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ARBITRON™
**Radio
Demographic
Buyer**

Audience Estimates in the
ARB Market of
San Francisco

122 **ARBITRON** Radio Demographic Buyer

San Francisco

April/May 1973

April / May 1973
April 12-May 9

ARB 1973 RADIO MARKET SURVEY SCHEDULE

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Albany-Schenectady-Troy				
Albuquerque				
Allentown-Bethlehem-Easton				
Altoona				
Amarillo				
*Anchorage				
Appleton-Oshkosh				
Ashville				
Atlanta				
Augusta, GA				
Austin, TX				
Bakersfield				
Baltimore				
Baton Rouge				
Beaumont-Port Arthur				
Billings				
Birmingham				
Birmingham				
Boise				
Boston				
Buffalo				
Canton				
Cedar Rapids				
Charleston, SC				
Charleston, WV				
Charlotte				
Chattanooga				
Chicago				
Cincinnati				
Cleveland				
Colorado Springs				
Columbia, SC				
Columbus, GA				
Columbus, OH				
Corpus Christi				
Dallas				
Davenport-Rock Island-Moline				
Dayton				
Denver				
Des Moines				
Detroit				
Duluth-Superior				
El Paso				
Erie				
Eugene				
Evansville				
Fargo-Moorhead				
Flint				
FL Lauderdale-Hollywood				

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
FL Wayne				
FL Worth				
Fresno				
Grand Rapids				
Great Falls				
Green Bay				
Greensboro-High Point				
Greenville, SC				
Harrisburg				
Hartford-New Britain				
Honolulu				
Houston				
Huntington-Ashland				
Indianapolis				
Jackson, MS				
Jacksonville				
Johnstown				
Kalamazoo				
Kansas City				
Knoxville				
Lafayette, LA				
*Lakeland-Winter Haven, FL				
Lancaster				
Lansing				
Las Vegas				
Lexington				
Lincoln				
Little Rock				
Los Angeles				
Louisville				
Lubbock				
Macon				
Madison				
Manchester				
McAllen-Brownsville				
Memphis				
Miami				
Milwaukee				
Minneapolis-St Paul				
Mobile				
Montgomery				
Nashville				
New Haven				
New Orleans				
New York				
Norfolk-Portsmouth-Newport News-Hampton				
Oklahoma City				
Omaha-Council Bluffs				
Orlando				
Peoria				
Philadelphia				
Phoenix				
Pittsburgh				
Portland, ME				
Portland, OR				
Providence-Pawtucket				
Raleigh				
Reading				

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Reno				
Richmond				
Roanoke				
Rochester, NY				
Rockford				
Sacramento				
Saginaw				
St Joseph				
St Louis				
Salinas-Monterey				
Salt Lake City				
San Antonio				
San Bernardino-Riverside-Ontario				
San Diego				
San Francisco				
San Jose				
Savannah				
Seattle-Everett-Tacoma				
Shreveport				
South Bend				
*Spartanburg, SC				
Spokane				
Springfield-Holyoke-Chicopee				
Springfield, MO				
Syracuse				
Tampa-St. Petersburg				
Terre Haute				
Toledo				
Trenton				
Tucson				
Tulsa				
Utica-Rome				
Waco				
Washington, DC				
Waterloo				
West Palm Beach				
Wheeling				
Wichita, KS				
Wichita Falls, TX				
Wilkes Barre-Scranton				
Wilmington, DE				
Winston Salem				
Worcester				
York				
Youngstown-Warren				

*Denotes market being measured by ARB for the first time.

SCHEDULE OF SURVEY DATES			
Report Month	Survey Dates		
JANUARY/FEBRUARY	Jan. 11 - Feb. 7, 1973		
APRIL/MAY	April 12 - May 9, 1973		
JULY/AUGUST	July 19 - Aug. 8, 1973		
OCTOBER/NOVEMBER	Oct. 25 - Nov. 14, 1973		

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REPORT CONTENTS

SURVEY INFORMATION

- Map of Survey Area
- Tabulated Diaries by Sampling Unit
- Population Estimates and % Distribution of Tabulated Diaries by Sex-Age Groups
- Diary Placement and Return Information
- Total Tabulated Diaries and Effective Sample Bases

STATION INFORMATION

- Facilities of Stations Listed in This Report
- Special Notices

A. Type of Estimates Reported:

- (1) Average Persons Estimates—Total Survey Area
- (2) Cume Persons Estimates—Total Survey Area
- (3) Average Persons Estimates—Metro Survey Area
- (4) Cume Persons Estimates—Metro Survey Area
- (5) Metro Ratings
- (6) Metro Shares.

B. Time Periods Reported:

- Monday-Sunday 6 AM to Midnight
- Monday-Friday 6 AM to 10 AM
- Monday-Friday 10 AM to 3 PM
- Monday-Friday 3 PM to 7 PM
- Monday-Friday 7 PM to Midnight
- Saturday 6 AM to 10 AM
- Saturday 10 AM to 3 PM
- Saturday 3 PM to 7 PM
- Saturday 7 PM to Midnight
- Sunday 6 AM to 10 AM
- Sunday 10 AM to 3 PM
- Sunday 3 PM to 7 PM
- Sunday 7 PM to Midnight

C. Sex-Age Groups Reported for Monday-Sunday and Monday-Friday Day-Parts, with Men, Women and Total Adults reported separately for following age groups:

18+	25-49
18-34	25-64
18-49	35-64
Teens 12-17	

D. Sex-Age Groups Reported for Saturday and Sunday Day-Parts, with Men, Women and Total Adults reported separately for following age groups:

18+	
25-49	
18-49	
Teens 12-17	

E. Monday-Friday (hour-by-hour) Average Quarter-Hour Estimates (Total Survey Area Persons, Metro Survey Area Persons and Shares) will be reported for Monday-Friday 5 AM-1 AM for the following sex-age groups:

Total Persons 12+	Women 18-34
Men 18-34	Women 25-49
Men 25-49	Women 35-49
Men 35-49	Women 50+
Men 50+	Women 18+
Men 18+	Teens 12-17

F. Trends for Metro Average Quarter-Hour Persons appear for the following Demographics and Day-Parts:

Demographics	Day-Parts
Total Persons 12+	Monday-Sunday 6 AM to Midnight
Men 18+	Monday-Friday 6 AM to 10 AM
Women 18+	Monday-Friday 10 AM to 3 PM
Teens 12-17	Monday-Friday 3 PM to 7 PM
	Monday-Friday 7 PM to Midnight

SURVEY PERIOD: April 12 - May 9, 1973

**NUMBER OF TIMES PER YEAR
THIS MARKET IS SURVEYED:** 4

This report is a compilation of radio audience estimates for various audience categories in this market and it is intended that it be used only in conjunction with ARB's local market report of audience estimates for this market.

All estimates of persons are shown as hundreds (e.g., 141=14,100 persons). The symbol (—1) indicates an estimate of less than 50 persons.

The survey period covers more than one week. ARB has averaged the listening data received, and the estimates reported are for an "average" week.

LIMITATIONS ON USE OF REPORT

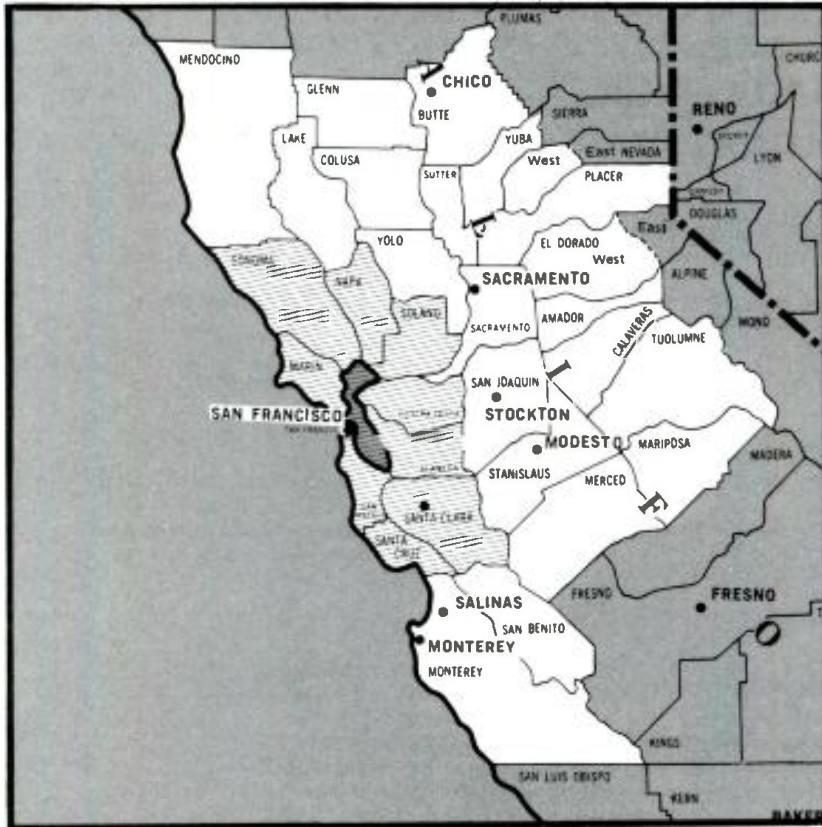
This report, which contains data, estimates and market definitions proprietary to ARB, is provided to ARB clients pursuant to the terms of written contracts between ARB and such clients. Clients are permitted to quote reasonable amounts of Arbitron data and estimates from this report, but only upon the conditions that:

- 1) ARB be identified as the source;
- 2) The appropriate market, survey period, survey area, time period and type of estimate be given for the data and estimates used (e.g., Boston, October-November, 1972, Total Survey Area, Monday-Friday 8 PM-9 PM average quarter-hour estimates, Men 18-49);
- 3) The identity of any stations, networks or programs (except those of the client quoting from this report) not be disclosed;
- 4) The data and estimates used be described as subject to the qualifications given in this report.

Users of this report are referred to the current policies of the federal government relating to the use of audience estimates.

Neither this report nor any of its contents may be used in any manner by non-clients of ARB, without prior written permission from ARB.

Users of Arbitron Radio Market Reports sometimes spend many hours adding audience estimates across sex-age groups in order to develop estimates for particular target audience categories which are not reported in the market report. This extra work is time-consuming, and also is subject to human error. In response to this problem ARB has used its computer capabilities to prepare this Demographic Buyer which reports listening estimates for additional audience categories not reported separately in the standard market report. The table following outlines the types of audience estimates shown herein.



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1. **Map**—The area in which the listening data were gathered for this survey in this radio market is shown on the map. The Total Survey Area (TSA) of this market is shown in white. The Metro Survey Area (MSA) is shown by cross hatching. (For definitions of TSA and MSA, see Par. 9, 17.)

2. **Tabulated Diaries by Sampling Unit**—The number of in-tab diaries for each sampling unit is listed.

3. **Special Interviewing Techniques**—Special interviewing techniques are applied in certain sampling units in some markets. Sampling units in which these techniques have been implemented are indicated: "TR"—Telephone Retrieval; "PR"—Personal Retrieval. (For explanation of these techniques, see Par. 21.)

TABULATED DIARIES BY SAMPLING UNIT

IN-TAB	COUNTIES IN SAMPLING UNIT
(TR)* 267	SAN FRANCISCO, CA
* 163	SAN MATEO, CA
(TR)* 389	ALAMEDA, CA
* 26	CONTRA COSTA EAST, CA
* 115	CONTRA COSTA WEST, CA
* 50	MARIN, CA
* 105	SONOMA, CA
* 38	NAPA, CA
* 60	SOLANO, CA
(PR)* 526	SANTA CLARA, CA
48	COLUSA, CA GLENN, CA LAKE, CA MENDOCINO, CA
103	YOLO, CA
153	SAN BENITO, CA SANTA CRUZ, CA
(PR) 423	MONTEREY, CA
53	BUTTE, CA
388	SACRAMENTO, CA
102	PLACER, CA
34	SUTTER, CA YUBA, CA NEVADA WEST, CA
24	TUOLUMNE, CA
15	CALAVERAS, CA
28	AMADOR, CA EL DORADO WEST, CA
102	SAN JOAQUIN, CA
34	STANISLAUS, CA
80	MARIPOSA, CA MERCED, CA
3,326	TOTAL
101	TOTAL METRO "TR" IN-TAB
103	TOTAL METRO "PR" IN-TAB

*METRO SAMPLING UNIT

POPULATION ESTIMATES AND SAMPLE DISTRIBUTION BY SEX-AGE GROUP

	Estimated Population	Estimated Population as Percent of Total Persons 12+	Percent of Unweighted In-Tab Sample	Percent of Weighted In-Tab Sample
TOTAL SURVEY AREA				
Men 18-24	513,600	9.1	4.9	9.1
Men 25-34	540,800	9.6	6.6	9.6
Men 35-49	590,900	10.4	10.5	10.4
Men 50-64	457,000	8.1	9.8	8.1
Men 65+	260,600	4.6	4.3	4.6
Women 18-24	513,500	9.1	5.8	9.1
Women 25-34	541,200	9.6	9.0	9.6
Women 35-49	603,400	10.7	13.5	10.7
Women 50-64	489,300	8.7	12.5	8.7
Women 65+	357,300	6.3	5.7	6.3
Teens 12-17	787,500	13.9	17.5	13.9
Total Persons 12+	5,655,100			
METRO SURVEY AREA				
Men 18-24	331,600	8.6	4.7	8.6
Men 25-34	378,000	9.8	6.6	9.8
Men 35-49	412,100	10.7	11.2	10.7
Men 50-64	310,100	8.1	9.9	8.1
Men 65+	167,700	4.4	4.1	4.4
Women 18-24	345,600	9.0	5.6	9.0
Women 25-34	374,800	9.8	9.8	9.8
Women 35-49	418,300	10.9	14.1	10.9
Women 50-64	335,900	8.7	12.9	8.7
Women 65+	243,600	6.3	5.1	6.3
Teens 12-17	522,500	13.6	16.1	13.6
Total Persons 12+	3,840,200			

4. Population Estimates—Population estimates and sample distribution by sex-age groups are shown for this market's TSA and MSA. These population estimates are based upon 1970 U.S. Bureau of the Census estimates updated and projected to January 1, 1973 by Market Statistics, Inc., based on data from Sales Management's 1972 "Survey of Buying Power."

Also shown is the percent of usable diaries (in-tab) received from each sex-age group. These percentages are shown as both weighted and unweighted figures. (For an explanation of ARB weighting procedures, see Par. 23.)

5. Diary Placement, Return and Tabulation Data—The accompanying tables show the number of residential listings in the computer-drawn sample, the number of such listings in which the telephone was answered, the number of homes in which diaries were placed, the number of individuals who were sent a diary, the number of individuals who returned a usable diary and the Effective Sample Bases. (For explanation of Effective Sample Bases, see Par. 25.)

DIARY PLACEMENT AND RETURN INFORMATION

Residential Listings in Designated Sample	3,256
Total Contacts (Homes in which telephone was answered)	3,121
Homes in which Diaries Were Placed	2,665
Individuals Who Were Sent a Diary	6,318
Individuals Who Returned a Usable Diary (In-Tab)	3,326

TOTAL TABULATED DIARIES AND EFFECTIVE SAMPLE BASES

	Total Tabulated Diaries	Effective Sample Bases
Total Survey Area	3,326	2,278
Metro Survey Area	1,739	1,405

FACILITIES OF STATIONS LISTED IN THIS REPORT

6. Information below is obtained from the stations and/or the current issues of Standard Rate and Data Service's "Spot Radio Rates and Data" and "Network Rates and Data." (For an explanation of the criteria for reporting stations, see Pars. 14-16.) Stations that broadcast on the FM portion of the broadcast frequency spectrum are identified on this page with an FM suffix after the call letters. This suffix is used regardless of whether or not it is included in the official FCC license designation for the station.

Station	Power (Watts)		Frequency (AM in Kc) (FM in Mc)	Net. Affil.	City	County	State
	Day	Night					
HOME							
KABL	5,000	5,000	960	IND	OAKLAND	ALAMEDA	CA
KABL-FM	100,000	100,000	98.1	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KARA-FM	50,000	50,000	105.7	ABC FM	SANTA CLARA	SANTA CLARA	CA
KBAY-FM	14,500	14,500	100.3	IND	SAN JOSE	SANTA CLARA	CA
KCBS	50,000	50,000	740	CBS	SAN FRANCISCO	SAN FRANCISCO	CA
KCBS-FM	35,000	35,000	98.9	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KDIA	5,000	5,000	1310	IND	OAKLAND	ALAMEDA	CA
KEEN	5,000	5,000	1370	IND	SAN JOSE	SANTA CLARA	CA
KFAX	50,000	1,000	1100	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KFOG-FM	13,500	13,500	104.5	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KFRC	5,000	5,000	610	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KGO	50,000	50,000	810	ABC I	SAN FRANCISCO	SAN FRANCISCO	CA
KIBE	5,000		1220	IND	PALO ALTO	SANTA CLARA	CA
KDFC-FM	33,000	33,000	102.1	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KIOI-FM	125,000	125,000	101.3	ABC C	SAN FRANCISCO	SAN FRANCISCO	CA
KJAZ-FM	1,850	1,850	92.7	IND	ALAMEDA	ALAMEDA	CA
KKEE-FM	69,000	69,000	106.1	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KKHI	10,000	10,000	1550	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KKHI-FM	5,600	5,600	95.7	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KKIS	5,000	5,000	990	IND	PITTSBURG	CONTRA COSTA	CA
KLIV	5,000	5,000	1590	IND	SAN JOSE	SANTA CLARA	CA
KLOK	50,000	5,000	1170	IND	SAN JOSE	SANTA CLARA	CA
KNBR	50,000	50,000	680	NBC	SAN FRANCISCO	SAN FRANCISCO	CA
KNBR-FM	45,000	45,000	99.7	NBC	SAN FRANCISCO	SAN FRANCISCO	CA
KNEW	5,000	5,000	910	IND	OAKLAND	ALAMEDA	CA
KOME-FM	12,500	12,500	98.5	IND	SAN JOSE	SANTA CLARA	CA
KPSJ-FM	50,000	50,000	106.5	IND	SAN JOSE	SANTA CLARA	CA
KSAN-FM	35,000	35,000	94.9	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KSAY	10,000		1010	MBS	SAN FRANCISCO	SAN FRANCISCO	CA
KSFO	5,000	1,000	560	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KSFX-FM	23,700	23,700	103.7	ABC FM	SAN FRANCISCO	SAN FRANCISCO	CA
KSJQ-FM	20,000	20,000	92.3	IND	SAN JOSE	SANTA CLARA	CA
KXRX	10,000	5,000	1500	IND	SAN JOSE	SANTA CLARA	CA
KYA	5,000	1,000	1260	IND	SAN FRANCISCO	SAN FRANCISCO	CA
KYA -FM	25,000	25,000	93.3	IND	SAN FRANCISCO	SAN FRANCISCO	CA

OUTSIDE							
KRAK	50,000	50,000	1140	IND	SACRAMENTO	SACRAMENTO	CA

Network Affiliation Abbreviations: ABC C —American Contemporary Radio Network CBS —Columbia Broadcasting System Radio Network
 ABC FM —American FM Radio Network IND —(Denotes Independent Stations)
 ABC E —American Entertainment Network MBN —Mutual Broadcasting System Black Network
 ABC I —American Information Radio Network MBS —Mutual Broadcasting System Radio Network
 NBC —National Broadcasting Company Radio Network

SPECIAL NOTICES

Information appearing on this page will relate to Technical Difficulties, Contests, or special conditions which have had an effect on listening or the recording thereof. ARB makes no attempt to assess the impact of such occurrences; this information is furnished solely for the use of ARB clients in making their own evaluation of the estimates reported.

7. Technical Difficulties—Time periods of five minutes or more in reported day-parts in which a reported station notified ARB of technical difficulties are indicated below.

8. Contests, Diary Promotion, Station Research Activity—Usually, contests, diary promotions, and station research activity are brought to ARB's attention by stations. When this occurs, ARB will contact the station that engaged in any of these activities to obtain complete details. ARB will accept information on these activities up to one week after the final date of the survey.

- (a) **Contests**—ARB will note any contest brought to its attention which covered at least a portion of the survey period and which did not run for at least sixty days prior to the beginning of the survey period and which involved giving away any kind of prizes, cash, merchandise, etc. Even if a contest does not require listening by the participants, it will qualify for inclusion in the Arbitron report if it involves any kind of prizes.

- (b) **Diary Promotion**—A "Diary Promotion" represents any direct or indirect activity on the part of a station, in print or on the air, relating to an ARB radio diary survey while the survey is taking place. When a station's activity is considered to meet the diary promotion criteria, a sticker will be placed on the front cover of the Arbitron Radio Report and will read as follows:

IMPORTANT—DIARY PROMOTION

During the survey period, a station conducted special promotional activity which referred directly or indirectly to the current diary survey for this market. See page 5 for complete details.

- (c) **Station Research Activity**—"Station Research Activity" refers to any special "on-the-air" activity, or other research activity (e.g., questionnaires), related to programming, news evaluation, listener preference, etc., which is conducted during an ARB radio diary survey. When such activity is considered to be "station research activity," a sticker will be placed on the front cover of the Arbitron Radio Report and will read as follows:

IMPORTANT—STATION RESEARCH ACTIVITY

During the survey period, a station conducted a special research survey which might have been confused with the diary survey being conducted at the same time. See page 5 for complete details.

ARB reserves the right to use other means to draw attention to station activity which could affect survey results but which does not meet any of the criteria stated above.

The FTC Guidelines Regarding Deceptive Claims of Broadcast Audience Coverage contain language which points out that **RADIO STATIONS** . . .

*"should not engage in activities calculated to **DISTORT** or **INFLATE** such data—for example, by conducting a **SPECIAL CONTEST**, or otherwise varying . . . usual programming, or instituting **UNUSUAL ADVERTISING** or other promotional efforts, **DESIGNED TO INCREASE AUDIENCES ONLY DURING THE SURVEY PERIOD**. Such variation from normal practices is known as **'HYPOING'**."*

It is the opinion of ARB that while many radio stations that engage in promotional activities during a survey period are not attempting to hypo audiences, many other stations conduct their promotional activity for the specific purpose of increasing audiences artificially

during the rating period. This activity could distort the behavior of the listening audience by making the estimates higher than they would have been if no promotional activity had been conducted during the survey period.

The purpose of this notice is to call attention to the text of the FTC Guidelines and to call attention to report users where there is a possibility that some kind of hypoing might have been conducted during the survey period by one or more stations in the market.

It should be pointed out that we note only those contests and special activities brought to our attention. It is quite possible other stations in the market which are not listed below may have conducted similar contests and/or engaged in special activity that could affect the behavior of listening audiences.

The April/May 1973 survey period included Easter Sunday, April 22, 1973. Since Spring school vacations coincided with Easter in many areas, schools may not have been in session for a portion of the survey period.

Station KLOK was off the air on Sunday, April 15, 1973 between 1:58 AM and 9:00 AM due to a power change directed by the Pacific Gas and Electric Company.

Station KSFY was off the air May 1 through May 4 and May 7 through May 9, 1973 from 1:30 AM to 5:45 AM to test new transmitters and antennas. Additionally, station KSFY was off the air due to a local power failure on Saturday, May 5, 1973 from 10:34 PM to 10:58 PM.

Attention is called to the fact that, during the period covered by this survey, station KSFO conducted the "Worlds Greatest Weekend" contest. The contest rules and prizes as described to ARB are as follows:

- a. KSFO bumper stickers were made available at approximately 100 Bay Area locations. Six to eight times per day, the station aired the license numbers of cars with their bumper stickers. Persons whose license numbers were read had two hours to call the station. If they did so, they won.
- b. One hundred prizes of a weekend in Hawaii were awarded.
- c. The contest began prior to the survey period, and ended April 24, 1973.

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	MEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	144	3066	140	3003	.9	5.5	21	708	21	708	.3	1.7	81	1873	81	1858	.7	4.5
KABL FM	56	992	51	898	.3	2.0	13	206	13	197	.2	1.1	28	452	28	443	.2	1.6
KARA	38	659	35	607	.2	1.4	30	559	27	507	.4	2.2	37	641	34	589	.3	1.9
KBAY	90	1331	63	964	.4	2.5	14	399	3	240		.2	35	805	17	559	.2	.9
KCBS	302	5379	232	4450	1.5	9.2	46	1499	42	1329	.6	3.5	130	3006	117	2720	1.0	6.5
KCBS FM	49	476	26	367	.2	1.0	42	268	22	209	.3	1.8	44	328	24	269	.2	1.3
KDIA	35	776	35	776	.2	1.4	25	559	25	559	.4	2.1	28	634	28	634	.2	1.6
KEEN	64	1406	64	1360	.4	2.5	17	502	17	491	.2	1.4	38	918	38	907	.3	2.1
*KFAX	10	212	7	186		.3	2	32	2	32		.2	6	117	6	111	.1	.3
KFOG	78	1332	70	1197	.4	2.8	18	429	18	429	.3	1.5	48	786	48	774	.4	2.7
KFRC	100	3700	75	2741	.5	3.0	85	2953	64	2204	.9	5.3	96	3427	73	2568	.7	4.1
KGO	209	3723	174	3041	1.1	6.9	53	1105	45	890	.6	3.7	103	2035	87	1715	.8	4.8
*KIBE	8	312	8	307	.1	.3	4	104	4	104	.1	.3	7	260	7	255	.1	.4
KDFC	36	828	36	828	.2	1.4	23	521	23	521	.3	1.9	24	583	24	583	.2	1.3
TOTAL	44	1016	44	1011	.3	1.7	27	555	27	555	.4	2.2	31	753	31	748	.3	1.7
KIOI	95	2027	92	1918	.6	3.6	74	1654	72	1591	1.0	6.0	88	1907	86	1844	.8	4.8
*KJAZ	17	514	17	514	.1	.7	6	359	6	359	.1	.5	16	482	16	482	.1	.9
KKEE	14	338	13	288	.1	.5	3	139	3	139		.2	11	229	10	224	.1	.6
KKHI	40	792	40	750	.3	1.6	7	321	7	303	.1	.6	23	569	23	551	.2	1.3
KKHI FM	24	604	24	577	.2	.9	9	281	9	271	.1	.7	16	469	16	453	.1	.9
TOTAL	64	1222	64	1151	.4	2.5	16	531	16	501	.2	1.3	39	880	39	844	.3	2.2
KKIS	40	868	33	588	.2	1.3	5	213	1	87		.1	23	540	16	326	.1	.9
KLIV	30	800	30	800	.2	1.2	28	756	28	756	.4	2.3	28	761	28	761	.2	1.6
KLOK	80	1345	72	1154	.5	2.8	61	968	54	822	.8	4.5	71	1194	64	1027	.6	3.6
KNBR	96	2037	61	1439	.4	2.4	42	954	29	694	.4	2.4	79	1544	49	1039	.4	2.7
KNBR FM	27	646	23	529	.1	.9	16	286	14	248	.2	1.2	22	408	19	350	.2	1.1
KNEW	122	2678	109	2386	.7	4.3	67	1696	62	1533	.9	5.1	92	2216	82	1975	.7	4.6
KOME	45	790	45	769	.3	1.8	45	773	45	752	.6	3.7	45	773	45	752	.4	2.5
KPSJ	15	183	15	168	.1	.6	6	63	6	63	.1	.5	11	101	11	101	.1	.6
KSAN	122	1591	122	1557	.8	4.8	107	1414	107	1380	1.5	8.9	118	1508	118	1474	1.1	6.6
*KSAY	101	881	100	876	.6	4.0	54	346	54	346	.8	4.5	89	690	89	690	.8	5.0
KSFO	291	4959	280	4599	1.8	11.1	106	1895	101	1739	1.4	8.4	170	3137	163	2904	1.5	9.1
KSFX	53	743	52	676	.3	2.1	51	670	50	628	.7	4.1	52	695	51	653	.5	2.8
KSJO	46	807	41	714	.3	1.6	45	788	40	695	.6	3.3	46	807	41	714	.4	2.3
KXRX	30	435	29	419	.2	1.1	5	79	4	63	.1	.3	12	215	11	199	.1	.6
KYA	34	1830	34	1728	.2	1.3	30	1502	30	1462	.4	2.5	31	1718	31	1616	.3	1.7
KYA FM	18	763	18	725	.1	.7	18	752	18	725	.3	1.5	18	752	18	725	.2	1.0
KRAK	105	1552	44	476	.3	1.7	42	493	27	163	.4	2.2	84	1134	40	377	.4	2.2
METRO TOTALS			2530	15274	15.8		METRO TOTALS	1205	6905	17.0		METRO TOTALS		1797	10864	16.0		

PAGE 6 FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	MEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	78	1640	78	1625	1.0	6.5	132	2499	130	2461	1.2	7.6	114	2024	112	1986	1.6	10.2
KABL FM	28	452	28	443	.4	2.3	43	700	43	689	.4	2.5	30	494	30	492	.4	2.7
KARA	12	217	10	199	.1	.8	13	235	11	217	.1	.6	8	100	8	100	.1	.7
KBAY	26	609	15	469	.2	1.2	65	940	47	734	.4	2.7	60	737	46	584	.6	4.2
KCBS	125	2570	114	2373	1.4	9.4	218	3956	178	3397	1.6	10.4	177	2893	139	2415	1.9	12.7
KCBS FM	28	283	8	224	.1	.7	29	352	9	290	.1	.5	3	129	3	126		.3
KDIA	8	261	8	261	.1	.7	12	324	12	324	.1	.7	7	138	7	138	.1	.6
KEEN	33	763	33	763	.4	2.7	43	1064	43	1064	.4	2.5	31	717	31	717	.4	2.8
*KFAX	6	117	6	111	.1	.5	10	188	7	162	.1	.4	8	156	5	130	.1	.5
KFOG	45	719	45	707	.6	3.7	69	1117	67	1084	.6	3.9	54	755	52	722	.7	4.7
KFRC	37	1337	31	1134	.4	2.6	39	1432	32	1190	.3	1.9	13	569	10	420	.1	.9
KGO	88	1668	77	1474	1.0	6.4	159	2740	139	2361	1.3	8.1	121	2002	104	1712	1.4	9.5
*KIBE	7	222	7	217	.1	.6	8	274	8	269	.1	.5	4	208	4	203	.1	.4
KDFC	12	317	12	317	.2	1.0	21	481	21	481	.2	1.2	10	226	10	226	.1	.9
TOTAL	19	487	19	482	.2	1.6	29	669	29	664	.3	1.7	14	380	14	375	.2	1.3
KIOI	51	1102	50	1077	.6	4.1	56	1174	55	1127	.5	3.2	19	325	19	303	.3	1.7
*KJAZ	12	186	12	186	.2	1.0	13	218	13	218	.1	.8	11	155	11	155	.2	1.0
KKEE	11	229	10	224	.1	.8	13	290	12	274	.1	.7	10	151	9	135	.1	.8
KKHI	20	335	20	317	.3	1.7	33	469	33	440	.3	1.9	29	382	29	371	.4	2.6
KKHI FM	14	421	14	415	.2	1.2	21	532	21	515	.2	1.2	14	299	14	282	.2	1.3
TOTAL	34	635	34	610	.4	2.9	54	864	54	817	.5	3.1	43	578	43	550	.6	3.9
KKIS	20	444	16	273	.2	1.3	35	728	31	507	.3	1.8	33	611	30	473	.4	2.7
KLIV	6	122	6	122	.1	.5	8	161	8	161	.1	.5	2	44	2	44		.2
KLOK	54	821	50	727	.6	4.1	63	945	58	840	.5	3.4	19	350	18	318	.2	1.6
KNBR	61	1231	32	775	.4	2.7	71	1563	41	1068	.4	2.4	47	922	29	638	.4	2.6
KNBR FM	7	206	5	168	.1	.4	9	332	6	258	.1	.4	8	248	6	192	.1	.5
KNEH	47	1236	40	1080	.5	3.3	69	1616	59	1409	.5	3.4	47	900	39	771	.5	3.6
KOME	16	230	16	230	.2	1.3	16	247	16	247	.1	.9		17		17		
KPSJ	11	101	11	101	.1	.9	12	130	12	119	.1	.7	6	67	6	56	.1	.5
KSAN	34	468	34	459	.4	2.8	38	551	38	542	.3	2.2	15	177	15	177	.2	1.4
*KSAY	79	542	79	542	1.0	6.5	83	644	82	639	.7	4.8	39	446	38	441	.5	3.5
KSFO	145	2441	139	2266	1.8	11.5	219	3645	213	3424	1.9	12.4	138	2446	136	2323	1.9	12.4
KSFJ	29	152	29	152	.4	2.4	30	200	30	175	.3	1.8	2	73	2	48		.2
KSJO	11	221	11	202	.1	.9	11	221	11	202	.1	.6	1	19	1	19		.1
KXRX	12	215	11	199	.1	.9	28	395	27	379	.2	1.6	23	316	23	316	.3	2.1
KYA	7	507	7	418	.1	.6	8	560	8	471	.1	.5	2	269	2	207		.2
KYA FM	4	227	4	227	.1	.3	4	238	4	227		.2		11				
KRAK	72	1057	28	330	.4	2.3	86	1309	31	401	.3	1.8	56	893	16	285	.2	1.5
METRO TOTALS			1207	7601	15.3		METRO TOTALS		1713	10539	15.6		METRO TOTALS		1098	6897	15.2	

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 7

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	MEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	198	1621	195	1598	1.2	6.0	32	386	32	386	.5	2.2	117	1047	117	1047	1.0	5.1
KABL FM	51	423	44	365	.3	1.4	20	132	20	132	.3	1.4	24	208	24	208	.2	1.0
TOTAL	249	1910	239	1829	1.5	7.4	52	484	52	484	.7	3.6	141	1161	141	1161	1.3	6.1
KARA	56	238	52	194	.3	1.6	51	195	47	151	.7	3.2	56	238	52	194	.5	2.3
KBAY	85	600	46	407	.3	1.4	25	126	4	45	.1	.3	46	277	18	148	.2	.8
KCBS	676	4058	565	3423	3.5	17.3	119	1133	109	980	1.5	7.5	356	2350	331	2111	3.0	14.3
KCBS FM	54	321	30	216	.2	.9	44	167	26	108	.4	1.8	45	227	27	168	.2	1.2
KDIA	28	290	28	290	.2	.9	14	182	14	182	.2	1.0	24	219	24	219	.2	1.0
KEEN	70	339	70	339	.4	2.1	15	77	15	77	.2	1.0	46	231	46	231	.4	2.0
KFAX	12	171	11	146	.1	.3	1	32	1	32		.1	7	100	7	95	.1	.3
KFOG	36	368	33	312	.2	1.0	18	174	18	174	.3	1.2	21	217	20	206	.2	.9
KFRC	103	1445	86	1124	.5	2.6	76	1132	65	864	.9	4.5	94	1353	82	1070	.7	3.5
KGO	380	2310	314	1908	2.0	9.6	89	501	71	423	1.0	4.9	181	1112	152	949	1.4	6.6
KIBE	6	128	5	123		.2	5	104	5	104	.1	.3	6	128	5	123		.2
KOFC	15	178	15	178	.1	.5	4	66	4	66	.1	.3	4	85	4	85		.2
TOTAL	21	275	20	270	.1	.7	9	139	9	139	.1	.6	10	182	9	177	.1	.4
KIOI	132	867	132	867	.8	4.1	100	725	100	725	1.4	6.9	129	849	129	849	1.2	5.6
*KJAZ	15	142	15	142	.1	.5	2	53	2	53		.1	13	126	13	126	.1	.6
KKEE	18	189	17	155	.1	.5	3	86	3	86		.2	10	122	10	122	.1	.4
KKHI	55	331	55	331	.3	1.7	3	72	3	72		.2	39	259	39	259	.3	1.7
KKHI FM	20	152	20	147	.1	.6	1	38	1	38		.1	15	119	15	114	.1	.6
TOTAL	75	408	75	403	.5	2.3	4	72	4	72	.1	.3	54	302	54	297	.5	2.3
KKIS	40	385	33	283	.2	1.0	8	130	6	87	.1	.4	29	258	23	176	.2	1.0
KLIV	36	431	36	431	.2	1.1	36	431	36	431	.5	2.5	36	431	36	431	.3	1.6
KLOK	163	752	153	657	1.0	4.7	144	649	137	564	1.9	9.5	158	694	150	604	1.3	6.5
KNBR	179	1170	92	751	.6	2.8	65	597	39	392	.5	2.7	156	1002	73	607	.7	3.2
KNBR FM	50	230	44	151	.3	1.4	30	132	29	111	.4	2.0	46	176	42	135	.4	1.8
KNEW	108	998	105	992	.7	3.2	78	772	78	772	1.1	5.4	94	850	91	844	.8	3.9
KOME	27	349	27	349	.2	.8	27	349	27	349	.4	1.9	27	349	27	349	.2	1.2
KPSJ	10	92	10	88	.1	.3	4	32	4	32	.1	.3	8	70	8	70	.1	.3
KSAN	121	750	121	750	.8	3.7	108	679	108	679	1.5	7.5	116	699	116	699	1.0	5.0
KSAY	79	392	78	386	.5	2.4	30	213	30	213	.4	2.1	65	313	65	313	.6	2.8
KSFO	349	2155	335	2061	2.1	10.3	143	840	133	806	1.9	9.2	228	1414	216	1345	1.9	9.4
KSFX	36	238	36	238	.2	1.1	36	238	36	238	.5	2.5	36	238	36	238	.3	1.6
KSJO	30	255	25	230	.2	.8	28	236	23	211	.3	1.6	30	255	25	230	.2	1.1
KXRX	73	306	73	306	.5	2.2	11	32	11	32	.2	.8	30	146	30	146	.3	1.3
KYA	40	605	40	592	.3	1.2	33	539	33	526	.5	2.3	33	542	33	529	.3	1.4
KYA FM	20	291	18	266	.1	.6	20	291	18	266	.3	1.2	20	291	18	266	.2	.8
KRAK	181	927	72	294	.5	2.2	76	300	46	132	.6	3.2	159	689	69	243	.6	3.0
METRO TOTALS		3257	13107		20.4		METRO TOTALS		1448	5882	20.4		METRO TOTALS		2310	9267	20.6	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	MEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	113	949	113	949	1.4	6.5	191	1445	188	1422	1.7	7.7	163	1157	160	1134	2.2	10.3
KABL FM	24	208	24	208	.3	1.4	33	290	33	290	.3	1.4	13	158	13	158	.2	.8
TOTAL	137	1063	137	1063	1.7	7.9	224	1625	221	1602	2.0	9.1	176	1239	173	1216	2.4	11.1
KARA	14	84	13	75	.2	.7	14	84	13	75	.1	.5	5	43	5	43	.1	.3
KBAY	22	158	14	103	.2	.8	50	348	32	248	.3	1.3	49	341	32	248	.4	2.1
KCBS	337	2027	317	1876	4.0	18.1	534	3070	470	2668	4.3	19.2	434	2260	375	1923	5.2	24.1
KCBS FM	29	182	11	123	.1	.6	30	201	12	139	.1	.5	2	79	2	76		.1
KDIA	16	129	16	129	.2	.9	18	169	18	169	.2	.7	12	77	12	77	.2	.8
KEEN	45	217	45	217	.6	2.6	50	272	50	272	.5	2.0	36	209	36	209	.5	2.3
KFAX	7	100	7	95	.1	.4	12	171	11	146	.1	.5	11	139	10	114	.1	.6
KFOG	21	217	20	206	.3	1.1	34	334	33	312	.3	1.4	16	160	15	138	.2	1.0
KFRC	54	660	51	598	.6	2.9	57	701	52	621	.5	2.1	21	262	18	229	.2	1.2
KGO	145	934	129	813	1.6	7.4	274	1711	238	1476	2.2	9.7	221	1388	190	1189	2.6	12.2
KIBE	5	90	4	85	.1	.2	5	90	4	85		.2	1	24		19		
KDFC	4	85	4	85	.1	.2	10	119	10	119	.1	.4	6	53	6	53	.1	.4
TOTAL	9	144	8	139	.1	.4	15	178	14	173	.1	.6	7	77	6	72	.1	.4
KIOI	87	459	87	459	1.1	5.0	90	477	90	477	.8	3.7	32	142	32	142	.4	2.1
*KJAZ	11	73	11	73	.1	.6	13	89	13	89	.1	.5	13	89	13	89	.2	.8
KKEE	10	122	10	122	.1	.6	17	155	17	155	.2	.7	14	69	14	69	.2	.9
KKHI	37	221	37	221	.5	2.1	53	293	53	293	.5	2.2	52	259	52	259	.7	3.3
KKHI FM	14	81	14	76	.2	.8	19	114	19	109	.2	.8	19	114	19	109	.3	1.2
TOTAL	51	264	51	259	.6	2.9	72	370	72	365	.7	3.0	71	336	71	331	1.0	4.5
KKIS	24	162	20	123	.3	1.1	35	289	30	230	.3	1.2	32	255	27	196	.4	1.7
KLIV	11	85	11	85	.1	.6	11	85	11	85	.1	.5						
KLOK	104	470	100	432	1.3	5.7	109	514	103	471	.9	4.2	19	89	16	79	.2	1.0
KNBR	141	844	62	479	.8	3.5	160	957	77	568	.7	3.2	110	518	49	304	.7	3.2
KNBR FM	18	110	15	90	.2	.9	21	157	17	106	.2	.7	19	91	15	40	.2	1.0
KNEW	79	501	76	495	1.0	4.3	87	591	84	585	.8	3.4	24	168	21	162	.3	1.4
KDME	10	167	10	167	.1	.6	10	167	10	167	.1	.4						
KPSJ	8	70	8	70	.1	.5	10	88	10	88	.1	.4	6	56	6	56	.1	.4
KSAN	33	153	33	153	.4	1.9	38	204	38	204	.3	1.6	13	71	13	71	.2	.8
KSAY	59	233	59	233	.7	3.4	61	255	60	249	.5	2.5	37	122	36	116	.5	2.3
KSFO	217	1233	205	1164	2.6	11.7	323	1807	311	1738	2.8	12.7	191	1148	189	1113	2.6	12.2
KSFX	14	63	14	63	.2	.8	14	63	14	63	.1	.6						
KSJO	14	139	14	139	.2	.8	14	139	14	139	.1	.6	2	19	2	19		.1
KXRX	30	146	30	146	.4	1.7	72	292	72	292	.7	2.9	61	260	61	260	.8	3.9
KYA	8	135	8	135	.1	.5	8	139	8	139	.1	.3		7		7		
KYA FM	7	98	7	98	.1	.4	7	98	7	98	.1	.3						
KRAK	145	642	55	196	.7	3.1	163	770	58	219	.5	2.4	101	517	26	134	.4	1.7
METRO TOTALS			1751	6689	22.2		METRO TOTALS		2443	9336	22.2		METRO TOTALS		1554	6032	21.5	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 9

AMERICAN RESEARCH BUREAU

MEN

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	MEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	190	1255	177	1211	1.1	6.3	34	343	34	343	.5	2.5	91	684	91	684	.8	4.6
KABL FM	85	500	75	418	.5	2.7	35	162	35	162	.5	2.6	45	238	45	238	.4	2.3
TOTAL	275	1619	252	1516	1.6	9.0	69	437	69	437	1.0	5.1	136	844	136	844	1.2	6.9
KARA	78	397	77	376	.5	2.7	58	338	57	317	.8	4.2	78	397	77	376	.7	3.9
KBAY	86	523	62	363	.4	2.2	7	160	2	77	.1	.1	20	225	8	115	.1	.4
KCBS	341	2178	259	1830	1.6	9.2	51	530	50	524	.7	3.7	144	1125	136	1082	1.2	6.8
KCBS FM	85	180	55	112	.3	1.9	79	126	51	77	.7	3.8	82	143	54	94	.5	2.7
KDIA	39	386	39	386	.2	1.4	19	290	19	290	.3	1.4	25	309	25	309	.2	1.3
KEEN	72	358	72	358	.5	2.5	10	134	10	134	.1	.7	35	267	35	267	.3	1.8
KFAX	13	107	7	86		.2	5	32	5	32	.1	.4	7	70	7	70	.1	.4
KFOG	89	378	77	297	.5	2.7	8	86	8	86	.1	.6	61	235	60	224	.5	3.0
KFRC	110	1447	82	995	.5	2.9	95	1256	74	883	1.0	5.5	104	1352	79	936	.7	4.0
KGO	215	1509	172	1176	1.1	6.1	82	521	70	398	1.0	5.2	110	833	90	668	.8	4.5
KIBE	4	145	4	145		.1	1	32	1	32		.1	4	145	4	145		.2
KDFC	23	259	23	259	.1	.8	10	126	10	126	.1	.7	11	150	11	150	.1	.6
TOTAL	27	403	27	403	.2	.9	11	158	11	158	.2	.8	15	294	15	294	.1	.8
KIOI	47	498	46	459	.3	1.6	37	440	36	401	.5	2.7	40	480	39	441	.3	2.0
KJAZ	21	157	21	157	.1	.7	6	84	6	84	.1	.4	21	157	21	157	.2	1.1
KKEE	22	102	20	68	.1	.7	7	55	7	55	.1	.5	20	68	20	68	.2	1.0
KKHI	40	254	39	235	.2	1.4	2	106	1	87	.1	.3	34	182	33	163	.3	1.7
KKHI FM	6	88	6	82		.2	1	32	1	32		.1	1	32	1	32		.1
TOTAL	46	325	45	300	.3	1.6	3	138	2	119	.2	.3	35	214	34	195	.3	1.8
KKIS	26	186	21	160	.1	.7	5	49	4	34	.1	.3	16	105	11	79	.1	.6
KLIV	27	403	27	403	.2	1.0	25	382	25	382	.4	1.9	25	382	25	382	.2	1.3
KLOK	91	571	76	482	.5	2.7	75	441	61	365	.9	4.5	84	512	69	425	.6	3.5
KNBR	68	680	34	404	.2	1.2	36	317	18	236	.3	1.3	48	512	20	287	.2	1.0
KNBR FM	24	201	18	168	.1	.6	9	45	9	45	.1	.7	13	50	9	45	.1	.5
KNEW	327	1500	285	1269	1.8	10.1	151	870	138	747	1.9	10.3	238	1197	207	1011	1.8	10.4
KOME	41	355	41	335	.3	1.4	41	355	41	335	.6	3.0	41	355	41	335	.4	2.1
KPSJ	20	131	20	131	.1	.7	4	63	4	63	.1	.3	7	82	7	82	.1	.4
KSAN	161	916	161	916	1.0	5.7	149	804	149	804	2.1	11.1	161	898	161	898	1.4	8.1
KSAY	124	392	124	392	.8	4.4	58	155	58	155	.8	4.3	110	287	110	287	1.0	5.5
KSFO	297	2291	286	2205	1.8	10.1	91	904	90	880	1.3	6.7	172	1541	170	1489	1.5	8.5
KSFX	42	289	42	276	.3	1.5	42	289	42	276	.6	3.1	42	289	42	276	.4	2.1
KSJO	38	287	29	252	.2	1.0	38	287	29	252	.4	2.2	38	287	29	252	.3	1.5
KXRX	16	186	16	186	.1	.6							2	79	2	79		.1
KYA	38	585	38	585	.2	1.3	33	489	33	489	.5	2.5	34	522	34	522	.3	1.7
KYA FM	6	173	6	173		.2	6	173	6	173	.1	.4	6	173	6	173	.1	.3
KRAK	135	527	67	185	.4	2.4	66	174	49	66	.7	3.6	99	318	59	140	.5	3.0
METRO TOTALS	2828	10364	17.7				METRO TOTALS	1346	5001	19.0		METRO TOTALS	1998	7417	17.8			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	MEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	87	586	87	586	1.1	7.1	167	1012	160	992	1.5	9.3	137	767	130	747	1.8	11.3
KABL FM	45	238	45	238	.6	3.7	70	321	70	321	.6	4.1	35	159	35	159	.5	3.0
TOTAL	132	746	132	746	1.7	10.8	237	1222	230	1201	2.1	13.4	172	883	165	862	2.3	14.3
KARA	22	91	22	91	.3	1.8	22	91	22	91	.2	1.3	20	59	20	59	.3	1.7
KBAY	14	106	7	70	.1	.6	48	280	33	209	.3	1.9	47	239	32	177	.4	2.8
KCBS	142	1027	134	984	1.7	10.9	235	1519	182	1315	1.7	10.5	186	1087	134	889	1.9	11.6
KCBS FM	37	98	9	49	.1	.7	37	98	9	49	.1	.5	3	17	3	17		.3
KDIA	11	80	11	80	.1	.9	19	126	19	126	.2	1.1	14	65	14	65	.2	1.2
KEEN	34	253	34	253	.4	2.8	41	271	41	271	.4	2.4	32	151	32	151	.4	2.8
KFAX	7	70	7	70	.1	.6	13	107	7	86	.1	.4	8	75	2	54		.2
KFOG	61	235	60	224	.8	4.9	79	319	77	297	.7	4.5	71	233	69	211	1.0	6.0
KFRC	45	471	35	353	.4	2.9	47	517	37	390	.3	2.1	11	142	7	90	.1	.6
KGO	83	679	68	585	.9	5.5	149	1032	124	858	1.1	7.2	94	665	76	543	1.1	6.6
KIBE	4	145	4	145	.1	.3	4	145	4	145		.2	3	113	3	113		.3
KDFC	2	58	2	58		.2	9	108	9	108	.1	.5	8	74	8	74	.1	.7
TOTAL	6	202	6	202	.1	.5	13	252	13	252	.1	.7	11	186	11	186	.2	1.0
KIOI	18	245	18	245	.2	1.5	25	263	25	263	.2	1.4	10	58	10	58	.1	.9
KJAZ	19	104	19	104	.2	1.5	19	104	19	104	.2	1.1	15	73	15	73	.2	1.3
KKEE	20	68	20	68	.3	1.6	20	68	20	68	.2	1.2	13	13	13	13	.2	1.1
KKHI	33	129	32	110	.4	2.6	38	179	37	160	.3	2.1	37	126	37	126	.5	3.2
KKHI FM	1	32	1	32		.1	6	88	6	82	.1	.3	5	56	5	50	.1	.4
TOTAL	34	161	33	142	.4	2.7	44	250	43	225	.4	2.4	42	165	42	159	.6	3.6
KKIS	16	105	11	79	.1	.9	26	186	21	160	.2	1.2	21	137	17	126	.2	1.5
KLIV	2	22	2	22		.2	4	43	4	43		.2	2	21	2	21		.2
KLOK	62	313	53	253	.7	4.3	69	370	60	310	.5	3.5	16	128	15	117	.2	1.3
KNBR	46	429	18	204	.2	1.5	55	523	26	290	.2	1.5	21	289	10	137	.1	.9
KNBR FM	4	5					6	44	2	34		.1	6	44	2	34		.2
KNEW	109	593	87	471	1.1	7.1	169	814	136	647	1.2	7.9	147	548	118	440	1.6	10.2
KOME	4	69	4	69	.1	.3	4	69	4	69		.2						
KPSJ	7	82	7	82	.1	.6	7	82	7	82	.1	.4	3	19	3	19		.3
KSAN	28	226	28	226	.4	2.3	28	244	28	244	.3	1.6	12	112	12	112	.2	1.0
KSAY	107	233	107	233	1.4	8.7	108	249	108	249	1.0	6.3	53	148	53	148	.7	4.6
KSFO	131	1155	130	1127	1.6	10.6	199	1512	198	1479	1.8	11.5	149	994	148	961	2.0	12.8
KSFX	28	63	28	63	.4	2.3	28	63	28	63	.3	1.6						
KSJO	12	105	11	95	.1	.9	12	105	11	95	.1	.6						
KXRX	2	79	2	79		.2	16	186	16	186	.1	.9	16	186	16	186	.2	1.4
KYA	6	130	6	130	.1	.5	6	134	6	134	.1	.3	1	37	1	37		.1
KYA FM	1	66	1	66		.1	1	66	1	66		.1						
KRAK	78	254	39	106	.5	3.2	99	346	47	123	.4	2.7	54	236	18	91	.2	1.6
METRO TOTALS			1226	4763	15.5		METRO TOTALS		1726	6498	15.7		METRO TOTALS		1152	4151	16.0	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 11

AMERICAN RESEARCH BUREAU

MEN

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	MEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	201	1593	195	1548	1.2	7.2	31	264	31	264	.4	2.3	133	879	133	879	1.2	6.5
KABL FM	64	442	59	409	.4	2.2	14	75	13	66	.2	1.0	26	191	25	182	.2	1.2
TOTAL	265	1929	254	1851	1.6	9.4	45	339	44	329	.6	3.3	159	1045	158	1035	1.4	7.7
KARA	37	336	33	313	.2	1.2	27	317	23	294	.3	1.7	37	336	33	313	.3	1.6
KBAY	108	679	91	589	.6	3.4	10	147	7	131	.1	.5	37	310	29	267	.3	1.4
KCBS	300	2482	218	2015	1.4	8.1	55	597	51	496	.7	3.7	132	1335	117	1160	1.0	5.7
KCBS FM	61	183	28	111	.2	1.0	52	126	24	77	.3	1.8	55	143	27	94	.2	1.3
KDIA	31	320	31	320	.2	1.1	24	266	24	266	.3	1.8	24	266	24	266	.2	1.2
KEEN	70	669	70	659	.4	2.6	12	217	12	207	.2	.9	56	519	56	509	.5	2.8
*KFAX	8	73	8	73	.1	.3							6	38	6	38	.1	.3
KFOG	91	536	77	459	.5	2.9	12	98	12	98	.2	.9	44	297	43	286	.4	2.1
KFRC	127	1620	92	1308	.6	3.4	108	1378	82	1125	1.2	6.0	124	1572	91	1270	.8	4.5
KGO	203	1566	181	1332	1.1	6.7	59	443	55	394	.8	4.0	125	934	113	815	1.0	5.6
*KIBE	13	225	13	219	.1	.5	5	66	5	66	.1	.4	8	173	8	167	.1	.4
KDFC	28	389	28	389	.2	1.0	21	256	21	256	.3	1.5	21	275	21	275	.2	1.0
TOTAL	41	580	41	574	.3	1.5	26	322	26	322	.4	1.9	29	448	29	442	.3	1.4
KIOI	141	1034	133	990	.8	4.9	119	845	112	811	1.6	8.2	139	990	132	956	1.2	6.5
KJAZ	13	142	13	142	.1	.5	4	84	4	84	.1	.3	11	126	11	126	.1	.5
KKEE	9	99	9	99	.1	.3	2	53	2	53		.1	8	66	8	66	.1	.4
KKHI	28	376	28	365	.2	1.0	4	106	4	106	.1	.3	20	281	20	281	.2	1.0
KKHI FM	21	201	20	196	.1	.7	8	138	8	138	.1	.6	8	138	8	138	.1	.4
TOTAL	49	577	48	561	.3	1.7	12	244	12	244	.2	.9	28	419	28	419	.2	1.4
KKIS	59	377	40	253	.3	1.5	15	93					31	245	12	121	.1	.6
KLIV	22	453	22	453	.1	.8	19	405	19	409	.3	1.4	19	414	19	414	.2	.9
KLOK	61	686	52	611	.3	1.9	43	489	35	424	.5	2.6	51	576	42	501	.4	2.1
KNBR	122	1092	69	630	.4	2.6	31	473	13	247	.2	1.0	90	883	52	477	.5	2.6
KNBR FM	24	230	17	183	.1	.6	18	163	13	124	.2	1.0	23	211	16	167	.1	.8
KNEH	85	776	71	678	.4	2.6	57	513	49	470	.7	3.6	66	652	54	574	.5	2.7
KOME	70	599	70	599	.4	2.6	70	599	70	599	1.0	5.1	70	599	70	599	.6	3.4
KPSJ	9	84	8	73	.1	.3	4	32	4	32	.1	.3	6	51	6	51	.1	.3
KSAN	146	1031	144	998	.9	5.3	125	923	123	890	1.7	9.0	141	998	139	965	1.2	6.8
*KSAY	121	513	120	508	.8	4.4	86	236	86	236	1.2	6.3	116	459	116	459	1.0	5.7
KSFO	270	2282	259	2108	1.6	9.6	121	933	114	826	1.6	8.4	166	1498	156	1352	1.4	7.7
KSFX	62	360	59	346	.4	2.2	62	360	59	346	.8	4.3	62	360	59	346	.5	2.9
KSJO	95	506	86	472	.5	3.2	93	487	84	453	1.2	6.2	95	506	86	472	.8	4.2
KXRX	26	311	25	301	.2	.9	4	73	3	63		.2	15	187	14	177	.1	.7
KYA	48	676	48	676	.3	1.8	45	608	45	608	.6	3.3	47	644	47	644	.4	2.3
KYA FM	16	266	14	255	.1	.5	14	255	14	255	.2	1.0	14	255	14	255	.1	.7
KRAK	158	945	69	361	.4	2.6	64	359	42	150	.6	3.1	128	731	62	312	.6	3.0
METRO TOTALS			2697	12808	16.9		METRO TOTALS		1365	5905	19.2		METRO TOTALS		2035	9234	18.1	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	MEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	130	826	130	826	1.6	9.7	189	1373	184	1352	1.7	10.0	161	1162	156	1141	2.2	13.3
KABL FM	26	191	25	182	.3	1.9	50	338	49	329	.4	2.7	36	263	36	263	.5	3.1
TOTAL	156	992	155	982	2.0	11.6	239	1605	233	1575	2.1	12.7	197	1319	192	1299	2.7	16.4
KARA	16	82	13	73	.2	1.0	16	82	13	73	.1	.7	10	19	10	19	.1	.9
KBAY	34	265	26	222	.3	1.9	84	516	69	434	.6	3.8	77	414	65	348	.9	5.6
KCBS	129	1209	117	1122	1.5	8.7	225	1872	177	1640	1.6	9.6	173	1401	126	1182	1.7	10.8
KCBS FM	33	98	5	49	.1	.4	34	115	6	66	.1	.3	4	34	4	34	.1	.3
KDIA	1	31	1	31		.1	2	54	2	54		.1	1	23	1	23		.1
KEEN	55	456	55	456	.7	4.1	62	557	62	557	.6	3.4	51	403	51	403	.7	4.4
*KFAX	6	38	6	38	.1	.4	8	73	8	73	.1	.4	8	73	8	73	.1	.7
KFOG	44	297	43	286	.5	3.2	83	492	77	459	.7	4.2	71	394	65	361	.9	5.6
KFRC	39	524	27	410	.3	2.0	42	550	28	426	.3	1.5	19	220	10	161	.1	.9
KGO	113	830	102	732	1.3	7.6	173	1251	155	1091	1.4	8.4	126	912	111	780	1.5	9.5
*KIBE	8	173	8	167	.1	.6	13	225	13	219	.1	.7	8	159	8	153	.1	.7
KDFC	7	85	7	85	.1	.5	14	199	14	199	.1	.8	7	133	7	133	.1	.6
TOTAL	15	258	15	252	.2	1.1	27	390	27	384	.2	1.5	15	258	15	252	.2	1.3
KIOI	70	564	64	539	.8	4.8	72	608	65	573	.6	3.5	22	189	21	179	.3	1.8
KJAZ	10	73	10	73	.1	.7	12	89	12	89	.1	.7	9	58	9	58	.1	.8
KKEE	8	66	8	66	.1	.6	9	99	9	99	.1	.5	7	46	7	46	.1	.6
KKHI	16	175	16	175	.2	1.2	24	270	24	259	.2	1.3	24	270	24	259	.3	2.1
KKHI FM	5	100	5	100	.1	.4	14	139	13	134	.1	.7	9	39	8	34	.1	.7
TOTAL	21	275	21	275	.3	1.6	38	409	37	393	.3	2.0	33	309	32	293	.4	2.8
KKIS	20	202	12	121	.2	.9	37	306	29	225	.3	1.6	33	256	29	225	.4	2.5
KLIV	8	90	8	90	.1	.6	11	129	11	129	.1	.6	3	44	3	44		.3
KLOK	44	481	38	434	.5	2.8	54	591	48	544	.4	2.6	18	197	17	187	.2	1.5
KNBR	83	770	46	394	.6	3.4	100	905	62	516	.6	3.4	76	545	55	352	.8	4.7
KNBR FM	8	100	3	77		.2	9	119	4	93		.2	6	67	4	59	.1	.3
KNEW	25	298	21	263	.3	1.6	44	422	38	367	.3	2.1	28	263	22	208	.3	1.9
KOME	16	167	16	167	.2	1.2	16	167	16	167	.1	.9						
KPSJ	6	51	6	51	.1	.4	7	62	6	51	.1	.3	3	30	2	19		.2
KSAN	41	314	41	305	.5	3.1	46	347	46	338	.4	2.5	21	108	21	108	.3	1.8
*KSAY	92	391	92	391	1.2	6.9	95	419	94	414	.9	5.1	33	251	32	246	.4	2.7
KSFO	142	1216	132	1094	1.7	9.9	217	1725	207	1603	1.9	11.3	120	1074	117	1035	1.6	10.0
KSFX	31	95	31	95	.4	2.3	31	95	31	95	.3	1.7						
KSJO	28	211	28	202	.4	2.1	28	211	28	202	.3	1.5	2	19	2	19		.2
KXRX	15	187	14	177	.2	1.0	25	297	24	287	.2	1.3	21	224	21	224	.3	1.8
KYA	9	106	9	106	.1	.7	9	110	9	110	.1	.5	2	40	2	40		.2
KYA FM	1	63	1	63		.1	3	74	1	63		.1	2	11				
KRAK	111	697	45	278	.6	3.4	134	858	52	327	.5	2.8	87	533	27	211	.4	2.3
METRO TOTALS			1339	6309	16.9		METRO TOTALS		1839	8781	16.7		METRO TOTALS		1170	5801	16.2	

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 13

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	MEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	50	573	50	553	.3	2.9	6	55	6	55	.1	.7	25	234	25	234	.2	2.1
KABL FM	24	286	24	277	.2	1.4	2	41	2	32	.2	.2	13	178	13	169	.1	1.1
KARA	6	159	3	127		.2	6	159	3	127	.3	.3	6	159	3	127		.3
KBAY	69	457	56	336	.4	3.3	7	79	4	45	.1	.4	20	247	13	178	.1	1.1
KCBS	113	1368	76	1086	.5	4.5	16	354	13	346	.2	1.4	32	646	25	607	.2	2.1
KCBS FM	12	162	7	94		.4	5	81	1	32	.1	.1	7	110	3	61		.3
KDIA	41	197	41	197	.3	2.4	36	174	36	174	.5	4.0	36	174	36	174	.3	3.1
KEEN	72	817	71	806	.4	4.2	30	325	30	325	.4	3.3	39	524	39	524	.3	3.3
*KFAX	2	25	2	25		.1							2	25	2	25		.2
KFOG	81	671	72	606	.5	4.2	31	257	31	257	.4	3.4	54	419	54	419	.5	4.6
KFRC	59	1161	47	860	.3	2.8	51	983	42	726	.6	4.6	57	1112	45	811	.4	3.8
KGO	166	984	134	710	.8	7.9	36	229	32	143	.5	3.5	76	527	63	384	.6	5.4
KDFC	61	433	61	433	.4	3.6	48	367	48	367	.7	5.3	48	367	48	367	.4	4.1
KIOI	82	802	77	743	.5	4.5	65	685	62	660	.9	6.8	75	728	72	703	.6	6.1
KJAZ	14	143	14	143	.1	.8	4	85	4	85	.1	.4	13	127	13	127	.1	1.1
KKEE	5	101	5	95		.3	3	53	3	53		.3	4	84	4	78		.3
KKHI	36	130	36	130	.2	2.1	14	34	14	34	.2	1.5	14	34	14	34	.1	1.2
KKHI FM	43	461	42	445	.3	2.5	22	215	22	205	.3	2.4	33	348	33	338	.3	2.8
TOTAL	79	590	78	575	.5	4.6	36	249	36	239	.5	3.9	47	382	47	372	.4	4.0
KKIS	53	284	52	269	.3	3.1							31	135	30	120	.3	2.5
KLIV	33	316	33	316	.2	1.9	32	295	32	295	.5	3.5	32	295	32	295	.3	2.7
KLOK	29	380	25	330	.2	1.5	15	281	11	237	.2	1.2	15	300	11	256	.1	.9
KNBR	39	566	33	439	.2	1.9	19	267	16	183	.2	1.8	34	410	29	293	.3	2.5
KNBR FM	15	148	12	109	.1	.7	13	129	10	90	.1	1.1	15	148	12	109	.1	1.0
KNEW	35	556	33	532	.2	1.9	15	346	14	328	.2	1.5	16	359	15	341	.1	1.3
KOME	49	438	49	438	.3	2.9	49	438	49	438	.7	5.4	49	438	49	438	.4	4.2
KPSJ	13	80	13	69	.1	.8	9	32	9	32	.1	1.0	11	51	11	51	.1	.9
KSAN	84	782	84	773	.5	4.9	80	689	80	680	1.1	8.8	83	764	83	755	.7	7.1
KSFO	190	2127	186	2005	1.2	10.9	67	953	65	870	.9	7.2	94	1284	92	1201	.8	7.8
KSFJ	74	460	70	393	.4	4.1	70	412	66	370	.9	7.3	70	412	66	370	.6	5.6
KSJO	39	366	36	333	.2	2.1	39	366	36	333	.5	4.0	39	366	36	333	.3	3.1
KXRJ	15	171	15	171	.1	.9	6	63	6	63	.1	.7	8	82	8	82	.1	.7
KYA	18	387	18	387	.1	1.1	17	351	17	351	.2	1.9	18	383	18	383	.2	1.5
KYA FM	28	285	28	274	.2	1.6	28	274	28	274	.4	3.1	28	274	28	274	.2	2.4
KRAK	32	423	9	158	.1	.5	6	163	1	85		.1	28	327	9	130	.1	.8
METRO TOTALS			1702	9975	10.6		METRO TOTALS	907	5209	12.8		METRO TOTALS	1177	7308	10.5			

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	MEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	25	234	25	234	.3	3.5	48	527	48	507	.4	4.3	42	472	42	452	.6	6.2
KABL FM	13	178	13	169	.2	1.8	20	244	20	235	.2	1.8	18	203	18	203	.2	2.7
KARA	2	40		22			2	40		22								
KBAY	16	202	9	133	.1	1.3	64	389	52	291	.5	4.6	61	355	52	291	.7	7.7
KCBS	29	578	22	539	.3	3.1	74	973	59	828	.5	5.3	61	687	49	550	.7	7.3
KCBS FM	7	110	3	61		.4	11	143	7	94	.1	.6	6	62	6	62	.1	.9
KDIA	4	31	4	31	.1	.6	9	54	9	54	.1	.8	5	23	5	23	.1	.7
KEEN	25	394	25	394	.3	3.5	49	597	49	597	.4	4.4	33	402	33	402	.5	4.9
*KFAX	2	25	2	25		.3	2	25	2	25		.2	2	25	2	25		.3
KFOG	44	352	44	352	.6	6.1	65	561	62	539	.6	5.5	44	371	41	349	.6	6.1
KFRC	14	372	9	281	.1	1.3	15	393	10	302	.1	.9	7	150	4	106	.1	.6
KGO	72	437	63	370	.8	8.8	128	729	115	624	1.0	10.2	96	590	83	495	1.1	12.3
KDFC	19	154	19	154	.2	2.6	32	220	32	220	.3	2.8	13	66	13	66	.2	1.9
KIOI	38	435	35	410	.4	4.9	38	461	35	426	.3	3.1	10	69	10	59	.1	1.5
KJAZ	10	73	10	73	.1	1.4	11	89	11	89	.1	1.0	10	58	10	58	.1	1.5
KKEE	4	84	4	78	.1	.6	5	101	5	95		.4	2	48	2	42		.3
KKHI	14	34	14	34	.2	1.9	34	106	34	106	.3	3.0	20	72	20	72	.3	3.0
KKHI FM	31	300	31	300	.4	4.3	39	389	38	383	.3	3.4	19	222	18	216	.2	2.7
TOTAL	45	334	45	334	.6	6.2	73	495	72	489	.7	6.4	39	294	38	288	.5	5.7
KKIS	31	135	30	120	.4	4.2	51	256	50	241	.5	4.5	51	256	50	241	.7	7.4
KLIV	4	54	4	54	.1	.6	5	75	5	75		.4	1	21	1	21		.1
KLOK	11	213	8	203	.1	1.1	25	293	22	277	.2	2.0	14	99	14	93	.2	2.1
KNBR	20	308	16	210	.2	2.2	24	436	19	328	.2	1.7	19	271	16	228	.2	2.4
KNBR FM	3	37	2	19		.3	3	37	2	19		.2	2	19	2	19		.3
KNEW	7	132	6	114	.1	.8	24	299	22	275	.2	2.0	18	180	17	174	.2	2.5
KOME	16	135	16	135	.2	2.2	16	135	16	135	.1	1.4						
KPSJ	11	51	11	51	.1	1.5	13	80	13	69	.1	1.2	4	48	4	37	.1	.6
KSAN	32	317	32	308	.4	4.5	33	335	33	326	.3	2.9	4	93	4	93	.1	.6
KSFO	83	1132	81	1049	1.0	11.3	129	1588	127	1499	1.2	11.3	73	787	73	781	1.0	10.8
KSFY	47	127	47	127	.6	6.5	51	175	51	150	.5	4.5	4	48	4	23	.1	.6
KSJO	6	129	5	120	.1	.7	6	129	5	120		.4						
KXRX	8	82	8	82	.1	1.1	15	171	15	171	.1	1.3	9	108	9	108	.1	1.3
KYA	10	132	10	132	.1	1.4	10	136	10	136	.1	.9	1	36	1	36		.1
KYA FM	7	98	7	98	.1	1.0	7	109	7	98	.1	.6		11				
KRAK	28	327	9	130	.1	1.3	30	357	9	130	.1	.8	24	194	8	45	.1	1.2
METRO TOTALS			718	4713	9.1		METRO TOTALS		1123	6649	10.2		METRO TOTALS		675	4035	9.3	

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 15

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
6.00AM-10.00AM

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	139	363	139	363	.9	6.8	72	205	72	205	.9	7.4	72	205	72	205	.6	5.4
KABL FM	63	159	46	133	.3	2.3	17	53	17	53	.2	1.7	17	53	17	53	.2	1.3
KARA	26	114	20	96	.1	1.0	15	69	9	51	.1	.9	26	114	20	96	.2	1.5
KBAY	64	209	51	173	.3	2.5	19	94	19	89	.2	1.9	19	94	19	89	.2	1.4
KCBS	403	1366	349	1164	2.2	17.2	122	464	115	436	1.5	11.8	122	464	115	436	1.0	8.7
KCBS FM	53	116	25	66	.2	1.2	53	116	25	66	.3	2.6	53	116	25	66	.2	1.9
KDIA																		
KEEN	51	143	51	143	.3	2.5	33	97	33	97	.4	3.4	33	97	33	97	.3	2.5
KFAX	5	25	5	25		.2	5	25	5	25	.1	.5	5	25	5	25		.4
KFOG	86	251	70	196	.4	3.4	46	107	46	107	.6	4.7	46	107	46	107	.4	3.5
KFRC	103	611	94	551	.6	4.6	72	347	71	341	.9	7.3	96	586	94	551	.8	7.1
KGO	165	593	144	510	.9	7.1	63	219	54	185	.7	5.5	63	219	54	185	.5	4.1
KIBE	13	37	10	32	.1	.5	13	37	10	32	.1	1.0	13	37	10	32	.1	.8
KDFC	19	143	19	143	.1	.9	2	34	2	34		.2	2	34	2	34		.2
TOTAL	32	180	29	175	.2	1.4	15	71	12	66	.2	1.2	15	71	12	66	.1	1.0
KIOI	43	241	43	241	.3	2.1	33	178	33	178	.4	3.4	39	223	39	223	.3	3.0
KJAZ	2	16	2	16		.1												
KKEE	8	30	8	30	.1	.4	6	13	6	13	.1	.6	6	13	6	13	.1	.5
KKHI	5	30	2	17		.1												
KKHI FM	12	57	12	57	.1	.6	12	57	12	57	.2	1.2	12	57	12	57	.1	.9
TOTAL	17	87	14	74	.1	.7	12	57	12	57	.2	1.2	12	57	12	57	.1	.9
KKIS	10	38	6	23		.3	4	15					4	15				
KLIV	30	77	30	77	.2	1.5	2	32	2	32		.2	30	77	30	77	.3	2.3
KLOK	82	340	79	315	.5	3.9	57	193	57	193	.7	5.8	68	301	65	276	.6	4.9
KNBR	142	451	109	271	.7	5.4	60	258	34	132	.4	3.5	117	341	87	185	.8	6.6
KNBR FM	35	90	32	69	.2	1.6	15	24	15	24	.2	1.5	35	90	32	69	.3	2.4
KNEW	39	204	30	185	.2	1.5	12	30	6	24	.1	.6	37	186	28	167	.2	2.1
KOME	25	101	25	101	.2	1.2	25	101	25	101	.3	2.6	25	101	25	101	.2	1.9
KPSJ	4	15																
KSAN	65	181	65	181	.4	3.2	24	55	24	55	.3	2.5	54	146	54	146	.5	4.1
KSAY	33	43	33	43	.2	1.6	33	43	33	43	.4	3.4	33	43	33	43	.3	2.5
KSFO	134	524	128	510	.8	6.3	89	301	89	301	1.1	9.1	92	354	92	354	.8	7.0
KSFX	22	45	22	45	.1	1.1							22	45	22	45	.2	1.7
KSJO	12	53	12	53	.1	.6							12	53	12	53	.1	.9
KXRX	41	128	41	128	.3	2.0	7	38	7	38	.1	.7	7	38	7	38	.1	.5
KYA	29	175	29	175	.2	1.4							29	175	29	175	.3	2.2
KYA FM	42	92	42	92	.3	2.1							42	92	42	92	.4	3.2
KRAK	119	380	67	156	.4	3.3	67	252	33	122	.4	3.4	101	286	67	156	.6	5.1
METRO TOTALS		2031	5913	12.7	METRO TOTALS		977	2931	12.4	METRO TOTALS		1322	3900	11.8				

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
10.00AM-3.00PM

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	168	510	167	495	1.0	4.5	70	183	69	168	.9	4.1	70	183	69	168	.6	2.6
KABL FM	53	143	45	116	.3	1.2	31	53	31	53	.4	1.9	31	53	31	53	.3	1.2
TOTAL	221	653	212	611	1.3	5.7	101	236	100	221	1.3	6.0	101	236	100	221	.9	3.8
KARA	58	227	49	204	.3	1.3	11	60	8	51	.1	.5	49	209	40	186	.4	1.5
KBAY	60	163	40	125	.3	1.1	43	98	31	81	.4	1.9	43	98	31	81	.3	1.2
KCBS	283	946	207	783	1.3	5.6	80	407	72	379	.9	4.3	80	407	72	379	.6	2.7
KCBS FM	96	180	42	111	.3	1.1	74	116	24	66	.3	1.4	92	161	42	111	.4	1.6
KOIA	5	23	5	23		.1												
KEEN	108	298	108	298	.7	2.9	26	139	26	139	.3	1.6	59	192	59	192	.5	2.2
KFAX	2	24	2	24		.1												
KFOG	160	353	151	297	.9	4.1	94	186	91	175	1.2	5.4	94	186	91	175	.8	3.4
KFRC	150	680	134	608	.8	3.6	77	284	76	274	1.0	4.5	143	635	130	578	1.2	4.8
KGO	250	733	192	566	1.2	5.2	94	318	78	260	1.0	4.7	111	360	78	260	.7	2.9
KIBE	31	102	31	102	.2	.8	31	102	31	102	.4	1.9	31	102	31	102	.3	1.2
KDFC	69	168	69	168	.4	1.9	24	54	24	54	.3	1.4	43	92	43	92	.4	1.6
TOTAL	100	270	100	270	.6	2.7	55	156	55	156	.7	3.3	74	194	74	194	.7	2.8
KIOI	111	337	111	337	.7	3.0	55	176	55	176	.7	3.3	93	319	93	319	.8	3.5
KJAZ	22	132	22	132	.1	.6	14	63	14	63	.2	.8	19	116	19	116	.2	.7
KKEE	15	27	15	27	.1	.4	5	13	5	13	.1	.3	5	13	5	13		.2
KKHI	66	158	66	158	.4	1.8	24	82	24	82	.3	1.4	43	135	43	135	.4	1.6
KKHI FM	20	85	20	85	.1	.5	13	68	13	68	.2	.8	13	68	13	68	.1	.5
TOTAL	86	224	86	224	.5	2.3	37	132	37	132	.5	2.2	56	185	56	185	.5	2.1
KKIS	67	165	42	106	.3	1.1	65	149	42	106	.5	2.5	65	149	42	106	.4	1.6
KLIV	86	239	86	239	.5	2.3	23	54	23	54	.3	1.4	83	218	83	218	.7	3.1
KLOK	137	448	133	421	.8	3.6	114	311	111	300	1.4	6.6	127	423	123	398	1.1	4.6
KNBR	114	366	92	276	.6	2.5	48	183	29	123	.4	1.7	97	304	75	214	.7	2.8
KNBR FM	43	89	36	62	.2	1.0							38	66	32	45	.3	1.2
KNEH	280	592	260	506	1.6	7.0	88	233	70	168	.9	4.2	237	502	217	416	1.9	8.1
KOME	59	235	59	235	.4	1.6	36	98	36	98	.5	2.2	59	235	59	235	.5	2.2
KPSJ	8	52	7	41		.2	3	19	3	19		.2	3	19	3	19		.1
KSAN	170	309	170	309	1.1	4.6	55	90	55	90	.7	3.3	170	309	170	309	1.5	6.3
KSAY	117	248	117	248	.7	3.1	70	140	70	140	.9	4.2	92	194	92	194	.8	3.4
KSFO	540	1419	525	1349	3.3	14.1	229	665	223	638	2.8	13.3	320	893	310	832	2.8	11.5
KSFX	40	140	40	140	.3	1.1	27	95	27	95	.3	1.6	40	140	40	140	.4	1.5
KSJO	64	145	64	145	.4	1.7							64	145	64	145	.6	2.4
KXRX	44	160	44	160	.3	1.2	21	89	21	89	.3	1.3	21	89	21	89	.2	.8
KYA	84	374	78	312	.5	2.1	23	144	17	82	.2	1.0	83	358	77	296	.7	2.9
KYA FM	44	108	44	108	.3	1.2	13	32	13	32	.2	.8	44	108	44	108	.4	1.6
KRAK	137	330	54	92	.3	1.5	55	185	20	58	.3	1.2	89	219	54	92	.5	2.0
METRO TOTALS			3715	8145	23.2		METRO TOTALS	1671	3818	21.1			METRO TOTALS	2688	5816	24.0		

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 17

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
3.00PM-7.00PM

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	118	513	118	513	.7	4.7	71	267	71	267	.9	5.6	71	267	71	267	.6	3.9
KABL FM	74	147	74	147	.5	3.0	44	76	44	76	.6	3.4	44	76	44	76	.4	2.4
TOTAL	192	659	192	659	1.2	7.7	115	342	115	342	1.5	9.0	115	342	115	342	1.0	6.3
KARA	40	109	35	100	.2	1.4	36	91	31	82	.4	2.4	36	91	31	82	.3	1.7
KBAY	83	189	73	164	.5	2.9	31	91	28	81	.4	2.2	31	91	28	81	.2	1.6
KCBS	193	777	127	564	.8	5.1	39	308	25	231	.3	2.0	39	308	25	231	.2	1.4
KCBS FM	14	67	2	17		.1	12	50					12	50				
KOIA	23	68	23	68	.1	.9							6	45	6	45	.1	.3
KEEN	61	235	61	235	.4	2.5	40	153	40	153	.5	3.1	40	153	40	153	.4	2.2
*KFX																		
KFOG	92	180	80	150	.5	3.2	51	100	51	100	.6	4.0	51	100	51	100	.5	2.8
KFRC	104	411	76	301	.5	3.1	61	220	58	210	.7	4.5	102	402	76	301	.7	4.2
KGO	153	557	142	508	.9	5.7	52	217	50	202	.6	3.9	55	238	50	202	.4	2.8
*KIBE	10	19	10	19	.1	.4	10	19	10	19	.1	.8	10	19	10	19	.1	.6
KOFC	19	52	19	52	.1	.8	11	19	11	19	.1	.9	11	19	11	19	.1	.6
TOTAL	29	71	29	71	.2	1.2	21	38	21	38	.3	1.7	21	38	21	38	.2	1.2
KIOI	151	337	149	326	.9	6.0	86	229	86	229	1.1	6.7	138	308	138	308	1.2	7.7
KJAZ																		
KKEE	31	68	30	63	.2	1.2	21	54	20	49	.3	1.6	21	54	20	49	.2	1.1
KKHI	46	82	46	82	.3	1.9	13	43	13	43	.2	1.0	13	43	13	43	.1	.7
KKHI FM	5	23	3	17		.1												
TOTAL	51	105	49	99	.3	2.0	13	43	13	43	.2	1.0	13	43	13	43	.1	.7
KKIS	31	135	27	104	.2	1.1	18	96	16	81	.2	1.3	18	96	16	81	.1	.9
KLIV	40	211	40	211	.3	1.6	16	85	16	85	.2	1.3	35	190	35	190	.3	1.9
KLOK	109	308	108	303	.7	4.3	87	198	86	193	1.1	6.7	95	251	94	246	.8	5.2
KNBR	168	484	138	328	.9	5.6	90	335	73	203	.9	5.7	152	426	135	294	1.2	7.5
KNBR FM																		
KNEW	64	154	64	154	.4	2.6	24	48	24	48	.3	1.9	60	137	60	137	.5	3.3
KOME	40	149	40	149	.3	1.6	21	66	21	66	.3	1.6	40	149	40	149	.4	2.2
KPSJ	19	19	19	19	.1	.8	19	19	19	19	.2	1.5	19	19	19	19	.2	1.1
KSAN	182	441	179	432	1.1	7.2	68	102	65	93	.8	5.1	182	441	179	432	1.6	9.9
*KSAY	97	184	97	184	.6	3.9	76	130	76	130	1.0	6.0	76	130	76	130	.7	4.2
KSFO	197	825	186	767	1.2	7.5	85	392	83	384	1.1	6.5	97	466	90	437	.8	5.0
KSFX	69	152	67	133	.4	2.7	38	95	38	95	.5	3.0	69	152	67	133	.6	3.7
KSJO	77	85	77	85	.5	3.1	24	32	24	32	.3	1.9	77	85	77	85	.7	4.3
KXRK	10	55	10	55	.1	.4	6	19	6	19	.1	.5	6	19	6	19	.1	.3
KYA	37	86	37	86	.2	1.5	2	4	2	4		.2	37	82	37	82	.3	2.1
KYA FM	42	70	42	70	.3	1.7	4	32	4	32	.1	.3	42	70	42	70	.4	2.3
KRAK	91	342	17	79	.1	.7	70	235	8	45	.1	.6	79	269	17	79	.2	.9
METRO TOTALS			2485	6235	15.5		METRO TOTALS		1277	3280	16.2		METRO TOTALS		1802	4496	16.1	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	32	223	32	223	.2	2.5	10	115	10	115	.1	1.8	19	160	19	160	.2	2.3
KABL FM	22	79	22	79	.1	1.7	10	25	10	25	.1	1.8	10	25	10	25	.1	1.2
KARA	25	135	25	135	.2	2.0							25	135	25	135	.2	3.0
KBAY	78	187	70	163	.4	5.5	32	99	31	94	.4	5.7	32	99	31	94	.3	3.7
KCBS	84	366	65	260	.4	5.1	23	139	18	121	.2	3.3	23	139	18	121	.2	2.1
KCBS FM																		
KOIA	30	98	30	98	.2	2.4							30	98	30	98	.3	3.6
KEEN	10	68	10	68	.1	.8	8	51	8	51	.1	1.5	8	51	8	51	.1	1.0
*KFAX																		
KFOG	59	167	57	157	.4	4.5	38	106	38	106	.5	6.9	38	106	38	106	.3	4.5
KFRC	56	300	28	205	.2	2.2	3	28	1	10		.2	54	276	28	205	.2	3.3
KGO	143	514	119	421	.7	9.4	30	136	26	120	.3	4.7	30	136	26	120	.2	3.1
KDFC	47	105	47	105	.3	3.7	27	54	27	54	.3	4.9	27	54	27	54	.2	3.2
KIOI	49	184	49	184	.3	3.9	21	122	21	122	.3	3.8	44	160	44	160	.4	5.2
KJAZ	28	101	28	101	.2	2.2	9	63	9	63	.1	1.6	28	101	28	101	.2	3.3
KKEE	4	31	3	25		.2	4	31	3	25		.5	4	31	3	25		.4
KKHI	25	100	25	100	.2	2.0	8	53	8	53	.1	1.5	8	53	8	53	.1	1.0
KKHI FM	10	41	8	36	.1	.6	3	19	3	19		.5	3	19	3	19		.4
TOTAL	35	141	33	135	.2	2.6	11	72	11	72	.1	2.0	11	72	11	72	.1	1.4
KKIS	13	56	13	56	.1	1.0												
KLIV	7	78	7	78		.6	3	22	3	22		.5	5	60	5	60		.6
KLOK	19	84	8	59	.1	.6							6	52	4	38		.5
KNBR	37	125	30	101	.2	2.4	34	81	28	63	.4	5.1	36	119	30	101	.3	3.6
KNBR FM	4	21											4	21				
KNEW	34	165	34	165	.2	2.7	9	57	9	57	.1	1.6	27	149	27	149	.2	3.2
KOME	13	63	13	63	.1	1.0	13	63	13	63	.2	2.4	13	63	13	63	.1	1.5
KPSJ	19	19	19	19	.1	1.5	19	19	19	19	.2	3.5	19	19	19	19	.2	2.3
KSAN	62	216	62	216	.4	4.9	50	125	50	125	.6	9.1	62	216	62	216	.6	7.4
KSFO	163	566	149	513	.9	11.8	76	292	64	264	.8	11.7	76	292	64	264	.6	7.6
KSFX	42	133	42	133	.3	3.3	38	95	38	95	.5	6.9	42	133	42	133	.4	5.0
KSJD	63	92	56	67	.4	4.4							63	92	56	67	.5	6.7
KXRX	11	54	11	54	.1	.9	3	19	3	19		.5	3	19	3	19		.4
KYA	11	115	11	115	.1	.9							11	115	11	115	.1	1.3
KYA FM	29	100	29	98	.2	2.3							29	100	29	98	.3	3.4
KRAK	24	137					16	93					16	93				
METRO TOTALS			1268	3760	7.9		METRO TOTALS		548	1700	6.9		METRO TOTALS		842	2537	7.5	

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 19

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
6.00AM-10.00AM

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	107	339	107	339	.7	7.9	64	170	64	170	.8	11.1	64	170	64	170	.6	7.7
KABL FM	34	99	33	97	.2	2.4	13	25	13	25	.2	2.2	13	25	13	25	.1	1.6
+ TOTAL	141	438	140	436	.9	10.3	77	195	77	195	1.0	13.3	77	195	77	195	.7	9.3
KARA	2	32	2	32		.1	2	32	2	32		.3	2	32	2	32		.2
KBAY	104	347	78	213	.5	5.8	25	127	18	98	.2	3.1	34	201	18	98	.2	2.2
KCBS	321	975	215	655	1.3	15.9	107	338	90	292	1.1	15.6	109	352	90	292	.8	10.8
KCBS FM	15	84	2	34		.1	15	84	2	34		.3	15	84	2	34		.2
KDIA	68	76	68	76	.4	5.0	23	31	23	31	.3	4.0	68	76	68	76	.6	8.1
KEEN	18	55	18	55	.1	1.3	5	29	5	29	.1	.9	5	29	5	29		.6
KFAX	4	17	4	17		.3	4	17	4	17	.1	.7	4	17	4	17		.5
KFOG	47	172	47	172	.3	3.5	10	19	10	19	.1	1.7	20	72	20	72	.2	2.4
KFRC	53	316	48	274	.3	3.5	13	83	11	64	.1	1.9	52	307	48	274	.4	5.7
KGO	72	319	61	276	.4	4.5	26	89	26	89	.3	4.5	29	134	29	134	.3	3.5
KIBE	8	32	8	32	.1	.6	8	32	8	32	.1	1.4	8	32	8	32	.1	1.0
KDFC	8	32	8	32	.1	.6	8	32	8	32	.1	1.4	8	32	8	32	.1	1.0
TOTAL	8	32	8	32	.1	.6	8	32	8	32	.1	1.4	8	32	8	32	.1	1.0
KIOI	65	320	65	320	.4	4.8	58	264	58	264	.7	10.0	63	302	63	302	.6	7.5
KJAZ	6	25	6	25		.4	6	25	6	25	.1	1.0	6	25	6	25	.1	.7
KKEE	6	33	6	33		.4												
KKHI	28	54	28	54	.2	2.1												
KKHI FM	10	38	10	38	.1	.7	10	38	10	38	.1	1.7	10	38	10	38	.1	1.2
TOTAL	38	92	38	92	.2	2.8	10	38	10	38	.1	1.7	10	38	10	38	.1	1.2
KKIS	5	48					4	28					4	28				
KLIV																		
KLOK	53	272	45	227	.3	3.3	44	228	40	213	.5	6.9	52	267	45	227	.4	5.4
KNBR	93	194	84	151	.5	6.2	22	91	15	58	.2	2.6	75	144	68	111	.6	8.1
KNBR FM																		
TOTAL	93	194	84	151	.5	6.2	22	91	15	58	.2	2.6	75	144	68	111	.6	8.1
KNEW	18	74	17	65	.1	1.3	1	9					2	22	1	13		.1
KOME	11	45	11	45	.1	.8							11	45	11	45	.1	1.3
KPSJ	11	19	11	19	.1	.8	11	19	11	19	.1	1.9	11	19	11	19	.1	1.3
KSAN	30	122	30	122	.2	2.2	11	35	11	35	.1	1.9	24	88	24	88	.2	2.9
*KSAY	22	90	22	90	.1	1.6	18	67	18	67	.2	3.1	18	67	18	67	.2	2.2
KSFO	102	370	100	337	.6	7.4	82	280	80	247	1.0	13.8	82	280	80	247	.7	9.6
KSFX	32	83	32	83	.2	2.4							32	83	32	83	.3	3.8
KSJO																		
KXRX	18	90	18	90	.1	1.3	5	38	5	38	.1	.9	5	38	5	38		.6
KYA	22	172	22	172	.1	1.6	2	34	2	34		.3	20	156	20	156	.2	2.4
KYA FM	8	45	8	45	.1	.6							8	45	8	45	.1	1.0
KRAK	58	175	24	77	.2	1.8	24	88	10	49	.1	1.7	24	88	10	49	.1	1.2
METRO TOTALS				1355	4210	8.5	METRO TOTALS		578	2006	7.3	METRO TOTALS		836	2832	7.5		

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
10.00AM-3.00PM

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	165	515	165	515	1.0	5.2	107	303	107	303	1.4	7.0	107	303	107	303	1.0	5.1
KABL FM	85	144	85	144	.5	2.7	37	73	37	73	.5	2.4	37	73	37	73	.3	1.7
KARA	19	77	19	77	.1	.6	10	32	10	32	.1	.7	19	77	19	77	.2	.9
KBAY	176	421	113	230	.7	3.6	63	162	34	98	.4	2.2	85	268	34	98	.3	1.6
KCBS	200	852	124	672	.8	3.9	49	251	40	227	.5	2.6	49	251	40	227	.4	1.9
KCBS FM	62	169	38	101	.2	1.2	58	150	38	101	.5	2.5	58	150	38	101	.3	1.8
KDIA	39	101	39	101	.2	1.2	3	31	3	31		.2	34	76	34	76	.3	1.6
KEEN	94	255	89	220	.6	2.8	36	83	36	83	.5	2.4	42	131	42	121	.4	2.0
KFAX	32	69	16	49	.1	.5	16	49	16	49	.2	1.0	16	49	16	49	.1	.8
KFOG	141	332	139	308	.9	4.4	99	188	99	188	1.3	6.5	107	241	107	241	1.0	5.1
KFRG	138	505	101	323	.6	3.2	38	248	26	183	.3	1.7	133	486	101	323	.9	4.8
KGO	110	336	95	293	.6	3.0	47	155	39	139	.5	2.5	47	155	39	139	.3	1.8
KIBE	7	49	7	49		.2	7	49	7	49	.1	.5	7	49	7	49	.1	.3
KDFC	92	308	92	308	.6	2.9	33	151	33	151	.4	2.2	66	243	66	243	.6	3.1
TOTAL	99	357	99	357	.6	3.1	40	200	40	200	.5	2.7	73	292	73	292	.7	3.4
KIOI	129	409	126	398	.8	4.0	88	282	88	282	1.1	5.7	108	380	108	380	1.0	5.1
KJAZ	34	152	34	152	.2	1.1	17	67	17	67	.2	1.1	28	120	28	120	.2	1.3
KKEE	30	52	28	42	.2	.9	25	25	25	25	.3	1.6	25	25	25	25	.2	1.2
KKHI	41	108	41	108	.3	1.3							9	45	9	45	.1	.4
KKHI FM	48	121	43	109	.3	1.4	23	76	23	76	.3	1.5	23	76	23	76	.2	1.1
TOTAL	89	229	84	217	.5	2.7	23	76	23	76	.3	1.5	32	121	32	121	.3	1.5
KKIS	46	155	42	108	.3	1.3	11	67	10	49	.1	.7	11	67	10	49	.1	.5
KLIV	11	81	11	81	.1	.3							5	60	5	60		.2
KLOK	113	298	100	252	.6	3.1	100	249	95	223	1.2	6.2	111	292	100	252	.9	4.7
KNBR	84	300	71	212	.4	2.2	28	189	19	142	.2	1.2	73	272	61	195	.5	2.9
KNBR FM	51	127	51	127	.3	1.6	31	59	31	59	.4	2.0	39	97	39	97	.3	1.8
KNEH	19	119	19	119	.1	.6	13	58	13	58	.2	.8	14	71	14	71	.1	.7
KOME	82	188	82	188	.5	2.6	53	98	53	98	.7	3.5	82	188	82	188	.7	3.9
KPSJ	26	51	26	51	.2	.8	26	51	26	51	.3	1.7	26	51	26	51	.2	1.2
KSAN	137	310	137	310	.9	4.3	27	59	27	59	.3	1.8	120	278	120	278	1.1	5.7
KSAY	128	217	128	217	.8	4.0	87	122	87	122	1.1	5.7	109	176	109	176	1.0	5.2
KSFO	673	1628	638	1511	4.0	20.1	325	751	304	686	3.8	19.9	385	926	361	838	3.2	17.1
KSFX	89	171	89	171	.6	2.8	37	88	37	88	.5	2.4	89	171	89	171	.8	4.2
KSJO	50	116	43	91	.3	1.4							50	116	43	91	.4	2.0
KXRX	37	135	34	129	.2	1.1	6	38	3	32		.2	6	38	3	32		.1
KYA	39	220	39	220	.2	1.2	8	38	8	38	.1	.5	30	159	30	159	.3	1.4
KYA FM																		
KRAK	30	147	1	28			21	34					21	34				
METRO TOTALS			3177	7365	19.9		METRO TOTALS		1531	3622	19.4		METRO TOTALS		2116	4985	18.9	

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 21

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
3.00PM-7.00PM

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	134	480	131	465	.8	5.1	77	237	74	222	.9	6.4	83	202	80	267	.7	4.8
KABL FM	89	153	89	153	.6	3.5	70	112	70	112	.9	6.0	70	112	70	112	.6	4.2
KARA	13	18	13	18	.1	.5												
KBAY	134	270	52	119	.3	2.0	51	74	7	19	.1	.6	86	159	7	19	.1	.4
KCBS	104	373	66	256	.4	2.6	30	146	22	124	.3	1.9	32	160	22	124	.2	1.3
KCBS FM	9	19																
KDIA	36	161	36	161	.2	1.4	24	62	24	62	.3	2.1	36	161	36	161	.3	2.2
KEEN	39	153	33	128	.2	1.3	15	63	15	63	.2	1.3	15	63	15	63	.1	.9
*KFX	5	25	5	25		.2	5	25	5	25	.1	.4	5	25	5	25		.3
KFOG	75	203	55	148	.3	2.2	27	75	27	75	.3	2.3	27	75	27	75	.2	1.6
KFRC	177	474	67	160	.4	2.6	49	112	29	66	.4	2.5	172	459	67	160	.6	4.0
KGO	88	278	76	237	.5	3.0	67	179	64	168	.8	5.5	72	200	64	168	.6	3.9
*KIBE	4	19	4	19		.2	4	19	4	19	.1	.3	4	19	4	19		.2
KDFC	24	73	24	73	.2	.9	17	34	17	34	.2	1.5	17	34	17	34	.2	1.0
TOTAL	28	92	28	92	.2	1.1	21	53	21	53	.3	1.8	21	53	21	53	.2	1.2
KIOI	100	234	100	234	.6	3.9	36	139	36	139	.5	3.1	75	184	75	184	.7	4.5
KJAZ	5	41	5	41		.2	3	25	3	25		.3	3	25	3	25		.2
KKEE	29	62	28	56	.2	1.1	17	31	16	25	.2	1.4	17	31	16	25	.1	1.0
KKHI	71	142	71	142	.4	2.8	9	34	9	34	.1	.8	20	79	20	79	.2	1.2
KKHI FM	41	104	41	104	.3	1.6	4	32	4	32	.1	.3	23	70	23	70	.2	1.4
TOTAL	112	246	112	246	.7	4.4	13	66	13	66	.2	1.1	43	149	43	149	.4	2.6
KKIS	48	184	42	136	.3	1.6	13	67	11	49	.1	.9	13	67	11	49	.1	.7
KLIV	13	63	13	63	.1	.5							11	45	11	45	.1	.7
KLOK	56	180	49	160	.3	1.9	51	151	47	142	.6	4.0	51	151	47	142	.4	2.8
KNBR	112	238	88	150	.6	3.4	53	163	31	81	.4	2.7	106	216	84	134	.7	5.1
KNBR FM	90	145	90	145	.6	3.5							50	92	50	92	.4	3.0
KNEW	50	75	50	75	.3	2.0	42	58	42	58	.5	3.6	42	58	42	58	.4	2.5
KOME	54	104	54	104	.3	2.1	40	66	40	66	.5	3.4	54	104	54	104	.5	3.3
KPSJ	36	82	36	82	.2	1.4	36	82	36	82	.5	3.1	36	82	36	82	.3	2.2
KSAN	97	204	97	204	.6	3.8	28	28	28	28	.4	2.4	81	171	81	171	.7	4.9
*KSAY	31	114	31	114	.2	1.2	22	75	22	75	.3	1.9	22	75	22	75	.2	1.3
KSFO	732	1423	712	1362	4.5	27.9	307	551	294	528	3.7	25.3	391	769	374	732	3.3	22.6
KSFX	76	114	72	101	.5	2.8	34	63	34	63	.4	2.9	76	114	72	101	.6	4.3
KSJO	10	38	10	38	.1	.4							10	38	10	38	.1	.6
KXRX	23	26	23	26	.1	.9												
KYA	20	129	20	129	.1	.8	12	38	12	38	.2	1.0	20	129	20	129	.2	1.2
KYA FM	8	32	8	32	.1	.3	8	32	8	32	.1	.7	8	32	8	32	.1	.5
KRAK	38	116	14	49	.1	.5	22	71	14	49	.2	1.2	22	71	14	49	.1	.8
METRO TOTALS			2553	5623	16.0		METRO TOTALS		1163	2737	14.7		METRO TOTALS		1656	3794	14.8	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	MEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PEPS. (00)	CUME PEPS. (00)	AVG. PEPS. (00)	CUME PEPS. (00)	AVG. PEPS. RATING	AVG. PEPS. SHARE	AVG. PEPS. (00)	CUME PEPS. (00)	AVG. PEPS. (00)	CUME PEPS. (00)	AVG. PEPS. RATING	AVG. PEPS. SHARE	AVG. PEPS. (00)	CUME PEPS. (00)	AVG. PEPS. (00)	CUME PEPS. (00)	AVG. PEPS. RATING	AVG. PEPS. SHARE
KABL	94	393	94	393	.6	6.7	42	183	42	183	.5	6.5	60	228	60	228	.5	5.9
KABL FM	26	67	26	67	.2	1.9	13	34	13	34	.2	2.0	13	34	13	34	.1	1.3
KARA	12	63	12	63	.1	.9							9	45	9	45	.1	.9
KBAY	85	231	50	158	.3	3.6	32	87	1	24		.2	39	132	8	69	.1	.8
KCBS	72	387	57	326	.4	4.1	47	236	38	213	.5	5.9	47	236	38	213	.3	3.8
KCBS FM	41	69					35	50					35	50				
KDIA	50	193	50	193	.3	3.6	13	70	13	70	.2	2.0	45	169	45	169	.4	4.5
KEEN	3	17	3	17		.2												
*KFAK	3	25	3	25		.2	3	25	3	25		.5	3	25	3	25		.3
KFOG	22	143	22	143	.1	1.6	16	103	16	103	.2	2.5	16	103	16	103	.1	1.6
KFRC	88	250	31	82	.2	2.2	11	24	11	24	.1	1.7	88	250	31	82	.3	3.1
KGO	148	452	122	339	.8	8.7	66	137	60	122	.8	9.3	69	158	60	122	.5	5.9
KDFC	49	123	49	123	.3	3.5	21	34	21	34	.3	3.2	32	72	32	72	.3	3.2
KIOI	75	214	75	214	.5	5.4	41	121	41	121	.5	6.3	68	197	68	197	.6	6.7
KJAZ	53	108	53	108	.3	3.8	24	25	24	25	.3	3.7	53	108	53	108	.5	5.3
KKEE	1	14	1	14		.1												
KKHI	32	134	32	134	.2	2.3	10	34	10	34	.1	1.5	18	87	18	87	.2	1.8
KKHI FM	57	156	57	156	.4	4.1	44	98	44	98	.6	6.8	44	98	44	98	.4	4.4
TOTAL	89	288	89	288	.6	6.4	54	132	54	132	.7	8.3	62	185	62	185	.6	6.2
KKIS	26	49	26	49	.2	1.9												
KLIV	40	158	40	158	.3	2.9	3	32	3	32		.5	30	137	30	137	.3	3.0
KLOK	15	81	11	71	.1	.8	8	45	4	35	.1	.6	8	45	4	35		.4
KNBR	20	165	10	87	.1	.7	15	112	5	34	.1	.8	20	165	10	87	.1	1.0
KNBR FM																		
KNEW	16	93	15	83	.1	1.1	11	76	10	66	.1	1.5	11	76	10	66	.1	1.0
KOME	52	163	52	163	.3	3.7	35	101	35	101	.4	5.4	44	146	44	146	.4	4.4
KPSJ	24	51	24	51	.2	1.7	24	51	24	51	.3	3.7	24	51	24	51	.2	2.4
KSAN	97	199	97	199	.6	6.9	13	28	13	28	.2	2.0	86	164	86	164	.8	8.5
KSFO	111	538	101	493	.6	7.2	67	341	63	320	.8	9.7	67	341	63	320	.6	6.2
KSF X	30	167	28	153	.2	2.0	11	32	11	32	.1	1.7	30	167	28	153	.2	2.8
KSJO	19	92	17	83	.1	1.2	2	9					19	92	17	83	.2	1.7
KXRX	5	38	3	32		.2	5	38	3	32		.5	5	38	3	32		.3
KYA	16	141	10	114	.1	.7	10	65	4	38	.1	.6	16	141	10	114	.1	1.0
KYA FM	6	65	5	63		.4	5	63	5	63	.1	.8	6	65	5	63		.5
KRAK	8	64	4	24		.3	5	34	4	24	.1	.6	5	34	4	24		.4
METRO TOTALS			1397	4380	8.7		METRO TOTALS	648	2078	8.2		METRO TOTALS	1009	3166	9.0			

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 23

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	WOMEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	148	3504	146	3397	.8	5.4	22	866	21	806	.3	2.1	71	2004	70	1926	.6	4.2
KABL FM	95	1457	92	1400	.5	3.4	13	364	12	351	.2	1.2	61	784	59	767	.5	3.5
KARA	49	673	43	616	.3	1.6	39	463	33	406	.5	3.3	44	573	38	516	.3	2.3
K8AY	134	1461	111	1151	.6	4.1	31	394	25	275	.3	2.5	71	853	58	666	.5	3.4
KCBS	279	4974	222	3953	1.3	8.2	24	1002	15	782	.2	1.5	77	2203	61	1786	.5	3.6
KCBS FM	27	631	22	550	.1	.8	9	271	9	271	.1	.9	10	325	10	325	.1	.6
KDIA	56	747	56	747	.3	2.1	33	492	33	492	.5	3.3	44	676	44	676	.4	2.6
KEEN	33	794	32	785	.2	1.2	9	274	9	274	.1	.9	22	501	22	501	.2	1.3
*KFAX	28	459	26	435	.2	1.0	4	85	4	85	.1	.4	7	183	7	179	.1	.4
KFOG	137	1630	121	1512	.7	4.5	26	480	26	480	.4	2.6	86	993	86	985	.8	5.1
KFRC	149	4294	111	3431	.6	4.1	123	3305	90	2644	1.2	8.9	141	3961	104	3166	.9	6.2
KGU	382	4554	328	3839	1.9	12.1	31	793	21	689	.3	2.1	107	1832	88	1579	.8	5.2
*KIBB	8	151	7	137		.3	5	60	4	54	.1	.4	8	132	7	122	.1	.4
KDFC	25	542	25	533	.1	.9	11	269	11	260	.2	1.1	13	365	13	356	.1	.8
TOTAL	33	671	32	655	.2	1.2	16	322	15	314	.2	1.5	21	475	20	463	.2	1.2
KIOI	95	1743	87	1652	.5	3.2	84	1439	76	1369	1.1	7.5	94	1629	86	1559	.8	5.1
*KJAZ	7	237	7	237		.3	3	136	3	136		.3	7	237	7	237	.1	.4
KKEE	27	388	25	374	.1	.9	2	130	2	130		.2	9	247	7	233	.1	.4
KKHI	36	848	36	841	.2	1.3	12	273	12	273	.2	1.2	28	585	28	585	.2	1.7
KKHI FM	18	530	18	509	.1	.7	3	173	3	173		.3	8	295	8	290	.1	.5
TOTAL	54	1208	54	1179	.3	2.0	15	449	15	449	.2	1.5	36	823	36	818	.3	2.2
KKIS	26	751	19	519	.1	.7	7	152	6	107	.1	.6	16	447	13	269	.1	.8
KLIV	33	873	33	860	.2	1.2	25	639	25	632	.3	2.5	32	827	32	814	.3	1.9
KLOK	110	1994	98	1739	.6	3.6	85	1483	74	1300	1.0	7.3	100	1748	89	1530	.8	5.3
KNBR	115	2554	88	1855	.5	3.2	48	1240	38	951	.5	3.8	86	1893	65	1346	.6	3.9
KNBR FM	40	875	39	734	.2	1.4	22	288	21	262	.3	2.1	30	492	29	446	.3	1.7
KNEW	106	2540	98	2345	.6	3.6	74	1706	71	1618	1.0	7.0	97	2249	91	2074	.8	5.4
KOME	17	357	17	357	.1	.6	16	314	16	314	.2	1.6	16	327	16	327	.1	1.0
KPSJ	13	212	13	212	.1	.5	4	72	4	72	.1	.4	5	118	5	118		.3
KSAN	68	932	61	872	.4	2.2	52	745	45	685	.6	4.4	66	891	59	831	.5	3.5
*KSAY	39	689	38	677	.2	1.4	10	216	9	212	.1	.9	19	450	18	438	.2	1.1
KSFO	220	3777	214	3537	1.2	7.9	59	1338	55	1219	.8	5.4	117	2243	112	2078	1.0	6.7
KSFX	33	473	33	473	.2	1.2	31	395	31	395	.4	3.1	33	459	33	459	.3	2.0
KSJO	43	353	43	333	.3	1.6	42	291	42	291	.6	4.1	43	339	43	333	.4	2.6
KXRX	32	429	31	401	.2	1.1	7	80	6	65	.1	.6	22	250	21	232	.2	1.2
KYA	54	2270	53	2167	.3	2.0	37	1719	36	1638	.5	3.6	46	2061	45	1962	.4	2.7
KYA FM	40	753	38	736	.2	1.4	29	567	29	567	.4	2.9	39	727	38	721	.3	2.3
KRAK	107	1751	15	518	.1	.6	35	701	3	190		.3	83	1264	10	357	.1	.6
METRO TOTALS			2714	16524	15.8		METRO TOTALS	1013	7020	14.1		METRO TOTALS	1683	11011	14.8			

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	WOMEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	65	1795	64	1717	.8	5.4	117	2727	116	2649	1.0	6.5	101	2070	101	2052	1.3	8.0
KABL FM	60	638	58	621	.7	4.9	83	961	81	941	.7	4.5	71	743	70	736	.9	5.5
KARA	9	202	9	196	.1	.8	13	266	13	260	.1	.7	9	174	9	174	.1	.7
KBAY	54	739	41	559	.5	3.4	97	1126	75	861	.7	4.2	83	846	67	693	.9	5.3
KCBS	68	1736	55	1423	.7	4.6	181	3134	144	2558	1.3	8.1	166	2598	135	2139	1.8	10.7
KCBS FM	3	122	3	122		.3	5	213	4	206		.2	3	145	2	138		.2
KOIA	25	363	25	363	.3	2.1	37	434	37	434	.3	2.1	23	255	23	255	.3	1.8
KEEN	20	344	20	344	.3	1.7	30	553	30	553	.3	1.7	23	436	23	436	.3	1.8
*KFAX	7	183	7	179	.1	.6	17	350	15	330	.1	.8	13	265	11	245	.1	.9
KFOG	85	920	85	912	1.1	7.1	120	1418	112	1357	1.0	6.3	95	1011	87	950	1.2	6.9
KFRC	67	1729	48	1327	.6	4.0	73	1891	53	1469	.5	3.0	24	818	19	664	.3	1.5
KGO	89	1567	77	1386	1.0	6.5	207	2794	181	2439	1.6	10.2	194	2266	171	1943	2.3	13.5
*KIBE	4	96	3	86		.3	4	115	3	101		.2	3	91	3	83		.2
KOFC	8	216	8	210	.1	.7	12	305	12	299	.1	.7	6	185	6	185	.1	.5
TOTAL	12	291	11	281	.1	1.0	16	399	15	385	.1	.9	9	261	9	253	.1	.7
KIOI	50	1052	48	1022	.6	4.0	51	1156	49	1115	.4	2.7	11	294	11	283	.1	.9
*KJAZ	4	123	4	123	.1	.3	4	123	4	123		.2	4	101	4	101	.1	.3
KKEE	9	218	7	204	.1	.6	23	307	21	293	.2	1.2	21	206	19	192	.3	1.5
KKHI	24	419	24	419	.3	2.0	31	602	31	595	.3	1.7	23	495	23	488	.3	1.8
KKHI FM	6	180	6	175	.1	.5	9	241	9	230	.1	.5	8	183	8	172	.1	.6
TOTAL	30	570	30	565	.4	2.5	40	760	40	741	.4	2.2	31	594	31	575	.4	2.4
KKIS	10	323	8	174	.1	.7	15	487	12	308	.1	.7	14	459	11	296	.1	.9
KLIV	15	292	15	286	.2	1.3	16	338	16	332	.1	.9	8	234	8	228	.1	.6
KLOK	67	937	62	839	.8	5.2	76	1116	70	989	.6	3.9	24	444	23	380	.3	1.8
KNBR	67	1381	52	993	.7	4.4	86	1725	68	1262	.6	3.8	57	997	43	664	.6	3.4
KNBR FM	26	420	25	374	.3	2.1	31	618	30	507	.3	1.7	13	402	13	317	.2	1.0
KNEH	54	1412	48	1271	.6	4.0	61	1588	54	1430	.5	3.0	30	719	26	615	.3	2.1
KOME	4	79	4	79	.1	.3	5	109	5	109		.3	1	43	1	43		.1
KPSJ	2	82	2	82		.2	5	140	5	140		.3	4	104	4	104	.1	.3
KSAN	32	470	25	412	.3	2.1	34	511	27	453	.2	1.5	16	187	16	187	.2	1.3
*KSAY	14	347	13	335	.2	1.1	26	443	25	431	.2	1.4	21	330	21	322	.3	1.7
KSFO	108	1837	103	1692	1.3	8.7	170	2772	164	2565	1.5	9.2	120	1840	118	1732	1.6	9.3
KSFX	24	226	24	226	.3	2.0	24	226	24	226	.2	1.3	2	64	2	64		.2
KSJO	30	152	30	146	.4	2.5	30	152	30	146	.3	1.7	1	48	1	42		.1
KXRX	19	229	18	221	.2	1.5	26	326	25	318	.2	1.4	22	267	22	264	.3	1.7
KYA	17	683	16	647	.2	1.3	22	840	21	800	.2	1.2	14	499	14	477	.2	1.1
KYA FM	15	281	14	275	.2	1.2	16	307	14	290	.1	.8	11	186	9	169	.1	.7
KRAK	72	1040	8	271	.1	.7	86	1269	10	323	.1	.6	62	792	9	219	.1	.7
METRO TOTALS		1189	7628	15.0	METRO TOTALS		1783	10799	15.8	METRO TOTALS		1264	7162	16.8				

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 25

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	WOMEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	209	1543	209	1529	1.2	5.4	29	269	29	269	.4	2.2	90	813	90	809	.8	3.9
KABL FM	84	557	84	552	.5	2.2	12	128	12	128	.2	.9	49	326	49	321	.4	2.1
TOTAL	293	1997	293	1980	1.7	7.6	41	368	41	368	.6	3.1	139	1062	139	1054	1.2	6.0
KARA	44	262	36	215	.2	.9	35	173	27	126	.4	2.1	43	243	35	196	.3	1.5
KBAY	149	754	124	640	.7	3.2	24	148	20	126	.3	1.5	76	373	64	314	.6	2.8
KCBS	672	3540	543	2865	3.2	14.1	88	498	55	389	.8	4.2	251	1475	195	1212	1.7	8.5
KCBS FM	45	316	33	245	.2	.9	11	102	11	103	.2	.8	11	103	11	103	.1	.5
KDIA	78	541	78	541	.5	2.0	47	394	47	394	.7	3.6	64	498	64	498	.6	2.8
KEEN	35	327	35	327	.2	.9	5	155	5	155	.1	.4	20	267	20	267	.2	.9
KFAX	72	291	68	268	.4	1.8	12	53	12	53	.2	.9	16	96	16	92	.1	.7
KFOG	128	733	113	670	.7	2.9	26	195	26	195	.4	2.0	79	433	79	426	.7	3.5
KFRC	173	2286	148	1894	.9	3.9	135	1920	113	1567	1.6	8.6	166	2190	143	1824	1.3	6.3
KGO	648	3256	582	2808	3.4	15.1	58	559	45	493	.6	3.4	222	1322	193	1150	1.7	8.4
KIBE	8	96	7	90		.2	5	60	4	54	.1	.3	8	81	7	75	.1	.3
KDFC	13	209	13	209	.1	.3	6	112	6	112	.1	.5	7	127	7	127	.1	.3
TOTAL	21	304	20	298	.1	.5	11	172	10	166	.1	.8	15	207	14	201	.1	.6
KIOI	101	641	93	571	.5	2.4	89	562	81	492	1.1	6.2	100	622	92	552	.8	4.0
*KJAZ	1	29	1	29			1	29	1	29		.1	1	29	1	29		
KKEE	28	173	27	169	.2	.7	3	49	3	49		.2	6	103	5	99		.2
KKHI	35	317	34	314	.2	.9	15	89	15	89	.2	1.1	31	256	31	256	.3	1.4
KKHI FM	12	130	12	130	.1	.3	2	40	2	40		.2	2	53	2	53		.1
TOTAL	47	432	46	429	.3	1.2	17	129	17	129	.2	1.3	33	309	33	309	.3	1.5
KKIS	23	304	14	170	.1	.4	8	87	7	57	.1	.5	14	179	11	99	.1	.5
KLIV	43	397	43	397	.3	1.1	30	263	30	263	.4	2.3	41	366	41	366	.4	1.8
KLOK	201	1236	184	1102	1.1	4.8	152	1013	135	892	1.9	10.3	184	1161	167	1032	1.5	7.3
KNBR	214	1402	146	975	.8	3.8	88	637	65	479	.9	5.0	145	1042	90	681	.8	3.9
KNBR FM	35	329	32	273	.2	.8	25	140	24	134	.3	1.8	27	200	26	184	.2	1.1
KNEW	119	1143	118	1128	.7	3.1	108	957	108	957	1.5	8.2	114	1032	114	1022	1.0	5.0
KOME	15	201	15	201	.1	.4	9	173	9	173	.1	.7	9	186	9	186	.1	.4
KPSJ	15	88	15	88	.1	.4	2	18	2	18		.2	2	37	2	37		.1
KSAN	62	416	51	359	.3	1.3	55	352	44	295	.6	3.4	61	402	50	345	.4	2.2
KSAY	34	279	34	271	.2	.9	3	43	3	43		.2	15	114	15	106	.1	.7
KSFO	394	2033	377	1967	2.2	9.8	116	768	104	719	1.4	7.9	261	1388	244	1322	2.1	10.7
KSFX	66	137	66	137	.4	1.7	62	120	62	120	.9	4.7	66	137	66	137	.6	2.9
KSJO	16	189	16	186	.1	.4	15	170	15	170	.2	1.1	16	186	16	186	.1	.7
KXRX	50	261	49	253	.3	1.3	5	52	4	47	.1	.3	30	164	29	156	.3	1.3
KYA	70	1120	69	1091	.4	1.8	47	826	46	797	.6	3.5	59	1002	58	973	.5	2.5
KYA FM	69	490	69	490	.4	1.8	53	405	53	405	.7	4.0	69	490	69	490	.6	3.0
KRAK	166	1031	20	234	.1	.5	52	419	1	48		.1	131	794	11	148	.1	.5
METRO TOTALS		3843	14334	22.4	METRO TOTALS		1312	6097	18.2	METRO TOTALS		2285	9516	20.1				

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	WOMEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	88	790	88	786	1.1	5.2	183	1275	183	1271	1.6	6.9	156	1029	156	1025	2.1	8.0
KABL FM	49	326	49	321	.6	2.9	71	453	71	448	.6	2.7	59	325	59	320	.8	3.0
TOTAL	137	1039	137	1031	1.7	8.1	254	1626	254	1618	2.2	9.6	215	1281	215	1273	2.9	11.0
KARA	10	108	10	102	.1	.6	11	127	11	121	.1	.4	9	89	9	89	.1	.5
KBAY	62	294	51	242	.6	3.0	114	492	90	387	.8	3.4	104	423	83	333	1.1	4.3
KCBS	224	1237	175	1019	2.2	10.4	483	2319	388	1912	3.4	14.6	422	2059	353	1716	4.7	18.1
KCBS FM							3	39	2	32		.1	3	39	2	32		.1
KOIA	44	233	44	233	.6	2.6	58	276	58	276	.5	2.2	31	147	31	147	.4	1.6
KEEN	17	162	17	162	.2	1.0	32	222	32	222	.3	1.2	30	172	30	172	.4	1.5
KFAX	16	96	16	92	.2	1.0	33	182	29	163	.3	1.1	21	129	17	110	.2	.9
KFOG	79	433	79	426	1.0	4.7	114	627	106	588	.9	4.0	88	432	80	393	1.1	4.1
KFRC	72	705	59	546	.7	3.5	75	743	61	577	.5	2.3	34	308	32	288	.4	1.6
KGO	192	1107	175	986	2.2	10.4	399	1911	365	1694	3.2	13.7	371	1567	338	1365	4.5	17.3
KIBE	4	45	3	39		.2	4	60	3	54		.1	3	36	3	36		.2
KDFC	2	45	2	45		.1	3	72	3	72		.1	2	42	2	42		.1
TOTAL	6	89	5	83	.1	.3	7	131	6	125	.1	.2	5	77	5	77	.1	.3
KIOI	60	372	59	342	.7	3.5	61	391	60	361	.5	2.3	12	79	12	79	.2	.6
*KJAZ																		
KKEE	5	74	4	70	.1	.2	27	144	26	140	.2	1.0	25	124	24	120	.3	1.2
KKHI	23	212	23	212	.3	1.4	27	273	26	270	.2	1.0	20	228	19	225	.3	1.0
KKHI FM	2	53	2	53		.1	9	68	9	68	.1	.3	7	28	7	28	.1	.4
TOTAL	25	265	25	265	.3	1.5	36	326	35	323	.3	1.3	27	241	26	238	.3	1.4
KKIS	6	92	4	42	.1	.2	9	156	6	76	.1	.2	9	156	6	76	.1	.3
KLIV	23	175	23	175	.3	1.4	25	206	25	206	.2	.9	13	134	13	134	.2	.7
KLOK	136	651	125	583	1.6	7.4	152	703	141	630	1.2	5.3	48	200	48	187	.6	2.5
KNBR	101	732	64	494	.8	3.8	159	982	115	706	1.0	4.3	115	655	76	414	1.0	3.9
KNBR FM	16	164	15	148	.2	.9	23	231	20	175	.2	.8	9	127	7	77	.1	.4
KNEW	36	499	36	489	.5	2.1	38	549	37	534	.3	1.4	8	125	7	110	.1	.4
KOME	3	79	3	79		.2	9	94	9	94	.1	.3	6	28	6	28	.1	.3
KPSJ	2	37	2	37		.1	6	52	6	52	.1	.2	4	34	4	34	.1	.2
KSAN	29	188	18	131	.2	1.1	30	202	19	145	.2	.7	7	64	7	64	.1	.4
KSAY	15	114	15	106	.2	.9	22	181	22	173	.2	.8	19	138	19	130	.3	1.0
KSFO	243	1209	227	1163	2.9	13.5	355	1662	339	1616	3.0	12.7	257	1073	252	1056	3.3	12.9
KSFY	60	116	60	116	.8	3.6	60	116	60	116	.5	2.3	4	17	4	17	.1	.2
KSJO	3	70	3	70		.2	3	70	3	70		.1	1	16	1	16		.1
KXRX	27	153	26	145	.3	1.5	43	214	42	206	.4	1.6	41	173	41	170	.5	2.1
KYA	28	330	28	330	.4	1.7	37	396	37	396	.3	1.4	21	242	21	242	.3	1.1
KYA FM	27	155	27	155	.3	1.6	27	155	27	155	.2	1.0	16	85	16	85	.2	.8
KRAK	125	695	11	148	.1	.7	143	829	14	180	.1	.5	97	509	13	132	.2	.7
METRO TOTALS			1684	6558	21.2		METRO TOTALS	2663	9324	23.6		METRO TOTALS	1952	6185	25.9			

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 27

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	175	1557	169	1519	1.0	5.2	12	235	12	235	.2	1.0	84	804	82	785	.7	3.8
KABL FM	121	734	117	689	.7	3.6	20	142	19	128	.3	1.6	87	393	86	375	.8	4.0
TOTAL	296	2158	286	2089	1.7	8.8	32	329	31	315	.4	2.6	171	1100	168	1068	1.5	7.8
KARA	71	253	68	223	.4	2.1	54	192	51	162	.7	4.2	67	219	64	189	.6	3.0
KBAY	187	799	158	685	.9	4.8	59	190	53	166	.7	4.3	109	438	95	390	.8	4.5
KCBS	240	2104	193	1558	1.1	5.9	10	328	6	259	.1	.5	39	833	29	622	.3	1.4
KCBS FM	17	301	15	244	.1	.5	2	80	2	80	.2	.2	7	134	7	134	.1	.3
KDIA	75	434	75	434	.4	2.3	44	259	44	259	.6	3.6	54	363	54	363	.5	2.5
KEEN	35	331	35	331	.2	1.1	9	173	9	173	.1	.7	23	256	23	256	.2	1.1
KFAX	39	220	36	208	.2	1.1	5	18	5	18	.1	.4	10	56	10	56	.1	.5
KFOG	191	779	171	695	1.0	5.2	34	218	34	218	.5	2.8	123	475	123	468	1.1	5.8
KFRC	176	1992	111	1410	.6	3.4	146	1553	87	1054	1.2	7.1	165	1832	102	1276	.9	4.8
KGO	444	2301	363	1863	2.1	11.1	59	244	28	186	.4	2.3	170	816	127	652	1.1	6.0
KIBE	9	68	9	58	.1	.3	7	42	7	36	.1	.6	9	68	9	58	.1	.4
KDFC	26	214	26	214	.2	.8	9	82	9	82	.1	.7	12	119	12	119	.1	.6
TOTAL	35	281	35	271	.2	1.1	16	124	16	118	.2	1.3	21	186	21	176	.2	1.0
KIOI	118	801	105	732	.6	3.2	107	646	94	577	1.3	7.7	117	759	104	690	.9	4.9
KJAZ	2	62	2	62	.1	.1		29		29			2	62	2	62		.1
KKEE	45	183	44	179	.3	1.3	6	65	6	65	.1	.5	13	102	12	98	.1	.6
KKHI	13	216	12	213	.1	.4	2	29	2	29	.2	.2	10	143	10	143	.1	.5
KKHI FM	23	220	23	213	.1	.7	5	108	5	108	.1	.4	17	161	17	161	.1	.8
TOTAL	36	421	35	411	.2	1.1	7	137	7	137	.1	.6	27	304	27	304	.2	1.3
KKIS	28	320	22	248	.1	.7	15	107	15	107	.2	1.2	21	198	20	181	.2	.9
KLIV	32	442	32	436	.2	1.0	20	348	20	348	.3	1.6	31	427	31	421	.3	1.5
KLOK	157	1094	134	927	.8	4.1	123	860	102	730	1.4	8.3	143	1022	121	876	1.1	5.7
KNBR	142	1239	120	1027	.7	3.7	87	674	76	554	1.1	6.2	121	936	102	767	.9	4.8
KNBR FM	70	419	66	373	.4	2.0	29	138	29	132	.4	2.4	48	222	48	216	.4	2.3
KNEH	291	1635	271	1559	1.6	8.3	173	1082	163	1064	2.3	13.3	264	1486	247	1422	2.2	11.6
KOME	13	168	13	168	.1	.4	13	155	13	155	.2	1.1	13	168	13	168	.1	.6
KPSJ	18	82	18	82	.1	.6		18		18				18		18		
KSAN	82	476	69	418	.4	2.1	45	343	32	285	.4	2.6	79	448	66	390	.6	3.1
KSAY	51	350	50	343	.3	1.5	9	79	8	76	.1	.7	18	176	17	169	.1	.8
KSFO	247	1583	242	1544	1.4	7.4	66	401	63	380	.9	5.2	119	766	116	741	1.0	5.4
KSFX	25	201	25	201	.1	.8	19	145	19	145	.3	1.6	24	187	24	187	.2	1.1
KSJO	67	206	66	192	.4	2.0	66	177	66	177	.9	5.4	66	192	66	192	.6	3.1
KXRX	50	178	49	162	.3	1.5	10	17	10	11	.1	.8	42	86	42	80	.4	2.0
KYA	45	920	45	873	.3	1.4	29	676	29	647	.4	2.4	34	785	34	738	.3	1.6
KYA FM	30	346	30	329	.2	.9	16	217	16	217	.2	1.3	29	320	29	314	.3	1.4
KRAK	129	867	9	181	.1	.3	41	360	3	74		.2	112	638	7	115	.1	.3
METRO TOTALS			3269	12337	19.0		METRO TOTALS		1223	4918	17.0		METRO TOTALS		2132	7943	18.7	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	83	745	81	726	1.0	5.3	138	1189	136	1170	1.2	6.4	127	1013	125	994	1.7	8.2
KABL FM	87	393	86	375	1.1	5.7	111	566	110	548	1.0	5.1	91	424	91	420	1.2	6.0
TOTAL	170	1041	167	1009	2.1	11.0	249	1632	246	1600	2.2	11.5	218	1362	216	1344	2.9	14.2
KARA	16	59	16	59	.2	1.1	20	93	20	93	.2	.9	17	61	17	61	.2	1.1
KBAY	66	366	52	318	.7	3.4	107	572	78	468	.7	3.6	91	454	68	374	.9	4.5
KCBS	34	599	25	441	.3	1.6	130	1222	100	917	.9	4.7	125	1128	98	839	1.3	6.4
KCBS FM	5	69	5	69	.1	.3	5	72	5	69	.2	.2	5	57	5	54	.1	.3
KDIA	22	175	22	175	.3	1.4	43	246	43	246	.4	2.0	31	175	31	175	.4	2.0
KEEN	20	151	20	151	.3	1.3	32	226	32	226	.3	1.5	26	158	26	158	.3	1.7
KFAX	10	56	10	56	.1	.7	28	159	25	147	.2	1.2	23	141	20	129	.3	1.3
KFOG	122	446	122	439	1.5	8.0	166	683	153	623	1.4	7.2	133	494	120	434	1.6	7.9
KFRC	83	869	53	622	.7	3.5	88	924	57	670	.5	2.7	24	334	19	270	.3	1.2
KGO	124	748	103	615	1.3	6.8	235	1321	197	1104	1.7	9.2	222	1145	193	955	2.6	12.6
KIBE	2	32	2	22		.1	2	32	2	22		.1	2	26	2	22		.1
KDFC	6	66	6	66	.1	.4	9	106	9	106	.1	.4	6	77	6	77	.1	.4
TOTAL	8	97	8	87	.1	.5	11	137	11	127	.1	.5	8	102	8	98	.1	.5
KIOI	65	593	64	564	.8	4.2	66	635	65	606	.6	3.0	11	155	11	155	.1	.7
KJAZ	2	33	2	33		.1	2	33	2	33		.1	2	33	2	33		.1
KKEE	13	73	12	69	.2	.8	38	132	37	128	.3	1.7	32	96	31	92	.4	2.0
KKHI	8	114	8	114	.1	.5	11	187	10	184	.1	.5	11	187	10	184	.1	.7
KKHI FM	13	75	13	75	.2	.9	14	97	14	90	.1	.7	13	75	13	68	.2	.9
TOTAL	21	189	21	189	.3	1.4	25	269	24	259	.2	1.2	24	247	23	237	.3	1.6
KKIS	7	103	6	86	.1	.4	9	146	7	98	.1	.3	8	134	6	86	.1	.4
KLIV	18	129	18	123	.2	1.2	19	144	19	138	.2	.9	12	94	12	88	.2	.8
KLOK	85	583	73	510	.9	4.8	97	653	84	559	.7	3.9	32	232	30	195	.4	2.0
KNBR	86	653	74	552	.9	4.9	102	839	87	708	.8	4.1	50	448	39	369	.5	2.6
KNBR FM	48	222	48	216	.6	3.2	58	270	56	243	.5	2.6	29	132	27	111	.4	1.8
KNEW	169	963	152	903	1.9	10.0	195	1085	176	1017	1.6	8.2	117	526	108	472	1.4	7.1
KOME	2	61	2	61		.1	2	61	2	61		.1		13		13		
KPSJ		18		18			7	46	7	46	.1	.3	7	28	7	28	.1	.5
KSAN	52	234	39	176	.5	2.6	55	262	42	204	.4	2.0	37	133	37	133	.5	2.4
KSAY	18	176	17	169	.2	1.1	37	243	36	236	.3	1.7	28	164	28	160	.4	1.8
KSFO	113	673	110	648	1.4	7.2	182	1115	178	1079	1.6	8.3	122	807	121	792	1.6	7.9
KSFX	21	100	21	100	.3	1.4	21	100	21	100	.2	1.0	5	42	5	42	.1	.3
KSJO	43	87	43	87	.5	2.8	43	87	43	87	.4	2.0		15		15		
KRRX	32	75	32	69	.4	2.1	37	121	37	115	.3	1.7	37	115	37	115	.5	2.4
KYA	11	235	11	217	.1	.7	19	318	19	300	.2	.9	13	192	13	174	.2	.9
KYA FM	13	103	13	97	.2	.9	14	129	14	112	.1	.7	14	129	14	112	.2	.9
KRAK	94	557	7	115	.1	.5	105	663	8	127	.1	.4	82	384	5	53	.1	.3
METRO TOTALS			1521	5673	19.2		METRO TOTALS		2138	8121	18.9		METRO TOTALS		1526	5473	20.2	

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 29

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	169	1707	165	1664	1.0	6.4	42	436	40	416	.6	3.8	110	1122	107	1098	.9	6.1
KABL FM	119	751	114	738	.7	4.4	13	64	8	51	.1	.8	67	301	62	288	.5	3.6
TOTAL	288	2303	279	2260	1.6	10.8	55	456	48	436	.7	4.6	177	1345	169	1321	1.5	9.7
KARA	64	394	57	344	.3	2.2	44	284	37	234	.5	3.5	52	324	45	274	.4	2.6
KBAY	154	831	136	721	.8	5.3	39	250	36	217	.5	3.4	89	487	80	430	.7	4.6
KCBS	231	1940	185	1591	1.1	7.2	14	297	9	252	.1	.8	46	707	39	595	.3	2.2
KCBS FM	20	205	14	159	.1	.5	4	67	4	67	.1	.4	5	84	5	84		.3
KDIA	62	347	62	347	.4	2.4	28	225	28	225	.4	2.6	47	304	47	304	.4	2.7
KEEN	48	404	48	404	.3	1.9	18	171	18	171	.2	1.7	39	292	39	292	.3	2.2
*KFX	10	121	10	121	.1	.4							4	39	4	39		.2
KFOG	179	892	158	830	.9	6.1	41	249	41	249	.6	3.9	106	527	105	520	.9	6.0
KFRC	153	2027	120	1631	.7	4.7	136	1665	108	1350	1.5	10.2	151	1933	118	1540	1.0	6.8
KGO	249	1831	218	1542	1.3	8.5	19	113	16	67	.2	1.5	91	641	81	530	.7	4.7
*KIBE	14	125	13	121	.1	.5	7	54	7	54	.1	.7	13	121	13	121	.1	.7
KDFC	16	218	16	210	.1	.6	5	55	5	47	.1	.5	8	79	8	71	.1	.5
TOTAL	30	341	29	329	.2	1.1	12	109	12	101	.2	1.2	21	198	21	190	.2	1.2
KIOI	113	851	104	795	.6	4.0	102	793	93	737	1.3	8.8	112	838	103	782	.9	5.9
KJAZ	16	127	16	127	.1	.6	4	77	4	77	.1	.4	16	127	16	127	.1	.9
KKEE	26	260	25	256	.1	1.0	3	110	3	110		.3	8	183	7	179	.1	.4
KKHI	38	523	38	523	.2	1.5	14	177	14	177	.2	1.3	31	392	31	392	.3	1.8
KKHI FM	23	314	23	314	.1	.9	5	116	5	116	.1	.5	10	188	10	188	.1	.6
TOTAL	61	819	61	819	.4	2.4	19	292	19	292	.3	1.8	41	562	41	562	.4	2.4
KKIS	30	277	21	165	.1	.8	5	99	2	69		.2	17	208	11	128	.1	.6
KLIV	38	622	38	622	.2	1.5	30	498	30	498	.4	2.8	37	607	37	607	.3	2.1
KLOK	83	1056	71	939	.4	2.8	65	859	55	759	.8	5.2	75	998	65	890	.6	3.7
KNBR	118	1189	92	867	.5	3.6	46	593	38	457	.5	3.6	89	925	71	685	.6	4.1
KNBR FM	43	391	42	376	.2	1.6	28	196	27	191	.4	2.5	33	248	32	233	.3	1.8
KNEW	36	618	34	578	.2	1.3	34	564	33	534	.5	3.1	36	606	34	566	.3	2.0
KOME	16	153	16	153	.1	.6	15	138	15	138	.2	1.4	15	138	15	138	.1	.9
KPSJ	6	128	6	128		.2	3	72	3	72		.3	4	85	4	85		.2
KSAN	97	528	89	470	.5	3.5	72	428	64	370	.9	6.0	97	528	89	470	.8	5.1
*KSAY	26	298	25	294	.1	1.0	8	137	7	133	.1	.7	12	193	11	189	.1	.6
KSFO	129	1510	121	1434	.7	4.7	42	443	37	407	.5	3.5	79	797	74	755	.6	4.3
KSFJ	26	95	26	95	.2	1.0	26	95	26	95	.4	2.5	26	95	26	95	.2	1.5
KSJO	43	131	43	131	.3	1.7	42	104	42	104	.6	4.0	43	131	43	131	.4	2.5
KXRX	18	157	17	151	.1	.7	4	24	3	18		.3	12	77	11	71	.1	.6
KYA	74	1136	71	1119	.4	2.8	58	979	55	962	.8	5.2	69	1093	66	1076	.6	3.8
KYA FM	30	324	30	307	.2	1.2	15	187	15	187	.2	1.4	28	298	28	292	.2	1.6
KRAK	106	854	15	206	.1	.6	35	300	1	29		.1	77	591	6	119	.1	.3
METRO TOTALS			2573	12789	15.0		METRO TOTALS	1060	5605	14.7		METRO TOTALS	1740	8808	15.3			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	96	1042	93	1018	1.2	7.6	139	1428	136	1404	1.2	8.0	111	1072	110	1068	1.5	9.5
KABL FM	67	301	62	288	.8	5.1	96	518	91	505	.8	5.3	83	454	83	454	1.1	7.1
TOTAL	163	1265	155	1241	2.0	12.7	235	1790	227	1766	2.0	13.3	194	1414	193	1410	2.6	16.6
KARA	17	108	17	108	.2	1.4	23	142	23	142	.2	1.4	14	74	14	74	.2	1.2
KBAY	64	380	55	323	.7	4.5	97	611	79	505	.7	4.6	83	468	68	395	.9	5.8
KCBS	35	485	31	397	.4	2.5	136	1194	102	961	.9	6.0	133	1119	101	907	1.3	8.7
KCBS FM	4	55	4	55	.1	.3	4	58	4	55	.2	.2	1	20	1	17	.1	.1
KDIA	29	169	29	169	.4	2.4	44	212	44	212	.4	2.6	34	122	34	122	.5	2.9
KEEN	36	187	36	187	.5	3.0	44	262	44	262	.4	2.6	29	196	29	196	.4	2.5
*KFAX	4	39	4	39	.1	.3	9	99	9	99	.1	.5	9	99	9	99	.1	.8
KFOG	101	483	100	476	1.3	8.2	162	781	147	743	1.3	8.6	126	576	111	538	1.5	9.5
KFRC	78	842	56	612	.7	4.6	79	875	57	642	.5	3.3	16	301	11	220	.1	.9
KGO	75	573	66	493	.8	5.4	151	1139	132	989	1.2	7.8	148	1094	131	959	1.7	11.3
*KIBE	7	85	7	85	.1	.6	8	89	7	85	.1	.4	7	71	6	67	.1	.5
KDFC	6	41	6	35	.1	.5	9	92	9	86	.1	.5	6	75	6	75	.1	.5
TOTAL	13	124	13	118	.2	1.1	17	179	16	169	.1	.9	13	144	12	140	.2	1.0
KIOI	60	507	56	491	.7	4.6	61	520	57	504	.5	3.3	11	58	11	58	.1	.9
KJAZ	12	50	12	50	.2	1.0	12	50	12	50	.1	.7	12	50	12	50	.2	1.0
KKEE	7	154	6	150	.1	.5	24	209	23	205	.2	1.4	22	128	21	124	.3	1.8
KKHI	24	290	24	290	.3	2.0	31	421	31	421	.3	1.8	24	346	24	346	.3	2.1
KKHI FM	8	130	8	130	.1	.7	9	160	9	160	.1	.5	6	102	6	102	.1	.5
TOTAL	32	403	32	403	.4	2.7	40	564	40	564	.4	2.3	30	431	30	431	.4	2.6
KKIS	13	121	10	71	.1	.8	17	143	11	85	.1	.6	16	131	10	73	.1	.9
KLIV	16	177	16	177	.2	1.3	17	192	17	192	.2	1.0	8	124	8	124	.1	.7
KLOK	50	582	46	540	.6	3.8	57	638	51	587	.5	3.0	17	195	15	178	.2	1.3
KNBR	72	705	58	535	.7	4.8	90	843	74	635	.7	4.3	61	470	49	328	.6	4.2
KNBR FM	27	212	26	197	.3	2.1	33	263	32	248	.3	1.9	11	103	11	93	.1	.9
KNEW	22	345	21	335	.3	1.7	22	357	21	347	.2	1.2	2	54	1	44	.1	.1
KOME	8	66	8	66	.1	.7	9	81	9	81	.1	.5	1	15	1	15	.1	.1
KPSJ	2	49	2	49	.2	.2	4	92	4	92	.2	.2	3	56	3	56	.3	.3
KSAN	42	253	34	195	.4	2.8	42	253	34	195	.3	2.0	25	100	25	100	.3	2.1
*KSAY	5	90	4	86	.1	.3	13	158	12	154	.1	.7	12	124	12	124	.2	1.0
KSFO	77	704	72	662	.9	5.9	109	1124	102	1058	.9	6.0	69	774	67	744	.9	5.8
KSFX	12	58	12	58	.2	1.0	12	58	12	58	.1	.7						
KSJO	43	95	43	95	.5	3.5	43	95	43	95	.4	2.5	1	27	1	27	.1	.1
KXRK	12	77	11	71	.1	.9	18	157	17	151	.2	1.0	14	133	14	133	.2	1.2
KYA	15	219	15	219	.2	1.2	19	239	19	239	.2	1.1	15	134	15	134	.2	1.3
KYA FM	15	151	15	145	.2	1.2	17	177	17	160	.2	1.0	15	137	15	120	.2	1.3
KRAK	71	529	5	90	.1	.4	87	688	10	122	.1	.6	58	450	10	122	.1	.9
METRO TOTALS			1219	6161	15.4		METRO TOTALS		1703	8542	15.1		METRO TOTALS		1164	5584	15.4	

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 31

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	55	830	55	830	.3	3.5	8	209	8	209	.1	1.4	30	504	30	504	.3	3.4
KABL FM	80	554	79	541	.5	5.0	8	113	7	100	.1	1.3	48	313	47	300	.4	5.3
KARA	19	246	14	216	.1	.9	19	246	14	216	.2	2.5	19	246	14	216	.1	1.6
KBAY	69	474	55	371	.3	3.5	7	127	4	90	.1	.7	30	263	21	194	.2	2.4
KCBS	104	1161	77	875	.4	4.9	3	104	1	73		.2	20	357	17	313	.1	1.9
KCBS FM	8	167	8	143		.5	3	36	3	36		.5	3	36	3	36		.3
KDIA	26	262	26	262	.2	1.7	18	177	18	177	.2	3.2	24	234	24	234	.2	2.7
KEEN	19	271	19	271	.1	1.2	4	84	4	84	.1	.7	10	144	10	144	.1	1.1
*KFAX	2	47	2	47		.1	1	32	1	32		.2	1	32	1	32		.1
KFOG	75	522	67	478	.4	4.3	19	169	19	169	.3	3.4	55	308	55	308	.5	6.2
KFRC	56	1346	48	1121	.3	3.1	49	1134	41	922	.6	7.4	53	1272	45	1050	.4	5.1
KGO	350	1986	293	1654	1.7	18.7	8	165	7	144	.1	1.3	40	500	32	415	.3	3.6
KDFC	22	265	22	265	.1	1.4	9	162	9	162	.1	1.6	11	207	11	207	.1	1.2
KIOI	39	644	36	584	.2	2.3	35	576	33	526	.5	5.9	38	634	36	584	.3	4.0
KJAZ	12	150	12	150	.1	.8	8	88	8	88	.1	1.4	12	150	12	150	.1	1.3
KKEE	15	146	14	142	.1	.9	3	64	3	64		.5	7	104	6	100	.1	.7
KKHI	47	292	47	288	.3	3.0	19	114	19	114	.3	3.4	40	211	40	211	.4	4.5
KKHI FM	23	231	21	217	.1	1.3	2	18	2	18		.4	4	64	3	60		.3
TOTAL	70	507	68	490	.4	4.3	21	132	21	132	.3	3.8	44	275	43	271	.4	4.8
KKIS	17	247	17	205	.1	1.1	2	73	2	57		.4	9	162	9	128	.1	1.0
KLIV	27	301	27	294	.2	1.7	24	253	24	246	.3	4.3	27	286	27	279	.2	3.0
KLOK	24	450	22	434	.1	1.4	18	334	17	327	.2	3.1	22	398	21	391	.2	2.4
KNBR	51	551	44	450	.3	2.8	9	250	9	205	.1	1.6	41	411	38	337	.3	4.3
KNBR FM	14	237	14	228	.1	.9	7	111	7	106	.1	1.3	9	130	9	125	.1	1.0
KNEW	28	475	28	469	.2	1.8	22	363	22	363	.3	4.0	23	382	23	376	.2	2.6
KOME	19	224	19	224	.1	1.2	19	224	19	224	.3	3.4	19	224	19	224	.2	2.1
KPSJ	15	70	15	70	.1	1.0	9	36	9	36	.1	1.6	13	55	13	55	.1	1.5
KSAN	35	365	32	305	.2	2.0	32	351	29	291	.4	5.2	32	351	29	291	.3	3.3
KSFO	119	1161	113	1060	.7	7.2	31	495	26	407	.4	4.7	55	665	50	577	.4	5.6
KSFX	30	246	30	246	.2	1.9	30	246	30	246	.4	5.4	30	246	30	246	.3	3.4
KSJO	46	215	46	209	.3	2.9	46	209	46	209	.6	8.3	46	215	46	209	.4	5.2
KXRX	9	46	9	46	.1	.6	6	18	6	18	.1	1.1	7	31	7	31	.1	.8
KYA	31	603	30	557	.2	1.9	24	471	23	425	.3	4.1	27	570	26	524	.2	2.9
KYA FM	27	260	27	260	.2	1.7	23	218	23	218	.3	4.1	27	260	27	260	.2	3.0
KRAK	42	523		84			16	229		35			31	376		61		
METRO TOTALS			1566	9603	9.1		METRO TOTALS		555	4397	7.7		METRO TOTALS		891	6332	7.8	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	26	431	26	431	.3	4.1	41	655	41	655	.4	4.1	37	519	37	519	.5	5.3
KABL FM	47	284	46	271	.6	7.3	68	439	67	426	.6	6.8	61	355	61	355	.8	8.7
KARA	3	50	3	50		.5	3	50	3	50		.3						
KBAY	27	191	18	122	.2	2.9	65	400	51	297	.5	5.1	61	345	50	279	.7	7.2
KCBS	18	296	16	277	.2	2.5	61	648	49	548	.4	4.9	60	605	49	511	.6	7.0
KCBS FM	1	15	1	15		.2	2	58	2	54		.2	1	43	1	39		.1
KOIA	9	88	9	88	.1	1.4	11	116	11	116	.1	1.1	8	85	8	85	.1	1.1
KEEN	10	144	10	144	.1	1.6	18	234	18	234	.2	1.8	14	150	14	150	.2	2.0
*KFAX	1	32	1	32		.2	2	47	2	47		.2	1	15	1	15		.1
KFOG	55	308	55	308	.7	8.7	70	489	67	478	.6	6.8	51	320	48	309	.6	6.9
KFRC	16	360	15	327	.2	2.4	19	411	18	375	.2	1.8	7	189	7	176	.1	1.0
KGO	39	479	32	415	.4	5.1	171	1065	148	937	1.3	14.9	164	921	141	793	1.9	20.2
KOFC	7	89	7	89	.1	1.1	8	114	8	114	.1	.8	3	70	3	70		.4
KIOI	22	364	20	334	.3	3.2	22	364	20	334	.2	2.0	3	58	3	58		.4
KJAZ	5	84	5	84	.1	.8	5	84	5	84		.5	4	62	4	62	.1	.6
KKEE	6	75	5	71	.1	.8	14	117	13	113	.1	1.3	12	82	11	78	.1	1.6
KKHI	39	182	39	182	.5	6.2	46	263	46	259	.4	4.6	28	178	28	174	.4	4.0
KKHI FM	4	64	3	60		.5	8	104	7	100	.1	.7	6	86	5	82	.1	.7
TOTAL	43	246	42	242	.5	6.7	54	351	53	344	.5	5.3	34	248	33	241	.4	4.7
KKIS	7	105	7	71	.1	1.1	13	167	13	125	.1	1.3	13	151	13	125	.2	1.9
KLIV	10	65	10	65	.1	1.6	10	80	10	80	.1	1.0	3	48	3	48		.4
KLOK	16	214	16	214	.2	2.5	18	266	17	257	.2	1.7	6	116	5	107	.1	.7
KNBR	40	383	37	316	.5	5.9	44	460	41	393	.4	4.1	36	238	33	209	.4	4.7
KNBR FM	8	94	8	89	.1	1.3	13	164	13	155	.1	1.3	7	89	7	85	.1	1.0
KNEW	7	188	7	182	.1	1.1	9	220	9	214	.1	.9	3	51	3	45		.4
KOME	4	48	4	48	.1	.6	4	48	4	48		.4						
KPSJ	4	19	4	19	.1	.6	6	34	6	34	.1	.6	6	34	6	34	.1	.9
KSAN	16	164	13	106	.2	2.1	19	178	16	120	.1	1.6	3	14	3	14		.4
KSFO	46	572	41	484	.5	6.5	75	792	70	704	.6	7.1	53	390	53	390	.7	7.6
KSFX	15	71	15	71	.2	2.4	15	71	15	71	.1	1.5						
KSJO	43	110	43	104	.5	6.8	43	110	43	104	.4	4.3		6				
KXRX	7	31	7	31	.1	1.1	9	46	9	46	.1	.9	3	28	3	28		.4
KYA	8	180	8	180	.1	1.3	12	213	12	213	.1	1.2	7	132	7	132	.1	1.0
KYA FM	12	76	12	76	.2	1.9	12	76	12	76	.1	1.2	4	42	4	42	.1	.6
KRAK	27	321		61			33	386		61			21	212		26		
METRO TOTALS			629	4025	7.9		METRO TOTALS		992	5971	8.8		METRO TOTALS		699	3881	9.3	

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 33

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
6.00AM-10.00AM

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	151	517	151	517	.9	6.2	37	191	37	191	.5	3.9	56	228	56	228	.5	4.2
KABL FM	85	230	79	221	.5	3.2	32	61	32	61	.4	3.4	43	97	43	97	.4	3.2
KARA	39	146	24	105	.1	1.0	4	14	4	14	.1	.4	28	91	13	50	.1	1.0
KBAY	120	306	87	196	.5	3.6	36	105	15	36	.2	1.6	36	105	15	36	.1	1.1
KCBS	515	1528	421	1241	2.5	17.2	109	286	102	270	1.3	10.8	121	342	113	306	1.0	8.4
KCBS FM	37	147	28	123	.2	1.1							20	53	20	53	.2	1.5
KOIA	89	231	89	231	.5	3.6	60	141	60	141	.8	6.3	68	203	68	203	.6	5.0
KEEN	24	99	24	99	.1	1.0	10	31	10	31	.1	1.1	17	84	17	84	.1	1.3
KFAX	5	25	5	25		.2												
KFOG	125	420	105	342	.6	4.3	75	215	75	215	.9	7.9	75	215	75	215	.7	5.6
KFRC	190	604	148	456	.9	6.1	111	330	82	253	1.0	8.6	188	590	146	442	1.3	10.8
KGO	249	768	211	646	1.2	8.6	65	258	48	215	.6	5.1	83	294	66	251	.6	4.9
KIBE	7	55	7	55		.3												
KDFC	7	55	7	55		.3												
TOTAL																		
KIOI	48	169	48	169	.3	2.0	29	57	29	57	.4	3.1	48	169	48	169	.4	3.6
KJAZ																		
KKEE	13	28	13	28	.1	.5	7	13	7	13	.1	.7	7	13	7	13	.1	.5
KKHI	20	85	20	85	.1	.8	3	22	3	22		.3	3	22	3	22		.2
KKHI FM	9	57	9	57	.1	.4	5	28	5	28	.1	.5	9	57	9	57	.1	.7
TOTAL	29	142	29	142	.2	1.2	8	50	8	50	.1	.8	12	79	12	79	.1	.9
KKIS	22	43	10	19	.1	.4												
KLIV	40	96	40	96	.2	1.6	16	45	16	45	.2	1.7	34	81	34	81	.3	2.5
KLOK	123	402	117	377	.7	4.8	64	204	62	197	.8	6.5	116	373	113	359	1.0	8.4
KNBR	110	448	83	326	.5	3.4	39	185	30	142	.4	3.2	50	206	41	163	.4	3.0
KNBR FM	36	120	35	114	.2	1.4	16	47	15	41	.2	1.6	29	83	28	77	.2	2.1
KNEW	47	181	47	181	.3	1.9	36	108	36	108	.5	3.8	47	181	47	181	.4	3.5
KOME																		
KPSJ																		
KSAN	51	142	51	142	.3	2.1	20	72	20	72	.3	2.1	51	142	51	142	.4	3.8
*KSAY	41	113	41	113	.2	1.7	5	30	5	30	.1	.5	19	71	19	71	.2	1.4
KSFO	155	474	150	465	.9	6.1	78	279	78	279	1.0	8.2	78	279	78	279	.7	5.8
KSFX	39	97	39	97	.2	1.6	32	76	32	76	.4	3.4	39	97	39	97	.3	2.9
KSJO	5	49	5	49		.2	1	13	1	13		.1	5	49	5	49		.4
KXRX	22	68	22	68	.1	.9	10	27	10	27	.1	1.1	13	38	13	38	.1	1.0
KYA	38	127	38	127	.2	1.6	23	50	23	50	.3	2.4	31	97	31	97	.3	2.3
KYA FM	39	131	39	131	.2	1.6	16	25	16	25	.2	1.7	39	131	39	131	.3	2.9
KRAK	163	448	25	81	.1	1.0	121	293	24	69	.3	2.5	133	348	24	69	.2	1.8
METRO TOTALS			2446	6971	14.2		METRO TOTALS		948	2689	12.0		METRO TOTALS		1348	4081	11.8	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	251	662	248	653	1.4	5.9	69	178	69	178	.9	3.7	102	215	102	215	.9	3.7
KABL FM	84	167	81	157	.5	1.9	59	109	59	109	.7	3.1	59	109	59	109	.5	2.1
TOTAL	335	829	329	810	1.9	7.8	128	287	128	287	1.6	6.8	161	324	161	324	1.4	5.8
KARA	98	245	75	204	.4	1.8	2	27	2	27		.1	64	175	41	134	.4	1.5
KBAY	169	427	134	305	.8	3.2	78	223	60	143	.8	3.2	78	223	60	143	.5	2.2
KCBS	307	1077	241	837	1.4	5.8	89	333	76	266	1.0	4.0	92	402	79	335	.7	2.8
KCBS FM	96	160	96	160	.6	2.3							37	53	37	53	.3	1.3
KDIA	95	284	95	284	.6	2.3	27	106	27	106	.3	1.4	72	241	72	241	.6	2.6
KEEN	41	189	41	189	.2	1.0	15	65	15	65	.2	.8	18	134	18	134	.2	.6
KFAX	16	72	16	72	.1	.4	10	31	10	31	.1	.5	10	31	10	31	.1	.4
KFOG	228	422	178	337	1.0	4.3	131	222	128	215	1.6	6.8	131	222	128	215	1.1	4.6
KFRC	381	1174	282	891	1.6	6.7	170	573	112	397	1.4	6.0	366	1152	268	877	2.4	9.6
KGO	251	801	213	696	1.2	5.1	94	312	83	276	1.0	4.4	101	348	90	312	.8	3.2
KIBE	8	19	8	19		.2	8	19	8	19	.1	.4	8	19	8	19	.1	.3
KDFC	72	147	72	147	.4	1.7	30	67	30	67	.4	1.6	30	67	30	67	.3	1.1
TOTAL	80	166	80	166	.5	1.9	38	86	38	86	.5	2.0	38	86	38	86	.3	1.4
KIOI	147	308	137	288	.8	3.3	59	139	59	139	.7	3.1	147	308	137	288	1.2	4.9
KJAZ	1	26	1	26			1	26	1	26		.1	1	26	1	26		
KKEE	64	85	64	85	.4	1.5	26	33	26	33	.3	1.4	26	33	26	33	.2	.9
KKHI	67	204	67	204	.4	1.6	35	51	35	51	.4	1.9	41	109	41	109	.4	1.5
KKHI FM	10	80	10	80	.1	.2	9	51	9	51	.1	.5	10	80	10	80	.1	.4
TOTAL	77	284	77	284	.4	1.8	44	102	44	102	.6	2.4	51	189	51	189	.4	1.9
KKIS	63	174	54	115	.3	1.3	23	51	20	25	.3	1.1	34	108	31	82	.3	1.1
KLIV	33	264	33	264	.2	.8	13	96	13	96	.2	.7	33	264	33	264	.3	1.2
KLOK	300	687	278	633	1.6	6.6	180	397	166	371	2.1	8.8	262	611	241	568	2.1	8.6
KNBR	194	551	157	451	.9	3.8	113	317	93	266	1.2	4.9	133	374	113	323	1.0	4.1
KNBR FM	77	136	74	130	.4	1.8	52	100	49	94	.6	2.6	77	136	74	130	.6	2.7
KNEH	186	562	169	507	1.0	4.0	102	280	89	237	1.1	4.7	167	523	154	480	1.4	5.5
KOME	47	141	47	141	.3	1.1	8	36	8	36	.1	.4	47	141	47	141	.4	1.7
KPSJ	9	13	9	13	.1	.2												
KSAN	106	202	106	202	.6	2.5	78	90	78	90	1.0	4.1	105	188	105	188	.9	3.8
KSAY	50	126	50	126	.3	1.2	26	84	26	84	.3	1.4	26	84	26	84	.2	.9
KSFO	357	949	350	908	2.0	8.4	150	427	144	389	1.8	7.7	157	456	151	418	1.3	5.4
KSFX	28	123	28	123	.2	.7	28	123	28	123	.4	1.5	28	123	28	123	.2	1.0
KSJO	84	174	84	174	.5	2.0	45	69	45	69	.6	2.4	84	174	84	174	.7	3.0
KXRX	52	122	51	116	.3	1.2	44	77	43	71	.5	2.3	46	88	45	82	.4	1.6
KYA	116	526	116	526	.7	2.8	41	137	41	137	.5	2.2	86	484	86	484	.8	3.1
KYA FM	62	141	61	135	.4	1.5	9	23	8	17	.1	.4	62	141	61	135	.5	2.2
KRAK	205	435	32	91	.2	.8	136	277	30	79	.4	1.6	164	324	30	79	.3	1.1
METRO TOTALS			4185	9086	24.4		METRO TOTALS		1880	4089	23.7		METRO TOTALS		2790	6143	24.5	

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 35

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	120	385	120	385	.7	5.0	38	132	38	132	.5	3.3	38	132	38	132	.3	2.5
KABL FM	113	230	113	230	.7	4.7	95	202	95	202	1.2	8.3	95	202	95	202	.8	6.2
TOTAL	233	615	233	615	1.4	9.7	133	334	133	334	1.7	11.6	133	334	133	334	1.2	8.7
KARA	64	172	64	172	.4	2.7	2	31	2	31		.2	53	138	53	138	.5	3.5
KBAY	111	255	94	213	.5	3.9	58	119	49	105	.6	4.3	60	155	51	141	.4	3.3
KCBS	166	567	116	351	.7	4.8	40	152	31	91	.4	2.7	48	188	31	91	.3	2.0
KCBS FM	7	37	7	37		.3												
KOIA	17	63	17	63	.1	.7	1	13	1	13		.1	3	49	3	49		.2
KEEN	33	78	33	78	.2	1.4	31	63	31	63	.4	2.7	31	63	31	63	.3	2.0
*KFAX																		
KFOG	144	303	128	261	.7	5.3	99	202	97	194	1.2	8.5	99	202	97	194	.9	6.4
KFRC	217	772	139	584	.8	5.8	161	464	100	331	1.3	8.7	204	739	127	556	1.1	8.3
KGO	199	492	175	434	1.0	7.3	48	163	33	131	.4	2.9	48	163	33	131	.3	2.2
*KIBE																		
KOFC	51	125	51	125	.3	2.1	27	37	27	37	.3	2.4	27	37	27	37	.2	1.8
TOTAL	51	125	51	125	.3	2.1	27	37	27	37	.3	2.4	27	37	27	37	.2	1.8
KIOI	99	157	99	157	.6	4.1	29	83	29	83	.4	2.5	99	157	99	157	.9	6.5
KJAZ																		
KKEE	42	68	38	63	.2	1.6	16	24	12	19	.2	1.0	16	24	12	19	.1	.8
KKHI	65	167	65	167	.4	2.7	39	47	39	47	.5	3.4	50	105	50	105	.4	3.3
KKHI FM	6	46	6	46		.3	6	46	6	46	.1	.5	6	46	6	46	.1	.4
TOTAL	71	213	71	213	.4	3.0	45	93	45	93	.6	3.9	56	151	56	151	.5	3.7
KKIS	4	24	3	14		.1	1	10					1	10				
KLIV	50	200	50	200	.3	2.1	34	95	34	95	.4	3.0	50	200	50	200	.4	3.3
KLOK	77	317	71	287	.4	3.0	58	207	58	207	.7	5.1	71	297	65	267	.6	4.3
KNBR	111	356	93	273	.5	3.9	76	249	59	173	.7	5.1	80	285	63	209	.6	4.1
KNBR FM	7	61	3	45		.1	7	61	3	45		.3	7	61	3	45		.2
KNEW	17	73	2	15		.1	17	73	2	15		.2	17	73	2	15		.1
KOME	13	69	13	69	.1	.5							13	69	13	69	.1	.9
KPSJ	16	49	16	49	.1	.7												
KSAN	104	209	104	209	.6	4.3	56	90	56	90	.7	4.9	104	209	104	209	.9	6.8
*KSAY	29	101	29	101	.2	1.2	23	81	23	81	.3	2.0	23	81	23	81	.2	1.5
KSFO	165	623	163	608	.9	6.8	48	230	48	230	.6	4.2	52	259	52	259	.5	3.4
KSFX	26	77	26	77	.2	1.1	21	40	21	40	.3	1.8	26	77	26	77	.2	1.7
KSJD	46	136	46	136	.3	1.9	33	67	33	67	.4	2.9	46	136	46	136	.4	3.0
KXRX	18	55	18	55	.1	.8	16	40	16	40	.2	1.4	16	40	16	40	.1	1.0
KYA	78	300	78	300	.5	3.3	34	62	34	62	.4	3.0	71	271	71	271	.6	4.7
KYA FM	71	144	68	138	.4	2.8	27	42	24	36	.3	2.1	71	144	68	138	.6	4.5
KRAK	106	284	16	69	.1	.7	62	160	6	26	.1	.5	67	189	6	26	.1	.4
METRO TOTALS		2400	5708	14.0	METRO TOTALS		1146	2657	14.4	METRO TOTALS		1526	3700	13.4				

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	99	304	87	263	.5	6.3	65	151	53	110	.7	10.0	65	151	53	110	.5	6.5
KABL FM	45	84	45	84	.3	3.3	30	36	30	36	.4	5.6	30	36	30	36	.3	3.7
KARA	17	74	14	65	.1	1.0	3	18	3	18		.6	17	74	14	65	.1	1.7
KBAY	89	194	82	168	.5	6.0	54	96	49	84	.6	9.2	58	132	53	120	.5	6.5
KCBS	65	378	50	312	.3	3.6	8	45	8	39	.1	1.5	8	45	8	39	.1	1.0
KCBS FM	33	73	33	73	.2	2.4							7	36	7	36	.1	.9
KOIA	9	69	9	69	.1	.7	4	19	4	19	.1	.8	6	55	6	55	.1	.7
KEEN	13	72	13	72	.1	.9	9	36	9	36	.1	1.7	13	72	13	72	.1	1.6
*KFAQ																		
KFOG	77	231	74	220	.4	5.4	42	161	42	161	.5	7.9	42	161	42	161	.4	5.2
KFRC	71	406	59	310	.3	4.3	41	159	30	73	.4	5.6	70	396	59	310	.5	7.3
KGO	315	798	262	656	1.5	19.0	25	77	21	59	.3	4.0	25	77	21	59	.2	2.6
KOFC	55	117	55	117	.3	4.0	26	55	26	55	.3	4.9	32	84	32	84	.3	3.9
KIOI	44	80	44	80	.3	3.2	14	43	14	43	.2	2.6	44	80	44	80	.4	5.4
KJAZ	18	94	18	94	.1	1.3	7	17	7	17	.1	1.3	18	94	18	94	.2	2.2
KKEE	3	4					3	4					3	4				
KKHI	20	61	20	61	.1	1.5	10	25	10	25	.1	1.9	10	25	10	25	.1	1.2
KKHI FM TOTAL	20	61	20	61	.1	1.5	10	25	10	25	.1	1.9	10	25	10	25	.1	1.2
KKIS	7	35	7	35		.5	4	15	4	15	.1	.8	4	15	4	15		.5
KLIV	31	115	31	115	.2	2.3	15	31	15	31	.2	2.8	31	115	31	115	.3	3.8
KLOK	5	25	5	25		.4	3	14	3	14		.6	5	25	5	25		.6
KNBR	62	284	51	226	.3	3.7	48	183	45	160	.6	8.5	56	256	47	204	.4	5.8
KNBR FM																		
KNEH	38	212	38	209	.2	2.8	16	99	16	99	.2	3.0	38	209	38	209	.3	4.7
KOHE	4	18	4	18		.3	4	18	4	18	.1	.8	4	18	4	18		.5
KPSJ	2	19	2	19		.1	2	19	2	19		.4	2	19	2	19		.2
KSAN	84	152	84	152	.5	6.1	15	40	15	40	.2	2.8	78	138	78	138	.7	9.6
KSFO	57	279	46	237	.3	3.3	22	140	12	114	.2	2.3	22	140	12	114	.1	1.5
KSFX	20	77	20	77	.1	1.5	16	40	16	40	.2	3.0	20	77	20	77	.2	2.5
KSJO	35	54	35	54	.2	2.5	35	54	35	54	.4	6.6	35	54	35	54	.3	4.3
KXRX	2	28	2	28		.1	1	13	1	13		.2	1	13	1	13		.1
KYA	44	71	44	71	.3	3.2	24	27	24	27	.3	4.5	44	71	44	71	.4	5.4
KYA FM	13	124	12	118	.1	.9	1	6					13	124	12	118	.1	1.5
KRAK	65	199	11	31	.1	.8	36	109					36	109				
METRO TOTALS			1377	4044	8.0		METRO TOTALS	531	1485	6.7		METRO TOTALS	811	2498	7.1			

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 37

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
6.00AM-10.00AM

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	164	544	164	544	1.0	8.9	18	105	18	105	.2	3.0	46	183	46	183	.4	5.1
KABL FM	86	212	85	209	.5	4.6	32	62	32	62	.4	5.4	39	91	39	91	.3	4.4
+ TOTAL	250	755	249	752	1.4	13.5	50	167	50	167	.6	8.4	85	274	85	274	.7	9.5
KARA	2	36	2	36		.1							2	36	2	36		.2
KBAY	84	241	65	191	.4	3.5	30	88	16	58	.2	2.7	30	88	16	58	.1	1.8
KCBS	356	1197	281	950	1.6	15.2	91	289	73	256	.9	12.3	98	382	77	325	.7	8.6
KCBS FM	30	114	21	90	.1	1.1	16	53	16	53	.2	2.7	16	53	16	53	.1	1.8
KDIA	95	242	95	242	.6	5.1	55	166	55	166	.7	9.3	79	214	79	214	.7	8.8
KEEN	15	59	15	59	.1	.8	6	29	6	29	.1	1.0	6	29	6	29	.1	.7
KFAX	19	58	19	58	.1	1.0	4	17	4	17	.1	.7	4	17	4	17		.4
KFOG	78	278	78	278	.5	4.2	58	196	58	196	.7	9.8	58	196	58	196	.5	6.5
KFRC	88	336	57	302	.3	3.1	5	29	5	29	.1	.8	77	301	46	267	.4	5.1
KGO	253	814	234	756	1.4	12.7	48	180	46	175	.6	7.8	62	209	60	204	.5	6.7
KIBE	6	67	6	67		.3		1	1	1			3	54	3	54		.3
KDFC	6	67	6	67		.3		1	1	1			3	54	3	54		.3
TOTAL	6	67	6	67		.3		1	1	1			3	54	3	54		.3
KIOI	63	232	63	232	.4	3.4	41	155	41	155	.5	6.9	49	213	49	213	.4	5.5
KJAZ																		
KKEE	6	15	6	15		.3												
KKHI	2	15	2	15		.1												
KKHI FM	31	65	31	65	.2	1.7	1	13	1	13		.2	1	13	1	13		.1
TOTAL	33	80	33	80	.2	1.8	1	13	1	13		.2	1	13	1	13		.1
KKIS	19	82	3	25		.2	7	58	3	25		.5	7	58	3	25		.3
KLIV	1	15	1	15		.1												
KLOK	43	238	38	217	.2	2.1	8	69	8	69	.1	1.4	30	174	25	153	.2	2.8
KNBR	55	207	31	95	.2	1.7	14	83	3	43		.5	24	132	3	43		.3
KNBR FM	6	29	5	19		.3	5	19	5	19	.1	.8	5	19	5	19		.6
TOTAL	61	236	36	114	.2	2.0	19	102	8	62	.1	1.3	29	151	8	62	.1	.9
KNEW	26	109	26	109	.2	1.4							10	41	10	41	.1	1.1
KOME	34	72	34	72	.2	1.8							34	72	34	72	.3	3.8
KPSJ																		
KSAN	38	127	38	127	.2	2.1	6	22	6	22	.1	1.0	34	113	34	113	.3	3.8
*KSAY	13	89	13	89	.1	.7	1	13	1	13		.2	11	75	11	75	.1	1.2
KSFO	115	367	114	351	.7	6.2	53	205	52	189	.7	8.8	60	234	59	218	.5	6.6
KSFX																		
KSJO	2	33	2	33		.1	2	33	2	33		.3	2	33	2	33		.2
KXRX	35	83	35	83	.2	1.9	21	49	21	49	.3	3.5	21	49	21	49	.2	2.3
KYA	50	172	48	167	.3	2.6	5	20	5	20	.1	.8	48	167	48	167	.4	5.4
KYA FM	34	114	34	114	.2	1.8	29	70	29	70	.4	4.9	34	114	34	114	.3	3.8
KRAK	52	200	27	66	.2	1.5	31	120	15	43	.2	2.5	31	120	15	43	.1	1.7
METRO TOTALS			1846	5556	10.7		METRO TOTALS	592	2092	7.5		METRO TOTALS	894	3206	7.9			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	194	527	194	527	1.1	5.3	76	206	76	206	1.0	4.7	76	206	76	206	.7	3.2
KABL FM	130	234	129	231	.8	3.6	84	149	84	149	1.1	5.2	96	178	96	178	.8	4.0
KARA	64	164	53	143	.3	1.5	4	13	4	13	.1	.2	64	164	53	143	.5	2.2
KBAY	204	444	169	368	1.0	4.7	87	197	67	153	.8	4.1	94	233	74	189	.6	3.1
KCBS	258	966	192	736	1.1	5.3	85	336	64	245	.8	4.0	87	353	64	245	.6	2.7
KCBS FM	54	152	53	149	.3	1.5	9	30	9	30	.1	.6	47	112	47	112	.4	2.0
KDIA	55	162	55	162	.3	1.5	37	69	37	69	.5	2.3	46	134	46	134	.4	1.9
KEEN	96	198	94	188	.5	2.6	63	108	63	108	.8	3.9	63	108	63	108	.6	2.6
KFAX	13	61	13	61	.1	.4	3	17	3	17		.2	3	17	3	17		.1
KFOG	166	421	145	377	.8	4.0	92	250	92	250	1.2	5.7	92	250	92	250	.8	3.8
KFRC	221	749	142	503	.8	3.9	72	282	47	191	.6	2.9	189	689	113	453	1.0	4.7
KGO	338	846	301	715	1.8	8.3	82	205	65	153	.8	4.0	83	234	66	182	.6	2.8
KIBE	1	13	1	13			1	13	1	13		.1	1	13	1	13		
KDFC	56	144	53	138	.3	1.5	20	53	17	47	.2	1.0	41	106	38	100	.3	1.6
TOTAL	57	157	54	151	.3	1.5	21	66	18	60	.2	1.1	42	119	39	113	.3	1.6
KIOI	187	386	178	375	1.0	4.9	82	205	82	205	1.0	5.1	178	375	178	375	1.6	7.4
KJAZ	1	13	1	13			1	13	1	13		.1	1	13	1	13		
KKEE	19	39	18	34	.1	.5	16	24	15	19	.2	.9	16	24	15	19	.1	.6
KKHI	47	144	47	144	.3	1.3	28	64	28	64	.4	1.7	35	100	35	100	.3	1.5
KKHI FM	14	51	12	44	.1	.3							4	29	4	29		.2
TOTAL	61	195	59	188	.3	1.6	28	64	28	64	.4	1.7	39	129	39	129	.3	1.7
KKIS	26	65	24	54	.1	.7	26	65	24	54	.3	1.5	26	65	24	54	.2	1.0
KLIV	53	191	53	191	.3	1.5	16	45	16	45	.2	1.0	50	176	50	176	.4	2.1
KLOK	144	429	127	393	.7	3.5	99	203	91	188	1.1	5.6	135	411	120	378	1.1	5.0
KNBR	52	332	37	261	.2	1.0	29	197	20	167	.3	1.2	39	253	24	203	.2	1.0
KNBR FM	106	180	102	176	.6	2.8	87	130	83	126	1.0	5.1	87	130	83	126	.7	3.5
KNEW	57	136	56	126	.3	1.5	21	78	20	68	.3	1.2	56	122	55	112	.5	2.3
KOME	45	54	45	54	.3	1.2	9	18	9	18	.1	.6	45	54	45	54	.4	1.9
KPSJ	18	31	18	31	.1	.5	18	31	18	31	.2	1.1	18	31	18	31	.2	.8
KSAN	95	250	95	250	.6	2.6	10	41	10	41	.1	.6	90	238	90	238	.8	3.8
KSAY	72	143	71	139	.4	2.0	20	52	19	48	.2	1.2	64	114	63	110	.6	2.6
KSFO	439	1119	423	1073	2.5	11.6	182	520	175	494	2.2	10.8	219	647	212	621	1.9	8.9
KSFX	38	83	38	83	.2	1.0	26	54	26	54	.3	1.6	38	83	38	83	.3	1.6
KSJO	68	87	68	87	.4	1.9	13	18	13	18	.2	.8	68	87	68	87	.6	2.8
KXRX	65	140	62	130	.4	1.7	22	49	22	49	.3	1.4	30	70	27	60	.2	1.1
KYA	59	268	59	268	.3	1.6	24	68	24	68	.3	1.5	54	230	54	230	.5	2.3
KYA FM	57	141	57	141	.3	1.6							57	141	57	141	.5	2.4
KRAK	75	261	1	23			29	62					48	109				
METRO TOTALS			3633	8017	21.1		METRO TOTALS		1620	3581	20.4		METRO TOTALS		2395	5279	21.0	

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 39

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	145	480	145	480	.8	5.3	66	242	66	242	.8	6.0	66	242	66	242	.6	4.2
KABL FM	79	178	79	178	.5	2.9	57	102	57	102	.7	5.2	57	102	57	102	.5	3.6
KARA	51	105	51	105	.3	1.9	4	18	4	18	.1	.4	40	90	40	90	.4	2.5
KBAY	98	206	70	156	.4	2.6	38	80	17	49	.2	1.5	47	116	26	85	.2	1.7
KCBS	136	618	107	503	.6	3.9	19	120	13	95	.2	1.2	32	260	26	235	.2	1.7
KCBS FM	18	59	18	59	.1	.7	4	22	4	22	.1	.4	4	22	4	22		.3
KDIA	31	86	31	86	.2	1.1	27	50	27	50	.3	2.5	31	86	31	86	.3	2.0
KEEN	32	175	30	165	.2	1.1	19	61	19	61	.2	1.7	23	130	23	130	.2	1.5
*KFAX	5	25	5	25		.2	5	25	5	25	.1	.5	5	25	5	25		.3
KFOG	167	300	148	242	.9	5.4	96	155	96	155	1.2	8.7	96	155	96	155	.8	6.1
KFRC	155	502	81	348	.5	3.0	90	215	66	157	.8	6.0	151	487	77	333	.7	4.9
KGO	337	768	309	685	1.8	11.4	33	94	21	66	.3	1.9	33	94	21	66	.2	1.3
*KIBE	3	13	3	13		.1	3	13	3	13		.3	3	13	3	13		.2
KDFC	21	45	18	39	.1	.7	3	7		1			3	7		1		
TOTAL	24	58	21	52	.1	.8	6	20	3	14		.3	6	20	3	14		.2
KIOI	140	320	126	300	.7	4.6	68	197	68	197	.9	6.2	140	320	126	300	1.1	8.0
KJAZ	2	19	2	19		.1	2	19	2	19		.2	2	19	2	19		.1
KKEE	36	80	28	65	.2	1.0	20	34	12	19	.2	1.1	20	34	12	19	.1	.8
KKHI	90	227	90	227	.5	3.3	56	126	56	126	.7	5.1	56	126	56	126	.5	3.6
KKHI FM	7	33	7	33		.3	7	33	7	33	.1	.6	7	33	7	33	.1	.4
TOTAL	97	259	97	259	.6	3.6	63	158	63	158	.8	5.7	63	158	63	158	.6	4.0
KKIS	29	113	25	76	.1	.9	22	86	18	49	.2	1.6	22	86	18	49	.2	1.1
KLIV	18	98	18	98	.1	.7							16	83	16	83	.1	1.0
KLOK	63	237	58	223	.3	2.1	40	156	40	151	.5	3.6	63	237	58	223	.5	3.7
KNBR	63	273	42	160	.2	1.5	51	214	39	147	.5	3.5	55	243	39	147	.3	2.5
KNBR FM	73	120	69	116	.4	2.5	45	83	41	79	.5	3.7	45	83	41	79	.4	2.6
KNEW	37	186	35	176	.2	1.3	33	117	31	107	.4	2.8	37	186	35	176	.3	2.2
KOME	15	54	15	54	.1	.6	2	18	2	18		.2	15	54	15	54	.1	1.0
KPSJ	36	72	36	72	.2	1.3							9	36	9	36	.1	.6
KSAN	47	80	47	80	.3	1.7	6	22	6	22	.1	.5	47	80	47	80	.4	3.0
*KSAY	11	42	10	38	.1	.4	11	42	10	38	.1	.9	11	42	10	38	.1	.6
KSFO	456	957	450	947	2.6	16.6	152	280	150	276	1.9	13.6	180	407	178	403	1.6	11.3
KSFX	42	80	42	80	.2	1.5	22	22	22	22	.3	2.0	42	80	42	80	.4	2.7
KSJO	46	100	46	100	.3	1.7	3	31	3	31		.3	46	100	46	100	.4	2.9
KXRX	33	54	33	54	.2	1.2	2	18	2	18		.2	2	18	2	18		.1
KYA	20	172	20	172	.1	.7	13	66	13	66	.2	1.2	20	172	20	172	.2	1.3
KYA FM	47	62	47	62	.3	1.7	3	18	3	18		.3	47	62	47	62	.4	3.0
KRAK	134	205	88	107	.5	3.2	50	108	31	50	.4	2.8	107	165	88	107	.8	5.6
METRO TOTALS			2716	6182	15.8		METRO TOTALS		1100	2673	13.9		METRO TOTALS		1570	3734	13.8	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	62	196	62	196	.4	4.1	22	69	22	69	.3	4.4	22	69	22	69	.2	2.5
KABL FM	51	131	49	127	.3	3.2	28	32	26	28	.3	5.2	33	85	31	81	.3	3.5
KARA	46	118	46	118	.3	3.0	6	31	6	31	.1	1.2	44	103	44	103	.4	5.0
KBAY	62	198	40	147	.2	2.6	20	57	2	17		.4	38	129	20	89	.2	2.3
KCBS	115	545	89	422	.5	5.9	21	117	21	117	.3	4.2	21	117	21	117	.2	2.4
KCBS FM	9	76	9	73	.1	.6							7	36	7	36	.1	.8
KDIA	18	62	18	62	.1	1.2	6	19	6	19	.1	1.2	12	48	12	48	.1	1.4
KEEN	4	18	4	18		.3	4	18	4	18	.1	.8	4	18	4	18		.5
KFAX																		
KFOG	20	128	20	128	.1	1.3	18	113	18	113	.2	3.6	18	113	18	113	.2	2.0
KFRC	110	508	93	424	.5	6.1	26	120	26	120	.3	5.2	97	485	81	404	.7	9.2
KGO	348	800	297	666	1.7	19.6	20	86	17	71	.2	3.4	28	107	17	71	.1	1.9
KDFC	15	88	15	88	.1	1.0	11	22	11	22	.1	2.2	14	75	14	75	.1	1.6
KIOI	87	278	87	278	.5	5.7	43	191	43	191	.5	8.6	84	265	84	265	.7	9.5
KJAZ	18	19	18	19	.1	1.2	18	19	18	19	.2	3.6	18	19	18	19	.2	2.0
KKEE	3	35	3	31		.2		4					4					
KKHI	16	58	14	54	.1	.9	10	25	10	25	.1	2.0	10	25	10	25	.1	1.1
KKHI FM	22	94	22	94	.1	1.5	5	19	5	19	.1	1.0	17	48	17	48	.1	1.9
TOTAL	38	152	36	148	.2	2.4	15	44	15	44	.2	3.0	27	73	27	73	.2	3.0
KKIS	11	78	7	52		.5	8	66	4	40	.1	.8	8	66	4	40		.5
KLIV	21	107	21	107	.1	1.4	8	32	8	32	.1	1.6	18	92	18	92	.2	2.0
KLOK	23	90	23	90	.1	1.5	23	90	23	90	.3	4.6	23	90	23	90	.2	2.6
KNBR	16	185	8	110		.5	12	148	6	89	.1	1.2	14	169	8	110	.1	.9
KNBR FM	7	19	3	15		.2	4	4					4	4				
KNEW	47	191	47	191	.3	3.1	19	63	19	63	.2	3.8	44	177	44	177	.4	5.0
KOME	1	13	1	13		.1	1	13	1	13		.2	1	13	1	13		.1
KPSJ	18	72	18	72	.1	1.2							7	36	7	36	.1	.8
KSAN	43	162	26	104	.2	1.7	26	93	9	35	.1	1.8	43	162	26	104	.2	2.9
KSFO	97	535	95	525	.6	6.3	47	275	45	268	.6	9.0	47	275	45	268	.4	5.1
KSFX	12	87	12	87	.1	.8							12	87	12	87	.1	1.4
KSJO	20	49	20	49	.1	1.3	20	49	20	49	.3	4.0	20	49	20	49	.2	2.3
KXRX	5	27	2	18		.1	2	18	2	18		.4	5	27	2	18		.2
KYA	44	262	39	244	.2	2.6	13	61	8	43	.1	1.6	38	226	33	208	.3	3.7
KYA FM	11	62	11	62	.1	.7	2	18	2	18		.4	11	62	11	62	.1	1.2
KRAK	42	194	21	107	.1	1.4	10	50	10	50	.1	2.0	21	107	21	107	.2	2.4
METRO TOTALS			1517	4574	8.8		METRO TOTALS		502	1721	6.3		METRO TOTALS		885	2863	7.8	

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 41

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	ADULTS																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	292	6570	286	6400	.9	5.5	43	1574	42	1514	.3	1.9	152	3877	151	3784	.7	4.3
KABL FM	151	2449	143	2298	.4	2.7	26	570	25	548	.2	1.1	89	1236	87	1210	.4	2.5
KARA	87	1332	78	1223	.2	1.5	69	1022	60	913	.4	2.7	81	1214	72	1105	.3	2.1
KBAY	224	2792	174	2115	.5	3.3	45	793	28	515	.2	1.3	106	1658	75	1225	.3	2.2
KCBS	581	10353	454	8403	1.4	8.7	70	2502	57	2111	.4	2.6	207	5209	178	4506	.8	5.1
KCBS FM	76	1107	48	917	.1	.9	51	539	31	480	.2	1.4	54	653	34	594	.2	1.0
KDIA	91	1523	91	1523	.3	1.7	58	1051	58	1051	.4	2.6	72	1310	72	1310	.3	2.1
KEEN	97	2200	96	2145	.3	1.8	26	776	26	765	.2	1.2	60	1419	60	1408	.3	1.7
*KFAX	38	671	33	621	.1	.6	6	117	6	117		.3	13	300	13	290	.1	.4
KFOG	215	2962	191	2709	.6	3.6	44	909	44	909	.3	2.0	134	1779	134	1759	.6	3.9
KFRC	249	7994	186	6172	.6	3.5	208	6258	154	4848	1.1	6.9	237	7388	177	5734	.8	5.1
KGO	591	8277	502	6880	1.5	9.6	84	1898	66	1579	.5	3.0	210	3867	175	3294	.8	5.0
*KIBE	16	463	15	444		.3	9	164	8	158	.1	.4	15	392	14	377	.1	.4
KDFC	61	1370	61	1361	.2	1.2	34	790	34	781	.2	1.5	37	948	37	939	.2	1.1
TOTAL	77	1687	76	1666	.2	1.5	43	877	42	869	.3	1.9	52	1228	51	1211	.2	1.5
KIOI	190	3770	179	3570	.5	3.4	158	3093	148	2960	1.0	6.7	182	3536	172	3403	.8	4.9
*KJAZ	24	751	24	751	.1	.5	9	495	9	495	.1	.4	23	719	23	719	.1	.7
KKEE	41	726	38	662	.1	.7	5	269	5	269		.2	20	476	17	457	.1	.5
KKHI	76	1640	76	1591	.2	1.4	19	594	19	576	.1	.9	51	1154	51	1136	.2	1.5
KKHI FM	42	1134	42	1086	.1	.8	12	454	12	444	.1	.5	24	764	24	743	.1	.7
TOTAL	118	2430	118	2330	.4	2.2	31	950	31	920	.2	1.4	75	1703	75	1662	.3	2.2
KKIS	66	1619	52	1107	.2	1.0	12	365	7	194		.3	39	987	29	595	.1	.8
KLIV	63	1673	63	1660	.2	1.2	53	1395	53	1388	.4	2.4	60	1588	60	1575	.3	1.7
KLOK	190	3339	170	2893	.5	3.2	146	2451	128	2122	.9	5.8	171	2942	153	2557	.7	4.4
KNBR	211	4591	149	3294	.4	2.8	90	2194	67	1645	.5	3.0	165	3437	114	2385	.5	3.3
KNBR FM	67	1521	62	1263	.2	1.2	38	574	35	510	.2	1.6	52	900	48	796	.2	1.4
KNEW	228	5218	207	4731	.6	3.9	141	3402	133	3151	.9	6.0	189	4465	173	4049	.8	5.0
KOME	62	1147	62	1126	.2	1.2	61	1087	61	1066	.4	2.8	61	1100	61	1079	.3	1.8
KPSJ	28	395	28	380	.1	.5	10	135	10	135	.1	.5	16	219	16	219	.1	.5
KSAN	190	2523	183	2429	.6	3.5	159	2159	152	2065	1.1	6.9	184	2399	177	2305	.8	5.1
*KSAY	140	1570	138	1553	.4	2.6	64	562	63	558	.4	2.8	108	1140	107	1128	.5	3.1
KSFO	511	8736	494	8136	1.5	9.4	165	3233	156	2958	1.1	7.0	287	5380	275	4982	1.2	7.9
KSFX	86	1216	85	1149	.3	1.6	82	1065	81	1023	.6	3.7	85	1154	84	1112	.4	2.4
KSJO	89	1160	84	1047	.3	1.6	87	1079	82	986	.6	3.7	89	1146	84	1047	.4	2.4
KRRX	62	864	60	820	.2	1.1	12	159	10	128	.1	.5	34	465	32	431	.1	.9
KYA	88	4100	87	3895	.3	1.7	67	3221	66	3100	.5	3.0	77	3779	76	3578	.3	2.2
KYA FM	58	1516	56	1461	.2	1.1	47	1319	47	1292	.3	2.1	57	1479	56	1446	.2	1.6
KRAK	212	3303	59	994	.2	1.1	77	1194	30	353	.2	1.4	167	2398	50	734	.2	1.4
METRO TOTALS			5244	31798	15.8		METRO TOTALS		2218	13925	15.5		METRO TOTALS		3480	21875	15.4	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	ADULTS																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	143	3435	142	3342	.9	5.9	249	5226	246	5110	1.1	7.0	215	4094	213	4038	1.4	9.0
KABL FM	88	1090	86	1064	.5	3.6	126	1661	124	1630	.6	3.5	101	1237	100	1228	.7	4.2
KARA	21	419	19	395	.1	.8	26	501	24	477	.1	.7	17	274	17	274	.1	.7
KBAY	80	1348	56	1028	.4	2.3	162	2066	122	1595	.5	3.5	143	1583	113	1277	.8	4.8
KCBS	193	4306	169	3796	1.1	7.1	399	7090	322	5955	1.4	9.2	343	5491	274	4554	1.9	11.6
KCBS FM	31	405	11	346	.1	.5	34	565	13	496	.1	.4	6	274	5	264		.2
KDIA	33	624	33	624	.2	1.4	49	758	49	758	.2	1.4	30	393	30	393	.2	1.3
KEEN	53	1107	53	1107	.3	2.2	73	1617	73	1617	.3	2.1	54	1153	54	1153	.4	2.3
*KFAX	13	300	13	290	.1	.5	27	538	22	492	.1	.6	21	421	16	375	.1	.7
KFOG	130	1639	130	1619	.8	5.4	189	2535	179	2441	.8	5.1	149	1766	139	1672	.9	5.9
KFRC	104	3066	79	2461	.5	3.3	112	3323	85	2659	.4	2.4	37	1387	29	1084	.2	1.2
KGO	177	3235	154	2860	1.0	6.4	366	5534	320	4800	1.4	9.2	315	4268	275	3655	1.9	11.6
*KIBE	11	318	10	303	.1	.4	12	389	11	370		.3	7	299	7	286		.3
KOFC	20	533	20	527	.1	.8	33	786	33	780	.1	.9	16	411	16	411	.1	.7
TOTAL	31	778	30	763	.2	1.2	45	1068	44	1049	.2	1.2	23	641	23	628	.2	1.0
KIOI	101	2154	98	2099	.6	4.1	107	2330	104	2242	.5	3.0	30	619	30	586	.2	1.3
*KJAZ	16	309	16	309	.1	.7	17	341	17	341	.1	.5	15	256	15	256	.1	.6
KKEE	20	447	17	428	.1	.7	36	597	33	567	.1	.9	31	357	28	327	.2	1.2
KKHI	44	754	44	736	.3	1.8	64	1071	64	1035	.3	1.8	52	877	52	859	.4	2.2
KKHI FM	20	601	20	590	.1	.8	30	773	30	745	.1	.9	22	482	22	454	.1	.9
TOTAL	64	1205	64	1175	.4	2.6	94	1624	94	1558	.4	2.7	74	1172	74	1125	.5	3.1
KKIS	30	767	24	447	.2	1.0	50	1215	43	815	.2	1.2	47	1070	41	769	.3	1.7
KLIV	21	414	21	408	.1	.9	24	499	24	493	.1	.7	10	278	10	272	.1	.4
KLOK	121	1758	112	1566	.7	4.7	139	2061	128	1829	.6	3.7	43	794	41	698	.3	1.7
KNBR	128	2612	84	1768	.5	3.5	157	3288	109	2330	.5	3.1	104	1919	72	1302	.5	3.0
KNBR FM	33	626	30	542	.2	1.3	40	950	36	765	.2	1.0	21	650	19	509	.1	.8
KNEW	101	2648	88	2351	.6	3.7	130	3204	113	2839	.5	3.2	77	1619	65	1386	.4	2.8
KOME	20	309	20	309	.1	.8	21	356	21	356	.1	.6	1	60	1	60		
KPSJ	13	183	13	183	.1	.5	17	270	17	259	.1	.5	10	171	10	160	.1	.4
KSAN	66	938	59	871	.4	2.5	72	1062	65	995	.3	1.9	31	364	31	364	.2	1.3
*KSAY	93	889	92	877	.6	3.8	109	1087	107	1070	.5	3.1	60	776	59	763	.4	2.5
KSFO	253	4278	242	3958	1.5	10.1	389	6417	377	5989	1.7	10.8	258	4286	254	4055	1.7	10.8
KSFX	53	378	53	378	.3	2.2	54	426	54	401	.2	1.5	4	137	4	112		.2
KSJO	41	373	41	348	.3	1.7	41	373	41	348	.2	1.2	2	67	2	61		.1
KXRX	31	444	29	420	.2	1.2	54	721	52	697	.2	1.5	45	583	45	580	.3	1.9
KYA	24	1190	23	1065	.1	1.0	30	1400	29	1271	.1	.8	16	768	16	684	.1	.7
KYA FM	19	508	18	502	.1	.8	20	545	18	517	.1	.5	11	197	9	169	.1	.4
KRAK	144	2097	36	601	.2	1.5	172	2578	41	724	.2	1.2	118	1685	25	504	.2	1.1
METRO TOTALS			2396	15229	15.1		METRO TOTALS		3496	21338	15.7		METRO TOTALS		2362	14059	16.0	

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 43

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	ADULTS																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	407	3164	404	3127	1.2	5.7	61	655	61	655	.4	2.2	207	1860	207	1856	.9	4.5
KABL FM	135	980	128	917	.4	1.8	32	260	32	260	.2	1.2	73	534	73	529	.3	1.6
TOTAL	542	3907	532	3809	1.6	7.5	93	852	93	852	.7	3.4	280	2223	280	2215	1.2	6.1
KARA	100	500	88	409	.3	1.2	86	368	74	277	.5	2.7	99	481	87	390	.4	1.9
KBAY	234	1354	170	1047	.5	2.4	49	274	24	171	.2	.9	122	650	82	462	.4	1.8
KCBS	1348	7598	1108	6288	3.3	15.6	207	1631	164	1369	1.1	5.9	607	3825	526	3323	2.3	11.4
KCBS FM	99	637	63	461	.2	.9	55	270	37	211	.3	1.3	56	330	38	271	.2	.8
KDIA	106	831	106	831	.3	1.5	61	576	61	576	.4	2.2	88	717	88	717	.4	1.9
KEEN	105	666	105	666	.3	1.5	20	232	20	232	.1	.7	66	498	66	498	.3	1.4
KFAX	84	462	79	414	.2	1.1	13	85	13	85	.1	.5	23	196	23	187	.1	.5
KFOG	164	1101	146	982	.4	2.1	44	369	44	369	.3	1.6	100	650	99	632	.4	2.2
KFRC	276	3731	234	3018	.7	3.3	211	3052	178	2431	1.2	6.4	260	3543	225	2894	1.0	4.9
KGO	1028	5566	896	4716	2.7	12.6	147	1060	116	916	.8	4.2	403	2434	345	2099	1.5	7.5
KIBE	14	224	12	213		.2	10	164	9	158	.1	.3	14	209	12	198	.1	.3
KDFC	28	387	28	387	.1	.4	10	178	10	178	.1	.4	11	212	11	212	.1	.2
TOTAL	42	579	40	568	.1	.6	20	311	19	305	.1	.7	25	389	23	378	.1	.5
KIOI	233	1508	225	1438	.7	3.2	189	1287	181	1217	1.3	6.6	229	1471	221	1401	1.0	4.8
*KJAZ	16	171	16	171		.2	3	82	3	82		.1	14	155	14	155	.1	.3
KKEE	46	362	44	324	.1	.6	6	135	6	135		.2	16	225	15	221	.1	.3
KKHI	90	648	89	645	.3	1.3	18	161	18	161	.1	.7	70	515	70	515	.3	1.5
KKHI FM	32	282	32	277	.1	.5	3	78	3	78		.1	17	172	17	167	.1	.4
TOTAL	122	840	121	832	.4	1.8	21	201	21	201	.1	.8	87	611	87	606	.4	1.9
KKIS	63	689	47	453	.1	.7	16	217	13	144	.1	.5	43	437	34	275	.2	.7
KLIV	79	828	79	828	.2	1.1	66	694	66	694	.5	2.4	77	797	77	797	.3	1.7
KLOK	364	1988	337	1759	1.0	4.7	296	1662	272	1456	1.9	9.9	342	1855	317	1636	1.4	6.9
KNBR	393	2572	238	1726	.7	3.4	153	1234	104	871	.7	3.8	301	2044	163	1288	.7	3.5
KNBR FM	85	559	76	424	.2	1.1	55	272	53	245	.4	1.9	73	376	68	319	.3	1.5
KNEW	227	2141	223	2120	.7	3.1	186	1729	186	1729	1.3	6.7	208	1882	205	1866	.9	4.5
KOME	42	550	42	550	.1	.6	36	522	36	522	.3	1.3	36	535	36	535	.2	.8
KPSJ	25	180	25	176	.1	.4	6	50	6	50		.2	10	107	10	107		.2
KSAN	183	1166	172	1109	.5	2.4	163	1031	152	974	1.1	5.5	177	1101	166	1044	.7	3.6
KSAY	113	671	112	657	.3	1.6	33	256	33	256	.2	1.2	80	427	80	419	.4	1.7
KSFO*	743	4188	712	4028	2.1	10.0	259	1608	237	1525	1.7	8.6	489	2802	460	2667	2.0	10.0
KSFX	102	375	102	375	.3	1.4	98	358	98	358	.7	3.6	102	375	102	375	.5	2.2
KSJO	46	444	41	416	.1	.6	43	406	38	381	.3	1.4	46	441	41	416	.2	.9
KXRX	123	567	122	559	.4	1.7	16	84	15	79	.1	.5	60	310	59	302	.3	1.3
KYA	110	1725	109	1683	.3	1.5	80	1365	79	1323	.6	2.9	92	1544	91	1502	.4	2.0
KYA FM	89	781	87	756	.3	1.2	73	696	71	671	.5	2.6	89	781	87	756	.4	1.9
KRAK	347	1958	92	528	.3	1.3	128	719	47	180	.3	1.7	290	1483	80	391	.4	1.7
METRO TOTALS		7100	27441	21.4	METRO TOTALS		2760	11979	19.3	METRO TOTALS		4595	18783	20.3				

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	ADULTS																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	201	1739	201	1735	1.3	5.9	374	2720	371	2693	1.7	7.3	319	2186	316	2159	2.1	9.0
KABL FM	73	534	73	529	.5	2.1	104	743	104	738	.5	2.0	72	483	72	478	.5	2.1
TOTAL	274	2102	274	2094	1.7	8.0	478	3251	475	3220	2.1	9.3	391	2520	388	2489	2.6	11.1
KARA	24	192	23	177	.1	.7	25	211	24	196	.1	.5	14	132	14	132	.1	.4
KBAY	84	452	65	345	.4	1.9	164	840	122	635	.5	2.4	153	764	115	581	.8	3.3
KCBS	561	3264	492	2895	3.1	14.3	1017	5389	858	4580	3.8	16.8	856	4319	728	3639	4.9	20.8
KCBS FM	29	182	11	123	.1	.3	33	240	14	171	.1	.3	5	118	4	108		.1
KDIA	60	362	60	362	.4	1.7	76	445	76	445	.3	1.5	43	224	43	224	.3	1.2
KEEN	62	379	62	379	.4	1.8	82	494	82	494	.4	1.6	66	381	66	381	.4	1.9
KFAX	23	196	23	187	.1	.7	45	353	40	309	.2	.8	32	268	27	224	.2	.8
KFOG	100	650	99	632	.6	2.9	148	961	139	900	.6	2.7	104	592	95	531	.6	2.7
KFRC	126	1365	110	1144	.7	3.2	132	1444	113	1198	.5	2.2	55	570	50	517	.3	1.4
KGO	337	2041	304	1799	1.9	8.9	673	3622	603	3170	2.7	11.8	592	2955	528	2554	3.6	15.1
KIBE	9	135	7	124		.2	9	150	7	139		.1	4	60	3	55		.1
KDFC	6	130	6	130		.2	13	191	13	191		.3	8	95	8	95		.2
TOTAL	15	233	13	222	.1	.4	22	309	20	298	.1	.4	12	154	11	149	.1	.3
KIOI	147	831	146	801	.9	4.3	151	868	150	838	.7	2.9	44	221	44	221	.3	1.3
*KJAZ	11	73	11	73	.1	.3	13	89	13	89	.1	.3	13	89	13	89	.1	.4
KKEE	15	196	14	192	.1	.4	44	299	43	295	.2	.8	39	193	38	189	.3	1.1
KKHI	60	433	60	433	.4	1.7	80	566	79	563	.4	1.5	72	487	71	484	.5	2.0
KKHI FM	16	134	16	129	.1	.5	28	182	28	177	.1	.5	26	142	26	137	.2	.7
TOTAL	76	529	76	524	.5	2.2	108	696	107	688	.5	2.0	98	577	97	569	.7	2.7
KKIS	30	254	24	165	.2	.7	44	445	36	306	.2	.7	41	411	33	272	.2	.9
KLIV	34	260	34	260	.2	1.0	36	291	36	291	.2	.7	13	134	13	134	.1	.4
KLOK	240	1121	225	1015	1.4	6.6	261	1217	244	1101	1.1	4.8	67	289	64	266	.4	1.8
KNBR	242	1576	126	973	.8	3.7	319	1939	192	1274	.9	3.8	225	1173	125	718	.8	3.6
KNBR FM	34	274	30	238	.2	.9	44	388	37	281	.2	.7	28	218	22	117	.1	.6
KNEW	115	1000	112	984	.7	3.3	125	1140	121	1119	.5	2.4	32	293	28	272	.2	.8
KOME	13	246	13	246	.1	.4	19	261	19	261	.1	.4	6	28	6	28		.2
KPSJ	10	107	10	107	.1	.3	16	140	16	140	.1	.3	10	90	10	90	.1	.3
KSAN	62	341	51	284	.3	1.5	68	406	57	349	.3	1.1	20	135	20	135	.1	.6
KSAY	74	347	74	339	.5	2.2	83	436	82	422	.4	1.6	56	260	55	246	.4	1.6
KSFO	460	2442	432	2327	2.7	12.6	678	3469	650	3354	2.9	12.7	448	2221	441	2169	3.0	12.6
KSFX	74	179	74	179	.5	2.2	74	179	74	179	.3	1.4	4	17	4	17		.1
KSJO	17	209	17	209	.1	.5	17	209	17	209	.1	.3	3	35	3	35		.1
KXRX	57	299	56	291	.4	1.6	115	506	114	498	.5	2.2	102	433	102	430	.7	2.9
KYA	36	465	36	465	.2	1.0	45	535	45	535	.2	.9	21	249	21	249	.1	.6
KYA FM	34	253	34	253	.2	1.0	34	253	34	253	.2	.7	16	85	16	85	.1	.5
KRAK	270	1337	66	344	.4	1.9	306	1599	72	399	.3	1.4	198	1026	39	266	.3	1.1
METRO TOTALS			3435	13247	21.7		METRO TOTALS		5106	18660	22.9		METRO TOTALS		3506	12217	23.7	

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 45

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS																					
	18+						18-34						18-49									
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA							
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE				
KABL	365	2812	346	2730	1.0	5.7	46	578	46	578	.3	1.8	175	1488	173	1469	.8	4.2				
KABL FM	206	1234	192	1107	.6	3.1	55	304	54	290	.4	2.1	132	631	131	613	.6	3.2				
TOTAL	571	3777	538	3605	1.6	8.8	101	766	100	752	.7	3.9	307	1944	304	1912	1.3	7.4				
KARA	149	650	145	599	.4	2.4	112	530	108	479	.8	4.2	145	616	141	565	.6	3.4				
KBAY	273	1322	220	1048	.7	3.6	66	350	55	243	.4	2.1	129	663	103	505	.5	2.5				
KCBS	581	4282	452	3388	1.4	7.4	61	858	56	783	.4	2.2	183	1958	165	1704	.7	4.0				
KCBS FM	102	481	70	356	.2	1.1	81	206	53	157	.4	2.1	89	277	61	228	.3	1.5				
KDIA	114	820	114	820	.3	1.9	63	549	63	549	.4	2.5	79	672	79	672	.3	1.9				
KEEN	107	689	107	689	.3	1.8	19	307	19	307	.1	.7	58	523	58	523	.3	1.4				
KFAX	52	327	43	294	.1	.7	10	50	10	50	.1	.4	17	126	17	126	.1	.4				
KFOG	280	1157	248	992	.7	4.1	42	304	42	304	.3	1.6	184	710	183	692	.8	4.4				
KFRC	286	3439	193	2405	.6	3.2	241	2809	161	1937	1.1	6.3	269	3184	181	2212	.8	4.4				
KGO	659	3810	535	3039	1.6	8.8	141	765	98	584	.7	3.8	280	1649	217	1320	1.0	5.3				
KIBE	13	213	13	203		.2	8	74	8	68	.1	.3	13	213	13	203	.1	.3				
KDFC	49	473	49	473	.1	.8	19	208	19	208	.1	.7	23	269	23	269	.1	.6				
TOTAL	62	684	62	674	.2	1.0	27	282	27	276	.2	1.0	36	480	36	470	.2	.9				
KIOI	165	1299	151	1191	.5	2.5	144	1086	130	978	.9	5.1	157	1239	143	1131	.6	3.5				
KJAZ	23	219	23	219	.1	.4	6	113	6	113		.2	23	219	23	219	.1	.6				
KKEE	67	285	64	247	.2	1.0	13	120	13	120	.1	.5	33	170	32	166	.1	.8				
KKHI	53	470	51	448	.2	.8	4	135	3	116		.1	44	325	43	306	.2	1.0				
KKHI FM	29	308	29	295	.1	.5	6	140	6	140		.2	18	193	18	193	.1	.4				
TOTAL	82	746	80	711	.2	1.3	10	275	9	256	.1	.3	62	518	61	499	.3	1.4				
KKIS	54	506	43	408	.1	.7	20	156	19	141	.1	.7	37	303	31	260	.1	.8				
KLIV	59	845	59	839	.2	1.0	45	730	45	730	.3	1.8	56	809	56	803	.2	1.4				
KLOK	248	1665	210	1409	.6	3.4	198	1301	163	1095	1.1	6.3	227	1534	190	1301	.8	4.6				
KNBR	210	1919	154	1431	.5	2.5	123	991	94	790	.7	3.7	169	1448	122	1054	.5	3.0				
KNBR FM	94	620	84	541	.3	1.4	38	183	38	177	.3	1.5	61	272	57	261	.3	1.4				
KNEW	618	3135	556	2828	1.7	9.1	324	1952	301	1811	2.1	11.7	502	2683	454	2433	2.0	11.0				
KOME	54	523	54	503	.2	.9	54	510	54	490	.4	2.1	54	523	54	503	.2	1.3				
KPSJ	38	213	38	213	.1	.6	4	81	4	81		.2	7	100	7	100		.2				
KSAN	243	1392	230	1334	.7	3.8	194	1147	181	1089	1.3	7.0	240	1346	227	1288	1.0	5.5				
KSAY	175	742	174	735	.5	2.9	67	234	66	231	.5	2.6	128	463	127	456	.6	3.1				
KSFO	544	3874	528	3749	1.6	8.7	157	1305	153	1260	1.1	6.0	291	2307	286	2230	1.3	6.9				
KSEX	67	490	67	477	.2	1.1	61	434	61	421	.4	2.4	66	476	66	463	.3	1.6				
KSJO	105	493	95	444	.3	1.6	104	464	95	429	.7	3.7	104	479	95	444	.4	2.3				
KXRX	66	364	65	348	.2	1.1	10	17	10	11	.1	.4	44	165	44	159	.2	1.1				
KYA	83	1505	83	1458	.3	1.4	62	1165	62	1136	.4	2.4	68	1307	68	1260	.3	1.6				
KYA FM	36	519	36	502	.1	.6	22	390	22	390	.2	.9	35	493	35	487	.2	.8				
KRAK	264	1394	76	366	.2	1.2	107	534	52	148	.4	2.0	211	956	66	255	.3	1.6				
METRO TOTALS	6097		22781		18.4		METRO TOTALS		2569		9919		18.8		METRO TOTALS		4130		15360		18.3	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	170	1331	168	1312	1.1	6.1	305	2201	296	2162	1.3	7.7	264	1780	255	1741	1.7	9.5
KABL FM	132	631	131	613	.8	4.8	181	887	180	869	.8	4.7	126	583	126	579	.9	4.7
TOTAL	302	1787	299	1755	1.9	10.9	486	2854	476	2801	2.1	12.4	390	2245	381	2206	2.6	14.2
KARA	38	150	38	150	.2	1.4	42	184	42	184	.2	1.1	37	120	37	120	.3	1.4
KBAY	80	472	59	388	.4	2.1	155	852	111	677	.5	2.9	138	693	100	551	.7	3.7
KCBS	176	1626	159	1425	1.0	5.8	365	2741	282	2232	1.3	7.3	311	2215	232	1728	1.6	8.7
KCBS FM	42	167	14	118	.1	.5	42	170	14	118	.1	.4	8	74	8	71	.1	.3
KDIA	33	255	33	255	.2	1.2	62	372	62	372	.3	1.6	45	240	45	240	.3	1.7
KEEN	54	404	54	404	.3	2.0	73	497	73	497	.3	1.9	58	309	58	309	.4	2.2
KFAX	17	126	17	126	.1	.6	41	266	32	233	.1	.8	31	216	22	183	.1	.8
KFOG	183	681	182	663	1.1	6.6	245	1002	230	920	1.0	6.0	204	727	189	645	1.3	7.1
KFRC	128	1340	88	975	.6	3.2	135	1441	94	1060	.4	2.4	35	476	26	360	.2	1.0
KGO	207	1427	171	1200	1.1	6.2	384	2353	321	1962	1.4	8.3	316	1810	269	1498	1.8	10.0
KIBE	6	177	6	167		.2	6	177	6	167		.2	5	139	5	135		.2
KDFC	8	124	8	124	.1	.3	18	214	18	214	.1	.5	14	151	14	151	.1	.5
TOTAL	14	299	14	289	.1	.5	24	389	24	379	.1	.7	19	288	19	284	.1	.7
KIOI	83	838	82	809	.5	3.0	91	898	90	869	.4	2.3	21	213	21	213	.1	.8
KJAZ	21	137	21	137	.1	.8	21	137	21	137	.1	.5	17	106	17	106	.1	.6
KKEE	33	141	32	137	.2	1.2	58	200	57	196	.3	1.5	45	109	44	105	.3	1.6
KKHI	41	243	40	224	.3	1.5	49	366	47	344	.2	1.2	48	313	47	310	.3	1.8
KKHI FM	14	107	14	107	.1	.5	20	185	20	172	.1	.5	18	131	18	118	.1	.7
TOTAL	55	350	54	331	.3	2.0	69	519	67	484	.3	1.7	66	412	65	396	.4	2.5
KKIS	23	208	17	165	.1	.6	35	332	28	258	.1	.7	29	271	23	212	.2	.9
KLIV	20	151	20	145	.1	.7	23	187	23	181	.1	.6	14	115	14	109	.1	.5
KLOK	147	896	126	763	.8	4.6	166	1023	144	869	.6	3.7	48	360	45	312	.3	1.7
KNBR	132	1082	92	756	.6	3.3	157	1362	113	998	.5	2.9	71	737	49	506	.3	1.8
KNBR FM	52	227	48	216	.3	1.7	64	314	58	277	.3	1.5	35	176	29	145	.2	1.1
KNEW	278	1556	239	1374	1.5	8.7	364	1899	312	1664	1.4	8.1	264	1074	226	912	1.5	8.4
KOHE	6	130	6	130		.2	6	130	6	130		.2		13		13		
KPSJ	7	100	7	100		.3	14	128	14	128	.1	.4	10	47	10	47	.1	.4
KSAN	80	460	67	402	.4	2.4	83	506	70	448	.3	1.8	49	245	49	245	.3	1.8
KSAY	125	409	124	402	.8	4.5	145	492	144	485	.6	3.7	81	312	81	308	.5	3.0
KSFO	244	1828	240	1775	1.5	8.7	381	2627	376	2558	1.7	9.7	271	1801	269	1753	1.8	10.0
KSFJ	49	163	49	163	.3	1.8	49	163	49	163	.2	1.3	5	42	5	42		.2
K\$JO	55	192	54	182	.3	2.0	55	192	54	182	.2	1.4		15		15		
KXXR	34	154	34	148	.2	1.2	53	307	53	301	.2	1.4	53	301	53	301	.4	2.0
KYA	17	365	17	347	.1	.6	25	452	25	434	.1	.6	14	229	14	211	.1	.5
KYA FM	14	169	14	163	.1	.5	15	195	15	178	.1	.4	14	129	14	112	.1	.5
KRAK	172	811	46	221	.3	1.7	204	1009	55	250	.2	1.4	136	620	23	144	.2	.9
METRO TOTALS			2747	10436	17.4		METRO TOTALS		3864	14619	17.3		METRO TOTALS		2678	9624	18.1	

ADULTS

FOOTNOTE SYMBOLS: () means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 47

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	ADULTS																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	370	3300	360	3212	1.1	6.8	73	700	71	680	.5	2.9	243	2001	240	1977	1.1	6.4
KABL FM	183	1193	173	1147	.5	3.3	27	139	21	117	.1	.9	93	492	87	470	.4	2.3
TOTAL	553	4232	533	4111	1.6	10.1	100	795	92	765	.6	3.8	336	2390	327	2356	1.4	8.7
KARA	101	730	90	657	.3	1.7	71	601	60	528	.4	2.5	89	660	78	587	.3	2.1
KBAY	262	1510	227	1310	.7	4.3	49	397	43	348	.3	1.8	126	797	109	697	.5	2.9
KCBS	531	4422	403	3606	1.2	7.6	69	894	60	748	.4	2.5	178	2042	156	1755	.7	4.1
KCBS FM	81	388	42	270	.1	.8	56	193	28	144	.2	1.2	60	227	32	178	.1	.8
KDIA	93	667	93	667	.3	1.8	52	491	52	491	.4	2.1	71	570	71	570	.3	1.9
KEEN	118	1073	118	1063	.4	2.2	30	388	30	378	.2	1.2	95	811	95	801	.4	2.5
*KFAX	18	194	18	194	.1	.3							10	77	10	77		.3
KFOG	270	1428	235	1289	.7	4.5	53	347	53	347	.4	2.2	150	824	148	806	.7	3.9
KFRC	280	3647	212	2939	.6	4.0	244	3043	190	2475	1.3	7.8	275	3505	209	2810	.9	5.5
KGO	452	3397	399	2874	1.2	7.6	78	556	71	461	.5	2.9	216	1575	194	1345	.9	5.1
*KIBE	27	350	26	340	.1	.5	12	120	12	120	.1	.5	21	294	21	288	.1	.6
KDFC	44	607	44	599	.1	.8	26	311	26	303	.2	1.1	29	354	29	346	.1	.8
TOTAL	71	921	70	903	.2	1.3	38	431	38	423	.3	1.6	50	646	50	632	.2	1.4
KIOI	254	1885	237	1785	.7	4.5	221	1638	205	1548	1.4	8.5	251	1828	235	1738	1.0	6.2
KJAZ	29	269	29	269	.1	.6	8	161	8	161	.1	.3	27	253	27	253	.1	.7
KKEE	35	359	34	355	.1	.6	5	163	5	163		.2	16	249	15	245	.1	.4
KKHI	66	899	66	888	.2	1.3	18	283	18	283	.1	.7	51	673	51	673	.2	1.4
KKHI FM	44	515	43	510	.1	.8	13	254	13	254	.1	.5	18	326	18	326	.1	.5
TOTAL	110	1398	109	1381	.3	2.1	31	537	31	537	.2	1.2	69	982	69	982	.3	1.9
KKIS	89	654	61	418	.2	1.2	20	192	2	69		.1	48	453	23	249	.1	.6
KLIV	60	1075	60	1075	.2	1.1	49	907	49	907	.3	2.0	56	1021	56	1021	.2	1.5
KLOK	144	1742	123	1550	.4	2.3	108	1348	90	1183	.6	3.7	126	1574	107	1391	.5	2.8
KNBR	240	2281	161	1497	.5	3.1	77	1066	51	704	.4	2.1	179	1808	123	1162	.5	3.3
KNBR FM	67	621	59	559	.2	1.1	46	359	40	315	.3	1.6	56	459	48	400	.2	1.3
KNEW	121	1394	105	1256	.3	2.0	91	1077	82	1004	.6	3.4	102	1258	88	1140	.4	2.3
KOME	86	752	86	752	.3	1.6	85	737	85	737	.6	3.5	85	737	85	737	.4	2.3
KPSJ	15	212	14	201		.3	7	104	7	104		.3	10	136	10	136		.3
KSAN	243	1559	233	1468	.7	4.4	197	1351	187	1260	1.3	7.7	238	1526	228	1435	1.0	6.0
*KSAY	147	811	145	802	.4	2.8	94	373	93	369	.7	3.8	128	652	127	648	.6	3.4
KSFO	399	3792	380	3542	1.1	7.2	163	1376	151	1233	1.1	6.2	245	2295	230	2107	1.0	6.1
KSFJ	88	455	85	441	.3	1.6	88	455	85	441	.6	3.5	88	455	85	441	.4	2.3
KSJO	138	637	129	603	.4	2.4	135	591	126	557	.9	5.2	138	637	129	603	.6	3.4
KXRJ	44	468	42	452	.1	.8	8	97	6	81		.2	27	264	25	248	.1	.7
KYA	122	1812	119	1795	.4	2.3	103	1587	100	1570	.7	4.1	116	1737	113	1720	.5	3.0
KYA FM	46	590	44	562	.1	.8	29	442	29	442	.2	1.2	42	553	42	547	.2	1.1
KRAK	264	1799	84	567	.3	1.6	99	659	43	179	.3	1.8	205	1322	68	431	.3	1.8
METRO TOTALS			5270	25597	15.9		METRO TOTALS		2425	11510	17.0		METRO TOTALS		3775	18042	16.7	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	ADULTS																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	226	1868	223	1844	1.4	8.7	328	2801	320	2756	1.4	9.0	272	2234	266	2209	1.8	11.4
KABL FM	93	492	87	470	.5	3.4	146	856	140	834	.6	4.0	119	717	119	717	.8	5.1
TOTAL	319	2257	310	2223	2.0	12.1	474	3395	460	3341	2.1	13.0	391	2733	385	2709	2.6	16.5
KARA	33	190	30	181	.2	1.2	39	224	36	215	.2	1.0	24	93	24	93	.2	1.0
KBAY	98	645	81	545	.5	3.2	181	1127	148	939	.7	4.2	160	882	133	743	.9	5.7
KCBS	164	1694	148	1519	.9	5.8	361	3066	279	2601	1.3	7.9	306	2520	227	2089	1.5	9.7
KCBS FM	37	153	9	104	.1	.4	38	173	10	121		.3	5	54	5	51		.2
KDIA	30	200	30	200	.2	1.2	46	266	46	266	.2	1.3	35	145	35	145	.2	1.5
KEEN	91	643	91	643	.6	3.6	106	819	106	819	.5	3.0	80	599	80	599	.5	3.4
*KFX	10	77	10	77	.1	.4	17	172	17	172	.1	.5	17	172	17	172	.1	.7
KFOG	145	780	143	762	.9	5.6	245	1273	224	1202	1.0	6.3	197	970	176	899	1.2	7.5
KFRC	117	1366	83	1022	.5	3.2	121	1425	85	1068	.4	2.4	35	521	21	381	.1	.9
KGO	188	1403	168	1225	1.1	6.6	324	2390	287	2080	1.3	8.1	274	2006	242	1739	1.6	10.4
*KIBE	15	258	15	252	.1	.6	21	314	20	304	.1	.6	15	230	14	220	.1	.6
KDFC	13	126	13	120	.1	.5	23	291	23	285	.1	.6	13	208	13	208	.1	.6
TOTAL	28	382	28	370	.2	1.1	44	569	43	553	.2	1.2	28	402	27	392	.2	1.2
KIOI	130	1071	120	1030	.8	4.7	133	1128	122	1077	.5	3.4	33	247	32	237	.2	1.4
KJAZ	22	123	22	123	.1	.9	24	139	24	139	.1	.7	21	108	21	108	.1	.9
KKEE	15	220	14	216	.1	.5	33	308	32	304	.1	.9	29	174	28	170	.2	1.2
KKHI	40	465	40	465	.3	1.6	55	691	55	680	.2	1.6	48	616	48	605	.3	2.1
KKHI FM	13	230	13	230	.1	.5	23	299	22	294	.1	.6	15	141	14	136	.1	.6
TOTAL	53	678	53	678	.3	2.1	78	974	77	957	.3	2.2	63	741	62	724	.4	2.7
KKIS	33	323	22	192	.1	.9	54	449	40	310	.2	1.1	49	387	39	298	.3	1.7
KLIV	24	267	24	267	.2	.9	28	321	28	321	.1	.8	11	168	11	168	.1	.5
KLOK	94	1063	84	974	.5	3.3	111	1229	99	1131	.4	2.8	35	392	32	365	.2	1.4
KNBR	155	1475	104	929	.7	4.1	190	1748	136	1151	.6	3.8	137	1015	104	680	.7	4.5
KNBR FM	35	312	29	274	.2	1.1	42	382	36	341	.2	1.0	17	170	15	152	.1	.6
KNEW	47	643	42	598	.3	1.6	66	779	59	714	.3	1.7	30	317	23	252	.2	1.0
KOME	24	233	24	233	.2	.9	25	248	25	248	.1	.7	1	15	1	15		
KPSJ	8	100	8	100	.1	.3	11	154	10	143		.3	6	86	5	75		.2
KSAN	83	567	75	500	.5	2.9	88	600	80	533	.4	2.3	46	208	46	208	.3	2.0
*KSAY	97	481	96	477	.6	3.8	108	577	106	568	.5	3.0	45	375	44	370	.3	1.9
KSFO	219	1920	204	1756	1.3	8.0	326	2849	309	2661	1.4	8.7	189	1848	184	1779	1.2	7.9
KSFX	43	153	43	153	.3	1.7	43	153	43	153	.2	1.2						
KSJO	71	306	71	297	.4	2.8	71	306	71	297	.3	2.0	3	46	3	46		.1
KXRX	27	264	25	248	.2	1.0	43	454	41	438	.2	1.2	35	357	35	357	.2	1.5
KYA	24	325	24	325	.2	.9	28	349	28	349	.1	.8	17	174	17	174	.1	.7
KYA FM	16	214	16	208	.1	.6	20	251	18	223	.1	.5	17	148	15	120	.1	.6
KRAK	182	1226	50	368	.3	2.0	221	1546	62	449	.3	1.8	145	983	37	333	.3	1.6
METRO TOTALS			2558	12470	16.2		METRO TOTALS		3542	17323	15.9		METRO TOTALS		2334	11385	15.8	

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 49

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	ADULTS																	
	18+						18-34						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	105	1403	105	1383	.3	3.2	14	264	14	264	.1	1.0	55	738	55	738	.2	2.7
KABL FM	104	840	103	818	.3	3.2	10	154	9	132	.1	.6	61	491	60	469	.3	2.9
KARA	25	405	17	343	.1	.5	25	405	17	343	.1	1.2	25	405	17	343	.1	.8
KBAY	138	931	111	707	.3	3.4	14	206	8	135	.1	.5	50	510	34	372	.2	1.6
KCBS	217	2529	153	1961	.5	4.7	19	458	14	419	.1	1.0	52	1003	42	920	.2	2.0
KCBS FM	20	329	15	237		.5	8	117	4	68		.3	10	146	6	97		.3
KDIA	67	459	67	459	.2	2.1	54	351	54	351	.4	3.7	60	408	60	408	.3	2.9
KEEN	91	1088	90	1077	.3	2.8	34	409	34	409	.2	2.3	49	668	49	668	.2	2.4
*KFAX	4	72	4	72		.1	1	32	1	32		.1	3	57	3	57		.1
KFOG	156	1193	139	1084	.4	4.3	50	426	50	426	.3	3.4	109	727	109	727	.5	5.3
KFRC	115	2507	95	1981	.3	2.9	100	2117	83	1648	.6	5.7	110	2384	90	1861	.4	4.4
KGO	516	2970	427	2364	1.3	13.1	44	394	39	287	.3	2.7	116	1027	95	799	.4	4.6
KDFC	83	698	83	698	.3	2.5	57	529	57	529	.4	3.9	59	574	59	574	.3	2.9
KIOI	121	1446	113	1327	.3	3.5	100	1261	95	1186	.7	6.5	113	1362	108	1287	.5	5.2
KJAZ	26	293	26	293	.1	.8	12	173	12	173	.1	.8	25	277	25	277	.1	1.2
KKEE	20	247	19	237	.1	.6	6	117	6	117		.4	11	188	10	178		.5
KKHI	83	422	83	418	.3	2.5	33	148	33	148	.2	2.3	54	245	54	245	.2	2.6
KKHI FM	66	692	63	662	.2	1.9	24	233	24	223	.2	1.6	37	412	36	398	.2	1.7
TOTAL	149	1097	146	1065	.4	4.4	57	381	57	371	.4	3.9	91	657	90	643	.4	4.3
KKIS	70	531	69	474	.2	2.1	2	73	2	57		.1	40	297	39	248	.2	1.9
KLIV	60	617	60	610	.2	1.8	56	548	56	541	.4	3.8	59	581	59	574	.3	2.9
KLOK	53	830	47	764	.1	1.4	33	615	28	564	.2	1.9	37	698	32	647	.1	1.5
KNBR	90	1117	77	889	.2	2.4	28	517	25	388	.2	1.7	75	821	67	630	.3	3.2
KNBR FM	29	385	26	337	.1	.8	20	240	17	196	.1	1.2	24	278	21	234	.1	1.0
KNEW	63	1031	61	1001	.2	1.9	37	709	36	691	.3	2.5	39	741	38	717	.2	1.8
KOHE	68	662	68	662	.2	2.1	68	662	68	662	.5	4.7	68	662	68	662	.3	3.3
KPSJ	28	150	28	139	.1	.9	18	68	18	68	.1	1.2	24	106	24	106	.1	1.2
KSAN	119	1147	116	1078	.3	3.5	112	1040	109	971	.8	7.5	115	1115	112	1046	.5	5.4
KSFO	309	3288	299	3065	.9	9.1	98	1448	91	1277	.6	6.2	149	1949	142	1778	.6	6.9
KSFX	104	706	100	639	.3	3.1	100	658	96	616	.7	6.6	100	658	96	616	.4	4.6
KSJO	85	581	82	542	.2	2.5	85	575	82	542	.6	5.6	85	581	82	542	.4	4.0
KXRX	24	217	24	217	.1	.7	12	81	12	81	.1	.8	15	113	15	113	.1	.7
KYA	49	990	48	944	.1	1.5	41	822	40	776	.3	2.7	45	953	44	907	.2	2.1
KYA FM	55	545	55	534	.2	1.7	51	492	51	492	.4	3.5	55	534	55	534	.2	2.7
KRAK	74	946	9	242		.3	22	392	1	120		.1	59	703	9	191		.4
METRO TOTALS			3268	19578	9.9		METRO TOTALS		1462	9606	10.2		METRO TOTALS		2068	13640	9.1	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	ADULTS																	
	25-49						25-64						35-64					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	51	665	51	665	.3	3.8	89	1102	89	1162	.4	4.2	79	991	79	971	.5	5.7
KABL FM	60	462	59	440	.4	4.4	88	683	87	661	.4	4.1	79	558	79	558	.5	5.7
KARA	5	90	3	72		.2	5	90	3	72		.1						
KBAY	43	393	27	255	.2	2.0	129	789	103	588	.5	4.9	122	700	102	570	.7	7.4
KCBS	47	874	38	816	.2	2.8	135	1621	108	1376	.5	5.1	121	1292	98	1061	.7	7.1
KCBS FM	8	125	4	76		.3	13	201	9	148		.4	7	105	7	101		.5
KDIA	13	119	13	119	.1	1.0	20	170	20	170	.1	.9	13	108	13	108	.1	.9
KEEN	35	538	35	538	.2	2.6	67	831	67	831	.3	3.2	47	552	47	552	.3	3.4
*KFAX	3	57	3	57		.2	4	72	4	72		.2	3	40	3	40		.2
KFOG	99	660	99	660	.6	7.3	135	1050	129	1017	.6	6.1	95	691	89	658	.6	6.5
KFRC	30	732	24	608	.2	1.8	34	804	28	677	.1	1.3	14	339	11	282	.1	.8
KGO	111	916	95	785	.6	7.1	299	1794	263	1561	1.2	12.4	260	1511	224	1288	1.5	16.3
KDFC	26	243	26	243	.2	1.9	40	334	40	334	.2	1.9	16	136	16	136	.1	1.2
KIOI	60	799	55	744	.3	4.1	60	825	55	760	.2	2.6	13	127	13	117	.1	.9
KJAZ	15	157	15	157	.1	1.1	16	173	16	173	.1	.8	14	120	14	120	.1	1.0
KKEE	10	159	9	149	.1	.7	19	218	18	208	.1	.9	14	130	13	120	.1	.9
KKHI	53	216	53	216	.3	3.9	80	369	80	365	.4	3.8	48	250	48	246	.3	3.5
KKHI FM	35	364	34	360	.2	2.5	47	493	45	483	.2	2.1	25	308	23	298	.2	1.7
TOTAL	88	580	87	576	.5	6.4	127	846	125	834	.6	5.9	73	542	71	530	.5	5.2
KKIS	38	240	37	191	.2	2.7	64	423	63	366	.3	3.0	64	407	63	366	.4	4.6
KLIV	14	119	14	119	.1	1.0	15	155	15	155	.1	.7	4	69	4	69		.3
KLOK	27	427	24	417	.2	1.8	43	559	39	534	.2	1.8	20	215	19	200	.1	1.4
KNBR	60	691	53	526	.3	3.9	68	896	60	721	.3	2.8	55	509	49	437	.3	3.6
KNBR FM	11	131	10	108	.1	.7	16	201	15	174	.1	.7	9	108	9	104	.1	.7
KNEW	14	320	13	296	.1	1.0	33	519	31	489	.1	1.5	21	231	20	219	.1	1.5
KOME	20	183	20	183	.1	1.5	20	183	20	183	.1	.9						
KPSJ	15	70	15	70	.1	1.1	19	114	19	103	.1	.9	10	82	10	71	.1	.7
KSAN	48	481	45	414	.3	3.3	52	513	49	446	.2	2.3	7	107	7	107		.5
KSFO	129	1704	122	1533	.8	9.1	204	2380	197	2203	.9	9.3	126	1177	126	1171	.9	9.2
KSFX	62	198	62	198	.4	4.6	66	246	66	221	.3	3.1	4	48	4	23		.3
KSJO	49	239	48	224	.3	3.6	49	239	48	224	.2	2.3		6				
KXRX	15	113	15	113	.1	1.1	24	217	24	217	.1	1.1	12	136	12	136	.1	.9
KYA	18	312	18	312	.1	1.3	22	349	22	349	.1	1.0	8	168	8	168	.1	.6
KYA FM	19	174	19	174	.1	1.4	19	185	19	174	.1	.9	4	53	4	42		.3
KRAK	55	648	9	191	.1	.7	63	743	9	191		.4	45	406	8	71	.1	.6
METRO TOTALS			1347	8738	8.5		METRO TOTALS		2115	12620	9.5		METRO TOTALS		1374	7916	9.3	

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 51

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
6.00AM-10.00AM

STATION CALL LETTERS	ADULTS																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	290	880	290	880	.9	6.5	109	396	109	396	.7	5.7	128	433	128	433	.6	4.8
KABL FM	148	389	125	354	.4	2.8	49	114	49	114	.3	2.5	60	150	60	150	.3	2.2
KARA	65	260	44	201	.1	1.0	19	83	13	65	.1	.7	54	205	33	146	.1	1.2
KBAY	184	515	138	369	.4	3.1	55	199	34	125	.2	1.8	55	199	34	125	.2	1.3
KCBS	918	2894	770	2405	2.3	17.2	231	750	217	706	1.4	11.3	243	806	228	742	1.0	8.5
KCBS FM	90	263	53	189	.2	1.2	53	116	25	66	.2	1.3	73	169	45	119	.2	1.7
KDIA	89	231	89	231	.3	2.0	60	141	60	141	.4	3.1	68	203	68	203	.3	2.5
KEEN	75	242	75	242	.2	1.7	43	128	43	128	.3	2.2	50	181	50	181	.2	1.9
KFAX	10	50	10	50		.2	5	25	5	25		.3	5	25	5	25		.2
KFOG	211	671	175	538	.5	3.9	121	322	121	322	.8	6.3	121	322	121	322	.5	4.5
KFRC	293	1215	242	1007	.7	5.4	183	677	153	594	1.0	7.9	284	1176	240	993	1.1	9.0
KGO	414	1361	355	1156	1.1	7.9	128	477	102	400	.6	5.3	146	513	120	436	.5	4.5
KIBE	13	37	10	32		.2	13	37	10	32		.5	13	37	10	32		.4
KDFC	26	198	26	198	.1	.6	2	34	2	34		.1	2	34	2	34		.1
TOTAL	39	235	36	230	.1	.8	15	71	12	66	.1	.6	15	71	12	66	.1	.5
KIOI	91	410	91	410	.3	2.0	62	235	62	235	.4	3.2	87	392	87	392	.4	3.3
KJAZ	2	16	2	16														
KKEE	21	58	21	58	.1	.5	13	26	13	26	.1	.7	13	26	13	26	.1	.5
KKHI	25	115	22	102	.1	.5	3	22	3	22		.2	3	22	3	22		.1
KKHI FM	21	114	21	114	.1	.5	17	85	17	85	.1	.9	21	114	21	114	.1	.8
TOTAL	46	229	43	216	.1	1.0	20	107	20	107	.1	1.1	24	136	24	136	.1	.9
KKIS	32	81	16	42		.4	4	15					4	15				
KLIV	70	173	70	173	.2	1.6	18	77	18	77	.1	.9	64	158	64	158	.3	2.4
KLOK	205	742	196	692	.6	4.4	121	397	119	390	.8	6.2	184	674	178	635	.8	6.7
KNBR	252	899	192	597	.6	4.3	99	443	64	274	.4	3.3	167	547	128	348	.6	4.8
KNBR FM	71	210	67	183	.2	1.5	31	71	30	65	.2	1.6	64	173	60	146	.3	2.2
KNEW	86	385	77	366	.2	1.7	48	138	42	132	.3	2.2	84	367	75	348	.3	2.8
KOME	25	101	25	101	.1	.6	25	101	25	101	.2	1.3	25	101	25	101	.1	.9
KPSJ	4	15																
KSAN	116	323	116	323	.3	2.6	44	127	44	127	.3	2.3	105	288	105	288	.5	3.9
*KSAY	74	156	74	156	.2	1.7	38	73	38	73	.2	2.0	52	114	52	114	.2	1.9
KSFO	289	998	278	975	.8	6.2	167	580	167	580	1.1	8.7	170	633	170	633	.8	6.4
KSFX	61	142	61	142	.2	1.4	32	76	32	76	.2	1.7	61	142	61	142	.3	2.3
KSJO	17	102	17	102	.1	.4	1	13	1	13		.1	17	102	17	102	.1	.6
KXRX	63	196	63	196	.2	1.4	17	65	17	65	.1	.9	20	76	20	76	.1	.7
KYA	67	302	67	302	.2	1.5	23	50	23	50	.1	1.2	60	272	60	272	.3	2.2
KYA FM	81	223	81	223	.2	1.8	16	25	16	25	.1	.8	81	223	81	223	.4	3.0
KRAK	282	828	92	237	.3	2.1	188	545	57	191	.4	3.0	234	626	91	225	.4	3.4
METRO TOTALS			4477	12884	13.5		METRO TOTALS		1925	5620	12.2		METRO TOTALS		2670	7981	11.8	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	419	1172	415	1148	1.3	5.3	139	361	138	346	.9	3.9	172	398	171	383	.8	3.1
KABL FM	137	310	126	273	.4	1.6	90	162	90	162	.6	2.5	90	162	90	162	.4	1.6
TOTAL	556	1482	541	1421	1.6	6.9	229	523	228	508	1.4	6.4	262	560	261	545	1.2	4.7
KARA	156	472	124	408	.4	1.6	13	87	10	78	.1	.3	113	384	81	320	.4	1.5
KBAY	229	590	174	430	.5	2.2	121	321	91	224	.6	2.6	121	321	91	224	.4	1.7
KCBS	590	2023	448	1620	1.4	5.7	169	740	148	645	.9	4.2	172	809	151	714	.7	2.8
KCBS FM	192	340	138	271	.4	1.7	74	116	24	66	.2	.7	129	214	79	164	.3	1.4
KDIA	100	307	100	307	.3	1.3	27	106	27	106	.2	.8	72	241	72	241	.3	1.3
KEEN	149	487	149	487	.4	1.9	41	204	41	204	.3	1.2	77	326	77	326	.3	1.4
KFAX	18	96	18	96	.1	.2	10	31	10	31	.1	.3	10	31	10	31		.2
KFOG	388	775	329	634	1.0	4.2	225	408	219	390	1.4	6.2	225	408	219	390	1.0	4.0
KFRC	531	1854	416	1499	1.3	5.3	247	857	188	671	1.2	5.3	509	1787	398	1455	1.8	7.3
KGO	501	1534	405	1262	1.2	5.1	188	630	161	536	1.0	4.5	212	708	168	572	.7	3.1
KIBE	39	121	39	121	.1	.5	39	121	39	121	.2	1.1	39	121	39	121	.2	.7
KDFC	141	315	141	315	.4	1.8	54	121	54	121	.3	1.5	73	159	73	159	.3	1.3
TOTAL	180	436	180	436	.5	2.3	93	242	93	242	.6	2.6	112	280	112	280	.5	2.0
KIOI	258	645	248	625	.7	3.1	114	315	114	315	.7	3.2	240	627	230	607	1.0	4.2
KJAZ	23	158	23	158	.1	.3	15	89	15	89	.1	.4	20	142	20	142	.1	.4
KKEE	79	112	79	112	.2	1.0	31	46	31	46	.2	.9	31	46	31	46	.1	.6
KKHI	133	362	133	362	.4	1.7	59	133	59	133	.4	1.7	84	244	84	244	.4	1.5
KKHI FM	30	165	30	165	.1	.4	22	119	22	119	.1	.6	23	148	23	148	.1	.4
TOTAL	163	508	163	508	.5	2.1	81	235	81	235	.5	2.3	107	374	107	374	.5	1.9
KKIS	130	339	96	221	.3	1.2	88	200	62	131	.4	1.7	99	257	73	188	.3	1.3
KLIV	119	503	119	503	.4	1.5	36	150	36	150	.2	1.0	116	482	116	482	.5	2.1
KLOK	437	1135	411	1054	1.2	5.2	294	708	277	671	1.7	7.8	389	1034	364	966	1.6	6.6
KNBR	308	917	249	727	.8	3.2	161	500	122	389	.8	3.4	230	678	188	537	.8	3.4
KNBR FM	120	225	110	192	.3	1.4	52	100	49	94	.3	1.4	115	202	106	175	.5	1.9
KNEW	466	1154	429	1013	1.3	5.4	190	513	159	405	1.0	4.5	404	1025	371	896	1.6	6.8
KOME	106	376	106	376	.3	1.3	44	134	44	134	.3	1.2	106	376	106	376	.5	1.9
KPSJ	17	65	16	54		.2	3	19	3	19		.1	3	19	3	19		.1
KSAN	276	511	276	511	.8	3.5	133	180	133	180	.8	3.7	275	497	275	497	1.2	5.0
KSAY	167	374	167	374	.5	2.1	96	224	96	224	.6	2.7	118	278	118	278	.5	2.2
KSFO	897	2368	875	2257	2.6	11.1	379	1092	367	1027	2.3	10.3	477	1349	461	1250	2.0	8.4
KSFX	68	263	68	263	.2	.9	55	218	55	218	.3	1.5	68	263	68	263	.3	1.2
KSJO	148	319	148	319	.4	1.9	45	69	45	69	.3	1.3	148	319	148	319	.7	2.7
KRRX	96	282	95	276	.3	1.2	65	166	64	160	.4	1.8	67	177	66	171	.3	1.2
KYA	200	900	194	838	.6	2.5	64	281	58	219	.4	1.6	169	842	163	780	.7	3.0
KYA FM	106	249	105	243	.3	1.3	22	55	21	49	.1	.6	106	249	105	243	.5	1.9
KRAK	342	765	86	183	.3	1.1	191	462	50	137	.3	1.4	253	543	84	171	.4	1.5
METRO TOTALS			7900	17231	23.8		METRO TOTALS	3551	7907	22.4		METRO TOTALS	5478	11959	24.2			

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 53

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
3.00PM-7.00PM

STATION CALL LETTERS	ADULTS																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RATING	AVG. PERS. SHARE
KABL	238	898	238	898	.7	4.9	109	399	109	399	.7	4.5	109	399	109	399	.5	3.3
KABL FM	187	377	187	377	.6	3.8	139	278	139	278	.9	5.7	139	278	139	278	.6	4.2
TOTAL	425	1275	425	1275	1.3	8.7	248	677	248	677	1.6	10.2	248	677	248	677	1.1	7.5
KARA	104	281	99	272	.3	2.0	38	122	33	113	.2	1.4	89	229	84	220	.4	2.5
KBAY	194	444	167	377	.5	3.4	89	210	77	186	.5	3.2	91	246	79	222	.3	2.4
KCBS	359	1344	243	915	.7	5.0	79	460	56	322	.4	2.3	87	496	56	322	.2	1.7
KCBS FM	21	104	9	54		.2	12	50					12	50				
KDIA	40	131	40	131	.1	.8	1	13	1	13			9	94	9	94		.3
KEEN	94	313	94	313	.3	1.9	71	216	71	216	.4	2.9	71	216	71	216	.3	2.1
*KFAK																		
KFOG	236	483	208	411	.6	4.3	150	302	148	294	.9	6.1	150	302	148	294	.7	4.4
KFRC	321	1183	215	885	.6	4.4	222	684	158	541	1.0	6.5	306	1141	203	857	.9	6.1
KGO	352	1049	317	942	1.0	6.5	100	380	83	333	.5	3.4	103	401	83	333	.4	2.5
*KIBE	10	19	10	19		.2	10	19	10	19	.1	.4	10	19	10	19		.3
KOFC	70	177	70	177	.2	1.4	38	56	38	56	.2	1.6	38	56	38	56	.2	1.1
TOTAL	80	196	80	196	.2	1.6	48	75	48	75	.3	2.0	48	75	48	75	.2	1.4
KIOI	250	494	248	483	.7	5.1	115	312	115	312	.7	4.7	237	465	237	465	1.0	7.1
KJAZ																		
KKEE	73	136	68	126	.2	1.4	37	78	32	68	.2	1.3	37	78	32	68	.1	1.0
KKHI	111	249	111	249	.3	2.3	52	90	52	90	.3	2.1	63	148	63	148	.3	1.9
KKHI FM	11	69	9	63		.2	6	46	6	46		.2	6	46	6	46		.2
TOTAL	122	318	120	312	.4	2.5	58	136	58	136	.4	2.3	69	194	69	194	.3	2.1
KKIS	35	159	30	118	.1	.6	19	106	16	81	.1	.7	19	106	16	81	.1	.5
KLIV	90	411	90	411	.3	1.8	50	180	50	180	.3	2.1	85	390	85	390	.4	2.6
KLOK	186	625	179	590	.5	3.7	145	405	144	400	.9	5.9	166	548	159	513	.7	4.8
KNBR	279	840	231	601	.7	4.7	166	584	132	376	.8	5.4	232	711	198	503	.9	5.9
KNBR FM	7	61	3	45		.1	7	61	3	45		.1	7	61	3	45		.1
KNEW	81	227	66	169	.2	1.4	41	121	26	63	.2	1.1	77	210	62	152	.3	1.9
KOME	53	218	53	218	.2	1.1	21	66	21	66	.1	.9	53	218	53	218	.2	1.6
KPSJ	35	68	35	68	.1	.7	19	19	19	19	.1	.8	19	19	19	19	.1	.6
KSAN	286	650	283	641	.9	5.8	124	192	121	183	.8	5.0	286	650	283	641	1.3	8.5
*KSAY	126	285	126	285	.4	2.6	99	211	99	211	.6	4.1	99	211	99	211	.4	3.0
KSFO	362	1448	349	1375	1.1	7.1	133	622	131	614	.8	5.4	149	725	142	696	.6	4.3
KSFX	95	229	93	210	.3	1.9	59	135	59	135	.4	2.4	95	229	93	210	.4	2.8
KSJO	123	221	123	221	.4	2.5	57	99	57	99	.4	2.4	123	221	123	221	.5	3.7
KXRX	28	110	28	110	.1	.6	22	59	22	59	.1	.9	22	59	22	59	.1	.7
KYA	115	386	115	386	.3	2.4	36	66	36	66	.2	1.5	108	353	108	353	.5	3.2
KYA FM	113	214	110	208	.3	2.3	31	74	28	68	.2	1.2	113	214	110	208	.5	3.3
KRAK	197	626	33	148	.1	.7	132	395	14	71	.1	.6	146	458	23	105	.1	.7
METRO TOTALS	4885	11943	14.7				METRO TOTALS	2423	5937	15.3			METRO TOTALS	3328	8196	14.7		

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	ADULTS																			
	18+						25-49						18-49							
	TOTAL SURVEY AREA			METRO SURVEY AREA			TOTAL SURVEY AREA			METRO SURVEY AREA			TOTAL SURVEY AREA			METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING
KABL	131	527		119	486	.4	4.5	75	266	63	225	.4	5.8	84	311	72	270	.3	4.4	
KABL FM	67	163		67	163	.2	2.5	40	61	40	61	.3	3.7	40	61	40	61	.2	2.4	
KARA	42	209		39	200	.1	1.5	3	18	3	18		.3	42	209	39	200	.2	2.4	
KBAY	167	381		152	331	.5	5.7	86	195	80	178	.5	7.4	90	231	84	214	.4	5.1	
KCBS	149	744		115	572	.3	4.3	31	184	26	160	.2	2.4	31	184	26	160	.1	1.6	
KCBS FM	33	73		33	73	.1	1.2							7	36	7	36		.4	
KDIA	39	167		39	167	.1	1.5	4	19	4	19		.4	36	153	36	153	.2	2.2	
KEEN	23	140		23	140	.1	.9	17	87	17	87	.1	1.6	21	123	21	123	.1	1.3	
*KFAK																				
KFOG	136	398		131	377	.4	5.0	80	267	80	267	.5	7.4	80	267	80	267	.4	4.8	
KFRC	127	706		87	515	.3	3.3	44	187	31	83	.2	2.9	124	672	87	515	.4	5.3	
KGO	458	1312		381	1077	1.1	14.4	55	213	47	179	.3	4.4	55	213	47	179	.2	2.8	
KDFC	102	222		102	222	.3	3.9	53	109	53	109	.3	4.9	59	138	59	138	.3	3.6	
KIOI	93	264		93	264	.3	3.5	35	165	35	165	.2	3.2	88	240	88	240	.4	5.3	
KJAZ	46	195		46	195	.1	1.7	16	80	16	80	.1	1.5	46	195	46	195	.2	2.8	
KKEE	7	35		3	25		.1	7	35	3	25		.3	7	35	3	25		.2	
KKHI	45	161		45	161	.1	1.7	18	78	18	78	.1	1.7	18	78	18	78	.1	1.1	
KKHI FM	10	41		8	36		.3	3	19	3	19		.3	3	19	3	19		.2	
TOTAL	55	202		53	196	.2	2.0	21	97	21	97	.1	2.0	21	97	21	97	.1	1.3	
KKIS	20	91		20	91	.1	.8	4	15	4	15		.4	4	15	4	15		.2	
KLIV	38	193		38	193	.1	1.4	18	53	18	53	.1	1.7	36	175	36	175	.2	2.2	
KLOK	24	109		13	84		.5	3	14	3	14		.3	11	77	9	63		.5	
KNBR	99	409		81	327	.2	3.1	82	264	73	223	.5	6.8	92	375	77	305	.3	4.7	
KNBR FM	4	21												4	21					
KNEW	72	377		72	374	.2	2.7	25	156	25	156	.2	2.3	65	358	65	358	.3	3.9	
KOME	17	81		17	81	.1	.6	17	81	17	81	.1	1.6	17	81	17	81	.1	1.0	
KPSJ	21	38		21	38	.1	.8	21	38	21	38	.1	1.9	21	38	21	38	.1	1.3	
KSAN	146	368		146	368	.4	5.5	65	165	65	165	.4	6.0	140	354	140	354	.6	8.5	
KSFO	220	845		195	750	.6	7.4	98	432	76	378	.5	7.0	98	432	76	378	.3	4.6	
KSFX	62	210		62	210	.2	2.3	54	135	54	135	.3	5.0	62	210	62	210	.3	3.8	
KSJO	98	146		91	121	.3	3.4	35	54	35	54	.2	3.2	98	146	91	121	.4	5.5	
KXRX	13	82		13	82		.5	4	32	4	32		.4	4	32	4	32		.2	
KYA	55	186		55	186	.2	2.1	24	27	24	27	.2	2.2	55	186	55	186	.2	3.3	
KYA FM	42	224		41	216	.1	1.6	1	6					42	224	41	216	.2	2.5	
KRAK	89	336		11	31		.4	52	202					52	202					
METRO TOTALS			2645	7804	8.0			METRO TOTALS		1079	3185	6.8		METRO TOTALS		1653	5035	7.3		

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 55

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
6.00AM-10.00AM

STATION CALL LETTERS	ADULTS																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA		AVG. PERS. RATING	AVG. PERS. SHARE	TOTAL SURVEY AREA		METRO SURVEY AREA		AVG. PERS. RATING	AVG. PERS. SHARE	TOTAL SURVEY AREA		METRO SURVEY AREA		AVG. PERS. RATING	AVG. PERS. SHARE
AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)			CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)			CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)		
KABL	271	883	271	883	.8	8.5	82	275	82	275	.5	7.0	110	353	110	353	.5	6.4
KABL FM	120	311	118	306	.4	3.7	45	87	45	87	.3	3.8	52	116	52	116	.2	3.0
+ TOTAL	391	1193	389	1188	1.2	12.2	127	362	127	362	.8	10.8	162	469	162	469	.7	9.4
KARA	4	68	4	68		.1	2	32	2	32		.2	4	68	4	68		.2
KBAY	188	588	143	404	.4	4.5	55	215	34	156	.2	2.9	64	289	34	156	.2	2.0
KCBS	677	2172	496	1605	1.5	15.5	198	627	163	548	1.0	13.9	207	734	167	617	.7	9.7
KCBS FM	45	198	23	124	.1	.7	31	137	18	87	.1	1.5	31	137	18	87	.1	1.0
KDIA	163	318	163	318	.5	5.1	78	197	78	197	.5	6.7	147	290	147	290	.7	8.5
KEEN	33	114	33	114	.1	1.0	11	58	11	58	.1	.9	11	58	11	58		.6
KFAX	23	75	23	75	.1	.7	8	34	8	34	.1	.7	8	34	8	34		.5
KFOG	125	450	125	450	.4	3.9	68	215	68	215	.4	5.8	78	268	78	268	.3	4.5
KFRC	141	652	105	576	.3	3.3	18	112	16	93	.1	1.4	129	608	94	541	.4	5.4
KGO	325	1133	295	1032	.9	9.2	74	269	72	264	.5	6.2	91	343	89	338	.4	5.1
KIBE																		
KDFC	14	99	14	99		.4	8	33	8	33	.1	.7	11	86	11	86		.6
TOTAL	14	99	14	99		.4	8	33	8	33	.1	.7	11	86	11	86		.6
KIOI	128	552	128	552	.4	4.0	99	419	99	419	.6	8.5	112	515	112	515	.5	6.5
KJAZ	6	25	6	25		.2	6	25	6	25		.5	6	25	6	25		.3
KKEE	12	48	12	48		.4												
KKHI	30	69	30	69	.1	.9												
KKHI FM	41	103	41	103	.1	1.3	11	51	11	51	.1	.9	11	51	11	51		.6
TOTAL	71	172	71	172	.2	2.2	11	51	11	51	.1	.9	11	51	11	51		.6
KKIS	24	130	3	25		.1	11	86	3	25		.3	11	86	3	25		.2
KLIV	1	15	1	15														
KLOK	96	510	83	444	.3	2.6	52	297	48	282	.3	4.1	82	441	70	380	.3	4.0
KNBR	148	401	115	246	.3	3.6	36	174	18	101	.1	1.5	99	276	71	154	.3	4.1
KNBR FM	6	29	5	19		.2	5	19	5	19		.4	5	19	5	19		.3
TOTAL	154	430	120	265	.4	3.8	41	193	23	120	.1	1.9	104	295	76	173	.3	4.4
KNEW	44	183	43	174	.1	1.3	1	9					12	63	11	54		.6
KOME	45	117	45	117	.1	1.4							45	117	45	117	.2	2.6
KPSJ	11	19	11	19		.3	11	19	11	19	.1	.9	11	19	11	19		.6
KSAN	68	249	68	249	.2	2.1	17	57	17	57	.1	1.5	58	201	58	201	.3	3.4
*KSAY	35	179	35	179	.1	1.1	19	80	19	80	.1	1.6	29	142	29	142	.1	1.7
KSFO	217	737	214	688	.6	6.7	135	485	132	436	.8	11.3	142	514	139	465	.6	8.0
KSFX	32	83	32	83	.1	1.0							32	83	32	83	.1	1.8
KSJO	2	33	2	33		.1	2	33	2	33		.2	2	33	2	33		.1
KXRX	53	173	53	173	.2	1.7	26	87	26	87	.2	2.2	26	87	26	87	.1	1.5
KYA	72	344	70	339	.2	2.2	7	54	7	54		.6	68	323	68	323	.3	3.9
KYA FM	42	159	42	159	.1	1.3	29	70	29	70	.2	2.5	42	159	42	159	.2	2.4
KRAK	110	375	51	143	.2	1.6	55	208	25	92	.2	2.1	55	208	25	92	.1	1.4
METRO TOTALS			3201	9766	9.6		METRO TOTALS		1170	4098	7.4		METRO TOTALS		1730	6038	7.7	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	359	1042	359	1042	1.1	5.3	183	509	183	509	1.2	5.8	183	509	183	509	.8	4.1
KABL FM	215	378	214	375	.6	3.1	121	222	121	222	.8	3.8	133	251	133	251	.6	2.9
KARA	83	241	72	220	.2	1.1	14	45	14	45	.1	.4	83	241	72	220	.3	1.6
KBAY	380	865	282	598	.8	4.1	150	359	101	251	.6	3.2	179	501	108	287	.5	2.4
KCBS	458	1818	316	1408	1.0	4.6	134	587	104	472	.7	3.3	136	604	104	472	.5	2.3
KCBS FM	116	321	91	250	.3	1.3	67	180	47	131	.3	1.5	105	262	85	213	.4	1.9
KDIA	94	263	94	263	.3	1.4	40	100	40	100	.3	1.3	80	210	80	210	.4	1.8
KEEN	190	453	183	408	.6	2.7	99	191	99	191	.6	3.1	105	239	105	229	.5	2.3
KFAX	45	130	29	110	.1	.4	19	66	19	66	.1	.6	19	66	19	66	.1	.4
KFOG	307	753	284	685	.9	4.2	191	438	191	438	1.2	6.1	199	491	199	491	.9	4.4
KFRC	359	1254	243	826	.7	3.6	110	530	73	374	.5	2.3	322	1175	214	776	.9	4.7
KGO	448	1182	396	1008	1.2	5.8	129	360	104	292	.7	3.3	130	389	105	321	.5	2.3
KIBE	8	62	8	62		.1	8	62	8	62	.1	.3	8	62	8	62		.2
KDFC	148	452	145	446	.4	2.1	53	204	50	198	.3	1.6	107	349	104	343	.5	2.3
TOTAL	156	514	153	508	.5	2.2	61	266	58	260	.4	1.9	115	411	112	405	.5	2.5
KIOI	316	795	304	773	.9	4.5	170	487	170	487	1.1	5.4	286	755	286	755	1.3	6.3
KJAZ	35	165	35	165	.1	.5	18	80	18	80	.1	.6	29	133	29	133	.1	.6
KKEE	49	91	46	76	.1	.7	41	49	40	44	.3	1.3	41	49	40	44	.2	.9
KKHI	88	252	88	252	.3	1.3	28	64	28	64	.2	.9	44	145	44	145	.2	1.0
KKHI FM	62	172	55	153	.2	.8	23	76	23	76	.1	.7	27	105	27	105	.1	.6
TOTAL	150	424	143	405	.4	2.1	51	140	51	140	.3	1.6	71	250	71	250	.3	1.6
KKIS	72	220	66	162	.2	1.0	37	132	34	103	.2	1.1	37	132	34	103	.2	.8
KLIV	64	272	64	272	.2	.9	16	45	16	45	.1	.5	55	236	55	236	.2	1.2
KLOK	257	727	227	645	.7	3.3	199	452	186	411	1.2	5.9	246	703	220	630	1.0	4.9
KNBR	136	632	108	473	.3	1.6	57	386	39	309	.2	1.2	112	525	85	398	.4	1.9
KNBR FM	157	307	153	303	.5	2.2	118	189	114	185	.7	3.6	126	227	122	223	.5	2.7
KNEW	76	255	75	245	.2	1.1	34	136	33	126	.2	1.0	70	193	69	183	.3	1.5
KOME	127	242	127	242	.4	1.9	62	116	62	116	.4	2.0	127	242	127	242	.6	2.8
KPSJ	44	82	44	82	.1	.6	44	82	44	82	.3	1.4	44	82	44	82	.2	1.0
KSAN	232	560	232	560	.7	3.4	37	100	37	100	.2	1.2	210	516	210	516	.9	4.7
KSAY	200	360	199	356	.6	2.9	107	174	106	170	.7	3.4	173	290	172	286	.8	3.8
KSFO	1112	2747	1061	2584	3.2	15.6	507	1271	479	1180	3.0	15.2	604	1573	573	1459	2.5	12.7
KSFY	127	254	127	254	.4	1.9	63	142	63	142	.4	2.0	127	254	127	254	.6	2.8
KSJO	118	203	111	178	.3	1.6	13	18	13	18	.1	.4	118	203	111	178	.5	2.5
KXRX	102	275	96	259	.3	1.4	28	87	25	81	.2	.8	36	108	30	92	.1	.7
KYA	98	488	98	488	.3	1.4	32	106	32	106	.2	1.0	84	389	84	389	.4	1.9
KYA FM	57	141	57	141	.2	.8							57	141	57	141	.3	1.3
KRAK	105	408	2	51			50	96					69	143				
METRO TOTALS			6810	15382	20.5		METRO TOTALS		3151	7203	19.9		METRO TOTALS		4511	10264	20.0	

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 57

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
3.00PM-7.00PM

STATION CALL LETTERS	ADULTS																	
	18+						25-49						18-49					
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	279	960	276	945	.8	5.2	143	479	140	464	.9	6.2	149	524	146	509	.6	4.5
KABL FM	168	331	168	331	.5	3.2	127	214	127	214	.8	5.6	127	214	127	214	.6	3.9
KARA	64	123	64	123	.2	1.2	4	18	4	18		.2	40	90	40	90	.2	1.2
KBAY	232	476	122	275	.4	2.3	89	154	24	68	.2	1.1	133	275	33	104	.1	1.0
KCBS	240	991	173	759	.5	3.3	49	266	35	219	.2	1.5	64	420	48	359	.2	1.5
KCBS FM	27	78	18	59	.1	.3	4	22	4	22		.2	4	22	4	22		.1
KDIA	67	247	67	247	.2	1.3	51	112	51	112	.3	2.3	67	247	67	247	.3	2.1
KEEN	71	328	63	293	.2	1.2	34	124	34	124	.2	1.5	38	193	38	193	.2	1.2
*KFAX	10	50	10	50		.2	10	50	10	50	.1	.4	10	50	10	50		.3
KFOG	242	503	203	390	.6	3.9	123	230	123	230	.8	5.4	123	230	123	230	.5	3.8
KFRC	332	976	148	508	.4	2.8	139	327	95	223	.6	4.2	323	946	144	493	.6	4.5
KGO	425	1046	385	922	1.2	7.3	100	273	85	234	.5	3.8	105	294	85	234	.4	2.6
*KIBE	7	32	7	32		.1	7	32	7	32		.3	7	32	7	32		.2
KDFC	45	118	42	112	.1	.8	20	41	17	35	.1	.8	20	41	17	35	.1	.5
TOTAL	52	150	49	144	.1	.9	27	73	24	67	.2	1.1	27	73	24	67	.1	.7
KIOI	240	554	226	534	.7	4.3	104	336	104	336	.7	4.6	215	504	201	484	.9	6.2
KJAZ	7	60	7	60		.1	5	44	5	44		.2	5	44	5	44		.2
KKEE	65	142	56	121	.2	1.1	37	65	28	44	.2	1.2	37	65	28	44	.1	.9
KKHI	161	369	161	369	.5	3.1	65	160	65	160	.4	2.9	76	205	76	205	.3	2.4
KKHI FM	48	137	48	137	.1	.9	11	65	11	65	.1	.5	30	103	30	103	.1	.9
TOTAL	209	505	209	505	.6	4.0	76	224	76	224	.5	3.4	106	307	106	307	.5	3.3
KKIS	77	297	67	212	.2	1.3	35	153	29	98	.2	1.3	35	153	29	98	.1	.9
KLIV	31	161	31	161	.1	.6							27	128	27	128	.1	.8
KLOK	119	417	107	383	.3	2.0	91	307	87	293	.5	3.8	114	388	105	365	.5	3.3
KNBR	175	511	130	310	.4	2.5	104	377	70	228	.4	3.1	161	459	123	281	.5	3.8
KNBR FM	163	265	159	261	.5	3.0	45	83	41	79	.3	1.8	95	175	91	171	.4	2.8
KNEW	87	261	85	251	.3	1.6	75	175	73	165	.5	3.2	79	244	77	234	.3	2.4
KOME	69	158	69	158	.2	1.3	42	84	42	84	.3	1.9	69	158	69	158	.3	2.1
KPSJ	72	154	72	154	.2	1.4	36	82	36	82	.2	1.6	45	118	45	118	.2	1.4
KSAN	144	284	144	284	.4	2.7	34	50	34	50	.2	1.5	128	251	128	251	.6	4.0
*KSAY	42	156	41	152	.1	.8	33	117	32	113	.2	1.4	33	117	32	113	.1	1.0
KSFO	1188	2380	1162	2309	3.5	22.1	459	831	444	804	2.8	19.6	571	1176	552	1135	2.4	17.1
KSFX	118	194	114	181	.3	2.2	56	85	56	85	.4	2.5	118	194	114	181	.5	3.5
KSJO	56	138	56	138	.2	1.1	3	31	3	31		.1	56	138	56	138	.2	1.7
KRRX	56	80	56	80	.2	1.1	2	18	2	18		.1	2	18	2	18		.1
KYA	40	301	40	301	.1	.8	25	104	25	104	.2	1.1	40	301	40	301	.2	1.2
KYA FM	55	94	55	94	.2	1.0	11	50	11	50	.1	.5	55	94	55	94	.2	1.7
KRAK	172	321	102	156	.3	1.9	72	179	45	99	.3	2.0	129	236	102	156	.5	3.2
METRO TOTALS			5269	11805	15.9		METRO TOTALS		2263	5410	14.3		METRO TOTALS		3226	7528	14.3	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	ADULTS																					
	18+						25-49						18-49									
	TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA				TOTAL SURVEY AREA		METRO SURVEY AREA							
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE				
KABL	156	589	156	589	.5	5.4	64	252	64	252	.4	5.6	82	297	82	297	.4	4.3				
KABL FM	77	198	75	194	.2	2.6	41	66	39	62	.2	3.4	46	119	44	115	.2	2.3				
KARA	58	181	58	181	.2	2.0	6	31	6	31	.5	5.3	53	148	53	148	.2	2.8				
KBAY	147	429	90	305	.3	3.1	52	144	3	41	.3	7.7	261	28	158	.1	1.5					
KCBS	187	932	146	748	.4	5.0	68	353	59	330	.4	5.1	68	353	59	330	.3	3.1				
KCBS FM	50	145	9	73		.3	35	50					42	86	7	36		.4				
KDIA	68	255	68	255	.2	2.3	19	89	19	89	.1	1.7	57	217	57	217	.3	3.0				
KEEN	7	35	7	35		.2	4	18	4	18	.3	4	18	4	18	4	18	.2				
*KFAX	3	25	3	25		.1	3	25	3	25	.3	3	25	3	25	3	25	.2				
KFOG	42	271	42	271	.1	1.4	34	216	34	216	.2	3.0	34	216	34	216	.2	1.8				
KFRC	198	758	124	506	.4	4.3	37	144	37	144	.2	3.2	185	735	112	486	.5	5.9				
KGO	496	1252	419	1005	1.3	14.4	86	223	77	193	.5	6.7	97	265	77	193	.3	4.1				
KOFC	64	211	64	211	.2	2.2	32	56	32	56	.2	2.8	46	147	46	147	.2	2.4				
KIOI	162	492	162	492	.5	5.6	84	312	84	312	.5	7.3	152	462	152	462	.7	8.0				
KJAZ	71	127	71	127	.2	2.4	42	44	42	44	.3	3.7	71	127	71	127	.3	3.7				
KKEE	4	49	4	45		.1		4						4								
KKHI	48	192	46	188	.1	1.6	20	59	20	59	.1	1.7	28	112	28	112	.1	1.5				
KKHI FM	79	250	79	250	.2	2.7	49	117	49	117	.3	4.3	61	146	61	146	.3	3.2				
TOTAL	127	440	125	436	.4	4.3	69	176	69	176	.4	6.0	89	258	89	258	.4	4.7				
KKIS	37	127	33	101	.1	1.1	8	66	4	40	.3	8	66	4	40			.2				
KLIV	61	265	61	265	.2	2.1	11	64	11	64	.1	1.0	48	229	48	229	.2	2.5				
KLOK	38	171	34	161	.1	1.2	31	135	27	125	.2	2.3	31	135	27	125	.1	1.4				
KNBR	36	350	18	197	.1	.6	27	260	11	123	.1	1.0	34	334	18	197	.1	1.0				
KNBR FM	7	19	3	15		.1	4	4					4	4								
KNEW	63	284	62	274	.2	2.1	30	139	29	129	.2	2.5	55	253	54	243	.2	2.9				
KOME	53	176	53	176	.2	1.8	36	114	36	114	.2	3.1	45	159	45	159	.2	2.4				
KPSJ	42	123	42	123	.1	1.4	24	51	24	51	.2	2.1	31	87	31	87	.1	1.6				
KSAN	140	361	123	303	.4	4.2	39	121	22	63	.1	1.9	129	326	112	268	.5	5.9				
KSFO	208	1073	196	1018	.6	6.7	114	616	108	588	.7	9.4	114	616	108	588	.5	5.7				
KSFX	42	254	40	240	.1	1.4	11	32	11	32	.1	1.0	42	254	40	240	.2	2.1				
KSJO	39	141	37	132	.1	1.3	22	58	20	49	.1	1.7	39	141	37	132	.2	2.0				
KXRX	10	65	5	50		.2	7	56	5	50	.4	10	65	5	50			.3				
KYA	60	403	49	358	.1	1.7	23	126	12	81	.1	1.0	54	367	43	322	.2	2.3				
KYA FM	17	127	16	125		.5	7	81	7	81	.6	17	127	16	125			.1	.8			
KRAK	50	258	25	131	.1	.9	15	84	14	74	.1	1.2	26	141	25	131	.1	1.3				
METRO TOTALS	2914		8954		8.8		METRO TOTALS		1150		3799		7.3		METRO TOTALS		1894		6029		8.4	

ADULTS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 59

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6.00AM-10.00AM

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM TOTAL		15 15				
KARA	9	15	9	15	.2	1.5
KBAY	3	37		9		
KCBS	20	334	15	241	.3	2.5
KCBS FM						
KDIA	26	301	26	301	.5	4.3
KEEN	3	38	3	38	.1	.5
KFAX						
KFOG		13				
KFRC	200	2030	161	1641	3.1	26.4
KGO	11	180	7	143	.1	1.1
KIBE KDFC TOTAL	1 1	2 2	1 1	2 2		.2 .2
KIOI	28	331	28	331	.5	4.6
KJAZ						
KKEE						
KKHI KKHI FM TOTAL						
KKIS						
KLIV	50	476	50	457	1.0	8.2
KLOK	16	168	12	140	.2	2.0
KNBR	11	174	10	158	.2	1.6
KNBR FM	3	21	3	21	.1	.5
KNEW	8	136	8	136	.2	1.3
KOME	13	174	13	174	.2	2.1
KPSJ						
KSAN	23	176	23	176	.4	3.8
KSAY	1	9	1	9		.2
KSFO	13	114	12	108	.2	2.0
KSFX	13	105	6	90	.1	1.0
KSJO	14	146	13	135	.2	2.1
KXRX		9		9		
KYA	134	1505	133	1478	2.5	21.8
KYA FM	49	355	49	355	.9	8.0
KRAK	3	61				
METRO TOTALS			609	3998	11.7	

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM TOTAL	1 1	35 37		21 23		
KARA	13	53	13	53	.2	3.1
KBAY	3	42	2	23		.5
KCBS	6	25	5	21	.1	1.2
KCBS FM	3	15	3	15	.1	.7
KDIA	21	197	21	197	.4	5.0
KEEN	3	30	3	30	.1	.7
KFAX						
KFOG	1	13				
KFRC	146	1990	109	1556	2.1	25.7
KGO	6	42	4	23	.1	.9
KIBE KDFC TOTAL		2 2		2 2		
KIOI	11	166	11	166	.2	2.6
KJAZ						
KKEE		28		28		
KKHI KKHI FM TOTAL	6 6	30 30	6 6	30 30	.1 .1	1.4 1.4
KKIS						
KLIV	30	526	30	515	.6	7.1
KLOK	7	76	6	50	.1	1.4
KNBR	4	65	4	48	.1	.9
KNBR FM	3	43	3	43	.1	.7
KNEW	8	149	5	126	.1	1.2
KOME	7	73	7	73	.1	1.7
KPSJ						
KSAN	26	214	26	214	.5	6.1
KSAY	3	48	3	48	.1	.7
KSFO	5	147	5	147	.1	1.2
KSFX	6	41	6	41	.1	1.4
KSJO	10	103	10	103	.2	2.4
KXRX		5				
KYA	71	1178	69	1135	1.3	16.3
KYA FM	49	423	48	405	.9	11.3
KRAK	2	74	1	30		.2
METRO TOTALS			424	3383	8.1	

TEENS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 61

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
3.00PM-7.00PM

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	8	109	8	105	.2	1.1
KABL FM	4	68	4	68	.1	.5
TOTAL	12	177	12	173	.2	1.6
KARA	11	91	11	91	.2	1.5
KBAY	3	62	3	44	.1	.4
KCBS	3	39	3	35	.1	.4
KCBS FM						
KOIA	19	231	19	231	.4	2.6
KEEN	11	109	11	109	.2	1.5
KFAX						
KFOG	1	13				
KFRC	269	2542	217	1950	4.2	29.7
KGO	5	80	3	71	.1	.4
KIBE						
KDFC		15		15		
TOTAL		15		15		
KIOI	34	352	34	339	.7	4.7
KJAZ						
KKEE	2	56	2	56		.3
KKHI	2	58	2	58		.3
KKHI FM						
TOTAL	2	58	2	58		.3
KKIS		4				
KLIV	37	465	36	454	.7	4.9
KLOK	12	149	7	109	.1	1.0
KNBR	3	124	1	36		.1
KNBR FM						
KNEW	8	171	8	156	.2	1.1
KOME	10	108	10	108	.2	1.4
KPSJ						
KSAN	36	318	36	318	.7	4.9
KSAY	* 2	* 76	* 2	* 76		.3
KSFO	23	298	23	298	.4	3.1
KSFX	8	129	6	97	.1	.8
KSJO	14	189	14	189	.3	1.9
KXRX						
KYA	153	1758	152	1739	2.9	20.8
KYA FM	72	572	68	554	1.3	9.3
KRAK	3	92				
METRO TOTALS			731	4314	14.0	

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	13	111	12	103	.2	1.8
KABL FM	5	90	5	90	.1	.8
KARA	7	73	7	73	.1	1.1
KBAY	5	53	3	29	.1	.5
KCBS	2	56	2	56		.3
KCBS FM	1	22	1	22		.2
KOIA	12	181	12	181	.2	1.8
KEEN	11	105	11	105	.2	1.7
KFAX						
KFOG	1	50		37		
KFRC	199	2222	165	1745	3.2	25.0
KGO	10	164	7	137	.1	1.1
KDFC	1	15	1	15		.2
KIOI	34	453	34	453	.7	5.1
KJAZ						
KKEE	4	56	4	56	.1	.6
KKHI	1	28	1	28		.2
KKHI FM						
TOTAL	1	28	1	28		.2
KKIS	1	15	1	15		.2
KLIV	37	502	37	502	.7	5.6
KLOK	14	159	12	143	.2	1.8
KNBR	1	35	1	35		.2
KNBR FM	2	24	2	21		.3
KNEW	11	265	11	265	.2	1.7
KOME	26	195	26	195	.5	3.9
KPSJ						
KSAN	26	272	26	272	.5	3.9
KSFO	34	349	34	344	.7	5.1
KSFX	19	226	10	184	.2	1.5
KSJO	13	205	12	199	.2	1.8
KXRX						
KYA	114	1573	114	1573	2.2	17.2
KYA FM	64	503	63	485	1.2	9.5
KRAK	3	71				
METRO TOTALS			661	4032	12.7	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
6.00AM-10.00AM

SATURDAY
10.00AM-3.00PM

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM						
KARA	7	29	7	29	.1	1.3
KBAY	4	26	3	21	.1	.5
KCBS	5	21	5	21	.1	.9
KCBS FM						
KDIA	45	127	45	127	.9	8.1
KEEN	3	21	3	21	.1	.5
KFAX						
KFOG	2	13				
KFRC	263	845	210	664	4.0	38.0
KGO	5	51	5	51	.1	.9
KIBE KDFC TOTAL						
KIOI	18	65	18	65	.3	3.3
KJAZ						
KKEE						
KKHI KKHI FM TOTAL						
KKIS						
KLIV	37	135	37	135	.7	6.7
KLOK	14	106	13	95	.2	2.4
KNBR	3	9	1	4		.2
KNBR FM						
KNEW	4	30	4	30	.1	.7
KOME	5	29	5	29	.1	.9
KPSJ						
KSAN	12	45	12	45	.2	2.2
KSAY						
KSFO	6	59	6	59	.1	1.1
KSFX	16	56	9	41	.2	1.6
KSJO	1	5				
KXRX	1	9	1	9		.2
KYA	134	456	134	452	2.6	24.2
KYA FM	13	95	13	95	.2	2.4
KRAK	3	35				
METRO TOTALS			553	1685	10.6	

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM TOTAL						
KARA	28	53	28	53	.5	3.0
KBAY	25	41	21	21	.4	2.2
KCBS						
KCBS FM						
KDIA	43	150	43	150	.8	4.6
KEEN						
KFAX						
KFOG	5	13				
KFRC	358	1257	266	970	5.1	28.5
KGO						
KIBE KDFC TOTAL						
KIOI	15	72	15	72	.3	1.6
KJAZ						
KKEE						
KKHI KKHI FM TOTAL						
KKIS	1	4				
KLIV	65	247	65	247	1.2	7.0
KLOK	33	101	26	79	.5	2.8
KNBR	1	7		2		
KNBR FM						
KNEW	11	86	10	74	.2	1.1
KOME	5	44	5	44	.1	.5
KPSJ						
KSAN	32	166	32	166	.6	3.4
KSAY	1	9	1	9		.1
KSFO	17	97	17	97	.3	1.8
KSFX	12	41	12	41	.2	1.3
KSJO	16	108	15	102	.3	1.6
KXRX	1	2	1	2		.1
KYA	246	680	242	657	4.6	25.9
KYA FM	46	191	40	173	.8	4.3
KRAK	7	37				
METRO TOTALS			934	2489	17.9	

TEENS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 63

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SATURDAY
3.00PM-7.00PM

SATURDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM TOTAL	8 8	44 44	8 8	44 44	.2 .2	1.3 1.3
KARA	30	73	30	73	.6	4.9
KBAY	8	30	5	21	.1	.8
KCBS	1	15	1	15		.2
KCBS FM						
KDIA	27	87	27	87	.5	4.4
KEEN	17	33	17	33	.3	2.8
KFAX						
KFOG						
KFRC	186	739	136	543	2.6	22.3
KGO						
KIBE KDFC TOTAL	3 3	17 17	3 3	17 17	.1 .1	.5 .5
KIOI	48	135	42	123	.8	6.9
KJAZ						
KKEE	5	11				
KKHI KKHI FM TOTAL						
KKIS						
KLIV	54	194	54	194	1.0	8.9
KLOK	6	11				
KNBR						
KNBR FM						
KNEW	6	30	6	30	.1	1.0
KOME	6	44	6	44	.1	1.0
KPSJ						
KSAN	6	21	6	21	.1	1.0
KSAY						
KSFO	8	30	8	30	.2	1.3
KSFX	17	69	17	69	.3	2.8
KSJO	4	23	4	23	.1	.7
KXRX	1	2	1	2		.2
KYA	153	493	149	474	2.9	24.5
KYA FM	38	150	36	145	.7	5.9
KRAK	4	25				
METRO TOTALS			609	1801	11.7	

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM	3	30	3	30	.1	.6
KARA	10	44	10	44	.2	2.0
KBAY	7	24	4	15	.1	.8
KCBS						
KCBS FM						
KDIA	14	44	14	44	.3	2.8
KEEN	23	57	23	57	.4	4.6
KFAX						
KFOG						
KFRC	142	810	110	603	2.1	21.9
KGO	6	60	4	49	.1	.8
KDFC	1	2	1	2		.2
KIOI	10	42	7	29	.1	1.4
KJAZ						
KKEE	1	6				
KKHI KKHI FM TOTAL						
KKIS						
KLIV	38	102	38	102	.7	7.6
KLOK	2	31	1	21		.2
KNBR	8	30	8	30	.2	1.6
KNBR FM						
KNEW	9	30	9	30	.2	1.8
KOME	7	44	7	44	.1	1.4
KPSJ						
KSAN	20	46	20	46	.4	4.0
KSAY						
KSFO	22	104	22	104	.4	4.4
KSFX	15	59	6	45	.1	1.2
KSJO	14	58	11	53	.2	2.2
KXRX		2		2		
KYA	134	479	134	479	2.6	26.6
KYA FM	20	93	19	88	.4	3.8
KRAK						
METRO TOTALS			503	1681	9.6	

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
6.00AM-10.00AM

SUNDAY
10.00AM-3.00PM

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM TOTAL						
KARA	19	47	19	47	.4	5.7
KBAY						
KCBS						
KCBS FM	4	30	4	30	.1	1.2
KDIA	13	42	13	42	.2	3.9
KEEN						
KFAX						
KFOG	2	19	2	19		.6
KFRC	76	474	60	365	1.1	18.1
KGO						
KIBE KDFC TOTAL						
KIOI	11	70	11	70	.2	3.3
KJAZ						
KKEE						
KKHI KKHI FM TOTAL						
KKIS	3	24				
KLIV	34	149	34	149	.7	10.2
KLOK	5	40	2	28		.6
KNBR KNBR FM TOTAL	4	39	1	15		.3
KNEW						
KOME	5	29	5	29	.1	1.5
KPSJ						
KSAN	18	59	18	59	.3	5.4
KSAY						
KSFO	10	122	10	122	.2	3.0
KSFX	7	15				
KSJO	2	15	2	15		.6
KXRX		2		2		
KYA	83	325	83	325	1.6	25.0
KYA FM	45	197	45	197	.9	13.6
KRAK	1	10				
METRO TOTALS			332	1311	6.4	

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL KABL FM	6	22	6	22	.1	.8
KARA	12	15	12	15	.2	1.7
KBAY	1	5				
KCBS	7	24	7	24	.1	1.0
KCBS FM	6	30	6	30	.1	.8
KDIA	8	42	8	42	.2	1.1
KEEN		2		2		
KFAX						
KFOG	1	13				
KFRC	296	1000	208	751	4.0	28.8
KGO	3	20	3	15	.1	.4
KIBE KDFC TOTAL	3	17	3	17	.1	.4
KIOI	23	129	12	116	.2	1.7
KJAZ						
KKEE						
KKHI KKHI FM TOTAL						
KKIS						
KLIV	63	227	63	227	1.2	8.7
KLOK	15	55	8	44	.2	1.1
KNBR KNBR FM	1	4				
KNEW	7	17	7	17	.1	1.0
KOME	14	44	14	44	.3	1.9
KPSJ						
KSAN	34	122	34	122	.7	4.7
KSAY	2	18	2	18		.3
KSFO	48	160	48	160	.9	6.6
KSFX						
KSJO	21	79	20	73	.4	2.8
KXRX						
KYA	156	581	156	577	3.0	21.6
KYA FM	42	245	40	239	.8	5.5
KRAK	5	31				
METRO TOTALS			723	2060	13.8	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. PAGE 65

TEENS

QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

SUNDAY
3.00PM-7.00PM

SUNDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	11	30	11	30	.2	1.9
KABL FM	10	21	10	21	.2	1.8
KARA	13	53	13	53	.2	2.3
KBAY						
KCBS						
KCBS FM						
KDIA	16	42	16	42	.3	2.8
KEEN						
KFAX						
KFOG	4	13				
KFRC	145	697	110	515	2.1	19.3
KGO						
KIBE						
KDFC	1	2	1	2		.2
TOTAL	1	2	1	2		.2
KIOI	41	144	40	132	.8	7.0
KJAZ						
KKEE	4	6				
KKHI	8	44	8	44	.2	1.4
KKHI FM						
TOTAL	8	44	8	44	.2	1.4
KKIS						
KLIV	52	150	50	145	1.0	8.8
KLOK	5	34	3	23	.1	.5
KNBR	14	89	2	29		.4
KNBR FM	23	30	23	30	.4	4.0
KNEW	14	61	11	47	.2	1.9
KOME	3	15	3	15	.1	.5
KPSJ						
KSAN						
KSAY						
KSFO	57	111	57	111	1.1	10.0
KSFX						
KSJO	13	48	12	37	.2	2.1
KXRX						
KYA	103	327	101	323	1.9	17.8
KYA FM	38	93	30	80	.6	5.3
KRAK	21	40	19	30	.4	3.3
METRO TOTALS			569	1528	10.9	

STATION CALL LETTERS	TEENS 12-17					
	TOTAL SURVEY AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
KABL	21	59	21	59	.4	3.7
KABL FM	4	21	4	21	.1	.7
KARA	29	67	29	67	.6	5.1
KBAY	8	26	5	15	.1	.9
KCBS						
KCBS FM						
KDIA	2	21	2	21		.3
KEEN	6	35	6	35	.1	1.0
KFAX	* 12	* 24	* 12	* 24	* .2	* 2.1
KFOG						
KFRC	193	697	178	606	3.4	31.1
KGO	6	53	4	41	.1	.7
KDFC						
KIOI	3	44	3	44	.1	.5
KJAZ						
KKEE						
KKHI						
KKHI FM						
TOTAL						
KKIS						
KLIV	51	164	51	164	1.0	8.9
KLOK	19	50	18	44	.3	3.1
KNBR	5	50				
KNBR FM						
KNEW	28	91	28	91	.5	4.9
KOME	9	38	9	38	.2	1.6
KPSJ						
KSAN		2		2		
KSFO						
KSFX	12	59	3	44	.1	.5
KSJO	31	87	30	82	.6	5.2
KXRX						
KYA	82	401	82	401	1.6	14.3
KYA FM	42	161	42	155	.8	7.3
KRAK	6	30	6	30	.1	1.0
METRO TOTALS			572	1741	10.9	

NOTATIONS

AVERAGE QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
5-60 AM-6:00 AM

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS													SHARES - METRO SURVEY AREA												
TOTAL PERS. 12+	MEN				WOMEN				TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17	MEN				WOMEN				TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17	MEN				WOMEN											
	18-34	25-49	35-49	50+	18-34	25-49	35-49	50+				18-34	25-49	35-49	50+	18-34	25-49	35-49	50+				18-34	25-49	35-49	50+	18-34	25-49	35-49	50+	18-34	25-49	35-49	50+				
85	6	21	15	33	54	2	6	4	25	31	KABL	85	6	21	15	33	54	2	6	4	25	31	KABL	5.6	2.4	4.8	6.5	12.2	7.2	1.1	2.0	1.9	8.3	4.5				
11	3	4	1	4	4	1	1	1	6	7	KABL FM	11	3	4	1	4	4	1	1	1	6	7	KABL FM	.7	1.2	.9	.4	.5	.5	.6	.3	2.0	1.0	.3				
2						2					KARA	2											KARA	.1										.3				
40	2	2	2	23	25	1	1	13	14	1	KRAY	27	1	1	16	17	10	10					KRAY	1.8	.2	.4	.4	5.9	2.3			3.3	1.4					
329	29	90	61	86	176	28	103	75	46	149	4	KCBS	24.5	29	77	48	59	136	74	74	31	105	4	KCBS	16.0	11.5	17.7	20.8	21.8	18.0			25.2	34.9	10.2	15.2	4.7	
22	20	20	20	20	20	2	2	2	2	2	KCBS FM	-1											KCBS FM															
61						14	31	27	18	59	2	KDIA	61							14	31	27	18	59	2	KDIA	4.0						8.0	10.5	12.7	5.9	8.5	2.3
32	14	14	14	14	14	11	11	2	13	5	*KEEN	32	14	14	14	14	14	14	14	11	11	2	13	5	*KEEN	2.1	5.6	3.2			1.9		3.7	5.2	.7	1.9	5.8	
10	10	10	10	10	10	10	10	10	10	10	KFAX	10	10	10	10	10	10	10	10	10	10	10	KFAX	.7	2.3	4.3			1.3									
8	2	2	2	6	8	8	8	8	8	8	KFOG	8	2	2	6	8	8	8	8	8	8	8	KFOG	.5	.8	.5			2.2	1.1								
105	40	50	10	50	25	18	2	27	28	28	KFRC	92	33	43	10	43	25	18	2	27	27	27	KFRC	6.0	13.1	9.9	4.3		5.7	14.2	6.1	.9	3.9	25.6				
417	27	87	60	71	158	23	69	46	189	258	1	KGO	363	27	86	59	57	143	23	66	43	154	220	KGO	23.7	10.7	15.8	25.5	21.0	19.0	13.1	22.4	20.3	50.8	31.8			
51	7	29	22	29	11	8	8	19	3	3	KIOI	47	7	29	22	29	7	8	8	15	15	15	3	KIOI	3.1	2.8	6.7	9.5		3.6	4.0	2.7	3.8	2.2	3.5			
-1											KKEE	-1											KKEE															
-1											*KKHI	-1											*KKHI															
-1											*KKHI FM	-1											*KKHI FM															
8	8	8	8	8	8	8	8	8	8	8	*KKIS	8	8	8	8	8	8	8	8	8	8	8	*KKIS	.5	1.8	3.5			1.1									
8											KLIV	8											KLIV	.5														
30	3	8	5	2	10	13	8	6	19	1	KLOK	30	3	8	5	2	10	13	8	6	19	1	KLOK	2.0	1.2	1.8	2.2	.7	1.3	7.4	2.7	2.8	2.7	1.2				
34	7	15	8	2	17	2	5	4	11	17	KNBR	12	5	7	2	9	1	2	2	2	3	3	KNBR	.8	2.0	1.6	.9	.7	1.2	.6	.7	.9	.4					
26	18	20	4	20	4	4	4	12	6	6	KNBR FM	22	18	20	4	20	4	4	4	12	6	6	KNBR FM	1.8	7.1	2.4	2.3	.7	2.4	2.3	.7	.9	.6					
60	25	15	8	4	37	6	5	4	13	23	TOTAL	34	23	7	2	27	5	2	2	2	7	7	TOTAL	2.2	9.1	1.6	.9	.7	3.6	2.9	.7	.9	1.0					
62	20	15	5	11	36	26			26		KNEW	62	20	15	5	11	36	26				26	KNEW	4.0	7.9	3.4	2.2	4.1	4.8	4.8		3.8						
5	2										KONE	5	2										KONE	.3	.8				.3					3.5				
1											*KPSJ	-1											*KPSJ															
25	15	15	15	15	10	10	10	10	10	10	*KSAN	19	15	15	15	15	15	15	4	4	4	4	*KSAN	1.2	3.4	6.5			2.0	2.3	1.4		.6					
164	23	41	18	60	101	4	27	23	35	62	1	KSFO	160	23	41	18	57	98	4	27	23	35	62	1	KSFO	10.5	9.1	9.4	7.8	21.0	13.0	2.3	9.2	10.8	11.6	9.0		
2											KSFX	2											KSFX	.1														
-1											KSJO	-1											KSJO															
15	4	4	4	4	8	3	3	4	7	7	KRXX	15	4	4	4	4	8	3	3	4	7	7	KRXX	1.0	.9	1.7	1.5	1.1	1.0	1.4	1.3	1.0						
59	33	31									KYA	59	33	31									KYA	3.9	13.1	7.1			4.4	1.7	1.0	.4	26.7					
55	16										KYA FM	55	16										KYA FM	3.6	6.3				2.1	16.5	6.1	4.2	11.6					
60	11	34	23	5	39	9	11	2	10	21	*KRAX	11											*KRAX	.7					1.8	.7				.9				

TOTAL LISTENING IN METRO SURVEY AREA 1531 252 435 231 271 754 176 294 212 203 691 86

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
7:00AM-8:00AM

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS										SHARES - METRO SURVEY AREA													
MEN					WOMEN					TOTAL PERKS. 12+	STATION CALL LETTERS	MEN					WOMEN					TOTAL PERKS. 12+	STATION CALL LETTERS	MEN					WOMEN				
18-34	25-49	35-49	50+	18+ TOTAL	18-34	25-49	35-49	50+	18+ TOTAL			18-34	25-49	35-49	50+	18+ TOTAL	18-34	25-49	35-49	50+	18+ TOTAL			18-34	25-49	35-49	50+	18+ TOTAL	18-34	25-49	35-49	50+	18+ TOTAL
526	170	123	91	265	68	154	107	68	261	526	170	123	91	265	68	154	107	68	261	5.1	2.6	6.7	9.7	7.1	5.9	2.1	5.4	6.2	8.4	5.5			
98	3	3	26	29	4	28	24	33	61	87	3	3	23	26	4	28	24	33	61	KABL FM	0.8	0.2	1.1	1.8	0.6	0.2	1.4	2.2	1.8	1.3			
616	54	173	117	294	43	135	92	187	322	613	54	173	123	114	291	43	135	92	187	TOTAL	5.9	2.8	6.0	9.7	6.5	2.3	6.8	8.4	10.2	6.8			
120	76	29	76	201	30	6	6	36	8	106	72	25	72	20	8	6	6	26	8	KARA	1.0	3.6	1.0	1.0	1.6	1.1	0.4	0.5	0.7	0.7			
218	8	45	21	73	13	66	57	72	142	159	36	36	8	44	8	53	49	58	115	KBAY	1.5	1.4	2.0	0.6	1.8	0.4	2.7	4.5	3.2	2.4			
1848	169	462	328	426	923	142	282	188	552	1561	150	438	304	353	807	101	228	178	661	KCBS	15.0	7.6	17.2	24.1	27.4	17.8	5.5	11.4	15.5	25.2	15.4	2.0	
122	45	40	2	6	53	20	6	49	69	76	20	15	2	22	20	34	54	34	54	KCBS FM	0.7	1.0	0.6	0.2	0.5	1.1	0.1	1.9	1.1	0.1			
149	26	8	26	53	37	10	11	74	49	149	26	8	26	53	37	10	11	74	49	KDIA	1.4	1.3	0.3	0.3	0.6	2.9	1.9	0.9	0.6	1.6	4.5		
139	36	71	35	9	60	6	31	20	53	139	36	71	35	9	60	6	31	20	53	KEEM	1.3	1.8	2.8	2.8	0.7	1.8	0.3	1.6	2.6	1.0	1.1	0.6	
87	14	14	14	14	14	14	14	59	73	86	14	14	14	14	14	14	14	58	72	KPAX	0.8	0.8	0.8	0.8	1.1	0.3	0.7	0.7	3.2	1.5	0.5		
184	15	15	17	32	8	58	42	22	72	95	15	15	17	32	8	58	42	13	63	KFOG	0.9	0.8	0.6	0.6	1.3	0.7	0.4	2.5	3.8	0.7	1.3		
879	111	61	8	140	252	96	38	9	299	747	94	58	21	6	121	229	79	38	7	KFRC	7.2	4.8	2.3	1.7	0.5	2.7	12.5	4.0	3.5	0.4	5.8	32.4	
1222	86	145	117	272	475	38	231	213	477	1090	65	132	104	232	401	38	216	198	439	KGO	10.5	3.3	5.2	8.2	18.0	8.9	2.1	10.8	10.0	23.9	14.2	1.3	
8	4	1	1	5	1	2	1	1	3	7	4	1	1	5	4	1	1	1	2	KIBE	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1		
13	8	9	13	9	4	3	4	4	4	13	8	9	13	9	4	3	4	4	4	KDFC	0.1	0.4	0.4	0.4	0.4	0.2	0.2	0.2	0.2	0.1	0.1		
21	12	10	2	14	5	5	1	1	7	20	12	10	2	14	4	4	1	1	6	TOTAL	0.2	0.6	0.4	0.2	0.3	0.2	0.3	0.2	0.3	0.1	0.1		
367	158	164	45	2	205	90	83	20	110	363	158	164	45	2	285	86	83	20	106	KIOI	3.5	8.0	6.5	3.6	0.2	4.5	4.7	4.2	1.8	2.2	4.8		
11	6	6	5	11	23	29	1	2	26	58	6	6	5	11	23	29	1	2	26	KJAZ	0.1	0.2	0.5	0.4	0.2	0.1	0.2	0.1	0.2	0.1	0.6		
58	6	6	23	29	1	2	2	26	29	58	6	6	23	29	1	2	2	26	29	KKEE	0.6	0.3	0.2	0.2	1.8	0.6	0.1	0.1	0.2	1.4	0.6		
131	8	47	27	82	29	33	15	5	49	130	8	47	27	82	29	33	15	4	48	KKHI	1.3	0.4	1.8	3.7	2.1	1.8	1.6	1.7	1.4	0.2	1.0		
277	4	46	53	4	53	4	6	12	18	75	4	46	53	4	57	4	6	12	18	KKHI FM	0.7	0.2	1.7	3.5	0.7	1.3	0.2	0.3	0.2	0.7	0.4		
208	12	93	36	141	33	39	17	17	67	205	12	91	36	139	33	39	17	16	66	TOTAL	2.8	0.6	3.5	7.2	2.8	3.1	1.8	2.0	1.6	0.9	1.4		
95	35	46	32	11	78	9	2	6	17	69	25	37	23	11	59	6	2	2	10	KKIS	0.7	1.3	1.5	1.8	0.9	1.3	0.3	0.1	0.2	0.1	0.2		
209	71	26	71	37	24	17	3	57	81	209	71	26	71	37	24	17	3	57	81	KLIV	2.0	3.6	1.8	1.8	1.6	2.0	1.2	1.5	0.2	1.2	7.5		
431	140	104	12	5	157	188	172	32	19	485	135	102	12	3	150	176	165	32	18	KLOK	3.9	6.8	4.0	0.9	0.2	3.3	9.6	8.3	2.9	1.0	4.7	2.7	
645	112	270	179	52	343	100	131	82	184	380	48	121	78	43	169	72	78	33	92	KNBR	3.7	2.4	4.8	6.2	3.3	3.7	3.9	3.9	3.0	5.0	4.1	1.3	
125	47	24	22	8	77	41	15	1	6	111	47	21	19	7	73	38	11	38	38	KNBR FM	1.1	2.4	0.8	1.5	0.5	1.6	2.1	0.6	0.8	0.8	0.8		
363	122	127	21	18	161	183	66	13	197	363	122	127	21	10	161	183	66	13	197	KMEN	3.5	6.2	5.0	1.7	1.4	3.6	10.8	3.3	1.2	0.1	4.1	0.5	
88	39	10	88	39	10	8	7	2	15	88	39	10	8	7	2	15	22	27	27	KOME	0.8	2.0	0.4	0.4	0.9	0.4	0.1	0.8	0.5	2.5	0.5		
20	7	7	7	7	7	7	7	9	13	20	7	7	7	7	7	7	9	13	13	KPSJ	0.2	0.3	0.6	0.6	0.2	0.2	0.2	0.2	0.2	0.5	0.3		
242	107	27	8	9	124	99	32	5	184	231	107	27	8	9	124	88	21	5	93	KSAM	2.2	5.4	1.1	0.6	0.7	2.7	4.8	1.1	0.5	2.8	1.3		
120	20	63	51	11	82	21	21	16	37	128	20	63	51	11	82	21	21	16	37	KSAY	1.2	1.8	2.5	4.0	0.9	1.8	1.1	1.9	0.9	0.1	0.1		
1131	262	395	147	163	572	184	338	181	164	1800	240	373	147	163	550	166	310	171	164	KSFO	10.4	12.2	14.7	11.6	12.7	12.2	9.1	15.5	15.6	8.9	18.5	2.7	
137	39	24	39	75	67	3	78	20	78	122	39	24	39	75	67	3	78	5	78	KSPX	1.2	2.0	0.9	0.9	0.9	0.9	0.9	1.3	0.4	0.3	1.6	0.5	
146	62	34	10	72	45	4	2	47	27	134	62	34	10	62	45	4	2	47	25	KSJD	1.3	2.6	1.3	0.8	1.4	2.5	0.2	1.0	0.2	1.0	2.3		
158	14	59	45	54	113	3	24	21	45	158	14	59	45	54	113	3	24	21	45	KXRK	1.5	0.7	2.3	3.6	4.2	2.5	0.2	1.2	1.9	1.1	0.9		
376	43	3	6	69	77	29	7	13	97	374	43	3	6	69	77	29	7	13	97	KYA	3.6	2.2	0.1	0.5	1.1	1.1	4.2	1.5	0.6	0.7	2.8	21.8	
226	36	10	36	102	39	21	123	67	123	226	36	10	36	102	39	21	123	67	123	KYA FM	2.2	1.8	0.4	0.4	0.8	5.6	2.0	1.9	2.6	6.2	6.2		
402	95	200	112	24	231	57	114	61	47	139	78	104	33	7	118	9	9	12	21	KRAK	1.3	4.8	4.1	2.6	0.5	2.6	0.5	0.8	0.7	0.4	0.4		

FOOTNOTES: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM combination was not simulcast for complete time period. AMERICAN RESEARCH BUREAU

TOTAL LISTENING IN METRO SURVEY AREA 10375 1973 2541 1264 1287 4524 1634 1098 1833 4765 1086

AVERAGE QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
8:00AM-9:00AM

HOUR-BY-HOUR
AVERAGES

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS												SHARES - METRO SURVEY AREA													
MEN						WOMEN						TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17	MEN						WOMEN						TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17								
18-34	25-49	35-49	50+	18+	12-17	18-34	25-49	35-49	50+	18+	12-17				18-34	25-49	35-49	50+	18+	12-17	18-34	25-49	35-49	50+	18+	12-17				18-34	25-49	35-49	50+	18+	12-17		
451	32	77	53	83	168	23	119	102	158	263	446	KABL	446	32	77	53	78	163	23	119	102	158	283	KABL	446	32	77	53	78	163	23	119	102	158	283		
122	35	36	1	39	75	11	56	45	51	107	172	KABL FM	172	35	36	1	29	65	31	107	56	51	107	107	KABL FM	172	35	36	1	29	65	31	107	56	51	107	
633	67	113	54	122	243	34	175	147	209	390	618	TOTAL	618	67	113	54	107	226	34	175	147	209	390	TOTAL	618	67	113	54	107	226	34	175	147	209	390		
126	64			64	38	13	9	2	49	13	126	KARA	126	64			64	38	13	9	2	49	13	KARA	126	64			64	38	13	9	2	49	13		
284	50	14	12	40	102	24	74	58	99	181	206	KBAY	206	11	5	5	30	46	21	67	53	86	160	KBAY	206	11	5	5	30	46	21	67	53	86	160		
1363	132	292	184	311	627	97	228	161	465	723	1116	KCBS	1116	125	274	173	210	508	59	191	144	392	595	KCBS	1116	125	274	173	210	508	59	191	144	392	595		
104	25	12	17	42	22			40	62		84	KCBS FM	84	24	11		8	32	22			30	52	KCBS FM	84	24	11		8	32	22			30	52		
123	6	26	20	1	27	42	34	17	11	70	123	KDIA	123	6	26	20	1	27	42	34	17	11	70	26	KDIA	123	6	26	20	1	27	42	34	17	11	70	26
100	32	32	32	44	76	5	6	5	12	22	100	KEEN	100	32	32	32	44	76	5	6	5	12	22	2	KEEN	100	32	32	32	44	76	5	6	5	12	22	2
98			3	3	26	26		69	95		90	KFAX	90			3	3	26	26		61	87		KFAX	90			3	3	26	26		61	87			
203	11	19	8	16	35	27	69	62	79	168	177	KFOG	177	11	17	6	16	33	27	69	62	79	144	KFOG	177	11	17	6	16	33	27	69	62	79	144		
405	59	48	23	8	90	122	95	43	8	173	320	KFRC	320	45	46	23	6	74	97	82	41	4	142	104	KFRC	320	45	46	23	6	74	97	82	41	4	142	104
977	116	114	56	157	329	58	139	119	468	645	816	KGO	816	79	89	46	122	247	31	124	105	433	569	KGO	816	79	89	46	122	247	31	124	105	433	569		
14	1	1	1	1	7	6	6	6	13		14	KIBE	14	1	1	1	1	7	6	6	6	13		KIBE	14	1	1	1	1	7	6	6	6	13			
29	1	1	1	9	10	10		8	18		29	KDFC	29	1	1	1	9	10	10		8	18		KDFC	29	1	1	1	9	10	10		8	18			
43	2	2	2	9	11	17	6	6	31	1	43	TOTAL	43	2	2	2	9	11	17	6	6	31	1	TOTAL	43	2	2	2	9	11	17	6	6	31	1		
232	75	56	31	4	110	92	46	3	3	98	221	KIOI	221	75	56	31	4	110	81	43	3	3	87	24	KIOI	221	75	56	31	4	110	81	43	3	3	87	24
5	9	9	9	9	9						9	KJAZ	9	9	9	9	9	9							KJAZ	9	9	9	9	9	9	9	9	9	9		
53	13	13	13	9	22	1	3	2	28	31	46	KKEE	46	13	13	13	4	17	1	1	1	1	28	29	KKEE	46	13	13	13	4	17	1	1	1	1	28	29
78	48	48	5	53	11	10	10	4	25		77	KKHI	77	48	48	5	53	11	10	10	4	24		KKHI	77	48	48	5	53	11	10	10	4	24			
26	8	8	8	8	2	2	2	16	18		26	KKHI FM	26	8	8	8	8	2	2	16	18		26	KKHI FM	26	8	8	8	8	2	2	16	18				
104	56	56	5	61	13	12	10	20	43		103	TOTAL	103	56	56	5	61	13	12	10	19	42		TOTAL	103	56	56	5	61	13	12	10	19	42			
70	32	32	8	40	7	14	14	9	30		47	KKIS	47	32	32	8	40	7	14	14	9	30		KKIS	47	32	32	8	40	7	14	14	9	30			
178	48	19		48	64	42	17	6	87	43	177	KLIV	177	48	19		48	64	42	17	6	87	42	KLIV	177	48	19		48	64	42	17	6	87	42		
408	149	89	18	5	172	172	166	30	22	232	364	KLOK	364	137	83	16	3	156	146	149	38	22	206	2	KLOK	364	137	83	16	3	156	146	149	38	22	206	2
280	61	60	31	8	100	91	98	46	40	177	186	KNBR	186	42	16	6	7	55	69	69	27	33	129	2	KNBR	186	42	16	6	7	55	69	69	27	33	129	2
65	12	23	23	2	37	10	9	1	15	26	55	KNBR FM	55	9	19	19	28	10	9	1	14	25	2	KNBR FM	55	9	19	19	28	10	9	1	14	25	2		
161	63	51	7	9	79	59	15	8	5	72	155	KNEM	155	63	45	1	9	73	59	15	8	5	72	10	KNEM	155	63	45	1	9	73	59	15	8	5	72	10
53	19	19	19	19	19	9	1	4	24	10	53	KOME	53	19	19	19	19	19	9	1	4	24	10	KOME	53	19	19	19	19	19	9	1	4	24	10		
14	6	6	6	6	6			8	8		14	KPSJ	14	6	6	6	6	6			8	8		KPSJ	14	6	6	6	6	6	6	6	6	6			
263	161	42	2	7	170	55	26	9	1	65	251	KSAN	251	161	42	2	7	170	43	14	9	1	53	26	KSAN	251	161	42	2	7	170	43	14	9	1	53	26
140	51	63	28	21	100	5	17	12	23	40	139	KSAY	139	51	63	28	20	99	5	17	12	23	40	KSAY	139	51	63	28	20	99	5	17	12	23	40		
725	119	160	63	116	298	122	265	147	145	414	700	KSFO	700	112	168	58	114	284	111	254	147	145	403	13	KSFO	700	112	168	58	114	284	111	254	147	145	403	13
138	58	22		58	61	64	7		68	12	135	KSFJ	135	58	22		58	61	64	7		68	9	KSFJ	135	58	22		58	61	64	7		68	9		
62	39	23		39	9	2		1	10	13	56	KSJO	56	34	23		34	9	2		10	13		KSJO	56	34	23		34	9	2		10	13			
108	10	10	10	40	50	3	29	26	29	58	108	KRRX	108	10	10	10	40	50	3	29	26	29	58	KRRX	108	10	10	10	40	50	3	29	26	29	58		
203	11	5		10	21	47	39	23	14	84	200	KYA	200	10	5		10	20	46	39	23	14	83	97	KYA	200	10	5		10	20	46	39	23	14	83	97
104	11	6		11	24	25	20		44	49	99	KYA FM	99	6	6		6	24	25	20		44	49	KYA FM	99	6	6		6	24	25	20		44	49		
360	67	128	75	18	160	50	151	105	44	199	73	KRAK	73	39	40	15	54	2	13	11	6	19		KRAK	73	39	40	15	54	2	13	11	6	19			

TOTAL LISTENING IN METRO SURVEY AREA 7517 1366 1384 673 842 2883 1264 1796 1072 1622 4158 476

FOOTNOTE SYMBOLS: (•) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM combination was not simulcast for complete time period.

AMERICAN RESEARCH BUREAU

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY
11:00AM-NOON

SAN FRANCISCO
APRIL/MAY 1973

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS										SHARES — METRO SURVEY AREA												
MEN					WOMEN					TOTAL					MEN					WOMEN					TOTAL							
18-34	35-49	50+	TOTAL	STATION CALL LETTERS	18-34	35-49	50+	TOTAL	TEENS 12-17	18-34	35-49	50+	TOTAL	STATION CALL LETTERS	18-34	35-49	50+	TOTAL	TEENS 12-17	18-34	35-49	50+	TOTAL	18-34	35-49	50+	TOTAL	18-34	35-49	50+	TOTAL	
423	40	92	516	KABL	40	92	516	116	243	40	92	516	116	243	3	89	86	101	190	5.8	3.0	7.0	13.6	7.5	2	5.2	8.7	7.7	5.1			
224	40	47	134	KABL FM	206	40	47	7	25	23	94	71	40	134	3	94	71	40	134	3.0	3.0	4.0	1.1	2.9	2.5	1.6	5.5	7.2	3.0	3.6		
647	80	139	647	TOTAL	609	80	139	64	141	285	26	133	157	41	324	157	141	324	8.8	6.0	11.0	9.8	16.5	10.0	1.8	10.7	15.9	10.7	8.7			
130	39	19	58	KARA	129	39	19	58	39	14	13	4	56	15	15	15	4	56	15	1.9	2.9	1.6	2.9	2.0	2.8	.8	1.3	.3	1.5	3.0		
297	4	11	76	KBAY	233	4	11	60	64	55	56	44	70	169	2	56	44	70	3.3	3.3	.3	.6	7.0	2.2	3.9	3.3	4.4	5.3	4.5			
664	50	136	86	KCBS	541	50	126	76	135	261	9	35	228	272	8	35	228	272	7.8	3.7	10.7	11.7	15.8	9.2	.6	2.8	3.5	17.3	7.3	2.0		
121	81	39	3	KCBS FM	86	51	9	3	4	58	4	13	11	7	22	4	13	11	7	1.2	3.8	.8	.5	.5	2.0	.3	.8	1.1	.5	.6	1.5	
136	23	9	15	KDIA	136	23	9	15	38	37	25	17	18	72	26	37	25	17	18	2.0	1.7	.8	.8	1.8	1.3	2.6	1.5	1.7	1.4	1.9	6.5	
101	4	26	36	KEEN	101	4	26	36	63	13	23	17	8	38	38	13	23	17	8	1.4	.3	2.2	3.5	4.2	2.2	.9	1.3	1.7	.6	1.0	1.0	
95	8	8	7	KFAK	80	8	8	7	11	27	16	45	72	72	72	16	45	72	1.1	.6	.7	.7	.3	.3	.8	1.6	1.6	3.4	1.9	1.9	1.9	
294	6	61	55	KFOG	253	6	61	55	20	81	33	111	82	57	172	8	33	111	82	3.6	.4	5.2	8.4	2.3	2.8	2.3	6.5	8.3	4.3	4.6	4.6	
373	74	41	12	KFRC	269	64	30	4	68	95	59	19	15	129	72	64	30	4	68	3.9	4.8	2.5	.6	2.4	6.7	3.4	1.9	1.1	3.5	18.1		
669	57	61	33	KGO	537	52	49	26	92	170	39	100	91	232	362	5	39	100	91	7.7	3.9	4.2	4.0	10.8	6.0	2.8	5.8	9.2	17.6	9.7	1.3	1.3
18	11	7	7	KIBE	18	11	7	7	7	7	4	4	4	11	11	4	4	4	11	.3	.3	.6	1.1	.2	.5	.2	.4	.4	.4	1.5	1.5	
84	11	7	25	KDFC	84	11	7	25	36	15	9	5	28	48	48	15	9	5	28	1.2	.8	.8	1.3	1.1	.5	.5	2.1	1.3	1.3	1.6	1.6	
102	11	7	25	TOTAL	102	11	7	25	43	22	13	9	28	59	59	22	13	9	28	1.5	.8	.6	1.1	2.9	1.5	1.6	.7	.9	2.1	1.6	1.6	
163	26	10	1	KIOI	149	26	10	1	7	34	22	11	1	110	5	22	11	1	110	2.1	1.9	.8	.2	.8	1.2	7.0	3.6	1.1	.1	3.0	1.3	
37	17	26	20	KJAZ	37	17	26	20	37	37	14	11	11	25	29	14	11	11	25	.5	1.3	2.2	3.1	1.3	1.3	1.0	.6	1.1	.7	7.3	7.3	
72	11	24	13	KKEE	69	11	24	13	24	7	14	7	31	45	45	7	14	7	31	1.0	.8	2.0	2.0	.8	.5	.8	.7	2.4	1.2	1.2	1.2	
55	38	30	2	KKHI	54	38	30	2	32	11	11	11	5	16	6	11	11	5	16	.8	.8	2.5	4.6	.2	1.1	.6	1.1	.4	.4	1.5	1.5	
35	16	8	31	KKHI FM	35	16	8	31	3	7	16	16	7	30	30	7	16	16	7	.5	.5	.4	.4	.4	.4	.5	.9	1.6	.5	.8	.8	
90	38	30	6	TOTAL	87	38	30	6	35	7	27	27	12	46	6	27	27	12	46	1.3	2.5	4.6	.6	1.2	.5	1.5	2.7	.9	1.2	1.5	1.5	
78	3	23	10	KKIS	62	16	16	10	26	34	2	2	2	36	36	16	16	10	26	.9	1.4	2.5	1.2	.9	2.4	.1	.2	1.0	1.0	1.0	1.0	
91	36	8	36	KLIV	90	36	8	36	14	11	11	11	25	29	29	11	11	11	25	1.3	2.7	1.3	1.3	1.3	1.0	.6	1.1	.7	7.3	7.3		
326	106	86	9	KLOK	288	92	75	8	6	106	140	91	22	16	178	4	140	91	22	4.1	6.8	6.4	1.2	.7	3.7	9.9	5.3	2.2	1.2	4.8	1.0	
238	23	32	9	KNBR	195	14	17	3	16	33	100	98	27	29	156	6	33	100	98	2.8	1.0	1.4	.5	1.9	1.2	7.1	5.7	2.7	2.2	4.2	1.5	
136	9	4	18	KNBR FM	126	9	4	18	15	24	40	73	33	24	97	5	40	73	33	1.8	.7	.7	.7	1.8	.8	2.8	4.3	3.3	1.8	2.6	1.3	
807	234	143	116	KNEM	733	224	117	96	85	495	199	192	99	36	324	4	199	192	99	10.5	16.6	9.9	14.7	10.0	14.2	13.4	11.2	10.0	2.7	8.7	1.0	
79	47	2	47	KOME	78	46	2	46	22	4	4	4	22	10	22	4	4	4	22	1.1	3.4	.2	.2	1.6	1.6	.2	.2	.6	2.5	2.5		
53	5	11	6	KPSJ	53	5	11	6	4	15	6	4	38	38	38	6	4	15	6	.8	.4	.9	.9	.5	.5	.5	.5	2.9	1.0	1.0	1.0	
253	126	27	14	KSAN	242	126	27	14	140	31	39	34	3	68	34	31	39	34	3	3.5	9.4	2.3	2.1	4.9	2.2	2.3	3.4	.2	1.0	8.6	8.6	
184	50	101	62	KSAY	184	50	101	62	14	126	15	23	8	33	56	2	126	15	23	2.6	3.7	8.6	9.5	1.6	4.4	1.1	1.3	.8	2.5	1.5	.5	
471	56	102	61	KSFO	451	55	101	60	82	197	74	126	52	122	248	6	197	74	126	6.5	4.1	8.6	9.2	9.6	6.9	5.2	7.3	5.2	9.3	6.7	1.5	
88	50	28	5	KSFX	88	50	28	5	50	19	21	5	1	25	13	19	21	5	1	1.3	3.7	2.4	2.4	1.8	1.3	1.2	.5	.1	.7	3.3	3.3	
96	42	16	2	KSJO	85	32	16	2	32	39	39	39	14	57	39	39	39	14	57	1.2	2.4	1.4	1.4	1.1	2.8	2.3	1.1	3.2	1.1	3.5	3.5	
65	2	2	6	KRRX	65	2	2	6	8	11	32	32	14	57	57	2	11	32	32	.9	.2	.2	.3	.7	.3	.8	1.9	3.2	1.1	1.5	1.5	
157	26	6	6	KYA	153	26	6	6	32	45	15	4	13	62	59	4	15	4	13	2.2	1.9	.2	.2	.7	1.1	3.2	.9	.4	1.0	1.7	14.9	
98	13	2	13	KYA FM	98	13	2	13	13	20	21	21	21	41	44	21	20	21	21	1.4	1.4	1.0	.2	.5	1.4	1.2	2.1	1.1	11.1	11.1	11.1	
310	67	85	38	KRAK	67	45	40	15	60	7	7	7	7	7	7	7	7	7	7	1.0	3.3	3.4	2.3	2.1	.5	.4	.2	.2	.2	.2	.2	

TOTAL LISTENING IN METRO SURVEY AREA 6969 1346 1178 652 854 2852 1410 1715 993 1317 2720 397

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
1-8PM-2:00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS										SHARES — METRO SURVEY AREA																			
MEN					WOMEN					TOTAL		MEN					WOMEN					TOTAL		MEN					WOMEN					TOTAL					
18-34	25-49	35-49	50+	18+	18-34	25-49	35-49	50+	18+	12+	12-17	18-34	25-49	35-49	50+	18+	12+	12-17	18-34	25-49	35-49	50+	18+	12+	12-17	18-34	25-49	35-49	50+	18+	12+	12-17							
TOTAL PERKS. 12+ 18+ 50+ 18+ 12+ 12-17										STATION CALL LETTERS										TOTAL PERKS. 12+ 18+ 50+ 18+ 12+ 12-17										STATION CALL LETTERS									
34.7	33	61	92	178	17	82	65	86	164	1	KABL	33	81	53	83	169	17	80	63	85	165	5.4	2.5	6.5	7.5	9.7	5.9	1.5	5.8	7.4	8.8	5.6							
1.94	37	54	17	37	91	17	79	62	21	100	KABL FM	37	54	17	37	91	17	79	62	21	100	3.1	2.8	6.4	2.4	4.3	3.2	1.5	5.7	7.3	2.2	3.4							
5.81	70	135	70	129	269	34	161	127	110	271	TOTAL	70	135	70	120	260	34	159	125	106	265	8.5	5.3	10.9	9.9	14.0	9.1	3.0	11.5	14.7	11.0	9.0							
1.78	74	22	19	93	57	19	13	4	74	11	KARA	172	74	22	19	93	51	19	13	4	68	11	KARA	2.8	5.6	1.8	2.7	3.2	4.6	1.4	1.5	4	2.3	2.9					
2.67	3	18	17	62	82	54	58	47	80	181	KBAY	221	2	10	10	53	65	47	43	39	67	153	3.6	3.6	2	2	8	1.4	6.2	2.3	4.2	3.1	4.6	6.9	5.2	8			
4.58	46	135	89	164	299	5	16	11	138	154	KCBS	353	45	129	84	402	231	4	14	10	104	118	5.7	3.4	10.4	11.9	11.9	8.0	4	1.0	1.2	10.8	4.0	1.0	1.0				
94	71	29	3	4	78	3	3	10	13	3	KCBS FM	67	51	9	3	54	3	3	3	7	10	3	1.1	3.9	7	7	4	1.9	2	4	7	3	8						
14.7	20	14	11	18	49	49	18	6	20	75	KDIA	14.7	20	14	11	18	49	49	18	6	20	75	2.4	1.5	1.1	1.6	2.1	1.7	4.4	1.3	7	2.1	2.6	6.0					
1.25	14	37	23	37	74	8	30	22	17	47	KEEN	125	14	37	23	37	74	8	30	22	17	47	2.0	1.1	3.0	3.3	4.3	2.6	7	2.2	2.6	1.8	1.6	1.0					
1.6	2	4	2	5	9						KFAX	11	2	4	2	4	4					7	2	2	3	3	3	3	3	3	3	3	3	3	3	3			
2.60	6	67	61	13	80	34	127	93	53	180	KFOG	229	6	65	59	5	70	34	126	92	33	159	3.7	3.7	5	5.2	8.4	6	2.4	3.1	9.1	10.8	3.4	5.4	5.4				
4.51	1.05	36	5	4	114	158	78	15	3	176	KFRC	296	77	30	5	4	86	81	40	11	3	95	4.8	4.8	5.9	2.4	7	5	3.0	7.3	2.9	1.3	3	3.2	29.9				
61.3	81	89	32	78	191	65	119	108	242	415	KGO	498	65	73	23	71	159	31	180	99	204	384	8.0	4.9	5.9	3.3	8.3	5.5	2.8	7.2	11.6	21.1	11.4	11.4	1.3				
16	5	8	3	3	11	4	1	4	9		KIBE	15	5	8	3	3	11	4	7			7	2	4	6	4	3	6	4	4	4	4	4	2					
20	8	3	3	13	12	6	1	4	17		KOFC	20	8	3	3	13	12	6	5	1	4	9	3	3	6	4	4	4	4	4	4	4	4	4	4				
56	13	8	3	3	13	12	6	1	4	17	TOTAL	55	13	8	3	3	19	11	5	1	4	16	5	5	1.0	6	4	4	4	4	4	4	4	4	4	4	4		
1.58	32	11	2	7	41	94	56	10	1	105	KIOI	146	32	11	2	7	41	82	56	10	1	93	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.4			
14	14	14	14	14	14	14	14	14	14	14	KJAZ	14	14	14	14	14	14	14	14	14	14	14	14	2	2	2	2	2	2	2	2	2	2	2	2	2	2		
54	13	13	13	13	13	13	13	13	13	13	KKEE	54	13	13	13	13	13	13	13	13	13	13	13	9	9	9	9	9	9	9	9	9	9	9	9	9	9		
55	32	32	32	32	32	32	32	32	32	32	KKMI	55	32	32	32	32	32	32	32	32	32	32	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15		
23	8	8	8	8	8	8	8	8	8	8	KKMI FM	23	8	8	8	8	8	8	8	8	8	8	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	
78	32	32	32	32	32	32	32	32	32	32	TOTAL	78	32	32	32	32	32	32	32	32	32	32	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27
4.6	3	10	7	17	27	1	13	12	6	19	KKIS	33	3	3	17	20	1	12	11	1	13	13	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
81	18	1	4	22	18	21	11	29	30	KLIV	81	18	1	4	22	18	21	11	29	30	30	30	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41		
223	63	48	8	10	81	107	79	15	13	135	KLOK	187	46	41	8	10	64	91	68	14	12	117	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0		
149	34	37	9	13	56	46	57	36	11	93	KNBR	96	12	7	1	5	18	43	47	26	9	78	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6		
81	11	3	3	16	30	22	30	8	21	51	KNBR FM	69	11	3	3	16	24	22	30	8	15	45	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1		
676	131	114	100	115	346	181	186	111	29	321	KNEW	603	122	93	79	100	301	166	163	182	27	295	9.7	9.3	7.5	11.2	11.7	10.5	14.9	11.7	11.9	2.8	10.1	1.8	1.8	1.8			
67	49	2	4	9	11	1	1	1	12	6	KOME	67	49	2	4	9	11	1	1	1	1	12	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6		
36	3	4	1	26	30	6	6	6	6	6	KPSJ	36	3	4	1	26	30	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6		
291	130	18	5	135	55	55	36	1	92	14	KSAM	230	130	18	5	135	55	44	36	1	81	14	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7		
173	64	115	51	11	126	2	11	9	31	42	KSAY	172	64	115	51	11	126	2	11	9	31	41	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8		
692	138	200	119	167	424	73	111	50	144	267	KSFO	674	138	200	119	167	424	73	111	50	144	262	10.9	10.5	10.5	16.0	16.6	16.6	16.6	16.6	16.6	16.6	16.6	16.6	16.6	16.6			
51	29	28	6	29	17	21	5	22	22	22	KSEFX	50	28	28	28	28	28	28	28	28	28	22	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8		
133	32	6	32	90	50	1	1	92	9	92	KSJU	125	25	6	6	25	90	50	1	1	91	9	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0		
54	54	11	11	9	27	27	7	43	43	43	KXRK	52	27	27	27	27	27	27	27	27	41	5	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8		
110	32	32	11	32	11	8	19	59	59	59	KYA	109	32	32	11	32	10	10	10	10	18	59	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8		
50	50	50	50	50	50	50	50	50	50	50	KYA FM	48	48	48	48	48	48	48	48	48	15	33	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8		
228	60	67	27	27	114	28	60	63	12	103	3	81	52	39	7	14	73	5	5	5	5	5	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3		
TOTAL LISTENING IN METRO SURVEY AREA										TOTAL LISTENING IN METRO SURVEY AREA										TOTAL LISTENING IN METRO SURVEY AREA																			
6192 1314 1239 706 857 2877 1111 1388 854 966 2031 384										6192 1314 1239 706 857 2877 1111 1388 854 966 2031 384										6192 1314 1239 706 857 2877 1111 1388 854 966 2031 384																			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY
2:00PM-3:00PM

SAN FRANCISCO
APRIL/MAY 1973

**HOUR-BY-HOUR
AVERAGES**

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS													SHARES — METRO SURVEY AREA																	
TOTAL PERS.	MEN						WOMEN						STATION CALL LETTERS	TEENS 12-17	TOTAL 18+	MEN						WOMEN						TOTAL PERS.	STATION CALL LETTERS	TEENS 12-17	TOTAL 18+	MEN						WOMEN					
	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49				35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+					TOTAL	18-34	25-49	35-49	50+	TOTAL						
325	41	92	58	78	177	18	87	69	61	146	307	4.1	9.2	5.8	8.5	16.4	18	85	67	58	143	5-2	KABL	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
207	33	44	11	44	88	19	80	61	39	119	33	4.4	11	37	81	16	77	61	35	112	3-3	KABL FM	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL				
532	74	136	69	122	265	37	167	130	100	267	500	7.4	13.6	6.9	10.2	24.5	34	162	128	93	255	8-5	TOTAL	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
166	63	24	22	85	15	4	15	14	4	69	166	6.3	2.4	2.2	8.5	51	15	14	4	69	12	2-8	KARA	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
293	6	25	19	67	92	66	72	49	83	198	251	5	16	11	59	75	61	59	41	173	3	4-3	KBAY	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
424	38	122	84	167	289	8	15	14	109	131	333	3.8	13.5	7.7	10.9	22.4	7	14	14	105	4	5-7	KCBS	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
97	81	39	3	84	7	13	7	13	7	13	67	5.1	9	3	54	6	6	7	13	13	3	1-1	KCBS FM	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
134	32	6	6	14	52	48	15	3	19	70	134	3.2	6	6	14	52	48	15	3	19	70	2-3	KODIA	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
119	11	49	38	35	84	2	21	19	4	25	119	1.1	4.9	3.8	3.5	8.4	2	21	19	4	25	10	2-0	KEEN	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
19	3	7	4	4	11	15	3	7	4	8	15	3	7	4	7	7	4	8	8	8	8	3-3	KFAK	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
302	6	67	61	30	97	41	142	101	63	205	277	6	67	61	23	90	41	142	101	45	187	4-7	KFOG	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
473	99	50	4	2	105	162	88	20	5	187	323	7.0	4.1	4	2	76	101	54	13	5	119	5-5	KFRC	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
707	99	97	28	97	224	64	154	144	269	477	577	8.5	7.7	16	73	174	30	136	136	233	399	9-8	KGO	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
12	3	3	3	7	32	6	2	2	9	9	12	3	3	3	3	32	6	6	6	6	6	2	2	KIBE	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
38	25	7	3	7	32	6	6	6	6	6	38	2.5	7	3	7	32	6	6	6	6	6	2	2	KDFC	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
50	25	10	3	7	35	13	8	2	15	15	50	2.5	10	3	7	35	13	8	2	15	15	2	2	TOTAL	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
193	31	19	11	7	49	112	65	10	2	124	181	3.1	1.9	11	7	49	100	65	10	2	112	9-8	KIOI	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
14	6	6	6	6	6	6	6	6	6	6	14	6	6	6	6	6	6	6	6	6	6	2	2	KJAZ	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
50	13	13	13	13	13	13	13	13	13	13	57	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1	1	KKEE	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
64	31	31	31	31	31	31	31	31	31	31	64	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	6	6	KKHI	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
29	3	3	3	3	3	3	3	3	3	3	29	3	3	3	3	3	3	3	3	3	3	6	6	KKHI FM	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
93	3	34	31	16	50	16	18	14	7	37	93	3	34	31	16	50	16	18	14	7	37	6	6	TOTAL	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
28	2	6	4	7	13	2	8	6	7	15	17	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	20	20	KKIS	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
116	26	7	4	30	38	21	11	3	52	34	116	2.6	7	4	30	38	21	11	3	52	34	2	2	KLIV	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
200	50	49	9	11	70	96	57	15	11	122	156	34	38	8	11	53	74	50	14	5	97	6	6	KLOK	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
206	37	59	22	23	82	80	88	33	7	120	122	13	14	1	12	26	70	74	23	1	94	2	2	KNBR	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
53	2	3	3	5	19	25	6	23	48	70	46	2	2	2	19	25	6	19	44	44	44	2	2	KNBR FM	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
231	104	28	14	40	158	45	51	25	70	3	195	8.7	19	5	36	126	44	46	20	64	3	3-3	KNEM	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
38	27	9	27	7	27	7	7	7	7	7	38	2.7	9	9	27	7	7	7	7	7	7	4	4	KOME	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
35	6	6	6	21	27	2	2	2	6	8	35	6	6	6	21	27	2	2	6	8	8	2	2	KPSJ	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL		
293	169	42	22	191	55	59	33	1	89	13	273	16.9	4.2	2.2	19.1	35	39	33	1	69	13	4-6	KSAN	12-17	18+	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL	18-34	25-49	35-49	50+	TOTAL			
162	69	114	45	11	125	1	8	7	27	35	162	6.9	11.4	4.5	11	12.5	1	8	7	27	35	2	2	KSAY	12-17	18+	18-34	2															

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY
4:00PM-5:00PM

SAN FRANCISCO
APRIL/MAY 1973

**HOURLY-BY-HOURLY
AVERAGES**

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS												SHARES - METRO SURVEY AREA															
MEN						WOMEN						TOTAL						MEN						WOMEN						TOTAL									
10-34	25-49	35-49	50+	10-34	25-49	35-49	50+	10-34	25-49	35-49	50+	10-34	25-49	35-49	50+	10-34	25-49	35-49	50+	10-34	25-49	35-49	50+	10-34	25-49	35-49	50+	10-34	25-49	35-49	50+								
TOTAL PERS. 12+												TOTAL PERS. 12+												TOTAL PERS. 12+															
STATION CALL LETTERS												STATION CALL LETTERS												STATION CALL LETTERS															
TEENS 12-17												TEENS 12-17												TEENS 12-17															
400	26	129	101	81	210	58	105	66	55	179	11	KABL	11	392	26	129	101	77	206	55	101	65	175	11	KABL	11	6.1	1.8	6.9	14.1	11.3	7.0	4.7	8.2	9.6	6.8	6.6	1.4	
183	21	26	7	35	63	18	77	59	41	118	2	KABL FM	2	172	20	27	7	31	58	12	71	59	41	112	2	KABL FM	2	2.7	1.3	1.9	1.0	4.6	2.0	1.0	5.8	8.8	5.1	4.2	.2
593	49	157	108	116	273	76	182	125	96	297	13	TOTAL	13	564	44	156	108	108	264	67	172	124	96	297	13	TOTAL	13	0.8	3.1	10.8	15.1	15.9	9.0	5.7	14.0	18.4	13.9	10.8	1.6
121	19	22	19	38	48	19	13	11	72	11	KARA	11	115	19	22	19	38	42	19	13	11	66	11	KARA	11	1.8	1.2	1.5	2.6	2.6	1.3	3.6	1.5	1.9	1.4	2.5	1.4		
310	16	34	20	81	117	61	72	52	75	188	5	KBAY	5	270	13	25	14	72	99	58	63	46	166	5	KBAY	5	4.2	.8	1.7	2.0	10.6	3.4	5.0	5.1	6.8	7.7	6.3	.6	
632	72	177	105	167	344	12	52	49	223	284	4	KCBS	4	486	71	166	95	93	259	10	45	44	169	223	4	KCBS	4	7.6	4.6	11.4	13.2	13.7	8.8	.9	3.7	6.5	21.0	8.4	.5
102	75	33	3	9	87	3	3	12	15		KCBS FM		62	65	3	3		48	3	3		11	14		KCBS FM		1.0	2.9	.2	.4		1.6	.3	.2		1.4	.5		
146	30	3	3	6	36	34	26	18	78	32	KDIA	32	146	30	3	3	6	36	34	26	18	78	32	KDIA	32	2.3	1.9	.2	.2	.9	1.2	2.9	3.1	3.9	2.2	2.9	4.0		
142	6	61	56	2	64	24	33	19	3	46	12	KEEN	12	122	6	61	56	2	64	24	33	19	3	46	12	KEEN	12	1.9	.4	4.2	7.8	.3	2.2	2.1	2.7	2.8	.4	1.7	1.5
7											KFAK		7													KFAK		.1							.1		.7	.3	
263	7	33	26	41	74	50	108	67	71	188	1	KFOG	1	221	7	31	24	31	62	50	106	65	44	159	1	KFOG	1	3.5	.5	2.1	3.3	4.6	2.1	4.3	8.6	9.6	5.5	6.8	
695	135	41	14	3	152	170	94	16		186	317	KFRC	317	532	115	32	9	3	127	137	69	13	150	255	KFRC	317	8.3	7.4	2.2	1.3	.4	4.3	11.7	5.6	1.9		5.7	31.7	
581	67	129	82	78	227	34	72	68	169	271	3	KGO	3	433	84	114	70	66	200	31	62	61	139	231	2	KGO	3	6.8	4.1	7.8	9.8	9.7	6.8	2.7	5.0	9.1	17.3	8.7	.2
34	6	7	1	8	15	9	11	9	1	19	3	KIBE	3	32	6	6	6	8	14	9	11	9	18	1	KIBE	3	.5	.4	.4	.4	1.2	.5	.8	.9	1.3	.7	.6	.1	
61	25	7	2	15	43	2	2	2	17	1	KDFC	1	61	25	7	2	18	13	2	17	1	15	17	1	KDFC	1	1.0	1.6	.5	.5	2.6	1.5	.2	.2	.2	1.9	.7	.6	
95	31	14	1	26	58	11	13	9	16	36	1	TOTAL	1	93	31	13	1	26	57	11	13	9	15	35	1	TOTAL	1	1.5	2.0	.9	.9	3.8	2.0	1.0	1.1	1.3	1.9	1.3	.1
304	119	70	21	140	121	60	2	123	41		KIOI	41	291	114	67	21	135	113	57	2	115	57	2	115	41	KIOI	41	4.5	7.3	4.6	2.9	4.6	9.7	4.6	.3		4.3	5.1	
22											KJAZ		22													KJAZ		.3	.4	.8	.6	.3	1.0	1.0	.8		.5		
38	13	13	13	13	13	5	5	20	25		KKEE		37	13	13	13	13	13	13	4	4	20	24		KKEE		.6	.9	1.8	.8	.4	.4	.3	.6	2.5	.9			
42	7	8	8	4	12	16	9	5	30		KKHI		41	8	8	8	3	11	16	16	9	5	30		KKHI		.6	.5	1.1	.4	.4	1.4	1.3	1.3	.6	1.1	.6	.1	
75	7	15	8	13	28	23	25	14	10	47		KKHI FM		32	7	7	9	5	17	9	5	17	9		KKHI FM		.5	.5	1.0	1.1	1.6	.9	2.0	2.0	2.0	1.2	1.7	.6	.6
99	26	16	16	23	65	14	11	9	11	34		KKIS		48	6	6	6	23	29	2	10	8	9	19		KKIS		.7	.4	.8	3.4	1.0	.2	.8	1.2	1.1	.7	.7	
72	7										KLIV		72	7			4	11	29	7	1	30	31		KLIV		1.1	.5			.6	.4	2.5	.6	.1	1.1	3.9		
171	59	64	10	6	75	70	43	5	10	85	11	KLOK	11	142	50	57	9	6	65	57	36	4	8	69	8	KLOK	11	2.2	3.2	3.9	1.3	.9	2.2	4.9	2.9	.6	1.0	2.6	1.0
267	33	118	90	44	167	44	70	34	18	96	4	KNBR	4	155	5	67	62	24	91	31	53	23	10	64		KNBR	4	2.4	.3	4.6	8.6	3.5	3.1	2.7	4.3	3.4	1.2	2.4	
51	16	12	8	2	26	16	18	4	5	25		KNBR FM		40	9	5	5	2	16	15	17	4	5	24		KNBR FM		.6	.6	.3	.7	.3	.5	1.3	1.4	.6	.6	.9	
146	75	30	10	22	107	30	13	3	1	34	5	KNEW	5	119	63	25	5	17	85	27	11	1	1	29	5	KNEW	5	1.9	4.1	1.7	.7	2.5	2.9	2.3	.9	.1	1.1	.6	
113	81	15									KOME		113	81	15				81	24	13	1	25	7		KOME		1.8	5.2	1.0		2.7	2.1	1.1			1.1	.9	
8	3	3									KPSJ		8	3	3				2	5	1	2	1	3		KPSJ		.1	.2	.2		.3	.2	.1			.1	.1	
320	141	40	20	3	164	71	50	30	101	55	KSAN	55	309	141	40	20	3	164	60	39	30	10	90	55	KSAN	55	4.8	9.1	2.7	2.8	.4	5.6	5.1	3.2	4.5		3.4	6.8	
164	94	107	40	1	135	7	8	5	14	26	3	KSAY	3	162	94	107	40	134	6	7	5	14	25	3	KSAY	3	2.5	6.1	7.3	5.6		4.5	.5	.6	.7	1.7	.9	.4	
489	168	169	47	123	338	60	99	43	31	134	17	KSFO	17	462	161	176	41	123	325	50	89	43	27	120	17	KSFO	17	7.2	10.4	12.1	5.7	18.1	11.0	4.3	7.2	6.4	3.4	4.5	2.1
84	56	36									KSFJ		81	54	36				54	21	12			6		KSFJ		1.3	3.5	2.5			1.8	1.8	1.0		.8	.7	
190	145	25									KSJO		183	108	25				108	50	53	3	53	22		KSJO		2.9	7.0	1.7			3.7	4.3	4.3	.4	2.0	2.7	
30	2	8	6	13	21	2	9	7			KRX		26	6	6				13	19	7	7	7		KRX		.4	.4	.4	.8	1.9	.6		.6	1.0	.3	.3		
307	57	8									KYA		301	57	8				61	72	12	8	4	84	156	KYA		4.7	3.7	.5	.6		2.1	6.2	1.0	1.2	.5	3.2	19.4
102	4										KYA FM		96	4					4	9	15	15	2	26	68	KYA FM		1.5	.3			.1	.8	1.2	2.2	.2	1.0	8.4	
351	83	152	89	47	219	47	83	46	37	130	2	KRAK	2	127	58	76	38	11	107	4	3	3	13	20		KRAK	2	2.0	3.7	5.2	5.3	1.6	3.6	.3	.2	.4	1.6	.8	

TOTAL LISTENING IN METRO SURVEY AREA 6401 1553 1457 717 681 2951 1168 1232 674 803 2645 805

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (-) means AM-FM combination was not simulcast for complete time period

AMERICAN RESEARCH BUREAU

PAGE 79

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-FRIDAY
6.00PM-7.00PM

SAN FRANCISCO
APRIL/MAY 1973

HOURLY-AVERAGE

AVERAGE PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS - METRO SURVEY AREA, IN HUNDREDS												SHARES - METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				WOMEN				TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17				MEN				WOMEN				TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17				MEN				WOMEN				
	18-34	25-49	35-49	50+	18-34	25-49	35-49	50+			18-34	25-49	35-49	50+	18-34	25-49	35-49	50+	18-34	25-49	35-49	50+			18-34	25-49	35-49	50+	18-34	25-49	35-49	50+	18-34	25-49	35-49	50+	
293	25	92	67	60	152	27	69	60	49	136	4	288	25	92	67	60	152	27	69	60	49	136	4	5.6	2.4	8.5	11.7	9.2	6.7	3.1	6.7	10.1	6.3	6.0	.6		
162	28	28	33	61	33	61	47	94	47	94	4	159	28	28	33	61	47	94	47	94	47	94	4	3.1	2.6	4.9	5.4	2.7	4.6	7.9	6.0	4.2	.6				
455	25	120	95	93	213	30	119	107	96	233	9	447	25	120	95	93	213	30	119	107	96	233	9	6.7	3.1	11.1	16.6	14.6	9.4	3.1	11.3	18.0	12.3	10.2	1.2		
68	15	5	5	15	29	12	12	41	12	33	12	53	8	8	8	21	12	12	12	12	33	12	12	1.0	.8	2.4	1.2	.4	2.4	1.2	1.5	1.5	1.8				
173	2	25	23	51	76	7	46	39	49	95	2	142	19	19	43	62	4	37	33	43	80	4	2.8	2.8	1.8	3.3	7.1	2.8	.5	3.6	5.5	5.5	3.5				
445	28	64	43	150	221	22	28	25	176	223	1	318	17	54	37	88	142	15	25	23	137	175	1	6.2	1.6	5.0	6.4	14.5	6.4	1.7	2.4	3.9	17.6	7.8	.1		
56	25	28	3	5	33	7	7	3	13	23	7	18	3	3	3	6	7	7	7	3	2	12	7	.3	.3	.5	.5	.3	.8	.7	.5	.3	.5				
72	28	6	34	17	10	5	9	31	7	31	7	72	28	6	34	17	10	5	9	31	7	31	7	1.4	2.7	1.0	1.5	1.9	1.0	.8	1.2	1.4	1.0				
121	9	44	35	17	61	17	33	16	19	52	8	121	9	44	35	17	61	17	33	16	19	52	8	2.3	.9	4.1	6.1	2.8	2.7	1.9	3.2	2.7	2.4	2.3	1.2		
11	5	5	5	5	5	5	5	6	6	6	6	11	5	5	5	5	5	5	5	6	6	6	6	.2	.2	.5	.9	.2	.2	.2	.2	.2	.2	.2	.2		
275	29	65	36	51	116	29	86	57	70	156	3	244	29	65	36	34	99	29	86	57	70	156	3	4.7	2.8	6.0	6.3	5.6	4.5	3.3	8.3	9.6	7.6	6.4			
439	87	32	13	6	106	88	47	7	3	98	235	326	66	18	1	67	66	35	4	3	73	186	6	6.3	6.3	1.7	.2	.2	3.0	7.5	3.4	.7	.4	3.2	27.2		
351	28	84	56	79	163	57	57	124	181	7	328	28	80	52	72	152	53	53	117	170	6	6	6	6.4	2.7	7.4	9.1	11.8	6.8	5.1	8.9	15.0	7.5	.9			
15	5	5	6	11	4	4	4	7	26	4	15	15	5	5	6	11	4	4	4	4	4	4	4	.3	.3	.5	.9	1.0	.5	.4	.7	.2	.2	.2	.2		
48	20	3	4	2	22	10	12	9	7	25	43	47	20	3	2	22	9	11	9	7	25	43	43	1.4	1.1	.4	.7	2.3	1.3	1.6	3.4	3.5	1.0	1.9			
70	8	8	8	8	8	8	8	8	8	8	8	65	8	8	8	8	8	8	8	8	8	8	8	2.7	1.9	.4	.7	5.6	2.6	2.5	4.2	4.5	3.5	3.5			
142	19	4	4	39	62	22	43	27	31	80	137	137	19	4	4	34	57	22	43	27	31	80	137	5.3	9.3	7.6	6.8	.5	6.3	4.4	4.4	3.4	4.4	6.3			
292	107	93	39	3	149	80	52	20	100	43	275	97	83	39	3	139	73	45	20	93	43	43	43	3.3	.6	1.4	1.6	.7	1.1	1.0	1.7	1.0	.7	.7	.7	.7	
31	6	15	9	2	10	6	10	10	16	16	31	31	6	15	9	15	6	10	10	16	16	16	16	.7	.7	.8	.7	.3	.5	.9	.9	.7	1.3	1.0	.9		
38	8	8	8	8	8	8	8	8	8	8	38	38	8	8	8	8	8	8	8	8	8	8	8	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7
72	11	4	4	14	29	14	35	21	8	43	72	11	4	4	14	29	14	35	21	8	43	72	72	1.4	1.1	.4	.7	2.3	1.3	1.6	3.4	3.5	1.0	1.9			
70	8	8	8	8	8	8	8	8	8	8	65	8	8	8	8	8	8	8	8	8	8	8	8	2.7	1.9	.4	.7	5.6	2.6	2.5	4.2	4.5	3.5	3.5			
142	19	4	4	39	62	22	43	27	31	80	137	137	19	4	4	34	57	22	43	27	31	80	137	5.3	9.3	7.6	6.8	.5	6.3	4.4	4.4	3.4	4.4	6.3			
94	2	22	20	38	60	17	17	17	34	34	83	19	19	19	38	57	14	14	12	26	26	26	26	1.6	1.8	1.8	3.3	6.3	2.6	1.4	2.4	1.5	1.2				
96	20	11	9	4	24	32	21	7	1	40	96	20	11	9	4	24	32	21	7	1	40	96	32	1.9	1.9	1.0	.7	1.1	3.6	2.0	1.2	.1	1.8	4.7			
94	22	21	3	12	37	25	29	12	4	41	77	16	17	3	12	31	24	28	12	3	39	7	7	1.5	1.5	1.6	.5	2.0	1.4	2.7	2.7	2.0	.4	1.7	1.0		
227	24	51	45	17	66	25	71	62	51	138	185	18	38	38	12	68	24	62	53	40	117	117	117	3.6	1.7	3.5	6.6	2.0	3.1	2.7	6.0	8.9	5.1	5.2			
78	22	8	4	26	37	28	2	13	52	52	71	16	4	4	20	36	27	2	13	51	51	51	51	1.4	1.5	.4	.7	.9	4.1	2.6	.3	1.7	2.3				
64	5	5	5	15	20	31	22	2	31	31	64	5	5	5	15	20	31	22	2	13	51	51	51	1.2	.5	.5	.9	2.5	.9	3.5	2.1	1.4	1.9				
75	53	17	6	2	14	7	1	1	8	8	75	53	17	6	2	14	7	1	1	8	8	8	8	1.5	5.1	1.6	.5	1.6	2.4	.9	.4	.4	.4	2.0			
22	6	12	6	2	14	7	1	1	8	8	22	6	12	6	2	14	7	1	1	8	8	8	8	.4	.6	1.1	1.0	.5	.8	.1	.2	.4	.4	.4	.4		
192	80	32	5	9	94	71	15	9	80	18	190	78	30	5	9	92	71	15	9	80	18	18	18	3.7	7.5	2.8	.9	1.5	4.1	8.1	1.5	1.5	3.5	2.6			
96	53	34	2	10	65	12	3	3	9	24	96	53	34	2	10	65	12	3	3	9	24	24	24	1.9	5.1	3.1	.3	1.6	2.9	1.4	.3	.5	1.2	1.1	1.0		
318	73	94	25	92	190	32	45	13	48	93	297	64	85	25	86	175	28	41	13	46	87	35	35	5.8	6.2	7.8	4.4	14.1	7.9	3.2	4.0	2.2	5.9	3.9	5.1		
125	66	11	66	48	15	66	48	15	66	48	114	62	11	62	48	15	62	48	15	66	48	48	48	2.2	6.0	1.0	.2	2.8	5.5	1.5	1.5	2.1	2.1	.6			
105	73	25	25	73	21	22	1	22	10	27	99	67	24	24	67	21	22	1	22	10	27	27	27	1.9	6.4	2.2	.2	3.0	2.4	2.1	.2	1.0	1.5				
54	10	21	11	6	27	10	17	7	10	27	54	10	21	11	6	27	10	17	7	10	27	27	27	1.0	1.0	1.9	1.9	1.0	1.2	1.1	1.6	1.2	1.3	1.2			
238	38	4	1	39	30	18	14	4	48	151	237	38	4	1	39	30	18	14	4	48	150	150	150	4.6	3.7	.4	.2	1.8	3.4	1.7	2.4	.5	2.1	21.9			
126	24	5	5	29	20	14	12	32	65	65	113	24	5	5	24	20	14	12	32	65	65	65	65	2.2	2.2	2.3	.5	1.1	2.3	1.4	2.0	1.4	8.3				
144	27	53	33	12	72	24	49	32																													

AVERAGE QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
6:00PM-9:00PM

HOUR-BY-HOUR
AVERAGES

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS													SHARES — METRO SURVEY AREA												
TOTAL PERS. 12+	MEN			WOMEN			STATION CALL LETTERS	TEENS 12-17	MEN			WOMEN			TOTAL PERS. 12+	MEN			WOMEN			TOTAL PERS. 12+	MEN			WOMEN												
	18-34	35-49	50+	18-34	25-49	35-49			50+	18+	25-49	35-49	50+	18+		25-49	35-49	50+	18+	25-49	35-49		50+	18+	25-49	35-49	50+	18+	25-49	35-49	50+							
131	6	23	17	29	52	11	24	17	27	55	24	KABL	3.0	3.0	5.0	4.6	2.7	1.7	3.5	4.9	3.7	3.2	3.3															
118	2	2	2	14	16	12	50	39	45	96	6	KABL FM	2.7	.3	.6	2.2	.8	1.9	7.2	11.1	6.2	5.6	.8															
49	4	4	4	33	7	33	12	7	24	12	12	KARA	.8	.9	.9	2.1	6.8	3.0	.3	4.0	7.4	4.9	3.7	.7														
152	13	13	9	46	70	3	37	34	39	76	6	KGAY	2.9	.5	1.6	2.1	5.4	2.4	2.2	1.7	3.1	6.7	3.6	.1														
162	8	19	11	55	74	2	13	12	73	87	1	KCBS	2.5	.4	.4	.9	.5	.3			1.0	.4																
17	3	3	3	7	10	7	7	7	7	7	7	KCBS FM	.3	4.6	6.1	2.4	3.5	.9			1.3	1.0																
77	47	47	47	47	47	22	6	1	23	7	7	KOIA	1.8	6.1	5.1	3.6	9.0	6.6	.3	1.0	1.4	1.0	.8	2.5														
160	59	39	12	57	128	2	7	5	7	14	18	KEEN	3.7	6.1	5.1	3.6	9.0	6.6	.3	1.0	1.4	1.0	.8	2.5														
232	49	76	40	46	135	27	72	45	24	96	1	KFOG	4.6	5.1	10.0	11.9	5.7	6.4	4.3	10.4	12.9	1.8	5.0	.1														
353	67	16	8	75	67	20	3	7	77	201	KFRC	6.7	5.4	1.3	1.5	2.9	9.1	2.7	.9	1.0	3.9	22.9																
465	23	58	39	98	160	15	57	42	245	302	3	KGO	9.1	2.0	7.1	10.4	13.0	7.0	2.4	7.6	10.9	28.6	15.3	.3														
77	54	16	3	57	4	4	13	17	3	KOFC	1.8	5.6	2.1	.5	2.9	.6	.6			1.8	1.0	.4																
184	66	52	20	5	91	50	21	4	2	56	37	KIOI	3.9	6.3	6.2	5.9	4.2	7.5	2.6	1.1	3.0	5.0																
22	12	12	12	3	7	7	7	7	7	10	10	KJAZ	.5	1.6	3.6	.6	.5	1.0	2.0	.6		.6																
33	5	6	1	3	9	4	12	8	8	20	4	KKEE	.7	.5	.7	.5	.4	.6	1.4	1.7	1.1	1.1	.5															
89	12	12	12	28	40	19	39	21	9	49	9	KKHI	2.0	1.2	1.6	6.2	4.4	2.1	3.0	5.6	6.0	1.2	2.9															
112	33	50	21	19	73	4	5	1	34	39	4	KKHI FM	2.4	3.4	6.6	6.2	2.7	3.7	.6	.6	4.4	2.1	2.7															
201	45	62	21	47	113	23	44	22	43	86	2	TOTAL	4.4	4.6	8.2	6.2	7.1	5.8	3.6	6.2	6.0	5.6	5.0															
100	56	56	56	27	83	5	5	12	17	17	16	KKIS	2.2	7.0	15.7	4.3	4.1	.6	1.1	1.6	.9																	
120	49	5	4	53	34	10	34	33	33	KLIV	2.7	5.1	.7	.6	2.7	5.1	1.4			1.9	4.5																	
78	18	14	17	35	19	17	8	2	29	14	13	KLOK	1.6	1.2	1.1	2.7	1.5	2.9	2.4	2.3	.1	1.6	1.8															
102	14	20	25	8	47	11	40	29	15	55	42	KNBR	1.9	1.1	3.2	7.1	1.3	2.2	1.1	5.0	8.0	1.0	2.5															
53	29	8	4	33	5	9	4	7	16	4	16	KNBR FM	1.1	2.4	.5	1.2	1.4	.8	1.3	1.1	1.0	.9	.4															
67	15	3	23	38	13	3	7	20	9	KNEM	1.5	1.4	.3	3.5	1.9	2.1	.4			1.0	1.2	1.2																
68	26	3	26	18	4	18	24	26	18	4	18	KOME	1.6	2.7	.4	1.3	2.9	.6			1.1	3.3																
24	11	11	2	13	11	11	11	11	11	11	11	KPSJ	.5	1.1	1.4	.6	1.7				.6																	
177	90	46	5	95	41	18	3	44	38	KSAN	4.0	9.3	6.0	1.5	4.9	6.5	2.6			.4	2.6	5.2																
404	31	65	34	148	213	23	40	21	102	146	45	KSFO	9.0	3.1	8.4	10.1	22.9	10.8	3.0	5.2	6.0	12.9	8.3	6.0														
114	54	35	2	56	50	27	50	8	50	8	8	KSFJ	2.6	5.6	4.6	.3	2.9	7.9	3.9		2.9	1.1																
121	47	47	47	47	47	54	1	58	16	KSJO	2.6	4.3	2.7	2.2	9.1	7.6				3.3	2.2																	
33	13	22	9	22	10	11	1	11	11	11	11	KRX	.8	1.3	2.9	2.7	1.1	1.6	1.6	.3	.6																	
154	7	7	7	16	5	5	4	25	122	KYA	3.5	.7	.9	.4	2.5	.7	1.4	.5	1.5	16.6																		
120	21	3	21	18	16	5	23	76	KYA FM	2.7	2.2	.4	1.1	2.9	2.3	1.4				1.3	10.4																	
83	2	31	29	3	34	16	10	44	5	KRAK	.2	.7	1.5	.2	.3	.1																						

TOTAL LISTENING IN METRO SURVEY AREA 4380 970 761 337 632 1939 623 695 350 728 1707 734

FOOTNOTE SYMBOLS: (•) means audience estimates adjusted for actual broadcast schedule (•) means AM-FM combination was not simulcast for complete time period.

AMERICAN RESEARCH BUREAU

AVERAGE QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
9-00P-10-00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS										SHARES — METRO SURVEY AREA																									
MEN					WOMEN					TOTAL PEERS. 12 +	STATION CALL LETTERS	MEN					WOMEN					TOTAL PEERS. 12 +	STATION CALL LETTERS	MEN					WOMEN																
18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +	18 +			18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +	18 +			18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +								
TOTAL					TOTAL TEENS 12-17					TOTAL PEERS. 12 +	TOTAL TEENS 12-17	TOTAL					TOTAL					TOTAL PEERS. 12 +	TOTAL TEENS 12-17	TOTAL					TOTAL																
18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +	18 +			18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +	18 +			18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +	18 +	18-34	25-49	35-49	50 +								
150	11	29	18	37	66	1	32	31	27	59	25	KABL	150	11	29	18	37	66	1	32	31	27	59	25	KABL	3.2	1.0	3.3	5.2	5.4	3.1	.2	4.3	8.1	3.8	3.4	2.8								
145	4	19	15	15	34	12	66	54	33	99	12	KABL FM	144	3	18	15	15	33	12	66	54	33	99	12	KABL FM	3.0	.3	2.1	4.3	2.2	1.5	2.0	8.8	16.0	4.6	5.8	1.4								
38	13	4			13	16	3			11	9	KARA	126	11	2			11	11	3			11	9	KARA	.7	1.0	.2			.5	1.8	.4			.6	1.0								
165	7	21	14	57	78	13	32	26	40	79	8	KRAY	126	9	9	47	56	9	21	19	36	64	6	KRAY	2.6	1.0	2.6	6.8	2.6	1.5	2.8	4.9	5.0	3.7	.7										
177	9	26	18	60	87	1	16	15	74	90		KCBS	124	6	20	15	41	62	15	15	47	62	6	KCBS	2.6	.5	2.3	4.3	5.9	2.9	2.0	3.9	6.6	3.6											
17	4	4	4	7	11	4			2	6		KCBS FM	17	4	4	7	11	4		2	6			KCBS FM	.4	.5	1.2	1.0	.5	.7		.3	.4												
95	56	3			9	65	5	16	11	14		KOIA	95	56	3			9	65	5	16	11	14	KOIA	2.0	5.0	.3			1.3	3.0	.8	2.1	2.9	.9	1.6									
158	53	30	13	57	123	4	9	5	14	23	12	KEEN	156	53	30	13	55	121	4	9	5	14	23	12	KEEN	3.3	4.7	3.5	3.7	8.0	5.6	.7	1.2	1.3	2.0	1.3	1.4								
160	42	48	22	25	89	24	64	48	7	71		KFOG	153	42	48	22	20	84	24	64	48	5	69	KFOG	3.2	3.7	5.5	6.3	2.9	3.9	3.9	8.6	10.4	.7	4.0										
363	50	5	3	3	56	39	9	7	9	55	252	KFRC	305	37	4	3	43	37	7	5	5	51	211	KFRC	6.4	3.3	.5	.9	.4	2.8	6.1	.9	1.3	1.3	3.8	23.9									
566	19	74	58	109	186	7	36	29	331	367	13	KGO	469	16	67	51	91	156	7	31	24	272	303	8	KGO	9.9	1.4	7.7	14.7	13.2	7.3	1.1	6.1	6.2	37.5	17.7	.9								
145	93	41			11	104	18	20	2	18	38	KDFC	145	93	41			11	104	18	20	2	18	38	3	KDFC	3.0	8.3	4.7			1.6	4.8	3.0	2.7	.5	2.5	2.2	.3						
245	94	55	8	29	131	63	62	4	2	69	45	KIOI	229	89	50	8	24	121	59	58	4	63	45	63	45	KIOI	4.8	7.9	5.8	2.3	3.5	5.6	9.7	7.8	1.0	3.7	5.1								
37	11	16	16	1	28	9	2			9		KJAZ	37	11	16	16	1	28	9	2			9	KJAZ	.8	1.0	1.8	4.6	.1	1.3	1.5	.3		.5											
17												KKEE	16											4	KKEE	.3																			
100	14	14		26	40	23	48	25	9	57	3	KKHI	100	14	14		26	40	23	48	25	9	57	3	KKHI	2.1	1.2	1.6			3.8	1.9	3.8	6.4	6.5	1.3	3.3	.3							
105	50	53	11	14	75	2	7	5	23	30		KKHI FM	102	50	53	11	13	74	2	6	4	22	26	4	KKHI FM	2.1	4.4	6.1	3.2	1.9	3.4	4.4	2.1	4.8	1.0	3.1	1.8								
205	64	67	11	40	115	25	55	30	32	87	3	TOTAL	202	64	67	11	39	114	25	54	29	31	85	3	TOTAL	4.2	5.6	7.7	3.2	5.7	5.3	4.1	7.2	7.5	4.4	4.9	.3								
82	46	46	20	66	20	66	4	4	8	12	4	KKIS	80	44	44	20	64		4	4	8	12	4	KKIS	1.7		5.1	12.7	2.9	3.0		.5	1.0	1.1	.7	.5									
115	28	1			28	22	16	9		31	56	KLIV	115	28	1			28	22	16	9		31	56	KLIV	2.4	2.5	.1			1.3	3.6	2.1	2.3	1.8	6.3									
61	11	9		18	29	13	14	4	1	18	14	KLOK	56	3	7		18	27	12	14	4		16	13	KLOK	1.2	.8	.8			2.6	1.2	2.0	1.9	1.0										
98	33	14	10	1	44	13	46	35	4	52	2	KNBR	91	30	12	9	1	40	13	44	33	3	49	2	KNBR	1.9	2.7	1.4	2.6	.1	1.9	2.1	5.9	8.6	.4	2.9	.2								
35	18	4	4		22				4	6	10	KNBR FM	34	18	4	4		22			4	4	6	10	2	KNBR FM	.7	1.6	.5	1.2		1.0				.5	1.8	.6	.2						
105	40	6		23	63	20	7	1	6	27	15	KNEM	100	37	3		22	59	20	6	6	26	15	15	15	KNEM	2.1	3.3	.3			3.2	2.7	3.3	.8										
101	46	24			46	18	4			18	37	KOME	101	46	24			46	18	4			18	37	KOME	2.1	4.1	2.8			2.1	3.0	.5		1.1	4.2									
36	16	16			1	17	18			1	19	KPSJ	36	16	16			1	17	18			1	19	KPSJ	.8	1.4	1.8			.1	.8	3.0		.1	1.1									
133	78	43	2		80	23	19		6	29	24	KSAN	133	78	43	2		80	23	19		6	29	24	KSAN	2.8	6.9	5.0	.6		3.7	3.8	2.5		.8	1.7	2.7								
430	60	101	41	141	242	33	59	32	75	140	48	KSFO	420	55	96	41	148	236	29	55	32	75	136	48	KSFO	8.8	4.9	11.1	11.8	20.3	10.9	4.8	7.4	8.3	10.5	7.9	5.4								
135	65	57		5	70	27	12			27	38	KSFX	128	65	57		5	70	27	12		27	23	38	KSFX	2.5	5.8	6.6			.7	3.2	4.4	1.6											
122	40	7			40	62	52			62	20	KSJO	117	35	7		35	62	52			62	20	KSJO	2.5	3.1	.8			1.6	10.2	7.0		3.6	2.3										
15	5	7	2	4	11	4	4			4		KRX	15	5	7	2	4	11	4	4		4		4	KRX	.3	.4	.8	.6		.5	.7	.5		.2										
178	25	8			25	28	1	1	4	33	120	KYA	176	25	8		25	26	1	1	4	31	128	KYA	3.7	2.2	.9			1.2	4.3	.1	.3	.6	1.8	13.6									
191	51	7			51	50	16	5		55	85	KYA FM	190	51	7		51	50	16	5		55	84	KYA FM	4.0	4.5	.8			2.4	8.2	2.1	1.3	3.2	9.5										
66	2	18	16	10	28	11	25	16	10	37	1	KRAK	66	2	18	16	10	28	11	25	16	10	37	1	KRAK	.2	.9	2.3			.4														

TOTAL LISTENING IN METRO SURVEY AREA 4755 1124 668 347 691 2162 609 747 395 717 1711 892

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AMERICAN RESEARCH BUREAU

AVERAGE QUARTER-HOUR Listening Estimates

SAN FRANCISCO
APRIL/MAY 1973

MONDAY-FRIDAY
MIDNIGHT-1:00AM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA											
TOTAL PERS. 12+	MEN			WOMEN			TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17	MEN			WOMEN			TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17	MEN			WOMEN			TOTAL PERS. 12+	STATION CALL LETTERS	TEENS 12-17								
	10-34	25-49	35-49	50+	TOTAL	10-34				25-49	35-49	50+	TOTAL	10-34	25-49				35-49	50+	TOTAL	10-34	25-49	35-49				50+	TOTAL	10-34	25-49	35-49	50+	TOTAL	
20	7	7	1	8	20	10	10	2	12	8	7	1	8	20	KABL	8	10	10	2	12	2.1	3.4	16.7	1.3	2.0	6.8	16.1	1.0	2.7						
9	2	2	4	3	9	4	4	3	7	2	2	2	4	9	KABL FM	2	4	4	3	7	.9	.7	1.0	.5	.5	3.5	6.5	1.5	1.6						
5	3	3	2	5	5	3	3	2	2	3	3	2	3	5	KARA	3	3	3	2	2	.5	1.0		.7	1.0				.4						
7	2	2	1	4	5	1	1	4	5	2	2	2	3	5	KBAY	2	2	3	3	3	.5		2.6	.5	.5	2.7	4.8	1.0	1.1						
59	15	22	10	46	48	12	19	10	21	43	3	3	3	2	KCBS	48	12	19	10	21	5.0	4.1	9.4	23.8	27.6	10.5	2.7	4.8	1.0	1.1					
6	3	3	6	6	6	3	3	6	6	6	6	6	6	6	KCBS FM	6	6	6	6	6	.6					2.7	4.8	3.0	1.3						
4	3	3	3	3	4	3	3	3	3	4	3	3	3	4	KOIA	4	3	3	3	3	.4					2.7	4.8	.7	1.1						
38	19	19	14	14	38	14	14	1	15	19	14	14	14	15	KEEN	38	19	19	14	15	4.0	6.6	9.4	4.7	4.7	12.4	22.6	.5	3.3	4.3					
-1	7	7	7	7	-1	7	7	7	7	7	7	7	7	7	KFAX	-1	7	7	7	7															
17	4	4	3	7	12	4	4	3	7	12	4	4	4	12	KFOG	12	4	4	3	7	1.3	1.4		3.9	1.7			2.0	.9	1.1					
103	22	7	1	24	91	19	7	1	20	33	1	6	39	32	KFRC	91	19	7	1	20	9.6	6.6	3.4	2.4	4.9	17.2	.9	3.0	8.6	34.8					
278	38	59	21	34	237	38	56	18	28	84	5	5	147	152	KGO	237	38	56	18	28	24.9	13.1	27.6	62.9	36.8	20.6	4.4	8.1	74.6	33.7	1.1				
12	7	7	5	1	6	7	7	1	1	7	1	1	1	1	KIOI	6	7	7	1	1	.8	2.4	3.4	1.7	.5	.9			.2						
29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	*KJAZ	29	29	29	29	29	3.0			15.1					6.4						
-1	9	9	3	3	-1	9	9	3	3	-1	9	9	3	3	KKEE	-1	9	9	3	3															
12	9	9	3	3	12	9	9	3	3	12	9	9	3	3	KKMI	12	9	9	3	3	1.3	3.1	4.4	2.2	1.6	2.7			.7						
3	2	2	1	4	3	2	2	1	4	3	2	2	1	4	KKMI FM	3	2	2	1	4	.7	1.0		.5	.5	3.5	6.5	1.5	1.6						
15	11	11	4	3	15	11	11	4	3	15	11	11	4	3	TOTAL	15	11	11	4	3	1.6	3.8	5.4	2.7	2.1	2.7			.9						
18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	KLIV	18	18	18	18	18	1.9			9.4					4.0						
11	2	2	8	4	8	8	8	8	8	8	8	8	8	8	KLOK	8	8	8	8	8	.8			4.2	3.5			1.8							
18	2	3	1	3	9	3	3	15	13	9	9	9	9	9	KNBR	9	9	9	9	9	.9					8.0	14.5	2.0							
10	10	7	10	10	7	7	7	10	10	7	7	7	7	7	KNBR FM	7	7	7	7	7	.7	2.4	3.4	1.7	1.7	8.0	14.5	2.0							
28	12	10	1	13	16	7	7	13	15	16	7	7	9	9	TOTAL	16	7	7	13	15	1.6	2.4	3.4	1.7	1.7	8.0	14.5	2.0							
34	3	7	4	5	33	3	6	3	5	11	15	3	1	6	KNEM	33	3	6	3	5	3.5	1.0	3.0	7.1	6.6	2.7	7.8	2.7	1.6	3.0	4.9				
50	36	10	5	36	50	36	10	5	36	10	5	36	10	5	KOME	50	36	10	5	36	5.3	12.4	4.9	8.8	5.2	4.4			2.2	6.3					
-1	38	3	38	38	-1	38	3	38	38	-1	38	3	38	38	KPSJ	-1	38	3	38	38	4.7	13.1	1.5	9.3					7.6						
32	6	9	3	9	32	6	9	3	9	18	6	5	3	14	KSAN	32	6	9	3	9	3.4	2.1	6.4	7.1	11.8	4.4	3.1	4.4	8.1	1.5	3.1				
103	58	21	1	59	81	49	21	49	20	49	20	4	20	12	KSFO	81	49	21	49	20	6.5	16.9	10.3	12.0	10.4	3.5			4.4	13.0					
30	11	11	14	14	28	11	14	14	14	11	14	14	14	14	KSFX	28	11	14	14	14	2.9	3.8		2.7	7.3	12.4			3.1	3.3					
8	7	7	7	7	8	7	7	7	7	7	7	7	7	7	KSJO	8	7	7	7	7	.8			9.2	1.7			.5							
25	6	6	5	5	25	6	5	5	5	6	5	5	5	5	KKRX	25	6	5	5	5	2.6	2.1		3.5	2.6			1.1	15.2						
26	16	13	16	13	26	16	13	16	13	26	16	13	16	13	KYA	26	16	13	16	13	2.7	2.7		8.3	11.5			3.5	10.9						
6	5	5	5	5	-1	5	5	5	5	-1	5	5	5	5	KYAFM	-1	5	5	5	5															
6	5	5	5	5	-1	5	5	5	5	-1	5	5	5	5	KRAK	-1	5	5	5	5															

TOTAL LISTENING IN METRO SURVEY AREA

951 298 203 42 76 408 192 113 62 197 451 92

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Trends—Metro Survey Area

SAN FRANCISCO
APRIL/MAY 1973

TRENDS
TOTAL PERSONS 12+

STATION CALL LETTERS		AVERAGE PERSONS SHARES																				STATION CALL LETTERS	
		MON - SUN 6:00 AM - MIDNIGHT				MON - FRI 6:00 AM - 10:00 AM				MON - FRI 10:00 AM - 3:00 PM				MON - FRI 3:00 PM - 7:00 PM				MON - FRI 7:00 PM - MIDNIGHT					
		J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73		
KABL	6.5	6.2	7.1	5.0	6.9	5.9	6.3	5.2	8.8	8.5	8.8	5.3	8.3	6.6	7.7	6.1	3.6	4.6	5.4	3.0	KABL		
KABL FM	2.5	1.8	2.4	2.5	2.0	1.6	1.7	1.7	3.1	2.3	3.7	2.9	2.5	1.7	2.5	2.9	2.1	1.3	1.3	2.7	KABL FM		
KARA	**	.8	.9	1.5	**	.7	.8	1.3	**	1.0	.7	2.4	**	1.1	.9	1.7	**	.4	.6	.6	KARA		
KBAY	2.0	2.4	1.6	3.0	1.9	1.4	1.2	2.2	2.0	2.8	1.5	3.4	1.9	2.3	1.2	3.8	2.0	3.1	1.9	2.9	KBAY		
KCBS	8.1	9.5	7.5	7.9	16.3	15.5	13.7	14.6	6.0	7.5	5.7	7.0	6.8	8.2	7.0	6.8	4.8	5.4	4.4	3.9	KCBS		
KCBS FM	.9	.5	.5	.8	1.3	.7	.6	.8	.8	.3	.4	1.1	.9	.3	.3	.7	.8	.9	.8	.4	KCBS FM		
KDIA	3.1	2.3	2.3	1.9	2.7	2.1	1.6	1.7	3.0	1.5	2.4	2.1	3.3	2.5	2.3	1.9	2.9	2.3	1.1	2.0	KDIA		
KEEN	1.7	1.0	1.0	1.8	1.4	.9	1.0	1.4	.7	.9	.9	1.7	2.0	1.4	1.4	2.1	3.4	1.3	1.3	2.6	KEEN		
*KFAX	.4	.9	1.2	.6	.3	1.1	1.4	1.0	.3	.9	1.6	.7	.3	1.0	.6	.3	.3	.5	.7	.1	*KFAX		
KFOG	4.3	4.5	3.8	3.3	2.7	3.6	1.8	1.9	3.6	5.9	3.4	3.8	4.7	5.4	4.6	3.9	4.9	3.0	5.2	3.5	KFOG		
KFRC	6.3	5.8	6.6	5.9	5.5	5.7	5.8	5.1	8.2	4.1	5.8	4.6	6.4	7.0	8.2	7.1	5.0	6.1	7.1	6.6	KFRC		
KGO	9.2	9.5	7.5	8.7	10.5	12.0	11.3	11.7	9.6	10.2	6.1	8.3	7.6	6.4	6.5	6.7	12.7	14.2	8.0	11.0	KGO		
*KIBE	1.0	.6	.5	.3	.6	.4	.3	.2	1.3	.8	.7	.2	1.2	.5	.3	.4	.4				*KIBE		
KDFC	1.3	.9	1.2	1.1	.9	.5	.5	.4	1.1	.7	1.1	.8	.9	1.3	1.3	.7	1.8	1.1	1.8	2.1	KDFC		
KIOI	2.0	3.3	3.9	3.5	1.0	1.6	2.4	3.3	2.0	2.8	3.6	2.5	2.1	4.3	5.0	4.5	2.0	3.8	4.2	3.7	KIOI		
*KJAZ	**	.6	.5	.4	**	.3	.3	.2	**	.6	.3	.4	**	.5	.2	.5	**	.4	1.0	.7	*KJAZ		
KKEE	**	.6	.8	.7	**	.2	.7	.6	**	.6	.6	1.0	**	.7	.7	.6	**	1.2	.7	.6	KKEE		
KKHI	1.5	1.5	1.1	1.3	1.1	1.4	.9	1.2	1.4	1.1	1.0	.9	1.9	1.5	.9	1.1	2.1	1.6	1.6	2.1	KKHI		
KKHI FM	.6	.9	1.0	.7	.6	.3	.2	.4	.5	.7	.6	.4	.5	.9	.9	.7	.6	1.7	1.6	1.6	KKHI FM		
KKIS	.8	**	.3	.9	.4	**	.6	.6	.8	**	.4	.7	.9	**	.2	1.0	1.2	**		1.8	KKIS		
KLIV	1.6	1.5	1.8	1.8	1.1	1.5	1.8	1.7	2.2	1.3	1.8	1.4	2.0	1.8	1.8	1.6	1.8	1.5	2.0	2.5	KLIV		
KLOK	3.4	3.1	3.6	3.1	5.1	3.5	4.7	4.5	3.8	4.2	3.8	3.3	3.1	3.6	3.4	2.2	2.1	1.5	2.5	1.5	KLOK		
KNBR	3.0	3.6	3.5	2.6	4.5	4.4	5.4	3.2	3.3	3.3	3.5	2.4	3.0	3.2	3.2	2.7	2.4	2.6	2.4	2.0	KNBR		
KNBR FM	1.8	1.3	1.3	1.1	1.3	.9	1.0	1.0	2.5	1.3	1.6	1.3	1.8	1.1	1.5	1.0	1.3	1.4	1.1	.7	KNBR FM		
KNEW	2.7	4.9	5.3	3.7	2.6	3.4	4.1	3.0	3.7	10.2	11.4	8.6	2.9	4.2	3.9	1.9	2.4	2.9	2.3	1.8	KNEW		
KOME	.7	1.1	1.4	1.3	.2	.7	.8	.7	.6	1.0	1.7	.9	.6	1.2	1.5	1.6	1.0	2.1	2.2	2.4	KOME		
KPSJ	**	.9	**	.5	**	.8	**	.3	**	1.3	**	.6	**	1.1	**	.2	**	.8	**	.7	KPSJ		
KSAN	2.3	3.7	4.4	3.5	1.2	2.4	2.8	2.5	2.2	3.4	3.9	3.9	2.4	3.8	4.8	4.5	4.1	5.7	8.4	3.6	KSAN		
*KSAY	.7	.7	1.4	2.4	.8	.3	.8	1.5	.7	.5	1.5	2.7	.6	.5	2.0	2.4	.2				*KSAY		
KSFO	11.8	6.9	5.6	8.8	12.0	10.1	8.7	9.4	6.0	3.8	3.4	8.2	11.4	5.6	5.4	6.7	14.0	3.6	6.8	8.5	KSFO		
KSFJ	1.2	1.0	1.9	1.6	.4	.4	.9	1.4	1.3	.8	2.0	1.1	1.2	1.1	1.9	1.5	1.5	1.9	4.1	2.8	KSFJ		
KSJD	.6	1.3	.9	1.6	.7	.9	.7	.7	.8	1.4	.6	1.6	.7	1.7	.7	2.4	.7	2.2	1.4	2.4	KSJD		
KXRJ	.7	.6	.9	1.0	.8	.9	1.4	1.6	.9	.5	1.3	1.0	.7	.7	.8	.7	.6	.5	.5	.6	KXRJ		
KYA	4.5	4.6	4.4	3.6	3.1	4.3	3.3	3.1	5.2	3.3	2.9	2.3	4.7	5.4	5.2	4.5	4.4	6.3	5.3	4.1	KYA		
KYA FM	**	1.0	1.0	1.8	**	.7	.6	1.8	**	.9	.6	1.3	**	.9	.8	1.9	**	1.3	1.7	3.0	KYA FM		
KRAK	.9	.7	1.0	1.0	.7	1.0	.8	1.2	.9	.7	1.5	1.2	.6	.7	.8	1.4	.3	.4	.4	.2	KRAK		
METRO TOTAL RATING	15.2	15.6	15.8	15.2	18.2	21.0	20.4	20.1	16.5	17.2	17.7	17.0	16.6	16.2	17.5	15.6	11.7	10.0	10.2	10.2	METRO TOTAL RATING		

PAGE 88 FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period
(**) Station not reported or reported under different call letters this survey

AVERAGE QUARTER-HOUR Trends—Metro Survey Area

SAN FRANCISCO
APRIL/MAY 1973

TRENDS
MEN 18+

STATION CALL LETTERS	AVERAGE PERSONS SHARES																			STATION CALL LETTERS	
	MON - SUN 6:00 AM - MIDNIGHT				MON - FRI 6:00 AM - 10:00 AM				MON - FRI 10:00 AM - 3:00 PM				MON - FRI 3:00 PM - 7:00 PM				MON - FRI 7:00 PM - MIDNIGHT				
	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73		A/M 73
KABL	6.5	5.9	6.8	5.5	7.4	6.5	6.9	6.0	8.7	8.1	8.0	6.3	9.1	6.6	7.5	7.2	3.8	4.0	4.6	2.9	KABL
KABL FM	1.8	1.4	1.8	2.0	1.3	1.6	1.3	1.4	1.8	1.9	2.7	2.7	1.6	1.2	2.0	2.2	2.0	.7	.9	1.4	KABL FM
KARA	**	.3	1.3	1.4	**	.2	1.3	1.6	**	.3	.7	2.7	**	.4	1.1	1.2	**	.1	.8	.2	KARA
KBAY	2.0	2.3	1.8	2.5	1.9	1.3	.8	1.4	1.7	2.0	1.1	2.2	1.7	1.8	1.3	3.4	2.7	4.2	2.4	3.3	KBAY
KCBS	10.4	12.0	7.7	9.2	19.8	18.6	14.8	17.3	9.4	10.1	4.5	9.2	9.8	10.8	7.9	8.1	6.2	8.5	5.3	4.5	KCBS
KCBS FM	1.3	.6	.2	1.0	.9	.7	.4	.9	1.3	.2	.2	1.9	1.3	.5	.4	1.0	1.5	1.2	.2	.4	KCBS FM
KDIA	1.5	2.1	2.3	1.4	1.1	1.5	2.0	.9	1.7	1.9	2.8	1.4	2.8	2.0	2.0	1.1	1.0	1.4	.8	2.4	KDIA
KEEN	2.4	1.1	1.2	2.5	1.6	.9	1.1	2.1	1.0	.6	.6	2.5	2.8	1.6	1.7	2.6	4.4	1.8	2.2	4.2	KEEN
*KFAF	.3	.5	1.0	.3	.3	.6	1.2	.3		.6	1.3	.2	.2	.5	.5	.3	.3		1.1	.1	*KFAF
KFOG	3.8	5.2	3.8	2.8	2.5	4.3	1.8	1.0	2.0	5.9	3.5	2.7	3.8	6.0	4.0	2.9	5.3	4.8	5.9	4.2	KFOG
KFRC	4.8	3.2	4.3	3.0	5.0	2.9	3.0	2.6	6.7	3.3	4.4	2.9	4.2	3.7	5.6	3.4	3.4	1.8	3.4	2.8	KFRC
KGO	7.6	9.1	6.6	6.9	9.6	12.5	10.8	9.6	9.0	9.1	4.8	6.1	6.6	7.4	5.8	6.7	8.1	12.1	6.2	7.9	KGO
*KIBE	1.4	.8	.9	.3	.8	.7	.8	.2	1.8	1.2	1.1	.1	1.4	.7	.6	.5	.8				*KIBE
KDFC	1.5	1.4	1.5	1.4	.4	.8	1.0	.5	1.4	1.1	1.5	.8	1.2	2.0	.5	1.0	2.6	1.4	1.9	3.6	KDFC
KIOI	1.7	2.8	3.7	3.6	1.2	1.5	2.3	4.1	1.4	2.8	3.7	1.6	1.4	3.9	4.5	4.9	1.8	2.7	3.8	4.5	KIOI
*KJAZ	**	1.2	.8	.7	**	.8	.6	.5	**	1.3	.4	.7	**	1.1	.4	.5	**	1.0	1.6	.8	*KJAZ
KKEE	**	.7	.6	.5	**	.2	.2	.5	**	.5	.2	.7	**	.7	.5	.3	**	1.8	.7	.3	KKEE
KKHI	1.6	1.5	1.3	1.6	1.6	1.7	.7	1.7	1.3	1.2	.8	1.4	1.7	1.5	1.2	1.0	2.5	1.0	2.4	2.1	KKHI
KKHI FM	.7	1.0	1.3	.9	.7	.4	.4	.6	.7	.7	.8	.2	.4	.8	1.2	.7	.6	1.8	1.8	2.5	KKHI FM
KKIS	1.2	**	.4	1.3	.6	**	.7	1.0	1.0	**	.3	.7	1.5	**	.2	1.5	1.9	**	.1	3.1	KKIS
KLIV	1.4	1.1	1.4	1.2	.6	1.2	2.2	1.1	2.3	1.2	1.9	1.0	1.8	1.2	1.4	.8	1.2	.5	.7	1.9	KLIV
KLOK	3.1	2.7	2.7	2.8	5.6	3.6	4.4	4.7	3.0	3.8	3.3	2.7	2.5	3.0	2.6	1.9	2.1	1.0	1.6	1.5	KLOK
KNBR	3.3	4.4	4.0	2.4	4.1	5.4	5.7	2.8	3.9	3.3	3.9	1.2	3.2	4.2	4.6	2.6	3.4	3.3	3.6	1.9	KNBR
KNBR FM	2.0	.9	1.3	.9	1.3	.7	.9	1.4	3.9	.5	1.5	.6	2.2	1.0	1.2	.6	1.1	1.4	1.3	.7	KNBR FM
KNEW	3.2	4.9	5.9	4.3	3.7	3.1	3.6	3.2	5.2	10.6	14.9	10.1	3.1	5.2	3.6	2.6	2.3	3.6	1.4	1.9	KNEW
KOME	1.2	1.6	2.0	1.8	.5	1.0	.8	.8	1.3	1.9	2.4	1.4	1.1	1.8	1.9	2.6	1.6	3.5	3.3	2.9	KOME
KPSJ	**	1.0	**	.6	**	.9	**	.3	**	1.4	**	.7	**	1.7	**	.3	**	.7	**	.8	KPSJ
KSAN	3.1	5.6	7.0	4.8	1.1	3.6	4.3	3.7	3.2	5.8	6.2	5.7	2.8	5.4	7.8	5.3	5.5	7.8	13.2	4.9	KSAN
*KSAY	.8	.9	1.5	4.0	1.0	.4	1.1	2.4	.8	.8	1.5	4.4	.7	.8	2.5	4.4	.3				*KSAY
KSFO	15.2	7.0	6.1	11.1	12.8	9.1	8.7	10.3	7.8	3.5	3.1	10.1	14.6	6.1	7.0	9.6	18.1	3.2	8.3	10.9	KSFO
KSFX	1.4	1.2	3.4	2.1	.5	.5	1.6	1.1	1.5	.5	3.8	1.5	1.3	1.3	3.2	2.2	1.9	3.1	6.6	4.1	KSFX
KSJO	.7	2.4	1.1	1.6	.8	1.8	.5	.8	1.2	3.0	.6	1.0	.7	3.0	.8	3.2	.6	3.0	1.0	2.1	KSJO
KXRX	.5	.6	1.0	1.1	.7	.8	1.8	2.2	.6	.4	1.2	.6	.7	.6	.9	.9	.2	.5	.5	.9	KXRX
KYA	2.5	2.0	2.3	1.3	2.8	1.7	1.9	1.2	3.0	2.2	1.7	1.3	3.2	2.0	2.9	1.8	1.5	2.9	1.4	1.1	KYA
KYA FM	**	.8	.4	.7	**	.5	.1	.6	**	.8	.1	.2	**	.3	.5	.5	**	1.4	.8	1.6	KYA FM
KRAK	1.1	.5	1.6	1.7	.5	.7	1.5	2.2	1.0	.4	2.1	2.4	.5	.2	1.2	2.6	.1	.1	.6	.5	KRAK
METRO TOTAL RATING	14.7	15.6	16.0	15.8	17.8	20.6	19.9	20.4	14.3	17.4	18.3	17.7	16.9	16.6	17.9	16.9	12.1	9.6	10.7	10.6	METRO TOTAL RATING

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period
 (**) Station not reported or reported under different call letters this survey

AVERAGE QUARTER-HOUR Trends—Metro Survey Area

SAN FRANCISCO
APRIL/MAY 1973

TRENDS
WOMEN 18+

STATION CALL LETTERS		AVERAGE PERSONS SHARES																		STATION CALL LETTERS			
		MON - SUN 6:00 AM - MIDNIGHT				MON - FRI 6:00 AM - 10:00 AM				MON - FRI 10:00 AM - 3:00 PM				MON - FRI 3:00 PM - 7:00 PM				MON - FRI 7:00 PM - MIDNIGHT					
		J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72			J/F 73	A/M 73
KABL	7.7	7.7	8.5	5.4	7.2	6.3	6.8	5.4	11.0	9.4	10.0	5.2	9.3	8.5	9.5	6.4	4.1	7.1	8.1	3.5	KABL		
KABL FM	3.6	2.5	3.5	3.4	2.5	1.7	2.4	2.2	4.8	2.7	4.8	3.6	3.9	2.6	3.8	4.4	2.9	2.5	2.1	5.0	KABL FM		
KARA	**	1.2	.6	1.6	**	1.1	.5	.9	**	1.4	.7	2.1	**	1.9	.9	2.2	**	.4	.3	.9	KARA		
KBAY	2.2	3.1	1.9	4.1	2.0	1.7	1.7	3.2	2.4	3.6	2.0	4.8	2.2	3.5	1.5	5.3	2.0	3.2	2.2	3.5	KBAY		
KCBS	7.9	9.3	8.7	8.2	15.4	15.4	14.7	14.1	5.2	6.1	7.2	5.9	5.7	7.9	8.0	7.2	4.6	4.7	5.2	4.9	KCBS		
KCBS FM	.6	.5	.8	.8	1.6	.8	.9	.9	.5	.3	.5	.5	.3	.2	.2	.5	.1	.6	1.8	.5	KCBS FM		
KDIA	3.1	1.7	2.1	2.1	3.3	2.1	1.2	2.0	2.3	.8	2.1	2.3	2.6	1.8	2.4	2.4	2.9	1.3	.8	1.7	KDIA		
KEEN	1.4	.9	1.0	1.2	1.2	1.0	1.1	.9	.7	1.1	1.2	1.1	1.7	1.4	1.4	1.9	2.8	.9	.8	1.2	KEEN		
*KFAX	.6	1.4	1.7	1.0	.4	1.6	1.8	1.8	.7	1.2	2.0	1.1	.3	1.8	1.0	.4	.4	1.3	.6	.1	*KFAX		
KFOG	5.7	4.6	4.3	4.5	3.2	3.6	2.0	2.9	5.7	6.4	3.4	5.2	6.6	6.2	5.9	6.1	5.9	2.6	6.4	4.3	KFOG		
KFRC	3.9	4.5	5.0	4.1	3.3	5.4	4.8	3.9	5.2	3.5	4.9	3.4	4.3	4.9	7.0	4.7	2.7	3.2	5.5	3.1	KFRC		
KGO	12.6	11.7	9.4	12.1	12.4	13.2	13.1	15.1	12.5	11.8	7.1	11.1	10.5	7.1	8.3	8.5	20.6	21.9	12.8	18.7	KGO		
*KIBE	.9	.5	.3	.3	.5	.3		.2	1.2	.6	.4	.3	1.2	.4	.2	.5	.2				*KIBE		
KDFC	1.4	.6	1.3	.9	1.5	.3	.2	.3	1.1	.3	.9	.8	.9	.9	2.4	.6	1.6	1.4	2.4	1.4	KDFC		
KIOI	1.7	3.1	3.7	3.2	.5	1.3	2.3	2.4	1.8	2.8	3.5	3.2	2.2	4.3	4.7	4.0	1.6	3.8	3.7	2.3	KIOI		
*KJAZ	**	.2	.3	.3	**		.1		**	.1	.2	.1	**	.1	.2	.6	**	.1	.8	.8	*KJAZ		
KKEE	**	.5	1.2	.9	**	.2	1.3	.7	**	.6	1.1	1.3	**	.8	1.1	1.0	**	.9	1.0	.9	KKEE		
KKMI	1.7	1.7	1.2	1.3	.9	1.3	1.1	.9	1.9	1.2	1.3	.4	2.4	1.8	.9	1.5	2.3	2.8	1.1	3.0	KKMI		
KKMI FM	.7	1.1	.9	.7	.5	.4	.1	.3	.5	.8	.5	.7	.6	1.2	.9	.9	.9	2.3	2.0	1.3	KKMI FM		
KKIS	.7	**	.4	.7	.4	**	.6	.4	.9	**	.5	.7	.6	**	.2	.8	.8	**		1.1	KKIS		
KLIV	.7	.9	.8	1.2	.7	1.1	.5	1.1	.7	1.0	1.0	1.0	.9	1.1	.9	1.5	.7	.6	.6	1.7	KLIV		
KLOK	3.8	3.4	4.7	3.6	4.5	3.4	5.5	4.8	4.5	4.3	4.5	4.1	4.1	4.1	4.3	2.8	1.9	1.8	4.3	1.4	KLOK		
KNBR	3.3	3.5	3.6	3.2	5.2	4.0	5.9	3.8	3.5	3.6	3.5	3.7	3.4	3.2	2.8	3.6	2.0	2.5	1.9	2.8	KNBR		
KNBR FM	2.0	1.8	1.5	1.4	1.4	1.3	1.3	.8	2.1	1.9	1.8	2.0	1.9	1.6	1.9	1.6	1.9	1.8	1.2	.9	KNBR FM		
KNEW	2.5	5.3	5.3	3.6	1.9	3.7	4.3	3.1	3.0	10.6	9.1	8.3	3.0	3.2	4.4	1.3	2.1	2.3	3.1	1.8	KNEW		
KOME	.1	.4	.9	.6		.4	.7	.4		.2	1.0	.4	.1	.6	.9	.6	.3	.6	1.5	1.2	KOME		
KPSJ	**	1.0	**	.5	**	.8	**	.4	**	1.3	**	.6	**	1.0	**	.2	**	1.2	**	1.0	KPSJ		
KSAN	1.4	2.2	2.0	2.2	1.0	1.4	1.4	1.3	1.2	1.4	1.9	2.1	1.8	2.7	1.7	3.5	2.9	5.0	4.4	2.0	KSAN		
*KSAY	.7	.6	1.7	1.4	.7	.3	.7	.9	.9	.3	1.7	1.5	.6	.2	2.1	1.0	.2				*KSAY		
KSFO	10.4	7.3	6.0	7.9	12.3	11.7	9.6	9.8	5.6	4.1	4.0	7.4	9.5	6.3	5.0	4.7	11.8	4.3	7.0	7.2	KSFO		
KSFX	.9	.6	.6	1.2	.4	.1	.2	1.7	.9	.8	.6	.8	.9	.8	.6	1.0	.7	.5	1.4	1.9	KSFX		
KSJO	.3	.2	.6	1.6	.4	.1	.8	.4	.2		.2	2.0	.6	.4	.2	1.7	.2	1.1	.9	2.9	KSJO		
KXRX	1.1	.8	1.0	1.1	1.0	1.1	1.2	1.3	1.3	.6	1.4	1.5	1.0	.9	1.0	.7	1.2	.6	.6	.6	KXRX		
KYA	2.3	2.7	2.3	2.0	1.8	2.9	1.7	1.8	3.0	2.9	2.3	1.4	2.1	3.5	2.2	2.8	2.2	2.4	2.5	1.9	KYA		
KYA FM	**	.8	.7	1.4	**	.7	.3	1.8	**	.6	.9	.9	**	1.0	.7	1.2	**	.6	1.0	1.7	KYA FM		
KRAK	.7	1.0	.8	.6	.8	1.3	.3	.5	.8	1.1	1.0	.3	.8	1.3	.7	.6	.4	.9	.5		KRAK		
METRO TOTAL RATING	16.2	16.7	16.7	15.8	21.5	23.9	23.2	22.4	18.0	20.6	20.6	19.0	16.9	16.2	17.5	15.0	11.4	9.2	9.0	9.1	METRO TOTAL RATING		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period
(**) Station not reported or reported under different call letters this survey

AVERAGE QUARTER-HOUR Trends—Metro Survey Area

SAN FRANCISCO
APRIL/MAY 1973

TRENDS
TEENS 12-17

STATION CALL LETTERS	AVERAGE PERSONS SHARES																		STATION CALL LETTERS		
	MON - SUN 6:00 AM - MIDNIGHT				MON - FRI 6:00 AM - 10:00 AM				MON - FRI 10:00 AM - 3:00 PM				MON - FRI 3:00 PM - 7:00 PM				MON - FRI 7:00 PM - MIDNIGHT				
	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72	J/F 73	A/M 73	J/A 72	O/N 72		J/F 73	A/M 73
KABL	2.0	.5	2.0	.8	1.8	.2	.9		2.2		2.1		1.7	.4	2.1	1.1	1.5	.3	1.1	1.8	KABL
KABL FM	.7	.3		.5	2.2	.9			.6	.7			.1		.5	.2	.3	.2	.8		KABL FM
KARA	**	1.1	.6	2.0	**	.2	.3	1.5	**	1.4	.3	3.1	**	.9	.6	1.5	**	.8	.8	1.1	KARA
KBAY	.9	.2		.5	1.1	.2			1.4			.5	1.9	.1		.4		.1		.5	KBAY
KCBS	1.6	.5	.9	.8	2.0	1.4	3.0	2.5	.8			1.2	.8	.3	.2	.4	.5	.3	.5	.3	KCBS
KCBS FM	1.0	.3		.2	.9				.8			.7	1.4	.3			.5	1.1		.2	KCBS FM
KDIA	8.3	5.8	2.8	3.3	8.1	5.4	2.9	4.3	8.9	7.6	2.7	5.0	7.2	6.9	3.2	2.6	9.0	6.6	2.5	1.8	KDIA
KEEN	.6	.8	.5	1.2	.9	.2		.5	.2		.3	.7	.1	.4	.6	1.5	1.5	1.3	.3	1.7	KEEN
*KFAX																	.2				*KFAX
KFOG	.7	.5	1.6			.2	.6		.6		2.1		1.0	.3	2.1				.6		KFOG
KFRC	20.8	22.0	22.6	26.7	26.2	22.2	25.0	26.4	21.4	19.4	26.4	25.7	21.7	25.9	20.8	29.7	17.8	21.9	20.4	25.0	KFRC
KGO	1.6	1.3	2.9	.7	.7	1.7	2.7	1.1	1.3	1.4	7.5	.9	.9	.3	2.5	.4	1.8	1.3	1.2	1.1	KGO
*KIBE	.1		.2						.3				.4								*KIBE
KDFC	.3			.2				.2		.4			.3				.2			.2	KDFC
KIOI	4.3	5.6	5.9	4.0	4.4	3.7	3.6	4.6	4.2	2.9	3.0	2.6	3.7	5.8	7.4	4.7	4.3	6.2	6.5	5.1	KIOI
*KJAZ	**				**				**				**				**				*KJAZ
KKEE	**	.3		.2	**	.6			**				**	.1	.1	.3	**	.4		.6	KKEE
KKHI	.1	.3	.6	.3		.5	.5			.4	.3	1.4	.5	.3	.2	.3		.3	.6	.2	KKHI
KKHI FM									.1												KKHI FM
KKIS	.1	**			**					**			**	.1			.2	**		.2	KKIS
KLIV	6.4	6.1	7.4	6.8	7.0	6.4	8.0	8.2	6.5	5.8	8.4	7.1	6.5	6.4	6.5	4.9	7.1	5.8	9.0	5.6	KLIV
KLOK	3.4	3.5	2.0	1.5	5.9	3.8	1.7	2.0	3.5	5.8	1.8	1.4	1.7	4.1	3.1	1.0	2.7	2.0	.9	1.8	KLOK
KNBR	.9	1.0	.8	.5	2.0	1.4	1.5	1.6	1.2	.4	.3	.9	.9	.1	.5	.1	.5	1.3	.3	.2	KNBR
KNBR FM	.3	.3	.3	.3		.3		.5	.7	.7		.7	.3	.1	.8		.6	.5	.3		KNBR FM
KNEW	2.1	3.2	2.9	1.3	1.3	2.5	4.7	1.3	2.0	1.4	4.2	1.2	2.0	4.9	3.3	1.1	3.7	3.1	2.9	1.7	KNEW
KOME	1.1	1.9	1.9	2.0	.9	2.0	1.5	2.1	.6	3.6	2.4	1.7	1.0	1.0	2.0	1.4	1.7	2.2	1.2	3.9	KOME
KPSJ	**		**		**		**		**		**		**		**		**		**		KPSJ
KSAN	3.0	3.2	4.5	4.0	4.2	2.9	4.2	3.8	2.9	6.1	5.1	6.1	3.4	2.2	5.9	4.9	3.5	2.5	4.9	3.9	KSAN
*KSAY		.3		.3				.2	.1			.7		.9		.3					*KSAY
KSFO	5.4	4.0	1.7	3.3	4.2	5.4	2.9	2.0	3.0	4.3	.3	1.2	7.3	1.4	1.3	3.1	7.6	2.9	2.8	5.1	KSFO
KSFX	1.7	1.9	2.2	1.2	.4	1.4	1.5	1.0	2.0	4.0	.6	1.4	1.5	1.8	2.2	.8	2.8	2.1	4.3	1.5	KSFX
KSJO	1.7	1.9	2.2	2.0	1.5	1.4	1.1	2.1	2.0	2.5	3.9	2.4	1.0	2.2	2.2	1.9	2.7	2.8	3.7	1.8	KSJO
KXRX			.2		.2		.2				.9										KXRX
KYA	19.4	23.3	22.2	20.1	15.2	26.8	19.6	21.8	17.8	20.5	19.2	16.3	19.7	23.9	23.9	20.8	20.9	22.6	22.2	17.2	KYA
KYA FM	**	3.0	4.5	8.3	**	2.6	5.0	8.0	**	4.3	2.1	11.3	**	2.7	2.5	9.3	**	2.5	5.9	9.5	KYA FM
KRAK	.7		.2	.2	1.1				1.0	.4		.2	.6		.2		.5				KRAK
METRO TOTAL RATING	13.4	11.9	12.3	11.5	8.7	12.5	12.7	11.7	18.0	5.3	6.4	8.1	14.9	14.9	16.3	14.0	11.5	13.6	12.4	12.7	METRO TOTAL RATING

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period
 (**) Station not reported or reported under different call letters this survey

Six Secrets of Radio Programming Revealed.

1.

How to find out what the 99%, who don't take time to write, are thinking.

Listeners don't usually write in to say why they switch stations, or what they like or dislike about certain air personalities.

ARB's Radio Program Preference Poll

gets you meaningful opinions about programming, and does so faster and at far less cost than conventional market research firms because ARB already knows who your listeners are.

2.

You know they're gone; wouldn't you like to know where?

The ARB Radio Program Evaluator is a programmer's dream. It gives you the opportunity to track station loyalty and dial switching.

It not only tells you who your audience turned to when they tuned you out, but who they were listening to before they tuned you in.

3.

What the kids do when the news comes on.

Newscaster Analysis is a valuable service for stations programming anything but all news, and especially important for those that carry the news at times other than on the hour and half-hour. For example, what do the kids do when

the news comes on? To enable you to study the effect of news broadcasts on reported audience estimates, we will provide average and cume listening estimates for a period of time before, during, and after your news.

4.

Sharing an audience is like sharing your bank account; wouldn't you like to know who you're sharing it with?

ARB Radioscope tells you which other stations you are sharing your audience with during an average week. This includes not only your two or three format competitors, but all the others that are battling you for the listener's

attention. ARB Radioscope lists the call letters of the other stations your audience listens to during an average week by demographic groups. There are no audience data involved.

5.

What it's like on the other side of the fence.

ARB Radio Reports from Other Markets (including Radio Market Reports and Radio Demographic Buyers) are regularly available to ARB clients, to provide an overview of listening patterns in markets other than your own.

These reports enable you to determine the effectiveness of program formats elsewhere, and to discover the differ-

ence in listening habits across markets. They're also a key aid in evaluating station properties.

If an ordering client isn't listed in the Other Market reports the price is \$5.50 per report. Please refer to the ARB radio market schedule for a list of the markets and survey periods covered.

6.

Unique signal areas surveyed by computer.

ARB Customized Computer Radio Reports meet the needs of broadcasters with unique signal coverage, including those whose signals extend beyond market definitions and those with limited signals which may not cover the entire Metro Area. These special computer-generated reports allow you to demon-

strate audience effectiveness in those areas that your station actually serves.

These are only a few of the special ways ARB can help solve your programming and sales problems. Whenever an important decision calls for more information, get in touch with an ARB representative.



American Research Bureau
A Subsidiary of Control Data Corporation
New York Chicago Atlanta
Los Angeles San Francisco Dallas

9. GLOSSARY OF SELECTED TERMS AS USED IN THIS REPORT BY ARB

AM-FM Totals—A figure shown for AM-FM affiliates in time periods when they are predominantly simulcast (See Pars. 10-13.)

Average Quarter-Hour Persons—The estimated number of persons who listened at home and away to a station for a minimum of five minutes within a given quarter hour. The estimate is based on the average of the reported listening in the total number of quarter hours the station was on the air during a reported time period. This estimate is shown for both the MSA and TSA.

Average Quarter-Hour Rating—The Average Quarter-Hour Persons estimate expressed as a percentage of the universe. This estimate is shown only in the MSA.

Average Quarter-Hour Share—The Average Quarter-Hour estimate for a given station expressed as a percentage of the Average Quarter-Hour Persons estimate for the total listening in the MSA within a given time period. This estimate is shown only in the MSA.

Away-From-Home Listening—Estimates of listening for which the diary keeper indicated listening was done away from home.

Cume Persons—The estimated number of *different* persons who listened at home and away to a station for a minimum of five minutes within a given day-part. (Cume estimates may also be referred to as "cumulative", "unduplicated" or "reach" estimates.) This estimate is shown in the MSA and TSA.

Cume Rating—The estimated number of Cume Persons expressed as a percentage of the universe. This estimate is shown for the MSA only.

Day-Part—A given part of a day. E.g., 6-10 AM, 7 PM-Midnight.

Effective Sample Bases (ESB)—The sample size to be used for assessing the statistical variance of these audience estimates. (See Par. 25.)

Exclusive Cume Listening—The estimated number of Cume Persons

who listened to one and only one station within a given day-part.

In-Tab Sample—The number of usable diaries returned and actually tabulated in producing the report.

Metro Survey Area (MSA)—Metro Survey Areas generally correspond to Standard Metropolitan Statistical Areas as defined by the Bureau of the Budget, subject to exceptions dictated by historical industry usage and other marketing considerations.

Metro Totals (Total Listening in Metro Survey Area)—The Metro Total estimates include estimates of listening to reported stations as well as to stations that did not meet the Minimum Reporting Standards plus estimates of listening to unidentified stations.

Minimum Reporting Standards (MRS)—Specific Minimum Reporting Standards are applied to determine the stations listed in this report. (See Pars. 14-15.)

Rating—(See Average Quarter-Hour Rating and Cume Rating).

Sampling Unit—A geographic area consisting of a single county, a group of counties or a part of a county. (See Par. 18.)

Share—(See Average Quarter-Hour Share).

Simulcast—The broadcasting of the same program at the same time by AM-FM affiliated stations.

Total Survey Area (TSA)—Where applicable, a geographic area that includes the Metro Survey Area plus certain counties located outside the MSA. (For explanation of the criteria used in establishing the TSA, see Par. 17.)

Universe—The estimated number of persons in the sex-age group and geographic area being reported.

For additional information, the reader is directed to "Standard Definitions of Broadcast Research Terms," published by the National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036

AM-FM TOTALS

10. Criteria—When AM-FM affiliates are simulcast during an entire given day-part a Total line will appear following the AM and FM lines. When AM-FM affiliates are separately programmed during a given day-part, no Total line will be shown. When the AM-FM affiliates both simulcast and program differently during a given day-part, a Total line will be shown if:

- (1) The amount of separate programming does not exceed one hour, and;
- (2) The amount of simulcasting does exceed one hour.
(e.g. Day-Part: Monday-Friday, 6 AM-10 AM; Simulcast—6 AM-9 AM; Separate Programming—9 AM-10 AM. A Total line would be shown for the entire day-part.)

The only exception to this rule occurs in the combined 6 AM-10 AM and 3 PM-7 PM day-parts. In that combined day-part, the AM-FM Total line will be shown only if the affiliates have a Total line in each of the separate day -parts (6 AM-10 AM and 3 PM-7 PM).

In one-hour time periods, the Total line will be shown only when the stations are entirely simulcast during the time both are on the air.

11. Average Quarter-Hour Listening—The AM-FM Total line is the summation of the estimated number of persons who listened to the AM station plus the estimated number of persons who listened to the FM station during a given time period.

12. Cume Persons—The AM-FM Total line represents the estimated number of *different* persons who listened to either the AM station, the FM station or both during a given day-part. The Total line provides an estimate of the unduplicated audience to the AM-FM combination during the given day-part. If the Total line *equals* the sum of the individual AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total is *less* than the sum of the individual figures, there is reported duplication (one person listening to both stations in the same time period).

13. Exclusive Cume Listening—The Total line represents the estimated number of different persons who listened to either the AM

station only, the FM station only or both stations only during the given day-part. Persons who listened to both the AM and FM stations are reported only in the Total line and are not shown in the estimates for the AM and FM individually. If the Total line *equals* the sum of the AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total line is *more* than the sum of the individual figures, there is reported duplication of listening.

CRITERIA FOR REPORTING STATIONS

14. Minimum Reporting Standards (MRS) for AM-Only and FM-Only Stations—Non-commercial radio stations are not listed in Arbitron market reports and therefore are not considered in the Minimum Reporting Standard evaluation. A commercial AM-only or FM-only station is included in this report if it has met **both** of the following Minimum Reporting Standards:

1. The station must have received five or more minutes of listening in at least ten metro diaries or 1% of the metro in-tab diary quota, whichever is greater, during the current survey of the market. A station is considered to have automatically met this criterion if it was listed in the previous report for the market, or if it came on the air or changed call letters between the last survey and the current survey.
2. The station must have an Average Quarter-Hour MSA rating of at least 0.1%, among persons 12+ for the time the station is on the air during the Monday-Sunday 6 AM-Midnight period.

15. Minimum Reporting Standards (MRS) for AM-FM Combination Stations—

1. AM-FM affiliates which simulcast for less than 10% of the total number of quarter hours when both stations are on the air simultaneously (Monday-Sunday, 6 AM-Midnight) are considered separately programmed stations. Thus, each will be treated independently, and each must meet the same criteria used for AM-only or FM-only stations. (See Par. 14.)
2. AM-FM affiliates which are simulcast from 10% to 90% of the total

number of quarter hours when both stations are on the air simultaneously (Monday-Sunday, 6 AM-Midnight) are considered to be simulcast stations. Provided that one of the two stations meets both MRS criteria described in Paragraph 14 above, the second station is included in the report if (a) it meets the criterion of Paragraph 14:1, and (b) it achieves the average quarter-hour requirement described in Par. 14:2 for any one of the four basic Monday-Friday day-parts (6 AM-10 AM, 10 AM-3 PM, 3 PM-7 PM, 7 PM-Midnight).

3. AM-FM affiliates which are simulcast more than 90% of the total number of quarter hours when both stations are on the air simultaneously (Monday-Sunday, 6 AM-Midnight) are regarded as totally simulcast stations and therefore will be treated as a single station in both phases of the MRS criteria described in Paragraph 14. If the combined audience of the two stations is sufficient to meet both criteria of Paragraph 14, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria individually.

16. Home and Outside Stations—Any station licensed to cities located within the Metro Survey Area of this market is a “home” station. Canadian and Mexican stations are considered as “home” stations. All other stations are considered “outside” stations. The Minimum Reporting Standards are the same for both home and outside stations for inclusion in this report.

17. Total Survey Area—When a market is surveyed for the first time, the TSA will include every county which is covered by the 0.5 MV/M signal of at least two AM stations licensed to the metro area of the market. Where available, diary results are used in lieu of, or in addition to, signal contours. Survey area definitions are reviewed following the market’s initial survey. Reviews are conducted at least once a year. (Generally, these are based upon combined diary returns from the Spring and Fall surveys.) Counties are added to or subtracted from a TSA whenever home stations are mentioned in a specified percentage of the total diaries returned from the county. The TSA does not necessarily include all counties in which all home stations have coverage. Neither does the TSA definition indicate that all home stations have equal coverage in all non-metro counties. Further, ARB reserves the right to exercise its best professional judgement by modifying and/or waiving certain procedures described above when strict adherence to these procedures would result in a county addition or deletion which would appear unreasonable or illogical in light of known topographic, geographic, or other exceptional conditions.

Total Survey Area audience estimates for stations may be reported in more than one Radio market. A station may be reported as a “home station” in its own Metro and Total Survey Area and as an “outside station” in the Metro and Total Survey Area of some other market. Due to market definition overlap, Total Survey Area audience estimates for outside stations are not additive to the Total Survey Area audience estimates reported in that station’s home market

SAMPLING AND CALCULATION TECHNIQUES

18. Sampling Methodology—Surveys for Arbitron Radio Market Reports are accomplished through the use of a geographic unit called an ARB sampling unit. A sampling unit can consist of one county, a group of counties or part of a county.

Sample base goals, expressed in terms of Total Persons 12+, are established for both the MSA and the TSA. The number of homes required to achieve each sample base goal is determined by dividing the Total Persons 12+ by total homes and applying this ratio to the sample.

Diary return quotas are established for each sampling unit with a probability proportional to population in the survey area. The diary return quota is then converted to a home quota based on the estimated number of persons 12+ in a home.

The actual number of diaries placed in each sampling unit is determined by the quota established for the sample base goals and the rate of return which ARB can reasonably expect based on past placement experience. The total sample is divided into approximately equal weekly segments for placement.

For each survey week a complete new sample of households is computer-selected for each sampling unit through the use of a systematic interval selection technique with random selection occurring within intervals. These samples of households are drawn from lists supplied by Metro Mail Advertising Company. This sample selection, like all other processes used in developing Arbitron Radio estimates, is audited by the Broadcast Rating Council.

If a need for additional sample names arises after the original sample has been selected by the computer, that sample may be drawn manually using a technique wherein ARB randomly selects the telephone directories from which the sample is to be drawn, then randomly selects from the names listed in those directories.

In areas in which the personal placement and pick-up technique is used (Spanish Ethnic technique) computer drawn samples are used to specify the key addresses. The actual sample is drawn by taking the starting household adjacent to the key household number and systematically proceeding according to ARB personal interviewing instructions.

19. ARB Radio Listening Diary—ARB uses one week individual diaries to gather listening information. Diaries are printed in Spanish for placement with persons who indicate a preference for a Spanish-language diary.

20. Data Retrieval—Initially, ARB sends a letter to the sample households, informing them of their selection by the computer, and stating that an interviewer will be calling to request their cooperation in the survey. ARB interviewers are instructed to contact selected sample households by telephone to gain acceptance of the diaries and to determine the number of persons 12+ living in the home at the time of the placement call. Explicit instructions are provided to each interviewer, and independent checks are regularly conducted by ARB interviewer coordinators and the ARB Field Operations Department. Diaries are then mailed directly to the consenting sample households from ARB headquarters in Beltsville, Maryland. Cash incentives are included with diaries as a means of stimulating respondent cooperation. ARB sends a diary for each person 12+ reported in the sample household.

Interviewers are instructed to make at least five attempts to reach every household selected in the sample so that everyone in the sample has a reasonable chance of being contacted. These attempted calls are made at different hours during the day and evening. After the initial contact, the interviewer’s directions are to make two additional contacts with the sample households: (1) the day before the survey begins to make sure the diary has been received and to assist members of the household in understanding the diary’s purpose and how to keep it; and (2) several days later to make sure that no difficulties have developed, to remind the diary keepers to return their diaries, and to thank them for cooperating in the survey. In cases where sample households are so remotely located that substantial toll charges are incurred, follow-up is made by letter rather than by telephone.

Although explicit instructions are provided each interviewer, and independent checks are regularly conducted by interviewer coordinators and the ARB Field Operations Department, there may be instances where such instructions are not followed.

21. Special Interviewing Techniques—Special Interviewing techniques are used in certain metro sampling units of some markets. These techniques have been developed to aid in obtaining radio listening information from persons who may have language and/or writing problems and who otherwise might not be fully represented in the in-tab sample. Two types of special interviewing techniques are employed. The first, used in certain geographic areas having a high-density non-white population, consists of daily telephone interviews for a seven-day period. In these areas, the interviewer records the listening information as received from the respondent. The second technique, used in certain high-density Spanish-language geographic areas, involves three personal visits to place, to sustain interest in, and to pick up the standard seven-day listening diary in either the English or Spanish-language format. The latter technique allows for the inclusion in this sample of persons who live in non-telephone households or in households with unlisted phone numbers. Listening data gathered in this manner are projected against the estimated number of persons living in geographic areas in which these special interviewing procedures were implemented.

22. Tabulation of Diaries—Not all diaries which are returned to ARB are tabulated. Only those with seven usable days are processed. Among those not used are diaries which are obviously incomplete or inaccurate and those which arrive after the production cut-off date. The total number of in-tab diaries may not reach the designated in-tab quota. On the other hand, the total number may exceed the quota.

23. Returned-Sample Weighting—Geographic area control is maintained for both the sample placement and diary return by partitioning the TSA into sampling units and then subdividing the population of each sampling unit into the reported eleven sex-age groups. The number of strata formed by this procedure equals eleven times the number of sampling units. In computing the results, the value of each diary returned from a stratum is calculated by dividing the estimated popu-

lation of the stratum by the number of in-tab diaries returned from the stratum. Within each sex-age group collapsing will be implemented in an attempt to insure that a minimum of two diaries is used for projections within a sampling unit and that the resultant persons-per-diary value does not exceed a theoretical persons-per-diary value determined by sample base goals and diary quotas discussed in Paragraph 18. With this value established for each diary, listening is estimated by adding the values of each diary in which listening is recorded to a particular station at a given time. Local time differences within a market that overlaps time zones, and time differences caused by seasonal time changes, are accounted for in the results by adjusting diary entries to the time zone observed by the stations located in the market being measured.

24. Tabulation of Cume Listening Estimates for Day-Part Combinations—The criterion for tallying listening in those day-parts which have been combined is five or more minutes of listening at any time in any of the day-parts. (e.g., a person who listened in the Monday-Friday, 6-10 AM and 3-7 PM day-parts would be counted only once in the Cume Persons tabulation for the entire eight-hour period. The same procedure would apply if the person listened in only one of the day-parts.)

25. Effective Sample Bases (ESB)—Estimates of Effective Sample Bases indicate the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of precision as the samples actually used to produce the estimates in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Bases are reported for the purpose of estimating sampling variation. The ARB formula to estimate ESB's takes into account the disproportionate sampling of Metro areas, and differences in return rates among sampling units and among the individual sex-age categories. (Total tabulated diaries and ESB's for this report are listed on Page 3.)

26. Limitations—In addition to the sources of possible errors which are described elsewhere in this report, the following matters may or may not have an effect on the accuracy of the data and estimates appearing herein:

- (a) The sample is drawn only from residences listed in telephone directories. This eliminates non-telephone residences and others not listed in the directory. Commercial establishments listed in the directory are specifically excluded from the sample. Resi-

dences on military installations may or may not be listed in the local telephone directory.

- (b) Non-responding persons may have listening habits which differ from those of respondents. Similarly, the listening habits of persons residing in non-telephone households or those not listed in telephone directories may vary from those of persons who own phones and are listed in directories.
- (c) Non-responding households in the original designated sample prevent the "in-tab sample" from being a perfect probability sample.
- (d) The sample design and/or response patterns may preclude proper representation of certain groups within the population such as persons in certain income or education groups. Such persons, whose listening habits may differ from other persons, may not be fully represented in the audience estimates because usable diaries may not be obtained from them.
- (e) ARB uses data obtained from the Bureau of the Census, Market Statistics, Inc., and other sources. These data may not be precise.
- (f) Diaries may be completed improperly if the diary instructions are not understood or are not followed. Some diary entries may have been made on the basis of hearsay or recall.
- (g) Human and computer processing errors may occur after the diaries are received at ARB headquarters.
- (h) The data upon which ARB has based its Returned-Sample Weighting may not be precise.
- (i) ARB conducts research involving new methods of improving cooperation from diary keepers and/or securing additional information from such persons. Occasionally, a portion of this research may be performed in conjunction with the actual surveys.
- (j) Certain data, such as when the station was on and off the air and time periods when AM-FM affiliates were simulcast or separately programmed, are based on data supplied by the stations and/or the current issue of Standard Rate and Data Service's "Spot Radio Rates and Data". These data may not be precise.

27. RETENTION OF RAW MATERIALS

ARB listening diaries which were used for the computation of the audience estimates published in this report will be stored and used for cross tabulation for 12 months from the closing date of the survey and then destroyed. Users of this report are advised that if special cross tabulations of the reported estimates are desired, they should be ordered before the retention period has expired.

NOMOGRAPH

INSTRUCTIONS FOR USE OF NOMOGRAPH

Figures in the Nomograph are based on two standard deviations (the formula used in computing two standard deviations is: $2\sqrt{\frac{P(1-P)}{N}}$ where P = audience expressed as a proportion and N = effective sample size), and apply only to a theoretically perfect probability sample. In 955 cases out of 1000, estimates based on such a sample will differ from a complete census by less than two standard deviations. Variation as determined by this Nomograph does not reflect non-sampling errors, recording or processing errors, non-response factors, or other limitations inherent in a less-than-perfect probability sample. Because of these limitations, ARB samples cannot be construed to be perfect probability samples. Therefore, the actual deviation in audience estimates may be somewhat greater than the ranges shown in the Nomograph.

Using an audience estimate in conjunction with appropriate Effective Sample Bases, the following can be performed:

- An audience estimate for Persons can be converted to a rating estimate.
 - The 95% confidence limits of a rating can be determined.
 - The 95% confidence limits of an audience estimate can be expressed in terms of Persons (that is, the confidence limits can be converted to an estimated numerical difference in Persons).
- Although the Nomograph may appear somewhat complicated, it is actually quite simple to use.

As an example of how to use the Nomograph, assume the following:
 Persons Reached (estimated audience) 50,000
 Persons in Survey Area (Page 3) 500,000
 Effective Sample Base (Page 3) 500
 Persons:

- To determine a rating when the audience is expressed in terms of Persons:
 - Locate the estimated audience (50,000) on Scale 1.
 - Locate the size of the population (500,000) on Scale 2.
 - Place a ruler (or any straight edge) across the Nomograph so that it touches 50,000 on Scale 1 and 500,000 on Scale 2.
 - Read the audience expressed as a rating where the edge of the ruler intersects Scale 3. In this example, the rating is 10 (see figure A).

(Note: When the audience is already expressed as a rating, then the above steps are not required.)

- To determine the confidence limits of a rating:
 - Locate the rating, which in this example is 10, on the Conversion Scale 5.
 - Locate the Effective Sample Size (500) on Scale 7.
 - Place a ruler or straight edge across the Nomograph so that it touches 10 on Scale 5 and 500 on Scale 7.
 - Read the "Plus or Minus Rating," or confidence limits, where the edge of the ruler intersects Scale 6. In this example, the confidence limits are ±2.6 (see figure B). This means that in a theoretically perfect probability sample the chances are 955 out of 1000 that the absolute rating would fall between 7.4 and 12.6 (10, plus or minus 2.6).

To convert confidence limits to a numerical difference in Persons:

- Locate the confidence limits on Scale 6 (in this example, 2.6).
- Locate the Size of Population (500,000) on Scale 2.
- Place a ruler or straight edge across the Nomograph so that it touches 2.6 on Scale 6 and 500,000 on Scale 2.
- Read the "Plus or Minus Audience," where the edge of the ruler intersects Scale 3. In this example, the audience difference is 13,000 (see figure C). In other words, using the example given, in a theoretically perfect probability sample the chances are 955 out of 1000 that the absolute audience estimate would fall between 37,000 and 63,000 (50,000, plus or minus 13,000).

One note of caution: since the bar scales are logarithmic, care must be taken when interpolating between points on a scale.

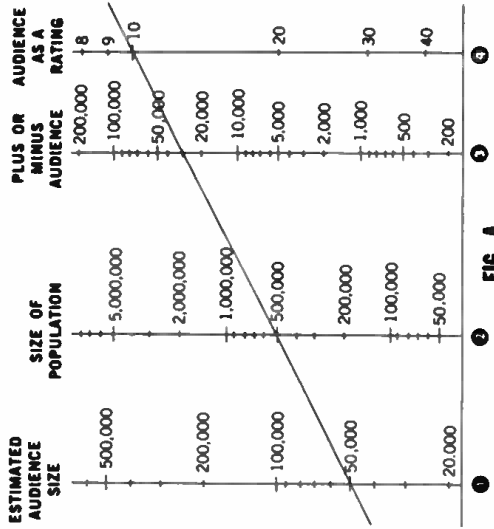


FIG. A

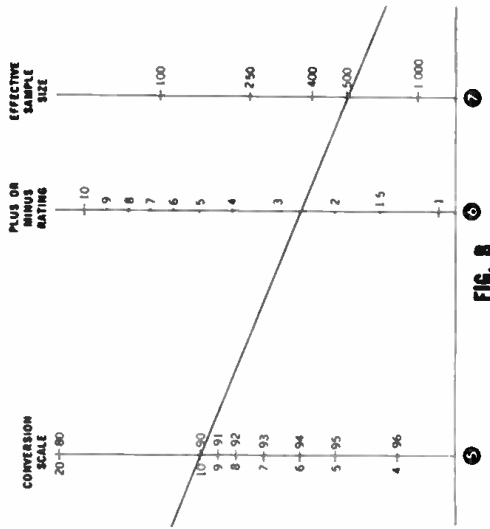


FIG. B

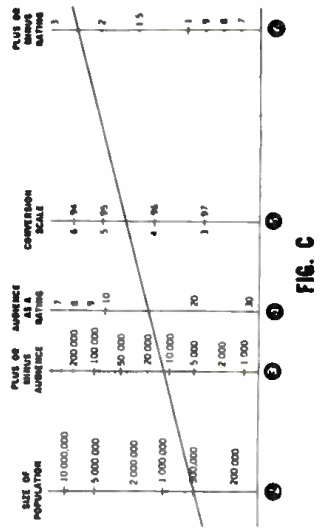


FIG. C



American Research Bureau
A Subsidiary of Control Data Corporation

4320 Ammendale Road, Beltsville, Maryland 20705

New York Chicago Atlanta Los Angeles San Francisco Dallas



Radio Demographic Buyer

San Francisco