

DETROIT QUALITATIVE I

*the
first
in-depth
study
of
Detroit
radio
audiences
proved
by*
**PULSE
INC.**



WKNR

**THE STATION THAT
KNOWS DETROIT**

KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.
Represented nationally by the Paul H. Raymer Co.

FOREWORD

This is a Qualitative Study of the radio listener in metropolitan Detroit. It was ordered by WKNR for those conscientious men and women in the advertising society who comprise the group responsible for more decisions on any given day than any other one segment of the advertising business: the Radio Time Buyer.

By sheer force of numbers of radio stations now on the air in almost every community in the country, the time buyer's job has become more demanding. And should the client be interested in only the top fifty markets . . . or the top ten . . . the time buyer's decision is further complicated by the increased number of stations concentrated in these larger markets.

To the sincere time buyer, the complex maze of information supplied him by reps and stations often contributes as much to his dilemma as to his decision. While we at WKNR take challenging consolation in being part of a business too big to completely measure, we have a serious concern for the time buyer's problems.

One of the most critical areas, perhaps, is the one where so-called common sense and judgment seem to come a cropper with facts, figures, and respectable research.

A common trait of human beings is to compare ourselves with each other. And this is good. Without it we wouldn't fall in love; we wouldn't have friends; we wouldn't have families. Our *feelings* about each other are a ruling force where love, home, and family are concerned. However, *feelings* about the tastes, habits, likes or dislikes of those we've never met, never lived with, and do not know can thoroughly upset a business judgment.

At Knorr Broadcasting we have lived in this market so long that we *knew* what everybody was doing, what they liked and what they disliked. We *knew*, that is, until, after a cold impartial three-month study of the market, we discovered that our *feelings* about the market were technically and practically unfounded.

It was then that we adopted our famous credo: "In business every day one must make many judgments. The best judgment . . . the purest judgment . . . is made with the least amount of personal opinion".

When WKNR was born, it was built on judgments predicated only on facts. In every recognized survey taken in the market since, the facts have proved the validity of these judgments.

As a part of its constant appraisal of its operation, WKNR authorized The Pulse, Inc. to make an in-depth Qualitative survey of the Detroit Market. This would substantiate whether our continuing judgments are based on facts.

This report of The Pulse, Inc. is presented on the following pages with the hope that these data can assist you in making a *judgment*.

We at WKNR subscribe to the statement attributed to Bernard Baruch, "To make an error in interpreting facts is understandable; to err in not having the correct facts is inexcusable".

Walter Patterson
Executive Vice President
Knorr Broadcasting Corporation

A PULSE REPORT

AUDIENCE CHARACTERISTICS
OF 9 DETROIT RADIO STATIONS



Survey Conducted for WKNR

December 1, 1964 - January 31, 1965

Published March 1, 1965

THE PULSE INCORPORATED

730 FIFTH AVENUE

NEW YORK 19, N. Y.

LOS ANGELES

CHICAGO

E X P L A N A T I O N

This survey was authorized by station WKNR in order to yield estimates of audience characteristics of 9 Detroit radio stations in regard to aspects beyond the usual age or audience composition factors. The nine stations included in this survey are those with non-ethnic programming appeal and which achieved a daily cumulative audience estimate of 6.5% or better in the survey.

The audience factors or characteristics included in the survey are:

1. Automobile ownership, status of car at purchase, year of car and make of car
2. Department store charge accounts and department stores shopped
3. Ownership of checking accounts, type of checking account
4. Home ownership or rental
5. Plane travel in past 12 months
6. Occupation of male head of household
7. Yearly family income

The personal interview, house to house technique was employed in this survey. Interviewers visited households during December, 1964-January, 1965. The sample design employed a cluster sample of 77 sampling points with 15 interviews per sampling point, of these 70 were completed to yield a total sample of 1,034 households interviewed. The distribution of these interviews by counties is as follows:

	<u>No. Of Interviews</u>	<u>No. Of Radio Households</u>
Wayne	699	749,000
Macomb	117	118,300
Oakland	218	202,600
Total	1,034	1,069,900

WKNR DETROIT QUALITATIVE I

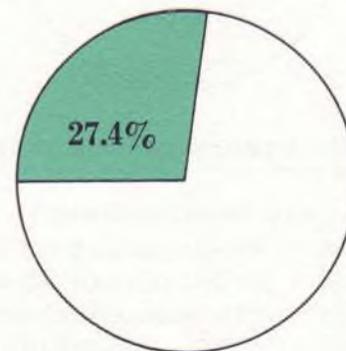


LISTENERSHIP

Question: *Here is a list of radio stations in the Detroit area. Please look thru them and point out which of these stations you heard anytime last evening after 6 PM, and today up to 6 PM while you were at home.*

Station	Number of Households
WKNR _____	292,900
Station B _____	274,300
Station C _____	231,800
Station D _____	169,700
Station E _____	150,100
Station F _____	120,100
Station G _____	82,800
Station H _____	70,400
Station J _____	70,400

WKNR 24-hour
unduplicated share



In an average 24 hour day, WKNR reaches more Detroit households than any other station.

WKNR DETROIT QUALITATIVE I



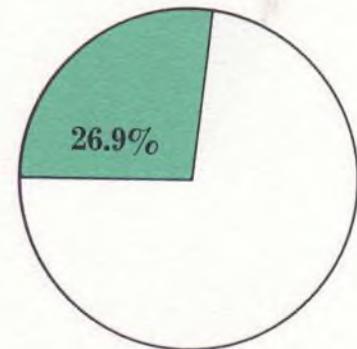
AUTOMOBILES

Question: *Do you or any member of your household own an automobile?*

ONE CAR

Station	Number of Households
WKNR _____	165,600
Station B _____	140,800
Station C _____	133,500
Station D _____	95,200
Station E _____	88,000
Station F _____	80,700
Station G _____	45,500
Station H _____	43,500
Station J _____	41,400

WKNR Share



AUTOMOBILE-MARKET DATA

Ownership—Number of Cars		
One Car Families .	57.5%	615,800
Two Car Families .	25.2%	269,100
Three Car Families .	4.5%	48,600
No Car Families . .	12.8%	136,600
	100.0%	1,070,200

In an average 24 hour day, WKNR reaches more Detroit households with one car than any other station.

WKNR DETROIT QUALITATIVE I

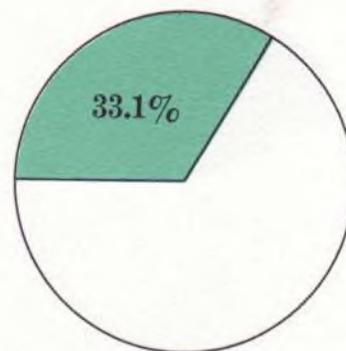


AUTOMOBILES

TWO CARS

Station	Number of Households
WKNR	89,000
Station B	89,000
Station C	70,400
Station D	42,400
Station E	42,400
Station F	26,900
Station G	21,700
Station H	21,700
Station J	18,600

WKNR Share



In an average 24 hour day, WKNR reaches 33.1% of Detroit households with two cars.

AUTOMOBILE-MARKET DATA

Ownership—Number of Cars

One Car Families .	57.5%	615,800
Two Car Families .	25.2%	269,100
Three Car Families	4.5%	48,600
No Car Families . .	12.8%	136,600
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

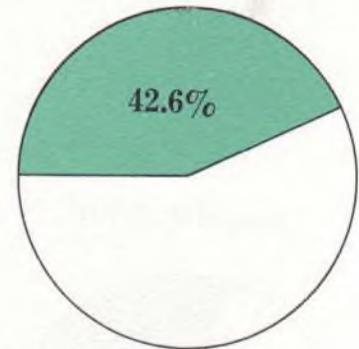


AUTOMOBILES

THREE CARS

Station	Number of Households
WKNR	20,700
Station B	20,700
Station D	10,400
Station E	9,300
Station C	8,300
Station F	7,200
Station J	5,200
Station H	3,100
Station G	2,100

WKNR Share



In an average 24 hour day, WKNR reaches 42.6% of all Detroit households with three cars.

AUTOMOBILE-MARKET DATA

Ownership—Number of Cars		
One Car Families .	57.5%	615,800
Two Car Families .	25.2%	269,100
Three Car Families .	4.5%	48,600
No Car Families . .	12.8%	136,600
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I



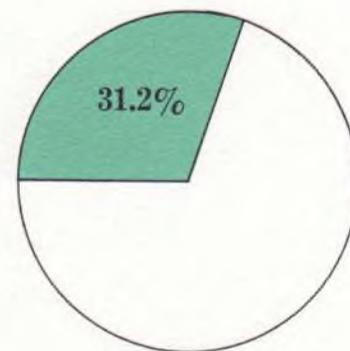
AUTOMOBILES

TOTAL CARS OWNED

Station	Number of Cars
WKNR	405,700
Station B	380,900
Station C	299,100
Station D	211,100
Station E	200,800
Station F	156,300
Station H	96,300
Station G	95,200
Station J	94,200

In an average 24 hour day, WKNR reaches more households with more cars than any other Detroit station.

WKNR Share



AUTOMOBILE-MARKET DATA

Ownership—Number of Cars		
One Car Families .	57.5%	615,800
Two Car Families .	25.2%	269,100
Three Car Families .	4.5%	48,600
No Car Families . .	12.8%	136,600
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

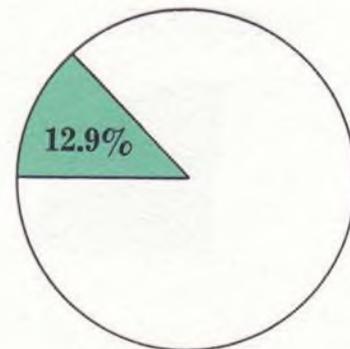


AUTOMOBILES

NO CARS OWNED

Station	Number of Households
Station B _____	23,800
Station D _____	21,700
Station C _____	19,700
WKNR _____	17,600
Station G _____	13,500
Station E _____	10,400
Station F _____	5,200
Station J _____	5,200
Station H _____	2,100

WKNR Share



In an average 24 hour day, WKNR reaches 12.9% of all Detroit households who do not own a car.

AUTOMOBILE-MARKET DATA

Ownership—Number of Cars		
One Car Families .	57.5%	615,800
Two Car Families .	25.2%	269,100
Three Car Families	4.5%	48,600
No Car Families . .	12.8%	136,600
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

Question: *Did you buy it new or used?*

NEW

Station	Number of Households
WKNR _____	216,300
Station B _____	215,300
Station C _____	214,200
Station D _____	154,200
Station E _____	126,300
Station F _____	107,600
Station H _____	69,300
Station G _____	53,800
Station J _____	51,800

In an average 24 hour day, WKNR reaches more Detroit households who purchased their present car(s) new than any other station.

WKNR Share



AUTOMOBILE-MARKET DATA

Purchased New or Used	
Purchased New	63%
Purchased Used	37%
	100%

WKNR DETROIT QUALITATIVE I



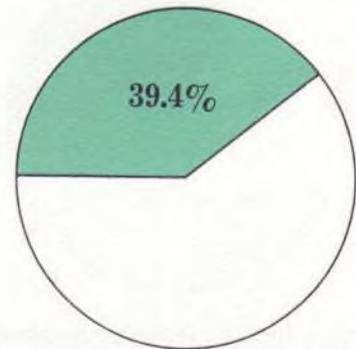
AUTOMOBILES

USED

Station	Number of Households
WKNR	189,400
Station B	165,600
Station C	84,900
Station E	74,500
Station D	56,900
Station F	48,600
Station J	42,400
Station G	41,400
Station H	26,900

In an average 24 hour day, WKNR reaches more Detroit households who purchased their present car(s) used than any other station.

WKNR Share



AUTOMOBILE-MARKET DATA

Purchased New or Used	
Purchased New	63%
Purchased Used	37%
	100%

WKNR DETROIT QUALITATIVE I

AUTOMOBILES



Question: *What is the year of your car?*

1965 - 1964

Station	Number of Households
WKNR	90,000
Station B	83,800
Station C	80,700
Station D	54,900
Station E	53,800
Station F	44,500
Station H	19,700
Station G	16,600
Station J	13,500

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own 1965-1964 cars than any other station.

AUTOMOBILE-MARKET DATA

Year of Car	
1965-1964	22.9%
1963-1962	30.2%
1961-1960	19.3%
1959 or older	27.6%
	100.0%

WKNR DETROIT QUALITATIVE I



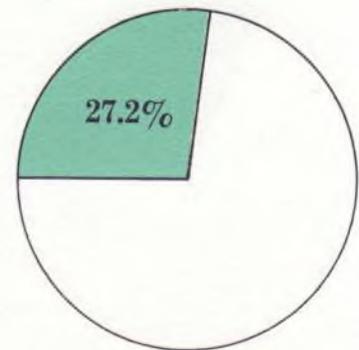
AUTOMOBILES

1963 - 1962

Station	Number of Households
WKNR	106,600
Station B	100,400
Station C	89,000
Station D	64,200
Station E	47,600
Station F	44,500
Station H	37,300
Station G	30,000
Station J	29,000

In an average 24 hour day, WKNR reaches more Detroit households who own 1963-1962 cars than any other station.

WKNR Share



AUTOMOBILE-MARKET DATA

Year of Car	Share
1965 - 1964	22.9%
1963 - 1962	30.2%
1961 - 1960	19.3%
1959 or older	27.6%
	100.0%

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

1961 - 1960

Station	Number of Households
Station B	82,800
WKNR	80,700
Station C	65,200
Station E	41,400
Station D	37,300
Station F	33,100
Station G	23,800
Station J	22,800
Station H	16,600

In an average 24 hour day, WKNR reaches 32.2% of all Detroit households who own 1961-1960 automobiles.

WKNR Share



AUTOMOBILE-MARKET DATA

Year of Car	Percentage
1965--1964	22.9%
1963--1962	30.2%
1961--1960	19.3%
1959 or older	27.6%
	100.0%

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

1959 OR OLDER

Station	Number of Households
WKNR	128,300
Station B	113,900
Station C	64,200
Station E	58,000
Station D	54,900
Station F	34,200
Station J	29,000
Station G	24,800
Station H	22,800

In an average 24 hour day, WKNR reaches more Detroit households who own 1959 or older automobiles than any other station.

WKNR Share



AUTOMOBILE-MARKET DATA

Year of Car	Percentage
1965 - 1964	22.9%
1963 - 1962	30.2%
1961 - 1960	19.3%
1959 or older	27.6%
	100.0%

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

Question: *What is the make of your car?*

BUICK

Station	Number of Households
WKNR _____	26,900
Station B _____	24,800
Station C _____	18,600
Station E _____	13,500
Station D _____	7,200
Station F _____	7,200
Station J _____	6,200
Station G _____	4,100
Station H _____	4,100

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Buicks than any other station.

WKNR DETROIT QUALITATIVE I

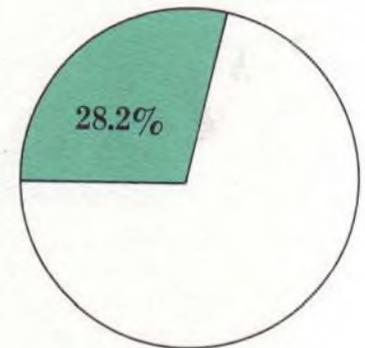


AUTOMOBILES

CHEVROLET

Station	Number of Households
Station B	99,400
WKNR	85,900
Station C	72,500
Station D	58,000
Station E	41,400
Station F	34,200
Station J	29,000
Station G	21,700
Station H	18,600

WKNR Share



In an average 24 hour day, WKNR reaches 28.2% of Detroit households who own Chevrolets.

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

PONTIAC

Station	Number of Households
Station B _____	40,400
WKNR _____	35,200
Station C _____	32,100
Station E _____	24,800
Station D _____	15,500
Station F _____	15,500
Station H _____	12,400
Station G _____	7,200
Station J _____	6,200

WKNR Share



In an average 24 hour day, WKNR reaches 32.7% of all Detroit households who own Pontiacs.

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

OLDSMOBILE

Station	Number of Households
WKNR	20,700
Station B	17,600
Station D	17,600
Station F	14,500
Station C	12,400
Station E	9,300
Station G	8,300
Station H	7,200
Station J	4,100

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Oldsmobiles than any other station.

WKNR DETROIT QUALITATIVE I

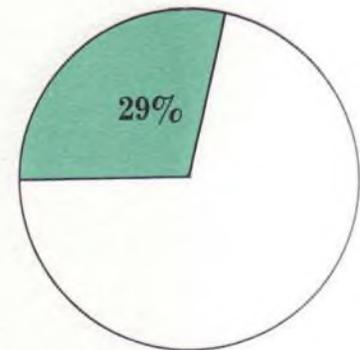


AUTOMOBILES

CADILLAC

Station	Number of Households
WKNR _____	7,200
Station B _____	6,200
Station C _____	6,200
Station H _____	5,200
Station F _____	4,100
Station J _____	3,100
Station D _____	2,100
Station E _____	2,100
Station G _____	—

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Cadillacs than any other station.

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

CHRYSLER

Station	Number of Households
WKNR _____	10,400
Station B _____	8,300
Station C _____	7,200
Station D _____	7,200
Station F _____	4,100
Station E _____	3,100
Station H _____	3,100
Station J _____	3,100
Station G _____	2,100

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Chryslers than any other station.

WKNR DETROIT QUALITATIVE I

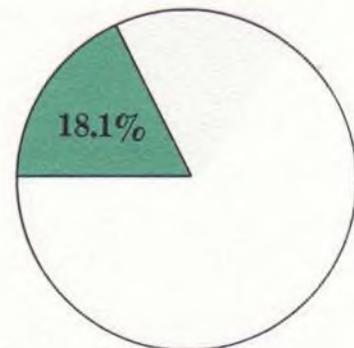


AUTOMOBILES

DODGE

Station	Number of Households
Station C _____	21,700
Station B _____	18,600
Station D _____	16,600
WKNR _____	13,500
Station E _____	10,400
Station F _____	10,400
Station G _____	8,300
Station H _____	5,200
Station J _____	5,200

WKNR Share



In an average 24 hour day, WKNR reaches 18.1% of Detroit households who own Dodges.

WKNR DETROIT QUALITATIVE I

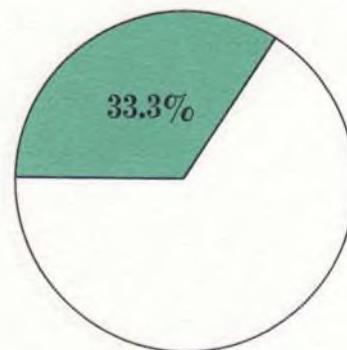


AUTOMOBILES

PLYMOUTH

Station	Number of Households
WKNR _____	26,900
Station C _____	24,800
Station B _____	23,800
Station E _____	18,600
Station D _____	12,400
Station F _____	11,400
Station J _____	6,200
Station G _____	5,200
Station H _____	5,200

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Plymouths than any other station.

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

FORD

Station	Number of Households
WKNR _____	106,600
Station B _____	82,800
Station C _____	54,900
Station E _____	43,500
Station D _____	39,300
Station F _____	32,100
Station G _____	23,800
Station H _____	18,600
Station J _____	17,600

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Fords than any other station.

WKNR DETROIT QUALITATIVE I

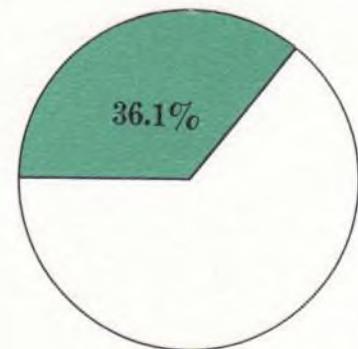


AUTOMOBILES

MERCURY

Station	Number of Households
WKNR _____	32,100
Station B _____	29,000
Station C _____	24,800
Station D _____	19,700
Station E _____	13,500
Station G _____	12,400
Station H _____	9,300
Station F _____	8,300
Station J _____	7,200

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Mercurys than any other station.

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

RAMBLER

Station	Number of Households
WKNR	17,600
Station B	9,300
Station C	7,200
Station E	5,200
Station F	3,100
Station D	2,100
Station H	1,000
Station J	1,000
Station G	—

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Ramblers than any other station.

WKNR DETROIT QUALITATIVE I



AUTOMOBILES

FOREIGN CARS

Station	Number of Households
WKNR	15,500
Station B	12,400
Station D	8,300
Station C	5,200
Station E	5,200
Station F	5,200
Station H	5,200
Station J	4,100
Station G	1,000

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own Foreign cars than any other station.

WKNR DETROIT QUALITATIVE I



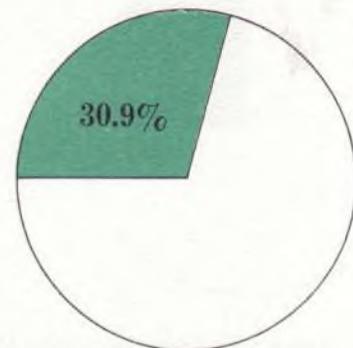
DEPARTMENT STORES

Question: *Do you or any member of your household have any charge accounts in department stores?*

HAVE CHARGE ACCOUNTS

Station	Number of Households
WKNR _____	166,600
Station B _____	147,000
Station C _____	134,600
Station D _____	93,200
Station F _____	79,700
Station E _____	75,600
Station H _____	51,800
Station G _____	44,500
Station J _____	40,400

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households with department store charge accounts than any other station.

DEPARTMENT STORES—MARKET DATA

	Percent	No. of Households
Only one charge account.....	21.0%	224,600
Two charge accounts.....	16.0%	171,800
Three charge accounts.....	7.4%	79,700
Four or more charge accounts...	5.9%	63,100
Total households with charge accounts.....	50.3%	539,200
No charge accounts.....	43.9%	468,900
Not reported.....	5.8%	62,100
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

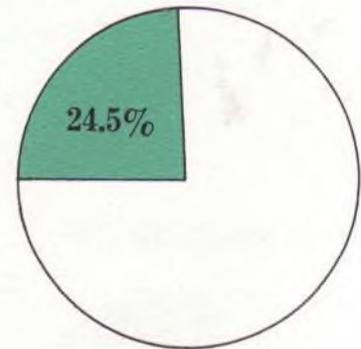


DEPARTMENT STORES

NO CHARGE ACCOUNTS

Station	Number of Households
Station B	117,000
WKNR	114,900
Station C	89,000
Station D	70,400
Station E	63,100
Station F	36,200
Station G	34,200
Station J	27,900
Station H	16,600

WKNR Share



In an average 24 hour day, WKNR reaches 24.5% of all Detroit households who do not have Department Store charge accounts.

DEPARTMENT STORES—MARKET DATA

	Percent	No. of Households
Only one charge account.....	21.0%	224,600
Two charge accounts.....	16.0%	171,800
Three charge accounts.....	7.4%	79,700
Four or more charge accounts...	5.9%	63,100
Total households with charge accounts.....	50.3%	539,200
No charge accounts.....	43.9%	468,900
Not reported.....	5.8%	62,100
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I



DEPARTMENT STORES

Question: *What stores?*

SEARS

Station	Number of Households
WKNR _____	63,100
Station B _____	51,800
Station C _____	38,300
Station D _____	25,900
Station E _____	24,800
Station F _____	24,800
Station G _____	16,600
Station H _____	11,400
Station J _____	10,400

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households with Sears charge accounts than any other station.

WKNR DETROIT QUALITATIVE I

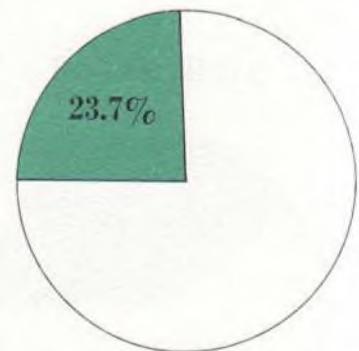
DEPARTMENT STORES



J. L. HUDSON

Station	Number of Households
Station C _____	94,200
Station B _____	85,900
WKNR _____	70,400
Station D _____	65,200
Station F _____	51,600
Station E _____	45,500
Station H _____	34,200
Station G _____	26,900
Station J _____	14,500

WKNR Share



In an average 24 hour day, WKNR reaches 23.7% of all Detroit households with J. L. Hudson charge accounts.

WKNR DETROIT QUALITATIVE I

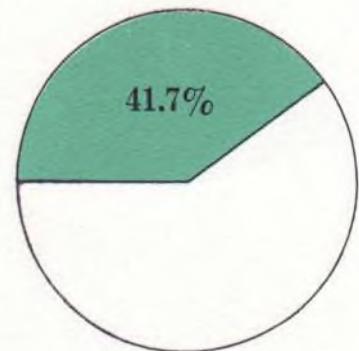


DEPARTMENT STORES

MONTGOMERY WARD

Station	Number of Households
WKNR	44,500
Station B	26,900
Station C	14,500
Station E	14,500
Station F	14,500
Station D	13,500
Station J	13,500
Station H	9,300
Station G	8,300

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households with Montgomery Ward charge accounts than any other station.

WKNR DETROIT QUALITATIVE I

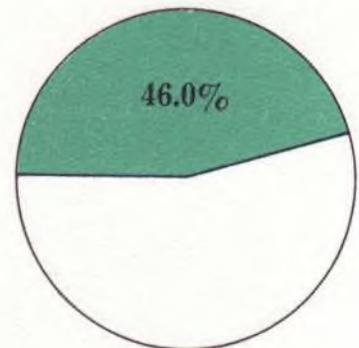
DEPARTMENT STORES



FEDERAL'S

Station	Number of Households
WKNR _____	30,000
Station B _____	16,600
Station C _____	15,500
Station D _____	8,300
Station F _____	8,300
Station G _____	8,300
Station H _____	6,200
Station E _____	5,200
Station J _____	4,100

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households with Federal's charge accounts than any other station.

WKNR DETROIT QUALITATIVE I

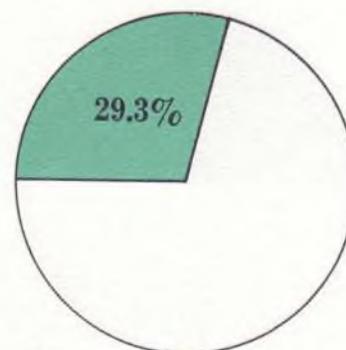
DEPARTMENT STORES



CROWLEY'S

Station	Number of Households
Station C	15,500
Station B	14,500
WKNR	12,400
Station D	11,400
Station E	8,300
Station G	6,200
Station F	5,200
Station H	2,100
Station J	1,000

WKNR Share



In an average 24 hour day, WKNR reaches 29.3% of all Detroit households with Crowley charge accounts.

WKNR DETROIT QUALITATIVE I

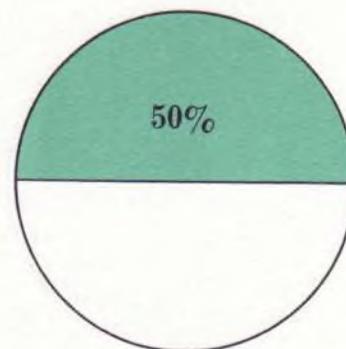


DEPARTMENT STORES

E. J. KORVETTE

Station	Number of Households
WKNR _____	9,300
Station H _____	4,100
Station B _____	3,100
Station C _____	3,100
Station D _____	3,100
Station G _____	3,100
Station J _____	3,100
Station F _____	2,100
Station E _____	1,000

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households with E. J. Korvette charge accounts than any other station.

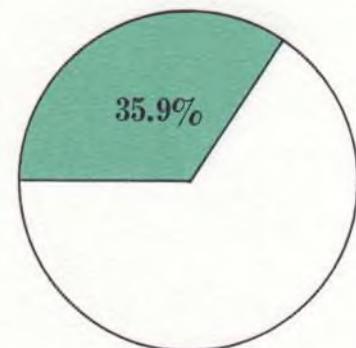
DEPARTMENT STORES



K-MART

Station	Number of Households
WKNR	5,200
Station B	4,100
Station C	2,100
Station D	1,000
Station F	1,000
Station G	1,000
Station H	1,000
Station J	1,000
Station E	—

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households with K-Mart charge accounts than any other station.

WKNR DETROIT QUALITATIVE I

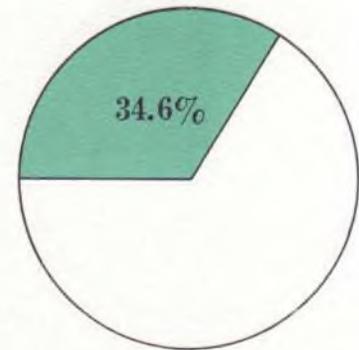


DEPARTMENT STORES

WINKELMAN'S

Station	Number of Households
Station B _____	21,700
WKNR _____	19,700
Station C _____	17,600
Station D _____	14,500
Station E _____	10,400
Station F _____	10,400
Station J _____	6,200
Station G _____	5,200
Station H _____	4,100

WKNR Share



In an average 24 hour day, WKNR reaches 34.6% of all Detroit households with Winkelman's charge accounts.

WKNR DETROIT QUALITATIVE I



DEPARTMENT STORES

HIMELHOCH'S

Station	Number of Households
Station C _____	12,400
WKNR _____	7,200
Station D _____	7,200
Station B _____	6,200
Station H _____	4,100
Station E _____	3,100
Station J _____	3,100
Station F _____	2,100
Station G _____	2,100

WKNR Share



In an average 24 hour day, WKNR reaches 27.8% of all Detroit households with Himelhoch's charge accounts.

WKNR DETROIT QUALITATIVE I



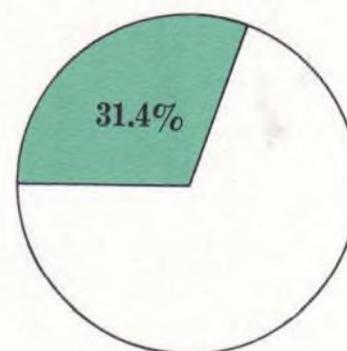
CHECKING ACCOUNTS

Question: *Do you or any members of your family have any checking accounts?*

HAVE CHECKING ACCOUNTS

Station	Number of Households
WKNR	191,500
Station B	164,600
Station C	159,400
Station D	109,700
Station E	86,900
Station F	80,700
Station H	60,000
Station G	52,800
Station J	44,500

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households with checking accounts than any other station.

CHECKING ACCOUNTS—MARKET DATA

	Number of Accounts	No. of Households
	Percent	
One checking account.....	51.0%	546,500
Two checking accounts.....	5.1%	54,900
Three checking accounts.....	.8%	8,300
Four checking accounts.....	.1%	1,000
No checking accounts.....	36.5%	390,200
Not reported.....	6.5%	69,300
	100.0%	1,070,200
Type of Account		
Regular.....	73.5%	448,200
Special.....	29.8%	182,200

WKNR DETROIT QUALITATIVE I



CHECKING ACCOUNTS

NO CHECKING ACCOUNTS

Station	Number of Households
Station B	98,300
WKNR	86,900
Station C	60,000
Station E	51,800
Station D	50,700
Station F	32,100
Station G	29,000
Station J	23,800
Station H	9,300

WKNR Share



In the average 24 hour day, WKNR reaches 22.3% of all Detroit households with no checking accounts.

CHECKING ACCOUNTS—MARKET DATA

	Number of Accounts	
	Percent	No. of Households
One checking account	51.0%	546,500
Two checking accounts	5.1%	54,900
Three checking accounts	.8%	8,300
Four checking accounts	.1%	1,000
No checking accounts	36.5%	390,200
Not reported	6.5%	69,300
	100.0%	1,070,200
Type of Account		
Regular	73.5%	448,200
Special	29.8%	182,200

WKNR DETROIT QUALITATIVE I



HOME OWNERSHIP

Question: *Do you own or rent your home (or apartment)?*

OWN HOME

Station	Number of Households
WKNR	224,600
Station B	208,000
Station C	203,900
Station D	147,000
Station E	112,800
Station F	94,200
Station H	69,300
Station G	67,300
Station J	53,800

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own their own home than any other station.

HOME OWNERSHIP—MARKET DATA

	Percent	No. of Households
Own home	78.5%	840,400
Rent home	17.9%	191,500
Own apartment	.9%	9,300
Rent apartment	2.7%	29,000
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I



HOME OWNERSHIP

RENT HOME

Station	Number of Households
Station B _____	60,000
WKNR _____	56,900
Station E _____	33,100
Station C _____	22,800
Station F _____	22,800
Station D _____	17,600
Station G _____	12,400
Station J _____	11,400
Station H _____	1,000

WKNR Share



In an average 24 hour day, WKNR reaches 29.7% of all Detroit households who rent their home.

HOME OWNERSHIP—MARKET DATA

	Percent	No. of Households
Own home	78.5%	840,400
Rent home	17.9%	191,500
Own apartment9%	9,300
Rent apartment	2.7%	29,000
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

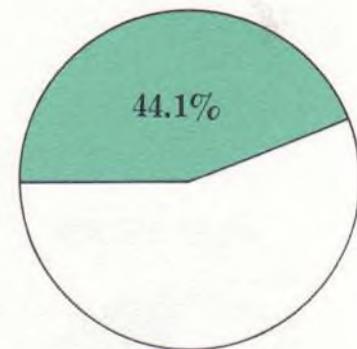


HOME OWNERSHIP

OWN APARTMENT

Station	Number of Households
WKNR	4,100
Station C	3,100
Station D	2,100
Station B	1,000
Station E	1,000
Station F	—
Station G	—
Station H	—
Station J	—

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households who own apartments than any other station.

HOME OWNERSHIP—MARKET DATA

	Percent	No. of Households
Own home	78.5%	840,400
Rent home	17.9%	191,500
Own apartment	.9%	9,300
Rent apartment	2.7%	29,000
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

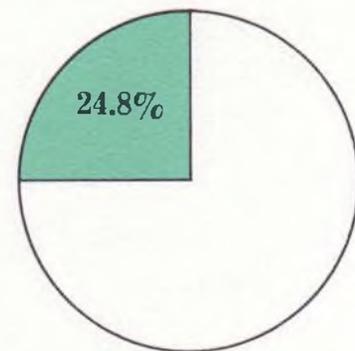


HOME OWNERSHIP

RENT APARTMENTS

Station	Number of Households
WKNR _____	7,200
Station B _____	5,200
Station J _____	5,200
Station D _____	3,100
Station E _____	3,100
Station F _____	3,100
Station G _____	3,100
Station C _____	2,100
Station H _____	—

WKNR Share



In an average 24 hour day, WKNR reaches more households who rent apartments than any other station.

HOME OWNERSHIP—MARKET DATA

	Percent	No. of Households
Own home.....	78.5%	840,400
Rent home.....	17.9%	191,500
Own apartment...	.9%	9,300
Rent apartment...	2.7%	29,000
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I



AIRPLANE TRAVEL

Question: *Have you or any member of your household made any trips by airplane in the past 12 months?*

PLANE TRAVEL IN LAST 12 MONTHS

Station	Number of Households
Station C	66,200
Station B	58,000
WKNR	56,900
Station D	34,200
Station E	32,100
Station F	32,100
Station J	18,700
Station G	16,600
Station H	16,600

WKNR Share



In an average 24 hour day, WKNR reaches 27.4% of all Detroit households who have used air travel in the last 12 months.

AIRPLANE TRAVEL—MARKET DATA

	Percent	No. of Households
Plane Travel, 12 Months	19.4%	208,000
No Plane Travel, 12 Months	80.6%	862,200
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I



AIRPLANE TRAVEL

NO PLANE TRAVEL (last 12 months)

Station	Number of Households
WKNR	236,000
Station B	216,300
Station C	165,600
Station D	135,600
Station E	118,000
Station F	88,000
Station G	66,200
Station H	53,800
Station J	51,800

WKNR Share



In an average 24 hour day, WKNR reaches more Detroit households that have not used air travel in the last 12 months than any other station.

AIRPLANE TRAVEL—MARKET DATA

	Percent	No. of Households
Plane Travel, 12 Months	19.4%	208,000
No Plane Travel, 12 Months	80.6%	862,200
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

OCCUPATION OF MALE HEAD OF HOUSEHOLD



Question: *What kind of work does the male head of the family do?*

WKNR Share



PROFESSIONAL/TECHNICAL

Station	Number of Households
Station C	36,200
WKNR	27,900
Station B	27,900
Station D	26,900
Station F	23,800
Station E	18,600
Station H	14,500
Station G	11,400
Station J	8,300

OCCUPATION OF MALE
HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/Technical	10.5%	112,800
Executive/Managerial/Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/Armed Forces	.8%	8,300
No Male Head	5.9%	63,100
Unemployed/Retired	11.5%	123,200
Not reported	2.2%	23,800
	100.0%	1,070,200

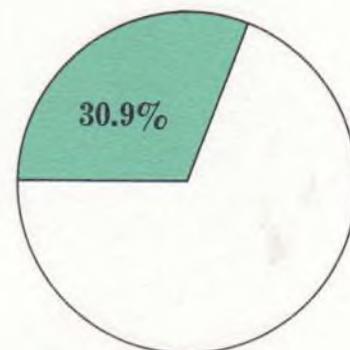
In an average 24 hour day, WKNR reaches 24.8% of all Detroit households whose male head of household is Professional/Technical.

WKNR DETROIT QUALITATIVE I



OCCUPATION OF MALE HEAD OF HOUSEHOLD

WKNR Share



EXECUTIVE/MANAGERIAL/PROPRIETOR

Station	Number of Households
Station C _____	37,300
WKNR _____	34,200
Station B _____	30,000
Station D _____	18,600
Station F _____	15,500
Station E _____	13,500
Station H _____	10,400
Station G _____	9,300
Station J _____	2,100

OCCUPATION OF MALE
HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/Technical	10.5%	112,800
Executive/Managerial/Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/Armed Forces8%	8,300
No Male Head	5.9%	63,100
Unemployed/Retired	11.5%	123,200
Not reported	2.2%	23,800
	100.0%	1,070,200

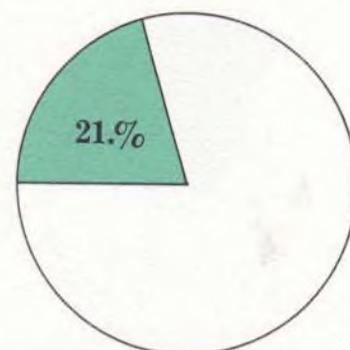
In an average 24 hour day, WKNR reaches 30.9% of all Detroit households whose male head of household is Executive/Managerial/Proprietor.

WKNR DETROIT QUALITATIVE I

OCCUPATION OF MALE HEAD OF HOUSEHOLD



WKNR Share



CLERICAL

Station	Number of Households
Station B	15,500
Station E	9,300
WKNR	7,200
Station C	7,200
Station D	7,200
Station F	3,100
Station H	2,100
Station J	2,100
Station G	1,000

In an average 24 hour day, WKNR reaches 21. % of all Detroit households whose male head of household is Clerical.

OCCUPATION OF MALE
HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/ Technical	10.5%	112,800
Executive/ Managerial/ Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/ Armed Forces	.8%	8,300
No Male Head	5.9%	63,100
Unemployed/ Retired	11.5%	123,200
Not reported	2.2%	23,800
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

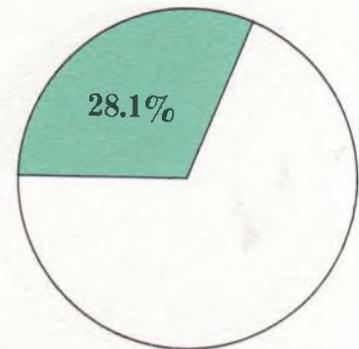
OCCUPATION OF MALE HEAD OF HOUSEHOLD



SALES

Station	Number of Households
Station B	22,800
WKNR	18,600
Station C	13,500
Station H	10,400
Station D	9,300
Station F	9,300
Station G	6,200
Station J	5,200
Station E	4,100

WKNR Share



OCCUPATION OF MALE HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/Technical	10.5%	112,800
Executive/Managerial/Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/Armed Forces	.8%	8,300
No Male Head	5.9%	63,100
Unemployed/Retired	11.5%	123,200
Not reported	2.2%	23,800
Total	100.0%	1,070,200

In an average 24 hour day, WKNR reaches 28.1% of all Detroit households whose male head of household is employed in Sales.

WKNR DETROIT QUALITATIVE I

OCCUPATION OF MALE HEAD OF HOUSEHOLD



CRAFTSMEN (SKILLED)

Station	Number of Households
WKNR	56,900
Station B	50,700
Station C	42,400
Station E	30,000
Station D	22,800
Station J	20,700
Station F	19,700
Station G	13,500
Station H	9,300

WKNR Share



OCCUPATION OF MALE HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/Technical	10.5%	112,800
Executive/Managerial/Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/Armed Forces	.8%	8,300
No Male Head	5.9%	63,100
Unemployed/Retired	11.5%	123,200
Not reported	2.2%	23,800
Total	100.0%	1,070,200

In an average 24 hour day, WKNR reaches more Detroit households whose male head of household is employed as Skilled Craftsman than any other station.

WKNR DETROIT QUALITATIVE I



OCCUPATION OF MALE HEAD OF HOUSEHOLD

OPERATIVE (SEMI-SKILLED)

Station	Number of Households
WKNR	83,800
Station B	71,400
Station E	42,400
Station C	37,300
Station D	36,200
Station F	25,900
Station J	24,800
Station G	22,800
Station H	14,500

In an average 24 hour day, WKNR reaches more Detroit households whose male head of household is employed as Operative (Semi-skilled) than any other station.

WKNR Share



OCCUPATION OF MALE HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/Technical	10.5%	112,800
Executive/Managerial/Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/Armed Forces	.8%	8,300
No Male Head	5.9%	63,100
Unemployed/Retired	11.5%	123,200
Not reported	2.2%	23,800
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

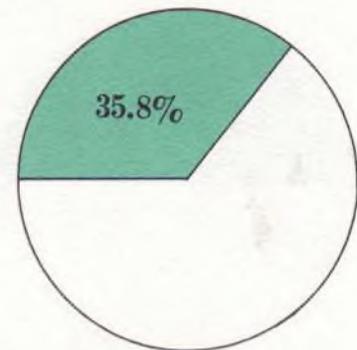


OCCUPATION OF MALE HEAD OF HOUSEHOLD

MANUAL (UNSKILLED)

Station	Number of Households
WKNR	10,400
Station B	10,400
Station E	2,100
Station G	2,100
Station H	2,100
Station C	1,000
Station F	1,000
Station J	1,000
Station D	—

WKNR Share



OCCUPATION OF MALE HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/Technical	10.5%	112,800
Executive/Managerial/Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/Armed Forces	.8%	8,300
No Male Head	5.9%	63,100
Unemployed/Retired	11.5%	123,200
Not reported	2.2%	23,800
	100.0%	1,070,200

In an average 24 hour day WKNR reaches 35.8% of all Detroit households whose male head of household is employed as Manual (unskilled).

WKNR DETROIT QUALITATIVE I

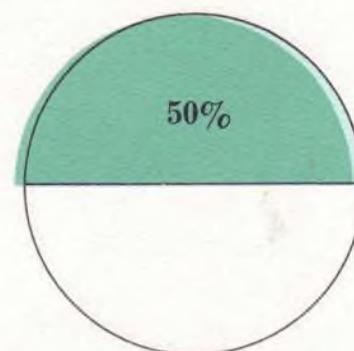
OCCUPATION OF MALE HEAD OF HOUSEHOLD



SERVICE WORK

Station	Number of Households
WKNR	20,700
Station B	10,400
Station F	7,200
Station E	6,200
Station D	5,200
Station C	3,100
Station G	2,100
Station H	2,100
Station J	2,100

WKNR Share



OCCUPATION OF MALE HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/ Technical	10.5%	112,800
Executive/ Managerial/ Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/ Armed Forces8%	8,300
No Male Head	5.9%	63,100
Unemployed/ Retired	11.5%	123,200
Not reported	2.2%	23,800
	100.0%	1,070,200

In an average 24 hour day, WKNR reaches more Detroit households whose male head of household is employed in Service work than any other station.

WKNR DETROIT QUALITATIVE I

OCCUPATION OF MALE HEAD OF HOUSEHOLD

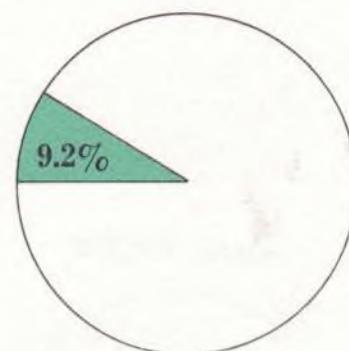


UNEMPLOYED/RETIRED

Station	Number of Households
Station C _____	37,300
Station D _____	29,000
Station B _____	19,700
Station E _____	14,500
WKNR _____	11,400
Station G _____	9,300
Station F _____	7,200
Station H _____	3,100
Station J _____	1,000

In an average 24 hour day, WKNR reaches 9.2% of all Detroit households whose male head of household is Unemployed or Retired.

WKNR Share



OCCUPATION OF MALE HEAD OF HOUSEHOLD—MARKET DATA

	Percent	No. of Households
Professional/Technical	10.5%	112,800
Executive/Managerial/Proprietor	10.3%	110,700
Clerical	3.2%	34,200
Sales	6.2%	66,200
Craftsmen (Skilled)	18.3%	195,600
Operative (Semi-Skilled)	24.5%	261,900
Manual (Unskilled)	2.7%	29,000
Service Work	3.9%	41,400
Student/Armed Forces8%	8,300
No Male Head	5.9%	63,100
Unemployed/Retired	11.5%	123,200
Not reported	2.2%	23,800
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I



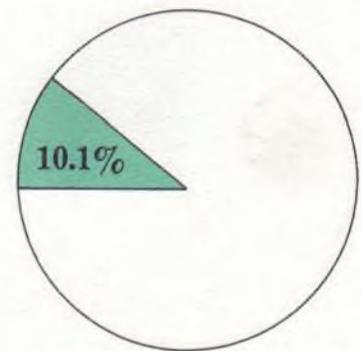
YEARLY FAMILY INCOME

Question: *What is the total amount of your entire family income per year? That is, the salaries of all the working members and their income, such as investment and business operations.*

LESS THAN \$3,000

Station	Number of Households
Station C	25,900
Station D	16,600
Station B	14,500
Station E	10,400
WKNR	10,400
Station G	9,300
Station F	7,200
Station H	4,100
Station J	1,000

WKNR Share



YEARLY FAMILY INCOME— MARKET DATA

	Percent	No. of Households
Under \$3,000	9.6%	102,500
\$3,000—\$4,999	11.3%	121,100
\$5,000—\$7,999	35.7%	382,800
\$8,000—\$9,999	18.7%	199,800
\$10,000 — \$14,999	11.3%	121,100
\$15,000 — \$24,999	3.5%	37,300
\$25,000 and over6%	6,200
Not reported	9.3%	99,400
	100.0%	1,070,200

In an average 24 hour day, WKNR reaches 10.1% of all Detroit households whose annual income is less than \$3,000.

WKNR DETROIT QUALITATIVE I

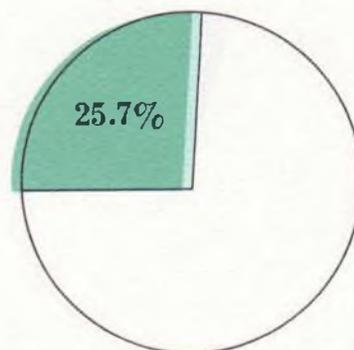


YEARLY FAMILY INCOME

\$3,000 - \$4,999

Station	Number of Households
Station B	34,200
WKNR	31,100
Station C	21,700
Station D	17,600
Station E	15,500
Station F	8,300
Station G	8,300
Station J	8,300
Station H	2,100

WKNR Share



**YEARLY FAMILY INCOME—
MARKET DATA**

In an average 24 hour day, WKNR reaches 25.7% of all Detroit households whose annual income is between \$3,000 and \$4,999.

	Percent	No. of Households
Under \$3,000	9.6%	102,500
\$3,000—\$4,999 . . .	11.3%	121,100
\$5,000—\$7,999 . . .	35.7%	382,800
\$8,000—\$9,999 . . .	18.7%	199,800
\$10,000 — \$14,999	11.3%	121,100
\$15,000 — \$24,999	3.5%	37,300
\$25,000 and over . .	.6%	6,200
Not reported	9.3%	99,400
	100.0%	1,070,200

WKNR DETROIT QUALITATIVE I

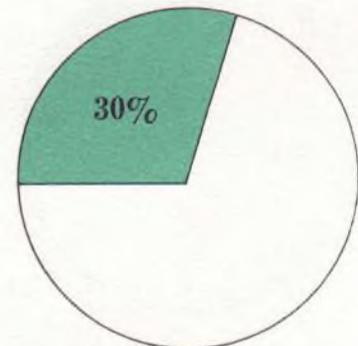


YEARLY FAMILY INCOME

\$5,000 - \$7,999

Station	Number of Households
WKNR	114,900
Station B	95,200
Station C	60,000
Station E	56,900
Station D	53,800
Station F	40,400
Station J	31,100
Station G	25,900
Station H	18,600

WKNR Share



**YEARLY FAMILY INCOME—
MARKET DATA**

	Percent	No. of Households
Under \$3,000	9.6%	102,500
\$3,000—\$4,999	11.3%	121,100
\$5,000—\$7,999	35.7%	382,800
\$8,000—\$9,999	18.7%	199,800
\$10,000 — \$14,999	11.3%	121,100
\$15,000 — \$24,999	3.5%	37,300
\$25,000 and over6%	6,200
Not reported	9.3%	99,400
	100.0%	1,070,300

In an average 24 hour day, WKNR reaches more Detroit households whose annual income is between \$5,000 and \$7,999 than any other station.

WKNR DETROIT QUALITATIVE I

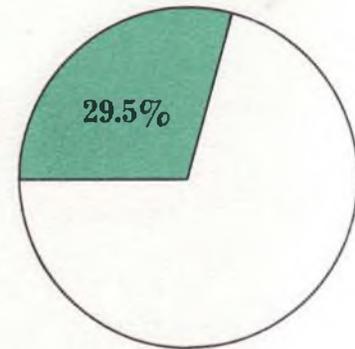


YEARLY FAMILY INCOME

\$8,000 - \$9,999

Station	Number of Households
Station B	60,000
WKNR	59,000
Station C	48,600
Station D	35,200
Station E	34,200
Station F	30,000
Station J	19,700
Station H	18,600
Station G	17,600

WKNR Share



**YEARLY FAMILY INCOME—
MARKET DATA**

	Percent	No. of Households
Under \$3,000	9.6%	102,500
\$3,000—\$4,999	11.3%	121,100
\$5,000—\$7,999	35.7%	382,800
\$8,000—\$9,999	18.7%	199,800
\$10,000 — \$14,999	11.3%	121,100
\$15,000 — \$24,999	3.5%	37,300
\$25,000 and over6%	6,300
Not reported	9.3%	99,400
	100.0%	1,070,200

In an average 24 hour day, WKNR reaches 29.5% of all Detroit households whose annual income is between \$8,000 and \$9,999.

WKNR DETROIT QUALITATIVE I

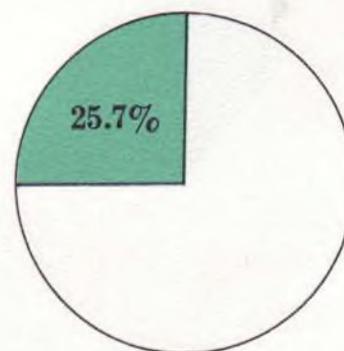


YEARLY FAMILY INCOME

\$10,000 - \$14,999

Station	Number of Households
Station B	34,200
Station C	34,200
WKNR	31,100
Station D	22,800
Station F	19,700
Station H	16,600
Station E	10,400
Station G	8,300
Station J	6,200

WKNR Share



**YEARLY FAMILY INCOME—
MARKET DATA**

	Percent	No. of Households
Under \$3,000	9.6%	102,500
\$3,000—\$4,999 . . .	11.3%	121,100
\$5,000—\$7,999 . . .	35.7%	382,800
\$8,000—\$9,999 . . .	18.7%	199,800
\$10,000 — \$14,999	11.3%	121,100
\$15,000 — \$24,999	3.5%	37,300
\$25,000 and over . .	.6%	6,200
Not reported	9.3%	99,400
	100.0%	1,070,200

In an average 24 hour day, WKNR reaches 25.7% of all Detroit households whose annual income is between \$10,000 and \$14,999.

WKNR DETROIT QUALITATIVE I

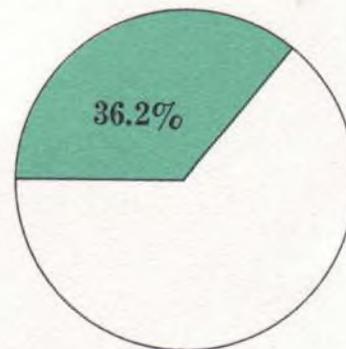


YEARLY FAMILY INCOME

\$15,000 - \$24,999

Station	Number of Households
Station C	18,600
Station B	17,600
WKNR	13,500
Station D	9,300
Station E	6,200
Station H	5,200
Station F	3,100
Station G	3,100
Station J	2,100

WKNR Share



**YEARLY FAMILY INCOME—
MARKET DATA**

	Percent	No. of Households
Under \$3,000	9.6%	102,500
\$3,000—\$4,999	11.3%	121,100
\$5,000—\$7,999	35.7%	382,800
\$8,000—\$9,999	18.7%	199,800
\$10,000 — \$14,999	11.3%	121,100
\$15,000 — \$24,999	3.5%	37,300
\$25,000 and over	.6%	6,200
Not reported	9.3%	99,400
	100.0%	1,070,200

In an average 24 hour day, WKNR reaches 36.2% of all Detroit households whose annual income is between \$15,000 and \$24,999.



WHO'S WHO IN DETROIT

. . . Just people masses of people four million of them. The Detroit market never sleeps so, interestingly enough, all times are "drive time" in Detroit.

Americans all, here is what just the foreign born population looks like:

Total Foreign Born 364,600

Major Foreign Born Breakdown

Polish	106,700
Canadian	98,800
German	54,300
Italian	47,700
British	46,500
Russian	33,100
Hungarian	14,200
Austrian	13,300
Irish	11,600
Yugoslav	9,900

Religious Background

In the three county area of Metropolitan Detroit, the registered religious population looks like this:

Roman Catholic	1,193,693	61.5%
Protestant	628,515	32.4%
Jewish	119,350	6.1%

Non-white population accounts for 558,900

Population 65 years and over 269,300

How does the population earn its living? See Page A-2



HOW THE DETROIT AUDIENCE IS EMPLOYED

Following are State Labor Department and Boards of Commerce figures relating to general categories of occupation. The figures below do not include children 11 years of age and younger nor the non-working population, except non-working housewives.

Categories of Occupation

Students	398,800
Farmers	8,100
Manufacturing	496,900
Construction	44,500
Transportation, Communications, Utilities	68,100
Wholesale	58,100
Retail	173,800
Financial, Real Estate, Insurance	56,100
Service	171,600
Government	138,500
Non-working Housewives	625,000

DETROIT INDUSTRY WORKERS AUDIENCE AVAILABILITY

These figures were compiled by WKNR from 400 of the 6000 manufacturing plants in the Detroit Metropolitan area. Since these 400 plants employ 72% of the industrial work force, these figures were projected from a 72% sampling and represent the total available industry audience at the stated time periods.

AM:

5:00	60,800	1:00	117,200	9:15	314,600
5:15	62,400	1:15	117,200	9:30	239,800
5:30	133,200	1:30	117,300	9:45	238,300
5:45	134,700	1:45	117,300	10:00	178,200
6:00	189,800	2:00	122,900	10:15	178,200
6:15	179,800	2:15	135,200	10:30	93,200
6:30	236,000	2:30	136,400	10:45	84,400
6:45	233,400	2:45	138,300	11:00	36,100
7:00	223,300	3:00	154,100	11:15	36,000
7:15	216,300	3:15	156,800	11:30	35,700
7:30	171,400	3:30	199,400	11:45	37,000
7:45	167,000	3:45	201,500	12:Midnite	76,200
8:00	100,000	4:00	206,500	<u>AM:</u>	
8:15	100,000	4:15	213,800	12:15	80,400
8:30	53,900	4:30	239,100	12:30	94,800
8:45	55,000	4:45	267,100	12:45	94,800
9:00	93,000	5:00	320,000	1:00	30,100
9:15	97,200	5:15	341,200	1:15	29,400
9:30	109,900	5:30	348,700	1:30	16,900
9:45	113,100	5:45	348,700	1:45	13,860
10:00	114,400	6:00	350,400	2:00	12,900
10:15	114,500	6:15	350,400	2:15	13,000
10:30	114,800	6:30	350,600	2:30	13,200
10:45	114,900	6:45	350,600	2:45	13,200
11:00	114,900	7:00	350,400	3:00	13,200
11:15	115,100	7:15	350,400	3:15	13,000
11:30	116,300	7:30	350,400	3:30	11,900
11:45	116,300	7:45	349,400	3:45	12,900
12:Noon	116,600	8:00	346,000	4:00	16,500
<u>PM:</u>		8:15	331,700	4:15	16,500
12:15	116,600	8:30	329,300	4:30	18,900
12:30	116,600	8:45	329,000	4:45	33,300
12:45	116,900	9:00	317,000		

AUTOMOBILE RADIO LISTENING

1. Did you have your car radio on as you drove in now?

YES	688	47.5%
NO	761	<u>52.5%</u>
TOTAL	1,449	100%

2. If no: Does your car have a radio?

YES	587	88% of all cars surveyed had radios
NO	<u>174</u>	
TOTAL	761	

3. Does your car radio work?

YES	483
NO	<u>104</u>
TOTAL	587

AUTOMOBILE RADIO SETS IN USE

47.5%

or more than twice that credited by the major rating services for home sets in use.



WHEN DO THEY START THEIR DAY

In analyzing a market, one of the problems we fall heir to is the tendency to judge others' living habits by our own. If one rises at 6:30 each morning and shaves at 6:40, one is inclined to assume . . . without ever really thinking about it . . . that every other man does the same thing at the same time. In a large industrial market such as Detroit nothing could be farther from the fact . . . as our WKNR figures will show. First, let's take the general classifications *other* than INDUSTRY and STUDENTS:

<u>Category</u>	<u>Times of Work</u>	<u>Category</u>	<u>Times of Work</u>
Construction	7:00 AM - 3:00 PM 7:30 AM - 3:30 PM 8:00 AM - 4:00 PM 8:30 AM - 4:30 PM	- City	8:00 AM - 4:00 PM 8:00 AM - 4:30 PM 8:30 AM - 4:30 PM
Retail (Does not include varying night time store openings)	8:30 AM - 5:30 PM 9:00 AM - 6:00 PM 9:15 AM - 5:30 PM 9:30 AM - 5:00 PM 9:30 AM - 5:30 PM 9:30 AM - 6:00 PM 9:45 AM - 5:30 PM	Transportation, Communications, Utilities	7:00 AM - 3:00 PM 7:30 AM - 3:00 PM 7:30 AM - 3:30 PM 7:45 AM - 4:45 PM 8:00 AM - 4:00 PM 8:00 AM - 4:30 PM 8:00 AM - 5:00 PM 8:15 AM - 5:00 PM 8:30 AM - 5:00 PM 8:30 AM - 5:15 PM
Wholesale	5:00 AM - 2:30 PM 8:00 AM - 4:30 PM 8:00 AM - 5:00 PM 7:00 AM - 3:30 PM	Financial, Insurance, Real Estate	8:30 AM - 5:00 PM 8:45 AM - 5:00 PM 9:00 AM - 4:30 PM
Government - Federal	8:00 AM - 4:30 PM 8:30 AM - 4:30 PM 8:30 AM - 5:30 PM	Non-Working House- wives	5:00 AM - 4:45 AM*
- State	8:15 AM - 5:00 PM	*These times are predicated on the Industry figures.	



WHEN ARE (ALL) ADULTS AVAILABLE TO LISTEN TO RADIO

The following figures are compiled from individual canvasses and surveys of the WKNR Detroit Audience Availability Analysis. "Adults Available to Listen" are determined from business work schedules, industry shift times, housewives availability, etc. The 24-hour-a-day Detroit work pattern, the early start times and the vast number of shift changes combine to present a new concept in programming and marketing and certainly in Radio advertising . . . as these figures will show:

Detroit Adult Audience Availability Analysis

Figures represent total available adult audience (from 5:45AM to Midnight only) at stated times throughout the day

<u>AM</u>		<u>PM</u>	
5:45 - 6:15	2,210,500	12:15 - 12:45	2,187,900
6:15 - 6:45	2,440,200	12:45 - 1:15	2,188,500
6:45 - 7:15	2,564,100	1:15 - 1:45	2,188,600
7:15 - 7:45	2,603,100	1:45 - 2:15	2,194,200
7:45 - 8:15	2,630,000	2:15 - 2:45	2,236,700
8:15 - 8:45	2,448,100	2:45 - 3:15	2,268,000
8:45 - 9:15	2,331,900	3:15 - 3:45	2,320,100
9:15 - 9:45	2,280,400	3:45 - 4:15	2,369,300
9:45 - 10:15	2,185,700	4:15 - 4:45	2,527,200
10:15 - 10:45	2,186,100	4:45 - 5:15	2,773,700
10:45 - 11:15	2,186,200	5:15 - 5:45	2,916,500
11:15 - 11:45	2,187,600	5:45 - 6:15	2,957,200
11:45 - 12:15	2,187,900	6:15 - 6:45	2,965,600
		6:45 - 7:15	2,965,200
		7:15 - 7:45	2,965,400
		7:45 - 8:15	2,935,400
		8:15 - 8:45	2,917,700
		8:45 - 9:15	2,915,000
		9:15 - 9:45	2,900,600
		9:45 - 10:15	2,809,400
		10:15 - 10:45	2,735,700
		10:45 - 11:15	2,440,000
		11:15 - 11:45	1,650,300
		11:45 - 12:15	1,629,500



DETROIT AUTOMOBILE RADIO AUDIENCE

During the summer of 1963 National Advertising Company, a subsidiary of the 3M Company conducted a survey of automobile radio listening in five key shopping centers in the Detroit Metropolitan Area. The shopping centers were selected to give a cross section of geographical area and size.

The five centers were:

CENTER	LOCATION	GENERAL DIRECTION FROM DETROIT
Pontiac Mall	Pontiac	NW
Southgate	Southgate	S
Tech Plaza	Warren	N
Seven Grand	Redford	W
St. Clair Shores	St. Clair Shores	NE

TECHNIQUES Experienced interviewers were assigned to specific areas of the parking lot in each shopping center. The parking of a vehicle within the assigned area was the signal to approach the vehicle and interview the driver (only). By the nature of parking patterns and probabilities, no interviewer could cover all drivers entering this area during the time period. However, the interviewer was to make no selection other than by area and entering automobile. Therefore, no known characteristic of shopper was missed due to this method.

The interviewing was conducted between the hours of 11:30 AM and 9 PM on Thursday, June 25, 1963. Out of 46.5 hours of interviewing, 83% was daytime and 17% evening. A weekday was selected to avoid distortion of the occupancy and habit patterns which would exist in a family's Saturday shopping trip versus the usual weekday patterns.

Due to the brevity of the interview, the summer heat didn't seem to be an obstacle to cooperation and the "turn downs" amounted to only 4% of those approached.



VEHICLE OCCUPANCY

TOTAL SAMPLE	1,449 automobiles	
DRIVERS	55.5% women	803
	44.5% men	646
	<hr/>	<hr/>
	100% total	1,449
VEHICLE OCCUPANCY	46.9% women	1384
	24.0% men	708
	4.2% teens	126
	24.9% children	736
	<hr/>	<hr/>
	100% total	2,954
PER CAR VEHICLE OCCUPANCY	adults	1.42 av. per car
	other	<u>.50 av. per car</u>
	TOTAL	2.02 av. per car



WHEN DO THEY START THEIR DAY

DETROIT INDUSTRY

It has generally been assumed that in a large economically healthy industrial city, there are three principal shift times: 7:00 AM, 3:30 PM, and midnight . . . or "something like that". There are over 6000 manufacturing plants in metropolitan Detroit. 400 of them employ a minimum of 100 people and account for 72% of the industrial work force. WKNR canvassed each of these 400 plants and found, believe it or not, 171 different shifts in each 24 hour work day. Here they are:

AM

5:15 - 2:00	7:00 - 4:15	8:00 - 4:45
5:30 - 2:00	7:00 - 4:30	8:00 - 5:00
6:00 - 2:00	7:00 - 5:00	8:00 - 5:15
6:00 - 2:30	7:00 - 5:30	8:00 - 5:30
6:00 - 3:00	7:00 - 5:45	8:00 - 6:00
6:00 - 3:30	7:15 - 3:45	8:00 - 7:00
6:00 - 6:00	7:30 - 3:00	8:15 - 4:30
6:15 - 2:15	7:30 - 3:30	8:15 - 4:45
6:15 - 2:30	7:30 - 3:45	8:15 - 5:00
6:15 - 2:45	7:30 - 4:00	8:15 - 5:15
6:30 - 2:30	7:30 - 4:15	8:15 - 5:30
6:30 - 3:00	7:30 - 4:30	8:30 - 4:30
6:30 - 3:30	7:30 - 5:00	8:30 - 5:00
6:30 - 5:00	7:30 - 5:15	8:30 - 5:15
6:30 - 5:30	7:30 - 5:30	8:30 - 5:30
6:30 - 6:00	7:30 - 6:15	8:30 - 6:00
6:45 - 3:00	7:45 - 3:45	8:45 - 5:30
6:45 - 3:15	7:45 - 4:00	9:00 - 5:00
7:00 - 1:00	7:45 - 4:15	9:00 - 5:30
7:00 - 2:00	7:45 - 4:30	9:00 - 6:00
7:00 - 2:30	7:45 - 4:45	9:00 - 9:00
7:00 - 3:00	8:00 - 3:30	9:30 - 4:00
7:00 - 3:15	8:00 - 4:00	9:30 - 6:00
7:00 - 3:30	8:00 - 4:15	10:00 - 6:00
7:00 - 4:00	8:00 - 4:30	10:00 - 6:30

(Continued on Page 3 Section B)



WHEN DO THEY START THEIR DAY

DETROIT INDUSTRY

(continued)

AM

10:00 - 8:00	4:00 - 12:30	8:00 - 4:00
11:00 - 7:30	4:00 - 1:00	8:30 - 4:30
11:00 - 8:00	4:15 - 12:00	8:30 - 5:00
12:Noon-8:00	4:15 - 12:30	9:00 - 5:30

PM

1:00 - 7:00	4:15 - 1:30	9:00 - 6:00
1:30 - 10:00	4:30 - 12:00	9:30 - 5:30
2:00 - 10:00	4:30 - 12:30	9:30 - 7:00
2:00 - 10:30	4:30 - 12:45	10:00 - 6:30
2:30 - 10:00	4:30 - 1:00	10:30 - 5:30
2:30 - 10:30	4:30 - 1:45	10:30 - 6:00
2:30 - 10:30	4:30 - 2:00	10:30 - 6:45
2:30 - 11:00	4:30 - 2:15	10:30 - 7:00
2:30 - 12:00	4:30 - 4:00	10:45 - 6:45
3:00 - 10:30	4:45 - 12:00	11:00 - 6:30
3:00 - 11:00	4:45 - 1:15	11:00 - 7:00
3:00 - 11:30	4:45 - 2:15	11:00 - 7:15
3:00 - 12:00	5:00 - 12:30	11:00 - 7:30
3:15 - 11:15	5:00 - 1:30	11:30 - 6:30
3:15 - 11:30	5:00 - 2:30	11:30 - 7:00
3:15 - 11:45	5:00 - 3:00	11:30 - 7:30
3:30 - 10:30	5:30 - 2:00	12:Mid.-7:00
3:30 - 11:00	5:30 - 2:30	12:00 - 7:30
3:30 - 11:30	5:30 - 3:00	12:00 - 8:00
3:30 - 11:45	5:30 - 3:30	12:00 - 8:30
3:30 - 12:00	5:30 - 3:45	
3:30 - 1:00	5:30 - 4:00	
3:30 - 1:30	5:30 - 4:30	
3:45 - 12:00	5:45 - 4:15	
3:45 - 12:15	6:00 - 2:30	
3:45 - 12:45	6:00 - 4:00	
4:00 - 11:30	7:00 - 1:00	
4:00 - 12:00	7:00 - 3:00	
4:00 - 12:15	7:00 - 3:30	

AM

12:30 - 8:00
12:30 - 9:00
1:00 - 7:00
1:30 - 10:00
3:00 - 11:30
4:30 - 1:30
5:00 - 1:30



WHEN DO THEY START THEIR DAY

DETROIT STUDENTS

In its intense two-month study to determine availability of the mass audience, WKNR surveyed every Junior High School, High School, College and University; every Public school and every Parochial, Private, Business and Trade School in the 3-county Metropolitan Detroit area. One purpose was to determine school start times (not class times), and the surprising figures tell us that certain Detroit Students are arriving at some school in the metro area practically every hour of the day from 7:15 in the morning to 8:00 o'clock at night. Here are the school start times:

<u>AM</u>	<u>PM</u>
7:15	1:00
7:30	1:30
7:45	2:00
8:00	3:00
8:15	4:00
8:30	4:30
8:45	5:00
9:00	5:15
9:15	5:30
9:30	5:45
9:45	6:00
10:00	6:15
11:45	6:30
12:00 Noon	7:00
12:15	7:15
12:30	8:00

1962

FU MANCHU OUR 20th YEAR
 CHINESE DINNERS from \$2.25
 LUNCH from 85c
 325 71st STREET MIAMI BEACH PHONE: UN 6-4303




Donating their respective talents and time to the Variety Children's Hospital of Dade County are Ray Stevens and Lesley Gore of Mercury Records. Standing from left to right are radio station WQAM's disc jockeys: Jerry Goodwin, Ted Clark, Charlie Murdock, Lee Sherwood, Bob Green and Jim Dunlap. Miss Gores' Mercury recording of "It's My Party," is the number one record in the U.S. this past week.

We Cook with Wood
 One of America's Fine Restaurants



245 22nd STREET, MIAMI BEACH • RESERV: MARIO, JE 8-4345



*'Meet the Beatles' winners
leaving WKNR parking lot for Olympia + the Beetle concert.*