

MSS 140AF Box 11 Folder 3

STATION AUDIENCES

OCTOBER 1939—APRIL 1940

THE COOPERATIVE ANALYSIS OF BROADCASTING

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

METHOD

The basic information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1939 through April 1940. That method is as follows:

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

At 12:05 P.M. covering up to 12:00 noon of the same day

At 5:05 P.M. covering from 12:00 noon to 5:00 P.M. of same day

At 8:05 P.M. covering from 5:00 P.M. to 8:00 P.M. of same day

At 9:05 A.M. covering from 8:00 P.M. to 12:00 P.M. of previous day.

4. When an informant gives any description of a program which makes identification possible, the program is entered on C.A.B. records as having been heard.
5. All ratings must be considered subject to a variation of one and one-half points, plus or minus.

SCOPE

This report is based upon 297,217 completed interviews with radio set owners made during the months October 1939 through April 1940. These calls were distributed as follows:

Atlanta, Ga.	5,880	Minneapolis, Minn.	5,880
Baltimore, Md.	11,760	New Orleans, La.	5,880
Boston, Mass.	11,760	New York, N. Y.	23,520
Buffalo, N. Y.	11,760	Oklahoma City, Okla.	5,880
Chicago, Ill.	23,520	Omaha, Neb.	5,880
Cincinnati, O.	5,880	Philadelphia, Pa.	17,625
Cleveland, O.	11,760	Pittsburgh, Pa.	11,700
Dallas, Texas	5,775	Portland, Ore.	3,128
Des Moines, Iowa	11,760	Providence, R. I.	5,880
Detroit, Mich.	11,760	Rochester, N. Y.	5,880
Hartford, Conn.	5,865	St. Louis, Mo.	11,760
Houston, Texas	5,880	St. Paul, Minn.	5,880
Kansas City, Mo.	11,760	San Francisco, Cal.	11,730
Los Angeles, Cal.	11,745	Seattle, Wash.	3,120
Louisville, Ky.	5,880	Spokane, Wash.	3,104
Memphis, Tenn.	5,865	Syracuse, N. Y.	5,880
		Washington, D. C.	5,880

HOW TO READ THE TABLES

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

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

TABLE I

Stations Heard by More Than 5% of Set Users

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

Other Stations Heard by Less Than 5.0% of Set Users

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

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

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

TABLE II

Stations With Over 5% of All Programs Heard

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

Other Stations With Less Than 5.0% of All Programs Heard

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

INTRODUCTION

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

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

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

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

BALTIMORE, MARYLAND

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBAL	27.1	39.3	41.9	26.4
WCAO	42.8	39.6	55.9	56.2
WCBM	11.8	13.3	6.5	*
WFBR	38.5	32.8	42.1	48.6

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WCAU, WEAF, WJSV, WJZ, WMAL, WOR, WRC
12N-5PM	KYW, WEAF, WFMD, WJZ, WOR
5PM-8PM	WABC, WEAF, WJZ, WOR
8PM-12M	WABC, WCBM, WEAF, WOR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBAL	16.7	23.7	26.1	16.5
WCAO	36.5	37.5	43.4	42.8
WCBM	5.2	6.3	*	*
WFBR	40.7	32.1	26.8	37.7

Other Stations With Less Than 5.0%

6AM-12N	WABC, WCAU, WEAF, WJSV, WJZ, WMAL, WOR, WRC
12N-5PM	KYW, WEAF, WFMD, WJZ, WOR
5PM-8PM	WABC, WCBM, WEAF, WJZ, WOR
8PM-12M	WABC, WCBM, WEAF, WOR

* Under 5.0% - See Other Classification.

BOSTON, MASSACHUSETTS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAAB	10.0	8.9	16.4	9.1
WBZ	16.6	12.8	37.1	29.3
WEEI	35.3	28.9	42.6	55.1
WNAC	45.6	50.1	45.9	50.2
WORL	10.5	11.8	*	Not on Air

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCOP, WEAN, WHDH, WJAR, WMEX, WORC, WPRO
12N-5PM	WCOP, WHDH, WMEX, WOR
5PM-8PM	WCOP, WHDH, WMEX, WORL
8PM-12M	WESX, WHDH, WMEX

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAAB	5.6	*	9.4	*
WBZ	9.3	5.8	24.7	17.8
WEEI	29.5	27.5	30.6	39.9
WNAC	48.1	52.9	31.7	37.5

Other Stations With Less Than 5.0%

6AM-12N	WCOP, WEAN, WHDH, WJAR, WMEX, WORC, WORL, WPRO
12N-5PM	WAAB, WCOP, WHDH, WMEX, WOR, WORL
5PM-8PM	WCOP, WHDH, WMEX, WORL
8PM-12M	WESX, WHDH, WMEX

* Under 5.0% - See Other Classification.

BUFFALO, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBEN	50.0	53.4	53.1	66.3
WBNY	*	6.5	*	*
WEBR	14.9	21.7	10.3	17.0
WGR	29.7	14.6	37.0	21.0
WKBW	12.6	20.0	17.4	23.3

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBEN	58.8	63.6	52.7	65.0
WEBR	7.3	11.7	6.2	10.2
WGR	22.7	9.3	24.4	11.5
WKBW	7.3	11.8	15.2	12.3

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

CHICAGO, ILLINOIS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>STATION</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBBM	40.3	40.2	48.3	54.5
WCFL	*	10.9	*	7.6
WENR-WLS	21.3	14.2	34.6	17.5
WGN	32.7	20.5	32.0	25.9
WJJD	9.0	*	*	*
WMAQ	32.8	35.2	55.0	51.0

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBBM	37.3	36.9	28.5	34.9
WENR-WLS	13.1	5.7	18.2	11.1
WGN	17.8	9.6	17.0	16.0
WMAQ	23.7	38.1	32.7	33.2

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

CINCINNATI, OHIO

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCKY	32.0	17.9	36.8	36.5
WCPO	13.1	11.5	6.7	*
WKRC	11.9	19.2	10.6	7.4
WLW	41.6	44.8	59.5	62.2
WSAI	17.3	13.4	14.1	10.8

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12N</u>
WCKY	23.9	14.7	29.9	29.3
WCPO	14.1	12.2	5.0	*
WKRC	8.2	14.2	7.0	*
WLW	42.4	49.0	47.7	56.5
WSAI	11.4	9.9	10.4	7.2

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

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

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCLE	17.2	20.9	*	Not on air
WGAR	37.6	36.7	48.8	58.0
WHK	27.9	22.4	31.5	33.2
WTAM	49.2	51.8	72.0	63.5

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	CBL, CKLW, WADC, WJR, WKBN, WLW, WSPD, WWJ
12N-5PM	CKLW, KDKA, WADC, WCAE, WJR, WKBN, WLW, WWJ
5PM-8PM	CKLW, KDKA, WADC, WBBM, WCKY, WCLE, WHAM, WJR WLS-WENR, WLW, WWJ
8PM-12M	CKLW, KDKA, WADC, WCKY, WGN, WJR, WJZ, WLS-WENR, WXYZ

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

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCLE	10.0	14.0	*	Not on air
WGAR	26.6	24.4	26.5	38.5
WHK	14.8	7.7	15.0	16.2
WTAM	46.3	52.5	55.7	44.7

Other Stations With Less Than 5.0%

6AM-12N	CBL, CKLW, WADC, WJR, WKBN, WLW, WSPD, WWJ
12N-5PM	CKLW, KDKA, WADC, WCAE, WJR, WKBN, WLW, WWJ
5PM-8PM	CKLW, KDKA, WADC, WBBM, WCKY, WHAM, WJR, WLS-WENR, WLW, WWJ
8PM-12M	CKLW, KDKA, WADC, WCKY, WGN, WJR, WJZ, WLS-WENR, WXYZ

* Under 5.0% - See Other Classification.

DALLAS, TEXAS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KGKO	14.2	14.2	10.1	*
KRLD	44.7	29.5	56.5	60.8
WFAA-BAP	62.1	64.9	50.0	57.0
WRR	9.4	7.6	5.4	*

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KGKO	*	*	5.2	*
KRLD	45.2	12.3	47.6	49.1
WFAA-BAP	45.2	81.7	44.6	46.0

Other Stations With Less Than 5.0%

6AM-12N	KGKO, WRR
12N-5PM	KGKO, WRR
5PM-8PM	WRR
8PM-12M	KGKO, WRR

* Under 5.0% - See Other Classification.

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

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CKLW	16.5	17.3	14.2	6.9
WJBK	6.5	*	*	*
WJR	44.5	39.1	43.4	56.5
WWJ	47.7	57.4	68.2	63.4
WXYZ	21.5	15.3	26.6	21.0

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCAR, WCLE, WEXL, WMBC, WSPD
12N-5PM	WCAR, WCLE, WEXL, WJBK, WLW, WMBC
5PM-8PM	WCAR, WEXL, WJBK, WMBC, WSPD
8PM-12N	WEXL, WJBK, WMBC, WSM

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

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CKLW	7.4	6.9	6.2	*
WJR	41.4	35.3	25.1	36.1
WWJ	35.5	48.1	52.5	48.2
WXYZ	10.5	5.5	12.6	10.6

Other Stations With Less Than 5.0%

6AM-12N	WCAR, WCLE, WEXL, WJBK, WMBC, WSPD
12N-5PM	WCAR, WCLE, WEXL, WJBK, WLW, WMBC
5PM-8PM	WCAR, WEXL, WJBK, WMBC, WSPD
8PM-12M	CKLW, WEXL, WJBK, WMBC, WSM

* Under 5.0% - See Other Classification.

DES MOINES, IOWA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSO	20.4	24.6	23.4	17.8
KRNT	47.3	26.1	41.8	47.4
WHO	49.5	59.5	60.3	60.0

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KMA, WGN, WMT, WNAX, WOI, WOW
12N-5PM	KMA, WGN, WMT, WNAX, WOI, WOW
5PM-8PM	KMA, WGN, WMT, WNAX
8PM-12M	WMT, WNAX, WOW, XERA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSO	10.0	8.5	14.0	11.5
KRNT	37.8	20.4	31.6	35.7
WHO	51.2	70.4	54.3	52.6

Other Stations With Less Than 5.0%

6AM-12N	KMA, WGN, WMT, WNAX, WOI, WOW
12N-5PM	KMA, WGN, WMT, WNAX, WOI, WOW
5PM-8PM	KMA, WGN, WMT, WNAX
8PM-12M	WMT, WNAX, WOW, XERA

HARTFORD, CONNECTICUT

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDRC	29.2	33.2	42.9	49.9
WNBC	8.4	6.8	*	9.5
WTHT	16.9	19.1	18.7	10.0
WTIC	59.7	58.1	64.3	58.7

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WEAF, WJZ, WMCA, WOR
12N-5PM	WEAF, WHN, WJAR, WJZ, WOR
5PM-8PM	WABC, WEA, WJZ, WNBC, WNYC, WOR
8PM-12M	WABC, WEA, WJZ, WOR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDRC	22.5	26.7	31.3	38.3
WNBC	6.3	*	*	5.4
WTHT	8.3	10.9	11.1	6.1
WTIC	60.2	58.2	54.2	47.8

Other Stations With Less Than 5.0%

6AM-12N	WEAF, WJZ, WMCA, WOR
12N-5PM	WEAF, WHN, WJAR, WJZ, WNBC, WOR
5PM-8PM	WABC, WEA, WJZ, WNBC, WNYC, WOR
8PM-12M	WABC, WEA, WJZ, WOR

* Under 5.0% - See Other Classification.

HOUSTON, TEXAS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KPRC	55.2	63.5	46.3	52.9
KTRH	62.6	46.8	68.6	65.8
KXYZ	56.3	44.2	38.4	17.3

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KLUF
12N-5PM	KLUF
5PM-8PM	WBT, WLW, XEPM
8PM-12M	None

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KPRC	39.4	66.1	24.4	40.1
KTRH	35.6	18.8	54.4	47.6
KXYZ	24.9	15.0	21.1	12.3

Other Stations With Less Than 5.0%

6AM-12N	KLUF
12N-5PM	KLUF
5PM-8PM	WBT, WLW, XEPM
8PM-12M	None

* Under 5.0% - See Other Classification.

LOS ANGELES, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KECA	7.3	11.9	7.2	10.0
KFAC	5.3	5.1	*	*
KFI	38.2	40.7	52.2	60.0
KHJ	18.6	18.7	26.4	25.9
KNX	46.5	48.5	49.5	51.4

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD, XELO
12N-5PM	KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD, KVOE, XEMO
5PM-8PM	KFAC, KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD, XEMO
8PM-12M	KFAC, KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KMPC, KMTR, KRKD

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFI	36.0	36.9	39.1	45.8
KHJ	8.5	6.0	16.9	10.2
KNX	43.0	47.8	32.9	36.3

Other Stations With Less Than 5.0%

6AM-12N	KECA, KFAC, KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD, XELO
12N-5PM	KECA, KFAC, KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD, KVOE, XEMO
5PM-8PM	KECA, KFAC, KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KIEV, KMPC, KMTR, KRKD, XEMO
8PM-12M	KECA, KFAC, KFOX, KFSG, KFVD, KFVB, KGER, KGFJ, KMPC, KMTR, KRKD

* Under 5.0% - See Other Classification.

LOUISVILLE, KENTUCKY

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAVE	30.1	43.2	51.2	48.2
WGRC	21.3	14.2	10.9	9.3
WHAS	68.4	63.3	60.1	59.7
WLW	7.9	6.1	*	*

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAVE	15.0	23.9	35.4	41.9
WGRC	10.8	5.7	9.0	6.7
WHAS	68.0	63.4	55.0	51.2
WLW	6.2	7.0	*	*

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

MEMPHIS, TENNESSEE

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WHBQ	13.5	11.6	6.0	7.9
WMC	50.1	50.0	39.8	51.5
WMPS	38.2	33.7	29.8	21.2
WREC	45.8	35.3	51.3	48.0

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WHBQ	8.4	8.1	5.8	7.0
WMC	33.4	43.4	27.1	40.2
WMPS	23.8	21.8	23.1	18.6
WREC	34.4	26.7	44.0	34.0

Other Stations With Less Than 5.0%

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

MINNEAPOLIS, MINNESOTA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	23.8	44.7	46.3	39.9
WCCO	70.5	41.3	64.5	65.0
WDGY	12.2	8.1	*	Not on air
WMIN	8.9	9.9	*	*
WTCN	17.8	28.0	27.8	20.6

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	15.6	51.5	30.5	33.7
WCCO	67.2	22.9	50.3	49.9
WDGY	*	*	*	Not on air
WMIN	*	5.0	*	*
WTCN	5.7	11.7	16.0	15.0

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

NEW ORLEANS, LOUISIANA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDSU	18.6	35.3	25.2	15.9
WNOE	5.1	5.3	6.8	*
WSMB	40.5	51.6	47.8	41.7
WWL	73.2	44.7	55.8	56.8

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDSU	8.9	20.7	18.5	10.2
WNOE	*	5.6	*	*
WSMB	20.5	35.7	34.3	33.7
WWL	67.4	36.9	42.6	50.7

Other Stations With Less Than 5.0%

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

NEW YORK, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WABC	32.0	36.7	36.5	43.2
WEAF	26.3	24.5	29.7	43.1
WJZ	13.2	17.7	34.0	25.8
WMCA	*	*	7.5	*
WNEW	7.3	*	7.2	*
WNYC	5.0	*	*	Off the Air
WOR	32.7	30.8	35.1	34.2

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WAAT, WARD, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WMCA, WOV, WQXR, WVFW, WWRL
12N-5PM	WAAT, WBBC, WBNX, WEVD, WHBI, WHN, WHOM, WICC, WINS, WMCA, WNEW, WNYC, WOV, WQXR, WVFW, WWRL,
5PM-8PM	WAAT, WARD, WBBC, WBNX, WEAN, WEVD, WHBI, WHN, WINS, WLTH, WNYC, WOV, WQXR
8PM-12M	WARD, WBBC, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WMCA, WNEW, WOV, WQXR, WTIC, WWRL

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WABC	30.4	36.0	25.5	28.2
WEAF	25.5	28.4	19.5	29.5
WJZ	8.0	8.0	20.3	13.8
WOR	20.4	15.3	20.3	20.5

Other Stations With Less Than 5.0%

6AM-12N	WAAT, WARD, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WMCA, WNYC, WNEW, WOV, WQXR, WVFW, WWRL
12N-5PM	WAAT, WBBC, WBNX, WEVD, WHBI, WHN, WHOM, WICC, WINS, WMCA, WNEW, WNYC, WOV, WQXR, WVFW, WWRL
5PM-8PM	WAAT, WARD, WBBC, WBNX, WEAN, WEVD, WHBI, WHN, WINS, WLTH, WMCA, WNEW, WNYC, WOV, WQXR
8PM-12M	WARD, WBBC, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WMCA, WNEW, WOV, WQXR, WTIC, WWRL

* Under 5.0% - See Other Classification.

OKLAHOMA CITY, OKLAHOMA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KOCY	7.9	7.5	5.6	*
KOMA	41.9	21.0	45.5	54.7
KTOK	20.0	14.9	15.1	8.5
WKY	72.3	81.2	70.1	72.3

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFJZ, KVOO, WFAA-BAP
12N-5PM	KVOO, WFAA-BAP
5PM-8PM	WFAA-BAP, WJZ
8PM-12M	KFI, KOCY, WLW, WOAI, XERA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KOMA	25.7	8.5	31.1	32.7
KTOK	6.8	*	7.0	*
WKY	62.5	82.9	58.1	59.4

Other Stations With Less Than 5.0%

6AM-12N	KFJZ, KOCY, KVOO, WFAA-BAP
12N-5PM	KOCY, KTOK, KVOO, WFAA-BAP
5PM-8PM	KOCY, WFAA-BAP, WJZ
8PM-12M	KFI, KOCY, KTOK, WLW, WOAI, XERA

* Under 5.0% - See Other Classification.

OMAHA, NEBRASKA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFAB	5.3	7.0	6.8	10.2
KOIL	28.3	21.0	33.3	34.6
KOWH	27.8	18.2	*	Not on air
WOW	59.6	70.4	82.0	76.1

Other Stations By Less Than 5.0% of Set Users

6AM-12N	KFNF, KMA, KMMJ, KSCJ, WHO, WMIN, WNAX, WOI
12N-5PM	KFEQ, KFNF, KMA, KMMJ, KSCJ, WHO, WOI
5PM-8PM	KFNF, KGBS, KMA, KOWH, WGN, WHO, WLW, WOAI
8PM-12M	KMA, KOA, WDAF, WGN, WHO, WLS-WENR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFAB	*	*	*	5.1
KOIL	14.9	8.7	20.6	23.1
KOWH	13.8	6.2	*	*
WOW	66.9	81.3	74.0	69.7

Other Stations With Less Than 5.0%

6AM-12N	KFAB, KFNF, KMA, KMMJ, KSCJ, WHO, WMIN, WNAX, WOI
12N-5PM	KFAB, KFEQ, KFNF, KMA, KMMJ, KSCJ, WHO, WOI
5PM-8PM	KFAB, KFNF, KGBS, KMA, KOWH, WGN, WHO, WLW, WOAI
8PM-12M	KMA, KOA, WDAF, WGN, WHO, WLS-WENR

* Under 5.0% - See Other Classification.

PHILADELPHIA, PENNSYLVANIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KYW	30.4	27.1	39.7	53.3
WCAU	31.7	33.3	42.7	47.1
WDAS	8.5	10.2	*	*
WFIL	15.9	27.7	21.9	13.7
WIP	21.0	11.0	16.6	9.2
WJZ	12.7	11.5	29.9	14.1
WOR	6.9	6.6	10.3	8.0
WPEN	*	5.7	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WEA, WHAT, WIBG, WPEN, WTEL
12N-5PM	WABC, WBAL, WCAM, WDEL, WEA, WHAT, WIBG, WSMJ, WTEL
5PM-8PM	WABC, WDAS, WEA, WHAT, WIBG, WINS, WPEN, WTEL
8PM-12M	WABC, WBZ, WCAM, WDAS, WHAT, WPEN, WSM, WTEL

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KYW	31.6	26.8	25.6	39.4
WCAU	27.9	34.8	26.9	31.6
WFIL	12.4	16.7	14.2	9.3
WIP	9.8	5.9	9.5	5.3
WJZ	7.9	*	15.2	7.8

Other Stations With Less Than 5.0%

6AM-12N	WABC, WDAS, WEA, WHAT, WIBG, WOR, WPEN, WTEL
12N-5PM	WABC, WBAL, WCAM, WDAS, WDEL, WEA, WHAT, WIBG, WJZ, WOR, WPEN, WSMJ, WTEL
5PM-8PM	WABC, WDAS, WEA, WHAT, WIBG, WINS, WOR, WPEN, WTEL
8PM-12M	WABC, WBZ, WCAM, WDAS, WHAT, WOR, WPEN, WSM, WTEL

* Under 5.0% - See Other Classification.

PITTSBURGH, PENNSYLVANIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KDKA	28.1	21.3	41.2	30.1
KQV	14.7	18.6	8.8	*
WCAE	48.8	54.2	58.2	64.5
WJAS	32.3	47.7	61.6	56.4
WWSW	10.9	8.5	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WHJB, WMBO, WWVA
12N-5PM	WHJB, WJAR, WJR, WLW, WTAM, WWVA
5PM-8PM	WWSW, WWVA
8PM-12M	KQV, WHAM, WMAQ, WOR, WSM, WWSW, WWVA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KDKA	19.4	7.2	19.2	14.2
KQV	7.0	7.5	*	*
WCAE	45.2	51.4	39.3	46.4
WJAS	23.2	30.7	35.6	35.2

Other Stations With Less Than 5.0%

6AM-12N	WHJB, WMBO, WWSW, WWVA
12N-5PM	WHJB, WJAR, WJR, WLW, WTAM, WWSW, WWVA
5PM-8PM	KQV, WWSW, WWVA
8PM-12M	KQV, WHAM, WMAQ, WOR, WSM, WWSW, WWVA

* Under 5.0% - See Other Classification.

PORTLAND, OREGON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KALE	26.8	21.6	36.0	14.3
KEX	39.8	34.9	45.6	33.7
KGW	65.8	68.5	60.3	64.1
KOIN	74.4	75.5	63.8	59.6

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KALE	7.6	6.0	19.9	6.4
KEX	10.1	8.6	19.9	13.5
KGW	37.2	40.2	29.1	42.8
KOIN	44.2	45.1	30.7	37.1

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

PROVIDENCE, RHODE ISLAND

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WEAN	26.7	39.2	47.5	32.7
WJAR	51.7	54.7	47.7	56.5
WPRO	43.5	27.4	52.2	56.0

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WEAN	15.2	14.7	31.6	20.5
WJAR	52.8	61.9	34.8	42.0
WPRO	31.6	22.8	33.6	37.4

Other Stations With Less Than 5.0%

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

ROCHESTER, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CBL	8.9	*	*	*
WBEN	22.3	14.9	21.3	25.6
WHAM	53.6	57.8	71.0	66.9
WHEC	59.1	73.8	64.4	68.8
WSAY	29.2	28.4	27.7	17.9

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBEN	12.0	6.3	8.2	11.8
WHAM	31.9	29.8	41.7	38.0
WHEC	35.3	49.3	32.4	40.3
WSAY	16.4	13.2	14.2	8.4

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

ST. LOUIS, MISSOURI

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KMOX	60.3	52.8	61.5	58.7
KSD	21.0	35.7	48.4	48.8
KWK	15.6	22.3	24.2	16.2
KXOK	5.7	10.2	5.6	*
WEW	6.3	10.8	*	Not on air
WIL	15.1	9.0	*	*

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12PM</u>
KMOX	64.4	46.8	49.4	42.6
KSD	11.7	27.9	30.7	38.5
KWK	7.4	9.9	12.5	13.1
KXOK	*	5.0	*	*
WIL	9.7	5.7	*	*

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

ST. PAUL, MINNESOTA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	29.3	41.4	51.1	48.8
WCCO	43.9	33.7	48.4	49.4
WDGY	5.4	*	*	Off the Air
WMIN	15.2	14.5	*	*
WTCN	20.4	26.0	29.0	22.1

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	29.7	53.0	34.4	46.2
WCCO	48.4	22.1	41.1	34.8
WMIN	8.6	8.2	*	*
WTCN	9.7	14.5	21.6	16.8

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

SAN FRANCISCO, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFRC	23.8	17.4	21.4	31.1
KGO	13.7	10.4	12.8	21.4
KJBS	5.3	*	*	*
KPO	50.9	52.7	59.1	70.2
KROW	*	7.0	*	*
KSFO	44.4	37.0	37.2	46.8
KYA	9.0	*	*	*

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFRC	10.4	7.4	14.3	12.9
KGO	*	*	5.5	8.0
KPO	38.8	50.4	47.7	49.8
KSFO	36.6	25.8	23.2	25.0

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

SEATTLE, WASHINGTON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KIRO	40.1	49.3	42.8	51.7
KJR	32.5	17.7	24.8	29.9
KOL	17.5	19.5	23.4	20.3
KOMO	48.2	54.0	56.0	64.9
KRSC	10.2	*	*	*
KXA	*	7.7	*	*

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KIRO	31.6	36.3	26.1	30.8
KJR	11.4	5.4	11.2	12.5
KOL	6.7	6.6	16.2	8.2
KOMO	41.5	47.7	44.8	47.1
KRSC	5.5	*	*	*

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

SPOKANE, WASHINGTON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFPY	51.1	55.9	51.8	56.5
KGA	21.9	19.6	18.7	16.7
KHQ	54.1	57.8	62.2	74.1

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFPY	51.6	48.9	34.4	41.7
KGA	6.9	6.2	15.1	7.8
KHQ	40.1	43.4	49.5	50.5

Other Stations With Less Than 5.0%

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

SYRACUSE, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WFBL	76.7	77.0	66.5	74.0
WGY	*	6.2	*	*
WSYR	45.1	38.0	70.4	56.3

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WEA, WESG, WGY, WHAM, WIBX, WMBO
12N-5PM	WABC, WEA, WESG, WHAM, WIBX, WJZ, WMBO
5PM-8PM	CBL, CFRB, WABC, WEA, WGY, WHAM, WJZ, WKBW, WLW, WMAQ, WMBO
8PM-12M	KDKA, WABC, WEA, WGY, WHAM, WJZ, WLS, WLW, WOR, WQXR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WFBL	69.7	80.7	50.4	58.0
WSYR	26.9	13.1	45.9	36.5

Other Stations With Less Than 5.0%

6AM-12N	WABC, WEA, WESG, WGY, WHAM, WIBX, WMBO
12N-5PM	WABC, WEA, WESG, WGY, WHAM, WIBX, WJZ, WMBO
5PM-8PM	CBL, CFRB, WABC, WEA, WGY, WHAM, WJZ, WKBW, WLW, WMAQ, WMBO
8PM-12M	KDKA, WABC, WEA, WGY, WHAM, WJZ, WLS, WLW, WOR, WQXR

* Under 5.0% - See Other Classification.

WASHINGTON, DISTRICT OF COLUMBIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WJSV	43.6	32.6	48.9	54.6
WMAL	31.3	19.6	33.7	31.1
WOL	19.1	35.4	32.5	11.4
WRC	46.4	49.2	55.4	57.0

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WBAL, WCAO
12N-5PM	None
5PM-8PM	WCAO
8PM-12M	WOR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Having Over 5.0% of All Mentions

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WJSV	34.9	24.4	31.0	37.8
WMAL	14.2	7.4	16.0	16.7
WOL	10.7	15.8	13.7	5.6
WRC	40.1	52.3	39.1	39.7

Other Stations With Less Than 5.0%

6AM-12N	WBAL, WCAO
12N-5PM	None
5PM-8PM	WCAO
8PM-12M	WOR