

MS 140 AF Box 11 Folder 2

STATION AUDIENCES

~~1936~~ OCTOBER 1936—APRIL 1937 ~~1937~~

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THE COOPERATIVE ANALYSIS OF BROADCASTING

330 West 42nd Street

New York City

MSS140AF Box 11 Folder 2

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under the supervision of

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METHOD

The basic information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1936 through April 1937. 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.M. covering up to 12:00 noon of the same day

At 5:15 P.M. covering from 12:00 noon to 5:00 P.M. 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 12:00 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 217,152 completed interviews with radio set owners made during the months October 1936 through April 1937. These calls were distributed as follows:

Atlanta, Ga.	4,704	Minneapolis, Minn. ✓	4,704
Baltimore, Md.	9,408 ✓	New Orleans, La.	4,644
Boston, Mass.	9,408 ✓	New York, N. Y. ✓	18,792
Chicago, Ill.	14,100 ✓	Oklahoma City, Okla.	4,704
Cincinnati, O.	4,608 ✓	Omaha, Neb. ✓	4,704
Cleveland, O.	9,408 ✓	Philadelphia, Pa. ✓	14,040
Dallas, Texas	4,704	Pittsburgh, Pa. ✓	9,408
Detroit, Mich.	9,360 ✓	Portland, Ore.	2,352
Harrisburg, Pa.	4,704 ✓	Providence, R. I. ✓	2,688*
Hartford, Conn.	4,704 ✓	Rochester, N. Y. ✓	4,704
Houston, Texas	4,704	St. Louis, Mo. ✓	9,408
Kansas City, Mo.	9,360 ✓	St. Paul, Minn. ✓	4,704
Los Angeles, Cal.	5,376*	San Francisco, Cal.	5,376*
Louisville, Ky.	4,224	Seattle, Wash.	2,352
Memphis, Tenn.	4,704	Spokane, Wash.	2,352
Milwaukee, Wis.	9,408 ✓	Syracuse, N. Y. ✓	4,704
		Washington, D. C.	4,632

* In this city two stations changed their network affiliations in January 1937, and all stations have been analyzed for the four months January through April 1937 only.

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%.

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

TABLE I

Station	Stations Heard by More Than 5% of Set Users 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.

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	34.8	27.7	30.8	27.4
WCAO	35.2	27.7	37.5	52.6
WCBM	10.5	8.9	5.0	5.6
WFBR	39.6	46.8	56.6	41.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WJSV, WJZ, WMAL, WOR, WRC
12N-5PM	WABC, WEA, WJZ, WOR, WRC
5PM-8PM	WJZ, WOR, WRC
8PM-12M	WABC, WJSV, WLW, WOR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBAL 3	26.0	18.9	21.3	21.6
WCAO 2	22.1	19.5	26.1	42.1
WCBM 4	5.4	5.0	*	*
WFBR 1	45.4	56.0	49.5	32.4

Other Stations With Less Than 5.0%

6AM-12N	WABC, WJSV, WJZ, WMAL, WOR, WRC
12N-5PM	WABC, WEA, WJZ, WOR, WRC
5PM-8PM	WCBM, WJZ, WOR, WRC
8PM-12M	WABC, WCBM, WJSV, WLW, 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	9.8	13.1	6.7	*
WBZ	24.3	18.1	37.2	24.6
WEEI	33.4	22.0	41.4	58.2
WHDH	8.7	6.9	*	*
WNAC	51.9	51.5	62.4	59.4

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCOP, WMEX, WORL, WTIC
12N-5PM	WBSO, WCOP, WMEX, WORL
5PM-8PM	WHDH, WJZ, WMCA, WMEX
8PM-12M	WAAB, WHDH, WMEX

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAAB	*	7.6	*	*
WBZ	16.3	10.0	21.4	15.5
WEEI	17.9	15.2	24.2	40.0
WNAC	55.0	60.3	49.0	41.1

Other Stations With Less Than 5.0%

6AM-12N	WAAB, WCOP, WHDH, WMEX, WORL, WTIC
12N-5PM	WBSO, WCOP, WHDH, WMEX, WORL
5PM-8PM	WAAB, WHDH, WJZ, WMCA, WMEX
8PM-12M	WAAB, WHDH, WMEX

* 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>
WAAF	*	5.7	*	*
WBBM	38.3	42.0	57.7	57.4
WCFL	*	9.5	*	6.4
WENR-LS	32.2	32.6	46.1	34.6
WGN	27.8	26.0	29.7	22.0
WJJD	14.4	*	*	Not on air
WMAQ	50.6	59.4	50.3	59.0

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBBM	19.8	27.0	31.8	30.3
WENR-LS	21.4	17.0	23.9	19.5
WGN	14.4	14.5	16.5	11.5
WMAQ	34.9	32.1	24.0	35.1

Other Stations With Less Than 5.0%

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

* 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	18.2	14.7	17.8	26.8
WKRC	43.8	34.7	40.5	56.9
WLW	69.3	73.7	79.0	73.0
WSAI	26.0	26.0	*	17.9

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCKY	5.1	6.1	7.0	10.6
WKRC	23.4	17.9	18.1	29.6
WLW	57.5	65.4	73.5	53.4
WSAI	13.5	10.2	*	6.4

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

CLEVELAND, 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>
WGAR	33.4	23.9	25.2	23.8
WHK	34.9	31.6	39.9	56.1
WJAY	7.9	8.5	*	Not on air
WTAM	52.3	57.8	71.2	58.7

*Other
CBS*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WADC, WLW
12N-5PM	CRCW, WADC, WHAS, WHIO, WJR, WLW
5PM-8PM	CKLW, KDKA, WADC, WCAE, WJAY, WJR, WLW, WOR, WXYZ
8PM-12M	KDKA, WLW, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WGAR	17.9	13.3	16.1	15.9
WHK	22.5	21.7	23.5	38.7
WJAY	5.6	*	*	Not on air
WTAM	53.7	59.6	59.2	45.0

Other Stations With Less Than 5.0%

6AM-12N	WADC, WLW
12N-5PM	CRCW, WADC, WHAS, WHIO, WJAY, WJR, WLW
5PM-8PM	CKLW, KDKA, WADC, WCAE, WJAY, WJR, WLW WOR, WXYZ
8PM-12M	KDKA, WLW, WSM

* 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>
KRLD	38.2	34.9	51.5	55.8
WFAA-BAP	61.0	71.4	59.8	64.6
WRR	10.5	10.3	*	*

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	KFJZ, KTAT, KVOO, WSM
12N-5PM	KTAT, WSM, WTAW
5PM-8PM	KTAT, WLW, WRR
8PM-12M	KFJZ, KMOX, KOA, KTAT, WENR, WGN, WHAS, WLW, WRR, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KRLD	35.2	18.6	39.7	44.8
WFAA-BAP	58.2	74.4	54.8	51.2
WRR	*	6.5	*	*

Other Stations With Less than 5.0%

6AM-12N	KFJZ, KTAT, KVOO, WRR, WSM
12N-5PM	KTAT, WSM, WTAW
5PM-8PM	KTAT, WLW, WRR
8PM-12M	KFJZ, KMOX, KOA, KTAT, WENR, WGN, WHAS, WLW, WRR, WSM

* Under 5.0% - See Other Classification.

DETROIT, MICHIGAN

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>
CKLW	7.4	7.7	6.2	*
WJR	27.3	21.7	40.0	64.1
WWJ	64.1	74.5	70.9	61.0
WXYZ	20.3	9.5	36.7	17.0

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WEXL, WJBK, WLW, WMBC
12N-5PM	CRCW, WEXL, WJBK, WLW, WMBC
5PM-8PM	CRCW, KMOX, WEXL, WGN, WJBK, <u>WLW</u> , WMBC, WSM
8PM-12M	CKLW, CRCW, WEXL, WHAS, WJBK, WLW, WMBC, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WJR	18.0	12.8	22.6	41.5
WWJ	65.2	74.2	52.9	43.6
WXYZ	9.6	*	19.5	11.0

Other Stations With Less Than 5.0%

6AM-12N	CKLW, WEXL, WJBK, WLW, WMBC
12N-5PM	CKLW, CRCW, WEXL, WJBK, WLW, WMBC, WXYZ
5PM-8PM	CKLW, CRCW, KMOX, WEXL, WGN, WJBK, WLW, WMBC, WSM
8PM-12M	CKLW, CRCW, WEXL, WHAS, WJBK, WLW, WMBC, WSM

* Under 5.0% - See Other Classification.

HARRISBURG, 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	*	*	*	9.1
WABC	6.3	*	12.2	10.9
WEAF	*	5.8	13.5	15.9
WHP	51.8	51.7	51.8	58.5
WJZ	28.6	27.2	27.6	26.9
WKBO	13.1	14.7	*	*
WLW	*	*	5.1	7.7
WOR	5.1	7.6	6.1	8.2

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	KYW, WBAL, WCAU, WEAF, WEEU, WKOK, WLW, WORK
12N-5PM	KYW, WABC, WCAU, WEEU, WLW, WORK, WRC
5PM-8PM	KDKA, KYW, WBAL, WBZ, WCAU, WENR, WKBO, WRVA, WSM, WTAM
8PM-12M	WBT, WCAU, WKBO, WSM, WTAM, WTIC

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KYW	*	*	*	5.1
WABC	6.2	*	5.5	6.3
WEAF	*	*	6.4	8.4
WHP	48.8	50.8	52.2	50.6
WJZ	25.6	22.3	19.8	16.0
WKBO	7.3	10.5	*	*
WLW	*	*	*	5.3

Other Stations With Less Than 5.0%

6AM-12N	KYW, WBAL, WCAU, WEAF, WEEU, WKOK, WLW, WOR, WORK
12N-5PM	KYW, WABC, WCAU, WEAF, WEEU, WLW, WOR, WORK, WRC
5PM-8PM	KDKA, KYW, WBAL, WBZ, WCAU, WENR, WKBO, WLW, WOR, WRVA, WSM, WTAM
8PM-12M	WBT, WCAU, WKBO, WOR, WSM, WTAM, WTIC

* Under 5.0% - See other Classification.

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	30.5	24.8	61.6	57.6
WEAF	*	7.6	*	*
WJZ	*	*	11.9	*
WOR	*	7.3	*	*
WTHT	*	7.9	Not on air	Not on air
WTIC	85.2	84.3	71.7	63.4

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WEAF, WJZ, WNBC, WOR, WTHT
12N-5PM	WJZ, WNBC
5PM-8PM	WABC, WEAF, WNBC, WOR
8PM-12M	WEAF, WJZ, WOR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDRC	20.2	12.2	37.2	46.5
WJZ	*	*	5.9	*
WTIC	71.8	73.0	53.1	49.5

Other Stations With Less Than 5.0%

6AM-12N	WABC, WEAF, WJZ, WNBC, WOR, WTHT
12N-5PM	WEAF, WJZ, WNBC, WOR, WTHT
5PM-8PM	WABC, WEAF, WNBC, WOR
8PM-12M	WEAF, 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	82.2	72.6	59.6	46.7
KTRH	28.7	14.8	42.1	51.6
KXYZ	15.8	13.9	13.9	*

Other Stations Heard by Less Than 5.0% of Set Users

6AM-12N	WFAA
12N-5PM	WSM
5PM-8PM	KMOX, WENR, WHAS, WHO, WLW, WSM
8PM-12M	KXYZ, WHAS, WHO, WLW, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Station Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KPRC	69.6	78.0	53.2	53.9
KTRH	18.5	10.5	29.7	42.9
KXYZ	11.3	11.3	12.7	*

Other Stations With Less Than 5.0%

6AM-12N	WFAA
12N-5PM	WSM
5PM-8PM	KMOX, WENR, WHAS, WHO, WLW, WSM
8PM-12M	KXYZ, WHAS, WHO, WLW, WSM

* 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	55.0	43.9	48.4	51.0
WHAS	57.5	22.3	58.6	57.3
WLW	15.0	43.2	18.6	7.7

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAVE	37.1	30.6	36.2	46.8
WHAS	51.3	16.8	47.2	47.1
WLW	11.6	52.4	16.6	5.8

Other Stations With Less Than 5.0%

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

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	18.7	22.0	13.5	22.1
KEHE	*	11.6	*	8.2
KFAC	8.4	*	6.1	*
KFI	29.9	45.1	46.2	62.1
KFWB	5.3	9.2	7.1	11.9
KHJ	8.6	12.1	16.2	18.1
KMTR	*	*	7.3	*
KNX	52.7	26.6	63.4	48.7

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KEHE, KFOX, KFSG, KFVD, KGER, KGEJ, KIEV, KMPC, KMTR, KRKD
12N-5PM	KFAC, KFOX, KFSG, KFVD, KGER, KGFJ, KMPC, KMTR, KRKD
5PM-8PM	KEHE, KFOX, KFSG, KFVD, KGER, KGFJ, KRKD
8PM-12M	KFAC, KFOX, KFSG, KGER, KGFJ, KMPC, KMTR, KRKD

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KECA	9.9	12.6	8.6	11.3
KEHE	*	5.8	*	*
KFI	19.6	42.5	26.3	42.2
KFWB	*	5.6	*	*
KHJ	*	7.6	8.9	8.0
KNX	50.9	16.8	41.7	26.5

Other Stations With Less Than 5.0%

6AM-12N	KEHE, KFAC, KFOX, KFSG, KFVD, KFWB, KGER, KGFJ, KHJ, KIEV, KMPC, KMTR, KRKD
12N-5PM	KFAC, KFOX, KFSG, KFVD, KGER, KGFJ, KMPC, KMTR, KRKD
5PM-8PM	KEHE, KFAC, KFOX, KFSG, KFVD, KFWB, KGER, KGFJ, KMTR, KRKD
8PM-12M	KEHE, KFAC, KFOX, KFSG, KFWB, KGER, KGFJ, KMPC, KMTR, KRKD

* Under 5.0% - See Other Classification.

** Since stations KNX and KHJ changed their network affiliations in January 1937 these analyses are for the four months January through April 1937 only.

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	55.0	43.9	48.4	51.0
WHAS	57.5	22.3	58.6	57.3
WLW	15.0	43.2	18.6	7.7

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAVE	37.1	30.6	36.2	46.8
WHAS	51.3	16.8	47.2	47.1
WLW	11.6	52.4	16.6	5.8

Other Stations With Less Than 5.0%

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

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	6.5	11.4	17.3	7.7
WLW	Not reported	Not reported	8.8	*
WMC	59.8	48.8	64.6	75.3
WNBR	42.9	47.7	10.6	6.2
WREC	17.6	40.6	30.4	54.0

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WHBQ	*	*	9.7	*
WLW	Not reported	Not reported	5.0	*
WMC	56.0	38.6	59.4	60.9
WNBR	31.7	35.9	7.1	*
WREC	9.1	20.8	18.8	32.0

Other Stations With Less Than 5.0%

6AM-12N	WHBQ
12N-5PM	WHBQ
5PM-8PM	None
8PM-12M	KDKA, WFAA, WHBQ, WLW, WNBR, WSM

* Under 5.0% - See Other Classification.

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	37.9	53.3	48.9	43.3
WCCO	60.1	31.6	66.4	68.9
WDGY	*	8.9	*	Not on air
WTCN	10.9	13.7	*	6.9

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCAL, WDGY, WLB, WMIN
12N-5PM	WCAL, WLB, WMIN
5PM-8PM	WCAL, WDGY, WHAS, WLB, WLW, WMIN, WTCN
8PM-12M	WLB, WLS, WLW

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	28.8	60.0	41.1	36.7
WCCO	61.8	22.6	53.4	58.5
WDGY	*	8.3	*	Not on air
WTCN	*	8.0	*	*

Other Stations With Less Than 5.0%

6AM-12N	WCAL, WDGY, WLB, WMIN, WTCN
12N-5PM	WCAL, WLB, WMIN
5PM-8PM	WCAL, WDGY, WHAS, WLB, WLW, WMIN, WTCN
8PM-12M	WLB, WLS, WLW, WTCN

* 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

Station	6AM-12N	12N-5PM	5PM-8PM	8PM-12M
WDSU	22.3	21.7	9.5	7.4
WSMB	37.6	48.9	40.7	54.0
WWL	39.6	41.6	58.7	50.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WBNO, WJBO, WJBW, WLW
12N-5PM	WBNO, WJBW
5PM-8PM	KDKA, WGN, WHAS, WJBO, WJBW, WLW, WSM
8PM-12M	KARK, WBNO, WENR, WHAS, WJBW, WLW

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDSU	15.0	12.8	8.4	6.4
WSMB	29.8	49.7	31.0	51.7
WWL	53.5	35.6	56.5	39.8

Other Stations With Less Than 5.0%

6AM-12N	WBNO, WJBO, WJBW, WLW
12N-5PM	WBNO, WJBW
5PM-8PM	KDKA, WGN, WHAS, WJBO, WJBW, WLW, WSM
8PM-12M	KARK, WBNO, WENR, WHAS, WJBW, WLW

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	29.7	32.1	42.0	61.0
WEAF	25.6	28.7	38.3	45.9
WHN	*	5.9	*	*
WJZ	26.1	21.6	36.3	30.7
WMCA	5.4	6.6	*	8.2
WNEW	5.5	*	*	*
WOR	30.1	30.8	21.5	20.1

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WAAT, WBNX, WEVD, WHN, WHOM, WINS, WNYC, WOV, WQXR, WWRL
12N-5PM	WAAT, WARD, WBBR, WBNX, WCAU, WEVD, WFAB, WHOM, WINS, WLTH, WLWL, WNEW, WNYC, WOV, WQXR
5PM-8PM	WAAT, WARD, WBNX, WCNW, WEVD, WHN, WHOM, WICC, WINS, WLTH, WLW, WLWL, WMCA, WNEW, WNYC, WOV, WQXR
8PM-12M	WARD, WBNX, WEVD, WFAB, WHBI, WHN, WHOM, WLTH, WLW, WLWL, WNEW, WNYC, WOV, WQXR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WABC	24.2	21.5	26.4	38.2
WEAF	23.8	26.6	25.3	26.7
WJZ	19.8	13.3	24.3	16.8
WOR	18.2	23.2	12.8	10.1

Other Stations With Less Than 5.0%

6AM-12N	WAAT, WBNX, WEVD, WHN, WHOM, WINS, WMCA, WNEW, WNYC, WOV, WQXR, WWRL
12N-5PM	WAAT, WARD, WBBR, WBNX, WCAU, WEVD, WFAB, WHN, WHOM, WINS, WLTH, WLWL, WMCA, WNEW, WNYC, WOV, WQXR
5PM-8PM	WAAT, WARD, WBNX, WCNW, WEVD, WHN, WHOM, WICC, WINS, WLTH, WLW, WLWL, WMCA, WNEW, WNYC, WOV, WQXR
8PM-12M	WARD, WBNX, WEVD, WFAB, WHBI, WHN, WHOM, WLTH, WLW, WLWL, WMCA, WNEW, WNYC, WOV, WQXR

* 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>
KFXR	12.0	5.6	*	*
KOMA	28.1	20.6	37.4	47.2
WKY	71.6	79.9	70.2	70.7

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KTOK, WFAA
12N-5PM	KTOK, KVOO, WFAA, WREN
5PM-8PM	KFXR, KGFF, KTOK, KVOO, WLW
8PM-12M	KFXR, KTOK, WENR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFXR	5.8	*	*	*
KOMA	23.0	11.7	31.6	32.2
WKY	68.8	83.4	64.3	65.8

Other Stations With Less Than 5.0%

6AM-12N	KTOK, WFAA
12N-5PM	KFXR, KTOK, KVOO, WFAA, WREN
5PM-8PM	KFXR, KGFF, KTOK, KVOO, WLW
8PM-12M	KFXR, KTOK, WENR

* 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	14.0	9.5	25.1	26.5
KOIL	27.3	21.8	31.3	28.9
WAAW	*	7.0	*	Not on air
WOW	73.2	76.0	69.7	69.5

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFNF, KFOR, KMA, KMMJ, WAAW, WHO, WNAX
12N-5PM	KFNF, KFOR, KMA, WHO, WLW, WNAX
5PM-8PM	KFNF, KMA, WAAW, WENR, WGN, WHO, WLW, WSM
8PM-12M	KMA, WBBM, WGN, WHAS, WHO

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFAB	5.6	*	14.7	14.8
KOIL	17.4	12.7	26.1	21.3
WOW	73.0	76.9	58.5	63.1

Other Stations With Less Than 5.0%

6AM-12N	KFNF, KFOR, KMA, KMMJ, WAAW, WHO, WNAX
12N-5PM	KFAB, KFNF, KFOR, KMA, WAAW, WHO, WLW, WNAX
5PM-8PM	KFNF, KMA, WAAW, WENR, WGN, WHO, WLW, WSM
8PM-12M	KMA, WBBM, WGN, WHAS, WHO

* 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	37.4	31.1	52.7	46.3
WCAU	32.3	31.0	38.5	60.1
WDAS	9.8	14.7	*	*
WFIL	7.2	7.8	11.1	13.4 ✓
WIP	6.8	11.9	7.9	7.3
WJZ	27.5	13.2	27.5	10.0
WOR	5.0	5.8	6.9	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WCAM, WEAJ, WHAT, WIBG, WPEN, WPG, WRAX, WTNJ
12N-5PM	WABC, WCAM, WEAJ, WHAT, WIBG, WLWL, WPG, WRAX, WTEL
5PM-8PM	WABC, WDAS, WEAJ, WHAT, WLWL, WPEN, WRAX, WTEL, WTNJ
8PM-12M	WABC, WCAM, WDAS, WEAJ, WHAT, WOR, WPEN, WPG, WSM, WTEL

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KYW	34.7	33.9	36.7	32.1
WCAU	25.3	24.2	25.7	43.4
WDAS	5.9	7.7	*	*
WFIL	*	5.6	6.5	8.1
WIP	*	6.9	*	*
WJZ	20.1	10.2	17.9	6.8

Other Stations With Less Than 5.0%

6AM-12N	WABC, WCAM, WEAJ, WFIL, WHAT, WIBG, WIP, WOR, WPEN, WPG, WRAX, WTNJ
12N-5PM	WABC, WCAM, WEAJ, WHAT, WIBG, WLWL, WOR, WPG, WRAX, WTEL
5PM-8PM	WABC, WDAS, WEAJ, WHAT, WIP, WLWL, WOR, WPEN, WRAX, WTEL, WTNJ
8PM-12M	WABC, WCAM, WDAS, WEAJ, WHAT, WIP, WOR, WPEN, WPG, 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	45.5	23.7	50.8	37.0 ✓
KQV	7.7	6.1	7.4	*
WCAE	58.7	64.3	70.3	67.9
WJAS	32.0	31.4	49.7	60.4

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WWSW, WWVA
12N-5PM	WLW, WWSW, WWVA
5PM-8PM	WGN, WLW, WWSW, WWVA
8PM-12M	KQV, WLW, WTAM, WWSW, WWVA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KDKA	27.4	9.6	25.3	20.4
WCAE	51.3	68.6	48.0	44.9
WJAS	15.4	15.7	23.6	33.3

Other Stations With Less Than 5.0%

6AM-12N	KQV, WWSW, WWVA
12N-5PM	KQV, WLW, WWSW, WWVA
5PM-8PM	KQV, WGN, WLW, WWSW, WWVA
8PM-12M	KQV, WLW, WTAM, 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	6.1	*	8.1	*
KEX	17.9	20.9	6.1	34.7
KGW	58.1	59.7	59.9	78.4
KOIN	48.9	42.7	58.8	39.7

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KWJJ, KXL
12N-5PM	KALE, KBPS, KFJR, KOAC, KSL, KWJJ, KXL
5PM-8PM	KFJR, KFI, KWJJ, KXL
8PM-12M	KALE, KWJJ, KXL

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KALE	*	*	6.3	*
KEX	7.8	9.8	*	15.9
KGW	39.4	58.3	42.5	62.2
KOIN	49.6	26.7	47.1	20.2

Other Stations With Less Than 5.0%

6AM-12N	KALE, KWJJ, KXL
12N-5PM	KALE, KBPS, KFJR, KOAC, KSL, KWJJ, KXL
5PM-8PM	KEX, KFJR, KFI, KWJJ, KXL
8PM-12M	KALE, 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>
WBZ	11.5	7.6	15.0	*
WEAN	27.3	36.3	31.7	32.2
WJAR	64.0	73.2	80.2	58.9
WPRO	54.7	31.2	76.0	65.1

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBZ	5.1	*	5.0	*
WEAN	12.6	16.8	12.9	16.5
WJAR	47.7	67.8	44.5	38.4
WPRO	34.6	12.9	37.6	43.8

Other Stations With Less Than 5.0%

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

- * Under 5.0% - See Other Classification
 ** Since stations WEAN and WPRO changed their network affiliations in January 1937 these analyses are for the four months January through April 1937 only.

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>
CRCT	11.5	7.1	27.4	9.6
WBEN	29.6	20.5	25.3	28.8
WEAF	*	*	8.4	14.6
WHAM	69.8	52.1	60.2	59.4
WHEC	41.4	53.3	49.9	65.6
WSAY	6.9	16.5	Not on air	Not on air

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WEAF, WGR
12N-5PM	WABC, WEAF, WGR, WLW
5PM-8PM	WABC, WGR, WJZ, WLW
8PM-12M	WABC, WGR, WHAS, WLW

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CRCT	*	*	14.3	*
WBEN	17.0	14.7	12.1	14.4
WEAF	*	*	*	6.7
WHAM	48.8	32.8	36.3	36.4
WHEC	24.4	37.8	30.0	37.3
WSAY	*	9.2	Not on air	Not on air

Other Stations With Less Than 5.0%

6AM-12N	CRCT, WABC, WEAF, WGR, WSAY
12N-5PM	CRCT, WABC, WEAF, WGR, WLW
5PM-8PM	WABC, WEAF, WGR, WJZ, WLW
8PM-12M	CRCT, WABC, WGR, WHAS, WLW

* 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	51.2	52.0	61.2	55.9
KSD	34.7	30.9	42.9	41.1
KWK	24.0	16.4	24.5	21.2
WIL	6.7	6.4	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFUO, WEW, WLW, WTMV
12N-5PM	KFUO, WEW, WGN, WMAQ, WTMV
5PM-8PM	WIL, WLW, WTMV
8PM-12M	KFUO, KOA, WENR, WEW, WGN, WIL, WLW, WSM, WTMV

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KMOX	49.2	50.3	50.3	48.4
KSD	24.0	30.3	30.8	31.1
KWK	16.9	11.3	15.4	18.3
WIL	5.6	*	*	*

Other Stations With Less Than 5.0%

6AM-12N	KFUO, WEW, WLW, WTMV
12N-5PM	KFUO, WEW, WGN, WIL, WMAQ, WTMV
5PM-8PM	WIL, WLW, WTMV
8PM-12M	KFUO, KOA, WENR, WEW, WGN, WIL, WLW, WSM, 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	49.7	57.6	55.5	60.0
WCCO	39.9	30.1	67.6	61.6
WTCN	13.4	18.4	*	7.8

Other Stations Heard By Less Than 5.0% of Set Users

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

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	45.2	64.1	40.7	48.1
WCCO	43.2	22.5	57.3	45.8
WTCN	9.2	10.6	*	5.7

Other Stations With Less Than 5.0%

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

* 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	*	14.1	9.6	10.2
KGO	31.6	21.7	16.0	21.2
KJBS	17.8	5.7	Not on air	Not on air
KPO	22.9	37.6	41.3	45.7
KSFO	21.8	16.3	34.6	27.8
KYA	*	6.5	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFRC, KGGC, KLX, KROW, KYA
12N-5PM	KLX
5PM-8PM	KLX, KYA
8PM-12M	KRE, KYA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFRC	*	14.2	11.2	7.9
KGO	24.4	17.8	14.6	19.2
KJBS	11.5	*	Not on air	Not on air
KPO	29.5	46.0	37.6	46.6
KSFO	26.0	14.2	33.7	24.3

Other Stations With Less Than 5.0%

6AM-12N	KFRC, KGGC, KLX, KROW, KYA
12N-5PM	KJBS, KLX, KYA
5PM-8PM	KLX, KYA
8PM-12M	KRE, KYA

* Under 5.0% - See Other Classification.

** Since stations KFRC and KSFO changed their network affiliations in January 1937 these analyses are for the four months January through April 1937 only.

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	11.1	8.4	6.1	7.5
KJR	35.6	24.3	33.6	40.4
KOL	54.2	40.6	56.5	54.4
KOMO	42.2	51.4	59.8	83.1
KRSC	5.3	5.6	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KMO, KTW, KVI, KXA
12N-5PM	KTW, KVI, KXA
5PM-8PM	KFI, KNX, KRSC, KTW, KVI, KXA, WWL
8PM-12M	KMO, KNX, KRSC, KTW, KVI, KXA

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KJR	14.4	11.3	22.5	16.2
KOL	44.0	26.0	34.6	23.7
KOMO	34.3	56.3	38.1	56.9

Other Stations With Less than 5.0%

6AM-12N	KIRO, KMO, KRSC, KTW, KVI, KXA
12N-5PM	KIRO, KRSC, KTW, KVI, KXA
5PM-8PM	KFI, KIRO, KNX, KRSC, KTW, KVI, KXA, WWL
8PM-12M	KIRO, KMO, KNX, KRSC, KTW, 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>
KFIO	6.0	8.1	Not on air	Not on air
KFPY	49.1	41.9	50.3	44.9
KGA	16.5	16.2	15.5	15.6
KHQ	51.4	50.5	51.5	73.9

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	None
12N-5PM	KOMO
5PM-8PM	KWSC
8PM-12M	KNX

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFPY	47.8	31.1	41.9	25.9
KGA	6.5	9.9	12.3	9.1
KHQ	41.0	54.1	45.7	64.8

Other Stations With Less Than 5.0%

6AM-12N	KFIO
12N-5PM	KFIO, KOMO
5PM-8PM	KWSC
8PM-12M	KNX

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	58.3	68.8	75.9	80.7
WGY	18.1	12.2	13.7	10.2
WSYR	54.5	40.2	59.0	42.3 ✓

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WEA, WESG, WGR, WHAM, WJZ
12N-5PM	WEA, WHAM, WJZ, WOR
5PM-8PM	KMOX, WABC, WEA, WHAM, WJZ, WSM
8PM-12M	WABC, WEA, WHAM, WHAS, WHO, WIBX, WJZ, WLW, WSB, WSM

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WFBL	50.4	66.5	52.6	68.8
WGY	11.0	7.0	*	*
WSYR	37.6	25.7	41.9	26.2

Other Stations With Less Than 5.0%

6AM-12N	WABC, WEA, WESG, WGR, WHAM, WJZ
12N-5PM	WEA, WHAM, WJZ, WOR
5PM-8PM	KMOX, WABC, WEA, WGY, WHAM, WJZ, WSM
8PM-12M	WABC, WEA, WGY, WHAM, WHAS, WHO, WIBX, WJZ, WLW, WSB, WSM

* 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	36.3	25.3	34.5	41.2
WMAL	36.9	22.7	24.6	22.4 ✓
WOL	7.8	19.7	10.5	10.9
WRC	50.0	45.0	63.0	46.9

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WBAL, WCAU, WJZ
12N-5PM	WGN, WOR
5PM-8PM	WJZ, WLW, WOR
8PM-12M	WGN, WLW, WOR

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Stations Over 5.0%

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WJSV	22.2	15.5	21.9	34.8
WMAL	24.9	11.4	14.3	16.0
WOL	8.1	18.4	8.0	9.5
WRC	44.4	54.4	55.6	39.4

Other Stations With Less Than 5.0%

6AM-12N	WBAL, WCAU, WJZ
12N-5PM	WGN, WOR
5PM-8PM	WJZ, WLW, WOR
8PM-12M	WGN, WLW, WOR

MSS 140AF Box 11 folder 2

CAB STATION REPORT

October 1936 - April 1937

CONFIDENTIAL

NBC Statistical Department

July 23, 1937

2/20/37

METHOD

The basic information for this report was obtained in the course of the regular C A B investigations during the period October 1936 through April 1937. 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 PM covering up to 12:00 noon of the same day
 - At 5:15 PM covering from 12:00 noon to 5:00 PM of same day
 - At 8:15 PM covering from 5:00 PM to 8:00 PM of same day
 - At 9:00 AM covering from 8:00 PM to 12:00 PM 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.

PURPOSE

This report is intended to indicate:

1. The relative standing of the leading broadcasting stations with the radio audience in each of the 33 cities where the C A B investigations were made during October 1936 to April 1937, inclusive.
2. The relative standing of these broadcasting stations during each of the four divisions of the day which the C A B investigates.
3. The relative standing of these stations on the basis of families who tuned them and on the basis of the total number of programs heard over each station.
4. What stations are heard to a lesser degree than the definitely leading stations in each city.

In using this report it should be borne in mind that:

1. The program mentions which are used in these computations include all programs broadcast by each station - commerical and sustaining local programs as well as commercial and sustaining network programs. 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.
2. Further, this report does not measure the coverage of any station. The ratings given are based on information gathered inside the political limits of the 33 cities in which the C A B investigation is made. They are indicative of the relative standing of stations only withint these limits. Any conclusions or inferences as to the total coverage or number of sets which can be reached by individual stations are outside of the scope of this report.

SCOPE

This report is based upon 217,152 completed interviews with radio set owners made during the months October 1936 through April 1937. These calls were distributed as follows:

Atlanta, Ga	4,704	Minneapolis, Minn	4,704
Baltimore, Md	9,408	New Orleans, La	4,644
Boston, Mass	9,408	New York, N Y	18,792
Chicago, Ill	14,100	Oklahoma City, Okla	4,704
Cincinnati, O	4,608	Omaha, Neb	4,704
Cleveland, O	9,408	Philadelphia, Pa	14,040
Dallas, Texas	4,704	Pittsburgh, Pa	9,408
Detroit, Mich	9,360	Portland, Ore	2,352
Harrisburg, Pa	4,704	Providence, R I	2,688*
Hartford, Conn	4,704	Rochester, N Y	4,704
Houston, Texas	4,704	St Louis, Mo	9,408
Kansas City, Mo	9,360	St Paul, Minn	4,704
Los Angeles, Cal	5,376*	San Francisco, Cal	5,376*
Louisville, Ky	4,224	Seattle, Wash	2,352
Memphis, Tenn	4,704	Spokane, Wash	2,352
Milwaukee, Wis	9,408	Syracuse, N Y	4,704
Washington, D C		4,632	

* In this city two stations changed their network affiliations in January 1937, and all stations have been analyzed for the four months January through April 1937 only.

Introduction

The following tables are computed on the basis of the total number of all programs heard in a given city 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 figures indicate the amount of time each station is tuned.

These tables are divided in two parts: the first which shows 1936 and 1937 percentages with the net change and including only stations affiliated with NBC and CBS; the second part showing 1937 percentages for all stations in the cities surveyed with some stations having percentages under 5% being omitted.

Table #1
 PERCENT OF PROGRAMS HEARD OVER EACH STATION

BASIC NETWORK CITIES

6AM to 12 Noon	RED			BLUE			CBS					
	Station	1936 Rating %	1937 Rating %	Change %	Station	1936 Rating %	1937 Rating %	Change %	Station	1936 Rating %	1937 Rating %	Change %
Baltimore	WFBR	14	45	+31	WBAL	41	26	-15	WCAO	33	22	-11
Boston	WEEI	18 (WNAC)	55	+37	WBZ	39	16	-23	WFAC	27 (WEEI)	18	-9
Chicago	WMAQ	17	35	+18	WENR-WLS	22	21	-1	WBBM	28	20	-8
Cincinnati	WSAI (5 to 10)	14	14	-	WCKY (5 to 10)	5	5	-	WKRC	28	23	-5
Cleveland	WLW	57	58	+1	WLW	57	58	+1	WHK	26	23	-3
Detroit	WTAM	26	54	+28	WGAR	36	18	-18	WJR	30	18	-12
Hartford	WMJ	29	65	+36	WXYZ	28	10	-18	WDRC	17	20	+3
Kansas City	WTIC	63	72	+9	-	-	-	-	KMBC	47	37	-10
Minneapolis	WDAF	19	33	+14	WREN (5 to 10)	5	5	-	WCCO	43	62	+19
New York City	KSTP	38	29	-9	WTCN (5 to 10) (under 5)	5	5	-	WABC	24	24	0
Omaha	WRAF	14	24	+10	WJZ	25	20	-5	KFAB (5 to 10)	6	6	-
Philadelphia	WOW	25	73	+48	KOIL	61	17	-44	WCAU	28	25	-3
Pittsburgh	KYW	14	35	+21	WJZ	28	20	-8	WJAS	12	15	+3
Providence	WCAE	19	51	+32	WPIL (5 to 10) (under 5)	5	5	-	WEAN	29 (WPRO)	35	+6
Rochester	WJAR	45	48	+3	KDKA	59	27	-32	WHEC	28	24	-4
St Louis	-	-	-	-	WBZ	21	5	-16	KMOX	49	49	0
St Paul	KSD (under 5)	5	24	-	WEAM	49	49	0	WCCO	35	43	+8
Syracuse	KSTP	53	45	-8	KWK	34	17	-17	WFBL	49	50	+1
Washington D C	-	-	-	-	WTCN (5 to 10)	9	9	-	WJSV	32	22	-10
12 Noon to 5 PM	WRC	16	44	+28	WSYR	46	38	-8	WCAO	30	20	-10
Baltimore	WFBR	30	56	+26	WMAL	39	25	-14	WNAC	40 (WEEI)	15	-25
Boston	WEEI	23 (WNAC)	60	+37	WBAL	28	19	-9	WBBM	25	27	+2
Chicago	WMAQ	24	32	+8	WBZ	17	10	-7	WKRC	24	18	-6
Cincinnati	WSAI (under 5)	5	10	-	WENR-WLS	25	6	-	-	-	-	-
Cleveland	WLW	63	65	+2	WCKY (5 to 10)	63	65	+2	WHK	23	22	-1
	WTAM	40	60	+20	WLW	63	13	-15				

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd.)

BASIC NETWORK CITIES

	RED			BLUE			CBS					
	Station	1936 Rating %	1937 Rating %	Change %	Station	1936 Rating %	1937 Rating %	Change %	Station	1936 Rating %	1937 Rating %	Change %
5 PM to 8 PM												
Pittsburgh	WCAE	37	48	+11	KDKA	37	25	-12	WJAS	23	24	+
Providence	WJAR	31	45	+14	WBZ	13	5	-8	WEAN	53 (WPRO)	38	-1
Rochester	-	-	-	-	WHAM	41	36	-5	WHEC	25	30	+
St Louis	KSD	30	31	+1	KWK	18	15	-3	KMOX	42	50	+
St Paul	KSIP	49	41	-8	WTCN (under 5)	29	42	+13	WCCO	45	57	+1
Syracuse	-	-	-	-	WSYR	29	42	+13	WFBL	67	53	-1
Washington D C	WRC	40	56	+16	WMAL	21	14	-7	WJSV	29	22	-
8 PM to 12 MID												
Baltimore	WFBR	32	32	0	WBAL	23	22	-1	WCAO	34	42	+
Boston	WEEL	40 (WNAC)	41	+1	WBZ	24	16	-8	WNAC	31 (WEEI)	40	+
Chicago	WMAQ	31	35	+4	WENR-WLS	24	20	-4	WBEM	30	30	-
Cincinnati	WSAI (5 to 10)	49	6	-	WCKY	15	11	-4	WKRC	29	30	+
Cleveland	WTAM	52	53	+1	WLW	49	53	+4	WEK	28	39	+1
Detroit	WWJ	49	44	-5	WGAR	15	16	+1	WJR	28	42	+1
Hartford	WTIC	52	50	-2	WXYZ	15	11	-4	WDRC	40	47	+
Kansas City	WDAF	48	48	0	WREN (5 to 10)	-	-	-	KGBC	42	45	+
Minneapolis	KSIP	37	37	0	WTCN (under 5)	14	17	+3	WCCO	58	59	+
New York City	WEAF	34	27	-7	WJZ	30	21	-9	WABC	33	38	+
Omaha	WOW	57	63	+6	KOIL	30	7	-23	KFAB (5 to 10)	5	15	+
Philadelphia	KYW	36	32	-4	WFIL (5 to 10)	31	8	-23	WCAU	33	43	+1
Pittsburgh	WCAE	47	45	-2	KDKA	31	20	-11	WJAS	21	33	+1
Providence	WJAR	44	38	-6	WBZ (5 to 10)	31	17	-14	WEAN	39 (WPRO)	44	+
Rochester	-	-	-	-	WHAM	35	36	+1	WHEC	33	37	+
St Louis	KSD	28	31	+3	KWK	20	18	-2	KMOX	44	48	+
St Paul	KSIP	53	48	-5	WTCN (under 5)	29	6	-23	WCCO	44	46	+

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd)

BASIC NETWORK CITIES

Station	RED		BLUE		Change	1937 Rating	Change	1936 Rating	1937 Rating	Station	CBS		Char
	1936 Rating	1937 Rating	1936 Rating	1937 Rating							1936 Rating	1937 Rating	
Syracuse	-	-	-	-	-	26	-0-	60	69	WFBL	29	35	
Washington	WRC	34	39	5	+5	18	-2	26	16	WJSV			

PACIFIC NETWORK CITIES

City	Time	Station	1936 Rating	1937 Rating	Change	1936 Rating	1937 Rating	Change	Station	1936 Rating	1937 Rating	Char
Los Angeles	6 AM to 12 Noon	KFI	18	20	+2	10	10	-	KHJ	50 (KNX)	51	
Portland		KGW	41	39	-2	8	8	-	KOIN	44	50	
San Francisco		KPO	33	30	-3	24	24	+2	KFRC	27 (KSFO)	26	
Seattle		KOMO	29	34	+5	14	14	+1	KOL	49	44	
Spokane		KHQ	26	41	+15	7	7	-	KFPY	61	48	
Los Angeles	12 Noon to 5 PM	KFI	40	43	+3	13	13	-	KHJ	29 (KNX)	17	
Portland		KGW	66	58	-8	10	10	-	KOIN	25	27	
San Francisco		KPO	60	46	-14	18	18	-	KFRC	21 (KSFO)	14	
Seattle		KOMO	70	56	-14	11	11	-	KOL	15	26	
Spokane		KHQ	60	54	-6	10	10	-	KFPY	28	31	

5 PM to 8 PM

Los Angeles	Station	1936 Rating	1937 Rating	Change	1936 Rating	1937 Rating	Change	Station	1936 Rating	1937 Rating	Char
Portland	KFI	34	26	-8	9	9	-	KHJ	34 (KNX)	42	
San Francisco	KGW	51	43	-8	5 (under 5)	5 (under 5)	-	KOIN	41	47	
Seattle	KPO	52	38	-14	15	15	-	KFRC	37 (KSFO)	34	
Spokane	KOMO	52	38	-14	23	23	+5	KOL	26	35	
	KHQ	45	46	+1	12	12	-	KFPY	44	42	

8 PM to 12 MID

Los Angeles	Station	1936 Rating	1937 Rating	Change	1936 Rating	1937 Rating	Change	Station	1936 Rating	1937 Rating	Char
	KFI	43	42	-1	11	11	-	KHJ	41 (KNX)	27	

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd)

PACIFIC NETWORK CITIES

8 PM to 12 MID	RED		BLUE		CBS		Station	Change %	1936 Rating %	1937 Rating %	Change %
	1936 Rating %	1937 Rating %	1936 Rating %	1937 Rating %	1936 Rating %	1937 Rating %					
Portland	67	62	KEX (5 to 10)	16	23	20	KOIN	-	23	20	-
San Francisco	60	47	KGO (under 5)	19	31 (KSFO)	24	KFRC	-	31 (KSFO)	24	-
Seattle	65	57	KJR (5 to 10)	16	22	24	KOL	-	22	24	+
Spokane	66	65	KGA (under 5)	9	30	26	KFPY	-	30	26	-

SUPPLEMENTARY CITIES

6 AM to 12 Noon	NBC		CBS		Station	Change %	1936 Rating %	1937 Rating %	Change %
	1936 Rating %	1937 Rating %	1936 Rating %	1937 Rating %					
Atlanta	59	54	WGST	25	37	+12	25	37	+12
Dallas	64	58	KRLD	21	35	+14	21	35	+14
Houston	65	70	KTRH	16	19	+3	16	19	+3
Louisville	47	37	WHAS	47	51	+4	47	51	+4
Memphis	68	56	WRFC	(5 to 10)	9	-	(5 to 10)	9	-
Milwaukee	38	44	WISN	16	9	-7	16	9	-7
New Orleans	35	30	WWL	39	54	+15	39	54	+15
Oklahoma City	69	69	KOMA	16	23	+7	16	23	+7
12 Noon to 5 PM									
Atlanta	43	67	WGST	37	25	-12	37	25	-12
Dallas	60	74	KRLD	25	19	-6	25	19	-6
Houston	67	78	KTRH	15	11	-4	15	11	-4
Louisville	25	31	WHAS	23	17	-6	23	17	-6
Memphis	57	39	WRFC	21	21	-0	21	21	-0
Milwaukee	40	47	WISN	15	12	-3	15	12	-3
New Orleans	24	50	WWL	49	36	-13	49	36	-13
Oklahoma City	58	83	KOMA	14	12	-2	14	12	-2

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd.)

SUPPLEMENTARY CITIES

	NBC			CBS			Change %
	1936 Rating %	1937 Rating %	Change %	1936 Rating %	1937 Rating %	Change %	
<u>5 PM to 8 PM</u>							
Atlanta	66	65	- 1	25	27	+ 2	
Dallas	62	55	- 7	28	40	+12	
Houston	56	53	- 3	28	30	+ 2	
Louisville	32	36	+ 4	47	47	0	
Memphis	45	59	+14	17	19	+ 2	
Milwaukee	42	47	+ 5	(5 to 10)	11	-	
New Orleans	35	31	- 4	38	57	+19	
Oklahoma City	64	64	0	26	32	+ 6	
	Station			Station			
	WSB			WGST			
	WFAA-WBAP			KRLD			
	KPRC			KIRH			
	WAVE			WHAS			
	WMC			WREC			
	WTMJ			WISN			
	WSMB			WWL			
	WKY			KOMA			
<u>8 PM to 12 MID</u>							
Atlanta	68	64	- 4	21	30	+ 9	
Dallas	52	51	- 1	32	45	+13	
Houston	59	54	- 5	32	43	+11	
Louisville	41	47	+ 6	53	47	- 6	
Memphis	64	61	- 3	23	32	+ 9	
Milwaukee	40	42	+ 2	12	15	+ 3	
New Orleans	38	52	+14	34	40	+ 6	
Oklahoma City	68	66	- 2	22	32	+10	
	Station			Station			
	WSB			WGST			
	WFAA-WBAP			KRLD			
	KPRC			KIRH			
	WAVE			WHAS			
	WMC			WREC			
	WTMJ			WISN			
	WSMB			WWL			
	WKY			KOMA			

Table #2

PERCENT OF PROGRAMS HEARD OVER EACH STATIONATLANTA, GEORGIA

<u>Station</u>		<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WATL	-	8.3	7.4	5.4	*
WGST	CBS	37.1	24.7	26.5	29.6
WSB	NBC	54.4	67.2	64.6	64.3

BALTIMORE, MARYLAND

WBAL	NBC Blue	26.0	18.9	21.3	21.6
WCAO	CBS	22.1	19.5	26.1	42.1
WCBM	-	5.4	5.0	*	*
WFBR	NBC Red	45.4	56.0	49.5	32.4

BOSTON, MASSACHUSETTS

WAAB	-	*	7.6	*	*
WBZ	NBC Blue	16.3	10.0	21.4	15.5
WEEI	CBS	17.9	15.2	24.2	40.0
WNAC	NBC Red	55.0	60.3	49.0	41.1

CHICAGO, ILLINOIS

WBBM	CBS	19.8	27.0	31.8	30.3
WENR-LS	NBC Blue	21.4	17.0	23.9	19.5
WGN	Mutual	14.4	14.5	16.5	11.5
WMAQ	NBC Red	34.9	32.1	24.0	35.1

CINCINNATI, OHIO

WCKY	NBC Blue	5.1	6.1	7.0	10.6
WKRC	CBS	23.4	17.9	18.1	29.6
WLW	NBC Opt	57.5	65.4	73.5	53.4
WSAI	NBC Red	13.5	10.2	*	6.4

* Under 5.0%

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd)CLEVELAND, OHIO

<u>Station</u>		<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WGAR	NBC Blue	17.9	13.3	16.1	15.9
WHK	CBS	22.5	21.7	23.5	38.7
WJAY	-	5.6	*	*	Not on air
WTAM	NBC Red	53.7	59.6	59.2	45.0

DALLAS, TEXAS

KRLD	CBS	35.2	18.6	39.7	44.8
WFAA-BAP	NBC	58.2	74.4	54.8	51.2
WRR	-	*	6.5	*	*

DETROIT, MICHIGAN

WJR	CBS	18.0	12.8	22.6	41.5
WWJ	NBC Red	65.2	74.2	52.9	43.6
WXYZ	NBC Blue	9.6	*	19.5	11.0

HARRISBURG, PENNSYLVANIA

KYW	NBC Red	*	*	*	5.1
WABC	CBS	6.2	*	5.5	6.3
WEAF	NBC Red	*	*	6.4	8.4
WHP	CBS	48.8	50.8	52.2	50.6
WJZ	NBC Blue	25.6	22.3	19.8	16.0
WKBO	-	7.3	10.5	*	*
WLW	NBC Opt	*	*	*	5.3

HARTFORD, CONNECTICUT

WDRC	CBS	20.2	12.2	37.2	46.5
WJZ	NBC Blue	*	*	5.9	*
WTIC	NBC Red	71.8	73.0	53.1	49.5

HOUSTON, TEXAS

KPRC	NBC Red	69.6	78.0	53.2	53.9
KTRH	CBS	18.5	10.5	29.7	42.9
KXYZ	NBC Blue	11.3	11.3	12.7	*

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd)KANSAS CITY, MISSOURI

<u>Station</u>		<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KMBC	CBS	37.1	30.3	50.0	44.9
WDAF	NBC Red	32.8	43.2	39.3	48.1
WHB	-	22.8	20.9	*	Not on air
WREN	NBC Blue	5.3	*	5.5	5.0

LOS ANGELES, CALIFORNIA **

KECA	NBC Blue	9.9	12.6	8.6	11.3
KEHE	-	*	5.8	*	*
KFI	NBC Red	19.6	42.5	26.3	42.2
KFWB	-	*	5.6	*	*
KHJ	Mutual	*	7.6	8.9	8.0
KNX	CBS	50.9	16.8	41.7	26.5

LOUISVILLE, KENTUCKY

WAVE	NBC	37.1	30.6	36.2	46.8
WHAS	CBS	51.3	16.8	47.2	47.1
WLW	NBC Opt	11.6	52.4	16.6	5.8

MEMPHIS, TENNESSEE

WHBQ	-	*	*	9.7	*
WLW	NBC Opt	Not reported	Not reported	5.0	*
WMC	NBC	56.0	38.6	59.4	60.9
WNBR	-	31.7	35.9	7.1	*
WREC	CBS	9.1	20.8	18.8	32.0

MILWAUKEE, WISCONSIN

WBBM	CBS	11.5	9.9	12.4	14.4
WENR-LS	NBC Blue	10.0	6.2	9.1	10.1
WGN	Mutual	8.5	12.7	13.2	9.3
WISN	-	8.8	12.0	10.9	15.3
WMAQ	NBC Red	14.2	8.4	6.3	7.3
WTMJ	NBC	44.3	47.0	46.9	42.4

* Under 5.0%

** Since stations KNX and KHJ changed their network affiliations in January 1937 these analyses are for the four months January through April 1937 only.

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd)MINNEAPOLIS, MINNESOTA

<u>Station</u>		<u>6AM-12N</u>	<u>12N-5 PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	NBC Red	28.8	60.0	41.1	36.7
WCCO	CBS	61.8	22.6	53.4	58.5
WDGY	-	*	8.3	*	Not on air
WTCN	NBC Blue	*	8.0	*	*

NEW ORLEANS, LOUISIANA

WDSU	-	15.0	12.8	8.4	6.4
WSMB	NBC	29.8	49.7	31.0	51.7
WWL	CBS	53.5	35.6	56.5	39.8

NEW YORK, NEW YORK

WABC	CBS	24.2	21.5	26.4	38.2
WEAF	NBC Red	23.8	26.6	25.3	26.7
WJZ	NBC Blue	19.8	13.3	24.3	16.8
WOR	Mutual	18.2	23.2	12.8	10.1

OKLAHOMA CITY, OKLAHOMA

KFXR	-	5.8	*	*	*
KOMA	CBS	23.0	11.7	31.6	32.2
WKY	NBC	68.8	83.4	64.3	65.8

OMAHA, NEBRASKA

KFAB	CBS	5.6	*	14.7	14.8
KOIL	NBC Blue	17.4	12.7	26.1	21.3
WCW	NBC Red	73.0	76.9	58.5	63.1

PHILADELPHIA, PENNSYLVANIA

KYW	NBC Red	34.7	33.9	36.7	32.1
WCAU	CBS	25.3	24.2	25.7	43.4
WDAS	-	5.9	7.7	*	*
WFIL	NBC Blue	*	5.6	6.5	8.1
WIP	-	*	6.9	*	*
WJZ	NBC Blue	20.1	10.2	17.9	6.8

* Under 5.0%

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd)PITTSBURGH, PENNSYLVANIA

<u>Station</u>		<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KDKA	NBC Blue	27.4	9.6	25.3	20.4
WCAE	NBC Red	51.3	68.6	48.0	44.9
WJAS	CBS	15.4	15.7	23.6	33.3

PORTLAND, OREGON

KALE	-	*	*	6.3	*
KEX	NBC Blue	7.8	9.8	*	15.9
KGW	NBC Red	39.4	58.3	42.5	62.2
KOIN	CBS	49.6	26.7	47.1	20.2

PROVIDENCE, RHODE ISLAND **

WBZ	NBC Blue	5.1	*	5.0	*
WEAN	NBC Blue	12.6	16.8	12.9	16.5
WJAR	NBC Red	47.7	67.8	44.5	38.4
WPRO	CBS	34.6	12.9	37.6	43.8

ROCHESTER, NEW YORK

CRCT	NBC	*	*	14.3	*
WBEN	NBC Red	17.0	14.7	12.1	14.4
WEAF	NBC Red	*	*	*	6.7
WHAM	NBC Blue	48.8	32.8	36.3	36.4
WHEC	CBS	24.4	37.8	30.0	37.3
WSAY	-	*	9.2	Not on air	Not on air

ST LOUIS, MISSOURI

KMOX	CBS	49.2	50.3	50.3	48.4
KSD	NBC Red	24.0	30.3	30.8	31.1
KWK	NBC Blue	16.9	11.3	15.4	18.3
WIL	-	5.6	*	*	*

* Under 5.0%

** Since stations WEAN and WPRO changed their network affiliations in January 1937 these analyses are for the four months January through April 1937 only.

PERCENT OF PROGRAMS HEARD OVER EACH STATION (cont'd)ST PAUL, MINNESOTA

<u>Station</u>		<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSTP	NBC Red	45.2	64.1	40.7	48.1
WCCO	CBS	43.2	22.5	57.3	45.8
WTCN	NBC Blue	9.2	10.6	*	5.7

SAN FRANCISCO, CALIFORNIA**

KFRC	-	*	14.2	11.2	7.9
KGO	NBC Blue	24.4	17.8	14.6	19.2
KJBS	-	11.5	*	Not on air	Not on air
KPO	NBC Red	29.5	46.0	37.6	46.6
KSFO	CBS	26.0	14.2	33.7	24.3

SEATTLE, WASHINGTON

KJR	NBC Blue	14.4	11.3	22.5	16.2
KOL	CBS	44.0	26.0	34.6	23.7
KOMO	NBC Red	34.3	56.3	38.1	56.9

SPOKANE, WASHINGTON

KFPY	CBS	47.8	31.1	41.9	25.9
KGA	NBC Blue	6.5	9.9	12.3	9.1
KHQ	NBC Red	41.0	54.1	45.7	64.8

SYRACUSE, NEW YORK

WFBL	CBS	50.4	66.5	52.6	68.8
WGY	NBC Red	11.0	7.0	*	*
WSYR	NBC Blue	37.6	25.7	41.9	26.2

WASHINGTON, DISTRICT OF COLUMBIA

WJSV	CBS	22.2	15.5	21.9	34.8
WMAL	NBC Blue	24.9	11.4	14.3	16.0
WOL	-	8.1	18.4	8.0	9.5
WRC	NBC Red	44.4	54.4	55.6	39.4

* Under 5.0%

** Since stations KFRC and KSFO changed their network affiliations in January 1937 these analyses are for the four months January through April 1937 only.