9.2	13.1	14.6	16.7	3.8													
338	18	12	53	8	10	34	29	40	26	25		KWVZ	338	18	12	53	8	10	34	29	40	26	25		KWVZ	2.0	1.1	6	4.3	8	1.2	2.3	1.5	3.3	2.6	2.9														
1008	50	205	177	21	27	94	210	96	25	16	43	KXA	844	50	195	130	8	27	94	173	57	25	16	33	KXA	5.0	3.2	10.0	10.5		8	3.3	6.4	9.1	4.6	2.5	1.9	1.7												
376	34	35		15		95	49	19	8	8	77	KYAC	340	34	35		15		95	36	19	8	8	67	KYAC	2.0	2.2	1.8		1.5		6.5	1.9	1.5		8	9	3.4												
2636	422	254	110	21		462	296	139	45	24	840	KYYX	2192	342	184	90			416	276	115	24	24	698	KYYX	12.9	21.8	9.5	7.3			28.4	14.5	9.4	2.4	2.8	35.0													
1397	168	470	60			189	315	101		16	68	KZAM FM	1300	168	430	60			189	284	85		16	58	KZAM FM	7.7	10.7	22.1	4.9			12.9	15.0	6.9		1.9	2.9													
772	227	84	10	8		108	29	56	13	16	211	KZOK	678	203	82	10	8		95	29	37		16	188	KZOK	4.0	12.9	4.2	8	8		6.5	1.5	3.0		1.9	9.4													
2132	643	358	72		9	277	104	88	32		549	KZOK FM	1885	598	326	40		9	255	103	47	24		483	KZOK FM	11.1	38.1	16.8	3.2		1.1	17.4	5.4	3.8	2.4															
389	17	18	35	43	36		13		12	40		KGO	233	17		10	16	36								KGO	1.4	1.1		8	1.6	4.4				8	4.7													

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64						
8	2							1	2			*KASO	8	2						1	2			*KASO	2.0	5.7																
60		2	1	1	2		4	4	9	9	9	*KCIJ	45		2	1	1			4	4	5	5	9	*KCIJ	11.0		4.5	4.2	5.0	6.7		9.3	10.8	23.8	15.6	16.4					
47	2	2	2	4	4	2	3	6	5	5		KCOZ	45	2	1	2	4	3	2	3	6	5	5		KCOZ	11.0	5.7	2.3	8.3	20.0	20.0	6.3	7.0	16.2	23.8	15.6						
86	6	13	2	4	3	9	18	8	2	4	12	KEEL	53	4	12	2	1	2	4	13	5	1	2	6	KEEL	13.0	11.4	27.3	8.3	5.0	13.3	12.5	30.2	13.5	4.8	6.3	10.9					
10		1				1	4			1	2	1	KEPT	4						1		1	1	1	KEPT	1.0							2.3		4.8	3.1	1.8					
7		3					1				1		*KFLO	4		3					1				*KFLO	1.0		6.8					2.3									
2			1				1						*KJOE	2			1				1				*KJOE	.5			4.2				2.3									
43	12	5	1	1		5	2	5			12	KMBQ	35	10	5	1			5	2	2		10	KMBQ	8.6	28.6	11.4	4.2			15.6	4.7	5.4				18.2					
85	8	8	3	3	2	12	12	5	3	2	20	KOKA	73	8	7	3	3	2	12	9	5	2	1	18	KOKA	17.8	22.9	15.9	12.5	15.0	13.3	37.5	20.9	13.5	9.5	3.1	32.7					
31		6	5	3		3	2	1	1	6	1	KRMO	31		6	5	3		3	2	1	1	6	1	KRMO	7.6		13.6	20.8	15.0		9.4	4.7	2.7	4.8	18.8	1.8					
62	3	5	10	4	3	3	5	10	2	6	4	KRMO FM	35	3	3	5	2	3	1	3	6	2	4	1	KRMO FM	8.6	8.6	6.8	20.8	10.0	20.0	3.1	7.0	16.2	9.5	12.5	1.8					
43	10	3			1	9	3	3			11	KROK	25	5	2				5	2	3			8	KROK	6.1	14.3	4.5			15.6	4.7	8.1				14.5					
113	3	7	11	8	6		4	6	10	10	1	KWKH	41	1	3	3	5	3		2	3	2	5	1	KWKH	10.0	2.9	6.8	12.5	25.0	20.0		4.7	8.1	9.5	15.6	1.8					
TOTAL LISTENING IN METRO SURVEY AREA												409	35	44	24	20	15	32	43	37	21	32	55																			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																																			
TCT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %																						
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %																	
73	5	3		3	9		4	13	6	9		*KASO	73	5	8		3	9		4	13	6	9		*KASO	2.5	2.3	2.9		1.9	6.1		1.3	5.7	3.3	5.0																							
526		15	23	26	25	25	42	33	57	47	91	*KCIJ	420		15	23	26	12	25	22	33	41	34	83	*KCIJ	14.4		5.4	11.6	16.3	8.2	11.0	7.2	14.5	22.5	18.9	20.9																						
707	23	66	34	46	68	50	75	61	61	70	24	KCOZ	614	23	34	34	46	48	36	75	61	57	59	24	KCOZ	21.0	10.6	12.2	17.1	28.8	32.7	15.8	24.6	26.9	31.3	32.8	6.0																						
1489	106	186	79	49	52	182	229	78	82	72	268	KEEL	853	55	132	69	30	22	90	136	57	36	47	151	KEEL	29.2	25.3	47.3	34.7	18.8	15.0	39.5	44.6	25.1	19.8	26.1	38.0																						
162	5	24		4	4	16	37	12	15	23	11	KEPT	109	5	5		4	4	4	24	12	15	14	11	KEPT	3.7	2.3	1.8		2.5	2.7	1.8	7.9	5.3	8.2	7.8	2.8																						
110	6	5			4		13	13	7	22		*KFLO	79	6	5			4		13	13	7	13		*KFLO	2.7	2.8	1.8			2.7		4.3	5.7	3.8	7.2																							
79			5		7		10		2	17		*KJOE	48			5		7		10		2	9		*KJOE	1.6			2.5	4.8		3.3		1.1	5.0																								
404	77	73	17	14		46	34	19	10		95	KMBQ	322	64	73	17	3		46	34	12	10		63	KMBQ	11.0	29.5	26.2	8.5	1.9		20.2	11.1	5.3	5.5		15.9																						
865	78	82	46	36	26	89	110	60	53	40	173	KOKA	770	78	67	46	36	26	89	88	60	48	19	161	KOKA	26.4	35.9	24.0	23.1	22.5	17.7	39.0	28.9	26.4	26.4	10.6	40.6																						
432	13	33	48	21	17	27	24	44	25	53	34	KRMD	398	13	33	48	21	17	27	24	37	21	53	34	KRMD	13.6	6.0	11.8	24.1	13.1	11.6	11.8	7.9	16.3	11.5	29.4	8.6																						
854	50	79	104	67	24	72	83	83	29	54	60	KRMD FM	480	23	34	63	37	24	33	48	66	23	41	19	KRMD FM	16.4	10.6	12.2	31.7	23.1	16.3	14.5	15.7	29.1	12.6	22.8	4.8																						
807	183	59	22	6	13	169	65	25	7	25	192	KROK	380	64	44	22	6		72	30	16	7		112	KROK	13.0	29.5	15.8	11.1	3.8		31.6	9.8	7.0	3.8		28.2																						
1443	95	107	94	128	124	39	95	78	111	140	43	KWKH	668	26	40	56	59	60	15	45	43	48	73	32	KWKH	22.9	12.0	14.3	28.1	36.9	40.8	6.6	14.8	18.9	26.4	40.6	8.1																						
TOTAL LISTENING IN METRO SURVEY AREA												2787	211	268	194	150	135	208	300	227	179	173	389													95.5	97.2	96.1	97.5	93.8	91.8	91.2	98.4	99.9	98.4	96.1	98.0												

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
35	2	2	3	1	3	5	4	3	5	4		KDRK	14	2	2	1		3	2	2	1	1		KDRK	3.2	5.0	5.1	2.9		13.0	5.3	4.7	2.8	3.6				
38		2	4	2	3	3	2	5	2	4	1	KEZE	34		2	4	1	2	3	2	5	2	4	1	KEZE	7.9		5.1	11.8	5.3	8.7	7.9	4.7	13.9	7.1	12.9	2.2	
58	3	4	8	4	8	1	3	5	6	9	3	KGA	28	1	3	2	2	2	1	2	3	5	3	1	KGA	6.5	2.5	7.7	5.9	10.5	8.7	2.6	4.7	8.3	17.9	9.7	2.2	
60		4	7	6	4	1	8	6	5	4	4	KHQ	34		2	3	4	3		3	6	4	3		KHQ	7.9		5.1	8.8	21.1	13.0		7.0	16.7	14.3	9.7		
66	6	8	1		1	11	9	1	1	1	24	*KHQ FM	32	3	4	1			6	6		1	9	*KHQ FM	7.4	7.5	10.3	2.9			15.8	14.0			3.2	20.0		
2							2					KICN	2							2					KICN	.5							4.7					
72	6	11	2	1		18	7	3	1	1	21	KJRB	57	5	7	2	1		13	4	2	1	1	20	KJRB	13.2	12.5	17.9	5.9	5.3		34.2	9.3	5.6	3.6	3.2	44.4	
22	6	2	1			6	2				1	4	KREM	21	6	2	1			5	2			1	4	KREM	4.9	15.0	5.1	2.9			13.2	4.7			3.2	8.9
53	23	10	1	1		6	3				1	8	KREM FM	43	18	9		1		5	2			1	7	KREM FM	10.0	45.0	23.1		5.3		13.2	4.7			3.2	15.6
29				3	2	1		1	2	7		*KSPO	29				3	2	1		1	2	7		*KSPO	6.7				15.8	8.7	2.6		2.8	7.1	22.6		
3							1		1			*KUDY	2							1					*KUDY	.5							2.3					
22	1	3	4	1	2		1	2	1	1	1	KXLY	18	1	3	4	1	1		1	2	1		1	KXLY	4.2	2.5	7.7	11.8	5.3	4.3		2.3	5.6	3.6		2.2	
63		1	4	4	7	3	6	6	8	12	1	KXLY FM	36		1	3	2	3		6	6	3	4	1	KXLY FM	8.4		2.6	8.8	10.5	13.0		14.0	16.7	10.7	12.9	2.2	
19	1		4	1	3			2	3	1		*KXXR	17	1		4	1	1			2	3	1		*KXXR	3.9	2.5		11.8	5.3	4.3			5.6	10.7	3.2		
6			2				1	3				*KZUN	6			2				1	3				*KZUN	1.4			5.9				2.3	8.3				
33	2	2	1	3	3	2	4	3	6	2		KZUN FM	23	2	1	1	2	3	2	4	1	2	2		KZUN FM	5.3	5.0	2.6	2.9	10.5	13.0	5.3	9.3	2.8	7.1	6.5		
TOTAL LISTENING IN METRO SURVEY AREA												431	40	39	34	19	23	38	43	36	28	31	45															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
465	39	54	53	24	29	46	57	46	31	34	9	KDRK	236	34	40	20	5	19	26	29	26	6	15		KDRK	8.4	13.9	15.3	10.9	3.2	12.6	10.6	10.9	13.5	3.6	9.1											
497	8	31	25	39	40	20	50	39	34	55	34	KEZE	421	8	31	20	33	31	20	44	39	29	44	23	KEZE	15.0	3.3	11.8	10.9	20.9	20.5	8.2	16.5	20.2	17.2	26.8	6.6										
1086	58	124	106	96	79	44	103	111	99	53	102	KGA	530	34	40	41	45	39	33	53	51	50	33	31	KGA	18.8	13.9	15.3	22.4	28.5	25.8	13.5	19.9	26.4	29.6	20.1	8.9										
1028	37	110	107	66	67	28	83	78	79	64	82	KHQ	606	17	62	61	52	43	7	44	51	62	44	39	KHQ	21.6	6.9	23.7	33.3	32.9	28.5	2.9	16.5	26.4	36.7	26.8	11.2										
1227	137	175	21	24	26	189	133	29	31	32	348	*KHO FM	674	68	80	14	5	8	113	87	17	19	25	186	*KHO FM	24.0	27.8	30.5	7.7	3.2	5.3	46.1	32.6	8.8	11.2	15.2	53.6										
64	8	4				7	29				4	KICN	64	8	4				7	29				4	KICN	2.3	3.3	1.5				2.9	10.9				1.2										
1101	113	118	52	26	15	199	135	63	47	7	296	KJRB	856	93	84	41	22	15	152	82	51	34	7	245	KJRB	30.4	38.0	32.1	22.4	13.9	9.9	62.0	30.7	26.4	20.1	4.3	70.6										
578	76	80	27	8	12	143	53	13	12	4	118	KREM	490	76	80	27		12	113	53	13	7	4	78	KREM	17.4	31.0	30.5	14.8		7.9	46.1	19.9	6.7	4.1	2.4	22.5										
765	181	118	27	11	8	127	52	20	27	18	152	KREM FM	564	127	98	7	6	8	99	39	13	20	18	117	KREM FM	20.1	51.8	37.4	3.8	3.8	5.3	40.4	14.6	6.7	11.8	11.0	33.7										
461	8	31	20	42	50	20	15	21	33	66	8	*KSPO	461	8	31	20	42	50	20	15	21	33	66	8	*KSPO	16.4	3.3	11.8	10.9	26.6	33.1	8.2	5.6	10.9	19.5	40.2	2.3										
52		4		5			15	4	8			*KUDY	47		4		5			15	4	3			*KUDY	1.7		1.5		3.2			5.6	2.1	1.8												
501	42	91	50	39	30	21	39	13	45	19	24	KXLY	349	42	67	41	27	12		29	13	29	7	16	KXLY	12.4	17.1	25.6	22.4	17.1	7.9		10.9	6.7	17.2	4.3	4.6										
760	8	27	67	61	61	52	53	89	87	78	31	KXLY FM	472	8	27	47	33	31	13	53	64	48	33	19	KXLY FM	16.8	3.3	10.3	25.7	20.9	20.5	5.3	19.9	33.2	28.4	20.1	5.5										
198	8	4	27	9	32		5	13	34	27		*KXXR	171	8	4	27	9	19		5	13	29	22		*KXXR	6.1	3.3	1.5	14.8	5.7	12.6		1.9	6.7	17.2	13.4											
126		9	20	18	12		5	13	17	7		*KZUN	121		9	20	18	12		5	13	12	7		*KZUN	4.3		3.4	10.9	11.4	7.9		1.9	6.7	7.1	4.3											
502	39	51	33	45	27	59	62	42	45	32		KZUN FM	343	34	27	20	27	19	40	49	26	20	25		KZUN FM	12.2	13.9	10.3	10.9	17.1	12.6	16.3	18.4	13.5	11.8	15.2											
TOTAL LISTENING IN METRO SURVEY AREA												2592	203	253	169	144	139	238	262	188	158	149	339													92.2	82.9	96.6	92.3	91.1	92.1	97.1	98.1	97.4	93.5	90.9	97.7

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
13		2	4		2		1			2		*WACE	13		2	4		2		1		2		*WACE	1.5		2.5	8.2		3.2		1.2			3.1		
79	11	6	2			20	5	4			31	WAQY	59	9	4	2			13	3	3		25	WAQY	6.8	10.6	5.0	4.1			14.3	3.7	4.1		39.1		
8					1	1	1			1		*WARE	8				1	1	1			1		*WARE	.9				1.6	1.1	1.2			1.5			
18		1	1	4				4	3	3		WHMP	16			1	1	4			4	3	2	WHMP	1.8		2.0	2.4	6.5		5.4	5.6	3.1				
19	3	1				5	4	1	1		4	WHMP FM	12	1	1			4	2	1		3	WHMP FM	1.4	1.2	1.3			4.4	2.5	1.4		4.7				
101	13	20	6	4	2	10	16	9	8	2	9	WHYN	100	13	20	6	4	2	9	16	9	8	2	9	WHYN	11.5	15.3	25.0	12.2	9.5	3.2	9.9	19.8	12.2	14.8	3.1	14.1
130	2	6	8	10	11	4	10	18	7	17	3	WHYN FM	122	1	6	7	10	10	3	10	16	7	16	3	WHYN FM	14.0	1.2	7.5	14.3	23.8	16.1	3.3	12.3	21.6	13.0	24.6	4.7
31		1	8	5	1		5	8	3			WIXY	31		1	8	5	1		5	8	3		WIXY	3.6		1.3	16.3	11.9	1.6		6.2	10.8	5.6			
3										1		*WLDM	3										1	*WLDM	.3									1.5			
81			2	8	18		1	1	8	15		WMAS	81			2	8	18		1	1	8	15	WMAS	9.3		4.1	19.0	29.0		1.2	1.4	14.8	23.1			
99	9	15	5	2	7	17	14	14	7	3	3	WMAS FM	92	8	14	4	2	4	17	14	13	7	3	3	WMAS FM	10.6	9.4	17.5	8.2	4.8	6.5	18.7	17.3	17.6	13.0	4.6	4.7
29			1		10		1		1	11		*WREB	29			1		10		1		11		*WREB	3.3		2.0		16.1		1.2		1.9	16.9			
26		4	2	2	4		4	1	1	2		WSPR	25		4	2	1	4		4	1	1	2	WSPR	2.9		5.0	4.1	2.4	6.5		4.9	1.4	1.9	3.1		
5			1					3	1			*WTTT	5			1							1	*WTTT	.6		2.0				4.1	1.9					
33	14	3				9					7	WAAF	24	7	3				9				5	WAAF	2.8	8.2	3.8			9.9				7.8			
76	34	8	1			15	3	1	3		11	WCCC FM	66	29	7	1			14	1	1	3	10	WCCC FM	7.6	34.1	8.8	2.0		15.4	1.2	1.4	5.6		15.6		
5		1				1	1	2				WDRC	-1											WDRC													
14	1	2	1			7					3	WDRC FM	8		2				4				2	WDRC FM	.9		2.5				4.9			3.1			
24	3	7	1			4	2				7	WHCN	16	1	5	1			4	2			3	WHCN	1.8	1.2	6.3	2.0		4.4	2.5			4.7			
15		2	2	1		4	5	1				WIOF	6		1				4	1				WIOF	.7		1.3			4.4	1.2						
6	4	2										WKCI	5	4	1									WKCI	.6	4.7	1.3										
18		3	1			1	3	1	2			WKSS	11								2	1	2	WKSS	1.3						2.7	1.9	3.1				
46	2	2	1	2		2	2	6	3			WRCH	27	2	1	1	2		2	1	3	2	WRCH	3.1	2.4	1.3	2.0	4.8		2.5	1.4	5.6	3.1				
5			1					2	2			WSRS	4			1					1	2		WSRS	.5		2.0				1.4	3.7					
70	2	1	5	9	5	1	4	5	7	6	1	WTIC	37	1		3	6	2	1	3	3	2	3	WTIC	4.3	1.2		6.1	14.3	3.2	1.1	3.7	4.1	3.7	4.6		
19	2	2		1		1	1	2		5	1	WTIC FM	9	2	1				1		1		1	1	WTIC FM	1.0	2.4	1.3			1.1		1.4		1.5	1.6	
21		2	1			11	6		1			WWYZ	12		1	1			5	4		1		WWYZ	1.4		1.3	2.0		5.5	4.9		1.9				
TOTAL LISTENING IN METRO SURVEY AREA													869	85	80	49	42	62	91	81	74	54	65	64													

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

SPRINGFIELD MA  
OCT/NOV 1989

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
247	17	19	22	5	43		21	5	26	29		*WACE	242	17	19	22	5	43		21	5	26	29		*WACE	4.9	3.8	4.3	6.9	1.7	16.5		4.7		8.0	9.7	
1488	184	169	44	21	15	257	124	83	40	22	529	WAQY	1143	131	130	28	16	15	206	87	56	40	22	412	WAQY	23.0	29.0	29.1	8.8	5.3	5.7	41.7	19.6	16.6	12.3	7.3	68.9
117		6		13	21	9	16	7	6	22		*WARE	117		6		13	21	9	16	7	6	22		*WARE	2.4		1.3		4.3	8.0	1.8	3.6	2.1	1.9	7.3	
262		6	33	28	26	9	16	25	18	39	27	WHMP	244		6	33	23	26	9	16	25	18	33	27	WHMP	4.9		1.3	10.4	7.6	10.0	1.8	3.6	7.4	5.6	11.0	4.5
412	82	30	13	5	20	99	27	10	38	7	67	WHMP FM	266	29	23	13		13	75	20	6	32	7	34	WHMP FM	5.3	6.4	5.1	4.1		5.0	15.2	4.5	1.8	9.9	2.3	5.7
1717	182	186	118	92	51	168	249	139	101	36	315	WHYN	1653	182	186	110	92	51	156	235	129	101	36	295	WHYN	33.2	40.4	41.6	34.7	30.4	19.5	31.6	53.0	38.3	31.2	12.0	49.3
1499	38	75	117	153	108	104	106	151	94	136	98	WHYN FM	1337	17	59	109	134	94	80	93	143	89	123	98	WHYN FM	26.9	3.8	13.2	34.4	44.2	36.0	16.2	21.0	42.4	27.5	41.0	16.4
448	17	41	65	34	29	20	52	68	28	15	46	WIXY	444	17	41	65	34	29	20	52	64	28	15	46	WIXY	8.9	3.8	9.2	20.5	11.2	11.1	4.0	11.7	19.0	8.6	5.0	7.7
144		6	21		14		5		7	14		*WLDM	144		6	21		14		5		7	14		*WLDM	2.9		1.3	6.6		5.4		1.1		2.2	4.7	
984	17	14	66	109	110	22	40	37	97	129	24	WMAS	959	17	7	53	109	110	22	34	37	97	129	24	WMAS	19.3	3.8	1.6	16.7	36.0	42.1	4.5	7.7	11.0	29.9	43.0	4.0
1265	138	185	69	38	44	209	124	105	62	44	104	WMAS FM	1155	117	146	65	34	37	184	124	100	62	44	99	WMAS FM	23.2	25.9	32.7	20.5	11.2	14.2	37.2	28.0	29.7	19.1	14.7	16.6
281			22	6	42		22	7	14	45		*WREB	281				22	6	42		22	7	14	45		*WREB	5.6			6.9	2.0	16.1		5.0	2.1	4.3	15.0
543	17	80	42	55	23	11	50	37	26	23	16	WSPR	523	17	80	38	39	23	11	50	37	26	23	16	WSPR	10.5	3.8	17.9	12.0	12.9	8.8	2.2	11.3	11.0	8.0	7.7	2.7
85			13	5			11	12	14	8		*WTTT	63			13	5			11	12	14	8		*WTTT	1.3			4.1	1.7			2.5	3.6	4.3	2.7	
630	195	110	13			160	24				128	WAAF	454	109	87	13			134	11				100	WAAF	9.1	24.2	19.5	4.1			27.1	2.5				16.7
881	212	163	11			194	46	15	7		225	WCCC FM	701	145	132	7			167	39	15	7		189	WCCC FM	14.1	32.2	29.5	2.2			33.8	8.8	4.5	2.2		31.6
268		46	20	5	8	37	55	33	32		32	WDRC	99		14		8	11	28	15	7		16	WDRC	2.0		3.1			3.1	2.2	6.3	4.5	2.2		2.7	
424	39	42	16			33	103	15	17	7	125	WDRC FM	251	17	34	8			20	57	15	7		93	WDRC FM	5.0	3.8	7.6	2.5			4.0	12.9	4.5	2.2		15.6
502	115	99	7			100	41	5	7		128	WHCN	345	80	67	7			74	34		7		76	WHCN	6.9	17.7	15.0	2.2			15.0	7.7		2.2		12.7
257	17	42	12	11		72	63	18	14		8	WIOF	180	17	26				72	29	14	14		8	WIOF	3.6	3.8	5.8				14.6	6.5	4.2	4.3		1.3
185	51	45	4			11	7	5	7		55	WKCI	128	51	20				11			7		39	WKCI	2.6	11.3	4.5				2.2			2.2		6.5
285		8	24	24		11	24	40	18	31	5	WKSS	192			8	14		11	17	22	13	31		WKSS	3.9			2.5	4.6		2.2	3.8	6.5	4.0	10.3	
612	17	36	51	45	6	9	54	42	93	65	20	WRCH	398	17	20	23	31	6	9	34	15	63	51	15	WRCH	8.0	3.8	4.5	7.3	10.2	2.3	1.8	7.7	4.5	19.4	17.0	2.5
108			13	9	6	9	11	17	13			WSRS	94			13		6	9	11	12	13			WSRS	1.9			4.1		2.3	1.8	2.5	3.6	4.0		
1075	62	60	93	96	81	35	80	79	66	103	45	WTIC	575	17	19	45	56	37	22	46	29	35	69	24	WTIC	11.6	3.8	4.3	14.2	18.5	14.2	4.5	10.4	8.6	10.8	23.0	4.0
443	17	61	8	5	7	74	33	47	19	21	81	WTIC FM	261	17	20				61	6	29	14	14	54	WTIC FM	5.2	3.8	4.5				12.3	1.4	8.6	4.3	4.7	9.0
218		42	21			50	69		13	7		WWYZ	148		26	13			37	49		7			WWYZ	3.0		5.8	4.1			7.5	11.1		2.2		
TOTAL LISTENING IN METRO SURVEY AREA													4862	451	447	310	289	253	473	427	337	298	293	598	97.7	99.9	99.9	97.8	95.4	96.9	95.7	96.4	99.9	92.0	97.7	99.9	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON





# Cume Listening Estimates

STOCKTON  
FALL 1980

MONDAY-SUNDAY  
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
86	20	10	5	5		4	29			3	5	KFMR	86	20	10	5	5		4	29			3	5	KFMR	3.2	9.5	4.0	2.8	2.8		1.9	11.4			1.8	1.5	
430		5	41	34	49	21	34	45	56	56	18	KJAX	430		5	41	34	49	21	34	45	56	56	18	KJAX	15.8		2.0	23.2	19.2	27.5	10.0	13.4	23.8	30.3	34.1	5.3	
689	56	56	41	16	22	108	105	43	29	25	163	KJOY	689	56	56	41	16	22	108	105	43	29	25	163	KJOY	25.3	26.5	22.2	23.2	9.0	12.4	51.4	41.3	22.8	15.7	15.2	47.8	
64	10		14		7	5	5	8	7	3		KQKK	64	10		14		7	5	5	8	7	3		KQKK	2.4	4.7		7.9		3.9	2.4	2.0	4.2	3.8	1.8		
96	30	5				11	15				3	KSRT	96	30	5				11	15				3	KSRT	3.5	14.2	2.0			5.2	5.9				1.8	7.9	
344	29	43		10	10	54	56	31	8	7	67	KSTN	344	29	43		10	10	54	56	31	8	7	67	KSTN	12.7	13.7	17.1		5.6	5.6	25.7	22.0	16.4	4.3	4.3	19.6	
187	40	13	3	5	8	25	8	14	20	6	23	KSTN FM	187	40	13	3	5	8	25	8	14	20	6	23	KSTN FM	6.9	19.0	5.2	1.7	2.8	4.5	11.9	3.1	7.4	10.8	3.7	6.7	
248	3	10	18	33	30	5	21	16	28	25		KWG	248	3	10	18	33	30	5	21	16	28	25		KWG	9.1	1.4	4.0	10.2	18.6	16.9	2.4	8.3	8.5	15.1	15.2		
195	20	19	23	5		23	44	20	11		21	KWIN	195	20	19	23	5		23	44	20	11		21	KWIN	7.2	9.5	7.5	13.0	2.8		11.0	17.3	10.6	5.9		6.2	
47		5		11		15	8			3		KBEE FM	47		5		11		15	8			3		KBEE FM	1.7		2.0		5.2		5.9	4.2			1.8		
85	10		9	7	10	7	5	20	8	5	4	KCTC	85	10		9	7	10	7	5	20	8	5	4	KCTC	3.1	4.7		5.1	4.0	5.6	3.3	2.0	10.6	4.3	3.0	1.2	
168		10		23	16	11	10	12	28	23		KEWT	168		10		23	16	11	10	12	28	23		KEWT	6.2		4.0		13.0	9.0	5.2	3.9	6.3	15.1	14.0		
96			18	20				4	8			KFBK	96			18	20				4	8			KFBK	3.5				10.2	11.2			2.2	4.9			
423	59	80	5	7		76	26	8	4		158	KHOP	423	59	80	5	7		76	26	8	4		158	KHOP	15.6	28.0	31.7	2.8	4.0		36.2	10.2	4.2	2.2		46.3	
527	33	64	68	52	34	32	79	44	38	28	15	KRAK	527	33	64	68	52	34	32	79	44	38	28	15	KRAK	19.4	15.6	25.4	38.4	29.4	19.1	15.2	31.1	23.3	20.5	17.1	4.4	
47		5	3			8			4	27		KSFM	47		5	3			8			4	27		KSFM	1.7		2.0	1.7			3.1				2.4	7.9	
66		22				5		9			30	KWOD	66		22				5		9			30	KWOD	2.4		8.7			2.4		4.8			8.8		
142	20	16			3	18	20	16			49	KZAP	142	20	16			3	18	20	16			49	KZAP	5.2	9.5	6.3		1.7	8.6	7.9	8.5			14.4		
367	10	34	36	33	56	5	10	16	4	51		KCBS	367	10	34	36	33	56	5	10	16	4	51		KCBS	13.5	4.7	13.5	20.3	18.6	31.5	2.4	3.9	8.5	2.2	31.1		
276	36	48	9	21	7	48	39	16	11		41	KFRC	276	36	48	9	21	7	48	39	16	11		41	KFRC	10.2	17.1	19.0	5.1	11.9	3.9	22.9	15.4	8.5	5.9		12.0	
144	10				23	15	8	22	25			KGO	144	10				23	15	8	22	25			KGO	5.3	4.7			12.9		5.9	4.2	11.9	15.2			
342		59	32	35	10	21	64	32	21	15	22	KNBR	342		59	32	35	10	21	64	32	21	15	22	KNBR	12.6		23.4	18.1	19.8	5.6	10.0	25.2	16.9	11.4	9.1	6.5	
95	10	5	5	16	7	5		8	8	10	11	KSFO	95	10	5	5	16	7	5		8	8	10	11	KSFO	3.5	4.7	2.0	2.8	9.0	3.9	2.4		4.2	4.3	6.1	3.2	
33	6					12	2		1		10	KSOL	33	6					12	2		1		10	KSOL	1.2	2.8				5.7	.8		.5		2.9		
TOTAL LISTENING IN METRO SURVEY AREA												2486	188	237	154	170	154	205	244	178	172	142	321	91.5	89.1	94.0	87.0	96.0	86.5	97.6	96.1	94.2	93.0	86.6	94.1			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

SYRACUSE  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
50	19	6				8	1	1	1		14	WAQX	50	19	6				8	1	1	1		14	WAQX	5.7	22.9	8.6				8.8	1.4	1.3	1.7		16.5
26	1	3	2	1		2	4	3	1		8	WFBL	20	1	1	2			2	4	2	1		6	WFBL	2.3	1.2	1.4	3.1			2.2	5.4	2.5	1.7		7.1
128	10	13	10	11	5	17	19	16	4	5	9	WHEN	99	3	11	9	10	5	11	15	14	3	4	8	WHEN	11.3	3.6	15.7	13.8	20.4	12.2	12.1	20.3	17.5	5.2	6.3	9.4
52	4	4	6			15	6	8		1	8	WKFM	41	4	3	6			13	5	5		1	4	WKFM	4.7	4.8	4.3	9.2			14.3	6.8	6.3		1.6	4.7
13					1		1	1			2	*WMCR	8				1							2	*WMCR	.9					2.4			1.3			
-1											2	*WMCR FM	-1											2	*WMCR FM												
13					1		1	1			2	TOTAL	8				1							2	TOTAL	.9					2.4			1.3			
22		1	2			5	1	2	1	5	2	WMHR	20		1	1			5	1	2		5	2	WMHR	2.3		1.4	1.5			5.5	1.4	2.5		7.8	2.4
45	5	5	4	1	2	2	6	8	3	2	1	WNDR	45	5	5	4	1	2	2	6	8	3	2	1	WNDR	5.1	6.0	7.1	6.2	2.0	4.9	2.2	8.1	10.0	5.2	3.1	1.2
68			6	13	5	3	4	14	8	8		WNTQ	47			6	5	4	3	3	7	5	8		WNTQ	5.4			9.2	10.2	9.8	3.3	4.1	8.8	8.6	12.5	
49	9	5	3	1		10	4	2		1	14	WOLF	45	5	5	3	1		10	4	2		1	14	WOLF	5.1	6.0	7.1	4.6	2.0		11.0	5.4	2.5		1.6	16.5
17		1	1		2		2	2	4	1		WONO	14		1	1		2		2	1	2	1		WONO	1.6		1.4	1.5		4.9		2.7	1.3	3.4	1.6	
12				1	2	1		1	1	3		*WSCP	12				1	2	1		1	1	3		*WSCP	1.4				2.0	4.9	1.1		1.3	1.7	4.7	
36		2	7		6		2	8	3	3	1	*WSEN	33			7		5		2	8	3	3	1	*WSEN	3.8			10.8		12.2		2.7	10.0	5.2	4.7	1.2
63	10	4	5	4	2	2	8	7	10	3	3	WSEN FM	48	1	3	5	3	2	2	6	6	10	3	2	WSEN FM	5.5	1.2	4.3	7.7	6.1	4.9	2.2	8.1	7.5	17.2	4.7	2.4
99	10	6	12	4	8	2	10	15	13	6	4	TOTAL	81	1	3	12	3	7	2	8	14	13	6	3	TOTAL	9.3	1.2	4.3	18.5	6.1	17.1	2.2	10.8	17.5	22.4	9.4	3.6
6					3			1		2		*WSOQ	4				1						2		*WSOQ	.5					2.4			1.3		3.1	
59	3	7	1	7	1	5	4	6	2	8	1	WEZG	54	3	3	1	7	1	5	4	6	2	8	1	WEZG	6.2	3.6	4.3	1.5	14.3	2.4	5.5	5.4	7.5	3.4	12.5	1.2
138	1	9	10	15	11	1	5	7	15	13	4	WSYR	129	1	5	10	15	10	1	5	7	14	13	3	WSYR	14.7	1.2	7.1	15.4	30.6	24.4	1.1	6.8	8.8	24.1	20.3	3.5
107	37	13	3		1	21	5		1		24	WSYR FM	84	30	7	3		1	17	5		1	18	WSYR FM	9.6	36.1	10.0	4.6		2.4	18.7	6.8		1.7		21.2	
16		1	3	1	4		3	2	1	1		WIBQ	8		1			4				2	1		WIBQ	.9		1.4			9.8			2.5		1.6	
29		3	1			2	6	3	6	1	7	WKGW	20		3				2	4	3	4	1	3	WKGW	2.3		4.3			2.2	5.4	3.8	6.9	1.6	3.5	
17	9	3					1			1	3	WOUR	17	9	3						1		1	3	WOUR	1.9	10.8	4.3				1.4			1.6	3.5	
TOTAL LISTENING IN METRO SURVEY AREA												877	83	70	65	49	41	91	74	80	58	64	85														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

SYRACUSE  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
975	228	09	20	10		99	40	48	22	13	357	WAQX	916	228	109	20		99	40	29	22	13	346	WAQX	17.3	48.4	21.9	5.8			21.1	7.9	7.9	6.5	4.2	50.2											
859	45	95	44	36	17	106	86	87	38	26	220	WFBL	711	45	46	44	16	17	106	86	70	38	26	158	WFBL	13.4	9.6	9.3	12.7	5.0	6.1	22.6	17.1	19.2	11.2	8.4	22.9										
2329	185	35	135	115	57	308	345	192	137	110	238	WHEN	1571	87	214	102	85	57	205	218	111	111	72	184	WHEN	29.7	18.5	43.1	29.5	26.6	20.4	43.6	43.3	30.4	32.7	23.2	26.7										
824	98	72	59		7	206	85	72	10	17	198	WKFM	569	55	57	49		7	133	76	43	10	17	122	WKFM	10.8	11.7	11.5	14.2		2.5	28.3	15.1	11.8	2.9	5.5	17.7										
175	7	11	7	7		11	10	10	22	32	*WMCR	94	7		7	7				10	10	12	6	*WMCR	1.8		1.4		2.2	2.5			2.7	2.9	3.9	.9											
38	7					5	9	17			*WMCR FM	29	7							5	10	17	6	*WMCR FM	5		1.4				1.0		2.7	2.9	5.5	.9											
208	14	11	7	7		16	19	10	34	32	TOTAL	117	14		7	7			5	10	10	23	6	TOTAL	2.2		2.8		2.2	2.5		1.0	2.7	2.9	7.4	.9											
311	11	39	22	28		18	20	26	7	44	12	WMHR	191	11	7	12	13		18	10	17		35	12	WMHR	3.6	2.3	1.4	3.5	4.1		3.8	2.0	4.7		11.3	1.7										
941	43	58	69	32	48	86	144	65	73	62	47	WNDR	859	43	141	61	22	48	86	144	49	73	52	38	WNDR	16.2	9.1	28.4	17.6	6.9	17.1	18.3	28.6	13.4	21.5	16.7	5.5										
879		42	86	140	71	20	72	103	94	104	15	WNTQ	606		42	43	75	59	20	38	55	71	97	6	WNTQ	11.5		8.5	12.4	23.4	21.1	4.3	7.5	15.1	20.9	31.2	.9										
844	128	27	39	44	17	176	80	57	23	13	228	WOLF	777	91	27	39	34	17	176	80	49	23	13	228	WOLF	14.7	19.3	5.4	11.3	10.6	6.1	37.4	15.9	13.4	6.8	4.2	33.1										
333		24	13	14	45	11	17	37	43	30	13	WONO	267		24	13	14	33	11	6	28	31	30	13	WONO	5.0		4.8	3.8	4.4	11.8	2.3	1.2	7.7	9.1	9.6	1.9										
132		7	5	11	15	18		15	4	25		*WSCP	123		7	5	11	15	18		15	4	16		*WSCP	2.3		1.4	1.4	3.4	5.4	3.8		4.1	1.2	5.1											
445	21	49	83	16	54	28	73	19	30	21	*WSEN	379	21	15	73	16	42	28	73	19	20	21	*WSEN	7.2	4.5	3.0	21.1	5.0	15.0		5.6	20.0	5.6	6.4	3.0												
794	85	05	81	71	41	44	70	104	46	24	61	WSEN FM	630	39	70	70	61	41	44	59	77	46	24	37	WSEN FM	11.9	8.3	14.1	20.2	19.1	14.6	9.4	11.7	21.1	13.6	7.7	5.4										
1021	106	29	113	87	77	44	81	134	50	53	75	TOTAL	817	60	77	103	77	65	44	70	106	50	43	50	TOTAL	15.4	12.7	15.5	29.8	24.1	23.2	9.4	13.9	29.0	14.7	13.8	7.3										
154				14	21		6	24	8	48	21	*WSOQ	124			14	9			6	24		38	21	*WSOQ	2.3				4.4	3.2		1.2	6.6		12.2	3.0										
723	34	51	20	66	33	33	83	72	54	77	48	WEZG	664	34	33	20	66	33	33	61	72	54	77	48	WEZG	12.6	7.2	6.6	5.8	20.6	11.8	7.0	12.1	19.7	15.9	24.8	7.0										
1911	57	61	154	205	195	33	93	99	203	178	96	WSYR	1767	57	108	154	205	171	33	93	99	187	168	88	WSYR	33.4	12.1	21.7	44.5	64.1	61.1	7.0	18.5	27.1	55.2	54.0	12.8										
1620	377	237	29	22	27	224	104	29	16	28	461	WSYR FM	1232	301	145	29	22	27	205	59	17	16	18	327	WSYR FM	23.3	63.9	29.2	8.4	6.9	9.6	43.6	11.7	4.7	4.7	5.8	47.5										
187		7	24	51	18	11	16	27	13	20		WIBQ	91		7	13		18	11	5	17		20		WIBQ	1.7		1.4	3.8		6.4	2.3	1.0	4.7		6.4											
434	20	51	11	7	7	31	99	23	51	18	116	WKGW	283	20	33		7	7	31	67	23	24	18	53	WKGW	5.3	4.2	6.6		2.2	2.5	6.6	13.3	6.3	7.1	5.8	7.7										
226	109	26				22	10			7	52	WOUR	226	109	26				22	10			7	52	WOUR	4.3	23.1	5.2				4.7	2.0			2.3	7.5										
TOTAL LISTENING IN METRO SURVEY AREA												5076	448	478	332	306	271	450	492	365	339	294	674													96.0	95.1	96.2	96.0	95.6	96.8	95.7	97.6	99.9	99.9	94.5	97.8

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON



# Cume Listening Estimates

TAMPA-ST PETERSBURG  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																			
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %						
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64	
208	30	32				42	33				7	9	8	*WAZE	208	30	52				42	33				7	9	8	*WAZE	1.6	4.0	5.7				5.6	3.5				9	9	.7
1754	240	142	77	87	15	331	216	109	86	48	341		WCKX	1645	214	142	77	87	15	297	216	109	86	48	292		WCKX	12.6	28.6	15.6	11.5	13.5	2.0	39.4	22.6	14.7	11.4	4.5	24.9				
2112	92	198	242	114	133	73	221	145	88	165	76		WDAE	2024	92	198	205	114	133	73	221	145	88	165	76		WDAE	15.5	12.3	21.7	30.6	17.6	17.5	9.7	23.1	19.6	11.7	15.6	6.5				
2405	61	169	135	121	169	119	189	187	108	213	91		WFLA	1985	61	189	116	103	124	68	171	171	90	150	41		WFLA	15.2	8.2	20.7	17.3	15.9	16.3	9.0	17.9	23.1	11.9	14.2	3.5				
2425	19	58	76	163	253	116	72	114	164	333	29		WFLA FM	1578	19	58	63	90	188	32	57	92	85	220	17		WFLA FM	12.1	2.5	6.4	9.4	13.9	24.7	4.2	6.0	12.4	11.3	20.8	1.4				
307					45			12	11	63			*WGUL	307					45			12	11	63			*WGUL	2.4					5.9		1.6	1.5	6.0						
186		0			34			10		31			WHBS	186		10			34			10		31			WHBS	1.4		1.1			4.5		1.0		2.9						
2467		11	111	111	210	11	107	163	206	305	76		WJYW	1991		50	111	111	191	11	64	163	152	230	54		WJYW	15.3		5.5	16.5	17.2	25.1	1.5	6.7	22.1	20.1	21.7	4.6				
1986	151	245	240	75	44	161	272	125	90	98	181		WLCY	1431	100	216	149	56	36	103	183	94	52	74	128		WLCY	11.0	13.4	23.7	22.2	8.7	4.7	13.7	19.2	12.7	6.9	7.0	10.9				
280		6	20	12	9	10	24	31	18	27	15		WPLA	213		16	20	12	9	10	24	10	18	27	15		WPLA	1.6		1.8	3.0	1.9	1.2	1.3	2.5	1.4	2.4	2.6	1.3				
688	8	35	37	12	65		8	21	30	39	12		WPLP	576	8	35	37	12	57		8	5	30	31	12		WPLP	4.4	1.1	3.8	5.5	1.9	7.5		.8	.7	4.0	2.9	1.0				
242	33	42	25			49	27	12			27		*WPSO	193	33	19	25			23	27	12			27		*WPSO	1.5	4.4	2.1	3.7				3.1	2.8	1.6		2.3				
2176	356	266	74	36	10	362	246	49	34	32	599		WQXM	1612	231	211	74	36	10	250	203	49	34	32	414		WQXM	12.4	30.9	23.1	11.0	5.6	1.3	33.2	21.3	6.6	4.5	3.0	35.3				
2531	187	245	205	148	155	109	246	243	153	182	185		WQYK	1977	187	159	136	111	123	109	184	165	144	119	122		WQYK	15.2	25.0	17.4	20.3	17.2	16.1	14.5	19.3	22.3	19.1	11.2	10.4				
2598	275	245	154	89	52	324	398	197	61	82	694		WRBQ	2053	254	199	110	71	18	310	267	151	49	68	536		WRBQ	15.7	34.0	21.8	16.4	11.0	2.4	41.2	28.0	20.4	6.5	6.4	45.7				
181	33	21	15	9		27	30	7	11	6	22		*WRXB	181	33	21	15	9		27	30	7	11	6	22		*WRXB	1.4	4.4	2.3	2.2	1.4		3.6	3.1	.9	1.5	.6	1.9				
3521	43	166	206	298	260	78	173	209	225	333	151		WSUN	2218	43	113	117	187	187	42	120	104	150	224	74		WSUN	17.0	5.8	12.4	17.4	28.9	24.5	5.6	12.6	14.1	19.9	21.2	6.3				
554		9	11	37	39			10	16	80			WTAN	554		9	11	37	39			10	16	80			WTAN	4.2		1.0	1.6	5.7	5.1		1.4	2.1	7.6						
177						9	11	16	20	9	13		*WTIS	177						9	11	16	20	9	13		*WTIS	1.4			1.6		1.2	1.5	1.7	2.7	1.2	1.2					
711	74	29	82	39	6	79	79	25	86	39	100		*WTMP	630	49	29	82	39	6	45	67	25	76	39	100		*WTMP	4.8	6.6	3.2	12.2	6.0	.8	6.0	7.0	3.4	10.1	3.7	8.5				
1462	15	32	43	81	136		24	50	71	169	8		*WWBA	1206	15	32	43	63	124		24	50	71	107	8		*WWBA	9.2	2.0	3.5	6.4	9.8	16.3		2.5	6.8	9.4	10.1	.7				
3047	25	76	116	139	283	56	69	153	176	384	5		WWBA FM	2500	25	76	97	84	248	42	69	128	176	284	5		WWBA FM	19.2	3.3	8.3	14.5	13.0	32.5	5.6	7.2	17.3	23.3	26.8	.4				
2668	255	202	99	74	11	451	308	205	50	17	923		WYNF	1482	170	121	62	36	11	277	185	130	32	17	403		WYNF	11.4	22.8	13.3	9.2	5.6	1.4	36.8	19.4	17.6	4.2	1.6	34.4				
171	12	33	10	26	9		16	8	18	27	12		*WYOU	133	12	33	10	9	9		16	8	9	15	12		*WYOU	1.0	1.6	3.6	1.5	1.4	1.2		1.7	1.1	1.2	1.4	1.0				
989			24	69	130	33	8	73	99	220	5		WDUV	288			5	13	29		8	26	23	74	5		WDUV	2.2			.7	2.0	3.8		.8	3.5	3.0	7.0	.4				
1006	118	272	49		8	207	143	46	26	26	33		WSRZ	690	42	221	31			173	117	30	16	26	21		WSRZ	5.3	5.6	24.2	4.6			23.0	12.3	4.1	2.1	2.5	1.8				
TOTAL LISTENING IN METRO SURVEY AREA												12388	731	887	660	608	762	745	938	706	737	1027	1165	95.0	97.9	97.3	98.4	94.1	99.9	98.9	98.2	95.5	97.6	97.1	99.3								

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON



# Cume Listening Estimates

TOLEDO  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
677	46	103	55	29	58	68	118	35	23	9	18	WCWA	644	46	103	55	29	58	44	109	35	23	9	18	WCWA	10.0	8.6	16.7	12.7	7.6	16.6	8.0	17.6	7.7	5.6	2.3	2.2
91		7	16		17	24	18				9	*WHND	91		7	16		17	24	18			9	*WHND	1.4		1.1	3.7		4.9	4.3	2.9				1.1	
2402	543	306	73	26	29	403	172	115	36	32	635	WIOT	1747	391	221	53	19	29	297	113	62	17	26	487	WIOT	27.2	73.5	35.9	12.2	5.0	8.3	53.7	18.3	13.7	4.2	6.7	60.1
326	22	58		10	10	44	47	18	17	17	39	WKLR	326	22	58		10	10	44	47	18	17	17	39	WKLR	5.1	4.1	9.4		2.6	2.9	8.0	7.6	4.0	4.2	4.4	4.8
1886	22	112	190	205	134	46	181	167	222	180	62	WLQR	1609	22	112	168	168	103	35	157	157	189	153	62	WLQR	25.1	4.1	18.2	38.8	43.9	29.4	6.3	25.4	34.7	46.3	39.4	7.7
1699	123	239	111	46	10	391	317	99	76	16	263	WMHE	1297	123	182	98	27	10	259	254	61	61	16	198	WMHE	20.2	23.1	29.6	22.6	7.0	2.9	46.8	41.0	13.5	15.0	4.1	24.4
1458	56	130	142	72	47	101	197	116	65	64	260	WOHO	1427	56	130	142	72	47	101	197	116	65	64	229	WOHO	22.2	10.5	21.1	32.8	18.8	13.4	18.3	31.8	25.6	15.9	16.5	28.3
1062	148	99	34		18	133	130	35	15	9	433	WXEZ	960	136	76	34		18	122	114	35	15	9	393	WXEZ	15.0	25.6	12.4	7.9		5.1	22.1	18.4	7.7	3.7	2.3	48.5
160		17	9			23	35	6	8	24	24	WOSE	116			8	9		13	25	6	8	9	24	WOSE	1.8			1.8	2.3		2.1	5.5	1.5	2.1	1.1	
2061	34	108	122	127	223	96	140	183	157	203	78	WSPD	1899	34	99	104	120	205	78	130	173	136	178	78	WSPD	29.6	6.4	16.1	24.0	31.3	58.6	14.1	21.0	38.2	33.3	45.9	9.6
923	15	49	95	53	75		82	109	102	93	56	*WTOD	798		41	79	53	75		73	90	85	93	28	*WTOD	12.4		6.7	18.2	13.8	21.4		11.8	19.9	20.8	24.0	3.5
182		9	8		33	16	12	8	9	23	17	*WVMO	182		9	8		33	16	12	8	9	23	17	*WVMO	2.8		1.5	1.8		9.4	2.9	1.9	1.8	2.2	5.9	2.1
1370	165	229	80	30	8	264	189	109	15	27	206	CKLW	825	90	126	46	24	8	177	116	68	15	27	80	CKLW	12.9	16.9	20.5	10.6	6.3	2.3	32.0	18.7	15.0	3.7	7.0	9.9
387	10	39	46	42	27	24	36	51	28	37	47	WCXI	214	10	15		26	27	24	6	32	20	37	17	WCXI	3.3	1.9	2.4		6.8	7.7	4.3	1.0	7.1	4.9	9.5	2.1
85		9	8			6	8			8	17	WCZY	85			9	8			6	8		8	17	WCZY	1.3			2.1	2.1		1.0	1.8			2.1	2.1
252		7	8	30	9	12		15	35	31	19	*WFOB	110		7	8	16				15	9	7		*WFOB	1.7		1.1	1.8	4.2				3.3	2.2	1.8	
82		14	13					13	9	16		*WFOB FM	17												*WFOB FM	.3											
306		7	8	43	22	12		15	47	31	35	TOTAL	110		7	8	16				15	9	7		TOTAL	1.7		1.1	1.8	4.2				3.3	2.2	1.8	
253		9	18	7	28			21	11	51		*WFRO	99		9	9		10					5	26	*WFRO	1.5		1.5	2.1		2.9				1.2	6.7	
1607	44	173	165	124	167	19	126	108	130	157	85	WJR	1099	44	86	103	74	119	8	72	70	86	130	72	WJR	17.1	8.3	14.0	23.8	19.3	34.0	1.4	11.6	15.5	21.1	33.5	8.9
320	85	79	23	8		43	7		5		70	WLLZ	290	85	56	16	8		43	7		5		70	WLLZ	4.5	16.0	9.1	3.7	2.1		7.8	1.1		1.2		8.6
281	134	31				51	23	17			25	WRIF	197	95	23				40	6	8			25	WRIF	3.1	17.9	3.7				7.2	1.0	1.8			3.1
220	63	24	8			25	6	8			55	WWW	190	63	16	8			25	6	8			55	WWW	3.0	11.8	2.6	1.8			4.5	1.0	1.8			6.8
TOTAL LISTENING IN METRO SURVEY AREA													6209	522	588	423	357	340	544	619	435	408	356	800	96.8	98.1	95.6	97.7	93.2	97.1	98.4	99.9	96.0	99.9	91.8	98.8	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
40		3	1	3	6		1	4	4	10		KAIR	40		3	1	3	6		1	4	4	10		KAIR	6.3		5.9	3.7	8.6	21.4		1.9	10.8	12.1	23.3		
64	4	12	5	4	5	3	17	3	2	3		KCEE	58	4	8	5	4	5	3	15	3	2	3		KCEE	9.2	4.7	15.7	18.5	11.4	17.9	4.6	28.3	8.1	6.1	7.0		
74	3	4	4	4	5	11	7	3	10	5	4	KCUB	74	3	4	4	4	5	11	7	3	10	5	4	KCUB	11.7	3.5	7.8	14.8	11.4	17.9	16.9	13.2	8.1	30.3	11.6	6.2	
19			3	1		4	5	3			2	*KEVT	19			3	1		4	5	3			2	*KEVT	3.0			11.1	2.9		6.2	9.4	8.1		3.1		
12		2	1		1		1	1	1	2		KFLT	12		2	1		1		1	1	1	2		KFLT	1.9		3.9	3.7		3.6		1.9	2.7	3.0	4.7		
44	9	1		4		11	1	1	1		16	KHYT	44	9	1		4		11	1	1	1		16	KHYT	7.0	10.5	2.0		11.4		16.9	1.9	2.7	3.0		24.6	
16			1			1	3					KIKX	12			1									KIKX	1.9			3.7									
80		1	2	6	5	1	7	10	7	10		KJYK	74		1	2	4	5	1	3	10	7	10		KJYK	11.7		2.0	7.4	11.4	17.9	1.5	5.7	27.0	21.2	23.3		
14	1	3	1			1	5			1	1	KMGX	14	1	3	1			1	5			1	1	KMGX	2.2	1.2	5.9	3.7			1.5	9.4			2.3	1.5	
47	9	5	1			10	3	2	1		16	KROQ	44	8	5	1			10	3	2	1		16	KROQ	7.0	9.3	9.8	3.7			15.4	5.7	5.4	3.0		21.5	
52	15	2	1			12	11	2			8	KTKT	41	12	2	1			12	3	2			8	KTKT	6.5	14.0	3.9	3.7			18.5	5.7	5.4			12.3	
34	11	4		2		3	2				12	KTKT FM	32	11	4		2		3	2			10	KTKT FM	5.1	12.8	7.8		5.7		4.6	3.8				15.4		
33	1	1	4	4	3			2	2	1		*KTUC	33	1	1	4	4	3			2	2	1		*KTUC	5.2	1.2	2.0	14.8	11.4	10.7		5.4	6.1	2.3			
57	29	12	2	2		4	2				4	KWFM	54	29	11	2	2		4	2			4	4	KWFM	8.5	33.7	21.6	7.4	5.7		6.2	3.8				6.2	
22	3	3		2		2	1		4	3	1	KXEW	22	3	3		2		2	1		4	3	1	KXEW	3.5	3.5	5.9		5.7		3.1	1.9		12.1	7.0	1.5	
23	3	11				3	1	2			3	KOPA	3							1	1			1	KOPA	.5						1.9	2.7				1.5	
19				8	1				1	1		KTAR	3											1	KTAR	.5									2.3			
TOTAL LISTENING IN METRO SURVEY AREA												632	86	51	27	35	28	65	53	37	33	43	65															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
551	14	25	36	48	64	24	51	57	94	17	KAIR	543	14	25	36	48	64	24	51	57	86	17	KAIR	13.4	3.9	6.6	14.1	21.5	30.3	6.3	18.8	22.6	34.0	3.6													
836	51	162	43	44	35	44	142	51	35	47	32	KCEE	754	51	135	43	44	35	44	128	51	39	16	KCEE	18.6	14.0	35.4	16.9	19.7	16.6	13.2	33.4	18.8	13.9	15.4	3.4											
902	65	62	65	75	52	91	52	69	93	56	76	KCUB	893	65	62	65	75	43	91	52	69	56	76	KCUB	22.1	17.9	16.3	25.5	33.6	20.4	27.3	13.6	25.5	36.9	22.1	16.1											
116		6	7	11	17	7	20	8	8		16	*KEVT	107		6	7	11	17	7	20	8	8	16	*KEVT	2.6		1.6	2.7	4.9	8.1	2.1	5.2	3.0	3.2		3.4											
210		40	27		17		27	22	16	19		KFLT	210		40	27		17		27	22	19		KFLT	5.2		10.5	10.6		8.1		7.0	8.1	6.3	7.5												
393	54	28		11	13	71	6	16	22		172	KHYT	393	54	28		11	13	71	6	16	22	172	KHYT	9.7	14.9	7.3		4.9	6.2	21.3	1.6	5.9	8.7		36.4											
363	36	16	25	17	15	43	88	7	15	6	16	KIKX	225		16	25	17	15	18	27	7	6		KIKX	5.6		4.2	9.8	7.6	7.1	5.4	7.0	2.6	6.0	2.4												
810		44	76	51	60	22	68	66	74	101	25	KJYK	737		44	61	40	60	22	54	66	101	10	KJYK	18.2		11.5	23.9	17.9	28.4	6.6	14.1	24.4	22.2	39.9	2.1											
443	13	91	18	11	19	38	88	29	20	26	40	KMGX	443	13	91	18	11	19	38	88	29	26	40	KMGX	10.9	3.6	23.9	7.1	4.9	9.0	11.4	23.0	10.7	7.9	10.3	8.5											
792	131	67	27	18	6	129	70	39	11	13	281	KRQQ	688	96	67	27	18	6	129	70	39	11	13	212	KRQQ	17.0	26.4	17.6	10.6	8.1	2.8	38.7	18.3	14.4	4.4	5.1	44.8										
828	121	87	46	16		121	86	52	27		254	KTKT	700	86	75	46	5		121	58	44	22		225	KTKT	17.3	23.7	19.7	18.0	2.2		36.3	15.1	16.2	8.7		47.6										
583	135	46		17		66	24	7	5	19	233	KTKT FM	520	135	46		17		66	24	7	5	19	179	KTKT FM	12.8	37.2	12.1		7.6		19.8	6.3	2.6	2.0	7.5	37.8										
649	14	48	70	54	48	7	27	51	59	26	19	*KTUC	609	14	48	70	43	48	7	27	51	53	26	19	*KTUC	15.0	3.9	12.6	27.5	19.3	22.7	2.1	7.0	18.8	21.0	10.3	4.0										
615	187	114	9	11		79	36		9		144	KWFM	526	187	86	9	11		79	36		9	109	KWFM	13.0	51.5	22.6	3.5	4.9		23.7	9.4		3.6		23.0											
231	27	26	7	13	11	40	25		30	7	21	KXEW	231	27	26	7	13	11	40	25		30	7	21	KXEW	5.7	7.4	6.8	2.7	5.8	5.2	12.0	6.5		11.9	2.8	4.4										
245	31	29		6		27	19	39	3		82	KOPA	56		4		6		5	5	12	3	21	KOPA	1.4		1.0		2.7		1.5	1.3	4.4	1.2		4.4											
209		12		35	24		14	7	11	16		KTAR	83				5	6						KTAR	2.1				2.2	2.8				2.0	6.3												
TOTAL LISTENING IN METRO SURVEY AREA												3739	306	346	214	218	200	324	354	245	243	240	460													92.4	84.3	90.8	83.9	97.8	94.8	97.3	92.4	90.4	96.4	94.9	97.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
15	1		1		1		1	3	1		1	KAKC	11	1		1					1	3	1		1	KAKC	1.4	1.5		1.4					1.3	4.1	2.3	1.1
99		6	7	6	12	1	4	7	14	14	3	KBEZ	78		5	7	5	8	1	3	6	9	12	1	KBEZ	10.1		6.7	9.9	17.9	20.5	1.5	3.8	8.1	20.5	24.5	1.1	
22		2	1			3	8	3	1		3	KCFO	19		2	1			3	6	3	1		3	KCFO	2.5		2.7	1.4				4.4	7.5	4.1	2.3	3.2	
33	2	8				5	7	1	1	1	6	KELI	26	1	7				2	6	1	1	1	5	KELI	3.4	1.5	9.3				2.9	7.5	1.4	2.3	2.0	5.3	
4	1					1						*KFMJ	4	1					1						*KFMJ	5	1.5					1.5						
14	2	2				8					2	KMOD	13	2	2				8					1	KMOD	1.7	3.0	2.7				11.8					1.1	
119	42	8	1			25	7	1			35	KMOD FM	103	31	7	1			23	6	1		34	KMOD FM	13.3	46.3	9.3	1.4			33.8	7.5	1.4			36.2		
10	1	1				1	1	4	1	1		KMYO	10	1	1				1	1	4	1	1		KMYO	1.3	1.5	1.3				1.5	1.3	5.4	2.3	2.0		
73	6	11	1		2	14	20	6		2	9	KRAV	57	4	9	1	1		9	17	5		9	9	KRAV	7.4	6.0	12.0	1.4		2.6	13.2	21.3	6.8		9.6		
210	2	22	12	12	17	7	21	15	23	25	2	*KRMG	157	1	17	11	10	15	4	19	14	16	21	1	*KRMG	20.3	1.5	22.7	15.5	35.7	38.5	5.9	23.8	18.9	36.4	42.9	1.1	
43	5	2	11	1	1	3	4	7		3	4	KTFX	36	5	2	10	1		2	4	6		1	3	KTFX	4.7	7.5	2.7	14.1	3.6		2.9	5.0	8.1		2.0	3.2	
271	13	16	33	22	35	11	17	31	25	28	10	KVOO	142	4	12	24	11	12	4	7	22	11	7	8	KVOO	18.4	6.0	16.0	33.8	39.3	30.8	5.9	8.8	29.7	25.0	14.3	8.5	
59	8	1	2		1	8	7	2	1	3	26	KWEN	45	6	1	2		1	4	6	2	1	2	20	KWEN	5.8	9.0	1.3	2.8		2.6	5.9	7.5	2.7	2.3	4.1	21.3	
-1												*KXOJ	-1												*KXOJ													
3	1					1					1	KXOJ FM	3	1					1					1	KXOJ FM	4	1.5					1.5					1.1	
3	1					1					1	TOTAL	3	1					1					1	TOTAL	.4	1.5					1.5					1.1	
TOTAL LISTENING IN METRO SURVEY AREA												773	67	75	71	28	39	68	80	74	44	49	94															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
299	33	11	10	9	11	18	32	47	33	26	KAKC	243	33	11	10	9	18	32	29	27	18	KAKC	4.5	9.1	1.9	2.5	2.8						3.0	7.5	8.7	8.3	2.8	
1541	20	67	148	111	136	43	146	121	167	185	118	KBEZ	1153	20	43	132	98	86	36	111	99	103	149	84	KBEZ	21.4	5.5	7.4	33.2	30.8	30.3	8.8	18.7	23.2	30.9	45.6	12.8	
482	10	74	30	7		49	84	60	26	9	71	KCFO	344	10	63	30	7	49	69	41	19	9	47	KCFO	6.4	2.7	10.8	7.6	2.2		12.0	11.6	9.6	5.7	2.8	7.2		
1056	80	230	28	18		175	191	29	24	18	186	KELI	770	40	204	28	15	89	164	18	13	18	119	KELI	14.3	11.0	35.1	7.1	4.7		21.9	27.6	4.2	3.9	5.5	18.2		
170	23	21	22		9	27			12	9	9	*KFMJ	148	23	21	22		9	27			9	9	*KFMJ	2.7	6.3	3.6	5.5		3.2	6.6				2.8	1.4		
360	56	57		9	18	106	20		19	9	66	KMOD	333	56	57		9	18	100	20		19	9	45	KMOD	6.2	15.4	9.8		2.8	6.3	24.6	3.4		5.7	2.8	6.9	
1103	297	135	13			252	52	24	6	24	300	KMOD FM	841	207	99	13		177	30	24	6	18	267	KMOD FM	15.6	56.9	17.0	3.3			43.5	5.0	5.6	1.8	5.5	40.8		
239	20	42	10	8	9	24	30	32	26	29	9	KMYO	228	20	42	10	8	9	24	30	32	26	18	9	KMYO	4.2	5.5	7.2	2.5	2.5	3.2	5.9	5.0	7.5	7.8	5.5	1.4	
1422	170	180	41	32	45	225	222	77	23	48	295	KRAV	1163	127	156	41	32	26	147	198	66	23	9	274	KRAV	21.6	34.9	26.8	10.3	10.1	9.2	36.1	33.3	15.5	6.9	2.8	41.9	
2533	123	310	153	212	192	115	281	168	199	257	110	*KRMG	1900	64	246	131	155	147	74	215	142	146	212	73	*KRMG	35.3	17.6	42.3	33.0	46.7	51.8	18.2	36.1	33.3	43.8	64.8	11.2	
609	79	55	80	32	11	74	77	78		29	79	KTFX	419	49	43	64	32		46	68	40		18	44	KTFX	7.8	13.5	7.4	16.1	10.1		11.3	11.4	9.4			5.5	6.7
3229	139	266	403	222	301	107	288	344	212	272	180	KVOO	1681	38	187	234	104	138	48	141	205	92	109	89	KVOO	31.2	10.4	32.1	58.9	32.7	48.6	11.8	23.7	48.0	27.6	33.3	13.6	
1128	101	53	60	32	9	197	129	38	42	45	422	KWEN	843	70	53	44	32	9	108	114	27	42	34	310	KWEN	15.6	19.2	9.1	11.1	10.1	3.2	26.5	19.2	6.3	12.6	10.4	47.4	
47	13	13				15			6			*KXOJ	47	13	13			15			6			18	*KXOJ	.9	3.6	2.2				3.7			1.8			
85	10	11				12	10				18	KXOJ FM	61	10	11			12	10				18	KXOJ FM	1.1	2.7	1.9				2.9	1.7				2.8		
132	23	24				27	10		6		18	TOTAL	108	23	24			27	10		6		18	TOTAL	2.0	6.3	4.1				6.6	1.7		1.8		2.8		
TOTAL LISTENING IN METRO SURVEY AREA												5107	344	540	379	284	250	395	583	417	303	327	627	94.7	94.5	92.8	95.5	89.3	88.0	97.1	98.0	97.7	91.0	99.9	95.9			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

WASHINGTON, D C  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS													SHARES-METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
266	11	40	18	8	4	30	70	27	24	7	13	WASH	241	7	37	12	8	4	26	65	27	23	5	13	WASH	6.2	2.5	8.6	3.4	3.6	2.6	7.2	12.9	7.9	7.5	2.2	3.4	
165	61	38	2	1		11	13	2	1		36	WAVA	136	42	36	2	1	9	12	2	1		31	WAVA	3.5	15.0	8.3	.6	.4		2.5	2.4	.6	.3		8.0		
21	1		2	3	4	2	1		1	6		WEAM	21	1		2	3	4	2	1		1	6	WEAM	5	4		.6	1.3	2.6	.6	.2		3	2.7			
99	2	4	2	18	9	1	5	7	33	2	1	WEZR	71	2	3	2	5	8		5	7	21	2	1	WEZR	1.8	.7	.7	.6	2.2	5.3		1.0	2.0	6.9	.9	.3	
42		1	1	11	4		1	5	5	2	2	*WGAY	37		1	1	8	4		5	5	2	2	2	*WGAY	.9		.2	.3	3.6	2.6			1.5	1.6	.9	.5	
346	2	14	35	45	25	19	23	38	62	31	4	WGAY FM	319	2	9	35	40	24	19	22	35	57	28	4	WGAY FM	8.2	7	2.1	10.0	17.8	15.8	5.3	4.4	10.2	18.7	12.4	1.0	
23		3	3	1	1	1	3	3	2	2		WGMS	23		3	3	1	1	3	3	2	2		2	WGMS	6		.7	.9	4	7	.3	6	9	7	.9		
101	2	18	10	4	11		15	7	10	10	1	WGMS FM	84	2	15	9	3	10		14	7	9	10	1	WGMS FM	2.1	.7	3.5	2.6	1.3	6.6		2.8	2.0	3.0	4.4	.3	
124	2	21	13	5	12	1	18	10	12	12	1	TOTAL	107	2	18	12	4	11	1	17	10	11	12	1	TOTAL	2.7	7	4.2	3.5	1.7	7.3	.3	3.4	2.9	3.7	5.3	.3	
45	1	26	7			5	4			2		WHFS	45	1	26	7		5	4				2		WHFS	1.2	4	6.0	2.0			1.4	.8			.9		
196	17	33	9	2	4	33	34	26	4	2	25	WHUR	184	17	29	9	2	4	33	32	24	3	2	24	WHUR	4.7	6.1	6.7	2.6	.9	2.6	9.2	6.4	7.0	1.0	9	6.2	
95		5	15	4	2	5	28	20	3	6	4	WJMD	89		5	14	3	2	5	26	19	3	5	4	WJMD	2.3		1.2	4.0	1.3	1.3	1.4	5.2	5.5	1.0	2.2	1.0	
304	43	52	25	3	2	58	51	13	5		43	WKYS	274	41	41	23	3	2	53	49	13	4		36	WKYS	7.0	14.6	9.5	6.6	1.3	1.3	14.7	9.7	3.8	1.3		9.3	
464	7	28	53	61	33	7	35	57	50	55	11	WMAL	426	5	22	47	58	28	7	31	52	50	51	10	WMAL	10.9	1.8	5.1	13.4	25.8	18.4	1.9	6.2	15.2	16.4	22.6	2.6	
134	3	16	25	15	6	5	17	14	17	3	9	WMZQ	102	2	14	20	13	1	1	16	10	13	2	6	WMZQ	2.6	7	3.2	5.7	5.8	7	3	3.2	2.9	4.3	9	1.6	
39	4	6	4	3	1	3	3	2	6	2	2	WOL	39	4	6	4	3	1	3	3	2	6	2	2	WOL	1.0	1.4	1.4	1.1	1.3	.7	.8	.6	.6	2.0	.9	.5	
166	20	15	4	4	1	26	30	9	2	1	53	WOOK	137	20	13	4	3	1	20	22	9	2	1	41	WOOK	3.5	7.1	3.0	1.1	1.3	.7	5.6	4.4	2.6	.7	.4	10.6	
45	3	6	3	1		9	5	10		4	4	*WPGC	41	3	5	2	1	9	4	9		4	4	*WPGC	1.0	1.1	1.2	6	4		2.5	.8	2.6		1.8	1.0		
363	42	57	18	3	3	74	67	23	14	5	56	WPGC FM	263	32	36	9	3	63	39	20	14	4	43	WPGC FM	6.7	11.4	8.3	2.6	1.3	2.0	17.5	7.8	5.8	4.6	1.8	10.1		
408	45	63	21	4	3	83	72	33	14	9	60	TOTAL	304	35	41	11	4	72	43	29	14	8	43	TOTAL	7.7	12.5	9.5	3.2	1.7	2.0	20.0	8.6	8.4	4.6	3.6	11.1		
84	1	2	8	5	4	2	11	9	2	12	2	*WPXX	58	1	2	4	4	2	8	7	2	11	2	2	*WPXX	1.5	4	5	1.1	1.8	2.6	.6	1.6	2.0	.7	4.9	.5	
103	4	6	18	13	2	2	20	7	15	3	1	WVKX	89	4	6	16	10	2	2	19	7	9	3	1	WVKX	2.3	1.4	1.4	4.6	4.4	1.3	6	3.8	2.0	3.0	1.3	.3	
187	5	8	26	18	6	4	31	16	17	15	3	TOTAL	147	5	8	20	14	6	4	27	14	11	14	3	TOTAL	3.8	1.8	1.9	5.7	6.2	3.9	1.2	5.4	4.0	3.7	6.2	.8	
245	8	20	22	13	18	2	17	6	21	41	3	WRC	225	8	18	21	10	16	2	17	6	20	39	2	WRC	5.8	2.9	4.2	6.0	4.4	10.5	.6	3.4	1.7	6.6	17.3	.5	
360	43	16	15	1		50	47	18	10	1	159	WRQX	282	37	13	11	1	39	33	17	9	1	121	WRQX	7.2	13.2	3.0	3.1	.4		10.8	6.6	5.0	3.0	.4	31.3		
2			1							1		*WSMD	2			1									*WSMD	.1			3						3			
40	2	7	3	1		3	5	10	3	4		WXTR	20	2	7	1		3	3	1		3		3	WXTR	5		5	2.0	4		.6	.9	.3		.8		
42	2	8	3	1		3	5	11	3	4		TOTAL	22	2	8	1		3	3	2		3		3	TOTAL	.6		.5	2.3	.4		6	.9	.6		.8		
156	5	18	16	17	13	1	10	8	11	18	1	WTOP	141	5	17	12	14	12	1	10	7	10	17	1	WTOP	3.6	1.8	3.9	3.4	6.2	7.9	.3	2.0	2.0	3.3	7.5	.3	
47		1	1	4	5		3	7	5	4	2	*WUST	42		1	1	4	5		3	7	5	4	2	*WUST	1.1		.2	3	1.8	3.3		.6	2.0	1.6	1.8	.5	
34	4	3	2			6	9	1		4	5	WWDC	32	4	3	2		6	7	1		4	5	WWDC	8	1.4	.7	.6			1.7	1.4	.3		1.8	1.3		
123	24	30	1			29	13	4			22	WWDC FM	105	17	23	1		28	12	4		20		20	WWDC FM	2.7	6.1	5.3	3			7.8	2.4	1.2			5.2	
56		16	2	2		3	3	18	5	2	2	WYCB	56		16	2	2	3	3	18	5	2	2	2	WYCB	1.4		3.7	.6	9		.8	.6	5.2	1.6	9	.5	
97	34	18	1			10	3				31	WIYY	14	3	6				2				3		3	WIYY	4	1.1	1.4					.4				.8

TOTAL LISTENING IN METRO SURVEY AREA    3910    280    432    351    225    152    360    503    343    305    226    386

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Cume Listening Estimates

WASHINGTON, D. C.  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
4344	337	642	319	247	132	435	879	376	329	146	353	WASH	3767	275	567	246	237	86	357	766	337	316	95	345	WASH	14.9	13.4	18.7	12.4	15.1	7.9	15.5	24.7	17.0	19.1	7.8	10.9												
2951	655	675	31	26	22	376	286	37	51	31	727	WAVA	2538	539	640	15	26		346	234	37	51	31	585	WAVA	10.1	26.3	21.1	.8	1.7		15.1	7.6	1.9	3.1	2.5	18.6												
592	77	18	60	39	63	68	88	10	30	79		WEAM	592	77	18	60	39	63	68	88	10	30	79		WEAM	2.3	3.8	.6	3.0	2.5	5.8	3.0	2.8	.5	1.8	6.5													
1321	90	55	102	195	169	20	140	108	228	46	58	WEZR	1058	90	42	73	135	109	127	99	169	46	58	WEZR	4.2	4.4	1.4	3.7	3.6	10.1		4.1	5.0	10.2	3.8	1.8													
873	37	83	198	85	20	44	47	118	57	54	*WGAY	810	37	83	184	75	20	31	47	105	57	54	*WGAY	3.2		1.2	4.2	1.7	6.9	9	1.0	2.4	6.3	4.7	1.7														
4979	82	331	411	563	360	190	356	614	623	487	250	WGAY FM	4297	82	259	386	475	292	190	308	525	550	422	250	WGAY FM	17.0	4.0	8.5	19.5	33.3	27.0	8.3	9.9	26.6	33.2	34.5	7.9												
845		121	109	68	75	67	80	71	60	100		WGMS	826		121	109	68	75	67	80	71	60	100		WGMS	3.3		4.0	5.5	3.3	6.9	2.9	2.6	3.6	3.6	6.6													
2004	51	315	258	157	161	34	256	185	173	206	63	WGMS FM	1813	51	291	236	146	143	34	219	167	157	195	63	WGMS FM	7.2	2.5	9.6	11.9	3.3	13.2	1.5	7.1	8.4	9.5	16.0	2.0												
2438	51	397	314	186	175	89	307	234	189	225	63	TOTAL	2238	51	372	291	175	157	89	270	216	173	207	63	TOTAL	8.9	2.5	12.2	14.7	11.2	14.5	3.9	8.7	10.9	10.4	16.9	2.0												
786	77	262	85	28	18	130	137	33		16		WHFS	770	77	246	85	28	18	130	137	33		16	WHFS	3.1	3.8	8.1	4.3	1.8	1.7	5.7	4.4	1.7		1.3														
3660	346	752	194	43	52	592	691	275	127	89	381	WHUR	3463	346	715	194	43	52	575	637	254	116	82	355	WHUR	13.7	16.9	23.5	9.8	2.7	4.8	25.0	20.6	12.8	7.0	6.7	11.3												
1668	44	132	126	131	107	192	318	229	102	71	138	WJMD	1478	22	114	104	112	107	175	281	202	85	60	138	WJMD	5.9	1.1	3.8	5.3	7.1	9.9	7.6	9.1	10.2	5.1	4.9	4.4												
4331	607	590	288	66	70	671	680	209	168	25	858	WKYS	3830	558	484	241	66	70	620	623	203	156	25	734	WKYS	15.2	27.2	15.9	12.2	4.2	6.5	27.0	20.1	10.3	9.4	2.0	23.3												
6498	210	645	762	773	493	199	475	732	564	600	374	WMAL	5768	190	559	627	709	407	199	388	636	539	556	342	WMAL	22.9	9.3	18.4	31.7	45.2	37.6	8.7	12.5	32.2	32.5	45.5	10.9												
2489	164	339	349	200	114	161	264	295	201	128	211	WMZQ	1792	84	256	272	147	45	90	238	223	133	98	169	WMZQ	7.1	4.1	8.4	13.7	9.4	4.2	3.9	7.7	11.3	8.0	8.0	5.4												
1071	114	136	36	85	27	116	213	69	86	34	75	WOL	1071	114	136	36	85	27	116	213	69	86	34	75	WOL	4.2	5.6	4.5	1.8	5.4	2.5	5.1	6.9	3.5	5.2	2.8	2.4												
3161	424	371	129	83	33	509	451	219	79	27	824	WOOK	2919	424	359	129	67	33	492	401	219	79	16	688	WOOK	11.6	20.7	11.8	6.5	4.3	3.0	21.4	12.9	11.1	4.8	1.3	21.8												
1114	107	137	89	28		220	147	118	19	16	233	*WPGC	937	107	104	31	28		220	121	111	19	16	180	*WPGC	3.7	5.2	3.4	1.6	1.8		9.6	3.9	5.6	1.1	1.3	5.7												
5932	780	809	291	106	93	1003	858	369	228	89	1264	WPGC FM	4535	605	604	169	106	83	760	627	321	214	78	944	WPGC FM	18.0	29.5	19.9	8.5	5.8	7.7	33.1	20.2	16.2	12.9	6.4	30.0												
6453	780	882	335	121	93	1087	973	419	247	105	1369	TOTAL	4965	605	644	184	121	83	844	717	370	232	93	1048	TOTAL	19.7	29.5	21.2	9.3	7.7	7.7	36.8	23.1	18.7	14.0	7.6	33.3												
983	20	65	127	119	72	68	122	159	45	44	61	*WPKX	818	20	65	97	111	72	68	95	118	45	30	61	*WPKX	3.2	1.0	2.1	4.9	7.1	6.6	3.0	3.1	6.0	2.7	2.5	1.9												
1603	116	101	161	219	88	85	236	132	200	86	103	WVKX	1459	116	101	130	196	66	85	222	114	181	86	103	WVKX	5.8	5.7	3.3	6.6	12.5	6.1	3.7	7.2	5.8	10.9	7.0	3.3												
2108	135	125	218	273	123	130	265	256	216	99	164	TOTAL	1844	135	125	167	243	102	130	238	198	197	86	164	TOTAL	7.3	6.6	4.1	8.4	15.5	9.4	5.7	7.7	10.0	11.9	7.0	5.2												
3563	203	483	293	226	313	78	259	140	252	392	124	WRC	3195	182	408	268	192	273	78	259	126	233	363	110	WRC	12.7	8.9	13.4	13.5	12.2	25.2	3.4	8.4	6.4	14.1	29.7	3.5												
6651	822	627	327	94		821	823	381	229	94	2389	WRQX	5308	702	520	247	94		683	653	326	207	67	1765	WRQX	21.0	34.3	17.1	12.5	6.0		29.7	21.1	16.5	12.5	5.5	56.0												
102		24	18			19		21				*WSMD	102		24	18			19		21			61	*WSMD	.4		8	9			.6		1.3															
435		84	12	43	14	53	51	67	59	39		WXTR	288		84	12	24		53	27	39	25	24		WXTR	1.1		2.8	.6	1.5		1.7	1.4	2.4	2.0		8												
516		108	30	43	14	72	51	67	59	39		TOTAL	369		108	30	24		72	27	39	25	24		TOTAL	1.5		3.6	1.5	1.5		2.3	1.4	2.4	2.0		8												
3823	130	579	464	411	297	85	222	248	267	321	132	WTOP	3221	111	522	309	323	245	85	222	231	219	267	132	WTOP	12.8	5.4	17.2	15.6	20.6	22.6	3.7	7.2	11.7	13.2	21.8	4.2												
589		52	12	69	35	12	51	92	70	48	74	*WUST	565		52	12	69	35	12	51	92	70	48	74	*WUST	2.2		1.7	.6	4.4	3.2	.5	1.6	4.7	4.2	3.9	2.3												
1355	119	197	84	32	27	245	310	81	18	58	171	WWDC	1323	119	197	84	32	27	245	300	72	18	58	171	WWDC	5.2	5.8	6.5	4.2	2.0	2.5	10.7	9.7	3.6	1.1	4.7	5.4												
2956	655	628	41	29	33	427	386	47	18	23	656	WWDC FM	2493	526	490	30	29	33	398	308	47	18	23	591	WWDC FM	9.9	25.7	16.1	1.5	1.8	3.0	17.3	9.9	2.4	1.1	1.9	18.8												
794	12	121	73	55	8	42	105	130	83	59	61	WYCB	781	12	121	73	55	8	42	92	130	83	59	61	WYCB	3.1	.6	4.0	3.7	3.5	.7	1.8	3.0	6.6	5.0	4.8	1.9												
1271	321	150	25		9	200	77	17			472	WIYY	368	109	41				43	16				159	WIYY	1.5	5.3	1.3				1.9	.5				5.0												
TOTAL LISTENING IN METRO SURVEY AREA													24459	1919	2944	1938	1502	1052	2222	3027	1932	1625	1206	3108														96.9	93.7	96.8	97.9	95.8	97.1	96.8	97.7	97.7	98.1	98.7	98.6

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

WEST PALM BEACH-BOCA RATON  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
8			1					2	1		WDBF	8			1					2	1		WDBF	1.1			2.0					4.9	1.8				
22	3		4		2			4		1	WEAT	20	3		4					4		1	WEAT	2.7	7.7		7.8		2.1		9.1	1.9					
102		1	6	5	10	1	2	4	7	13	WEAT FM	89		1	5	5	9	1	2	3	6	11	WEAT FM	12.2		2.0	9.8	19.2	19.1	1.9	2.5	6.8	14.6	19.6			
25	4	3	1		1	3	5	3	1		2	WIRK	24	4	2	1		1	3	5	3	1	2	WIRK	3.3	10.3	4.1	2.0		2.1	5.7	6.3	6.8	2.4	3.8		
123	4	13	16	16	10	7	14	12	15	6	3	WIRK FM	95	4	12	10	8	10	7	13	5	12	5	2	WIRK FM	13.0	10.3	24.5	19.6	30.8	21.3	13.2	16.5	11.4	29.3	8.9	3.8
27	3	3	1	1	6					3		WJNO	26	2	3	1	1	6					3	WJNO	3.6	5.1	6.1	2.0	3.8	12.8					5.4		
27		3		3			1		5	2	1	WKQS	27		3		3			1		5	2	1	WKQS	3.7		6.1		11.5		1.3		12.2	3.6	1.9	
7		2	1				3				1	WNGS	7		2	1				3			1	WNGS	1.0		4.1	2.0			3.8				1.9		
43				3	4		6	3	1	7		WNJY	43				3	4		6	3	1	7	WNJY	5.9			11.5	8.5		7.6	6.8	2.4	12.5			
36			1	2			1	1	2	6		WPBR	36				1	2		1	1	2	6	WPBR	4.9			3.8	4.3		1.3	2.3	4.9	10.7			
12					2	4		2	1	3		WPOM	12						2	4		2	1	3	WPOM	1.6					3.8	5.1		4.9	1.8	5.8	
71	1	16	3			5	23	7	5	1	8	WRMF	63	1	11	3			5	20	7	5	1	8	WRMF	8.7	2.6	22.4	5.9		9.4	25.3	15.9	12.2	1.8	15.4	
6					3					2		*WSBR	6					3					2	*WSBR	.8				6.4					3.6			
16					1	3			1	1		*WSWN	15				1	3				1	1	*WSWN	2.1				2.1	5.7			2.4	1.8			
9	1					1	1	5				*WSWN FM	9	1					1	1	5			*WSWN FM	1.2	2.6				1.9	1.3	11.4					
15	3	9				1	2					WAXY	12	3	6				1	2				WAXY	1.6	7.7	12.2			1.9	2.5						
14	3					2		1			8	WCKO	14	3					2		1			8	WCKO	1.9	7.7			3.8		2.3				15.4	
4										1		WEWZ	4										1	WEWZ	.5										1.8		
47	3	1	3			8	9	3	1	15		WHYI	47	3	1	3			8	9	3	1	15	WHYI	6.5	7.7	2.0	5.9		15.1	11.4	6.8		1.8	28.8		
4												WINZ	3												WINZ	.4											
13		1			1					1		WIOD	13		1			1					1	WIOD	1.8		2.0		2.1						1.8		
79	21	4	4			14	5	5		26		WIZO	16	2	1	4			3	2	1		3	WIZO	2.2	5.1	2.0	7.8		5.7	2.5	2.3			5.8		
13				2		4			1	1		WLYF	13				2		4			1	1	WLYF	1.8			7.7		7.5		2.4	1.8				
8	2					4	1				1	WMJX	8	2					4	1			1	WMJX	1.1	5.1			7.5	1.3					1.9		
22	1		8	1	2					2		WNWS	19	1		8		2					1	WNWS	2.6	2.6		15.7		4.3				1.8			
11		1	1			1	2			1	1	WQAM	5		1					1				1	WQAM	.7		2.0			1.3						
15	1	3				6	3	1			1	WRBO	15	1	3				6	3	1		1	WRBO	2.1	2.6	6.1			11.3	3.8	2.3			1.9		
18	9					3	1				5	WSHE	17	8					3	1			5	WSHE	2.3	20.5			5.7	1.3					9.6		
6					2					3		WTMI	5				2						3	WTMI	.7			4.3						5.4			
TOTAL LISTENING IN METRO SURVEY AREA											728	39	49	51	26	47	53	79	44	41	56	52															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON

# Cume Listening Estimates

WEST PALM BEACH--BOCA RATON  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
192			12	14	14				22	24		WDBF	192			12	14	14			22	24		WDBF	4.2			4.5	5.8	5.1				7.9	6.5		
402	23	15	36	19	51	27	9	41	15	26	46	WEAT	367	23	15	36	19	36	27	9	41	15	26	46	WEAT	8.1	8.7	4.0	13.6	7.9	13.2	9.9	2.4	14.5	5.4	7.1	10.2
1268		35	55	99	124	14	39	72	105	173		WEAT FM	1080		15	48	91	102	14	39	62	96	131	WEAT FM	23.7		4.0	18.1	37.6	37.4	5.1	10.5	21.9	34.4	35.6		
616	69	71	36	44	31	68	91	52	37	29	46	WIRK	584	69	60	36	23	31	68	91	52	37	29	46	WIRK	12.8	26.1	16.2	13.6	9.5	11.4	24.9	24.4	18.4	13.3	7.9	10.2
1078	69	127	122	110	65	51	80	143	101	47	71	WIRK FM	929	69	122	108	89	61	51	73	114	65	43	46	WIRK FM	20.4	26.1	32.9	40.8	36.8	22.3	18.7	19.6	40.3	23.3	11.7	10.2
750	105	87	57	36	65	27	7		52	80	9	WJNO	705	69	87	57	36	65	27	7		52	80	WJNO	15.5	26.1	23.5	21.5	14.9	23.8	9.9	1.9		18.6	21.7		
311		15		23	14	17	27		22	37	20	WKQS	294		15		23	14		27		22	37	20	WKQS	6.5		4.0		9.5	5.1		7.2		7.9	10.1	4.5
269	23	60	24			27	73		15		47	WNGS	269	23	60	24			27	73		15		47	WNGS	5.9	8.7	16.2	9.1			9.9	19.6		5.4		10.5
393			12	14	34		27	52	24	73		WNJY	382			12	14	34		27	52	24	73	WNJY	8.4			4.5	5.5	12.5		7.2	18.4	8.6	19.8		
535	23	15	12	36	41		25	10	14	95	20	WPBR	527	23	15	12	36	41		25	10	14	90	20	WPBR	11.6	8.7	4.0	4.5	14.9	15.0		6.7	3.5	5.0	24.5	4.5
221	17	11	12		7	27	32		24	12	75	WPOM	221	17	15	12		7	27	32		24	12	75	WPOM	4.9	6.4	4.0	4.5		2.6	9.9	8.6		8.6	3.3	16.7
919	69	204	33			82	188	72	14	12	177	WRMF	852	69	177	33			82	158	62	14	12	177	WRMF	18.7	26.1	47.7	12.5			30.0	42.4	21.9	5.0	3.3	39.4
72					14				2	31		*WSBR	70					14					31		*WSBR	1.5					5.1				8.4		
181			18	25	27		10	7	33	26		*WSWN	172			18	25	27		10	7	28	26		*WSWN	3.8			7.4	9.2	9.9		3.5	2.5	7.6	5.8	
135	23					27	18	24	10	8	13	*WSWN FM	131	23					27	18	24	10	8	13	*WSWN FM	2.9	8.7					9.9	4.8	8.5	3.6	2.2	2.9
239	23	72	12			58	27	31	7			WAXY	207	23	57	12			41	27	31	7			WAXY	4.5	8.7	15.4	4.5			15.0	7.2	11.0	2.5		
353	80					54	9	31	7		164	WCKO	353	80					54	9	31	7		164	WCKO	7.7	30.3					19.8	2.4	11.0	2.5		36.5
78										18		WEWZ	78										18		WEWZ	1.7										4.9	
558	63	45	24			82	46	52		12	200	WHYI	550	63	45	24			82	46	52		12	192	WHYI	12.1	23.9	12.1	9.1			30.0	12.3	18.4		3.3	42.8
120		15			20			9	6			WINZ	108		15			20				9	6		WINZ	2.4		4.0			7.3			2.5	1.6		
254		50	12	27	20			10	14	29		WIOD	227		45	12	27	20				14	24		WIOD	5.0		12.1	4.5	11.2	7.3			5.0	6.5		
773	119	135	31		23	132	90	30	14		178	WIZD	327	46	72	24			59	30	10	7		79	WIZD	7.2	17.4	19.4	9.1			21.6	8.0	3.5	2.5		17.6
185			33	7	14				22	37		WLYF	181				33	7	14			22	37		WLYF	4.0				13.4	2.6	5.1			7.9	10.1	
170	40				41	27	20		6	36		WMJX	152	40				41	27	20		6	28		WMJX	3.3	15.2					15.0	7.2	3.5		1.6	6.2
297	23	15	36	30	34				7	29		WNWS	255	23	15	36	14	34				7	24		WNWS	5.6	8.7	4.0	13.6	5.8	12.5			2.5	6.5		
270	23	46	19			18	42	20	19	9	50	WQAM	182	23	35	12			14	21	10	17		33	WQAM	4.0	8.7	9.4	4.5			5.1	5.6	3.5	6.1		7.3
128	23	11				41	18	10		6	13	WRBO	128	23	11				41	18	10		6	13	WRBO	2.8	8.7	3.0				15.0	4.8	3.5		1.6	2.9
304	105	15		9		55	18	10			92	WSHE	250	69	15		9		37	18	10			92	WSHE	5.5	26.1	4.0		3.0		13.6	4.8	3.5			20.5
82					27				7	18		WTMI	78					27					7	18		WTMI	1.7					9.9			2.5	4.9	

TOTAL LISTENING IN METRO SURVEY AREA    4366   264   371   225   242   266   273   366   273   265   355   449    95.8   99.9   99.9   84.9   99.9   97.4   99.9   98.1   96.5   95.0   96.5   99.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS													SHARES--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
45	2	7	6	2	1	2	7	6	1	4	2	KAKZ	42	2	6	6	2	1	2	6	6	1	3	2	KAKZ	8.6	3.8	12.2	18.2	7.4	6.3	4.4	11.1	15.4	2.7	10.0	3.9	
46	1	11	1	4	1	6	9	4	3	2	3	KARD	35	1	6	1	4		6	7	3	3	2	2	KARD	7.2	1.9	12.2	3.0	14.8		13.3	13.0	7.7	8.1	6.7	3.9	
50	1	4	1	4	4	1	7	3	6	7		KBRA	36		4	1	4	4	1	2	3	3	6		KBRA	7.4		8.2	3.0	14.8	25.0	2.2	3.7	7.7	8.1	20.0		
98	27	9	3		1	14	12	5		1	26	KEYN	55	13	7	2		8	7	3		15	15	KEYN	11.2	24.5	14.3	6.1			17.8	13.0	7.7		29.4			
94		3	16	9	7	1	5	15	9	13	1	KFDI	51		2	6	7	3	1	2	8	6	7		KFDI	10.4		4.1	18.2	25.9	18.8	2.2	3.7	20.5	16.2	23.3		
54	9	2	5	3	3	5	6	8	8	2	1	KFDI FM	45	7	2	5	2	2	4	5	8	5	2	1	KFDI FM	9.2	13.2	4.1	15.2	7.4	12.5	8.9	9.3	20.5	13.5	6.7	2.0	
95	2	4	12	9	6	3	10	4	8	5	3	KFH	58		2	7	4	3	1	5	2	6	3	1	KFH	11.9		4.1	21.2	14.8	18.8	2.2	9.3	5.1	16.2	10.0	2.0	
21	2	1	3				2	7	2	3	1	KGCS	15	2	1	2			2	3	1	3	1		KGCS	3.1	3.8	2.0	6.1				3.7	7.7	2.7	10.0	2.0	
96	34	11	1			14	3	1			32	KICT	71	23	5	1		13	3				26	26	KICT	14.5	43.4	10.2	3.0			28.9	5.6			51.0		
21	1	6	1		1	3	6		2		1	KQAM	17	1	5	1		1	3	4		1	1		KQAM	3.5	1.9	10.2	3.0		6.3	6.7	7.4		2.7	2.0		
6				1		1	1	1		1		*KSGL	6				1		1	1	1		1		*KSGL	1.2				3.7		2.2	1.9	2.6		3.3		
32	2	9			1	3	8	1	2	1	1	KWKN	26	2	7		1	3	8	1	1		1		KWKN	5.3	3.8	14.3			6.3	6.7	14.8	2.6	2.7		2.0	
18										3	3	*KJRG	2									1	1		*KJRG	.4									2.7	3.3		
14				1						5	2	KOEZ	7									5	1		KOEZ	1.4									13.5	3.3		
17	1	1	1			2		3	2		7	KSKU	3	1				1					1		KSKU	6	1.9					2.2				2.0		
TOTAL LISTENING IN METRO SURVEY AREA													489	53	49	33	27	16	45	54	39	37	30	51														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
795	28	121	76	44	36	54	95	86	19	50	59	KAKZ	726	28	107	76	44	36	54	89	86	19	36	50	KAKZ	21.9	9.9	30.7	31.0	22.0	21.4	18.9	25.6	33.9	9.0	18.9	12.0
662	10	150	16	27	19	118	110	63	20	29	59	KARD	522	10	102	16	20	13	101	98	57	14	18	45	KARO	15.7	3.5	29.3	6.5	10.0	7.7	35.3	28.2	22.4	6.6	9.5	10.8
703	31	47	32	44	45	23	49	38	94	92	13	KBRA	526		47	32	44	35	23	32	38	68	68	13	KBRA	15.8		13.5	13.1	22.0	20.8	8.0	9.2	15.0	32.2	35.8	3.1
1208	212	157	65	5	21	137	141	77	14	21	353	KEYN	751	110	114	43	5		78	98	53	8	7	235	KEYN	22.6	38.7	32.8	17.6	2.5		27.3	28.2	20.9	3.8	3.7	56.6
1360	9	54	143	105	120	54	81	161	116	130	70	KFDI	722	9	30	82	69	66	31	42	86	58	72	32	KFOI	21.7	3.2	8.6	33.5	34.5	39.3	10.8	12.1	33.9	27.5	37.9	7.7
791	138	55	73	73	36	76	67	53	62	32	69	KFOI FM	508	63	48	54	34	18	61	56	48	37	21	45	KFOI FM	15.3	22.2	13.8	22.0	17.0	10.7	21.3	16.1	18.9	17.5	11.1	10.8
1403	74	83	125	111	121	54	97	89	97	128	45	KFH	847	19	47	71	73	76	31	75	53	71	86	12	KFH	25.5	6.7	13.5	29.0	36.5	45.2	10.8	21.6	20.9	33.6	45.3	2.9
262	18	30	50	22			19	55	28	11	18	KGCS	212	18	30	38	15			19	43	15	11	18	KGCS	6.4	6.3	8.6	15.5	7.5			5.5	16.9	7.1	5.8	4.3
853	258	99	16	5	4	95	33	34	13		296	KICT	631	183	72	16	5	4	78	33	28	4		208	KICT	19.0	64.4	20.7	6.5	2.5	2.4	27.3	9.5	11.0	1.9		50.1
472	36	79	27		13	54	103	9	19	18	80	KQAM	418	36	66	27		13	54	93	9	14	18	63	KQAM	12.6	12.7	19.0	11.0		7.7	18.9	26.8	3.5	6.6	9.5	15.2
120		6	16	14	9	15	14	9		14		*KSGL	120		6	16	14	9	15	14	9		14	*KSGL	3.6		1.7	6.5	7.0	5.4	5.2	4.0	3.5		7.4		
798	73	155	43	18	4	78	103	43	26	29	99	KWKN	624	73	85	27	18	4	78	86	43	17	21	76	KWKN	18.8	25.7	24.4	11.0	9.0	2.4	27.3	24.8	16.9	8.1	11.1	18.3
206				22	4		5	9	18	29		*KJRG	59				14	4		5	9	6	7		*KJRG	1.8				7.0	2.4		1.4	3.5	2.8	3.7	
267		12		44	17	8	6	14	29	48		KOEZ	129		12		29	4	8		14	29	14		KOEZ	3.9		3.4		14.5	2.4	2.8		5.5	13.7	7.4	
430	67	38	17			65	26	51	35	4	122	KSKU	128	36	18	5			31	14		6		13	KSKU	3.9	12.7	5.2	2.0			10.8	4.0		2.8		3.1
TOTAL LISTENING IN METRO SURVEY AREA												3155	275	348	234	190	150	270	333	254	207	179	389		95.0	96.8	99.9	95.5	95.0	89.3	94.4	96.0	99.9	98.1	94.2	93.7	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

WILMINGTON, DE  
FALL 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
17	1	2				4	6	1			3	WAMS	17	1	2				4	6	1			3	WAMS	2.6	1.7	3.2				6.0	9.0	1.9				4.3
64	1	1	4	4	11	2	3	8	11	9	2	WDEL	62	1	1	4	4	10	2	3	8	10	9	2	WDEL	9.4	1.7	1.6	10.3	10.5	32.3	3.0	4.5	15.1	17.5	22.5	2.9	
48	2	4	5	6	3			5	1	2	4	WILM	48	2	4	5	6	3			5	1	2	4	WILM	7.3	3.4	6.5	12.8	15.8	9.7		7.5	1.9	3.5	10.0		
13			3		1						3	*WJBR	13			3		1						3	*WJBR	2.0			7.7		3.2						7.5	
71		2	9	6	5			7	8	12	7	WJBR FM	55			6	4	5			4	6	9	7	WJBR FM	8.4			15.4	10.5	16.1		6.0	11.3	15.8	17.5		
9			1					1	4	2		*WNRK	9			1					1	4	2		*WNRK	1.4			2.6				1.5	7.5	3.5			
94	15	11	3	4		18	10	2	6	1	23	WSTW	88	13	11	2	4		16	10	2	6	1	22	WSTW	13.4	22.0	17.7	5.1	10.5		23.9	14.9	3.8	10.5	2.5	31.9	
15	1	1		2	2					2	2	KYW	14	1			2	2					2	2	KYW	2.1	1.7			5.3	6.5				3.5	5.0		
8					1			1	1	2		*WASA	8					1		1	1	2		2	*WASA	1.2					3.2			1.9	1.8	5.0		
18			3	2	2	1	4	1	1		3	WCAU	16		3	2	2		4	1	1		2	2	WCAU	2.4		4.8	5.1	5.3		6.0	1.5	1.9			5.0	
11	1	1	1			2	5	1				WCAU FM	9	1	1	1		2	4					6	WCAU FM	1.4	1.7	1.6	2.6			3.0	6.0					
24	2	2	2			5	3	4			6	WDAS FM	23	2	2	2		5	3	3			6	6	WDAS FM	3.5	3.4	3.2	5.1			7.5	4.5	5.7			8.7	
48	3	11	6	6	1	3	6	5	3	1		WSDS	30	2	7	3	4		3	2	4	3	1	1	WSDS	4.6	3.4	11.3	7.7	10.5		4.5	3.0	7.5	5.3	2.5		
16			1	1	2			2	5	1	1	WEAZ	14				1	1		2	5	1	1	1	WEAZ	2.1				2.6	3.2		3.0	9.4	1.8	2.5	1.4	
7	1	1				4	1					WFIL	3	1					2						WFIL	.5	1.7					3.0						
-1												*WFLN	-1												*WFLN													
9			1		2			1	2	2	1	WFLN FM	9			1		2		1	2	2	1	1	WFLN FM	1.4			2.6		6.5		1.5	3.8	3.5	2.5		
9			1		2			1	2	2	1	TOTAL	9			1		2		1	2	2	1	1	TOTAL	1.4			2.6		6.5		1.5	3.8	3.5	2.5		
10		1				2			1		6	WIFI	10		1			2		1			6	6	WIFI	1.5		1.6			3.0		1.9			8.7		
22	5	5				6	4				2	WIOQ	18	4	4			6	2				2	2	WIOQ	2.7	6.8	6.5			9.0	3.0				2.9		
12	1	1	1			3	2	2	2	1	1	WIP	12	1	1	1			3	2	2	1	1	1	WIP	1.8	1.7	1.6	2.6			4.5	3.8	3.5	2.5	1.4		
34	3	3	1			12	7	3	3		2	WMGK	32	2	3	1		12	7	3	3		1	1	WMGK	4.9	3.4	4.8	2.6			17.9	10.4	5.7	5.3		1.4	
22	4	2		3		3	1				9	WMMR	20	4	2		3		2	1			8	8	WMMR	3.0	6.8	3.2		7.9		3.0	1.5			11.6		
8						1						WPEN	8					3		1						WPEN	1.2				9.7		1.5					
5			2	1					2			WPOC	5			2	1					2				WPOC	.8			5.1	2.6			3.8				
4			1			1	1		1			WSNI	4			1				1	1	1				WSNI	.6			2.6			1.5	1.9	1.8			
8		4		1		3						WUSL	8		4		1				3					WUSL	1.2		6.5		2.6		4.5					
3						1	1					*WVCH	3							1	1					*WVCH	.5					1.5	1.9					
13			5					1	1			WWDB	12		5						1	1				WWDB	1.8			8.1			1.9	1.8				
9	1			1	1				2	2		WWSH	7	1			1					2	1			WWSH	1.1	1.7			2.6				3.5	2.5		
45	24	4				2	2				13	WYSP	39	22	4				2	1				10	10	WYSP	5.9	37.3	6.5			3.0	1.5				14.5	
TOTAL LISTENING IN METRO SURVEY AREA												658	59	62	39	38	31	67	67	53	57	40	69															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

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# Cume Listening Estimates

WILMINGTON, DE  
FALL 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
552	30	40	14	21	10	111	128	34		20	124	WAMS	543	30	40	14	21	5	111	128	34		16	124	WAMS	12.6	9.0	9.0	4.4	7.4	2.2	30.8	28.3	10.5		6.6	22.5	
1200	36	69	111	84	105	86	76	102	119	114	49	WDEL	1136	36	69	107	79	101	78	76	102	111	107	46	WDEL	26.3	10.8	15.5	34.0	28.0	44.7	21.7	16.8	31.5	37.6	43.9	8.3	
804	36	63	93	64	63	11	69	66	34	81	8	WILM	804	36	63	93	64	63	11	69	66	34	81	8	WILM	18.6	10.8	14.2	29.5	22.7	27.9	3.1	15.2	20.4	11.5	33.2	1.5	
193			16	10	18			5	22	31	36	*WJBR	184			12	10	18				22	31	36	*WJBR	4.3				3.8	3.5	8.0		6.8	10.5	14.8		
863	12	19	101	97	62	11	66	84	114	85	22	WJBR FM	731	12	8	86	83	52	11	43	71	104	74	15	WJBR FM	16.9	3.6	1.8	27.3	29.4	23.0	3.1	9.5	21.9	35.3	30.3	2.7	
105		8	14		4	11	26	7	9			*WNRK	105		8	14		4	11	26	7	9			*WNRK	2.4		1.8	4.4		1.8	3.1	5.7	2.2	3.1			
1216	169	148	47	21	5	190	143	45	46	22	357	WSTW	1070	127	131	37	21	5	163	138	37	42	22	324	WSTW	24.8	38.1	29.4	11.7	7.4	2.2	45.3	30.5	11.4	14.2	9.0	58.8	
413	18	54	25	48	45		27	15	31	38	22	KYW	367	18	37	21	48	40			13	12	31	35	22	KYW	8.5	5.4	8.3	6.7	17.0	17.7		2.9	3.7	10.5	14.3	4.0
106		8	7		22	12	11	8	9	11		*WASA	102		8	7		22	12	7	8	9	11		*WASA	2.4		1.8	2.2		9.7	3.3	1.5	2.5	3.1	4.5		
316		43	25	53	18	11	32	15	10	52		WCAU	283		43	21	51	9	11	32	15	6	49		WCAU	6.5		9.7	6.7	18.1	4.0	3.1	7.1	4.6	2.0	20.1		
289	36	48	7		11	38	74	15	16	11	24	WCAU FM	262	36	43	7		11	30	69	12	14	11	20	WCAU FM	6.1	10.8	9.7	2.2		4.9	8.3	15.2	3.7	4.7	4.5	3.6	
225	18	29	28			38	44	20	8		40	WDAS FM	210	18	29	28			30	44	17	8		36	WDAS FM	4.9	5.4	6.5	8.9			8.3	9.7	5.2	2.7		6.5	
624	39	100	66	81	22	22	74	75	50	24	25	WDSO	394	18	61	41	54	13	22	36	56	37	20	8	WDSO	9.1	5.4	13.7	13.0	19.1	5.8	6.1	7.9	17.3	12.5	8.2	1.5	
313	12	13	18	33	23		41	57	48	31	14	WEAZ	293	12	13	14	33	18		36	54	48	31	11	WEAZ	6.8	3.6	2.9	4.4	11.7	8.0		7.9	16.7	16.3	12.7	2.0	
226	30	35	11	2	5	61	29	3	16	4	19	WFIL	168	30	24	7		52	11		14		19	WFIL	3.9	9.0	5.4	2.2			14.4	2.4		4.7		3.4		
5					5							*WFLN	5				5								*WFLN	.1					2.2							
158		24	21	20	14		13	32	23	11		WFLN FM	155		24	21	20	14		13	29	23	11		WFLN FM	3.6		5.4	6.7	7.1	6.2		2.9	9.0	7.8	4.5		
158		24	21	20	14		13	32	23	11		TOTAL	155		24	21	20	14		13	29	23	11		TOTAL	3.6		5.4	6.7	7.1	6.2		2.9	9.0	7.8	4.5		
316	12	30	15			67	30	35			127	WIFI	305	12	24	15			67	25	35			127	WIFI	7.1	3.6	5.4	4.8			18.6	5.5	10.8			23.0	
443	131	101	7		10	67	56	7	9		55	WIOQ	407	121	90	7		5	67	46	7	9		55	WIOQ	9.4	36.3	20.2	2.2		2.2	18.6	10.2	2.2	3.1		10.0	
429	36	69	14	10	16	22	85	44	26	11	80	WIP	414	36	69	14	10	16	22	80	44	26	11	80	WIP	9.6	10.8	15.5	4.4	3.5	7.1	6.1	17.7	13.6	8.8	4.5	14.5	
597	47	88	21	10		122	114	47	48	5	95	WMGK	583	36	88	21	10		122	114	47	48	5	92	WMGK	13.5	10.8	19.8	6.7	3.5		33.9	25.2	14.5	16.3	2.0	16.7	
672	166	80	11	22		109	42	13	25	5	199	WMMR	609	145	74	7	22		100	42	7	25	5	182	WMMR	14.1	43.5	16.6	2.2	7.8		27.8	9.3	2.2	8.5	2.0	33.0	
141		16	11	21	9	22	17			13	6	WPEN	133		16	7	21	9	22	17			9	6	WPEN	3.1		3.6	2.2	7.4	4.0	6.1	3.8			3.7	1.1	
148	18	13	41	11		23	18	18			6	WPOC	125	18	8	37	11		23	13	15				WPOC	2.9	5.4	1.8	11.7	3.9		6.4	2.9	4.6				
154		16	26	26	4		19	27	27	4	5	WSNI	153		16	26	26	4		19	27	26	4	5	WSNI	3.5		3.6	8.3	9.2	1.8		4.2	8.3	8.8	1.6	.9	
179	18	64	7	11		41	7	8			23	WUSL	169	18	59	7	11			36	7	8		23	WUSL	3.9	5.4	13.3	2.2	3.9			7.9	2.2	2.7		4.2	
88		12	7	11		13	17			16	3	*WVCH	83			12	7	11		13	15		16		*WVCH	1.9			3.8	2.5	4.9		2.9	4.6			6.6	
135		37	7	10	7		7	14	9			WWDB	131		37	7	10	7		7	14	9			WWDB	3.0		8.3	2.2	3.5	3.1		2.2	4.7	3.7			
212	18		11	36	14		13	25	25	36		WWSH	197	18		7	36	9		13	22	25	33		WWSH	4.6	5.4		2.2	12.8	4.0		2.9	6.8	8.5	13.5		
724	231	91	7	11		61	31	8	9	11	264	WYSP	634	200	80	7	11		52	21	8	9	11	235	WYSP	14.7	60.1	18.0	2.2	3.9		14.4	4.6	2.5	3.1	4.5	42.6	

TOTAL LISTENING IN METRO SURVEY AREA	4167	315	437	303	272	217	360	427	317	295	235	543	96.4	94.6	98.2	96.2	95.5	96.0	99.9	94.3	97.8	99.9	96.3	98.5
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Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

WORCESTER  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
119	29	21	3			14	6	7		1	38	WAAF	68	22	11	3			6	5	1			20	WAAF	12.5	40.7	22.4	8.6			12.8	10.9	2.9			36.4
38	4	5	1	1		9	7	4	1	1	5	WFTQ	36	4	4	1	1		9	6	4	1	1	5	WFTQ	6.6	7.4	8.2	2.9	4.8		19.1	13.0	11.4	2.4	2.4	9.1
14				2	1	1	1	1	1	2		WNEB	14			2	1		1	1	1	1	2	WNEB	2.6				9.5	3.2	2.2	2.9	2.4	4.8			
29		6	3	1	3	2	4	2	3	3		WORC	27		6	3	1	3	2	4	2	3	1	WORC	5.0		12.2	8.6	4.8	9.7	4.3	8.7	5.7	7.3	2.4		
138	2	6	8	12	15	5	8	8	16	25		WSRS	103	2	6	4	6	9	3	7	7	14	18	WSRS	19.0	3.7	12.2	11.4	28.6	29.0	6.4	15.2	20.0	34.1	42.9		
75		4	1	6	7	1	2	6	6	12	1	WTAG	64		3	1	6	6	1	2	5	6	9	WTAG	11.8		6.1	2.9	28.6	19.4	2.1	4.3	14.3	14.6	21.4	1.8	
11	1			1		1	2				6	WAQY	8	1		1			1	1				4	WAQY	1.5	1.9		2.9			2.1	2.2			7.3	
28	6	16					2				4	WBCN	9	6	1									2	WBCN	1.7	11.1	2.0								3.6	
62	3	3	6	3	6	7	4	8	7			WBZ	41	2	2	4	2	3		5	4	5	4	WBZ	7.6	3.7	4.1	11.4	9.5	9.7	10.9	11.4	12.2	9.5			
68	30	3	1	1		8	3				22	WCOZ	21	4	1				3	1				12	WCOZ	3.9	7.4	2.0			6.4	2.2				21.8	
5	1	1			1			1				*WCRB	4	1	1		1								*WCRB	.7	1.9	2.0			3.2						
34	2	8	6			10	7		1			WEEI FM	19	2	3	4			7	3					WEEI FM	3.5	3.7	6.1	11.4		14.9	6.5					
9			1		2				3	1		*WESO	9			1		2				3	1		*WESO	1.7			2.9		6.5			7.3	2.4		
25					4				9	5		WHUE FM	6				1					1	2		WHUE FM	1.1				3.2				2.4	4.8		
45			2		4				8	5		WJIB	8									2	1		WJIB	1.5								4.9	2.4		
34	8					11	4	2			9	WPJB	13	1					3	1	1			7	WPJB	2.4	1.9				6.4	2.2	2.9			12.7	
26	1	1	7	2	2		2	5	2		1	*WQVR	16	1	1	4	2	2		2	1	1			*WQVR	2.9	1.9	2.0	11.4	9.5	6.5	4.3	2.9	2.4			
34	7	4	3			3	8	7	2			WROR	25	7	4	2			3	5	4				WROR	4.6	13.0	8.2	5.7		6.4	10.9	11.4				
13			1		1		4	3		1		WSSH	7			1					1	3			WSSH	1.3			2.9		2.2	8.6					
22		1	1	3		5	6	2			4	WVBF	5			1			1					3	WVBF	.9			2.9		2.1					5.5	
11	2	4	2			2		1				WXKS FM	7		3	1			2		1				WXKS FM	1.3		6.1	2.9		4.3		2.9				

TOTAL LISTENING IN METRO SURVEY AREA    543   54   49   35   21   31   47   46   35   41   42   55

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

WORCESTER  
OCT/NOV 1990

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1485	324	74	73	32	5	216	95	62	20	22	450	WAAF	842	181	108	23	22	5	99	71	29	20	4	268	WAAF	25.9	70.2	38.4	10.9	10.7	2.6	42.7	24.9	12.9	8.9	1.9	66.0	
646	94	87	16	9		99	95	58	28	9	146	WFTQ	567	56	70	16	9		99	85	58	20	9	140	WFTQ	17.5	21.7	24.9	7.6	4.4		42.7	29.8	25.8	8.9	4.2	34.5	
309	7	11	23	40	21	20	18	36	27	26		WNEB	309	7	11	23	40	21	20	18	36	27	26		WNEB	9.5	2.7	3.9	10.9	19.5	10.9	8.6	6.3	16.0	12.0	12.1		
412	14	43	59	24	16	13	58	36	19	39	22	WORC	392	14	43	47	24	16	13	58	36	19	31	22	WORC	12.1	5.4	15.3	22.3	11.7	8.3	5.6	20.4	16.0	8.4	14.4	5.4	
1447	21	81	122	132	118	39	84	114	152	183	35	WSRS	1044	21	70	86	99	80	26	67	87	123	136	28	WSRS	32.2	8.1	24.9	40.8	48.3	41.7	11.2	23.5	38.7	54.7	63.3	6.9	
1337	28	92	75	124	108	53	36	108	102	145	38	WTAG	1083	28	76	62	111	85	53	36	102	87	118	38	WTAG	33.4	10.9	27.0	29.4	54.1	44.3	22.8	12.6	45.3	38.7	54.9	9.4	
222	28	5	23			30	47			18	71	WAQY	139	28	5	23			7	27		4	45	WAQY	4.3	10.9	1.8	10.9			3.0	9.5		1.8		11.1		
243	96	55			5	20	24				43	WBCN	162	77	22		5	20	13				25	WBCN	5.0	29.8	7.8			2.6	8.6	4.6				6.2		
1138	47	114	124	87	92	7	164	95	137	61	38	WBZ	606	28	65	62	40	53	7	85	58	61	26	13	WBZ	18.7	10.9	23.1	29.4	19.5	27.6	3.0	29.8	25.8	27.1	12.1	3.2	
836	210	77	40	25	5	132	43	7			297	WCOZ	367	77	27	16		5	60	22			160	WCOZ	11.3	29.8	9.6	7.6		2.6	25.9	7.7				39.4		
142	14	16			11	26	7	9	21	4	9	*WCRB	113	14	16		11	11	7	9	7	4	9	*WCRB	3.5	5.4	5.7		5.4	5.7	3.0	3.2	3.1	1.8	4.2			
398	35	71	55	10	5	84	84		26	13	15	WEEI FM	260	35	38	31		5	60	53		10	13	15	WEEI FM	8.0	13.6	13.5	14.7		2.6	25.9	18.6		4.4	6.0	3.7	
114			8	16	11		4	7	19	13	19	*WESO	82			8	6	11		4		11	13	12	*WESO	2.5			3.8	2.9	5.7		1.4		4.9	6.0	3.0	
357	7		20	15	57		4	35	39	48		WHUE FM	182	7		8	15	27		4	22	23	31		WHUE FM	5.6	2.7		3.8	7.3	14.1		1.4	9.8	10.2	14.4		
443			40	27	83	12	9	14	81	44	5	WJIB	165			16	14	21		9	7	43	9	5	WJIB	5.1			7.6	6.8	10.9		3.2	3.1	19.1	4.2	1.2	
444	56	5	16	5	7	89	30	46	24		166	WPJB	241	28	5	16	5		33	9	29	10		106	WPJB	7.4	10.9	1.8	7.6	2.4		14.2	3.2	12.9	4.4		26.1	
286	21	11	72	11	11		13	49	20		32	*WQVR	156	21	11	47	11	11		13	15	4		7	*WQVR	4.8	8.1	3.9	22.3	5.4	5.7		4.6	6.7	1.8		1.7	
460	56	43	67	15		51	106	62	14	4	37	WROR	311	56	43	55	15		26	45	29	6	4	27	WROR	9.6	21.7	15.3	26.1	7.3		11.2	15.8	12.9	2.7	1.9	6.7	
234			20	5	15	7	34	36	9	22	17	WSSH	114			8	5		7	13	36	9	4	7	WSSH	3.5			3.8	2.4		3.0	4.6	16.0	4.0	1.9	1.7	
348	14	17	20	22		62	41	20	17	4	131	WVBF	151	14		8	9		13			17	4	86	WVBF	4.7	5.4		3.8	4.4		5.6			7.6	1.9	21.2	
207	19	55	36	5		44	18	15			15	WXKS FM	108		22	23	5		20	18	15			5	WXKS FM	3.3		7.8	10.9	2.4		8.6	6.3	6.7			1.2	

TOTAL LISTENING IN METRO SURVEY AREA    3094   258   270   195   196   176   218   276   218   215   215   399    95.3   99.9   96.1   92.4   95.6   91.7   94.0   96.8   96.9   95.6   99.9   98.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

YORK  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
14	2		2		1	1	3	1			WGCB FM	5			1		1			1			WGCB FM	1.0			3.3		3.3			2.3					
7			1				2	1	1		*WGET	7			1					2	1	1	*WGET	1.4			3.3					4.7	2.9	2.9			
30	2	1	1	2	1	1	3	3	2		*WHVR	30	2	1	1	2	1	1	1	3	3	2	*WHVR	6.1	4.4	2.5	3.3	7.4	3.3	2.9	1.9	7.0	8.6	5.9			
41	5	2	2	6	2	4	2	3	2	3	*WNOW	36	5	2	2	5	2	1	1	3	2	3	*WNOW	7.4	11.1	5.0	6.7	18.5	6.7	2.9	1.9	7.0	5.7	8.8			
133	12	24	9	1	1	19	14	8	3	41	WQXA	46	3	9	2		1	4	8	3	1	15	WQXA	9.4	6.7	22.5	6.7		3.3	11.4	15.1	7.0	2.9		36.6		
25	13	6				3				3	WRHY	6	4	1			1						WRHY	1.2	8.9	2.5				2.9							
80	1	9	7	6	4	1	18	8	6	7	WSBA	55		6	4	5	2	1	13	6	5	5	WSBA	11.2		15.0	13.3	18.5	6.7	2.9	24.5	14.0	14.3	14.7			
105	5	6	6	9	10	5	14	13	11	12	WSBA FM	45	3	3	1	8	9	3	1	5	6	5	WSBA FM	9.2	6.7	7.5	3.3	29.6	30.0	8.6	1.9	11.6	17.1	14.7			
54	11	3	1			8	10	2	1	1	*WYCR	45	10	2	1			6	8	1		1	16	*WYCR	9.2	22.2	5.0	3.3			17.1	15.1	2.3		2.9	39.0	
8	3	2				1	1	1			WZIX	7	3	1			1	1	1				WZIX	1.4	6.7	2.5				2.9	1.9	2.3					
-----																																					
51	2	5	2	2	4	2	6	7	4	8	WDAC	8			1		1			1		3	WDAC	1.6			3.3		3.3			2.3		8.8			
139		7	9	9	15		7	10	10	25	WHP	10					2		3			2	WHP	2.0				6.7		5.7			5.9				
111	1	7	5	5	12	5	12	9	12	15	WHP FM	13					3		1	3	2		WHP FM	2.7					8.6		2.3	8.6	5.9				
100		1	2	13	12		7	7	18	10	WNCE	32		1	1	1	6		4		5	4	WNCE	6.5		2.5	3.3	3.7	20.0		7.5		14.3	11.8			
27	4	4		2		11					WQVE	3	2									1	WQVE	.6	4.4										2.4		
130	11	14	11	6	5	20	13	16	15	7	WRKZ	30	2	7	3		1	2	7	3	1	2	1	WRKZ	6.1	4.4	17.5	10.0		3.3	5.7	13.2	7.0	2.9	5.9	2.4	
41	7	6	4			4	6	1	2	1	WSFM	2			1					1			WSFM	.4			3.3			1.9							
77	35	10	1			16	2	1	1		WTPA	6	3	2			1						WTPA	1.2	6.7	5.0			2.9								
-----																																					
6				1	1				1	1	WBAL	5				1	1				1	1	WBAL	1.0				3.7	3.3				2.9	2.9			
6			1		2					1	WFRE	5			1		1					1	WFRE	1.0			3.3		3.3				2.9				
6	1	1				1	1				WIYY	5		1			1	1				2	WIYY	1.0		2.5				2.9	1.9					4.9	
4			2								WLIF	4			2								WLIF	.8			6.7										
28	3	1	1	2	2	3		7	1	1	WPOC	24	3	1	1	2	1	3		6	1		WPOC	4.9	6.7	2.5	3.3	7.4	3.3	8.6		14.0	2.9				
TOTAL LISTENING IN METRO SURVEY AREA											489	45	40	30	27	30	35	53	43	35	34	41															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

YORK  
OCT/NOV 1980

MONDAY-SUNDAY  
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS-METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
289	19	14	30	13	22	8	18	37	23	28	6	WGCB FM	114			14		13	8		18	4	22		WGCB FM	3	8			6	5		7	6	3	7		8	1	2	0	11	6						
232	9	6	35	21	7		16	14	26	6	36	*WGET	223		6	35	21	7		16	14	26	6	36	*WGET	7	4		2	0	16	3	11	2	4	1		5	4	6	3	13	1	3	2	10	0		
396	25	44	27	42	13	8	12	32	21	25	14	*WHVR	392	25	44	27	38	13	8	12	32	21	25	14	*WHVR	13	0	11	7	14	9	12	6	20	2	7	6	3	7	4	0	14	5	10	6	13	2	3	9
352	10	42	28	34	43	25	29	30	20	48		*WNOW	311	10	36	28	30	43	16	21	24	20	48		*WNOW	10	3	4	7	12	2	13	0	16	0	25	1	7	5	7	1	10	9	10	1	25	4		
2127	229	288	151	35	4	290	225	148	68	15	659	WQXA	709	86	98	41	15	4	107	98	37	20	203	WQXA	23	5	40	2	33	1	19	1	8	0	2	3	50	0	33	0	16	7	10	1		56	2		
403	103	96	5	10	4	59	18	6	16	9	77	WRHY	140	28	28	5	4	21	12		10		32	WRHY	4	6	13	1	9	5	2	3		2	3	9	8	4	0		5	0		8	9				
1418	47	184	119	128	107	49	219	112	120	106	102	WSBA	951	30	148	79	81	55	39	146	78	99	74	51	WSBA	31	5	14	0	50	0	36	7	43	1	32	2	18	2	49	2	35	3	49	7	39	2	14	1
1318	52	74	107	124	108	71	133	143	129	118	40	WSBA FM	550	18	23	49	62	70	45	21	54	79	57	12	WSBA FM	18	2	8	4	7	8	22	8	33	0	40	9	21	0	7	1	24	4	39	7	30	2	3	3
916	136	73	57			128	91	68	30	13	289	*WYCR	590	63	40	50			66	81	48	10	13	195	*WYCR	19	6	29	4	13	5	23	3			30	8	27	3	21	7	5	0	6	9	54	0		
295	28	57	14	10		23	29	20	5	9	60	WZIX	245	20	36	14	10		23	21	20	5	9	55	WZIX	8	1	9	3	12	2	6	5	5	3			10	7	7	1	9	0	2	5	4	8	15	2
613	19	34	50	19	74	20	50	45	51	81	17	WDAC	108			14		21			20	4	25		WDAC	3	6			6	5		12	3					9	0	2	0	13	2					
1744	28	101	181	169	174	31	120	136	135	212	68	WHP	187		8	14	10	34	8	20	7	7	26	6	WHP	6	2		2	7	6	5	5	3	19	9	3	7	6	7	3	2	3	5	13	8	1	7	
1360	19	88	72	90	152	23	111	89	161	162	53	WHP FM	144			14	13	22	8		7	21	26	6	WHP FM	4	8			6	5	6	9	12	9	3	7			3	2	10	6	13	8	1	7		
1216	28	36	64	142	125		92	113	132	164	21	WNCE	416	20	23	23	40	57		36	16	50	74		WNCE	13	8	9	3	7	8	10	7	21	3	33	3			12	1	7	2	25	1	39	2		
403	64	59		15		93	16	8	18	4	126	WQVE	63	18			5		8	5		5		22	WQVE	2	1	8	4			2	7			3	7	1	7			2	5		6	1			
1585	155	144	151	150	85	177	97	153	141	81	179	WRKZ	377	30	59	45	12	22	39	48	29	10	17	54	WRKZ	12	5	14	0	19	9	20	9	6	4	12	9	18	2	16	2	13	1	5	0	9	0	15	0
753	66	127	53		22	111	130	37	28	14	165	WSFM	67		19	7			8	20	7			6	WSFM	2	2		6	4	3	3					3	7	6	7	3	2			1	7			
789	215	112	23	26		167	26	18	20	5	163	WTPA	98	20	23	5	5		16	5		7		17	WTPA	3	2	9	3	7	8	2	3	2	7			7	5	1	7			3	5		4	7	
178		8	20	37	4	10		13	13	13	6	WBAL	142		8	20	20	4			13	13	13	6	WBAL	4	7		2	7	9	3	10	6	2	3			5	9	6	5	6	9	1	7			
149		8	10	4	17	8	5	19		22	14	WFRE	120		8	10	4	12	8	5	19		22	5	WFRE	4	0		2	7	4	7	2	1	7	0	3	7	1	7	8	6		11	6	1	4		
81	8	15				23	12				23	WIYY	73		15				23	12				23	WIYY	2	4		5	1						10	7	4	0					6	4				
115		8	7	9	4		7	10	4			WLIF	74		7		4			7	5	4			WLIF	2	5			3	3		2	3					3	2	2	5	2	1					
244	35	13	23	23	17	29	5	45	11	9	5	WPOC	202	35	13	17	23	11	29	5	34	5	4	5	WPOC	6	7	16	4	4	4	7	9	12	2	6	4	13	6	1	7	15	4	2	5	2	1	1	4
TOTAL LISTENING IN METRO SURVEY AREA													2815	194	288	201	188	150	198	297	208	199	180	343	93	3	90	7	97	3	93	5	99	9	87	7	92	5	99	9	94	1	99	9	95	2	95	0	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

# Average Quarter-Hour Listening Estimates

YOUNGSTOWN/WARREN  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
91		1	3	11	6		1	7	20	13		*WBBW	88		1	3	10	5		1	7	20	13		*WBBW	12.3		1.8	7.3	26.3	14.7		1.4	12.3	26.7	20.0	
45	5	3	4	3	3		2	7	6	2		*WFMJ	39	5	3	4	2	3		2	3	6	2		*WFMJ	5.5	10.0	5.3	9.8	5.3	8.8		2.8	5.3	8.0	3.1	
3		2					1					*WGFT	3		2						1					*WGFT	4		3.5					1.4			
18		1		1	3	3				1	2	WHHH	18		1		1	3	3				1	2	WHHH	2.5		1.8		2.6	8.8	5.9			1.5	2.6	
77	12	10	5	1		8	13	5	3	1	16	WHOT	67	11	6	5	1		8	11	4	3	1	14	WHOT	9.4	22.0	10.5	12.2	2.6		15.7	15.3	7.0	4.0	1.5	17.9
47	12	7				13	3				12	WSRO	41	11	5				12	3				10	WSRO	5.7	22.0	8.8				23.5	4.2			12.8	
104	3	4	8	17	9	1	8	11	18	10	4	WKBN	66	3	4	5	13	6		6	5	9	7	1	WKBN	9.2	6.0	7.0	12.2	34.2	17.6		8.3	8.8	12.0	10.8	1.3
136	2	8	8	5	7	3	7	9	14	37		WKBN FM	88	1	1	3	3	6	3	7	8	13	25		WKBN FM	12.3	2.0	1.8	7.3	7.9	17.6	5.9	9.7	14.0	17.3	38.5	
18		1	2	4	1		1	3	2	1		*WNIO	18		1	2	4	1		1	3	2	1		*WNIO	2.5		1.8	4.9	10.5	2.9		1.4	5.3	2.7	1.5	
7	1	1		1					3	1		*WQOD	7	1	1		1					3	1		*WQOD	1.0	2.0	1.8			2.9			4.0	1.5		
3		2		1								*WTCL	3		2		1								*WTCL	.4		3.5			2.9						
20		1				2	3	1	2		11	WDMT	17		1				2	3	1			10	WDMT	2.4		1.8				3.9	4.2	1.8		12.8	
5		1	1				1	1			1	WGBZ	5		1	1				1	1			1	WGBZ	.7		1.8	2.4				1.4	1.8		1.3	
15	3				2	3	1				6	WGCL	8						1	1				6	WGCL	1.1						2.0	1.4			7.7	
36	8	3				6	10		1		8	WMMS	21	5	3				6	1		1		5	WMMS	2.9	10.0	5.3				11.8	1.4		1.3	6.4	
37			10	1	4			3		11	2	*WPIC	6			1				1		1		2	*WPIC	.8			2.4		2.9			1.8		1.5	
63	6	7	2	3	4	14	12	11	3			WQXK	41	6	5		2	2	9	4	10	2			WQXK	5.7	10.5	12.2		5.9	3.9	12.5	7.0	13.3	3.1		
13	1	2					1	4			2	WSLR	12			2				1	4			2	WSLR	1.7			4.9				1.4	7.0		2.6	
6		2					1		2	1		WTOF	6		2					1		2	1		WTOF	.8		3.5					1.4		2.7	1.5	
15	2		1	1	4			2		4	1	WWIZ	4			1					2		1		WWIZ	.6			2.4					3.5		1.5	
11	2	1	1	1	1	2	1				1	WWWE	6		1	1	1		1	1				1	WWWE	.8		1.8	2.4	2.6		2.0	1.4				
10	4	3				1	1				1	WWWM	9	3	3				1	1				1	WWWM	1.3	6.0	5.3				2.0	1.4			1.3	
118	16	8	6	2	1	15	19	8	2	1	39	WYFM	75	6	7	5	1	1	8	15	6	1	1	24	WYFM	10.5	12.0	12.3	12.2	2.6	2.9	15.7	20.8	10.5	1.3	1.5	30.8
TOTAL LISTENING IN METRO SURVEY AREA												714	50	57	41	38	34	51	72	57	75	65	78														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

YOUNGSTOWN/WARRREN  
OCT/NOV 1980

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %																
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %																	
1127	37	58	76	145	95	36	30	74	154	130	18	*WBBW	1007	37	58	76	111	72	23	30	74	134	130	18	*WBBW	22.1	11.1	14.2	23.6	35.1	27.7	6.7	7.0	21.1	39.9	46.4	3.1																
714	34	15	61	95	28	23	43	105	78	53	31	*WFMJ	562	34	15	61	78	28	23	32	56	68	53	24	*WFMJ	12.3	10.2	3.7	18.9	24.7	10.8	6.7	7.5	16.0	20.2	18.9	4.1																
115		21	10		15	12	6		20	6	25	*WGFT	115		21	10		15	12	6		20	6	25	*WGFT	2.5		5.1	3.1		5.8	3.5	1.4		6.0	2.1	4.2																
372	15	25	26	26	38	19	16	29	24	15	36	WHHH	372	15	25	26	26	38	19	16	29	24	15	36	WHHH	8.2	4.5	6.1	8.1	8.2	14.6	5.5	3.8	8.3	7.1	5.4	6.1																
1506	124	248	87	33	7	214	205	108	60	38	318	WHOT	1250	114	150	67	33	7	202	184	76	60	38	270	WHOT	27.4	34.3	36.8	20.8	10.4	2.7	58.7	43.2	21.7	17.9	13.6	45.8																
965	203	61	19			194	59	14	20		295	WSRD	738	163	91	19			156	59	14	20		216	WSRD	16.2	49.1	22.3	5.9			45.3	13.8	4.0	6.0		36.7																
1963	52	05	203	216	175	61	144	178	233	160	114	WKBN	1119	52	71	107	105	104	10	86	115	121	91	56	WKBN	24.5	15.7	17.4	33.2	33.2	40.0	2.9	20.2	32.9	36.0	32.5	9.5																
1659	64	28	137	171	154	36	99	162	151	224		WKBN FM	1055	34	72	76	112	106	23	87	114	102	144		WKBN FM	23.1	10.2	17.6	23.6	35.4	40.8	6.7	20.4	32.6	30.4	51.4																	
266	15	6	29	28	22		5	37	47	28	6	*WNIO	266	15	6	29	28	22		5	37	47	28	6	*WNIO	5.8	4.5	1.5	9.0	8.9	8.5		1.2	10.6	14.0	10.0	1.0																
194	18	30	9	12	28	13	19	7	11	17		*WOOD	140	18	30	9	12	13		19	7	11	6		*WOOD	3.1	5.4	7.4	2.8	3.8	5.0		4.5	2.0	3.3	2.1																	
86		19			18		12			5		*WTCL	86		19			18			12		5		*WTCL	1.9		4.7			6.9		2.8			1.8																	
291	31	21	19			21	29	17	11		142	WDMT	250	31	21	19			21	29	17		112	WDMT	5.5	9.3	5.1	5.9			6.1	6.8	4.9			19.0																	
83		15	10				6	9			43	WGBZ	83		15	10				6	9		43	WGBZ	1.8		3.7	3.1				1.4	2.6			7.3																	
160	13	8		9	10	26	16	14			48	WGCL	113		8		9		12	16	14		48	WGCL	2.5		2.0		2.8		3.5	3.8	4.0			8.1																	
580	163	45	9	9		93	88	14	20		133	WMMS	447	114	45	9	9		79	49	14	9	113	WMMS	9.8	34.3	11.0	2.8	2.8		23.0	11.5	4.0	2.7		19.2																	
592	20	28	87	15	66		28	70	36	83	43	*WPIC	113			29		13		6	23		11		*WPIC	2.5			9.0		5.0		1.4	6.6		3.9																	
757	10	79	120	33	66	42	64	135	74	37	37	WQXK	468		79	67	11	42	29	52	68	45	18	26	WQXK	10.3		19.4	20.8	3.5	16.2	8.4	12.2	19.4	13.4	6.4	4.4																
102		32	9				12	7			15	WSLR	75		14	9				12	7		15	WSLR	1.6			3.4	2.8			2.8	2.0			2.5																	
114		36			13		6		9	29	7	WTOF	92		21			13		6		9	22	7	WTOF	2.0			5.1		5.0		1.4			7.9	1.2																
305	45	6	28	27	30	10		62	18	22	22	WWIZ	142	15	6	28		7	10		46		11		WWIZ	3.1	4.5	1.5	8.7		2.7	2.9		13.1		3.9																	
415	25	67	62	53	19	50	55	9			32	WWWE	221		49	62	27		35	28			6	WWWE	4.8		12.0	19.3	8.5		10.2	6.6				1.0																	
189	70	28				42	5	7	9		28	WWWM	165	46	28				42	5	7	9	28	WWWM	3.6	13.9	6.9				12.2	1.2	2.0	2.7		4.8																	
1995	243	67	115	66	21	279	267	142	73	28	546	WYFM	1260	123	139	85	31	13	182	203	94	27	17	319	WYFM	27.6	37.0	34.1	26.4	9.8	5.0	52.9	47.7	26.9	8.0	6.1	54.2																
TOTAL LISTENING IN METRO SURVEY AREA												4331	332	395	292	297	246	311	415	341	336	270	568																														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

## Notations

**CONDENSED RADIO MARKET REPORTS**

## Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WDAQ	14	187	12	163	1.3	8.1	5	83	4	70	1.1	6.3	9	102	8	91	1.9	11.3	14	185	12	161	1.5	9.0
*WINE	9	159	7	144	.8	4.7	4	67	2	56	.5	3.2	5	76	5	72	1.2	7.0	9	143	7	128	.9	5.2
*WLAD	31	271	29	232	3.2	19.6	12	115	12	99	3.2	19.0	19	154	17	131	4.1	23.9	31	269	29	230	3.7	21.6
WRKI	27	239	22	203	2.4	14.9	9	72	6	59	1.6	9.5	12	98	11	89	2.6	15.5	21	170	17	148	2.1	12.7
WABC	4	152	3	129	.3	2.0	2	55	1	46	.3	1.6	2	74	2	67	.5	2.8	4	129	3	113	.4	2.2
WCBS	13	265	10	199	1.1	6.8	7	153	6	114	1.6	9.5	6	104	4	79	1.0	5.6	13	257	10	193	1.3	7.5
WDRC FM	3	53	2	46	.2	1.4		17		17			1	13	1	10	.2	1.4	1	30	1	27	.1	.7
WEZN	19	216	14	150	1.5	9.5	8	87	6	62	1.6	9.5	11	124	8	86	1.9	11.3	19	211	14	148	1.8	10.4
WHN	3	93	3	75	.3	2.0	2	53	2	47	.5	3.2	1	40	1	28	.2	1.4	3	93	3	75	.4	2.2
WHUD	3	98	3	43	.3	2.0	2	24	2	21	.5	3.2	1	31	1	19	.2	1.4	3	55	3	40	.4	2.2
WICC	3	96	2	78	.2	1.4	3	59	2	45	.5	3.2		30		26			3	89	2	71	.3	1.5
WIOF	4	44	4	39	.4	2.7	3	18	3	17	.8	4.8	1	21	1	17	.2	1.4	4	39	4	34	.5	3.0
WKCI	3	54	3	48	.3	2.0	1	21	1	21	.3	1.6	1	14	1	14	.2	1.4	2	35	2	35	.3	1.5
WNBC	16	372	15	303	1.7	10.1	7	158	6	135	1.6	9.5	4	141	4	114	1.0	5.6	11	299	10	249	1.3	7.5
WNEW	1	52	1	32	.1	.7	1	29	1	23	.3	1.6		23		9			1	52	1	32	.1	.7
WOR	6	116	3	76	.3	2.0	3	59	2	38	.5	3.2	3	49	1	32	.2	1.4	6	108	3	70	.4	2.2
WTIC	2	46	2	38	.2	1.4		23		18			2	21	2	18	.5	2.8	2	44	2	36	.3	1.5
<b>METRO TOTALS</b>			<b>148</b>	<b>857</b>	<b>16.4</b>		<b>METRO TOTALS</b>		<b>63</b>	<b>366</b>	<b>16.8</b>		<b>METRO TOTALS</b>		<b>71</b>	<b>385</b>	<b>17.1</b>		<b>METRO TOTALS</b>		<b>134</b>	<b>751</b>	<b>16.9</b>	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	
WDAQ	4	56	3	43	.9	5.2	6	83	5	66	1.0	5.8	7	102	6	84	1.3	8.0	10	129	9	118	1.9	11.8	
*WINE	6	82	4	74	1.2	6.9	9	124	7	116	1.4	8.1	8	104	6	99	1.3	8.0	3	61	3	54	.6	3.9	
*WLAD	7	57	7	55	2.1	12.1	14	120	13	102	2.5	15.1	16	134	15	117	3.3	20.0	24	212	22	175	4.7	28.9	
WRKI	21	159	17	137	5.2	29.3	21	170	17	148	3.3	19.8	6	91	3	74	.7	4.0		11		11			
WABC	1	62	1	59	.3	1.7	3	97	2	91	.4	2.3	4	75	3	72	.7	4.0	3	67	2	54	.4	2.6	
WCBS	2	49	1	32	.3	1.7	7	140	5	99	1.0	5.8	8	151	6	102	1.3	8.0	11	208	9	161	1.9	11.8	
WDRC FM	1	28	1	25	.3	1.7	1	28	1	25	.2	1.2		16		13				2		2			
WEZN	6	48	5	33	1.5	8.6	9	97	7	70	1.4	8.1	11	126	9	85	2.0	12.0	13	163	9	115	1.9	11.8	
WHN	1	36	1	36	.3	1.7	2	81	2	66	.4	2.3	2	74	2	56	.4	2.7	2	57	2	39	.4	2.6	
WHUD		12		5				27		13			1	44	1	30	.7	1.3	3	43	3	35	.6	3.9	
WICC	2	49	1	38	.3	1.7	2	67	1	54	.2	1.2	2	63	1	50	.2	1.3	1	40	1	33	.2	1.3	
WIOF	3	26	3	26	.9	5.2	4	36	4	34	.8	4.7	4	24	4	20	.9	5.3	1	13	1	8	.2	1.3	
WKCI	1	12	1	12	.3	1.7	1	20	1	20	.2	1.2	1	20	1	20	.2	1.3	1	23	1	23	.2	1.3	
WNBC	7	163	6	130	1.8	10.3	11	248	10	202	1.9	11.6	10	219	9	185	2.0	12.0	4	136	4	119	.9	5.3	
WNEH								22		16				24		16				1	52	1	32	.2	1.3
WOR		15		7				30		16			1	44		24			6	93	3	63	.6	3.9	
WTIC		15		10			1	28	1	23	.2	1.2	1	26	1	21	.2	1.3	2	29	2	26	.4	2.6	
METRO TOTALS			58	315	17.8		METRO TOTALS		86	499	16.7		METRO TOTALS		75	446	16.4		METRO TOTALS		76	436	16.3		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WASK	21	344	21	344	2.1	18.1	7	136	7	136	1.5	13.5	13	188	13	188	3.0	23.6	20	324	20	324	2.2	18.7
*WASK FM	18	238	18	238	1.8	15.5	10	114	10	114	2.2	19.2	8	111	8	111	1.9	14.5	18	225	18	225	2.0	16.8
WAZY FM	18	336	18	336	1.8	15.5	6	124	6	124	1.3	11.5	7	146	7	146	1.6	12.7	13	270	13	270	1.5	12.1
WXUS	22	295	22	295	2.2	19.0	12	150	12	150	2.6	23.1	8	115	8	115	1.9	14.5	20	265	20	265	2.2	18.7
WFBO	1	48	1	48	.1	.9	1	23	1	23	.2	1.9		22		22			1	45	1	45	.1	.9
WLFQ	9	112	9	112	.9	7.8	1	26	1	26	.2	1.9	8	86	8	86	1.9	14.5	9	112	9	112	1.0	8.4
WLS	5	207	5	207	.5	4.3	2	88	2	88	.4	3.8	2	80	2	80	.5	3.6	4	168	4	168	.4	3.7
WHAQ	1	46	1	46	.1	.9	1	30	1	30	.2	1.9		13		13			1	43	1	43	.1	.9
WXTZ	3	49	3	49	.3	2.6		28		28			3	18	3	18	.7	5.5	3	46	3	46	.3	2.8
<b>METRO TOTALS</b>			116	917	11.9		<b>METRO TOTALS</b>	52	418	11.3		<b>METRO TOTALS</b>	55	410	12.9		<b>METRO TOTALS</b>	107	828	12.0				

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WASK	3	121	3	121	.6	4.6	8	188	8	188	1.2	9.8	11	153	11	153	2.8	24.4	17	203	17	203	4.7	40.5
*WASK FM	7	102	7	102	1.3	10.8	12	161	12	161	1.8	14.6	9	123	9	123	2.3	20.0	11	123	11	123	3.0	26.2
WAZY FM	11	209	11	209	2.1	16.9	12	242	12	242	1.8	14.6	5	91	5	91	1.3	11.1	2	61	2	61	.5	4.8
WXUS	19	243	19	243	3.6	29.2	20	259	20	259	3.0	24.4	3	57	3	57	.8	6.7	1	22	1	22	.3	2.4
WFBO	1	42	1	42	.2	1.5	1	42	1	42	.1	1.2		10		10				3		3		
WLFO	3	42	3	42	.6	4.6	5	74	5	74	.7	6.1	5	58	5	58	1.3	11.1	6	70	6	70	1.6	14.3
WLS	4	136	4	136	.8	6.2	4	149	4	149	.6	4.9	2	68	2	68	.5	4.4		32		32		
WMAO		16		16				28		28			1	32	1	32	.3	2.2	1	27	1	27	.3	2.4
WXTZ	2	27	2	27	.4	3.1	3	39	3	39	.4	3.7	1	18	1	18	.3	2.2	1	19	1	19	.3	2.4
<b>METRO TOTALS</b>			<b>65</b>	<b>483</b>	<b>12.4</b>		<b>METRO TOTALS</b>	<b>82</b>	<b>628</b>	<b>12.2</b>		<b>METRO TOTALS</b>	<b>45</b>	<b>365</b>	<b>11.4</b>		<b>METRO TOTALS</b>	<b>42</b>	<b>345</b>	<b>11.5</b>				

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

## Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KCHV	4	81	4	81	.4	2.1	1	29	1	29	.2	1.3	3	50	3	50	.6	3.1	4	79	4	79	.4	2.3
KCMJ	3	119	3	119	.3	1.6	1	26	1	26	.2	1.3	1	73	1	73	.2	1.0	2	99	2	99	.2	1.2
KCMS	2	57	2	57	.2	1.0	1	31	1	31	.2	1.3	1	26	1	26	.2	1.0	2	57	2	57	.2	1.2
KDES	28	307	28	307	2.6	14.7	18	149	18	149	4.0	23.4	7	104	7	104	1.4	7.3	25	253	25	253	2.6	14.5
KDES FM	25	256	25	256	2.3	13.1	10	74	10	74	2.2	13.0	15	180	15	180	3.0	15.6	25	254	25	254	2.6	14.5
*KGUY	8	95	8	95	.7	4.2	4	55	4	55	.9	5.2	4	40	4	40	.8	4.2	8	95	8	95	.8	4.6
KPSI	4	79	4	79	.4	2.1	2	39	2	39	.4	2.6	2	36	2	36	.4	2.1	4	75	4	75	.4	2.3
KPSI FM	26	217	26	217	2.4	13.6	5	73	5	73	1.1	6.5	18	99	18	99	3.6	18.8	23	172	23	172	2.4	13.3
*KWXY	8	76	8	76	.7	4.2	3	36	3	36	.7	3.9	5	40	5	40	1.0	5.2	8	76	8	76	.8	4.6
*KWXY FM	16	113	16	113	1.5	8.4	8	53	8	53	1.8	10.4	8	60	8	60	1.6	8.3	16	113	16	113	1.7	9.2
TOTAL	24	169	24	169	2.2	12.6	11	78	11	78	2.4	14.3	13	91	13	91	2.6	13.5	24	169	24	169	2.5	13.8
KFI	4	98	4	98	.4	2.1	2	32	2	32	.4	2.6		24		24			2	56	2	56	.2	1.2
KGO	1	28	1	28	.1	.5		14		14			1	14	1	14	.2	1.0	1	28	1	28	.1	.6
<b>METRO TOTALS</b>			191	992	17.9		<b>METRO TOTALS</b>	77	411	17.1		<b>METRO TOTALS</b>	96	468	19.2		<b>METRO TOTALS</b>	173	879	18.2				

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	
KCHV		9		9			1	35	1	35	.2	1.1	1	29	1	29	.2	1.2	4	70	4	70	.6	3.5	
KCNJ		38		38				51		51				56		56			2	61	2	61	.3	1.8	
KCHS		14		14			2	31	2	31	.4	2.1	2	39	2	39	.5	2.3	2	43	2	43	.3	1.8	
KDES		12	116	12	116	4.1	20.0	17	198	17	198	3.5	18.1	22	160	22	160	5.0	25.6	13	137	13	137	2.0	11.5
KDES FM		3	52	3	52	1.0	5.0	5	103	5	103	1.0	5.3	9	90	9	90	2.1	10.5	22	202	22	202	3.4	19.5
*KGUY									20		20			1	28	1	28	.2	1.2	8	95	8	95	1.2	7.1
KPSI									17		17			1	33	1	33	.2	1.2	4	75	4	75	.6	3.5
KPSI FM		17	117	17	117	5.7	28.3	23	167	23	167	4.7	24.5	11	109	11	109	2.5	12.8	6	55	6	55	.9	5.3
*KWXY							1	6	1	6	.2	1.1	1	22	1	22	.2	1.2	8	76	8	76	1.2	7.1	
*KWXY FM								5		5			1	14	1	14	.2	1.2	16	113	16	113	2.4	14.2	
TOTAL							1	11	1	11	.2	1.1	2	36	2	36	.5	2.4	24	169	24	169	3.7	21.3	
KFI		1	21	1	21	.3	1.7	2	50	2	50	.4	2.1	2	50	2	50	.5	2.3	1	35	1	35	.2	.9
KGO									2		2				2		2		1	28	1	28	.2	.9	
<b>METRO TOTALS</b>			<b>60</b>	<b>296</b>	<b>20.3</b>		<b>METRO TOTALS</b>	<b>94</b>	<b>479</b>	<b>19.1</b>		<b>METRO TOTALS</b>	<b>86</b>	<b>425</b>	<b>19.6</b>		<b>METRO TOTALS</b>	<b>113</b>	<b>583</b>	<b>17.3</b>					

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBLS	2	64	2	64	.1	.9	1	34	1	34	.2	1.0	1	18	1	18	.1	1.0	2	52	2	52	.2	1.0
KDB	5	159	5	159	.4	2.3	2	63	2	63	.3	2.0	3	96	3	96	.4	2.9	5	159	5	159	.4	2.5
KDB FM	25	224	25	224	1.8	11.4	18	131	18	131	3.0	18.2	7	93	7	93	1.0	6.8	25	224	25	224	1.9	12.4
KIST	17	352	17	352	1.2	7.8	6	127	6	127	1.0	6.1	8	158	8	158	1.2	7.8	14	285	14	285	1.1	6.9
*KKID	7	123	7	123	.5	3.2	4	60	4	60	.7	4.0	3	55	3	55	.4	2.9	7	115	7	115	.5	3.5
KRUZ	24	289	24	289	1.7	11.0	7	104	7	104	1.2	7.1	16	177	16	177	2.3	15.5	23	281	23	281	1.8	11.4
KTMS	19	331	19	331	1.3	8.7	8	158	8	158	1.3	8.1	9	146	9	146	1.3	8.7	17	304	17	304	1.3	8.4
KTMS FM	10	294	10	294	.7	4.6	5	140	5	140	.8	5.1	5	145	5	145	.7	4.9	10	285	10	285	.8	5.0
KTYD	11	221	11	221	.8	5.0	7	120	7	120	1.2	7.1	4	101	4	101	.6	3.9	11	221	11	221	.9	5.4
KACY	6	154	6	154	.4	2.7	2	59	2	59	.3	2.0	2	74	2	74	.3	1.9	4	133	4	133	.3	2.0
KACY FM	2	67	2	67	.1	.9	1	20	1	20	.2	1.0	1	35	1	35	.1	1.0	2	55	2	55	.2	1.0
KBBO	2	51	2	51	.1	.9		16		16			2	35	2	35	.3	1.9	2	51	2	51	.2	1.0
KBBY	3	67	3	67	.2	1.4	1	21	1	21	.2	1.0	1	28	1	28	.1	1.0	2	49	2	49	.2	1.0
KFI	7	182	7	182	.5	3.2	2	67	2	67	.3	2.0	3	69	3	69	.4	2.9	5	136	5	136	.4	2.5
KLOS	4	108	4	108	.3	1.8	2	36	2	36	.3	2.0	1	44	1	44	.1	1.0	3	80	3	80	.2	1.5
KNET	5	102	5	102	.4	2.3	2	26	2	26	.3	2.0	2	48	2	48	.3	1.9	4	74	4	74	.3	2.0
KNPC	2	56	2	56	.1	.9		27		27			2	29	2	29	.3	1.9	2	56	2	56	.2	1.0
KNX	16	335	16	335	1.1	7.3	9	191	9	191	1.5	9.1	7	136	7	136	1.0	6.8	16	327	16	327	1.2	7.9
KNX FM	6	140	6	140	.4	2.7	2	54	2	54	.3	2.0	4	86	4	86	.6	3.9	6	140	6	140	.5	3.0
KPTH	6	101	6	101	.4	2.7	6	70	6	70	1.0	6.1		22		22			6	92	6	92	.5	3.0
XTRA	2	94	2	94	.1	.9		15		15				36		36				51		51		
<b>METRO TOTALS</b>			<b>219</b>	<b>1344</b>	<b>15.4</b>			<b>METRO TOTALS</b>	<b>99</b>	<b>570</b>	<b>16.6</b>		<b>METRO TOTALS</b>	<b>103</b>	<b>647</b>	<b>14.9</b>			<b>METRO TOTALS</b>	<b>202</b>	<b>1217</b>	<b>15.7</b>		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBLS	2	27	2	27	.4	2.5	2	38	2	38	.2	1.5	2	36	2	36	.3	2.1	25	25				
KDB		21		21				51		51			1	63	1	63	.2	1.1	5	138	5	138	.7	4.1
KDB PM	5	64	5	64	.9	6.2	17	135	17	135	2.1	13.0	14	123	14	123	2.4	14.7	20	160	20	160	2.7	16.5
KIST	9	136	9	136	1.6	11.1	10	191	10	191	1.2	7.6	5	141	5	141	.8	5.3	5	149	5	149	.7	4.1
*KKID	3	27	3	27	.5	3.7	4	72	4	72	.5	3.1	3	68	3	68	.5	3.2	4	88	4	88	.5	3.3
KRUZ	2	43	2	43	.4	2.5	13	135	13	135	1.6	9.9	15	147	15	147	2.5	15.8	21	238	21	238	2.9	17.4
KTMS	4	92	4	92	.7	4.9	9	189	9	189	1.1	6.9	7	164	7	164	1.2	7.4	13	212	13	212	1.8	10.7
KTMS PM	8	225	8	225	1.4	9.9	10	265	10	265	1.2	7.6	5	120	5	120	.8	5.3	2	60	2	60	.3	1.7
KTYD	11	205	11	205	2.0	13.6	11	215	11	215	1.4	8.4	7	115	7	115	1.2	7.4	16	16		16		
KACY	4	112	4	112	.7	4.9	4	119	4	119	.5	3.1	2	56	2	56	.3	2.1		21		21		
KACY PM		21		21				36		36				36		36			2	34	2	34	.3	1.7
KBBQ		8		8				25		25			1	39	1	39	.2	1.1	2	43	2	43	.3	1.7
KBBY	2	41	2	41	.4	2.5	2	49	2	49	.2	1.5		12		12				8		8		
KFI	3	75	3	75	.5	3.7	5	122	5	122	.6	3.8	3	85	3	85	.5	3.2	2	61	2	61	.3	1.7
KLOS	3	76	3	76	.5	3.7	3	76	3	76	.4	2.3		5		5				4		4		
KMET	4	74	4	74	.7	4.9	4	74	4	74	.5	3.1		13		13								
KMPC		17		17			1	35	1	35	.1	.8	1	35	1	35	.2	1.1	2	39	2	39	.3	1.7
KNX	1	40	1	40	.2	1.2	5	126	5	126	.6	3.8	8	157	8	157	1.4	8.4	15	287	15	287	2.1	12.4
KNX PM	4	99	4	99	.7	4.9	5	120	5	120	.6	3.8	3	46	3	46	.5	3.2	2	41	2	41	.3	1.7
KRTH	3	61	3	61	.5	3.7	6	86	6	86	.7	4.6	4	47	4	47	.7	4.2	3	31	3	31	.4	2.5
XTRA		47		47				51		51				17		17				4		4		
<b>METRO TOTALS</b>			<b>81</b>	<b>536</b>	<b>14.6</b>		<b>METRO TOTALS</b>		<b>131</b>	<b>775</b>	<b>16.2</b>		<b>METRO TOTALS</b>		<b>95</b>	<b>567</b>	<b>16.1</b>		<b>METRO TOTALS</b>		<b>121</b>	<b>681</b>	<b>16.6</b>	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
RPLS	13	167	13	167	.9	3.4	8	72	8	72	.8	4.3	4	74	4	74	.4	2.3	12	146	12	146	.6	3.4
KRED	31	377	31	377	1.3	8.0	16	150	16	150	1.6	8.6	12	156	12	156	1.1	7.0	28	306	28	306	1.3	7.8
KSPD	17	310	17	310	.7	4.4	9	121	9	121	.9	4.9	8	160	8	160	.7	4.7	17	281	17	281	.8	4.8
*KTOB	3	74	3	74	.1	.8		7		7			3	45	3	45	.3	1.7	3	52	3	52	.1	.8
*KVRE	2	60	2	60	.1	.5		28		28			2	32	2	32	.2	1.2	2	60	2	60	.1	.6
KVRE FM	14	174	14	174	.6	3.6	10	86	10	86	1.0	5.4	4	81	4	81	.4	2.3	14	167	14	167	.7	3.9
TOTAL	16	212	16	212	.7	4.1	10	99	10	99	1.0	5.4	6	106	6	106	.5	3.5	16	205	16	205	.7	4.5
K7ST	24	262	24	262	1.0	6.2	10	116	10	116	1.0	5.4	14	146	14	146	1.2	8.1	24	262	24	262	1.1	6.7
KABL	15	239	15	239	.6	3.9	6	95	6	95	.6	3.2	9	144	9	144	.8	5.2	15	239	15	239	.7	4.2
KABL FM	4	144	4	144	.2	1.0	1	43	1	43	.1	.5	3	101	3	101	.3	1.7	4	144	4	144	.2	1.1
KCBS	18	391	18	391	.7	4.7	11	230	11	230	1.1	5.9	7	154	7	154	.6	4.1	18	384	18	384	.8	5.0
KCBS FM	6	112	6	112	.2	1.6		43		43			6	48	6	48	.5	3.5	6	91	6	91	.3	1.7
KFOG	6	130	6	130	.2	1.6	4	79	4	79	.4	2.2	2	51	2	51	.2	1.2	6	130	6	130	.3	1.7
KFRC	42	728	42	728	1.7	10.9	12	250	12	250	1.2	6.5	15	266	15	266	1.3	8.7	27	516	27	516	1.3	7.6
KGO	39	419	39	419	1.6	10.1	18	190	18	190	1.8	9.7	21	222	21	222	1.9	12.2	39	412	39	412	1.8	10.9
*KIBE	5	45	5	45	.2	1.3	2	20	2	20	.2	1.1	3	25	3	25	.3	1.7	5	45	5	45	.2	1.4
KOFC	2	74	2	74	.1	.5	2	32	2	32	.2	1.1		42		42			2	74	2	74	.1	.6
TOTAL	7	94	7	94	.3	1.8	4	44	4	44	.4	2.2	3	50	3	50	.3	1.7	7	94	7	94	.3	2.0
KIDI	3	107	3	107	.1	.8		15		15			3	70	3	70	.3	1.7	3	85	3	85	.1	.8
KKHI	3	70	3	70	.1	.8	3	36	3	36	.3	1.6		34		34			3	70	3	70	.1	.8
KKHI FM	6	94	6	94	.2	1.6	3	45	3	45	.3	1.6	3	49	3	49	.3	1.7	6	94	6	94	.3	1.7
TOTAL	9	152	9	152	.4	2.4	6	77	6	77	.6	3.2	3	75	3	75	.3	1.7	9	152	9	152	.4	2.5
KMEL	15	212	15	212	.6	3.9	9	106	9	106	.9	4.9	3	45	3	45	.3	1.7	12	191	12	191	.6	3.4
KMPX	6	92	6	92	.2	1.6	3	50	3	50	.3	1.6	3	42	3	42	.3	1.7	6	92	6	92	.3	1.7
KNBR	14	283	14	283	.6	3.6	10	143	10	143	1.0	5.4	4	133	4	133	.4	2.3	14	276	14	276	.7	3.9
KNEW	33	396	33	396	1.4	8.5	21	179	21	179	2.1	11.4	12	188	12	188	1.1	7.0	33	367	33	367	1.5	9.2
KONE	3	77	3	77	.1	.8	3	48	3	48	.3	1.6		8		8			3	56	3	56	.1	.8
KSAN	5	96	5	96	.2	1.3	2	48	2	48	.2	1.1	1	27	1	27	.1	.6	3	75	3	75	.1	.8
KSFO	10	175	10	175	.4	2.6	5	114	5	114	.5	2.7	5	61	5	61	.4	2.9	10	175	10	175	.5	2.8
KYA FM	3	108	3	108	.1	.8	2	52	2	52	.2	1.1	1	35	1	35	.1	.6	3	87	3	87	.1	.8
KYUU	5	91	5	91	.2	1.3	1	52	1	52	.1	.5	4	39	4	39	.4	2.3	5	91	5	91	.2	1.4
<b>METRO TOTALS</b>			<b>386</b>	<b>2314</b>	<b>15.9</b>		<b>METRO TOTALS</b>	<b>185</b>	<b>973</b>	<b>18.2</b>		<b>METRO TOTALS</b>	<b>172</b>	<b>1066</b>	<b>15.2</b>		<b>METRO TOTALS</b>	<b>397</b>	<b>2039</b>	<b>16.6</b>				

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KPLS	4	42	4	42	.5	2.6	12	107	12	107	1.0	5.4	10	80	10	80	.9	5.7	8	104	8	104	.6	3.9
KPEP	28	279	28	279	3.5	18.4	28	306	28	306	2.2	12.7	12	151	12	151	1.1	6.9		27		27		
KSOP	9	67	9	67	1.1	5.9	10	118	10	118	.8	4.5	8	144	8	144	.8	4.6	8	214	8	214	.6	3.9
*KTDB		8		8			1	28	1	28	.1	.5	1	20	1	20	.1	.6	3	44	3	44	.2	1.5
*KYRE	1	42	1	42	.1	.7	2	52	2	52	.2	.9	1	25	1	25	.1	.6	1	18	1	18	.1	.5
KYRE FM	12	126	12	126	1.5	7.9	14	141	14	141	1.1	6.3	14	150	14	150	1.3	8.0	2	41	2	41	.1	1.0
TOTAL	13	156	13	156	1.6	8.6	16	171	16	171	1.3	7.2	15	164	15	164	1.4	8.6	3	49	3	49	.2	1.5
KZSF	5	28	5	28	.6	3.3	9	95	9	95	.7	4.1	14	139	14	139	1.3	8.0	1*	234	19	234	1.4	9.3
KAPL	1	16	1	16	.1	.7	3	69	3	69	.2	1.4	3	88	3	88	.3	1.7	14	223	14	223	1.0	6.8
KABL FM	1	13	1	13	.1	.7	2	60	2	60	.2	.9	1	52	1	52	.1	.6	3	131	3	131	.2	1.5
KCBS	4	70	4	70	.5	2.6	5	154	5	154	.4	2.3	6	157	6	157	.6	3.4	14	314	14	314	1.0	6.8
KCBS FM	5	57	5	57	.6	3.3	5	63	5	63	.4	2.3	1	26	1	26	.1	.6	1	34	1	34	.1	.5
KFOB							1	19	1	19	.1	.5	3	41	3	41	.3	1.7	6	130	6	130	.4	2.9
KFRZ	21	386	21	386	2.6	13.8	26	474	26	474	2.1	11.8	13	277	13	277	1.2	7.5	6	130	6	130	.4	2.9
KGD	3	46	3	46	.4	2.0	13	115	13	115	1.0	5.9	15	160	15	160	1.4	8.6	3*	366	36	366	2.7	17.6
*KIBB		8		8				26		26				18		18			5	37	5	37	.4	2.4
KDFC		18		18				43		43			1	47	1	47	.1	.6	2	56	2	56	.1	1.0
TOTAL		26		26				55		55			1	51	1	51	.1	.6	7	68	7	68	.5	3.4
KIOB	1	54	1	54	.1	.7	3	64	3	64	.2	1.4	3	50	3	50	.3	1.7	2	31	2	31	.1	1.0
KHMI		13		13			1	45	1	45	.1	.5	2	49	2	49	.2	1.1	3	97	3	97	.2	1.5
KHMI FM	2	18	2	18	.2	1.3	2	52	2	52	.2	.9	1	44	1	44	.1	.6	4	76	4	76	.3	2.0
TOTAL	2	31	2	31	.2	1.3	3	85	3	85	.2	1.4	3	81	3	81	.3	1.7	7	121	7	121	.5	3.5
KREL	12	147	12	147	1.5	7.9	12	191	12	191	1.0	5.4	1	36	1	36	.1	.6		4		4		
KFPX	3	32	3	32	.4	2.0	3	46	3	46	.2	1.4	3	55	3	55	.3	1.7	3	60	3	60	.2	1.5
KHBP	8	130	8	130	1.0	5.3	13	204	13	204	1.0	5.9	10	173	10	173	.9	5.7	5	146	6	146	.4	2.9
KNEW	9	139	9	139	1.1	5.9	22	293	22	293	1.8	10.0	19	203	19	203	1.8	10.9	24	228	24	228	1.8	11.7
KOME	3	56	3	56	.4	2.0	3	56	3	56	.2	1.4	2	16	2	16	.2	1.1						
KSAN	3	63	3	63	.4	2.0	3	75	3	75	.2	1.4	2	43	2	43	.2	1.1		12		12		
KSFO		10		10			4	73	4	73	.3	1.8	8	105	8	105	.8	4.6	10	165	10	165	.7	4.9
KYA FM	3	71	3	71	.4	2.0	3	87	3	87	.2	1.4	2	47	2	47	.2	1.1		16		16		
KYUU	4	70	4	70	.5	2.6	5	85	5	85	.4	2.3	4	45	4	45	.4	2.3	1	21	1	21	.1	.5
<b>METRO TOTALS</b>	<b>152</b>	<b>770</b>	<b>152</b>	<b>770</b>	<b>18.9</b>		<b>METRO TOTALS</b>	<b>221</b>	<b>1214</b>	<b>17.6</b>		<b>METRO TOTALS</b>	<b>174</b>	<b>1018</b>	<b>16.3</b>		<b>METRO TOTALS</b>	<b>205</b>	<b>1269</b>	<b>15.2</b>				

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KOZI	5	49	5	49	.9	6.8	1	15	1	15	.4	3.6	4	28	4	28	1.6	10.5	5	43	5	43	1.0	7.6
KPQ	31	489	27	375	4.9	36.5	15	208	12	159	5.2	42.9	14	227	13	175	5.2	34.2	29	435	25	334	5.2	37.9
KPQ FM	40	389	10	176	1.8	13.5	14	159	4	77	1.7	14.3	25	197	6	83	2.4	15.8	39	356	10	160	2.1	15.2
*KUEN	9	123	9	111	1.6	12.2	5	54	5	49	2.1	17.9	4	65	4	58	1.6	10.5	9	119	9	107	1.9	13.6
KWWW	16	184	16	184	2.9	21.6	3	62	3	62	1.3	10.7	7	71	7	71	2.8	18.4	10	133	10	133	2.1	15.2
<b>METRO TOTALS</b>			74	523	13.3		<b>METRO TOTALS</b>	28	215	12.0		<b>METRO TOTALS</b>	38	238	15.3		<b>METRO TOTALS</b>	66	453	13.7				

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KZL	4	25	4	25	2.3	14.3	4	28	4	28	1.4	10.5	4	25	4	25	1.6	12.5	1	18	1	18	.3	2.6
KPC	11	164	9	116	5.2	32.1	16	261	14	196	4.9	36.8	16	251	13	182	5.2	40.6	18	271	16	218	5.2	42.1
KPC FM	9	96	2	42	1.1	7.1	20	207	4	84	1.4	10.5	20	203	4	83	1.6	12.5	30	260	8	118	2.6	21.1
*KUEN	1	24	1	24	.6	3.6	3	51	3	51	1.1	7.9	3	55	3	55	1.2	9.4	8	95	8	83	2.6	21.1
KWW	10	95	10	95	5.7	35.7	10	117	10	117	3.5	26.3	4	69	4	69	1.6	12.5	38		38			
<b>METRO TOTALS</b>			<b>28</b>	<b>165</b>	<b>16.1</b>		<b>METRO TOTALS</b>		<b>38</b>	<b>265</b>	<b>13.4</b>		<b>METRO TOTALS</b>		<b>32</b>	<b>233</b>	<b>12.9</b>		<b>METRO TOTALS</b>		<b>38</b>	<b>288</b>	<b>12.3</b>	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Glossary of Selected Arbitron Terms

1. **AM-FM Totals** — A figure shown for AM-FM affiliates in time periods when they are simulcast. (See Pars. 22-25.)

2. **Area of Dominant Influence (ADI)** — Where applicable, Arbitron Television's geographic market design which defines each Television market exclusive of others based on measurable viewing patterns. Every county in the United States (excluding Alaska and Hawaii) is allocated exclusively to one ADI.

3. **Average Quarter-Hour Persons** — The estimated number of persons who listened at home and away to a station for a minimum of five minutes within a given quarter-hour. The estimate is based on the average of the reported listening in the total number of quarter-hours the station was on the air during a reported time period. This estimate is shown for the MSA, TSA and ADI.

4. **Average Quarter-Hour Rating** — The Average Quarter-Hour Persons estimate expressed as a percentage of the universe. This estimate is shown in the MSA and ADI.

5. **Average Quarter-Hour Share** — The Average Quarter-Hour estimate for a given station expressed as a percentage of the Average Quarter-Hour Persons estimate for the total listening in the MSA within a given time period. This estimate is shown only in the MSA.

6. **Away-From-Home Listening** — Estimate of listening for which the diarykeeper indicated listening was done away from home.

7. **Cume Persons** — The estimated number of different persons who listened at home and away to a station for a minimum of five minutes in a quarter-hour within a given daypart. (Cume estimates may also be referred to as "cumulative," "unduplicated," or "reach" estimates.) This estimate is shown in the MSA, TSA and ADI.

8. **Cume Rating** — The estimated number of Cume Persons expressed as a percentage of the universe. This estimate is shown for the MSA only.

9. **Daypart** — A given part of a day (e.g., 6-10AM, 7PM-Midnight)

10. **Effective Sample Bases (ESB)** — The sample size to be used for estimating the statistical variance of these audience estimates. (See Par. 38.)

11. **Exclusive Cume Listening** — The estimated number of Cume Persons who listened to one and only one station within a given daypart.

12. **In-Tab Sample** — The number of usable diaries returned and actually tabulated in producing the report.

13. **Metro Survey Area (MSA)** — Metro Survey Areas generally correspond to Standard Metropolitan Statistical Areas (SMSA's) as defined by the U.S. Department of Commerce, Office of Federal Statistical Policy and Standards, subject to exceptions dictated by historical industry usage and other marketing considerations. In New England, SMSA's are defined on a "town" rather than a county basis. Where the SMSA represents 65% or more of the SRDS full-county definition for the market, Arbitron uses the SRDS full-county definition to define the Metro Survey Area; where the SMSA represents less than 65% of the population of the SRDS full-county definition for the market, Arbitron uses the SMSA to define the Metro Survey Area.

14. **Metro Totals and/or ADI Totals (Total listening in the Metro Survey Area and/or Total listening in the ADI)** — The Metro Total and/or ADI Total estimates include estimates of listening to reported stations as well as to stations that did not meet the Minimum Reporting Standards plus estimates of listening to unidentified stations.

15. **Minimum Reporting Standards (MRS)** — Specific Minimum Reporting Standards are applied to determine the stations listed in this report. (See Pars. 26-27.)

16. **Rating** — (See *Average Quarter-Hour Rating and Cume Rating*.)

17. **Sampling Unit** — A geographic area consisting of a single county, a group of counties or a part of a county. (See Par. 30.)

18. **Share** — (See *Average Quarter-Hour Share*.)

19. **Simulcast** — The broadcasting of the same program at the same time by AM-FM affiliated stations.

20. **Total Survey Area (TSA)** — Where applicable, a geographic area that includes the Metro Survey Area plus certain counties located outside the MSA. (For explanation of the criteria used in establishing the TSA, see Par. 29.)

21. **Universe** — The estimated number of persons in the sex-age group and geographic area being reported.

*For additional information, the reader is directed to "Standard Definitions of Broadcast Research Terms," published by the National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036.*

## Description of Methodology

### AM-FM Totals

22. **Criteria** — A Total line will appear following the AM and FM lines, when AM-FM affiliates are simulcast during an entire given daypart, and for one hour time periods when the stations are entirely simulcast during the time both are on the air.

Exception: No Total line will be shown when: AM-FM affiliates simulcast for less than 10% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight), even though the AM-FM affiliates simulcast during an entire given daypart.

When the above criteria are met, Total lines will be shown although one or both stations may not have been on the air during the entire given daypart. For example, if stations XXXX and XXXX-FM are simulcast, and station XXXX signs off the air at 8PM and XXXX-FM signs off the air at Midnight, the Total line in the 7PM-Midnight daypart will reflect the audience of XXXX from 7PM to 8PM, and the audience of XXXX-FM from 7PM to Midnight. (Stations broadcasting for less than an entire reported daypart are indicated by an asterisk next to the station call letters.)

23. **Average Quarter-Hour Listening** — The AM-FM Total line is the summation of the estimated number of persons who listened to the AM station plus the estimated number of persons who listened to the FM station during a given time period.

24. **Cume Persons** — The AM-FM Total line represents the estimated number of different persons who listened to either the AM station, the FM station or both stations during a given daypart. The Total line provides an estimate of the unduplicated audience to the AM-FM combination during the given daypart. If the Total line equals the sum of the individual AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total is less than the sum of the individual figures, there is reported duplication (persons listening to both stations in the same time period.)

25. **Exclusive Cume Listening** — The Total line represents the estimated number of different persons who listened to either the AM station only, the FM station only or both stations only during the given daypart. Persons who listened to both the AM and FM stations are reported only in the Total line and are not shown in the estimates for the AM and FM individually. If the Total line equals the sum of the AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total line is more than the sum of the individual figures, there is reported duplication of listening.

### Criteria for Reporting Stations

26. **Minimum Reporting Standards (MRS) for AM-Only and FM-Only Stations** — Non-commercial radio stations are not listed in Arbitron market reports and therefore are not considered in the Minimum Reporting Standard evaluation. A Commercial AM-only or FM-only station is included in this report if it has met both of the following Minimum Reporting Standards for Metro or ADI:

a. The station must have received five or more minutes of listening in a quarter-hour in at least ten metro diaries or 1% of the metro in-tab diary objective, whichever is greater, during the current survey of the market. (Ten ADI diaries or 1% of the ADI in-tab diary objective for ADI markets.)

b. The station must have an Average Quarter-Hour MSA rating of at least 0.1% among persons 12+ for the time the station is on the air during the Monday-Sunday 6AM-Midnight period. (Average Quarter-Hour ADI rating of 0.1% for ADI markets.) Due to rounding, 0.05% becomes 0.1%. Rounding occurs at both the demographic and daypart summation levels.

### 27. Minimum Reporting Standards (MRS for AM-FM Combination Stations —

a. AM-FM affiliates which simulcast for less than 10% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight) are considered to be **separately programmed** stations. Thus, each will be treated independently, and each must meet the same criteria used for AM-only or FM only stations. (See Par. 26.)

b. AM-FM affiliates which are simulcast from 10% to 90% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight) are considered to be **simulcast** stations. Provided that one of the two stations meets both MRS criteria described in Paragraph 26 above, the second station is included in the report if (a) it meets the criteria of Paragraph 26a, and (b) it achieves the average quarter-hour requirement described in Paragraph 26b for any one of the four basic Monday-Friday dayparts (6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.)

c. AM-FM affiliates which are simulcast more than 90% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight) are regarded as totally simulcast stations and therefore will be treated as a single station in both phases of the MRS criteria described in Paragraph 26. If the combined audience of the two stations is sufficient to meet both criteria of Paragraph 26, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria individually.

28. **Home and Outside Stations** — Any station licensed to cities located within the Metro Survey Area of this market is a "home" station. (However, if an AM and FM station simulcast programming and one of the two affiliates is licensed to a city inside the Metro Survey Area both will be treated as home stations.) All other stations are considered "outside" stations. For ADI markets, outside stations are further reclassified into: (a) "outside the Metro Survey Area but home to the ADI," and (b) "outside the Metro and the ADI." The Minimum Reporting Standards for inclusion in this report are the same for all stations.

29. The Total Survey Area is made up of those counties which meet the specific criteria for inclusion in a given market.

### a. Criteria For Market Definitions:

The first time a market area is surveyed by Arbitron that Total Survey Area is designated by Arbitron from an analysis of diary results available from previous surveys in adjacent markets. A county is included or excluded on the basis of listening data from these previous surveys rather than signal contour patterns. The procedure for evaluation of listening records from previous surveys for the purpose of initial market definition, is the same as the procedure for updating Total Survey Area definitions of previously surveyed markets. The criteria for inclusion of a county are based on specific numbers of mentions to the home station(s) in all diaries in-tab from the county under consideration. For purposes of these tests "mentions" is defined as the number of different diaries having entries of five or more contiguous minutes of listening within a single quarter hour, at any time during a survey week. Also, to qualify a county for inclusion, the ratio of the cumulative mentions to home station(s), expressed as a percent of all station mentions from the county, must equal or exceed ten percent (10%). Additionally, the home station(s) cumulatively must achieve at least ten mentions. A county will be excluded if either of these conditions is not met. Updates normally are performed annually.

### b. Exceptions/Limitations:

Arbitron reserves the right to exercise its best professional judgment in modifying and/or waiving any procedure that would result in a county's addition or deletion which would appear unreasonable or illogical in light of known topographic, geographic, or other conditions. Once defined, the TSA does not necessarily include all counties in which all home stations have coverage. The definition does not imply that stations have equal coverage in all Metro and/or Total Survey Area counties. Due to market definition overlap, Total Survey Area audience estimates for outside stations are not additive to Total Survey Area audience estimates reported in that station's home market.

## Sampling and Calculation Techniques

30. **Sampling Methodology** — Surveys for Arbitron Radio Market Reports are accomplished through the use of a geographic unit called an Arbitron sampling unit. A sampling unit can consist of one county, a group of counties or part of a county.

Sample base goals, expressed in terms of Total Persons 12+, are established for the MSA, TSA and the ADI, if applicable. The number of homes required to achieve each sample base goal is determined by dividing the Total Persons 12+ by total homes and applying this ratio to the sample.

Diary return objectives are established for each sampling unit with a probability proportional to population in the survey area. The diary return objective is then converted to a home objective based on the estimated number of persons 12+ in a home.

The actual number of diaries placed in each sampling unit is determined by an objective established for the sample base goals and the rate of return which Arbitron reasonably expects based on past placement experience. The total sample is

*\*Not applicable to Condensed Radio Market Reports*



divided into approximately equal weekly random groups for placement.

For each survey, a complete new sample of households is computer-selected for each sampling unit through the use of a systematic interval selection technique. These samples of households are drawn from lists of subscribers appearing in current telephone directories, supplied by MetroMail Advertising Company. ESF is applied in certain sampling units in some markets. ESF is designed to supplement standard telephone directly sample selection by including, in the sample, households not available in telephone directories. The ESF sample is defined by computer, based upon knowledge gained from the listed telephone number sampling method. These sample selections, like all other processes used in developing Arbitron Radio audience estimates, are audited by the Broadcast Rating Council.

If a need for additional sample arises after the original samples have been selected by the computer, that sample may be drawn manually using a technique wherein Arbitron randomly selects the telephone directories from which the sample is to be drawn, then randomly selects from the names listed in those directories and/or obtained by computer access of the original ESF files.

In High Density Hispanic Areas in which the personal placement and pick-up technique is used, computer-drawn samples are used to specify the key addresses. The actual sample is drawn by taking the starting household adjacent to the key household number and systematically proceeding according to Arbitron personal interviewing instructions. ESF is not used in High Density Hispanic Areas (See paragraph 33).

**31. Arbitron Radio Listening Diary** — Arbitron uses one-week individual diaries to gather listening information. Bilingual (Spanish/English) diaries are provided to all survey participants in a High Density Hispanic Area and to all others describing themselves as Hispanic in response to a race/nationality question.

**32. Data Retrieval** — Initially, Arbitron sends a letter to the sample households, informing them of their selection by the computer, and stating that an interviewer will be calling to request their cooperation in the survey. The interviewer may not always be under the direct control of Arbitron. In certain instances, independent telephone survey organizations are utilized by Arbitron. Initial contact with ESF sample households is made by the interviewer at the time cooperation is requested. Arbitron interviewers are instructed to contact selected sample households by telephone to gain acceptance of the diaries and to determine the number of persons 12+ living in the home at the time of the placement call. Explicit instructions are provided to each interviewer, and independent checks are regularly conducted by Arbitron interviewer coordinators and the Arbitron Field Operations Department. Diaries are then mailed directly to the consenting sample households from Arbitron in Beltsville, Maryland. Cash incentives are included with diaries as a means of stimulating respondent cooperation. Arbitron sends a diary for each person 12+ reported in the sample household.

Interviewers are instructed to make a number of attempts to reach every household selected in the sample. These attempted calls are made at different hours of the day and evening. After the initial contact, the interviewer's directions are to make additional contacts with the sample households; e.g. the day before the survey begins to make sure the diary has been received, to assist members of the household in understanding the diary's purpose, to instruct how to keep it, to make sure that no difficulties have developed, to remind the diarykeepers to return their diaries, and to thank them for cooperating in the survey. In cases where sample households would be so remotely located that substantial toll charges would be incurred, follow-up is made by mail rather than by telephone.

Although explicit instructions are provided to each interviewer and independent checks are regularly conducted by interviewer coordinators and the Arbitron Field Operations Department, there may be instances where such instructions are not followed.

**33. Special Interviewing Techniques** — Special interviewing techniques and processing procedures are employed in certain markets to improve participation of certain ethnic groups. If special procedures were used in this report, a note to that effect appears on page 2 of this report. These techniques have been developed to aid in obtaining radio listening information from persons who may have language and/or writing problems and who otherwise might not be fully included in the in-tab sample. Two types of special interviewing techniques are employed. The first consists of daily telephone interviewing for a seven-day period, with the interviewer recording the listening information as received from the respondent. This technique is used in certain geographic areas having a high-density black population. These areas are identified as "HDBA" (High Density Black Area) in markets where Metro Survey Area data are weighted proportionately for black and non-black populations, the daily telephone interviewing technique is also used for all Metro Survey Area black households, regardless of their location. The second technique, used in those geographic areas having a high-density Hispanic population ("HDHA" — High Density Hispanic Area), involves three personal visits to place, to sustain interest in, and to pick up the diary. The latter technique allows for the inclusion in this sample of persons who live in non-telephone households or in households with unlisted phone numbers. Listening data gathered in this manner are projected against the estimated number of persons living in geographic areas in which these special interviewing procedures were implemented.

**34. Tabulation of Diaries** — All diaries returned to Arbitron are not necessarily tabulated. Only those with seven usable days are processed. Among those not used are diaries which are obviously incomplete or inaccurate and those which arrive after the production cut-off date. The total number of in-tab diaries may or may not reach or exceed the designated in-tab objective.

**35. Returned-Sample Weighting** — Returned diaries are weighted to reflect the estimated proportion of sex, age, geographic population and race (where ethnic weighting is employed), based on the characteristics of the survey area. Geographic area and sex-age control is maintained for diary returns by partitioning the survey area into sampling units and then subdividing the population of each sampling unit into the reported sex-age groups. In computing the results, the value of each diary returned is a result of weighting the returned sample in an attempt to compensate for disproportionate returns from any sampling unit or sex-age group. In certain markets with high ethnic population groups, weighting to compensate for disproportionate returns of ethnic diaries are used in addition to those mentioned above. With this value established for each diary, listening is estimated by adding the values of each diary in which listening is recorded to a particular station at a given time. Local time differences within a market that overlap time zones and time differences caused by seasonal time changes are accounted for in the results by adjusting diary entries to the time zone observed by the stations located in the market being measured.

**36. Tabulation of Cume Listening Estimates for Daypart Combinations** — The criterion for tallying listening in those dayparts which have been combined is five or more minutes of listening at any time, during a quarter hour, in any of the dayparts. (e.g. a person who listened in the Monday-Friday, 6-10AM and 3-7PM daypart would be counted only once in the Cume Persons tabulation for the entire eight-hour period. The same procedure would apply if the person listened in only one of the dayparts.)

**37. Sampling Error** — Arbitron estimates are subject to the statistical variance associated with all surveys using a sample of the universe, and all the factors described in Paragraph 39 of this report entitled "Limitations." Approximations of the sampling error can be developed by use of the NOMOGRAPH (on the inside rear cover) and the Effective Sample Base (See Par. 38) based on two standard deviations, provided the user of this report keeps in mind that, due to the factors discussed in Paragraph 39 of this report entitled "Limitations," the accuracy of Arbitron measurements, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition. Further, a pilot empirical replication study of radio audience estimates has been completed by Arbitron which demonstrated that the nomograph may not always reflect true sampling errors. That study, published by Arbitron, is titled: Arbitron Replication: A Study of The Reliability of Broadcast Ratings. More particularly, the study indicates that sampling errors of average quarter-hour estimates tend to be smaller than values derived from the nomograph; whereas, sampling errors of cume estimates tend to be larger than values derived from the nomograph.

**38. Effective Sample Bases (ESB)** — Estimates of Effective Sample Bases indicate the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated, and is also subject to all of the factors described in Paragraph 39 of this report entitled "Limitations." ESBs are reported for the purpose of estimating sample variation. The Arbitron formula to estimate ESBs takes into account the disproportionate sampling of Metro areas, and differences in return rates among sampling units and among the individual sex-age categories. (Total tabulated diaries and ESBs for this report are listed on Page 3.)

## Limitations

**39. Limitations** — In addition to the sources of possible errors which are described elsewhere in this report, the user should be aware of the limitations described below:

- The sample is generally drawn from households listed in the telephone directories which eliminates non-telephone households and telephone households not listed in the directory, unless ESF is used in this market. Commercial establishments listed in the directory are specifically excluded from the sample. Households on military installations, as well as students and residents at educational and other institutions, may not be listed in the local telephone directory. Further, all possible telephone directories may not be available in the lists prepared by MetroMail and used as Arbitron's sample frame.
- Non-responding persons may have listening habits which differ from those of respondents. Similarly, the listening habits of persons residing in non-telephone households or those not listed in telephone directories may vary from those of persons who own phones and are listed in directories.
- Non-responding persons in the original designated households sample prevent the "in-tab sample" from being a perfect probability sample.
- The sample design and/or response patterns (including those markets where special diary placement and/or listening data retrieval are utilized) may preclude proper representation of certain groups within the population such as ethnic groups, persons in certain low-income or low-education groups, or individuals whose primary language is other than English. Such persons, whose listening habits may differ from other persons, may not be fully represented in the audience estimates because sufficient usable diaries may not be obtained from them. These factors may be significant to the extent that radio listening of these groups differs from those of other groups.

- Population estimates from Market Statistics, Inc., used in this report, are subject to defects and limitations such as sampling, processing and recording errors. In addition, for those years between decennial census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron; and Market Statistics, Inc. utilizes published government figures in estimating population for individual counties. These defects and limitations in data from Market Statistics, Inc. are inherent in Arbitron estimates based thereon.
- Diaries, or portions thereof, may be completed improperly if the diary instructions are not understood or are not followed. Such diaries may thereby be excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, the estimates of the diarykeeper or could have been influenced by comments made by the interviewer or others to survey participants.
- Human and computer processing errors may occur after the diaries are received by Arbitron. Consequently the degree of variance in the data may be greater than that expected from sampling variance alone.
- The data upon which Arbitron has based its Returned Sample Weighting may not be precise.
- Logical analysis, pre-processing preparation or ascription of the data may affect some of the diary listening entries before the data are projected. Some diaries, or portions thereof, may be checked by post-survey telephone validation calls to diarykeepers and diaries, or portions thereof, may thereby be modified or excluded from the survey.
- Arbitron conducts research involving new methods of improving cooperation from diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be performed in conjunction with the actual surveys, and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variation alone.
- Certain data, such as when the station was on and off the air, facilities, slogans claimed, format, programming and time periods when AM-FM affiliates were simulcast or separately programmed, are based on data supplied by the stations and/or recent industry publications. These data may not be accurate.
- Situations in which AM-FM affiliates have the same call letters may result in respondent confusion in correctly identifying the station to which the listening occurred.

## Retention of Raw Materials

**40. Retention Schedule** — In-tab Arbitron listening diaries used for the computation of the audience estimates published in this report will be stored for one year from the date on which this report was first mailed to subscribers by Arbitron and then destroyed along with all unusable diaries. Subscribers to this report are advised that if special cross-tabulations of the reported estimates are desired, they should be ordered before the retention period has expired. Upon proper appointment, subscribers to this report may examine, but not copy, the in-tab Arbitron listening diaries used in this report at Arbitron's Laurel, Md. offices.

## Special Notices Page

**41. Special Notices** — To the extent that any provisions contained in this Description of Methodology are inconsistent or conflict with any provision contained in the "Special Notices" on page 5B of this report, such special notices should be deemed to supersede and/or amend this section of the report.

## Disclaimer of Warranties

**42. Disclaimer of Warranties** — Arbitron makes no warranties, express or implied, concerning data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing Arbitron ratings; or the Arbitron data, estimates or ratings contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

Arbitron's Radio Mechanical Diary reproduces all daily listening entries from each in-tab diary on an easy-to-read, easy-to-use computer printout.

The Mechanical Diary sorts diary information according to the options you select. It eliminates the time you'd spend sorting and thumbing through diaries at Arbitron's new offices in Laurel.

You can find out:

- Where your audience lives
- How long they listen
- When they listen
- Their age and sex
- Where they listen (home and away-from-home)
- When they leave you for the competition


You can analyze and examine:

- Program performance
- Sales strategies
- Promotion and advertising needs
- Signal strength
- Shared audience patterns

**The Mechanical Diary lets you know your audience better!**

**ARBITRON RADIO**

THE ARBITRON COMPANY

 a research service of  
CONTROL DATA CORPORATION

# Puzzled by Your Audience?

## Put the Pieces Together With...



Selective Information for a Selective Medium



THE ARBITRON COMPANY

 a research service of  
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