

MSS 140 AF Box 11 Folder 3

# STATION AUDIENCES

OCTOBER 1941—APRIL 1942

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 1941 through April 1942. That method is as follows:

1. The investigation is carried on in 33 cities reached regularly by programs from the networks of the major broadcasting systems.
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. Interviews are made eight periods per day. Each of the following interviewing periods covers two hours of broadcasting time: 9:05 A.M. and 11:05 A.M., 1:05 P.M., 3:05 P.M., 5:05 P.M., 7:05 P.M., and 9:05 P.M.
4. All ratings must be considered subject to normal statistical fluctuation.

## SCOPE

This report is based on over 412,000 completed interviews with radio set owners made during the months October 1941 through April 1942. These calls were distributed as follows:

Atlanta, Ga.....	8,190	Minneapolis, Minn.....	8,190
Baltimore, Md.....	16,170	New Orleans, La.....	8,190
Boston, Mass.....	16,320	New York, N. Y.....	32,640
Buffalo, N. Y.....	16,380	Oklahoma City, Okla.....	8,190
Chicago, Ill.....	32,760	Omaha, Neb.....	8,190
Cincinnati, O.....	8,190	Philadelphia, Pa.....	24,045
Cleveland, O.....	16,215	Pittsburgh, Pa.....	14,155
Dallas, Texas.....	8,190	Portland, Ore.....	4,560
Des Moines, Iowa.....	16,140	Providence, R. I.....	8,190
Detroit, Mich.....	16,380	Rochester, N. Y.....	8,190
Hartford, Conn.....	8,190	St. Louis, Mo.....	16,200
Houston, Texas.....	8,190	St. Paul, Minn.....	8,190
Kansas City, Mo.....	16,365	San Francisco, Cal.....	17,235
Los Angeles, Cal.....	16,935	Seattle, Wash.....	4,568
Louisville, Ky.....	8,190	Spokane, Wash.....	4,192
Memphis, Tenn.....	8,175	Syracuse, N. Y.....	8,171
Washington, D. C.....	7,965		

## HOW TO READ THE TABLES

In X city all the radio owners interviewed for the period 7 to 9 A.M. reported 3000 quarter hours of radio set use over all stations. Of these:

1200 quarter hours were heard over Station A  
900 quarter hours were heard over Station B  
750 quarter hours were heard over Station C  
150 quarter hours were heard over Stations D, E, F, G, H, etc.

thus the number of quarter hours of set use heard over each station per hundred quarter hours of set use is:

	Station A	Station B	Station C	Others
	%	%	%	%
7 - 9 A.M.	40	30	25	5

## INTRODUCTION

In this report each table is computed on the basis of the total quarter hours of radio set use over all stations during each of eight day-parts. The rating for each station indicates the percent of total time heard over that station. The ratings for all stations listed during each day-part plus "others" equal 100%.

Since the relationship between network and local programs varies for each station, conclusions as to groups of stations are not warranted and none have been included in this report. This report does not measure the coverage of any station. The ratings given are based on information gathered inside the political or metropolitan limits of the 33 cities in which the C.A.B. investigation is made. They are indicative of the relative standing of stations only within these limits. Any conclusions or inferences as to the total coverage or number of sets which can be reached by individual stations are outside the scope of this report.

NOTE: Stations not having an average of 4% or more for the average of their four highest day parts are included in "Others" in this report.

## BALTIMORE, MARYLAND

### Total Listening Time Heard Over Each Station

	<u>WBAL</u>	<u>WCAO</u>	<u>WCBM</u>	<u>WFBR</u>	<u>WITH</u>	<u>Others</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
7 - 9 A.M.	28	16	7	34	10	5
9 - 11 A.M.	12	14	38	8	19	9
11 - 1 P.M.	17	33	6	30	10	4
1 - 3 P.M.	18	44	6	12	15	5
3 - 5 P.M.	28	18	12	16	22	4
5 - 7 P.M.	23	29	7	16	17	8
7 - 9 P.M.	37	32	8	7	7	9
9 - 12 M.	34	35	7	8	4	12

## BOSTON, MASSACHUSETTS

### Total Listening Time Heard Over Each Station

	<u>WAAB</u>	<u>WBZ</u>	<u>WEEI</u>	<u>WCOP</u>	<u>WNAC</u>	<u>WORL</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	7	15	29	2	38	6	3
9 - 11 A.M.	3	17	14	5	22	35	4
11 - 1 P.M.	3	8	29	4	27	24	5
1 - 3 P.M.	12	7	36	3	22	16	4
3 - 5 P.M.	15	11	14	4	31	20	5
5 - 7 P.M.	6	28	31	3	23	3	6
7 - 9 P.M.	5	21	37	1	35	*	1
9 - 12 M.	6	13	43	1	35	*	2

\* Does not operate full time. See station schedule.

## BUFFALO, NEW YORK

### Total Listening Time Heard Over Each Station

	<u>WBEN</u>	<u>WBNY</u>	<u>WEBR</u>	<u>WGR</u>	<u>WKBW</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	25	12	5	55	3	-
9 - 11 A.M.	35	18	31	2	14	-
11 - 1 P.M.	39	20	18	6	17	-
1 - 3 P.M.	36	13	22	11	18	-
3 - 5 P.M.	24	26	22	14	13	1
5 - 7 P.M.	42	8	20	9	21	-
7 - 9 P.M.	66	2	6	4	21	1
9 - 12 M.	63	6	5	6	20	-

## CHICAGO, ILLINOIS

### Total Listening Time Heard Over Each Station

	<u>WBBM</u>	<u>WCFL</u>	<u>WENR-LS</u>	<u>WGN</u>	<u>WMAQ</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	18	11	15	13	37	6
9 - 11 A.M.	24	3	9	10	40	14
11 - 1 P.M.	43	2	6	10	12	27
1 - 3 P.M.	21	2	10	19	34	14
3 - 5 P.M.	16	5	10	30	27	12
5 - 7 P.M.	23	2	16	26	25	8
7 - 9 P.M.	34	1	12	11	40	2
9 - 12 M.	22	6	12	16	42	2

CINCINNATI, OHIO

Total Listening Time Heard Over Each Station

	<u>WCKY</u>	<u>WCPO</u>	<u>WKRC</u>	<u>WLW</u>	<u>WSAI</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	6	20	23	40	8	3
9 - 11 A.M.	11	13	9	42	25	-
11 - 1 P.M.	14	26	8	44	4	4
1 - 3 P.M.	9	16	24	40	8	3
3 - 5 P.M.	8	22	12	44	12	2
5 - 7 P.M.	8	17	12	49	8	6
7 - 9 P.M.	25	5	8	48	8	6
9 - 12 M.	23	5	6	51	7	8

CLEVELAND, OHIO

Total Listening Time Heard Over Each Station

	<u>WCLE</u>	<u>WGAR</u>	<u>WHK</u>	<u>WTAM</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	33	13	17	27	10
9 - 11 A.M.	21	12	12	52	3
11 - 1 P.M.	23	41	10	21	5
1 - 3 P.M.	22	34	9	30	5
3 - 5 P.M.	32	14	11	39	4
5 - 7 P.M.	5	24	25	42	4
7 - 9 P.M.	*	33	16	50	1
9 - 12 M.	*	36	17	44	3

\* Does not operate full time. See station schedule.

DALLAS, TEXAS

Total Listening Time Heard Over Each Station

	<u>KGKO</u>	<u>KRLD</u>	<u>KSKY</u>	<u>WFAA - BAP</u>	<u>WRR</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	14	14	14	48	8	2
9 - 11 A.M.	4	26	15	42	10	3
11 - 1 P.M.	9	25	13	43	8	2
1 - 3 P.M.	11	15	7	54	12	1
3 - 5 P.M.	7	16	15	46	11	5
5 - 7 P.M.	9	36	5*	35	12	3
7 - 9 P.M.	7	38	*	48	5	2
9 - 12 M.	6	22	*	58	12	2

\* Does not operate full time. See station schedule.

DES MOINES, IOWA

Total Listening Time Heard Over Each Station

	<u>KRNT</u>	<u>KSO</u>	<u>WHO</u>	<u>Others</u>
	%	%	%	%
7 - 9 A.M.	18	24	48	10
9 - 11 A.M.	22	20	56	2
11 - 1 P.M.	28	26	42	4
1 - 3 P.M.	18	26	52	4
3 - 5 P.M.	23	23	50	4
5 - 7 P.M.	27	26	46	1
7 - 9 P.M.	37	15	47	1
9 - 12 M.	24	17	58	1

## DETROIT, MICHIGAN

### Total Listening Time Heard Over Each Station

	<u>CKLW</u>	<u>WJR</u>	<u>WWJ</u>	<u>WXYZ</u>	<u>Others</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
7 - 9 A.M.	29	23	36	8	4
9 - 11 A.M.	8	31	35	19	7
11 - 1 P.M.	8	39	35	14	4
1 - 3 P.M.	14	41	32	11	2
3 - 5 P.M.	15	15	43	18	9
5 - 7 P.M.	17	25	34	18	6
7 - 9 P.M.	2	38	40	19	1
9 - 12 M.	4	38	45	11	2

## HARTFORD, CONNECTICUT

### Total Listening Time Heard Over Each Station

	<u>WDRC</u>	<u>WNBC</u>	<u>WTHT</u>	<u>WTIC</u>	<u>Others</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
7 - 9 A.M.	14	5	4	75	2
9 - 11 A.M.	19	28	8	43	2
11 - 1 P.M.	32	13	9	41	5
1 - 3 P.M.	36	11	19	27	7
3 - 5 P.M.	16	12	15	46	11
5 - 7 P.M.	25	6	10	50	9
7 - 9 P.M.	32	5	6	49	8
9 - 12 M.	32	7	7	41	13

## HOUSTON, TEXAS

### Total Listening Time Heard Over Each Station

	<u>KPRC</u>	<u>KTRH</u>	<u>KXYZ</u>	<u>Others</u>
	%	%	%	%
7 - 9 A.M.	12	38	50	-
9 - 11 A.M.	38	41	21	-
11 - 1 P.M.	42	38	20	-
1 - 3 P.M.	47	33	20	-
3 - 5 P.M.	50	22	28	-
5 - 7 P.M.	29	38	33	-
7 - 9 P.M.	47	38	15	-
9 - 12 M.	54	23	22	1

LOS ANGELES, CALIFORNIA

Total Listening Time Heard Over Each Station

	<u>KECA</u>	<u>KFAC</u>	<u>KFI</u>	<u>KFWB</u>	<u>KHJ</u>	<u>KNX</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	10	5	23	3	14	31	14
9 - 11 A.M.	5	1	17	3	12	50	12
11 - 1 P.M.	9	2	29	7	23	23	7
1 - 3 P.M.	11	2	31	4	11	31	10
3 - 5 P.M.	10	5	34	3	12	26	10
5 - 7 P.M.	2	2	38	3	15	37	3
7 - 9 P.M.	16	3	44	3	6	26	2
9 - 12 M.	5	4	37	1	11	38	4

LOUISVILLE, KENTUCKY

Total Listening Time Heard Over Each Station

	<u>WAVE</u>	<u>WGRC</u>	<u>WHAS</u>	<u>WINN</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	16	3	38	40	3
9 - 11 A.M.	32	3	60	3	2
11 - 1 P.M.	8	12	72	7	1
1 - 3 P.M.	21	10	61	8	-
3 - 5 P.M.	44	5	43	8	-
5 - 7 P.M.	28	19	49	2	2
7 - 9 P.M.	30	11	52	6	1
9 - 12 M.	42	12	38	7	1

MEMPHIS, TENNESSEE

Total Listening Time Heard Over Each Station

	<u>WHBQ</u>	<u>WMC</u>	<u>WMPS</u>	<u>WREC</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	22	30	28	19	1
9 - 11 A.M.	9	44	17	28	2
11 - 1 P.M.	10	35	28	26	1
1 - 3 P.M.	12	37	29	22	-
3 - 5 P.M.	13	37	31	18	1
5 - 7 P.M.	10	34	25	30	1
7 - 9 P.M.	10	36	22	32	-
9 - 12 M.	9	45	23	23	-

† MINNEAPOLIS, MINNESOTA

Total Listening Time Heard Over Each Station

	<u>KSTP</u>	<u>WCCO</u>	<u>WDGY</u>	<u>WLOL</u>	<u>WMIN</u>	<u>WTCN</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	13	54	1	2	1	27	2
9 - 11 A.M.	26	41	10	2	6	2	13
11 - 1 P.M.	14	45	4	3	9	13	12
1 - 3 P.M.	26	21	16	14	7	10	6
3 - 5 P.M.	24	29	11	5	3	23	5
5 - 7 P.M.	34	42	2*	8	2	10	2
7 - 9 P.M.	41	42	*	6	1	10	-
9 - 12 M.	57	21	*	5	3	12	2

\* Does not operate full time. See station schedule.

† See page 33 for St. Paul data.

## NEW ORLEANS, LOUISIANA

### Total Listening Time Heard Over Each Station

	<u>WDSU</u>	<u>WJBW</u>	<u>WNOE</u>	<u>WSMB</u>	<u>WWL</u>	<u>Others</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
7 - 9 A.M.	24	8	6	10	45	7
9 - 11 A.M.	17	12	6	18	39	8
11 - 1 P.M.	13	13	3	10	52	9
1 - 3 P.M.	26	13	11	19	26	5
3 - 5 P.M.	18	22	6	33	12	9
5 - 7 P.M.	14	10	4	21	33	18
7 - 9 P.M.	11	3	2	36	38	10
9 - 12 M.	13	3	6	36	28	14

## NEW YORK, NEW YORK

### Total Listening Time Heard Over Each Station

	<u>WABC</u>	<u>WEAF</u>	<u>WHN</u>	<u>WJZ</u>	<u>WNEW</u>	<u>WOR</u>	<u>WQXR</u>	<u>Others</u>
	%	%	%	%	%	%	%	%
7 - 9 A.M.	15	8	4	9	4	44	5	11
9 - 11 A.M.	17	19	4	10	16	14	4	16
11 - 1 P.M.	32	18	3	5	7	16	4	15
1 - 3 P.M.	26	14	5	6	4	23	3	19
3 - 5 P.M.	16	22	7	13	3	25	3	11
5 - 7 P.M.	22	10	2	13	18	22	5	8
7 - 9 P.M.	25	38	1	12	2	11	4	7
9 - 12 M.	27	35	2	10	1	16	4	5

## OKLAHOMA CITY, OKLAHOMA

### Total Listening Time Heard Over Each Station

	<u>KOCY</u>	<u>KOMA</u>	<u>KTOK</u>	<u>WKY</u>	<u>Others</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
7 - 9 A.M.	12	9	29	50	-
9 - 11 A.M.	18	11	7	63	1
11 - 1 P.M.	18	11	5	60	6
1 - 3 P.M.	18	13	5	63	1
3 - 5 P.M.	15	7	13	63	2
5 - 7 P.M.	8	20	11	61	-
7 - 9 P.M.	5	38	9	48	-
9 - 12 M.	5	16	8	70	1

OMAHA, NEBRASKA

Total Listening Time Heard Over Each Station

	<u>KFAB</u>	<u>KOIL</u>	<u>KOWH</u>	<u>WOW</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	3	18	29	42	8
9 - 11 A.M.	3	21	23	47	6
11 - 1 P.M.	3	32	11	49	5
1 - 3 P.M.	5	26	10	53	6
3 - 5 P.M.	6	22	22	45	5
5 - 7 P.M.	3	21	3*	66	7
7 - 9 P.M.	1	36	*	59	4
9 - 12 M.	1	19	*	65	15

\* Does not operate full time. See station schedule.

PHILADELPHIA, PENNSYLVANIA

Total Listening Time Heard Over Each Station

	<u>KYW</u>	<u>WCAU</u>	<u>WDAS</u>	<u>WFIL</u>	<u>WIBG</u>	<u>WIP</u>	<u>WJZ</u>	<u>WOR</u>	<u>WPEN</u>	<u>Others</u>
	%	%	%	%	%	%	%	%	%	%
7 - 9 A.M.	38	14	3	8	1	17	4	7	3	5
9 - 11 A.M.	15	11	8	17	8	30	4	1	4	2
11 - 1 P.M.	19	30	10	7	5	17	4	2	3	3
1 - 3 P.M.	14	34	7	9	6	16	4	3	5	2
3 - 5 P.M.	23	16	7	12	10	14	6	5	5	2
5 - 7 P.M.	11	27	5	10	3	15	13	5	8	3
7 - 9 P.M.	39	34	1	11	*	7	4	2	1	1
9 - 12 M.	36	32	3	9	*	7	5	4	2	2

\* Does not operate full time. See station schedule.

PITTSBURGH, PENNSYLVANIA

Total Listening Time Heard Over Each Station

	<u>KDKA</u>	<u>KQV</u>	<u>WCAE</u>	<u>WJAS</u>	<u>WWSW</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	36	15	33	7	7	2
9 - 11 A.M.	49	17	13	14	5	2
11 - 1 P.M.	35	18	12	30	4	1
1 - 3 P.M.	31	9	14	39	7	-
3 - 5 P.M.	41	10	23	14	10	2
5 - 7 P.M.	30	11	22	33	4	-
7 - 9 P.M.	45	12	11	31	1	-
9 - 12 M.	45	12	13	28	1	1

PORTLAND, OREGON

Total Listening Time Heard Over Each Station

	<u>KALE</u>	<u>KEX</u>	<u>KGW</u>	<u>KOIN</u>	<u>KXL</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	12	14	30	37	6	1
9 - 11 A.M.	21	12	16	42	6	3
11 - 1 P.M.	10	16	39	30	1	4
1 - 3 P.M.	10	18	31	38	2	1
3 - 5 P.M.	13	13	24	37	5	8
5 - 7 P.M.	18	8	38	35	1*	-
7 - 9 P.M.	11	19	36	30	*	4
9 - 12 M.	15	22	29	29	*	5

\* Does not operate full time. See station schedule.

PROVIDENCE, RHODE ISLAND

Total Listening Time Heard Over Each Station

	<u>WEAN</u>	<u>WFCI</u>	<u>WJAR</u>	<u>WPRO</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	37	1	15	44	3
9 - 11 A.M.	31	6	24	36	3
11 - 1 P.M.	11	3	29	53	4
1 - 3 P.M.	15	6	31	44	4
3 - 5 P.M.	38	12	33	12	5
5 - 7 P.M.	34	5	28	30	3
7 - 9 P.M.	22	2	30	45	1
9 - 12 M.	19	1	40	36	4

## ROCHESTER, NEW YORK

### Total Listening Time Heard Over Each Station

	<u>WBEN</u>	<u>WHAM</u>	<u>WHEC</u>	<u>WSAY</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	4	44	28	22	2
9 - 11 A.M.	7	36	31	22	4
11 - 1 P.M.	5	22	49	22	2
1 - 3 P.M.	3	31	41	18	7
3 - 5 P.M.	7	29	39	22	3
5 - 7 P.M.	4	39	33	20	4
7 - 9 P.M.	6	46	37	10	1
9 - 12 M.	6	44	35	11	4

ST. LOUIS, MISSOURI

Total Listening Time Heard Over Each Station

	<u>KMOX</u>	<u>KSD</u>	<u>KWK</u>	<u>KXOK</u>	<u>WIL</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	22	23	32	12	10	1
9 - 11 A.M.	39	28	16	4	9	4
11 - 1 P.M.	49	22	13	7	6	3
1 - 3 P.M.	34	31	22	7	4	2
3 - 5 P.M.	31	25	27	10	4	3
5 - 7 P.M.	40	35	16	7	1	1
7 - 9 P.M.	41	46	5	7	1	-
9 - 12 M.	25	52	11	9	2	1

† ST. PAUL, MINNESOTA

Total Listening Time Heard Over Each Station

	<u>KSTP</u>	<u>WCCO</u>	<u>WDGY</u>	<u>WLOL</u>	<u>WMIN</u>	<u>WTCN</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	20	25	1	1	4	48	1
9 - 11 A.M.	43	30	5	3	5	10	4
11 - 1 P.M.	15	46	4	7	7	15	6
1 - 3 P.M.	40	14	13	5	8	15	5
3 - 5 P.M.	22	26	5	6	4	31	6
5 - 7 P.M.	34	37	2*	8	3	15	1
7 - 9 P.M.	40	40	*	4	2	13	1
9 - 12 M.	47	31	*	5	5	10	2

\* Does not operate full time. See station schedule.

† See page 22 for Minneapolis data.

## SAN FRANCISCO, CALIFORNIA

### Total Listening Time Heard Over Each Station

	<u>KFRC</u>	<u>KGO</u>	<u>KJBS</u>	<u>KPO</u>	<u>KQW</u>	<u>KSFO</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	24	13	5	19	14	17	8
9 - 11 A.M.	11	6	6	28	20	20	9
11 - 1 P.M.	17	7	4	38	11	11	12
1 - 3 P.M.	8	11	3	39	15	12	12
3 - 5 P.M.	12	10	4	25	15	12	22
5 - 7 P.M.	15	4	*	43	14	15	9
7 - 9 P.M.	16	19	*	41	8	10	6
9 - 12 M.	19	4	1	42	14	15	5

\* Off between sunset and 10:00 P.M.

## SEATTLE, WASHINGTON

### Total Listening Time Heard Over Each Station

	<u>KIRO</u>	<u>KJR</u>	<u>KOL</u>	<u>KOMO</u>	<u>KRSC</u>	<u>KXA</u>	<u>Others</u>
	%	%	%	%	%	%	%
7 - 9 A.M.	30	17	10	24	6	4	9
9 - 11 A.M.	38	16	6	22	2	6	10
11 - 1 P.M.	28	9	13	33	3	5	9
1 - 3 P.M.	29	18	10	31	1	5	6
3 - 5 P.M.	26	9	12	27	11	4	11
5 - 7 P.M.	31	6	6	44	2	*	11
7 - 9 P.M.	19	16	9	41	2	*	13
9 - 12 M.	27	6	9	37	4	1	16

\* Off from sundown to 9:00 P.M.

SPOKANE, WASHINGTON

Total Listening Time Heard Over Each Station

	<u>KFIO</u>	<u>KFPY</u>	<u>KGA</u>	<u>KHQ</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	1	52	17	30	-
9 - 11 A.M.	6	50	25	19	-
11 - 1 P.M.	5	35	24	35	1
1 - 3 P.M.	19	39	18	22	2
3 - 5 P.M.	21	28	16	34	1
5 - 7 P.M.	1*	36	11	52	-
7 - 9 P.M.	*	31	17	49	3
9 - 12 M.	*	49	12	38	1

\* Does not operate full time. See station schedule.

SYRACUSE, NEW YORK

Total Listening Time Heard Over Each Station

	<u>WAGE</u>	<u>WFBL</u>	<u>WOLF</u>	<u>WSYR</u>	<u>Others</u>
	%	%	%	%	%
7 - 9 A.M.	4	43	6	45	2
9 - 11 A.M.	10	41	22	23	4
11 - 1 P.M.	8	60	12	16	4
1 - 3 P.M.	20	59	9	10	2
3 - 5 P.M.	24	26	27	19	4
5 - 7 P.M.	14	34	19	28	5
7 - 9 P.M.	6	35	6	36	17
9 - 12 M.	6	45	11	28	10

WASHINGTON, DISTRICT OF COLUMBIA

Total Listening Time Heard Over Each Station

	<u>WINX</u>	<u>WJSV</u>	<u>WMAL</u>	<u>WOL</u>	<u>WRC</u>	<u>Others</u>
	%	%	%	%	%	%
7 - 9 A.M.	2	30	16	31	17	4
9 - 11 A.M.	3	11	29	36	17	4
11 - 1 P.M.	7	22	9	23	27	12
1 - 3 P.M.	14	21	12	25	22	6
3 - 5 P.M.	16	13	13	27	25	6
5 - 7 P.M.	5	22	17	17	23	16
7 - 9 P.M.	3	25	15	9	39	9
9 - 12 M.	3	26	18	8	34	11