MSS140AF BOX 11 Folder 2

MAR 9 1937 H. M. BEVILLE, Jr.

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STATION AUDIENCES

For the period

October 1935 - April 1936

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#### LETHOD

The basis information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1935 through April 1936. That method is as follows:

- 1. The investigation is carried on in 33 cities reached regularly by programs from the networks of the Columbia Broadcasting System and the National Broadcasting Company, Red and Blue.
- 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 12:15 P.H. covering up to 12:00 noon of the same day
    At 5:15 P.H. covering from 12:00 noon to 5:00 P.H. of same day
    At 8:15 P.M. covering from 5:00 P.M. to 8:00 P.M. of same day
    At 9:00 A.M. covering from 8:00 P.M. to 12:00P.M. of previous day.
- 4. When an informent 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.

U.S.

### SCOPE

This report is based upon 226,272 completed interviews with radio set owners made during the months October 1935 through April 1936. These calls were distributed as follows:

Atlanta, Ga.	4,704	Minneapolis, Minn.	4,704
Baltimore, Ld.	9,408	Wew Orleans, La.	4,704
Boston, Mass.	9,408	New York, N. Y.	18,816
Chicago, Ill.	14,112	Oklahoma City, Okla.	4,704
Cincinnati, O.	4,704	Omaha, Neb.	4,704
Cleveland, O.	9,360	Philadelphia, Pa.	14,016
Dallas, Texas	4,272	Pittsburgh, Pa.	9,168
Detroit, Mich.	9,408	Portland, Ore.	2,352
Harrisburg, Pa.	4,656	Providence, R.I.	4,704
Hartford, Conn.	4,560	Rochester, M.Y.	4 <b>,</b> 608
Houston, Texas	4,608	St. Louis, no.	9,408
Kansas City, Mo.	9,408	St. Paul, Minn.	4,704
Los Angeles, Cal.	9,408	San Francisco, Cal.	9,408
Louisville, Ky.	4,704	Seattle, Wash.	2,352
Memphis, Tenn.	4,704	Spokane, Wash.	2,208
Milwaukee, Wis.	9,216	Syracuse, N. Y.	4,704

Washington, D.C. 4,668

#### 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 persons 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 percentages in these tables will equal more than 100%. This method is comparable to that used in compiling former C.A.B. station reports.

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.

#### 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 Hore Than 10% of Set Users

Station

5P.II.-8P.M.

Station A

50.0%

Station B

40.0%

Stations Heard by 5.0% - 9.9% of Set Users

5P.M.-8 P.M.

Station C

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 10% Of All Programs Heard

Station

5P.M.-8P.M.

Station A

40.0%

Station B

30.0%

Stations With 5.0% to 9.9% of All Programs Heard

5P.M.-8P.M.

None

Other Stations With Less Than 5.0% of All Programs Heard

5P.M.-8P.M.

C,D,E,F,G,H,etc.

#### DALTIMORE, MARYLAND

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

Station	6AM-12N	12N-5PH	<u>5PM-8PM</u>	8PII-12II
WBAL	45.8	37.1	44.9	32.8
YCAO	39.2	37.6	51.2	44.5
MCBII	10.5	*	*	*
WFBR	17.5	30.9	40.8	45.0

Stations Heard By 5.0% to 9.9% of Set Users

GAL-12N	None
12N-5PM	WCBM
5PM-8PM	Non <b>e</b>
8PM-12M	WCBM

Other Stations Heard By Less Than 5.0% of Set Users

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

#### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Station	6AIL-12N	12N-5PM	5P11-8PM	8PM-12M
WCAO CAS	20.5	28.0	29•7	22.8
	32.9	30.3	36•6	34.1
	14.0	30.1	27•5	32.4

#### Stations Between 5.0% and 9.9%

6AM-12N	VCBM
12N-5PM	WCBM
5PM-8PM	None
8PM-12M	Nono

6/M-12N	WABC, WJZ, WMAL, WOR
12N-5PM	WCAU, WJZ, WRC
5PH-8PM	WCBH, WEAF, WJZ, WOR
8PI (=1 2M	WCEH, WIN, WOR

<sup>\*</sup> Under 10% - See Other Classifications.

#### BOSTON, IMSSACHUSETTS

### PERCENT OF SETS IN USE TUNING TO MACH STATION

Stations Heard By More Than 10% of Set Users

Station	6AM-12N	12H-5PM	5PM-8PM	8PN-12M
WAAB	13.2	12.3	17.0	*
WBZ	44.6	23.2	47.5	35.5
VEET	26.5	25.5	33.0	52 <b>.1</b>
MIVG	<b>34.</b> 0	43.3	52.7	43.2

Stations Heard By 5.0% to 9.9% of Set Users

6AL-12N	WHDH
12N-5PM	WHDH
5PM-8PM	None
8PIL-12II	WAAB

Other Stations Hoard By Less Than 5.0% of Set Users

6AM-12N	WCOP,	WEAH,	WIEX,	WORL		
12N-5PM	WBSO,	WCOP,	WIEX,	WORL		
5PM-8PM	WCOP,	WEAF,	WHDH,	WJZ,	WLW,	WEX
8PII-12II	WABC	WEAF,	WEAN,	WJZ,	THEX,	WOR

#### PERCENT OF PROGRAIS HEARD OVER EACH STATION

#### Stations Over 10%

Station	<u>a</u> <u>6</u>	AM-12N	12N-5PM	5PH-8PM	8PI-12M
WBZ	NBCBL NBCRL CBS	39.4	17.0	32.7	23.7
WEEI	NBCRL	18.3	22.6	20.7	40.1
WILLC	CBS	26.7	40.1	35.1	30.5

### Stations Between 5.0% and 9.9%

6ALL-12N	WAAB
12N-5PM	WAAB, WHDH
5PM-8PM	WAAB
8PH-12H	None

6AIL-12N	WCOP, WEAH, WHDH, WEEK, WORL
12N-5PM	WESO, WCOP, WIEK, WORL
5PIL-8PM	WOOP, WEAF, WHITH, WIE, WILW, WIEK
8PM-12M	UAAB, WABC, WEAF, WEAH, WJZ, WIEK, WOR

<sup>\*</sup> Under 10% - See Other Classifications.

### CHICAGO, ILLINOIS

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	8P11-12M
WBBM WENR-LS WGN WMAQ	42.5 32.3 35.8 29.7	37.0 35.0 28.0 36.8	53.6 39.9 30.1 43.9	49.6 42.7 23.9 52.1
	Sta <b>ti</b> ons Hea	rd by 5.0% to	9.9% of Set Use:	rs
	6AM-12N 12N-5PM 5PM-8PM	WCFL, WJJ WCFL, WJJ None		

8PM-12M

Other Stations Heard by Less Than 5.0% of Set Users

WCFL

6AM-12N	WMBI. WSBC.	WIMI, WWAE	WIND, WJJD,
12 N-5PM 5PM-8PM	WAAF, WEDC, WAAF, WCFL,	WGES, WIND,	WLW, WMBI WHFC, WIND,
8PM-12M	WJJD, WLW WGES, WIND,	WSBC	

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station		6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WBBM	CBS	27.5	24.7	31.9	29.8
WENR-LS	NBC Blue	22.0	24.5	22.2	23.6
WGN	Matal	24.3	16.0	19.2	12.7
WMAQ	NBC Rd	17.0	23.9	22.4	30.5

### Stations Between 5.0% and 9.9%

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

6AM-12N	WAAF,	WCBD,	WCFL,	WEDC,	WGES,	WIND,	WJJD,
12N-5PM	WAAF,	WCFL,	WTMJ, WEDC,	WGES,	WIND,	WJJD,	WLW,
5PM-8PM	_	WCFL,	WEDC,	WGES,	WHFC,	WIND,	WJJD,
8PM-12M	WLW WCFL.	WGES,	WIND,	WSBC			

<sup>\*</sup> Under 10% - See Other Classifications

#### CINCINNATI, OHIO

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

Station	6AIL-12II	12H-5PH	5PN-8PM	8PIL-12M
WCKY	15.6	18.2	20.4	34.3
VICRO	44.3	40.0	48.3	5 <b>4.4</b>
VIN	70.5	70.5	75 <b>.3</b>	72.1
VISAI	13.1	10.5	12.8	18.6

Stations Heard By 5.0% to 9.9% of Set Users

6AM-12N	Non <b>e</b>
12N-5PM	Non <b>e</b>
5PM <b>-9</b> PM	Non <b>e</b>
8PM-12M	None

Other Stations Heard By Less Than 5.0% of Set Users

TICPO
WCPO
TCPO
WCPO

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Stati		6AM-12N	12N-5PM	5PIL-8PM	8PIL-12H
WCKY	NBC	*	*	*	15.4
WIRC	CBS	28.1	24.4	23 <b>.3</b>	29.0
WIN	NBC	56.8	62.8	63 <b>.</b> 0	49.2

Stations Between 5.0% and 9.9%

6AH-12N	WCKY,	WSAI
12H-5PM	TICKY	
5PH-8PH	TICKY	
8PM-12M	WSAI	

6AM-12H	TUPO
12H-5PM	WCPO, WSAI
5PM-8PM	MCPO, WSAI
8PM-12H	TCPO

<sup>\*</sup> Under 10% - See Other Classifications.

#### CLEVELAND, OHIO

#### PERCENT OF SETS IN USE TURING TO DACH STATION

Stations Heard By Hore Than 10% of Sot Users

Station	6AH-12N	12N-5PM	5PN-8PM	8PM-12M
WGAR.	41.4	34 <b>.1</b>	30 <b>.</b> 7	23.1
WHIC	25.2	33.2	43.5	38.2
WTAM	34•∪	39.2	51.2	61 <b>.</b> 5

Stations Heard By 5.0% to 9.9% of Sot Users

6ALL-12N	VJAY
12N-5PH	WJAY
5PM-8PM	None
8PM-12M	None

Other Stations Heard By Less Than 5.0% of Set Usors

6AII-12N	CKLN,	WJAR, WJR	, WLW				
12N-5PM	KDKA,	WADC, WJR					
5PIL-8PM	CKLIJ,	WADC, WGN	, WICD,	WJAY,	WJR,	WJZ,	VILW
8PL-12M	WABC.	WENR-LS,	TON, THO	, WJR	, WLW,	, ISM	

### PERCENT OF PROGRAIS LEARD OVER EACH STATION

### Stations Over 10%

Station	6ALL-12N	12H-5PM	5PM-8PM	8PI-12M
VIGAR NBC BE VIHK CBS VITAM NBC RL	25.8 25.8	27.8 23.4 40.0	20.0 30.8 45.7	15.1 28.2 52.0

#### Stations Between 5.0% and 9.9%

6AL-12N	WJAY
12H-5PM	Nong
5PM-8PM	Hone
8PM_12H	Hone

6AH-12N	CKEW, WJAR, WJR, WEW	
12H-5PH	KDKA, WADC, WJAY, WJR	
5PM-8PM	CKLW, WADC, WGM, WIOD, WJAY, WJR, WJZ, W	$\mathbf{L}$
3PM-12M	WABC, WEHR-LS, WGH, WHO, WUR, WIN, WSM	

### DALLAS, TEXAS

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	<u>6AN-12N</u>	12N-5PM	5PM-9PM	8PM-12M
KRLD	26.8	37.8	35.1	40.6
WFAA-BAP	71.2	68 <b>.4</b>	73.9	66.0
WRR	19.5	15.0	10.6	15.2
	Stations Hear	d by 5.0% to	9.9% of Set Use	rs
	6AM-12N	None		
	12N-5PIJ	None		
	5PM-8PM	None	ı	
	8PM-12M	None	•	
	Other Stations	Heard by Less	Than 5.0% of S	et Users
	6AM-12N	KLIOX, KPR	C, KTAT, KTHS,	WACO, WOAI
	12N-5PM	KDKA, KNK	X, KOA, KPRC, K	TAT, WOAI
	5PM-8PM	KDKA, KMC WOAI, WSN	X, KOA, KPRC, W 1. WSMB	TENR-LS, WLW,
	8PM-12M	KDKA, KFJ	IZ, KMOX, KOA, K VIGN, WHO, WILW,	COMA, KPRC, KTAT, WOAI, WSM

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station		6AIL-12N	12N-5PM	5PM-8PM	8PM-12M
KRLD WF <b>AA-BAP</b> WRR	CBS NBC	21.4 64.4 11.1	25.0 60.0 11.4	28.4 61.9 *	32•3 52•3 *

### Stations Between 5.0% and 9.9%

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

MSL-MA8	KMOX, KPRO, KTAT, KTHS, WACO, WOAI
12N-5PM	KDKA, KMOX, KOA, KPRC, KTAT, WOAI
5PM-8PM	KDKA, KHOX, KOA, KPRC, WENR-LS, WLW,
	Woai, WSM, WSMB
8PM-12M	KDKA, KFJZ, KMOX, KOA, KOMA, KPRC, KTAT,
	WENR-IS, WGN, WHO, WLW, WOAI, WSM

<sup>\*</sup> Under 10% - See Other Classifications

#### DETROIT, MICHIGAN

### PERCENT OF SETS IN USE TUNING TO EACH STATION

### Stations Heard by More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PI-12M
CKLW WJR WWJ WXYZ	* 36.0 35.8 42.3	* 52.9 53.8 16.7	10.1 55.3 53.7 39.9	* 4462 66.5 24.3
	Stations Hear	rd By 5.0% to 9	9.9% of Set User	<b>ះន</b>
	6AM-12N 12N-5PM 5PM-8PM	CKLW, WJBI CKLW	ζ	

8PM-12M

### Other Stations Heard by Less Than 5.0% of Set Users

6AL-12N	WEXL,	WJAY,	VILW,	MABC.	MATW		
12N-5PM	WEXL,	WJAY,	WJBK,	VILIBC,	, WTAM		
5PIL-8PM	CRCW,	WENR,	WEXL,	WJBK,	, WLW,	WIAQ,	
	VMBC.	WIAI					
8PI-12M	CRCW,	KMOX,	WEXL,	WHO,	WJBK,	WABC,	WIAM

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Statio	on	6AM-12N	12N-5PM	5PN-8PM	8PM-12H
WJR	CBS	30.2	45.3	36 <sub>•</sub> 7	28.3
VIVIJ	NBC Red	28.5	37.1	$37 \cdot 4$	48.8
WXYZ	NAC Blue.	27.6	*	19.0	14.8

### Stations Between 5.0% and 9.9%

6AM-12N	CKLW
12N-5PM	WXYZ
5FM-8PM	None
8PM-12M	Hone

6AM-12N	WEXL,	WJAY,	WJBK,	WLW,	WLBC,	WAM	
12N-5PM	CKLW,	WEXL,	WJAY,	WJBK,	. WABC,	, WTALL	
5PM-8PM	CKLW,	CRCW,	WEMR,	WEXL,	WJBK,	, WLW,	
	THAQ.	WLBC,	WTAM				
8PL-12M	CKLW,	CRCW,	KLIOX,	WEXL,	WHO,	WJBK,	WIBC,
	TALI						

<sup>\*</sup> Under 10% - See Other Classifications

### HARRISBURG, PENNSYLVANIA

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Hoard by More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WABC	*	*	14.8	10 E
WEAF	*	*	19.2	10.5 25.7
WHP	41.3	45.2	36.8	47.0
VICBO	17.3	23.1	*	*
WJZ	39.7	28.6	40.7	25.7

Stations Heard by 5.0% to 9.9% of Set Users

6AL-12N	WCAU
12N-5PM	None
5PM-8PM	WLW, WOR
8PM-12M	KYW, WKBO, WLW

Other Stations Heard by Less Than 5.0% of Set Usors

6AM-12N 12N-5PM	KYW, WABC, WEAF, WEEU, WFBR, WOR, WORK KYW, WABC, WBAL, WCAU, WEAF, WEEU, WOR, WORK
5PM-8PM 8PM-12M	KYW, WBT, WBZ, WCAU, WKBO, WSM, WTAM, WWL WCAU, WGN, WGY, WJAX, WMAQ, WOR, WORK, WSB, WSM, WTAM, WTIC

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

)	Station		6AM-12N	12N-5PM	5PM-8PM	8PM-12M
	WEAF WHP WKBO WJZ	NBC Red CBS NBC Blue	* 41.6 13.9 30.8	* 41.9 20.6 24.4	* 39.1 * 25.9	16.0 37.8 *

### Stations Between 5.0% and 9.9%

GAM-12N	None		
12N-5PM	None		
5PM-8PM	WABC, WEAF		
8PM-12M	WABC, WKBO, WLW		

6AM-12N 12N-5PM 5PM-8PM	KYW, WABC, WCAU, WEAF, WEEU, WFBR, WOR, WCRK KYW, WABC, WCAU, WEAF, WEEU, WOR, WORK, WEELL KYW, WBT, WBZ, WCAU, WKBO, WLW, WOR, WSM, WTAM, WWL
8PM <b>-1</b> 2M	KYW, WCAU, WGN, WGY, WJAX, WMAQ, WOR, WORK, WSB, WSH, WTAM, WTIC

<sup>\*</sup> Under 10% - See Other Classifications

#### HARTFORD, CONNECTICUT

### PERCENT OF SETS IN USE TUNING TO EACH STATION

### Stations Heard by More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-7.2H
WDRC	26.6	48.7	63,2	46,1
WJZ	21.4	*	1.6.0	*
WIIC	68.8	68 <b>.</b> 5	53 <b>.9</b>	62.4

### Stations Heard by 5.0% to 9.9% of Set Users

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

### Other Stations Heard by Less Than 5.0% of Set Users

WABC,	WEAF,	WNBC,	WOR
WEAF,	WNBC,	WOR	
WEAF,	WOR		
WEAF,	WOR		
	WEAF,		•

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WDRC CBS WJZ NBCBLe WTIC NBC &L	16.7	35.9	48.8	39.5
	14.6	*	*	*
	62.9	55.2	38.9	51.9

### Stations Between 5.0% and 9.9%

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

### Other Stations With Less Than 5.0%

6AM-12N	WABC,	WEAF,	, WMBC,	, WOR
12N-5PM	WEAF,	WJZ,	WNBC,	WOR
5PM-2PM	WEAF,	WOR		
8PM-12M	WEAF,	VOR		

\*Under 10% - See Other Classifications

#### HOUSTON, TEXAS

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

<u>Station</u>	6AM-: 2N	12N-5PM	5PM-8PM	8PM_12M
KPRC	63.0	62.0	58.3	57.6
KTRH	20.4	19.4	31.3	34.1
KXYZ	18.3	13.9	10.4	*

Stations Heard by 5.0% to 9.9% of Set Users

6AM-12N	None
12N-5PM	None
5PM-SPM	MTM
8PM-12M	None

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	WFAA-BAP, WOAI, WOC	
12N-5PM	KNOK, KTSA, WWL	
5PL-SPM	KLICX, WIIO, WSM, WWL,	
8PN-12M	KHOX, KIYZ, WENR-LS,	MTM

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Station		6AM-12N	12N-5PM	5PM-8PM	8PM-12M
KPRC KTRH KXYZ	NBC CBS	64.9 16.1 16.3	66.7 15.1 12.8	56•4 28•4 *	59.1 31.9 *

### Stations Between 5.0% and 9.9%

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

6AM-J2N	WFAA-BAP, WOAI, WOC
12N-5PM	KMOX, KTSA, WWL
5PM-8PM	KMOX, WHO, WLW, WSM, WWL, W9XBY
8PM-12M	KMOX, KXYZ, WENR-LS, WLW

<sup>\*</sup> Under 10% - See Other Classifications

### LOS ANGELES, CALIFORNIA

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

	Stations heard	Dy EROIC III	20/0 02 200	
Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
VT	26.0	41.2	52.0	60.4
KFI	11.4	*	*	*
KFWB		37.8	48.4	<b>57.</b> 0
KHJ	42.5		20.7	12.3
KNX	14.8	16.4	2001	
	Stations Hear	rd by 5.0% to	9.9% of Set Us	sers
	6AM-12N	KECA, K	FAC	
	12N-5PM	KECA, KI		
	5PM-8PM	KECA, KI		
	8PM-12M	KECA, KI	מווי	
	Other Stations	Heard by Le	ss Than 5.0% of	Set Users
	6AM-12N	KEOX K	rsg. KFVD. KFXM	, KGER, KGFJ, KIEV,
	OAMMICH	א פאניים ו	MTR, KRKD	
		MINITO, IX	EVG KEAA KECD	, KFVD, KFXM, KGER,
	12N-5PM	KEHE, K	TAU, MOA, MOD	יייייייייייייייייייייייייייייייייייייי
		- KGFJ, K	IEV, KMPC, KMTR	, NAME OF THE PARTY OF THE PART
	5P <b>M</b> -8PM			, KFXM, KGER, KGFJ,
		· KIPC, K	MTR, KRKD	TOTAL
	8PM-12M	KEHE, K	fac, kfox, kfsg	, KFXM, KGER, KGFJ,
			TATT A C	

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

KLIPC, KMTR, WJAS

### Stations Over 10%

Statio	on	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
KFI KHJ KUX	NBC CBS	18.1 50.4 10.1	40.4 29.2 10.8	33.8 33.8 18.9	42.6 40.7 *

### Stations Between 5.0% and 9.9%

6AM-12N	KECA,	KFWB
12N-5PM	KFWB	
5PM-8PM		None
8PM-12M	KNX	

## Other Stations With Less Than 5.0%

6AM-12N	KFAC,	KFOX,	KFSG,	KFVD,	KFXM,	KGER,	KGFJ,
	KIEV,	KMPC,	KMTR,	KRKD	יניסטיני	רועיתא	KFXM.
12N-5PM	KECA,	KEHE,	KFAC,	KMPC,	KMTR,	KRKD	12.12.9
5PM-8PM	KECA,	KFAC,	KFOX,	KFSD,	KFSG,	KFWB,	KFXM,
	KGER,	KGFJ,	KMPC,	KETR,	KRKD	KLEMIB	KEX14
8P <b>M-12</b> H	KECA,	KEHE, KGFJ,	KFAC,	KMTR,	WJAS	KF WD 9	M. Ming

\* Under 10% - Sec Other Classifications

#### LOUISVILLE, KENTUCKY

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	SPM-12M
WAVE	56•2	32.7	41.4	49.4
WHAS	56•2	27.5	51.6	55.6
WLW	*	51.8	24.9	*

Stations Heard by 5.0% to 9.9% of Set Users

6AM-12N	WIW
12N-5PM	None
5PM-8PM	None
8PM-12M	WLW

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	None		
12N-5PM	None		
5PM-8PM	None		
8PM-12M	KMOX, WGN, WJZ		

### PERCENT OF PROGRAIS HEARD OVER EACH STATION

#### Stations Over 10%

Statio	<u>a</u>	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WAVE WHAS V/LW	NBC CBS NBC	46.5 46.9	25.4 22.6 51.8	32.0 46.7 21.2	41.1 53.3 *

### Stations Between 5.0% and 9.9%

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

6AM-12N	None	
12N-5PM	None	
5PM-8PM	None	
8PI <b>-1</b> 2M	KMOX, WGN,	WJZ, WLW

<sup>\*</sup> Under 10% - See Other Classifications

#### MENPHIS, TEMPESSEE

#### PERCENT OF SETS IN USE TUNING TO EACH STATION

### Stations Hoard by More Than 10% of Set Users

Station	6A15-12N	12N-5PM	5PM-8PM	8PM-12M
WHBQ	11.2	*	14.6	*
WLW	Not Heard	Not Heard	22.2	*
VIMC	71.4	60.8	56 <b>.</b> 9	70.2
WNBR	24.5	26.5	12.0	*
WREC	10.4	32.1	30.3	30.8

### Stations Heard by 5.0% to 9.9% of Sot Users

6AM-12N	Nono
12N-5PM	WHBQ
5PM-8PM	None
8PM-12M	WIIBQ. WLW. WIVER

#### Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	None
12N-5PM	None
5PM-8PM	KLAOX, WSM
8PM <b>-1</b> 211	KLIOX, WEIR-LS, WSM, WWL

#### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Statio	n	CAM-12N	12N-5PM	5PM-8PM	8PM-12M
WLW	NBC	Not Heard	Not Heard	18.7	*
WMC	NBC	67.9	57.2	45.0	63.8
WNBR	_	16.4	18.8	*	*
WREC	CBS	*	20.9	16.5	22.6

### Stations Between 5.0% and 9.9%

6AH-12N	WHBQ, WREC
12N-5PM	None
5PM-8PM	WHBQ, WHBR
8PM=12M	None

6AM-12N	Hone
12H-5PH	WHBQ
5PM-8PM	KLOK, VISM
8PM-12M	KROX, WENR-LS, WHBQ, WLW, WNER,
	WSM. TATE

<sup>\*</sup> Under 10% - See Other Classifications

#### MILWAUKEE, WISCONSIN

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AN-12N	12H-5PM	5PM-8PM	8PM-12M
WBBM	24.1	24.1	30.2	26.6
WEMR-LS	15.8	17.9	23.6	22.5
WGN	31.2	26.6	29.1	24.0
WISN	33.9	30.8	21.5	25.4
WMAQ	14.4	18.9	15.4	18.9
WTH	60.5	59.2	62.7	58 <b>.</b> 7

Stations Heard by 5.0% to 9.9% of Set Users

6ALL12N		None
12N-5PM	WEMP	
5PM-8PM		None
8PM-12M		None

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	WCCO, WEFL, WEMP, WHA, WHBY, WIND, WIN, WOLT
12N-5PM	WCBD, WCCO, WCFL, WEBC, WHB Y, WMBI
5PI1-8PM	KSTP, WCFL, WEMP, WHAS, WHBY, WIND,
	WLW, WSM
8PM-12H	WCAL, WCFL, WHBY, WJR, WLW, WRJN

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Station		6ALL-12N	1211-5PM	5PM-8PM	8PM-1211
WBBH	CBS	13.1	10.5	15.4	14.4
WEIR-LS	NBC	*	*	10.7	11.5
WGN	nutual	16.1	13.1	14.4	12.5
WISN	CBS	15.5	14.5	*	12.2
UTMJ	NBC	38.0	40.0	41.9	39.5

Stations Between 5.0% and 9.9%

6AM-12N	WENR-LS, WMAQ
12H-5PM	WENR-LS, WMAQ
5PM-8PM	Wisn, WMAC
8P15-1 211	THAO

Other Stations With Less Than 5.0%

6AII-12N	WCCO, WCFI	, WEMP,	$MM\Lambda_{m g}$	HBY	M TUD,	
	WLW, WOMT		******	**********	THE POSE	יד חדי היו
1211-5PM	WCBD, WCCC					
5PM-3PLK	HSTP, WCFI	, WEMP,	WHAS,	WHBY,	, WIND,	, ILII
	ush					
O'DE TOLE	TOTAL TABLE	לצביבות ו	371.400	THE THE T	TO THE	

8PM-12M WCAL, WOFL, WHBY, WJR, WLW, WRJH

<sup>\*</sup> Under 10% - See Other Classifications

### HINNEAPOLIS, MINNESOTA

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AN-12N	12N-5PM	5PM-8PM	8PM-12M
KSTP	46.9	52.3	51.9	52 <b>,3</b>
WCCO	48.3	42.1	55.3	64 <b>,3</b>
WTCN	14.2	15.2	*	*

Stations Hoard by 5.0% to 9.9% of Set Users

6AM-12N WDGY
12H-5PM WDGY
5PM-8PM None
8PM-12M None

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N WCAL, WLB, WNAX
12N-5PM WCAL, WLB
5PM-8PM WCAL, WDGY, WENR-LS, WLB, WLW, WTCN
8PM-12M WLB, WLW, WTCN

# PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
KSTP NB. WCCO CB.	37.5	46.9 34.8 10.6	39•3 54•9 *	36.8 58.0 *

## Stations Between 5.0% and 9.9%

6AL-12N	WDGY, WICN
12H-5PM	Mone
5PM-8PM	Mone
8PM-12M	None

6AM-12N	WCAL, WLB, WNAX	
12N-5PM	WOAT WINGY WIB	um alat
5PM-8PM	WCAL, WDGY, WENR-LS, WLB, WLW,	MICN
8PM-12M	WLB, WLW, WICH	

<sup>\*</sup> Under 10% - See Other Classifications

### MEW ORLEAMS, LOUISIANA

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WDSU	20.4	23.8	18.3	20.3
WISLEB	41.2	30.4	42.4	50.3
WWL *	32.5	40.2	37.9	41.3

Stations Heard by 5.0% to 9.9% of Set Users

6AM-12N		None
12N-5PM		None
5PM→8PM	MTM	
8PM-12M	WLW	

Other Stations Heard by Less Than 5.0% of Set Users

6A13-12N 12N-5PM 5PM-8PH	WJBO, WJBW WBNO, WJBO, WJBW, WLW, WMAQ, WSM KDKA, KMOX, WBNO, WBT, WENR-LS, WHO, WJBO, WJBW
8PM-12M	KDKA, WENR-LS, WGN, WJBO

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station		6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WDSU VISMB WWL *	NBC CBS	20.1 34.6 38.8	20.5 24.4 48.9	14.8 35.1 38.0	17.9 37.7 33.7

### Stations Between 5.0% and 9.9%

6AM-12N	None
12N-5PM	None
5PM-8PM	None
8PM_1 2M	None

6AM-12N	WJBO, WJBW			
12N-5PM	WBNO, WJBO, WJ	BW, WLW,	WMAQ, WSI	A
5PM-8PM	KDKA, KLIOX, WE	NO, WBT,	WENR-LS,	WEO, 110 30,
	WJBW, WLW			
8PM-12M	KDKA, WENR-LS,	, WGN, WJ	BO, WLW	

<sup>\*</sup> Became CBS outlet on November 1, 1935, - replacing WDSU

## NEW YORK, NEW YORK

# PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

	Stations Heard	by More Than	10% 01 000 0000	
i on	6AM-12H	12N-5PM	5PM_8PM	8 <u>PM-12M</u>
ABC WEAF WJZ WMCA WOR	37.1 22.7 37.2 * 31.7	42.8 / 29.9 28.0 11.2 31.7	56.0′ 31.2. 43.2 * 25.5	51.8 53.9 26.7 10.8 18.4
	Stations Hea	ard by 5.0% to	9.9% of Set Use	, s
	6AM-12N 12N-5PM 5PM-8PM 8PM-12M	WHN, WMCA None WHN, WMCA None	э А. ө	
	Other Station	s Heard by Les	s Than 5.0% of S	et Usors
	6AM-12N	WAT, WB	NX, WEVD, WHOM,	WIMS, WIP,

6AM-12N	WAAT, WBNX, WEVD, WHOM, WINS, WIP,
W412-4011	WINTERN WINTER WOV, VIRVA
12N-5PM	WAAT, WARD, WBNX, WEVD, WFAB, WHN, WHOM, WINS, WLWL, WNEW, WNYC, WOV
5PM-8PM	MOYD WARD WBMX, WEVD, WHIN, WHOLE,
91.12mol#	WING WIPH WIWL WNEW, WNIC, WO
8PM-12M	WARD, WBNX, WEVD, WHBI, WHIN, WHOM,
	WINS, VILTH, WILVIL, WINEW, WOV

# PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station		6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WABC	CBS	23.7	29.3	33.8	32.9
WEAF	NBC Rol	14.3	19.5	16.6	34.0
WJZ	NBC Rome	25.3	16.6	22.9	14.1
WOR	Martial	19.8	19.3	13.6	*

## Stations Between 5.0% and 9.9%

6AM-12N	VIMCA
12N-5PM	VILICA
5PM-8PM	None
8PM-12M	WIICA, WOR

6AM-12N	WAAT, WBNX, WEVD, WHN, WHOM, WINS, WIP, WNEW, WNYC, WOV, WRVA
12N-5PM	WAAT, WARD, WBNX, WEVD, WFAB, WHM, WHOLL,
5PM-8PM	WZXR, WARD, WBNX, WEVD, WHN, WHOM, WILLS,
8PM <b>-1</b> 2M	WARD, WENX, WEVD, WHBI, WHN, WHOM, WINS, WLTH, WLWL, WNEW, WOV

<sup>\*</sup> Under 10% - Soe Other Classifications

## OKLAHOMA CITY, OKLAHOMA

# PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

	0 0000	•		
Station	6AL-1.2N	12N-5PM	5PM-8PM	8PM-12M
KFKR KGFG KOMA VIKY	15.5 * 23.1 77.9	18,7 16.1 22.5 64.5	10.6 * 39.7 77.9 9.9% of Set User	* * 36,2 77.8
	Stations Hea			
	6AM-12N	KCFG		
	12N5PM	Mon	е	
	5PM-8PM	Non		
	8PH-12H	KFXR, KG		
	Other Station		ss Than 5.0% of S	
	6AM-J.2N 12H-5PM 5PM-8PM	KVOO. W KGFG. W	700, WFAA-BAP, WH 7AA-BAP EMP.JS, WFAA-BAP,	

8PM-12M

# PERCENT OF PROGRAMS HEARD OVER EACH STATION

WENR-LS, WFAA.BAP, WLW

		Stations Over	10%	
Station	6AM-12N	12N-5PM	5PM_8PM	8PM-12M
KFXP. HOMA CBS WKY NBC	* 16.1 69.0	13.7 14.2 58.3	* 25•7 64•1	* 21.8 67.8
	Station	s Between 5.0%	% and 9.9%	,
	6AM-12N 12N-5PM 5PM-8PM 8PM-12M	KFXR KGFG KFXR KGFG		
	Other S	tations With L	ess Then 5.0%	:
	6AM-J 2N 12N-EPM 5PM-8PM 8PM-12M	KVOO, WE	OX, KVOO, WFAA- AA-BAP MR-LS, WFAA-BAP MR-LS, WFAA-BAP	, WGN, WIW

<sup>\*</sup> Under 10% - See Other Classifications

### OLIAHA, NEBRASKA

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Usors

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-1211
KFAB KCIL VOW	16.4 66.8 43.2	13.7 45.8 57.8	13.8 41.2 70.9	15.9 40.5 71.4
	Stations Hear	d by 5.0% to	9.9% of Set Use	rs
	6AM-12N 12N-5PM 5PM-8PM 8PM-12M	WAAW WAAW Mone None		
	Other Stations	Heard by Less	s Than 5.0% of	Sot Users
	6AM-12N	KFOR . KF	MF, KGBZ, KGNF, G, WLW, WNAX, W	KMA, WGN,

KFOR, KFMF, KGBZ, KMAT, KMAI

12M-5PM

KFEQ, KFMF, KGBZ, KMA, KMMJ, WHO, WJAG, WLW, WMAX, WOAI

5PM-8PM

KFEQ, KFMF, KMA, KVOO, WAAW, WBBM, WGN, WHO, WLW, TAVL

KFNF, KMA, WBBM, WGN, WHO, WLW

## PERCENT OF PROCRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station		6AM-12N	12N-5PM	5 <u>PM-8PM</u>	8 <u>PM-12</u> M
KOIL	NBC NBC	61.1 24.8	29 <b>.</b> 6 55 <b>.</b> 0	33•9 56•0	30•0 57•3
	-	Station	s Between 5.0%	and 9.9%	
KFAB	- CBS	6AM-J.2N 12M-EPM 5PM-3PM 8PM-J.2M Other St	KFAB KFAB, WAA KFAB KFAB	ss Than 5.0%	
		6AM-12N	THE WITAG	· WIW WMAX.	KMA, WAAW, WGN, WOAI
		12N-5PM	TOTAL TOTAL	C. 370A.I	KMNJ, WHO, WJAG,
	5PM-8PM	KFEQ, KFI WHO, WLW	NF, KLA, KVOO,	WAAW, WBBM, WGN,	
		8PM-12M	KFNF, KM	A, WBBM, WGM, W	HO, WLW

<sup>\*</sup> Under 10% / See Other Classifications

## PHILADELPHIA, PENNSYLVANIA

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

	PARATOTIP TIONER	DJ 2.10.1	•	•	
<u>Station</u>	GALLJ.2N	12N-5PM	5PM-8PM	8PM-12M	
		05.7	34 <sub>•</sub> 5	48.2	
KYW	17.3	25.3		42.0	
	32.5	35.8	45 <b>.3</b>		
WCAU	*	*	10.5	13.4	
WFIL NJZ	29.9	18.0	31.4	13.9	
	Stations Hoa	rd by 5.0% to	9.9% of Set Use	rs	
	0436 T 037	WDAS WET	L, WIP, WOR		
	6AM-J.2N	TITOA C TITE!	L, WIP, WRAX		
•	1.2N-5PM				
	5PM-8PM	WIP, WOR	<b>.</b>		
	81W-12M	WIP			
	Other Stations		Than 5.0% of S		
	6AM-12N	WABC, WCA	AM, WEAF, WHAT,	WIBG, WLWL, WPEN,	,
		A CIVIT DOTTER	A. Littualia, Littualia, M.*		
	12N-5PM	WABOL WOL	AM. WEAF, WEEU,	WHAT, WIBG, WLWL,	,
,	Lane of in	TITOE TITOET	M UPG. WTEL		
		TANKA KA	T WARD, WADO. N	WBZA, WDAS, WEAF,	
	5PM-8PM	TO WAS CAR	O, WIBG, WLW, W	WL. WPEN, WPG,	
		William, Will	O HEDO'S HEILS	<u> </u>	
		WRAX. WY.	EL, WTIC, WTHJ	WHAT WLVL	
	8PL-12M	$\mathrm{KDKA}_{o}$ WA	BO, WCAM, WIDED,	WEAF, WHAT, WLVL	•
		WOR, WPE	H, WPG, WRAX, W	11214	
			TA CIT COMAIN	TON	

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station		6AM-12N	12N-5PM	5PM-8PM	8PM_1.2M
KYW WCAU WJZ	NBC Red CBS NBC Bloo	13.9 27.7 28.0	21.2 31.7 13.2	23.4 36.9 20.6	35.8 32.8 *
		Stations	Between 5.0%	and 9.9%	
		NSL-MA6	WFIL, WI	P	y

6AM-12N		WFIL,	WIP	
121-5PM	1	WDAS,	WIP	
5PM_8PM		WELL		
8PM-1.2M		WFIL,	WIP,	WJZ

AM-12N	WABC, WCAM, WDAS, WEAF, WHAT, WIBG, WLWL,
Office and It	THOR WIDEL VIDG WRAX, WIEL, WIND
12N-5PM	WER, WEAR, WEEU, WFIL, WHAT, WIBG, WINL, WOR, WPEN, WPG, WRAY, WIEL
	THE WAR WINT WARD WADO, WBZA, WDAD, WELL,
5PM-8PM	WHAT. WEID. WIBG, WIP, WOR, WIM, WIND
	TOTAL TOTAL CONTROL OF TO A STATE OF THE
8PM-12M	KDKA, MABC, WCAM, WDAS, WEAF, WHAT, WINTE,
	WPEN, WRG, WRAX, WTEL

### PITTSBURGH, PEMISYLVANIA

## PERCENT OF SETS IN USE TUNING TO EACH STATION

## Stations Heard by More Than 10% of Set Users

<u>Station</u>	6AN-12N	12N-5PM	5PN-8PM	8PM-12M
WJAS WCAE KCV	65.1 14.9 27.8 19.0	46.6 15.2 48.7 31.4	66.1 * 63.2 45.3	47.8 * 73.3 35.6
	Stations Hear 6AN-12N 12N-5PM 5PM-8PM 8PM-12H	None None None None	) •	rs
	Other Stations	Hoard by Loss	Than 5.0% of S	et Use <b>rs</b>
	6AM-12N 12N-5PM 5PM-8PM 8PM-12M	KOV. WLW	ew, yavva v, viabo, wasw, w vitam, wasw, wa v, wham, vilv, vi	VA.

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station	<u>1</u>	6AM-12N	12N-5PM	5PM-8PM	8FM-12M
KDKA WCAE WJAS	NBC Bea NBC Red CBS	58.5 19.4 11.5	29•3 39•5 20•5	37.4 37.1 23.4	30.5 47.3 20.8
		Station	s Between 5.0%	and 9.9%	

6AM-12N	KQV
12N-5PM	KOA
5PM-8PM	None
8PM-12M	None

6AL-12N	WBEN, WISH, WWVA	
12N-5PH	WBEN, WLW, WEBO, WWSW, WWVA	
5PM-8PM	KQV. WLW. WTAH, WWSW, WWVA	
3PN-12M	KLIOV, KQV, WHALL, WLW, WHAQ, WWSW, WWWA	_

<sup>\*</sup> Under 10% - See Other Classifications

#### PORTLAND, CRECON

#### PERCENT OF SETS IN USE TUNING TO EACH STATION

#### Stations Heard by More Than 10% of Set Users

Station	6ALLL2N	12N-5PM	5P.1-8PM	8PM-12M
KEZ.	13,1	10.0	*	20.4
KGW	58 <b>.5</b>	60.2	63,2	76.6
KOIN	4l.5	38.8	51.9	38,6
KWJJ	10.0	*	Not Heard	*

#### Stations Heard by 5.0% to 9.9% of Set Users

GAM-12N	KALE	
1211-5PM		None
5PM-SPM	KFJR	
3PM-12M		None

### Other Stations Heard by Loss Than 5.0% of Set Users

6ALL-12N	KFJR,	KNK, I	KOAC,	KXL				
12N-5PM	KALE	KFJR,	KVJJ	, KXL				
5PM-8PM	KALE,	KEX,	KSL,	KXL				
8PLL <b>-1</b> 2M	KALE,	KFJR,	KGO,	KOA,	KPO,	KWJJ ,	KWSC,	KXL

#### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Oner 10%

Station		6AM-12N	12N-5PM	5PM-8PM	8PM-12M
KGW	NBC	41.3	66.2	51 <b>.2</b>	67 <b>.</b> 1
KOIN	CBS	43.8	25.1	40.8	22 <b>.</b> 7

### Stations Between 5.0% and 9.9%

GAM-L2N	KEX	
12N-5PM	KΈX	
5PIL-8PM		None
8PM-12M	KEX	

6AM-1.2N	KALT.,	KFJR,	KNX,	KOAC,	, KWJJ	, KXI	!	
12N-5PM	KALE,	KFJR,	, KWJJ	, KXL	, KBPS	}		
5PM-8PM	KALE,	KEX,	KFJR,	KSL,	KXL			
8PM-12M	KALE	KFJR,	KGO,	KOA,	KPO,	KWJJ,	KWSC,	KXL

<sup>\*</sup> Under 10% -See Other Classifications

### PROVIDENCE, RHODE ISLAND

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Sot Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PM_7.2M
WEZ WEAN WJAR WPRO	26.1 42.4 58.1	* 57.1 53.0 11.4	24.6 75.4 53.3	15.2 58.3 68.2 13.8
	Stations Hear	rd by 5.0% to	9.9% of Set User	's
	6AM-12N 12N-5PM 5PM-8PM 8PM-12M	WPRO WBZ WPRO Non	6 ·	

Other Stations Heard by Less Than 5.0% of Set Users

GAM-12N	None
12N-5PM	None
5PM-8PM	None
8PM-L2M	None

O

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Station	1	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WBZ WEAN WJAR	NBC Ble CBS NBC Rel	20.9 28.5 45.1	* 39•3 49•9	12.7 53.0 31.4	* 38•6 44•4
		Stations	Between 5.0%	and 9.9%	
		CAM-12N 12N-5PM 5PM-8PM 8PM-12M	WPRO WBZ, WPRO	)	
		Other St	ations With Le	ess Than 5.0%	
		6AI4-1.2N	WPRO		

WBZ

WPRO

None

12N-5PM

5PM-8PM

8PM-12M

<sup>\*</sup> Under 10% - See Other Classifications

### ROCHESTER, NEW YORK

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Sot Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12H
CRCT	18.3	*	16.4	*
WABC	*	*	13.6	12.0
WBEN	*	*	*	17.7
WEAF	*	*	*	20.7
WHAM	59.9	61.1	59.0	57 <b>.</b> 5
WHEC	39.2	54.0	42.3	57.5 53.6

Stations Heard by 5.0% to 9.9% of Set Users

6ALL-1217	None	
12N-5PM	CRCT	
5PM_3PM	WBEN, WEAF, WGR, WJZ,	WLW
8PM-12M	CRCT, WLW	

Other Stations Heard by Less Than 5.0% of Set Users

6AL-12N	CFRB, WABC, WBEN, WEAF, WGR, WJZ, WLW
12N-5PM	WABC, WBEH, WEAF, WGR, WJZ, WLW
5PM-8PM	WGY
8PM-12H	WGR, WJZ, WOR, WTIC

## PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Statio	<u>on</u>	6AM-12N	12N-5PL	5PM-8PM	8PM-12H
CRCT	NBC	12.9	* 45•4 38•5	*	*
WHAM	NBC	48.5		40.3	35•2
WHEC	CBS	27.7		25.1	33•3

### Stations Botween 5.0% and 9.9%

6ALL12N	None
12N-5PM	None
5P11_8P11	CRCT, WABC
8PN-12M	WABC, WBEN, WEAF

6AM-12N	CFRB, WABC, WBEH, WEAF, WCR, WJZ, WL	7
12M-5PM	CRCT, WABC, WEEH, WEAF, WGR, WLW, WJ	z
5PIL-8PM	WBEN, WEAF, WGR, WGY, WJZ, WLW	_
8PM-12M	CRCT, WGR, WJZ, WLW, WOR, WTIC	

<sup>\*</sup> Under 10% - See Other Classifications

### ST. LOUIS, MISSOURI

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AP-L2N	12N-5PM	5PM-8PM	8PM-12M
KMOX KSD	49 <b>.</b> 5 *	50.7 14.3	49 <b>.4</b> 47 <b>.</b> 3	51.8 42.2
KWK	37.3	33 <b>.</b> 9	25.0	31.3
WII.	13.2	*	*	*

## Stations Heard by 5.0% to 9.9% of Set Users

6AM-J2N	KSD
12M-5PM	WIL
5PM-8PM	WIL
8PM-12H	None

## Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	KFUO.	WBBM,	WEW.	, WJZ,	WMAQ.	, WMPC,	, WIM
12N-5PM	KDKA.	KFUO,	WBBM,	VEW,	WLW,	WSUI,	VMTW
5PM-8PM		ПВВМ,					
8PM-1211		KIPC,					

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Statio	on (	AM-12N	12N-5PM	5PM-8PM	8PM-12M
KWOX KSD	CBS NBC Rol NBC Blue	49 <b>.</b> 0	45.6 10.7	42.3 29.5	43.6 27.7
KUNK 1720	NBC Blue	34.2	28.1	18.3	20.0

### Stations Betwoon 5.0% and 9.9%

6AM-12N	WIL
12N-5PM	MIL
5PM-8PM	WIL
8PM-12M	Nono

NS = MAA	KFUO,	KSD.	VBBII,	WEW,	WJZ,	WMAQ,	WMPC,	WIMV
12N-5PM	KDKA,	KFUO,	WBEM	. WEW	, WLW,	WEUI	, WILW	
5PM-8PM	KFUO,							
8PM-12H	KTUO,	KLIPC,	WIL	MMVG'	, WIM	r		

<sup>\*</sup> Under 10% - See Other Classifications

## ST. PAUL, MINNESOTA

# PERCENT OF SETS IN USE TUNING TO EACH STATION

# Stations Heard by More Than 10% of Set Users

	Stations now	- J		OTM 1 2M
at the are	6AM-12N	12N-5PM	5 <u>PM-8PM</u>	8PM-1.2M
Station	50.2	64.5	56.8 43.6	59.4 48.0
KSTP	34.8	27.7	*	*
WCCO WTCN	13.4	13.6	•	
1120	Stations Hea	rd by 5.0% to	9.9% of Set Users	l
	6AM-12N	None		
	12N-5PM	Nono		
	5PM-8PM	None		
	8PM-12M	None		
	Other Stations		s Then 5.0% of Se	t Users
	6AN-12N 12N-5PM	WCAL, TID	M. M.B. MIM	
	5PM-8PM	WENR-LS,	WGN, WLB, VITCH	
	SPM-J2M	WICN		
	O. L. L. T. C. M.			
-			TATTO DACT STATT	O <b>N</b>

# PERCENT OF PROGRAMS HEARD OVER EACH STATION

## Stations Over 10%

	7 Oli	12N-5PM	5PM-8PM	3PM-1.2M
Station  KSTP NBC WCCO CBS WTCN	6AM-12N 52.9 35.3 *	64.9 20.8 10.3	49.3 45.1 *	52.5 43.7 *

# Stations Between 5.0% and 9.9%

0435 T 237	WTCN	
6AM-12N		None
12N-5PM		None
5PM-8PM		110
8PM_1.2H		Norse

# Other Stations With Less Than 5.0%

6AM-J.2N 12N-5PM 5PM-6PM 8PM-12M	WCAL, WDGY, WLB, WLW WDGY, WGN, WLB, WLW WEIR-LS, WGN, WLB, WTCN WTCN
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<sup>\*</sup> Under 10% - See Other Classifications

6

#### SAN FRANCISCO, CALIFORNIA

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
KFRC	25.9	31.6	41.7	41.6
KGO	26.2	13.5	*	*
KJBS	16.3	*	Not Heard	*
KPO	40.0	56 <b>.3</b>	63 <b>.</b> 2	67.5

Stations Hoard by 5.0% to 9.9% of Set Usors

6AM-12N KYA
12N-5PM KYA
5PM-8PM KGO
8PM-12M KGO, KYA

Other Stations Heard by Less Than 5.0% of Sot Users

6AN-12N KGW, KLX, KRE, KROW, KSFD
12N-5PM KJBS, KLX, KQW, KRE, KROW, KSFO
5PM-8PM KGGC, KLX, KQW, KRE, KROW, KSFO, KYA
3PM-12H KJBS, KLX, KQW, KSFO, KSL

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

#### Stations Over 10%

Statio	n	6AM-I2N	12N-5PM	5PM-8PM	8PM-12M
KFRC	CBS	27.3	21.3	37.3	30.7
KGO	NBC Bla NBC Rel	22.4	*	*	*
KPO	NBCRed	32.8	60.3	52.0	60 <b>.4</b>

#### Stations Between 5.0% and 9.9%

6AN-12N	KJBS
1.2N-5PM	KGO
5PM-8PM	None
8PM-12M	None

6ALLI2N	KGW, KLX,	KRE,	KROW,	KS FO,	KYA		
12N-5PM	KJBSKLK,	KQW, K	RE,	KROW,	KSFO,	KYA	
5PM-8PM	KGGC, KGO	, KLX,	KQW,	KRE,	KROW,	KSEO,	KYA
8PM-12M	KGO. KJBS	KIX.	KQW.	KSFO,	KSL,	KYA	

<sup>\*</sup> Under 10% - See Other Classifications

### SEATTLE WASHINGTON

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AJ1.7.2N	12N-5PM	5PM-8PM	8PM-12M
KIRO	*	10.0 11.8	* 26•6	* 17.3
KJR KOL	25.3 46.1	28.6	38 <u>4</u> 8 66•7	42.7 72.6
KOMO	40.6	69 <b>.1</b>	0001	12.50

Stations Heard by 5.0% to 9.9% of Set Users

6AM-12N	KIRO, KRSC
12M-5PM	KRSC
5PM-8PM	Mone
8FM-12M	Nono

Other Stations Heard by Less Than 5.0% of Set Users

6AM-1.2N	KXA		
12N-5PM	KVI, KXA		
5PLL-8PM	KIRO, KNX,		
8PM-1.2M	KIRO, KNX,	KTW,	KXA

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Ovor 10%

Station	6AM-12N	12N-5PM	5PM-8PM	REL-MAS
KJR NBCBL		*	18.3	*
KOL CBS		15.0	25.6	22.1
KOMO NBCRL		70.1	52.1	64.8

### Stations Between 5.0% and 9.9%

6AN-12N		None
12N-5PM	KJR	
5PM-8PM		None
8PM-L2M	KJR	

6AL-L2N	KIRO,	KRSC,	, KXA	
1.21%-5PM	KIRO,	KRSC.	KVI.	KXA
5PM-8PM	KIRO,			
8-M-12M	KIRO,			

<sup>\*</sup> Under 10% - See Other Classifications

### SPOKANE, WASHINGTON

## PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	GAIL LEN	1211-5PM	5PM-8PM	8PM-12H
KFPY	60,7	37.7	51 <b>.1</b>	44.3
KGA	12,9	14.2	12.0	*
KHQ	36.0	63.4	54.2	74.7

Stations Heard by 5.0% to 9.9% of Sot Users

6ALL-1.2N	KFIO
12H-5PM	KFÌO
5PM-8PM	None
8PM-12M	None

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	None
12N-5PM	None
5PM-8PM	KFOX
SPILL2M	CFCH, KGA

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Statio	<u>r</u>	6ALLI2N	12N-5PM	5PM-8PM	3PM-12M
KFP <b>Y</b>	CBS	61.0	28 <b>.1</b>	44.3	30•2
KHQ	NBC	26.0	59 <b>.</b> 8	45.0	66•2

### Stations Between 5.0% and 9.9%

6AH <b>-1</b> 2N	KGA	
12N-5PM	KGA	
5PM-8PM	$KG\Lambda$	
8PI1-12M		Nor

6AM-12H	KFIO	
12H-5PM	KFIO	
5PI-3PM	KFOX	
8PIL-12M	CFCN.	KGA

<sup>\*</sup> Under 10% - See Other Classifications

#### SYRACUSE, HEW YORK

#### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6All-len	<u>12N-5PM</u>	5PM-8PM	8PM-12M
WFBL	50.9	66•6	82.5	72.1
WGY	*	*	*	14.5
WSYR	58.0	44•7	54.9	41.1

### Stations Heard by 5.0% to 9.9% of Set Users

6AM-12N	None
12N-5PM	None
5P11-8PM	WGY
8PM-12M	WEAF

### Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	KDKA, WABC, WCAU, WEAF, WESG, WGY,
	WHAM, WJZ, WLW
12N-5PM	CRCT, WABC, WEAF, WEEI, WESG, WGY, WHAM
	WIBO
5PM-8PM	WABC, WEAF, WESG, WHAM, WJZ, WLW,
	WIAQ, WLBO, WOR
8PM-12M	WABC, WENR-LS, WHAM, WJJD, WJZ, WLW,
	WOR, WSM

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

### Stations Over 10%

Statio	o <u>n</u>	6AN-12N	12H-5PM	5PM-8PM	3PM-12M
WFBL	CBS	48.8	68 <b>.1</b>	67 <b>.</b> 2	59.9
WSYR	NBC	46.4	28 <b>.6</b>	29 <b>.</b> 1	26.3

### Stations Between 5.0% and 9.9%

6AM-12N		None
12N-5PM		Mone
5PM-8PM		None
SPM_12M	WGY	

6AM-12N	KDKA, WABC, WCAU, WEAF, WESG, WGI,
	WHAM, WJZ, WLW
12N-5PM	CRCT, WABC, WEAF, WEEI, WESG, WGY,
	WHAM, VMBO
5PL-8PM	WABC, WEAF, WESG, WGY, WHAM, WJZ, WLW,
	WMAQ, WMBO, WOR
3PM-12M	WABC, WEAF, WENR-LS, WHAM, WJJD, WJZ,
	WIW. WOR. WSM

<sup>\*</sup> Under 10% - See Other Classifications

### WASHINGTON, DISTRICT OF COLUMBIA

### PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard by More Than 10% of Set Users

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WJSV	39.4	21.6	34.5	31.2
WMAL	40.8	23.3	28.2	21.4
WOL	*	17.9	*	13.0
WRC	21.0	43.2	40.5	38.9

Stations Heard by 5.0% to 9.9% of Set Users

6AM-12N	WCL	
12N-5PM		None
5PM-8PM	WOL	
8PM-12M		None

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N 12N-5PM		None
5PM-8PM		None
8PM <b>-1</b> 2M	WSM	

### PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 10%

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WISV CBS WIMAL NBC BLO WOL WRC NBC BL	32.3	17.6	28•8	29.0
	39.4	18.5	21•0	18.0
	*	15.2	*	11.2
	16.2	40.6	39•8	34.2

Stations Between 5.0% and 9.9%

6AM-12N	WOL	
12N-5PM		None
5PM-8PM	WOL	
8PN-1.2M		Mone

6AN-12N		None
12N-5PM		None
5PM-8PM		Hone
8PM-12M	WSM	

<sup>\*</sup> Under 10% - See Other Classifications