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W. W. DEWEES, JR.

STATION AUDIENCES

OCTOBER 1937—APRIL 1938

MSS140 AF 63X 11 Folder 3

THE COOPERATIVE ANALYSIS OF BROADCASTING
330 West 42nd Street, New York City

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.

SCOPE

on standard time

This report is based upon 237,354 completed interviews with radio set owners made during the months October 1937 through April 1938. These calls were distributed as follows:

Atlanta, Ga.	4,704	Minneapolis, Minn.	4,692
Baltimore, Md.	9,384	New Orleans, La.	4,704
Boston, Mass.	9,408	New York, N. Y.	18,720
Buffalo, N. Y.	9,408	Oklahoma City, Okla.	4,704
Chicago, Ill.	18,804	Omaha, Neb.	4,704
Cincinnati, O.	4,704	Philadelphia, Pa.	14,100
Cleveland, O.	9,408	Pittsburgh, Pa.	9,408
Dallas, Texas	4,704	Portland, Ore.	2,352
Des Moines, Iowa	9,408	Providence, R. I.	4,704
Detroit, Mich.	9,408	Rochester, N. Y.	4,704
Hartford, Conn.	4,704	St. Louis, Mo.	9,408
Houston, Texas	4,704	St. Paul, Minn.	4,692
Kansas City, Mo.	9,408	San Francisco, Cal.	9,408
Los Angeles, Cal.	9,396	Seattle, Wash.	2,346
Louisville, Ky.	4,704	Spokane, Wash.	2,340
Memphis, Tenn.	4,704	Syracuse, N. Y.	4,704
Washington, D. C.	4,704		

HOW TO READ THE TABLES

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

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

TABLE I

Stations Heard by More Than 5% of Set Users

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

Other Stations Heard by Less Than 5.0% of Set Users

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

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

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

TABLE II

Stations With Over 5% of All Programs Heard

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

Other Stations With Less Than 5.0% of All Programs Heard

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

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	36.0	29.1	35.7	27.1 ✓
WCAO	35.2	32.7	44.0	54.5
WCBM	10.9	12.9	8.0	6.0
WFBR	36.6	37.4	56.1	50.1

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WJZ, WOR
12N-5PM	WABC, WJZ, WOR
5PM-8PM	WEAF, WJZ, WOR, WRC
8PM-12M	KDKA, WJZ

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	24.7	18.2	23.6	16.8
WCAO 2	28.4	28.3	29.3	43.3
WCBM 4	5.2	6.8	*	*
WFBR 1	40.4	44.3	42.4	36.1

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

METHOD

The basic information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1937 through April 1938. 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.

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	8.3	19.1	8.0	*
WBZ	27.4	15.3	32.8	22.3 ✓
WEEI	39.5	26.5	38.3	58.4
WHDH	5.5	8.1	*	*
WMEX	5.1	*	*	*
WNAC	45.3	50.7	62.6	64.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WCOP, WORL, WPRO
12N-5PM	WCOP, WMEX
5PM-8PM	WHDH, WJZ, 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	*	7.9	*	*
WBZ	15.5	7.2	19.6	13.0 11.8
WEEI	26.0	20.5	24.6	39.4 27.6
WNAC	49.3	56.2	48.6	44.5 49.7

Other Stations With Less Than 5.0%

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

*Under 5.0% - See Other Classification.

BUFFALO, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WBEN	48.6	58.9	71.7	76.5
WBNY	7.8	*	*	*
WEBR	9.6	12.7	7.8	5.8
WGR	24.6	15.7	22.8	17.5
WKEW	11.6	13.2	8.6	17.4

Other Stations Heard By Less Than 5.0% of Set Users

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

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>
WBEN	63.1	71.3	72.3	74.7
WBNY	5.0	*	*	*
WEBR	5.3	7.6	5.6	*
WGR	16.2	9.7	13.4	10.1
WKEW	6.6	6.9	6.0	9.7

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

CHICAGO, ILLINOIS

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAAF	*	7.2	*	Not on air
WBBM	39.3	42.0	46.5	57.1
WCFL	*	14.0	*	5.3
WENR-WLS	28.9	19.1	31.2	30.8 ✓
WGN	32.0	18.3	25.6	21.2
WJJD	16.6	9.3	*	Not on air
WMAQ	37.3	38.6	60.4	54.3

Other Stations Heard By Less Than 5.0% of Set Users

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

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	26.3	36.8	25.9	31.7
WCFL	*	6.2	*	*
WENR-WLS	19.3	9.7	17.5	18.0
WGN	18.4	9.0	14.9	12.3
WJJD	5.5	*	*	Not on air
WMAQ	25.9	31.0	38.5	34.9

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

CINCINNATI, OHIO

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCKY	11.5	9.1	20.2	19.1
WCPO	11.2	5.9	*	*
WKRC	45.3	27.6	41.1	55.2
WLW	58.9	72.1	76.7	72.3
WSAI	26.1	15.0	14.6	15.5

Other Stations Heard By Less Than 5.0% of Set Users

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

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	*	*	9.2	7.5
WKRC	23.4	21.8	18.5	31.3
WLW	50.1	66.4	64.3	54.6
WSAI	18.5	*	5.9	6.4

Other Stations With Less Than 5.0%

6AM-12N	WCKY, WCPO, WHAS
12N-5PM	WCKY, WCPO, WSAI
5PM-8PM	WCPO, WHAS
8PM-12M	WCPO

* 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>
WCLE	11.0	13.1	*	Not on air
WGAR	35.7	31.3	34.2	51.5
WHK	44.0	29.3	28.8	27.5 ✓
WTAM	43.2	51.4	73.4	68.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	CKLW, WADC, WJR, WLS, WLW, WSPO
12N-5PM	CKLW, KDKA, WADC, WJR, WTMJ
5PM-8PM	KDKA, WADC, WCAE, WCFL, WCLE, WEAJ, WGN, WJR, WJZ, WLW, WWJ
8PM-12M	CKLW, KDKA, WADC, WCLE, WGN, WJR, WLS, 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>
WCLE	7.4	6.0	*	Not on air
WGAR	23.4	19.6	18.5	34.2
WHK	26.7	16.3	15.5	16.5
WTAM	40.3	56.8	64.4	48.2

Other Stations With Less Than 5.0%

6AM-12N	CKLW, WADC, WJR, WLS, WLW, WSPO
12N-5PM	CKLW, KDKA, WADC, WJR, WTMJ
5PM-8PM	KDKA, WADC, WCAE, WCFL, WCLE, WEAJ, WGN, WJR, WJZ, WLW, WWJ
8PM-12M	CKLW, KDKA, WADC, WCLE, WGN, WJR, WLS, WLW, WOR

* 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	77.7	64.1	67.8	53.4
WFAA-BAP	63.4	76.4	77.0	67.7
WRR	27.7	23.8	16.6	21.4
WLW	*	*	*	5.0

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFJZ, KTAT, WLW, WOAI
12N-5PM	KFJZ, KOA, KTAT, WACO, WLW
5PM-8PM	KDKA, KFJZ, KMOX, KOA, KTAT, WADC, WCAU, WENR, WGN, WLW, WMAQ, WOAI, WSM
8PM-12M	KDKA, KFI, KFJZ, KMBC, KMOX, KOA, KPRC, KTAT, KTSA, WGN, WHAS, WMAQ, WOAI, WOW, 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	47.6	32.1	39.7	32.3
WFAA-BAP	41.0	57.2	49.8	50.5
WRR	10.5	9.6	6.7	9.3

Other Stations With Less Than 5.0%

6AM-12N	KFJZ, KTAT, WOAI
12N-5PM	KFJZ, KOA, KTAT, WACO, WLW
5PM-8PM	KDKA, KFJZ, KMOX, KOA, KTAT, WADC, WCAU, WENR, WGN, WLW, WMAQ, WOAI, WSM
8PM-12M	KDKA, KFI, KFJZ, KMBC, KMOX, KOA, KPRC, KTAT, KTSA, WGN, WHAS, WLW, WMAQ, WOAI, WOW, 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	10.9	12.5	6.5	5.8
WJR	46.2	29.8	36.7	50.9
WMBC	5.4	*	*	*
WWJ	51.7	71.2	71.6	68.4
WXYZ	32.7	10.2	35.4	17.8

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WEXL, WGN, WJBK, WLW, WTAM
12N-5PM	CFCO, WCBM, WEXL, WJBK, WMBC, WTAM
5PM-8PM	WEXL, WJBK, WLW, WMBC
8PM-12M	WEXL, WJBK, WMBC, WSH

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>
CKLW	6.1	5.5	*	*
WJR	32.9	24.2	20.9	38.6
WWJ	42.7	58.2	53.5	46.4
WXYZ	14.1	*	19.4	9.9

Other Stations With Less Than 5.0%

6AM-12N	WEXL, WGN, WJBK, WLW, WTAM
12N-5PM	CFCO, WCBM, WEXL, WJBK, WTAM, WXYZ
5PM-8PM	CKLW, WEXL, WJBK, WLW
8PM-12M	CKLW, WEXL, WJBK, WSH

* Under 5.0% - See Other Classification.

DES MOINES, IOWA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KSO	21.3	20.2	19.3	21.2
WHO	52.2	66.2	64.3	50.9
KRNT	48.3	20.0	36.3	50.9

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KMA, WIN, WMT, WOC, WOI
12N-5PM	KFNF, KMA, KMFM, WGN, WMT, WOI
5PM-8PM	WMT, WNAX
8PM-12M	WMT

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>
KSO	13.6	9.8	13.8	16.2
WHO	51.5	80.0	60.6	48.6
KRNT	33.9	9.7	25.5	35.0

Other Stations With Less Than 5.0%

6AM-12N	KMA, WIN, WMT, WOC, WOI
12N-5PM	KFNF, KMA, KMFM, WGN, WMT, WOI
5PM-8PM	WMT, WNAX
8PM-12M	WMT

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	36.1	28.7	47.2	48.2
WJZ	9.3	*	8.0	*
WTHT	10.6	9.4	6.5	*
WTIC	69.9	76.6	70.1	69.2

Other Stations Heard By Less Than 5.0% of Set Users

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

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	23.5	21.3	29.7	37.0
WJZ	5.4	*	*	*
WTIC	61.6	67.4	67.4	58.5

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

LOS ANGELES, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KECA	10.7	10.2	9.8	12.8 ✓
KEHE	5.0	5.8	*	*
KFAC	10.2	6.2	6.8	*
KFI	32.9	42.6	52.7	69.8
KFWB	5.2	6.1	*	5.4
KHJ	14.6	20.7	23.4	23.1
KNX	48.7	50.4	54.3	50.2

Other Stations Heard By Less Than 5.0% of Set Users

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

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	*	*	5.0	5.0
KFI	21.4	35.3	37.1	49.7
KHJ	7.8	10.6	15.2	8.9
KNX	52.3	37.7	33.3	29.2

Other Stations With Less Than 5.0%

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

* 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	12.3	39.3	57.9	45.4
WHAS	74.3	45.5	58.1	66.2
WLW	26.1	35.8	14.2	9.6

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WGRC
12N-5PM	WGRC
5PM-8PM	None
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>
WAVE	*	22.4	40.2	35.9
WHAS	73.3	33.4	48.6	52.7
WLW	22.0	44.0	11.1	11.5

Other Stations With Less Than 5.0%

6AM-12N	WAVE, WGRC
12N-5PM	WGRC
5PM-8PM	None
8PM-12M	None

* Under 5.0% - See Other Classification.

MEMPHIS, TENNESSEE

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WHBQ	6.8	6.3	7.5	*
WMC	43.6	56.3	65.6	61.4
WMPS	24.1	25.8	*	7.3
WREC	49.7	33.7	44.7	61.6

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	None
12N-5PM	None
5PM-8PM	WMPS
8PM-12M	WHBQ, 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	5.7	*	*	*
WMC	39.8	68.3	63.0	53.5
WMPS	13.8	13.2	*	*
WREC	40.8	15.3	31.2	39.6

Other Stations With Less Than 5.0%

6AM-12N	None
12N-5PM	WHBQ
5PM-8PM	WHBQ, WMPS
8PM-12M	WHBQ, WLW, WMPS, 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	33.1	42.2	67.3	38.4
WCCO	66.2	46.8	53.8	75.1
WDGY	10.0	7.1	Not on air	Not on air
WTCN	18.9	29.8	10.9	17.6 -

Other Stations Heard By Less Than 5.0% of Set Users

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

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	25.7	42.0	55.9	27.8
WCCO	59.6	35.2	34.4	59.3
WDGY	*	7.0	Not on air	Not on air
WTCN	6.7	13.8	7.8	11.9

Other Stations With Less Than 5.0%

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

* Under 5.0% -- See Other Classification.

NEW ORLEANS, LOUISIANA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WDSU	21.8	28.1	12.8	7.2
WSMB	18.2	47.4	47.2	51.3
WWL	70.0	48.0	60.2	57.5

Other Stations Heard By Less Than 5.0% of Set Users

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

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	12.3	12.5	9.3	5.2
WSMB	13.0	45.5	34.7	44.3
WWL	71.6	39.6	51.6	44.8

Other Stations With Less Than 5.0%

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

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	33.0	28.1	33.9	55.5
WEAF	20.9	26.0	38.4	56.7
WJZ	20.4	20.0	39.6	22.6
WMCA	5.1	*	*	5.3
WNEW	8.3	*	5.2	*
WOR	33.7	25.0	25.8	19.6

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WAAT, WBNX, WEAN, WELI, WEVD, WHN, WHOM, WICC, WINS, WNYC, WOV, WQXR
12N-5PM	WAAT, WARD, WBNX, WEVD, WFAB, WGY, WHN, WHOM, WINS, WLTH, WMCA, WNEW, WNYC, WOV, WQXR
5PM-8PM	WBIL, WBNX, WEVD, WHN, WHOM, WINS, WLTH, WLN, WMCA, WNYC, WOV, WQXR
8PM-12M	WBNX, WEVD, WHN, WHOM, WLTH, WNEW, 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	27.1	23.9	21.7	36.7
WEAF	21.0	30.3	25.0	34.7
WJZ	13.1	12.2	25.5	12.5
WOR	23.0	17.4	16.2	10.1
<i>Cohen</i>	<i>84.1</i>	<i>83.8</i>	<i>88.4</i>	<i>94.0</i>
	<i>15.8</i>	<i>16.2</i>	<i>11.6</i>	<i>5.0</i>

Other Stations With Less Than 5.0%

6AM-12N	WAAT, WBNX, WEAN, WELI, WEVD, WHN, WHOM, WICC
12N-5PM	WAAT, WARD, WBNX, WEVD, WFAB, WGY, WHN, WHOM, WLTH, WMCA
5PM-8PM	WBIL, WBNX, WEVD, WHN, WHOM, WLTH, WLN, WMCA
8PM-12M	WBNX, WEVD, WHN, WHOM, WLTH

* 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	7.1	5.6	*	*
KOMA	33.6	18.8	32.4	46.1
KTOK	*	5.1	*	*
WKY	76.4	79.7	76.8	78.6

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KTOK, KVOO, WFAA-BAP
12N-5PM	None
5PM-8PM	KFXR, KTOK, WBAL, WFAA-BAP, WLW
8PM-12M	KFXR, KTOK, KWK, WENR, WFAA-BAP, 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>
KOMA	27.0	8.8	26.4	29.9
WKY	68.3	84.6	70.7	66.4

Other Stations With Less Than 5.0%

6AM-12N	KFXR, KTOK, KVOO, WFAA-BAP
12N-5PM	KFXR, KTOK
5PM-8PM	KFXR, KTOK, WBAL, WFAA-BAP, WLW
8PM-12M	KFXR, KTOK, KWK, WENR, WFAA-BAP, WLW

* 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	23.3	10.4	23.4	34.2
KOIL	24.3	11.4	22.0	25.3 ✓
WAAW	11.5	6.7	*	Not on air
WCW	69.3	77.8	80.2	73.4

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFNF, KMA, KMMJ, WGN, WHB, WHO, WNAX, WOI
12N-5PM	KFNF, KMA, WHO, WOI
5PM-8PM	KFNF, KHBL, KMA, KMMJ, WAAW, WBBM, WHO, WLW
8PM-12M	KDKA, KFNF, KHBL, KMA, KOA, WBBM, WGN, WHO, 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>
KFAB	13.1	*	11.9	16.6
KOIL	10.7	*	14.6	16.3
WCW	70.5	86.6	72.3	66.1

Other Stations With Less Than 5.0%

6AM-12N	KFNF, KMA, KMMJ, WAAW, WGN, WHB, WHO, WNAX, WOI
12N-5PM	KFAB, KFNF, KMA, KOIL, WAAW, WHO, WOI
5PM-8PM	KFNF, KHBL, KMA, KMMJ, WAAW, WBBM, WHO, WLW
8PM-12M	KDKA, KFNF, KHBL, KMA, KOA, WBBM, WGN, WHO, WLW

* 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	34.0	31.3	48.1	59.2
WCAU	41.2	39.3	45.9	59.8
WDAS	12.0	20.8	*	*
WFIL	14.0	16.8	12.3	14.9 ✓
WIP	12.6	13.0	17.7	8.7
WJZ	29.6	15.3	29.2	14.5-
WOR	5.4	5.5	11.5	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WCAM, WEAJ, WHAT, WIBG, WPEN, WRAX, WTEL
12N-5PM	WABC, WCAM, WEAJ, WHAT, WIBG, WPEN
5PM-8PM	WABC, WCAM, WEAJ, WPEN, WSNJ, WTEL, WTNJ
8PM-12M	WABC, WCAM, WEAJ, WPEN, WRAX, WTEL, WTNJ, 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>
KYW	29.3	29.3	31.0	37.1
WCAU	27.8	29.4	31.4	40.0
WDAS	*	9.0	*	*
WFIL	8.5	10.5	7.1	8.3
WIP	6.1	8.1	9.1	*
WJZ	19.7	9.1	15.0	7.4

Other Stations With Less Than 5.0%

6AM-12N	WABC, WCAM, WEAJ, WHAT, WIBG, WOR, WPEN, WRAX, WTEL
12N-5PM	WABC, WCAM, WEAJ, WHAT, WIBG, WOR, WPEN
5PM-8PM	WABC, WCAM, WEAJ, WOR, WPEN, WSNJ, WTNJ, WTEL
8PM-12M	WABC, WCAM, WEAJ, WOR, WPEN, WRAX, WTNJ, WTEL, WIP

* 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	46.3	30.0	49.6	32.6 ✓
KQV	7.1	10.4	*	*
WCAE	48.3	60.7	67.8	71.3
WJAS	40.6	45.9	44.6	57.7
WWSW	6.9	7.6	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WHJB, WHK, WJR, WWVA
12N-5PM	WHJB, WKBN, WLF, WWVA
5PM-8PM	KQV, WHJB, WWSW, WWVA
8PM-12M	KQV, WHJB, WWSW

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	30.2	11.2	27.0	16.8
WCAE	41.4	57.4	47.2	48.7
WJAS	22.1	23.3	22.7	32.9

Other Stations With Less Than 5.0%

6AM-12N	KQV, WHJB, WHK, WJR, WWSW, WWVA
12N-5PM	KQV, WHJB, WKBN, WLF, WWSW, WWVA
5PM-8PM	KQV, WHJB, WWSW, WWVA
8PM-12M	KQV, WHJB, WWSW

* 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	7.7	5.6	7.0	*
KEX	14.6	11.1	*	18.9 ✓
KGW	43.5	55.1	61.9	68.6
KOIN	58.5	47.7	53.7	46.2

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KWJJ
12N-5PM	KBPS, KWJJ
5PM-8PM	KEX, KFI, KFJR, KNX, KOB, KWJJ
8PM-12M	KALE, KGO, KWJJ

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>
KEX	6.2	*	*	8.3
KGW	28.4	54.9	51.3	52.6
KOIN	60.5	36.9	42.2	36.1

Other Stations With Less Than 5.0%

6AM-12N	KALE, KWJJ
12N-5PM	KALE, KBPS, KEX, KWJJ
5PM-8PM	KALE, KEX, KFI, KFJR, KNX, KOB, KWJJ
8PM-12M	KALE, KGO, KWJJ

* 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	27.1	*	*	*
WEAN	30.7	34.8	42.3	33.4 ✓
WJAR	51.3	64.6	74.2	69.9
WPRO	58.9	44.0	62.0	67.6

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	None
12N-5PM	WBZ
5PM-8PM	WBZ
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	10.7	*	*	*
WEAN	16.2	13.8	22.0	17.5
WJAR	37.8	55.8	46.2	42.1
WPRO	35.7	29.6	30.2	40.1

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

ROCHESTER, NEW YORK

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
CBL	7.2	*	8.1	6.4
CRCT	5.1	*	*	*
WBEN	19.1	15.6	24.2	33.5
WEAF	*	*	*	5.5
WHAM	65.2	53.4	66.4	54.7
WHEC	54.2	70.4	68.8	72.7
WSAY	10.7	11.2	Not on air	Not on air

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WABC, WEAF, WGR, WJZ
12N-5PM	CBL, CRCT, WEAF, WGR, WJZ
5PM-8PM	CRCT, WABC, WBBM, WEAF, WJZ
8PM-12M	CRCT, WJZ

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>
WBEN	10.5	9.7	10.0	16.8
WHAM	44.2	27.2	41.9	29.9
WHEC	33.2	56.0	40.0	44.2
WSAY	6.1	5.0	Not on air	Not on air

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

ST. LOUIS, MISSOURI

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KMOX	64.2	64.5	59.7	59.5
KSD	19.1	23.0	51.2	43.1
KWK	19.9	17.6	20.0	18.2 ✓
WEW	5.0	*	*	Not on air
WIL	7.9	7.1	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KFUO, WTMV
12N-5PM	KFUO, WEW, WMAQ, WTMV
5PM-8PM	WEW, WGN, WIL, WLS, WTMV, XER
8PM-12M	KFUO, WIL, 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	60.9	59.3	46.0	49.0
KSD	14.4	19.9	38.4	33.7
KWK	11.9	9.9	12.3	13.7
WIL	6.3	5.5	*	*

Other Stations With Less Than 5.0%

6AM-12N	KFUO, WEW, WTMV
12N-5PM	KFUO, WEW, WMAQ, WTMV
5PM-8PM	WEW, WGN, WIL, WLS, WTMV, XER
8PM-12M	KFUO, WIL, 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	43.2	43.2	67.0	49.3
WCCO	51.4	36.8	54.2	58.9
WTCN	23.0	27.1	8.1	18.2

Other Stations Heard By Less Than 5.0% of Set Users

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

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	35.9	50.1	56.3	41.2
WCCO	47.5	31.2	37.6	44.6
WTCN	11.0	13.5	5.5	13.7

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

SAN FRANCISCO, CALIFORNIA

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFRC	24.1	18.0	18.0	12.4
KGO	18.6	10.3	17.5	28.3
KPO	39.7	58.3	57.8	75.8
KROW	*	6.0	*	*
KSFO	44.4	36.3	48.3	45.0
KYA	6.2	*	*	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KGGC, KJBS, KLS, KLX, KRE, KROW
12N-5PM	KGGC, KJBS, KLS, KLX, KRE, KYA
5PM-8PM	KGGC, KJBS, KLS, KLX, KQW, KRE, KROW, KYA
8PM-12M	KGA, KGGC, KJBS, KLS, KLX, KROW, KXA, 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	15.7	9.5	12.4	9.5
KGO	6.8	*	9.3	10.3
KPO	24.7	53.7	43.2	53.2
KSFO	43.8	20.8	29.7	22.5

Other Stations With Less Than 5.0%

6AM-12N	KGGC, KJBS, KLX, KRE, KROW, KYA
12N-5PM	KGGC, KGO, KJBS, KLX, KRE, KROW, KYA
5PM-8PM	KGGC, KJBS, KLX, KQW, KRE, KROW, KYA
8PM-12M	KGA, KGGC, KJBS, KLX, KROW, KXA, KYA

Under 5.0% -- See Other Classification.

SEATTLE, WASHINGTON

PERCENT OF SETS IN USE TUNING TO EACH STATION

Stations Heard By More Than 5.0% of Set Users

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KIRO	40.4	40.3	45.3	43.9
KJR	24.7	24.5	32.0	30.0
KOL	15.3	19.7	18.7	18.7
KOMO	37.2	51.5	63.2	76.0
KRSC	12.6	7.3	*	*
KVI	6.3	*	*	*
KXA	*	5.1	$\frac{1}{2}$	*

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	KTW, KXA
12N-5PM	KEEN, KMO, KVI
5PM-8PM	KEEN, KOAC, KRSC, KVI
8PM-12M	KRSC, 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>
KIRO	42.6	28.6	27.7	22.0
KJR	12.3	8.9	14.6	12.9
KOL	8.4	10.4	10.2	8.5
KOMO	28.8	47.4	45.1	55.1

Other Stations With Less Than 5.0%

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

* Under 5.0% - See Other Classification.

$\frac{1}{2}$ Off the air between sundown and 10:00 P.M.

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	9.0	14.7	Not on air	Not on air
KFPY	56.0	46.6	42.6	51.3
KGA	12.0	15.3	12.9	9.3 ✓
KHQ	34.5	37.3	55.8	66.8

Other Stations Heard By Less Than 5.0% of Set Users

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

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>
KFIO	6.3	10.4	Not on air	Not on air
KFPY	59.6	43.1	35.3	35.9
KGA	*	12.8	9.8	*
KHQ	29.3	33.3	53.6	58.4

Other Stations With Less Than 5.0%

6AM-12N	KGA
12N-5PM	None
5PM-8PM	None
8PM-12M	KGA, XELO

* Under 5.0% - See Other Classification.

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	64.5	73.9	70.0	83.6
WGY	5.3	6.5	11.8	15.1
WSYR	58.5	40.0	59.9	34.4 ✓
			71.7	

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	CFRB, WEOF, WESG, WHAM, WIBX, WJZ, WMBO
12N-5PM	CJBR, WEOF, WESG, WHAM, WJZ, WMBO
5PM-8PM	CFCT, KDKA, WEOF, WHAM, WJZ, WLW, WOR, WTAM
8PM-12M	CFRB, WEOF, WGN, WHAM, WJZ, WLW, WMAQ, WOR, 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	60.3	77.4	51.1	72.9
WGY	*	6.1	5.0	6.3
WSYR	35.6	14.7	41.7	18.0

Other Stations With Less Than 5.0%

6AM-12N	CFRB, WEOF, WESG, WGY, WHAM, WIBX, WJZ, WMBO
12N-5PM	CJBR, WEOF, WESG, WHAM, WJZ, WMBO
5PM-8PM	CFCT, KDKA, WEOF, WHAM, WJZ, WLW, WOR, WTAM
8PM-12M	CFRB, WEOF, WGN, WHAM, WJZ, WLW, WMAQ, WOR, 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	35.7	38.5	54.1	53.8
WMAL	38.9	24.6	34.1	27.8 ✓
WOL	18.9	25.1	19.5	10.2
WRC	56.6	49.2	74.0	73.5

Other Stations Heard By Less Than 5.0% of Set Users

6AM-12N	WBAL, WCAO, WJZ
12N-5PM	None
5PM-8PM	WLW
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>
WJSV	22.3	23.6	24.8	31.8
WMAL	16.3	11.9	13.9	13.5
WOL	9.7	19.2	9.5	5.8
WRC	51.3	45.3	51.5	48.8

Other Stations With Less Than 5.0%

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

MS 140 AF Box 11 Folder 3

CAB STATION REPORT

October 1937 - April 1938

CONFIDENTIAL

NBC Statistical Department

July 1938

METHOD

The basic information for this report was obtained in the course of the regular C.A.B. investigations during the period October 1937 through April 1938. 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 237,354 completed interviews with radio set owners made during the seven standard time months October 1937 through April 1938. These calls were distributed as follows:

Atlanta, Ga.	4,704	Minneapolis, Minn.	4,692
Baltimore, Md.	9,384	New Orleans, La.	4,704
Boston, Mass.	9,408	New York, N.Y.	18,720
Buffalo, N.Y.	9,408	Oklahoma City, Okla.	4,704
Chicago, Ill.	18,804	Omaha, Neb.	4,704
Cincinnati, O.	4,704	Philadelphia, Pa.	14,100
Cleveland, O.	9,408	Pittsburgh, Pa.	9,408
Dallas, Texas	4,704	Portland, Ore.	2,352
Des Moines, Iowa	9,408	Providence, R. I.	4,704
Detroit, Mich.	9,408	Rochester, N. Y.	4,704
Hartford, Conn.	4,704	St. Louis, Mo.	9,408
Houston, Texas	4,704	St. Paul, Minn.	4,692
Kansas City, Mo.	9,408	San Francisco, Cal.	9,408
Los Angeles, Cal.	9,396	Seattle, Wash.	2,346
Louisville, Ky.	4,704	Spokane, Wash.	2,340
Memphis, Tenn.	4,704	Syracuse, N. Y.	4,704
		Washington, D. C.	4,704

Table #2

PERCENT OF PROGRAMS HEARD OVER EACH STATIONStations Over 5.0%ATLANTA, GEORGIA

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAGA	11.2%	* %	5.4%	* %
WATL	8.7	12.0	*	*
WGST	38.8	35.1	24.0	34.3
WSB	41.3	43.6	66.2	54.9

BALTIMORE, MARYLAND

WBAL	24.7	18.2	23.6	16.8
WCAO	28.4	28.3	29.3	43.3
WCBM	5.2	6.8	*	*
WFBR	40.4	44.3	42.4	36.1

BOSTON, MASSACHUSETTS

WAAB	*	7.9	*	*
WBZ	15.5	7.2	19.6	13.0
WEEI	26.0	20.5	24.6	39.4
WNAC	49.3	56.2	48.6	44.5

BUFFALO, NEW YORK

WBEN	63.1	71.3	72.3	74.7
WBNY	5.0	*	*	*
WEBR	5.3	7.6	5.6	*
WGR	16.2	9.7	13.4	10.1
WKBW	6.6	6.9	6.0	9.7

CHICAGO, ILLINOIS

WBBM	26.3	36.8	25.9	31.7
WCFL	*	6.2	*	*
WENR-WLS	19.3	9.7	17.5	18.0
WGN	18.4	9.0	14.9	12.3
WJJD	5.5	*	*	Not on air
WMAQ	25.9	31.0	38.5	34.9

CINCINNATI, OHIO

WCKY	*	*	9.2	7.5
WKRC	23.4	21.8	18.5	31.3
WLW	50.1	66.4	64.3	54.6
WSAI	18.5	*	5.9	6.4

* Under 5.0%.

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Page 2.

CLEVELAND, OHIO

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WCLE	7.4%	6.0%	* %	Not on air.
WGAR	23.4	19.6	18.5	34.2%
WHK	26.7	16.3	15.5	16.5
WTAM	40.3	56.8	64.4	48.2

DALLAS, TEXAS

KRLD	47.6	32.1	39.7	32.3
WFAA-BAP	41.0	57.2	49.8	50.5
WRR	10.5	9.6	6.7	9.3

DETROIT, MICHIGAN

CKLW	6.1	5.5	*	*
WJR	32.9	24.2	20.9	38.6
WWJ	42.7	58.2	53.5	46.4
WXYZ	14.1	*	19.4	9.9

DES MOINES, IOWA

KSO	13.6	9.8	13.8	16.2
WHO	51.5	80.0	60.6	48.6
KRNT	33.9	9.7	25.5	35.0

HARTFORD, CONNECTICUT

WDRC	23.3	21.3	29.7	37.0
WJZ	5.4	*	*	*
WTIC	61.6	67.4	67.4	58.5

HOUSTON, TEXAS

KPRC	49.0	74.4	60.3	50.1
KTRH	36.0	15.8	31.7	45.2
KXYZ	14.7	9.5	5.0	*

KANSAS CITY, MISSOURI

KMBC	51.0	34.2	36.8	45.3
WDAF	22.1	45.9	56.7	48.6
WHB	22.4	14.2	Not on air	Not on air

LOS ANGELES, CALIFORNIA

KECA	*	*	5.0	5.0
KFI	21.4	35.3	37.1	49.7
KHJ	7.8	10.6	15.2	8.9
KNX	52.3	37.7	33.3	29.2

* Under 5.0%.

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Page 3.

LOUISVILLE, KENTUCKY

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
WAVE	* %	22.4%	40.2%	35.9%
WHAS	73.3	33.4	48.6	52.7
WLW	22.0	44.0	11.1	11.5

MEMPHIS, TENNESSEE

WBBQ	5.7	*	*	*
WMC	39.8	68.3	63.0	53.5
WMPS	13.8	13.2	*	*
WREC	40.8	15.3	31.2	39.6

MINNEAPOLIS, MINNESOTA

KSTP	25.7	42.0	55.9	27.8
WCCO	59.6	35.2	34.4	59.3
WDGY	*	7.0	Not on air	Not on air
WTCN	6.7	13.8	7.8	11.9

NEW ORLEANS, LOUISIANA

WDSU	12.3	12.5	9.3	5.2
WSMB	13.0	45.5	34.7	44.3
WWL	71.6	39.6	51.6	44.8

NEW YORK, NEW YORK

WABC	27.1	23.9	21.7	36.7
WEAF	21.0	30.3	25.0	34.7
WJZ	13.1	12.2	25.5	12.5
WOR	23.0	17.4	16.2	10.1

OKLAHOMA CITY, OKLAHOMA

KOMA	27.0	8.8	26.4	29.9
WKY	68.3	84.6	70.7	66.4

OMAHA, NEBRASKA

KFAB	13.1	*	11.9	16.6
KOIL	10.7	*	14.6	16.3
WOW	70.5	86.6	72.3	66.1

PHILADELPHIA, PA.

KYW	29.3	29.3	31.0	37.1
WCAU	27.8	29.4	31.4	40.0
WDAS	*	9.0	*	*
WFIL	8.5	10.5	7.1	8.3
WIP	6.1	8.1	9.1	*
WJZ	19.7	9.1	15.0	7.4

* Under 5.0%.

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Page 4.

PITTSBURGH, PENNSYLVANIA

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KDKA	30.2%	11.2%	27.0%	16.8%
WCAE	41.4	57.4	47.2	48.7
WJAS	22.1	23.3	22.7	32.9

PORTLAND, OREGON

KEX	6.2	*	*	8.3
KGW	28.4	54.9	51.3	52.6
KOIN	60.5	36.9	42.2	36.1

PROVIDENCE, RHODE ISLAND

WBZ	10.7	*	*	*
WEAN	16.2	13.8	22.0	17.5
WJAR	37.8	55.8	46.2	42.1
WPRO	35.7	29.6	30.2	40.1

ROCHESTER, NEW YORK

WBEN	10.5	9.7	10.0	16.8
WHAM	44.2	27.2	41.9	29.9
WHEC	33.2	56.0	40.0	44.2
WSAY	6.1	5.0	Not on air	Nor on air

ST LOUIS, MISSOURI

KMOX	60.9	59.3	46.0	49.0
KSD	14.4	19.9	38.4	33.7
KWK	11.9	9.9	12.3	13.7
WIL	6.3	5.5	*	*

ST PAUL, MINNESOTA

KSTP	35.9	50.1	56.3	41.2
WCCO	47.5	31.2	37.6	44.6
WTCN	11.0	13.5	5.5	13.7

SAN FRANCISCO, CALIFORNIA

KFRC	15.7	9.5	12.4	9.5
KGO	6.8	*	9.3	10.3
KPO	24.7	53.7	43.2	53.2
KSFO	43.8	20.8	29.7	22.5

SEATTLE, WASHINGTON

KIRO	42.6	28.6	27.7	22.0
KJR	12.3	8.9	14.6	12.9
KOL	8.4	10.4	10.2	8.5
KOMO	28.8	47.4	45.1	55.1

* Under 5.0%.

PERCENT OF PROGRAMS HEARD OVER EACH STATION

Page 5.

SPOKANE, WASHINGTON

<u>Station</u>	<u>6AM-12N</u>	<u>12N-5PM</u>	<u>5PM-8PM</u>	<u>8PM-12M</u>
KFIO	6.3%	10.4%	Not on air	Not on air
KFPY	59.6	43.1	35.3	35.9
KGA	*	12.8	9.8	*
KHQ	29.3	33.3	53.6	58.4

SYRACUSE, NY

WFBL	60.3	77.4	51.1	72.9
WGY	*	6.1	5.0	6.3
WSYR	35.6	14.7	41.7	18.0

WASHINGTON, D. C.

WJSV	22.3	23.6	24.8	31.8
WMAL	16.3	11.9	13.9	13.5
WOL	9.7	19.2	9.5	5.8
WRC	51.3 ✓	45.3 ✓	51.5 ✓	48.8 ✓

10/37-7/38

Table #1

PERCENT OF PROGRAMS HEARD OVER EACH STATION

BASIC NETWORK CITIES

City & Time	RED			BLUE			CBS		
	1938	1937	Change	1938	1937	Change	1938	1937	Change
<u>Baltimore</u>									
6AM-12 N	40%	45%	- 5%	25%	26%	- 1%	28%	22%	+ 6%
12 N- 5PM	44	56	-12	18	19	- 1	28	20	+ 8
5PM- 8PM	42	50	- 8	24	21	+ 3	29	26	+ 3
8PM-12 M	36	32	+ 4	17	22	- 5	43	42	+ 1
	Station	Rating	Change	Station	Rating	Change	Station	Rating	Change
	WFBR			WBAL			WCAO		
<u>Boston</u>									
6AM-12 N	49	55	- 6	16	16	0	26	18	+ 8
12 N- 5PM	56	60	- 4	7	10	- 3	21	15	+ 6
5PM- 8PM	49	49	0	20	21	- 1	25	24	+ 1
8PM-12 M	45	41	+ 4	13	16	- 3	39	40	- 1
	Station	Rating	Change	Station	Rating	Change	Station	Rating	Change
	WNAC			WBZ			WEET		
<u>Chicago</u>									
6AM-12 N	26	35	- 9	19	21	- 2	26	20	+ 6
12 N- 5PM	31	32	- 1	10	17	- 7	37	27	+10
5PM- 8PM	39	24	+15	18	24	- 6	26	32	- 6
8PM-12 M	35	35	0	18	20	- 2	32	30	+ 2
	Station	Rating	Change	Station	Rating	Change	Station	Rating	Change
	WMAQ			WENR-WIS			WBMM		
<u>Cincinnati</u>									
6AM-12 N	50	58	- 8	50	58	- 8			
12 N- 5PM	19	14	+ 5	(under 5)	5	-	23	23	0
5PM- 8PM	66	65	+ 1	66	65	+ 1			
8PM-12 M	(under 5)	10	-	(under 5)	6	-	22	18	+ 4
	64	74	-10	64	74	-10			
	6	(under 5)	+	9	7	+ 2	19	18	+ 1
	55	53	+ 2	55	53	+ 2			
	6	6	0	8	11	- 3	31	30	+ 1
	Station	Rating	Change	Station	Rating	Change	Station	Rating	Change
	WLW			WLW			WKRC		
	WSAI			WCKY					
	WLW			WLW			WKRC		
	WSAI			WCKY					
	WLW			WLW			WKRC		
	WSAI			WCKY					
	WLW			WLW			WKRC		
	WSAI			WCKY					

BASIC NETWORK CITIES

CBS

BLUE

RED

City & Time	Station	1938		1937		Station	1938		1937		Station	1938		1937	
		Rating	Change	Rating	Change		Rating	Change	Rating	Change		Rating	Change	Rating	Change
<u>Cleveland</u>															
6AM-12 N	WTAM	40%	-14%	54%	-14%	WHK	27%	WGAR 18%	+ 9%	WGAR	23%	WHK 23%	0%		
12 N- 5PM		57	- 3	60	- 3		16	13	+ 3		20	22	- 2		
5PM- 8PM		64	+ 5	59	+ 5		16	16	0		19	34	-15		
8PM-12 M		48	+ 3	45	+ 3		17	16	+ 1		34	39	+ 5		
<u>Detroit</u>															
6AM-12 N	WMJ	43	-22	65	-22	WXYZ	14	10	+ 4	WGAR	33	18	+15		
12 N- 5PM		58	-16	74	-16		(under 5)	(under 5)	0	WJR	24	13	+11		
5PM- 8PM		54	+ 1	53	+ 1		19	20	- 1		21	23	- 2		
8PM-12 M		46	+ 2	44	+ 2		10	11	- 1		39	42	- 3		
<u>Hartford</u>															
6AM-12 N	WTIC	62	-10	72	-10	(WJZ)	5	(under 5)	+ 0	WBRC	28	20	+ 3		
12 N- 5PM		67	- 6	73	- 6		(under 5)	(under 5)	0		21	12	+ 9		
5PM- 8PM		67	+14	53	+14		(under 5)	6	-		30	37	- 7		
8PM-12 M		59	+ 9	50	+ 9		(under 5)	(under 5)	0		37	47	-10		
<u>Kansas City</u>															
6AM-12 N	WDAF	22	-11	33	-11	WREN	(under 5)	5	-	KMBC	51	37	+14		
12 N- 5PM		46	+ 3	43	+ 3		(under 5)	(under 5)	0		34	30	+ 4		
5PM- 8PM		57	+18	39	+18		(under 5)	6	-		37	50	-13		
8PM-12 M		49	+ 1	48	+ 1		(under 5)	5	-		45	45	0		
<u>Minneapolis (Also see St. Paul)</u>															
6AM-12 N	KSTP	26	- 3	29	- 3	WTCN	7	(under 5)	+ 6	WCCO	60	62	- 2		
12 N- 5PM		42	-18	60	-18		14	8	+ 6		35	23	+12		
5PM- 8PM		56	+15	41	+15		8	(under 5)	+ 0		34	53	-19		
8PM 12 M		28	- 9	37	- 9		12	(under 5)	+ 0		59	59	0		
<u>New York City</u>															
6AM-12 N	WEAF	21	- 3	24	- 3	WJZ	13	20	- 7	WABC	27	24	+ 3		
12 N- 5PM		30	+ 3	27	+ 3		12	13	- 1		24	22	+ 2		
5PM- 8PM		25	0	25	0		26	24	+ 2		22	26	- 4		
8PM 12 M		35	+ 8	27	+ 8		13	17	- 4		37	38	- 1		

BASIC NETWORK CITIES.

RED

BLUE

CBS

City & Time	<u>RED</u>			<u>BLUE</u>			<u>CBS</u>		
	1938 Rating	1937 Rating	Change	1938 Rating	1937 Rating	Change	1938 Rating	1937 Rating	Change
<u>Omaha</u>									
6AM-12 N	71%	73%	- 2%	11% (under 5)	17%	- 6%	13% (under 5)	6%	+ 7%
12 N- 5PM	87	77	+10	15	13	-	12	15	0
5PM- 8PM	72	59	+13	16	26	-11	17	15	- 3
8PM-12 M	66	63	+ 3		21	- 5		15	+ 2
<u>Philadelphia</u>									
6AM-12 N	29	35	- 6	20	20	0	28	25	+ 3
12 N- 5PM	29	34	- 5	9 (under 5)	10	+	29	24	+ 5
5PM- 8PM	31	37	- 6	11	6	+ 5	31	26	+ 5
8PM-12 M	37	32	+ 5	15	18	- 3	40	43	- 3
				7	7	0			
				7	7	0			
				8	8	0			
<u>Pittsburgh</u>									
6AM-12 N	41	51	-10	30	27	+ 3	22	15	+ 7
12 N- 5PM	57	69	-12	11	10	+ 1	23	16	+ 7
5PM- 8PM	47	48	- 1	27	25	+ 2	23	24	- 1
8PM-12 M	49	45	+ 4	17	20	- 3	33	33	0
<u>Providence</u>									
6AM-12 N	38	48	-10	16	13	+ 3	36	35	+ 1
12 N- 5PM	56	68	-12	14	17	- 3	30	13	+17
5PM- 8PM	46	45	+ 1	22	13	+ 9	30	38	- 8
8PM-12 M	42	38	+ 4	18	17	+ 1	40	44	- 4
<u>Rochester</u>									
6AM-12 N	11	17	- 6	44	49	- 5	33	24	+ 9
12 N- 5PM	10	15	- 5	27	33	- 6	56	38	+18
5PM 8PM	10	12	- 2	42	36	+ 6	40	30	+10
8PM-12 M	17	14	+ 3	30	36	- 6	44	37	+ 7

BASIC NETWORK CITIES (Cont'd)
BLUE

CBS

RED

City & Time	1938		1937		Station	1938		1937		Station	1938		1937	
	Rating	Change	Rating	Change		Rating	Change	Rating	Change		Rating	Change	Rating	Change
<u>St. Louis</u>														
6AM-12 N	14%	-10%	24%	-10%	KWK	12%	-5%	17%	-5%	KMOX	61%	49%	49%	+12%
12 N- 5PM	20	-10	30	-10		10	-1	11	-1		59	50	50	+9
5PM- 8PM	38	+7	31	+7		12	-3	15	-3		46	50	50	-4
8PM-12 M	34	+3	31	+3		14	-4	18	-4		49	48	48	+1
<u>St. Paul (Also see Minneapolis)</u>														
6AM-12 N	36	-9	45	-9	WTCN	11	+2	9	+2	WCCO	48	43	43	+5
12 N- 5PM	50	-14	64	-14		14	+3	11	+3		31	23	23	+8
5PM- 8PM	56	+15	41	+15		6	+8	(under 5)	+8		38	57	57	-19
8PM-12 M	41	-7	48	-7		14	+8	6	+8		45	46	46	-1
<u>Syracuse</u>														
6AM-12 N	(under 5)	-	11	-	WSYR	36	-2	38	-2	WFBL	60	50	50	+10
12 N- 5PM	6	-1	7	-1		15	-11	26	-11		77	67	67	+10
5PM- 8PM	5	+	(under 5)	+		42	0	42	0		51	53	53	-2
8PM-12 M	6	+	(under 5)	+		18	-8	26	-8		73	69	69	+4
<u>Washington, D. C.</u>														
6AM-12 N	51	+7	44	+7	WMAL	16	-9	25	-9	WJSV	22	22	22	0
12 N- 5PM	45	-9	54	-9		12	+1	11	+1		24	16	16	+8
5PM- 8PM	52	-4	56	-4		14	0	14	0		25	22	22	+3
8PM-12 M	49	+10	39	+10		14	-2	16	-2		32	35	35	-3

PACIFIC NETWORK CITIES

City & Time	<u>N B C</u>			<u>N B C</u>			<u>C B S</u>				
	1938	1937	Change	Station	1938	1937	Change	Station	1938	1937	Change
<u>Los Angeles</u>											
6AM-12 N	21%	20%	+ 1%	KECA	(under 5)	10%	-	KNX	52%	51%	+ 1%
12 N- 5PM	35	43	- 8		(under 5)	13	-		38	17	+21
5PM- 8PM	37	26	+11		5	9	- 4		33	42	- 9
8PM-12 M	50	42	+ 8		5	11	- 6		29	27	+ 2
<u>Portland</u>											
6AM-12 N	28	39	-11	KEX	6	8	- 2	KOTN	61	50	+11
12N- 5PM	55	58	- 3		(under 5)	10	-		37	27	+10
5PM- 8PM	51	43	+ 8		(under 5)(under 5)	5	0		42	47	- 5
8PM-12 M	53	62	- 9		8	16	- 8		36	20	+16
<u>San Francisco</u>											
6AM-12 N	25	30	- 5	KGO	7	24	-17	KSFO	44	26	+18
12 N- 5PM	54	46	+ 8		(under 5)	18	-		21	14	+ 7
5PM- 8PM	43	38	+ 5		9	15	- 6		30	34	- 4
8PM-12 M	53	47	+ 6		10	19	- 9		23	24	- 1
<u>Seattle</u>											
6AM-12 N	29	34	- 5	KJR	12	14	- 2	KIRO	43	44	- 1
12 N- 5PM	47	56	- 9		9	11	- 2		29	26	+ 3
5PM- 8PM	45	38	+ 7		15	23	- 8		28	35	- 7
8PM-12 M	55	57	- 2		13	16	- 3		22	24	- 2
<u>Spokane</u>											
6AM-12 N	29	41	-12	KGA	(under 5)	7	-	KFPY	60	48	+12
12 N- 5PM	33	54	-21		13	10	+ 3		43	31	+12
5PM- 8PM	54	46	+ 8		10	12	- 2		35	42	- 7
8PM-12 M	58	65	- 7		(under 5)	9	-		36	26	+10

SUPPLEMENTARY CITIES

<u>City & Time</u>	<u>N B C</u>			<u>N B C</u>			<u>C B S</u>		
	<u>1938</u>	<u>1937</u>	<u>Change</u>	<u>1938</u>	<u>1937</u>	<u>Change</u>	<u>1938</u>	<u>1937</u>	<u>Change</u>
	<u>Station</u>	<u>Rating</u>	<u>Rating</u>	<u>Station</u>	<u>Rating</u>	<u>Rating</u>	<u>Station</u>	<u>Rating</u>	<u>Rating</u>
<u>Atlanta</u>									
6AM-12 N	WSB	41%	54%	WAGA	11% (under 5)	+ 0%	WGST	37%	+ 2%
12 N- 5PM		49	67		(under 5)(under 5)	0		25	+10
5PM- 8PM		66	65		5 (under 5)	+ 0		27	- 3
8PM-12 M		55	64		(under 5)(under 5)	0		30	+ 4
<u>Dallas</u>									
6AM-12 N	WFAA-WBAP	41	58	KGKO			KRLD	35	+13
12 N- 5PM		57	74	(Moved to Dallas				19	+13
5PM- 8PM		50	55	from Wichita Falls				40	0
8PM-12 M		51	51	May 1, 1938)				45	-13
<u>Houston</u>									
6AM-12 N	KPRC	49	70	KXYZ	15	11	KTRH	19	+17
12 N- 5PM		74	78		10	11		11	+ 5
5PM- 8PM		60	53		5	13		30	+ 2
8PM-12 M		50	54		(under 5)(under 5)	0		43	+ 2
<u>Louisville</u>									
6AM-12 N	WAVE (under 5)	37	37	WIM	22	12	WHAS	51	+22
12 N- 5PM		22	31		44	52		17	+16
5PM- 8PM		40	36		11	17		47	+ 2
8PM-12 M		36	47		12	6		47	+ 6
<u>Memphis</u>									
6AM-12 N	WMC	40	56	WMPS	14	32	WREC	9	+32
12 N- 5PM		68	39		13	36		21	- 6
5PM- 8PM		63	59		(under 5)	7		19	+12
8PM-12 M		54	61		(under 5)(under 5)	0		32	+ 8
<u>New Orleans</u>									
6AM-12 N	WSMB	13	30	WDSU	12	15	WWL	54	+18
12 N-5 PM		46	50		13	13		36	+ 4
5PM- 8PM		35	31		9	8		57	- 5
8PM-12 M		44	52		5	6		40	+ 5

SUPPLEMENTARY CITIES (Cont'd)

<u>City & Time</u>	<u>N B C</u>			<u>N B C</u>			<u>C B S</u>			
	<u>Station</u>	<u>1938 Rating</u>	<u>1937 Rating</u>	<u>Station</u>	<u>1938 Rating</u>	<u>1937 Rating</u>	<u>Station</u>	<u>1938 Rating</u>	<u>1937 Rating</u>	<u>Change</u>
Oklahoma City										
6AM-12 N	WKY	68%	69%	KTOK (NBC 5/1/38)	(under 5)	(under 5)	KOMA	27%	23%	+ 4%
12 N- 5PM		85	83		" "	" "		9	12	- 3
5PM- 8PM		71	64		" "	" "		26	32	- 6
8PM-12 M		66	66		" "	" "		30	32	- 2