

LOS ANGELES, CALIF. JANUARY, 1950



RADIO - TV COMPARISONS

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Chartbook

This Report is based on sampling telephone homes within each city using the telephone coincidental method of interviewing. The Station Audience Measurements contained herein, therefore, do not reflect the audiences in areas "outside".



C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS
NEW YORK

Chicago Norwalk Hollywood

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It is the function of this Report to establish measurements showing the comparative size and distribution of broadcast audiences among telephone homes in the city zone of a specific city. The actual homes to which these measurements apply are telephone homes listed in the telephone directory(ies) for this city which are included in the Non-Toll-Call Area.

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* * * *

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RADIO - TV COMPARISONS

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

EVENING

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted the First and Third Weeks of Month.
 Stations With Less Than 1.0 Included in Others.

SUN. - SAT.

6:00 P.M. - 10:00 P.M.

JAN-FEB		B'DCAST AUD. 39.2 YEAR AGO 36.5	RADIO SHARE ➡					90.4	10.5	◀ TV
KFAC 2.9 KLAC 2.0 KFWB 1.6 KXLA 1.4 OTH. 2.8	KMPC 3.1	KHJ 13.0	KECA 15.1	KNX 22.9	KFI 26.1	KTLA 4.9	KTSL 1.8 OTH. 3.8			

FEB-MAR		B'DCAST AUD. 39.7 YEAR AGO 36.1	RADIO SHARE ➡					89.6	12.1	◀ TV
KFAC 2.9 KMPC 2.7 KLAC 2.2 KFWB 1.4 KXLA 1.3 OTH. 3.0		KHJ 12.5	KECA 14.9	KNX 23.1	KFI 25.6	KTLA 5.2	KNBH 2.2 KTSL 2.1 KTTV 1.4 OTH. 1.2			

MAR-APR		B'DCAST AUD. 39.3 YEAR AGO 33.8	RADIO SHARE ➡					87.0	14.9	◀ TV SHARE
KLAC 2.9 KMPC 2.8 KFAC 2.6 KFWB 1.4 KXLA 1.4 OTH. 3.3		KHJ 12.1	KECA 14.3	KFI 23.0	KNX 23.2	KTLA 7.5	KNBH 2.2 KTSL 2.1 KLAC-TV 1.6 KTTV 1.4 OTH. 0.1			

APR-MAY		B'DCAST AUD. 37.3 YEAR AGO 30.8	RADIO SHARE ➡					84.2	15.8	◀ TV SHARE
KFAC 2.6 KXLA 1.4 KFWB 1.3 OTH. 2.8	KMPC 3.7	KLAC 3.7	KHJ 11.3	KECA 12.6	KFI 22.0	KNX 22.8	KTLA 8.2	KNBH 2.2 KLAC-TV 1.9 KTSL 1.8 KTTV 1.6 OTH. 0.1		

MAY-JUN		B'DCAST AUD. 34.3 YEAR AGO 30.1	RADIO SHARE ➡					82.5	17.5	◀ TV SHARE
KFAC 2.5 KFWB 1.4 KXLA 1.3 OTH. 3.1	KMPC 4.1	KLAC 4.4	KHJ 10.7	KECA 11.5	KFI 21.3	KNX 22.2	KTLA 8.4	KNBH 2.7 KTTV 2.2 KLAC-TV 2.1 KTSL 2.0 OTH. 0.1		

JUN-JUL		B'DCAST AUD. 31.3 YEAR AGO 27.8	RADIO SHARE ➡					79.0	21.0	◀ TV SHARE
KFAC 2.9 KFWB 1.5 KXLA 1.3 OTH. 3.2	KMPC 4.5	KLAC 5.4	KECA 10.8	KHJ 12.0	KFI 17.9	KNX 19.5	KTLA 10.1	KNBH 3.0 KLAC-TV 2.8 KTSL 2.5 KTTV 2.5 OTH. 0.1		

JUL-AUG		B'DCAST AUD. YEAR AGO	30.0 25.4	RADIO SHARE ➡					76.0 24.0	TV SHARE ◀		
KFWB 1.7	KFAC	KMPC	KLAC	KECA	KHJ	KFI	KNX	KTTLA	KLAC-TV	KNBH	KTTV	2.8
KXLA 1.4				10.0	12.8	16.8	17.2	12.3	3.2	3.0	KTSL	2.6
OTH. 3.1	3.2	4.9	4.9								OTH.	0.1

AUG-SEP		B'DCAST AUD. YEAR AGO	31.4 26.2	RADIO SHARE ➡					74.3 25.7	TV SHARE ◀		
KFAC 2.9	KLAC	KMPC	KECA	KHJ	KFI	KNX	KTTLA	KLAC-TV	KTTV	KTSL	2.5	
KFWB 2.2			9.9	11.8	16.5	18.0	13.2	3.3	3.3	KNBH	2.4	
KXLA 1.3	4.4	4.5								OTH.	1.0	
OTH. 2.8												

SEP-OCT		B'DCAST AUD. YEAR AGO	34.8 29.9	RADIO SHARE ➡					71.9 28.1	TV SHARE ◀		
KFAC 2.5	KMPC	KLAC	KECA	KHJ	KFI	KNX	KTTLA	KTTV	KNBH	KTSL	2.8	
KFWB 1.7			9.2	10.7	17.4	20.5	13.0	3.8	3.5	KLAC-TV	2.5	
KXLA 1.0	3.1	3.3								OTH.	2.5	
OTH. 2.4												

OCT-NOV		B'DCAST AUD. YEAR AGO	37.0 33.5	RADIO SHARE ➡					68.7 31.3	TV SHARE ◀		
KFAC 2.4	KECA	KHJ	KFI	KNX	KTTLA	KNBH	KTTV	KECA-TV	KTSL	KLAC-TV	2.0	
KMPC 2.2		10.3	17.1	21.6	13.6	5.3	3.9	3.2	3.2			
KLAC 1.9	8.8											
KFWB 1.3												
OTH. 3.1												

NOV-DEC		B'DCAST AUD. YEAR AGO	38.3 35.1	RADIO SHARE ➡					66.0 34.0	TV SHARE ◀		
KFAC 2.0	KECA	KHJ	KFI	KNX	KTTLA	KNBH	KTTV	KECA-TV	KTSL	KLAC-TV	2.3	
KMPC 2.0		10.4	16.1	21.3	14.3	5.8	4.4	3.7	3.5			
KLAC 1.6	8.4											
KFWB 1.2												
OTH. 3.0												

DEC-JAN		B'DCAST AUD. YEAR AGO	39.7 37.0	RADIO SHARE ➡					63.6 36.4	TV SHARE ◀		
KMPC 2.3	KECA	KHJ	KFI	KNX	KTTLA	KNBH	KTTV	KTSL	KECA-TV	KLAC-TV	2.8	
KFAC 1.9		9.8	16.3	20.5	15.1	6.4	4.7	3.8	3.5			
KLAC 1.4	7.6											
OTH. 3.8												

JAN-FEB		B'DCAST AUD. YEAR AGO		RADIO SHARE ➡						TV SHARE ◀		

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

AFTERNOON

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted the First and Third Weeks of Month.
 Stations With Less Than 1.0 Included in Others.

SUNDAY
 12:00 NOON-6:00 P.M.

JAN-FEB		B'DCAST AUD. 30.3	RADIO SHARE ➡					99.0	2.2
YEAR AGO 26.4									
KFWB 2.9	KMPC	KECA	KHJ	KNX	KFI	ETLA 1.4			
KFAC 2.4						OTH. 0.8			
KLAC 2.0									
KXLA 1.4	3.3	14.0	18.1	25.1	25.1				
OTH. 4.7									

FEB-MAR		B'DCAST AUD. 27.7	RADIO SHARE ➡					95.1	6.6	TV
YEAR AGO 24.2										
KXLA 1.8	KFWB	KMPC	KFAC	KECA	KHJ	KNX	KFI	KFI-TV 3.0	KNBH 1.3	
KLAC 1.6								ETLA 1.3	ETLA 1.3	
OTH. 4.2								KLAC-TV 1.0		
	3.1	3.2	3.2	12.6	16.5	24.1	24.8			

MAR-APR		B'DCAST AUD. 28.6	RADIO SHARE ➡					89.8	12.7	TV SHARE
YEAR AGO 23.7										
KXLA 2.5	KFWB	KLAC	KMPC	KECA	KHJ	KFI	KNX	KFI-TV 3.9	KLAC-TV 3.3	
KFAC 2.1								ETLA 3.2	KNBH 1.3	
OTH. 4.7									OTH. 1.0	
	3.0	3.2	5.7	11.3	15.4	20.7	21.2			

APR-MAY		B'DCAST AUD. 27.9	RADIO SHARE ➡					86.8	13.2	TV SHARE
YEAR AGO 24.3										
KFWB 2.6	KLAC	KMPC	KECA	KHJ	KFI	KNX	KLAC-TV 5.2	ETLA 3.3	KFI-TV 2.8	
KXLA 2.3									ETTV 1.0	
KFAC 1.4									OTH. 0.9	
OTH. 4.5	4.8	8.9	10.3	14.4	18.5	19.1				

MAY-JUN		B'DCAST AUD. 24.7	RADIO SHARE ➡					86.2	13.8	TV SHARE
YEAR AGO 23.3										
KFWB 2.6	KLAC	KMPC	KECA	KHJ	KNX	KFI	KLAC-TV 9.0	KFI-TV 3.4	OTH. 1.3	
KFAC 2.0										
KXLA 1.6										
KRKR-KFSG 1.1	7.8	8.7	8.7	15.3	16.5	18.3				
OTH. 3.6										

JUN-JUL		B'DCAST AUD. 23.4	RADIO SHARE ➡					84.8	15.2	TV SHARE
YEAR AGO 21.4										
KFWB 2.6	KMPC	KLAC	KECA	KFI	KNX	KHJ	KLAC-TV 10.6	KFI-TV 3.7	OTH. 1.3	
KFAC 2.2										
KXLA 1.3										
KRKR-KFSG 1.3	9.1	9.2	9.2	14.1	15.8	16.2				
OTH. 3.8										

JUL-AUG		B'DCAST AUD. YEAR AGO	22.7 21.4	RADIO SHARE ➔						84.4 15.6	TV SHARE ◀	
KFAC	2.7	KFWB	KLAC	KMPC	KECA	KFI	KNX	KHJ	KLAC-TV	KFI-TV	OTH.	
KXLA	1.8										0.8	
OTH.	4.9	3.0	8.8	9.4	10.0	11.7	14.5	17.6	9.5	5.3		

AUG-SEP		B'DCAST AUD. YEAR AGO	22.9 20.7	RADIO SHARE ➔						81.9 18.1	TV SHARE ◀	
KFAC	2.5	KFWB	KMPC	KECA	KLAC	KFI	KNX	KHJ	KLAC-TV	KFI-TV	OTH.	
KXLA	2.0										0.3	
OTH.	4.8	4.6	6.4	7.9	9.3	10.9	15.2	18.3	10.9	5.6		

SEP-OCT		B'DCAST AUD. YEAR AGO	24.1 21.7	RADIO SHARE ➔						84.3 15.7	TV SHARE ◀	
KXLA	1.8	KFWB	KECA	KLAC	KMPC	KFI	KHJ	KNX	KFI-TV	KLAC-TV	OTH.	
KFAC	1.7										0.4	
OTH.	4.9	5.4	5.7	6.3	7.2	12.4	17.4	21.5	9.0	4.9		

OCT-NOV		B'DCAST AUD. YEAR AGO	25.0 23.9	RADIO SHARE ➔						86.0 14.0	TV SHARE ◀	
KXLA	1.6	KLAC	KFWB	KECA	KMPC	KHJ	KFI	KNX	KFI-TV	KLAC-TV	OTH.	
KFAC	1.3										0.1	
OTH.	4.2	3.5	5.5	6.1	9.4	16.4	16.4	21.6	11.4			

NOV-DEC		B'DCAST AUD. YEAR AGO	30.1 24.8	RADIO SHARE ➔						82.7 17.3	TV SHARE ◀	
KLAC	2.3	KFWB	KECA	KMPC	KHJ	KFI	KNX	KFI-TV	KTLA	KLAC-TV	OTH.	
KXLA	1.4										0.1	
OTH.	4.4	3.5	7.5	11.6	11.6	17.6	19.8	7.8	4.9	3.4		

DEC-JAN		B'DCAST AUD. YEAR AGO	32.1 28.8	RADIO SHARE ➔						76.5 23.5	TV SHARE ◀	
KLAC	2.6	KECA	KMPC	KHJ	KFI	KNX	KTLA	KFI-TV	KLAC-TV	KECA-TV	OTH.	
KFWB	1.7										1.3	
KXLA	1.4	7.2	7.7	13.1	16.8	21.4	10.5	6.2	3.6			
OTH.	4.5											

JAN-FEB		B'DCAST AUD. YEAR AGO		RADIO SHARE ➔						TV SHARE ◀	

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

MORNING

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted the First and Third Weeks of Month.
 Stations With Less Than 1.0 Included in Others.

MON. - FRI.

8:00 A.M. - 12:00 NOON.

JAN-FEB		B'DCAST AUD. 17.5 YEAR AGO 16.0		RADIO SHARE ➡				100.0
KFWB	2.7	KMPC	KLAC	KHJ	KFI	KNX	KECA	
KFAC	2.0							
KXLA	1.5							
OTH.	5.5							
								3.8

FEB-MAR		B'DCAST AUD. 17.1 YEAR AGO 16.4		RADIO SHARE ➡				100.0
KFWB	2.6	KMPC	KLAC	KHJ	KFI	KNX	KECA	
KXLA	1.8							
KFAC	1.6							
OTH.	5.5							
								3.0

MAR-APR		B'DCAST AUD. 16.1 YEAR AGO 14.6		RADIO SHARE ➡				100.0
KFWB	2.7	KMPC	KLAC	KHJ	KFI	KECA	KNX	
KMPC	2.6							
KFAC	1.9							
KXLA	1.9							
OTH.	5.8							6.8

APR-MAY		B'DCAST AUD. 16.1 YEAR AGO 14.4		RADIO SHARE ➡				99.9 0.1
KMPC	2.9	KMPC	KLAC	KHJ	KFI	KECA	KNX	
KFWB	2.8							
KFAC	2.6							
KXLA	2.0							
OTH.	6.6							6.9

MAY-JUN		B'DCAST AUD. 16.1 YEAR AGO 14.5		RADIO SHARE ➡				99.8 0.2
KFAC	2.9	KMPC	KLAC	KHJ	KFI	KECA	KNX	
KXLA	2.9							
KMPC	2.8							
KFWB	2.6							
OTH.	6.6							6.6

JUN-JUL		B'DCAST AUD. 15.3 YEAR AGO 14.2		RADIO SHARE ➡				99.9 0.1	
KFAC	2.4	KMPC	KLAC	KHJ	KFI	KECA	KNX		
OTH.	6.9							3.1	3.1

JUL-AUG		B'DCAST AUD. 14.6 YEAR AGO 14.0		RADIO SHARE ➡						100.0	
KMPC	2.9	KFAC	KFWB	KLAC	KHJ	KFI	KECA	KNX			
KFAC	2.6										
KXLA	2.6										
KRRD-KFSG	1.1										
OTH.	5.7	3.4		8.7	11.8	14.5	21.9	24.8			

AUG-SEP		B'DCAST AUD. 13.8 YEAR AGO 12.5		RADIO SHARE ➡						99.8 0.2	
KMPC	2.8	KFAC	KFWB	KLAC	KHJ	KFI	KECA	KNX			
KXLA	2.8										
OTH.	5.9								3.2	4.0	8.9

SEP-OCT		B'DCAST AUD. 13.0 YEAR AGO 12.2		RADIO SHARE ➡						99.7 0.3	
KFAC	2.7	KMPC	KFWB	KLAC	KHJ	KFI	KECA	KNX			
KXLA	2.6										
OTH.	5.6								3.4	3.4	8.4

OCT-NOV		B'DCAST AUD. 12.7 YEAR AGO 13.5		RADIO SHARE ➡						99.9 0.1	
KMPC	2.9	KFAC	KFWB	KLAC	KFI	KHJ	KECA	KNX			
KFAC	2.4										
KXLA	2.1										
OTH.	5.2								3.0	8.0	11.5

NOV-DEC		B'DCAST AUD. 13.0 YEAR AGO 13.8		RADIO SHARE ➡						97.5 2.5	
KFAC	2.7	KMPC	KFWB	KLAC	KFI	KHJ	KECA	KNX			
KMPC	2.5										
OTH.	5.4								3.0	3.7	8.1

DEC-JAN		B'DCAST AUD. 13.4 YEAR AGO 15.2		RADIO SHARE ➡						95.5 4.5		
OTH.	6.6	KFAC	KFWB	KLAC	KFI	KHJ	KECA	KNX				
									3.0	3.1	3.1	3.6

JAN-FEB		B'DCAST AUD. YEAR AGO		RADIO SHARE ➡							

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

AFTERNOON

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 Averages Based on Sampling Conducted the First and Third Weeks of Month.
 Stations With Less Than 1.0 Included in Others.

MON.-FRI.

12:00 NOON-6:00 P.M.

JAN-FEB		B'DCAST AUD. 18.1	RADIO SHARE ➡						97.7	2.8
YEAR AGO 16.4										
KXLA 1.8	KFAC	KMAC	KFWB	KLAC	KHJ	KECA	KNX	KFI	KTLA 1.4	
KRKD- KFSG 1.1	3.0	3.8	4.9	6.4	10.0	17.8	18.1	28.0	OTH. 1.4	
OTH. 2.8										

FEB-MAR		B'DCAST AUD. 17.7	RADIO SHARE ➡						98.2	2.8
YEAR AGO 16.7										
KFAC 2.9	KMAC	KFWB	KLAC	KHJ	KNX	KECA	KFI	KFI-TV 2.6		
KXLA 2.0			6.9	10.1	16.7	19.6	25.9	OTH. 0.2		
OTH. 6.1	3.2	4.6								

MAR-APR		B'DCAST AUD. 16.7	RADIO SHARE ➡						95.3	5.7	TV
YEAR AGO 16.7											
KFAC 2.9	KMAC	KFWB	KLAC	KHJ	KNX	KECA	KFI	KFI-TV 0.9			
KXLA 1.6			6.8	10.8	15.5	19.1	23.8	5.1			
OTH. 7.1	3.6	4.1						OTH. 0.8			

APR-MAY		B'DCAST AUD. 16.7	RADIO SHARE ➡						94.1	5.9	TV
YEAR AGO 15.8											
KFAC 2.9	KFWB	KMAC	KLAC	KHJ	KNX	KECA	KFI	KFI-TV 0.6			
KXLA 1.6			6.5	10.1	14.9	17.5	25.3	5.9			
OTH. 6.8	4.2	4.3						OTH. 0.6			

MAY-JUN		B'DCAST AUD. 16.5	RADIO SHARE ➡						94.5	5.5	TV
YEAR AGO 15.1											
KFAC 2.8	KMAC	KFWB	KLAC	KHJ	KNX	KECA	KFI	KFI-TV 0.5			
KXLA 2.0			6.8	9.4	14.6	16.7	27.2	5.0			
OTH. 6.3	4.1	4.6						OTH. 0.5			

JUN-JUL		B'DCAST AUD. 15.1	RADIO SHARE ➡						94.5	5.5	TV
YEAR AGO 15.1											
KXLA 2.0	KFAC	KMAC	KFWB	KLAC	KHJ	KECA	KNX	KFI	KFI-TV 1.2		
OTH. 7.8	3.3	4.9	6.0	7.6	8.4	14.1	14.9	25.5	4.3		
									OTH. 1.2		

JUL-AUG		B'DCAST AUD. YEAR AGO	14.9 15.3	RADIO SHARE ➡						94.1 5.9 TV	
KXLA	2.0	KFAC	KMAC	KFWB	KHJ	KLAC	KECA	KNX	KFI	KFI-TV	1.4
OTH.	8.0	3.4	5.6	6.6	8.4	8.6	12.4	14.3	24.8	4.5	OTH.

AUG-SEP		B'DCAST AUD. YEAR AGO	14.8 14.6	RADIO SHARE ➡						92.8 7.2 TV	
KXLA	2.2	KFAC	KFWB	KMAC	KHJ	KLAC	KECA	KNX	KFI	KFI-TV	1.4
KRKD-KFSG	1.1										
OTH.	7.8	3.2	5.6	6.6	8.0	10.1	11.8	13.0	23.4	5.8	OTH.

SEP-OCT		B'DCAST AUD. YEAR AGO	14.4 14.0	RADIO SHARE ➡						92.0 8.0 TV	
KXLA	2.4	KFAC	KFWB	KMAC	KLAC	KHJ	KECA	KNX	KFI	KFI-TV	1.5
OTH.	8.5	3.2	4.4	5.9	8.8	9.8	12.9	14.3	22.0	6.6	OTH.

OCT-NOV		B'DCAST AUD. YEAR AGO	13.8 14.7	RADIO SHARE ➡						91.4 8.6 TV	
KFAC	2.7	KMAC	KFWB	KLAC	KHJ	KECA	KNX	KFI	KFI-TV	1.9	
KXLA	2.3										
OTH.	6.7	3.4	4.3	6.3	11.3	14.6	15.6	24.2	5.8	KLAC-TV	
										1.1	
										OTH.	

NOV-DEC		B'DCAST AUD. YEAR AGO	14.6 15.3	RADIO SHARE ➡						88.2 11.8 TV SHARE	
KFAC	2.9	KMAC	KFWB	KLAC	KHJ	KECA	KNX	KFI	KFI-TV	1.0	
KXLA	2.2										
OTH.	6.1	3.6	3.6	5.5	10.2	14.8	15.0	24.3	5.6	5.3	
										OTH.	

DEC-JAN		B'DCAST AUD. YEAR AGO	16.0 16.8	RADIO SHARE ➡						85.7 14.3 TV SHARE	
KFAC	2.6	KFWB	KMPC	KLAC	KHJ	KECA	KNX	KFI	KLAC-TV	1.2	
KXLA	1.8										
OTH.	6.5	3.1	3.4	5.6	9.6	13.2	15.7	24.1	7.7	5.3	
										OTH.	

JAN-FEB		B'DCAST AUD. YEAR AGO		RADIO SHARE ➡						TV SHARE	

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

MORNING

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted the First and Third Weeks of Month.
 Stations With Less Than 1.0 Included in Others.

SATURDAY
 8:00 A.M. - 12:00 NOON

JAN-FEB		B'DCAST AUD. 15.8 YEAR AGO NOT AVAIL.		RADIO SHARE ➡						100.0	
KXLA	2.1	KFAC		KHJ	KFWB	KLAC	KMPC	KFI	KECA		KNX
KRKR-KFSG	1.3										
OTH.	9.1	3.0		5.1	5.9	6.8	8.0	8.9	12.7		38.8

FEB-MAR		B'DCAST AUD. 16.7 YEAR AGO NOT AVAIL.		RADIO SHARE ➡						100.0	
KXLA	1.5	KFWB	KFAC	KHJ	KMPC	KLAC		KECA		KFI	KNX
OTH.	8.8	3.4	3.8	4.6	7.6	7.6		13.0		13.4	38.2

MAR-APR		B'DCAST AUD. 16.1 YEAR AGO NOT AVAIL.		RADIO SHARE ➡						100.0		
KXLA	1.9	KFWB	KFAC		KHJ	KMPC	KLAC		KECA		KFI	KNX
OTH.	8.3	3.1	5.4		6.2	6.6	6.6		10.9		14.8	37.4

APR-MAY		B'DCAST AUD. 15.6 YEAR AGO NOT AVAIL.		RADIO SHARE ➡						100.0		
KRKR-KFSG	1.6	KXLA	KFAC	KFWB	KHJ	KMPC	KLAC		KECA		KFI	KNX
OTH.	5.7	3.2	4.0	4.4	6.0	6.5	7.3		9.3		14.1	38.7

MAY-JUN		B'DCAST AUD. 14.3 YEAR AGO NOT AVAIL.		RADIO SHARE ➡						100.0	
OTH.	5.9	KXLA	KFAC	KMPC	KFWB	KHJ	KECA	KLAC		KFI	KNX
		4.4	4.4	4.9	4.9	7.1	7.1	8.4		16.0	36.9

JUN-JUL		B'DCAST AUD. 13.4 YEAR AGO NOT AVAIL.		RADIO SHARE ➡						100.0	
OTH.	7.2	KXLA	KFAC	KFWB	KMPC	KHJ	KECA	KLAC		KFI	KNX
		3.3	3.8	5.2	6.7	8.1	8.6	9.0		14.3	33.8

JUL-AUGB'DCAST AUD. 12.7
YEAR AGO NOT AVAIL.**RADIO SHARE** ➡**100.0**

KFAC	2.6	KXLA	KHJ	KFWB	KMPC	KLAC	KFI	KECA	KNX
OTH.	8.1	4.6	5.1	6.6	8.7	9.7	9.7	10.7	34.2

AUG-SEPB'DCAST AUD. 13.6
YEAR AGO NOT AVAIL.**RADIO SHARE** ➡**100.0**

KFAC	2.9	KXLA	KMPC	KLAC	KHJ	KFI	KFWB	KECA	KNX
KRKD-KFSG	1.0								
OTH.	6.8	5.9	5.9	6.9	6.9	6.9	8.3	8.3	40.2

SEP-OCTB'DCAST AUD. 13.5
YEAR AGO NOT AVAIL.**RADIO SHARE** ➡**100.0**

KXLA	2.9	KMPC	KLAC	KECA	KHJ	KFWB	KFI	KNX
KFAC	2.4							
KRKD-KFSG	1.0							
OTH.	6.2	5.7	6.7	7.2	7.7	8.6	9.1	42.6

OCT-NOVB'DCAST AUD. 13.6
YEAR AGO NOT AVAIL.**RADIO SHARE** ➡**99.6** 0.4

KFAC	2.7	KHJ	KMPC	KFWB	KLAC	KECA	KFI	KNX
KXLA	2.7							
OTH.	6.4	3.6	5.5	5.9	6.8	11.8	12.3	41.8

NOV-DECB'DCAST AUD. 14.3
YEAR AGO NOT AVAIL.**RADIO SHARE** ➡**99.6** 0.4

KHJ	2.2	KFWB	KMPC	KXLA	KLAC	KECA	KFI	KNX
KRKD-KSFG	1.7							
KFAC	1.3							
OTH.	5.2	3.5	4.4	5.2	11.4	11.4	14.4	38.9

DEC-JANB'DCAST AUD. 13.9
YEAR AGO NOT AVAIL.**RADIO SHARE** ➡**99.2** 1.6

KFAC	2.5	KXLA	KFWB	KHJ	KMPC	KECA	KFI	KLAC	KNX
KRKD-KSFG	1.3								
OTH.	7.2	3.0	3.8	4.7	5.9	6.8	11.0	13.6	39.4

JAN-FEBB'DCAST AUD.
YEAR AGO**RADIO SHARE** ➡

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

AFTERNOON

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
 Averages Based on Sampling Conducted the First and Third Weeks of Month.
 Stations With Less Than 1.0 Included in Others.

SATURDAY

2:00 NOON-6:00 P.M.

JAN-FEB		B'DCAST AUD. 18.5 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							99.9 0.3	
KRKD-KFSG	1.6	KFAC	KXLA	KMPC	KHJ	KFWB	KFI	KLAC	KECA	KNX		
OTH.	8.2	3.1	3.5	9.2	10.1	10.3	10.8	12.2	13.1	18.1		

FEB-MAR		B'DCAST AUD. 16.8 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							96.9 3.6	
KXLA	2.7	KFAC	KFWB	KMPC	KHJ	KFI	KLAC	KECA	KNX	KFI-TV		
KRKD-KFSG	2.0									TV		
OTH.	13.5	3.9	9.1	9.4	9.9	11.1	11.6	13.3	14.0	3.1		

MAR-APR		B'DCAST AUD. 17.3 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							94.1 6.9	
KRKD-KFSG	1.9	KFAC	KFWB	KFI	KLAC	KECA	KMPC	KHJ	KNX	KFI-TV		
KXLA	1.4									TV	1.0	
OTH.	17.7	4.8	8.2	9.4	10.1	10.6	11.1	11.1	14.7	5.9	OTH.	

APR-MAY		B'DCAST AUD. 16.9 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							90.6 9.4	
KXLA	1.7	KFAC	KFWB	KHJ	KECA	KFI	KMPC	KLAC	KNX	KFI-TV		
KRKD-KFSG	1.2									TV	2.0	
OTH.	8.1	5.4	6.1	9.1	9.1	9.8	10.1	10.6	19.4	6.7	OTH.	

MAY-JUN		B'DCAST AUD. 14.5 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							88.6 11.4	
KXLA	2.5	KFAC	KECA	KHJ	KFWB	KMPC	KFI	KLAC	KNX	KFI-TV	KLAC-TV	
OTH.	9.3	5.5	7.1	7.4	8.0	9.3	9.9	12.9	16.7	7.6	2.8	

JUN-JUL		B'DCAST AUD. 13.5 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							85.3 14.7		◀ TV SHARE	
OTH.	10.6	KFAC	KXLA	KECA	KHJ	KFWB	KNX	KLAC	KFI	KMPC	KFI-TV	KLAC-TV		
		3.1	3.4	4.9	8.6	9.2	11.0	11.0	11.0	12.5	10.5	3.6	OTH.	

JUL-AUG		B'DCAST AUD. 14.0 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							83.4 16.6		◀ TV SHARE	
KXLA	2.2	KFAC	KECA	KNX	KHJ	KLAC	KFWB	KMPC	KFI	KFI-TV	KLAC-TV			
OTH.	12.9	4.7	5.9	6.8	7.4	8.1	8.7	12.1	14.6	11.4	5.2			

AUG-SEP		B'DCAST AUD. 15.0 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							83.6 16.4		◀ TV SHARE	
KXLA	1.4	KFAC	KECA	KHJ	KFWB	KMPC	KLAC	KNX	KFI	KFI-TV	KLAC-TV			
OTH.	12.8	6.1	7.2	7.5	7.8	8.1	9.4	11.1	12.2	10.7	3.8			

SEP-OCT		B'DCAST AUD. 19.3 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							83.1 16.9		◀ TV SHARE	
KFAC	2.7	KMPC	KFWB	KLAC	KECA	KFI	KHJ	KNX	KFI-TV	KFTV		1.5		
OTH.	9.4	3.9	4.3	6.0	10.7	14.6	15.4	16.0	8.0	OTH.		9.5		

OCT-NOV		B'DCAST AUD. 24.8 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							75.1 24.9		◀ TV SHARE	
KFAC	1.8	KMPC	KLAC	KFWB	KECA	KFI	KNX	KHJ	KECA-TV	KFI-TV				
OTH.	5.8	3.0	3.2	3.7	9.7	12.9	14.1	20.9	20.2			4.1		

NOV-DEC		B'DCAST AUD. 21.8 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							73.1 26.9		◀ TV SHARE	
KFAC	2.5	KLAC	KFWB	KMPC	KECA	KNX	KFI	KHJ	KECA-TV	KFI-TV				
RRKD-KFSG	1.1													
KXLA	1.1													
OTH.	5.8	4.5	4.5	5.1	7.4	12.5	13.1	15.4	15.8			10.7		

DEC-JAN		B'DCAST AUD. 17.5 YEAR AGO NOT AVAIL.		RADIO SHARE ➡							78.3 21.7		◀ TV SHARE	
RRKD-KFSG	1.2	KXLA	KFAC	KHJ	KMPC	KLAC	KFWB	KECA	KFI	KNX	KFI			
OTH.	9.0	3.0	3.0	5.1	6.7	7.1	8.1	8.8	13.1	13.4	18.2			

JAN-FEB		B'DCAST AUD. YEAR AGO		RADIO SHARE ➡									◀ TV SHARE	

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

EVENING
(6:00 P.M.-10:00 P.M.)

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
Averages Based on Sampling Conducted the First and Third Weeks of Month.
Stations With Less Than 1.0 Included in Others.
Change From Last Report Shown in Parenthesis ().

SUNDAY		B'DCAST AUD. 42.1		RADIO SHARE ➡				67.1 32.9		◀ TV SHARE		
OTH.	KHJ	KECA	KFI	KNX		KTLA		KNBH	KTTV	KECA-TV 2.1 OTH. 0.1		
5.6	8.5 (-0.3)	11.2 (-0.9)	12.1 (0.0)	29.8 (+0.2)		21.4 (-0.1)		5.1 (+0.9)	4.1 (-0.4)			

MONDAY		B'DCAST AUD. 40.8		RADIO SHARE ➡				65.7 34.3		◀ TV SHARE		
KFAC	KMPC	KECA	KFI	KHJ	KNX		KTLA	KTSL	KNBH	KTTV	KLAC-TV 2.9 OTH. 0.2	
2.3	1.9	4.7 (-1.3)	10.1 (-0.5)	14.8 (+0.2)	27.9 (-1.9)		12.2 (+1.3)	10.0 (+0.7)	4.7 (+0.6)	4.4 (+0.5)		
KLAC	OTH.											
1.1	2.9											

TUESDAY		B'DCAST AUD. 40.1		RADIO SHARE ➡				63.5 36.5		◀ TV SHARE		
KFAC	KFWB	KMPC	KECA	KHJ	KNX	KFI		KNBH	KTLA	KTTV	KLAC-TV	KTSL
2.4	1.2	3.1 (+0.3)	4.7 (-0.6)	10.5 (-1.8)	12.6 (-2.0)	25.3 (+0.9)		13.0 (-0.7)	9.4 (+1.5)	6.2 (+0.4)	4.8 (+2.3)	3.1 (+0.5)
KLAC	OTH.											
1.0	2.7											

WEDNESDAY		B'DCAST AUD. 42.5		RADIO SHARE ➡				62.3 37.7		◀ TV SHARE		
KMPC	KFAC	KECA	KHJ	KFI	KNX		KTLA	KTTV	KNBH	KTSL	KECA-TV	KLAC-TV
2.2	2.0	6.5 (-1.5)	9.0 (-0.4)	16.0 (+0.2)	21.6 (-0.1)		18.4 (+1.3)	5.3 (+0.5)	4.5 (+1.1)	4.5 (-0.8)	3.1 (+0.7)	1.9
KLAC	KFWB											
1.2	1.0											
KXLA	OTH.											
1.0	1.8											

EVENING

THURSDAY		B'DCAST AUD. 40.5		RADIO SHARE ➡				64.4 35.6		◀ TV SHARE			
KMPC	2.5	KHJ		KECA	KFI		KNX	KTLA	KNBH	KECA-TV	KTTV	KTSL	KLAC-TV
KFAC	2.3	9.8 (-0.4)		10.7 (+0.7)	15.3 (-0.3)		17.4 (+0.1)	11.2 (+0.1)	9.3 (+1.2)	5.1 (-0.2)	5.1 (-1.2)	3.1 (+0.8)	1.8
KLAC	1.6												
KXLA	1.3												
OTH.	3.5												

FRIDAY		B'DCAST AUD. 35.9		RADIO SHARE ➡				59.5 40.5		◀ TV SHARE				
KFAC	2.0	KMPC	KHJ		KECA	KNX		KFI	KTLA	KECA-TV	KTSL	KNBH	KTTV	KLAC-TV
KLAC	1.7	3.2	9.6 (-0.4)		9.7 (-1.1)	13.8 (-0.9)		15.7 (-0.2)	12.2 (+1.8)	10.4 (-0.2)	5.5 (+1.0)	4.5 (+0.3)	4.1 (+0.2)	3.7 (-0.5)
KFWB	1.1	(+0.6)												
OTH.	2.7													

SATURDAY		B'DCAST AUD. 35.7		RADIO SHARE ➡				62.1 37.9		◀ TV SHARE			
KLAC	2.6	KECA	KHJ		KNX		KFI	KTLA	KECA-TV	KLAC-TV	KNBH	KTTV	
KMPC	2.5	5.9	6.1						5.1	5.0	3.7	3.7	
KFAC	1.8	(-0.5)	(-0.8)		18.4 (-1.1)		20.5 (+1.4)	20.4 (-0.8)	(-1.7)	(+0.4)	(+1.0)	(+2.3)	
KFWB	1.3												
OTH.	3.0												

AVERAGE		B'DCAST AUD. 39.7		RADIO SHARE ➡				63.6 36.4		◀ TV SHARE			
KMPC	2.3	KECA	KHJ		KFI		KNX	KTLA	KNBH	KTTV	KTSL	KECA-TV	KLAC-TV
KFAC	1.9	7.6 (-0.8)		9.8 (-0.6)		16.3 (+0.2)		20.5 (-0.8)	6.4 (+0.6)	4.7 (+0.3)	3.8 (+0.3)	3.5 (-0.2)	2.8
KLAC	1.4												
OTH.	3.8												

LOS ANGELES

SHARE OF BROADCAST AUDIENCE

AFTERNOON
(NOON-6:00 P.M.)

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
Averages Based on Sampling Conducted the First and Third Weeks of Month.
Stations With Less Than 1.0 Included in Others.
Change From Last Report Shown in Parenthesis ().

SUNDAY		B'DCAST AUD. 32.1		RADIO SHARE ➡				76.5	23.5	TV SHARE ⬅		
KLAC	2.6	KECA	KMPC	KHJ	KFI	KNX	KTTLA	KFI-TV	KLAC-TV	KECA-TV		
KFWB	1.7											
KXLA	1.4	7.2(-0.3)	7.7(-3.9)	13.1 (-1.5)	16.8 (-0.8)	21.4 (+1.6)	10.5 (+5.6)	6.2(-1.6)	3.6 (+0.2)	1.9		
OTH.	4.5									OTH.	1.3	

MONDAY		B'DCAST AUD. 15.3		RADIO SHARE ➡				82.8	17.2	TV SHARE ⬅		
KFAC	2.4	KMPC	KLAC	KHJ	KNX	KECA	KFI	KLAC-TV	KFI-TV	KTTV		
KXLA	1.8											
KFWB	1.6	3.2 (+1.0)	7.1 (+0.8)	9.1(-1.9)	11.6 (+1.1)	15.2 (-0.5)	22.9 (-0.8)	9.5 (+2.3)	4.7 (-0.4)	1.5		
KRKB-KFSG	1.1									1.0		
OTH.	6.8									OTH.	0.4	

TUESDAY		B'DCAST AUD. 17.2		RADIO SHARE ➡				88.7	11.3	TV SHARE ⬅		
KXLA	2.6	KMPC	KFWB	KLAC	KECA	KHJ	KNX	KFI	KLAC-TV	KFI-TV		
KFAC	2.3	3.1	3.8	4.9								
OTH.	6.3	(-1.4)	(+0.9)	(-0.2)	9.9 (-0.2)	10.3 (-1.2)	16.7 (+0.2)	28.9 (+2.0)	6.0 (+2.1)	4.8 (-0.1)	0.4	

WEDNESDAY		B'DCAST AUD. 16.2		RADIO SHARE ➡				84.0	16.0	TV SHARE ⬅		
KFWB	1.5	KFAC	KLAC	KMPC	KHJ	KNX	KECA	KFI	KLAC-TV	KFI-TV		
KXLA	1.5	3.7 (+1.1)	4.7 (0.0)	6.5(+1.5)	9.7 (+1.0)	13.2 (-2.3)	16.0 (-2.6)	21.2 (-1.4)	8.3 (+2.7)	6.5(+0.4)	1.1	
OTH.	6.5										OTH.	

AFTERNOON

THURSDAY		B'DCAST AUD. 15.8		RADIO SHARE ➡						85.3	14.7	◀ TV SHARE	
KFAC	2.8	KFWB	KLAC	KHJ	KECA	KNX	KFI	KLAC-TV	KFI-TV	OTH.			
KMPC	2.3	3.5									0.4		
KXLA	1.3	(-0.6)	5.8 (+0.5)	10.3 (+0.1)	12.0 (-1.8)	18.8 (+2.2)	22.8 (+0.1)	9.6 (+2.6)	4.6		(-0.3)		
OTH.	5.8												

FRIDAY		B'DCAST AUD. 15.7		RADIO SHARE ➡						87.6	12.4	◀ TV SHARE	
KMPC	2.3	KFWB	KLAC	KHJ	KECA	KNX	KFI	KFI-TV	KLAC-TV	OTH.			
KFAC	2.0	5.3	5.5	8.3 (-1.4)	13.3 (-2.6)	18.0 (+2.1)	24.5 (-1.1)	6.0	5.2		1.1		
KXLA	2.0	(+2.6)	(-1.0)					(-1.2)	(+2.7)				
OTH.	6.6												

MON. THRU FRI.		B'DCAST AUD. 16.0		RADIO SHARE ➡						85.7	14.3	◀ TV SHARE	
KFAC	2.6	KFWB	KMPC	KLAC	KHJ	KECA	KNX	KFI	KLAC-TV	KFI-TV	OTH.		
KXLA	1.8	3.1	3.4	5.6 (+0.1)	9.6 (-0.6)	13.2 (-1.6)	15.7 (+0.7)	24.1 (-0.2)	7.7 (+2.4)	5.3		1.2	
OTH.	6.5	(+0.5)	(+0.2)							(-0.3)			

SATURDAY		B'DCAST AUD. 17.5		RADIO SHARE ➡						78.3	21.7	◀ TV SHARE	
KRKD-KFSG	1.2	KXLA	KFAC	KHJ	KMPC	KLAC	KFWB	KECA	KFI	KNX	KFI-TV	KTLA	
OTH.	9.0	3.0	3.0	5.1	6.7 (+1.6)	7.1 (+2.6)	8.1 (+3.6)	8.8 (+1.4)	13.1 (0.0)	13.4 (+0.9)	18.2 (+7.5)	1.5	
		(+1.9)	(+0.5)	(-10.3)								KTTV	
												1.1	
												OTH.	
												0.9	



LOS ANGELES

SHARE OF BROADCAST AUDIENCE

MORNING
(8:00 A.M.-NOON)

Sum of Station Shares in Random Homes = 100%. Exceptions Due to Tabulation Technicalities.
Averages Based on Sampling Conducted the First and Third Weeks of Month.
Stations With Less Than 1.0 Included in Others.
Change From Last Report Shown in Parenthesis ().

MON. THRU FRI.		B'DCAST AUD. 13.4										RADIO SHARE ➡		95.5 4.5	
OTH.	6.6	KFWB	KXLA	KFAC	KMPC	KLAC	KFI	KHJ	KECA	KNX		KFI-TV	OTH.		
		3.0 (-0.7)	3.1 (+0.1)	3.1 (+0.4)	3.6 (+1.1)	7.0 (-1.1)	10.2 (+0.6)	11.7 (-0.5)	20.3 (-1.1)	26.9 (-2.0)		3.5 (+1.7)	1.0		

SATURDAY		B'DCAST AUD. 13.9										RADIO SHARE ➡		99.2 0.8	
KFAC	2.5	KXLA	KFWB	KHJ	KMPC	KECA	KFI	KLAC	KNX		OTH.	OTH.			
KRRD-KFSG	1.3	3.0 (-2.2)	3.8 (+0.3)	4.7 (+2.5)	5.9 (+1.5)	6.8 (-4.6)	11.0 (-3.4)	13.6 (+2.2)	39.4 (+0.5)			0.8			





