

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA											CUME PERSONS-METRO SURVEY AREA											CUME RATINGS-METRO SURVEY AREA															
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	
37	2	5	5	2	14	5	4	7	3	21	2	*KHFI	31	2	5	3	2	12	2	4	7	3	17	2	*KHFI	15.5	14.4	21.6	13.4	13.0	14.5	13.7	18.7	31.3	16.9	19.3	6.9
97	12	8	6	4	31	13	8	10	6	39	27	KNOW	82	10	7	5	3	25	10	8	9	4	32	25	KNOW	41.0	71.9	30.3	22.3	19.5	30.1	68.5	37.4	40.2	22.6	36.3	86.5
57	6	9	7	4	27	3	7	7	5	25	5	*KCKE	45	3	7	5	3	18	3	6	7	4	22	5	*KCKE	22.5	21.6	30.3	22.3	19.5	21.7	20.5	28.0	31.3	22.6	25.0	17.3
129	9	13	15	14	56	12	13	15	16	65	8	KTBC	85	6	11	10	9	40	5	8	10	10	39	6	KTBC	42.5	43.2	47.6	44.6	58.4	48.2	34.2	37.4	44.6	56.5	44.3	20.8
47	4	4	5	4	15	3	7	7	7	25	3	*KTBC FM	32	2	4	3	3	14	3	4	4	4	16	2	*KTBC FM	16.0	14.4	17.3	13.4	19.5	16.9	20.5	18.7	17.9	22.6	18.2	6.9
148	10	14	18	15	64	13	15	16	20	73	11	TOTAL	96	7	13	11	10	46	6	9	11	11	43	7	TOTAL	48.0	50.4	56.3	49.1	64.9	55.4	41.1	42.1	49.1	62.1	48.8	24.2
												KTSA	29	3	3	1	7	7	5	2	2	9	13	KTSA	14.5	21.6	13.0	4.5	8.4	34.2	9.3	8.9		10.2	45.0		
TOTAL LISTENING IN METRO SURVEY AREA												180	13	22	20	14	74	14	19	21	16	79	27		90.0	93.5	95.2	89.3	90.9	89.2	95.9	88.8	93.8	90.4	89.7	93.4	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
459	24	46	47	46	205	22	36	61	39	201	53	KASE FM	401	24	35	47	37	178	22	31	61	34	176	47	KASE FM	18.9	15.9	14.9	19.0	22.4	20.1	14.2	14.0	26.4	18.2	19.1	14.9
262	7	28	54	27	123	16	43	42	31	132	7	KHFI FM	247	7	28	54	27	116	16	43	42	23	124	7	KHFI FM	11.6	4.6	11.9	21.8	16.4	13.1	10.3	19.5	18.2	12.3	13.4	2.2
942	100	111	47	43	301	152	68	84	54	395	246	KNOW	868	100	104	47	43	294	108	68	75	51	339	235	KNOW	40.8	66.2	44.3	19.0	26.1	33.1	69.7	30.8	32.5	27.3	36.7	74.6
318	10	32	60	46	155	21	24	38	34	145	18	*KOKE	268	10	21	60	43	134	13	18	38	34	121	13	*KOKE	12.6	6.6	8.9	24.2	26.1	15.1	8.4	8.1	16.5	18.2	13.1	4.1
135	7	7	36	5	55	9	24	14	11	67	13	KOKE FM	120	7	7	27	5	46	9	18	14	11	61	13	KOKE FM	5.6	4.6	3.0	10.9	3.0	5.2	5.8	8.1	6.1	5.9	6.6	4.1
404	55	21	27	5	132	47	37	33	28	145	127	*KTAP	387	55	21	27	5	126	47	37	33	23	140	121	*KTAP	18.2	36.4	8.9	10.9	3.0	14.2	30.3	16.7	14.3	12.3	15.2	38.4
1139	41	118	171	143	555	73	66	130	144	525	59	KTBC	864	41	118	134	96	424	57	55	108	102	386	54	KTBC	40.7	27.2	50.2	54.0	58.2	47.8	36.8	24.9	46.8	54.5	41.8	17.1
415	27	62	40	19	171	41	79	58	37	224	20	*KTBC FM	364	27	62	40	16	163	41	74	42	28	194	7	*KTBC FM	17.1	17.9	26.4	16.1	9.7	18.4	26.5	33.5	18.2	15.0	21.0	2.2
494	90	45	6	11	157	85	46	25	19	182	155	KTSA	207	34	21		11	66	35	12	14	6	67	74	KTSA	9.7	22.5	8.9		6.7	7.4	22.6	5.4	6.1	3.2	7.3	23.5
910	42	100	132	65	363	75	91	135	79	443	104	KVET	676	27	69	114	59	287	38	80	108	57	329	60	KVET	31.8	17.9	29.4	46.0	35.8	32.4	24.5	36.2	46.8	30.5	35.6	19.0
TOTAL LISTENING IN METRO SURVEY AREA												2004	151	214	235	160	813	152	203	222	170	876	315		94.3	99.9	91.1	94.8	97.0	91.7	98.1	91.9	96.1	90.9	94.9	99.9	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (t) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
507	36	28	58	46	190	102	43	78	61	292	25	KASE FM	445	36	28	58	46	190	58	43	72	49	230	25	KASE FM	18.4	10.7	12.3	26.2	27.9	18.4	18.5	20.0	31.6	26.3	21.5	7.8
312	120	28		9	163	51	5	22	19	105	44	KHF I FM	306	120	28		9	163	51	5	22	13	99	44	KHF I FM	12.6	35.7	12.3		5.5	15.8	16.3	2.3	9.6	7.0	9.3	13.7
1196	306	79	26	26	476	233	71	89	35	436	284	KNOW	1032	216	79	19	18	360	233	67	83	35	426	246	KNOW	42.6	64.3	34.8	8.6	10.9	34.8	74.4	31.2	36.4	18.8	39.8	76.4
426		61	67	49	199	22	48	33	19	167	60	*KOKE	332		40	67	41	159	22	43	33	13	135	38	*KOKE	13.7		17.6	30.3	24.8	15.4	7.0	20.0	14.5	7.0	12.6	11.0
191	12	25	19	23	96		25	22	23	70	25	KOKE FM	172	12	17	19	23	88		19	22	18	59	25	KOKE FM	7.1	3.6	7.5	8.6	13.9	8.5		8.8	9.6	9.7	5.5	7.3
562	156	36	29		238	95	39	28	13	195	129	*KTAP	521	156	28	29		230	95	33	28	13	177	114	*KTAP	21.5	46.4	12.3	13.1		22.3	30.4	15.3	12.3	7.0	16.5	35.4
1104	100	76	117	104	476	80	76	106	148	528	100	KTBC	896	96	68	96	78	400	80	72	78	120	414	82	KTBC	36.9	28.6	30.0	43.4	47.3	38.7	25.6	33.5	34.2	64.5	38.7	25.5
577	60	70	48	39	240	139	67	61	39	314	23	*KTBC FM	371	60	62	29	23	191	51	57	33	18	167	13	*KTBC FM	15.3	17.9	27.3	13.1	13.9	18.5	16.3	26.5	14.5	9.7	15.6	4.0
870	52	95	116	77	379	66	87	114	79	405	86	KVET	660	48	74	86	55	291	66	57	83	58	312	57	KVET	27.2	14.3	32.6	38.9	33.3	28.2	21.1	26.5	36.4	31.2	29.2	17.7
502	116	33	7	16	172	117	23	31	9	180	150	KTSA	227	108	17			125	73	10			83	19	KTSA	9.4	32.1	7.5			12.1	23.3	4.7			7.8	5.9
TOTAL LISTENING IN METRO SURVEY AREA												2222	312	204	202	156	947	306	205	211	159	985	290		91.6	92.9	89.9	91.4	94.5	91.7	97.8	95.3	92.5	85.5	92.1	90.1	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (t) means refer to Special Notice on Page 3.

CUME Listening Estimates

AUSTIN, TEX.
APRIL/MAY 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %							
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34		35-49	50-64					
390	36	23	39	44	160	19	34	57	69	215	15	KASE	328	12	23	39	38	130	19	34	57	51	183	15	KASE	13.0	3.2	9.6	17.5	22.6	11.9	5.9	15.1	24.8	26.8	16.7	4.6										
319	48	46	15	50	164	26	44	22	37	140	15	KHFI	312	48	46	15	43	157	26	44	22	37	140	15	KHFI	12.4	12.9	19.2	6.7	25.6	14.4	8.1	19.6	9.6	19.5	12.8	4.6										
1213	265	119	24	22	448	199	88	82	37	456	309	KNOW	1093	234	119	24	22	417	186	88	62	28	414	262	KNOW	43.5	62.9	49.8	10.8	13.1	38.3	57.9	39.1	27.0	14.7	37.7	79.9										
303	41	27	47	27	156	16	35	26	37	125	22	*KOKE	192	6	11	29	11	71	13	20	18	37	99	22	*KOKE	7.6	1.6	4.6	13.0	6.5	6.5	4.0	8.9	7.8	19.5	9.0	6.7										
141	73	11	5	11	114			5		9	20	7	KOKE FM	92	24	11	5	11	65			5	9	20	7	KOKE FM	3.7	6.5	4.6	2.2	6.5	6.0		2.2		4.7	1.8	2.1									
587	112	51	19	22	204	58	59	28	13	181	202	*KTAP	509	102	51	19	5	177	58	59	22	5	150	182	*KTAP	20.2	27.4	21.3	8.5	3.0	16.3	18.1	26.2	9.6	2.6	13.7	55.5										
1220	96	108	122	128	538	51	59	101	171	549	133	KTBC	940	96	108	102	98	440	51	59	80	120	398	102	KTBC	37.4	25.8	45.2	45.7	58.3	40.4	15.9	26.2	34.8	63.2	36.2	31.1										
413	84	40	35	23	195	51	49	33	33	211	7	*KTBC FM	315	60	40	29	16	150	51	49	22	19	158	7	*KTBC FM	12.5	16.1	16.7	13.0	9.5	13.8	15.9	21.8	9.6	10.0	14.4	2.1										
972	125	91	122	97	462	100	84	126	86	449	61	KVET	657	60	63	112	33	295	58	59	97	65	318	44	KVET	26.1	16.1	26.4	50.2	19.6	27.1	18.1	26.2	42.2	34.2	29.0	13.4										
495	188	40	5		233	116	34		13	163	99	KRHH	390	174	40	5		219	103	34		5	142	29	KRHH	15.5	46.8	16.7	2.2		20.1	32.1	15.1		2.6	12.9	8.8										
300	10	19	20	34	88	32	38	52	36	158	54	*KTAE	113		6	10	16	37	19	5	22	23	69	7	*KTAE	4.5		2.5	4.5	9.5	3.4	5.9	2.2	9.6	12.1	6.3	2.1										
576	144	6	27		177	97	24	15	31	184	215	KTSA	241	96	6	5		107	71	10	9		90	44	KTSA	9.6	25.8	2.5	2.2		9.8	22.1	4.4	3.9		8.2	13.4										
535	48	19	46	91	220	26	12	59	56	210	105	WOAI	227	30	6	39	22	106	26	5	31	19	92	29	WOAI	9.0	8.1	2.5	17.5	13.1	9.7	8.1	2.2	13.5	10.0	8.4	8.8										
TOTAL LISTENING IN METRO SURVEY AREA												2370	360	233	213	141	1015	315	215	217	181	1049	306	TOTAL LISTENING IN METRO SURVEY AREA												94.3	96.8	97.5	95.5	83.9	93.3	98.1	95.6	94.3	95.3	95.5	93.3

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %							
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34		35-49	50-64					
337	36	23	34	33	144	13	29	57	65	186	7	KASE	288	12	23	34	27	114	13	29	57	46	167	7	KASE	11.5	3.2	9.6	15.2	16.1	10.5	4.0	12.9	24.8	24.2	15.2	2.1										
230	48	23	15	28	119	13	39	13	28	104	7	KHFI	224	48	23	15	22	113	13	39	13	28	104	7	KHFI	8.9	12.9	9.6	6.7	13.1	10.4	4.0	17.3	5.7	14.7	9.5	2.1										
1104	254	119	19	16	417	193	88	63	37	420	267	KNOW	1044	234	119	19	16	397	180	88	57	28	392	255	KNOW	41.5	62.9	49.8	8.5	9.5	36.5	56.1	39.1	24.8	14.7	35.7	77.7										
275	41	27	40	27	144	13	27	26	32	109	22	*KOKE	182	6	11	29	11	66	13	20	18	32	94	22	*KOKE	7.2	1.6	4.6	13.0	6.5	6.1	4.0	8.9	7.8	16.8	8.6	6.7										
75	18	11	5	5	53					9	15	7	KOKE FM	75	18	11	5	5	53				9	15	7	KOKE FM	3.0	4.8	4.6	2.2	3.0	4.9				4.7	1.4	2.1									
515	106	40	15	22	183	51	44	28	13	159	173	*KTAP	437	96	40	15	5	156	51	44	22	5	128	153	*KTAP	17.4	25.8	16.7	6.7	3.8	14.3	15.9	19.6	9.6	2.6	11.7	46.6										
1108	90	97	113	105	473	45	54	95	148	509	126	KTBC	866	90	97	92	92	407	45	54	80	97	364	95	KTBC	34.4	24.2	40.6	41.3	54.8	37.4	14.0	24.0	34.8	51.1	33.2	29.0										
342	60	34	38	11	148	51	39	33	24	187	7	KTBC FM	278	60	34	24	11	134	51	39	22	14	137	7	KTBC FM	11.1	16.1	14.2	10.8	6.5	12.3	15.9	17.3	9.6	7.4	12.5	2.1										
901	119	91	122	92	451	100	74	126	73	409	41	KVET	598	54	63	112	27	283	58	49	97	60	286	29	KVET	23.8	14.5	26.4	50.2	16.1	26.0	18.1	21.8	42.2	31.6	26.0	8.8										
412	172	40	5		217	90	29		13	132	63	KRHH	359	168	40	5		213	90	29		5	124	22	KRHH	14.3	45.2	16.7	2.2		19.6	28.0	12.9		2.6	11.3	6.7										
210	10	19	15	23	67	13	30	34	18	95	48	*KTAE	36		6	5	5	16			4	9	13	7	*KTAE	1.4		2.5	2.2	3.0	1.5			1.7	4.7	1.2	2.1										
463	120		22		142	52	24	10	31	134	187	KTSA	134	72			72	26	10	4		40	22	KTSA	5.3	19.4				6.6	8.1	4.4	1.7		3.6	6.7											
436	34	19	32	91	200	19	12	27	52	167	69	WOAI	174	24	6	24	22	85	19	5	13	19	67	22	WOAI	6.9	6.5	2.5	10.8	13.1	7.8	5.9	2.2	5.7	10.0	6.1	6.7										
TOTAL LISTENING IN METRO SURVEY AREA												2340	360	233	209	136	1006	308	210	208	181	1028	306	TOTAL LISTENING IN METRO SURVEY AREA												93.1	96.8	97.5	93.7	81.0	92.5	96.0	93.3	90.4	95.3	93.6	93.3

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

AUSTIN, TX
APRIL/MAY 1973

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	TEENS 12-17 %																
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49					50-64	18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64								
542	24	65	61	44	223	19	83	50	108	302	17	KASE	452	24	46	61	30	190	19	68	50	82	252	10	KASE	17.1	6.0	17.5	27.0	18.4	16.7	5.1	27.3	21.6	44.1	21.5	3.0									
337	31	21	28	29	109	47	50	27	35	203	25	KHFI	313	24	21	28	15	88	47	50	27	32	200	25	KHFI	11.8	6.0	8.0	12.4	9.2	7.7	12.6	20.1	11.6	17.2	17.1	7.5									
1038	140	98	38	35	343	237	86	64	47	454	241	KNOW	953	133	98	38	35	311	223	86	64	32	416	226	KNOW	36.1	33.4	37.3	16.8	21.5	27.4	59.9	34.5	27.6	17.2	35.5	67.7									
352	55	41	33	31	187	28	32	32	47	150	15	*KOKE	306	48	41	33	20	156	28	32	32	32	135	15	*KOKE	11.6	12.1	15.6	14.6	12.3	13.7	7.5	12.9	13.8	17.2	11.5	4.5									
195	60	26			100	37	14		9	95		KOKE FM	182	60	26		100	37	14		9	82		KOKE FM	6.9	15.1	9.9			8.8	9.9	5.6		4.8	7.0											
597	240	52	5		297	153	23		5	192	108	KRHH	471	181	52	5	238	130	23		5	169	64	KRHH	17.8	45.5	19.8	2.2		21.0	34.9	9.2		2.7	14.4	19.2										
515	83	81	28		192	140	41	14	9	215	108	*KTAP	458	60	62	28	150	140	41	14	9	215	93	*KTAP	17.3	15.1	23.6	12.4		13.2	37.6	16.5	6.0	4.8	18.3	27.8										
965	67	86	57	142	423	69	95	82	107	488	54	KTBC	721	60	67	57	79	306	56	95	59	73	361	54	KTBC	27.3	15.1	25.5	25.2	48.5	26.9	15.1	38.2	25.4	39.2	30.8	16.2									
383	55	64	24	24	184	28	60	20	26	184	15	*KTBC FM	277	48	46	24	10	128	28	45	14	14	134	15	*KTBC FM	10.5	12.1	17.5	10.6	6.1	11.3	7.5	18.1	6.0	7.5	11.4	4.5									
927	76	110	123	66	403	83	94	98	69	398	126	KVET	614	24	72	80	54	252	56	63	91	45	288	74	KVET	23.2	6.0	27.4	35.4	33.1	22.2	15.1	25.3	39.2	24.2	24.6	22.2									
272	14	29	35	16	118		20	31	34	144	10	*KTAE	51		10		17		5	5	14	24	10	*KTAE	1.9		3.8			1.5		2.0	2.2	7.5	2.0	3.0										
515	107	49		25	187	110	17	16	13	156	172	KTSA	154	24	31		55	65	9			74	25	KTSA	5.8	6.0	11.8			4.8	17.5	3.6			6.3	7.5										
688	84	44	24	47	231	136	18	52	47	278	179	WOAI	331	24	26	24	25	99	84	18	14	23	139	93	WOAI	12.5	6.0	9.9	10.6	15.3	8.7	22.6	7.2	6.0	12.4	11.9	27.8									
TOTAL LISTENING IN METRO SURVEY AREA													2433	338	248	212	153	1037	344	240	223	177	1106	290											92.1	84.9	94.3	93.8	93.9	91.3	92.5	96.4	96.1	95.2	94.4	86.8

DAY PARTS
AVG. & CUME

													MONDAY-FRIDAY 6:00 AM-MIDNIGHT																																	
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	TEENS 12-17 %																
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49					50-64	18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64								
468	24	60	52	34	192	19	70	46	94	271	5	KASE	393	24	41	52	20	159	19	54	46	77	229	5	KASE	14.9	6.0	15.6	23.0	12.3	14.0	5.1	21.7	19.8	41.4	19.5	1.5									
280	31	15	24	29	99	28	36	10	35	161	20	KHFI	256	24	15	24	15	78	28	36	18	32	158	20	KHFI	9.7	6.0	5.7	10.6	9.2	6.9	7.5	14.5	7.8	17.2	13.5	6.0									
963	128	83	28	30	301	227	82	55	42	426	236	KNOW	879	121	83	28	30	269	214	82	55	27	389	221	KNOW	33.3	30.4	31.6	12.4	18.4	23.7	57.5	32.9	23.7	14.5	33.2	66.2									
311	43	41	33	26	170	19	27	32	42	131	10	*KOKE	265	36	41	33	15	139	19	27	32	27	116	10	*KOKE	10.0	9.0	15.6	14.6	9.2	12.2	5.1	10.8	13.8	14.5	9.9	3.0									
185	60	21			95	37	9		9	90		KOKE FM	172	60	21		95	37	9		9	77		KOKE FM	6.5	15.1	8.0			8.4	9.9	3.6		4.8	6.6											
517	228	41			269	125	18		5	159	89	KRHH	390	169	41		210	102	18		5	136	44	KRHH	14.8	42.5	15.6			18.5	27.4	7.2		2.7	11.6	13.2										
462	70	81	28		179	130	36	14	9	189	94	*KTAP	406	48	62	28	138	130	36	14	9	189	79	*KTAP	15.4	12.1	23.6	12.4		12.1	34.9	14.5	6.0	4.8	16.1	23.7										
891	67	86	47	123	394	51	95	77	107	453	44	KTBC	673	60	67	47	74	291	37	95	55	73	338	44	KTBC	25.5	15.1	25.5	20.8	45.4	25.6	9.9	38.2	23.7	39.2	28.8	13.2									
334	48	64	14	24	167	19	51	20	17	157	10	KTBC FM	244	48	46	14	10	118	19	36	14	14	116	10	KTBC FM	9.2	12.1	17.5	6.2	6.1	10.4	5.1	14.5	6.0	7.5	9.9	3.0									
812	64	99	101	56	348	69	94	93	61	371	93	KVET	553	12	62	75	44	215	56	63	86	41	279	59	KVET	20.9	3.0	23.6	33.2	27.0	18.9	15.1	25.3	37.1	22.0	23.8	17.7									
214	7	29	17	16	93		28	13	29	121		*KTAE	36		10		17		5	5	9	19		*KTAE	1.4		3.8			1.5		2.0	2.2	4.8	1.6											
474	107	33		25	171	101	17	16	13	147	156	KTSA	129	24	15		39	56	9			65	25	KTSA	4.9	6.0	5.7			3.4	15.1	3.6			5.5	7.5										
513	84	28	14	32	198	85	14	28	25	177	146	WOAI	226	24	18	14	10	58	56	14	14	5	89	79	WOAI	8.6	6.0	3.8	6.2	6.1	5.1	15.1	5.6	6.0	2.7	7.6	23.7									
TOTAL LISTENING IN METRO SURVEY AREA													2395	338	243	193	148	1088	344	240	214	177	1097	290											90.7	84.9	92.4	85.4	90.8	88.7	92.5	96.4	92.2	95.2	93.6	86.8

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

AUSTIN, TX
APRIL/MAY 1974

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS -- TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS -- METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS -- METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17		
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34
768	12	84	102	79	316	55	95	98	110	420	32	KASE	698	12	84	88	79	285	46	95	91	98	381	32	KASE	22.6	3.8	23.0	29.4	37.4	21.8	14.6	28.2	29.9	40.7	27.8	7.8		
421	35	75	26	7	165	63	44	24	10	180	76	KHFI	375	35	75	18	7	157	54	44	18	10	151	67	KHFI	12.2	11.1	20.5	6.0	3.3	12.0	17.1	13.1	5.9	4.1	11.0	16.3		
997	35	122	124	142	467	50	59	146	124	489	41	KLBJ	847	35	122	108	123	432	31	51	129	88	383	32	KLBJ	27.5	11.1	33.3	36.1	58.3	33.1	9.8	15.1	42.4	36.5	28.0	7.8		
513	69	66	18	14	186	128	51	34	20	258	69	*KLBJ FM	486	69	66	18	14	186	110	51	34	20	240	60	*KLBJ FM	15.8	21.9	18.0	6.0	6.6	14.2	34.8	15.1	11.2	8.3	17.5	14.6		
1173	198	160	36	27	432	209	74	65	68	446	295	KNOW	1074	173	150	36	21	391	192	65	65	63	402	281	KNOW	34.8	54.9	41.0	12.0	10.0	29.9	60.8	19.3	21.4	26.1	29.4	68.5		
450		38	77	41	178	31	42	70	47	215	57	*KOKE	431		38	77	33	170	31	42	64	42	204	57	*KOKE	14.0		10.4	25.8	15.6	13.0	9.8	12.5	21.1	17.4	14.9	13.9		
355	55	94	24	7	191	54	36	27	5	135	29	KOKE FM	319	55	94	18	7	185	54	36	22	5	117	13	KOKE FM	10.2	17.5	25.7	6.0	3.3	14.2	17.1	10.7	7.2	2.1	8.5	3.2		
302	64	84			156	95	7	6	10	118	28	KRHM	282	64	84			144	95	7	6	10	118	20	KRHM	9.1	16.5	23.0			11.0	30.1	2.1	2.0	4.1	8.6	4.9		
272	46	38	36	21	141	23	15	18	16	111	20	*KTAP	258	46	38	36	21	141	23	15	18	16	97	20	*KTAP	8.4	14.6	10.4	12.0	10.0	10.8	7.3	4.5	5.9	6.6	7.1	4.9		
1072	71	138	151	69	429	81	206	125	96	543	100	KVET	785	71	138	122	42	313	46	173	88	73	405	67	KVET	25.4	14.6	28.1	40.8	19.9	24.0	14.6	51.3	28.9	30.3	29.6	16.3		
220		9	29	40	93	16	16	28	27	107	20	*KTAE	69		9	9	14	32		7		10	17	20	*KTAE	2.2		2.5	3.0	6.6	2.5		2.1		4.1	1.2	4.1		
518	93	9	23		125	94	35	35	21	284	181	KTSA	257	43	9	7		59	48	18	11	9	92	106	KTSA	8.3	13.7	2.5	2.3		4.5	15.2	5.3	3.6	3.7	6.7	25.1		
597	69	47	34	27	188	96	55	41	26	288	129	WOAI	461	69	47	18	7	132	89	55	15	19	214	115	WOAI	14.9	18.4	10.4	6.0	3.3	10.1	28.2	16.3	4.9	7.9	15.6	28.0		
TOTAL LISTENING IN METRO SURVEY AREA													2912	292	347	290	211	1244	300	329	276	221	1272	396															
																										MONDAY-FRIDAY 6.00 AM-MIDNIGHT													
668	12	75	93	72	291	46	80	92	89	352	25	KASE	607	12	75	79	72	260	46	80	85	77	322	25	KASE	19.7	3.8	20.5	26.4	34.1	19.9	14.6	23.7	28.0	32.0	23.5	6.1		
402	35	75	26	7	165	63	36	18	5	161	76	KHFI	356	35	75	18	7	157	54	36	12	5	132	67	KHFI	11.5	11.1	20.5	6.0	3.3	12.0	17.1	10.7	3.9	2.1	9.6	16.3		
929	23	113	115	142	437	33	59	140	124	458	34	KLBJ	788	23	113	99	123	402	23	51	123	88	361	25	KLBJ	25.5	7.3	30.9	33.1	58.3	30.8	7.3	15.1	40.5	36.5	26.4	6.1		
439	69	56	9	14	167	113	51	28	14	223	49	KLBJ FM	412	69	56	9	14	167	95	51	28	14	205	40	KLBJ FM	13.4	21.9	15.3	3.0	6.6	12.8	30.1	15.1	9.2	5.8	15.0	9.8		
1145	186	151	36	27	411	209	67	65	68	439	295	KNOW	1046	161	141	36	21	370	192	58	65	63	395	281	KNOW	33.9	51.1	38.5	12.0	10.0	28.3	60.8	17.2	21.4	26.1	28.9	68.5		
364		38	68	26	154	15	35	64	42	173	37	*KOKE	359		38	68	26	154	15	35	64	37	168	37	*KOKE	11.6		10.4	22.7	12.3	11.8	4.7	10.4	21.1	15.4	12.3	9.0		
304	43	84	24	7	169	54	22	27	5	121	14	KOKE FM	273	43	84	18	7	163	54	22	22	5	103	7	KOKE FM	8.8	13.7	23.0	6.0	3.3	12.5	17.1	6.5	7.2	2.1	7.5	1.7		
274	64	75			147	81	7	6	5	99	28	KRHM	254	64	75			135	81	7	6	5	99	20	KRHM	8.2	16.5	20.5			10.3	25.6	2.1	2.0	2.1	7.2	4.9		
236	35	38	27	21	121	23	15	18	16	102	13	*KTAP	223	35	38	27	21	121	23	15	18	16	89	13	*KTAP	7.2	11.1	10.4	9.0	10.0	9.3	7.3	4.5	5.9	6.6	6.5	3.2		
980	71	138	127	55	391	65	199	113	91	503	86	KVET	720	71	138	104	28	281	38	166	82	68	379	60	KVET	23.3	14.6	28.1	34.8	13.3	21.5	12.0	49.3	27.0	28.2	27.7	14.6		
178			29	33	77	16	9	28	21	94	7	*KTAE	28					16							7	*KTAE	.9												
421	70	9	23		102	79	29	23	21	171	148	KTSA	183	20	9	7		36	41	13		5	5	7	*KTAE	5.9	6.3	2.5	2.3		3.0	3.3	1.2		2.1	.4	1.7		
516	69	47	18	27	172	89	55	19	19	222	122	WOAI	423	69	47	18	7	132	81	55		19	183	108	WOAI	13.7	18.4	10.4	6.0	3.3	10.1	25.6	16.3		7.9	13.4	26.3		
TOTAL LISTENING IN METRO SURVEY AREA													2864	280	338	281	211	1214	300	329	271	221	1267	383															

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule

MAG & CUME

CUME Listening Estimates

AUSTIN, TX
APRIL/MAY 1975

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA														
TOTAL PERS. 12-	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-	MEN					TOTAL 18+	WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34	
995	48	104	125	119	421	94	111	142	108	525	49	KASE	856	48	104	114	93	367	94	88	126	86	440	49	KASE	28.2	16.2	26.7	36.9	45.1	28.3	31.8	25.0	43.2	37.2	32.8	12.4			
518	76	78	24	7	193	59	66	33	13	177	148	KHFI	473	76	78	24	7	193	59	66	33	13	177	103	KHFI	15.6	25.6	20.0	8.2	3.4	14.9	19.9	18.8	11.3	5.6	13.2	26.0			
256		29	40	21	98	24	40	26	22	144	14	*KIXL	227		17	40	21	86	24	29	26	22	127	14	*KIXL	7.5		4.4	13.7	10.2	6.6	8.1	8.2	8.9	9.5	9.5	3.5			
1085	46	105	124	145	514	53	105	122	153	522	49	KLBJ	903	29	86	105	113	412	53	88	105	140	450	41	KLBJ	29.7	9.8	22.1	35.8	54.9	31.7	17.9	25.0	36.0	60.6	33.5	10.4			
557	114	104	8	7	240	77	58	13	18	221	96	*KLBJ FM	498	114	104	8	7	233	77	58	13	9	196	69	*KLBJ FM	16.4	38.4	26.7	2.7	3.4	18.0	26.0	16.5	4.5	3.9	14.6	17.4			
1162	134	156	48	14	360	229	173	99	39	553	249	KNOW	1114	134	156	48	14	360	207	168	99	27	514	240	KNOW	36.7	45.1	40.0	16.4	6.8	27.7	69.9	47.7	33.9	11.7	38.3	60.6			
330	10	43	64	7	149	24	42	59	9	154	27	*KOKE	309	10	43	64	7	140	24	37	59	9	142	27	*KOKE	10.2	3.4	11.0	21.8	3.4	10.8	8.1	10.9	20.2	3.9	10.6	6.8			
367	46	86	32	4	176	41	89	13	8	157	34	KOKE FM	326	29	86	32	155	41	73	13	4	137	34	KOKE FM	10.7	9.8	22.1	10.9		11.9	13.9	20.7	4.5	1.7	10.2	8.6				
484	154	60	8		222	66	57	26	5	154	108	KRMH	415	134	60	8	202	42	51	26	5	124	89	KRMH	13.7	45.1	15.4	2.7		15.6	14.2	14.5	8.9	2.2	9.2	22.5				
1052	76	157	148	49	478	65	138	115	79	475	99	KVET	809	19	138	138	49	360	54	110	107	54	358	91	KVET	26.6	6.4	35.4	47.1	23.8	27.7	18.2	31.3	36.6	23.4	26.7	23.0			
TOTAL LISTENING IN METRO SURVEY AREA													2870	278	390	261	199	1223	284	337	285	222	1279	368	94.5	93.6	99.9	89.1	96.6	94.2	95.9	95.7	97.6	96.1	95.3	92.9				
210	57	24	23	19	123	17	14	17	15	76	11	*KKYX	82	20	10		15	45	6	8	7	9	37		*KKYX	2.7	6.7	2.6		7.3	3.5	2.0	2.3	2.4	3.9	2.8				
569	85	38	28	15	175	93	30	34	17	194	200	KTSA	300	68	26	8	102	71	15	21		113	85	KTSA	9.9	22.9	6.7	2.7		7.9	24.0	4.3	7.2		8.4	21.5				
771	122	48	56	20	246	131	61	31	26	295	230	WOAI	534	87	43	33	15	178	107	51	26	13	225	131	WOAI	17.6	29.3	11.0	11.3	7.3	13.7	36.1	14.5	8.9	5.6	16.8	33.1			

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA														
TOTAL PERS. 12-	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-	MEN					TOTAL 18+	WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34	
896	48	86	109	97	365	88	103	135	99	489	42	KASE	756	48	86	98	71	311	88	80	112	77	403	42	KASE	24.9	16.2	22.1	33.4	34.5	24.0	29.7	22.7	38.4	33.3	30.0	10.6			
437	67	69	8	7	159	35	51	33	13	138	140	KHFI	400	67	69	8	7	159	35	51	33	13	138	103	KHFI	13.2	22.6	17.7	2.7	3.4	12.2	11.8	14.5	11.3	5.6	10.3	26.0			
223		20	40	21	89	24	33	20	18	127	7	*KIXL	195		9	40	21	78	24	22	20	18	110	7	*KIXL	6.4		2.3	13.7	10.2	6.0	8.1	6.3	6.8	7.8	8.2	1.8			
1002	46	97	124	132	484	41	98	116	138	482	36	KLBJ	830	29	78	105	106	388	41	80	99	131	415	27	KLBJ	27.3	9.8	20.0	35.8	51.5	29.9	13.9	22.7	33.9	56.7	30.9	6.8			
505	114	95	8		224	71	44	13	9	185	96	KLBJ FM	455	114	95	8		217	71	44	13	9	169	69	KLBJ FM	15.0	38.4	24.4	2.7		16.7	24.0	12.5	4.5	3.9	12.6	17.4			
1070	124	130	40	14	316	211	173	92	30	512	242	KNOW	1023	124	130	40	14	316	189	168	92	18	473	234	KNOW	33.7	41.8	33.3	13.7	6.8	24.3	63.9	47.7	31.5	7.8	35.2	59.1			
237	10	35	48		118	18	13	59	9	119		*KOKE	215	10	35	48		109	18	7	59	9	106		*KOKE	7.1	3.4	9.0	16.4		8.4	6.1	2.0	20.2	3.9	7.9				
329	46	60	32	4	150	29	89	13	8	145	34	KOKE FM	288	29	60	32		129	29	73	13	4	125	34	KOKE FM	9.5	9.8	15.4	10.9		9.9	9.8	20.7	4.5	1.7	9.3	8.6			
419	135	60	8		203	49	42	26	5	122	94	KRMH	351	115	60	8		183	24	37	26	5	92	76	KRMH	11.6	38.7	15.4	2.7		14.1	8.1	10.5	8.9	2.2	6.9	19.2			
939	76	150	123	42	439	59	124	101	66	422	78	KVET	713	19	138	113	42	328	48	102	93	45	315	70	KVET	23.5	6.4	35.4	38.6	20.4	25.3	16.2	29.0	31.8	19.5	23.5	17.7			
196	57	24	23	19	123	17	5	17	10	62	11	KKYX	69	20	10		15	45	6		7	4	24		KKYX	2.3	6.7	2.6		7.3	3.5	2.0		2.4	1.7	1.8				
379	57	38	8	9	121	52	30	30	17	137	121	KTSA	200	39	26	8		73	41	15	21		77	50	KTSA	6.6	13.1	6.7	2.7		5.6	13.9	4.3	7.2		5.7	12.6			
663	112	40	40	20	212	108	40	18	22	227	224	WOAI	435	77	35	17	15	144	95	29	13	9	167	124	WOAI	14.3	25.9	9.0	5.8	7.3	11.1	32.1	8.2	4.5	3.9	12.4	31.3			
TOTAL LISTENING IN METRO SURVEY AREA													2826	278	390	261	185	1209	278	337	285	217	1255	362	93.1	93.6	99.9	89.1	89.8	93.1	93.9	95.7	97.6	93.9	93.5	91.4				

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

DAY-PARTS AVG. & CUME

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA															
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %		
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %
470	69	34	37	25	166	60	41	49	31	188	116	WAYS	127	17	9	8	3	38	15	11	16	6	50	39	WAYS	45.7	85.4	42.9	22.8	13.2	35.0	71.4	44.2	41.7	23.6	40.2	87.2		
309	9	22	41	34	127	8	21	41	53	160	22	WBT	96	4	10	16	8	41	4	10	15	12	50	5	WBT	34.6	20.1	47.6	45.6	35.2	37.7	19.0	40.2	39.1	47.2	40.2	11.2		
106	9	8	17	4	43	5	11	19	13	53	10	*WBT FM	33	2	3	6	2	14	2	4	7	2	16	3	*WBT FM	11.9	10.1	14.3	17.1	8.8	12.9	9.5	16.1	18.2	7.9	12.9	6.7		
64	8	9	4	1	23	8	11	6	4	30	11	*WGIV	28		3	2	1	7	5	2	3	4	15	6	*WGIV	10.1		14.3	5.7	4.4	6.4	23.8	8.0	7.8	15.7	12.1	13.4		
78	20	2	3	4	30	7	9	8	5	30	18	WIST	41	10	2	2	1	16	3	4	4	2	14	11	WIST	14.8	50.3	9.5	5.7	4.4	14.7	14.3	16.1	10.4	7.9	11.3	24.6		
29	2	6	2	3	15		4	5	2	13	1	*WKTC	18	2	1	1	1	7		3	3	2	10	1	*WKTC	6.5	10.1	4.8	2.8	4.4	6.4		12.0	7.8	7.9	8.0	2.2		
21	3	1	2	2	10	2	2	2	2	10	1	*WMAP	21	3	1	2	2	10	2	2	2	2	10	1	*WMAP	7.6	15.1	4.8	5.7	8.8	9.2	9.5	8.0	5.2	7.9	8.0	2.2		
25	2	2	3	2	10	3	3	5	1	13	2	*WRPL	22	2	2	3	1	9	2	3	4	1	11	2	*WRPL	7.9	10.1	9.5	8.5	4.4	8.3	9.5	12.0	10.4	3.9	8.8	4.5		
113	7	8	16	16	49	4	7	22	15	57	7	*WSOC	90	6	8	13	12	41	4	7	17	10	44	5	*WSOC	32.4	30.2	38.1	37.0	52.9	37.7	19.0	28.1	44.3	39.4	35.4	11.2		
61	1	5	9	7	26	2	5	13	10	32	3	*WSOC FM	21	1	3	3	2	9		2	6	3	12		*WSOC FM	7.6	5.0	14.3	8.5	8.8	8.3		8.0	15.6	11.8	9.7			
73	11	5	9	6	31	4	8	10	15	39	3	WWOK	43	5	5	7	2	19	2	6	7	5	21	3	WWOK	15.5	25.1	23.8	19.9	8.8	17.5	9.5	24.1	18.2	19.7	16.9	6.7		
TOTAL LISTENING IN METRO SURVEY AREA												263	20	21	31	19	98	21	25	37	24	121	44		94.7	99.9	99.9	88.3	83.7	90.2	99.9	99.9	96.4	94.5	97.3	98.4			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA															
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %		
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %
399	53	15	36	18	125	69	31	50	14	167	107	WAYS	127	17	9	11	5	43	14	9	17	5	46	38	WAYS	44.1	80.6	41.9	30.8	20.9	38.3	63.3	35.2	42.7	18.8	35.7	81.2		
321	44	17	43	38	156	12	24	41	43	143	22	WBT	106	6	8	19	10	47	6	11	17	14	56	3	WBT	36.8	28.4	37.2	53.2	41.8	41.8	27.1	43.0	42.7	52.6	43.5	6.4		
134	9	11	16	16	58	5	8	24	13	70	6	*WBT FM	38	4	2	6	5	18	3	4	7	3	19	1	*WBT FM	13.2	19.0	9.3	16.8	20.9	16.0	13.6	15.6	17.6	11.3	14.8	2.1		
35	2	1	5	3	12	8	1	3	2	14	9	*WGIV	25	2	1	2	3	9	3	1	3	2	9	7	*WGIV	8.7	9.5	4.7	5.6	12.6	8.0	13.6	3.9	7.5	7.5	7.0	15.0		
130	3	17	16	18	60	3	11	18	17	64	6	*WSOC	93	3	8	16	11	44	3	9	15	11	45	4	*WSOC	32.3	14.2	37.2	44.8	46.0	39.1	13.6	35.2	37.7	41.4	34.9	8.5		
89	12	7	14	9	43	5	11	9	3	41	5	*WSOC FM	29	2	2	8	4	17	1	4	3	2	11	1	*WSOC FM	10.1	9.5	9.3	22.4	16.7	15.1	4.5	15.6	7.5	7.5	8.5	2.1		
41	1	7	4	1	14	5	6	8	6	26	1	WWOK	35	1	7	4	1	14	2	6	5	6	20	1	WWOK	12.2	4.7	32.6	11.2	4.2	12.5	9.0	23.4	12.6	22.6	15.5	2.1		
TOTAL LISTENING IN METRO SURVEY AREA												265	21	20	33	20	102	21	25	38	24	121	42		92.0	99.5	93.0	92.4	83.7	90.7	95.0	97.7	95.5	90.2	93.9	89.7			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (t) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA													CUME PERSONS--METRO SURVEY AREA													CUME RATINGS--METRO SURVEY AREA												
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %		18-24 %
479	95	26	41	12	175	59	33	51	17	165	139	WAYS	129	21	7	9	3	41	15	10	16	5	47	41	WAYS	44.8	99.5	32.6	25.2	12.6	36.5	67.9	39.1	40.2	18.8	36.5	87.6	
265	11	19	38	29	107	12	20	41	36	147	11	WBT	98	2	8	13	12	41	6	8	16	13	53	4	WBT	34.0	9.5	37.2	36.4	50.2	36.5	27.1	31.3	40.2	48.9	41.1	8.5	
105	12	16	15	5	50	7	17	17	3	52	3	*WBT FM	33		2	6	2	12	3	4	8	3	19	2	*WBT FM	11.5		9.3	16.8	8.4	10.7	13.6	15.6	20.1	11.3	14.8	4.3	
64	12	1	5	3	22	6	5	8	7	26	16	*WGIV	35	4	1	3	1	10	3	3	6	5	17	8	*WGIV	12.2	19.0	4.7	8.4	4.2	8.9	13.6	11.7	15.1	18.8	13.2	17.1	
147	11	19	21	14	72	5	14	19	19	64	11	*WSOC	90	2	8	14	9	37	5	10	12	10	43	10	*WSOC	31.3	9.5	37.2	39.2	37.7	32.9	22.6	39.1	30.2	37.6	33.4	21.4	
82	9	7	12	7	39	1	14	14	9	40	3	*WSOC FM	23		1	4	2	9	1	4	5	2	13	1	*WSOC FM	8.0		4.7	11.2	8.4	8.0	4.5	15.6	12.6	7.5	10.1	2.1	
48	1	8	8	5	23	1	6	5	5	19	6	WNOX	38	1	5	8	4	19	1	5	5	3	16	3	WNOX	13.2	4.7	23.3	22.4	16.7	16.9	4.5	19.5	12.6	11.3	12.4	6.4	
TOTAL LISTENING IN METRO SURVEY AREA													268	21	20	32	21	104	22	25	38	22	120	44		93.1	99.5	93.0	89.6	87.9	92.5	99.5	97.7	95.5	82.7	93.2	94.0	

Data Provided by
AVG. & CUME

FOOTNOTE SYMBOLS: (†) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (i) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA													CUME PERSONS-METRO SURVEY AREA													CUME RATINGS-METRO SURVEY AREA												
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24 (000)	25-34 (000)	35-48 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-48 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-48 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-48 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-48 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-48 (000)	50-64 (000)	TOTAL (000)		18-24 %
385	75	21	28	29	153	55	23	42	19	141	91	WAYS	114	15	7	8	8	38	15	9	13	5	44	32	WAYS	38.6	70.4	31.7	22.5	33.1	33.5	62.8	34.5	32.3	18.1	32.9	67.2	
289	6	25	42	35	127	10	27	43	38	138	24	WBT	120	6	7	17	14	51	6	9	19	17	61	8	WBT	40.7	28.2	31.7	47.9	57.9	44.9	25.1	34.5	47.1	61.4	45.6	16.8	
83	31	3	1	3	38	14	2	7	4	28	17	WGIV	45	6	3	1	2	12	8	2	6	2	19	14	WGIV	15.3	28.2	13.6	2.8	8.3	10.6	33.5	7.7	14.9	7.2	14.2	29.4	
176	4	20	27	22	89	3	12	23	25	72	15	*WSOC	96	4	10	13	13	45	3	9	14	13	44	7	*WSOC	32.5	18.8	45.2	36.6	53.7	39.6	12.6	34.5	34.7	46.9	32.9	14.7	
95	1	10	5	16	37	3	7	11	23	49	9	*WSOC FM	26	1	4	2	2	9	1	5	5	2	14	3	*WSOC FM	8.8	4.7	18.1	5.6	8.3	7.9	4.2	19.2	12.4	7.2	10.5	6.3	
44	4	6	4	1	22	4	6	5	2	20	2	WNCX	35	4	6	4	1	15	4	6	3	2	18	2	WNCX	11.9	18.8	27.1	11.3	4.1	13.2	16.7	23.0	7.4	7.2	13.5	4.2	
TOTAL LISTENING IN METRO SURVEY AREA													276	20	21	33	22	106	24	25	38	25	125	45		93.6	93.9	95.0	93.0	90.9	93.3	99.9	95.8	94.3	90.3	93.4	94.5	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (†) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA																					
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %								
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24	25-34	35-49	50-64	TOTAL			
3648	556	230	270	165	1230	517	296	517	179	1550	868	WAYS	1261	170	75	90	47	391	193	98	150	50	506	364	WAYS	42.7	79.8	33.9	25.4	19.4	34.4	80.8	37.5	37.2	18.1	37.8	76.5								
2480	87	225	337	282	1073	73	195	334	394	1307	100	WBT	1064	20	94	155	115	438	39	119	160	158	581	45	WBT	36.1	9.4	42.5	43.7	47.5	38.6	16.3	45.6	39.7	57.0	43.4	9.5								
1087	39	62	157	78	376	87	139	162	188	661	50	*WBT FM	378	5	40	46	39	147	17	59	71	43	224	7	*WBT FM	12.8	2.3	18.1	13.0	16.1	12.9	7.1	22.6	17.6	15.5	16.7	1.5								
670	33	54	41	16	153	144	66	65	32	315	202	WGIV	411	33	28	25	16	111	44	50	37	32	171	129	WGIV	13.9	15.5	12.7	7.0	6.6	9.8	18.4	19.2	9.2	11.6	12.8	27.1								
389	30	12	21	23	86	50	55	32	36	181	122	*WIST	333	30	12	11	23	76	34	25	32	36	135	122	*WIST	11.3	14.1	5.4	3.1	9.5	6.7	14.2	9.6	7.9	13.0	10.1	25.6								
101	16	6	12	10	44	7	9	12		28	29	*WIXE	101	16	6	12	10	44	7	9	12		28	29	*WIXE	3.4	7.5	2.7	3.4	4.1	3.9	2.9	3.4	3.0		2.1	6.1								
292	27	47	28	26	130	35	17	22	29	125	37	*WMAP	239	27	17	28	26	106	20	17	22	29	110	29	*WMAP	8.1	12.7	7.7	7.9	10.7	8.8	8.4	6.5	5.5	10.5	8.2	6.1								
176		8	11	20	39	26	60	23	21	130	7	*WRNA FM	94		8	11	6	25	10	22	23	7	62	7	*WRNA FM	3.2		3.6	3.1	2.5	2.2	4.2	8.4	5.7	2.5	4.6	1.5								
156	5	8	20	3	36	17	22	15	7	61	59	*WRPL	126	5	8	4	3	26	17	22	15	7	61	45	*WRPL	4.3	2.3	3.6	1.1	1.2	1.8	7.1	8.4	3.7	2.5	4.6	9.5								
1311	63	126	162	168	585	39	147	241	129	651	75	*WSOC	851	30	61	107	112	355	39	61	154	115	433	63	*WSOC	28.8	14.1	27.6	30.1	46.3	31.3	16.3	23.4	38.2	41.5	32.4	13.2								
754	45	81	91	118	356	49	79	98	86	348	50	*WSOC FM	337	13	32	41	42	137	15	47	70	47	183	17	*WSOC FM	11.4	6.1	14.5	11.5	17.4	12.1	6.3	18.0	17.4	17.0	13.7	3.6								
574	38	53	89	72	278	36	63	74	61	257	39	WWOK	435	38	32	73	45	214	36	31	74	32	196	25	WWOK	14.7	17.8	14.5	20.6	18.6	18.8	15.1	11.9	18.4	11.6	14.6	5.3								
TOTAL LISTENING IN METRO SURVEY AREA												2754	198	211	326	223	1037	232	254	385	255	1273	444		93.4	93.0	95.5	91.8	92.1	91.3	97.1	97.3	95.5	92.1	95.1	93.3									

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule, (+) means AM-FM Combination was net simulcast for complete time period. (i) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-48	50-64	TOTAL	18-24	25-34	35-48	50-64	TOTAL				18-24	25-34	35-48	50-64	TOTAL	18-24	25-34	35-48	50-64	TOTAL				18-24	25-34	35-48	50-64	TOTAL	18-24	25-34	35-48	50-64	TOTAL	
706	80	139	66	49	334	77	101	58	59	322	50	NAME	543	49	92	57	40	238	56	64	58	50	255	50	NAME	18.1	21.9	40.9	16.0	16.1	20.5	22.0	24.6	14.5	17.9	18.8	10.4
3393	524	280	248	115	1229	561	303	360	117	1380	784	WAYS	1094	94	58	114	42	340	166	64	124	43	415	339	WAYS	36.5	42.0	25.8	32.0	16.9	29.3	65.4	24.6	31.1	15.4	30.6	70.2
2427	52	174	356	389	1058	106	160	378	309	1180	189	WBT	952	52	53	143	155	439	27	61	163	121	430	83	WBT	31.7	23.2	23.6	40.2	62.5	37.8	10.6	23.5	40.9	43.2	31.8	17.2
1124	54	48	125	101	332	111	214	203	145	762	30	*WBT FM	389	19	17	49	36	125	27	53	89	42	244	20	*WBT FM	13.0	8.5	7.6	13.8	14.5	10.8	10.6	20.4	22.3	15.0	18.0	4.1
879	186	45	50	20	303	112	83	102	47	364	212	WGIV	613	91	45	50	20	208	51	65	78	47	257	148	WGIV	20.4	40.6	20.0	14.0	8.1	17.9	20.1	25.0	19.5	16.8	19.0	30.6
537	68	30	48	19	167	99	12	54	33	204	166	WIST	429	36	13	29	19	99	78	12	54	24	174	156	WIST	14.3	16.1	5.8	8.1	7.7	8.5	30.7	4.6	13.5	8.6	12.9	32.3
395	73	52	23	18	204	22	22	35	25	125	66	*WMAP	224	7	37	23	18	94	5	22	27	13	80	50	*WMAP	7.5	3.1	16.4	6.5	7.3	8.1	2.0	8.5	6.8	4.6	5.9	10.4
217	23	13	44	20	109	30	34	9	98	10	*WRNA FM	158	23	13	25	20	90	30	21	9	68	10	*WRNA FM	5.3	10.3	5.8	7.0	8.1	7.7	11.5	5.3	3.2	5.0				
167	75	14	9		98	11	11	24	13	59	10	*WRPL	112	43			43	11	11	24	13	59	10	*WRPL	3.7	19.2				3.7	4.3	4.2	6.0	4.6	4.4	2.1	
1496	63	117	198	193	652	36	138	256	180	699	145	*WSOC	867	32	42	129	110	373	36	63	177	86	412	82	*WSOC	28.9	14.3	18.7	36.2	44.4	32.1	14.2	24.2	44.4	30.7	30.4	17.0
701	7	28	57	35	172	122	48	134	78	460	69	*WSOC FM	313	7	13	44	19	107	27	30	75	22	168	38	*WSOC FM	10.4	3.1	5.8	12.4	7.7	9.2	10.6	11.5	18.8	7.9	12.4	7.9
TOTAL LISTENING IN METRO SURVEY AREA												2796	224	201	319	229	1065	247	252	383	251	1264	467		93.2	99.9	89.3	89.6	92.3	91.7	97.2	96.9	96.0	89.6	93.4	96.7	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS										CUME RATINGS—METRO SURVEY AREA															
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
709	97	83	128	62	380	51	75	76	47	261	68	WAME	470	36	52	86	54	238	28	62	56	37	195	37	WAME	15.7	16.1	23.1	24.2	21.8	20.5	11.0	23.8	14.0	13.2	14.4	7.7
3207	499	242	278	98	1131	538	225	339	90	1240	836	WAYS	1100	147	85	116	34	396	145	87	153	34	427	277	WAYS	36.7	65.6	37.8	32.6	13.7	34.1	57.1	33.5	38.3	12.1	31.5	57.3
2463	50	148	405	317	1090	33	213	366	332	1179	194	WBT	911	27	92	146	102	414	33	97	145	101	456	41	WBT	30.4	12.1	40.9	41.0	41.1	35.6	13.0	37.3	36.3	36.1	33.7	8.5
1174	76	140	167	66	452	35	181	211	127	616	106	*WBT FM	424	21	53	87	30	194	35	53	48	47	195	35	*WBT FM	14.1	9.4	23.6	24.4	12.1	16.7	13.8	20.4	12.0	16.8	14.4	7.2
539	38	56	52	28	177	79	48	60	40	247	115	WGIV	489	38	56	38	28	163	79	34	60	40	233	93	WGIV	16.3	17.0	24.9	10.7	11.3	14.0	31.1	13.1	15.0	14.3	17.2	19.3
689	169	45	31	10	255	84	36	62	22	222	212	WIST	594	108	45	31	10	194	84	36	62	11	211	189	WIST	19.8	48.2	20.0	8.7	4.0	16.7	33.1	13.8	15.5	3.9	15.6	39.1
191	8	19	14	7	52	37	12	27	19	112	27	*WMAP	151	8	19	14	7	52	9	12	27	19	72	27	*WMAP	5.0	3.6	8.4	3.9	2.8	4.5	3.5	4.6	6.8	6.8	5.3	5.6
1468	61	107	193	162	643	63	88	178	199	691	134	*WSOC	918	31	58	150	108	414	40	47	145	124	428	76	*WSOC	30.6	13.8	25.8	42.1	43.5	35.6	15.7	18.1	36.3	44.3	31.6	15.7
885	58	115	152	67	452	22	34	104	139	381	52	*WSOC FM	309	27	26	57	27	145	22	14	45	41	140	24	*WSOC FM	10.3	12.1	11.6	16.0	10.9	12.5	8.7	5.4	11.3	14.6	10.3	5.0
TOTAL LISTENING IN METRO SURVEY AREA												2777	209	218	324	211	1055	249	244	381	260	1258	464		92.6	93.3	96.9	91.0	85.1	90.8	98.0	93.8	95.5	92.9	92.9	96.1	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (x) means refer to Special Notice on Page 5.

CUME Listening Estimates

CHARLOTTE
OCT/NOV 1970

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
833	39	146	140	82	407	54	117	104	54	358	68	WAME	606	39	84	104	57	284	54	78	88	41	273	49	WAME	19.6	16.3	35.4	29.3	22.0	23.6	20.8	28.9	22.4	13.9	19.7	9.8
3058	382	286	236	131	1046	414	373	309	86	1227	785	WAYS	1111	127	96	108	61	403	119	107	138	48	423	285	WAYS	35.9	52.9	40.5	30.4	23.6	33.5	45.8	39.6	35.1	16.3	30.5	57.0
2294	142	224	284	241	1011	167	211	238	281	1165	118	WBT	913	61	76	107	125	413	45	72	135	134	455	45	WBT	29.5	25.4	32.1	30.1	48.3	34.3	17.3	26.7	34.4	45.4	32.8	9.0
1523	68	130	190	163	658	124	152	187	190	785	80	*WBT FM	469	68	28	68	45	220	41	54	61	50	232	17	*WBT FM	15.2	28.3	11.8	19.2	17.4	18.3	15.8	20.0	15.5	16.9	16.7	3.4
758	68	31	57	40	220	106	54	92	42	321	217	WGIV	611	68	31	57	40	206	80	42	84	42	258	147	WGIV	19.8	28.3	13.1	16.1	15.4	17.1	30.8	15.6	21.4	14.2	18.6	29.4
660	99	64	42	3	223	108	34	48	4	196	241	WIST	541	99	19	42	3	178	108	17	38	4	169	194	WIST	17.5	41.3	8.0	11.8	1.2	14.8	41.5	6.3	9.7	1.4	12.2	38.8
133		8	22		39	9	45	21	10	85		*WIXE	97		8	11		2	9	20	21	10	60	9	*WIXE	3.1		3.4	3.1		2.3	3.5	7.4	5.3	3.4	4.3	1.8
11		10	24	7	62		8	7	29	53		*WKTC	112		10	17	7	55		8	7	29	53	4	*WKTC	3.6		4.2	4.8	2.7	4.6		3.0	1.8	9.8	3.8	.8
276	29	8	4	8	66	52	11	18	27	126	8	*WMAP	135		8	4		29	18	11	18	15	80	26	*WMAP	4.4		3.4	1.1		2.4	6.9	4.1	4.6	5.1	5.8	5.2
331	61	36	16	29	148	43	34	21	22	125	58	*WRNA FM	198	61	19	9	7	102	16	24	11	12	68	28	*WRNA FM	6.4	25.4	8.0	2.5	2.7	8.5	6.2	8.9	2.8	4.1	4.9	5.6
1475	38	118	153	196	613	93	140	219	154	782	80	WDOC	841	38	65	96	124	371	34	58	129	104	418	52	WDOC	27.2	15.8	27.4	27.0	47.9	30.8	13.1	21.5	32.8	35.3	30.1	10.4
925	56	82	99	96	406	16	106	153	85	418	101	WDOC FM	219		30	28	17	86	16	21	46	28	122	11	WDOC FM	7.1		12.7	7.9	6.6	7.1	6.2	7.8	11.7	9.5	8.8	2.2
TOTAL LISTENING IN METRO SURVEY AREA												2950	240	229	337	241	1154	255	267	379	274	1323	473		95.4	99.9	96.6	94.9	93.1	95.8	98.1	98.9	96.4	92.9	95.2	94.6	

DAY PARTS
AVG. & CUME

FOOTNOTE SYMBOLS: (') means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (\$) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
740	39	138	147	68	397	67	88	103	52	324	19	WAME	542	39	67	104	46	261	48	88	69	43	262	19	WAME	17.0	16.7	22.3	29.0	18.6	20.9	16.6	27.2	18.0	15.4	18.1	3.8
3303	368	277	238	105	988	567	210	381	147	1393	922	WAYS	1047	127	121	58	29	335	175	68	137	27	421	291	WAYS	32.8	54.3	40.2	16.2	11.7	26.8	60.3	21.1	35.7	9.6	29.0	58.7
2809	119	283	317	302	1147	198	301	355	264	1359	303	WBT	1041	84	105	104	76	431	70	117	127	88	512	98	WBT	32.6	35.9	34.9	29.0	30.8	34.5	24.1	36.2	33.1	31.4	35.1	19.9
1296	44	138	180	156	518	58	179	256	132	645	133	*WBT FM	538	44	68	68	41	221	39	94	102	30	268	49	*WBT FM	16.8	18.8	22.6	18.9	16.6	17.7	13.4	29.1	26.6	10.7	18.5	9.9
786	109	42	50	41	251	138	52	86	66	362	173	WGIV	552	41	24	40	26	140	93	52	55	53	273	139	WGIV	17.3	17.5	8.0	11.1	10.5	11.2	32.1	16.1	14.3	18.9	18.8	28.0
835	124	55	56	29	264	128	41	75	32	290	281	WIST	785	124	39	56	4	223	128	41	75	32	290	272	WIST	24.6	53.0	13.0	15.6	1.6	17.9	44.1	12.7	19.5	11.4	20.0	54.8
167	5	23	17	24	69	7	24	16	28	92	6	*WIXE	138	5	23	17	13	58	7	24	16	10	74	6	*WIXE	4.3	2.1	7.6	4.7	5.3	4.6	2.4	7.4	4.2	3.6	5.1	1.2
276		5	15	12	104	5	12	41	33	154	18	*WKTC	135		5	15	12	32	5	12	21	33	85	18	*WKTC	4.2		1.7	4.2	4.9	2.6	1.7	3.7	5.5	11.8	5.9	3.6
194	24		17	9	50	7	47	23	15	118	26	*WMAP	151	16		17	9	42	7	12	23	15	83	26	*WMAP	4.7	6.8		4.7	3.6	3.4	2.4	3.7	6.0	5.4	5.7	5.2
381	119	15	6	4	144	62	31	27	9	136	101	*WRNA FM	239	90	15	6	4	115	44	11	8	9	79	45	*WRNA FM	7.5	38.5	5.0	1.7	1.6	9.2	15.2	3.4	2.1	3.2	5.4	9.1
209	65		6	4	75	83		13	16	115	19	*WRPL	99	14		6	4	24	38		13	2	56	19	*WRPL	3.1	6.0		1.7	1.6	1.9	13.1		3.4	.7	3.9	3.8
1227	37	106	237	169	594	19	95	202	145	601	32	WSOC	805	24	73	116	100	358	19	76	150	109	415	32	WSOC	25.2	10.3	24.3	32.3	40.5	28.7	6.6	23.5	39.1	38.9	28.6	6.5
866	36	62	159	135	405	38	61	126	124	409	52	WSOC FM	308	24	29	33	50	149	19	23	65	27	144	15	WSOC FM	9.6	10.3	9.6	9.2	20.2	11.9	6.6	7.1	16.9	9.6	9.9	3.0
TOTAL LISTENING IN METRO SURVEY AREA												3042	234	282	339	226	1175	284	312	377	251	1375	492		95.2	99.9	93.7	94.4	91.5	94.2	97.9	96.6	98.2	89.6	94.8	99.2	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (f) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		%
792	48	167	176	29	436	49	143	67	52	321	35	NAME	597	20	99	112	29	276	49	119	56	52	286	35	NAME	18.2	7.7	31.3	31.0	11.6	21.3	16.5	35.2	14.5	18.2	19.3	6.9	
3532	453	225	244	118	1088	540	294	339	195	1500	944	WAYS	1363	132	155	69	51	422	226	158	107	80	594	347	WAYS	41.5	51.0	49.1	19.1	20.4	32.6	76.1	46.7	27.7	28.1	40.0	68.6	
3071	228	287	193	277	1115	381	244	355	441	1722	234	WBT	1180	63	110	115	107	456	136	98	156	156	642	82	WBT	35.9	24.3	34.8	31.9	42.8	35.2	45.8	29.0	40.4	54.7	43.3	16.2	
1530	93	164	178	139	579	157	185	217	208	886	65	*WBT FM	514	24	86	68	42	225	19	58	99	67	257	32	*WBT FM	15.7	9.3	27.2	18.8	16.8	17.4	6.4	17.2	25.6	23.5	17.3	6.3	
525	98	24	19	45	186	109	50	65	71	297	142	WGIV	403	70	24	19	30	143	57	33	48	53	185	75	WGIV	12.3	27.0	7.6	5.3	12.0	11.1	19.2	9.8	10.4	18.6	12.5	14.8	
884	145	47	4	26	222	140	50	85	58	347	315	WIST	789	121	47	4	26	198	140	50	85	40	329	262	WIST	24.0	46.7	14.9	1.1	10.4	15.3	47.1	14.8	22.0	14.0	22.2	51.8	
188	20	16	39	19	94	12	40	15	11	78	16	*WIXE	142	20	16	20	19	75	12	13	15	11	51	16	*WIXE	4.3	7.7	5.1	5.5	7.6	5.8	4.0	3.8	3.9	3.9	3.4	3.2	
144		6	4	12	27	7	54	18	4	103	14	*WKTC	120		6	4	12	27	7	30	18	4	79	14	*WKTC	3.7		1.9	1.1	4.8	2.1	2.4	8.9	4.7	1.4	5.3	2.8	
187		10	27	12	49	12		41	27	111	27	*WMAP	113		10	8	12	30	12		20	20	56	27	*WMAP	3.4		3.2	2.2	4.8	2.3	4.0		5.2	7.0	3.8	5.3	
594	85	33	23		210	151	58	45	18	300	84	*WRNA	235	63	33	4		100	39	58	8		105	30	*WRNA	7.2	24.3	10.4	1.1		7.7	13.1	17.2	2.1		7.1	5.9	
1388	48	76	147	109	505	44	96	237	264	800	83	WSOC	872	48	35	129	91	359	44	75	137	133	451	62	WSOC	26.6	18.5	11.1	35.7	36.4	27.7	14.8	22.2	35.5	46.7	30.4	12.3	
1556	69	117	300	174	708	77	140	251	152	763	85	WSOC FM	459	13	44	101	24	197	24	44	99	36	238	24	WSOC FM	14.0	5.0	13.9	28.0	9.6	15.2	8.1	13.0	25.6	12.6	16.0	4.7	
187	24	43	23	24	147		14	8	10	40		*WYFH	97	24	30	4	5	63		8	8	10	34		*WYFH	3.0	9.3	9.5	1.1	2.0	4.9		2.4	2.1	3.5	2.3		
TOTAL LISTENING IN METRO SURVEY AREA												3125	259	310	344	222	1227	279	334	367	262	1404	494		95.2	99.9	98.1	95.3	88.8	94.8	93.9	98.8	95.1	91.9	94.6	97.6		

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (I) means refer to Special Notice on Page 5.

CUME Listening Estimates

CHARLOTTE
APRIL/MAY 1972

MONDAY-SUN
6.00AM-MIDNI

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA												
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN									
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49				50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24				25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+					
739	22	170	60	75	373	23	88	90	45	205	81	WAME	442	22	76	53	51	224	23	44	69	40	191	27	WAME	13.5	8.5	24.1	14.7	20.4	17.3	7.7	13.0	17.9	14.0	12.9
3278	427	316	225	86	1117	469	247	280	205	1245	916	WAYS	1050	140	117	62	34	363	165	115	90	55	432	255	WAYS	32.0	54.1	37.0	17.2	13.6	28.1	55.6	34.0	23.3	19.3	29.1
3574	325	381	345	196	1374	429	352	467	332	1818	382	WBT	1364	86	181	157	115	581	153	140	161	115	658	125	WBT	41.5	33.2	57.3	43.5	46.0	44.9	51.5	41.4	41.7	40.4	44.3
1719	128	179	221	96	710	108	232	260	236	952	57	*WBT FM	636	50	79	65	34	243	82	98	57	80	358	35	*WBT FM	19.4	19.3	25.0	18.0	13.6	18.8	27.6	29.0	14.8	28.1	24.1
142			29	13	51	8	23	19	28	81	10	WEZC	91			18	13	31	8	14	12	23	60		WEZC	2.8			5.0	5.2	2.4	2.7	4.1	3.1	8.1	4.0
739	67	40	44	24	202	98	75	99	46	349	188	WGIV	483	52	40	34	24	160	37	66	65	40	216	107	WGIV	14.7	20.1	12.7	9.4	9.6	12.4	12.5	19.5	16.8	14.0	14.6
152		22	10	18	59		18	12	27	79	14	*WHVN	98		8	10	18	36		9	12	15	58	4	*WHVN	3.0		2.5	2.8	7.2	2.8		2.7	3.1	5.3	3.9
1240	215	112	25	34	436	230	97	92	36	483	321	WIST	942	140	78	15	22	277	181	79	92	15	372	293	WIST	28.7	54.1	24.7	4.2	8.8	21.4	60.9	23.4	23.8	5.3	25.1
186	13	21	18	22	74		24	39	24	91	21	*WIXE	158	13	21	18	12	64		24	28	17	73	21	*WIXE	4.8	5.0	6.6	5.0	4.8	4.9		7.1	7.3	6.0	4.9
201		6	15	34	65	27	16	27	32	115	21	*WHAP	142		6	15	23	54		16	15	23	67	21	*WHAP	4.3		1.9	4.2	9.2	4.2		4.7	3.9	8.1	4.5
706	188	109	4		310	163	72	26	17	278	118	*WRNA	327	45	64	4		113	82	27	12	12	133	81	*WRNA	10.0	17.4	20.3	1.1		8.7	27.6	8.0	3.1	4.2	9.0
200	13	28			50	43	18	10	9	103	47	*WRPL	54	13	8			21	8	9		3	20	13	*WRPL	1.6	5.0	2.5			1.6	2.7	2.7		1.1	1.3
1438	38	84	208	216	654	28	87	149	253	698	86	WSOC	868	38	70	134	121	417	15	67	119	124	400	51	WSOC	26.4	14.7	22.2	37.1	48.4	32.2	5.1	19.8	30.8	43.5	27.0
1154	52	109	141	114	466	56	163	126	147	604	84	WSOC FM	320	20	22	43	37	122	8	46	41	36	173	25	WSOC FM	9.7	7.7	7.0	11.9	14.8	9.4	2.7	13.6	10.6	12.6	11.7
TOTAL LISTENING IN METRO SURVEY AREA												3129	230	316	319	229	1192	297	333	375	271	1439	498	95.3	88.8	99.9	88.4	91.6	92.1	99.9	98.5	97.2	95.1	97.0		

																								MONDAY-FRIDAY 6.00 AM-MIDNI												
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN									
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49				50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24				25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+					
644	22	170	54	45	322	23	81	75	42	260	62	WAME	415	22	76	47	45	212	23	44	66	37	185	18	WAME	12.6	8.5	24.1	13.0	18.0	16.4	7.7	13.0	17.1	13.0	12.5
2815	361	308	185	78	970	427	173	239	161	1044	801	WAYS	923	116	109	48	34	317	142	102	82	44	377	229	WAYS	28.1	44.8	34.5	13.3	13.6	24.5	47.8	30.2	21.2	15.4	25.4
3245	325	373	300	188	1286	429	334	437	286	1635	324	WBT	1221	86	173	138	107	538	153	123	145	184	585	98	WBT	37.2	33.2	54.7	38.2	42.8	41.6	51.5	36.4	37.6	36.5	39.4
1407	94	163	166	72	581	72	208	185	212	789	37	WBT FM	515	36	63	61	25	200	46	84	50	71	288	27	WBT FM	15.7	13.9	19.9	16.9	10.0	15.5	15.5	24.9	13.0	24.9	19.4
123			20	8	37	8	18	19	28	76	10	WEZC	72			9	8	17	8	9	12	23	55		WEZC	2.2			2.5	3.2	1.3	2.7	2.7	3.1	8.1	3.7
690	67	40	44	13	182	98	66	95	41	331	177	WGIV	446	52	40	34	13	139	37	57	62	36	200	107	WGIV	13.6	20.1	12.7	9.4	5.2	10.7	12.5	16.9	16.1	12.6	13.5
136		22	10	18	59		9	12	20	63	14	*WHVN	89		8	10	18	36			12	15	49	4	*WHVN	2.7		2.5	2.8	7.2	2.8		3.1	5.3	3.3	
1143	215	104	20	34	423	199	83	84	36	430	290	WIST	876	140	70	9	22	263	163	66	84	15	333	280	WIST	26.7	54.1	22.2	2.5	8.8	20.3	54.9	19.5	21.8	5.3	22.4
173	13	21	15	22	71		20	39	24	87	15	*WIXE	145	13	21	15	12	61		20	28	17	69	15	*WIXE	4.4	5.0	6.6	4.2	4.8	4.7		5.9	7.3	6.0	4.6
142		6	11	17	44	7	16	9	32	77	21	*WHAP	126		6	11	17	44		16	9	23	61	21	*WHAP	3.8		1.9	3.0	6.8	3.4		4.7	2.3	8.1	4.1
574	151	81	4		245	112	72	22	9	215	114	*WRNA	281	45	48	4		97	69	27	8	3	107	77	*WRNA	8.6	17.4	15.2	1.1		7.5	23.2	8.0	2.1	1.1	7.2
112		28			37	25	18		9	52	23	*WRPL	41		8			8	8	9		3	20	13	*WRPL	1.2		2.5			.6	2.7	2.7		1.1	1.3
1287	30	84	179	191	592	20	78	149	243	626	69	WSOC	795	30	70	120	116	390	8	58	119	121	371	34	WSOC	24.2	11.6	22.2	33.2	46.4	30.1	2.7	17.2	30.8	42.5	25.0
927	52	89	86	94	371	43	104	107	114	480	76	WSOC FM	264	20	14	34	30	98	8	29	29	33	141	25	WSOC FM	8.0	7.7	4.4	9.4	12.0	7.6	2.7	8.6	7.5	11.6	9.5
TOTAL LISTENING IN METRO SURVEY AREA												3089	230	316	310	224	1176	297	333	375	271	1425	488	94.1	88.8	99.9	85.9	89.6	90.9	99.9	98.5	97.2	95.1	96.0		

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

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA											
TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TOTAL 18+ %	TEENS 12-17 %						
	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+		12-17	18-24	25-34	35-49	50-64			TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+
811	29	104	186	38	381	90	WAME	439	29	47	92	38	230	21	52	62	33	173	36	WAME	13.2	10.7	13.8	26.0	16.2	17.6	6.3	14.3	16.5	12.3	11.4	7.2			
2984	409	294	122	95	923	863	WAYS	1069	145	148	49	34	379	127	126	93	46	404	286	WAYS	32.2	53.7	43.5	13.8	14.5	29.0	37.8	34.6	24.7	17.1	26.6	57.5			
3162	276	321	303	298	1271	337	WBT	1295	107	169	141	100	550	116	196	156	123	665	80	WBT	39.0	39.6	49.7	39.8	42.6	42.1	34.5	53.8	41.5	45.7	43.8	16.1			
1615	64	124	258	178	705	141	WBT FM	477	41	48	76	34	216	27	65	88	40	237	24	WBT FM	14.4	15.2	14.1	21.5	14.5	16.6	8.0	17.9	23.4	14.9	15.6	4.8			
1247	120	92	177	113	566	126	WEZC	359	56	16	54	19	161	44	55	46	22	186	12	WEZC	10.8	20.7	4.7	15.3	8.1	12.3	13.1	15.1	12.2	8.2	12.2	2.4			
691	28	85	60	39	215	115	WGIV	576	28	75	30	28	164	118	80	68	43	330	82	WGIV	17.3	10.4	22.1	8.5	11.9	12.6	35.1	22.0	18.1	16.0	21.7	16.5			
123	5	28	15	48		4	*WHVN	94		5	20	15	40		4	16	18	50	4	*WHVN	2.8		1.5	5.6	6.4	3.1		1.1	4.3	6.7	3.3	.8			
765	185	53	61	4	226	269	WIST	745	105	53	61	4	226	108	68	63	25	270	249	WIST	22.4	38.9	15.6	17.2	1.7	17.3	32.1	18.7	16.8	9.3	17.8	50.1			
168	16	32	10	77		83	*WIXE	125		16	22	10	67		13	10	19	58		*WIXE	3.8		4.7	6.2	4.3	5.1		3.6	2.7	7.1	3.8				
168	5	6	19	43	11	22	*WMAP	147		5	6	19	43	11	9	20	27	77	27	*WMAP	4.4		1.5	1.7	8.1	3.3	3.3	2.5	5.3	18.0	5.1	5.4			
539	142	72	4	3	221	140	*WRNA	300	99	26	4	3	132	51	18	16	7	92	76	*WRNA	9.0	36.7	7.6	1.1	1.3	10.1	15.2	4.9	4.3	2.6	6.1	15.3			
38	5	5	4		14		*WRPL	38	5	5	4		14		4	4		8	16	*WRPL	1.1	1.9	1.5	1.1		1.1		1.1	1.1		.5	3.2			
1177	103	110	170	118	532	43	WSOC	726	35	63	103	63	295	70	55	99	95	388	43	WSOC	21.9	13.0	18.5	29.1	26.8	22.6	20.8	15.1	26.3	35.3	25.5	8.7			
1145	52	114	126	169	534	78	WSOC FM	302	29	37	52	30	162	11	38	38	25	128	12	WSOC FM	9.1	10.7	10.9	14.7	12.8	12.4	3.3	10.4	10.1	9.3	8.4	2.4			
TOTAL LISTENING IN METRO SURVEY AREA								3164	265	335	338	209	1243	328	359	358	252	1444	477		95.2	98.1	98.5	95.5	88.9	95.2	97.6	98.6	95.2	93.7	95.0	96.0			

DAY PARTS
AVG. & CUME

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA											
TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TOTAL 18+ %	TEENS 12-17 %						
	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+		12-17	18-24	25-34	35-49	50-64			TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+
643	12	83	181	30	324	57	WAME	366	12	42	87	30	189	21	47	58	22	153	24	WAME	11.0	4.4	12.4	24.6	12.8	14.5	6.3	12.9	15.4	8.2	10.1	4.8			
2590	364	259	106	83	815	771	WAYS	1008	145	142	42	34	366	116	115	93	39	369	273	WAYS	30.3	53.7	41.8	11.9	14.5	28.0	34.5	31.6	24.7	14.5	24.3	54.9			
2785	250	271	273	254	1121	271	WBT	1122	107	132	121	90	483	95	167	143	108	587	52	WBT	33.8	39.6	38.8	34.2	38.3	37.0	28.3	45.9	38.0	40.1	38.6	10.5			
1309	58	124	178	151	592	61	WBT FM	372	36	48	43	34	178	27	50	61	29	178	16	WBT FM	11.2	13.3	14.1	12.1	14.5	13.6	8.0	13.7	16.2	10.8	11.7	3.2			
1048	120	81	137	86	472	96	WEZC	274	56	5	44	15	120	34	45	33	22	146	8	WEZC	8.2	20.7	1.5	12.4	6.4	9.2	10.1	12.4	8.8	8.2	9.6	1.6			
672	28	85	60	39	215	115	WGIV	555	28	75	30	28	164	118	80	60	39	309	82	WGIV	16.7	10.4	22.1	8.5	11.9	12.6	35.1	22.0	16.0	14.5	20.3	16.5			
116	5	20	12	37		79	*WHVN	87		5	20	12	37		4	16	18	50		*WHVN	2.6		1.5	5.6	5.1	2.8		1.1	4.3	6.7	3.3				
647	93	47	44	4	191	230	WIST	647	93	47	44	4	191	85	57	63	15	226	230	WIST	19.5	34.4	13.8	12.4	1.7	14.6	25.3	15.7	16.8	5.6	14.9	46.3			
154	16	32	10	71		83	*WIXE	119		16	22	10	61		13	10	19	58		*WIXE	3.6		4.7	6.2	4.3	4.7		3.6	2.7	7.1	3.8				
110	5	6	15	39		13	*WMAP	110		5	6	15	39		9	20	19	58	13	*WMAP	3.3		1.5	1.7	6.4	3.0		2.5	5.3	7.1	3.8	2.6			
466	142	38	4		184	132	*WRNA	260	99	5	4		108	51	18	8	7	84	68	*WRNA	7.8	36.7	1.5	1.1		8.3	15.2	4.9	2.1	2.6	5.5	13.7			
38	5	5	4		14		*WRPL	38	5	5	4		14		4	4		8	16	*WRPL	1.1	1.9	1.5	1.1		1.1		1.1	1.1		.5	3.2			
994	77	94	152	98	448	40	WSOC	656	35	47	98	63	270	49	50	95	91	346	40	WSOC	19.7	13.0	13.8	27.7	26.8	20.7	14.6	13.7	25.3	33.8	22.8	8.0			
874	40	70	121	131	435	8	WSOC FM	269	17	37	47	30	145	11	34	30	25	116	8	WSOC FM	8.1	6.3	10.9	13.3	12.8	11.1	3.3	9.3	8.0	9.3	7.6	1.6			
TOTAL LISTENING IN METRO SURVEY AREA								3118	265	329	334	205	1225	328	354	358	248	1424	469		93.9	98.1	96.8	94.4	87.2	93.9	97.6	97.3	95.2	92.2	93.7	94.4			

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

CUME Listening Estimates

CHARLOTTE
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	TEENS 12-17 %	TOTAL 12+ %	MEN					WOMEN					
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
518	19	71	129	39	267	34	39	97	21	219	32	NAME	417	19	71	91	23	213	34	39	50	21	172	32	NAME	12.6	7.0	20.9	25.7	9.8	16.3	10.1	10.7	13.3	7.8	11.3	6.4
3301	526	206	136	105	1033	603	286	295	221	1416	852	WAYS	1309	195	125	73	35	432	237	149	113	67	577	300	WAYS	39.4	72.2	36.8	20.6	14.9	33.1	70.5	40.9	30.1	24.9	38.0	60.4
2670	198	278	228	227	1065	371	308	293	297	1362	243	WBT	1130	82	155	100	88	456	103	150	149	106	578	96	WBT	34.0	30.4	45.6	28.2	37.4	34.9	30.7	41.2	39.6	39.4	38.0	19.3
1357	18	114	218	140	494	64	212	214	187	757	106	WBT FM	556	18	41	100	58	221	20	71	122	51	285	50	WBT FM	16.7	6.7	12.1	28.2	24.7	16.9	6.0	19.5	32.4	19.0	18.8	10.1
961	45	87	99	145	380	30	130	149	104	447	134	WEZC	429	18	37	58	58	175	30	58	69	52	230	24	WEZC	12.9	6.7	10.9	16.4	24.7	13.4	8.9	15.9	18.4	19.3	15.1	4.8
611	42	72	35	27	182	91	61	59	50	297	132	WGIV	562	42	72	35	27	182	63	61	59	50	269	111	WGIV	16.9	15.6	21.2	9.9	11.5	13.9	18.8	16.8	15.7	18.6	17.7	22.3
156				12	30		6	48	32	118	8	*MHVN	115			12	30		6	7	32	77	8	*MHVN	3.5				5.1	2.3		1.6	1.9	11.9	5.1	1.6	
889	181	88	9	8	290	160	96	66	33	355	244	WIST	769	138	64	9	8	223	160	81	66	33	340	206	WIST	23.1	51.1	18.8	2.5	3.4	17.1	47.6	22.3	17.6	12.3	22.4	41.4
243		10	55	4	95	4	16	40	30	122	26	*WIXE	141		10	27	4	51	4	16	19	21	73	17	*WIXE	4.2		2.9	7.6	1.7	3.9	1.2	4.4	5.1	7.8	4.8	3.4
170	10	10	10	19	68	29	8	13	24	94	8	*WHAP	134	10	10	10	8	57	4	8	13	24	69	8	*WHAP	4.0	3.7	2.9	2.8	3.4	4.4	1.2	2.2	3.5	8.9	4.5	1.6
1442	321	165	39	12	537	265	92	79	29	465	440	WROQ	588	100	115	8	12	235	101	65	34	29	229	124	WROQ	17.7	37.0	33.8	2.3	5.1	18.0	30.1	17.9	9.0	10.8	15.1	24.9
120	29	7	9	12	57	10		15	7	43	20	*WRPL	120	29	7	9	12	57	10		15	7	43	20	*WRPL	3.6	10.7	2.1	2.5	5.1	4.4	3.0		4.0	2.6	2.8	4.1
1024	23	50	140	149	425	19	113	137	178	526	73	WSOC	756	23	50	115	85	317		87	112	114	380	59	WSOC	22.8	8.5	14.7	32.5	36.2	24.3		23.9	29.8	42.4	25.0	11.7
1377	27	149	211	71	462	69	216	229	182	736	179	WSOC FM	312		27	61	23	115	4	18	66	36	145	52	WSOC FM	9.4		7.9	17.2	9.8	8.8	1.2	4.9	17.6	13.4	9.5	10.5
TOTAL LISTENING IN METRO SURVEY AREA												3195	270	326	345	220	1254	326	353	369	255	1460	481	96.2	99.9	95.9	97.5	93.6	96.1	97.0	97.0	98.1	94.8	96.1	96.8		

												MONDAY-FRIDAY 6.00 AM-MIDNIGHT																									
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	TEENS 12-17 %	TOTAL 12+ %	MEN					WOMEN					
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %				18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
436	14	71	120	19	228	20	39	87	17	184	24	NAME	351	14	71	82	19	190	20	39	40	17	137	24	NAME	10.6	5.2	20.9	23.2	8.1	14.6	6.8	10.7	10.6	6.3	9.8	4.8
2977	521	193	126	101	997	486	237	258	171	1163	817	WAYS	1156	190	112	63	31	396	173	128	100	56	468	292	WAYS	34.8	70.4	32.9	17.8	13.2	30.3	51.5	35.2	26.6	28.8	30.8	58.8
2463	198	261	228	208	1029	351	282	249	294	1262	172	WBT	1020	82	138	100	69	420	83	134	130	102	512	88	WBT	30.7	30.4	40.6	28.2	29.4	32.2	24.7	36.8	34.6	37.9	33.7	17.7
1149	9	91	197	136	437	54	162	187	139	622	90	WBT FM	465	9	41	79	54	187	10	65	107	41	244	34	WBT FM	14.0	3.3	12.1	22.3	23.0	14.3	3.8	17.9	28.5	15.2	16.1	6.8
887	36	48	79	113	280	38	108	139	82	393	134	WEZC	367	9	24	52	50	139	38	36	65	52	204	24	WEZC	11.0	3.3	7.1	14.7	21.3	10.7	8.9	9.9	17.3	19.3	13.4	4.8
588	42	72	18	27	161	87	52	52	45	257	90	WGIV	480	42	72	18	27	161	59	52	52	45	229	90	WGIV	14.4	15.6	21.2	5.1	11.5	12.3	17.6	14.3	13.8	16.7	15.1	18.1
126				4	17		48	28	101	8	*MHVN	85			4	17					7	28	60	8	*MHVN	2.6				1.7	1.3			1.9	10.4	3.9	1.6
793	172	57	9	8	258	160	76	62	26	324	219	WIST	737	129	57	9	8	207	160	76	62	26	324	206	WIST	22.2	47.8	16.8	2.5	3.4	15.9	47.6	20.9	16.5	9.7	21.3	41.4
181		10	28	4	58	4	16	33	21	106	17	*WIXE	118		10	14	4	28	4	16	19	21	73	17	*WIXE	3.6		2.9	4.8	1.7	2.1	1.2	4.4	5.1	7.8	4.8	3.4
154	5	10	18	15	59	25	8	13	21	87	8	*WHAP	118	5	10	10	4	48		8	13	21	62	8	*WHAP	3.6	1.9	2.9	2.8	1.7	3.7		2.2	3.5	7.8	4.1	1.6
1251	251	151	34		436	217	81	72	21	391	424	WROQ	495	100	101	3		204	81	53	27	21	182	109	WROQ	14.9	37.0	29.7	.8		15.6	24.1	14.6	7.2	7.8	12.0	21.9
89	18	7	9	4	38	10		11	7	35	16	*WRPL	89	18	7	9	4	38	10		11	7	35	16	*WRPL	2.7	6.7	2.1	2.5	1.7	2.9	3.8		2.9	2.6	2.3	3.2
841	23	37	107	145	371		108	123	134	430	48	WSOC	646	23	37	107	81	287		82	98	86	319	40	WSOC	19.4	8.5	10.9	38.2	34.5	22.8		22.5	26.1	32.8	21.0	8.8
1067	27	114	159	67	371	64	177	153	144	564	132	WSOC FM	238		17	49	19	89		18	62	22	109	40	WSOC FM	7.2		5.0	13.8	8.1	6.8		4.9	16.5	8.2	7.2	8.0
TOTAL LISTENING IN METRO SURVEY AREA												3121	270	326	326	204	1217	322	343	363	246	1431	473	93.9	99.9	95.9	92.1	86.8	93.3	95.8	94.2	96.5	91.4	94.1	95.2		

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

CUME Listening Estimates

CHARLOTTE-GASTONIA
APRIL/MAY 1975

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	TEENS 12-17 %												
	18-24	25-34	35-49	50-64	18+					18-24	25-34	35-49	50-64	18+					18-24	25-34	35-49	50-64	18+			18-24 %	25-34 %	35-49 %	50-64 %	18+ %							
515	17	66	111	17	217	41	82	108	29	277	21	WAME	458	17	50	111	17	201	41	52	97	29	236	21	WAME	9.7	4.5	12.0	21.6	4.4	10.8	10.7	11.0	17.5	6.7	11.1	3.0
3029	329	267	167	108	871	425	341	320	133	1204	874	WAYS	1775	235	108	121	54	518	237	211	184	74	756	501	WAYS	37.8	62.5	26.0	23.5	14.0	27.7	61.9	44.5	33.2	17.0	35.5	71.1
1728	493	219	61	6	779	164	111	110	25	436	513	WRDQ	836	231	99	28	6	364	97	70	41	14	233	239	WRDQ	17.8	61.4	23.9	5.4	1.6	19.5	25.3	14.8	7.4	3.2	10.9	33.9
3259	223	496	306	193	1251	252	457	368	252	1513	455	WBT	1546	101	224	120	125	603	143	207	180	114	734	209	WBT	32.9	26.9	54.0	23.3	32.3	32.3	37.3	43.7	32.5	26.1	34.5	29.6
1657	38	144	217	165	645	71	194	218	261	860	144	WBT FM	955	17	104	124	113	386	35	113	134	149	481	88	WBT FM	20.3	4.5	25.1	24.1	29.2	20.7	9.1	23.8	24.2	34.2	22.6	12.5
130		5	18	12	45			18	25	67	18	WCGC	130		5	18	12	45			18	25	67	18	WCGC	2.8		1.2	3.5	3.1	2.4			2.2	5.7	3.1	2.6
91		5	30	6	47		5	22	5	44		*WCSL	62		5	12	6	29		5	11	5	33		*WCSL	1.3		1.2	2.3	1.6	1.6		1.1	2.0	1.1	1.6	
1029	37	100	177	91	411	43	116	206	93	520	98	WEZC	495	37	44	99	57	243	43	45	83	49	241	11	WEZC	10.5	9.8	10.6	19.2	14.7	13.0	11.2	10.3	15.0	11.2	11.3	1.6
131	19	15	12	6	52	20	20	11	10	73	6	*WGAS	131	19	15	12	6	52	20	20	11	10	73	6	*WGAS	2.8	5.1	3.6	2.3	1.6	2.8	5.2	4.2	2.0	2.3	3.4	.9
919	101	83	59	29	290	145	85	102	42	391	238	WGIV	764	101	83	59	17	278	91	85	91	42	326	160	WGIV	16.3	26.9	20.0	11.5	4.4	14.9	23.8	17.5	16.4	9.6	15.3	22.7
218	19	5	30	24	84		10	24	40	116	18	*WGNC	218	19	5	30	24	84		10	24	40	116	18	*WGNC	4.6	5.1	1.2	5.8	6.2	4.5		2.1	4.3	9.2	5.5	2.6
174		5	34		80	18	15	26	5	76	18	*WGNC FM	72		5	18	34		15	6	5	38		*WGNC FM	1.5		1.2	3.5		1.8		3.2	1.1	1.1	1.8		
378	19	10	63	24	162	18	20	50	45	181	35	TOTAL	278	19	10	48	24	118	20	25	45	142	18	TOTAL	5.9	5.1	2.4	9.3	6.2	6.3		4.2	5.2	10.3	6.7	2.6	
149		5	32	11	53		9	28	39	91	5	*WHVN	138		5	32	11	53		9	28	28	80	5	*WHVN	2.9		1.2	6.2	2.8	2.8		1.9	5.1	6.4	3.8	.7
340	17	44	50	18	140	27	27	62	21	156	44	WIST	312	17	44	33	18	123	27	27	51	21	145	44	WIST	6.6	4.5	10.6	6.4	4.7	6.6	7.0	5.7	9.2	4.8	6.9	6.2
215		10	43	27	92		15	51	44	117	6	*WIXE	131		10	13	27	62			23	33	63	6	*WIXE	2.8		2.4	2.5	7.0	3.3			4.2	7.6	3.0	.9
281		29	48	18	116	44	25	39	33	159	6	*WLTC	220		15	48	18	102	8	25	28	33	112	6	*WLTC	4.7		3.6	9.3	4.7	5.5	2.1	5.3	5.1	7.6	5.3	.9
163		5	18	27	62		5	24	53	89	12	*WNAP	141		5	18	27	62		5	24	31	67	12	*WNAP	3.0		1.2	3.5	7.0	3.3		1.1	4.3	7.1	3.1	1.7
324	71	31	29		131	78	14	18	5	115	78	*WRPL	324	71	31	29		131	78	14	18	5	115	78	*WRPL	6.9	18.9	7.5	5.6		7.0	20.4	3.0	3.2	1.1	5.4	11.1
971	62	86	133	151	467	43	58	102	141	449	55	WSOC	674	36	58	82	104	315	27	58	82	95	320	39	WSOC	14.3	9.6	14.0	15.9	26.5	16.9	7.0	12.2	14.8	21.8	15.0	5.5
1345	31	139	200	136	546	33	228	298	87	701	98	WSOC FM	499	9	38	74	68	205	15	70	115	42	270	24	WSOC FM	10.6	2.4	9.2	14.4	17.6	11.0	3.9	14.8	21.5	9.6	12.7	3.4
TOTAL LISTENING IN METRO SURVEY AREA												4413	367	410	491	325	1736	383	447	526	400	1988	689	93.9	97.6	92.8	95.3	84.0	93.0	99.9	94.3	94.5	91.7	93.4	97.7		

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

DAY-PARTS AVG. & CUME

CUME Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA													CUME PERSONS--METRO SURVEY AREA													CUME RATINGS--METRO SURVEY AREA												
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %			
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %				
82	3	6	9	14	33	2	8	14	17	45	4	*WAEF FM	79	3	6	9	13	32	2	8	14	17	43	4	*WAEF FM	7.6	4.4	8.2	7.4	14.0	7.8	2.8	9.5	10.7	16.5	9.2	2.5	
47	4	3	6	2	15	1	6	13	2	24	8	WCIN	46	4	3	6	2	15	1	4	12	2	23	8	WCIN	4.4	5.9	4.1	5.0	2.2	3.7	1.4	7.1	9.2	1.9	4.9	5.0	
481	27	40	78	52	241	19	33	60	47	194	46	WCKY	386	21	32	66	40	193	15	27	51	37	160	33	WCKY	37.3	31.0	43.9	54.6	43.1	47.2	21.1	32.1	38.9	35.9	34.3	20.8	
33		4	4	5	14	3	4	4	5	17	2	WCLU	24		2	3	3	8	3	4	3	4	15	1	WCLU	2.3		2.7	2.5	3.2	2.0	4.2	4.8	2.3	3.9	3.2	.6	
30	2	5	5	2	14	2	6	3	4	14		*WCNN	7		1	2		3	1	2			4		*WCNN	.7		1.4	1.7		.7	1.4	2.4			.9		
21	3	3	3	7	7	3	5	3	1	13	1	WCNN FM	11		1	2		4		3	1	1	6	1	WCNN FM	1.1		1.4	1.7		1.0	3.6	.8	1.0	1.3	.6		
44	2	5	7	2	17	4	9	6	5	26	1	TOTAL	16		1	4		6		1	4	1	9	1	TOTAL	1.5		1.4	3.3		1.5	1.4	4.8	.8	1.0	1.9	.6	
69	1	3	11	7	22	7	5	13	9	39	8	WCKL FM	63	1	3	10	7	21	7	5	12	8	37	5	WCKL FM	6.1	1.5	4.1	8.3	7.6	5.1	9.8	5.9	9.2	7.8	7.9	3.2	
												WING	23	4	1	1	2	8	2	3	2	2	9	6	WING	2.2	5.9	1.4	.8	2.2	2.0	2.8	3.6	1.5	1.9	1.9	3.8	
112	14	10	10	5	41	13	16	17	11	65	6	WJBI FM	91	12	7	8	5	34	12	11	12	9	52	5	WJBI FM	8.8	17.7	9.6	6.6	5.4	8.3	16.9	13.1	9.2	8.7	11.1	3.2	
573	17	53	79	73	263	27	55	81	67	277	33	*WKRC	478	16	41	65	59	216	20	46	66	59	232	30	*WKRC	46.2	23.6	56.2	53.8	63.6	52.8	28.1	54.7	50.4	57.2	49.7	18.9	
81	4	6	6	9	29	5	7	15	12	48	4	*WKRC FM	65	4	4	5	8	22	4	6	13	10	39	4	*WKRC FM	6.3	5.9	5.5	4.1	8.6	5.4	5.6	7.1	9.9	9.7	8.4	2.5	
699	20	53	89	71	285	21	67	102	108	368	46	WLM	343	13	26	39	37	140	12	28	49	53	181	22	WLM	33.2	19.2	35.7	32.3	39.9	34.2	16.9	33.3	37.4	51.4	38.8	13.9	
48		6	9	5	27	1	4	6	5	19	2	*WNOP	44		4	9	5	25	1	2	6	5	17	2	*WNOP	4.3		5.5	7.4	5.4	6.1	1.4	2.4	4.6	4.8	3.6	1.3	
74	4	3	12	10	32	2	3	16	11	36	6	WPFB FM	39	4	1	5	5	18	2	2	6	6	19	2	WPFB FM	3.8	5.9	1.4	4.1	5.4	4.4	2.8	2.4	4.6	5.8	4.1	1.3	
560	73	47	35	22	183	74	37	63	27	207	170	WSAI	380	41	27	25	13	108	49	28	46	19	148	124	WSAI	36.7	60.6	37.0	20.7	14.0	26.4	68.9	33.3	35.1	18.4	31.7	78.1	
166	29	10	5	6	52	29	7	9	7	55	59	WUBE	162	29	10	5	6	52	29	7	9	7	54	56	WUBE	15.7	42.8	13.7	4.1	6.5	12.7	40.8	8.3	6.9	6.8	11.6	35.3	
68	11	6	10	4	38	5	6	6	5	27	3	*WZIP	39	2	3	5	2	17	4	4	4	3	20	2	*WZIP	3.8	3.0	4.1	4.1	2.2	4.2	5.6	4.8	3.1	2.9	4.3	1.3	
31		1	3	4	8	2	6	5	3	19	4	*WZIP FM	19		1	1	2	4	2	3	3	2	13	2	*WZIP FM	1.8		1.4	.8	2.2	1.0	2.8	3.6	2.3	1.9	2.8	1.3	
TOTAL LISTENING IN METRO SURVEY AREA													976	62	69	117	84	383	67	82	125	98	440	153		94.4	91.6	94.7	96.8	90.6	93.7	94.2	97.5	95.4	95.1	94.3	96.4	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (t) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	
82	4	5	15	13	43	3	4	11	14	35	4	*WAEF FM	78	4	5	13	12	40	3	4	11	13	34	4	*WAEF FM	7.6	5.7	7.0	10.9	13.2	9.8	4.2	4.8	8.5	12.7	7.3	2.4
50	8	6	5	1	20	8	4	4	3	20	10	WCIN	34	8	1	3	1	13	4	4	3	3	15	6	WCIN	3.3	11.3	1.4	2.5	1.1	3.2	5.5	4.8	2.3	2.9	3.2	3.7
294	14	30	39	30	140	12	37	37	28	132	22	WCKY	222	10	23	31	21	96	12	31	30	25	111	15	WCKY	21.5	14.2	32.2	26.0	23.1	23.6	16.6	37.2	23.1	24.5	24.0	9.2
29	6	5	5	1	17	3	4	5		12		*WCLU	29	6	5	5	1	17	3	4	5		12		*WCLU	2.8	8.5	7.0	4.2	1.1	4.2	4.2	4.8	3.9		2.6	
43	1	6	9	5	21	4	3	7	6	20	2	WCXL FM	41	1	6	9	4	20	4	3	7	5	19	2	WCXL FM	4.0	1.4	8.4	7.5	4.4	4.9	5.5	3.6	5.4	4.9	4.1	1.7
												WING	31	3	3	4		10	5	2	4		11	10	WING	3.0	4.3	4.2	3.4		2.5	6.9	2.4	3.1		2.4	6.1
108	6	11	15	9	43	13	15	12	10	51	14	WJBI FM	91	4	11	10	8	35	12	11	8	10	42	14	WJBI FM	8.8	5.7	15.4	8.4	8.8	8.6	16.6	13.2	6.2	9.8	9.1	8.6
567	13	60	92	54	248	21	57	82	56	267	52	WKRC	460	12	40	68	44	193	19	42	68	51	223	44	WKRC	44.5	17.0	55.9	57.0	48.3	47.4	26.3	50.4	52.5	49.9	48.2	26.9
729	21	50	103	81	302	24	66	111	95	381	46	WLW	356	12	18	50	44	143	16	28	56	51	191	22	WLW	34.5	17.0	25.2	41.9	48.3	35.1	22.2	33.6	43.2	49.9	41.3	13.5
489	72	21	34	12	145	71	32	45	24	179	165	WSAI	343	43	19	26	12	103	52	22	31	17	126	114	WSAI	33.2	61.0	26.6	21.8	13.2	25.3	72.0	26.4	23.9	16.6	27.2	69.8
210	33	6	10	3	54	32	12	16	11	74	82	WUBE	192	30	6	10	3	51	29	12	16	4	64	77	WUBE	18.6	42.6	8.4	8.4	3.3	12.5	40.2	14.4	12.3	3.9	13.8	47.2
93	6	13	15	6	54	9	3	11	5	31	8	*WZIP	62	2	7	9	6	26	9	3	10	5	30	6	*WZIP	6.0	2.8	9.8	7.5	6.6	6.4	12.5	3.6	7.7	4.9	6.5	3.7
55	5	9	5	2	25	7	13		3	23	7	*WZIP FM	25	1	5	5	1	12	1	4		2	7	6	*WZIP FM	2.4	1.4	7.0	4.2	1.1	2.9	1.4	4.8		2.0	1.5	3.7
TOTAL LISTENING IN METRO SURVEY AREA												946	65	69	113	80	367	69	81	118	95	422	157		91.6	92.2	96.5	94.7	87.8	90.2	95.4	97.1	91.0	93.0	91.2	96.1	

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA													CUME PERSONS-METRO SURVEY AREA													CUME RATINGS-METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %		
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %
95	6	12	8	11	40	3	12	19	14	53	2	*WAEF FM	86	4	12	7	10	36	3	12	17	14	48	2	*WAEF FM	8.3	5.7	16.8	5.9	11.0	8.8	4.2	14.4	13.1	13.7	10.4	1.2		
55	4	3	1	3	11	6	9	4	8	28	16	WCIN	55	4	3	1	3	11	6	9	4	8	28	16	WCIN	5.3	5.7	4.2	.8	3.3	2.7	8.3	10.8	3.1	7.8	6.1	9.9		
422	16	39	61	51	199	13	35	42	46	183	40	WCKY	351	16	31	47	44	160	13	27	39	33	153	38	WCKY	34.0	22.7	43.4	39.4	48.3	39.3	18.0	32.4	30.1	32.3	33.1	23.3		
53	15	5	8	2	30	1	7	8	4	21	2	WCXL FM	32	2	5	7	2	16	1	6	4	4	15	1	WCXL FM	3.1	2.8	7.0	5.9	2.2	3.9	1.4	7.2	3.1	3.9	3.2	.6		
78	10	9	9	6	35	11	12	14	2	39	4	WJBI FM	65	10	4	8	6	29	7	11	12	2	32	4	WJBI FM	6.3	14.2	5.6	6.7	6.6	7.1	9.7	13.2	9.3	2.0	6.9	2.4		
509	18	36	68	55	211	18	45	73	73	259	39	*WKRC	426	18	32	60	52	190	17	40	66	60	220	16	*WKRC	41.2	25.5	44.8	50.3	57.1	46.7	23.5	48.0	50.9	58.7	47.5	9.8		
684	17	41	54	77	280	24	60	96	103	360	38	WLW	333	8	22	52	35	136	12	32	50	51	182	15	WLW	32.2	11.3	30.8	43.6	38.4	33.4	16.6	38.4	38.6	49.9	39.3	9.2		
509	63	52	32	12	142	73	36	54	17	193	174	WSAI	353	38	25	25	7	97	47	24	39	12	131	125	WSAI	34.2	53.9	35.0	21.0	7.7	23.8	65.1	28.8	30.1	11.7	28.3	76.5		
100	28	13	6	3	51	31	11	9	6	58	79	WUBE	179	28	13	6	3	51	27	11	9	6	54	74	WUBE	17.3	39.7	18.2	5.0	3.3	12.5	37.4	13.2	6.9	5.9	11.7	45.3		
56		7	11	5	24	5	5	7	7	24	8	*WZIP	36		2	9	4	16	1	4	6	6	17	3	*WZIP	3.5		2.8	7.5	4.4	3.9	1.4	4.8	4.6	5.9	3.7	1.8		
51	13	5	9	2	33	1	6	4	2	14	4	*WZIP FM	28		4	4	2	14	1	5	1	2	10	4	*WZIP FM	2.7		5.6	3.4	2.2	3.4	1.4	6.0	.8	2.0	2.2	2.4		
TOTAL LISTENING IN METRO SURVEY AREA													959	60	69	106	85	365	67	83	124	95	438	156		92.8	85.1	96.5	88.9	93.3	89.7	92.8	99.5	95.7	93.0	94.7	95.5		

AVG. 8. CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA													CUME PERSONS-METRO SURVEY AREA													CUME RATINGS-METRO SURVEY AREA												
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 (000)
63	2	4	13	5	27	1	4	11	10	32	4	*WAEF FM	56	2	4	13	5	25	1	4	11	10	27	4	*WAEF FM	5.3	2.8	5.5	10.9	5.5	6.1	1.3	4.7	8.4	9.5	5.6	2.4	
57	5	1	3	1	10	11	10	6	4	32	15	WCIN	52	5	1	3	1	10	10	10	5	4	30	12	WCIN	4.9	6.9	1.4	2.5	1.1	2.4	12.6	11.7	3.8	3.8	6.3	7.1	
310	22	27	48	23	140	24	24	41	30	144	26	WCKY	243	19	17	38	19	104	20	22	32	26	117	22	WCKY	23.0	26.3	23.3	32.0	20.9	25.4	25.3	25.8	24.5	24.8	24.4	13.1	
32	1	4	3	3	13	3	4	2	4	17	2	*WCLU	30	1	4	2	2	11	3	4	2	4	17	2	*WCLU	2.8	1.4	5.5	1.7	2.2	2.7	3.8	4.7	1.5	3.8	3.6	1.2	
32	1	3	7	1	12		2	10	4	19	1	WCXL FM	29	1	1	7	1	10		1	10	4	18	1	WCXL FM	2.7	1.4	1.4	5.9	1.1	2.4		1.2	7.6	3.8	3.8	.6	
38	5	8	1	2	16	2	4	5	1	13	9	WEBN FM	32	5	5	1	2	13	2	2	5	1	11	8	WEBN FM	3.0	6.9	6.8	.8	2.2	3.2	2.5	2.3	3.8	1.0	2.3	4.6	
												*WHIO FM	28		1	2	4	8	1	2	7	7	18	2	*WHIO FM	2.7		1.4	1.7	4.4	2.0	1.3	2.3	5.4	6.7	3.8	1.2	
63	1	16	3	1	24	6	4	12	7	35	4	WJBI FM	53	1	9	3	1	17	6	4	12	6	33	3	WJBI FM	5.0	1.4	12.3	2.5	1.1	4.2	7.6	4.7	9.2	5.7	6.9	1.6	
533	13	42	78	61	228	17	40	87	74	272	33	*WKRC	458	13	33	66	51	188	17	36	75	61	239	31	*WKRC	43.4	18.0	45.2	55.5	56.2	45.9	21.5	42.2	57.3	58.1	49.9	18.4	
797	34	59	105	88	359	28	66	111	96	380	58	WLW	387	17	29	54	43	175	8	34	58	47	185	27	WLW	36.6	23.5	39.7	45.4	47.4	42.7	10.1	39.8	44.3	44.8	38.7	16.1	
516	61	29	33	15	150	68	35	51	22	185	181	WSAI	327	36	15	18	14	88	43	23	32	16	119	120	WSAI	31.0	49.8	20.5	15.1	15.4	21.5	54.4	26.9	24.5	15.2	24.9	71.3	
163	26	6	4	6	43	32	10	10	3	57	63	WUBE	158	25	6	4	4	40	32	10	10	3	57	61	WUBE	15.0	34.6	8.2	3.4	4.4	9.8	40.5	11.7	7.6	2.9	11.9	36.3	
TOTAL LISTENING IN METRO SURVEY AREA													956	62	68	107	81	360	71	83	123	93	438	158		90.5	85.8	93.2	90.0	89.3	87.9	89.8	97.2	94.0	88.6	91.5	93.9	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (†) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	24-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
904	34	39	141	138	367	34	42	180	138	526	11	*WAEF FM	842	34	39	141	118	347	34	42	171	126	484	11	*WAEF FM	8.0	4.7	5.3	11.9	13.0	8.5	4.3	4.9	13.1	12.0	10.1	.7
157			9	6	30	5	12	32	31	116	11	*WAKW FM	152			9	6	30	5	7	32	31	111	11	*WAKW FM	1.4			.8	.7	.7	.6	.8	2.4	3.0	2.3	.7
638	47	54	35	56	192	59	69	87	68	331	115	WCIN	561	34	39	35	56	164	36	48	82	68	282	115	WCIN	5.3	4.7	5.3	2.9	6.2	4.0	4.6	5.6	6.3	6.5	5.9	6.8
2902	149	244	356	221	1086	335	327	365	214	1479	337	WCKY	2438	149	202	286	178	895	308	290	316	174	1257	286	WCKY	23.1	20.6	27.7	24.1	19.6	21.9	38.9	34.0	24.2	16.6	26.3	17.0
337		47	36	43	126	15	62	41	47	177	34	*WCLU	289		47	36	28	111	15	62	31	34	154	24	*WCLU	2.7		6.4	3.0	3.1	2.7	1.9	7.3	2.4	3.2	3.2	1.4
268		52	32	29	113	14	53	71	17	155		*WCNW	107		23	9	9	41		23	26	17	66		*WCNW	1.0		3.2	.8	1.0	1.0		2.7	2.0	1.6	1.5	
674	17	57	74	86	273	60	51	98	101	383	18	WCXL FM	608	17	57	40	86	239	60	51	81	86	351	18	WCXL FM	5.8	2.4	7.8	3.4	9.5	5.8	7.6	6.0	6.2	8.2	7.3	1.1
470	124	15	26		171	62			17	97	202	WEBN FM	424	124		26		156	48			17	69	199	WEBN FM	4.0	17.2		2.2		3.8	6.1		1.6	1.4	11.8	
												*WHIO FM	173		19	17	42	99	5	5	16	32	74		*WHIO FM	1.6		2.6	1.4	4.6	2.4	.6	1.1	1.2	3.0	1.5	
												WING	277	53	20	8	15	96	43	4	11	9	84	97	WING	2.6	7.3	2.7	.7	1.7	2.3	5.4	.5	.8	.9	1.8	5.8
4871	141	334	657	584	2177	266	340	654	685	2430	264	*WKRC	4171	116	266	588	485	1798	234	261	591	610	2119	254	*WKRC	39.5	16.0	36.4	49.5	53.5	43.9	29.6	30.6	45.2	58.1	44.3	15.1
536	17	51	38	126	262	26	25	78	66	246	28	*WKRC FM	380	17	36	26	94	203	12	25	41	49	163	14	*WKRC FM	3.6	2.4	4.9	2.2	10.4	5.0	1.5	2.9	3.1	4.7	3.4	.8
9741	246	725	1411	1156	4355	419	688	1270	1286	4652	730	WLW	4541	104	336	611	561	1978	205	276	645	626	2215	348	WLW	43.0	14.4	46.0	51.4	61.9	48.3	25.9	32.3	49.3	59.6	46.3	20.7
536	17	20	105	85	276		7	75	57	191	69	*WNOP	478	17	20	94	66	227		7	71	52	182	69	*WNOP	4.5	2.4	2.7	7.9	7.3	5.5		.8	5.4	5.0	3.8	4.1
												WPFB	258		26	52	44	123		22	36	26	106	29	WPFB	2.4		3.6	4.4	4.9	3.0		2.6	2.8	2.5	2.2	1.7
6041	954	372	337	211	1900	508	445	510	206	2171	1970	WSAI	3909	572	209	212	145	1154	593	326	320	141	1478	1277	WSAI	37.0	79.1	28.6	17.8	16.0	28.2	75.0	38.2	24.5	13.4	30.9	75.9
644	31	69	76	36	212	60	73	119	64	375	57	WSAI FM	548	31	47	72	30	180	60	63	103	40	311	57	WSAI FM	5.2	4.3	6.4	6.1	3.3	4.4	7.6	7.4	7.9	3.8	6.5	3.4
742	60	107	55	58	300	69	122	47	77	352	90	WUBE	713	60	107	55	38	280	69	122	47	68	343	90	WUBE	6.8	8.3	14.7	4.6	4.2	6.8	8.7	14.3	3.6	6.5	7.2	5.4
719	17	57	88	70	272	52	73	127	67	392	55	*WZIP	531	17	69	62	35	183	73	64	101	60	315	33	*WZIP	5.0	2.4	9.5	5.2	3.9	4.5	4.2	7.5	7.7	5.7	6.6	2.0
TOTAL LISTENING IN METRO SURVEY AREA												9919	675	684	1104	846	3799	779	816	1198	1004	4518	1602		93.9	93.4	93.7	92.9	93.3	92.8	98.5	95.9	91.6	95.6	94.4	95.2	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12-17	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
1148	29	86	173	156	492	47	108	210	186	573	83	*WAEF FM	1086	29	86	135	156	454	47	108	200	186	563	69	*WAEF FM	10.2	3.8	11.6	11.3	17.0	10.9	5.5	12.7	15.6	17.8	11.7	4.0	
77			6		15			26	24	62		*WAKW FM	77			6		15			26	24	62		*WAKW FM	.7			.5		.4			2.0	2.3	1.3		
1043	143	104	126	71	456	126	73	124	68	426	161	WCIN	989	143	56	126	71	408	126	73	124	68	426	155	WCIN	9.2	18.6	7.6	10.6	7.8	9.8	14.9	8.6	9.7	6.5	8.9	9.0	
2489	199	181	261	227	1034	178	225	383	217	1151	304	WCKY	2026	199	181	167	180	831	178	225	274	166	974	221	WCKY	18.9	25.9	24.5	14.0	19.7	19.9	21.0	26.4	21.3	15.9	20.3	12.9	
256		74	38	15	127	38	13	33	15	129		*WCLU	197		74	15	104	22	13	13	15	93		*WCLU	1.8		10.0	1.3	1.6	2.5	2.6	1.5	1.0	1.4	1.9			
466	12	14	64	42	144	76	56	58	57	313	9	WCXL FM	456	12	14	64	42	144	76	56	58	47	303	9	WCXL FM	4.3	1.6	1.9	5.4	4.6	3.5	9.0	6.6	4.5	4.5	6.3	.5	
460	131	88		8	227	87	15	9		111	122	WBNM FM	413	131	41		8	180	87	15	9		111	122	WBNM FM	3.9	17.1	5.5		.9	4.3	10.3	1.8	.7		2.3	7.1	
												*WHIO	229		25	10	42	77	26	16	28	32	117	35	*WHIO	2.1		3.4	.8	4.6	1.8	3.1	1.9	2.2	3.1	2.4	2.0	
												*WHIO FM	317		31	47	52	130	45	17	70	144	43	*WHIO FM	3.0		4.2	3.9	5.7	3.1		5.3	1.3	6.7	3.0	2.5		
5056	148	332	643	640	2182	286	480	644	703	2575	299	*WKRC	4443	148	285	564	537	1895	234	397	562	640	2257	291	*WKRC	41.5	19.3	38.6	47.4	58.6	45.5	27.6	46.6	43.8	61.2	46.9	16.9	
706	44	61	80	70	303	24	163	49	110	358	45	*WKRC FM	633	44	61	58	62	273	24	120	49	110	315	45	*WKRC FM	5.9	5.7	8.3	4.9	6.8	6.5	2.8	14.1	3.8	10.5	6.6	2.6	
8701	223	557	1250	1232	3945	361	663	1063	1178	4167	589	WLW	3816	130	285	479	497	1676	215	279	448	530	1901	239	WLW	35.7	16.9	38.6	40.3	54.3	40.2	25.4	32.7	34.9	50.7	39.5	13.9	
124			9		27	37	11	16	14	97		*WLYK FM	124			9		27	37	11	16	14	97		*WLYK FM	1.2			.8		.6	4.4	1.3	1.2	1.3	2.0		
421	47	82	67	62	279		22	39	39	123	19	*WNOP	421	47	82	67	62	279		22	39	39	123	19	*WNOP	3.9	6.1	11.1	5.6	6.8	6.7		2.6	3.0	3.7	2.6	1.1	
												WONE	194			20	61	81		32	41	31	104	9	WONE	1.8			1.7	6.7	1.9		3.8	3.2	3.0	2.2	.5	
750		9	161	153	369		69	110	117	345	36	WPF8	181		9	30	34	73		26	28	39	108		WPF8	1.7		1.2	2.5	3.7	1.8		3.1	2.2	3.7	2.2		
467		8	63	108	179	15	45	78	44	242	46	WPF8 FM	110			10	25	35		7	45	8	75		WPF8 FM	1.0			.8	2.7	.8		.8	3.5	.8	1.6		
6000	904	483	305	154	1952	819	350	610	208	2071	1977	WSAI	4312	559	316	193	143	1253	658	215	505	160	1622	1437	WSAI	40.3	72.8	42.8	16.2	15.6	30.1	77.7	25.2	39.3	15.3	33.7	83.7	
1110	200	31	140	32	403	89	93	119	63	385	322	WSAI FM	793	127	31	76	32	266	83	93	85	63	345	182	WSAI FM	7.4	16.5	4.2	6.4	3.5	6.4	9.8	10.9	6.6	6.0	7.2	10.6	
847	17	93	57	64	274	108	77	160	112	510	63	WUBE	779	17	93	57	64	274	56	77	144	112	442	63	WUBE	7.3	2.2	12.6	4.8	7.0	6.6	6.6	9.0	11.2	10.7	9.2	3.7	
384		57	61	23	165		20	103	66	219		*WZIP	313		57	35	14	130		20	67	66	183		*WZIP	2.9		7.7	2.9	1.5	3.1		2.3	5.2	6.3	3.8		
417		27	111	24	186	26	44	72	8	182	49	*WZIP FM	256		27	35	24	110	26	44	27	8	137	9	*WZIP FM	2.4		3.7	2.9	2.6	2.6	3.1	5.2	2.1	.8	2.8	.5	
TOTAL LISTENING IN METRO SURVEY AREA												10110	724	729	1109	878	3922	828	829	1214	960	4529	1659		94.5	94.3	98.6	93.2	95.9	94.1	97.8	97.3	94.5	91.8	94.2	96.6		

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		
1020	39	42	105	145	403	50	123	147	181	553	61	*WAEF FM	968	39	42	94	141	379	50	123	132	171	528	61	*WAEF FM	9.1	5.1	5.7	7.9	15.4	9.1	5.9	14.4	10.3	16.3	11.0	3.6	
914	49	39	76	36	234	163	82	117	51	441	235	WCIN	876	42	33	72	36	221	152	82	111	51	424	231	WCIN	8.2	5.5	4.5	6.1	3.9	5.3	17.9	9.6	8.6	4.9	8.9	13.5	
2758	161	304	345	201	1115	205	319	328	332	1355	288	WCKY	2391	148	224	324	172	957	170	267	288	301	1181	253	WCKY	22.4	19.3	30.3	27.2	18.8	23.0	20.1	31.3	22.4	28.8	24.6	14.7	
642	58	42	80	64	262		58	137	100	345	35	WCXL FM	529	58	42	73	44	235		50	102	94	259	35	WCXL FM	4.9	7.6	5.7	6.1	4.8	5.6		5.9	7.9	8.0	5.4	2.0	
717	223	26	16	9	284	103	8	57	15	189	244	WEBN FM	630	171	26	16	9	232	97	8	57	15	183	215	WEBN FM	5.9	22.3	3.5	1.3	1.0	5.6	11.5	.9	4.4	1.4	3.8	12.5	
3638	213	179	548	452	1573	148	295	522	469	1719	341	*WHIO	93			16	14	49		9	11	15	44		*WHIO	.9			1.3	1.5	1.2		1.1	.9	1.4	.9		
2366	71	164	336	270	1046	145	203	413	273	1186	134	*WHIO FM	179		21	33	9	92		13	25	32	70	17	*WHIO FM	1.7			2.8	2.8	1.0	2.2		1.5	1.9	3.1	1.5	1.0
4039	583	249	294	111	1287	691	326	359	145	1584	1168	WING	240	56	12	16	10	94	30	21	30	12	97	49	WING	2.2	7.3	1.6	1.3	1.1	2.3	3.5	2.5	2.3	1.1	2.0	2.9	
4498	96	324	560	534	1860	175	332	627	701	2357	281	WKRC	3852	68	232	485	450	1555	158	264	539	611	2030	267	WKRC	36.0	8.9	31.4	40.8	49.1	37.3	18.7	31.0	42.0	58.4	42.2	15.6	
562	7	24	94	37	220	44	58	110	71	325	17	WKRC FM	503	7	18	79	37	193	38	50	101	62	293	17	WKRC FM	4.7	.9	2.4	6.6	4.0	4.6	4.5	5.9	7.9	5.9	6.1	1.0	
8740	453	539	1157	1631	3785	316	701	1060	1077	4000	755	WLW	4912	208	367	685	598	2276	220	419	617	548	2236	400	WLW	45.9	27.1	49.7	57.6	65.3	54.6	26.0	49.2	48.1	52.4	46.5	23.3	
467	94	24	133	9	270	22	33	46	39	180	17	*WNOP	434	80	18	133	9	250	22	29	46	30	167	17	*WNOP	4.1	10.4	2.4	11.2	1.0	6.0	2.6	3.4	3.6	2.9	3.5	1.0	
2532	119	247	404	216	1003	319	333	285	164	1159	370	WONE	189		41	12	20	73	30	30	14	4	82	34	WONE	1.9		5.5	1.0	2.2	1.8	3.5	3.5	1.1	.4	1.7	2.0	
741	45	38	103	87	307	37	63	104	94	387	52	WPF8	179		21	21	29	81		17	25	34	85	13	WPF8	1.7		2.8	1.8	3.2	1.7		2.0	1.9	3.3	1.8	.8	
6182	1103	366	344	197	2107	933	283	616	291	2182	1891	WSAI	4173	671	267	231	163	1423	643	198	416	205	1501	1254	WSAI	39.1	87.4	36.1	19.4	17.8	34.1	75.9	23.2	32.4	19.6	31.2	73.0	
920	97	116	77	98	398	95	40	85	72	316	206	WSAI FM	737	93	92	61	81	327	72	26	56	69	241	169	WSAI FM	6.9	10.8	12.4	5.1	8.8	7.8	8.5	3.1	4.4	6.6	5.0	9.8	
933	68	99	87	62	360	73	148	69	81	470	103	WUBE	904	53	79	87	62	345	73	148	69	81	463	96	WUBE	8.5	6.9	13.4	7.3	6.8	8.3	6.6	17.4	5.4	7.7	9.6	5.6	
441	14	78	59	23	211	34	67	61	23	201	29	*WZIP	350	7	49	46	23	156	34	52	50	23	169	25	*WZIP	3.3	.9	6.6	3.9	2.5	3.7	4.0	6.1	3.9	2.2	3.5	1.5	
259	20	39	16	30	126	10	33	47	18	127	6	*WZIP FM	192	20	28	6	22	99	10	26	31	10	87	6	*WZIP FM	1.8	2.6	3.8	.7	2.4	2.4	1.2	3.1	2.4	1.0	1.8	.3	
TOTAL LISTENING IN METRO SURVEY AREA												10191	768	712	1105	871	4001	847	834	1200	997	4540	1650		95.3	99.9	96.3	92.9	75.1	96.0	99.9	97.9	93.5	95.3	94.4	76.1		

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
1079	7	39	121	135	387	82	47	167	198	604	88	*WAEF FM	1023	7	39	121	125	372	64	44	160	189	563	88	*WAEF FM	9.6	2.9	4.7	10.8	13.6	9.0	7.6	4.9	13.1	17.9	11.7	5.1
958	113	65	126	59	373	139	54	110	69	431	154	WCIN	938	113	60	126	59	369	130	54	110	69	422	148	WCIN	8.8	15.3	7.2	11.2	6.4	8.9	15.5	6.0	9.0	6.5	8.7	8.6
2326	80	154	412	314	1064	117	228	330	287	1148	114	WCKY	1944	50	123	347	261	861	107	225	284	250	1004	79	WCKY	18.2	6.8	15.3	30.8	28.5	20.8	12.8	25.1	23.3	23.6	20.8	4.6
1091	51	51	198	156	484	51	99	197	131	526	81	WCXL FM	877	41	42	160	107	378	51	79	153	116	438	61	WCXL FM	8.2	5.5	5.0	14.2	11.7	9.1	6.1	3.8	12.5	11.0	9.1	3.6
883	235	66	21		322	155	43	24		258	303	WEBN FM	800	215	57	21		293	139	39	24		216	291	WEBN FM	7.5	29.1	6.8	1.9		7.1	16.6	4.4	2.0		4.5	17.0
249	8	50	13	19	116		40	35	43	128	5	WHKK FM	209		50	9	6	91		40	32	31	113	5	WHKK FM	2.0		6.0	.8	.7	2.7		4.5	2.6	2.9	2.3	.3
4849	127	371	551	572	1984	221	360	656	603	2424	441	WKRC	3999	107	323	454	476	1641	157	323	564	484	1996	362	WKRC	37.4	14.5	33.7	40.4	51.9	39.6	18.7	36.0	46.2	45.7	41.4	21.1
724	31	37	112	72	286	25	27	139	110	411	27	WKRC FM	523	31	26	80	52	201	4	6	123	82	297	23	WKRC FM	4.9	4.2	3.1	7.1	5.7	4.9	.5	.7	10.1	7.8	6.7	1.3
9433	498	758	1069	1046	4035	475	753	1101	1143	4419	979	WLW	5136	277	479	588	570	2277	239	427	634	629	2388	471	WLW	48.1	37.5	57.4	52.3	62.7	54.9	28.5	47.1	52.0	59.5	49.5	27.5
370	30	74	76	32	212	20	33	53	31	158		*WNOP	336	10	74	67	32	183	20	33	53	31	153		*WNOP	3.1	1.4	8.9	6.0	3.5	4.4	2.4	3.7	4.3	2.9	3.7	
6096	779	482	330	166	1787	1088	473	563	194	2397	1912	WSAI	4140	470	316	295	119	1181	671	339	378	164	1621	1338	WSAI	38.7	63.6	37.8	22.7	13.0	28.5	80.1	37.8	31.0	15.5	33.6	78.2
1311	141	111	125	40	448	190	148	116	90	626	237	WSAI FM	1032	121	90	75	40	357	130	174	85	87	479	196	WSAI FM	9.7	16.4	10.8	6.7	4.4	8.6	15.5	13.8	7.0	3.2	9.9	11.4
250	13	7	35	35	98	8	13	37	34	133	19	*WSCH FM	135	13	7	9	22	59	8	3	16	24	70	6	*WSCH FM	1.3	1.8	.8	.8	2.4	1.4	1.0	.3	1.3	2.3	1.5	.4
1241	58	123	147	117	546	108	136	163	118	586	109	WUBE	1150	28	119	135	108	496	99	122	149	118	549	105	WUBE	10.8	3.8	14.3	12.0	11.8	12.0	11.8	13.6	17.2	11.2	11.4	6.1
1100	47	134	102	98	427	72	131	123	179	622	51	WWEZ FM	936	37	120	99	88	375	55	128	106	138	518	43	WWEZ FM	8.8	5.0	14.4	7.9	9.6	9.0	6.6	14.3	8.7	13.0	10.7	2.5
183	20	30	25		95	25	25	19	6	84	4	*WCNW	29			4					11		11	4	*WCNW	.3			.4		.3		1.2		.2	.2	
301	51	9	57	25	142	3	26	56	29	124	35	WCNW FM	108	11		28	15	54		13	24	17	54	4	WCNW FM	1.0	1.5		2.5	1.6	1.3		1.5	2.0	1.6	1.1	.2
453	71	30	78	25	224	33	44	72	32	190	39	TOTAL	136	11	31	15	67		24	24	17	65	4	TOTAL	1.3	1.5		2.8	1.6	1.6		2.7	2.0	1.6	1.3	.7	
2172	24	205	281	247	886	93	166	368	394	1160	126	*WHIO FM	164	6		22	23	59	4	15	50	36	105		*WHIO FM	1.5	.8		2.0	2.5	1.4	.5	1.7	4.1	3.4	2.2	
4099	505	335	278	102	1323	612	378	363	211	1651	1125	WING	244	35	32	14		81	21	26	23	4	74	89	WING	2.3	4.7	3.8	1.2		2.0	2.5	2.9	1.9	.4	1.5	5.2
3084	184	342	426	309	1293	179	453	464	218	1416	375	WONE	234	16	9	53	25	107	14	34	35	22	105	22	WONE	2.2	2.2	1.1	4.7	2.7	2.6	1.7	3.8	2.9	2.1	2.2	1.3
839	10	69	126	101	325	27	68	165	133	435	79	WPF8	179		32	22	24	82	10	31	24	25	90	7	WPF8	1.7		3.8	2.0	2.6	2.0	1.2	3.5	2.0	2.4	1.9	.6
435	20	16	35	58	139	27	18	95	58	267	29	WPF8 FM	115		16	4	14	34	19	11	36	8	81		WPF8 FM	1.1		1.9	.4	1.5	.8	2.3	1.2	3.0	.8	1.7	
TOTAL LISTENING IN METRO SURVEY AREA												10167	729	775	1057	874	3931	808	846	1187	1007	4599	1637		95.2	98.6	92.8	94.0	95.3	94.8	96.4	94.4	97.3	95.2	95.3	95.6	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
1048	17	39	127	171	422	28	68	162	236	592	34	*WAEF	983	17	39	104	171	399	28	68	142	214	550	34	*WAEF	94.1	2.1	4.5	9.3	18.6	9.4	3.3	7.4	11.7	20.1	11.3	2.0	
677	80	51	19	20	193	47	77	98	64	352	132	WCIN	658	80	51	10	20	184	47	77	93	64	347	127	WCIN	6.1	9.9	5.9	.9	2.2	4.3	5.5	8.3	7.7	6.0	7.1	7.4	
2790	115	186	447	350	1221	135	196	413	425	1474	95	WKCY	2277	115	136	342	304	988	135	152	342	365	1214	75	WKCY	21.0	14.3	15.7	30.6	33.1	23.3	15.9	16.5	28.2	34.3	24.9	4.4	
921	272	21	28	10	331	164	22	8		217	373	WGBN	774	219	21	28	10	278	132	22	8		185	311	WGBN	7.1	27.1	2.4	2.5	1.1	6.6	15.6	2.4	.7			3.8	18.1
4734	215	386	586	564	2145	269	435	557	605	2338	251	WKRC	3665	207	330	417	470	1664	212	380	423	482	1837	164	WKRC	33.8	25.7	38.2	37.3	51.1	39.2	25.0	41.2	34.9	45.3	37.7	9.5	
716	100	96	29	26	281	55	151	67	36	360	75	WKRC FM	573	66	63	19	26	204	45	129	41	36	302	67	WKRC FM	5.3	8.2	7.3	1.7	2.8	4.8	5.3	14.0	3.4	3.4	6.2	3.9	
8757	470	846	1023	1065	3949	449	750	860	1091	4060	748	WLM	4192	238	381	478	495	1844	253	375	431	554	2049	299	WLM	38.7	29.5	44.0	42.7	53.9	43.5	29.9	40.6	35.6	52.0	42.1	17.4	
267	45	13	27	40	136	17	22	23	26	109	22	*WNOP	254	45	13	27	40	136	17	22	23	26	109	9	*WNOP	2.3	5.6	1.5	2.4	4.4	3.2	2.0	2.4	1.9	2.4	2.2	.5	
6296	1005	488	286	183	2051	866	391	446	276	2148	2097	WSAI	4432	650	322	225	144	1392	637	297	347	219	1638	1402	WSAI	40.9	80.5	37.2	20.1	15.7	32.8	75.2	32.2	28.6	20.6	33.6	81.6	
956	54	136	27	27	257	221	99	60	45	435	264	WSAI FM	882	54	136	27	27	257	188	99	40	37	374	251	WSAI FM	8.1	6.7	15.7	2.4	2.9	6.1	22.2	10.7	3.3	3.5	7.7	14.6	
142	17	5	9	7	58		2	15	22	75	9	*WSCM	89	17	5		7	39		2	5	14	41	9	*WSCM	.8	2.1	.6		.8	.9		.2	.4	1.3	.8	.5	
1264	17	176	265	27	573	110	159	111	153	593	98	WUBE	1153	17	176	243	27	528	110	141	111	153	575	50	WUBE	10.6	2.1	20.3	21.7	2.9	12.4	13.0	15.3	9.2	14.4	11.8	2.9	
482		23	53	83	193	38	55	68	69	243	46	WUBE FM	341		13	53	57	142	23	50	49	31	166	33	WUBE FM	3.1		1.5	4.7	6.2	3.3	2.7	5.4	4.0	2.9	3.4	1.9	
1804	99	215	192	228	794	56	232	289	241	908	102	WWEZ	1365	67	182	159	152	597	46	186	249	172	691	77	WWEZ	12.6	8.3	21.0	14.2	16.5	14.1	5.4	20.2	20.5	16.2	14.2	4.5	
281		34	28	16	78		34	18	34	153	50	*WZIP	230		34	28	16	78		34	18	34	137	15	*WZIP	2.1		3.9	2.5	1.7	1.8		3.7	1.5	3.2	2.8	.9	
2088	141	196	255	305	991	67	228	320	282	1021	76	*WHIO FM	171		20	10	46	100		17	28	16	71		*WHIO FM	1.6		2.3	.9	5.0	2.4		1.8	2.3	1.5	1.5		
2938	178	261	465	245	1261	252	313	483	189	1353	324	WONE	322	14	50	43	50	164	12	63	39	22	149	9	WONE	3.0	1.7	5.8	3.8	5.4	3.9	1.4	6.8	3.2	2.1	3.1	.5	
586	34	103	68	100	373		52	38	71	205	8	WPF8	201		58	19	16	114		40	14	10	79	8	WPF8	1.9		6.7	1.7	1.7	2.7		4.3	1.2	.9	1.6	.5	
379		13	39	59	146		54	35	76	233		WPBF	138		13	18	39	81		20		24	57		WPBF	1.3		1.5	1.6	4.2	1.9		2.2		2.3	1.2		
TOTAL LISTENING IN METRO SURVEY AREA												10213	761	850	1063	853	4010	880	904	1119	1046	4540	1663		94.3	94.3	98.3	95.0	92.8	94.5	98.0	97.9	92.3	98.2	93.2	96.7		

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TOTAL PERS. 12+ %		
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49			50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24		25-34	35-49
708		52	71	33	156	145	36	84	70	357	195	WCIN	604		52	61	33	146	104	29	71	62	286	172	WCIN	5.6		6.0	5.5	3.6	3.4	12.3	3.1	5.9	5.8	5.9	10.0
2917	40	214	520	300	1246	110	170	507	383	1360	311	WCKY	2442	40	200	355	286	1039	102	161	409	292	1139	264	WCKY	22.5	5.0	23.1	31.7	31.1	24.5	12.0	17.4	33.7	27.4	23.4	15.4
1497	451	117	12		614	288	55	49	18	410	473	*WEBN	1337	376	99	12		521	278	55	49	18	400	416	*WEBN	12.3	46.6	11.4	1.1		12.3	32.8	6.0	4.0	1.7	8.2	24.2
192		6	9	11	74		28	10	44	118		WHKK	154		6	9	11	60		28	10	36	94		WHKK	1.4		.7	.8	1.2	1.4		3.0	.8	3.4	1.9	
4941	231	395	514	468	1918	242	452	650	638	2625	398	WKRC	4097	145	362	431	413	1584	184	370	586	525	2176	337	WKRC	37.8	18.0	41.8	38.5	44.9	37.3	21.7	40.1	48.3	49.3	44.7	19.6
829	106	79	24	34	243	95	55	38	80	331	255	WKRC FM	726	106	72	24	34	236	95	55	29	47	270	220	WKRC FM	6.7	13.1	8.3	2.1	3.7	5.6	11.2	6.0	2.4	4.4	5.5	12.8
578		34	45	58	189	12	58	102	118	344	45	WLQA	534		34	22	58	153	12	58	94	118	336	45	WLQA	4.9		3.9	2.0	6.3	3.6	1.4	6.3	7.8	11.1	6.9	2.6
9380	509	686	1004	958	3747	555	687	1096	1176	4606	1027	WLW	5120	263	409	554	554	2114	275	353	596	663	2445	561	WLW	47.3	32.6	47.3	49.5	60.3	49.8	32.5	38.2	49.2	62.3	50.2	32.6
231		31	46	11	88		53	65	8	143		WLYK	212		31	46		77		53	65		135		WLYK	2.0		3.6	4.1		1.8		5.7	5.4		2.8	
317	31	41	66	33	185		29	35	47	124	8	*WNOP	309	31	41	66	33	185		29	35	39	116	8	*WNOP	2.9	3.8	4.7	5.9	3.6	4.4		3.1	2.9	3.7	2.4	.5
5665	958	314	268	209	1771	959	224	514	187	2011	1883	WSAI	3891	600	205	199	138	1164	629	205	355	149	1431	1296	WSAI	35.9	74.3	23.7	17.8	15.0	27.4	74.3	22.2	29.3	14.0	29.4	75.4
1068	167	18	53	11	263	200	75	66	30	415	390	WSAI FM	788	142	11	27	11	205	163	75	21	18	321	262	WSAI FM	7.3	17.6	1.3	2.4	1.2	4.8	19.2	8.1	1.7	1.7	6.6	15.2
719	35	84	87	81	300	36	95	152	58	381	38	WUBE	672	35	84	87	81	287	36	95	118	58	347	38	WUBE	6.2	4.3	9.7	7.8	8.8	6.8	4.3	10.3	9.7	5.4	7.1	2.2
462		52	51	23	126	49	68	52	73	308	28	WUBE FM	357		37	28	23	88	49	61	21	73	251	18	WUBE FM	3.3		4.3	2.5	2.5	2.1	5.8	6.6	1.7	6.9	5.2	1.0
2643	109	210	294	311	1086	208	290	386	333	1390	167	WMEZ	1941	66	178	192	235	773	133	269	282	276	1065	103	WMEZ	17.9	8.2	20.6	17.2	25.6	18.2	15.7	29.1	23.3	25.9	21.9	6.0
358		8	32	48	131	12	48	39	51	201	26	*WZIP	304		8	32	48	131	12	48	34	51	162	11	*WZIP	2.8		.9	2.9	5.2	3.1	1.4	5.2	2.8	4.8	3.3	.6
1914		231	319	151	766	49	225	365	274	1074	74	WHIO FM	97		8	12	14	34			31	8	52	11	WHIO FM	.9		.9	1.1	1.5	.8			2.6	.8	1.1	.6
3797	608	321	163	131	1238	681	360	302	119	1525	1034	WING	230	9	34		24	67	46	9		16	86	77	WING	2.1	1.1	3.9		2.6	1.6	5.4	1.0		1.5	1.8	4.5
2817	115	421	348	180	1146	125	448	398	290	1451	220	WONE	206	9	8	53	12	82	12	18	47	24	124		WONE	1.9	1.1	.9	4.7	1.3	1.9	1.4	2.0	3.9	2.3	2.5	

TOTAL LISTENING IN METRO SURVEY AREA 10378 772 825 1065 860 4008 847 913 1173 1010 4700 1670 95.8 95.7 95.4 95.2 93.6 94.5 99.9 98.9 96.8 94.8 96.5 97.1

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64				18-24
723	56	28	37	36	188	103	61	90	53	331	204	MCIN	695	56	37	36	160	103	61	90	53	331	204	MCIN	6.3	6.9	3.3	4.0	3.7	11.1	6.3	7.3	5.1	6.6	11.7		
3245	76	220	653	415	1516	137	187	518	416	1547	182	WCKY	2730	76	197	522	373	1298	137	167	396	287	1258	174	WCKY	24.8	9.3	22.0	45.9	30.4	14.8	17.4	32.3	27.5	25.2	9.9	
1411	431	81	38		560	321	31	28	8	394	457	*WGBN	1147	332	81	18		441	241	31	28	8	314	392	*WGBN	10.4	40.7	9.0	1.6		10.3	26.1	3.2	2.3	.8	6.3	22.4
116		18			18		17	7	14	76	22	WHKK	108		18		18		17	7	14	68	22	WHKK	1.0		2.0				1.8	.6	1.3	1.4	1.3		
4526	161	460	599	562	2193	217	369	531	527	2012	321	WKRC	3749	161	347	491	455	1778	217	292	426	433	1693	278	WKRC	34.0	19.8	38.7	43.2	51.0	41.6	23.5	30.4	34.8	41.5	33.9	15.9
1245	219	84	54	21	378	181	113	101	16	472	395	WKRQ	991	156	64	40	21	281	181	84	55	16	397	313	WKRQ	9.0	19.1	7.1	3.5	2.4	6.6	19.6	8.7	4.5	1.5	8.0	17.9
758	16	91	122	70	344	53	76	84	110	372	42	WLQA	701	16	74	112	70	304	53	59	84	110	355	42	WLQA	6.4	2.0	8.2	9.9	7.8	7.1	5.7	6.1	6.9	10.5	7.1	2.4
8794	661	901	885	768	3890	421	729	931	1127	4048	856	WLW	4665	290	446	474	370	1938	234	417	519	623	2274	453	WLW	42.4	35.6	49.7	41.7	41.4	45.3	25.3	43.3	42.4	59.7	45.6	25.9
295		30	60	19	109	38	11	51	46	158	28	*WLYK	295		30	60	19	109	38	11	51	46	158	28	*WLYK	2.7		3.3	5.3	2.1	2.5	4.1	1.1	4.2	4.4	3.2	1.6
269	60	39	37		154	28	35	37		100	15	*WNOP	269	60	39	37		154	28	35	37		100	15	*WNOP	2.4	7.4	4.3	3.3		3.6	3.0	3.6	3.0		2.0	.9
5947	736	492	354	92	1772	895	464	565	160	2143	2032	WSAI	4241	436	378	258	92	1215	657	338	379	152	1571	1455	WSAI	38.5	53.5	42.1	22.7	10.3	28.4	71.0	35.1	30.9	14.6	31.5	83.2
754	107	76	39		222	112	100	52	16	304	228	WSAI FM	619	56	76	39		171	98	100	52	16	290	158	WSAI FM	5.6	6.9	8.5	3.4		4.0	10.6	10.4	4.2	1.5	5.8	9.0
106	12	16	18	6	52		23	10		54		*WSCH	70		16	10	6	32		23	10		38		*WSCH	.6		1.8	.9	.7	.7		2.4	.8		.8	
960	83	89	157	35	446	96	120	85	69	430	84	WUBE	889	83	79	150	35	429	96	107	77	69	400	60	WUBE	8.1	10.2	8.8	13.2	3.9	10.0	10.4	11.1	6.3	6.6	8.0	3.4
749	41	58	70	27	243	54	155	127	33	417	89	WUBE FM	583	29	48	46	11	169	47	97	109	24	325	89	WUBE FM	5.3	3.6	5.4	4.0	1.2	4.0	5.1	10.1	8.9	2.3	6.5	5.1
3092	100	227	507	224	1256	154	259	517	403	1618	218	WMEZ	2449	100	160	438	211	1034	125	174	391	303	1256	159	WMEZ	22.2	12.3	17.8	38.5	23.6	24.2	13.5	18.1	31.9	29.0	25.2	9.1
272	16		9	8	67		52	62	36	161	44	*WZIP	236	16		9	8	67		35	43	36	125	44	*WZIP	2.1	2.0		.8	.9	1.6		3.6	3.5	3.4	2.5	2.5
960	84	64	53	42	255	196	65	116	74	492	213	WDAO	109	27			27	14	8	7	12	41	41	WDAO	1.0	3.3				.6	1.5	.8	.6	1.1	.8	2.1	
4241	608	432	240	125	1465	754	373	365	198	1820	956	WING	186	21	46		67	31	20	14	5	70	49	WING	1.7	2.6	5.1			1.6	3.4	2.1	1.1	.5	1.4	2.8	
2889	97	347	452	223	1254	142	368	406	292	1314	321	WONE	204	26	16	34	15	96	20		36	15	81	27	WONE	1.9	3.2	1.8	3.0	1.7	2.2	2.2		2.9	1.4	1.6	1.5
653	16	56	106	132	360		46	118	57	268	25	WPF8	189	16	15	37	25	98		29	24	15	84	7	WPF8	1.7	2.0	1.7	3.3	2.8	2.3		3.0	2.0	1.4	1.7	.4
TOTAL LISTENING IN METRO SURVEY AREA												10542	767	872	1104	848	4120	894	935	1186	997	4738	1684	95.7	94.1	97.2	97.1	95.0	96.4	96.6	97.2	96.8	95.5	95.0	96.3		

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

CUME Listening Estimates

CINCINNATI
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17										
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+
831	109	81	57	42	327	87	57	80	84	330	174	MCIN	778	109	50	57	42	296	87	35	80	84	308	174	MCIN	7.1	13.4	5.6	5.0	4.7	6.9	9.4	3.6	6.5	8.0	6.2	9.9										
3009	85	228	620	318	1418	34	271	440	385	1394	197	WCKY	2576	85	197	496	276	1189	34	271	343	335	1205	182	WCKY	23.4	10.4	22.0	43.6	30.9	27.8	3.7	28.2	28.0	32.1	24.2	10.4										
1511	382	95	68	18	569	263	95	53	32	443	499	WBN	1357	340	95	38	18	497	263	95	38	15	411	44	WBN	12.3	41.7	10.6	3.3	2.0	11.6	28.4	9.9	3.1	1.4	8.2	25.7										
1266	162	62	79		339	198	84	95	56	470	457	WJQJ	949	132	62	29		259	177	50	47	45	356	334	WJQJ	8.6	16.2	6.9	2.6		6.1	19.1	5.2	3.8	4.3	7.1	19.1										
4462	218	400	621	414	1947	288	413	577	483	2227	288	WKRC	3691	218	318	529	331	1619	199	370	510	426	1841	231	WKRC	33.5	26.7	35.5	46.5	37.1	37.9	21.5	38.5	41.6	40.8	36.9	13.2										
1728	286	82	53	9	459	147	92	81	31	410	859	WKRQ	1346	200	51	53	9	342	132	58	33	31	307	697	WKRQ	12.2	24.5	5.7	4.7	1.0	8.0	14.3	6.0	2.7	3.0	6.2	39.9										
605		49	76	42	182	59	60	101	73	366	57	WLQA	605		49	76	42	182	59	60	101	73	366	57	WLQA	5.5		5.5	6.7	4.7	4.3	6.4	6.2	8.2	7.0	7.3	3.3										
9292	345	901	1211	1026	4180	430	842	929	1055	4163	949	WLW	5108	241	528	607	559	2306	337	437	555	609	2412	390	WLW	46.4	29.6	58.9	53.4	62.6	53.9	36.4	45.4	45.3	58.3	48.3	22.3										
245	38		22	27	87	26	6	66	33	131	27	WLYK	245	38		22	27	87	26	6	66	33	131	27	WLYK	2.2	4.7		1.9	3.0	2.0	2.8	.6	5.4	3.2	2.6	1.5										
394	65	128	63	30	320	13	18		28	74		*WNOP	349	65	128	41	30	298	13	18		5	51		*WNOP	3.2	8.0	14.3	3.6	3.4	7.0	1.4	1.9		.5	1.0											
5642	662	427	318	137	1607	959	408	481	242	2230	1805	WSAI	4103	423	298	274	109	1151	694	251	375	166	1599	1353	WSAI	37.3	51.9	33.2	24.1	12.2	26.9	75.0	26.1	30.6	15.9	32.1	77.4										
947	13	138	169	65	435	29	210	115	32	448	64	WUBE	913	13	138	160	65	426	29	210	98	32	431	56	WUBE	8.3	1.6	15.4	14.1	7.3	10.0	3.1	21.8	8.0	3.1	8.6	3.2										
843	25	88	107	36	276	50	134	115	86	455	112	WUBE FM	560	25	69	62	5	181	35	85	71	80	286	93	WUBE FM	5.1	3.1	7.7	5.5	.6	4.2	3.8	8.8	5.8	7.7	5.7	5.3										
2852	151	253	426	278	1209	183	315	375	436	1514	129	WWEZ	2289	129	190	315	171	892	163	281	326	345	1306	91	WWEZ	20.8	15.8	21.2	27.7	19.1	20.9	17.6	29.2	26.6	33.0	26.2	5.2										
329		10	17	65	117	13	61	41	49	180	32	*WZIP	211		10		37	72	13	39	27	27	122	17	*WZIP	1.9		1.1		4.1	1.7	1.4	4.1	2.2	2.6	2.4	1.0										
2471	136	110	350	240	949	165	176	519	300	1380	142	WHIO FM	210	17	22	32	16	87	29	14	23	28	94	29	WHIO FM	1.9	2.1	2.5	2.8	1.8	2.0	3.1	1.5	1.9	2.7	1.9	1.7										
2399	100	281	498	218	1157	125	277	353	197	1047	195	WONE	239	4	34	25	15	88	22	24	52	11	125	26	WONE	2.2	.5	3.8	2.2	1.7	2.1	2.4	2.5	4.2	1.1	2.5	1.5										
290		12	45	30	139		23	66	27	133	18	WPFB	148		12	23	19	74		23	16		56	18	WPFB	1.3		1.3	2.0	2.1	1.7		2.4	1.3		1.1	1.0										
TOTAL LISTENING IN METRO SURVEY AREA												10467	767	865	1085	850	4042	912	935	1181	971	4748	1677													95.0	94.1	96.4	95.4	95.2	94.5	98.6	97.2	96.4	93.0	95.2	95.9

DAY PART
AVG. & CUME

												MONDAY-FRIDAY 6.00 AM-MIDNIGHT																																			
751	101	81	39	27	286	87	57	71	71	308	157	MCIN	698	101	50	39	27	255	87	35	71	71	286	157	MCIN	6.3	12.4	5.6	3.4	3.0	6.0	9.4	3.6	5.8	6.8	5.7	9.0										
2486	72	174	545	276	1211	18	182	399	345	1111	164	WCKY	2056	72	143	421	235	983	18	182	303	295	924	149	WCKY	18.7	8.8	15.9	37.0	26.3	23.0	1.9	18.9	24.7	28.3	18.5	8.5										
1313	319	76	58	9	468	221	86	45	32	384	461	WBN	1159	277	76	27	9	395	221	86	31	15	353	411	WBN	10.5	34.0	8.5	2.4	1.0	9.2	23.9	8.9	2.5	1.4	7.1	23.5										
1136	149	62	58		284	174	84	71	39	405	447	WJQJ	837	119	62	8		204	154	50	40	28	309	324	WJQJ	7.6	14.6	6.9	.7		4.8	16.6	5.2	3.3	2.7	6.2	18.5										
4005	218	310	551	408	1781	169	396	514	474	2019	205	WKRC	3436	218	279	496	331	1547	169	352	447	418	1722	167	WKRC	31.2	26.7	31.1	43.6	37.1	36.2	18.3	36.6	36.5	40.0	34.5	9.5										
1527	261	78	53	9	416	132	92	81	31	395	716	WKRQ	1142	174	46	53	9	297	117	58	33	31	292	553	WKRQ	10.4	21.3	5.1	4.7	1.0	6.9	12.6	6.0	2.7	3.0	5.9	31.6										
498		49	65	28	157	59	60	79	56	313	28	WLQA	498		49	65	28	157	59	60	79	56	313	28	WLQA	4.5		5.5	5.7	3.1	3.7	6.4	6.2	6.4	5.4	6.3	1.6										
7940	275	792	990	933	3628	380	736	754	920	3611	701	WLW	4472	192	484	504	515	2021	287	383	464	556	2110	341	WLW	40.6	23.6	54.0	44.3	57.7	47.3	31.0	39.8	37.9	53.3	42.3	19.5										
180	13		22	27	62	13	6	66	25	110	8	WLYK	180	13		22	27	62	13	6	66	25	110	8	WLYK	1.6	1.6		1.9	3.0	1.4	1.4	.6	5.4	2.4	2.2	.5										
377	65	118	63	23	303	13	18		28	74		*WNOP	332	65	118	41	23	281	13	18		5	51		*WNOP	3.0	8.0	13.2	3.6	2.6	6.6	1.4	1.9		.5	1.0											
4961	636	343	286	91	1419	835	317	433	171	1867	1675	WSAI	3684	397	259	242	91	1036	608	213	328	127	1360	1288	WSAI	33.4	48.7	28.9	21.3	10.2	24.2	65.7	22.1	26.8	12.2	27.3	73.6										
868	13	128	169	56	416	16	198	107	23	406	46	WUBE	843	13	128	160	56	407	16	198	91	23	390	46	WUBE	7.7	1.6	14.3	14.1	6.3	9.5	1.7	20.6	7.4	2.2	7.8	2.6										
671	25	68	82	31	212	50	120	104	70	414	45	WUBE FM	434	25	50	52		133	35	71	71	64	256	45	WUBE FM	3.9	3.1	5.6	4.6		3.1	3.8	7.4	5.8	6.1	5.1	2.6										
2498	107	204	398	238	1034	163	276	352	385	1366	98	WWEZ	2027	85	161	295	143	756	163	263	303	293	1199	72	WWEZ	18.4	10.4	17.9	25.9	16.0	17.7	17.6	27.3	24.7	28.1	24.0	4.1										
313		10	17	65	113	13	61	41	44	175	25	*WZIP	202		10		37	68	13	39	27	22	117	17	*WZIP	1.8		1.1		4.1	1.6	1.4	4.1	2.2	2.1	2.3	1.0										
2064	105	103	286	228	820	141	150	450	228	1167	77	WHIO FM	153	17	22	11	16	66	29	14	16	28	87		WHIO FM	1.4	2.1	2.5	1.0	1.8	1.5	3.1	1.5	1.3	2.7	1.7											
2224	100	281	476	218	1135	114	263	292	187	951	138	WONE	228	4	34	25	15	88	11	24	52	11	114	26	WONE	2.1	.5	3.8	2.2	1.7	2.1	1.2	2.5	4.2	1.1	2.3	1.5										
290		12	45	30	139		23	66	27	133	18	WPFB	148		12	23	19	74		23	16		56	18	WPFB	1.3		1.3	2.0	2.1	1.7		2.4	1.3		1.1	1.0										
TOTAL LISTENING IN METRO SURVEY AREA												10392	758	865	1066	845	4009	912	935	1159	966	4721	1662													94.4	93.0	96.4	93.8	94.6	93.8	98.6	97.2	94.6	92.5	94.6	95.0

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA													
TOTAL PERS. 12 -	MEN					TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					TOTAL 18 +	TEENS 12-17												
	18-24	25-34	35-49	50-64	18-24					25-34	35-49	50-64	18-24	25-34					35-49	50-64	18-24	25-34	35-49			50-64	18-24	25-34	35-49	50-64							
764	31	68	44	15	189	95	50	122	144	470	105	WCIN	655	49	44	15	139	36	50	122	144	411	105	WCIN	6.0	5.7	3.9	1.6	3.2	4.1	5.3	10.1	13.3	8.3	6.0		
2727	100	163	495	470	1352	147	167	370	346	1222	153	WCKY	2253	100	119	434	343	1120	104	133	309	286	1016	117	WCKY	20.5	11.8	14.0	38.9	37.0	26.1	11.8	14.1	25.5	26.4	20.5	6.7
224		17	43	24	120		8	32	40	104		*WCLU	171		17	43	24	94		8	19	26	77	*WCLU	1.6		2.0	3.8	2.6	2.2		.8	1.6	2.4	1.6		
1184	382	78	13	33	506	242	50	17		309	369	WEBN	1068	320	78	13	33	444	224	50	17		291	333	WEBN	9.7	37.9	9.1	1.2	3.6	10.3	25.4	5.3	1.4		5.9	19.1
154	14		10		37	37	8	17	9	107	10	WHKK	154	14		10	37	37	8	17	9	107	10	WHKK	1.4	1.7		.9		.9	4.2	.8	1.4	.8	2.2	.6	
1564	248	114	42	19	423	260	158	100	52	570	571	WJDJ	1432	234	102	25	19	380	260	158	91	52	561	491	WJDJ	13.0	27.7	12.0	2.2	2.1	8.9	29.5	16.8	7.5	4.8	11.3	28.2
3884	147	334	570	337	1644	181	456	511	438	1989	251	WKRC	3421	147	267	447	314	1421	181	381	444	376	1749	251	WKRC	31.1	17.4	31.3	40.0	33.9	33.1	20.5	40.4	36.6	34.7	35.2	14.4
1511	393	121	13	12	539	290	106	63		459	513	WKRQ	1238	309	109	13	12	443	230	95	63		388	407	WKRQ	11.3	36.6	12.8	1.2	1.3	10.3	26.1	10.1	5.2		7.8	23.3
924	32	104	85	111	370	66	152	99	109	473	81	WLQA	844	32	87	85	93	335	66	107	99	109	428	81	WLQA	7.7	3.8	10.2	7.6	10.8	7.8	7.5	11.3	8.2	10.1	8.6	4.6
7470	376	654	998	767	3210	412	706	1025	875	3672	588	WLW	3891	197	358	508	414	1734	191	375	528	461	1926	231	WLW	35.4	23.3	42.0	45.5	44.7	40.4	21.7	39.8	43.5	42.6	38.8	13.2
285	35		73	23	131		21	82	19	131	23	WLYK	285	35		73	23	131		21	82	19	131	23	WLYK	2.6	4.1		6.5	2.5	3.1		2.2	6.8	1.8	2.6	1.3
327	18	13	76	55	172	29	10	55	49	143	12	*WNOP	309	18	13	76	37	154	29	10	55	49	143	12	*WNOP	2.8	2.1	1.5	6.8	4.0	3.6	3.3	1.1	4.5	4.5	2.9	.7
5200	675	364	252	81	1422	910	395	465	274	2067	1711	WSAI	3695	417	315	191	54	1008	608	317	313	212	1473	1214	WSAI	33.6	49.4	36.9	17.1	5.8	23.5	68.9	33.6	25.8	19.6	29.7	69.6
912	33	115	97	103	386	14	152	144	78	491	35	WUBE	838	33	115	86	80	352	14	152	128	62	459	27	WUBE	7.6	3.9	13.5	7.7	8.6	8.2	1.6	16.1	10.6	5.7	9.2	1.5
635	15	128	50	27	239	61	177	57	37	332	64	WUBE FM	418	15	94	20	9	157	43	98	35	37	213	48	WUBE FM	3.8	1.8	11.0	1.8	1.0	3.7	4.9	10.4	2.9	3.4	4.3	2.8
2752	132	226	432	360	1218	149	221	406	415	1412	122	WWEZ	2070	87	160	303	278	877	117	181	313	318	1100	93	WWEZ	18.8	10.3	18.8	27.1	30.0	20.4	13.3	19.2	25.8	29.4	22.2	5.3
381	29	35	54	51	218		49	14	38	144	19	WHAS	167	14	14	20	35	106		17	7	9	42	19	WHAS	1.5	1.7	1.6	1.8	3.8	2.5		1.8	.6	.8	.8	1.1
2999	172	285	352	361	1307	210	383	398	255	1379	313	WONE	290		23	41	40	114	49	17	33	19	137	39	WONE	2.6		2.7	3.7	4.3	2.7	5.6	1.8	2.7	1.8	2.8	2.2
TOTAL LISTENING IN METRO SURVEY AREA												10346	772	839	1057	823	3959	868	921	1179	1019	4748	1639	94.1	91.5	98.4	94.6	88.9	92.2	98.4	97.7	97.2	94.1	95.6	94.0		

DAY PARTS
AVG. & CUME

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA													
TOTAL PERS. 12 -	MEN					TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					TOTAL 18 +	TEENS 12-17												
	18-24	25-34	35-49	50-64	18-24					25-34	35-49	50-64	18-24	25-34					35-49	50-64	18-24	25-34	35-49			50-64	18-24	25-34	35-49	50-64							
639	31	68	44		174	77	50	110	123	375	90	WCIN	530	49	44		124	18	50	110	123	316	90	WCIN	4.8	5.7	3.9		2.9	2.0	5.3	9.1	11.4	6.4	5.2		
2388	83	135	469	444	1230	118	141	326	302	1046	112	WCKY	1988	83	91	408	343	1024	75	123	272	249	870	94	WCKY	18.1	9.8	10.7	36.5	37.0	23.9	8.5	13.0	22.4	23.0	17.5	5.4
173		17	30	24	97		8	19	40	76		*WCLU	133		17	30	24	71		8	19	26	62	*WCLU	1.2		2.0	2.7	2.6	1.7		.8	1.6	2.4	1.2		
1119	382	78	13	21	494	201	50	17		268	357	WEBN	1003	320	78	13	21	432	183	50	17		250	321	WEBN	9.1	37.9	9.1	1.2	2.3	10.1	20.7	5.3	1.4		5.0	18.4
125	14		10		37	23	8	17	9	78	10	WHKK	125	14		10	37	23	8	17	9	78	10	WHKK	1.1	1.7		.9		.9	2.6	.8	1.4	.8	1.6	.6	
1302	209	90	29	19	347	206	100	73	44	423	532	WJDJ	1170	194	78	13	19	304	206	100	64	44	414	452	WJDJ	10.6	23.0	9.1	1.2	2.1	7.1	23.4	10.6	5.3	4.1	8.3	25.9
3518	147	283	513	322	1499	181	391	465	429	1822	197	WKRC	3145	147	245	422	314	1351	181	332	398	367	1597	197	WKRC	28.6	17.4	28.7	37.8	33.9	31.5	20.5	35.2	32.8	33.9	32.2	11.3
1296	358	107	13		478	290	95	7		392	426	WKRQ	1073	287	95	13		395	230	84	7		321	357	WKRQ	9.8	34.0	11.1	1.2		9.2	26.1	8.9	.6		6.5	20.5
722	18	79	73	76	284	37	135	64	83	357	81	WLQA	642	18	62	73	58	249	37	90	64	83	312	81	WLQA	5.8	2.1	7.3	6.5	6.3	5.8	4.2	9.5	5.3	7.7	6.3	4.6
6537	328	604	872	607	2758	334	635	891	816	3306	473	WLW	3478	168	358	448	360	1549	148	343	442	431	1710	219	WLW	31.6	19.9	42.0	40.1	38.9	36.1	16.8	36.4	36.4	39.8	34.4	12.6
196	35		35	23	93		21	73	9	103		WLYK	196	35		35	23	93		21	73	9	103		WLYK	1.8	4.1		3.1	2.5	2.2		2.2	6.0	.8	2.1	
255	18	13	64	55	150	29		43	21	93	12	*WNOP	237	18	13	64	37	132	29		43	21	93	12	*WNOP	2.2	2.1	1.5	5.7	4.0	3.1	3.3		3.5	1.9	1.9	.7
4618	624	339	132	57	1183	852	335	410	240	1852	1583	WSAI	3329	367	290	132	30	850	569	285	295	188	1352	1127	WSAI	30.3	43.5	34.0	11.8	3.2	19.8	64.5	30.2	24.3	17.4	27.2	64.6
770	33	115	73	89	348		131	114	70	395	27	WUBE	725	33	115	73	66	325		131	108	54	373	27	WUBE	6.6	3.9	13.5	6.5	7.1	7.6		13.9	8.9	5.0	7.5	1.5
531	15	117	50	9	210	43	139	57	30	269	52	WUBE FM	350	15	83	20	9	146	43	60	35	30	168	36	WUBE FM	3.2	1.8	9.7	1.8	1.0	3.4	4.9	6.4	2.9	2.8	3.4	2.1
2430	132	175	404	306	1085	107	181	372	397	1266	79	WWEZ	1761	87	109	275	225	745	89	141	278	299	966	50	WWEZ	16.0	10.3	12.8	24.6	24.3	17.4	10.1	15.0	22.9	27.6	19.5	2.9
198		21	34	24	128		17	7	17	70		WHAS	65			24	47					9	18		WHAS	.6			2.6	1.1				.8	.4		
2668	172	234	325	320	1141	196	354	374	212	1260	267	WONE	238		23	41	40	104	35	17	24	19	105	29	WONE	2.2		2.7	3.7	4.3	2.4	4.0	1.8	2.0	1.8	2.1	1.7
TOTAL LISTENING IN METRO SURVEY AREA												10187	772	825	1021	812	3888	853	911	1179	1009	4660	1639	92.6	91.5	96.7	91.4	87.7	90.6	96.7	96.6	97.2	93.				

CUME Listening Estimates

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA															
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TOTAL 18+ %	TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			18-24
880	72	84	104	35	308	97	122	85	54	367	205	WCIN	846	56	84	104	35	292	97	122	67	54	349	205	WCIN	7.7	6.6	9.8	9.3	3.8	6.8	11.0	12.9	5.5	5.0	7.0	11.8		
2672	127	180	429	330	1199	88	273	350	389	1247	226	WCKY	2168	71	131	308	282	925	88	168	320	308	1017	226	WCKY	19.7	8.4	15.4	27.6	30.5	21.6	10.0	17.8	26.4	28.4	20.5	13.0		
1526	464	168	46	16	694	328	96	31	24	479	353	WEON	1120	349	114	29	16	508	238	49	6	15	308	304	WEON	10.2	41.4	13.4	2.6	1.7	11.8	27.0	5.2	.5	1.4	6.2	17.4		
1619	285	121	31	6	443	258	64	118	29	482	694	WJDJ	1135	198	121	16	6	341	194	64	54	21	346	448	WJDJ	10.3	23.5	14.2	1.4	.6	7.9	22.0	6.8	4.5	1.9	7.0	25.7		
4391	259	350	477	411	1792	310	481	533	516	2168	431	WKRC	3620	191	287	327	346	1446	276	322	500	414	1803	371	WKRC	32.9	22.6	33.6	29.3	37.4	33.7	31.3	34.1	41.2	38.2	36.3	21.3		
1375	264	100	35	9	421	295	32	30	19	387	567	WKRQ	1044	230	62	35	9	349	182	32	30	19	263	432	WKRQ	9.5	27.3	7.3	3.1	1.0	8.1	20.6	3.4	2.5	1.8	5.3	24.8		
824	11	89	80	81	294	55	133	114	89	474	56	WLQA	700	11	32	58	81	225	55	91	101	89	419	56	WLQA	6.4	1.3	3.8	6.1	8.7	5.2	6.2	9.7	8.3	8.2	8.4	3.2		
8605	396	733	1003	1037	3729	416	732	975	1055	3890	986	WLW	4612	186	426	554	575	2122	195	399	517	534	2051	439	WLW	41.9	22.0	49.9	49.6	62.1	49.4	22.1	42.3	42.6	49.3	41.3	25.2		
135	12		38	24	74		8	16	27	51	10	WLYK	135	12		38	24	74		8	16	27	51	10	WLYK	1.2	1.4		3.4	2.6	1.7		.8	1.3	2.5	1.0	.6		
385	112	44	18	41	221	24	40	16	31	120	44	*WNOF	358	112	44	18	30	210	24	40	16	31	120	28	*WNOF	3.3	13.3	5.2	1.6	3.2	4.9	2.7	4.2	1.3	2.9	2.4	1.6		
5462	654	457	248	128	1511	852	549	405	244	2060	1891	WSAI	3997	460	289	207	103	1083	605	375	339	168	1497	1417	WSAI	36.3	54.5	33.9	18.5	11.1	25.2	68.6	39.8	27.9	15.5	30.2	81.3		
111			12	12				40	30	79	20	*WSCH	78								40	9	58	20	*WSCH	.7								3.3	.8	1.2	1.1		
894	23	89	184	72	422	89	113	151	58	445	27	WUBE	779	23	68	157	72	374	89	70	127	58	378	27	WUBE	7.1	2.7	8.0	14.1	7.8	8.7	10.1	7.4	10.5	5.4	7.6	1.5		
646	34	47	104	44	247	34	80	148	29	319	80	WUBE FM	489	34	25	82	26	167	34	55	96	29	242	80	WUBE FM	4.4	4.0	2.9	7.3	2.8	3.9	3.9	5.8	7.9	2.7	4.9	4.6		
2760	106	174	356	328	1127	148	245	445	439	1572	61	WMEZ	2021	67	124	257	282	813	116	163	335	329	1163	45	WMEZ	18.4	7.9	14.5	23.0	30.5	18.9	13.2	17.3	27.6	30.4	23.4	2.6		
272		27	28	46	107		41	41	44	139	26	*WZIP	218		27	18	25	76		41	26	36	116	26	*WZIP	2.0		3.2	1.6	2.7	1.8		4.3	2.1	3.3	2.3	1.5		
3128	418	380	141	105	1060	566	404	240	125	1394	674	WING	179	43	8	8	6	65	43		19	22	84	30	WING	1.6	5.1	.9	.7	.6	1.5	4.9		1.6	2.0	1.7	1.7		
682	132	27	33		192	123	101	44	15	283	207	WMOH	127	36			36	11	8	16		35	56	WMOH	1.2	4.3			.8	1.2	.8	1.3		.7	3.2				
58	12				12	14	8	8		30	16	WYCH	42	12			12	14	8	8		30		WYCH	.4	1.4			.3	1.6	.8	.7		.6					
2631	148	296	421	229	1170	150	302	452	226	1234	227	WONE	247	12	8	69	6	95	33	32	54	16	135	17	WONE	2.2	1.4	.9	6.2	.6	2.2	3.7	3.4	4.5	1.5	2.7	1.0		
TOTAL LISTENING IN METRO SURVEY AREA												10363	820	773	1048	870	3985	868	919	1158	1011	4659	1719	94.2	97.2	90.6	93.8	94.0	92.8	98.4	97.5	95.5	93.4	93.9	98.6				

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

CUME Listening Estimates

CINCINNATI
OCT/NOV 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
840	64	85	78	16	243	115	95	74	64	387	210	WCIN	840	64	85	78	16	243	115	95	74	64	387	210	WCIN	7.5	7.2	9.3	7.0	1.7	5.5	12.8	9.5	6.2	6.0	7.7	12.1
2620	52	138	416	361	1143	71	241	367	365	1319	158	WCKY	2216	52	138	341	318	1025	58	180	273	331	1090	101	WCKY	19.9	5.9	15.1	30.8	34.3	23.3	6.5	18.0	22.9	30.8	21.7	5.8
1587	591	201	25	7	824	211	78	34	13	347	416	WGBN	1217	338	154	25	7	524	211	78	34	13	347	346	WGBN	10.9	38.1	16.9	2.3	.8	11.9	23.5	7.8	2.9	1.2	6.9	19.9
1499	132	156	75		363	292	160	67	19	538	598	WJBJ	1130	97	117	54		268	277	78	45	19	419	443	WJBJ	10.1	10.9	12.8	4.9		6.1	30.8	7.8	3.8	1.8	8.3	25.5
4256	233	386	487	378	1761	208	477	465	464	2099	396	WKRC	3422	198	324	395	332	1432	193	361	381	407	1726	264	WKRC	30.7	22.3	35.5	35.6	35.8	32.6	21.5	36.1	32.0	37.9	34.3	15.2
1635	500	111	46	8	665	319	51	41	12	427	543	WKRQ	1226	271	77	32	8	388	292	51	28	12	387	451	WKRQ	11.0	30.5	8.4	2.9	.9	8.8	32.5	5.1	2.4	1.1	7.7	26.0
949	22	171	141	78	430	81	90	126	111	468	51	WLQA	904	22	171	141	78	430	81	90	104	103	423	51	WLQA	8.1	2.5	18.7	12.7	8.4	9.8	9.0	9.0	8.7	9.6	8.4	2.9
7986	348	860	1001	850	3587	318	881	821	923	3683	716	WLW	3877	166	357	462	463	1735	153	382	398	518	1925	217	WLW	34.7	18.7	39.1	41.7	49.9	39.5	17.0	38.2	33.4	48.3	38.3	12.5
186		9	33	26	68	12	45	27	20	104	14	WLYK	186		9	33	26	68	12	45	27	20	104	14	WLYK	1.7		1.0	3.0	2.8	1.5	1.3	4.5	2.3	1.9	2.1	.8
473	54	71	110	47	304	13	33	55	39	155	14	*WNOP	429	54	71	100	47	280	13	33	44	30	135	14	*WNOP	3.8	6.1	7.8	9.0	5.1	6.4	1.4	3.3	3.7	2.8	2.7	.8
4845	728	401	208	129	1484	818	459	410	117	1955	1406	WSAI	3759	501	309	187	120	1135	594	332	380	108	1478	1148	WSAI	33.7	56.4	33.8	16.9	12.9	25.8	66.1	33.2	31.9	10.1	29.3	66.1
959	39	128	160	74	418	122	140	97	83	464	77	WUBE	760	39	94	142	62	354	57	89	97	83	348	58	WUBE	6.8	4.4	10.3	12.8	6.7	8.1	6.3	8.9	8.1	7.7	6.9	3.3
715	54	62	103	58	312	121	79	95	37	364	39	WUBE FM	534	54	44	79	46	258	56	66	55	37	246	30	WUBE FM	4.8	6.1	4.8	7.1	5.0	5.9	6.2	6.6	4.6	3.4	4.9	1.7
3035	70	282	425	363	1243	140	399	390	481	1692	100	WWEZ	2264	53	161	310	304	918	104	257	290	364	1246	100	WWEZ	20.3	6.0	17.6	28.0	32.8	20.9	11.6	25.7	24.3	33.9	24.8	5.8
241		8	15	27	50	13	46	55	38	163	28	*WZIP	195		8	15	20	43		46	43	38	138	14	*WZIP	1.7		.9	1.4	2.2	1.0		4.6	3.6	3.5	2.7	.8
2832	132	253	416	305	1258	206	367	395	318	1394	180	WONE	248	11	9	30	33	83	11	37	57	25	130	35	WONE	2.2	1.2	1.0	2.7	3.6	1.9	1.2	3.7	4.8	2.3	2.6	2.0
TOTAL LISTENING IN METRO SURVEY AREA												10446	821	892	1076	883	4084	864	985	1135	1006	4753	1609		93.6	92.5	97.7	97.1	95.2	92.9	96.1	98.4	95.3	93.8	94.5	92.6	

DAY PARTS-
AVG. & CUME

												MONDAY-FRIDAY 6.00 AM-MIDNIGHT																									
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
755	64	71	57	8	200	115	95	67	37	345	210	WCIN	755	64	71	57	8	200	115	95	67	37	345	210	WCIN	6.8	7.2	7.8	5.1	.9	4.5	12.8	9.5	5.6	3.4	6.9	12.1
2255	29	111	392	307	997	37	202	320	321	1131	127	WCKY	1902	29	111	325	272	895	24	142	227	300	928	79	WCKY	17.0	3.3	12.2	29.3	29.3	20.4	2.7	14.2	19.1	28.0	18.5	4.5
1382	550	180		7	737	174	62	28	7	282	363	WGBN	1039	315	133		7	455	174	62	28	7	282	302	WGBN	9.3	35.5	14.6		.8	10.4	19.4	6.2	2.4	.7	5.6	17.4
1199	97	112	67		276	195	128	49	13	385	538	WJBJ	909	63	99	46		208	195	71	39	13	318	383	WJBJ	8.1	7.1	10.8	4.2		4.7	21.7	7.1	3.3	1.2	6.3	22.0
3731	176	336	438	339	1548	173	419	407	412	1852	331	WKRC	3083	176	307	355	305	1308	159	329	348	377	1553	222	WKRC	27.6	19.8	33.6	32.0	32.9	29.8	17.7	32.9	29.2	35.1	30.9	12.8
1435	444	101	38	8	591	284	44	41	7	380	464	WKRQ	1083	251	67	24	8	350	257	44	28	7	340	393	WKRQ	9.7	28.3	7.3	2.2	.9	8.0	28.6	4.4	2.4	.7	6.8	22.6
865	22	171	117	58	386	81	90	113	91	435	44	WLQA	820	22	171	117	58	386	81	90	91	83	390	44	WLQA	7.3	2.5	18.7	10.6	6.3	8.8	9.0	9.0	7.6	7.7	7.8	2.5
7040	285	772	920	736	3201	282	757	726	791	3202	637	WLW	3345	122	315	405	417	1530	117	309	345	460	1660	155	WLW	30.0	13.7	34.5	36.6	44.9	34.8	13.0	30.9	29.0	42.9	33.0	8.9
123		9	18	13	40	12	30	20	7	69	14	WLYK	123		9	18	13	40	12	30	20	7	69	14	WLYK	1.1		1.0	1.6	1.4	.9	1.3	3.0	1.7	.7	1.4	.8
330	43	37	103	41	224		25	40	23	92	14	*WNOP	309	43	37	93	41	214		25	29	23	81	14	*WNOP	2.8	4.8	4.1	8.4	4.4	4.9		2.5	2.4	2.1	1.6	.8
4100	592	349	171	76	1188	649	423	349	111	1657	1255	WSAI	3324	428	269	171	76	944	534	318	319	102	1309	1071	WSAI	29.8	48.2	29.5	15.4	8.2	21.5	59.4	31.8	26.8	9.5	26.0	61.7
784	39	94	129	62	333	91	126	91	77	407	44	WUBE	667	39	94	110	62	314	45	74	91	77	309	44	WUBE	6.0	4.4	10.3	9.9	6.7	7.1	5.0	7.4	7.6	7.2	6.1	2.5
575	44	62	103	46	273	65	72	95	20	263	39	WUBE FM	440	44	44	79	34	219	46	59	55	20	191	30	WUBE FM	3.9	5.0	4.8	7.1	3.7	5.0	5.1	5.9	4.6	1.9	3.8	1.7
2598	70	224	351	317	1048	110	320	365	403	1463	87	WWEZ	1938	53	130	256	258	769	92	188	264	324	1082	87	WWEZ	17.4	6.0	14.2	23.1	27.8	17.5	10.2	18.8	22.2	30.2	21.5	5.0
194		8	7	27	42		46	42	33	132	20	*WZIP	161		8	7	20	35		46	30	33	120	6	*WZIP	1.4		.9	.6	2.2	.8		4.6	2.5	3.1	2.4	.3
2478	115	225	377	275	1088	177	335	381	263	1253	137	WONE	205	11	9	22	19	61	11	29	57	19	116	28	WONE	1.8	1.2	1.0	2.0	2.0	1.4	1.2	2.9	4.8	1.8	2.3	1.6
TOTAL LISTENING IN METRO SURVEY AREA												10305	821	860	1052	869	4014	852	985	1115	992	4696	1595		92.3	92.5	94.2	94.9	93.6	91.3	94.8	98.4	93.6	92.5	93.4	91.8	

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

CUME Listening Estimates

CUME PERSONS -- TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS -- METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS -- METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	MEN					WOMEN								
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64		TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17
863	93	64	41	29	239	139	80	91	70	394	230	WCIN	803	93	64	41	29	239	113	80	79	59	345	219	WCIN	7.2	10.5	7.0	3.7	3.1	5.4	12.6	8.0	6.6	5.5	6.9	12.6
2910	98	119	520	357	1335	82	226	440	448	1456	119	WCKY	2425	73	96	463	288	1093	82	186	348	382	1249	83	WCKY	21.7	8.2	10.5	41.8	31.0	24.9	9.1	18.6	29.2	35.6	24.8	4.8
1344	380	134	39		553	305	35	65	7	412	379	WBN	1081	297	102	39		438	232	23	53	7	315	328	WBN	9.7	33.4	11.2	3.5		10.0	25.8	2.3	4.5	.7	6.3	18.9
3352	166	242	390	339	1302	274	367	428	383	1792	258	WKRC	2872	145	201	314	305	1090	222	287	403	336	1541	241	WKRC	25.7	16.3	22.0	28.3	32.9	24.8	24.7	28.7	33.8	31.3	30.6	13.9
2208	443	172	36		661	388	109	111	30	658	889	WKRQ	1783	377	148	36		571	275	90	83	24	492	720	WKRQ	16.0	42.5	16.2	3.2		13.0	30.6	9.0	7.0	2.2	9.8	41.5
1113	64	78	104	113	430	88	146	188	104	611	72	WLQA	960	64	78	83	104	389	88	107	148	90	518	53	WLQA	8.6	7.2	8.5	7.5	11.2	8.8	9.8	10.7	12.4	8.4	10.3	3.1
9548	489	857	1276	1035	4419	411	877	1048	1130	4293	836	WLW	5260	235	448	705	553	2335	202	525	622	615	2458	467	WLW	47.1	26.5	49.1	63.6	59.6	53.1	22.5	52.4	52.2	57.3	48.9	26.9
174		7	29	8	44		9	54	30	112	18	WLYK	164		7	29	8	44		9	54	20	102	18	WLYK	1.5		.8	2.6	.9	1.0		.9	4.5	1.9	2.0	1.0
345		84	95	42	221	11	37	33	12	110	14	WNOF	327		84	95	42	221	11	27	25	12	92	14	WNOF	2.9		9.2	8.6	4.5	5.0	1.2	2.7	2.1	1.1	1.8	.8
5384	588	446	243	96	1435	817	596	436	252	2153	1796	WSAI	3894	436	310	153	75	1018	573	455	337	182	1599	1277	WSAI	34.9	49.1	34.0	13.8	8.1	23.2	63.7	45.5	28.3	17.0	31.8	73.5
1464	143	157	19	18	351	347	134	91	57	643	470	WSAI FM	1275	128	157	19	18	336	280	122	69	57	542	397	WSAI FM	11.4	14.4	17.2	1.7	1.9	7.6	31.1	12.2	5.8	5.3	10.8	22.9
859	69	111	137	54	381	66	128	95	79	422	56	WUBE	707	29	87	90	49	265	52	128	95	69	398	44	WUBE	6.3	3.3	9.5	8.1	5.3	6.0	5.8	12.8	8.0	6.4	7.9	2.5
776	29	51	141	55	286	53	86	127	87	383	107	WUBE FM	563	29	51	78	41	209	22	68	89	71	280	74	WUBE FM	5.0	3.3	5.6	7.0	4.4	4.8	2.4	6.8	7.5	6.6	5.6	4.3
3235	63	201	509	363	1315	145	365	486	461	1749	171	WWEZ	2468	46	164	353	274	998	107	284	387	327	1356	114	WWEZ	22.1	5.2	18.0	31.9	29.5	22.7	11.9	28.4	32.5	30.5	27.0	6.6
182		13	36		69		21	37	7	101	12	WZIP	151		13	36		59		8	37	7	80	12	WZIP	1.4		1.4	3.2		1.3		.8	3.1	.7	1.6	.7
3329	200	324	375	400	1392	154	406	427	410	1702	235	WHIO	117		21		22	43	28	11	18	18	75	19	WHIO	1.2		2.3		2.4	1.0	3.1	1.1	1.5	1.7	1.5	1.1
2472	73	188	308	349	1041	152	234	323	343	1321	110	WHIO FM	99		30	9	14	53		8		27	35	11	WHIO FM	.9		3.3	.8	1.5	1.2		.8		2.5	.7	.6
2559	284	314	169	146	975	434	259	229	156	1105	479	WING	162		31		11	56	42	11	21		74	32	WING	1.5		3.4		1.2	1.3	4.7	1.1	1.8		1.5	1.8
2203	70	174	351	183	822	204	249	402	188	1172	209	WONE	187		31	12	11	54	42	11	30	18	101	32	WONE	1.7		3.4	1.1	1.2	1.2	4.7	1.1	2.5	1.7	2.0	1.8

TOTAL LISTENING IN METRO SURVEY AREA 10703 840 856 1067 873 4151 899 985 1150 1029 4829 1723 95.9 94.6 93.8 96.3 94.1 94.4 99.9 98.4 96.6 95.9 96.0 99.2

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

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

CINCINNATI
OCT/NOV 1975

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TOTAL 18+ %	TEENS 12-17 %															
	18-24	25-34	35-49	50-64	18+	18-24	25-34	35-49				50-64	18+	18-24	25-34	35-49	50-64	18+	18-24				25-34	35-49	50-64	18+	18-24	25-34	35-49	50-64			18+	18-24	25-34	35-49	50-64										
898	93	71	50	24	248	131	71	113	86	440	210	MCIN	891	93	71	50	24	248	131	71	113	79	433	210	MCIN	8.1	10.2	8.2	4.6	2.7	5.7	14.4	7.3	9.6	7.4	8.7	12.5										
2701	131	188	362	400	1321	115	187	311	351	1311	69	WKCY	2225	76	152	298	346	1066	95	162	261	306	1124	35	WKCY	20.2	8.3	17.6	27.2	38.3	24.6	10.4	16.6	22.1	28.8	22.6	2.1										
2008	485	205	93	11	804	513	94	77	23	717	487	WBN	1693	404	172	86	11	683	373	86	77	23	569	441	WBN	15.4	44.2	19.9	7.8	1.2	15.8	40.9	8.8	6.5	2.2	11.4	26.2										
4045	340	447	379	291	1697	359	466	390	453	1969	379	WKRC	2901	179	261	250	226	1119	174	395	287	408	1922	260	WKRC	26.4	19.6	30.2	22.8	25.0	25.8	19.1	40.5	24.3	38.5	30.6	15.5										
2551	428	108	40	19	604	485	162	155	16	826	1121	WKRQ	1827	286	75	32	19	421	357	115	122	16	610	796	WKRQ	16.6	31.3	8.7	2.9	2.1	9.7	39.1	11.8	10.3	1.5	12.3	47.4										
1096	55	137	142	57	453	58	158	187	128	606	37	WLQA	771	55	120	108	42	375	43	84	144	74	381	15	WLQA	7.0	6.0	13.9	9.8	4.6	8.7	4.7	8.6	12.2	7.0	7.7	.9										
8138	345	783	993	850	3568	452	875	869	1021	3975	595	WLW	4320	132	445	577	393	1829	213	529	463	603	2208	283	WLW	39.3	14.4	51.5	52.6	43.5	42.2	23.4	54.2	39.2	56.8	44.4	16.8										
161	19	17	24	10	70	13	25	31	9	78	13	WLYK	161	19	17	24	10	70	13	25	31	9	78	13	WLYK	1.5	2.1	2.0	2.2	1.1	1.6	1.4	2.6	2.6	.8	1.6	.8										
424	71	69	66	24	242	27	50	39	38	166	16	*WNOP	372	71	35	56	24	198	27	50	39	30	158	16	*WNOP	3.4	7.8	4.1	5.1	2.7	4.6	3.0	5.1	3.3	2.8	3.2	1.0										
4870	610	438	224	154	1513	752	571	419	163	1981	1376	WSAI	3603	401	342	224	119	1145	522	440	320	133	1482	976	WSAI	32.8	43.9	39.6	20.4	13.2	26.4	57.2	45.1	27.1	12.5	29.8	58.1										
1410	139	180	30	7	365	310	152	72	37	608	437	WSAI FM	921	77	127	30		243	182	81	64	23	364	314	WSAI FM	8.4	8.4	14.7	2.7		5.6	20.0	8.3	5.4	2.2	7.3	18.7										
674	35	75	97	43	293	38	93	120	73	324	57	WUBE	595	35	75	87	43	283	28	81	91	73	273	39	WUBE	5.4	3.8	8.7	7.9	4.8	6.5	3.1	8.3	7.7	6.9	5.5	2.3										
722	30	120	93	27	312	35	97	106	92	367	43	WUBE FM	496	30	31	93	27	187	14	75	92	70	277	32	WUBE FM	4.5	3.3	3.6	8.5	3.0	4.3	1.5	7.7	7.8	6.6	5.6	1.9										
2829	93	225	331	333	1130	121	314	545	342	1568	131	WWEZ	2081	93	142	260	218	815	85	224	394	252	1170	96	WWEZ	18.9	10.2	16.4	23.7	24.1	18.8	9.3	23.0	33.3	23.8	23.5	5.7										
350		20	16	12	97		29	36	80	221	32	*WZIP	350		20	16	12	97		29	36	80	221	32	*WZIP	3.2		2.3	1.5	1.3	2.2		3.0	3.0	7.5	4.4	1.9										
2999	514	324	182	99	1173	422	344	230	96	1189	637	WING	195	52	30	7		89	28	18	15		61	45	WING	1.8	5.7	3.5	.6		2.1	3.1	1.8	1.3		1.2	2.7										
2322	124	231	361	242	1064	96	333	305	257	1057	201	WONE	176		11	30	20	71	28	37	8	17	90	15	WONE	1.6		1.3	2.7	2.2	1.6	3.1	3.8	.7	1.6	1.8	.9										
TOTAL LISTENING IN METRO SURVEY AREA												10342	830	854	1024	816	4009	897	939	1142	988	4716	1617													94.1	90.8	98.8	93.3	90.3	92.5	98.4	96.2	96.6	93.1	94.8	96.2

																								MONDAY-FRIDAY 6.00 AM-MIDNIGHT																							
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TOTAL 18+ %	TEENS 12-17 %															
	18-24	25-34	35-49	50-64	18+	18-24	25-34	35-49				50-64	18+	18-24	25-34	35-49	50-64	18+	18-24				25-34	35-49	50-64	18+	18-24	25-34	35-49	50-64			18+	18-24	25-34	35-49	50-64										
826	93	71	25	24	223	131	71	102	61	393	210	MCIN	819	93	71	25	24	223	131	71	102	54	386	210	MCIN	7.5	10.2	8.2	2.3	2.7	5.1	14.4	7.3	8.6	5.1	7.8	12.5										
2340	131	178	326	347	1203	101	151	267	277	1098	39	WKCY	1938	76	142	273	293	959	81	126	236	238	952	27	WKCY	17.6	8.3	16.4	24.9	32.4	22.1	8.9	12.9	20.0	22.4	19.1	1.6										
1839	474	205	62		751	480	76	61	14	641	447	WBN	1534	393	172	55		630	350	68	61	14	503	401	WBN	14.0	43.0	19.9	5.0		14.5	38.4	7.0	5.2	1.3	10.1	23.9										
3582	289	390	298	283	1482	315	378	361	409	1744	356	WKPC	2675	161	229	236	226	1045	151	345	272	380	1394	236	WKPC	24.3	17.6	26.5	21.5	25.0	24.1	16.6	35.3	23.0	35.8	28.0	14.0										
2294	416	79	40	6	550	442	147	130	16	743	1001	WKRQ	1660	274	53	32	6	374	343	100	104	16	563	723	WKRQ	15.1	30.0	6.1	2.9	.7	8.6	37.6	10.2	8.8	1.5	11.3	43.0										
914	55	116	126	50	387	28	137	162	101	503	24	WLQA	618	55	99	93	36	310	28	63	119	47	293	15	WLQA	5.6	6.0	11.5	8.5	4.0	7.2	3.1	6.5	10.1	4.4	5.9	.9										
6957	314	631	835	756	3060	437	748	698	904	3441	456	WLW	3693	114	383	482	356	1617	199	449	362	518	1888	188	WLW	33.6	12.5	44.3	43.9	39.4	37.3	21.8	46.0	30.6	48.8	37.9	11.2										
119		17	8	10	35	13	25	24	9	71	13	WLYK	119		17	8	10	35	13	25	24	9	71	13	WLYK	1.1		2.0	.7	1.1	.8	1.4	2.6	2.0	.8	1.4	.8										
403	71	62	66	24	235	27	50	39	24	152	16	*WNOP	351	71	28	56	24	191	27	50	39	16	144	16	*WNOP	3.2	7.8	3.2	5.1	2.7	4.4	3.0	5.1	3.3	1.5	2.9	1.0										
4286	532	383	193	111	1295	664	525	361	140	1766	1225	WSAI	3216	364	287	193	76	979	507	411	262	110	1357	880	WSAI	29.3	39.8	33.2	17.6	8.4	22.6	55.6	42.1	22.2	10.4	27.3	52.3										
1199	121	150	30	7	317	267	110	48	27	489	393	WSAI FM	764	77	96	30		212	140	66	41	13	274	278	WSAI FM	6.9	8.4	11.1	2.7		4.9	15.4	6.8	3.5	1.2	5.5	16.5										
567	35	48	82	27	235	38	69	95	73	275	57	WUBE	502	35	48	72	27	225	28	56	81	73	238	39	WUBE	4.6	3.8	5.6	6.6	3.0	5.2	3.1	5.7	6.9	6.9	4.8	2.3										
645	12	120	62	27	263	35	97	86	92	347	35	WUBE FM	418	12	31	62	27	138	14	75	71	70	256	24	WUBE FM	3.8	1.3	3.6	5.7	3.0	3.2	1.5	7.7	6.0	6.6	5.1	1.4										
2302	74	144	270	293	864	107	249	507	288	1348	90	WWEZ	1701	74	93	200	208	647	71	189	355	219	1000	54	WWEZ	15.5	8.1	10.8	18.2	23.0	14.9	7.8	19.4	30.0	20.6	20.1	3.2										
306		20	16	12	87		29	18	80	203	16	*WZIP	306		20	16	12	87		29	18	80	203	16	*WZIP	2.8		2.3	1.5	1.3	2.0		3.0	1.5	7.5	4.1	1.0										
2482	376	269	133	48	863	391	299	209	65	1053	566	WING	166	52	10	7		69	28	9	15		52	45	WING	1.5	5.7	1.2	.6		1.6	3.1	.9	1.3		1.0	2.7										
2087	124	215	345	235	1017	96	265	257	247	895	175	WONE	150		11	30	20	71	28	19		17	64	15	WONE	1.4		1.3	2.7	2.2	1.6	3.1	1.9		1.6	1.3	.9										
TOTAL LISTENING IN METRO SURVEY AREA												10235	830	854	1009	799	3967	897	929	1134	965	4652	1617													93.1	90.8	98.8	92.0	88.4	91.5	98.4	95.2	95.9	91.0	93.5	96.2

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

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	
												CKLW	79	28	1	5	6	40	15	2	3	2	22	17	CKLW	5.0	28.0	1.0	2.5	3.9	6.3	14.4	1.7	1.4	1.2	3.1	7.3
61	8	6	4		18	2	9	13	5	32	11	*WABQ	55	8	6	4		18	2	7	12	5	26	11	*WABQ	3.5	8.0	5.8	2.0		2.8	1.9	5.9	5.7	3.0	3.7	4.7
52		6	8	5	19	3	9	8	6	29	4	*WBEA FM	31		6	4	5	15		5	4	6	15	1	*WBEA FM	2.0		5.8	2.0	3.3	2.4		4.2	1.9	3.6	2.1	.4
51	9	8		3	20		15	7	5	27	4	*WCUY FM	45	8	8		2	18		12	6	5	23	4	*WCUY FM	2.9	8.0	7.8		1.3	2.8		10.2	2.9	3.0	3.3	1.7
220	12	23	32	23	101	8	14	49	26	107	12	WDBN FM	91	5	8	15	11	39	2	5	26	13	46	6	WDBN FM	5.8	5.0	7.8	7.6	7.2	6.1	1.9	4.2	12.4	7.9	6.5	2.6
114	8	6	15	8	46	7	10	22	18	62	6	WDOK FM	112	8	6	15	8	46	7	8	22	18	60	6	WDOK FM	7.1	8.0	5.8	7.6	5.3	7.2	6.7	6.8	10.5	10.9	8.5	2.6
651	44	51	83	82	313	17	37	76	71	274	64	WERE	612	41	39	80	82	295	17	33	73	67	257	60	WERE	38.9	41.0	37.9	40.3	53.9	46.3	16.3	27.9	34.8	40.7	36.4	25.9
102	11	10	15	6	46	4	14	12	4	50	6	WERE FM	87	8	8	13	6	39	2	13	9	4	44	4	WERE FM	5.5	8.0	7.8	6.6	3.9	6.1	1.9	11.0	4.3	2.4	6.2	1.7
591	20	32	104	70	259	14	46	97	73	301	31	*WGAR	470	16	17	85	62	206	13	33	79	58	240	24	*WGAR	29.9	16.0	16.5	42.9	40.8	32.3	12.5	27.9	37.6	35.3	34.0	10.3
74	4	2	11	6	23		6	23	3	45	6	*WGAR FM	54		2	8	4	14		3	20	2	36	4	*WGAR FM	3.4		1.9	4.0	2.6	2.2		2.5	9.5	1.2	5.1	1.7
428	54	25	25	29	146	49	22	33	37	165	117	WHK	331	34	23	18	19	107	43	21	27	28	138	86	WHK	21.0	34.0	22.4	9.1	12.5	16.8	41.3	17.8	12.9	17.0	19.6	37.1
136	10	11	23	13	57	13	10	25	17	70	9	WHK FM	118	8	7	22	12	49	11	10	20	16	62	7	WHK FM	7.5	8.0	6.8	11.1	7.9	7.7	10.6	8.5	9.5	9.7	8.8	3.0
												*WHLO	21			2	1	3		7	4	3	14	4	*WHLO	1.3			1.0	.7	.5	6.7	3.4	1.4		2.0	1.7
446	69	20	33	18	144	59	20	38	24	141	161	WIXY	417	61	19	31	18	133	55	20	36	24	135	149	WIXY	26.5	61.1	18.5	15.6	11.8	20.9	52.8	16.9	17.1	14.6	19.1	64.3
77	13	6	8	4	35	2	5	12	9	28	14	WJMO	75	13	6	6	4	33	2	5	12	9	28	14	WJMO	4.8	13.0	5.8	3.0	2.6	5.2	1.9	4.2	5.7	5.5	4.0	6.0
581	20	49	101	57	267	29	49	89	57	279	35	WJW	498	13	39	91	54	237	22	39	77	47	231	30	WJW	31.6	13.0	37.9	45.9	35.5	37.2	21.1	33.0	36.7	28.6	32.8	12.9
114	3	13	6	11	42	4	7	20	24	70	2	WJW FM	78		4	5	10	28	4	7	15	18	49	1	WJW FM	5.0		3.9	2.5	6.6	4.4	3.8	5.9	7.1	10.9	6.9	.4
913	96	61	64	75	325	104	66	79	73	343	245	WKYC	510	40	42	42	52	198	60	35	41	46	198	114	WKYC	32.4	40.0	40.8	21.2	34.2	31.1	57.6	29.6	19.5	28.0	28.1	49.2
66	9	4	9	2	28	2	4	7	9	33	5	WKYC FM	42		4	7	2	17		3	4	6	24	1	WKYC FM	2.7		3.9	3.5	1.3	2.7		2.5	1.9	3.6	3.4	.4
77	7	5	8	9	33	6	6	7	15	39	5	WNOB FM	61	3	3	5	8	23	6	3	7	13	34	4	WNOB FM	3.9	3.0	2.9	2.5	5.3	3.6	5.8	2.5	3.3	7.9	4.8	1.7
49	12	1	6	6	30		2	6	5	18	1	*WPVL	49	12	1	6	6	30		2	6	5	18	1	*WPVL	3.1	12.0	1.0	3.0	3.9	4.7		1.7	2.9	3.0	2.6	.4
												WSLR	88	11	13	7	8	43	2	5	7	15	40	5	WSLR	5.6	11.0	12.6	3.5	5.3	6.8	1.9	4.2	3.3	9.1	5.7	2.2
46		4	1	14		1	2	10	10	28	4	*WXEN FM	39			2	1	12		2	10	6	23	4	*WXEN FM	2.5			1.0	.7	1.9		1.7	4.8	3.6	3.3	1.7
TOTAL LISTENING IN METRO SURVEY AREA												1503	97	92	194	140	603	98	110	203	158	677	223		95.9	97.1	89.4	97.8	92.1	94.1	94.0	93.1	96.7	96.0	96.0	96.2	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (†) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
4655	821	224	308	82	1470	850	293	383	155	1692	1493	CKLW	2693	588	139	146	47	955	535	218	139	68	960	778	CKLW	16.4	50.8	13.0	7.7	3.0	14.5	42.4	17.9	6.9	3.9	13.0	31.2
1005	150	20	107	34	338	121	71	114	75	381	286	*WABQ	938	150	20	107	39	338	121	71	114	75	381	219	*WABQ	5.7	13.0	1.9	5.6	2.4	5.1	9.6	5.8	5.7	4.3	5.2	8.8
930	43	75	135	90	394	45	65	163	171	495	41	WAKR FM	193		7	43	30	80		6	43	64	113		WAKR FM	1.2			.7	2.3	1.9	1.2		.5	2.1	3.7	1.5
864		92	130	69	291	26	164	192	98	535	43	WCJW FM	511		43	96	69	208	20	59	149	55	289	14	WCJW FM	3.1		4.0	5.0	4.3	3.2	1.6	4.8	7.4	3.2	3.9	.6
496	18	20	77	66	203	20	18	54	107	265	28	*WCLV FM	489	18	20	77	59	196	20	18	54	107	265	28	*WCLV FM	3.0	1.6	1.9	4.0	3.7	3.0	1.6	1.5	2.7	6.2	3.6	1.1
514	62	78	66	27	233	40	79	97	52	268	13	*WCUY FM	424	62	60	66		188	40	71	73	39	223	13	*WCUY FM	2.6	5.4	5.6	3.5		2.9	3.2	5.8	3.6	2.3	3.0	.5
1960	55	288	197	197	833	111	274	370	234	1063	64	WDBN FM	779	18	100	80	102	335	53	72	148	132	444		WDBN FM	4.7	1.6	9.4	4.2	6.4	5.1	4.2	5.9	7.4	7.6	6.0	
2597	53	197	310	236	996	148	288	404	458	1545	56	WDDK FM	2224	53	173	256	227	904	140	218	351	407	1264	56	WDDK FM	13.5	4.6	16.2	13.4	14.3	13.7	11.1	17.9	17.5	23.5	17.2	2.2
415	133	20	49	59	260	67		33	27	127	28	*WELW	392	110	20	48	59	237	67		33	27	127	28	*WELW	2.4	9.5	1.9	2.5	3.7	3.6	5.3		1.6	1.6	1.7	1.1
4508	310	329	608	673	2245	149	205	506	676	1842	421	WERE	4399	310	295	590	678	2194	149	205	494	656	1805	400	WERE	26.8	26.8	27.7	31.0	42.6	33.3	11.8	16.8	24.6	37.9	24.5	16.0
704	46	60	43	110	404	20	56	54	112	286	14	WERE FM	657	36	60	43	116	394	20	29	54	112	249	14	WERE FM	4.0	3.1	5.6	2.3	7.3	6.0	1.6	2.4	2.7	6.5	3.4	.6
3676	149	225	412	505	1615	241	259	426	459	1763	298	*WGAR	3030	115	156	343	417	1323	189	213	330	390	1473	234	*WGAR	18.4	9.9	14.6	18.0	25.9	20.1	15.0	17.5	16.4	22.5	20.0	9.4
588		30	55	51	213	28	44	62	160	361	14	*WNCR FM	453			55	30	153	20	35	37	127	286	14	*WNCR FM	2.8			2.9	1.9	2.3	1.6	2.9	1.8	7.3	3.9	.6
2955	237	148	455	283	1223	385	275	280	332	1397	335	WHK	2376	107	139	364	212	913	288	235	268	313	1207	256	WHK	14.5	9.2	13.0	19.1	13.3	13.9	22.8	19.3	13.3	18.1	16.4	10.3
5225	800	171	303	259	1581	735	258	521	251	1830	1814	WIXY	4714	641	152	236	259	1323	633	258	494	251	1690	1701	WIXY	28.7	55.4	14.3	12.4	16.3	20.1	50.1	21.2	24.6	14.5	23.0	68.2
1888	221	135	199	127	717	190	141	227	169	748	423	WJMD	1888	221	135	199	127	717	190	141	227	169	748	423	WJMD	11.5	19.1	12.7	10.4	8.0	10.9	15.0	11.6	11.3	9.8	10.2	17.0
494		106	104	35	250	20	18	115	63	216	28	WJR	272		65	74		139	20	18	54	13	105	28	WJR	1.7		6.1	3.9		2.1	1.6	1.5	2.7	.9	1.4	1.1
3826	46	330	729	518	1751	128	434	557	412	1848	227	WJW	3493	36	297	669	486	1592	120	401	531	354	1702	199	WJW	21.3	3.1	27.9	35.1	30.5	24.2	9.5	32.9	26.4	20.5	23.1	8.0
5655	550	545	530	375	2194	677	554	547	625	2826	635	WKYC	3374	263	239	297	261	1238	353	255	330	501	1825	311	WKYC	20.5	22.7	22.4	15.6	16.4	18.8	27.9	20.9	16.4	28.9	24.8	12.5
817	61	115	112	22	384	29	101	73	153	395	38	*WKYC FM	572	18	40	108	15	255		35	69	136	279	38	*WKYC FM	3.5	1.6	3.8	5.7	.9	3.9		2.9	3.4	7.9	3.8	1.5
1020	181	138	35	22	411	168	132	35	122	485	124	WMMS FM	643	89	66	31	22	243	96	94	29	64	311	89	WMMS FM	3.9	7.7	6.2	1.6	1.4	3.7	7.6	7.7	1.4	3.7	4.2	3.6
290		20	75	36	164		12	34	52	98	28	*WPVL	290		20	75	36	164		17	34	52	98	28	*WPVL	1.8		1.9	3.9	2.3	2.5		1.0	1.7	3.0	1.3	1.1
3021	97	363	528	364	1423	175	318	429	289	1370	228	WSLR	1107	29	157	190	166	542	62	89	170	145	532	33	WSLR	6.7	2.5	14.7	10.0	10.4	9.2	4.9	7.3	8.5	8.4	7.2	1.3
538		25	53	32	195	20	35	91	109	343		WXEN FM	538		25	53	82	195	20	35	91	109	343		WXEN FM	3.3		2.3	2.8	5.2	3.0	1.6	2.9	4.5	6.3	4.7	
657	16	20	114	53	253	40	26	110	103	390	14	*WZAK FM	496	18	20	114		187	40	18	94	32	295	14	*WZAK FM	3.0	1.6	1.9	6.0		2.8	3.2	1.5	4.7	1.8	4.0	.6

TOTAL LISTENING IN METRO SURVEY AREA 15744 1158 1046 1837 1508 6281 1214 1177 1966 1640 7037 2426 95.8 99.9 98.1 96.4 94.7 95.5 96.1 96.6 97.9 94.7 95.6 97.3

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS — METRO SURVEY AREA IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA															
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
967	152	66	41	24	293	126	154	119	42	461	213	*WABQ	957	152	66	41	24	283	126	154	119	42	461	213	*WABQ	5.9	14.7	5.4	2.3	1.6	4.4	10.3	11.6	6.1	2.4	6.3	8.5
740	26	49	103	54	281	28	33	99	113	435	24	*WCLV FM	667	26	49	77	54	255	28	33	92	108	388	24	*WCLV FM	4.1	2.5	4.0	4.3	3.5	4.0	2.3	2.5	4.7	6.3	5.3	1.0
401	26	51	63	49	213	28	50	28	54	160	28	*WCUY FM	392	26	51	54	49	204	28	50	28	54	160	28	*WCUY FM	2.4	2.5	4.2	3.0	3.2	3.2	2.3	3.8	1.4	3.1	2.2	1.1
2460	91	247	341	357	1105	98	331	360	318	1306	49	WDBN FM	801	23	55	105	165	348		115	140	135	453		WDBN FM	4.9	2.2	4.5	5.8	10.7	5.5		8.7	7.2	7.9	6.2	
3398	150	139	503	400	1321	200	306	603	597	1958	119	WDOQ FM	3016	150	139	419	383	1205	154	294	475	527	1692	119	WDOQ FM	18.6	14.5	11.4	23.2	24.7	18.9	12.6	22.2	24.5	30.7	23.1	4.8
4019	125	306	513	435	1758	126	222	444	609	1866	395	WERE	3880	125	290	481	427	1692	126	193	417	601	1793	395	WERE	23.9	12.1	23.7	26.6	27.6	26.5	10.3	14.5	21.5	35.0	24.4	15.8
4867	594	504	440	338	2031	673	395	515	378	2265	571	WGAR	2952	286	294	286	247	1227	342	246	398	252	1411	314	WGAR	18.2	27.7	24.1	15.8	16.0	19.2	28.1	18.5	20.5	14.7	19.2	12.5
721	111	67	26	52	271	120	107	71	55	382	69	WGCL FM	489	111	51	26	24	212	51	65	58	28	222	55	WGCL FM	3.0	10.8	4.2	1.4	1.6	3.3	4.2	4.9	3.0	1.6	3.0	2.2
3582	235	259	465	356	1543	100	332	520	576	1829	210	WHK	3119	217	213	356	325	1298	100	289	438	557	1641	180	WHK	19.2	21.0	17.4	19.7	21.0	20.3	8.2	21.8	22.6	32.5	22.4	7.2
4629	762	325	219	85	1408	912	223	388	172	1715	1506	WIXY	4179	638	310	211	85	1261	718	223	368	172	1501	1417	WIXY	25.8	61.8	25.4	11.7	5.5	19.8	58.9	16.8	19.0	10.0	20.5	56.6
1728	152	182	95	61	541	168	214	228	91	779	408	WJMO	1728	152	182	95	61	541	168	214	228	91	779	408	WJMO	10.7	14.7	14.9	5.3	3.9	8.5	13.8	16.1	11.8	5.3	10.6	16.3
4460	146	313	751	426	1860	142	449	733	642	2291	309	WJW	3777	124	266	662	364	1610	98	314	656	555	1921	246	WJW	23.3	12.0	21.8	36.7	23.5	25.7	8.0	23.7	33.8	32.4	26.2	9.8
5380	514	564	535	449	2256	615	581	554	453	2536	588	WKYC	3047	313	287	313	301	1328	291	265	358	328	1470	249	WKYC	18.8	30.3	23.5	17.3	19.4	20.8	23.9	20.0	18.5	19.1	20.0	9.9
782	40	49	32	88	255	59	72	44	218	461	66	WKYC FM	533	46	49	26	59	204	21	16	44	161	282	47	WKYC FM	3.3	4.5	4.0	1.4	3.8	3.2	1.7	1.2	2.3	9.4	3.8	1.9
1556	433	83	75	66	671	241	72	99	90	502	383	WMMS FM	843	190	52	52	38	346	102	16	55	63	236	261	WMMS FM	5.2	18.4	4.3	2.9	2.5	5.4	8.4	1.2	2.8	3.7	3.2	10.4
2154	481	144	62	28	717	379	29	143	50	601	836	WNCR FM	1507	304	87	46	24	461	257	29	93	39	418	628	WNCR FM	9.3	29.5	7.1	2.5	1.6	7.2	21.1	2.2	4.8	2.3	5.7	25.1
333		35	68	18	121	67	52	38	37	194	15	*WPVL	330		35	68	18	121	67	52	38	37	194	15	*WPVL	2.0		2.9	3.8	1.2	1.9	5.5	3.9	2.0	2.2	2.6	.6
746	50	91	53	32	241	17	96	171	96	465	40	WQAL FM	467	42	78	13	24	157	9	18	113	82	289	21	WQAL FM	2.9	4.1	6.4	.7	1.6	2.5	.7	1.4	5.8	4.8	3.9	.8
469			65	75	199	40	31	44	103	258	12	*WXEN FM	402			65	47	161	40	16	44	89	229	12	*WXEN FM	2.5			3.6	3.0	2.5	3.3	1.2	2.3	5.2	3.1	.5
624		33	87	125	255	21	22	101	210	363	6	*WZAK FM	524		33	78	97	208	21	16	96	188	321	6	*WZAK FM	3.3		2.7	4.3	6.3	3.3	1.7	1.2	4.9	11.0	4.4	
4924	628	304	174	143	1273	751	299	451	210	1711	1940	CKLW	2443	345	171	88	56	684	333	193	139	108	773	986	CKLW	15.1	33.4	14.0	4.9	3.6	10.7	27.3	14.5	7.2	6.3	10.5	39.4
1560	134	140	157	169	703	92	216	176	112	790	67	WAKR FM	567	76	16	39	35	239	28	81	55	47	316	12	WAKR FM	3.5	7.4	1.3	2.2	2.3	3.7	2.3	6.1	2.8	2.7	4.3	.5
732		208	101	105	414	12	52	82	125	318		*WBEA FM	327		25	65	47	137		16	23	104	190		*WBEA FM	2.0		2.0	3.6	3.0	2.1		1.2	1.2	6.1	2.6	
2472	5	368	406	265	1165	50	242	383	284	1143	164	WSLR	851	5	75	139	94	308	30	121	129	96	471	72	WSLR	5.2		6.1	7.7	6.1	4.8	2.5	9.1	6.6	5.6	6.4	2.9
TOTAL LISTENING IN METRO SURVEY AREA													15200	1006	1167	1693	1310	5825	1190	1294	1866	1608	6975	2396													
													93.7	97.5	95.5	93.7	84.6	91.3	97.7	97.5	96.2	93.8	95.1	95.7													

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (f) means AM-FM Combination was not simulcast for complete time period. (H) means refer to Special Notes on Page 5

CUME Listening Estimates

CLEVELAND
OCTOBER/NOVEMBER 1971

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
927	69	37	111	40	291	104	132	129	57	493	143	*WABQ	927	69	37	111	40	291	104	132	129	57	493	143	*WABQ	5.6	6.1	2.9	6.2	2.6	4.5	8.4	9.6	6.7	3.3	6.7	5.7	
605	24		86	91	251	27	15	120	75	354		*WCLV	560	24		86	73	233	27	15	112	75	327		*WCLV	3.4	2.1		4.8	4.7	3.6	2.2	1.1	5.8	4.4	4.4		
2043	99	69	340	202	824	168	151	450	249	1092	127	WDBN	683	53	21	124	93	308		66	173	87	362	13	WDBN	4.2	4.7	1.7	6.9	6.0	4.7		4.8	9.0	5.0	4.9	.5	
2494	63	276	474	293	1204	70	234	514	463	1602	88	WDOK	2523	63	235	397	272	1050	40	260	460	418	1400	73	WDOK	15.4	5.6	18.6	22.1	17.5	16.1	3.2	19.0	23.9	24.2	18.9	2.9	
561	47	43	48	56	226	9	118	73	90	290	45	WELW FM	354		29	39	49	134	9	48	57	77	191	29	WELW FM	2.2		2.3	2.2	3.2	2.1	.7	3.5	3.0	4.5	2.6	1.2	
3676	82	228	515	555	1730	89	109	539	608	1779	167	WERE	3602	66	214	505	555	1690	89	109	532	608	1753	159	WERE	21.9	5.9	16.9	28.2	35.8	26.0	7.2	7.9	27.6	35.3	23.7	6.3	
5340	458	852	515	397	2320	791	420	558	318	2266	754	WGAR	3231	297	464	234	287	1365	488	203	391	215	1457	409	WGAR	19.7	26.4	36.7	13.1	18.5	21.0	39.6	14.8	20.3	12.5	19.7	16.3	
1480	251	249	59	45	604	287	204	75	61	668	208	WGCL	97	173	149	31	38	391	144	148	75	55	463	125	WGCL	6.0	15.4	11.8	1.7	2.5	6.0	11.7	10.8	3.9	3.2	6.3	5.0	
4510	257	430	667	712	2266	203	407	601	456	1968	276	WHK	4078	242	385	593	616	2036	188	370	534	423	1797	245	WHK	24.8	21.5	30.4	33.1	39.7	31.3	15.3	27.0	27.7	24.5	24.3	9.7	
4471	820	177	157	132	1286	793	292	324	170	1594	1591	WIXY	3836	694	177	148	125	1144	575	284	300	157	1331	1361	WIXY	23.4	61.7	14.0	8.3	8.1	17.6	46.7	20.7	15.6	9.1	18.0	54.1	
2203	193	184	253	168	849	222	199	260	198	924	430	WJMO	2176	193	184	253	150	831	222	199	260	189	915	430	WJMO	13.2	17.2	14.5	14.1	9.7	12.8	18.0	14.5	13.5	11.0	12.4	17.1	
3823	74	380	853	469	1958	71	351	690	317	1703	162	WJW	3282	74	274	753	386	1653	27	314	576	284	1475	154	WJW	20.0	6.6	21.7	42.0	24.9	25.4	2.2	22.9	29.9	16.5	19.9	6.1	
6311	457	555	714	396	2489	709	688	764	472	3132	690	WKYC	4088	283	308	475	323	1639	314	412	562	399	2034	415	WKYC	24.9	25.2	24.3	26.5	20.8	25.2	25.5	30.0	29.2	23.1	27.5	16.5	
908	84	35	64	55	304	27	69	143	213	570	34	WKYC FM	723	21	21	46	48	202	27	60	143	147	495	26	WKYC FM	4.4	1.9	1.7	2.6	3.1	3.1	2.2	4.4	7.4	8.5	6.7	1.0	
320	21	21	31	25	98	13	56		25	94	128	WLYT	320	21	21	31	25	98	13	56		25	94	128	WLYT	1.9	1.9	1.7	1.7	1.6	1.5	1.1	4.1		1.5	1.3	5.1	
1669	537	218	33	38	843	167	115	71	50	403	423	WMMS	881	262	81	15	38	413	54	64	49	50	217	251	WMMS	5.4	23.3	6.4	.8	2.5	6.3	4.4	4.7	2.5	2.9	2.9	10.0	
2295	713	222	49	38	1022	323	105	102	122	682	591	WNCR	1490	452	102	38	38	630	202	45	72	90	439	421	WNCR	9.1	40.2	8.1	2.1	2.5	9.7	16.4	3.3	3.7	5.2	5.9	16.7	
326	24		48	24	134		15	76	36	170	22	*WPVL	287	24		48	24	116		15	76	36	149	22	*WPVL	1.7	2.1		2.7	1.5	1.8		1.1	3.9	2.1	2.0	.9	
1327	81	154	239	71	593		129	277	227	693	41	WQAL	1061	81	99	156	71	440		128	262	172	595	26	WQAL	6.5	7.2	7.8	8.7	4.6	6.8		8.7	13.6	10.0	8.0	1.0	
295		21	47	75	160		45	13	77	135		WXEN	295		21	47	75	160		45	13	77	135		WXEN	1.8		1.7	2.6	4.8	2.5		3.3	.7	4.5	1.8		
470		21	77	25	156	63	30	65	94	314		*WZAK	372		21	77	25	156		30	58	87	216		*WZAK	2.3		1.7	4.3	1.6	2.4		2.2	3.0	5.0	2.9		
4727	642	249	121	67	1096	1061	350	294	124	1897	1734	CKLW	2469	393	101	55	26	592	589	139	80	65	941	936	CKLW	15.0	34.9	8.0	3.1	1.7	9.1	47.8	10.1	4.2	3.8	12.7	37.2	
1285	55	227	134	114	609	60	103	197	160	577	99	WAKR FM	327	24	63	8	12	140		60	63	55	178	9	WAKR FM	2.0	2.1	5.0	.4	.8	2.2		4.4	3.3	3.2	2.4	.4	
365		83	40	26	149	27	30	81	39	177	39	*WBEA	242		42	31	26	99	27		65	12	104	39	*WBEA	1.5		3.3	1.7	1.7	1.5	2.2		3.4	.7	1.4	1.6	
1035	76	32	292	160	578	58	30	68	175	393	64	WJR	344	24	18	140	57	239			26	57	105		WJR	2.1	2.1	1.4	7.8	3.7	3.7			1.3	3.3	1.4		
2233	31	228	368	272	1025	117	206	273	298	1086	122	WSLR	71		50	125	95	303	56	69	125	97	403	13	WSLR	4.4		4.0	7.0	6.1	4.7	4.5	5.0	6.5	5.6	5.4	.5	
TOTAL LISTENING IN METRO SURVEY AREA													15697	1125	1265	1762	1476	6287	1204	1357	1865	1603	6985	2425		95.6	99.9	99.9	98.3	95.2	96.6	97.8	98.9	96.8	93.0	94.4	96.4	

DAY PARTS
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CLEVELAND
APRIL/MAY 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
967	108	56	90	31	307	134	112	183	39	483	177	*WABQ	960	108	56	90	31	307	134	112	183	39	483	170	*WABQ	5.8	9.6	4.4	5.0	2.0	4.7	10.9	8.2	9.5	2.3	6.5	6.8
645	21	33	42	171	297	87	24	48	105	316	32	*WCLV	569	21	33	42	132	258	66	16	48	97	279	32	*WCLV	3.5	1.9	2.6	2.3	8.5	4.0	5.4	1.2	2.5	5.6	3.8	1.3
1938	66	191	283	308	914	127	245	220	303	972	52	WDBN	567	25	65	104	73	267	52	68	65	30	265	35	WDBN	3.5	2.2	5.1	5.8	4.7	4.1	4.2	5.0	3.4	1.7	3.6	1.4
2857	100	233	188	369	1076	200	311	379	471	1660	121	WDOK	2559	100	206	150	333	975	200	247	323	450	1470	114	WDOK	15.6	8.9	16.3	8.4	21.5	15.0	16.2	18.0	16.8	26.1	19.9	4.5
321	21	28	45	74	168			58	69	140	13	*WELW	311	21	28	45	74	168			48	69	130	13	*WELW	1.9	1.9	2.2	2.5	4.8	2.6			2.5	4.0	1.8	.5
541	69	26	70	45	240	20	56	99	65	280	21	WELW FM	394	69		70	45	214			70	57	167	13	WELW FM	2.4	6.1		3.9	2.9	3.3			3.6	3.3	2.3	.5
5105	333	361	686	488	2261	240	296	656	652	2306	538	WERE	5069	333	361	662	488	2237	240	296	644	652	2294	538	WERE	30.9	29.6	28.5	36.9	31.5	34.4	19.5	21.6	33.4	37.8	31.0	21.4
4994	499	630	362	319	2062	767	538	350	363	2212	720	WGAR	3461	339	385	250	241	1467	473	300	231	288	1486	508	WGAR	21.1	30.1	30.4	13.9	15.5	22.5	38.4	21.9	12.0	16.7	20.1	20.2
1198	230	188	21	15	454	222	198	76	19	560	184	WGCL	853	144	135	13	15	307	170	133	61	13	409	137	WGCL	5.2	12.8	10.7	.7	1.0	4.7	13.8	9.7	3.2	.8	5.5	5.4
2934	135	187	397	450	1414	225	245	384	294	1354	166	WHK	2450	91	159	285	368	1148	183	193	296	275	1153	149	WHK	14.9	8.1	12.6	15.9	23.7	17.6	14.9	14.1	15.4	16.0	15.6	5.9
4640	650	479	192	66	1476	764	401	322	141	1682	1482	WIXY	4181	543	467	175	60	1334	675	384	300	126	1539	1308	WIXY	25.5	48.3	36.9	9.8	3.9	20.5	54.8	28.0	15.6	7.3	20.8	52.0
2348	150	146	267	217	825	203	290	331	117	1006	517	WJMO	2348	150	146	267	217	825	203	290	331	117	1006	517	WJMO	14.3	13.3	11.5	14.9	14.0	12.7	16.5	21.1	17.2	6.8	13.6	20.5
4255	50	340	707	618	1901	194	393	615	571	2107	247	WJW	3520	50	269	602	522	1561	194	245	501	533	1766	193	WJW	21.4	4.4	21.3	33.6	33.7	24.0	15.8	17.9	26.0	30.9	23.9	7.7
5061	412	602	601	273	2079	480	627	554	401	2274	708	WKYC	2951	179	368	328	226	1234	294	356	321	225	1372	345	WKYC	18.0	15.9	29.1	18.3	14.6	19.0	23.9	25.9	16.7	13.1	18.5	13.7
701	25	12	69	64	200	7	37	164	174	501		WKYC FM	510	25		29	58	142			117	164	368		WKYC FM	3.1	2.2		1.6	3.7	2.2			6.1	9.5	5.0	
641	147		29	15	191	87	16	35	57	195	255	WLYT	613	119		29	15	163	87	16	35	57	195	255	WLYT	3.7	10.6		1.6	1.0	2.5	7.1	1.2	1.8	3.3	2.6	10.1
1840	570	171	26	30	797	285	202	20	30	537	506	WMMS	935	240	106	15	30	391	115	161	9	22	307	237	WMMS	5.7	21.3	8.4	.8	1.9	6.0	9.3	11.7	.5	1.3	4.1	9.4
1323	359	100	27	9	495	251	97	40	13	413	415	WNCR	843	187	78	13		278	133	80	35	13	273	292	WNCR	5.1	16.6	6.2	.7		4.3	10.8	5.8	1.8	.8	3.7	11.6
363			64	82	154		50	79	67	209		*WPVL	337			64	56	128			50	79	67	209		*WPVL	2.1			3.6	3.6	2.0		3.6	4.1	3.9	2.8
1564	25	175	121	232	583	118	115	230	379	934	47	WQAL	1366	25	124	121	193	493	118	80	223	321	834	39	WQAL	8.3	2.2	9.8	6.7	12.4	7.6	9.6	5.8	11.6	18.6	11.3	1.6
409	25		41	73	213			46	97	183	13	WXEN	393	25		32	73	204			39	97	176	13	WXEN	2.4	2.2		1.8	4.7	3.1			2.0	5.6	2.4	.5
542		29	18	108	207		24	38	139	313	22	*WZAK	395		18	10	44	124		16	38	114	249	22	*WZAK	2.4		1.4	.6	2.8	1.9		1.2	2.0	6.6	3.4	.9
4051	572	296	120	49	1067	757	319	344	58	1536	1448	CKLW	2144	243	180	58	19	530	485	227	118	50	920	694	CKLW	13.1	21.6	14.2	3.2	1.2	8.1	39.4	16.5	6.1	2.9	12.4	27.6
1567	56	151	185	168	666	86	206	181	273	867	34	WAKR FM	206		36	29	69			16	26	57	124	13	WAKR FM	1.3			2.0	1.9	1.1		1.2	1.3	3.3	1.7	.5
465		47	16	58	151	35	64	121	94	314		*WBEA	269		18	16	44	108	35	16	53	57	161		*WBEA	1.6		1.4	.9	2.8	1.7	2.8	1.2	2.8	3.3	2.2	
2481	83	217	409	305	1214	117	282	311	177	1114	153	WSLR	846	25	98	175	151	508		84	86	56	307	31	WSLR	5.2	2.2	7.7	9.8	9.7	7.8		6.1	4.5	3.2	4.1	1.2
TOTAL LISTENING IN METRO SURVEY AREA												15678	1100	1247	1718	1446	6198	1196	1356	1848	1656	7016	2464		95.5	97.8	98.6	95.8	93.2	95.2	97.2	98.8	96.0	96.1	94.8	97.9	

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

CLEVELAND
JAN/FEB 1973

MONDAY-SUNDAY
5.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS		
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64				18-24	25-34
889	29	70	127	46	298	122	47	144	79	433	158	*WABQ	889	29	70	127	46	298	122	47	144	79	433	158	*WABQ	5.3	2.5	5.3	6.8	3.0	4.5	3.0	3.3	7.3	4.6	5.6	6.1	
909	37	58	138	130	363	40	64	135	85	506	40	*WCLV	770	37	58	119	130	344	40	64	92	85	386	40	*WCLV	4.6	3.2	4.4	6.4	8.5	5.2	3.0	4.5	4.6	5.0	5.0	1.5	
1592	91	150	205	300	862		260	219	299	830		WOBN	470	18	47	86	66	253		84	72	49	217		WOBN	2.8	1.6	3.6	4.6	4.3	3.8		5.9	3.6	2.9	2.0		
4072	139	186	661	537	1747	177	288	661	664	2176	149	WOOK	3796	139	139	623	491	1616	177	288	578	602	2031	149	WOOK	22.5	12.1	10.5	33.5	32.1	24.3	13.1	20.1	29.1	35.1	25.5	5.7	
162		34		49	83		18	37	24	79		*WELW	162		34		49	83		18	37	24	79		*WELW	1.0		2.6		3.2	1.2		1.3	1.9	1.4	1.0		
440		18	33	58	165		93	52	49	275		WELW FM	308		18	33	58	115		51	52	36	193		WELW FM	1.8		1.4	1.8	3.8	1.7		3.6	2.6	2.1	2.5		
3492	61	290	512	497	1563	149	228	553	451	1775	154	WERE	3250	61	290	427	477	1458	84	198	553	432	1661	131	WERE	19.2	5.3	22.0	23.0	31.2	21.9	6.2	13.8	27.9	25.2	21.7	5.0	
6213	656	1040	314	350	2559	995	1001	536	317	3038	616	WGAR	3551	368	522	195	252	1494	518	490	345	259	1785	271	WGAR	21.0	32.1	39.6	10.5	16.5	22.5	38.3	34.2	17.4	15.1	23.3	10.4	
2147	403	174	68	28	673	476	64	109	25	674	800	WGCL	1578	219	174	49	28	470	381	42	61	25	509	599	WGCL	9.3	19.1	13.2	2.6	1.8	7.1	28.2	2.9	3.1	1.5	6.6	23.1	
3899	73	307	564	464	1585	241	511	562	471	2056	258	WHK	3443	73	263	487	387	1387	134	429	536	412	1842	220	WHK	20.4	6.4	19.9	26.2	25.3	20.9	14.4	30.0	27.0	24.0	24.0	8.5	
3692	479	289	86	100	954	830	220	228	101	1403	1335	WIXY	3468	479	289	86	100	954	678	220	228	101	1251	1263	WIXY	20.5	41.8	21.9	4.6	6.5	14.4	50.2	15.4	11.5	5.9	16.3	48.6	
2096	236	111	185	129	738	122	155	351	186	875	483	WJMO	2096	236	111	185	129	738	122	155	351	186	875	483	WJMO	12.4	20.6	8.4	10.0	8.4	11.1	9.0	10.8	17.7	10.8	11.4	18.6	
3815	37	171	823	378	1605		393	653	453	1916	234	WJW	3385	37	171	684	378	1466		374	548	431	1721	198	WJW	20.0	3.2	13.0	36.8	24.7	22.1		26.1	27.6	25.1	22.5	7.6	
732	116		33	14	163	157	17	58	12	244	325	WLYT	684	116		33	14	163	109	17	58	12	196	325	WLYT	4.0	10.1		1.8	.9	2.5	8.1	1.2	2.9	.7	2.6	12.5	
2078	650	92	55		797	538	51	37	36	686	595	WMMS	1299	329	92	16		437	334	51	15	36	460	402	WMMS	7.7	28.7	7.0	.9		6.6	24.7	3.6	.8	2.1	6.0	15.5	
1682	385	111	70	33	599	196	103	109	24	432	651	WNCR	1220	257	111	32	33	463	148	51	87	24	310	447	WNCR	7.2	25.1	8.4	1.7	2.2	7.0	11.0	3.6	4.4	1.4	4.0	17.2	
404	37		63	53	176	14	17	65	79	175	53	*WPVL	404	37		63	53	176	14	17	65	79	175	53	*WPVL	2.4	3.2		3.4	3.5	2.6	1.0	1.2	3.3	4.6	2.3	2.0	
1511	31	118	202	235	631	133	237	269	218	881	99	WQAL	1270	31	118	164	184	542	133	148	222	131	658	70	WQAL	7.5	2.7	8.9	8.8	12.0	8.2	9.8	10.3	11.2	7.6	8.6	2.7	
3881	311	482	552	243	1704	357	678	254	216	1683	494	WWWE	2442	170	294	362	197	1139	40	368	181	216	942	361	WWWE	14.4	14.8	22.3	19.5	12.9	17.1	3.0	25.7	9.1	12.6	12.3	13.	
864	29		134	78	241	105	95	161	111	550	73	WWMW	500	29		16	58	103	57	35	118	74	344	53	WWMW	3.0	2.5		.9	3.8	1.6	4.2	6.6	5.9	4.3	4.5	2.	
475	29		68	43	152		17	107	68	297	26	WXEN	456	29		49	43	133		17	107	68	297	26	WXEN	2.7	2.5		2.6	2.8	2.0		1.2	5.4	4.0	3.3	1.0	
539		18	100	72	244		72	107	59	295		*WZAK	368		18	66	72	168		34	85	24	200		*WZAK	2.2		1.4	3.6	4.7	2.5		2.4	4.3	1.4	2.6		
3829	541	378	100	98	1138	660	195	152	45	1052	1639	CKLW	1808	209	222	42	44	529	369	68	68	13	518	761	CKLW	10.7	18.3	16.8	2.3	2.9	8.0	27.3	4.8	3.4	.8	6.8	29.3	
1556	73	95	218	232	723	181		146	230	755	78	WAKR FM	322			66	71	173				46	79	149		WAKR FM	1.9			3.6	4.6	2.6			2.3	4.6	1.9	
797	39		192	74	305	16	33	200	66	380	112	WBEA	508			130	56	186		33	107	66	230	92	WBEA	3.0			7.0	3.7	2.8			2.3	5.4	3.8	3.0	3.
855		69	190	123	527		60	33	132	304	24	WJR	244			103	42	157				15	72	87		WJR	1.4			5.5	2.7	2.4			.8	4.2	1.1	
2409	148	241	433	253	1185	57	286	227	307	1096	128	WSLR	503		121	92	96	335		84	67	48	268		WSLR	3.6		9.2	5.0	6.3	5.0			5.9	3.4	2.8	3.5	

TOTAL LISTENING IN METRO SURVEY AREA 15852 1080 1264 1763 1397 6176 1272 1307 1963 1631 7262 2414

93.8 94.3 95.8 95.2 91.4 93.0 94.2 91.3 99.2 95.0 94.8 92.9

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

CUME Listening Estimates

CLEVELAND
APRIL/MAY 1973

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34	
904	99	24	96	36	255	122	120	189	74	526	123	*WABQ	848	99	24	96	36	255	106	120	160	63	470	123	*WABQ	5.0	8.6	1.8	5.2	2.4	3.8	7.8	8.4	8.1	3.7	6.1	4.7			
1126	68	117	196	135	545	107	53	162	143	559	22	*WCLV	862	28	69	187	85	398	84	37	124	131	448	16	*WCLV	5.1	2.4	5.2	10.1	5.6	6.0	6.2	2.6	6.2	7.6	5.8	.6			
1860	71	158	263	215	782	96	205	313	350	1017	61	WOBN	490	41	44	86	188		72	56	156	302		WOBN	2.9		3.1	2.4	5.6	2.8		5.0	2.8	9.1	3.9					
3768	80	251	538	450	1576	225	268	622	473	2001	191	WODK	3249	80	209	483	398	1398	193	200	545	404	1687	164	WODK	19.2	7.0	15.8	26.0	26.0	21.0	14.3	14.0	27.5	23.5	22.0	6.3			
387		11	68	59	171	22	41	17	107	208	8	*WELW	379		11	68	59	171	22	41	17	107	208		*WELW	2.2		.8	3.7	3.9	2.6	1.6	2.9	.9	6.2	2.7				
731	10	40	87	64	329	37	37	110	60	343	59	WELW FM	517		22	41	64	245	37	12	31	55	227	45	WELW FM	3.1		1.7	2.2	4.2	3.7	2.7	.8	1.6	3.2	3.0	1.7			
3435	33	270	570	571	1689	104	229	414	508	1629	117	WERE	3383	33	246	542	571	1637	104	229	414	508	1629	117	WERE	20.0	2.9	18.7	29.2	37.4	24.6	7.7	16.0	20.9	29.6	21.3	4.5			
6536	599	859	543	386	2558	932	782	745	341	3063	915	WGAR	3974	358	500	312	304	1591	433	519	421	283	1890	493	WGAR	23.5	31.3	37.9	16.8	19.9	23.9	32.1	36.3	21.2	16.5	24.7	19.0			
2523	464	235	73	44	816	505	202	164	74	980	727	WGCL	1585	313	131	64	25	533	254	135	128	57	609	443	WGCL	9.4	27.3	9.9	3.4	1.6	8.0	18.8	9.4	6.4	3.3	7.9	17.1			
2852	159	161	362	304	1098	200	287	248	375	1258	496	WHK	2476	145	137	310	281	977	151	234	235	328	1073	426	WHK	14.6	12.7	10.4	16.7	18.4	14.7	11.2	16.4	11.8	19.1	14.0	16.4			
4650	636	274	211	187	1325	929	361	380	214	1919	1406	WIXY	4209	565	259	187	168	1196	759	350	365	195	1704	1309	WIXY	24.9	49.3	19.6	10.1	11.0	18.0	56.2	24.5	18.4	11.4	22.2	50.4			
1953	198	121	118	50	487	215	188	286	126	926	540	WJMO	1927	198	121	118	50	487	199	178	286	126	900	540	WJMO	11.4	17.3	9.2	6.4	3.3	7.3	14.7	12.4	14.4	7.3	11.7	20.8			
3673	101	254	704	558	1775	145	204	580	469	1718	180	WJW	3083	61	214	610	459	1485	129	154	544	366	1440	158	WJW	18.2	5.3	16.2	32.8	30.0	22.4	9.5	10.8	27.4	21.3	18.8	6.1			
619	28	35	22	18	103	118	10	61	37	226	290	WLYT	518	28	20	22	18	88	102		53	37	192	238	WLYT	3.1	2.4	1.5	1.2	1.2	1.3	7.5		2.7	2.2	2.5	9.2			
2100	549	154	61	14	778	312	93	76	60	562	760	WNMS	1285	356	99	61	14	530	169	66	53	49	358	397	WNMS	7.6	31.1	7.5	3.3	.9	8.0	12.5	4.6	2.7	2.9	4.7	15.3			
2026	381	165	51	53	650	411	98	81	45	688	688	WNCR	1316	202	101	41	53	397	248	61	68	34	434	485	WNCR	7.8	17.6	7.7	2.2	3.5	6.0	18.4	4.3	3.4	2.0	5.7	18.7			
192	19		43	22	99			17	39	93		*MPVL	187	19		38	22	94			17	39	93		*MPVL	1.1	1.7		2.0	1.4	1.4			.9	2.3	1.2				
2656	47	220	436	295	1126	66	303	530	363	1436	94	WQAL	2125	47	177	395	225	946	22	238	397	316	1114	65	WQAL	12.6	4.1	13.4	21.3	14.7	14.2	1.6	16.6	20.0	18.4	14.5	2.5			
5512	262	751	805	641	2729	322	570	415	488	2086	697	WNWE	4006	187	496	563	486	1977	174	385	359	366	1536	493	WNWE	23.7	16.3	37.6	30.3	31.8	29.8	12.9	26.9	18.1	21.3	20.0	19.0			
527		35		53	148		58	145	90	379		WNWH	384		20		46	116		37	104	71	268		WNWH	2.3		1.5		3.0	1.7		2.6	5.2	4.1	3.5				
457		20	44	71	202	22	20	55	96	255		WXEN	457		20	44	71	202	22	20	55	96	255		WXEN	2.7		1.5	2.4	4.6	3.0	1.6	1.4	2.8	5.6	3.3				
723	75	41	111	75	337	37		110	101	269	117	*WZAK	622	75	31	102	67	292	37		89	82	229	101	*WZAK	3.7	6.6	2.4	5.5	4.4	4.4	2.7		4.5	4.8	3.0	3.9			
3739	587	211	288	91	1197	551	305	323	209	1425	1117	CKLW	1890	405	104	145	53	727	267	75	211	56	609	554	CKLW	11.2	35.4	7.9	7.8	3.5	10.9	19.8	5.2	10.6	3.3	7.9	21.3			
1290	14	88	224	150	535	55	67	267	187	651	104	WAKR FM	229			66	14	97	23		36	73	132		WAKR FM	1.4			3.6	.9	1.5	1.7		1.8	4.3	1.7				
613	19	44	104	23	260		76	144	62	338	15	WBEA	362	19	20	41	11	161		34	72	24	186	15	WBEA	2.1	1.7	1.5	2.2	.7	2.4		2.4	3.6	1.4	2.4	.6			
1938	244	116	79	55	510	411	146	173	37	814	614	WCUE	171		22	18	40	45	17	37		99	32	WCUE	1.0			1.2	1.2	.6	3.3	1.2	1.9		1.3	1.2				
1026	34	50	188	253	620		71	74	157	362	44	WJR	481	28	41	66	127	329		37		44	120	32	WJR	2.8	2.4	3.1	3.6	8.3	5.0		2.6		2.6	1.6	1.2			
2792	107	242	557	335	1391	173	244	396	256	1213	188	WSLR	925	56	72	239	127	511	104	58	111	72	366	48	WSLR	5.5	4.9	5.5	12.9	8.3	7.7	7.7	4.1	5.6	4.2	4.8	1.8			
TOTAL LISTENING IN METRO SURVEY AREA													16101	1098	1284	1794	1425	6362	1292	1402	1874	1636	7246	2493		95.2	95.9	97.3	96.6	93.3	95.8	95.6	98.0	94.4	95.3	94.5	96.0			

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

AMERICAN RESEARCH BUREAU

DAY PARTS
AVG. & CUME

CUME Listening Estimates

CLEVELAND
APRIL/MAY 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

DAY
GMT

ENS
12-17
%

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS														CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS														CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17											
	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
751	64	81	70	41	277	91	116	117	21	360	114	*HABQ	751	64	81	70	41	277	91	116	117	21	360	114	*HABQ	4.4	5.2	6.5	4.0	2.5	4.1	7.0	8.1	6.2	1.1	4.7	4.5				
1040	108	113	122	161	551	36	92	98	65	417	72	*MCLV	789	101	56	103	116	423	14	60	81	47	319	47	*MCLV	4.7	8.1	4.5	5.9	7.1	6.3	1.1	4.2	4.3	2.5	4.2	1.9				
2077	78	172	358	197	936	98	231	314	284	1035	106	WOBN	481		26	94	62	220	14	43	98	83	238	23	WOBN	2.8		2.1	5.4	3.8	3.3	1.1	3.0	5.2	4.5	3.1	.9				
3242	84	212	386	431	1256	111	269	533	511	1769	217	HOOK	2678	76	147	286	346	986	94	219	434	455	1528	164	HOOK	15.8	6.1	11.7	16.4	21.1	14.7	7.2	15.3	22.9	24.6	19.9	6.5				
800		75	130	81	352	56	158	98	73	432	16	WELW FM	506		63	116	54	268		86	61	58	238		WELW FM	3.0		5.0	6.7	3.3	4.0		6.0	3.2	3.1	3.1					
3155	99	341	435	403	1504	58	195	327	436	1458	193	WERE	2898	89	275	417	395	1375	58	161	298	420	1336	187	WERE	17.1	7.2	21.9	24.0	24.1	28.5	4.5	11.2	15.8	22.7	17.4	7.4				
6294	630	934	485	322	2484	975	833	461	424	2982	828	WGAR	3773	342	514	316	192	1446	537	510	302	263	1886	441	WGAR	22.3	27.6	41.0	18.2	11.7	21.6	41.3	35.6	16.0	14.2	24.5	17.4				
3365	434	216	119	66	842	612	209	169	58	1065	1458	WGCL	2145	234	114	87	66	501	348	166	119	47	697	947	WGCL	12.7	18.9	9.1	5.0	4.0	7.5	26.8	11.6	6.3	2.5	9.1	37.3				
2863	57	199	430	353	1206	150	331	403	349	1456	201	WHK	2253	57	102	349	291	953	122	200	318	325	1180	120	WHK	13.3	4.6	8.1	20.1	17.7	14.2	9.4	13.9	16.8	17.6	15.4	4.7				
3149	436	263	150	65	914	493	270	182	124	1091	1144	WIXY	2878	322	240	150	65	777	465	247	182	118	1034	1067	WIXY	17.0	25.9	19.1	8.6	4.0	11.6	35.8	17.2	9.6	6.4	13.5	42.1				
1707	89	98	175	135	508	233	182	222	103	788	411	WJMO	1701	89	98	175	135	508	233	182	222	97	782	411	WJMO	10.1	7.2	7.8	10.1	8.2	7.6	17.9	12.7	11.7	5.2	10.2	16.2				
3385	117	179	469	617	1635	108	177	380	582	1595	155	WJW	2823	76	102	420	515	1313	81	154	312	486	1381	129	WJW	16.7	6.1	8.1	24.2	31.4	19.6	6.2	10.7	16.5	26.3	18.0	5.1				
875	109	107	12		228	278	95	11	39	440	207	WLYT	666	57	79	12		148	190	60	11	39	317	201	WLYT	3.9	4.6	6.3	.7		2.2	14.6	4.2	.6	2.1	4.1	7.9				
3181	993	225	18	21	1272	638	160	64	40	941	968	WHMS	1870	537	135	12	14	713	339	121	20	24	543	614	WHMS	11.1	43.3	10.8	.7	.9	10.6	26.1	8.4	1.1	1.3	7.1	24.2				
1686	211	183	169	73	688	192	190	286	113	853	145	HNCR	1043	101	151	89	39	427	122	114	216	47	571	45	HNCR	6.2	8.1	12.0	5.1	2.4	6.4	9.4	7.9	11.4	2.5	7.4	1.8				
313		22	28	25	98	14	22	43	24	203	12	*WPVL	313		22	28	25	98	14	22	43	24	203	12	*WPVL	1.8		1.8	1.6	1.5	1.5	1.1	1.5	2.3	1.3	2.6	.5				
2551	55	243	373	324	1044	126	245	496	344	1325	182	WQAL	2066	38	172	322	294	868	109	187	356	294	1046	152	WQAL	12.2	3.1	13.7	18.5	17.9	12.9	8.4	13.0	18.8	15.9	13.6	6.0				
380	19	23	99	12	207	14	11	44	17	161	12	*WSUM	368	19	23	99	12	200	14	11	44	12	156	12	*WSUM	2.2	1.5	1.8	5.7	.7	3.8	1.1	.8	2.3	.6	2.8	.5				
5267	343	648	806	525	2646	310	355	500	472	1966	655	WNWE	3833	216	396	558	473	1894	229	247	362	373	1486	453	WNWE	22.6	17.4	31.6	32.1	28.8	28.3	17.6	17.2	19.1	20.2	19.3	17.0				
581		23	67	63	172	30	32	126	120	367	42	WVWH	395		23	28	50	113	14	22	54	107	247	35	WVWH	2.3		1.8	1.6	3.0	1.7	1.1	1.5	2.9	5.8	3.2	1.0				
631	25	26	41	79	229	31	57	96	102	319	83	WXEN	516		26	19	79	182	31	57	76	102	299	35	WXEN	3.0		2.1	1.1	4.8	2.7	2.4	4.0	4.0	5.5	3.9	1.4				
564		26	53	20	167		40	105	141	367	30	*WZAK	500		26	42	12	142		36	101	126	335	23	*WZAK	3.0		2.1	2.4	.7	2.1		2.5	5.3	6.8	4.4	.9				
3756	694	376	140	152	1362	632	322	247	170	1393	1001	CKLW	1788	360	172	42	66	640	370	115	105	70	660	488	CKLW	10.6	29.0	13.7	2.4	4.0	9.5	28.5	8.0	5.5	3.8	8.6	19.2				
540		11	103	125	261	10	35	87	87	279		WBEA	268		11	70	41	122		22	44	47	146		WBEA	1.6		.9	4.0	2.5	1.8		1.5	2.3	2.5	1.9					
825		30	150	209	456			121	96	284	85	WJR	422		22	74	75	214			58	47	138	70	WJR	2.5		1.8	4.3	4.6	3.2			3.1	2.5	1.8	2.0				
2294	66	187	465	269	1117	107	228	301	244	1009	168	WSLR	659	19	71	184	62	348	54	68	91	63	284	27	WSLR	3.9	1.5	5.7	10.6	3.8	5.2	4.2	4.7	4.8	3.4	3.7	1.1				

TOTAL LISTENING IN METRO SURVEY AREA 15967 1177 1227 1687 1559 6328 1286 1362 1748 1717 7183 2456

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

CUME Listening Estimates

CLEVELAND
OCT/NOV 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

UNDAY
NIGHT

TEENS 12-17 %	CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17						
		18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64							
1.9	814	113	64	92	22	291	91	92	77	57	355	168	*WABQ	722	113	64	67	22	266	91	92	77	36	334	122	*WABQ	4.4	9.0	5.0	4.1	1.4	4.1	7.2	6.4	4.4	2.0	4.5	5.1
	126		12	23	13	60			33	21	54	12	*WBKC	126		12	23	13	60			33	21	54	12	*WBKC	.8		.9	1.4	.8	.9			1.9	1.2	.7	.5
	889	54	63	84	99	357	19	53	137	129	493	39	*WCLV	781	42	57	69	99	316	19	48	124	94	431	34	*WCLV	4.8	3.3	4.5	4.2	6.3	4.8	1.5	3.3	7.1	5.3	5.8	1.4
	1673	71	170	199	225	864	24	138	264	191	791	18	WDBN	501		64	95	67	280		50	70	59	221		WDBN	3.1		5.0	5.8	4.3	4.3		3.5	4.0	3.4	3.0	
1.0	3188	66	177	316	492	1319	38	211	507	578	1730	139	WDOK	2788	54	166	263	416	1138	38	206	438	505	1539	111	WDOK	17.0	4.3	13.1	16.1	26.4	17.4	3.0	14.2	24.9	28.7	20.7	4.6
	395	24	18	82	72	196		11	63	40	199		*WELW	382	24	12	82	65	183		11	63	40	199		*WELW	2.3	1.9	.9	5.0	4.1	2.8		.8	3.6	2.3	2.7	
.3	604	36	65	63	51	223	24	79	85	61	316	65	WELW FM	485	36	65	63	39	203	24	59	59	48	257	25	WELW FM	3.0	2.9	5.1	3.9	2.5	3.1	1.9	4.1	3.4	2.7	3.5	1.0
1.9	3776	171	281	448	564	1711	141	268	389	645	1899	166	WERE	3409	144	243	363	550	1526	141	261	355	549	1722	161	WERE	20.8	11.5	19.1	22.3	34.9	23.4	11.1	18.0	20.2	31.2	23.2	6.7
5.2	6456	682	782	429	325	2400	968	859	523	295	2924	1132	WGAR	3629	264	513	248	236	1366	433	561	299	147	1684	579	WGAR	22.2	21.1	40.4	15.2	15.0	20.9	34.1	38.8	17.0	8.4	22.7	24.1
23.4	3574	615	251	158	25	1060	517	204	225	24	984	1530	WGCL	2475	419	180	98	25	722	322	115	169	20	640	1113	WGCL	15.1	33.4	14.2	6.0	1.6	11.1	25.4	7.9	9.6	1.1	8.6	46.3
.6	3405	163	383	491	497	1740	89	373	328	438	1493	172	WHK	2807	113	304	391	460	1463	37	297	286	345	1202	142	WHK	17.2	9.0	23.9	24.0	29.2	22.4	2.9	20.5	16.3	19.6	16.2	5.9
8.8	2815	336	218	86	55	730	483	342	233	92	1202	883	WIXY	2650	324	189	86	49	673	470	320	222	92	1147	830	WIXY	16.2	25.8	14.9	5.3	3.1	10.3	37.0	22.1	12.6	5.2	15.4	34.6
17.5	1668	168	129	67	135	514	181	184	212	142	755	399	WJMO	1663	168	129	67	135	514	181	184	212	137	750	399	WJMO	10.2	13.4	10.1	4.1	8.6	7.9	14.3	12.7	12.1	7.8	10.1	16.6
1.0	3525	104	187	511	643	1609	120	229	447	549	1688	228	WJW	2981	92	150	422	505	1333	120	194	334	497	1451	197	WJW	18.2	7.3	11.8	25.9	32.1	20.4	9.5	13.4	19.0	28.3	19.5	8.2
6.2	1210	187	154	58		399	106	135	50	49	354	457	WLYT	1145	187	122	58		367	106	135	45	49	349	429	WLYT	7.0	14.9	9.6	3.6		5.6	8.4	9.3	2.6	2.8	4.7	17.9
15.9	3338	989	236	61	41	1339	712	160	96	47	1029	970	WHMS	2241	589	134	51	41	827	486	101	86	38	725	689	WHMS	13.7	47.0	10.5	3.1	2.6	12.7	38.3	7.0	4.9	2.2	9.8	28.7
.3	1621	120	227	207	87	701	152	268	241	96	814	106	WNCR	864	42	121	102	77	391	56	103	130	49	395	78	WNCR	5.3	3.3	9.5	6.3	4.9	6.0	4.4	7.1	7.4	2.8	5.3	3.2
	403	17		54	69	175	17	21	48	57	228		*MPVL	403	17		54	69	175	17	21	48	57	228		*MPVL	2.5	1.4		3.3	4.4	2.7	1.3	1.5	2.7	3.2	3.1	
1.0	2750	122	242	284	270	1033	241	256	438	482	1603	114	WQAL	2170	60	154	243	225	779	189	207	336	399	1310	81	WQAL	13.3	4.8	12.1	14.9	14.3	11.9	14.9	14.3	19.1	22.7	17.6	3.4
2.3	4177	346	634	530	388	2058	222	418	429	335	1684	435	WWWE	2983	219	383	437	275	1443	192	262	335	258	1382	238	WWWE	18.2	17.5	30.1	26.8	17.5	22.1	15.1	18.1	19.1	14.7	17.5	9.9
	792	60	34	65	124	301		75	122	170	491		WWMH	504	60	13	34	91	198		68	72	123	306		WWMH	3.1	4.8	1.0	2.1	5.8	3.0		4.7	4.1	7.0	4.1	
	485		18	53	68	169		26	86	100	285	31	WZAK	368		18	28	62	120		26	39	100	222	26	WZAK	2.2		1.4	1.7	3.9	1.8		1.8	2.2	5.7	3.0	1.1
10.7	4598	714	544	243	63	1609	935	518	232	101	1833	1156	CKLW	2335	369	243	113	12	737	488	253	124	20	932	666	CKLW	14.3	29.4	19.1	6.9	.8	11.3	38.5	17.5	7.1	1.1	12.6	27.7
	1159	43	105	182	153	570	57	94	196	141	547	42	WAEZ	220		13	35	50	128		11	21	40	92		WAEZ	1.3		1.0	2.1	3.2	2.0		.8	1.2	2.3	1.2	
	633	18	27	95	61	261		11	95	134	328	44	WBEA	350	18	27	34	50	179		11	62	40	160	11	WBEA	2.1	1.4	2.1	2.1	3.2	2.7		.8	3.5	2.3	2.2	.5
2	2176	77	171	397	339	1104	92	154	226	273	905	167	WSLR	604		51	147	119	358		33	66	68	224	22	WSLR	3.7		4.0	9.0	7.6	5.5		2.3	3.8	3.9	3.0	.9

TOTAL LISTENING IN METRO SURVEY AREA 15571 1219 1230 1532 1441 6113 1250 1420 1713 1641 7119 2339 95.2 97.2 96.8 94.0 91.5 93.6 98.5 98.1 97.4 93.3 95.9 97.4

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

CUME Listening Estimates

MONDAY-FRIDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24
792	61	56	30	18	180	134	97	108	93	456	156	*WABQ	758	61	56	30	18	180	134	81	108	75	422	156	*WABQ	4.6	4.9	4.4	1.8	1.1	2.8	10.6	5.6	6.1	4.3	5.7	6.5	
750	32	131	155	104	491	27	26	74	58	235	24	*WCLV	682	32	131	126	92	450	27	14	66	51	208	24	*WCLV	4.2	2.6	10.3	7.7	5.8	6.9	2.1	1.0	3.8	2.9	2.8	1.0	
1413	57	139	166	251	656	70	128	152	257	714	43	WOBM	296	18	26	78	54	176	15	14	35	39	120	43	WOBM	1.8	1.4	2.0	4.8	3.4	2.7	1.2	1.0	2.0	2.2	1.6	1.0	
605	33	43	76	45	197	61	92	102	71	335	73	WOMT	426	10	37	53	26	126	27	75	80	60	242	58	WOMT	2.6	.8	2.9	3.3	1.7	1.9	2.1	5.2	4.6	3.4	3.3	2.4	
3469	62	195	323	659	1551	57	273	416	630	1691	227	WOOK	3006	48	166	257	575	1316	57	235	372	597	1529	161	WOOK	18.4	3.8	13.1	15.8	36.5	20.1	4.5	16.2	21.2	33.9	20.6	6.7	
2631	67	170	388	476	1296	53	130	313	414	1247	88	WERE	2499	67	141	356	457	1204	53	121	298	404	1207	88	WERE	15.3	5.3	11.1	21.8	29.0	18.4	4.2	8.4	17.0	23.0	16.3	3.7	
5791	597	1023	413	197	2313	877	955	405	295	2660	818	WGAR	3173	354	592	264	126	1407	383	537	227	213	1449	317	WGAR	19.4	28.2	46.6	16.2	8.0	21.5	30.2	37.1	12.9	12.1	19.5	13.2	
2785	475	179	40		706	405	135	114		654	1425	WGCL	1696	241	124	13		378	247	111	68		426	892	WGCL	10.4	19.2	9.8	.8		5.8	19.5	7.7	3.9		5.7	37.1	
2836	137	270	386	288	1223	209	325	352	246	1361	252	WHK	1844	84	195	224	225	840	130	148	224	193	858	146	WHK	11.3	6.7	15.3	13.7	14.3	12.9	10.2	10.2	12.7	11.0	11.6	6.1	
2443	359	252	72	36	747	465	164	146	55	942	403	WIXY	2130	331	237	72	29	697	363	164	131	51	725	708	WIXY	13.0	26.4	18.6	4.4	1.8	10.7	28.6	11.3	7.5	2.9	9.8	29.5	
1874	182	127	133	72	529	302	205	304	95	942	403	WJMO	1874	182	127	133	72	529	302	205	304	95	942	403	WJMO	11.5	14.5	10.0	8.2	4.6	8.1	23.8	14.2	17.3	5.4	12.7	16.8	
2876	50	156	483	469	1299	163	152	327	531	1431	146	WJW	2518	50	136	421	417	1135	134	120	275	482	1269	114	WJW	15.4	4.0	10.7	25.8	26.5	17.4	10.6	8.3	15.6	27.4	17.1	4.7	
501	79	39	16		148	129	51	6		219	134	WLYT	378	79	39			132	70	51	6		160	86	WLYT	2.3	6.3	3.1			2.0	5.5	3.5	.3		2.2	3.6	
2707	797	319	43	33	1220	420	80	65	47	625	862	WMMS	1570	451	199	13	26	717	249	48	24	31	352	501	WMMS	9.6	36.0	15.7	.8	1.7	11.0	19.6	3.3	1.4	1.8	4.7	20.9	
1078	59	85	157	87	396	80	124	180	104	513	169	WNCR	673	45	78	131	75	337	13	62	103	81	270	66	WNCR	4.1	3.6	6.1	8.0	4.8	5.2	1.0	4.3	5.9	4.6	3.6	2.7	
254		8	32	29	78	25	18	42	39	145	31	WPVL	254		8	32	29	78	25	18	42	39	145	31	WPVL	1.6			.6	2.0	1.8	1.2	2.0	1.2	2.4	2.2	2.0	1.3
3025	161	170	312	445	1206	118	292	468	584	1651	168	WQAL	2538	138	136	273	375	1028	118	231	361	517	1376	134	WQAL	15.5	11.0	10.7	16.7	23.8	15.7	9.3	16.0	20.5	29.4	18.5	5.6	
342		13	13	93	147	13		30	90	183	12	*WSUM	322		13	13	81	135	13		22	90	175	12	*WSUM	2.0		1.0	.8	5.1	2.1	1.0		1.3	5.1	2.4	.5	
4439	388	585	713	369	2398	184	396	287	250	1500	541	WWNE	2790	225	330	455	247	1473	103	225	200	224	1022	295	WWNE	17.1	17.9	26.0	27.9	15.7	22.6	8.1	15.5	11.4	12.7	13.8	12.3	
1138	297	119	40	19	475	247	52	30	6	344	319	WWHM	786	183	106	25	19	333	187	30	22	6	245	208	WWHM	4.8	14.6	8.3	1.5	1.2	5.1	14.7	2.1	1.3	.3	3.3	8.7	
284	16		33	23	144		11	37	140			WXEN	229	16		33	23	114				11	37	115		WXEN	1.4	1.3		2.0	1.5	1.7			.6	2.1	1.5	
448		13	39	57	203		38	93	225		20	WZAK	265		13	25	23	125			33	57	140		WZAK	1.6		1.0	1.5	1.5	1.9			1.9	3.2	1.9		
1131	50	114	122	189	544	26	111	107	214	517	70	WAEZ	175	18		22	30	84			23	21	44	47	WAEZ	1.1	1.4		1.3	1.9	1.3			1.3	1.2	.6	2.0	
2487	90	210	265	261	972	210	178	320	304	1210	305	WAKR	199		14	27	37	78			16	43	22	81	40	WAKR	1.2		1.1	1.7	2.3	1.2		1.1	2.4	1.3	1.1	1.7
543	18	58	40	63	223		61	76	120	308	12	WBEA	244	18	13	25	35	105			29	33	48	127	12	WBEA	1.5	1.4	1.0	1.5	2.2	1.6		2.0	1.9	2.7	1.7	.5
1779	50	109	355	203	804	13	112	345	189	786	189	WSLR	375	26	26	82	31	193	13	14	65	31	150	32	WSLR	2.3	2.1	2.0	5.0	2.0	3.0	1.0	1.0	3.7	1.8	2.0	1.3	
3299	541	320	169	34	1078	714	268	205	27	1241	980	CKLW	1544	195	146	60	7	422	377	125	98	16	643	479	CKLW	9.4	15.6	11.5	3.7	.4	6.5	29.7	8.6	5.6	.9	8.7	19.9	
613	9	61	112	161	381		19	65	68	186	46	WJR	307		39	50	77	166			14	28	41	117	24	WJR	1.9		3.1	3.1	4.9	2.5		1.0	1.6	2.3	1.6	1.0

DAY-PARTS
AVG.
&
CUME

TOTAL LISTENING IN METRO SURVEY AREA 15273 1202 1243 1537 1443 6142 1215 1340 1845 1679 6785 2346
 FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM combination was not simulcast for complete time period.
 93.4 95.9 97.8 94.3 91.8 94.0 95.7 92.6 93.8 92.6 91.4 97.7

CLEVELAND
OCT/NOV 1975

CUME Listening Estimates

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24
688	57	17	41	71	229	83	84	97	95	383	76	*WABO	660	57	17	41	71	201	83	84	97	95	383	76	*WABO	4.2	4.5	1.4	2.6	4.7	3.2	6.5	6.1	5.6	5.6	5.3	3.3	
689	59	67	140	71	337	31	56	80	73	325	27	*WCLV	610	59	67	111	63	300	31	46	80	68	299	11	*WCLV	3.8	4.6	5.7	7.0	4.2	4.7	2.4	3.2	4.6	4.0	4.1	4.9	
1668	94	159	238	204	752	66	203	290	177	840	76	WDBN	317	18	47	12	61	138	27	49	20	56	179		WDBN	2.0	1.4	4.0	.8	4.1	2.2	2.1	3.5	1.2	3.3	2.5	.9	
431	20	87	13	22	161	54	70	50	38	251	19	WDYT	354	20	62	13	22	136	45	43	45	38	210	8	WDYT	2.2	1.6	5.2	.8	1.5	2.1	3.5	3.1	2.6	2.2	2.9	.4	
2846	38	186	277	394	1007	168	204	452	568	1719	120	WDOK	2436	38	177	224	373	904	168	185	342	487	1469	63	WDOK	15.4	3.0	15.0	14.2	24.9	14.3	13.2	13.4	19.8	28.8	20.3	2.8	
3160	77	111	415	580	1492	102	109	349	502	1409	259	WERE	2858	77	86	353	567	1354	77	100	349	463	1301	203	WERE	18.0	6.0	7.3	22.3	37.8	21.3	6.1	7.2	20.3	27.1	18.0	8.9	
6622	779	797	507	391	2633	811	909	555	479	2996	993	WGAR	3736	310	430	310	262	1415	503	552	302	345	1905	416	WGAR	23.6	24.3	36.4	19.6	17.5	22.3	39.6	39.9	17.5	20.2	26.3	18.3	
3296	592	210	60	21	883	623	142	151	26	956	1457	WGCL	1930	293	132	54	21	500	333	99	76	19	541	889	WGCL	12.2	22.9	11.2	3.4	1.4	7.9	26.2	7.2	4.4	1.1	7.5	39.1	
3845	191	309	603	382	1728	144	397	539	525	1930	187	WHK	3053	180	223	519	367	1467	121	238	424	448	1451	135	WHK	19.2	14.1	18.9	32.8	24.5	23.1	9.5	17.2	24.6	26.2	20.0	5.9	
2346	352	252	65	20	723	500	213	131	80	947	676	WIXY	2093	352	211	57	20	674	416	204	104	80	818	601	WIXY	13.2	27.5	17.9	3.6	1.3	10.6	32.8	14.8	6.0	4.7	11.3	26.4	
1675	143	121	187	80	561	151	188	193	131	727	387	WJMO	1675	143	121	187	80	561	151	188	193	131	727	387	WJMO	10.6	11.2	10.2	11.8	5.3	8.8	11.9	13.6	11.2	7.7	10.0	17.0	
2619	70	69	399	462	1215	63	105	392	333	1294	110	WJW	2159	56	69	317	396	1006	63	73	330	288	1057	96	WJW	13.6	4.4	5.8	20.1	26.4	15.9	5.0	5.3	19.2	16.9	14.6	4.2	
1219	18	79	116	91	378	64	134	205	241	766	75	WKSW	1031	18	79	77	85	333	64	111	173	172	642	56	WKSW	6.5	1.4	6.7	4.9	5.7	5.3	5.0	8.0	10.0	10.1	8.9	2.5	
669	107	116	28	20	271	120	99	44	36	299	99	WLYT	626	107	116	28	20	271	107	76	44	29	256	99	WLYT	3.9	8.4	9.8	1.8	1.3	4.3	8.4	5.5	2.6	1.7	3.5	4.4	
4597	1198	425	57	67	1747	961	206	170	56	1393	1457	WMMS	2576	628	230	48	39	945	509	143	103	29	784	847	WMMS	16.2	49.1	19.5	3.0	2.6	14.9	40.1	10.3	6.0	1.7	10.8	37.2	
314		64	40	140	14	21	64	36	164	10	*WPVL	314			64	40	140	14	21	64	36	164	10	*WPVL	2.0			4.0	2.7	2.2	1.1	1.5	3.7	2.1	2.3	.4		
3210	196	228	303	391	1276	142	299	516	603	1805	129	WQAL	2412	59	172	225	335	916	61	207	377	545	1388	108	WQAL	15.2	4.6	14.6	14.2	22.3	14.4	4.8	15.0	21.9	31.9	19.2	4.7	
197		17		20	37		41	39	49	160		*WSUM	192		17		20	37		41	34	49	155		*WSUM	1.2			1.4		1.3	.6		3.0	2.0	2.9	2.1	
3528	211	366	555	356	1692	158	527	380	235	1500	336	WMWE	2339	153	141	395	238	1093	92	301	304	192	1046	200	WMWE	14.7	12.0	11.9	25.0	15.9	17.2	7.2	21.8	17.6	11.2	14.4	8.8	
2430	625	211	38	25	899	644	52	92	37	825	706	WNWH	1534	392	129	38	10	569	355	52	46	19	472	493	WNWH	9.7	30.7	10.9	2.4	.7	9.0	28.0	3.8	2.7	1.1	6.5	21.7	
303	20	27	22	42	130	16	11	11	75	173		WXEN	281	20	27		42	108	16	11	11	75	173		WXEN	1.8	1.6	2.3		2.8	1.7	1.3	.8	.6	4.4	2.4		
314		72	20	111		22	46	114	196	7	WZAK	221			28	20	67			22	23	95	154		WZAK	1.4			1.8	1.3	1.1		1.6	1.3	5.6	2.1		
3263	359	425	183	32	999	578	322	221	44	1180	1084	CKLW	1669	253	255	114	10	632	228	189	109	10	551	486	CKLW	10.5	19.8	21.6	7.2	.7	10.0	18.0	13.7	6.3	.6	7.6	21.4	
1160	128	88	81	198	560	39	169	123	172	557	43	WAEZ	207	18			40	58	14	21	23	54	127	22	WAEZ	1.3	1.4			2.7	.9	1.1	1.5	1.3	3.2	1.8	1.0	
519		14	85	99	198	35	80	92	93	300	21	WBEA	209		14	38	32	84			32	33	39	104	21	WBEA	1.3		1.2	2.4	2.1	1.3		2.3	1.9	2.3	1.4	.9
2033	90	130	352	275	962	26	234	295	154	937	134	MSLR	419	38		56	84	197			11	66	47	201	21	MSLR	2.6	3.0		3.5	5.6	3.1		.8	3.8	2.8	2.8	.9
TOTAL LISTENING IN METRO SURVEY AREA													14719	1222	1099	1471	1408	5869	1208	1283	1653	1563	6690	2160		92.8	95.6	93.0	93.0	93.8	92.5	95.1	92.8	95.9	91.5	92.4	95.0	

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

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA												CUME PERSONS--METRO SURVEY AREA												CUME RATINGS--METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %		
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %			
101	5	18	22	6	56	7	7	15	6	40	5	KBEA	87	5	6	22	6	44	6	7	14	6	38	5	KBEA	9.5	8.8	9.5	19.1	7.3	12.0	10.0	9.5	11.6	6.6	9.2	3.6
21	1		4	2	8	2	1	5	3	13		KBEY FM	21	1		4	2	8	2	1	5	3	13		KBEY FM	2.3	1.8		3.5	2.4	2.2	3.3	1.4	4.1	3.3	3.1	
33		3	5	2	10	1	4	6	5	18	5	*KBIL	22		3	5	1	9	1	2	3	2	10	3	*KBIL	2.4		4.8	4.3	1.2	2.5	1.7	2.7	2.5	2.2	2.4	2.2
37	1		4	8	15	2	2	8	4	19	3	*KCCV	33	1		3	7	13	2	2	6	4	17	3	*KCCV	3.6	1.8		2.6	8.5	3.6	3.3	2.7	5.0	4.4	4.1	2.2
56	2	5	4	9	22	9	3	8	6	30	4	*KCJC FM	54	2	5	4	9	22	9	2	8	6	29	3	*KCJC FM	5.9	3.5	7.9	3.5	10.9	6.0	15.0	2.7	6.6	6.6	7.0	2.2
162	8	23	26	15	79	11	22	20	15	75	8	*KCKN	126	5	18	22	12	62	10	16	14	12	58	6	*KCKN	13.7	8.8	28.6	19.1	14.5	16.9	16.6	21.7	11.6	13.1	14.1	4.3
59	9	6	4	22	8	12	4	4	32	5	*KCKN FM	46	7	6	3	19	4	10	3	2	23	4	*KCKN FM	5.0	11.1	5.2	3.6	5.2	6.7	13.6	2.5	2.2	5.6	2.9			
197	8	24	27	19	87	17	29	23	18	98	12	TOTAL	152	5	20	23	14	69	12	22	16	14	74	9	TOTAL	16.6	8.8	31.8	20.0	17.0	18.8	20.0	29.9	13.2	15.3	17.9	6.5
												*KCLO	13			1		2	1		3	3	10	1	*KCLO	1.4			.9		.5	1.7		2.5	3.3	2.4	.7
698	24	61	82	80	321	28	43	76	81	315	62	KCMO	416	18	31	57	46	186	16	29	55	50	192	38	KCMO	45.3	31.5	49.3	49.6	55.8	50.8	26.6	39.3	45.5	54.6	46.5	27.4
166	12	23	19	13	81	16	17	19	12	77	8	*KCMO FM	103	4	8	15	8	47	7	12	16	8	52	4	*KCMO FM	11.2	7.0	12.7	13.0	9.7	12.8	11.6	16.3	13.2	8.7	12.6	2.9
457	25	48	55	38	193	24	39	75	51	233	31	KMBC	332	19	26	46	27	134	17	32	63	39	180	18	KMBC	36.2	33.3	41.3	40.0	32.7	36.6	28.3	43.4	52.1	42.6	43.6	13.0
144	10	29	13	7	61	21	20	17	14	78	5	*KMBR FM	92	8	15	9	3	37	7	15	13	9	50	5	*KMBR FM	10.0	14.0	23.8	7.8	3.6	10.1	11.6	20.4	10.7	9.8	12.1	3.6
47	6		6	5	19	5	2	6	3	18	10	*KPRS	46	6		6	4	18	5	2	6	3	18	10	*KPRS	5.0	10.5		5.2	4.8	4.9	8.3	2.7	5.0	3.3	4.4	7.2
14	1		4		5	2	2	2		6	3	*KPRS FM	14	1		4		5	2	2	2		6	3	*KPRS FM	1.5	1.8		3.5		1.4	3.3	2.7	1.7		1.5	2.2
47	3		8	5	18	4	2	7	4	26	3	KUDL	45	3		8	5	18	3	2	7	4	24	3	KUDL	4.9	5.3		7.0	6.1	4.9	5.0	2.7	5.8	4.4	5.8	2.2
440	16	34	61	45	191	24	22	55	63	221	28	WDAF	267	11	14	43	25	110	16	12	43	41	135	22	WDAF	29.1	19.3	22.3	37.4	30.3	30.0	26.6	16.3	35.5	44.8	32.7	15.8
53	9		5	1	15	5	2	9	2	23	15	*WDAF FM	43	8		4	1	13	3	2	7	2	17	13	*WDAF FM	4.7	14.0		3.5	1.2	3.6	5.0	2.7	5.8	2.2	4.1	9.4
751	75	46	57	52	243	75	49	89	58	308	200	*WHB	440	41	22	36	31	136	36	33	54	34	181	123	*WHB	47.9	71.8	35.0	31.3	37.6	37.1	59.9	44.8	44.6	37.1	43.9	88.6
TOTAL LISTENING IN METRO SURVEY AREA												882	53	61	107	78	346	59	71	117	88	399	137		76.1	92.8	97.0	93.0	94.5	94.5	98.2	96.3	96.7	96.1	96.7	98.6	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (†) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA													CUME PERSONS-METRO SURVEY AREA													CUME RATINGS-METRO SURVEY AREA												
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %		18-24 %
69	2	7	12	4	28	3	7	12	7	38	3	KBEA	66	2	7	12	4	28	3	7	12	4	35	3	KBEA	7.0	3.2	11.3	10.3	4.8	7.5	4.8	9.5	9.7	4.3	8.4	2.0	
65	8	9	7	4	30	7	7	8	4	29	6	*KBIL	45	1	8	6	1	18	5	6	7	3	24	3	*KBIL	4.8	1.6	12.9	5.2	1.2	4.8	7.9	8.1	5.7	3.3	5.7	2.0	
25		2	2	1	5	2	5	4	4	18	2	*KCCV	25		2	2	1	5	2	5	4	4	18	2	*KCCV	2.7		3.2	1.7	1.2	1.3	3.2	6.8	3.2	4.3	4.3	1.4	
144	8	16	36	6	66	9	13	27	10	67	11	*KCKN	124	8	15	24	6	53	9	13	22	10	62	9	*KCKN	13.2	13.0	24.1	20.7	7.1	14.2	14.3	17.6	17.9	10.8	14.8	6.1	
59	11	4	10	5	33	6	3	11	3	25	1	*KCKN FM	44	5	4	7	3	22	6	3	7	3	21	1	*KCKN FM	4.7	8.1	6.4	6.0	3.6	5.9	9.5	4.1	5.7	3.3	5.0	.7	
462	18	31	60	53	201	16	32	53	57	218	43	KCMO	308	14	24	42	37	134	13	23	39	42	148	26	KCMO	32.8	22.7	38.6	36.2	43.9	35.9	20.6	31.2	31.7	45.6	35.3	17.7	
115	4	4	22	11	47	3	8	26	22	63	5	*KCMO FM	76	4	4	12	6	30	3	6	14	15	41	5	*KCMO FM	8.1	6.5	6.4	10.3	7.1	8.0	4.8	8.1	11.4	16.3	9.8	3.4	
126	7	9	23	7	50	17	12	23	15	69	7	*KMBR FM	87	5	8	15	3	35	7	9	18	10	46	6	*KMBR FM	9.3	8.1	12.9	12.9	3.6	9.4	11.1	12.2	14.6	10.8	11.0	4.1	
343	10	24	54	36	142	22	37	47	42	177	24	KMBZ	278	7	23	45	27	114	16	30	38	32	142	22	KMBZ	29.6	11.4	37.0	38.8	32.1	30.5	25.4	40.7	30.8	34.7	33.9	15.0	
46	2	2	4	3	12	9	7	6	1	24	10	*KPRS	41	2	2	4	3	12	4	7	6	1	19	10	*KPRS	4.4	3.2	3.2	3.4	3.6	3.2	6.3	9.5	4.9	1.1	4.5	6.8	
124	28	3	6	2	40	11	5	10	3	33	51	KUDL	110	20	3	6	2	32	11	5	9	3	32	46	KUDL	11.7	32.5	4.8	5.2	2.4	8.6	17.5	6.8	7.3	3.3	7.6	31.3	
23	4		4	3	11	2	2	3	3	11	1	KXTR FM	23	4		4	3	11	2	2	3	3	11	1	KXTR FM	2.4	6.5		3.4	3.6	2.9	3.2	2.7	2.4	3.3	2.6	.7	
356	15	15	42	45	153	12	16	54	49	176	27	WDAF	238	7	14	31	29	104	6	13	31	36	119	15	WDAF	25.3	11.4	22.5	26.7	34.4	27.8	9.5	17.6	25.2	39.0	28.4	10.2	
667	99	30	55	20	217	80	45	66	40	260	190	WHB	401	46	23	34	15	125	36	31	44	26	163	113	WHB	42.7	74.7	37.0	29.3	17.8	33.5	57.1	42.1	35.7	28.2	38.9	76.9	
TOTAL LISTENING IN METRO SURVEY AREA													861	55	59	107	76	335	57	72	116	84	388	138		91.6	89.3	94.9	92.2	90.3	89.7	90.5	97.7	94.2	91.1	92.6	93.9	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (\$) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA													CUME PERSONS--METRO SURVEY AREA													CUME RATINGS--METRO SURVEY AREA																							
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %												
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)							
76	1	4	12	10	29	2	9	12	14	44	3	KBEA	71	1	4	11	10	28	2	9	12	14	41	2	KBEA	7.6	1.6	6.4	9.5	11.9	7.5	3.2	12.2	9.7	15.2	9.8	1.4												
21	1	3	3	9	11	1	1	1	4	11	1	KBEY FM	20	1	1	2	3	8	1	1	1	4	11	1	KBEY FM	2.1	1.6	1.7	3.6	2.1	1.6	1.4	.8	4.3	2.6	.7													
86	1	5	13	11	34	2	9	12	15	48	4	TOTAL	81	1	5	11	11	32	2	9	12	15	46	3	TOTAL	8.6	1.6	8.0	9.5	13.1	8.6	3.2	12.2	9.7	16.3	11.0	2.0												
73	6	9	7	5	32	3	9	9	8	37	4	*KBIL	45	3	6	4	3	21	3	6	5	6	21	3	*KBIL	4.8	4.9	9.6	3.4	3.6	5.6	4.8	8.1	4.1	6.5	5.0	2.0												
125	7	14	16	12	57	7	14	15	12	53	15	*KCKN	108	7	12	12	12	49	6	14	11	11	47	12	*KCKN	11.5	11.4	19.3	10.3	14.3	13.1	9.5	19.0	8.9	11.9	11.2	8.2												
61	5	6	6	4	25	12	6	7	4	32	4	*KCKN FM	33	2	3	4	3	14	7	2	3	3	18	1	*KCKN FM	3.5	3.2	4.8	3.4	3.6	3.7	11.1	2.7	2.4	3.3	4.3	.7												
381	22	15	42	39	164	14	25	42	49	190	27	KCMO	247	9	13	27	28	101	13	12	35	37	128	18	KCMO	26.3	14.6	20.9	23.3	33.3	27.0	20.6	16.3	28.4	40.1	30.5	12.3												
122	9	8	19	12	49	10	12	25	12	66	7	KFHU FM	64	3	3	8	9	24	10	4	11	7	35	5	KFHU FM	6.8	4.9	4.8	6.9	10.7	6.4	15.9	5.4	8.9	7.6	8.4	3.4												
123	7	8	14	17	51	10	14	16	14	58	14	*KMBR FM	80	7	6	8	10	34	10	10	8	8	40	6	*KMBR FM	8.5	11.4	9.6	6.9	11.9	9.1	15.9	13.6	6.5	8.7	9.5	4.1												
352	20	28	44	39	153	20	29	46	41	175	24	KMBZ	272	17	21	38	30	121	15	27	40	30	130	21	KMBZ	29.0	27.6	33.8	32.7	35.6	32.4	23.8	36.6	32.5	31.0	14.3													
65	5	3	4	4	17	6	1	18	3	28	20	*KPRS	65	5	3	4	4	17	6	1	18	3	28	20	*KPRS	6.9	8.1	4.8	3.4	4.8	4.6	9.5	1.4	14.6	3.3	6.7	13.6												
201	34	5	11	7	59	26	5	15	9	57	85	KUDL	183	28	5	9	5	49	24	4	14	9	53	81	KUDL	19.5	45.5	8.0	7.8	5.9	13.1	38.1	5.4	11.4	9.8	12.6	55.1												
427	19	26	52	47	177	25	29	61	63	226	24	WDAF	257	13	15	37	32	107	10	18	45	36	134	16	WDAF	27.4	21.1	24.1	31.9	38.0	28.6	15.9	24.4	36.5	39.0	32.0	10.9												
48	2	5	4	13	6	5	10	5	27	8	*WDAF FM	33	2	4	2	8	3	5	7	3	19	6	*WDAF FM	3.5	3.2	3.4	2.4	2.1	4.8	6.8	5.7	3.3	4.5	4.1															
669	92	46	50	33	231	90	54	77	37	285	153	WHB	396	43	24	37	18	128	46	29	55	25	173	95	WHB	42.2	69.8	38.6	31.9	21.4	34.3	73.0	39.3	44.6	27.1	41.3	64.7												
TOTAL LISTENING IN METRO SURVEY AREA													872	61	57	104	73	339	61	67	118	87	393	140														92.8	99.0	91.6	89.6	86.7	90.7	96.8	90.9	95.8	94.4	93.8	95.3

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (i) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL	18-24	24-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		
704	86	35	92	59	321	22	32	115	115	350	33	KBEA	704	86	35	92	59	321	22	32	115	115	350	33	KBEA	7.4	13.6	5.6	8.0	7.1	8.6	3.2	4.3	9.3	12.2	8.1	2.2	
153		6	3	9	30	18		23	48	109	14	KBEY FM	153		6	3	9	30	18		23	48	109	14	KBEY FM	1.6		1.0	.3	1.1	.8	2.6		1.9	5.1	2.5	.9	
329	12	44	23	20	135	5	50	42	33	168	26	*KBIL	242	12	34	22	13	102	5	35	33	18	114	26	*KBIL	2.5	1.9	5.5	1.9	1.6	2.7	.7	5.3	2.7	1.9	2.7	1.7	
304		11	54	25	96	5	31	62	37	204	4	*KCCV	297		11	54	25	96	5	31	62	30	197	4	*KCCV	3.1		1.8	4.7	3.0	2.6	.7	4.2	5.0	3.2	4.6	.3	
2245	240	275	274	166	1075	146	249	299	158	975	191	*KCKN	1680	165	188	225	102	774	114	185	224	115	753	153	*KCKN	17.7	26.1	30.2	19.7	12.2	20.8	16.5	25.5	18.2	12.2	17.5	10.2	
741	6	79	57	51	273	83	134	90	77	438	30	*KCKN FM	504	6	47	57	35	206	29	75	74	45	277	21	*KCKN FM	5.3	.9	7.5	5.0	4.2	5.5	4.2	10.1	6.0	4.8	6.4	1.4	
214			35	10	45	28	10	30	35	150	19	*KCLD	117			13	10	23	5	10	18	22	90	4	*KCLD	1.2			1.1	1.2	.6	.7	1.4	1.5	2.3	2.1	.3	
3692	73	161	468	527	1554	117	188	415	604	1925	213	KCMO	2253	34	126	312	336	1007	68	120	284	308	1138	108	KCMO	23.7	5.4	20.2	27.2	40.2	27.0	9.9	16.2	23.1	32.7	26.5	7.2	
911	21	46	123	95	326	74	93	128	160	532	53	*KFMU FM	611	21	41	99	74	247	40	53	97	108	316	48	*KFMU FM	6.4	3.3	6.6	8.6	8.9	6.6	5.8	7.2	7.9	11.5	7.4	3.2	
1430	77	127	208	107	555	101	163	244	162	762	109	*KMBR FM	1085	59	116	155	86	428	101	133	191	106	566	91	*KMBR FM	11.4	9.3	18.6	13.5	10.3	11.5	14.7	18.0	15.5	11.2	13.2	6.1	
4300	298	372	532	415	1857	276	339	554	411	1963	480	KMBZ	3462	187	266	459	373	1449	181	292	474	376	1594	419	KMBZ	36.4	29.5	42.7	40.1	44.6	38.9	26.3	39.5	38.5	39.9	37.1	28.0	
563	31	21	42	21	127	74	33	115	43	308	128	*KPRS	555	31	21	42	21	127	74	25	115	43	300	128	*KPRS	5.8	4.9	3.4	3.7	2.5	3.4	10.7	3.4	9.3	4.6	7.0	8.6	
173		22	21	10	65	18	13	18	39	88	20	*KPRS FM	147		11	21	10	54	18	5	18	32	73	20	*KPRS FM	1.5		1.8	1.8	1.2	1.5	2.6	.7	1.5	3.4	1.7	1.3	
2322	429	104	56	52	653	342	77	194	56	723	946	KUOL	1857	314	88	56	52	522	246	50	152	49	530	805	KUOL	19.5	49.6	14.1	4.9	6.2	14.0	35.7	6.8	12.3	5.2	12.3	53.9	
320		43	63	22	128	25	45	89	18	188	4	*KWKI FM	239		38	41	22	101	25	34	54	10	134	4	*KWKI FM	2.5		6.1	3.6	2.6	2.7	3.6	4.6	4.4	1.1	3.1	.3	
343	22	37	22	13	100		47	39	73	220	23	KXTR FM	290	22	37	22	13	100		36	39	66	167	23	KXTR FM	3.0	3.5	5.9	1.9	1.6	2.7		4.9	3.2	7.0	3.9	1.5	
4851	198	364	545	508	1966	321	355	621	699	2549	336	WDAF	2981	140	171	359	306	1208	189	192	455	398	1538	235	WDAF	31.3	22.1	27.4	31.4	36.6	32.4	27.4	25.5	37.0	42.2	35.8	15.7	
671	34	24	71	30	191	69	42	101	93	426	54	*WDAF FM	456	34	24	60	30	166	37	25	71	60	257	33	*WDAF FM	4.8	5.4	3.9	5.2	3.6	4.5	5.4	3.4	5.8	6.4	6.0	2.2	
6732	906	368	458	291	2168	789	397	757	468	2747	1817	WHB	3739	440	203	238	116	1081	396	250	464	293	1608	1050	WHB	39.3	69.5	32.6	20.8	13.9	29.0	57.5	33.8	37.7	31.1	37.4	70.3	
TOTAL LISTENING IN METRO SURVEY AREA													9157	633	591	1100	778	3567	674	704	1207	901	4127	1463		96.3	99.9	94.9	96.1	93.1	95.8	97.8	95.1	98.1	95.5	96.1	97.9	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (f) means AM-FM Combination was not simulcast for complete time period. (†) means refer to Special Notice on Page 5.

AVG. CUME

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS — METRO SURVEY AREA IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA															
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
645		50	135	28	231		50	155	112	348	66	KBEA	640		48	135	28	229		50	155	111	345	66	KBEA	6.6		7.7	11.7	3.3	6.0		6.8	12.8	11.8	8.0	4.9
238		16	32	18	75		22	43	44	162	1	KBEY FM	225		16	32	18	75		22	43	32	150	1	KBEY FM	2.3		2.6	2.8	2.1	2.0		3.0	3.5	3.4	3.5	
318	17		66	9	98		37	98	40	185	35	*KBIL	247	17		46	9	78		8	84	32	134	35	*KBIL	2.6	2.5		4.0	1.1	2.0		1.1	6.9	3.4	3.1	2.3
324	16	2	62	18	116	35	15	49	39	171	37	*KCCV	322	16		62	18	114	35	15	49	39	171	37	*KCCV	3.3	2.3		5.4	2.1	3.0	4.7	2.0	4.0	4.1	3.9	2.4
1681	123	195	269	151	771	166	192	291	104	813	92	*KCKN	1601	100	190	252	149	724	166	184	268	102	785	92	*KCKN	16.6	14.7	30.3	21.9	17.5	19.0	22.3	25.0	22.1	10.8	18.1	6.0
612	19	91	111	33	254	37	81	99	36	267	91	*KCKN FM	494	19	67	92	21	199	37	58	81	16	206	89	*KCKN FM	5.1	2.8	10.7	8.0	2.5	5.2	5.0	7.9	6.7	1.7	4.8	5.8
147		2	7	7	34		17	25	24	106	7	*KCLO	111		7	7	32		17	25	16	72	7	*KCLO	1.1			.6	.8	.8		2.3	2.1	1.7	1.7	.5	
3336	105	184	493	359	1551	56	85	465	505	1555	230	KCMO	1917	33	117	281	233	877	42	52	272	336	894	146	KCMO	19.8	4.8	18.7	24.4	27.3	23.0	5.6	7.1	22.4	35.6	20.6	9.6
766	20	65	109	34	242	44	131	147	104	469	55	KFMU FM	556	16	44	91	27	177	42	72	114	80	335	44	KFMU FM	5.7	2.3	7.0	7.0	3.2	4.6	5.6	9.8	9.4	8.5	7.7	2.9
1076	50	120	73	83	394	112	84	172	105	549	133	KMBR FM	642	16	57	55	55	214	71	51	115	82	349	79	KMBR FM	6.6	2.3	9.1	4.8	6.5	5.6	9.5	6.9	9.5	8.7	8.0	5.2
4590	151	386	577	511	1966	245	331	587	583	2234	390	KMBZ	3825	135	366	513	406	1673	197	278	535	487	1825	327	KMBZ	39.6	19.8	58.4	44.6	47.7	43.9	26.4	37.8	44.1	51.6	42.1	21.4
1010	86	68	104	42	300	150	96	116	97	490	220	*KPRS	897	48	68	104	42	262	115	96	115	97	454	181	*KPRS	9.3	7.0	10.8	9.0	4.9	6.9	15.4	13.1	9.5	10.3	10.5	11.9
474	66	61	48	8	183	57	50	64	37	212	79	KPRS FM	373	31	50	48	8	137	21	50	64	37	176	60	KPRS FM	3.9	4.6	8.0	4.2	.9	3.6	2.8	6.8	5.3	3.9	4.1	3.9
2405	537	78	110	42	790	423	121	174	67	810	805	KUDL	2035	370	34	110	42	579	364	121	162	67	739	717	KUDL	21.0	54.3	5.4	9.6	4.9	15.2	48.8	16.5	13.3	7.1	17.0	47.0
268	48	10	27		85	26	14	22	19	81	102	KUDL FM	210	38	10	9		57	26	14	14	19	73	80	KUDL FM	2.2	5.6	1.6	.8		1.5	3.5	1.9	1.2	2.0	1.7	5.2
799	119	49	57	23	248	107	78	68	23	285	266	KWKI FM	709	81	38	56	23	198	72	78	67	23	249	262	KWKI FM	7.3	11.9	6.1	4.9	2.7	5.2	9.7	10.6	5.5	2.4	5.7	17.2
352	19	44	59	1	151	14	48	43	46	180	21	KXTR FM	274	19	30	45		117	14	48	43	24	157		KXTR FM	2.8	2.8	4.8	3.9		3.1	1.9	6.5	3.5	2.5	3.6	
4674	226	367	459	468	2013	313	318	589	610	2319	342	WDAF	2815	173	109	330	306	1049	159	210	421	430	1504	262	WDAF	29.1	25.4	17.4	28.7	35.9	27.5	21.3	28.6	34.7	45.6	34.7	17.2
741		86	36	31	266	53	69	123	101	427	48	WDAF FM	504		41	32	56	161	37	61	110	55	316	27	WDAF FM	5.2		6.5	2.8	6.6	4.2	5.0	8.3	9.1	5.8	7.3	1.8
6148	904	333	366	241	1955	884	415	636	324	2518	1675	WMB	3577	420	191	213	205	1090	484	210	459	201	1488	999	WMB	37.0	61.7	30.5	18.5	24.1	28.6	64.9	28.6	37.8	21.3	34.3	65.4

DAY PARTS-
AVG. & CUME

TOTAL LISTENING IN METRO SURVEY AREA	9214	665	594	1096	794	3595	736	693	1191	897	4142	1477	95.3	97.7	94.7	95.3	93.2	94.4	98.7	94.3	98.1	95.0	95.5	96.7
--------------------------------------	------	-----	-----	------	-----	------	-----	-----	------	-----	------	------	------	------	------	------	------	------	------	------	------	------	------	------

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12-	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
462		29	107	51	187	26	22	104	71	263	12	KBEA	462		29	107	51	187	26	22	104	71	263	12	KBEA	4.7		4.4	9.4	5.8	4.8	3.4	2.9	8.8	7.3	6.0	.8
395	132		12	7	151	62	23	18	7	137	107	KBEY FM	341	122		12	7	141	51	11	18	7	114	86	KBEY FM	3.5	16.6		1.1	.8	3.6	6.7	1.5	1.5	.7	2.6	5.4
407	48	53	53	49	245	23	55	29	40	151	11	*K8IL	285	15	41	40	49	167	23	37	10	37	111	7	*K8IL	2.9	2.0	6.3	3.5	5.6	4.3	3.0	4.9	.8	3.8	2.5	.4
257	22		33		88	44	14	41	22	169		*KCCV	257	22		33		88	44	14	41	22	169		*KCCV	2.6	3.0		2.9		2.3	5.8	1.9	3.5	2.2	3.8	
1676	63	199	308	154	860	136	142	206	147	704	112	*KCKN	1419	31	186	216	154	723	114	106	167	139	599	97	*KCKN	14.4	4.2	28.4	19.0	17.6	18.5	14.9	14.0	14.2	14.2	13.6	6.1
656		55	87	60	202	72	121	88	70	386	68	*KCKN FM	531		42	63	52	157	61	66	88	59	306	68	*KCKN FM	5.4		6.4	5.6	5.9	4.0	8.0	8.7	7.5	6.0	7.0	4.3
278			100	14	125	13	12	54	22	127	26	*KCLO	195			66	7	84	13	12	44	7	95	16	*KCLO	2.0			5.8	.8	2.2	1.7	1.6	3.7	.7	2.2	1.0
5315	258	487	801	633	2591	187	377	616	566	2194	530	KCMO	3653	204	277	591	448	1791	99	222	456	355	1450	412	KCMO	37.0	27.8	42.2	52.1	51.2	45.9	13.0	29.4	38.6	36.3	33.0	26.1
1156	116	90	137	128	499	37	142	164	189	628	29	KFMU FM	864	107	70	115	100	397	26	77	139	163	445	22	KFMU FM	8.8	14.6	10.7	10.1	11.4	10.2	3.4	10.2	11.8	16.7	10.1	1.4
1142	81	77	108	89	390	161	132	160	138	672	80	KMBR FM	838	81	62	67	63	301	101	89	102	131	465	72	KMBR FM	8.5	11.1	9.5	5.9	7.2	7.7	13.2	11.8	8.6	13.4	10.6	4.6
3622	185	299	479	312	1450	224	408	457	390	1842	330	KMBZ	2870	175	208	368	267	1113	175	307	412	328	1471	286	KMBZ	29.1	23.9	31.7	32.5	30.5	28.5	22.9	40.7	34.9	33.5	33.5	18.1
864	64	68	96	77	322	72	97	106	54	363	179	*KPRS	843	54	68	96	77	312	72	97	106	54	363	168	*KPRS	8.5	7.4	10.4	8.5	8.8	8.0	9.4	12.8	9.0	5.5	8.3	10.6
303	32	5	58	20	120	34	39	45	10	132	51	KPRS FM	277	32		58	20	115	34	28	45	10	121	41	KPRS FM	2.8	4.4		5.1	2.3	2.9	4.5	3.7	3.8	1.0	2.8	2.6
2141	351	96	175	20	647	339	80	159	30	636	858	KUDL	1726	295	72	89	20	481	285	69	126	21	515	730	KUDL	17.5	40.2	11.0	7.8	2.3	12.3	37.3	9.1	10.7	2.1	11.7	46.3
613	64	88	31	27	210	72	90	52	20	234	169	KWKI FM	556	54	41	31	27	153	72	90	52	20	234	169	KWKI FM	5.6	7.4	6.3	2.7	3.1	3.9	9.4	11.9	4.4	2.0	5.3	10.7
457		14	88	72	181	42	59	55	75	266	10	KXTR FM	398		14	88	63	172	31	59	45	64	216	10	KXTR FM	4.0		2.1	7.8	7.2	4.4	4.1	7.8	3.8	6.5	4.9	.6
4846	158	304	564	560	1943	253	191	681	621	2398	505	WDAF	3021	131	167	336	388	1182	193	127	440	394	1501	338	WDAF	30.6	17.9	25.5	29.6	44.3	30.3	25.3	16.8	37.3	40.3	34.2	21.4
847	45	77	52	113	360	72	48	94	136	464	23	*WDAF FM	624	42	53	38	93	272	47	34	91	106	339	13	*WDAF FM	6.3	5.7	8.1	3.4	10.6	7.0	6.2	4.5	7.7	10.8	7.7	.8
7041	1036	406	415	365	2404	907	509	629	437	2761	1876	WH8	3682	408	192	203	211	1113	527	263	353	228	1532	1037	WH8	37.3	55.7	29.3	17.9	24.1	28.5	69.0	34.8	29.9	23.3	34.9	65.7
TOTAL LISTENING IN METRO SURVEY AREA												9249	733	642	1062	838	3678	754	735	1104	866	4068	1503		93.7	99.9	97.9	93.7	95.8	94.3	98.7	97.4	93.6	88.5	92.6	95.2	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
452	7	36	30	85	171	7	40	76	85	242	39	KBEA	448	7	36	30	85	171	7	38	76	85	240	37	KBEA	4.6	1.3	4.9	2.6	9.6	4.5	1.0	4.9	6.3	8.5	5.4	2.3
712	191	32	32		255	105	24	42	32	214	243	KBEV FM	561	86	32	32	150	83	24	42	32	192	219	KBEV FM	5.7	16.0	4.3	2.8		3.9	12.4	3.1	3.5	3.2	4.4	13.7	
646	25	62	112	62	286	19	74	80	99	313	47	*KBIL	421	7	35	56	62	185	8	39	62	93	213	23	*KBIL	4.3	1.3	4.8	4.9	7.0	4.9	1.2	5.0	5.1	9.3	4.8	1.4
218		28	17	62	8			60	63	156		*KCCV	210		28	17	62	8			60	63	144		*KCCV	2.1			2.5	1.9	1.6	1.2		5.0	6.3	3.4	
1557	98	165	292	135	760	92	143	186	192	721	76	*KCKN	1377	84	137	236	116	640	83	115	180	175	654	74	*KCKN	14.0	15.7	18.6	20.7	13.0	16.9	12.4	14.8	14.9	17.6	14.9	4.6
700	23	83	107	41	268	35	83	92	86	356	76	*KCKN FM	611	23	83	72	41	231	35	64	85	82	317	63	*KCKN FM	6.2	4.3	11.3	6.3	4.6	6.1	5.2	8.2	7.0	8.2	7.2	3.9
4685	161	394	613	434	1983	135	390	532	571	2280	422	KCMO	2406	53	184	351	251	1011	94	164	302	328	1223	170	KCMO	24.5	9.9	25.0	30.8	28.2	26.7	14.1	21.1	25.0	32.9	27.7	10.6
1053	62	67	115	145	453	7	75	183	212	549	51	KFMM FM	824	56	67	92	108	363	7	70	152	154	414	47	KFMM FM	8.4	10.4	9.1	8.1	12.1	9.6	1.0	9.0	12.6	15.5	9.4	2.9
1055	96	68	180	119	520	50	85	158	122	464	71	KMBR FM	703	54	41	138	65	334	47	41	114	77	311	58	KMBR FM	7.2	10.1	5.6	12.1	7.3	8.8	7.0	5.3	9.5	7.7	7.0	3.6
4271	168	383	494	459	1862	177	413	484	584	2111	298	KMBZ	3610	131	351	442	412	1599	168	364	438	462	1726	285	KMBZ	36.8	24.4	47.7	38.8	46.3	42.1	25.1	46.9	36.3	46.4	39.1	17.8
742	12	85	94	79	278	61	71	77	66	314	150	*KPRS	708	12	85	92	65	262	61	71	72	56	299	147	*KPRS	7.2	2.2	11.5	8.1	7.3	6.9	9.1	9.1	6.0	5.6	6.8	9.2
201	12		27	14	53	25	23	20	11	88	60	*KPRS FM	174	12		27	14	39	25	23	12	80	60	*KPRS FM	1.8	2.2		2.4		1.0	3.7	3.0	1.0	1.1	1.8	3.7	
1797	259	82	118	41	523	234	88	159	23	515	759	KUDL	1558	214	47	86	41	401	196	69	156	19	451	706	KUOL	15.9	39.9	6.4	7.6	4.6	10.6	29.3	8.9	12.9	1.9	10.2	44.1
277	20	32	9		61	45	32	27	9	113	103	KUOL FM	234	7	32	9		48	45	21	14	9	89	97	KUOL FM	2.4	1.3	4.3			1.3	6.7	2.7	1.2		2.0	6.1
608	63	35	50	14	162	79	47	83	9	218	228	KWKI FM	548	51	35	41		127	79	44	76	9	208	211	KWKI FM	5.6	9.5	4.8	3.6		3.3	11.8	5.7	6.3		4.7	13.2
480	38	81	27	36	224	28	41	14	72	246	10	KXTR FM	385	18	74	27	34	176	28	41	12	55	199	10	KXTR FM	3.9	3.4	10.1	2.4	3.8	4.6	4.2	5.3	1.0	5.5	4.5	
4476	189	248	464	471	1710	302	300	508	595	2405	361	WDAF	2511	113	116	316	282	984	156	182	302	346	1330	205	WDAF	25.7	21.1	15.8	27.7	31.7	25.9	23.3	23.5	25.0	34.7	30.1	12.8
942	7	68	91	67	291	28	108	160	152	593	58	*WDAF FM	686	7	24	81	51	210	28	67	127	112	433	43	*WDAF FM	7.0	1.3	3.3	7.1	5.7	5.5	4.2	8.6	10.5	11.2	9.8	2.7
6513	807	341	480	276	2040	810	360	643	472	2591	1882	WHB	3241	316	183	243	114	917	376	182	312	266	1302	1024	WHB	33.1	59.0	24.9	21.3	12.8	24.1	56.2	23.5	25.9	26.7	29.5	64.0
270		8	35	38	99		11	75	37	161	10	*KCLO	181		8	13	27	60			61	37	105	10	*KCLO	1.8		1.1	1.1	3.0	1.7			5.1	3.7	2.4	
196		24	11	2	88		14	38	16	106	2	*KCLO FM	117		21	9	53			3	38	8	64		*KCLO FM	1.2		2.9			1.4			4	3.2		1.5
1169	10	82	109	192	573	7	70	106	166	555	41	*KFEQ	116		6	40	62				14	27	54		*KFEQ	1.2				4.5	1.6			1.2	2.7	1.2	
TOTAL LISTENING IN METRO SURVEY AREA												9232	489	703	1092	815	3539	618	763	1113	973	4147	1550		94.1	91.2	95.5	95.9	91.6	93.1	92.4	98.3	92.3	97.7	94.0	96.8	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA											
TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17													
	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL		18-24	25-34	35-49	50-64	TOTAL								
494	9	62	78	39	205	6	KAYQ	451	9	33	78	39	176	6	KAYQ	4.5	1.5	4.3	6.9	4.3	4.5	7.1	5.8	5.9	6.4	6.0	.4								
759	22	99	147	66	385	53	KBEA	733	22	99	147	66	380	32	KBEA	7.3	3.7	12.9	12.9	7.3	9.7	2.9	4.6	8.9	8.4	7.2	2.0								
529	97	127	19		248	104	KBEY	409	12	109	19		140	104	KBEY	4.1	2.0	14.2	1.7		3.6	13.7	3.7	1.2	.8	3.7	6.4								
449	9	39	110	34	225	6	*KBIL	318	9	21	77	17	139	6	*KBIL	3.2	1.5	2.7	6.8	1.9	3.6		4.1	3.5	4.6	3.9	.4								
311	20	36	14	21	149	17	*KCCV	281	20	6	14	21	119	17	*KCCV	2.8	3.4	.8	1.2	2.3	3.1	.6	3.1	4.9	3.2	1.1									
1492	74	145	295	138	711	121	*KCKN	1221	69	115	225	131	589	97	*KCKN	12.2	11.7	15.0	19.8	14.6	15.1	6.8	12.2	13.6	9.8	11.9	6.0								
754	23	41	116	105	306	50	*KCKN FM	427	17	16	68	49	162	26	*KCKN FM	4.3	2.9	2.1	6.0	5.5	4.2	2.1	3.2	3.6	10.2	5.3	1.6								
5557	366	375	730	601	2482	495	KCMO	3456	113	196	499	427	1478	336	KCMO	34.6	19.1	25.5	43.8	47.5	37.9	18.7	33.0	35.8	42.5	36.7	20.8								
1244	36	64	204	134	537	18	KFMU	1014	22	64	177	103	444	18	KFMU	10.1	3.7	8.3	15.6	11.5	11.4	5.2	13.6	17.2	14.9	12.3	1.1								
1182	90	114	153	106	502	67	KMBR	964	56	107	144	106	436	53	KMBR	9.6	9.5	13.9	12.7	11.8	11.2	9.3	18.3	10.9	10.5	10.6	3.3								
3541	139	265	462	384	1566	248	KMBZ	2955	123	237	414	311	1339	219	KMBZ	29.6	20.8	30.8	36.4	34.6	34.3	22.8	25.2	29.9	37.6	31.2	13.5								
716	58	21	75	91	272	122	*KPRS	716	58	21	75	91	272	122	*KPRS	7.2	9.8	2.7	6.6	10.1	7.0	10.5	2.7	10.4	7.5	7.2	7.5								
146	9	7	21	21	58	27	*KPRS FM	146	9	7	21	21	58	27	*KPRS FM	1.5	1.5	.9	1.8	2.3	1.5	.6	.7	1.5	1.4	1.7									
2190	291	145	116	36	626	763	KUOL	1793	213	129	104	36	520	672	KUOL	17.9	36.0	16.8	9.1	4.0	13.3	42.7	14.0	9.5	6.3	13.4	41.5								
298	53	68		7	140	102	KUDL FM	234	20	61		7	100	78	KUDL FM	2.3	3.4	7.9		.8	2.6	2.9		1.6	1.3	4.8									
677	96	22	80	21	219	213	KWKI	605	82		80	21	183	201	KWKI	6.1	13.9		7.0	2.3	4.7	10.5	5.4	7.8	.5	4.9	12.4								
517	50	24	22	75	242	19	KXTR	424	22	6	22	52	173	19	KXTR	4.2	3.7	.8	1.9	5.8	4.4		5.8	6.6	6.6	5.2	1.2								
4383	208	184	477	549	1756	451	WDAF	2513	73	149	289	340	1070	156	WDAF	25.1	12.4	19.4	25.4	37.8	27.4	13.5	26.0	25.2	32.6	28.7	9.6								
946	166	132	41	38	377	133	WDAF FM	610	37	114	30	30	211	68	WDAF FM	6.1	6.3	14.8	2.6	3.3	5.4	14.9	10.0	5.4	4.0	7.4	4.2								
6478	913	336	352	280	2057	1859	WMB	3568	268	256	197	198	1062	1048	WMB	35.7	45.3	33.3	17.3	22.0	27.2	58.0	38.1	30.0	19.9	32.6	64.7								
229		30	23	38	108		*KCLO	147			8	21	46		*KCLO	1.5			.7	2.3	1.2			4.0	1.6	2.3									
202	24		23	20	67		*KCLO FM	117	10		8	13	31		*KCLO FM	1.2	1.7		.7	1.4	.8			1.8	3.1	1.9									
TOTAL LISTENING IN METRO SURVEY AREA								9408	578	740	1093	816	3682	648	779	1147	945	4195	1531		94.1	97.8	96.2	96.0	90.8	94.4	95.4	96.3	95.0	93.9	93.7	94.6			

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

KANSAS CITY
APRIL/MAY 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
743	26	77	77	76	281	30	80	167	72	399	63	KAYQ	718	26	64	77	76	268	30	68	167	72	387	63	KAYQ	7.2	4.4	8.3	6.8	8.5	6.9	4.4	8.4	13.8	7.2	8.6	3.9
600	14	46	53	118	261	18	59	42	111	330	9	KBEA	582	14	46	53	118	261	18	59	42	111	312	9	KBEA	5.8	2.4	6.0	4.7	13.1	6.7	2.7	7.3	3.5	11.0	7.0	.6
409	139	32	17	9	197	57	7	9	25	118	94	KBEY	282	88	32	17		137	20	7	9	25	61	84	KBEY	2.8	14.9	4.2	1.5		3.5	2.9	.9	.7	2.5	1.4	5.2
532	24	71	67	60	232	12	60	100	81	264	36	*KBIL	474	24	58	56	46	194	12	60	95	80	247	33	*KBIL	4.7	4.1	7.5	4.9	5.1	5.0	1.8	7.4	7.9	8.0	5.5	2.0
346	32	23	25	27	114	12	23	57	77	180	52	*KCCV	331	32	23	25	27	107	12	23	57	69	172	52	*KCCV	3.3	5.4	3.0	2.2	3.0	2.7	1.8	2.8	4.7	6.9	3.8	3.2
1473	33	129	259	208	680	60	172	197	189	679	114	KCKN	1310	33	129	229	204	646	51	125	174	167	564	100	KCKN	13.1	5.6	16.8	20.1	22.7	16.6	7.5	15.5	14.4	16.6	12.6	6.2
771	23	85	92	77	305	41	119	91	118	437	29	KCKN FM	569		82	59	66	215	34	84	80	81	338	16	KCKN FM	5.7		10.7	5.2	7.3	5.5	5.0	10.4	6.6	8.1	7.5	1.0
5013	233	415	629	546	2161	225	411	475	614	2329	523	KCMO	2576	50	187	354	294	1090	64	204	290	353	1245	241	KCMO	25.8	8.5	24.3	31.1	32.7	28.0	9.4	25.2	24.0	35.1	27.8	14.9
849	39	51	115	137	377	22	35	161	163	432	40	KFMU	641	19	47	94	123	293	22	31	105	129	315	33	KFMU	6.4	3.2	6.1	8.3	13.7	7.5	3.2	3.8	8.7	12.8	7.0	2.0
1425	55	110	159	175	551	88	107	327	174	792	82	KMBR	1183	12	100	115	154	428	66	89	281	149	676	79	KMBR	11.8	2.0	13.0	10.1	17.1	11.0	9.7	11.0	23.3	14.8	15.1	4.9
4348	147	285	591	566	1975	180	230	532	520	2019	354	KMBZ	3458	101	239	524	436	1574	120	217	457	386	1570	314	KMBZ	34.6	17.1	31.1	46.0	48.5	40.4	17.7	26.8	37.9	38.4	35.1	19.4
681	105	29	72	24	240	75	113	75	53	347	94	*KPRS	681	105	29	72	24	240	75	113	75	53	347	94	*KPRS	6.8	17.8	3.8	6.3	2.7	6.2	11.0	14.0	6.2	5.3	7.7	5.8
428	37	19	35	30	128	31	82	80	30	233	67	*KPRS FM	406	37	19	35	30	121	26	82	80	30	218	67	*KPRS FM	4.1	6.3	2.5	3.1	3.3	3.1	3.8	10.1	6.6	3.0	4.9	4.1
1973	327	112	131	33	613	253	124	121	41	561	799	KUDL	1665	233	93	131	33	490	194	99	118	41	466	709	KUDL	16.7	39.4	12.1	11.5	3.7	12.6	28.6	12.2	9.8	4.1	10.4	43.8
565	104	16	25	26	171	64	28	29	30	151	243	KUDL FM	565	104	16	25	26	171	64	28	29	30	151	243	KUDL FM	5.7	17.6	2.1	2.2	2.9	4.4	9.4	3.5	2.4	3.0	3.4	15.0
923	79	25	107	17	234	141	101	114	15	422	267	KWKI	816	79	25	107	8	225	72	101	114	15	330	261	KWKI	8.2	13.4	3.3	9.4	.9	5.8	10.6	12.5	9.4	1.5	7.4	16.1
436	13	39	29	38	156	13	24	68	82	254	26	KXTR	383		35	25	36	133	13	21	67	81	224	26	KXTR	3.8		4.6	2.2	4.0	3.4	1.9	2.6	5.6	8.1	5.0	1.6
4265	214	330	472	434	1743	252	333	498	547	2146	376	WDAF	2492	54	197	291	257	981	133	204	303	351	1279	232	WDAF	24.9	9.1	25.6	25.6	28.6	25.2	19.6	25.2	25.1	34.9	28.6	14.3
1312	143	136	53	64	453	235	152	75	109	649	210	WDAF FM	821	62	101	41	43	272	123	114	32	69	371	178	WDAF FM	8.2	10.5	13.1	3.6	4.8	7.0	18.1	14.1	2.7	6.9	8.3	11.0
6415	747	408	401	223	1919	902	448	501	411	2522	1974	WMB	3055	219	211	186	118	802	422	226	304	228	1294	959	WMB	30.6	37.1	27.4	16.3	13.1	20.6	62.2	27.9	25.2	22.7	28.9	59.2
306		16	15	39	96	21	64	49	41	206	4	*KCLO FM	157		9		10	40	12	21	32	32	113	4	*KCLO FM	1.6		1.2		1.1	1.0	1.8	2.6	2.7	3.2	2.5	.2
1035	9	36	184	93	449	7	28	129	133	554	32	*KFEQ	151			55	19	89				23	5	62		*KFEQ	1.5			4.8	2.1	2.3			1.9	.5	1.4
TOTAL LISTENING IN METRO SURVEY AREA												9583	536	702	1098	855	3679	657	793	1200	968	4327	1577		95.9	90.7	91.3	96.5	95.1	94.4	96.8	98.0	99.4	96.2	96.6	97.4	

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
705		91	103	76	270	35	131	88	90	404	31	KAYQ	705		91	103	76	270	35	131	88	90	404	31	KAYQ	6.9		9.7	9.5	9.0	6.7	4.3	13.4	7.7	9.5	8.7	2.0
587		18	63	81	175	12	54	134	53	367	45	KBEA	570		18	63	81	175	12	54	134	53	350	45	KBEA	5.6		1.9	5.8	9.6	4.4	1.5	5.5	11.7	5.6	7.6	2.9
819	211	69	53	29	362	89	25	61	37	242	215	KBEY	644	107	56	44	29	236	89	25	41	37	222	186	KBEY	6.3	15.8	6.0	4.1	3.4	5.9	10.9	2.6	3.6	3.9	4.8	12.0
688	11	59	137	47	254	15	67	160	34	287	147	*KBIL	364		27	59	32	118	15	57	92	28	203	43	*KBIL	3.6		2.9	5.4	3.8	2.9	1.8	5.9	8.0	3.0	4.4	2.8
195		9	8	23	54		19	39	19	124	17	*KCCV	195		9	8	23	54		19	39	19	124	17	*KCCV	1.9		1.0	.7	2.7	1.3		2.0	3.4	2.0	2.7	1.1
1224	25	234	218	96	608	52	147	163	127	559	57	*KCKN	1060	25	174	201	87	522	52	104	151	104	481	57	*KCKN	10.4	3.7	18.5	18.5	10.3	13.0	6.4	10.7	13.2	11.0	10.4	3.7
901		153	147	40	340	28	157	157	86	456	105	*KCKN FM	580		103	107	25	235	28	83	132	25	296	49	*KCKN FM	5.7		11.0	9.9	3.0	5.8	3.4	8.5	11.5	2.6	6.4	3.1
5779	350	541	786	650	2666	282	537	705	531	2556	557	KCMD	3339	124	307	481	421	1548	124	289	432	321	1487	304	KCMD	32.7	18.3	32.7	44.4	49.9	38.5	15.2	29.7	37.7	33.9	32.2	19.5
788	42	34	79	111	266	30	107	189	104	500	22	KFMU	597		34	63	81	178		107	131	89	397	22	KFMU	5.9		3.6	5.8	9.6	4.4		11.0	11.4	9.4	8.6	1.4
1522	29	109	163	169	544	184	122	267	227	886	92	KMBR	1229		109	152	128	442	94	122	237	166	695	92	KMBR	12.1		11.6	14.0	15.2	11.0	11.5	12.5	20.7	17.5	15.0	5.9
3018	28	271	372	346	1324	90	285	414	361	1522	172	KMBZ	2495	28	200	340	305	1106	90	236	369	300	1230	159	KMBZ	24.5	4.1	21.3	31.4	36.2	27.5	11.0	24.2	32.2	31.6	26.6	10.2
666	65	43	61	15	208	110	48	65	36	302	156	*KPRS	666	65	43	61	15	208	110	48	65	36	302	156	*KPRS	6.5	9.6	4.6	5.6	1.8	5.2	13.4	4.9	5.7	3.8	6.5	10.0
246	24	43	15	15	97	30	20	14	10	97	52	KPRS FM	246	24	43	15	15	97	30	20	14	10	97	52	KPRS FM	2.4	3.5	4.6	1.4	1.8	2.4	3.7	2.1	1.2	1.1	2.1	3.3
1800	239	158	71	20	491	365	115	143	37	665	644	KUDL	1637	239	158	71	20	491	311	115	123	37	591	555	KUDL	16.1	35.3	16.8	6.5	2.4	12.2	38.0	11.8	10.7	3.9	12.8	35.7
684	321	33	8	7	382	90		15	36	184	118	KUDL FM	463	119	33	8	7	180	90		15	24	172	111	KUDL FM	4.5	17.6	3.5	.7	.8	4.5	11.0		1.3	2.5	3.7	7.1
531	70	32	34	24	160	73	43	53	16	237	134	KWKI	354	28	32	34		94	43	43	53	16	173	87	KWKI	3.5	4.1	3.4	3.1		2.3	5.3	4.4	4.6	1.7	3.7	5.6
538	45	43	59	15	199	74	54	44	52	312	27	KXTR	429	16	43	59	15	170	20	54	44	52	232	27	KXTR	4.2	2.4	4.6	5.4	1.8	4.2	2.4	5.5	3.8	5.5	5.0	1.7
4154	305	245	429	475	1756	243	272	501	477	1982	416	WDAF	2391	153	192	235	228	965	163	160	296	256	1187	239	WDAF	23.5	22.6	20.4	21.7	27.0	24.0	19.9	16.4	25.8	27.0	25.7	15.4
1467	302	185	76	43	622	291	62	123	55	593	252	WDAF FM	883	125	110	36	43	314	201	45	60	43	391	178	WDAF FM	8.7	18.4	11.7	3.3	5.1	7.8	24.6	4.6	5.2	4.5	8.5	11.4
6867	820	491	398	234	2146	927	533	692	269	2721	2000	WHB	3847	345	343	246	128	1147	548	344	360	150	1591	1109	WHB	37.7	50.9	36.5	22.7	15.2	28.5	67.0	35.3	31.4	15.8	34.4	71.1
127		9	16	11	36		7	59	12	81	10	*KCLO	106		9	16	11	36		7	38	12	60	10	*KCLO	1.0		1.0	1.5	1.3	.9		.7	3.3	1.3	1.3	.6

TOTAL LISTENING IN METRO SURVEY AREA												9495	624	874	1004	781	3691	781	958	1093	854	4301	1503	93.1	92.0	93.1	92.6	92.6	91.8	95.5	98.4	95.4	90.1	93.1	96.6
--------------------------------------	--	--	--	--	--	--	--	--	--	--	--	------	-----	-----	------	-----	------	-----	-----	------	-----	------	------	------	------	------	------	------	------	------	------	------	------	------	------

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

AMERICAN RESEARCH BUREAU
AVG. & CONT.

CUME Listening Estimates

KANSAS CITY
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12 +	MEN					TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN					TOTAL 18 + %	TEENS 12-17 %													
	18-24	25-34	35-49	50-64	TOTAL					18-24	25-34	35-49	50-64	18-24					25-34	35-49	50-64	18-24	25-34			35-49	50-64	18-24	25-34	35-49	50-64							
686	11	42	151	86	316	13	88	116	71	361	9	KAYQ	663	11	42	151	79	309	13	80	116	63	345	9	KAYQ	6.5	1.6	4.5	13.9	9.4	7.7	1.6	8.2	10.1	6.6	7.5	1.6	
415		14	93	87	207	30		64	61	204	4	KBEA	412		14	90	87	204	30		64	61	204	4	KBEA	4.0		1.5	8.3	10.3	5.1	3.7		5.6	6.4	4.4	1.3	
808	193	188	9		390	123	61	25		222	196	KBEY	620	87	162	9		258	114	61	9		197	165	KBEY	6.1	12.8	17.3	.8		6.4	13.9	6.3	.8		4.3	10.6	
533		101	63	17	207	25	85	53	38	272	54	*KBIL	418		44	60	17	147	25	59	50	30	229	42	*KBIL	4.1		4.7	5.5	2.0	3.7	3.1	6.1	4.4	3.2	5.0	2.7	
499	18	11	54	17	100	13	103	71	57	361	38	*KCCV	438	15		48	17	80	13	69	71	55	325	33	*KCCV	4.3	2.2			4.4	2.0	2.0	1.6	7.1	6.2	5.8	7.0	2.1
1196	11	93	233	153	559	60	106	134	137	563	74	*KCKN	1115	11	93	221	146	540	53	91	134	121	501	74	*KCKN	10.9	1.6	9.9	20.4	17.3	13.4	6.5	9.3	11.7	12.8	10.8	4.8	
807		87	106	86	332	13	154	64	125	433	42	*KCKN FM	605		43	66	86	243	13	119	33	116	334	28	*KCKN FM	5.9		4.6	6.1	10.2	6.0	1.6	12.2	2.9	12.2	7.2	1.8	
4820	207	432	692	463	2088	198	522	516	545	2292	440	KCHD	2192	42	238	300	231	906	72	318	262	249	1100	186	KCHD	21.5	6.2	25.3	27.7	27.4	22.5	8.8	32.6	22.9	26.3	23.8	12.0	
866		131	112	101	394		164	82	139	411	61	KFMU	730		120	95	91	341		152	63	127	352	37	KFMU	7.2		12.8	8.8	10.8	8.5		15.6	5.5	13.4	7.6	2.4	
2032	87	187	335	251	919	37	135	369	285	1034	79	KMBR	1575	76	163	251	218	740	37	101	278	256	788	47	KMBR	15.4	11.2	17.4	23.2	25.9	18.4	4.5	10.4	24.3	27.0	17.1	3.0	
4921	230	492	574	616	2300	178	501	501	567	2266	355	KMBZ	3892	126	418	494	450	1774	145	443	435	475	1812	306	KMBZ	38.2	18.6	44.5	45.6	53.4	44.1	17.7	45.5	38.0	50.1	39.2	19.7	
823	84	173	20	42	340	92	84	109	54	350	133	*KPRS	815	84	173	20	42	340	92	84	109	54	350	125	*KPRS	8.0	12.4	18.4	1.8	5.0	8.5	11.2	8.6	9.5	5.7	7.6	8.0	
605	80	85	22	19	212	91	54	49	30	242	151	KPRS FM	589	80	85	22	19	212	91	54	41	30	234	143	KPRS FM	5.8	11.8	9.1	2.0	2.3	5.3	11.1	5.5	3.6	3.2	5.1	9.2	
2099	434	282	48	10	800	278	144	131	42	612	687	KUDL	1803	273	268	48	10	625	214	144	131	33	539	639	KUDL	17.7	40.3	28.5	4.4	1.2	15.6	26.2	14.8	11.4	3.5	11.7	41.1	
701	173	117	39		329	97		23	18	148	224	KUDL FM	575	101	90	39		230	77		23	18	128	217	KUDL FM	5.6	14.9	9.6	3.6		5.7	9.4		2.0	1.9	2.8	13.9	
787	84	124	20	27	260	85	119	86	17	330	197	KWKI	736	84	124	20	27	255	85	119	70	14	306	175	KWKI	7.2	12.4	13.2	1.8	3.2	6.3	10.4	12.2	6.1	1.5	6.6	11.2	
470	31	46	83	59	241		76	31	67	229		KXTR	383	11	39	66	45	177		68	27	59	206		KXTR	3.8	1.6	4.2	6.1	5.3	4.4		7.0	2.4	6.2	4.5		
3932	111	272	504	379	1510	193	281	471	540	2023	399	WDAF	2392	85	217	272	231	922	105	205	339	361	1255	215	WDAF	23.5	12.5	23.1	25.1	27.4	22.9	12.8	21.0	29.6	38.1	27.2	13.8	
1891	326	250	74	65	741	266	137	80	100	672	478	WDAF FM	1231	179	182	29	53	443	193	105	67	72	487	301	WDAF FM	12.1	26.4	19.4	2.7	6.3	11.0	23.6	10.8	5.8	7.6	10.5	19.3	
6964	980	498	395	214	2236	1078	418	749	374	2894	1834	WMB	3660	421	293	189	108	1064	544	249	433	215	1578	1018	WMB	35.9	62.1	31.2	17.4	12.8	26.5	66.5	25.6	37.8	22.7	34.1	65.4	
213			35	53	88			34	65	125		*KCLD	138			19	28	47			18	47	91		*KCLD	1.4			1.8	3.3	1.2			1.6	5.0	2.0		
172		17	31	34	82		14	13	29	88	2	*KCLD FM	117		14	18	28	60			14	9	24	57		*KCLD FM	1.1		1.5	1.7	3.3	1.5		1.4	.8	2.5	1.2	

TOTAL LISTENING IN METRO SURVEY AREA 9783 663 913 1074 825 3908 806 948 1111 916 4375 1500 95.9 97.8 97.2 99.1 97.9 97.2 98.5 97.3 96.9 96.6 94.7 96.4

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

KANSAS CITY
OCT/NOV 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA														
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64			18-24
935	45	117	126	94	393	86	66	147	130	457	85	KAYQ	935	45	117	126	94	393	86	66	147	130	457	85	KAYQ	8.8	6.0	13.7	11.1	10.2	9.4	10.7	6.7	12.1	12.7	9.5	5.1	
568	20		87	134	275		40	87	86	262	31	KBEA	568	20		87	134	275		40	87	86	262	31	KBEA	5.3	2.7		7.7	14.6	6.6		4.1	7.2	8.4	5.5	1.9	
1644	334	107	52	19	512	247	103	93	39	495	637	KBEQ	1409	243	107	34	19	403	177	103	81	39	413	593	KBEQ	13.3	32.4	12.5	3.0	2.1	9.7	22.0	10.5	6.7	3.8	8.6	35.8	
618		33	116	98	283		83	81	61	264	71	*KBIL	454		33	71	89	229		58	60	53	210	15	*KBIL	4.3		3.9	6.2	9.7	5.5		5.9	4.9	5.2	4.4	.9	
263			17	31	99			30	53	129	35	*KCCV	224			17	31	99				30	53	102	23	*KCCV	2.1			1.5	3.4	2.4			2.5	5.2	2.1	1.4
1147		81	195	202	532	31	62	133	160	523	92	*KCKN	1012		56	162	202	442	31	48	133	160	490	80	*KCKN	9.5			6.5	14.2	22.0	10.6	3.9	4.9	11.0	15.6	18.2	4.8
994		131	130	85	400	27	150	115	145	500	94	*KCKN FM	678		64	111	57	254	27	95	105	103	354	70	*KCKN FM	6.4			7.5	9.8	6.2	6.1	3.4	9.7	8.7	10.8	7.4	4.2
5938	433	717	708	605	2976	345	487	528	638	2504	458	KCMO	2834	82	303	405	384	1405	128	224	332	300	1238	191	KCMO	26.7	10.9	35.4	35.6	41.8	33.7	15.9	22.9	27.4	29.2	25.8	11.5	
567	20	40	22	56	157	25	39	131	126	397	13	KFMU	544	20	40	22	56	157	25	39	131	117	374	13	KFMU	5.1	2.7	4.7	1.9	6.1	3.8	3.1	4.0	10.8	11.4	7.8	.8	
2046	79	162	281	213	791	115	258	356	300	1159	96	KHBR	1567	40	119	219	166	591	53	204	314	229	892	84	KHBR	14.8	5.3	13.9	19.3	18.1	14.2	6.6	20.9	25.9	22.3	18.6	5.1	
2888	57	247	348	336	1229	94	215	313	482	1480	179	KMBZ	2436	57	222	316	302	1073	69	188	313	372	1219	144	KMBZ	22.9	7.6	25.9	27.8	32.9	25.7	8.6	19.2	25.8	36.2	25.4	8.7	
683	21	50	86	44	223	79	36	81	55	303	167	*KPRS	671	21	50	86	44	223	79	36	81	43	291	157	*KPRS	6.3	2.8	5.8	7.6	4.8	5.3	9.8	3.7	6.7	4.2	6.1	9.5	
1029	83	50	89	76	310	136	84	99	41	385	334	KPRS FM	961	83	50	89	76	310	113	84	88	29	339	312	KPRS FM	9.0	11.1	5.8	7.8	8.3	7.4	14.0	8.6	7.3	2.8	7.1	18.8	
1488	345	166	42	18	571	278	105	88	31	526	391	KUOL	1465	345	166	42	18	571	278	105	88	31	526	368	KUOL	13.8	46.0	19.4	3.7	2.0	13.7	34.5	10.7	7.3	3.0	11.0	22.2	
974	285	139	5	33	475	257	38	24	7	326	173	KUOL FM	868	285	110	5	33	446	203	38	24	7	272	150	KUOL FM	8.2	38.0	12.9	.4	3.6	10.7	25.2	3.9	2.0	.7	5.7	9.1	
376	39	18	30		87	126	28	25	7	186	103	KWKI	340	39	18	30		87	103	28	25	7	163	90	KWKI	3.2	5.2	2.1	2.6		2.1	12.8	2.9	2.1	.7	3.4	5.4	
427		60		80	140	36	44	70	86	255	32	KXTR	365		35		80	115	13	30	70	86	218	32	KXTR	3.4		4.1		8.7	2.8	1.6	3.1	5.8	8.4	4.5	1.9	
4091	367	391	335	314	1707	216	323	440	505	2008	376	WDAF	2323	198	230	166	229	1001	119	164	295	342	1167	155	WDAF	21.9	26.4	26.9	14.6	24.9	24.0	14.8	16.8	24.3	33.3	24.3	9.4	
1486	348	144	43	31	590	269	78	85	31	531	365	WDAF FM	1068	216	117	43	18	418	173	66	60	21	372	278	WDAF FM	10.1	28.8	13.7	3.8	2.0	10.0	21.5	6.7	4.9	2.0	7.8	16.8	
6491	957	496	412	272	2296	936	450	559	393	2666	1529	WHB	3614	490	331	194	167	1259	467	342	309	198	1477	878	WHB	34.0	65.3	38.7	17.1	18.2	30.2	58.0	35.0	25.5	19.3	30.8	53.0	
TOTAL LISTENING IN METRO SURVEY AREA												9941	737	855	991	844	3869	777	917	1175	962	4502	1578		93.6	98.3	99.9	87.2	91.9	92.8	96.5	93.8	96.9	93.7	93.9	94.8		

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

CUME Listening Estimates

KANSAS CITY
APRIL/MAY 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
913	34	52	121	118	357	24	93	156	135	482	74	KAYQ	894	34	52	121	118	357	24	93	156	116	463	74	KAYQ	8.4	4.5	6.1	10.6	12.9	8.6	3.0	9.5	12.9	11.3	9.7	4.5
501		19	104	47	212	8	29	68	69	248	41	KBEA	478		19	104	47	212	8	29	58	69	238	28	KBEA	4.5		2.2	9.1	5.1	5.1	1.0	3.0	4.8	6.7	5.0	1.7
2176	396	107	56	17	576	324	80	136	36	599	1001	KBEQ	1832	319	97	37	17	470	253	80	114	36	506	856	KBEQ	17.2	42.5	11.3	3.3	1.9	11.3	31.4	8.2	9.4	3.5	10.6	51.7
489	27	48	72	39	221	13	84	54	57	237	31	*KBIL	436	27	32	72	39	205	13	59	42	57	200	31	*KBIL	4.1	3.6	3.7	6.3	4.2	4.9	1.6	6.0	3.5	5.6	4.2	1.9
174	11		16		38		28	44	5	128	8	*KCCV	162	11		16		38		16	44	5	116	8	*KCCV	1.5	1.5		1.4		.9		1.6	3.6	.5	2.4	.5
1417	61	143	230	128	585	88	214	207	133	722	110	*KCKN	1221	46	100	224	128	521	70	117	207	122	596	104	*KCKN	11.5	6.1	11.7	19.7	13.9	12.5	8.7	12.0	17.1	11.9	12.4	6.3
1068	37	108	171	135	521	34	153	129	105	501	46	*KCKN FM	732	37	62	136	112	370	16	90	114	82	316	46	*KCKN FM	6.9	4.9	7.2	12.0	12.2	8.9	2.0	9.2	9.4	8.0	6.6	2.8
4564	301	418	556	431	1985	285	446	561	483	2133	446	KCHO	2377	96	201	330	273	1047	98	217	284	332	1166	164	KCHO	22.4	12.8	23.5	29.0	29.7	25.1	12.2	22.2	23.4	32.3	24.3	9.9
866	63	84	127	101	395	37	78	126	91	432	39	KFMU	698	32	55	117	89	313	28	78	95	91	346	39	KFMU	6.6	4.3	6.4	10.3	9.7	7.5	3.5	8.0	7.8	8.9	7.2	2.4
2814	123	247	211	326	1116	184	282	446	425	1596	102	KMBR	1966	77	138	196	268	773	60	220	365	317	1097	96	KMBR	18.5	10.3	16.1	17.2	29.2	18.5	7.5	22.5	30.1	30.9	22.9	5.8
4474	249	307	573	535	2124	141	426	468	550	2008	342	KMBZ	3592	185	258	460	426	1637	113	346	391	472	1660	295	KMBZ	33.8	24.7	30.1	40.5	46.4	39.2	14.0	35.4	32.2	46.0	34.6	17.8
925	63	100	81	59	337	97	91	97	63	385	203	*KPRS	873	63	93	81	46	317	71	85	97	63	353	203	*KPRS	8.2	8.4	10.9	7.1	5.0	7.6	8.8	8.7	8.0	6.1	7.4	12.3
577	78	33	31	15	165	94	66	56	9	237	175	KPRS FM	558	78	33	31	15	165	75	66	56	9	218	175	KPRS FM	5.3	10.4	3.9	2.7	1.6	4.0	9.3	6.7	4.6	.9	4.5	10.6
1713	275	223	58	41	603	329	137	110	17	593	517	KUOL	1558	260	193	49	41	549	321	123	105	17	566	443	KUOL	14.7	34.7	22.5	4.3	4.5	13.2	39.9	12.6	8.7	1.7	11.8	26.8
991	266	94	20	13	399	152	95	31	10	302	290	KUOL FM	819	180	73	20	13	292	152	87	31	10	294	233	KUOL FM	7.7	24.0	8.5	1.8	1.4	7.0	18.9	8.9	2.6	1.0	6.1	14.1
517	148	62	9		219	119	39	11	7	182	116	KWKI	413	104	62	6		172	87	39	8	7	147	94	KWKI	3.9	13.9	7.2	.5		4.1	10.8	4.0	.7	.7	3.1	5.7
526	70	36	79	46	250	31	52	63	53	249	27	KXTR	476	55	22	72	46	214	31	45	63	53	235	27	KXTR	4.5	7.3	2.6	6.3	5.0	5.1	3.9	4.6	5.2	5.2	4.9	1.6
3950	234	264	340	332	1587	324	227	378	549	2087	276	WDAF	2513	156	168	226	245	993	241	188	221	325	1360	160	WDAF	23.7	20.8	19.6	19.9	25.6	23.8	29.9	19.2	18.2	31.6	28.4	9.7
1610	222	164	70	39	532	331	186	159	52	806	272	WDAF FM	1055	161	114	61	24	360	231	109	115	27	514	181	WDAF FM	9.9	21.5	13.3	5.4	2.6	8.6	28.7	11.1	9.5	2.6	10.7	10.9
6061	799	558	407	267	2135	810	518	524	412	2421	1505	WMB	3557	435	290	261	173	1234	429	300	355	258	1433	890	WMB	33.5	58.0	33.9	23.0	18.8	29.6	53.3	30.7	29.3	25.1	29.9	53.7
150			31		39	34	11	30	9	106	5	*KCLD	126			24		32	34	11	30	9	89	5	*KCLD	1.2			2.1		.8	4.2	1.1	2.5	.9	1.9	.3
259		13	28	31	123		5	55	32	131	5	*KCLD FM	155		13	15	15	62		5	45	24	88	5	*KCLD FM	1.5		1.5	1.3	1.6	1.5		.5	3.7	2.3	1.8	.3

TOTAL LISTENING IN METRO SURVEY AREA 10283 742 836 1099 870 4025 795 942 1184 992 4628 1630 96.8 98.9 97.7 96.7 94.8 96.5 98.8 96.3 97.6 96.6 96.5 98.4

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

AMERICAN RESEARCH BUREAU

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

KANSAS CITY
OCT/NOV 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	18+		18-24	25-34	35-49	50-64	18+				18-24	25-34	35-49	50-64	18+		18-24	25-34	35-49	50-64	18+				18-24	25-34	35-49	50-64	18+		18-24	25-34	35-49	50-64	18+	
957	45	66	195	129	479	12	79	118	161	429	49	KAYQ	935	45	66	184	129	468	12	79	118	161	429	38	KAYQ	8.8	5.7	7.5	16.5	14.1	11.1	1.5	7.8	10.0	15.9	8.9	2.3			
593		31	78	108	263	23	30	98	83	286	44	KBEA	581		31	78	108	263	23	30	98	83	286	32	KBEA	5.4		3.5	7.0	11.8	6.2	2.8	3.0	8.3	8.2	5.9	2.0			
2710	370	212	72	37	702	475	145	137	32	802	1206	KBEQ	1978	254	143	54	24	486	322	106	116	21	578	914	KBEQ	18.5	31.9	16.2	4.8	2.6	11.5	39.4	10.5	9.8	2.1	12.0	55.8			
613		54	157	67	291	9	31	102	76	253	69	*KBIL	510		41	137	44	235	9	31	95	50	220	55	*KBIL	4.8		4.6	12.3	4.8	5.6	1.1	3.1	8.0	4.9	4.6	3.4			
383		6	20	13	88	10	29	63	68	268	27	*KCCV	363		6	20	6	81	10	29	63	62	262	20	*KCCV	3.4		.7	1.8	.7	1.9	1.2	2.9	5.3	6.1	5.4	1.2			
945	26	114	89	121	385	62	55	168	128	513	47	KCEZ	791		114	89	100	338	48	55	152	120	423	30	KCEZ	7.4		12.9	8.0	10.9	8.0	5.9	5.4	12.8	11.9	8.8	1.8			
1220	27	114	191	184	590	9	132	155	148	577	53	*KCKN	1073	27	96	191	154	542	9	117	146	132	488	43	*KCKN	10.1	3.4	10.9	17.1	16.8	12.8	1.1	11.6	12.3	13.1	10.1	2.6			
1168	86	117	249	68	603	69	138	194	100	512	53	*KCKN FM	811	60	65	140	43	369	56	101	147	74	389	53	*KCKN FM	7.6	7.5	7.4	12.5	4.7	8.7	6.9	10.0	12.4	7.3	8.1	3.2			
5655	361	589	781	531	2688	222	493	583	555	2348	619	KCMD	3178	137	341	514	334	1556	107	300	338	362	1383	239	KCMD	29.8	17.2	38.6	46.0	36.5	36.9	13.1	29.7	28.5	35.8	28.8	14.6			
2786	109	262	369	342	1197	145	366	365	418	1483	106	KMBR	2131	57	171	314	242	885	109	279	324	313	1161	85	KMBR	20.0	7.2	19.4	28.1	26.4	21.0	13.3	27.6	27.4	31.0	24.1	5.2			
3247	131	298	444	409	1499	81	222	458	432	1535	213	KMBZ	2794	77	252	397	360	1256	81	212	381	398	1335	203	KMBZ	26.2	9.7	28.5	35.5	39.3	29.8	9.9	21.0	32.2	39.4	27.8	12.4			
1039	166	98	68	23	361	229	131	69	20	468	210	KPRS	874	166	80	68	23	343	105	108	69	20	321	210	KPRS	8.2	20.9	9.1	6.1	2.5	8.1	12.9	10.7	5.8	2.0	6.7	12.8			
564	39	35	60	41	192	80	57	52	57	289	83	*KPRT	564	39	35	60	41	192	80	57	52	57	289	83	*KPRT	5.3	4.9	4.0	5.4	4.5	4.6	9.8	5.6	4.4	5.6	6.0	5.1			
1701	424	179	40	43	703	304	181	117	36	650	348	KUDL	1324	216	147	40	43	463	222	149	117	36	536	325	KUDL	12.4	27.2	16.6	3.6	4.7	11.0	27.2	14.8	9.9	3.6	11.1	19.8			
1010	364	38	10	25	437	212	59	32	10	313	260	KUOL FM	710	141	38	10	25	214	154	46	32	10	242	254	KUOL FM	6.7	17.7	4.3	.9	2.7	5.1	18.8	4.6	2.7	1.0	5.0	15.5			
644	266		23	6	306	62	24	50	15	151	187	KWKI	551	173		23	6	213	62	24	50	15	151	187	KWKI	5.2	21.8		2.1	.7	5.0	7.6	2.4	4.2	1.5	3.1	11.4			
588	31	48	56	34	223	61	55	40	111	337	28	KXTR	530	31	48	56	24	199	61	55	30	100	303	28	KXTR	5.0	3.9	5.4	5.0	2.6	4.7	7.5	5.4	2.5	9.9	6.3	1.7			
1696	459	160	49	12	752	255	106	62	44	515	429	KYYS	1035	218	99	49	12	404	179	63	52	35	343	288	KYYS	9.7	27.4	11.2	4.4	1.3	9.6	21.9	6.2	4.4	3.5	7.1	17.6			
4182	360	407	320	428	1829	168	369	308	475	1959	394	WOAF	2368	143	245	201	212	941	146	257	221	276	1237	190	WOAF	22.2	18.0	27.7	18.0	23.2	22.3	17.9	25.4	18.7	27.3	25.7	11.6			
6830	841	581	397	347	2415	903	558	577	391	2724	1691	WHB	3714	423	316	266	122	1239	517	388	297	214	1600	875	WHB	34.8	53.2	35.8	23.8	13.3	29.4	63.3	38.4	25.1	21.2	33.3	53.4			
208		13	7	28	69		25	17	31	132	7	*KCLO	155		13	7	11	52		25	17	20	103		*KCLO	1.5		1.5	.6	1.2	1.2		2.5	1.4	2.0	2.1				
235	10	6	39	33	107		20	9	56	118	10	*KCLO FM	134	10	6		5	40		20		41	94		*KCLO FM	1.3	1.3	.7		.5	.9		2.0		4.1	2.0				
1470	74	60	143	267	674	33	56	123	237	685	111	KFEQ	284	12	21	50	8	135	10		26	45	131	18	KFEQ	2.7	1.5	2.4	4.5	.9	3.2	1.2		2.2	4.5	2.7	1.1			
1557	24	179	172	206	719	10	107	113	235	792	46	*WIBW	193		26	17	48	107			6	20	32	77	9	*WIBW	1.8		2.9	1.5	5.2	2.5		.6	1.7	3.2	1.6	.9		
TOTAL LISTENING IN METRO SURVEY AREA													10306	771	866	1081	883	4070	807	975	1157	983	4627	1609		96.6	97.0	98.1	96.8	96.5	96.5	98.4	96.5	97.7	97.2	96.2	98.2			

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN								
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49			50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+
600	48	61	92	57	309	21	44	101	42	252	39	KAYQ	491	48	61	92	57	296	21	44	66	25	170	25	KAYQ	4.7	5.7	7.4	8.2	6.3	7.1	2.5	4.5	5.6	2.5	3.6	1.6	
620	25	31	53	88	236	23	34	82	98	348	36	KBEA	606	25	31	53	88	236	23	34	82	98	334	36	KBEA	5.7	3.0	3.8	4.7	9.8	5.6	2.8	3.5	6.9	9.7	7.0	2.3	
2406	238	165	36	6	445	438	275	150		877	1084	KBEQ	1815	135	130	36	6	307	278	222	141		641	867	KBEQ	17.2	16.1	15.8	3.2	.7	7.3	33.3	22.7	11.9		13.4	54.5	
604	10	69	113	39	267	27	97	60	70	286	51	*KBIL	357	10	27	68	39	160	9	54	48	54	171	26	*KBIL	3.4	1.2	3.3	6.1	4.3	3.8	1.1	5.5	4.0	5.3	3.6	1.6	
345		29	40	8	110	13	9	63	35	220	15	*KCCV	312		9	40	8	77	13	9	63	35	220	15	*KCCV	3.0		1.1	3.6	.9	1.8	1.6	.9	5.3	3.5	4.6	.9	
1530	52	90	203	205	588	80	186	266	242	885	57	KCEZ	1133	52	72	139	114	415	61	163	203	182	661	57	KCEZ	10.7	6.2	8.8	12.4	12.7	9.9	7.3	16.7	17.1	18.0	13.8	3.6	
1289	67	20	226	158	514	33	135	206	139	646	129	*KCKN	1186	67	20	211	158	499	33	89	206	122	583	104	*KCKN	11.2	8.0	2.4	18.9	17.6	11.9	4.0	9.1	17.3	12.1	12.2	6.5	
1004	23	83	148	116	409	53	108	133	161	537	58	*KCKN FM	846	23	65	135	102	350	53	60	133	150	438	58	*KCKN FM	8.0	2.7	7.9	12.1	11.4	8.4	6.3	6.1	11.2	14.8	9.2	3.6	
5766	534	453	628	475	2507	512	541	527	448	2551	708	KCMO	3284	355	297	374	357	1565	210	295	322	314	1326	393	KCMO	31.1	42.4	36.1	33.5	39.8	37.4	25.1	30.2	27.1	31.1	27.7	24.7	
146			6		49		36	10	13	97		*KIEE	69			6		24			11	10	13	45		*KIEE	.7			.5		.6		1.1	.8	1.3	.9	
2350		205	285	263	932	70	299	356	394	1324	94	KMBR	1603		156	207	176	634	70	211	236	304	899	70	KMBR	15.2		19.0	18.5	19.6	15.1	8.4	21.6	19.9	30.1	18.8	4.4	
3073	183	261	387	366	1474	133	385	264	369	1412	187	KMBZ	2491	163	226	266	343	1208	99	311	204	354	1149	134	KMBZ	23.6	19.5	27.5	23.8	38.2	28.9	11.9	31.9	17.2	35.0	24.0	8.4	
975	86	88	69	39	292	135	82	105	56	394	289	KPRS	962	86	88	69	39	292	135	82	105	56	394	276	KPRS	9.1	10.3	10.7	6.2	4.3	7.0	16.2	8.4	8.8	5.5	8.2	17.3	
491	37	25		58	146	37	73	74	77	269	76	*KPRT	482	37	25		58	146	37	73	65	77	260	76	*KPRT	4.6	4.4	3.0		6.5	3.5	4.4	7.5	5.5	7.6	5.4	4.8	
1010	111	108	84	97	470	60	100	106	81	447	93	KUDL	909	111	52	84	97	380	60	100	106	81	436	93	KUDL	8.6	13.3	6.3	7.5	10.8	9.1	7.2	10.2	8.9	8.0	9.1	5.8	
420	10	75	33	8	126	70	87	28	25	216	78	KUDL FM	312	10	42	33	8	93	39	57	28	25	155	64	KUDL FM	3.0	1.2	5.1	3.0	.9	2.2	4.7	5.8	2.4	2.5	3.2	4.0	
595	135	54		36	225	146	41	8	19	214	156	KWKI	542	135	54		13	202	129	41	8	19	197	143	KWKI	5.1	16.1	6.6		1.4	4.8	15.4	4.2	.7	1.9	4.1	9.0	
484	15	53	85		200	64	60	36	61	266	18	KXTR	401	15	33	70		165	33	43	36	61	218	18	KXTR	3.8	1.8	4.0	6.3		3.9	4.0	4.4	3.0	6.0	4.6	1.1	
1582	305	186	34		535	392	199	26	14	646	401	KYYS	1099	250	131	34		425	227	125	26	14	392	282	KYYS	10.4	29.9	15.9	3.0		10.2	27.2	12.8	2.2	1.4	8.2	17.7	
3168	283	299	298	232	1331	193	262	360	359	1693	144	WDAF	1809	144	189	190	166	764	87	210	228	189	946	99	WDAF	17.1	17.2	23.0	17.0	18.5	18.3	10.4	21.5	19.2	18.7	19.8	6.2	
5553	756	520	321	154	1917	823	511	348	299	2228	1408	WMB	3115	431	260	210	116	1063	436	341	235	174	1305	747	WMB	29.5	51.5	31.6	18.8	12.9	25.4	52.2	34.9	19.8	17.2	27.3	46.9	
254		53	24	20	137		17	51	17	117		*KCLO	157			24	20	50			17	51	17	107		*KCLO	1.5			2.1	2.2	1.2		1.7	4.3	1.7	2.2	
1566	46	76	322	149	705	50	146	197	171	698	163	KFEQ	281	18	27	105	22	178			15	40	34	94	9	KFEQ	2.7	2.2	3.3	9.4	2.4	4.3		1.5	3.4	3.4	2.0	.6

TOTAL LISTENING IN METRO SURVEY AREA

9952 825 730 1049 845 3938 809 957 1110 971 4512 1502

94.3 98.6 96.1 93.8 94.1 94.1 96.9 98.1 93.4 96.0 94.4 94.3

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

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
703	108	37	52	25	222	100	53	57	18	235	246	KENO	701	108	37	52	25	222	100	53	57	18	235	244	KENO	37.3	83.7	24.8	21.0	12.3	27.3	73.0	38.1	23.8	9.8	30.2	84.4
329	32	27	38	56	164	6	30	32	60	141	24	KLAV	329	32	27	38	56	164	6	30	32	60	141	24	KLAV	17.5	24.8	18.1	15.3	27.6	20.1	4.4	21.6	13.4	32.6	18.1	8.3
294	32	32	38	5	107	44	4	45	14	107	80	*KLUC	293	32	32	38	5	107	44	4	45	14	107	79	*KLUC	15.6	24.8	21.5	15.3	2.5	13.1	32.1	2.9	18.8	7.6	13.8	27.3
228	32	16	33	5	97	25	23	24	5	97	34	KLUC FM	228	32	16	33	5	97	25	23	24	5	97	34	KLUC FM	12.1	24.8	10.7	13.3	2.5	11.9	18.2	16.5	10.0	2.7	12.5	11.8
459	43	43	67	10	174	56	26	61	18	181	104	TOTAL	458	43	43	67	10	174	56	26	61	18	181	103	TOTAL	24.4	33.3	28.9	27.0	4.9	21.4	40.9	18.7	25.5	9.8	23.3	35.6
585	32	48	81	98	291	12	45	77	69	229	65	KORK	583	32	48	81	96	289	12	45	77	69	229	65	KORK	31.0	24.8	32.2	32.7	47.3	35.5	8.8	32.4	32.2	37.5	29.5	22.5
334		37	48	68	164	12	19	61	55	160	10	KORK FM	332		37	48	66	162	12	19	61	55	160	10	KORK FM	17.7		24.8	19.4	32.5	19.9	8.8	13.7	25.5	29.9	20.6	3.5
454	32	53	57	71	213	37	38	61	55	193	48	KRAM	452	32	53	57	71	213	37	38	61	55	191	48	KRAM	24.0	24.8	35.6	23.0	35.0	26.2	27.0	27.3	25.5	29.9	24.6	16.6
196	11	27	19	10	78	25	19	41	5	90	28	KRGN FM	196	11	27	19	10	78	25	19	41	5	90	28	KRGN FM	10.4	8.5	18.1	7.7	4.9	9.6	18.2	13.7	17.2	2.7	11.6	9.7
232	22	21	38	5	97	19	30	53	9	118	17	*KVEG	232	22	21	38	5	97	19	30	53	9	118	17	*KVEG	12.3	17.1	14.1	15.3	2.5	11.9	13.9	21.6	22.2	4.9	15.2	5.9
181		16	48	15	79		38	32	18	95	7	KVEG FM	181		16	48	15	79		38	32	18	95	7	KVEG FM	9.6		10.7	19.4	7.4	9.7		27.3	13.4	9.8	12.2	2.4
349	22	32	76	15	156	19	49	65	23	169	24	TOTAL	349	22	32	76	15	156	19	49	65	23	169	24	TOTAL	18.6	17.1	21.5	30.6	7.4	19.2	13.9	35.3	27.2	12.5	21.8	8.3
72		5	10	5	31		4	16		27	14	*KVOV	72		5	10	5	31		4	16		27	14	*KVOV	3.8		3.4	4.0	2.5	3.8		2.9	6.7		3.5	4.8
TOTAL LISTENING IN METRO SURVEY AREA												1749	108	144	229	193	748	137	135	227	161	719	282		93.0	83.7	96.6	92.3	95.1	91.9	99.9	97.1	95.0	87.5	92.5	97.6	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (i) means refer to Special Notice on Page 5.

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
798	118	58	33	21	230	109	75	87	20	291	277	KENO	798	118	58	33	21	230	109	75	87	20	291	277	KENO	37.7	73.3	25.6	12.3	11.1	25.1	66.9	33.2	34.7	11.4	32.8	88.8	
227	11	29	33	47	127	5	9	33	20	81	19	KLAV	227	11	29	33	47	127	5	9	33	20	81	19	KLAV	10.7	6.8	12.8	12.3	24.9	13.9	3.1	4.0	13.1	11.4	9.1	6.1	
320	43	39	19	13	114	44	29	33	10	130	76	*KLUC	320	43	39	19	13	114	44	29	33	10	130	76	*KLUC	15.1	26.7	17.2	7.1	6.9	12.5	27.0	12.8	13.1	5.7	14.6	24.4	
261	64	19	17	107	44	23	11	20	107	47	KLUC FM	261	64	19	17	107	44	23	11	20	107	47	KLUC FM	12.3	39.8	8.4	9.0	11.7	27.0	10.2	4.4	11.4	12.0	15.1				
484	75	53	19	26	180	74	46	36	30	209	95	TOTAL	484	75	53	19	26	180	74	46	36	30	209	95	TOTAL	22.9	46.6	23.3	7.1	13.8	19.7	45.4	20.4	14.3	17.0	23.5	30.4	
627	11	72	85	94	311	25	52	87	88	275	41	KORK	627	11	72	85	94	311	25	52	87	88	275	41	KORK	29.6	6.8	31.7	31.7	49.7	34.0	15.3	23.0	34.7	50.0	31.0	13.1	
331		19	33	47	120	30	26	80	44	198	13	KORK FM	331		19	33	47	120	30	26	80	44	198	13	KORK FM	15.7		8.4	12.3	24.9	13.1	18.4	11.5	31.9	25.0	22.3	4.2	
659	43	101	118	39	308	54	101	106	44	319	32	KRAM	659	43	101	118	39	308	54	101	106	44	319	32	KRAM	31.2	26.7	44.5	44.0	20.6	33.7	33.1	44.7	42.2	25.0	35.9	10.9	
164	11	19	14	13	57	10	38	22	7	82	25	KRGN FM	164	11	19	14	13	57	10	38	22	7	82	25	KRGN FM	7.8	6.8	8.4	5.2	6.9	6.2	6.1	16.8	8.8	4.0	9.2	8.0	
203		39	28	26	107	5	23	22	37	96	3	*KVEG	203		39	28	26	107	5	23	22	37	96	3	*KVEG	9.6		17.2	10.4	13.8	11.7	3.1	10.2	8.8	21.0	10.8		
114	11	14	9	9	43	11	17	68	3	68	3	KVEG FM	114	11	14	9	9	43	11	17	68	3	68	3	KVEG FM	5.4	6.8	6.2	3.4	4.8	4.7	11.5	4.4	9.7	7.7	1.0		
276	11	43	33	30	131	5	38	29	47	142	3	TOTAL	276	11	43	33	30	131	5	38	29	47	142	3	TOTAL	13.0	6.8	18.9	12.3	15.9	14.3	3.1	16.8	11.6	26.7	16.0	1.0	
58		5			5	15	12	7		34	19	*KVOV	58		5			5	15	12	7		34	19	*KVOV	2.7		2.2		.5	9.2	5.3	2.8		3.8	6.1		
TOTAL LISTENING IN METRO SURVEY AREA													1971	150	213	230	180	836	163	220	240	156	842	293		93.2	93.2	93.3	85.8	95.2	91.4	99.9	97.3	95.6	88.6	94.8	93.9	

DAY PARTS
AVG. & CUME

NOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (†) means refer to Special Notice on Page 5.

CUME Listening Estimates

LAS VEGAS
APRIL/MAY 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %																
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49				50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24				25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64		TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+										
243		22	59	40	121	11	29	29	18	110	12	KBMI	243		22	59	40	121	11	29	29	18	110	12	KBMI	10.9		9.0	21.3	20.3	12.4	6.4	11.9	11.2	9.7	11.8	3.7										
887	92	107	59	36	294	134	87	77	37	341	252	KENO	887	92	107	59	36	294	134	87	77	37	341	252	KENO	39.7	50.0	43.9	21.3	18.3	30.2	78.4	35.8	29.6	20.0	36.5	77.3										
210	18	13	40	27	116	5	33	19	25	94		KLAV	210	18	13	40	27	116	5	33	19	25	94		KLAV	9.4	9.8	5.3	14.4	13.7	11.9	2.9	13.6	7.3	13.5	10.1											
367	55	40	10	18	141	32	41	14	22	121	105	*KLUC	367	55	40	10	18	141	32	41	14	22	121	105	*KLUC	16.4	29.9	16.4	3.6	9.1	14.5	18.7	16.9	5.4	11.9	13.0	32.2										
298	37	49		13	105	48	45	10	12	115	78	KLUC FM	298	37	49		13	105	48	45	10	12	115	78	KLUC FM	13.3	20.1	20.1		6.6	10.8	28.1	18.5	3.8	6.5	12.3	23.9										
560	74	67		31	206	69	78	24	31	214	140	TOTAL	560	74	67		31	206	69	78	24	31	214	140	TOTAL	25.1	40.2	27.5	3.6	15.7	21.1	40.4	32.1	9.2	16.8	22.9	42.9										
74			10	13	29	5		14	18	37	8	KLVM	74			10	13	29	5		14	18	37	8	KLVM	3.3			3.6	6.6	3.0	2.9		5.4	9.7	4.0	2.5										
641	18	80	104	76	302	27	87	72	77	292	47	KORK	641	18	80	104	76	302	27	87	72	77	292	47	KORK	28.7	9.8	32.8	37.5	38.6	31.0	15.8	35.8	27.7	41.6	31.3	14.4										
410		49	64	27	164	27	70	63	46	223	23	KORK FM	410		49	64	27	164	27	70	63	46	223	23	KORK FM	18.3		20.1	23.1	13.7	16.8	15.8	28.8	24.2	24.9	23.9	7.1										
516	18	62	109	31	232	32	91	67	34	230	54	KRAM	516	18	62	109	31	232	32	91	67	34	230	54	KRAM	23.1	9.8	25.4	39.4	15.7	23.8	18.7	37.4	25.8	18.4	24.6	16.6										
109	18	22	15	22	77	16	16			32		KRGN	109	18	22	15	22	77	16	16			32		KRGN	4.9	9.8	9.0	5.4	11.2	7.9	9.4	6.6			3.4											
229		36	30	36	108		33	38	34	105	16	*KVEG	229		36	30	36	108		33	38	34	105	16	*KVEG	10.2											4.9										
154		36	15	22	73	11	33	14	15	73	8	KVEG FM	154		36	15	22	73	11	33	14	15	73	8	KVEG FM	6.9		14.8	10.8	18.3	11.1		13.6	5.4	8.1	7.8	2.5										
311		49	40	49	144	11	54	43	43	151	16	TOTAL	311		49	40	49	144	11	54	43	43	151	16	TOTAL	13.9		20.1	14.4	24.9	14.8	6.4	22.2	16.5	23.2	16.2	4.9										
140	55			4	71	11	8	14	9	42	27	*KVOV	140	55			4	71	11	8	14	9	42	27	*KVOV	6.3	29.9			2.0	7.3	6.4	3.3	5.4	4.9	4.5	8.3										
TOTAL LISTENING IN METRO SURVEY AREA												2048	147	235	272	170	879	160	243	241	166	862	307													91.6	79.9	96.3	98.2	86.3	90.2	93.6	99.9	92.7	89.7	92.3	94.2

DAY PARTS-
AVG. & CUME

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %																
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49				50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24				25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64		TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+										
222		22	54	31	107	11	29	29	15	103	12	KBMI	222		22	54	31	107	11	29	29	15	103	12	KBMI	9.9		9.0	19.5	15.7	11.0	6.4	10.3	11.2	8.1	11.0	3.7										
852	92	102	54	31	279	123	87	72	37	325	248	KENO	852	92	102	54	31	279	123	87	72	37	325	248	KENO	38.1	50.0	41.8	19.5	15.7	28.6	71.9	35.8	27.7	20.0	34.8	76.1										
179	18	9	35	18	98	5	29	19	22	81		KLAV	179	18	9	35	18	98	5	29	19	22	81		KLAV	8.0	9.8	3.7	12.6	9.1	10.1	2.9	11.9	7.3	11.9	8.7											
326	55	40	10	13	136	27	33	14	15	101	89	*KLUC	326	55	40	10	13	136	27	33	14	15	101	89	*KLUC	14.6	29.9	16.4	3.6	6.6	13.9	15.8	13.6	5.4	8.1	10.8	27.3										
241	18	40		13	77	37	41	10	6	94	70	KLUC FM	241	18	40		13	77	37	41	10	6	94	70	KLUC FM	10.8	9.8	16.4		6.6	7.9	21.6	16.9	3.8	3.2	10.1	21.5										
513	73	62		26	197	64	78	24	18	188	128	TOTAL	513	73	62		26	197	64	78	24	18	188	128	TOTAL	23.0	39.7	25.4	3.6	13.2	20.2	37.4	28.8	9.2	9.7	20.1	39.3										
74			10	13	29	5		14	18	37	8	KLVM	74			10	13	29	5		14	18	37	8	KLVM	3.3			3.6	6.6	3.0	2.9		5.4	9.7	4.0	2.5										
624	18	80	104	72	298	27	82	72	77	287	39	KORK	624	18	80	104	72	298	27	82	72	77	287	39	KORK	27.9	9.8	32.8	37.5	36.5	30.6	15.8	33.7	27.7	41.6	30.7	12.0										
353		36	59	22	135	21	66	48	43	195	23	KORK FM	353		36	59	22	135	21	66	48	43	195	23	KORK FM	15.8		14.8	21.3	11.2	13.8	12.3	27.2	18.5	23.2	20.9	7.1										
501	18	62	109	31	232	27	91	67	31	222	47	KRAM	501	18	62	109	31	232	27	91	67	31	222	47	KRAM	22.4	9.8	25.4	39.4	15.7	23.8	15.8	37.4	25.8	16.8	23.8	14.4										
82	18	15	22	55	11	16				27		KRGN	82	18	15	22	55	11	16			27		KRGN	3.7		7.4	5.4	11.2	5.6	6.4	6.6			2.9												
172		36	30	18	90		25	34	15	74	8	*KVEG	172		36	30	18	90		25	34	15	74	8	*KVEG	7.7											2.5										
146		36	15	18	69	11	33	10	15	69	8	KVEG FM	146		36	15	18	69	11	33	10	15	69	8	KVEG FM	6.5		14.8	10.8	9.1	9.2		10.3	13.1	8.1	7.9	2.5										
260		49	40	31	126	11	45	38	28	122	12	TOTAL	260		49	40	31	126	11	45	38	28	122	12	TOTAL	11.6		20.1	14.4	15.7	12.9	6.4	18.5	14.6	15.1	13.1	3.7										
132	55			67	11	8	14	9	42	23	*KVOV	132	55			67	11	8	14	9	42	23	*KVOV	5.9	29.9				6.9	6.4	3.3	5.4	4.9	4.5	7.1												
TOTAL LISTENING IN METRO SURVEY AREA												2030	147	235	272	170	873	160	243	241	154	850	307													90.8	79.9	96.3	98.2	86.3	89.5	93.6	99.9	92.7	83.2	91.0	94.2

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

CUME Listening Estimates

LAS VEGAS
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN					WOMEN					TEENS 12-17 %												
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		
466		55	103	37	207	27	60	79	61	240	19	KBMI	466		55	103	37	207	27	60	79	61	240	19	KBMI	20.0		20.6	36.5	19.3	20.5	13.6	22.6	30.0	33.9	24.4	5.7												
913	143	137	46	9	335	153	113	68	15	349	229	KENO	913	143	137	46	9	335	153	113	68	15	349	229	KENO	39.2	73.0	51.3	16.3	4.7	33.1	77.3	42.5	25.9	8.3	35.5	68.8												
213		14	31	50	114	18	7	23	42	96	3	KLAV	213		14	31	50	114	18	7	23	42	96	3	KLAV	9.1		5.2	11.0	26.0	11.3	9.1	2.6	8.7	23.3	9.8	.9												
360	89	21	10	14	140	27	40	4	23	94	126	*KLUC	360	89	21	10	14	140	27	40	4	23	94	126	*KLUC	15.5	45.4	7.9	3.5	7.3	13.8	13.6	15.0	1.5	12.8	9.6	37.8												
303	53	41	21	9	130	18	20	15	23	76	97	KLUC FM	303	53	41	21	9	130	18	20	15	23	76	97	KLUC FM	13.0	27.0	15.4	7.4	4.7	12.9	9.1	7.5	5.7	12.8	7.7	29.1												
512	107	48	31	23	215	27	47	19	38	131	166	TOTAL	512	107	48	31	23	215	27	47	19	38	131	166	TOTAL	22.0	54.6	18.0	11.0	12.0	21.3	13.6	17.7	7.2	21.1	13.3	49.8												
71		10	9	25		7	11	15	33	13	13	KLVH	71		10	9	25		7	11	15	33	13	KLVH	3.0			3.5	4.7	2.5		2.6	4.2	8.3	3.4	3.9													
621	18	48	123	64	290	27	60	90	69	259	72	KORK	621	18	48	123	64	290	27	60	90	69	259	72	KORK	26.7	9.2	18.0	43.6	33.3	28.7	13.6	22.6	34.2	38.3	26.3	21.6												
495		55	87	37	210	36	47	90	57	269	16	KORK FM	495		55	87	37	210	36	47	90	57	269	16	KORK FM	21.3		20.6	30.9	19.3	20.8	18.2	17.7	34.2	31.7	27.3	4.8												
644	53	82	108	46	308	27	106	98	42	279	57	KRAM	644	53	82	108	46	308	27	106	98	42	279	57	KRAM	27.7	27.0	30.7	38.3	24.0	30.5	13.6	39.8	37.3	23.3	28.4	17.1												
115		7	21		40		27	11	11	62	13	KRGN	115		7	21		40		27	11	11	62	13	KRGN	4.9		2.6	7.4		4.0		10.2	4.2	6.1	6.3	3.9												
134		14	31	14	59	27	13	11	11	62	13	*KVEG	134		14	31	14	59	27	13	11	11	62	13	*KVEG	5.8		5.2	11.0	7.3	5.8	13.6	4.9	4.2	6.1	6.3	3.9												
96		21	15	14	50	27	20	19	4	43	3	KVEG FM	96		21	15	14	50	27	20	19	4	43	3	KVEG FM	4.1		7.9	5.3	7.3	4.9		7.5	7.2	2.2	4.4	.9												
209		27	46	23	96	27	33	26	11	97	16	TOTAL	209		27	46	23	96	27	33	26	11	97	16	TOTAL	9.0		10.1	16.3	12.0	9.5	13.6	12.4	9.9	6.1	9.9	4.8												
97		14	15	5	40	9	13	11	11	44	13	*KVOV	97		14	15	5	40	9	13	11	11	44	13	*KVOV	4.2		5.2	5.3	2.6	4.8	4.5	4.9	4.2	6.1	4.5	3.9												
TOTAL LISTENING IN METRO SURVEY AREA													2167	196	247	262	146	919	189	266	252	157	928	328	TOTAL LISTENING IN METRO SURVEY AREA													93.1	99.9	92.5	92.9	76.8	90.9	95.5	99.9	95.8	87.2	94.3	96.1

MONDAY-FRIDAY 6.00 AM-MIDNIGHT

403		41	97	37	187	9	60	64	57	203	13	KBMI	403		41	97	37	187	9	60	64	57	203	13	KBMI	17.3		15.4	34.4	19.3	18.5	4.5	22.6	24.3	31.7	20.6	3.9												
860	107	137	46	9	299	153	100	68	11	332	229	KENO	860	107	137	46	9	299	153	100	68	11	332	229	KENO	36.9	54.6	51.3	16.3	4.7	29.6	77.3	37.6	25.9	6.1	33.7	68.8												
164		14	26	46	105			11	42	59		KLAV	164		14	26	46	105			11	42	59		KLAV	7.8		5.2	9.2	24.8	10.4			4.2	23.3	6.8													
302	53	21	10	14	104	27	33	4	15	79	119	*KLUC	302	53	21	10	14	104	27	33	4	15	79	119	*KLUC	13.0	27.0	7.9	3.5	7.3	18.3	13.6	12.4	1.5	8.3	8.0	35.7												
271	53	34	10	9	112	18	20	15	15	68	91	KLUC FM	271	53	34	10	9	112	18	20	15	15	68	91	KLUC FM	11.6	27.0	12.7	3.5	4.7	11.1	9.1	7.5	5.7	8.3	6.9	27.3												
456	89	41	20	23	180	27	48	19	27	113	163	TOTAL	456	89	41	20	23	180	27	48	19	27	113	163	TOTAL	19.6	45.4	15.4	7.1	12.0	17.8	13.6	15.8	7.2	15.0	11.5	48.9												
61		10	9	19		7	11	11	29	13	13	KLVH	61		10	9	19		7	11	11	29	13	KLVH	2.6			3.5	4.7	1.9		2.6	4.2	6.1	2.9	3.9													
555		41	108	55	241	27	53	90	65	248	66	KORK	555		41	108	55	241	27	53	90	65	248	66	KORK	23.8		15.4	38.3	28.6	23.8	13.6	19.9	34.2	36.1	25.2	19.8												
408		48	72	37	176	27	20	83	50	219	13	KORK FM	408		48	72	37	176	27	20	83	50	219	13	KORK FM	17.5		18.8	25.5	19.3	17.4	13.6	7.5	31.6	27.8	22.3	3.9												
561	53	75	97	41	285	9	93	90	34	232	44	KRAM	561	53	75	97	41	285	9	93	90	34	232	44	KRAM	24.1	27.0	28.1	34.4	21.4	28.2	4.5	35.0	34.2	18.9	23.6	13.2												
99		7	21		34		27	11	8	52	13	KRGN	99		7	21		34		27	11	8	52	13	KRGN	4.3		2.6	7.4		3.4		10.2	4.2	4.4	5.3	3.9												
122		14	26	14	54	27	13	11	4	55	13	*KVEG	122		14	26	14	54	27	13	11	4	55	13	*KVEG	5.2		5.2	9.2	7.3	5.3	13.6	4.9	4.2	2.2	5.6	3.9												
83		21	10	9	40	27	20	19	4	43	3	KVEG FM	83		21	10	9	40	27	20	19	4	43	3	KVEG FM	3.6		7.9	3.5	4.7	4.8		7.5	7.2	2.2	4.4													
189		27	36	23	86	27	33	26	4	90	13	TOTAL	189		27	36	23	86	27	33	26	4	90	13	TOTAL	8.1		10.1	12.8	12.8	8.5	13.6	12.4	9.9	2.2	9.1	3.9												
83		14	10	5	35	9	7	8	11	35	13	*KVOV	83		14	10	5	35	9	7	8	11	35	13	*KVOV	3.6		5.2	3.5	2.6	3.5	4.5	2.6	3.8	6.1	3.6	3.9												
TOTAL LISTENING IN METRO SURVEY AREA													2160	196	247	262	146	919	189	259	252	157	921	320	TOTAL LISTENING IN METRO SURVEY AREA													92.8	99.9	92.5	92.9	76.8	90.9	95.5	97.4	95.8	87.2	93.6	96.1

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

AMERICAN RESEARCH BUREAU

CUME Listening Estimates

LAS VEGAS
APRIL/MAY 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN				WOMEN				TEENS 12-17 %						
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49				50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24				25-34	35-49	50-64	TOTAL 18 +	18-24 %	25-34 %	35-49 %	50-64 %		TOTAL 18 + %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18 + %
509	18	49	84	79	239	24	50	73	71	225	45	KBMI	509	18	49	84	79	239	24	50	73	71	225	45	KBMI	21.0	10.7	20.5	27.3	35.6	23.3	14.4	20.7	24.7	32.7	22.2	11.8
844	104	87	62	6	262	113	91	73	8	288	294	KENO	844	104	87	62	6	262	113	91	73	8	288	294	KENO	34.9	61.5	36.4	20.1	2.7	25.5	67.7	37.6	24.7	3.7	28.4	77.2
259	14	16	50	55	156	3	12	26	38	92	11	KLAV	259	14	16	50	55	156	3	12	26	38	92	11	KLAV	10.7	8.3	6.7	16.2	24.8	15.2	1.8	5.0	8.8	17.5	9.1	2.9
401	72	25	22	15	134	66	30	30	18	147	120	*KLUC	401	72	25	22	15	134	66	30	30	18	147	120	*KLUC	16.6	42.6	10.5	7.1	6.8	13.1	39.5	12.4	10.1	8.3	14.5	31.5
374	93	29	9	3	143	77	30	16	13	139	92	KLUC FM	374	93	29	9	3	143	77	30	16	13	139	92	KLUC FM	15.5	55.0	12.1	2.9	1.4	13.9	46.1	12.4	5.4	6.0	13.7	24.1
634	126	54	31	18	238	101	50	42	31	231	165	TOTAL	634	126	54	31	18	238	101	50	42	31	231	165	TOTAL	26.2	74.6	22.6	10.1	8.1	23.2	60.5	20.7	14.2	14.3	22.8	43.3
68	4	12	6	6	34		9	2	10	28	6	KLVH	68	4	12	6	6	34		9	2	10	28	6	KLVH	2.8	2.4	5.0	1.9	2.7	3.3		3.7	.7	4.6	2.8	1.6
616	25	62	90	85	304	21	62	73	79	259	53	KORK	616	25	62	90	85	304	21	62	73	79	259	53	KORK	25.5	14.8	25.9	29.2	38.3	29.6	12.6	25.6	23.6	36.4	25.6	13.9
522	7	45	68	64	214	33	41	91	89	288	20	KORK FM	522	7	45	68	64	214	33	41	91	89	288	20	KORK FM	21.6	4.1	18.8	22.1	28.8	20.9	19.8	16.9	30.7	41.0	28.4	5.2
651	39	91	121	53	331	21	94	105	51	281	39	KRAH	651	39	91	121	53	331	21	94	105	51	281	39	KRAH	26.9	23.1	38.1	39.3	23.9	32.3	12.6	38.8	35.5	23.5	27.7	10.2
336	47	70	16	3	145	51	53	9	13	129	62	KRGN	336	47	70	16	3	145	51	53	9	13	129	62	KRGN	13.9	27.8	29.3	5.2	1.4	14.1	30.5	21.9	3.0	6.0	12.7	16.3
153	4	29	22	9	76	12	18	21	20	74	3	*KVEG	153	4	29	22	9	76	12	18	21	20	74	3	*KVEG	6.3	2.4	12.1	7.1	4.1	7.4	7.2	7.4	7.1	9.2	7.3	.8
67	4	4	9		20	9	18	12	8	47	8	KVEG FM	67	4	4	9		20	9	18	12	8	47	8	KVEG FM	2.8	2.4	1.7	2.9		1.9	5.4	7.4	4.1	3.7	4.6	
201	7	33	28	9	89	18	32	30	26	109	3	TOTAL	201	7	33	28	9	89	18	32	30	26	109	3	TOTAL	8.3	4.1	13.8	9.1	4.1	8.7	10.8	13.2	10.1	12.0	10.8	.1
105	4	8	12		27	3	12	14	18	50	28	*KVOV	105	4	8	12		27	3	12	14	18	50	28	*KVOV	4.3	2.4	3.3	3.9		2.6	1.8	5.0	4.7	8.3	4.9	7.1
TOTAL LISTENING IN METRO SURVEY AREA													2271	158	231	280	199	950	164	236	276	201	951	370													
													93.8	93.5	96.7	90.9	89.6	92.6	98.2	97.5	93.2	92.6	93.9	97.1													

												MONDAY-FRIDAY 6.00 AM-MIDNIGHT																									
TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN				WOMEN				TEENS 12-17 %						
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49				50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24 %				25-34 %	35-49 %	50-64 %	TOTAL 18 + %	18-24 %	25-34 %	35-49 %	50-64 %		TOTAL 18 + %					
445	14	37	81	61	202	24	47	73	61	212	31	KBMI	445	14	37	81	61	202	24	47	73	61	212	31	KBMI	18.4	8.3	15.5	26.3	27.5	19.7	14.4	19.4	24.7	28.1	20.9	8.1
803	104	78	53	6	244	104	91	70	8	276	283	KENO	803	104	78	53	6	244	104	91	70	8	276	283	KENO	33.2	61.5	32.6	17.2	2.7	23.8	62.3	37.6	23.6	3.7	27.2	74.3
214	14	16	40	44	135	3	6	21	28	68	11	KLAV	214	14	16	40	44	135	3	6	21	28	68	11	KLAV	8.8	8.3	6.7	13.0	19.8	13.2	1.8	2.5	7.1	12.9	6.7	2.9
357	61	25	19	12	117	60	27	28	13	131	109	*KLUC	357	61	25	19	12	117	60	27	28	13	131	109	*KLUC	14.8	36.1	10.5	6.2	5.4	11.4	35.9	11.2	9.5	6.0	12.9	28.6
355	90	29	9	3	137	72	27	16	10	128	90	KLUC FM	355	90	29	9	3	137	72	27	16	10	128	90	KLUC FM	14.7	53.3	12.1	2.9	1.4	13.4	43.1	11.2	5.4	4.6	12.6	23.6
587	118	54	28	15	221	95	44	40	23	209	157	TOTAL	587	118	54	28	15	221	95	44	40	23	209	157	TOTAL	24.3	69.8	22.6	9.1	6.8	21.5	56.9	18.2	13.5	10.6	20.6	61.2
65	4	12	6	6	34		6	2	10	25	6	KLVH	65	4	12	6	6	34		6	2	10	25	6	KLVH	2.7	2.4	5.0	1.9	2.7	3.3		2.5	.7	4.6	2.5	1.6
567	18	58	87	76	281	15	59	66	74	241	45	KORK	567	18	58	87	76	281	15	59	66	74	241	45	KORK	23.4	10.7	24.3	28.2	34.2	27.4	9.0	24.4	22.3	34.1	23.8	11.8
431	4	29	56	50	169	27	27	84	74	242	20	KORK FM	431	4	29	56	50	169	27	27	84	74	242	20	KORK FM	17.8	2.4	12.1	18.2	22.5	16.5	16.2	11.2	28.4	34.1	23.9	5.2
590	39	82	112	44	304	18	83	101	43	255	31	KRAH	590	39	82	112	44	304	18	83	101	43	255	31	KRAH	24.4	23.1	34.3	36.4	19.8	29.6	10.8	34.3	34.1	19.8	25.2	8.1
304	43	66	16	3	134	48	47	9	13	117	53	KRGN	304	43	66	16	3	134	48	47	9	13	117	53	KRGN	12.6	25.4	27.6	5.2	1.4	13.1	28.7	19.4	3.0	6.0	11.5	13.9
120		29	16	9	63	9	15	12	18	57		*KVEG	120		29	16	9	63	9	15	12	18	57		*KVEG	5.0		12.1	5.2	4.1	6.1	5.4	6.2	4.1	8.3	5.6	
45	4		6		10	6	15	9	5	35		KVEG FM	45	4		6		10	6	15	9	5	35		KVEG FM	1.9	2.4		1.9		1.0	3.6	6.2	3.0	2.3	3.5	
154	4	29	19	9	70	12	27	19	23	84		TOTAL	154	4	29	19	9	70	12	27	19	23	84		TOTAL	6.4	2.4	12.1	6.2	4.1	6.8	7.2	11.2	6.4	10.6	8.3	
97	4	8	9		24	3	12	14	13	45	28	*KVOV	97	4	8	9		24	3	12	14	13	45	28	*KVOV	4.0	2.4	3.3	2.9		2.3	1.8	5.0	4.7	6.0	4.4	7.3
TOTAL LISTENING IN METRO SURVEY AREA													2238	158	227	280	181	928	161	233	276	199	943	367													
													92.5	93.5	95.0	90.9	81.5	90.4	96.4	96.3	93.2	91.7	93.1	95.3													

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

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34	
436	26	40	80	63	222	18	54	75	22	179	35	KBMI	436	26	40	80	63	222	18	54	75	22	179	35	KBMI	17.6	14.9	15.7	25.8	27.9	21.0	10.3	21.7	25.3	10.0	17.3	9.1			
164	9	8	42	30	95	7	13	29	3	57	12	KOWN	164	9	8	42	30	95	7	13	29	3	57	12	KOWN	6.6	5.1	3.1	13.5	13.3	9.0	4.0	5.2	9.6	1.4	5.5	3.1			
856	118	95	39	4	258	123	79	78	16	296	302	KENO	856	118	95	39	4	258	123	79	78	16	296	302	KENO	34.5	67.4	37.4	12.6	1.8	24.4	70.7	31.7	26.3	7.3	28.5	78.2			
392	57	48	24	4	135	87	25	23	6	144	113	KFMS	392	57	48	24	4	135	87	25	23	6	144	113	KFMS	15.8	32.6	18.9	7.7	1.8	12.8	50.0	10.0	7.7	2.7	13.9	29.3			
176	9	20	24	37	116	4	9	16	13	60		KLAV	176	9	20	24	37	116	4	9	16	13	60		KLAV	7.1	5.1	7.9	7.7	16.4	11.0	2.3	3.6	5.4	5.9	5.8				
262	61	28	12	7	114	51	35	21	3	110	38	*KLUC	262	61	28	12	7	114	51	35	21	3	110	38	*KLUC	10.6	34.9	11.0	3.9	3.1	10.8	29.3	14.1	7.1	1.4	10.6	9.8			
189	39	20	15	4	78	36	25	10	6	82	29	KLUC FM	189	39	20	15	4	78	36	25	10	6	82	29	KLUC FM	7.6	22.3	7.9	4.8	1.8	7.4	20.7	10.0	3.4	2.7	7.9	7.5			
359	74	40	21	7	148	72	47	23	6	153	58	TOTAL	359	74	40	21	7	148	72	47	23	6	153	58	TOTAL	14.5	42.3	15.7	6.8	3.1	14.0	41.4	18.9	7.7	2.7	14.8	15.0			
500	17	28	89	93	259	7	41	49	80	203	38	KORK	500	17	28	89	93	259	7	41	49	80	203	38	KORK	20.2	9.7	11.0	28.7	41.2	24.5	4.0	16.5	16.5	36.4	19.6	9.8			
509	4	40	86	52	210	25	54	75	89	264	35	KORK FM	509	4	40	86	52	210	25	54	75	89	264	35	KORK FM	20.5	2.3	15.7	27.7	23.0	19.9	14.4	21.7	25.3	40.5	25.5	9.1			
676	31	107	119	37	320	18	79	99	73	295	61	KRAM	676	31	107	119	37	320	18	79	99	73	295	61	KRAM	27.3	17.7	42.1	38.4	16.4	30.3	10.3	31.7	33.3	33.2	28.4	15.8			
164	26	16	15	11	85	18	19	10	10	70	9	*KVEG	164	26	16	15	11	85	18	19	10	10	70	9	*KVEG	6.6	14.9	6.3	4.8	4.9	8.0	10.3	7.6	3.4	4.5	6.8	2.3			
214	39	40	9	7	104	22	28	16	13	87	23	KVEG FM	214	39	40	9	7	104	22	28	16	13	87	23	KVEG FM	8.6	22.3	15.7	2.9	3.1	9.8	12.6	11.2	5.4	5.9	8.4	6.0			
109	4	16	12	4	36	14	25	8		50	23	*KVOV	109	4	16	12	4	36	14	25	8		50	23	*KVOV	4.4	2.3	6.3	3.9	1.8	3.4	8.0	10.0	2.7		4.8	6.0			
TOTAL LISTENING IN METRO SURVEY AREA													2281	162	246	274	189	950	170	243	278	191	968	363																
																										92.0	92.6	96.9	88.4	83.6	89.9	97.7	97.6	93.6	86.8	93.3	94.0			

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34	
377	17	40	80	59	205	11	50	62	19	152	20	KBMI	377	17	40	80	59	205	11	50	62	19	152	20	KBMI	15.2	9.7	15.7	25.8	26.1	19.4	6.3	20.1	20.9	8.6	14.7	5.2			
132	9	8	36	26	85		13	23		41	6	KOWN	132	9	8	36	26	85		13	23		41	6	KOWN	5.3	5.1	3.1	11.6	11.5	8.0		5.2	7.7		4.0	1.6			
805	118	87	33	4	242	112	69	70	16	267	296	KENO	805	118	87	33	4	242	112	69	70	16	267	296	KENO	32.5	67.4	34.3	10.6	1.8	22.9	64.4	27.7	23.6	7.3	25.7	76.7			
338	52	48	21	4	127	80	25	13	6	127	84	KFMS	338	52	48	21	4	127	80	25	13	6	127	84	KFMS	13.6	29.7	18.9	6.8	1.8	12.0	46.0	10.0	4.4	2.7	12.2	21.8			
151	9	20	24	33	105	4	6	13	10	46		KLAV	151	9	20	24	33	105	4	6	13	10	46		KLAV	6.1	5.1	7.9	7.7	14.6	9.9	2.3	2.4	4.4	4.5	4.4				
232	57	28	12	7	108	43	25	21	3	92	32	*KLUC	232	57	28	12	7	108	43	25	21	3	92	32	*KLUC	9.4	32.6	11.0	3.9	3.1	10.2	24.7	10.0	7.1	1.4	8.9	8.3			
176	35	20	12	4	71	36	22	10	6	79	26	KLUC FM	176	35	20	12	4	71	36	22	10	6	79	26	KLUC FM	7.1	20.0	7.9	3.9	1.8	6.7	20.7	8.8	3.4	2.7	7.6	6.7			
331	70	40	18	7	139	65	41	23	6	140	52	TOTAL	331	70	40	18	7	139	65	41	23	6	140	52	TOTAL	13.3	40.0	15.7	5.8	3.1	13.2	37.4	16.5	7.7	2.7	13.5	13.5			
462	17	24	89	89	247	7	38	47	67	180	35	KORK	462	17	24	89	89	247	7	38	47	67	180	35	KORK	18.6	9.7	9.4	28.7	39.4	23.4	4.0	15.3	15.8	30.5	17.4	9.1			
445	4	32	83	48	193	18	44	70	76	226	26	KORK FM	445	4	32	83	48	193	18	44	70	76	226	26	KORK FM	17.9	2.3	12.6	26.8	21.2	18.3	10.3	17.7	23.6	34.5	21.8	6.7			
611	31	99	113	33	297	11	76	96	67	268	46	KRAM	611	31	99	113	33	297	11	76	96	67	268	46	KRAM	24.6	17.7	39.0	36.5	14.6	28.1	6.3	30.5	32.3	30.5	25.8	11.9			
114	22	12	9	11	71	14	9	3	6	40	3	*KVEG	114	22	12	9	11	71	14	9	3	6	40	3	*KVEG	4.6	12.6	4.7	2.9	4.9	6.7	8.0	3.6	1.0	2.7	3.9	.8			
170	31	28	6	7	78	22	25	13	10	75	17	KVEG FM	170	31	28	6	7	78	22	25	13	10	75	17	KVEG FM	6.9	17.7	11.0	1.9	3.1	7.4	12.6	10.0	4.4	4.5	7.2	4.4			
106	4	16	12	4	36	11	25	8		47	23	*KVOV	106	4	16	12	4	36	11	25	8		47	23	*KVOV	4.3	2.3	6.3	3.9	1.8	3.4	6.3	10.0	2.7		4.5	6.0			
TOTAL LISTENING IN METRO SURVEY AREA													2248	162	242	271	185	937	167	243	276	184	951	360																
																										90.6	92.6	95.3	87.4	81.9	88.6	96.0	97.6	92.9	83.6	91.7	93.3			

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

CUME Listening Estimates

LAS VEGAS
OCT/NOV 1975

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17												
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		18-24	25-34	35-49	50-64	TOTAL 18 +							
360	7	16	64	62	181		25	62	46	153	26	KBMI	360	7	16	64	62	181		25	62	46	153	26	KBMI	13.8	3.6	6.5	19.6	26.3	16.4		10.1	19.5	19.6	13.9	6.5												
355	22	33	49	25	133	36	55	57	26	184	38	KOMN	355	22	33	49	25	133	36	55	57	26	184	38	KOMN	13.7	11.3	13.5	15.0	10.6	12.1	18.8	22.3	17.9	11.1	16.8	9.5												
940	122	76	35	22	262	139	121	84	20	364	314	KENO	940	122	76	35	22	262	139	121	84	20	364	314	KENO	36.2	62.9	31.0	10.7	9.3	23.8	72.8	49.0	26.4	8.5	33.2	78.3												
516	50	71	15		150	83	86	31	7	207	159	KFMS	516	50	71	15		150	83	86	31	7	207	159	KFMS	19.8	25.8	29.0	4.6		13.6	43.5	34.8	9.7	3.0	18.9	39.7												
221	14	5	30	40	111		25	26	39	110		KLAV	221	14	5	30	40	111		25	26	39	110		KLAV	8.5	7.2	2.0	9.2	16.9	10.1		10.1	8.2	16.6	10.0													
290	72	22	10	4	119	62	30	9	10	111	60	*KLUC	290	72	22	10	4	119	62	30	9	10	111	60	*KLUC	11.2	37.1	9.0	3.1	1.7	10.8	32.5	12.1	2.8	4.3	10.1	15.0												
338	101	44	15		164	41	40	26	7	114	60	KLUC FM	338	101	44	15		164	41	40	26	7	114	60	KLUC FM	13.0	52.1	18.0	4.6		14.9	21.5	16.2	8.2	3.0	10.4	15.0												
469	115	49	20	4	202	83	50	31	16	180	87	TOTAL	469	115	49	20	4	202	83	50	31	16	180	87	TOTAL	18.0	59.3	20.0	6.1	1.7	18.3	43.5	20.2	9.7	6.8	16.4	21.7												
564	14	49	94	62	251	15	60	84	82	271	42	KORK	564	14	49	94	62	251	15	60	84	82	271	42	KORK	21.7	7.2	20.0	28.8	26.3	22.8	7.9	24.3	26.4	34.9	24.7	10.5												
511	7	33	64	65	201	10	66	115	88	299	11	KORK FM	511	7	33	64	65	201	10	66	115	88	299	11	KORK FM	19.7	3.6	13.5	19.6	27.5	18.2	5.2	26.7	36.2	37.4	27.3	2.7												
581	29	44	143	47	288	21	50	88	55	259	34	KRAM	581	29	44	143	47	288	21	50	88	55	259	34	KRAM	22.3	14.9	18.0	43.9	19.9	26.1	11.0	20.2	27.7	23.4	23.6	8.5												
154		11	25	15	58		25	22	10	62	34	KTRI	154		11	25	15	58		25	22	10	62	34	KTRI	5.9		4.5	7.7	6.4	5.3		10.1	6.9	4.3	5.7	8.5												
183	22	27	20	11	84	15	50	13	10	88	11	*KVEG	183	22	27	20	11	84	15	50	13	10	88	11	*KVEG	7.0	11.3	11.0	6.1	4.7	7.6	7.9	20.2	4.1	4.3	8.0	2.7												
65	7			4	18	15	10	4	3	32	15	*KVOV	65	7			4	18	15	10	4	3	32	15	*KVOV	2.5	3.6			1.7	1.6	7.9	4.0	1.3	1.3	2.9	3.7												
142	22	11	20	11	68	10	5	26	20	66	8	KXTZ	142	22	11	20	11	68	10	5	26	20	66	8	KXTZ	5.5	11.3	4.5	6.1	4.7	6.2	5.2	2.0	8.2	8.5	6.0	2.0												
TOTAL LISTENING IN METRO SURVEY AREA													2411	194	212	296	211	1010	191	242	300	212	1031	370	MONDAY-FRIDAY 6.00 AM-MIDNIGHT													92.7	99.9	86.5	90.8	89.4	91.7	99.9	98.0	94.3	90.2	94.0	92.3

320	7	16	54	58	157		25	57	46	148	15	KBMI	320	7	16	54	58	157		25	57	46	148	15	KBMI	12.3	3.6	6.5	16.6	24.6	14.2		10.1	17.9	19.6	13.5	3.7												
322	22	33	39	22	120	36	50	57	23	176	26	KOMN	322	22	33	39	22	120	36	50	57	23	176	26	KOMN	12.4	11.3	13.5	12.0	9.3	10.9	18.8	20.2	17.9	9.8	16.0	6.5												
895	115	71	30	22	242	134	116	84	13	347	306	KENO	895	115	71	30	22	242	134	116	84	13	347	306	KENO	34.4	59.3	29.0	9.2	9.3	22.0	70.2	47.0	26.4	5.5	31.6	76.3												
448	50	60	10		124	77	71	18	3	169	155	KFMS	448	50	60	10		124	77	71	18	3	169	155	KFMS	17.2	25.8	24.5	3.1		11.3	40.3	28.7	5.7	1.3	15.4	38.7												
169	14		20	29	81		10	22	36	88		KLAV	169	14		20	29	81		10	22	36	88		KLAV	6.5	7.2		6.1	12.3	7.4		4.0	6.9	15.3	8.0													
255	72	22	5	4	107	57	30	9	10	106	42	*KLUC	255	72	22	5	4	107	57	30	9	10	106	42	*KLUC	9.8	37.1	9.0	1.5	1.7	9.7	29.8	12.1	2.8	4.3	9.7	10.5												
297	101	33	10		148	31	40	22	7	100	49	KLUC FM	297	101	33	10		148	31	40	22	7	100	49	KLUC FM	11.4	52.1	13.5	3.1		13.4	16.2	16.2	6.9	3.0	9.1	12.2												
410	115	38	10	4	174	72	50	26	16	164	72	TOTAL	410	115	38	10	4	174	72	50	26	16	164	72	TOTAL	15.8	59.3	15.5	3.1	1.7	15.8	37.7	20.2	8.2	6.8	14.9	18.0												
509	14	44	84	58	232	10	45	84	78	247	30	KORK	509	14	44	84	58	232	10	45	84	78	247	30	KORK	19.6	7.2	18.0	25.8	24.6	21.1	5.2	18.2	26.4	33.2	22.5	7.5												
482	7	33	59	65	193	10	55	115	85	285	4	KORK FM	482	7	33	59	65	193	10	55	115	85	285	4	KORK FM	18.5	3.6	13.5	18.1	27.5	17.5	5.2	22.3	36.2	36.2	26.0	1.0												
563	29	44	138	44	280	15	50	88	55	253	30	KRAM	563	29	44	138	44	280	15	50	88	55	253	30	KRAM	21.7	14.9	18.0	42.3	18.6	25.4	7.9	20.2	27.7	23.4	23.1	7.5												
139		11	25	15	51		25	22	10	62	26	KTRI	139		11	25	15	51		25	22	10	62	26	KTRI	5.3		4.5	7.7	6.4	4.6		10.1	6.9	4.3	5.7	6.5												
162	22	16	15	11	68	10	50	13	10	83	11	*KVEG	162	22	16	15	11	68	10	50	13	10	83	11	*KVEG	6.2	11.3	6.5	4.6	4.7	6.2	5.2	20.2	4.1	4.3	7.6	2.7												
61	7			4	18	15	10		3	28	15	*KVOV	61	7			4	18	15	10		3	28	15	*KVOV	2.3	3.6			1.7	1.6	7.9	4.0		1.3	2.6	3.7												
127	22	5	20	11	62	5	5	22	20	57	8	KXTZ	127	22	5	20	11	62	5	5	22	20	57	8	KXTZ	4.9	11.3	2.0	6.1	4.7	5.6	2.6	2.0	6.9	8.5	5.2	2.0												
TOTAL LISTENING IN METRO SURVEY AREA													2379	194	212	281	207	988	191	232	300	212	1021	370	MONDAY-FRIDAY 6.00 AM-MIDNIGHT													91.5	99.9	86.5	86.2	87.7	89.7	99.9	93.9	94.3	90.2	93.1	92.3

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

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA											CUME PERSONS-METRO SURVEY AREA											CUME RATINGS-METRO SURVEY AREA																	
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %		
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %
52	3	6	12	1	24	5	6	5	4	23	5	WABR	50	3	6	12	1	24	5	4	5	4	21	5	WABR	16.2	14.1	24.7	31.3	4.0	19.3	21.4	16.1	12.8	14.5	15.5	10.2		
183	12	12	15	25	86	6	12	23	25	90	7	WQBO	123	12	8	13	18	60	6	10	17	14	57	6	WQBO	39.9	56.3	32.9	33.9	71.1	48.3	25.6	40.2	43.5	50.9	42.1	12.3		
40	3	2	5	7	23					16	1	WQBO FM	25	3	2	2	4	13					11	1	WQBO FM	8.1	14.1	8.2	5.2	15.8	10.5	12.0	7.7	10.9	8.1	2.0			
199	12	14	18	28	94	6	14	24	28	98	7	TOTAL	131	12	10	14	19	64	6	11	18	14	61	6	TOTAL	42.5	56.3	41.1	36.6	75.1	51.6	25.6	44.2	46.0	50.9	45.0	12.3		
32	3	5	8	2	19	3	2	5	1	12	1	*WHLY	28	3	3	6	2	15	3	2	5	1	12	1	*WHLY	9.1	14.1	12.3	15.7	7.9	12.1	12.8	8.0	12.8	3.6	8.9	2.0		
71		16	6	3	25	6	10	9	7	39	7	WHOO	42		7	6	3	16	6	5	6	4	22	4	WHOO	13.6		28.8	15.7	11.9	12.9	25.6	20.1	15.3	14.5	16.2	8.2		
64		5	10	9	26	3	4	13	12	36	2	WHOO FM	44		5	9	4	20	3	4	8	6	22	2	WHOO FM	14.3		20.6	23.5	15.8	16.1	12.8	16.1	20.5	21.8	16.2	4.1		
113	6	6	14	9	46	9	9	17	17	64	3	*WKLS	97	6	6	14	9	42	9	9	15	12	52	3	*WKLS	31.4	28.2	24.7	36.6	35.6	33.8	38.5	36.1	38.4	43.6	38.4	6.1		
16			2	3	7		1	2	2	9		*WKLS FM	13			2	3	7			1	2	6		*WKLS FM	4.2			5.2	11.9	5.6		4.0	5.1	7.3	4.4			
116	6	6	14	11	48	9	10	17	17	65	3	TOTAL	101	6	6	14	11	44	9	10	15	13	54	3	TOTAL	32.7	28.2	24.7	36.6	43.5	35.5	38.5	40.1	38.4	47.3	39.9	6.1		
150	19	6	10	3	39	17	6	12	5	43	68	WLOF	102	15	4	2	3	25	17	4	9	5	38	39	WLOF	33.1	70.4	16.5	5.2	11.9	20.1	72.6	16.1	23.0	18.2	28.0	79.8		
21		1	3	4	8		4	3	3	12	1	WLOQ FM	21		1	3	4	8			4	3	12	1	WLOQ FM	6.8		4.1	7.8	15.8	6.4		16.1	7.7	10.9	8.9	2.0		
24		2	1	3	7	3	1	2	4	14	3	*NTRR	17		2	1	1	5	3	1	2	2	9	3	*NTRR	5.5		8.2	2.6	4.0	4.0	12.8	4.0	5.1	7.3	6.6	6.1		
TOTAL LISTENING IN METRO SURVEY AREA												282	18	22	34	23	110	23	24	36	26	126	46		91.4	84.5	90.5	88.8	90.9	88.6	98.3	96.4	92.1	94.5	93.0	94.1			

DAY PARTS
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (i) means refer to Special Notice on Page 5.

AY
HT
ENS
-17
%

ORLANDO
OCT/NOV 1969

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
480		46	75	71	221	35	38	80	42	236	23	WABR	464		46	75	55	205	35	38	80	42	236	23	WABR	14.8		18.8	19.4	21.1	16.1	13.9	15.3	20.7	15.1	17.2	4.6	
1449	86	123	176	185	713	43	78	131	138	680	56	WDBO	1077	56	83	158	120	517	43	78	131	122	518	42	WDBO	34.3	24.7	33.9	40.8	46.0	40.7	17.1	31.5	33.9	43.9	37.8	8.4	
396	40	27	46	42	165	48	24	50	63	225	6	WDBO FM	289	10	27	46	26	119	17	24	50	33	164	6	WDBO FM	9.2	4.4	11.0	11.9	10.0	9.4	6.7	9.7	12.9	11.9	12.0	1.2	
1652	86	129	192	211	766	91	88	156	191	824	62	TOTAL	1202	56	89	174	130	554	60	88	156	145	601	47	TOTAL	38.3	24.7	36.3	45.0	49.8	43.6	23.8	35.5	40.3	52.2	43.9	9.4	
1193	76	156	128	130	549	78	150	160	134	547	97	WHOO	872	76	136	70	86	406	79	109	97	89	398	68	WHOO	27.8	33.5	55.5	18.1	33.0	32.0	31.0	44.0	25.1	32.0	29.1	13.5	
1008	66	54	88	129	426	93	62	190	91	501	81	WHOO FM	618	20	54	70	70	238	62	62	135	46	321	59	WHOO FM	19.7	8.8	22.0	18.1	26.8	18.7	24.6	25.0	34.9	16.5	23.4	11.8	
784		40	134	81	334	29	38	101	88	391	59	WKIS	667		40	134	59	290	29	38	101	88	318	59	WKIS	21.2		16.3	34.6	22.6	22.8	11.5	15.3	26.1	31.7	23.2	11.8	
461	20	46	41	205	47	21	40	50	247	9	WKIS FM	255	20	46	19	118	16	21	40	35	128	9	WKIS FM	8.1		8.2	11.9	7.3	9.3	6.3	8.5	10.3	12.6	9.3	1.8			
1027	53	147	81	407	76	52	118	115	552	68	TOTAL	773	53	147	59	320	45	52	118	100	385	68	TOTAL	24.6		21.6	38.0	22.6	25.2	17.8	21.0	30.5	36.0	28.1	13.5			
1898	255	149	125	53	596	212	103	223	64	640	662	WLOF	1357	149	133	101	53	420	178	79	159	64	518	419	WLOF	43.2	65.6	42.0	26.1	20.3	33.1	70.6	31.9	41.1	23.0	37.8	83.5	
287	20	20	42	38	129	18	35	43	26	151	7	WLOQ FM	287	20	20	42	38	129	18	35	43	26	151	7	WLOQ FM	9.1	8.8	8.2	10.9	14.6	10.2	7.1	14.1	11.1	9.4	11.0	1.4	
338	64	16	46	9	143	43	8	47	10	113	82	WOKB	338	64	16	46	9	143	43	8	47	10	113	82	WOKB	10.8	28.2	6.5	11.9	3.4	11.3	17.1	3.2	12.1	3.6	8.2	16.3	
145	22	7		14	48	29		8	23	65	32	WTLN	145	22	7		14	48	29		8	23	65	32	WTLN	4.6	9.7	2.9		5.4	3.8	11.5		2.1	8.3	4.7	6.4	
96	18			4	22	21		4	12	53	21	WTLN FM	96	18			4	22	21		4	12	53	21	WTLN FM	3.1	7.9			1.5	1.7	8.3		1.6	3.1	4.0	3.9	4.2
195	32	7		18	62	36		4	15	83	50	TOTAL	195	32	7		18	62	36		4	15	83	50	TOTAL	6.2	14.1	2.9		6.9	4.9	14.3		1.6	3.9	8.3	6.1	10.0
227	8	34	35	13	95		17	30	17	90	42	WTRR	227	8	34	35	13	95		17	30	17	90	42	WTRR	7.2	3.5	13.9	9.0	5.0	7.5		6.9	7.8	6.1	6.6	8.4	
160		7	4	41	62	10	21	13	46	98		WQFS FM	123		7	4	19	40	10	21	13	31	83		WQFS FM	3.9		2.9	1.0	7.3	3.1	4.0	8.5	3.4	11.2	6.1		
TOTAL LISTENING IN METRO SURVEY AREA													3013	217	245	370	242	1215	252	236	375	263	1302	496		95.9	95.6	99.9	95.6	92.7	95.7	99.9	95.2	96.9	94.6	95.0	98.8	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS*												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		
254	20	29	18	16	112	41	26	35	19	132	10	*WABR	210	20	29	18	16	112	12	26	20	19	88	10	*WABR	6.6	8.4	11.8	4.7	6.0	8.8	4.8	10.3	5.4	6.6	6.4	2.0	
1428	14	163	166	164	660	43	117	181	185	717	51	WDBO	984	14	111	133	115	437	43	74	152	116	496	51	WDBO	31.1	5.9	45.3	34.8	43.4	34.1	17.1	29.4	40.9	40.6	36.2	10.0	
459		31	17	66	177	12	25	38	52	282		WDBO FM	238		10	17	19	72	12	18	24	32	166		WDBO FM	7.5		4.1	4.5	7.2	5.6	4.8	7.1	6.5	11.2	12.1		
1615	14	194	172	182	728	55	131	181	231	836	51	TOTAL	1084	14	121	139	119	470	55	81	152	142	563	51	TOTAL	34.3	5.9	49.4	36.4	44.9	36.7	21.8	32.1	40.9	49.7	41.1	10.0	
984	20	120	131	102	411	51	62	174	78	502	71	WHQQ	708	20	94	98	88	322	51	48	99	68	339	47	WHQQ	22.4	8.4	38.4	25.7	33.2	25.2	20.2	19.0	26.6	23.8	24.8	9.2	
741	14	90	130	60	343	59	99	84	62	358	40	WHQQ FM	537	14	90	81	15	249	59	92	50	32	273	15	WHQQ FM	17.0	5.9	36.7	21.2	5.7	19.5	23.4	36.5	13.4	11.2	19.9	2.9	
591	14	57	63	68	262	12	43	85	83	298	31	*WKIS	580	14	57	63	68	262	12	43	85	72	287	31	*WKIS	18.4	5.9	23.3	16.5	25.7	20.5	4.8	17.1	22.8	25.2	21.0	6.1	
141	23	22			58	22	17	16	14	83		*WKIS FM	141	23	22			58	22	17	16	14	83		*WKIS FM	4.5	9.6	9.0			4.5	8.7	6.7	4.3	4.9	6.1		
694	36	69	63	68	300	34	59	95	97	363	31	TOTAL	683	36	69	63	68	300	34	59	95	86	352	31	TOTAL	21.6	15.1	28.2	16.5	25.7	23.4	13.5	23.4	25.5	30.1	25.7	6.1	
1695	185	155	128	65	533	229	151	145	39	602	560	WLOF	1346	146	112	111	65	434	170	130	131	39	484	428	WLOF	42.6	61.1	45.7	29.1	24.5	33.9	67.5	51.6	35.2	13.6	35.4	83.8	
410	23	39	67	34	199	34	56	38	35	206	5	WLOQ FM	410	23	39	67	34	199	34	56	38	35	206	5	WLOQ FM	13.0	9.6	15.9	17.5	12.8	15.5	13.5	22.2	10.2	12.2	15.0	1.0	
395	72	8	36	23	153	72	10	44	19	167	75	*WOKB	289	33	8	36	23	114	41	10	24	19	100	75	*WOKB	9.1	13.8	3.3	9.4	8.7	8.9	16.3	4.0	6.5	6.6	7.3	14.7	
257	41	20	15	19	105	42	18	11	22	93	59	*WORJ	221	41	20	15	19	105	42	18	11	82	34	*WORJ	7.0	17.2	8.2	3.9	7.2	8.2	16.7	7.1	3.0	3.8	6.0	6.7		
345	81	66			147	37	20	16		73	125	*WORJ FM	250	81	39			120	37	20	16		73	57	*WORJ FM	7.9	33.9	15.9			9.4	14.7	7.9	4.3		5.3	11.2	
117	9			7	16	19	7	13	11	56	45	*WTLN	117	9			7	16	19	7	13	11	56	45	*WTLN	3.7	3.8			2.6	1.3	7.5	2.8	3.5	3.8	4.1	8.8	
81			10		14	26	11	4	13	54	13	WTLN FM	81			10		14	26	11	4	13	54	13	WTLN FM	2.6				2.6	1.1	10.3	4.4	1.1	4.5	3.9	2.5	
155	9		10	7	30	31	11	13	19	80	45	TOTAL	155	9		10	7	30	31	11	13	19	80	45	TOTAL	4.9	3.8			2.6	2.6	2.3	12.3	4.4	3.5	6.6	5.8	8.8
182		12	29	14	70	9	11	19	19	92	20	*WTRR	144		12	29	14	70	9	11	19	8	54	20	*WTRR	4.6		4.9	7.6	5.3	5.5	3.6	4.4	5.1	2.8	3.9	3.9	
TOTAL LISTENING IN METRO SURVEY AREA												3011	225	245	341	234	1194	252	239	352	273	1316	501		95.3	94.1	99.9	89.3	88.3	93.3	99.9	94.8	94.6	95.5	96.1	98.0		

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (f) means refer to Special Notice on Page 5.

CUME Listening Estimates

ORLANDO
APRIL/MAY 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
232	19	68	42	15	144		44	20	11	75	13	WBJW	232	19	68	42	15	144		44	20	11	75	13	WBJW	6.6	6.5	24.5	11.0	5.2	10.1		14.3	4.9	3.4	4.8	2.3
1349	40	71	129	171	561	24	73	199	204	710	78	WDBO	1046	40	71	129	150	498	24	73	115	170	486	62	WDBO	29.6	13.7	25.5	33.8	51.9	35.0	9.2	23.8	28.2	52.3	31.4	11.1
1823	30	122	380	217	877	35	183	196	267	879	67	WDBO FM	691	30	65	76	94	308	35	85	71	82	350	33	WDBO FM	19.6	10.3	23.4	19.9	32.5	21.7	13.4	27.7	17.4	25.2	22.6	5.9
1101	181	252	20	43	496	151	210	33	38	446	159	WOIZ	531	80	144	20		244	82	94	19	6	215	72	WOIZ	15.0	27.4	51.8	5.2		17.2	31.4	30.6	4.7	1.8	13.9	12.8
943	50	121	134	109	468	60	91	145	79	428	47	WHOO	669	50	80	75	109	335	47	73	89	63	287	47	WHOO	18.9	17.1	28.8	19.6	37.7	23.6	18.0	23.8	21.8	19.4	18.5	8.4
680	21	67	40	29	266	28	51	79	101	389	25	WHOO FM	448	21	52	40	8	155	28	51	79	41	268	25	WHOO FM	12.7	7.2	18.7	10.5	2.8	10.9	10.7	16.6	19.4	12.6	17.3	4.5
1158	52	99	142	56	501	134	80	151	88	545	112	WKIS	905	52	99	110	56	394	92	80	109	63	399	112	WKIS	25.6	17.8	35.6	28.8	19.4	27.7	35.2	26.1	26.7	19.4	25.8	20.0
1456	229	95	68	26	424	147	83	188	72	497	535	WLOF	1226	193	80	68	26	373	134	65	136	72	414	439	WLOF	34.7	66.1	28.8	17.8	9.0	26.2	51.3	21.2	33.3	22.2	26.7	78.3
302	10	31	75	23	182		22	19	37	120		WLOQ	302	10	31	75	23	182		22	19	37	120		WLOQ	8.6	3.4	11.2	19.6	8.0	12.8		7.2	4.7	11.4	7.7	
293	40		21		67	52	33	35	36	173	53	WOKB	293	40		21		67	52	33	35	36	173	53	WOKB	8.3	13.7		5.5		4.7	19.9	10.7	8.6	11.1	11.2	9.4
566	98	29	31	8	175	91	26	38	11	173	218	WORJ	280	62	14		8	93	52	7	14	11	91	96	WORJ	7.9	21.2	5.0		2.8	6.5	19.9	2.3	3.4	3.4	5.9	17.1
262	59	10		19	88	24	36	19		86	88	WORL	262	59	10		19	88	24	36	19		86	88	WORL	7.4	20.2	3.6		6.6	6.2	9.2	11.7	4.7		5.6	15.7
52			7		7			13	6	27	18	WTLN	52			7		7			13	6	27	18	WTLN	1.5			1.8		.5			3.2	1.8	1.7	3.2
97		10	7		35			6	6	40	22	WTLN FM	97		10	7		35			6	6	40	22	WTLN FM	2.7		3.6	1.8		2.5			1.5	1.8	2.6	3.9
58	9		6		21	15	7	4	26	11	WTRR	58	9		6		21	15	7	4	26	11	WTRR	1.6	3.1		1.6		1.5		4.9	1.7	1.2	1.7	2.0		
90			33		39	7	28	9	51		WVCF	41			7		13	7	14				28		WVCF	1.2			1.8		.9		2.3	3.4		1.8	
84		10			19	15		29	58	7	WMQS	66		10			19	15					40	7	WMQS	1.9		3.6			1.3		4.9		3.4	2.6	1.2
158		10	33		58	15	28	29	93	7	TOTAL	100		10	7		32	15	14	11	61	7	TOTAL	2.8		3.6	1.8		2.3		4.9	3.4	3.4	3.9	1.2		
TOTAL LISTENING IN METRO SURVEY AREA												3388	282	268	375	282	1372	261	300	388	301	1477	539	96.0 96.6 96.4 98.2 97.6 96.6 99.9 97.7 95.1 92.6 95.4 96.1													

DAY PARTS
AVG. & CUME

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		
211	19	68	35	15	137		30	20	11	61	13	WBJW	211	19	68	35	15	137		30	20	11	61	13	WBJW	6.0	6.5	24.5	9.2	5.2	9.6		9.8	4.9	3.4	3.9	2.3	
1269	40	71	129	164	554	24	66	192	198	690	25	WDBO	982	40	71	129	143	491	24	66	108	164	466	25	WDBO	27.8	13.7	25.5	33.8	49.5	34.6	9.2	21.5	26.5	50.5	30.1	4.5	
1567	10	108	341	194	729	12	176	168	236	784	54	WDBO FM	549	10	52	63	72	231	12	78	71	67	298	20	WDBO FM	15.5	3.4	18.7	16.5	24.9	16.3	4.6	25.4	17.4	20.6	19.2	3.6	
1033	181	241	20	43	485	123	203	33	38	411	137	WOIZ	508	80	133	20		233	82	87	19	6	208	67	WOIZ	14.4	27.4	47.8	5.2		16.4	31.4	28.3	4.7	1.8	13.4	11.9	
883	50	111	128	109	452	48	91	138	68	398	33	WHOO	608	50	69	69	109	318	35	73	82	52	257	33	WHOO	17.2	17.1	24.8	18.1	37.7	22.4	13.4	23.8	20.1	16.0	16.6	5.9	
589	21	46	40		216	28	51	58	95	355	18	WHOO FM	380	21	31	40		126	28	51	58	36	236	18	WHOO FM	10.8	7.2	11.2	10.5		8.9	10.7	16.6	14.2	11.1	15.2	3.2	
1054	21	99	121	56	440	134	80	145	71	509	105	WKIS	800	21	99	89	56	333	92	80	103	46	362	105	WKIS	22.7	7.2	35.6	23.3	19.4	23.4	35.2	26.1	25.2	14.2	23.4	18.7	
1360	208	85	61	26	386	134	65	161	72	439	535	WLOF	1161	172	69	61	26	334	134	65	110	72	388	439	WLOF	32.9	58.9	24.8	16.0	9.0	23.5	51.3	21.2	27.0	22.2	25.0	78.3	
295	10	31	75	23	182		22	19	37	113		WLOQ	295	10	31	75	23	182		22	19	37	113		WLOQ	8.4	3.4	11.2	19.6	8.0	12.8		7.2	4.7	11.4	7.3		
281	40		21		67	52	33	29	30	161	53	WOKB	281	40		21		67	52	33	29	30	161	53	WOKB	8.0	13.7		5.5		4.7	19.9	10.7	7.1	9.2	10.4	9.4	
505	98	15	31		153	79	7	30	11	134	218	WORJ	239	62			71	40	7	7	11	72	96	WORJ	6.8	21.2				5.0	15.3	2.3	1.7	3.4	4.6	17.1		
241	49	10		8	67	24	36	19		86	88	WORL	241	49	10		8	67	24	36	19		86	88	WORL	6.8	16.8	3.6		2.8	4.7	9.2	11.7	4.7		5.6	15.7	
43			7		7			13	6	27	9	WTLN	43			7		7			13	6	27	9	WTLN	1.2			1.8		.5			3.2	1.8	1.7	1.6	
88		10	7		26			6	6	40	22	WTLN FM	88		10	7		26			6	6	40	22	WTLN FM	2.5		3.6	1.8		1.8			1.5	1.8	2.6	3.9	
51	9		6		21	15		4	19	11	WTRR	51	9		6		21	15			4	19	11	WTRR	1.4	3.1		1.6		1.5		4.9		1.2	1.2	2.0		
90			33		39	7	28	9	51		WVCF	41			7		13	7	14				28		WVCF	1.2			1.8		.9		2.3	3.4		1.8		
25					19	15		11	25	7	WMQS	25		10			19	15					11	25	7	WMQS	.7					.7		2.3		3.4	1.6	1.2
108		10	33		39	15	28	20	69	7	TOTAL	59		10	7		13	15	14	11	46	7	TOTAL	1.7		3.6	1.8		.9		2.3	3.4	3.4	3.0	1.2			
TOTAL LISTENING IN METRO SURVEY AREA												3362	282	268	375	282	1372	261	300	381	295	1458	532	95.2 96.6 96.4 98.2 97.6 96.6 99.9 97.7 93.4 90.8 94.1 94.8														

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

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS											
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64	18-24	25-34	35-49
174		25	18	18	80		33	30	8	82	12	WBJW	174		25	18	18	80		33	30	8	82	12	WBJW	4.7		7.8	4.6	6.5	5.4		9.3	7.3	2.5	5.0	2.1										
1484	40	73	187	205	607	7.9	9.7	20.4	28.7	78.7	90	WDBO	1004	40	61	121	110	402	50	9.4	13.3	16.5	55.7	45	WDBO	27.0	12.3	19.0	31.1	39.6	26.9	15.9	26.5	32.2	51.7	33.7	7.9										
1773	29	53	35.9	202	868	3.4	7.5	28.5	19.9	79.5	110	WDBO FM	341	29	53	177	103	420	39	5.7	18.2	10.6	45.2	59	WDBO FM	25.3	8.9	16.5	45.5	37.1	28.1	12.4	16.1	44.1	33.2	27.3	12.1										
1380	244	227	9	5	485	26.9	22.2	22		52.4	37.1	WDIZ	748	117	107	9		233	166	158	18		353	162	WDIZ	20.1	36.0	33.3	2.3		15.6	52.9	44.5	4.4		21.4	28.4										
879	124	6.9	165	88	49.4	4.5	9.5	10.6	4.9	38.0	5	WHOO	503	29	4.7	13.0	2.7	26.2	4.5	3.0	6.1	4.9	2.41		WHOO	13.5	8.9	14.6	33.4	9.7	17.5	14.3	8.5	14.8	15.4	14.6											
909	37	182	16.8	92	51.1	4.7	10.7	8.7	6.5	37.4	24	WHOO FM	475	29	9.0	10.0	2.7	27.8	1.1	4.3	5.2	3.3	1.73	24	WHOO FM	12.8	8.9	28.0	25.7	9.7	18.6	3.5	12.1	12.6	10.3	10.5	4.2										
1430	93	224	12.4	61	57.5	12.1	16.8	13.0	12.0	62.1	23.4	WKIS	1052	99	138	8.5	6.1	4.31	9.2	16.8	8.9	6.6	4.71	15.0	WKIS	28.3	30.5	43.0	21.9	21.9	28.8	29.3	47.3	21.5	20.7	28.5	26.3										
2081	245	178	8.5	6.9	62.7	28.7	20.9	1.77	5.4	74.4	71.0	WLOF	1484	196	12.9	4.6	4.5	4.66	1.91	1.75	1.59	3.3	5.69	4.49	WLOF	39.9	60.3	40.2	11.8	16.2	31.2	60.8	49.3	38.5	10.3	34.4	78.6										
608	29	10.3	6.4	4.3	27.4	2.8	7.3	7.8	9.0	29.2	4.2	WLOQ	503	29	6.0	6.4	4.3	2.31	2.8	4.3	7.8	5.8	2.30	4.2	WLOQ	13.5	8.9	18.7	16.5	15.5	15.5	8.9	12.1	18.9	18.2	13.9	7.4										
346	11	3.0	4.2	2.2	11.7	2.1	2.7	4.8	1.7	15.5	7.4	*WOKB	267	1.1	3.0	9	2.2	8.4	2.1	2.7	3.0	1.7	10.9	7.4	*WOKB	7.2	3.4	9.3	2.3	7.9	5.6	6.7	7.6	7.3	5.3	6.6	13.0										
901	245	10.3	3.4	9	39.1	12.3	1.4	5.3		19.0	32.0	WORJ	478	15.7	9.7		9	26.3	5.7	1.4	9		8.0	1.35	WORJ	12.9	48.3	30.2		3.2	17.6	18.2	3.9	2.2		4.8	23.6										
283		5.5	7.9	18.2	1.1	1.4	2.1	3.2	1.01			*WORL	283		5.5	7.9	18.2	1.1	1.4	2.1	3.2	1.01		*WORL	7.6			14.1	28.4	12.2	3.5	3.9	5.1	10.0	6.1												
11											11	*WTLN	11												*WTLN	.3										.7											
30				9	1.9						11	WTLN FM	30			9	1.9						11	WTLN FM	.8				3.2	1.3					.7												
200	29	6		8	8.1	1.7	2.5			8.5	3.4	*WTRR	146	2.9	6		8	8.1	1.7	2.5		6.5		*WTRR	3.9	8.9	1.9		2.9	5.4	5.4	7.0			3.9												
35								10	8	2.3	1.2	*WVCF	30									10	1.2	*WVCF	.8								2.4	2.5	1.1	2.1											
314		1.2	7.1	1.8	1.38	7	6	3.4	4.5	1.40	3.6	*WMQS	171		6	3.6	1.8	6.0				6	1.8	3.6	*WMQS	4.6		1.9	9.3	6.5	4.0		1.7	5.1	7.8	4.5	6.3										
329		1.2	7.1	1.8	1.38	7	6	4.4	4.5	1.55	3.6	TOTAL	181		6	3.6	1.8	6.0		6	3.1	2.5	8.5	3.6	TOTAL	4.9	1.9	9.3	6.5	4.0		1.7	7.5	7.8	5.1	6.3											
TOTAL LISTENING IN METRO SURVEY AREA												3631	325	321	371	271	1459	314	355	383	319	1601	571	MONDAY-FRIDAY 6.00 AM-MIDNIGHT												97.7	99.9	99.9	95.4	97.5	97.7	99.9	99.9	92.7	99.9	96.9	99.9

156		25		18	6.2		3.3	3.0	8	8.2	1.2	WBJW	156		25		18	6.2		3.3	3.0	8	8.2	1.2	WBJW	4.2		7.8		6.5	4.1		9.3	7.3	2.5	5.0	2.1										
1386	40	6.1	18.7	18.8	57.8	7.9	8.7	17.6	28.7	73.6	7.2	WDBO	930	40	4.9	12.1	9.2	37.2	5.0	8.4	12.2	16.5	52.2	3.6	WDBO	25.0	12.3	15.3	31.1	33.1	24.9	15.9	23.7	29.5	51.7	31.6	6.3										
1556	29	5.3	35.9	17.9	76.2	2.8	7.5	25.2	19.0	68.4	11.0	WDBO FM	883	29	5.3	17.7	8.5	39.2	2.8	5.7	17.2	9.7	42.2	6.9	WDBO FM	23.7	8.9	16.5	45.5	30.6	26.2	8.9	16.1	41.6	30.4	25.5	12.1										
1209	184	20.4	9		39.7	25.8	20.7	2.2		48.7	32.5	WDIZ	691	11.7	8.4	9		21.0	15.5	15.8	1.8		33.1	15.0	WDIZ	18.6	36.0	26.2	2.3		14.1	49.4	44.5	4.4		20.0	26.3										
820	124	6.9	1.55	8.0	4.66	4.5	3.5	8.3	4.1	3.49	5	WHOO	467	2.9	4.7	1.21	1.8	2.34	4.5	3.0	6.1	4.1	2.33		WHOO	12.6	8.9	14.6	31.1	6.5	15.7	14.3	8.5	14.8	12.9	14.1											
735	37	1.21	1.31	5.9	38.0	4.7	10.7	6.7	6.5	33.1	2.4	WHOO FM	377	2.9	7.2	6.4	2.7	2.24	1.1	4.3	3.1	3.3	1.29	2.4	WHOO FM	10.1	8.9	22.4	16.5	9.7	15.0	3.5	12.1	7.5	10.3	7.8	4.2										
1319	99	2.24	1.15	4.3	53.9	9.2	15.4	1.30	1.20	56.7	21.3	WKIS	969	9.9	13.8	7.6	4.3	39.4	9.2	15.4	8.9	6.6	4.46	1.29	WKIS	26.1	30.5	43.0	19.5	15.5	26.4	29.3	43.4	21.5	20.7	27.0	22.6										
1785	182	1.72	7.6	6.0	54.0	1.98	2.09	1.66	2.5	61.5	6.30	WLOF	1399	1.67	1.22	3.7	3.6	4.12	1.91	1.75	1.48	2.5	5.50	4.37	WLOF	37.6	51.4	38.0	9.5	12.9	27.6	60.8	49.3	35.8	7.8	33.3	76.5										
469	2.9	6.0	6.4	3.4	21.2	2.8	1.4	6.8	8.2	21.5	4.2	WLOQ	437	2.9	6.0	6.4	3.4	21.2	2.8	1.4	6.8	5.0	1.83	4.2	WLOQ	11.8	8.9	18.7	16.5	12.2	14.2	8.9	3.9	16.5	15.7	11.1	7.4										
302	1.1	3.0	4.2	1.5	11.0	2.1	2.7	4.8	8	11.8	7.4	*WOKB	251	1.1	3.0	9	1.5	7.7	2.1	2.7	3.0	8	10.0	7.4	*WOKB	6.8	3.4	9.3	2.3	5.4	5.2	6.7	7.6	7.3	2.5	6.0	13.0										
763	2.45	8.5		9	33.9	11.6	1.4	2.7		15.7	2.67	WORJ	448	1.57	8.5		9	25.1	5.7	1.4		7.1	1.26	WORJ	12.0	48.3	26.5		3.2	16.8	18.2	3.9			4.3	22.1											
237		5.5	7.0	1.63		1.4	2.1	1.6	7.4			*WORL	237		5.5	7.0	1.63		1.4	2.1	1.6	7.4			*WORL	6.4			14.1	25.2	10.9		3.9	5.1	5.0	4.5											
11											11	*WTLN	11												*WTLN	.3										.7											
30				9	1.9						11	WTLN FM	30			9	1.9						11	WTLN FM	.8				3.2	1.3					.7												
163		6		8	5.2	9	2.5			7.7	3.4	*WTRR	109		6		8	5.2	9	2.5		5.7		*WTRR	2.9		1.9		2.9	3.5	2.9	7.0			3.4												
35								10	8	2.3	1.2	*WVCF	30									10	1.2	*WVCF	.8								2.4	2.5	1.1	2.1											
276		1.2	7.1	1.8	1.32	7	6	3.4	3.3	1.08	3.6	*WMQS	163		6	3.6	1.8	6.0				6	1.8	3.6	*WMQS	4.4		1.9	9.3	6.5	4.0		1.7	5.1	7.8	4.1	6.3										
291		1.2	7.1	1.8	1.32	7	6	4.4	3.3	1.23	3.6	TOTAL	173		6	3.6	1.8	6.0		6	3.1	1.7	7.7	3.6	TOTAL	4.7	1.9	9.3	6.5	4.0		1.7	7.5	7.8	5.3	4.7	6.3										
TOTAL LISTENING IN METRO SURVEY AREA												3591	325	321	371	253	1441	314	355	383	311	1579	571	MONDAY-FRIDAY 6.00 AM-MIDNIGHT												96.6	99.9	99.9	95.4	91.0	96.5	99.9	99.9	92.7	97.5	95.5	99.9

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

CUME Listening Estimates

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS - METRO SURVEY AREA																									
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %	WOMEN				TOTAL 18+ %	TEENS 12-17 %															
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64							
308	31	25	19	13	108	46	26	50	33	183	17	WBJM	287	31	25	19	13	105	46	26	46	19	165	17	WBJM	6.9	9.0	8.0	4.4	3.6	6.3	14.4	7.7	9.8	4.7	9.0	2.6											
786	146	104	46	14	314	127	84	58	10	298	174	WBJM FM	619	106	100	36	14	256	102	73	40	10	234	129	WBJM FM	14.9	30.9	32.2	8.4	3.9	15.3	31.9	21.7	8.5	2.5	12.7	19.9											
1652	31	133	182	220	727	84	147	173	196	814	111	WBOB	1241	31	77	160	172	547	44	127	112	163	634	60	WBOB	29.8	9.0	24.8	37.2	47.8	32.8	13.8	37.7	23.9	40.5	34.4	9.2											
1334	67	69	176	148	551	28	98	226	224	707	76	WBOB FM	991	51	61	149	113	430	28	79	160	149	517	44	WBOB FM	23.8	14.9	19.6	34.7	31.4	25.8	8.8	23.4	34.1	37.1	28.1	6.8											
730	92	71	27	15	219	100	71	40	42	267	244	WOIZ	467	85	55	15	169	48	51	11	42	176	122	WOIZ	11.2	24.8	17.7		4.2	10.1	15.0	18.1	2.3	10.4	9.5	18.8												
260		35	27	23	103		43	23	20	114	43	*WFIV	221		30	17	23	84		36	16	17	97	40	*WFIV	5.3		9.6	4.0	6.4	5.0		10.7	3.4	4.2	5.3	6.2											
1003		134	160	76	401	68	101	121	120	487	115	WMOO	815		102	147	62	338	46	82	83	92	380	97	WMOO	19.6		32.8	34.2	17.2	20.3	14.4	24.3	17.7	22.9	20.6	14.9											
719	18	37	98	103	285	9	41	111	103	395	39	WMOO FM	538	18	25	85	80	220	9	25	91	77	279	39	WMOO FM	12.9	5.2	8.0	19.8	22.2	13.2	2.8	7.4	19.4	19.2	15.1	6.0											
1088	44	137	97	64	419	96	115	143	136	570	99	WKIS	928	44	112	66	62	334	90	99	111	115	495	99	WKIS	22.3	12.8	36.0	15.3	17.2	20.0	28.1	29.4	23.7	28.6	26.9	15.3											
1775	273	175	128	57	678	234	164	136	62	612	485	WLOF	1584	242	142	120	55	591	198	161	108	62	545	448	WLOF	38.1	70.6	45.7	27.9	15.3	35.4	61.9	47.8	23.0	15.4	29.6	69.0											
311		19	50	45	120		18	70	42	178	13	WLOQ	307		19	50	45	120		18	66	42	174	13	WLOQ	7.4		6.1	11.6	12.5	7.2		5.3	14.1	10.4	9.4	2.0											
563	68	28	39	24	168	67	59	72	42	246	149	*WOKB	517	68	28	39	24	168	62	46	69	42	225	124	*WOKB	12.4	19.8	9.0	9.1	6.7	10.1	19.4	13.6	14.7	10.4	12.2	19.1											
323		9	45	80	151		18	70	36	147	25	*WORL	262		9	45	61	115		18	53	36	125	22	*WORL	6.3		2.9	10.5	16.9	6.9		5.3	11.3	9.0	6.8	3.1											
67	13	11	7	8	39			14	5	28		*WTLN	67	13	11	7	8	39			14	5	28		*WTLN	1.6	3.8	3.5	1.6	2.2	2.3			3.0	1.2	1.5												
123	26	19	14	3	75		9	17	3	48		*WTLN FM	99	26	19	14	3	71		9	5	28		*WTLN FM	2.4	7.6	6.1	3.3	.8	4.3		2.7	1.1		1.5													
106		9		11	41	6		10	19	56	9	*WTRR	89		9		11	37	6		7	19	43	9	*WTRR	2.1		2.9		3.1	2.2	1.9		1.5	4.7	2.3	1.4											
39		9		5	14		9	12	4	25		*WVCF	39		9		5	14		9	12	4	25		*WVCF	.9		2.9		1.4	.8		2.7	2.6	1.0	1.4												
782	186	65	13	21	289	161	46	14	3	224	269	WORJ	492	124	40	13	9	186	94	42	14		150	156	WORJ	11.8	36.2	12.9	3.0	2.5	11.2	29.4	12.5	3.0		8.1	24.1											
TOTAL LISTENING IN METRO SURVEY AREA													3999	330	311	408	350	1611	304	337	425	395	1757	631																								

													MONDAY-FRIDAY 6.00 AM-MIDNIGHT																								
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %	WOMEN				TOTAL 18+ %	TEENS 12-17 %				
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64
260	22	25	19	11	97	46	18	42	28	157	6	WBJM	243	22	25	19	11	94	46	18	42	14	143	6	WBJM	5.8	6.4	8.0	4.4	3.1	5.6	14.4	5.3	9.0	3.5	7.8	.9
733	126	95	36	14	271	121	80	58	10	288	174	WBJM FM	587	93	91	26	14	224	102	73	40	10	234	129	WBJM FM	14.1	27.1	29.3	6.0	3.9	13.4	31.9	21.7	8.5	2.5	12.7	19.9
1545	31	111	170	206	679	84	135	163	188	767	99	WBOB	1167	31	71	147	161	517	44	119	102	158	599	51	WBOB	28.1	9.0	22.8	34.2	44.7	31.0	13.8	35.3	21.7	39.3	32.5	7.9
1151	38	62	152	134	473	19	88	199	199	620	58	WBOB FM	866	22	55	134	103	370	19	75	149	136	469	27	WBOB FM	20.8	6.4	17.7	31.2	28.6	22.2	5.9	22.3	31.8	33.8	25.4	4.2
574	72	41	27	9	158	91	45	19	42	206	210	WOIZ	370	72	29		9	119	39	39	11	42	140	111	WOIZ	8.9	21.0	9.3		2.5	7.1	12.2	11.6	2.3	10.4	7.6	17.1
209		21	19	18	76		31	23	20	96	37	*WFIV	179		21	10	18	63		27	16	17	82	34	*WFIV	4.3		6.8	2.3	5.0	3.8		8.0	3.4	4.2	4.4	5.2
929		130	148	68	373	68	91	112	118	460	96	WMOO	763		102	135	57	321	46	74	89	90	361	81	WMOO	18.3		32.8	31.4	15.8	19.2	14.4	22.0	17.1	22.4	19.6	12.5
575	18	33	58	92	230	9	35	75	83	317	28	WMOO FM	426	18	25	49	80	184	9	19	69	57	214	28	WMOO FM	10.2	5.2	8.0	11.4	22.2	11.0	2.8	5.6	14.7	14.2	11.6	4.3
893	9	124	87	52	327	82	104	124	126	506	60	WKIS	759	9	99	56	52	257	82	92	92	106	442	60	WKIS	18.2	2.6	31.8	13.0	14.4	15.4	25.6	27.3	19.6	26.4	24.0	9.2
1654	273	165	95	53	631	220	155	109	58	558	465	WLOF	1493	242	132	86	51	543	189	152	98	58	513	437	WLOF	35.9	70.6	42.4	20.0	14.2	32.6	59.1	45.1	20.9	14.4	27.8	67.3
222		19	29	34	82		18	54	37	140		WLOQ	218		19	29	34	82		18	59	37	136		WLOQ	5.2		6.1	6.7	9.4	4.9		5.3	10.7	9.2	7.4	
514	68	28	23	24	152	67	59	58	42	232	130	*WOKB	481	68	28	23	24	152	62	46	55	42	211	118	*WOKB	11.6	19.8	9.0	5.3	6.7	9.1	19.4	13.6	11.7	10.4	11.4	18.2
299		9	45	78	149		9	67	36	129	21	*WORL	239		9	45	61	115		9	50	36	107	17	*WORL	5.7		2.9	10.5	16.9	6.9		2.7	10.7	9.0	5.8	2.6
57	13	11	7	5	36			14	5	21		*WTLN	57	13	11	7	5	36			14	5	21		*WTLN	1.4	3.8	3.5	1.6	1.4	2.2			3.			

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA														
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +	
555	49	33	46	29	177	103	19	61	55	297	81	WBJW	441	16	33	46	29	144	22	19	61	55	216	81	WBJW	9.1	3.9	8.5	9.5	6.9	7.4	5.8	4.7	11.6	11.9	10.0	10.9
1260	320	76	94	7	497	204	105	101	25	435	328	WBJW FM	916	233	76	41	7	357	123	105	62	25	315	244	WBJW FM	18.9	57.0	19.7	8.4	1.7	18.2	32.3	25.7	11.7	5.4	14.6	32.9
1694	92	93	151	213	758	44	129	185	285	857	79	WQBO	1561	92	93	151	189	665	44	129	185	245	817	79	WQBO	32.2	22.5	24.1	31.1	45.2	34.0	11.5	31.6	35.0	52.9	37.9	10.7
1371	54	42	190	169	594	103	222	225	740	37	WQBO FM	980	42	163	146	420	103	134	175	545	15	WQBO FM	20.2	10.9	33.5	34.9	21.5	25.2	25.4	37.8	25.3	2.0					
957	153	120	31	14	318	114	127	86	14	341	298	WDIZ	568	65	84	31	180	33	84	24	14	155	233	WDIZ	11.7	15.9	21.8	6.4	9.2	8.7	20.6	4.5	3.0	7.2	31.4		
197	27	33	15	105	20	7	28	77	15	*WFIV	180	27	16	15	88	20	7	28	77	15	*WFIV	3.7	7.0	3.3	3.6	4.5	4.9	1.3	6.0	3.6	2.0						
872	15	106	170	85	450	22	76	128	87	333	89	WHOO	789	15	106	128	85	386	22	76	109	87	314	89	WHOO	16.3	3.7	27.5	26.3	20.3	19.7	5.8	18.6	20.6	18.8	14.6	12.0
1090	67	191	89	433	56	116	188	99	613	44	WHOO FM	650	67	96	66	259	56	95	99	69	391	44	WHOO FM	13.4	17.4	19.8	15.8	13.2	14.7	23.3	18.8	14.9	18.1				
1286	107	148	120	152	588	99	112	107	128	529	169	WKIS	1181	107	148	103	122	520	99	112	107	102	492	169	WKIS	24.3	26.2	38.3	21.2	29.2	26.6	26.0	27.5	20.3	22.0	22.8	
1730	307	185	62	35	610	230	194	113	78	646	474	WLDF	1597	273	150	62	35	520	230	194	113	78	646	431	WLDF	32.9	66.7	38.9	12.8	8.4	26.6	60.4	47.5	21.4	16.8	30.0	58.2
238	15	8	23	14	89	22	9	48	33	142	7	WLOQ	238	15	8	23	14	89	22	9	48	33	142	7	WLOQ	4.9	3.7	2.1	4.7	3.3	4.5	5.8	2.2	9.1	7.1	6.6	9
476	24	28	33	5	91	69	56	42	45	248	137	*WOKB	476	24	28	33	5	91	69	56	42	45	248	137	*WOKB	9.8	5.9	7.3	6.8	1.2	4.6	18.1	13.7	8.0	9.7	11.5	18.5
270	15	8	23	65	142	11	37	62	120	8	*WORL	234	15	8	23	65	121	11	37	47	105	8	*WORL	4.8	3.7	2.1	4.7	15.6	6.2	2.9	7.0	10.2	4.9	1.1			
60	8	7	15	23	7	30	15	WTLN FM	60	8	7	15	23	7	30	15	WTLN FM	1.2	1.6	1.7	.8	4.4	1.5	1.4	2.0												
194	26	8	60	12	13	24	22	71	63	*WTRR	181	26	8	60	12	24	22	58	63	*WTRR	3.7	5.3	1.9	3.1	3.1	4.5	4.8	2.7	8.5								
473	118	31	183	81	32	95	275	15	WELE-FM	82	24	8	32	10	15	35	15	WELE-FM	1.7	4.9	1.9	1.6	2.5	2.8	1.6	2.0											
866	253	67	36	356	204	39	46	36	335	175	WORJ	570	168	67	22	257	140	39	7	20	216	97	WORJ	11.7	41.1	17.4	5.3	13.1	36.7	9.6	1.3	4.3	10.0	13.1			
335	15	31	67	43	156	43	64	59	166	13	WPCV	88	15	9	8	15	47	11	16	14	41	8	WPCV	1.8	3.7	2.3	1.6	3.6	2.4	2.9	3.0	3.0	1.9				
TOTAL LISTENING IN METRO SURVEY AREA												4697	409	377	460	388	1872	381	398	505	442	2092	733	96.8	99.9	97.7	94.7	92.8	95.7	99.9	97.5	95.6	95.5	97.0	98.9		

												MONDAY-FRIDAY 6.00 AM-MIDNIGHT																									
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +	
483	16	33	46	29	144	103	19	37	55	273	66	WBJW	402	16	33	46	29	144	22	19	37	55	192	66	WBJW	8.3	3.9	8.5	9.5	6.9	7.4	5.8	4.7	7.0	11.9	8.9	8.9
1069	320	60	76	7	463	123	95	92	25	335	271	WBJW FM	848	233	60	23	7	323	123	95	53	25	296	229	WBJW FM	17.5	57.0	15.5	4.7	1.7	16.5	32.3	23.3	10.0	5.4	13.7	30.9
1625	92	93	144	198	736	44	112	185	263	818	71	WQBO	1507	92	93	144	174	643	44	112	185	238	793	71	WQBO	31.0	22.5	24.1	29.6	41.6	32.9	11.5	27.5	35.0	51.4	36.8	9.6
1265	54	34	167	162	545	93	215	195	683	37	WQBO FM	884	34	140	139	372	93	127	155	497	15	WQBO FM	18.2	8.8	28.8	33.3	19.0	22.8	24.1	33.5	23.1	2.0					
802	153	67	24	14	258	114	60	66	14	254	290	WDIZ	491	65	67	24	156	33	39	24	14	110	225	WDIZ	10.1	15.9	17.4	4.9	8.0	8.7	9.6	4.5	3.0	5.1	30.4		
135	18	25	8	71	10	7	28	56	8	*WFIV	119	18	9	8	55	10	7	28	56	8	*WFIV	2.5	4.7	1.9	1.9	2.8	2.5	1.3	6.0	2.6	1.1						
820	15	106	170	64	429	11	76	128	77	302	89	WHOO	737	15	106	128	64	365	11	76	109	77	283	89	WHOO	15.2	3.7	27.5	26.3	15.3	18.7	2.9	18.6	20.6	16.6	13.1	12.0
873	50	176	75	352	45	87	153	99	499	22	WHOO FM	539	50	81	52	213	45	66	84	69	326	22	WHOO FM	11.1	13.0	16.7	12.4	10.9	11.8	16.2	15.9	14.9	15.1				
1075	107	131	120	122	531	88	67	107	108	412	132	WKIS	996	107	131	103	107	478	88	67	107	82	386	132	WKIS	20.5	26.2	33.9	21.2	25.6	24.4	23.1	16.4	20.3	17.7	17.9	17.8
1579	307	133	62	35	558	208	194	102	72	607	414	WLDF	1503	273	133	62	35	503	208	194	102	72	607	393	WLDF	31.0	66.7	34.5	12.8	8.4	25.7	54.6	47.5	19.3	15.6	28.2	53.0
209	15	23	14	71	11	9	48	33	131	7	WLOQ	209	15	23	14	71	11	9	48	33	131	7	WLOQ	4.3	3.7	4.7	3.3	3.6	2.9	2.2	9.1	7.1	6.1	9			
429	24	28	31	5	84	69	22	40	41	208	137	*WOKB	429	24	28	31	5	84	69	22	40	41	208	137	*WOKB	8.8	5.9	7.3	6.4	4.3	18.1	5.4	7.6	8.9	9.6	18.5	
223	15	8	16	51	121	11	37	36	94	8	*WORL	186	15	8	16	51	100	11	37	20	78	8	*WORL	3.8	3.7	2.1	3.3	12.2	5.1	2.9	7.0	4.3	3.6	1.1			
60	8	7	15	23	7	30	15	WTLN FM	60	8	7	15	23	7	30	15	WTLN FM	1.2	1.6	1.7	.8	4.4	1.5	1.4	2.0												
194	26	8	60	12	13	24	22	71	63	*WTRR	181	26	8	60	12	24	22	58	63	*WTRR	3.7	5.3	1.9	3.1	3.1	4.5	4.8	2.7	8.5								
426	110	31	175	81	32	56	236	15	WELE-FM	66	16	8	24	10	7	27	15	WELE-FM	1.4	3.3	1.9	1.2	2.5	1.3	1.3	2.0											
798	253	50	22	325	182																																

CUME Listening Estimates

ORLANDO
APRIL/MAY 1975

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TOTAL PERS. 12 + %	MEN					WOMEN					TEENS 12-17 %		
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		18-24	25-34
512	28		50	107	185	45	39	92	30	243	84	WBJM	463	28		50	86	164	45	39	92	30	218	81	WBJM	9.5	6.8		10.3	20.6	8.4	11.8	9.6	17.4	6.5	10.1	10.9
1015	136	105	27	18	290	168	89	22	50	335	390	WBJM FM	882	129	97	23	18	267	156	87	18	33	300	315	WBJM FM	18.2	31.5	25.1	4.7	4.3	13.6	40.9	21.3	3.4	7.1	13.9	42.5
1881	92	109	204	184	772	49	109	196	248	919	190	WQBO	1530	83	104	168	167	649	38	96	180	208	765	116	WQBO	31.5	20.3	26.9	34.6	40.0	33.2	10.0	23.5	34.1	44.9	35.5	15.7
1433	55	64	115	218	587	42	107	244	225	788	58	WQBO FM	992	55	64	78	156	404	42	97	165	170	530	58	WQBO FM	20.4	13.4	16.6	16.0	37.3	20.6	11.0	23.8	31.3	36.7	24.6	7.8
1007	184	115	43	3	345	184	120	50	22	376	286	WOIZ	517	74	71	35		180	101	82	9	6	198	139	WOIZ	10.7	18.1	18.4	7.2		9.2	26.5	20.1	1.7	1.3	9.2	18.8
262	9	16	31	40	125		31	22	33	122	15	*WFIV	215		14	31	36	94		28	18	27	109	12	*WFIV	4.4		3.6	6.4	8.6	4.8		6.9	3.4	5.8	5.1	1.6
1196	35	183	160	144	590	34	107	167	134	533	73	WHOD	826	28	63	156	128	391	28	53	156	80	370	65	WHOD	17.0	6.8	16.3	32.1	30.6	20.0	7.3	13.0	29.5	17.3	17.2	8.8
961	37	42	58	156	444	42	58	99	208	475	42	WHOD FM	652	28	42	43	143	280	42	48	92	124	330	42	WHOD FM	13.4	6.8	10.9	8.8	34.2	14.3	11.0	11.8	17.4	26.8	15.3	5.7
1054	110	94	109	95	450	100	24	135	103	471	133	WKIS	949	101	89	106	86	414	95	24	132	75	420	115	WKIS	19.6	24.7	23.1	21.8	20.6	21.2	24.9	5.9	25.0	16.2	19.5	15.5
1626	203	83	110	40	444	271	150	92	62	613	569	WLOF	1454	203	63	110	37	421	234	136	92	56	556	477	WLOF	30.0	49.6	16.3	22.6	8.9	21.5	61.4	33.3	17.4	12.1	25.8	64.4
343		47	59	18	148		56	43	66	183	12	WLOQ	337		47	59	18	148		53	43	63	177	12	WLOQ	6.9		12.2	12.1	4.3	7.6		13.0	8.1	13.6	8.2	1.6
392	9		48		81	98	61	25	29	232	79	*WOKB	374			48		72	92	61	25	26	223	79	*WOKB	7.7			9.9		3.7	24.1	15.0	4.7	5.6	10.3	10.7
357	41		63	21	147	69	30	15	15	147	63	*WORL	335	41		63	21	125	69	30	15	15	147	63	*WORL	6.9	10.0		13.0	5.0	6.4	18.1	7.4	2.8	3.2	6.8	8.5
178	9		8	6	59	31	3	3	37	103	16	*WTRR	130			8	6	50	31				27	64	16	*WTRR	2.7			1.6	1.4	2.6	8.1		5.8	3.0	2.2
996	327	80	35		442	280	36	46	17	385	169	WDRJ	584	193	69	28		290	132	20	43		201	93	WDRJ	12.0	47.2	17.9	5.8		14.8	34.6	4.9	8.1		9.3	12.6
511	25	78	81	54	255	30	62	56	49	224	32	WPCV	160		14	50	24	88	14	9	30		53	19	WPCV	3.3		3.6	10.3	5.7	4.5	3.7	2.2	5.7		2.5	2.6
TOTAL LISTENING IN METRO SURVEY AREA												4680	409	356	474	409	1856	381	408	505	457	2099	725	96.4	99.9	92.2	97.5	97.8	94.8	99.9	99.9	96.4	98.7	97.4	97.8		

																								MONDAY-FRIDAY 6.00 AM-MIDNIGHT													
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TOTAL PERS. 12 + %	MEN					WOMEN					TEENS 12-17 %		
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +			
402	28		50	86	164	35	24	64	30	165	73	WBJM	398	28		50	86	164	35	24	64	30	165	69	WBJM	8.2	6.8		10.3	20.6	8.4	9.2	5.9	12.1	6.5	7.7	9.2
916	117	92	27	18	258	130	89	22	36	283	375	WBJM FM	801	110	84	23	18	235	119	87	18	33	263	303	WBJM FM	16.5	26.9	21.8	4.7	4.3	12.0	31.2	21.3	3.4	7.1	12.2	40.9
1720	92	88	204	169	728	43	89	187	227	814	178	WQBO	1413	83	83	168	152	605	38	77	170	193	700	108	WQBO	29.1	20.3	21.5	34.6	36.4	30.9	10.0	18.9	32.2	41.7	32.5	14.6
1321	28	64	104	209	532	42	103	226	207	731	58	WQBO FM	886	28	64	70	147	352	42	97	147	152	476	58	WQBO FM	18.3	6.8	16.6	14.4	35.2	18.0	11.0	23.8	27.8	32.8	22.1	7.8
920	146	110	31	3	290	184	117	43	22	366	264	WOIZ	493	74	71	23		168	101	82	9	6	198	127	WOIZ	10.2	18.1	18.4	4.7		8.6	26.8	20.1	1.7	1.3	9.2	17.1
189	9		31	31	92		31	12	24	82	15	*WFIV	145			31	27	63		28	9	18	70	12	*WFIV	3.0			6.4	6.5	3.2		6.9	1.7	3.9	3.2	1.6
1103	7	169	148	144	527	34	94	167	117	503	73	WHOD	769		63	144	128	343	28	44	156	80	361	65	WHOD	15.8		16.3	29.6	30.6	17.5	7.3	10.8	29.5	17.3	16.7	8.8
829	28	42	54	129	382	42	34	99	173	405	42	WHOD FM	574	28	42	43	116	253	42	24	92	106	279	42	WHOD FM	11.8	6.8	10.9	8.8	27.8	12.9	11.0	5.9	17.4	22.9	12.9	5.7
949	83	94	109	95	415	91	24	126	91	416	118	WKIS	860	74	89	106	86	379	85	24	123	66	374	107	WKIS	17.7	18.1	23.1	21.8	20.6	19.4	22.3	5.9	23.3	14.3	17.3	14.4
1456	184	65	98	40	387	242	139	86	48	553	516	WLOF	1312	184	50	98	37	369	206	136	86	42	508	435	WLOF	27.0	45.0	13.0	20.2	8.9	18.9	54.1	33.3	16.3	9.1	23.6	58.7
321		34	59	18	135		56	43	57	174	12	WLOQ	315		34	59	18	135		53	43	54	168	12	WLOQ	6.5		8.8	12.1	4.3	6.9		13.0	8.1	11.7	7.8	1.6
348	9		48		69	98	41	13	29	200	79	*WOKB	330			48		60	92	41	13	26	191	79	*WOKB	6.8			9.9		3.1	24.1	10.0	2.5	5.6	8.9	10.7
304	41		51	21	135	55	30	6	15	106	63	*WORL	282	41		51	21	113	55	30	6	15	106	63	*WORL	5.8	10.0		10.5	5.0	5.8	14.4	7.4	1.1	3.2	4.9	8.5
95			6	30	31	3			23	57	8	*WTRR	82			6	30	31					13	44	8	*WTRR	1.7			1.4	1.5	8.1			2.8	2.0	1.1
853	293	80	31		404	254	36	37	3	336	113	WDRJ	490	165	69	28		262	118	20	34		178	50	WDRJ	10.1	40.3	17.9	5.8		13.4	31.0	4.5	6.4		8.3	6.7
470	25	78	81	50	251	11	54	46	49	187	32	WPCV	137		14	50	24	88		9	21		30	19	WPCV	2.9		3.6	10.3	5.7	4.5		2.2	4.0		1.4	2.6
TOTAL LISTENING IN METRO SURVEY AREA												4661	409	356	474	399	1846	381	408	505	457	2090	725	96.0	99.9	92.2	97.5	95.5	94.3	99.9	99.9	96.4	98.7	96.9	97.8		

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

CUME Listening Estimates

ORLANDO
OCT/NOV 1975

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17													
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64	
1357	133	173	37	8	351	274	73	31	29	407	599	WBWJ	1022	133	83	37	8	261	216	73	31	29	349	412	WBWJ	20.7	31.3	21.5	7.5	1.9	13.1	53.6	18.0	5.8	6.1	15.9	55.8										
2049	272	167	217	266	1062	20	163	211	259	870	117	WDBO	1371	93	77	164	159	589	20	105	163	191	665	117	WDBO	27.8	21.9	19.9	33.2	37.5	29.5	5.0	25.9	30.3	40.1	30.3	15.9										
1839		220	109	245	805		227	176	259	949	85	WDBO FM	1054		40	109	202	452		111	152	175	570	32	WDBO FM	21.4		10.4	22.1	47.6	22.7		27.3	28.3	36.8	25.9	4.3										
882	88	86	55	29	258	132	57	91	35	315	309	WOIZ	654	88	86	29	29	232	132	57	67	18	274	148	WOIZ	13.3	20.7	22.3	5.9	6.8	11.6	32.8	14.0	12.5	3.8	12.5	20.1										
1282		109	239	109	524	34	262	166	127	685	73	WHOO	982		109	213	88	456	34	88	142	93	453	73	WHOO	19.9		28.2	43.1	20.8	22.9	8.4	21.7	26.4	19.5	20.6	9.9										
1271		131	177	202	629	20	67	190	225	594	48	WHOO FM	771		41	124	95	292	20	67	142	141	431	48	WHOO FM	15.6		10.6	25.1	22.4	14.6	5.0	16.5	26.4	29.6	19.6	6.5										
1179	103	179	114	83	564	98	113	107	106	560	55	WKIS	988	103	89	87	62	404	98	113	107	106	529	55	WKIS	20.0	24.2	23.1	17.6	14.6	20.3	24.3	27.8	19.9	22.3	24.1	7.5										
1469	173	109	108	30	420	210	134	131	49	524	525	WLOF	1340	173	109	82	30	394	210	134	108	49	501	445	WLOF	27.2	40.7	28.2	16.6	7.1	19.8	52.1	33.0	20.1	10.3	22.8	60.3										
227			24	37	61	39	7	17	52	150	16	WLOQ	227			24	37	61	39	7	17	52	150	16	WLOQ	4.6				4.9	8.7	3.1	9.7	1.7	3.2	10.9	6.8	2.2									
340		8	52	72	132		27	31	93	164	44	WNBE	340		8	52	72	132		27	31	93	164	44	WNBE	6.9		2.1	10.5	17.0	6.6		6.7	5.8	19.5	7.5	6.0										
407	62	23	27	22	142	61	27	61	35	184	81	*WOKB	384	62	23	27	22	142	61	27	38	35	161	81	*WOKB	7.8	14.6	6.0	5.5	5.2	7.1	15.1	6.7	7.1	7.4	7.3	11.0										
225			34	7	49	31	14	23	23	109	67	*WORL	208			34	7	49	31	14	23	6	92	67	*WORL	4.2			6.9	1.7	2.5	7.7	3.4	4.3	1.3	4.2	9.1										
186		12	9	14	54	31		15		125	7	*WTLN	186		12	9	14	54	31		15		125	7	*WTLN	3.8		3.1	1.8	3.3	2.7	7.7		2.8		5.7	.9										
160	8	21	8	69				12	61	30	7	WTLN FM	129	8	21	8	69				12	30	30	7	WTLN FM	2.6		2.1	4.3	1.9	3.5			2.5	1.4	4.1											
304		20	21	14	106	31		15	12	168	30	TOTAL	273		20	21	14	106	31		15	12	137	30	TOTAL	5.5		5.2	4.3	3.3	5.3	7.7		2.8	2.5	6.2	4.1										
226		23	5	20	70		7	66	23	127	29	*WTRR	132		23	5	20	48		7	42	6	55	29	*WTRR	2.7		6.0	1.0	4.7	2.4		1.7	7.8	1.3	2.5	3.9										
734	161	66	51	8	286	74	101	62	14	251	197	WORJ	468	161	66	24	8	259	74	43	15	14	146	63	WORJ	9.5	37.9	17.1	4.9	1.9	13.0	18.4	10.6	2.8	2.9	6.6	8.5										
412		98	60	21	179			56	50	137	96	WPCV	89		8	33		41					32	16	WPCV	1.8		2.1	6.7		2.1			5.9		1.5	2.2										
TOTAL LISTENING IN METRO SURVEY AREA												4701	379	374	476	403	1865	403	332	497	450	2117	719	MONDAY-FRIDAY 6.00 AM-MIDNIGHT												95.4	89.2	96.9	96.4	95.0	93.5	99.9	96.6	92.4	94.5	96.3	97.4

1255	133	173	37		343	255	73	23	21	372	540	WBWJ	946	133	83	37		253	197	73	23	21	314	379	WBWJ	19.2	31.3	21.5	7.5		12.7	48.9	18.0	4.3	4.4	14.3	51.4										
1917	272	155	190	220	969	20	163	211	251	831	117	WDBO	1320	93	66	164	135	546	20	105	163	183	657	117	WDBO	26.8	21.9	17.1	33.2	31.8	27.4	5.0	25.9	30.3	38.4	29.9	15.9										
1719		220	100	212	763		217	149	251	887	69	WDBO FM	933		40	100	169	410		101	125	167	507	16	WDBO FM	18.9		10.4	20.2	39.9	20.6		24.9	23.2	35.1	23.1	2.2										
835	88	86	55	29	258	132	50	83	35	300	277	WOIZ	608	88	86	29	29	232	132	50	60	18	260	116	WOIZ	12.3	20.7	22.3	5.9	6.8	11.6	32.8	12.3	11.2	3.8	11.8	15.7										
1200		109	224	109	488	34	254	143	121	648	64	WHOO	920		109	197	88	440	34	80	119	87	416	64	WHOO	18.7		28.2	39.9	20.8	22.1	8.4	19.7	22.1	18.3	18.9	8.7										
1084		119	147	188	573	20	50	181	180	488	23	WHOO FM	602		29	94	81	236	20	50	134	113	343	23	WHOO FM	12.2		7.5	19.0	19.1	11.8	5.0	12.3	24.9	23.7	15.6	3.1										
936	103	145	114	83	490	59	95	81	90	426	20	WKIS	767	103	55	87	62	352	59	95	81	90	395	20	WKIS	15.6	24.2	14.2	17.6	14.6	17.7	14.6	23.4	15.1	18.9	18.0	2.7										
1235	173	98	81	23	375	210	109	108	36	463	397	WLOF	1131	173	98	55	23	349	210	109	84	36	439	343	WLOF	22.9	40.7	25.4	11.1	5.4	17.5	52.1	26.8	15.6	7.6	20.0	46.5										
207			12	37	49	39	7	17	44	142	16	WLOQ	207			12	37	49	39	7	17	44	142	16	WLOQ	4.2			2.4	8.7	2.5	9.7	1.7	3.2	9.2	6.5	2.2										
285			52	64	116		27	23	72	135	34	WNBE	285			52	64	116		27	23	72	135	34	WNBE	5.8			10.5	15.1	5.8		6.7	4.3	15.1	6.1	4.6										
345	62	23	21	15	129	61	27	54	30	172	44	*WOKB	321	62	23	21	15	129	61	27	30	30	148	44	*WOKB	6.5	14.6	6.0	4.3	3.5	6.5	15.1	6.7	5.6	6.3	6.7	6.0										
218			34	7	49	31	7	23	23	102	67	*WORL	201			34	7	49	31	7	23	6	85	67	*WORL	4.1			6.9	1.7	2.5	7.7	1.7	4.3	1.3	3.9	9.1										
186		12	9	14	54	31		15		125	7	*WTLN	186		12	9	14	54	31		15		125	7	*WTLN	3.8		3.1	1.8	3.3	2.7	7.7		2.8		5.7	.9										
137	8	21	8	60				12	61	16	7	WTLN FM	106	8	21	8	60				12	30	16	7	WTLN FM	2.2		2.1	4.3	1.9	3.0			2.5	1.4	2.2											
297		20	21	14	106	31		15	12	168	23	TOTAL	266		20	21	14	106	31		15	12	137	23	TOTAL	5.4		5.2	4.3	3.3	5.3	7.7		2.8	2.5	6.2	3.1										
149		23		14	59			53	23	76	14	*WTRR	87		23		14	37				30	6	36	14	*WTRR	1.8		6.0		3.3	1.9			5.6	1.3	1.6	1.9									
629	161	54	51	8	274	74	90	32	8	204	151	WORJ	413	161	54	24	8	247	74	32	8	8	122	44	WORJ	8.4	37.9	14.0	4.9	1.9	12.4	18.4	7.9	1.5	1.7	5.6	6.0										
346		98	60	21	179			47	50	97	70	WPCV	80		8	33		41					23	16	WPCV	1.6		2.1	6.7		2.1			4.3		1.0	2.2										
TOTAL LISTENING IN METRO SURVEY AREA												4613	379	374	476	388	1850	403	385	497	450	2075	688	MONDAY-FRIDAY 6.00 AM-MIDNIGHT												93.6	89.2	96.9	96.4	91.5	92.8	99.9	94.8	92.4	94.5	94.4	93.2

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

ARBITRON

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA														
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %			
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %				
2089	135	132	258	214	859	178	146	245	223	937	293	KDKA	1399	89	86	169	166	591	106	94	161	162	630	178	KDKA	74.1	72.7	72.4	73.0	88.9	76.7	83.8	68.9	64.4	80.3	74.2	66.1	
145	7	13	14	22	71	11	13	21	21	66	8	KDKA FM	110		10	11	20	52	8	6	21	17	52	6	KDKA FM	5.8		8.4	4.8	10.7	6.8	6.3	4.4	8.4	8.4	6.1	2.2	
693	87	34	50	21	208	92	42	96	34	270	215	KQV	626	72	34	46	21	189	78	39	88	32	243	194	KQV	33.1	58.8	28.6	19.9	11.2	24.5	61.7	28.6	35.2	15.9	28.6	72.1	
119	15	1	15	2	33	15	4	17	10	56	30	KQV FM	93	15	1	8		24	12	2	15	10	49	20	KQV FM	4.9	12.3		3.5		3.1	9.5	1.5	6.0	5.0	5.8	7.4	
169	46	10	4	8	73	27	15	18	8	68	28	WAMO	144	39	10	4	8	66	16	14	18	6	54	24	WAMO	7.6	31.9	8.4	1.7	4.3	8.6	12.6	10.3	7.2	3.0	6.4	8.9	
90	20	4	4	3	31	7	2	13	3	25	34	WAMO FM	73	17	4	4	3	28	7	2	13		22	23	WAMO FM	3.9	13.9	3.4	1.7	1.6	3.6	5.5	1.5	5.2		2.6	8.5	
109	8	5	14	8	55	1	6	14	15	43	11	WBVP	107	8	5	14	8	55	1	6	12	15	41	11	WBVP	5.7	6.5	4.2	6.0	4.3	7.1		4.4	4.8	7.4	4.8	4.1	
93			9	10	32		5	24	15	60	1	WEDO	73			4	10	25		5	13	13	47	1	WEDO	3.9			1.7	5.4	3.2		3.7	5.2	6.4	5.5		4
171	9	10	34	12	65	15	23	33	13	88	18	WEEP	150	9	7	34	11	61	13	20	27	13	73	16	WEEP	7.9	7.4	5.9	14.7	5.9	7.9	10.3	14.7	10.8	6.4	8.6	5.9	
53	2	2	12	6	22	3	8	10	4	25	6	WEEP FM	45	2	2	9	6	19	3	6	7	4	20	6	WEEP FM	2.4	1.6	1.7	3.9	3.2	2.5	2.4	4.4	2.8	2.0	2.4	2.2	
205	11	11	39	18	79	18	26	43	15	106	20	WEEP TOTAL	180	11	9	36	16	72	16	24	34	15	89	19	WEEP TOTAL	9.5	9.0	7.6	15.6	8.6	9.3	12.6	17.6	13.6	7.4	10.5	7.1	
130	2	5	15	14	36	8	15	17	18	68	26	WHJB	107	2	5	9	13	29	8	10	14	18	60	18	WHJB	5.7	1.6	4.2	3.9	7.0	3.8	6.3	7.3	5.6	8.9	7.1	6.7	
217	4	4	27	21	64	11	8	37	32	141	12	WJAS	175	4	4	24	21	58	6	8	29	28	110	7	WJAS	9.3	3.3	3.4	10.4	11.2	7.5	4.7	5.9	11.6	13.9	13.0	2.6	
63			2	8	17	2	2	5	16	46		WJAS FM	59			2	8	17	2	2	5	12	42		WJAS FM	3.1			.9	4.3	2.2	1.6	1.5	2.0	5.9	4.9		
25	2	2		6	10	1	1	3	6	11	4	WJPA	25	2	2		6	10	1	1	3	6	11	4	WJPA	1.3	1.6	1.7		3.2	1.3	.8	.7	1.2	3.0	1.3	1.5	
238		7	48	40	111	9	19	50	30	117	10	WKJF FM	177		7	27	29	75	9	19	32	26	95	7	WKJF FM	9.4		5.9	11.7	15.5	9.7	7.1	13.9	12.8	12.9	11.2	2.6	
37		7	4	2	13	3	2	3	5	19	5	WKPA	34		4	4	2	10	3	2	3	5	19	5	WKPA	1.8		3.4	1.7	1.1	1.3	2.4	1.5	1.2	2.5	2.2	1.9	
67		3	6	16	30	4	2	13	8	33	4	WLOA	67		3	6	16	30	4	2	13	8	33	4	WLOA	3.5		2.5	2.6	8.6	3.9	3.2	1.5	5.2	4.0	3.9	1.5	
59			9	9	18	6	11	15	38	3	3	WLOA FM	51			9	8	17	6	11	8	31	3	WLOA FM	2.7			3.9	4.3	2.2	4.4	4.4	4.0	3.7	1.1			
115		3	15	22	45	4	8	19	20	63	7	WLOA TOTAL	106		3	15	21	44	4	8	19	12	55	7	WLOA TOTAL	5.6		2.5	6.5	11.2	5.7	3.2	5.9	7.6	5.9	6.5	2.6	
144	24	4	2	2	32	30		18	9	57	55	WMCK	126	18	4	2	2	26	30		18	6	54	46	WMCK	6.7	14.7	3.4	.9	1.1	3.4	23.7		7.2	3.0	6.4	17.1	
27	5			2	7	11		2	4	17	3	WPSL	27	5			2	7	11		2	4	17	3	WPSL	1.4	4.1			1.1	.9	8.7		.8	2.0	2.0	1.1	
496	10	31	79	45	203	39	51	62	64	258	35	WTAE	463	10	28	73	43	187	39	47	56	60	241	35	WTAE	24.5	8.2	23.6	31.5	23.0	24.3	30.8	34.4	22.4	29.7	28.4	13.0	
93	2	5	14	13	34	10		13	19	58	1	WTAE FM	83	2	2	14	13	31	10		13	12	51	1	WTAE FM	4.4	1.6	1.7	6.0	7.0	4.0	7.9		5.2	5.9	6.0	.4	
56	8	8	4	7	27		5	14	4	27	2	WTRA	53	8	8	4	7	27		5	11	4	24	2	WTRA	2.8	6.5	6.7	1.7	3.7	3.5		3.7	4.4	2.0	2.8	.7	
536	11	29	94	74	256	15	23	91	86	266	14	WWSW	504	11	29	84	74	246	15	21	79	78	244	14	WWSW	26.7	9.0	24.4	36.3	39.6	31.9	11.9	15.4	31.6	38.7	28.7	5.2	
139	4	1	15	13	50	2	10	24	34	89		WWSW FM	111			8	10	35	2	8	19	28	76		WWSW FM	5.9			3.5	5.4	4.5	1.6	5.9	7.6	13.9	9.0		
TOTAL LISTENING IN METRO SURVEY AREA												1849	120	116	226	187	754	126	134	244	197	830	265		97.9	98.0	97.6	97.6	99.9	97.9	99.6	98.2	97.6	97.7	97.8	98.4		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (f) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA													CUME PERSONS-METRO SURVEY AREA													CUME RATINGS-METRO SURVEY AREA																			
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)								
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	%	%	%
1649	115	100	159	160	664	117	131	211	171	735	230	KOKA	1134	86	80	136	111	493	83	86	136	122	503	138	KOKA	60.2	67.7	66.9	60.8	59.2	64.2	64.6	62.4	56.0	60.4	59.6	50.9								
131	2	17	11	13	53	5	8	21	22	68	10	KOKA FM	83	2	4	7	8	31	2	1	16	16	47	5	KOKA FM	4.4	1.6	3.3	3.1	4.3	4.0	1.6	.7	6.6	7.9	5.6	1.8								
683	99	25	48	36	213	104	39	68	40	261	209	KQV	633	93	25	41	36	200	91	39	67	39	246	187	KQV	33.6	73.2	20.9	18.3	19.2	26.0	70.9	28.3	27.6	19.3	29.2	69.0								
115	5	19	9	5	39	16	15	11	12	60	16	KQV FM	79	2	10	7	6	25	7	10	9	11	43	11	KQV FM	4.2	1.6	8.4	3.1	3.2	3.3	5.5	7.3	3.7	5.4	5.1	4.1								
139	28		5	5	40	23	9	19	9	60	39	*WAMC	124	22		3	2	29	23	9	19	7	58	37	*WAMC	6.6	17.3		1.3	1.1	3.8	17.9	6.5	7.8	3.5	6.9	13.7								
42	5		1	2	14	5	4	5	2	16	12	WAMC FM	42	9		1	2	14	5	4	5	2	16	12	WAMC FM	2.2	7.1		.4	1.1	1.8	3.9	2.9	2.1	1.0	1.9	4.4								
93		4	11	13	50	4	4	16	9	35	8	*WBVP	91		4	11	11	48	4	4	16	9	35	8	*WBVP	4.8		3.3	4.9	5.9	6.2	3.1	2.9	6.6	4.5	4.2	3.0								
51		2	14	8	24		3	10	9	27		*WEDD	37		2	7	6	15		3	7	7	22		*WEDD	2.0		1.7	3.1	3.2	2.0		2.2	2.9	3.5	2.6									
135	11	17	21	14	63	5	11	24	18	60	12	*WEEP	126	11	17	21	8	57	5	11	22	18	58	11	*WEEP	6.7	8.7	14.2	9.4	4.3	7.4	3.9	8.0	9.1	8.9	6.9	4.1								
36	2	2	0		10	2	9	0	5	26		WEEP FM	26	2	2	3		7	2	4	4	5	19		WEEP FM	1.4	1.6	1.7	1.3		.9	1.6	2.9	1.6	2.5	2.3									
115	12	7	23	5	63	10	6	15	8	44	8	*WHJB	105	12	7	18	5	58	10	6	13	8	42	5	*WHJB	5.6	9.4	5.9	8.0	2.7	7.6	7.8	4.4	5.4	4.0	5.0	1.8								
175	2	23	24	22	83	14	7	29	19	81	11	WJAS	159	2	18	22	22	76	14	7	23	19	75	8	WJAS	8.4	1.6	15.1	9.8	11.7	9.9	10.9	5.1	9.5	9.4	8.9	3.0								
55	2	4	4	4	17			8	16	34	4	*WJAS FM	53	2	4	4	2	17			6	16	32	4	*WJAS FM	2.8	1.6	3.3	1.8	1.1	2.2		2.5	7.9	3.8	1.5									
												WKBN	31	2	9	5		16			4	7	4	15		WKBN	1.6	1.6	7.5	2.2		2.1		2.9	2.9	2.0	1.8								
139	2	12	19	22	60	10	13	23	22	76	3	*WKJF FM	134	2	12	15	22	56	10	13	22	22	75	3	*WKJF FM	7.1	1.6	10.0	6.7	11.7	7.3	7.8	9.4	9.1	10.9	8.9	1.1								
62	2	4	3	6	34	3	1	6	3	17	11	*WKPA	62	2	4	3	6	34	3	1	6	3	17	11	*WKPA	3.3	1.6	3.3	1.3	3.2	4.4	2.3	.7	2.5	1.5	2.0	4.1								
54	4	13	15	32	2	4	8	5	19	3	*WLQA	54	4	13	15	32	2	4	8	5	19	3	*WLQA	2.9		3.3	5.8	8.0	4.2	1.6	2.9	3.3	2.5	2.3	1.1										
80	4	15	11	35		10	10	16	38	7	*WLQA FM	80	4	15	11	35		10	10	16	38	7	*WLQA FM	4.2		3.3	6.7	5.9	4.6		7.3	4.1	7.9	4.5	2.6										
120	8	24	18	55	2	14	18	19	55	10	WLQA TOTAL	120	8	24	18	55	2	14	18	19	55	10	WLQA TOTAL	6.4		6.6	10.7	9.6	7.2	1.6	10.2	7.4	9.4	6.5	3.7										
												*WMBS	32			3		3	10		3	6	3	22	7	*WMBS	1.7			1.3		.4	7.8	2.7	2.5	1.5	2.6	2.6							
144	22	2	4	9	42	22	3	18	2	47	55	*WMCK	137	22	2	4	7	40	19	3	18	2	44	53	*WMCK	7.3	17.3	1.7	1.8	3.7	5.2	14.8	2.2	7.4	1.0	5.2	19.6								
50	4	25	8	42	7	3	17	12	52	2	*WPIT	58	4	12	6	27	2	3	10	6	29	2	*WPIT	3.1		3.3	5.4	3.2	3.5	1.6	2.2	4.1	3.0	3.4	.7										
44	8	7	5	20		5	7	6	24		*WPIT FM	25		7	3	10		7	2	15		7	2	15		*WPIT FM	1.3		3.1	1.6	1.3		2.9	1.0	1.8		.7								
126	12	26	11	56	7	8	20	14	68	2	WPIT TOTAL	75	4	15	9	33	2	3	13	8	40	2	WPIT TOTAL	4.0		3.3	6.7	4.8	4.3	1.6	2.2	5.4	4.0	4.7											
33	12	2		7	16	5		2	2	9	8	*WQTW	26	12	2		2	16			2	2	4	6	*WQTW	1.4	9.4	1.7		1.1	2.1		.8	1.0	.5	2.2									
590	22	44	53	60	246	37	63	85	84	290	48	*WTAE	556	20	44	85	55	231	34	63	82	77	283	42	*WTAE	29.5	15.7	36.8	38.0	29.3	30.1	26.5	45.7	33.8	38.1	33.6	15.5								
65		11	10	3	25	3	9	15	22	53	3	*WTAE FM	65		6	8	3	22	3	9	13	14	43	1	*WTAE FM	3.5		5.0	3.6	1.6	2.9	2.3	6.5	5.4	6.9	5.1	.4								
474	24	25	77	85	238	19	26	60	68	216	20	WWSW	454	24	25	73	76	223	19	26	65	64	211	20	WWSW	24.1	18.9	20.9	32.6	40.5	29.0	14.8	18.9	26.8	31.7	25.0	7.4								
70	2	4	5	13	24	2	8	6	23	45	1	WWSW FM	53	2	4	5	9	20	2	3	4	17	32	1	WWSW FM	2.8	1.6	3.3	2.2	4.8	2.6	1.6	2.2	1.6	8.4	3.8	.4								
												WVA	69		2	6	7	35		6	13	6	30	4	WVA	3.7		1.7	2.7	3.7	4.6		4.4	5.4	3.0	3.6	1.5								
46	7	6	3	2	23	5	3	2	5	17	6	*WYOD FM	42	7	6	3	2	23	5	3	2	1	13	6	*WYOD FM	2.2	5.5	5.0	1.3	1.1	3.0	3.9	2.2	.8	.5	1.5	2.2								
86	9		1		10	13	3	9	2	27	49	*WZUM	86	9		1		10	13	3	9	2	27	49	*WZUM	4.6	7.1		.4		1.3	10.1	2.2	3.7	1.0	3.2	18.1								
TOTAL LISTENING IN METRO SURVEY AREA													1789	125	113	206	176	725	122	131	230	201	808	256																					
																												95.0	98.3	94.5	92.0	93.8	94.4	95.0	95.0	94.8	99.5	95.8	94.5						

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (\$) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA													CUME PERSONS-METRO SURVEY AREA													CUME RATINGS-METRO SURVEY AREA												
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %		
1811	131	153	216	183	797	133	129	233	179	800	214	KDKA	1267	71	96	162	145	549	84	92	174	137	580	138	KDKA	67.3	55.9	80.3	72.4	77.3	71.5	65.4	66.7	71.7	67.8	68.8	50.9	
106	3	7	9	5	47		7	15	9	55	4	KDKA FM	74	3	7	7	5	29		3	11	4	42	3	KDKA FM	3.9	2.4	5.9	3.1	2.7	3.8		2.2	4.5	2.0	5.0	1.1	
672	89	40	35	33	203	110	36	70	36	263	206	KQV	588	77	29	27	31	170	87	35	62	32	227	191	KQV	31.2	60.6	24.2	12.1	16.5	22.1	67.8	25.4	25.5	15.8	26.9	70.5	
75	15	4	2	6	27	6	7	5	1	23	25	KQV FM	61	15	2	2	4	23	6	2	4	1	17	21	KQV FM	3.2	11.8	1.7	.9	2.1	3.0	4.7	1.5	1.6	.5	2.0	7.7	
162	24	7	5	11	53	28	8	12	7	66	43	WAMO	144	20	7	3	10	46	28	8	7	7	61	37	WAMO	7.6	15.7	5.9	1.3	5.3	6.0	21.8	5.8	2.9	3.5	7.2	13.7	
70	18		2	5	26	7	10	5	2	32	12	WAMO FM	62	18		2	5	26	7	5	5	2	25	11	WAMO FM	3.3	14.2		.9	2.7	3.4	5.5	3.6	2.1	1.0	3.0	4.1	
65	2		12	4	21	2	6	11	8	34	10	W8VP	53	2		7	4	16	2	4	8	8	29	8	W8VP	2.8	1.6		3.1	2.1	2.1	1.6	2.9	3.3	4.0	3.4	3.0	
71		7	2	5	20	2	2	9	9	51		WEDO	62		2	2	5	15	2	2	9	9	47		WEDO	3.3		1.7	.9	2.7	2.0	1.6	1.5	3.7	4.5	5.6		
119	6	28	11	8	56	10	9	17	20	59	4	WEEP	103	6	20	11	7	47	5	8	16	20	52	4	WEEP	5.5	4.7	16.7	4.9	3.7	6.1	3.9	5.8	6.6	9.9	6.2	1.5	
34	3	7	2	2	14	10		5	4	19	1	WEEP FM	25	3	7	2	2	14	2		4	4	10	1	WEEP FM	1.3	2.4	5.9	.9	1.1	1.8	1.6		1.6	2.0	1.2	.4	
130	3	16	12	20	55	16	10	10	17	59	16	WHJB	114	3	8	10	20	45	16	10	7	17	56	13	WHJB	6.1	2.4	6.7	4.5	10.7	5.9	12.5	7.3	2.9	8.4	6.6	4.8	
242	14	26	27	27	118	6	11	30	32	111	13	WJAS	214	14	25	24	27	105	3	11	29	30	96	13	WJAS	11.4	11.0	20.9	10.7	14.4	13.7	2.3	8.0	11.9	14.9	11.4	4.8	
166	6	6	20	27	71	2	14	32	30	89	6	WKJF FM	133	6	6	13	23	60	2	12	26	21	70	3	WKJF FM	7.1	4.7	5.0	5.8	12.3	7.8	1.6	8.7	10.7	10.4	8.3	1.1	
53	3	5	10	7	25	3	6	9	7	25	3	WKPA	51	3	5	10	7	25	3	6	7	7	23	3	WKPA	2.7	2.4	4.2	4.5	3.7	3.3	2.3	4.4	2.9	3.5	2.7	1.1	
64	9	9	7	7	32	2	8	17	4	31	1	WYDD FM	57	9	7	5	7	28	2	6	16	4	28	1	WYDD FM	3.0	7.1	5.9	2.2	3.7	3.6	1.6	4.4	6.6	2.0	3.3	.4	
61		2	15	6	29		3	11	6	30	2	WLDA	57		2	15	6	29		3	11	4	26	2	WLDA	3.0		1.7	6.7	3.2	3.8		2.2	4.5	2.0	3.1	.7	
70	3	2	13	15	36	2	5	14	3	33	1	WLDA FM	68	3	2	13	15	36	2	3	14	3	31	1	WLDA FM	3.6	2.4	1.7	5.8	8.0	4.7	1.6	2.2	5.8	1.5	3.7	.4	
116	3	2	22	17	52	2	8	23	9	61	3	WLDA TOTAL	110	3	2	22	17	52	2	6	23	7	55	3	WLDA TOTAL	5.8	2.4	1.7	9.8	9.1	6.8	1.6	4.4	9.5	3.5	6.5	1.1	
113	19	7	5	2	33	15	5	10	6	39	41	WMCK	104	15	7	5	2	29	15	5	8	6	37	38	WMCK	5.5	11.8	5.9	2.2	1.1	3.8	11.7	3.6	3.3	3.0	4.4	14.0	
93			7	11	37		3	11	21	55	1	WPIT	47			5	5	16		1	7	17	30	1	WPIT	2.5			2.2	2.7	2.1		.7	2.9	8.4	3.6	.4	
28		4	2	2	11		4	2	3	17		WPIT FM	25		4	2	9			3	2	3	16		WPIT FM	1.3			3.3	.9	1.2		2.2	.8	1.5	1.9	.4	
113		4	7	13	45		5	12	23	67	1	WPIT TOTAL	66		4	5	5	22		3	8	19	43	1	WPIT TOTAL	3.5			3.3	2.2	2.7		2.2	3.3	9.4	5.1	.4	
542	30	28	83	60	216	32	42	111	68	278	48	WTAE	518	30	28	75	60	208	32	42	106	68	269	41	WTAE	27.5	23.6	23.4	33.5	32.0	27.1	24.9	30.5	43.7	33.7	31.9	15.1	
75	6	6	8	8	32	7	11	10	11	42	1	WTAE FM	70	6	6	8	8	32	7	8	10	9	37	1	WTAE FM	3.7	4.7	5.0	3.6	4.3	4.2	5.5	5.8	4.1	4.5	4.4	.4	
401	9	18	67	55	194	19	17	48	70	195	12	WWSW	371	9	18	65	52	180	19	17	46	70	181	10	WWSW	19.7	7.1	15.1	29.0	27.7	23.4	14.8	12.3	19.0	34.7	21.5	3.7	
79		9	9	13	34	2	9	10	20	44	1	WWSW FM	66		9	7	9	28	2	6	10	16	37	1	WWSW FM	3.5		7.5	3.1	4.8	3.6	1.6	4.4	4.1	7.9	4.4	.4	
96	15	5	5		25	23	4	4	4	35	36	WZUM	92	15	5	3		23	23	2	4	4	33	36	WZUM	4.9	11.8	4.2	1.3		3.0	17.9	1.5	1.6	2.0	3.9	13.3	

DAY PARTS
AVG. & CUME

TOTAL LISTENING IN METRO SURVEY AREA 1777 115 111 209 181 710 120 134 239 193 808 259 94.4 90.5 92.8 93.4 96.5 92.4 93.5 97.2 98.5 95.5 95.8 95.6

FOOTNOTE SYMBOLS: (·) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (\$) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA													CUME PERSONS—METRO SURVEY AREA													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 (000)
1497	77	105	201	167	639	91	111	205	174	679	179	KDKA	1050	51	76	153	114	460	60	78	146	127	486	104	KDKA	56.1	40.4	62.6	71.2	61.7	61.1	44.3	55.7	62.4	62.0	57.1	38.6	
120	4	12	11	13	54		5	17	22	60	6	KDKA FM	83	4	3	10	9	40		5	15	12	42	1	KDKA FM	4.4	3.2	2.5	4.7	4.9	5.3		3.6	6.4	5.9	4.9	6.4	
658	106	47	37	33	223	122	38	62	23	245	190	KQV	607	101	47	35	29	212	110	36	57	23	226	169	KQV	32.4	80.1	38.7	16.3	15.7	28.1	81.3	25.7	24.3	11.2	26.6	62.8	
69	8	3	6		17	11	6	14	2	33	19	KQV FM	66	8	3	6	17	11	11	6	14	2	33	16	KQV FM	3.5	6.3	2.5	2.8		2.3	8.1	4.3	6.0	1.0	3.9	5.9	
92	25		1		26	8	1	8	3	20	46	*WAMO	90	25		1		26	8	1	7	3	19	45	*WAMO	4.8	19.8		.5		3.5	5.9	.7	3.0	1.5	2.2	16.7	
112	28	2	5	6	52	8	7	6	2	29	31	WAMO FM	106	28	2	5	6	52	8	7	4	2	27	27	WAMO FM	5.7	22.2	1.6	2.3	3.2	6.9	5.9	5.0	1.7	1.0	3.2	10.0	
66	4	14	10		31		5	12	7	29	6	*WBVP	66		4	14	10	31		5	12	7	29	6	*WBVP	3.5		3.3	6.5	5.4	4.1		3.6	5.1	3.4	3.4	2.2	
103	12	8	14	8	52	2	11	14	14	44	7	*WEEP	85	4	6	14	8	42	2	7	10	14	36	7	*WEEP	4.5	3.2	4.9	6.5	4.3	5.6	1.5	5.0	4.3	6.8	4.2	2.6	
18		5	3	8		2	6	1	9		1	WEEP FM	16		5	3	8							1	WEEP FM	.9			2.3	1.6	1.1		1.4	1.7	.5	.8	.4	
110	5	7	10	11	47	9	8	16	9	44	19	WHJB	102	5	7	10	11	41	9	8	16	9	42	19	WHJB	5.4	4.0	5.8	4.7	6.0	5.4	6.7	5.7	6.8	4.4	4.9	7.1	
194		14	15	9	58	12	24	31	35	129	7	WJAS	174		14	15	9	58	12	21	26	30	109	7	WJAS	9.3		11.5	7.0	4.9	7.7	8.9	15.0	11.1	14.6	12.8	2.6	
56		3	4	7	21	2	7	7	10	35		WJAS FM	45		3		7	13	2	7	7	7	32		WJAS FM	2.4		2.5		3.8	1.7	1.5	5.0	3.0	3.4	3.8		
227	25	13	38	35	118	6	18	32	36	101	8	*WKJF FM	178	16	13	25	27	88	6	16	25	26	82	8	*WKJF FM	9.5	12.7	10.7	11.6	14.6	11.7	4.4	11.4	10.7	12.7	9.6	3.0	
57	8		3	2	20	5		4	12	34	3	*WLOA	54	8		3	2	20	5		4	9	31	3	*WLOA	2.9	6.3		1.4	1.1	2.7	3.7		1.7	4.4	3.6	1.1	
79	4	5	14	9	42	2	4	9	8	32	5	*WLOA FM	76	4	5	11	9	39	2	4	9	8	32	5	*WLOA FM	4.1	3.2	4.1	5.1	4.9	5.2	1.5	2.9	3.8	3.9	3.8	1.9	
121	12	5	17	11	59	5	4	12	15	54	8	TOTAL	116	12	5	14	11	56	5	4	12	13	52	8	TOTAL	6.2	9.5	4.1	6.5	6.0	7.4	3.7	2.9	5.1	6.3	6.1	3.0	
122	26	2	4	3	42	30	5	6	8	52	28	*WMCK	122	26	2	4	3	42	30	5	6	8	52	28	*WMCK	6.5	20.6	1.6	1.9	1.6	5.6	22.2	3.6	2.6	3.9	6.1	10.4	
90		11	14	15	43	7	9	13	18	47		*WNUF FM	71		11	10	10	34	7	9	11	10	37		*WNUF FM	3.8		9.1	4.7	5.4	4.5	5.2	6.4	4.7	4.9	4.4		
90	5	5	7	35		7	19	18	55		*WPIT	63			1	3	22					4	14	16	41		*WPIT	3.4			.5	1.6	2.9		2.9	6.0	7.8	4.8
18		7	7				4	7	11		*WPIT FM	6										1	5	6		*WPIT FM	.3								.4	2.4	.7	
99	5	8	7	38		7	19	24	61		TOTAL	66			1	3	22					4	14	19	44		TOTAL	3.5			.5	1.6	2.9		2.9	6.0	9.3	5.2
32	5	2	4	1	12	4		5		9	11	*WQTW	32	5	2	4	1	12	4		5		9	11	*WQTW	1.7	4.0	1.6	1.9	.5	1.6	3.0		2.1		1.1	4.1	
484	33	21	56	40	186	36	52	74	64	274	24	WTAE	443	33	19	55	40	177	36	47	66	60	245	21	WTAE	23.7	26.2	15.6	25.6	21.6	23.5	26.6	33.6	28.2	29.3	28.8	7.3	
102	4	5	9	16	34	6	18	15	18	64	4	*WTAE FM	85	4	5	5	14	28	2	16	13	15	53	4	*WTAE FM	4.5	3.2	4.1	2.3	7.6	3.7	1.5	11.4	5.6	7.3	6.2	1.5	
508	16	22	70	88	243	23	39	73	63	242	23	*WWSW	465	16	22	65	78	222	23	37	68	59	221	22	*WWSW	24.8	12.7	18.1	30.3	42.2	29.5	17.0	26.4	29.0	28.8	26.0	8.2	
143		5	22	15	58	5	5	18	29	79	6	*WWSW FM	104		5	19	13	47			5	13	18	53	4	*WWSW FM	5.6		4.1	8.8	7.0	6.2		3.6	5.6	8.8	6.2	1.5
												WWVA	70		6	16	13	38	3	6	12	7	28	4	WWVA	3.7		4.9	7.4	7.0	5.0	2.2	4.3	5.1	3.4	3.3	1.5	
68	4	5	12	6	27		13	11	7	40	1	*WYOD FM	60	4	5	12	6	27			13	9	7	32	1	*WYOD FM	3.2	3.2	4.1	5.6	3.2	3.6		9.3	3.8	3.4	3.8	.4
99	29		2	2	33	14	2	6	2	24	42	*WZUM	99	29		2	2	33	14	2	6	2	24	42	*WZUM	5.3	23.0		.9	1.1	4.4	10.3	1.4	2.6	1.0	2.8	15.6	
TOTAL LISTENING IN METRO SURVEY AREA													1769	121	112	215	172	723	128	135	228	197	798	248	74.4	96.0	92.2	99.9	93.1	96.0	94.6	96.4	97.4	96.2	93.8	92.1		

DAY PARTS
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	24-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	24-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
16502	909	1171	2029	1946	7209	1081	1141	2088	1928	7535	1758	KOKA	11504	586	808	1577	1384	5102	638	754	1526	1457	5250	1152	KOKA	61.4	46.5	66.5	73.4	74.9	67.7	47.2	53.9	65.2	71.1	61.7	42.8	
1677		29	150	153	446	169	116	216	242	1016	215	KOKA FM	1135		29	128	119	356	72	87	155	178	687	92	KOKA FM	6.1		2.4	6.0	6.4	4.7	5.3	6.2	6.6	8.7	8.1	3.4	
6644	1143	438	259	228	2118	1142	405	580	238	2479	2047	KQV	6099	1029	438	256	228	2001	1050	352	559	219	2294	1804	KQV	32.6	81.6	36.0	11.9	12.3	26.6	77.6	25.1	23.9	10.7	27.0	67.0	
1027	100	16	33	39	188	259	25	79	53	436	403	KQV FM	870	60	16	33	39	148	242	25	79	33	399	323	KQV FM	4.6	4.8	1.3	1.5	2.1	2.0	17.9	1.8	3.4	1.6	4.7	12.0	
931	141	46	40	24	251	154	50	96	56	376	304	*WAMD	820	141	36	40	24	241	101	50	71	38	280	299	*WAMD	4.4	11.2	3.0	1.9	1.3	3.2	7.5	3.6	3.0	1.9	3.3	11.1	
465	50	32		38	171	89	25	51	22	187	107	WAMD FM	381	50	32		38	120	89	25	51	22	187	74	WAMD FM	2.0	4.0	2.6		2.1	1.6	6.6	1.8	2.2	1.1	2.2	2.7	
741	50	14	88	77	297	40	38	88	103	367	77	*WBVP	741	50	14	88	77	297	40	38	88	103	367	77	*WBVP	4.0	4.0	1.2	4.1	4.2	3.9	3.0	2.7	3.8	5.0	4.3	2.9	
576		77	95	242		69	69	122	334			*WEOD	558		77	95	242		51	69	122	316			*WEOD	3.0			3.6	5.1	3.2		3.6	2.9	6.0	3.7		
1356		226	279	84	609	55	170	185	153	681	66	*WEEP	1131		153	251	80	504	19	135	136	153	561	66	*WEEP	6.0				4.3	6.7	1.4	9.6	5.8	7.5	6.6	2.5	
565			53	102	185	50	30	168	64	351	29	WEEP FM	428			38	90	158	13	13	151	42	258	12	WEEP FM	2.3		12.6	11.7	1.8	4.9	2.1	1.0	.9	6.5	2.1	3.0	.4
1649		226	279	120	675	104	200	282	175	879	95	TOTAL	1320		153	251	104	558	32	148	233	153	684	78	TOTAL	7.0		12.6	11.7	5.6	7.4	2.4	10.5	10.0	7.5	8.0	2.9	
1200	93	75	165	115	488	82	53	219	109	508	204	WHJ8	882	51	47	120	115	373	32	36	164	89	366	143	WHJ8	4.7	4.0	3.9	5.6	6.2	5.0	2.4	2.6	7.0	4.3	4.3	5.3	
2469	485	148	30	121	784	492	87	165	73	817	868	WIXZ	2371	485	121	30	98	734	460	87	165	73	785	852	WIXZ	12.7	38.5	10.0	1.4	5.3	9.7	34.0	6.2	7.0	3.6	9.2	31.6	
2570	30	151	410	311	1081	79	163	380	390	1308	181	WJAS	2494	30	151	410	311	1081	38	163	380	360	1232	181	WJAS	13.3	2.4	12.4	19.1	16.8	14.3	2.8	11.6	16.2	17.6	14.5	6.7	
764		56	126	78	320	31	26	92	224	412	32	WJAS FM	706		56	123	78	317	31	26	92	169	357	32	WJAS FM	3.8		4.6	5.7	4.2	4.2	2.3	1.9	3.9	8.3	4.2	1.2	
369		63	39	102	37	43	51	54	233	34	*WJPA	369		63	39	102	37	43	51	54	233	34	*WJPA	2.0			2.9	2.1	1.4	2.7	3.1	2.2	2.6	2.7	1.3			
1543		85	246	234	659	38	148	237	257	832	12	WK8N	189		27	35	30	137		9	20	23	52		WK8N	1.0		2.2	1.6	1.6	1.8		.6	.9	1.1	.6		
311		48	58	106		26	58	84	183	22	*WKJF FM	1306		85	216	202	583	38	125	204	245	711	12	*WKJF FM	7.0		7.0	10.1	10.9	7.7	2.8	8.9	8.7	12.0	8.4	.4		
654	30	79	166	15	320	51	101	147	23	322	12	*WKPA	311		48	58	106		26	58	84	183	22	*WKPA	1.7			2.2	3.1	1.4		1.9	2.5	4.1	2.2	.8		
563	60	110	78	328		38	80	38	215	20	*WYDO	537	30	51	119	15	245	51	101	105	23	280	12	*WYDO FM	2.9	2.4	4.2	5.5	.8	3.3	3.8	7.2	4.5	1.1	3.3	.4		
757	56	112	93	321	33	63	147	127	409	27	*WLDA	563		60	110	78	328		38	80	38	215	20	*WLDA	3.0		4.9	5.1	4.2	4.4		2.7	3.4	1.9	2.5	.7		
1116	95	183	142	529	33	101	170	164	547	40	*WLDA FM	739		56	112	93	321	33	63	147	109	391	27	*WLDA FM	3.9		4.6	5.2	5.0	4.3	2.4	4.5	6.3	5.3	4.6	1.0		
586		40	83	109	262	19	13	128	113	312	12	TOTAL	1098		95	183	142	529	33	101	170	146	529	40	TOTAL	5.9		7.8	8.5	7.7	7.0	2.4	7.2	7.3	7.1	6.2	1.0	
1192	51	61	137	67	499		74	171	214	653	40	*WNUP FM	467		40	83	63	216	19	13	83	85	239	12	*WNUP FM	2.5		3.3	3.9	3.4	2.9	1.4	.9	3.5	4.2	2.8	.4	
527	25	53	82	220	33	12	61	68	248	59	*WPIT	823	51	34	87	42	346		27	122	139	465	12	*WPIT	4.4	4.0	2.8	4.1	2.3	4.6		1.9	5.2	6.8	5.5	.4		
1541	76	61	160	149	659	33	86	199	252	799	83	*WPIT FM	381		38	35	133	33	12	48	53	220	28	*WPIT FM	2.0		1.8	1.9	1.8	2.4	.9	2.1	2.6	2.6	1.0			
354	112		48	38	228	13	50	36	99	27	TOTAL	1046	51	34	96	77	420	33	39	140	162	586	40	TOTAL	5.6	4.0	2.8	4.5	4.2	5.6	2.4	2.8	6.0	7.9	6.9	1.4		
463	135	16	35		206	76	24	42	18	160	97	*WPSL	354	112		48	38	228	13		50	36	99	27	*WPSL	1.9	8.9		2.2	2.1	3.0	1.0		2.1	1.8	1.2	1.0	
4082	121	268	544	469	1502	444	417	678	527	2314	266	*WQTN	285	51	16	35		122	26	24	32		82	81	*WQTN	1.5	4.0	1.3	1.6		1.6	1.9	1.7	1.4		1.0	3.0	
746		71	24	125	92	107	226	84	529	92	WTAE	3796	121	268	498	446	1433	351	395	655	491	2139	224	WTAE	20.3	9.6	22.1	23.2	24.1	19.0	25.9	28.5	28.0	24.0	25.2	8.3		
337		77	17	23	137	45	36	49	18	163	37	*WTAE FM	633		71	24	125	55	89	204	72	440	68	*WTAE FM	3.4			3.3	1.3	1.7	4.1	6.4	8.7	3.5	5.2	2.5		
5216	91	348	775	699	2435	149	354	810	811	2603	178	*WTRA	264		36	17	23	96	13	36	49	18	131	37	*WTRA	1.4		3.0	.8	1.2	1.3	1.0	2.6	2.1	.9	1.5	1.4	
1335		51	215	181	536		126	241	311	773	26	WWSW	4864	91	310	745	631	2242	132	318	732	811	2444	178	WWSW	26.0	7.2	25.5	34.7	34.1	29.8	9.8	22.7	31.3	39.6	28.7	6.6	
												WWSW FM	1169		51	185	158	483		126	189	273	671	15	WWSW FM	6.2		4.2	8.6	8.5	6.4		9.0	8.1	13.3	7.9	.6	
												WVA	575		68	96	63	257	18	69	87	43	272	46	WVA	3.1		5.6	4.5	3.4	3.4	1.3	4.9	3.7	2.1	3.2	1.7	
973	272		46		407	170		22	38	269	297	*WZUM	973	272		46		407	170																			

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
15010	926	1003	1760	1913	6622	1290	1170	1713	1810	7109	1219	KDKA	9906	359	638	1290	1278	4302	772	721	1138	1254	4702	902	KDKA	52.1	26.9	50.7	60.8	67.4	55.9	53.7	50.7	50.2	60.5	54.8	33.0
1393	134	42	132	240	726	19	114	139	192	609	58	KDKA FM	782	27	42	90	79	345	19	57	113	152	413	24	KDKA FM	4.1	2.0	3.3	4.2	4.2	4.5	1.3	4.0	5.0	7.3	4.8	.9
6482	978	353	370	296	2084	1186	481	431	372	2535	1863	KQV	5773	853	291	370	253	1854	982	413	431	327	2218	1701	KQV	30.4	63.9	23.1	17.4	13.4	24.1	68.3	29.0	19.0	15.8	25.9	62.3
1044	132	86	38	20	296	141	28	134	59	413	335	KQV FM	855	47	62	38	20	187	141	28	119	39	378	290	KQV FM	4.5	3.5	4.9	1.8	1.1	2.4	9.8	2.0	5.2	1.9	4.4	10.6
900	162	35	55	20	294	119	98	109	44	370	236	*WAMO	867	162	2	55	20	261	119	98	109	44	370	236	*WAMO	4.6	12.1	.2	2.6	1.1	3.4	8.3	6.9	4.8	2.1	4.3	8.6
743	54	35	35	55	179	136	57	22	62	277	287	WAMO FM	688	54	2	35	55	146	136	57	22	62	277	265	WAMO FM	3.6	4.0	.2	1.6	2.9	1.9	9.5	4.0	1.0	3.0	3.2	9.7
												*WASP	210		15	12	63	90		18	49	38	120		*WASP	1.1		1.2	.6	3.3	1.2		1.3	2.2	1.8	1.4	
524	40		78	32	193		48	83	94	290	41	*WBVP	485	40		56	32	171		31	83	94	273	41	*WBVP	2.6	3.0		2.6	1.7	2.2		2.2	3.7	4.5	3.2	1.5
1206	18	165	178	166	592	158	105	203	101	582	32	*WEEP	934	18	103	136	118	440	86	94	166	101	462	32	*WEEP	4.9	1.3	8.2	6.4	6.2	5.7	6.0	6.6	7.3	4.9	5.4	1.2
953	27	129	147	79	404	81	115	111	68	500	49	WEEP FM	755	27	67	81	79	276	81	93	86	68	430	49	WEEP FM	4.0	2.0	5.3	3.8	4.2	3.6	5.6	6.5	3.8	3.3	5.0	1.8
1725	45	186	254	205	755	197	177	271	141	911	59	WEEP + TOTAL	1346	45	124	164	157	555	125	155	209	141	732	59	WEEP + TOTAL	7.1	3.3	9.9	7.7	8.3	7.2	8.7	10.9	9.2	6.8	8.5	2.2
346	18	15	12	64	143	24	33	49	49	175	28	*WESA	290	18	15	12	64	143	24		49	26	119	28	*WESA	1.5	1.3	1.2	.6	3.4	1.9	1.7		2.2	1.3	1.4	1.0
982		51	157	91	319	163	18	183	106	500	163	WHJB	769		51	111	91	273	96	18	115	106	365	131	WHJB	4.0		4.1	5.2	4.8	3.5	6.7	1.3	5.1	5.1	4.3	4.8
2449	387	150	13	40	612	479	107	110	69	765	1072	WIXZ	2111	387	88	13	40	550	412	74	86	69	641	920	WIXZ	11.1	29.0	7.0	.6	2.1	7.1	28.7	5.2	3.8	3.3	7.5	33.7
3123	72	211	329	530	1405	151	165	353	581	1587	131	WJAS	2913	72	211	318	487	1351	120	147	289	538	1431	131	WJAS	15.3	5.4	16.8	15.0	25.7	17.6	8.3	10.3	12.7	26.0	16.7	4.8
726			69	169	260			102	127	442	24	WJAS FM	502			51	78	151			89	94	327	24	WJAS FM	2.6				4.1	2.0			3.9	4.5	3.8	.9
401	54	46	37	44	181	67	39	26	26	178	42	*WJPA	401	54	46	37	44	181	67	39	26	26	178	42	*WJPA	2.1	4.0	3.7	1.7	2.3	2.4	4.7	2.7	1.1	1.3	2.1	1.5
2162	130	139	257	426	994	234	95	363	263	1065	103	*WKJF FM	1609	45	78	208	320	693	82	84	319	241	813	103	*WKJF FM	8.5	3.4	6.2	9.8	16.9	9.0	5.7	5.9	14.1	11.6	9.5	3.8
352	27		50	49	146	19	32	11	72	206		*WKPA	333	27		50	49	146	19	32	11	53	187		*WKPA	1.8	2.0		2.4	2.6	1.9	1.3	2.2	.5	2.6	2.2	
448		51	98	191	24	14		147	257		*WLOA	437			51	98	191	24	14			136	246		*WLOA	2.3			2.4	5.2	2.5	1.7	1.0		6.6	2.9	
642		71	128	261	32		66	188	360	21	*WLOA FM	439			53	69	184	24	14		66	117	234	21	*WLOA FM	2.3			2.5	3.6	2.4			2.9	5.6	2.7	.8
948		95	187	366	56	14	66	279	561	21	WLOA TOTAL	745			78	127	289	24	14		66	208	435	21	WLOA TOTAL	3.9			3.7	6.7	3.8	1.7	1.0	2.9	10.0	5.1	.8
210		22	63	85	25	15	31	40	111	14	*WMBA	210			22	63	85	25	15	31	40	111	14	*WMBA	1.1			1.0	3.3	1.1	1.7	1.1	1.4	1.9	1.3	.5	
687	27		128	209	406	19	25	100	86	260	21	*WNUF FM	641	27		93	209	371	19	14	100	86	249	21	*WNUF FM	3.4	2.0		4.4	11.0	4.8	1.3	1.0	4.4	4.1	2.9	.8
739		26	66	75	189	39	33	52	201	529	21	*WPIT	597		26	66	59	173	39	33	52	148	403	21	*WPIT	3.1		2.1	3.1	3.1	2.2	2.7	2.3	2.3	7.1	4.7	.8
626		32	73	64	211	19	88	50	86	345	70	*WPIT FM	384		42	64	148	19	33	12	49	215	21	*WPIT FM	2.0			2.0	3.4	1.9	1.3	2.3	.5	2.4	2.5	.8	
1256		58	123	120	364	39	106	90	270	811	81	WPIT TOTAL	870		26	92	103	284	39	51	52	179	554	32	WPIT TOTAL	4.6		2.1	4.3	5.4	3.7	2.7	3.6	2.3	8.6	6.5	1.2
309	47		16		63	138		35		173	73	*WQTW	219	47		16		63	72		35		107	49	*WQTW	1.2	3.5				.8	5.0				1.2	1.8
5109	147	454	485	599	1977	302	526	588	765	2791	341	WTAE	4808	147	425	485	599	1948	236	449	564	720	2579	281	WTAE	25.3	11.0	33.8	22.9	31.6	25.3	16.4	31.6	24.9	34.7	30.1	10.3
1101		33	72	61	228	75	93	250	192	763	110	WTAE FM	963		21	56	61	200	44	93	226	170	686	83	WTAE FM	5.1		1.7	2.6	3.2	2.6	3.1	6.5	10.0	8.2	8.0	3.0
357	47		88	10	185	24	18	57		99	73	*WTRA	333	47		88	10	185	24	18	57		99	49	*WTRA	1.8	3.5		4.1	.5	2.4	1.7	1.3	2.5		1.2	1.8
5684	136	452	1000	872	2798	161	490	813	752	2493	393	WWSW	5216	136	336	936	835	2581	161	412	765	685	2300	335	WWSW	27.5	10.2	26.7	44.1	44.1	33.5	11.2	29.0	33.7	33.0	26.8	12.3
1588		41	243	220	589	58	162	243	257	953	46	WWSW FM	1497		41	226	203	555	58	162	243	223	896	46	WWSW FM	7.9		3.3	10.7	10.7	7.2	4.0	11.4	10.7	10.8	10.5	1.7
												WVVA	594	38	15	113	95	261	64	90	68	66	319	14	WVVA	3.1	2.8	1.2	5.3	5.0	3.4	4.5	6.3	3.0	3.2	3.7	.5
473		94	77	84	255	19	82	57	60	218		*WYDO FM	433		65	77	84	226	19	71	57	60	207		*WYDO FM	2.3		5.2	3.6	4.4	2.9	1.3	5.0	2.5	2.9	2.4	
565	82	21	27	20	150	97	46	41	30	214	201	*WZUM	565	82	21	27	20																				

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
14971	993	1019	1824	1794	6719	1008	1095	1740	1796	6692	1561	KDKA	11049	608	957	1407	1321	4996	682	783	1340	1371	4996	1057	KDKA	58.2	45.6	68.1	66.3	69.7	64.9	47.4	55.4	59.1	66.1	58.3	38.7
1485	78	44	123	199	624	11	197	149	191	765	96	KDKA FM	997	33	25	107	135	408	11	163	103	126	579	10	KDKA FM	5.2	2.5	2.0	5.0	7.1	5.3	.8	11.5	4.5	6.1	6.8	.4
6001	1084	405	375	200	2107	939	352	623	137	2106	1788	KQV	5480	852	405	339	196	1835	879	324	598	137	1998	1647	KQV	28.8	63.9	32.2	16.0	10.3	23.8	61.1	23.1	26.4	6.6	23.3	60.3
1058	357	35	33	13	438	152	22	37	66	283	337	KQV FM	769	223	35	9	13	280	134	22	24	36	727	267	KQV FM	4.0	16.7	2.8	.4	.7	3.6	9.3	1.5	1.1	1.7	2.6	9.9
717	66	60	59	32	225	86	22	87	42	237	255	*WAMQ	656	46	60	47	32	213	46	22	87	35	230	213	*WAMQ	3.5	4.9	4.8	2.2	1.7	2.8	6.0	1.5	3.8	1.7	2.7	7.8
524	124		34	40	221	41	50	81	24	215	88	WAMQ FM	511	124		21	40	208	41	50	81	24	215	88	WAMQ FM	2.7	9.3		1.0	2.1	2.7	2.9	3.5	3.6	1.2	2.5	3.7
755		18	93	112	233	11	99	117	125	453	64	*WASP	379		18	46	50	134	11	52	65	53	181	64	*WASP	2.0		1.4	2.2	2.6	1.7	.8	3.7	2.9	2.6	2.1	2.3
573		37	104	72	213	38	25	105	92	281	79	*WBVP	552		37	104	72	213	38	25	105	92	260	79	*WBVP	2.9		2.9	4.9	3.8	2.8	2.6	1.8	4.6	4.4	3.0	2.9
1100	49	172	156	69	446	102	148	235	68	580	74	*WEEP	990	49	111	156	69	385	102	148	225	54	556	49	*WEEP	5.2	3.7	8.8	7.4	3.6	5.0	7.1	10.4	9.9	2.6	6.5	1.8
699	84	31	94	29	274	55	72	158	53	294	131	WEEP FM	464	66		61	13	176	55	22	82	41	206	82	WEEP FM	2.4	4.9	2.9	.7	2.3	3.8	1.5	3.6	2.0	2.4	3.0	
1671	132	172	229	98	667	157	170	349	115	824	180	* TOTAL	1392	114	111	196	82	539	157	170	273	89	722	131	* TOTAL	7.3	8.5	9.8	9.2	4.3	7.0	10.9	11.9	12.0	4.3	8.4	4.8
322	59	9		21	81	55	45	48	63	217	16	*WESA	271	59	9		21	89	55	22	35	48	166	16	*WESA	1.4	4.4	.7		1.1	1.2	3.8	1.5	1.5	2.3	1.9	.6
844	36		55	40	274	33	90	99	164	533	85	*WHJB	745	86		39	40	210	33	77	99	113	469	66	*WHJB	3.9	6.4		1.9	2.1	2.7	2.3	5.4	4.4	5.5	5.5	2.4
2715	503	122	97	13	735	336	99	131	74	640	1340	WIXZ	2486	503	122	73	13	711	336	99	118	62	615	1160	WIXZ	13.1	37.7	9.7	3.4	.7	9.2	23.4	7.0	5.2	3.0	7.2	42.5
2777	102	163	273	364	1170	70	169	408	539	1494	113	WJAS	2618	102	163	268	357	1092	70	169	408	508	1413	113	WJAS	13.8	7.6	13.0	12.6	18.8	14.2	4.9	11.9	18.0	24.5	15.5	4.1
577		51	20	51	173	14	37	94	155	388	14	WJAS FM	513		51	20	48	170	14	37	84	125	327	16	WJAS FM	2.7		4.1	.9	2.5	2.2	1.0	2.6	3.7	6.0	3.8	.6
441	48	55	38	23	164	22	50	63	33	199	78	*WJPA	441	48	55	38	23	164	22	50	63	33	199	78	*WJPA	2.3	3.6	4.4	1.8	1.2	2.1	1.5	3.5	2.8	1.6	2.3	2.9
1692	43	152	244	259	790	98	217	214	223	840	62	*WKJF FM	1338	43	62	232	225	618	57	138	195	204	682	38	*WKJF FM	7.0	3.2	4.9	10.9	11.9	8.0	4.0	9.7	8.6	9.8	8.0	1.4
307		25	40	40	150	22		64	67	157		*WKPA	297		25	40	40	150	22		58	67	147		*WKPA	1.6		2.0	1.9	2.1	1.9	1.5		2.6	3.2	1.7	
713	33	243	60	13	357	56	161	69	30	335	21	WYDD FM	604	33	212	60	13	326	56	128	29	30	262	21	WYDD FM	3.2	2.5	15.9	2.8	.7	4.2	3.9	9.0	1.3	1.4	3.1	.8
581	33		61	88	282		15	97	99	266	33	*WLQA	581	33		61	88	282		15	97	99	266	33	*WLQA	3.1	2.5		2.9	4.6	3.7		1.1	4.3	4.9	3.1	1.2
658	33	51	91	70	326	22	50	32	56	277	55	*WLQA FM	629	33	51	87	67	319	22	50	82	56	277	33	*WLQA FM	3.3	2.5	4.1	4.1	3.5	4.1	1.5	3.5	3.6	2.7	3.2	1.2
1094	66	51	131	135	574	22	65	150	134	465	55	*TOTAL	1064	66	51	127	141	566	22	65	150	134	465	33	*TOTAL	5.6	4.9	4.1	6.0	7.4	7.4	1.5	4.6	6.6	6.5	5.4	1.2
691		31	134	120	320		102	103	99	331	40	*WNUF FM	388			68	95	163		68	67	63	225		*WNUF FM	2.0			3.2	5.0	2.1		4.8	3.0	3.0	2.6	
899		9	107	59	207	35	93	90	204	659	33	*WPIT	628		9	86	59	162	35	69	66	122	437	33	*WPIT	3.3		.7	4.1	3.1	2.1		4.8	2.9	5.9	5.1	1.2
388			61	35	96		52	79	84	243	49	*WPIT FM	282			40	35	75		29	69	54	158	49	*WPIT FM	1.5			1.9	1.8	1.0		2.0	3.0	2.6	1.8	1.8
336	131	76		13	220		22	15	63	100	16	*WPSL	336	131	76		13	220		22	15	63	100	16	*WPSL	1.8	9.8	6.0		.7	2.9		1.5	.7	3.0	1.2	.6
4635	379	435	528	487	2108	356	421	535	650	2301	226	*WTAE	4250	207	435	516	452	1874	317	397	507	630	2159	217	*WTAE	22.4	15.5	34.6	24.3	23.9	24.4	22.0	27.9	27.1	10.4	25.2	7.9
663	117	9	38	115	289		37	94	117	303	71	*WTAE FM	439	43	9	27	94	173		37	94	81	267	49	*WTAE FM	2.6	3.2	.7	1.3	5.0	2.2		2.6	4.1	3.9	3.1	1.8
293	43		20	13	121	33	15	52	31	156	16	*WTRA	270	43		20		109	33	15	42	31	146	16	*WTRA	1.4	3.2		.9		1.4	2.3	1.1	1.9	1.5	1.7	.6
5007	109	390	727	704	2331	234	366	772	670	2351	325	WWSW	4639	109	353	703	645	2155	228	319	744	601	2181	303	WWSW	24.4	8.2	28.1	33.1	34.0	28.0	15.9	22.4	32.8	29.0	25.4	11.1
1379	6	76	202	155	511	78	91	255	186	747	121	WWSW FM	1173		76	190	101	439	78	53	230	115	613	121	WWSW FM	6.2		6.0	9.0	5.3	5.7	5.4	3.7	10.1	5.5	7.1	4.4
2243	131	223	379	228	1110	183	198	270	175	1006	127	WVVA	416	16	27	96	29	217	13	40	61	24	183	16	WVVA	2.2	1.2	2.1	4.5	1.5	2.8	.9	2.8	2.7	1.2	2.1	.6
583	152	25			213	67	44	48	41	206	164	*WZUM	529	98	25			159	67	44	48	41	206	164	*WZUM	2.8	7.3	2.0			2.1	4.7	3.1	2.1	2.0	2.4	6.0
TOTAL LISTENING IN METRO SURVEY AREA													18293	1334	1233	2024	1827	7416	1438	1379	2204	1488	8321	2556		96.3	99.9	98.0	95.4	96.4	96.4	99.9	96.9	97.1	95.9	97.0	93.6

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSDNS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSDNS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
13419	827	1020	1805	1346	5951	707	1071	1537	1539	6240	1228	KOKA	9779	527	784	1331	1011	4324	630	746	1109	1107	4584	871	KOKA	50.7	37.2	59.1	64.0	52.6	55.2	43.5	50.5	50.9	52.0	53.0	31.2
1363	57	47	150	187	638		81	118	198	668	57	KDKA FM	1017	35		126	187	434		62	104	150	540	43	KDKA FM	5.3	2.5		6.1	9.7	5.5		4.2	4.8	7.0	6.2	1.5
6333	1253	361	222	121	2006	1205	327	569	320	2421	1406	KQV	5841	1114	361	179	121	1824	1064	294	543	320	2221	1796	KQV	30.3	78.7	27.2	8.6	6.3	23.3	73.4	19.9	24.9	15.0	25.7	64.4
1380	479	54	49	45	627	297	100	48	35	480	273	KQV FM	1164	402	54	49	45	550	242	100	48	16	406	208	KQV FM	6.0	28.4	4.1	2.4	2.3	7.0	16.7	6.8	2.2	.8	4.7	7.5
1021	150	79	53	19	321	260	47	82	63	477	223	*WAMO	814	150	79	58	19	321	140	24	82	43	314	179	*WAMO	4.2	10.6	6.0	2.8	1.0	4.1	9.7	1.6	3.8	2.0	3.6	6.4
426	65	40	42	10	172	67	81	48	43	254		WAMO FM	403	65	40	42	10	172	67	58	48	43	231		WAMO FM	2.1	4.6	3.0	2.0	.5	2.2	4.6	3.9	2.2	2.0	2.7	
540		61	95	37	210		50	124	81	286	44	*WASP	198		61	15		76		17	55	34	122		*WASP	1.0		4.6	.7		1.0		1.2	2.5	1.6	1.4	
829	75	52	43	112	304	73	98	86	103	441	84	*WBVP	829	75	52	43	112	304	73	98	86	103	441	84	*WBVP	4.3	5.3	3.9	2.1	5.8	3.9	5.0	6.6	3.9	4.8	5.1	3.0
1148	35	221	188	32	504	104	154	119	193	585	59	*WEEP	836	35	174	145	19	401	62	84	95	135	376	59	*WEEP	4.3	2.5	13.1	7.0	1.0	5.1	4.3	5.7	4.4	6.3	4.3	2.1
618	156	33	65	254	24	67	38	70	214	150	WEEP FM	375	156	33	65	24	24	48	26	35	133	90	WEEP FM	1.9		6.1	1.6	2.0	1.9	1.7	3.3	1.2	1.6	1.5	3.2		
1555	35	302	188	84	637	128	203	145	231	737	181	TOTAL	1067	35	201	145	57	466	86	132	109	152	479	122	TOTAL	5.5	2.5	15.2	7.0	3.0	5.9	5.9	8.9	5.0	7.1	5.5	4.4
897		60	82	85	285	120		176	104	441	171	*WHJ8	678		60	82	57	199	78		153	65	337	142	*WHJ8	3.5		4.5	3.9	3.0	2.5	5.4		7.0	3.1	3.9	5.1
3054	467	221	16	41	745	737	164	223	35	1159	1150	WIXZ	2715	385	189	16	19	608	694	164	200	35	1093	1014	WIXZ	14.1	27.2	14.2	.8	1.0	7.8	47.9	11.1	9.2	1.6	12.6	36.4
2437	27	27	242	375	857	120	148	378	533	1493	87	WJAS	2365	27	242	375	830	120	148	364	533	1448	87	WJAS	12.3		2.0	11.6	19.5	10.6	8.3	10.0	16.7	25.0	16.7	3.1	
601	85		16	87	244	39	17	92	184	357		WJAS FM	572	85		16	87	244	39	17	63	184	328		WJAS FM	3.0	6.0		.8	4.5	3.1	2.7	1.2	2.9	8.6	3.9	
481	35		77	52	199	23		56	48	158	124	*WJPA	481	35		77	52	199	23		56	48	158	124	*WJPA	2.5	2.5		3.7	2.7	2.5	1.6		2.6	2.3	1.8	4.4
2025	204	236	224	223	1099	48	141	236	296	856	71	*WKJF FM	1854	175	236	224	223	1008	48	141	236	278	792	56	*WKJF FM	9.6	12.4	17.8	10.8	11.6	12.9	3.3	9.6	10.8	13.1	9.2	2.0
394		26	15	38	121	77	18	57	50	259	14	*WKPA	303		26	16	38	121		18	57	50	182		*WKPA	1.6		2.0	.8	2.0	1.5		1.2	2.6	2.3	2.1	
514	65	108	16	35	241	87	67	39	24	233	40	WYDD FM	457	65	81	16	35	184	87	67	39	24	233	40	WYDD FM	2.4	2.5	6.1	.8	1.8	2.3	6.0	4.5	1.8	1.1	2.7	1.4
422	35	27	65	57	201		48	90	18	205	16	*WLDA	422	35	27	65	57	201		48	90	18	205	16	*WLDA	2.2	2.5	2.0	3.1	3.0	2.6		3.3	4.1	.8	2.4	.6
1060	65	54	144	108	485	119	75	177	119	575	16	*WLDA FM	962	65	54	144	108	455	63	75	165	119	507	16	*WLDA FM	5.0	2.5	4.1	6.9	5.6	5.8	4.3	5.1	7.6	5.6	5.9	
1385	100	81	177	146	613	119	123	234	137	751	16	TOTAL	1287	100	81	177	146	588	63	123	226	137	683	16	TOTAL	6.7	4.9	6.1	8.5	7.6	7.5	4.3	8.3	10.4	6.4	7.9	.6
320	75	76	29		158	18	20	81	43	162		*WMBA	320	75	26	29		158	18	20	91	43	162		*WMBA	1.7	5.3	2.0	1.4		2.0	1.2	1.4	3.7	2.0	1.9	
698		48	65	217	419	24		89	138	251	28	*WNUF FM	564		27	65	204	324	24		89	103	216	28	*WNUF FM	2.9		2.0	3.1	10.6	4.1	1.7		4.1	4.8	2.5	1.0
792	30	26	75	124	311	23	34	79	146	457	24	*WPIT	624	30	26	33	111	226	23	34	79	112	374	24	*WPIT	3.2		2.0	1.6	5.8	2.9	1.6	2.3	3.6	5.3	4.3	.9
5561	345	565	723	645	2810	235	477	598	727	2390	361	*WTAE	5464	345	544	723	645	2761	235	458	598	727	2371	332	*WTAE	28.3	24.4	41.0	34.7	33.6	35.2	16.2	31.0	27.4	34.1	27.4	11.9
920	85	108	82	67	399	39	48	167	156	459	63	*WTAE FM	884	85	108	82	67	398	39	48	167	136	439	49	*WTAE FM	4.6	6.0	8.1	3.9	3.5	5.1	2.7	3.3	7.7	6.4	5.1	1.8
6211	486	573	961	656	2916	459	489	824	634	2825	470	WWSW	6090	459	573	961	656	2889	459	489	798	634	2768	433	WWSW	31.6	32.4	43.2	46.2	34.1	36.9	31.7	33.1	36.6	29.8	32.0	15.5
1687	184	142	232	220	811	62	136	168	328	803	65	WWSW FM	1431	105	108	192	192	638	62	114	154	289	728	65	WWSW FM	7.4	7.4	8.1	9.2	13.0	3.1	4.3	7.7	7.1	13.6	8.4	2.3
2325	162	357	336	209	1081	86	385	246	277	1025	219	WWVA	534	56	88	61	99	304		69	33	91	209	21	WWVA	2.8	4.0	6.6	2.9	5.2	3.9		4.7	1.5	4.3	2.4	.8
396	155			57	212	24		15	35	90	94	*WZUM	396	155			57	212	24		15	35	90	94	*WZUM	2.1	11.0			3.0	2.7	1.7		.7	1.6	1.0	3.4
TOTAL LISTENING IN METRO SURVEY AREA												18515	1415	1260	2016	1827	7490	1430	1476	2164	2044	8416	2609		96.0	99.9	95.0	96.9	95.1	95.6	98.7	99.9	99.3	96.0	97.2	93.5	

LAYMAN'S
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

PITTSBURGH
APRIL/MAY 1971

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+ ¹	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ ¹	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ ¹	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
14924	766	589	1916	1908	6769	613	580	1867	2015	6663	1492	KDKA	10619	441	757	1401	1396	4869	324	751	1370	1500	4740	1010	KOKA	55.4	38.5	60.5	64.0	71.2	64.5	23.9	54.4	58.5	68.4	54.2	35.3	
1469	27	57	90	177	530	21	93	253	272	834	105	KOKA FM	1127	27	23	70	148	409	21	76	173	209	628	90	KOKA FM	5.9	2.4	1.8	3.3	7.6	5.4	1.5	5.5	7.4	9.5	7.2	3.1	
6300	934	375	318	230	1926	1002	340	619	283	2315	2059	KQV	5813	815	358	318	212	1772	920	340	589	255	2175	1866	KQV	30.3	71.2	28.6	15.0	10.8	23.5	67.8	24.6	25.1	11.6	24.9	65.4	
619	58	60	32		176	42	82	74	42	276	167	*WAMO	604	58	60	32		176	42	82	74	42	276	152	*WAMO	3.2	5.1	4.8	1.5		2.3	3.1	5.9	3.2	1.9	3.2	5.3	
339	23		11		71	45	31	51	24	151	117	WAMO FM	282	23		11		71	31	27	40	24	122	89	WAMO FM	1.5	2.0				.9	2.3	2.0	1.7	1.1	1.4	3.1	
759	24	64	66	113	316	36	71	52	128	330	113	*WBVP	715	24	64	86	113	316	36	71	52	119	311	88	*WBVP	3.7	2.1	5.1	4.1	5.8	4.2	2.7	5.1	2.2	5.4	3.6	3.1	
1046	226	17	11	14	279	251	27	59	64	401	366	WQVE FM	921	157	17	11	14	210	235	27	56	42	360	351	WQVE FM	4.8	13.7	1.4		.7	2.8	17.3	2.0	2.4	1.9	4.1	12.1	
497	24		27	41	213	21	27	68	79	268	16	*WEEO	427	24		27	91	180	21	27	68	79	231	16	*WEEO	2.2	2.1		1.3	4.6	2.4	1.5	2.0	2.9	3.6	2.6		
1793	81	141	269	250	775	132	203	291	211	894	120	*WEEP	1362	62	88	202	204	590	94	161	203	178	697	75	*WEEP	7.1	5.4	7.0	9.5	10.4	7.8	6.9	11.7	8.7	8.1	8.0	2.6	
630	47	42	60	44	193	150	110	80	365	72	58	WEEP FM	404	38	22	51	44	155	81	77	53	236	13	WEEP FM	2.1	3.3	1.8	2.4	2.2	2.1		5.9	3.3	2.4	2.7	.5		
2092	91	150	304	264	849	132	232	366	260	1051	192	TOTAL	1517	62	88	236	218	638	94	161	263	213	792	87	TOTAL	7.9	5.4	7.0	11.1	11.1	8.4	6.9	11.7	11.2	9.7	9.1	3.0	
441	24		29	39	126	62	8	49	86	258	57	*WESA	345	24		29	14	101	62	8	25	86	206	38	*WESA	1.8	2.1		1.4	.7	1.3	4.6	.6	1.1	3.9	2.4	1.3	
197	24		16	30	70			13	35	21	69	WESA FM	197	24		16	30	70			13	35	21	69	58	WESA FM	1.0	2.1		.8	1.5	.9		.9	1.5	1.0	.8	2.0
608	48		43	69	196	62	21	75	86	297	115	TOTAL	511	48		45	44	171	62	21	51	86	245	95	TOTAL	2.7	4.2		2.1	2.2	2.2	4.6	1.5	2.7	3.9	2.8	3.3	
860		46	122	81	287	31	103	164	77	375	198	*WHJB	700		46	109	60	253	31	103	146	41	321	126	*WHJB	3.7		3.7	5.1	3.1	3.3	2.3	7.5	6.2	1.9	3.7	4.4	
3326	643	206	84	44	977	736	183	237	91	1318	1031	WIXZ	2982	514	206	69	44	833	728	165	198	91	1257	892	WIXZ	15.6	44.9	16.5	3.3	2.2	11.0	53.6	12.2	8.5	4.1	14.4	31.2	
2638	24	147	340	445	1291	57	109	341	464	1273	74	WJAS	2562	24	147	330	445	1281	57	109	341	462	1207	74	WJAS	13.4	2.1	11.7	15.5	22.7	17.0		4.2	7.9	14.6	21.1	13.8	2.6
693	38	60	27	96	335		56	71	160	358		WJAS FM	633	38	60	27	96	335		53	57	152	298		WJAS FM	3.3	3.3	4.8	1.3	4.9	4.4		3.8	2.4	6.9	3.4		
453	41	18	31	14	147	29	11	57	46	193	113	*WJPA	424	41	15	31	14	124	29	8	54	46	187	113	*WJPA	2.2	3.6	1.2	1.5	.7	1.6	2.1	.6	2.3	2.1	2.1	4.0	
258	27		14	62			8	36	32	101	95	WJPA FM	214	27		14	41		8	36	9	78	95	WJPA FM	1.1	2.4			.7	.5		.6	1.5	.4	.9	3.3		
621	55	18	31	28	175	29	14	92	77	267	179	TOTAL	571	55	15	31	28	152	29	16	90	55	240	179	TOTAL	3.0	4.8	1.2	1.5	1.4	2.0	2.1	1.2	3.8	2.5	2.7	6.3	
1971	127	186	222	365	969	42	187	273	285	939	63	*WKJF FM	1789	127	175	189	332	892	42	156	224	278	849	48	*WKJF FM	9.3	11.1	14.0	8.9	16.9	11.8	3.1	11.3	9.6	12.7	9.7	1.7	
308			69	16	158			33	29	140	10	*WKPA	278			69		142			33	15	126	10	*WKPA	1.5			3.3		1.9			1.4	.7	1.4	.3	
441		30	16	51	131	73	74	29	30	249	61	WYDD FM	392		22	16	30	102	73	74	16	30	229	61	WYDD FM	2.0			1.8	.8	1.5	1.4	5.4	5.4	.7	1.4	2.6	2.1
482		23	32	121	176	42	34	99	44	290	16	*WLQA	482		23	32	121	176	42	34	99	44	290	16	*WLQA	2.5			1.8	1.5	6.2	2.3	3.1	2.5	4.2	2.0	3.3	.6
714	48	88	49	112	308	21	63	112	166	398	13	WLQA FM	673	48	88	49	107	303	21	53	112	135	357	13	WLQA FM	3.5	4.2	7.0	2.3	5.5	4.0	1.5	3.8	4.8	6.2	4.1	.5	
1043	48	88	61	165	353	63	83	194	210	621	29	TOTAL	997	48	88	81	159	387	63	74	194	179	581	29	TOTAL	5.2	4.2	7.0	3.8	8.1	5.1	4.6	5.4	8.3	8.2	6.6	1.0	
218			22		22	18		35	40	126	70	*WMBA	218			22		22	18		35	40	126	70	*WMBA	1.1			1.0		.3	1.3		1.5	1.8	1.4	2.4	
888		22	170	137	450			161	130	387	51	*WNUF FM	766		22	132	137	394			128	116	340	32	*WNUF FM	4.0		1.8	6.2	7.0	5.2			5.5	5.3	3.9	1.1	
802	24	22	50	35	182	21	44	114	228	588	32	*WPIT	588	24	22	32	19	131	21	34	84	147	425	32	*WPIT	3.1	2.1	1.8	1.5	1.0	1.7	1.5	2.5	3.6	6.7	4.9	1.1	
374	24		20	19	136		3	44	52	238		WPIT FM	315	24		16	19	132			26	18	183		WPIT FM	1.6	2.1		.8	1.0	1.7			1.1	.8	2.1		
3439	134	326	456	392	1342	294	367	514	287	1774	323	*WTAE	3119	134	268	408	343	1187	277	339	481	232	1603	323	*WTAE	16.2	11.7	21.4	19.2	17.5	15.7	20.4	24.6	20.5	10.6	18.3	11.3	
396		15	16	35	66		8	141	97	330		WTAE FM	375		15	16	30	61			8	137	91	314		WTAE FM	2.0		1.2	.8	1.5	.8		.6	5.8	4.1	3.6	
5261	250	444	795	797	2537	245	365	683	711	2400	324	WWSW	4954	250	384	761	744	2383	228	358	644	678	2260	311	WWSW	25.9	21.9	30.7	35.8	38.0	31.6	16.8	25.9	27.5	30.9	25.8	10.9	
1354		128	127	268	603	57	110	225	252	699	52	WWSW FM	1137		88	102	226	496	57	87	216	208	604	37	WWSW FM	5.9		7.0	4.8	11.5	6.6	4.2	6.3	9.2	9.5	6.9	1.3	
547	42			38	154	1																																

CUME Listening Estimates

PITTSBURGH
APRIL/MAY 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS -- TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS -- METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS -- METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN						
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34
14712	444	1011	2142	1767	6539	774	1172	1813	1638	6657	1516	KOKA	10798	371	710	1581	1288	4762	481	855	1373	1290	4892	1144	KOKA	56.1	30.0	55.3	75.5	66.0	62.3	35.3	60.5	59.5	58.5	55.4	40.2	
1598	22	102	187	157	584	37	84	231	260	948	66	KOKA FM	1224	22	88	128	106	460	24	79	147	218	707	57	KOKA FM	6.4	1.8	6.8	6.1	5.4	6.0	1.8	5.6	6.4	10.0	8.1	2.0	
5981	767	423	327	176	1748	918	393	556	127	2115	2118	KQV	5685	757	372	327	164	1675	838	389	540	127	2015	1995	KQV	29.5	61.2	28.9	15.6	8.4	21.9	61.5	27.5	23.4	5.0	23.0	69.9	
446	25	46	56	52	179	43	20	71	51	185	82	*WAMO	406	25	41	41	52	159	29	20	71	51	171	76	*WAMO	2.1	2.0	3.2	2.0	2.7	2.1	2.1	1.4	3.1	2.3	2.0	2.7	
402	30	44	34	108	24	39	88	26	214	80	WAMO FM	355	22	35	20	77	24	39	76	26	202	76	WAMO FM	1.8	1.8	2.7	1.0	1.0	1.8	2.8	3.3	1.3	2.3	2.7				
1029	103	82	85	121	472	162	61	96	93	443	114	*WBVP	988	103	63	85	121	453	140	61	96	93	421	114	*WBVP	5.1	8.3	4.9	4.1	6.2	5.9	10.3	4.3	4.2	4.2	4.8	4.0	
2755	659	111	76	858	480	43	163	60	746	1151	NDVE	2302	535	89	61	685	437	39	151	39	666	951	NDVE	12.0	43.2	6.9	2.9	9.0	32.1	2.8	6.5	1.8	7.6	33.3				
2568	80	188	556	216	1178	91	247	384	277	1248	142	*WEEP	2015	80	100	422	202	913	78	154	302	227	1008	94	*WEEP	10.5	6.5	7.8	20.1	10.4	12.0	5.7	10.9	13.1	10.4	11.5	3.3	
615	22	51	63	71	241	24	50	115	47	309	65	WEEP FM	510	22	41	41	71	209	24	39	66	39	241	60	WEEP FM	2.7	1.8	3.2	2.0	3.6	2.7	1.8	2.8	2.3	1.4	2.8	2.1	
2866	80	215	599	254	1286	115	270	445	277	1405	175	WEEP TOTAL	2229	80	118	443	240	990	102	173	319	227	1117	122	WEEP TOTAL	11.6	6.5	9.2	21.1	12.3	13.0	7.5	12.2	13.8	10.4	12.8	4.3	
764	18	18	131	76	298	43	43	113	112	337	129	*WHJB	556	18	18	109	15	215	29	38	77	59	229	112	*WHJB	2.9	1.5	1.4	5.2	.8	2.8	2.1	2.7	3.3	2.7	2.6	3.9	
102				31	31			13	26	65	6	*WOKU	96			31	31				13	26	65		*WOKU	.5			1.6	.4			.6	1.2	.7			
2608	306	168	111	39	624	543	153	263	12	971	1013	WIXZ	2276	306	154	111	27	598	516	153	205	12	886	792	WIXZ	11.8	24.7	12.0	5.3	1.4	7.8	37.9	10.8	8.9	.5	10.1	27.8	
2615	109	130	329	245	995	73	174	259	495	1433	187	WJAS	2473	109	130	329	225	975	73	154	246	456	1346	152	WJAS	12.9	8.8	10.1	15.7	11.5	12.8	5.4	10.9	10.7	20.8	15.4	5.3	
303	47	20	14	81	78			11	57	199	23	WJAS FM	214	18	20	14	52	78		11	29	162		WJAS FM	1.1		1.4	1.0	.7	.7	5.7		.5	1.3	1.9			
265	39			22	27	88		17	43	24	127	50	*WJPA	262	39		22	27	88		17	43	24	124	50	*WJPA	1.4	3.2		1.1	1.4	1.2		1.2	1.9	1.1	1.4	1.8
37				11	11				26	26		50	*WJPA FM	35			11					24	24	50		*WJPA FM	.2			.5		.1				1.1	1.3	
290	39			22	27	88		17	43	49	152	50	WJPA TOTAL	286	39		22	27	88		17	43	48	148	50	WJPA TOTAL	1.5	3.2		1.1	1.4	1.2		1.2	1.9	2.2	1.7	1.8
2121		241	223	375	969	31	141	371	371	1113	39	*WKJF	1753		191	171	331	815	24	118	293	291	922	16	*WKJF	9.1		14.9	8.2	17.0	10.7	1.8	8.4	12.7	13.3	10.5	.6	
286	53	14	44	28	139	24	19	13	54	110	37	*WKPA	226	53		44	15	112	24	19	13	33	89	25	*WKPA	1.2	4.3		2.1	.8	1.5	1.8	1.3	.6	1.5	1.0	.9	
471	66	54	81	15	216	60	58	92	29	239	16	WYOD	425	40	41	81	15	177	53	58	92	29	232	16	WYOD	2.2	3.2	3.2	3.9	.8	2.3	3.9	4.1	4.0	1.3	2.7	.1	
498		100	61	114	309		19	30	77	177	12	*WLOA	469		71	61	114	280		19	30	77	177	12	*WLOA	2.4		5.5	2.9	5.8	3.7		1.3	1.3	3.5	2.0	.1	
1109	62	24	224	111	443	54	95	244	132	604	62	WLOA FM	1014	62	24	161	111	380	54	95	212	132	572	62	WLOA FM	5.3	5.0	1.9	7.7	5.7	5.0	4.0	6.7	9.2	6.0	6.5	2.1	
1510	62	100	266	197	680	54	114	274	184	756	74	WLOA TOTAL	1386	62	71	203	197	588	54	114	242	184	724	74	WLOA TOTAL	7.2	5.0	5.5	9.7	10.1	7.7	4.0	8.1	10.5	8.4	8.3	2.1	
283		32		24	110		20		62	82	91	*WMBA	283		32		24	110						91	*WMBA	1.5		2.5		1.2	1.4		1.4		2.8	.9	3.2	
963	18	85	201	192	496	14	19	202	150	451	16	*WNUF	759	18	71	161	167	417		19	144	139	326	16	*WNUF	3.9	1.5	5.5	7.7	8.6	5.5		1.3	6.2	6.3	3.7	.6	
924	42	29	37	139	344	3	74	106	213	563	17	*WPIT	510	22		21	42	167		19	78	92	343		*WPIT	2.7	1.8		1.0	2.2	2.2		1.3	3.4	4.2	3.9		
396		18	21	42	148		19	58	72	248		*WPIT FM	350		18	21	42	148		19	58	26	202		*WPIT FM	1.8		1.4	1.0	2.2	1.9		1.3	2.5	1.2	2.3		
4128	86	259	467	598	1785	195	375	463	700	2083	260	*WTAE	4059	86	254	467	586	1768	195	371	438	691	2045	246	*WTAE	21.1	7.0	19.8	22.3	30.0	23.1	14.3	26.3	19.0	31.6	23.4	8.1	
622	22	18	61	58	217	54	47	96	126	347	58	WTAE FM	604	22	18	61	58	214	54	39	96	119	332	58	WTAE FM	3.1	1.8	1.4	2.9	3.0	2.8	4.0	2.8	4.2	5.4	3.8	2.1	
5282	188	509	860	777	2498	219	449	926	541	2400	384	WNSW	4886	183	407	806	751	2269	219	409	843	530	2266	351	WNSW	25.4	14.8	31.7	38.5	38.5	29.7	16.1	28.9	36.5	24.2	25.9	12.3	
1869	89	165	267	210	791	24	244	300	256	948	130	WNSW FM	1593	89	130	244	163	675	24	195	233	214	788	130	WNSW FM	8.3	7.2	10.1	11.6	8.4	8.8	1.8	13.8	10.1	9.8	9.0	4.6	
770	195	24	47	28	353	122	22	58	26	259	158	*WZUM	770	195	24	47	28	353	122	22	58	26	259	158	*WZUM	4.0	15.8	1.9	2.2	1.4	4.6	9.0	1.6	2.5	1.2	3.0	5.5	
669		18	101	99	260		58	103	131	316	93	*WASP	204		18	22	41	81		19	44	36	123		*WASP	1.1		1.4	1.1	2.1	1.1		1.3	1.9	1.6	1.4		
2195	86	168	363	228	964	172	176	239	293	1075	156	WNSV	438	38	18	86	25	220	29	34	24	68	201	17	WNSV	2.3	3.1	1.4	4.1	1.3	2.9	2.1	2.4	1.0	3.1	2.3	.6	
302	54	16	17	40	158																																	

CUME Listening Estimates

PITTSBURGH
OCT/NOV 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA															
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17		
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34
13875	686	1093	1649	1742	6040	691	1245	1650	1623	6520	1315	KOKA	9652	434	737	1304	1238	4310	461	774	1283	1175	4497	845	KOKA	49.6	34.7	55.3	61.1	65.6	56.2	31.2	52.9	54.9	55.0	50.5	29.2		
2427	56	120	228	226	895	52	218	399	495	1454	78	KOKA FM	1955	56	87	154	124	638	52	218	337	423	1268	49	KOKA FM	18.0	4.5	6.5	7.2	6.6	8.3	3.5	14.9	14.4	19.0	14.2	1.7		
6142	705	569	198	237	1800	1138	294	531	275	2333	2009	KQV	5619	662	569	198	203	1723	955	266	493	275	2084	1812	KQV	28.8	53.0	42.7	9.3	10.8	22.5	64.6	18.2	21.1	12.0	23.4	62.6		
496	13		59		87	86	50	39	21	262	147	*WAMO	441	13		42		70	48	50	39	21	224	147	*WAMO	2.3	1.0				.9	3.2	3.4	1.7	1.0	2.5	5.1		
549	70		38	90	198	103	27	40	44	214	137	WAMO FM	352	70		21	55	146	26	17	18	30	91	115	WAMO FM	1.8	5.6				1.0	2.9	1.9	1.8	1.2	.8	1.4	1.0	4.0
543	21	38	86		190	60	18	64	89	231	122	*WBVP	543	21	38	86		190	60	18	64	89	231	122	*WBVP	2.8	1.7	2.9	4.0		2.5	4.1	1.2	2.7	4.2	2.6	4.2		
3246	846	184	64		1116	569	114	85	59	851	1279	MOVE	2606	580	151	64		817	569	99	77	59	828	961	MOVE	13.4	46.4	11.3	3.0		10.6	38.5	6.8	3.3	2.8	9.3	33.2		
2224	77	205	490	166	960	240	183	329	298	1121	143	*WEEP	1648	35	160	399	166	782	136	162	225	209	803	63	*WEEP	8.5	2.8	12.0	18.7	8.8	10.2	9.2	11.1	9.6	9.8	9.0	2.2		
1028		28	198	107	351	112	76	139	163	509	88	WEEP FM	716		28	154	74	274	80	55	109	118	409	33	WEEP FM	3.7		2.1	7.2	3.9	3.6	5.4	3.8	4.7	5.9	4.6	1.1		
398	61			13	74	39		42	58	247	77	*WESA	147	61			13	74		42	15	57	16	*WESA	.8	4.9			.7	1.0			1.8	.7	.6	.9			
354		18	21	32	71	119		22	35	151	92	WESA FM	285		18	21	32	71		22	35	151	92	62	WESA FM	1.5		1.4	1.0	1.7	.9	5.4	1.5	1.5	.7	1.7	2.1		
725	61	18	21	32	132	158	22	63	73	424	169	TOTAL	406	61	18	21	32	132	80	22	63	30	195	78	TOTAL	2.1	4.9	1.4	1.0	1.7	1.7	5.4	1.5	2.7	1.4	2.2	2.7		
933	35	154	47	290	83	45	177	116	456	187	*WVJB	826	35	154	47	290	44	45	147	116	387	149	*WVJB	4.2		2.6	7.2	2.5	3.8	3.8	3.1	6.3	5.4	4.3	5.1				
167	18	76		94		22	51		73			WOKU	159	18	76		94		22	43		65		WOKU	.8		1.4	3.6		1.2		1.5	1.8		.7				
3034	495	346	89	18	948	764	207	156	15	1142	944	WIXZ	2366	325	280	61	18	684	622	151	126	15	914	768	WIXZ	12.1	26.0	21.0	2.9	1.0	8.9	42.1	10.3	5.4	.7	10.3	26.9		
2888	85	75	342	356	1120	82	58	461	543	1588	100	WJAS	2615	85	75	328	267	1017	82	58	444	521	1498	100	WJAS	13.4	6.8	5.6	15.4	14.1	13.3	5.5	4.0	19.0	24.4	16.8	3.5		
915	126	211	21	55	456	78	68	83	45	401	58	WJAS FM	692	126	149	21	55	394	78	40	55	45	265	33	WJAS FM	3.6	10.1	11.2	1.0	2.9	5.1	5.3	2.7	2.4	2.1	3.0	1.1		
296	40	41	21	13	149	32	71	28		131	16	*WJPA	296	40	41	21	13	149	32	71	28		131	16	*WJPA	1.5	3.2	3.1	1.0	.7	1.9	2.2	4.9	1.2		1.5	.6		
97	10			13	23	32		42	74			WJPA FM	97	10			13	23	32		42	74		62	WJPA FM	.5		.8		.7	.3	2.2		2.0		.8			
352	40	41	21	26	163	32	71	28	42	173	16	TOTAL	352	40	41	21	26	163	32	71	28	42	173	16	TOTAL	1.8	3.2	3.1	1.0	1.4	2.1	2.2	4.9	1.2	2.0	1.9	.6		
2368	98	74	420	310	1049	148	197	435	387	1286	33	WKJF	2028	98	74	331	240	890	148	155	378	305	1105	33	WKJF	10.4	7.8	5.6	15.5	12.7	11.6	10.0	10.6	16.2	14.3	12.4	1.1		
436		18	83	83	206	52	39	40	59	214	16	*WKPA	419		18	83	66	189	52	39	40	59	214	16	*WKPA	2.2		1.4	3.9	3.5	2.5	3.5	2.7	1.7	2.8	2.4	.		
657	56	64	165	92	399	52	17	74	75	242	16	*WLOA	657	56	64	165	92	399	52	17	74	75	242	16	*WLOA	3.4	4.5	4.8	7.7	4.9	5.2	3.5	1.2	3.2	3.5	2.7	.4		
1036	28	91	125	92	440	52	55	225	120	547	49	WLOA FM	945	28	58	125	92	407	52	55	183	120	505	33	WLOA FM	4.9	2.2	4.4	5.9	4.9	5.3	3.5	3.8	7.8	5.6	5.7	1.1		
1473	84	114	248	148	721	78	72	262	179	686	65	TOTAL	1381	84	81	248	148	688	78	72	220	179	644	49	TOTAL	7.1	6.7	6.1	11.6	7.8	9.0	5.3	4.9	9.4	8.4	7.2	1.7		
774			57	206	263	26	17	184	191	418	93	*WNUF	523			19	87	106	26	17	132	163	338	79	*WNUF	2.7			.9	4.6	1.4	1.8	1.2	5.6	7.6	3.8	2.7		
466			28	160	224		18	70	67	216	26	*WPIT	231				92	128		18	40	45	103		*WPIT	1.2				4.9	1.7		1.2	1.7	2.1	1.2			
338			40	97	177		22	21	59	161		WPIT FM	338			40	97	177		22	21	59	161		WPIT FM	1.7				1.9	5.1	2.3		1.5	.9	2.8	1.8		
5105	288	349	799	613	2403	200	350	546	573	2140	562	*WTAE	4969	288	349	756	613	2360	200	350	508	573	2102	507	*WTAE	25.5	23.1	26.2	35.4	32.5	30.8	13.5	23.9	21.7	26.8	23.6	17.5		
1025		40	76	156	363	22	94	127	178	616	46	WTAE FM	800		10	76	121	250	22	73	127	163	504	46	WTAE FM	4.1		.8	3.6	6.4	3.3	1.5	5.0	5.4	7.6	5.7	1.0		
5573	98	430	850	1023	2532	174	497	828	644	2687	354	WNSW	5103	98	430	789	840	2288	174	497	790	631	2461	354	WNSW	26.2	7.8	32.3	37.0	44.5	29.8	11.8	34.0	33.8	29.5	27.6	12.2		
2097	79	84	322	344	912	100	236	281	333	1120	65	WNSW FM	1718	63	28	300	311	785	100	157	204	288	868	65	WNSW FM	8.8	5.0	2.1	14.1	16.5	10.2	6.8	10.7	8.7	13.5	9.7	2.2		
321	75	87		18	180	22	72			94	47	WYOO	288	56	87		18	161	22	72			94	33	WYOO	1.5	4.5	6.5		1.0	2.1	1.5	4.9			1.1	1.1		
682	204	23	42		291	130	33	55	30	295	96	*WZUM	668	204	23	42		291	130	33	55	30	295	82	*WZUM	3.4	16.3	1.7	2.0		3.8	8.8	2.3	2.4	1.4	3.3	2.8		
553	13	43	75	27	158		28	142	87	365	30	*WASP	181	13	10	19	27	69					112		*WASP	.9	1.0	.8	.9	1.4	.9			4.8		1.3			
2343	90	162	399	305	1154	40	151	294	338	1050	139	WVVA	569																										

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA																		
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	TEENS 12-17								
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49
15448	708	1054	1854	1899	6546	931	1035	1954	2118	7377	1525	KOKA	10923	446	736	1384	1372	4629	493	711	1463	1454	5132	1162	KOKA	55.6	31.2	57.1	71.2	67.7	59.2	32.7	48.0	67.6	62.6	56.8	41.5							
1979	29	106	221	245	757	67	155	344	294	1129	93	KOKA FM	1666	29	106	163	245	699	36	90	272	256	923	44	KOKA FM	8.5	2.0	8.2	8.4	12.1	8.9	2.4	6.1	12.6	11.0	10.2	1.6							
3742	512	309	120	146	1168	736	495	196	212	1772	802	KQV	3411	420	309	120	98	1005	709	448	196	164	1650	756	KQV	17.4	29.4	24.0	6.2	4.8	12.9	47.1	30.2	9.1	7.1	18.3	27.0							
613		62	31	51	144	55	86	98	36	313	156	*WAMO	569		62	31	51	144	55	62	98	16	269	156	*WAMO	2.9		4.8	1.6	2.5	1.8	3.7	4.2	4.5	.7	3.0	5.6							
678	63	45	46		174	129	77	84		366	138	WAMO FM	608	32	45	46		143	90	77	84		327	138	WAMO FM	3.1	2.2	3.5	2.4		1.8	6.0	5.2	3.9		3.6	4.9							
899	58	31	76	140	381	83	31	111	121	365	153	*WBVP	809	58	31	76	115	356	18	31	111	121	300	153	*WBVP	4.1	4.1	2.4	3.9	5.7	4.6	1.2	2.1	5.1	5.2	3.3	5.5							
265			30	24	92		15	44	30	89	84	*WBVP FM	202			30		68		15	28	30	73	61	*WBVP FM	1.0			1.5		.9		1.0	1.3	1.3	.8	2.2							
2598	553	220		17	790	707	121	57	45	930	878	WOVE	1976	407	220		17	644	465	121	42	15	643	689	WOVE	10.1	28.5	17.1		.8	8.2	30.9	8.2	1.9	.6	7.1	24.6							
231	58	14			111		53	14	15	120		*WEEO	207	58	14			111		29	14	15	96		*WEEO	1.1	4.1	1.1			1.4		2.0	.6	.6	1.1								
2276	94	273	325	248	998	129	368	267	343	1217	61	*WEEP	1364	94	273	325	227	734	67	121	174	161	599	31	*WEEP	6.9	4.1	10.9	12.9	11.2	9.4	4.4	8.2	8.0	6.9	6.6	1.1							
810	39	143	74	47	322	103	98	118	93	450	38	WEEP FM	580	29	74	74	47	243	67	60	64	93	322	15	WEEP FM	3.0	2.0	5.7	3.8	2.3	3.1	4.4	4.1	3.0	4.0	3.6	.9							
1187	50	82	149	141	505	118	93	156	211	629	53	*WMJB	904	50	82	105	116	408	16	66	137	173	443	53	*WMJB	4.6	3.5	4.2	5.4	5.7	5.2	1.1	4.5	6.3	7.9	4.9	1.9							
1095	200	120	15	17	352	189	181	42	46	477	266	WIXZ	993	169	120	15	17	321	189	156	42	46	452	220	WIXZ	5.1	11.8	9.3	.8	.8	4.1	12.5	10.5	1.9	2.0	5.0	7.9							
261			17	91	108	40		45	34	153		*WJPA	227			17	91	108	40		45	34	119		*WJPA	1.2			.9	4.5	1.4	2.7		2.1	1.9	1.3								
54			18	18						36		*WJPA FM	54			18	18					17	36		*WJPA FM	.3			.9	.2					.7	.4								
315			17	109	126	40		45	50	188		*WJPA TOTAL	281			17	109	126	40		45	50	154		*WJPA TOTAL	1.4			.9	5.4	1.6	2.7		2.1	2.2	1.7								
284			17	58	139			60	15	128	17	*WKEG	165			17	35	52			60	15	96	17	*WKEG	.8			.9	1.7	.7			2.8	.6	1.1	.6							
2650	87	109	292	311	1062	115	172	349	487	1370	218	WKOI	2016	87	109	232	198	733	88	172	307	366	1065	218	WKOI	10.3	6.1	6.3	11.9	9.8	9.4	5.8	11.6	14.2	15.8	11.8	7.8							
352	29	15	60	143	16	13	26	100	209			*WKPA	352	29	15	60	143	16	13	26	100	209		*WKPA	1.8		2.2	.8	3.0	1.8	1.1	.9	1.2	4.3	2.3									
6309	1029	383	345	68	1825	994	510	428	298	2306	2178	WKTQ	5669	925	383	345	68	1721	873	510	410	217	2086	1862	WKTQ	28.8	64.8	29.7	17.8	3.4	22.0	58.0	34.4	18.9	9.3	23.1	66.9							
399	58	15	47	137				96	59	231	31	*WLOA	399	58	15	47	137			96	59	231	31	*WLOA	2.0	4.1		.8	2.3	1.8			4.4	2.9	2.6	1.1								
540	29	32	59	62	201	54	46	92	76	324	15	*WLOA FM	503	29	32	59	62	201	54	46	92	76	287	15	*WLOA FM	2.6	2.0	2.5	3.0	3.1	2.6	3.6	3.1	4.3	3.3	3.2	.5							
913	87	32	59	109	323	54	46	177	135	544	46	*WLOA TOTAL	876	87	32	59	109	323	54	46	177	135	507	46	*WLOA TOTAL	4.5	6.1	2.5	3.0	5.4	4.1	3.6	3.1	8.2	5.8	5.6	1.6							
210	29		49	78				56	15	71	61	*WMBA	210	29		49	78			56	15	71	61	*WMBA	1.1	2.0			2.4	1.0			2.6	.6	.8	2.2								
985	61	227	75	437	56	62	191	144	491	57	*WNUF	760	61	148	50	333	18	62	132	120	370	57	*WNUF	3.9		4.7	7.6	2.5	4.3	1.2	4.2	6.1	5.2	4.1	2.0									
2752	285	195	130	107	756	536	77	154	262	1105	891	WPEZ	1666	194	169	74	82	558	259	77	66	193	671	437	WPEZ	8.5	13.6	13.1	3.8	4.0	7.1	17.2	5.2	3.0	8.3	7.4	15.6							
463	14	31	31	133		15	123	104	330			*WPIT	309	14	31	31	133			15	98	63	176		*WPIT	1.6		1.1	1.6	1.5	1.7		1.0	4.5	2.7	1.9								
257	28	16		80		15	26	15	177			*WPIT FM	181	16			52			15	26	15	129		*WPIT FM	.9		1.2			.7		1.0	1.2	.6	1.4								
204	25	26		51	60	43	12		115	38	*MQTW	120	25	26		51	31	13	12		56	13	*MQTW	.6	1.8		1.3		.7	2.1	.9	.6		.6	.5									
2142	108	200	197	147	729	205	178	280	384	1198	215	WSHM	1895	108	173	197	147	702	141	152	262	364	1070	123	WSHM	9.6	7.6	13.4	10.1	7.3	9.0	9.4	10.3	12.1	15.7	11.8	4.4							
4580	367	410	526	588	2145	373	400	418	563	2067	368	WTAE	4209	337	383	505	564	1979	323	376	401	539	1885	345	WTAE	21.4	23.6	29.7	26.0	27.8	25.3	21.4	25.4	18.5	23.2	20.9	12.3							
849	83	88	28	120	358	58	54	96	126	372	119	WTAE FM	724	83	88	28	95	333	18	15	96	105	272	119	WTAE FM	3.7	5.8	6.8	1.4	4.7	4.3	1.2	1.0	4.4	4.5	3.0	4.2							
307	27	34	74	168	16	43	26	39	124	15	*WTRA	227	27	13	45	118	16	13	26	39	94	15	*WTRA	1.2		2.1	.7	2.2	1.5	1.1	.9	1.2	1.7	1.0	.5									
5115	138	248	795	894	2521	88	338	574	648	2260	334	WMSW	4794	138	220	734	834	2372	88	309	549	597	2088	334	WMSW	24.4	9.7	17.1	37.8	41.1	30.4	5.8	20.9	25.4	25.7	23.1	11.9							
1433	322	118	28	31	499	330	44	56	31	461	473	WYOO	1188	233	108	28	31	400	228	44	56	31	359	429	WYOO	6.0	16.3	8.4	1.4	1.5	5.1	15.1	3.0	2.6	1.3	4.0	15.3							
578	89	29	44	81	282	36	15	42	59	171	125	*WZUM	547	89	29	44	81	251	36	15	42	59	171	125	*WZUM	2.8	4.1	2.2	2.3	4.0	3.2	2.4	1.0	1.9	2.5	1.9	4.5							
-----													-----													-----																		
776		17	68	117	310		64	75	176	466		*WASP	345		17	47	67	171			64		94	174		*WASP	1.8		1.3	2.4	3.3	2.2		4.3		4.0	1.9							
2233		267	199	298	1083	72	195	200	350	1013	137	WVVA	418		31	32	106	190	18	17	57	81	213	15	WVVA	2.1		2.4	1.6	5.2	2.4	1.2	1.1	2.6	3.5	2.4	.5							
176		29	8	26	127			12	37	49		WVVA FM	15									15	15		WVVA FM	.1								.6	.2									
2240		267	206	298	1090	72	195	200	350	1013	137	WVVA TOTAL	418		31	32	106	190	18	17	57	81	213	15	WVVA TOTAL	2.1		2.4	1.6	5.2	2.4	1.2	1.1	2.6	3.5	2.4	.5							
TOTAL LISTENING IN METRO SURVEY AREA													18709	1312	1242	1883																												

CUME Listening Estimates

PITTSBURGH
APRIL/MAY 1974

MONDAY-FRIDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17						
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49				50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24				25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64		TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+
14854	666	1069	1600	1967	6338	804	1190	1786	2041	7211	1305	KOKA	10911	437	790	1165	1516	4756	458	805	1314	1634	5238	917	KOKA	55.5	30.6	61.2	60.0	74.8	60.9	30.4	54.4	60.7	70.4	58.0	32.7
1805	34	66	157	164	669	61	52	315	237	1019	117	KOKA FM	1441	34	66	120	149	586	19	52	261	194	778	77	KOKA FM	7.3	2.4	5.1	6.2	7.4	7.5	1.3	3.5	12.1	8.4	8.6	2.7
2752	295	241	205	120	888	665	239	233	82	1273	591	KQV	2623	260	241	205	120	853	621	234	226	82	1212	958	KQV	13.3	18.2	18.7	10.6	5.9	10.9	41.2	15.8	10.4	3.5	13.4	19.9
679	125	89	11	44	269	106	41	98	25	270	140	*WAMO	668	125	89		44	258	106	41	98	25	270	140	*WAMO	3.4	8.8	6.9		2.2	3.3	7.0	2.8	4.5	1.1	3.0	5.0
635		35		15	77	86	95	68	92	379	179	WAMO FM	630		35		15	77	86	95	66	89	374	179	WAMO FM	3.2		2.7		.7	1.0	5.7	6.4	3.0	3.8	4.1	6.4
675	100	64	44	65	330	21	41	85	71	308	37	WBVP	597	71	64	15	45	252	21	41	85	71	308	37	WBVP	3.0	5.0	5.0	.8	2.2	3.2	1.4	2.8	3.9	3.1	3.4	1.3
2621	619	178	42	29	868	598	161	82	27	868	885	WOVE	1919	475	115	42	29	661	401	98	73	14	586	672	WOVE	9.8	33.3	8.9	2.2	1.4	8.5	26.6	6.6	3.4	.6	6.5	24.0
708	67	92	14	14	187	203	129	47	29	449	72	*WEOO	668	67	92	14	14	187	183	109	47	29	409	72	*WEOO	3.4	4.7	7.1	.7	.7	2.4	12.2	7.4	2.2	1.2	4.5	2.6
1754	135	196	274	164	824	77	296	205	134	872	58	*WEEP	1249	17	111	235	137	555	69	146	177	131	683	11	*WEEP	6.4	1.2	8.6	12.1	6.8	7.1	4.6	9.9	8.2	5.6	7.6	.4
700	52	32	143	57	297	25	115	115	70	366	37	WEEP FM	411	34	15	133	50	232		66	47	27	167	12	WEEP FM	2.1	2.4	1.2	6.8	2.5	3.0		4.5	2.2	1.2	1.8	.4
2296	164	228	385	185	1030	102	381	309	204	1171	95	WEEP FM TOTAL	1511	34	126	336	152	703	69	186	212	158	785	23	WEEP FM TOTAL	7.7	2.4	9.8	17.3	7.5	9.0	4.6	12.6	9.8	6.8	8.7	.8
922	68	39	103	96	385	59	52	111	160	441	96	WHJB	789	62	38	87	84	338	49	48	83	130	363	88	WHJB	4.0	4.3	2.9	4.5	4.1	4.3	3.3	3.2	3.8	5.6	4.0	3.1
521	10	31	32	104	184	80	27	49	112	310	27	WIXZ	503		31	32	104	167	80	26	49	112	309	27	WIXZ	2.6		2.4	1.6	5.1	2.1	5.3	1.8	2.3	4.8	3.4	1.0
305	16	14	13	27	95	37	12		89	199	11	WJPA	305	16	14	13	27	95	37	12		89	199	11	WJPA	1.6	1.1	1.1	.7	1.3	1.2	2.5	.8		3.8	2.2	.4
70		9	13		22		10		25	37	11	WJPA FM	49			13		13				25	25	11	WJPA FM	.2			.7		.2				1.1	.3	.4
351	16	23	26	27	117	37	22		89	211	22	WJPA FM TOTAL	330	16	14	26	27	108	37	12		89	199	22	WJPA FM TOTAL	1.7	1.1	1.1	1.3	1.3	1.4	2.5	.8		3.8	2.2	.8
339	32	30	13		126	19	45	36	41	205	8	*WKEG	305	32	30	13		126	19	39	22	38	179		*WKEG	1.6	2.2	2.3	.7		1.6	1.3	2.6	1.0	1.6	2.0	
1783	57	80	186	218	833	33	121	228	276	871	79	WKOI	1497	34	77	147	183	689	21	97	201	214	735	73	WKOI	7.6	2.4	6.0	7.6	9.0	8.8	1.4	6.5	9.3	9.2	8.1	2.6
168			14	46	87	20			61	81		*WKPA	168			14	46	87	20			61	81		*WKPA	.9			.7	2.3	1.1	1.3			2.6	.9	
5065	809	185	191	70	1255	992	328	412	203	1979	1831	WKTQ	4340	670	161	169	58	1058	814	279	369	203	1709	1573	WKTQ	22.1	46.9	12.5	8.7	2.9	13.5	54.1	18.8	17.1	8.7	18.9	56.2
555		54	72	87	323	17	14	46	133	232		*WLOA	555		54	72	87	323	17	14	46	133	232		*WLOA	2.8		4.2	3.7	4.3	4.1	1.1	.9	2.1	5.7	2.6	
617	17	64	46	78	232	42	67	161	115	385		WLOA FM	549	17	50	46	72	212		67	161	109	337		WLOA FM	2.8	1.2	3.9	2.4	3.6	2.7		4.5	7.4	4.7	3.7	
1058	17	99	118	150	494	59	67	195	220	564		WLOA FM TOTAL	990	17	85	118	144	474	17	67	195	215	515		WLOA FM TOTAL	5.0	1.2	6.6	6.1	7.1	6.1	1.1	4.5	9.0	9.3	5.7	
312		16	44	30	117		13	36	112	183	12	*WMBA	312		16	44	30	117		13	36	112	183	12	*WMBA	1.6		1.2	2.3	1.5	1.5		.9	1.7	4.8	2.0	.4
841		31	78	199	428		13	108	191	413		*WNUF	710		31	78	163	382		13	99	123	328		*WNUF	3.6		2.4	4.0	8.0	4.9		.9	4.6	5.3	3.6	
3139	493	161	43	8	705	514	169	204	95	1026	1408	WPEZ	1938	244	133	14		391	375	114	121	41	678	869	WPEZ	9.9	17.1	10.3	.7		5.0	24.9	7.7	5.6	1.8	7.5	31.0
526		15	73	65	208		19	48	94	318		*WPIT	364		15	47	44	161		13	46	36	203		*WPIT	1.9		1.2	2.4	2.2	2.1		.9	2.1	1.6	2.2	
2507	69	138	314	342	1041	109	172	430	423	1384	82	WSHH	2327	69	134	291	314	943	109	167	416	423	1318	66	WSHH	11.8	4.8	10.4	15.0	15.5	12.1	7.2	11.3	19.2	18.2	14.6	2.4
2762	188	321	293	197	1081	183	398	259	319	1353	328	WTAE	2627	188	311	293	159	1033	161	357	245	316	1273	321	WTAE	13.4	13.2	24.1	15.1	7.8	13.2	10.7	24.1	11.3	13.6	14.1	11.5
621	85	37	49	44	242	56	81	35	41	307	72	WTAE FM	520	85	35	49	44	240	56	39	35	41	242	38	WTAE FM	2.6	6.0	2.7	2.5	2.2	3.1	3.7	2.6	1.6	1.8	2.7	1.4
4268	68	236	754	664	2088	80	249	621	613	2032	148	WNSW	4095	68	236	705	635	1973	80	231	605	613	1975	148	WNSW	20.8	4.8	18.3	36.3	31.3	25.2	5.3	15.6	28.0	26.4	21.9	5.3
983	248	75	14		337	186	34	30	61	311	335	WYDD	770	207	52	14		283	156	26	23	58	263	224	WYDD	3.9	14.5	4.8	.7		3.6	10.4	1.8	1.1	2.5	2.9	8.0
463	85	46	29	29	216	100	13	23	41	199	48	*WZUM	463	85	46	29	29	216	100	13	23	41	199	48	*WZUM	2.4	6.0	3.6	1.5	1.4	2.8	6.6	.9	1.1	1.8	2.2	1.7
540		34	53	65	208		65	81	87	321	11	*WASP	239		14	29	31	99		12	34	42	129	11	*WASP	1.2		1.1	1.5	1.5	1.3		.8	1.6	1.8	1.4	.4
1780	146	153	295	205	915	90	136	225	161	739	126	WVVA	189	16		43	18	77	19	26	34	13	112		WVVA	1.0	1.1		2.2	.9	1.0	1.3	1.8	1.6	.6	1.2	
136	3	18	13	12	55	7	6	28	22	69	12	WVVA FM	-1													WVVA FM											
1833	146	157	298	207	930	94	140	233	167	765	138	WVVA FM TOTAL	189	16		43	18	77	19	26	34	13	112		WVVA FM TOTAL	1.0	1.1		2.2	.9	1.0	1.3	1.8	1.6	.6	1.2	
TOTAL LISTENING IN METRO SURVEY AREA												18620	1359	1243	1773	1942	7389	1485	1438	2971	2188	8589	2642														
												94.8	95.2	96.4	91.3	95.8	94.5	98.6	97.1	95.7	94.2	95.1	94.3														

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

AMERICAN RESEARCH BUREAU

DAY PARTS
AVG. & CUME

CUME Listening Estimates

PITTSBURGH
OCT/NOV 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	65-74		18-24	25-34	35-49	50-64	65-74				18-24	25-34	35-49	50-64	65-74		18-24	25-34	35-49	50-64	65-74				18-24	25-34	35-49	50-64	65-74		18-24	25-34	35-49	50-64	65-74	
14733	798	1094	1721	1704	6405	798	1242	1761	1933	7157	1171	KOKA	10343	468	679	1220	1307	4565	403	834	1291	1522	5126	652	KOKA	52.6	31.4	49.5	65.5	64.7	57.9	26.5	53.1	62.7	66.3	56.6	23.9			
1806	86	92	274	303	909	50	155	209	266	883	14	KOKA FM	1480	48	92	231	206	731	50	155	177	219	735	14	KOKA FM	7.5	3.2	6.7	12.4	10.2	9.3	3.3	9.9	8.6	9.5	8.1	.5			
3254	325	436	178	155	1158	664	381	175	193	1475	621	KQV	2955	325	388	154	155	1086	578	296	175	174	1285	584	KQV	15.0	21.8	28.3	8.3	7.7	13.8	38.0	18.8	8.5	7.6	14.2	21.4			
541	112	79	11	36	234	32	76	44	27	198	105	*WAMD	509	112	47	11	36	206	32	76	44	27	198	105	*WAMD	2.6	7.5	3.4	.6	1.8	2.6	2.1	4.8	2.1	1.2	2.2	3.8			
790	81	56	42		207	136	78	86	39	358	225	WAMD FM	766	81	56	27		192	136	69	86	39	349	225	WAMD FM	3.9	5.4	4.1	1.4		2.4	8.9	4.4	4.2	1.7	3.9	8.2			
668	28	38	56	38	224		95	41	142	391	53	*WBVP	668	28	38	56	38	224		95	41	142	391	53	*WBVP	3.4	1.9	2.8	3.0	1.9	2.8		6.0	2.0	6.2	4.3	1.9			
2949	815	198	51	34	1098	657	141	58	43	936	915	WDVE	2129	546	152	51	34	783	495	87	41	24	647	699	WDVE	10.8	36.6	11.1	2.7	1.7	9.9	32.6	5.5	2.0	1.0	7.1	25.6			
890	101	91	61	20	289	146	132	45	70	414	187	*WEDO	773	101	91	61	20	289	146	91	45	70	373	111	*WEDO	3.9	6.8	6.6	3.3	1.0	3.7	9.6	5.8	2.2	3.0	4.1	4.1			
2671	103	251	402	335	1291	83	258	380	428	1287	93	*WEEP	2195	103	149	286	284	1022	83	232	310	339	1102	71	*WEEP	11.2	6.9	10.9	15.4	14.1	13.0	5.5	14.8	15.1	14.8	12.2	2.6			
1122	21	62	204	189	508	15	138	220	91	528	86	WEEP FM	794	21	34	138	149	374	15	113	123	36	351	69	WEEP FM	4.0	1.4	2.5	7.4	7.4	4.7	1.0	7.2	6.0	1.6	3.9	2.5			
3222	103	279	481	442	1505	83	334	490	492	1558	159	+ TOTAL	2551	103	164	366	351	1184	83	284	358	363	1247	120	+ TOTAL	13.0	6.9	11.9	19.6	17.4	15.0	5.5	18.1	17.4	15.8	13.8	4.4			
1188	118	112	113	208	660	63	89	77	204	491	37	*WHJB	897	85	98	70	118	480	63	49	77	133	380	37	*WHJB	4.6	5.7	7.1	3.8	5.8	6.1	4.1	3.1	3.7	5.8	4.2	1.4			
689			139	77	248	61	50	103	123	401	40	WIXZ	654			139	77	248	61	35	103	103	366	40	WIXZ	3.3			7.5	3.8	3.1	4.0	2.2	5.0	4.5	4.0	1.5			
465	26	18	41	73	218		90	78	12	234	13	*WJPA	465	26	18	41	73	218		90	78	12	234	13	*WJPA	2.4	1.7	1.3	2.2	3.6	2.8		5.7	3.8	.5	2.6	.5			
148	18	11			29	19		23		106	13	*WJPA FM	111	18	11			29	19		23		69	13	*WJPA FM	.6		1.3	.6		.4		1.3		1.1	.8	.5			
560	26	36	52	73	247	19	90	88	12	300	13	TOTAL	523	26	36	52	73	247	19	90	88	12	263	13	TOTAL	2.7	1.7	2.6	2.8	3.6	3.1	1.3	5.7	4.3	.5	2.9	.5			
275	26		41	37	120		30	39	86	155		*WKEG	237	26		41	18	101		30	39	67	136		*WKEG	1.2	1.7		2.2	.9	1.3		1.9	1.9	2.9	1.5				
1893	80	119	231	280	796	110	175	291	284	1033	64	WKOI	1454	41	109	231	214	659	77	161	218	182	751	44	WKOI	7.4	2.7	7.9	12.4	10.6	8.4	5.1	10.2	10.6	7.9	8.3	1.6			
290		14	26	84	178		28	10	53	112		*WKPA	290		14	26	84	178		28	10	53	112		*WKPA	1.5		1.0	1.4	4.2	2.3		1.8	.5	2.3	1.2				
6111	803	485	330	51	1701	901	588	489	188	2267	2143	WKTQ	5150	618	427	279	51	1407	769	536	408	169	1983	1760	WKTQ	26.2	41.4	31.1	15.0	2.5	17.9	50.6	34.1	19.8	7.4	21.9	64.4			
366			54	57	143		12	70	65	223		*WLDA	366			54	57	143		12	70	65	223		*WLDA	1.9			2.9	2.8	1.8		.8	3.4	2.8	2.5				
813		65	105	136	344	52	48	120	112	459	10	*WLDA FM	744		48	105	116	307		52	35	120	93	427	10	*WLDA FM	3.8		3.5	5.6	5.7	3.9		3.4	2.2	5.8	4.0	4.7		
1098		65	148	173	455	52	60	190	148	633	10	TOTAL	1029		48	148	153	418		52	47	190	129	601	10	TOTAL	5.2		3.5	7.9	7.6	5.3		3.4	3.0	9.2	5.6	6.6	.4	
780			124	205	389		26	116	126	339	52	*WNUF	492			58	116	234			99	88	258		*WNUF	2.5			3.1	5.7	3.0			4.8	3.8	2.9				
4170	778	130	212	33	1153	574	218	265	135	1192	1025	WPEZ	2323	308	105	139	33	585	265	110	172	99	646	1092	WPEZ	11.8	20.7	7.6	7.5	1.6	7.4	17.4	7.0	8.4	4.3	7.1	40.0			
688		20	132	48	268	24	42	85	238	410	10	*WPIT	548		20	60	48	196	24	28	68	201	342	10	*WPIT	2.8		1.5	3.2	2.4	2.5	1.6	1.8	3.3	8.8	3.8	.4			
185	21	29	32	29	111			10	12	64	10	*WPSL	185	21	29	32	29	111			10	12	64	10	*WPSL	.9	1.4	2.1	1.7	1.4	1.4			.5	.5	.7	.4			
2629	116	140	391	474	1238	83	190	416	441	1344	47	WSHH	2319	116	140	270	435	1078	83	164	370	395	1194	47	WSHH	11.8	7.8	10.2	14.5	21.5	13.7	5.5	10.4	18.0	17.2	13.2	1.7			
4876	516	752	398	462	2391	427	479	360	465	2060	425	WTAE	4355	409	643	354	462	2131	362	353	329	446	1819	405	WTAE	22.2	27.4	46.8	19.0	22.9	27.0	23.8	22.5	16.0	19.4	20.1	14.8			
1127	130	115	122	64	447	154	182	132	110	606	74	WTAE FM	931	130	86	122	48	402	138	101	132	77	476	53	WTAE FM	4.7	8.7	6.3	6.5	2.4	5.1	9.1	6.4	6.4	3.4	5.3	1.9			
268	28		14	57	141	21	16		49	114	13	*WVKS	268	28		14	57	141	21	16		49	114	13	*WVKS	1.4	1.9		.8	2.8	1.8	1.4	1.0		2.1	1.3	.5			
4864	124	354	592	870	2232	159	300	570	911	2289	343	WVSW	4547	124	322	572	794	2104	159	272	537	856	2100	343	WVSW	23.1	8.3	23.5	30.7	39.3	26.7	10.5	17.3	26.1	37.3	23.2	12.6			
980	260	53	14		343	303	31	10	17	382	255	WYDD	825	260	29	14		319	225	19	10	17	292	214	WYDD	4.2	17.4	2.1	.8		4.0	14.8	1.2	.5	.7	3.2	7.8			
473	103	29	43	65	256	61	12	59	24	177	40	*WZUM	473	103	29	43	65	256	61	12	59	24	177	40	*WZUM	2.4	6.9	2.1	2.3	3.2	3.2	4.0	.8	2.9	1.0	2.0	1.5			
510		95	55	110	260	31	30	85	77	250		*WASP	351			55	110	165			30	52	77																	

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
14664	808	1165	1455	2028	6466	760	1169	1655	2107	6864	1334	KOKA	10857	510	859	1137	1377	4729	533	857	1262	1643	5179	949	KOKA	55.2	34.2	62.6	61.0	68.2	60.0	35.1	54.6	61.3	71.5	57.2	34.7
1607	12	135	147	128	605	65	161	179	355	917	85	KOKA FM	1229	122	107	115	487	36	141	138	228	700	42	KOKA FM	6.3		8.9	5.7	5.7	6.2	2.4	9.0	6.7	9.9	7.7	1.5	
2096	336	208	123	16	709	500	265	215	50	1094	293	KQV	1982	312	181	123	16	658	464	256	206	41	1031	293	KQV	10.1	20.9	13.2	6.6		8.4	30.5	16.3	10.0	1.8	11.4	10.7
1153	59	108	120	6	353	154	149	106	83	553	247	*WAMO	1119	59	83	120	6	328	154	149	106	74	544	247	*WAMO	5.7	4.0	6.0	6.4		4.2	10.1	9.5	5.2	3.2	6.0	9.0
486	87	42	36		165	18	80	43	44	228	93	WAMO FM	465	87	42	36		165	18	80	31	35	207	93	WAMO FM	2.4	5.8	3.1	1.9		2.1	1.2	5.1	1.5	1.5	2.3	3.4
454		44	19	53	142	39	39	86	55	281	31	WBVP	427		44	19	53	142	39	39	86	44	254	31	WBVP	2.2		3.2	1.0	2.6	1.8	2.6	2.5	4.2	1.9	2.8	1.1
3563	1124	258	62	11	1455	879	229	87	77	1272	836	WQVE	2582	858	180	35	1073	620	178	68	27	893	616	WQVE	13.1	57.5	13.1	1.9		13.6	40.8	11.3	3.3	1.2	9.9	22.5	
691	52	120	49	16	285	69	128	65	50	333	73	*WEDO	608	28	120	49	16	261	53	94	65	41	274	73	*WEDO	3.1	1.9	8.7	2.6		3.3	3.5	6.0	3.2	1.8	3.0	2.7
2705	28	298	344	404	1225	51	235	344	460	1338	142	*WEEP	2017	28	222	272	299	930	36	160	278	355	1029	58	*WEEP	10.3	1.9	16.2	14.6	14.8	11.8	2.4	10.2	13.5	15.5	11.4	2.1
1173	28	127	142	85	448	15	111	157	112	546	179	WEEP FM	797	28	102	102	64	320		54	91	80	376	101	WEEP FM	4.1	1.9	7.4	5.5	3.2	4.1		3.4	4.4	3.5	4.2	3.7
1082	28	109	183	179	545		52	103	215	411	126	*WHJB	1030	28	97	183	158	512		52	103	196	392	126	*WHJB	5.2	1.9	7.1	9.8	7.8	6.5		3.3	5.0	8.5	4.3	4.6
835	55	131	122	158	537	18		86	79	245	53	WIXZ	784	55	119	122	147	514	18		67	79	226	44	WIXZ	4.0	3.7	8.7	6.5	7.3	6.5	1.2		3.3	3.4	2.5	1.6
197	24	18	15		78	16	35	12	24	106	13	*WJPA	197	24	18	15		78	16	35	12	24	106	13	*WJPA	1.0	1.6	1.3			1.0	1.1	2.2		1.0	1.2	
95	25		15		40		19	24	12	55		*WJPA FM	70				15		19	24	12	55		*WJPA FM	0.4												
274	49	18	30		118	16	35	35	36	141	13	TOTAL	244	24	18	30		93	16	35	36	141	13	TOTAL	1.3	1.6	1.3	1.6		1.2	1.1	2.2		1.7	1.6		
245	24	18	29	29	100	15		67	12	132	13	*WKEG	196	24	18	15	29	86		47	12	97	13	*WKEG	1.0	1.6	1.3		1.4	1.1			2.3		1.1		
1988	40	34	269	315	843	18	112	245	439	1030	115	WKOI	1608	28	20	227	294	720	18	91	176	373	859	29	WKOI	8.2	1.9	1.5	12.2	14.6	9.1	1.2	5.8	8.6	16.2	9.5	1.1
357		34	108	142	36	11	47	106	200	15	*WKPA	283		34	65	99	36		27	106	169	15	*WKPA	1.4					1.8	3.2	1.3	2.4		1.3	4.6	1.9	
5676	687	358	375	122	1590	1008	407	521	167	2208	1878	WKTQ	5211	587	318	375	99	1427	890	373	490	146	2004	1780	WKTQ	26.5	39.4	23.2	20.1	4.9	18.1	58.6	23.7	23.8	6.4	22.1	65.1
650		20	105	132	326	18	18	121	95	295	29	*WLDA	650		20	105	132	326	18	18	121	95	295	29	*WLDA	3.3		1.5	5.6	6.5	4.1	1.2	1.1	5.9	4.1	3.3	1.1
782		55	173		276	34	126	145	68	480	26	*WLDA FM	757		40	173		261	34	126	145	68	480	16	*WLDA FM	3.9		2.9	9.3		3.3	2.2	8.0	7.0	3.0	5.3	
1264		55	226	132	506	52	126	239	135	702	55	TOTAL	1238		40	226	132	491	52	126	239	135	702	45	TOTAL	6.3		2.9	12.1	6.5	6.2	3.4	8.0	11.6	5.9	7.8	1.6
335	20	19	101	140		19	73	72	164	31	*WMBA	299	20	19	79	118		19	73	58	150	31	*WMBA	1.5	1.3		1.0	3.9	1.5		1.2	3.5	2.5	1.7	1.1		
728	12	13	35	229	361	15	18	76	148	322	45	*WNUF	581		35	195	302		18	67	135	263	16	*WNUF	3.0		1.9	9.7	3.8		1.1	3.3	5.9	2.9		1.6	
4695	661	307	142	70	1180	721	336	267	219	1587	1928	WPEZ	2548	322	101	86	18	527	414	217	94	119	888	1133	WPEZ	13.0	21.6	7.4	4.6		6.7	27.2	13.8	4.6	5.2	9.8	41.5
896		86	185	315		115	204	522	59		*WPIT	748		88	131	261			95	147	428	59	*WPIT	3.8		4.7	6.5	3.3			4.6	6.4	4.7	2.2			
569	24	35	81	199		81	126	370			*WPIT FM	433		35	49	131			81	94	302		*WPIT FM	2.2		1.9	2.4	1.7			3.9	4.1	3.3				
319	26	58	17	31	132	17	103	13	26	159	28	*WQTH	319	26	58	17	31	132	17	103	13	26	159	28	*WQTH	1.6	1.7	4.2		1.5	1.7	1.1	6.6		1.1	1.8	1.0
3000	28	157	357	373	1088	89	221	530	628	1813	99	WSHM	2754	28	141	329	361	1032	89	181	491	577	1666	56	WSHM	14.0	1.9	10.3	17.7	17.9	13.1	5.9	11.5	23.9	25.1	18.4	2.0
4185	419	482	289	261	1642	645	595	367	380	2147	356	WTAE	3915	406	429	276	228	1520	630	522	367	352	2017	378	WTAE	19.9	27.2	31.2	14.8	11.3	19.3	41.4	33.2	17.8	15.3	22.3	13.8
1463	229	178	85	44	560	200	264	133	127	745	158	WTAE FM	1106	217	83	85	34	443	109	184	133	96	543	120	WTAE FM	5.6	14.6	6.0	4.6	1.7	5.6	7.2	11.7	6.5	4.2	6.0	4.4
306		58	27	74	182		17	13	39	110	14	*WTRA	268		58		63	144		17	13	39	110	14	*WTRA	1.4		4.2		3.1	1.8		1.1		1.7	1.2	
4468	193	241	487	799	1941	234	377	641	702	2341	186	WWSW	4272	193	241	460	734	1849	219	377	601	662	2246	177	WWSW	21.7	12.9	17.6	24.7	36.4	23.5	14.4	24.0	29.2	28.8	24.8	6.5
976	348	85	34		467	208	29	54		291	218	WYOD	777	305	59	34		398	134	18	54		206	173	WYOD	4.0	20.5	4.3	1.8		5.1	8.8	1.1	2.6		2.3	6.3
2204	36	144	322	270	975	65	103	319	343	1119	110	WYVA	548	24	22	99	58	224	16		155	74	285	39	WYVA	2.8	1.6	1.6	5.3	2.9	2.8	1.1		7.5	3.2	3.1	1.4
169	25	15	43	33	116		13	10	53			WYVA FM	-1																								

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24
13452	801	776	1638	1711	5957	876	1071	1554	1629	6418	1077	KOKA	9392	488	546	1084	1346	4217	484	698	1133	1326	4555	620	KOKA	48.2	31.4	41.1	59.1	68.6	53.9	31.4	44.6	55.3	58.3	50.4	23.6	
1652	28	83	127	269	641	44	152	198	335	923	88	KOKA FM	1302	28	60	76	232	501	21	98	156	319	788	13	KOKA FM	6.7	1.8	4.5	4.1	11.8	6.4	1.4	6.3	7.6	14.0	8.7	.5	
1709	170	136	194	141	819	176	169	152	144	762	120	KQV	1580	139	119	194	141	771	154	143	132	131	681	128	KQV	8.1	9.0	9.0	10.6	7.2	9.9	10.0	9.1	6.4	5.8	7.5	4.9	
839	92	29	26	25	192	127	88	110	58	467	180	*WAMO	794	92	29	26	25	192	127	88	90	58	422	180	*WAMO	4.1	5.9	2.2	1.4	1.3	2.5	8.2	5.6	4.4	2.5	4.7	6.9	
969	60	102	9	8	184	281	115	52	63	565	220	WAMO FM	944	60	102	9	8	184	281	115	52	63	540	220	WAMO FM	4.8	3.9	7.7	.5	.4	2.4	18.2	7.3	2.5	2.8	6.0	8.4	
695	21	27	46	145	310	21	13	76	89	299	86	WBVP	680	21	27	46	145	310	21	13	76	89	299	71	WBVP	3.5	1.4	2.0	2.5	7.4	4.0	1.4	.8	3.7	3.9	3.3	2.7	
3618	1077	336	50	17	1480	912	216	101	12	1263	875	WOVE	2806	772	248	50	17	1087	695	191	86	12	1006	713	WOVE	14.4	49.7	18.7	2.7	.9	13.9	45.1	12.2	4.2	.5	11.1	27.2	
521	70	159	31	16	308	21	87	71	12	213	69	*WEDO	438	39	143	31	245	21	87	51	12	193	69	*WEDO	2.2	2.5	10.8	1.7		3.1	1.4	5.6	2.5	.5	2.1			
2314	23	128	284	313	1060	21	91	245	541	1185	69	*WEEP	1981	23	73	264	256	901	21	70	165	494	1011	69	*WEEP	10.2	1.5	5.5	14.4	13.1	11.5	1.4	4.5	8.1	21.7	11.2	2.6	
920	54	78	167	16	379	38	148	90	128	491	50	WEEP FM	787	23	59	140	16	270	38	124	90	128	467	50	WEEP FM	4.0	1.5	4.4	7.6	.8	3.5	2.5	7.9	4.4	5.6	5.2	1.9	
357	109		28	46	245	15	14	74	103	9	*WESA	213	16		28	30	114	15		14	61	90	9	*WESA	1.1	1.0		1.5	1.5	1.5	1.0		.7	2.7	1.0	.3		
167	31		17	37	111		27	29	56		*WRFM	136	16		17	37	80		27		29	56		*WRFM	.7			.9	1.9	1.0		1.7		1.3	.6			
489	140		45	82	340	15	27	14	84	140	9	TOTAL	313	16		45	66	178	15	27	14	70	126	9	TOTAL	1.6	1.0		2.5	3.4	2.3	1.0	1.7	.7	3.1	1.4	.3	
985	44	101	98	120	422	110	117	80	124	471	92	*WHJB	750	44	56	78	120	357	59	68	38	124	329	72	*WHJB	3.9	2.8	4.2	4.3	6.1	4.6	3.8	4.3	1.9	5.4	3.6	2.7	
1044	100	68	213	59	485	40	130	113	147	515	44	WIXZ	952	69	68	213	35	430	40	130	113	110	478	44	WIXZ	4.9	4.4	5.1	11.6	1.8	5.5	2.6	8.3	5.5	4.8	5.3	1.7	
2210		104	285	257	788	84	185	357	377	1292	138	WJOI	1584		14	206	189	524	84	78	237	330	959	101	WJOI	8.1		1.1	11.2	9.6	6.7	5.4	5.0	11.6	14.5	10.6	3.8	
255	17	70	26	124	15	42	20	29	122	9	*WJPA	238	17	70	26	107	15	42	20	29	122	9	*WJPA	1.2			3.8	1.3	1.4	1.0	2.7	1.0	1.3	1.4	.3			
98	36		36	32				14	62		WJPA FM	66	36		36	36					14	30		9	WJPA FM	.3			2.0		.5			.6	.3			
301	17	70	26	124	47	42	20	43	168	9	TOTAL	252	17	70	26	107	15	42	20	43	136	9	TOTAL	1.3			3.8	1.3	1.4	1.0	2.7	1.0	1.9	1.5	.3			
5096	728	310	228	59	1347	1048	323	385	136	1906	1843	WKYQ	4301	549	293	183	59	1084	859	275	349	106	1603	1614	WKYQ	22.1	35.4	22.1	10.0	3.0	13.9	55.7	17.6	17.0	4.7	17.7	61.5	
519	36	86	37	191	42	30	104	51	316	12	*MLDA	477	15	86	37	170	42	30	83	51	295	12	*MLDA	2.4			1.1	4.7	1.9	2.2	2.7	1.9	4.1	2.2	3.3	.5		
682	15	237	37	362	76	96	37	296	24		MLDA FM	636	15	212	37	337	42	55	96	37	275	24	MLDA FM	3.3		1.1	11.6	1.9	4.3	3.6	4.7	1.6	3.0	.9				
1071	51	272	73	501	42	91	171	88	546	24	TOTAL	984	30	247	73	455	42	70	151	88	505	24	TOTAL	5.1		2.3	13.5	3.7	5.8	2.7	4.5	7.4	3.9	5.6	.9			
271	27	15	35	77		13	77	37	147	47	*MNBA	271	27	15	35	77				13	77	37	147	47	*MNBA	1.4		2.0	.8	1.8	1.0		.8	3.8	1.6	1.6	1.8	
843	30	52	186	388	27		76	182	443	12	*MNUF	674	30	52	170	314				55	164	348	12	*MNUF	3.5		2.3	2.8	8.7	4.0			2.7	7.2	3.9	.5		
5218	725	457	256	20	1483	780	400	348	45	1650	2085	WPEZ	2835	405	228	86	20	739	405	245	182	12	889	1207	WPEZ	14.6	26.1	17.2	4.7	1.0	9.4	26.3	15.7	8.9	.5	9.8	46.0	
587	31	29	27	42	194	70		102	94	393		*WPIT	393	31	29		18	143	70		63	61	250		*WPIT	2.0	2.0	2.0	2.2		.9	1.8	4.5		3.1	2.7	2.8	
362	31	15		57	145		57	110	217		*WPIT FM	298	31	15		33	121	50		37	90	177		*WPIT FM	1.5	2.0	1.1		1.7	1.5	3.2		1.8	4.0	2.0			
3425	119	147	397	469	1335	123	227	511	510	1943	147	WSHH	3140	77	130	397	415	1222	123	202	511	443	1771	147	WSHH	16.1	5.0	9.8	21.7	21.2	15.6	8.0	12.9	25.0	19.5	19.6	5.6	
5047	641	630	549	385	2499	568	554	312	439	2143	405	WTAE	4450	444	560	549	385	2184	449	526	312	411	1912	354	WTAE	22.8	28.6	42.2	30.0	19.6	27.9	29.1	33.6	15.2	18.1	21.2	13.5	
1636	173	252	102	105	705	408	226	53	57	809	122	WTAE FM	1288	142	209	102	105	631	218	198	53	40	574	83	WTAE FM	6.6	9.1	15.7	5.6	5.4	8.1	14.1	12.7	2.6	1.8	6.4	3.2	
3828	108	230	529	579	1707	147	354	395	711	1916	205	WMSW	3573	46	230	529	522	1566	147	333	375	638	1802	205	WMSW	18.3	3.0	17.3	28.9	26.6	20.0	9.5	21.3	18.3	28.0	20.0	7.8	
1265	517	94		611	328	39	13	14	394	260	WYDO	1122	445	70		515	306	14	13	14	347	260	WYDO	5.8	28.7	5.3			6.6	19.8	.9	.6	.6	3.8	9.9			
586	31	33	84	106	342		21	73	87	225	19	*WASP	245		24	74	143			42	19	83	19	*WASP	1.3			1.3	3.8	1.8			2.1	.8	.9	.7		

TOTAL LISTENING IN METRO SURVEY AREA 18598 1452 1287 1728 1907 7460 1542 1499 1968 2194 8603 2535

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

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	
230	8	25	27	25	103	15	28	31	19	106	21	KEX	186	5	17	25	18	79	11	21	28	15	87	20	KEX	26.5	10.5	39.8	32.0	26.0	27.9	22.3	43.1	33.2	20.3	27.7	19.1
40	11	1	3		15	4	1	1		7	18	*KGAR	40	11	1	3		15	4	1	1		7	18	*KGAR	5.7	23.2	2.3	3.8		5.3	8.1	2.1	1.2		2.2	17.2
172	6	18	18	18	73	9	15	18	23	87	12	KGW	130	5	11	15	13	54	6	11	17	18	67	9	KGW	18.5	10.5	25.8	19.2	18.8	19.0	12.1	22.6	20.2	24.3	21.3	8.6
309	46	15	19	9	91	42	20	32	18	118	100	KISM	272	40	13	17	8	80	35	18	30	16	104	88	KISM	38.7	84.4	30.4	21.7	11.5	28.2	70.9	37.0	35.6	21.6	33.1	84.0
28	1	1	2	3	10	1	3	4	6	17	1	*KKEY	27	1	1	2	3	10	1	3	3	6	16	1	*KKEY	3.8	2.1	2.3	2.6	4.3	3.5	2.0	6.2	3.6	8.1	5.1	1.0
48		2	5	3	16	1	1	9	6	28	4	*KLIQ	40		1	5	3	11	1	1	9	6	25	4	*KLIQ	5.7		2.3	6.4	4.3	3.9	2.0	2.1	10.7	8.1	8.0	3.8
227	6	7	31	26	95	10	10	26	41	120	12	KOIN	184	4	7	24	21	78	6	8	21	33	97	9	KOIN	26.2	8.4	16.4	30.7	30.3	27.5	12.1	16.4	24.9	44.6	30.9	8.6
63	1	6	6	7	20	7	5	8	10	38	5	*KOIN FM	43		4	6	4	14	2	4	7	5	26	3	*KOIN FM	6.1		9.4	7.7	5.8	4.9	4.0	8.2	8.3	6.8	8.3	2.9
21	5	2	2		9	2	2	3	1	9	3	*KPAM	21	5	2	2		9	2	2	3	1	9	3	*KPAM	3.0	10.5	4.7	2.6		3.2	4.0	4.1	3.6	1.4	2.9	2.9
45	5	7	7	2	21	4	7	9	2	22	2	*KPFM FM	32	5	3	6	1	15	3	5	7	1	16	1	*KPFM FM	4.6	10.5	7.0	7.7	1.4	5.3	6.1	10.3	8.3	1.4	5.1	1.0
57	6	8	8	2	24	6	8	11	3	29	4	*KPFM FM TOTAL	46	6	5	7	1	19	5	7	9	2	24	3	*KPFM FM TOTAL	6.5	12.7	11.7	9.0	1.4	6.7	10.1	14.4	10.7	2.7	7.6	2.9
38	3		3	6	17		1	5	7	20	1	*KPCQ	22			2	5	8		1	4	6	13	1	*KPCQ	3.1			2.6	7.2	2.8		2.1	4.7	8.1	4.1	1.0
9			1		2	1	1	2	1	7	1	*KPOQ FM	9			1	2	2	1	1	2	1	7	1	*KPOQ FM	1.3			1.3		.7	2.0	2.1	2.4	1.4	2.2	
42	3		3	6	17	1	2	6	7	24	1	*KPOQ FM TOTAL	26			2	5	8	1	2	5	6	17	1	*KPOQ FM TOTAL	3.7			2.6	7.2	2.8	2.0	4.1	5.9	8.1	5.4	1.0
112	1	7	10	12	41	6	8	20	14	62	9	*KPCJ	109	1	7	10	12	40	6	8	20	14	60	9	*KPCJ	15.5	2.1	16.4	12.8	17.3	14.1	12.1	16.4	23.7	18.9	19.1	8.6
37	2	3	3	5	14	3	3	6	4	21	2	*KPOJ FM	32	2	2	3	4	12	2	2	5	4	18	2	*KPOJ FM	4.6	4.2	4.7	3.8	5.8	4.2	4.0	4.1	5.9	5.4	5.7	1.9
135	3	9	12	15	50	7	10	23	18	74	11	*KPOJ FM TOTAL	130	3	9	12	15	49	6	10	22	18	70	11	*KPOJ FM TOTAL	18.5	6.3	21.1	15.3	21.6	17.3	12.1	20.5	26.1	24.3	22.3	10.5
14		1	4		7	1		4	2	7		*KQFM FM	8		1	3		4			2	2	4		*KQFM FM	1.1		2.3	3.8		1.4		2.4	2.7	1.3		
43	5	4	6	4	22	1	3	4	3	13	8	*KRDR	43	5	4	6	4	22	1	3	4	3	13	8	*KRDR	6.1	10.5	9.4	7.7	5.8	7.8	2.0	6.2	4.7	4.1	4.1	7.6
15	1		1	2	6	1		4	2	8	1	*KUIK	14			1	2	5	1		4	2	8	1	*KUIK	2.0			1.3	2.9	1.8	2.0		4.7	2.7	2.5	1.0
168	10	18	22	19	74	13	12	22	24	83	11	KWJJ	130	6	16	18	16	61	8	10	18	16	60	9	KWJJ	18.5	12.7	37.5	23.0	23.1	21.5	16.2	20.5	21.4	21.6	19.1	8.6
169	7	15	25	18	76	8	18	22	23	87	6	*KXL	103	7	6	13	11	44	5	11	15	13	55	4	*KXL	14.7	14.8	14.1	16.6	15.9	15.5	10.1	22.6	17.8	17.6	17.5	3.8
87	6	7	13	7	34	7	9	16	9	48	5	*KXL FM	69	4	6	11	4	26	5	8	13	6	39	4	*KXL FM	9.8	8.4	14.1	14.1	5.8	9.2	10.1	16.4	15.4	8.1	12.4	3.8
117	4	11	17	13	45	17	11	18	10	61	11	KYMN	106	3	11	16	12	42	13	11	17	10	53	11	KYMN	15.1	6.3	25.8	20.5	17.3	14.8	26.3	22.6	20.2	13.5	16.9	10.5
TOTAL LISTENING IN METRO SURVEY AREA												634	41	39	69	59	247	48	45	81	66	288	99		90.3	86.5	91.3	88.2	85.1	87.1	97.2	92.4	96.1	89.2	91.7	94.5	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means am-fm combination was not simulcast for complete time period. (\$) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA												CUME PERSONS--METRO SURVEY AREA												CUME RATINGS--METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %		
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %			
216	6	24	35	23	97	11	24	31	17	97	22	KEX	180	3	20	31	19	82	9	19	26	14	80	18	KEX	25.1	5.9	44.7	39.9	26.6	28.2	17.3	37.0	30.9	18.6	25.0	16.9
43	4	1	1	1	7	4	1	2	1	11	25	*KGAR	40	4	1	1	1	7	4	1	2	1	9	24	*KGAR	5.6	7.9	2.2	1.3	1.4	2.4	7.7	1.9	2.4	1.3	2.8	22.5
149	10	8	15	21	61	7	13	21	21	78	10	KGM	117	10	6	11	15	47	7	11	16	16	62	8	KGM	16.3	19.7	13.4	14.2	21.0	16.1	13.5	21.4	19.0	21.3	19.3	7.5
296	45	11	18	10	90	47	22	24	10	109	97	KISM	261	38	8	18	9	79	39	18	23	9	95	87	KISM	36.3	74.8	17.9	23.2	12.6	27.1	75.0	35.1	27.3	12.0	29.6	81.6
32		3	5	1	17	1	1	3	4	15		*KKEY	27		3	4	1	13	1	1	3	3	14		*KKEY	3.8		6.7	5.2	1.4	4.5	1.9	1.9	3.6	4.0	4.4	
29		1	3	4	11		2	4	5	17	1	*KLIQ	29		1	3	4	11		2	4	5	17	1	*KLIQ	4.0		2.2	3.9	5.6	3.8		3.9	4.8	6.6	5.3	.9
191	1	4	18	28	85	2	9	20	28	102	4	KOIN	164	1	4	17	27	76	2	5	16	25	85	3	KOIN	22.8	2.0	8.9	21.9	37.9	26.1	3.8	9.7	19.0	33.2	26.5	2.8
60	3	1	4	8	24	2	6	5	9	32	4	KOIN FM	39		1	3	6	16	1	2	4	6	21	2	KOIN FM	5.4		2.2	3.9	8.4	5.5	1.9	3.9	4.8	8.0	6.6	1.9
121	6	2	18	11	51	3	6	18	19	64	6	*KPOJ	118	6	2	17	11	50	3	6	18	18	63	5	*KPOJ	16.4	11.8	4.5	21.9	15.4	17.2	5.8	11.7	21.4	23.9	19.7	4.7
51		4	5	7	20	3	3	6	7	23	8	*KRDR	45		3	4	6	17	3	2	6	6	21	7	*KRDR	6.3		6.7	5.2	8.4	5.8	5.8	3.9	7.1	8.0	6.6	6.6
158	6	18	20	22	83	3	13	17	17	67	8	KWJJ	119	3	12	14	20	58	2	9	15	15	54	7	KWJJ	16.6	5.9	26.8	18.0	28.1	19.9	3.8	17.5	17.8	19.9	16.8	6.6
164	3	6	23	18	56	11	15	29	20	91	17	*KXL	89	3	3	10	15	33	5	8	16	14	51	5	*KXL	12.4	5.9	6.7	12.9	21.0	11.3	9.6	15.6	19.0	18.6	15.9	4.7
90	3	8	10	8	33	4	9	13	15	49	8	*KXL FM	72	3	7	7	5	26	4	7	10	11	40	6	*KXL FM	10.0	5.9	15.7	9.0	7.0	8.9	7.7	13.6	11.9	14.6	12.5	5.6
100	2	5	16	10	36	7	13	17	16	57	7	KYXI	96	2	5	16	8	34	7	13	17	15	55	7	KYXI	13.4	3.9	11.2	20.6	11.2	11.7	13.5	25.3	20.2	19.9	17.2	6.6
TOTAL LISTENING IN METRO SURVEY AREA												657	44	42	70	62	256	50	51	78	71	305	96		91.5	86.6	94.0	90.2	87.0	87.9	96.2	99.4	92.7	94.4	95.1	90.1	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (i) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	
209	13	21	26	28	100	10	20	28	21	91	18	KEX	148	7	13	18	23	7	13	22	14	63	15	KEX	20.6	13.8	29.1	23.2	32.3	24.0	13.5	25.3	26.2	18.6	19.7	14.1	
37	6			1	7	7	2	3	1	13	17	*KGAR	35	6			1	7	7	2	2	1	12	16	*KGAR	4.9	11.8			1.4	2.4	13.5	3.9	2.4	1.3	3.7	15.0
136	8	6	14	21	58	5	11	16	20	69	9	KGW	108	6	5	10	17	4	5	8	12	14	54	7	KGW	15.0	11.8	11.2	12.9	23.8	16.1	9.6	15.6	14.3	18.6	16.8	6.6
299	47	22	11	12	93	47	17	30	11	107	99	KISM	258	40	16	9	10	76	41	16	27	8	94	88	KISM	35.9	78.7	35.8	11.6	14.0	26.1	78.8	31.2	32.1	10.6	29.3	82.6
28	2	1	2	6	14	1			3	4	13	*KKEY	25	2		2	4	11	1		3	4	13	1	*KKEY	3.5	3.9			2.6	5.6	3.8					
211	9	5	20	30	95	7	8	19	39	113	3	KOIN	173	9	5	18	24	80	5	8	15	32	90	3	KOIN	24.1	17.7	11.2	23.2	33.7	27.5	9.6	15.6	17.8	42.6	28.1	2.8
57	3	2	6	10	25	2	7	5	11	30	2	KOIN FM	50	3	2	6	8	23	2	6	4	9	25	2	KOIN FM	7.0	5.9	4.5	7.7	11.2	7.9	3.8	11.7	4.8	12.0	7.8	1.9
136	6	8	15	19	64	5	9	12	18	64	10	*KPOJ	130	4	6	14	18	5	5	8	12	18	62	10	*KPOJ	18.1	7.9	13.4	18.0	25.2	19.9	9.6	15.6	14.3	23.9	19.3	9.4
23	1	1	1	3	8				2	13	2	*KPOJ FM	21	1	1	1	3			3	3	2	11	2	*KPOJ FM	2.9	2.0	2.2	1.3	4.2	2.7		5.8	3.6	2.7	3.4	1.9
154	6	9	15	22	70	5	11	16	18	73	11	*KPOJ TOTAL	144	5	7	15	20	65	5	9	14	18	68	11	*KPOJ TOTAL	20.0	9.8	15.6	19.3	28.1	22.3	9.6	17.5	16.6	23.9	21.2	10.3
182	8	14	30	18	85	11	12	23	24	87	10	KWJJ	129	7	10	19	15	62	7	8	16	18	63	4	KWJJ	18.0	13.8	22.4	24.5	21.0	21.3	13.5	15.6	19.0	23.9	19.7	3.8
158	8	12	14	23	63	9	15	23	21	90	5	*KXL	88	4	6	9	14	3	5	8	14	12	49	1	*KXL	12.3	7.9	13.4	11.6	19.6	13.1	9.6	15.6	16.0	16.0	15.3	9
119	9	10	15	15	54	5	11	16	14	54	11	*KXL FM	81	7	6	11	10	34	4	9	11	10	38	9	*KXL FM	11.3	13.8	13.4	14.2	14.0	11.7	7.7	17.5	13.1	13.3	11.9	8.4
237	13	18	25	30	96	14	22	34	31	126	15	* TOTAL	145	8	11	17	19	60	9	14	20	19	75	10	* TOTAL	20.2	15.7	24.6	21.9	26.6	20.6	17.3	27.3	23.8	25.3	23.4	9.3
133	12	14	15	17	61	11	13	21	15	64	8	KYXI	127	12	14	15	16	60	9	13	19	15	60	7	KYXI	17.7	23.6	31.3	19.3	22.4	20.6	17.3	25.3	22.6	17.9	18.7	6.6
TOTAL LISTENING IN METRO SURVEY AREA												669	48	43	71	67	271	51	48	77	69	297	101		93.1	94.5	96.2	91.5	94.0	93.1	98.1	93.6	91.6	91.6	92.6	94.7	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA											CUME PERSONS--METRO SURVEY AREA											CUME RATINGS--METRO SURVEY AREA															
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	
200	11	28	28	20	59	9	20	22	22	90	11	KEX	158	10	20	24	15	77	7	16	17	18	71	10	KEX	21.4	19.0	42.0	31.2	20.8	26.1	12.3	29.4	20.2	23.0	21.3	9.2
30	4	1			5	5	1	1		7	18	*KGAR	30	4	1			5	5	1	1	7	18	*KGAR	4.1	7.6	2.1			1.7	8.8	1.8	1.2		2.1	16.6	
169	7	19	23	18	77	9	13	21	27	89	7	KGW	131	4	13	19	13	51	7	9	17	21	67	6	KGW	17.8	7.6	27.3	24.7	18.0	19.7	12.3	16.5	20.2	26.9	20.1	5.5
274	34	19	15	7	77	45	18	27	13	109	88	KISN	254	34	16	14	7	71	42	14	25	12	99	82	KISN	34.5	64.8	33.6	18.2	9.7	24.7	73.9	25.7	29.7	15.3	29.7	75.6
29	1	1	3	1	10	2	1	4	5	17	2	*KKEY	28	1	1	3		9	2	1	4	5	17	2	*KKEY	3.8	1.9	2.1	3.9		3.0	3.5	1.8	4.8	6.4	5.1	1.8
34	2	4	3	3	13	1	1	5	6	20	1	*KLIQ	34	2	4	3	13	1	1	5	6	20	1	*KLIQ	4.6		4.2	5.2	4.2	4.4	1.8	1.8	5.9	7.7	6.0	.9	
9	1	1			2	1	1	2	2	7	1	KLIQ FM	9	1	1			2	1	1	2	2	7	1	KLIQ FM	1.2		2.1	1.3		.7	1.8	1.8	2.4	2.6	2.1	.9
39	3	4	3	14	24	2	2	6	7	24	1	TOTAL	39	3	4	3	14	2	2	6	7	24	1	TOTAL	5.3		6.3	5.2	4.2	4.7	3.5	3.6	7.1	9.0	7.2	.9	
169	8	12	15	19	79	3	7	15	29	84	6	KOIN	153	5	9	13	18	68	3	7	14	25	79	6	KOIN	20.8	9.5	18.9	16.9	24.9	23.0	5.3	12.9	16.6	32.0	23.7	5.5
55	1	10	6	3	22	2	8	9	6	30	3	*KOIN FM	38	1	3	3	3	12	2	4	8	5	24	2	*KOIN FM	5.2	1.9	6.3	3.9	4.2	4.1	3.5	7.4	9.5	6.4	7.2	1.8
104	6	4	12	12	44	5	4	10	16	55	5	*KPOJ	99	6	4	11	11	42	5	4	10	14	52	5	*KPOJ	13.4	11.4	8.4	14.3	15.2	14.2	8.8	7.4	11.9	17.9	15.6	4.6
39	1	2	8	4	15	5	3	8	2	18	6	*KRDR	36	1	2	7	4	14	5	3	6	2	16	6	*KRDR	4.9	1.9	4.2	9.1	5.5	4.7	8.8	5.5	7.1	2.6	4.8	5.5
202	8	20	25	24	53	14	26	22	20	95	14	KWJJ	149	5	11	18	21	68	9	17	15	20	74	7	KWJJ	20.2	9.5	23.1	23.4	29.1	23.0	15.8	31.3	17.8	25.6	22.2	6.5
154	7	9	18	17	58	4	17	24	23	85	11	*KXL	89	5	6	9	12	37	2	8	12	13	44	8	*KXL	12.1	9.5	12.6	11.7	16.6	12.5	3.5	14.7	14.3	16.6	13.2	7.4
71	5	3	8	8	27	1	8	13	8	37	7	*KXL FM	49	3	3	4	6	18	1	8	7	6	25	6	*KXL FM	6.6	5.7	6.3	5.2	8.3	6.1	1.8	14.7	8.3	7.7	7.5	5.5
202	9	12	21	23	75	5	23	31	29	111	16	* TOTAL	119	5	8	12	15	47	2	13	16	18	60	12	* TOTAL	16.1	9.5	16.8	15.6	20.8	15.9	3.5	23.9	19.0	23.0	18.0	11.1
153	4	13	19	25	66	11	13	23	18	77	10	KYXI	148	4	13	18	25	65	11	13	20	17	73	10	KYXI	20.1	7.6	27.3	23.4	34.6	22.0	19.4	23.9	23.8	21.7	21.9	9.2
TOTAL LISTENING IN METRO SURVEY AREA													672	45	44	71	65	267	52	51	78	75	308	97		91.1	85.7	92.4	92.2	90.0	90.5	91.5	93.8	92.7	95.9	92.3	89.5

DAY PARTS.
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TEENS 12-17 %															
	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL		18-24	25-34	35-49	50-64	TOTAL										
2291	110	209	301	287	1058	119	229	330	209	1019	214	KEX	1729	84	140	244	214	794	98	182	239	166	772	163	KEX	23.5	16.0	29.4	31.7	29.6	26.9	17.3	33.5	28.4	21.2	23.1	15.0
357	63	17	20		100	49	6	23	11	94	163	*KGAR	347	63	17	15		95	49	6	23	11	89	163	*KGAR	4.7	12.0	3.6	1.9		3.2	8.6	1.1	2.7	1.4	2.7	15.0
1686	93	141	178	170	732	110	105	176	289	843	111	KGW	1287	48	105	171	140	547	96	91	147	222	665	75	KGW	17.5	9.1	22.1	22.2	19.4	18.5	16.9	16.7	17.5	28.4	19.5	6.9
919	115	48	34	18	258	144	6	43	48	268	393	KINK FM	725	96	39	27	18	193	98	6	39	33	190	342	KINK FM	9.8	18.3	8.2	3.5	2.5	6.5	17.3	1.1	4.6	4.2	5.7	31.5
2893	378	176	155	95	873	458	161	276	158	1106	914	KISN	2667	356	144	152	95	804	416	147	266	142	1019	844	KISN	36.2	67.8	30.3	19.7	13.2	27.2	73.2	27.0	31.6	18.2	30.5	77.9
222	7	6	39	16	85	6	8	36	45	123	14	*KKEY	217	7	6	39	16	85	6	8	36	45	118	14	*KKEY	2.9	1.3	1.3	5.1	2.2	2.9	1.1	1.5	4.3	5.8	3.5	1.3
349	21	22	29	32	130		18	34	63	201	18	*KLIQ	331	21	22	29	32	130		18	34	63	183	18	*KLIQ	4.5	4.0	4.6	3.8	4.4	4.4		3.3	4.0	8.1	5.5	1.7
124	15			6	54			12	21	70		KLIQ FM	92	15			6	38			5	21	54		KLIQ FM	1.2	2.9			4.8	1.3			4.6	2.7	1.6	
427	36	22	29	38	176		18	46	68	233	18	TOTAL	377	36	22	29	38	160		18	39	68	199	18	TOTAL	5.1	6.9	4.6	3.8	5.2	5.4		3.3	4.6	8.7	6.0	1.7
2062	27	87	222	238	877	57	84	223	336	1061	124	KOIN	1696	27	87	192	202	747	53	68	163	294	858	91	KOIN	23.0	5.1	18.3	24.9	28.0	25.3	9.3	12.5	19.4	37.6	25.7	8.4
637	26	25	54	62	253	36	41	88	46	327	57	KOIN FM	460	7	25	47	46	185	23	21	66	38	234	41	KOIN FM	6.2	1.3	5.3	6.1	6.4	6.3	4.0	3.9	7.8	4.9	7.0	3.8
672	153	32	11	10	206	150	35	33	10	244	222	*KPAM	642	153	25	11	10	199	127	35	33	10	221	222	*KPAM	8.7	29.1	5.3	1.4	1.4	6.7	22.4	6.4	3.9	1.3	6.6	20.5
301	69	14	46	10	139	39	38	15	26	123	39	KPFM FM	244	69	14	28	10	121	39	18	10	17	84	39	KPFM FM	3.3	13.1	2.9	3.6	1.4	4.1	6.9	3.3	1.2	2.2	2.5	3.6
885	194	41	57	20	312	161	73	43	36	334	239	TOTAL	798	194	34	39	20	287	139	52	38	27	272	239	TOTAL	10.8	37.0	7.1	5.0	2.8	9.7	24.5	9.6	4.5	3.5	8.1	22.0
437	7	28	36	40	174	6	10	47	76	249	14	*KPOQ	305	7	10	36	29	113	6	10	34	48	183	9	*KPDQ	4.1	1.3	2.1	4.7	4.0	3.8	1.1	1.8	4.0	6.1	5.5	.8
336		14	22	32	132		36	24	65	199	5	*KPDQ FM	234		14	15	17	85		23	19	36	144	5	*KPDQ FM	3.2		2.9	1.9	2.4	2.9		4.2	2.3	4.6	4.3	.5
977	43	58	83	104	427	71	78	96	169	506	44	*KPOJ	925	43	58	83	96	419	71	78	81	151	462	44	*KPOJ	12.5	8.2	12.2	10.8	13.3	14.2	12.5	14.3	9.6	19.3	13.8	4.1
421		26	76	31	146	47	51	87	18	222	53	*KPOK FM	322		26	69	14	122	41	43	68	18	178	22	*KPOK FM	4.4		5.5	9.0	1.9	4.1	7.2	7.9	8.1	2.3	5.3	2.0
194	14	11	34	20	103		12	50	16	86	5	KQFM FM	141	14	11	26	20	79		4	43	10	57	5	KQFM FM	1.9	2.7	2.3	3.4	2.8	2.7		.7	5.1	1.3	1.7	.5
375	14	29	20	20	95	11	48	34	51	161	119	KROR	356	14	22	20	20	85	11	41	34	51	152	119	KROR	4.8	2.7	4.6	2.6	2.8	2.9	1.9	7.5	4.0	6.5	4.6	11.0
160	34	6			40	18		16	5	39	81	*KVAN	153	34	6			40	18		12	5	35	78	*KVAN	2.1	6.5	1.3			1.4	3.2		1.4	.6	1.0	7.2
2025	129	147	233	277	965	68	195	205	252	956	100	KWJJ	1493	108	112	148	181	708	48	135	167	202	714	71	KWJJ	20.2	20.6	23.5	19.2	25.1	24.0	8.5	24.8	19.9	25.8	21.4	6.5
1546	35	71	276	185	641	46	153	307	245	855	50	*KXL	849	35	48	123	127	369	30	94	140	144	468	12	*KXL	11.5	6.7	10.1	16.0	17.6	12.5	5.3	17.3	16.6	18.4	14.0	1.1
1049	25	107	139	138	453	72	102	171	156	562	34	*KXL FM	605		58	75	85	248	16	82	93	105	335	22	*KXL FM	8.2		12.2	9.7	11.8	8.4	2.8	15.1	11.1	13.4	10.0	2.0
1920	93	137	238	276	814	137	170	338	222	982	124	KYXI	1824	93	137	238	258	788	124	170	324	154	912	124	KYXI	24.7	17.7	28.8	30.9	35.7	26.7	21.8	31.3	38.5	24.8	27.3	11.4
TOTAL LISTENING IN METRO SURVEY AREA													6870	512	450	710	651	2728	540	514	778	761	3115	1027		93.2	97.5	94.5	92.2	90.2	92.4	95.1	94.5	92.5	97.3	93.3	94.7

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (f) means AM-FM Combination was not simulcast for complete time period. (s) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS — METRO SURVEY AREA IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA																											
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17												
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24	25-34	35-49	50-64	TOTAL							
2565	182	193	336	336	1213	113	238	334	305	1154	198	KEX	2092	148	164	269	254	986	88	199	250	234	917	189	KEX	27.5	26.0	32.3	34.7	33.8	32.0	14.3	34.9	30.0	29.2	26.7	17.1												
2760	370	186	155	179	1010	344	130	189	206	1056	694	KGM	2128	328	132	142	99	776	275	92	131	133	744	608	KGM	27.9	57.5	26.0	18.3	13.2	25.2	44.6	16.1	15.7	16.6	21.7	54.9												
563	111	22	14	7	169	85	16	33	33	187	207	KINK FM	455	111		7	133	85	16	22	19	151	171	KINK FM	6.0	19.5			.9	4.3	13.8	2.8	2.6	2.4	4.4	15.4													
2829	350	175	178	115	833	418	204	259	149	1127	869	KISN	2571	295	175	165	96	746	373	177	259	140	1046	779	KISN	33.7	51.8	34.5	21.3	12.8	24.2	60.5	31.1	31.1	17.5	30.5	70.3												
264		33	32	20	85	9	56	62	5	154	25	*KKEY	257		33	32	20	85	9	56	62	5	147	25	*KKEY	3.4		6.5	4.1	2.7	2.8	1.5	9.8	7.5	.6	4.3	2.3												
366			23	46	84	26	10	80	71	267	15	*KLIQ	338			23	36	74	26	10	69	64	249	15	*KLIQ	4.4				3.0	4.8	2.4	4.2	1.8	8.3	8.0	7.3	1.4											
178			16	13	44	9	10	45	38	134	167	*KLIQ FM	167			13	44	9	10	45	38	123	2.2					2.1	1.7	1.4	1.5	1.8	5.4	4.7	3.6														
482			31	59	119	26	20	99	103	348	15	TOTAL	443			31	49	109	26	20	88	96	319	15	TOTAL	5.8				4.0	6.5	3.5	4.2	3.5	10.6	12.0	9.3	1.4											
2063	65	37	163	284	831	69	109	149	362	1144	88	KOIN	1784	65	37	154	256	731	69	64	139	317	965	88	KOIN	23.4	11.4	7.3	19.9	34.1	23.8	11.2	11.2	16.7	39.5	28.1	7.9												
811	27	27	87	66	279		37	147	99	477	55	KOIN FM	556	27	5	53	56	206		17	96	78	305	45	KOIN FM	7.3	4.7	1.0	6.8	7.5	6.7		3.0	11.5	9.7	8.9	4.1												
706	170		43	10	223	121	20	38	19	198	285	*KPAM	696	170		43	10	223	121	20	38	19	198	275	*KPAM	9.1	29.8		5.5	1.3	7.2	19.6	3.5	4.6	2.4	5.8	24.8												
219	65	11	14	7	97	9	14	26	49	73	*KPFM	193	65	11	7	83	9	14	14	14	14	37	73	*KPFM FM	2.5	11.4		2.2	.9	2.7	1.5	2.5	1.7	1.1	6.6														
822	186	11	56	17	270	129	34	63	19	245	307	TOTAL	788	186	11	43	17	257	129	34	52	19	234	297	TOTAL	10.3	32.6		2.2	5.5	2.2	8.4	20.9	6.0	6.3	2.4	6.8	26.8											
341	22	14	29	45	110		10	45	78	224	7	*KPDQ	268	22	14	29	26	91		10	38	49	170	7	*KPDQ	3.5	3.9	2.8	3.7	3.5	3.0		1.8	4.6	6.1	5.0	.6												
352	16	20	16	22	118	9	6	53	72	227	7	*KPDQ FM	212	16	20	16	13	79	9	6	31	30	126	7	*KPDQ FM	2.8	2.8	3.9	2.1	1.7	2.6	1.5	1.1	3.7	3.7	.6													
597	38	25	37	51	195	9	15	98	119	395	7	TOTAL	410	38	25	37	33	147	9	15	69	64	256	7	TOTAL	5.4	6.7	4.9	4.8	4.4	4.8	1.5	2.6	8.3	8.0	7.5	.6												
1069	76	33	76	134	432	44	69	119	153	558	79	*KPOJ	1057	76	33	76	134	425	44	69	119	148	553	79	*KPOJ	13.9	13.3	6.5	9.8	17.8	13.8	7.1	12.1	14.3	18.5	16.1	7.1												
316	49	31	22	33	145	34	41	53	12	164	7	*KPOK FM	265	49	31	8	23	121	34	41	31	7	137	7	*KPOK FM	3.5	8.6	6.1	1.0	3.1	3.9	5.5	7.2	3.7	.9	4.0	.6												
443		56	72	33	161	50	25	88	40	249	33	KQFM FM	230		11	39	23	73		25	47	26	133	24	KQFM FM	3.0		2.2	5.0	3.1	2.4		4.4	5.6	3.2	3.9	2.2												
419	32	11	35	58	150	22	6	79	53	171	98	*KRDR	419	32	11	35	58	150	22	6	79	53	171	98	*KRDR	5.5	5.6	2.2	4.5	7.7	4.9	3.6	1.1	9.5	6.6	5.0	8.8												
84		10	20		30		13	13		54		*KUIK	84		10	20		30		13	13		54		*KUIK	1.1		2.0	2.6		1.0		2.3	1.6		1.6													
2196	115	215	275	238	1019	82	203	274	265	1036	141	KWJJ	1516	38	135	206	178	683	42	147	180	203	749	84	KWJJ	19.9	6.7	26.6	26.6	23.7	22.2	6.8	25.8	21.6	25.3	21.8	7.6												
1928	34	84	238	292	745	151	158	272	286	1125	58	*KXL	1112		84	143	195	459	78	89	159	176	616	37	*KXL	14.6		16.6	18.5	26.0	14.9	12.6	15.6	19.1	21.9	17.9	3.3												
828		81	112	46	263	77	109	123	139	538	27	*KXL FM	557		58	75	33	178	27	94	93	97	364	17	*KXL FM	7.3		11.4	9.7	4.4	5.7	4.4	16.5	11.2	12.1	10.6	1.5												
1518	16	123	227	183	600	143	131	255	242	845	73	KYXI	1500	16	123	227	183	600	143	131	244	242	827	73	KYXI	19.7	2.8	24.3	29.3	24.4	19.5	23.2	23.0	29.3	30.2	24.1	6.6												
TOTAL LISTENING IN METRO SURVEY AREA												7055	465	480	744	682	2772	564	540	804	773	3243	1040																										
												92.6	81.6	94.7	96.0	90.8	90.1	91.4	94.7	96.6	96.4	94.5	93.9																										

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS — METRO SURVEY AREA IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA																																
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17																	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24	25-34	35-49	50-64	TOTAL												
1860	69	145	290	221	864	109	154	199	226	830	166	KEX	1468	52	113	212	176	684	76	121	163	177	646	138	KEX	19.3	9.1	22.3	27.4	23.4	22.2	12.3	21.2	19.6	22.1	18.8	12.5																	
3575	567	172	187	176	1224	466	175	305	188	1333	1018	KGW	2579	387	126	161	142	897	319	128	239	119	905	777	KGW	33.9	67.9	24.9	20.8	18.9	29.2	51.7	22.5	28.7	14.8	26.4	70.1																	
814	199	39	25	17	293	106	28	37	23	221	295	KINK FM	600	171	22	20	17	248	66	19	20	23	138	214	KINK FM	7.9	30.0	4.3	2.6	2.3	8.1	10.7	3.3	2.4	2.9	4.0	19.3																	
2572	331	177	117	101	796	436	197	183	134	1016	760	KISN	2328	286	160	112	101	729	401	165	167	121	920	679	KISN	30.5	50.2	31.6	14.5	13.4	23.7	65.0	28.9	20.1	15.1	26.8	61.3																	
155		34	19	23	76	10	26	9	21	71	8	KJIB FM	126		25	8	23	56	10	17	9	21	62	8	KJIB FM	1.7		4.9	1.0	3.1	1.8	1.6	3.0	1.1	2.6	1.8	.7																	
128			21	12	40	10	7	17	22	71	17	*KKEY	119			21	12	40	10	7	17	22	71	8	*KKEY	1.6			2.7	1.6	1.3	1.6	1.2	2.0	2.7	2.1	-.7																	
228	17		15	29	82	10		34	30	140	6	*KLIQ	205	17		15	23	76	10		28	19	123	6	*KLIQ	2.7	3.0		1.9	3.1	2.5	1.6		3.4	2.4	3.6	-.5																	
253	43	23	14	20	118	21	20	26	17	122	13	KLIQ FM	175	17	8	14	8	65	21	7	20	11	97	13	KLIQ FM	2.3	3.0	1.6	1.8	1.1	2.1	3.4	1.2	2.4	1.4	2.8	1.2																	
1883	34	59	214	257	847	31	74	192	289	983	53	KOIN	1539	29	59	181	227	721	31	67	143	249	787	31	KOIN	20.2	5.1	11.6	23.4	30.2	23.4	5.0	11.8	17.2	31.0	22.9	2.8																	
696	9	49	86	58	277	11	45	46	122	380	39	KOIN FM	470		25	57	31	179	11	21	21	90	272	19	KOIN FM	6.2		4.9	7.4	4.1	5.8	1.8	3.7	2.5	11.2	7.9	1.7																	
747	179	17	8	5	209	153	9	46	13	226	312	*KPAM	713	169	17	8	5	199	153		46	13	217	297	*KPAM	9.4	29.6	3.4	1.0	.7	6.9	24.8		5.5	1.6	6.3	26.8																	
570	110	41	21	12	191	118	23	7	22	180	199	KPAM FM	422	76	17	21	6	127	61	14	7	17	109	186	KPAM FM	5.5	13.3	3.4	2.7	.8	4.1	9.9		2.5	.8	2.1	3.2	16.8																
1151	237	58	28	17	347	250	32	53	35	385	419	KPAM TOTAL	967	193	34	28	11	273	193	14	53	30	305	389	KPAM TOTAL	12.7	33.9	6.7	3.6	1.5	8.9	31.3	2.5	6.3	3.7	8.9	35.1																	
352		28	15	18	90	10	22	45	72	262		*KPDQ	272		8	15	12	56	10	22	31	54	216		*KPDQ	3.6		1.6	1.9	1.6	1.8	1.6	3.9	3.7	6.7	6.3																		
291	5	8		45	90	43	17	4	62	192	9	*KPDQ FM	196		8		30	70		17		43	126		*KPDQ FM	2.6		1.6	4.0	2.3	3.0		3.0	5.4	3.7																			
549	5	28	15	51	153	53	31	49	111	387	9	*KPDQ TOTAL	393		8	15	36	105	10	31	31	87	288		*KPDQ TOTAL	5.2		1.6	1.9	4.8	3.4	1.6	5.4	3.7	10.8	8.4																		
688	22	39	77	84	288	41	68	41	139	378	22	*KPOJ	660	22	39	65	78	270	41	68	41	139	378	12	*KPOJ	8.7	3.9	7.7	8.4	10.4	8.8	6.6	11.9	4.9	17.3	11.0	1.1																	
265	18	34	15	17	109	33	34	32	8	137	19	*KPOK FM	177		25	15	11	76		17	27	8	82	19	*KPOK FM	2.3		4.9	1.9	1.5	2.5		3.0	3.2	1.0	2.4	1.7																	
126		17	8	24	49		19		40	77		KQFM FM	96		17	8	17	42		19		35	54		KQFM FM	1.3		3.4	1.0	2.3	1.4		3.3		4.4	1.6																		
256	51		50	12	121	32	5	11	31	94	41	*KRDR	256	51		50	12	121	32	5	11	31	94	41	*KRDR	3.4	8.9		6.5	1.6	3.9	5.2	.9	1.3	3.9	2.7	3.7																	
131		17	13	11	41		10	20	10	59	31	*KUIK	131		17	13	11	41		10	20	10	59	31	*KUIK	1.7		3.4	1.7	1.5	1.3		1.8	2.4	1.2	1.7	2.8																	
122	34				41	21	7	4	8	45	36	*KVAN	122	34				41	21	7	4	8	45	36	*KVAN	1.6	6.0				1.3	3.4	1.2	.5	1.0	1.3	3.2																	
2118	42	222	303	232	975	176	200	239	191	1024	119	KWJJ	1636	17	169	234	199	747	128	149	197	156	806	83	KWJJ	21.5	3.0	33.3	30.2	26.5	24.3	20.7	26.1	23.7	19.5	23.5	7.5																	
1782	28	100	225	272	790	69	124	235	284	904	88	*KXL	1080		65	180	132	469	10	80	152	178	560	51	*KXL	14.2		12.8	23.2	17.6	15.2	1.6	14.0	18.3	22.2	16.3	4.6																	
929	9	49	86	175	348	50	68	147	173	529	52	*KXL FM	491		25	42	83	171	10	55	57	123	300	20	*KXL FM	6.4		4.9	5.4	11.1	5.6	1.6	9.6	6.9	15.3	8.7	1.8																	
1881	37	181	272	226	792	142	190	249	261	982	107	KYXI	1768	17	169	241	220	714	142	181	232	261	947	107	KYXI	23.2	3.0	33.3	31.1	29.3	23.2	23.0	31.8	27.9	32.5	27.6	9.7																	
TOTAL LISTENING IN METRO SURVEY AREA													7088	524	490	698	706	2814	594	548	782	737	3218	1056																														
													93.0	91.9	96.6	90.1	94.0	91.5	96.3	96.1	94.0	91.9	93.7	95.3																														

DAY PARTS -
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (f) means AM-FM Combination was not simulcast for complete time period. (t) means refer to Special Notice on Page 5.

CUME Listening Estimates

PORTLAND, ORE.
OCT/NOV 1970

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
2022	103	176	260	263	910	187	183	267	237	996	116	KEX	1640	86	136	194	198	698	163	149	202	222	844	98	KEX	20.7	13.8	24.4	24.8	25.5	21.7	25.6	24.3	24.6	26.5	23.7	8.5
3475	532	234	204	129	1204	533	191	256	118	1221	1050	KGW	2524	351	133	153	106	819	369	135	200	80	895	810	KGW	31.9	56.5	23.9	19.6	13.7	25.4	57.9	22.0	24.3	9.5	25.2	70.6
784	212	47	32		291	121	58	65	11	273	220	KINK FM	603	157	47	24		228	93	50	48	11	209	165	KINK FM	7.6	25.3	8.4	3.1		7.1	14.6	8.1	5.8	1.3	5.9	14.4
2506	299	162	124	117	734	428	161	179	158	961	811	KISN	2438	299	149	124	117	721	419	154	174	158	940	777	KISN	30.8	48.1	26.8	15.9	15.1	22.4	65.8	25.1	21.2	18.8	26.4	67.7
400	26	58	68	7	169	60	48	57	31	203	28	KJIB FM	329	14	58	41	7	130	41	40	52	31	171	28	KJIB FM	4.2	2.3	10.4	5.2	.9	4.0	6.4	6.5	6.3	3.7	4.8	2.4
194		11	39	16	74	32		36	31	114	6	*KKEY	194		11	39	16	74	32	8	36	31	114	6	*KKEY	2.4		2.0	5.0	2.1	2.3	5.0	1.3	4.4	3.7	3.2	.5
346	13		36	20	117		19	65	68	215	14	*KLIQ	310			36	20	104		19	53	68	197	14	*KLIQ	3.9			4.6	2.6	3.2		3.1	6.4	8.1	5.4	1.2
191		12	18	7	47		58	47	21	147	7	KLIQ FM	157		12	18	7	37		36	35	21	113	7	KLIQ FM	2.0		2.2	2.3	.9	1.1		5.9	4.3	2.5	3.2	.6
1852	45	65	186	247	795	40	47	155	329	951	106	KOIN	1634	45	65	142	206	663	40	33	137	300	874	97	KOIN	20.6	7.2	11.7	18.2	26.6	20.6	6.3	5.4	16.7	35.8	24.6	8.4
846	14	34	85	81	324	83	89	93	101	472	50	KOIN FM	705	14	58	69	56	265	83	68	83	69	399	41	KOIN FM	8.9	2.3	10.4	8.8	7.2	8.2	13.0	11.1	10.1	8.2	11.2	3.6
773	90	17	16		131	93	14	12	27	177	341	*KPAM	610	90	17	16		131	84	14	12	27	168	311	*KPAM	7.7	14.5	3.1	2.0		4.1	13.2	2.3	1.5	3.2	4.7	27.1
1229	166	101	8	8	304	120	65	24	21	230	239	KPAM FM	639	119	89	8	8	245	104	65	18	21	208	186	KPAM FM	8.1	19.2	16.0	1.0	1.0	7.6	16.3	10.6	2.2	2.5	5.9	16.2
	244	112	16	8	408	182	75	30	37	355	466	TOTAL	1081	197	100	16	8	349	157	75	24	37	324	408	TOTAL	13.6	31.7	18.0	2.0	1.0	10.8	24.6	12.2	2.9	4.4	9.1	35.5
402	14	24	26	34	147	11	8	54	74	247	8	*KPOQ	346	14	11	15	34	109	11	8	43	67	229	8	*KPOQ	4.4	2.3	2.0	1.9	4.4	3.4	1.7	1.3	5.2	8.0	6.4	.7
274	14	18	44	99	111	11		30	59	175		*KPDQ FM	232	14	7	39	83		24	50	149					*KPDQ FM	2.9	2.3		.9	5.0	2.6		2.9	6.0	4.2	
502	14	24	26	58	183	22	8	54	99	311	8	TOTAL	422	14	11	15	54	141	11	8	43	83	273	8	TOTAL	5.3	2.3	2.0	1.9	7.0	4.4	1.7	1.3	5.2	9.9	7.7	.7
1259	57	90	147	151	567	112	60	113	155	541	151	KPOK	1248	57	90	136	151	556	112	60	113	155	541	151	KPOK	15.8	9.2	16.2	17.4	19.5	17.3	17.6	9.8	13.7	18.5	15.2	13.2
347	47	39	16	13	130	51	71	29	26	190	27	*KPOK FM	341	47	39	16	13	130	51	71	23	26	184	27	*KPOK FM	4.3	7.6	7.0	2.0	1.7	4.0	8.0	11.6	2.8	3.1	5.2	2.4
215	13	12	40	20	95	11	27	62	20	120		KQFM FM	177		12	33	20	75		20	62	20	102		KQFM FM	2.2		2.2	4.2	2.6	2.3		3.3	7.5	2.4	2.9	
361	35	17	84	36	190	21	37	43	37	138	33	*KRDR	354	35	17	77	36	183	21	37	43	37	138	33	*KRDR	4.5	5.6	3.1	9.9	4.6	5.7	3.3	6.0	5.2	4.4	3.9	2.9
110	12		8	13	38	32	15		11	58	14	*KVAN	110	12		8	13	38	32	15		11	58	14	*KVAN	1.4	1.9		1.0	1.7	1.2	5.0	2.4		1.3	1.6	1.2
2029	33	189	257	285	956	104	178	215	314	988	85	KWJJ	1710	33	156	204	245	807	95	162	191	256	837	66	KWJJ	21.6	5.3	28.0	26.1	31.6	25.1	14.9	26.4	23.2	30.5	23.6	5.7
1759	54	85	202	258	792	100	121	219	288	864	103	*KXL	1041	37	29	131	165	472	61	42	156	164	525	44	*KXL	13.1	6.0	5.2	16.8	21.3	14.7	9.6	6.8	19.0	19.5	14.8	3.8
923	67	104	67	100	428	86	69	111	114	463	32	*KXL FM	678	51	80	33	76	321	74	48	81	71	330	27	*KXL FM	8.6	8.2	14.4	4.2	9.8	10.0	11.6	7.8	9.9	8.5	9.3	2.4
1760	70	153	231	243	753	138	144	309	278	934	73	KYXI	1699	70	132	225	243	726	130	144	309	264	900	73	KYXI	21.4	11.3	23.7	28.8	31.4	22.5	20.4	23.5	37.6	31.5	25.3	6.4
TOTAL LISTENING IN METRO SURVEY AREA												7468	586	551	738	726	3045	626	560	774	791	3321	1102		94.3	94.4	98.9	94.5	93.7	94.6	98.3	91.2	94.2	94.3	93.4	96.0	

DAY PARTS
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA																										
TOTAL PERS. 12-17	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17 %	MEN					WOMEN					TEENS 12-17 %													
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24	25-34	35-49	50-64	TOTAL								
2511	98	287	267	215	1000	81	328	264	308	1292	219	KEX	1828	76	203	195	144	717	72	244	209	217	965	146	KEX	22.4	14.1	30.1	23.4	19.1	22.0	10.7	35.8	23.9	26.5	26.1	12.1													
3445	399	198	190	201	1028	575	193	339	131	1315	1102	KGW	2527	229	172	156	148	739	438	117	232	84	958	826	KGW	30.9	42.5	25.5	18.7	19.7	22.7	65.3	17.2	26.5	10.3	25.9	64.3													
914	245	56	23	22	346	156	27	62	23	292	276	KINK FM	705	157	56	8	12	233	156	27	34	11	252	220	KINK FM	8.6	29.1	9.3	1.0	1.6	7.2	23.2	4.0	3.9	1.3	6.8	18.2													
2566	317	241	91	62	786	463	226	171	87	1071	759	KISN	2388	310	203	82	40	719	412	200	171	73	930	748	KISN	29.3	57.5	30.1	9.8	5.3	21.8	61.4	29.3	19.5	3.9	25.2	61.3													
254	34	31	31	14	124	34	46	27	18	125	5	KJIB FM	249	34	31	31	14	118	26	46	27	18	117	5	KJIB FM	2.9	6.3	4.6	3.7	1.9	3.6	3.9	6.7	3.1	2.2	3.2	.4													
460	34	19	30	45	136	64	44	21	28	213	111	*KKEY	460	34	19	30	45	136	64	44	21	28	213	111	*KKEY	5.6	6.3	7.9	3.6	6.0	4.2	9.5	6.5	7.4	3.4	5.8	9.2													
316	17		15	28	85	34	8	19	52	219	12	*KLIQ	277	17		15	28	76	26	8	19	48	189	12	*KLIQ	3.4	3.2		1.8	3.7	2.3	3.4	1.2	2.2	5.9	5.1	1.0													
1845	13	72	244	225	788	34	60	223	264	969	38	KOIN	1411	13	49	211	172	606	26	47	150	216	740	65	KOIN	17.3	7.4	7.3	25.3	22.9	18.6	3.9	6.9	17.1	26.4	20.0	5.4													
609	11	32	44	110	256	60	11	64	87	319	25	KOIN FM	475	11	32	44	80	208	45	11	53	72	260	7	KOIN FM	5.8	2.0	4.7	5.3	10.6	6.4	6.7	1.6	6.1	8.9	7.0	.6													
697	68	67	7	13	171	178	22	39	7	260	266	*KPAM	676	68	67	7	13	171	174	22	39	7	256	249	*KPAM	8.3	12.6	9.9	.8	1.7	5.3	25.9	3.2	4.5	.9	6.9	20.6													
737	164	80	17		267	150	78	28	23	279	191	KPAM FM	548	97	80	7		190	120	62	17	23	217	141	KPAM FM	6.7	18.0	11.9	.8		5.8	17.9	9.1	1.4	2.8	5.9	11.7													
1278	214	135	24	13	408	293	109	67	29	503	367	TOTAL	1087	148	135	14	13	332	260	84	51	29	438	317	TOTAL	13.3	27.5	20.0	1.6	1.7	10.2	38.7	12.3	5.8	3.5	11.8	26.2													
415		12	67	56	143	26	8	64	52	212	60	*KPDQ	274		12	35	28	83	26	8	37	44	160	31	*KPDQ	3.4		1.8	4.2	3.7	2.5	3.9	1.2	4.2	5.4	4.3	2.6													
192			12	23	35			41	58	140	17	*KPDQ FM	150			6	13	19			23	50	114	17	*KPDQ FM	1.8			.7	1.7	.6			2.6	6.1	3.1	1.4													
995	51	139	103	103	474	31	118	70	118	484	37	KPOK	944	51	139	77	95	447	31	118	70	118	467	37	KPOK	11.6	9.5	20.6	9.2	12.6	13.5	4.6	17.3	8.0	14.4	12.6	3.1													
526	56	87	13	44	224	35	102	43	53	284	18	*KPOK FM	414	34	74	13	34	170	26	92	43	31	226	18	*KPOK FM	5.1	6.3	11.0	1.6	4.5	5.2	3.9	13.5	4.9	3.9	6.1	1.5													
251		7	54	55	124	38	6	18	49	127		KQFM FM	230		7	54	40	109	38	6	18	43	121		KQFM FM	2.8		1.0	6.5	5.3	3.3	5.7	.9	2.1	5.3	3.3														
318	30	7	43	39	135	25	17	31	66	159	24	KRDR	303	30	7	43	31	127	25	17	31	59	152	24	KRDR	3.7	5.6	1.0	5.2	4.1	3.9	3.7	7.5	3.5	7.2	4.1	2.0													
1775	52	169	262	220	857	34	163	176	230	846	72	KWJJ	1432	45	144	200	169	678	20	163	130	185	706	48	KWJJ	17.5	8.3	21.4	24.0	22.5	20.8	3.0	23.9	14.9	22.6	19.1	4.0													
2072	28	113	351	270	914	56	131	272	331	996	162	*KXL	1208	28	64	226	172	590	26	80	169	167	563	55	*KXL	14.8	5.2	10.1	27.1	22.9	13.1	3.9	11.7	19.3	20.4	15.2	4.5													
1109	27	101	113	145	439	23	127	149	181	640	30	*KXL FM	769	22	65	79	118	223	23	94	72	129	433	13	*KXL FM	9.4	4.1	9.6	9.5	15.7	9.9	3.4	13.8	8.2	15.8	11.7	1.1													
2282	93	249	359	291	1065	125	236	319	250	1065	152	KYXI	2134	73	241	347	262	996	108	217	303	236	999	141	KYXI	26.2	13.5	35.8	41.7	34.8	30.6	16.1	31.8	34.6	28.8	27.0	11.7													
TOTAL LISTENING IN METRO SURVEY AREA												7658	493	674	780	690	2995	671	661	848	783	3535	1128																											
												93.8	91.5	99.9	93.6	91.8	92.0	99.9	96.9	96.9	96.9	95.6	93.2																											

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

TOTAL RS. +	CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS — METRO SURVEY AREA IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA																												
	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %														
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24	25-34	35-49	50-64	TOTAL									
52	122	309	372	263	1344	129	228	271	271	1132	176	KEX	1940	88	212	236	225	929	85	158	215	217	861	150	KEX	23.2	14.8	30.1	28.3	29.5	27.7	12.4	22.2	24.5	26.1	22.9	12.2														
140	434	261	238	89	1035	452	244	310	119	1201	1104	KGM	2311	242	161	159	80	655	323	207	207	109	900	756	KGM	27.7	40.7	22.8	19.0	10.5	19.5	47.2	29.1	23.5	13.1	23.9	61.6														
03	151	64	50	12	277	175	50	36	11	282	144	KINK	525	151	28	18	12	209	153	36	19	11	219	97	KINK	6.3	25.4	4.0	2.2	1.6	6.2	22.4	5.1	2.2	1.3	5.8	7.9														
167	321	223	172	51	767	411	198	144	73	864	736	KISN	2185	271	202	172	51	696	367	182	133	73	793	696	KISN	26.2	45.6	28.7	20.6	6.7	20.7	53.7	25.6	15.1	8.8	21.1	56.7														
140	32	57	25	47	175	32	88	54	44	231	34	KJIB	372	32	43	25	47	147	32	79	54	35	200	25	KJIB	4.5	5.4	6.1	3.0	6.2	4.4	4.7	11.1	6.1	4.2	5.3	2.0														
97	14	8	10	11	78	20	32	26	42	151	68	*KKEY	286	14	8	10	11	78	20	32	26	42	151	57	*KKEY	3.4	2.4	1.1	1.2	1.4	2.3	2.9	4.5	3.0	5.1	4.0	4.6														
25		27	50	21	146		26	41	64	262	17	*KLIQ	415		27	50	21	146		26	31	64	252	17	*KLIQ	5.0		3.8	6.0	2.8	4.3		3.7	3.5	7.7	6.7	1.4														
29	18	29	17	14	114		28	37	12	86	29	KLIQ FM	206	18	19	17	14	104		28	24	12	73	29	KLIQ FM	2.5	3.0	2.7	2.0	1.8	3.1		3.9	2.7	1.4	1.9	2.4														
130	74	144	199	234	867	64	115	152	324	1044	119	KOIN	1819	74	131	178	222	821	64	107	135	266	879	119	KOIN	21.8	12.5	18.6	21.3	29.1	24.4	9.4	15.0	15.4	32.0	23.3	9.7														
46	32	54	85	100	294	80	81	86	72	421	31	KOIN FM	639	32	44	55	89	243	58	81	69	72	365	31	KOIN FM	7.6	5.4	6.2	6.6	11.7	7.2	8.5	11.4	7.8	8.7	9.7	2.5														
41	76	25	8	5	114	131	45	62	17	255	172	*KPAM	513	76	19	8	5	108	109	45	62	17	233	172	*KPAM	6.1	12.8	2.7	1.0	.7	3.2	15.9	6.3	7.1	2.0	6.2	14.0														
94	76	51	17	19	163	229	83	41	30	383	248	KPAM FM	641	76	51	8	19	154	159	69	41	22	291	196	KPAM FM	7.7	12.8	7.2	1.0	2.5	4.6	23.2	9.7	4.7	2.6	7.7	16.0														
96	135	76	25	23	259	302	116	96	47	561	376	TOTAL	1034	135	69	16	23	243	232	102	96	38	468	323	TOTAL	12.4	22.7	9.8	1.9	3.0	7.2	33.9	14.3	10.9	4.6	12.4	26.3														
07	18	29	18	36	124	11	38	70	84	270	13	*KPDQ	310	18	19	18	36	114	11	30	45	40	183	13	*KPDQ	3.7	3.0	2.7	2.2	4.7	3.4	1.6	4.2	5.1	4.8	4.9	1.1														
84	18	29	31	32	110		47	19	71	174		*KPDQ FM	196	18	19	17	21	75		47	19	18	121		*KPDQ FM	2.3	3.0	2.7	2.0	2.8	2.2		6.6	2.2	2.2	3.2															
40	18	29	40	59	169	11	67	77	108	358	13	TOTAL	401	18	19	27	48	135	11	58	52	47	253	13	TOTAL	4.8	3.0	2.7	3.2	6.3	4.0	1.6	8.1	5.9	5.7	6.7	1.1														
49	100	106	57	61	359	93	76	102	101	436	54	*KPOK	787	75	106	57	61	334	93	76	78	88	399	54	*KPOK	9.4	12.6	15.0	6.8	8.0	9.9	13.6	10.7	8.9	10.6	10.6	4.4														
04	39	56	71	48	250	55	60	65	26	218	36	*KPOK FM	356	14	49	30	48	177	36	47	41	18	154	25	*KPOK FM	4.3	2.4	7.0	3.6	6.3	5.3	5.3	6.6	4.7	2.2	4.1	2.0														
09	14		18	14	46	11	15	47	39	112	51	KQFM	196	14		18	14	46	11	15	34	39	99	51	KQFM	2.3	2.4		2.2	1.8	1.4	1.6	2.1	3.9	4.7	2.6	4.2														
87	32	57	65	36	202	21	51	47	30	175	10	KRDR	373	32	57	51	36	188	21	51	47	30	175	10	KRDR	4.5	5.4	8.1	6.1	4.7	5.6	3.1	7.2	5.3	3.6	4.6	.8														
67			12	14	26			14	15	29	12	*KUIK	67			12	14	26			14	15	29	12	*KUIK	.8			1.4	1.8	.8			1.6	1.8	.8	1.0														
47	16	229	304	221	888	43	194	196	213	869	90	KWJJ	1503	16	177	222	179	712	32	135	166	187	701	90	KWJJ	18.0	2.7	25.1	26.6	23.5	21.2	4.7	19.0	18.9	22.5	18.6	7.3														
66	112	130	200	244	799	63	142	248	340	1002	65	*KXL	1296	78	119	133	192	593	42	92	164	242	683	20	*KXL	15.5	13.1	16.9	15.9	25.2	17.7	6.1	12.9	18.7	29.1	18.1	1.6														
02	112	119	96	126	555	58	161	120	155	605	42	*KXL FM	833	45	98	87	114	404	58	131	91	81	422	7	*KXL FM	10.0	7.6	13.9	10.4	15.0	12.0	8.5	18.4	10.4	9.7	11.2	.6														
83	76	227	234	232	794	158	170	351	231	976	113	KYXI	1801	76	216	220	221	758	158	170	329	222	945	98	KYXI	21.6	12.8	30.6	26.3	29.0	22.6	23.1	23.9	37.4	26.7	25.1	8.0														
TOTAL LISTENING IN METRO SURVEY AREA													7815	560	705	761	714	3133	663	712	837	766	3522	1160																											
													93.6	94.3	99.9	91.1	93.7	93.3	96.9	99.9	95.2	92.2	93.5	94.5																											

DAY PARTS-
AVG. & CUME

NOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA																																			
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17																						
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34
2207	19	212	307	324	977	49	282	314	311	1149	161	KEX	1745	19	163	250	219	743	49	234	224	236	883	119	KEX	20.9	3.2	23.1	29.9	28.7	22.1	7.2	32.9	25.5	28.4	23.4	9.7																						
3819	502	202	227	136	1177	594	287	221	191	1467	1175	KGW	2658	279	165	156	87	774	449	240	158	123	1083	801	KGW	31.8	47.0	23.4	18.7	11.4	23.0	65.6	33.7	18.0	14.8	28.7	65.3																						
598	200	61	9		270	105	63	12		197	131	KINK	552	182	61	9		252	105	52	12		186	114	KINK	6.6	30.6	8.7	1.1		7.5	15.4	7.3	1.4		4.9	9.3																						
2510	298	178	139	92	724	411	156	144	134	880	906	KISM	2349	271	166	124	92	670	378	149	144	127	833	846	KISM	28.1	45.6	23.5	14.9	12.1	19.9	55.3	20.9	16.4	15.3	22.1	68.9																						
438	46	18	59	50	185	64	62	63	44	241	12	KJIB	366	36		59	43	138	64	43	63	38	216	12	KJIB	4.4	6.1		7.1	5.6	4.1	9.4	6.0	7.2	4.6	5.7	1.0																						
465		47	14	58	156	24	39	53	98	288	21	*KKEY	458		47	14	58	156	24	39	53	91	281	21	*KKEY	5.5		6.7	1.7	7.6	4.6	3.5	5.5	6.0	11.0	7.5	1.7																						
313		12	44	42	149			32	64	164		*KLIQ	313		12	44	42	149			32	64	164		*KLIQ	3.7		1.7	5.3	5.5	4.4			3.6	7.7	4.4																							
287	11	25	19	19	104	17	50		54	183		KLIQ FM	239	11	25	9	8	71	17	42		47	168		KLIQ FM	2.9	1.9	3.5	1.1	1.0	2.1	2.5	5.9		5.7	4.5																							
1676	59	119	142	199	739	33	82	169	222	856	81	KOIN	1455	8	119	108	163	607	33	74	155	197	767	81	KOIN	17.4	1.3	16.9	12.9	21.4	18.1	4.8	10.4	17.6	23.7	20.4	6.6																						
700	10	108	54	48	334	37	54	59	88	366		KOIN FM	534		70	35	44	223	37	17	51	78	311		KOIN FM	6.4		9.9	4.2	5.8	6.6	5.4	2.4	5.8	9.4	8.3																							
593	91	81	16		216	143	23	12	25	220	157	*KPAM	505	57	81	16		172	143	23	6	12	201	132	*KPAM	6.0	9.6	11.5	1.9		5.1	20.9	3.2	.7	1.4	5.3	10.8																						
929	182	46	69	14	320	183	66	48	15	329	280	KPAM FM	691	88	23	45	14	179	172	58	34	15	296	216	KPAM FM	8.3	14.8	3.3	5.4	1.8	5.3	25.1	8.1	3.9	1.8	7.9	17.6																						
1250	210	116	76	14	453	232	84	60	40	449	348	* TOTAL	978	116	93	52	14	303	221	76	40	27	398	277	* TOTAL	11.7	19.5	13.2	6.2	1.8	9.0	32.3	10.7	4.6	3.2	10.6	22.6																						
407	36	12	25	34	146	35		27	78	246	15	*KPOQ	371	36	12	25	34	134	35		27	67	222	15	*KPOQ	4.4	6.1	1.7	3.0	4.5	4.0	5.1		3.1	8.1	5.9	1.2																						
273	20		7	22	76	9	23	28	39	179	18	*KPOQ FM	217	20		7	10	64	9		16	20	135	18	*KPOQ FM	2.6	3.4		.8	1.3	1.9	1.3	2.2	2.3	3.1	3.6	1.5																						
576	36	12	25	46	185	44	23	55	93	358	33	* TOTAL	489	36	12	25	34	161	44	16	47	74	295	33	* TOTAL	5.9	6.1	1.7	3.0	4.5	4.8	6.4	2.2	5.3	8.9	7.8	2.7																						
1215	89	234	99	66	576	81	121	106	126	587	52	*KPOK	1107	89	222	99	60	525	81	98	106	119	530	52	*KPOK	13.3	15.0	31.5	11.9	7.9	15.6	11.8	13.8	12.1	14.3	14.1	4.2																						
665	31	84	35	21	180	166	94	66	54	446	39	*KPOK FM	524	31	84	17	21	162	130	60	50	34	340	22	*KPOK FM	6.3	5.2	11.9	2.0	2.8	4.8	19.0	8.4	5.7	4.1	9.0	1.8																						
432	36		46	28	166	18	46	50	66	230	36	KQFM	276	8		18	21	75	18	38	33	49	188	13	KQFM	3.3	1.3		2.2	2.8	2.2	2.6	5.3	3.8	5.9	5.0	1.1																						
405	61	37	71	25	212	52	24	24	61	178	15	KROR	396	61	37	71	25	203	52	24	24	61	178	15	KROR	4.7	10.3	5.2	8.5	3.3	6.0	7.6	3.4	2.7	7.3	4.7	1.2																						
130		22	8	10	64		13	12	33	66		*KUIK	113		22	8	10	54			13	12	26	59		*KUIK	1.4		3.1	1.0	1.3	1.6		1.8	1.4	3.1	1.6																						
225	62	12	16	9	108	35		15	34	84	33	*KVAN	218	62	12	16	9	108	35		15	27	77	33	*KVAN	2.6	10.4	1.7	1.9	1.2	3.2	5.1		1.7	3.2	2.0	2.7																						
2197	111	292	245	303	1063	91	176	237	264	1003	131	KWJJ	1804	96	240	217	233	877	80	144	171	206	822	105	KWJJ	21.6	16.2	34.0	26.0	30.6	26.1	11.7	20.2	19.5	24.8	21.8	8.6																						
1898	55	71	288	247	861	29	140	249	316	942	95	*KXL	1141	36	47	155	134	487	18	100	163	169	605	49	*KXL	13.7	6.1	6.7	18.6	17.6	14.5	2.6	14.0	18.5	20.3	16.1	4.0																						
1049	10	36	206	136	448	49	37	169	186	578	23	*KXL FM	699		36	109	101	273	49	37	106	126	407	19	*KXL FM	8.4		5.1	13.1	13.3	8.1	7.2	5.2	12.1	15.2	10.8	1.5																						
2076	99	192	286	329	1042	109	161	315	225	924	110	KYXI	1967	89	175	286	322	978	109	145	315	211	885	104	KYXI	23.5	15.0	24.8	34.3	42.3	29.1	15.9	20.4	35.8	25.4	23.5	8.5																						
TOTAL LISTENING IN METRO SURVEY AREA												7954	563	681	778	721	3197	684	669	835	792	3600	1157		95.2	94.8	96.6	93.2	94.6	95.2	99.9	94.0	95.0	95.3	95.6	94.3																							

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

CUME Listening Estimates

PORTLAND, ORE.
OCT/NOV 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	
2719	157	308	424	305	1395	143	219	313	338	1157	167	KEX	2077	143	209	317	217	1069	100	191	206	279	896	112	KEX	23.9	22.7	27.3	36.8	29.0	30.8	12.8	24.6	22.9	33.9	22.7	8.9
4158	482	478	206	123	1330	772	325	327	128	1687	1141	KGW	3012	327	374	173	108	1007	602	244	210	79	1244	761	KGW	34.7	52.0	48.8	20.1	13.4	29.0	76.9	31.5	23.3	9.6	31.5	60.3
930	195	139	7	16	357	244	67	22	34	379	194	KINK	770	156	102	7	16	281	201	67	15	34	317	172	KINK	8.9	24.8	13.3	.8	2.1	8.1	25.7	8.6	1.7	4.1	8.0	13.6
2714	440	218	120	69	855	411	237	155	108	962	897	KISM	2478	351	208	120	60	747	361	215	155	108	890	841	KISM	28.5	55.8	27.2	13.9	8.0	21.5	46.1	27.7	17.2	13.1	22.5	66.7
513	47	119	66	9	247	51	110	53	25	246	20	KJIB	497	47	114	66	9	242	51	103	53	25	239	16	KJIB	5.7	7.5	14.9	7.7	1.2	7.0	6.5	13.3	5.9	3.0	6.0	1.3
452		22	9	50	130	17	31	70	93	306	16	*KKEY	426		22	9	38	118	17	31	70	79	292	16	*KKEY	4.9		2.9	1.0	5.1	3.4	2.2	4.0	7.8	9.6	7.4	1.3
292		22	17	46	118	17	23	19	62	164	10	*KLIQ	271		22	17	35	107	17	23	19	52	154	10	*KLIQ	3.1		2.9	2.0	4.7	3.1	2.2	3.0	2.1	6.3	3.9	.8
373	17	10	72	27	142	17	8	71	61	226	5	KLIQ FM	341	17	10	72	16	131	17	8	65	51	210		KLIQ FM	3.9	2.7	1.3	8.4	2.1	3.8	2.2	1.0	7.2	6.2	5.3	
1520	14	146	220	233	786	34	88	106	221	645	89	KOIN	1266		107	220	185	685	34	88	80	172	539	42	KOIN	14.6		14.0	25.6	24.8	19.7	4.3	11.4	8.9	20.9	13.6	3.3
797	58	58	92	94	357	56	30	130	93	407	33	KOIN FM	619	30	53	92	68	290	34	23	110	78	301	28	KOIN FM	7.1	4.8	6.9	10.7	9.1	8.4	4.3	3.0	12.2	9.5	7.6	2.2
800	126	87	13	8	240	180	44	36	12	272	288	*KPAM	763	99	87	13	8	213	180	44	36	12	272	278	*KPAM	8.8	15.7	11.4	1.5	1.1	6.1	23.0	5.7	4.0	1.5	6.9	22.0
1333	224	172	24	17	445	205	87	97	19	436	452	KPAM FM	998	145	120	24	8	305	155	72	64	19	326	367	KPAM FM	11.5	23.1	15.7	2.8	1.1	8.8	19.8	9.3	7.1	2.3	8.2	29.1
1834	289	211	37	25	577	340	112	118	31	629	628	+ TOTAL	1497	209	158	37	16	435	289	97	85	31	518	544	+ TOTAL	17.2	33.2	20.6	4.3	2.1	12.5	36.9	12.5	9.4	3.8	13.1	43.1
302		10	34	23	99		34	35	58	198	5	*KPDQ	198		10	21	8	95		34	35	28	138	5	*KPDQ	2.3		1.3	2.4	1.1	1.6		4.4	3.9	3.4	3.5	.4
210		18	31	17	74		34	40	25	107	29	KPDQ FM	147		18	21	47		34	23	25	90	10	KPDQ FM	1.7		2.3	2.4	1.4		4.4	2.6	3.0	2.3	.8		
433		28	43	31	134		52	66	76	265	34	TOTAL	278		28	21	8	73		52	50	46	189	15	TOTAL	3.2		3.7	2.4	1.1	2.1		6.7	5.5	5.6	4.8	1.2
992	74	202	75	54	418	161	134	79	65	525	49	*KPOK	878	47	164	75	54	353	140	120	79	65	490	35	*KPOK	10.1	7.5	21.4	8.7	7.2	10.2	17.9	15.5	8.8	7.9	12.4	2.8
699	61	112	65	17	278	73	95	102	14	336	85	*KPOK FM	415	47	58	30	8	166	34	42	74	14	216	33	*KPOK FM	4.8	7.5	7.6	3.5	1.1	4.8	4.3	5.4	8.2	1.7	5.5	2.6
486	17	18	79	68	198	18	50	110	74	272	16	KQFM	362	17	18	66	50	159	11	19	100	49	187	16	KQFM	4.2	2.7	2.3	7.7	6.7	4.6	1.4	2.5	11.1	6.0	4.7	1.3
167	76				76	52	8			60	31	KQIV	146	62			62	45					53	31	KQIV	1.7	9.9				1.8	5.7	1.0			1.3	2.5
358	17	18	60	37	155	45	42	31	41	175	28	KROR	358	17	18	60	37	155	45	42	31	41	175	28	KROR	4.1	2.7	2.3	7.0	5.0	4.5	5.7	5.4	3.4	5.0	4.4	2.
199	60				60	44	10	19	10	83	56	*KVAN	167	60			60	30	10	6	5	51	56	*KVAN	1.9	9.5				1.7	3.8	1.3	.7	.6	1.3	4.	
2193	80	196	381	288	1063	91	179	296	285	1043	87	KWJJ	1693	66	172	272	224	845	84	124	189	204	776	72	KWJJ	19.5	10.5	22.5	31.6	30.0	24.3	10.7	16.0	21.0	24.8	19.6	5.
1821	30	128	253	249	795	61	84	305	249	934	92	*KXL	1072		78	180	115	452	32	49	190	178	584	36	*KXL	12.3		10.2	20.9	15.4	13.0	4.1	6.3	21.1	21.7	14.8	2.9
1232	27	115	130	113	440	50	123	178	170	703	89	*KXL FM	900	13	97	97	105	351	28	92	139	141	506	43	*KXL FM	10.4	2.1	12.7	11.3	14.1	10.1	3.6	11.9	15.4	17.2	12.8	3.4
1803	34	147	325	271	859	105	123	319	269	923	21	KYXI	1687	34	147	300	243	806	83	116	319	247	860	21	KYXI	19.4	5.4	19.2	34.8	32.5	23.2	10.6	15.0	35.4	30.0	21.7	1.7
TOTAL LISTENING IN METRO SURVEY AREA												8118	586	736	816	702	3234	749	710	857	776	3673	1211	93.4	93.2	96.1	94.8	94.0	93.2	95.7	91.6	95.1	94.4	92.9	96.0		

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

CUME Listening Estimates

PORTLAND, OR
APRIL/MAY 1973

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	TEENS 12-17 %								
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49					50-64	18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64				
2198	78	214	334	227	998	70	263	303	227	1046	154	KEX	1586	78	145	258	149	734	36	192	193	173	732	120	KEX	18.3	12.4	18.9	30.0	19.9	21.1	4.6	24.8	21.4	21.0	18.5	9.5	
4607	647	402	263	131	1534	708	394	384	138	1770	1303	KGM	3161	427	279	181	88	1040	517	289	258	92	1275	846	KGM	36.4	67.9	36.4	21.0	11.8	30.0	66.0	37.3	28.6	11.2	32.2	67.1	
723	235	64	29		328	139	69	14	5	227	168	KMK	550	140	64	17		221	97	69	14	5	185	144	KMK	6.3	22.3	8.4	2.0		6.4	12.4	8.9	1.6	.6	4.7	11.4	
2471	239	180	100	37	566	398	283	175	78	997	908	KISN	2359	239	159	100	37	545	398	255	165	78	959	855	KISN	27.2	38.0	20.8	11.6	5.0	15.7	50.8	32.9	18.3	9.5	24.2	67.8	
529	37	33	51	42	209	67	43	61	72	296	24	KJIB	469	23	33	41	42	168	67	43	42	72	277	24	KJIB	5.4	3.7	4.3	4.8	5.6	4.8	8.6	5.5	4.7	8.8	7.0	1.9	
514	13	46	58	46	202		47	83	86	305	7	*KKEY	498	13	40	58	46	196		47	73	86	295	7	*KKEY	5.7	2.1	5.2	6.7	6.2	5.6		6.1	8.1	10.5	7.5	.6	
219	13		34	21	78		9	23	49	124	17	*KLIQ	219	13		34	21	78		9	23	49	124	17	*KLIQ	2.5	2.1							1.2	2.6	6.0	3.1	1.3
232		21	34	20	95	26	8	35	31	137		*KLIQ FM	194		10	34	13	77	26	8	35	21	117		*KLIQ FM	2.2		1.3	3.9	1.7	2.2	3.3	1.0	3.9	2.6	3.0		
1597	85	58	167	181	685	69	64	145	211	803	109	KOIN	1321	52	51	167	144	542	69	50	136	172	679	100	KOIN	15.2	8.3	6.7	19.4	19.3	15.6	8.8	6.5	15.1	20.9	17.2	7.9	
548	62	22	49	44	223	48	34	63	86	325		KOIN FM	446	62	22	33	14	160	48	27	51	66	286		KOIN FM	5.1	9.9	2.9	3.8	1.9	4.6	6.1	3.5	5.7	8.0	7.2		
838	181	49	34	13	277	180	69	28	21	306	255	*KPAM	816	181	49	34	13	277	180	63	28	21	300	239	*KPAM	9.4	28.8	6.4	3.9	1.7	8.0	23.0	8.1	3.1	2.6	7.6	19.0	
1273	271	86	47	6	410	243	106	50	23	433	430	KPAM FM	960	137	75	25	6	243	194	99	50	17	371	346	KPAM FM	11.1	21.8	9.8	2.9	.8	7.0	24.8	12.8	5.5	2.1	9.4	27.4	
1836	388	113	80	13	594	379	150	71	39	659	583	+ TOTAL	1517	255	102	59	13	429	330	143	71	33	597	491	+ TOTAL	17.5	40.5	13.3	6.9	1.7	12.4	42.1	18.5	7.9	4.0	15.1	38.9	
442		22	50	21	121	39	27	52	77	278	43	*KPDQ	367		22	50	7	107	39	27	43	68	217	43	*KPDQ	4.2		2.9	5.8	.9	3.1	5.0	3.5	4.8	8.3	5.5	3.4	
390		10	41	40	101	30	15	71	37	247	42	KPDQ FM	296		10	41	26	87	30	8	51	27	167	42	KPDQ FM	3.4		1.3	4.8	3.5	2.5	3.8	1.0	5.7	3.3	4.2	3.3	
1076	57	139	71	71	399	55	130	97	132	525	152	*KPOK	939	57	122	34	62	323	55	105	79	132	473	143	*KPOK	10.8	9.1	15.9	3.9	8.3	9.3	7.0	13.5	8.8	16.1	12.0	11.3	
527	13	92	34	24	192	45	104	41	35	272	63	*KPOK FM	435	13	82	9	24	157	45	89	14	29	215	63	*KPOK FM	5.0	2.1	10.7	1.0	3.2	4.5	5.7	11.5	1.6	3.5	5.4	5.0	
451		103	47	48	198	44	98	33	58	253		KQFM	273		55	41	19	115	23	71	21	32	158		KQFM	3.1		7.2	4.8	2.5	3.3	2.9	9.2	2.3	3.9	4.0		
436	166	29	8		203	108	17	14		147	86	KQIV	284	81	29	8		118	57	17	14		96	70	KQIV	3.3	12.9	3.8	.9		3.4	7.3	2.2	1.6		2.4	5.6	
321	8	31	58	50	179		9	36	33	106	36	KRDR	299	8	31	58	50	166		9	36	33	97	36	KRDR	3.4	1.3	4.0	6.7	6.7	4.8		1.2	4.0	4.0	2.5	2.9	
198	62			8	106	27			11	57	35	*KVAN	153	62			8	80	27			11	38	35	*KVAN	1.8	9.9			1.1	2.3	3.4		1.3	1.0	2.8		
2386	83	287	243	267	1116	85	190	271	271	1114	156	KWJJ	1780	50	231	174	209	851	72	150	182	198	835	94	KWJJ	20.5	7.9	30.2	20.2	28.0	24.5	9.2	19.4	20.2	24.1	21.1	7.5	
2111	83	89	235	317	871	78	128	287	323	1107	133	*KXL	1413	68	50	167	203	579	78	76	166	206	726	108	*KXL	16.3	10.8	6.5	19.4	27.2	16.7	10.0	9.8	18.4	25.1	18.4	8.6	
1084		130	152	104	480	34	104	162	143	533	71	KXL FM	793		73	92	98	326	9	78	124	104	396	71	KXL FM	9.1		9.5	10.7	13.1	9.4	1.1	10.1	13.8	12.7	10.0	5.6	
1923	73	195	260	218	811	130	209	290	308	1010	102	KYXI	1821	73	185	240	218	764	130	187	281	292	963	94	KYXI	21.0	11.6	24.2	27.9	29.2	22.0	16.6	24.1	31.2	35.5	24.3	7.5	
TOTAL LISTENING IN METRO SURVEY AREA												8217	595	744	788	698	3218	770	775	842	786	3790	1209		94.6	94.6	97.1	91.5	93.4	92.7	98.3	99.9	93.5	95.6	95.8	95.9		

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

PORTLAND, OR
OCT/NOV 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA											
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
2594	55	258	346	341	1210	105	227	280	324	1253	131	KEX	1804	55	192	208	231	834	75	124	218	231	878	92	KEX	20.7	8.6	27.5	23.8	28.7	23.8	10.8	16.1	23.9	25.9	22.1	7.4
4024	648	393	190	121	1375	636	355	247	141	1501	1148	KGW	2854	406	305	146	93	960	415	274	202	118	1091	803	KGW	32.8	63.8	43.7	16.7	11.6	27.4	59.9	35.5	22.1	13.2	27.5	64.4
1056	338	99	31	15	483	239	68	36	6	366	207	KINK	843	266	76	31	15	388	190	68	36	6	317	138	KINK	9.7	41.8	10.9	3.6	1.9	11.1	27.4	8.8	3.9	7	8.0	11.1
2485	246	235	115	67	673	356	223	161	94	889	923	KISN	2381	246	217	105	67	645	356	202	161	94	868	868	KISN	27.3	38.7	31.1	12.0	8.3	18.4	51.4	26.2	17.6	10.5	21.9	69.7
363	18	58	41	26	143	11	59	56	27	205	15	KJIB	323	18	45	41	15	119	11	59	56	27	189	15	KJIB	3.7	2.8	6.4	4.7	1.9	3.4	1.6	7.7	6.1	3.0	4.8	1.2
501		23	85	42	192		15	78	96	295	14	*KKEY	440		23	61	42	156		15	78	86	270	14	*KKEY	5.1		3.3	7.0	5.2	4.5		1.9	8.5	9.7	6.8	1.1
420	35	31	33	36	155		38	70	93	265		*KLIQ	400	35	31	33	36	155		38	70	73	245		*KLIQ	4.6	5.5	4.4	3.8	4.5	4.4		4.9	7.7	8.2	6.2	
1959	70	144	257	238	925	39	140	197	243	925	109	KOIN	1646	70	128	197	181	754	39	117	153	213	783	109	KOIN	18.9	11.0	18.3	22.6	22.5	21.5	5.6	15.2	16.7	23.9	19.7	8.7
661	37	51	85	68	271	30	63	107	96	383	7	KOIN FM	463	37	38	55	43	203		51	78	59	260	7	KOIN FM	5.3	5.8	5.4	6.3	5.3	5.8		6.6	8.5	6.6	6.6	
734	105	62	31		198	153	53	63	14	292	244	*KPAM	720	105	62	24		191	153	53	63	14	292	237	*KPAM	8.3	16.5	8.9	2.7		5.5	22.1	6.9	6.9	1.6	7.4	19.0
1341	274	124	50	22	470	229	93	60	30	421	450	KPAM FM	981	109	124	50	22	305	201	82	49	20	361	315	KPAM FM	11.3	17.1	17.8	5.7	2.7	8.7	29.0	10.6	5.4	2.2	9.1	25.3
1839	343	147	73	22	585	306	146	109	37	616	638	+ TOTAL	1462	178	147	65	22	412	277	135	98	27	555	495	+ TOTAL	16.8	28.0	21.1	7.4	2.7	11.8	40.0	17.5	10.7	3.0	14.0	39.7
493	16	15	48	30	190	11	43	81	72	296	7	*KPDQ	442	16	15	48	30	168	11	43	72	52	267	7	*KPDQ	5.1	2.5	2.1	5.5	3.7	4.8	1.6	5.6	7.9	5.8	6.7	6
324	19	31	8	29	117		75	30	56	207		KPDQ FM	283	19	31	8	29	117		52	21	47	166		KPDQ FM	3.2	3.0	4.4	.9	3.6	3.3		6.7	2.3	5.3	4.2	
825	51	123	53	82	348	25	108	94	115	441	36	KPOK	741	51	106	53	71	320	25	97	85	79	385	36	KPOK	8.5	8.0	15.2	6.1	8.8	9.1	3.6	12.6	9.3	8.9	9.7	2.9
340	18	16	57	14	115	13	63	27	56	218	7	KQFM	244	18	16	25	7	76	13	43	22	40	161	7	KQFM	2.8	2.8	2.3	2.9	.9	2.2	1.9	5.6	2.4	4.5	4.1	6
370	88	31			119	64	15			79	172	KQIV	314	88	31			119	64	15			79	116	KQIV	3.6	13.8	4.4			3.4	9.2	1.9			2.0	9.3
279		24	37	37	98	13	38	35	33	147	34	KRDR	279		24	37	37	98	13	38	35	33	147	34	KRDR	3.2		3.4	4.2	4.6	2.8	1.9	4.9	3.8	3.7	3.7	2.7
74		7	8	7	31		14	13	36	7	*KUIK	74		7	8	7	31			14	13	36	7	*KUIK	.8		1.0	.9	.9	.9		1.5	1.5	.9	.6		
1057	19	117	173	111	444	53	153	167	116	584	29	KUPL	779	19	100	135	66	330	25	134	112	100	435	14	KUPL	8.9	3.0	14.3	15.5	8.2	9.4	3.6	17.4	12.3	11.2	11.0	1.1
225	55		8		73	26		7	7	49	103	*KVAN	225	55		8		73	26		7	7	49	103	*KVAN	2.6	8.6		.9		2.1	3.8		.8	.8	1.2	8.3
2059	17	194	294	236	924	78	188	254	289	1025	110	KWJJ	1597	17	168	235	217	793	50	103	204	191	718	86	KWJJ	18.3	2.7	24.1	26.9	27.0	22.7	7.2	13.4	22.3	21.4	18.1	6.9
2094	37	76	399	273	923	11	103	316	343	1044	127	*KXL	1340	37	76	229	123	554	11	94	202	231	743	43	*KXL	15.4	5.8	10.9	26.2	15.3	15.8	1.6	12.2	22.1	25.9	18.7	3.5
977	22	59	111	125	341	41	125	151	169	592	44	KXL FM	647		38	102	65	215	13	79	86	128	396	36	KXL FM	7.4		5.4	11.7	8.1	6.1	1.9	10.2	9.4	14.4	10.0	2.9
1876	123	123	282	259	856	102	191	283	276	948	72	KYXI	1790	123	123	263	236	814	74	191	283	276	904	72	KYXI	20.5	19.3	17.6	30.1	29.3	23.3	10.7	24.8	31.0	31.0	22.8	5.8
TOTAL LISTENING IN METRO SURVEY AREA													8191	618	674	841	748	3303	643	755	849	851	3714	1174													
																								94.0	97.2	96.6	96.3	92.9	94.3	92.8	97.9	92.9	95.5	93.7	94.2		

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24
2489	58	137	341	355	1069	55	214	313	420	1192	228	KEX	1902	33	119	269	259	812	55	148	261	312	919	171	KEX	21.8	5.2	17.0	30.8	32.2	23.2	7.9	19.2	28.6	35.0	23.2	13.7	
485	142	48	22	5	223	92	35	5	19	170	92	KGOM	421	87	48	22	5	168	92	35	5	19	170	83	KGOM	4.8	17.7	6.9	2.5	.6	4.8	13.3	4.5	.5	2.1	4.3	6.7	
3997	601	370	232	106	1345	731	307	234	158	1544	1108	KGW	2904	460	254	175	76	1001	455	263	168	95	1076	827	KGW	33.3	72.3	36.4	20.0	9.4	28.6	65.7	34.1	18.4	10.7	27.1	66.4	
884	263	98	21	10	398	228	89	20	29	366	120	KINK	740	191	85	21	10	313	183	75	20	29	307	120	KINK	8.5	38.0	12.2	2.4	1.2	8.9	26.4	9.7	2.2	3.3	7.7	9.6	
2600	340	166	111	86	732	360	245	212	137	1004	864	KISN	2505	340	163	111	86	729	332	236	212	121	951	825	KISN	28.8	53.5	23.4	12.7	10.7	20.8	47.9	30.6	23.2	13.6	24.0	66.2	
325	9	35	41	46	170		28	50	37	140	15	KJIB	316	9	35	41	37	161		28	50	37	140	15	KJIB	3.6	1.4	5.0	4.7	4.6	4.6		3.6	5.5	4.2	3.5	1.2	
403			48	48	148		28	62	102	250	5	*KKEY	376			38	48	138		28	62	85	233	5	*KKEY	4.3				4.4	6.0	3.9		3.6	6.8	9.5	5.9	.4
264	9	21	11	59	130		5	31	34	134		*KLIQ	253	9	21	11	48	119		5	31	34	134		*KLIQ	2.9	1.4	3.0	1.3	6.0	3.4		.6	3.4	3.8	3.4		
638	129	113	27	5	274	130	92	11	15	253	111	*KLSC	567	88	113	27	5	233	130	86	11	15	247	87	*KLSC	6.5	13.8	16.2	3.1	.6	6.7	18.8	11.2	1.2	1.7	6.2	7.0	
1350	69	91	125	166	618	47	45	148	169	678	54	KOIN	1202	69	91	125	109	561	47	36	119	144	587	54	KOIN	13.8	10.8	13.0	14.3	13.5	16.0	6.8	4.7	13.0	16.2	14.8	4.3	
533	15	44	46	67	217	8	83	52	57	316		KOIN FM	428	8	32	36	48	164	8	63	52	57	264		KOIN FM	4.9	1.3	4.6	4.1	6.0	4.7	1.2	8.2	5.7	6.4	6.7		
1566	310	168	63	5	552	205	167	64	39	493	521	KPAM	1079	177	112	37	5	337	154	86	41	29	328	414	KPAM	12.4	27.8	16.0	4.2	.6	9.6	22.2	11.2	4.5	3.3	8.3	33.2	
464		14	32	84	178	8	42	56	98	281	5	*KPDQ	382		14	21	58	141	8	42	32	77	236	5	*KPDQ	4.4		2.0	2.4	7.2	4.0	1.2	5.4	3.5	8.6	6.0	.4	
282	9	7	12	35	81	8	36	20	72	192	9	KPDQ FM	225	9	7	12	16	62	8	36	11	43	154	9	KPDQ FM	2.6	1.4	1.0	1.4	2.0	1.8	1.2	4.7	1.2	4.8	3.9	.7	
730	34	91	65	89	302	60	90	73	79	356	72	KPOK	707	34	91	65	80	293	60	90	63	79	346	68	KPOK	8.1	5.3	13.0	7.4	9.9	8.4	8.7	11.7	6.9	8.9	8.7	5.5	
312	9	14	21	56	111	26	33	35	73	180	21	KQFM	219	9	14	21	37	92	8	22	31	49	123	4	KQFM	2.5	1.4	2.0	2.4	4.6	2.6	1.2	2.9	3.4	5.5	3.1	.3	
328	102	28	11	5	146	77	18	5		100	82	*KQIV	303	102	28	11	5	146	52	18	5		75	82	*KQIV	3.5	16.0	4.0	1.3	.6	4.2	7.5	2.3	.5		1.9	6.6	
341	9	19	58	59	151	8	21	70	42	190		*KRDR	311	9	19	58	59	151	8	21	51	42	160		*KRDR	3.6	1.4	2.7	6.6	7.3	4.3	1.2	2.7	5.6	4.7	4.0		
1063	26	84	84	154	371	79	166	162	200	649	43	KUPL	718	26	61	71	84	265	39	124	105	126	419	34	KUPL	8.2	4.1	8.7	8.1	10.4	7.6	5.6	16.1	11.5	14.1	10.6	2.7	
244	80		27		107	29	5	6	5	51	86	*KVAN	240	80		23		103	29	5	6	5	51	86	*KVAN	2.8	12.6		2.6		2.9	4.2	.6	.7	.6	1.3	6.9	
1959	18	168	250	333	936	55	131	253	258	932	91	KWJJ	1537	18	127	180	239	714	55	131	181	211	749	74	KWJJ	17.6	2.8	18.2	20.6	29.7	20.4	7.9	17.0	19.8	23.7	18.9	5.9	
2138	28	101	267	280	860	38	168	289	403	1197	81	*KXL	1471	9	89	214	181	613	38	107	203	220	801	57	*KXL	16.9	1.4	12.8	24.5	22.5	17.5	5.5	13.9	22.2	24.7	20.2	4.6	
1102	18	100	87	88	385	63	151	140	179	693	24	KXL FM	844	18	70	83	52	302	53	115	91	127	518	24	KXL FM	9.7	2.8	10.0	9.5	6.5	8.6	7.6	14.9	10.0	14.3	13.1	1.9	
1980	62	136	276	309	858	67	295	253	291	1000	122	KYXI	1814	62	119	276	251	783	67	256	253	239	909	122	KYXI	20.8	9.7	17.0	31.6	31.2	22.4	9.7	33.2	27.7	26.8	22.9	9.8	

TOTAL LISTENING IN METRO SURVEY AREA 8106 627 664 835 714 3249 641 747 856 808 3646 1211 93.0 98.6 95.1 95.6 88.7 92.8 92.5 96.9 93.7 90.7 92.0 97.2

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

PORTLAND, OR
OCT/NOV 1974

MONDAY-SUNDAY
6:00 AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17		
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34
2605	72	265	351	377	1277	89	237	324	324	1195	133	KEX	1905	64	181	258	247	896	69	160	235	235	886	123	KEX	21.5	9.5	24.6	29.6	30.5	25.0	9.9	19.5	26.1	26.5	22.0	9.8		
829	221	68	35	19	343	125	58	37	40	299	187	KGON	713	182	58	35	15	290	99	58	25	32	247	176	KGON	8.1	27.0	7.9	4.0	1.9	8.1	14.2	7.1	2.8	3.6	6.1	14.1		
4028	669	416	208	88	1451	609	370	253	127	1495	1082	KGW	2810	386	283	135	64	916	438	302	159	92	1089	805	KGW	31.7	57.2	38.4	15.5	7.9	25.5	62.8	36.8	17.6	10.4	27.1	64.5		
831	188	172	6	5	377	181	97	15	19	325	129	KINK	669	123	128	6	5	268	147	97	15	19	291	110	KINK	7.6	18.2	17.4	.7	.6	7.5	21.1	11.8	1.7	2.1	7.2	8.8		
2550	302	191	128	85	754	329	258	186	122	987	809	KISN	2425	280	169	109	85	691	315	258	181	112	958	776	KISN	27.4	41.5	22.9	12.5	10.5	19.3	45.1	31.4	20.1	12.6	23.8	62.1		
328	27	46	37	21	137	49	59	31	9	161	30	KJIB	272	14	31	37	21	109	49	47	26	9	144	19	KJIB	3.1	2.1	4.2	4.2	2.6	3.0	7.0	5.7	2.9	1.0	3.6	1.5		
532	14	6	60	86	208	7	34	79	122	310	14	*KKEY	496	14	6	60	75	197	7	34	71	114	285	14	*KKEY	5.6	2.1	.8	6.9	9.3	5.5	1.0	4.1	7.9	12.9	7.1	1.1		
219		6	11	42	94						4	*KLIQ	203		6	11	42	94				20	32	105	4	*KLIQ	2.3		.8	1.3	5.2	2.6			2.2	3.6	2.6	.3	
585	72	153	35	6	266	123	104	25	23	275	44	*KLSC	536	72	131	35	6	244	103	104	25	23	255	37	*KLSC	6.1	10.7	17.8	4.0	.7	6.8	14.8	12.7	2.8	2.6	6.3	3.0		
2128	73	181	230	235	978	79	101	231	190	966	184	KOIN	1785	65	145	186	195	802	71	101	189	168	828	155	KOIN	20.2	9.6	19.7	21.3	24.1	22.4	10.2	12.3	21.0	18.9	20.6	12.4		
1021	64	72	96	117	423	48	106	130	107	521	77	KOIN FM	668	50	38	58	71	277	27	46	80	98	363	28	KOIN FM	7.5	7.4	5.2	6.7	8.8	7.7	3.9	5.6	8.9	11.0	9.0	2.2		
1709	242	124	37	5	421	364	140	103	5	625	663	KPAM	1169	163	86	18	5	285	235	106	50	5	409	475	KPAM	13.2	24.1	11.7	2.1	.6	7.9	33.7	12.9	5.5	.6	10.2	38.0		
312		13	28	21	85	7			39	71	14	*KPOQ	277		13	19	21	76	7		39	61	187	14	*KPOQ	3.1		1.8	2.2	2.6	2.1	1.0		4.3	6.9	4.7	1.1		
329	21	21	11	29	113	27	18	31	52	186	30	KPOQ FM	234	7	6	11	21	76	14	18	19	47	138	20	KPOQ FM	2.6	1.0	.8	1.3	2.6	2.1	2.0	2.2	2.1	5.3	3.4	1.6		
995	73	161	138	75	492	92	129	78	67	434	69	KPOK	866	73	117	129	63	412	71	129	78	61	391	63	KPOK	9.8	10.8	15.9	14.8	7.8	11.5	10.2	15.7	8.7	6.9	9.7	5.0		
594	62	25	66	41	232	72	60	90	65	346	16	KQFM	409	14	25	66	31	160	50	40	62	55	233	16	KQFM	4.6	2.1	3.4	7.6	3.8	4.5	7.2	4.9	6.9	6.2	5.8	1.3		
255	41	14	12	5	78	56	35	10	5	106	71	KQIV	222	28	14	12	5	65	36	35	10	5	86	71	KQIV	2.5	4.1	1.9	1.4	.6	1.8	5.2	4.3	1.1	.6	2.1	5.7		
390	14	46	73	58	191		59	52	50	175	24	KROR	380	14	46	73	58	191		59	52	40	165	24	KROR	4.3	2.1	6.2	8.4	7.2	5.3		7.2	5.8	4.5	4.1	1.9		
1208	49	112	159	142	493	64	184	175	150	629	86	KUPL	866	36	73	133	89	362	43	128	131	126	449	55	KUPL	9.8	5.3	9.9	15.3	11.0	10.1	6.2	15.6	14.5	14.2	11.2	4.4		
259	80	15	6	14	115	28	7	5	5	58	86	*KVAN	255	80	15	6	10	111	28	7	5	5	58	86	*KVAN	2.9	11.9	2.0	.7	1.2	3.1	4.0	.9	.6	.6	1.4	6.9		
1942	67	150	375	292	965	70	125	290	262	933	44	KWJJ	1583	67	97	284	248	768	49	93	239	240	780	35	KWJJ	17.9	9.9	13.2	32.6	30.7	21.4	7.0	11.3	26.5	27.1	19.4	2.8		
2338	22	97	309	370	1067	28	139	298	358	1190	81	*KXL	1344	22	52	212	206	652	28	79	201	186	668	24	*KXL	15.2	3.3	7.1	24.3	25.5	18.2	4.0	9.6	22.3	21.0	16.6	1.9		
1167	14	66	122	119	446	22	133	129	177	661	60	KXL FM	734	14	41	97	67	292	22	98	92	102	413	29	KXL FM	8.3	2.1	5.6	11.1	8.3	8.1	3.2	11.9	10.2	11.5	10.3	2.3		
1762	21	174	206	238	729	90	165	282	215	908	125	KYXI	1640	21	150	196	238	695	90	165	250	215	860	85	KYXI	18.5	3.1	20.4	22.5	29.4	19.4	12.9	20.1	27.7	24.2	21.4	6.8		
TOTAL LISTENING IN METRO SURVEY AREA													8394	639	703	797	775	3346	664	809	885	821	3825	1223	94.8	94.7	95.4	91.4	95.8	93.3	95.1	98.5	98.2	92.6	95.1	97.9			

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

PORTLAND, OR
APRIL/MAY 1975

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																												
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17 %	MEN				TOTAL 18+ %	TEENS 12-17 %																									
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64																					
2799	61	233	489	410	1335	107	243	365	352	1246	218	KEX	2022	23	167	370	285	941	51	202	275	263	517	164	KEX	22.8	3.4	22.7	42.4	35.2	26.2	7.3	24.6	30.5	29.7	22.8	13.1															
858	181	74	16	10	289	226	53	13	16	317	252	KGON	686	141	57	16	10	232	171	28	13	16	237	217	KGON	7.7	20.9	7.7	1.8	1.2	6.5	24.5	3.4	1.4	1.8	5.9	17.4															
4484	657	438	155	117	1453	745	501	274	161	1834	1157	KGM	2906	390	315	79	96	921	458	354	176	114	1201	784	KGM	32.8	57.8	42.7	9.1	11.9	25.7	65.6	43.1	19.5	12.9	29.9	62.8															
840	190	128	22	15	355	159	122	40	29	350	135	KINK	594	150	82	22		254	102	82	25	21	230	110	KINK	6.7	22.2	11.1	2.5		7.1	14.6	10.0	2.8	2.4	5.7	8.8															
2335	298	201	79	37	640	348	307	138	88	917	778	KISN	2103	237	184	79	37	562	275	298	125	81	810	731	KISN	23.7	35.1	25.0	9.1	4.6	15.7	39.4	36.3	14.3	9.1	20.1	58.5															
438	21	75	39	14	157	32	108	45	26	248	33	KJIB	312	21	54	22		105	18	85	39	26	189	18	KJIB	3.5	3.1	7.3	2.5		2.9	2.6	10.4	4.3	2.9	4.7	1.4															
557	10	22	26	68	195	8	6	52	133	333	29	*KKEY	535	10	22	26	60	187	8	6	52	119	319	29	*KKEY	6.0	1.5	3.0	3.0	7.4	5.2	1.1	.7	5.8	13.4	7.9	2.3															
234	10	6	36	38	109		6	43	34	125		*KLIQ	199	10	6	36	38	99		6	36	26	100		*KLIQ	2.2	1.5	.8	4.1	4.7	2.8		.7	4.0	2.9	2.5																
677	79	141	43	10	273	76	134	46	10	266	138	*KLSC	615	79	133	43	10	265	76	134	24	10	244	106	*KLSC	6.9	11.7	18.0	4.9	1.2	7.4	10.9	16.3	2.7	1.1	6.1	8.5															
1913	294	141	44	24	513	332	193	99	20	660	740	KPAM	1269	217	111	20	10	358	177	144	59	20	400	511	KPAM	14.3	32.1	15.1	2.3	1.2	10.0	25.4	17.5	6.5	2.3	10.0	40.9															
1629	78	188	159	170	706	18	139	152	207	780	143	KOIN	1417	78	154	133	156	632	18	106	124	172	642	143	KOIN	16.0	11.6	20.9	15.3	19.3	17.6	2.6	12.9	13.8	19.4	16.0	11.4															
979	52	95	63	119	379	57	72	118	153	525	75	KOIN FM	725	34	75	56	89	294	43	65	82	118	400	31	KOIN FM	8.2	5.0	10.2	6.4	11.0	8.2	6.2	7.9	9.1	13.3	10.0	2.5															
401	23	20	44	16	103	38	16	75	57	284	14	*KPOQ	308	23	11	27	16	77	19	6	61	57	217	14	*KPOQ	3.5	3.4	1.5	3.1	2.0	2.1	2.7	.7	6.8	6.4	5.4	1.1															
396	33	27	23	6	106	57	25	56	64	279	11	KPDQ FM	243	13	18	6	6	60	19	25	12	49	172	11	KPDQ FM	2.7	1.9	2.4	.7	.7	1.7	2.7	3.0	1.3	5.5	4.3	.9															
1017	83	177	124	68	461	61	143	133	85	458	98	KPOK	946	83	151	124	54	421	61	124	133	73	427	98	KPOK	10.7	12.3	20.5	14.2	6.7	11.7	8.7	15.1	14.8	8.2	10.6	7.8															
566		85	60	45	240	25	71	90	71	308	18	KQFM	395		55	43	29	160	25	31	74	52	217	18	KQFM	4.5		7.5	4.9	3.6	4.5	3.6	3.8	8.2	5.9	5.4	1.4															
272	31	20	17	14	82	66	7	13	6	108	82	KQIV	199	11	20	8		39	66	7	7	6	86	74	KQIV	2.2	1.6	2.7	.9		1.1	9.5	.9	.8	.7	2.1	5.9															
398		12	75	52	190	8	7	62	91	177	31	KROR	332		12	59	52	156	8	7	62	59	145	31	KROR	3.7		1.6	6.8	6.4	4.3	1.1	.9	6.5	6.7	3.6	2.5															
1334	45	91	152	144	516	130	134	206	146	767	51	KUPL	986	24	74	105	128	387	62	86	168	117	584	15	KUPL	11.1	3.6	10.0	12.0	15.8	10.8	8.9	10.5	18.6	13.2	14.5	1.2															
273	70	23	8		101	80	7	15	4	106	66	*KVAN	215	58	23	8		81	60	7	7	4	78	56	*KVAN	2.4	7.4	3.1	.9		2.3	8.6	.9	.8	.5	1.9	4.5															
1831	77	147	215	305	900	34	93	263	249	865	66	KWJJ	1325	58	105	177	242	673	34	75	175	189	596	56	KWJJ	15.0	8.6	14.2	20.3	29.9	18.8	4.9	9.1	19.4	21.3	14.8	4.5															
2032	84	153	222	330	1004	82	103	197	299	970	58	*KXL	1417	47	91	136	241	646	47	70	154	232	713	58	*KXL	16.0	7.0	12.3	15.6	29.8	18.0	6.7	8.5	17.1	26.2	17.7	4.6															
1000		53	68	115	366	76	104	133	137	607	27	KXL FM	757		53	42	79	276	44	104	102	90	463	18	KXL FM	8.5		7.2	4.8	9.8	7.7	6.3	12.7	11.3	10.1	11.5	1.4															
1625	32	98	229	215	681	94	154	214	274	871	73	KYXI	1437	11	82	204	198	592	42	154	199	261	772	73	KYXI	16.2	1.6	11.1	23.4	24.5	16.5	6.0	18.8	22.1	29.4	19.2	5.8															
TOTAL LISTENING IN METRO SURVEY AREA												8394	652	736	805	756	3367	672	795	858	835	3815	1212																													

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

CUME Listening Estimates

PORTLAND, OR
OCT/NOV 1975

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TOTAL 18+ %	TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49			50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17				
2757	105	212	335	456	1346	46	246	310	280	1154	257	KEX	1931	62	142	245	310	924	29	153	234	234	848	159	KEX	21.6	8.7	20.1	27.4	38.7	25.5	4.1	18.5	25.2	26.1	20.8	12.9
1034	293	80	38	24	465	159	48	51	49	323	246	KGON	787	181	72	27	14	324	159	41	20	38	274	189	KGON	8.8	25.4	10.2	3.0	1.7	9.0	22.2	5.0	2.2	4.2	6.7	15.3
4836	684	452	233	122	1585	707	525	315	185	1852	1399	KGM	3327	462	334	202	58	1130	457	382	229	134	1311	886	KGM	37.2	64.7	47.3	22.6	7.2	31.2	63.9	46.3	24.7	15.0	32.1	71.6
1228	353	183	39	7	596	306	120	49	11	494	138	KINK	829	241	118	21	7	401	200	87	33	11	339	89	KINK	9.3	33.8	16.7	2.4	.9	11.1	28.0	10.5	3.6	1.2	8.3	7.2
2252	273	185	83	46	632	333	258	186	113	965	655	KISN	2170	258	176	83	46	608	302	258	170	113	918	644	KISN	24.3	36.1	24.9	9.3	5.7	16.8	42.2	31.3	18.3	12.6	22.5	52.1
440	52	79	20	44	202	35	74	49	44	202	36	KJIB	361	52	51	20	36	166	19	61	35	44	159	35	KJIB	4.0	7.3	7.2	2.2	4.5	4.6	2.7	7.4	3.8	4.9	3.9	2.9
458	13	12	23	21	131	29	21	34	74	312	15	*KKEY	405	13	12	23	21	121	29	21	34	64	269	15	*KKEY	4.5	1.8	1.7	2.6	2.6	3.3	4.1	2.5	3.7	7.1	6.6	1.2
319	12	33	49	45	146	10	24	47	39	145	27	*KLIQ	297	12	33	28	45	125	10	24	47	39	145	27	*KLIQ	3.3	1.7	4.7	3.1	5.6	3.5	1.4	2.9	5.1	4.4	3.6	2.2
536	96	106	33	14	256	83	102	20	6	219	61	*KLSC	488	68	106	33	14	228	83	102	20	6	219	41	*KLSC	5.5	9.5	15.0	3.7	1.7	6.3	11.6	12.4	2.2	.7	5.4	3.3
2008	443	137	58	16	675	366	172	113	28	687	646	KPAM	1499	293	107	47	7	475	296	124	62	28	518	506	KPAM	16.8	41.0	15.2	5.3	.9	13.1	41.4	15.0	6.7	3.1	12.7	40.9
1855	26	210	202	259	829	27	149	170	203	827	199	KOIN	1482	12	192	171	197	693	11	90	145	167	669	120	KOIN	16.6	1.7	27.2	19.1	24.6	19.1	1.5	10.9	15.6	18.6	16.4	9.7
873	25	67	60	95	340	32	81	86	115	486	47	KOIN FM	629	25	58	42	90	266	32	57	71	89	357	6	KOIN FM	7.0	3.5	8.2	4.7	11.2	7.4	4.5	6.9	7.7	9.9	8.8	.5
317		6	30	30	83		62	45	73	214	20	*KPOQ	248		6	8	30	61		43	37	73	187		*KPOQ	2.8		.8	.9	3.7	1.7		5.2	4.0	8.1	4.6	
361	14	21	29	22	107	30	58	42	64	234	20	KPOQ FM	297	14	21	8	22	86	30	52	34	55	211		KPOQ FM	3.3	2.0	3.0	.9	2.7	2.4	4.2	6.3	3.7	6.1	5.2	
809	38	94	149	48	367	64	91	100	71	358	84	KPOK	754	38	94	127	37	334	64	85	84	71	336	84	KPOK	8.4	5.3	13.3	14.2	4.6	9.2	9.0	10.3	9.1	7.9	8.2	6.8
859	129	137	73	65	441	50	70	134	81	387	31	KQFM	597	52	87	55	41	272	19	70	104	67	312	13	KQFM	6.7	7.3	12.3	6.2	5.1	7.5	2.7	8.5	11.2	7.5	7.6	1.1
177	36	6	21	7	70	49	5	13	5	72	35	KQIV	177	36	6	21	7	70	49	5	13	5	72	35	KQIV	2.0	5.0	.8	2.4	.9	1.9	6.9	.6	1.4	.6	1.8	2.8
330	14	32	94	36	183		33	48	38	127	20	KRDR	297	14	32	73	36	162		21	48	38	115	20	KRDR	3.3	2.0	4.5	8.2	4.5	4.5		2.5	5.2	4.2	2.8	1.6
1354	62	54	192	158	516	87	133	230	208	737	101	KUPL	963	62	46	143	128	408	71	114	146	165	521	34	KUPL	10.8	8.7	6.5	16.0	16.0	11.3	9.9	13.8	15.7	18.4	12.8	2.7
224	73	39		7	135	20	31			59	30	*KVAN	224	73	39		7	135	20	31		59	30	*KVAN	2.5	10.2	5.5		.9	3.7	2.8	3.8			1.4	2.4	
1699	27	111	241	253	778	50	153	194	244	809	112	KWJJ	1357	27	102	210	191	635	41	108	171	196	651	71	KWJJ	15.2	3.8	14.4	23.5	23.8	17.5	5.7	13.1	18.4	21.9	16.0	5.7
2062	54	140	302	331	997	46	136	228	376	982	83	*KXL	1351	54	81	214	227	685	21	63	176	223	627	39	*KXL	15.1	7.6	11.5	24.0	28.3	18.9	2.9	7.6	19.0	24.9	15.4	3.2
1273	63	47	174	136	517	10	140	182	157	644	72	KXL FM	969	63	33	114	102	389	10	112	151	125	508	72	KXL FM	10.8	8.8	4.7	12.8	12.7	10.7	1.4	13.6	16.3	14.0	12.5	5.8
987	23	63	174	127	436	19	135	137	138	509	42	KYXI	976	23	63	163	127	425	19	135	137	138	509	42	KYXI	10.9	3.2	8.9	18.3	15.9	11.7	2.7	16.4	14.8	15.4	12.5	3.4

TOTAL LISTENING IN METRO SURVEY AREA

8182 683 688 835 741 3378 705 818 859 834 3813 1191

93.8 96.5 96.3 93.5 92.5 93.3 98.6 93.2 92.6 93.1 93.5 96.3

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

CUME Listening Estimates

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS - METRO SURVEY AREA IN HUNDREDS													CUME RATINGS - METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
423		22	50	63	203	28	18	29	61	183	37	KABC	423		22	50	63	203	28	18	29	61	183	37	KABC	4.8		3.0	4.9	8.2	5.6	4.0	2.7	3.0	7.7	4.9	2.7	
402	135		50		185	28			20	76	141	KABC FM	402	135		50		185	28			20	76	141	KABC FM	4.6	20.7		4.9		5.1	4.0			2.5	2.0	10.3	
188			41	41		16	43	41	147			*KBIG	188			41	41		16	43	41	147			*KBIG	2.1				5.4	1.1		2.4	4.4	5.2	3.9		
1022	88	155	177	16	436	112	169	152	41	502	84	KCKC	1022	88	155	177	16	436	112	169	152	41	502	84	KCKC	11.7	13.5	21.2	17.4	2.1	12.0	15.8	25.0	15.5	5.2	13.4	6.1	
655	125	66	81	114	386	29	37	113	40	256	13	KDUO FM	655	125	66	81	114	386	29	37	113	40	256	13	KDUO FM	7.5	19.2	9.0	8.0	14.9	10.6	4.1	5.5	11.5	5.1	6.8	.9	
454		34	41	169	28	18	43	61	262	23	KFAC FM	454		34	41	169	28	18	43	61	262	23	KFAC FM	5.2				3.3	5.4	4.7	4.0	2.7	4.4	7.7	7.0	1.7		
2129	42	222	323	349	1004	143	137	292	243	964	161	KFI	2129	42	222	323	349	1004	143	137	292	243	964	161	KFI	24.3	6.5	30.4	31.8	45.6	27.7	20.2	20.3	29.8	30.8	25.7	11.7	
595	42		112	47	286	28		99	61	272	37	KFWB	595	42		112	47	286	28		99	61	272	37	KFWB	6.8	6.5		11.0	6.1	7.9	4.0		10.1	7.7	7.3	2.7	
533	84	67	31		226	172	18	43	20	253	54	KFMW FM	533	84	67	31		226	172	18	43	20	253	54	KFMW FM	6.1	12.9	9.2	3.1		6.2	24.3	2.7	4.4	2.5	6.8	3.9	
1941	391	111	96	57	655	284	85	140	41	597	689	KFXM	1941	391	111	96	57	655	284	85	140	41	597	689	KFXM	22.2	60.1	15.2	9.4	7.5	18.1	40.2	12.6	14.3	5.2	15.9	50.2	
634	214	22	16	16	302	86	37	27	21	171	161	KHJ	634	214	22	16	16	302	86	37	27	21	171	161	KHJ	7.2	32.9	3.0	1.6	2.1	8.3	12.2	5.5	2.8	2.7	4.6	11.7	
305	88	22		16	126	29	55	14	21	166	13	KHJ FM	305	88	22		16	126	29	55	14	21	166	13	KHJ FM	3.5	13.5	3.0		2.1	3.5	4.1	8.1	1.4	2.7	4.4	.9	
277	42	22	31	32	127	29	18	55	21	123	27	*KIOT	277	42	22	31	32	127	29	18	55	21	123	27	*KIOT	3.2	6.5	3.0	3.1	4.2	3.5	4.1	2.7	5.6	2.7	3.3	2.0	
290		16	26	59		29			101	204	27	KLAC	290		16	26	59		29			101	204	27	KLAC	3.3			1.6	3.4	1.6	4.1			12.8	5.4	2.0	
1822	353	133	96	57	639	283	172	169	41	665	518	KMEN	1822	353	133	96	57	639	283	172	169	41	665	518	KMEN	20.8	54.2	18.2	9.4	7.5	17.6	40.0	25.5	17.2	5.2	17.8	37.7	
342	44	65	47	190		18	43	40	129	23	KMPC	342	44	65	47	190		18	43	40	129	23	KMPC	3.9		6.0	6.4	6.1	5.2		2.7	4.4	5.1	3.4	1.7			
813		177	126	388	29	34	68	123	375	50	KNX	813		177	126	388	29	34	68	123	375	50	KNX	9.3			17.4	16.5	10.7	4.1	5.0	6.9	15.6	10.0	3.6			
267	42		57	116	28	34	27	62	151		KOST FM	267	42		57	116	28	34	27	62	151		KOST FM	3.1	6.5			7.5	3.2	4.0	5.0	2.8	7.9	4.0				
660	67	96	57	220	84	103	70	80	356	84	*KPRO	660	67	96	57	220	84	103	70	80	356	84	*KPRO	7.5		9.2	9.4	7.5	6.1	11.9	15.3	7.1	10.2	9.5	6.1			
447	167	22	16	16	221	29	18		75	151	KRLA	447	167	22	16	16	221	29	18		75	151	KRLA	5.1	25.7	3.0	1.6	2.1	6.1	4.1	2.7			2.0	11.0			
718		22	159	126	307	57	71	123	41	320	91	KRNO	718		22	159	126	307	57	71	123	41	320	91	KRNO	8.2		3.0	15.6	16.5	8.5	8.1	10.5	12.6	5.2	8.5	6.6	
282		47	47	94	29	37	27	82	175	13	KSOM	282		47	47	94	29	37	27	82	175	13	KSOM	3.2			4.6	6.1	2.6	4.1	5.5	2.8	10.4	4.7	.9			
174		31	32	80			41	21	81	13	KSOM FM	174		31	32	80			41	21	81	13	KSOM FM	2.0			3.1	4.2	2.2		4.2	2.7	2.2	.9				
360		62	47	126	29	37	41	82	208	26	TOTAL	360		62	47	126	29	37	41	82	208	26	TOTAL	4.1			6.1	6.1	3.5	4.1	5.5	4.2	10.4	5.6	1.8			
363	66	47	41	154	29	53	56	21	159	50	*KWOM	363	66	47	41	154	29	53	56	21	159	50	*KWOM	4.1		9.0	4.6	5.4	4.2	4.1	7.9	5.7	2.7	4.2	3.6			
196	42		47	32	121		41	21	62	13	*KWTC	196	42		47	32	121		41	21	62	13	*KWTC	2.2	6.5		4.6	4.2	3.3			4.2	2.7	1.7	.9			
241		22	65	32	119	28	18	27	21	122		XTRA	241		22	65	32	119	28	18	27	21	122		XTRA	2.8		3.0	6.4	4.2	3.3	4.0	2.7	2.8	2.7	3.3		

DAY PARTS -
AVG. & CUME

TOTAL LISTENING IN METRO SURVEY AREA 8165 651 709 985 682 3300 707 657 966 728 3505 1360 93.3 99.9 97.0 96.9 89.2 91.0 99.9 97.3 98.6 92.4 93.6 99.1

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
389	23	35	25	47	192		16	9	54	184	13	KABC	359	23	35	25	24	169		16	9	54	177	13	KABC	5.6	4.6	6.5	3.4	4.2	6.3		3.2	1.3	9.2	6.5	1.3	
219	130			12	142	13		17		30	47	KABC FM	219	130			12	142	13		17		30	47	KABC FM	3.4	26.1			2.1	5.3	2.5		2.5		1.1	4.6	
171	23		25		79			18	14	92		KBBL FM	171	23		25		79			18	14	92		KBBL FM	2.7	4.6		3.4		3.0			2.6	2.4	3.4		
280	23	43	9	35	141			44	42	126	13	*KBIG	230	23	43	9	12	118			17	42	99	13	*KBIG	3.6	4.6	8.0	1.2	2.1	4.4			2.5	7.1	3.6	1.3	
789	23	43	65	150	343	25	82	71	151	369	77	KBON	730	23	43	65	104	297	25	82	71	138	356	77	KBON	11.4	4.6	8.0	8.8	18.4	11.1	4.8	16.2	10.3	23.4	13.0	7.5	
171	23	22	9		54			43	28	91	26	*KCAL	171	23	22	9		54			43	28	91	26	*KCAL	2.7	4.6	4.1	1.2		2.0			6.2	4.7	3.3	2.5	
905	83	126	115	96	451	65	79	128	84	376	78	KCKC	881	83	126	115	72	427	65	79	128	84	376	78	KCKC	13.7	16.6	23.5	15.6	12.7	16.0	12.6	15.6	18.6	14.2	13.7	7.6	
673	14	43	124	130	342	39	33	111	103	305	26	KOUO FM	521	14	43	107	108	303	39	33	111	90	292	26	KOUO FM	9.7	2.8	8.0	14.6	19.1	11.3	7.6	6.5	16.1	15.3	10.7	2.5	
390	37	56		12	136	78	30		14	142	112	KEZY	390	37	56		12	136	78	30		14	142	112	KEZY	6.1	7.4	10.4		2.1	5.1	15.1	5.9		2.4	5.2	11.0	
2032	106	104	371	358	1147	64	122	236	259	753	132	KFI	1529	74	104	263	313	920	64	93	181	161	558	51	KFI	23.8	14.8	19.4	35.8	55.3	34.5	12.4	18.4	26.3	27.3	20.4	5.0	
679	14		76	107	301	39	43	24	85	348	30	KFWB	624	14		76	84	278	39	43	24	53	316	30	KFWB	9.7	2.8		10.3	14.8	10.4	7.6	8.5	3.5	9.0	11.6	2.9	
2159	355	204	83		642	274	144	173	119	710	807	KFXM	1738	291	204	66		561	207	115	118	105	545	632	KFXM	27.0	58.3	38.0	9.0		21.0	40.1	22.7	17.1	17.8	19.9	61.8	
449	111		17		159	64	30	32		126	164	KHJ	449	111		17		159	64	30	32		126	164	KHJ	7.0	22.2		2.3		6.0	12.4	5.9	4.6		4.6	16.0	
311	23	35	9	12	110	25	94	17		136	65	KHJ FM	296	23	35	9	12	110	25	79	17		121	65	KHJ FM	4.6	4.6	6.5	1.2	2.1	4.1	4.8	15.6	2.5		4.4	6.4	
171	23			12	35	76		9		85	51	*KKAR	171	23			12	35	76		9		85	51	*KKAR	2.7	4.6			2.1	1.3	14.7		1.3		3.1	5.0	
249		69	16		85	13	104	27		164		KLAC	202		69	16		85	13	57	27		117		KLAC	3.1		12.8	2.2		3.2	2.5	11.3	3.9		4.3		
1519	226	156	51	32	465	257	109	126	39	531	523	KMEN	1505	226	156	51	32	465	257	109	126	39	531	509	KMEN	23.4	45.3	29.1	6.9	5.7	17.4	49.8	21.5	18.3	6.6	19.4	49.8	
141	93				93	13		9		22	26	KMET FM	141	93				93	13		9		22	26	KMET FM	2.2	18.6				3.5	2.5		1.3		.8	2.5	
424	14	56	57	58	216		78	44	27	208		KMPC	327	14	56	57	36	194		16	44	14	133		KMPC	5.1	2.8	10.4	7.8	6.4	7.3		3.2	6.4	2.4	4.9		
829	13	124	106	458		27	76	99	371			KNX	646		13	83	52	346		27	49	67	300		KNX	10.1		2.4	11.3	9.2	13.0		5.3	7.1	11.4	11.0		
527	134	48	9		191	116	61	26	12	215	121	KOLA FM	512	134	48	9		191	116	46	26	12	200	121	KOLA FM	8.0	26.9	8.9	1.2		7.2	22.5	9.1	3.8	2.0	7.3	11.8	
340	14		50	76	171	27	16	50	67	160	9	KOST FM	340	14		50	76	171	27	16	50	67	160	9	KOST FM	5.3	2.8		6.8	13.4	6.4	5.2	3.2	7.3	11.4	5.9	.9	
641	23	35	76	154	288	27	76	86	116	305	48	*KPRO	605	23	35	76	132	266	27	76	86	102	291	48	*KPRO	9.4	4.6	6.5	10.3	23.3	10.0	5.2	15.0	12.5	17.3	10.6	4.7	
503	74	69			143	104	30	26		179	181	KRLA	503	74	69			143	104	30	26		179	181	KRLA	7.8	14.8	12.8			5.4	20.2	5.9	3.8		6.5	17.7	
231		56	32	12	100		16	35	14	105	26	KSOM	231		56	32	12	100		16	35	14	105	26	KSOM	3.6		10.4	4.4	2.1	3.7		3.2	5.1	2.4	3.8	2.5	
96		16	20	36			34	26	60			KSOM FM	96		16	20	36			34	26	60			KSOM FM	1.5		10.4	2.2	3.5	1.3		3.2	4.9	4.4	2.2		
319		56	48	32	136		16	61	40	157	26	TOTAL	319		56	48	32	136		16	61	40	157	26	TOTAL	5.0		10.4	6.5	5.6	5.0		3.2	8.9	6.8	5.7	2.5	
144		9	12	21			16	24	40	80	43	KUTE FM	144		9	12	21			16	24	40	80	43	KUTE FM	2.2			1.2	2.1	.8		3.2	3.5	6.8	2.9	4.2	
432		13	92	36	172	25	57	41	54	217	43	KWOW	432		13	92	36	172	25	57	41	54	217	43	KWOW	6.7		2.4	12.5	6.4	6.4	4.8	11.3	6.0	9.2	7.9	4.2	
177		16	32	106			16	32	14	62	9	KWST FM	150		16	32	79			16	32	14	62	9	KWST FM	2.3			2.2	5.7	3.0		3.2	4.6	2.4	2.3	.9	
492		65	74	91	261	13	16	78	85	231		XTRA	396		65	57	44	197	13	16	78	53	199		XTRA	6.2		12.1	7.8	7.8	7.4	2.5	3.2	11.3	9.0	7.3		
TOTAL LISTENING IN METRO SURVEY AREA													5987	462	524	669	518	2506	491	463	672	551	2532	949		93.2	92.6	97.6	91.0	91.5	93.9	95.2	91.5	97.5	93.4	92.6	92.9	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
349	39	71	14	11	135	18	47	58	32	202	12	KBBL FM	349	39	71	14	11	135	18	47	58	32	202	12	KBBL FM	5.4	7.5	13.5	2.1	2.0	5.1	3.7	8.8	8.4	5.3	7.2	1.2
818	46	47	153	82	428	18	49	108	99	366	24	KBON	714		47	131	82	360	18	49	92	99	330	24	KBON	11.0		9.0	19.6	15.3	13.4	3.7	9.2	13.3	16.4	11.7	2.4
857	19	43	196	72	370	37	136	114	57	416	71	KCKC	806	19	43	152	72	324	37	136	114	50	409	71	KCKC	12.4	3.7	8.2	22.8	13.4	12.3	7.6	25.5	16.5	8.3	14.5	7.0
771	19	59	88	91	306	37	132	127	83	453	12	KDUO FM	629	19	59	88	82	264	37	98	99	72	349	12	KDUO FM	9.7	3.7	11.2	13.2	15.3	10.1	7.6	18.4	14.3	11.9	12.4	1.2
2222	267	142	109	65	603	420	181	169	49	848	771	KFXM	1661	221	121	43	52	457	311	112	106	34	592	612	KFXM	25.7	42.6	23.0	6.4	9.7	17.3	63.5	21.0	15.3	5.6	21.0	60.4
1692	287	106	97	31	521	355	51	156	18	594	577	KMEN	1550	241	106	75	31	45	292	51	156	18	531	566	KMEN	23.9	46.4	20.2	11.2	5.8	17.1	59.6	9.6	22.6	3.0	18.9	55.9
696	158	133	14	10	315	182	38	23	9	252	129	KOLA FM	696	158	133	14	10	315	182	38	23	9	252	129	KOLA FM	10.7	30.4	25.3	2.1	1.9	11.9	37.1	7.1	3.3	1.5	9.0	12.7
507	21	16	63	52	192	38		116	77	245	70	*KPRO	489	21	16	63	52	192	38		116	59	227	70	*KPRO	7.6	4.0	3.0	9.4	9.7	7.3	7.8		16.8	9.8	8.1	6.9
370	19		86	51	156	37	36	81	34	202	12	KSOM	363	19		86	51	156	37	36	81	27	199	12	KSOM	5.6	3.7		12.9	9.5	5.9	7.6	6.8	11.7	4.5	6.9	1.2
141	19		14	31	64	37	13		27	77		KSOM FM	141	19		14	31	64	37	13		27	77		KSOM FM	2.2	3.7		2.1	5.8	2.4	7.6	2.4		4.5	2.7	
428	19		86	72	177	56	36	81	52	239	12	TOTAL	421	19		86	72	177	56	36	81	49	232	12	TOTAL	6.5	3.7		12.9	13.4	6.7	11.4	6.8	11.7	7.5	8.2	1.2
311			25	51	136	35		25	52	175		KABC	264			14	51	125	19		25	52	134		KABC	4.1			2.1	9.5	4.7	3.9		3.6	8.6	4.9	
406	99	16		21	156	90		23	18	131	119	KEZY	393	99	16		21	156	90		23	18	131	106	KEZY	6.1	19.1	3.0		3.9	5.9	18.4		3.3	3.0	4.7	10.5
2255	99	164	290	318	1069	109	150	238	234	1056	130	KFI	1748	99	106	247	248	800	109	150	175	165	818	130	KFI	27.0	19.1	20.2	37.0	46.2	30.2	22.2	28.1	25.3	27.4	29.1	12.8
363	21		77	41	207			37	45	156		KFW8	292	21		45	41	167			37	45	125		KFW8	4.5	4.0		6.7	7.6	6.3			5.4	7.5	4.4	
297	9		11	10	30	91	60	12	9	172	95	KHJ FM	184						91	25		9	125	59	KHJ FM	2.8						18.6	4.7		1.5	4.4	5.8
415			43	113	176	38	34	23	66	216	23	KMPC	326			43	113	176	38		23	66	127	23	KMPC	5.0			6.4	21.0	6.6	7.8		3.3	10.9	4.5	2.3
1132	19	63	161	189	587	18	13	87	176	522	23	KNX	832	19	63	161	124	427	18	13	87	131	382	23	KNX	12.8	3.7	12.0	24.1	23.1	16.1	3.7	2.4	12.6	21.7	13.6	2.3
313		16	59	31	106	18	33	89	41	195	12	KOST FM	291		16	59	31	104	18	13	89	41	175	12	KOST FM	4.5		3.0	8.8	5.8	4.0	3.7	2.4	12.9	6.8	6.2	1.2
426	122	16	14		152	72	13	48		133	141	KRLA	426	122	16	14		152	72	13	48		133	141	KRLA	6.6	23.5	3.0	2.1		5.7	14.7	2.4	6.9		4.7	13.9
223	21	16	45	10	112		13	35	27	75	36	KWOW	223	21	16	45	10	112		13	35	27	75	36	KWOW	3.4	4.0	3.0	6.7	1.9	4.2		2.4	5.1	4.5	2.7	3.6
565		31	86	130	295		46	64	131	270		XTRA	466		31	75	93	234		25	64	109	227		XTRA	7.2		5.9	11.2	17.3	9.0		4.7	9.3	18.1	8.1	
TOTAL LISTENING IN METRO SURVEY AREA												6156	480	525	638	516	2497	490	509	654	576	2670	989		95.1	92.5	99.9	95.5	96.1	94.3	99.9	95.5	94.6	95.5	94.8	97.6	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (\$) means refer to Special Notice on Page 5.

CUME Listening Estimates

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS - METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %										
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64		
1068		114	102	170	429	40	202	96	204	613	26	K8ON	953		114	71	156	384	40	152	96	184	543	26	K8ON	14.6		21.1	10.7	29.2	14.2	8.1	27.7	14.1	30.5	19.2	2.6
710		135	114	36	328		129	69	44	299	83	KCKC	710		135	114	36	328		129	69	44	299	83	KCKC	20.9		25.0	17.2	6.7	12.1		23.5	10.1	7.3	10.6	8.2
917		96	54	131	342	43	110	138	155	563	12	KDOU	724		96	54	93	243	43	110	138	107	469	12	KDOU	21.1		17.7	8.2	17.4	9.0	8.7	20.0	20.2	17.7	16.6	1.2
2004	231	224	13	21	532	310	222	42	44	637	835	KFXM	1604	231	178	13	21	486	270	172	42	44	547	571	KFXM	24.5	40.9	32.9	2.0	3.9	18.0	54.9	31.3	6.1	7.3	19.3	56.4
1478	342	133	30	21	569	310	91	61	15	477	432	KMEN	1455	342	133	30	21	569	310	91	61	15	477	409	KMEN	22.2	60.5	24.6	4.5	3.9	21.1	63.0	16.6	8.9	2.5	16.9	40.4
839	75	117	15		250	182	80	30		311	278	KOLA	839	75	117	15		250	182	80	30		311	278	KOLA	12.8	13.3	21.6	2.3		9.3	37.0	14.6	4.4		11.0	27.9
592	55	19	43	39	243		65	27	128	304	45	KPRO	560	55	19	43	15	219		65	27	120	296	45	KPRO	8.6	9.7	3.5	6.5	2.8	8.1		11.8	4.0	19.9	10.5	4.4
260	19	30			83		57	57	29	162	15	KSOB	260	19	30			83		57	57	29	162	15	KSOB	4.0		3.5	4.5		3.1		10.4	8.3	4.8	5.7	1.9
57					83		57	57	29	162	15	KSOB FM	57					83		57	57	29	162	15	KSOB FM	4.0		3.5	4.5		3.1		10.4	8.3	4.8	5.7	1.9
275	19	30			83		57	57	29	177	15	KSOB FM TOTAL	275	19	30			83		57	57	29	177	15	KSOB FM TOTAL	4.2		3.5	4.5		3.1		10.4	8.3	4.8	6.3	1.5
455	28		41	46	115		19	39	101	314	26	KABC	337	28		41		69		19	39	29	242	26	KABC	5.2	5.0		6.2		2.6		3.5	5.7	4.8	8.6	2.6
339			13	57	104	21	19	30	50	235		*KBIG	323			13	57	104	21	19	30	34	219		*KBIG	4.9			2.0	10.7	3.9	4.3	3.5	4.4	5.6	7.7	
265	28	40			68	62	34	15		111	86	KEZY	265	28	40			68	62	34	15		111	86	KEZY	4.1	5.0	7.4			2.5	12.6	6.2	2.2		3.9	8.5
159			28		62			30	15	97		KFAC	159			28		62			30	15	97		KFAC	2.4			4.2		2.3			4.4	2.5	3.4	
85	19	13			32		38		15	53		KFAC FM	85	19	13			32		38		15	53		KFAC FM	1.3		3.5	2.0		1.2		6.9		2.5	1.9	
2565	55	135	364	376	1255	158	146	224	282	1152	158	KFI	1861	55	135	249	257	984	81	107	177	155	776	101	KFI	28.5	9.7	25.0	37.7	48.0	36.4	16.5	19.5	25.9	25.7	27.4	10.0
283		40	74	36	150	19	15		42	133		KFWB	275		40	74	36	150	19	15		34	125		KFWB	4.2		7.4	11.2	6.7	5.6	3.9	2.7		5.6	4.4	
329	65		15		80	81		39		153	96	KHJ	306	65		15		80	81		39		153	73	KHJ	4.7	11.5		2.3		3.0	16.5		5.7		5.4	7.2
188		21	41		62	19	15	30		64	62	KHJ FM	164		21	41		62	19	15	30		64	38	KHJ FM	2.5		3.9	6.2		2.3	3.9	2.7	4.4		2.3	3.8
856	109	98	61	39	350	173	120	86	27	458	48	KLAC	455		98	30	15	186	19	107	57	19	254	15	KLAC	7.0		18.1	4.5	2.8	6.9	3.9	19.5	8.3	3.1	9.0	1.5
498	241				241	59	19			78	179	KLOS	474	241				241	59	19			78	155	KLOS	7.2	42.7				8.9	12.0	3.5			2.8	15.3
349	120	21			141	100				100	108	KMET	325	120	21			141	100				100	84	KMET	5.0	21.2	3.9			5.2	20.3				3.5	8.3
500	19	15	36	214	19	38	27	112	286		KMPC	400		19	15		178	19	38	27	48	222		KMPC	6.1		3.5	2.3		6.6	3.9	6.9	4.0	7.9	7.8		
876	40	223	136	629		53	39	90	247		KNX	734		40	168	122	541		53	39	63	193		KNX	11.2		7.4	25.4	22.8	20.0		9.7	5.7	10.4	6.8		
230	21	80	15	138	19	41	12	8	80	12	KNX FM	120	21	26	15	62	19	15	12			46	12	KNX FM	1.8		3.9	3.9	2.8	2.3	3.9	2.7	1.8		1.6	1.2	
427		56	80	72	208	19	38	78	34	207	12	KOST	427		56	80	72	208	19	38	78	34	207	12	KOST	6.5		10.4	12.1	13.5	7.7	3.9	6.9	11.4	5.6	7.3	1.2
272	83				126	43		15		58	88	KRLA	272	83				126	43		15		58	88	KRLA	4.2	14.7				4.7	8.7		2.2		2.1	8.7
239		30	15	122		19	27	19	117		KWOW	239		30	15	122			19	27	19	117		KWOW	3.7			4.5	2.8	4.5		3.5	4.0	3.1	4.1		
320	19	13	42	74	21	19	54	72	223	23	KXTZ	320	19	13	42	74	21	19	54	72	223	23	KXTZ	4.9		3.5	2.0	7.9	2.7	4.3	3.5	7.9	11.9	7.9	2.3		
318	37	46	36	119		34	33	75	199		XTRA	292	37	46	36	119			34	33	75	199		XTRA	4.5		6.8	7.0	6.7	4.4		6.2	2.2	11.1	6.1		

TOTAL LISTENING IN METRO SURVEY AREA 6290 537 541 633 514 2589 492 530 641 575 2739 962 96.2 95.0 99.9 95.8 96.1 95.9 99.9 96.5 93.9 95.2 96.8 95.1

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

SAN BERNARDINO-RIVERSIDE-ONTARIO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA												
TOTAL PERS. 12 +	MEN				TOTAL 18 +	WOMEN				TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN				TOTAL 18 +	WOMEN				TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN				TOTAL 18 + %	WOMEN				TOTAL 18 + %	TEENS 12-17 %	
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64			18-24
893			119	149	394	39		91	173	454	45	KBON	805			98	149	345	39		91	173	435	25	KBON	12.4			15.0	29.4	13.0	7.4		13.5	30.0	15.4	2.9	
749	66	51	195	42	374		109	107	41	292	83	KCKC	495		51	145	42	258		81	77	41	199	38	KCKC	7.6		9.3	22.2	8.3	9.7		14.5	11.4	7.1	7.0	3.8	
840		70	101	106	350	40	65	75	187	456	34	KDUO	742		70	83	106	298	40	65	75	173	410	34	KDUO	11.4		12.7	12.7	20.9	11.2	7.6	11.6	11.1	30.0	14.5	3.4	
1731	324	168	57	24	621	370	180	118	27	695	415	KFXM	1219	259	114	16	24	433	235	180	45	9	469	317	KFXM	18.8	46.3	20.7	2.4	4.7	16.3	44.5	32.2	6.7	1.6	16.6	31.6	
1340	264	114		12	416	213	130	90		433	491	KMEN	1274	198	114		12	350	213	130	90		433	491	KMEN	19.6	35.4	20.7		2.4	13.2	40.3	23.3	13.4		15.3	49.0	
1046	220	133	40		393	118	65	62		302	351	KOLA	1046	220	133	40		393	118	65	62		302	351	KOLA	16.1	39.3	24.1	6.1		14.8	22.3	11.6	9.2		10.7	35.0	
643	43	57	111	97	334		32	109	70	288	21	*KPRO	643	43	57	111	97	334		32	109	70	288	21	*KPRO	9.9	7.7	10.3	17.0	19.1	12.6		5.7	16.2	12.1	10.2	2.1	
241		19	36		81	20	50		32	160		*KREL	241		19	36		81	20	50		32	160		*KREL	3.7		3.4	5.5		3.0	3.8	8.9		5.5	5.7		
149			47	12	59		32	31	14	77	13	KSON	149			47	12	59		32	31	14	77	13	KSON	2.3			7.2	2.4	2.2		5.7	4.6	2.4	2.7	1.3	
173			16	16	20		61	23	123	34	KSON FM	173			16	16	20		61	23	123	34	KSON FM	2.7			2.4		.6		3.8		9.1	4.0	4.3	3.4		
248			47	12	59	20	32	61	23	155	34	+ TOTAL	248			47	12	59	20	32	61	23	155	34	+ TOTAL	3.8			7.2	2.4	2.2		3.8	5.7	9.1	4.0	5.5	3.4
305				12	57	20	32	15	28	248		KABC	291				12	57	20	32	15	14	234		KABC	4.5				2.4	2.1	3.8	5.7	2.2	2.4	8.3		
129			31	24	55		32		23	74		*KBIG	115			31	24	55		32		9	60		*KBIG	1.8			4.7	4.7	2.1		5.7		1.6	2.1		
160	21			12	33			15	18	127		KFAC FM	160	21			12	33			15	18	127		KFAC FM	2.5	3.8			2.4	1.2			2.2	3.1	4.5		
1899	169	209	231	149	994	19	224	153	229	786	119	KFI	1475	103	209	142	149	797	19	181	123	193	610	68	KFI	22.7	18.4	37.9	21.7	29.4	30.0	3.6	32.4	18.3	33.4	21.6	6.8	
546	21	25	55	107	247	19	16	76	73	278	21	KFWB	546	21	25	55	107	247	19	16	76	73	278	21	KFWB	8.4	3.8	4.5	8.4	21.1	9.3	3.6	2.9	11.3	12.7	9.8	2.1	
486	39	51		12	102	117	49	15		181	203	KKDJ	486	39	51		12	102	117	49	15		181	203	KKDJ	7.5	7.0	9.3		2.4	3.8	22.2	8.8	2.2		6.4	20.2	
340	66	44	78	24	212		50	16	9	94	34	KLAC	274		44	78	24	146		50	16	9	94	34	KLAC	4.2		8.0	11.9	4.7	5.5		8.9	2.4	1.6	3.3	3.4	
337	99			19	138	78		67	8	153	46	KLOS	231	99			119	78					78	34	KLOS	3.6	17.7				4.5	14.8				2.8	3.4	
320	159	54			213	39				39	68	KMET	266	159			159	39					39	68	KMET	4.1	28.4				6.0	7.4				1.4	6.8	
279		19	81	37	145		16	82		114	20	KMPC	90		19	40		59		16	15		31		KMPC	1.4		3.4	6.1		2.2		2.9	2.2		1.1		
1519	142	165	159	254	889	67	16	77	206	514	116	KNX	1259	142	165	138	162	743	20	16	77	174	419	97	KNX	19.4	25.4	29.9	21.1	32.0	27.9	3.8	2.9	11.4	30.2	14.8	9.7	
328	21	19	41		101	87		36	9	207	20	KNX FM	203	21	19	20		80	39			9	123		KNX FM	3.1	3.8	3.4	3.1		3.0	7.4			1.6	4.3		
428	21	25	16	93	181	39		77	74	247		KOST	381	21	25	16	65	153	39		77	55	228		KOST	5.9	3.8	4.5	2.4	12.8	5.7	7.4		11.4	9.5	8.1		
107	39			39	19			15		34	34	*KRLA	107	39			39	19				15	34	34	*KRLA	1.6	7.0				1.5	3.6		2.2		1.2	3.4	
611	78	201		12	291	165	66	30		299	21	KRTH	496	78	133		12	223	118	66	30		252	21	KRTH	7.6	13.9	24.1		2.4	8.4	22.3	11.8	4.5		8.9	2.1	
416	39	76	20	12	147	116	65	15	9	205	64	KNOW	416	39	76	20	12	147	116	65	15	9	205	64	KNOW	6.4	7.0	13.8	3.1	2.4	5.5	22.0	11.6	2.2	1.6	7.2	6.4	
289		19	34	60	133	33		37	55	144	12	KWST	157		19	16	42	97				41	60		KWST	2.4		3.4	2.4	8.3	3.6			7.1	2.1			
382	21			63	84	20	50	77	88	273	25	KXTZ	335	21			35	56	20	50	77	69	254	25	KXTZ	5.2	3.8			6.9	2.1	3.8	8.9	11.4	12.0	9.0	2.5	
522		44	67	81	192	39	34	77	102	271	59	XTRA	433		44	67	35	146	39	34	77	59	228	59	XTRA	6.7		8.0	10.2	6.9	5.5	7.4	6.1	11.4	10.2	8.1	5.9	

TOTAL LISTENING IN METRO SURVEY AREA: 6223 560 551 556 495 2551 528 509 613 545 2669 1003 95.8 99.9 99.9 85.0 97.6 95.9 99.9 91.1 91.1 94.5 94.3 99.9

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

CUME Listening Estimates

RIVERSIDE-SAN BERNARDINO-ONTARIO
APRIL/MAY 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS - TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS - METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS - METRO SURVEY AREA															
TOTAL PERS. 12+	MEN				WOMEN				STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN												
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49			50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24			25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17							
107	18	15	33	15	13	7	6	65	9	*KACE	83	18	15	33	15	13	7	6	41	9	*KACE	1.2	2.9	2.8	1.2	2.7	2.2	1.0	1.4	.8							
80	18	21	39	13	16	30	27	112	16	KCNW	69	18	21	39	13	16	30	27	29	16	KCNW	1.0	2.9	3.0	1.4	2.2	2.2	1.0	1.0								
174	18	12	46	30	27	112	16	163	16	KBBL	163	18	12	46	30	27	112	16	101	16	KBBL	2.4	2.9	1.7	1.3	1.7	4.2	4.6	3.5	1.4							
932	23	32	124	81	361	25	35	155	131	K9ON	887	23	32	124	81	361	25	35	140	101	447	79	K9ON	13.2	4.1	5.2	17.8	15.3	13.4	4.5	5.9	19.6	17.4	15.4	7.1		
127	51	65	8	46	16	*KCAL	113	51	51	38	8	46	16	*KCAL	1.7	7.3	1.9	5.3	1.4	1.6	1.4																
774	23	99	129	67	339	40	92	98	58	300	135	KCKC	774	23	99	129	67	339	40	92	98	58	300	135	KCKC	11.6	4.1	16.2	18.5	12.7	12.6	7.1	15.6	13.7	10.0	10.4	12.2
844	34	65	128	59	344	25	107	98	106	439	61	KDUO	679	65	128	42	279	25	83	86	76	361	39	KDUO	10.1	10.6	18.4	8.0	10.3	4.5	14.1	12.0	13.1	12.5	3.5		
2086	373	250	105	36	764	331	185	120	65	737	585	KFXM	1693	332	189	89	36	646	255	162	90	35	564	483	KFXM	25.3	59.7	30.9	12.8	6.8	23.9	45.5	27.5	12.6	6.0	19.5	43.6
1687	278	170	57	51	556	246	136	172	44	618	513	KMEN	1610	236	170	57	51	514	211	136	172	44	583	513	KMEN	24.0	42.4	27.8	8.2	9.7	19.1	37.7	23.1	24.1	7.6	20.1	46.3
1259	151	175	19	16	361	238	98	82	28	446	452	KOLA	1162	117	147	19	16	299	238	98	69	28	433	430	KOLA	17.3	21.0	24.1	2.7	3.0	11.1	42.5	16.6	9.7	4.8	15.0	38.8
362	53	22	53	175	27	13	43	66	169	18	*KPRO	331	53	22	53	175	27	13	43	35	138	18	*KPRO	4.9	8.7	3.2	10.0	6.5	4.4	2.2	6.0	6.0	4.8	1.6			
227	15	42	33	99	35	59	27	121	7	KSDM	227	15	42	33	99	35	59	27	121	7	KSDM	3.4	2.5	6.0	6.3	3.7	5.9	8.3	4.6	4.2	.6						
120	15	19	24	58	38	24	38	24	24	KSDM FM	120	15	19	24	58	38	24	38	24	24	KSDM FM	1.8	2.5	2.7	4.5	2.1	5.3	1.3	2.2	2.2							
293	30	61	33	133	35	74	27	136	24	+ TOTAL	293	30	61	33	133	35	74	27	136	24	+ TOTAL	4.4	4.9	8.8	6.3	4.9	5.9	10.3	4.6	4.7	2.2						
531	39	47	52	64	302	15	11	16	64	207	22	KABC	429	39	47	32	48	224	15	11	16	64	183	22	KABC	6.4	7.0	7.7	4.6	9.1	8.3	2.7	1.9	2.2	11.0	6.3	2.0
203	30	22	9	101	13	16	19	93	9	*KBIG	149	30	22	9	70	13	16	19	70	9	*KBIG	2.2	4.9	3.2	1.7	2.6	2.2	2.2	3.3	2.4	.8						
253	36	15	51	41	11	30	82	120	120	KEZY	223	36	15	51	41	11	30	82	52	120	KEZY	3.3	6.5	2.5	1.9	7.3	1.9	1.8	10.8								
1883	130	188	223	180	935	155	147	170	198	854	94	KFI	1264	89	127	166	147	641	37	85	155	168	529	94	KFI	18.9	16.0	20.8	23.8	27.8	23.8	6.6	14.4	21.7	28.9	18.3	8.5
227	15	21	58	113	13	22	37	114	114	KFWB	227	15	21	58	113	13	22	37	114	114	KFWB	3.4	2.5	3.0	11.0	4.2	2.2	3.1	6.4	3.9							
1123	171	62	40	26	299	111	53	64	3	236	588	939	136	62	40	9	247	76	53	64	8	201	491	939	136	62	40	9	247	76	53	64	8	201	491		
481	54	85	72	253	27	36	85	32	204	24	KLAC	435	54	85	72	222	27	36	85	32	192	24	KLAC	6.5	8.8	9.8	13.6	8.2	4.8	6.1	11.9	5.5	6.6	2.2			
530	136	19	21	176	107	23	8	138	216	KLOS	508	136	19	21	176	107	23	8	138	194	KLOS	7.6	24.5	3.1	3.0	6.5	19.1	3.2	1.4	4.8	17.5						
519	133	51	9	193	110	7	117	209	209	KMET	361	99	18	9	126	68	7	75	160	160	KMET	5.4	17.8	2.9	1.3	4.7	12.1	1.0	2.6	14.4							
423	36	32	32	44	256	25	9	8	125	42	KMPC	343	36	32	32	44	214	25	9	8	114	15	KMPC	5.1	6.5	5.2	4.6	8.3	7.9	4.5	1.3	1.4	3.9	1.4			
949	59	81	72	146	528	69	78	133	412	9	KNX	713	18	47	72	129	376	69	78	108	328	9	KNX	10.6	3.2	7.7	10.3	24.4	13.9	11.7	10.9	18.6	11.3	.8			
336	42	35	9	16	111	97	23	15	6	164	61	KNX FM	230	35	9	16	69	55	23	15	6	122	39	KNX FM	3.4	5.7	1.3	3.0	2.6	9.8	3.9	2.1	1.0	4.2	3.5		
651	18	59	70	132	311	12	42	123	91	390	40	KOST	566	18	59	70	98	263	12	42	99	91	263	40	KOST	8.4	3.2	9.7	10.0	18.6	9.7	2.1	7.1	13.7	15.7	9.1	3.6
597	39	109	30	7	185	93	110	50	27	308	104	KRTH	534	39	109	30	7	185	93	87	39	27	245	104	KRTH	8.0	7.0	17.8	4.3	1.3	6.9	16.6	14.7	5.3	4.6	8.5	9.4
524	78	47	72	7	213	90	80	45	27	242	69	KWOW	524	78	47	72	7	213	90	80	45	27	242	69	KWOW	7.8	14.0	7.7	10.3	1.3	7.9	16.1	13.6	6.3	4.6	8.4	6.2
196	20	31	79	13	45	14	102	15	15	KWST	161	20	31	79	13	45	14	102	15	15	KWST	2.4	5.9	2.2	2.2	2.2	4.2	2.4	3.0	1.4							
345	47	33	103	12	57	83	34	196	46	KXTZ	319	47	33	89	12	57	71	34	184	46	KXTZ	4.9	6.7	6.3	3.3	2.1	9.7	9.9	5.9	6.4	4.1						
223	32	30	31	116	41	47	98	9	9	XTRA	209	32	30	31	102	41	47	98	9	9	XTRA	3.1	5.2	4.3	5.9	3.9	5.7	8.1	3.4	.8							
TOTAL LISTENING IN METRO SURVEY AREA											6288	514	579	625	488	2484	548	556	689	531	2720	1076	93.7	92.4	94.3	89.7	92.4	92.1	97.9	94.2	96.4	91.4	94.0	97.0			

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA												CUME PERSONS--METRO SURVEY AREA												CUME RATINGS--METRO SURVEY AREA														
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL %		18-24 %
32	4	1	7	1	13	2	2	7	4	15	4	KATT FM	23	4	1	6	1	12			2	6	2	10	1	KATT FM	3.9	10.0	2.2	7.6	1.8	4.8		4.3	7.9	4.0	4.1	1.1
148	5	14	20	20	68	8	18	18	15	69	11	*KCRA	113	5	11	14	13	52	5	17	15	7	54	7	*KCRA	19.3	12.4	24.3	17.7	23.9	21.0	12.3	36.5	19.9	13.8	22.0	7.6	
313	22	22	46	48	162	15	16	34	38	133	18	KFBK	215	18	18	31	32	115	13	13	24	25	85	15	KFBK	36.7	44.8	39.7	39.3	58.8	46.4	31.9	27.9	31.8	49.4	34.6	16.2	
												KFRC	76	12	4	6	3	27	9	3	5	2	20	29	KFRC	13.0	29.9	8.8	7.6	5.5	10.9	22.1	6.4	6.6	4.0	8.1	31.4	
208	9	24	28	21	87	18	24	34	21	107	14	*KGMS	204	9	23	28	21	86	18	24	32	20	104	14	*KGMS	34.8	22.4	50.8	35.5	38.6	34.7	44.2	51.5	42.4	39.5	42.4	15.2	
												*KGO	39	1	4	5	2	21	2	1	5	4	17	1	*KGO	6.7	2.5	8.8	6.3	3.7	8.5	4.9	2.1	6.6	7.9	6.9	1.1	
53	1	5	11	5	22	5	5	9	6	27	4	*KHIQ FM	49	1	5	11	5	22	3	5	9	4	23	4	*KHIQ FM	8.4	2.5	11.0	13.9	9.2	8.9	7.4	10.7	11.9	7.9	9.4	4.3	
												KNBR	43	3	8	8	4	23	5	3	3	2	14	6	KNBR	7.3	7.5	17.7	10.1	7.4	9.3	12.3	6.4	4.0	4.0	5.7	6.5	
309	26	37	49	38	161	16	30	39	30	128	20	KRAK	159	7	17	25	18	72	8	18	20	18	73	14	KRAK	27.1	17.4	37.5	31.7	33.1	29.0	19.7	38.6	26.5	35.6	29.7	15.2	
141	25	8	6	4	43	17	4	14	8	45	53	KROY	131	19	8	6	4	37	17	4	13	8	44	50	KROY	22.4	47.3	17.7	7.6	7.4	14.9	41.8	8.6	17.2	15.8	17.9	54.1	
50	3	5	11	3	22	5	6	6	7	24	4	KSFM FM	47	3	5	11	2	21	5	6	6	5	22	4	KSFM FM	8.0	7.5	11.0	13.9	3.7	8.5	12.3	12.9	7.9	9.9	9.0	4.3	
187	27	8	11	8	54	25	10	18	10	66	67	KXDA	163	24	8	8	6	46	23	9	14	10	58	59	KXDA	27.8	59.7	17.7	10.1	11.0	18.5	56.5	19.3	18.5	19.8	23.6	63.9	
10	1	4	1		6	1		2		3	1	*KXRQ FM	10	1	4	1		6	1		2		3	1	*KXRQ FM	1.7	2.5	8.8	1.3		2.4	2.5		2.6		1.2	1.1	
TOTAL LISTENING IN METRO SURVEY AREA												561	38	45	73	50	235	41	47	70	50	238	88		95.8	94.5	99.3	92.5	91.9	94.7	99.9	99.9	92.7	98.8	97.0	95.2		

NOTE SYMBOLS: (·) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (i) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA												CUME PERSONS-METRO SURVEY AREA												CUME RATINGS-METRO SURVEY AREA															
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %		
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)		18-24 %	25-34 %
163	6	13	25	20	76	11	14	21	21	79	8	*KCRA	138	6	11	21	17	66	11	14	16	15	64	8	*KCRA	23.1	14.0	24.6	26.6	30.1	26.2	25.8	29.9	21.1	28.7	25.7	8.4		
266	2	22	38	35	131	5	13	31	37	113	22	KFBK	143	2	15	22	21	75	5	4	12	20	57	11	KFBK	24.0	4.7	33.6	27.9	37.2	29.8	11.7	8.5	15.9	38.2	22.9	11.6		
18		1	3	2	9		1	5	1	9		*KFBK FM	14		1	2	2	7		1	5	1	7		*KFBK FM	2.3		2.2	2.5	3.5	2.8		2.1	6.6	1.9	2.8			
												KFRC	80	12	5	3		20	13	3	8	2	26	34	KFRC	13.4	28.0	11.2	3.8		7.9	30.5	6.4	10.6	3.8	10.4	35.7		
173	16	15	26	14	79	7	13	29	23	84	10	*KGMS	168	16	15	26	14	78	7	13	26	23	80	10	*KGMS	28.2	37.4	33.6	33.0	24.8	30.9	16.4	27.8	34.3	44.0	32.1	10.5		
												KGO	23			4	3	9		1	4	5	14		KGO	3.9			5.1	5.3	3.6		2.1	5.3	9.6	5.6			
57	6	3	14	5	28	1	5	13	2	22	7	*KHIQ FM	46	6	3	14	2	25	1	3	12	1	18	3	*KHIQ FM	7.7	14.0	6.7	17.7	3.5	9.9	2.3	6.4	15.9	1.9	7.2	3.2		
279	16	17	68	28	145	13	17	40	26	116	18	KRAK	138	9	9	33	13	68	8	12	19	14	63	7	KRAK	23.1	21.0	20.1	41.8	23.0	27.0	18.8	25.6	25.1	26.8	25.3	7.4		
172	25	6	7	1	43	25	7	16	9	61	68	KROY	153	25	4	7	1	41	23	7	15	7	55	57	KROY	25.7	58.4	8.9	8.9	1.8	16.3	54.0	15.0	19.8	13.4	22.1	59.9		
79	2	10	15	8	36	2	9	19	4	38	5	KSFM FM	70	2	9	12	8	31	2	9	16	4	34	5	KSFM FM	11.7	4.7	20.1	15.2	14.2	12.3	4.7	19.2	21.1	7.6	13.7	5.3		
162	25	7	4	6	46	18	10	9	9	52	64	KXOA	151	25	7	4	6	46	16	8	9	8	45	60	KXOA	25.3	58.4	15.7	5.1	10.6	18.2	37.6	17.1	11.9	15.3	18.1	63.0		
TOTAL LISTENING IN METRO SURVEY AREA												569	43	41	74	51	236	40	47	73	50	240	93		95.4	99.9	91.7	93.8	90.4	93.6	93.9	99.9	96.4	95.6	96.4	97.7			

FOOTNOTE SYMBOLS: (') means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (i) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA												CUME PERSONS--METRO SURVEY AREA												CUME RATINGS--METRO SURVEY AREA													
TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ (000)	MEN					WOMEN					TEENS 12-17 (000)	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)				18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	18-24 (000)	25-34 (000)	35-49 (000)	50-64 (000)	TOTAL (000)	
165	4	16	25	21	83	5	16	22	20	78	4	*KCRA	123	4	15	20	11	62	5	13	15	14	57	4	*KCRA	20.6	9.3	33.6	25.3	19.5	24.6	11.7	27.8	19.8	26.8	22.9	4.2
284	10	28	48	37	155	6	16	28	33	113	16	KFBK	177	7	16	31	24	96	5	10	18	24	70	11	KFBK	29.7	16.4	35.8	39.3	42.6	38.1	11.7	21.4	23.8	45.9	28.1	11.6
159	7	20	24	25	81	10	17	23	16	72	6	*KGMS	153	7	16	24	25	77	9	16	23	16	70	6	*KGMS	25.7	16.4	35.8	30.4	44.3	30.5	21.1	34.2	30.4	30.6	28.1	6.3
51	1	4	5	7	17	5	7	8	4	28	6	*KHIQ FM	50	1	4	5	6	16	5	7	8	4	28	6	*KHIQ FM	8.4	2.3	8.9	6.3	10.6	6.3	11.7	15.0	10.6	7.6	11.2	6.3
275	20	27	39	31	123	9	26	45	32	129	23	KRAK	112	8	15	18	9	54	4	10	20	12	51	7	KRAK	18.8	18.7	33.6	22.8	16.0	21.4	9.4	21.4	26.4	22.9	20.5	7.4
217	40	17	10	7	74	26	17	19	10	74	69	KROY	188	31	14	7	7	59	23	16	17	10	68	61	KROY	31.5	72.4	31.3	8.9	12.4	23.4	54.0	34.2	22.5	19.1	27.3	64.1
56		4	7	5	19	4	6	10	5	30	9	KSFH FM	36		4	3	5	12	4	6	6	4	20	4	KSFH FM	6.0		8.9	3.8	8.9	4.8	9.4	12.8	7.9	7.6	8.0	4.2
207	27	13	16	4	64	23	15	17	10	72	71	KXOA	190	27	13	15	4	61	20	15	17	8	67	62	KXOA	31.9	63.1	29.1	19.0	7.1	24.2	46.9	32.1	22.5	15.3	26.9	65.1
18	2	1	1	1	5	1	5	2	1	9	4	*KXOA FM	18	2	1	1	1	5	1	5	2	1	9	4	*KXOA FM	3.0	4.7	2.2	1.3	1.8	2.0	2.3	10.7	2.6	1.9	3.6	4.2
TOTAL LISTENING IN METRO SURVEY AREA												555	40	41	71	54	234	40	45	72	48	230	91		93.1	93.5	91.7	90.0	95.7	92.8	93.9	96.2	95.1	91.8	92.4	95.6	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (?) means refer to Special Notice on Page 5.

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

TOTAL PERS. 12+	CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	CUME PERSONS — METRO SURVEY AREA IN HUNDREDS										TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	CUME RATINGS—METRO SURVEY AREA										TEENS 12-17 %		
	MEN					WOMEN								MEN					WOMEN								MEN					WOMEN							
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24	25-34
1456	10	146	215	110	703	41	111	216	122	653	100	KCBS	232			62	27	131				8	16	91	10	KCBS	3.8				8.0	4.6	5.1			1.1	2.9	3.5	1.0
1090	78	113	138	151	512	99	110	181	108	521	57	*KCRA	1141	10	115	145	110	491	41	111	167	96	550	100	*KCRA	18.5	2.1	25.4	18.6	18.8	19.0	8.2	23.3	22.5	17.4	21.1	10.2		
210			32		32		31	75	26	143	35	KCTC FM	871	78	81	110	94	395	87	86	143	91	430	46	KCTC FM	14.1	16.7	17.9	14.1	16.1	15.3	17.5	18.1	19.2	16.5	16.5	4.7		
2190	102	196	316	328	1179	26	128	213	261	872	139	KEBR FM	110			14		14			64	8	83	13	KEBR FM	1.8				1.8				8.6	1.4	3.2	1.3		
365		49	79	38	198		49	23	41	147	20	KFBK	1439	58	101	235	267	825	26	74	138	171	554	60	KFBK	23.3	12.4	22.3	30.2	45.7	32.0	5.2	15.5	18.6	31.0	21.3	6.1		
												*KFBK FM	231		17	57		106		49	11	11	105	20	*KFBK FM	3.7		3.8	7.3		4.1		10.3	1.5	2.0	4.0	2.0		
1755	39	146	302	212	769	77	173	352	138	853	133	KFRC	942	166	78	28	13	285	308	48	67	8	475	182	KFRC	15.3	35.6	17.2	3.6	2.2	11.0	61.8	10.1	9.0	1.4	18.2	18.6		
1834	102	166	208	265	838	40	75	247	275	892	104	*KGMS	1700	39	115	302	212	738	77	149	352	138	829	133	*KGMS	27.6	8.4	25.4	38.8	36.3	28.6	15.5	31.3	47.4	25.0	31.8	13.6		
284			34	48	82	27	11	70	66	197	5	KGO	485		50	93	55	219		45	70	33	236	30	KGO	7.9		11.0	11.9	9.4	8.5		9.5	9.4	6.0	9.1	3.1		
												*KHIQ FM	262			34	48	82	15	11	60	66	175	5	*KHIQ FM	4.3			4.4	8.2	3.2	3.0	2.3	8.1	12.0	6.7	.5		
292			32	27	97	43	29	37	19	160	35	*KKIS	191			23	13	36	31	34	22	11	155		*KKIS	3.1			3.0	2.2	1.4	6.2	7.1	3.0	2.0	6.0			
2884	93	267	574	451	1524	58	187	363	345	1193	167	*KPOP	251			32	9	79	31	29	26	19	137	35	*KPOP	4.1			4.1	1.5	3.1	6.2	6.1	3.5	3.4	5.3	3.6		
2532	385	233	156	39	856	417	132	172	102	846	830	*KRAK	971	49	50	129	183	474	46	34	98	151	442	55	*KRAK	15.8	10.5	11.0	16.6	31.3	18.4	9.2	7.1	13.2	27.4	17.0	5.6		
599	39	56	121	72	288	16	57	146	63	293	18	KROY	2276	365	201	120	39	731	405	102	172	102	804	741	KROY	36.9	78.3	44.4	15.4	6.7	28.3	81.3	21.4	23.1	18.5	30.9	75.7		
												KSFM FM	558	39	56	99	72	266	16	57	135	63	282	10	KSFM FM	9.1	8.4	12.4	12.7	12.3	10.3	3.2	12.0	18.2	11.4	10.8	1.0		
1817	255	43	45	41	422	309	138	132	54	720	675	KSFO	185		34	23	35	92	11		11	30	73	20	KSFO	3.0		7.5	3.0	6.0	3.6	2.2		1.5	5.4	2.8	2.0		
534	117	39	34	9	199	62	26	52	30	181	154	KXOA	1587	234	39	45	29	385	297	122	132	41	615	587	KXOA	25.7	50.2	8.6	5.8	5.0	14.9	59.6	25.6	17.8	7.4	23.6	60.0		
												KZAP FM	502	117	39	34	9	199	62	26	42	30	171	132	KZAP FM	8.1	25.1	8.6	4.4	1.5	7.7	12.4	5.5	5.7	5.4	6.6	13.5		
TOTAL LISTENING IN METRO SURVEY AREA												5846	443	419	740	564	2434	498	442	732	500	2473	939		94.8	95.1	92.5	95.0	96.6	94.3	99.9	92.9	98.5	90.6	95.0	95.9			

DAY PARTS-
AVG. & CUME

NOTE SYMBOLS: (†) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (\$) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																								
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17											
	18-24	25-34	35-48	50-64	TOTAL	18-24	25-34	35-48	50-64	TOTAL				18-24	25-34	35-48	50-64	TOTAL	18-24	25-34	35-48	50-64	TOTAL				18-24	25-34	35-48	50-64	TOTAL	18-24	25-34	35-48	50-64	TOTAL		%	%	%	%	%	%	%	%	%		
383		22	19	36	106	4	33	44	65	224	53	*KAHI	137		22					28	4	22	22	32	94	15	*KAHI	2.2		4.9				1.1	.8	4.6	3.0	5.8	3.6	1.5								
1180	31	105	241	187	655	27	112	182	120	511	14	KCRA	912	17	92	202	145	512	27	86	156	109	400	15	KCRA	14.8	3.6	20.3	25.9	24.8	19.8	5.4	18.1	21.0	19.7	15.4												
801	34	122	140	62	371	104	84	133	45	391	39	KCTC FM	631	34	97	108	42	281	104	84	92	28	311	39	KCTC FM	10.2	7.3	21.4	13.9	7.2	10.9	20.9	17.6	12.4	5.1	11.9	4.0											
150		13	16	3	32		29	28	27	102	16	KEBR FM	114		13	10		23		29	17	19	83	8	KEBR FM	1.8		2.9	1.3		.9		6.1	2.3	3.4	3.2	.8											
2178	103	212	296	353	1204	40	126	218	308	873	101	KFBK	1442	57	136	204	229	766	40	85	135	231	605	71	KFBK	23.4	12.2	30.0	26.2	39.2	29.7	8.0	17.9	18.2	41.8	23.2	7.3											
338	17	13	64	33	134	31	13	53	28	186	18	*KFBK FM	244	17	13	52	21	103	31	10	27	28	133	8	*KFBK FM	4.0	3.6	2.9	6.7	3.6	4.0	6.2	2.1	3.6	5.1	5.1	.8											
2524	432	252	95	45	837	447	225	149	52	942	745	KFRC	776	166	52	18	21	257	142	65	28	9	295	224	KFRC	12.6	35.6	11.5	2.3	3.6	10.0	28.5	13.7	3.8	1.6	11.3	22.9											
1686	59	109	256	245	753	48	170	296	213	818	115	*KGMS	1659	59	109	253	240	745	48	162	293	205	799	115	*KGMS	26.9	12.7	24.1	32.5	41.1	28.9	9.6	34.0	39.4	37.1	30.7	11.7											
658	43	83	75	68	345	42	25	63	115	313		KGO	273		63	38	10	153	35	18	19	30	120		KGO	4.4		13.9	4.9	1.7	5.9	7.0	3.8	2.6	5.4	4.6												
1442	61	182	220	218	777	133	119	138	107	574	91	KNBR	386		65	58	52	203	48	21	31	44	162	21	KNBR	6.3		14.3	7.4	8.9	7.9	9.6	4.4	4.2	8.0	6.2	2.1											
278		26	45	21	92	40	15	25	44	138	48	*KPOP	274		26	45	21	92	40	11	25	44	134	48	*KPOP	4.4		5.7	5.8	3.6	3.6	8.0	2.3	3.4	8.0	5.1	4.9											
2138	119	240	318	272	1023	92	190	296	207	935	180	*KRAK	1091	67	136	174	146	571	53	104	131	74	448	72	*KRAK	17.7	14.4	30.0	22.3	25.0	22.1	10.6	21.8	17.6	13.4	17.2	7.4											
2286	306	109	100	74	617	348	115	217	77	771	898	KROY	2116	306	78	100	62	574	285	93	217	66	675	867	KROY	34.3	65.7	17.2	12.8	10.6	22.2	57.2	19.5	29.2	12.0	25.9	88.6											
545		13	60	140	220	50	49	106	63	282	43	KSFH FM	481		13	42	125	180	50	49	87	58	258	43	KSFH FM	7.8		2.9	5.4	21.4	7.0	10.0	10.3	11.7	10.5	9.9	4.4											
683		109	155	146	436	33	15	71	58	198	49	KSFO	134		26	41	31	98	8		9	19	36		KSFO	2.2		5.7	5.3	5.3	3.8	1.6		1.2	3.4	1.4												
1865	277	118	104	65	592	266	99	142	46	623	650	KXOA	1591	231	74	98	62	493	213	66	127	37	497	601	KXOA	25.8	49.6	16.3	12.6	10.6	19.1	42.8	13.9	17.1	6.7	19.1	61.4											
499	57	38	73	73	248	24	49	108	31	226	25	KXOA FM	376	34	13	54	73	174	24	38	73	28	177	25	KXOA FM	6.1	7.3	2.9	6.9	12.5	6.7	4.8	8.0	9.8	5.1	6.8	2.6											
596	141	32	41	10	231	165	38	9	9	224	141	KZAP FM	491	141	32	41	10	224	89	27	9	9	134	133	KZAP FM	8.0	30.3	7.1	5.3	1.7	8.7	17.9	5.7	1.2	1.6	5.1	13.6											
TOTAL LISTENING IN METRO SURVEY AREA												5837	441	453	684	542	2392	485	457	717	524	2499	946		94.7	94.6	99.9	87.8	92.8	92.6	97.4	96.0	96.5	94.9	96.0	96.6												

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (S) means refer to Special Method on Page 5.

CUME Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA												
MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17 %	MEN					WOMEN					TEENS 12-17 %
18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
99	98	215	85	698	10	15	65	174	389	28	KCBS	244	42	29	41	138	10	8	53	106	KCBS	3.9	9.0	3.8	6.8	5.2	2.0	1.1	9.2	4.0						
52	142	342	185	813	112	112	238	154	761	152	*KCRA	1485	52	131	331	135	723	89	106	210	141	652	110	*KCRA	23.7	10.5	28.1	43.2	22.5	27.5	17.8	21.6	29.3	24.5	24.8	11.0
52	181	104	127	490	30	151	112	118	459	115	KCTC FM	740	52	138	68	60	344	30	122	72	63	335	61	KCTC FM	11.8	10.5	29.6	8.9	10.0	13.1	6.0	24.9	10.0	11.0	12.7	6.1
	9	20	9	64		7	42	53	119	38	KEBR FM	221		9	20	9	64		7	42	53	119	38	KEBR FM	3.5		1.9	2.6	1.5	2.4		1.4	5.9	9.2	4.5	3.8
81	86	280	322	916	50	20	149	230	610	61	KFBK	1254	65	86	237	241	755	50	20	109	153	438	61	KFBK	20.0	13.1	18.4	30.9	40.2	28.7	10.0	4.1	15.2	26.6	16.6	6.1
	86	39	48	188	10	26	63	23	192	15	*KFBK FM	259		42	39	9	105	10	26	6	23	135	15	*KFBK FM	4.1		9.0	5.1	1.5	4.0	2.0	5.3	.8	4.0	5.1	1.5
37	146	64	58	854	608	143	161	61	1002	855	KFRC	774	142	30	30		217	174	36	51	23	301	256	KFRC	12.4	28.7	6.4	3.9		8.2	34.7	7.3	7.1	4.0	11.4	25.6
39	103	254	160	600	66	129	278	157	660	69	*KCMS	1304	39	103	243	160	589	59	129	271	157	646	69	*KCMS	20.8	7.9	22.1	31.7	26.7	22.4	11.8	26.3	37.8	27.3	24.6	6.9
76	70	200	191	663	16	26	143	228	664	25	KGO	605	26	40	119	88	321	10	26	55	104	276	8	KGO	9.7	5.3	8.6	15.5	14.7	12.2	2.0	5.3	7.7	18.1	10.5	.8
	28	85	50	163	20	49	92	94	272	15	*KHIQ FM	412		28	85	50	163	20	26	77	94	234	15	*KHIQ FM	6.6		6.0	11.1	8.3	6.2	4.0	5.3	10.7	16.3	8.9	1.5
35	134	140	58	486	71	143	55	91	416	27	KNBR	232	20	51	20	30	121		36	27	23	103	8	KNBR	3.7	4.0	10.9	2.6	5.0	4.6		7.3	3.8	4.0	3.9	.8
33	19	54	30	136	10	20	43	15	118	44	*KPOP	259	33	19	30	30	112	10	20	28	15	103	44	*KPOP	4.1	6.7	4.1	3.9	5.0	4.3	2.0	4.1	3.9	2.6	3.9	4.4
38	19	54	30	136	10	20	43	15	118	44	*KPIP FM	88	38	10	29	49	10	20	28	15	103	29	*KPIP FM	1.4	7.7			1.9	2.0				.4	2.9		
58	19	54	30	172	20	20	43	15	128	66	TOTAL	327	58	19	30	30	148	20	20	28	15	113	66	TOTAL	5.2	11.7	4.1	3.9	5.0	5.6	4.0	4.1	3.9	2.6	4.3	6.6
66	240	319	249	1064	49	192	249	265	870	210	*KRAK	834		58	131	77	340	49	66	91	107	409	85	*KRAK	13.3		12.4	17.1	12.9	12.9	9.8	13.5	12.7	18.6	15.5	8.5
65	126	120	30	641	426	122	162	68	795	872	KROY	2068	313	115	95	30	553	342	122	133	68	682	833	KROY	33.0	63.2	24.6	12.4	5.0	21.0	68.3	24.9	18.5	11.8	25.9	83.3
13	19	36	68	147	20	13	72	23	141	62	KSFM FM	246	13	19	36	30	109	20	13	60	23	129	8	KSFM FM	3.9	2.6	4.1	4.7	5.0	4.1	4.0	2.7	8.4	4.0	4.9	.8
66	68	190	98	535	16	29	48	124	274	25	KSFO	150		23	57		91	10	7	13	29	59		KSFO	2.4		4.9	7.4		3.5	2.0	1.4	1.8	5.0	2.2	
62	135	59	9	410	232	73	64	94	480	302	KXOA	1107	162	124	59	9	399	209	66	64	94	450	258	KXOA	17.7	32.7	26.6	7.7	1.5	15.2	41.7	13.5	8.9	16.3	17.1	25.8
26	26	46	20	118	10	26	54	8	98	98	KXOA FM	248	26	26	46	20	118	10	26	42	8	86	44	KXOA FM	4.0	5.3	5.6	6.0	3.3	4.5	2.0	5.3	5.9	1.4	3.3	4.4
95	130	20	9	354	114	20	41	8	196	302	KZAP FM	732	195	86	20	9	310	114	20	27	8	182	240	KZAP FM	11.7	39.4	18.4	2.6	1.5	11.8	22.8	4.1	3.8	1.4	6.9	24.0
TOTAL LISTENING IN METRO SURVEY AREA												5944	462	453	729	555	2473	491	483	668	560	2520	951		94.9	93.3	97.0	95.2	92.7	94.0	98.0	98.6	93.2	97.4	95.8	95.1

DAY PARTS
AVG. & CUME

BOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS — METRO SURVEY AREA IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA																
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL		18-24
127			20	21	54		7	27	19	59	14	*KAHI	127			20	21	54		7	27	19	59	14	*KAHI	2.0				2.8	3.9	2.1		1.2	3.7	3.4	2.1	1.4
1816	127	138	237	195	775	214	132	154	178	799	242	KCRA	1523	125	122	103	141	619	207	127	125	155	707	197	KCRA	23.9	23.7	22.2	25.7	26.0	23.9	36.1	21.8	17.0	27.8	25.4	19.5	
1254	124	149	146	153	604	55	125	179	129	537	113	KCTC FM	1011	108	106	142	94	482	49	94	137	97	417	112	KCTC FM	15.8	20.5	19.3	19.9	17.3	18.6	8.6	16.2	18.6	17.4	15.0	11.1	
381	21	30	32	42	134	23	44	70	44	221	26	KEBR FM	288	21	30	26	9	95	23	44	56	9	172	21	KEBR FM	4.5	4.0	5.5	3.6	1.7	3.7	4.0	7.6	7.6	1.6	6.2	2.1	
2385	179	65	411	292	1211	104	72	293	267	1043	131	KFBK	1489	179	49	224	192	762	97	29	165	199	629	98	KFBK	23.3	34.0	8.9	31.4	35.4	29.4	16.9	5.0	22.4	35.7	22.6	9.7	
256		34	17	19	113		1	16	61	113	30	*KFBK FM	194		32	17	19	97				16	38	67	30	*KFBK FM	3.0		5.8	2.4	3.5	3.7			2.2	6.8	2.4	3.0
1503	42	92	271	228	652	81	124	309	226	780	71	*KGMS	1468	42	92	264	228	645	81	116	289	226	752	71	*KGMS	23.0	8.0	16.8	37.0	42.0	24.9	14.1	19.9	39.3	40.5	27.1	7.0	
431	21	16	69	38	173		33	90	88	237	21	*KHIQ FM	431	21	16	69	38	173		33	90	88	237	21	*KHIQ FM	6.8	4.0	2.9	9.7	7.0	6.7		5.7	12.2	15.8	8.5	2.1	
175		16		30	65		22	16	39	110		*KJAY	145		16		11	46		22	16	28	99		*KJAY	2.3		2.9		2.0	1.8		3.8	2.2	5.0	3.6		
1029	296	105	29	19	449	201	66	16		296	284	KNDE	964	253	97	29	19	398	201	66	16		296	270	KNDE	15.1	48.0	17.7	4.1	3.5	15.4	35.1	11.3	2.2		10.6	26.7	
525	50	30	125	47	271	15	22	87	32	162	92	*KPOP	525	50	30	125	47	271	15	22	87	32	162	92	*KPOP	8.2	9.5	5.5	17.5	8.7	10.5	2.6	3.8	11.8	5.7	5.8	9.1	
171	42		21	9	81	15	30	15	9	69	21	*KPIP FM	163	42		21	9	81	15	30	15	9	61	21	*KPIP FM	2.6	8.0		2.9	1.7	3.1	2.6	3.8	2.0	1.6	2.2	2.1	
613	71	30	125	56	310	29	41	94	41	211	92	TOTAL	605	71	30	125	56	310	29	33	94	41	203	92	TOTAL	9.5	13.5	5.5	17.5	10.3	12.0	5.1	5.7	12.8	7.3	7.3	9.1	
2497	95	157	506	233	1105	157	225	397	181	1160	232	*KRAK	1198	29	106	186	155	495	58	151	198	92	579	124	*KRAK	18.8	5.5	19.3	26.1	28.5	19.1	10.1	25.9	26.9	16.5	20.8	12.3	
2294	288	162	159	75	684	382	175	143	44	757	853	KROY	2179	288	162	159	56	665	367	175	143	44	742	772	KROY	34.1	54.6	29.5	22.3	10.3	25.7	64.0	30.1	19.5	7.9	26.7	76.4	
358	108	18	32	30	188	52	7	15	29	103	67	KXOA FM	344	106	16	31	30	183	52	7	15	29	103	58	KXOA FM	5.4	20.1	2.9	4.3	5.5	7.7	9.1	1.2	2.0	5.2	3.7	5.7	
509	194	83	26	1	304	84	23	8	19	134	71	KZAP FM	466	156	81	26		263	84	22	8	19	133	70	KZAP FM	7.3	29.6	14.8	3.6		10.2	14.7	3.8	1.1	3.4	4.8	6.9	
1310	2	46	196	195	635	21	46	139	152	631	44	KCBS	336		30	31	38	166	15	33	24	35	160	10	KCBS	5.3		5.5	4.3	7.0	6.4	2.6	5.7	3.3	6.3	5.8	1.0	
2688	355	257	204	66	914	449	180	190	52	891	883	KFRC	894	144	44	72	30	310	232	40	53	9	334	250	KFRC	14.0	27.3	8.0	10.1	5.5	12.0	40.5	6.9	7.2	1.6	12.0	24.7	
1180	86	41	190	152	555	48	61	132	200	606	19	KGO	520	64	16	70	103	281	44	39	39	91	239		KGO	8.1	12.1	2.9	9.8	19.0	10.8	7.7	6.7	5.3	16.3	8.6		
1095	109	205	100	110	608	46	104	94	169	454	33	KNBR	443	95	27	44	49	234	37	35	39	88	199	10	KNBR	6.9	18.0	4.9	6.2	9.0	9.0	6.5	6.0	5.3	15.8	7.2	1.0	
745	23	88	140	114	407	23	60	96	79	290	48	KSFO	253	23	32	67	28	159		29	36	19	84	10	KSFO	4.0	4.4	5.8	9.4	5.2	6.1		5.0	4.9	3.4	3.0	1.0	
TOTAL LISTENING IN METRO SURVEY AREA												6166	527	505	687	515	2483	565	571	697	558	2696	987		96.6	99.9	92.0	96.4	94.8	95.5	98.6	98.1	94.8	99.9	97.0	97.6		

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL				18-24	25-34	35-49	50-64	TOTAL	18-24	25-34	35-49	50-64	TOTAL	
1958	147	178	217	173	812	205	170	240	217	896	250	KCRA	1685	147	178	201	173	746	167	127	217	215	746	193	KCRA	25.7	25.2	31.1	28.0	31.4	27.8	28.5	20.9	29.4	37.9	26.3	18.8
1121	105	203	160	103	571	133	159	124	62	498	52	KCTC	862	105	117	137	90	449	99	119	108	49	395	18	KCTC	13.2	18.0	20.4	19.1	16.3	16.7	16.9	19.6	14.7	8.6	13.9	1.8
1969	79	80	400	315	1070	27	9	249	310	797	102	KFBK	1187	24	80	251	155	639	9	126	205	462	86	KFBK	18.1	4.1	14.0	35.0	28.1	23.8		1.5	17.1	36.1	16.3	8.4	
279		23	27	147		9	27	47	132		*KFBK FM	200		23	27	97		9	27	47	103		*KFBK FM	3.1		3.2	4.9	3.6			1.5	3.7	8.3	3.6			
1450	24	107	238	178	634	82	64	297	201	775	41	*KGMS	1347	24	107	200	165	583	82	64	251	195	723	41	*KGMS	20.6	4.1	18.7	27.9	29.9	21.7	14.0	10.5	34.1	34.3	25.5	4.0
323		27	35	65	127	17	36	49	44	186	10	*KHIQ	282		27	19	53	99	17	36	36	44	173	10	*KHIQ	4.3		4.7	2.6	9.6	3.7	2.9	5.9	4.9	7.7	6.1	1.0
225	24		41	55	120	17	9	9	60	95	10	*KJAY	178	24		41	26	91	17	9	9	42	77	10	*KJAY	2.7	4.1		5.7	4.7	3.4	2.9	1.5	1.2	7.4	2.7	1.0
1442	385	117	45	47	594	203	100	82	36	441	407	KNDE	1272	291	117	45	47	500	203	100	82	36	441	331	KNDE	19.4	49.8	20.4	6.3	8.5	18.6	34.6	16.4	11.1	6.3	15.5	32.2
375	73	58	33	13	194	34	18	54	24	130	51	*KPOP	375	73	58	33	13	194	34	18	54	24	130	51	*KPOP	5.7	12.5	10.1	4.6	2.4	7.2	5.8	3.0	7.3	4.2	4.6	5.0
32					17					7		*KPIP	32					17					7		*KPIP	.5					.6			1.1	1.2	.5	
400	73	58	33	13	211	34	18	62	24	138	51	TOTAL	400	73	58	33	13	211	34	18	62	24	138	51	TOTAL	6.1	12.5	10.1	4.6	2.4	7.8	5.8	3.0	8.4	4.2	4.9	5.0
553	24	50	79	43	213	85	79	92	44	320	20	KPSC	466	24	50	63	30	184	85	46	72	39	262	20	KPSC	7.1	4.1	8.7	8.8	5.4	6.8	14.5	7.6	9.8	6.9	9.2	1.9
2422		246	303	258	966	160	287	401	197	1301	155	*KRAK	1029		107	192	97	413	82	118	162	100	544	72	*KRAK	15.7		18.7	26.8	17.6	15.4	14.0	19.4	22.0	17.6	19.2	7.0
2575	467	107	120	17	711	460	145	228	54	907	957	KROY	2178	332	107	120	17	576	404	145	181	54	804	798	KROY	33.2	56.8	18.7	16.7	3.1	21.4	68.9	23.8	24.6	9.5	28.3	77.6
423	147	64	11	9	231	34	64	18	27	143	49	KXOA	415	147	64	11	9	231	34	64	18	27	143	41	KXOA	6.3	25.2	11.2	1.5	1.6	8.6	5.8	10.5	2.4	4.8	5.0	4.0
468	135	108	11		254	44	64			108	106	KZAP	308	49	77	11		137	17	64			81	90	KZAP	4.7	8.4	13.4	1.5		5.1	2.9	10.5			2.9	8.8
1221		20	192	222	625	49	25	104	169	524	72	KCBS	155		23	27	67		18	8	22	88		KCBS	2.4			3.2	4.9	2.5		3.0	1.1	3.9	3.1		
2293	338	179	117		651	408	199	167	86	894	748	KFRC	845	105	50	44		199	184	92	46	29	371	275	KFRC	12.9	18.0	8.7	6.1		7.4	31.4	15.1	6.2	5.1	13.1	26.8
899		40	191	128	422		40	130	172	432	45	KGO	256		40	22	26	118			36	64	120	18	KGO	3.9		7.0	3.1	4.7	4.4		4.9	11.3	4.2	1.8	
881		92	83	100	275	47	97	197	142	550	56	KNBR	273		44	52	26	122	17	44	43	39	143	8	KNBR	4.2		7.7	7.3	4.7	4.5	2.9	7.2	5.8	6.9	5.0	.8
TOTAL LISTENING IN METRO SURVEY AREA												6123	584	501	666	491	2470	569	600	676	514	2652	1001		93.4	99.9	87.4	92.9	89.1	91.9	97.1	98.7	91.7	90.5	93.4	97.4	

DAY PARTS-
AVG. & CUME

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (†) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.

CUME Listening Estimates

SACRAMENTO
APRIL/MAY 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA												
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TOTAL PERS. 12 + %	MEN					WOMEN					TOTAL 18 + %	TEENS 12-17 %		
	18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +				18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +		18-24	25-34	35-49	50-64	TOTAL 18 +	18-24	25-34	35-49	50-64	TOTAL 18 +			18-24	25-34
1726	49	213	212	127	659	168	149	173	240	869	158	KCRA	1331	49	156	212	86	546	105	149	129	186	678	107	KCRA	20.3	8.4	27.2	29.6	15.6	20.3	17.9	24.5	17.5	32.7	23.9	10.4	
1098	33	117	203	86	459	115	194	131	126	580	59	KCTC	937	33	105	155	64	377	115	165	131	85	510	50	KCTC	14.3	5.7	18.3	21.6	11.6	14.0	19.6	27.1	17.8	15.0	18.0	4.9	
190			23	10	54	12	9	41	16	136		KEBR	190			23	10	54	12	9	41	16	136		KEBR	2.9			3.2	1.8	2.0	2.0	1.5	5.6	2.8	4.8		
2199	113	132	296	385	1185	30	106	189	299	857	157	KFBK	1301	67	95	186	201	707	12	53	129	184	531	63	KFBK	19.9	11.5	16.6	25.9	36.5	26.3	2.0	8.7	17.5	32.4	18.7	6.1	
390	33	10	54	91	240	12	36	16	48	137	13	*KFBK FM	307	33	10	23	79	186	12	36	16	30	108	13	*KFBK FM	4.7	5.7	1.7	3.2	14.3	6.9	2.0	5.9	2.2	5.3	3.8	1.3	
1166	16	71	200	151	458	78	107	265	168	632	76	*KGMS	1134	16	71	200	130	437	78	107	265	157	621	76	*KGMS	17.3	2.7	12.4	27.9	23.6	16.3	13.3	17.6	36.0	27.6	21.9	7.4	
550		29	112	68	252	23	26	106	89	273	25	*KHIQ	485		29	93	41	206	23	26	97	79	254	25	*KHIQ	7.4		5.1	13.0	7.4	7.7	3.9	4.3	13.2	13.9	8.9	2.4	
1554	334	76	48	7	465	342	128	49	27	560	529	KNDE	1488	334	76	48	7	465	323	128	49	16	530	493	KNDE	22.7	57.2	13.3	6.7	1.3	17.3	55.1	21.1	6.6	2.8	18.7	48.0	
347	49	38	34	51	192	12	36	33	32	127	28	*KPOP	322	49	38	24	36	167	12	36	33	32	127	28	*KPOP	4.9	11.4	6.6	3.3	6.5	6.2	2.0	5.9	4.5	5.6	4.5	2.7	
102			10	25	55			25	8	47		*KPIP	77			10	30				25	8	47		*KPIP	1.2				1.8	1.1			3.4	1.4	1.7		
382	49	38	44	61	212	12	36	33	32	142	28	*KPIP TOTAL	348	49	38	24	46	178	12	36	33	32	142	28	*KPIP TOTAL	5.3	8.4	6.6	3.3	8.3	6.6	2.0	5.9	4.5	5.6	5.0	2.7	
497	16	51	116	28	231	59	62	99	30	250	16	KPSC	439	16	38	106	28	208	59	36	90	30	215	16	KPSC	6.7	2.7	6.6	14.8	5.1	7.7	10.1	5.9	12.2	5.3	7.6	1.6	
2452	76	299	304	287	1051	189	308	305	262	1227	174	*KRAK	1253	67	133	175	133	572	80	101	177	123	575	106	*KRAK	19.1	11.5	23.2	24.4	24.1	21.3	13.7	16.6	24.0	21.7	20.3	10.3	
2517	330	193	60	38	637	461	252	145	49	965	915	KROY	2294	330	147	60	38	591	378	252	145	49	882	821	KROY	35.0	56.5	25.7	8.4	6.9	22.0	64.5	41.4	19.7	8.6	31.1	79.9	
652	133	63	54		250	151	86	31	8	276	126	KXOA	610	133	63	25		221	138	86	31	8	263	126	KXOA	9.3	22.8	11.0	3.5		8.2	23.5	14.1	4.2	1.4	9.3	12.3	
594	221	38	12		271	149	44	16	5	214	109	KZAP	531	217	38	12		267	103	44	16		163	101	KZAP	8.1	37.2	6.6	1.7		9.9	17.6	7.2	2.2		5.7	9.8	
1233	49	19	255	176	646	31	57	62	228	550	37	KCBS	400		19	48	69	195	12	9	16	116	205		KCBS	6.1		3.3	6.7	12.5	7.3	2.0	1.5	2.2	20.4	7.2		
2798	509	184	130	71	905	436	291	175	69	971	922	KFRC	1099	217	77	23	28	345	226	94	41	44	405	349	KFRC	16.8	37.2	13.4	3.2	5.1	12.8	38.6	15.5	5.6	7.7	14.3	33.9	
1122		50	151	165	488	57	41	122	181	561	73	KGO	433		33	46	61	177	23	27	49	65	256		KGO	6.6		5.8	6.4	11.1	6.6	3.9	4.4	6.6	11.4	9.0		
827	65	35	95	112	390	50	38	41	138	346	91	KKIS	228	16		23	28	87	23	9	16	54	116	25	KKIS	3.5	2.7		3.2	5.1	3.2	3.9	1.5	2.2	9.5	4.1	2.4	
1205	49	216	196	90	551	38	138	189	115	570	84	KNBR	326		54	49	39	142	12	57	25	36	156	28	KNBR	5.0		9.4	6.8	7.1	5.3	2.0	9.4	3.4	6.3	5.5	2.7	
429	147	77			307	33	46	8	19	106	16	KNEW	155	49	29			98	33		8		41	16	KNEW	2.4	8.4	5.1			3.6	5.6		1.1		1.4	1.8	

TOTAL LISTENING IN METRO SURVEY AREA 6299 584 554 682 520 2560 574 599 688 538 2724 1015 96.1 99.8 96.7 95.1 94.4 95.2 98.0 98.5 93.4 94.7 96.0 98.7

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

AMERICAN RESEARCH BUREAU

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

SACRAMENTO
OCT/NOV 1972

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS—METRO SURVEY AREA																
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	MEN					WOMEN									
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64		TOTAL 18+	TEENS 12-17	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %	TEENS 12-17 %		
2269	189	274	349	254	1117	240	307	176	120	941	211	KCRA	1930	170	255	286	215	964	221	268	163	85	780	186	KCRA	28.8	26.2	38.6	41.6	42.7	35.1	31.3	38.2	23.1	16.2	26.3	18.8	
1061	42	147	105	76	421	110	191	88	107	546	94	KCTC	883	23	143	105	63	372	93	176	88	76	461	50	KCTC	13.2	3.5	21.7	15.3	12.5	13.5	13.2	25.1	12.5	14.5	15.6	5.1	
159				18	18		36	29	20	110	31	KEBR	134			18	18			36	29	20	85	31	KEBR	2.0							5.1	4.1	3.8	2.9	3.1	
1061		82	204	92	435	55	98	184	114	579	47	KENT	844		82	142	54	316	55	98	154	84	497	31	KENT	12.6		12.4	20.6	10.7	11.5	7.8	14.0	21.8	16.0	16.8	3.1	
2184	93	136	363	315	1063	74	156	269	257	975	146	KFBK	1290	93	101	219	144	595	30	103	145	146	608	87	KFBK	19.3	14.4	15.3	31.8	28.6	21.6	4.2	14.7	20.6	27.9	20.5	8.8	
473	23	88	85	9	243	63	31	59	23	208	22	KFBK FM	363	23	74	54	9	198	63	31	29		155	10	KFBK FM	5.4	3.5	11.2	7.8	1.8	7.2	8.9	4.4	4.1		5.2	1.8	
1217	23	35	192	187	475	114	132	194	195	692	47	*KGMS	1170	23	35	192	161	449	114	122	194	184	671	58	*KGMS	17.5	3.5	5.3	27.9	31.9	16.3	16.1	17.4	27.5	35.1	22.7	5.1	
1844	268	137	72	49	526	455	151	84	40	730	588	KNDE	1550	268	137	51	27	483	340	119	68	40	567	500	KNDE	23.1	41.4	20.8	7.4	5.4	17.6	48.2	17.0	9.6	7.6	19.1	50.6	
175		34		18	52		42	19	20	81	42	*KPOP	166		25		18	43			42	19	20	81	42	*KPOP	2.5		3.8		3.6	1.6		6.0	2.7	3.8	2.7	4.3
451		86	70	18	174	27	92	104	22	267	10	KPSC	330		77	38	18	133	27	92	57	11	187	10	KPSC	4.9		11.7	5.5	3.6	4.8	3.8	13.1	8.1	2.1	6.3	1.0	
2310	74	221	328	291	1127	79	316	318	184	950	233	*KRAK	1085	70	51	129	118	524	48	190	136	107	495	66	*KRAK	16.2	10.8	7.7	18.8	23.4	19.1	6.8	27.1	19.3	20.4	16.7	6.7	
2483	286	263	190	27	843	397	299	126	72	908	732	KROY	2429	286	228	190	27	888	397	292	126	72	901	720	KROY	36.3	44.1	34.5	27.6	5.4	29.4	56.2	41.7	17.9	13.7	30.4	72.9	
658	139	52	13		204	278	14	10	11	313	141	KXOA	516	93	52	13		158	239	14	10	11	274	84	KXOA	7.7	14.4	7.9	1.9		5.7	33.9	2.0	1.4	2.1	9.3	8.5	
663	215	112	13	9	349	112	74			186	128	KZAP	540	170	112	13	9	304	73	58			131	105	KZAP	8.1	26.2	17.0	1.9	1.8	11.1	10.3	8.3			4.4	10.6	
957		155	135	148	488		54	112	112	440	29	KCBS	271		8	80	27	115		20	29	35	127	29	KCBS	4.0		1.2	11.6	5.4	4.2		2.9	4.1	6.7	4.3	2.9	
2856	534	248	140	55	1007	536	151	159	13	863	986	KFRC	1145	275	90	38	18	438	257	95	59	11	422	285	KFRC	17.1	42.4	13.6	5.5	3.6	15.9	36.4	13.6	8.4	2.1	14.3	28.8	
1091	30	77	162	119	494	18	18	139	127	503	94	KGO	675	30	52	141	54	332	18	14	86	80	301	42	KGO	10.1	4.6	7.9	20.5	10.7	12.1	2.5	2.0	12.2	15.3	10.2	4.3	
500	57	73	21	91	242		68	93	83	258		KKIS	94				18	18			22	19	21	76		KKIS	1.4				3.6	.7		3.1	2.7	4.0	2.6	
1393	106	175	196	236	743	81	124	168	115	551	99	KNBR	380	30	33	88	37	205	41	64	19	20	144	31	KNBR	5.7	4.6	5.0	12.8	7.3	7.5	5.8	9.1	2.7	3.8	4.9	3.1	
492	23	120	55	27	225	37	115	27		188	79	KNEW	194	23	42		27	92	37	55			92	10	KNEW	2.9	3.5	6.4		5.4	3.3	5.2	7.8			3.1	1.1	
511		74	106	27	220	36		53	105	194	97	KSFO	153		35	26	18	79	11		10	11	32	42	KSFO	2.3		5.3	3.8	3.6	2.9	1.6		1.4	2.1	1.1	4.3	
TOTAL LISTENING IN METRO SURVEY AREA												6342	648	601	621	486	2606	570	701	647	472	2769	967		94.7	99.9	91.1	90.3	96.4	94.8	94.9	99.9	91.8	90.1	93.5	97.9		

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

AMERICAN RESEARCH BUREAU

CUME Listening Estimates

SACRAMENTO
APRIL/MAY 1973

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %										
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64						
228	9	10	30	30	115	7	16	28	35	104	9	*KAHI	142	9	10	30	9	68	7	16	22	65	9	*KAHI	2.1	1.4	1.5	4.4	1.8	2.5	1.0	2.6	4.2	2.2	.9		
86				10	20	24	16		17	57	9	*KAFI	78				10	20	24	16		9	49	9	*KAFI	1.2				2.0	.7	3.4	2.3	1.7	1.7	.9	
307	9	10	30	39	134	30	32	28	52	160	13	TOTAL	214	9	10	30	19	88	30	16	16	31	113	13	TOTAL	3.2	1.4	1.5	4.4	3.8	3.2	4.2	2.3	2.6	5.9	3.8	1.3
2330	164	225	303	115	967	197	340	292	186	1114	249	KCRA	1943	164	200	276	115	847	188	295	202	142	926	170	KCRA	29.0	25.3	30.3	40.1	22.8	30.8	26.6	42.1	28.7	27.1	31.3	17.2
1036	132	133	87	62	428	121	171	168	51	583	25	KCTC	747	128	107	67	19	321	97	146	86	43	401	25	KCTC	11.2	19.8	16.2	9.7	3.8	11.7	13.7	20.8	12.2	8.2	13.5	2.5
121		18		10	28		41	22		83	10	KEBR	101		18		10	28		41	22		63	10	KEBR	1.5		2.7		2.0	1.0		5.8	3.1		2.1	1.0
1503	65	47	163	168	549	89	158	230	173	783	171	KEWT	1052	29	47	136	133	437	50	126	187	99	532	83	KEWT	15.7	4.5	7.1	19.8	26.4	15.9	7.1	18.0	26.5	18.9	18.0	8.4
1990	94	151	251	232	959	61	110	201	251	803	228	KFBK	1349	59	104	207	189	704	37	85	161	134	539	106	KFBK	20.1	9.1	15.8	30.1	37.5	25.6	5.2	12.1	22.8	25.6	18.2	10.7
434	29		38	49	186	63	7	47	69	238	10	KFBK FM	381	29		38	29	145	60	7	38	69	226	10	KFBK FM	5.7	4.5		5.5	5.8	5.3	8.5	1.0	5.4	13.2	7.6	1.0
1055		55	198	143	445	35	115	212	147	579	31	*KGMS	1050		55	198	143	445	30	115	212	147	574	31	*KGMS	15.7		8.3	28.8	28.4	16.2	4.2	16.4	30.1	28.1	19.4	3.1
1693	438	154	50	9	651	335	146	68		555	487	KNDE	1502	402	148	50	9	609	301	140	68		515	378	KNDE	22.4	62.0	22.4	7.3	1.8	22.1	42.6	20.0	9.6		17.4	38.3
799	32	84	91	58	360	37	90	96	43	342	97	*KPOP	739	9	84	91	47	300	37	90	96	43	342	97	*KPOP	11.0	1.4	12.7	13.2	9.3	10.9	5.2	12.8	13.6	8.2	11.6	9.8
170	23	18		19	76	30	16	10	13	69	25	*KPIP	147		18		19	53	30	16	10	13	69	25	*KPIP	2.2		2.7		3.8	1.9	4.2	2.3	1.4	2.5	2.3	2.5
551	53	48	37	72	224	24	78	66	87	327		KPSC	389	29	48	37	38	152	24	61	66	57	237		KPSC	5.8	4.5	7.3	5.4	7.5	5.5	3.4	8.7	9.4	10.9	8.0	
2408	29	290	367	185	982	128	341	377	178	1156	270	KRAK	1021	29	95	118	48	336	60	114	141	108	510	175	KRAK	15.2	4.5	14.4	17.2	9.5	12.2	8.5	16.3	20.0	20.6	17.2	17.7
2480	334	223	98	48	739	368	304	190	82	1020	721	KROY	2398	334	223	98	48	739	361	304	156	82	967	692	KROY	35.8	51.5	33.8	14.2	9.5	26.9	51.1	43.4	22.1	15.6	32.7	70.8
168				10	40	19		37	21	128		*KSFM	93				10	40				17	13	53		*KSFM	1.4				2.0	1.5		2.4	2.5	1.8	
737	69	137	23		239	198	156	23	17	423	75	KXOA	636	69	131	23		233	151	135	4	9	328	75	KXOA	9.5	10.6	19.8	3.3		8.5	21.4	19.3	.6	1.7	11.1	7.6
1040	302	161	33	10	527	187	88	35	30	357	156	KZAP	840	302	154		10	466	120	78	15	9	239	135	KZAP	12.5	46.6	23.3		2.0	16.9	17.0	11.1	2.1	1.7	8.1	13.7
1130		59	90	258	568	65	76	55	190	530	32	KCBS	192			19	57	86	24	7	22	31	102	4	KCBS	2.9			2.8	11.3	3.1	3.4	1.0	3.1	5.9	3.4	.4
2599	484	91	163	28	825	431	260	103	22	857	917	KFRC	1273	314	84	56	28	518	171	132	59	13	404	351	KFRC	19.0	48.5	12.7	8.1	5.6	18.8	24.2	18.8	8.4	2.5	13.6	35.5
887	40	55	47	158	399	30	49	75	182	467	21	KGO	444	40	55	13	48	192	30	16	54	44	231	21	KGO	6.6	6.2	8.3	1.9	9.5	7.0	4.2	2.3	7.7	8.4	7.8	2.1
818	74	68	141	104	403	71	16	190	84	381	34	KKIS	148		33	23	9	81		16	38	9	63	4	KKIS	2.2		5.0	3.3	1.8	2.9		2.3	5.4	1.7	2.1	.4
1056	98	167	92	10	435	184	128	114	59	570	51	KNBR	368		74	38	10	122	84	62	26	35	225	21	KNBR	5.5		11.2	5.5	2.0	4.4	11.9	8.8	3.7	6.7	7.6	2.1
634	122	53	130	70	375	35	41	64	25	165	94	KNEW	195	10	18	46	19	93	30		53	9	92	10	KNEW	2.9	1.5	2.7	6.7	3.8	3.4	4.2		7.5	1.7	3.1	1.0
759	21	111	87	86	374	19	111	70	130	375	10	KSFO	169	21	33	27	9	90		46	15	18	79		KSFO	2.5	3.2	5.0	3.9	1.8	3.3		6.6	2.1	3.4	2.7	
TOTAL LISTENING IN METRO SURVEY AREA												6400	639	623	642	456	2600	706	665	683	489	2868	932		95.5	98.6	94.4	93.3	90.5	94.5	99.9	94.9	96.9	93.3	96.9	94.3	

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

AMERICAN RESEARCH BUREAU

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

SACRAMENTO
OCT/NOV 1973

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17		
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34
238	16		25	36	77		46	18	56	142	19	*KAHI	159	16		10	36	62		9	18	29	78	19	*KAHI	2.3	2.9		1.3	5.8	2.2		1.4	2.3	4.4	2.6	1.7
46			15	30	30			9	7	16		*KAFI	31					15			9	7	16	19	*KAFI	.4					.5			1.1	1.1	.5	
269	16		25	36	92		46	27	62	158	19	TOTAL	190	16		10	36	77		9	27	36	94	19	TOTAL	2.8	2.9		1.3	5.8	2.7		1.4	3.4	5.5	3.1	1.7
2003	136	215	198	279	924	122	183	247	226	865	214	KCRA	1857	136	215	198	262	878	122	150	247	198	804	175	KCRA	26.9	24.2	36.9	26.6	42.1	31.3	21.2	24.1	31.4	30.3	26.7	16.1
1330	66	131	164	142	539	73	244	192	116	671	120	KCTC	982	47	103	127	135	423	49	157	156	97	505	54	KCTC	14.2	8.4	17.7	17.1	21.7	15.1	8.5	25.2	19.8	14.9	16.7	5.0
387	12	7	50	14	127	8	23	52	76	224	36	KEBR	291	12	7	30	14	107	8	23	38	63	164	20	KEBR	4.2	2.1	1.2	4.0	2.2	3.8	1.4	3.7	4.8	9.6	5.4	1.8
1286	23	77	164	200	508	84	130	189	254	731	47	KEWT	991	23	45	143	153	408	60	111	145	157	536	47	KEWT	14.3	4.1	7.7	19.2	24.6	14.6	10.4	17.8	18.4	24.0	17.8	4.3
491	12	66	82	49	209	48	28	90	94	268	14	KEZS	337	12	22	82	33	149	24	20	69	53	174	14	KEZS	4.9	2.1	3.8	11.0	5.3	5.3	4.2	3.2	8.8	8.1	5.8	1.3
1918	35	48	300	289	833	65	78	210	319	955	130	KFBK	1236	35	48	191	197	557	65	59	170	166	561	118	KFBK	17.9	6.2	8.2	25.7	31.6	19.9	11.3	9.5	21.6	25.4	18.6	10.8
417	35	35	83	24	206	16	43	23	77	204	7	KFBK FM	329	35	35	83	7	160	16	43	23	35	162	7	KFBK FM	4.8	6.2	6.0	11.2	1.1	5.7	2.8	6.9	2.9	5.4	5.4	.6
981		67	105	140	353	16	102	179	196	570	58	*KGMS	929		67	105	140	353	16	102	167	169	531	45	*KGMS	13.4		11.5	14.1	22.5	12.6	2.8	16.4	21.2	25.9	17.6	4.1
174	31		37	30	98	8	7	27	7	49	27	*KJAY	151	31		37	7	75	8	7	27	7	49	27	*KJAY	2.2	5.5		5.0	1.1	2.7	1.4	1.1	3.4	1.1	1.6	2.5
1712	435	139	33	17	624	299	70	109	46	524	564	KNDE	1523	350	111	33	17	511	269	70	109	46	494	518	KNDE	22.0	62.4	19.0	4.4	2.7	18.2	46.7	11.2	13.9	7.0	16.4	47.5
499	35	28	55	42	160	71	16	56	57	251	88	*KPOP	432	35	28	55	42	160	41	16	56	44	184	88	*KPOP	6.3	6.2	4.8	7.4	6.7	5.7	7.1	2.6	7.1	6.7	6.1	8.1
2628	114	296	398	276	1340	117	214	336	278	1147	141	*KRAK	1288	86	143	201	151	704	60	99	147	155	525	59	*KRAK	18.6	15.3	24.5	27.0	24.2	25.1	10.4	15.9	18.7	23.7	17.4	5.4
2339	249	211	98	37	617	355	243	210	106	930	792	KROY	2207	221	211	98	37	589	302	243	199	92	852	766	KROY	31.9	39.4	36.2	13.2	5.9	21.0	52.4	39.0	25.3	14.1	28.3	70.3
843	149	138	33		345	167	209	35	10	421	77	KXOA	762	149	126	33		308	167	175	25	10	377	77	KXOA	11.0	26.6	21.6	4.4		11.0	29.0	28.1	3.2	1.5	12.5	7.1
1109	346	96	37		479	233	71	47	22	373	257	KZAP	944	269	96	37		402	202	52	47	7	308	234	KZAP	13.7	48.0	16.5	5.0		14.3	35.1	8.3	6.0	1.1	10.2	21.5
1172	74		125	236	570	54	68	63	220	526	76	KCBS	354	43		63	46	196	8	18	38	28	140	18	KCBS	5.1	7.7		8.5	7.4	7.0	1.4	2.9	4.8	4.3	4.6	1.7
2806	456	248	100		854	501	279	214	42	1063	889	KFRC	1254	206	123	70		421	202	91	74	28	395	438	KFRC	18.2	36.7	21.1	9.4		15.0	35.1	14.6	9.4	4.3	13.1	40.2
1143	62	61	81	171	542		32	165	211	522	79	KGO	499	20	20	37	82	234		32	90	88	226	39	KGO	7.2	3.6	3.4	5.8	13.2	8.3		5.1	11.5	13.5	7.5	3.6
925	51	66	192	99	436	91	151	119	40	438	51	KNBR	299	43	15	78	23	159	33	27	36	14	126	14	KNBR	4.3	7.7	2.6	10.5	3.7	5.7	5.7	4.3	4.6	2.1	4.2	1.3
413	83	61	57	32	233	82	27	27	37	173	7	KNEW	147	12	30	35	14	91	8	7	27	7	49	7	KNEW	2.1	2.1	5.1	4.7	2.2	3.2	1.4	1.1	3.4	1.1	1.6	.6
390	50	7	43	67	214	37	7	23	27	151	25	KSFO	189	23	7	43	14	106	8	7	23	7	74	9	KSFO	2.7	4.1	1.2	5.8	2.2	3.8	1.4	1.1	2.9	1.1	2.5	.8
TOTAL LISTENING IN METRO SURVEY AREA												6681	551	562	728	595	2711	568	623	756	625	2908	1062														
												96.7	99.9	96.4	97.8	95.5	96.7	98.6	99.9	96.2	95.7	96.5	97.4														

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

SACRAMENTO
APRIL/MAY 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																										
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %													
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %		18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %								
344	8	8	78	61	196	18	9	47	48	148		*KAHI	155	8	48	46	102		9	20	24	53		*KAHI	2.2		1.4	6.5	7.4	3.6			1.4	2.5	3.7	1.8														
67	8	12	9	37	66	18	18	12	30	68		*KAFI	55	8	12	9	37		18			18		*KAFI	.8		1.4	1.6	1.4	1.3			2.9			.6														
360	35	8	78	61	203	18	18	47	48	157		TOTAL	172	8	48	46	110		18	20	24	62		TOTAL	2.5		1.4	6.5	7.4	3.9			2.9	2.5	3.7	2.1														
2074	106	182	383	211	965	128	218	268	223	947	162	KCRA	1698	58	169	311	169	790	128	185	202	188	786	122	KCRA	24.6	10.3	29.0	41.8	27.1	28.2	22.2	29.7	25.7	28.8	26.1	11.2													
1260	47	234	170	87	581	107	184	148	139	626	53	*KCTC	1003	47	168	170	54	482	71	138	111	100	468	53	*KCTC	14.5	8.4	28.8	22.8	8.7	17.2	12.3	22.2	14.1	15.3	15.5	4.9													
137			30	13	51	7		14	14	86		KEBR	109			30	13	51	7		14	14	58		KEBR	1.6			4.0	2.1	1.8	1.2		1.8	2.1	1.9														
1378	22	81	131	220	580	67	101	260	212	745	53	KEWT	1161	22	56	112	187	473	67	83	222	188	638	50	KEWT	16.8	3.9	9.6	15.1	30.0	16.9	11.6	13.3	28.2	28.8	21.2	4.6													
769	35	32	79	81	260	35	72	173	134	472	37	KEZS	558		32	68	73	206	17	63	119	86	323	29	KEZS	8.1		5.5	9.1	11.7	7.3	3.0	10.1	15.1	13.2	10.7	2.7													
1674	61	143	224	261	853	61	102	91	199	626	195	KFBK	1161	61	78	156	192	583	61	59	78	128	435	143	KFBK	16.8	10.9	13.4	21.0	30.8	20.8	10.6	9.5	9.9	19.6	14.4	13.1													
402	41	51	9	26	145	75	29	50	50	227	30	KFBK FM	269	25	51	9	26	129	24	29	33	31	140		KFBK FM	3.9	4.5	8.7	1.2	4.2	4.6	4.2	4.7	4.2	4.7	4.6														
1096	11	89	161	172	512	34	102	209	148	541	43	*KGMS	1047	11	48	161	164	463	34	102	209	148	541	43	*KGMS	15.2	2.0	8.2	21.6	26.3	16.5	5.9	16.4	26.6	22.7	17.9	3.9													
1731	301	91	70	31	501	284	130	43	37	494	736	KNDE	1629	301	67	70	31	477	284	94	43	37	458	694	KNDE	23.6	53.7	11.5	9.4	5.0	17.0	49.3	15.1	5.5	5.7	15.2	63.7													
481	32	16	75	40	178	30	29	46	45	189	114	*KPOP	440	32	16	62	40	165	30	29	46	33	161	114	*KPOP	6.4	5.7	2.7	8.3	6.4	5.9	5.2	4.7	5.9	5.1	5.3	10.5													
92			18	13	31	17	9		13	39	22	*KPIP	85			18	13	31	17	9		6	32	22	*KPIP	1.2			2.4	2.1	1.1	3.0	1.4		.9	1.1	2.0													
2747	257	265	425	262	1375	96	214	436	286	1175	197	*KRAK	1186	35	126	203	112	554	39	93	220	151	553	79	*KRAK	17.2	6.2	21.6	27.3	18.0	19.8	6.8	14.9	28.0	23.1	18.3	7.2													
2130	271	131	120	38	568	313	208	141	83	760	802	KROY	1888	271	107	88	38	512	293	181	137	75	701	675	KROY	27.3	48.3	18.4	11.8	6.1	18.3	50.9	29.1	17.4	11.5	23.3	61.9													
228	11	24			57	25	31	7	38	101	70	KSFH	183	11	24			43	25	13	7	25	70	70	KSFH	2.6	2.0	4.1			1.5	4.3	2.1	.9	3.8	2.3	6.4													
833	206	94	35		350	151	90	14	17	319	164	KXOA	725	183	80	35		313	133	63	14	17	257	155	KXOA	10.5	32.6	13.7	4.7		11.2	23.1	10.1	1.8	2.6	8.5	14.2													
1065	271	125	44	7	455	214	43	47	13	317	293	KZAP	931	247	97	44	7	403	175	43	43	13	274	254	KZAP	13.5	44.0	16.6	5.9	1.1	14.4	30.4	6.9	5.5	2.0	9.1	23.3													
783		32	113	163	398		34	130	130	378	7	KCBS	202		32	18	44	132		7	7	19	63	7	KCBS	2.9		5.5	2.4	7.1	4.7		1.1	.9	2.9	2.1	.1													
2997	447	184	174	31	874	596	244	188	59	1123	1000	KFRC	1305	267	51	50	15	393	246	110	60	13	437	475	KFRC	18.9	47.6	8.7	6.7	2.4	14.0	42.7	17.7	7.6	2.0	14.5	43.1													
948		35	192	120	440	15	73	127	170	501	7	KGO	397		35	62	68	198	15	37	29	63	192	7	KGO	5.7		6.0	8.3	10.9	7.1	2.6	5.9	3.7	9.6	6.4	.6													
856	47	152	118	74	436	82	148	64	79	398	22	KNBR	312		51	56	32	156	32	36	24	17	134	22	KNBR	4.5		8.7	7.5	5.1	5.6	5.6	5.8	3.1	2.6	4.4	2.0													
587	28	61	71	84	309	29	31	95	63	261	17	KSFO	235	28	61	9	36	142	10	31	22	15	93		KSFO	3.4	5.0	10.5	1.2	5.8	5.1	1.7	5.0	2.8	2.3	3.1														
TOTAL LISTENING IN METRO SURVEY AREA												6634	539	550	715	587	2654	558	609	778	622	2906	1074																											

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

CUME Listening Estimates

SACRAMENTO
APRIL/MAY 1975

MONDAY-FRIDAY
6.00AM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %						
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49				50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	18-24				25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %		TOTAL 18+ %	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %
203			13	83	96		12	9	59	107	*KAHI	103			13	37	50			38	53		*KAHI	1.4				1.7	5.7	1.7			5.7	1.7			
20											*KAFI	9								9	9		*KAFI	-1								1.3	.3				
203			13	83	96		12	9	59	107	TOTAL	103			13	37	50			38	53		TOTAL	1.4				1.7	5.7	1.7			5.7	1.7			
2353	66	226	332	257	1036	195	198	294	234	1169	148	KCRA	2104	66	210	311	257	999	137	174	279	203	987	118	KCRA	29.4	11.2	32.6	41.6	39.8	34.1	23.2	25.6	35.4	30.3	31.5	10.7
962	33	143	196	62	471	110	161	105	59	471	20	KCTC	709	33	94	136	43	326	110	140	68	32	363	20	KCTC	9.9	5.6	14.6	18.2	6.7	11.1	18.6	20.6	8.6	4.8	11.6	1.8
328	26	30	29	20	131	5	46	32	44	167	30	KEBR	244		30	24	20	94		45	22	40	120	30	KEBR	3.4		4.7	3.2	3.1	3.2		6.6	2.8	6.0	3.8	2.7
1454		111	190	152	568	89	145	166	254	812	74	KEWT	1114		104	146	84	424	89	133	98	205	631	59	KEWT	15.5		16.1	19.5	13.0	14.5	15.1	19.5	12.4	30.6	20.2	5.3
399	33	52	74	15	205	29	30	72	23	193	1	KEZS	289	33	43	56	10	152	27	30	59	8	137		KEZS	4.0	5.6	6.7	7.5	1.6	5.2	4.6	4.4	7.5	1.2	4.4	
1194	70	147	126	146	578	74	41	176	148	551	65	KFBK	712	33	51	85	106	351	41	28	103	59	322	39	KFBK	9.9	5.6	7.9	11.4	16.4	12.0	6.9	4.1	13.1	8.8	10.3	3.5
344		30	59	31	141	14	86	37	40	203		KFBK FM	266		30	45	23	108	14	71	33	15	158		KFBK FM	3.7		4.7	6.0	3.6	3.7	2.4	10.4	4.2	2.2	5.0	
755	33	20	160	61	338		77	146	103	417		KGMS	736	33	20	141	61	319		77	146	103	417		KGMS	10.3	5.6	3.1	18.9	9.5	10.9		11.3	18.5	15.4	13.3	
1525	311	109	11	43	486	249	116	61	17	456	583	KNDE	1403	311	109	11	43	486	175	116	43	9	356	561	KNDE	19.6	52.7	16.9	1.5	6.7	16.6	29.7	17.0	5.5	1.3	11.4	50.7
373		33	43	43	151	14	30	33	26	143	79	*KPOP	358		33	43	43	151	14	30	33	26	128	79	*KPOP	5.0		5.1	5.7	6.7	5.2	2.4	4.4	4.2	3.9	4.1	7.1
2030	84	117	417	249	964	170	118	287	215	926	140	KRAK	947	81	74	208	112	505	14	73	135	88	373	69	KRAK	13.2	13.7	11.5	27.8	17.4	17.2	2.4	10.7	17.1	13.1	11.9	6.2
1965	330	163	77	31	626	309	241	165	27	742	597	KROY	1788	271	127	77	31	516	271	241	165	23	700	572	KROY	24.9	45.9	19.7	10.3	4.8	17.6	45.9	35.4	20.9	3.4	22.4	51.7
1277	385	160	19		582	178	122	33	25	370	325	KSFH	745	205	68		285	99	75	27	25	226	234	KSFH	10.4	34.7	10.6			9.7	16.8	11.0	3.4	3.7	7.2	21.2	
1169	266	149	43		458	127	132	43	16	318	393	KXOA	1122	263	145	43		451	127	131	43	15	316	355	KXOA	15.7	44.6	22.5	5.7		15.4	21.5	19.2	5.5	2.2	10.1	32.1
616	131	61	11		221	100	142	11	10	263	132	KZAP	546	131	61	11		213	55	142	11	9	217	116	KZAP	7.6	22.2	9.5	1.5		7.3	9.3	20.9	1.4	1.3	6.9	10.5
1059		49	177	203	576	16	6	81	189	431	52	KCBS	269		23	48	53	156				48	113		KCBS	3.8		3.6	6.4	8.2	5.3				7.2	3.6	
3263	501	297	157	93	1083	504	310	257	56	1156	1024	KFRC	1499	238	167	75	56	558	202	174	127	17	533	408	KFRC	20.9	40.3	25.9	10.0	8.7	19.0	34.2	25.6	16.1	2.5	17.0	36.9
799		68	74	113	365	5	27	81	153	390	44	KGO	303		43	11	53	146			43	49	157		KGO	4.2		6.7	1.5	8.2	5.0			5.5	7.3	5.0	
924	78	180	95	105	518	57	158	68	45	386	20	KNBR	204	41	56		20	137		17	37		67		KNBR	2.8	6.9	8.7		3.1	4.7	2.9	5.4			2.1	
418	37	44	94	34	247		29	72	25	126	45	KSFO	120		10	34		44		17	35		52	24	KSFO	1.7		1.6	4.5		1.5		2.5	4.4		1.7	2.2
TOTAL LISTENING IN METRO SURVEY AREA											6736	590	623	632	571	2750	535	670	741	609	2930	1056		34.0	99.9	96.7	92.5	88.5	93.8	90.7	98.4	94.0	90.8	93.6	35.5		

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

ARBITRON

PAGE 57

DAY-PARTS
AVG.
&
CUME

CUME Listening Estimates

SACRAMENTO
OCT/NOV 1975

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17				
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64
214		14	6	31	86	5	16	6	30	108	20	*KAHI	132		14	6	16	50	5	16	6	9	62	20	*KAHI	1.8		2.2	.8	2.4	1.7	.8	2.3	.7	1.3	1.9	1.8	
53		14	13	27	27		11		15	26		*KAFI	16			5	5			11			11		*KAFI	.2				.2		1.6			.3			
228		14	20	31	100	5	16	6	30	108	20	TOTAL	132		14	6	16	50	5	16	6	9	62	20	TOTAL	1.8		2.2	.8	2.4	1.7	.8	2.3	.7	1.3	1.9	1.8	
2453	95	216	309	286	1091	172	203	264	329	1194	168	KCRA	2155	95	216	309	256	1000	135	203	243	275	1008	147	KCRA	29.3	15.2	33.7	40.1	38.8	33.1	22.0	29.1	29.7	39.3	31.1	13.3	
1065	46	95	150	69	407	87	159	161	119	571	87	KCTC	924	46	86	150	66	355	87	154	150	77	490	79	KCTC	12.5	7.3	13.4	19.5	10.0	11.8	14.1	22.1	18.3	11.0	15.1	7.2	
319		5	49	21	108		48	51	18	195	16	KEBR	274		5	49	14	101		48	51	18	157	16	KEBR	3.7		.8	6.4	2.1	3.3		6.9	6.2	2.6	4.8	1.4	
2204	107	202	202	292	933	110	283	326	351	1174	97	KEWT	1611	107	80	159	239	639	110	178	294	268	912	60	KEWT	21.9	17.1	12.5	20.6	36.3	21.2	17.9	25.5	35.9	38.3	28.1	5.4	
1895	58	99	253	249	896	76	164	119	289	949	50	KFBK	1233	58	63	226	184	682	16	96	99	183	512	39	KFBK	16.7	9.3	9.8	29.4	27.9	22.6	2.6	13.8	12.1	26.2	15.8	3.5	
545	35	31	36	66	189		76	56	89	348	8	KFBK FM	396	35	31	36	58	167		76	56	67	221	8	KFBK FM	5.4	5.6	4.8	4.7	8.8	5.5		10.9	6.8	9.6	6.8	.7	
1025	56	90	123	181	457	24	140	169	153	513	55	*KGMS	926	56	90	95	181	429	24	117	128	146	442	55	*KGMS	12.6	8.9	14.0	12.3	27.5	14.2	3.9	16.8	15.6	20.9	13.6	5.0	
1257	181	92	53		326	204	106	120	13	456	475	KNOE	1217	181	92	53		326	204	106	120	13	456	435	KNOE	16.5	28.9	14.4	6.9		10.8	33.2	15.2	14.7	1.9	14.1	39.4	
426	23	42	61	38	218	16	19	67	37	161	47	*KPOP	395	23	42	41	27	187	16	19	67	37	161	47	*KPOP	5.4	3.7	6.6	5.3	4.1	6.2	2.6	2.7	8.2	5.3	5.0	4.3	
145	12	15	9	8	51	25	8	29	9	71	23	*KPFP	145	12	15	9	8	51	25	8	29	9	71	23	*KPFP	2.8	1.9	2.3	1.2	1.2	1.7	4.1	1.1	3.5	1.3	2.2	2.1	
2595	115	359	393	284	1249	102	218	318	302	1146	200	*KRAK	1346	115	359	393	284	1249	102	218	318	302	1146	200	*KRAK	18.3	6.7	22.5	32.9	20.0	21.1	6.8	22.4	19.6	24.2	19.3	7.3	
609	118	61	19	25	255	90	27	44	23	184	170	KROI	514	83	61	19	25	199	90	27	44	9	170	145	KROI	7.0	13.2	9.5	2.5	3.8	6.6	14.6	3.9	5.4	1.3	5.2	13.1	
2196	231	192	116	8	561	340	197	188	79	844	791	KROY	1966	231	192	116	8	561	253	197	177	51	718	687	KROY	26.7	36.8	30.0	15.1	1.2	18.6	41.1	28.3	21.6	7.3	22.1	62.2	
1282	392	165	49	17	623	197	62	35	21	315	344	KSPM	990	272	144	19	17	452	197	58	35	21	311	227	KSPM	13.4	43.4	22.5	2.5	2.6	15.0	32.0	8.3	4.3	3.0	9.6	20.6	
1170	188	136	38	33	406	244	101	57	58	487	277	KXOA	1081	188	136	38	33	406	184	101	57	51	420	255	KXOA	14.7	30.0	21.2	4.9	5.0	13.5	29.9	14.5	7.0	7.3	12.9	23.1	
871	266	154	38	8	466	159	65	22	13	259	146	KZAP	768	210	133	38	8	389	159	65	18	13	255	124	KZAP	10.4	33.5	20.7	4.9	1.2	12.9	25.9	9.3	2.2	1.9	7.9	11.2	
928	12	112	111	64	465	69	101	57	127	450	13	KCBS	233	12	5	50	33	137	9	16		42	83	13	KCBS	3.2	1.9	.8	6.5	5.0	4.5	1.5	2.3		6.0	2.6	1.2	
3395	603	301	168	54	1126	700	342	212	35	1316	953	KFRC	1484	253	174	94	27	548	240	202	56	18	543	393	KFRC	20.1	40.4	27.1	12.2	4.1	18.2	39.0	29.0	6.8	2.6	16.7	35.6	
1138	12	70	167	113	497	9	115	116	217	588	53	*KGO	508	12	30	51	40	207	9	30	86	111	293	8	*KGO	6.9	1.9	4.7	6.6	6.1	6.9	1.5	4.3	10.5	15.9	9.0	.7	
1145	130	202	195	67	613	55	156	139	64	457	75	KNBR	250	47	24	38	22	142	17	17	29	11	74	34	KNBR	3.4	7.5	3.7	4.9	3.3	4.7	2.8	2.4	3.5	1.6	2.3	3.1	
40			16	3	19	3		6	4	13	8	KTHD	40			16	3	19	3		6	4	13	8	KTHD	.5			2.1	.5	.6	.5		.7	.6	.4	.7	

TOTAL LISTENING IN METRO SURVEY AREA													7033	615	609	751	581	2876	606	680	788	626	3082	1075	95.5	98.1	95.0	97.5	88.2	95.3	98.5	97.6	96.3	89.6	95.0	97.4
--------------------------------------	--	--	--	--	--	--	--	--	--	--	--	--	------	-----	-----	-----	-----	------	-----	-----	-----	-----	------	------	------	------	------	------	------	------	------	------	------	------	------	------

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

DAY PARTS
AVG.
&
CUME

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TOTAL PERS. 12+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TOTAL PERS. 12+ %	TEENS 12-17 %				
	18-24	25-34	35-49	50-64	18+	18-24	25-34	35-49				50-64	18+	18-24	25-34	35-49	50-64	18+	18-24					25-34	35-49	50-64	18+	18-24	25-34	35-49	50-64			18+	18-24	25-34	35-49
1306	186	178	132	70	587	181	182	111	74	591	128	KALL	1203	133	170	132	70	526	158	163	111	74	549	128	KALL	27.0	33.6	39.1	29.9	22.7	30.1	35.3	36.1	24.8	22.5	28.8	15.9
343		79	53		132	48	67	29	46	190	21	KALL FM	209		62	37	99	24	36	29		89	21	KALL FM	4.7		14.3	8.4		5.7	5.4	8.0	6.5		4.7	2.6	
2592	529	218	72	27	875	472	191	166		856	861	KCPX	1576	298	136	33	9	486	254	141	111		517	573	KCPX	35.3	75.3	31.3	7.5	2.9	27.8	56.8	31.3	24.8		27.1	71.0
653	159	58	30		247	112	26	4		159	247	KCPX FM	434	131	32	4	167	90	26	4		120	147	KCPX FM	9.7	33.1	7.4	.9		9.6	20.1	5.8	.9		6.3	18.2	
138		24	25		61		10	38	7	70	7	*KLAT	125		11	25		48		10	38	7	70	7	*KLAT	2.8		2.5	5.7		2.7		2.2	8.5	2.1	3.7	.9
1983	23	153	358	205	860	67	191	313	298	997	126	KLUB	1239	23	114	227	128	554	67	169	165	181	635	50	KLUB	27.8	5.8	26.2	51.5	41.4	31.7	15.0	37.5	36.9	55.0	33.3	6.2
543	12	30	49	35	168	37	46	108	71	327	48	KLUB FM	389	12	30	33	35	131	37	32	93	42	236	22	KLUB FM	8.7	3.0	6.9	7.5	11.3	7.5	8.3	7.1	20.8	12.8	12.4	2.7
350		21	82	17	141	18	68	44	14	180	29	KNOR	296		21	53	17	112	18	68	44	14	155	29	KNOR	6.6		4.8	12.0	5.5	6.4	4.0	15.1	9.8	4.3	8.1	3.6
567	152	73	29	49	303	52	42	29	28	151	113	KNAK	446	95	64	16	29	204	30	42	29	28	129	113	KNAK	10.0	24.0	14.7	3.6	9.4	11.7	6.7	9.3	6.5	8.5	6.8	14.0
673	93	92	119	37	341	59	86	77	82	304	28	*KRGO	201	12	19	41	17	89	12	38	19	21	90	22	*KRGO	4.5	3.0	4.4	9.3	5.5	5.1	2.7	8.4	4.3	6.4	4.7	2.7
1336	277	77	8	17	379	261	83	66	30	452	505	*KRSP	874	216	41	8	17	282	126	52	44	14	236	356	*KRSP	19.6	54.5	9.4	1.8	5.5	16.1	28.2	11.5	9.8	4.3	12.4	44.1
947	144	69	25	9	247	203	79	22	11	315	385	KRSP FM	730	144	60	25	9	238	127	46	22	11	206	286	KRSP FM	16.4	36.4	13.8	5.7	2.9	13.6	28.4	10.2	4.9	3.3	10.8	35.4
1866	336	107	25	17	485	391	146	81	41	671	710	+ TOTAL	1244	276	71	25	17	389	211	83	59	25	378	477	+ TOTAL	27.9	69.7	16.3	5.7	5.5	22.3	47.2	18.4	13.2	7.6	19.8	59.1
2399	52	263	276	254	1046	199	283	221	255	1188	165	KSL	1334	12	187	140	120	562	133	167	127	150	707	65	KSL	29.9	3.0	43.0	31.7	38.8	32.2	29.8	37.0	28.4	45.6	37.1	8.1
1325	94	165	169	68	588	123	192	160	157	688	49	KSL FM	782	94	119	91	26	340	79	101	108	85	399	43	KSL FM	17.5	23.7	27.4	20.6	8.4	19.5	17.7	22.4	24.2	25.8	20.9	5.3
422	12	45	120	64	262	6	72	46	14	138	22	*KSOP	258	12	28	70	26	157	6	48	26	14	94	7	*KSOP	5.8	3.0	6.4	15.9	8.4	9.0	1.3	10.6	5.8	4.3	4.9	.9
216		52	32	9	93	24	37	37	7	116	7	KSOP FM	200		52	21	9	82	24	32	37	7	111	7	KSOP FM	4.5		12.0	4.8	2.9	4.7	5.4	7.1	8.3	2.1	5.8	.9
596	12	86	140	72	331	30	98	75	21	235	29	+ TOTAL	433	12	69	90	35	227	30	74	56	21	192	14	+ TOTAL	9.7	3.0	15.9	20.4	11.3	13.0	6.7	16.4	12.5	6.4	10.1	1.7
446	24	24	53	56	228	18	10	59	71	211	7	*KSXX	396	24	11	53	38	178	18	10	59	71	211	7	*KSXX	8.9	6.1	2.5	12.0	12.3	10.2	4.0	2.2	13.2	21.6	11.1	.9
332	12	52	53	9	157	61	26	41	28	175		*KNHO	279	12	52	37	9	141	61	26	26	14	138		*KNHO	6.3	3.0	12.0	8.4	2.9	8.1	13.6	5.8	5.8	4.3	7.2	
104	24		8		32	12	10	22	14	58	14	KNHO FM	104	24		8		32	12	10	22	14	58	14	KNHO FM	2.3	6.1		1.8		1.8	2.7	2.2	4.9	4.3	3.0	1.7
176		31	16		47	77	16	29		122	7	KFHC	97		19	16		35	24	16	15		55	7	KFHC	2.2		4.4	3.6		2.0	5.4	3.5	3.4		2.9	.9

TOTAL LISTENING IN METRO SURVEY AREA	4200	384	424	412	288	1665	447	435	410	304	1790	745	94.1	97.0	97.5	93.4	93.2	95.3	99.9	96.5	91.7	92.4	93.8	92.3
--------------------------------------	------	-----	-----	-----	-----	------	-----	-----	-----	-----	------	-----	------	------	------	------	------	------	------	------	------	------	------	------

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

DAY PARTS-
AVG. & CUME

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %		18-24 %
1180	76	233	190	76	655	104	153	119	43	450	75	KALL	1155	76	217	190	67	630	104	153	119	43	450	75	KALL	20.2	15.0	43.2	32.5	15.1	27.8	19.9	28.7	19.7	9.1	18.4	7.3	
417	22	82	37	22	181	35	96	26	27	210	26	KALL FM	368	22	54	31	22	147	25	96	26	22	195	26	KALL FM	6.4	4.3	10.8	5.3	5.0	6.5	4.8	18.0	4.3	4.7	8.0	2.5	
2400	397	198	69	38	715	438	139	134	38	767	918	KCPX	1917	310	181	59	26	576	324	116	118	31	597	744	KCPX	33.5	61.0	36.1	10.1	5.9	25.4	62.0	21.8	19.6	6.6	24.5	72.7	
617	158	24	7	8	223	100	39	15	22	176	218	KCPX FM	551	141	8	7	8	182	90	39	15	22	166	203	KCPX FM	9.6	27.8	1.6	1.2	1.8	8.0	17.2	7.3	2.5	4.7	6.8	19.8	
129	13	15	22	14	64						18	*KLAT	129	13	15	22	14	64					47	18	*KLAT	2.3	2.6	3.0	3.8	3.2	2.8				5.6		1.9	1.8
306	28		39	46	113	13	18	34	70	153	40	*KLO	306	28		39	46	113	13	18	34	70	153	40	*KLO	5.3	5.5		6.7	10.4	5.0	2.5	3.4	5.6	14.9	6.3	3.9	
2102		237	370	280	1002	66	177	316	311	987	113	KLUB	1579		173	282	243	775	33	132	254	239	728	76	KLUB	27.6		34.5	48.3	54.9	34.2	6.3	24.8	42.1	50.9	29.8	7.4	
465	11	8	45	48	147	21	72	50	91	270	48	KLUB FM	381	11	8	35	39	128	21	61	50	76	234	19	KLUB FM	6.7	2.2	1.6	6.0	8.8	5.7	4.0	11.4	8.3	16.2	9.6	1.9	
232		30	70	21	121	24	13	24	37	111		KMOR	218		30	70	21	121	10	13	24	37	97		KMOR	3.8		6.0	12.0	4.7	5.3	1.9	2.4	4.0	7.9	4.0		
832	124	96	38	50	343	161	52	18	14	271	218	KNAK	789	124	96	38	38	331	147	52	12	14	251	207	KNAK	13.8	24.4	19.1	6.5	8.6	14.6	28.1	9.8	2.0	3.0	10.3	20.2	
105	13		30	10	53						52	*KQPD	105	13		30	10	53					52		*KQPD	1.8	2.6		5.1	2.3	2.3				4.1	1.9	2.1	
497	53	68	68	60	249	76	44	56	42	218	30	*KRGO	417	37	68	39	60	204	62	32	47	42	183	30	*KRGO	7.3	7.3	13.5	6.7	13.5	9.0	11.9	6.0	7.8	8.9	7.5	2.9	
1222	227	97	31	14	369	267	41	27	15	350	503	*KRSP	1004	211	65	31	14	321	233	41	27	7	308	375	*KRSP	17.5	41.5	12.9	5.3	3.2	14.2	44.6	7.7	4.5	1.5	12.6	36.6	
769	162	39	15	7	223	158	51	37	7	253	293	KRSP FM	720	146	39	15	7	207	148	51	37	7	243	270	KRSP FM	12.6	28.7	7.8	2.6	1.6	9.1	28.3	9.6	6.1	1.5	10.0	26.4	
1621	312	109	45	21	487	327	92	45	21	485	649	TOTAL	1362	280	77	45	21	423	283	92	45	14	434	505	TOTAL	23.8	55.1	15.3	7.7	4.7	18.7	54.1	17.3	7.5	3.0	17.8	49.3	
2855	175	324	325	329	1329	154	261	334	325	1320	206	KSL	1758	100	168	239	217	822	81	136	225	228	825	111	KSL	30.7	19.7	33.5	40.9	49.0	36.3	15.5	25.5	37.3	48.5	33.8	10.8	
1321	95	84	161	98	483	123	150	224	185	780	58	KSL FM	938	68	84	130	81	373	75	122	161	123	530	35	KSL FM	16.4	13.4	16.7	22.3	18.3	16.5	14.3	22.9	26.7	26.2	21.7	3.4	
540	71	87	84	75	335	49	50	69	16	197	8	*KSOP	492	54	87	84	75	318	35	50	52	16	166	8	*KSOP	8.6	10.6	17.3	14.4	16.9	14.0	6.7	9.4	8.6	3.4	6.8	.8	
473	46	43	53	37	197	24	102	73	30	255	21	KSOP FM	427	46	43	43	37	187	10	90	73	30	219	21	KSOP FM	7.5	9.1	8.6	7.4	8.4	8.3	1.9	16.9	12.1	6.4	9.0	2.1	
915	116	122	123	98	494	59	126	130	38	392	29	TOTAL	837	100	122	113	98	468	44	115	114	38	340	29	TOTAL	14.6	19.7	24.3	19.3	22.1	20.7	8.4	21.6	18.9	8.1	13.9	2.8	
173	13	21	7	44	85	21	18	16	17	72	16	*KSVN	173	13	21	7	44	85	21	18	16	17	72	16	*KSVN	3.0	2.6	4.2	1.2	9.9	3.8	4.0	3.4	2.7	3.6	2.9	1.6	
329	11	63	45	44	181	13	19	59	38	142	6	*KSXX	313	11	47	45	44	165	13	19	59	38	142	6	*KSXX	5.5	2.2	9.4	7.7	9.9	7.3	2.5	3.6	9.8	8.1	5.8	.6	
186		15		63	78	19	12	33	20	102	6	*KWH0	156		15		63	78	10		24	20	72	6	*KWH0	2.7		3.0		14.2	3.4	1.9		4.0	4.3	2.9	.6	
132	44	33			77	29	8	6		43	12	KWH0 FM	106	44	17		61	19		8	6		33	12	KWH0 FM	1.9	8.7	3.4			2.7	3.6	1.5	1.0		1.4	1.2	
349	121	47	7	7	182	77	51	6	25	159	8	KFMC	224	89	30	7	7	133	39	39	6	7	91		KFMC	3.9	17.5	6.0	1.2	1.6	5.9	7.5	7.3	1.0	1.5	3.7		

TOTAL LISTENING IN METRO SURVEY AREA	5485	493	484	554	420	2178	509	512	583	449	2321	986	95.7	97.0	96.4	94.9	94.8	96.2	97.3	96.1	96.7	95.5	95.1	96.3
--------------------------------------	------	-----	-----	-----	-----	------	-----	-----	-----	-----	------	-----	------	------	------	------	------	------	------	------	------	------	------	------

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %		18-24 %
907	90	152	109	110	483	58	136	98	23	370	54	KALL	895	90	152	109	102	475	58	136	94	23	366	54	KALL	15.6	17.7	30.3	18.7	23.0	21.0	11.1	25.5	15.6	4.9	15.0	5.3	
408	80	68	57		205	55	40	45	12	180	23	KALL FM	331	56	66	32		156	33	40	39	12	152	23	KALL FM	5.8	11.0	13.5	5.5		6.9	6.3	7.5	6.5	2.6	6.2	2.2	
2570	408	183	65	54	710	483	166	146	57	902	958	KCPX	2163	311	170	49	54	584	396	153	119	43	761	818	KCPX	37.8	61.2	33.9	8.4	12.2	25.8	75.7	28.7	19.7	9.1	31.2	79.9	
697	167	39	17	20	243	116	25	21	30	213	241	KCPX FM	581	128	39	8	20	195	116	25	13	30	205	181	KCPX FM	10.1	25.2	7.8	1.4	4.5	8.6	22.2	4.7	2.2	6.4	8.4	17.7	
96				7	24			18	16	64	8	*KDYL	78				7	24			18	16	50	4	*KDYL	1.4				1.6	1.1			3.0	3.4	2.0	.4	
105		19		6	32		15	28	11	73		*KLAT	94		8		6	21		15	28	11	73		*KLAT	1.6		1.6		1.4	.9		2.8	4.6	2.3	3.0		
253	29	48	21	23	139	27	25	13	14	102	12	*KLO	222	20	48	16	23	125	27	20	13	14	97		*KLO	3.9	3.9	9.6	2.7	5.2	5.5	5.2	3.8	2.2	3.0	4.0		
2147	36	121	368	308	963	119	197	323	291	1031	153	KLUB	1617	20	90	313	226	739	72	138	251	220	758	120	KLUB	28.2	3.9	17.9	53.6	51.0	32.6	13.8	25.9	41.6	46.8	31.1	11.7	
601	12	31	116	49	247	33	93	67	106	339	15	KLUB FM	456	12	31	93	20	195	33	55	52	73	253	8	KLUB FM	8.0	2.4	6.2	15.9	4.5	8.6	6.3	10.3	8.6	15.5	10.4	.8	
238	34	39	16	14	118		16	52	29	106	14	KMOR	232	34	39	16	14	118		16	52	29	106	8	KMOR	4.0	6.7	7.8	2.7	3.2	5.2		3.0	8.6	6.2	4.3	.8	
865	167	65	8	28	268	168	49	30	28	295	302	KNAK	822	158	65	8	20	251	188	49	22	21	280	291	KNAK	14.3	31.1	12.9	1.4	4.5	11.1	35.9	9.2	3.6	4.5	11.5	28.4	
63		12		9	21			20	22	42		*KQPD	63		12		9	21			20	22	42		*KQPD	1.1		2.4		2.0	.9			3.3	4.7	1.7		
531	23	99	63	35	227	31	90	52	23	208	96	*KRGO	356	23	69	37	27	163	19	52	46	23	145	48	*KRGO	6.2	4.5	13.7	6.3	6.1	7.2	3.6	9.8	7.6	4.9	5.9	4.7	
1571	264	119	19	10	436	284	159	74	52	590	545	*KRSP	1188	226	105	12	10	353	198	130	54	34	416	419	*KRSP	20.7	44.5	20.9	2.1	2.3	15.6	37.9	24.4	9.0	7.2	17.0	40.9	
845	138	85	16	7	270	121	69	34	17	262	313	KRSP FM	741	138	85	16	7	246	121	69	29	6	225	270	KRSP FM	12.9	27.2	16.9	2.7	1.6	10.9	23.1	12.9	4.8	1.3	9.2	26.4	
2567	68	229	355	236	1050	226	225	318	270	1302	215	KSL	1797	68	147	264	189	781	130	151	221	176	861	155	KSL	31.4	13.4	29.3	45.2	42.7	34.5	24.9	28.3	36.7	37.4	35.3	15.1	
1705	99	126	171	123	629	204	159	254	212	962	114	KSL FM	1113	29	107	104	89	407	120	133	154	137	639	67	KSL FM	19.4	5.7	21.3	17.8	20.1	18.0	22.9	25.0	25.5	29.1	26.2	6.5	
808	65	112	102	94	373	43	132	106	67	360	75	*KSOP	710	65	104	81	78	328	43	110	100	60	325	57	*KSOP	12.4	12.8	20.7	13.9	17.6	14.5	8.2	20.6	16.6	12.8	13.3	5.6	
802	72	151	83	38	351	69	97	100	68	351	100	KSOP FM	675	72	127	74	22	302	52	75	79	57	280	93	KSOP FM	11.8	14.2	25.3	12.7	5.0	13.3	9.9	14.1	13.1	12.1	11.5	9.1	
191		28	23	30	97	10	13	8	17	60	34	*KSVN	157		28	18	23	76	10	8	8	13	51	30	*KSVN	2.7		5.6	3.1	5.2	3.4	1.9	1.5	1.3	2.8	2.1	2.9	
575	49	31	97	71	285	17	25	77	79	275	15	*KSXX	531	49	19	80	71	256	17	25	69	72	260	15	*KSXX	9.3	9.6	3.8	13.7	16.0	11.3	3.3	4.7	11.4	15.3	10.7	1.5	
235	53	19	42	14	135	8	25	18	25	85	15	*KWHO	214	53	19	37	14	130	8	16	18	18	69	15	*KWHO	3.7	10.4	3.8	6.3	3.2	5.7	1.5	3.0	3.0	3.8	2.8	1.5	
283	29	51	22	13	115	41	82	18	5	146	22	KFMC	159	29	10	8	13	60	41	39	6	5	91	8	KFMC	2.8	5.7	2.0	1.4	2.9	2.7	7.8	7.3	1.0	1.1	3.7	.8	
TOTAL LISTENING IN METRO SURVEY AREA													5579	484	484	566	432	2176	523	524	580	455	2394	1000		97.2	95.3	96.4	96.9	97.5	96.1	99.9	98.3	96.2	96.8	98.1	97.7	

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

CUME Listening Estimates

SALT LAKE CITY-OGDEN
OCT/NOV 1974

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	18 +	18-24	25-34	35-49	50-64	18 +				18-24	25-34	35-49	50-64	18 +	18-24	25-34	35-49	50-64	18 +				18-24	25-34	35-49	50-64	18 +	18-24	25-34	35-49	50-64	18 +		18-24
916	64	193	107	58	440	78	149	88	60	414	62	KALL	890	53	193	107	58	429	78	149	81	52	399	62	KALL	15.1	9.8	35.6	18.2	12.8	18.2	14.5	25.8	13.4	10.9	15.8	6.0	
421		95	38	19	157	39	76	63	21	221	43	KALL FM	351		80	38	12	135	28	76	47	13	173	43	KALL FM	5.9		14.8	6.5	2.7	5.7	5.2	13.2	7.8	2.7	6.9	4.2	
2660	474	254	67	40	835	423	218	161	32	849	976	KCPX	2170	378	185	67	40	670	341	164	143	18	666	834	KCPX	36.7	69.6	34.1	11.4	8.8	28.4	63.4	28.4	23.6	3.8	26.4	80.7	
858	301	74		12	387	162	47	15	6	234	237	KCPX FM	727	241	74		12	327	115	47	15	6	187	213	KCPX FM	12.3	44.4	13.7		2.7	13.9	21.4	8.1	2.5	1.3	7.4	20.6	
331	51	46	78	11	186	9	34	65	6	129	16	*KLD	331	51	46	78	11	186	9	34	65	6	129	16	*KLD	5.6	9.4	8.5	13.2	2.4	7.9	1.7	5.9	10.7	1.3	5.1	1.5	
2069	27	135	321	358	903	107	225	309	348	1083	83	KLUB	1627	27	107	250	291	737	84	142	243	283	820	70	KLUB	27.5	5.0	19.7	42.4	64.4	31.2	15.6	24.6	40.2	59.5	32.5	6.8	
705	27	42	85	94	290	30	65	104	125	382	33	KLUB FM	634	27	42	76	76	263	20	65	93	108	344	27	KLUB FM	10.7	5.0	7.7	12.9	16.8	11.1	3.7	11.3	15.4	22.7	13.6	2.6	
290	26	25	48	17	125	38	45	24	15	130	35	KMOR	281	26	25	48	17	125	38	45	24	6	121	35	KMOR	4.8	4.8	4.6	8.1	3.8	5.3	7.1	7.8	4.0	1.3	4.8	3.4	
864	170	60	29	17	285	106	108	23	19	264	315	KNAK	821	158	60	29	17	273	106	90	23	19	246	302	KNAK	13.9	29.1	11.1	4.9	3.8	11.6	19.7	15.6	3.8	4.0	9.8	29.2	
93		31	9	11	51			28	6	34	8	*KQPD	93		31	9	11	51			28	6	34	8	*KQPD	1.6		5.7	1.5	2.4	2.2			4.6	1.3	1.3	.8	
461	52	74	71	33	230	43	58	42	29	172	59	*KRGO	325	33	32	65	24	154	33	40	35	20	128	43	*KRGO	5.5	6.1	5.9	11.0	5.3	6.5	6.1	6.9	5.8	4.2	5.1	4.2	
1216	255	69	29	5	358	186	45	87	19	337	521	*KRSP	973	205	55	19	279	165	45	72	19	301	393	*KRSP	16.5	37.8	10.1	3.2		11.8	30.7	7.8	11.9	4.0	11.9	38.0		
697	143	59	18		220	125	52	35	6	218	259	KRSP FM	637	135	59	10	204	114	52	30	6	202	231	KRSP FM	10.8	24.9	10.9	1.7		8.6	21.2	9.0	5.0	1.3	8.0	22.4		
1675	349	112	37	5	503	254	89	102	25	470	702	TOTAL	1392	299	97	19	415	222	89	88	25	424	553	TOTAL	23.5	55.1	17.9	3.2		17.6	41.3	15.4	14.5	5.3	16.8	53.5		
2940	163	272	361	271	1276	256	228	345	330	1400	264	KSL	2004	106	192	260	198	882	142	145	242	217	961	161	KSL	33.9	19.5	35.4	44.1	43.8	37.4	26.4	25.1	40.0	45.6	38.1	15.6	
1593	64	138	217	112	601	154	117	281	169	805	187	KSL FM	1125	53	100	166	76	436	66	102	199	105	543	146	KSL FM	19.0	9.8	18.5	28.2	16.8	18.5	12.3	17.7	32.9	22.1	21.5	14.1	
695	58	119	82	83	342	65	122	78	37	306	47	*KSOP	604	58	104	75	66	303	65	86	78	27	260	41	*KSOP	10.2	10.7	19.2	12.7	14.6	12.8	12.1	14.9	12.9	5.7	10.3	4.0	
944	93	103	109	46	407	52	168	93	48	413	124	KSOP FM	716	81	75	83	37	318	40	116	93	20	306	92	KSOP FM	12.1	14.9	13.8	14.1	8.2	13.5	7.4	20.1	15.4	4.2	12.1	8.9	
1372	119	185	163	99	622	108	223	145	62	590	160	+ TOTAL	1096	108	142	131	81	504	95	153	145	33	463	129	+ TOTAL	18.5	19.9	26.2	22.2	17.9	21.4	17.7	26.5	24.0	6.9	18.4	12.5	
494		25	73	58	222	9	37	60	98	272		*KSXX	397		25	67	40	182	9	37	22	79	215		*KSXX	6.7		4.6	11.4	8.8	7.7	1.7	6.4	3.6	16.6	8.5		
151	60	32	17		109	9	7			16	26	*KVOG	151	60	32	17		109	9	7		16	26	*KVOG	2.6	11.0	5.9	2.9		4.6	1.7	1.2			.6	2.5		
218	13	26	66	17	122	52		15	19	86	10	*KWHO	181	13	26	48	17	104	40		8	19	67	10	*KWHO	3.1	2.4	4.8	8.1	3.8	4.4	7.4		1.3	4.0	2.7	1.0	
156	26	17	10	6	59	66	22			88	9	KWHO FM	156	26	17	10	6	59	66	22		88	9	KWHO FM	2.6	4.8	3.1	1.7	1.3	2.5	12.3	3.8			3.5	.9		
445	52	129	10	15	206	138	55		16	209	30	KFMC	259	41	84	10	6	141	57	37		6	100	18	KFMC	4.4	7.6	15.5	1.7	1.3	6.0	10.6	6.4		1.3	4.0	1.7	

TOTAL LISTENING IN METRO SURVEY AREA 5730 515 529 575 440 2274 538 577 583 450 2441 1015 96.9 94.8 97.6 97.6 97.3 96.4 99.9 99.9 96.4 94.5 96.8 98.3

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

DAY PARTS
AVG. & CUME

CUME Listening Estimates

SALT LAKE CITY-DGQEN
OCT/NOV 1975

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN								
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64			TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	
1119	94	211	119	72	547	166	114	100	66	501	71	KALL	1056	94	193	119	72	515	166	114	90	55	470	71	KALL	17.8	16.6	37.0	19.9	16.0	21.7	30.1	19.8	14.5	11.4	18.4	7.0	
380	40	93	21	18	199	69	22	14	17	161	20	KALL FM	188	40	42	8	7	97	29	22	14	6	71	20	KALL FM	3.2	7.1	6.1	1.3	1.6	4.1	5.3	3.8	2.3	1.2	2.8	2.0	
2664	385	286	89	27	795	397	266	207	35	931	938	KCPX	2230	290	235	89	27	649	337	204	174	35	776	805	KCPX	37.6	51.3	45.1	14.9	6.0	27.4	61.2	35.4	28.1	7.2	30.4	79.7	
647	156	77	14	6	253	85	52	30	18	194	200	KCPX FM	542	156	43	14	6	219	85	21	20	18	153	170	KCPX FM	9.1	27.6	8.3	2.3	1.3	9.2	15.4	3.6	3.2	3.7	6.0	16.8	
277	58	25	23	7	121	56	59		6	121	35	KDAB	145		25	23	7	63	30	34		6	70	12	KDAB	2.4		4.8	3.9	1.6	2.7	5.4	5.9		1.2	2.7	1.2	
73				6	21					22	35	*KOYL	73				6	21				13	22	35	17	*KOYL	1.2				1.3	.9			2.1	4.6	1.4	1.7
81		7	6	27	48					33		*KLAT	81		7	6	27	48				6		33		*KLAT	1.4		1.3	1.0	6.0	2.0			1.0		1.3	
286	36	18	16	30	108	35	30	37	25	136	42	*KLO	276	36	18	16	30	108	35	30	37	25	136	32	*KLO	4.6	6.4	3.5	2.7	6.7	4.6	6.4	5.2	6.0	5.2	5.3	3.2	
2131	114	240	320	262	1086	72	190	288	298	958	87	KLUB	1653	79	144	281	205	819	72	112	259	246	770	64	KLUB	27.8	14.0	27.6	47.1	45.6	34.5	13.1	19.4	41.8	50.9	30.1	6.3	
837	54	60	83	87	362	47	106	116	116	449	26	KLUB FM	630	54	43	65	76	289	28	65	106	82	315	26	KLUB FM	10.6	9.6	8.3	10.9	16.9	12.2	5.1	11.3	17.1	17.0	12.3	2.6	
289	13	26	97	21	157		42	36	11	125	7	KMOR	289	13	26	97	21	157		42	36	11	125	7	KMOR	4.9	2.3	5.0	16.2	4.7	6.6		7.3	5.8	2.3	4.9	.7	
799	136	77	28	7	261	127	80	56	24	297	241	KNAK	764	136	77	28	7	248	127	80	56	12	275	241	KNAK	12.9	24.1	14.8	4.7	1.6	10.5	23.0	13.9	9.0	2.5	10.8	23.9	
357	36	33	84	24	177	20	52	59		140	40	*KRGD	293	36	33	71	13	153	20	36	44		109	31	*KRGD	4.9	6.4	6.3	11.9	2.9	6.5	3.6	6.3	7.1		4.3	3.1	
1376	172	76	15	29	292	259	88	112	6	465	619	*KRSP	961	122	59	15	29	225	164	72	77	6	319	417	*KRSP	16.2	21.6	11.3	2.5	6.4	9.5	29.8	12.5	12.4	1.2	12.5	41.3	
1222	108	75	36	29	248	198	57	111	12	378	596	KRSP FM	1009	108	75	23	29	235	162	57	79	12	310	464	KRSP FM	17.0	19.1	14.4	3.9	6.4	9.9	29.4	9.9	12.7	2.5	12.1	45.9	
1948	226	118	44	51	439	324	123	192	12	651	858	TOTAL	1438	176	100	30	51	357	229	107	135	12	483	598	TOTAL	24.2	31.2	19.2	5.0	11.3	15.1	41.6	18.6	21.8	2.5	18.9	59.2	
2655	272	250	303	270	1267	143	207	266	308	1213	175	KSL	1814	179	164	183	191	822	123	145	179	201	849	143	KSL	30.6	31.7	31.5	30.7	42.4	34.7	22.3	25.2	28.9	41.6	33.2	14.2	
1701	120	172	213	138	761	125	207	200	184	871	69	KSL FM	1026	41	111	118	110	445	59	143	145	117	535	46	KSL FM	17.3	7.3	21.3	19.8	24.4	18.8	10.7	24.8	23.4	24.2	20.9	4.6	
597	78	79	125	47	329	20	78	58	36	201	67	*KSOP	507	50	52	125	47	274	20	78	33	36	176	57	*KSOP	8.5	8.8	10.0	20.9	10.4	11.6	3.6	13.5	5.3	7.5	6.9	5.6	
848	76	89	185	41	391	66	136	89	36	355	102	KSOP FM	609	25	72	159	41	297	20	120	69	36	263	49	KSOP FM	10.3	4.4	13.8	26.6	9.1	12.5	3.6	20.8	11.1	7.5	10.3	4.9	
1170	101	143	238	83	565	76	157	141	54	465	140	TOTAL	880	50	98	212	83	443	30	142	96	54	349	88	TOTAL	14.8	8.8	18.8	35.5	18.4	18.7	5.4	24.7	15.5	11.2	13.7	8.7	
113	11	9	20	6	69	10	15	7	12	44		*KSVN	101	11	9	8	6	57	10	15	7	12	44		*KSVN	1.7	1.9	1.7	1.3	1.3	2.4	1.8	2.6	1.1	2.5	1.7		
449		59	72	51	246	10	37	36	49	187	16	*KSXX	371		42	58	51	202	10	22	36	49	162	7	*KSXX	6.2		8.1	9.7	11.3	8.5	1.8	3.8	5.8	10.1	6.3	.7	
176		26	36	22	91	20	6	22	12	78	7	*KWHQ	146		9	23	22	61	20	6	22	12	78	7	*KWHQ	2.5		1.7	3.9	4.9	2.6	3.6	1.0	3.5	2.5	3.1	.7	
132	13	43	15		71		29	7	12	48	13	KWHQ FM	132	13	43	15		71		29	7	12	48	13	KWHQ FM	2.2	2.3	8.3	2.5		3.0		5.0	1.1	2.5	1.9	1.3	
370	40	119	7	14	187	20	118		24	171	12	KFHC	271	40	67	7	14	135	20	71		24	124	12	KFHC	4.6	7.1	12.9	1.2	3.1	5.7	3.6	12.3		5.0	4.9	1.2	

TOTAL LISTENING IN METRO SURVEY AREA 5755 538 512 589 422 2278 543 556 612 453 2481 936 96.9 95.2 98.3 98.7 93.8 96.1 98.5 96.5 98.7 93.8 97.1 98.6

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

DAY-PARTS AVG. & CUME